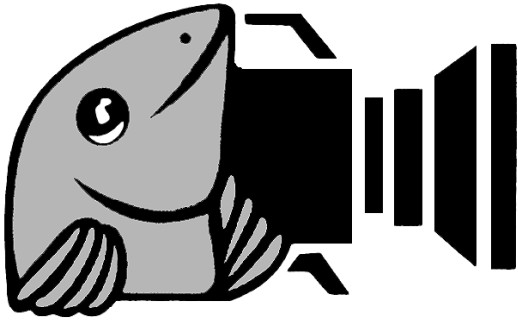


The video world stands poised, holding its breath as the move to HD accelerates, broadcasting becomes digital, and the world reels in the face of economic correction. Opportunities are tremendous, as long as money is well spent, looking for a good return on investment.



The **Repair Option**

- **Resourceful, innovative people will master our economic climate, weighing options and getting the biggest bang for the buck. Worth considering is repair of aging, but still serviceable gear.**

Professional Video & Tape is one of the few dealers with in-house service. Rebuilding studio cameras, production or editing VTRs, switchers, or whatever is hidden away in your studio—we repair it! Even items which go to the manufacturer for service are evaluated here first, often saving cost and precious time.

Repair is a good option:

- ✓ **When the technology is good** for at least 3-5 more years and the repaired piece will meet your needs.
- ✓ **When an upgrade is planned**, but the budget isn't ready. A unit may be refurbished, or just kept on life support.
- ✓ **When cost of repair is less** than half the cost of replacement. Above that, a customer is better off with a new unit having the manufacturer's warranty.
- ✓ **When you need a legacy format.** Some of our customers still need VHS—nobody makes a quality deck any more.
- ✓ **When your application does not require state of the art.** On the other hand, not upgrading may mean missed opportunity and lost revenue. Coupling service to sales helps you explore options. As in surfing—timing is everything. There's a wave to be caught that will carry some to the next level!

A service department says something about Professional Video & Tape. We're here to meet your needs. From our sales staff to the service and integration team, we do more than put a box in your hands. **If necessary, we can build the whole studio the box goes into!** That's a guide and resource in the technological maze.

Call me—I'll help!

Gary A. Hughes

Service Specialist

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