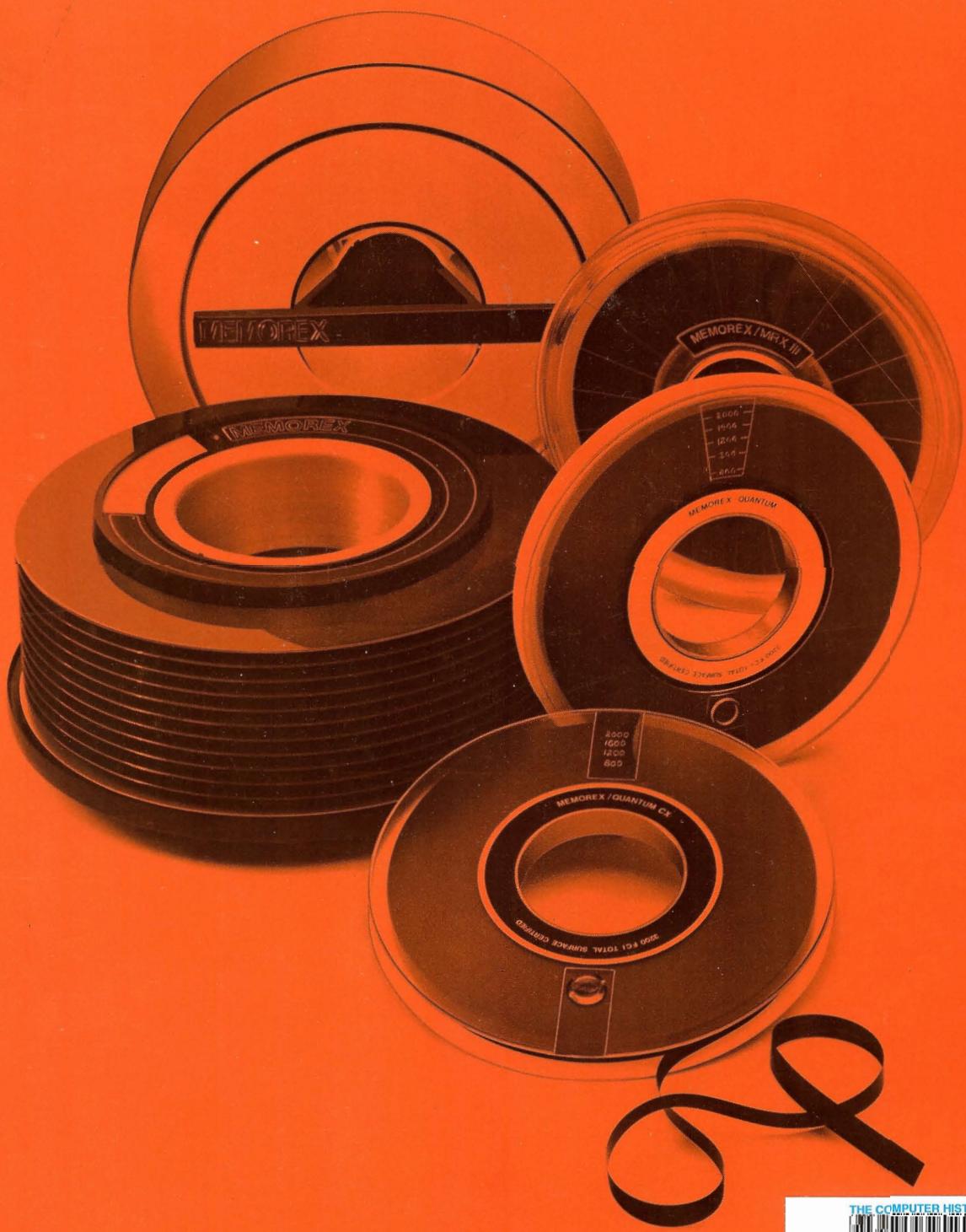


MEMOREX

Computer
Media



Memorex Computer Media – The Vital Link in the Information Processing Chain

We know how easy it can be for you to overlook a vital link in the information processing chain—your computer tape and disc packs. Easy until that day you're down to the wire with a payroll or billing and you have to stop and rerun, stop and rerun, because of media errors. The frustration, wasted time and unnecessary expense soon bring home the lesson that even the smallest element in your system can be critically important. Our job is to take this particular headache out of your operations and leave you secure in the knowledge that your media won't let you down. We make our products to do the job right the first time, so you can do the same.



Memorex – The Finest Name in Computer Tape

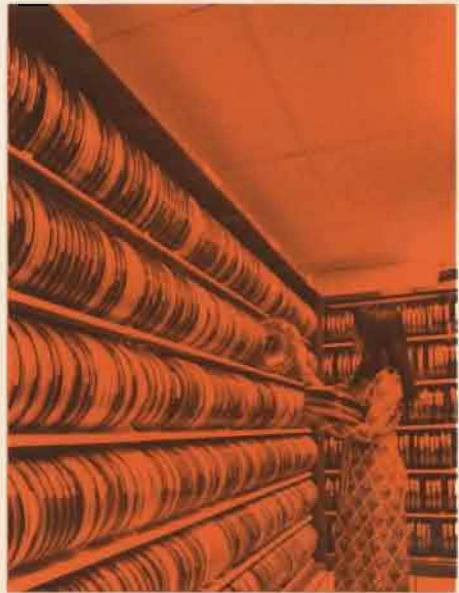
QUANTUM — PREMIUM OXIDE TAPE

Memorex Quantum significantly reduces write-skip and reread errors that occur through oxide shed because of our new chemical formulation which binds a unique stress-resistant oxide to a super-smooth polyester base.

Quantum leaves our factory with no permanent errors, at a known safety margin that's considerably higher than your tape drive's write-check level. And Quantum, because of its vastly more stable magnetic coating, stays that way through all the rigors

of shipping, pre-use storage, heavy use and long-term storage—still free of permanent errors weeks, months, or even years later, each time you put it back on your drive.

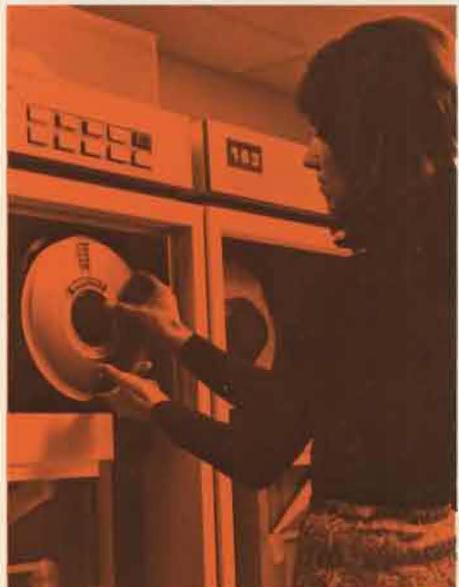
Quantum is ideal for all that irreplaceable data you put on tape for long-term storage . . . pension plan information, tax records, patents and formulas. Protecting your critical data is what Memorex Quantum tape is all about. We warrant our tape for a full five years, a symbol of our confidence that Quantum will give you the long-lasting safety you require for long-term, critical data storage.



MRX III — THE PROVEN DAILY WORK TAPE

In your day-to-day system operations, both the accuracy and durability of your tape are important. This requires a tape of uncommon quality . . . one that starts out error-free and stays that way through heavy use. MRX III is that tape. It has exceptional

smoothness and strength. MRX III easily qualifies as the industry standard. More reels of MRX III have been shipped to customers than any other brand of magnetic tape. Over 8 million reels are still in use around the world.



BACK-COATING — INSURANCE AGAINST DEBRIS-CAUSED ERRORS

One look at the reverse side of tapes without back-coating after extensive use will tell you one reason we offer back-coating . . . scratches result in debris throughout uncoated tape and this means costly errors. Back-coating virtually eliminates scratching, greatly extending the useful life of your tape, which is why we offer both Quantum and MRX III with optional back-coating. Our unique carbon backing formula also solves the debris attraction problem by draining off the static charge as fast as it is produced. And it eliminates cinching caused by

layer-to-layer slippage. There's yet another reason why our tapes are available with back-coatings. Inactive computer tape undergoes tremendous mechanical stress while in storage, subjected to layer-to-layer pressures as much as 4,000 pounds per square inch. Even slight environmental changes cause this pressure-burdened tape to expand, contract and shift. But both Quantum and MRX III back-coatings give an unexcelled protective cushion against these rigors and pressures . . . protection against tape self-destruction and data loss during long-term storage.



Memorex Disc Packs for Dependable Performance

Memorex makes superior disc packs . . . we take extra care in every step to make sure they're the best. The Memorex laboratories are among the best equipped in the world.

Equipment ranges from mass spectrometers to powerful analytical tools like an electron microscope capable of analyzing the structure of a coating formulation in minute detail.

Each substrate is subjected to nine quality control checks before it is ready for coating. Failure to pass any one of these checks results in immediate rejection of the substrate.

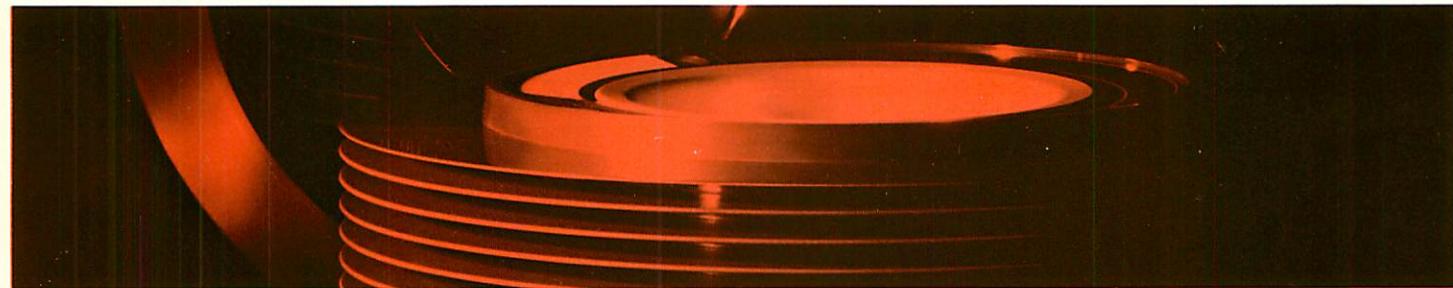
After coating, each disc goes through

a carefully controlled process of curing, polishing and testing . . . mechanical checks, flight tests and magnetic tests. Then the discs are assembled in packs to tolerances less than six-thousandths of an inch, and balanced to within four inch-grams. Then, they're tested again. We "fly" a special test head over the entire surface at one-half the altitude encountered under normal operating conditions. We test 100% of the recording surface, then go back and track the test head in overlapping paths—the areas where your computer may never "look." A single flaw is enough to reject a disc.

TOTAL SERVICE

We show the same care and consideration in other ways. We offer flexible leasing arrangements which can be built around your particular needs . . . short term, expansion or long term, whichever is best for you. And we back all this with highly trained Memorex Sales & Service personnel, dedicated to making sure you're satisfied with every Memorex disc pack.

The result: We sell more disc packs than any other independent producer in the world.



MEMOREX MARK I — 7.25 million bytes of storage. Compatible with the Memorex 630 and IBM 1311 and 2311 and equivalent disc drives.

MEMOREX MARK VI — 29.17 million bytes of storage. Compatible with the Memorex 660 and IBM 2314 and 2319 and equivalent disc drives.

MEMOREX MARK X — 100 million bytes of storage. Compatible with the Memorex 670 and IBM 3330.

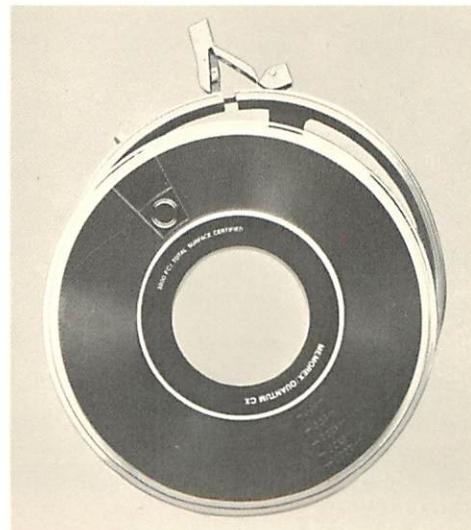
Computer Media Accessories

Tape Accessories

Memorex offers a full line of tape accessories, including self-threading 2420/3420 tape cartridges. Also available are canisters, reels, tape storage units, leaders, write-on labels, reflective markers, grommets and hold-down tabs . . . everything you need to maintain your library in top condition.

Disc Pack Accessories

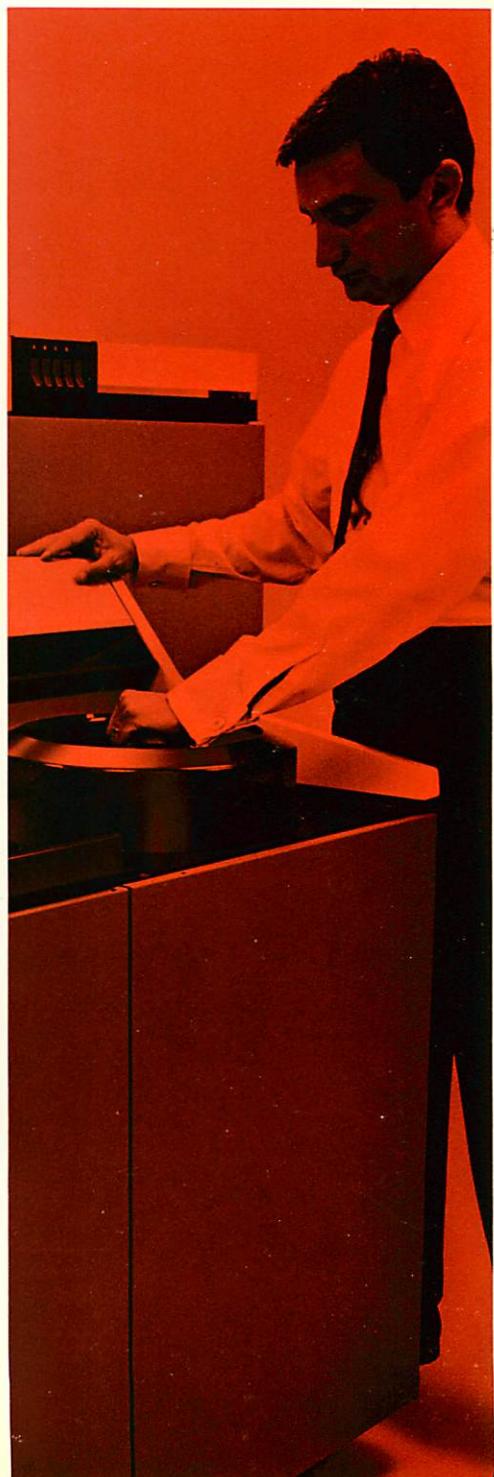
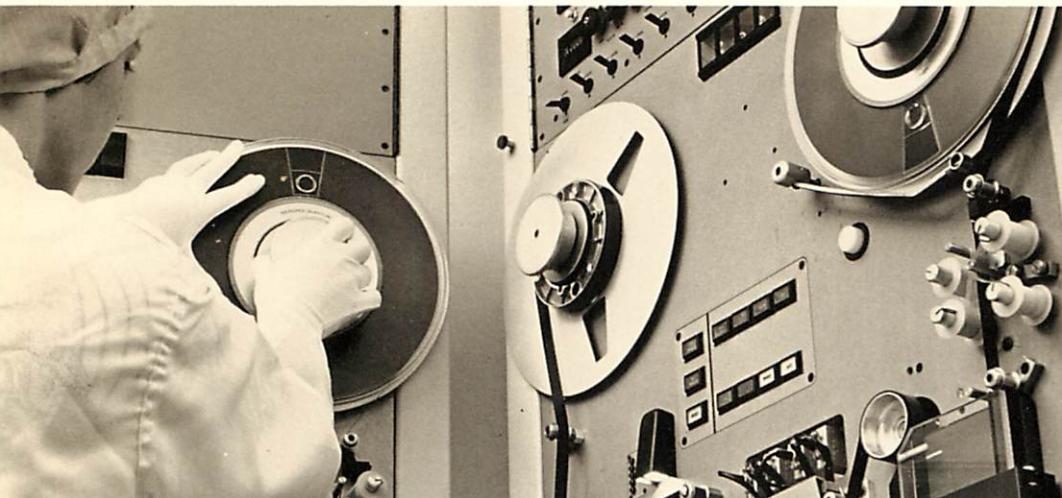
For disc pack users, we offer top and bottom cover sets for the Mark I, Mark VI and Mark X, along with filters.



Memorex... Computer Media From a Total EDP Systems Company

Memorex Computer Media comes to you from a total EDP systems company—a company that knows your applications and needs thoroughly. That's one reason we're the largest computer tape manufacturer in the world. We not only manufacture computer media, but the equipment and systems they serve. You benefit from our experience in all phases of the data processing

industry. We've been a major producer of computer tape for over a decade and we're the largest independent supplier of disc drives and have more disc packs installed worldwide than any other independent supplier. The reasons for our success are simple: we manufacture the equipment our media serves. We know all phases of information processing.



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Memorex – The Total EDP Systems Company



We offer more than superior products . . . we also back them up with quality, experience and service. Our concern for quality is found throughout, with innovative and proven methods used to produce the best possible products. Unique tape formulas, carbon backing, thorough testing, and the many other steps we take produce the highest quality computer media products and service. Our experience spans a decade of manufacturing and marketing computer media products world-wide. Our reputation for excellent service stems from a field support organization unmatched in the computer media industry. All these add up to a company and a product you can depend on.