Page 10 THE BATTALION

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United Press International NEW YORK — The scramble for expensive cable television rights going on across the country has obscured the fact that, for 10 years now, a cheaper alternative has been available

Features

New TV'

It is the multipoint distribution service (MPS), a super-high frequenline-of-sight, microwave signal authorized by the Federal Communications Commission a decade ago but little used up to now. In its present application through

local systems set up in about 50 cities, it delivers various types of pay

TV programs over the air instead of by cable. But it is different from conventional over-the-air pay TV, which uses the broadcast band

Equipment for MDS is made by several companies, including Elec-tronics, Missiles & Communications, Inc.(EMC), of White Haven,

President Frank Misso of EMC says MDS is a less expensive way of transmitting pay TV programs than cable.

The local distributor of pay TV programs by MDS makes a one-time investment of \$500,000 to \$1 million in equipment, which he rents out to the users, collecting fees for the use and fees for the programs.

The microwave programs are distributed locally at the relatively modest transmission cost of microwave compared with \$14,000 to \$25,000 a mile for cable TV transmission. This can run to \$20 million or more in many communities.

So far, MDS has not resulted in any significant new programming, according to Don Franco, head of Microband Corp. of America, New York, which has built up a series of

Franco said these systems are common carriers providing supplemental and alternative delivery of programs from such established pay program production and distribution firms as Home Box Office, Showtime and others.

The system uses satellite ground stations and other facilities to take the programs from the conventional distribution channels for local transmission on the super microwave band. Franco said most of the system's

customers are homeowners in areas where there is no cable TV or where

Super high frequency could replace cable with on-air signals cable service is not well deve The home owner pays an installing Unified of \$100 and a monthly in KILGO \$13.50 to \$15 for service. The m broadway ram packages are the same as the be Pines delivered on the more comprehenmain kn

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MDS and Microband havestar teas oilfu to develop new uses for the syst In addition to picking up convents which und al pay TV programs the leader al pay TV programs, the local Mite whore studio can originate special progreserves a m by means of tapes or films or en It was t from an electronic data process time for oil terminal in the case of business. The Pines

formation.

franchised MDS systems in 50 cities. NASA plans 15 launches besides Columbia in 1981

> WASHINGTON — The National Aeronautics and Space Administration's highest priority in 1981 is to launch the space shuttle Columbia on its first test flight, but it also has 15

unmanned satellite launchings on the year's schedule. All but two will use expendable rockets that the shuttle is designed to replace.

Eleven of the satellites will be fired into eastward orbits from Ken-nedy Space Center, Cape Canaveral, Fla., and four will go into northsouth orbit from California's Vandenberg Air Force Base.

Only two of the unmanned missions are NASA scientific projects. The other 13 satellites are owned by other government agencies and commercial enterprises. NASA will be paid for launch costs.

The shuttle is undergoing preparations at Canaveral for launch March 17 on the first of four test

ment will be on an Atlas-Centa orked the one, owned by the RCA Corp. I aive in E be on a Delta, and another interact the go NASA plans to begin phasing out its one-use-only rockets in 1983. The first 1981 Canaveral launch, will be on an Atlas-Centaur. Feb. 19, is a commercial COMSTAR communications satellite owned by the Comsat General Corp., on an

NASA's first scientific satelline horange, the year is set in July on a Dela in the Bess' an Explorer class spacecraft Teas." signed to investigate the interact was talk Atlas-Centaur rocket. Two others are set in March. An between Earth's magnetic field at dents talk Intelsat 5 International Telecommunications Satellite Corp. com-munications satellite will be launthe ionosphere. ched on an Atlas-Centaur and a government weather satellite will go up

Another Explorer will be a makes inc ched in September from the Wapution has Coast to study variations in ultratch less violet radiation from the sun and Especial A Navy navigational satellite is to they affect the Earth's ozone. be orbited in April from Vandenberg on a Scout and a Delta will orbit a Satellite Business Systems com-

A communication satellite along the source of the barries of a communication satellite along the source of the sou

NASA's first scientific satellited

Another RCA satellite will whashed an launched in October on a Delta arg in Kilg another Intelsat is to go up in R of cour er satellite is to be orbited in May, by cember on an Atlas-Centaur.

1980, six successfully.



on a smaller Delta.

month from Florida.

munications satellite the same

Atmospheric Administration weath-

Another National Oceanic and



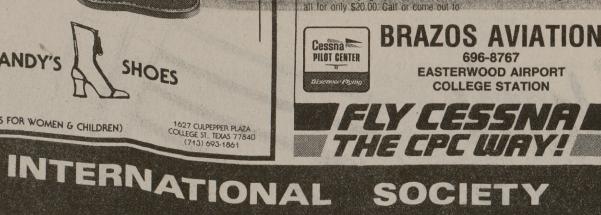
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MSC SCONA 26

