



Groovy new idea
from EG&G ...

DATA ON A PLATTER

DATA

5 million bits per side . . . direct access to machine readable information . . . stores and retrieves alphanumerics, graphics, operating instructions—in human language . . . programs, subroutines, diagnostics — in machine language.

The *now* generation of computer input/output subsystems designed to put your data on records for pennies.

Model 010 Dataplayer Terminal

Makes random-access data handling and control easier than finding and playing single selections on your home phonograph.

The Model 010 DATAPLAYER* Terminal is the first of a new generation of proprietary low-cost, random-access, digital data storage subsystems developed by the Systems Development Division. In its initial application as a mass storage peripheral to CRT Terminals and Mini and Small Computers, it provides on-line direct access to machine-language data stored on the proprietary DATA-PLATTER*001 Digital Record. The record is an adroit technical adaptation of the time-tested phonograph record which holds 5 million bits per side in the 7-inch version.

Any data block, any time

The Model 010 DATAPLAYER Terminal is based on the simple reliable design of the 45-RPM record player, with the added feature that stylus positioning is under lead screw control in a concept taken from recording lathe design.

Play what you need

The digital search and readout logic and control electronics extend the capability of the subsystem to the storage and retrieval of all types of digital data, including standard data bases in alphanumeric language; computer programs, subroutines, and diagnostics in machine language; instructions to an operator as text, code, and symbolic cues; and other graphic and symbolic data

bases constantly being suggested by prospective system users.

Access time to the head end of any block of data on a record, after completion of a keyboard or computer-generated search command, is between 2 and 10 seconds. Data readout rate is a nominal 16 kilobits per second bit serial, including clock. The readout electronics can be adapted for serial or parallel transfer to CRT displays or high-speed line printers capable of accepting this bit rate, or to computer core storage or an intermediary mass storage buffer.

Compact, too

The Model 010 DATAPLAYER Terminal is a compact, solid-state, stand-alone peripheral, with individual plug-in boards containing



Dataplatter 001 Digital Record

Random access to variable-length data blocks in seconds for CRT display, transfer to core memory, or hard-copy printout.

Anyone can play

The DATAPLATTER 001 Digital Record is a tamper-proof, rugged, cheap, random-access, read-only data storage medium analogous to the phonograph record. Single copy originals are produced for a few dollars on a modified digitally controlled recording lathe. In

quantity manufacture (pressing) the original is duplicated exactly like a pop-hit record, at a cost of pennies per copy for material and press operation. This unique application of the time-tested product of the home entertainment record industry is a new, proprietary development of EG&G's Systems Development Division.

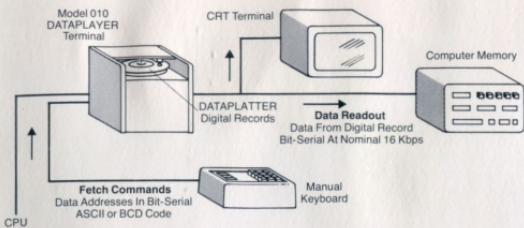
Watch your language

One side of the 7-inch diameter DATAPLATTER 001 Digital Record

has a minimum capacity of 5 million machine-readable data bits plus a clock signal. If a standard data base is formatted in 8-bit ASCII code on the record, its capacity is 625,000 alphanumeric characters.

In software storage applications, the record's 625,000 character (8-bit byte) capacity can represent a sizable library of standard software, applications programs, diagnostic routines, and lookup tables.

Interfaces and functioning of the DATAPLAYER Terminal



the stylus assembly and turntable, power supply, input interface and search logic, readout and error-check electronics, and output

interface. It is 9" high, 10½" wide, 12" deep, weighs 30 pounds, and draws less than 0.75 amp at 115 VAC.



DATAPLAYER Terminal is a compact, solid-state, stand-alone peripheral. Individual plug-in boards contain stylus assembly and turntable, power supply, input and output interfaces, and control electronics.

LATTER

This capacity represents 150 4K core-sized programs, all of which are always on line for loading into core in two seconds after accessing! The record's capacity can also be subdivided so that shorter programs, subroutines, and segments of long programs can always be directly and discretely accessed.

Almost indestructible

The DATAPLATTER 001 Digital Record also possesses the phon-

graph record's advantages of compact, adaptable, inexpensive storage, and low-cost mailing. On-line storage of a hundred or more two-sided records in a "jukebox" changer will provide access to any of billions of data bits within a 15- to 30-second period. The recorded data can be considered indestructible under typical human operating environment conditions of handling and playing. This ruggedness provides an additional unique benefit in that

any attempt to edit or alter the recorded data will damage the record itself. Accidental damage is of little concern, however, because of the low cost of extra copies.

Listen Here...

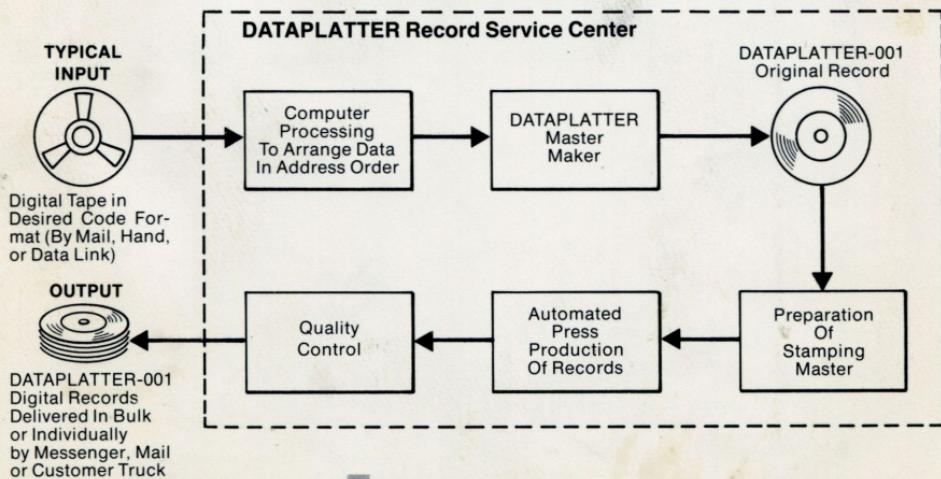
*Try this record on your
own 45 RPM player -
you'll hear the now
sound of DATA ON
A PLATTER, the
groovy, new data input/
output idea from EG&G.*

The software loop

The DATAPLAYER Peripheral concept includes a software loop for timely updating of the user's remote terminal, by mass distribution of new DATAPLATTER records. If the data is the latest updated software for the computer system, perhaps once a month or even less often is an acceptable and non-critical update period. But, if the record contains the latest updated standard data base hot out of the home-office computer mainframe, same-day record

delivery may become crucial.

Initially, operation of the software loop will be directed from a computer-base facility at EG&G's Bedford headquarters record service center. During later 1970 and 1971 DATAPLATTER Record Service Centers will be established in other cities determined by customer locations and individual updating requirements for fast turnaround on updated data bases.



EG&G

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NOW YOU CAN HEAR THE SOUND OF THE FUTURE!

Play the enclosed DATAPLATTER on any 45-rpm record player and listen to the sound of digitized data. To the human ear it's only a bunch of meaningless blips, bleeps and hisses, but when played on the EG&G DATAPLAYER terminal it can be up to 5 million bits of stored alphanumerics, graphics, programs, subroutines, diagnostics, look up tables, etc.

We very much appreciate your interest in the DATAPLAYER and have added your name to our mailing list. The response for the DATAPLAYER has been so overwhelming that our communications facilities have been overloaded. However, as soon as we get ourselves dug out from under a mountain of inquiries, we will be back in touch with you . . .



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DATA ON A PLATTER

SIDE 2

