

# SONY

## SOLID-STATE C37-FET CONDENSER MICROPHONE



the World's Finest  
Professional Microphone  
NOW PACKS ITS  
OWN POWER

The new Sony Solid-State C37-FET Condenser Microphone is designed to give you the ultimate in professional capabilities wherever you may need them. A revolutionary Field Effect Transistor (FET) replaces the conventional vacuum tube, eliminating the external power supply and bulky connecting cables. Power is now supplied by a built-in replaceable 9-volt battery, delivering 300 hours of continuous power.

The C37-FET retains all the warm, natural quality, the unbelievable flat frequency response free of resonant peaks and dips—so characteristic of its illustrious predecessor the world-famous C-37. Musicians, conductors, soloists and sound engineers prefer the C37-FET for its wide dynamic range which captures the splendor of choral groups...for its faithful flat reproduction of high, middle and low registers to capture the magnificence and true timbre of strings, woodwinds and piano.

Add to this the outstanding signal-to-noise ratio specifications, unusually high front to back rejection of cardioid pattern, a built-in battery that delivers up to 300 hours of continuous power, and you have a microphone whose performance is unparalleled whether in the studio or on location.

**SONY SUPERSCOPE®**

8150 VINELAND AVENUE • SUN VALLEY, CALIFORNIA • 91352

### Acknowledgments

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## Sylvania Wins SMPTE Exhibit Award



At the recent 102nd SMPTE Conference in Chicago, Sylvania Electric Products, Inc. was selected as the exhibitor with the best display in the Equipment Exhibit. Among the nearly 80 booths in an Equipment Exhibit of quite outstanding quality the choice was, indeed, a difficult one since there were many that were prominent in interest and appearance. The final decision of the Exhibit Award Committee in favor of the Sylvania booth was based on its attractive arrangement, the effective use of space and color and the excellent way in which it was calculated to present the company's products, emphasizing the importance of the present transition from black-and-white to color in lighting for television.

In order to point out the role of tungsten-halogen lamps in the conversion from black-and-white to color television, the Sylvania booth made use of an attractive young lady who smoothly and competently performed an old-time magic trick of pouring colorless liquids into each other and producing varied colors. Having used this device to attract the crowd, it was then easy to go

into a technical description of the company's products and the role of tungsten-halogen lamps in television studio lighting. The display also illustrated successfully Sylvania's "Family of Lamps" concept and the lumen and color-temperature maintenance characteristics of tungsten-halogen lamps. The exhibit was made by Design-Built Exhibits, Long Island City, N.Y.

After the Exhibit Award Committee had decided upon its choice, John Brophy of Sylvania, who was in charge of the booth, was congratulated by SMPTE President G. Carleton Hunt. A picture of the occasion appears on page 1236.

The Award plaque was subsequently prepared and the presentation took place on Monday, October 27, at the New York offices of Sylvania Electric Products, Inc. In the picture above, Richard B. Martenson (left), Vice President-Marketing of the Photo-Lamp Division of Sylvania Electric Products, Inc. accepts the award from Dr. Deane R. White, SMPTE Executive Vice President.