

CBS ELECTRONIC VIDEO RECORDING

CBS ELECTRONIC VIDEO RECORDING

A Division of Columbia Broadcasting System, Inc.
51 West 52 Street
New York, New York 10019
(212) 765-4321

EVR COLOR CARTRIDGE PRICE LIST*

QUANTITY	PROGRAM TIME IN MINUTES				
	5 min.	10 min.	15 min.	20 min.	25 min.
50	9.00	15.90	22.80	29.60	36.50
75	8.00	13.50	19.10	24.80	30.30
100	7.20	12.30	17.30	22.20	27.20
125	6.90	11.60	16.20	20.90	25.40
150	6.60	11.00	15.50	19.80	24.20
175	6.50	10.70	14.90	19.10	23.30
200	6.30	10.40	14.60	18.60	22.70
250	6.20	10.10	14.00	17.90	21.80
400	5.90	9.60	13.20	16.80	20.40
500	5.80	9.30	12.90	16.40	19.80
750	5.70	9.20	12.50	15.90	19.40
1000	5.60	9.00	12.30	15.60	18.90
1500	5.50	8.90	12.20	15.50	18.60
2000	5.40	8.60	11.70	14.90	18.50

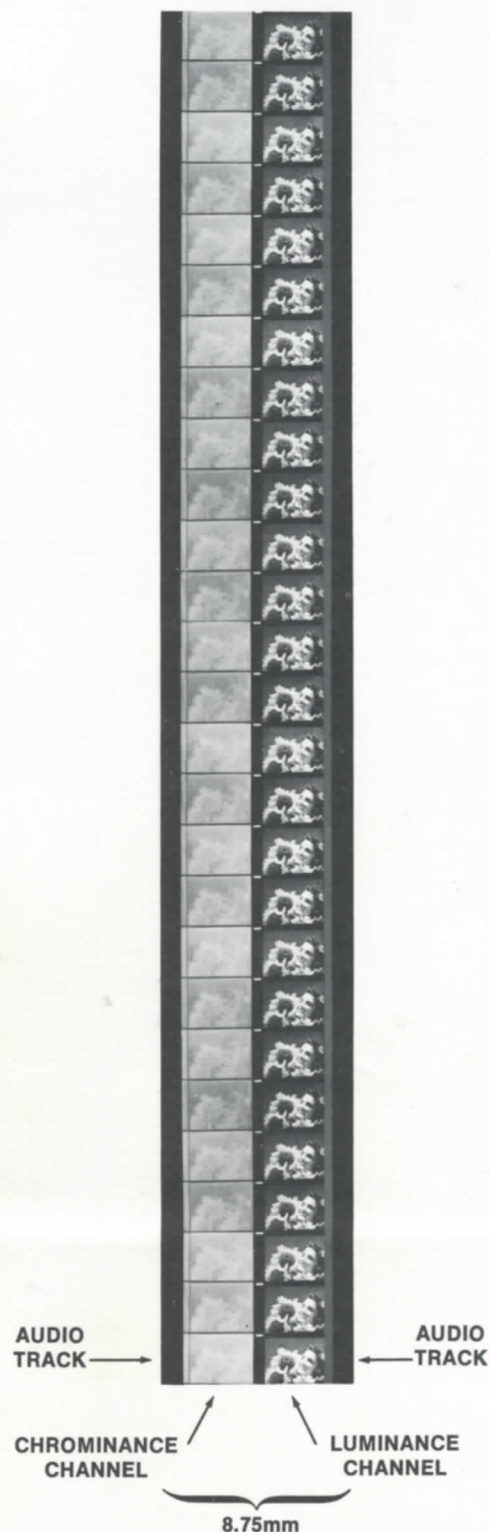
*Prices may change without notice. No order is binding until accepted by the Electronic Video Recording Division.

The EVR Color Cartridge provides a maximum of 25 minutes of program. Cartridge cost is based on the running time rounded up to the next 5-minute increment.

Prices shown are per cartridge, and include all costs of converting customer's material to EVR Cartridges.

 is a Trade Mark of CBS Electronic Video Recording.
a Division of Columbia Broadcasting System, Inc.

EVR COLOR FORMAT



Illustrated above, three times its actual size, is a segment of EVR Film in the color format. The chrominance channel provides color information, while the luminance channel contains the actual picture. These are combined in the EVR Player to provide up to 25 minutes of color pictures with sound.



EVR FACT SHEET

August 27, 1967

CBS announces what The New York Times calls "a revolutionary electronic device" that allows the playback of motion pictures or other visual material through a conventional television set, to be called Electronic Video Recording (EVR).

December 10, 1968

Monochrome EVR, a CBS Laboratory prototype player, has its first public demonstration in New York City. The New York Times is announced as first to plan an EVR cartridge film educational series and Motorola Inc. is revealed as the first licensee for North America to manufacture the EVR player. Timetable: monochrome cartridges and players available in July 1970; color EVR to be available July 1971.

December 11, 1968

The first public demonstration of monochrome EVR is held in London by The EVR Partnership (CBS, Imperial Chemical Industries Limited and CIBA Limited). Rank Bush Murphy is announced as first licensee to manufacture EVR players in the United Kingdom. Europe's first cartridge processing facility will be at Basildon, England.

February 5, 1969

The CBS Electronic Video Recording Division announces five-city USA tour bringing EVR demonstrations to Chicago, Los Angeles, Washington, D.C., Atlanta and Boston between February 25 and March 25.

March 11, 1969

The Equitable Life Assurance Society of the United States is first major insurance company to announce training, communications programs on EVR. Between February 25, 1969 and February 16, 1970, the CBS Electronic Video Recording Division announces some 30 commitments to the new EVR system, many of major proportions. Among these are Field Enterprises Education Corporation, New England Mutual Life Insurance Company, University of California Los Angeles, CBS owned W. B. Saunders Company.

May 19, 1969

First North American EVR cartridge processing facility will be at Rockleigh, New Jersey. A 104,000 square foot building in Rockleigh Industrial Park has been leased for 18 years. Operation is targeted for Summer 1970.

September 17, 1969

CBS Electronic Video Recording demonstrations in Montreal, Ottawa and Toronto are announced. Close to 2,000 educators, commercial and industrial training executives, as well as many key governmental figures attend.

December 17, 1969

The EVR Partnership announces consortium for EVR in France, Librairie Hachette, Europe's largest publishing house, and Thompson CSF, the largest manufacturer of television and electrical equipment in France.

January 26, 1970

First public demonstration of color EVR is announced for March 24 at the Hotel Pierre Grand Ballroom, New York City.

March 24, 1970

Motorola Inc. production line EVR players are demonstrated, revealed to have both color and monochrome capability, for delivery this fall at no advance in prices over originally announced monochrome version.

Darryl F. Zanuck plans first home movie libraries based on the 20th Century-Fox Films.

CBS will have color cartridge production capability this fall, close to a year ahead of schedule.

The EVR Partnership announces new agreements in Switzerland, Germany, Italy and Austria; a consortium of Zanussi and Mondadori for EVR in Italy; Robert Bosch GmbH as licensee for EVR players in Germany, formation of CADIA by CIBA, Geigy and Editions Recontre for EVR in Switzerland.

Color EVR will begin a 17-city major market tour of the United States in Boston March 31.



March 24, 1970

SWITZERLAND, GERMANY, ITALY AND AUSTRIA COVERED BY NEW
AGREEMENTS REVEALED IN NEW YORK BY THE EVR PARTNERSHIP

Major agreements have been completed spreading the EVR network rapidly across Europe, it was announced today by John C. Lewis, Managing Director for The EVR Partnership. Details were made known at the first public demonstration of color EVR, at the Hotel Pierre, New York, today.

Under the announced arrangements, EVR cartridge films will be produced and distributed in Switzerland by a joint organization - CADIA - formed for this purpose by CIBA, Geigy and Editions Recontre. (CIBA Ltd., with Imperial Chemical Industries Ltd. and CBS are The EVR Partnership.) CADIA will create EVR materials in medical, agrochemical, scientific, encyclopedic and purely cultural topics.

In Germany Robert Bosch GmbH of Stuttgart has been licensed by The Partnership to produce and sell EVR players. An agreement has also been signed with Videothek Programm GmbH of Wiesbaden, under which they will act as the EVR processing agent in Germany and Austria.

In Italy The Partnership has concluded an agreement with a consortium formed by Mondadori and Zanussi, which is proceeding with introduction of the system throughout Italy.

The above are in addition (as announced earlier) to a license to the Rank Bush Murphy Division of the Rank Organization to manufacture players; and, for France, agreements with Thompson C.S.F., French electronics group, and Librairie Hachette, French publishing group.

(more)

CIBA is one of the world's largest chemical enterprises. Headquartered in Basle, Switzerland, CIBA employs over 30,000 and has a wide range of products including pharmaceuticals, dyes, plastics, agrochemicals and photochemicals.

Geigy is a well-known international agrochemical, chemical and pharmaceuticals company. At the beginning of 1969 Geigy employed 24,000 throughout the world. Its 1968 sales totalled 2,730 million Swiss francs.

Editions Recontre is a publishing company specializing in mass information and the cultural field. Its 1968 turnover was 60.5 million francs. Through direct mail and international book clubs it distributed nearly nine million books in 1968, in addition to slides and other cultural efforts.

Robert Bosch GmbH is the parent company of the Bosch group. In 1968 it had a turnover of 3,700 million DM and employed 120,000 people. The group has some 12 subsidiary companies in Germany plus manufacturing and trading companies throughout Europe, Latin America, India and Australia. Products include industrial, electrical and electronic appliances, also equipment for vehicles and for the professional cinema. Radio and television sets, household appliances and equipment for the packing-machine industry are also Bosch produced.

Videothek Programm GmbH is a film and television production company specializing in audiovisual learning systems and instructional programs. The company has an excellent programming staff and maintains centrally-located full-color electronic production facilities as well as mobile units. Videothek will produce and distribute programming in EVR cartridge form in addition to its conventional formats.

(more)

Videothek Programm GmbH was founded as a subsidiary of AGIV (Aktiengesellschaft fuer Industrie und Verkehrswesen) of Frankfurt, a large industrial holding company. Since February of this year Robert Bosch GmbH has held 25% of the capital of Videothek Programm. At present, this amounts to five million DM.

Arnoldo Mondadori is one of Italy's largest book and periodical publishers, founded in 1907. Its turnover in 1969 was 57,154 million lire. The firm sells 150 million copies of its periodicals annually. In 1967/68 it published 610 book titles. Chairman of the Board and President is Mr. Giorgio Mondadori. Dr. Giorgio Rossi is in charge of the EVR project and has opened offices in Rome for it.

Industrie A. Zanussi S.p.A. is one of the biggest producers of appliances, founded in 1916. Its capital share is now 599 million lire. Its products cover a wide range of home and industrial appliances, including television sets and tape recorders. The group also has interests in Spain, Germany and France.

Present at the Pierre representing The EVR Partnership, in addition to Managing Director John C. Lewis, were Sir Arthur Vere Harvey, Chairman, CIBA U. K., Dr. Paul Erni, President, CIBA Photochemical Corp., Joseph Duffy, Technical Director, CIBA Photochemical, John Rose, Director of Research & Development, Imperial Chemical Industries Ltd., J. G. Fisher, Senior Member of the Directorate Staff, ICI Ltd., Dr. Anthony J. Axford, Managing Director, Ilford Ltd., and Sir Francis McLean, Technical Director, George Brown, Director of Planning, William Palmer, Financial Controller, all of The EVR Partnership.

NEWS

FROM 20th CENTURY-FOX

444 WEST 56th STREET

NEW YORK, NY 10019

DICK BROOKS

NATIONAL PUBLICITY DIRECTOR



Darryl F. Zanuck, chairman of the board and chief executive officer of 20th Century-Fox, hailing EVR as a major development in film presentation, revealed today (24) his intentions to make the film company's feature film library available for transfer to the new cartridge system.

Zanuck compared EVR with the advent of sound, color and CinemaScope -- three milestones in which he had participated personally as producer of the first talking film (THE JAZZ SINGER), the first feature film to use Technicolor (HOUSE OF ROTHSCHILD) and the first film in CinemaScope (THE ROBE).

Zanuck stated: "As a forward-looking company, we are proud to participate in today's event, which, in my judgment, promises to broaden considerably the horizons of film profitability."

Zanuck commented that the strength of EVR lay in the quality of its color reproduction; the modest rental price which will make it available to the mass market; the mechanics which provide a defense against unlawful copying and bootlegging of prints, and the benefits that will accrue to all segments of the film industry -- producer, distributor and exhibitor -- through the expansion of the market for feature films.

Zanuck, who is prepared to recommend Fox's converting films to EVR to the Fox board of directors, revealed that under the contemplated plan Fox films would be made available to EVR 5 years after their initial theatrical release.

information services

FROM:

Lawrence R. Thorpe
HARSHE-ROTMAN & DRUCK, INC.
108 N. State St., Chicago, Ill. 60602
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MOTOROLA SYSTEMS INC.

**Education and
Training Products**

4501 W. Augusta Boulevard
Chicago, Illinois 60651
(312-772-6500)

Electronic Video Recording (EVR)



FOR RELEASE ON RECEIPT

**MOTOROLA INTRODUCES COLOR PLAYER FOR THE
CBS ELECTRONIC VIDEO RECORDING (EVR) SYSTEM**

New York -- Motorola, Inc., Chicago, today (March 24), unveiled the first equipment capable of playing color or black and white pre-recorded cartridged programs through any standard television set.

Exclusive licensee of CBS in the United States and Canada through 1971 for the manufacture and marketing of Electronic Video Recording (EVR) players, Motorola introduced the compatible color/black and white equipment a full year ahead of schedule.

First deliveries of the new Motorola Teleplayers will be made Sept. 1, 1970, to buyers who already have placed orders for the black and white players which were announced in December, 1968, when EVR was first shown by CBS.

Price of the color player will be the same as that originally announced for black and white devices -- \$795.

Elmer Wavering, Motorola president, said industry, business, institutions, and education would be the initial targets of the Motorola marketing program.

- MORE -

The EVR system offers ease of operation, a higher density of information storage for the amount of space used than any other audio-visual medium, and better economics than video tape or any other existing system.

"EVR will add a new dimension to our lives in the 1970s," Wavering said. "We see EVR satisfying the need for a better, easier-to-use, less costly, and more personal audio-visual medium in education and training, sales and service work, advertising, and public relations.

"Certainly," he said, "as more entertainment programs become available in the EVR format there will be a vast consumer market for the material. We believe our development of a standard system for industrial and educational use will strengthen our position for the opening of that market."

EVR, which has been called one of the most significant electronic developments of the past decade, is a system for playing pre-recorded program material through any standard color or black and white television set.

With the EVR system, a special low-cost film packaged in a seven-inch cartridge is played through a playback unit connected directly to the antenna terminals of a television set. The cartridge is placed in the player -- like a record on a phonograph, and the images on the film are picked up and converted to video and audio signals by an electronic scanner.

Film or taped programs can be transferred by the exclusive CBS process to the EVR cartridge format.

Wavering stressed that the color Teleplayers shown were not prototypes, but were made from production tools. He said the tooling is capable of 100,000 units annually. The company's Quincy, Ill., plant will produce the player.

Wavering also introduced several new features of the Motorola Teleplayers intended to make the EVR concept even more functional for education and training.

The new features are:

- Audio input from an external microphone, which allows an instructor to override the sound track of an EVR program with his own comments. The instructor can also use the microphone when discussing a still frame -- one picture held still on the TV screen, a unique capability of EVR.
- Use of dual sound tracks on color programs, permitting different narratives for different age groups or narratives in two languages.

Wavering said the new color Teleplayers utilize solid-state modules similar to Motorola's Quasar construction to provide the utmost in reliability and serviceability.

The Motorola player will be backed by a 90-day labor and one-year parts warranty. Service anywhere in the nation will be provided through the facilities of Motorola's existing consumer service network.

The Teleplayer also utilizes a Motorola-developed flying-spot scanner, the device that electronically scans the EVR film as it moves by. The new scanner provides great picture clarity and definition, especially to color pictures.

Wavering called the component a major contribution to the developing EVR technology.

Praising the cooperation between CBS and Motorola, Wavering said, "Both companies have contributed greatly to the advancement of EVR and to solving the problems inherent in bringing a new product to the American marketplace.

"We at Motorola are totally dedicated to the EVR concept," he said. "We are convinced it will prove to be the audio-visual medium of the decade."

Wavering said the marketing of the Motorola EVR player would be separate from the company's normal divisional structure. A new unit, reporting directly to the office of the president, has been formed for this purpose.



March 24, 1970

CBS DEMONSTRATES COLOR EVR WITH MOTOROLA PRODUCTION LINE PLAYERS;
ZANUCK ANNOUNCES PLANS FOR 20TH CENTURY-FOX HOME EVR MOVIE LIBRARY

EVR Player Manufacturing Agreements Extended to
Switzerland, Germany, Italy and Austria

The CBS Electronic Video Recording Division today (Tuesday) gave the first public demonstration of color EVR, which plays prerecorded motion pictures through standard color television receivers. The Division's president, Robert E. Brockway, said color EVR cartridges would be in commercial production this fall, almost a year ahead of schedule.

The showing took place in the Grand Ballroom of the Hotel Pierre in New York City. Full-color pictures from special EVR film cartridges were presented on standard color sets hooked up to Motorola EVR players.

At a press conference during the morning demonstration, CBS president Frank Stanton and Motorola president Elmer H. Wavering were joined by Darryl F. Zanuck, chairman and chief executive officer of 20th Century-Fox Film Corporation, who announced plans to make that company's theatrical films available for conversion to the new EVR system for showing on home receivers. (Details in separate story.)

Color EVR, developed by CBS Laboratories, was demonstrated on the first players to come off the Motorola production line. Motorola is the exclusive licensee for the manufacture of EVR players in North America. The players, which are capable of carrying either color or black and white pictures, require only a simple hook-up to the regular antenna outlets on

the back of the television set.

Ralph O. Briscoe, president of the CBS/Comtec Group, Dr. Peter C. Goldmark, president of CBS Laboratories and developer of both today's color EVR and the long playing record introduced more than two decades ago, and Albert W. Massman, director of EVR engineering for Motorola Inc., were the other principals in the color EVR demonstration and press conference.

Mr. Wavering announced that the EVR player which is being marketed this year by Motorola with full color capability will be sold at no increase in price over the originally announced black and white model.

EVR film cartridge production at the Rockleigh, N.J., processing laboratory will be in pilot operation by early summer, Mr. Brockway said, and facility management and technical staffs have already moved in.

It was also announced that the EVR Partnership, which has responsibility for the EVR operation throughout the world outside of North America, had concluded new agreements for Switzerland, Germany, Italy and Austria, supplementing previously arranged EVR player manufacture and programming agreements for the United Kingdom and France. Among the newly announced agreements were the licensing of Robert Bosch GmbH to build and sell EVR players in Germany, formation of a consortium in Italy by the Mondadori and Zanussi organizations, and formation of CADIA, an EVR development organization in Switzerland, by CIBA, Geigy and Editions Recontre.

Following the morning press demonstration and conference at the Hotel Pierre, continuous afternoon and early evening demonstrations were conducted for some 1500 marketing, industrial training and film executives as well as educators and technical experts.

After a second day of showings in the Grand Ballroom of the Pierre on Wednesday (March 25) for business executives, color EVR will be demonstrated on a 17-city tour of major markets from March 31 to April 24.

The tour schedule is as follows:

March 31 - April 1, Boston
April 6, Kansas City
April 7, Portland, Ore.
April 7-8, Philadelphia
April 8, Dallas
April 9-10, Seattle
April 10, Houston
April 10, Pittsburgh
April 13, Minneapolis
April 15, St. Louis
April 15-16, Washington, D.C.
April 15-16, San Francisco
April 17, Cincinnati
April 20-21, Chicago
April 20-21, Los Angeles
April 23, Atlanta
April 23-24, Detroit

Motorola EVR
the new
communicating
medium for
business, industry
and education



Motorola EVR Teleplayer

Hailed as one of the most significant developments of the past decade, Electronic Video Recording (EVR) . . . the l.p. record of TV . . . is fast becoming the new communicating medium for business, industry, and education.

Most notable reasons for this wave of enthusiasm—

UNIVERSAL INSTRUCTIONAL FORMAT—Is your present audiovisual format film or videotape? No matter. Conversion to EVR will add a new dimension. All materials can be mastered onto the standardized EVR format and interchangeably used on all EVR players.

ULTIMATE IN DISTRIBUTIONAL FLEXIBILITY—Whether used by an instructor or a single student in a classroom . . . broadcast to an entire institution thru its master antenna system . . . or piped-in citywide via cable TV, Motorola EVR is one of the most flexible communicating methods today.

MORE VERSATILITY BUILT-IN—This Motorola EVR player offers audio input. Lets a program director, educator, talk to students (in addition to normal film audio) or playback tapes or cassettes. It offers live closed-circuit TV and videotape capability (optional). Lets you become a program origination source.

DRAMATIC COST BREAKTHROUGH—Space-age design achievements in electronic mastering provides significantly lower mass reproduction costs for EVR than most other film or videotape process.



Color EVR Player

SIMPLE TO OPERATE—You can easily clip the player's "Quick-Connect" plugs to any TV set's VHF antenna. Then drop a film cartridge on the spindle, close the lid, push the play button and enjoy up to 25 minutes of color, or 50 minutes of black-and-white. The film cartridge automatically threads itself. You don't even touch the film. Press the "still" button and you can carefully study the information contained on a single frame. If you wish to study several frames in "stop-action", simply turn the "crawl" control to advance or reverse the film.

STANDARDIZED FORMAT—Whatever medium is converted to play on one EVR player will play on all other EVR players. No modifications are necessary. All 35 mm, 16 mm motion picture, 2" and most 1" videotape formats are suitable for conversion to the EVR color, and black-and-white cartridges.

SPEAK TWO LANGUAGES—Motorola's player offers the user access to either of the film's two audio tracks, separately or simultaneously. With this capability you could record both French and English versions of the same video sequence on separate tracks . . . just like stereo. Then through a special jack in the back and another speaker, you could play both simultaneously. You can play one version to one group of viewers, and the alternate version to another group even at the same time. This capability is offered for both color and black and white cartridges.

STOP ACTION—The "still" button stops the motion of the film and lets you selectively study the picture "frame-by-frame." A crawl control permits slow movement either forward or backward. The film cartridge may be pre-programmed to automatically stop the player and present a single frame for close-up inspection or discussion.

INSTANT REPLAY—The "fast reverse" feature lets you quickly back up the film so that a portion of the program may be repeated. Any section of the film may be reviewed as often as desirable.

MOVES QUICKLY—The "fast forward" button rapidly advances the film to any place in the cartridge so that specific information can be found quickly.

DIGITAL COUNTER—A built in reference counter, coupled with the fast-forward/fast reverse feature, permits you to quickly reach a pre-determined point in the film cartridge. An album of short films could be contained on one cartridge.

QUIET—There's no annoying noise to distract a presentation. The player is nearly silent when running. Normal conversation can be carried on while the program is being viewed.

EASY TO CARRY—Take it along just like a personal record player. "Quick-Disconnect" plugs on the output cable along with easy connections to any TV receiver makes for quick set-ups. It's as simple as connecting a pair of "rabbit-ears."

EXTRA SHARP PICTURE—The picture signal from the player gives greater detail than the standard receiver can reproduce. You'll get a sharp, clear, snow and ghost free picture. Unlike standard TV transmission, the signal is not affected by electrical or atmospherical interference.

EASY TO SERVICE—The electronic components of the EVR player are similar to the highly reliable mini-circuits of Motorola's Quasar TV. These improve serviceability and dependability. If a plug-in mini-circuit replacement is ever needed, an exchange circuit can be plugged in, usually in a matter of minutes, and usually on the spot.

FULL YEAR GUARANTEE—As manufacturer, Motorola guarantees all parts in this player for one year, and 90 days on any labor. Repair, or replacement, must be performed by an authorized Motorola Service Center.

U.L. and C.S.A. APPROVED—This player is listed by Underwriters' Laboratories, Inc., and is designed and manufactured to meet rigid U.L. and C.S.A. safety standards against X-ray radiation, fire, casualty and electrical hazards.

FCC APPROVAL—Design of this player is certified under specifications of the Federal Communications Commission.



EVR is both a trademark and a development of CBS Inc. Motorola is the exclusive manufacturer of the EVR player in the U.S. and Canada.

Teleplayer is a trademark of Motorola, Inc.



Color EVR Player Performance Specifications

VIDEO: Line Rate: 15,750 Hz.
 Field Rate: 60 Hz.
 RF Signal Output: 50 MV into 75 ohm line. Double sideband modified NTSC signal.
 Video S/N: 35 db peak white to RMS noise on the reproduced picture.
 Video Output: 1.5 V pp across 75 ohm unbalanced line. Black Negative, 525 line standard.
 Video Frequency Response: No limitation below 4 MHz.
 Gamma Correction: Gamma corrected for linear response on receiver.

AUDIO: Audio Output: 1 V RMS, 600 Ohm unbalanced.
 Frequency Response: Normal band pass response ± 3 db.
 Signal to noise: 45 Db.
 Flutter: 0.2% rms on an unweighted flutter meter.

POWER REQUIREMENTS: Power Source: 105-135V, 60 Hz, A.C. ONLY.
 Power Cord: 3 conductor power cord provided with player.
 Power Consumption: 100 Watts.

DIMENSIONS: 21 $\frac{1}{2}$ " wide
 19 $\frac{1}{2}$ " deep
 8 $\frac{1}{2}$ " high
 50 lbs. shipping weight

MODEL NO.: CR 100 G



MOTOROLA SYSTEMS INC., Education and Training Products

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 EVR is both a trademark and a development of CBS Inc.



**A DRAMATIC COST
BREAKTHROUGH—New EVR
high speed development techniques
permit multiple copy costs lower
than most audio-visual film or
videotape formats.**

Motorola's portable player can be quickly connected to any TV receiver's VHF antenna terminals. The film cartridge automatically threads itself and the color image appears on the television set.

I'd like to tune in . . .

and compare your film-in-a-cartridge EVR presentation with our own audio-visual techniques. I understand there is no charge or obligation.

We now use: ☐ slide/strip film ☐ motion pictures ☐ other graphics

☐ Yes, I'd like to see EVR demonstrated. Call for an appointment.

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REQUEST FOR INFORMATION

Please complete the information requested on this card and leave it at the registration desk. Retain the bottom portion to request specific EVR information.

YOUR NAME _____

TITLE _____

COMPANY _____

ADDRESS _____
(STREET, NUMBER) (CITY) (STATE) (ZIP)

CHIEF INTEREST:

☐ Educational user:

☐ Producer-user:

☐ Government user:

☐ Software producer:

OTHER: _____

COMMENTS: _____
