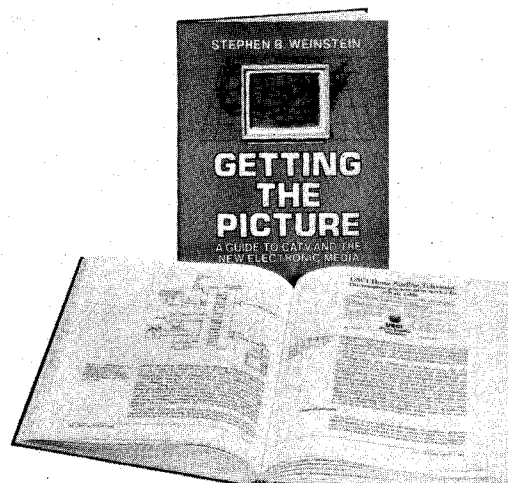


GETTING THE PICTURE

A GUIDE TO CATV AND THE NEW ELECTRONIC MEDIA

NEW from the IEEE PRESS



A Comprehensive Technical, Historical, and Policy Overview of Cable TV and its Important Competitors in the Communications Marketplace

GETTING THE PICTURE is a concise guide to the complex technologies and controversial issues surrounding one of today's most dynamic industries—cable TV.

In this unique, 270-page book, author-editor-engineer Stephen Weinstein incisively tracks cable TV's meteoric rise, turbulent present, and probable future role in the communications hierarchy.

Following an industry overview, the author gives a clear step-by-step explanation of how cable TV works, from communication satellite to addressable converter. Numerous illustrations clarify the technical descriptions.

This is followed by insightful chapters on programming, ancillary services, and policy, including economic and political issues.

Cable's Competitors

Weinstein then proceeds to describe cable's important competitors in the marketplace, including . . .

Subscription Television (STV) . . . Multipoint Distribution Service (MDS) . . . Private Cable (SMATV) . . . Direct Satellite Broadcasting (DBS) . . . Videocassette Recorders (VCRs) . . . The Wide-band Telephone Network.

Again using explanatory diagrams, the author describes how each technology works, plus its advantages and disadvantages relative to cable TV for the delivery of visual telecommunications services.

No technical background, other than a general appreciation of the recent events in electronics and communications, is necessary to understand this book. A helpful 75-word glossary of technical and "trade" terms is included.

Order Your Copy Today

Sponsored by the IEEE Consumer Electronics Society, GETTING THE PICTURE is a valuable addition to public information about the exciting potential of cable TV and other electronic media, and how best to use them.

The book's comprehensive scope makes it required reading for electronic media management, government policy makers at all levels, social scientists, students, and engineers and others interested in electronic media technologies. Order your copy today while supplies are still in stock.

TO ORDER: Include full title and product number. Make check payable to IEEE in U.S. dollars drawn on a U.S. bank. American Express, VISA and MasterCard/Eurocard orders also accepted. Mail your order to IEEE Service Center, 445 Hoes Lane, Piscataway, NJ 08854-4150, U.S.A., or call (201) 981-1393. A \$2.00 shipping/handling charge is added to all "bill-me-direct" orders of under \$100.00.

GETTING THE PICTURE: A Guide to CATV and the New Electronic Media. 272 pages. 124 photos, diagrams and charts. ISBN-0-87942-197-5. IEEE Product No.: PC01891. List \$31.95; IEEE Member \$28.80

CONTENTS

Preface; **Part 1—Cable Television:** Growth of the Industry; How It Works; Programming; Ancillary Services; The Public Interest; **Part 2—The Other New Electronic Media:** The Shape of the Competition; Subscription Television; Multipoint Distribution Service; Private Cable (SMATV); Direct Satellite Broadcasting; Videocassette Recorders; The Telephone Network; Appendix 1: The Television Signal; Appendix 2: Videotex and Teletext; Glossary; Index.



ABOUT THE AUTHOR

Stephen B. Weinstein is a communications engineer with interests in services and social impacts as well as technology. He has worked at Bell Laboratories and the American Express Company, and is now employed by Bell Communications Research, working on personalized communications in the telephone exchange network. Dr. Weinstein (Ph.D., E.E., University of California, Berkeley), also serves as Editor-in-Chief of *IEEE Communications Magazine*.

The Institute of Electrical and Electronics Engineers, Inc.

