

SMALLER. SMOOTHER. FASTER. FINER. THINNER. TOUGHER. SMARTER.



Those words are not mere product boasts. They describe, instead, the relentless realities of doing business in the marketplaces of high technology. Marketplaces with insatiable appetites for ever-smaller sizes, smoother surfaces, closer tolerances, faster accesses, greater capacities. Marketplaces with their own uncompromising process of natural selection.

Memorex® Corporation has been part of that environment since 1961. For 20 years, we have helped to shape the information recording, storage and retrieval industry. For 20 years, we have expanded our product lines to include everything from disc packs to disc drives, from audio and videotape products to communications terminals.

And for 20 years, in an environment where change is the constant—and an unsympathetic, ever-accelerating constant at that—Memorex Corporation has done more than simply manage to change so as to keep up. We have *managed change itself* and stayed ahead.

And since ahead is where we intend to stay, we are taking those mandates for smaller, smoother, faster, and the rest and making of them points of pride, "expressions of excellence." Certainly, the accomplishments our people have made possible these past 20 years are noteworthy. And if we are not dwelling on them, it is because excellence, like change itself, moves in only one direction.

MEMOREX

For twenty years, the  expression of excellence.

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