

SONY

**TURN-KEY
DUPLICATION
SYSTEM**

IDC
INTEGRATED DUPLICATION
OPERATION

The Sony Turn-Key Duplication System: A whole new turn of events.

It doesn't matter if you've been in duplication for decades — or if you're just considering your first system. It doesn't matter if you need to produce hundreds of tapes — or just a few. Sony has invented the easiest, most efficient, most effective way to acquire a duplication system. Presenting the Sony Turn-Key Duplication System.

What sets Sony Turn-Key Duplication apart? It includes everything. The duplicators. The racks. The wiring. The auto loaders. The centralized control console. Even the computer software that runs the whole show. What's more, we can provide a Turn-Key System with as few as 21 duplicators — expandable in modular racks to as many as 1,000.

What makes the Sony Turn-Key Duplication System so good? It starts with the compact, uncannily reliable SVO-965 Duplication Recorder/Player. It continues with the superior flexibility of Sony "Bi-Directional" remote control. The icing on the cake is Sony's IDO™ computer software. Short for Integrated Duplication Operations, IDO™ Software lets you program an extra shift's worth of dubs — for unattended operation all night long.

So whether you're just starting out or an experienced duplicator, you owe it to yourself to experience Sony's Turn-Key Duplication System.

Where it all begins: the Sony SVO-965 Recorder/Player.

The cornerstone of Sony's Turn-Key System is the duplication recorder itself, the Sony SVO-965. It's exactly the recorder you would have built — if you were an innovator in broadcast VTRs. If you were an expert in industrial VTRs. If you had helped build the market for home videocassette recorders. If you were a standard-setter in videotape. Sony has accomplished all this. And the SVO-965 is the natural result.

You can see Sony's expertise in the incredibly robust construction. The SVO-965 mechanism uses all direct-drive motors. So there are no belts, no pulleys, no idler wheels. In fact, the only rubber part in the transport is the pinch roller! Now consider the lower drum assembly. It incorporates 20% silicon for increased operating life. To reduce the possibility of head clogging, the rotary heads are automatically cleaned every time you load or

eject a cassette. Even the stationary audio head can be automatically cleaned, with Sony's unique SVAC-903 head-cleaning option. All told, you get a VHS mechanism of remarkable reliability and longevity.

The recorded picture quality is consistently superb. After all, the SVO-965 can perform a self-test and automatically take itself out of service in the event of something like a head clog. It's Sony's Automatic Quality Control, and it makes everybody look good!

And as an added measure of security, the VTR records a "video fingerprint" — its own ID number, plus each job number — onto the tape's control track. So you can always track which machine made which tape.

Two ways are better than one: Bi-Directional Remote Control.

In standard remote control, the information flows one way: from the controller to the decks. You press the Record button and all the decks click into Record. Sony's Bi-Directional capa-

bility adds two-way communication. As configured in the Sony Turn-Key System, each SVO-965 reports back vital statistics like head hours, operational status and error condition. From a central console, you can check all these operational indicators, plus Set-up mode, VTR ID and User/Time/Date ID. Suddenly, you're better-informed, with more powerful, more flexible control over your entire duplication system.

You can even conduct on-line playback quality control, selecting any deck to examine the output. So you can monitor the status, progress and health of all your duplicators and tape material for maximum quality assurance. And at those infrequent times when a problem does occur, you can pinpoint it, correct it and prevent flawed tapes from leaving your facility.



SONY TURN-KEY SYSTEMS START WITH AS FEW AS 21 DUPLICATORS. SO THEY CAN BE SMALL ENOUGH TO FIT IN AN OFFICE—OR IN ONE CORNER OF A ROOM.
ACTUAL SIZE W-60 5/8", H-89", D-26"

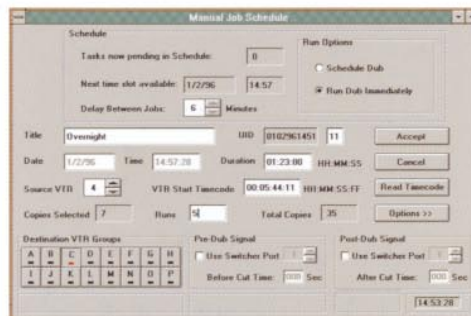
Point-and-click with Sony's IDO™ Software.

For the ultimate in control, Sony provides PC software that makes your Turn-Key Duplication System really sing. Our IDO™ Software takes advantage of the Graphical User Interface (GUI) in Microsoft® Windows™ to make operations fast, intuitive and easy. Just consider all that you can do:

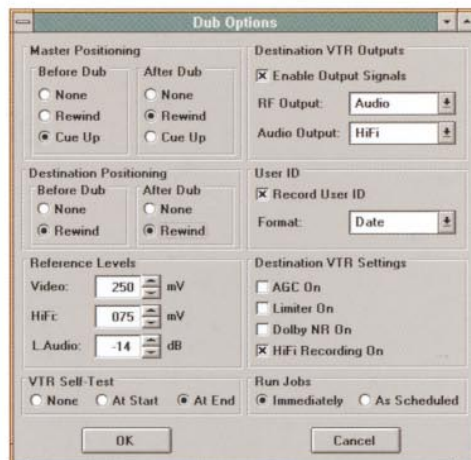
- Control up to four Master VTRs. VTRs are identified by type and title and can be cued by time code In and Out points.
- Control up to 1,000 Recorders in up to 16 Groups. Each recorder appears on your screen, by rack and by group, giving you a visual confirmation of your system layout. And for each VTR, you can get a display of status, head hours and more.
- Simultaneous duplication of up to four jobs. With four Master VTRs, 16 groups and IDO Software control, it's easy to run four different jobs simultaneously!
- Schedule jobs for up to 10 hours of unattended recording. The Turn-Key System includes SVCC-960 Auto-Loaders. So you can run jobs on up to five cassettes in a row. If each tape lasts for two hours, for example, you get 10 hours of unattended recording. So you can record overnight, without staffing up for an added shift!
- Reschedule on the fly for rush jobs. Sony IDO Software is smart enough to recognize when you're in a hurry. So it can put scheduled jobs aside to accommodate those predictably unpredictable emergency rush jobs.
- Complete control over recording parameters. Are you recording with or without VHS Hi-Fi? With or without AGC? With IDO™ software you'll always be informed — and in control of all set-up parameters.



THE IDO SOFTWARE GIVES YOU A GRAPHIC REPRESENTATION OF YOUR DUPLICATORS, MUCH AS IF YOU WERE LOOKING AT THE RACKS THEMSELVES. EACH MACHINE IS IDENTIFIED BY RACK, ID NUMBER, AND GROUP.



YOU CAN OVERRIDE THE SCHEDULE AT ANY TIME TO GET AN IMMEDIATE DUB OUT THE DOOR.



THE SYSTEM MAKES IT EASY TO CHOOSE ALL YOUR SETTINGS FOR INPUT, OUTPUT, RECORDING MODE AND QUALITY CONTROL.

- On-line and machine quality control. Thanks to the self-check function of the SVO-965 Recorder/Player, you can always be assured of machine integrity. With Sony's IDO™ software, you can also conduct on-line or off-line QC to confirm recorded picture and sound quality.

- Comprehensive database. The good news: a client is back for additional dubs. The bad news: you can't remember how you set up the job. Don't worry. The IDO Software remembers. As a fully integrated computer system, the IDO Software tracks Clients, Media, Material, Contracts, Jobs and Schedules. All the information is at your fingertips — whenever you need it!

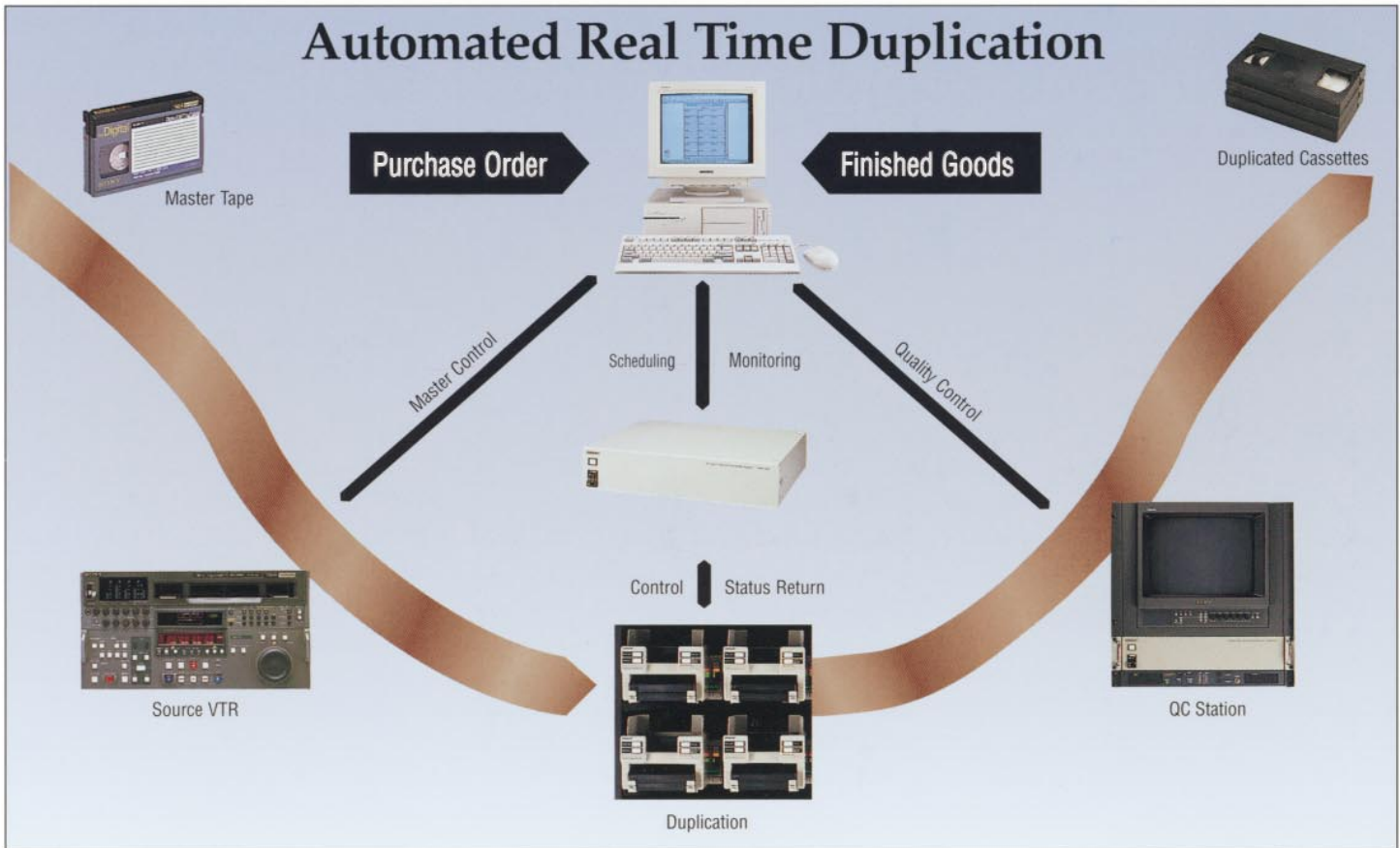
Thanks to Sony IDO™ Software, you can manage the entire duplication process — from receipt of purchase order to delivery of finished tapes — as never before!

Sony stands for service.

The Turn-Key Duplication System represents far more than hardware. Included in the price is a full day of employee training on the system and the IDO™ Software. You get 800-number telephone support. And Sony's Remote Diagnostics enable our engineers to troubleshoot — and even run — your system over the phone!

There are various service options, including depot or on site service. We even have Systems Integration install your Turn-Key System on your premises. So speak to your Sony representative today. You'll find a wealth of knowledge about duplication. And you'll discover a range of hardware, software and services all optimized to support your success.

Automated Real Time Duplication



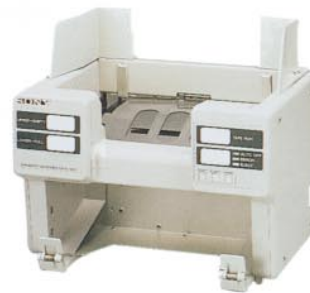
SVO-965 VHS Duplicator

The SVO-965 is a highly reliable, flexible and cost effective VTR. It incorporates Hi-Silicon Aluminum Lower Drums together with a long-life video/Hi-Fi head to ensure durability and reliability. With the remote control unit, functions such as USER ID codes, AGC ON/OFF, Limiter ON/OFF, and VTR self test can be easily initiated. In addition, 4-channel audio input enhances the audio recording capability.



SVCC-960 Automatic Cassette Changer

Using SVCC-960 Automatic Cassette Changer, cassettes can be duplicated automatically. In conjunction with the SVAC-902 cassette holder, up to five* cassettes can be automatically duplicated. The SVCC-960 is easily attached to the SVO-965.



*Including a cassette loaded in the VTR.

SVRM-960 Bi-Directional Remote Control Unit

Duplication system management is easy with the Bi-Directional Remote Control Unit SVRM-960 and IDO™ Software. Two way communication between controller and VTRs provide system and quality control capability. VTR control is either from a SVAC-904 Bi-Directional Remote Control Panel or the SVIDO PC computer.



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