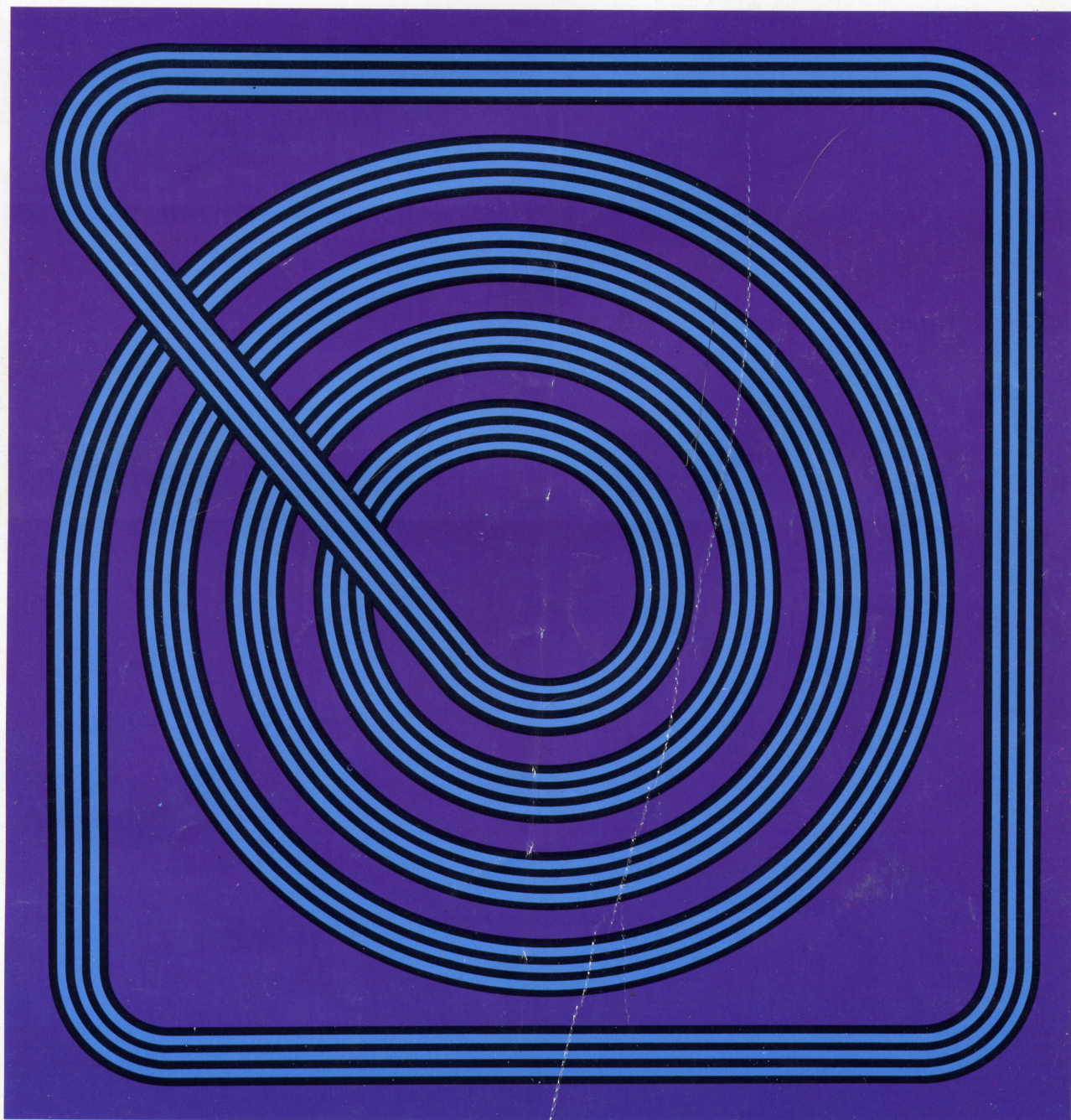


Tape Player/Recorder Series 1300 for endless tape TANDBERG



We are all influenced by music whether we consider ourselves musical or not. Music has a unique capability for creating a pleasant atmosphere. The tunes from a symphony orchestra can make the listener forget the environment, the joyful rhythms of the pop-group make the feet stamp of their own will. Because of its great influence on all people, music has developed in so many directions — from the music for the advanced enthusiast who knows every single note of a Bach composition, to those who are merely seeking relaxation, a melody to hum, music to listen to without commitment.

Background music is music which should first and foremost be inspiring and pleasant, music which should not really be listened to, but merely sensed. Background music is designed to create the right atmosphere in places and the right reaction in people. This is the reason why background music creates a rise in the turn-over in shops and stores and makes pleasant the period of waiting at the doctor's, the hairdresser's, the dentist's. In view of the influence of background music, Tandberg have developed their Series 1300 for endless tape. These models are completely

independent in operation, and can solve the problem of background music wherever it is required — in shops, restaurants, waiting rooms, bars, etc. The Series include tape recorders offering possibilities that you may not even have suspected.

TANDBERG SERIES 1300

— for background music and automatic announcement systems



Two models with far more possibilities

TANDBERG Series 1300 consist of two main models.

Model 1344

This is a monaural tape player for pre-recorded, endless tape cartridges, with 4 tracks. The tape player will automatically change track, thus allowing a playing time of 3 hours without repeats.

Operation is very simple. Push the cartridge into the slot and the tape player starts automatically and plays as long as you want it to. By depressing the release button, the cartridge is released and the

tape stops.

Model 1344 has an input for a special microphone with a push-button. By depressing this button, the music will be subdued, the microphone is connected and announcements can be made. As soon as the button is released, the music will continue at full volume.

The tape player has a separate output amplifier rated for 5 W R.M.S. at 1.5% distortion, which is sufficient for connection to several loudspeakers. Model 1344 can also be used as an amplifier for radio, record player (with ceramic or crystal pick-up) or other programme source. A built-in loudspeaker for control of

programme can be connected or dis-connected by means of a switch.

Model 1324

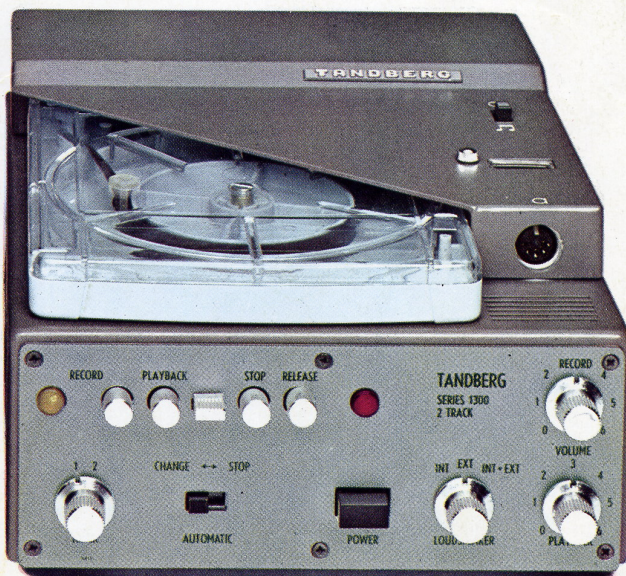
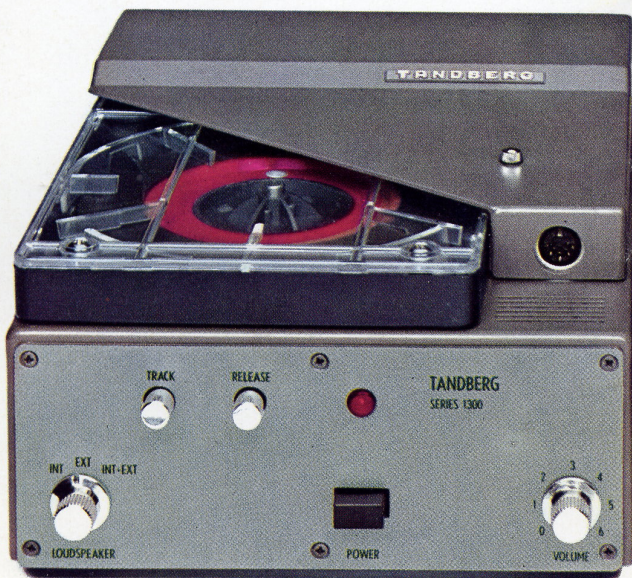
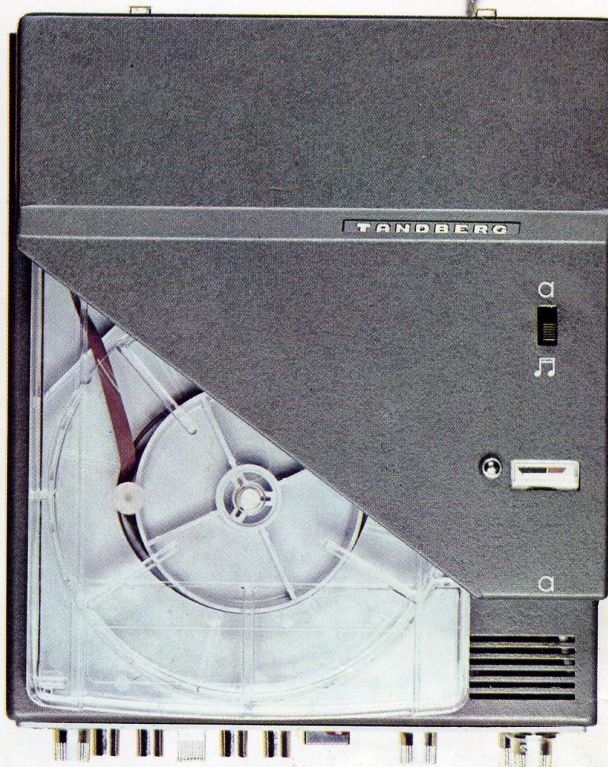
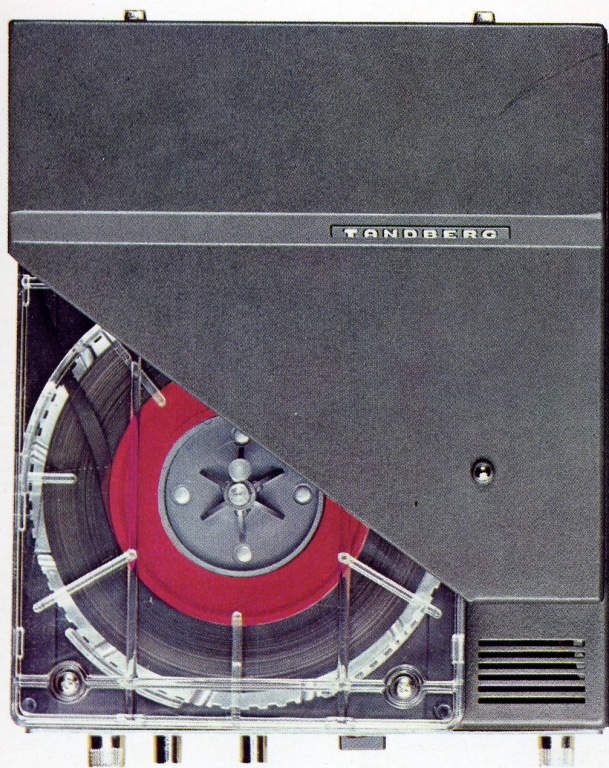
A 2 track version of Model 1344.

Modell 1325

This is a tape recorder for endless tape cartridge with 2 tracks. Model 1325 offers the same possibilities as Model 1344 and can also be used for recording. Special cartridge programmes can be recorded from radio, record player or another tape recorder (Programme material when played outside the home may in many countries be subject to

copyright.) or your own announcements can be recorded via the microphone. The volume and the recording is adjusted by a potentiometer on the front of the tape recorder.

By means of a push-button on the front, or by remote control, the tape can be stopped and started instantaneously without releasing the cartridge. If the tape is provided with a special sensing foil, one can arrange for the tape to stop or change track when one length of tape in the cartridge has been played. Automatic track change gives a playing time about 2 hours before the programme is repeated.



requirements, but are at the same time constructed for being linked together and thus be complementary to one another.

As an automatic announcement-system (spot-system)

Under many circumstances it is desirable to have an announcement system in conjunction with the background music, i. e. in shops, stores, petrol stations, at industrial fairs and exhibitions. Sales information as well as announcements of special offers of the day may be required, and should be presented at regular intervals. The higher the degree of automation

introduced into such firms, the more time-saving will it be for the staff.

With Series 1300, Tandberg offer equipment that will meet all demands for a flexible and technically advanced complete spot-system.

By connecting Model 1344 (equipped with a special circuit) with Model 1325 you have a fully automatic announcement system. The background music is played back through Model 1344. A cartridge with an endless tape loop with for instance pre-recorded special offers or other public information is pushed into Model 1325.

This model will start after a

time determined by the setting of a potentiometer on Model 1344. The background music is thereby automatically muted as long as the announcement is going on. When there no longer is a programme from 1325, it will stop, and the music will resume at original volume after about 4 seconds.

The intervals between each spot can be pre-selected from 2 to 12 minutes. In order to avoid accidents through interruption of announcements, signals from microphone input are inhibited as long as Model 1325 is in operation.

At all times there is the possibility of making direct announcements via the micro-

The Tandberg 1300-system in use

Tandberg Series 1300 for endless tape cartridges have been developed as a system. The models meet two different

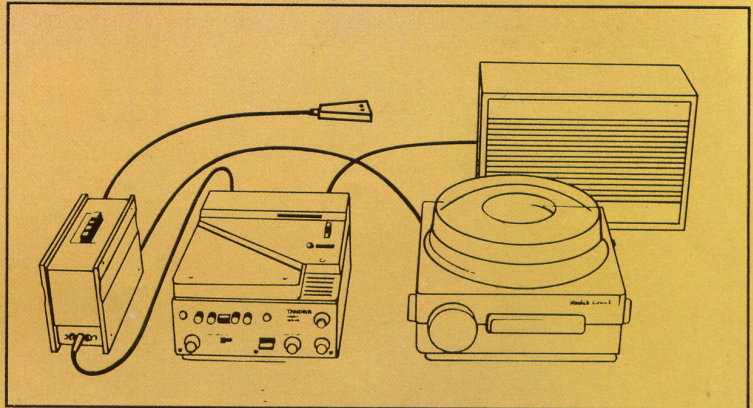


phone. A combination of Model 1344 and 1325 will play for an unlimited time without manual operation, and is at the same time open to all kinds of interruptions and improvisations. By means of a microphone, a record player, radio or tape recorder one can get out direct through the loudspeakers, or record on the tape of Model 1325.

Automatic change of slides

By recording a programme of for instance commentary/music on one track and slide change impulses on another, it is possible to use the Series 1300 for automatic change of slides by connecting a

Tandberg Slide Synchronizer 3. In educational work, in advertising activity, at exhibitions or fairs, it is often desirable to repeat the slides-programme again and again, and here in Model 1325 is the perfect solution.



the atmosphere easily becomes tense and strained.

- In stores and smaller shops background music can create a more relaxed feeling among customers and staff, and will often give new impetus to greater purchasing. The Series 1300 can become a valuable tool in the sales work.
- It is a well-known fact that within the service business, the dentist's, the hairdresser's or the doctor's etc., periods of waiting are often long. A simple equipment like Series 1300 can help, creating a new and far more positive attitude among the clients.
- The hotel and restaurant trade has been a pioneer in the

Who needs the Series 1300?

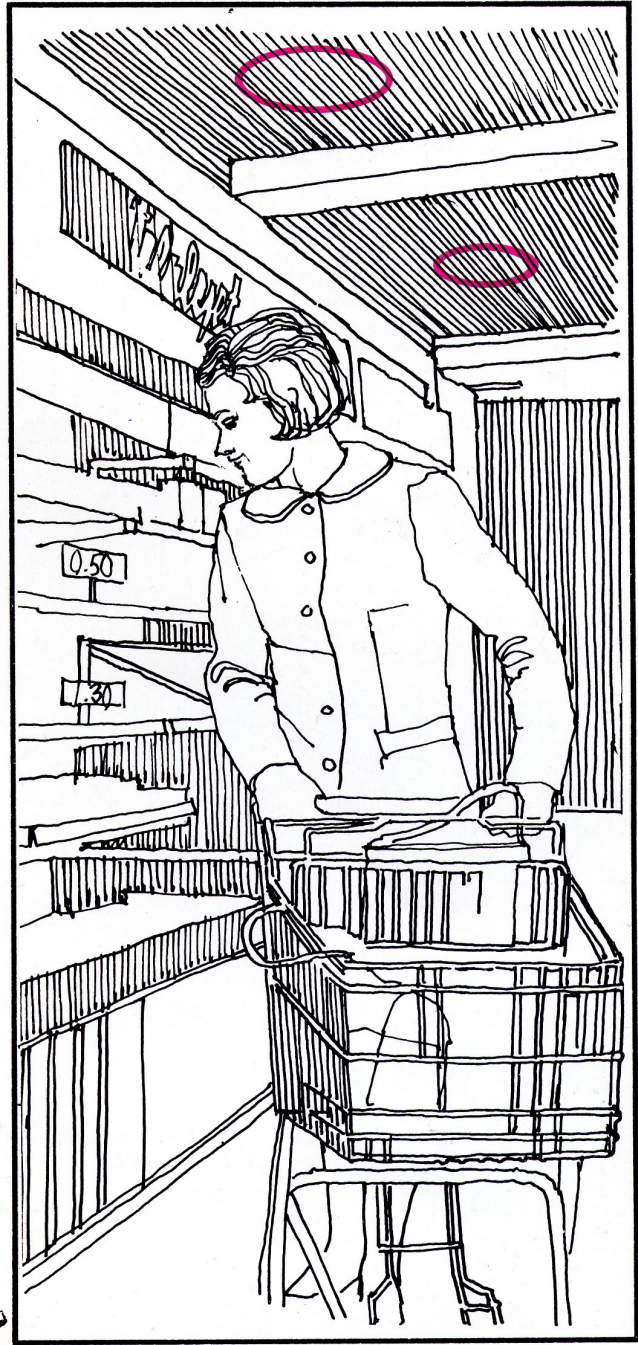
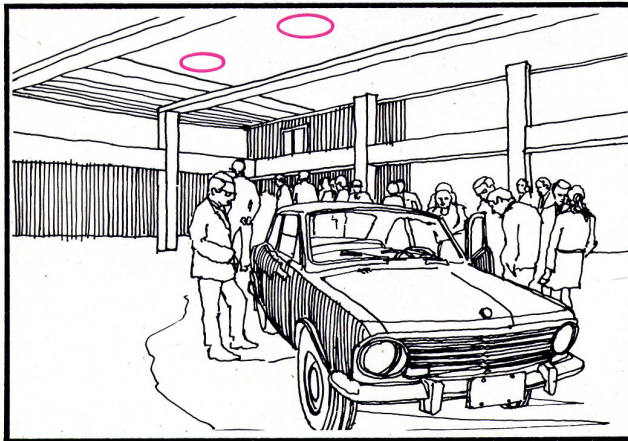
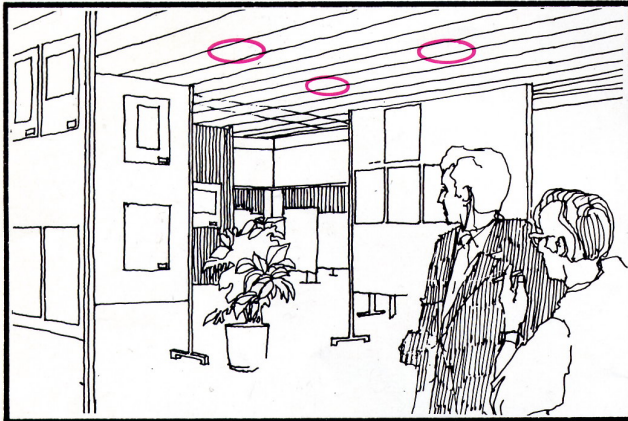
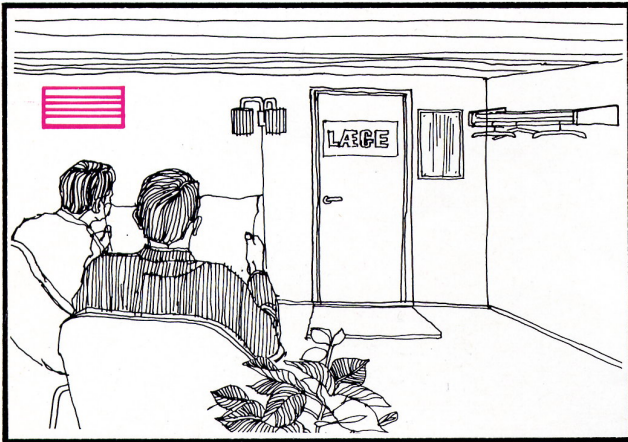
Background music can create a better atmosphere under many different circumstances, especially in places where

field of background music. Numerous hotels have installed equipment which allows the guests to choose their own programme – and the idea has been used also by shipowners in the ferry and passenger trade.

- Improved conditions in the place of work are an important conception of our time. Many firms have been aware of music's positive influence on people. With Tandberg Series 1300 one has greater possibilities for using this influence than ever before.
- There are a lot of other places where all the possibilities of the 1300-system can be used – in museums, on

ships, aircraft and in coach stations, at industrial fairs and window exhibitions, in schools and educational work, cinema foyers, art galleries, hospitals . . .

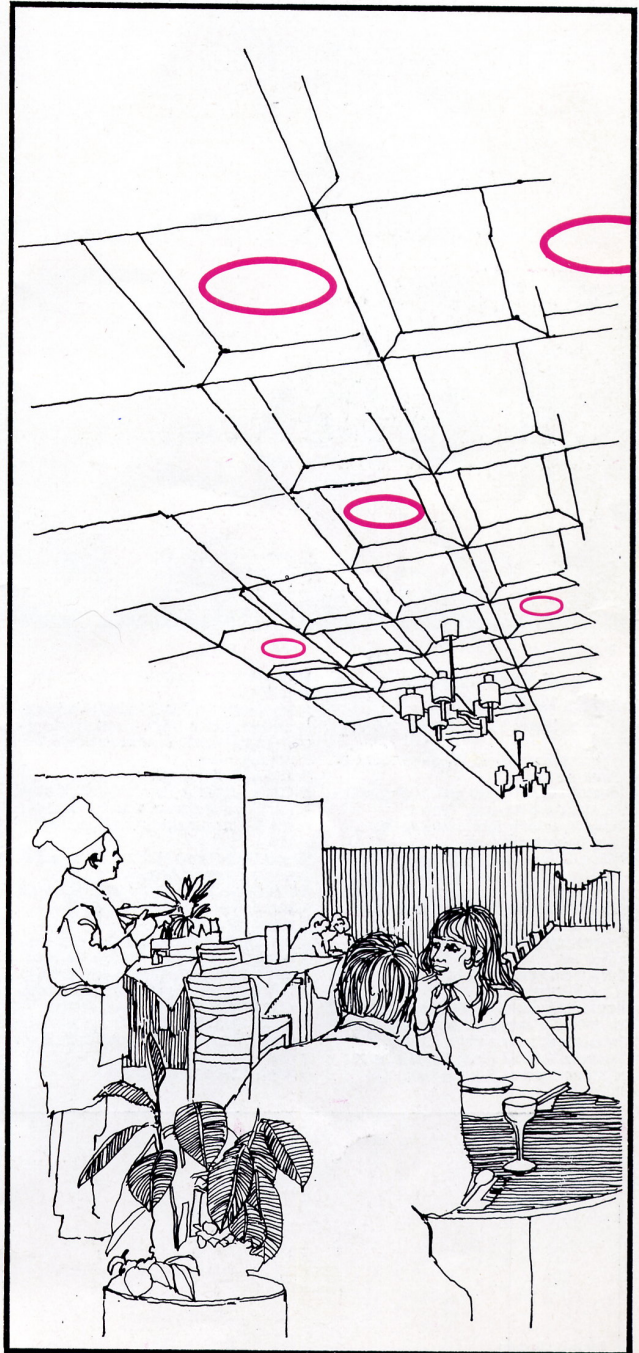
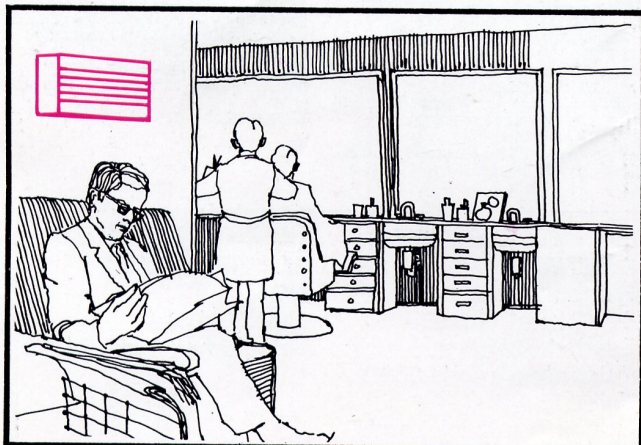
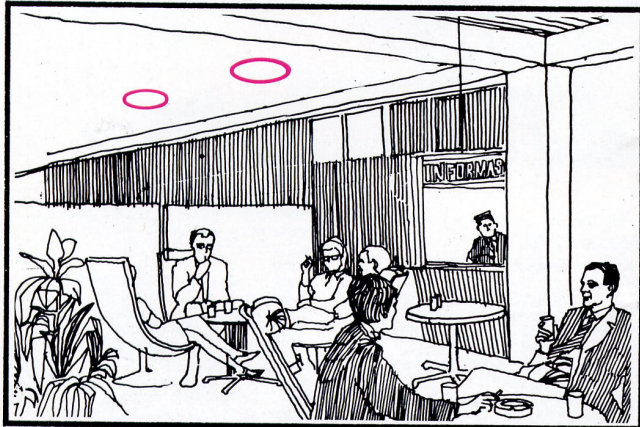
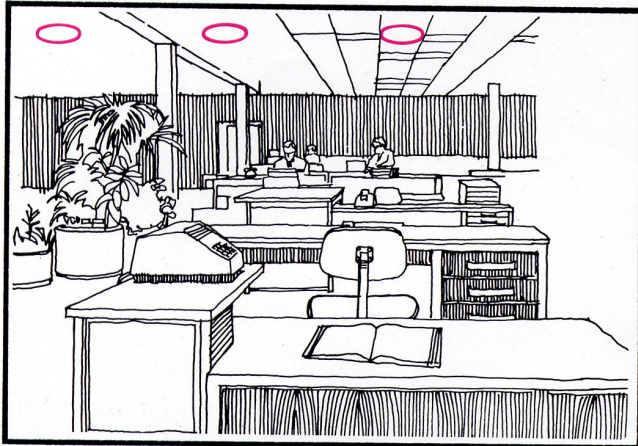
Tandberg Series 1300 are also being used in special installations for telephone-service for weather forecast and the latest news, in language laboratories and at broadcasting stations. Tandberg Series 1300 are a flexible system for background music and automatic announcement system and can easily be fitted to different installations – from the simple to the more comprehensive. With Tandberg Series 1300 you get



exactly the musical background
your business needs.

Installation

An installation for back-
ground music should have a
pleasing volume. The music
should in no way be dominant.
The volume in premises
where the 1300-system is being
used, should be exactly the
same everywhere. In order to
obtain such an effect a series of
smaller loudspeakers have
to be installed so that the
premises are covered by
«a carpet of music». It is of
less consequence where the
tape player/recorder and
microphone are placed.



years the company has grown to be one of the greatest in its field in Scandinavia. The Tandberg-products — tape recorders and language laboratories, TV- and radio-receivers together with Hi-Fi loudspeakers — belong among the world's most highly advanced in their field to-day. More than fifty per cent of the entire production is exported to the world's most critical markets, and «Tandberg quality» and »Tandberg sound» have a special meaning to millions of people. Exports are steadily increasing — Tandberg is preferred by all those who make the strongest demands for quality, per-

formance and design.

One of the main reasons for the successful expansion of the company is no doubt its unquestioned claim for quality. This claim for quality starts in the planning stage and is built in during manufacture of all Tandberg products.

You are safe when you buy Tandberg — Norwegian products with a world-wide reputation!

The pictures below: Tandbergs Radiofabrikk Plant 3, manufacturing radio and television sets and also tape recorder components. This is the company's first «satellite» factory.

Tandbergs Radiofabrikk Plant 1 and 2. This is the company's nerve centre, housing the administrative, research, marketing and sales divisions and also producing tape recorders and language laboratories.

Tandberg quality Tandberg sound

Tandbergs Radiofabrikk A/S has undergone an expansion that has attracted international attention. During only few



Technical Specifications Models 1344 and 1324

Mains Voltage: 230 V, 50 Hz. 115 V, 60 Hz.
Consumption: 38–55 W, dependent on output power.
Cartridges: All types complying with EIA standard RS-332, Type 1.
Tape: Specially lubricated tape.
Tape Speed: 3 3/4 ips.
Speed Tolerance: ± 2 %.
Wow according to DIN 45507: Better than 0.2 %.
Signal-to-Noise Level: Better than 50 dB at 5 % distortion.
Frequency Response: ± 3 dB, 50–10,000 Hz.
Output Power: 5 W into a 4 ohm load at 1.5 % distortion.
Inputs: Microphone: 5-pins DIN socket for 200 ohm dynamic microphone, unbalanced, sensitivity 0.1 mV.
Outputs: RADIO (line): 0.8 V across 10 kohm load at 5 % distortion,

suitable for connection of external amplifier.
Free Head: On Model 1344 this head is connected to track 3 which can give shift pulses to a Tandberg Slide Synchronizer.
External Loudspeaker: 4 ohm.
Built-in Loudspeaker: 3" x 8", 8 ohm.
Spot: Connection of special equipment for automatic announcement system.
Track Selection: Manual, — or automatic by means of sensing tape.
Start/Stop: A special version of Model 1344 can be ordered, for remote control of start/stop.
Spot Equipment: A special version of Model 1344 can be ordered, or the standard version can be adjusted for use together with Model 1325 in an automatic announcement system.
Dimensions: Width 21 cm (8 1/4"), height 11 cm (4 5/16"), depth 24.5 cm (9 5/8").
Weight: 12 lbs. (5.5 kilos).

Technical Specifications Model 1325

Mains voltage: 230 V, 50 Hz. 115 V, 60 Hz.
Consumption: 38–55 W, dependent on output power.
Cartridges: All types complying with EIA standard RS-332, Type 1.
Tape: Specially lubricated tape.
Tape Speed: 3 3/4 ips.
Speed Tolerance: ± 2 %.
Wow according to DIN 45507: Better than 0.2 %.
Signal-to-Noise level: Better than 50 dB at 5 % distortion.
Frequency Response: ± 3 dB, 50–10,000 Hz.
Output Power: 5 W into a 4 ohm load at 1.5 % distortion.
Inputs: Microphone: 5-pins DIN socket for dynamic microphone, 200 ohm, sensitivity 0.1 mV.
Radio: 3-pins DIN socket, impedance 30–500 kohm, signal range 5 mV/6 V.

Outputs: RADIO (line): Playback of tape recorded to 5 % harmonic distortion gives 0.8 V across 10 kohm load.
Free Head output: One half of the head can be used for shift pulses to Tandberg Slide Synchronizer.
Spot socket: For connection of special equipment for automatic announcement system.
Built-in Loudspeaker: 3" x 8", 8 ohm.
Track Selection: Manual, — automatic when sensing tape is used, or by remote control.
Amplifier switch: Connects microphone to amplifier input. The played back programme is automatically muted.
Dimensions: Width 21 cm (8 1/4"), height 11 cm (4 5/16"), depth 24.5 cm (9 5/8").
Weight: 12 lbs. (5.5 kilos).

FARNELL-TANDBERG LIMITED

Farnell House,
81 Kirkstall Road.
Leeds LS31HR
Telephone Leeds 35111
Telex 55147
Grams Tandberg Leeds.

LONDON DEPOT:
25A HERMITAGE
ROAD
LONDON N.4
Telephone 01-802-7117