

ANNOTATED BIBLIOGRAPHY:

[NOTE: Due to CV's short lifetime, none of the books included below were written before it fell into technical obsolescence. As such, they mention the format only briefly, often only a paragraph or two. Even books from the early 1970s focusing on underground television ignore it. Therefore, newspaper articles and advertisements of the time are crucial to understanding the CV system especially in regards to the marketing campaign that surrounded its release, dates of release, longevity of specific iterations, competing brands, and the ongoing cultural and technological shifts in which it was created.]

"Admiral, Avco to Market A Home TV Recorder By First Half of 1971." Wall Street Journal (1889-Current file) [New York, N.Y.] 26 May 1970, 28-28. ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

This article discusses the plans of Admiral Corp. to market a videocassette home system that can play in color and will have a line of 500 movies for sale. It is an example of the range of competition Sony was facing and the industry wide effort to market a more consumer friendly home video system than half-inch open reel. It mentions that in March Sony entered into a cooperative effort with seven other companies to standardize a videocassette system for home use.

"Ampex Introduces Line Of Home TV Recorders: Tape Devices Will Range in Price From \$1,095 to \$2,495, Allow Production of Shows at Home." Wall Street Journal (1889-Current file) [New York, N.Y.] 24 Jun 1965, 4-4. ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991). ProQuest. 29 Oct. 2008 <<http://www.proquest.com/>>

Herein Ampex announces its plan to release a consumer video system. The article mentions Sony's announcement to do the same earlier in the month noting theirs will cost \$1095. That price will include a monitor but a camera will be extra. Other competitors are listed: Wesgrove, Philips, Loewe-Opta, Fairchild and IIT Research Institute.

The April Video Collective. "April Video Contact List." 1972. Accessed on 31 Oct 2008 at <http://www.vasulka.org/archive/LyndaMiscTHREE/lynda/AprilVideoCoop.pdf>.

A list of underground video collectives, a significant number of which are still using CV.

Armes, Roy. On Video. New York: Routledge, 1988.

In a theoretical examination of the cultural import of video, Armes marks the emergence of Sony CV (incorrectly stating that the Portapak came out in 1965) as the beginning of video's release from under its constraints to television. However, he points out its technical inadequacies that initially obscured this fact, especially in regards to the rise of 16mm synch-sound.

BBC. "Testcard D – late 60s." YouTube. Accessed on 6 Nov at <http://www.youtube.com/watch?v=1Lh1DXRLiE>.

A recording made on a UK version of the CV-2000 of a 405 line BBC test card.

Bensinger, Charles. Petersen's Guide to Videotape Recording. Los Angeles: Petersen Publishing Co., 1973.

Has useful information on duplicating pre-EIAJ tapes onto EIAJ decks. Mentions the difficulty with transferring CV tapes. States the 2600 was not skip-field.

Bensinger, Charles. The Video Guide. Santa Barbara: Video-Info Publications, 1981.

Places the beginning of home video with Sony's introduction of the portapak in 1967. Humorously describes the impulse to record one's voice and image afforded instantly with video technology – shades of Nanook eating the phonograph record. A "Video Chronology" dates 1967 as the first portable VTR [inferably meaning the Video Rover] and 1970 as the introduction of EIAJ standardization [the creation of the standard or release of the VTRs?].

Berger, Ivan. The New Trend in Hi-Fi Is No Trend at All: Compact Components No Trend at All. " New York Times (1857-Current file) [New York, N.Y.] 25 Sep. 1966, 530-531. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

A report from the 1966 Component High Fidelity Music Show. It states that home video is such a recent technology that Sony is the only vendor. However, Sony brought four recorders – battery powered or plug in, with or without a recorder for time-shifting – and an entire system of monitor, cameras, and adapters. There is no mention of model numbers.

Borcover, Alfred. "Movies, Music Lull Today's Air Traveler: Entertainment Now on Trains and Buses, Too." Chicago Tribune (1963-Current file)

[Chicago, Ill.] 7 Mar. 1965, g1. ProQuest Historical Newspapers Chicago Tribune (1849 - 1986). ProQuest. 31 Oct. 2008
<<http://www.proquest.com/>>

An article on the expansion of entertainment devices on airplanes. American Airlines offered what it called Astrovision, which transmitted images from a Sony Videocorder to 9" monitors throughout the plane. The word "Videocorder" is used, but the early date make it likely they were using a Sony PV or EV, implying that Sony used the term Videocorder across its entire platform of VTRs.

Boyle, Deirdre. "From Portapak to Camcorder: A Brief History of Guerrilla Television." Journal of Film and Video. Spring-Summer 1992, Vol. 44, no. 1-2. Accessed on 1 Nov 2008 at
<http://www.experimentalvcenter.org/history/people/ptext.php3?id=13&page=1>.

Boyle describes Les Levine's early video piece Bum, made in 1965 with his Sony CV VTR, as the first example of "street tapes", or politically committed tapes made by later video collectives such as Videofreex. In 1968 Frank Gillette made a five-hour video on the hippie culture located around St. Mark's Place.

Boyle, Deirdre. Subject to Change: Guerrilla Television Revisited. New York: Oxford University Press, 1977.

The first chapter documents the introduction of video technology in the late 1960s to those who were soon to start underground video collectives. Boyle takes exception with the accepted myth of Paik's founding of video as it ignores the format's activist side.

Boyle, Deirdre. Video Classics: A Guide to Video Art and Documentary Tapes. Phoenix: Oryx Press, 1986.

A review of 80 video pieces that includes nothing before 1970.

Boyle, Deirdre. "Video Preservation: Securing the Future of the Past." 1993. Accessed on 1 Nov 2008 at
<<http://www.experimentalvcenter.org/history/preservation/pretext.php3?id=11&page=1>>.

In a section on the difficulties of preserving ½ inch open reel video, CV is said to be "particularly TBC-unfriendly" and has to be transferred first to another format before being run through a time-based corrector.

Bush, Thomas W. "Videotape Recording Moves Far Afield From Television: VIDEO." Los Angeles Times (1886-Current File) [Los Angeles, Calif.]

6 Jun 1966, b9. ProQuest Historical Newspapers Los Angeles Times (1881 - 1986). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

This article is chiefly about Ampex's effort to create a market for VTRs in hospitals and other corporate settings through the creation of an educational tape rental library. Sony is mentioned along with Ampex and RCA as competing in the consumer video market.

Bylin, James E. "The Instant Replay: Videotape Is Finding Some Unusual Uses: Opera Students View Selves, Detectives Watch Suspects; Sales Soar as Price Drops." Wall Street Journal (1889-Current file) [New York, N.Y.] 17 Nov. 1966,1. ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

A description of the new uses being created for video with the recent introduction of consumer video. These include psychotherapy, studying animal behavior, police surveillance and in football training. An Ampex spokesperson relates the recent explosion in VTR sales due to exploitation of the new market. Ampex, Sony and the Minnesota Mining & Manufacturing Co. are listed as companies with home video recorders for sale.

Churner, Leah. Personal interview. 15 October 2008.

Discussed the Electronic Arts Intermix collection of CV and preservation issues inherent in the format. EAI does not distinguish CV from AV and such has no complete listing of their holdings in CV. Presumably their originals of Nauman's 1968 work are in CV.

Colley, Tom. Personal interview. 27 October 2008.

Discussed the Video Data Bank collection of CV and any preservation issues involved in the format. Like EAI, VDB does not distinguish CV from AV and has no listing of their holdings in the format. They know that some of their Videofreex tapes are in CV.

Collins, W. Andrew, and Suzanne Kasper Getz. "Children's social responses following modeled reactions to provocation: Prosocial effects of a television drama." Journal of Personality 44.3 (Sep. 1976): 488. SocINDEX with Full Text. EBSCO. 9 Nov. 2008

<<http://search.ebscohost.com/login.aspx?direct=true&db=sih&AN=7379415&site=ehost-live>>.

The authors report on a study that used a Sony CV-2200 to study the psychological stimulus of cooperative or aggressive television programs on young children's social behavior.

Cottingham, Laura. "New Wine into Old Bottles: Some Comments on the Early Years of Art Video." Outer & Inner Space: Pipilotti Rist, Shirin Neshat,

Jane & Louise Wilson, and the History of Video Art. John B. Ravenal, ed. Richmond: Virginia Museum of Fine Arts, 2002.

Cottingham examines the origins of video art during the CV era, its intersections with and diversions from experimental film, and its theoretical fealty to McLuhan that crossed the emerging divisions between video makers.

Creston, Bill. Circle 8: International Forum of Super-8 Catalog. March 1988. Accessed on 1 Nov 2008 at <<http://www.experimentalvcenter.org/history/people/ptext.php3?id=160&page=1>>.

Creston recalls being a frustrated filmmaker in the late 1960s and discovering the Sony CV – which he bought with a bank loan – that allowed him to make experimental videos over the next seven years.

Culkin, John M. S. J. "For Kids, Doing Is More Fun Than Viewing: Doing Is More Fun." New York Times (1857-Current file). 28 Jul 1968, 69. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008 <<http://www.proquest.com/>>

A report on groups working to teach inner-city children how to use new communication technologies. Paul Ryan and Walter Buckner were teaching kids in Harlem and Bed-Stuy how to use the new Sony Video Rover. The reporter mentions that “instant playback is not just for the National Football League; it’s for the kids in the street.”

Davis, Douglas and Allison Simmons. The New Television: A Public/Private Art. New York: Electronic Arts Intermix, 1977.

Since this is an expanded version of a conference on video art from 1974 most of the discussions focus on work post 1969. There is some useful information on the CV era in Simmons introduction that places early video art in the history of television and broadcast technologies. Includes a chronology and bibliography of early video.

Dawson, Max. “Home Video and the “TV Problem”: Cultural Critics and Technological Change”. Technology and Culture, Volume 48, Number 3, July 2007, pp. 524-549.

Dawson investigates the critical reception of the introduction of videotape technology into the domestic sphere. The author asserts that both cultural critics and marketing campaigns for the devices promoted an upper-class high culture aesthetic that countered the populist impulse of most television programming of the time. Particular attention is paid to the introduction of Sony’s Videocorder and it’s ad campaign promoting the VTR’s ability to record historically important news events. This changed 180 degrees with

the introduction of the Betamax and its populist marketing campaigns.

Dell, John D. and Raymond T. Steiger. "Portable TV Camera-Videotape System Used For Fire Control." Fire Control Notes. 1971. 6-8.

The authors used a Video Rover and CV-2600 to document a fire in the Okonogan National Forest. They hope to use the technology to improve forest fire suppression techniques.

Doonican, Val. "Val Doonican Show early 70's." YouTube. Accessed on 6 Nov 2008 at

<http://www.youtube.com/watch?v=1IPSBax2QsE&feature=related>.

A recording of a early 1970s episode of the Val Doonican Show, originally in color on a black and white UK 405 line version of the CV-2000.

"Do-it-yourself television." Christian Science Monitor (1908-Current file) 1 August 1966, 12. Retrieved October 29, 2008, from ProQuest Historical Newspapers Christian Science Monitor (1908 - 1995) database. (Document ID: 218415932).

Announces Sony's intention to sell a portable videotape recorder and camera. The promotional picture (supplied from Sony?) does not show the actual version that came out the next year – the 2400 Video Rover – but a hybrid prototype including an awkward handheld version of the VCK-2000 camera.

Dworky, David. "Video Tape Aids Fabric Maker: VIDEO TAPE AIDS A FABRIC MAKER." New York Times (1857-Current file) [New York, N.Y.] 2 Jan. 1967, 31-32. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008 <<http://www.proquest.com/>>

An article on the usage of Sony Videocorders by the Abaco Fabrics Corporation. Abaco used the VTRs to record and disseminate images of their new line of fabrics to salesmen all over the country. A photo shows two employees holding a swath of fabric next to what looks like a TCV-2010. Other companies mentioned using the Videocorder include the American Can Company, Muzak, and Union Carbide.

Electronic Arts Intermix. "Button Happening – Nam June Paik". 2008. Accessed on 4 Nov 2008 at <http://www.eai.org/eai/title.htm?id=779>.

Describes the earliest existing Paik video and incorrectly states it was shot on a Portapak.

Experimental Television Center. "Video History Project: Tools List."
Accessed on 1 Nov 2008 at

http://www.experimentaltvcenter.org/history/tools/tools_list.php3.

An amazing collection of information and images on early video formats including one-of-a-kind creations by video artists. In regards to CV, it has photos and transcriptions of Sony manuals on the 2000, 2200A, 2100 and 2200, 2400, and 2600. The ETV is a treasure trove of information on video technology, art and preservation.

Field, Roger Kenneth. "In the Sixties, It Was TV; In Seventies, Video Cassette: Cassettes To Grow In the 70's." New York Times (1857-Current file) [New York, N.Y.] 5 Jul 1970, 73. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008

<http://www.proquest.com/>

Compares the emerging cassette format wars between Sony's Videocassette, RCA's SelectaVision and the CBS EVR. Important in terms of where home video was going after CV and ½".

Freeman, William M. (1961, October 22). "SONY, EXPANDING, THINKS SMALLER: Japanese Concern Seeking to Make Tinier TV Set SONY, EXPANDING, THINKS SMALLER." New York Times (1857-Current file) [New York, N.Y.] 22 Oct. 1961, F1. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 29 Oct. 2008

<http://www.proquest.com/>

An article on the rise of Sony and its project of miniaturization of electronic devices through transistors. Masaru Ibuka is quoted on their plans for introducing transistorized VTRs. It contains useful information on Sony's business model.

Gigliotti, Davidson. "Video Art in the Sixties." Abstract Paintings 1960-69. Ed. Donald Droll. Long Island City, P.S. 1, 1983.

Absolutely essential recounting of the very earliest days of video art. Gigliotti asserts the impulse behind video art was to "rescue some portion of video from the clutches of conventional broadcast television and put it to the service of a set of higher aspirations." He divides the earliest video makers into two camps: those interested in abstract visuals and those concerned with the utopian social possibilities of the technology. He places Les Levine with Paik as the first two artists to purchase and make use of Sony's CV in the fall of 1965.

Glueck, Grace. "The World Is So Boring." New York Times (1857-Current file) [New York, N.Y.] 5 May 1968. ProQuest Historical Newspapers The

New York Times (1851 - 2005). ProQuest. 31 Oct. 2008
<<http://www.proquest.com/>>

Reviews of two shows featuring video: Paik's second at the Galleria Bonino and Les Levine's "The Big Eye" and the Architecture League. Glueck situates both shows in the world of television art and as commentary on TV and media. Paik does mention video in his utopian ideas for using videotape for long distance educational training purposes.

Gould, Jack. "Home TV Recorder For \$500 Is Shown: HOME TV DEVICE FOR \$500 SHOWN." New York Times (1857-Current file) [New York, N.Y.] 5 Apr. 1964, 1. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 9 Nov. 2008 <http://www.proquest.com/>

A report on the announcement of the Fairchild Camera and Instrument Corporation of an upcoming release of a home VTR for under \$500. It surveys the state of the field for domestic VTRs mentioning Sony's interest in releasing one.

Haller, Robert A. "Numbers and the Media Arts Community." The Media Arts in Transition. Minneapolis: Walker Arts Center, 1983.

In a study of the number of video artists in the 1960s and 1970s, Haller determines there to have been around 60 in the 60s and 300 on the following decade. This points to the limited availability and distribution of CV in the 60s compared to the accessibility of later formats.

Hammel, Lisa. "For the Itinerant Isaac Stern, Summertime Means Family Time." New York Times (1857-Current file) [New York, N.Y.] 18 Jun 1968, 42-42. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>.

Isaac Stern uses a Sony Videocorder (model unspecified) to record his children's parties. One of the very few examples of the Sony VTR being used to document domestic life. His status emphasizes that only the wealthy were able to purchase the device for home use.

Hocking, Sherry Miller. "The Evolution of Thinking Machines." The Squealer. Winter/Spring 2004. Accessed on 1 Nov 2008 at
<<http://www.experimentalvcenter.org/history/tools/ttext.php3?id=22&page=1>>.

In a history of the Experimental Television Center Hocking recalls that in 1972 the ETC was making both CV and AV portapak available for artists.

Hocking, Sherry Miller. "Two Texts Concerning Portable Video." 1992. Accessed on 1 Nov 2008 at <http://www.experimentalvcenter.org/history/tools/ttext.php3?id=20&page=1>>.

Includes a good history of early Sony portable video and a chronology of the various iterations of CV through the introduction of EIAJ.

"Home Videotaper to Debut." Los Angeles Times (1886-Current File) [Los Angeles, Calif.] 9 Jun 1965, d18. ProQuest Historical Newspapers Los Angeles Times (1881 - 1986). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

Outlines the unveiling of Sony and Panasonic's competing home videotape recorders at the upcoming National Association of Music convention. It emphasizes Sony and Doyle Dane Bernbach's advertising campaign to reach a mass market – unlike competitor's plans to appeal to a refined hi-fi market. There are no model names or numbers given, but the Sony system is distinguished from the others by having a built-in monitor, a rotary recording head, and an hour playback time at 7.5 ips. The price point is given as under \$1000.

Hones, Luke. "Reel to Real: A Case Study of BAVC's Remastering Model: Components of the Remasering System." 2002. Accessed on 1 Nov 2008 at http://www.experimentalvcenter.org/history/preservation/preservation_level1.php3?id=2&id2=8&id3=12>.

Describes the workflow set up at BAVC for remastering 1/2" open reel video including the model of TBC that works well with CV. They use a CV-2100.

Hones, Luke. "Real to Real: A Case Study of BAVC's Remastering Model: Origination Formats and Machines." 2002. Accessed on 1 Nov 2008 at http://www.experimentalvcenter.org/history/preservation/preservation_level1.php3?id=2&id2=6&id3=12>.

Hones discusses issues with remastering CV such as tapes being recorded partly in EIAJ and partly in skip-field, adapting the deck's 8-pin output, and problems with its video signal termination.

Hulten, K.G. Pontus. The Machine as Seen at the End of the Mechanical Age. New York: Museum of Modern Art, 1968.

Paik's video piece McLuhan Caged, from 1967, is included in a massive exhibit examining the intersection of technology and art. An examination of the photo of Paik's work determines the VTR he used to be a TCV-2010. Paik is quoted as saying that if James Joyce had

had access to video technology he would have made Finnegan's Wake on video. However, the curator's notes mention Paik's works in the realm of television without bringing up video.

Kang, Taehi. Nam June Paik: Early Years (1958-1973). Diss. Florida State University, 1988. Ann Arbor: UMI, 1998.

A critical investigation into the beginnings of Paik's influential work as a manipulator and critic of modern media communications. It relates the commonly accepted but partially apocryphal story of Paik getting the first Sony Videocorder and taping the Pope's visit from an automobile – which was shown that night at a Fluxus related show at the Café au Go Go. It discusses two tapes he made in 1966 and 1967 where he manipulated the videotape image through scratching the tape as it was recorded and manipulating the playback speed.

Kihara, Nobutoshi. Interview with William Aspray. IEEE History Center, Rutgers University, New Brunswick, NJ. 24 May 1994. Accessed on 10/31/2008 at

<http://www.ieee.org/portal/cms_docs_iportals/iportals/aboutus/history_center/oral_history/pdfs/Kihara209.pdf>.

An incredibly informative history of Sony and its technological progress from one of its chief engineers. Kihara talks about the technical advancements of the company in the fields of magnetic tape, transistors and miniaturization, and video. He charts Sony's early development of video, building off of Ampex's work and translating it into the domestic sphere. He mentions that the CV was the end result of their initial forays which engendered a significant number of important patents that eventually led to Betamax

Kihara, Nobutoshi. Magnetic Recording and Reproducing System. Sony Corp. Patent 3188385. 1965. Accessed on 10/29/08 at

<<http://www.freepatentsonline.com/3188385.html>>.

A patent for a magnetic recording head which recorded oblique video tracks with dual rotating heads. Crucial in creating a small portable VTR.

Kihara, Nobutoshi. Recording and Reproducing System. Sony Corp. Patent 3359365. 1967. Accessed on 10/29/08 at

<<http://www.freepatentsonline.com/3359365.html>>.

The patent for skip-field video recording. Mentions that there is no appreciable difference between two fields of video; therefore skip-field will not cause a visible loss of image quality.

Kihara, Nobutoshi. Recording and Reproducing System Utilizing Only Alternate Fields or Frames of the Video Signal. Sony Corp. Patent 3524018. 1970. Accessed on 10/29/08 at <http://www.freepatentsonline.com/3524018.html>.

A continuation and refinement of the patent Recording and Reproducing System. This version can be used for slow-motion and still images.

Kihara, Nobutoshi. Rotating Head Magnetic Recorder with Tape Extension or Shrinkage Compensation. Sony Copr. Patent 3235670. 1966. Accessed on 10/29/08 at <<http://www.freepatentsonline.com/3235670.html>>.

Improves the ability of a magnetic tape head to record additional tracks on the edges of the tape.

Kihara, Nobutoshi. Synchronizing System for Magnetic Television Recording. Sony Corp. Patent 3175034. 1965. Accessed 10/29/08 at <<http://www.freepatentsonline.com/3175034.html>>.

A patent for the technology to record television signals and synch tracks live off the air.

Koizumi, Kenichiro. "In Search of *Wakon*: The Cultural Dynamics of the Rise of Manufacturing Technology in Postwar Japan." Technology and Culture: January 2002, Vol. 43, 29-49.

The author charts the astonishing economic rise of post-war Japan through an examination of Japan's changing relationship to technology. The example of Sony's creation of the CV-2000 is used as a case study through the way Sony imitated Ampex's creation of video but went on to transform the field through daringly creating a home video market. The CV-2000 is stated as appearing in 1964 for two hundred thousand yen [in Japan?].

LabGuy. "LabGuy's World: Museum of Extinct Video Recorders and Accessories." LabGuy's World. 16 June 2008. Accessed on 1 Nov 2008 at <http://www.labguysworld.com/VTR-Museum_001.htm>.

A fantastic array of photos and information on obsolete video technology. Especially useful close-ups of Sony CV decks including the color PAL CV-5600P. Includes information on the GE branded version of the CV-2000. Fantastically, the site includes the original manuals for the Video Rover, CV-2200, SV-300, and VCK-2000.

Laurent, Lawrence (1965, July 1). "TV Tape Recorder For Home on Way." The Washington Post, Times Herald (1959-1973) [Washington, D.C.] 1 Jul 1965, D27. ProQuest Historical Newspapers The Washington Post (1877 - 1992). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

An article on the implications of the upcoming releases of inexpensive VTRs from Ampex and Sony. It calls the Sony system specifically "Videorecorder" and prices it at \$995 plus \$350 for a camera. Incredibly prescient regarding the effects of the dissemination of VTR technology: worries of TV companies regarding losing viewers, the end of film use for TV journalism, timeshifting, selling movies on videotape, etc.

Lawson, Herbert G. "Shape of the Future; Electronic Wizardry Will Transform Life In Tomorrow's Homes Looks Won't Alter Radically, But New Equipment Will Cut Housework, Entertain 11 a.m. Cocktails vs. King Lear." Wall Street Journal (1889-Current file) [New York, N.Y.] 6 Feb. 1967, 1-2. ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

Videotape is included as one component of a larger transformation of the domestic sphere due to emerging technologies. It mentions that Sony released the first home VTR in 1965 and will release a color version in 1968. The price of Sony's current model is given as \$1240. Apparently the concept of video is new enough that the author explains that it works like magnetic audio recorders, but that image is also recorded. The hope is expressed the VTRs will allow for the expansion of a higher quality programming to niche markets [the 1967 version of the long tail concept?].

Library of Congress. "MARC 21 Format for Bibliographic Data Field List." Accessed on 9 Nov 2008 at <http://www.loc.gov/marc/bibliographic/ecbdlist.html>.

The metadata standard only mentions EIAJ ½" open reel, thereby leaving the rules for cataloguing CV undetermined.

London, Barbara. "For the Love of Scan Lines." Video Acts: Single Channel Works from the Collections of Pamela and Richard Kramlich and the New Art Trust. Klaus Biesenbach with Barbara London and Christopher Eamon. Long Island City, P.S. 1 Contemporary Art Center, 2002.

London accredits the repetitive nature of the earliest video art, such as Naumans work in 1968, to a Cageian inspired acceptance of the technological specifics of the format: impossible to edit and the hour-long tape.

London, Barbara. "Video: Brief History and Selected Chronology." Transmission. Peter D'Agostino, ed. New York, Tanam Press, 1985

London charts the rise and dissemination of video art. The chronology includes information on the galleries and museums that exhibited video during the CV era.

London, Barbara. Video Spaces: Eight Installations. New York, Museum of Modern Art, 1995.

The problems of exhibiting early video art in a gallery space are discussed – it required someone to constantly thread up and rewind the tapes. Paik's 1967 video piece Lindsay Tape is described in a loop based form as exhibited at MoMA in 1968 as anticipating the videocassette.

Lyons, Nick. The Sony Vision. New York: Crown Publishers, Inc, 1976.

A book probing the success of Sony and its rise as a global technological juggernaut. Lyons briefly lays out the development of CV from Sony's Ampex inspired prototype of 1958. He confirms that the TCV-2010 and 2020 came out in 1965 while the CV-2000 was released in 1966. He also examines the changing relationship between Sony and Ampex and how their failed business venture spurred Sony to new developments in video technology.

Magaro, Peter A., and Sharon B. Staples. "Schizophrenic Patients as Therapists: An Expansion of the Prescriptive Treatment System Based Upon Premorbid Adjustment, Social Class and A-B Status." Psychotherapy: Theory, Research and Practice. Volume 9, #4, Winter, 1972, 352-358.

Accessed on 8 Nov 2008 at

<http://psycnet.apa.org/index.cfm?fa=main.showContent&view=fulltext&format=PDF&id=1973-27419-001>.

The results of a study that used a Sony CV-2100 to record and measure schizophrenic patients' behavior and responses during therapy.

Matthewson, David K. Beginner's Guide to Video. London: Butterworth Group, 1982.

In a historical account of video technology Matthewson mentions the UK release of the CV-2000 in 1965. In the UK it was a 405 line machine and was replaced by the 625/405 line 2100 in 1968.

[Presumably he means compatible with those television formats and not that the decks themselves recorded at that quality.]

Metz, Robert. "Market Place: Analysts Take to TV Screen." New York Times (1857-Current file) [New York, N.Y.] 25 May 1967, 68-68. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008 <http://www.proquest.com/>

An article on stock market analysts at Smith, Barney & Co. who use Sony video technology to distribute market analysis around the country. Exactly what model was used is unclear, but the price tag

of \$15,000 for 13 VTRs, a monitor and one camera suggest they were using a TCV-2010.

Murray, Michael. The Videotape Book: A Basic Guide to Portable TV Production. New York: Taplinger Publishing Company, 1974

The author briefly addresses the concerns of owners of pre-EIAJ Sony CV VTRs who were left behind by the standardization of EIAJ. He mentions that since much of the use of CV was for internal industrial and educational use they would have little need to distribute videotapes. This implies that a number of CV VTRs were in use into the early 1970s.

Paik, Nam June. "How to Keep Experimental Video on PBS National Programming." 6 June 1979. Accessed on 31 Oct 2008 at <http://www.vasulka.org/archive/Artists4/NamJP/VideoPBS.pdf>.

In a letter urging artists to lobby PBS to continue its involvement with video art, Paik mentions that Wegman's early videos with his dog Man Ray were shot on Sony CV.

Paik, Nam June. Interview in unknown magazine. n.d. Accessed on 31 Oct 2008 at <http://www.vasulka.org/archive/Artists5/Paik,NamJune/general2.pdf>.

In a series of faxed notes between Paik and Steina Valsuka is one page of a magazine interview with Paik where he goes into a greater detail on the day he bought the first CV deck. He used the money from a Rockefeller grant to purchase it at Liberty Music Shop on Madison Ave. He recounts the story of taping the Pope from the cab and showing it that night at the Café au Go Go in Greenwich Village for around 20 people. In a written note next to the interview Vasulka comments that the deck needed AC current and wonders if Paik's origin myth is a Fluxus stunt.

Paik, Nam June. "Program Notes for 'Soft Transformations'." Aspen. Ed. John Hendricks. Section 6, No. 6A, 1968-1969.

Paik predicts that the videotape will replace commercial TV. His and Jud Yalkuts's "Videotape No. 3" is called the "first videotape study on film."

Paik, Nam June. Videa 'N' Videology: Nam June Paik (1959-1973). Judson Rosebush, ed. Syracuse: Everson Museum of Art, 1974. Reprinted in 1997 by Tova Press.

A compilation of Paik's early writings and flyers and photos of his exhibits. Includes the flyer for his show at Café au Go Go in 1965, called Electronic Video Recorder, but does not list which actual

videos were shown. A photo of his exhibit later that year at Galleria Bonino confirms he used a TCV-2010. In 1971 he describes that show as comprising of two “kinds of participation... a rather physical one using a powerful magnet and a delicate time manipulation using a Video tape recorder.” The photos from the 1968 “Machine” show at MoMA confirm he used a 2010 for at least the piece McLuhan Caged.

Passions Incongrues. “”Sony CV Series.” Passions Incongrues. Accessed on 5 Nov 2008 at < <http://sky.prohosting.com/vtrs/>>.

Collector’s website with pictures and information on European models of CV including the 5600P and 5600S.

“Portable TV Recorder by Sony Shown.” Chicago Tribune (1963-Current file) [Chicago, Ill.] 9 Jul 1966, e9. ProQuest Historical Newspapers Chicago Tribune (1849 - 1986). ProQuest. 29 Oct. 2008
<http://www.proquest.com/>

A report on the previous day’s demonstration by Sony of a portable VTR and a color VTR, both of which are to made available within a year. No model names are given. The portable deck is confirmed as working with any Sony VTRs currently on the market while the color deck is stated to work with any color monitor [and therefore not compatible with skip-field CV?]. The portable deck is priced at \$1000 while the color VTR’s price tag is \$1500. Interestingly, it is emphasized that the portable VTR will also record sound.

Price, Jonathan. Video-Visions. New York: Plume, 1977.

Prices follows the distribution and adoption of video technologies across sectors of society and the resulting transformations. Very little specifically on the pre-1970 CV years, but useful for seeing the results of those initial years. “The first years [of non-broadcast video] saw people treating video as if it were a film, or TV, or even print, using video as a glorified training device.” Good chapter on Paik.

“Prosecution to Use Video Tape at Mrs. Tucker's Murder Trial: Introduction of Recording of Death Scene at Opening of Proceedings Today Will Set Precedent, DA Aide Says.” Los Angeles Times (1886-Current File) [Los Angeles, Calif.] 3 Oct.1968, c1. ProQuest Historical Newspapers Los Angeles Times (1881 - 1986). ProQuest. 29 Oct. 2008
<http://www.proquest.com/>

A videotape recorded on a portable Sony VTR is accepted as evidence in a murder trial, apparently setting a precedent at least in Southern California. The model of the Sony deck is not given but it is described as costing \$2250, weighing about 11 pounds, recording

black and white images and sound, and hand-held. The camera was purchased for training police officers but was used here to record the early moments of a crime scene investigation. The phrase “instant playback” is used.

Public Art Fund. Nam June Paik at Rockefeller Center. Public Art Fund. 2002. Accessed on 4 Nov 2008 at http://www.publicartfund.org/pafweb/projects/02/paik_n_j_release_02.html.

Describes Paik shooting his first video, Button Happening, in the store where he bought the deck.

“Retroscope: The Evolution & Revolution of the VCR.” Press Play. 1 June 2004, Vol.2 #6, p110-111. Accessed 31 Oct 2008 at < <http://www.firstglimpsemag.com/Editorial/article.asp?article=articles/2004/e0206/31e06/31e06.asp&guid>>.

Quotes from the Consumer Electronics Association that Sony only sold a few hundred units of the CV-2000.

Rewind Museum. “Black and White Reel to Reel (open reel) Video Recorders.” Museum of early consumer electronics and 1st achievements. Accessed on 1 Nov 2008 at <<http://www.rewindmuseum.com/reeltoreelvideo.htm>>.

Useful photos of the TCV-2010 confirming that the deck inside is a housed CV-2000. Includes info on the Ampex Signature V and Philips EL3400.

Roberts, Steve. “Missing episode hunting.” Missing Episodes.Com: The British TV Missing Episodes Index. 2005. Accessed 31 Oct 2008 at < <http://www.btinternet.com/~m.brown1/boffin.htm>>.

Recounts the BBC’s efforts to track down lost episodes of Doctor Who. In this case they discovered a home taper who used his Sony CV-2000 and 625 line CV-2100 to record Doctor Who back in the 1960s. Unfortunately for the BBC, the only early episode the home-taper had left was one the BBC still had.

Robinson, Margot and Alfred Jacobs. “Focused Vide-Tape Feedback and Behavior Change in Group Psychotherapy.” Psychotherapy: Theory, Research and Practice. Volume 7, #3, Fall, 1970, 169-172. Accessed on 8 Nov 2008 at <http://psycnet.apa.org/index.cfm?fa=main.showContent&view=fulltext&format=PDF&id=1971-04412-001>.

The authors use a CV-2010 to confront mental hospital patients with their behavior during group therapy sessions. The authors find an

improvement with subjects in the VTR sessions over those in the control group.

Ross, David A., "Nam June Paik's Videotapes." Transmission. Peter D'Agostino, ed. New York, Tanam Press, 1985

An insightful article on Paik's use of video in the context of his larger concerns with technology and culture. Ross splits up Paik's video work into an earlier and later period. The first lasted from 1965-1972 and was Fluxus/Cage inspired. The author explores the techniques of physical manipulation used by Paik on some of his early videos shot on CV.

Ryan, Paul. Video Mind, Earth Mind: Art Communications and Ecology. New York: Peter Lang, 1993.

In a section on his early writings on video, Ryan recounts from 1968 his experiences working teaching children how to use video. He expounds on the potentials of video to transform the human psyche and our sensory awareness of the world. "Instant replay offers a living feedback that creates a topology of awareness."

Sacerdote, Angelo. Personal interview. 31 Oct 2008.

Interview with preservation specialist at the Bay Area Video Collective on technical issues regarding the preservation of CV.

Sarno, Martha Taylor, Marla Silverman and Elaine Sands. "Speech Therapy and Language Recovery in Severe Aphasia." Journal of Speech and Hearing Research. Vol.13 607-623 September 1970. Accessed on 8 Nov 2008 at <http://jslhr.asha.org:80/cgi/reprint/13/3/607>

The authors used a CV-2000 in to study behavior modification therapy in the treatment of aphasia.

Schechter, Errold L. (1967, September 10). "Horatio Alger Story--With a Japanese Twist: Japanese Twist (Cont.)." New York Times (1857-Current file) [New York, N.Y.] 10 Sep. 1967, 274. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

A detailed in-depth article on the institutional history of Sony and its business philosophy. A precursor to later articles examining Sony and the Japanese economic model to mimic and learn from their success. Includes a useful history of the technological advances created at Sony. President Johnson is noted as having a Sony VTR (the acronym is used but not any specific model name) to practice his on-screen delivery while Carol Channing uses her Sony VTR to

record missed TV programs. Sony vice-president Ibuka used the VTR to improve his golf handicap from 25 to 19.

Schmedel, Scott R. "Akio Morita's Odyssey: Sony Cofounder's Drive to Westernization Pays Off in Facing Competition Challenges." Wall Street Journal (1889-Current file) [New York, N.Y.] 18 Nov. 1969, 40. ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991). ProQuest. 29 Oct. 2008 <<http://www.proquest.com/>>

An article focusing on Akio Morita and the journey of Sony from a small electronics firm in Japan to an industry leader and innovator. Its success with home video technology is given as a prime example of that feat and transformation. It describes the competitive context for consumer VTR in 1965 in which Sony took the lead and the then current business environment around the introduction of color video and new forms of video formats, including Sony's proposed 90 minute cassette – no model name or tape width is designated. The sales of the VTR with built-in monitor (no specific model) is given as 26,000 with 2000 models being built a year.

Seidenbaum, Art. "SPECTATOR, 1966: Instant Replay Designed to Make Jack Less Dull." Los Angeles Times (1886-Current File) [Los Angeles, Calif.] 8 Dec. 1966,d1. ProQuest Historical Newspapers Los Angeles Times (1881 - 1986). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

Examines a new business, Image Makers, which uses VTRs to record a person's speech and visage and then instantly played it back to give the client a sense of how the world views them. Sony is not mentioned directly but the name "Videocorder," a trademarked Sony brand, is mentioned numerous times. The article betrays more than a hint of displeasure at the transformation of the human psyche by modern technology.

"Self-Service TV." Time. 22 April 1966. Accessed 10/30/2008 at <<http://www.time.com/time/magazine/article/0,9171,899183,00.html>>.

An overview of the emerging home video market mentioning Sony's entry the previous fall and emerging competitors such as Ampex, Fairchild and RCA. The Videocorder is stated as already selling 1000 units. The article concludes slightly facetiously by listing emerging uses of the Videocorder such as mimics and a home video-taper who tapes himself watching video-tapes.

Sherman, Tom. "The Premature Birth of Video Art." 2 Jan 2007. Accessed on 1 Nov 2008 at <http://www.experimentalvcenter.org/history/pdf/ShermanThePrematureBirthofVideoArt_2561.pdf>.

Sherman deflates the myth of Paik's first videotape being of the Pope shot from a taxicab since the VTR available was not battery powered.

"Sidelights: Vacation Periods Fly by Airlines." New York Times (1857-Current file) [New York, N.Y.] 15 Jul 1966, 57-57. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

RCA decided not to enter the home video field until it could release a color model because of Sony's recent demonstration of a portable VTR. G.E. and Sony entered into an agreement where Sony will manufacture VTRs under the GE name [unclear if anything actually came of this].

Skala, Martin. Business and financial correspondent of The Christian Science Monitor. "Cartridge TV revs up for race: Systems introduced Networks concerned." Christian Science Monitor (1908-Current file) [Boston, Mass.] 28 Dec. 1970,10. ProQuest Historical Newspapers Christian Science Monitor (1908 - 1995). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

Charts the consumer electronics industry's plan to introduce videocassette and the financial possibilities and risks involved. Ampex, Motorola, and Sony are described as leading the field. TV and movie companies are described as wary of the potential threat. Once again, video is accorded with the power to positively transform the quality of television programming.

"Small TV Tape Recorder Is Demonstrated by Sony." New York Times (1857-Current file) [New York, N.Y.] 12 Oct. 1962,57. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008 <http://www.proquest.com/>

Akio Morita introduced a "portable" video tape recorder at Sony's still new office in New York. No technical information is given beyond the fact that it can fit in a man's suitcase and is transistorized. It is unclear if this is a prototype or some version of the Sony PV. The VTR weighs 145 pounds demonstrating the importance of context in defining terms, in this case "small" and "portable" as it was those things as compared to Quad.

"Smaller and Cheaper Video-Tape recorder Said to Be Ready: All American Engineering States 18-Pound Device Can Be Used With Any TV Set or Camera." Wall Street Journal (1889-Current file) [New York, N.Y.] 20 Sep. 1967, 17-17. ProQuest Historical Newspapers The Wall

Street Journal (1889 - 1991). ProQuest. 29 Oct. 2008 <<http://www.proquest.com/>>

This article reports on the announcement of a new VTR from the All American Engineering Co. [a not-so-subtle chauvinistic dig at Sony's technological dominance?]. The company claims their deck will be cheaper, smaller and longer lasting than the current Sony model. However, an industry analyst explains that a number of companies have tried to enter the domestic VTR field but failed with the inference being that they could not compete with Sony.

Smith, Gene. "\$995 Home TV Tape Recorder To Be Introduced Here by Sony." New York Times (1857-Current file) [New York, N.Y.] 9 Jun 1965, 64. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>.

Describes an interview with Akio Morita who announces Sony's upcoming release of the Videocorder. Specific model names and numbers are not relayed, but the price of \$995 (\$350 for camera) is noted. Also included a description of the device comprising of a monitor and video recorder housed in a cabinet; the fact that it can record TV shows, with a model including a timer; and that ½ hour tapes will cost \$21.95. Morita mentions that he uses the device to record his golf swing and that politicians will use it as a way to disseminate their campaign messages. He states that they hope to sell a couple thousand VTRs a month.

Smith, Gene. "Sony Shows a TV Playback Disk: SONY INTRODUCES PLASTIC TV DISKS." New York Times (1857-Current file) [New York, N.Y.] 4 Mar. 1966, 43-44. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008. <http://www.proquest.com/>

Sony demonstrated the Videomat which was a coin operated machine that would record 30 seconds of video and replay it twice. The recording format was a plastic disc. Akio Morita called it "Polaroid with motion." Obviously, nothing came of this particular prototype, but the article is useful as an example of Sony's experimentation in video and its exploration of the boundaries of the market.

Smith, Gene. "Trial by Fire Tests New Sony TV Unit: NEW TV RECORDER IN TRIAL BY FIRE." New York Times (1857-Current file) [New York, N.Y.] 14 Jul 1966, 49-50. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008 <<http://www.proquest.com/>>

During the demonstration of Sony's portable VTR to be released the following year (what would be the Video Rover), a fire broke out next door, is taped by Akio Morita, and then played back for the reporter. In discussing sales since the release the previous year of the Videocorder, Morita mentions that around 3000 units have been sold with 1/3 going to home sales and the rest to companies and schools for training and educational purposes.

Smith, Gene. "TV TAPE PLAYERS SPURRED ABROAD: Makers to Introduce Units Before U.S. Producers." New York Times (1857-Current file) [New York, N.Y.] 30 Oct. 1969, 79-79. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008
<http://www.proquest.com/>

An article on Sony's announcement of the Sony Videoplayer which was a home video recorder that used a cassette that could play up to ninety minutes. The goal was to sell pre-recorded movies on videotape, something unfeasible on open reel. This was the ultimate goal of Sony's in terms of its domestic VTRs, relegating CV to the first temporary incursion into the market.

Smith, James. "ADVERTISING AND MARKETING: Maker of Sony Video Recorder Places Focus on Promotion." Chicago Tribune (1963-Current file) [Chicago, Ill.] 29 Jun 1965, b6. ProQuest Historical Newspapers Chicago Tribune (1849 - 1986). ProQuest. 29 Oct. 2008
<http://www.proquest.com/>

Examines the promotional campaign for the upcoming release of Sony's foray into consumer video recorders. Quotes a Sony spokesperson who explains that the expected market will mainly focus on a domestic one accustomed to making home movies, but also for training purposes where instant replay is necessary such as improving golf swings and for actors working on a role. An ad from Sony is described in which a child is blowing out birthday candles under the headline "the tape recorder with pictures." No model name is given but the standard price point of \$995 is.

SONY CORPORATION OF AMERICA, et al., Petitioners, v. UNIVERSAL CITY STUDIOS, INC. AND WALT DISNEY PRODUCTIONS, Respondents. No. 81-1897. 1982.

An amicus brief on behalf of the advertising agency that worked for Sony on Betamax. In a legal history of home taping and fair use, the release of CV in 1965 is described as resulting in discussions between Congress and the MPAA that viewed home taping as not infringing copyright and protected by fair use.

Sony. Owner's Instruction Manual: Sony Videocorder CV-2100. n.d. (1968?).

Includes tutorials in operating and upkeep for the CV-2100, including hooking up the deck to a TV or camera, editing tapes, tape splicing, and de-magnetizing the heads. Contains a list with photos of accessories.

Sony. Owner's Instruction Manual: Sony Videocorder CV-2200. N.d. (1968?). Accessed on 1 Nov 2008 at http://www.labguysworld.com/Sony-Manual_006.htm.

The LabGuy's World website includes a complete scan of the CV-2200 manual. The manual and 2200 deck itself are almost exactly the same as the 2100 except for the added ability to duplicate pre-recorded tapes.

Sony. "Presenting a home Videocorder from Sony." n.d. (1966?). Accessed on 8 Nov 2008 at <http://www.labguysworld.com/Sony-Catalog-1967.htm>.

A pamphlet from Sony advertising the TCV-2010 and 2020. It emphasizes the decks' ability to record television shows and family events. Includes technical data and the costs for both decks and the related camera, with slightly more information than the pamphlet below.

Sony. Sony for home video tape recording: Videocorder. n.d. (1966?). Accessed on 8 Nov 2008 at <http://www.labguysworld.com/Sony-Catalog-1967.htm>.

A pamphlet from Sony advertising the TCV-2010 and 2020. It emphasizes the decks' ability to record television shows and family events. Includes technical data and the costs for both decks and the related camera.

Sony. "Sony History: Assisting IBM." Sony. 2008. Accessed on 31 Oct 2008 at < <http://www.sony.net/Fun/SH/1-11/h5.html> >.

Relates Ibuka's spurring on Kihara after the release of the PV-100 to make a smaller and cheaper VTR. This came to fruition with the announcement of the CV-2000 in October 1964. Being the official Sony viewpoint, skip-field (here called "field skip") is presented as a positive attribute that makes the VTR affordable and does not mention its lower quality.

Sony. "Sony History: The Airborne VTR." Sony. 2008. Accessed on 3 Nov at < <http://www.sony.net/Fun/SH/1-11/h1.html> >.

Includes information on the Sony and Ampex agreement to share video technology, the creation of the PV-100 and its use for airline entertainment.

Sony. "Sony History: The Video Cassette Tape." Sony. 2008. Accessed on 31 Oct 2008 at <<http://www.sony.net/Fun/SH/1-13/h1.html>>.

The official Sony record on the development of the CV-2000; "The world gasped in wonder at the picture quality of the new machine." It calls CV the first step along the way to achieving Sony's dream of offering domestic VTRs. It does admit that in spite of being created for home use, CV was used mainly by businesses, hospitals and schools. Immediately, Sony realized CV's shortcomings [difficulties of threading up open reel] for domestic use and quickly began developing a videocassette. A prototype was finished by 1968.

Sony. Sony Video Recorder Model CV-2000B Service Manual.

This unverified service manual for the 2000B and related camera includes technical information on the technical operation of the deck and skip-field recording. Includes technical drawings on the tape transport and rotating head assembly and detailed instructions for replacing parts and repairs.

"Sony Shows TV Taping for Home Use." Chicago Tribune (1963-Current file) [Chicago, Ill.] 25 Jun 1965, c9. ProQuest Historical Newspapers Chicago Tribune (1849 - 1986). ProQuest. 29 Oct. 2008
<http://www.proquest.com/>.

Describes the nearly concurrent announcement of Sony and Ampex's entrance into the home video realm. Sony's is described by the Videocorder brand name and the standard prices of \$995 for the deck and built-in monitor, \$350 for the camera, and \$21.95 for a 30 minute tape reel are given. Sony is reported as producing two to three thousand units a month with sales projections in the realm to 10,000 or more.

Sony. "Time Capsule: Vol. 9: The Origins of Sony's VTR." Sony. 2008. Accessed on 31 Oct 2008 at
<<http://www.sony.net/SonyInfo/CorporateInfo/History/capsule/09/>>.

Chronicles Sony's creation in 1958 of a VTR prototype in response to Ampex's Quad VTR. It goes on to state that this prototype led to CV in 1965.

Sony. "Time Capsule: Vol. 11: Replay! Expanding the Possibilities of VTR." Sony. 2008. Accessed on 17 Nov 1008 at

<<http://www.sony.net/SonyInfo/CorporateInfo/History/capsule/11/index.html>>.

Tells of the origin of Sony's PV-100 and its use at the 1964 Olympics.

"Sony Units Joined" New York Times (1857-Current file) [New York, N.Y.] 4 Feb. 1968. ProQuest Historical Newspapers The New York Times (1851 - 2005). ProQuest. 31 Oct. 2008 <http://www.proquest.com/>

This article reports on Sony's internal merger of its consumer and industrial sales forces of VTRs. The merged department was led by Bruce Birchard also of Sony's Videofilght, Inc. Interesting news in its implication of Sony's erasing the distinction between the two markets.

Sony. Sony Videocorder For Business Education and Science. Long Island City: Sony, n.d. (likely 1966). Accessed on 1 Nov 2008 at <http://www.smecc.org/video/wpe128.gif>.

A pamphlet given out by Sony that details the complete CV-2000 line of VTRs, monitors, camera and accessories. It highlights possible applications for the Videocorder, such as sales presentations, lectures and training, psychoanalysis, to record scientific experiments and police surveillance. Note that missing is any record of domestic or private events.

Southwest Museum of Engineering, Communications and Computation. "Sony CV Series Video." 2007. Accessed on 1 Nov 2008 at http://www.smecc.org/sony_cv_series_video.htm

A treasure trove of information on CV, including scans of original ads, extensive technical specs of the various models and photos of the decks in the SMECC collection.

Stoney, George. Interview with Marita Sturken. Aug/Sept 1983. Accessed on 1 Nov 2008 at <<http://www.experimentalvcenter.org/history/people/pview.php3?id=30&page=1>>.

Stoney mentions that in 1969 the "old CV Sony portable video decks" were just coming into Canada. With Bonnie Klein and Dorothy Henaut of Challenge for Change they made a video VTR-St. Jacques, which was an attempt to propagate community made media.

Tambellini, Aldo, Interview with Sal Fallica. 1981. Accessed on 1 Nov 2008 at

<<http://www.experimentalvcenter.org/history/people/pview.php3?id=6&page=1>>.

Tambellini recounts buying a CV-2000 in 1967 at Willoughby on 32nd St. and immediately making a video, Black Video II, by pointing the camera at bright lights that left permanent burnt areas on the camera tube. He also mentions that in 1967 art galleries would not exhibit video.

"Taping Untapped Markets." Time. 19 Feb 1965. Accessed on 30 Oct 2008 at <http://www.time.com/time/magazine/article/0,9171,940973,00.html>.

The article starts out with an explanation of the current uses for videotapes such as television production, employee training and judging photo finishes. The home video market is examined as the true profit area for VTR manufacturers, including Fairchild, Ampex and Sony, which was soon to release a consumer VTR for around \$1000.

Tennant, Carolyn. "Looking Back/Looking Forward: A Symposium on Electronic Media Preservation: Issues in Physical Preservation Panel." 2003. Accessed on 1 Nov 2008 at <http://www.experimentalvcenter.org/history/preservation/preservation_level1.php3?id=3&id2=4&id3=11>.

Includes anecdotal evidence from Steina Vasulka that Sony tape used during the CV era did not have the carbon back-coating and as such does not need to be cleaned or baked as often as later tapes.

Theisen, Earl. "New Focus on Photography." Los Angeles Times (1886-Current File) [Los Angeles, Calif.] 25 Jun 1967, a28. ProQuest Historical Newspapers Los Angeles Times (1881 - 1986). ProQuest. 29 Oct. 2008 <http://www.proquest.com/>

VTRs are included as part of the revolution in consumer photographic technologies alongside Polaroid and Super 8. A photograph shows a Sony TCV-2010 and a competing Panasonic deck with respective video cameras recording a hip young woman playing an acoustic guitar. The ability of instant replay with VTRs is highlighted as their integral advantage over film. The article mentions that the still high price of VTRs has mostly limited their use to institutions such as schools and churches.

Videofreex. The Spaghetti City Video Manual: A Guide to Use, Repair, and Maintenance. New York: Praeger Publishers, 1973.

No mention of CV or pre-EIAJ video. At one point the manufacturer's operating model of planned obsolescence is criticized but without addressing previous formats.

"Videotape Milestone: A Pre-Recorded Show Put on Home Market: Country and Western Singer Performs in Hour-Long TV Entertainment: Price \$49.95." Wall Street Journal (1889-Current file) [New York, N.Y.] 5 Aug. 1966, 3-3. ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991). ProQuest. 30 Oct. 2008 <<http://www.proquest.com/>>

A record company is offering what is, according to this article, the first pre-recorded videotape – a document of Johnny Paycheck and his band performing songs in the studio. The company, Audio Fidelity Records Inc., made the videotape with a Sony VTR and camera (no model given but states the price of \$995) and hoped to have ten more titles for sale in the next three months that would be available for multiple brands of VTRs. Written in a sarcastic style bordering on dismissive, the reporter calls home VTRs an expensive novelty and slights Paycheck and country & western music.

Vidipax. "Video Recorders – Sony CV-2100." Accessed on 17 Nov 2008 at <http://www.vidipax.com/museum/msm34.html>.

Includes some basic information on CV and mentions that it originally stood for "consumer video" but as more businesses used it the name was changed to stand for "commercial video".

WALL STREET JOURNAL Staff Reporter. "Home Video Recorder That Can Be Carried Is Developed by Sony: Portable System, With Battery And Camera, Expected to Sell For About \$1,000 Next Year." Wall Street Journal (1889-Current file) [New York, N.Y.] 14 Jul 1966, 8. ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991). ProQuest. 30 Oct. 2008 <<http://www.proquest.com/>>

In addition to reporting on Sony's announcement of a portable VTR to be available within a year, this article recounts a surprising amount of technical detail on the Sony line of VTRs. It mentions the price, weight and dimensions of the various iterations of Sony's VTRs without mentioning model names. The article notes that the portable unit does not have playback capacity and that therefore the original Sony VTR is required for a total price of \$2000. Akio Morita is quoted as predicting that VTRs will become the company's most profitable venture, though at the time it was third behind magnetic sound recorders and portable TVs. By the date of the article, Sony had sold 3000 units with Morita estimating 1/3 had gone to home use.

WALL STREET JOURNAL Staff Reporter. "TV Tape Recorder Costing Under \$500 Shown by British Firm: Wesgrove Electrics Item Said To Be Available for Homes; 2,000 Deliveries to U.S. Due." Wall Street Journal (1889-

Current file) [New York, N.Y.] 30 Apr. 1965, 11-11. ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991). ProQuest. 30 Oct. 2008 <<http://www.proquest.com/>>

This article asserts that a Wesgrove model VTR is the first to be sold for home use, which was to use ¼" tape and runs at speeds of 12½ ips. It goes on to list the number of companies entering the field such as Sony, Ampex, Philips, Fairchild, and Minnesota Mining. It describes the difficulties of the technological barriers and relates the failure of Cinerama's efforts to complete a domestic VTR.

Willmann, John B. "State of Real Estate: Three Builders Who Bury Wires." The Washington Post, Times Herald (1959-1973) [Washington, D.C.] 30 Apr. 1966, D1. ProQuest Historical Newspapers The Washington Post (1877 - 1992). ProQuest. 30 Oct. 2008 <<http://www.proquest.com/>>

Documents a local realtor's use of a Sony Videocorder to increase sales of homes. Calling the process a TV special, the instantaneous recording of the VTR is mentioned though not relevant for this. A realtor mentions the excitement generated in a neighborhood during taping including the children who try and get in front of the camera.

Woods, William C. "Television 1980: the Medium Is the Message: Point of View." The Washington Post, Times Herald (1959-1973) [Washington, D.C.] 15 Nov. 1970. ProQuest Historical Newspapers The Washington Post (1877 - 1992). ProQuest. 30 Oct. 2008 <<http://www.proquest.com/>>

An obviously McLuhan inspired piece of now retro-futurism that attempts to predict the amazing change to be wrought over the next decade due to the easy availability of video technology. Conflating the new technologies of videocassettes and cable TV with the hippie idealism of underground TV collectives such as Raindance, the article is useful as an example of environment the Sony CV system helped engender and which overtook it.

Youngblood, Gene. Expanded Cinema. Toronto: Clarke, Irwin & Company, 1970

Youngblood explores new intermedia art forms that employ utopian technological means to expand human consciousness. In terms of early video art (some of which used CV) there are sections on Vanderbeek, Tambellini, Paik and Yalkut, Bartlett and others. Important as a connection for the origins of video art to the work of experimental filmmakers such as Whitney and Belson.

Advertisements:

Abercrombie & Fitch. "I guess about five people in all New York will get one of these for Christmas. Lucky devils." Display Ad 89 -- No Title. New York

Times (1857-Current file) 14 Dec 1966, 24. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 82541370).

An ad appealing to wealthy businessmen's sense of conspicuous striving and desire for finer things. It implies that that the Sony TCV-2020 will enrich both their business career and private life by improving business presentations and facilitating domestic harmony.

Browning's Fifth Avenue. "Become a TV star without really trying." Display Ad 7 -- No Title. New York Times (1857-Current file), 15 Nov 1969, 8. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 79436866).

A special offer from a men's clothing store for a free Sony Videocorder with what appears to be an adapted version of a Berbach Sony ad. The ad shows a son, who is standing next to his mother, filming his father who is holding a gun and wearing a suit and cowboy hat. The father's grimacing countenance is shown on a gigantic monitor reinforcing the machine's ability to turn you into a larger than life star. The copy reads "Here's your chance to be a TV star – or would you rather be a director or cameraman? Roll 'em!" The photo of the Videocorder is too blurry to precisely identify but it's either the TCV-2010 or 2110.

Franchises International, Inc. "To men who prefer to look before they leap up to franchising's top profit management level; see for yourself." Classified Ad 98 -- No Title. Wall Street Journal (1889-Current file) 18 Jan 1968, 19. Retrieved October 13, 2008, from ProQuest Historical Newspapers The Wall Street Journal (1889 - 1991) database. (Document ID: 72816736).

A company that sold franchises for the Heap Big Beef restaurant chains employed Sony Videocorders to create FI-TV, which "signals the start of a brand new ball game in franchise marketing". A prime example of the creative adoption of the Sony Videocorder by businesses and marketers. It's really a shame that this doesn't exist anymore.

Grand Central Radio. "Stanley Simon puts you in the picture." Display Ad 106 -- No Title. New York Times (1857-Current file), 24 Oct 1967, 32. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 90583997).

An ad for the Sony Videocorder 2010 that highlights the device's ability to insert users into the electronic world of television.

Grand Central Radio. "You get any message (in instant taped TV) across to anybody for any purpose at any time with this Sony Videocorder." Display Ad 273 -- No Title. New York Times (1857-Current file), 13 Feb 1967, 54. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 90265063).

An ad for the Sony Model 2010 focusing on the business applications of the device including promotion, training employees, increase efficiency, and surveillance.

Harveys's Radio Co., Inc. "Harvey's is having a big sale." Display Ad 157 -- No Title. New York Times (1857-Current file), p.53. 7 May 1970. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 79135289).

An ad from 1970 selling a Sony model CV for \$480, TCV 2010 for \$720 and a TCV 2110A for \$840.

Harvey Radio Co., Inc. "Home movie processing lab." Display Ad 77 -- No Title. New York Times (1857-Current file), 31 May 1966, p. 22. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 121722716).

This ad selling the Sony TCV-2010 takes as its premise that the VTR is essentially a movie lab in a cabinet replacing the need to shot on film and promising immediate and re-recordable home movies.

Harvey Radio Co, Inc. "If your salesman has a talent for making mistakes, put him on television." Display Ad 197 -- No Title. New York Times (1857-Current file), 21 Nov 1966, 51. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 82958503).

Ad for the CV-2000P [is "P" a typo for the 2000D?], which sold for \$730, that plays up the device's use to train salesmen to improve their pitch through using the VTR's instant feedback. It also suggests business applications such as meetings, presentations and time and motion studies. The monitor connected to the VTR shows a businessman smoking a cigar pointing his finger and admonishing the viewer.

Harvey's Radio Co., Inc. "What you like to see on television more than anything else in the world?" Display Ad 136 -- No Title. New York Times (1857-Current file), 13 Nov 1967, 41. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 90416670).

An ad for Sony's new "miniature TV studio". The Videocorder model is not specified, but from the picture shows a TCV-2020 and camera.

Next to the headline of the ad is a cartoon drawing of a man mugging for the camera highlighting the narcissistic impulse that Sony's ad campaign is attempting to exploit. It also mentions that TV shows can be recorded for posterity. The entire package is being sold for around \$1300.

Henry's/Wallach's Music City. Display Ad 141 -- No Title. Los Angeles Times (1886-Current File), 16 July 1967, p. c42. Retrieved October 13, 2008, from ProQuest Historical Newspapers Los Angeles Times (1881 - 1986) database. (Document ID: 511928212).

Two ads on the same page both for the Sony Videocorder TCV-2010. The Henry ad is an adaptation of the Sony ad "Instant Movies in Sound (produce your own or tape them off-the-air)" and promotes the average talking points of recording television shows and important family events. Interestingly it mentions that the camera is as easy to use as an 8mm camera. The Wallach's ad hypes the Videocorder as an "Instant! Hollywood Home Movie Studio." The trashy design of the ad and the suggestive look of the woman's face on the monitor give the ad a rather unseemly and lascivious feeling.

Liberty Music Shops. "Enjoy a Thrilling New World of Home Entertainment with the amazing Sony Home Videocorder." Display Ad 141 -- No Title. New York Times (1857-Current file), 8 May 1966, 58. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 90206769).

Perhaps attempting to remove any confusion with audio recorders, this ad emphasizes that it records both picture and sound. It promotes taping television shows (including when there are two "important programs [...] broadcast simultaneously" providing you have a second TV), recording family events, and using the VTR to improve artistic and athletic performance.

Liberty Music Shop "First at Liberty. Sony's new battery-powered Videocorder and hand-held TV video camera." Display Ad 148 -- No Title. New York Times (1857-Current file), 7 Dec 1967, 50. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 86715827).

An ad promoting the brand new Sony portable Videocorder DVK-2400. The price with camera is \$1250.

Liberty Music Shops. "New portable Sony Videocorder means you can tape any TV program or record any action you choose anywhere." Display Ad 104 -- No Title. New York Times (1857-Current file), 20 Oct, 1967, 34.

Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 83248362).

An ad for the Sony TCV-2020 (\$1150) that focuses on the deck's capability to record television shows. The ad specifically mentions the device's timer which can be used to record shows when the owner is absent. Somewhat confusingly, after this encouragement (the tag says "tape any TV program"!) the ad closes with a reminder that the device is not to be used to record copyrighted works.

Liberty Music Shops. "Visit Liberty's unique Sony studio and see the new Sony Videocorder tape any TV program or tape you in action." Display Ad 125 -- No Title. New York Times (1857-Current file), 4 Dec 1966, p. 64. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 121504939).

An ad for the Sony CV-2000D promoting its use in the business world and capacity to act as a home TV studio.

Liberty Music Shops. "Visit Liberty's unique Sony studio and see the new Sony Videocorder tape any TV program or tape you in action." Display Ad 132 -- No Title. New York Times (1857-Current file), 5 March, 1967, 60. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 93861313).

An ad for the Sony CV 2000D and the CVA-3 adapter. It publicizes the decks capacity to record TV programs, improve business presentations and document domestic events.

Liberty Music Shops. "With this new Sony Videocorder you can tape any TV program or record any action you choose." Display Ad 112 -- No Title. New York Times (1857-Current file), 14 Aug 1966, 56. Retrieved October 13, 2008, from ProQuest Historical Newspapers The New York Times (1851 - 2005) database. (Document ID: 105244077).

An ad selling the Sony CV 2000D for \$695.

Magnetic Recorders Co., Inc. Display Ad 16 -- No Title. Los Angeles Times (1886-Current File), 29 Oct 1967, p.a9. Retrieved October 13, 2008, from ProQuest Historical Newspapers Los Angeles Times (1881 - 1986) database. (Document ID: 511421362).

As part of a larger ad selling consumer electronic equipment a Sony TCV-2010 Videocorder is offered for \$1345. The Videocorder is described as a "Sales Tool, Training Aid, Critic, Family Entertainment." Mentions that the PV line has been adopted by the Navy.

Magnetic Recorders Co., Inc. "Sony Videocorder – Only Magnetic has the entire line." Display Ad 155 -- No Title. Los Angeles Times (1886-Current File) 1 Oct 1967, p. d32. Retrieved October 13, 2008, from ProQuest Historical Newspapers Los Angeles Times (1881 - 1986) database. (Document ID: 511242722).

An ad selling the Sony CV2000 with camera and monitor for \$1375.

Magnetic Recorders Co. "Warehouse Sale." Display Ad 9 -- No Title. Los Angeles Times (1886-Current File), 23 Feb 1968, p.12. Retrieved October 13, 2008, from ProQuest Historical Newspapers Los Angeles Times (1881 - 1986) database. (Document ID: 521149212).

Amongst the huge variety of hi-fi and video devices being sold is a demo of Sony's super rare SV-30 Videocorder for \$780.

Shannon & Luchs. "How'd you like to sell your home on TV?" Display Ad 107 -- No Title. The Washington Post, Times Herald (1959-1973), 1 June 1966, B10. Retrieved October 13, 2008, from ProQuest Historical Newspapers The Washington Post (1877 - 1992) database. (Document ID: 162538952).

A local realtor promotes their company to potential home sellers through their utilization of the Sony Videocorder (shown is a TCV-2010) to market homes.

Sony. "Imagine. Instant Movies in Sound (produce you own or tape them off the air)" [one-page version]. Advertisement. HiFi/Stereo Review. Unknown date [late 1965/early 1966?] and volume. [Purchased on e-bay as pages cut out of magazine.]

A shorter version of the ad described below. This version includes less technical information.

Sony. "Imagine. Instant Movies in Sound (produce you own or tape them off the air)" [two-page version]. Advertisement. HiFi/Stereo Review. Unknown date [late 1965/early 1966?] and volume. [Purchased on e-bay as pages cut out of magazine.]

This ad is integral to an explication of Sony's marketing campaign for the Videocorder. The photo included is of a TCV-2010 with a Sony camera pointed at the screen, but no feedback is shown on-screen. It describes how this is the first attempt at bringing video technology out of the broadcast studio into the home. It places it as part of Sony's technical innovations, highlighting the "alternate-field recording and repeat-field playback." It compares this technology positively to the way film projectors improve image quality by showing each frame twice in the gate.

Sony. "Now instant movies in sound start at \$695." Advertisement. HiFi/Stereo Review. Unknown date [1966?] and volume. [Purchased on e-bay as pages cut out of magazine.]

An advertisement for a new version of the Videocorder, that unlike the early models – TCV-2010 and 2020 – does not have a built-in monitor. It is being marketed for part of a home hi-fi audio/visual system.

Sony. "Sony introduces the television tape recorder for the home." Advertisement. 1965. Accessed on 1 Nov 2008 at http://www.smecc.org/sony_cv_series_video.htm.

Presumably among the first ads for the Sony Videocorder; it is most certainly the work of Bernbach's ad agency. The model shown is the TCV-2010. The ad shows a father filming his son blowing out birthday candles. The image quality on the monitor suggests its an actual frame of video unlike other ads that cut in the image on the screen from other photographic sources.

Wallach's Music City. "Sony Home Videocorder records both picture and sound on magnetic tape." Display Ad 414 -- No Title. Los Angeles Times (1886-Current File), 24 Sept 1967, p.n25. Retrieved October 13, 2008, from ProQuest Historical Newspapers Los Angeles Times (1881 - 1986) database. (Document ID: 512393032).

An ad with a drawing of what appears to be the TCV-2010. The ad makes the case for the superiority of the Videocorder over film in its ability to instantly playback without developing or processing. The emphasis of the film is on recording important family memories in a manner to ads selling home movie film cameras.

STILL NEED TO TRACK DOWN:
Manuals for the 2000 line.

Old issues of electronics and hi-fi magazines like Television Age, Electronics World, Tape Recording, Audio, Radio-TV Experimenter and HiFi/Stereo Review. Broadcast trade publications.

Old a/v educational journals such as Media and Methods and AV Instructions.

Mattingly, Grayon & Welby Smith. Introducing The Single Camera VTR System: A Layman's Guide to Videotape Recording. New York: Charles Scribner's Sons, Inc., 1971. [The second printing from 1973 does not mention CV.]

Berger, Milton M., ed. Videotape Techniques in Psychiatric Training and Treatment. [The original edition from 1970, not the revised one from 1978.]