

# CASSETTE TV:

How soon can it start  
helping your students learn?



As soon  
as you can mail  
this card.



**Some catalogs from the constantly growing list of EVR Cassette programs available immediately:**

In EVR Cassettes right now are many popular curriculum-oriented programs previously available only in the relatively inconvenient 16mm format. These programs, which can be ordered individually, have been selected from such educationally renowned libraries as:

**BFA Educational Media.**

81 programs, ranging in subject matter from music to ecology to drug addiction.

**Department of Agriculture.** 11 films on the land and its meaning to us.

**Ford Motor Co.** Driver education in a 6-part series.

**Gulf Oil Co.** Two films, including the award-winning "We Came in Peace."

**Harvest Films.** Five safety films.

**Motorola Co.** Over 170 films on a variety of subjects including travel and adventure, football, the arts, history, nursing and social issues.

**NASA.** The Gemini and Apollo journeys, space science, satellite astronomy; a wealth of knowledge as relevant as tomorrow in about 100 programs.

**National Audiovisual Center.** Over 170 films, on such timely subjects as Head Start, drug addiction, mental health, safety and effective writing.

**U.S. Information Agency.** The visual arts, music, performing arts; plus detailed examinations of 14 countries in more than 40 films.

**American Medical Association.** Two films on careers in medicine.

Over 1,000 EVR programs are ready now!  
Fill in and mail this card for free catalogs, order forms  
and a special offer on EVR Players.



Please send me without obligation  
your catalogs of EVR Cassette  
programs, order forms and infor-  
mation on how my school can  
obtain an EVR Player as part of a  
special introductory package offer.

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School

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Att: Director, Marketing Services

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## CBS Electronic Video Recording: the low-cost cassette TV system the teacher controls.

EVR returns to the classroom teacher program selection control and scheduling flexibility not possible with broadcast TV.

And at a fraction of the cost of videotape players and closed-circuit film chains.

To operate the system, the teacher or student simply places the self-threading EVR Cassette on the EVR Player much the way one places a record on a phonograph.

The pictures contained in the cassette are transmitted from the player to any ordinary TV set (or group of sets) by connecting its leads to the set's antenna terminals.



### Control of the class and the lesson.

Viewing takes place in normal room light, enabling the teacher to retain full disciplinary command of the class and the students to take notes while the programs are on. Since EVR is a *television* system, it holds a fascination for all young people that no other medium can match.

EVR also eliminates the distractions inherent in movie projection—the drawing of blinds or shades, switching of rooms, sleep-inducing monotony of projector noise—and permits the teacher to respond immediately to class reactions. She can stop the program to expand on the material shown, holding a single frame on screen for close scrutiny without it flickering. She can instantly replay any scene over and over, and advance or rewind the entire cassette in seconds.

## Other benefits of the EVR System.

EVR offers many advantages over other audiovisual aids, some of which are detailed here. For more information, write today.

**Compatibility.** Any EVR Player accepts both color and monochrome cassettes. Similarly, color cassettes operate compatibly over black-and-white TV sets, and monochrome cassettes can be played on color TV sets.

**More information in less space.** Only seven inches in diameter, the EVR Cassette can hold up to 50 minutes of monochrome pictures with sound or 25 minutes of color pictures with sound. Comparable information wound on videotape or movie reels would occupy much more storage space.

**Sealed and protected against damage.** Unlike movie film, EVR Film has no sprocket holes at which tearing might occur. For additional protection, the film is sealed in the cassette except when actually being played.

**Sharp, clear pictures.** Because EVR Film is extremely fine grain, it reproduces images with far greater detail and contrast than broadcast TV. And, since the signals that travel between player and TV set are not broadcast through the air, they avoid the problems of interference and poor reception to which broadcast TV is often prone.



**CBS  
ELECTRONIC  
VIDEO RECORDING**

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