

RCA
TV TAPE SYSTEMS

for recording of TV PROGRAMS • TV COMMERCIALS

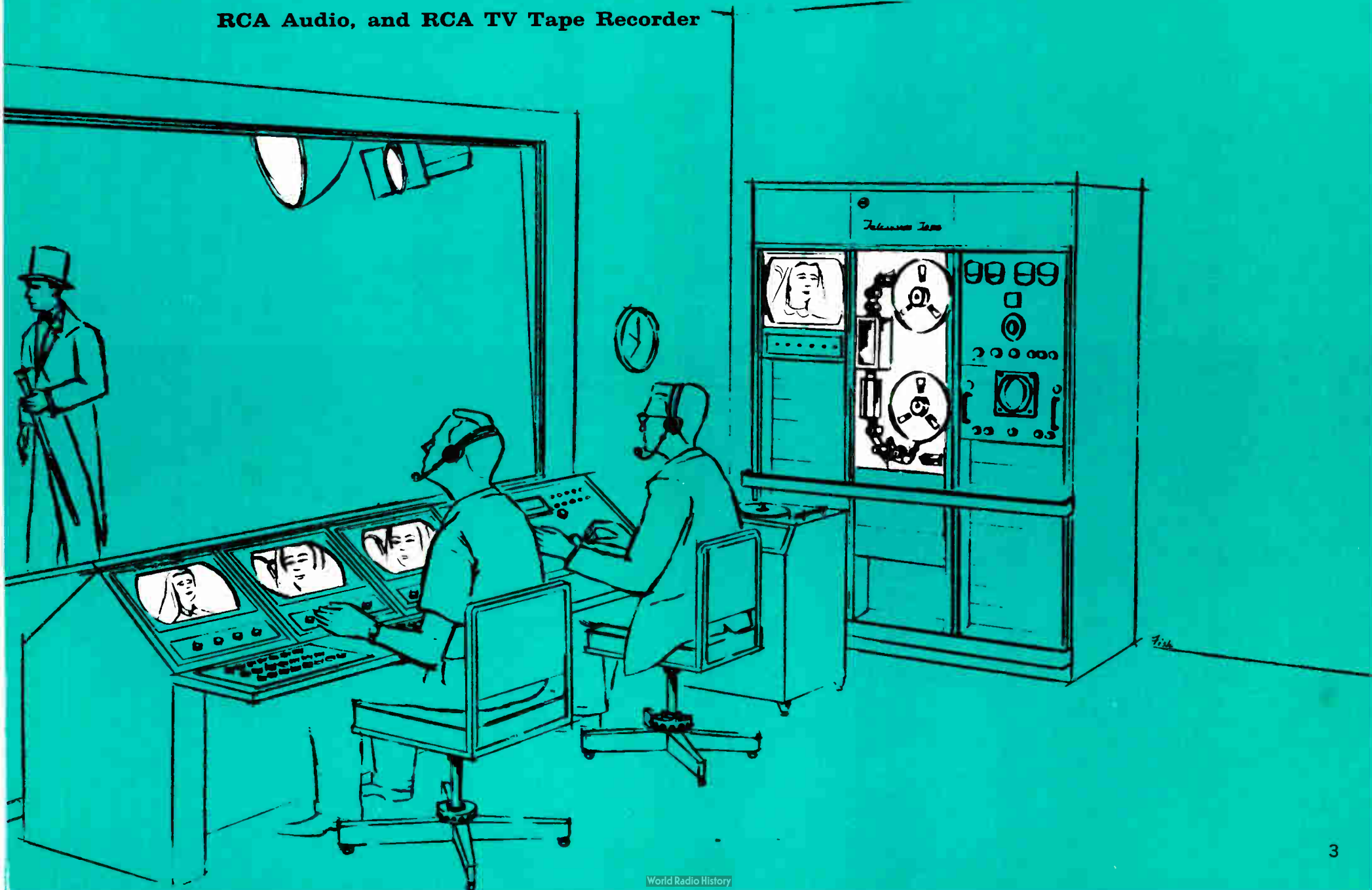


RCA manufactures entire package

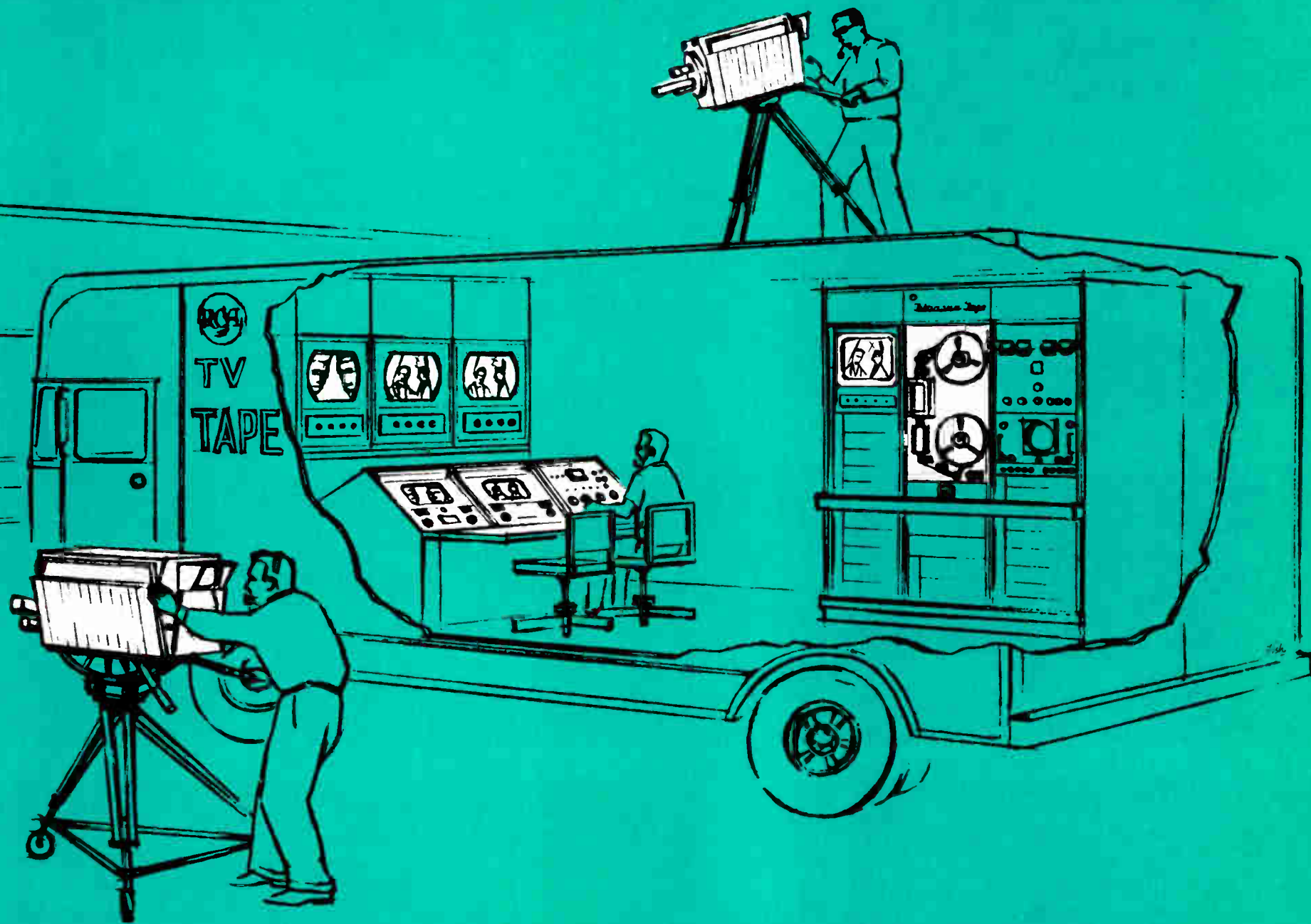
This is a typical RCA studio system for making TV Tape recordings of shows, programs, presentations, and commercials. For television applications, this is an example of the kind of equipment that is needed. No newcomer in this field, RCA has been equipping TV stations throughout the world since the inception of television.

RCA TV Tape Studio System

Includes RCA TV Cameras, RCA Switching and Special Effects Equipment,
RCA Audio, and RCA TV Tape Recorder

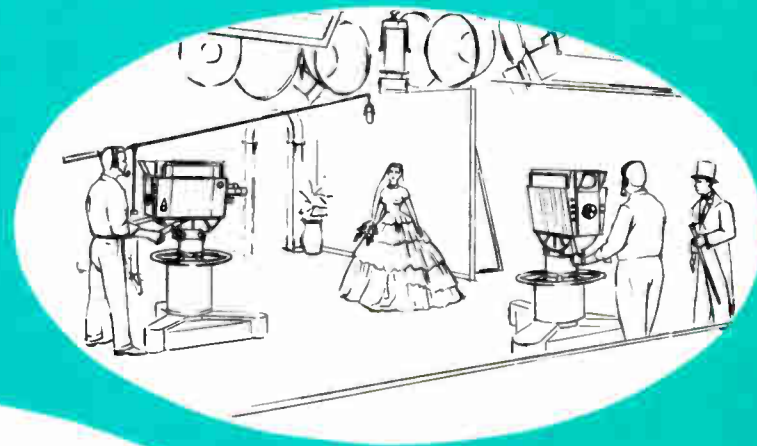


RCA Switching, Special Effects, RCA Audio, RCA TV Tape Recorder (and custom designed mobile unit)

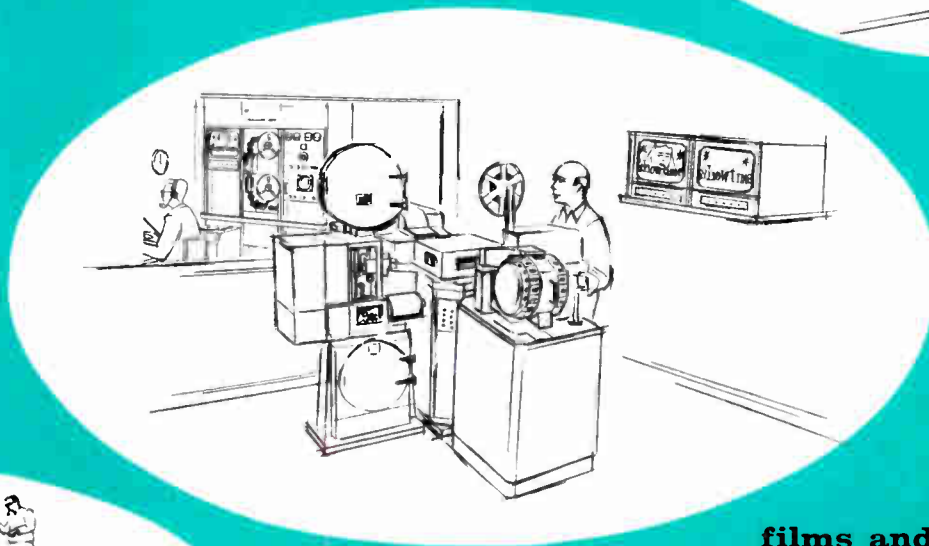


Complete RCA TV Tape Production System

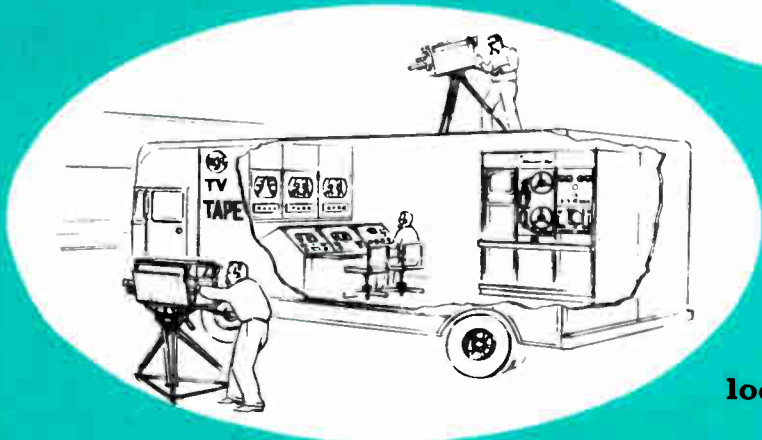
**Includes facilities for
Editing (Splicing), Effects, and Processing**



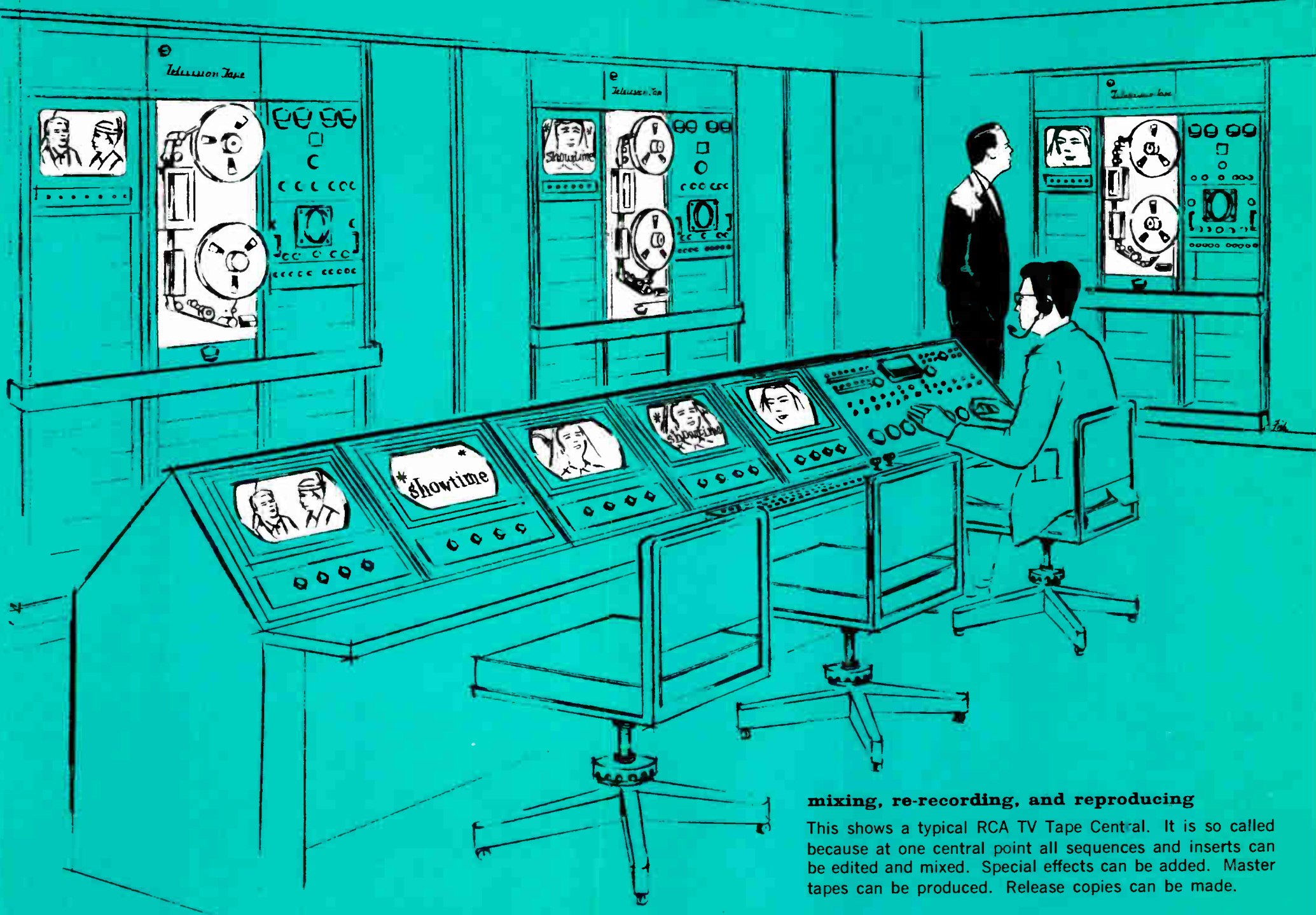
studio sequences



films and slide inserts



location sequences



mixing, re-recording, and reproducing

This shows a typical RCA TV Tape Central. It is so called because at one central point all sequences and inserts can be edited and mixed. Special effects can be added. Master tapes can be produced. Release copies can be made.

Ease of Recording the RCA Advanced

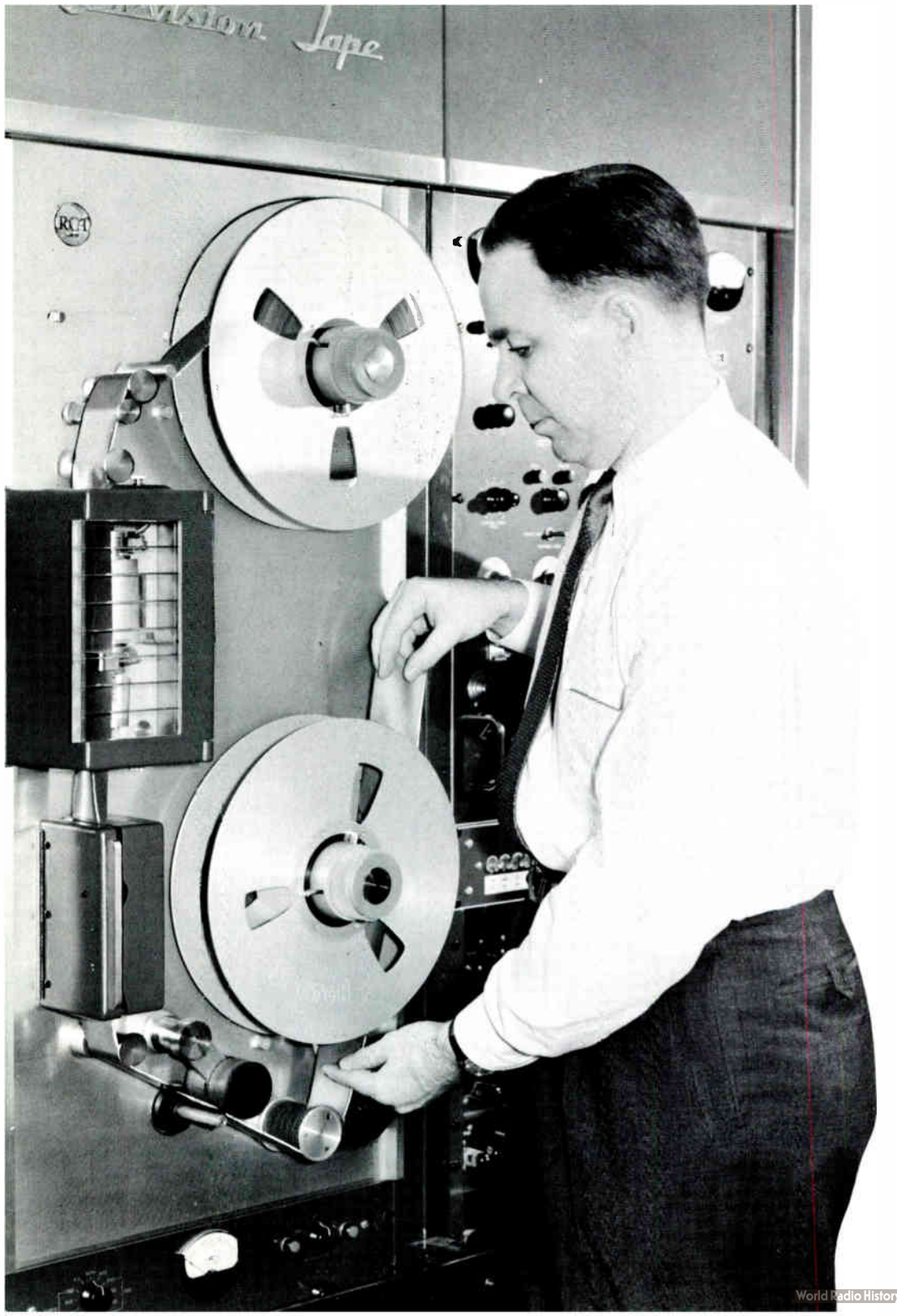
loads like film equipment

Reels used are approximately the size of those used for 35 mm film. RCA reels, however, hold 50 per cent more than older models—90 versus 60 minutes. The transport deck is placed in vertical position, at convenient height, so that no bending is required to load and unload.

records the picture more accurately

The headwheel used for recording of video is under electronic control in the RCA machine. . . . Thus, it is not necessary to stop the machine and make mechanical adjustments in order to perfect picture quality. By the mere turn of a knob, the RCA Recorder is in tune!

Loading RCA TV tape recorder



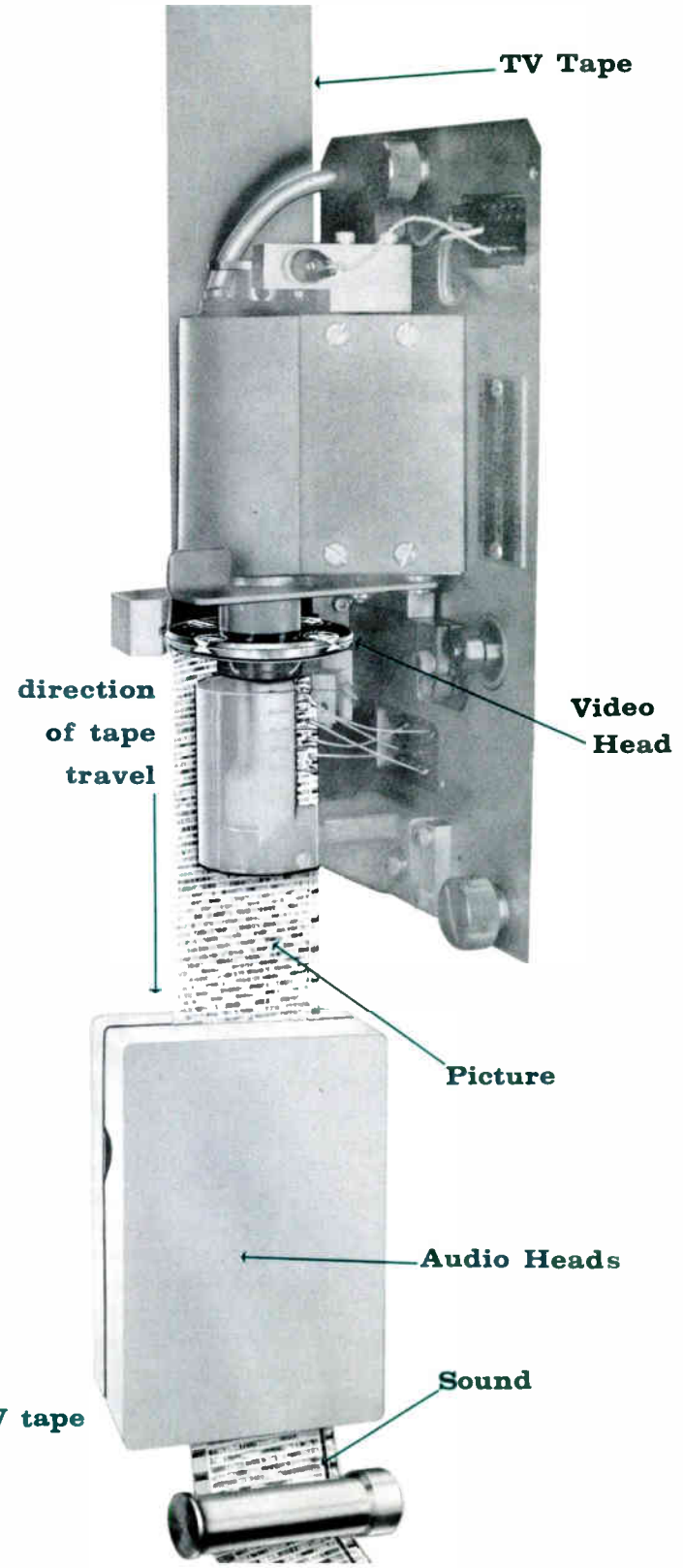
Pictures and Sound on TV Tape Recorder

has convenience of rack mounting

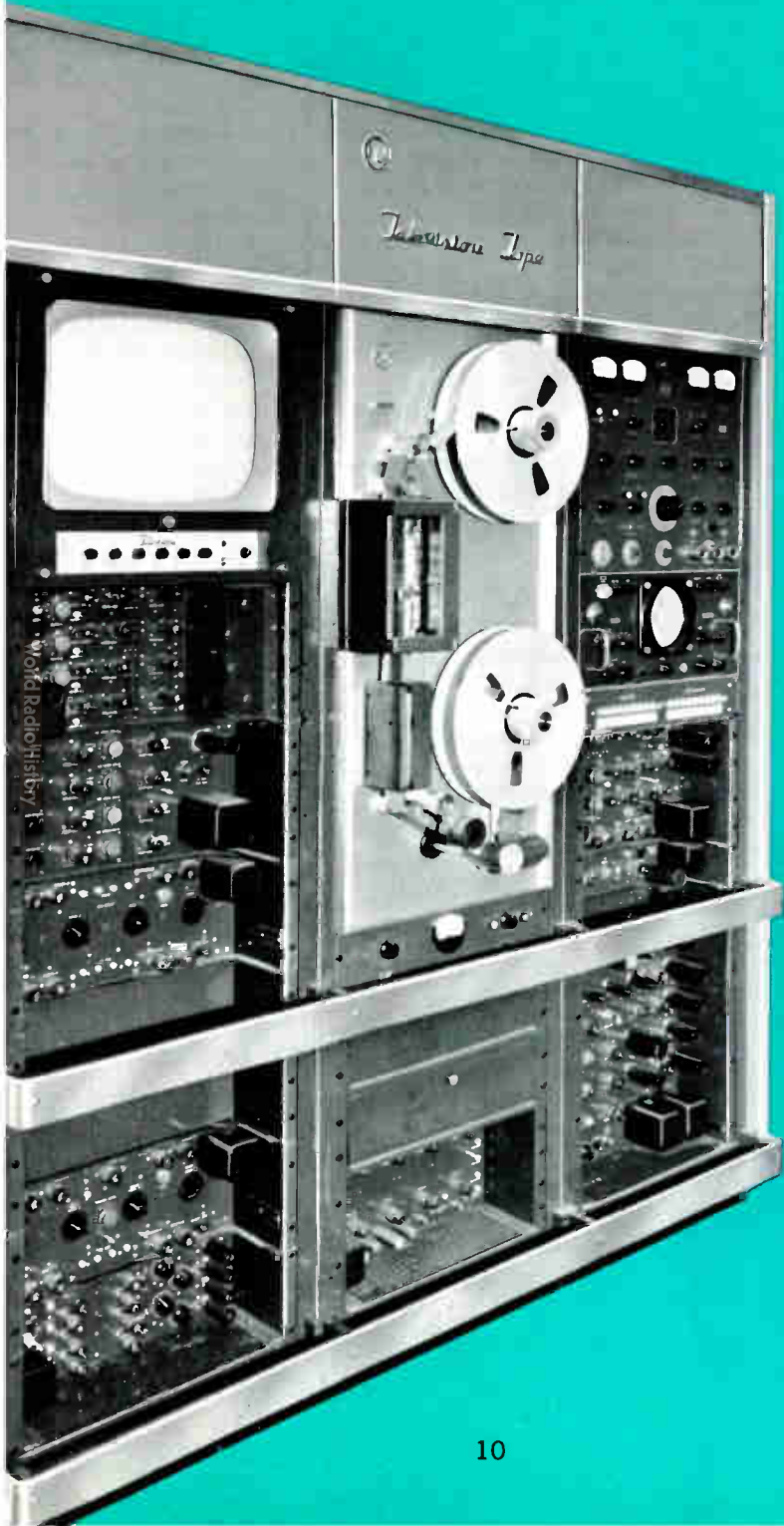
The standard practice of both the television industry and the film industry is followed. All RCA TV Tape equipment is designed for rack mounting. Reels of tape are loaded and threaded as simply as for film equipment.

has convenient control of audio

Independent cue controls are incorporated into the RCA machine. Also separate controls for playback of audio channels. All major industry achievements in procuring separate program sound and cue channels were the results of RCA pioneering work. Furthermore, the RCA Recorder features separate level controls for program audio, cue, and playback.

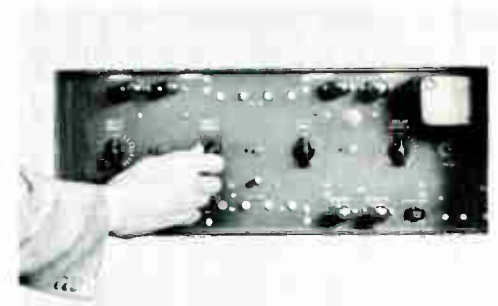


Recording on RCA TV tape

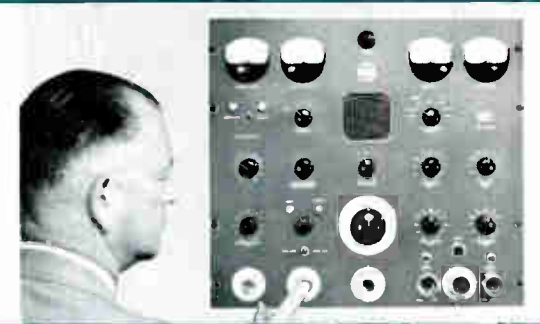


Only RCA Advanced Design
TV Tape Systems
offer all these advantages:

ELECTRONIC QUADRATURE CONTROL ...
for finest picture - FAST



CENTRAL CONTROL ... for ease of operation



COLOR TV DESIGN ... means best for black and white



UNLIMITED SPECIAL EFFECTS ...
for variety in programming



SPLICING AND MIXING ACCESSORIES ...
for creative-editing



Only with RCA electronic quadrature control

**Play any tapes as though made on
an advanced RCA TV tape recorder**

fast adjustment for quadrature error

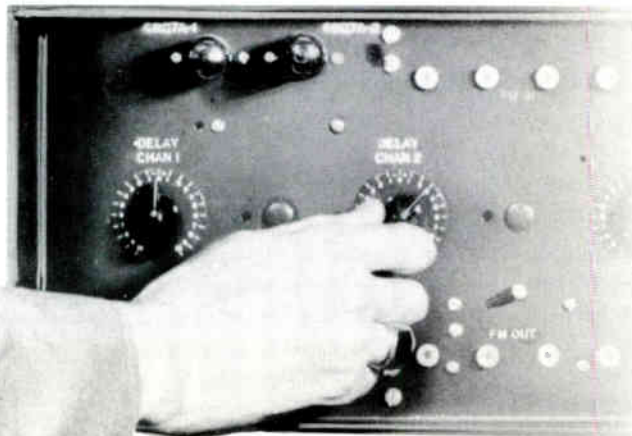
Since the Video Headwheel in a TV Tape Recorder has four segments, there are four possible adjustments for picture quality. These are called quadrature adjustments. In RCA machines, this adjustment is done by merely turning a knob.

permits making of quality copies

With the RCA method, it is easy to obtain optimum picture quality. If a tape exhibits quadrature errors in playback, the electronic control knobs are adjusted and the picture clears up—before your eyes. This can be done in a few seconds . . . This provides the kind of quality control so essential to making of multiple copies.

operates while machine is running

With the RCA method, it is not necessary to stop the machine in order to make headwheel quadrature adjustments. No mechanical adjustments, no physical handling of the headwheel is required. It's all done electronically by the turn of the knob—**while the machine is running!**



can you get the best picture . . . in seconds

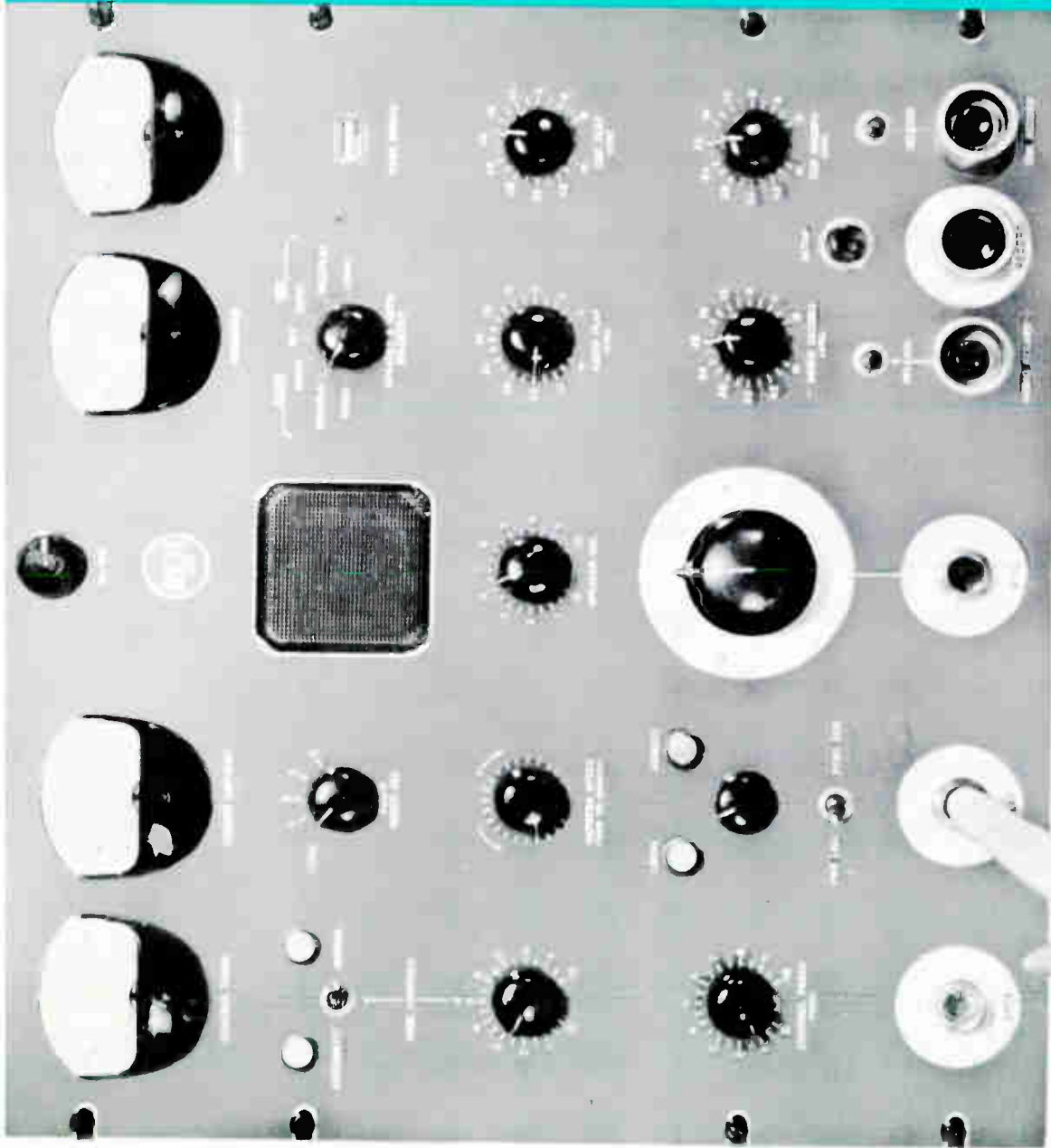


Tune Out Quadrature Error



Tune In Top Tape Quality

RCA



puts all controls at your fingertips

**Both set-up and operating controls are centralized
(Can be remotely controlled—including video gain and sync)**

all major controls at eye-level

In designing its Control Panel, RCA made this a real **CONTROL CENTER**. For here, on one single panel, only 19 x 17 inches in size, are incorporated all the essential set-up as well as operating controls.

simplifies running of machine

All the normal operating controls are in plain view of the operator. They are all placed on this one panel at **eye-level**. This gives the operator a maximum of operating ease and convenience.

means better control of quality

This central, eye-level control panel makes it more likely that the operator will always know exactly what is going on. He does not have to make adjustments or watch controls in several different locations. This means there is less chance for error and assurance that mistakes will not be made.

ULTRA-CONVENIENCE AND EFFICIENCY WITH THESE FOUR OPERATING CONTROLS

- 1. Variable speed control**
- 2. Single control playback**
- 3. Independent control of
audio, video, and cue recording**
- 4. Independent level controls**



add the color rack when ready

can be supplied for monochrome only

The RCA advanced TV tape recorder is basically designed for color TV

Why “designed for color” means best for black and white

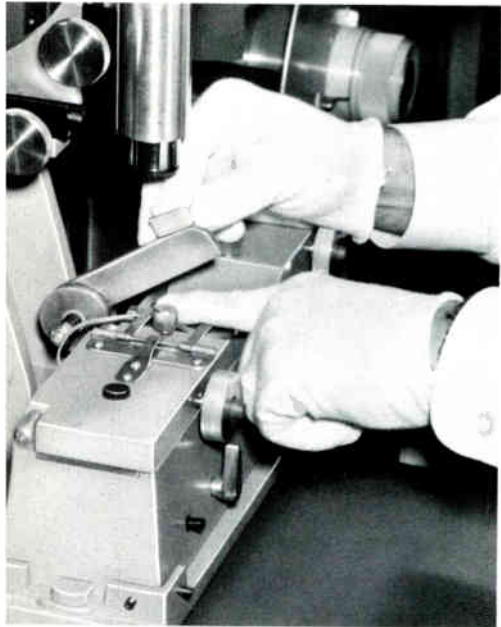
color requires more precise circuits

Features found in no other machine are incorporated in the RCA **Advanced Recorder**, including: a 4-channel equalizer to match the response of the individual heads. Color necessitates such features as the extra band width, and the superior amplifier circuits incorporated in the RCA Recorder, also the higher frequency response, and precision headwheel assembly.

assures a “snappier” picture

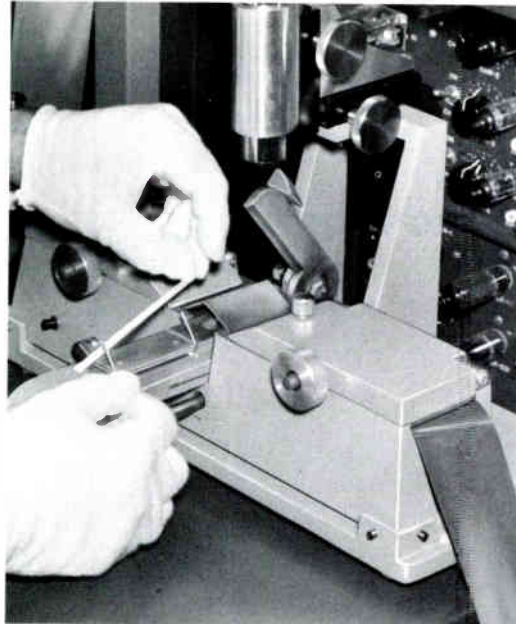
All these superior circuit requirements are part of an advanced design concept for color, which has proved itself right for black and white. In fact, this Advanced RCA Recorder has resulted in an inherently better tape recorder for the industry. It affords the user a better black and white picture.

RCA takes the guesswork out



shear type cutter

Machined cutting surfaces, accurate to 0.0005 inch, gives precise cuts for each and every splice Makes long-lasting splices.



splicing tape dispenser

Measures out the splicing tape, holds it fast, and slides it into the proper position for perfect splices. Gives neat, secure splices—free of creases and bulges.



forty-power microscope

Makes it easy to locate and to align editing pulses precisely. Results in properly oriented splices. Eliminates the older time-consuming trial and error methods.



precision splices

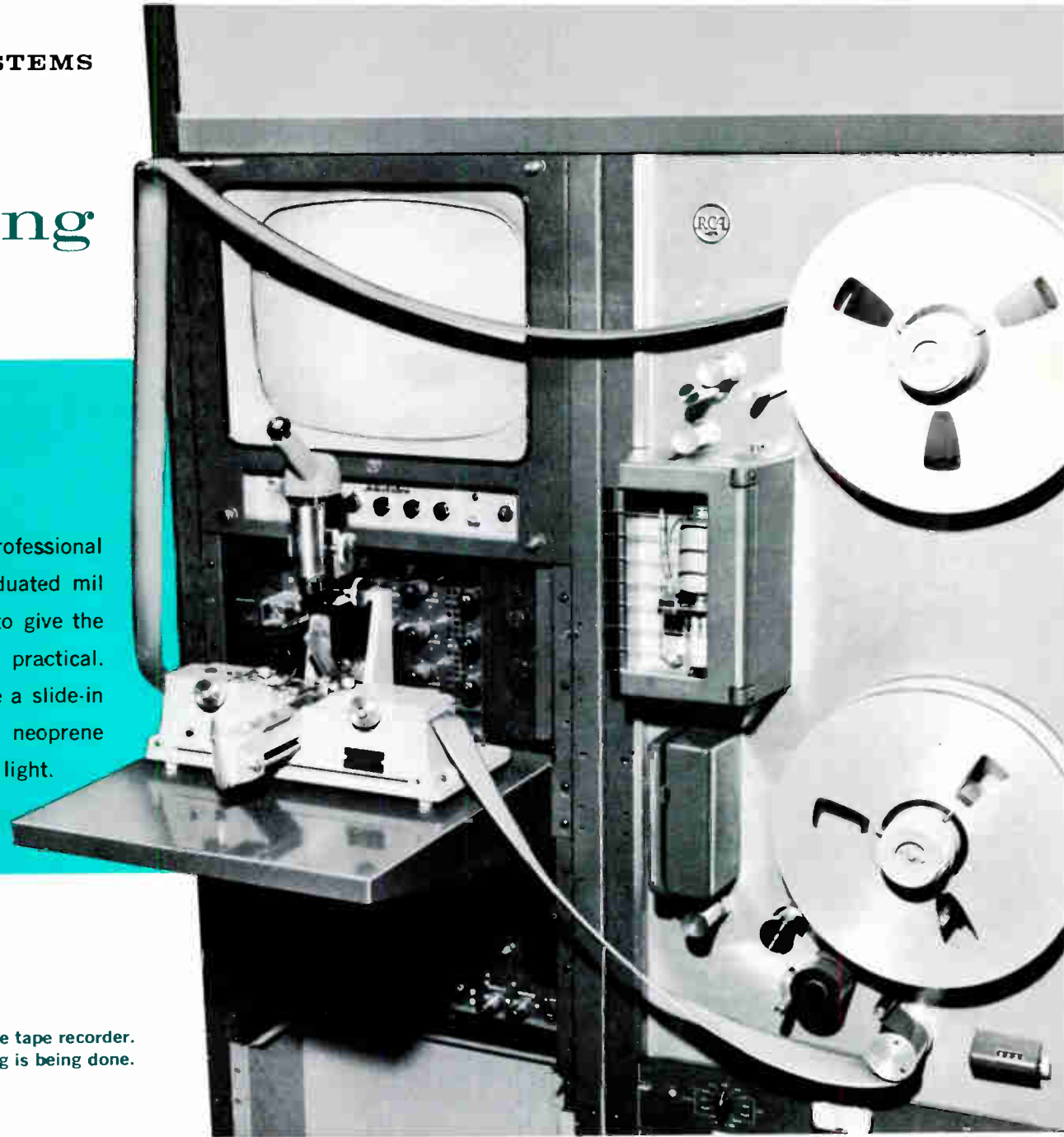
The RCA method produces a perfect splice every time. This means a great saving of splices—consequently, money and time.

of TV Tape Splicing

**get precision splices
with new operating ease**

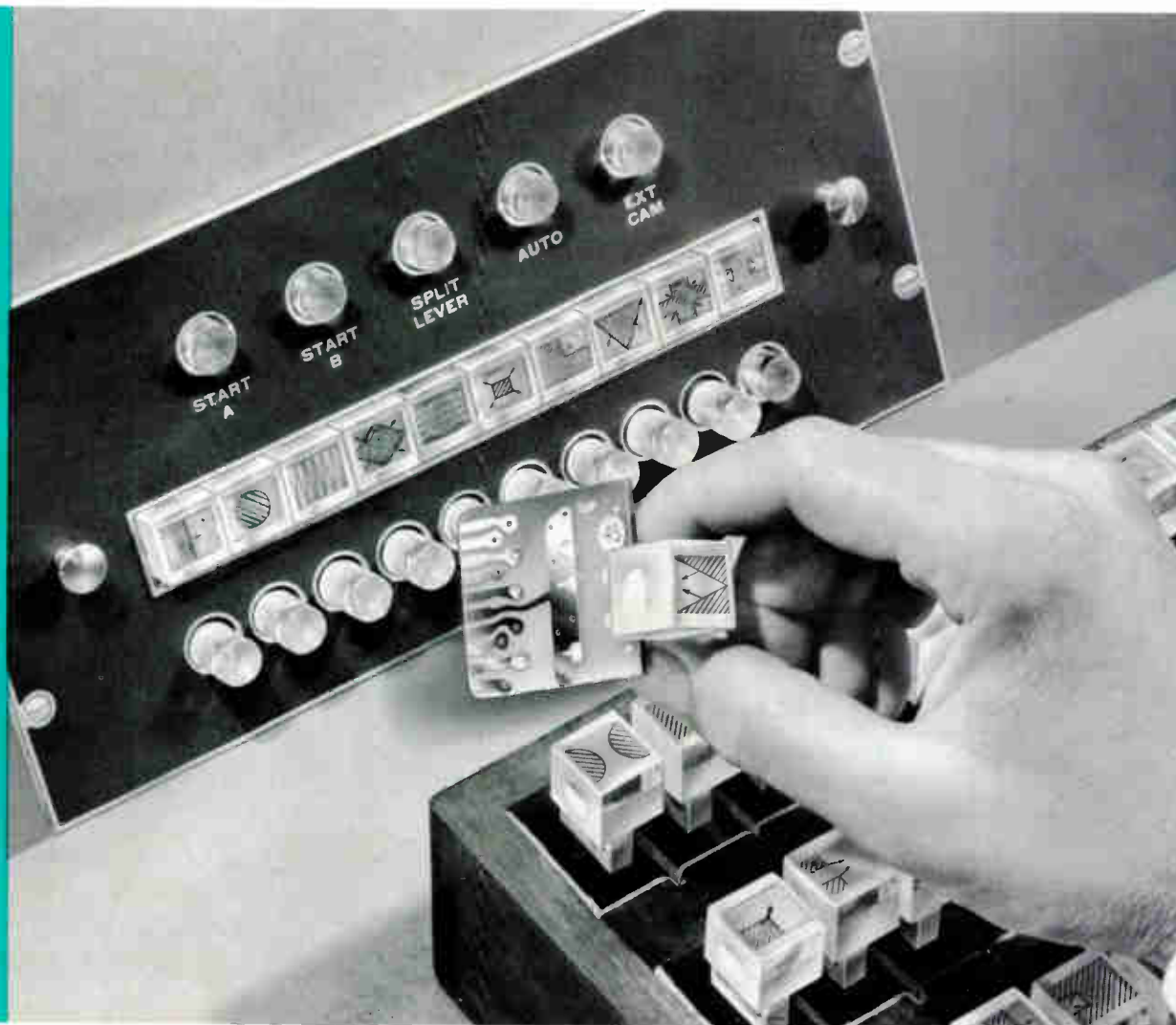
You can get perfect splices every time with this truly professional TV Tape Splicer. Its 40 power microscope (with graduated mil scale) is combined with a precise shear-type cutter—to give the kind of control needed for making TV Tape splicing practical. Other features of this new approach to splicing include a slide-in dispenser of splicing tape, vernier tape adjustments, neoprene cushioned tape locking devices, and a fold-away edge light.

The new RCA Splicer mounts directly on the tape recorder. Reels remain on the machine while splicing is being done.



Unlimited choice of special effects

Exceptionally clean transitions . . .



The all-new RCA special effects system offers the ultimate in selection and presentation of program effects.

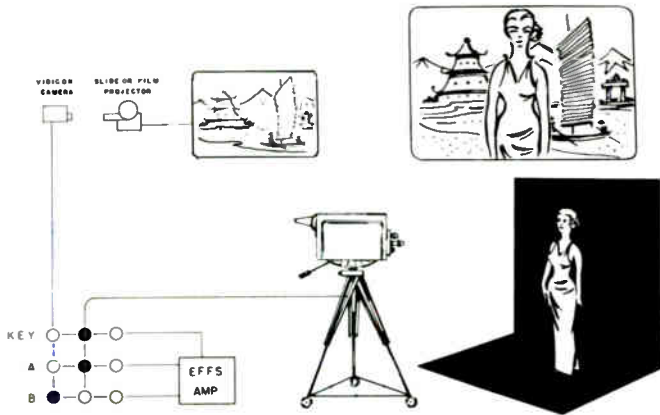
◀ Pick an effect - plug it in!



Effects control lever for simplified operation

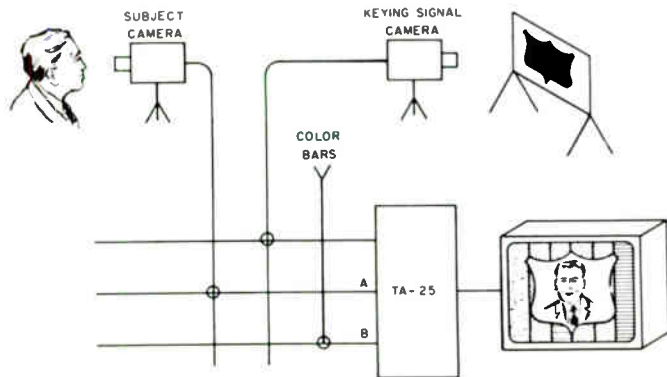
built-in memory—prevents making mistakes.
Direction of effect is clearly visible on plug-in module.

.. the most exciting effects



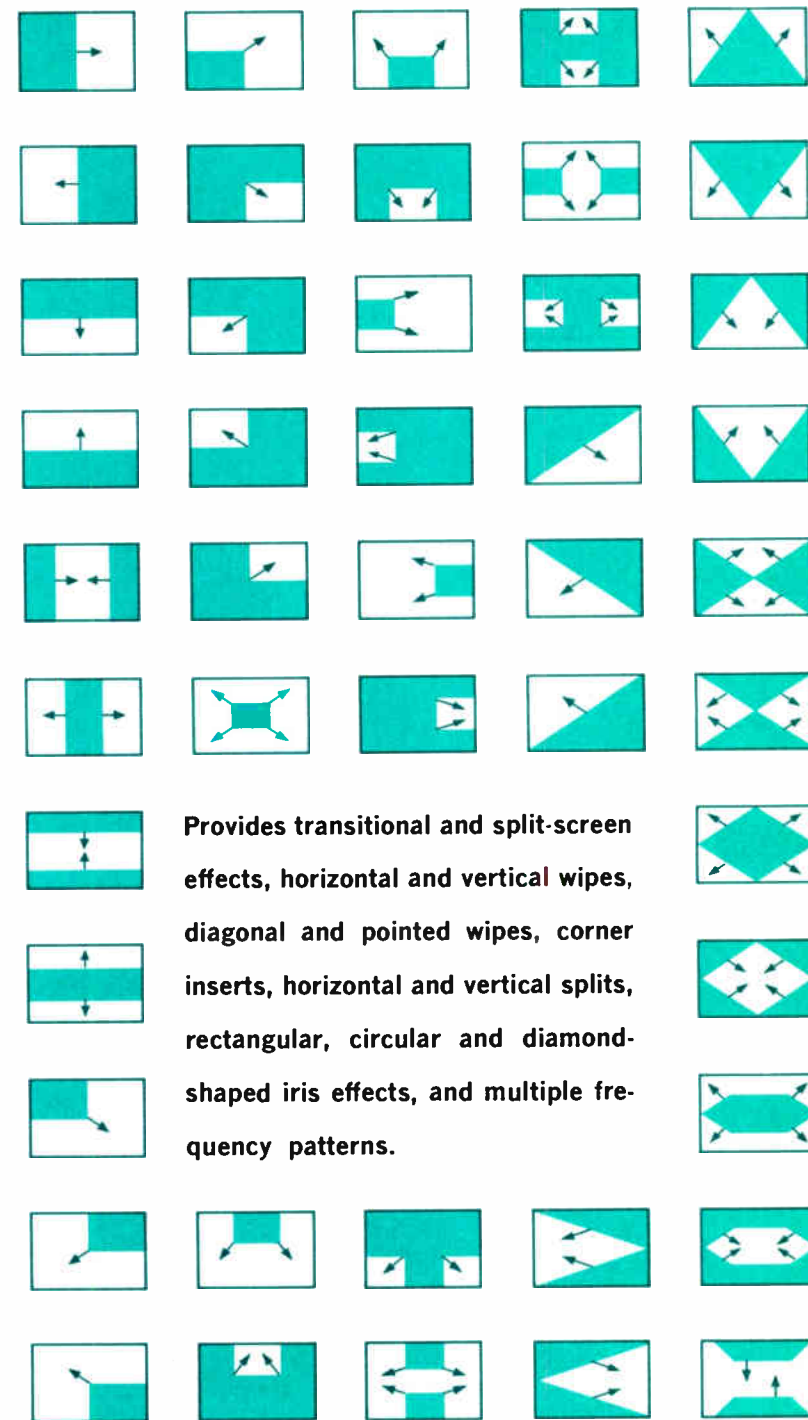
traveling matte

Here, an object or person is portrayed against any type of background desired. The person is posed against a black back-drop and only the person is illuminated. This signal is combined with a background signal from a film camera, for example, to produce the composite effect.



keyed insets

A keying signal can be supplied from an external camera source for such effects as inset letters, trademarks, self-keyed video insets.



Provides transitional and split-screen effects, horizontal and vertical wipes, diagonal and pointed wipes, corner inserts, horizontal and vertical splits, rectangular, circular and diamond-shaped iris effects, and multiple frequency patterns.



Only RCA designs and produces a complete line of program production equipment for its TV tape systems

RCA video equipment



RCA TV film systems



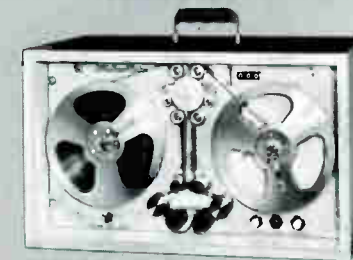
RCA audio and terminal equipment



RCA switching and special effects equipment



RCA film recording equipment



ALSO A FULL LINE OF COLOR EQUIPMENT, MOBILE UNITS, TRANSMITTERS, AND ANTENNAS

RCA makes complete line of video equipment

TV Cameras, Monitors, Switching, TV Tape, Microwave

**TV studios throughout the world
are equipped with RCA equipment**

Since its inception, Television and RCA have been synonymous. Where you see TV in action you see RCA. TV Cameras, monitors, control—all video equipments—are designed and manufactured by RCA. When you buy from RCA you get a package in which all equipments have been designed specifically to work as a system. The equipments are all “matched”—electronically and mechanically. As a result you are in a better position to get smooth, trouble-free performance.



RCA TV camera for living color



monitors



controls



microwave

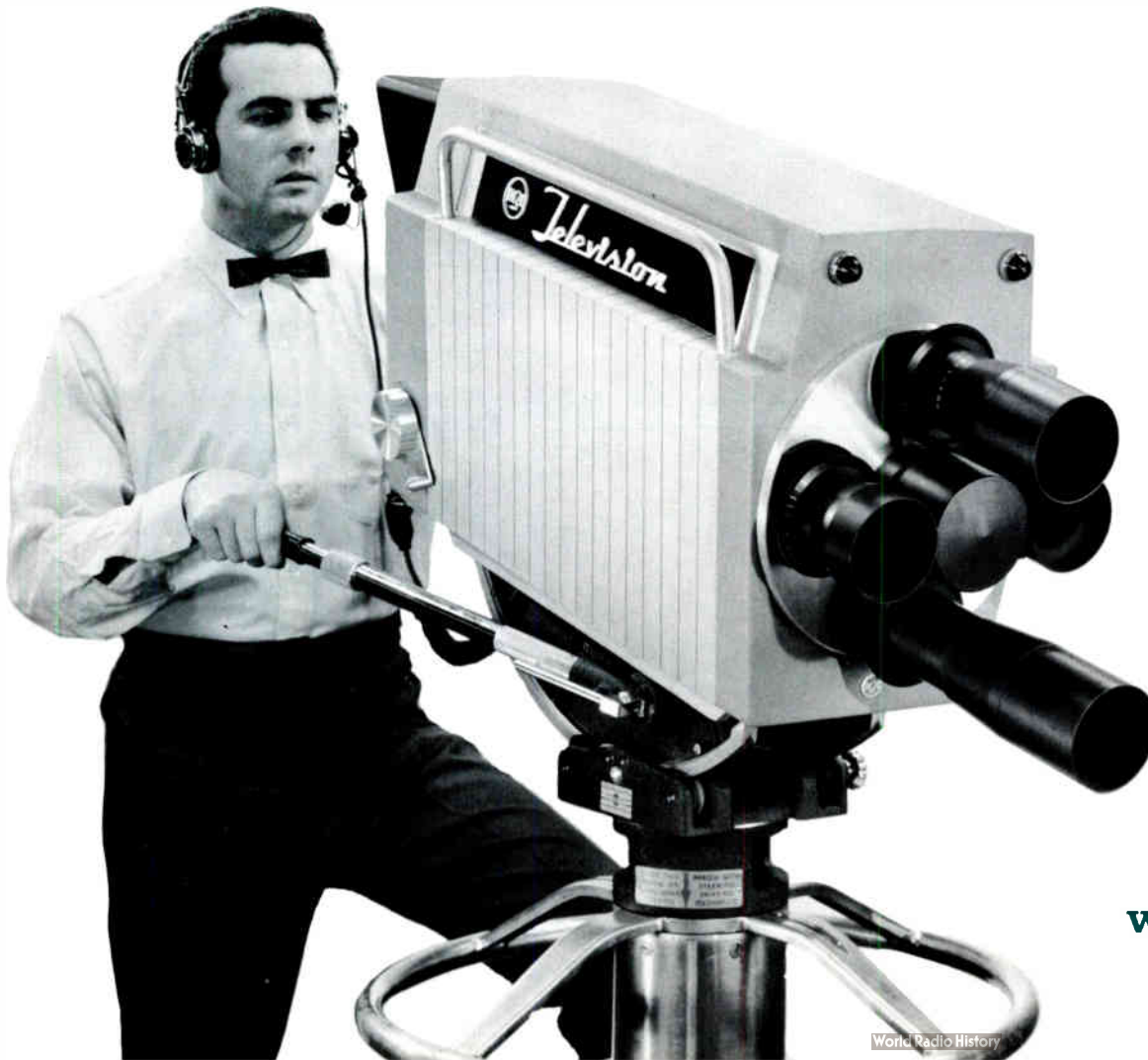


Newest camera with sharpest picture

Uses 4½ Inch Image Orthicon . . . Excellent for Making Tapes

Throughout the years, RCA tv cameras have become accepted standards of performance.

Now from RCA, comes another camera . . . new in every sense of the word . . . including startling new improvements in picture quality, significant new savings in operating costs and manpower, plus new design and styling features. It is destined to become the new performance leader of the camera world.

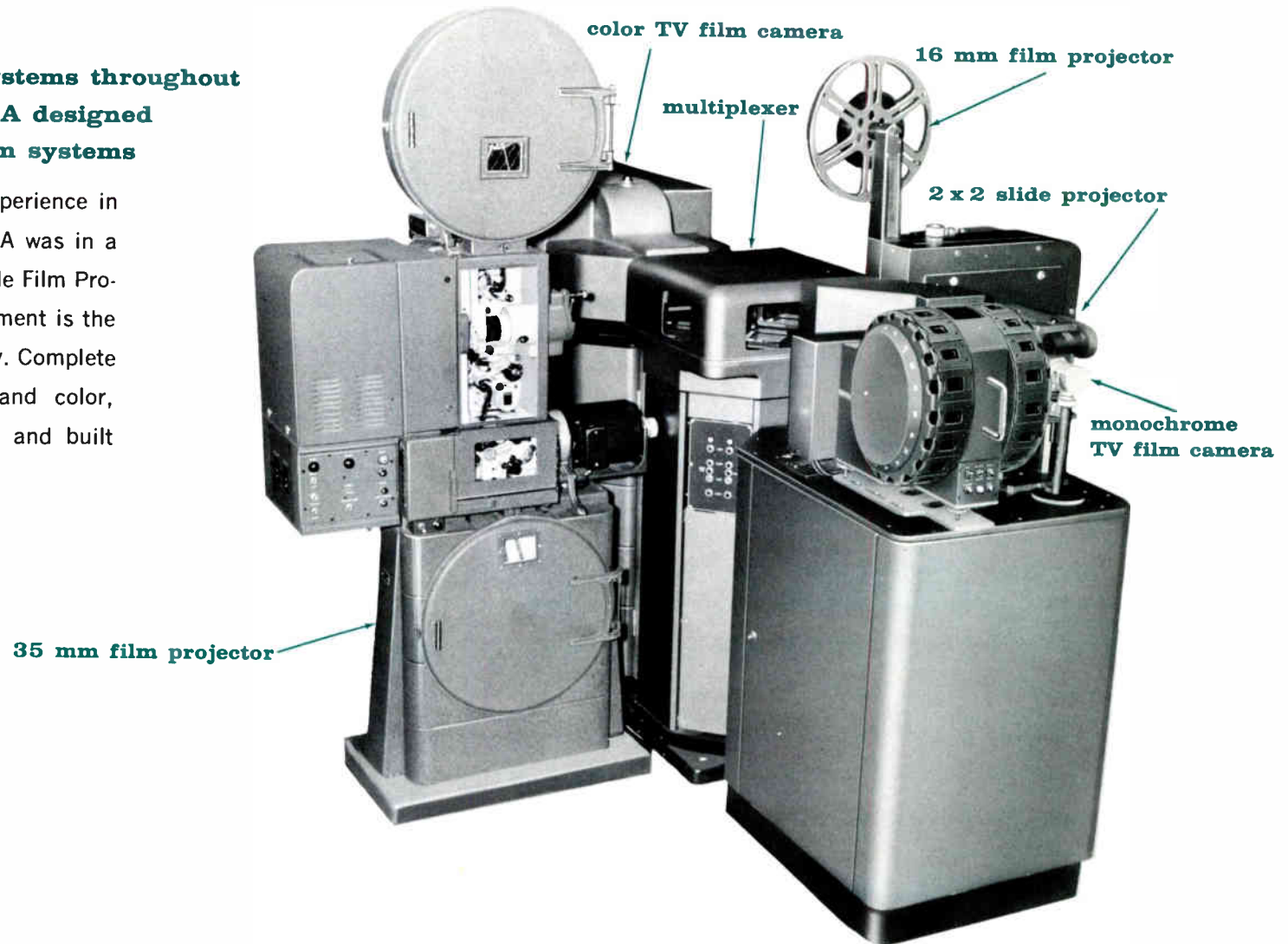


World's finest monochrome camera

RCA produces a full line of TV film equipment for TV tape systems

many television studio systems throughout the world incorporate RCA designed and manufactured TV film systems

Because of its many years of experience in the film and theater industry RCA was in a unique position to produce suitable Film Projectors for TV. Today RCA equipment is the standard of the television industry. Complete film systems for monochrome and color, slides and movies, are designed and built by RCA.



RCA switching systems are custom designed

they feature transistorized modules

**building block construction
makes system more versatile**

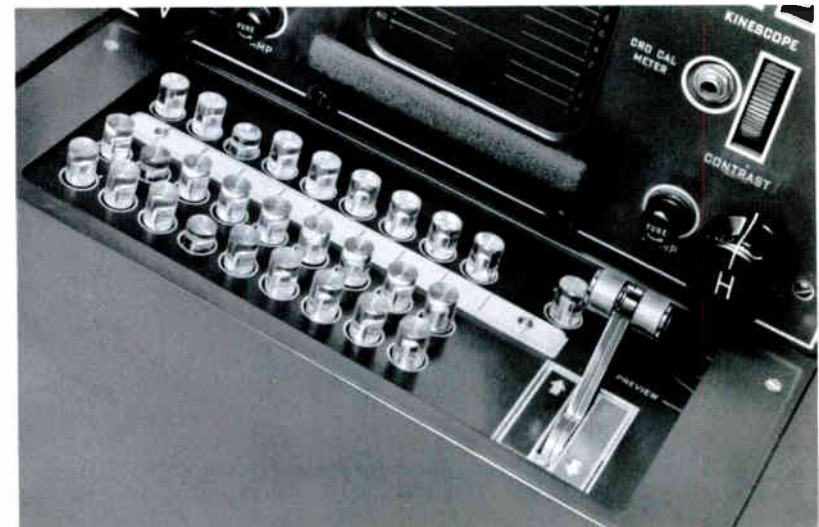
The RCA transistorized switching system is the newest advance in the TV industry. The basic feature of this new system is the use of modules that serve as building blocks to construct a switching system. This makes it easy to tailor a system to suit individual requirements. It also makes the system more versatile and it facilitates ease of expansion.

use of transistors brings many benefits

The use of transistors also effect many advantages. Picture-to-picture transfer occurs without visible disturbance. There are no dust collecting relays, no mechanical maintenance requirements. Further, transistors are more compact, use less power, are extremely reliable, and last longer.



RCA switching systems are designed by the same engineers that design the complete TV tape system.



Typical RCA customer tailored control panel for switching system.

Choice of RCA audio equipment - custom or standard



microphones, control consoles, amplifiers, etc.

designed for your specific needs

Another special advantage to the TV Tape Producer is that RCA has always designed and manufactured its own audio items. All packages produced by RCA contain this specially designed equipment. In the field of sound recording and reproducing, there is none finer than RCA.

**Typical audio control console
custom made by RCA
to customer specifications.**



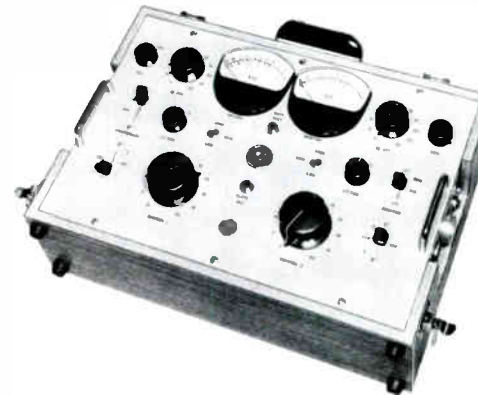
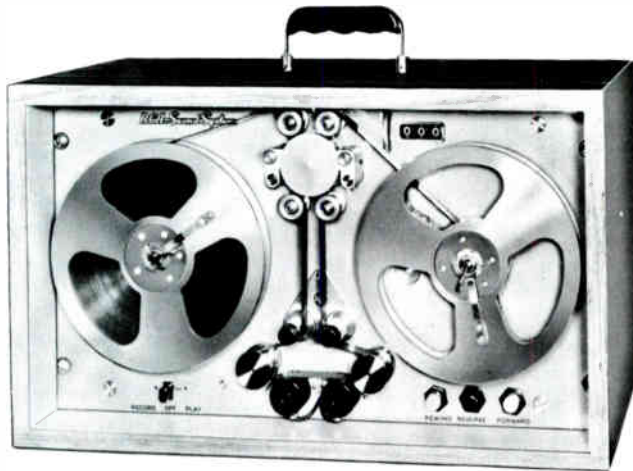
From RCA you can get film recording

as well as TV Tape equipment

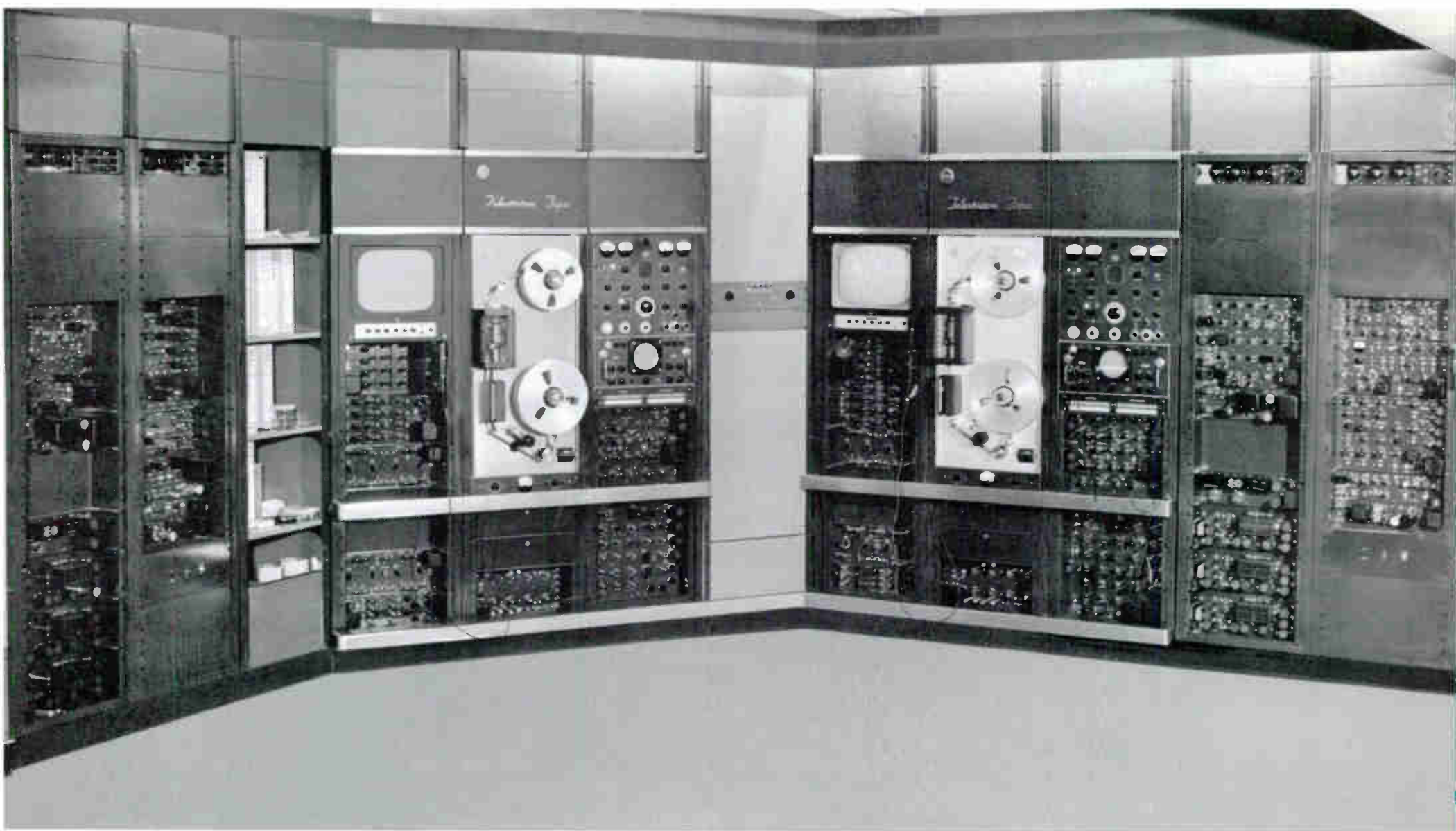
**how you benefit from RCA film
and TV experience**

Only RCA can combine experience in Film Recording with experience in television in preparing a TV Tape Package. This background is unexcelled and means that you get this wealth of experience in your system. When you buy from RCA you get to work with those who know your industry, its problems, and the new potentials.

**New portable magnetic film recorder
(designed for motion picture sound recording)**



**New portable mixer amplifier
(companion unit to portable recorder)**



studio installation

RCA fixed (or studio) installation. This shows a 2-machine layout. Control console (for switching and special effects) appears in the foreground. Signals can be fed from a studio or any other source.

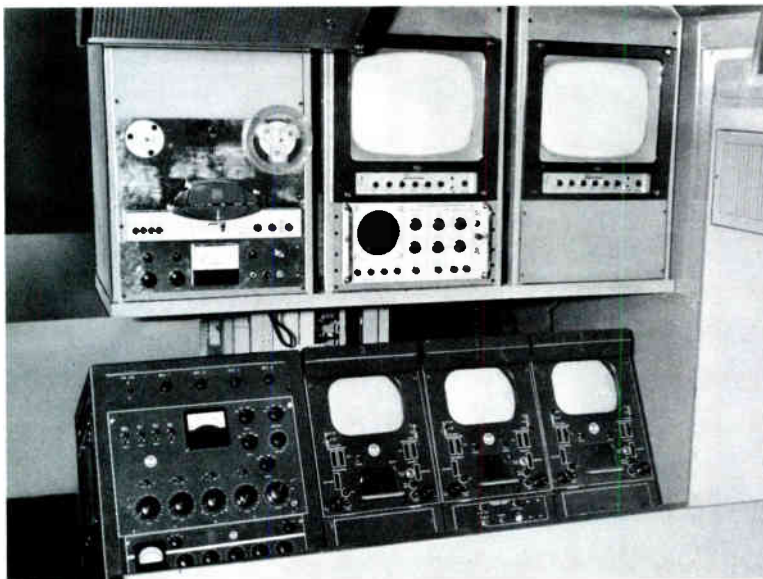
Typical RCA TV tape installations

mobile installation

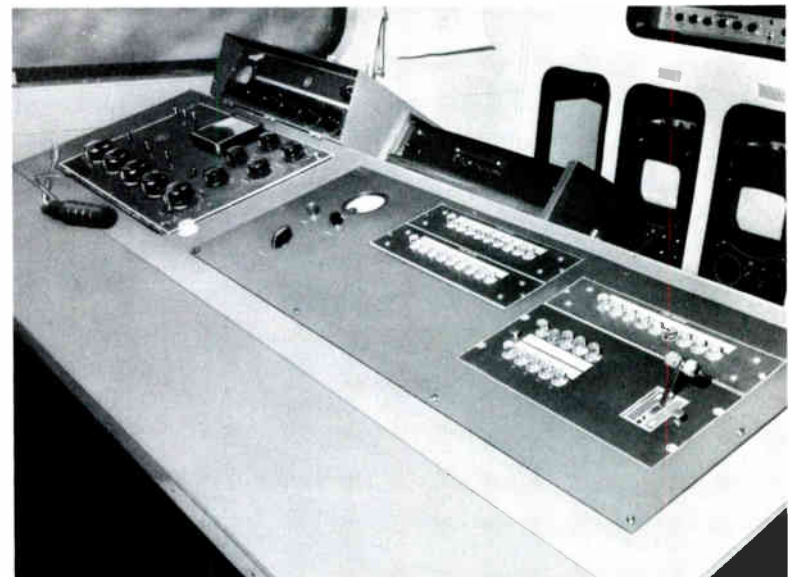
For location work, an RCA Mobile TV Tape unit is especially useful. Tapes can be made where desired and later incorporated into studio sequences. Mobile units may be equipped with as many TV cameras and TV Tape Recorders as required. Switching and special effects equipment are included, so that an entire tape can be produced.



RCA TV Tape Mobile Unit

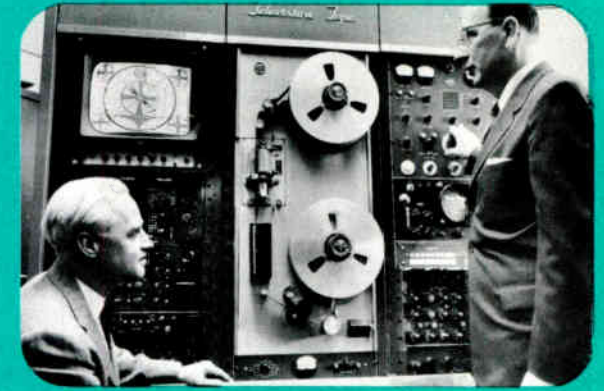


Interior view showing picture monitors



View of switching and effects equipment

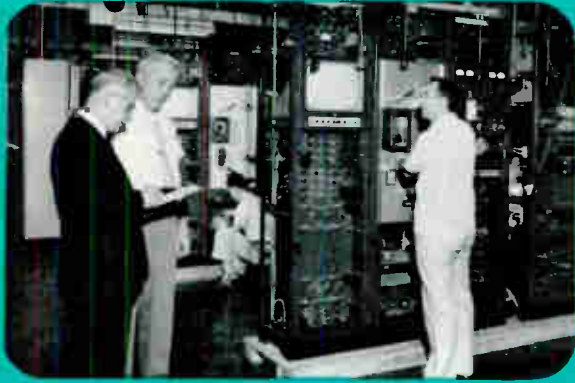
RCA's unmatched facilities for users of TV Tape Systems



design RCA design facilities cover all the major equipments used to construct a complete TV Tape System. This gives assurance that you get a completely integrated system.



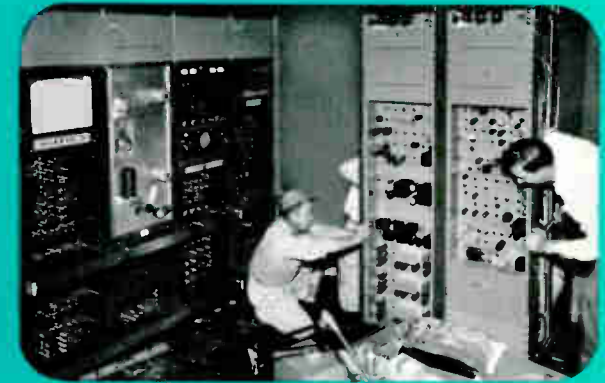
training RCA has developed a program for training men in the efficient operation of TV Tape Systems. All RCA customers are offered this service. It's your best bet that your men will be able to do an efficient job.



manufacture All the TV cameras, audio items, switching and special effects equipments included in a TV Tape System are manufactured by RCA. You deal with one domestic manufacturer for all your needs.



system planning RCA system engineers have many years of experience because of their background in the film, theater, and television industry. They know the problems and the equipment. They know how to put together the kind of arrangement to do the job you want done.



installation RCA field engineers are available for installing TV Tape Systems. They have been doing this type of work in both the theater and the television industry for many years. This is your guarantee of satisfactory installation.



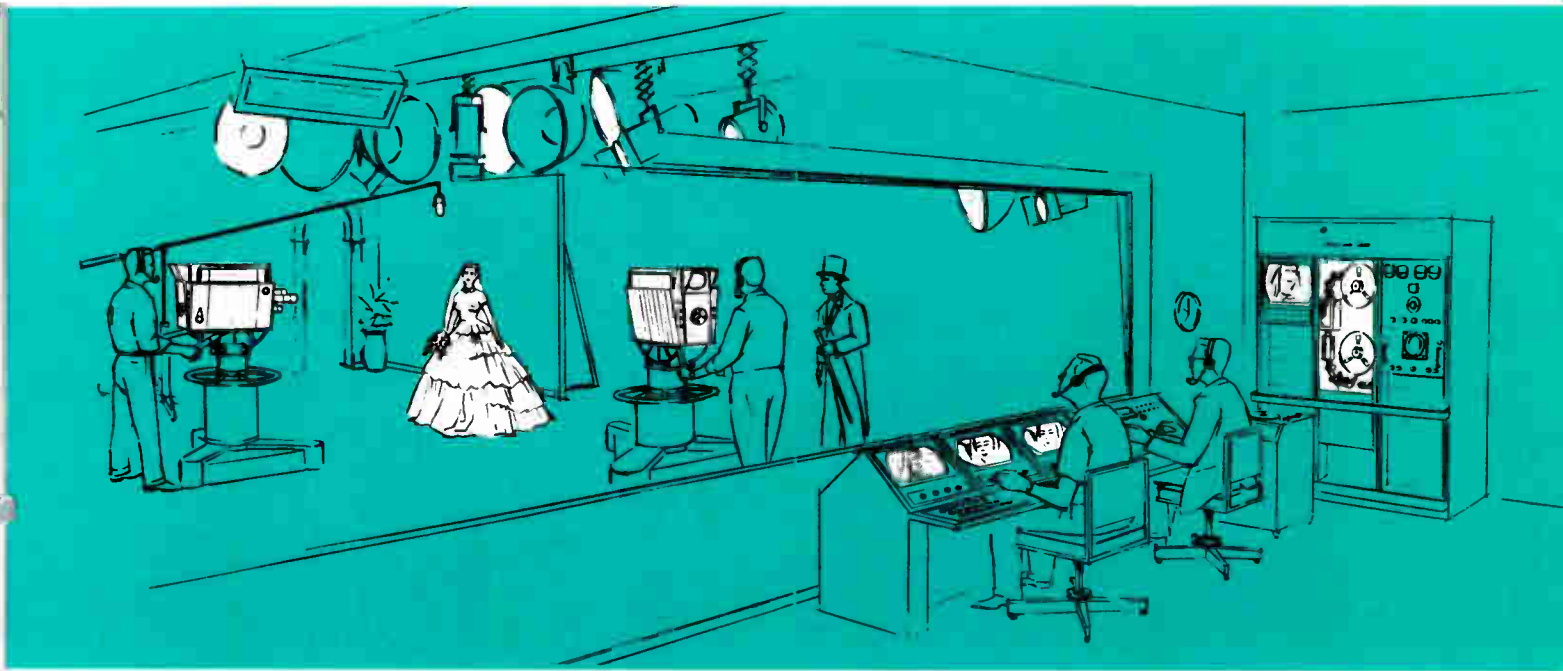
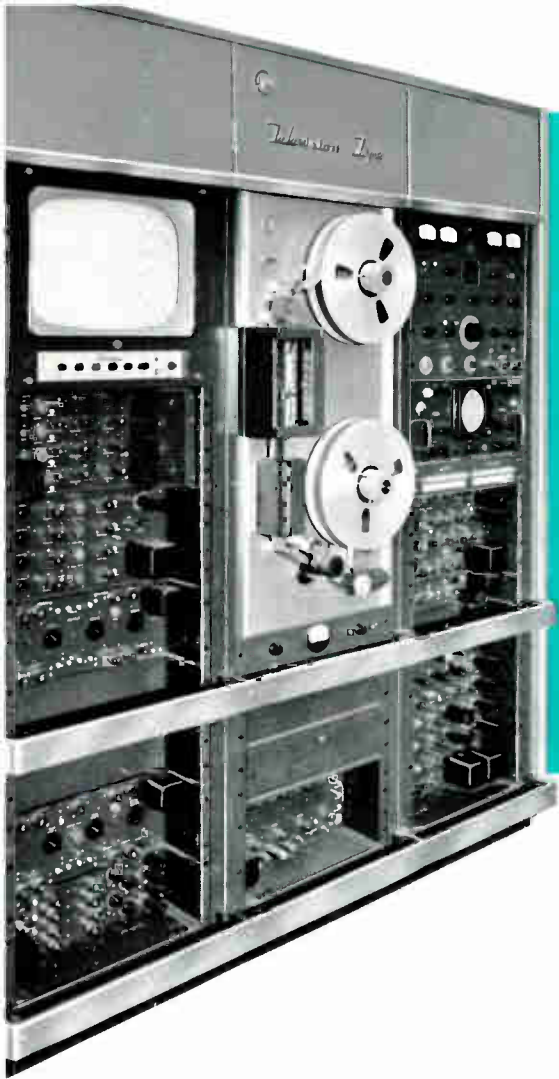
servicing The RCA Service Company has trained field engineers available for routine maintenance of TV Tape Systems. Under contract, and on demand, they will keep your system in top operating condition. With this kind of maintenance, you can realize maximum potential from your investment.



RCA headquarters in Hollywood For convenience of its West Coast customers, RCA maintains an office and complete staff in Hollywood at 1560 N. Vine St. Stop in and see your RCA representative here. He'll be glad to give you the kind of information that means more in TV Tape production.



RCA headquarters in Camden, N. J. For convenience of its East Coast customers, RCA maintains an office and staff in Camden, N. J. at Front and Cooper Sts. Why not call your RCA representative for more details. Let him show you the possibilities and potentials of an RCA TV Tape System.



JUST A REMINDER...

you get all these advantages

Electronic Quadrature Control—for finest pictures—**FAST**

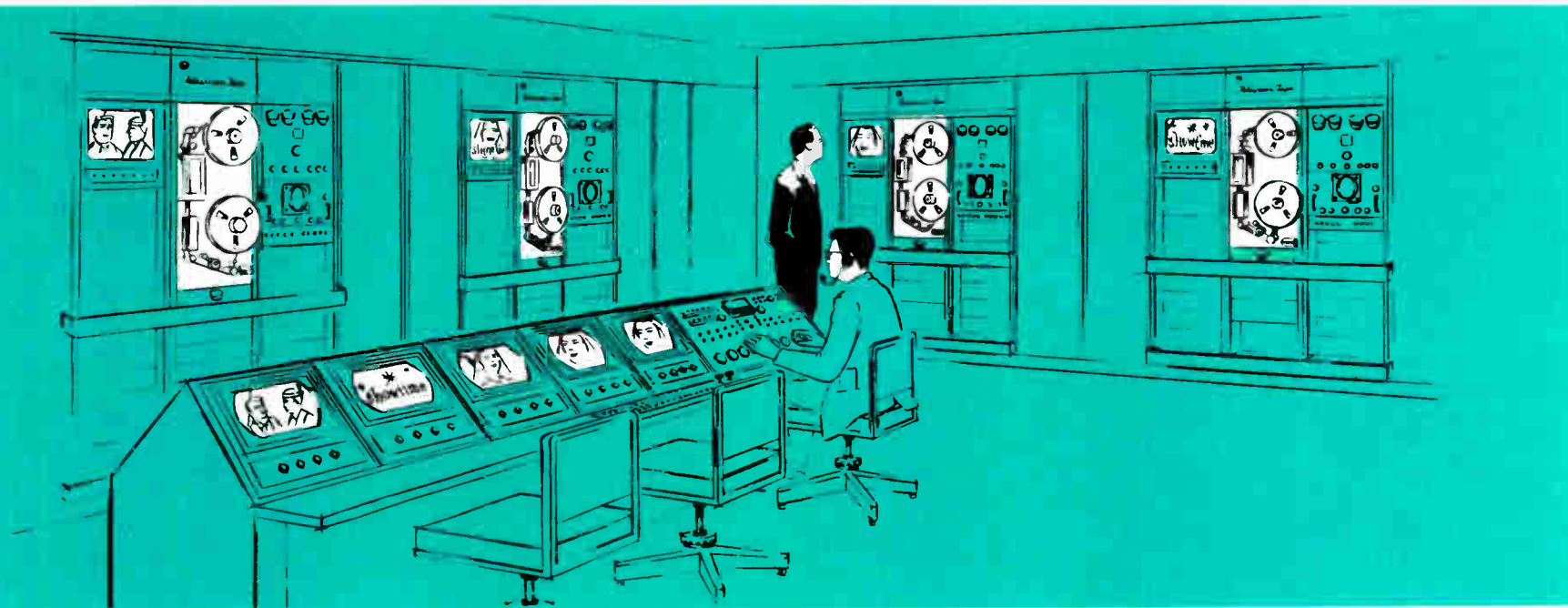
Central Control—for ease of operation.

Color TV Design—means best for black and white.

Unlimited Special Effects—for variety in programming.

Splicing and Processing Accessories—for creative editing.

RCA has all the facilities for



from RCA TV Tape Systems

RCA makes a complete line of video equipment, TV cameras, monitors, switching, special effects, etc.

RCA makes the film equipment for its TV tape system, TV film cameras, TV film & slide projectors, multiplexers.

RCA offers the choice of its own audio equipment (custom or standard), microphones, amplifiers, control consoles, etc.

RCA offers its own switching (processing) equipment. New transistorized system offers extreme versatility.

From RCA you can get film recording (as well as TV tape) equipment.

RCA has the facilities for design and manufacture of complete TV tape systems.

RCA offers the combination of film, theater, and television experience.

design and manufacture of complete TV Tape Systems

**For more information on RCA advanced TV tape systems,
see your nearest RCA representative.**

ATLANTA 3, GA.
1121 Rhodes-Haverty Bldg.
Jackson 4-7703

BOSTON 16, MASS.
200 Berkeley Street
Hubbard 2-1700

CAMDEN 2, N. J.
Front & Cooper Streets
Woodlawn 3-8000

CHICAGO 54, ILL.
1186 Merchandise Mart Plaza
Delaware 7-0700

CLEVELAND 15, OHIO
1600 Keith Bldg.
Cherry 1-3450

DALLAS 35, TEXAS
7901 Empire Freeway
Fleetwood 2-3911

HOLLYWOOD 28, CALIF.
1560 N. Vine Street
Hollywood 9-2154

KANSAS CITY 6, MO.
1006 Grand Avenue
Harrison 1-6480

NEW YORK 20, N. Y.
36 W. 49th Street
Judson 6-3800

SAN FRANCISCO 2, CALIF.
420 Taylor Street
Ordway 3-8027

SEATTLE 4, WASH.
2250 First Avenue, South
Main 2-8350

WASHINGTON 6, D. C.
1725 K Street, N. W.
District 7-1260



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