

Introducing

# TECHNIRAMA



# 70

From the desk of **WALT DISNEY**

February 11, 1959

Dr. Herbert T. Kalmus  
President  
Technicolor Corporation

Dear Doctor:

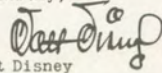
Our introduction of the Technirama-70 Process for animation in SLEEPING BEAUTY has won wide public acclaim for the picture as well as for the technical merits of the process itself in both sight and sound.

Technirama-70 enabled us to show our picture to its best advantage, capturing every detail of color and form in characters and background together with the splendors of big screen dimensions as we had envisioned it.

We are happy to pioneer the introduction of this process in its application to the animation medium. We believe that producers and exhibitors throughout the world will be impressed with the entertainment enrichments Technirama-70 contributes to our presentation of SLEEPING BEAUTY.

Kindest regards.

Sincerely,

  
Walt Disney

Herbert T. Kalmus  
HOLLYWOOD, CALIFORNIA

February 16, 1959

Mr. Walt Disney  
Walt Disney Productions

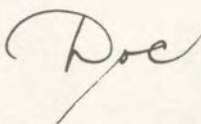
Dear Walt:

Many thanks for yours of February 11.

It is fitting that you should be the first to use Technirama-70, since you were also the first to use Technicolor's three-color process. I know you'll thrill the public more than ever with the bigness, the glamour and grandeur of SLEEPING BEAUTY in TECHNIRAMA-70.

All of us at Technicolor are proud to be a part of the 1959 WALT DISNEY ENTERTAINMENT SPECTACLE.

Sincerely,



Doctor Herbert T. Kalmus

# TECHNICOLOR

congratulates Walt Disney Productions  
on being the FIRST to use the magnificent new

## TECHNIRAMA 70

PROCESS LENS BY PANAVISION

for their production of  
WALT DISNEY'S

# Sleeping Beauty

**TECHNIRAMA 70**

**TECHNICOLOR**

**STEREOPHONIC SOUND**



WHAT  
IS

**IT IS A COMPLETE SYSTEM FOR PHOTOGRAPHING AND PROCESSING OF COLOR NEGATIVE, AND FOR MANUFACTURING OF LARGE SCREEN RELEASE PRINTS\***

**TECHNIRAMA** brings unsurpassed beauty and clarity to the theater screen in either the standard or 70mm process. **TECHNIRAMA** gives the producer and the exhibitor a system which produces an image remarkably free of distortion, flare and light losses. No additional special equipment is required in theaters already equipped for large screen projection.

The world-wide service of Technicolor and versatility of **TECHNIRAMA** offer the producer maximum quality and economy. **TECHNIRAMA** embodies in one negative everything necessary to provide the highest quality release prints for every type of theater. The producer's problem of deciding which process to use to give his film the maximum earning power is thus solved.

**TECHNIRAMA?**



*From the original **TECHNIRAMA** negative, release prints of any size or type can also be made without the time and expense of first making internegatives.*