

Bulletin

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BEST MOON PICTURES EVER THANKS TO CANADIAN

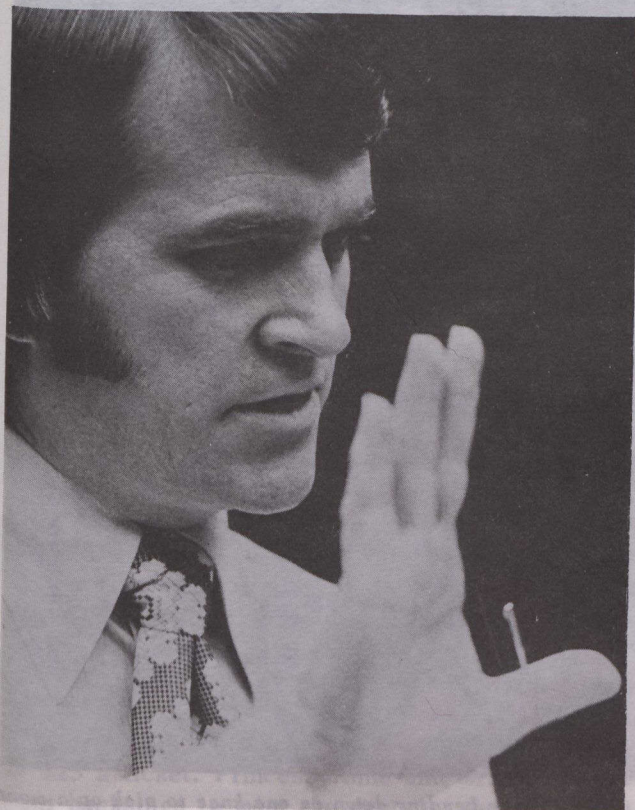
Millions of television viewers were surprised and delighted recently by the improved quality of the pictures sent back to earth by the *Apollo 16* moon mission. And it was a Canadian who developed the process that produced the sharpest and clearest images of the moon's surface ever seen on earth.

The 39-year-old inventor of the Image Transform process, John David Lowry of Toronto, says that the striking improvement in the quality of the reception was made "by taking the electronic signal apart and then reconstructing it while removing physical de-

fects and scratches and ensuring a steady image, low granularity, high definition, colour dependability, tonal accuracy and sharp edge effects". Mr. Lowry is director of Image Transform of Canada Limited, Toronto, and vice-president of Image Transform Inc., of North Hollywood, California, which is controlled by Canadian interests.

The invention will revolutionize filming techniques by enabling movie producers to use the much less expensive video-tape process and have the finished tapes processed into normal film electronically. Another application would be to process many movies now in archives, but not permitted public showing because of fire hazard. In the process, technical defects and scratches would be filtered out.

The National Aeronautics and Space Administration (NASA) was introduced to the unique Image Transform process by Lowry early in February by a



John David Lowry

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