

**digital**

## INTEROFFICE MEMORANDUM

TO: John Leng

DATE: December 13, 1972

Cc: Win Hindle  
Al Ryder

FROM: Ken Olsen

DEPT: Administration

SUBJ: SYSTEMS-10 ADVERTISING

I called Al Ryder today and gave him a hard time about the PDP-10 group copping out and not giving your message to the world. You did a good job in getting the Systems-10 started, but then you gave up and blamed your lack of enthusiasm on the fact that you are part of a minicomputer company. I think you are copping out.

Xerox hasn't had a product and they are part of a copier company, but they at least show enthusiasm in their computer message.

I would like to have you and anyone else from your group come to the Operations Committee for 15 minutes on January 2 and tell us your pitch for the Systems-10, or maybe your pitches for the various markets you are in, and how you are going to get this across to the world.

The pitch has to be simple; you never get a chance to get two paragraphs to the world. It has to be a phrase, or at most, one or two sentences.

One pitch that sure would attract attention and would look great in a full-page ad in the Wall Street Journal would be to call the Systems-10 the world's largest minicomputer. If you get that message across, you might even be able to raise the price of the 10 and people would think they were getting a bargain. They would at least read your ad because everyone knows the importance of minicomputers nowadays.

Some people feel that Exxon wasted an enormous amount of money just to change their name. I feel that it was a beautiful piece of advertising. One oil company has nothing unique from any other oil company, and all they can do is advertise their name. They found an excuse for advertising and did a masterful job of it.

We do have things unique from all other computer manufacturers, but we can't put them across in a simple advertising pitch. We just sound like all the other manufacturers.

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