"I wanted a teleprompter, I just couldn't afford one"

You've seen them on the news programs straddling the front of the studio pedestal conspicuously concealing the business end of the camera lens. Prompters have come a long way since the days when they utilized a long roll of printed paper and a camera pointing at the script as it slid by. Although the basic concept is still the same, advances in technology have enabled prompting to become more flexible and affordable.

Let's face it, it's not rocket science. So why do these bionic mirrored beasts cost up to $5,000? Even if you had the dough, the heavyweight monitors of yesterday were prohibitive because of the pedestal required to support the weight of a CRT type black & white monitor and the counterweights. Ever priced a pedestal?

The newest generation of teleprompters are being fitted with LCD flat panel monitors. These distant cousins to the CRT have become much lighter (about 8 lbs.), more affordable and have made their way into most prompter manufacturer's lineups. When these monitors first hit the market they were very expensive. Like all electronics, as they became a commodity, the price fell. Except of course in the teleprompter market. They're still hovering around the $4,000 to $5,000 range.

On the other end of the spectrum I see "do-it-yourself" kits where you can make a few cuts on a piece of plywood and "wala", you've got a prompter stand. Sorry do-it-yourselfers, it's inexpensive but pretty hokey. It looks like you were trying to make an arcade game but settled for a prompter instead! I can't imagine, showing up to a client, with the "arcade game box" in tow!

I'll grant that most upper end manufacturers offer a custom version of an LCD panel with composite video inputs and reversing electronics but that stuff isn't required anymore. Teleprompter software companies have written the task of reversing the video into its software programs and outputting it to VGA. There are also 'off the shelf' composite video LCD monitors that reverse the displayed image. There is no need for proprietary electronics anymore. After their 50,000 hour life span (that's almost 6 years if you never turn it off) you just buy a new monitor! Why pay thousands more?

I know…I've been harping on price here, but that's probably the main reason you haven't purchased a teleprompter yourself or replaced the obsolete one you bought years ago. Maybe you've been renting one? It doesn't take many rental days to pay for a JonyPrompter.

So rather than rent or fork over the $5k I decided to design one myself. No plywood! I knew that it needed to be light but sturdy. I also knew it needed to be small and portable so it could be taken on location. It should fit in a case with accessories and a laptop so that everything would be stored in one place but easily accessed.

Out to the shop I went. The prototype was made out of some masonite, a piano hinge and a window frame. This allowed me to tweak dimensions and check balance without much effort. After I was satisfied with all the measurements, I set out to cast the project in that miracle lightweight metal, aluminum.

The upper and lower supports are solid 1/4" aluminum cut on a computer controlled plotting table. The frame holding the glass is welded and miter cut to fit. All pieces are then coated with a tough wrinkle black powder coating which is baked on in a large commercial oven. The beamsplitter is 60/40 mirrored glass just like the $5k unit's use. The removable black cloth cowl is custom sewn and fitted with a drawstring and cord-lock designed to fit a wide range of lenses.

The JonyPrompters are then assembled and tested. No tools are required to install and mount it to your gear because JonyPrompter comes with handles on the mounting nuts and bolts. Just a few twists of the wrist and you're ready to shoot.

The JonyPrompter, with it's provided hardware, sandwiches between your tripod's quick release plate and your camera's quick release plate. If you don't have a broadcast camera then you simply raise the camera platform two inches with the included standoffs and use the 1/4" knob bolt to secure your smaller camera directly to the JonyPrompter.

I get asked many questions about how the unit connects to the prompter operator's computer. Since the standard monitor is a computer monitor, it connects with a standard HD 15-pin VGA cable. If you need the prompter to be 50 feet from your computer you can order the system with a 50-foot VGA extension cable. This is the basic configuration

Plug & Prompt

If you are in a 3 camera studio environment with CCUs and a composite video prompter feed through your camera's CCU cable, then you merely need to order the JonyPrompter with composite monitors and it's "plug and prompt"! Just plug your composite video signal from your computer, split through a distribution amplifier and run this signal through each CCU cable to your cameras.

Then you just need a short video cable from your camera to the prompter. You can buy two JonyPrompters for the price of one of theirs.

Let's talk software…There are many software programs out there. Again, there are expensive programs that integrate with your network and are designed for broadcast news organizations. Then, there are simple but powerful applications that have features like 'edit on the fly' and the smooth scrolling that we all need for prompting. Generally, applications for the Apple platform are more expensive than those written for a Windows unit. I have recommended a couple of windows programs, we offer, on the next page.

Since this unit is portable, it wouldn't be complete lest it fit snugly into a wheeled Pelican 1650 professional shipping/carrying case with custom foam inserts. There's room for the JonyPrompter, a laptop, cables and accessories.

I have included a 15" flat panel teleprompter competitive comparison on the next page. Check them out, compare them to the JonyPrompter pricing, take a look at the software and then call us. We'll be glad to answer any additional questions.

Call 877-566-9542

JonyPrompter

15" LCD Flat Panel Teleprompter Competitive Matrix

sorted by price

Mfg	Model	Address	*Price
JonyJib	JonyPrompter	http://www.jonyjib.com	$1,995
Mirror Image	LC-1550	http://www.teleprompter.com	$3,595
Tekskil	LCD15	http://www.tekskil.com	$4,795
TeleScript	FPS-150	http://www.telescript.com	$5,495
QTV	FDP-15	http://www.qtv.com	$5,950
Audio Video Design	AV-15SB	http://www.avd-prompt.com	?

*PC, software and controllers optional

? = could not confirm

Software

I won't write a bunch here because you can go to their respective websites and see the difference between these three programs:

Intelliprompter $250 www.baycoast.com

This program can be ordered with a nice hand controller which can be used by either the teleprompter operator or the talent. It is great for smaller applications and has speed control calibration utilities to match the speed of your computer. Inteliprompter, the latest in our fine line of professional teleprompter solutions, is now released at Version 2! Take a look at our features and improvements, and just imagine how much more professional your next production can look. Whether you're looking at it because of its ease-of-use, features, or cost, Inteliprompter fits the bill! Check out Inteliprompter's professional features and see for yourself why!

TeleScreen 32 $275 www.drs-digitrax.com

The first teleprompter for the Multimedia PC (June 97), and still the Video TelePrompTer of choice for Video Pro's. The only Multimedia PC TelePrompTer that works the way you do. Truly a time saver. TeleScreen-32 is the latest in professional TelePrompTer software. TeleScreen-32 has all of the user-friendly features our customers have come to expect from this easy-to-use software product. Check out our features and improvements to see how much more professional your next production will be. Whether you're looking at it because of its ease-of-use features, or price, TeleScreen-32 will do it all. See for yourself why video producers world wide are using this award winning teleprompter software.

StudioPrompter $375 www.drs-digitrax.com

StudioPrompter was developed for the multi-monitor teleprompter in your studio. Using multiple monitors frees up the talent to do what they do best and puts **YOU** in control. Even though StudioPrompter was designed for two person operation, the talent and teleprompter operator, it can also be used by a single person very easily. Using two monitors, the operator can run the session without the talent knowing or seeing any of the behind the scenes teleprompter operations. The operator console provides all of the functionality of StudioPrompter even while the talent is reading the teleprompter copy. The speed, colors, text files and scroll direction can be changed as the text being scrolled on the second monitor. StudioPrompter also uses RTF (rich text files) for scrolling content. All color and formatting can be used to organize your teleprompting sessions. Multiple document scrolling provides you with all the options to shoot multiple talent talking head segments like a PRO! Using multiple script documents allows you to assign a different document to each member of the talent team (up to 8). The [*Alt Files*] option is essentially a "run list". The "run list" documents can have different background and font colors to let the talent know when it's their turn to read.

JonyPrompter Price List

JonyPrompter	JonyPrompter Teleprompter w/ 15" LCD monitor	$1,995.00
JonyPrompt-	JonyPrompter Teleprompter w/o 15" LCD monitor	$1,695.00
Intelliprompter	Software - Inteliprompter Software (PC)	$245.00
Hand Control	Hand Speed Controller - Inteliprompter Serial Port	$195.00
TeleScreen32	Software - Telescreen 32 PRO Prompter Software (PC)	$275.00
StudioPrompt	Software - Telescreen StudioPrompter Software (PC)	$375.00

877-566-9542

www.jonyjib.com