



Metric Units of Measure, a brochure published by Metric Assn., Inc., 2004 Ash St., Waukegan, IL 60085, is intended to encourage interest in the adoption of the metric system in the United States. It contains a number of relevant items of information, some of them fairly obvious — for example, “The metric system simply and logically coordinates the measurements of length, area, volume and mass into one decimalized system.”

Metric Units of Measure points out that “no nation which has adopted the metric system has ever abandoned it; 90% of the world’s people use the metric system; more than 65% of all world production and trade is in the metric system and the percentage is increasing every year.” It also points out that within the United States most scientific research is conducted with metric units and the pharmaceutical industry has adopted the use in production and marketing, resulting in lower operating costs. The brochure also contains a graph showing the advance of metric usage in the world and various tables, including the International System of Units.

In discussing the U.S. Metric Study conducted by the National Bureau of Stan-

dards it is noted in the brochure that “The problems of metrication are not overwhelming . . . it is very possible that the cost of going metric will be paid for by the resulting savings.”

AV-USA 1971, published by Hope Reports, 58 Carverdale Dr., Rochester, NY 14618, reports that the dollar investment in the audio-visual market during 1970 reached the impressive sum of \$1.7 billion — a 3% gain over the 1969 figures. The largest percentage gain for all audio-visual markets was in the medical field with a 15% gain over 1969, reaching the sum of \$47 million. Business and industry spent \$521 million, a \$2 million drop from 1969. Other areas were generally over the 1969 figures.

Two supplements to *AV-USA 1971*, one on Education and the other on Motion Pictures and Video Cassettes, will be released in the fall.

The National Assn. of Educational Broadcasters (NAEB) held its 47th annual convention in Miami Beach in October. The convention was held concurrently with the joint conference of the Industrial Television Soc. and the National Industrial Television Assn. Among the subjects explored at the NAEB convention was that of telecommunications centers, with emphasis on the changing relationship between traditional broadcast operations and such emerging technologies as cable TV, satellite relay and cassettes. Broadcast instruc-

tion was discussed at a number of the NAEB sessions. Presentations included case studies in television teaching techniques, a report on instructional television overseas, a discussion of the use of computers in instructional broadcasting activities and a report on broadcast-based “open universities” in Great Britain and the United States.

The joint conference of the Industrial Television Soc. and National Industrial Television Assn. included a Management Workshop and a panel discussion of Industrial Television Production Techniques.

An equipment exhibit participated in by 70 manufacturers was held in conjunction with the NAEB convention.

NAEB headquarters are at 1346 Connecticut Ave., N.W., Washington, DC 20036.

The annual International Symposium of the Society for Informational Display will be held May 23–25, 1972, at the Jack Tar Hotel in San Francisco. Among the topics expected to be covered in the papers program are included Laser Displays and Holography, Scan Conversion, Color Displays, 3-D Displays, Large Screen Displays and a number of others. Symposium Chairman is Herbert C. Hendrickson. Program Secretary is John L. Simonds, Eastman Kodak Co., Research Labs./B-81, Kodak Park, Rochester, NY 14650.

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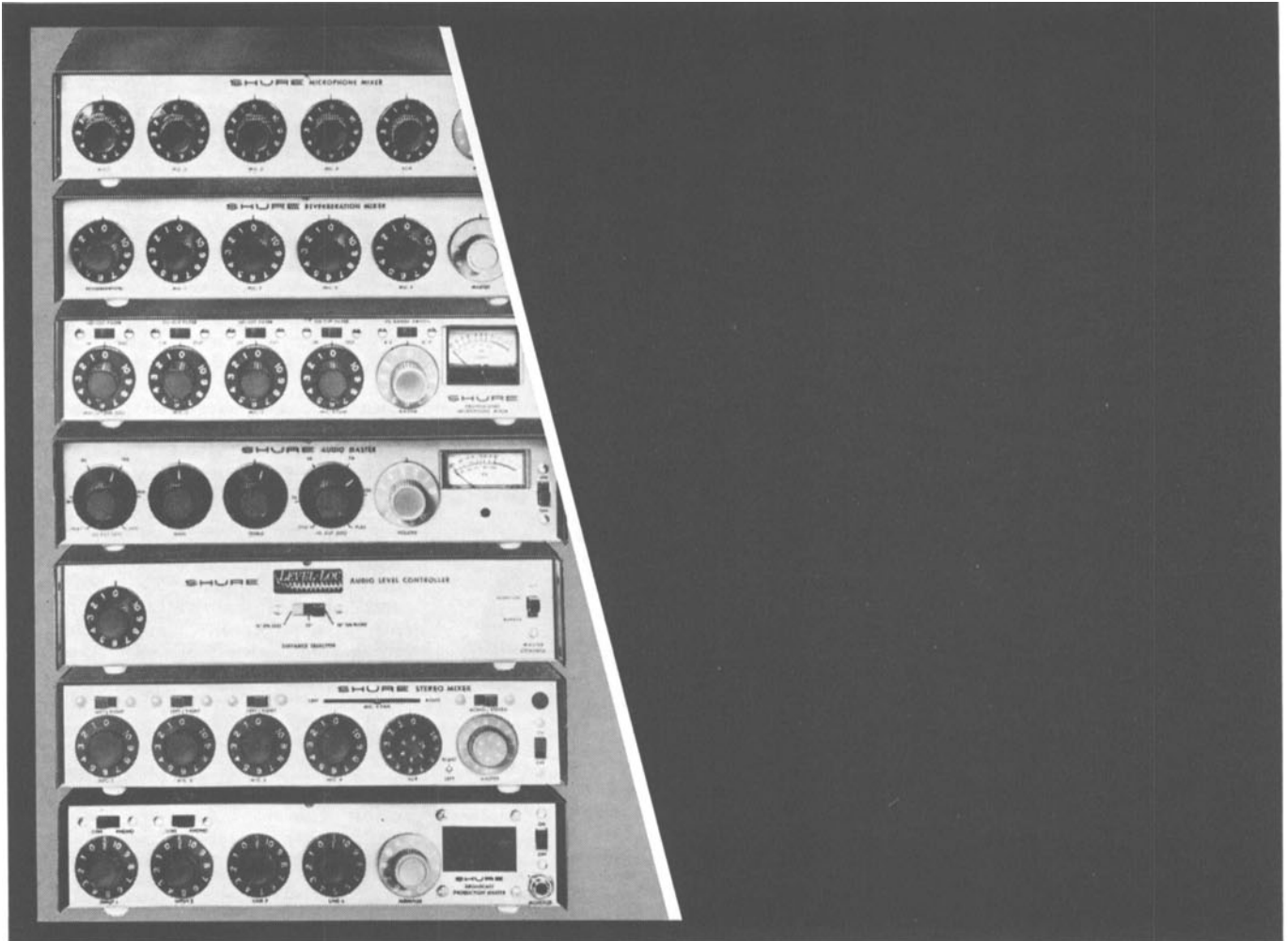
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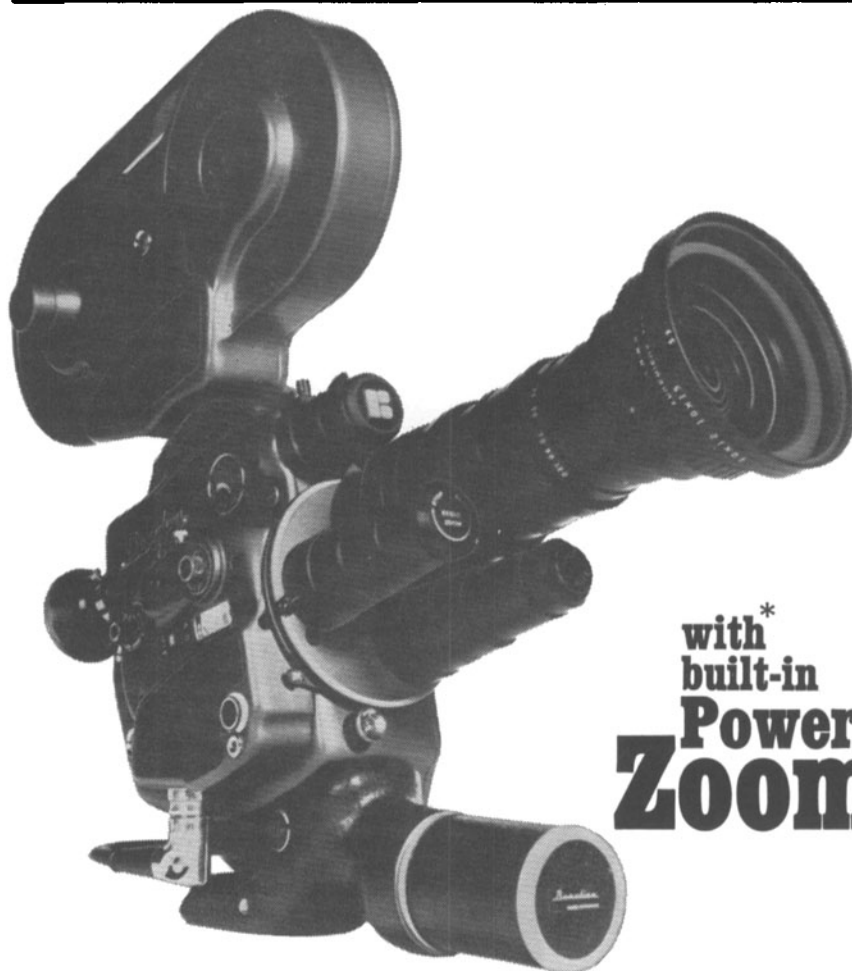


We've been hearing unsolicited rave reviews from soundmen across the country concerning our seven ingeniously versatile problem-solving audio control components (1) *M68 Microphone Mixer*, vanguard of the low-cost, high-performance portable mixers; (2) *M68-RM Mixer*, with built-in reverb for vocalists and special effects; (3) *M67 Mixer*, the trail-blazing low-cost professional mixer; (4) *M63 Audio Control Center*, that gives you variable response shaping; (5) *M62V Level-Loc*, the audio level controller that automatically limits output level; (6) *M688 Stereo Mixer*, made to order for stereo recording and audio-visual work; and finally, (7) *M675 Broadcast Production Master*, that teams up with our M67 to give a complete broadcast production console (with cuing) for under \$325. Write for the new Shure Circuitry catalog that shows them all:

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and Industry, grants a 32% rebate on foreign currency converted into Israel currency and spent in Israel on film production, provided that at least 25% of the technicians employed on the production are Israeli technicians. Also, raw stock and equipment brought into Israel on a temporary basis for producing a film are exempt from customs duties. Additional benefits are available to foreign producers whose feature films made in Israel are granted the status of Israeli films.

Calvin Communications will hold its 26th annual Motion Picture Workshop February 7-9, 1972, at the Calvin Laboratory Division facilities, 1105 Truman Rd., Kansas City, Mo. The Workshop program will review basic procedures in all phases of motion-picture production and will examine many of the new aspects and developments occurring within the industry. Included will be film examples, discussions, demonstrations and special presentations related to filmmaking. Other features will include award-winning TV commercials and controlled group seminars on motion-picture photography, editing, sound recording and other topics. The Workshop will include an exhibit of professional motion-picture equipments and supplies by a number of manufacturers. Attendance will be limited to 600.

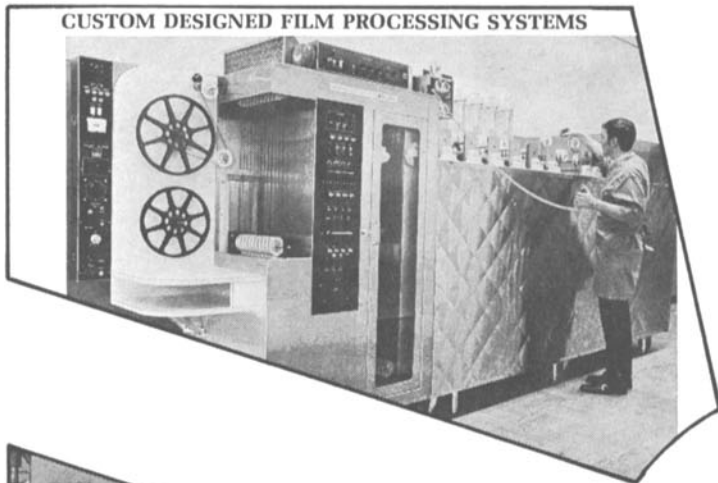
The name of Eastman Reversal Duplicating Film 7361 has been changed to Eastman Reversal BW Print Film 7361. It is the same film; the name was changed so that the product could be more readily identified with its intended use. The emulsion letter designation has been changed from RD to RBW.

The Institute of Electrical and Electronics Engineers has announced construction of a new building in Piscataway Township, N.J., which will house most of the administrative functions now being carried on at IEEE headquarters at 345 E. 47 St., New York, NY 10017. It is expected that the building will be completed early in 1973. Functions in which there is a requirement for personal interaction with boards, committees and members will remain in New York. When the new building is completed IEEE will retain two and one-half floors in the United Engineering Center where its headquarters are now located.

The new one-story building will contain about 35,000 ft² of space. It will be constructed of precast concrete and bronze tinted glass.

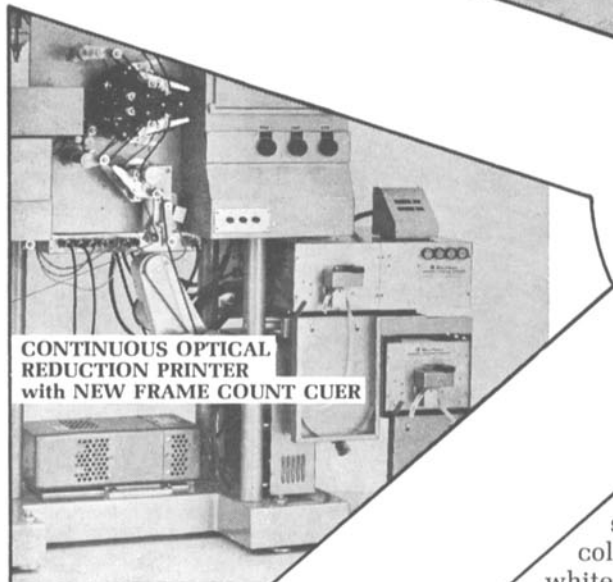
TeleMation, Inc., P.O. Box 15068, Salt Lake City, UT 54115, is conducting a series of two- and three-day seminars in professional television production in 14 cities throughout the United States and Puerto Rico. Seminars in basic production were held this fall in Albuquerque, N.M.; Portland, Ore.; Seattle, Wash.; Phoenix, Ariz.; Salt Lake City, Utah; San Juan, Puerto Rico; Washington, D.C.; and Chicago. Seminars will be held Nov. 15 and 16 in Boston, Nov. 30 and Dec. 1 in Memphis, Dec. 2 and 3 in Cincinnati, Dec. 7 and 8 in Tulsa and Dec. 13 and 14 in St. Louis. Advanced seminars which cover directing will be held Nov. 10-12 in

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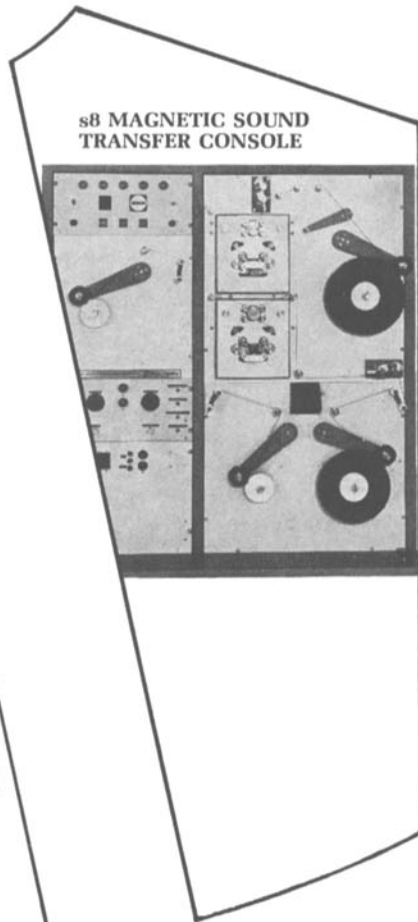
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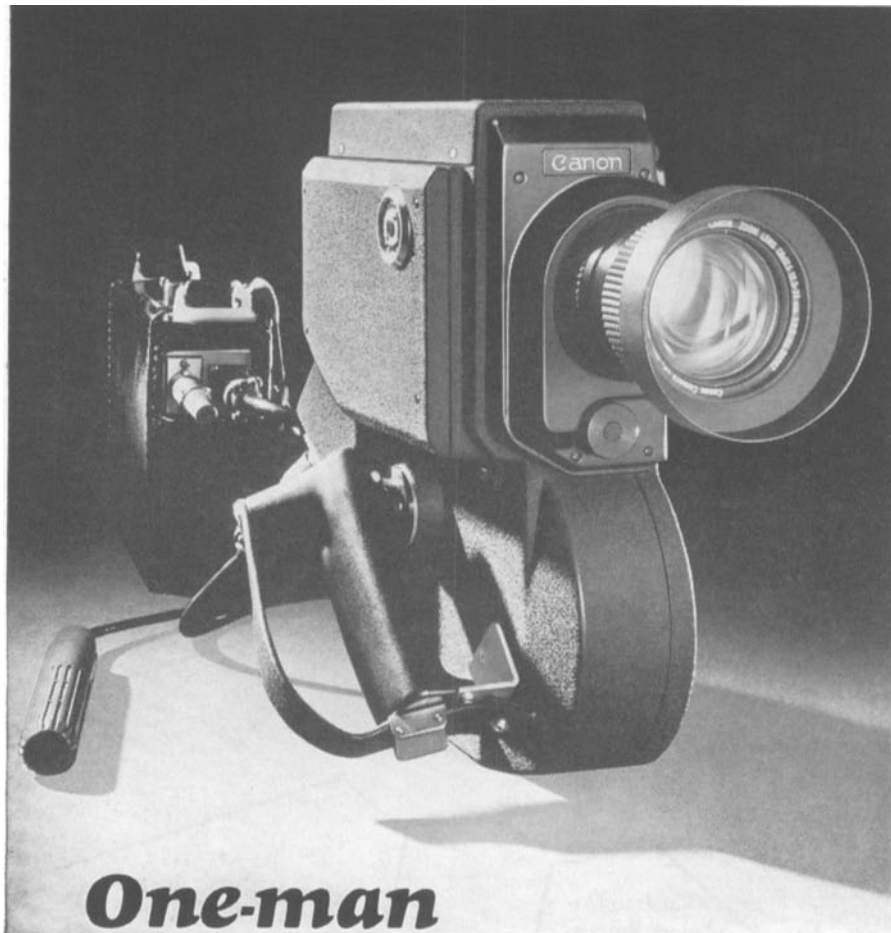
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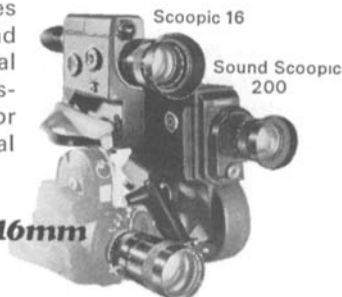
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Turns a lone wolf into a production team. 200 feet of continuous filming plus simultaneous sound recording. Its lightweight, compact 16mm portability is complemented by quick-shot EE aperture with manual override, TTL system, rechargeable battery pack. And that's just a part of the big Canon 16mm news:

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Canon: big news in 16mm



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Chicago and Dec. 15-17 in St. Louis. The seminars are intended for persons responsible for CATV and closed-circuit programs. The courses cover camera operation, production switching, directing, lighting, staging, audio for television, visual materials, scripts, scenery and special effects.

A consulting service for industrial and educational users of 8mm cartridge film systems has been established by the 8mm Professional Div. of MoviLab, Inc., 619 W. 54 St., New York, NY 10019, it was announced by Ed Schuller, Division Director. Bill Saunders will head the new service. In addition to advice on various laboratory procedures for making preprint material and the printing of 8mm, the new service will offer full information on hardware systems.

In a related activity, professional filmmakers and producers have been invited to screenings in their own offices in a demonstration of MoviLab's super-8 processing. Mr. Saunders and Robert Bowen will supervise the screenings.

Other appointments announced by Mr. Schuller include the appointment of Leonard DeWaar to the post of Manager of Super-8 Customer Service. Al Fisco has been placed in charge of super-8 production.

Illumination Industries, Inc., 610 Vaqueros Ave., Sunnyvale, CA 94086, has acquired **PEK, Inc.**, formerly a subsidiary of **Varo, Inc.**, Garland, Tex., it was announced by Charles H. Keller, President of Illumination Industries. The PEK facility, also located in Sunnyvale, Calif., is now a wholly owned subsidiary of Illumination Industries. Both companies are active in the manufacture of high-intensity, special-purpose light sources and associated systems.

Radford Associates of Atlanta, Ga., has been appointed the representative of **Rohde & Schwarz Sales Co.**, 111 Lexington Ave., Passiac, NJ 07055, for broadcast test equipment. The representation will extend over Georgia, Florida, Alabama, Tennessee, North Carolina, South Carolina and Mississippi.

The Federal Communications Commission has granted **Motorola Systems Inc.**, 4501 W. Augusta Blvd., Chicago, IL 60651, a waiver to resume shipment of the **Motorola EVR Teleplayer** units, according to a recent announcement. After extensive testing, the FCC stated that the unit meets the proposed technical standards. Motorola initiated the action by formally requesting the FCC to establish parameters for cassette TV. During the negotiating period with FCC, Motorola was able to continue to ship EVR players to foreign markets under terms of its worldwide license with the **CBS/EVR Partnership**.

Modern Media Services is a newly formed division of **Modern Talking Picture Service, Inc.**, 1212 Ave. of the Americas, New York, NY 10036. Programs that will be within the responsibilities of the new

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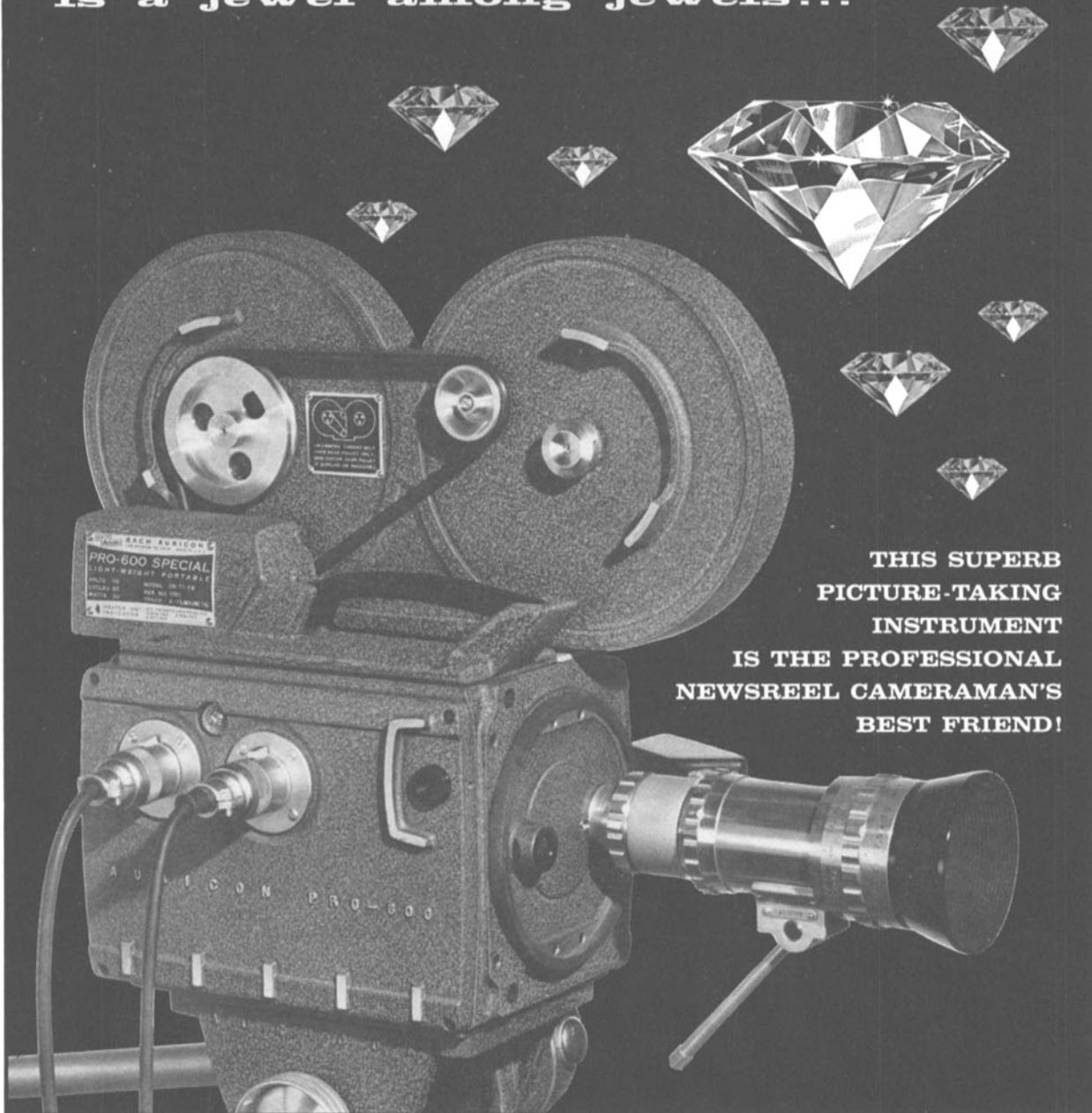
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The great majority of Newsreel Cameramen prefer the Auricon "Pro-600 Special" for the production of 16mm Newsreels and Documentary films. This superb picture-taking instrument, with all of its many built-in professional features, weighs only 24 pounds "ready to travel," yet gives you a choice of 400 or 600 feet of film, with ultimate portability!

The slim-lined "Pro-600 Special" is Self-Blimped for completely quiet operation, so there is no noise for the microphone to pick up, and no need for the heavy, bulky, sound-proof enclosure "blimp" required by all other 16mm cameras when recording sound. The "Pro-600 Special" records Optical or "Filmagnetic" Single-System sound. Because it is driven by a true, synchronous motor, it is also ideal for Double-System sound recording, as well. All of the many Auricon Professional accessories can be added when needed, for field or studio filming, without the use of tools . . . giving complete flexibility! The Auricon "Pro-600 Special" is the perfect answer for large film-capacity Newsreel and Documentary filming . . . with light-weight portability!

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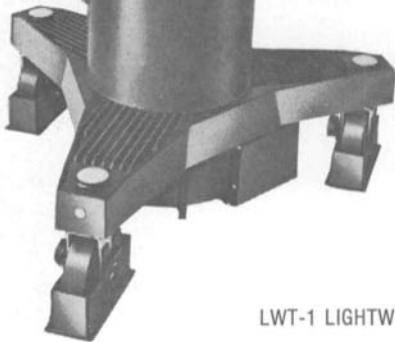


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division include Modern Film Rentals, Modern Video Programing and Modern Marketing Services. Modern Film Rentals handles 16mm educational film rentals for Modern Learning Aids and Coronet Films. Modern Video Programing will be mainly concerned with providing entertainment and educational programing and auxiliary services for the CATV industry. Modern Marketing Services will engage in research and coordinating activities. Head of the new division is Fontaine Kincheloe, Jr., who was formerly in charge of advertising and promotion for the firm.

Jamieson Film Co., 3825 Bryan St., Dallas, TX 75205, has announced the planned construction of a \$1½ million film production plant in North Dallas. Also announced was the formation of a new film producing company called Masters Film Co. Principal owner is the Jamieson Film Company. Until the new facilities are completed the Masters Film Co.'s corporate offices will be located in Jamieson's present film production plant. Ground breaking for the new film complex will begin in December. It will contain more than 50,000 ft² of office and production space and will house two sound stages, recording studios, editorial and animation facilities in addition to color processing laboratories. One sound stage, covering more than 10,000 ft² is said to be the largest in the Southwest. President of the new Masters Film Co. is Martin Jurow, well-known film executive. Secretary-Treasurer of the new firm is Bruce Jamieson, President of Jamieson Film Co., and Hugh Jamieson, Jr., is Vice-President.

The Cinetron System, a new development in computer animation designed to increase production by creating a direct link between artist and animation stand, has been announced by Richard Swanek, President of The Optical House, 25 W. 45 St., New York, NY 10036. The new computer program is reported to be able to interpret general instructions and to calculate and execute animation stand movements in one one-thousandth of a second. In operation the animator tells the computer via a teletype machine what he wants. The language is conventional, e.g., "up" and "down" for camera and "east" and "west" for artwork movement. The animator can also specify exact starting and ending frames. The computer calculates, executes and monitors movements.

The Agfa-Gevaert service center at the Munich Olympics 1972 will have charge of processing all the black-and-white material and color films Gevacolor and Gevachrome for the 350 accredited reporters and cameramen. Agfa-Gevaert also has exclusive rights to supply color films for television reporting at the 1972 Olympics. The laboratory at the press center will cover an area of 1,116 m². The technical equipment will be able to handle up to 214,000 films of any size. Water consumption will be about 3.7 million litres and about 65,000 litres of chemicals will be used daily. For the daily newscasts and the television summary, as well as for the archives of the Olympic committee, special TV film material of the Gevachrome type



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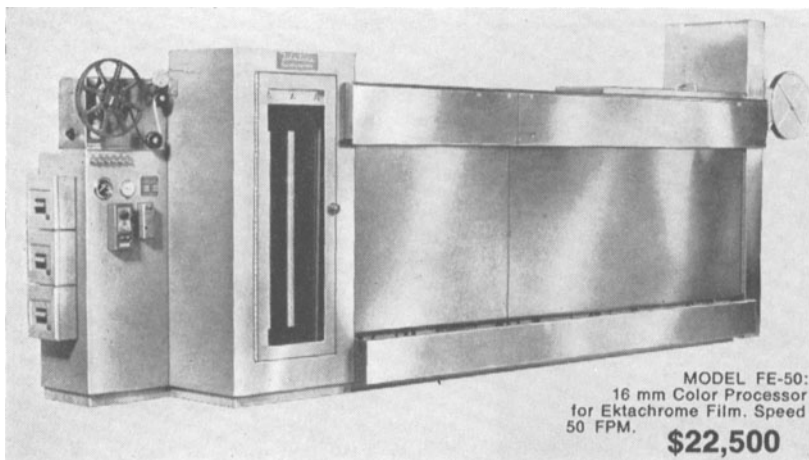
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Now enjoy the benefits of professional equipment incorporating exclusive Filmline features that have paced the state-of-the-art in commercial, industrial and defense installations at a cost lower than processors offering less.

Check the exclusive Filmline features below:



MODEL FE-50:
16 mm Color Processor
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MODEL FE-30:
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- **"FILMLINE OVERDRIVE FILM TRANSPORT SYSTEM"**
This marvel of engineering completely eliminates film breakage, pulled perforations, scratches and operator error. The film can be deliberately stalled in the machine without film breakage or significant change of film footage in solutions. The heart of any film processor is the drive system. No other film drive system such as sprocket drive, bottom drive or simple clutch drives with floating lower assemblies can give you the performance capability of the unique Filmline Overdrive Film Transport System.
- **"TORQUE MOTOR TAKE-UP"** gives you constant film take-up and does not impose any stress or strain on the film itself. Completely independent of the film transport system. This FILMLINE feature is usually found in professional commercial processors but is incorporated on the FE-30 and

FE-50 models as standard equipment. Don't settle for less!

- **"TEMP-GUARD"** positive temperature control system. Completely transistorized circuitry insures temperature control to well within processing tolerances. Temp-Guard controls temperatures accurately and without the problems of other systems of lesser sophistication.
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combination of the exclusive and special added Filmline features guarantees trouble-free operation with absolute minimum down-time and without continual operator adjustments. Recapture your original investment in 2 years on maintenance savings alone. Filmline's "Push the button and walk-away processing" allows inexperienced operators to turn out highest quality film.

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TV Stations: WAPI-TV, WHP-TV, WMAL-TV, WXYZ-TV, WWL-TV, WMAR-TV, WJXT-TV, KETV-TV, WTOP-TV, WEAT-TV, WCKT-TV, WAVE-TV, WAVY-TV, KTVI-TV, WCPQ-TV, KTAR-TV, WSYR-TV.



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will be used. Films will be processed in an automatic processing center with a capacity of 3,000 m/h that will be established on the Oberwiesenfeld in Munich near the stadium. Headquarters of Agfa-Gevaert N.V. are at Septestraat 27, B-2510 Mortsel (Antwerpen), Belgium.

Sound Market Recording Co. is the new name of the firm formerly known as 8 Track Recording Co. The company remains at its present quarters at 664 N. Michigan Ave., Chicago, IL 60611.

Variable Speech Control, an electronic method which makes it possible to speed up or slow down recorded speech without

distorting tone and pitch, has been developed by Cambridge Research and Development Group (CRDG), 21 Bridge Sq., Westport, CT 06880. The Group has applied for patent protection. Inventor of the new method is Murray Schiffman, CRDG Director of Electronic Research. The development derives from work originally carried on by Sanford D. Greenberg of Washington, D.C., in conjunction with CRDG. CRDG was organized in 1965 to bridge the gap between a new idea or invention and a successfully marketed product by using the systems-analysis approach, i.e., developing and perfecting an invention from a patent, design, manufacturing and marketing standpoint. All activities involving the development of a

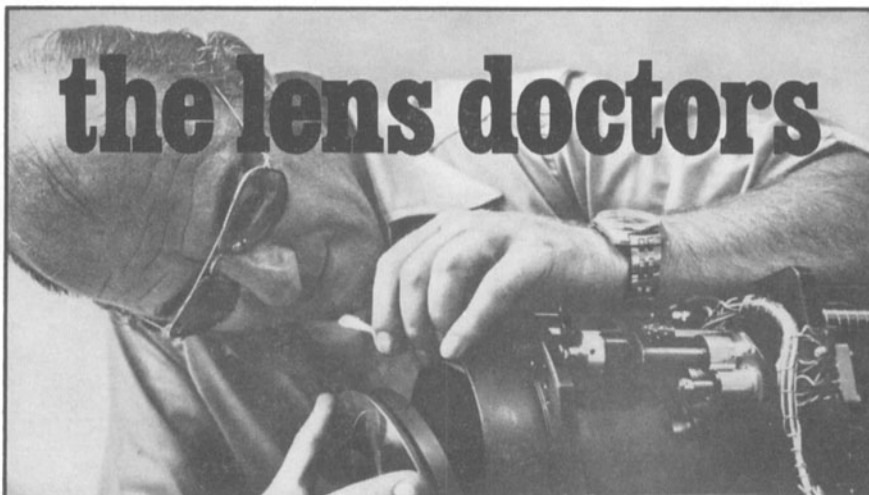
new product to the marketing stage are completely financed by CRDG. New products perfected by the Group are licensed or sold to qualified organizations for manufacture and worldwide distribution after an exploration of the product's marketing and manufacturing potential.

The University of Warwick in England has opened two more language laboratories using equipment installed by Leevers-Rich Equipment Ltd., 319 Trinity Rd., Wandsworth, London, SW18. The Warwick language laboratory was formed in 1965. The University designed its own studio, with emphasis on the sound characteristics of the soundproof studio and selection of microphones and equipment for recording and editing. The first Warwick laboratory, which had 12 booths, was equipped by Cédamel of Paris. A 24-booth Shipton laboratory was added in 1966 and the Cédamel extended to 18 booths. The present addition extends the university's capacity for formal audio comparative language teaching, providing a total of 78 booths.

Working master tapes are recorded on $\frac{1}{4}$ -in full-track tape at 15 in/s, using a three-channel mixing desk, on one or more of the four Leevers-Rich console recorders with which the studio is equipped. Most of the editing is done during the recording process, the tape being run-up to speed and the speaker cued-in by "standby" and "record" lights in the soundproofed studio. A recording studio first master tape is produced, running at $7\frac{1}{2}$ in/s. Pauses to allow a student to repeat each phrase are added by a programmer set to give silences based on the length of the last phrase, plus reaction time. Two decks of a Leevers-Rich "master and five slaves" copying plant are used. The equipment operates at twice playing speed and produces all the duplicate tapes used in teaching.

The Federal Program Guide, compiled by the National Assn. of Educational Broadcasters, 1346 Connecticut Ave., N.W., Washington, DC 20036, is aimed at identifying programs with funding potential for educational broadcasters. The *Guide* has been issued to station managers. It reviews the current status of pertinent legislation, gives an overview of potentially beneficial programs and provides cross references to detailed summaries of individual programs. The information includes authorizing legislation, purpose, appropriation, type of assistance, range and average size of grants and eligibility requirements.

D. B. Nihalsingha has been appointed Head of the Government Film Unit in Ceylon at 150 Nagoda Rd., Kalutara, Ceylon. Mr. Nihalsingha was formerly Manager of Documentary and News Films of Ceylon, in Colombo, where he was in charge of several production units and responsible for the production of motion pictures and films for television. He was educated at the University of London and the University of Ceylon. Following graduation from the University of Ceylon in 1962, he became Production Chief and Head of the Camera Dept. of Documentary and New Films of Ceylon; he was appointed Manager in 1963.



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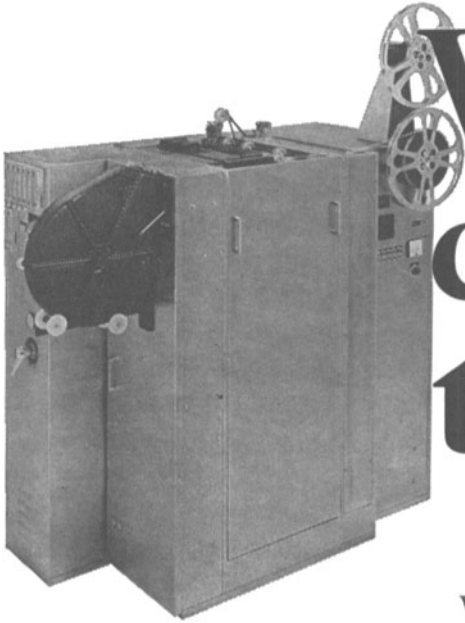
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Garland C. Misener has retired from the post of Vice-President and Technical Director of Capital Film Laboratories, Inc., 470 E St., S.W., Washington, DC 20024, but he will continue with the firm on a consulting basis. Mr. Misener has been with the firm for 16 years. He has also served as an engineer with Warner Brothers, a physicist in Eastman Kodak Research Laboratories and during World War II he was a Lt. Colonel with the Army Pictorial Center. Before joining Capital, he spent 10 years with Ansco (GAF). He has been a pioneer in the development of color effects projection devices.

Gordon H. Tubbs has been appointed

Director of Regional Sales Development, Motion Picture and Education Markets for Latin America in Eastman Kodak's International Photographic Div. He was formerly Director of Instructional Technology Markets Development in the Motion Picture and Education Markets Div. He visited Mexico for two weeks in June when he met with representatives of Kodak Industrial and Kodak Mexicana S.A. de C.V. in Mexico City to determine the needs for motion-picture products and audiovisual equipment in education. Preliminary plans were made for audiovisual workshops that would make the newest developments in the field immediately available. Mr. Tubbs has been with Kodak

since 1941. He was appointed by President Nixon to serve as a delegate to the White House Conference on Children and the White House Conference on Youth as a specialist in the use of films for education.

Samuel Sandrof, Director of Motion Pictures for the Office of Oceanographer of the Navy, Alexandria, VA 22314, is the recipient of a letter of commendation from Admiral E. R. Zumwalt, Jr., Chief of Naval Operations, which noted that the films produced by Mr. Sandrof "rank highest among Navy film programs in national and international recognition." Mr. Sandrof has directed the motion-picture program of the Oceanographer of the Navy for eight years. His films have won a number of awards at international film festivals, including Edinburgh, Venice and New York.

Sidney P. Solow, President of Consolidated Film Industries, Hollywood, began his 24th year of conducting a course in the Technology of Motion Picture Processing at the University of Southern California at the beginning of the fall semester. Mr. Solow, who is a full professor in the USC Cinema Dept., lectures on photographic theory, control techniques and practical aspects of laboratory procedures.

Edward W. Palmer, who is Visual Aids Supervisor of the New England Telephone and Telegraph Co. in Boston, has been appointed Field Coordinator of the Military and Industrial Professional Emphasis Group, of the National Assn. of Educational Broadcasters, 1346 Connecticut Ave., N.W., Washington, DC 20036. The group is composed of 62 industrial and six military members, following the pattern of the NAEB Professional Emphasis Groups which are composed of professionals in a specific vocational area of educational telecommunications.

William Linsman has been appointed Managing Director of Combined Cinegraphics, the film production arm of KTAR-TV, 1101 N. Central, P.O. Box 711, Phoenix, AZ 85001. He has been with Combined Cinegraphics since 1969, first as sound engineer and then as Film Production Manager.

Peter Cardasis has been appointed Vice-President of Sales Administration for Movielab, Inc., 619 W. 54 St., New York, NY 10019, it was announced by Saul Jeffec, Movielab President. Mr. Cardasis has been with the firm for 19 years. He was formerly Vice-President in charge of Production and Comptroller.

Kurt E. Kanis has been appointed Vice-President of Sales for Radiant Laboratory, Inc., 321 W. 44 St., New York, NY 10036. He was formerly Vice-President in Charge of New York Operations for Deluxe General. He has also held managerial posts with Consolidated Film Industries and Pathé Laboratories.

Cable Television

Proceedings of the Symposium

After two decades, cable television is undergoing a metamorphosis. It is evolving from a community antenna service for isolated rural locations to a new medium of communications — the broadband communications network. Because of its multi-channel characteristics, CATV acts as a catalyst for new services, promising diversity of programming, pinpoint delivery to specific audiences, retention and recall of information and entertainment programs, and a wealth of non-entertainment services.

The *Proceedings* of the two-day Symposium on Cable Television, held during the 108th Technical Conference in New York City on October 8 and 9, 1970, presents some of the possibilities that exist in this vast new market.

Contents

- Foreword • *G. Norman Penwell*
- Remarks Before the SMPTE, October 8, 1970 • *Sol Schildhause*
- Broadband Communications: A View from the CAT-bird Seat • *Irving B. Kahn*
- Panel Discussion: The Coming Software Explosion for Cable Television
- Ground Stations, the CATV Satellite Interface • *Hubert J. Schlafly*
- Local Programming on Film for Cable Television • *John A. Pistor and Earl W. Kage*
- Cable Television Needs a Complete Super-8 Film System • *G. Norman Penwell*
- Automatic Programming for Cable Television • *Kenneth D. Lawson*
- Suggested Technical Standards for CATV Program Origination • *Lyle O. Keys*
- Chrominance/Luminance Crosstalk in Cable Television Demodulators
Charles W. Rhodes
- A Color Camera Designed for Cable Television • *Wolter J. Wolthers*
- Simplified Color Slide TV Camera System for Cable Television • *C. Bailey Neal*
- Operation and Control of the Professional-Type Color Camera Through CATV Cable
Anthony C. Cuomo
- Coaxial Cable for Municipal Services • *E. A. Rollor, Jr., and August F. Bruns*
- Utility Meter Reading and the Realization of Two-Way Communications • *H. J. Moeller*
- Applications for a Bidirectional Broadband Coaxial Cable Communications System
Donald G. Chandler
- Interactive Television — What It Means to Cable Television • *Edward J. Callahan, Jr.*
- How Receiver Design Affects Cable Television Performance Specifications
W. M. Harrold and J. D. Lovely
- Receiver/Cable Television Problems and Case Histories • *I. Switzer*
- Panel Discussion: Receiver/Cable Television Interface

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