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To make Kodak products even more useful to them, however, involves third parties. It requires close touch with people who buy comparatively little film, only enough for their development work on new diagnostic hardware.

Contact with these parties is better made earlier than later if only we can learn in time at whose door to come knocking. These engineers have much more to think about than film. To them, film is a supply item, as is the paper on which their technical reports are typed. An excellent report can be written on slightly off-color paper. With film, the engineers are fussier. When ready for their first big demonstrations, most look for a film with a good spectral-sensitivity match to the phosphor on the display tube.

There is more to be considered than that. Between the output of the electronic circuitry and the image from which medical judgments will be made when the films are viewed stands all the complexity of our art and trade. We do not try to convince anybody that one perfect film can be right for all the kinds of electronic images. Instead, we offer five films for CRT imaging in medical instrumentation.* We hardly expect the selection to be made from an advertisement.

We do suspect there are engineers who right now can save themselves from having to settle for slightly unsatisfactory compromises. These people are not so numerous that we can’t talk to each of them in detail. Arrangements are made by phoning (716) 724-4741 and asking for Bob Thomson, or by writing him at Eastman Kodak Company, Department 816-B, Rochester, N.Y. 14650.

*All five are orthochromatic and all can be processed in 90 seconds: 1) KODAK Gray Tone Imaging Film, 2) KODAK Ortho M Film SO-140, 3) KODAK MIN-R Film, 4) KODAK NMB Film, and 5) KODAK NMC Film.

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