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Memorex Gets DMA, Fujitsu Disk Rights

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SANTA CLARA, Calif. In an effort to expand its OEM peripherals product line, Memorex Corp. has signed a licensing agreement to manufacture and market a 5½ -inch fixed/removable disk drive from DMA Systems, Santa Barbara, Calif., and will introduce four 8-inch Winchester drives which it will buy from Fujitsu Ltd.

Meanwhile, Memorex has killed the redesign of the Memorex Model 210 8inch fixed/removable disk drive which the company introduced about 2 years ago. Memorex storage equipment OEM vice-president Norman Petersen, however, said the company may use some of the 201 technology to boost the capacity of the DMA drive, which initially will be available as a five-megabyte removable, five megabyte fixed drive.

The Fujitsu 8-inch Winchester drives, for which Memorex also will have manufacturing rights, are based in part on the Memorex model 101 8inch Winchester, which was developed by the now-defunct Memorex Mini Disk Drive Co. under a joint arrangement with both Fujitsu and Olivetti. The 101 also was scrapped by Memorex last year (EN, July 27, 1981).

The 5½-inch fixed/removable drive which Memorex will buy from DMA is currently marketed as the MicroMagnum 5/5. DMA, a privately-held company, also said it has a contract with R2E of France for \$10 million worth of its Micro-Magnum drives.

Mr. Petersen said Memorex and parent company Burroughs paid an undisclosed amount of cash for the right to market the drive in North America and Europe for 1 year. The agreement limits DMA to licensing the drive in North America and Europe to Memorex. The company already had licensed the drive in Japan to Nipponcione Corp.

Mr. Petersen said Memorex is permitted under the agreement to redesign the Micro-Magnum and expects, within 18 months, to upgrade the drive to provide 10 megabytes of removable capacity over 30 megabytes of fixed storage. That upgrade would involve the use of technology developed for the model 201, he said.

Memorex decided to drop the 201, Mr. Peterson explained, partly because the company expects 5V4-inch fixed/removable drives to capture much of the market previously thought to belong to 8-inch drives such as the 201. The 201, originally introduced as an eight-megabyte removable, 16-megabyte fixed drive, was withdrawn before it was shipped, and upgraded to a 16-megabyte removable, 32-megabyte fixed drive. Although the redesign was completed, Mr. Petersen said the drive will not be marketed.

In addition to its new arrangements with DMA and Fujitsu. Memorex OEM markets a 5½-inch floppy drive which it buys from Micro Peripherals, Inc., and a 5½-inch Winchester line licensed from Nippon Peripherals Ltd.

The company has not established pricing for the DMA or Fujitsu drives.

Memorex' agreement to sell the Fujitsu 8-inch drives is not exclusive, as the Japanese company is expected to sell the drives on an OEM basis. Memorex will call the Fujitsu drives its model 112, a 24-megabyte drive using the Shugart Associates interface; the model 114, a 48-megabyte drive using the same standard; the model 213, a 48-megabyte drive using the SMD interface; and the model 214, an 84-megabyte drive also using the SMD standard.

The 112 and 114 will offer 70millisecond average access time and a 1.2-megabyte-per-second transfer rate. The other two drives will offer the same transfer rate but a 20millisecond average access time.

Mr. Petersen called the new Memorex-Fujitsu licensing arrangement an extension of its earlier Memorex Mini Disk Drive company agreement. Memorex can ship the 213 and 214 immediately, and the 112 and 114 beginning in September, he added.

The DMA drive, currently being tested by Memorex, will begin shipment in the second quarter of 1983. Memorex also expects to manufacture the drive's cartridge, which is compatible with the Seagate Technology removable 5½-inch cartridge. Memorex will manufacture the 5½-inch DMA drive at its Winnipeg, Manitoba, facility, formerly a Burroughs operation.