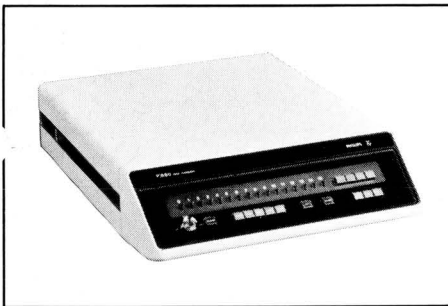


# data break

## OEM MARKETING NEWSLETTER

flash

### Philips enter mini computer market - world wide



Philips Data Systems, a division of NV Philips in the Netherlands, today announced that it is entering the mini computer market with a complete OEM product line. The P850, P855 and P860 16-bit mini computers and related peripherals will compete directly with the most advanced minis available on the United States and international OEM markets.

The mini computer product line will be distributed world wide with initial emphasis on West Germany, France, the United Kingdom, Sweden, the United States, Japan, Finland, Denmark, Belgium, The Netherlands, Switzerland and Italy.

The P850 sets a new standard for low price. It combines TTL technology with medium scale integration to achieve new levels of reliability, price and performance. With a full cycle time of 3.2  $\mu$ sec it exceeds the requirements of most applications.

The P855 is faster; memory cycle time is down to 1.6  $\mu$ sec and the basic cycle time down to 720 nanoseconds. The store has a larger range for larger applications. I/O gives impressive possibilities. The P855 provides an optimum medium price solution to a wide range of industrial automation problems.

The P860 is even faster. Memory cycle time is down to 840 nanoseconds. Store sizes range up to 32k 16-bit words. Software, hardware and I/O possibilities are comparable with larger machines.

All models have 16-bit registers; 14 general purpose ones, an instruction count-

tion set is comprehensive. It is increased on the P855 and P860 by a high speed arithmetic option, which includes multiply, divide, double add and double subtract.

Software available includes 8k FORTRAN IV compilers, basic monitor, real time monitor, one-pass assemblers, a mini assembler for the P850, linking loaders, edit routines, complete mathematical library, drivers for all peripheral equipment and a complete range of diagnostics and utility routines. All software packages are designed to be compatible with each member of the family.

Peripheral equipment available ranges from teleprinters, cassette tapes and plotters, magnetic tapes and discs, through data communication equipment and a full range of controllers and interface capabilities, to high speed devices, all upward compatible.

The P850 mini computer in a  $\frac{1}{2}$ k word configuration will sell for approximately \$2000, the P855 in a 4k word configuration for \$3400, and the P860 in a 4k word .840  $\mu$ sec configuration for approximately \$4350, in OEM quantities.

NV Philips, the world's largest international electronics company, ranks fourth on the Fortune international 200 list and employs over 350,000 people throughout the world.

# PHILIPS



data systems

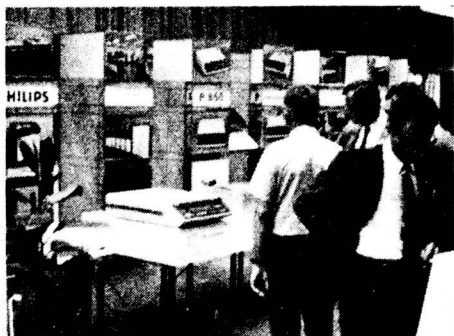
## OEM minis go to Las Vegas

The world's most prestigious shop window for edp equipment - the Fall Joint Computer Conference - is to be the kick-off event for Philips' multi-national OEM mini computer sales drive. The conference, in Las Vegas USA, takes place from November 16 to 18, 1971.

The P850/P860 configurations, driving several promotional exhibits, will be displayed.

## exhibitions

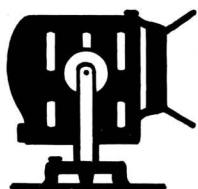
### P850 shown in Yugoslavia



A Philips P850 was shown in August at the IFIP Fair in Ljubljana, Yugoslavia. Displaying a dashboard of coloured lights and challenging passers-by to a game of Marienbad, it attracted the attention of Computerworld publisher Pat Mc Govern, who took this photo and published it in his US weekly.

Remaining Exhibitions scheduled for 1971:

Data Fair	Stockholm Sweden	20 - 27 Oct
Automatica	Oslo, Norway	15 - 20 Nov
Fall Joint Computer Conference	Las Vegas, USA	16 - 18 Nov



## product spotlight

### communication interfaces

OEM mini computers have a choice of three data communication line control units. They cater for a wide range of requirements and make the series exceptional for data communications.

MELCU was designed for low speed asynchronous transmission lines. It provides the interface and control up to 8 full duplex lines.

ASYLCU, for higher speed asynchronous lines, connects directly to the programmed channel on one side, and to MODEMs which accord to CCITT-V23 standards on the other.

SYLCU has been designed for higher speed synchronous lines. It includes the line terminal interfaces.

All these units provide a wide range of speeds and facilities. They also all use the same power supply card.

Specifications are now available see Philips' Catalogue Sheet, no. 5122 991 17321.

### DIOS

DIOS is a system to control the bi-directional exchange of 16-bit data words, via the programmed channel. In addition, options are available which will provide extra input buffers, change-of-state detection, voltage level adaption and galvanic isolation. It makes possible the connection of almost any custom built equipment to the P850. See Philips' Data Sheet, No. 5122 991 17251 for further details.

## the Marienbad game

Marienbad is basically a simple game of matchsticks played by many who while away time in cafés and pubs.

Three rows of matchsticks are laid out to form a pyramid with one single matchstick at the top. The row beneath it has three sticks, the row beneath that, five, and the final row, seven. The player who begins may choose to remove any number of sticks in any single row. He may even choose to remove the row itself, but may not take sticks from different rows. His opponent may then choose to remove whichever and however many sticks he wants to from those which remain. Thus the players take it in turn to remove sticks, until one of the

players is left with just one. He is the loser.

Those who visited the Ljubljana Exhibition found that this game had taken on a new look: their opponent was a P850 computer, and the matchsticks had been transformed into rows of coloured lights. This opponent was no idle pub companion, but a computer, ready to enter into a sparkling computerised battle of wits at the flick of a switch.

Hundreds accepted the challenge. Few went away with the satisfaction of having won.

## people on the move



**Name:** Jan Carlsen

**Destination:** Sweden

**Appointed:** OEM Sales Coordinator for Scandinavia



**Name:** Tony Martherus

**Destination:** Apeldoorn, The Netherlands

**Appointed:** Systems Representative for OEM Technical Support



**Name:** Arnie Karlsen

**Destination:** Oslo

**Appointed:** OEM Sales Manager Norway

**Name:** Regie Barlow

**Destination:** Fontenay-aux-roses

**Appointed:** Regional Sales Coordinator for Southern Europe

## 1st international IGSC OEM sales conference



The first international OEM Sales Conference and Workshop to announce, promote and discuss IGSC products and sales aids, was held in late September at the Schiphol Frommer Hotel in The Netherlands. The conference was chaired by Art Rubino and the keynote address was delivered by Drs. L.E. Groosman, commercial manager IG small computers.

Items on the agenda included competitive comparisons, analyses of mini-computer markets, and the P860 versus its main competitors. The date for the world-wide launch of OEM IGSC's mini-computer line was also announced -- November 15, 1971.

Those who jetted into Schiphol for the meeting included:

N. Bjerregaard	Denmark
J. Carlsen	Sweden
G.J. Esser	Netherlands
Fulvio Fassio	Italy
C. Lacaille	France
A. Karlsen	Norway
M. Lamberts	Belgium
E.A. Naef	UK
H.D. Woodhams	Australia
H. Forstermann	Germany

Notably absent were:

T. Uwabe	Japan	(because of pressure of work)
A. Mastai	Switzerland	(because of military service)

**Data Break:** a monthly news publication of Philips' small computers OEM Marketing for Philips' employees and customers throughout the world.



**Editor:** Art Rubino,  
International Sales Manager  
OEM Marketing

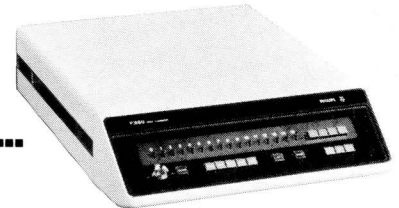
**Copies can be obtained from:**  
NV Philips-Electrologica  
OEM Marketing  
Apeldoorn  
The Netherlands  
P.O. Box 245

part of the advertising  
campaign leading up to  
OEM's announcement



data systems

Our OEM  
mini computers  
speak  
118 languages  
243 dialects...



plus FORTRAN.

Philips offers a range of mini-computers, backed by the largest sales and service network of any electronics company in the world. OEM's will benefit from large volume Philips production, that gives prices as low as \$ 1,800 for the P850, to quantity purchasers.

The P850, our smallest mini, has a 16-bit word, 3.2 microsecond cycle time 512 word memory (expandable). Punched tape I/O, teleprinter, card reader, display unit and magnetic cassette tape units are all available. Transfer rates are up to 50,000 words per second. Special options include interrupts, power failure/automatic re-start and a real time clock. Software includes a mathematical library, relocatable loader and

restricted assembler — impressive for such a small machine.

If you'd like to know more about getting a little Philips into your system, get in touch with OEM Marketing in:

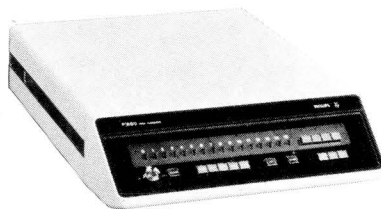
Europe:  
N.V. Philips-Electrologica  
P.O.Box 553, Apeldoorn,  
Netherlands

North America:  
North American Philips Corp.  
Dept. 007  
100 East 42nd Street,  
New York NY 10017

Far East:  
Philips Industrial Development  
and Consultant Co. Ltd.  
Kokusai Building, (7th floor)  
1-1 Marunouchi 3-chome,  
Chiyoda-Ku, Tokyo 100, Japan

**PHILIPS**

ervice worldwide



**\$1800**  
gives an OEM  
a 16 bit mini computer  
...plus a company  
called Philips.

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Kokusai Building, (7th floor)  
1-1 Marunouchi 3-chome,  
Chiyoda-Ku, Tokyo 100, Japan

Philips - Sales and Service worldwide

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