GET THOSE OLD SUPER 8 CAMERAS OUT OF THE ATTIC, BECAUSE THE FORMAT WHICH FELL ON HARD TIMES WITH THE ADVENT OF HOME VIDEO IS BACK WITH A VENGEANCE. AS ANYONE WHO WATCHES MUSIC VIDEOS OR TV COMMERCIALS CAN TESTIFY, THE GRAINY, GRITTY-LOOKING IMAGES OF SUPER 8 ARE MORE AND MORE RELEVANT THESE DAYS. MUCH OF THE CREDIT FOR THIS RESURGENCE GOES TO PHIL VEGEANT, PRESIDENT OF SUPER8 SOUND IN BURBANK, CALIF., AND CAMBRIDGE, MASS., AND SOMEONE WHO NEVER LOST FAITH IN THE TINY FORMAT.

THAT'S WHY THE COMPANY IS PROMOTING THE PRO STUDIO, A COMPLETE PACKAGE FOR SUPER 8 PRODUCTION AND POST, FEATURING A BEAULIEU 7008 CAMERA, MAG IV RECORDER, EDITING EQUIPMENT, A PROJECTOR, TASCAM FOUR-TRACK MIXER AND EVERYTHING ELSE A FILMMAKER MIGHT NEED. "IT'S GREAT FOR PEOPLE WHO WANT TO START A PRODUCTION BUSINESS," HE EXPLAINS. "I LIKE TO POINT PEOPLE IN THE DIRECTION OF AN ENTIRE MOVIE. TOO OFTEN, PEOPLE THINK ALL THEY NEED IS THE CAMERA, BUT IF YOU JUST SHOOT PICTURES YOU'RE MISSING SOUND, YOU CAN'T EDIT, YOU DON'T HAVE AN ENTIRE PRODUCTION." INTEREST IN THE PACKAGE IS WIDESPREAD, WITH USERS INCLUDING EVERYONE FROM FILM STUDENTS TO STUDIO EXECUTIVES WHO WANT TO EXPRESS THEIR CREATIVE URGES DURING THEIR OFF-HOURS.

ANOTHER ITEM NEW TO SUPER8 IS A STEADICAM DESIGNED FOR USE WITH SMALLER CAMERAS. "IT GIVES YOU THE SAME FLEXIBILITIES AS A GUY USING A PANAVISION. IT'S MODIFIED FOR USE ON PROFESSIONAL PRODUCTIONS LIKE VIDEOS AND COMMERCIALS." ON LOW-BUDGET SHOOTS, VEGEANT CONSIDERS THE STEADICAM A VIABLE ALTERNATIVE TO DOLLY SHOTS.

LOW-BUDGET FEATURE PRODUCERS AND DIRECTORS ARE NOW AT THE CUTTING EDGE OF SUPER 8 USE. B-MOVIES THAT IN THE PAST WOULD HAVE SCREENED AT DRIVE-INS ARE NOW BEING SOLD TO CABLE TV AND HOME VIDEO DISTRIBUTORS. MANY OF THESE PICTURES SHOOT ON SUPER 8 RATHER THAN ON THE COSTLIER 16 OR 35MM. VEGEANT HIMSELF EXECUTIVE PRODUCED THE COLORFUL NUDIST COLONY OF THE DEAD, DIRECTED BY MARK PIRRO. THE FILM WAS SHOT ON SUPER 8 FOR $30,000.

VEGEANT PREDICTS UNPRECEDENTED GROWTH FOR THE FORMAT DURING THE NEXT FEW YEARS AS FILMMAKERS REALIZE THEY CAN COMPLETE PROJECTS AND ACTUALLY PROFIT BY SELLING THEM TO CABLE, HOME VIDEO OR FOREIGN MARKETS. "A GUY CAN MAKE A FILM ON SUPER 8 FOR $10,000 AND SELL IT TO GERMAN TELEVISION FOR $40,000. ULTIMATELY, THE STUDIOS WILL BE LOOKING AT A GUY WHO CAN DO THAT: MAKE A FILM THAT MAKES MONEY."