



See us at Booth 398 NAB

CEI's newest camera goes out for the long ones.

CEI's new 330 can take you from one end zone to the other, from the tee to the green or anywhere up to 2400 feet from the control unit to the camera head.

You can achieve this extra half mile of reach at about half the cost of comparable equipment, plus the CEI-330 gives you more camera control at the electronics unit. Add to that the fact the CEI-330 is reliable, requires minimal power, is compatible to TV-81, and is of U.S. manufacture. We think you'll agree the 330 is your best buy in video today.

For the many CEI-310 users across the land, your system can be easily converted to a 330.

CEI

880 Maude Avenue, Mountain View, CA 94043
(415) 969-1910 (Telex) 348-436

More about the 330 system

Based on CEI's successful 310 field production camera system, the 330 extends cable range between camera head and electronics unit to 2400 feet without compromising color control or signal-to-noise ratio. Yet cost is half that of comparable systems.

Carrying R G and B video from the head, the 330 has no signal to noise reduction or RF/AGC problems associated with triaxial systems on long cable runs. Fewer circuits and lower power requirements at the camera head reduce total system cost and promise better reliability. The CEI-330 may be used with various cable-types—standard TV 81, mini TV 81 and CEI's new micro-cable.

Two components, a camera-head-addition (CHA) and an auxiliary power supply, plus one board change convert a 310 camera system to the remote 330 configuration. The three-pound camera-head-addition provides viewfinder control switches and micro-cable connectors. Buffer amplifiers add timing and test signals while offering matched impedance for TV 81 cables.

The auxiliary switching power supply produces all needed voltages. The replacement board in the electronics unit provides cable compensation circuits with front panel switches for distance adjustments.

New cabling offers better camera control.

New CEI micro-cable carries three (RGB) video signals, viewfinder video and camera head control—timing pulses,

vertical and horizontal centering and sizing, iris control, on-off switches for beam, tally and test, IC and program sound (for headset), two spare analog channels, and one spare on-off control.

While the CEI micro-cable offers RGB and more complete camera control, total system cost is far less than for triax. Cable cost and diameter is comparable to triax, but CEI interfaces at the camera head and electronics unit are much less expensive.

Field or studio use.

Modular configuration optimizes the system for field or studio use. The 330 version provides simple, long remote feeds with standard or micro-cable interfaces. Then, with a few quick field changes, the 330 can be converted to a 310 to regain use of unique 310 camera control features.

Modularity also prevents obsolescence. Plug-in EU option boards provide for user-designed enhancements or extra CEI features, such as SMPTE time code generator, window shade for automatic iris, and automatic pedestal for black value assignment.

Availability.

Existing 310 systems can be upgraded to 330 for approximately \$12,000. When upgraded, the 330 system can be operated as a 310 or a 330. Delivery is sixty days from receipt of order.

For more information, write or call CEI, 880 Maude Avenue, Mountain View, California 94043.
Telephone: (415) 969-1910.