

MEMOREXPRESS

A newspaper for Memorex employees in the Santa Clara Valley

Volume II Number 1 January 1984



Memorex librarians are on hand to assist employees in the Memorex Technical Information Center libraries. Carolynne Braun sits at the microfiche surrounded by, left to right, Lynne Szabo, Geri Hernandez, and Karen Goulet.

Memorex libraries support high tech information explosion

With the onset of the computer revolution and the need for quick information retrieval, the resources of a library are more important than ever. While high technology continues to move at hyperspeeds, corporations such as Memorex have a critical need to keep updated (sometimes to the minute) on technological and business developments world-wide.

To meet that need, Memorex has developed one of the finest corporate library systems in industry today and offers its many services to all employees.

Two libraries comprise the Memorex Technical Information Center — the Corporate and Engineering Library in building 14, and the Chemistry and Physics Library in the Tape Plant on

Memorex Drive.

While the resources and volumes offered serve the technical audience to a large degree, according to **LYNNE SZABO**, manager of the Center, "The libraries offer a wide variety of services designed to meet the information explosion of a dynamic company and its dynamic employees."

Not the least of the Information Center's services is the expert help of professional librarians always ready to answer information requests and to assist in finding information. On-line literature searches provide a powerful tool that can cut through volumes of available information to locate just what you need. In a matter of seconds, a wide range of databases can be accessed from business trade

continued on page 6

Sordello to take Fellowship leave

In 1979, Memorex established the Society of Fellows, the Memorex Fellows Program. Frank J. Sordello, then manager of the Recording Technology Center, was among the initial candidates that were elected by a unanimous vote of the Memorex Corporate Operating Committee.

Sordello has now completed that portion of the Fellows Program term that qualifies him for a Fellowship Technical Leave. The Memorex Fellows Program provides for a leave to pursue technical endeavors only, on behalf of the Corporation. Sordello began his Fellowship Technical Leave on January 1.

During the initial period of Sordello's participation in the Fellows Program, he was elected Corporate vice president of Technology then, subsequently, a member of the Media and Equipment Operating Committees. Since the objectives of the Fellows Program are difficult to implement where the Fellow also has senior management responsibilities, and since Sordello will continue to have such responsibilities, he will conclude his participation in the Fellows Program with the completion of his Fellowship Leave.



MOVING UP...

GENE GILMAN has been promoted to manager of Safety and Health Services. He has been with Memorex for over 10 years...**ELIZABETH FRYE** is now manager of Financial Planning and Analysis for Storage Equipment Planning and Program Management. Frye joined Memorex in 1981...**CHERIE BARKER** has been appointed Finance manager for Material Recovery Operations, Storage Equipment. Barker has been with Memorex since 1981...**JOHN CROSS** has been promoted to Finance manager for Corporate Physical Distribution. He has been a Memorex employee since 1977...**KAREN CULVER** has been appointed manager of Marketing Communications in the OEM Marketing department. Culver was previously with Shasta General Systems and Diablo Systems...**ROBERT OWENS** has been named International Marketing manager for the Communications Group. Owens joined Memorex from Motorola Information Systems Group...**COLLIN BRUCE** has been promoted to Field Marketing Support manager for the Communications Group. Bruce is a five-year veteran of Memorex...**GREG HOFFMAN** is now manager of Budgets and Measurements in the Communications Group. Hoffman has been with Memorex for two years...**LARRY NICHOLDS** has been promoted to the position of manager, Software Development for the Communications Group. Nicholds joined Memorex last July after 10 years with Burroughs...**PAGE FRECHETTE** has joined Memorex as manager of Employment. She was previously with Qume Corporation and Systems Development Corporation...**PAUL SHEFFIELD** has been promoted to the position of director, Staff Operations in Storage Equipment Manufacturing and Development. He has been with Memorex since 1971.



Casale promoted to vp, Major Accounts

RALPH CASALE has been promoted to vice president of Major Accounts, reporting to **SAM SPADAFORA**, vice president of Sales Operations, U.S. Equipment Sales and Service.

Casale, who works in Memorex's Waltham, Massachusetts, office, will be responsible for all Major Account activities. Reporting to Casale will be **JERRY SHERIDAN**, manager of National Account Support.

A 12-year veteran of Memorex, Casale received his bachelor's degree from Colgate University.

HI-TECH TRIVIA

Who developed the first general-purpose automatic digital computer? When and where was it introduced?

answer on page 8

Koenig leads new sales operation

With the recent formation of Memorex's Federal Government Sales Operation organization, **BILL KOENIG** has accepted the newly-created position of vice president, Federal Operations. Koenig will report to **SAM SPADAFORA**, vice president of Sales Operations, U.S. Equipment Sales and Service.

A Memorex employee since 1967, Koenig will be responsible for all sales activities for Storage Equipment, Communications, and Media Products in the Federal Government market.


















He is a graduate of St. Peter's College from which he earned a degree in marketing.



MEMOREXPRESS is published by the Corporate Design Center for all Memorex employees in the Santa Clara Valley. Send letters, comments, and requests to: **MEMOREXPRESS**, Mail Stop 06-03, 2800 Bowers Ave., Santa Clara, CA 95051, or call (408) 987-0376.

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Associate Editor, Karen Lippe
Pasteup, Blakeley Graphics

Memorex Corporation is a Burroughs company.

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
FEBRUARY EVENTS		This month's bargain guide: linens, fabrics, floor coverings, furniture and President's Day sales.	1 Blood Drive—LDDD San Tomas cafeteria 9 am—7 pm	2  vs. San Antonio 7:35 "An Evening with John Raitt" Children's Performance Series	3  vs. Cosmos 8 pm Opening night of "Children of a Lesser God" Theatre Works, Palo Alto through March 3.	4  vs. Phoenix 8:05	
	5  vs. Chicago 2:30	6 Blood Drive— RMCD, 8 am—5 pm	7	8	9	10 Opening night of "Two Gentlemen of Verona", San Jose Civic Light Opera through Feb. 19.	11 Opening night of "How the Other Half Loves", San Jose Repertory Theatre through Feb. 26.
	12 Lincoln's Birthday 	13  vs. Seattle 7:35 St. Valentine's Day 	14	15	16  vs. Boston 7:35	17  vs. San Diego 8 pm	18  vs. Washington 8:05
	19 Last show of "Two Gentlemen of Verona", San Jose Civic Light Opera	20 Washington's Birthday (observed)	21  vs. Denver 7:35	22 Washington's Birthday (the original) 	23  vs. San Diego 7:35	24	25 "Dance for Heart" (sponsored by American Heart Association) San Jose Convention Center One day ski trip to Sierra Ski Ranch sponsored by Memorex Ski Club.
	26 Last show of "How the Other Half Loves", San Jose Repertory Theatre	27	28  vs. Denver 7:35	29  vs. Vancouver 8 pm	Smart Energy users: • Install water heater blankets. • Close damper when fireplace is not used.	KEY TO SYMBOLS:  Warriors  Earthquakes (Indoor)	

MEMOREX BEGINS 1984 WITH WIDE VARIETY OF NEW PRODUCTS

New matrix printer prints up to 350 characters per second

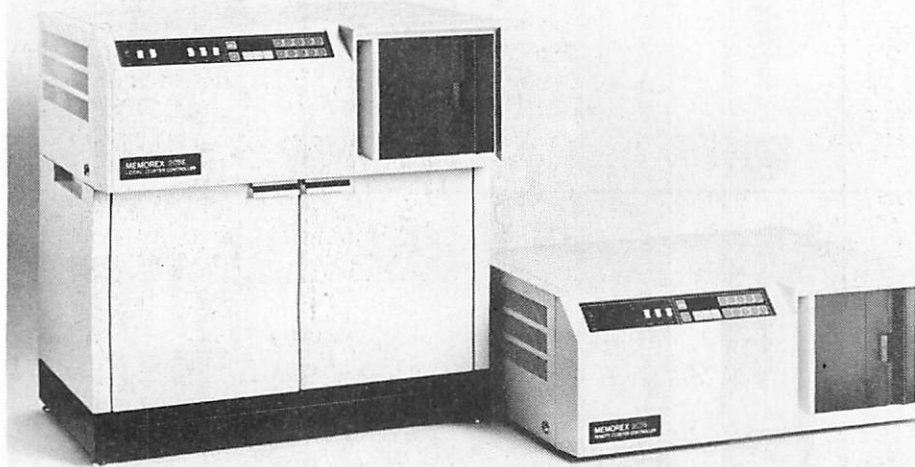
The first in a new family of multi-function printers, the Memorex 2068, is now being offered by the Communications Group. The 2068, which is completely plug-compatible with IBM 3270 terminal systems, provides an excellent price-performance alternative to the IBM 3268 printer. For example, the new Memorex 2068 matrix printer offers many special functions that the IBM product does not; such as, "near letter" quality, automatic cut-sheet paper feeding, selectable fonts for a variety of typestyles, noise level below 58 decibels, and extended flexibility in formatting, both vertical and horizontal.

The 2068 will print in pica, elite, compressed, or proportional spacing on command with no change to the printer. Operators can also call for text to be printed in any one of 10 standard character sets, in double size, or in any combination of elongated, bold or italics.



The 2068 prints 80 characters per second (cps), and high speed at 350 cps, and will handle virtually any type of paper, including fanfold up to 15 inches wide and up to six parts thick.

Other features of the 2068 include an easy-to-change, long-life cassette-type ribbon, non-volatile memory with large data buffer, an easy-to-understand and operate control panel, and internal diagnostics. It also features operator-selectable line



Memorex's Communications Group is offering two new controllers: the 2074-S4A Local Controller at left, and the 2074-S4C Remote Controller.

Com Group announces two new controllers and new multiplexor

Memorex's Communications Group has announced two new controller models; significant enhancements to current products; and a new coax multiplexor for its line of 2074 large cluster controllers, compatible with IBM 3270 terminal systems.

The new models attach directly to the channel of an IBM processor. The products are the 2074-S4A, a local controller that operates in the Systems Network Architecture (SNA) environment; and the 2074-S4D, a non-SNA local controller.

They also announced a binary synchronous communications protocol support for the S4C — a remote SNA/SDLC model which will be available in the second quarter of 1984.

Available in March 1984, all 2074's will support extended color, allowing attachment of seven-color Memorex 2079 Display Stations. Four-color base support is now provided.

Additional enhancements available in March 1984 include APL and text programming language support, and extended highlighting on the screen.

Graphics functions also offered included programmed symbols, structured field and attribute processing.

All of these enhancements will be offered to 2074 customers at no additional charge.

To help 2074 users reduce cabling costs, Memorex has introduced the 2099 Coax Multiplexor. The 2099 system, a controller side unit and a device side unit, attaches to as many as eight coax lines. It eliminates unnecessary cabling by handling the lines through a single cable. While other multiplexors require reserving all ports on a controller for coax multiplexor functions, the 2099 needs only the actual ports being used.

Memorex's new products and enhancements demonstrate the flexibility and expandability of the 2074 product line. Completely plug-compatible replacements for models of the IBM 3274 controller, Memorex 2074 controllers are competitively priced at less than their IBM counterparts.

spacing options, a cast iron base which provides a stable print platform, and 14 international versions.

The 2068 operates in the IBM SNA/SDLC or BSC environments, and will attach to Memorex 2074, 2076, IBM 3274 and 3276 cluster controllers, allowing operators to print data from IBM System/30, System 370, 303X, 308X, and 43XX processors.

Memorex 450 Drives to replace standard 5¼ half-height drives

by Ken Rowe

Memorex has announced a 5¼-inch Winchester disc drive, with an unformatted storage capacity of 12.7 megabytes, that can directly replace any standard half-height 5¼-inch disc drive.

The new Memorex 450 drive, aimed at the exploding OEM market for microcomputers and intelligent workstations, uses the industry-standard 5¼-inch rigid disc cartridge field-proven on the Memorex 410 fixed/removable drive. The 450 can readily replace a half-height 5¼-inch floppy disc drive, while providing up to 50 times greater storage capacity and significantly improved performance and reliability.

"Rapid advances in small Winchester disc capacities have outstripped conventional floppy backup solutions," **FRANK BUCKLEY**, Memorex vice president for OEM Equipment, said. To be truly effective, a backup solution must combine capacity, speed, and reliability. By incorporating many of the features of our popular Model 410 fixed/removable drive, the 450 meets all these requirements in a small, cost-effective package."

"There are several critical areas associated with removable Winchester's," Buckley said. "Items such as contamination and operator damage are of particular concern in an office environment. Multiple sources of readily available, standard media are mandatory. The 450 drive addresses all these concerns and requirements by utilizing technology already field-proven in the Memorex 410 fixed/removable drive."

PC Attach provides personal computer capability in seconds

What's smaller than a breadbox and adds personal computing capabilities to Memorex's line of IBM-compatible display stations? The new Memorex PC Attach, a brand new Memorex product that provides users with a window to personal computing or host applications at the flip of a switch.

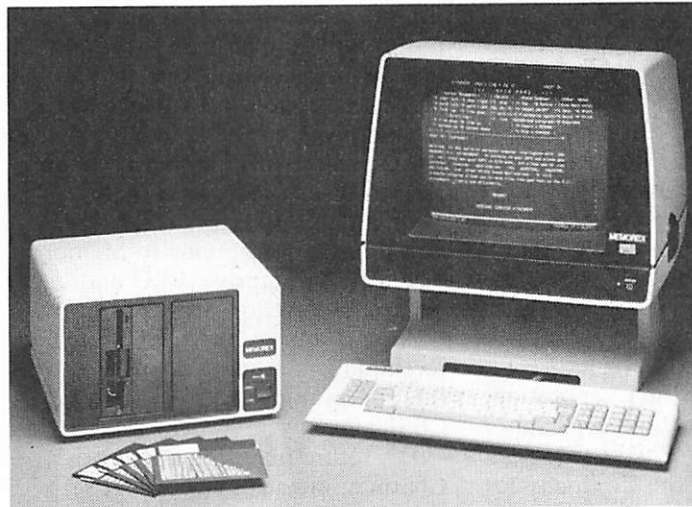
Customer-installable in as little as 30 seconds, the product attaches to the Memorex 2078 and 2079 Display Stations, as well as to other IBM-3270-type displays.

For host processing applications, the PC Attach also connects to Memorex 2074 or IBM 3274 cluster

controllers. The unit provides the capability to transfer files both to and from the PC Attach and the IBM host.

Memorex offers standard software for the PC Attach that allows use of many IBM PC and PC/XT software packages. The Memorex package includes both MS-DOS and CP/M, two of the most widely used operating systems in the world. WordStar word processing and CalcStar electronic spreadsheet are also offered as standard.

Measuring 7.7 inches high by 12.5 inches wide by 12.2 inches deep, the 26-pound PC Attach has dual microprocessors with 128 KB memory expandable to 256 KB, and RS232C interfaces for asynchronous host communication and serial printer connection.



The new Memorex PC Attach, left, works with Memorex 2078 and 2079 Display Stations, as well as other similar displays.

New Winchester drive series aimed at OEM small computer market

Memorex is offering a new series of cost-effective 8-inch Winchester disc drives with a minimum storage capacity of 166 megabytes (MB), aimed at the OEM small business computer and minicomputer markets.

The new Memorex 230 Series contains three models to match the storage requirements of small systems: Model 233 (83 MB), Model 234 (116 MB), and Model 236 (166 MB). Each of the models has the industry standard SMD interface with 1.2 MB/second transfer rate.

"Technology is permitting significant reductions in the cost of Winchester disc drives," **FRANK BUCKLEY**, vice president for OEM

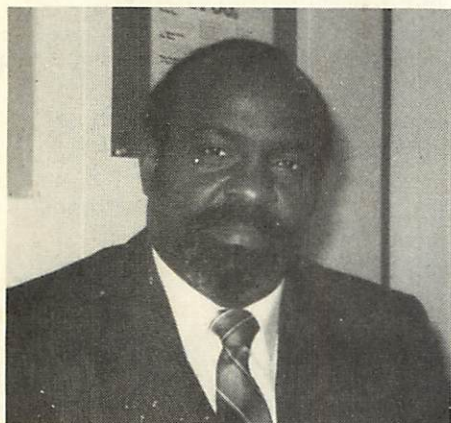
Equipment, said. "These new drives are very cost effective, because they have a single, large printed circuit board — rather than the usual two PCB's. Extensive use of LSI and low-power Schotky circuits allows this cost reduction which we will pass on to our customers," Buckley said.

The 230 Series has a 30ms average access time, and also has a switchable option that permits CMD interface users to integrate the drives without changing their interface.

The 230 Series permits 664 MB of storage to be configured in the same space as a single 14-inch drive, or 332 MB in half the space, according to **BARRY DONAHUE**, director of OEM marketing. "In such configurations, multiple access paths provide systems a cost-effective method to achieve high throughput," Donahue said.

Chatman recounts 20-year career with Memorex

"The people who get on in this world are the people who get up and look for circumstances they want; and, if they can't find them, create them," said George Bernard Shaw, wisely.



Jim Chatman, a 20-year Memorex employee, is one of the people who get on in this world, and one of the people who make things happen.

Starting in January 1964 as a film operator in the Computer Tape Division, Chatman now holds the position of manager, Equal Employment Opportunity and Affirmative Action Programs for the Corporation.

How, you may ask, does a person make such advances? The fast track? Just hanging around the Company for a long time?

"No way," says Chatman, who adds, "Just hanging around is not personally progressive and, in fact, can be very frustrating. Keep up to

date on the technology that you're in or aspire to work in. Get additional vocational training or go to college and prepare yourself for the field you'd like to be in. And don't expect it to be easy; sacrifices will have to be made."

Chatman speaks from experience. While working in the Computer Tape Division in several production departments, he returned to college full time and graduated a Dean's Scholar from San Jose State University. During the same period of time, Chatman and his wife were raising their six children.

After he earned his degree, Chatman was offered an open position in Human Resources as a placement specialist. At that time, he began supporting Affirmative Action programs at Memorex and, in 1978, became manager of the newly-formed department within HR.

Chatman considers his most important contributions to Memorex have been to improve EEO and Affirmative Action programs in the Company and to provide assistance to employees needing counseling on job opportunities within the Company.

His future plans are no surprise. Chatman intends to go back to college for a master's degree in education, while continuing to work full time for Memorex.

Will it be easy? Certainly not. Will it be rewarding? No question about it.

Library...

continued from page 1

papers and journals, statistical and chemical abstracts, and other technical resources.

Library holdings include over 12,000 books, 300 journal subscriptions, newsletters, abstracts, technical reports, patents, military specifications, standards, and other documents.

Resources not immediately available at the Information Center may be borrowed through interlibrary loans from local, national, and international networks. In addition, all library materials may be purchased on special request.

The "user friendly" Information Center is staffed Monday through Friday from 8 a.m. to 5 p.m. by **LYNNE SZABO**, manager; **KAREN GOULET**, librarian; and **CAROLYNNE BRAUN**, library technical assistant. **GERI HERNANDEZ**, library clerk, assists part time.

The Information Center libraries serve all employees at both locations, striving to provide information in the swiftest possible manner at a reasonable cost. Of course, users are expected to return borrowed material on time. Some things never change.

The Memorex Technical Libraries offer a database of information and references on a wide variety of topics, including those listed here. Their services are available to all employees. For more information, call the Library at 987-3599.

**FOUNDATION AND GRANTS
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DIRECTORIES
PATENTS
EDUCATION
MATERIALS SCIENCES
CHEMISTRY**

JANUARY ANNIVERSARIES

20 Years

Joyce Lopez
Jim Chatman

15 Years

Claude Sterchele

10 Years

Francis Kearney, Jr.
Shannon Walden
Ray Gentile
Randy Whitehead
Harvey Chaffin
Lawrence
Heinzmann, Jr.

Virginia Rogez
Victor Johnson, Jr.
Beverly Martin
Charles Roberts
Steven Simone
Thomas Enoch
Patricia Dekoning
Terrence Pule
Susan Graber

Joyce Lopez marks 20 years as a Memorex secretary

What profession requires the following qualities:

- an almost natural ability to organize others and to be very organized yourself,
- excellent people skills and superior communication skills,
- the ability to "read between the lines" to interpret information for your boss,
- being open-minded and flexible,
- the tenacity to follow through on all projects and assignments,
- a commitment to be objective and always stick to the facts,
- the ability to speak for your boss on many issues and to troubleshoot many problems that would be brought to your boss,
- a knowledge of the boss's and the Company's goals and a desire to support the achievement of those goals?

Secretaries already know the answer, since they're working in the profession that requires all those qualities, and many more.

Joyce Lopez, a secretary at Memorex for 20 years, knows what's important and required in the profession, but considers one element as the most critical.

"After you've mastered the skills to do the job, about 90% of your success will depend on your working relationship with your boss, whom you must respect and enjoy working with. The other 10 percent consists of your successful interaction with other people at work, your salary, working conditions, and Company benefits."

Mastering a secretarial career has not been Lopez' only challenge. She and her husband Tony (who have been married 26 years) have also raised two children, Sue and Kirk. How does a parent balance a dual career of raising children and concentrating on a profession, and still keep from burning out?

"I was very lucky to have my mother (retired) babysit my two children in my home when they were young. I keep myself rejuvenated for all the responsibility by getting away from civilization, taking frequent trips, such as camping, hiking, horseback riding, waterskiing, and travel by

motorhome. I love big adventures, like driving up the Alaska Highway to Fairbanks and small plane rides into the Grand Canyon."

Lopez says of her 20 years with Memorex, "It's been interesting and my work has been fun. I've had great bosses and co-workers and Memorex has constantly provided me with opportunities to learn new things."

Now reporting to Wade Meyercord, president of Storage Equipment Manufacturing and Development (SEM & D), she plans



to continue with Memorex until her retirement, which is not in the cards for many years.

Amateur Radio Club sets up display

The Memorex Amateur Radio Club (ARC) will be demonstrating current radio operations in the first half of January during lunch hours in the San Tomas cafeteria. In order to receive radio signals, the club members will set up a receiving station on the lawn outside the cafeteria. Transmission will be in coordination with the amateur satellite Oscar 10 which was launched June 16.

The club operates a permanent radio station located near the main lobby of building 14. The station will

be in operation during the noon lunch hours and demonstrations are open to visitors.

The ARC will also be conducting classes in late January preparing amateur radio operators for the Federal Communication Commission exam.

Monthly club meetings are on the first Tuesday at noon in conference room C in building 14. For more information contact Jim Dethlefsen at 987-0653 or Kit Blanke at 987-1085.



A class of sixth grade students from the Westwood Elementary School in Santa Clara was recently treated to a tour of Memorex's Flexible Disc Division to learn how the discs they use in their school computer are made. The students are currently learning how to use a computer by playing games, setting up hypothetical programs, and practicing via a method called "skill and drill." The students were delighted with their tour of Memorex and can tell you the difference between a double density and single density disc, among other particular details about Memorex flexible discs.

WANTADS

LADIES SKI BOOTS

Ladies Nordica Elite ski boots. Worn only twice — like new. Originally \$130; asking \$70 or best offer. Call Joan at (408) 867-1876.

COLOR TELEVISION

Sony Trinitron remote control, 19-inch screen. Needs repair to short in horizontal sweep. Cost \$700. Sell for best offer over \$100. Call Floyd at (408) 225-9096.

MOBILE HOME

1972 Broadmore, 18' 60' expansion. Living room, 2 bedroom, 1 bath, large kitchen, washer, 220 line for dryer, screened patio, cooler, 2 storage sheds, excellent park. Management requires residents be 40 years or older. \$33,500; negotiable. Contact John at (408) 262-7237.

ELECTRIC GUITAR

Gibson Les Paul Custom Deluxe guitar. Two large custom humbuckers, shielded custom knobs, polished groundfrets, chrome input, clear finish. One of two special-made. Excellent condition. Hardshell case included. \$600. Call John at (408) 262-7237.

1974 FIAT

Sport coupe, stick shift, sunroof, AM/FM stereo cassette, new tires, new interior. \$1200 or best offer. Call Rick or Helga at (415) 791-1092.

FURNITURE

Beautiful 3-piece living room set; includes sofa, love seat, and chair. Must see. A steal at \$400. Call Jeff at (408) 286-5669.

SYNTHESIZER

Moog Source, monophonic keyboard with 16 presets and two real-time sequencers. Perfect condition with anvil case. \$500. Call Jeff at (408) 738-1727.

SAILBOAT

8-foot "Sabot" (like an El Toro); all fiberglass hull with flotation, sail, and all rigging. Good condition. \$200. Call Bob at (415) 657-8661.

SNOW CHAINS

Fits most 14" and 15" tire sizes in regular, radial, or belted. Never used. \$25. Call Ray at (408) 225-5773.

'79 INTERNATIONAL SCOUT

4-wheel drive, low mileage, many extras. \$7800. Call Sue at (415) 443-4594.

FURNITURE

Dinette set w/4 chairs, double and twin beds, queen size hide-a-bed, sofa and loveseat, 2 end tables, stereo cabinet, washer, small pool table, misc. kitchen items. Call Nora at (408) 243-3920.

DINETTE SET

Five-piece set. Cane back chairs, gold vinyl, padded seats, chrome legs, formica top with butcher block-look. Excellent condition. \$250 or best offer. Contact Sally (408) 370-3274.

1971 FERRARI

Dino 246 GT Coupe, 5,000 miles on rebuilt engine and gear box. New clutch assy. Konig's, Michelin XWX's, Blaupunkt 0 1/4 stereo. \$22,000 or best offer. Serious inquiries only, call Rick at (408) 356-5869.

'78 DATSUN

B210, two door hatchback, AC, 5-speed, 30 mpg, only 47k miles, original owner, excellent condition—runs great. Call Sharad at (408) 286-1057.

ANSWER TO HI-TECH TRIVIA

Charles Babbage (1792-1871) was a British mathematician who introduced his "analytical engine" in 1833 in England. It was the first general-purpose automatic digital computer, was theoretically capable of executing any mathematical operation, could store sequences of instructions in memory, and used punched cards as mass memory for storage of mathematical tables. Unfortunately, Babbage's ideas were developed in a world without sophisticated electronic devices, so most of his work was scorned by his contemporaries. Nevertheless, Babbage's analytical engine ranks with the greatest intellectual achievements of all time.

IN MEMORIAM

HENRY LIPAR, a PCB test technician in Memorex's Large Disc Drive Division, died on November 14, 1983.

FRAN HANSON, an accounting specialist in the Payroll Department, died on November 30, 1983.

DR. THEODORE VERMEULEN, formerly a member of Memorex's Board of Directors, died in late October.

I'd like to place an ad in MEMOREXPRESS.

Name _____

Work Extension _____ Mail Stop _____

Ad: _____

Home Phone () _____

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