

Prescription TV is here!



Motorola brings you
a new system to raise
patient morale,
lower nurse calls,
and speed staff
training...

Your own TV network

The Motorola *Teleplayer*™ System, complete with prescription programs for patients and staff.



With the Motorola hospital network package, you can telecast programs you prescribe to any or every TV set in your hospital. Just drop a cartridge into the *Teleplayer* unit and press a button.

Motorola gives you a whole television network in one neat package.

You get a Motorola *Teleplayer* unit that telecasts programs through your master or individual set antennas.

And you get a full schedule of programs specially selected from the Motorola library for your patients and staff.

Hospital-researched programs

Motorola conducted two years of research with the aid of the Hospital Research and Development Institute to find out what programs would best meet hospital needs.

Result: your starting lineup contains diver-

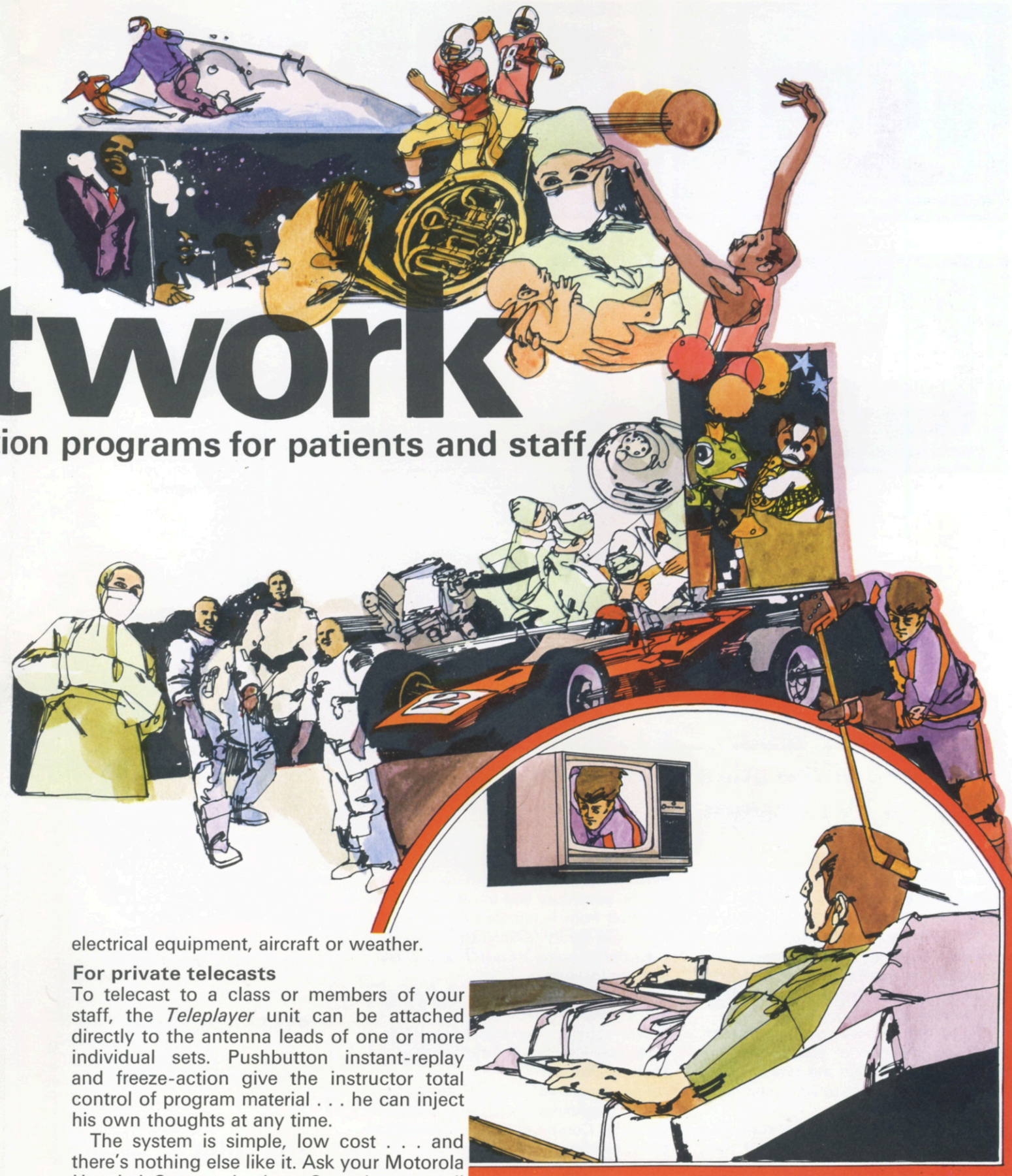
sional therapy programs . . . programs to reduce nurse calls by keeping patients entertained . . . programs to explain hospital costs and orient patients to procedures and services . . . programs to accelerate staff training . . . and many more.

They're all in compact EVR cartridges. And telecasting them couldn't be easier.

For viewing throughout your hospital

To telecast to patients, you need only one *Teleplayer* unit connected to your master antenna. Programs are transmitted, sharp and clear, to every TV set in your hospital.

There is no interference from hospital



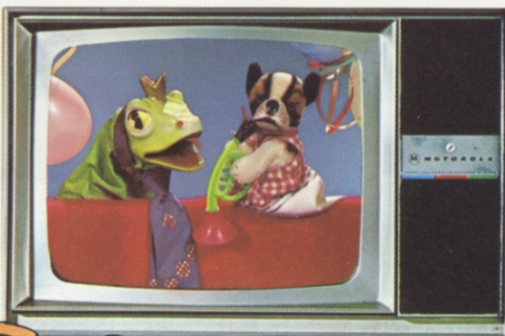
electrical equipment, aircraft or weather.

For private telecasts

To telecast to a class or members of your staff, the *Teleplayer* unit can be attached directly to the antenna leads of one or more individual sets. Pushbutton instant-replay and freeze-action give the instructor total control of program material . . . he can inject his own thoughts at any time.

The system is simple, low cost . . . and there's nothing else like it. Ask your Motorola Hospital Communications Consultant to tell you all about the exciting new hospital network TV package now.

Turn the page for a preview of your starting lineup of programs . . .



Rowan & Martin, Jack Benny and Joe Namath are some of the stars who'll appear on your hospital TV network.

In your first program package you'll receive EVR cartridges to entertain male patients (the ones who're bored by daytime network programming), cartridges to keep youngsters occupied, cartridges on rehabilitation, hospital costs and charges, and details of hospital services seldom seen or understood by the public. It's a real public relations tool.

You'll also receive cartridges for instructing your staff on such subjects as safety, fire prevention and avoiding lawsuits, plus cartridges to help train high-turnover personnel.

Many shows, featuring stars like Rowan & Martin and Jack Benny, have

been specially produced for hospital television by Motorola. Others, such as sports, adventure and travel, have been selected from hundreds of films in the Motorola library which were reviewed with the Hospital Research and Development Institute.

In addition to the start-up package, you'll have frequent opportunities to refresh your program schedule with new cartridges which will be offered by the Motorola library.

Find out all about the Motorola hospital TV package now. Your Motorola Hospital Communications Consultant can give you complete details.

Here's a sampling of your start-up package of prescription programs, for your patients and staff.

SPORTS

NFL Football, Surfing, Golf, Famous Prize Fights...

COMEDY

Rowan & Martin, Jack Benny, Mr. Magoo...

SCIENCE

The Quiet Revolution, The Embryo...

ADVENTURE

Apollo 11, The Competitive Edge, Up the Raging Colorado...

HEALTH

Bathing the Baby, The Stroke Victim, Nursing as a Career...

HOSPITAL ORIENTATION

Your Hospital Bill, The Rebuilders, Pulse of Life...

STAFF TRAINING

Safety on the Job, Bathing the Patient, T.P.R., Patient Feeding...

AND MORE...



MOTOROLA Institutional Electronics

MOTOROLA SYSTEMS INC., INSTITUTIONAL ELECTRONICS, 4545 WEST AUGUSTA BLVD., CHICAGO, ILL. 60651



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