



THE COMPUTER HISTORY MUSEUM



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**Entry form**

# 138

category **Design Problem** (100 to 150 words, please)

A inexpensive on-line microfilm printer mechanically, electronically, and visually compatible with IBM System/360 Equipment. Operation to require no special training in photographic technology and require least amount of time and effort for loading and unloading of film.

Maintenance must be simple and minimal as most units will be leased and maintained by Memorex.

**Product Description**

Product Name MICROFILM PRINTER  
 Model Number 1603  
 Company MEMOREX  
 Division IMAGE PRODUCTS CORP.  
 Size, Weight 30" X 30" X 60" 550 lbs.

**Typical Product Application**

DIRECT ON-LINE COMPUTER  
OUTPUT PRINTED DIRECTLY ON TO  
MICROFILM.

**Advantages** (over similar products previously available)

LESS THAN HALF THE PRICE OF  
COMPARABLE UNITS. COMPLETELY  
HARDWARE AND SOFTWARE COMPATIBLE  
WITH EXISTING IBM LINE PRINTERS.  
SPEED: 10,000 lines/min with

Entrant 132 characters/line

Name RONALD E. PLESCIA  
 Title MANAGER, INDUSTRIAL DESIGN  
 Company MEMOREX EQUIPMENG GROUP  
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**Designers** (Company and/or Consultant)

Ronald Plescia, Industrial Designer  
Otto Wippich, Design Specialist  
Clifford Akers, Project Director

**Authorization** (I understand that this product, if selected by judges, must be made available physically for the exhibit).

Signed Ronald E. Plescia  
 Title MANAGER, INDUSTRIAL DESIGN  
 Company MEMOREX EQUIPMENT GROUP

**Design Solution** (Up to 250 words, please)

The basic approach incorporates physical size and color options compatible with IBM 360 System. An automatic time delay power door for the camera area is used to insure against exposure of printed microfilm. The film handling and threading was made similar to existing magnetic tape schemes familiar to computer room personnel. Simplicity, economy, and strength were stressed in the sheetmetal fabricated main frame which integrates structure, air ducting and component mounting.

Where may the product be reviewed now?

MEMOREX EQUIPMENT GROUP HEADQUARTER