

# THE MEMOREX PRESS

A newspaper for Memorex employees

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Memorex recently unveiled five new computer peripherals at a press conference in New York City which represented the largest number of products the company has introduced at one time.

## MRX strengthens product line

To put new strength into an expanding product line, Memorex recently introduced five new IBM plug-compatible peripherals at a press conference in New York City.

The announcement represented the largest number of new peripherals ever introduced by the company at one time. President **Dr. Philip S. Dauber** began the presentation to more than 25 computer trade publication editors and market research analysts with an overview of the company.

**Jack Scott**, vice president of Domestic Operations, followed with Memorex's marketing strategies, and **Bob Williams**, vice president of marketing for Domestic Operations, completed the presentations with the new product introductions.

"This announcement is only the beginning. The market for IBM plug-compatible peripherals is growing rapidly. But, to be successful it demands a continuous flow of new products keeping pace with changing price, performance, and functional requirements," said Dr. Dauber.

The following is a summary of new products introduced:

- 3680 High Density Package (HDP) packs 10 gigabytes of storage capacity into less floor space. It represents more than a 40 percent savings in floor space over IBM single-density disk drives offering equivalent storage capacities.
- The 3250 intelligent tape cache processor is a low cost alternative to the new IBM 3480 cartridge tape drive. It offers many performance benefits and works with existing tape drives and computer tape.
- The 2174-8 communications controller can support up to eight Memorex display stations and printers, offering users a cost-effective alternative to 16- and 32-port controllers currently on the market.
- The new 2080 display station is designed for large data entry requirements and is an enhanced version of the Memorex 2078.
- The IBM-compatible 3201/3202 compact magnetic tape controllers are housed in a single cabinet, half the size required by two equivalent IBM 3803 controllers.
- Amber screen for the 2178 compact display station.

## Burroughs net rose 8.3%

Burroughs' first quarter, 1985, net income rose 8.3 percent on a 7.8 percent increase in revenue.

The net income for the first quarter climbed to \$46.6 million, or \$1.03 a share, from \$43 million or 95 cents a share a year earlier. First quarter revenue in 1985 increased to \$1.17 billion from \$1.08 billion in 1984.

Revenue for the year-earlier quarter was restated to reflect the breakout of \$16.9 million in interest and other income, a practice the company said will continue.

W. Michael Blumenthal, chairman and chief executive officer, said "general industry performance and the strength of the U.S. dollar" continue to "constrain our earnings performance and growth rates." But he said he was "very pleased with our progress."

Orders during the first quarter "reflected good gains over the first quarter of 1984," the company said. Orders from overseas and the U.S. government increased for the quarter, but commercial orders "were relatively flat," Mr. Blumenthal said, reflecting a slowdown in that market. Domestic orders, however, were strengthening at the end of the quarter, he said.

## Comm moves to larger facilities

Memorex is moving its Communications division into two buildings in Milpitas, California, totaling 160,570 square feet just minutes from the Santa Clara headquarters.

With the new facilities, at 461 South Milpitas Boulevard, Memorex is consolidating its communications equipment activities from five buildings throughout the Silicon Valley to two at the same site.

The move is scheduled to be completed in May, 1985. The central telephone number is (408) 987-1000. Telex messages should be addressed—MCD.

## In the news

★ It takes hard work and time to develop a relationship with a customer. Because of his rapport with a major banking customer, **Vic Zamarra** was able to put 2178 demonstration units in two of the customer's branches. With help from Memorex Finance Company and System Engineer **Jack Sedgewick**, Zamarra closed an order for sixty-eight 2178 display stations and twenty-nine 2076 remote cluster controllers.

★ **Carl Brannon**, manager of Corporate Administrative Systems, was elected international president of the Business Forms Management Association. Brannon, one of about 2,000 members worldwide, will direct the organization's international activities, including the annual international conference and a forms industry education and training program.

★ Teamwork between Media Products and U.S. Sales and Service paid off in Dallas recently. MPG's **Rick Groesbeck** determined that an oil company was having problems with an IBM tape drive using Memorex computer tape. Equipment salesman **Derek Hall** entered the scene due to Groesbeck's tip and got a purchase order for Memorex tape drives. Customer Engineer **Mark Cox** continued the team effort by successfully installing each unit. Now the team is working on other combined deals in Dallas.

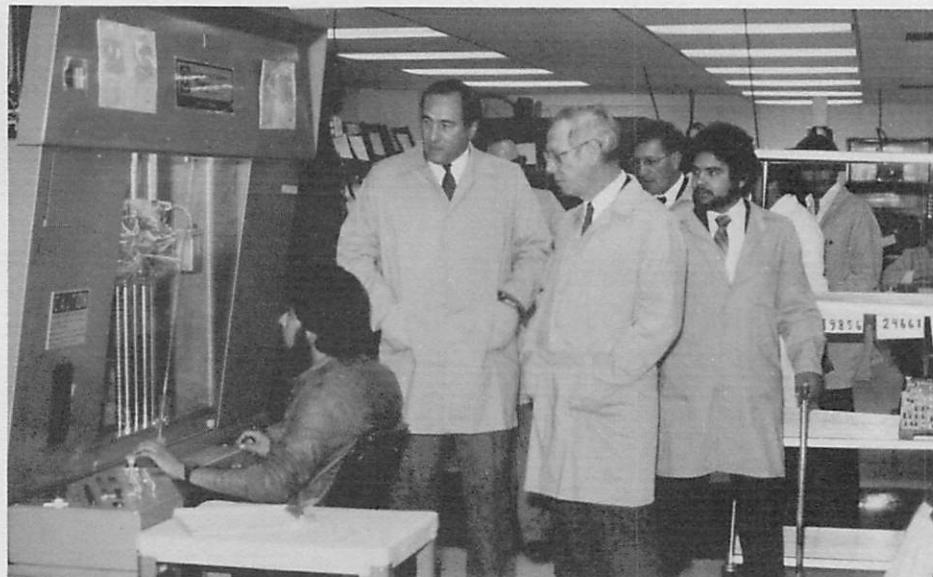
★ Memorex will be supplying 5.25-inch flex disks to Island Logic of the United Kingdom for its new synthesizer and composition music system. The deal is worth approximately \$228,500 over the new two years.

★ Beginning in March of this year, a group of 15 employees have been invited for lunch to discuss company issues with President Philip S. Dauber each week, as long as he is not traveling. These luncheons with the president were initiated by Dr. Dauber in order to have more effective employee communication channels. Employees are randomly selected from all areas and levels throughout Santa Clara.

★ Memorex's mail clerks in the Office Services mailroom in Santa Clara handle more than 220,000 pieces of mail per month.

★ **Beatrice Burgos** of Flex Disk won an Exemplary Action Award for preparing micro disk quality standard books. These books have helped to improve the inspection process for flex disks.

★ **John Graham** of Systems Engineering won a Burroughs Achievement Award for his outstanding work on the 3680 disk drive. Graham's contribution and personal effort helped make the 3680 bench mark tests a success.



The Tucson/Mexico operation manufactures and tests printed circuit boards (PCBs) for both Memorex and Burroughs. In one of the Nogales, Mexico, plants, Burroughs chairman **W. Michael Blumenthal** (middle, front) recently observed how PCBs are wire wrapped. Pictured with him are **Robert Milo** (left) general manager of Tucson/Mexico, **Jose Maldonado** (right) manufacturing test manager, **Jerry Quintana** (rear) assistant to Blumenthal and **Martin Rubalcava** (sitting) PCB technician.

## Burroughs adds to product lines

Burroughs recently introduced new mainframe computer and office automation products. These are summarized below.

- Introduced at a New York press conference recently, the large-scale A 15 mainframe may be considered Burroughs' most important new product in 20 years. The A 15 mainframe, which competes with IBM's Sierra 3090 series, has 2.5 times the computing power of the B 7900, Burroughs' existing top end mainframe.
- Burroughs also unveiled its new medium-to large-scale V Series which is targeted toward banks, savings and loans, and other financial institutions. Two models

of the V Series replace two models of the B 4900.

- The OFISwriter 25 word processing systems combines Burroughs B 25 microcomputer hardware with a specially designed keyboard and new word processing software. It will be available in the second quarter 1985.
- The new Office Management System II (OMS II) brings extensive office automation capabilities to Burroughs mainframe computers. It features six different modules, including electronic mail, document management, workstation integration, networking, form letter, and electronic calendar.

## Centennial Celebration

### Employees attend Burroughs B-day

Three Memorex employees were invited to Burroughs world headquarters in Detroit for the kick off of its Centennial Celebration on April 3. King of Prussia's **Dennis McCormack**, RMCD's **Al Hochberger**, and Human Resource's **Sharon Maiden**, joined 17 other Burroughs employees at a Centennial reception.

"Burroughs officers, the Mayor of Detroit and other select individuals were at the reception," Maiden said. "It was really a lot of fun. We were given a tour of world headquarters and saw the very first Burroughs products as well as its new products. We also sat in on the annual shareholders meeting."



More than 130 employees and family members turned out for the 8th Annual Memorex Family Fitness Run. The overall winners of the race were **Kenneth Drew** for the men's division and **Jann Fratis** for the women's division. Congratulations to the winners and all the participants!

## Are you quake safe?

By Russ Louthian

California experiences more than 15,000 earthquakes each year. Although most register in the low to moderate range on the Richter Scale, some make us sit up and take notice—like the one that did \$30 million worth of damage to Coalinga in 1983.

Earthquakes cannot be accurately predicted, yet all experts agree that the Bay Area will experience more

earthquakes in the future. It makes sense to be prepared. For example, did you know that you should wire a wrench near your gas shut off to help ensure you can turn gas off quickly in case of an emergency? More tips are available in a free "Earthquake Home Preparedness Guide" from **Gene Gilman**, manager Corporate Safety and Health Service at m/s 06-01, 7-1574.

## May anniversaries

### 15 Years:

Wanda Brown  
Carolyn Crider  
Lyle Davis  
Dora Devilliers  
Bella Diodati  
James Eyer  
Billy Hunter  
Dennis Jacobson  
Gertrude Kelly

John Lewandowsky  
Josefa Massey  
Curtis McCrary  
Dolores Mendez  
Tamara Mirska  
Thomas Moriarty  
Wayne Robinson  
Sheila Staton  
James Ulrich

### 10 Years:

Irene Anderson  
Julia Diaz  
Cecilia Frilot  
Willard Harner  
Barbara Hutson

Lucina Junio  
Margarette Lockhart  
George Surmeier  
Debra Henderson

## New hope for learning high tech language

Have you ever had trouble understanding how a display station is "functionally interchangeable," operates in "SNA/SDLC or BSC environments" or uses a "standard category A interface?" If you have experience in the data communications field or work with Memorex's communications products, you probably know these terms better than the California driving laws.

Now there's hope for the rest of us. It's a simple, three-day course offered by Memorex's Education Products Department.

The Data Communications Concepts Seminar (DCC) gives employees working knowledge of data communications terminology and familiarizes them with equipment like terminals, modems, and communication processors. Attendees will also be able to understand concepts such as data link protocols and data communications networks.

An upcoming course is scheduled in June. Employees also can receive two continuing education units for completing the program. For more information contact **Suzane Galliart** at 7-0201.

## Second perfect score rolled in MRX league

by Esther Tullao

**Derrick Gustafson** bowled a perfect 300 game and a three-game series of 715 with scores of 194, 224, and 300 in the Memorex mixed bowling league at Saratoga Lanes recently. The 300 game is only the second in the history of the Memorex league. The first was by **Anthony Foggiato**.

This was Gustafson's first 300 game. When asked for his reaction he said, "I'm still shocked about it. I have to confirm my achievement by looking at the weekly league standings."

Memorex employees and spouses interested in joining the 10-team, 14-week league should sign up now by calling **Esther Tullao** at 7-3759.



People of all ages enjoyed the parade and other activities at last year's Agnews Awareness Day Faire. The goal for this year's faire on June 2 is to raise funds to complete a specially equipped playground for the developmentally handicapped residents of Agnews State Hospital.

## Awareness Faire to raise funds for playground

Completing a specially-equipped playground for the residents of Agnews State Hospital is the goal for this year's fourth annual Awareness Day Faire on June 2.

The full day of entertainment includes food and game booths, arts and crafts, wine tasting, bingo, a silent auction, and a parade. The Memorex auto club will participate in a car show which will display more than 60 antique, classic and modified automobiles.

All employees are encouraged to attend the faire. Volunteers also are needed as escorts for the developmentally handicapped residents. The faire, located on the west campus of Agnews at Palm Drive and Lafayette, will run from 9:30 a.m. to 5:30 p.m. Contact Betty Tomas at 7-9304 for more information.

**Look for the next  
MEMINET  
out June 15**

## On the move

**Dennis Flanagan** has been appointed vice president, Western Area Sales, responsible for all sales of storage and communications equipment in Washington, Oregon, California, and Arizona. **Bill Roch**, who was previously in this position, has been appointed director of Marketing for Storage Equipment. **Leon Serringhaus** has been

appointed general manager of Santa Clara Refurbishment Operations, formerly known as Material Recovery Operations. **Al Matej** is now acting general manager of Disk Media, Inc., Serringhaus' previous position. **Vicki Thompson** has been appointed director, Finance for Domestic Operations.

## MRX golfers swing toward par

Everyone on the fairway was watching **Greg Jordan**, manager of test engineering for communications controllers, as he began swinging like recent Masters champion Bernhard Langer. Jordan was the low net winner in the first flight (grouping by handicap) during the fourth Memorex tournament last month at Pasatiempo golf course in Santa Cruz.

**Tony Heptig**, director of human resources for Product Operations was low

net winner in the second flight. **Jack Hahn**, **Frank Batista**, and **Dave Ramos** were also winners in flights three through five, respectively.

All five winners now qualify to compete in the tournament of champions this fall. Upcoming tournaments are June 8 at Laguna Seca, June 30 at Old Del Monte in Monterey, and July 28 at Half Moon Bay. For more information contact **Phyllis Rankin** at 7-3442.

## Employee services and activities

### New Store Items:

- ★ \$2.50 rebate on Memorex video cassettes. Sale ends June 30 or until inventory runs out. Offer is only good on two-packs.
- ★ One-day guarantee on photo service 110, 126, disc 35mm color print rolls.

Store hours are Tuesday through Thursday from 11:30 a.m. - 4:00 p.m.

### Red Cross Blood Drives:

- Monday, June 3, RMCD  
8:00 a.m. to 5:00 p.m.
- Tuesday, June 4, Bldg. 5  
7:30 a.m. to 4:30 p.m.
- Wednesday, June 5, Bldg. 10  
9:00 a.m. to 3:00 p.m.
- Monday, June 10, Bldg. 23  
6:30 a.m. to 11:00 a.m./  
1:30 p.m. to 6:00 p.m.
- Thursday, June 13, San Tomas Cafeteria  
10:00 a.m. to 2:00 p.m.

### Picnic Reminders:

- Marine World/Africa USA  
Saturday, May 18, and Sunday, May 26.
- Marriott's Great America  
Saturday, June 1
- Santa Cruz Beach Boardwalk  
Saturday, July 20

Tickets are sold in the Employee Services & Activities Office in Bldg. 17, Monday through Friday from 10:00 a.m. to 2:00 p.m. Call 7-2357 for a mail-in form or for more information.



## West improves parts control

Controlling the spare parts inventory for the Santa Clara branch office means ensuring that the physical count of parts worth \$347,000 matches the computer record. This also requires a well-organized parts room.

"We completely redesigned and organized our parts room so that anyone can find an item," said **Sally Fazo**, inventory control manager for the Western and Southwestern sales areas. "Our Santa Clara parts room has been set up in numeric sequence instead of by the part's function. This has helped us achieve .02 percent

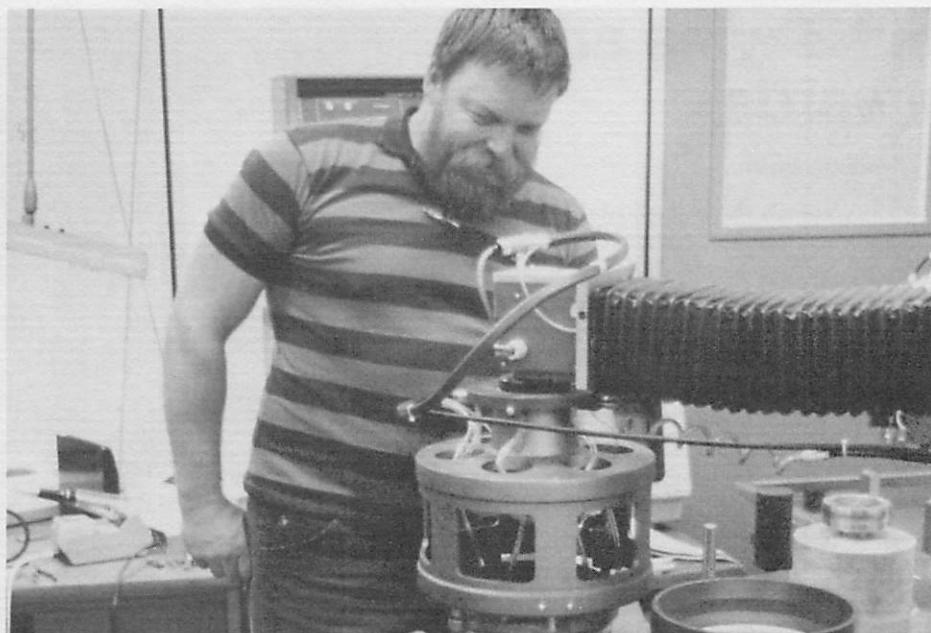


**Jerry Handley**, inventory control analyst, designed and set up Santa Clara's parts room in numeric sequence

variance (10 percent is not uncommon) in the physical inventories we conduct every six months."

The Santa Clara branch alone supports more than 4,500 machines. Fazo is currently redesigning the parts rooms in the other Western and Southwestern branches. This amounts to improving the control of more than \$3,500,000 worth of inventory.

**Faye Holliday**, inventory control analyst for the Los Angeles branch controls \$561,000 of inventory in Los Angeles, Portland, and Seattle. She successfully completed two physical inventories with less than .01 percent variance in one count and .04 percent in the second. Holliday also reduced overstock from 28 percent to nine percent.



**Robotics technician Rick Smith** trains or programs Fared, one of Memorex's new disk stacking and assembly robots, to load disks into the head disk assembly hub with precise movements. The automated machines are about two months away from operating in a clean room environment.

## Robot systems to join production

They move as precisely as seconds ticking by. Operators give them orders as easily as tying their shoe laces. They are as graceful and flexible as Mary Lu Retton and complete their tasks in six and a half minutes, faster than it takes to hard boil an egg. Who are they? None other than Fared and Ibis, two disk stacking and assembly robots systems new to Memorex.

"These automated machines were purchased by Memorex to help operators increase head disk assembly (HDA) yield and quality," said **Charlie Lamb**, manager of Corporate Automation, a new organization in Product Operations. "Operators will be able to direct the robots to stack disks into the HDA instead of having to do the job themselves. This gives them an opportunity to develop additional skills by working with computerized manufacturing systems."

According to Lamb, the manual disk stacking process is an extremely exacting and tedious job. The disks require precise handling and are easily contaminated. The space between the edge of the disk and the spindle is less than three-thousandths of an inch—the diameter of a hair. Placing the disks on the spindle is like trying to put a thread through the eye of a needle without letting it touch the sides. If a disk touches and scrapes the sides of the spindle particles are generated and the chances of a head crash are increased.

"With the robotic systems completing this sensitive process, operators can direct a

good HDA build," Lamb said. "They also become a part of this new factory automation technology."

Although the robotic systems are still in the testing stage, Lamb projects that Fared and Ibis will significantly reduce the number of disk drive failures caused by contamination occurring in the disk stacking process.

## Press Box

Editor, Lani Ulbrich  
 Graphics, April Bishop  
 Typesetting, Publications Services  
 Contributors: Russ Louthian  
 Kerry Swanson  
 Libby Graham  
 Liz Billings  
 Esther Tuliao

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Memorex a Burroughs company.

# MPG wins ad awards

By Kerry Swanson

Memorex recently won a certificate of Merit for its flex disk television commercial from the New York Art Directors Club. The commercial, which highlights Memorex's Solid Seam Bonding process for flex disks, was selected from among 17,000 entries.

The new "Memorex has the Edge" campaign (see February issue) received a "Lulu" Award of Excellence in the multi-media category. Lulus recognize outstanding advertising generated west of the Mississippi River.

Last year's "Herbie Briggs" print campaign, which portrayed a child ripping competitors' disks apart, was honored in February by the Business/Professional Advertising Association with a first place in the black-and-white, one-page category.

Memorex also was chosen as a finalist in the magazine spread, newspaper ad, magazine campaign, and 30-second television commercial categories at the San Francisco Art Directors' annual awards show.



**Dave King**



Memorex and Burroughs are displaying computer products in a joint suite at INFOMART, a seven-story "supermarket" for computer-related products in Dallas.

## BHGs/MRX join efforts at INFOMART

Peripherals from Memorex and Burroughs are being displayed together for the first time at INFOMART, a massive, new "supermarket" display center for computer-related products in Dallas.

INFOMART, which opened in January of 1985, is a seven-story building, roughly the size of 37 Safeway stores and has display areas for 225 companies in the computer industry. In the first two months of operation, INFOMART drew an attendance of about 2,000 people and the Burroughs suite hosted 30 to 40 visitors a day.

"In our 2500 square-foot suite at INFOMART, we've arranged products in groupings, according to the line of business or application," said **Jayms Carlson**, the Burroughs manager of INFOMART. "This way, customers in a certain line of business, or those with specific computer

requirements, can focus on one area of the suite."

Burroughs separates products into nine areas: business graphics, office automation, general business, manufacturing/distribution, healthcare, processing services, government/education, finance and Memorex IBM plug-compatible equipment.

In addition to its permanent displays, INFOMART is becoming the home of trade shows. The recent COMTEL show brought in an additional 6,000 to 8,000 people in three days.

"We are closely tracking sales leads to help determine the success of the exhibit," Carlson said. "We're also seeing results in other areas. Burroughs sales representatives have used the suite to show southwest customers Burroughs product lines instead of taking them all the way to Detroit."

## Anniversaries around the world

### LEIGE, BELGIUM

#### 10 Years:

Arlette Dubois  
Christian Corteil  
Daniel Lonreiro  
Jean Claude Garry  
Marcel Herpaix  
Nicholas Malpas

#### 15 Years:

Jeannine Houben  
Marie Santos  
Ginette Renard  
Marie Municken  
Roland Goffin  
Stanislaw Konikiewicz

Bronislaw Mondzelewski  
Casimir Zaradzki  
Jean Van Dijck  
Bechir Mzergui  
Simone Partoune  
Pierre Hollenfetz

### JAPAN

#### 10 Years:

Tatsuo Nagayama  
Minoru Saitoh  
Masao Hasegawa  
Hideaki Kurumado

#### 15 Years:

Gentaroh Iwasaki  
Kazuaki Suzuki  
Masao Yoshizawa  
Shohji Ushio

### CANADA

#### 10 Years:

Kay Allen

### GERMANY

#### 10 Years:

Bruno Lekawitz

#### 15 Years:

Winifried Alt  
Werner Kortmann

### ITALY

#### 10 Years:

Gregorio Maturi  
Antonio Pettinicchio  
Francesca Marino  
Giovanni Facheris  
Riccardo Maniscalco

#### 15 Years:

Carlo Papini  
Eugenio Pietramala