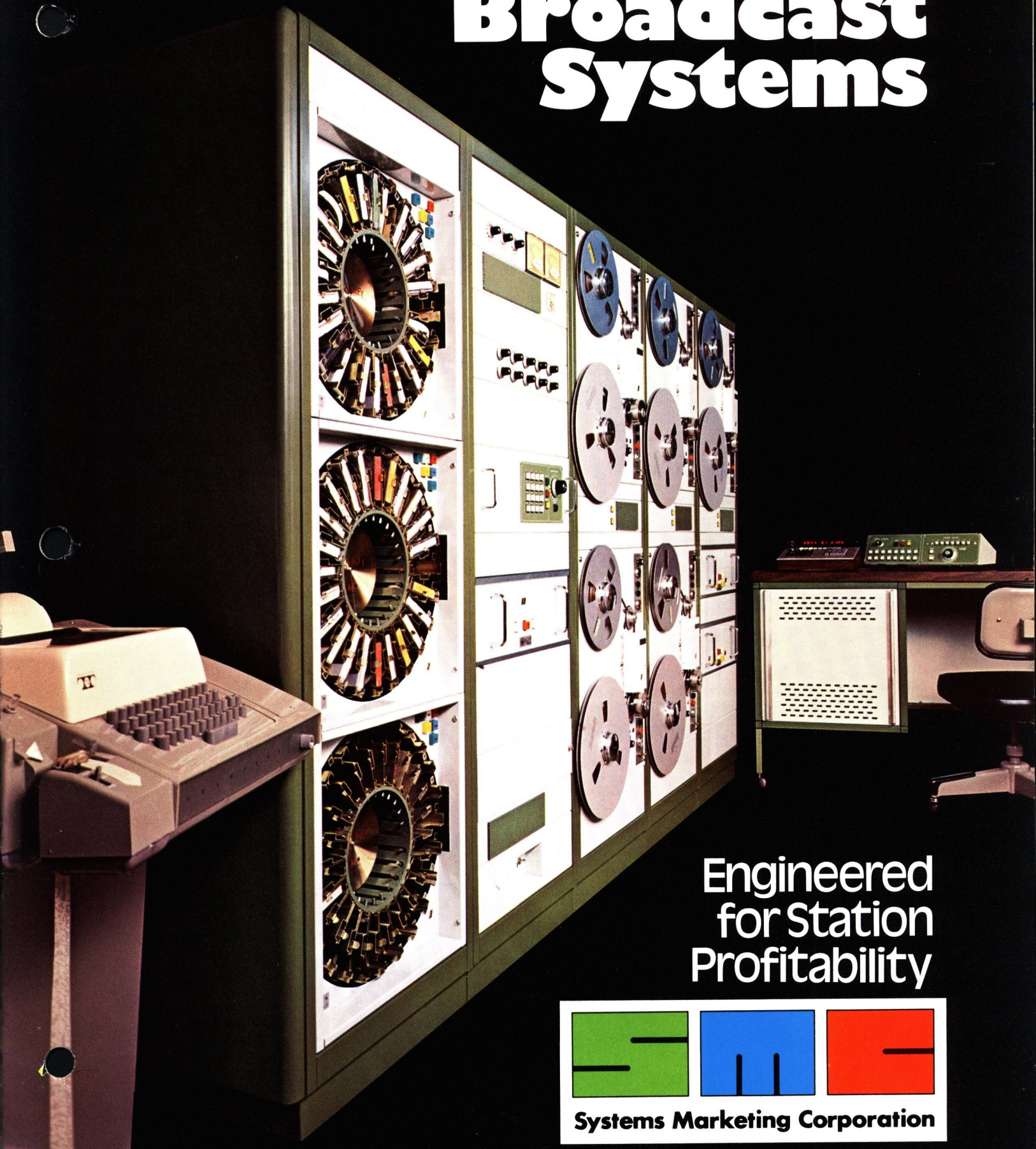
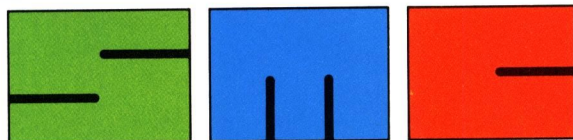


Automated Broadcast Systems



Engineered
for Station
Profitability



Systems Marketing Corporation



Computercasters from SMC

—the ultimate in automation for radio broadcasters

Why automate?

Stations that automate today operate at the state-of-the-art, not only in their choice of systems, but in the daily overall routines that make efficient, profit producing, rate getting, community active stations. The installation of an auto-programming system requires a commitment to excellence on the part of the station. This commitment is the result of the ability of automation to improve the overall operation of the station. It is today, much beyond the old concept of simply holding down operating expenses and supplying some sort of barely acceptable programming. It is good broadcasting!

Why automate? It's a matter of good business management, of being proud of your station, and of having SMC automation that has the capability of out-programming any station in your market . . . "live" or not . . . a system that will let you operate above any previous efficiency level your staff could attain. Automation can and does make a better air sound . . . automation really does the job better.

SMC complete systems retain your format . . . program your station to profit

With SMC systems you can get the advantages of automation and still program "live." Automation retains your exact format! Productivity per staff member is improved! More production time is made available! You have more control over program content! Talents of your best people are fully utilized. It is easier to change your staff to meet a changing economy.

SYSTEMS SELECTOR

Alpha . . . ultimate Alpha/Numeric programming with over 100,000 computer controlled events including dual AM-FM operation page 3

Digital . . . complete computerized automation, 2048 separate events. page 4

Digicard . . . programs 600 events to your personalized format via color coded cards page 5

Sequential . . . 60 event "easy format" programming from 10 or more audio sources page 6

Formatter . . . super-simple 10 event, four audio source programming for unattended music or night time or cable TV audio. . page 7

Autolog . . . automatic logging in cleartext English for all SMC automation systems or live operation, transmitter and studio logging page 7

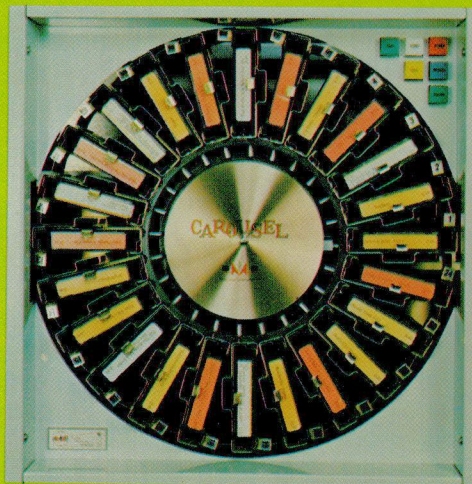
Cartridge Equipment . . . Carousels, cartridge recorders, playback units, time announcers, etc. pages 8 and 9

**Accessories—
Test Equipment** widely used companion units for automation. pages 10 and 11

Automation from the makers of the Carousel

Systems Marketing Corporation is the only manufacturer of the famous Carousel—the most widely used automatic multiple cartridge player in the world. The Carousel is an exclusive product of SMC and is sold to most, if not all, automation equipment companies. This multiple cartridge playback machine has stood the test of time and is deemed almost essential to any automation system. The Carousel is a further example of the precision quality that has become the hallmark of all SMC designed automation systems . . . One of the reasons why SMC today is the world's largest radio automation company.

Carousel[®]



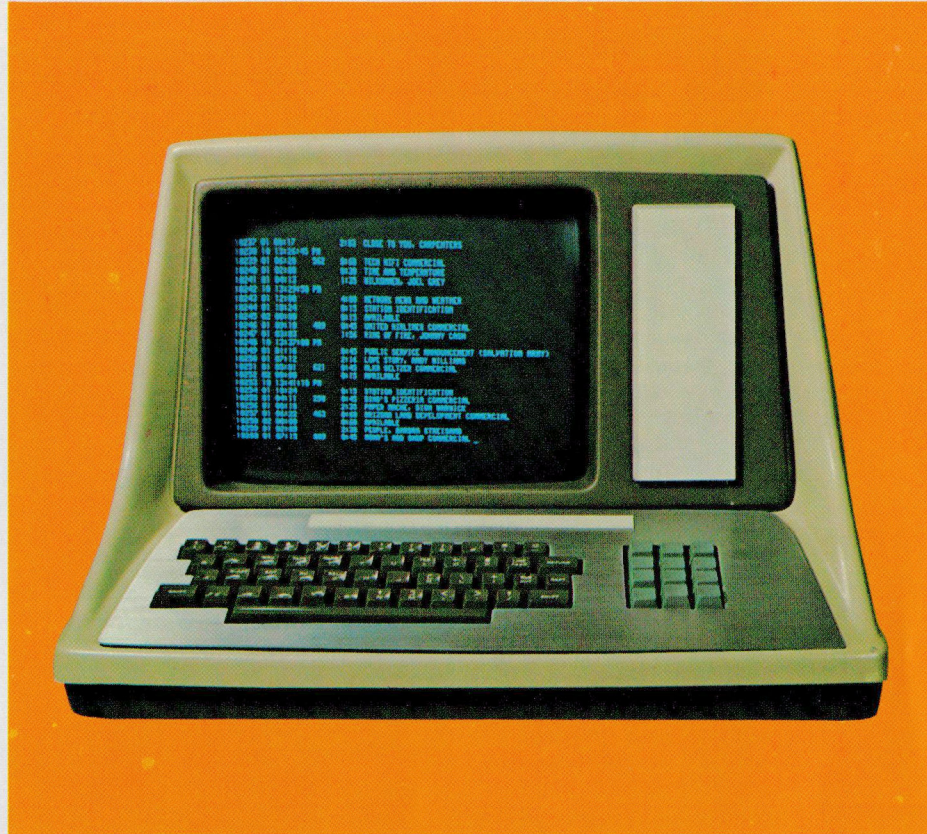
Now... Dual AM/FM
operation from one
system... For weeks
in advance

Alpha

Alpha programming— a full 100,000 or more steps

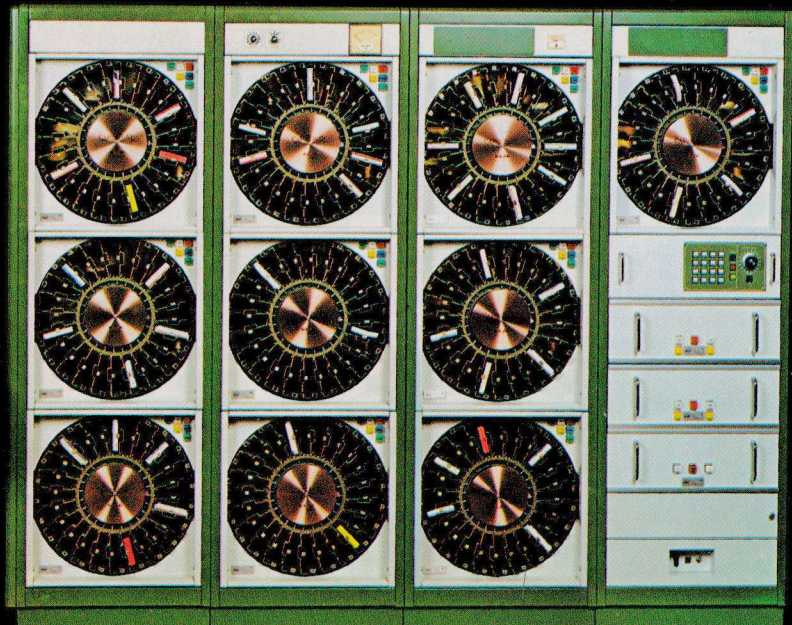
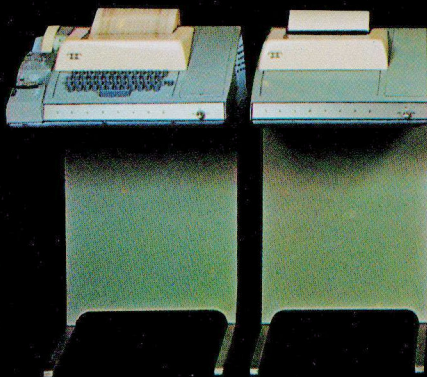
ALPHA programming. Here's the true ultimate in sophisticated broadcast automation systems. With a capacity of more than 100,000 programming events ALPHA has the capabilities to provide complete programming for an AM/FM operation or a single station for days in advance. (Most stations average approximately 80 steps per hour of operation.) ALPHA automatically programs: reel-to-reel equipment, automatic cartridge machines, live station equipment, news rooms and any additional audio sources you may select up to 20. The ALPHA will accept any known audio source.

There's a full English display on the CRT control screen—full hard copy printout of all availabilities—full English logging. This SMC ALPHA automated system includes a Logging router for selective logging of traffic, PSA's, music, etc. The ALPHA provides more functions than any other system. Complete manual remote control backup is provided for the entire system.



The world's finest automation system for broadcasters

The control console (above) manages the entire ALPHA programmer. Event typed on the keyboard is displayed on the screen. Absolutely quiet operation. All solid state with disc and core memory. It is easy to operate.



Digital computercasting automation with Cleartext Logging

Digital

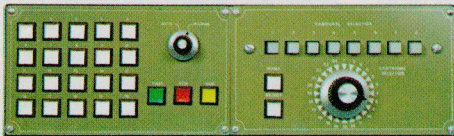
The famous DP-1

Programs 2048 separate events— music, commercials, station identification

With the DIGITAL from SMC you can modernize with a complete automated system that protects your air personality and retains your exact format . . . from Sign-On to Sign-Off. A complete English log is printed automatically—whether ID's, commercials, PSA's, music or network breaks. Built-in voice tracking for record intro's and closes. This SMC DIGITAL Computercaster system provides for manual, punched tape and magnetic tape memory loading, for format changes while your system is "on-air". The SMC ferrite core computer allows the instant insertion of any audio event and no memory loss worry with a power shutdown. The control of the entire automation system, no matter what the audio sources, is accomplished from a single control console. No special codes, no complicated sub-switchers for time commands or random cartridge access.

The audio switcher on the DIGITAL Computercaster handles from 16 to

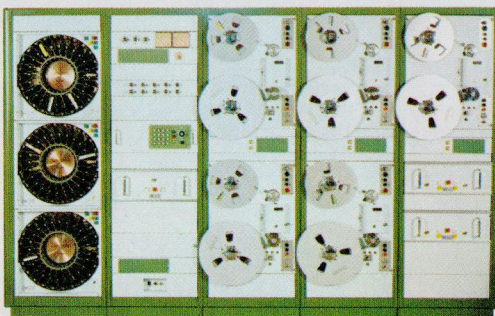
twenty audio channels and may be expanded. It receives the information from the computer and transforms it to commands such as to start, or fade, or overlap two events, or join the network on time, or turn on the local newsroom mike. All solid state audio switching with no relays. There's always a firm definite action—there are no "pops" or false starts.



Only SMC has a full system manual random access remote control unit (option) that allows the cleartext logging to continue uninterrupted. If you want to automate and yet run your drive times "live", this is the easy-to-operate answer.



Instructions are displayed as you work. Entry errors can be corrected immediately. Power interruptions do not cause loss of stored information. One instruction accomplishes all functions including real time events such as network joins.



As in any SMC automation system, complete cleartext logging is provided. The encoded cartridge plays the audio and the cue track logging information at the same time. Logging information is typed on the log only if the cartridge is actually on the air. A double verified log that is always right.

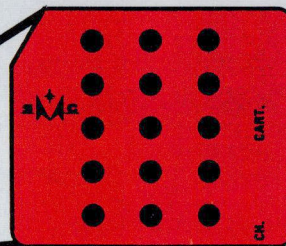


Automatic programming system with fast format flexibility

Digi-card

The DIGICARD automation programming gives your station "live" automation that protects your air personality and retains your format through 600 random selected events. At an average of 60 events per hour that's equivalent to 10 full hours of virtually unattended programming. The DIGICARD automated system provides all three elements required for "live" programming: random music events, random commercial selection, and network or local news-joins or other time-related events with DIGITAL accuracy.

Using a plastic card similar to the familiar credit card, this system will program 16 channels of audio and random select 10 Carousels. The durable cards are color coded and their edge-up loading gives the operator an instant view of all events. Changes in the program can be made quickly without interrupting the operation. The cards are loaded in the same order and manner your log schedules the event. The first card is carried into the reading section where its hole code is transferred to the logic memory. Eight cards will be read and stored in the memory. After a card is read, it is moved into a restacking trough. If the format is to be repeated, the cards may be moved manually from the re-stack trough to the supply trough. Cards have one corner clipped so that special important events can be "flagged" by placing the clipped edge on the side of the supply trough opposite the routine events.



The Card

Heavy duty plastic pre-punched cards make up the programming. Each card is one program event (music, jingle, commercial, I.D., or talk). Assembled cards in order of play are YOUR PERSONALIZED FORMAT. Automatic cleartext logging is available.

Disc Jockeys provide Traffic with a list of music they want to run. Traffic then assembles the coded plastic memory cards in the order the events will run. All events (spots, music, time flags, etc.) are included.

The assembled memory is placed in the reader and the system is started. All the Carousels cue to the correct tray and await their order from either the digital clock or the operator. Additions or deletions to the memory of the DIGICARD system may be made at anytime.

Stereo and
mono
automation
and Cleartext
logging

Sequential

The 3060

The system designed for growth...larger SMC systems are plug-in replacements

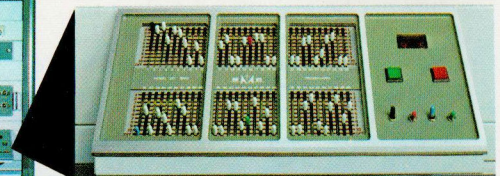
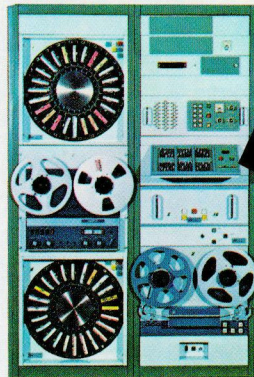
The SEQUENTIAL programmer provides full automation that can utilize the talents of your best people to their full capabilities. Staff members can actually be in production while they are "On-Air" with "live" automation. The SEQUENTIAL system permits scheduling up to 60 events (spots, music, talk) from as many as 10 (or more) different audio sources. The monitor amplifier on the SEQUENTIAL is built into the audio switcher. Monitor facilities include complete cueing of any source as well as VU metering for right or left channels. Other features include null meter for stereo balance, real time operation from digital clock for network joins, and internal silent sensor. Optional features are XMTR ready audio from line/AGC/fade amplifier, cleartext logging and program expander.

Planned programming is significantly improved with your best talents being used constantly rather than on a "shift" basis. For future growth you can add to this easy-to-operate system as you need it.

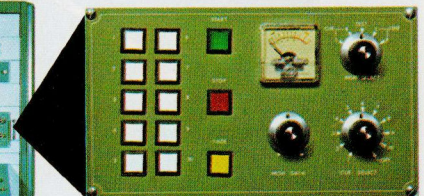
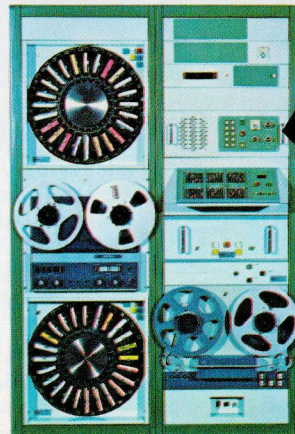
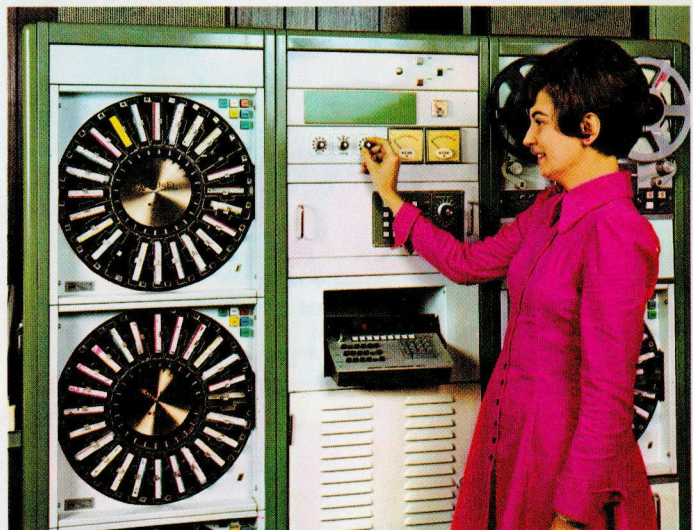


Sequential system logging (option)

Printout includes the time, the audio source number, and the English message concerning what is on the air. The commercial material is encoded on the carts by you and therefore can say anything you desire. Included in the logging package is a production Record Center that can be used in your production room as well as for encoding the air material. Printout is on a standard 100 word per minute Teletype® typewriter.



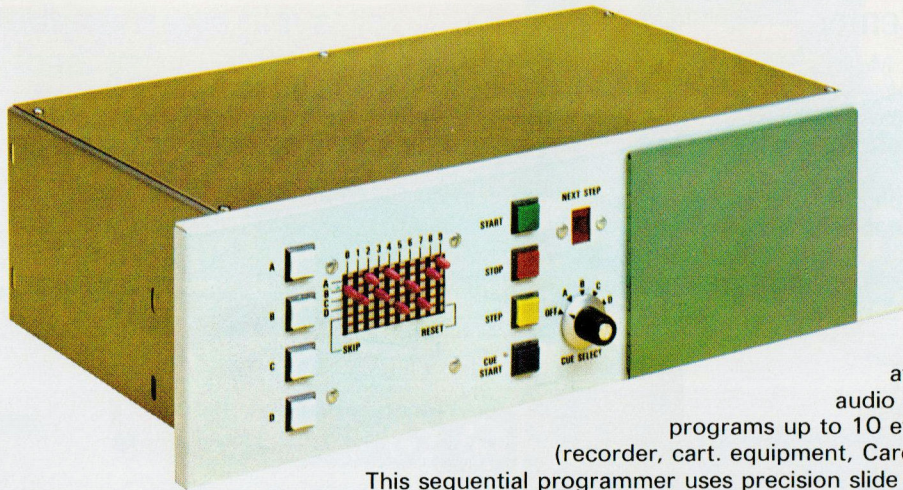
60-Step Programmer



Audio Switcher

"Live"
automation
simplifies
your
programming

Formatter



Formatter can run
virtually
unattended

Use this new SMC FORMATTER as a sub-programmer for making up your music format. Use it also as a complete night-time automation system or as a backup automation system at the transmitter or for a complete audio system for cable TV. FORMATTER programs up to 10 events from any four audio sources (recorder, cart. equipment, Carousels then repeats the sequence.) This sequential programmer uses precision slide switches. There's even a provision for a digital clock for network joins and automatic cleartext English logging. Add the FORMATTER to a larger automation system as a sub-programmer simply by plug-in.

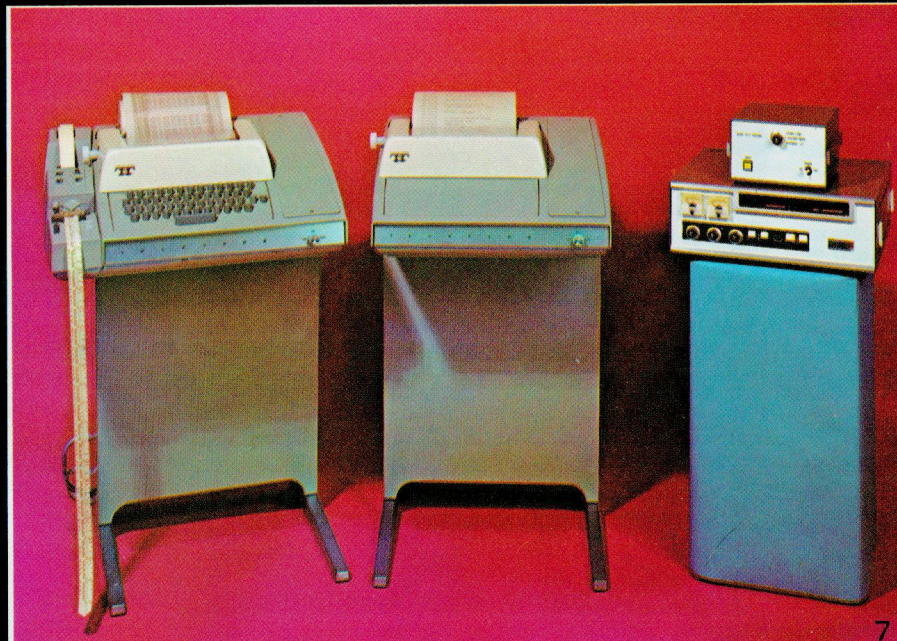
Automatic
logging frees
announcers'
time for improved
productivity

Autolog

Automatic Logging

Automatic transmitter and studio logging for radio stations is now a reality . . . used either in connection with an existing SMC automation system or as a separate unit. Printout is in cleartext English. There are no codes or complicated procedures.

In studio logging a portion of the log comes directly from the control circuitry and the English portion comes from the cue track of the cartridge. This results in a double verification on each entry. There is no opportunity for error. Double verification another SMC exclusive. Your announcer just signs the automatic log.



If You Didn't Get This From My Site,
Then It Was Stolen From...

www.SteamPoweredRadio.com

Logi-cart
 "State of the Art"
 cartridge players
 and recorders

Cartridge Equipment

The Logi-Cart Record Center

- Hysteresis Synchronous Capstan Motor
- All solid state switching, no relays
- Complete RF shielding and line filtering
- Plug in circuit boards and plug in I.C. components
- 1KHz and 150Hz control tones standard
- External control tone input (for logging encoding)
- Control sensing amplifiers for 1KHz, 150Hz, and 4KHz logging signals
- Full metering of record, play, and bias
- Easy conversion from mono to stereo
- Takes all three NAB cartridge sizes
- Small size . . . 15" x 6" x 14" (desk)

This LOGI-CART RECORD CENTER is professional in every sense with all the features essential to "state of the art" broadcast automation or studio use. The units are stackable and because of the small physical size will fit in virtually any production or control facility. The LOGI-CART series features complete decoding for alpha-numeric logging internal to the unit. Ease of service and "up-front" controls with complete remoting, all make the LOGI-CART the American industry standard.

790D—Mono desk 790R—Mono rack mount
 792D—Stereo desk 792R—Stereo rack mount



Logi-cart Playback Units

- Hysteresis Synchronous Capstan Motor
- Electrically-damped solenoid
- All solid state switching, no relays
- Complete RF shielding including line filter
- Plug-in circuit boards with plug in components
- 1KHz and 150KHz control tones standard
- 4 KHz logging decoder standard (for alpha-numeric logging)
- "Play-now" enable of 150Hz and 4KHz outputs
- Simple conversion from mono to stereo
- Stackable desk cabinets
- Takes all three NAB cartridge sizes
- Small size (15"W x 6"H x 14"D)

The LOGI-CART PLAYBACK UNITS are a third generation machine from SMC and are designed to bring a "workhorse" to the broadcaster. Complete decoding for alpha-numeric logging is internal as is remote control. New standards of performance are made possible with the improved transport design. Time proven SMC features of ball bearing rack mount slides, and ball bearing pinch roller shaft with easy field service are all retained in the LOGI-CART.

710D—Mono desk mount 710R—Mono rack mount
 712D—Stereo desk mount 712R—Stereo rack mount

the Carousel®

Most widely used automatic multi-cartridge player in broadcast automation

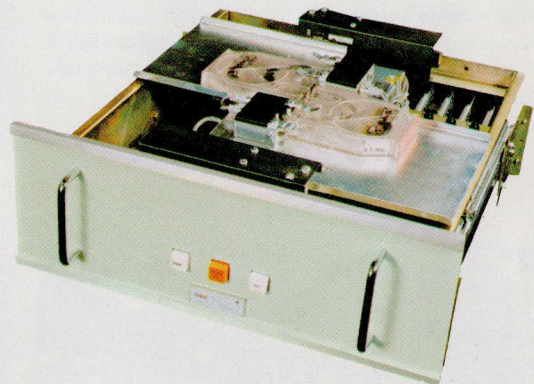
This versatile cartridge tape player is unsurpassed in simplicity and ease of maintenance. It has a minimum of moving parts. Precision machined for positive play. Each cartridge is held secure in carrier tray—can not work loose or miss play cycle. The tape pressure roller is always in the same fixed relation to the capstan for every cartridge. Random select any cartridge in a Carousel by the 24-position switch on RS models in combination with several manual or memory-storage programmers. Solid state electronics with plug-in circuit boards for all circuits, including the power supply which has automatic overload protection.

250 Mono 250RS (with random select switch)
252 Stereo 252RS (with random select switch)
750 Mono 752 Stereo (Random select, bi-directional)



Dual Cartridge Time Announcer

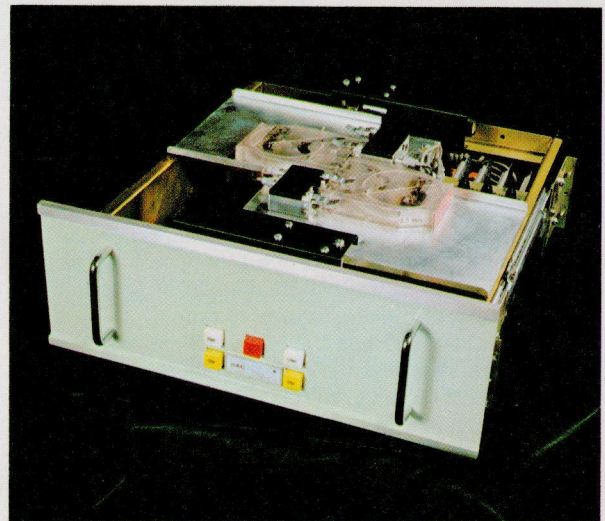
Automatic time of day announcements are provided by the Model 581 dual cartridge unit. Odd number times are stored on one tape cartridge while the even number announcements are on the other. A self contained synchronous clock keeps the tape announcements synchronized with real time. When signaled by an external contact closure, the tape cartridge that is "ready" will announce the time. When a tape has been commanded to play, an end of message signal is produced from a 150 Hz tone recorded on the cue track. The dual cartridge time announcer is furnished with ball bearing slide tracks and rack mounting brackets for racks with front and rear rails.



Dual Cartridge Playback

Two independent cartridge playbacks in a single rack-mounted unit. Each playback, while using a common capstan motor, has separate electronics and controls. The SMC DUALPLAY has the ability to provide two cartridge time announcer service when used with the TA-1, time announcer control. All electronics are solid state with plug in circuit boards and plug in I. C. components. Complete 4KHz decoding for alpha-numeric logging is built-in along with the normal 1KHz and 150HZ control tone sensing. Remote control is provided via a terminal strip at the rear of the unit. The all new SMC DUALPLAY is available in stereo and mono and will play all three NAB cart. sizes.

Model 721 (MONO) Model 722 (STEREO)



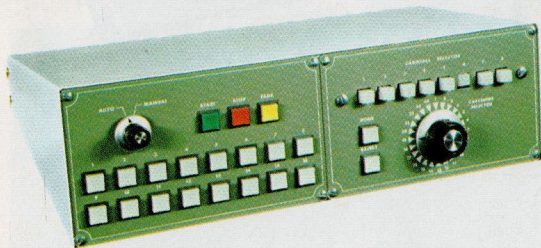
Accessories and

from the
automation
professionals

Carousel Random Selector

From the only maker of the famous Carousel here is the unit that allows any Carousel to run random select for up to fifty steps. It can up-date your automation equipment and provide complete random scheduling of spots or music. Connected to the Carousel by plug-in cables it can be located anywhere. Occupies only 7 inches of rack space.

Easy-to-read thumbwheel switches give quick, accurate in-line program readout. No peg boards, no slide switches. Individual switches permit skipping any step without disturbing the thumbwheel cartridge selector. Switch for either random select or sequential operation. Numeric indicators show next step programmed. Unit repeats after 50 steps. All solid state—no relays—absolute silent operation. All electronics plug in for instant replacement. Built-in battery supply for short term power fail prevents loss of step information. Provision for long term battery back-up. Complete remote control selection of Carousel trays is a plug-in option . . . another SMC exclusive.



Tapemeter

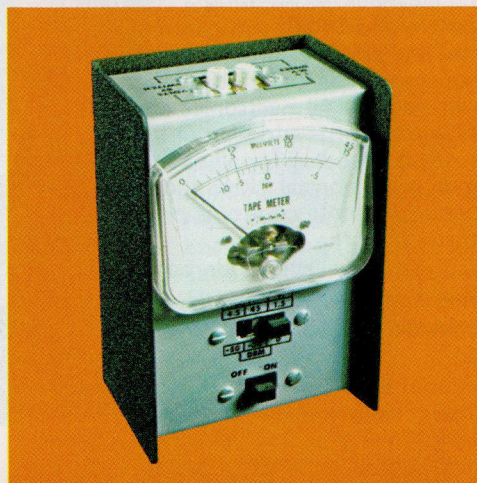
MODEL TM-3—All solid state battery operated general purpose AC (to 80 KHz) meter. Primarily used to measure audio and cue tone levels either directly from the playback head or from the amplifier output of all types of tape equipment. Ideal for head alignment. The meter has full scale readings of 1.5 millivolts, 45 millivolts, 1.5 volts, and a reference dBm scale. Headphone output for aural monitoring is also provided.



MODEL RSC-50

Manual Remote Control

MODEL RC-16/RS-8—This exclusive feature of the SMC Computercaster allows manual remote control of the automation system *and* individual units in an automation SMC system. It is used primarily for "cueing" Carousels manually from a remote location and then for "airing" the cued machines in any order by pushing a button. If cleartext logging is being used the automatic logging continues uninterrupted and allows a live show without the necessity of writing out a log. (This is done automatically and the operator merely signs after his shift) This unit is perfect for special inserts into the automated program format as well as for manual operation of the automation during a maintenance period.



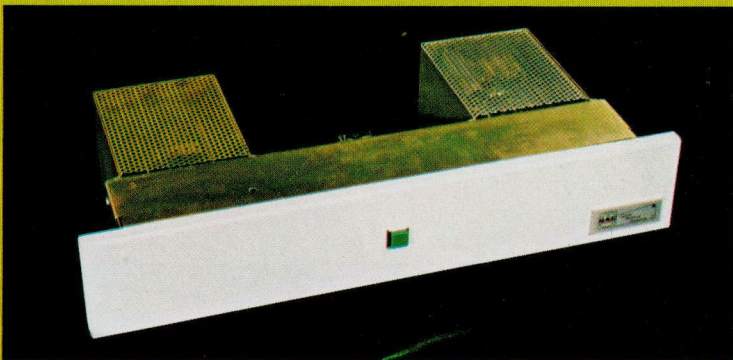
If You Didn't Get This From My Site,
Then It Was Stolen From...

Test Equipment



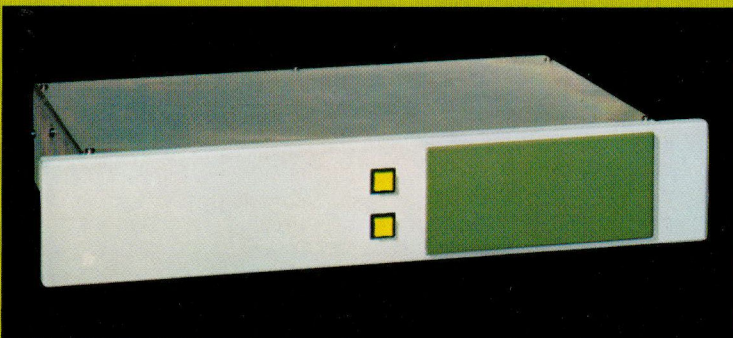
Digital Clock

MODEL PDC—Solid state digital clock with hours, minutes and seconds readout. Numerals displayed via light emitting diodes front face mounted with color enhancing lens. BCD fully buffered time outputs are provided. Time base on standard model is 60 Hertz. Crystal control is available. Time program boards can be strapped for up to 8 minute-second combinations per hour for network join sequences etc. Unit is 3½ by 19 inches, rack mount.



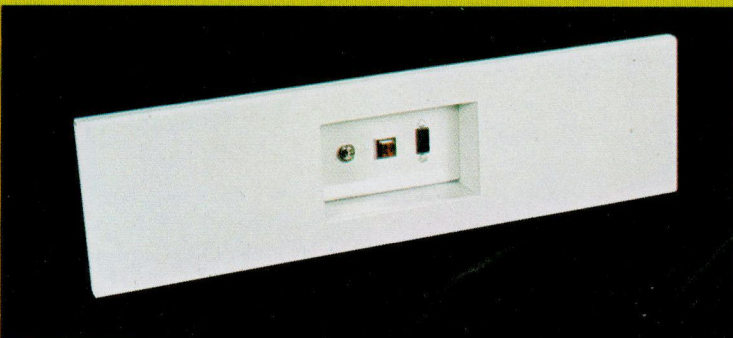
Tone Generator

MODEL TG-25 is a compact all solid state unit designed for mounting in 3½ inches of rack space. Illuminated front panel push button is provided with rear terminal for remote operation. Frequency is 25Hz plus or minus .5Hz. Tone length controlled automatically or manually. Utility relay provided for secondary equipment operation. Self contained power supply. Unit connects directly to recorder input.



25 Hz Tone Sensor

MODEL TS-25—This dual tone sensor is state-of-the-art, logic oriented, using all I.C. components in a phase lock loop circuit. Bridging Input. All front panel service with two indicator lights for sensing action. Internal power supply with auxiliary relays for external use. Interface directly to logic level signals. Adjustable time delay and frequency . . . instant restart option and 20Hz operation are available. The SMC TS-25 eliminates virtually all interface problems. Mounts in standard 19" rack in 3½" vertical space. Each TS-25 controls two reel-to-reel players.

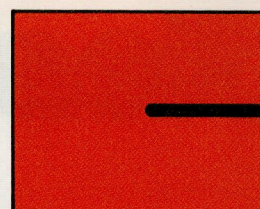
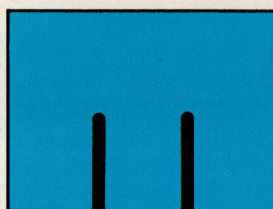
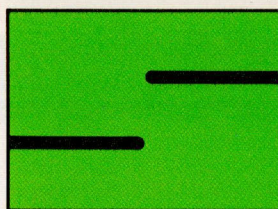


Service Panel

Used primarily in automation systems to provide a front panel plug for work tools and a convenient way to turn off the various components in a system for service or night-time "downtime".

Front panel controls include the master switch and plastic formed AC receptacle. All wiring is protected.

The professionals
in broadcast
automated
systems



Systems Marketing Corporation

1019 West Washington Street, Bloomington, Illinois 61701

To make life easier for you and more profitable for your station, SMC engineers are continually seeking, experimenting, and developing ideas for equipment and innovations for automated broadcast systems. If you need custom engineering, SMC can do it.

Contract, lease, or cash terms compatible with your cash flow requirements are available on any SMC system or product. Complete financing arrangements can be made for virtually any type purchase direct with Systems Marketing Corporation.

Please refer to our price list and new product sheets for items not specifically mentioned in this booklet.

Phone or write
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Ph: 309—829-6373

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