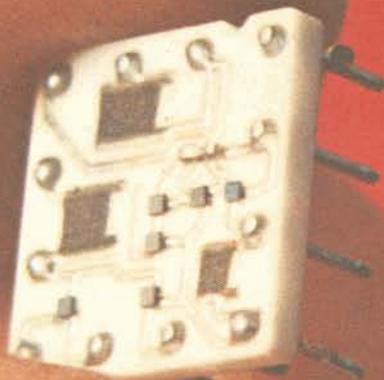
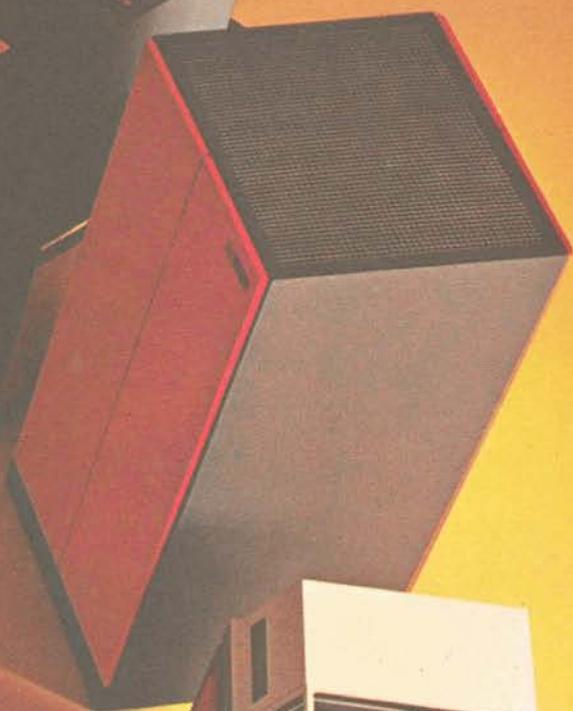


**On April 7, 1964
the entire concept
of computers
changed.**







IBM SYSTEM/360

Now one new computer fills all your data processing needs

Solves commercial problems

You can tailor SYSTEM/360 to fit a small operation, a medium size company or a big nationwide company with many offices and plants.

It's great on commercial problems... handles inventory management simulation, operations research, market forecasting and other problems more efficiently than ever before.

SYSTEM/360 comes with large memory that reduces the number of programs it takes to complete a big job. It comes with an improved COBOL compiler. It moves from job to job without operator intervention and thus speeds work flow. But that's only the beginning.



Solves scientific/engineering problems

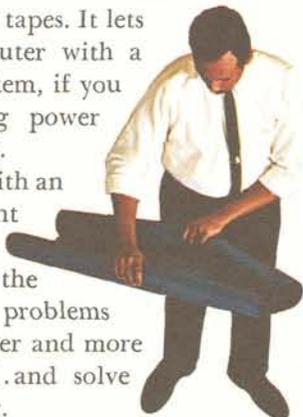
SYSTEM/360 also is a powerful and efficient scientific tool for linear programming, automated design engineering, statistical analysis of experimental data and other tasks.

It can handle floating point arithmetic calculations from 10^{-78} to 10^{75} to 15-digit accuracy.

It can let two computers share main core memory or files or tapes. It lets you back up a computer with a smaller, lower cost system, if you need extra processing power and system availability.

SYSTEM/360 comes with an improved, more efficient FORTRAN compiler.

Its big memory lets the engineer solve bigger problems than ever....store bigger and more complex programs....and solve problems more quickly.



Solves control problems

SYSTEM/360 can take transmitted data—in volume, as fast as it comes, any time it comes—and read it, store it, or process it, and also handle conventional data processing problems.

That makes it an efficient tool for product testing, process control, process analysis, medical data collection.

The system protects the data in storage and it protects the data coming in. It prevents errors and even detects errors better than previous computers could.

It speeds analysis, decision and action and helps you improve forecasts because it brings you more up-to-date information.



Solves communications problems

SYSTEM/360 was designed to handle data communications—from a small network of terminals to a big nationwide system—and also to handle normal data processing.

The system takes input from terminals, stores it or interrupts a running program to process a priority message. It answers inquiries in print or displays them on screens, disseminates messages to selected locations, speeds handling of communications, prevents delays during peak periods and also processes a scheduled data processing program.

Most important, IBM SYSTEM/360 lets you move into computer communications control gradually.

You can start small. You can add terminals as you need them.

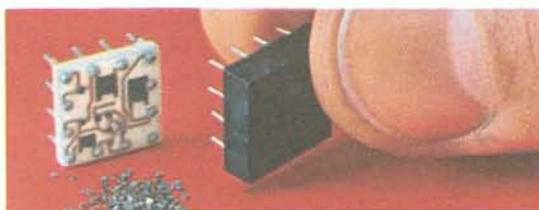


IBM SYSTEM/360

Now one new computer fills all your data processing needs

There has never been a computer like IBM's new SYSTEM/360.

New design, bigger direct-access storage, faster magnetic tapes, visual display devices, printers and communications terminals make this a truly all-purpose system. SYSTEM/360 can handle a great variety of both commercial and scientific data processing problems. At the same time, it efficiently handles a steady flow of communications in your company. In these applications, SYSTEM/360 brings you more useful answers per dollar of cost.



More power per square inch

In SYSTEM/360, we use a new technology built around miniature circuits.

We manufacture tiny chip transistors, assemble them into printed circuits only a half inch square—a fraction of the size of previous circuits. Then we permanently seal each circuit.

These tiny micro-circuits pack more computer logic in smaller space. And they speed operation inside the central processing unit.

Larger memories speed problem solving

With SYSTEM/360, you can get the largest, low-cost core memory ever offered. Large memory helps you speed solution of big or complex problems. It lets the system store bigger blocks of data, bigger programs. So you don't have to solve big problems piecemeal. This saves you time and it saves you money.

With SYSTEM/360, you can tailor memory to suit your need. The main memory comes in sizes up to 512,000 characters. To this you can add up to 8 million characters of bulk core memory. This memory works like the main memory—it's directly addressable.

New computer architecture multiplies uses

New concepts in programming, control, instruction and organization of SYSTEM/360 give you a computer that can solve both scientific and commercial problems fast, in any sequence.

SYSTEM/360 lets you handle more complex, more varied problems, bigger problems or several problems at the same time.

It lets you delete data, change data, add data, in big blocks or a character at a time, with simple programming instructions.

It gives you more thruput, better machine utilization. It reduces the time it takes to get an answer to a problem.

Custom fit the system to the job

With SYSTEM/360, you pick and choose from the broadest array of input and output devices and processing power ever offered in one system. You select tapes, disk storage, printers, communications terminals, card and character readers and display devices.

You don't install more SYSTEM/360 capacity than you need. You don't squeeze your problem into a system that's not quite fast enough or not quite big enough.

Even the programming system can be adapted: choose the size that fits your problem.

Select those units you need right now. Then, add to them later or change them as your problems change—without extensive reprogramming of existing applications.

IBM SYSTEM/360

Now one new computer fills all your data processing needs

You can easily increase the size of SYSTEM/360 when your business grows or you want to add new applications.

You don't have to revise most of your programs. You don't have to switch to new input and output devices.

Any program that works on the smallest configuration can work on the largest.

Same goes for the programming systems. The simplest operating system, the simplest language translator or object program can work on any SYSTEM/360.

Same goes for input and output devices. Any printer, tape, storage unit, reader or terminal that works in a small configuration works in a larger one. You choose what you need now. You add new components when you need them.

This is true from the smallest configuration to the largest configuration.

SYSTEM/360 solves today's problems. And it expands to solve tomorrow's problems, too.

It cuts today's costs... and it will also cut tomorrow's. There's never been a system quite like it.

IBM
DATA PROCESSING

