

But the public nonsubscribers will receive it in monochrome or black and white whereas the pay subscribers, who may wish to have it dressed up better, will pay their dollar or \$2 to get it in color.

Now, this is not a double broadcasting system although it is a completely over-the-air system. But it is a system in which the color programs are put out from the broadcasting station in such a manner that a color receiver will normally receive them in monochrome but in such a manner that the subscriber by a slight attachment to his receiver, which we will call the "little black box," is able to supplement the reception which he gets over the air by a locally produced "burst" signal as it is called which he has to pay for and that immediately converts his reception into a color reception.

Now, in order to emphasize what this means, I will presume to call your attention to the single sheet which is set into the monograms as a flyer, and under the caption of "B" we find the listing of special or pay programs broadcast without "bursts" as a color program. That program can be received in monochrome by an ordinary monochrome receiver. It can be received in monochrome on a color receiver in the hands of the public because they don't get this burst signal but when it comes to the subscriber he can receive it also in monochrome if he does not care to make payment but if he wants to make payment his receiver, the supplemental unit, will supply the burst signal so that he now gets the program in color.

Now, I followed the tests of Zenith at Hartford, the tests of Telemeter up in Canada near Toronto. There has been a great deal of effort placed in a careful analysis of how many persons in a given area or what percentage are probably going to be willing to subscribe. As near as the estimates which have been made at the present time, I think there the estimates run about 5 or 10 percent of a total viewing population of an area of 20,000 receivers and up.

I am going to present a system which doesn't require any change in the subscriber's receiver. It does not require any change in the receivers, television receivers, of a million viewers within the viewing area if there are that many; it doesn't require any change in the complexity of the circuitry in the broadcasting station with the exception of the addition of one or two simple switching operations.

It doesn't require a complex supplemental unit for decoding or eliminating the scrambling signal. It requires in place of that only a very simple unit which produces the burst signal which has not been sent out by the broadcasting station for this particular special program.

Now, due to that circumstance, due to the fact that when a special program is to be put on the air the attendant at the sending station pulls the switch that eliminates a burst signal, as it is called, from the broadcast, all the viewing public having any kind of television receiver will be able to receive that same special program in black and white without pay but, as I have explained before, the subscribers may also receive either in black and white without pay or in color with pay.

Now, what is the result of this? The result is that that special program is made available not to zero persons of the nonpay public, it is made available to 100 percent of the nonpay public as well as to the members who subscribe and who are willing to pay a \$1 or \$2 or \$3 to have the program in color.