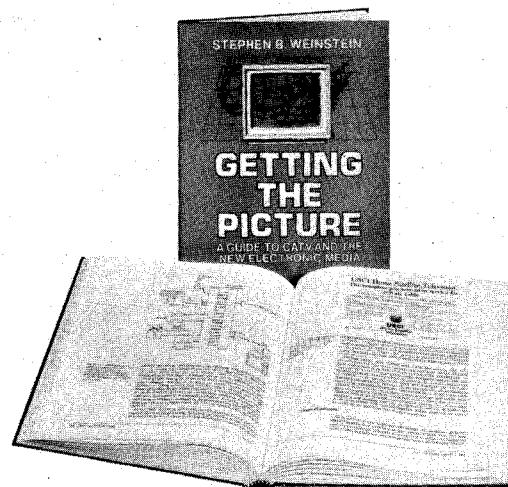


GETTING THE PICTURE

A GUIDE TO CATV AND THE NEW ELECTRONIC MEDIA

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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.

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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.

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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.

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