

HOW
DO YOU
HELP A
STUDENT
TO HELP
HIMSELF?

HUNTINGTON
ROCKFORD
CORPORATION
LTD.

WANTED
THE
ANSWER.

HOW
CBS
ELECTRONIC
VIDEO
RECORDING
IS THE
ANSWER.

Students, in these demanding days, have less and less free time. That's why free or unstructured curriculum time—if not managed properly—is increasingly a problem, especially to the student lacking maximum motivation.

THE S-4 SYSTEM. Education Coordinates Canada Limited, a wholly owned subsidiary of Toronto's Huntington-Rockford Corporation Limited, presently prepares the individual timetables of over 100,000 students, using an efficient, easy to use, computer assisted timetabling system. In addition, they are now providing assistance and computer generated schedules to a number of schools which are moving from traditional to flexible modular time patterns.

This new system is called the Stanford School Scheduling System or S-4 and was developed under a three million dollar foundation grant by some members of the Stanford University Faculty of Education. Following the completion of the above research project and the publishing of a workable computer scheduling system seven of the researchers formed a company to continue the development and improvement of S-4. This new company was called Education Coordinates Incorporated of Palo Alto, California.

Education Coordinates Canada Limited was formed recently following the signing of a long term agreement with the California Corporation. It combines the extensive work done in education



Chris Fraser, Education Consultant for Education Coordinates Canada, a division of Huntington-Rockford, reviews an EVR Cartridge.

consulting in over three years in Canada by the Stockcross Company Limited with the new and powerful tool developed at Stanford.



Dr. Alan King of McArthur College of Education, Queen's University in Ontario, examines a piece of EVR Film as Chris Fraser and the CBS EVR Director of Sales for Canada look on.

EVR BLAZES A TRAIL. Mr. Gene E. Danne, President of Huntington-Rockford, has already launched plans for a far-reaching program making use of the CBS Electronic Video Recording System. He sees it as the most important advance in education in many years.

"Education Coordinates Canada is producing a new series of teacher training films for EVR which are designed to aid the classroom teacher in the development of the skills needed for the schools of the 70's."

In addition to the teacher training films, student lecture material will be converted to EVR Cartridge format. Such material will be available in EVR Cartridge lengths from 15 to 50 minutes. The student selects the subject and length in exact accord with the amount of unstructured study time available to him.

Education Coordinates will introduce the EVR System in ten selected schools at first. By 1973, it is anticipated that the program will encompass 2,000 schools throughout Canada. These schools will maintain local libraries of EVR Cartridges for use by students. Catalogues will list titles by subject and length, and will be the

The S-4 system permits each student to choose his own subjects from the total curriculum—technical, commercial and academic—in nongraded schools. And in each such schedule there are varying amounts of unstructured curriculum time.

How can the student make the best possible use of this precious time, with a high degree of motivation?

student's key to effective self-scheduling. Slippage in the use of free time should, under this plan, disappear, and be replaced by new levels of achievement.

OTHER BENEFITS. Huntington-Rockford also believes that the EVR System will prove useful in the compilation of data on all Canadian high school students. These data will be used by Canada's universities to speed the process by which students are accepted for college study. And they envision an EVR based computer data bank on teacher skills, to be available all across Canada, to spur teacher advancement and simplify the great problem of location and recruitment of the right teacher for the right teaching challenge.

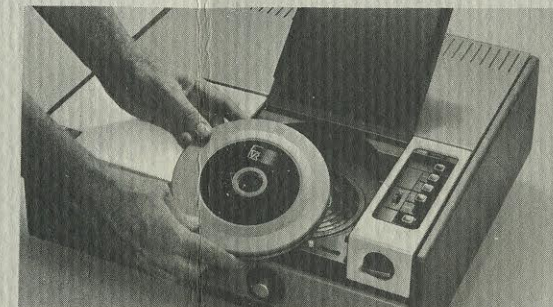
THE EVR SYSTEM offers educators far more than just another audiovisual tool, as Huntington-Rockford Corporation discovered.

Electronic Video Recording has been called a "phonograph for the eyes," in an effort to convey its function—and the simplicity of its operation.

The system consists of three elements: the cartridge, the dual-track film, and the EVR Player.

THE EVR PLAYER acts as a miniature television "station." It is operated through any television receiver, merely by connecting two leads to the antenna terminals. The EVR Player is about the size of a typewriter, and weighs 33 pounds.

THE EVR CARTRIDGE is 7" in diameter. The film is sealed inside, and requires no threading.



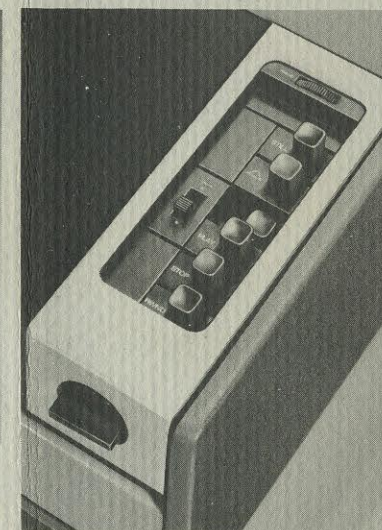
THE EVR FILM is miniaturized and of high resolution. It has two channels of visual information side by side, and two corresponding magnetic sound tracks. The film automatically threads itself past an electronic sensor that converts the images to electrical impulses, and then transmits them, along with the sound, to the television set. The film has no sprocket holes, and each channel contains up to 25 minutes of playing time. A given length of EVR film contains six times the information of the same length of 16mm film.

SPECIAL EDUCATIONAL APPLICATIONS. With the flick of a control, channels may be switched. For example, Channel "A" may tell the student to "write down the answer." Channel "B" then tells him if he is correct, by giving the answer.

The EVR Player may be stopped at any time—to allow, for example, for time reactions in a chemistry experiment.

The EVR Player has a crawl control, permitting slow movement from frame to frame, if desired—without damaging the film or dimming the image.

But most important of all, the EVR System permits the student to make the best use of his time—and to go at the rate that is most suitable to him.





**CBS
ELECTRONIC
VIDEO RECORDING**

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