

See-While-You-Talk Service

AMERICAN TELEPHONE AND TELEGRAPH COMPANY

195 BROADWAY, NEW YORK, N. Y. 10007

AREA CODE 212 393-3011

LEE C. TAIT  
ASSISTANT VICE PRESIDENT

May 28, 1964

C.L. 1551

Topical Index Code 4K6A

Mr. W. J. McManus, Vice President  
The Ches. & Pot. Tel. Co.  
1710 H Street, N.W.  
Washington, D. C. 20006

As covered in Mr. Collins' letter of May 13, message toll service between "PICTUREPHONE" sets will be offered on an intercity basis beginning June 11, 1964 at the following locations:

- New York - West balcony of Grand Central Station, corner 42nd St. and Vanderbilt Ave.
- Chicago - Main lobby of the Prudential Insurance Company of America Building, corner Michigan Ave. and Randolph St.
- Washington - Main lobby of the National Geographic Society Building, corner 16th and L Streets

The new offering designated as See-While-You-Talk Service is filed in Long Lines Tariff FCC 132 to expire with June 10, 1965 unless sooner cancelled, changed or extended. Rates are as follows:

<u>Miles</u>	<u>Initial 3 Minutes</u>	<u>Each Additional Minute</u>
0-250	\$16	\$5
250-600	\$21	\$7
600-1200	\$27	\$9
1200-2000	\$33	\$11
2000 and Over	\$40	\$13

At the start, service will be available between the hours of 9 A.M. and 10 P.M. Eastern Daylight Saving Time. People who wish to use the service should call the See-While-You-Talk center from which he wishes to talk and make an appointment. There will be no charge for such calls. The numbers will be obtainable by calling the Information Bureaus for New York, Chicago or Washington.

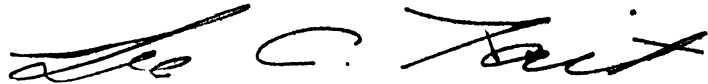
Shortly before the scheduled time of the call, both persons will go to the See-While-You-Talk centers in their respective cities for brief instruction in use of the equipment. Users will sit about three feet from the camera and screen and have a choice of using a speakerphone or a regular telephone handset.

When making arrangements for the call the attendant will ask the customer whether he wishes to pay cash for the call at the center, charge the call to his home or office telephone or to a third number, or to his credit card number. Third number charges will be verified with the number to be charged prior to the scheduled appointment time.

The details of the call will be recorded on a mark sense ticket which will be prepared and rated by the attendant. The original ticket will be forwarded to the billing accounting office. The attached exhibit illustrates the suggested procedure and terminology for billing See-While-You-Talk calls. The term "PICTUREPHONE" is an A.T.& T. mark and is to be used only in a trademark sense, but should not be used in billing calls for See-While-You-Talk service.

At the request of Mr. Collins, a copy of this letter is included for the General Traffic Manager. Mr. Boettinger is writing to the Comp-trollers on this matter covering suggested billing procedures. Mr. A.F. Leet, Area Code 212 393-2911, is familiar with this subject and will be glad to discuss any questions that may arise.

Yours very truly,



Assistant Vice President

Attachment  
Exhibit 1

To all General Commercial Managers  
(Copies included for General  
Traffic Managers)