

**T**HERE is nothing new about the name Rank Electronics in Australia's professional entertainment industry. But the big news, in February of this year, was the change in ownership of the Company. After all, Rank Electronics was until then a part of the world-wide Rank Organisation of U.K., and for some it was hard to think of a Rank company without that familiar Gong Man up front.

But for many other people it was the logical next step in a story that began as far back as 1946 with a company called Simon Gray Pty. Ltd. And while Simon Gray was developing into one of the most progressive

telecine, lenses and Strand lighting, in what then became Rank's Professional Services Group.

In November, 1979, Rank Electronics was formed as a new Company within Rank Industries Australia to bring together this group of non-consumer products and services. The move recognised that a distinct organisation could better respond to the needs of industrial and professional customers and offer the combination of skills required.

And this is even more true today. Perhaps that is one reason why when the transfer of ownership from Rank Industries Australia was announced early last year there was a unanimous decision from all of the company's existing suppliers to continue with the new organisation.

Rank Electronics is now owned by a consortium of shareholders including Richard Keighery (Chairman), Bruce Amm (Managing Director) Wulf Gray and the Pratt Group. The new owners lost no time in restructuring the Company to facilitate expansion both in its established lines of business and in related new fields of professional electronics. Under the new structure, four business groups report to the Managing Director:

Audio Visual, which includes the education/video products such as Video projectors and television, as well as a film library of industrial and sales training material.

Profoto/audio, which takes in professional photofinishing equipment as well as radio broadcast and professional audio.

Lighting and motion picture, including the familiar Strand and Quartzcolor products, Environ architectural dimming systems and a range of industry - standard motion picture and professional television equipment like Steenbeck and Rank Cintel - Engineering services, which provides service and spare parts support for all the Company's products, from predelivery checking to installation, commissioning and maintenance contracts.

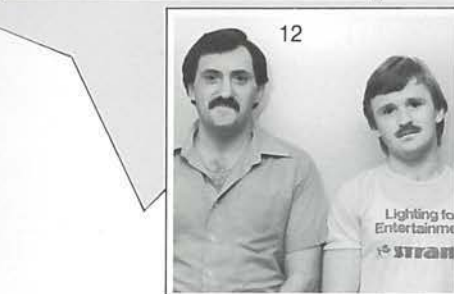
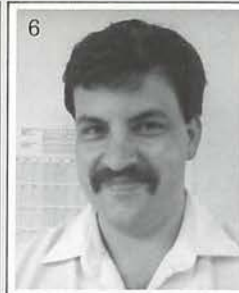
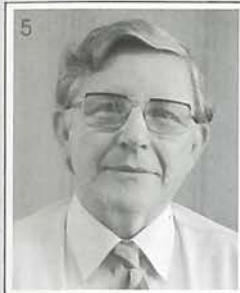
The four groups are not watertight compartments. The increasing overlap of technology in related fields, the shared customers and the very style of the Company see to that. But the new structure does enable more focus on the particular requirements of individual customers, and also makes it possible to keep abreast of developments in these fast-moving fields.

From offices in all States, Rank Electronics provides a complete service to the commercial and professional markets for communications, education, entertainment and photoprocessing, from individual products through systems to complete turn-key installations. An in-house product engineering facility is maintained in Melbourne to construct standard products and special consoles, racks, audio and lighting systems, to complement current products and to develop accessories as required.

For Rank Electronics, it is an impressive combination, with a first-class range of products from The Rank Organisation and other companies, plus a greater flexibility to respond to the Australian market place because of the new structure. ■



# AUSTRALIA



## SYDNEY

1. L. to R. Richard Keighery (Chairman), Bruce Amm (Managing Director)
2. Tony Youlden (National Sales Manager)
3. David Bird (National Marketing Manager)
4. Pat Tomkins (General Manager-Studio Division)
5. Roger Dornan (Manager-Motion Picture)
6. Adam Smith
7. Frances Taylor
8. David Kentish
9. Hire dept: L. to R. Chris Roarty, Rob Nicholls, John Pedrotti, Ron Hatten.

## PERTH

10. L. to R. Peter Dunn, Irene Knight, Peter Robinson, Fred Jaeger, Pat Cahill

## ADELAIDE

11. L. to R. Kevin Soper, Elaine Gottwald, John Vardon, Bruce Linn, James Toro.

## BRISBANE

12. L. to R. Geoff Biggs, Michael Kickbusch.

## MELBOURNE

13. Back Row L. to R. Brian Goldsmith, Lloyd Bray, Tony 'Buzz' Bailey, Eddie Zulian, Simon Thewlis, Durham Ritchie. Front Row L. to R. John Colvin, Julie Tolson, Les Swift, Rodney Currie, Guido Cugliandro.

communications electronics companies in Australia, Strand Electric and Engineering Company of London was opening a subsidiary in Melbourne in the early fifties to supply lighting equipment to Theatres around Australia. In 1969 the Strand Electric Group was acquired by The Rank Organisation of U.K.

In 1973, Rank Industries Australia, a subsidiary of The Rank Organisation, acquired Simon Gray, and also Swift and Bleakley, a complementary organisation specialising in photography, developing and film editing. Other activities followed suit, as well as a diverse range of Rank's own manufactured products including