

A New ISI Prize-Winning Film:
Putting Scientific Information to Work

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On January 7, 1974, there was a sneak preview in London of ISI®'s new prize-winning film at a meeting of our international marketing staff. Then on March 10, the world premiere was held at the Erlanger Theater in Philadelphia, as part of a social meeting of the entire Philadelphia headquarters staff.

Putting Scientific Information to Work will be distributed worldwide. ISI's representatives will make it part of their continuing lecture/seminar program.

The 16 mm. sound and color film was produced by Paul A. Litecky's Cinevision Enterprises. It runs about 20 minutes. An animated sequence in the film was awarded third prize among 200 entries in the January 1974 Second International Animated Film Festival in New York.¹ Fittingly the prize was a bronze praxinoscope.²

We are, I think justifiably, proud of the new film. ISI made its first film five years ago. Later we added a trailer that we hoped would bring it up to date. But ISI has changed considerably in even that short time, and we think the new film will explain the extent and importance of the changes for present and potential subscribers.

The film is meant for just about anyone in research, education, and library and information activities. It should

certainly interest readers of *Current Contents*®, because it tells who we are, and how it all got started. The initial animated sequence shows accurately, and I think hilariously, how scientific journals got started with *Philosophical Transactions of the Royal Society* in London and the *Journal des Savants* in Paris. (Scientists had other interests even then, and the journal, among other advantages, afforded more enjoyable alternatives to evening society meetings.)

Our film's primary message is just what its title says—putting scientific information to work in scientific research. It doesn't give a complete review of our products and services—that would be difficult to do in 20 minutes—but it does make clear that ISI is the only private company processing the journal literature from virtually every scientific and technical specialty, and that our subscribers include individuals, organizations, and governments with a fascinating and demanding array of requirements.

If I were writing as a film critic, I think I'd have to say we didn't do real justice to an important aspect of ISI's activities. Our production systems, products, and services are not just machines and packaged information. ISI means, more than anything else, highly knowledgeable information workers. Our

objective is always an innovative answer to the user's needs—a demonstration that ISI has the know-how, the people, and the physical resources to help the user, and every potential user, to ex-

plot the journal literature.

If you would like to see and judge for yourself, just contact any of ISI's representatives or write our Director of Communications in Philadelphia.³

1. The seven-minute animated sequence is the work of Paul Fierlinger, a Czech artist now working in the U.S.

2. The praxinoscope is a Victorian device, no longer listed in *Webster's*, that created the illusion of motion by viewing a series of drawings reflected in a conical mirror about

which the series revolved.

3. Prints of the film will shortly be available through any of the ISI representatives whose names are listed elsewhere in this issue. Or you can write to the Director of Communications, ISI, 325 Chestnut Street, Philadelphia, Penna. 19106, USA.