

TRANSVISION HEAD ADVISES

Hospitals Best Video Locations, Hotels Next, Motels Last Choice

NEW ROCHELLE, N. Y., Aug. 22.—Herbert Suesholtz, general manager of Transvision, Inc., here, challenges the popular conception that motels are the best locations for coin-operated TV. In his book they're third in the location categories—hospital, hotel, motel.

Suesholtz, whose firm makes sets and sells them completely installed on locations, contends hospitals, which usually provide the most captive audiences and which are usually filled to capacity, are the best possible locations. Moreover, the operator need not fear that movies, bars, dance halls, or roller rinks will compete with him for his share of the patient's entertainment dollar.

Hotels are next on Suesholtz' list. Because persons often stay for several days and because they spend several hours a day in their rooms, coin-operated video

sets have done well in hotels. Public locations are the most unpredictable. In this category are listed transportation depots, hotel lobbies, barber shops and luncheonettes (the hang-out types) and bowling alleys.

Motels, while often profitable, usually produce the lowest grosses. Suesholtz points out that people usually arrive in motels fairly late in the evening and are often anxious to get to bed soon so they can get an early start in the morning. This means that a coin-operated video set is seldom in operation during the day and used only occasionally in the evening.

Few Sets Suitable

Suesholtz believes few existing sets are suitable for hospital locations—so he has designed and

is producing his own hospital set. Feature of this receiver is a bedside control unit which allows the patient to control both sound and picture from his bed while the picture tube may be several feet away. The set contains a hidden control for hospital personnel to limit the amount of volume to which a set may be turned. Suesholtz calls this a "sound governor."

A control on this unit allows the patient to have the sound come from the receiver, from the unit itself, or both. The receiver has a recess under the picture tube into which the bedside control unit may be placed.

The receiver itself is several inches taller than the standard

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console model so the picture will be at the proper level for a viewer in a high hospital bed. Each receiver is on casters so that it may be shifted from one room to another and each set has an instruction plaque.

One master amplified antenna system serves all sets in the hospital and screens out X-ray and diathermy machine signals.

Stored in Rooms

When sets are not in use they are not stored. The receivers are merely locked and left in the room for the next patient.

While hospital sets may be coin-operated or rented on a day-to-day basis, Suesholtz favors the latter method for operators. Most hospital installations, he feels, should have only one receiver for every three outlets. In this way the operator's chances of having any idle sets are slim.

Altho Suesholtz will sell hospital receivers alone, most of his sales are package deals. Here's what the package consists of:

5-Year Lease

The operator gets a five-year lease, a standard form provided by a Transvision distributor. This lease describes the hospital video set, fixes the rental rate (usually \$2 a day per set) and allows the hospital a 25 per cent commission. The operator agrees to place a specified number of receivers.

Transvision installs the sets and antenna, provides service for the first 60 days, and makes arrangements with a local TV serviceman for subsequent service.

Package price for a 20-set

hospital installation is \$11,620. Based on \$2-a-day-per-set receipts and on 75 per cent of the sets being used on the average, here are Suesholtz' annual figures.

\$10,950 Income

Gross income is \$10,950. Expenses are \$2,798 to the location for service (figured at \$35 per set), \$209 insurance (\$10 per set) and a net to the operator of \$7,252. According to these figures, an operator figures to get back his investment in about 18 months. Amortization on the receivers is figured on a five-year basis (\$2,364 a year).

The hotel-motel receiver more nearly resembles the standard console. Principal feature of this unit is the Dual Reverser, a device which can be set to have the receiver play 30 minutes for 25 cents, or can allow the guest to play the set at will (for which he pays a fixed fee, usually \$1 a night).

A master volume control unit inside the cabinet, pre-set by the serviceman, limits the amount of sound volume so the video set will not disturb other guests. The backs of the sets are locked to prevent tampering and parts pilferage.

Free View System

Coin-operated units are equipped with the Free View System. Here's how it works:

At the start of each new half-hour program, the set automatically is turned on and stays on for four minutes. This is often sufficient to whet the guest's appetite, usually enough to have

him insert 25 cents and see the rest of the program.

Set-location packages are sold by Transvision distributors. The usual procedure is to have the location contract ready to hand to the operator when he signs for the package.

6-Set Minimum

Hotel or motel packages are usually sold on a minimum basis of six sets for \$2,994, including installation, 90 days free service and a 90-day warranty on parts. However, as the same antenna will serve many sets, the cost-per-set becomes less if more sets for the same location are ordered. Public locations are sold on a single set basis the package cost, \$499.

The minimum for a hospital installation is 10 sets for \$6,990.

Operator Program

Transvision's operator program has been in operation for a year and 5,000 of the firm's sets are currently in 400 motels. The hospital, hotel and public location program is still in its infancy, but Suesholtz feels that these locations will eventually be the operators' mainstays.

The firm takes full-page advertisements in hospital trade papers to pave the way for the distributor in selling locations. In addition, sales letters go to 6,500 hospitals twice a month and to 6,000 hotels and 43,000 motels twice a year.

Suesholtz said that virtually all operators have had no prior connection with the coin machine field. However, he is attempting to reach veteran operators as he

feels that a coinman who knows the ropes has the best chance of success.

Suesholtz got his start in the video manufacturing field in 1945 when, as a young chemical engineer who had been a cathode ray tube specialist with the Radio Corporation of America, he set up a tube manufacturing company called Lectrovision, Inc.

At that time there were so few video sets that Suesholtz had trouble finding markets. To create a market, he organized Transvision, Inc., which made television kits with numbered parts and directions. The idea was that the sets were so simple that they could be assembled by a person with no knowledge of video, radio or electronics.

Within five years he was doing more than \$5 million in sales. From there the next step was the manufacture of completed sets, designed for commercial use.

Suesholtz believes that no manufacturer can succeed in the coin-operated video field unless he has the entire operation planned—from the actual making of the sets to the actual placing

TIME MARCHES BACKWARDS

LOS ANGELES, Aug. 22.—Progress in this age of electronic brains took a step backward here this week.

Mary Solie, Bill Leuenhagen's Record Bar, normally receives a variety of many requests from music operators, with one phone call topping the list in many a moon.

A music operator called and wanted to know if he could pick up a three-speed phonograph.

"We've got it," said Mary, as the operator added "one that has an old fashioned hand-crank."

and servicing on location. He argues that few operators will buy receivers, look for locations, then worry about service. They will buy, he contends, if these things are done for them—and they are willing to pay a fair price for these services.