

- 1 -
Company Confidential

Marketing Plans for STRETCH Systems
Mel Shaden:

March 9, 1959

Key word: RACK
Real
Automata
Computing
Know-how

Two phases:

- (1) limited number special contractual arrangement (with customer) ^{1/29} region
- (2) medium announced - commercial program - (still not set)

Stretch Systems - LAST System - work out variations

Phase I: Objectives

- To enable present users to make firm plans for 1961
- To gain experience in marketing the Stretch System.
- To accomplish the above objectives so as to maximize our chances of success.

Action

(under control of ^{regional} applied science) mgs.

- General promotion by Regional Reps.
- DP Regional Marketing prepares & presents a proposal inviting contractual negotiations
- Full ~~at~~ sales coverage by Regional Rep. during negotiation.
- Regional & local reps must install system.

Special Contract features a different contract,

- option to lease or purchase (or combination)
- option to revert to terms under commercial program if announced
- new extra shift policy
- deposit required on initiation of manufacture.

differences: 1 yrs notice not 90 days

[maintenance included as usual]

(possible plans)

Plan A:

Plan B

176 hr usage
 contract

 --- spread

 --- commercial

STRETCH System
 items

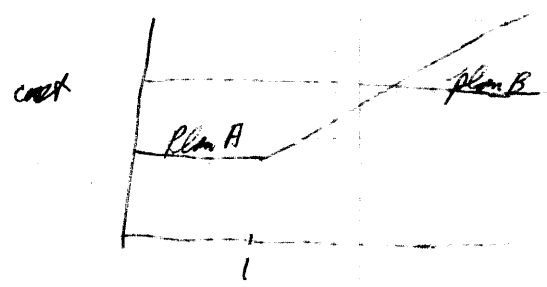
 --- some commercial

\$165,000, per box

24 hour availability basis

5th contract {
 --- commercial
 --- items

surcharge per hour
 usage after 1st 176 hrs.
 lower minimum unit,
 ready status

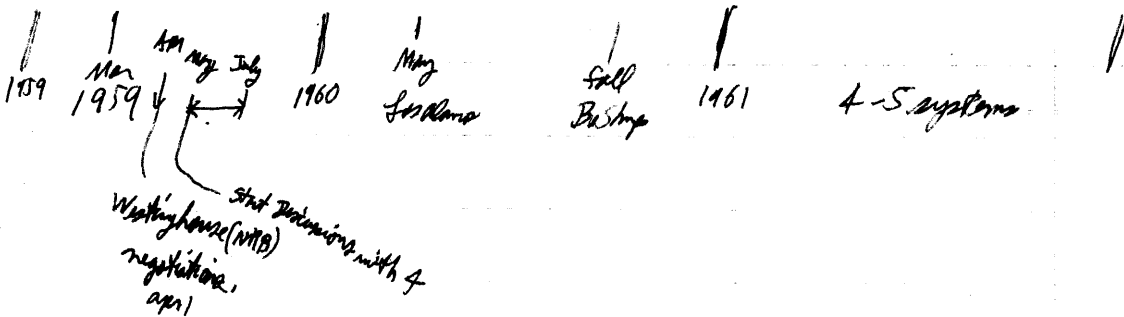


Phase II, Commercial Prog

Objectives

- Provide a logical successor to multiple 706/2020 series installation
- Provide a facility for solving probs too vast for present systems.

Schedule:



Applied Prog:

Start I, II unit sup. "Fortran" system Multi-Sup. Macro.

Teaching Outline

Manuals: confidential - present manual

Executive manual - June '59

Areas of sales:

add by end of 1960
1960
by 61-62
by '62--

1. Large Scientific Users
2. Real Time Use
3. Integrated Commercial System
4. Data Processing - Record Keeping. Page 205.

~~Patent~~ Patent AFB
FAA

"Industrial Dynamics" ^{rev.}
Harvard Business Review.

(Newton)

Patent Restrictions:

3 levels

1. Restricted to IBM personnel
2. IBM confidential
Tech. evaluation of equipment
3. Non-confidential.

- present manual (has plans + patent)

- some Manual - patentwise

- needs letter of transmittal

De Carlo at STARK meeting - offered to talk to customers.

first - "Stretch concepts" non-confidential info.

second - confidential info.

Jan 28, '59 Chap. 1:

Eliminate:

1.2 3rd paragraph - 4M not diff to 1M.

1.7 not to last paragraph? - omit
& last paragraph

4M not
is OK
after all.

1.9 eliminate 1st paragraph

1.15 index out, keep 3 paras. of 1.6, 7 "refill"

1.16 eliminate paras 1, 2 refill

" " para 4 branch relative

1.17 " SWAP

1.21 1.7.3 eliminate completely. "address monitoring"

1.22 clocks, para 1 last sentence "interruption"
" 2 last sentence

can use other instrs ...

but do not discuss the following instructions:

- | | |
|---|-------------------------|
| 1. Compare if equal KE, KFE, KR, KFR | 6. Incomat Immediate |
| 2. Reciprocal Divide | 7. IC, IC#, ICR, CBR |
| 3. Convert Instructions (detail) | 8. Load Value Summed |
| 4. Convert for Test | 9. Store address |
| 5. Load Refill, Store Refill, Rename, Refill, RZC | 10. Branch relative |
| | 11. Execute indirect IC |
| | 12. SWAP 13. Release |

(paten) Patents:

Constitution: Article 1, Sect 8, --- exclusive rights --- general

laws ~ 1790, -- permits to exclude others - can sue others.

patent: period, 17 years.

make, use, or sell.

design patents - $3\frac{1}{2}$ - 7 to 14 years.

"patent pending" - has been applied for.

Compotent: any new & useful process, machine, composition of matter, manufacture
(chemical, etc)

new & improved of machines { e.g. sewing machine 4000
telephone

also plants --

also new designs of manufacture.

Example: medical forceps.

Patent Includes: drawings, then description, then claims "extent of invention"

Cannot patent: - something which is in use - has been described in public meeting

C: conceived
idea

R: Reduced
to machine

Reduce: - build, or effective - file patent.

C - R

must show "diligence" between C & R - idea may be abandoned.

in between - law frames on this,

1st conceiver of idea gets patent

Patent disclosure form: - log book - preferably bound - dated & witnessed preferably in other area, "real & understood"

Patent office: 600 examiners - specialists in field

Example: C ————— R
 + 1 yr C — F — P — ~~1 yr~~ —————

unless described in printed or public papers more than 1 year before
"copy claims" "interference procedure", patent is in doubt forced to ~~can~~ be disclaimed.

72 disclosures from STREET

disclosure: in foreign countries - barred from patents without prior art.
| talk is a disclosure in foreign rights before open group.
| in U.S. has to be written & signed waiver not required.