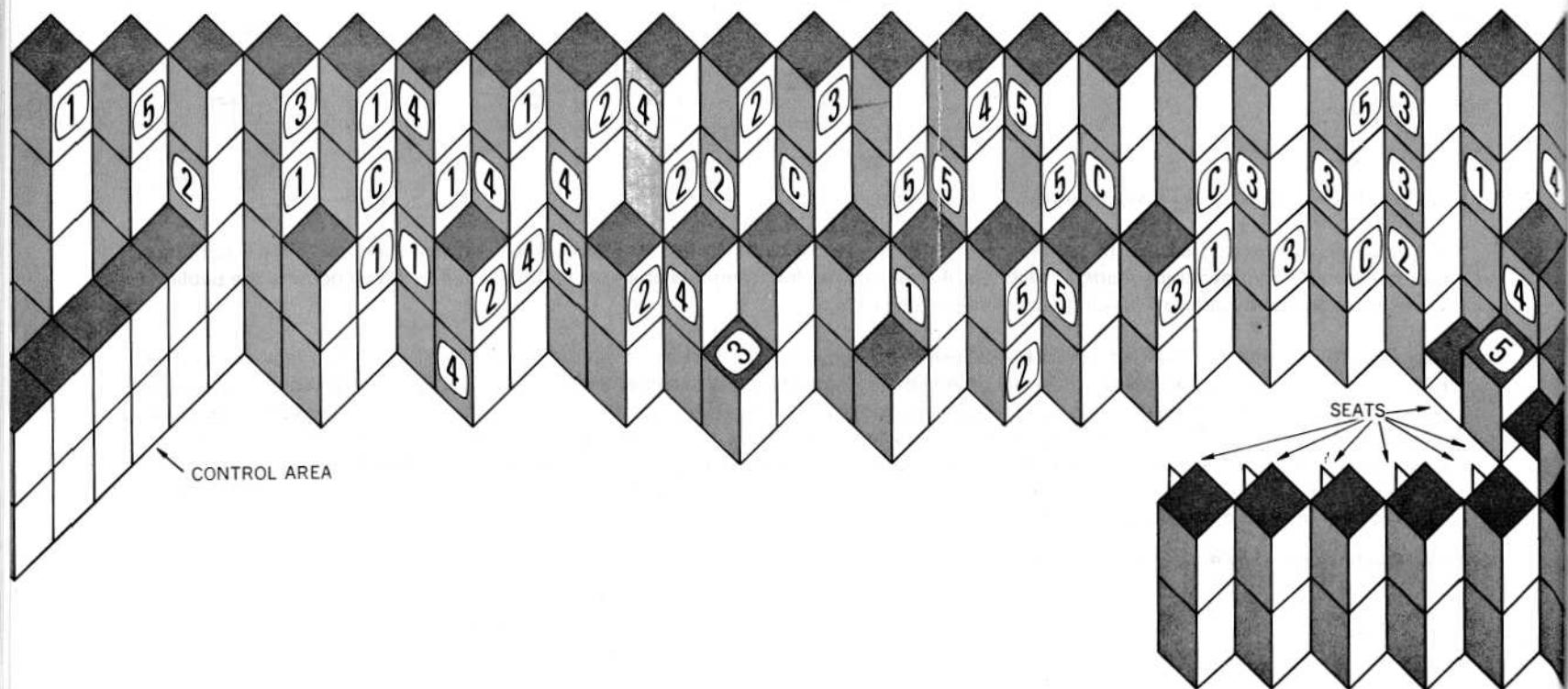
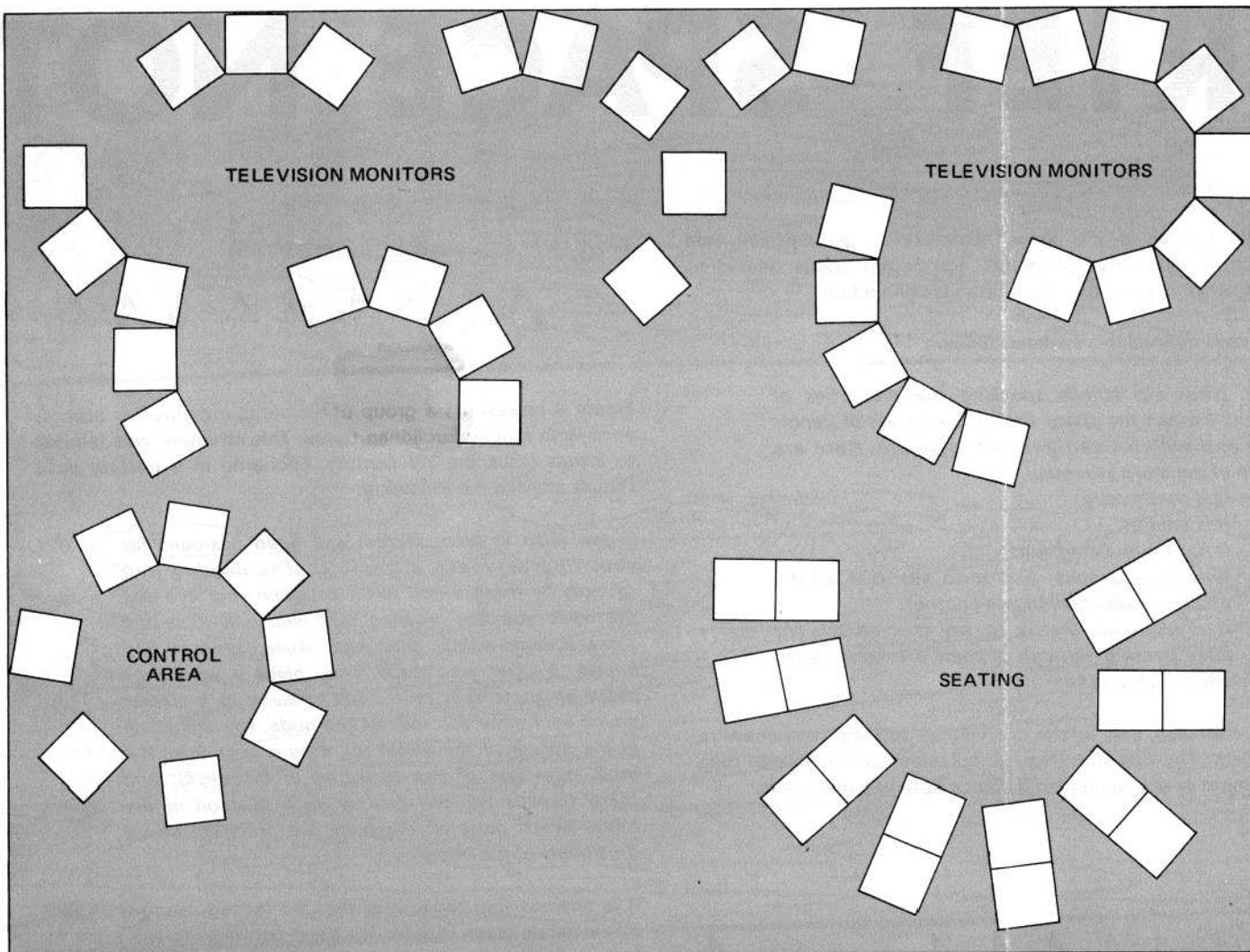




# MODULAR VIDEO MATRIX





#### VIDEO MATRIX

- 50 monochrome 17" T.V. monitors
- 6 color 19" T.V. monitors
- 7 monochrome videotape recorders
- 2 color videotape recorders
- 7 crystal controlled live vidicon cameras
- 1 video distribution amplifier
- 5 control consoles
- 1 audio distributor
- 1 master switching console

The master switching console creates these video-matrix capabilities:

1. 5 separate videotape programs into 5 banks of 10 T.V. monitors
2. Automatic switching to live T.V. cameras in each bank after videotape program
3. Sixth videotape program optionally switched to all T.V. monitors at once
4. Live camera at control console switched to all T.V. monitors simultaneously
5. Color videotape programs into color monitors

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.