

STORY

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EXCHANGE AND STATE

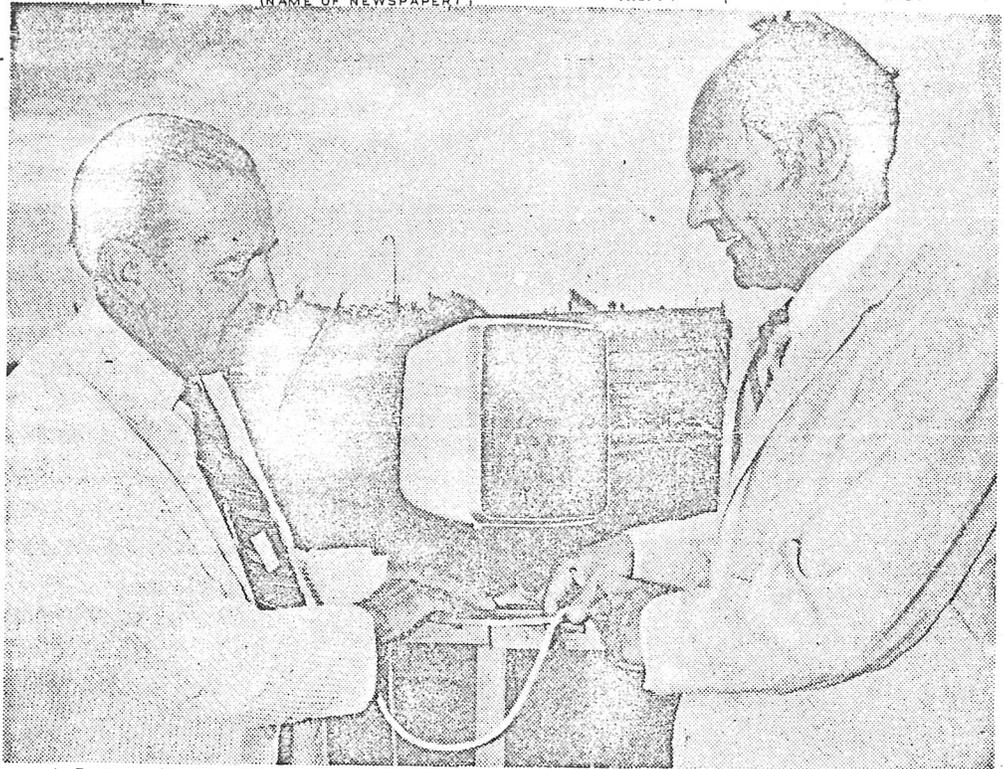
Phoenix, Arizona

CLEAR TO:

- VICE PRESIDENT-PUBLIC RELATIONS, DENVER (1 COPY)
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TYPE OF RADIO PROGRAM: REGULAR  
PROGRAM DETAILS: CALL-CO. SP. SUBJEC

TYPE OF TV PROGRAM: REGULAR  
PROGRAM DETAILS: CALL-CO. SP. SUBJEC



A Picturephone unit, similar to those which will be installed in an experimental system by Valley National Bank in its new Home Office under construction in the background, is examined by VNB president Earl L. Bimson, left, and Neal Houghton, project manager.

## Valley Bank Installs Picturephone

Arizona's first combination television-telephone system has been ordered for the Valley National Bank's new office, now under construction in Phoenix.

The bank will install the latest model of the Picturephone, which, as the name implies, lets you see the person you're phoning on a small desk set TV screen.

The system has been tested out by Bell Telephone Laboratories and is in initial production stages at Western Electric. Units of the Picturephone will be completed and installed when VNB's home office is completed next autumn, according to bank spokesmen.

The bank's Picturephone system will enable four users to carry on two simultaneous conversations, or conference calls using three units. Older models allowed only one call

at a time and no conference calls.

The system will also allow voice actuated switching. This means that in a conference call with three persons, whoever is speaking can be viewed automatically by the other two, while the speaker's screen will show the last speaker.

The VNB Picturephone system is the first to be ordered in the Southwest and one of six in the U.S., according to spokesmen for Mountain Bell.

The bank says it plans its initial Picturephone hook-up of 12 units at the home office to serve as a pilot project for an eventual VNB Picturephone network, linking the bank's offices.

Besides face to face conversations, the bank also plans to use the Picturephone for a variety of other uses.

With one or more random-

access slide projectors hooked to the system, a Picturephone user will be able to select a variety of graphs, charts and other data for viewing.

The system will also include a document retrieval capability which will give access to any quantity of micro-filmed records filed with the system. The Picturephone can also be used as a computer input-output device.

Mountain Bell spokesmen say the initial use of Picturephone will be for businesses and industry, but they expect its use to be expanded to residences as acceptance of the Picturephone becomes more general.

Phoenix, they say, is now listed as one of 26 major U.S. cities to receive commercial Picturephone service during the '70s, with the local systems scheduled to be eventually linked into a national network.

REMARKS:

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