

# Great Products...Great People...Great Times...



**1961** Memorex incorporated February 9 with Laurence (Larry) Spitters as its first President and CEO. Research and development operations began in a rented facility in Mountain View, CA; initial efforts centered on magnetic recording media; introduction of first product — computer tape.

**1962** Memorex established corporate headquarters, research and development laboratories, and principal manufacturing facilities in Santa Clara, CA. Shipped first product.

**1963** Introduced video tape for closed-circuit television.

**1964** Established its first overseas sales office in Maidenhead, England.

**1965** Sales reached \$13 million; employment reached 442; international marketing operations expanded with direct sales offices in the UK, France and Germany; local representatives in Canada, Latin America, Japan, and Australia. Comdata joins Memorex family.

**1966** Introduction of MRX III computer tape and improved broadcast video tape for commercial television market.

**1967** Memorex enters the peripheral equipment business with introduction of the 630 Series Disc Drive. With introduction of Mark I disc packs, Memorex becomes first independent manufacturer to develop and market IBM-compatible disc packs.

**1968** Sales offices opened in Canada. Marketing subsidiaries were established in Mexico, Denmark, and Finland. Liège plant occupied. Memorex Japan established jointly with Kanematsu to market Memorex products in Japan. Sales increased to more than \$58 million, a 70% rise over the prior year. Employment increased to 1,916.

**1969** Memorex began to build direct sales and service organizations to market its equipment to end-users. Consumer Products Group was established to develop magnetic recording media for in-home recording market. Introduction of the 1603 Computer-Output-Microfilm (COM) Printer, utilizing patented fiber optics technology.

**1970** Revenues reached \$78.9 million; employment reached 6,101. Memorex established the Equipment Group. Introduction of the audio cassette and open-reel tape for consumer markets. The Company adopted "shattering glass" trademark in its consumer advertising campaign. Introduction of Memorex's first communication products: the 1270 Terminal Control Unit & 1240 Communications Terminal.

**1971** Revenues topped \$100 million. Introduced Memorex 3670 disc storage subsystem; its disc drive offered 100-megabyte capacity. Opened manufacturing center in Nogales, Mexico. Shipped CMX 600, a breakthrough video editing system from joint venture with CBS.

**1972** Revenues reached \$145 million; over 40 percent of revenues were derived from international operations. Memorex 650 is industry's first read-write floppy disk drive. Memorex 40 and 50 computer systems shipped. Mark X disc pack shipped. Over 40% of revenues and one half of profits from international.

**1973** Introduction of 3673 Disc Controller, 653 Flexible Disc Drive (IBM-compatible), double density 3675 Disc Drive, and new disc cartridges compatible with IBM System/3 computers.

**1974** Robert C. (Bob) Wilson becomes President and CEO. Memorex reorganized the Company into five operating groups: Equipment Products; Computer Media; Consumer and Business Media; Europe, Middle East, and Africa; Americas and Asia.

**1975** Memorex earned record \$18 million on revenues of \$263.9 million; introduced Markette Flexible Discs and the programmable 1380 Communications Controller.

**1976** Memorex earned \$40 million on revenues of \$344.6 million. Introduced the 1377 Display Terminal, 3650 Disc Storage Subsystem, and 3675 Disc Drive which offered a storage capacity of 317.5-megabytes.

**1977** Earnings reached \$56 million on revenues of \$450 million. Employment reached 8,823. Memorex acquired Business Systems Technology of Santa Ana, CA, and CFI Memories, a computer media manufacturer located in Anaheim, CA, and broke ground for a new printed circuit board manufacturing plant in Eau Claire, WI. Introduced 601 OEM Rigid Disc Drive; SuperReel tape reel; Model 3220 Magnetic Tape Subsystem; and double-density flex discs.

**1978** The Recording Technology Center and Magnetic and Chemical Technology Center were established. Memorex formed Mini Disc Drive Corp. to develop 8-inch rigid disc drives. Introduced 1371/1372 Terminal Controllers; 2089 Line Printer; Intelligent Dual Interface for 3670/3650 products; Super 3 Software for IBM System/3 users; Cubic HD Computer Tape; MRX audio tape line of cassettes, 8-track, and reel-to-reel; and MRX-716 professional video tape.

**1979** Memorex Finance Company was formed to provide leasing options to Memorex customers. Opened a media manufacturing plant in Ireland. Introduction of double-density 3652 Disc Storage Subsystem; 101 disc drive, for the series of 8-inch rigid disc products; GEO-XL tape for recording of geoseismic data in oil exploration; HIGH BIAS audio tape cassette for consumer markets; and half-inch VHS home video tape.

**1980** C. W. Spangle was elected president and chief executive officer of Memorex and subsequently became chairman and CEO. Memorex announced the formation of Memorex International, combining the Europe/Middle East/Africa Group and the Americas and Asia Group. Introduced 2076 Remote Cluster Controller and 2078 Display Station, disc cartridges with exclusive Shockwatch impact-detector feature, 659 and 612 OEM Disc Drives, 677-30 Disc Drive and 1300 Matrix Screen Printer.

**1981** In its 20th year, Memorex was acquired by Burroughs. Memorex divested itself of the Business System Division and sold the Consumer business to Tandy. Introduced 1270 interfaces for X.25 public or private packet data networks. \$40 million was invested in research and development. A new Media Products Group was formed combining the Computer Media Group and remaining Consumer Products Group. Memorex received the U.S. Presidential "E" Star Award "in recognition of outstanding contributions to the increase of U.S. trade abroad."

**1982** The Westlake Village, CA, and Winnipeg, Manitoba, Canada, divisions of Burroughs officially joined the Memorex family as part of our Storage Equipment off-site operations. Memorex introduced the 3680 single-spindle thin-film-head disc drive, representing the highest technology product in the industry. The 3260 Series magnetic tape subsystem was introduced, despite the lagging economy.

**1983** Shipped first storage products compatible with Burroughs equipment — the B677 and B659. Introduced the 2074 remote cluster controller and a retail program for personal and small business computer users. RMCD unveiled the industry's first operational automated rigid disc line. 3680 Storage System entered beta. Memorex equipment was featured in the movie WAR GAMES.

**1984** Communications Group ships first 2178. Successful flexible disc Ad campaign featuring Herbie Briggs wins kudos. A successful Burroughs melds two Office Supplies Divisions into Memorex Media Products Group. Memorex launches 47 cities road show featuring "Galaxy Products."

**1985** Dr. Philip Dauber becomes head of Memorex, which makes its largest one-time product announcement consisting of 3680 High Density Package (HDP), 3250 intelligent tape cache, 2174-8 communications controller, 2080 display, 3201/3202 tape controller, and an amber screen for the 2178 display. 2080 shipped in record time. International grows to more than 3,000 employees.

**1986** Memorex celebrates its Silver Anniversary. Introduces 6000 Series of high-performance storage products. The U.S. Operations Group and Memorex Canada close ranks to become North American Operations Group (NOG). Memorex lowers prices substantially on several 3270 peripherals. Memorex debuts Communication & Storage products for 3X market. Burroughs starts marketing 3200 family of tape drives. Burroughs acquires Sperry and renames itself as Unisys. In December a group of managers from the International division led a leveraged buyout of Memorex from Unisys, with the exception of disk drive manufacturing division, making Memorex an independent company.

**1987** Giorgio Ronchi becomes first President and CEO of the new company, Memorex International B.V. Memorex U.S. decentralizes sales and service from operations. Telex agrees to be acquired by Memorex International B.V., which renames itself Memorex Telex N.V. (MTX). Ronchi remains as President and CEO and subsequently Chairman.

**1988** MTX positions itself as a provider of information technology solutions, including integration of data networks and storage products and related services in 18 countries throughout the world.

**1989** Unisys spins off disk drive service and repair business as Sequel.

**1990** MTX acquires ATT 3270 terminal line. The tape business becomes independent as Memorex Technologies with Kazaki Hagiya as President.

**1991** Over-leveraged, MTX unable to meet debt obligations.

**1992 – Present.** In 1992 Marcelo Gumucio becomes President and CEO of MTX and continues in that role until 1996. Facing changing technologies and a struggling economy, the U.S. operation of MTX files multiple bankruptcies (1992, 1993, and 1996). Memorex Japan continues as part of Kanematsu (1996). Memorex European countries continue initially under leadership of Memorex Germany (1996). In 1996 Tandy sells Memorex consumer brand to Hanny Holdings of Hong Kong. Imation acquires Memorex consumer brand for \$330 million (2006).

Today, because of the hard work of a great many people over the years, with a commitment to excellence, the widely recognized and highly respected Memorex name lives on under the Imation family of consumer electronics and accessory products and the many other ongoing sales and service entities throughout the world.

**MEMOREX**  
50  
1961-2011

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**Memorex**  
A Burroughs Company



**MEMOREX**



2011

We would like to take this opportunity to acknowledge the support of the following people who have contributed to this event. Without their time, talents and generosity, our vision would not have become a reality.

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**Memorex at 50 Celebration**  
**October 14 – 15, 2011**



The Memorex logo evolved over the years to reflect both corporate and brand identity changes. The original logo was simple but distinctive typeface. With the Burroughs acquisition, the logo gained a "corporate kiss" from the parent company to signal its distinction as an IT brand. The Memorex logo received a complete overhaul in 1985 to better compete in the computer retail channel, adding a symbol to the logo, the Memorex "dynamic M." In 1987 the Memorex brand was changed again to communicate the merger with Europe-based Telex.

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