

A Pioneer in Glass Components

With its special glass Schott has played a major role in the technological development of television sets.

It all began in the 1930s

The success story of Schott glass components for televisions began in 1936. Then headquartered in Jena, Germany, the company supplied mouth-blown TV tube bulbs for cathode ray tubes used for live transmission of the Olympic games in Berlin. Only some 150,000 people could enjoy the spectacular pictures, however, as the reports were exclusively transmitted to special television-viewing rooms in the German capital.

Promising new beginnings

After World War II, production of black-and-white tube bulbs by hand restarted in the Bavarian towns of Mitterteich and Landshut in 1951. Two years later the production of glass for TV screens and funnels began at a new Schott plant in Mainz. Manufacture was initially by hand, but full automation was introduced in 1955. By the mid-1960s ten million tube bulbs had been produced.

The advent of color

Color television was introduced to Germany in 1967 at the 25th International Radio and Television Exhibition in Berlin. Color pictures were already available in the United States, Japan and Canada. Schott was prepared to meet the new challenge, and the first glass components suitable for color television sets were manufactured that same year.

Paving the way to the future

Production of TV components was speeded up considerably at the beginning of the 1970s through the introduction of robots at Schott, a step that made the company internationally competitive.

Big and wide are beautiful

Another technical challenge was the development of the 16:9 format and the introduction of the so-called Very Large Size models in 1988.



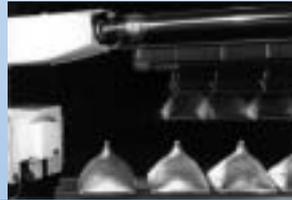
1936



1955



1967



1974



1988



A television room in the late 1930s



Graetz Burggraf F 41, 1955



Neckermann Körting, 1970



Nordmende Spectra Color Studio, 1972

The rise to a mass medium

The first TV sets were installed in private homes in the U.K. and the U.S. at the end of the 1940s. By 1953, 23 million black-and-white televisions were in U.S. households. The first color TV sets at a price of \$1000 apiece were introduced in the U.S. one year later. By 1959 42 million Americans had a TV set at home; some even had two. The market boomed. This trend was also seen in Europe, where 80 television stations broadcast to 150 million people by 1955.

New beginnings in Germany

On December 25, 1952 the first official television program was launched in West Germany. Two to three hours were transmitted daily and programs could only be seen in darkened rooms. Just 800 sets were registered at the time. By 1955 this figure had climbed to 200,000.

The first transatlantic television pictures

The U.S. communications and TV satellite, TELSTAR, transmitted the first television pictures between the United States and France on July 21, 1962.

Pictures from outer space

For many people, the moon landing of Neil Armstrong and Edwin Aldrin marked the beginning of a new era. "A small step for a man, a big step for mankind!" Some 500 million people around the world watched this event, which was broadcast live in Europe on July 21, 1969 (CET).



Start signal in 1936

With his four gold medals, American track-and-field athlete Jesse Owens was the star of the Olympic Games in Berlin in 1936.



Television covered live events

The coronation of Queen Elizabeth II was the first event to be broadcast live throughout Europe on June 2, 1953.

Successful imports from the U.S.

Most of the television series broadcast in Germany in the 1960s were produced in the U.S., such as "Lassie," "Flipper," and "I Dream of Jeannie." By the mid-1970s, TV sets could be regulated by remote control.



Market leader
in product range

Recognition
from customers

New formats and designs
enter the market

Another milestone in TV glass production at Schott was the creation in 1995 of a joint venture with STV Glass in the Czech Republic, with a full takeover in 1999. The new plant opened up fresh opportunities: STV Glass produced funnels for small- and medium-sized tubes, while Mainz concentrated on the larger sizes. Schott was therefore able to offer customers the widest range of products and consolidate the company's market leadership in Europe.

CRT still has
a promising future

The cathode ray tube (CRT) principle is far from dead in the new millennium. The claims "unbeatable in quality and unsurpassed in cost-efficiency" still apply. With designs for flat screens, smaller sets and lower energy consumption, Schott has ensured that it will remain at the forefront of the development of glass components for TV sets.

Records for Schott

In 1991 the company produced its 100 millionth glass color TV component. The production lines at the Mainz plant, equipped with the most up-to-date technology, were producing up to 40,000 units daily.

The quality of glass components from Schott has long been acknowledged by customers. In 1995 Schott received the SONY Quality Award and, one year later, the SONY Environmental Award. The Thomson Multi Media Supplier Award followed in 2000, and the company was given the Supplier of the Year Award by Matsushita Display Devices, Germany in 2002.

A new era in Schott TV glass manufacture dawned in 1998 with the trend towards increasingly flat screens. Mainz started to produce the so-called True Flat screens, which set the standard for large-diagonal screens. Also in 1998 Schott started cooperating with ACBC, China's biggest manufacturer of glass for TV sets.



1991



1995



1998



1999



2002



Loewe *Studio Art 1*, 1987



Brionvega *best 2 15*, 1995



Bang und Olufsen
BeoVision Avant, 1997



Metz *Crete*, 2002

Television around the clock

A variety of TV systems
around the world

In 1979 there were several different TV norms: 60 countries broadcast in the PAL system, 28 used NTSC and 24 countries had SECAM systems, including France and the entire Eastern Block. In 20 countries, television programs were only broadcast in black and white.

Quiz shows, reality TV, sport channels, *Big Brother* – there are no limits to the variety of TV programs. On average, viewers in the European Union watch 204 minutes of television daily. Japanese viewers spend 227 minutes in front of the TV every day, and Americans 260 minutes.

Sports events are
popular with viewers

The World Soccer Championship in 2002 achieved fantastic viewer ratings. In Japan the match of the host country against Russia had the highest viewer rating for a sporting event for decades: 51.2 percent. The total number of viewers worldwide was 35 billion.

Immense joy

Boris Becker scored a matchpoint in Wimbledon on July 7, 1985 and triggered an unprecedented tennis boom. His victory was an international media event. The fall of the wall in Berlin in 1989 was another major media hit. All channels began reporting about the latest happenings in East Germany, even before the people were able to cross the border to freedom.

A constant stream
of TV highlights

Millions of viewers followed the fate of the "Dallas" stars beginning in 1981. Full of intrigues, tragedies and love, the series was watched regularly by 300 million people in 64 countries. Viewed live by some 750 million people throughout the world, the wedding of Lady Diane and Prince Charles on July 29 was another major TV highlight in 1981.



The world is
taken by shock

TV footage of the terrorist attack on the World Trade Center in New York on September 11, 2001 shocked and horrified the world.

