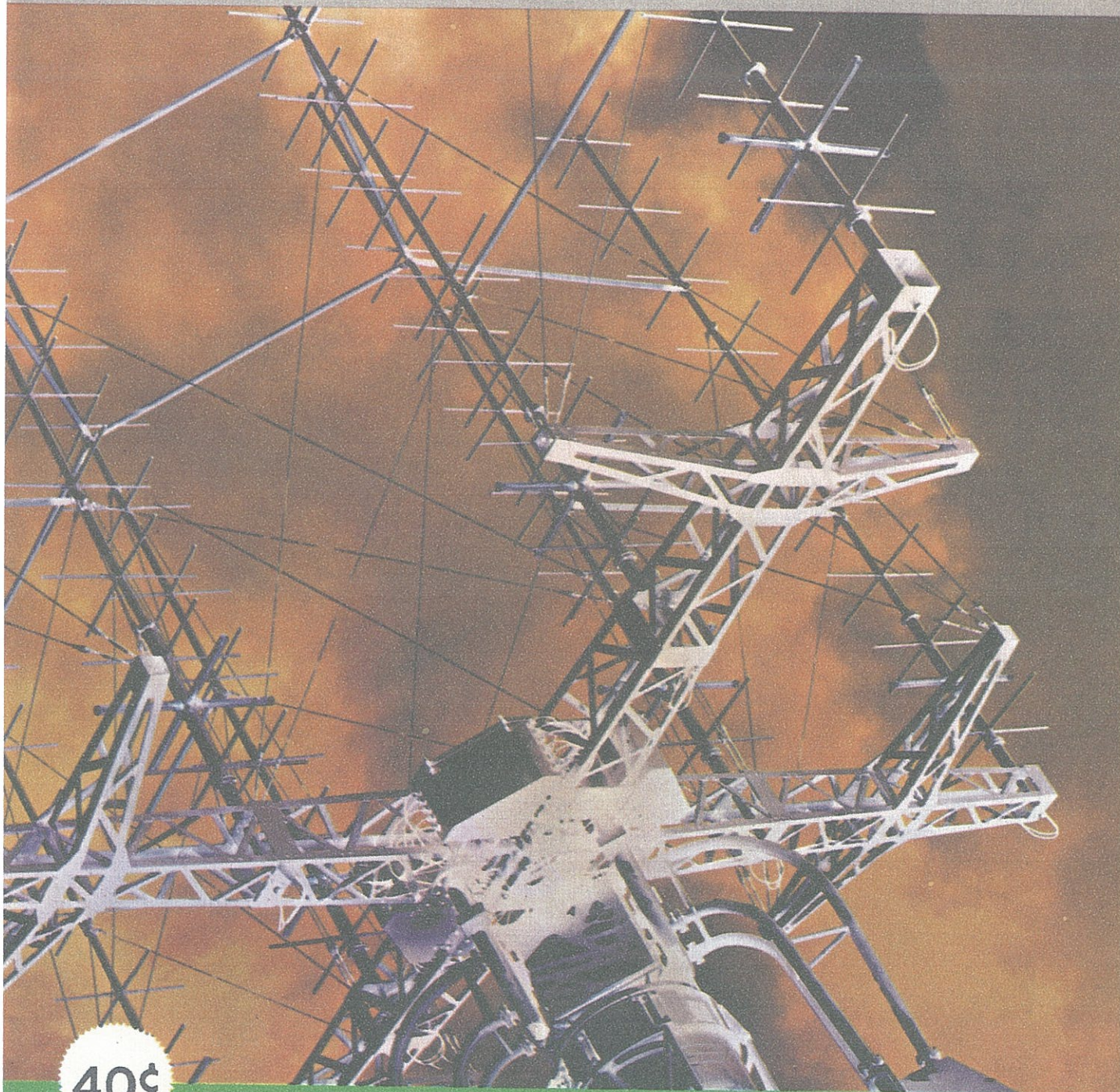


# ELECTRONICS

## Australia

January, 1970



40¢

Satellite telemetry antenna at Woomera (See page 3)

SOLID STATE STEREO AMPLIFIER • MULTI-BAND RECEIVER  
NEW METAL LOCATOR • AUSTRALIAN-N.Z. RADIO/TV STATIONS



## EDITORIAL VIEWPOINT

by Neville Williams

### Canned viewing . . .

During the thirties, radio was the dominant sound in Australian homes, providing entertainment that was novel, varied and accessible. But the novelty of radio gradually wore off and listeners began to seek a medium that would give them the sound they liked at the time they most wanted to listen. The need was met by long-playing discs and, today, people are likely to be as proud of their library of records as they might once have been of a library of books.

More recently, television has passed through much the same phase as did radio. Its role has changed from a compellingly novel and accessible source of entertainment to a routine part of the domestic environment. Will history be repeated? Is there a potential mass market for a more selective form of audio-visual entertainment? An audio-visual counterpart of the long-playing disc?

Many major companies seem to think that there is — a mass market which will take in, not only domestic requirements but the needs of audio-visual training, audio-visual marketing and audio-visual education in underprivileged countries. There follows immediately a question of technology: Which system holds the greatest promise?

Some companies are backing straight video recording, preferably in cassette form and played back through normal television receivers. The mode and quality of reproduction will always be limited to television practice, but the system offers the facility to erase and re-record at will.

At the other extreme is strong marketing pressure behind Super 8 sound colour film, also packaged in cassettes. It is essentially a refinement of conventional photographic techniques, but one that offers a standard of reproduction and an economy in equipment well ahead of the television-dependent approach.

In between are systems, such as that demonstrated by CBS, which are something of a marriage between electronic and photographic techniques. And, only a couple of weeks ago, RCA announced a method involving, apparently, the use of laser and holographic techniques to record audio-visual information as a surface pattern on a clear film, as a phase hologram. The exciting aspect is that copies can be produced by simply running blank stock over pressure rollers in contact with a metal film carrying a "negative" pattern.

Looking at the systems, one is moved to express the rather forlorn hope that we will end up with one or, at most, two systems — not a dozen. In saying this, however, I am not accepting as certain that any system will gain mass domestic acceptance. The fact that people can listen repeatedly to sound recordings is no guarantee that they will react in the same way to video tapes or sound films. Nor is there any guarantee that viewers will want to become involved in the routines of a film or tape library.

We shall see.

### On the cover

*This picture first caught our eye in a copy of "Global View," published in The Netherlands by the Philips organisation. It shows a telemetry aerial at Woomera, South Australia, photographed against a blazing red sunset. Philips is involved in the telemetry side of rockets being tested in Australia for a consortium of Western European nations. This aerial was used to track rockets in flight and to feed vital telemetry data to central receivers and recorders.*

ELECTRONICS Australia, January, 1970

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