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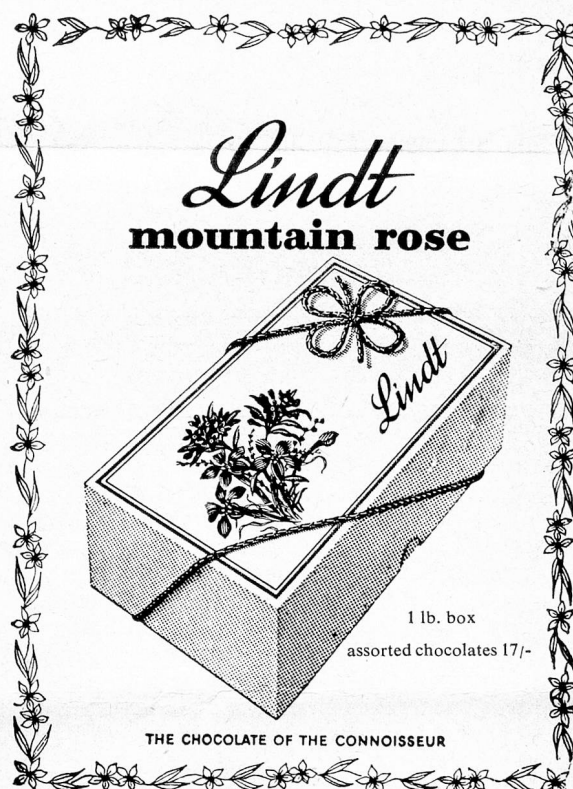


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WORLD WIDE

THE SWISS APPARATUS EIDOPHORE IN SOVIET RUSSIA

At the invitation of the President of the Academy of Medical Sciences in the USSR, the big Swiss chemical firm of Ciba in Basle recently presented in Moscow its Eidophore system of colour television on a big screen. During this process, several demonstrations on the latest knowledge and discoveries of Soviet research in the field of cancer, carried out in the laboratories and operating theatres of the Cancer Scientific Research Centre in the Soviet Union were recently transmitted for projection in a large auditorium. As everyone knows, the Eidophore system invented and perfected in Switzerland, and manufactured in this country by a company consisting of the Basle chemical factory Ciba, which has worked to improve this invention over a period of years, and the Dutch firm of Philips, is used to project colour television images from a great distance on to a big screen; thus a large audience can follow the direct transmission of sports events or scientific demonstrations and surgical operations. At present, nearly 200 Eidophore projectors have been installed in different countries all over the world for use partly *in situ* and partly as mobile units. This summer, Swiss football fans were able to follow the matches of the World Football Cup projected on to a big screen by means of Eidophore in three cinemas in Switzerland. [O.S.E.C.]



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