



## CUTTING EDGE

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PETER JENNINGS: Just a brief review of our main story.

(voice-over) The House Judiciary Committee is on the eve of an historic vote on impeachment, really historic. Today, the committee lawyers laid out their final cases, for and against, and both sides used the videotape of the President's deposition in the Paula Jones case to argue.

(on camera) .whether the President can be accused of perjury. The committee will begin to vote on the articles of impeachment tomorrow.

Finally from us this evening, the art of the sell. In this case, the "Cutting Edge" technology which enables us to see the latest gimmick in television advertising. Here is ABC's Ned Potter many times over.

MALE SINGER: (singing) Baby, baby, it looks like it's going to hail.

NED POTTER, ABC News: (voice-over) You watch an ad like this and you think, "Those dancers are pretty good." But wait a minute. They're not that good. So you flip the channel. And you realize things are freezing in half the commercials on TV -- whether it's horses or kids or lovers. And you ask, "How did they do that?" (on camera) How do they do that? Well, sit back and get comfortable because, at first, the explanation may have you throwing up your hands in confusion.

(voice-over) Pretty cool, don't you think? I'm being photographed here by a film technique called time track, which makes it look as if a camera's moving around me while I'm frozen in place.

DAYTON TAYLOR (ph), Filmmaker: It's basically just a new thing for our brains to perceive, I think, and that's the main reason it's interesting to us.

NED POTTER: (voice-over) Dayton Taylor is the New York filmmaker who invented time track, and here's how it works. Regular movies are a succession of still pictures shot one after another, played fast enough to give the sense of motion.

Time track is just the opposite. Instead of one camera shooting 24 pictures a second, Taylor's built a ring of cameras that go off at once.

(on camera) So every one of these lenses is taking a picture of the object at the same instant.

DAYTON TAYLOR: Yes. At the same instant, but from a very slightly different angle.

NED POTTER: (voice-over) So when we did our little stunt a minute ago, Dayton and his crew shot 80 pictures of me. They were scanned into a computer...

DAYTON TAYLOR: I'm going to try to stabilize on an eyeball.

NED POTTER: (voice-over) ...to create one smooth sequence of a frozen moment. Ad agencies love it. Dayton and his competitors are cranking out commercials. DIRECTOR: And action! NED POTTER: (voice-over) Because freezing the action, they hope, will make you remember the watch or the can of beer or the cell phone -- at least until you go out and buy it. Ned Potter, ABC News, New York.

PETER JENNINGS: Certainly won't forget Ned. That's our report on World News Tonight. Later on Nightline -- that latest videotape of the President that both sides now claim proves their case for and/or against impeachment.

I'm Peter Jennings. Have a good evening. Hope we'll see you tomorrow. Good night.