Robert Noyce is considered by many to be the father of the integrated circuit industry. As keynote speaker for COMPCON 72, his discussion on the effect of integrated functional elements on computer architecture will bring fresh insights to computer designers all over the world. And that's not the only way you gain by attending this conference. Al Avizienis' superb technical program is built around four major topics which can give you the benefits of attending four conferences for the price of one!

Plan now to take in Sid Fernbach's session on how the CDC STAR-100 was developed, or hear from Fairchild's Rex Rice about his outstanding results from implementing high-level logic into hardware at Iowa State. Or hear about that remarkable PEPE machine from Bergland at Bell Labs.

If you're more inclined toward the detail design of chips or subsystem architecture, then you'll enjoy Bob Walker's session which includes a paper on the remarkably successful Hewlett-Packard Model 35 pocket calculator. There'll also be further development of the most outstanding papers from the recent computer arithmetic symposium at the University of Maryland.

If design tools and measurement is your bag, then you'll learn from the outstanding papers on optimization techniques from Dick Mattson's session on the "Analysis of Computer Systems," or the session chaired by Carnegie-Mellon's Bell on the development of languages for the design and description of large, complex systems.

The set of principles for computer design is continually undergoing change. You can't help but gain an insight into these changes from the sessions on architecture with Stanford's Ed McCluskey or Jack Goldberg from SRI.

Space doesn't permit all the detail on the outstanding papers and sessions at this conference. If you'd like a complete program, including registration information, just drop a postcard to COMPCON 72 Chairman Tracy Storer at Time/Data Corporation, 490 San Antonio Road, Palo Alto, California 94306. We'll see that you get the information by return mail.