

Talk to Don Bendery concerning Intermediate Machine Committee; Nov 6, '58

- To Make intelligent decisions concerning:

how much money we should spend on a reduced price & cap. of stretch

- To make transition from 709 class as easy as possible

ie - modular growth for customers.

also at the same time make portions of senior machine in large prod. → reduced price as a result (narrows the gap between 7090 & E)

- 7090 will offer stiff competition to lower end of STRETCH.

New machine must be competitive to any other indep. approach. - Transac, etc. 7095,

- compatible? - We can't make policy decision here - 90% compatible?

(100% not possible) what areas? effect on applied prog?

- Keep open mind initially - Then begin to close down as picture develops.

watch out for low cost commercial machine - we may over-compensate against Junior & get nothing, (open minded - appraisal of all possibilities)

Graham - will be active - ~~we~~ may be others of this group may also be, P.P. will match Engr. man for man

figure out schedule - more assistance,

Time pressure? - no competition now ~~to~~ put pressure on us,

- evaluate diff. configurations - how does

705 replacement? - price range - so far no evidence of getting in this range.

In the main still scientific use will support initially - but evaluate machine in commercial area - if it looks a threat

not looking for commercial stretch, must be competitive to 7090

a tough political arena - - - must be on toes

- possible revenue sources from STRETCH - early returns will be small.
- will set up yardsticks to measure effects + costs.

→ use technical insight to take direction - then have to follow structure of marketing  
live within structure & try to guide it - not fight it -  
ie. try to get right nos. ~~of~~ out of mkt. research by giving them right info.

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Jones: meeting Monday Nov 10 -