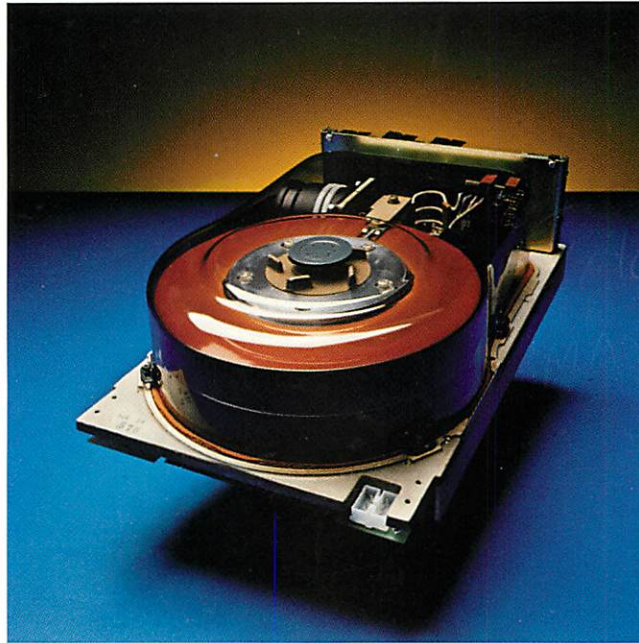


# SMALLER.



It weighs just 12 pounds. It stores 11.7 megabytes of data on two eight-inch rigid discs, all housed in a sealed Winchester-type environment. It boasts features such as integral data separation, absolute-filtered drive enclosure and a beltless, direct drive, DC spindle motor. It is the Memorex® Model 101, and it is, quite simply, one of the finest eight-inch rigid disc drives around.

But the 101 is also an example of how Memorex has responded to a major mandate in the marketplaces of high technology, that of ever-smaller sizes. A mandate that has brought us desk-top computers more powerful than the room-sized machines of a few years back. Millions of bits of information packed into one square inch of magnetic media. And a mandate that has meant smaller energy use, smaller costs, smaller space requirements. For twenty years, Memorex has operated successfully in

this environment, where the imperatives of change—for making things smaller, faster, smarter, stronger—are relentless. And during that time we

have become a leader in the information storage, retrieval and communications industries.

Tough customers and tough competitors have made the 101 a winner—so much so that we have built the largest manufacturing facility in the country totally dedicated to eight-inch disc products. But it is just one of the many drives Memorex manufactures—for both rigid and flexible discs, from kilobyte to gigabyte capacities. We have disc drive experience spanning six product generations. We manufacture the key components ourselves—the media, heads, PCBs. And we are committed to future products that will serve the very distinct needs of both the end-user and OEM marketplaces, be those products larger—or smaller.

# MEMOREX

*For twenty years, the*



*expression of excellence.*

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