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INFORMATION REPORT

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SUBJECT  
Philips Display at International Trade Fair  
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2. Philips Co Eindhoven was at the Fair in full glory. They had an attractive good-sized display of electrical and electronic products which attracted considerable attention. This is to be expected since Philips is the company in the field. There were two new items on display at the Philips exhibit, which were so marked and, which had elements of interest for you. First, a new Electronic Computer based on the old Philips design but larger, faster and reportedly more efficient. Second, a phonograph in which the entire amplifier is built into the pick-up arm. The amplifier appeared to be a four transistor circuit, one of the transistors being a power transistor. The amplifier works on a small battery. Amplification is fair. Perhaps the amplification is good enough for small sets for personal use. It is not good enough for a large room or for commercial use. Output seems to be low and there is increasing distortion with volume increase. this circuit is unknown in the US. However, its construction into the pick-up arm is perhaps novel. Thus far, no information whether Philips is seriously considering entering the coin-operated phonograph field. They do have their fingers in many pies and are big in Germany (Federal Republic). they control Telefunken and Braun Radio.

3. In addition, there were a number of smaller manufacturers of electronic equipment at the Fair. Two of these had new devices which they said they would come to see me about in my office. One of them has developed a wireless signalling device with the receiver of pocket size, Mallory Cell activated, which could be useful for hospitals to call doctors and nurses, for cueing actors on the stage, and a variety of other signalling uses. it is applicable to a musical system directly but, with modifications, it may have some indirect uses. The other item is a remote-control device which controls the operation of equipment in another part of the room or building simply by plugging it into any electrical outlet which is on the same trunk line as the equipment to be controlled. There are no direct connections between the activator and the equipment. This may not be new either.

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