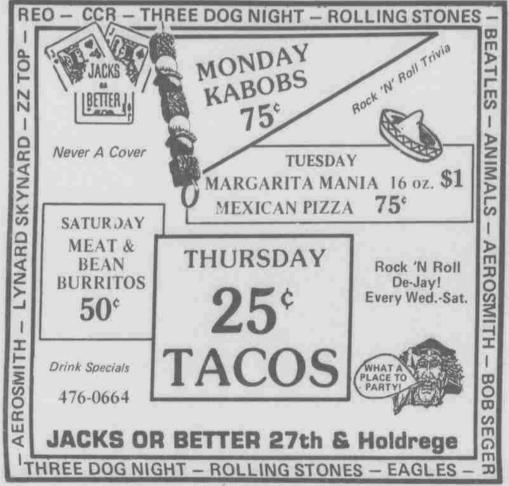
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FOR WOMEN AND MEN

GRAND OPENING

Daily Nebraskan

VCR sales boom; availability, stable prices bring films home

By Marieanne Cassell Staff Reporter

Americans are turning their heads towards the world of movies and VCRs. that 30 to 40 percent of the population will own at least one VCR by this Christmas season.

new lines coming out, and we're seeing a lot more in today's market." Recently Korea's SAMSUNG broke into the market with their own line.

So what's the big deal? Availability seems to be the key. VCRs are becoming more available, prices are stable and there's an increase in the number of movies being made for VCRs. Not only are VCRs becoming smaller and more versatile, but they're also becoming easier to run. VCRs themselves can be bought in most major department stores and rented from most corner convenience stores. Who would have dreamed that in 1986 you could fill up your gas tank, your plastic pop glass, and your spare time at the gas station around the corner?

Movies are also becoming more available. If you can't afford to see a new movie that's just come out, wait a few months, invite your friends over, and you can watch one three times in a row or frame-by-frame for half the cost. Films on just about any subject can be found, including the new "How To"movies. Julia Child can teach you how to cook, you can be taught how to golf, and there are also films on how to hunt geese, or keep your child safe in your own home. Next to these are the ever popular hit movies that are released following their box office debut, and favorite Walt Disney flicks from way back.

New offerings that will soon be hit-

already, are "Miami Vice" and "Dallas"

The key terms in VCRs today are VHS Videocassette recorders became popu- and BETA. Sony was the first to market lar about 10 years ago, and ever since the VCR recorder and they marketed then sales have been booming. Experts the BETA system. Big names in home area." say that in 1981 1 percent of the market electronics like Magnavox, RCA, etc., owned VCRs, but today it's expected marketed the equally sound system called VHS, and a buyer must decide future world of VCRs are the new 8mm between the two. Says Keefe, "contrary to popular belief, BETA is not dying Mike Keefe, assistant manager of out. The only way that BETA will die out Applause Video's 48th and 0 store, says is if the manufacturers choose not to panies got together with the intention "VCRs are not a fad. Sales were down make the BETA tapes." Keefe says that of standardizing VCR equipment on a last year, but there are continuously this won't happen because of the com- worldwide basis. Thus, the 8mm video panies that provide BETA brand tapes. recorders, cassettes and camcorders Says Keefe, "VHS is following in BETA's evolved. The 8mm Digital Audio Video footsteps in their new systems. VHS is or DAV, combines up to 24 hours of over name' companies like Sears and JC video on one cassette that looks a tad Penneys, and people have grown to bit smaller than a regular recording depend on and be loyal to those com- tape. This system is being put out by panies." In fact, BETA is backed by Sony and can be found for less than larger companies like Sony/Sanyo and \$1,000.

ting video store shelves, if they haven't Toshiba, who give them more credibility. "Worldwide, BETA is more domire-runs. Even the made for TV miniser- nant. Nationwide, VHS is more domiies are finding their way to our fingertips. nant. "On the average," says Keefe, "VHS is found nationwide to fill 80 percent of the households where BETA fills only 20 percent depending on the

What else is there after VCRs? In the video cameras and recorders. As explained by the August 1986 issue of Video Review magazine, 127 VCR comjust being sold by bigger 'household 80dB audio range and up to 4 hours of



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