

AGREEMENT SEEN SPUR TO COLOR TV

Remington Rand and CBS Plan 'Vericon' Equipment for Industry, Medicine, War

FORMER TO MANUFACTURE

Latter Will Provide Designs, Make Tests—Broadcasting to Public to Wait

A cooperative agreement, expected to result in color television for industrial, business, hospital, governmental and military use, was concluded yesterday by Remington Rand, Inc., and the Columbia Broadcasting System.

Remington Rand is one of the largest manufacturers of office machines and business and industrial equipment. It also has been manufacturing and distributing black-and-white television equipment for industrial use under the name of "Vericon."

C. B. S. will provide the designs and do the testing, while Remington Rand will manufacture, sell and install the color television equipment. Existing organizations of both companies will be used for the project and at present no expansion will be needed.

Color Television Ruling Awaited

At this time, the arrangement does not cover the use of the new television equipment for color broadcasting to the public because the Federal Communications Commission has not yet rendered a decision in the color television case. Thus, the equipment will be used only over closed circuits (inter-city relay facilities of the telephone company), although it makes use of the CBS color television system developed by the network and recommended to the FCC for public broadcast use.

Known as "Vericolor," the equipment will comprise a simple, compact, lightweight, single-operator color camera, a control unit with its own color monitor and as many additional color monitors as may be required. Models of the various components were shown to the F. C. C. last Spring during the color television hearing. It is expected to be ready for delivery in the fall.

The agreement contemplates intensive development of new fields for the broader employment of color television. Initially, it is expected that the most common use will be for the teaching of surgical and medical procedures and for employment in dangerous industrial processes, including atomic production and research.

It is also expected to be used in such commercial applications as city-to-city transmission of advertising layouts, style showings, designs and other displays as well as for sales presentations and conferences.

The Vericolor camera occupies only half a cubic foot of space and is one-fifth the size of the cameras normally used in black-and-white television. It weighs only thirty-two pounds, or less than half the weight of standard black-and-white cameras.

One Man to Operate

The equipment requires only one man to operate it and, by the use of auxiliary amplifiers, the operator can be as far as ten miles away from the camera itself. It offers as optional features push-button control of focus as well as selection among three lenses mounted in a turret at the camera.

James H. Rand, chairman of the board and president of Remington Rand, said his company had received a substantial number of inquiries concerning availability of color television equipment for industrial use. Many of these inquiries, he said, grew out of successful demonstrations of the teaching of surgical and medical procedures by color television. These demonstrations were made by CBS for the Smith, Kline & French Laboratories, Philadelphia pharmaceutical concern, at medical conventions in the past year.

Frank Stanton, CBS president, asserted that the Remington Rand experience in manufacturing, and the fact that it already had a widespread sales and service organization throughout the world, "would act as a tremendous stimulus to the employment of color television in many fields."