

RCA

Why have AccuTint?

Unwanted variations in the TV signal may cause changes in tint while switching from one station to another and even in some cases when commercials are shown.

People may appear to have greenish or purplish skin.

Two methods of correcting these signal variations at the TV receiver are:

1. Manually: The viewer can manually adjust and readjust the tint to maintain the desired flesh tones.

OR . . .

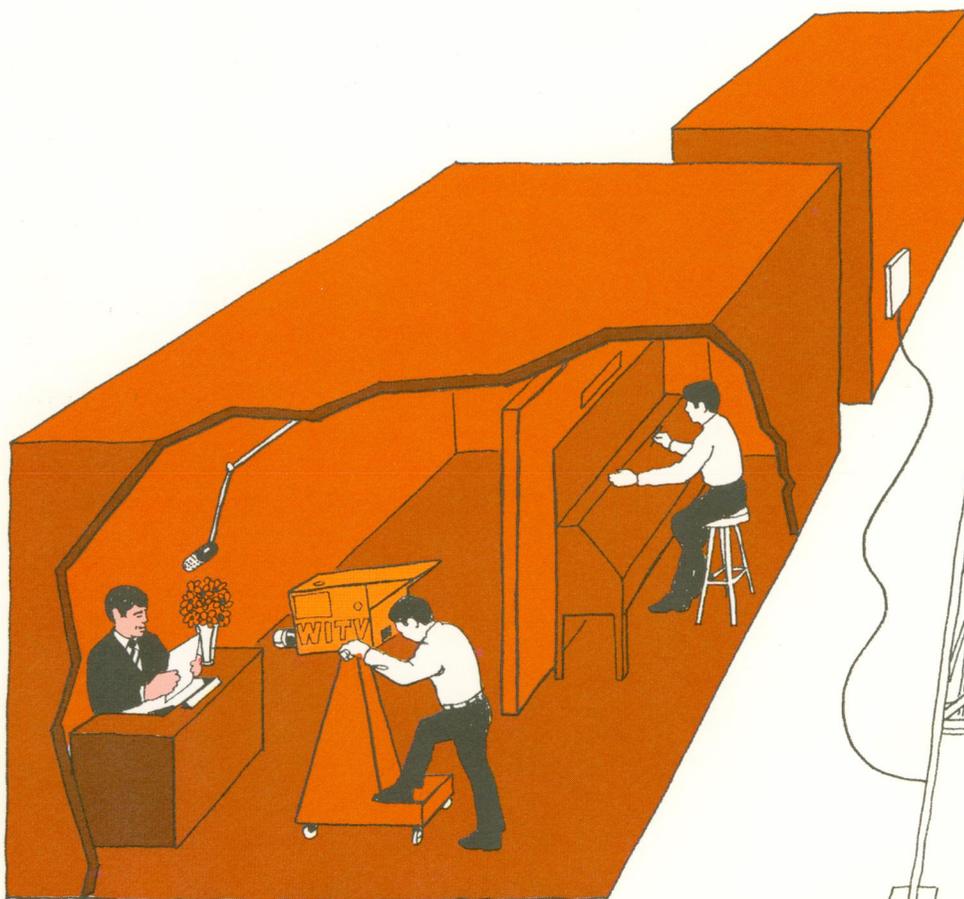
2. Electronically: A circuit will electronically preserve the tint setting the viewer selects. RCA's AccuTint (A/T) does this . . . and more!



RETAIL SALESMAN'S DEVELOPMENT PROGRAM

The Color You Desire...

**AccuTint CAN GIVE YOU
THE COLOR PICTURE
YOU DESIRE!**



With AccuTint (A/T)

When unwanted signal variations occur, AccuTint presents...

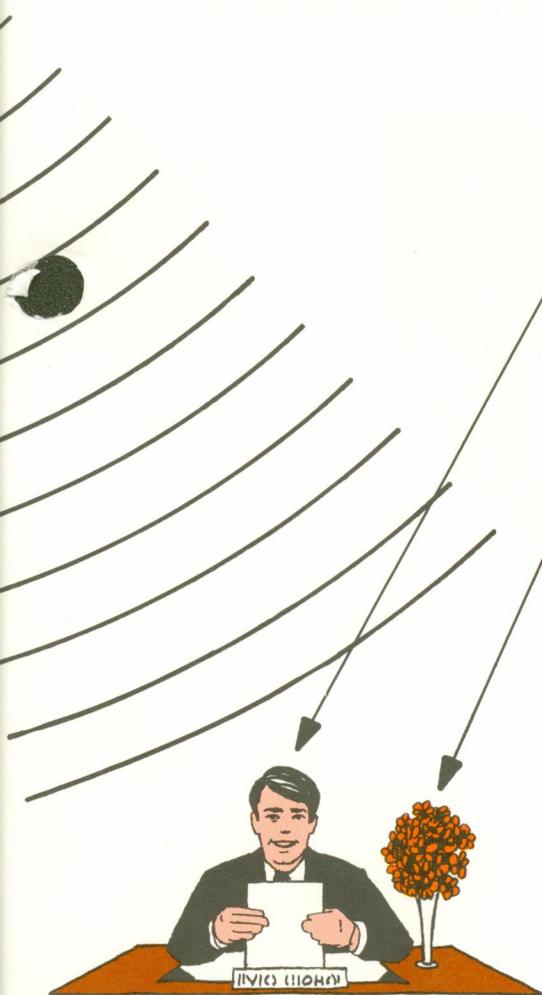


NATURAL, PLEASING FLESH TONES...while maintaining a balance of other colors.

Good flesh tones are maintained during channel changes and even commercials with RCA's new AccuTint (A/T) which incorporates automatic camera-matching circuitry. A/T subdues the blue and green color content in the picture, which sometimes occur in flesh tones giving an unnatural appearance.

At the same time, AccuTint's exclusive automatic camera-matching circuitry provides "warmer" coloration in the picture. This "warmer" coloration is a truer reproduction of what the camera sees and emphasizes the flesh tone color content in the picture so that changes in flesh tones are less disturbing. Your AccuTint set will place emphasis on "warm" colors as the studio TV camera does.

AccuTint preserves your tint setting. It presents natural, pleasing flesh tones while maintaining balance of other colors. Because of its design, AccuTint can reproduce as many flesh tones as there are faces of men.



What are the **consumer benefits** of AccuTint?

ADVANCED DESIGN AccuTint is designed for customer convenience. It substantially eliminates the necessity to readjust the Tint Control when unwanted variations in the TV signal occur.

DESIRED PERFORMANCE AccuTint (A/T) electronically gives you pleasing, more natural flesh tones and consistent color on all channels.

RCA

PRODUCED BY THE RCA SALES TRAINING DEPARTMENT

Form HB 5652 D Trademarks (R) Registered Marca(s) Registrada(s)

Printed in U.S.A.