

# SMOOTHER.



The Memorex® M Formula Rigid Disc, newly introduced by our Media Products Group, has literally redefined the standards by which disc performance is measured. Since a recording head must fly just microinches above the disc surface, smoothness is one of the most critical of these standards. The M Formula coating, featuring the new Hi/Oxide™ formulation, has created a new industry benchmark for smoothness. Hardness has also been improved, thus reducing wear and increasing durability. Higher performance margins result from M Formula's higher signal-to-noise ratio, tops in the industry.

Smoother, harder surfaces mean greater data integrity. For twenty years, from our first computer tapes through our current line of tapes, disc packs, disc cartridges, rigid and flexible discs, data integrity

has been the primary motivation of our surface recording engineers and scientists. And for twenty years, we have proven our superiority where it

counts—in the marketplaces of high technology. Marketplaces where change—with its mandates for smoother, smaller, smarter, faster—is an uncompromising reality. And it is a reality we continue to respond to, anticipate and, as with the M Formula breakthrough, a reality we initiate. In fact, it was the pressure to support innovations occurring in our equipment area, specifically our new generation of high-density, high-performance disc drives, that helped bring M Formula rigid discs to market so quickly.

The M Formula Rigid Disc. The latest expression of excellence from the Memorex Media Products Group. But certainly not the last.

**MEMOREX**  
*For twenty years, the*  *expression of excellence.*

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