

September 29, 1989



Dear ILDA Member:

The International Laser Display Association is proud to announce the nominations for the first Career Achievement Award. This is ILDA's opportunity to acknowledge those who have made a significant career contribution to the laser display industry. The following people were nominated by ILDA members:

IVAN DRYER

1973  
Ivan Dryer is the President of Laser Images, Inc., and the creator of LASERIUM, the first continuous laser show. Since its premiere in 1972, over 14 million people worldwide have experienced LASERIUM, in addition to the millions more who have seen laser effects by LASERIUM in motion pictures, TV stage shows, trade shows and tours.

Dryer was introduced to the laser in November, 1970, and thereafter produced "LASERIMAGE", the earliest film comprised exclusively of laser effects. However, he immediately recognized that a live laser show in a planetarium setting might be the most artful use of the medium. A demonstration at Griffith Observatory in Los Angeles in December 1970 led to the founding of Laser Images, Inc. in January 1971, and eventually to LASERIUM.

Many of the show techniques and business practices of the laser entertainment industry were established during the early years of LASERIUM, and Dryer was among the first spokesmen for the laser as a non-threatening entertainment device. He has appeared countless times in the media, nationally and internationally, promoting the laser's capacity to delight and inspire.

FRED FENNING

Fred Fenning received his BSE from MIT in 1977. He began his career in laser with Laser Displays, Inc. in January 1977. He developed several versions of an analog synthesizer which finally resulted in the LDI Wizard. He also developed LDI's electro-optic color system, an acousto-optic system, their FM recording system, and the PMR-8 Graphics Synthesizer, the first to use images in EPROM. This equipment was used on several trade shows and corporate meetings including IBM, a 4-city tour for Cadillac and a show for Chrysler. In the Spring of 1979, Fred co-founded Image Engineering where he contributed his best ideas from LDI and continued designing and developing hardware for IE. Included in his accomplishments at IE are:

- developed an FM system to sync with film
- developed the XYTV, a computer monitor to simulate dynamics of scanning for programming and editing laser display



- developed IE's fast scanner amps
- developed IE's animation processor
- developed digital video playback units
- redesigned IE's old main frame projectors and developed their current optic bench and electronics
- developed the interface hardware and components for IE's programming system
- developed the laser projection system currently on display at the Opryland Hotel
- developed the Fire Marking system for marking points of interest on a large relief map for laser war games.

#### WALTER GUNDY

Walter Gundy, President of Image Engineering, has worked in arts and entertainment for over twenty years. Gundy is credited with winning Image Engineering's most prestigious accounts such as the 1984 and 1988 Olympics, and Liberty Weekend. His accomplishment has been to generate ground-breaking opportunities for lasers, and to guide these projects to successful implementation and increased public awareness.

In 1976 Gundy was hired by Interscan, a consortium formed by Intermedia Systems of Cambridge, MA, and General Scanning of Watertown, MA, to produce a competition piece for "Laserday": a day of judgement by the Boston Museum of Science, who would decide upon a laser supplier for their planetarium laser show. Gundy and the Interscan staff, including his future wife and business partner, Jennifer Morris, produced the contract-winning entry. Six months later production began on "Lovelight" which opened at Boston's Hayden Planetarium in January, 1977. "Lovelight" was the first laser production to employ digitized imagery.

Image Engineering was created in 1979, and immediately established itself as an innovative and credible supplier to the corporate theater marketplace. Gundy has increased this market by insisting that the reliability and creativity that won these accounts never falter. It has been this uncompromising attention to client satisfaction that has gained his company ground in the high-profile, Special Events market as well.

#### SEIJI INATSUGU

Seiji Inatsugu, one of three original founders of Laser Media holds a PhD specializing in spectroscopy. Contributions that have advanced the technological and creative abilities of laser display industry include:

- Development of IMAGEN computer and accompanying ZAP software, making complex digital graphics display possible. Transition from analog signal generation to all digital signal generation and controls.
- Development of first computer-controlled beam switching system now commonly seen at rock concerts and large outdoor shows.
- Development of the stable scanner driver amplifier for G120D galvos.



- Pioneered in development of mechanical blanking.
- Development with FIBERRAY -- fiber fed remote scanning device.
- Pioneered in use of fiber optics in laser display.
- Development of 3-D laser projector.
- Development of STINGRAY portable laser projector.
- Development of COLORRAY - alternate light source to lasers, capable of producing laser light effects. Safe for scanning.

The end result with his work can be seen in such permanent installations as those at Stone Mountain, Epcot Center, and the Tropicana in Las Vegas and in rock 'n roll applications such as the Neil Diamond, Pink Floyd, and numerous other tours.

#### GARY LEVENBERG

Gary Levenberg was a partner and co-founder in the Soleil Laser Music Spectacle. The first Soleil production took place in Anaheim, California in May of 1975. Mr. Levenberg led a small team of programmers, artists and musicians in the development of a digital playback system able to record laser programs created in Soleil's compositional language called LITE. In the first shows, the credits were written in laser light.

- coast-to-coast performances of the touring Soleil Laser Music Spectacle encompassed hundreds of colleges and universities.
- July 4, 1976 performance from the top of the Washington Monument.
- numerous Soleil Laser Fantasia performances with symphony orchestras across the United States.
- in 1979, produced laser shows in Australia, the Philippines, Hong Kong, Thailand and Taiwan.
- produced Space Light: Holography and Laser Spectacular, one of the largest and most comprehensive holography exhibits which toured Australia from 1982 to 1983.

#### WALT MEADOR

(Unable to reach for brief description of his accomplishments. At the time of this mailing, he was out of the country.)

#### JENNIFER MORRIS

Jennifer Morris, co-founder of Image Engineering, has worked in the field of art and electronic media since 1972 and is a renowned laser animation artist. She pioneered the use of representational laser graphics in "LOVELIGHT", a full-length laser animation program sponsored by Boston's Museum of Science and designed the first laser show given at the International Design Conference in Aspen, Colorado in 1976. She further advanced the application of laser graphic animation through its integration with multi-media thus establishing Image Engineering as a viable and innovative supplier for corporate theater.

Her independent work has been shown in London, Copenhagen, Geneva, Montreal and Boston. Morris received her BA from Kirkland College, Clinton, NY, where she concentrated in multi-media design.



FLOYD ROLLEFSTAD

Floyd Rollefstad got his Masters Degree in Physics. His specialty: Optics. His love: Lasers. Almost singlehandedly he developed the technology base for Laser Fantasy projection and control systems, and programming equipment. He has shared these developments with over 30 other laser light show companies, thereby helping to increase the quality of presentations across the industry. Floyd's Laser Fantasy shows have even taken an education bent, and have now been seen in over 2500 public schools throughout North America, thus further raising public awareness and opinion of our art form. Floyd's Laser Fantasy shows have now been seen by 40+ million worldwide (non-broadcast).

## Floyd's Accomplishments (partial list):

- founded Laser Fantasy
- development of proprietary scanner amplifiers
- development of proprietary FM record/playback system
- development of proprietary image synthesis technology
- multiplex color modulation
- development of controlled A-O chopping
- live music and visual concerts
- development of Analog Sequencer for Logos
- laser music videos
- Zero Parallax Color Modulation
- raster scanning technique developed with A-O
- Expo 86 Vancouver, BC - 4 laser enhanced exhibits
- Expo 88 Brisbane, AUS - supplied 60% of software used to create program, as well as programming equipment
- laser fibre-optic scoreboard
- Used lasers in over 100 professional sports events
- 14 permanent theatre operations and installations in North America

DICK SANDHAUS

Dick Sandhaus founded Science Faction in 1978; since that time, he has conceived and supervised the design and development of all Science Faction hardware and software products, including the SFC-360 projector, the Laseriter computer animation system, and the LaserChaser. Dick has designed, programmed and produced some of the industry's most successful and most widely seen shows, including nightly outdoor performances at the 1982 (Knoxville) and 1986 (Vancouver) World Fairs; the 1988 Winter Olympics (Calgary); the First N.Y. International Festival of the Arts (1988). Dick received the Lumen Award from the Illuminating Engineering Society in 1985 for SFC's Son et Lumiere at the Quebec Parliament, the first time the Lumen has been awarded for a laser work. Dick created the permanent nightly laser installation at Miami's Bayfront Park, and designed Laser One, the self-contained laser tour vehicle. He has been the industry representative/consultant to both the BRH and the FAA during their revisions of regulatory code elements. Dick has appeared on scores of television programs to demonstrate and discuss laser technology and safety, and in the course of publicizing the laser industry has suffered great personal humiliation by appearing on Late Night with David Letterman.



Please review each nomination carefully and select the nominee you believe has made the most significant contribution to the laser display industry. Make sure your name or your company's name is either written on the ballot or on your envelope or fax cover sheet so that we may allocate the appropriate number of votes (according to your membership category) to your selection. Mail or fax this form to:

Cynthia Callison  
Aura Technologies, Inc.  
2201 West Campbell Park Drive, Suite 215  
Chicago, IL 60612-3501  
Attn: ILDA Awards Committee

Fax# 312-829-4069

All votes must be received by October 15, 1989. The winner will be announced during the Awards Ceremony at the ILDA Conference on November 3rd. Every attempt will be made to have the winner present at the ceremony to personally receive their award.

For additional information call Joanne McCullough at (703) 569-7646. See you in Seattle!

ILDA Awards Committee