

You never touch the tape with ...



FIDELIPAC

FIDELIPAC WAS DESIGNED to make tape as easy to handle as a record and to make tape playing equipment as simple to use as a record player. Actually Fidelipac is easier to use than a record, and the cartridge player is simpler than a record player.

Fidelipac is a continuous, self-contained, reel type cartridge. The tape is pulled from center and after passing the playing heads, is automatically wound on the outside of the Fidelipac reel.

This process goes on continuously until the machine is stopped. Individual or multiple messages or musical selections, of varying length, will be repeated as desired, limited only by the length of tape in the cartridge and the playing speed. Various automatic means can be used for stopping and starting the machine according to the design of the equipment and desires of the user. The tape is completely contained in the plastic cartridge and is never touched by the operator. The cartridge is merely placed on the machine which is switched to "Play"—and the cartridge is in operation. The machine will accommodate any size cartridge with equal ease.

**THREE SIZES
TO MEET
ALL
REQUIREMENTS**



Model 1200



Model 600



Model 300

This modern method of tape handling that eliminates reels, threading, winding and rewinding is provided in three sizes to permit maximum convenience and economy in use of tape. Messages or musical selections may run from a few seconds up to two hours at $3\frac{3}{4}$ I.P.S.

ADVANTAGES OF

FIDELIPAC

plug-in continuous tape cartridge are as follows:

- 1 No threading—thus eliminates difficulty of starting tape on take-up reel; also prevents twists and kinks.
- 2 No rewinding—preventing excess slack and spillage, complicated handling.
- 3 Eliminates breakage due to tension differences in supply and take-up reels; eliminates nicks, cuts and creases, causing tape breakage.
- 4 Eliminates preparation for storage.
- 5 Eliminates many operations in getting ready to use—just plug the cartridge into unit.
- 6 Eliminates parts in recorder—also less exposure to dust minimizes maintenance.
- 7 Ease of handling.

The modern method of tape handling—*You never touch the tape.*

APPLICATIONS FOR FIDELIPAC:

Use in automobile

- a. Music
- b. Educational—books, special news digests, etc.
- c. Salesmen—call reports

Sales

- a. Point of sale adv.
- b. Point of sale adv. automatic projector with sound
- c. Salesmen—call reports
- d. Sales training—with or without visual aids

Instruction

- a. Safety
- b. Job instruction
- c. Management to salesmen, and vice versa
- d. Classroom use
- e. Sleep Learning

Reports

- a. Doctors
- b. Lawyers
- c. Dentists
- d. Practically all places where reports or data are required
- e. Temporary records

Educational

All professions—schools, churches, factories, stores, hospitals, and talking books

Entertainment

- a. Home—pre-recorded tape to replace records
- b. Stores
- c. Public gathering places
 1. Juke boxes
 2. Coin recording

Commercial

- a. Broadcasting stations
 1. Commercials
 2. Time delay
- b. Automatic machinery
- c. Computers
- d. Industrial instrumentation
- e. Background music
 1. Unlimited applications

Government

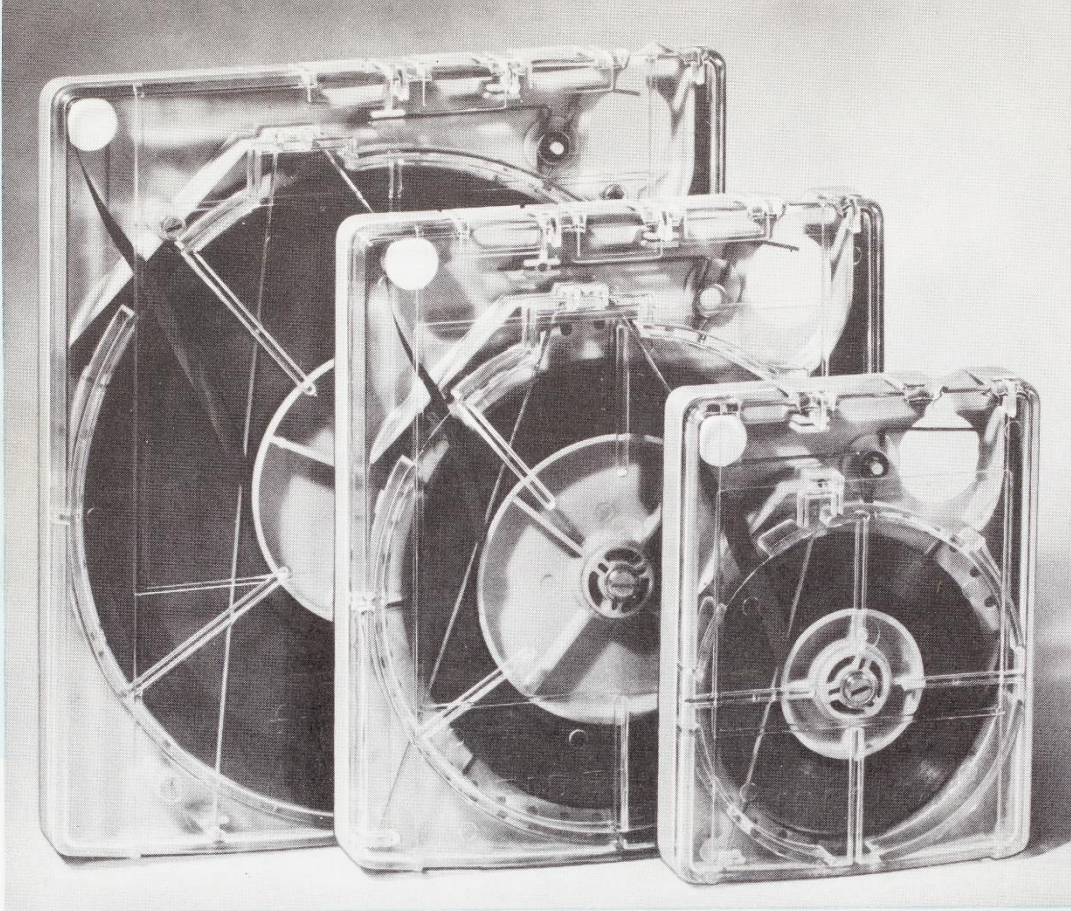
- a. Civil
- b. Military

There are an unlimited number of applications for Fidelipac. The list below is a cross section designed to show the wide spread use of this remarkably adaptable product.

SEL

SOUND ELECTRONIC LABORATORIES

1702 WAYNE ST. • TOLEDO 9, OHIO



MODEL 300

SIZE: 5 $\frac{1}{8}$ " x 4" x $\frac{7}{8}$ "

Maximum tape capacity, single coated, approximately 400 feet—plays 11 minutes at 7 $\frac{1}{2}$ I.P.S.

Maximum tape capacity, double coated, approximately 300 feet—using moebius loop plays 17 minutes at 7 $\frac{1}{2}$ I.P.S.

MODEL 600

SIZE: 7" x 6" x $\frac{7}{8}$ "

Maximum tape capacity, single coated, approximately 700 feet—plays 18 minutes at 7 $\frac{1}{2}$ I.P.S.

Maximum tape capacity, double coated, approximately 500 feet—using moebius loop plays 28 minutes at 7 $\frac{1}{2}$ I.P.S.

MODEL 1200

SIZE: 8 $\frac{3}{4}$ " x 7 $\frac{1}{2}$ " x $\frac{7}{8}$ "

Maximum tape capacity, single coated, approximately 1700 feet—plays 43 minutes at 7 $\frac{1}{2}$ I.P.S.

Maximum tape capacity, double coated, approximately 1200 feet—using moebius loop plays 1 hour and 5 minutes at 7 $\frac{1}{2}$ I.P.S.

All three cartridges may be loaded with varying lengths of tape to provide any amount of playing time—from a few seconds to the maximum. When loaded with less than one minute of tape pressure pads are required for proper tracking across the heads. Mountings for pressure pads are provided for in all Fidelipacs.

LIFE OF

FIDELIPAC Model 300 and Model 600 have been laboratory tested for a life of 1500 hours of continuous operation. Preliminary tests of the Model 1200 have passed 500 hours and we anticipate this model will meet the 1500 hour test.

SPEED OF

OPERATION . . . Fidelipac cartridge may be operated from a barely perceptible speed up to 188 I.P.S. This range has been thoroughly tested.

TAPE:

Use *only*: Reeves Soundcraft #442 double coated or #441 single coated.

The double coated tape is used primarily for moebius loop operation (half twist in tape at splice) to provide automatically 1200 feet of track on 600 feet of tape. However, double coated tape may be used for single track or Stereo recordings.

The single coated tape is used for single track monaural or stereo recordings, and *cannot* be used with a moebius loop. However, the cart-

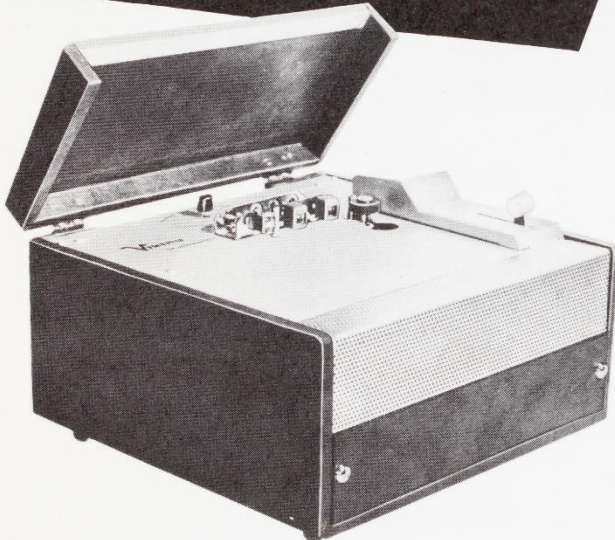
ridge will accept approximately 50% more single coated tape than double coated.

Other tape manufacturers are expected to have tape which will work satisfactorily in FIDELIPAC in the near future.

Existing pre-recorded programs on other tape would have to be re-recorded on the above types of tape before they can be used in FIDELIPAC.

Mylar base splicing tape is recommended for splicing and white leader tape (one side oxide coated) should be used to indicate start of program.

FIDELIPAC MACHINES



*Viking Model 35 Fidelipac
cartridge Player*



*Soundpac Tape Repeater—
self contained complete player.*

Fidelipac cannot be used on reel type machines of existing design. Available equipment which will handle Fidelipac cartridges is listed below. Other manufacturers will have players on the market soon. More detailed information may be secured directly from the manufacturer.

VIKING OF MINNEAPOLIS

9600 Aldrich Ave. So., Minneapolis, Minn.

The Viking unit with a variety of head configurations to fit any need is designed to be used with existing Pre-Amp., Record-Playback Pre-Amp., etc.

ARMSTRONG-TEMPLEMAN

106 N.W. Second St., Abilene Kas.

Slide projection using Fidelipac for accompanying sound.

MUSAD CORPORATION

400 W. Madison Ave., Chicago, Ill.

Point of sale player built into special multiplex FM radio receiver.

SOUNDCRAFT, INC.

3456 E. Jefferson Ave., Detroit, Mich.

The Soundpac "Tape Repeater" is available in three models, two of which include speaker and playback amplifier. One of these models includes a recording amplifier and microphone. The third model is designed for external amplifier and loud speaker equipment.