



A Zenith Radio Corporation

PRESS RELEASE

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Chicago, June 13 -- Zenith Radio Corporation has announced and demonstrated a startling new kind of television set that uses a flash beam from a small pistol shaped gadget to turn the set on or off, change channels, or cut out the sound of long winded commercials.

Company officials announced that this was not the pilot model for some dream device, but a tested and proved product that has been used in the homes of Zenith officers for the past year and that will reach the consumer market within the next 30 days. Viewers who use it will find that they can operate the Flash-Matic set from any place in the room facing the set.

The new flash tuning method was demonstrated for the first time to Zenith distributors, who were assembled at the Conrad Hilton Hotel to see the company's new 1956 line of sets, and also at a gathering of the press. Leonard C. Truesdell, Zenith's vice-president and director of sales, told distributors that the flash beam tuning development is standard, built-in equipment on nine models in the company's new line.

"The magic ray (which is harmless to humans) does all the work -- no dangling wires or connecting cords are needed," Truesdell said. All the viewer has to do is beam the ray from a little hand pistol across the room at a sensitive window on the corners of the set. A flash beam shining in the lower left hand corner will turn the set on or off. Channels are switched through the upper two sensitive windows; the one in the left

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corner turns to channels that are counter-clockwise; the upper right corner window changes channels clockwise. A beam striking the lower right hand window effectively tunes out commercials. Another touch of the flash gun brings the sound on again when the commercial is finished and the program returns.

The Flash-Matic sets can also be operated manually, he stated. Suggested retail prices of the nine new receivers range from \$399.95 for a 21-inch open face console to \$1400 for the 27-inch high-fidelity Stratosphere* TV-radio-phonograph combination.

Zenith distributors also saw 44 other new TV receivers demonstrated. Suggested retail prices for the entire line start at \$149.95 for a 17-inch portable television receiver.

The company also introduced a Disc Jockey 3-speed record player, designed to take advantage of the high-fidelity sound system built into certain Zenith TV sets. Suggested retail price of the record player is \$19.95.

*Reg. U. S. Pat. Off.

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