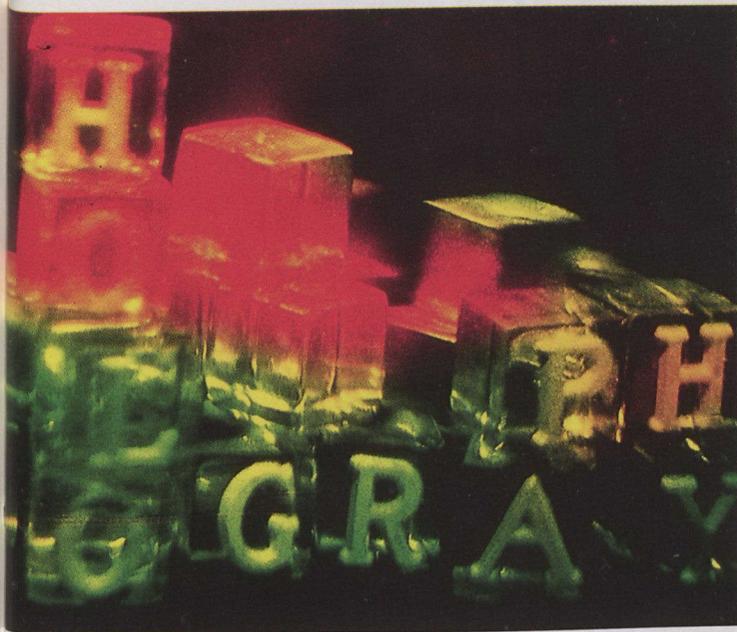


Through a Glass Lightly



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The world's largest display of holograms is touring Canada. Images in Time and Space, assembled by The Associates of Science and Technology, includes images from Canada, the United States, the Soviet Union and 13 other countries in an exhibition that informs, educates and amazes.

Holograms preserve three-dimensional images for both science and art. The "pictures" are captured by shining a laser through a specially treated glass plate that records the interaction between the light waves going to an object and the same light waves reflected back from it. When light shines from the same angle as that in which the laser was directed, the glass "remembers," and becomes a window onto what was once in front of it, through which the object can be seen in all the roundness of three dimensions.

Visitors to the exhibition cannot resist trying to touch the realistic shapes that seem to extend up to an arm's length from the walls on which the

holograms hang, or to reach through the frame into the three-dimensional images of objects that can be observed from different angles.

The Hungarian-born British physicist Dennis Gabor received a Nobel prize in physics more than 20 years after his 1947 invention of the "window with a memory." Since then, holography has been developed in two major directions: Soviet scientists concentrate on the single-colour reflection holography pioneered by Uri Denisjuk, and U.S. scientists are refining "rainbow" holography which explores the full range of colour.

Holograms in the exhibition demonstrate the incredible speed and accuracy of the technology. Visitors see the shock-waves of projectiles going faster than the speed of sound, and examine detail so precise that it is measurable in fractions of the width of a light wave.

Images in Time and Space has been seen in Montreal and Ottawa. The exhibit will be shown in San José, California, from October through January and will then tour Canada's larger cities for another 18 months.

The Arctic on Ice

Arctic Ice Water is a new sparkling water that has been bottled, packaged, distributed, and marketed from Edmonton, Alberta, since the spring of 1987.

General Manager of Arctic Ice Water Ltd., Brian Draginda, quotes Canadian and American consumer analysts who say that consumption and sales of bottled water are expected to double within the next 10 years. "People are very health conscious now," he explains. "They are concerned about eating and drinking pure water which is low in sodium and high in calcium. The company distributed well over 100 000 bottles in 1987.

Draginda is currently marketing Arctic Ice Water in the United States where it is available at H₂O "water bars" in Beverly Hills, Sacramento and San Francisco. "The response has been very rewarding. I've been told that Arctic Ice is the number one seller where consumers buy water by the glass," Draginda says. He is currently negotiating with major food chains in California, and Japan for distribution.

Canadian "Arctic Ice Water": sparkling at home and abroad.

