

# RCA

## What is RCA's AccuMatic Color Monitor?



With AFT bringing in a properly tuned signal, switch on the AccuMatic Color Monitor and instantly you get beautiful color. Then if you desire to tailor the color to your preference, easy adjustments can be made with the manual color and tint controls. The AccuMatic Color Monitor automatically holds your color settings within a normal preference range—closer to the way people like it. With the AccuMatic Color Monitor button depressed, it's impossible to adjust the color controls outside the normal preference range. At the same time, the AccuMatic Color Monitor also maintains natural, pleasing fleshtones even when affected by variations in the TV signal.



Retail Salesman's Development Program

# Good color is easy with the AccuMatic Color

## Why have the AccuMatic Color Monitor?

For many people, adjustments of color level and tint come easy. For others it may seem confusing. Some don't want to fiddle with multiple color adjustments. Others may have small children that can make maintenance of color difficult. Still other people find fleshtones a problem.

No matter which one of these people a consumer may be, he'll find the RCA AccuMatic Color Monitor a pretty handy feature to have. By pushing the AccuMatic button, a consumer can get more consistently beautiful color and tint, as well as maintain natural, pleasing fleshtones.

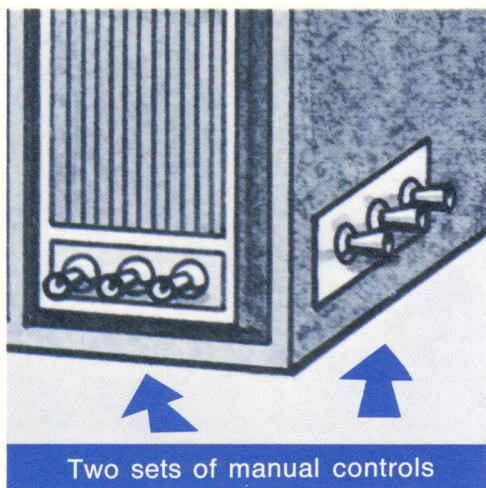
The AccuMatic Color Monitor keeps color level and tint within a normal preference range and makes it impossible for the consumer (or children) to inadvertently tune them outside the range.

It's great for those people who hate to fiddle with complicated color adjustments. Push the AccuMatic button and instantly you get beautiful color. (For enhanced greens, the AccuMatic Color Monitor may be switched off.)





# Monitor



Two sets of manual controls



One set of manual controls

## Some other approaches

Some other approaches use two sets of manual controls. When you activate the control feature, all you are doing is switching from the manual controls on the front to *another* set of manual controls. Both sets of controls are subject to possible misadjustment.

## The RCA AccuMatic Color Monitor

With RCA's AccuMatic Color Monitor there is only one set of color level and tint controls. With AFT bringing in a properly tuned signal, switch on ACM and instantly you get beautiful color. Then, if you desire, you can tailor the color and tint to your preference with the single set of color controls.

Beautiful color becomes a simple matter. Color control has been designed into the set. There is no need for an extra set of color and tint controls.

## The AccuMatic Color Monitor maintains natural, pleasing fleshtones too!

Almost everyone has experienced the need to readjust the tint control when changing channels. The tint control also often requires adjustment when the station switches from local programming to a network program. Sometimes faces appear greenish or purplish.

These are such fleeting and unpredictable situations that a viewer would have a real problem trying to constantly readjust the tint in order to correct them. The AccuMatic Color Monitor, on the other hand, helps minimize this problem automatically.

There are no *extra buttons*. The *same* button that makes color level and tint adjustment easier also maintains natural, pleasing fleshtones regardless of camera or channel changes.

# **What are the consumer benefits of the RCA AccuMatic Color Monitor?**

- **Keeps color within  
a normal preference range.**
- **Maintains natural, pleasing fleshtones.**
- **Simple to operate.**

