

# Communications = Vidicord



A teleplayer enabling unmodified Super 8mm film with magnetic sound stripe to be displayed on a domestic TV receiver or monitor. Known as the Vidicord, it uses conventional Super 8mm film, looks like a tape recorder, but feeds pictures via a cable into the aerial socket of a standard television set.

This machine, which will shortly be followed by 16mm version is immediately available, and means that films and television programmes can now become as accessible to the public as books. Playback involves no special equipment or facilities provided the owner of a Vidicord has a television receiver. Films are cassette-loaded and all the user does is plug in the cassette, drop the film into the film channel and switch on. Because the film used is conventional Super 8mm, no special transcription is needed before showing films (as in other systems), and even home movies can therefore be shown without the need for a projector.

**What it is:** A portable telecine machine – that is a television transmitter which uses film. A neat and attractive device similar in appearance to a quality tape recorder in a modern wood finished cabinet.

**What it does:** Plays pictures and sound directly through a television monitor or receiver. Feed in *any* Super 8mm film, press the start switch and out comes the programme on one, ten or one hundred television sets.

**What it is for:** This is the most flexible video reproducer yet devised. For the commercial user interested in repeated information, a single cassette will give him that service, trouble-free. For the user of training films, spool to spool facility will give backwards and forwards motion. Single frames can also be held for indefinite periods of time. With the Vidicord even home movies can now be shown on the domestic television set.

**How it operates:** Plug in the cassette or film, the cable into the aerial socket of the television receiver, switch on and start the controls.

**For the specialist:** *Format:* Super 8mm unmodified film, magnetic sound stripe with normal 18 frame picture to sound separation.

**Loading:** Endless loop cassette with open ends, lacing necessary, or spool-to-spool with autothreading, affording reverse motion and fast rewind.

**TV Outputs:** 625 lines, 50 cycles and U.S. standard 525 lines, 60 cycles. Pure video and audio (for the use with sound monitors) connectors type SO239. Also available to special order (UHF or VHF) modulation offering combined RF signal to feed directly into aerial socket of domestic receiver. Random scanning. Band width, approximately 4 megacycles. Interlace scanning with station sync. available to order.

**Films:** A wide range of films is available and catalogues are in the course of preparation.

**Colour:** A colour model will be announced early in 1971.

## VIDICORD—THE SYSTEM

The Vidicord Television Reproducer is transforming the whole concept of audio-visual communication just as in another dimension the synchronous communication satellite is doing. No longer is the television viewer tied to the arbitrary time-table laid down by distant corporations. He is, at last, able to make a genuine viewing choice – not only in subject matter but in time. For the first time genuine viewing freedom is here. This applies not only to the domestic viewer but even more spectacularly to the educational authority, the commercial organisation interested in communicating with a television public at point of sale and any number of other users who require swift and easy access to audio-visual information.

# VIDICORD

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