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Electronic Video Recording (EVR)



CARTRIDGE TV TO BRING KEY PERSONALITIES TO COLLEGE CAMPUSES

Lloyd Singer (right), vice president and director of Education and Training Products, Motorola Systems Inc., Chicago, shows EVR (Electronic Video Recording) film to Robert P. Walker, president of American Program Bureau (APB) of Boston. The two companies entered into a cross-marketing agreement under which APB will package and distribute both EVR cartridge programs and EVR TELEPLAYERS\* to an estimated 4,000 campuses across the nation. APB is the world's largest publicly held lecture agency. EVR is a system for playing pre-recorded cartridge programs through any television set -- color or black and white.

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\* TELEPLAYER is a trademark of Motorola Inc.