

MARCONI MARK VII

Amongst the really knowledgeable people, comment on the Marconi Mark VII Colour Television Camera has been universally enthusiastic.

At the three major Television Shows held in 1967 there has been growing praise for the superb picture quality of the Mark VII. There is no doubt that the Mark VII stole the show on each of these occasions.

Mark VII at NAB. At the National Association of Broadcasters Exhibition held in Chicago in March the Mark VII caused a considerable stir. *Broadcasting April 1967* said 'If any colour camera drew the most constant flow of attention at the 1967 show – even competitors had to admit – it was the much refined Marconi Mark VII'.

The cameras were subject to rigorous tests to demonstrate their sensitivity, stability and fidelity in widely varying lighting conditions. (The actual light levels and the exposure being shown on meters in front of the stand).

In the U.S.A, which has the greatest operational experience of colour television, this demonstration had the most telling effect.



Mark VII at Montreux. Montreux has proved an important European forum for television manufacturers and operators. At the 1967 show the Mark VII scored a resounding success. *International Broadcast Engineer* reported in July 1967 '... of course, the Marconi Mark VII colour channel dominated the scene'. A similar demonstration to that given at NAB gave convincing proof to European operators of the unique qualities of the Mark VII.

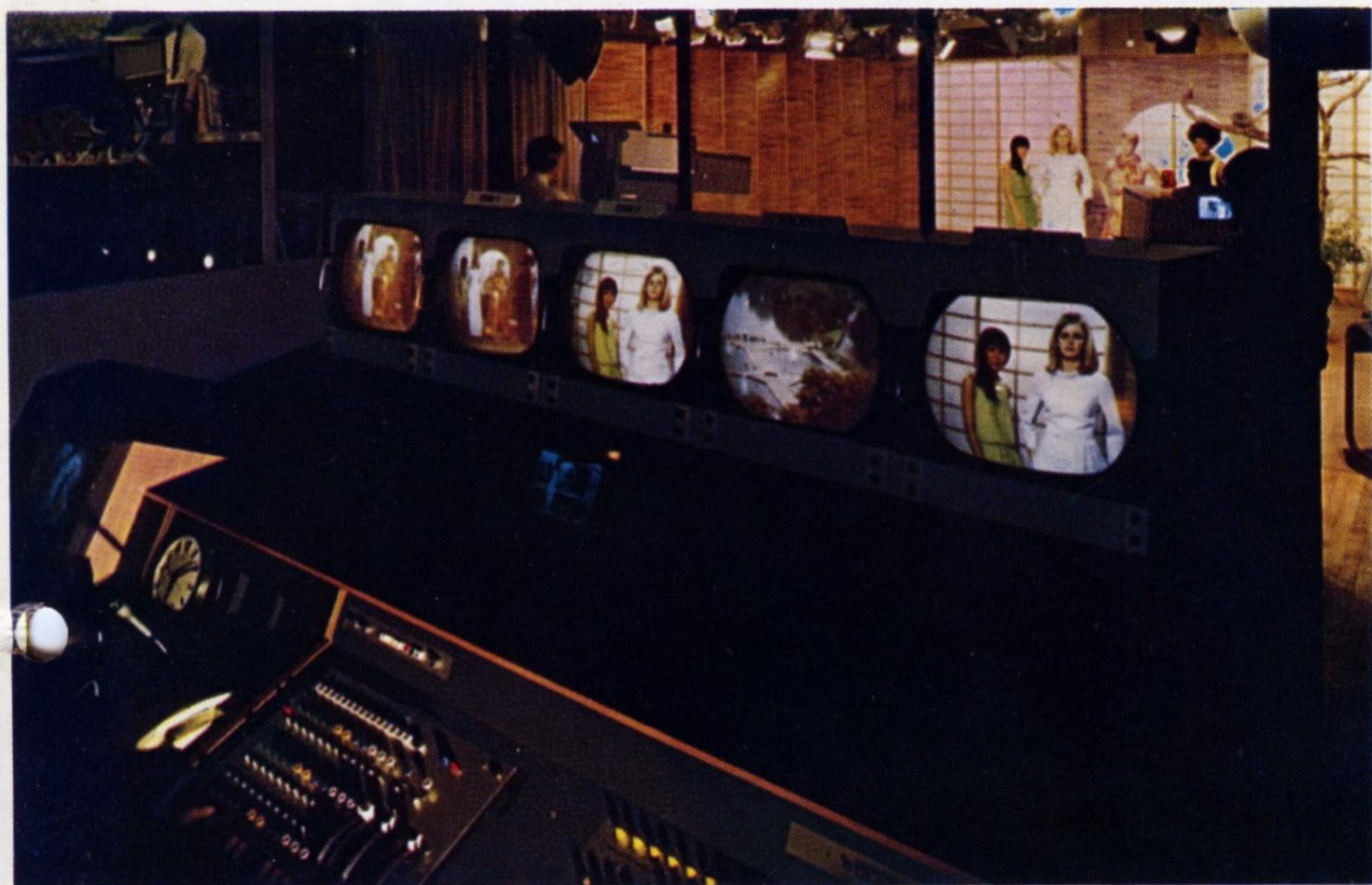


Mark VII at IBC. Held for the first time this year in September in London, the International Broadcasting Convention provided a rallying point for broadcast engineers from all over the world. The performance of the Mark VII proved a triumphant success, and the culmination of the achievements at previous shows.

Throughout the exhibition the Marconi stand, the most colourful and elaborate yet devised, was crowded with enthusiastic visitors. The demonstration enabled a direct comparison to be made between what was being shown in the studio and its appearance on the control room monitors. The cameras were not spared the most gruelling tests.

Among professional operators, the general opinion was that this was the best colour they had seen.



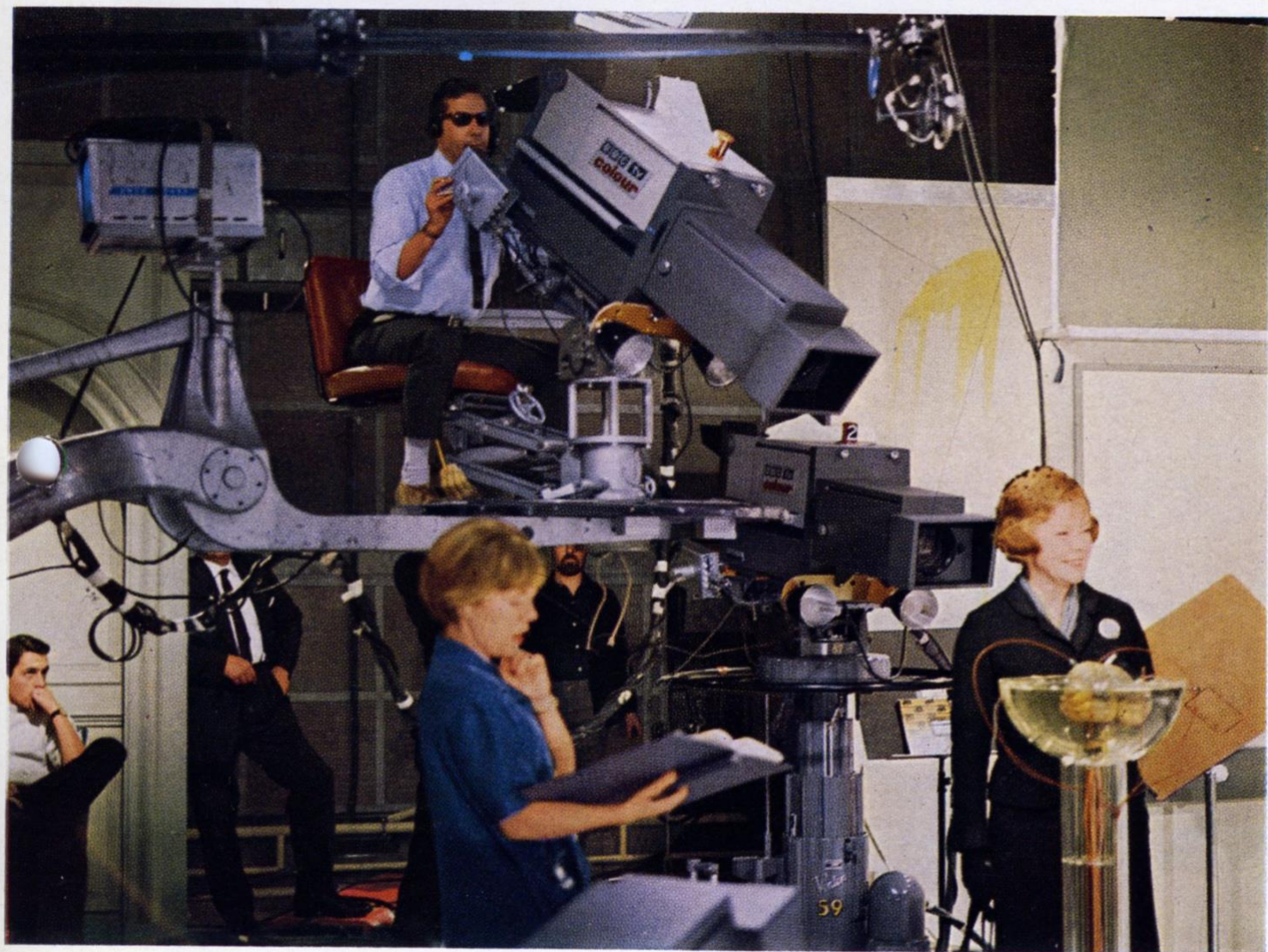


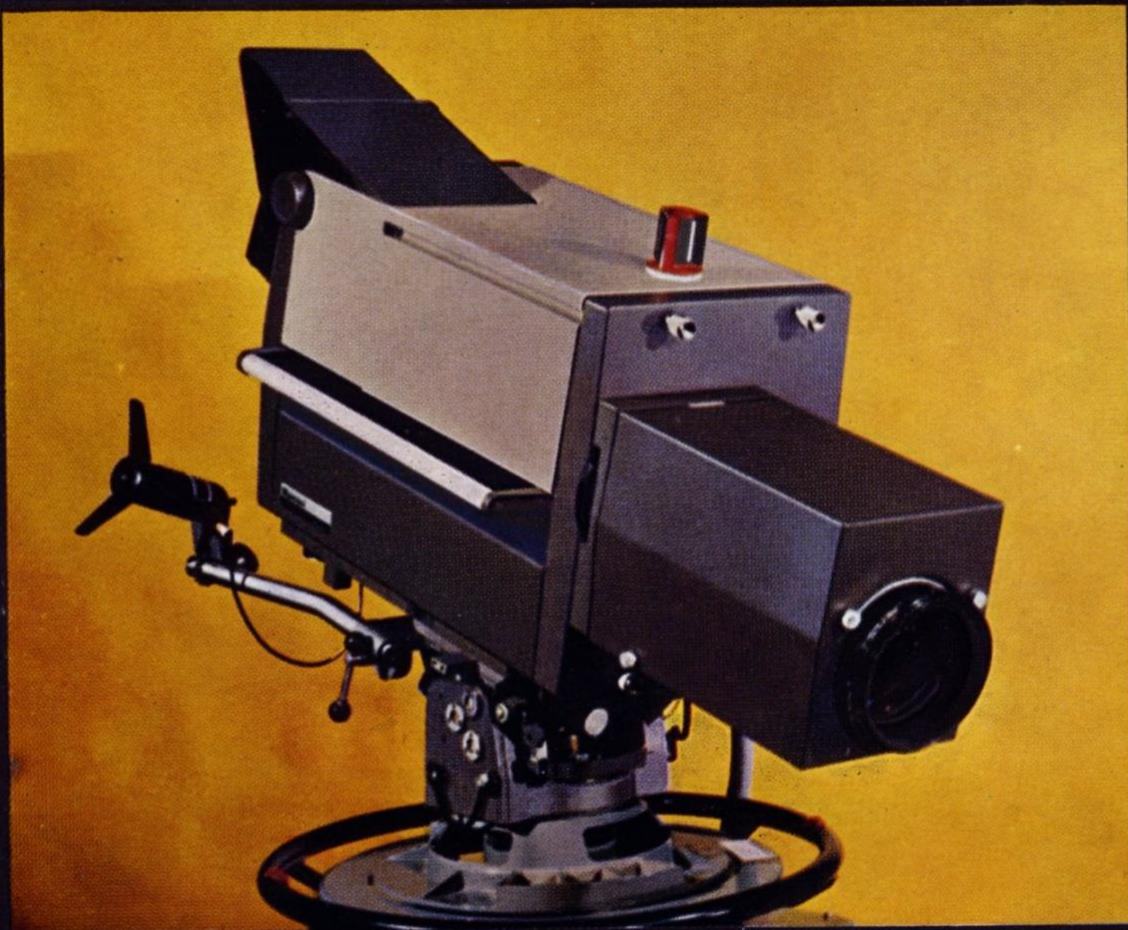
Well over 200 Mark VII channels have been sold all over the world, and many thousands of hours of operating experience have fully proved it in practice.

The Mark VII is being widely employed in both studio and outside broadcast roles with complete success.

A large area of Marconi's Chelmsford factory is devoted to the production of the Mark VII camera channel, where it undergoes the most stringent quality control and exhaustive testing before delivery.







High stability

gives long-term 'hands off' operation

Outstanding sensitivity

Operates at the same light levels as ordinary black-and-white studios

Separate luminance

gives crispest, clearest pictures

Brilliant optics

give highest fidelity colour

Compact and lightweight

for greater flexibility of operation

*Designed and produced by London Typographical Designers Limited
Printed in Great Britain by Raithby, Lawrence & Company Ltd. 1435. 11/67*

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