

film made from a brief *Apollo 15* video tape showing detail from the tapes never seen before.

A member of the *Apollo 16* orbital science photo-team, Dr. Harold Masurky, stated, in an interview from the Houston Manned Spacecraft Center, that looking at the pictures was "like looking at a bird with a good pair of field-glasses rather than the naked eye".

The signal-processing technology used for "live" lunar transmissions is identical to a portion of that used by Image Transform for its video tape of film conversions. Image Transform Inc. is also making certain feasibility studies for NASA for its upcoming *Skylab* project.

As vice-president of Image Transform Inc., Lowry heads a team of highly-skilled engineers and technicians. Prominent in this group are the chief engineer, Kenneth Holland, whose background includes Video Devices Company and the Hollywood Video Centre, and James Shepherd, who served as project engineer on all *Apollo 16* activity. Jack Sinclair, formerly technical operations supervisor at CFTO, Canada's largest television-production centre, and

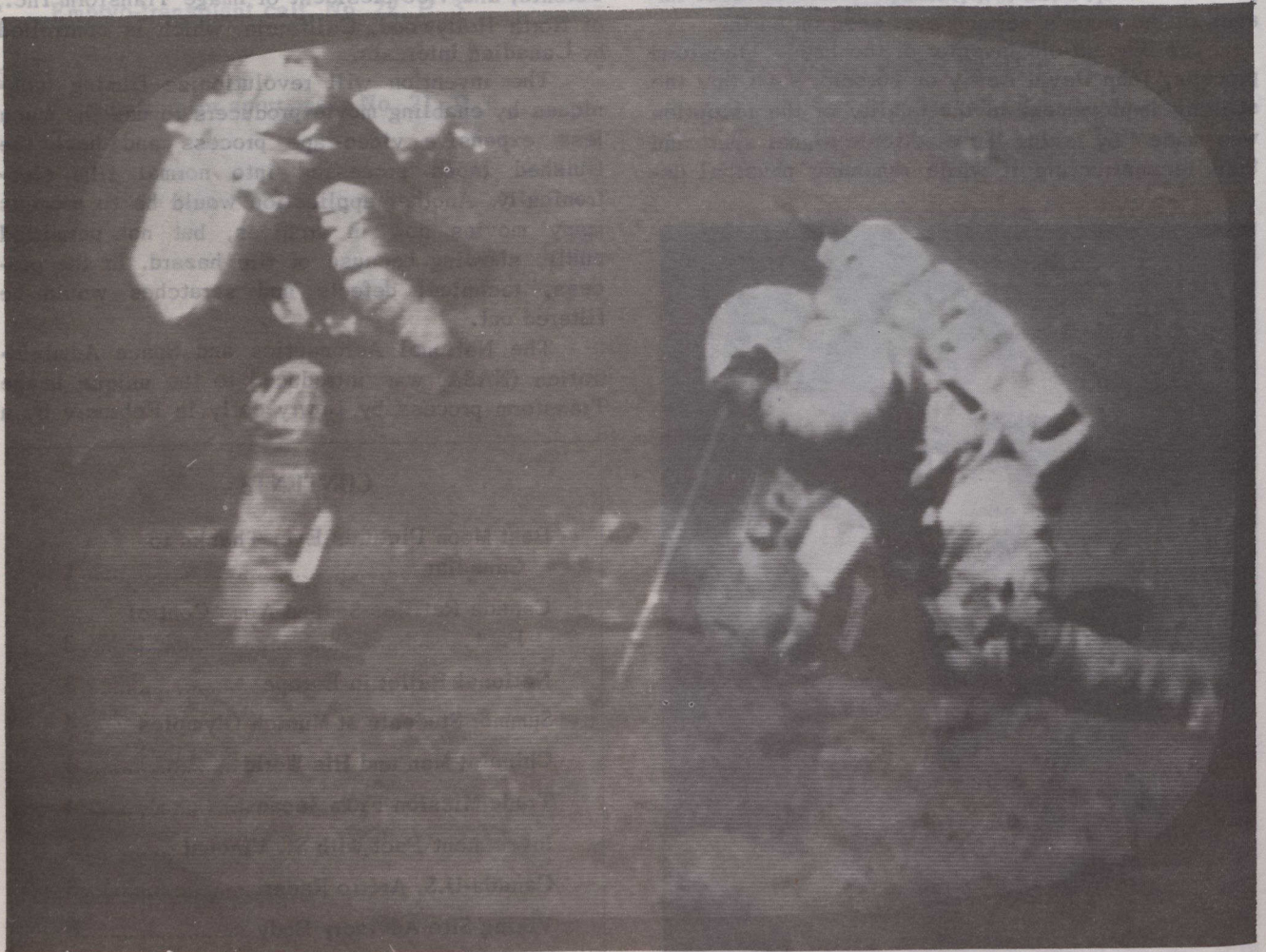
Lowry himself were in Houston to co-ordinate with Shepherd all live transmissions of the transearth and lunar signals.

BEGINNINGS WITH CBC

Lowry has won numerous international awards for producing and directing in both video and film. He began his career in 1952 with the Canadian Broadcasting Corporation in Toronto. In 1962 with Advertel productions, he was actively involved in the original development of electronic editing and, together with Canadian Westinghouse, developed the Wesscam camera stabilizer for helicopter photography.

Ronald Gunning, born in London, Ontario, serves as president of Image Transform Inc. Gunning, a corporate lawyer, runs the company with the additional expertise of 18 years as an independent businessman.

Douglas McCutcheon, president of Image Transform, Toronto, and Mr. Lowry, were members of a sales mission that left Canada on May 26 for France, Belgium and Holland to seek European markets for Mr. Lowry's invention.



John Lowry's invention is responsible for improved television pictures like this one, which shows astronaut

Charles Duke bending down on one knee to pick up a moon rock with a pair of tongs. John Young looks on at left.