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MEMOREX ENTERS SYSTEMS MARKET

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The Memorex Corporation announced yesterday its entry into the computer systems market.

The company, a major manufacturer of computer peripheral equipment, introduced two computers, the MRX-40 and the MRX-50. The small computer systems will be available for delivery during the third quarter of 1972. Rental prices for the systems will range from \$2,500 to \$12,500 a month.

Memorex's move was not unexpected. A number of industry analysts believe that entry into the computer systems business will be a key to growth for peripheral manufacturers, who often in the past have been subject to the price patterns set by the larger main-frame companies particularly I.B.M.

J. Garrett Fitzgibbons, president of MRX Sales and Service corporation, a division of Memorex, commented, "Our entry into the main-frame marketplace is designed to fill a widespread need in the data processing industry for a general purpose computer with large data base capacity, superior communications capabilities and potential for expansion."