

picturephone service



old

Visualize what Picturephone service can do for you!

It can give you a new dimension in day-to-day business communication; face-to-face... for better understanding.

When you can see the person you're talking to, and he can see you, day-to-day business communications enters a new era of understanding. Gestures lend emphasis, expressions enhance the comment, and the hard-to-describe can be shown.



Without Picturephone service:

"George came up with a new idea for the packaging construction. I'll send you a sketch."

With Picturephone service: "George came up with a new idea for the packaging construction. How do you like it?"

The Picturephone camera has a zoom lens that offers the ultimate in versatility. Use the set for conventional face-to-face viewing, or for distant wide-angle viewing, if there is a group of people in an office or conference room, or a blackboard display or presentation to show.



Before Picturephone service: "You know where the wing-nut secures the housing plate? You can't get your fingers in there to turn it. Maybe if we put it on the other side, farther away from the flange... you know what I mean?"

After Picturephone service: "Put this wing-nut over here."

The telephone with the picture screen will help you get things done faster.

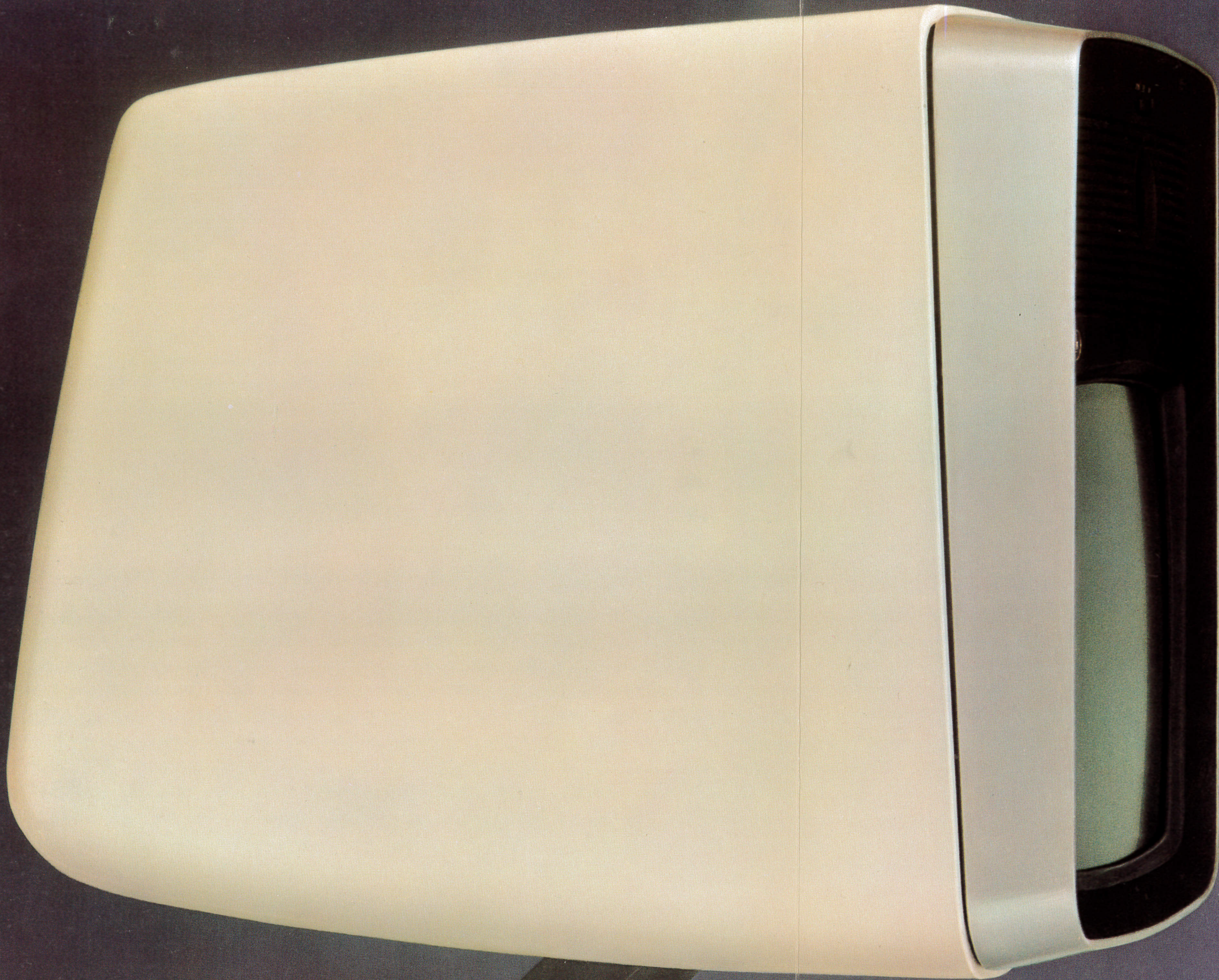
Close-ups of printed or visual material can be transmitted.

There's a self-view function, too, so one can see for oneself the actual

picture being transmitted.

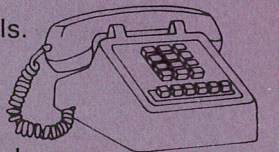
And thanks to technological advances, there's no need for special lighting; pictures will appear bright and sharp when sent from an office with normal light.

Ultimately, Picturephone service will be available across the Bell System network—the world's largest computer, which connects over 98,364,000 instruments and makes 128 billion calls yearly.

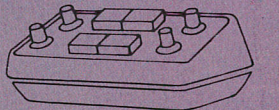


Easy to operate

A telephone is used to initiate and receive Picturephone calls. Regular telephone and hands-free speakerphone calls may also be made.

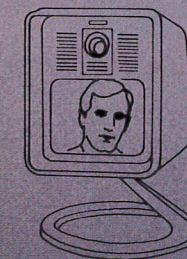


The Control Unit allows control of the picture being received and the picture being transmitted. Control functions include self-view (to see the transmitted picture), camera focus from close-up to wide-angle, picture brightness, voice volume, etc.



The Picturephone Display Unit

Both the picture tube and the camera are contained in the display unit. It swivels nearly a full circle so you can aim it in virtually any direction.



NORMAL



WIDE ANGLE



GRAPHICS

Picturephone service, actual size screen.



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5 1/2"

5"

Some of the ways to use Picturephone Service

You can conduct conference meetings and training sessions, hold face-to-face conversations and interviews with key people, analyze or illustrate operating results, make presentations; and, of course, display products, photographs, blueprints,

sketches, layouts, maps . . . you name it.

Picturephone service is ideal for important things like verifying a visitor's identification, or negotiating contracts at separate locations.

The uses for Picturephone service are almost unlimited. With a little imagination you can probably add a dozen more ways to use Picturephone service profitably.

