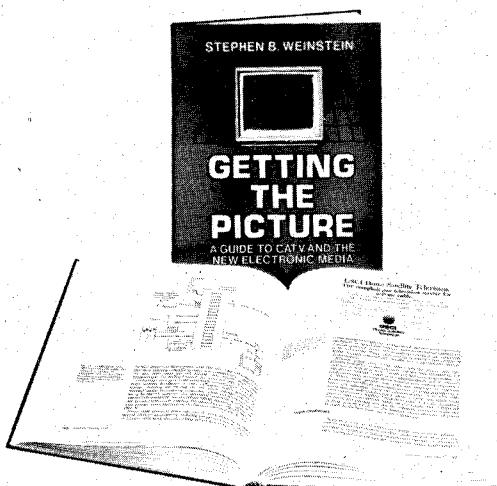


GETTING THE PICTURE

A GUIDE TO CATV AND THE NEW ELECTRONIC MEDIA

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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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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.

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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.

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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*.