

main line cable. We would have to replace all the electronic equipment.

We would have to replace what we call our passes, we would have to replace the devices which tap our lines to go into the homes and we would probably have to replace all of the service drops themselves. (the service drops being the piece of small cable from the pole to the house to the TV set). The only part we would salvage so to speak are the major cables themselves.

**Senator Prowse:** Those major cables themselves have a practically unlimited capability?

**Mr. Switzer:** Well, may I just say...

**The Chairman:** Before you answer, may I ask a supplementary question which I think is almost the same question.

When you were fiddling around if I can use that verb in Prince Albert—that was 15 years ago...

**Mr. Switzer:** And we were fiddling around.

**The Chairman:** Where is it going to be at 15 years from now?

**Senator Prowse:** Well, you are running away ahead of us now.

**The Chairman:** Well, I am running away ahead of you mainly on account of time.

**Mr. Switzer:** I am the person in this organization who actually has to go and do these things that other people dream of and speculate on.

**The Chairman:** Well, tell us about it.

**Mr. Switzer:** I am a pessimist in this, sir, in practical terms. The industry which we are in is basically consumer oriented and consumer oriented electronics lags far behind the electronic field in general.

Electronics can get men to the moon and back but that doesn't mean that we are all going to journey to the moon within the next 10 or 15 years.

Electronics can do all kinds of wonderful communications things. All of the techniques of instant information retrieval, of instant access to the computers, to libraries back and forth—all of these electronic communications marvels, which probably have been described to your committee by various witnesses, are all technically feasible but they are all not technically economic for the public at large.

The house I live in today in 1970 and the way that I live as a person, as a Canadian, as a North American, is not really drastically different from the house that I had in 1960 and my life style in 1960, despite the fact that in that decade men did go to the moon and come back substantially on electronic technology.

Coloured television was available in 1960—there really isn't anything in my life style in 1970 which is, technically, substantially different from my life style in 1960. And I have no great reason to expect my practical life style in 1980—if you will permit me to restrict it to 10 years because I am kind of shortsighted as a pragmatical engineer—will be substantially different due to electronic technology than it is now.

I will tell you the things that I do expect in a practical way, sir, in the next 10 years and that is the substantial introduction of home video tape equipment of some kind. I believe that things like the CBS EVR system and the comparable NBC system, the Sony tape cassette system—that is what I might call the television equivalent of the long play records—will be the significant factor in private homes.

I think that one of the things is that the major electronic manufacturers feel that they have possibly saturated the national and international market for t.v. sets. The next thing that the RCA's and the CBS's and the General Electric's will turn their attention to—and the major Japanese manufacturers will be a significant factor...

**Senator Prowse:** Don't forget them.

**Mr. Switzer:** Well, they buy wheat and coal!

**Senator Prowse:** That's right.

**The Chairman:** You are at the wrong committee!

**Mr. Switzer:** That these economic forces will turn their attention to the technical development in the intensive marketing of home video tape systems. I believe that, sir, to be inevitable. It has been amply demonstrated, just in the last few months, in all the trade shows and the likes. These things have been demonstrated and there are firm marketing plans for them. So I believe the homes of 1970 will have easy access to video taping equipment to tape things off the air.

The other people in our company have said—Mr. Campbell and Mr. Metcalf—that