

PRE-CERT NIRVANA
 Half-assed reviews of long-forgotten exploitation
 from the time when Betamax was king

**VIDEO LABEL POTTED
 HISTORY 1:
 INTERVISION HOME
 VIDEO**

MIDNIGHT
 A blood curdling bestseller
 from John Russo, co-author of
 "Night of the Living Dead."

A woman loses her son and daughter in a
 screaming golf cart to an undead ramp. Given just this a
 little, the effects could be very good, but as the
 audience. Later in Midnight, the girl is killed in a
 truck crash.

Then, after young Maria Johnson decides to have
 a baby, she is raped. She's a virgin, but she's not
 who she is. It's a blood curdling, beyond anything
 you've ever seen. The Carrigan are the worst kind of
 thing ever. They're not "zombies" or "vampires" but
 they're real. They're the "zombies" who will kill
 you and then they'll eat you. They're the "zombies"
 who will eat you and then they'll eat you.

The devil is at work again.
 The "political" system along with them is
 and they're coming to the system. They're the
 best of the best.

When a woman is raped, it's a violation in a
 way that's not just a violation of the law. It's a
 violation of the law.

In a chilling climax, a married couple goes to bed
 and the wife is raped. It's a violation of the law.

© 1978 INTERVISION HOME VIDEO, INC.
 ALL RIGHTS RESERVED. NO PART OF THIS PUBLICATION
 MAY BE REPRODUCED OR TRANSMITTED IN ANY FORM
 OR BY ANY MEANS, ELECTRONIC OR MECHANICAL,
 INCLUDING PHOTOCOPYING, RECORDING, OR BY ANY
 INFORMATION STORAGE AND RETRIEVAL SYSTEM.
 INTERVISION HOME VIDEO, INC.
 10000 W. 11TH AVENUE, SUITE 100
 DENVER, COLORADO 80202

HORROR
 COLOR
 A-A 0451

MIDNIGHT

VHS

INTERVISION HOME VIDEO, INC.
 10000 W. 11TH AVENUE, SUITE 100
 DENVER, COLORADO 80202



MIDNIGHT

HORROR
 COLOR
 A-A 0451

For fans of horror films, there were a number of video companies who's product always caught the eye. Vampix was one, VIPCO another and Go Video was a third. As a consumer with a liking for American horror films, the Intervision label was always a personal favourite.

Intervision was the brain-child of John Bentley, a media expert and financier with a track record in the entertainment industry, as the Chief Executive Officer of British Lions Film Company, which by the early 1970's had become one of Europe's largest film production companies. When video came along, in the late 70's, Bentley was in at the start of the boom, and his Intervision company was set up.

One of the interesting things about Intervision was the fact that the company wasn't a movie rights holder for the most part. It was a rental distribution company who distributed the movies of a number

rental distribution company who distributed the movies of a number of video rights-holders through a massive variety of outlets. The concept was simple and brilliant. Because video was a new industry at the time - the Blockbusters of the world simply didn't exist, and video hardware and software was so expensive that sell-through was just not an option.

Bentley was able to do that thing that all great businessmen do which sets them apart from the rest of us. He was able to identify a niche in the market (video software available to rent) and devised a solution that met that niche, but which was deliverable through existing premises and businesses. Intervision effectively leased their videos to the outlet - Garage, corner shop, white van or whatever, who had them for a set period and leased them to members of the video club on a night by night rental basis. Intervision and the outlet would then split the profits. Because the outlet didn't own the videos, they were in a position to constantly rotate their stock without having to buy expensive video tapes. Even small rental outlets with an agreement with Intervision were able to turn over hundreds of titles a month, which kept the punters coming back. Intervision started off with their cassettes stored in cardboard sleeves, much like other early labels - Hokushin, for example, but soon pioneered the big box approach. Partially in response to the complaints from video store owners that the cardboard sleeves never stayed on the shelves.

Intervision distributed titles for a number of video labels as part of their operation. Alpha Video was one (I'm not sure if Alpha Video were the video arm of Alpha Films, responsible for the theatrical distribution of lots of films in the 1970's), Inter-Light were another, so you'd get (and still get) quite a lot of confusion about the label an Intervision distributed title - Rabid, for example, was actually released by Alpha Video and Distributed by Intervision - City of the Living Dead was released by Inter-Light, and again distributed by Intervision.

During the height of their success, Intervision was Europe's largest video rental and distribution company, dealing with some 12,000 outlets and literally hundreds of titles. More than any other company, Intervision, with their innovative lend-lease agreements with high street video clubs created and fed a growing demand for pre-recorded video software that in 1980 was a barely discernable trickle, but by 1984 had become a tidal wave. You couldn't walk into any video outlet in Britain without coming face to face with at least a few of Intervision's titles.

The company didn't have everything its own way, however. The Video Nasties debacle did end up targeting a few titles distributed by Intervision, such as Expose, Don't Go In The Park and Frozen Scream. This was an issue because the Obscene Publications Act has an element to it that makes owning obscene material with intent to distribute for commercial gain, a criminal offence. 99% of the time, the DPP went after video retailers for this distribution offence, but clearly there was an issue that needed considerable care and must have been a very difficult time for the company, but

they survived and went on, beyond the 1985 Video Recordings Act cut-off point.

In the end, Intervision was the victim of its own success. The company was bought in 1987 by a company testing its toe in the European video rental market. You may have heard of them - they go by the name Blockbuster. That such a large and powerful company felt the need to buy out Intervision (the company was disbanded shortly after), and the volume of Intervision tapes still turning up at car boot sales, charity shops and on Ebay, shows what a successful company it was.

