

**Now in EVR Cassettes for classroom TV:
over 600 curriculum-oriented programs.**



EVR: a low-cost TV system the teacher controls.

You've read about it. How Cassette TV would some day revitalize audiovisual education. How it would return program control to the teacher. How it could provide the scheduling flexibility not possible with broadcast TV.

At CBS, "some day" is *today*. For now CBS offers your school Electronic Video Recording—the cassette system that converts any standard TV set into "a phonograph for the eye"—plus over 600 curriculum-oriented TV programs from

some of the nation's leading educational-film makers. And at a fraction of the cost of projectors and closed-circuit film chains.

These players and cassettes are available to you today. And, as an added incentive for you to get their benefit now, an EVR Player can be yours at no additional cost when you order a number of cassettes from selected titles shown in the enclosed catalogs.



**ENCLOSED: over 600 curriculum-oriented
EVR Cassette titles; to give your school
the educational advantages of this
new medium—now.**

YOUR EVR CASSETTE ORDER FORMS.

To assure prompt delivery, use the separate order form provided for each EVR Cassette program series. Attach your purchase order or include your purchase order number with all orders. For additional order forms, write:
CBS Electronic Video Recording Division, 51 West 52 Street, New York, N.Y. 10019

Classroom advantages of the EVR System:

1. The EVR System is simple to operate. A self-threading cassette is placed on the EVR Player much the way a record is placed on a phonograph. A teacher or student can do it quickly and easily.

2. Because the EVR System is a *television* system, it takes full advantage of the inherent fascination the medium holds for all young people. Viewing takes place in normal room light, so the teacher can maintain disciplinary control of the class, and the students can take notes while the program is on. All distractions—room changing, the drawing of blinds and

shades, hypnotic projector noise—are totally eliminated.

3. The EVR System permits the teacher to respond immediately to class reactions; to explain or expand on any scene. The program can be stopped at any point; held on a single frame without flickering, reversed for "instant replay" and advanced or rewound quickly.

4. The EVR System allows the teacher to select programs specifically related to current lessons and show them anytime *without* having to juggle classroom schedules.



More advantages of the EVR System:

1.

Compatibility. Color cassettes can be played over black-and-white TV sets, monochrome cassettes on color TV sets. The EVR Player is installed simply by connecting its leads to the antenna terminals of any standard TV set—or to a master distribution system to serve many TV sets.

2.

Maximum information in minimum space. The EVR Cassette measures only seven inches in diameter, yet it holds up to 50 minutes of monochrome pictures with sound or 25 minutes of color pictures with sound. A comparable amount of information on videotape or 16mm film would require considerably more storage space.

3.

Minimum film wear. EVR Film has no sprocket holes which could tear. For additional protection against damage, the film is sealed in the cassette except when actually being played and a cushion of air separates each layer of film.

4.

Picture superiority. Because EVR Film resolution is extremely fine, it reproduces images with far greater detail and contrast than broadcast TV. And, of course, since the TV signals are not broadcast through the air, they encounter none of the interference that plagues broadcast TV.

EVR. The advantages of broadcast TV, optically projected movies and slides, with none of their disadvantages. Tomorrow's "audiovisual revolution" today. From CBS.



**CBS
ELECTRONIC
VIDEO RECORDING**

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