

Standard jack, AC outlet are all you'll need

Missing important calls? - try a cordless phone

You're next door talking to your neighbor when, off in the distance your telephone starts ringing. Dropping everything, you madly dash to your house in a futile attempt to answer the phone before the caller hangs up. It's man versus phone. As usual, the phone wins - the caller hangs up just as you pick up the receiver. (Don't they always?)

If that sounds all too familiar, you'll be pleas-

ed to know that there's a compact cordless telephone available that can end "the missed call" forever. Measuring less than 1" thick by 2 1/4" wide, the phone easily slips into a pocket or purse so you can take it along with you...up to 1500 feet from its charger base.

Putting one of these portable wonders to work for you is as easy as installing a standard telephone. Simply plug its

charger base into any standard telephone wall jack and then an AC wall outlet. Now, you can relax, because your cordless telephone lets you place or receive calls from anywhere around the home or office...up to 1500 feet from its charger base. Imagine the advantages of not being "chained" to your phone when expecting an important call. With a pocket-size cordless phone you can garden, work in your

garage, or even wash your car...without ever missing a call. You can even use it in the bath or poolside. The handset operates on batteries without a cord so there's no shock hazard.

SAVES MONEY

Cordless telephones, in general, are becoming one of the hottest-selling products in the consumer electronics industry. Industry sources predict that approximately one million units will be sold in 1982. One of the biggest reasons for the growing popularity of cordless phones is economy. One cordless phone can take the place of several extension telephones - and the telephone company does not charge a monthly equipment rental because you own the equipment.

Aside from its economic and operating conveniences, this tiny new pocket cordless telephone offers another benefit that no other phone of its size does. It comes with a handy intercom built right in. That means the next time you're working around the home or office and somebody needs you, it's not necessary to drop what you're doing. Simply use your pocket cordless phone to talk to the person at the base. How's that for convenience.

Digital playback heading for home

Continued from page D2 above the noise to the loudest that can be reproduced without distortion, compared to 70 decibels or so for good conventional systems.

The other is the ability to make perfect copies. All sound recordings, even digital ones, are approximations of the sounds the microphones picked up. But every time you copy a conventional ("analog") recording, you're approximating an approximation. A copy several "generations" down the line from the original will sound considerably different from it. Since digital recordings are actually computerized lists of numbers, they can be exactly copied, using systems that keep track of what the numbers should be and correct the ones that aren't right. No matter how many generations away from the original it is, a digital recording should sound exactly like the studio master tape.

When will you hear such recordings in your home? Those with pioneering hearts and well-filled pockets can do so now. Sony introduced the first home digital component a few years ago, a \$5,000 "PCM adapter" box which could record and play back stereo digital sound on any home VCR. Sanyo and Toshiba have since produced such boxes at slightly lower prices - and Sony has just announced a \$1,900 box, the PCM-F1, which is not only the world's least expensive digital processor but the world's smallest (slightly larger than a cigar box) and the first to run on batteries for portable use. Add that to a portable video recorder and you have a digital sound system that can record anywhere.

For a bit less than a

PCM-F1 and portable video recorder cost, Technics can now sell you a one-piece unit that will record digital sound on video tape. It won't record video, though.

The real excitement, though, will come late this year, when the first home players for true digital discs reach the store. They'll be expensive (about \$1,000 at first, under \$500 in a couple of years) and the discs will cost more than phonograph records, too. But if the sound is as good as the studio original, there will be buyers for it.

You won't be able to play true digital discs on your phonograph. The new discs will be 4 1/2 inches in diameter (about two thirds the size of a 45 rpm single) - which may make it possible to build car stereos to play them. They'll turn at about 1800

rpm instead of 45 or 33. And the music won't be engraved in grooves, but will be optically encoded as microscopic pits sealed in transparent plastic and read by a laser.

If all this sounds familiar, it's because the basic technology is the same as that of LaserVision video discs, though the size and other details differ. So far, about 25 companies, from Aiwa to Yamaha, have shown prototypes of CD (Compact Disc) players.

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