

ACTION 24 manual control channels

comprehensive range covering all scales of operation and all operational philosophies.

Colour Filters

Strand has made a comeback into the colour business. They admit to having lost ground, both in the width of the colour ranges and the service offered. But they are now making a serious bid for colour leadership

with three filter ranges and a service approach that includes 24 hour despatch and an avalanche of free swatches.

Cinemoid continues as the strong rigid film, still with the colour integral, but made by a new process to ensure consistent quality.

Chromoid continues as the top quality high temperature filter, but with an expanded range of colours.

Cinelux is introduced as a heat-resistant polyester film, dye coated on both sides. The colour numbers begin with 4 and if you knock off that 4, most of the numbers correspond to the vanished cinemoid numbers that veterans like me know and love. Welcome back some of my old loves, particularly (4)38! But, dear Strand, when you start expanding these ranges, as expand them you must if you want to retain your newly gained market ground, please can I have the equivalent to double 50 that I have been requesting for over twenty years! The Cinelux range also includes thirty one correction filters, nine of them for diffusion.

With all this, it should be possible to light most shows with only Strand filters, thus eliminating the number confusion that can arise when using gels from several suppliers. Also, if all filter comes from one source, it is easier to have a meaningful debate about filter quality!

All these new Strand goodies will be on show at the ABTT North Trade Show (October 28th-31st) and in a Strand Roadshow starting in Cambridge on September 29th and travelling via Bognor Regis, Southampton, Bristol, Cardiff, Dublin, Belfast, Birmingham, Newcastle and Edinburgh to end in Glasgow on November 10th. And there is an informative comprehensive 16-page brochure available from Strand and their distributors.

STRAND FILTERS

RIGHT ACROSS THE SPECTRUM


Give those grey areas the light of inspiration with the ultimate product in the entertainment business today. Three ranges to suit every need.

STRAND FILTERS CINELUX A completely new and fully comprehensive range of 94 colours, correction filters and diffusion media all at competitive prices.

CHROMOID Re-launched as an expanded range of 70 high temperature colour effects filters for use where stability and durability are essential.

CINEMOID Ideal for low budget productions. A range of 29 reformulated safety colour filters.

Available from stock-extensive distribution. ● 24-hour order despatch. ● Supplied in rolls or as cut sheets. ● 25-sheet packs in handy 'use-again' storage containers. ● All filters conform to stringent safety standards BS3944: 1965 ● Swatch books available on request. ●

 **Strand Lighting**

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or for instant service collect at "Strand Lighting Shop" at the address above.



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