Memorex Delivers Top Quality Tape Performance

Raw Materials Handling

Incoming raw materials are closely inspected and controlled to ensure full compliance with Memorex's high standards and exacting materials specifications.

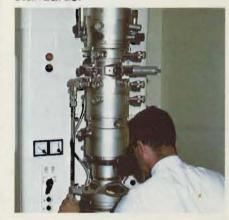


MRX₂ Oxide Ferric Oxide

Our exclusive MRX₂ oxide is more needle shaped and therefore more perfectly aligned than ordinary ferric oxides. This results in greater density, higher output, and a better signal-to-noise ratio.

Perfected Ordinary Quality Control

Each step of the manufacturing process is closely monitored with the highest quality control standards.



Coating Process

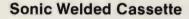
Memorex's unique coating process is rigorously maintained and controlled to give uniform magnetic coating for high quality consistent performance from cassette to cassette.

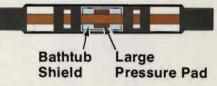




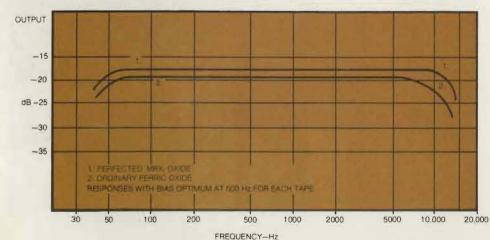
Slitting Line

Multiple slitting machines are precisely maintained and operated by highly skilled personnel to ensure uniformity in tape edge quality, virtually eliminating tape debris and resulting dropouts.





The Memorex cassette is sonic welded in a precision fixture to give consistent jam-free performance. Our unique bathtub shield provides protection from stray magnetic fields and the large pressure pad in each cassette gives better head to tape contact resulting in excellent frequency response.



The performance of MRX₂ oxide is unsurpassed by any ferric oxide tape, and delivers higher output, lower distortion, and better signal to noise ratios across the dynamic frequency range.

Memorex Corporation

Audio Division Consumer & Business Media Group 1200 Memorex Drive Santa Clara, California 95052 (408) 987-1000



Memorex Means Excellence In Sound Reproduction

MRX₂ tape is formulated with a pure ferric oxide magnetic powder with a perfected crystalline shape. This results in a tape with exceptionally high sensitivity and maximum-useable-output over the whole audible frequency band at cassette tape speed (1½ ips). In addition, the frequency response and signal-to-noise ratios of MRX₂ are unsurpassed by any product using pure ferric oxide particles. With standard bias requirements, MRX₂ will give outstanding performance on all types of cassette recorders.



Type C-30 C-45
Playing Times 15 minutes 22½ minutes at 1% ips each side each side
Base Thickness 5 mil .5 mil

Base Material: Tensilized Polyester Coating Thickness: .13 mil Residual Flux Density: 1350 gauss Erasing Field: 900 oersted

Output for 2% Distortion 500 Hz, 1% ips: + 3.5 db

Uniformity 500 Hz, 1% ips: + 0.25 db



C-60
30 minutes
each side
5 mil

C-90
45 minutes
60 minutes
each side
each side
25 mil

Width: .150" + .000" - .002"

Coercive Force: 310 oersted
Squareness Ratio: .88

Relative Signal/Noise Ratio: +3.0 db

Frequency Response 15 KHz 1% ips: +8.0 db Uniformity 10 KHz, 1% ips: + 1.0 db



Chromium dioxide cassette tape uses a synthetic magnetic particle with a magnetic coercivity which is significantly higher than that of ferric oxide tapes. As a result, the short wavelength or high-frequency saturation flux density gives a superior frequency response and freedom from compression and intermodulation distortion.

CrO₂ Cassettes

Type C-45
Playing Times 22½ minutes
at 1% ips each side
Base Thickness .5 mil

Base Material: Tensilized Polyester

Coating Thickness: .18 mil

Residual Flux Density: ~ 1600 gauss

Erasing Field: 1200 oersted Output for 2% Distortion 500 Hz, 1% ips: + 2.0 db

Uniformity 500 Hz, 1% ips: + 0.25 db

C-60 30 minutes each side .5 mil

utes C-90
45 minutes
de each side
.3 mil

Width: .150" + .000" - .002"

Coercive Force: 460 oersted Squareness Ratio: .90

Relative Signal/Noise Ratio: + 2.0 db Frequency Response 15 KHz, 1% ips: +11.0 db

Uniformity 10 KHz, 1% ips: + 1.0 db



8-Track Cartridges

Playing Times
Loop Length
Output
Bias Noise

Uniformity

45 minutes
10" to 20"
(500 Hz)
>-1.0 db
< + 1.0 db
+ .5 db

 60 minutes
 90 minutes

 10" to 20"
 12" to 22"

 (5 KHz)
 (10 KHz)

 >-1.0 db
 >-2.0 db

 < + 1.0 db</td>
 + 1.0 db

 ± .5 db
 ± 1.0 db

The Memorex 8-Track Cartridge is designed to give the best possible recording performance combined with outstanding reliability and long useable life.

The primary design objectives of the Memorex 8-Track Cartridge were compactness, long operational life, precise control of tape, tamper-proof package, positive tape and disc lock and inclusion of all precision drive elements as a part of the cartridge. This, combined with our superior recording performance and outstanding tape reliability, has produced 8-Track cartridge tapes that are unsurpassed on the market today.

minutes Base Material: Non-Tensilized

Polyester

Coating Thickness: .040 + .02 mil

Width: .248" + .000" -.002"

Lubricant Thickness: No greater

than 0.12 mil

Memorex Reel-To-Reel Tape is designed and formulated to match the recording requirements of virtually all high-fidelity tape recorders in use today. The bias requirement is compatible with equipment settings for low-noise, high output tape and when used on this setting, the recorder will equal or surpass its manufacturer's published specifications.

The binder system has been specifically developed to give exceptional durability and use, to survive long term storage under all except the most abnormal conditions, and to provide a product as close as possible to the ideal for a magnetic tape. The reliability of Memorex tape is characterized by its exceptional freedom from generating dust and oxide rub-off when in use.



Open Reels

Playing Times Times For Each Direction Tape Length 1 1/8 ips 33/4 ips 71/2 ips 15 ips 32 Min. 600 Ft. 1 Hr. 4 Min. 16 Min. 8 Min. 900 Ft. 48 Min. 1 Hr. 36 Min. 24 Min. 12 Min. 1200 Ft. 2 Hrs. 8 Min. 1 Hr. 4 Min. 32 Min. 16 Min. 1800 Ft. 1 Hr. 36 Min. 24 Min. 3 Hrs. 12 Min. 48 Min. 2400 Ft. 2 Hrs. 8 Min. 32 Min. 4 Hrs. 16 Min. 1 Hr. 4 Min. 2500 Ft. 2 Hrs. 13 Min. 33 Min. 4 Hrs. 26 Min. 1 Hr. 6 Min. 3600 Ft. 6 Hrs. 24 Min. 3 Hrs. 12 Min. 1 Hr. 36 Min. 48 Min.

ACTURE CALL			Appropriate the second
Type Length in Feet	Standard	Long	Double
5'' reel	600'	900'	1200'
7" reel	1200'	1800'	2400'
101/2" reel	2500'	3600'	
Base Thickness	1.42 mil	.92 mil	.49 mil
Coating Thickness	.4 mil	.4 mil	.4 mil
Base Material	Polyester	Polyester	Tensilized Polyester

Coercive Force: 290 oersted Residual Flux Density: > 1400 gauss

Squareness Ratio: .80
Erasing Field: 900 oersted
Relative Signal/Noise
Ratio: +1.5 db

Output for 2% Distortion 500 Hz, 3% ips: +1.5 db

Recording properties measured relative to MRX laboratory reference tape at 0 db.