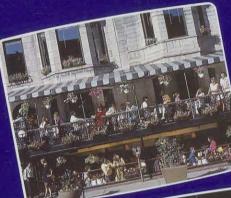
# Videotheque



**Grappling with** a tough business decision? The solution is right before your eyes... in one of our videos.













Vous avez une décision difficile à prendre? Une de nos vidéos peut vous apporter la solution idéale.



HC111 .A35 1992

Industry, Science and Technology Canada

Industrie, Sciences et Technologie Canada

Catalogue MC



TITLES NO LONGER AVAILABLE			
Section	Title	Cat. No.	
Energy - G1	Energy for the Future Fuelling the Future Reactor Safety Under the Sun	118-82-01 043-81-01 046-82-01 078-83-01	
Entrepreneurship - H1	Tourism is Your Business - Financial Management, Series of 12	100-83-01	
Forestry- K1	MacMillan Bloedel - At Home Around the World	067-85-01	
Investment - L1	Investing in Canada Strategic Location (Ontario)	053-85-01 148-85-01 & 03	
Manufacturing - M1	Finning - On the Move with Industry The Modernization of Sydney Steel - Phase I Sydney Rails (Sydney Steel Corporation)	016-86-01 086-84-01 005-84-01	
Marketing/Export - N1	Tourism is Your Business - Marketing Management, Series of 13	125-86-01	
Mining - O1	Planning for Technological Change - The Mining Experience	101-84-01	
Technology - R1	A Source of Innovative Technology (Siltronics) The Technology Tree	176-84-01 028-83-01	
Tourism - T1	Atlantic Canada Awaken to Alberta Bienvenue au Quebec Canada West, an Exploration Culinary Olympics 1984 - Hot/Cold Competition Culinary Olympics 1984 - Victory! A Fish for all Seasons Heartland Canada Meetings and Conventions in Canada Natural Journey Prince Edward Island (Series of 4) Where the Biggest Bluefins Swim	150-82-01 111-83-01 119-82-01 033-82-01 004-84-01 124-84-01 145-83-01 141-84-01 085-82-01 092-82-01 008-83-01 171-84-01	
Transportation	Systems of Excellence	126-84-01	

# VILLO HÈQUE CATALOGUE UPDATE

JAN 1 ()

Amendment no. 2, July, 1992

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INDUSTRIE, SCIENCES ET

Please ensure that you have received all pages listed hereunder. If any pages are missing, please call CANADA (613) 995-8900 or Tax to (613) 954-6486.

The second secon		<u> </u>
<sup>g</sup> ection .	Deleted Page(s)	Insert Page(s)
Introduction-	i-iii	i-iii
Aerospace - Al.	Commence of the Commence of th	1
Entrepreneurship H1		1
Entrepreneurship - H1	H1 and H2	H1 and H2
Investment - L1		1
Manufacturing M1	The second secon	1
Science - P1	6/ANATON AND AND AND AND AND AND AND AND AND AN	1
Service Industries Q1	(a)	1
Tourism - T1		1
Tourism - T1	T5 and T6	T5 and T6
Transportation_U1	U1 to U3	U1 to U3
Photothèque V1	V1 to V4	√4 V1 to V5

247.15	TITLES NO LONGER AVAILABLE	
Section	Title	Cat. No.
Aerospace - A1	Challenger: An Industrial Romance Next Generation	162-80-01 026-82-01
Agriculture - B1	Ontario Centre for Farm Machinery & Food Processing Tech. Score 9 for Milk	082-86-01 117-83-01
Construction - D1	Canadian Wood Frame Construction Hambro D-500 Composite Floor System Taking Care of Business	104-81-01 003-84-01 149-82-01
Design and Invention - E1	A History of Design/Innovation in Canada	098-84-03

## Introduction

Industry, Science and Technology Canada (ISTC) was created to promote Canada's international competitiveness and excellence in industry, science and technology. Departmental programs and services are designed to encourage the development of industries and services that can compete in world markets in the 21st century.

To support and stimulate these activities the department maintains and operates one of the most up-to-date video and photographic lending libraries in Canada.

#### HOW CAN WE HELP?

We have videos on a broad range of subjects that can help you understand market trends or illustrate new processes that have been adopted by industry leaders. We also lend high-quality slides for the creation of your own promotional piece.

We can help you reach a wider audience if you have a promotional video. Your program, if appropriate, can be included in the next edition of this catalogue, which is distributed throughout Canada, and at trade posts around the world and is available on-line.

### **VIDÉOTHÈQUE**

The ISTC Vidéothèque Library includes programs produced for the department, as well as programs produced by other departments, other levels of government and private sector companies. Titles in all common North American formats are loaned free of charge.

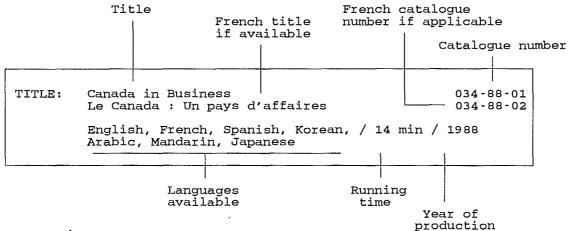
The department reserves the right to limit the number of titles that may be borrowed at any one time. Videos borrowed from the department may not be copied either in whole or in part by the borrower.

Some videos were produced for a unilingual audience. Others were provided to the department by the private sector. Therefore, some titles are available in one language only.

At the front of the catalogue there are two indexes: Alphabetic by Title and Alphabetic by Subject. The catalogue itself, and the on-line, are divided into 21 sections, listed alphabetically.

Each video listing gives the title, catalogue number, languages available, running time, year of production, a description of the content and the name of the sponsor.

Here is a key to using the information that precedes each video description:



## **PHOTOTHÈQUE**

The department also provides Canadian business and industry with access to one of the largest, most comprehensive slide libraries in Canada. A national collection of more than 150 000 original 35mm slides and 2 500 black-and-white photographs is available to help you assemble presentations and promotional programs.

Original slides may not be removed from the library but custom, quality duplicates are provided on a loan basis for a minimal cost. Because of the size of the photographic collection, a listing of the actual holdings cannot be given. The photographic index on page V2, however, provides a synopsis of the industry/tourism subjects covered.

#### HOW TO ORDER

To obtain videos, slides or black-and-white photographs described in this issue of the Vidéothèque Catalogue, or for further information, contact:

Vidéothèque/Photothèque Communications Branch Industry, Science and Technology Canada 235 Queen Street OTTAWA, Ont. K1A 0H5

Tel.:

(613) 995-8900

Fax:

(613) 954-6436

On-Line:

(613) 943-1910

Requests should specify the exact nature of the project, the audience and the format required. Please order all videos by name and catalogue number. If you order videos on-line, only the catalogue number is required.

Please allow three weeks for processing and shipment of materials to Canadian and U.S. destinations. Overseas requests may require four weeks for delivery, depending on location.

You will receive a loan form listing the items borrowed, the expiry date and the conditions of the loan. The white copy should be signed and returned immediately to Vidéothèque/Photothèque to acknowledge receipt of the goods, and the yellow copy should accompany the loaned items when they are returned.

S. . .

All Systems Go

En Avant Toute!

060-90-01

060-90-02

English/9 min 56 s/French/9 min 59 s/1990

SYNOPSIS:

Ontario's dynamic aerospace industry is profiled in this video production - from research and development to manufacturing and marketing. Many examples of Ontario-made products and designs are shown, both in military and civilian applications. Of particular interest is the remote manipulator arm, or CANADARM, which has been used successfully on many American space

shuttle missions.

SOURCE:

Ontario Ministry of Industry, Trade and Technology

TITLE:

**Bristol Aerospace Limited** 

061-89-01

English/9 min 19 s/1989

SYNOPSIS:

Bristol Aerospace Ltd. of Winnipeg, Manitoba, is a high technology development and manufacturing company serving the aerospace industry. A company that has been involved in space sciences for many years, Bristol also specializes in repairing and overhauling aircraft for the Canadian Armed Forces.

SOURCE:

Bristol Aerospace Ltd.

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**Rebuilding The Aboriginal Economy** 

Rebâtir l'économie autochtone

290-91-01

290-91-02

English/13 min/French/14 min 5 s/1991

SYNOPSIS:

Canada's Aboriginal people are making their own significant contribution to the country's prosperity. ISTC is committed to the rebuilding of the Aboriginal economy and provides financial and development assistance to qualified entrepreneurs and community organizations. This video slide presentation features ISTC's Aboriginal Economic Programs highlighting some successful Aboriginal business ventures across Canada.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Go for Gold: Introduction to the Canada Awards

**Program for Business Excellence** 

292-92-01 (CC)

Les chercheurs de trésors : un regard sur les Prix Canada pour l'excellence en affaires

292-92-02 (SCC)

English/French/7 min 34 s/1992

SYNOPSIS:

Since 1984, Canadian companies have competed for Canada Awards for Business Excellence (CABE). Canadian businesses in all industry sectors have been recognized and honoured for their outstanding achievements. The only awards program of its kind in Canada, it is designed to promote the best in Canadian business excellence. This video presentation explains to prospective entrants some of the benefits of winning a CABE award.

A closed captioned version is available in both English and French.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Fisheries Alternatives Program (FAP)

068-91-01

Programme diversi-pêche

068-91-02

English/French/8 min/1991

SYNOPSIS:

The Fisheries Alternative Program (FAP), administered by the Atlantic Canada Opportunities Agency, is featured in this video presentation. FAP was created by the Government of Canada to broaden the economic base of fishery-dependant communities in Atlantic Canada by helping to create alternative new employment opportunities. Details of this program as well as the Atlantic Fisheries Adjustment Program to revitalize the fishing industry are highlighted.

SOURCE:

Atlantic Canada Opportunities Agency

# Entrepreneurship

**Building Competitiveness** 

Canada Awards for Business Excellence (1986)

Canada Awards for Business Excellence (1987)

Canada Awards for Business Excellence (1988)

Canada Awards for Business Excellence (1989)

Canada Awards for Business Excellence (1990)

Canada Awards Small Business Module (1987)

Canada in Business

Competitiveness: The Challenge of the 90s

Entrepreneurship

Hillebrand Estates Winery

In the Company of Women

Milestones

Ready for Take-Off

Small Business Enterprise Centres

Spirit of Enterprise

Starting a Business

Taking the Challenge

Tourism is your Business - Financial Management

TITLE:	Building Competitiveness Le développement de la compétitivité canadienne	287-90-01 287-90-02 (Bilingual) 287-90-03
	English, French, Bilingual/5 min 40 s/1990	(Dimigual) 207-70 03
SYNOPSIS:	Industry, Science and Technology Canada (ISTC) was created to competitiveness and excellence in Canadian industry, science and techn highlights how the department is playing a major role in bringing Cana industrial and commercial nations in the 21st century.	ology. This short video
SOURCE:	Industry, Science and Technology Canada	
TITLE:	Canada Awards for Business Excellence (1986) Prix Canada pour l'excellence en affaires (1986)	<b>123-86-01</b> 123-86-02
	English, French/54 min/1986	
	Canada Awards for Business Excellence (1987) Prix Canada pour l'excellence en affaires (1987)	<b>181-87-01</b> 181-87-02
	English, French/54 min/1987	
	Canada Awards for Business Excellence (1988) Prix Canada pour l'excellence en affaires (1988)	<b>219-88-01</b> 219-88-02
	English, French/1 hr 39 min/1988	
	Canada Awards for Business Excellence (1989) Prix Canada pour l'excellence en affaires (1989)	<b>220-89-01</b> 220-89-02
	English, French/1 hr 26 min/1989	
	Canada Awards for Business Excellence (1990) Prix Canada pour l'excellence en affaires (1990)	<b>235-90-01</b> 235-90-02
	English, French/1 hr 22 min/1989	
•	Canada Awards for Business Excellence (1991) Prix Canada pour l'excellence en affaires (1991)	<b>289-91-01</b> 289-91-02
	English, French/1 hr/1991	
	Canada Awards Small Business Module (1987) Prix Canada pour le module de la petite entreprise (1987)	<b>182-87-01</b> 182-87-02
	English, French/12 min 53 s/1987	
SYNOPSIS:	These are videos of the presentations where the winners of the Canada Awards For Business Excellence were honoured. Each category is introduced and the achievements of the finalists are briefly detailed. The 1988, 1989, 1990 and 1991 presentations were produced on video while previous productions are multi-image transferred to video.	
SOURCE:	Industry, Science and Technology Canada	

**Doing Business In The Capital Region** 

062-88-01

English/6 min/1988

SYNOPSIS:

Entrepreneurs are vital to the growth and prosperity of the New Brunswick Capital Region. Profiled as an area of opportunity, the region offers new and expanding businesses many opportunities. Of special interest are forestry and craft-related industries. Further information about the potential of the region can be obtained from the Capital Region Development

Commission.

SOURCE:

Capital Region Development Commission, Atlantic Canada Opportunities Agency and New Brunswick Department of Commerce and Technology

TITLE:

Newfoundland and Labrador Prospects and Profits

056-90-01

English/12 min/1990

SYNOPSIS:

The benefits of locating a business in Newfoundland and Labrador are explored through interviews with business leaders who have established enterprises in the province. Newfoundland and Labrador offers many advantages to the business community. Accessible to world-wide markets Newfoundland and Labrador has a wealth of natural resources, a good education system, a qualified and stable workforce and ideal living conditions.

SOURCE:

Industry, Science and Technology Canada, Atlantic Canada Opportunities Agency, Newfoundland and Labrador Department of Development and St. John's Board of Trade

Advanced Manufacturing Technologies: An Investment

in the Future

294-92-01 (CC)

Technologies de pointe: fabrication Un investissement pour l'avenir

294-92-02 (SCC)

English/French/7 min/1992

SYNOPSIS:

Manufacturing matters in Canada and companies wanting to survive over the long term are striving to become world-class competitors. Market and future-oriented companies are moving rapidly to acquire Advanced Manufacturing Technologies (AMT), the application of computer controls or micro-electronics to the manufacturing process to make the product better and to make a better product! In this video you will visit three progressive Canadian companies which are using and/or creating AMT.

A closed captioned version is available in both English and French.

SOURCE:

Industry, Science and Technology Canada

TITLE:

**Canadian Apparel Federation** Fédération canadienne du vêtement 293-92-01

293-92-02

English/French/3 min 20 s/1992

SYNOPSIS:

Promoting the new Canadian Apparel Federation, this video graphically illustrates the strengths of the industry and calls for manufacturers and designers to come together to take action to improve competitiveness.

SOURCE:

Industry, Science and Technology Canada

Title:

**Husky Injection Molding Systems** Husky Injection Molding Systems

055-91-01

055-91-02

English, French/15 min 4 s/1991

SYNOPSIS:

Featured in this video presentation is Husky Injection Molding Systems, a world leader in mold manufacturing and innovative technology in the plastics industry. Husky specializes in building molds for such products as disposable medical materials, thin wall containers, housewares and cutlery. Offering a complete line of injection molding equipment, Husky's modular approach offers the design flexibility to provide customers with the best solution to their specific applications.

SOURCE:

Husky Injection Molding Systems

Innovators and Frontrunners in The Schools

295-92-01

Innovateurs et chefs de file à l'école

295-92-02

English/21 min 40 s/French/17 min 5 s/1991

SYNOPSIS:

Did you know that science and math can be made interesting to students who are trying their best to avoid these subjects? Designed for use by teachers, this video explains how effective science or engineering presentations can have a positive impact on students attitudes towards science and math.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Rap-O-Matics

Rap-O-Matiques

291-91-01

291-91-02

English/11 min 52 s/French/12 min 16 s/1991

SYNOPSIS:

This motivational and instructional video uses drama to heighten young people's awareness of the value of math and science in their lives. The video introduces Kate, a daydreaming 15-year-old whose current passion in life is rap music. A chance encounter with the leader of a rap group in a recording studio teaches Kate that math and science aren't just for whiz kids and that there are a "zillion" things she could do with her life - even sound engineering - if only she keeps her math and science options open.

SOURCE:

Industry, Science and Technology Canada

**Institute for Marine Dynamics** 

Institut de dynamique marine

058-91-01

058-91-02

English, French/7 min 10 s/1991

SYSNOPSIS:

Located in St. John's, Newfoundland, National Research Council Canada's Institute for Marine Dynamics (IMD) offers Canadian and international business clientele access to state-of-the-art marine dynamics and tank testing research facilities and expertise. By using this unique facility the designs of ocean-going vessels can be tested in all types of water conditions. Also housed at the Institute is the largest North American collection of printed materials on marine dynamics

research.

SOURCE:

National Research Council Canada

TITLE: Canada: A World of Possibilities 129-92-03

Music/3 min 20 s/1992

SYNOPSIS: Stay tuned for the greatest show on earth. This video features dramatic ski action sequences and

winter scenery shots typical of Canada's terrain, followed by four commercials produced to communicate the heritage and culture of Canada and the excitement of a vacation for potential

United Kingdom visitors to Canada.

SOURCE: Industry, Science and Technology Canada

TITLE: Canada's Yukon 051-90-01

English/6 min 35 s/1990

SYNOPSIS: Peaceful natural beauty is the highlight of this video which invites everyone to visit the Yukon.

A historical continuity between the Gold Rush prospector and the modern day tourist is outlined

as the Yukon's heritage and rugged environment are promoted.

SOURCE: Yukon Tourism

TITLE: Canada: The World Next Door - 1986

128-91-03 (A) Canada: The World Next Door (Evolution) 1986-1991 128-91-03 (B)

Music/8 min/1986 (A) Music/7 min 30 s/1991 (B)

SYNOPSIS: Based on excerpts from footage shot for Tourism Canada's television commercials for the

U.S. market, these videos are being used in trade promotions in the U.S.

SOURCE: Industry, Science and Technology Canada

TITLE: Canada West - Picture this 190-88-01

L'Ouest canadien - « Imaginez » 190-88-02

(Japanese, German) 190-88-03

English/10 min/French, Japanese, German/11 min 45 s/1988

SYNOPSIS: Focus your camera on Canada West in this multi-image slide presentation that captures the

beauty of Alberta and British Columbia in a spectrum of colours. Sharing the Canadian Rockies, these two warm and friendly provinces are beckoning you to enjoy spectacular

scenery, fascinating history and exciting cities.

SOURCE: Alberta Tourism and Tourism British Columbia

Canada's Capital City: Ottawa

187-85-01

English/13 min 43 s/1985

SYNOPSIS:

From the fireworks of Canada Day to the ice-sculptures of Winterlude, Ottawa is a city of festivals and pageantry. This video describes how visitors to Ottawa can thrill to the Changing of the Guard, browse through serene museums, experience the excitement of hair-raising whitewater rafting and enjoy spectacular fall colours and acres of spring tulips in Ottawa — Canada's capital city.

SOURCE:

Ontario Ministry of Tourism and Recreation

TITLE:

Canada: What's New in the World Next Door? — Part I Canada: What's New in the World Next Door? — Part II

194A-88-01 194B-88-01

Part I/English/16 min 10 s/Part II/English/21 min 17 s/1988

SYNOPSIS:

Take a cross-country tour featuring some of the many tourist attractions, both new and old to be found throughout Canada. Part I takes you eastward from British Columbia, through Alberta, the North, Saskatchewan and Manitoba. Part II covers Ontario, Quebec and Atlantic Canada. Multi image transferred to video.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Convention Heaven: Quebec City

066-86-01

English/10 min/1986

SYNOPSIS:

This promotional video provides an introduction to Quebec City. Designated a World Cultural Heritage Site in 1985 by UNESCO, Quebec City is a first-class destination. Easily accessible by plane, car, bus or train, the city offers visitors the warmth of Quebec hospitality and picturesque surroundings. Ideal for business meetings and conventions, Quebec City has an extensive network of hotels, motels and resorts, with a total of more than 3 000 first-class rooms, and a Municipal Convention Centre that can accommodate up to 5 000 delegates. Quebec City is calm and safe and offers a full range of entertainment, sporting and shopping activities.

SOURCE:

Quebec City Region Tourism and Convention Bureau

# **Transportation**

All Aboard — VIA

Canada in Touch: Transportation and Communications

Rails Across Canada

Rogers Pass: Destiny's Road

The Steel Highway, an Auto Adventure

All Aboard - VIA

VIA, C'est Moi

048-87-01

048-87-02

English/French/16 min/1987

SYNOPSIS:

Workers and passengers from across the country provide testimonials to VIA Rail's commitment to quality service in this video which is used in VIA's new employee induction programme. The various divisions that work together to make VIA a smooth and efficient service are profiled.

Personal attention to detail proves to be VIA's key to success.

SOURCE:

VIA Rail Canada Inc.

TITLE:

Canada in Touch: Transportation and Communications

143-86-01

Les réseaux canadiens : Transports et communications au Canada

143-86-02

English, French/9 min.31 s/1986

SYNOPSIS:

This is a fast-paced overview of Canadian achievements in transportation and communications - on water, land, through the airwaves and in space. Canada remains in touch with the world through its ongoing development of sophisticated telecommunication networks and innovative transportation systems.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Rails Across Canada

030-86-01

Rails transcanadiens

030-86-02

English, French/10 min/1986

SYNOPSIS:

Produced by VIA Rail Canada, this video offers a history of passenger rail service in Canada. From the founding of the Champlain and St. Lawrence Railway in 1836 and the driving of the last spike in 1885, the video traces the development of transcontinental passenger service up to the unification of CP and CN under the auspices of VIA. Archival footage of railway construction and shots of new passenger train technologies supplement the historical narrative.

SOURCE:

VIA Rail Canada

Rogers Pass: Destiny's Road

107-84-01

English/24 min 30 s/1984

SYNOPSIS:

In this video, the importance of the railway to the western Canadian economy is presented as the primary reason for the construction of the Rogers Pass tunnel. Building this 14.6 km tunnel through Mount MacDonald and Mount Cheops is vital, say CP Rail representatives, increasing the number of west-bound trains transporting bulk commodities (grains, coal, sulphur, petrochemical products) to ports on the Pacific coast.

SOURCE:

CP Rail

TITLE:

The Steel Highway, an Auto Adventure

063-85-01

English/10 min/1985

SYNOPSIS:

This video describes, through the 'voice' of a new car, CN's Auto Transport System — the process by which automobiles get from manufacturer to retailer. The largest auto carrier in Canada, CN transports both domestic and foreign cars and trucks to markets across Canada, and owns auto ports on both coasts. Also included in this presentation is a summary of the company's plans to improve service through enclosed rail cars and computer monitoring of shipments.

SOURCE:

Canadian National

# Photothèque

#### ISTC Photothèque Mandate

To loan photographic materials for use in a way that promotes international competitiveness and excellence in Canadian industry, science, technology, and tourism.

ISTC photographs may be used in the following manner:

- brochures
- audio visuals, videos
- convention and trade show materials
- materials which encourage small and medium-sized Canadian industry, Aboriginal programs and tourism development and investment
- government produced materials which adhere to the mandate guidelines (including office decor)
- ads for the promotion of Canadian identity

ISTC photographs may not appear in materials which are sold, with the following exceptions:

- school manuals
- newspapers
- magazines
- books written by Canadians
- books by Canadian publishers
- books about Canada by international writers/publishers.

## Specifically, ISTC photographs may not be used or appear in the following:

- religious and moral issues
- medical purposes
- political propaganda
- •. all materials related to tobacco and alcohol
- souvenirs
- calendars and postcards intended for sale
- posters intended for sale
- personal letterhead
- personal interior decoration
- packaging of products (other than periodicals and books) intended for sale

Amendment (2) July 1992

## Photothèque Subject Index

The department's photographic collection is organized on a provincial and territorial basis. Within each province/territory, material is further divided into the following broad categories and then specific subjects:

#### **Provinces and Territories**

- 1. Newfoundland/Labrador
- 2. Prince Edward Island
- 3. Nova Scotia
- 4. New Brunswick
- 5. Quebec
- 6. Ontario

- 7. Manitoba
- 8. Saskatchewan
- 9. Alberta
- 10. British Columbia
- 21. Yukon
- 22. Northwest Territories

#### **Subject Index**

- A. Populated Areas
- B. Accommodation/Dining
- C. Scenics
- D. Recreation/Sports
- E. Spectator Sport
- F. Special Events
- G. Entertainment
- H. Arts and Culture
- I. Miscellaneous
- J. Animals
- K. Agriculture
- L. Fishing
- M. Forestry
- N. Construction

- O. Electronics and Communications
- P. Aerospace Industry
- Q. Air Transportation
- R. Automotive, Marine and Rail Industries
- S. Automotive, Marine and Rail Transportation
- T. Energy
- U. Environment
- V. Service Industries
- W. Education
- X. Medicine
- Y. Mining and Metals
- Z. Manufacturing
- AA. Departmental Activities

Amendment (2) July 1992

#### A. POPULATED AREAS

- 1. Cities
- 2. Towns
- 3. Villages/districts
- 4. Churches/Cathedrals
- 5. City Parks
- 6. Convention Centres/Meetings
- 7. Legislative Buildings

#### B. ACCOMMODATION/DINING

- 1. Hotels/Motels
- 2. Resorts/Lodges
- 3. Guest Homes/Inns/Hostels
- 4. Farm & Ranch Vacations
- 5. Restaurants/Food
- 6. Après Ski
- 7. Hotel/Motel Management

#### C. SCENICS

- 1. Beaches
- 2. N/A
- 3. Canyons
- 4. Coastal Scenes
- 5. Countryside
- Falls
- 7. Flora/Gardens
- 8. Forests/Trees
- 9. Glaciers
- 10. Islands
- 11. Lakes/Bays
- 12. Lighthouses
- 13. Mountains
- 14. Parks (provincial)
- 15. Parks (national)
- 16. Natural Phenomena
- 17. Plains/Prairies
- 18. Rivers
- 19. Rock Formations
- 20. Seasons
- 21. Sunrises/Sunsets

#### D. RECREATION/SPORTS

- 1. Boating (row, motor)
- 2. Camping (tents, trailers)
- 3. Canoeing/Kayaking
- 4. Cruises
- 5. Curling
- 6. Cycling
- 7. Gold-panning
- 8. Golfing
- 9. Hiking
- 10. Horseback Riding
- 11. Hot Springs
- 12. SPA
- 13. Picnics
- 14. River Rafting
- 15. Sailing
- 16. Skating (roller, ice)
- 17. Skiing (downhill)
- 18. Skiing (cross-country)
- 19. Sleigh Rides
- 20. Snowshoeing
- 21. Sport Fishing/Clam Digging
- 22. Sugarbush
- 23. Swimming/Hot Springs
- 24. Tennis
- 25. Tobogganing
- 26. Track and Field
- 27. Water Sports (misc.)
- 28. Windsurfing
- 29. Snowmobiling
- 30. Other

#### E. SPECTATOR SPORTS

- 1. Baseball/Cricket
- 2. Football
- 3. Hockey
- 4. Racing (cars, horses, boats)
- 5. Stadiums

#### F. SPECIAL EVENTS

- 1. Carnivals
- 2. Fairs/Exhibitions
- 3. Festivals
- 4. Rodeos/Stampedes
- 5. Changing of the Guard
- 6. RCMP/Musical Ride
- 7. Air Shows
- 8. Equestrian Shows
- 9. Pow Wow

#### G. ENTERTAINMENT

- 1. Amusement Parks
- 2. Zoos/Aquariums/Wildlife Parks
- 3. Shopping/Malls
- 4. Sightseeing Tours
- 5. Other

#### H. ARTS AND CULTURE

- 1. Arts/Crafts
- 2. Music (instruments, concerts)
- 3. Arts Centres
- 4. Theatre/Opera
- 5. Dance
- 6. Museums/Science Centres
- 7. Art Galleries
- 8. Historic Sites/Attractions

#### I. MISCELLANEOUS

- 1. Signs/Flags/Emblems
- 2. People

#### J. ANIMALS

- 1. Wildlife
- 2. Domestic, Dog Sleds
- 3. Whale-watching
- 4. Bird-watching

#### K. AGRICULTURE

- 1. Farms/Farming/Machinery
- 2. Ranches
- 3. Livestock
- 4. Grain/Transportation
- 5. Markets/Produce
- 6. Food Processing
- 7. Research

#### L. FISHING

- 1. Commercial Fishing
- 2. Processing/Packaging

#### M. FORESTRY

1. Logging/Sawmills/Paper

#### N. CONSTRUCTION

- 1. General
- 2. Maquettes
- 3. Dwellings

#### O. ELECTRONICS AND COMMUNICATIONS

- 1. High Technology
- 2. Telephones
- 3. Television/Radio
- 4. Newspapers/Magazines/Publications

#### P. AEROSPACE INDUSTRY

- 1. Manufacture/Maintenance
- 2. Space Technology

#### Q. AIR TRANSPORTATION

- 1. Airports
- 2. Airplanes/Helicopters
- 3. Aviation Services

#### Amendment (2) July 1992

# R. AUTOMOTIVE, MARINE AND RAIL INDUSTRIES

- 1. Automotive Industry
- 2. Ship Building/Drydocks
- 3. Misc. Ground Machinery
- 4. Shipping/Equipment
- 5. Marine Research
- 6. Railway Manufacturing

# S. AUTOMOTIVE, MARINE AND RAIL TRANSPORTATION

- 1. Urban Transit
- 2. Ferries
- 3. Ships
- 4. Cars/Trucks/Motorcoaches
- 5. Railways/Stations
- 6. Bridges
- 7. Border Crossing
- 8. Highways/Roads
- 9. Canals/Locks/Seaways
- 10. Harbours/Docks
- Cable Cars/Lifts

#### T. ENERGY

- 1. Hydroelectricity
- 2. Oil/Gas
- 3. Offshore Industries
- 4. Nuclear
- 5. Alternative Sources

#### U. ENVIRONMENT

- 1. Air
- 2. Land
- 3. Water

#### V. SERVICE INDUSTRIES

- 1. Map-making/Drafting
- 2. Interior Design/Product Design
- 3. Engineering
- 4. Post Office

#### V. SERVICE INDUSTRIES (CONT'D)

- 5. Shredding Paper
- 6. Computer/Software
- 7. Insurance
- 8. Landscaping
- 9. Sundry

#### W. EDUCATION

1. Universities/Colleges

#### X. MEDICINE

- 1. Laboratories/Testing/Research
- 2. Hospitals
- 3. Services

#### Y. MINING AND METALS

- 1. Mines/Mining Equipment
- 2. Other Metals
- 3. Steel Mills
- 4. Research

#### Z. MANUFACTURING

- 1. Textile
- 2. Miscellaneous
- 3. Advanced Industrial Materials
- 4. Steel
- 5. Rubber
- 6. Research
- 7. Household
- 8. Production

#### AA. DEPARTMENTAL ACTIVITIES

- 1. Trade Fairs
- 2. Business Service Centre
- 3. Tourism Trade Show
- 4. Staff

## VIDEOTHEQUE CATALOGUE UPDATE

## Amendment no. 1, November 1991

Please ensure that you have received all pages listed hereunder. If any pages are missing, please call (613) 995-8900 or fax to (613) 954-6436.

Section	Deleted Page(s)	Insert Page(s)
Entrepreneurship		. 1
Food Products		. 1
Manufacturing		1
Mining	A STATE OF THE PROPERTY OF THE	
Science	2000	1
Service Industries		: 1
Technology		1, 2
Telecommunications		1
Tourism		1 to 5
Transportation		1
ISTC Phototheque Mandate		1

TITLES NO LONGER AVAILABLE		
Section	Title	Cat. No.
Entrepreneurship	Milestones	019-86-01
Tourism	Nova Scotia Horizons	021-84-01
	·	,

Shades of Shad

019-91-01

English/30 min/1991

SYNOPSIS:

On June 30, 1991, fifty-six gifted high school students from across Canada converged at Carleton University for a month of Computer Science, High Technology, Mathematics and Entrepreneurship. It was one of eight programs taking place at universities across Canada. Dual objectives of the video are to document the Shad Valley "experience" and its programs as seen by the student participants and to promote the program for future years.

SOURCE:

**Shad Valley Program** 

ISTC Fishery Products Video Series

La série de vidéos d'ISTC sur les pêcheries

288-90-01 288-90-02

English/French/1990

SYNOPSIS: -

This series of nine videos provides the Canadian fishery industry with a global picture of seafood marketing and highlights new trends in Europe and Japan. The viewer is taken on a tour of one of the top food shows in the world, the Salon International de L'Alimentation (SIAL) in Paris, France, where Canada was represented, and to Tsukiji Market, in Tokyo, Japan, the largest seafood market in the world. From an interview with Dave Nichol, President of Loblaws International Merchants Canada, giving advice on the Canadian food industry, to an interview with a French chef discussing seafood preparation in France, this series is an interesting and informative way of conveying market intelligence information to industry.

- (1) The French Market (34 min 37 s) Le marché français (36 min 03)
- (2) New Product Development (24 min 06 s)

  Le développement de nouveaux produits (24 min 47)
- (3) An Interview with Dave Nichol (31 min 20 s) Une entrevue avec Dave Nichol (30 min 48)
- (4) The SIAL Food Products Exhibition, Paris, France (18 min 01 s) SIAL, Le Salon International de L'Alimentation, Paris, France (17 min 38)
- (5) The New Age of Salmon Products (11 min 18 s)
  Une nouvelle ère pour les produits du saumon (11 min 32)
- (6) Merchandising in the 90s An Industry Perspective (17 min 50 s)
  Les techniques marchandes dans les années 90 La perspective industrielle (17 min 47)
- (7) Trends In the Foodservice Industry in France (9 min 28 s)
  Les tendances dans l'industrie de la restauration en France (9 min 28)
- (8) Japan: Tsukiji Market and Foodex (13 min)
  Japon: Le marché Tsukiji et le Foodex (12 min)
- (9) Gooseneck Barnacles The Development of an Underutilized Species (14 min 40 s)
  Le pouce-pied Le développement d'une espèce sous-utilisée
  (14 min 38)

SOURCE: Industry, Science and Technology Canada

Feel It

047-90-01

English/4 min 45 s/1990

SYNOPSIS:

Precision, consistency and the proper tools are shown to be the reasons why Accuform's golf clubs surpass all others. The company uses the same technologies to manufacture golf clubs as it uses in its aerospace division. Clubs are exported world-wide including the USA, UK, France, Germany, Australia and Japan. Testimonials of professional and amateur golfers support the company's claims of excellence.

SOURCE:

Accuform Golf Limited

Polaris - Mining On Top Of The World

014-90-01

English/17 min 09 s/1990

**SYNOPSIS:** 

Polaris is the most northerly-based metal mine in the western world. Owned and operated by Cominco Metals Limited, it is located in the high Arctic of Canada's Northwest Territories. Under harsh weather conditions which are ideal for mining lead and zinc, the company extracts more than a million tons of ore each year. This video not only highlights the company's mining operation but life for the 250 men and women who live and work in this remote area of Canada.

**SOURCE:** 

Cominco Metals Limited

Superconductivity

La supraconductivité

006-89-01 006-89-02

English/6 min 15 s/French/6 min/1989

SYNOPSIS:

Electricity. We use it everyday in ever-increasing amounts. It may be possible, however, to increase the amount of electricity available by using superconductors instead of conventional transmission lines. Certain metals, at extremely low temperatures lose all electrical resistance and become superconductors with the ability to carry current without any loss of energy. This video highlights National Research Council Canada's research into superconductivity and its enormous potential to make more electricity available without the costly construction of hydro dams or nuclear generating stations.

SOURCE:

National Research Council Canada

TITLE:

Tribology

Tribologie

007-90-01

007-90-02

English/11 min 55 s/French/12 min 10 s/1990

SYNOPSIS:

The economic impact of friction and wear in machines is astounding. It can slow down production, use up energy and wear out parts prematurely. The largest evacuation witnessed in Canada was caused by this destructive process when a train carrying explosive toxic chemicals derailed in Mississauga, Ontario in 1977 because a wheelbearing overheated and seized. This video documents the work of National Research Council Canada in the field of tribology - the science that studies friction and wear in machines - and how their findings are being applied by industry.

SOURCE:

National Research Council Canada

**Partners In Change** 

017-90-01

English/16 min 5 s/1990

SYNOPSIS:

The services and programs offered by Industry, Science and Technology Canada (ISTC) in Newfoundland are highlighted in this multi-image slide presentation. ISTC's mandate is to promote international competitiveness and excellence in Canadian industry, science and

technology.

SOURCE:

Industry, Science and Technology Canada (Newfoundland)

TITLE:

Canadian Institute of Industrial Technology L'Institut canadien de technologie industrielle

002-88-01

002-88-02

English/5 min 37 s/French/5 min/1988

SYNOPSIS:

In order to remain competitive, Canadian companies must make research and development a priority. Canadian industry needs access to world class facilities, equipment and expertise to help accelerate the research and development process. National Research Council Canada's Canadian Institute of Industrial Technology (CIIT) provides a complete research environment and encourages the private sector to become involved in advancing industrial technology solutions.

SOURCE:

National Research Council Canada

TITLE:

**Return On Investment** 

A la fine pointe

010-89-01

010-89-02

English/8 min 14 s/French/8 min 09 s/1989

SYNOPSIS:

Innovation world-wide is transforming the marketplace and industry must adopt new technologies in order to compete globally. National Research Council Canada with its research facilities and its scientific expertise are instrumental in helping Canadian entrepreneurs develop the competitive edge.

SOURCE:

National Research Council Canada

Alias Smart Design

029A-90-01

English/20 min/1990

**SYNOPSIS:** 

Alias Research Inc., produces computer software programs capable of three dimensional graphical design. There are many major corporations using this state of the art tool to design and fabricate a wide range of products. The ease of use of the system is highlighted in the video as well as the high quality graphics available. In 1990, the company won gold in the Canada Awards for Business Excellence in the Innovation category for its computer graphics technology.

SOURCE:

Alias Research Inc.

TITLE:

Alias Update December 1990

029B-90-01

English/12 min/1990

SYNOPSIS:

In this presentation, Alias Research Inc. introduces a unique new product, Upfront, which is geared to meet the communication needs for people who use personal computers to draw in three dimensions. The company's work in High Definition Television (HDTV), in animated special effects and the use of its systems in designer education is also shown.

SOURCE:

Alias Research Inc.

TITLE:

Microstar Software

018-87-01

English/10 min 10 s/1987

SYNOPSIS:

Microstar Software Limited can help you find practical and rapid solutions to your software requirements. Producers of high quality software, the company specializes in graphics, communications and real time systems and is internationally recognized in the development of advanced micro-computer products.

SOURCE:

Microstar Software Limited

TITLE:

Profiting from Technology Les fruits de la technologie 025-91-01

025-91-02

English/12 min 58 s/French/12 min 25 s/1991

SYNOPSIS:

Canadian business must adopt new technology if it is to remain competitive. Many innovative technologies and processes are readily available from around the world. In this video, the concept of technology transfer is introduced. Details on the availability of resources through government agencies such as Industry, Science and Technology Canada, are provided to assist Canadian businesses in this profitable activity.

SOURCE:

Industry, Science and Technology Canada

Amendment (1) November 1991

**Technology Trained On Tomorrow** 

031-91-01

English/7 min 10 s/1991

SYNOPSIS:

CAE Industries Ltd. demonstrates its variety of flight simulators used for both military and commercial applications. Demanding military standards are met by CAE's impressive simulation systems which are in widespread use around the world. CAE's other holdings are briefly outlined as well.

SOURCE:

CAE Industries Ltd.

Cantel: Corporate Story and Major Accounts

023-90-01

Cantel: Histoire de l'entreprise et des comptes principaux

023-90-02

English/8 min 30 s/French/9 min 18 s/1990

SYNOPSIS:

The benefits of using Cantel's communications technology and cross-Canada network system are highlighted in this presentation. The products and services of this fully-integrated mobile

communications company are featured.

SOURCE:

Rogers Cantel Inc.

Bonjour Quebec

011-90-01 011-90-02

Bonjour Québec

English/French/13 min 59 s/1990

SYNOPSIS:

Life can be rich and spontaneous in the Province of Quebec. Quebecers lead a lifestyle as cosmopolitan or as sophisticated as any in the world. Nowhere else in North America will you find a surreal mix of skyscrapers and century-old ramparts, street cabarets, boutiques, bistros and festivals - an explosion of character and colour. And yet in minutes, you can find a Quebec as private and serene as seen by its first explorers, a place where time almost stands still. This video features the many scenic attractions of this beautiful province.

SOURCE:

Tourism Quebec

TITLE:

Canadian Museum of Civilization

036-90-03

Musée Canadien des Civilisations

Music/8 min 30 s/1990

SYNOPSIS:

This music-only presentation highlights the magnificent architectural structure of the Museum of Civilization and includes a tour of The Grand Hall, History Hall, the Children's Museum,

various exhibits and the Imax/Omnimax theatre.

SOURCE:

Canadian Museum of Civilization

TITLE:

Canadian Tableau

012-90-03

Tableau Canadien

Music/9 min 28 sec/1990

SYNOPSIS:

With rapid images and upbeat music, this tableau (ref: Cat. no 212-89-01) reflects the cultural, economic and geographic diversity of Canada. Discover the unique character and spirit of its

people, institutions and resources.

SOURCE:

External Affairs and International Trade Canada

Come Out and Play

021-90-01

English/9 min 30 s/1990

SYNOPSIS:

Welcome to the City of Chatham and County of Kent - situated in the heart of Southwestern Ontario and bordered by two lakes and two rivers. This historical area features many tourist attractions, acres of parkland, and accommodations for everyone - from cosy bed and breakfasts to modern hotels. And, fully-serviced waterways make a boat cruise a truly fascinating adventure. This video highlights a part of our country made for water lovers.

SOURCE:

Chatham/Kent Tourist Bureau

TITLE:

### **Destination Alberta (Complete Set of 14 Zones)**

032-90-01

English/10-12 minutes each/1990

SYNOPSIS:

"Destination Alberta" is comprised of 14 individual videos featuring the spirit and majesty of Alberta. Alberta is full of surprises - adventure awaits you at every turn. There's hiking, cycling, trailriding, golfing, and skiing - you'll never run out of things to do. Experience Alberta's friendly western hospitality, world-class resorts, bustling cities and cultural diversity. Alberta offers a perfect blend of unique and exciting vacations to tempt you - seeing is believing, select one or more videos to share the wonders of Alberta - make your next destination Alberta!

- Zone 1 Chinook Country (Southwestern Alberta)
- Zone 2 Gateway Country (Southeastern Alberta)
- Zone 3 Big Country (Central Southeastern Alberta)
- Zone 4 David Thompson Country (Central Southwestern Alberta)
- Zone 5 Battle River Country (Central Southeastern Alberta)
- Zone 6 Lakeland (Northeastern Alberta)
- Zone 7 Evergreen Country (Central Northwestern Alberta)
- Zone 8 Land of the Mighty Peace (Northwestern Alberta)
- Zone 9 Jasper National Park (Central Western Alberta)
- Zone 10 Calgary and District (Southern Alberta)
- Zone 11 Edmonton (Central Alberta)
- Zone 12 Banff and Lake Louise (Southwestern Alberta)
- Zone 13 Game Country (Northwestern Alberta)
- Zone 14 Midnight Twilight Country (North Central Alberta)

SOURCE:

Alberta Tourism

A Four Seasons Destination

041-88-01

English/6 min/1988

SYNOPSIS:

Though summer is traditionally the time for vacations, the Niagara Falls region invites tourists to enjoy its many delights through the entire year. Autumn's scenic beauty, winter's Festival of Lights, spring's Blossom Festival and summer's myriad activities ensures year-round excitement. Sports, sightseeing, historic and winery tours, amusement parks, festivals, the performing arts, dancing, dining and many family activities provide entertainment for people of all ages and interests.

SOURCE:

Niagara Falls, Canada, Visitor & Convention Bureau

TITLE:

The Long Way Home

027-90-01

Enfin les vacances

027-90-02

English/French/15 min/1990

SYNOPSIS:

Travelling abroad can be a risky business. Why compound the risks by attempting to bring drugs back into Canada. This video graphically illustrates the consequences of getting caught carrying narcotics outside of Canada. It identifies some of the ways by which a person can become innocently victimized by drug traffickers whether on a business or pleasure trip.

SOURCE:

External Affairs and International Trade Canada

TITLE:

**Reversing Falls** 

050-85-01

Chutes réversibles

050-85-02

English/French/13 min 30 s/1985

SYNOPSIS:

Have you ever seen a river flow upstream? It does at the Reversing Falls in Saint John, New Brunswick. The native legends about the falls - as well as the scientific causes of this natural phenomenon are described in this video. The tape concludes with a summary of other interesting tourist attractions in the area.

SOURCE:

Saint John Visitor and Convention Bureau

TITLE:

Rollin' On The Rock

022-90-03

Music/16 min/1990

SYNOPSIS:

The natural beauty and the history of Newfoundland are picturesquely displayed in this presentation which is set to music. The video features the people, wildlife, landscapes, sports and other attractions that tourists might enjoy.

SOURCE:

Newfoundland and Labrador Department of Development

Saint John Conventions (Promotional)

049-89-01

Les congrès à Saint John (promotion)

049-89-02

English/French/8 min/1989

SYNOPSIS:

Meeting planners may need to look no further. This video portrays the city of Saint John, New Brunswick as a first-rate conference centre. The city is very accessible and can provide a number of services not only to conference groups but to exhibitions, trade shows, receptions and banquets. Famous for down-east hospitality, Saint John also offers entertainment such as

dance clubs, restaurants, historical tours and shopping.

SOURCE:

Saint John Visitor and Convention Bureau

TITLE:

Saint John, New Brunswick Saint John, Nouveau-Brunswick 045-88-01

045-88-02

English/French/12 min/1988

SYNOPSIS:

Saint John, New Brunswick, presents its many delights to tourists. Historical landmarks, and festivals, multicultural events, the reversing falls, fairs, shopping in the old marketplace or in new malls, scenic parks and the surrounding countryside are some of the things to be experienced in Canada's oldest incorporated city, And of course, the people of Saint John extend their warm hospitality to every visitor to their historic city.

SOURCE:

Saint John Visitor and Convention Bureau

TITLE:

A Thousand Kilometres of Seashore

Mille kilomètres de littoral

024-90-01

024-90-02

English/9 min 20 s/French/8 min 30 s/1990

SYNOPSIS:

The unspoiled natural surroundings and history of Bas-Saint-Laurent/Gaspesie are highlighted. The varied habitats and abundance of food ensure the survival of the region's diverse wildlife and vegetation. The region's proximity to the sea allows visitors to experience a variety of outdoor activities ranging from nature walks to whale watching. The people of the region generate warmth, hospitality and a fondness for having a good time.

SOURCE:

Tourisme Bas-Saint-Laurent/Gaspesie

Winter Festival of Lights

040-88-01

English/5 min/1988

SYNOPSIS:

The beauty of winter can be enjoyed to its fullest at the Niagara Falls Winter Festival of Lights. Many activities await people of all ages, interests and budgets. Carnivals, the performing arts, light displays, festivals, crafts, tours, dancing, sports and fine dining are some of the things to be enjoyed. The natural magnificence of the Falls, enhanced by the breathtaking winter landscapes, tops off a visit to Niagara Falls.

SOURCE:

Niagara Falls, Canada, Visitor & Convention Bureau

All Aboard - VIA

VIA, C'est Moi

048-87-01 048-87-02

English/French/16 min/1987

SYNOPSIS:

Workers and passengers from across the country provide testimonials to VIA Rail's commitment to quality service in this video which is used in VIA's new employee induction programme. The various divisions that work together to make VIA a smooth and efficient service are profiled. Personal attention to detail proves to be VIA's key to success.

SOURCE:

VIA Rail Canada Inc.

### **ISTC Phototheque Mandate**

To loan out photographic materials to promote international competitiveness and excellence in Canadian industry, science, technology, and tourism.

ISTC photographs may be used in the following manner:

- . brochures
  - audio visuals
- convention and trade show materials
- . materials which encourage Canadian industry or tourism development and investment
- . government produced materials which adhere to the mandate guidelines
  - (including office decor)
- ads for the promotion of Canadian identity
- posters <u>not</u> intended for sale calendars and postcards <u>not</u> intended for sale.

ISTC photographs may not appear in materials which are sold, with the following exceptions:

- . newspapers
  - magazines
  - books written by Canadians
- . books by Canadian publishers
  - books about Canada by international writers/publishers.

Specifically, ISTC photographs may not be used or appear in the following:

- all materials related to tobacco and alcohol
- souvenirs
- . posters, calendars, and postcards intended for sale
- . personal letterhead
- . personal interior decoration
- packaging of products (other than periodicals and books) intended for sale.

# VIDEOTHEQUE CATALOGUE

A Catalogue of Videos Distributed

by

Industry, Science and Technology Canada

(Aussi disponible en français)

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> Communications Branch Industry, Science and Technology Canada January 1991

## Cover Photographs:

First Row

Crescent Street, Montreal, Quebec; ISTC photo by Deborah MacNeill.

Pimee Well Servicing Ltd., Cold Lake, Alberta; ISTC photo by Fred Cattroll.

Fishery Products International, St. John's Newfoundland; ISTC photo by Jim Merrithew.

Second Row

Canadian Marconi Co., Kanata, Ontario; ISTC photo by Clive Cretney.

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Algonquin Park, Ontario; ISTC photo by Bill Reynolds. Riceton, Saskatchewan; ISTC photo by Bruce Paton.

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Fourth Row

International Hard Suits Inc., North Vancouver, British Columbia; ISTC photo

by Bob Clarke.

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PU 0157-90-01

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# Introduction

Industry, Science and Technology Canada (ISTC) was created to promote Canada's international competitiveness and excellence in industry, science and technology. Departmental programs and services are designed to encourage the development of industries and services that can compete in world markets in the 21st century.

To support and stimulate these activities the department maintains and operates one of the most up-to-date video and photographic lending libraries in Canada. In addition, a wide variety of informative publications is available.

### HOW CAN WE HELP?

We have videos and publications on a broad range of subjects that can help you understand market trends or illustrate new processes that have been adopted by industry leaders. We also lend high-quality slides for the creation of your own promotional piece.

We can help you reach a wider audience if you have a promotional video. Your program, if appropriate, can be included in the next edition of this catalogue, which is distributed throughout Canada and at trade posts around the world.

### **VIDEOTHEQUE**

The ISTC video software library, Videotheque, includes programs produced for the department, as well as programs produced by other departments, other levels of government and private sector companies. Titles in all common North American formats are loaned free of charge.

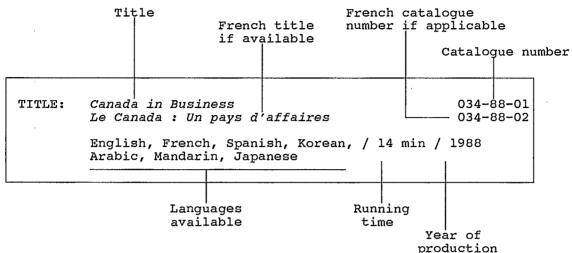
The department reserves the right to limit the number of titles that may be borrowed at any one time. Videos borrowed from the department may not be copied either in whole or in part by the borrower.

Some videos were produced for a unilingual audience. Others were provided to the department by the private sector. Therefore, some titles are available in one language only.

At the front of the catalogue there are two indexes: Alphabetic by Title and Alphabetic by Subject. The catalogue itself is divided into 21 sections, listed alphabetically.

Each video listing gives the title, catalogue number, languages available, running time, year of production, a description of the content and the name of the sponsor.

Here is a key to using the information that precedes each video description:



### **PHOTOTHEQUE**

The department also provides Canadian business and industry with access to one of the largest, most comprehensive slide libraries in Canada. A national collection of more than 150 000 original 35mm slides and 2 000 black-and-white photographs is available to help you assemble presentations and promotional programs.

Original slides may not be removed from the library but custom, quality duplicates are provided on a loan basis free of charge. The department reserves the right to ask borrowers to pay for the duplication of large orders. Because of the size of the photographic collection, a listing of the actual holdings cannot be given. The photographic index on page V1, however, provides a synopsis of the industry/tourism subjects covered.

#### **PUBLICATIONS**

ISTC is fundamentally different from its predecessors in that it is a knowledge-based organization. It aims to provide Canadian businesses with the information they need to be competitive in world markets. To find out exactly what ISTC can do for you, publications provide a good starting point.

One of the most useful publications is ISTC Programs and Services. Other key publications:

- assess the state of specific industries
- list programs and services across the federal government
- explain the role of new technologies.
- provide information on market opportunities and suppliers

### HOW TO ORDER

To obtain videos, slides or black-and-white photographs described in this issue of the Videotheque Catalogue, or for further information, contact:

Videotheque/Phototheque Communications Branch Industry, Science and Technology Canada 235 Queen Street OTTAWA, Ont. K1A 0H5

Tel.:

(613) 995-8900

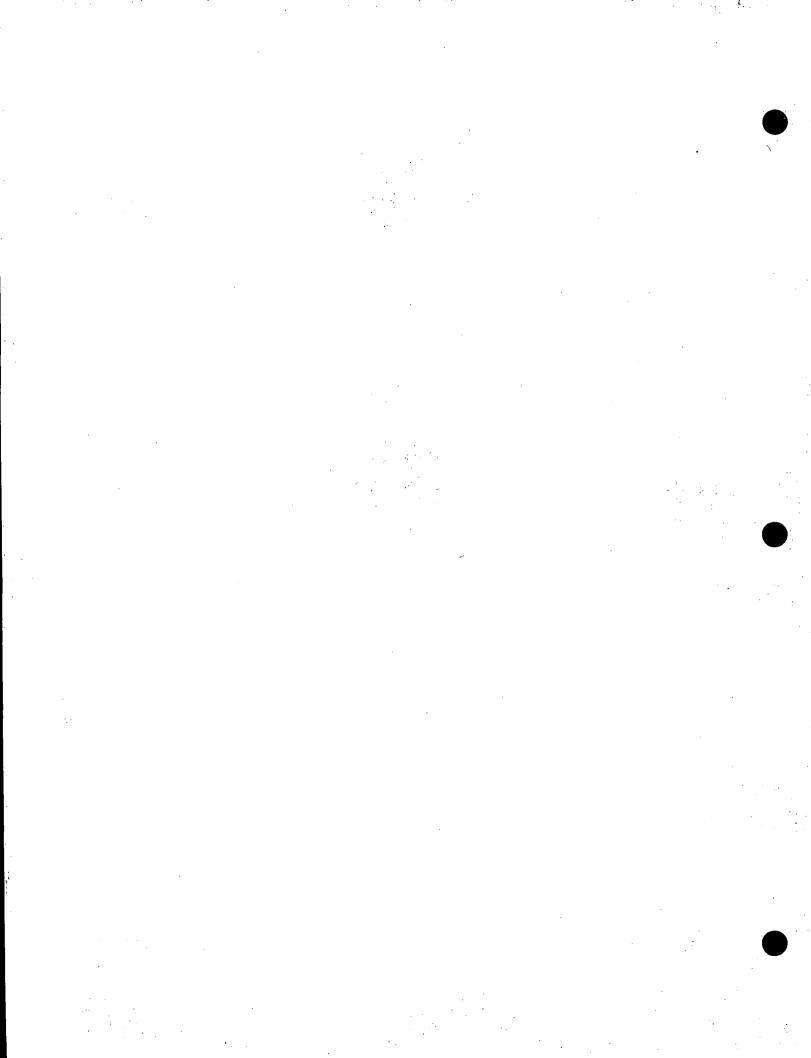
Fax:

(613) 954-6436

Requests should specify the exact nature of the project, the audience and the format required. Please order all videos by name and catalogue number.

Please allow three weeks for processing and shipment of materials to Canadian and U.S. destinations. Overseas requests may require four weeks for delivery, depending on location.

You will receive a loan form listing the items on loan, the expiry date of the loan and the conditions of the loan. The white copy should be returned immediately to Videotheque/Phototheque to acknowledge receipt of the goods, and the yellow copy should accompany the loaned items when they are returned.



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# Aerospace

Canadair Challenger 601-3A

Challenger: An Industrial Romance

A Dash of Excellence

Elements of Flight

Next Generation

Spar Aerospace

Canadair Challenger 601-3A

015-86-01

English/7 min/1986

SYNOPSIS:

This video, a marketing tool for the new Challenger 601-3A, features much aerial photography of the jet in flight and an explanation of its many high-tech components. The Challenger's new cockpit design is shown, and reasons are given for the extension of Canadair's air frame warranty. Improved take-off performance and greater operational flexibility are emphasized.

SOURCE:

Bombardier Inc., Group Canadair

TITLE:

Challenger: An Industrial Romance Le Challenger: Un défi industriel

162-80-01 162-80-02

English, French/57 min 23 s/1980

**SYNOPSIS:** 

The film follows the development of this innovative aircraft and reveals the determined effort of the unusual assortment of people involved, from an aviation designer who oversaw production from his wheelchair, to an 80-year-old mechanic recruited after 10 years of retirement. The film captures the spirit of this industrial project as well as Canada's push to compete with U.S. producers for the number one spot.

SOURCE:

Industry, Science and Technology Canada

TITLE:

A Dash of Excellence

057-85-01

English/17 min 15 s/1986

SYNOPSIS:

This video presents a history of de Havilland Aircraft as a backdrop to the launching of a new Dash 8 passenger jet. Archival footage of its first fighter plane, the Mosquito, and the post-war Canadian-designed test plane, the Chipmunk, provide a view of the company's past. Its more recent aircraft (particularly the short take-off and landing Buffalo and Caribou), including the Dash 8, are shown in flight and their features are explained. de Havilland's merger with Boeing is also discussed.

SOURCE:

Boeing Canada, de Havilland Division

**Elements of Flight** 

020-86-01

English/8 min/1986

SYNOPSIS:

This video promotes the diversified industrial capacity of the Canadian aerospace industry.

Aimed at young audiences, this video offers a kinetic visual history of aviation.

Successful aviation is described as the combination of precision manufacturing and human ingenuity. *Elements of Flight* concludes with a series of aerial shots of aircraft in flight.

SOURCE:

Aerospace Industries Association of Canada

TITLE:

**Next Generation** 

026-82-01

English/10 min/1982

SYNOPSIS:

Produced in conjunction with the Challenger film, this video concentrates on the extensive

testing related on the latest executive jet technology.

SOURCE:

Industry, Science and Technology Canada

TITLE:

**Spar Aerospace** 

133-85-01

Spar Aérospatiale

133-85-02

English, French/8 min/1985

SYNOPSIS:

This video is a promotional presentation of Spar's activities in the fields of aviation (parts for jets and helicopters), high-tech communications systems (satellites such as Anik, Sparcom, Sparmarine and Infosat, as well as infrared and electrooptical technology), and teleoperator technology (Canadarm, industrial and military robotics). The video makes it clear that research and development, which demands 20 percent of Spar engineers' energies, is a priority

for the company.

SOURCE:

Spar Aerospace Limited

# Agriculture

Behind the Barn Door

Canadian Cheeses

The Company we Keep

Ontario Centre for Farm Machinery and Food Processing Technology

Score 9 for Milk

The Tools of Prairie Dryland Farming

### Behind the Barn Door

175-84-01

English/14 min 50 s/1984

SYNOPSIS:

Using examples of four large modern farming operations — dairy, pork, fruit and vegetable, and cash crop — this video demonstrates how many farmers are becoming increasingly involved in high-tech farming. Today's Ontario farmer is as apt to read quarterly reports and use computer technology just as the boardroom executive. Computers are used to control production, track inventory and costs and, in general, manage people and information.

SOURCE:

Ontario Federation of Agriculture

TITLE:

Canadian Cheeses

139-86-01

Les fromages de chez nous

139-86-02

English, French/17 min/1986

SYNOPSIS:

This multi-image videotape is designed to familiarize members of the general public with the Canadian cheese industry. The principal steps in cheese production are identified and explained, and each cheese category (soft, semi-firm, firm, hard and fresh) is described so the viewer may recognize the characteristics of different types of cheese. A history of cheese-making in Canada completes the presentation.

SOURCE:

The Dairy Bureau of Canada

TITLE:

The Company we Keep

132-86-01

English/24 min 30 s/1986

SYNOPSIS:

This video offers a comprehensive look at the international operations of John Deere Limited (including its Canadian division) through a history of the company, a display of its current product lines (agricultural, consumer and industrial machinery), and a glimpse of its future research and development plans. More than 150 years old and the world's largest producer of farm machinery, John Deere emphasizes dealer and customer satisfaction.

SOURCE:

John Deere Limited

Ontario Centre for Farm Machinery and Food Processing Technology

082-86-01

English/12 min/1986

SYNOPSIS:

This multi-image video presents a concise summary of the Centre's activities. It is a Crown corporation dedicated to assisting the farm machinery and food processing industries in Ontario. To fulfil its mandate to reduce imports, increase exports and refine existing industrial capacities, the Centre provides engineering advice, mobile product testing, research facilities and a troubleshooting service. Increased dialogue with industry and efficient problem solving are emphasized.

SOURCE:

Ontario Centre for Farm Machinery and Food Processing Technology.

TITLE:

Score 9 for Milk

117-83-01

(Spanish) 117-83-03

English, Spanish/23 min 37 s/1983

SYNOPSIS:

This video explains the linear scoring system used for the classification of dairy cattle, as set up by the Advisory Breeders Committee of Canada. It also traces the development of the Canadian-bred Holstein and explains the various traits that makes it one of the best dairy stocks in the world.

SOURCE:

Holstein Association of Canada

TITLE:

The Tools of Prairie Dryland Farming

140-86-01

La machine agricole de terres séchées des Grandes Prairies

140-86-02

English, French/18 min 56 s/1986

**SYNOPSIS:** 

This video explains dryland farming, a special agricultural technique practised because of limited precipitation on the prairies of western Canada. The method uses implements specially adapted to a semi-arid climate and has been responsible for great increases in crop yields since the 1950s. Export demand for these rugged and reliable implements is high and many world markets are supplied. The film concludes by showing the wide variety of equipment and implements available for tillage and seeding, agricultural chemical application, rock removal and earth moving, harvesting, and grain handling and storage.

SOURCE:

Prairie Implement Manufacturers Association

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# Automotive

GM: 1985 in Review

History of GM in Canada

GM: 1985 in Review

054-86-01

English/23 min/1986

SYNOPSIS:

Aimed primarily at the business community, this video gives a comprehensive look at GM's operations in 1985, with a view to the future. Included are General Motors' \$2-billion investment (1985) in its Oshawa plant to develop its Autoplex Synchronous manufacturing process, and new training programs that are being established to prepare GM employees for current and future projects and products. Recent information services (a free 1-800 number for retailers and customers), robotics, and computer-aided design/manufacturing systems are also highlighted.

SOURCE:

General Motors of Canada Ltd.

TITLE:

History of GM in Canada

071-86-01

English/17 min/1986

SYNOPSIS:

This video presents a concise history of General Motors, from the small carriage-building business of founder Robert MacLaughlin through to the computerized and robotics-assisted assembly plant in Oshawa. The various corporate mergers that led to GM's presence in Canada are also explained in this slide/sound video. GM's contributions to the war effort (in both WW I and WW II) and to the 20th-century Canadian economy at large are emphasized.

SOURCE:

General Motors of Canada Ltd.

**D**1

### Construction

Canadian Wood Frame Construction

Hambro D-500 Composite Floor System

Heart and Soul

More Thinking Per Ton of Steel

Norman Wells Pipeline Project

The Stub-Girber System

Taking Care of Business

Tower of Power

**Canadian Wood Frame Construction** 

104-81-01

Construction canadienne à ossature de bois

104-81-02

English, French/13 min/1981

SYNOPSIS:

This is a visual demonstration of Canadian timber-frame construction methods.

SOURCE:

Canada Mortgage and Housing Corporation

TITLE:

Hambro D-500 Composite Floor System

003-84-01

English/5 min/1984

SYNOPSIS:

This video introduces us to the patented Hambro Composite Floor System. The Hambro D-500, a unique, economical and rapid method of floor construction for residential, commercial and institutional use, consists of a reinforced concrete slab and an open web steel joist whose S-shaped top cord is embedded in the concrete slab, thereby achieving structural composite action.

SOURCE:

Hambro International

TITLE:

**Heart and Soul** 

009-87-01

Les villes retrouvées

009-87-02

English, French/28 min 55 s/1987

SYNOPSIS:

Heritage Canada's Mainstreet Program starts from the premise that the downtown core of a small town is worth saving because collectively these communities reflect the diversity of the Canadian experience. But people will be drawn back downtown only if their needs are met there.

In dozens of communities across Canada, Heritage Canada project co-ordinators are working with people to revitalize downtown cores through an aggressive four-step program: organization and community involvement; marketing and cooperative promotional efforts; economic and business development; upgrading and physical renewal.

Case histories of several successful Canadian Mainstreet projects are featured.

SOURCE:

Heritage Canada Foundation

More Thinking Per Ton of Steel

199-89-01

English/8 min/1989

SYNOPSIS:

This video provides a profile of the engineers, draftsmen and creative thinkers involved in some of Dominion Bridge's recent projects which include Toronto's Roy Thompson Hall and the SkyDome. Dominion Bridge is one of Canada's leading structural steel firms and has provided structural steel for many of the country's major bridges and buildings for over 100

years.

SOURCE:

**Dominion Bridge** 

TITLE:

Norman Wells Pipeline Project

122-86-01

English/30 min/1986

SYNOPSIS:

The Norman Wells Pipeline stretches 866 km from Norman Wells, N.W.T. to Zama, Alberta. This video details the construction of the line, the steps taken to prevent environmental damage, the involvement of the various native communities along the pipeline's route, and the beneficial economic impact of the massive project on local communities.

SOURCE:

Interprovincial Pipeline Ltd.

TITLE:

The Stub-Girder System

205-89-01

205-89-02

English, French/18 min 32 s/1989

Système de poutres mixtes alvéolées

SYNOPSIS:

This video addresses the use of steel construction and the Stub-Girder floor system in a modern office building. It illustrates the leadership of the Canadian steel construction industry in researching and implementing cost-effective methods for modern structures.

SOURCE:

The Steel Structures Education Foundation

Taking Care of Business

149-82-01

English/9 min 17 s/1982

SYNOPSIS:

In this video we visit Perth, Ontario, the site of one of Heritage Canada's Mainstreet Programs. We see how, with the guidance of a project coordinator, the community learns that the rewards of preservation are not limited to the achievement of visual continuity and appreciation of the architectural integrity of older buildings - preservation is also good business. The long-term success of Mainstreet revitalization programs calls for overall image improvement, but also requires on-going maintenance, economic initiatives, and community

commitment and involvement.

SOURCE:

Heritage Canada Foundation

TITLE:

Tower of Power

225-75-01

English/29 min 30 s/1975

SYNOPSIS:

The use of steel in the construction of the CN Tower in Toronto is the focus of this video presentation. The viewer will see how a helicopter was used to hoist and precision-place the top section of the tower (9.7 metres in length and weighing about 5.5 tonnes) raising the tower to its record breaking height of 552 metres.

SOURCE:

Canron Inc.

## **Design and Invention**

**CADD** Fantasy

Fashion Canada 1989

A History of Design/Innovation in Canada

The Inside Story

The Newtsuit

The Next Generation

The Sea Urchin

Women Inventors

ZAKS

**CADD Fantasy** 

259-89-01

English/5 min 30 s/1989

SYNOPSIS:

In this video we see how H.A. Simons Ltd., an industry leader in the field of computer-aided design and engineering, utilizes sophisticated software to produce three-dimensional, unified perspectives of massive building projects such as the Expo 86 site in Vancouver or a pulp mill on the other side of the world. Drawings can be modified globally at a fraction of the cost of traditionally produced drawings. H.A. Simons assists clients to improve productivity, profit and competitiveness through reduced engineering and capital costs and more reliable planning and operations. H.A. Simons Ltd. was a Canada Awards for Business Excellence winner in 1986 in the Management category.

SOURCE:

H.A. Simons Ltd.

TITLE:

Fashion Canada 1989

204-89-03

Music only/11 min 30 s/1989

SYNOPSIS:

This video highlights fashions by Canadian designers such as Wayne Clark, Irving Samuel and Jean Claude Poitras as presented at the Fashion Canada show which took place in London, England, during March 1989.

SOURCE:

Industry, Science and Technology Canada

TITLE:

A History of Design/Innovation in Canada

Histoire de l'innovation au Canada

098-84-03

Bilingual/6 min 48 s/1984

SYNOPSIS:

This multi-image production traces the history of Canadian inventiveness, from the McIntosh apple (1811) through Banting and Best, to disintegrating plastic. Music and a bilingual text carry the message that Canadians have contributed greatly to the progress of humankind. This video was produced for the 1984 Canada Awards for Business Excellence gala.

SOURCE:

Industry, Science and Technology Canada

The Inside Story

263-89-01

English/24 min/1989

SYNOPSIS:

On June 3, 1989, the SkyDome opened to the world — the first retractable roofed stadium ever built. This video is about the people who made it all happen. The architects and planners, the structural engineers and the connectors working together, by hand, to connect the skeleton of the building. See how two-and-a-half years of construction are compressed into

two-and-a-half minutes by time-lapse photography.

SOURCE:

Stadium Corporation of Ontario Limited

TITLE:

274-89-01

English/9 min 30 s/1989

The Newtsuit

SYNOPSIS:

This video showcases the Newtsuit, an aluminum one-atmosphere diving suit. With the Newtsuit, divers can operate to depths of 300 metres with unlimited joint mobility and without the need for special gases or decompression. The Canadian inventor Phil Newton was honoured in 1987 when his company won an award in the Invention category of the Canada Awards for Business Excellence for this product.

SOURCE:

International Hard Suits Inc.

TITLE:

The Next Generation

258-89-01

English/8 min 11 s/1989

SYNOPSIS:

As buildings become larger and more complex, the challenge to design and construct them in a cost-effective way grows. In this video we see how H.A. Simons Ltd., a Vancouver-based engineering firm, has developed a state-of-the-art computer-aided design system called PASCE which maps, in 3D, all elements of a design. The software integrates all structural elements preventing components from conflicting with each other. If one drawing is changed, all related drawings are altered automatically. The company was a 1986 Canada Award for Business Excellence winner in the Labour Management category.

SOURCE:

H.A. Simons Ltd.

The Sea Urchin

275-89-01

English/10 min 55 s/1989

SYNOPSIS:

This video also features the Newtsuit (also profiled in 274-89-01) and other products based on the Newtsuit technology. One of these is a small submarine designed to operate at depths of up to 100 metres. International Hard Suits Inc. won a Canada Award for Business Excellence in the Invention category in 1987.

SOURCE:

International Hard Suits Inc.

TITLE:

**Women Inventors** 

281-87-01

English/16 min/1987

SYNOPSIS:

Did you know that women have been inventing for centuries? This video, recorded at the First Workshop for Women Inventors, highlights some very interesting inventions as well as the inventors. Inventions such as the first sewing machine and the cotton gin were actually invented by women. However, until 100 years ago, women were not allowed to own property, and because patented inventions are classified as property, their inventions were registered in the names of men. Times have changed and today there are many successful women inventors — this video argues that women have been more successful than men.

SOURCE:

Women Inventors Project

TITLE:

ZAKS

269-87-01

English/6 min 30 s/1987

SYNOPSIS:

This video concerns ZAKS, a whole new concept in construction toys. Irwin Toy Limited, the 1988 gold award winner in the Industrial Design category of the Canada Awards for Business Excellence, produces this versatile toy. All the pieces move, snap together, bend and shape. It is a safe, creative toy suitable for all ages. ZAKS can be used to make shapes, spaceships and dinosaurs or even to sculpture a vase. Anyone can have fun with ZAKS.

SOURCE:

Irwin Toy Limited

## Electronics

Canadian Electronics

First in the Future

Heart Beat

**Canadian Electronics** 

160-87-01

L'industrie électronique au Canada

160-87-02 (German) 160-87-03

English, French/8 min 02 s/German/13 min 10 s/1987

SYNOPSIS:

This multi-image presentation transferred to video highlights the key elements that make Canada an excellent location for investment. Elements featured include the following: proximity to U.S. markets, an educated labour force, raw materials and power, supportive government policies and quality of life. We learn that Canada is positioned on the leading edge of the worldwide electronics revolution, willing and able to welcome foreign investment.

SOURCE:

Industry, Science and Technology Canada

TITLE:

First in the Future

210-87-01

English/13 min/1987

SYNOPSIS:

Litton Systems Canada Limited, a major developer, producer and supporter of advanced electronic systems is the subject of this video. From search and rescue radar systems to inertial navigation systems, Litton's products are exported around the world.

SOURCE:

Litton Systems Canada Limited

TITLE:

**Heart Beat** 

243-87-01

English/9 min 37 s/1987

SYNOPSIS:

This video introduces Computer Assembly Systems Ltd. (Compas). Located in Brockville, Ontario and specializing in the assembly and manufacture of microelectronic components Compas utilizes computerized production control methods and a stringent verification/inspection system to assemble products for many major corporations.

SOURCE:

Computer Assembly Systems Ltd.

# Energy

The Choice is Yours

Energy for the Future

Fuelling the Future

The Power of Choice

Reactor Safety

Rediscovering Bioenergy

Under the Sun

Way to Go Propane

The Choice is Yours

A vous de choisir

213-86-01

213-86-02

English, French/4 min 29 s/1986

SYNOPSIS:

This video introduces the viewer to alternative fuels. Automobiles powered by propane and natural gas are common sights on the road, but not too long ago these fuels were experimental. Now they have proved economical, practical and safe and continuing research into ethanol, methanol and electricity as energy sources will see new advances in alternative fuels in the coming years.

SOURCE:

Energy, Mines and Resources Canada

TITLE:

**Energy for the Future** 

118-82-01

English/18 min/1982

SYNOPSIS:

This video explains the origins of and reasons for using nuclear-generated electrical energy in Ontario. Through a history of Ontario Hydro is told the story of how the demand for energy in that province outpaced the supply of both fossil fuel and hydroelectric energy. To meet this demand, nuclear power has become an important alternative. The process of nuclear power production is explained and its safety is stressed.

SOURCE:

Ontario Hydro

TITLE:

**Fuelling the Future** 

043-81-01

Innovations énergétiques de l'avenir

043-81-02

English, French/27 min/1981

SYNOPSIS:

This is a series of 10 vignettes (excerpts from a TVOntario VISTA series program) approximately 2-3 minutes each, dealing with various aspects of energy conservation and alternative energy sources. Subjects include energy-efficient housing; active solar; wood and wood waste as fuel; garbage as fuel; wind, mini-hydro; and hydrogen.

SOURCE:

**TVOntario** 

The Power of Choice

234-89-01 234-89-02

Le choix qui s'impose

English, French/9 min 25 s/1989

SYNOPSIS:

In 1967 the first commercial CANDU nuclear reactor was commissioned by Ontario Hydro at Douglas Point, The CANDU reactor, developed after 11 years of research and development, is only one of the many accomplishments of Atomic Energy of Canada Limited (AECL). The company also supplies medical isotopes used in cancer treatment; it has pioneered food irradiation; it has developed a small nuclear reactor, called the Slowpoke, designed for institutional heating; and is involved in fundamental nuclear research. AECL won a Canada Award for Business Excellence in 1987 for Innovation.

SOURCE:

Atomic Energy of Canada Limited

TITLE:

**Reactor Safety** 

046-82-01

English/14 min/1982

SYNOPSIS:

This video addresses concerns about the safety of nuclear power by outlinning Ontario Hydro's Defence In Depth approach to safety (constant monitoring of equipment, staff training, emergency procedure drills, physical barriers to contain nuclear by-products, and regular inspection by Atomic Energy Control Board officers). It is argued that Ontario Hydro's approach is a realistic safety strategy that permits only small risks in return for large benefits.

SOURCE:

Ontario Hydro

TITLE:

Rediscovering Bioenergy La bio-énergie à redécouvrir 223-86-01

223-86-02

English, French/10 min 15 s/1986

SYNOPSIS:

In this video we learn that, as the cost of traditional sources of energy increases, alternative fuels are being developed. One such source, known as biomass, can provide industry and institutions with an almost unlimited supply of fuel. Waste from farmyards, municipalities, the pulp and paper industry — even coffee grounds — can provide an alternative source of energy.

SOURCE:

Energy, Mines and Resources Canada

Under the Sun

078-83-01 078-83-02

Sous le soleil

English, French/14 min/1983

SYNOPSIS:

This film demonstrates Canadian technological capability in the solar energy field and examines the various applications for the product. Among other elements, we are shown various types of active solar systems, collector fabrication, design capabilities, product testing

and installation of solar systems.

SOURCE:

Energy, Mines and Resources Canada, Public Works Canada, and Industry, Science and

Technology Canada

TITLE:

Way to Go Propane

253-89-01

Le propane passe partout

253-89-02

English, French/11 min 05 s/1989

SYNOPSIS:

The many uses of propane are highlighted in this informative presentation by the Propane Gas Association of Canada. From heating homes to powering vehicles and cooking food, the list is nearly endless. Propane is Canada's non-toxic, clean burning, versatile, economical,

plentiful and environmentally friendly source of fuel.

SOURCE:

Propane Gas Association of Canada Inc.

#### Entrepreneurship

**Building Competitiveness** 

Canada Awards for Business Excellence (1986)

Canada Awards for Business Excellence (1987)

Canada Awards for Business Excellence (1988)

Canada Awards for Business Excellence (1989)

Canada Awards for Business Excellence (1990)

Canada Awards Small Business Module (1987)

Canada in Business

Competitiveness: The Challenge of the 90s

Entrepreneurship

Hillebrand Estates Winery

In the Company of Women

Milestones

Ready for Take-Off

Small Business Enterprise Centres

Spirit of Enterprise

Starting a Business

Taking the Challenge

Tourism is your Business - Financial Management

TITLE:	Building Competitiveness  Le développement de la compétitivité canadienne	<b>287-90-01</b> 287-90-02 (Bilingual) 287-90-03
	English, French, Bilingual/5 min 40 s/1990	(Diffigual) 207-90-03
SYNOPSIS:	Industry, Science and Technology Canada (ISTC) was created to promote international competitiveness and excellence in Canadian industry, science and technology. This short video highlights how the department is playing a major role in bringing Canada into the first rank of industrial and commercial nations in the 21st century.	
SOURCE:	Industry, Science and Technology Canada	
TITLE:	Canada Awards for Business Excellence (1986) Prix Canada pour l'excellence en affaires (1986)	<b>123-86-01</b> 123-86-02
	English, French/54 min/1986	
	Canada Awards for Business Excellence (1987) Prix Canada pour l'excellence en affaires (1987)	<b>181-87-01</b> 181-87-02
	English, French/54 min/1987	
	Canada Awards for Business Excellence (1988) Prix Canada pour l'excellence en affaires (1988)	<b>219-88-01</b> 219-88-02
	English, French/1 hr 39 min/1988	
	Canada Awards for Business Excellence (1989) Prix Canada pour l'excellence en affaires (1989)	<b>220-89-01</b> 220-89-02
	English, French/1 hr 26 min/1989	
	Canada Awards for Business Excellence (1990) Prix Canada pour l'excellence en affaires (1990)	235-90-01 235-90-02
	English, French/1 hr 22 min/1989	
	Canada Awards Small Business Module (1987) Prix Canada pour le module de la petite entreprise (1987)	<b>182-87-01</b> 182-87-02
	English, French/12 min 53 s/1987	
SYNOPSIS:	These are videos of the presentations where the winners of the Canada Awards For Business Excellence were honoured. Each category is introduced and the achievements of the finalists are briefly detailed. The 1988, 1989 and 1990 presentations were produced on video while previous productions are multi-image transferred to video.	
SOURCE:	Industry, Science and Technology Canada	

Canada in Business

034-88-01

Le Canada: un pays d'affaires

034-88-02

(Spanish, Korean, Arabic, Mandarin, Japanese) 034-88-03

English, French, Spanish, Korean, Arabic, Mandarin, Japanese/14 min/1988

SYNOPSIS:

This video promotes Canada as an active, sophisticated trading nation and ideal business partner, involved not only in buying and selling but also in actively seeking sound investments and pursuing international cooperation. In this video we are shown how Canadian ingenuity and spirit of entrepreneurship have been instrumental in developing Canada's ability to provide a vast range of goods, services and new technologies for the domestic and

international marketplaces.

SOURCE:

Industry, Science and Technology Canada and the Canadian Chamber of Commerce

TITLE:

Competitiveness: The Challenge of the 90s

247-90-01

Le défi des années 90

247-90-02

English/11 min 03 s/French/12 min 28 s/1990

SYNOPSIS:

This production keys in on 10 factors that must be addressed by business if it is to stay or become competitive in changing world markets. We learn why Canadian business must quickly take steps if it is to remain competitive in the coming decade.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Entrepreneurship Entrepreneurship 227-89-01

227-89-02

English/6 min 45 s/French/7 min 05 s/1989

SYNOPSIS:

The federal government is reaching out to motivate Canadians to consider the challenge of owning a business. This video production introduces the National Policy on Entrepreneurship and explains the government's commitment to supporting, encouraging and stimulating awareness and understanding of the benefits of entrepreneurship.

SOURCE:

Industry, Science and Technology Canada

**Hillebrand Estates Winery** 

209-89-01

English/9 min 22 s/1989

SYNOPSIS:

In this video we are taken for a behind the scenes look at the operation of this small Niagaraon-the-Lake winery. The emphasis is on quality, be it pruning the vines, the cool fermentation process, the automated bottling system or the custom labelling that is available. The winery produces award winning varietal wines including Baco Noir, Vidal, Reisling and Marechal Foch as well as a line of blended house wines.

SOURCE:

Hillebrand Estates Winery

TITLE:

In the Company of Women

221-88-01

Une affaire de femmes

221-88-02

English, French/16 min 49 s/1988

SYNOPSIS:

The success stories of five New Brunswick women entrepreneurs are shown in this video. Throughout the video, these women tell about the challenges they had to face, the hardships they had to overcome, and the feelings they experienced on the road to becoming successful entrepreneurs.

SOURCE:

Atlantic Canada Opportunities Agency and New Brunswick Department of Commerce and

Technology

TITLE:

Milestones

019-86-01

English/15 min/1986

SYNOPSIS:

This multi-image video promotes the many products and services offered by Varity Corporation, and provides a history of Massey-Ferguson. Varity Corporation, an international company that is comprised of Massey-Ferguson, MF Industrial, Perkins Diesel, Pacoma Hydraulics and Varity Enterprises, cites entrepreneurial spirit and devotion to customer satisfaction as reasons for the company's longevity, vitality and corporate responsibility.

SOURCE:

Varity Corporation

**Ready for Take-Off** 

Prêts à prendre notre envol

189-88-01

189-88-02

English/12 min 17 s/French/13 min 12 s/1988

SYNOPSIS:

Aboriginal Entrepreneurship is successfully taking off in Canada. This program is a special report on what the Aboriginal people have accomplished in the world of modern business. Featured is Douglas Cardinal, architect and designer of over 100 major projects including the

\$165-million Canadian Museum of Civilization.

SOURCE:

Industry, Science and Technology Canada

TITLE:

**Small Business Enterprise Centres** 

Centres d'affaires de la petite entreprise

130-86-01

130-86-02

English, French/19 min 45 s/1986

SYNOPSIS:

This video explains the concept of small business enterprise centres (or incubators). The rationale behind them, the steps to be taken before and during startup, and several actual

examples are highlighted.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Spirit of Enterprise L'esprit d'entreprise

180-88-01

180-88-02

English, French/9 min/1988

SYNOPSIS:

The Native Economic Development Program (NEDP) is the subject of this video presentation. The NEDP is helping Canada's status and non-status Indians, Inuit and Metis to increase their economic self-reliance. With the help of the NEDP they have been able to launch or expand a variety of business ventures that have created new jobs and economic activity in their communities. The application process, including the need for a thoroughly prepared business plan, is detailed and several successful projects are highlighted.

SOURCE:

Industry, Science and Technology Canada

Starting a Business

120-83-01

English/1983

SYNOPSIS:

This is a series of 13 programs that address the specialized educational needs of people involved in new venture creation. Interviews with successful business people lay out the self-analysis, research, financial and organizational requirements facing those involved in business startup.

The titles in the series (20 minutes in length each) are as follows:

Are You an Entrepreneur?

What Will Your New Venture Demand? What's the Best Business for You? Who Will Your Customers Be?

How Will You Penetrate Your Market? How Much Capital Will You Need? How Will You Find Capital? Do You Need a Business Plan?

What Should Your Business Plan Contain? Who Will Help You Start Your Venture?

How Do You Buy a Business? How Do You Buy a Franchise?

How Can You Survive Business Crises?

SOURCE:

SOMA Film Producers

TITLE:

Taking the Challenge

268-89-01

La réponse indienne au défi économique

268-89-02

English/15 min 10 s/French/16 min/1989

SYNOPSIS:

This video highlights some of the very real business achievements being realized by Aboriginal entrepreneurs in Saskatchewan. It underscores the requirement for individual commitment to business in order to achieve success. It concludes with sources for information on the Government of Canada's Canadian Aboriginal Economic Development Strategy.

SOURCE:

Indian and Northern Affairs Canada

Tourism is your Business - Financial Management

Le tourisme, c'est votre affaire - Programme de gestion financière

100-83-01 100-83-02

English, French/1983

SYNOPSIS:

This is an 11-part series (with a 15-minute introduction) in support of a financial management program for Canada's lodging industry. It is designed to be used in conjunction with a manual and a study guide. It is aimed at Canada's small- and medium-sized tourist accommodation operators, and is designed to upgrade their managerial skills to increase profitability.

The programs are 27 min 30 s in length each and the titles are as follows:

Introduction

Financial Management

Bookkeeping

Accounting and Ratio Analysis

Operational and Break-Even Analysis

Pricing Budgeting

Working Capital Management and Internal Control

Planning for Growth and Profit Developing a Business Plan

Business Organization and Tax Planning

Summary and Case Study

SOURCE:

Industry, Science and Technology Canada

## Environment

Saving a River - Building an Industry

Saving a River — Building an Industry Sauver un fleuve — Bâtir une industrie

197-90-01 197-90-02

English/11 min 52 s/French/13 min 39 s/1990

SYNOPSIS:

The St. Lawrence River faces a serious pollution problem. This video explains how the federal government has responded with an action plan designed to protect, preserve and restore the river. Part of the this action plan is a program administered by ISTC called the St. Lawrence Environmental Technology Development Program (ETDP). This program is designed to assist Canada's environmental industry in its effort to become more competitive both in Canada and

abroad.

SOURCE:

Industry, Science and Technology Canada

### **Food Products**

Agropur and its Products

Clearwater Fine Foods

People, Productivity and Profits

A Tradition of Quality

Agropur and its Products

239-88-01

Agropur et ses produits

239-88-02

English, French/12 min 39 s/1988

SYNOPSIS:

This video introduces us to Agropur, one of the largest food processing cooperatives in Quebec, distributing over a thousand products throughout North America, Founded in 1938, Agropur currently produces 40 percent of the milk in Quebec, 38 percent of the ice cream

and a full range of dairy and deli products.

SOURCE:

Agropur Cooperative Agro-Alimentaire

TITLE:

Clearwater Fine Foods

261-88-01

English/10 min 15 s/1988

SYNOPSIS:

Clearwater Fine Foods is one of world's largest integrated seafood companies and the world's largest exporter of lobsters. Its modern fleet of 50 fishing vessels operates in the Atlantic. Pacific and Arctic, and with on-board freezing facilities can maintain its catch in peak condition. The company has recently entered the Japanese sushi market. The company was a Canada Award For Business Excellence in the Entrepreneurship category in 1988.

SOURCE:

Clearwater Fine Foods Inc.

TITLE:

People, Productivity and Profits

237-88-01

English/9 min 10 s/1988

SYNOPSIS:

Fishery Products International (FPI) is a world leader in the harvesting, processing and marketing of seafood. This video provides an overview of FPI, tracing its history from a publicly owned company to one of the most productive fish processing firms in the country. FPI won gold at the Canada Awards for Business Excellence, in the Marketing category in 1988 and in the Productivity category in 1987.

SOURCE:

Fishery Products International Limited

TITLE:

A Tradition of Quality

232-88-01

English/13 min/1988

SYNOPSIS:

This video details the operating philosophy of Fletcher's Fine Foods, a Vancouver-based company in operation since 1919. The emphasis is on quality and service - from the farmyard to the supermarket. Fletcher's won a Canada Award For Business Excellence in the

Marketing category in 1988.

SOURCE:

Fletcher's Fine Foods Ltd.

# Forestry

Alberta Forestry – A Growing Investment

Best in the West

MacMillan Bloedel - At Home Around the World

Tembec

Alberta Forestry — A Growing Investment

285-87-01

English/22 min 26 s/1987

SYNOPSIS:

This video presents an overview of the Alberta forest industry and the advantages of establishing a forest-related business in the province. A comprehensive infrastructure, an ongoing reforestation program and provincial assistance are all contributing to the success of the Alberta forest industry.

SOURCE:

Alberta Department of Forestry, Lands and Wildlife

TITLE:

Best in the West

271-86-01

English/12 min 30 s/1986

SYNOPSIS:

This promotional video/slide presentation profiles Lignum Limited, a 40-year-old Canadian lumber company located in British Columbia. Lignum's products are sold throughout Canada, the U.S., Japan and Europe.

SOURCE:

Lignum Limited

TITLE:

MacMillan Bloedel — At Home Around the World

067-85-01

English/15 min 30 s/1985

SYNOPSIS:

This is a multi-image video outlining MacMillan Bloedel's areas of involvement and its relative importance to the forest products sector. The company employs 18 000, produces all types of forest products (pulp, paper, particle board, lumber, newsprint, specialty papers, etc.), and boasts \$2 billion in annual sales. This video gives a broad introduction to MacMillan Bloedel's history, current products and market share, and plans for the future.

SOURCE:

MacMillan Bloedel

TITLE:

Tembec Tembec 283-89-01

283-89-02

English, French/12 min/1989

SYNOPSIS:

Tembec plays a leading role in the Canadian pulp and paper industry and is known world wide for its innovative spirit and high technology applications. With revenues in the billions of dollars, the company employs more than 1 300 workers and exports paper products to as far away as China and Chile. Tembec's primary industrial complex is in Témiscamingue Québec and subsidiary plants are located throughout the province.

SOURCE:

Tembec

### Investment

Canada's Advantage

Canada: Open for Business

Investing in Canada

The Manitoba Advantage

New Brunswick - A Prosperous New Future

Nova Scotia: A Good Place to Do Business from

Strategic Location (Ontario)

Canada's Advantage

245-90-03

Japanese/15 min 50 s/1990

SYNOPSIS:

This video, produced for the Japanese market, shows that more and more Japanese companies are establishing manufacturing operations in Canada. Through a series of interviews with Japanese businessmen, the strategic advantages that Canada presents for the Japanese investor are highlighted.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Canada: Open for Business Ouverture sur le monde

105-85-01 105-85-02

English, French/12 min/1985

SYNOPSIS:

Along with a brief portrait of Canada's people and resources, this video promotes CN's International Development Services Division. Aimed at the international investment community, the video presents Canada as an industrial frontier that already has an established, effective infrastructure for transportation and communications to serve new industries. Prime Minister Brian Mulroney is shown informing a large audience that Canada is indeed "open for business."

SOURCE:

Canadian National Railways

TITLE:

**Investing in Canada** 

053-85-01

English/17 min 30 s/1985

SYNOPSIS:

This promotional video shows Canada as an active trading partner whose range of imports and exports is vast, and where the spirit of free enterprise is growing, supported by business and all levels of government. New investment is sought and welcomed. The Royal Bank of Canada, with offices in 46 countries and a complete package of client services, can handle virtually all of a foreign investor's needs across Canada and the world.

SOURCE:

The Royal Bank of Canada

TITLE:

The Manitoba Advantage

233-89-01

English/14 min/1989

SYNOPSIS:

Manitoba, an ideal place for investment and expansion, is highlighted in this video. It is a province rich in natural resources, abundant hydro electric power and solid agricultural, mining, forest, fishing, manufacturing and service industries. It has a record of achievement in accepting and adapting new technologies and places a high priority on education. Manitoba's unemployment rate is consistently among the lowest in Canada.

SOURCE:

Government of Manitoba; Industry, Trade and Tourism

TITLE: New Brunswick — A Prosperous New Future 159-86-01

Nouveau-Brunswick - Un avenir prospère

159-86-02

(German) 159-86-03

English, French, German/9 min 58 s/1986

SYNOPSIS:

This presentation highlights the many factors making New Brunswick an ideal location to start or expand a business enterprise. In addition to a pleasant lifestyle, New Brunswick offers the prospective investor an abundance of raw materials and energy, a well-educated and adaptable workforce, ready access to world markets, and government-sponsored incentives. This is a

multi-image presentation transferred to video.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Nova Scotia: A Good Place to Do Business from

076-87-01

English/7 min 25 s/1987

SYNOPSIS:

This is a promotional portrait of the high-tech business environment in Nova Scotia. Two successful businessmen discuss the province's many advantages such as: proximity to European markets, availability of skilled personnel recruited from provincial universities (in particular, the Technical University of Nova Scotia), and a high standard of living.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Strategic Location (Ontario) Un endroit stratégique (l'Ontario) 148-85-01

148-85-02 (German, Japanese) 148-85-03

English, French, German, Japanese/13 min 22 s/1985

SYNOPSIS:

There are at least 120 million North American consumers within one-day's trucking from Ontario. Designed to encourage investment in the province, this program is presented in 11 brief modules dealing with markets, transportation and access, energy resources, the work force, industrial sites, high-technology and R&D, a financial profile, taxation, regulations, living conditions and available assistance.

SOURCE:

Ontario Ministry of Industry, Trade and Technology

## Manufacturing

Allen-Bradley Canada

Atco "Fold-a-Way"

Bombardier Inc.

Canadian Bronze

The Circle of Glass

Clearing the Air Everywhere

Finning - On the Move with Industry

High Impact Welding

The Modernization of Sydney Steel - Phase I

Preparing for the Next Century

Sydney Rails (Sydney Steel Corporation)

Thomas Equipment

Westinghouse Canada

Zepf Technologies Inc., "A Company on the Move"

Allen-Bradley Canada

256-89-01

English/10 min/1989

SYNOPSIS:

Allen-Bradley is the largest Canadian manufacturer of quality industrial automation controls. This program shows how Allen-Bradley has integrated its internal information systems to better serve customer needs. Examples of how computer technology is used throughout the design and manufacturing process are featured. Allen-Bradley Canada won a Canada Award for Business Excellence in the Productivity category in 1986.

SOURCE:

Allen-Bradley Canada

TITLE:

Atco "Fold-a-Way" Atco « Fold-a-Way » 206-87-01 206-87-02

English, French/12 min 04 s/1987

SYNOPSIS:

Atco Metals Ltd. manufactures fold-away warehouse-type relocatable metal buildings designed for temporary use. This video shows how these buildings can be assembled and then dismantled quickly and readily transported to another location.

SOURCE:

Atco Metals Ltd.

TITLE:

Bombardier Inc.
Bombardier Inc.

**240-90-01** 240-90-02

English/5 min 48 s/French/5 min 30 s/1990

SYNOPSIS:

This video features the many products manufactured by Bombardier. A Canadian manufacturer with operating plants in the United States and Europe, Bombardier is active in the fields of transportation equipment, motorized consumer products and aerospace. It is a North American leader in rail transit equipment; a world-leader of the snowmobile industry and has secured an important position in the civil and military aerospace industry. The Company won a Bronze award in the Labour/Management Cooperation category at the 1989 Canada Awards for Business Excellence.

SOURCE:

Bombardier Inc.

TITLE: Canadian Bronze 044-86-01

English/20 min/1986

SYNOPSIS: This video provides an overview of the operations, products and services of the Canadian

Bronze Company, a division of CAE Industries Ltd. The manufacturing of diesel cylinders, freight car axles, and journal bearings is shown. A brief history of the company, which owns Canada's largest non-ferrous foundry, is also provided. New products and Canadian Bronze's

research and development commitments are highlighted.

SOURCE: Canadian Bronze Company Limited

TITLE: The Circle of Glass 072-86-01

English/12 min/1986

SYNOPSIS: This program explains the process and importance of using recycled glass in manufacturing.

Glass jars and bottles are followed along their circular route from supermarket to household, recycling plant, factory, and back to the supermarket. Recycling saves energy and natural resources, and improves glass product hygiene. The successful community-based recycling program in Kitchener, Ontario is shown in action. As one Kitchener alderman observes, "not

to recycle is an embarrassment in this city."

SOURCE: Consumers Glass Company Limited

TITLE: Clearing the Air Everywhere 238-90-01

English/12 min/1990

SYNOPSIS: This video illustrates that Engine Control Systems Ltd. (ECS) is doing its share to reduce

pollution — a serious problem that is threatening our environment. The company is a world leader in off-highway diesel engine exhaust systems and has developed state-of-the-art technologies designed to remove hazardous toxic compounds and carcinogens that harm the environment and cause health problems. ECS specializes in off-highway applications but is

also tackling the massive problem of highway pollution.

SOURCE: Engine Control Systems Ltd.

Finning — On the Move with Industry

016-86-01

English/7 min 10 s/1986

SYNOPSIS:

This is a multi-image video presentation of the activities of Finning Tractor and Equipment. As the largest North American dealer for Caterpillar machinery, Finning has a diverse range of clients in forestry, construction, mining, oil and natural gas production, pipelining, warehousing and stevedoring, and electric power generation. The company, which has a staff of 2 200 and has been profitable in every year since its incorporation in 1933, emphasizes product support services and the expansion of Caterpillar's share of the world market.

SOURCE:

Finning Tractor and Equipment

TITLE:

**High Impact Welding** 

059-86-01

Le soudage high-impact

059-86-02

(Spanish) 059-86-03

English, French, Spanish/14 min 48 s/1986

SYNOPSIS:

Building pipelines for the delivery of fuels to markets was always a labour-intensive, lengthy and costly endeavour. This film shows the preparation, process and testing procedures now being used for the joining of pipelines in a new technology known as high impact welding. First used by CIL, TransCanada Pipelines and Stelco in a 1984 project 70 km north of Thunder Bay, the process that incorporates a solid state bonding technique that quickly produces a joint whose strength is equal to or greater than the rest of the pipe.

SOURCE:

C-I-L Inc., Explosives Division

TITLE:

The Modernization of Sydney Steel - Phase I

086-84-01

English/9 min/1984

SYNOPSIS:

The Sydney Steel Corporation (Sysco) is one of Canada's most important industrial complexes, a major element in both the local economy and Canada's balance of trade. This video is an overview of Phase I of a massive modernization program touching every department in the plant, and including attention not only to productivity but to environmental concerns, safety and protection, product consistency and customer satisfaction. The video was produced under the Canada-Nova Scotia Subsidiary Agreement for the modernization of facilities at the Sydney Steel Corporation.

SOURCE:

Sydney Steel Corporation

Preparing for the Next Century Au seuil du nouveau siècle 252-89-01

252-89-02

English, French/14 min 30 s/1989

SYNOPSIS:

This video introduces us to Alcan Aluminum Limited, a global enterprise that supplies 14 percent of the "free" world's aluminum. The company is involved in both mining and smelting aluminum and the manufacturing of products. Used in the aircraft, automobile, packaging and construction industries, aluminum is increasingly being used in the production of advanced composites. In 1988 Alcan won a Canada Award For Business Excellence in the Invention category.

SOURCE:

Alcan Aluminum Limited

TITLE:

Sydney Rails (Sydney Steel Corporation)

005-84-01

English/4 min/1984

SYNOPSIS:

Sydney Steel Corporation (Sysco) is a major supplier of steel rail to an international, competitive marketplace. This film features the fully integrated steel works where the rails, Sysco's flagship product, are produced. The video was produced under the Canada-Nova Scotia Subsidiary Agreement for the modernization of facilities at the Sydney Steel Corporation.

SOURCE:

**Sydney Steel Corporation** 

TITLE:

**Thomas Equipment** 

228-88-01

English/17 min/1988

SYNOPSIS:

Thomas Equipment Ltd. is a New Brunswick-based company that manufactures a range of industrial construction equipment. This video features a number of the loaders manufactured by the company and describes their respective features.

SOURCE:

Thomas Equipment Ltd.

Westinghouse Canada

Westinghouse Canada

075-86-01 075-86-02

English, French/5 min 30 s/1986

SYNOPSIS:

This program is a succinct corporate profile of Westinghouse Canada. The company operates 18 Canadian manufacturing plants, as well as a myriad of sales and service centres. Products such as steam and gas turbines, data communications, airport lighting systems, sonar systems, nuclear fuel, and video display terminals are presented in this short survey of what is made, and where, in Canada by Westinghouse. The company's world product mandates are also explained, accentuating Westinghouse Canada's drive to capture world markets.

SOURCE:

Westinghouse Canada

TITLE:

Zepf Technologies Inc., "A Company on the Move"

257-90-01

English/7 min 22 s/1990

SYNOPSIS:

In this video we are introduced to Zepf Technologies Inc., a Canadian company that designs and manufactures specialized handling systems. Utilizing computer-aided design and state-ofthe-art technology, the company produces systems designed to handle assembly line products regardless of shape or size. The result is greater line efficiency and cost effectiveness. In 1989 Zepf Technologies won a gold award in the Small Business category in the Canada Awards

for Business Excellence.

SOURCE:

Zepf Technologies Inc.

# Marketing/Export

Marketing to Retailers (Series)

Product Liability: What you Should Know

Tourism is your Business - Marketing Management

**Marketing to Retailers** 

Vendre aux détaillants

183-88-01 183-88-02

English, French/1988

SYNOPSIS:

This eight-part series of talks by some of Canada's leading retailers and marketing experts guides the viewer through the key elements that should be considered when marketing to the retail industry.

Individual topics covered include the following:

The Changing Retail Market (56 min)
Getting to See a Buyer (15 min)
Need To Become A Marketer (19 min)
Organizing Your Salesforce/Agents (47 min)
Preparing Your Marketing Plan (69 min)
Preparing Your Sell-in Presentation (16 min)
Promoting Your Product (34 min)

Promoting Your Product (34 min Working With Retailers (43 min)

Please specify desired title(s) when ordering.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Product Liability: What you Should Know

112-86-01

English/1986

SYNOPSIS:

Canadian companies thinking of exporting to the United States are increasingly concerned with the growing number of product liability suits in American courts and the frequency and generosity of awards made to plaintiffs. In this video, speaker Frank B. Hall, American product consultant, gives advice on how exporters can avoid such lawsuits and, when necessary, build defensible cases.

The presentation is divided into five modules:

Get the Facts (33 min 50 s)

The Legal Perspective (22 min 25 s)

Manuals, Signs, Legal Preparation (30 min)

Misuse, Abuse, Foreseeability and Warning (33 min 37 s)

New Mental Attitude (32 min)

SOURCE:

Industry, Science and Technology Canada, External Affairs and International Trade Canada, and Manitoba Department of Industry, Trade and Technology.

 ${\bf Tourism\ is\ your\ Business-Marketing\ Management}$ 

125-86-01

Le tourisme, c'est votre affaire - Programme de marketing

125-86-02

English, French/1986

SYNOPSIS:

This is the second in the Tourism is Your Business series. The series is designed to give the viewer an understanding of the complexities and opportunities in marketing within the tourism and hospitality industry. The overview offered here highlights the topics covered in the 13-part

(28 min 50 s each) marketing series. (A 15-minute summary is also available.)

SOURCE:

Industry, Science and Technology Canada

# Mining

Canpotex

Coal

The Computer Age in Mineral Processing

Hidden Heritage

Hydraulic Fracturing Techniques

Planning for Technological Change - The Mining Experience

Vision 2000 - The Future is in our Hand

Zinc: The Great Protector

Canpotex

277-90-01

English/8 min 30 s/1990

SYNOPSIS:

This multi-image presentation transferred to video highlights Canpotex, a company that since 1972 has been consistently selling high grade Saskatchewan potash to offshore markets in Asia, Latin America, Australia, New Zeland and Africa. The company is the exclusive offshore marketing organization for more than 95 percent of the province's vast potash mining industry (Saskatchewan is the site of the world's largest reserves of potash). Canpotex also operates an efficient transportation system that ensures prompt delivery of their product.

SOURCE:

Canpotex

TITLE:

Coal

218-88-01

English/7 min 30 s/1988

SYNOPSIS:

This video provides an overview of the coal industry and explains the source, mining techniques, uses and future development of coal as an energy source. Fording Coal, the producer of this video, won a Canada Award for Business Excellence in the Productivity category in 1987.

SOURCE:

Fording Coal Ltd.

TITLE:

The Computer Age in Mineral Processing
L'ère de l'ordinateur dans l'industrie minéralurgique

216-87-01

216-87-02

English, French/14 min 39 s/1987

SYNOPSIS:

The viewer will learn how mineral processing can become more efficient through the use of computer simulation. Case studies are used to illustrate the many applications of the computer in the mining industry. The concept of knowledge-based systems that are designed to monitor the entire production process is also introduced.

SOURCE:

Energy, Mines and Resources Canada

Hidden Heritage

Un patrimoine caché

**267-89-01 267-89-02** 

English, French/16 min 17 s/1989

SYNOPSIS:

This informative video reveals the hidden heritage of mineral wealth beneath Ontario. Not only precious metals, but also little known minerals such as wollastonite that are being used in the manufacture of advanced industrial materials. The video highlights other applications of minerals, including cosmetics, medicine, and structural materials — applications which affect virtually every aspect of our lives.

SOURCE:

Energy, Mines and Resources Canada

TITLE:

**Hydraulic Fracturing Techniques** 

222-86-01

English/7 min/1986

**SYNOPSIS:** 

This video introduces us to Canadian Fracmaster Ltd., a Calgary based company with 10-years experience in the oil well servicing business. It is also a leader in hydraulic fracturing. Canadian Fracmaster Ltd. has developed the computer-controlled Sandmaster sand metering system to inject sand into oil well fractures — a process which improves the flow of oil to the well. Canadian Fracmaster was a 1986 finalist in the invention and innovation categories of the Canada Awards For Business Excellence.

SOURCE:

Canadian Fracmaster Ltd.

TITLE:

Planning for Technological Change — The Mining Experience

101-84-01

English/12 min/1984

SYNOPSIS:

Senior human resource specialists from the Mining Association of Canada and selected manufacturing companies held a think-tank session to exchange ideas on improved productivity, technological change and human resource planning. This program outlines some of the views expressed during that meeting.

SOURCE:

Industry, Science and Technology Canada and the Mining Association of Canada

Vision 2000 — The Future is in our Hands

265-89-01

English/15 min 36 s/1989

SYNOPSIS:

This video presents a plan of action adopted by Cominco Metals Ltd., the world's largest zinc and lead producer. The plan, called Vision 2000, is designed to maintain the company's continuing role as a world leader in the production of zinc and lead and to help the company become a major producer of silver and cadmium. In 1986, Cominco won a silver award in the Innovation category of the Canada Awards for Business Excellence.

SOURCE:

Cominco Metals Ltd.

TITLE:

Zinc: The Great Protector

264-89-01

English/8 min 45 s/1989

SYNOPSIS:

This video produced for Cominco Metals Ltd., the world's largest zinc and lead producer, demonstrates how zinc products play a vital part in our everyday lives. It provides an overview of how this metal is refined, purified and treated. The video highlights five uses for zinc, including rust prevention and protecting the skin from the burning rays of the sun. Cominco won a silver award in 1986 in the Innovation category of the Canada Awards for Business

Excellence.

SOURCE:

Cominco Metals Ltd.

## Science

Aquaculture - Farming the Ocean

PCBs: Old Fears, New Facts

Science at Work in British Columbia

A Sense of Wonder

What Do Scientists Do?

The World of Technology in the Elementary School

TITLE: Aquaculture — Farming the Ocean 203-89-01 English/10 min/1989 Scallop and mussel farming is used to illustrate the concept of aquaculture in this educational SYNOPSIS: video. The contributions of science and technology to the industry are detailed - from the development of expandable socks which allow the mussels to grow in a controlled environment, to the introduction of mechanized procedures which help reduce labour costs. The intended audience is elementary students and teachers. SOURCE: Newfoundland Ministry of Education; Public Awareness Campaign on Science and Technology, and Industry, Science and Technology Canada PCBs: Old Fears, New Facts TITLE: 037-86-01 BPC: Opération élimination 037-86-02 English, French/15 min/1986 SYNOPSIS: This video presents a summary of scientific opinions on the dangers of PCBs to humans and the environment. The video argues that media coverage of spills (e.g. the accidental spill near Kenora in 1986) exaggerates the risks of exposure to PCBs and creates an atmosphere of

SOURCE:

Canadian Electrical Association

TITLE: Science at Work in British Columbia

plant is advocated.

English/7 min 46 s/1987

SYNOPSIS: Through a series of interviews with leading scientists and researchers, this video demonstrates

public hysteria. The development of new methods of PCB destruction is stressed as an essential part of preventing accidents, and the need to establish a specialized incineration

248-87-01

British Columbia's commitment to basic applied research.

SOURCE: Public Affairs Bureau and British Columbia Ministry of Provincial Secretary

TITLE: A Sense of Wonder 202-89-01 English/10 min/1989 **SYNOPSIS:** Science is all around us. So is the technology it creates. The challenge for the elementary school teacher is to bring science and technology to life for young minds. In this video, teachers discuss the need to teach problem solving, and creative and critical thinking in all curriculum areas. SOURCE: Association for the Promotion and Advancement of Science Education; Public Awareness Campaign on Science and Technology, and Industry, Science and Technology Canada TITLE: What Do Scientists Do? 278-90-01 English/1990 SYNOPSIS: What Do Scientists Do? is a series for intermediate students on careers in science. The four short programs in this series show scientists at work in a variety of settings, and promote positive attitudes toward science and technology. Program 1 Studying Animal Populations 15 min Program 2 Protecting Fish Habitat 10 min Program 3 Designing Dams 13 min Program 4 Looking for Precious Metals 13 min SOURCE: Society for Canadian Women in Science and Technology TITLE: The World of Technology in the Elementary School 200-89-01 Le monde technologique à l'école élémentaire 200-89-02 English, French/17 min/1989 SYNOPSIS: Designed for elementary teachers, this video presents interesting and practical ideas for learning activities based on science and technology. Teachers don't have to be weird and wonderful mad scientists to interest students in science-related projects. The key, according

Ministry of Education, Ontario; Public Awareness Campaign on Science and Technology, and Industry, Science and Technology Canada

to teachers interviewed in this video, is to relate science and technology to the real world.

SOURCE:

## Service Industries

Canadian Imperial Bank of Commerce

Champions

ISTC Business Service Centres

Making it to the Top

Ontario's Expertise - Look at the Potential

Silent Partners

Small Business Development and Financing

Technology in Action

Turning it Around

Where Credit is Due

### Canadian Imperial Bank of Commerce

168-87-01

English/13 min/1987

SYNOPSIS:

The new market-driven realignment of the Canadian Imperial Bank of Commerce (CIBC) is explained in this video. In it we see how, in order to be at the leading edge of banking services and products, the CIBC has divided its operations into three banks: the individual bank, which serves the individual customer; the corporate bank, which caters to clients in the corporate sector; and the investment bank, which tailors its services to the investment community. The Management Services Group, which oversees these three divisions, is also introduced.

SOURCE:

Canadian Imperial Bank of Commerce

TITLE:

### Champions

280-89-01

English/8 min 17 s/1989

SYNOPSIS:

This video highlights how Champion Road Machinery's manual welding processes were analyzed and a robotics alternative was found with very favourable results. The time had come for this company of Goderich, Ontario, a world-renowned Canadian manufacturer of road graders, to venture into robotics. The company contacted and entered into project partnership with engineers and designers of the Ontario Centre for Advanced Manufacturing who investigated the feasibility of introducing robotic welding at the Champion plant.

SOURCE:

Giffels Associates Limited, OCAM Division

TITLE:

#### **ISTC Business Service Centres**

286-90-01

Centre de services aux entreprises ISTC

286-90-02

English, French/8 min/1990

SYNOPSIS:

This video provides a general overview of the Department of Industry, Science and Technology's (ISTC) mandate and client base. The primary focus is on the network of ISTC Business Service Centres across the country and the key role they play in supporting ISTC's mandate of building Canada's industrial competitiveness and promoting excellence in science. The Centres provide a gateway for both ISTC staff and external clients to obtain information on departmental services, programs, information products and expertise. The video also refers to important linkages established with departments such as External Affairs and International Trade Canada which has International Trade Centres located within ISTC Regional Offices.

SOURCE:

Industry, Science and Technology Canada

Making it to the Top

**224-90-01** 224-90-02

Vers les sommets

This video was produced to explain the mandate and mission of Industry, Science and Technology Canada. Actors portray employees and business clients on their way to a meeting. Through a series of conversations that take place in the distinctive glass elevators at ISTC

Headquarters, the mandate of the department is explained and illustrated.

SOURCE:

SYNOPSIS:

Industry, Science and Technology Canada

English/7 min 49 s/French/8 min 16 s/1990

TITLE:

Ontario's Expertise: Look at the Potential

201-89-01

La compétence de l'Ontario : voyez le potentiel

201-89-02

English, French/8 min 35 s/1989

SYNOPSIS:

This video examines the export potential of Ontario's service industries, including information

technology, consulting engineering, surveying and mapping and environmental services.

SOURCE:

Ontario Ministry of Industry, Trade and Technology

TITLE:

**Silent Partners** 

282-89-01

Les associés silencieux

282-89-02

English, French/15 min/1989

SYNOPSIS:

Whether developing new products or rethinking old ones, Ontario consultants can help. This video, taped on location, highlights the consulting services available through the Ontario Ministry of Industry, Trade and Technology. In it, company executives who have used consultants explain how they were able to increase competitiveness by contracting engineers, designers and other consultants.

SOURCE:

Ontario Ministry of Industry, Trade and Technology

**Small Business Development and Financing** 

065-86-01

Le développement et financement de la petite entreprise

065-86-02

English, French/7 min 40 s/1986

SYNOPSIS:

Canville, like many other communities in Canada, is experiencing the difficulties of plant shutdowns, work stoppages and the exodus of its young unemployed workforce toward larger centres. Options such as community matchmaking services, economic development corporations, investment clubs, venture capital companies, small business enterprise centres

and new tax incentives are presented in this multi-image production.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Technology in Action

208-90-01

English/10 min 30 s/1990

SYNOPSIS:

This presentation shows many of the activities of the Nova Scotia Research Foundation Corporation in areas such as applied science, industry services and product development. The Corporation pursues two main goals — assistance to industry in the solution of today's technical problems and product/process innovation in anticipation of tomorrow's

opportunities.

SOURCE:

Nova Scotia Research Foundation Corporation

TITLE:

Turning it Around

279-88-01

English/13 min/1988

SYNOPSIS:

This video is the success story of MBM Ceramics, a Toronto-based ceramic bathroom fixtures company. In 1983 the company went into receivership but within a four-year-period turned itself around. It streamlined its production process and introduced a fully automated and continuous conveyor production system. With the technical help of the Ontario Centre for Advanced Manufacturing, Ontario Hydro and the Ontario Department of Energy, the Company now produces better products, has reduced energy consumption and is competitive

in world markets.

SOURCE:

Giffels Associates Limited, OCAM Division

Where Credit is Due

Un crédit d'impôt qui s'impose

**231-90-01** 231-90-02

English/12 min 45 s/French/15 min 40 s/1990

SYNOPSIS:

This video provides an overview of the Scientific Research and Experimental Development Tax Incentive Program and examples of how it can be used to offset research and development (R&D) expenditures. The importance of R&D to the well-being of business and industry is recognized by the Canadian government and one way the government is assisting business invest in R&D is by offering an investment tax credit through this program.

SOURCE:

Industry, Science and Technology Canada

R1

## Technology

The Big Picture

Canadian Marconi Company

Champions for Change

Colorization Inc.

Devtek Corporation

Factory Flexibility

The Future of a Tradition

Information Integration

Manufacturing Technology and the Workplace

RCA: Eye on the Future

Smart Move

A Source of Innovative Technology

Technology Transfer

The Technology Tree

Up to Speed

**VAPS** 

Westbridge Computer Corporation

The Big Picture

Une nouvelle vision du monde

**214-87-01** 214-87-02

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English, French/6 min 30 s/1987

SYNOPSIS:

This video highlights Canada's world wide leadership in remote sensing. From land management to mapping, forest-fire control to ice monitoring, Canadian technology and expertise is being used in over 60 countries. Interviews with three leaders in the remote sensing industry are featured.

SOURCE:

Energy, Mines and Resources Canada

TITLE:

Canadian Marconi Company

157-86-01

English/15 min/1986

SYNOPSIS:

This multi-image promotional video presents a brief history of the Canadian Marconi company, a review of its current activities (comprising two areas of manufacturing in their Electronics and Communications Groups), and a look ahead to new projects. Since 1901, when the world's first transoceanic wireless transmission was received in Newfoundland, the Canadian Marconi Company has pioneered many technological advances in the electronics industry. Emphasis is placed on the Canadian Marconi Company's quality and service commitment to customers in the military, natural resource and marine industries, and commercial sectors.

SOURCE:

Canadian Marconi Company

TITLE:

**Champions for Change** 

246-90-01

Les champions du changement

246-90-02

English/9 min 55 s/French/10 min 53 s/1990

SYNOPSIS:

Successful users of advanced manufacturing technologies (AMT) are interviewed in this production. We are shown that the manufacturing industries of industrialized countries are in a state of transition brought about by rapid advances in manufacturing technology. The key to international competitiveness for Canadian manufacturing is the application of AMT which include: CAD/CAM, robotics, group technology etc.

SOURCE:

Industry, Science and Technology Canada

Colorization Inc.

230-88-01

English/6 min 08 s/1988

SYNOPSIS:

Colorization Inc. pioneered the development of adding full colour to black-and-white films and television programs. The first film to be coloured was *Topper* in 1981, followed by *Its a Wonderful Life* in 1985. With over 40 000 films and 3 000 television classics in black and white in the United States alone, the potential for the application of this technology is unlimited. The video also contains a profile of Glenex, the parent company of Colorization Inc.

SOURCE:

Colorization Inc.

TITLE:

**Devtek Corporation** 

229-86-01

English/5 min/1986

SYNOPSIS:

This video introduces us to Devtek Corporation, a company involved in designing and manufacturing communications, transportation and advanced weaponry systems. A primary contractor for the Canadian Armed Forces, Devtek manufactures components for aircraft flight controls, engines and landing gear. With a commitment to the quality demanded by the military and aerospace industry, Devtek supplies components to the space shuttle and space station.

SOURCE:

**Devtek Corporation** 

TITLE:

**Factory Flexibility** 

177-87-01

English/15 min 31 s/1987

SYNOPSIS:

In this video, four Ontario case studies depict success stories in manufacturing automation. We are shown how world competitiveness in manufacturing requires continuous innovation and improvement in automating the way in which goods are produced. As old methods must give way to computer-driven manufacturing integration, leading manufacturers are now building flexibility into their factories where precise computer-based information directs shop-floor operations. We are introduced to the automation team at the Ontario Centre for Advanced Manufacturing, which has built up an expertise that can help manufacturers in areas such as research and planning, feasibility, conceptual study and implementation.

SOURCE:

Giffels Associates Limited, OCAM Division

The Future of a Tradition

195-88-01

English/6 min/1988

SYNOPSIS:

This video provides the viewer with a look at the Marine Institute located in St. John's, Newfoundland. A modern centre of advanced technology, the Marine Institute has been training professionals for the marine industry since 1964. State-of-the-art facilities are an integral part of its training programs and capabilities. Its graduates are employed world-wide in every facet of the marine industry.

SOURCE:

Newfoundland and Labrador Institute of Fisheries and Marine Technology

TITLE:

**Information Integration** 

178-87-01

English/15 min/1987

SYNOPSIS:

Through some case studies this video describes the ways in which the Ontario Centre for Advanced Manufacturing can facilitate the process of information integration. Managing information effectively allows companies to improve the quality of their products, increase productivity and cut costs. Great improvements have been brought to the managing of information with the development of computer-aided systems such as CAD, CAM, CAE, CIM and a fast-growing list of others. The mark of success of companies at the leading edge is how they have effectively integrated all of this information.

SOURCE:

Giffels Associates Limited, OCAM Division

TITLE:

Manufacturing Technology and the Workplace

207-86-01

English/19 min/1986

SYNOPSIS:

This video features a number of small Saskatchewan firms and shows how they have introduced and adapted to technological change in the workplace. Advances in manufacturing technology will have a dramatic impact on the working environment. Change will affect management and labour; both must work together to resolve problems as they arise.

SOURCE:

Saskatchewan CAD/CAM Technology Adjustment Steering Committee

RCA: Eye on the Future

064-86-01

English/13 min 29 s/1986

SYNOPSIS:

This video provides a concise summary of the history and current activities of RCA's Canadian division. From Canada's first microwave relay system in 1945 to the manufacturing of satellite components and fibre optics, the organization's various achievements are highlighted. In addition, a tour is given of the silicon wafer manufacturing process, including an explanation of RCA's many quality and reliability tests.

SOURCE:

RCA Inc.

TITLE:

**Smart Move** 

188-87-01

English/10 min 30 s/1987

SYNOPSIS:

This video highlights the successful introduction of advanced manufacturing technology and the application of an automated assembly system, or work cell, in an Ontario factory. Competitive and successful Ontario companies are riding the new wave of automation that is bringing fundamental change to the manufacturing process. The introduction of robotic assembly technology has resulted not only in company growth, business expansion and a keener competitive edge, but also in a heightened awareness of the tremendous potential for automated systems throughout the plant.

SOURCE:

Giffels Associates Limited, OCAM Division

TITLE:

A Source of Innovative Technology (Siltronics)

176-84-01

English/8 min 03 s/1984

SYNOPSIS:

This video provides an introduction to one of Canada's leading designers and manufacturers of integrated circuits (ICs), or silicon chips. Since 1974 Siltronics has focused on the custom segment of the IC business, supplying its product for use in automatic test equipment, radio communications, military avionics, minicomputers and telecommunications. Having grown from a design house into a company equipped to design, develop, assemble and test ICs, Siltronics diversified into the special-purpose proprietary IC in the early 1980s.

SOURCE:

Siltronics

**Technology Transfer** 

198-88-01

Transfert technologique

198-88-02

English, French/19 min/1988

SYNOPSIS:

This video introduces executives, academics, inventors and the general public to the concept

of licensing and illustrates the various steps involved in licensing a new product successfully.

SOURCE:

Licensing Executives Society

TITLE:

The Technology Tree

028-83-01

L'arbre technologique

028-83-02

English, French/12 min/1983

SYNOPSIS:

In this instructional and informative presentation on the value of using CAD/CAM technology to improve productivity in small and medium-sized businesses, the audience is led from the broad concept of technology to its direct applications in the manufacturing workplace.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Up to Speed

179-87-01

English/20 min 10 s/1987

SYNOPSIS:

This video demonstrates that as competition in the global trading environment becomes more fierce, industrial competitiveness depends more on the challenge of harnessing current manufacturing technologies. One of the first companies to take up this challenge, with the assistance and cooperation of the Ontario Robotics Centre, was Echlin Canada, which is used as a case study in this video. Robotic assembly technology has already been proven successful in large corporations and Ontario industry is now coming up to speed by putting it to work in the province's many small and medium-sized factories, businesses and manufacturing plants.

SOURCE:

Giffels Associates Limited, OCAM Division

TITLE: VAPS 255-86-01

English/6 min 44 s/1986

SYNOPSIS: Virtual Prototype Inc. has developed a preproduction simulation system that has applications

in the automotive, marine and aerospace industries. Known as VAPS, the system relies on sophisticated graphics and simulation software to allow design alternatives to be evaluated quickly and inexpensively. The "what ifs" can be answered in a simulated environment without going to costly prototyping. The company was a Canada Award For Business Excellence

winner in 1988 in the Innovation category.

SOURCE: Virtual Prototype Inc.

TITLE: Westbridge Computer Corporation 260-89-01

English/11 min 14 s/1989

SYNOPSIS; This corporate video celebrates the first year of operation of Westbridge Computer

Corporation. It highlights the activities of Westbridge, a full service computer solutions company based in Regina. Founded in 1988, Westbridge has offices across Canada and is

planning expansion into the U.S. and Europe.

SOURCE: Westbridge Computer Corporation

# **Telecommunications**

Cantel Cellular Telephone

Meridian Norstar

More than a Phone Company

MSAT - A New Era in Communications

National Data Network Control

National Network Operations

**SHARP** 

Telecom Canada

Cantel Cellular Telephone

042-86-01

English/5 min/1986

SYNOPSIS:

This promotional presentation outlines the features and advantages of a cellular telephone. Services such as Conference 3, Call Waiting, Call Forwarding, and Busy Transfer are described, with an emphasis on their time saving and, ultimately, money saving benefits to the user. Advice is also offered on how to use the cellular telephone effectively in business.

SOURCE:

Cantel Inc.

TITLE:

Meridian Norstar

251-89-01

English/8 min 03 s/1989

SYNOPSIS:

This video shows how, after extensive research and design testing, Northern Telecom introduced the Meridian Norstar telephone system. Offering 70 features and aimed at the small business market, the Meridian Norstar is manufactured in Canada and is competing successfully against off-shore imports. The Company won a Canada Award for Business Excellence in 1988 for Innovation.

SOURCE:

Northern Telecom Canada Ltd.

TITLE:

More than a Phone Company

035-86-01

English/7 min 40 s/1986

SYNOPSIS:

A Bell Canada promotional vehicle, this multi-image video describes the operations and services of Bell. In addition, Bell's related companies (Northern Telecom, Bell-Northern Research and Bell Canada International) are presented. The many and varied applications of Bell telecommunications technology are shown serving the needs of families, businesses and hospitals.

SOURCE:

Bell Canada

TITLE: MSAT — A New Era in Communications

MSAT - A l'avant-garde des communications

270-89-01 270-89-02

English, French/20 min 45 s/1989

SYNOPSIS:

This video shows how MSAT (mobile satellite) will enable users to establish reliable communications between remote sites without the need for large, expensive satellite dishes. Real-life scenarios of how MSAT will benefit the forest, fishing and trucking industries, as well as health and police services, are given. Scheduled for launch in the early 1990s, MSAT will improve communications across Canada and provide a tool for industry to become more competitive.

**SOURCE:** 

Communications Canada

TITLE:

**National Data Network Control** 

093-86-01

Bureau de contrôle des données du réseau national

093-86-02

English, French/6 min 55 s/1986

SYNOPSIS:

This video describes the operation of Telecom Canada's trans-Canada data network by showing what happens when someone uses an automatic banking machine. The information is conveyed through a humorous pseudo-journalistic report on an information launch, complete with a Walter Cronkite impersonator and on-the-spot reports. Video graphics and still photographs are used in this Telecom Canada marketing vehicle to reveal how the data system functions from coast-to-coast.

SOURCE:

Telecom Canada

TITLE:

**National Network Operations** 

116-86-01

Bureau d'exploitation du réseau national

116-86-02

English, French/4 min 40 s/1986

SYNOPSIS:

This video is an amusing explanation of National Network Operations, the control centre of Telecom Canada's voice, data, broadcast and military transmissions. The video explains the importance of each transmission service and how Network Operations keeps them all running smoothly. With still photography and voice-over narration, National Network Operations stresses the importance of effective interaction between man and technology.

SOURCE:

Telecom Canada

SHARP

SHARP

272-89-01

272-89-02

English, French/7 min 15 s/1989

SYNOPSIS:

The inaugural flight of the one-eighth scale prototype SHARP V is featured in this video. Canada's Communications Research Centre unveiled the first Stationary High Altitude Relay Platform (SHARP) in 1987. SHARP is a microwave beam-powered aircraft capable of uninterrupted flight. A ground dish tracks and transmits microwave energy to the aircraft, which converts the microwaves to direct current to power its motors and payload.

SOURCE:

Communications Canada

TITLE:

Telecom Canada

Telecom Canada

155-86-01

155-86-02

English, French/11 min 06 s/1986

SYNOPSIS:

Using the narrative device of a private detective investigating Telecom Canada's operations, this video offers a general overview of the company's operations. It shows Telecom Canada working in concert with various telecommunications companies across Canada (Bell Canada, Saskatchewan Telecommunications, New Brunswick Telephone, etc.) to provide data lines, data bases, teleconferencing and satellite information services. The video stresses technological innovation and cooperation as primary factors in a successful communications industry.

SOURCE:

Telecom Canada

### Tourism

Alberta Canada - Come See for Yourself

Atlantic Canada

Awaken to Alberta

Bake a Cake Ski Race

Bienvenue au Quebec

Bringing the World to our Door: Tourism in Canada

Canada - The Place to Be!

Canada: The World Next Door

Canada West - Picture this

Canada West, an Exploration

Canada's Capital City: Ottawa

Canada: What's New in the World Next Door? - Part I

Canada: What's New in the World Next Door? - Part II

Convention Heaven: Quebec City

Couldn't you Use a Little Toronto?

Culinary Olympics 1984 - Hot/Cold Competition

Culinary Olympics 1984 - Victory!

Destination Ski: Quebec City Area

Edmonton: Your Official Host City

The Eighth Wonder of the World

A Fish for all Seasons

Fredericton Conventions

Great Canadian Fishing Adventures

Heartland Canada

Hostelling: Road to Adventure

Meetings and Conventions in Canada

Montreal – All the Best

Natural Journey

New Brunswick/Nouveau-Brunswick

Niagara is

Nova Scotia Horizons

Nova Scotia - So much to Sea

Oh Canada

On the Road to Frankfurt

Ontario/Canada

Ottawa and Hull - A Capital Destination

Pacific Asia Travel Association (PATA)

Prince Edward Island (Series)

Quebec: The Old New World Right Next Door

Rendez-vous Canada - Seller Training

Saskatchewan: Fish the Legend

Ski Quebec

Sunspirit Saskatchewan

A Taste of Canada

Toronto - A Place for all Seasons

Welcome to Yukon - Alaska Highway Adventure

Where the Biggest Bluefins Swim

Yukon - Canada's Last Frontier

Yukon - The Magic and the Mystery

Alberta Canada — Come See for Yourself

217-88-01

English/8 min 35 s/1988

SYNOPSIS:

Meeting planners will find this video particularly useful for increasing awareness of Alberta and as an attendance building tool. Through it we learn that Alberta is a world class meeting and conference destination. From the cities of Calgary and Edmonton to the more serene Rocky Mountain resorts, Alberta provides up-to-date convention facilities, unique pre and post-conference attractions and above all, the warm western hospitality that makes everyone feel welcome. This video was produced for the U.S. market.

SOURCE:

Alberta Tourism

TITLE:

Atlantic Canada

150-82-01

Les provinces atlantiques

150-82-02

English, French/13 min/1982

SYNOPSIS:

This multi-image presentation about Atlantic Canada (New Brunswick, Nova Scotia, Prince Edward Island and Newfoundland/Labrador) features its scenery, history, cities, attractions and people. The program discusses the four unique provinces bound together by a common element — the sea.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Awaken to Alberta

111-83-01

English/14 min 23 s/1983

SYNOPSIS:

This program looks at why Alberta is the ideal vacation spot with the ideal vacation promise: just the right mix of adventure and relaxation. Alberta provides down-home hospitality and offers activities from sports to nightlife. Alberta is also close to the heart, and a spectacular wilderness experience that can fuel vacation memories for years to come.

SOURCE:

Alberta Tourism

Bake a Cake Ski Race

191-88-01

English/11 min 45 s/1988

SYNOPSIS:

In this video, we are introduced to the Bake a Cake Ski Race and the resort at which it is held. Gray Rocks, located in the Laurentian Mountains, is one of the largest four-season resorts in Eastern Canada with the capacity to lodge up to 700 guests year round. The recent addition of a modern spa, including an indoor pool, hot tub and exercise centre, makes skiing, tennis and golfing vactions a real treat. In April, while the golf course is being prepared for opening day, the skiers are still enjoying the amazing snow, the view and festive atmosphere and preparing for the annual Bake a Cake Ski Race. Prizes are awarded for the best, the worst and the most original cake.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Bienvenue au Québec

119-82-01

Bienvenue au Québec

119-82-02

English, French/11 min 30 s/1982

SYNOPSIS:

Focusing on Montreal and Quebec City, the many man-made and natural attractions of Quebec are featured in this multi-image presentation. We are shown that Quebec, with its unique flavour, is a distinctive North American travel destination.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Bringing the World to our Door: Tourism in Canada

226-90-03

Amener le monde entier à nos portes : le tourisme au Canada

Bilingual/5 min 08 s/1990

SYNOPSIS:

This short video illustrates the importance of the tourism industry in Canada, and the necessity to maintain and expand its share of the world tourist trade. The presentation uses a combination of striking photographs and high-resolution computer graphics to demonstrate different aspects of the tourism industry.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Canada — The Place to Be! Vous le trouverez au Canada

074-85-01

074-85-02

(Spanish) 074-85-03

English, French, Spanish/12 min/1985

SYNOPSIS:

Canada's cultural heritage — as diverse as the country itself — is the subject of this multi-image production. The program focuses mainly on the folk, performing and visual arts, and Canada's scenic magnificence depicts a sophisticated, culturally aware country.

SOURCE:

Industry, Science and Technology Canada

Canada: The World Next Door

128-86-03

Music/8 min/1986

SYNOPSIS:

Based on musical and visual excerpts from footage shot for Tourism Canada's television commercials for the U.S. market, this travel film is being used in trade promotions in the U.S. and overseas. The film is designed around three themes: the old world, the wild world and

the new world.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Canada West — Picture this

190-88-01

L'Ouest canadien - « Imaginez »

190-88-02

(Japanese, German) 190-88-03

English/10 min/French, Japanese, German/11 min 45 s/1988

SYNOPSIS:

Focus your camera on Canada West in this multi-image slide presentation that captures the beauty of Alberta and British Columbia in a spectrum of colours. Sharing the Canadian Rockies, these two warm and friendly provinces are beckoning you to enjoy spectacular

scenery, fascinating history and exciting cities.

SOURCE:

Alberta Tourism and Tourism British Columbia

TITLE:

Canada West, an Exploration L'Ouest canadien, une exploration 033-82-01

033-82-02

English, French/11 min/1982

SYNOPSIS:

This multi-image presentation transferred to video introduces us to Western Canada, a region so varied in nature that it staggers the imagination, much as it did 200 years ago. Today's visitor to Canada West (British Columbia, Alberta, Yukon and the Northwest territories) does not face the same challenges as the early explorers to the region. This video demonstrates that the challenge today is to see and do everything in this vast region.

SOURCE:

Industry, Science and Technology Canada

Canada's Capital City: Ottawa

187-85-01

English/13 min 43 s/1985

SYNOPSIS:

From the fireworks of Canada Day to the ice-sculptures of Winterlude, Ottawa is a city of festivals and pageantry. This video describes how visitors to Ottawa can thrill to the Changing of the Guard, browse through serene museums, experience the excitement of hair-raising whitewater rafting and enjoy spectacular fall colours and acres of spring tulips in Ottawa –

Canada's capital city.

SOURCE:

Ontario Ministry of Tourism and Recreation

TITLE:

Canada: What's New in the World Next Door? - Part I Canada: What's New in the World Next Door? - Part II 194A-88-01 194B-88-01

Part I/English/16 min 10 s/Part II/English/21 min 17 s/1988

SYNOPSIS:

Take a cross-country tour featuring some of the many tourist attractions, both new and old to be found throughout Canada. Part I takes you eastward from British Columbia, through Alberta, the North, Saskatchewan and Manitoba. Part II covers Ontario, Quebec and Atlantic

Canada. Multi image transferred to video.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Convention Heaven: Quebec City

066-86-01

English/10 min/1986

SYNOPSIS:

This promotional video provides an introduction to Quebec City. Designated a World Cultural Heritage Site in 1985 by UNESCO, Quebec City is a first-class destination. Easily accessible by plane, car, bus or train, the city offers visitors the warmth of Quebec hospitality and picturesque surroundings. Ideal for business meetings and conventions, Quebec City has an extensive network of hotels, motels and resorts, with a total of more than 3 000 first-class rooms, and a Municipal Convention Centre that can accommodate up to 5 000 delegates. Quebec City is calm and safe and offers a full range of entertainment, sporting and shopping activities.

SOURCE:

Quebec City Region Tourism and Convention Bureau

Couldn't you Use a Little Toronto?

236-89-01

English/5 min 13 s/1989

SYNOPSIS:

This video, set to upbeat music, highlights the excitement of Ontario's capital city. See shots of the SkyDome, the C.N.E., Ontario Place, the Metro Zoo, the many shopping malls and boutiques, the Metro-Toronto Convention Centre, numerous hotels, restaurants which would delight any appetite and culture, live theatre, nightclubs, pubs (the list is endless) and much more. For the sports enthusiast there is NHL hockey played at its finest at Maple Leaf Gardens, the Blue Jays Games at the SkyDome and thoroughbred racing at Woodbine Race

Track.

SOURCE:

Metropolitan Toronto Convention & Visitors Association

TITLE:

Culinary Olympics 1984 — Hot/Cold Competition

004-84-01

Les Olympiades gastronomiques 1984 - Compétition

des plats chauds et froids

004-84-02

English, French/13 min 25 s/1984

SYNOPSIS:

This presentation provides background on the Culinary Olympics and details the entries of the Canadian team in the Hot/Cold Competition. Criteria for judging are detailed along with current culinary standards and trends. This video is a companion to *Culinary Olympics* 

1984 — Victory!

SOURCE:

Industry, Science and Technology Canada

TITLE:

Culinary Olympics 1984 — Victory!

124-84-01

Les Olympiades gastronomiques 1984 - Victoire!

124-84-02

English, French/13 min 45 s/1984

SYNOPSIS:

Every four years in Frankfurt, chefs from around the world compete in individual and team categories at the Culinary Olympics. This presentation follows the Canadian team as it prepares its entries in a number of categories on its way to victory over 27 other national teams.

SOURCE:

Industry, Science and Technology Canada

Destination Ski: Quebec City Area

172-86-01

English/10 min/1986

SYNOPSYS:

This video introduces the four major ski areas that lie within a half-hour drive of Quebec City: mont Sainte-Anne, with its 810-metre summit overlooking the St. Lawrence River, and host of many international competitions; Stoneham, a lively uncrowded complex near the city; Camp Mercier, a major cross-country centre; and beautiful Lac-Beauport, a typical European-style resort. In addition, Quebec City itself offers visitors all of the amenities, affordable packages, North American efficiency and European joie de vivre.

SOURCE:

Quebec City Region Tourism and Convention Bureau

TITLE:

**Edmonton: Your Official Host City** 

196-88-01

English/9 min 30 s/1988

SYNOPSIS:

Whether on holiday or on business, you may want to consider Edmonton, Alberta. Within easy reach of some of the most breathtaking vacation spots anywhere, this video presents a city that is vibrant with festivals, sports events, and including, of course the world's largest shopping mall and fantasyland. Edmonton is also a progressive business centre with a modern convention facility that can accommodate trade shows and major conventions of up to 5 000 delegates. And last but not least, western hospitality that will make you smile.

SOURCE:

**Edmonton Tourism** 

TITLE:

The Eighth Wonder of the World

262-87-01

English/6 min/1987

SYNOPSIS:

The title speaks for itself. The West Edmonton Mall, located in Edmonton, Alberta, is not only the world's largest, most comprehensive tourist attraction, but every component of the project is the largest of its kind. The viewer will see a roller coaster inside a glass dome; a water park complete with water slides and wave pool; a man-made lake where you can take a voyage by submarine; an indoor golf course; a zoo; 10 nightclubs; a 360-room fantasyland hotel; and of course fashion and gourmet delicacies from the great cities of the world. Tourists will no longer have to travel — it's all in the West Edmonton Mall!

SOURCE:

West Edmonton Mall

A Fish for all Seasons

145-83-01

La pêche en toutes saisons

145-83-02

English, French/26 min 40 s/1983

SYNOPSIS:

This video demonstrates that whether it's steelhead or rainbow trout, chinook or cohoe salmon, scenic British Columbia, with its international reputation as a year-round fishing mecca, offers an unparalleled challenge to anglers who seek the thrill of reeling in a prize catch. With its diversity of rivers, lakes and coastal waters, and a great variety of fishing lodges and camps scattered throughout the province, fishing in B.C. is an unforgettable experience.

SOURCE:

Tourism British Columbia

TITLE:

**Fredericton Conventions** 

215-87-01

English/5 min 46 s/1987

SYNOPSIS:

If your meeting or convention requires the atmosphere of world-class learning centres or the graciousness of historic downtown, contact the convention planning experts in Fredericton, New Brunswick's capital city. Rich in heritage, Fredericton is an educational, research and technology centre with an international reputation. Its hotels and motor inns can accommodate 1 300 guests within five minutes of the city centre while the city's two universities can provide sleeping accommodation for over 1 000 people.

SOURCE:

Fredericton Visitors and Convention Bureau

TITLE:

**Great Canadian Fishing Adventures** 

249-88-01

English/15 min 35 s/1988

SYNOPSIS:

This is an exciting and, at times, moving visual commentary on salmon fishing in the unspoiled wilderness of Canada's scenic west coast. The Oak Bay Marine group has operated world-class fishing resorts for more than 25 years and provides sport fishermen with the opportunity of a lifetime. We see how visitors to Oak Bay can battle with Pacific salmon, weighing as much as 35 kilograms. In 1989, Oak Bay Marine Group won the gold award in the Marketing category of the Canada Awards for Business Excellence.

SOURCE:

Oak Bay Marine Group

Heartland Canada

141-85-01

Le Manitoba et la Saskatchewan

141-85-02

English, French/11 min 19 s/1985

SYNOPSIS:

The provinces of Manitoba and Saskatchewan make up Heartland Canada — a region of subtle landscapes, festivals galore and friendly people. In this multi-image presentation transferred to video we take a summertime look at the region includes historical trails, urban attractions, outdoor adventure opportunities and farm vacations.

SOURCE:

Industry, Science and Technology Canada

TITLE:

**Hostelling: Road to Adventure** 

192-88-01

L'ajisme : Un chemin vers l'aventure

192-88-02

English, French/8 min/1988

SYNOPSIS:

The benefits of hostelling all year round are highlighted in this video slide presentation. Regional hostelling associations will organize different activities according to resources available in the area and the interests of local members. The Canadian Hostelling Association membership introduces a whole new world of social and recreational activities.

SOURCE:

The Canadian Hostelling Association

TITLE:

Meetings and Conventions in Canada

085-82-01

English/13 min 30 s/1982

SYNOPSIS:

In this video the variety of meeting facilities and professional services available in Canada is highlighted. Each convention city is featured as an appealing travel destination and incentive travel opportunities are also explored in this multi-image presentation produced for U.S. markets.

SOURCE:

Industry, Science and Technology Canada

Montreal — All the Best

099-86-01

Rendez-vous Montréal

099-86-02

English, French/11 min 09 s/1986

SYNOPSIS:

The world has been coming to Montreal ever since Expo '67. Day and night, this busy, safe cosmopolitan city entertains and pleases with historic sites, special and cultural events, legendary gastronomic delights, music and sports, shopping indoors and out, caleche rides on cobblestone streets and extensive modern convention facilities. This is a four-season invitation to share the Montreal experience, blending the culture of the old world with the know-how

of the new.

SOURCE:

Ville de Montreal, CIDEM (Tourism)

TITLE:

Natural Journey

092-82-01

L'autre Ontario

092-82-02

English, French/23 min/1982

SYNOPSIS:

This program is a colourful visual exploration of the great variety of natural and historical sights to be found all over Ontario's provincial parks, Old forts, fur-trading posts, Indian art treasures, summer festivals, and superb fishing and hunting all abound in natural settings as different as the awesome Quimet Canyon in Northern Ontario, the charming canal system winding its way through southern Ontario to the windswept sand dunes at lake's edge, and the sparkling clear lakes dotting the Canadian Shield.

SOURCE:

Ontario Ministry of Tourism and Recreation

TITLE:

New Brunswick/Nouveau-Brunswick

273-89-03

Music/7 min/1988

SYNOPSIS:

The many sites and attractions to be found in New Brunswick are highlighted in this visual tour of the province. Set to music, family fun activities, sports, accommodation and dining, historical sites, and natural and man-made attractions are featured.

SOURCE:

New Brunswick Department of Tourism, Recreation and Heritage

Niagara is

184-85-01

English/14 min/1985

SYNOPSIS:

Niagara is . . . many things. It's winter wonderland and Festival of Lights. It's Marineland, spring blossoms, vineyard tours and the Shaw Festival. It's a spectacular view of one of Canada's best-known tourist attractions — from tower or tunnel, boat or aero car. It's the razzmatazz of Niagara Falls and the old-world serenity of Niagara-on-the-Lake. Niagara

is . . . an experience!

SOURCE:

Ontario Ministry of Tourism and Recreation

TITLE:

Nova Scotia Horizons

021-84-01

English/12 min 56 s/1984

SYNOPSIS:

This video introduces Nova Scotia and tells of the province's many attractions. From sand castles to skyscrapers, beaches to bridges, Nova Scotia is a delightful patchwork of surprises. Nova Scotia is guided by the sea and inspired by it. It has a rich heritage of many cultures, and an even richer landscape of contrasts. Like her famous schooner, the Bluenose, Nova Scotia's horizon is limitless.

SOURCE:

Nova Scotia Department of Tourism

TITLE:

Nova Scotia - So Much to Sea

211-90-01

English/19 min/1990

SYNOPSIS:

There certainly is much to see in this video which captures the beauty and charm of this picturesque maritime province. In this vacation wonderland, you can deep-sea fish, sail on the Bluenose II, camp, hike, bicycle, canoe, explore and discover. Its historic sites live on to tell the tale of a fascinating past of conflict and triumph — all topped up with superb cuisine and famous Nova Scotia hospitality.

SOURCE:

Nova Scotia Department of Tourism

TITLE:

Oh Canada!
O Canada!

212-89-01

212-89-02

English, French/26 min 03 s/1989

SYNOPSIS:

This video provides an overview of Canada and its people. Utilizing some stunning aerial footage, we are taken on a cross-Canada tour of our cities and countryside, our industrial strengths and technological innovations and our political, financial and educational institutions.

SOURCE:

External Affairs and International Trade Canada

TITLE: On the Road to Frankfurt 173-86-01 En route vers Francfort 173-86-02 English, French/15 min 20 s/1986 In 1984, at the Culinary Olympics in Frankfurt, West Germany, the Canadian team won the SYNOPSIS: world championship. This video illustrates some of the preparation, training and practice required to prepare for the defence of this championship in 1988. One of the major challenges along the way was Expogast '86 in Luxembourg, where the Canada team won five golds and two special trophies. Canadian Federation of Chefs de Cuisine and Industry, Science and Technology Canada SOURCE: 185-87-01 Ontario/Canada TITLE: English/19 min/1987 SYNOPSIS: In this video we can join the pilot on an extensive journey to all corners of Ontario, from the rugged wilderness of the north to the bustle of the south. Enjoy the beauty of Ontario's four seasons through the use of a split-screen technique. Ontario Ministry of Tourism and Recreation SOURCE: 254-90-01 TITLE: Ottawa and Hull - A Capital Destination La capitale du Canada 254-90-02

SYNOPSIS:

English, French/8 min/1990

This presentation, designed to increase knowledge and appreciation of the capital's beauty and its myriad attractions, highlights a region rich in cultural and historic treasures, major locations, festivals and scenic appeal. The audience will learn why Ottawa-Hull is a great place to visit any time of the year.

SOURCE:

Ottawa Tourism and Convention Authority and Industry, Science and Technology Canada

Pacific Asia Travel Association (PATA)

244-90-01

English/1990

SYNOPSIS:

PATA held its annual Travel Mart and Conference in Canada for the first time in 1990. A series of three videos capture the entire event from the Travel Mart in Edmonton and the unforgettable train trip through the Rocky Mountains to the intensive working conference in Canada's Pacific gateway, Vancouver.

PATA Travel Mart 8 min 30 s PATA Train 7 min 06 s PATA Conference

13 min 40 s

SOURCE:

Industry, Science and Technology Canada

TITLE:

Prince Edward Island (Series)

008-83-01

English/1983

SYNOPSIS:

These four video presentations were designed to show Prince Edward Island as an ideal destination for all types of visitors. Whether you are at a convention, on a camping trip, part of a motorcoach tour or just plain relaxing, the following videos can assist you:

Prince Edward Island: Convention (11 min 02 s) Prince Edward Island: Great Camping! (13 min 59 s) Prince Edward Island: Terrific Tours! (12 min 15 s) Prince Edward Island: Tranquil Excitement! (13 min 05 s)

SOURCE:

Prince Edward Island Department of Tourism and Parks

TITLE:

Quebec: The Old New World Right Next Door

284-87-03

Music/14 min/1987

SYNOPSIS:

The many sights to be seen in Quebec are featured in this presentation set to music. From a baseball game at the Olympic Stadium in Montreal to the Winter Carnival in Quebec City the many attractions of the province are featured.

SOURCE:

Tourism Quebec

Rendez-vous Canada — Seller Training

Rendez-vous Canada — Formation des vendeurs

013-85-01

013-85-02

English, French/25 min 50 s/1985

SYNOPSIS:

Rendez-vous Canada is an international travel marketplace where foreign buyers of Canadian tourism products meet face-to-face with Canadian sellers at pre-arranged computer-scheduled appointments. This video, through interviews with both buyers and sellers, is designed to help participants maximize their time and sales at Rendez-vous. Advance preparation, research, cultural awareness, etc. are discussed.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Saskatchewan: Fish the Legend

039-86-01

English/10 min/1986

SYNOPSIS:

In this video, the beautiful Canadian north provides an exciting backdrop to an American family's fly-in fishing adventure in the province of Saskatchewan. The film introduces Saskatchewan's vast northern wilderness, secluded fishing lodges and legendary freshwater lakes where walleye (pickerel), northerns and a dozen other fighting species are so plentiful that even catch-and-release fishing is common.

SOURCE:

Saskatchewan Department of Economic Diversification & Trade

TITLE:

Ski Ouebec Ski Québec

193-87-01 193-87-02

English, French/23 min/1987

SYNOPSIS:

Here are the words and pictures which best describe what awaits you on the hills, trails and streets of the province of Quebec's three most popular ski regions — Quebec City Region, The Laurentians and The Eastern Townships, Discover what skiing is all about in this video. through the eyes of sport's ace cameraman, Warren Miller.

SOURCE:

Tourism Quebec and Warren Miller Enterprises

Sunspirit Saskatchewan

163-85-01

Le grand esprit de la Saskatchewan

163-85-02

(German) 163-85-03

English, French, German/24 min/1985

SYNOPSIS:

This award-winning film is about summer in Saskatchewan. Through the eyes of a young family on vacation, you'll experience Saskatchewan's finest tourist destinations, special events and historical attractions. Saskatchewan is a warm and friendly family place — unhurried,

uncrowded and, at times, unbelievable.

SOURCE:

Saskatchewan Department of Economic Diversification & Trade

TITLE:

A Taste of Canada

154-86-01

Le Canada, miam-miam!

154-86-02

English, French/11 min/1986

SYNOPSIS:

The first international student culinary competition held in Toronto in the spring of 1985 is documented in this presentation. Student and apprentice chefs from nine countries competed for honours in 12 categories. The challenges, frustrations and individual successes are

highlighted.

SOURCE:

Industry, Science and Technology Canada

TITLE:

Toronto — A Place for all Seasons

186-85-01

English/15 min/1985

**SYNOPSIS:** 

In this video we are introduced to Ontario's capital, Toronto, an exciting city any time of year. In summer there are beaches, festivals and baseball. Autumn brings colourful foliage and the Royal Horse Show. Winter means skating parties, skiing at the zoo and miles of indoor shopping. For spring there are blossoms, galleries, museums and the antique market. With first-rate hotels, theatres, convention facilities and 4 000 restaurants, Toronto's welcome is for all seasons.

SOURCE:

Ontario Ministry of Tourism and Recreation

Welcome to Yukon - Alaska Highway Adventure

242-88-01

English/11 min 07 s/1988

SYNOPSIS:

This multi image presentation features the scenery and many attractions to be seen along the Alaska Highway and other all-weather routes throughout Yukon. Whitehorse, Yukon's capital, Dawson City, where the "Rush of '98" lives on, and other readily accessible attractions are

shown.

SOURCE:

Yukon Department of Tourism

TITLE:

Where the Biggest Bluefins Swim

171-84-01

English/23 min/1984

SYNOPSIS:

This presentation documents a battle of wits and the irresistible promise of a new world record. Year after year the giant bluefin tuna lures anglers to the protected waters of Nova Scotia's Canso Strait for a supreme test of endurance and skill. Who is really master here, fisher or fish?

SOURCE:

Nova Scotia Department of Tourism

TITLE:

Yukon — Canada's Last Frontier

038-86-01

Le Yukon - Aux confins du Canada

038-86-02 (German, Japanese) 038-86-03

English, French, German, Japanese/25 min/1986

SYNOPSIS:

This film shows how Yukon manages to offer the visitor a generous taste of history and tradition along with modern standards and comforts. The cry of gold once drew fortune hunters to the Klondike like a magnet. Today Yukon, about the size of France, draws visitors who want to share and experience the unique pioneer spirit and mystique that still exist. A good network of highways and air links now permit the traveller to explore and enjoy spectacular scenery, see wildlife in its natural habitat and reach accommodation that varies from campsite to comfortable lodge to modern hotel.

SOURCE:

Yukon Department of Tourism

Yukon — The Magic and the Mystery

241-88-01

English/10 min 07 s/1988

SYNOPSIS:

This Multi-image presentation transferred to video provides an overview of the vacation opportunities to be found in Yukon. The magic and mystery of Yukon includes the gold rush of 1898, the construction of the Alaska Highway in 1942, unmatched scenery, Canada's highest peak, and the Arctic Circle.

SOURCE:

Yukon Department of Tourism

# Transportation

Rails Across Canada

Rogers Pass: Destiny's Road

The Steel Highway, an Auto Adventure

Systems of Excellence

Transportation and Communications: Canada in Touch

Rails Across Canada

Rails transcanadiens

030-86-01 030-86-02

English, French/10 min/1986

**SYNOPSIS:** 

Produced by VIA Rail Canada, this video offers a history of passenger rail service in Canada. From the founding of the Champlain and St. Lawrence Railway in 1836 and the driving of the last spike in 1885, the video traces the development of transcontinental passenger service up to the unification of CP and CN under the auspices of VIA. Archival footage of railway construction and shots of new passenger train technologies supplement the historical narrative.

SOURCE:

VIA Rail Canada

TITLE:

Rogers Pass: Destiny's Road

107-84-01

English/24 min 30 s/1984

SYNOPSIS:

In this video, the importance of the railway to the western Canadian economy is presented as the primary reason for the construction of the Rogers Pass tunnel. Building this 14.6 km tunnel through Mount MacDonald and Mount Cheops is vital, say CP Rail representatives, increasing the number of west-bound trains transporting bulk commodities (grains, coal, sulphur, petrochemical products) to ports on the Pacific coast.

SOURCE:

CP Rail

TITLE:

The Steel Highway, an Auto Adventure

063-85-01

English/10 min/1985

SYNOPSIS:

This video describes, through the 'voice' of a new car, CN's Auto Transport System — the process by which automobiles get from manufacturer to retailer. The largest auto carrier in Canada, CN transports both domestic and foreign cars and trucks to markets across Canada, and owns auto ports on both coasts. Also included in this presentation is a summary of the company's plans to improve service through enclosed rail cars and computer monitoring of shipments.

SOURCE:

Canadian National

TITLE: Systems of Excellence 126-84-01 Systèmes d'excellence 126-84-02

English, French/20 min/1984

SYNOPSIS: By showing examples of Canadian hardware operating in effective and sophisticated transit

systems around the world, this film demonstrates how Canadian equipment both responds to and fulfils specific needs better than other technologies. Some examples used are the flexible and reliable ALRT, proven state-of-the-art subway cars, and the new look of buses (e.g. the

articulated bus and the new Orion Bus II).

SOURCE: Industry, Science and Technology Canada

TITLE: Transportation and Communications: Canada in Touch 143-86-01

Transports et communications au Canada – Les réseaux canadiens 143-86-02

English, French/9 min 31 s/1986

SYNOPSIS: This is a fast-paced overview of Canadian achievements in transportation and communications

— on water, land, through the airwaves and in space. Canada remains in touch with the world through its ongoing development of sophisticated telecommunication networks and innovative

transportation systems.

SOURCE: Industry, Science and Technology Canada

# Phototheque

- A. Populated Areas
- B. Accommodation/Dining
- C. Scenics
- D. Recreation/Sports
- E. Spectator Sport
- F. Special Events
- G. Entertainment
- H. Arts and Culture
- I. Miscellaneous
- J. Animals
- K. Agriculture
- L. Fishing
- M. Forestry
- N. Construction

- O. Electronics and Communications
- P. Aerospace Industry
- Q. Air Transportation
- R. Automotive, Marine and Rail Industries
- S. Automotive, Marine and Rail Transportation
- T. Energy
- U. Environment
- V. Service Industries
- W. Education
- X. Medicine
- Y. Mining and Metals
- Z. Manufacturing
- AA. Departmental Activities

The department's photographic collection is organized on a provincial and territorial basis. Within each province/territory, material is further divided into the following broad categories and then specific subjects:

#### A. POPULATED AREAS

- 1. Cities
- 2. Towns
- 3. Villages/districts
- 4. Churches/Cathedrals
- 5. City Parks
- 6. Convention Centres/Meetings
- 7. Legislative Buildings

#### B. ACCOMMODATION/DINING

- 1. Hotels/Motels
- 2. Resorts/Lodges
- 3. Guest Homes/Inns/Hostels
- 4. Farm & Ranch Vacations
- 5. Restaurants/Food
- 6. Après Ski
- 7. Hotel/Motel Management

#### C. SCENICS

- 1. Beaches
- 2. N/A
- 3. Canyons
- 4. Coastal Scenes
- 5. Countryside
- 6. Falls
- 7. Flora/Gardens
- 8. Forests/Trees
- 9. Glaciers
- 10. Islands
- 11. Lakes/Bays
- 12. Lighthouses
- 13. Mountains
- 14. Parks (provincial)
- 15. Parks (national)
- 16. Natural Phenomena
- 10. Ivaturar i nenomena
- 17. Plains/Prairies
- 18. Rivers
- 19. Rock Formations
- 20. Seasons
- 21. Sunrises/Sunsets

#### D. RECREATION/SPORTS

- 1. Boating (row, motor)
- 2. Camping (tents, trailers)
- 3. Canoeing/Kayaking
- 4. Cruises
- 5. Curling
- 6. Cycling
- 7. Gold-panning
- 8. Golfing
- 9. Hiking
- 10. Horseback Riding
- 11. Hot Springs
- 12. SPA
- 13. Picnics
- 14. River Rafting
- 15. Sailing
- 16. Skating (roller, ice)
- 17. Skiing (downhill)
- 18. Skiing (cross-country)
- 19. Sleigh Rides
- 20. Snowshoeing
- 21. Sport Fishing/Clam Digging
- 22. Sugarbush
- 23. Swimming/Hot Springs
- 24. Tennis
- 25. Tobogganing
- 26. Track and Field
- 27. Water Sports (misc.)
- 28. Windsurfing
- 29. Snowmobiling
- 30. Other

#### E. SPECTATOR SPORTS

- 1. Baseball/Cricket
- 2. Football
- 3. Hockey
- 4. Racing (cars, horses, boats)
- 5. Stadiums

#### F. SPECIAL EVENTS

- 1. Carnivals
- 2. Fairs/Exhibitions
- 3. Festivals
- 4. Rodeos/Stampedes
- 5. Changing of the Guard
- 6. RCMP/Musical Ride
- 7. Air Shows
- 8. Equestrian Shows
- 9. Pow Wow

#### G. ENTERTAINMENT

- 1. Amusement Parks
- 2. Zoos/Aquariums/Wildlife Parks
- 3. Shopping/Malls
- 4. Sightseeing Tours
- 5. Other

#### H. ARTS AND CULTURE

- 1. Arts/Crafts
- 2. Music (instruments, concerts)
- 3. Arts Centres
- 4. Theatre/Opera
- 5. Dance
- 6. Museums/Science Centres
- 7. Art Galleries
- 8. Historic Sites/Attractions

### I. MISCELLANEOUS

- 1. Signs/Flags/Emblems
- 2. People

#### J. ANIMALS

- 1. Wildlife
- 2. Domestic, Dog Sleds
- 3. Whale-watching
- 4. Bird-watching

#### K. AGRICULTURE

- 1. Farms/Farming/Machinery
- 2. Ranches
- 3. Livestock
- 4. Grain/Transportation
- 5. Markets/Produce
- 6. Food Processing
- 7. Research

#### L. FISHING

- 1. Commercial Fishing
- 2. Processing/Packaging

#### M. FORESTRY

1. Logging/Sawmills/Paper

#### N. CONSTRUCTION

- 1. General
- 2. Maquettes
- 3. Dwellings

#### O. ELECTRONICS AND COMMUNICATIONS

- 1. High Technology
- 2. Telephones
- 3. Television/Radio
- 4. Newspapers/Magazines/Publications

#### P. AEROSPACE INDUSTRY

- 1. Manufacture/Maintenance
- 2. Space Technology

#### Q. AIR TRANSPORTATION

- 1. Airports
- 2. Airplanes/Helicopters
- 3. Aviation Services

# R. AUTOMOTIVE, MARINE AND RAIL INDUSTRIES

- 1. Automotive Industry
- 2. Ship Building/Drydocks
- 3. Misc. Ground Machinery
- 4. Shipping/Equipment
- 5. Marine Research
- 6. Railway Manufacturing

# S. AUTOMOTIVE, MARINE AND RAIL TRANSPORTATION

- 1. Urban Transit
- 2. Ferries
- 3. Ships
- 4. Cars/Trucks/Motorcoaches
- 5. Railways/Stations
- 6. Bridges
- 7. Border Crossing
- 8. Highways/Roads
- 9. Canals/Locks/Seaways
- 10. Harbours/Docks
- 11. Cable Cars/Lifts

#### T. ENERGY

- 1. Hydroelectricity
- 2. Oil/Gas
- 3. Offshore Industries
- 4. Nuclear
- 5. Alternative Sources

#### U. ENVIRONMENT

- 1. Air
- 2. Land
- 3. Water

#### V. SERVICE INDUSTRIES

- 1. Map-making/Drafting
- 2. Interior Design/Product Design
- 3. Engineering
- 4. Post Office

### V. SERVICE INDUSTRIES (CONT'D)

- 5. Shredding Paper
- 6. Computer/Software
- 7. Insurance
- 8. Landscaping

### W. EDUCATION

1. Universities/Colleges

#### X. MEDICINE

- 1. Laboratories/Testing/Research
- 2. Hospitals

#### Y. MINING AND METALS

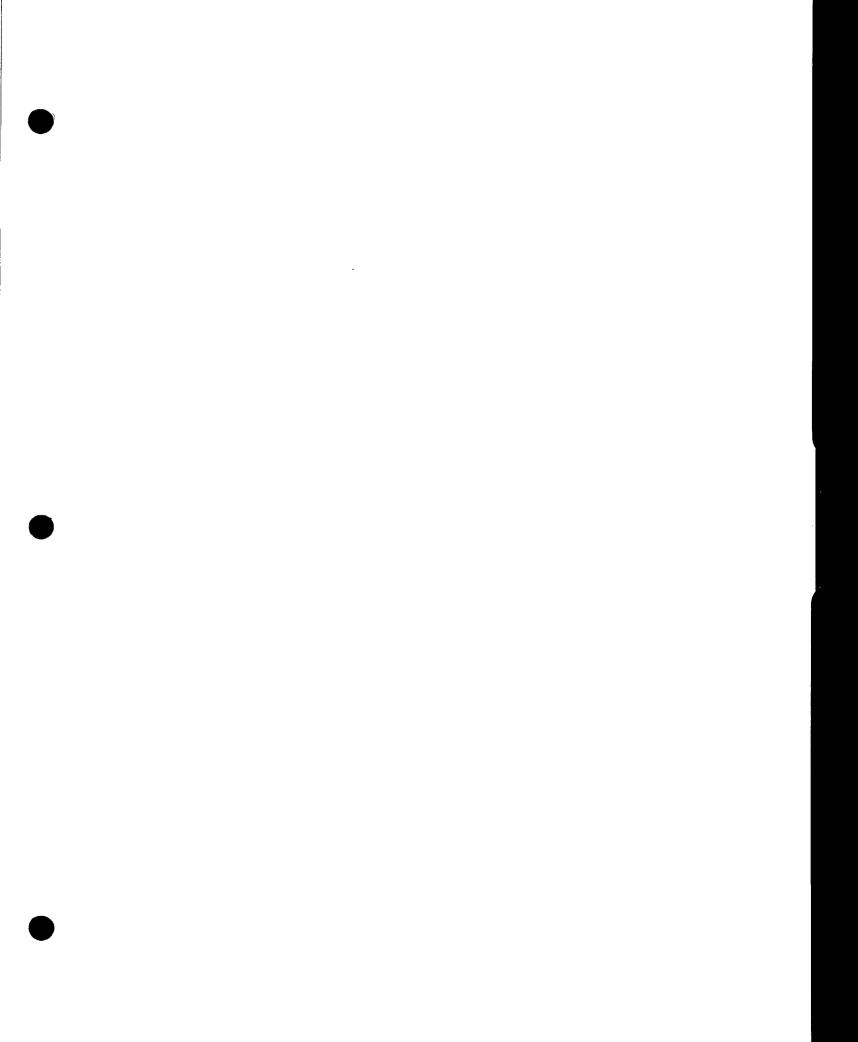
- 1. Mines/Mining Equipment
- 2. Other Metals
- 3. Steel Mills
- 4. Research

#### Z. MANUFACTURING

- 1. Textile
- 2. Miscellaneous
- 3. Advanced Industrial Materials
- 4. Steel
- 5. Rubber
- 6. Research
- 7. Household
- 8. Production

### AA. DEPARTMENTAL ACTIVITIES

- 1. Trade Fairs
- 2. Business Service Centre
- 3. Tourism Trade Show
- 4. Staff



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