

SEP 7 1971

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FROM: Roy H. Pollack and Bernie Marren

SUBJECT: Program Priority Relative to MOS Large Scale Standards

DATE: September 2, 1971

CC:

INTRODUCTION:

There have been many recent inputs relative to this highly interesting and innovative subject - MOS Large Scale Standards. This project must be assigned the proper business priority relative to all the projects that impact the MOS business. The purpose of this memo is to communicate our present strategy relative to MOS Large Scale Standards.

CONCLUSION:

In the common meaning of the term, Large Scale Standards, we cannot afford a major specific program at this time. The investment demands that dictate this priority assessment will hold for a period of between one and three years. Therefore, as a practical matter, no work can be contemplated on broad spectrum large scale standards through 1971, and probably through 1972.

SUMMARY OF HIGH PRIORITY PROJECTS:

1. Extend application engineering - both direct support to marketing to enhance sales, and as a feedback source to guide specific standard product and technology objectives -
2. Accelerate standard product coverage in real customer situations -
3. Extend custom product effort to broader customer base -
4. Improve total Fairchild systems response time to customer needs - ROM's, et al -
5. Extend practical CAD and simulation strength through systems level -
6. Improve area efficiency of chips -

- 2 -

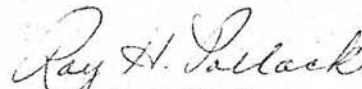
7. Implement new technology design options -
8. Bring to practical utilization, and extend or expand, existing LSI designs - for example, present 6 chip calculator set to use with multiple memories and RAMS; implement CROM concept etc. -
9. Establish wafer fab manufacturing cost leadership -
10. Provide practical cost/effective interconnection technology options for multichip assemblies -

At such time as -

- the above projects are in solid shape
- our visibility of the marketplace is sufficiently clear, (in excess of 30% penetration on a worldwide basis)
- our technology capability gives us clear industry leadership
- our business is generating both solid profit, and adequate gross positive margin to support a major specific internal circuit/systems advanced development program

we will carefully consider implementation of a broad spectrum large scale standards program.


Bernie Marren 1971


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