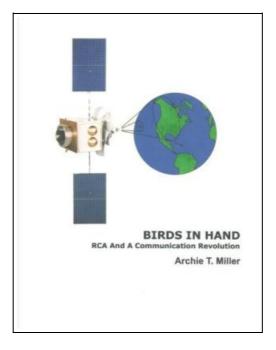
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BIRDS IN HAND: RCA AND A COMMUNICATION REVOLUTION



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CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 286 pages. Dimensions: 11.0in. x 8.5in. x 0.7in.BIRDS IN HAND: RCA and a Communications Revolution In the 1970s, the cable television industry was transformed not by cables, but by communications satellites flying more than 23, 000 miles above the earth. These satellites enabled a programming revolution that made household names out of HBO, CNN, ESPN, Ted Turner and Pat Robertson. The common thread in the emergence of these global brands was a fleet of satellites built and operated by RCA, which extended the reach of cable TV in ways that previously were unimaginable. This revolution was made possible by the technologists who built and flew these satellites especially a team of engineers from RCA. But it wasnt easy or dull. One satellite blew up four days after launch. Another almost shook itself to pieces in deep space. Armed only with telemetry, engineers had to trouble-shoot problems on satellites worth tens of millions of dollars as they hurtled through the harsh environment of space. Birds in Hand: RCA and a Communications Revolution is the story of how the RCA Satcom spacecraft and the creative, enterprising people of RCA revolutionized communications in a way that forever changed the cultural life of the U. S.: The cost of private telephone circuits dropped by 50. RCAs satellites helped catapult HBO from only 8, 000 subscribers in the Northeast U. S. to 1. 6 million nationwide in two years. Ted Turner put his tiny Atlanta UHF station up on Satcom-1 and by 1978 it became the first Superstation and was in 2 million homes. Everybody laughed when Turner said he would use Satcom to launch a 24-hour news channel - and today CNN is in 100 million households. The satellite-driven success...



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