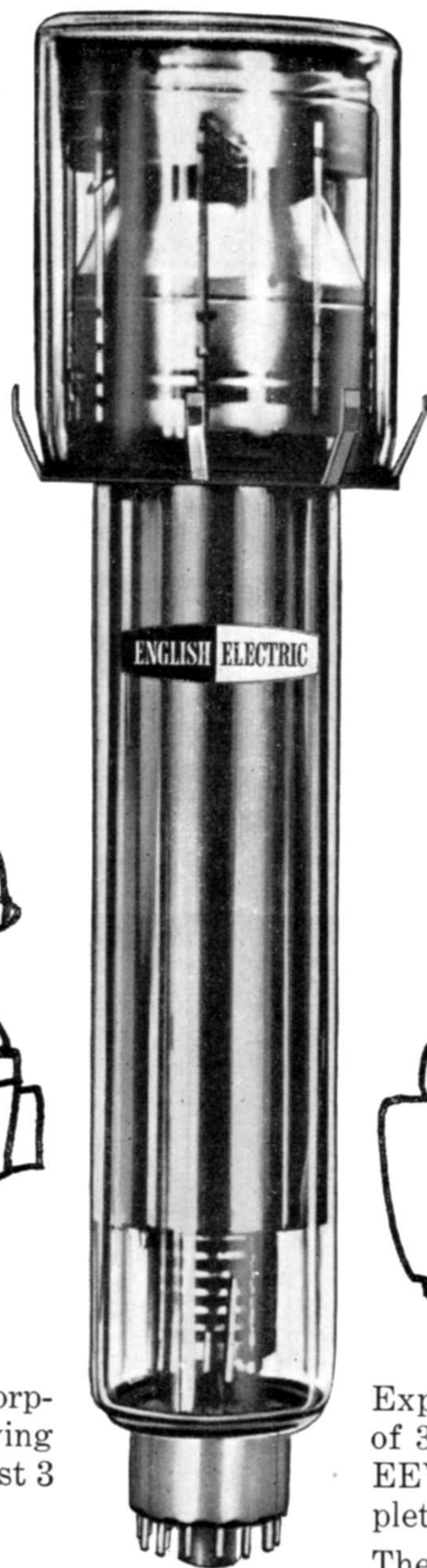


# 'ENGLISH ELECTRIC'

## SERVES THE TV INDUSTRY—AND THE VIEWER!



These English Electric camera tubes incorporate an entirely new target material giving an operational life expectancy of at least 3 times that of normal tubes.

#### THE ELCON\* TARGET ACHIEVES:

- Guaranteed life of 750 hours
- Complete lack of image retention—no sticking pictures
- Sensitivity fall-off greatly reduced—sensitivity remains constant for life
- Stability of contrast reproduction—no matching problems
- Immediate switch-on—no warm-up delay.

Experience has proved that operational lives of 3000/5000 hours are obtainable. Another EEV development in ELCON tubes is the complete absence of image-induced microphony. The availability of these new improved EEV Image Orthicons means that the picture will be better than ever.

\* ELCON is derived from the properties of the new EEV target—namely, *ELectronic CONducting* as opposed to the familiar ionic conductors normally used.

**ENGLISH ELECTRIC VALVE COMPANY LIMITED Chelmsford Essex AGENTS THROUGHOUT THE WORLD**

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