Our new products editor did a double take on the following release, sent with tongue-in-cheek by National Semi.

**Natural Semi Invades Subjective Market with Solid-State Gnomonic Utopian and Recondite Ultimate Device**

SANTA CLARA, Calif.—April 1, 1976—In the serene tranquility of the corporate ashram meditation room, amid wafting incense and the sounds of sitars, technologists of Natural Semiconductor Corporation today quietly unveiled an ultimately evolutionary solid-state device that will open vast new unmanifest frontiers to the field of integrated electronics.

Named by its inventors as the “Gnomonic Utopian and Recondite Ultimate” Device (known by its initials as the “GURU DEV”), the advanced electronic circuit is the first example of CSI (Cosmic-Scale Integration, which is infinitely better than large-scale stuff).

The “GURU DEV,” which has been designated as the model “OM-108,” is expected to find wide use in providing subjective evaluation and advice for people in all walks of life—much as the computer provides objective evaluation of data.

Dr. Morris Breakthrough, for whom many technical advancements have been named, explained that he and his colleagues, Dr. Poisson d’Avril and Swami Tritop Catchabanana, have been working for years on methods of applying what they call the Principle of Bestowed Objectivity.

“You see,” Dr. Breakthrough said, “in our laboratory push at the limits of objectivity, the barriers between us and the unknown grew so fine that they became interrelated with us and with our perception of them. When we dismissed them from our minds and shut off our computers, the limitations vanished.

“It was a perfect application of the Principle of Vernal Equivalence to the age-old problem of selective indifference, and through these mechanics of inactivity we found that our knowledge of objectivity depended on our state of mind and was therefore wholly subjective.

“Through a rather ingenious application of the Heissluff Theory of Positive Retrogression (HTPR), we were able to build a mathematical model of Platonic Subjectivity. It was then a simple matter for d’Avril and Catchabanana, here, to reduce the model to practice in the form of the GURU DEV Model OM-108 integrated circuit.”

In a typical Empathuter, the GURU forms the heart of a section known as the “Compressed Narthex Shrovetide Uction System” (named by its initials CONSHUNS). When CONSHUNS is consulted for subjective evaluation, the GURU accepts input from the CNPU (Central Non-Processing Unit). The CNPU essentially does nothing and thus prevents distortion and worsening of the situation.

Within seconds, the GURU circuit electronically requests comparison information from the FOM (Fish-Only Memory), which fishes for remembrances of things past. Results of the comparison are electronically transferred to the WOM (Write-Only Memory), where they are stored permanently and never seen again.

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*An Empathuter is analogous to a “subjective computer,” such as IBM’s Subjugator™ System LXXXVI.*

**WOM is a trade mark of Frenetics Corp.