



INTERCOM

QUINCY, ILLINOIS

PUBLISHED FOR EMPLOYEES OF THE BROADCAST PRODUCTS DIVISION

AUG., 1980

HARRIS' BIGGEST AND BEST SHOW EVER!

58th ANNUAL NAB 1980



The Las Vegas Convention Center, the site of the 1980 NAB.



Set up for the show is no one man job and the Harris booth may require as many as fifty workers to be ready for opening day.



Peg Anderson, left, discusses with Ed Gagnon possibilities for arrangements inside the Harris booth.

This year, Harris went all out to present its most extensive NAB Convention display ever.

Over \$4.5 million in equipment orders were placed during the April 13-16 show, held in the Las Vegas Convention Center, Las Vegas, Nevada. That represents more orders than were placed during the previous two shows combined.

Virtually every department of the Broadcast Products Division worked to prepare for the Harris display, which was the third largest of 410 displays, in terms of floor space. Topped only by RCA and Ampex, the Harris booth occupied 6,000 feet, a 52% increase over 1979's NAB Convention display area.

Over 150 BPD personnel attended the Convention, including personnel from Harris Video Systems Operations, Sunnyvale, California; and the Satellite Communications Division, Melbourne, Florida and Kilgore, Texas. Many of our international representatives also were on hand.

It took 10 days to set up the Harris booth, designed by Ed Gagnon. People on the setup crew often worked 10-12 hour days. Harris used a 60 foot crane and four fork lifts to erect the booth foundations and overhead lighting grids; and to move the heavy equipment.

Once set up, it took 200 kilowatts of AC power to light the booth and operate many of the over 40 different products Harris displayed.



A quiet moment for the registration booth which was responsible for the 20,000 people, participants and visitors, who took part in the show.



The "Sights & Sounds of the 80's" theme rang throughout the hall as the convention got underway.



A transformation from set up, the Harris booth is now open for business.



There was too much ground to cover in the four days of the show for these people to just stand around.



Charles King (left) Operations Manager WGY Schenectady, NY General Electric Station places \$150,000 order for MW-50 with Bob Hallenbeck while Gene Edwards looks on.



Harris' Joe DeAngelo, Product Marketing Supervisor-Radio RF (left), Kenneth Meyer, Chief Engineer at KRSP(AM), Salt Lake City, Utah, and Gene Whicker, (right), Vice President, General Manager of the Broadcast Products Division of Harris Corporation, discuss AM stereo.



Personnel from WJQQ in Tomahawk, WI purchased this Harris 9003 Program Automation System to run the Concept 4 Country format.



Jerry Preston of HBPD and Tom Monahan of KDKA, Pittsburgh, PA listen as Jim Marwood, of HBPD, gives a convincing sales pitch.



Seated at a M90 Console, Tom Monahan of KDKA looks over it's capabilities while Harris' Jim Marwood stands behind ready to answer any questions Tom may have.



Harris' Wayne Schuler, District Manager, Radio Sales, talks with John P. Begin (right), Chief Engineer at WJR (AM & FM), Detroit, Michigan.



Jim Hughes of Jim Hughes stations, left, talks with Marvin Bredemeier, BPD, at the edge of the Harris exhibit.

The Harris booth was the largest the company has ever had at any NAB Convention. This year we added equipment from recently acquired Consolidated Video Systems, now Harris Video Systems Operations, and from Harris' Fiber Optics Division.

Also included in this year's booth were products from Harris Farinon Video and the Satellite Communications Division of Harris Corporation. Of particular interest was the new satellite earth terminal for TV stations, introduced at the show, and displayed in the Convention Center parking lot.

Center stage inside the Harris booth was one of the largest camera sets ever built at any NAB Convention. It featured a dramatic marina backdrop and various appropriate props. The camera set design and production was supervised by Imero Fiorentino Associates of New York. Regularly scheduled 10 minute shows demonstrated the capabilities of Harris' TV cameras.

Over 20,000 people attended the NAB Convention that set a new attendance record. The Las Vegas Convention Center and Chicago's McCormick Place are the only two one-roof convention centers large enough to handle a crowd that size.

All major domestic manufacturers exhibited this year, as did many international companies, including ones from England, Germany, Belgium, France and Japan. Counting exhibitors and visiting broadcasters, over 450 countries were represented.

The show ran from 9 a.m. to 5 p.m. each day. But not everyone was lucky enough to finish at 5 p.m. Many Harris District Sales Managers held "after hours" equipment demonstrations that lasted until 9 p.m.

During show hours and at the Convention Center, there were special meetings and seminars for interested broadcasters covering current broadcast industry topics. Harris' Bob Klein and Tom Rosback each made technical presentations during the four-day convention.



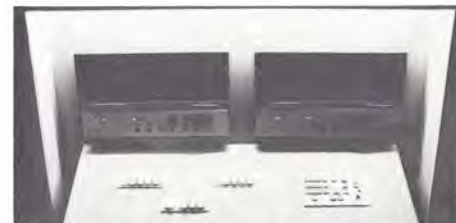
The marina backdrop featured in the Harris booth provided excellent scenery to demonstrate the capabilities of Harris' cameras.



Many gathered around to see the HVS 590 Digital Time Base Corrector capabilities.



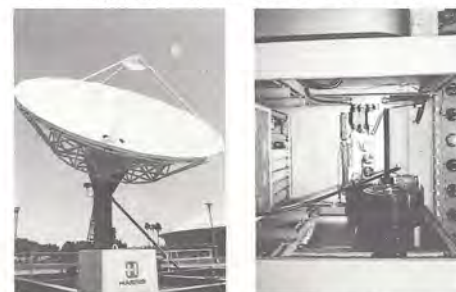
Fred Fleishman runs a camera on the Harris set.



Harris Video Systems 630 Digital Train Synchronizer was another product displayed by the California group.



It looks like all systems are "go" on this HVS Epic - an editing system demonstrated at the convention.



Harris introduced a new 8.8-meter dish with a motorized mount, an integral part of its new Satellite to Studio Link (SSL). The Harris SSL system provides complete satellite receiving flexibility and can be pre-



This Harris Transmitter offers the buyers a different point of view; here it is shown from the inside.

programmed to zero in on any satellite within 72 seconds.



From L to R HBPD employees Buddy Graves, Sandra Hershberger and David Hill converge within the Harris Booth.



Harris' London T. England, District Manager, Radio Sales, talks with Jonas Heiser, (right) Chief Engineer at KSDO(AM) and KEZL(FM), San Diego, California.



Harris' David Hill, District Manager, Radio Sales, talks with Theodore S. Storck, President and General Manager (right) at KUKI(AM) and KIAH(FM), Ukiah, California.



Customers examine the insides of Harris' new TC-50B Color TV Camera after the Harris camera demonstration. The TC-50B features new precision yokes made to stringent Harris specifications for excellent registration and geometry. The TC-50B also provides removable optical filters which allows the easy installation of special effect filters.



Shoppers hear the specifics on Harris' M90 Audio Console, from Harris' Hal Kneller, (far left) District Manager, Radio Sales.



Sharon J. Severy, (left) Sales Manager at WASR(AM), Wolfeboro, New Hampshire, gets hands on experience with Harris M90, Modular Audio Control Console, as Harris' Robert Hallenbeck, District Manager, Radio Sales, looks on.



Hal Kneller talks things over with Thomas Osenowsky of WAVZ, AM Radio from New Haven, Ct.



Harris' Walt Rice, District Manager, Radio Sales, (left) and Steven Mull, Chief Engineer at KGAM/KGFM, Bakersfield, California, look over the new Harris AM-90, AM Modulation Monitor.

For entertainment, country singer Mac Davis sang one day during the Convention. And of course after show hours, Harris personnel, like most Las Vegas visitors, tried their luck at blackjack, poker and the slot machines. Some won and most lost.

Two winners while in Las Vegas were Joe DeAngelo of the Sales Department, and Beverly Rice, wife of District Sales Manager Walter Rice. Both won from TWA a free ticket to anywhere in the world that the airline flies.

Just about the time everyone's feet began to ache from standing all day long talking with potential customers, it was time for the Convention to end. Fortunately, it only took two days to tear-down the Harris exhibit.

Although NAB is now four months past, the effects of the show are far reaching. Equipment orders generated by the elaborate display are still coming in each week.

Now, none too early, plans for the Harris exhibit at next year's NAB Convention are well underway. We'll be in Las Vegas again.



An assembly hall converted into a cafeteria was the perfect answer to eating without having to leave the center.



Sue Bergstrasser, Peg Anderson and Red Lowder HBPD employees seem quite capable of handling the questions that come from all directions during the convention.



Manning the station in this shot are Peg Anderson of HBPD (standing) and Anne Young (sitting) from HVSO in Sunnyvale.



Though no offense is intended, sometimes salestalk is too much for the younger generation but Harris salesman John Harper (right) isn't phased by the youngster's inattentiveness.



No need for all work and no play. Slot machines in the Hilton made it convenient to try ones hand at the money machines.



Of course slot machines are not the only diversion Las Vegas has to offer, shown here is the Convention Center Assembly Hall, which hosted Kenny Rogers.



Ampex has its work cut out as opening day draws near.



On its way up! The Philips exhibit is shown as set up preparations are well under way.



RCA camera demonstrates progress in a native setting.



An outside shot of the Ikegami exhibit features the color camera and camera set.



The setting is Greece for the demonstration of the Canon color camera.



The entrance to the Rockwell International booth.



Now entering the world of Ampex.



TSB camera operation in action.



Collins Audio Console on display.



A look at a Continental Electronics transmitter.



Motorla AM Stereo exhibited at the Convention.



Rockwell presents the Power Rock One, its newest 1kw AM Transmitter.

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