

Television with Estate

RADIO TELEVISION CABLE SATELLITE

# Broadcasting Mar 14

volume

23

20

motion pictures



Warner Bros. Television Distribution  
A Warner Communications Company

52d Year 1983

Networks prep their pilots  
for the fall TV season  
Here comes NATPE

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# WE DID IT! TWICE!

We looked for a way television and radio stations could really INTERACT with their audiences — not just letters and call-ins — but with tomorrow's truly INTERACTIVE BROADCASTING, where members of the audience actually cause things to happen right on the air! And we did it! Twice! Recognize these?



If you do, skip over to the next page. . . all the new stuff we're doing is over there. But if "TV-POWWW!" and TELEPHONE POLL are news to you, read on. We'll fill you in, and then you can read the next page about all the new stuff.

1. "TV-POWWW!" is a video game. . . actually a special adaptation of the best video game on the market, Mattel's Intellivision® We've adapted it so when a station puts the game on the air, a viewer can call on the telephone and make the game do its thing by just saying "Powww!" at the right time. From homes anywhere in the coverage area people can say "Powww!" and hit a target, throw a ball, throw a punch or shoot down invaders from outer space. . . with more games coming all the time. (Next page, remember?)

2. TELEPHONE POLL is a telephone poll. . . but untouched by human hands! A station, (radio or television), asks its audience a question, like:

- Have you ever been the victim of a violent crime? Yes or No?
- Are you For or Against capital punishment?
- Boxing should be outlawed. Agree or Disagree?

People call in. No local charge, no 900 number. The phone is answered automatically by a SYNTHESIZED VOICE, not a tape recording, and they're asked to vote. The vote is instantly recorded and tallied with all the others — hundreds of them an hour — and a click of a switch puts the results on the television screen and produces a voice synthesized announcement of the count, in totals and percentages! With not one phone operator on duty!

We could tell you we do all this with magic, but state-of-the-art microprocessing does the job. "TV-POWWW!" and TELEPHONE POLL are space-age engineering — small, easy to install units that are simple to operate. Just hook them up and you're in business!

## THAT'S WHAT WE DID. HOW DID WE DO?

Great! Over 100 stations in 10 countries have played "TV-POWWW!" They use it as part of movie presentations, on talk shows and kid's shows and sport shows. Daily, weekly, across the board, weekends, prime access, late night.

And, although it has only been available since September, we've already delivered 92 units of TELEPHONE POLL! It has proved to be the absolute best and easiest way to get an instant reading of the public pulse!

With TELEPHONE POLL, WXYZ in Detroit is Number 1 in the time slot with their 4 to 5 pm talk show that asks questions ranging from "Should drunk drivers go to jail?" to "Have you ever had an extramarital affair?"

KERO-NBC in Bakersfield, California put TELEPHONE POLL to work in their local news show and went from a 21 rating/35 share to a 25 rating/42 share. . . against the ABC Evening News and CBS with Dan Rather!\*

And. . . since banks, department stores and grocery chains love the idea of locally oriented opinion polling, TELEPHONE POLL means rating points plus money in the bank!

## THAT'S HOW WE DID. WHO'D WE DO IT FOR?

Hopefully, you.

We'd like to add you to our list of subscribers from all over the country, and all over the world.

# BUT WHAT ARE WE DOING NOW?

Just like we said on the previous page. . . we at M.A. Kempner, Inc. are doing NEW STUFF!

For "TV-POWWW!" that means we're bringing you some brand new games! Of course, you keep right on playing the games we've had all along: Space Battle, Football, Basketball, Slots, Word Rockets, Soccer and Boxing. But now, the newest, most popular, most exciting Mattel Intellivision™ games are being adapted for broadcast use.

## INTELLIVISION. POWWW!®



Subscribers will receive at least 8 new games a year, including the amazing IntelliVoice™ games that actually speak words — not just beeps and noises — games that *talk* to the player, warn, threaten and cheer him on — and make the whole thing even more fun!

Now take a look at the unbelievable additions our engineers are making to

**TELEPHONE POL**™  
Pat. Pending



**REMOTE CAPABILITY** Install the equipment anywhere in your building and operate by remote control from up to four locations.

**CALL IN FOR RESULTS** Long after your Poll is over and the final count has been announced on the air, members of the audience can call the TELEPHONE POLL number and the voice synthesizer will supply the results. Not an operator on duty!

**YOUR OWN TYPEFACES** Systems compatible with R.S. 232-C will be able to feed the system through their own character generator to maintain their own programming look.

**IMPROVED VOICE QUALITY** Our new computer system will bring our synthesized voices to a quality level you'll find hard to believe.

**YOUR OWN VOICES** For a slight additional charge, you supply the voices of your own personalities to us on 1/4 inch audio tape and we'll program the synthesizer to sound just like them, in any language, not just English!

**WORD RECOGNITION** The system will be able to actually recognize words spoken on the telephone! The speed and sophistication of our entire polling process will be increased many times over. (You can be among the first in the world to see Word Recognition in operation when you visit our Booth 11 at NATPE!)

## WHAT WE WISH YOU WOULD DO...

Get in touch! Call us. Write us. And, if you possibly can, come see us at BOOTH 11 at NATPE!

Take a look at our new equipment, let us show you our new features and find out for yourself how it's possible to be LIVE and LOCAL and INTERACTIVE all at the same time without adding one single person to your staff!

If you don't want to wait for the show, call

**TOLL FREE: 800-327-4994**  
(In Florida: 305-946-7660)

or write: **M.A. KEMPNER, INC., Suite 102**  
**4699 North Federal Highway**  
**Pompano Beach, Florida 33064**

Remember. . . WE DID IT FIRST!  
WE DID IT TWICE! WE'RE STILL DOING IT!

# WE WANT TO DO IT WITH YOU!\*

\* At Booth 11, NATPE or your place! Contact M.A. Kempner.