MEMOREX TELEX

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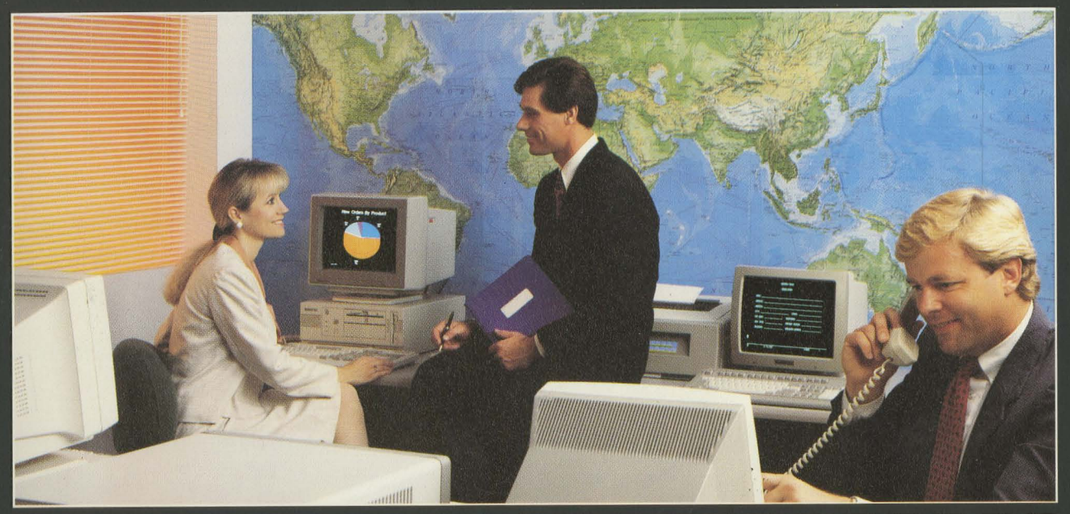
# Profile



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THE COMPUTER HISTORY MUSEUM
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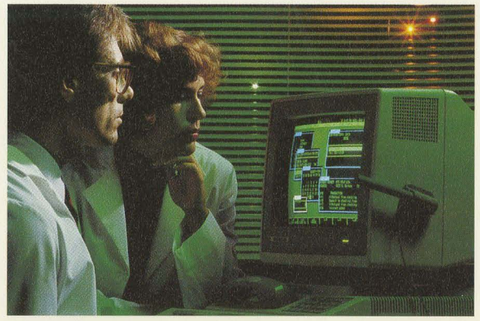

## Mission

Our mission is to be a leading supplier to large computer networks. To provide MIS executives with an extensive range of products and services to meet their unique requirements. To follow industry standards for communication protocols, architecture and compatibility. With a worldwide sales, support and logistic infrastructure that will satisfy their requirements.

## Culture

Our company organization reflects customer priorities. We are a decentralized, market-driven company with a flattened organizational structure. Our entrepreneurial approach creates a "service to customer" culture that affects every facet of the company and its 9,700 people. Yet we have centralized focus on our prime markets through our Business Groups for Storage Systems, Network Systems, Airline Systems and Customer Engineering and Computer Supplies.

Registered in Amsterdam and privately held, we have investments in manufacturing and distribution centers in Europe and the USA. Memorex Telex is truly multinational. Our revenue base is evenly split between our world markets and the USA. Our top management team spans European, American and Japanese cultures. Our supervisory board brims with experience, expertise and achievement.

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## Network Systems

### 3270

A formidable presence in the large IBM mainframe peripheral arena – the 3270 marketplace – we have earned a 28% share of worldwide display shipments. A wide range of fixed-function displays in color and monochrome is complemented with dot matrix, line and non-impact printers. Our networking capabilities are evident in our highly-acclaimed network controller series.

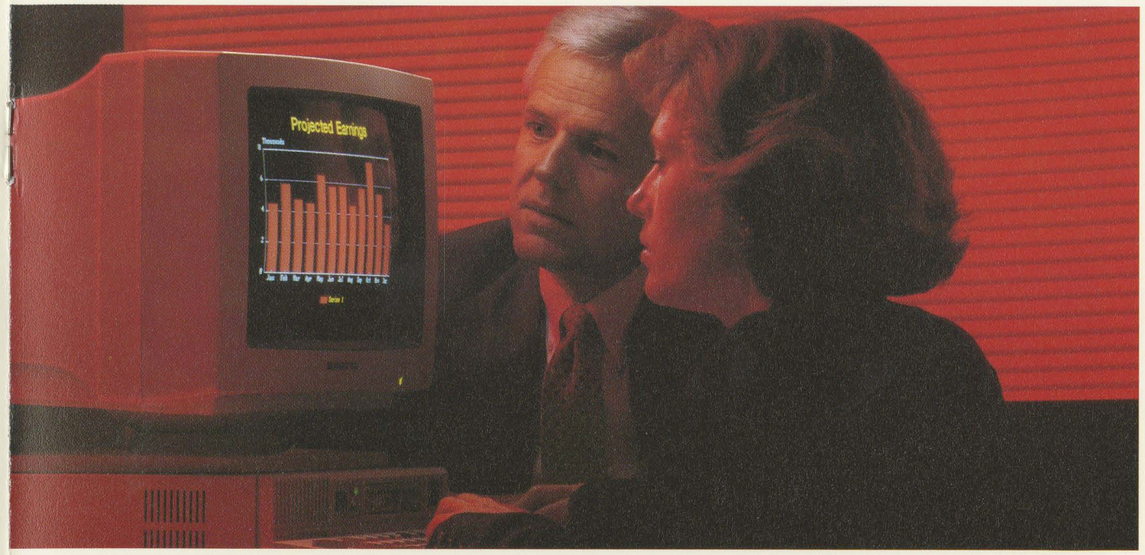
Plug compatibility, low-cost quality manufacturing, a professional sales force, talented engineers and feature-rich products have contributed to customer confidence. Our installed base embraces prestigious companies, governments and organizations worldwide.

Our 3270 Business remains robust, generating $600 million in annual revenues. We continue to provide innovative products to our customer base of some 60,000 accounts.

### Connectivity

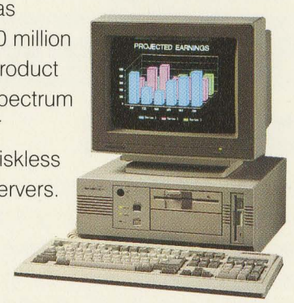
Connectivity options for both standalone and networked PCs are provided. Token Ring is the favored but not exclusive topology, with Novell's NetWare as the preferred LAN operating system.

But without the provision of network services, these components of the network remain components. We provide critical installation, training and support services for our LAN customers.



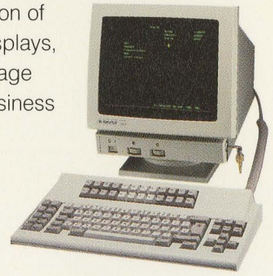

## Intelligent Systems

As intelligence migrates to the desktop, we have focused attention on our Intelligent Systems or PC line. By stressing compatibility and connectivity, our PC business has quadrupled to $200 million in two years. Our product range covers the spectrum of alternatives in AT architecture from diskless PCs to 80386 file servers. We have seized the initiative by including Micro Channel Architecture systems and by offering OS/2, as well as MS-DOS.



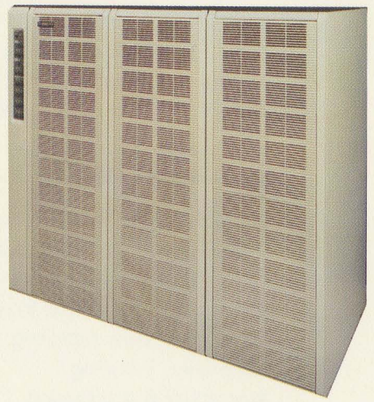

## Midrange

Our thriving Midrange business embraces the integration of PCs, the provision of gateways, and the production of fixed-function displays, printers and storage devices. This business represents $150 million in revenues.



## Storage Systems

As the host increasingly becomes a data repository, the requirement for mainframe storage continues unabated. Our range of tape and optical disk products address archival applications with Solid State and rotating DASD providing on-line application data storage. Our implementation of robotics for tape and optical storage coupled with the most advanced library management software allows access to trillions of characters of data without human intervention.



This business represents a flourishing $250 million, with an increased number of development engineers in California and Colorado giving us access to unique technological expertise.