

Todd A. O. Film Gets Test Run

By a Staff Correspondent

HOLLYWOOD, June 22.—The first demonstration of the new Todd A. O. process, which will be used to photograph the film version of "Oklahoma!", was held in a specially converted sound stage at M-G-M today for an invited audience of industry leaders and the press.

The term Todd A. O. combines the name of Michael Todd, who helped inspire the process, and the American Optical Co., whose research staff, headed by Dr. Brian O'Brien, developed it.

The first row of the audience was twenty feet back from the curved screen, which is 51 feet across (60 feet along the curve) and 25 feet high. Dr. O'Brien said the screen may be enlarged or reduced to fit any size theater.

Experimental Scenes

The forty-five-minute demonstration included experimental footage of scenes photographed at the Far Rockaway roller coaster, a bull-fight in Madrid, a gondola ride in Venice and test dance scenes from "Oklahoma!"

Many of the scenes were identical to those shown in "This Is Cinerama." It was explained that the coincidence was deliberate to give viewers a chance to compare the two processes.

The Todd A. O. process, like Cinerama, gives an illusion of "audience participation." It uses only one camera for photography and avoids the distracting lines where the scenes filmed with the three Cinerama cameras are matched up in projection.

The new process, compared with CinemaScope, gives a three-dimension illusion and height. Todd A. O. is projected with a 2-to-1 ratio, compared with the 2.55-to-1 projection of CinemaScope.