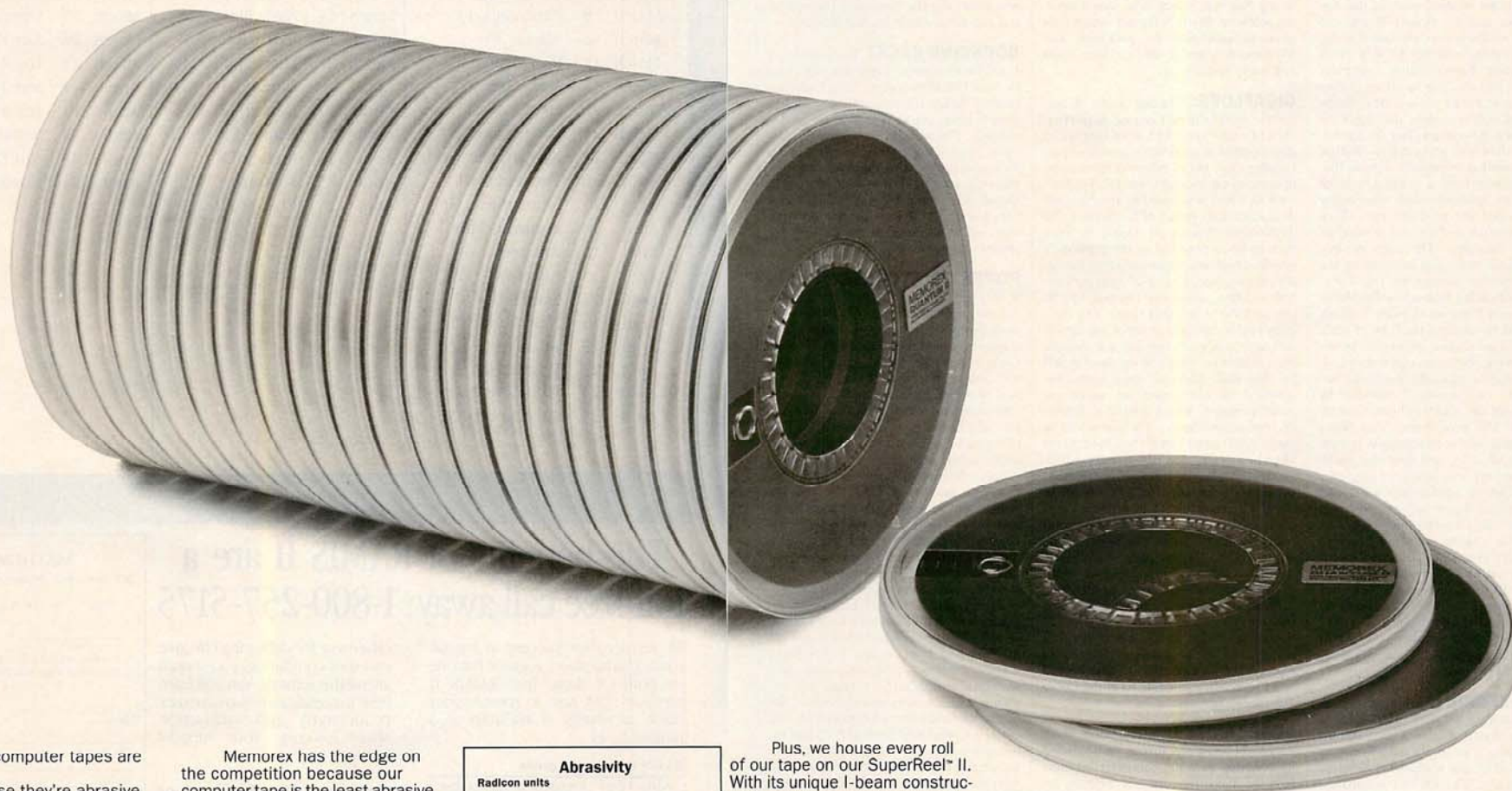


For fast relief of head aches.



Most computer tapes are a pain.

Because they're abrasive. They're rough on tape drive read/write heads. Pass after pass, they wear them down.

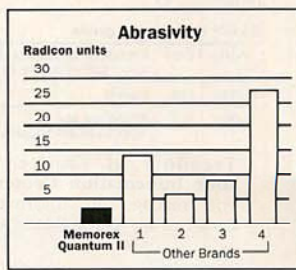
And tough on you because of the problems that result from worn heads. Like erratic signal levels. Dropouts. And, worst of all, data loss.

How do you relieve these headaches? By making sure they don't happen in the first place.

By asking for the edge. The Memorex edge.

Memorex has the edge on the competition because our computer tape is the least abrasive available. We take the pains to make it right. Our proprietary "thin coating" oxide formulation is so carefully pre-mixed, dispersed and surfaced that it's uniform to ten-millionths of an inch. So there's little to bump your head.

That coating edge also makes possible the highest output at high recording densities. So your data is safe, even in extreme situations.



Radicon test measurements above are obtained by running different computer tapes over an irradiated tape drive head. The higher the count of irradiated particles rubbed onto the tape, the more abrasive the tape.

Plus, we house every roll of our tape on our SuperReel® II. With its unique I-beam construction and ultrasonically welded flanges, SuperReel II is 90% stronger than conventional reels. So your tape—and your data—has an extra edge of safety during handling and operation.

A lot of work. But well worth it for a tape that's tested end to end, track by track. And warranted for 25 years. All of which will come as a great relief to you. And your heads.

For more information

on the full line of Memorex quality computer media products, including flexible discs, call toll-free: 800-222-1150. In Alaska and Hawaii call collect: 408-987-2961.

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