been joined by the videodisk. The nontheatrical motion picture, while no longer the dominant system that it was 20 years ago, is still a powerful medium for use with large audiences. And, likewise, 16mm film enjoys a single world standard, although the same cannot be said for its multistandard sister medium, video.

Other media, such as the audio cassette, the filmstrip, and even the opaque projector, continue to be used for various applications. In many ways, presentation graphics is like a game of golf. No player goes out onto the course with only one club. The golf bag contains different clubs designed for various situations.

Undoubtedly, by the next decade there will be new audiovisual media based on technologies that may not even be in the research labs today. Remember, videotape took only four years from concept to first commercial use. That’s quite a record. Look at the pocket calculator. Ten years ago it was just coming into existence.

As I see it, communication is a basic need of humanity, just like water, food, and reproduction. From the first cries of the newborn to the last gasps of the dying, people have to communicate. All of the systems and media now available to us will be used to educate, to train, to inform, to motivate, and to entertain.

The introduction of the computer into slide production has provided an exciting new dimension. And I am sure that we have only seen the start of a whole new generation of systems.

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Bibliography


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Thomas W. Hope, the president of Hope Reports, Inc., Rochester, New York, since 1970, was formerly with Eastman Kodak as a market analyst and audiovisual consultant. Prior to 1954 he was a film producer and head of the audiovisual department at General Mills. This followed his military career as a photo officer and head of the US Army Motion Picture School during World War II. He began his market research work in 1950 as a chairman of an industry association committee studying the film medium. In 1965 he went into market research full time. His company has been tracking computer graphics and has published several studies on the slide medium since 1978.

Hope received a BA in business administration and journalism from the University of Texas at El Paso in 1942. He is a fellow in the Society of Motion Picture and Television Engineers, a founding director of CINE, the Council on International Nontheatrical (film and video) Events, and a member of several other professional organizations. He serves as a consultant to a number of corporations and government agencies.