

MEMOREX BROADENS ITS LEAD OVER ALL OTHER INDEPENDENTS  
IN THE DOUBLE DENSITY DISC STORAGE MODULE PRODUCTS AREA

NEW YORK, N.Y., September 8, 1975 - Memorex Corporation continues to broaden its technical and marketing leadership among independents in the double density disc drive area. Through its Model 3675 dual spindle, 200 megabyte Disc Storage Module, Memorex has become the largest independent supplier of double density drives to the end user data processing market-place.

The 3675, together with related computer interface controllers, are currently being displayed and demonstrated at INFO 75, New York Coliseum, Booth #2628.

Memorex was the first independent to deliver production units of a 200 megabyte drive with the installation of the 3675 Disc Drive at Omnis Corporation, the Dallas-based subsidiary of Sammons Enterprises and Reserve Life Insurance on November 1, 1974.

Since that time, Memorex has installed more than one thousand 200 megabyte spindles worldwide. This is estimated to be more than all other independent drive manufacturers have installed either individually or in combination.

The Memorex 3675, a plug- and media-compatible replacement for the IBM 3330-11, offers significant economic advantages over its IBM equivalent and, at the same time, provides performance features unavailable with other independent double density equipment.

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For example, users can install a Memorex 3675 drive for approximately 15 percent less than the 3330-11, while realizing equal or superior performance and reliability. Also, Memorex offers a much wider range of equipment purchases and lease options than does IBM.

Because Memorex is the only non-mainframe manufacturer to develop and produce both the disc drive and its media, the Company possesses a unique technical expertise among independents in its drive/head area. The result is that the 3675 incorporates a number of highly advanced engineering features.

One such feature is the 3675's head design which allows the recording heads to "fly" approximately 30 percent farther from the disc surface than is possible with the 3330-11's heads. This greatly reduces the chance of "head crashes" and enhances data integrity.

Through Memorex's 3673 Disc Controller, the 3675 is the only independent 200 megabyte drive capable of being directly attached to the IBM integrated controllers - 125 DDA, 135 IFA and 145/158/168 ISC - on System/370's.

The 3675 Disc Drive is marketed as part of the Memorex 3670 Disc Storage Subsystem, and is designed to attach to System 360/370 computers. The subsystem offers both the double and standard density drives, 3673 Disc Controller and 3672 Storage Control Unit.

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CONTACT:

Charles O. Meyer  
(408) 987-2203  
PR #772-3