



# **What is RCA's Automatic Chroma Control?**

**Automatic Chroma Control (or ACC) keeps the adjustment of color intensity to a minimum. Even when you change from channel to channel and your set is receiving varying strengths of color signals, the Automatic Chroma Control monitors the incoming signals and maintains a consistent level of color.**



**RETAIL SALESMAN'S DEVELOPMENT PROGRAM**

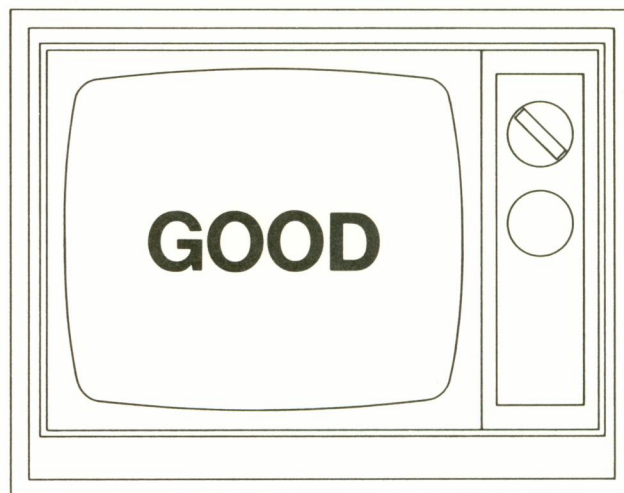
# Color Adjustment M

## The Problem:

Not all color television stations transmit signals of the same strength. Signals from some stations can be stronger than signals from other stations. In addition, the sensitivity of the television receiver, the type of antenna being used and distance from the TV station can also be factors affecting color intensity.

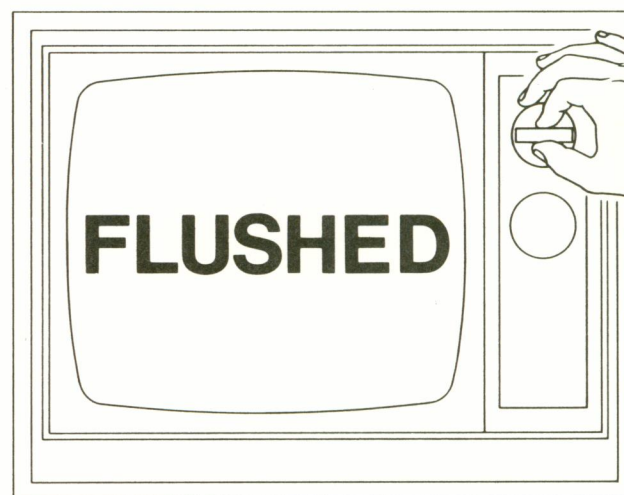
All in all, signals reach your RCA television receiver with varying degrees of strength. And if it were not for the Automatic Chroma Control the color intensity from station to station could vary from a “flushed”, overly-brilliant look to a “washed out”, pale look. As you changed stations, you might have to compensate for the differences in color intensity by adjusting the color control. This could be inconvenient and bothersome.

WITHOUT THE AUTOMATIC CHROMA CONTROL\*,...

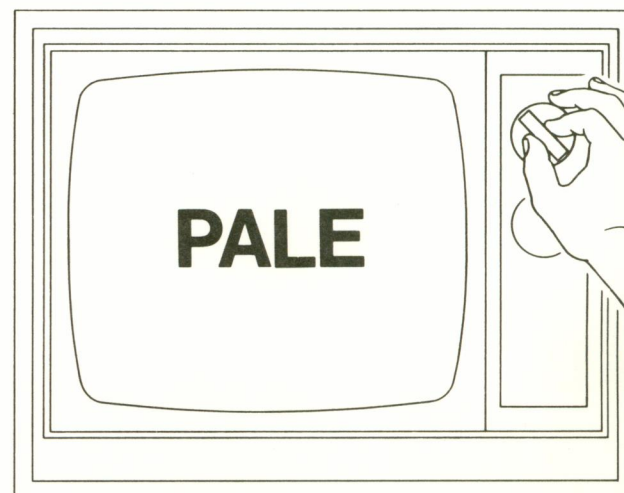


If you first adjust the level of color to your preference...

**THEN CHANGE TO A STRONGER STATION...**



the color will become **flushed** or **too brilliant**. If you then readjusted the color for the stronger station...



returning to the original station would yield color **too pale**.

\*or a similar monitoring device



# Minimized with ACC!

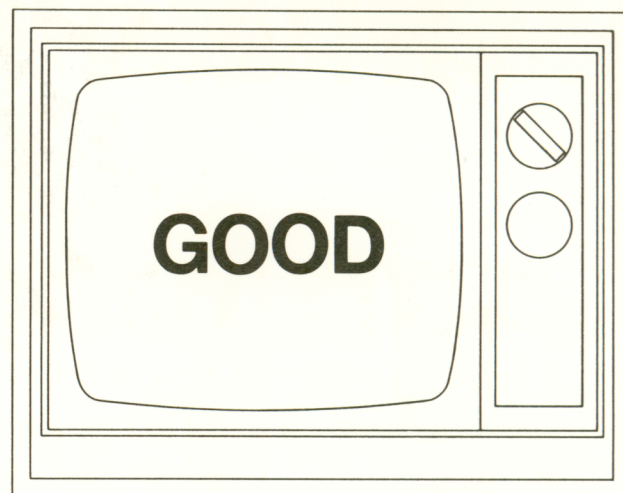
## How does RCA's Automatic Chroma Control (ACC) Solve the Problem?

When any color signal reaches an RCA television receiver it is strengthened by what is called a "color amplifier". If it were not for the Automatic Chroma Control the color amplifiers in the set would make both strong and weak signals stronger but would do nothing to hold them constant.

Depending upon the color signal, you could get the same results as in the illustrations shown to the left.

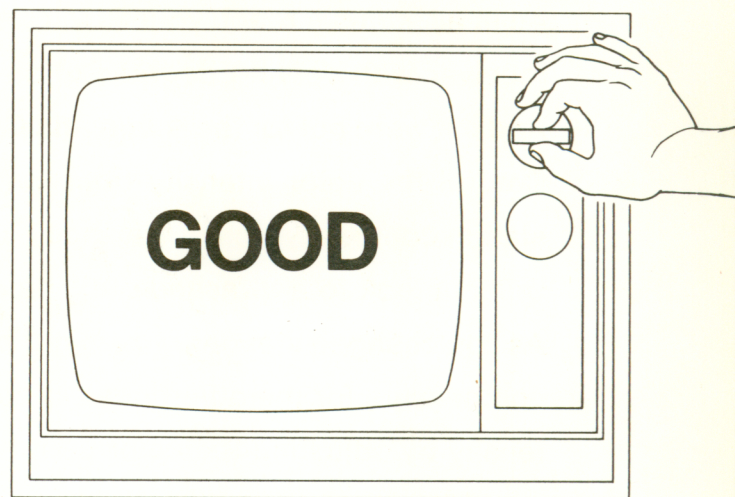
The ACC circuit determines how much the color signal becomes "amplified" by comparing its intensity to your preset choice. If the color signal is strong, the ACC circuitry "tells" the color amplifiers to strengthen the signal only a little. If it's a weak signal, ACC "tells" it to strengthen it a greater amount. In this manner, the ACC circuit keeps the color level nearly constant even when you change from channel to channel.

WITH RCA's AUTOMATIC CHROMA CONTROL

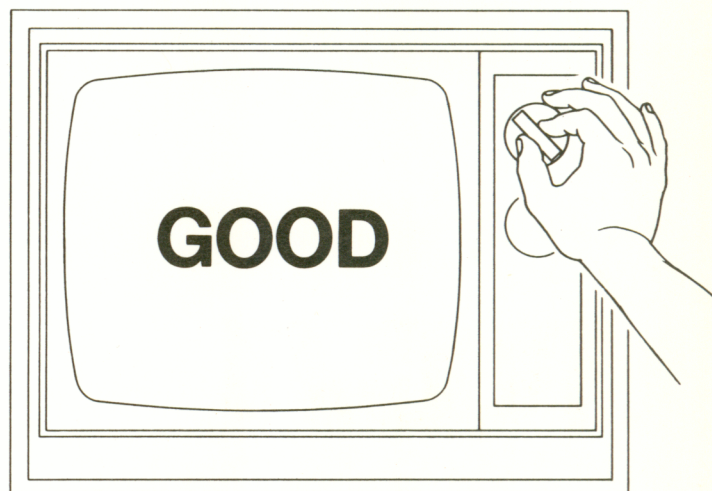


If you first adjust the level of color to your preference...

**THEN CHANGE TO A STRONGER STATION...**



**THE COLOR REMAINS GOOD...**



**...CHANNEL AFTER CHANNEL CHANGE!**



# **What is the consumer benefit of RCA's Automatic Chroma Control?**

## **GREATER CONVENIENCE...**

The Automatic Chroma Control automatically keeps the color intensity level in spite of variations in color signal. It minimizes the necessity of "fiddling" with the color control even with channel changes.

