



**ACTUAL
FILM
SAMPLES
INSIDE**



Is a Trade Mark of CBS Electronic Video Recording,
a Division of Columbia Broadcasting System, Inc.

THE EVR FILM

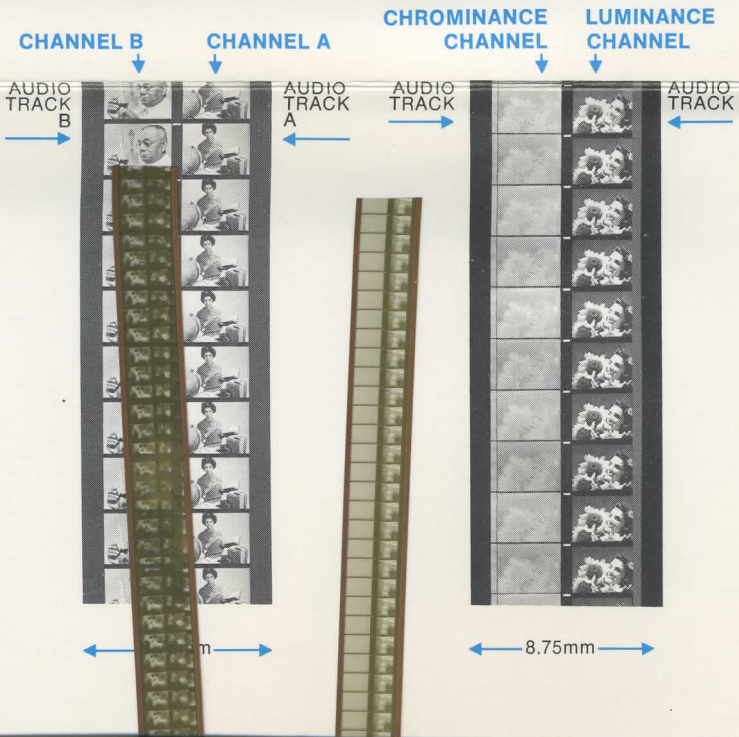
EVR Film has two rows of visual frames, each with a magnetic sound track. A fully loaded EVR Cartridge provides 25 minutes of color or 50 minutes of monochrome programming. All EVR Players accept both color and monochrome cartridges, playing them through the appropriate type of standard television receiver.

THE MONOCHROME FORMAT

Illustrated at left is a segment of film in the monochrome format. On each of its two channels there is a separate program, and each channel provides up to 25 minutes of monochrome pictures with sound, for a total of 50 minutes. A channel selector switch on the EVR Player allows the user to change channels before or during viewing.

THE COLOR FORMAT

The color format uses the same thin black-and-white EVR Film. In this format, however, the left channel provides color information, while picture information is on the right channel. These are combined in the EVR Player and translated electronically into a color television signal.



CBS ELECTRONIC VIDEO RECORDING

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