

## ***Sony Expands Distributor Network and Adds New Features and Functions to Its Learning Laboratory Systems, the LLC-5510 and the LLC-4500***

---

### **New East Coast Distributor Network**

In order to better serve the expanding education market, Sony Learning Systems, a group under Sony Communications Products Company, has formed a new East Coast distributor network.

"Increasing demand for and wider applications of Sony Learning Systems equipment in the education market has alerted us to the need for a more comprehensive distributor network, particularly on the East Coast," said Tong K. Park, Vertical Products Manager, Sony Communications Products Company. "We have responded by setting up New England-based CeTek, Inc., as our new distributor to provide endusers with technical expertise and assistance to dealers in the formulation of marketing strategies."

### **EAST COAST DISTRIBUTOR**

Sony's new East Coast distributor is CeTek, Inc., 47 Clapboard Hill Road, Guilford, CT 06437. The East Coast sales office is Didactic Systems, 1301 Moran Rd., Suite 202, Sterling, VA 22170.

Persons interested in Sony Audio Visual Products who live in the following 27 states east of the Mississippi River should contact CeTek (Telephone: (203) 453-6209) or Didactic Systems (Telephone: (703) 444-1201): Alabama, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, Mississippi, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Puerto Rico, Rhode Island, South Carolina, Tennessee,

Vermont, Virginia, West Virginia, and Wisconsin.

### **WEST COAST DISTRIBUTOR**

Sony's West Coast distributor is Educational Electronics Corporation, 213 North Cedar Avenue, Inglewood, CA 90301.

Persons interested in Sony Audio Visual Products who live in the following 24 states west of the Mississippi River should contact Educational Electronics Corporation (Telephone: (213) 671-2636): Alaska, Arizona, Arkansas, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Louisiana, Minnesota, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, and Wyoming.

### **Important Telephone Numbers**

**Technical Service Network: 1-800-426-0414.** Prospective users, interested persons, and current users should use this number for matters concerning technical questions and service requests.

**Information Center: 1-800-635-SONY.** Prospective users, interested persons, and current users should use this number for matters concerning brochure distribution and enduser inquiries.

### **The LLC-5510 MARK II Improves Instruction Capabilities**

The many current users of Sony's LLC-5510 Learning Laboratory System—see *J.E.T.T.* Volume 20, No. 1, feature article, pp. 30-46, for an in-depth look at the system by manufacturer, dealers, and endusers—can up-date their systems and enjoy the major improvements now available to first-time buyers of the new LLC-5510 Mark II.

Sony's commitment to existing users finds concrete expression in the LLC-5510 Mark II Upgrade Kit which allows the LLC-5510 Learning Laboratory to take full advantage of the very latest technological developments from Sony's Audio Visual Products Division. Taking into account the valuable feedback from current users of the LLC-5510, Sony engineers have improved the instructional capabilities of the system.

The following major improvements have been incorporated into the LLC-5510 Mark II and can be added to the LLC-5510 by means of the Upgrade Kit:

1. **Rapid System Turn on**
2. **Rapid Screen Change**
3. **External Computer Control, via RS 232**
4. **Automatic Testing of Two Groups Simultaneously**
5. **User Selectable Screen Colors**
6. **Unique Computer Selected Random Pairs**
7. **Permanent Storage of Frequently Used Pair Groups**
8. **Multi-Standard Video Capability**

Committed to true flexibility in learning systems, Sony continues its research, and the addition of an external computer communication channel to the top-of-the-line Sony Learning Laboratory System, the 5510 Mark II, promises to be a

breakthrough which will become increasingly pivotal as future instructional capabilities come "on-line" for current and future users.

### **The LLC-4500 MARK II Offers A Cost-Effective Console Unit**

The new LLC-4500 Mark II console, user-friendly and flexible, accommodates 48 student positions and provides a two-program distribution capability. The **Model Voice Function** permits an entire class to hear any one student, and the **Random Conference Mode** makes possible group conversations and discussion among students. Audio tapes played from the console can be copied onto student tapes at four times normal speed.

Additional features of special interest to educators include **Individual Remote Control** and a **Built-In Video Switcher** which sends different video sources to the instructor's monitor and the classroom monitor(s). This feature enables the instructor to preview and prepare future video programs simultaneously while students are watching a current videotape. Optional accessories now available with the new LLC-4500 include color video monitors, multi-standard video equipment, power supplies, and visual display system.

### **INFORMATION ABOUT SONY LEARNING SYSTEMS**

Call Tong K. Park, Vertical Markets Manager, Sony Communications Products Company, 10833 Valley View Street, Cypress, California 90630-0016 at (714) 229-4234 or Akio Nitta, Product Manager, Sony Learning Systems, at (714) 229-4223.

Classified/Reading Ads: \$1.00 per word for 1 issue (15 word minimum); \$.75 per word for each of 4 issues. Area code and phone number count as 2 words. Send ad with check or money order to: JETTMART Classified Manager, 304C Moore College Building, UGA Language Laboratories, University of Georgia, Athens, Georgia 30602, U.S.A.

Classified/Display Ads (cuts, headlines, illustrations, rules, etc.) of 1-2 inches in depth: \$30.00 for 1 issue; \$25.00 each for each of 4 issues. Larger ads will be accepted at special rates. Call (404) 542-5143 for details.

### JETTMART: Positions Available

#### Language Learning Center Director

A position for an experienced foreign language teacher with a M.A. or Ph.D. to administer a language laboratory; supervise staff, technicians, and student helpers; and work with the language faculty to develop new resources for language learning may be open at the University of Washington. Before sending letter of interest, C.V., and the names of four references, call David McCracken at (206) 543-5340.

#### Director of Communications

Cazenovia College seeks a dynamic, creative self-starter as director of a successful publications and public relations program. The position requires experience in all phases of publication from creation to supervision of production. A background in media relations is highly desirable. Desk-top publishing skills, familiarity with 35mm photography, word-processing skills, and the ability to handle several projects simultaneously are extremely important. Qualified applicants will have a bachelor's degree, strong interpersonal and organizational skills, and experience in public relations. Send cover letter, résumé, and the names of three professional references to Box DC, Personnel Office, Cazenovia College, Cazenovia, New York 13035. Applicants accepted until the position is filled.

#### Technical Consultant

*The Journal of Educational Techniques and Technologies* has openings for the position of technical consultants for its ASK THE TECHNICIAN feature. Interested applicants may send letter of interest and copy of résumé to: J.E.T.T., 304C Moore College Building, UGA Language Laboratories, University of Georgia, Athens, Georgia 30602, U.S.A.

#### Managing Editor

*The Journal of Educational Techniques and Technologies* has an opening on its staff for Managing Editor. The managing editor serves as point person between J.E.T.T. and its printer. All interested applicants are cordially invited to apply by sending a copy of current C.V. and letter of interest to: Suzanne E. Lindenau, Editor, J.E.T.T., 304C Moore College Building, UGA Language Laboratories, University of Georgia, Athens, Georgia 30602, U.S.A. This is a service position without monetary remuneration.

#### Contributing Editor

*The Journal of Educational Techniques and Technologies* has an opening on its staff for the position of Contributing Editor. The position is open to anyone with expertise in fields related to practices and products for today's language learning. J.E.T.T. cordially invites its international and domestic readers to consider applying for this position. Complete job description is available upon request. This is a service position without monetary remuneration. Interested applicants should send letter of interest and copy of current C.V. to: Editor, J.E.T.T., 304C Moore College Building, UGA Language Laboratories, University of Georgia, Athens, Georgia 30602, U.S.A.

### JETTMART: Positions Wanted

**EXPERIENCED ESL LECTURER** seeks entry level position in a corporation; or an administrative/teaching position in a stable university program. M.A.T. in EFL & BE (Georgetown University + 21 hours). **Over six years teaching experience. Expertise with learning laboratories including video, English for Special Purposes, English for Academic Purposes, and English in Industry.** Near-native speaker of French; experience abroad. Scholarly activity. Past V.P. of ArKTESOL. Currently with the Honda of America Project, Ohio University. For a C.V. and more information, contact: Lee H. Troup, 323 South Park St., Bellefontaine, Ohio 43311. Telephone: (513) 593-1214.

