



## Can a 39¢ part ever put the CEI-310 out of action?

Not for long. If a 39¢ IC does go awry, it's nice to know that the CEI-310 is American-made. Electronic components are American, and all readily available—from CEI or from commercial sources over the country.

They don't have to come from the other side of the Atlantic, or the Pacific.

And our schematics are American, too. Annotated in English. Probably a little more familiar to you than the ones from Holland or France or Japan.

But we're not just selling serviceability and easy-to-read schematics.

After all, a camera is ultimately judged by the pictures it makes. The CEI-310 gives you uncompromised full broadcast quality video performance, with outstanding signal-to-noise ratio, sensitivity, and resolution. And full production system control features.



Plus total modularity so it can do everything you've ever wanted a camera to do.

So we're not asking you to buy American because we're chauvinists. But because it's your best choice. For serviceability and for picture quality.

And **reliability**. Our customers think the CEI-310 is the most rugged, most reliable production camera on the market. Ask one of them.

Isn't it time you took a new look at CEI? Call your local CEI representative now. Or get in touch with us directly at 880 Maude Avenue, Mountain View, California 94043. (415) 969-1910.

## Take a new look.

# CEI

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