

Document 1386

[21386001]

Eastman Kodak Co. , seeking to position itself in the potentially huge high-definition television market , unveiled a converter that can transform conventional motion-picture film into high-definition video .

[21386003]

While the prototype converter is costly , it 's being lauded by the infant HDTV industry as a way of increasing the number of high-quality shows that can be seen on the new medium .

[21386005]

He notes that industry executives have until now worried that they would face a severe shortage of programs once consumers begin replacing their TV sets with HDTVs .

[21386006]

Japanese electronic giants , such as Sony Corp. and Hitachi Ltd. , have focused almost entirely on HDTV hardware , and virtually ignored software or programs shot in high-definition .

[21386007]

And only a handful of small U.S. companies are engaged in high-definition software development .

[21386008]

It 's estimated that just about 250 hours of HD programming is currently available for airing .

[21386009]

Kodak says its new CCD HDTV converter will help alleviate the problem by allowing programmers and broadcasters to convert movies and television programs shot in 35mm motion-picture film into high-definition video .

[21386010]

Consumers will be able to switch on their HDTV sets and get all the viewing benefits the high-tech medium offers .

[21386011]

Otherwise , they 'd be watching programs that are no different in quality from what they currently view on color TVs .

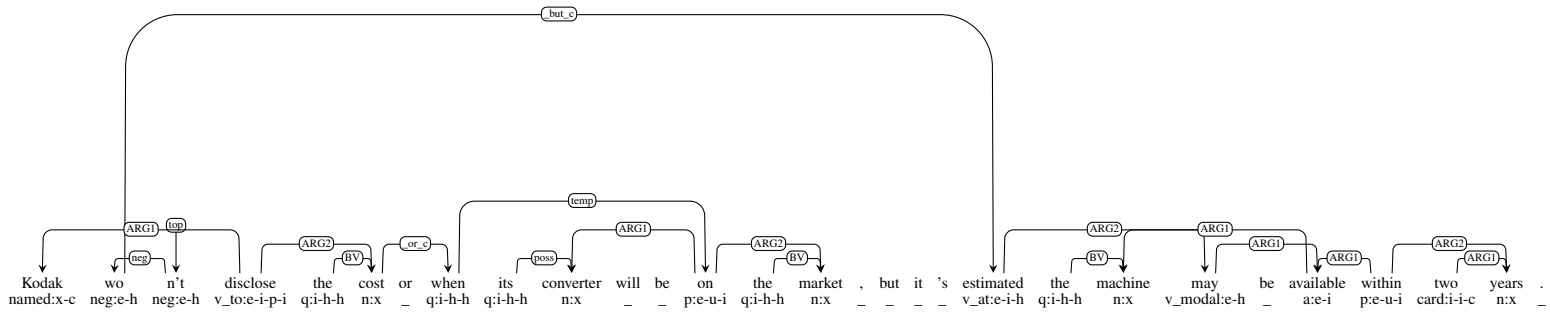
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pron: v_modale-h _ p-e-u-i _ v-e-i-p q-i-h-h a-i-i _ a-i-i n_of-x-i p-e-u-i q-i-h-h n_x n_x n_of-x _ _ v_to:e-i-h-i says Maicoln G. Sull , chairman of the film and video department at the Rochester Institute of Technology .

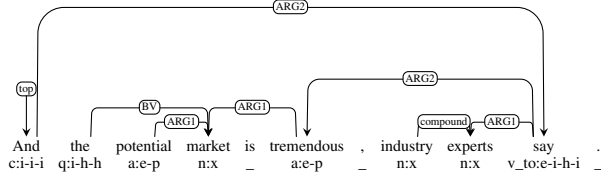
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The new converters are " a critical link between film and the television domain , " says Joerg D. Agin , vice president and general manager of Kodak 's Motion Picture and Audiovisual Products division .

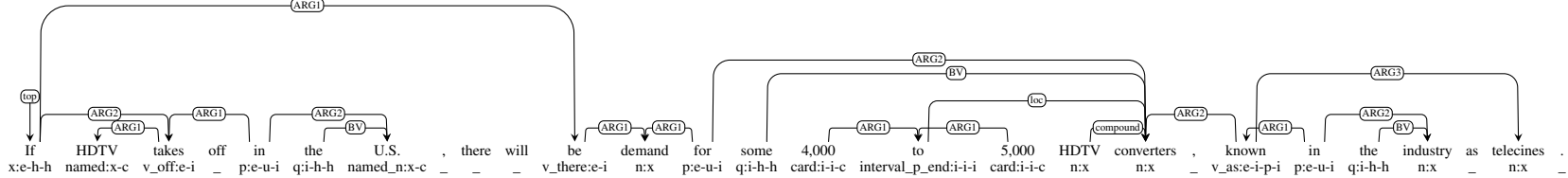
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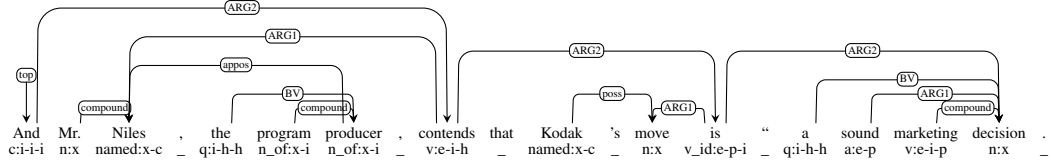
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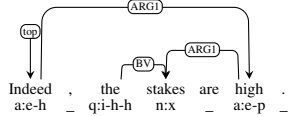
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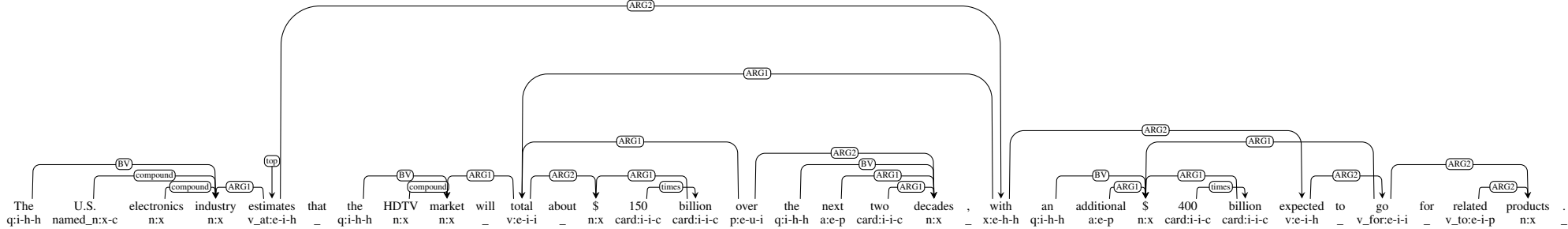
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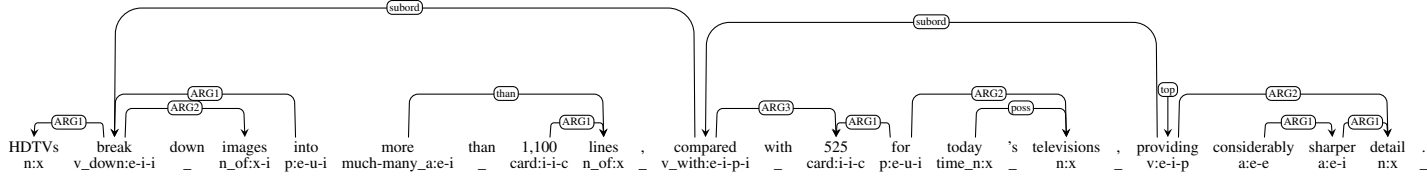
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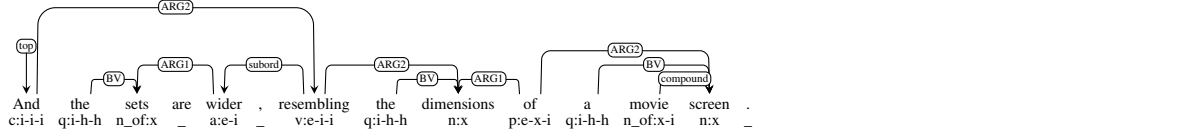
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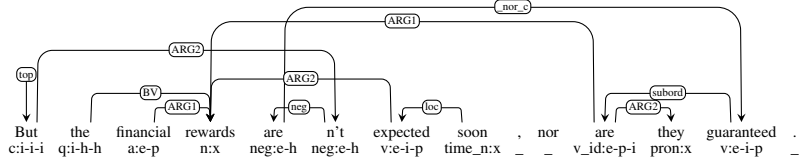
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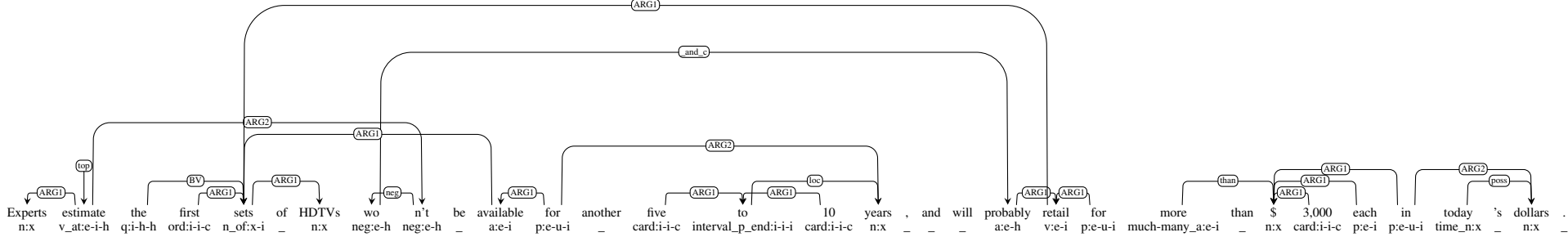
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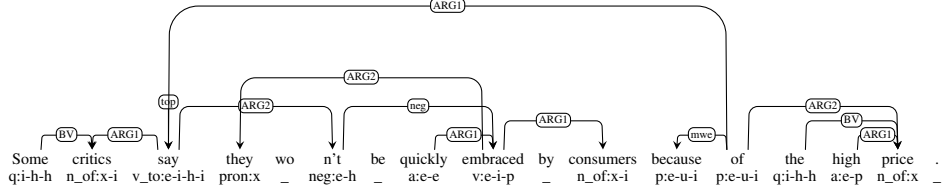
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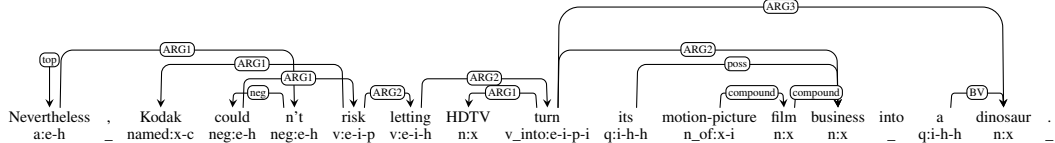
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