

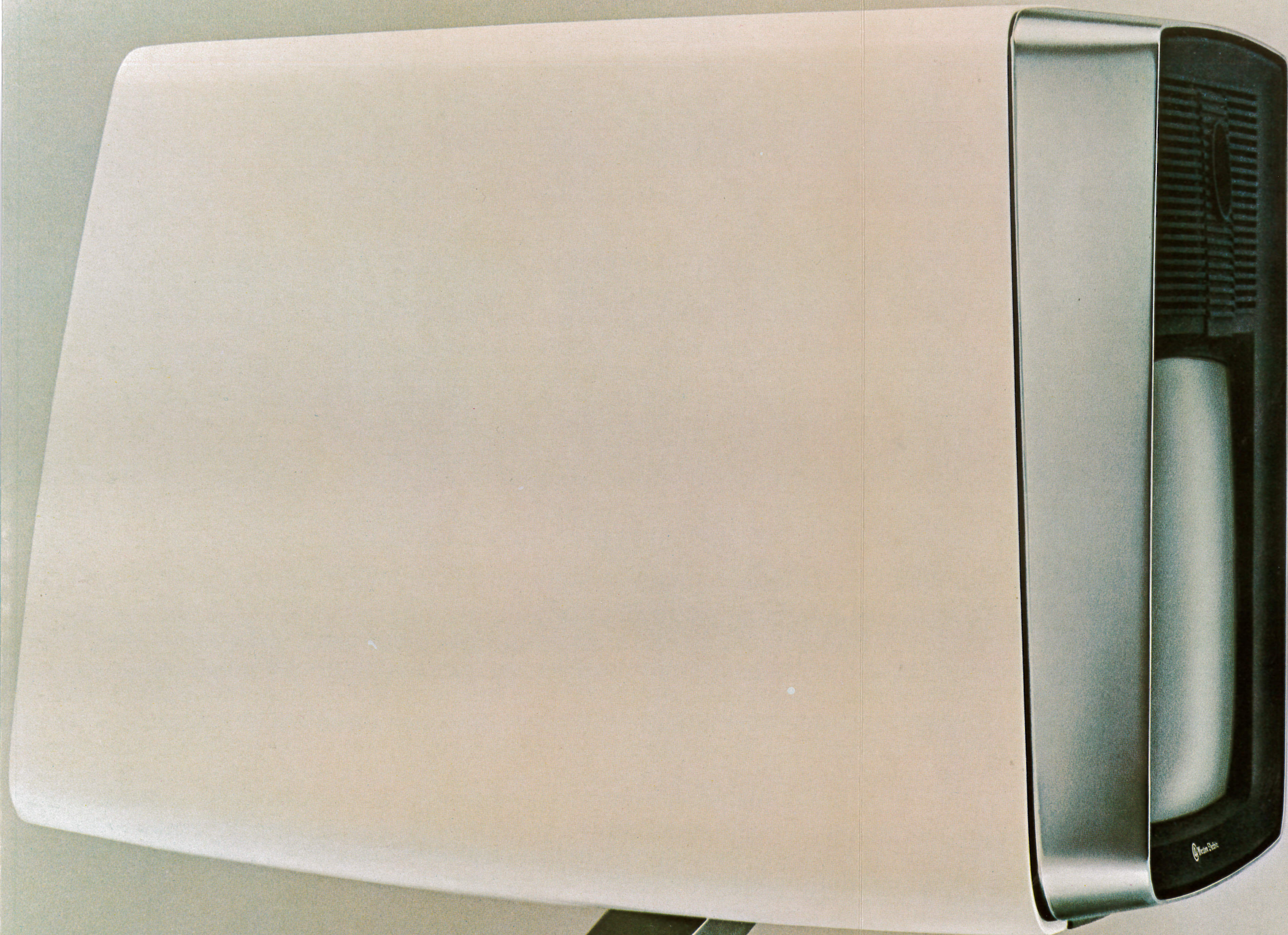


Visualize what Picturephone service can do for you!

Picturephone® service adds eye-contact to day-to-day business communications, adding understanding and "presence" because the shades of meaning conveyed by facial expression are transmitted, too. With Picturephone service you can sit at your desk and participate in conferences with colleagues miles away, make a sales presentation to a group of customers in another city, even interview. Tremendous savings can be effected through the elimination of travel time and expense.

With Picturephone service you have, in effect, added sketch-pad or blackboard capability to your desk phone. Your Picturephone set can also be used to view graphic material from your desk . . . charts, graphs, curves, floor plans. And you can help revise or update this material without leaving your desk.

Picturephone sets with their associated Touch-Tone telephones may also be used to retrieve data file information from a commercial computer . . . with no impairment of their primary use in face-to-face communications. By simply transmitting prearranged codes with the Touch-Tone buttons you receive the requested information — on your Picturephone screen. Up to 440 alphanumeric characters (i.e. letters, numbers, and graphics) can be displayed at one time. Entering, updating, editing, or retrieving data with your own keyboard may also be accomplished by acoustically coupling it to the Picturephone telephone set.

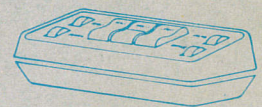


Easy to operate

A Touch-Tone® telephone is used to initiate and receive Picturephone calls. On the same phone, regular calls and hands-free speakerphone calls are also made.



The Picturephone Control Unit permits control of both outgoing and incoming calls. It contains the speakerphone microphone, too. The plainly labeled controls include those for turning the set on and off; adjusting the loudspeaker volume when the speakerphone is being used; adjusting the contrast of the picture display; changing the height of the picture being transmitted (for example, to center yourself in the picture); electronically changing the view area of the camera; cutting out the picture being transmitted from your own set and, lastly, monitoring the picture that you're sending out.

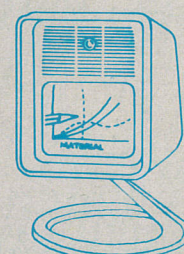


The Display Unit

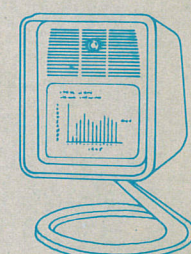
Both the picture tube and the camera are contained in the display unit. The unit swivels in nearly a full circle—you can aim it in almost any direction.



NORMAL AND
WIDE ANGLE.




GRAPHICS.



COMPUTER
DISPLAY



 Western Electric



Other Potential Uses

We've mentioned how you can conduct conferences and training sessions, hold face-to-face conversations and interviews; analyze or illustrate operating results; make presentations; display products, photographs, blueprints, sketches, layouts, maps . . . show just about anything you can get within range of the camera. Picturephone service is ideal, too, for other things like verifying a visitor's identification.

New and profitable uses for Picturephone service are almost unlimited. Your Bell System Communications Consultant can tell you more—he's as close as your telephone.



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