



INTHE ROOM

MEG Announces Latest Communications Products

A new generation of communications equipment was ushered in last month when the Equipment Group announced its latest terminals, control unit and modems.

James Guzy, executive vice president and general manager of the Equipment Group, introduced five new terminal models, new terminal features, and a new terminal control unit. "Taken together, this telecommunications package," says Mr. Guzy, "effectively brings computer power to the end-user at a price performance that was unavailable even last year."

The Terminal Control Unit (TCU) supports a full range of communications devices. Memorex also has added a code conversion capability to the Model 1270 TCU (our first terminal controller) that will automatically translate BCB code of USASCII, and vice versa—an important feature for IBM System/360 and System/370 users.

The first 1240 Communication Terminals were installed last year. The 1240 is capable of operating at a print speed of 60 characters-per-second—twice the speed of its nearest competitors.

Here is a summary of the new terminals and their major features:

- The Memorex 1241 is a multipoint version of the earlier 1240. (Multipoint permits more than one terminal to be attached to a leased line, reducing effective communications line costs.)
- The Memorex 1242 is the 1241 with a line buffer. The buffer permits an operator to enter data through the terminal transmitting at 1200 BPS. The buffer can also be used to free the leased line while the operator keys data into the buffer for later transmission.
- In addition to these two terminals, keyboardless models of all Memorex

terminals—the 1250, 1251, and 1252—designed for Receive Only operation—were announced. These RO terminals can be used as inexpensive, low speed line printers.

The telecommunications package includes the new 1271 Terminal Control Unit. It competes directly with the IBM 2701 TCU. Available on the Memorex 1271 are Autocall features for computer generated dialing. This last feature can be used, for example, to automatically communicate data to multiple branch offices.

Also announced were enhanced capabilities for terminal operations, including two means of controlling vertical forms movement; an optional 10-key pad for hi-speed numeric data entry; optional APL character set with corresponding character set key tops; and record checking to detect errors from the computer or the terminal (Through the Memorex Remote Terminal Analysis Center featured in the March **Intercom**).

"A major catalyst of change is communications technology," says Mr. Guzy. "Communications will be a powerful force for change because it bridges two realities. On the one hand, management requires immense computer systems to reap the economic benefits of centralization. On the other hand, we run our businesses in a decentralized fashion and, in order to make maximum effective use of data processing, we have to distribute information.

"The improvement of communications technology, the increased reliability and speed of communication gear—of terminals, CRTs, COM systems—will enable us to put people on-line. Those who are generating the data and those who are using the data will have access to the computer.

"Communications, by giving a large number of users access to the computer, is one of the contributing factors to growth and change in the data processing industry."

Board Elects New Director



Benno C. Schmidt has been elected to the Memorex Corporation Board of Directors. Mr. Schmidt has been a partner in the New York firm of J. H. Whitney & Co. since 1936 and has served as managing partner since 1964.

His distinguished record in business and the community has earned Mr. Schmidt a listing in Who's Who in America. He is on the board of directors of Global Marine Inc., General Signal Corporation, Marine Colloids Inc., Freeport Sulphur Company, Transcontinental Gas Pipe Line Corporation, Pacific Western Industries, Esperance Land and Development Company and Meri Chemical. He has also served as a general legal counsel for the government, in Washington.

His community activities include serving as a trustee of the Memorial Sloan Kettering Cancer Center, Sloan Kettering Institute; a trustee for the Whitney Museum of American Art; and member of the board and chairman of the executive committee for the Memorial Hospital for Cancer and Allied Diseases.

Mr. Schmidt holds an AB and LLB from the University of Texas.

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ABOUT THE COVER

Santa Clara Mayor Gary Gillmor (left) and Bank of America President A. W. Clausen listen as Company President Laurence Spitters dedicates the San Tomas facilities to the employees of Memorex.

Mr. Spitters Dedicates New Site To the People of Memorex

More than 500 shareholders and friends of the Company were present on Wednesday, May 19, to celebrate Memorex's 10th anniversary, dedicate our San Tomas facilities, and attend an informational meeting for shareholders.

In his opening talk at the dedication, Company President Laurence Spitters welcomed our guests of honor, including A. W. Clausen, president of Bank of America, and Santa Clara's Mayor Gary Gillmor. Mr. Spitters then went on to talk about the Company's history, saying in reflection, "This decade of Memorex growth teaches us that when a motivated organization reaches beyond its grasp, its abilities to stretch its talents and meet exceedingly ambitious goals can't be overestimated. It teaches us that the enterprise and energies, inventiveness and resourcefulness of Memorex people are never to be underestimated."

He continued his tribute to employees, saying, "It's been my extraordinary good fortune to be associated with these people now for ten years and to all of them, on behalf of the shareholders of the Company, I express my hardest esteem and congratulations. As in any sizeable organization, Memorex people differ from one another, but importantly, they share a common characteristic. They are uncommon people . . . On this tenth anniversary then, Memorex Corporation must commit itself to preserve this partnership with employees. What could be more fitting today than to dedicate these fine facilities to all of our employees, uncommon people all."

Mayor Gillmor, who spoke "on behalf of the nearly 100,000 people of Santa Clara," complimented the Company for its progress over the past decade, saying, "I truly believe that Memorex Corporation is a miracle of the sixties. I think the reason is that, like the City bears a personality, the Corporation does, and this is the personality of farsightedness and ambition . . . I'm looking forward in the seventies to working with this organization, and I know we all

hope and pray that the economy is upgraded. But with this facility and this staff, no matter what the turns of the economic system, success will be spelled out for you . . . our number one corporate citizen."

Mr. Clausen spoke on behalf of Bank of America, which has played a major role in financing Memorex's growth since 1961. He said, "Perhaps you can share my perspective when I tell you that ten years ago when I first became aware of Memorex, it consisted entirely of four young men with an idea that they could make and market computer tape better than the competition. In the exciting decade between then and now, that idea has grown into a worldwide company with more than 6,000 employees, occupying two million square feet of business space and operating from 60 U. S. bases and 34 overseas locations . . .

"So you can see, speaking as a banker and reflecting on the Bank of America's close ten-year association with Memorex, I can say with conviction that I am delighted to be here to celebrate this occasion . . .

"Stepping out of the banker's role and into that of a Bay Area citizen, I think we must all respect the economic contribution Memorex has made to our community and our state. The company is today one of the largest in Northern California and has helped the Bay Area earn and maintain its growing reputation as a high technology resource and a center for precision industries . . .

"As you can see here today, Memorex is not only one of the largest corporate landowners in the county, but one of the most responsible in terms of its obligations to the environment. Both the Company and its architects deserve our thanks for the eye-pleasing line and park-like openness of this installation."

(Note: The text of Mr. Spitters' speech to shareholders is not repeated here since it will be separately mailed to employees.)

Enjoying the dedication ceremonies are Mr. Spitters and Mayor Gillmor. The Mayor is reading a congratulatory message from Governor Ronald Reagan. The letter from Governor Reagan and another from M. H. Stans, U. S. Secretary of Commerce, were printed out on a Memorex 1280 Communication Terminal. The other photos are of the shareholders' meeting and displays.



Hundreds of Families Tour MEG, Administration Buildings At First San Tomas Open House



