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Magnavox unveils Total Remote Tuning System and second generation Universal Remote Control.

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SUMMARY: Magnavox unveils Total Remote Tuning System and second generation Universal Remote Control.

MIAMI, Fla., April 9, 1987 --- Based on the overwhelming success and consumer acceptance of the Universal Remote Control, Magnavox today introduced the Total Remote System--a new tuning system, that enables the viewer to control virtually all of the sets functions with the remote.

The Total Remote System also features an improved and easy to use 36 button Universal Remote Control that controls all N.A.P. Consumer Electronics Corp.-manufactured television sets (Magnavox, Philco and Sylvania) sold since 1982, 32 brands of VCRs and 16 brands of cable boxes.

"The Total Remote System is the ultimate in consumer convenience," stated Mark Stephenson, director of marketing, color television, NAPCEC. "Last year, Magnavox eliminated 'coffee table clutter' when it introduced the first pre-programmed remote control that controlled the TV it was packaged with and virtually every VCR and cable box on the market. This year, we have gone one step further by designing a tuning system which can be controlled with the Universal Remote and by offering the remote for sale as an accessory," he explained.

The Total Remote System is featured on 45 percent of the 1987-88 Magnavox television sets. All new 27-inch, 31-inch and 52-inch large screen sets feature the TS-18 system, a more advance version, while

select 20-inch, 26-inch, 41-inch and 46-inch models feature the TS-15 system.

The Total Remote System incorporates advanced on-screen graphics that makes the adjustment process quite simple. By pushing the "menu" button on the Universal Remote, one of three menus appears on the screen: Audio, Video and Customer Convenience.

On sets featuring the TS-18 system, there are six audio functions: Bass, Treble, Balance, Audio (mono, stereo, second audio), Expand (normal sound or expanded sound) and input (antenna, accl, acc2 or aux in); six video functions: Bright, Picture, Color, Tint, Sharp and Tuning (cable or normal); six convenience functions: Time Set, Scan (program scan or all channel scan), Parental Control Code (disable code or reprogram code), Personal preference (five levels), Option (time display-three options, channel display-three options, tuning display-three options) and Memory (channel, caption, program scan on/off indicator and parental control on/off indicator).

In addition, this system offers the unique Channel Guide feature which enables the viewer to quickly call up every channel on the set to determine what channel caption is has, if its programmed for scan and if it is under parental control. The sets also feature a 120 minute sleep timer.

The TS-15 system also offers three on-screen menus: Audio, Video, Customer Convenience, and options. The audio functions include Bass, Treble, Balance, Audio (mono, stereo, SAP), Expand (on, off) and Input (aux in, antenna); video functions: Bright, Picture, Color Tint, Sharp, Tuning (cable, normal); convenience menu: Time set, Scan (program, all channel), Memory (channel) Personal Preference (two levels).

UNIVERSAL REMOTE

While the new 36-button Universal Remote is more technologically advanced than its predecessor, the identification process has been simplified. Each VCR and cable brand is listed in the front of the operating manual with an assigned number. For instance, GE is 01, RCA is 03, Zenith is 15. To identify a particular VCR, a viewer simply presses the REC button on the remote, presses the on/off button on the VCR or cable box and enters the appropriate code.

The remote also incorporates some design changes including a three position button to select the TV, VCR or cable box and rubber-tipped keys. Function keys include VCR control selection, audio controls, channel command section, sleep/personal preference/status/exit, and menu.

In addition to being packaged with more than 45 percent of all new Magnavox sets, the new remote will be sold as a separate accessory. It will carry a suggested retail price of \$99.95.

An updated 24-button Universal Remote has also been introduced. It controls NAPCEC-manufactured sets and 35 brands of VCRs. It features conventional tuning system controls.

Magnavox is a brand of N.A.P. Consumer Electronics Corp., Knoxville, Tenn. In addition to Magnavox, NAPCEC, a North American Philips Company, also manufactures and markets Philco and Sylvania audio-video products.

NOTE TO EDITOR: Color transparencies are available upon request from the public affairs department.

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NAICS Codes: 33431 (Audio and Video Equipment Manufacturing)

Trade Names: Total Remote System

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Command Editor History Preferences

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42304	UNVEILS
1049104	TOTAL
168794	REMOTE
14246	TUNING
1328171	SYSTEM
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Command: Use ENTER to send all commands. Use SHIFT+ENTER to send commands line by line. Send to Buffer

Databases
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Session
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