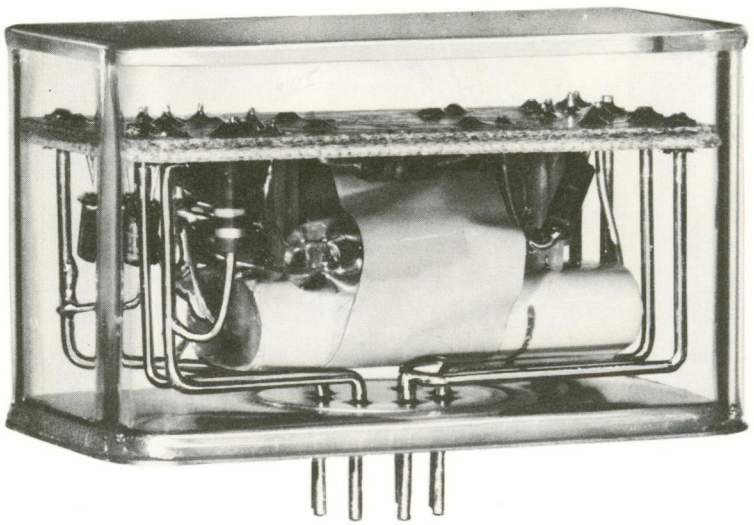
RCA

What are the RCA Color TV Memory Modules?



RCA Memory Modules are the product of RCA's advanced TV engineering design efforts and help provide electronic control of volume, color and tint. In all RCA full-function Color TV remote control systems using Memory Modules we have eliminated motors and gears that once mechanically turned the color, tint and sound controls from inside the television. The only motors now remaining in the entire system control channel changing. Now in place of the eliminated motors that once controlled color, tint, and volume, we use computer-age Memory Modules. Read further and see how this important advancement works to benefit the consumer.

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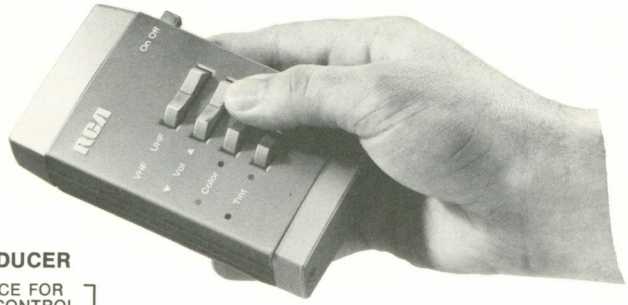
RETAIL SALESMAN'S DEVELOPMENT PROGRAM

MEMORY MODULES: A C



HERE IS HOW RCA FULL-FUNCTION COLOR TV REMOTE CONTROL WORKS:

Each time a different button on the Color TV remote control hand transmitter is pressed, a different remote command signal is sent to the television set. Each signal enters the set through what is called a "transducer". This signal is strengthened and then sent to its proper circuit in the television set. For instance, if you press a tint button, only the tint circuit in the television will be activated . . . the tint button will not affect the color, volume, or any other function. The reason you can't hear these remote command signals being transmitted is because they are super sonic signals and, like the sounds from a dog whistle, incapable of being heard by the human ear.

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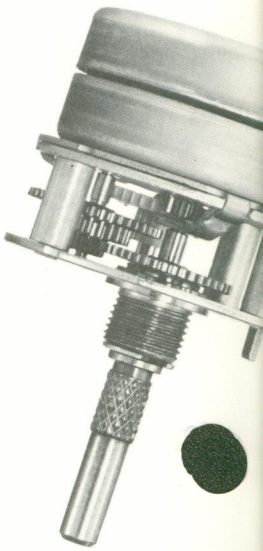

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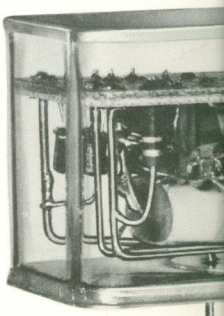

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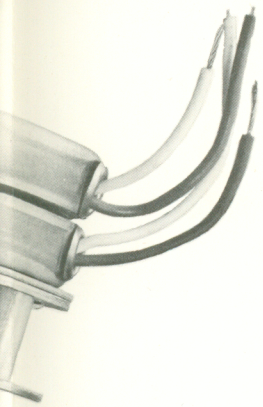

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THE DIFFERENCE IN OPERATION BETWEEN A COMPLETELY "MOTORIZED" SYSTEM AND AN RCA FULL-FUNCTION SYSTEM USING MEMORY MODULES

The remote command signal sent to a "motorized" system activates a motor. There is often a motor for the tint; another for the color; and still another for the volume. Each motor MECHANICALLY turns or moves its respective control from inside the set. This involves motors and gears which are subject to "wear and tear".

The tint, color and volume remote command signals sent to RCA's full-function remote control with Memory Modules, activate no motors—they instead activate Memory Modules. The Modules are ELECTRONIC, not mechanical. No motors, no noisy moving parts. No gears to wear out.

Each time you press a button on the hand transmitter for this latest RCA remote control system, it responds to your command and sends a remote command signal to the appropriate Memory Module. If you could see inside the Module, you could tell it was "listening"; for during that time, a tiny neon light would glow brightly. Then, when you finish your command, the light goes out and the tiny Module "remembers" what you "told" it. That is, it will continue to operate either your tint, color, or volume at the level you select until you are ready to change it again.

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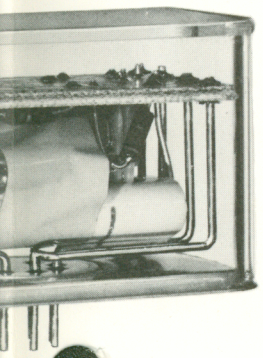

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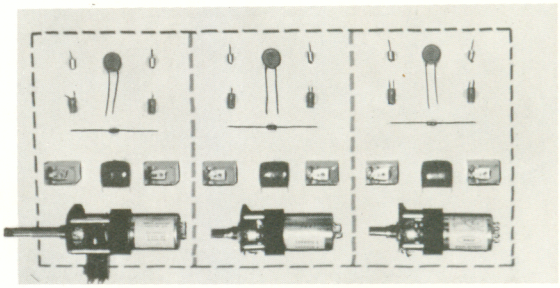
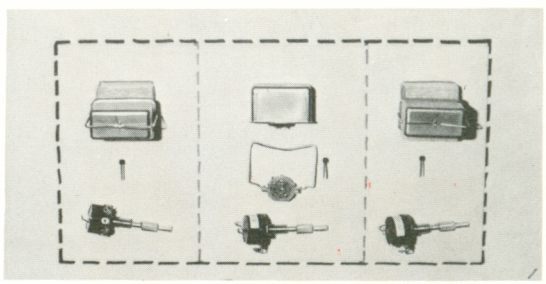
IT'S A SIMPLIFIED SYSTEM

The illustrations to the right show the circuitry involved in a "Motorized" system compared to that of the RCA full-function Memory Module system. Notice how much more congested and complicated the "motorized" system is. Using Memory Modules, we have eliminated several moving parts. Three of these were motors with gears. With its fewer parts and non-mechanical Memory Modules, this latest RCA remote control system represents a new mark of engineering design and circuit reliability.



MECHANICAL SYSTEM
(VOLUME, TINT, COLOR PARTS)



NEW RCA SYSTEM
(VOLUME, TINT, COLOR PARTS)

What are the consumer benefits of RCA Memory Modules?

GREATER RELIABILITY . . .

Operation of tint, color, and volume control, in systems using Memory Modules for this purpose, no longer requires the use of motors. In these areas there are no gears to wear out or motors to fail.

RCA

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