

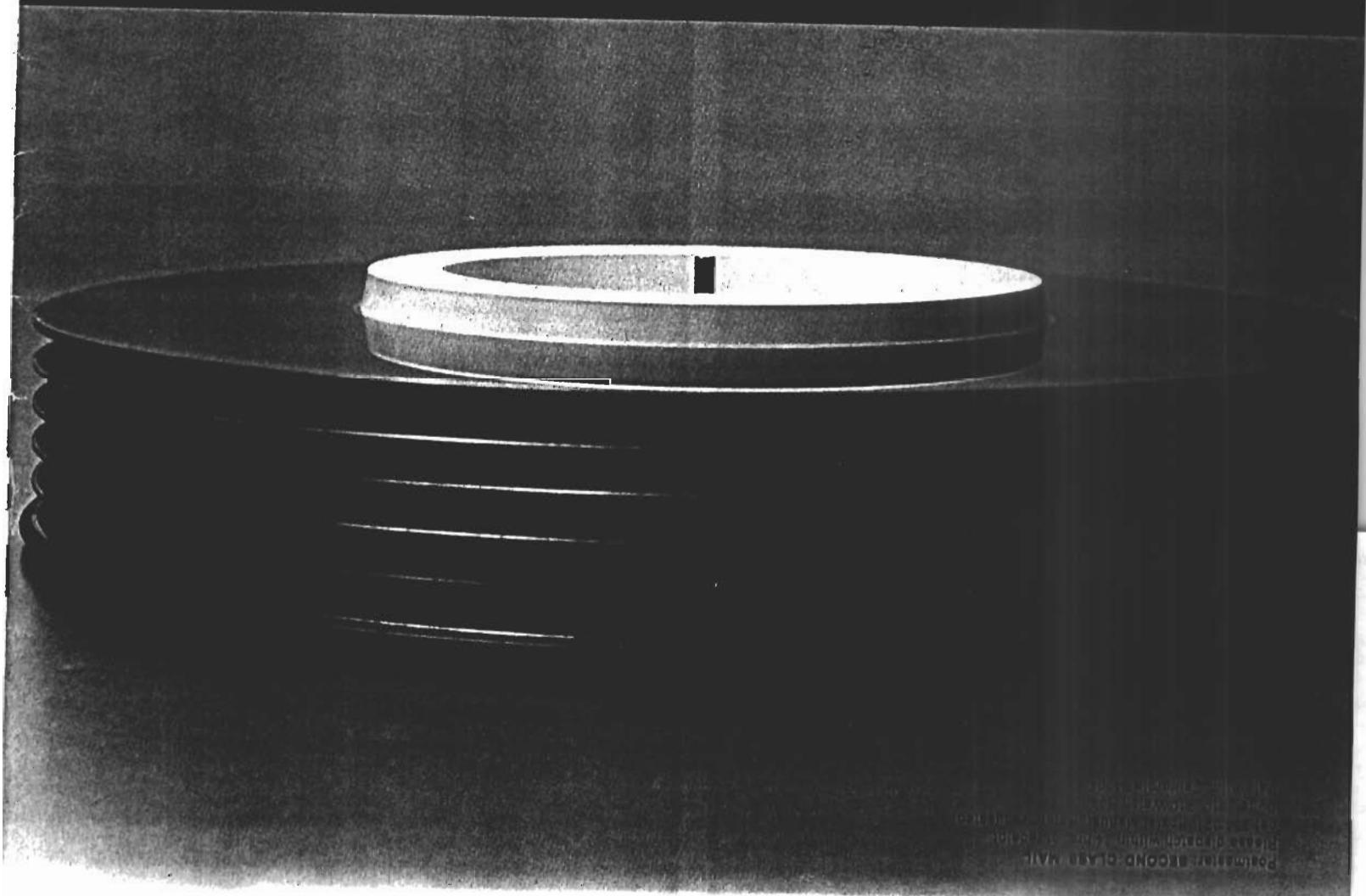
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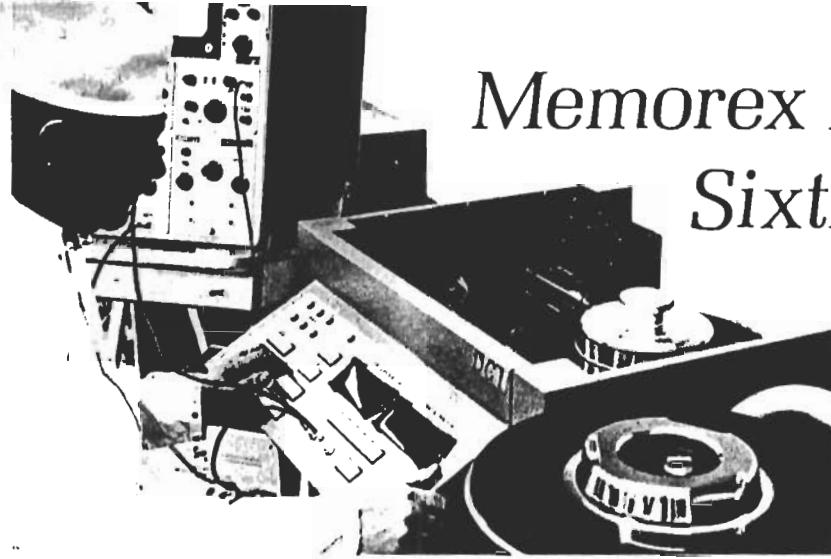
San Francisco Section

THE INSTITUTE OF  
ELECTRICAL AND  
ELECTRONICS  
ENGINEERS, INC.

# disc packs



# Memorex Marks Sixth Year



With the completion of a new, \$3,000,000 Disc Pack plant at Santa Clara, California, Memorex Corporation marks its **sixth** year.

The new plant, which triples Memorex production capacity in Disc Packs, is capable of producing fully a third of the world's requirement for this newest memory storage device. The disc pack is truly the hottest item in the field of magnetic memory storage today. The firm's first disc pack facility at Hawthorne, California has been in operation for two years.

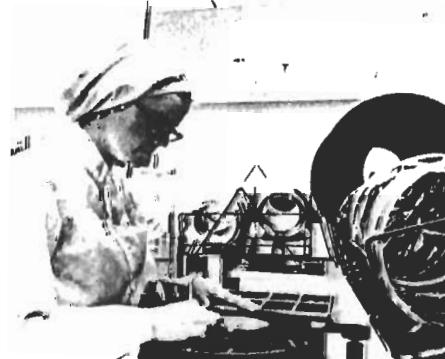
Today with 34 offices around the globe, Memorex also produces precision magnetic tape for computers, broadcast and closed circuit television and instrumentation applications. In the non-tape fields, Memorex produces through their Peripheral Systems Division, the Memorex 630 Series Disc Drive, the device which operates the disc pack as the recording device.

In 1962, after 18 months of product development, Memorex began marketing precision magnetic computer tape. From this ground zero beginning, Memorex moved to the number two position in the industry within a three year period. The success of their computer tape allowed them

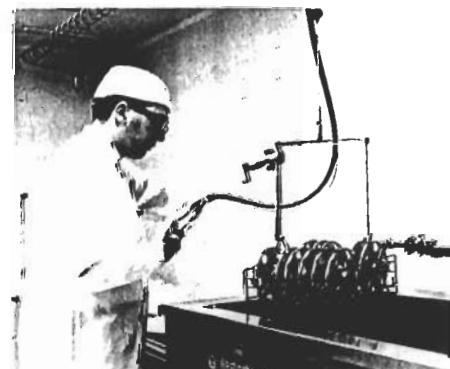
to extend their research and development operations to include the full spectrum of precision magnetic tape. Share of market for these later introductions was consonant with Memorex's accomplishment in the computer tape field. However, according to Lawrence L. Spitters, President of Memorex, the corporation's rise in the industry was not due merely to a demanding market and a lack of suppliers. Memorex's success hinged on two critical factors: the high performance reliability of their products and a marketing philosophy geared to service the seldom filled needs of each individual customer.

Since its beginning, Memorex has maintained the highest ratio of quality control to production personnel in the industry—in fact, nearly one half of those employed in manufacturing are quality control people. The recruitment of the best creative, technical and research talent in the industry has made it a company of highly competent specialists. Also, as Memorex certification standards are the highest in the field, very often equipment that is exact enough to gauge these standards does not exist. Therefore, Memorex engineers have had the task of redesigning existing equipment or developing completely new measuring devices.

**Pack Assembly.** A memorex employee carefully assembles disc into a pack. The completed disc pack will undergo thorough QC tests before it is released.



**Ultrasonic Cleaner.** All component parts of Memorex Disc Packs are ultrasonically cleaned to remove microscopic particles that cannot be visually detected.



**Disc Certifier.** At special certifiers designed by Memorex, each individual disc is checked to insure against any surface errors. Any error is cause for rejection of entire disc.

As a super-clean environment is a prime factor in the production of error-free precision magnetic recording media, all manufacturing operations are conducted under stringent, clean-room conditions. Specially designed absolute air filters screen out impurities down to 3/10 micron. Employees who enter production areas first don lint-free dacron caps and garments (surgically cleaned in Memorex's own clean-room laundry) then pass through air showers that vacuum away any dust they may be carrying.

This undeviating approach to quality manufacturing has been coupled with a research and development program—equally exacting and technologically advanced—to improve existing products and initiate more sophisticated and efficient recording devices.

Realizing the high rate of industrial and technological growth in Europe, Memorex entered that market in 1964. At that time, the firm initiated—and still maintains—a marketing philosophy based on the attitude that Memorex become a permanent part of the business community of the various countries serviced. Memorex initiated Telex service from all their international offices to the Santa Clara plant. 100% air cargo shipment, the establishment of technical centers and the recruitment of highly trained sales representatives has paralleled in Europe the customer-oriented marketing philosophy that Memorex maintains at home. Memorex now serves half of the European market for video tape and nearly a third of the market for computer tape.

Memorex's venture into non-tape fields beginning with the development of the Mark I Disc Pack in 1966, is a natural outgrowth of their intensive research and development program.

The firm entered the computer hardware market in January of 1968 with the introduction of the Memorex 630 Series Disc Drive (the equipment which utilizes the disc pack as a recording device).

**Quality Control Laboratory.** Each coated disc must pass a thorough examination. Here we conduct a microscopic check for any surface errors.

