

ced**INTEROFFICE
MEMORANDUM**

DATE 9 November 1959

SUBJECT

TO Sales

FROM Ted Johnson

I would like to receive preliminary information on unit prices and specifications of the new product line 3000 series. I would also like information on the state of development of the System Building Block 4000 series which I understood also to be in the picture. The News Release I have on the 3000 series is dated for 9 November 1959. I strongly feel that no News Release should go out without some thoroughly preliminary information regarding this equipment being provided to the Sales Department. Without offering the option of looking at these preliminary specifications and making comments, the sales force is prevented from making constructive suggestions on the release of these new products. I would like to suggest that some preliminary proof sheets be sent out to sales people, particularly out here in the West Coast, providing tentative specifications on the equipment and giving a statement of policy as to the time schedule for making an active sales effort with regard to these products. It is necessary with good customers to mention eminent products which might end up saving them money, such as the 500 kc. line. On the other hand, one feels silly when discussing an actual requirement with reference only to future products. I did receive information on the 3000 and 4000 series, but would appreciate receiving periodic outlines from the New Products Committee and the opportunity to present a statement as to the market ability and possible considerations involved in the release of such a product. Such a memo to sales certainly does not need to be binding nor in finished form, and I think should result as a bi-product of the New Products Committee records.

The future of the 500 kc. line looks good from here at some sacrifice to the 5 megacycle building blocks and the proportionally greater dollar volume in the long run. I think it will result in more higher speed blocks sales because of its sales introduction feature. Are we planning an active campaign directed at the Universities and similar markets? This could take up a lot of time and I think a heavy mailing campaign which carries a great part of the message should be considered rather than consuming a large part of the direct sales effort.

I am not completely sure that Livermore is thoroughly aware of what they are doing with the 10 megacycle blocks. I think it would be definitely to our advantage to send them a descriptive sheet on the 10 megacycle flip-flop as soon as possible. By this time we should be in a position to generate these new product information sheets in very short order. We have the format. Design has been completed. Perhaps

digital equipment corporation

MAYNARD, MASSACHUSETTS

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we can skip some of the backlog that Advertising is faced with and set up a separate short order procedure for turing these things up. Again, I think it is vital that the Sales Department be the first to have complete information on specifications, price, and release of new products.

How is the sales kit coming? So far the batteries are still operating at which I am amazed, but I look forward to receiving the new sales kit. The Stenerette man was around recently displaying the new miniaturized transcriber and new miniaturized unit which is available.

If the answers to the Holloman memo have not been sent out yet, I would appreciate receiving them as soon as possible so that I can call in the information.

I am currently planning a trip to the Seattle area at the end of this month. Our mailing inquiries have been mounting and I was successful in contacting a key laboratory in Boeing's Plant #2. I will plan to spend a number of days in the area to make the trip worth while and to make telephone contact with companies in that area such as General Electric Test Station at Richmond, and possibly the customer we have in Idaho. I would like to receive names as fast as they come in on the Seattle area.

The equipment which we had at STL apparently had been collecting dust for some time, but there are some indications of stirring in the digital group and I am making every effort to make them aware of our available services and equipment. I am anxious to get literature on the 500 kc. units to reapproach Henry Grief at Arbor Vitae location. This would involve System Building Blocks, and again I would like to know the future of the 4000 series.

Stanford Research is going to play with the current drivers for a while and I think we should get a pretty good evaluation of them from their study. Plan to go up at the end of the loan period and if possible, cart all of the equipment back down with me. This might be a good time to take up a few scattered companies on the way up the coast.

I have heard a few rumors about AC Spark Plug floating around. It looks like they are equipping themselves with a few top people from STL and making a real push toward setting up a high level facility here down the street. I will make sure that they are kept aware of our abilities and products. Some of the current activities are concerned with: 1) Fenske, Fedrick, and Miller 2) Westrex Corporation

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3) Alvac Computer, who seem to be a real likely prospect for blue line sales 4) JPL (I am trying to push the idea of a lab pool with Ivan Walenta and Mitchell Bain) 5) CEC There is an active group there interested in the equipment and who have to sell their management on it. The key person is Sam Cogan and also Man Tam.

Hope to visit San Diego again next week and will try to make effective use of Jon Fadiman down there when he is out. I would like to know what days Jon plans to be able to visit NEL.

Another department at Autonetics was interested in transistoring a set up and looked favorably on the System Building Blocks. We got a good report from the other group which is in another building, but I am not too sure that this fellow really knows what he wants to do.

I am quite sure that the PDP series will arouse a considerable amount of interest here on the West Coast. I note that from the bi-weekly that you are getting quite a great deal of interest our there also. I would like to know what our policy is going to be in steps of time here as far as making these future products known. At the present time I am using a good amount of discretion to whom I am mentioning our systems and computer capabilities. A good number of companies out here are presently really suffering because of the drawback in several major companies such as Hughes, North American, and Douglas. Plenty of the fringe companies are being very conservative about capital equipment, etc., at this time as a result. It is hard to tell just how much this will effect us. It has effected us at Hughes directly. Other companies around here are also hurting such as Thompson Ramo Wooldridge. I hope to elaborate on this point in the very near future with regards to a general sales forcast for the area. In the coming few weeks, some of the spots I will be hitting are JPL, CEC, Autonetics, Westrex, Edwards Air Force Base, Stanford Research Institute, and then the companies in Seattle and Naval Electronics Lab. and San Diego companies.

In talking with Andy I have found that much of the above requested information has already been sent. Would like to stress the importance of putting out a specifications sheet on the 10 megacycle units as well as seeing that Livermore, who is already a fairly large buyer of this equipment, is sent a copy as soon as possible.