OUT-THINK™
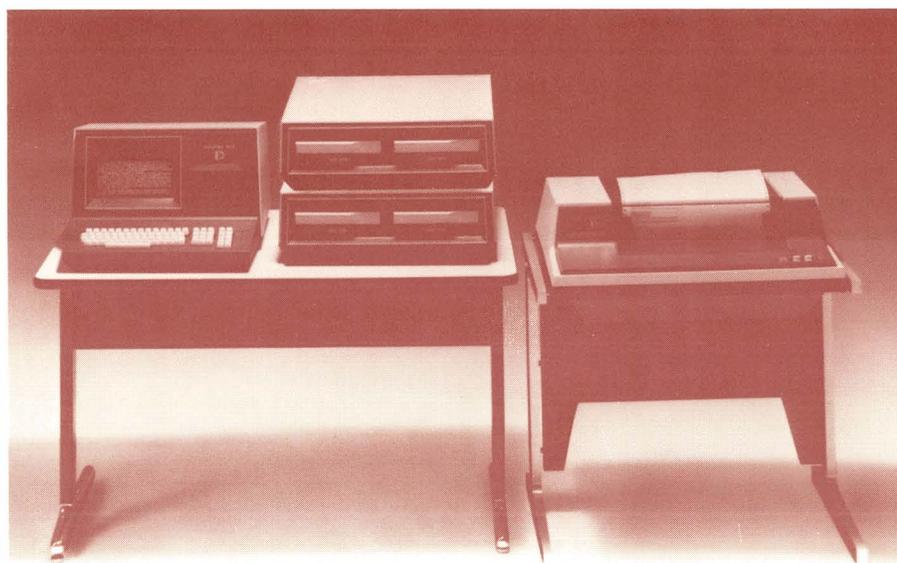
The Datapoint Marketing Newsletter

"Out-thinking our competition to help your customers out-think theirs"

Now available with up to 60K bytes of user memory, 1MB of diskette storage, and a new concurrent 2780 emulator, the 1500 Dispersed Processor is a powerful entry-level system with an impressive growth path.

NEW! 1500 diskette, memory extensions

The 1500 is far and away Datapoint's most popular processor, with systems performing valuable tasks in installations around the world. Sales of the 1500 have topped the 3,000 mark and are still climbing steadily; soon, more 1500s will have been sold than any other single Datapoint system!

And now, with the addition of two major enhancements, the 1500 makes all sales records suddenly look very fragile.

Effective immediately, the 1500 Dispersed Processor is available with extensions to both diskette storage and user memory space. These enhancements make for a more complete line of small systems as well as providing a smooth upward growth path for current users.

Double your diskette storage

The 1500 processor now supports up to two diskette modules -- that's four drives for a total of 1 MB of on-line storage. The list price of a 1 MB 1500 system is $8,975; any 1500 already in the field may be upgraded to the 1 MB capacity for only $3,675. Quantity discounts are available regardless of which route you take, so check the table for more detailed pricing information.

Now, the 1500 can respond even better to the growing needs of expanding businesses. A business can

1500's new concurrent 2780 emulator

A new emulator is now available for use with both the 32K and 60K 1500 Dispersed Processor. CC278015 emulates the IBM 2780 data communications terminal using the 1500's integral synchronous communications interface. CC278015 permits communications to take place at the same time as another operation, and includes:

* Horizontal tab
* Primary or secondary terminal
* Normal and transparent transmission
* Extended ENQ retry
* Space compression
* Two- and four-wire operation
* EBCDIC transmission code
* Point-to-point operation
* Software VFU
* Text format data only
* Automatic transmit, receive, and disconnect

Added to the 1500's already impressive communications software, CC278015 makes a great package even better.

UPS! (?)

No, not United Parcel Service but Utility Partition Supervisor, a program development system designed for the 6600 Advanced Business Processor.

Now a user can develop programs (using DBCMPLUS or any DOS utility) while DATASHARE 5 operations continue. UPS imposes less than 5% overhead and is available now.

1500 enhancements... *continued from front page*

buy a 1500 now to meet its present needs knowing that it can easily add diskette storage later to meet future requirements.

A 1 MB system complete with software for less than $9,000. That's a great buy and also a pretty good growth path to show your current 1500 users. And there's more.

More memory, too

The 1500 is now available with 60K bytes of user memory. 1500s can be ordered direct from the factory with the 60K memory; 1500s already in the field can be upgraded to 60K as well. (Don't worry -- the ever-popular 32K 1500 remains in production.)

This expanded main memory provides your customers with a host of advantages:

* Programs run under the JOB concurrent tasks program can now be up to 40% larger (that's up to 10K bytes of memory).

* SORT and INDEX utilities may now be executed with concurrent communications or printing.

* DATABUS 15 now allows record compression of ISAM output and also permits overlays to reside in memory, conserving file space and speeding program execution.

* EDIT now uses all available memory as a circular buffer, permitting users to scroll through larger files.

* DOS.H Version 2.4.2 takes advantage of the larger memory.

And one of the best parts about this memory upgrade is that it's cheap! Upgrading a 32K 1500 to 60K costs only $1,920! And when you buy a 60K 1500 outright, the price is only $7,900 (see the chart for all the quantity prices).
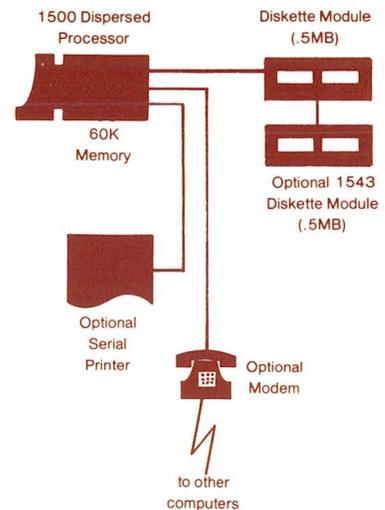
This memory upgrade means that your customers have an even wider selection of entry-level systems to choose from. It also provides a growth path for both new and existing 1500 users -- add the memory when it's needed, it's as simple as that!

A product line unto itself

The 1500 Dispersed Processor is very nearly becoming a whole product line unto itself. With the diskette extension, the memory upgrade, and the removable keyboard option, along with other 1500 improvements (see the article elsewhere in this issue), future 1500 sales figures will make their present growth look positively lethargic! It's been predicted that 1500 sales will eventually surpass those of all other Datapoint systems combined; these enhancements make that "eventually" look a lot closer (note: other Product Line Managers deny these rumors).

Configuration

Enhanced 1500

DATASHARE lease-to-purchase conversion pricing

(Update to prior issue)

Installation Date (Before date shown)

	3/1/79	12/1/78	9/1/78	6/1/78	3/1/78
454X	$45,000	$39,000	$33,450	$27,850	$22,300
464X	$50,000	$44,150	$35,500	$29,600	—
9371	$9,500	$7,900	$6,700	$5,500	$4,500

New, lower 900 LPM printer prices!

There's more good news on the price front as Datapoint lowers the prices of the 9265 and 9266 900 LPM printers. The model 9265, which prints a 64-character upper-case only character set at 900 LPM, can now be purchased for $26,250 or leased for $705 per month on the three-year plan. The 9266, with its 96-character upper- and lower-case character set and 660 LPM print speed, can now be purchased for $29,750 or leased for $775 per month on a three-year contract. That's 3 to 7% off the purchase prices and around 10% off the lease rates. (See back cover.)

There's more, too. Several large customers, Wyatt and Uniroyal among them, are extremely happy with the high speeds and quiet, reliable operation of the 900 LPM printers they've just installed. Other firms have come to San Antonio to benchmark the printer and have come away very impressed (one of them, Talley, already has one on order).

Here's a natural for your larger ARC™ prospects. A pair of these printers along with a 3800 Attached Processor makes for a very powerful print spooling station that's quiet enough for use in an office. Don't forget other applications, either. Teamed with an 1150, these printers make a great remote batch terminal system; they can even keep up with a 9600 baud line under 3780 and HASP.

Lower prices and higher customer satisfaction -- these 900 LPM printers have gotten themselves a winning combination!

Be on the lookout!

For Datapoint ads in the January and February issues of these magazines:

<u>1800 Ads</u>
January:
> Computerworld
> Data Communications
> Mini Computer News

<u>1500 Ads</u>
February:
> Small Systems World
> Dun's Review
> Modern Office Procedures

<u>ARC Ads</u>
January:
> Infosystems
> Scientific American
> Data Management

February:
> Data Communications
> Data Management
> Datamation
> Financial Executive

Also be on the lookout for this new Datapoint sales literature, available from Software Services in San Antonio:

MULTILINK™ Channel Interface brochure (document number 60685)
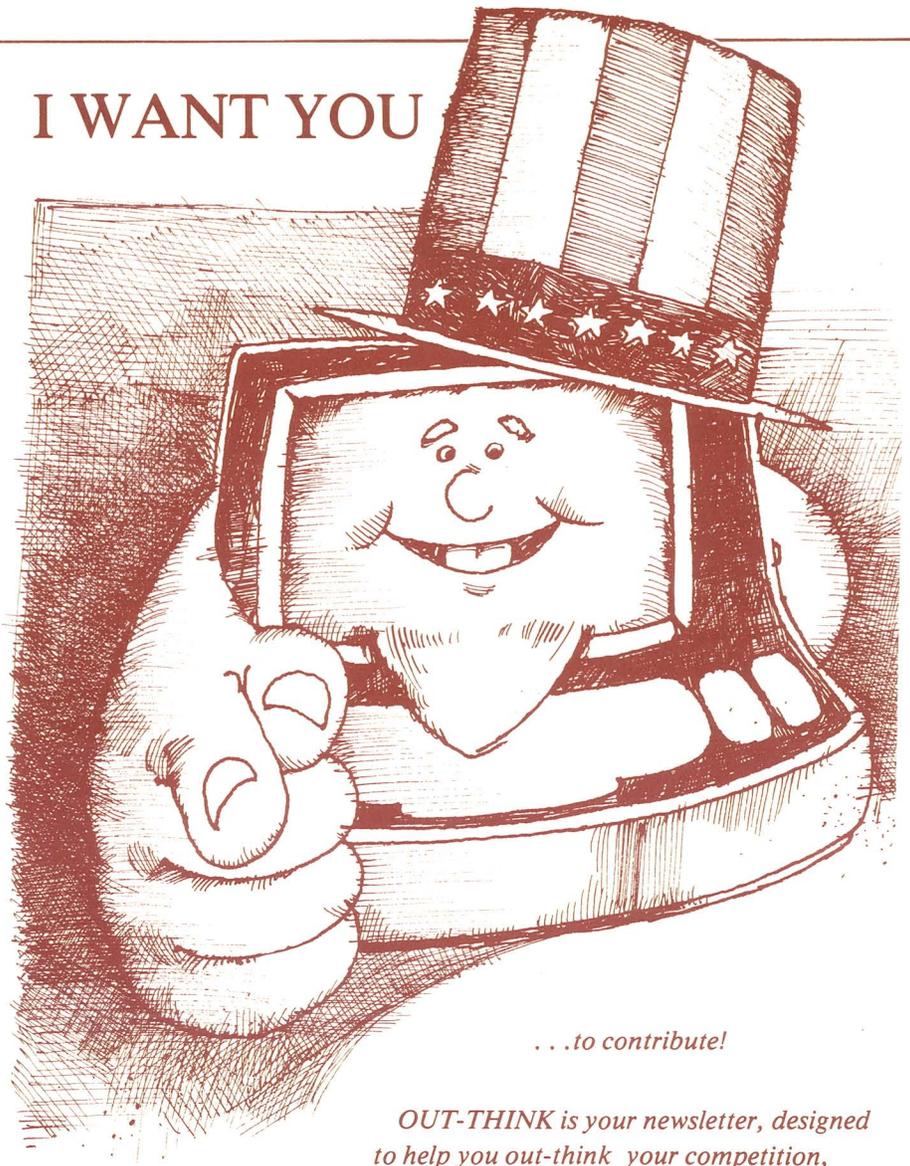Disk Operating System brochure (60710)
Guide to Customer Training (pink sheets; 60269)
Customer Training brochure (60711)
Datapoint Supplies Catalog (60712)

Watch this column every issue for ad schedules and the latest in Datapoint sales literature.

I WANT YOU

. . .to contribute!

OUT-THINK is your newsletter, designed to help you out-think your competition, so help make it better by sending your comments, suggestions, stories, even your cartoons to:

Ken Hatten
9725 Datapoint Dr. (M71)
San Antonio, Tx 78284

O'Kelley named CCIA chairman

Harold E. O'Kelley, President and Chief Executive Officer of Datapoint Corporation, was elected Chairman of the Board of the Computer and Communications Industry Association (CCIA) at the association's sixth annual meeting in Minneapolis.

CCIA membership consists of the chief executive officers of 64 major independent producers of computer and data communications systems and services. This national association is concerned primarily with issues that directly affect the computer and data communications industry.

Mr. O'Kelley succeeds Dr. Gene Amdahl, chairman of Amdahl Corporation, in this capacity. Mr. O'Kelley previously served as a member of the association's Executive Committee and as Vice Chairman for the central United States.

System configurations and pricing

Including the current 1500 System configurations, the new complete 1500 product line is listed below. Each new product is marked with an "!" (Note the new maintenance prices!)
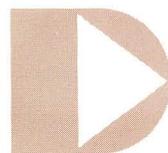
1500 Systems:

Model Code	Description	1-10	11-25	26-50	51-100	Maint.	Inst.
1532	1500, 32K, Two Diskettes	5950	5500	5250	4950	48	125
1533	1532, Removable Keyboard	6200	5750	5500	5200	48	125
1534 !	1500, 32K, Four Diskettes	8975	8375	7925	7400	76	125
1535 !	1534, Removable Keyboard	9225	8625	8175	7650	76	125
1536 !	1500, 60K, Two Diskettes	7900	7330	7000	6605	62	125
1537 !	1536, Removable Keyboard	8150	7580	7250	6855	62	125
1538 !	1500, 60K, Four Diskettes	10895	10295	9845	9320	90	125
1539 !	1538, Removable Keyboard	11145	10545	10095	9570	90	125
1543 !	Dual Diskette Module with Integrated Power Supply	3675	3395	3225	2995	28	125
6674 !	Memory Upgrade Kit	1920	N/A	N/A	N/A	14	125

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900 LPM Printers:

Model	Descrip.	Purchase	1-year	2-year	3-year	Rent	Maint.	Inst.
9265	900 LPM (64 character)	26,250	815	765	705	1019	250	200
9266	660 LPM (96 character)	29,750	915	855	775	1144	250	200

DATAPOINT CORPORATION

The leader in dispersed data processing ™