

EASTER.



The business of data processing has become an important facet of modern life—and that business continues to set demanding criteria for success.

These criteria call for constant innovation to meet the need for faster, smarter, smaller, finer information storage and retrieval products. Take the Memorex® 3652 Disc Storage Subsystem, for example, a product that combines a series of advanced features which meet and even exceed the critical standards of our fast-paced industry.

The Memorex 3652, the double capacity version of our popular 3650 disc drive, features 1270 megabytes of data storage, available at faster access speeds than equivalent large storage products. Innovations like Intelligent Dual Interface and a unique HDA switching technique assure data integrity by providing built-in backup—and increase performance dramatically by reducing CPU workload. High reliability is assured by Memorex's years of

experience in disc drive manufacture—and by the recent M Formula breakthrough in disc media coating which sets new standards for sensitivity

and durability. Memorex engineering has helped meet other criteria of the ever-changing world of data processing as well—for compatibility, for space and energy savings, for overall cost efficiency.

The world of high technology is a world of change, a world which asks for more and better, and will not compromise on its demands. That's the world in which Memorex has been competing for twenty years, responding to and managing change at the very heart of these sophisticated marketplaces. For twenty years, we've manufactured everything from computer tapes to rigid discs, from disc drives to communications equipment, that have measured up, and set new measures. And if those twenty years have been years of rapid change, we expect the next twenty to go by even faster.

MEMOREX

For twenty years, the



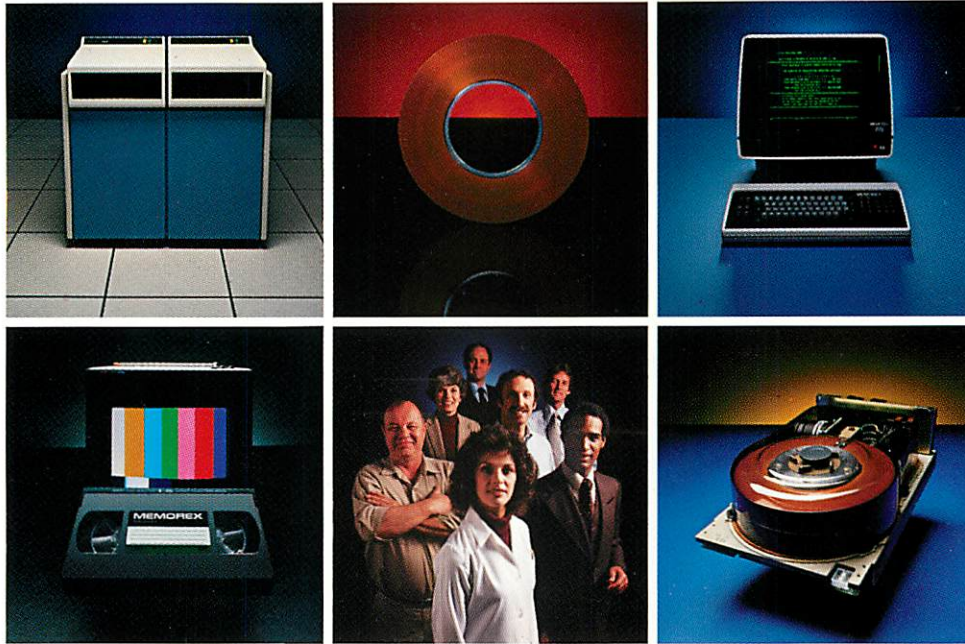
expression of excellence.

San Tomas at Central Expressway, Santa Clara, CA 95052 (408) 987-1000





SMALLER. SMOOTHER. FASTER. FINER. THINNER. TOUGHER. SMARTER.



Those words are not mere product boasts. They describe, instead, the relentless realities of doing business in the marketplaces of high technology. Marketplaces with insatiable appetites for ever-smaller sizes, smoother surfaces, closer tolerances, faster accesses, greater capacities. Marketplaces with their own uncompromising process of natural selection.

Memorex® Corporation has been part of that environment since 1961. For 20 years, we have helped to shape the information recording, storage and retrieval industry. For 20 years, we have expanded our product lines to include everything from disc packs to disc drives, from audio and videotape products to communications terminals.

And for 20 years, in an environment where change is the constant—and an unsympathetic, ever-accelerating constant at that—Memorex Corporation has done more than simply manage to change so as to keep up. We have *managed change itself* and stayed ahead.

And since ahead is where we intend to stay, we are taking those mandates for smaller, smoother, faster, and the rest and making of them points of pride, “expressions of excellence.” Certainly, the accomplishments our people have made possible these past 20 years are noteworthy. And if we are not dwelling on them, it is because excellence, like change itself, moves in only one direction.

MEMOREX

For twenty years, the *expression of excellence.*



San Tomas at Central Expressway, Santa Clara, CA 95052 (408) 987-1000



