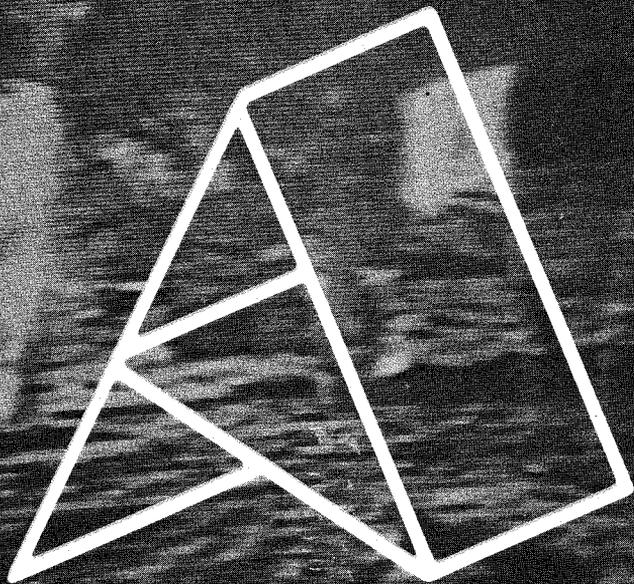
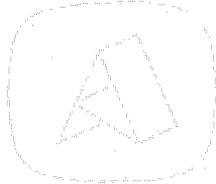
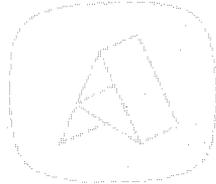
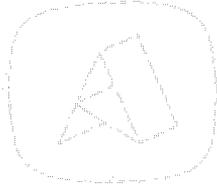
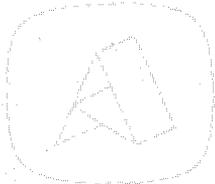
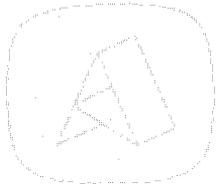
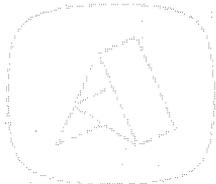
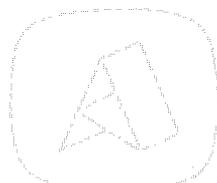
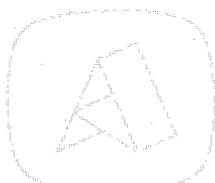
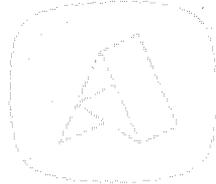
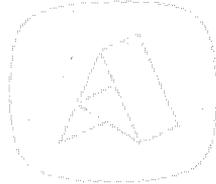
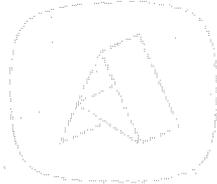
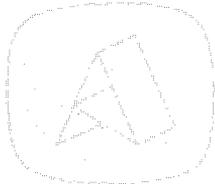


American Can Company Takes You Into the Future





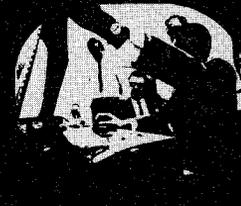
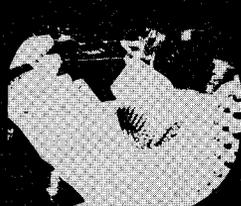
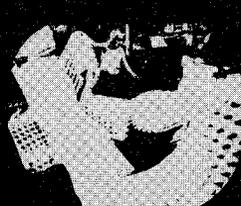
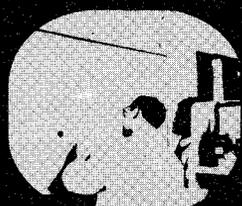
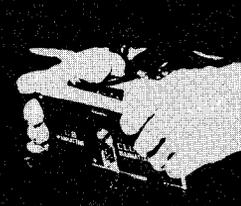
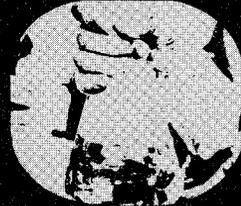
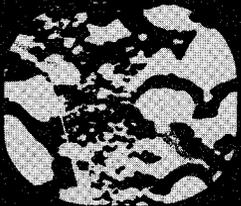
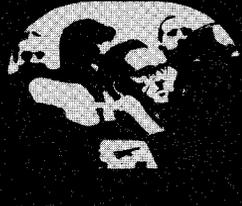
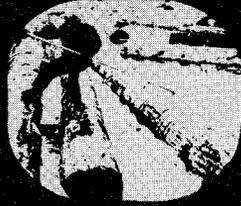
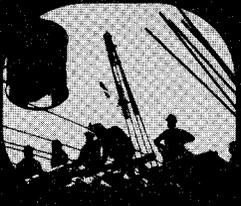
Markets of the Seventies / Video-Matrix



You See And Are Seen □ The Video-Matrix is a unique exhibit of television communication □ You see a multi-channel show of video-taped information, combined with live television camera projection □ Plug the earphone set into a television monitor for sound with the program you choose.

The Video-Matrix is the first total T.V. exhibit for the 'Markets of the Seventies'. □□□

We Show You Our Company
□ The Video-Matrix is an environmental use of 1970's technology □ You are more than a viewer. You are actively involved in the show □ In the next few minutes you see American Can Company, its products, services and over all packaging capabilities □ □



We Step Into The Future. □

Our people are here to help you find specific product information and talk to you.



Thank you for being part of this 1970's information environment. □ At American Can Company we create the future. □□□□□□□□□□□□□□□□

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 Video Matrix is built by LYNCH Exhibits, Pennsauken, N.J. Electronics

are by HAMTON Engineering Assoc., Boston. RCA provides exhibit playback equipment and technical service. Videotape programming on CONCORD Communications, N.Y. equipment, cameras and master console. Editing on RCA I.V.C. 800 electronic editing videotape deck. Color programming, RCA studio, Camden, N.J. Exhibit hardware, RCA.

VIDEO MATRIX AND EXHIBIT BY HARVEY LLOYD PRODUCTIONS, INC.

Dale Megee
Peter Dustira
Erika Benis

VIDEO MATRIX PROGRAMMING BY HARVEY LLOYD PRODUCTIONS, INC.

Harvey Lloyd Executive Producer
Woody Vasulka Producer
Frank Vento Technical Director
Allan Kay Studio Manager



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