MODULAR VIDEO MATRIX
The Modular Video Matrix designed by Frank Gillette and Ira Schneider with Paul Ryan and John Riley in 1969 offered flexibility in the configuration of video environments. 56 monitors encased in plexiglass with stainless steel supports allowed for stacking to produce a wall of monitors or for arrangement into circles, semi-circles, etc. Inputs from cameras were presented live, or were taped for later playback. 5 pre-taped programs could be presented simultaneously. Programming could also contain a mix of live, delayed, and pretaped material. This Matrix was designed for the American Can Corporation and contrary to the desire of the designers the software was assembled by Harvey Lloyd Productions. Software for the Matrix presented at Industrial Trade Shows consisted mainly of bald-headed men touting American Can products intermixed with men (live camera) gawking at cheesecake hostesses.