

Egyptian Television goes into colour

MARCONI WIN £4 MILLION WORTH OF ORDERS

The Egyptian Organization of Broadcast and Television Federation has awarded contracts worth £4 million to Marconi Communication Systems for the supply of colour television and outside broadcast vehicle equipment. This is thought to be the biggest colour television studio

equipment deal ever concluded by a British company.

The Company will be supplying 22 Mark VIII automatic colour cameras, eleven of the new B3404 telecines, two colour outside broadcast units and a range of the latest vision switching and

synchronizing generating equipment. Delivery of all equipment is scheduled to be completed within twelve months, and the company will provide training for the customer's staff both in the United Kingdom and in Egypt.

The equipment will be used to facilitate Egypt's changeover from black-and-white to colour television.

This deal represents yet another outstanding success for the Mark VIII, the world's most technically advanced colour television camera, and the Marconi colour telecine. To date well over 350 Mark VIII's have been sold throughout the world, and B3404 telecine sales have achieved a record number of nearly 50 sold since its introduction 18 months ago.

Since the Egyptian television service started, Marconi has supplied the majority of its equipment, including 30 Mark IV, Mark V and Mark VI black-and-white cameras for use in the Cairo studios and outside broadcast units. Egypt is regarded as the focal point for programme and engineering interchange in the Middle East, and the high engineering standards set by the organization are likely to be followed by other countries in this area.



Marketing Director, Cyril Teed, speaking at the ceremony after the signing of the contract with the Egyptian Organization of Broadcast and Television Federation

Continued success of I.F modulated transmitters

Orders worth more than £800,000 recently received for the Marconi B7103 Series of v.h.f television transmitters exemplify the continuing success of this advanced transmitter range. Over 80 transmitters have been supplied to Europe, North America, South Africa and Australasia.

The latest orders came from New Zealand, the Lebanon and Brunei.

The New Zealand Broadcasting Corporation have ordered equipment worth £600,000 for their second television programme due to start in the latter part of 1975.

The order is for three paralleled pairs of 15kW Band III transmitters and two paralleled pairs of 10kW Band I transmitters, as well as a large quantity of coaxial transmission line equipment. The order follows others placed at the end of 1973 for three paralleled pairs of 1kW Band III transmitters.

Band I transmitters of an earlier Marconi design have carried the Corporation's first service since the early

1960s. The current orders will be for equipping stations serving the main population centres around Auckland, Wellington, Christchurch, Hamilton, Potorua and Manawatu.

A further order has been received from the Crown Agents, worth over £180,000, for the supply and installation of colour television transmitting equipment in Brunei. The contract, which was placed on behalf of the Government of Brunei, calls for a new television station at Bandar Seri Begawan to be supplied with a pair of Marconi 5 kilowatt v.h.f transmitters, operating in parallel with comprehensive feeder switching facilities, as well as signal processing and monitoring equipment. Delivery began in January and the station will commence test transmissions in March.

Teleorient, the major television company in the Lebanon, has also ordered a 5kW Band III transmitter and associated equipment worth over £41,000.

Last year Teleorient went into colour,



One of the range of Marconi B7103 v.h.f transmitters

buying three Mark VIII automatic colour television cameras, vision mixers and switching equipment for their studios in Beirut. The new transmitter will extend the area of the company's television service.

Marconi originally supplied television cameras and associated fittings to Teleorient in 1961, and have subsequently modified some of Teleorient's existing vision mixers and sync generators for operation with the colour equipment.

Marconi centenary conference

It was appropriate that 1974, the centenary year of the birth of Guglielmo Marconi, should have been chosen for a Conference of GEC Marconi Electronics overseas agents. Some 90 agents representing 60 countries and territories met at St John's College, Cambridge from 15th to 21st September 1974.

In the secluded calm of this ancient college with its startling modern additions, delegates converged from all parts of the world. As this was the first agents conference since the formation of GEC-Marconi Electronics, delegates were able to learn first hand from senior executives in the Company and in all the management companies making up GEC-Marconi Electronics what their future prospects and policies were. With a week at their disposal, lengthy sessions enabled speakers to go into considerable detail in describing new products and systems and how they could best be marketed. Delegates were

offered ample time for questioning speakers, and outside the regular sessions agents were able to confer with relevant people in the companies on specific matters.

Day 3 was devoted primarily to Marconi Communication Systems. The Managing Director, Mr. T. Mayer introduced the session and Mr. C. T. H. Teed, Marketing Director, gave details of broadcasting studio and transmitting equipment, where the company has been doing particularly good business overseas. Director and General Manager R. J. Williams, gave the company position regarding h.f, microwave and naval products in which areas new equipments are showing increasing success, and where sales abroad are particularly encouraging.

Messrs R. K. Robertson, I. B. Alexander and D. Gill talked respectively of line products, mobile radio and specialized components. The services

provided by the newly reconstituted Central Division were described by manager R. Gayton.

Following hard on the heels of the Agents Conference, the International Broadcasting Conference took place in London and many delegates took advantage of being present there as well. The Company had one of the largest stands at the Exhibition, held in conjunction with the Conference and an impressive display was given of the latest television equipment, including the first European showing of the new hand-held Mark VIII camera, the highly successful B3404 automatic telecine and the digital vision mixer as well as the 1kW version of the wide-selling B7103 series of v.h.f television transmitter.

The Company also presented several papers at the conference which aroused considerable interest.



Some of the delegates assembled at Cambridge