

**I'm Edson deCastro,  
President of Data General.  
Seven months ago we started the richest new  
small computer company in history.  
This month we're announcing our first product:  
the best small computer in the world.**

Data General wasn't started on a shoestring.

My associates and I had been with a company where we developed the most successful line of small computers in the business. And we knew the only way to go was big. Right from the beginning.

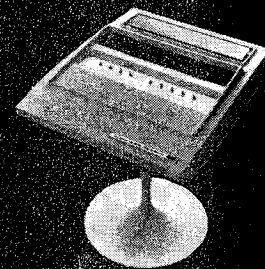
So we got the financing to be big. To build a plant that'll knock-out these computers by the hundreds. To develop a large enough technical service organization to really support our customers.

And we designed a revolutionary computer. The NOVA.

Other small general purpose computers are built around an obsolete architecture based on an old technology. NOVA is built around medium scale integration. It's the first with multi-accumulator/index register organization. The first with read-only memory you can program the same way you do core. The first low cost machine that allows you to expand memory or build interfaces within the basic configuration.

One more thing. The price with a 4096 16-bit word memory and Teletype interface is only \$7950. And we're offering the best discounts in the business.

Because if you make a small inexpensive computer, you have to sell a lot to make a lot of money. And we intend to make a lot of money.



**DATA GENERAL  
CORPORATION**  
275 Cox Street, Hudson, Mass. 01749

Specifications: NOVA is a 16-bit word general purpose computer. It has four accumulators, two of which may be used as index registers. It offers a choice of core or read-only memory of 1K, 2K, 4K, 8K, and up to 32K 16-bit words (or twice that many 8-bit bytes). NOVA comes in the desk top console shown here or a 3 1/4' tall standard rack mount package. Both the desk and rack version can hold up to 20K 16-bit words of memory or interface for a large number of peripheral devices. NOVA has the most flexible I/O facility ever built into a machine of its class. It will include a high-speed Data Channel and automatic interrupt source identification as standard equipment. Write for more information today. Or see us at the Fall Joint Computer Conference on Wednesday.

CIRCLE 129 ON READER CARD

