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A Subsidiary of The Rank Organisation

ELECTRO NEWS



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THE INTERNATIONAL JOURNAL OF ELECTRO CONTROLS

The Salt Lake City based high technology lighting control company is now part of the Strand Lighting international group



Left to right, Sir Patrick Meaney, Chairman of the Rank Organisation, Hyrum Mead, President of Electro Controls, and Marvin Altman, President of Strand Lighting, taken outside Electro Controls head office during the chairman's visit.

This is the first issue of our new twice yearly magazine. We hope to use it to keep all Electro friends and customers up to date on our products, new and old, and on contracts, projects and company personalities.

For 'Strandlight' readers we are enclosing a copy of Electro News to introduce the company and its products to you.

Now Electro's range of theatre, television and architectural lighting control products are available from Strand companies and agents throughout the world, except for the continental United States, where a completely separate distribution channel will be maintained.

In the rest of the world — Europe, Australasia, Africa and the Far and Middle East, Electro products can be

obtained wherever Strand's own products are offered.

They will enjoy the service support in the field that has been the foundation, since 1914, of Strand's success.

So now there is an alternative design approach available through the companies, agents, dealers and representatives that you know and have entrusted with your lighting needs for many years.

Electro Controls becomes part of Rank Organisation

Who Are We at Electro and What Do We Do?

Based in Salt Lake City, the company designs and manufactures Architectural lighting control systems for hotels, conference centres, and all types of buildings where sophisticated dimming and switching of lighting for aesthetic requirements or for energy saving is required.

We also produce an advanced range of both memory and manual control systems for theatres and T.V. studios. These include our top of the line Premiere system, specified for the Calgary Arts Centre and the other large theatre applications and the Celebrity and Prelude ranges which include systems covering a range from large TV studios to school auditoriums.

Our range of dimmers, both tungsten and fluorescent, have been widely accepted in the market.

And now with the world wide service and support of Strand Lighting, which in turn is part of the Rank Organisation, a leading international group and one of the

world's largest and most securely established companies, we are confident of achieving in the rest of the world the success we have enjoyed in North America.

Electro Controls Early Days

Electro Controls was founded forty one years ago by Mr Ariel Davis and his brother.

Ariel Davis is one of that band of inventors and

entrepreneurs that America has produced in such profusion since the earliest days of the country, a group whose discoveries have been essentially useful and practical above all else.

It was to lighting and dimming and sophisticated control methods that Ariel Davis devoted his ideas and which were the basis on which his company was founded.

The company's first home was in the small city of Provo, about thirty miles south of Salt Lake City, the site of Brigham Young University. A close link with a University town provides good credentials for technological companies everywhere.

There were many innovations and inventions along the way as the company grew. Among these was the development of America's first memory console and the first use of the now universal parcan. Some of our readers will remember the Parallelsphere, a very early example, I believe the first in North America, of the variable focus framing spot, whose descendants now hang above every stage.

We also created the sliding cross connect which replaced cord and plug patching found so widely up to the present decade, when a dimmer per channel became the accepted standard.

By 1963 business had developed to the stage where location in a larger metropolitan centre would obviously be sensible, so a move was made to Salt Lake City itself.

The company then passed into a different ownership, although continuing to grow in size and in reputation.

1986 brings our story up to date, when Electro Controls became part of the Strand Lighting world wide family.

And a Few More Facts — This Time About Strand Lighting's Early Days

The original company, Strand Electric and Engineering Limited, was founded in 1914 to manufacture equipment for the still fairly new art of lighting the theatre stage by electricity.

A very small workshop in London's Covent Garden was the start of it all. Strand had two great advantages from the beginning. The founders, Arthur Earnshaw and Philip Sheridan were both theatre chief electricians and Covent Garden was, and still is, in the very heart of London's entertainment, with forty theatres within a short walking distance of the original small Floral Street workshop.

Strand grew steadily, taking on extra premises scattered over London as demand for their lights, switchboards and dimmers grew.

They produced a range of battens, floods and spots, but their main strength was in their switchboards and dimmers, which always set the pace.

In the 1950s the growth of television led to another great increase in Strand's business and Strand's switchboards became even more popular on both sides of the Atlantic.

Let us now consider the other half of the present Strand Lighting company, Century Lighting of New York.

Founded in 1929 by Messrs Levy and Cook, this company's development paralleled that of Strand in England. The ellipsoidal type of spot light known world wide as the Leko — the name derived from those of the two founders — was and is a most widely known product. About nine years ago the famous series of memory control systems marketed under the Light Palette name came along, and now, alongside U.K. Strand's Galaxy and Gemini they constitute the world's most popular TV and theatre lighting controls.

In 1968 Strand became part of the Rank Organisation, a major industrial, hotel and entertainment group, with financial resources to back the continued growth of its three lighting companies.

So this is the family which now welcomes Electro Controls, its products, its staff — and, most important of all — its customers.

One of Electro Controls Finest Projects

Lighting at the Calgary Centre for Performing Arts

During a recent visit to Canada, Donna Appleton, the Strand Lighting General Manager in Canada — now also responsible for Electro products in the Dominion — told me about the highly successful Calgary Centre for Performing Arts, opened some two years ago.

The architects were Raines Finlayson Barrett and the theatre consultants were my old friends Theatre Projects Consultants — I was going to say of London, but they are also now of New York, Toronto and Los Angeles.

I asked Jerry Godden of Theatre Projects, who was especially involved in the Calgary project, to tell Electro News readers about the lighting and control.

Theatre Projects Consultants was first approached to become involved in the design of the Calgary Centre in the Summer of 1978. Calgary, in the province of Alberta, Canada were planning to invest Can \$79M in a new

downtown Arts District.

The Centre comprises three stages: two theatres arranged around the main workshop and a Concert Hall, the stages and central loading dock constructed at a common level to assist the movement of scenery and equipment. Each theatre has a full size rehearsal room and beneath the Concert Hall is an acoustically treated room in which a full orchestra may rehearse leaving the concert platform free for other events.

The Jack Singer Concert Hall

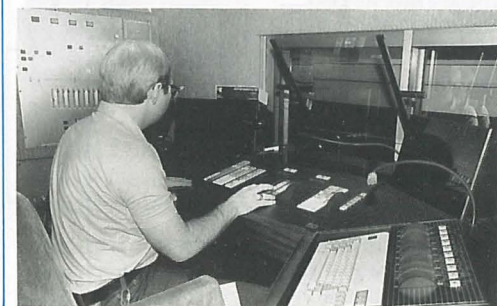
Although primarily intended as a Concert Hall, this 1800 seat room has been designed to accommodate a wide range of events: popular music, open stage opera or dance, films, conventions, headliner acts and almost any other popular entertainment that does not require a proscenium or full flying system. Lighting in this space has therefore to be versatile enough to deal with any type of performance.

Concert platform lighting is incorporated into a large canopy suspended above the platform which is adjustable in height to vary the acoustical response of the hall. For this location Strand Century 6" 1000 watt fresnels were chosen. Fresnels illuminate the main floor area of the hall, the instruments being accessible from the roof void. The side walls of the hall and their retractable acoustic banner

coverings are washed with linear tungsten halogen floodlights located behind glass portholes set into the ceiling. Theatrical 'sparkle' is provided by light strips along the tier fronts, using low wattage round bulbs mounted on chrome backplates.

Preset conditions for house and concert lighting are accessible from any of eight remote panels located around the hall.

Due to the acoustical requirements of the hall's ceiling, lighting instruments in the roof are located behind thick



One of the two identical 'Premiere' systems in the Max Bell and Martha Cohen. This one is the latter.

glass at the centrally located follow spot position and behind sliding panels at the rear side ceiling lighting positions. These panels open electrically for theatrical events.

The Electro Premiere System

For those unfamiliar with the 'Premier' the heart of the system utilizes an IBM PC-AT computer for command, display and management functions. The computer is used in conjunction with an ASCII keyboard, disc drives and processor. The console itself has a 'Star Wars' appearance with the controls and displays located on three main panels that wrap around the operator. Located each side of the two console wings are colour CRT displays providing information on recorded data and active information from the key entry section. A third CRT located inside the console in the central position provides a 'head up' display projected onto a clearglass screen through which the operator has a simultaneous view of the stage. This third screen displays fader status and other pertinent information.

The central control panel houses three main sections: A set-up section with the now familiar endless wheel and numeric entry facilities for addressing cues and channels. A key entry section for addressing all the console control

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Special Strandlight Supplement



2975 South, 300 West, Salt Lake City, the Electro Controls office and plant.