



Electronic Video Recording and the Motorola Teleplayer™... a whole new thing in communications

EVR — the most talked about new product introduction in the decade — is fast becoming the new communications medium for business, industry, education and entertainment.

Traditionally, the most discerning watchdog of any new departure from existing methods is the press. Their critical comments are designed to inform, based on their qualifications as professionals.

See how they reacted to this new medium and the first demonstrations of color EVR.

EVR: Out front and gaining

"The most powerful persuader at the Pierre Hotel, to me, was the color EVR demonstration. The scene suddenly went color-bright, clean good color, better than this reporter has ever seen on a TV set before. Know what happened then? The press broke out into spontaneous applause."

Ted Green, Back Stage magazine

**Motorola
Teleplayer
the new
communicating
medium for
business,
industry and
education**

**MOTOROLA SYSTEMS INC.,
Education and Training Products**

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M, Motorola and Teleplayer are trademarks
of Motorola, Inc. EVR is a trademark of the
Columbia Broadcasting System.



We Promised color with a Quality Never Seen Before . . .

"The Teleplayer device is as easy to operate as a telephone, and the colors in a variety of entertainment and educational programs had almost a phenomenal clarity and fidelity."

New York Times News Service

"The Color was most Impressive . . ."

Washington D.C. Star

"Boston's audiovisual community saw and applauded the high color quality in Motorola's first generation EVR player, and the added dimension color EVR brings to training, education, and entertainment."

Billboard Magazine

"Color reproduction is unexcelled . . ."

Associated Press

"For fun, a segment from the film 'The Prime of Miss Jean Brodie' was stopped and made into a still picture. In leisurely fashion, one could examine the exquisite pastel color shadings, discuss the director's intent and appreciation of composition . . ."

New York Times

"The initial demonstration . . . impressed viewers with the sharpness and fidelity of the EVR colors and the apparent ease with which the system may be operated."

Broadcasting Magazine

"Color demonstrated on TV monitors last week was undeniably true, clear, and sharp . . ."

Merchandising Week

"At the demonstration, scenes from 'Hawaii 5-0,' 20th-Fox's 'The Prime of Miss Jean Brodie' and 'You're a Good Man Charlie Brown' were shown with excellent color reproduction."

Box Office Magazine



Zanuck, pioneer film-maker, calls EVR color "truly remarkable"

Hollywood Reporter

EVR: Out Front

"The race isn't always to the swift, nor the fight unto the strong, but that's the way to bet, baby!"

"The projection for the audio-visual cassette business is \$1 billion in sales by the end of the decade. At the present time, CBS with Electronic Video Recording (EVR) system, which uses thin, highly miniaturized film in its cartridges, has a clear lead over the rest of the field in the U.S. Motorola, which is producing the playback machines, will have the rigs coming off the assembly line this summer."

Herm Schoenfeld, *Variety*

WHO'S PLAYING CATCH-UP NOW?

"I don't mean to favor the EVR system over the other home video systems now being developed by major companies . . . It's just that Motorola is about 2 years ahead of the competition . . ."

Marilynn Preston, *Chicago Today*

EVR SPANS EUROPE

"Major agreements have been completed spreading the EVR network across Europe. 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. CADIA will create EVR materials in medical, agrochemical, scientific, encyclopedic and purely cultural topics."

In Germany, Robert Bosch GmbH of Stuttgart has been licensed to produce and sell EVR players. And in Italy a consortium formed by Mondadori and Zanussi will introduce the system."

Back Stage

The medium may be better than the message

"The player is going to turn the home TV screen into the most effective do-it-yourself teaching device since the printed page, and the most convenient media ever for the distribution of commercial entertainment."

Harley W. Parker, *Research Associate*, Marshall McLuhan

\$100 MILLION A YEAR ISN'T BAD FOR A START

"Others may be less sanguine about the industry's prospects, but almost all are convinced that playback hardware volume will exceed \$100-million annually within the next three or four years. Since over 20 million color TV sets are now in use, plus 85 million more black-and-white units, that projection seems conservative enough."

Barron's National Business and Financial Weekly

EVR is a new medium . . . a new dimension

"It's not just another tool in an audiovisual kit. A user, whether he be a classroom teacher or a man in his home, is freed from the fixed program material and time schedule inherent in broadcasting of closed-circuit educational TV; he has absolute choice over material, and over when, how, and at what length he can use it."

Fortune

Under promise and Over perform

"The new color unit at \$795 sells for the same price at which the monochrome set was originally fixed to be sold and will go into full commercial production by September this year . . . almost one full year ahead of the date originally set."

Radcliff Joe, *Billboard*



EVR A GIANT BREAKTHROUGH NEW HOPE FOR INSTRUCTIONAL T.V.

"Instructional television, potentially the most constructive use of the electronic medium, has been a distinct disappointment—although not an outright failure—for rather simple and obvious reasons:

Its use has not been under the control of the teacher; A battery of transmitters, either over the air or on closed circuit, is needed to cover a fraction of a school's curriculum; It is practically impossible to devise a schedule suiting the convenience of many schools simultaneously, and a taped or filmed program may move too fast for maximum absorption of content."

Fortunately, a way is now open to eliminate all these obstacles and achieve a reduction in cost far beyond anything previously conceived. The solution lies in the electronic video recording device . . . An important feature of EVR is that the device can be stopped at any point in a program—or a given segment instantly repeated—so that the teacher is the master and not the slave of his electronic aid. And the hour at which a program is shown lies solely within the discretion of the teacher or school."

Jack Gould, *New York Times*

Teleplayer Renews hope for Teaching Potential

"For fun, a segment from the film 'The Prime of Miss Jean Brodie' was stopped and made into a still picture. The same could be done with instructional material ranging from medicine to mathematics. In a recorded lecture, for example, explanatory material could be repeated as often as necessary."

Atlanta Constitution

"It is scant wonder British and Swedish school officials are eager to obtain EVR units as soon as possible. If a motion picture scene can be 'frozen' and studied at leisure, so can a complex mathematical equation, the diagnosis of a brain injury, or an artistic masterpiece."

Phoenix, Republic

Federal Agency hails EVR breakthrough

"Operating with two tracks, the device allows the viewer the chance to switch to a second track where related material to that on the first track can be viewed. Educators consider these abilities vital in audio visual instruction because a student can spend as much time as necessary to understand a particular point without missing the rest of the lesson."

School Progress Reaches Each District, a federally funded agency designed to keep educators updated on new developments, brought the EVR to Bridgeport. SPRED Director Dr. A. G. Brackett said the EVR device is a "tremendous educational breakthrough."

Bridgeport, Telegram

Player device offers new capabilities as teaching aid

"The miniature EVR film, roughly one-tenth the area of a standard 16 mm film, can be easily indexed so that a viewer or student can quickly pick out precise material from what might be likened to an encyclopedia wired for movement and sound."

Dr. Gerard R. Sava, chief of neurosurgery at Stanford Hospital was present at the demonstration. He is working on an EVR film to instruct young interns in the rapid diagnosis and treatment of head injuries, which are especially common in automobile accident victims brought to a hospital's emergency room."

New London Day

The EVR device is as easy to operate as a telephone

"Don Allen, art director for the Denver Public Schools, attended a demonstration of the EVR system in New York City recently. He came back home impressed by its performance and enthused by its potential as an educational device. Allen said the color reproduction was excellent, and that as instructional material becomes available, it will allow much more flexible scheduling of classes."

Bob Tweedell, *Denver Post*

Cartridge of the month surely will be a reality

"Both CBS and Motorola spokesmen have stressed that the initial EVR system is designed for business and industrial use, but acknowledged it is the precursor of a new phase of home

entertainment equipment which ultimately will enable a TV set owner to screen his favorite motion pictures at any time."

Oregon Journal

TV EQUIVALENT OF LP RECORD SHOWN IN EVR DEMO

"It's only a matter of time before you'll be able to see your favorite Walt Disney G-rated movie; or the X-rated Midnight Cowboy; or the XXX I am Curious (Yellow) in your living room, on your own TV set, any time you please."

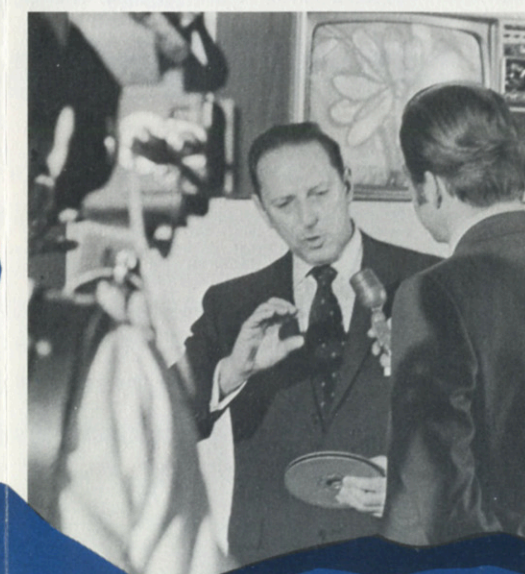
Philadelphia Inquirer



Pick TV Programs from album rack

"The dream of picking up a new movie at a supermarket or taking it out on loan from a library no longer seems quite so remote. The EVR system gives the viewer the power of choosing the program he wants to see in the same manner as he can buy a classical or rock music album. He can play the program at any time, and there are no commercials."

Chattanooga Daily Times



FILM PRODUCERS TO REAP NEW PROFITS

"Fox's Zanuck hailed EVR as a major development in film presentation. He compared EVR with the advent of sound, color, and Cinemascope, and said that EVR in his judgment, promises to broaden considerably the horizons of film profitability."

He later 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 all the benefits which will accrue to all segments of the film industry—producer, distributor and exhibitor—through the expansion of the market for feature films."

Variety, New York

EVR Beats Competitive systems

"Zanuck said that he and his technical people have looked at other systems and came to the conclusion that this (EVR) is the best . . . the simplest to control. He also made the distinction that the EVR cartridge market is viewed as separate from the TV syndication market and that 20th would stay in both."

Film & Television Daily

General Music of Atlanta signs with Motorola

" . . . Leonard Elliott, chairman of General Music, said his firm is combining production of EVR cartridge music education courses with marketing of the Teleplayers for use by educational institutions. This agreement makes General Music one of the first combined-distributors to produce educational programming specifically for the EVR format."

Home Furnishings Daily



Motorola inks deal starring Rowan & Martin, Jack Benny George Burns . . . others to follow

"Motorola recently reached agreement with Arm Productions, Los Angeles, for production of three EVR programs, starring Rowan & Martin, Jack Benny and George Burns . . . (ARM president Norman Abbott revealed in a joint announcement with Motorola)."

The program is designed, initially, for Motorola's hospital package—for viewing by patients bored with normal broadcasting fare. Other programs could be produced for home screens when system is made available to the private consumer . . . expected sometime in 1972."

Daily Variety, Hollywood