

THE VIDEO ENCYCLOPEDIA

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Archiving: The videotaping of television shows, movies and other programs for storage and future playback. Archiving has become one of the major points in the MCA/DISNEY VS. SONY LAWSUIT in which the Court of Appeals ruled that owners of VCRs would be gaining "economic control" of broadcast shows, making it difficult for the owners of these programs to fully exploit them. Some legal and video experts contend otherwise, that most VCR owners do not indulge in archiving; instead, they tape a show to watch at a more convenient time, then tape over the material.

ARTS: The first cultural programming on cable TV. The service, which began in 1981, covers artistic endeavors around the world, biographies, sculpture, drama, etc. Owned by Hearst/ABC Video Services, ARTS's schedule is from 9 P.M. to 12 A.M. It has over seven million subscribers.

Aspect Ratio: In video and film, the relationship between the height of the image and its width. In the early days of the film industry the screen ratio was standardized at three to four, also described as 1:1.33 or a 1.33 ratio. The TV industry simply adopted this ratio. In Europe a 1.66 aspect ratio is popular in films, while in the United States movies can be seen in ratios ranging from 1.85 to Cinemascope's 2.35. Because of this wide-screen ratio, many of these films require SCANNING before they are televised.

Assemble Editing: A technique in video designed to permit the simultaneous electronic editing of audio and video information. Its counterpart, INSERT EDITING, replaces either the old audio or old video track or both with new information. See EDITING, CRASH EDITING. See Figure 9, p. 47.

Astrocade: The company that took over Bally's Professional Arcade video game system in 1980. Originally called ASTROVISION, the name was changed in 1982 to Astrocade. It now offers about 75 different game and educational cartridges. The system contains a built-in calculator/keypad, two eight-way controllers, remote game selection, a cartridge storage space, BASIC programming cartridge, keypad overlay, light pen connector and three built-in games. Because of the system's computer-like features, the owner has full programmability and, with an optional interface, can connect the game console to an audio cassette recorder. This latter feature permits inexpensive recording of programs as well as playback of other games.

Astrovision: Formerly Bally's Professional Arcade video game system. The name Astrovision was dropped in 1982 when the company adopted Astrocade. See ASTROCADE.

Atari: The leader in video game systems and producer of VCS (VIDEO COMPUTER SYSTEM) and AVES (ADVANCED VIDEO ENTERTAINMENT SYSTEM) game consoles. See VIDEO GAME, VIDEO GAME SYSTEM, etc.

Atari 2600 (see ADVANCED VIDEO ENTERTAINMENT SYSTEM)