

CBS HOSPITAL TV NETWORK



Announcing a direct link between you and the buying influences in a selected nationwide network of leading hospitals: EVR™ Cassette Television.

The CBS Hospital TV Network, operated by the Electronic Video Recording Division, links you to the supervisory personnel in a group of America's most important hospitals by means of a new and highly motivating medium—EVR Cassette Television. This network is an audiovisual service which for the first time enables you to communicate directly with the hospital.

Through the initial placement of EVR Players in 100 leading hospitals, CBS will be providing an audience of influential men and women who can be reached directly through cassette TV programs to visually introduce new products, describe promotions, detail special features or product benefits or services in support of your salesmen. Programs are converted to EVR Cassettes by CBS from your film or videotape.

EVR: The instant information medium anyone can operate.

The EVR System is a "phonograph for the eye." It stores picture and sound the way a long-playing record stores sound alone for controlled and convenient playback. Because television is the most dynamic information medium, your message on EVR Cassettes will assure maximum interest and frequent use.



Motion pictures require a projectionist, screen, scheduled viewing hours and a room too dark for notetaking. The EVR System displays audiovisual material with an immediacy not possible with optical projection systems and accomplishes it more economically.

EVR Cassettes store up to 25 minutes of color pictures, with sound. Placed on the spindle of an EVR Player, the 7-inch diameter cassette threads itself automatically at the touch of a button. The player is connected directly to the antenna terminals of one or more standard TV sets. The EVR Player can replay sequences or "freeze" individual picture frames on the TV screen for close scrutiny. The unit is completely silent, compact and portable.

EVR Network programs — you already have them!

Right now, you have educational and instructional films in your file of promotional, sales and training materials which can be



distributed via EVR Cassettes over the CBS Hospital TV Network.

Film or videotape programs (to 25 minutes) will be converted by CBS into EVR Cassettes. The cost of supplying the initial network with each program (you may offer more than one) is \$2,995.00 or \$29.95 per hospital. *There is no added expense—\$2,995.00 covers 100 EVR Cassettes of your program, processed, packaged, labeled, addressed and delivered by CBS to the subscribers.**

The EVR Cassettes will be kept in the hospital cassette library where personnel

*Additional hospitals, as added to the network, will be billed at \$29.95 each. No regional or spot buys permitted.

can refer to them constantly (over 2,000 replays without wear) giving your materials more time, attention and the opportunity for broader utilization. Time which your salesman is seldom granted and cannot really afford.

EVR: The great time saver.

A hospital administrator cannot possibly afford the time needed to interview the many diverse sales and missionary people who constantly seek his attention. It is, therefore, easy to understand how EVR Cassette TV can simplify the duties of the administrator and of other hospital personnel, as well as the sales representatives who call, by providing an economical, convenient, immediate and dramatic means of reviewing and up-dating themselves through the use of EVR Cassette TV.

Use EVR to train and explain procedures and new techniques.

Because the players are portable and can be used in any hospital location, cassettes may be prepared for circulation to doctors, nurses, orderlies, attendants, technicians or maintenance personnel—to whomever can profit from a more thorough knowledge of your products and services. And these EVR Cassettes, presenting your messages as few salesmen can, will be used *because this simple TV medium encourages use, promotes memorability.* That is the story.

For complete details on how you can participate, write today to
Executive Producer,
CBS Hospital TV Network,
Rockleigh Industrial Park,
Rockleigh, New Jersey 07647
or phone 201-768-8400.



CBS ELECTRONIC VIDEO RECORDING

A Division of Columbia Broadcasting System, Inc.
51 West 52 Street
New York, New York 10019

**America's major hospitals
are participating in the
CBS HOSPITAL TV NETWORK.
Here is a representative group:**

ST. MARGARET'S HOSPITAL, Montgomery, Alabama
ST. BARNABAS MEDICAL CENTER, Livingston, New Jersey
ST. VINCENT INFIRMARY, Little Rock, Arkansas
KENTUCKY BAPTIST HOSPITAL, Louisville, Kentucky
BRIDGEPORT HOSPITAL, Bridgeport, Connecticut
UNIVERSITY HOSPITAL, Augusta, Georgia
THE PRESBYTERIAN MEDICAL CENTER, Denver, Colorado
ST. JOSEPH HOSPITAL, Houston, Texas
MOBILE INFIRMARY, Mobile Alabama
MEMORIAL HOSPITAL MEDICAL CENTER, Long Beach, California
CHICAGO WESLEY MEMORIAL HOSPITAL, Chicago, Illinois
WASHINGTON HOSPITAL CENTER, Washington, D.C.
THE CRAWFORD W. LONG MEMORIAL HOSPITAL, Atlanta, Georgia
BETHANY HOSPITAL, Kansas City, Kansas
MOUNT ZION HOSPITAL AND MEDICAL CENTER,
San Francisco, California
GEORGETOWN UNIVERSITY HOSPITAL, Washington, D.C.
MICHAEL REESE HOSPITAL AND MEDICAL CENTER,
Chicago, Illinois
ST. FRANCIS HOSPITAL, Hartford, Connecticut
CEDARS OF LEBANON HOSPITAL, Miami, Florida
PETER BENT BRIGHAM HOSPITAL, Boston, Massachusetts
MONMOUTH MEDICAL CENTER, Long Branch, New Jersey
BARNERT MEMORIAL HOSPITAL CENTER, Paterson, New Jersey
NEW YORK UNIVERSITY MEDICAL CENTER, New York, New York

