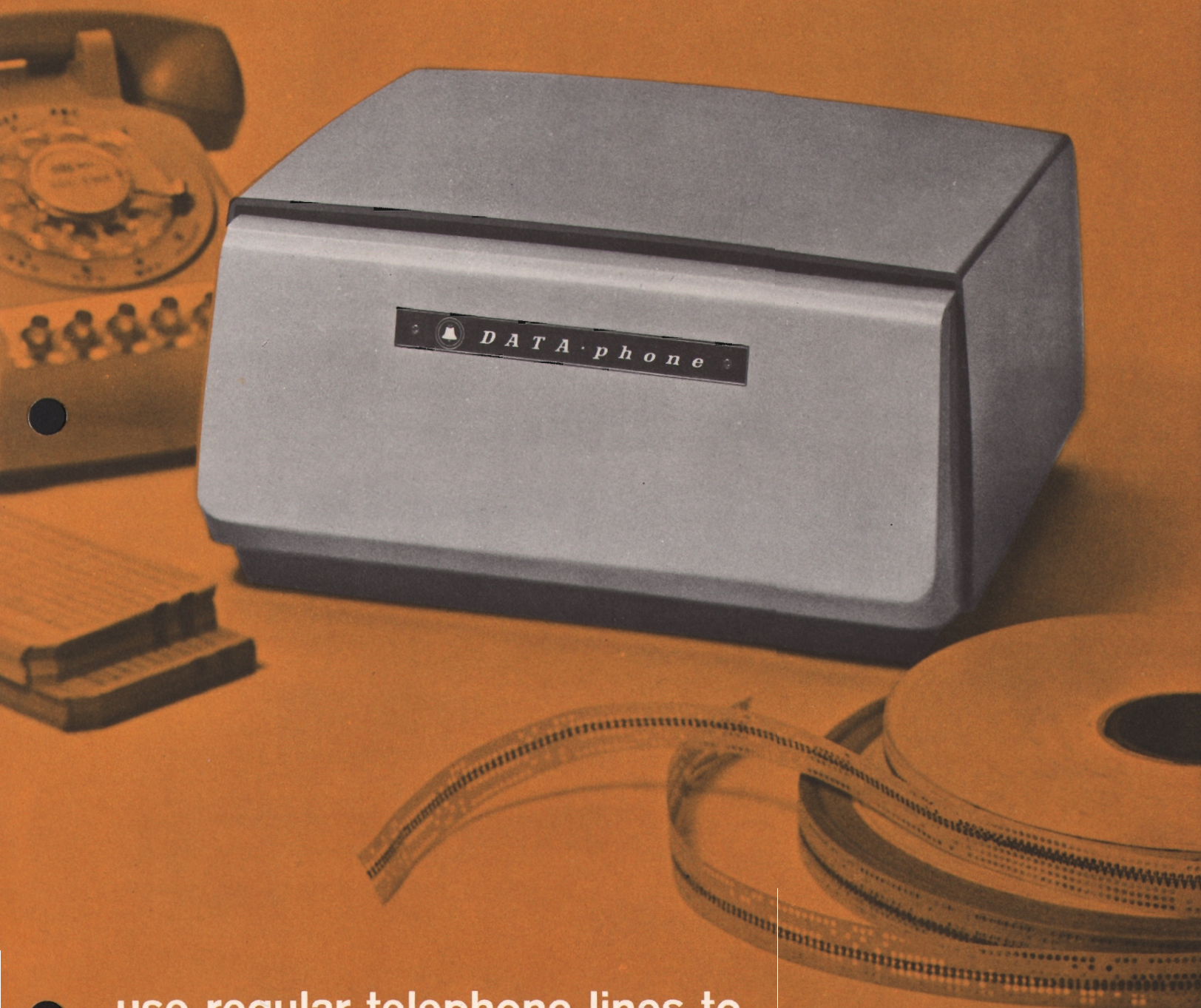


Data Set



103·A

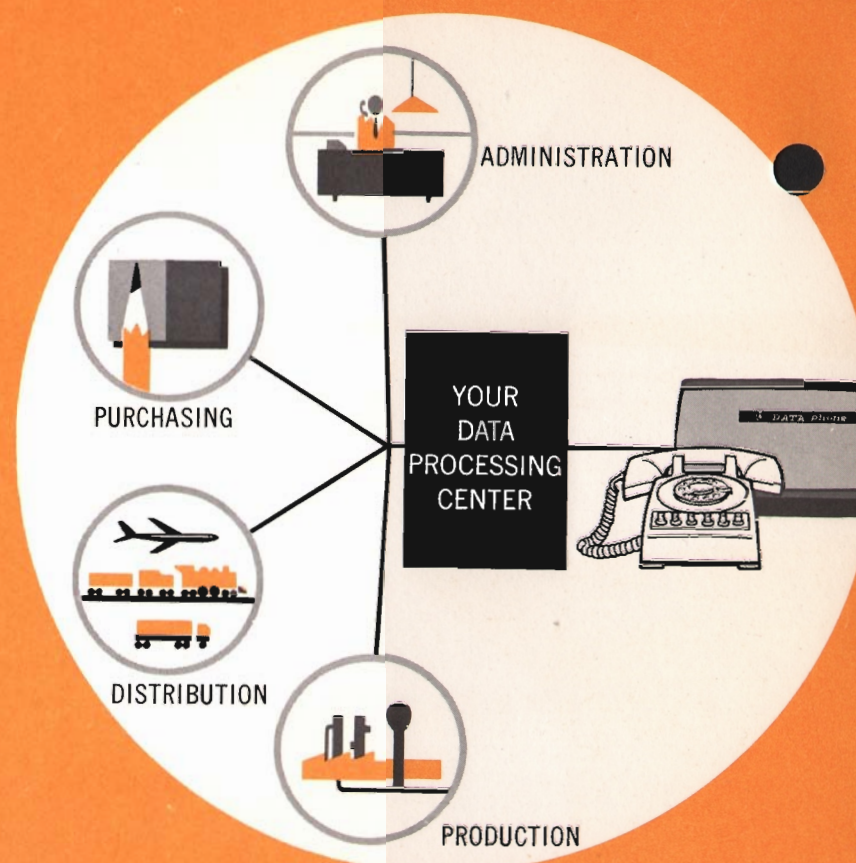


use regular telephone lines to
connect business machine data stations

DATA SET

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**Transmits
and receives
business machine codes
over regular telephone
lines or private lines—
across town or
across the
nation**



MEETS YOUR NEEDS FOR FLEXIBLE DATA COMMUNICATIONS

- ☐ Provides direct two-way communications between many types of business machines—
 - operation can be one-way or two-way simultaneous or nonsimultaneous
- ☐ Transmits and receives at speeds compatible with your business machines—
 - up to 200 bits per second
- ☐ Accepts data signals from business machines at sending location—
 - converts data signals to appropriate tones for transmission over telephone lines
 - converts tones to data signals for use by business machine at receiving location
- ☐ Accepts electrical signals directly from teletypewriter keyboard.
- ☐ Accepts business machine signals for direct input to computers.
- ☐ Provides DATA-PHONE Service on regular telephone lines for local or long distance data communications at normal telephone rates—
 - provides two-way voice communications with called data station
- switches to one-way or two-way data communications at the touch of a button
 - requires minimum training to operate
- ☐ Operates in the same manner on Private Line service or WATS service at a fixed monthly charge—
 - used on Private Line service when combined voice-data communications are required
- ☐ Offers automatic answering and appropriate terminating controls for unattended receiving station—
 - business machine can automatically call unattended station through associated Automatic Calling Unit
 - automatic answer-back signal alerts calling station that receiving machine is connected and can accept the data transmission
 - business machine at calling station can automatically disconnect receiving station

GIVES YOUR BUSINESS THESE PROFIT-BUILDING ADVANTAGES

- ☐ Affords rapid, direct, low-cost data communications between separate business locations.
- ☐ Makes possible centralized data processing operations—
 - reduces the need for separate data processing equipment at other locations
 - increases the efficiency of existing business machine operations
 - aids in mechanizing clerical workload and reducing human errors
- ☐ Offers a means to economically expand data communications—
 - production plants with company headquarters
 - warehouse with distributing outlets
 - regional sales offices with headquarters
 - purchasing with production
- ☐ Improves business efficiency by collecting current facts and figures that affect the operations of your administrative, purchasing, marketing, sales and distribution functions—
 - adjust production schedules quickly to meet changing market conditions
 - coordinate factory production to inventories
 - avoid out-of-stock situations
 - get up-to-the-minute sales figures and market information
 - gather operating data quickly when it is needed
 - analyze data quickly for timely management decisions
 - speed order processing
 - meet competition more effectively
- ☐ Minimizes total communications cost by using existing communications facilities for data transmission—
 - transmit and receive data communications on an alternate basis with other services
 - utilize existing facilities to full capacity—WATS, Tie Lines, Private Lines, etc.

DATA SET

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Here's how it will work for you...

across town
across the nation

LOCATION	TYPE OF BUSINESS MACHINE	TELEPHONE COMPANY EQUIPMENT & CHANNELS	MONTHLY CHARGE
TOTAL TELEPHONE COMPANY CHARGES			



BELL TELEPHONE SYSTEM