We've cut data recording down to size

With a packing density capability exceeding 5 million bits per cassette, we really have cut data recording down to size. In fact, data that would normally require six standard size rolls of punched paper tape or 6000 punched cards can be compressed into a single compact-type cassette. But that's not all.

To ensure high performance and compatibility, the system has been designed in accordance with the stringent requirements of Standards ECMA-34, and ISO/DIS 3407.

Total system design concept
Developed specifically for EDP applications, a total system design concept was applied to produce a digital cassette recording system combining the precision required for high-grade terminal application with the low cost and simplicity of cassette-type operation. In addition to its exceptional electrical and mechanical performance the digital cassette recorder possesses a unique 'operator-proof' cassette loading system featuring:

- automatic cassette positioning
- A-side/B-side cassette discrimination
- cassette-in-positioning indication
- file protect

A gravity compensation device permits horizontal, vertical or side mounting. Design life-time of the digital cassette recorder is ten years - based on a 16 hour-day, 360 day-year.

The new Philips digital cassette exploits the high performance of the digital cassette recorder in every respect. The cassette frame that contains reference and tape guiding surfaces has been constructed of metal to allow high precision low friction tape guidance and to provide ruggedness. Data retrieval and tape storage life is virtually unlimited.

Designed, manufactured and supplied by Philips, our digital cassette recording system is a perfect example of the integration of high performance and reliability with long-life and operational simplicity. It is available from stock on a continuing basis - and at a price considerably lower than any competitive system.

Hanover Fair
For an in-depth explanation and demonstration of how we have cut data recording down to size, visit us at the Hanover Fair, 16 to 24 April, Hall 12, stands 201, 203, 302, 304.

N.V. Philips' Gloeilampenfabrieken
GAD/ELA
Eindhoven, the Netherlands