

The background of the entire image is a dark green, textured surface with concentric circular patterns, resembling a fingerprint or a microscopic view. A large, thin, light-colored circle is centered on the left side. A dark, parallelogram-shaped box is positioned in the lower-left quadrant, containing the logo. A thin, light-colored diagonal line extends from the bottom-right corner of the logo box towards the right edge of the image.

EMUR

Instrumentation Research and Development for ...today... tomorrow ...



... and beyond

TECHNICAL LEADERSHIP THROUGH RESEARCH Since its beginning in 1941, Electro-Mechanical Research, Inc., has typified the vigorous and inventive spirit that has resulted in its place of national leadership in the field of instrumentation.

□ Founded during World War 'II to serve urgent military defense requirements, EMR was responsible for many innovations, including a system of mine detection by application of infrared techniques. □ It was natural then, after the war, for EMR to expand its talents into a diversified program of research instrumentation. These efforts resulted in the development of airborne and ground telemetry, electro-optics systems, data processing equipment, and related products and systems. □ With the acquisition of Applied Science Corporation of Princeton, N. J. (ASCOP); and its most recent addition, Advanced Scientific Instruments Corporation (ASI), EMR has a more comprehensive coverage of telemetry instrumentation than any organization in the industry. □ Typical aerospace programs using EMR equipment are the NASA Project Mercury space capsules, all Tiros weather satellites, Skybolt, Titan I and II, Saturn, Gemini, Surveyor, Nike-Zeus, Orbiting Solar Observatory (S-17), Tel Star and others.

AN ENVIRONMENT OF MAXIMUM RESPONSIBILITY

Three factors account for EMR's technical supremacy — the progressive policies of sound management, company-sponsored research programs, and the exceptional competence of its professional staff. □ EMR engineers and scientists are encouraged to devote their full energies to creative endeavor — to apply their skills across a broad scientific spectrum. EMR maintains a self-stimulating climate for productivity which has been consistently conducive to technical achievement. □ Planned growth and diversification create an environment where maximum responsibility awaits those capable of assuming it.

TODAY'S ACHIEVMENT / NASA WORLD WIDE RANGE

Among its current projects, EMR has manufactured, tested and installed telemetry ground systems for NASA's worldwide manned spacecraft tracking network around the world. □ Eleven racks of electronics at each station acquire telemetry signals from manned spacecraft, and convert the signals into various forms suitable for transmission, display and further computation. □ In addition to system design and installation, EMR will perform site survey at each of the worldwide range stations; conduct training courses for NASA personnel; and provide technical assistance in running simulated missions to familiarize NASA personnel with the operation of the new PCM stations. □ This contribution to the NASA worldwide tracking network is typical of the activity which has made EMR the nation's technical leader in the field of instrumentation systems and products.

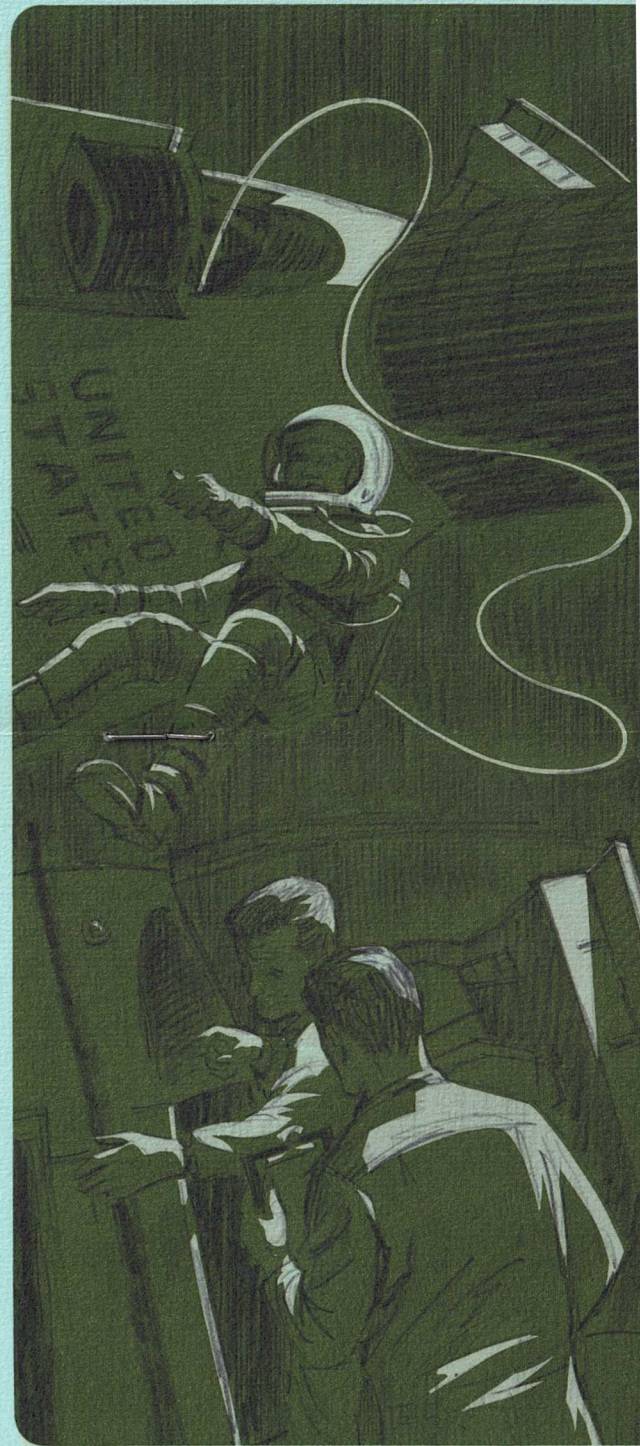


SUPERIOR SKILLS PRODUCE SUPERIOR TECHNOLOGY

The constant price of leadership is the sustained, successful effort to set the pace for new ideas and techniques. □ EMR's staff and facilities carry the full responsibility for product development from initial conception to ultimate production. □ Professional skills and exceptional physical plant combine to produce optimum quality products and systems with reliability factors that lead the field. □ Program continuity is assured by company sponsorship in promising areas, recognizing future needs, and funding programs to meet those needs. —

TOMORROW'S ADVENTURE/ PROJECT GEMINI

Gemini . . . two men in space, will accomplish a giant step forward in manned space flight. Gemini and an Agena rocket will perform the nation's first space rendezvous, with power to boost Gemini to a new orbit over 2,000 miles in space. □ As a major sub-contractor to McDonnell Aircraft Corporation, EMR will supply spacecraft data transmission systems, onboard recording systems and associated ground checkout equipment for Gemini. □ EMR's spacecraft data transmission and recording system will collect, record and transmit data regarding vital functions of Gemini and its two-man crew, including data on the rendezvous and docking operation. □ EMR will also supply ground checkout equipment to provide fully automated checkout of Gemini's complete spacecraft telemetry system in minutes. This function will be performed by an EMR high speed PCM ground station.



DESTINATION: UNIVERSE!

The philosopher who once said there is no ultimate achievement little realized the truth of this statement! The application of today's theory to tomorrow's enterprise is a constant evolution in science. □ There is always a better method, a new purpose to which current ideas may be put to use. A policy of anticipating the needs of future exploration in our ever-expanding universe is the means by which EMR will retain its position of technical leadership. □ Who knows what new adventure lurks over the edge of tomorrow? Whatever it is, EMR is prepared to meet its new challenge as it has those past.

BEYOND TOMORROW / SOLAR SYSTEM TRAVEL

EMR is currently under contract to Jet Propulsion Laboratory and NASA's Manned Spacecraft Center for highly advanced studies into the possible applications of digital television techniques to bandwidth compression in unmanned and manned space exploration programs. □ NASA's OAO Project Telescope, and Voyager studies are highly representative of this area of research and development. In Telescope, EMR electro-optics — the most sophisticated in a satellite to date — will scan stars and nebulosities, transmitting video information to the ground in digital or analog form. □ EMR ground digital data processing equipment will automatically print out a star catalog of over 50,000 stars. These and other applications of advanced digital television techniques will provide invaluable fore-knowledge to astronauts and scientists, and hasten the day of interplanetary flight.



SARASOTA / SUNCOAST CULTURAL CENTER

EDUCATION Time Magazine has described Sarasota's public school system as one of the best designed in the United States. New College, a privately endowed, 4-year institution, will open in Fall 1964. A junior college is located in nearby Bradenton.

CULTURAL LIFE Sarasota has a sizable art colony, an accomplished Little Theater group, and a Community Concerts Association. It is the home of the internationally famous Ringling Art Museum, Asolo Theatre, and Ringling School of Art.

HOUSING Costs for comparable homes are about 15% lower in Sarasota than in the north. Waterfront homes naturally command a premium. Mild winters mean low heating costs. Florida living is typified with patios, barbecues and swimming pools.

FAMILY LIVING IN A SUB-TROPICAL CLIMATE

RECREATION Six fine golf courses are open to the public. Sarasota is world-famous for watersports, hunting and magnificent tarpon fishing. White gulf beaches and some of the nation's finest restaurants provide family fun and relaxation.

CLIMATE Weather is uniformly moderate throughout the year. This allows Winter to Summer, year-around enjoyment of beaches, boating and fishing. A profusion of tropical flowers, plants and palms add immeasurable beauty to the entire area.

HEALTH Many people actually move to Florida for their health. Much recreational life and physical well-being comes "free" with the sun. The incidence of respiratory diseases is low. Polio is below the national average. Spas and health resorts are numerous.



EMR has produced ground or vehicle-borne telemetry equipment for virtually every U. S. launched missile that has been required to send back information concerning itself or its environment. EMR's numerous significant contributions to the art of data communications have become the standard by which others are compared.

**DO YOUR PROFESSIONAL ABILITIES
DEMAND EXPRESSION
IN THIS ATMOSPHERE OF
BROAD SCIENTIFIC ENDEAVOR?**

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