

MEMOREX



# The Company

Memorex is in the data processing industry. More specifically, we have defined our business as the "user-oriented information handling systems media and equipment business." We develop, manufacture and sell media (for example, magnetic tape, microfilm and disc packs) and equipment (for example, disc drives, communication terminals and microfilm printers) designed for the ultimate user of systems for handling information.

## Company History and Product Development

Memorex was organized in 1961, with the conviction that a small company could match industry giants in the precision magnetic tape business. The success of this initial venture, and of subsequent undertakings, has brought technical distinction to the company and world-wide recognition to Memorex as a producer of high-quality products.

From incorporation in early 1961 to the middle of 1962, all activity was formative and non-revenue producing: recruitment of technical, marketing, and administrative staffs; work in research and development; construction of plant, laboratories and offices; and fabrication of production equipment.

Paradoxically, none of the scientists and engineers engaged in the original research and development work at Memorex were experienced in making magnetic recording tape. Their disciplines and backgrounds were entirely in the chemical, pharmaceutical, and recording equipment industries. Of necessity, their work was original and fundamental. The result was a combination of unique chemical formulations and manufacturing processes which provided a scientific basis for manufacturing, in lieu of what had been an unpredictable and uncertain art.

By 1963, the first products, computer and instrumentation tapes, were successfully introduced, a modest position secured in markets, and sufficient capital accumulated to begin thinking of expansion.

The original products were improved with new formulations, marketing enlarged and extended throughout the United States and into foreign countries, and manufacturing facilities and laboratories were expanded and upgraded.

From the original 24 employees in 1961, Memorex had grown to over 900 employees at the end of 1966. (At the present time—late 1970—Memorex employs over 5,000 people.)

But perhaps the most significant decision was to enter a new product field. Having mastered the difficult chemistry and technique of oxide coating for tape, Memorex turned its experience to disc pack manufacture. The timing was opportune. Our first packs went on the market in 1967, the year that disc pack sales outstripped computer tape volume in the industry.

From Memorex's enterprise in disc pack technology evolved the company's first entry into the equipment business. In November, 1967, a prototype of the Memorex 630 Series Disc Drive was demonstrated at a national trade show. Soon thereafter, disc drive manufacturing became the cornerstone on which to build other and major equipment businesses.

The impact of these diversifications upon Memorex's sales potential was so significant that the company growth objective skyrocketed.

Since that time, vigorous growth and expansion have characterized every aspect of the company. (The figures and statistics in the Annual Report graphically depict this.)

A new concept of the evolving company was formulated in 1968 and materialized in 1969. In contrast to the definition of a business restricted to magnetic media and disc drive equipment manufacturing, the new concept reflects broad corporate interests. Hence, the evolution of an "information handling systems media and equipment business."

## Organization Structure

The ability to act effectively in a rapidly growing and highly competitive new industry has been a major strength of the company since its inception. But our successful growth carries with it the burden of ensuring that we can maintain flexibility even as we grow larger and our management problems become increasingly complex.

The organizational concept that Memorex has developed provides a basis for continuity in

on-going operations as well as a framework for responsiveness and innovation.

First, we have decentralized our profit centers into three basic group organizations—Information Media, Equipment, and International.

Second, we provide channels for growth through new ventures, launch groups and acquisitions, as well as through the accelerated internal growth of existing organizations.

Of the three operating groups, two are defined by product category, the third by geography. In general, these groups function as integral operating units and receive assistance from corporate staffs in matters pertaining to finance, facilities, and manpower planning and development.

### Information Media Group

Memorex is an international leader in the magnetic media business. From the initial manufacture of high-quality computer tapes, Precision Magnetic Products Division expanded to include closed-circuit (helical scan) video tape, broadcast video tape, and disc packs. In addition to improved formulations of these products, new products are being vigorously pursued in development projects launched in 1969. A Consumer Products Division was organized within the Information Media Group to integrate all activities relating to development of Memorex's first consumer product line: audio tape for magnetic tape recorders. Another new organization, the Micrographics Division, was given similar responsibility for microfilm supplies products which will be sold to users of microfilm printer systems. Both of these divisions are scheduled to begin production in 1970.

In the meantime, other new product development is accelerating. Information Media has a business products launch group already in operation. In another project, we have entered into a joint venture with CBS (called CMX Systems) to investigate sophisticated video equipment for the television industry. In still another area, Information Media Group anticipates future products and innovations using a chromium dioxide formulation, and is studying its potential for future home video recorder markets.

### Equipment Group

Since the establishment of the successful disc drive product series, Memorex has moved rapidly into the computer peripheral



equipment business. "Information handling systems equipment" includes all systems which are used for data acquisition, preparation, communication, conversion and reduction, storage, retrieval and display.

At present, the Equipment Group markets a microfilm or "COM" (Computer Output Microfilm) printer, disc storage systems and communication terminals for a wide spectrum of time-share applications.

The Equipment Group anticipates the introduction of a totally new generation of disc storage systems to the computer market before 1975. The technology which is embodied in our current disc drive products, much of which is now being emulated by competitors, provides an excellent base from which this advanced technology will be developed.

Other development programs increasing the diversification of the product lines are well under way.

#### International Group

The International Group is responsible for all sales in international markets. It also is responsible for the operation of the company's manufacturing facilities in Liege, Belgium, which produce the media products for our customers in Europe, the Near East and Africa.

Since 1964, when the first overseas sales office opened in Maidenhead, England, international operations have expanded to include over 800 employees, 19 sales subsidiaries, 5 technical service centers, and the Belgian plant. Today, an administrative structure and operating base is firmly established in every European market, in Canada, Latin America, and Japan. The character of Memorex is clearly multi-national.

## Career Development

Your career advancement is as vital to Memorex as it is to you. Updating skills and acquiring new ones is a way of life among successful individuals and companies. We can only meet the business challenges of today and the future if the capabilities of our employees grow with us. We also

recognize the importance of assisting employees who are willing to accept the increased responsibilities and challenges inherent in a company expanding as rapidly as Memorex.

Our progressive personnel programs include extensive manpower development and planning activities offering the kind of help which builds individual careers and successful companies; programs in supervisory development, management and professional development, and technical training are offered regularly.

We also have an educational reimbursement program which provides financial assistance for tuition, books and lab fees for courses taken at any of the nearby colleges, universities, and junior colleges. The University of Santa Clara, Stanford University, San Jose State College and several community colleges are all within minutes of our Santa Clara facilities.

## The Benefits Package

The Memorex reputation for quality and leadership carries over into our employee benefit plans.

**Group Insurance**—Our Group Insurance package presently includes **completely** company-paid coverage for basic health, major medical, life and travel accident insurance. These plans take effect the day you begin work, as does long-term disability insurance, which is partially paid for by the company.

**Profit Sharing and Stock Purchase**—Memorex employees participate in a Profit Sharing Plan, which gives each employee an opportunity to share in the growth and profitability of the company. In addition, our Savings and Investment Plan enables employees to purchase Memorex Corporation stock with the help of company contributions. An employee may contribute up to 5 percent of his salary to this plan; Memorex adds fifty cents for each dollar that the employee invests.

**Vacations and holidays**—We offer nine paid holidays each year, and all employees receive two weeks' paid vacation after their first year. Paid vacation during the first year is based upon length of service with the company.

**Relocation**—Memorex has a liberal relocation expense policy, which is tailored to individual needs.

## Location

Our major domestic manufacturing operations are conducted in the Santa Clara, California, area. Subsidiary company plants are located in Southern California and Minnesota. Total U. S. facilities exceed one million square feet. Primary research and development activities also are located in Santa Clara.

Memorex has sales offices in principal cities throughout the United States and international offices in more than thirty cities throughout the world.

## Recreation and Living

The San Francisco Bay Area offers unique opportunities to exercise interests in cultural and recreational activities. The climate is mild; temperatures in summer range in the 70's with virtually no rainfall. Winter temperatures average 10 to 15 degrees lower and there is a short rainy season.

Big Sur, Lake Tahoe, Santa Cruz, Yosemite National Park, as well as literally hundreds of other lesser-known recreational areas, are easy weekend trips. A pleasant three-hour drive takes you to the high Sierras, the ski slopes, and dozens of resorts. Attractive residential areas abound in the Santa Clara Valley and nearby foothills. Excellent medical and educational facilities are conveniently located throughout the Bay Area. ■



# The Opportunities

With Memorex's extraordinary growth and achievement, excellent job opportunities have multiplied. Memorex is seeking individuals who can make solid contributions toward the company's continued growth and success. The following sections describe some of the areas where your abilities could have significant impact.

## Electrical Engineering

Because of recent product advancements in computer peripheral equipment and media supplies, special opportunities exist for the electrical engineer. There is a unique opportunity to assist in developing new techniques and devices in this sensitive environment.

For instance, you may be assigned to a group working on generating a data flow for an advanced controller, and follow through in the design of the functions outlined in the data flow. Other areas might include feasibility and evaluation studies in advanced television recording systems, video and RF circuit design or switch design.

Our electrical engineers typically are skilled in such areas as: analog circuit design, build and test; logic design; power supply design; micro-programming; product testing and evaluation; product design and development; applied electronics research; systems design; design and fabrication of test instrumentation; manufacturing engineering and quality engineering.

Many of our engineers are working in small groups which are often multi-disciplinary in their makeup.

## Mechanical Engineering

Memorex mechanical engineers are heavily involved in conceptualizing and developing a wide range of products, in an environment where new product announcements are the rule—not the exception.

Some of the on-going and anticipated mechanical engineering projects include: product design and development; small mechanism and supporting structure design; electro-mechanical device design, build and test; manufacturing engineering, which involves tools, fixtures, methods and procedures related to the manufacturing process; facilities engineering work on the design and implementation of plant changes; develop-

ment of mechanical and electro-mechanical machinery and production test equipment; design of complete web handling systems for the manufacture of tapes and films.

## Chemical Engineering

We are dependent upon our chemical engineers for innovative thinking in the development, design and efficient operation of chemical processes and of process equipment. The chemical engineer will be asked to apply his knowledge of organic chemistry, inorganic chemistry, and electro-chemistry areas. Opportunities also exist in magnetic recording media and photographic media research and development, as well as in first line management of production processes.

You might find your interest is in coordinating, designing and specifying components used to support some of our tape products; or in performing process engineering studies and designing processes and equipment for recovering chemicals and for manufacturing microfilm.

## Industrial Engineering

Industrial engineers enjoy an infinite variety of opportunities. Entire new plants for the manufacture of magnetic tape, film and electro-mechanical products, coupled with pressures to expand and modify existing production facilities, create exciting and rewarding projects for our new engineers. Initial assignments are often in: cost estimating; facilities planning; systems design and analysis; production automation; inventory control; scheduling; quality control; man-machine interactions; systems reliability; manufacturing engineering; and economic studies. Your duties will also include utilizing statistical and mathematical approaches in analyzing and solving engineering and management systems design problems.

## Physics

The physicist at Memorex will find a broad range of challenges in such areas as magnetic tape properties and performance studies; design and development of experimentation and manufacturing instrumentation; design and development of optical systems and other studies related to image and information recording systems.

## Chemistry

The research and development chemist interested in utilizing his knowledge in polymer, synthetic/organic, photochemistry, or magnetic chemistry will be impressed with our diverse range of chemical activity. Opportunities for the chemist range from synthesis and characterization of unique organic materials, materials development, chemical development, and test procedures development, to applying sophisticated analytical chemistry techniques to unique problems.

## Computer Science

Computer science majors, mathematicians, and statisticians with applications backgrounds work on a variety of problems in production control, scheduling, management information systems, and operations research. Memorex offers you the opportunity to extend your knowledge and broaden your skills.

Typical assignments are in design and implementation of management information systems, scientific analysis programming and micro-programming, design and programming of on-line production control systems, and statistical analysis of data processing concepts.

## Operations Research

Memorex is aggressively pursuing the utilization of the latest operations research and other quantitative analysis techniques.

The purpose of this endeavor is to structure a situation, analyze its problems, coordinate related activities, and provide information and associated recommendations to insure that management decisions effect the achievement of Memorex's objectives through the understanding and consideration of the quantitative implications of decisions.

On-going operations research projects include studies of manufacturing processes, marketing, distribution, capital investment risk analysis, and warehousing. In addition, the operations research staff, which operates as an internal consultant to departments, divisions and groups, is continually finding new areas for the application of operations research and other quantitative analysis tools.



## Marketing

Memorex offers the new employee in selling a comprehensive training and personal development opportunity. As a member of our sales force, you will find significant responsibilities in the sales, sales management and administrative areas.

### Media Sales

Initial assignment for media sales is to a training territory, probably near your present location. You first participate in a sales development program which provides detailed knowledge of Memorex products and their environment, related marketing strategies, administrative procedures and company background. Training and updating of skills continues throughout your sales career to insure your personal and professional growth.

Your professional selling career begins with your assignment to a territory. There are future opportunities for promotional assignments to sales administration and staff marketing.

### Equipment Sales

Memorex equipment sales representatives are also provided thorough and sophisticated sales training. The first five months of your career are devoted to a combination of classroom technical training and field selling experience. You will then be assigned to a district where you will be responsible for selling Memorex's impressive line of computer peripheral equipment.

Advancement might be to a senior sales representative and then to Branch Manager, or you might return to the Group's main office in California to serve in a marketing support function. Whatever your promotional sequence, you may be considered for top sales management responsibilities in the industry's fastest growing marketing force.

### Staff Marketing

In a market research group, you might conduct market surveys, develop and interpret market analyses, plan price and marketing strategies, or develop market forecasts.

Operations research, modeling and other quantitative business analysis techniques are heavily relied upon by our marketing groups. There is ample challenge and opportunity for the graduate with a strong quantitative background.

## Business Administration

Each year Memorex hires increasingly large numbers of new graduates in the business administration field.

Opportunities exist in the staff organizations at the corporate, group or division levels, and in our marketing organizations.

**Finance:** If you have training in finance and are interested in applying the latest in financial planning and analysis techniques, you will find you can fully utilize your academic training in such areas as: corporate financial planning, acquisition and performance analysis, profit planning, capital investment analysis, definition of computerized financial planning systems, and short and long-range forecasting.

**Accounting:** Accounting majors find at Memorex excellent opportunities to apply their accounting training and skills. There is significant recognition for innovative thinking and the initiation of new techniques.

Depending upon your interests, you might find yourself making immediate contributions in cost accounting, internal auditing, management information systems development, account analysis, reconciliations, marketing accounting, automation of a fixed asset accounting system, inventory control auditing, or special assignments in a controller's department.

**Personnel:** Memorex is an ideal area for the college graduate who wants to implement the newest ideas in personnel management. Openings occur from time to time in professional employment, employee benefits, wage and salary administration, and manpower planning and development. ■



**Memorex Corporation**

**Santa Clara, California 95050**