

The Art and Science of Better Communications.

GROUP DYNAMICS AND THE 3270-COMPATIBLE MARKETPLACE.

There is an art—and a considerable amount of science—to designing and delivering data communications products that meet the rigorous demands of today's 3270-compatible marketplace. Products such as display stations, printers and controllers that more dynamically and productively interact with each other, with compatible system equipment and with the people who use them. Products that save more energy, space and money. Products that perform more reliably. Products that are more readily available and more fully supported. These three products, for instance.

Product Set: Memorex 2078 Display Station; Memorex 2087 Matrix Printer; Memorex 2076 Remote Cluster Controller.

System Interfaces: IBM Systems 360, 370, 303X and 43XX.

Compatibility: IBM 327X plug compatible; Bisynchronous; SNA/SDLC (2078/2087).

Product Specifics: The 2078 Display Station is built for flexibility, operating in bisynchronous as well as SNA/SDLC environments. It is built compactly to conserve space and even features a monitor that detaches for shelf placement. It is built to conserve energy, with efficiency features that allow the 2078 to operate on 58% less power while generating 41% less heat than its IBM equivalent. It weighs just 55 pounds, some 47% lighter than the IBM competition. And above all, the 2078 is built for people. The monitor is tiltable and the screen recessed. That screen, the keytops and all moldings are non-glare. The keyboard is movable for comfortable positioning.

The 2087 Matrix Printer also features SNA/SDLC protocol compatibility in addition to bisynchronous operation. It is both fast and quiet. A microprocessor-controlled print mechanism delivers high quality printouts at speeds up to 50% faster than the IBM equivalent. A bidirectional matrix print head seeks the shortest path to the next line, backwards and forwards, maximizing throughput. Acoustical engineering reduces noise levels, while a membrane switch panel, controls and LED indicators, all located on the front panel, provide the operator with local control and printer status.

The 2076 Remote Cluster Controller is a lightweight 30-pound package that accommodates up to eight printers and/or terminals in a bisynchronous environment. It measures a streamlined 6.5" high x 14" wide x 26" deep. While the 2076 can be located as far away as 4920 feet from its attachments, its dimensions allow for convenient placement just about anywhere, singly or stacked. Standard power-on, off-line and on-line diagnostics contribute to increased uptime.

Memorex. The Communications Group. For more information, contact Laurie Schuler at 18922 Forge Drive, Cupertino, CA 95014-0784. Or call (800) 538-9303. In California, call (408) 996-9000, Ext. 222.

Better data communications begin with better tools. The best of these reflect a balance of art and science. In their engineering, manufacture and test. In the way they are designed for the environment, for the eye of the beholder, for the comfort and productivity of the operator. In the marriage of form with function, feature with benefit. These are the components that define data communications excellence. And excellence is the goal that defines Memorex.



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