

*Multi-user  
Computers  
with a  
Personal  
Touch.*



**POINT**  
**DATA CORPORATION**

БАНКОВСКОЕ ПРАВО



## *“POINT 4 Data Corporation’s business is...”*

### ***POINT 4— Multi-user Computers with a Personal Touch.***

At POINT 4 Data Corporation, our business is multi-user computers with a personal touch. POINT 4 is an innovator in the development of computer systems that combine the power and flexibility of multi-user computers with the accessibility and convenience of personal computers. As such, we offer our users the best of both the business computer and personal computer in an expanding line of user-oriented hardware and software. We design and manufacture a family of computer systems and distribute them through a network of over 150 value-added resellers in more than 25 countries.

PERSONAL SERVICE and RELIABILITY go hand in hand at POINT 4. Because of our personal attention to our business, our products have acquired an excellent reputation for reliability and quality

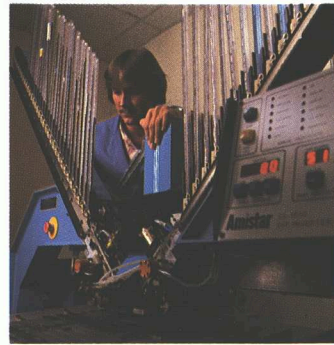
within the industry. Our confidence in our products is further demonstrated by our full-year warranty program which is backed up with fast service if a problem should arise.

FLEXIBILITY, another key advantage of POINT 4 systems, is evident in the responsive and efficient IRIS® Operating System. IRIS combines with POINT 4 computer hardware to support a wide range of peripherals, resulting in a choice of configurations for precise tailoring of capabilities to the user’s needs.

EXPANDABILITY AND UPWARD COMPATIBILITY make POINT 4 computer systems the ideal entry-level choice for growth-oriented users. They are easily expandable from one to over 64 users, and they are upgradable from small systems to larger, more powerful ones. The user’s investment in a POINT 4 system is protected and enhanced as his business requirements grow.

COST EFFICIENCY in a POINT 4 system makes it among the lowest priced multiple-terminal computers in the industry when compared on a “per-user” basis. POINT 4 helps to improve the “bottom line” for our customers because they can take advantage of a system that will support use by more employees in more departments with more cost-effectiveness.

Since 1969, POINT 4 Data Corporation has been working for the future, developing new and better products and planning more and better ways to support our customers.



*“to supply quality, low-cost multi-user systems...”*

## **POINT 4— Minicomputer Power at Microcomputer Prices.**

**THE MARK 3/  
EXPANDABLE POWER  
AT THE ENTRY-LEVEL**  
The MARK 3 is POINT 4's system for the entry-level user with features and capabilities once available only on higher-priced computers. The MARK 3 provides support for up to seven users with none of the compromises in speed or reliability often associated with comparably priced systems.

### **THE MARK 3T/POWER IN THE OFFICE**

This powerful desktop system offers all the performance and functionality of the rack-mounted MARK 3 but is compact and easily situated in small areas. When combined with the ergonomic design and advanced features of a POINT 4 workstation, it is a system for the office of the future, today.

### **THE MARK 5/POWER AND PRICE FOR EXPANSION**

The general purpose MARK 5 has the power and flexibility to support up to 64 users, and in many configurations, at a lower cost-per-user than popular micros. Performance is enhanced with the Mighty MUX®, which speeds computer throughput associated with transaction processing. And with the addition of the LOTUS Cache Memory, there is a substantial performance increase to business data base processing. The MARK 5 allows the system

designer and user alike to build for today and plan for tomorrow with a single computer.

### **THE MARK 8/EXTRA POWER FOR SPEED AND FLEXIBILITY**

Top-of-the-line in power and performance, the MARK 8 utilizes an extended instruction set in firmware to achieve its high throughput. The MARK 8 provides support for over 64 terminals. As with the MARK 5, the MARK 8 has a Mighty MUX, and a LOTUS Cache Memory can be added for optimum performance. The highly flexible MARK 8 accepts a wide range of peripheral devices and is software compatible with all POINT 4 computers.

### **THE MARK 1A/ PERSONAL POWER**

The MARK 1A represents POINT 4's commitment to the “personal touch.” This CP/M®-oriented microcomputer is the means by which the simplicity and ease-of-use of personal computers are combined with the power, capacity and functionality of POINT 4's multi-user time-sharing systems. Since the MARK 1A can tap the powerful resources of the POINT 4 host system, the user can employ most of the widely used personal computer applications as well as operate IRIS-based applications fundamental to his business. Any existing IRIS workstation can accommodate the MARK 1A, bringing POINT 4's personal touch into the work environment.

### **POINT 4 TERMINALS/ WHERE THE PERSONAL TOUCH BEGINS**

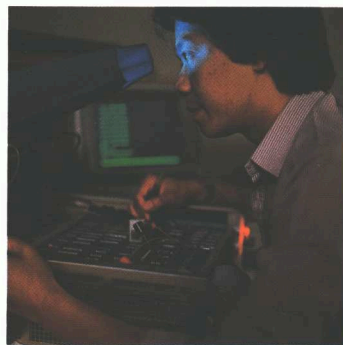
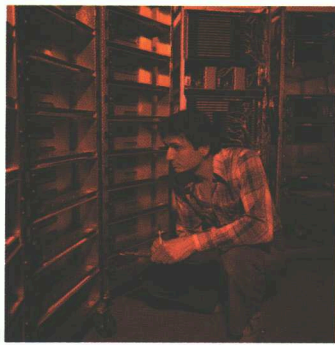
Having many users on a system is cost justified through the availability of cost-effective POINT 4 video display terminals. These ergonomically designed terminals have a high-functionality/low-cost ratio which couples with a contemporary design to enhance any business environment.

### **MIGHTY MUX/HIGH PERFORMANCE COMMUNICATIONS**

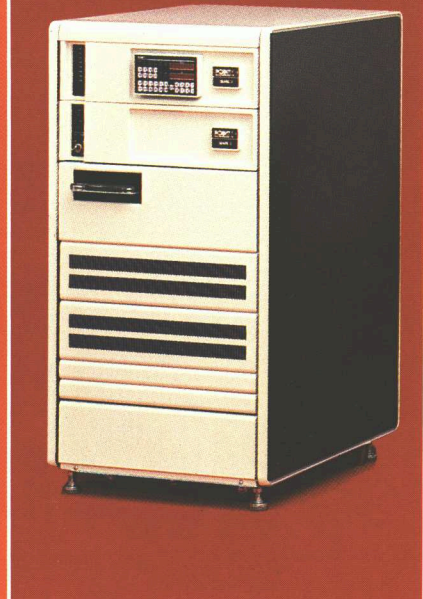
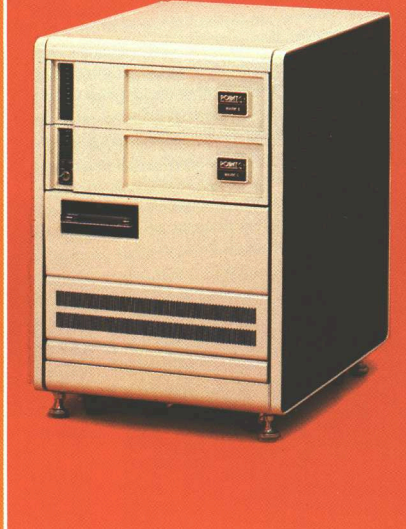
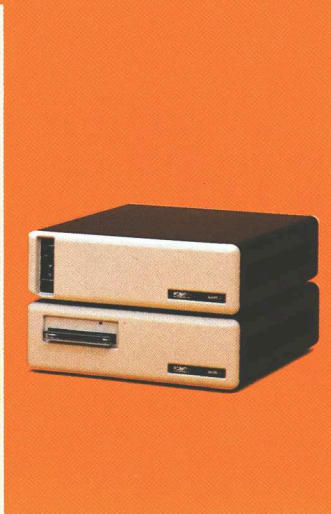
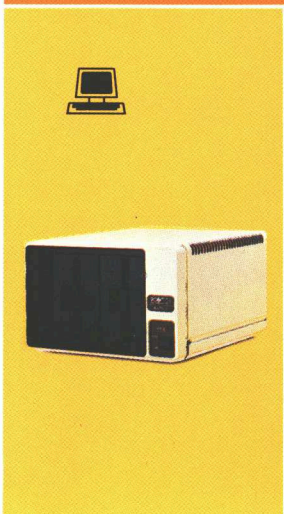
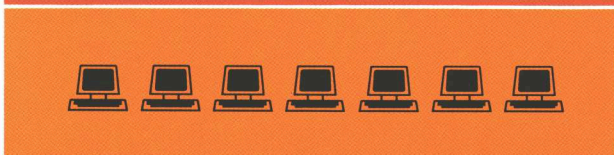
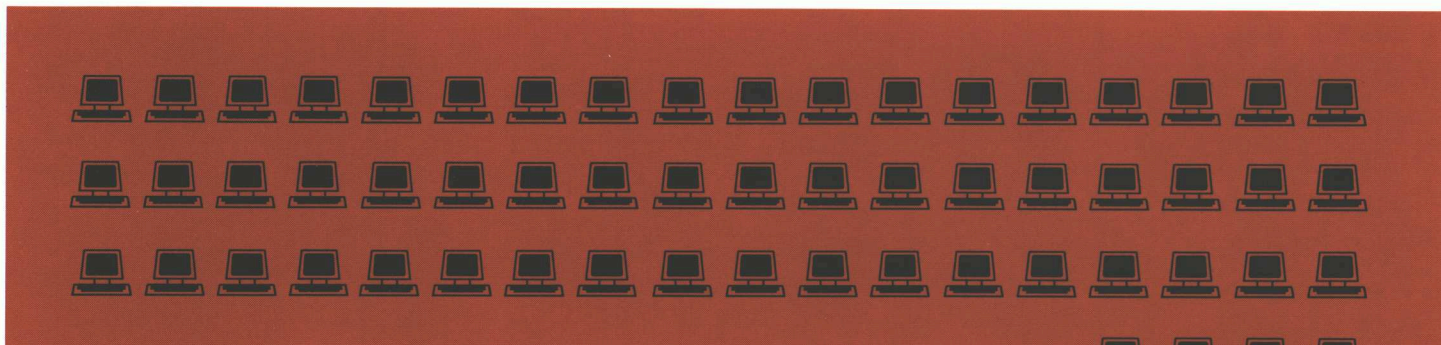
Multi-user support and high performance of POINT 4 computers are due in part to the efficiency and flexibility of POINT 4's state-of-the-art DMA multiplexer, the Mighty MUX. Supporting up to 24 devices per board, it transfers data directly between computer memory and a wide range of video display and printer terminals with a minimum of computer overhead.

### **LOTUS CACHE MEMORY/SOLID-STATE MASS STORAGE: HIGHER THROUGHPUT, FASTER RESPONSE**

POINT 4's unique LOTUS Cache Memory dynamically stores the most frequently used disk-resident information in its high-speed, solid-state memory. Access to this data occurs at electronic speeds, which dramatically improves overall system performance by reducing information access time.



*“selling through a network of value-added resellers...”*

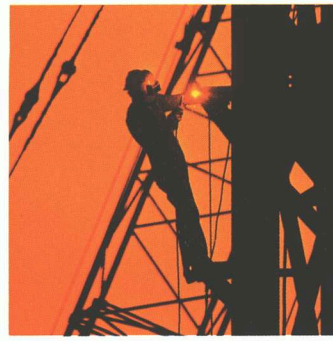


The MARK 1A

MARK 3 and 3T

MARK 5

MARK 8



*“to small businesses that require...”*

**POINT 4—  
A Network of  
Over 125 Dealers  
in More Than 25  
Countries  
Supporting  
Thousands of  
Enthusiastic  
Customers.**

**THE OPERATING  
SYSTEM OF CHOICE FOR  
OVER 18,000 USERS**

POINT 4's IRIS (Inter-Active Real-Time Information System) comprises the system software components which combine to harness the power of the hardware and firmware for the high-speed execution of business application software. IRIS creates and manages the man/machine interface by accepting the workload imposed by the system's many users and helping return to them the solutions to vital business issues...fast. IRIS directs the many diversified elements which constitute a contemporary business data processing system with a strong, narrow focus: supporting multiple users with speed and efficiency and providing the necessary data file protective features required in a business computer system.

**OFFICE AUTOMATION/  
THE PERSONAL TOUCH  
IN THE MODERN OFFICE  
IS RECOGNIZED IN  
POINT 4'S SOFTWARE  
DEVELOPMENT**

POINT 4 offers several powerful, easy-to-use word processing systems designed for the contemporary office. They offer sophistication for the processing of high-quality, complex text and documentation.

**FORCE/BETTER  
APPLICATIONS, FASTER  
WITH AUTOMATIC  
PROGRAMMING  
SYSTEM**

FORCE, a source code generation system, reduces application development time by as much as 80% while generating independent, documented and totally transportable IRIS Business BASIC programs.

And there is more—a growing library of application programs and productivity tools developed by POINT 4 and our cooperating family of system houses and value-added resellers.

**CUSTOMER  
SATISFACTION,  
PERSONALLY  
REWARDING AT  
POINT 4**

POINT 4 employees take pride in their work. Each product is manufactured with care and precision, yielding well-made, reliable products. Ultimately, this is reflected by comments from POINT 4's customers, like: "POINT 4 lets me go against my competition with a faster, more reliable computer system. And it's less expensive. You can't beat that!"

"A lot of computer companies talk about reliability, but I can document 99.9% up time with my POINT 4 systems. With POINT 4 computers I have the freedom to choose from virtually all of the best peripherals on the market."

"My POINT 4 computer, with its modular hardware

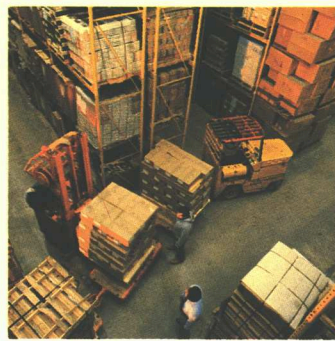
and efficient IRIS operating system, is the best I've ever seen at multi-user support. That's why I'm expanding from my present 9 users to 35 at less than half what it would cost with any other system I've looked at."

"It's hard to find any product that's tops overall. Usually to get performance you have to give up reliability or flexibility or support. But not with POINT 4. I rate POINT 4 number one in all categories."

Because of the flexibility of our products, over 4,000 POINT 4 computers have been applied to a wide range of industries including accounting, manufacturing, health care, distribution, construction, retailing and travel.

**PERSONAL SUPPORT  
FOR OUR VALUE-ADDED  
RESELLERS**

At POINT 4, we know that when our customers do well, we do well, so we offer our value-added resellers every kind of support we can, from product literature to manuals, from advertising to direct mail, from field support to competitive discounts. And it's done with the kind of personal service they've come to expect. POINT 4 Data Corporation...developing, manufacturing and distributing multi-user computers with a personal touch.



*"...vertically specialized turnkey systems."*



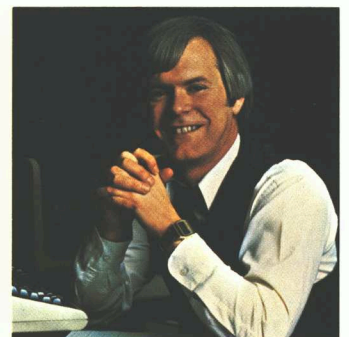
*"POINT 4 provides me with a competitive advantage."*



*"POINT 4 computer systems are tops in price/performance."*



*"My POINT 4 computer system has never let me down."*



*"POINT 4 users are giving us an excellent reputation."*



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