

RCA SUGGESTS:

7 intelligent questions to ask when comparing video cassette recorders.

If you've decided on getting a video cassette recorder, your next decision is which one to get. After all, there are differences. These questions will help you find them. Which ought to make your decision a lot easier.

What's the maximum time on a single cassette?

Notice we said "on a single cassette." You don't want to be changing tapes in the middle of things. Check the controls on an RCA SelectaVision Video Cassette Recorder and you'll see that you can record for two hours or even *four hours on a single cassette*. Compared to the Beta-system recorders, SelectaVision gives you more flexibility and more time—you can't buy more than four hours on one cassette.

How much time do I get with the timer?

Some recorders offer a timer which attaches to the top of the machine. Many of these can only be set to start the recorder up to 19 hours in advance. SelectaVision, on the other hand, has an electronic digital timer that's *built in*. It makes for a very handsome design. What's more, you can set the SelectaVision timer to record up to 24 hours in advance.

Where is the pause control?

If the answer to your question is "third button from the left," you've got a problem. When you want to eliminate an unwanted segment while recording, or put the playback on "hold," you have to run over to the machine. Here's a better way: SelectaVision's *remote* pause control. You can use it from your chair—up to twenty feet away. Now isn't that more sensible?

What are my options?

Make sure you take a good look at optional equipment. There are some really exciting things here. SelectaVision, for instance, offers a black-and-white camera so you can make your own television productions. You simply aim,

pull the trigger and you're recording. A built-in microphone handles the sound. And you can see what you're getting on the screen while you get it.

Is the recorder direct drive or belt driven?

Here's where video recording is a lot like audio recording. To maintain a steady picture, the speed of the head wheel and tape must be precisely maintained. A tolerance of five tenths of one percent for audio recorders is considered excellent. But a variation of more than five *hundredths* of one percent in a video cassette recorder will cause distortion in the color picture. Belts can loosen and wear out—affecting head wheel speed. But SelectaVision's direct-drive system is designed to provide precise control now and for years to come.

How's the color?

A video cassette recorder is like a TV without a screen. It receives its own signal. SelectaVision is made with special circuitry that automatically compensates for changing signal strength.

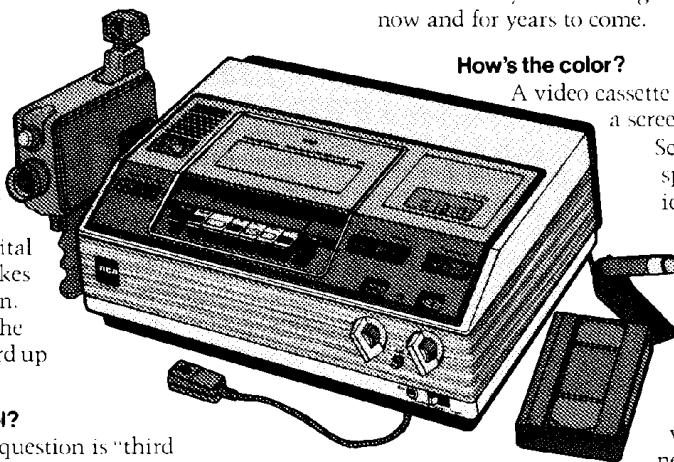
What about service?

Let's face it. A video cassette recorder is a precision piece of equipment. If something isn't operating precisely, you'll want to know that help is nearby. So you ought to know

that SelectaVision has the largest network of factory-authorized service centers in the country.

Now that you have the right questions to ask, shopping for a video cassette recorder ought to be a lot simpler. You might even want to take this ad along.

The way we see it, the more you know about video cassette recorders, the more you're going to like SelectaVision.



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Caution: The unauthorized recording of television programs and other materials may infringe the rights of others.

**Let RCA turn your television into SelectaVision.
Come in now for a demonstration.**



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