



HOSPITALS GET TELEPLAYER NETWORK FOR RESTLESS PATIENTS, STAFF TRAINING

"Prescription TV", the 1st closed circuit TV network with high quality programming for patient entertainment and orientation, and staff training, was unveiled last Fall at the Houston convention of the American Hospital Association.

The Teleplayer system includes 63 titles on a broad range of sports, adventure, travel and health subjects. Comedy features star Rowan & Martin and Jack Benny, for example, and were specially produced for Motorola.

Other features are now being converted for expansion of the basic package of titles. Cassettes now available include NFL Football, Marciano-Clay computer fight, Warren Miller ski films, and Indianapolis 500 and other championship auto races. Other cassettes offer specialized instruction for patient education, staff training and continuing professional education.

Teleplayer units and cassettes are now being marketed to hospitals by Motorola's Institutional Electronics group, which is the leading supplier of hospital communications systems.

POLICE ENDORSE TELEPLAYER SYSTEM

FOR TRAINING
AND COMMUNITY RELATIONS

Law enforcement officers throughout the U.S. and Canada recently saw their first demonstration of a Motorola EVR Teleplayer System and they enthusiastically embraced the concept.

Interest ran high in the cassettes from the Motorola Teleprogram Center, which offered a complete 19 title professional program specially produced for training new and veteran officers by station WGBH in Boston with Department of Justice funding and guidance.

In addition to training cassettes, others contain meaningful programming for the community . . . such as drug problems, alcoholism, driving safety, etc. Still others are available for community entertainment subjects, championship sports, adventure, travel, "how to" programs for developing vocational training skills, and many more, designed to promote understanding in a community and improve the quality of our society.

The basic Motorola package of program cassettes and Teleplayer units is now being marketed to law enforcement agencies by the nationwide sales force of Motorola's Communications Division which is the leading supplier of mobile and portable radio communications in the world.

LEADING MANAGEMENT CONSULTANTS

TO APPEAR IN EVR CARTRIDGES

Showing decision-making executives how to be effective, as well as competent, will be one of the first of many business oriented EVR series available to U.S. business and industry.

BNA Films, a division of The Bureau of National Affairs, Inc., will make available for distribution the Peter F. Drucker "Effective Executive" series. In addition, other consultants in the BNA stable, soon to be available in EVR, are Frederick Herzberg, David K. Berlo, Saul W. Gellerman and Gordon L. Lippitt.

The BNA series is designed for a complete "in-house" training program for companies and organizations of all sizes.

MOTOROLA TELEPROGRAM CENTER SCORES WITH NFL FILMS FOR EVR

A pair of the most popular NFL football films are now in the process of being converted to EVR cassette television. The color 25-minute cassettes will be marketed by the Motorola Teleprogram Center in special packages for institutional and business entertainment, hospitals and community relations. The shows are the 1968 Jets-Colts Super Bowl Game and Football Follies.

GEORGE ALLEN'S FOOTBALL SAVVY

READY IN EVR FOR
SPRING PRACTICE

The first Cassette Television programming for young athletes, a series of 11 football-teaching films by George Allen, general manager and head coach of the Washington Redskins, will be available in EVR. "These programs are designed to teach young football players the proper way to start, run, block, pass, catch, tackle, etc.," Allen said. "And in addition, exciting NFL film sequences show these basic skills in active use in games."

The George Allen series is the first sports series produced by the MOTOROLA TELEPROGRAM CENTER. Motorola will offer a package including an EVR TELEPLAYER unit, the 110 minutes of programming in the George Allen series, and a copy of Allen's instructional book "Inside Football." The color programs, which star 11 members of the Los Angeles Rams including 9 all-pros and which are narrated by ex-pro Pat Summerall, are based on the Allen book and stress fundamental techniques. All 26 NFL teams are featured and show how the top stars in the game do things right, and occasionally wrong, with disastrous consequences, in the midst of the action and violence that is professional football.

Ed Sabol, President of NFL Films Inc., which produces all official National Football League game movies, and which filmed the Allen Series,

said, "These programs are the first designed specifically for coaching using Cassette TV. They represent an exciting step forward in the production of instructional cassettes."

"Any high school coach and many college coaches can use these stimulating films to great advantage," Allen said. "Use of the new Cassette TV medium for TV playback of the programs provides several significant advantages in the teaching situation. Television is essentially more personal than 16mm film," he said. "It holds the attention and interest of young players. But more important with lights-on viewing, the coach can relate better to his players and determine whether they are learning the techniques. With EVR, he can stop the program and amplify any segment; he can replay a sequence time and again to show just how the movements are made; or he can stop the action and advance frame by frame to pinpoint some important aspect of the subject."

"Furthermore," Allen said, "the simplicity of using the EVR TELEPLAYER unit makes it possible for players to show the films to themselves in small groups. The backs, for instance, can get together and study the films on running with the ball, pass receiving, and blocking."

Further information regarding the availability of the series can be obtained from the MOTOROLA TELEPROGRAM CENTER, 4501 W. Augusta Blvd., Chicago, Ill. 60651.

MOTOROLA "PIT CREW" TEAMS NOW IN PLACE TO SERVE CUSTOMERS

Motorola electronics teams, trained extensively in the repair and service of EVR Teleplayer units and TV receivers, have now established a beach head across the U.S. and Canada and are awaiting their first test. As Teleplayers are now being shipped, customers in 84 major metro areas can be assured of competent repair service.

By the end of the 1st quarter, 1971, over 400 well-trained companies, in 200 major metro areas, will be available to service Teleplayer units. This network is the largest service support team for a new audio-visual product in history of the industry.

Care to contribute/Need extra copies?

Write to Dan Lees
Motorola E & T Products, 4501 W. Augusta Blvd.
Chicago, Ill. 60651
or phone 312/772-6500, Ext. 2230

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1971 YEAR OF DECISION FOR CASSETTE TV

Lloyd W. Singer, Vice President of Motorola Systems, Inc.,
Director, Education and Training Products

The next 12 months will see a clarification of the confusion surrounding conflicting claims of Cassette TV developers.

This clarification will help provide a much firmer base for the growth of our technology as a new, exciting major communications medium.

Cassette TV was really born in 1970. Many systems were announced, the first volume orders were received from customers, and the industry was given tremendous recognition in the public press for the impact it would one day have on the consumer.

The turbulence in the press in 1970 with claims and counterclaims regarding hardware features and costs will yield to some very basic and clear facts in 1971.

Electronic Video Recording (EVR) will dominate the scene as more and more domestic and foreign electronics manufacturers endorse the system via CBS's licensing program. EVR will dominate the markets as Motorola begins high volume shipments of EVR TELEPLAYER units from its Quincy, Ill., plant and CBS-EVR begins cassette shipments from its processing plant in Rockleigh, N.J. in February. We predict that Cassette VTR (Video-tape Recording)—in any of the four or five incompatible formats—will not be in customer hands until fourth quarter 1971, if then. VTR standardization will not occur until 1972 or later.

EVR will dominate the software scene, as well. The emergence of the format as a standard and the acceptance of this standard by major manufacturers throughout the world will stimulate producers to enter the format with their existing and new programming. Cassette marketing concepts such as the MOTOROLA TELEPROGRAM CENTER, which allows producers to expand their markets with minimum risk through Motorola's distribution strength, will accelerate the flow of programming. Our library of rights is growing into the thousands, and we expect additional new distribution agreements with small entrepreneurs as well as the giants of the distribution field to be consummated in 1971.

New Cassette TV production expenditures will be modest in 1971. These dollars will flow toward



the innovators and experimenters who recognize the vast media differences between Cassette TV and other formats. Much of this money will be spent on education and training product rather than entertainment. The exaggerated dollar estimates in the press from major companies are misleading and damaging to the new industry.

The market focus will definitely be non-consumer. However, both educational and consumer oriented program producers and distributors in markets such as hospitals, businesses, schools, hotels and motels, governmental agencies will be packaging and selling hardware and software that will find their way into the home. These will provide excellent information for the consumer market.

As for the consumer market, we believe it will start in 1973 and not achieve high volume until the mid to late '70s. Extensive research is required before consumer needs can be defined. The distribution problem is immense. A rental business is obviously going to develop that will need extensive testing and experimentation before success is achieved. Direct mail merchandising as well as local audio-visual dealerships will be involved. Traditional patterns of software marketing may be utilized, but innovative patterns stand the best chance.

Relevance and quality of programming are fundamental to the success of the format. High standards will be vital if we are to avoid derogatory labeling by a public growing more enlightened and critical. Since the market is several years from fulfillment, we had better gear to today's high school and college youth who will be the consumers of our offerings in the late '70s. Their demands, standards, values, and communications needs are substantially different from those of the older generation.

Despite the many challenges required to succeed, we are participants in one of the greatest revolutions in communications history. Cassette TV will bring sociological change and financial reward in the '70s as profound as the advent of broadcast television in the '50s.



MOTOROLA & BELLEVUE-PATHE LTD.

CROSS-MARKETING PACT WILL COVER CANADIAN AND U.S. MARKETS

An agreement to start the flow of EVR cassette program materials between Canada and the United States was recently reached between Bellevue-Pathe Ltd. and Motorola. Bellevue is Motorola's master distributor in Canada for EVR Teleplayer units.

At the same time, the National Film Board of Canada, granted the Motorola Teleprogram Center the exclusive U.S. rights to convert and distribute the NFB library of over 1000 films in EVR cassette format.

Bellevue-Pathe's marketing plans call for assembly of total packages of EVR cassettes and Motorola Teleplayers for schools, hospitals, CATV and business training usage across Canada. They will also distribute cassettes from the Motorola Teleprogram Center to Canadian users.

Bellevue-Pathe has also been appointed as CBS-EVR's exclusive distributor for cassette processing in Canada.

WARREN MILLER SPORTS FILM

NOW IN MOTOROLA TELEPROGRAM CENTER FOLD

Skiing, Surfing, Sailing, you-name-it in outdoor sports, and you'll find it in the new EVR cassette TV format from the Motorola Teleprogram Center. The latest producer to bring his string of action flix into the Motorola stable is Warren Miller Productions of Hermosa Beach, Calif. Right now, five of Miller's classics are being processed. They are "The Competitive Edge," highlights of a variety of winter sports; "Racing Rhythms," an impressionist version of a day at the pony track; "Up The Raging Colorado," a record-breaking boat trip against the treacherous current; "The American Ski Technique," featuring some of the great Yanks of skiing; and "Techniques of Powder Snow," showing waist-deep downhill runs through the fluffy stuff.

Due next for conversion are some of Miller's best in surfing and catamaran sailing . . . along with more skiing.

Action sports such as this are being marketed in the Motorola Teleprogram Center's institutional entertainment and community relations packages.

National Film Board



NATIONAL FILM BOARD OF CANADA

RELEASES ITS LIBRARY TO MOTOROLA FOR U.S. DISTRIBUTION

One of the most significant distribution deals in motion picture history was recently concluded when the National Film Board of Canada (NFB) signed agreements with Motorola Inc. and its Canadian Distributor, Bellevue Pathe Ltd., Montreal, to convert and distribute its films in the new EVR cassette format.

Sidney Newman, Chairman of the NFB, announced the agreement in Montreal and reported he was "gratified with Motorola because the giant tele-communications concern was putting its vast resources behind the EVR format . . . and would ensure the board's film cassettes would get wide distribution in the U.S. by the Motorola Teleprogram Center, and in Canada by Bellevue Pathe Ltd."

Thus, some of the most creative and prestigious films ever made will soon be available in EVR cassettes from the Motorola Teleprogram Center. At this writing, some 1200 titles, many world-wide award winners, are being screened by Motorola's Education and Training Products Unit. Approximately 200 of the film board's top titles will be in cassette format early in 1971.



MAJOR LIBRARIES TAP EVR FOR CULTURAL ENRICHMENT

Nearly 200 of the major public libraries in the U.S. have become the charter users of a Motorola/CBS EVR system. The National Film Library Information Council recently announced the initial conversion of over 100 titles in the areas of Science, Social Science, How-to-do-it, Music, Art and Travel. Many more libraries are expected to join the program in the near future.

EQUITABLE LIFE BECOMES 1st USER

TO PUT TELEPLAYER SYSTEM IN SERVICE

A new era for audio-visual media in business and industry recently unfolded as the Equitable Life Assurance Society became the first major company to adapt the Motorola Teleplayer system for broad employee communications. Equitable will initially place a Teleplayer system in each of their 200 sales offices and develop programming specifically geared for agent training. Thomas F. Hatcher, Director of Equitable's Learning Systems, said "our training cassettes place special stress on helping the sales agent succeed in the critical second and third years of his insurance sales work. The years when the typical sales agent needs the strongest support."

At the same time, Videorecord Corporation of America, Westport, Conn., has developed a unique plan for Equitable's 8000 agents. Video Record Club, a new company dedicated to the EVR cassette system, will offer a Motorola Teleplayer and EVR cassettes from their library, to agents and their families. Under the innovative plan, which is believed to be the first of its kind, each participating agent can order programs from Video Record Club on a rental basis. These will include a diverse range of interest such as, self-enrichment, entertainment, sports, cultural and moral value. Programs in the library are designed for use by all the family, while other programs contain socially relevant topics for Equitable agents to offer in community service presentations to service clubs and other local groups.

1971 YEAR OF DECISION FOR CASSETTE TV



Keep me informed about the Motorola Teleprogram Center and other EVR developments. Add my name to your exec newsletter.

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