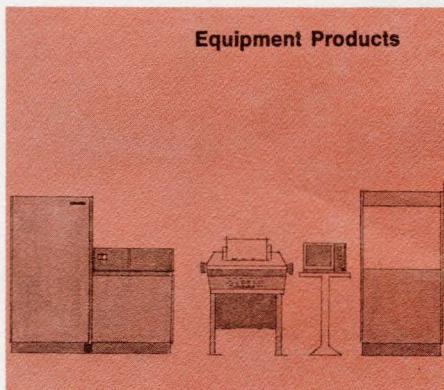


The **Equipment Group** is headquartered in a new manufacturing and development complex a few blocks northwest of the Shulman Avenue facilities. It also has locations in Sunnyvale and Mountain View.

Since the establishment of the successful disc drive product series, Memorex has moved rapidly into the computer peripheral equipment business, a business which includes all systems used for data acquisition, preparation, communications, conversion and reduction, storage, retrieval and display.

At present, the Equipment Group markets a microfilm or "COM" (Computer Output Microfilm) printer, disc storage systems and communication terminals for a wide spectrum of time-share applications. The Equipment Group anticipates the introduction of a totally new generation of disc storage systems to the computer market before 1975. Other development programs increasing the diversification of the product lines are well under way.

The **International Group** is responsible for all Memorex sales in international markets. It also is responsible for the

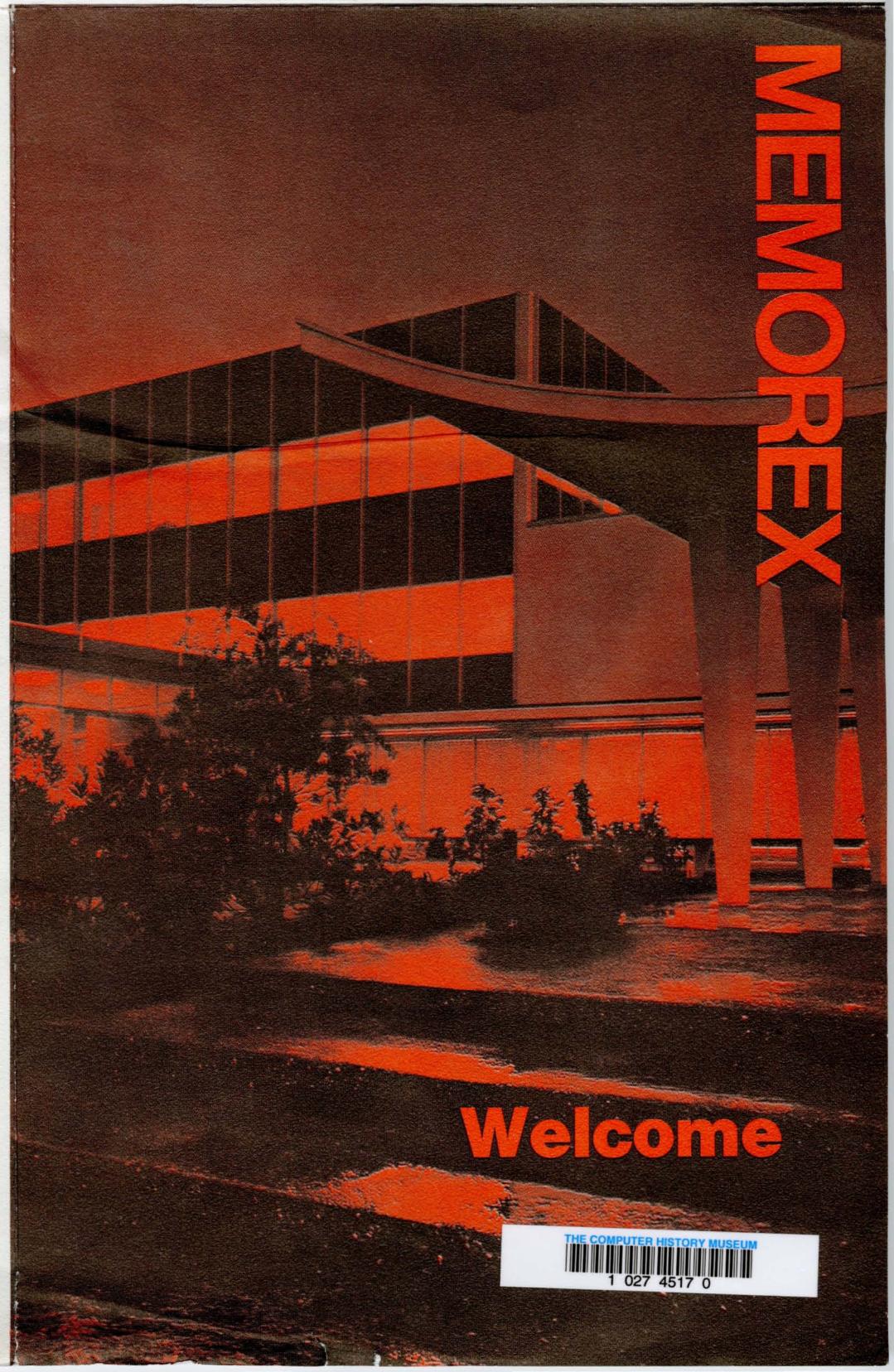


Equipment Products

operation of the company's manufacturing facilities in Liege, Belgium, which produces the media (tapes and disc packs) for our customers in Europe, the Near East and Africa.

Since 1964, when the first overseas sales office opened in Maidenhead, England, international operations have expanded to include 800 employees, 19 sales subsidiaries, 5 technical service centers, and the Belgian plant. Today, the International Group has firmly established Memorex in every European market, in Canada, Latin America and Japan.

Tour Map Inside



Welcome

THE COMPUTER HISTORY MUSEUM
1 027 4517 0

A Guide to Your Tours of Memorex's Shulman Avenue Facilities

KC Kiddie Corral
Parents may leave their children at one of these two locations while touring the facilities. Cartoons are shown continuously for the children's amusement.

(C) Free refreshments are available at these locations.

Disc Pack

- 1 Start of Disc Pack Plant tour
- 2 Manufacturing clean room area
Disc packs, like our magnetic tape products, are made entirely in a clean room environment. We take every possible precaution to ensure that dust and other contaminants are eliminated from the production process.

3 Bulletin board display

4 Clean room viewing window into component and assembly areas

5 Disc pack product components display

6 Demonstration of disc pack recording techniques

7 Upstairs to second floor

8 Proceed down hallway to computer center

9 Information Services computer center

View and explanation of the Information Media Group's 360-50 computer system, which is used for data processing and disc pack testing.

10 Information Media Group Finance and Accounting Departments

11 Return to first floor

12 Disc Pack tour ends in front lobby

Tape Plant

1 Tape Plant tour begins here

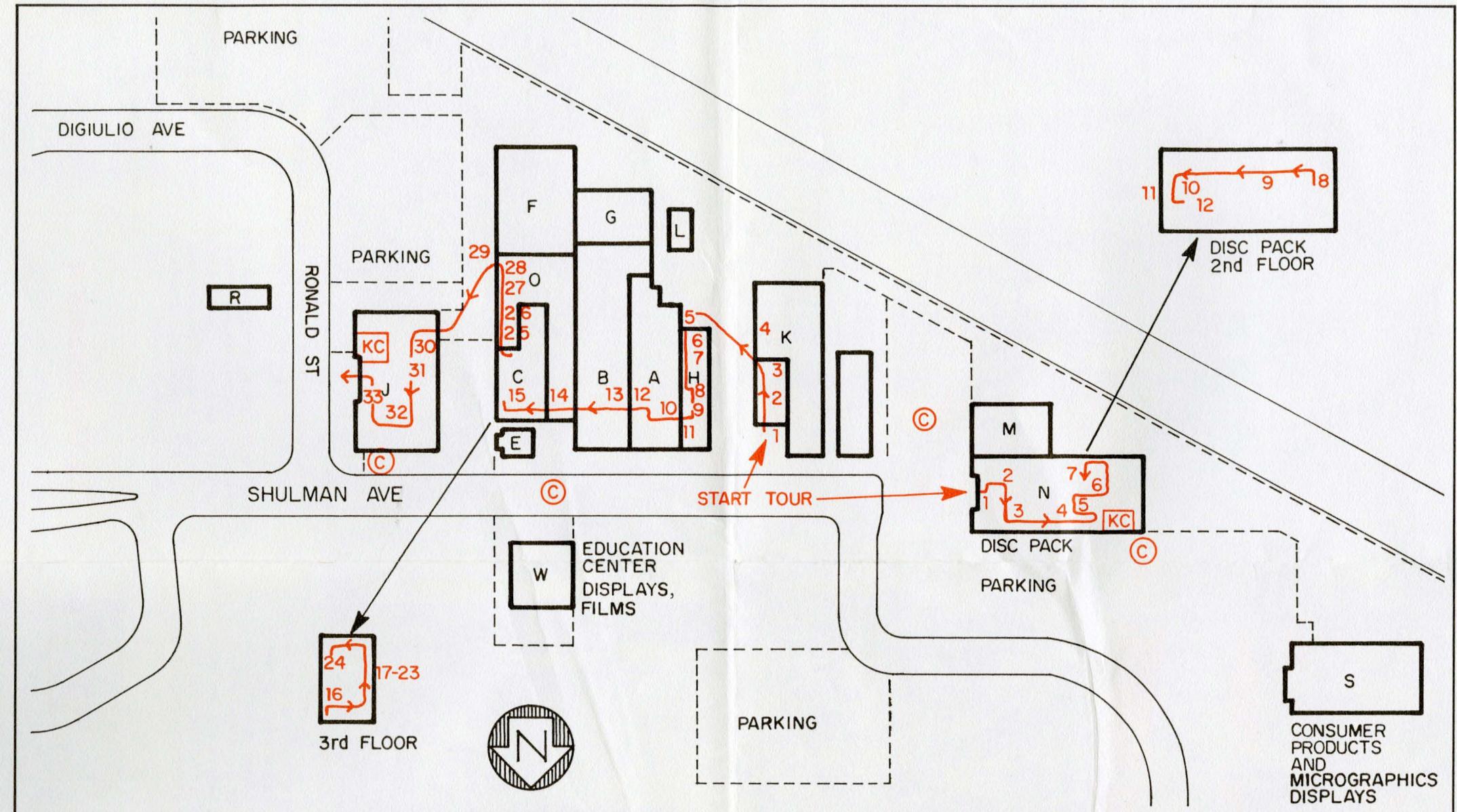
2 Receiving Department

Receives and holds all incoming components and raw materials until released by Inspection Department.

3 Receiving Inspection Department

Determines quality and acceptability of all incoming production materials. Also maintains and collects documentary evidence of acceptance and rejection of incoming materials.

4 Raw materials storage warehouse



5 **Film Cleaning Department**
Tape is made by applying a magnetic coating to a clear polyester backing. The tape manufacturing process begins in the Film Cleaning Department, because this is where the polyester is cleaned and sent into the clean room. Once in the clean room it goes to the Coating Department, where the polyester is run through specially designed machines which apply a magnetic iron oxide coating.

6 **Research Model Shop**

7 **Clean Room Laundry**
Cleanliness is such an important part of our production processes that we launder clean room uniforms daily.

8 **Magnetic Materials Laboratory**
This lab conducts fundamental research work to find new and improved magnetic materials and processes.

9 **Process Research Labs**
Here, fundamental research is done on polymers and binders, and experiments are conducted with new coating formulations.

10 **Optics Laboratory**
This lab is where the film surface characteristics of tapes and disc packs are evaluated.

11 **Electron Microscope Lab**
The Optics and Electron Microscope Labs work together. Our Siemens Electron Microscope was the first of its type on the West

Coast. It has a direct magnification of 160,000 times, and can be used to observe materials as they are subjected to temperature changes and stresses.

12 **View into the clean room, showing the Slitting Department**
This is where magnetic tape is slit into required widths and lengths.

13 **View into Special Products Finishing Department**

This is the area where specially requested tapes are wound onto customer hubs and cut to required lengths. Magnetic tape cartridges sold by our Business Products organization are also assembled here.

14 **Information Media Group Marketing offices**

15 **Personnel Lobby**

16 **Third Floor**

17 **Quality Assurance and Technical Service Center offices**

18 **Calibration Lab**

This is where all electronic instruments used in manufacturing are calibrated on a scheduled basis.

19 **Environmental Lab**

Experimental, standard and competitive products are evaluated for performance under various environmental conditions, such as heat and pressure.

20 **Quality Assurance Tape Library**, where data is stored for future reference

21 **Video Test Lab—Demonstration**
The video test equipment in this lab is used to evaluate our products. The demonstration will show you how clear and sharp a color picture can be when played over a \$150,000 video recorder on Memorex video tape.

22 **Computer Test Lab**, where computer tapes are evaluated

23 **CCTV Test Lab**, where closed-circuit video tapes are evaluated

24 **Return to first floor**

25 **Packaging Department**
Tape products exit the clean room on a conveyor belt and are packaged for shipment to our customers.

26 **Computer Production Department**
Looking through the clean room windows, you can see rows of machines which are used to certify computer tapes and wind them on reels. These machines assure us that Memorex computer tapes are 100% error free.

27 **Skin Packaging**
In this area a skin-tight plastic package is applied as protection for some of our computer tape products.

28 **Reclaim and storage area**

29 **Follow the arrows to the Finished Goods Warehouse**

30 **Finished Goods Warehouse**
This is where all products are stored prior to being shipped.

31 **Shipping Department**
Nearly all of our products are shipped by air, and Memorex is the largest air shipper in the Bay Area.

32 **Silk Screen Department**
Screen process printing is used to make the labels we apply to each reel of tape, each plastic reel case and each disc pack. The department also produces magnetic cards sold by Business Products, and many signs for Memorex facilities.

33 **Purchasing Department, and the end of the tape plant tour**

It All Began in 1961

Memorex was incorporated in early 1961. That same year the company purchased its first five acres of land on Shulman Avenue. During the next 12 months, a plant was built (it's now a small part of the Tape Plant), an innovative production line put into operation, and a sales organization established. By mid-1962, Memorex's first product was on the market.

It was a computer tape of unknown merit, produced under an unknown name; but that wasn't the case for long.

Within a year, Memorex sales of computer tapes were exceeded only by those companies which had been in the industry for 10 or more years.

In the following years, our products were improved with new formulations, marketing extended throughout the United States and into foreign countries, and manufacturing and research facilities expanded

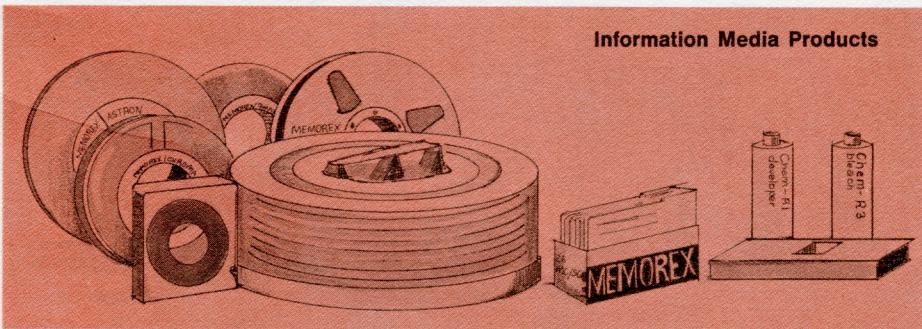
and upgraded. From the original 24 employees in 1961, Memorex grew to 900 by the end of 1966. (Today we employ more than 5,000 people throughout the world.)

Having mastered the difficult chemistry and technique of oxide coating for tape, the company turned its experience to a new product field—the manufacture of disc packs. The timing was opportune. Our first packs went on the market in 1967, the year disc pack sales outstripped computer tape dollar volume in the industry.

Memorex's enterprise in disc pack technology evolved into the company's first entry into the equipment business. In November, 1967, a prototype of the Memorex 630 Series Disc Drive was demonstrated at a national trade show. Soon thereafter, disc drive manufacturing



This photo, taken in early 1961, shows our first employees in front of a building the company leased in Mountain View before buying our Shulman Avenue property.



Information Media Products

became the cornerstone on which to build other and major equipment businesses.

The impact of these diversifications upon Memorex's sales potential was so significant that the company growth objective skyrocketed. Since that time, vigorous growth and expansion have characterized every aspect of the company.

The Organization

Memorex is organized into three operating groups. Two are defined by the products they make, and the third is defined by geography. In addition, we have a corporate staff to provide assistance in matters pertaining to finance, facilities and manpower planning and development.

The **Information Media Group** occupies the major portion of our Shulman Avenue facilities. Among its divisions is Precision Magnetic Products, whose high-quality magnetic tapes provided the foundation for our company's spectacular growth. From the initial manufacture of computer tapes, Precision Magnetic Products has expanded to include closed-circuit (helical scan) video tape, broadcast video tape, and disc packs. Many of the reels, hubs,

flanges, plastic reel cases and other parts for our media products are manufactured in Southern California (Orange County) by Comdata, a division of the Information Media Group. Another division in Los Angeles, Substrate, makes the metal discs which are used in disc packs.

Information Media Group is also vigorously pursuing new products in development projects launched in 1969. A Consumer Products Division was organized to develop Memorex's first consumer product line—audio tape for magnetic tape recorders. Consumer Products has a newly completed manufacturing plant at the west end of Shulman Avenue. Another new organization, the Micrographics Division, is developing and marketing microfilm supplies sold to users of microfilm printer systems. Early in 1971, Micrographics will occupy a new building currently under construction on a recently purchased 83-acre site just west of the Equipment Group and the new Corporate headquarters, at San Tomas and Central Expressways.

In the meantime, other new product developments are accelerating. Some of these developments are in the Business Products launch group, which already sells magnetic cards and cartridges for general office use.