

the vasulkas
video producers
111 east 14 st., nyc 10003
(212)473-2054
August 10, 1971

Dear Sirs:

We conduct videotape showings, three times a week of our own works, and on another night, of other people of the New York City video community. Would you perhaps be interested in actualizing a I.A.T.L. (Live Audience Testing Laboratory) in which our audience was given demonstrations of new hardware, and software using this new technology.... Many of those attending are working with large groups such as universities, cable television, theater/dance/musical people, and communes, as well as private individuals, who own/or have access to video equipment, predominantly 2 inch, but some of both 1" and ~~two~~" 2". There is obviously the possibility that such an audience would be the prime buyers of much of what you produce in the line of video equipment. Arrangements could be made to put your hardware before such an audience either on Wednesday, Thursday, Friday, or Saturday night. Come for a show yourself sometime to get more of an idea of what I am referring to.....you could officially become sponsor to a show... we ask little more than either discounts for our own equipment, perhaps some monetary stipulation, etc. etc.

You may communicate directly with me at the above number, or my home number is 309 7167. I hope to hear some word, no matter how preliminary, if you are the slightest interested.

Yours truly,

Dimitri Levvathin