PRESS INFORMATION

ZENITH®

presents

a salute to Television's
25th Anniversary

Sept. 10th ABC-TV – 9:30 p.m. (EDT)


ZENITH

CHANGING TIMES IN TV -- Zenith's first television (left) had an 11-inch porthole type round screen and received standard UHF TV channels. A sign of the times of change is the company's ultra-modern styled Avante' I with a 25-inch diagonal screen, solid state chassis, bright super Chromacolor* picture tube, and stylish Bermuda shell white lacquer base with grained rosewood color top.

Zenith Radio Corporation
1900 North Austin Avenue
Chicago, Illinois 60639

SA-8472-8A

*Trademark


ZENITH
ZENITH
presents it's own
featuring
ZENITH'S OWN DESIGN
ZENITH'S OWN CIRCUITRY
ZENITH
1 Face Section
2 Decorative Mask
3 Glass Screen Plate
4 Aperture Mask
5 Cone Section
6 Tri-gun and Base Assembly

This is the first color TV set from Zenith Radio Corporation assembly lines on November 19, 1953 -- just in time for the first color broadcast of the New Year's Day Rose Bowl Parade. Zenith was one of only three manufacturers to demonstrate its own color TV set, identical to this one, to the Federal Communications Commission in 1953. In 1961 Zenith introduced its first major line of color sets available to consumers for home use.

Zenith Radio Corporation
1900 North Austin Avenue
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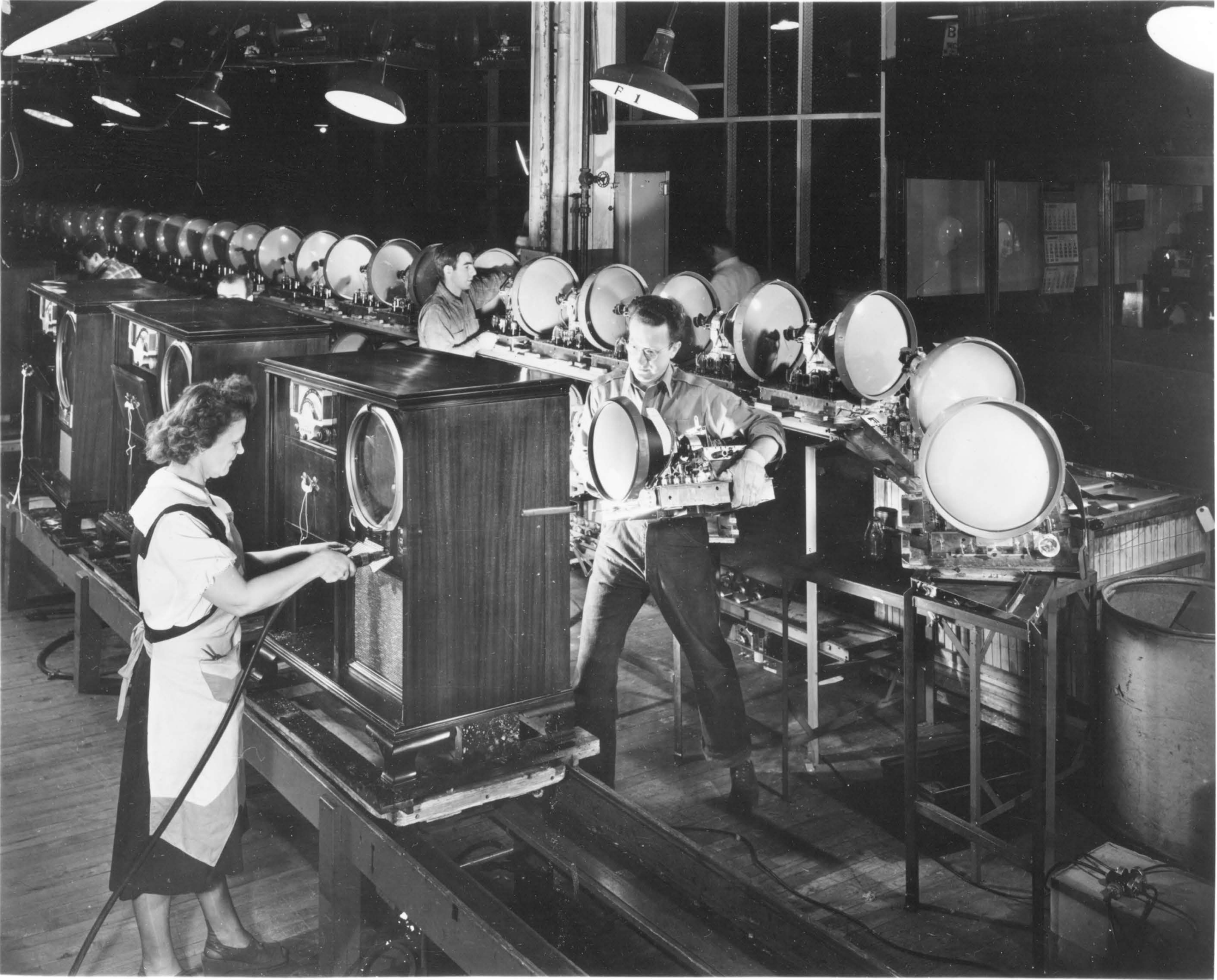
SA-8472-9C



The marriage of TV picture tubes, fine wood cabinetry and complex electronic chassis took place in 1950 at this Chicago manufacturing facility of Zenith Radio Corporation. These sets, featuring TV, FM/AM radio and phonograph, were among the first three-way combination black-and-white sets for home use by Zenith.

Zenith Radio Corporation
1900 North Austin Avenue
Chicago, Illinois 60639

SA-8472-6A

FACT SHEET

August 1972

CHRONOLOGICAL HISTORY OF TV AT ZENITH

1939 Zenith goes on the air with W9XZV, the nation's first all-electronic television station built to then-current standards.

1941 Zenith builds a laboratory VHF color transmitter, receiver and studio equipment, including direct pick-up cameras. W9XZV transmits first color broadcasts in Chicago. They were used by Zenith and other manufacturers for receiver design.

1946 Zenith continues to provide the only experimental color signals in the Chicago area from its laboratory VHF color transmitter up until 1950.

1948 Zenith enters the black-and-white television market with two table, four console and three console combinations, all with round "Giant Circle" screens. At that time conventional screens were small and rectangular with much of the tube face masked. New Zenith sets all included capacity for UHF in the turret tuner, unlike other sets on the market.

Zenith acquires the Rauland Corporation, Chicago TV picture tube manufacturing facility, to assure a continuing supply of picture tubes.

1949 Rauland and Zenith develop the Glare-Ban "black" tube. Its special oxide lens gives a rich quality to the gray and black portion of the TV picture while reducing glare from the extreme white portion of the picture. Other manufacturers quickly follow suit in this development.

Zenith color TV receivers were used successfully by Smith, Kline and French to demonstrate surgical operations in full color over closed circuit TV.

1950 A "Lazy-Bones" station selector, wired to the TV set, was developed. It permits the TV viewer to change reception from one station to another while at ease in an armchair fifteen feet or more away from the set.

(MORE)

1951 "Fringe Lock" circuit, introduced in September black-and-white TV line, greatly extends the range of good TV reception, blocking out signal interference to picture synchronizing in weak signal areas.

1951-53 Using its Chicago TV transmitters, research facilities and talents, Zenith contributed to the development of the NTSC (National Television Standards Committee) color television system. The system was approved by the FCC in 1953.

1952 Introduction of the then-27-inch diagonal TV tube -- the largest rectangular tube ever to appear in a TV set.

1953 Zenith is one of 13 manufacturers demonstrating compatible color TV before the FCC, one of three manufacturers which used color tubes of their own manufacture. All 13 manufacturers exhibiting had the same size tube -- one that gave a picture under 14 inches.

1954 Zenith demonstrates a then-21-inch rectangular tube color set to its distributors, so was the largest rectangular color tube thus far demonstrated by any manufacturer. However, Zenith reaffirmed that the company had no intention of marketing color TV at this time until it had been perfected.

1956 Space Command* remote control is announced. It marks the first use of ultra-sonics in the home.

1958 Zenith presents first TV newscast for hard-of-hearing with sign language account that corresponds to the announcer's reporting.

1960 Zenith introduces the Gold Video Guard, a new advanced design turret tuner for home TV sets. The tuner introduces "Perma-Set," permitting independent fine tuning adjustment on each TV channel.

1961 Zenith enters the color TV market with a 10-receiver line of sets. These signaled the beginning of mass marketing of color television.

1964 Zenith introduces the industry's first 23-inch rectangular color television tube at a national meeting of distributor executives.

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(MORE)

1965 Zenith announces the first American battery-operated all-transistor handcrafted portable TV set.

1966 Zenith demonstrates new approach to display of TV pictures with experimental laser system that produces large-size pictures for projection with sharpness and detail approaching that of a conventional TV picture.

1968 Zenith announces the development of the first integrated color processing circuitry for color television receivers. Incorporating a completely new approach to color control in the TV set, the system has the complex and critical assignment of extracting color information from the composite video signal, processing it, and supplying it in precise balance to the picture tube for full color reproduction.

1969 Zenith announces patented "new generation" 23-inch diagonal Chromacolor* TV picture tube. Developed by a team of Rauland scientists, the tube delivers a picture brighter and with greater contrast than previous tubes of its size.

1970 Zenith announces development of a unique light-emitting diode which emits virtually any color of the visible spectrum, and has potential application in TV tubes and mural TV.

Two new Chromacolor tube sizes, the 19- and 25-inch diagonal, are introduced.

I-R-100 Award sponsored by Industrial Research, Inc. was presented to Zenith for the "new generation" Chromacolor picture tube. It was the only consumer electronics product selected by the panel of judges for top recognition.

1971 The 16-inch diagonal compact Chromacolor tube is introduced.

1972 Zenith introduces a brilliant new super Chromacolor TV picture tube which represents a further major step-up in brightness, contrast, picture detail, and richness of color. The advanced tube, in four different screen sizes -- 16-, 19-, 23- and 25-inch diagonal -- features a new iris mask design, new more brilliant phosphors, and new electron gun accuracy.

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FACT SHEET

August 1972

ZENITH RADIO CORPORATION: A BRIEF PROFILE

Zenith Radio Corporation is a leader in color and black-and-white television sales and a major manufacturer of stereophonic music systems, radios, hearing aids and associated testing equipment, and other special electronic products.

The company had its beginning in 1918 shortly after World War I, when two young radio amateurs, Ralph Matthews and Karl Hassel, set up what they called a factory on a 28 square foot kitchen table and began manufacturing radio equipment for other amateurs. Their tools were pliers, screwdrivers, a hand drill, and a soldering iron that they heated over a burner of a gas stove.

The name Zenith, "the highest point," was derived from the call letters of the amateur radio station, 9ZN, that they operated.

During its more than 50 years, the company has built a tradition for quality, service, innovation and leadership in consumer electronics, and Zenith scientists and engineers have produced a long line of industry "firsts."

In radio --

- The world's first portable radio.
- The first radio with pushbutton tuning.

In TV --

- Glare-proof black-and-white television picture tubes.
- Integrated color processing circuitry for color TV.
- Ultrasonic wireless remote control for home TV's.

(MORE)

. A family of super Chromacolor* picture tubes, in four different screen sizes that offer a major step-up in brightness, contrast, picture detail and richness of color.

The Stereo FM standards for broadcasting, approved by the Federal Communications Commission with only minor modifications, are based on the Stereo FM system pioneered and developed by Zenith. Their adoption in 1961 and the beginning of Stereo FM brought a new dimension to FM radio and ushered in a new era in the enjoyment of FM radio listening in the home.

Using its electronic know-how in another field, Zenith produced the first low cost hearing aid in 1943. The company is still one of the largest producers of such aids, both in units and dollars.

In 1948, Zenith entered the black-and-white television receiver manufacturing business. Although the company was not the first in that market, Zenith became number one in slightly over ten years and has remained so.

In color television, as in black-and-white, Zenith did not enter the market until its engineering and quality staff proved that the product was ready for the consumer market. Though compatible color television was demonstrated before the Federal Communications Commission in 1953, Zenith did not introduce its first color television sets to the market until August of 1961. In spite of its late start, the company moved rapidly to a position of leadership in the color television field.

Zenith's ability to overcome this market timing disadvantage was once again due to its reputation among its customers, many of whom were willing to wait for a new product until Zenith brought it out.

A major contribution in TV has been the company's "new generation" color television picture tubes, Chromacolor. Industrial Research, Inc. named

*Trademark.

(MORE)

the first in the family of such tubes one of the 100 most outstanding new technical products of 1970. Presently, an even more advanced color TV picture tube, super Chromacolor, appears in Zenith's 1973 lines of color sets in 16-, 19-, 23- and 25-inch diagonal screen sizes.

One view of Zenith products is found in a poll of independent television service men, taken by the Gallup Organization in May 1972. This poll showed that of those polled, more of them:

. found Zenith television sets easiest to repair.

. found Zenith sets required fewest repairs.

. believed Zenith sets to be of the highest quality.

. said that if in the market for a television set, they would buy Zenith rather than any other brand.

Zenith conducts extensive research in advanced electronics, including work in microcircuits, laser systems, acousto-optics and solid state devices. These programs are devoted to furthering the state of the art of electronics and developing new electronic products, many of them for home use.

Of particular interest in Zenith research in acousto-optics systems employing laser light-sound interaction for applications in data processing, laser beam communications, video film and microfilm recording. A second award was given to Zenith in 1971 by Industrial Research, Inc. for Zenith's development of the M-40R Laser Light Modulator. The device modulates light beams using ultrasound and may be used in rapid printout and long distance communications applications.

In 1970, Zenith was cited by the American Association for the Advancement of Science, the world's largest scientific organization, for achievements in research and engineering over the past decade.