

This binder, originally the property of Mark Lutvak, mainly consists of Appendix E's program briefs for each Memorex Equipment Products Group product program. From the various dates therein it appears to have been generated in or about April 1977.

The following two pages are scanned from the material in the front of the program briefs.

#### EPG NEW PRODUCT PROGRAMS OVERVIEW

EPG is currently engaged in an intensive effort to develop and introduce to the market a series of new products. This effort, however, places a heavy load on EPG's human and financial resources. Thus, Product Planning has assisted overall EPG business planning efforts by describing the rationale and planning behind each of the product programs. This document contains these summary plans, which have been developed on a preliminary basis. Product Planning will be further refining and expanding these documents over the next several months:

1. Developing a sound, logical structure for each program.
2. Expanding the functional plans, including topics such as pricing, promotion and advertising, and time phased resource requirements.
3. Detailing and refining product schedules, including tasks, responsibilities, end-products, and timing.
4. Resolving key issues and presenting recommended actions to top management.
5. Developing succinct overall strategies/business plans for Memorex in the storage products, communications, add-on memory, and office systems businesses.

In addition to the project descriptions in this document, several appendices are attached to provide an overview of the EPG product programs.

1. Appendix A: Product Planning Calendar Summary
2. Appendix B: Product Project Rankings
3. Appendix C: Worldwide Product Build Requirements
4. Appendix D: 1977 Revenue, Profit, Cash Impact of New Products
5. Appendix E: Program Brief Contents

#### APPENDIX E

##### PROGRAM BRIEFS/RFF'S

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10. 3657 Disc Drive
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13. 367X Product Life Extender Program
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T. Gardner November 2008