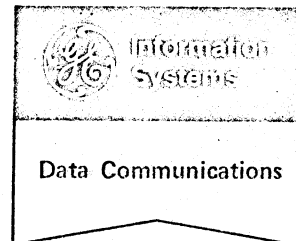


Terminet^{*} 300 DATA
COMMUNICATION
TERMINAL



Competitive Picture

When asked what they wanted most in a new device, present terminal users listed high print speed, lower noise, and a wider carriage. The TerminiNet 300 has the features to meet all these demands. You can now sell one of the finest terminals available anywhere in the world.

TerminiNet 300 has high print speed... up to 30 characters per second. It is exceptionally quiet. It has no moving parts when in standby mode, and can hardly be heard when printing. It's unlikely that you'll ever get a complaint about noise with the TerminiNet 300. The carriage width is ample; a full 118-character print line is standard. Paper up to 12.85 inches wide can be accommodated, and a pin feed platen, horizontal tab, and tape reader/punch are available options. The unit also includes an Answerback feature and Caps Only switch. Many competitive models don't offer such standard or optional features. Print quality is very good on up to 6 multiple copies. To top it off, it's a good looking, well-designed, compact piece of office equipment.

Sell it with confidence, but be assured there is competition in this market place. So that you may be better equipped to compete, we have prepared the following paragraphs about each of your major teleprinter competitors:

IBM

IBM offers the 1050 and the 2741. The 1050 was introduced in 1964 and was the first upper and lower case terminal on the market. Its basic configuration is high priced, but it has an extremely wide variety of options and features. It features modular design and can be configured as either an on-line or free-standing device. It uses the IBM Selectric mechanism for its printer.

The 2741 is a much lower priced terminal but offers high print quality despite this low cost. It also uses the IBM Selectric mechanism. It is offered in a KSR (keyboard send-receive) version only.

* Trademark of GE Co.

FRIDEN

The Friden Division of Singer Company probably has more experience and has been more successful in the teleprinter terminal related device market than any company outside Teletype Corporation. Friden Flexowriters are very widely used. Friden now offers the 7100 and 7102 time-sharing terminals. Both operate at 10 cps. The 7102 is essentially a 7100 with the addition of paper tape and edge-punch-card read and punch capability.

Friden does not provide software support for its time-sharing terminals. This can be a weakness in some sales situations.

TELETYPE CORPORATION

Teletype will continue to market its products. The Bell/Western Union agreement will not prevent this company from doing a good job with its products in the market place. The Model 33 is designed for light-duty applications. It stands up quite well in the average time-share installation. It is the same device we market in the form of the portable DATANET-730. The Model 33 and the heavy-duty Model 35 are available in KSR and ASR versions. They operate at 10 cps maximum speed.

Teletype also produces the Model 37, a higher speed (15 cps) higher priced terminal. Unlike the Model 33 and 35, it offers both upper and lower case letters.

The Inktronic terminal is a much faster, higher priced device that Teletype will still be able to offer thru the Bell System. It forms its letters by spraying ink droplets against the paper. It is limited to single copies as a result but can achieve much higher speeds. It is not expected to be a strong competitor to the TerminiNet 300.

BELL SYSTEM

The Bell System selling Teletype Corporation products is a major force in the time-sharing terminal market because of its facilities and maintenance capabilities. Recently, Bell entered into an agreement with Western Union sharing terminals for the next several years. In essence, they have agreed that, after an as yet undetermined date, Bell will stop new installations of terminals which operate below 300 baud, on their dial network. This moratorium will last five years. Bell has reserved the right to install higher speed teleprinters.

KSR or ASR (automatic send & receive) versions of the "Inktronic" seem to be the only current products Bell has in this range. High price, low print quality, and lack of systems support for these 120 character per second units will limit their use to a very small segment of the total time-sharing market.

WESTERN UNION

There is a chance that Bell will recommend Western Union and if they do, the Model 37 Teletypewriter may be a serious competitor for the TN-300. Western Union may buy some other terminal for resale. Whatever they offer, Western Union will be a competitor in the terminal market.

DATEL

Datel Corporation, part of University Computing, is aggressively marketing its model Thirty-21. This is a KSR terminal based on the IBM Selectric Typewriter. It has a speed of 15 cps and features carbon ribbon. This feature allows the direct production of high quality multilith masters for large quantity printing of the output from the terminal.

DURA

Dura has been in competition with Friden for some time. They have sales outlets in all major cities and will probably be a regular competitor. They offer three models, all of which are based on the IBM Selectric mechanism and operate at 14.8 cps. The model 1041/1015 which uses keyboard, paper tape and edge-punch cards has been in use for several years. The Model 1021 is a recent announcement with KSR capability. The Model 1051 is an ASR version of the 1021 offering keyboard, punched card and edge-punched card read and punch capability.

NOVAR

Novar Corporation is a newcomer to this field. They offer the Model 5-50 which utilizes the IBM Selectric mechanism for printing. Print speed is 14.8 cps. This unit is unique in that it has a built-in magnetic tape cartridge which allows the recording of all typed information. A buffer system is included which stores one full typed line. Errors can be corrected if noticed before the buffer is emptied to tape. Transmission can be directly from keyboard or from the tape cartridge. Transmission from tape is at 240 cps.

UNIVAC

Univac recently announced the DCT500 terminal. This ASC II compatible device can be expected to give the TermiNet 300 some competition. It operates at 10, 15, or 30 cps and offers a 132-column character print line. It can be had in both KSR and ASR versions.

In addition to these major competitors, there are several other small companies in the business of building and marketing terminals. We believe that more will enter the field and provide competition. In most cases, their market strength will be limited by their ability to provide service. GE provides service in most major cities and is enlarging service facilities rapidly. This is one of your strong selling points.

In the chart that follows, we have listed the terminals discussed above plus some additional ones that are available today. All of those shown are terminals which have the same type of basic capability and price as the TermiNet 300.

<u>Company and Model</u>	<u>Input Media</u>	<u>Output Media</u>	<u>Operating Speed</u>	<u>Code</u>	
GE TermiNet 300	Keyboard Paper Tape	Printer Paper Tape	10, 15, 30 cps	USASC II	\$ 5,000
DATEL Thirty-21	Keyboard	Printer	15 cps	BCD	4,050
DURA 1041/1015	Keyboard Paper Tape Edge Punch Cards	Printer Paper Tape Edge Punch Cards	14.8 cps	Up to 7 level with check bit	3,290
DURA 1021	Keyboard	Printer	14.8 cps		4,050
DURA 1051	Keyboard Paper Tape Edge Punch Cards	Printer Paper Tape Edge Punch Cards	14.8 cps		6,500
FRIDEN 7100	Keyboard	Printer	10 cps	USASC II	3,200
FRIDEN 7102	Keyboard Paper Tape Edge Punch Cards	Printer Paper Tape Edge Punch Cards	10 cps	USASC II	4,750
IBM 2741	Keyboard	Printer	14.8 cps	EBCDIC	4,050
IBM 1050	Keyboard Punched Cards Paper Tape	Printer Punched Cards Paper Tape	14.8 cps	EBCDIC	6,000 to 15,000
OMNITEC 800	Keyboard	Printer	11 cps	USASC II	1,490
NOVAR 5-50	Keyboard Mag Tape	Printer Mag Tape	14.9 cps Printer 240 cps Tape	EBCDIC or USASC II	5,950
					125 to 300
					98
					not known at present
					90
					140
					98
					70
					165

<u>Company and Model</u>	<u>Input Media</u>	<u>Output Media</u>	<u>Operating Speed</u>	<u>Code</u>	<u>Purchase</u>	<u>Entry Price Lease</u>
Teletype 33	Keyboard Paper Tape	Printer Paper Tape	10 cps	USASC II	\$ 500 RO 700 KSR 850 ASR	Price dependen on local phone company or other supplier
Teletype 35	Keyboard Paper Tape	Printer Paper Tape	10 cps	USASC II	1600 RO 2000 KSR 2900 ASR	
Teletype 37	Keyboard Paper Tape	Printer Paper Tape	15 cps	USASC II	1900 RO 2100 KSR 3500 ASR	
Teletype Inktronic	Keyboard Paper Tape	Printer Paper Tape	120 cps	USASC II	500 RO 5500 KSR	
Typagraph Co. Model O	Keyboard Paper Tape	Printer Paper Tape	10 cps	USASC II	6000	\$240
UNIVAC DCT 500	Keyboard	Printer	10, 15, 30 cps	USASC II	3400	100