WANG LABORATORIES, INC.

TO: AREA DIRECTORS, DISTRICT MANAGERS, BRANCH MANAGERS
         AND ALL SALES AND SUPPORT PERSONNEL

FROM: J. CARL MASI AND FREDERICK A. WANG

SUBJECT: PRODUCT ANNOUNCEMENT

DATE: MARCH 12, 1981

Wang Laboratories is pleased to announce the immediate availability of two new Matrix printers for the WP, OIS and 2200 product lines.
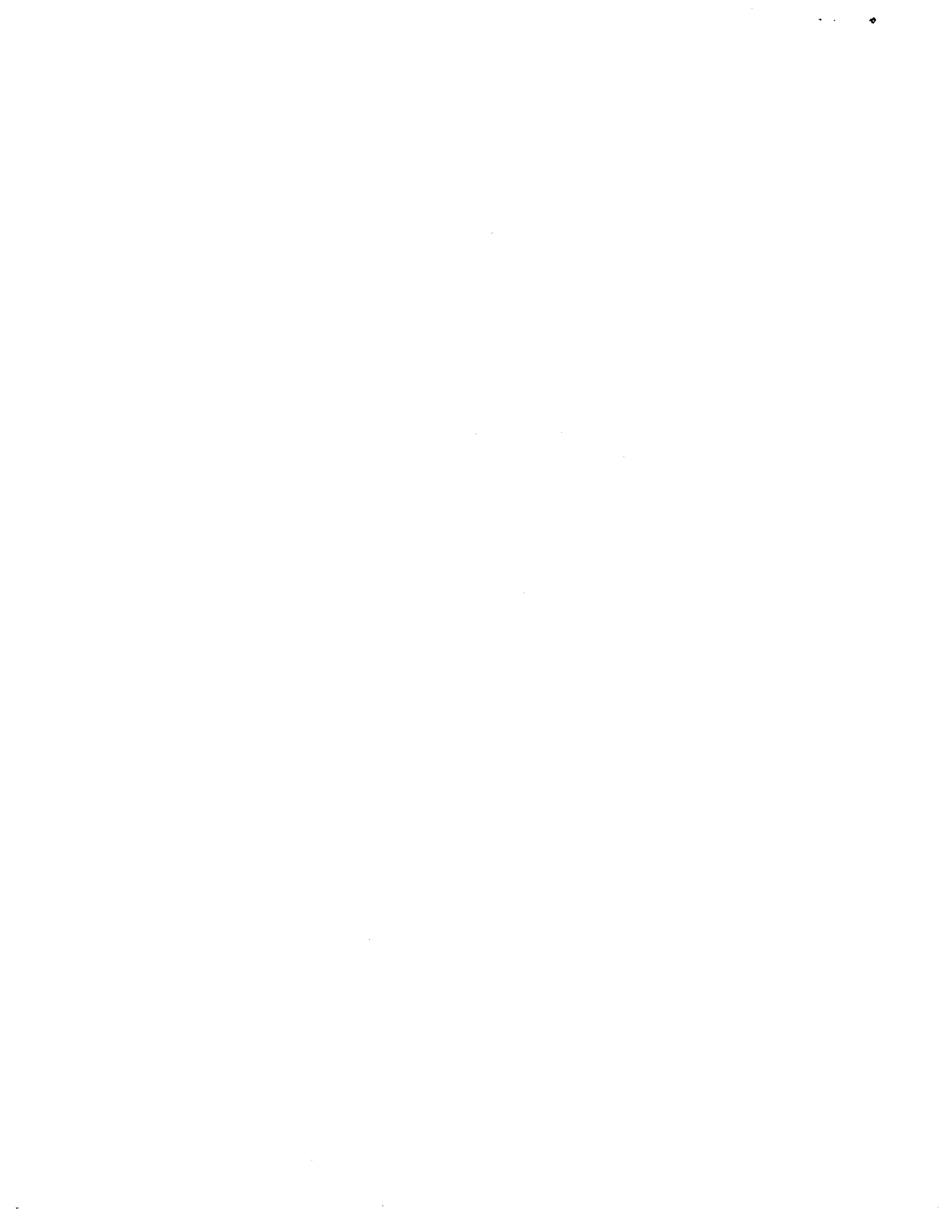
This enhancement to the printer product line is yet another example of the commitment of Wang Laboratories to bring high-quality peripheral products to the marketplace while maintaining a price/performance effective product line.

These new products are detailed in the accompanying package prepared by Market Planning and Development.

Carl Masi, Vice-President
Marketing Support

Frederick A. Wang, Vice-President
Development

CM:FAW:dc:0543T

WANG LABORATORIES, INC.

TO: AREA DIRECTORS, DISTRICT MANAGERS, BRANCH MANAGERS
         AND ALL WANG SALES AND SERVICE PERSONNEL

FROM: PRODUCT LINE MANAGEMENT

SUBJECT: MATRIX PRINTER ANNOUNCEMENT

DATE: MARCH 12, 1981

Wang Laboratories is pleased to announce the immediate availability of two new
Matrix printers for the WP, OIS and 2200 series product lines. This
announcement package contains:

   1)   Product Overview
   2)   Foreign Language Support
   3)   Pricing and Availability
   4)   Marketing Opportunities and Strategies
   5)   Model 2235 Feature, Function, Benefit
   6)   Model 5535 Feature, Function, Benefit
   7)   Data Sheets

These new printers will enhance the existing printer product line by providing
a selection of attractive high-quality printers at a substantial reduction in
price.

David R. Merrick
Product Manager, Printers
Market Planning & Development

JS:KP:dc:0543T

Ken Pappaconstantinou
Product Specialist
Market Planning & Development

TABLE OF CONTENTS

PRODUCT OVERVIEW

Two new matrix printers have been added to the Wang Laboratories product line. The model 2235 is a bidirectional matrix printer capable of printing up to 222 characters per second, and is offered on the 2200 product line. The model 5535 is also a bidirectional matrix printer with a rated output speed of 181 characters per second. It is installable on WP and OIS product lines.

These new printers use the latest in electronic techniques to provide higher throughput with bidirectional printing. A new technology print head provides an average of 3.7 times the head life of those used on the existing matrix printer product line. Other features have been incorporated to increase reliability and speed failure diagnosis. The printers are equipped with an automatic diagnostic test to provide the user with an indication of failure type. This test is implemented at power-up time. As a result, customers can anticipate significantly increased time between failures and more rapid repair when a failure does occur. These new features, coupled with the price levels shown on pages 11-12 provide a price performance improvement of up to 1.5 times that of the existing matrix printer product line.

The print mechanism was designed to accomodate a snap on/off ribbon cartridge, a feature not currently offered on current high speed matrix printers. The cartridge will facilitate clean and easy ribbon replacement.

Both models offer flexible front-load or bottom-load paper feeding. Front paper loading allows the printer to be operated as a table-top printer while bottom paper loading can be used with the printers optional stand.

The printers are encased in an attractive cabinet with a see-through acoustic cover over the print line to ensure quiet operation. The cabinet is lined with an acoustic material reducing the noise level to 58 DBA when tested in an anechoic chamber. This noise level makes the new Matrix printer comparable to the current Wang Daisy printer when operated under the same conditions.

Model 2235

The model 2235 offers a full ASCII 96 character set providing upper and lower case letters, numbers, and special characters which can be used in a wide variety of applications. Both 10 and 12.2 characters per inch are standard. Pitch selection is software controlled producing a 132-character line (10-pitch) and a 158-character line (12.2-pitch). The 10-pitch characters are printed in a higher density (9x9) matrix providing higher quality output at 181 characters per second. The 12.2 pitch characters are printed in a (7x9) matrix at 222 characters per second.

Via software control, users now have the capability of selecting the line density of 6 or 8 lines per inch.

Vertical formatting is controlled via an Electronic Direct Access Vertical Format Unit (DAVFU). The DAVFU provides the ability to select a format under program control without the need for a paper tape reader in the printer. (The DAVFU utility is available on all 2200 series operating systems.) The printer control Fuctions are programmable via an extensive selection of control codes.

Model 5535

The model 5535 offers a 113 character set providing both upper and lower case letters, numbers, and special symbols which can be used for a wide variety of Word Processing applications. Characters are printed at 10 characters per inch, with a line desity of 6 lines per inch at a rated speed of 181-characters per second. The 10 pitch characters are printed in a nominal 9x9 dot matrix with a maximum print line of 132 characters. Output format control is provided by the print menu on the WP and OIS systems.

FOREIGN LANGUAGE SUPPORT

The Model 5535 supports the following languages:

ENGLISH (American, Australian, U.K.)
GERMAN
FLEMISH
CANADIAN FRENCH
DANISH
FINISH
FRENCH, AZERTY
ITALIAN
LATIN AMERICAN SPANISH
DUTCH
NORWEGIAN
SPANISH
SWEDISH
CZECHOSLOVAKIAN
HUNGARIAN
POLISH
RUMANIAN
TURKISH
YUGOSLAVIAN
GREEK

The Model 2235 supports the following languages:

FRENCH, AZERTY
GERMAN
ENGLISH (Australian, American, U.K.)
GREEK
ICELANDIC
DUTCH
NORWEGIAN
DANISH
LATIN AMERICAN SPANISH
SWEDISH
FINISH
CANADIAN FRENCH

Available Language Options

The following list contains the available languages with corresponding language option model numbers. Be sure to order the printer by model number, and if required, include the appropriate language option model number.

Model 5535

The Model 5535 supports the following languages without selecting a language option:

ENGLISH (American, Australian, U.K.)
GERMAN
FLEMISH
CANADIAN FRENCH
DANISH
FINISH
FRENCH, AZERTY
ITALIAN
LATIN AMERICAN SPANISH
DUTCH
NORWEGIAN
SPANISH
SWEDISH

Please note: It is the responsibility of the ordering group to ensure the total configuration has language compatibility.

Example: In order to print in German, the system software must be German. (System software should be specified when the system is ordered). This would apply to each language.

The 5535 supports the following languages when language option LO5535-EE is ordered:

CZECHOSLOVAKIAN
HUNGARIAN
POLISH
RUMANIAN
TURKISH
YUGOSLAVIAN

The 5535 supports Greek when language option LO5535-GR is ordered.

Model 2235

The Model 2235 supports English when a language option is not selected.

Listed below are the language options available for the 2235:

Language	Model Number
French "Azerty"	LO2235AZ
Dutch	LO2235NL
German	LO2235GE
Spanish	LO2235SP
Swiss	LO2235SU
U.K. "English"	LO2235UK
Swedish	LO2235SW
Norwegian	LO2235NO
Greek	LO2235GL
Icelandic	LU2235IC
Canadian French	LO2235CA

Ordering

Example: If you wish to order the Model 2235 with the German language option, your order should include:

QTY	Description	Price
1	2235 Matrix Printer	$XXXX.00
1	LO2235GE German Font	$ N/C

The language options are a no charge item and only one option may be ordered with the printer. NOTE: The 2235 and 5535 Matrix printers can only support one language option at a time.

Marketing Opportunities and Strategies

These low priced additions to the printer product line will provide many new sales opportunities with existing customers and new system sales. Below are some of the selling features of the new printers.

General Sales Highlights

<u>Lower Entry Level System Pricing</u> - Price reductions on the new matrix printers provide a lower total system price for an entry-level configuration.

<u>Additional Peripherals</u> - Because of the lower cost, additional printers can be cost-justified.

<u>Improved Reliability</u> - A higher percentage of electronic parts and the addition of the new matrix head, will significantly improve the mean time between failure and general level of customer satisfaction with unit reliability.

<u>Quieter</u> - With the new sound reducing material and the accoustic cover, the printer can now be operated in an office environment.

<u>Increased Throughput</u> - With the addition of bidirectional printing and the fast tabbing feature, documents will be printed at a greater rate of speed.

<u>Less Operator Intervention</u> - Because of the DAVFU the operator no longer needs to install forms control tapes in the printer. Forms control is now accomplished via system software.

FEATURE FUNCTION BENEFIT
MODEL 2235 MATRIX PRINTER

FEATURES	FUNCTIONS	BENEFITS
9x9 dot matrix 10 pitch 7x9 dot matrix 12.2 pitch	Characters are clearly printed.	High-quality characters provide superior readability and improve document appearance.
96 character set	Uppercase and lowercase letters, numbers, and special characters are available.	Printer can be used for a wide variety of applications
Speed 181/222 c.p.s.	Production of draft-copy output is fast, without sacrificing quality of characters.	User is assured of fast, top-quality draft output
Deselection without loss of text	Printer can be deselected to align or change paper or ribbon without losing text.	With reselection of the printer the output will continue without loss of text.
See-through acoustic cover and sound acoustic material	Printer is built with a silencing cover over the print area and lined with a noise-reducing material.	Printer can be used in an office environment
Recirculating removable cartridge ink ribbon	Cartridge ribbon is snapped on to insert and pulled out to remove	Ribbon change is fast, clean and easy.
Front-load and bottom-load paper feed	Front paper loading allows the printer to be operated as a table-top printer. When using bottom paper loading, the printer can be used with the optional printer stand.	Flexible paper feeding is guided automatically
Automatic page eject	Automatic movement of the TOP OF FORM control is provided when the end of the page is reached.	Operator is freed from monitoring document printing.

FEATURES	FUNCTIONS	BENEFITS
Fine horizontal and vertical forms adjustment	Preprinted forms can be accurately aligned horizontally (with vernier knob) and vertically (with plated knob).	Accurate alignment of any preprinted form is assured.
Full 112-character buffering	CPU and printing operations can fully overlap.	Faster through output speed
Expanded print capability	Enlarged printing is programable and easily produced	Highlighting titles and headlines may be used.
Bidirectional Printing	Documents may be printed at a greater rate of speed.	Increased throughput

FEATURE FUNCTION BENEFIT
MODEL 5535 MATRIX PRINTER

FEATURES	FUNCTIONS	BENEFITS
9x9 dot matrix	Characters are clearly printed.	High-quality characters provide superior readability and improve document appearance.
113 character set	Uppercase and lowercase letters, numbers, and special characters are available.	Printer can be used for a wide variety of applications.
Speed (181 c.p.s.)	Production of draft-copy output is fast, without sacrificing quality of characters.	User is assured of fast, top-quality draft output
Deselection without loss of text	Printer can be deselected to align or change paper or ribbon without losing text.	After the deselected printer is reselected, output will continue without loss of text.
See-through acoustic cover and sound abatement material	Printer is built with a silencing cover over the print areas and lined with a noise-reducing material.	Printer can be used in an office environemt.
Recirculating removable cartridge ink ribbon	Cartridge ribbon is snapped on to insert and pulled out to remove	Ribbon change is fast and easy.
Front-load and bottom-load paper feed	Front paper loading allows the printer to be operated as table-top printer. When using bottom paper loading, the printer can be used with an optional printer stand.	Flexible paper feeding is guided automatically
Automatic page eject	Automatic movement of the TOP OF FORM control is provided when the end of the page is reached.	Operator is freed from monitoring document printing.

FEATURES	FUNCTIONS	BENEFITS
Fine horizontal and vertical forms adjustment	Preprinted forms can be accurately aligned horizontally (with vernier knob) and vertically (with plated knob).	Accurated alignment of any preprinted form is assured.
Bidirectional printing	Documents may be printed at a greater rate of speed.	Increased throughput

PRODUCT PRICING

U.S. Pricing Only - 10% Higher in Alaska
(U. S. Dollars)

Model	Description	Purchase	Monthly Maintenance	Rental
2235	181/222 cps 10-12.2 pitch Bidirectional matrix	$3,500.00	$48.00	$179.00
5535	181 cps 10 pitch Bidirectional matrix	$4,500.00	$64.00	$212.00

Ribbons

Model Number	Description	Quantity	Price
279-0181	Fabric Ribbon, Cartridge Type Box of 6 (same as 31W series Ribbon)	1-3 boxes	$70.00
		4-19 boxes	$62.00
		20 boxes +	$55.00

Printer Stand
(Optional)
U.S. Pricing

Model Number	Price	Monthly Maintenance
8005-5	$250.00	N/A

Canadian Pricing
(Canadian Dollars)

Model	FST & Duty Exempt	FST Exempt Duty Paid	FST & Duty Included	Monthly Maintenance	1 Year Rental
2235	$4,525.00	$4,525.00	$4,800.00	$65.00	$260.00
5535	$5,325.00	$5,325.00	$5,650.00	$80.00	$285.00

CANADIAN PRICING
(Canadian Dollars)

Model	Ribbons Description	Quantity	List Price
279-0181	Fabric Ribbon, Cartridge Type Box of 6 (same ribbon as 31W series)	1-3 Boxes	$98.00
		4-19 Boxes	$86.80
		20 Boxes +	$77.00

Printer Stand
(Optional)
Canadian List

Model Number	Price	Monthly Maintenance
8005-5	$350.00	N/A

International
(U. S. Dollars)

Model	International List	Monthly Maintenance
2235	$4,375.00	$60.00
5535	$5,625.00	$80.00

INTERNATIONAL
(U.S. Dollars)

Model	Quantity	International List
279-0181	1-3 Boxes	$87.50
	4-19 Boxes	$77.50
	20 Boxes +	$68.75

Printer Stand
(Optional)
International List

Model Number	Price	Monthly Maintenance
8005-5	$312.50	N/A

Availability

Orders for the new matrix priners may be taken immediately with delivery of approximately 30 days A.R.O.