



PDP-11

Circulate
Grant Ed Arnold
for info

DATE: September 30, 1969

SUBJECT: Guidelines for Handling of Requests for PDP-11 Information

TO: All Marketing Mgrs.
cc: Ron Smart
Don Alusic
Nick Mazzaresse
Mark Nigberg

FROM: Julius Marcus

Customer and other calls are getting a bit thick and I believe it advisable to get them funneled in the proper direction at the first point of contact. I would appreciate your help if any calls find their way into your group.

If a call for information is received from a member of the press, trade publications or any financial associations, please refer the caller to Mark Nigberg in Public Relations.

If the caller is a customer, he should be directed to his local sales office for product information. Please record receipt of any such telephone calls by writing down the name of the caller, the name of the concern represented by the caller and any available descriptive information about the nature of his application or the source of information leading him to call. Send this information to PDP-11 Marketing, C/O J. L. Marcus.

At this moment the PDP-11 information which may be generally distributed is the following:

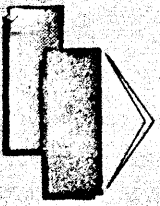
-DEC is indeed developing a 16-bit machine and a class of systems of the small computer variety to be generally referred to as the PDP-11.

-It is a general register machine designed for flexibility within a variety of system configurations.

-It is expected to be used extensively by both end users and OEM's in a variety of industries.

-It is currently not being offered for sale in the general market place. Price, delivery and specifications for the system are not available at this time.

Thanks for your help.



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DATE: September 30, 1969

SUBJECT:

TO: Cross Product Line Managers
Product Managers

FROM: Julius Marcus

cc: Ron Smart
Don Alusic
Nick Mazzaresse

Early PDP-11 deliveries will be allocated by Ted Johnson's office. In your experience, you may have identified high potential OEM customers which you feel could best be cultivated by an approach with a PDP-11. If so, would you please drop Ron Smart a note, copy to me, identifying the customers and applications for early delivery consideration.