

INTRODUCING THE FIRST,  
SMALLEST, LEAST EXPENSIVE,  
STAND-ALONE APL DESKTOP  
COMPUTER

MCM/70

# BRIDGING THE GAP...

between the sophisticated calculators that offer simplicity of operation but fail to provide the information processing capability of the computer . . . and the large, complex computers that require such high degrees of training and experience as to place them beyond the operational capabilities of most people who want to use them.

MCM/700. Sufficiently simple to allow its use by anyone able to operate an electronic calculator and an ordinary typewriter . . . yet sufficiently sophisticated to perform practically any task performed by a large-scale computer.

MCM/700. Designed to serve workaday information processing needs—and also the specialized needs of the high-level computer professional.





The first complete stand-alone micro computer to provide full scale information processing capability—with the power of a large-scale computer and the ease of a programmable calculator. Right at your own desk . . . or anywhere else it may be needed. At a price you can afford.

## WITH MCM/700 YOU CAN . . .

- **BE YOUR OWN PROGRAMMER**

MCM/700 uses the most powerful, versatile, yet simplest of the computer languages—APL. Within less than an hour of following simple step-by-step instructions, you can start programming with APL. You need no longer use your valuable time to describe to a programmer tasks that will quickly become routine. In many cases, you will find describing your problem in APL is quicker and more precise than explaining it to a programmer. And your capability as an APL programmer grows with experience.

- **DEVELOP YOUR OWN INFORMATION PROCESSING LIBRARY.**

By using simple plug-in cassettes with MCM/700, you can build your own personal library of programs and data. You will have a full-scale personal store of processed information that you can keep secure right in your own desk drawer.

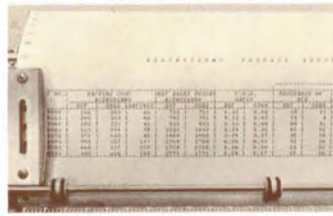
- **BECOME MORE COST-EFFECTIVE**

MCM/700 allows you to be cost-effective in many ways. Your MCM/700 can be purchased outright for what you might pay for a month's lease on a large computer, or a few month's fees to a computer service bureau. A basic MCM/700 costs no more than many of the advanced programmable calculators now on the market. In effect, therefore, you can have total information

processing power for less than any other method now available.

Additional savings are brought about because of the ease with which MCM/700's APL language allows you to be your own programmer. You will be able to develop programming routines in as little as one tenth the time required with other computer languages.

This ease of programming brings about still additional cost-effectiveness because MCM/700 allows you to generate and



"debug" programs off line from any large-system computer, or pre-process and test all of your data . . . and then turn the job over to the large system for further processing. The time thus saved on the big mainframe can pay for the MCM/700 in a short period.

- **ENSURE FULL SECURITY OF CONFIDENTIAL DATA**

MCM/700 provides the second level of security for sensitive data. You can provide complete physical security of your cassette tapes. In addition, APL lets you readily cryptocode confidential data for further protection.

- **ENJOY PORTABLE HANDS-ON INFORMATION PROCESSING**

Smaller and lighter than most typewriters, MCM/700 weighs less than 25 pounds and is innovatively compact. MCM/700 operates either from any standard electrical power source or from 14V battery power. You can work with MCM/700 in the office, the conference room, the lab, the field site, anywhere—even take it home—and have full data processing power wherever you need it.

# MCM/700... TOTAL STAND-ALONE PERSONAL INFORMATION PROCESSING







