

Our Friends

DISTRIBUTOR
EDITION

DECEMBER 1978



Program Loggers In Print

The push is on for Program Logging Systems in '79. Trade magazines have prepared announcements to help spread the news of the PLS to the entire industry with the first to run in December. H&F is looking to double its sales of loggers and further promotions, including the ad in Broadcast Communications, are planned to reach this goal.

Sales through distributors have made up 3/4 of all logger sales in '78. Trade shows and conventions have been the primary means that customers have been introduced to the PLS. But with more people handling it, sales calls to broadcasters will soon be the dominant means for generating orders.

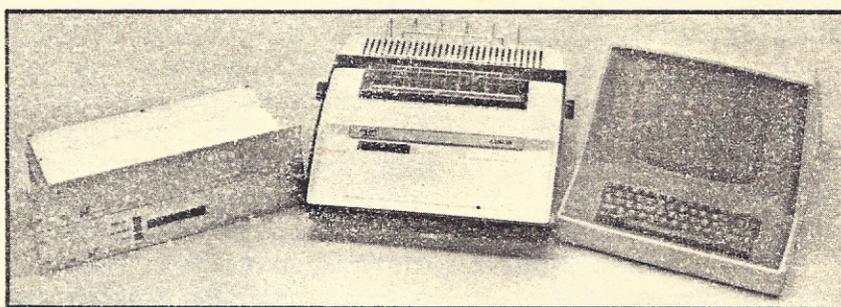
H&F's recognition is growing in the broadcast community. We have received inquiries about our ads from all parts of the country. We plan to advise you of those inquiries we get from your area.

The present Program Logging System promotional campaign should generate a substantial number of responses by the end of January.

PROGRAM LOGS PRINTED

With Your Present Automation

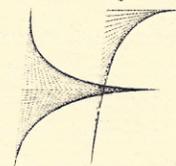
• FCC acceptable logs • Design your own format



The H&F Program Logging System can automate the task of keeping accurate and easily readable program logs. The logs are printed as the programs are run so you know just what was aired and when. The system works with most existing automation systems including those by IGM, Schafer and Sparta. Call us about yours.

Halikainen & Friends, Inc.

101 D4 Suburban Road, San Luis Obispo, CA 93401
(805) 541-0200



Appearing in January's
**BROADCAST
COMMUNICATIONS**

YOUR NAME HERE

We would like to include you in lists of our distributors which we plan to place in our future

ads and on our price lists. Please let us know if you approve of your company's name being used in this manner. Thank you.

Halikainen & Friends

340 Higuera, San Luis Obispo, CA 93401 (805)541-0200



WE'VE DRIFTED!

Hallikainen and Friends will be moving into larger and improved facilities at the end of this month. Space has been made available to us by our good friends at Teatronics, manufacturers of professional lighting equipment.

Our new address will be 101 D4 Suburban Road, San Luis Obispo. Our phone number is still (805) 541-0200.

H&F's new home is a spin-off of Teatronics' rapid growth. They have acquired additional space in anticipation of growing production demands. However their plans do not call for utilizing all of their new space until 1980. We are leasing the unused portion as a logical step up from our presently cramped shop.

The 25'x25' portion of the industrial park is scheduled to be occupied in January. Details of the installation are still being worked on. It is planned to be a temporary installation as our lease is only for a year. Most of the new shop's furnishings will be portable, consistent with our plans to expand to a full 25'x50' facility by 1980.

* * * *

One of the most significant improvements to accompany our January move will be the establishment of a separate office for managing H&F's growing production schedule. Eric Dausman, one of the engineers who founded the company, has been designated Production Manager.

ONE-HANDED METER CALIBRATION

TEL 171 Digital Telemetries will soon be available with a local display option. This will permit the weekly remote meter calibrations to be performed by one man as is the practice with the new digital remote controls now being sold.

The new local display will be compatible with all of the TEL 171s already in the field. Easy field installation will continue to be a feature of this series of products. The local display will have its own front panel which replaces the one on the TRC-15A's transmitter control unit. This panel is cut-out for the display and has the appropriate legends anodized on it.

The local display will be a liquid crystal. Its power consumption is very low so it can work off of the ex-

sisting power supply in the TRC-15A. The reflective LCD should also have better visibility in a lit room emitting type displays. LCDs will dominate in future designs.

The first unit is scheduled for completion in December. It is to be delivered to KCBS Radio in San Francisco. The official product announcement along with specs and pricing will be released in January. Early production units may also be available in January if there is an immediate demand for them. Thereafter delivery will be 30 days ARO or better. The price has been tentatively set at \$575 for a complete TEL 171 with local display option. Local display retrofits can be purchased for \$225. The standard 20% discount is available to our distributors.

A NEW AUDIO SYSTEM From H&F

Our first production run of Television Audio Systems has been completely committed. All sales were made directly to TV stations on the west coast as a result of our own advertising and sales efforts. The first of these units will be delivered in January.

The Television Audio System, TVA, was initially designed with its combination of mixing and Audio-Follow-Video capabilities to be an audio component for television control rooms. We feel that it has gained acceptance in that role.

But growing interest in a

quality rack mount mic/line mixing system has led to applications in mobile TV facilities. The TVA's professional broadcast features make it attractive to TV stations when compared to the semi-pro audio mixing equipment often used in mobile applications.

We encourage distributors to take notice of this audio system. The TVA series is first a good mixer. With its AFV capability, it is also a most unique and versatile one. Its expandability encourages additional sales to the customer starting out with a basic system.

