

Seventy years of television in: Loewe: Press release Kronach 2001

Seventy years of television

Kronach – Seventy years ago, Manfred von Ardenne (1907-1997) introduced the world's first electronic television at the eighth IFA in Berlin. The debut of this new sensation was reported August 16, 1931 in the *New York Times*. Ardenne's prototype was on display at the Radio AG D. S. Loewe (today Loewe AG) exhibit in Hall 3, Stand 331.

The new device electronically transmitted moving pictures for the first time. Ardenne, associated with Loewe since its founding in 1923, applied existing technology, including the cathode-ray tube, to transmit and reproduce television images. Ardenne's genius and vision were in his design; he selected and optimized components to allow continuous picture quality improvements. The mechanical television, which had previously defined television technology, was limited in this respect. Cathode-ray tubes proved to be superior for the reception and broadcast of TV signals. The electronic television was born!

Ardenne's experimental design, known as the "pixel scanner" or "flying spot scanner," was especially suitable for transmitting slide images and movies. The technology was used for this purpose in Germany until approximately 1980.

Two years later in 1933, Loewe introduced the first production-ready television at IFA in Berlin. The local *Berliner Morgenpost* newspaper reported, "Even crowded scenes are clearly depicted, and the gleam of

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a horse's back is splendidly reproduced. Public reaction is equally fascinating: people don't just look – they stand staring, spellbound by the action on the glowing glass screen."

Dates:

December 14, 1930

Manfred von Ardenne electronically transmits a slide image.

April 23, 1931

The first films are broadcast to the industry press.

August 16, 1931

The first public broadcast scheduled for the eighth IFA is announced in the *New York Times*.

August 21, 1931

Official opening of the eighth IFA in Berlin. The first public exhibition of the electronic television at the Loewe stand.

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