

IN BRIEF

Company gets attention

FILM CRAFT Video, a full-service teleproduction facility in Farmington Hills, can boast about their latest achievements.

Twice in the past two months, Film Craft Video was featured in cover stories of national teleproduction industry trade publications. The publications, "Video Systems," and "Post," recently published articles by Film Craft president Tom Stefani and featured the art of Film Craft computer artists Dave Moon and Joyce Woznick on their covers.

"It's an honor to have the opportunity to expose our work to producers nationally," Stefani said. "More than ever, producers from around the country are realizing that Michigan facilities offer outstanding service, talent and value for the dollar. It is a tribute to our artists that we were selected twice to represent Michigan facilities nationally."

The "Video Systems" article, "Choosing the Right Video Production Facility," was the cover story of the May 1991 issue. The article detailed the steps producers should follow in selecting the right post production facility for each job.

The cover art, generated on Film Craft's Quantel Paintbox V-Series and Alias II 3-D software, depicted a colorful vending machine offering such goodies as production, format, multi-media, on-time, effects, digital, graphics, audio and budget. The image was output in a 4,000-line resolution for print purposes.

Film Craft's entry in "Post" magazine appeared in the June 1991 issue. Titled "Choosing a Post House: A Learning Experience," Stefani's article discussed the importance of shopping around and getting to know many of the post production facilities in a market.

Like the "Video Systems" article, the "Post" story drew upon the experience Stefani gained from more than 20 years in television, engineering and teleproduction industries. In each article Stefani referred to technologies and strategies that make producers' jobs more efficient and cost effective.

The cover art for "Post's" June issue also was developed by Moon and Woznick on Film Craft's Paintbox V-Series and Alias 3-D animation system. The graphic depicts a teacher's desk — complete with apple, globe and desk calendar — in front of a classroom chalk board.

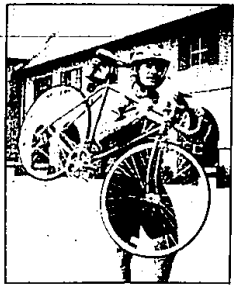
The list of required reading on the chalk board includes "A Tale of Two Camera Shots," "A Farewell to Tight Deadline Panic," "The Age of Reasonable Production Budgets," and "A Catcher in the Edit Suite." The homework assignment reads, "shoot, edit and deliver dubs." And the due date? "Yesterday."

Cyclist's peddling will help shelter

By Sharon Dargay
staff writer

If you see Bruce Beaumont breeze by on his 12-speed Fuji, say hi. Better yet, give him a few bucks. "It's a good cause," promises the Troy bicyclist. "My personal goal is \$5,000. The charity aspect makes it a lot easier to justify leaving my family for three weeks."

The more pledges that Beaumont collects for his cycling trip along the Atlantic coastline next month, the more money Oakland County's SOS shelter will get to arrange overnight lodging for the homeless at local churches.



photos by JIM RIDER/staff photographer
Bruce Beaumont reaches his Farmington office.

The Bicyclists Education and Legal Foundation (BEL), a national non-profit group sponsoring the Maine to Florida ride, requires each cyclist to raise \$3,000 in pledges for charity. Half goes to the foundation for bike safety promotion and half to a charity of the rider's choice.

Beaumont is \$700 short of the minimum goal. The homeless shelter is "an easy sell" to co-workers at Michigan National Bank in Farmington Hills, friends and family.

His church, First Baptist of Royal Oak, donates money to SOS and the bank became its first corporate sponsor last year by giving food and shelter to the homeless for a week.

"THEY SEEM to be suffering more than some other charities with all of these budget cutbacks. They're on a shoestring budget," said Beaumont, as he peddled along Wrenwood on his daily 15-mile commute to work.

"I spent two nights there. It's real interesting to do something like that because it erases a lot of stereotypes about the homeless. You think of the homeless as inner-city types. But there were a lot of people there who weren't that different from you or me."

"We had some people who had jobs but for some reason or another they lost their house or lease. The just needed a month to get a deposit together."

Beaumont's cross-country trip and the

bank's shelter duty both start the week of Sept. 21 this year.

He said the charity pledges and group approach to riding make BEL's cross-country bike trek more appealing than a lone ride.

He'll add an average 85 miles to his odometer with each segment of the trip, stopping in Philadelphia, Pa., Washington D.C., Savannah, Ga., and other major cities.

That should be a cinch for someone who commutes 30 miles roundtrip four days a week, rides extensively on the weekends and ran track in high school and college.

"You never know until you get there."

Beaumont rides into the parking garage.

Weather can be a problem," said Beaumont, as he headed south on Eaton in Birmingham.

"I'm strong. I've done as many as 200 miles in one day. In some ways, I've been training all my life and for this specific event since March."

BEAUMONT STARTED cycling in junior high school, continuing through high school at Warren Mott and college at Albion. After graduation he took a bank job in Chicago, Ill., and suspended his hobby for 10 years while working and earning a master's degree at Northwestern University. When he moved back to

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Banker commutes on bike

By Sharon Dargay
staff writer

Bicycle to work?

With a little common sense, some safety equipment, and a regular program of exercise, you can slowly work up to a daily commute, whether it's five, 15 or (gulp!) 40 miles.

Bruce Beaumont pedals a 30-mile round trip route from his Troy home through Birmingham and Franklin to Michigan National Bank in Farmington Hills, at least four days a week.

Beaumont chooses residential streets in subdivisions, riding as little as possible on major roads, for his commute to and from work.

Dressed in helmet, stretch shorts and top, and riding with minimal gear, Beaumont completes the one-way trip in 45 minutes if he leaves at 6:30 a.m., in time to "beat" auto traffic.

That also leaves enough time to shower in the bank's fitness center, change into one of the three suits Beaumont keeps at work, and catch a quick breakfast in the employee cafeteria.

"Sometimes we pass the same cars (stuck in traffic) three times on this stretch to the bank," said Beaumont, who sometimes rides with a friend.

"IF IT'S raining in the morning,

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INTRODUCING THE RE-DESIGNED, RE-CALIBRATED, RE-ENGINEERED, RE-INVENTED BMW 3-SERIES.

In today's volatile economy, people of means are asking a question that should alarm the world's automobile makers:

"Exactly what is it that makes this car worth the money?"

The new BMW 325i sports sedan welcomes such scrutiny. Because not only does it embody BMW's traditional passion for driving, it also offers an entirely new set of more practical-minded virtues: namely

efficiency, durability, safety and ease of maintenance. To name a few.

BMW'S IMPACT-ACTIVATED SAFETY SYSTEM

The new BMW 325i sedan is built on the premise that driving should be fun. But, at the same time, driving safely is infinitely more satisfying.

The best defense, of course, is a car that has been designed to help you avoid accidents in the first place. So the 325i offers a firm grip of the road, responsive steering and quick acceleration, as well as our latest-generation antilock brakes.

The new 325i is also prepared for that which you can't avoid. In the event of a frontal collision, it is designed to launch an entire sequence of events to help minimize injuries.

Hydraulic bumpers absorb part of

the initial impact energy, while a system of "crush tubes" absorbs yet more. The seat belts tighten their grip. Three sensors trigger the driver's side airbag. The interior lights are turned on, and all the doors are automatically unlocked, to aid passengers in escape or rescue.

THE NEXT BEST THING TO A CAR THAT MAINTAINS ITSELF

At the heart of the new 325i lies a new 189-hp, 24-valve engine that is so highly advanced, it demands very little regular maintenance beyond the simple act of changing the oil, filters and plugs.

The sophisticated electronics of the 325i incorporate a "black box" system that can play back past engine events for the BMW technician, and in so doing, point out problems that could otherwise be difficult to detect. Or even describe.

When it comes to comfort, the 325i is now even longer, taller and wider than before. It offers firmly supported seats. Even a unique microfiltration system that can remove dust and pollen, and most odors, from interior air.

The 325i also offers the comfort of a 4-year/50,000-mile, bumper-to-bumper warranty. A Roadside Assistance plan that you can call upon any day on any road or highway in the U.S.A. And, perhaps most remarkably, an MSRP of only \$27,990.*

If you would like to obtain literature on the new 3-Series, we strongly suggest that you visit your nearest authorized BMW dealer. While you're there, you'll be able to take an invigorating test drive. You'll see exactly how the 325i not only raises the standard for the sports sedan, it redefines the class.

THE ULTIMATE DRIVING MACHINE.



VISIT YOUR AUTHORIZED DETROIT AREA BMW DEALER.
OR FOR MORE INFORMATION, CALL 1-800-334-4BMW.