

Microdata OEM Peripherals.

SKUNK WORKS 4A.M.

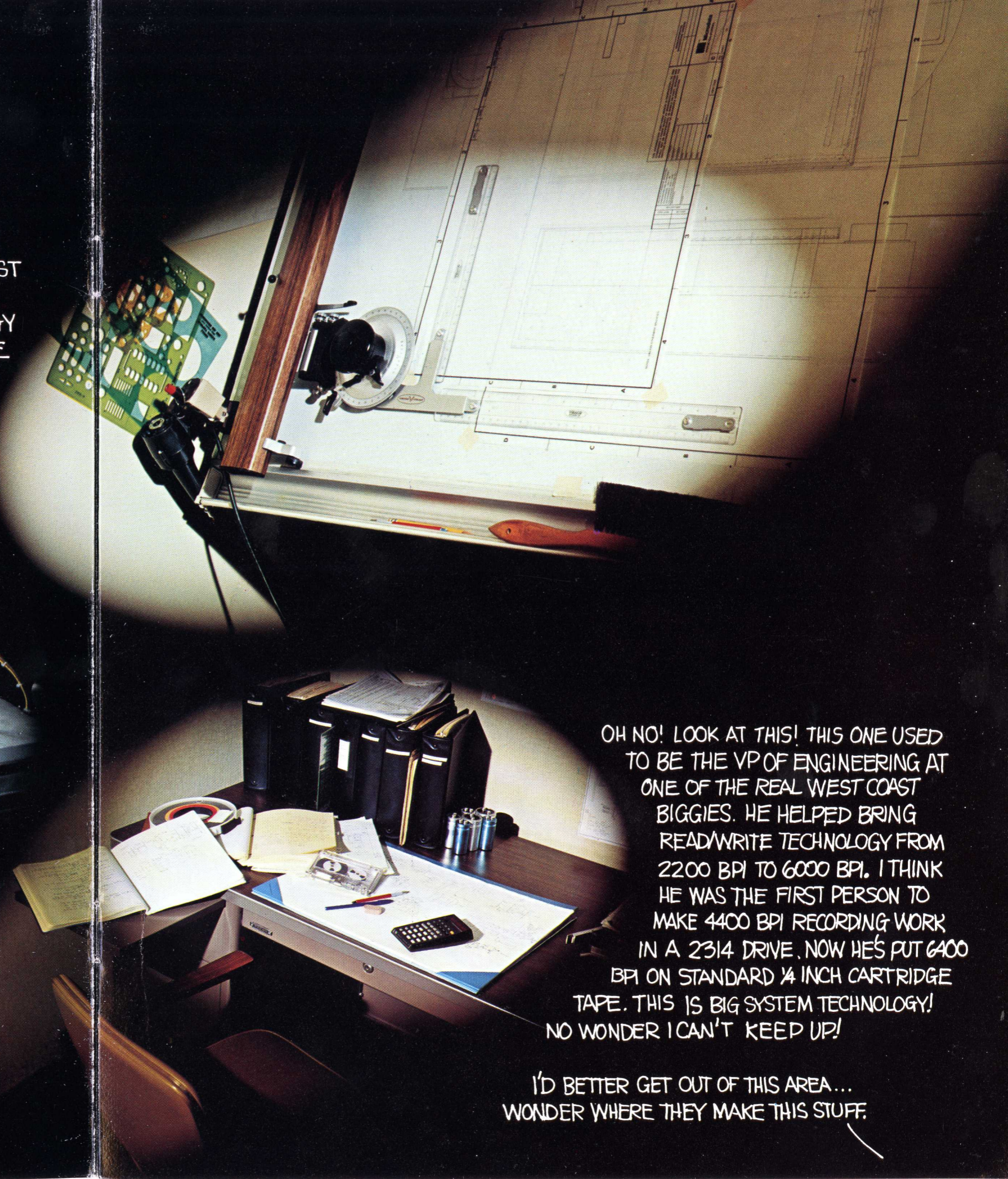


MICRODATA DOESN'T PLAY FAIR. WHY SHOULD I?
THEY WON'T HIRE ME AND THEY DON'T EVEN GIVE ME
A CHANCE TO COMPETE. LOOK WHO'S WORKING IN THEIR
OEM PERIPHERALS GROUP? THE GUY AT THIS DESK
INTRODUCED THE FIRST ELECTRONIC DETENTING
VOICE COIL POSITIONING. HE INTRODUCED THE FIRST
THERMO COMPENSATION FOR A VOICE COIL
POSITIONER... BRINGING THE TECHNOLOGY
UP TO 200 TPI. HOW CAN I COMPETE
WITH THAT?



THIS GUY HERE HAS
DESIGNED EVERYTHING
FROM IBM 2311 TO IBM 3330
TECHNOLOGY DEVICES. NOW HE'S
DESIGNED A NEW 3330-TYPE DEVICE.

IT LOOKS LIKE THERE ARE ABOUT 10 OR 11 TOP
PERIPHERAL GUYS WORKING IN HERE. WILL
MICRODATA STOP AT NOTHING?



OH NO! LOOK AT THIS! THIS ONE USED
TO BE THE VP OF ENGINEERING AT
ONE OF THE REAL WEST COAST
BIGGIES. HE HELPED BRING
READ/WRITE TECHNOLOGY FROM
2200 BPI TO 6000 BPI. I THINK
HE WAS THE FIRST PERSON TO
MAKE 4400 BPI RECORDING WORK
IN A 2314 DRIVE. NOW HE'S PUT 6400
BPI ON STANDARD 1/4 INCH CARTRIDGE
TAPE. THIS IS BIG SYSTEM TECHNOLOGY!
NO WONDER I CAN'T KEEP UP!

I'D BETTER GET OUT OF THIS AREA...
WONDER WHERE THEY MAKE THIS STUFF.

WILL YOU LOOK AT THAT. PRODUCTION CAPABILITY ALL OVER THE PLACE.
OVER 150,000 SQUARE FEET. BEST OF EVERYTHING. IN THE MIDDLE OF
CALIFORNIA'S LABOR FORCE--WITH ALL THAT HEAVY WEIGHT
PERIPHERALS EXPERIENCE. NO WONDER THEY DELIVER SO FAST.

THEY'RE NOT SATISFIED
WITH BUILDING AND TESTING
THEIR OWN PERIPHERALS.
THEY'VE GOT TO RUB IT IN
WITH THE MOST ADVANCED
QUALITY CONTROL EQUIPMENT.

NOBODY SHOULD BE
ALLOWED TO BE THAT PERFECT.

LOOK AT THIS TEST EQUIPMENT.
AND THERE'S A LOT MORE ALL
AROUND ME. INCREDIBLE.
THEY DON'T TAKE ANY CHANCES
DO THEY?



HERE'S WHAT I'VE BEEN LOOKING FOR. THEY'RE KILLING ME WITH THIS STUFF. LET'S SEE IF I CAN FIND SOME DATA SHEETS ON THESE LITTLE GOODIES... OH, YES... ALL NEATLY STACKED UP HERE IN THIS LITTLE ROOM. LET'S HAVE A LOOK...

MAG TAPE TRANSPORTS. IBM-COMPATIBLE. 10½ INCH REEL. 7 AND 9 TRACK, NRZI AND PE. OPTIONAL SELF-CONTAINED FORMATTER. FOUR-UNIT DAISYCHAINING. 24.5 INCHES HIGH, 14 INCHES DEEP. NICE SOLID UNIT. WHAT ELSE HAVE WE GOT HERE?

PRISM™ DISPLAY TERMINAL. 12-INCH SCREEN. 24 LINES OF 80 CHARACTERS. STANDARD TYPEWRITER LAYOUT. SELECTABLE FULL AND HALF DUPLEX TRANSMISSION AT 110 TO 9600 BAUD. MOVABLE KEYBOARD. AND SO ON, AND SO ON.

HERE'S THE MARATHON™ DISC DRIVE. LET'S SEE WHAT THE SPECS SAY ABOUT THIS ONE... REPLACEABLE 5440 CARTRIDGE. STORES 2.5, 5.0 OR 10.0 MEGABYTES. PLUG AND SOFTWARE COMPATIBLE WITH JUST ABOUT EVERYTHING. COMPACT ENOUGH TO STORE UP TO 10 MILLION BYTES ON-LINE IN 8.75 INCHES OF RACK SPACE. 5000 HOURS MTBF... 5000 HOURS MTBF! NO WONDER IT'S REPLACING ALL MY BEST CARTRIDGE UNITS!

HERE ARE THE TWO I COULD REALLY LIVE WITHOUT. REFLEX™ AND LODESTAR™.

THIS MUST BE REFLEX. THE NEW FIXED-MEDIA DISC DRIVE USING WINCHESTER TECHNOLOGY. LOOK AT THAT THING. FASTER THAN ANYTHING I'VE GOT. AT A LOWER COST PER BIT, MIND YOU. LET'S SEE WHAT THE SPECS ARE LIKE... ONE, TWO OR THREE DISC PLATTERS. UNFORMATTED STORAGE OF 12.5, 37.6 OR 62.7 MILLION BYTES. TWO HEADS PER RECORDING SURFACE. DISC ROTATION AT 2964 RPM. 350 DATA CYLINDERS. 17,920 BYTES PER TRACK. 12.5 MEGABYTES PER SURFACE. 5,636 BITS PER INCH DENSITY. 10.12 mSEC LATENCY. 7.08 MHz DATA TRANSFER RATE. 300 TRACKS PER INCH. MTBF 6500 HOURS. BOY! I TELL YOU, THEY'RE REALLY LOADED FOR BEAR WITH THIS ONE. LET'S SEE WHAT THEY'VE GOT ON LODESTAR.

HERE'S A TAPE CARTRIDGE DRIVE. I COULD LEARN TO HATE. WITH 6400 BPI, LODESTAR PUTS 10 MEGABYTES ON A 3M-TYPE CARTRIDGE! THAT'S TWICE THE DENSITY OF MY BEST 3M CARTRIDGE DRIVES! IT'S EVEN PLUG AND SOFTWARE COMPATIBLE WITH STANDARD REEL-TO-REEL SYSTEMS. LET'S SEE ABOUT THE SPECS... SERIAL RECORDING, 4 TRACKS. 11.5 MEGABYTES UNFORMATTED CAPACITY. 192 KHZ TRANSFER RATE AT 6400 BPI. OPERATES AT 30 IPS IN DATA MODE, 90 IPS IN SEARCH MODE. FULL TAPE WRITE 10 MINUTES. FULL TAPE READ 8 MINUTES BI-DIRECTIONAL, ERROR RATE LESS THAN 1 BIT IN 1×10^8 . MTBF 4000 HOURS. LESS THAN ½ HOUR MTTR. THE WHOLE THING IS ONLY 5 INCHES HIGH, 8 INCHES WIDE AND 11 INCHES DEEP. YOU CAN PUT TWO OF THESE IN 7 INCHES OF VERTICAL RACK SPACE... WAIT A MINUTE... NEVER MIND THE SIZE... THIS IS BIG TAPE RECORDING TECHNOLOGY! THAT'S NOT FAIR! WONDER WHAT ELSE THEY'VE GOT. OH YEAH, THERE'S THE MICRODATA CRATE... THE MICRODATA CRATE? OH, NO! WHAT ARE THEY UP TO NOW?!!





I CAN'T BELIEVE IT.
ALL THAT BIG SYSTEM TECHNOLOGY
IN MICRODATA'S OEM PERIPHERALS.
I'LL JUST HAVE TO SELL ALL I CAN
BEFORE ANYBODY FINDS OUT
WHAT THEY'VE GOT.

**SORRY, CHUCK, WE'RE ALREADY
DELIVERING IN QUANTITY. OEM'S SHOULD
CALL OR WRITE DIRECTLY FOR PRICING
AND FULL PRODUCT INFORMATION TO
MICRODATA CORPORATION, P.O. BOX 19501,
IRVINE, CA 92713, TELEPHONE: 714/540-6730.
NOBODY'S SURPRISED THEY'RE THIS
GOOD, CHUCK. MICRODATA IS A LEADING
SUPPLIER OF COMPUTERS, PERIPHERALS
AND SYSTEMS FOR THE SMALL BUSINESS
COMPUTER MARKET.**

**Microdata**

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