

In fact, the *sequential standards* which Columbia has proposed are sufficiently broad to accommodate so-called electronic color television and to allow wide scope for future improvements in design and performance of studio, transmitting, and receiving equipment.

If we are to build a significant audience the public must buy a large number of sets and use them regularly. Television cannot exist for long as a novelty for the few. Color television does and will have a wider and more intense public appeal than black-and-white.

Importance of Color

The importance of color is not a Columbia daydream. The growth of demand for color motion picture films has outstripped the present capacity of color film laboratories. The public demand for home color motion picture film is several times that of black-and-white film despite increased costs. The amount of color advertisements in the press and magazines has grown enormously.

Public Appeal of Color Television

Objective audience research conducted among panels of the present black-and-white set owners and parallel panels of those without sets revealed an overwhelming enthusiasm for color as opposed to black-and-white. Color television pictures are far more beautiful and lifelike, they contain substantially greater apparent definition and permit greater appreciation of texture and detail, they convey a greater amount of information, they can be viewed with greater ease and relaxation, particularly in the presence of normal ambient illumination, and they permit rapid identification in such programs as sporting events.

I have not attempted to catalog all the advantages of color television, but to mention only a few. For example, producers of television programs never fail to become excited with the expanded horizons which color opens up in even the simplest studio productions.





NOTE: A careful eye will notice small circles (or polygons) in many areas of this color reproduction. These are peculiar to this color halftone process, but do not exist at all in color television.