

# DISCOPYLABS

# Perfect Original Quarterly

December, 1985

Volume 1, Number 2

## COMMITMENT TO EXCELLENCE

**O**ur commitment to our customers is to produce a zero defect product. In over 4 million disks produced, we have achieved "perfect originals" by paying attention to details, providing career paths for our employees, and following structured quality control guidelines. What we instill in our staff is that the work they handle will directly affect customers' image and profitability.

In the coming year we will expand our services and capacity. By moving to larger facilities by year-end we will be better equipped to satisfy customer needs. We will double production capacity to 400,000 disks per month and increase staff to 35 people. We will expand packaging services to include fulfillment.

We hope your company has been able to weather the present recession, and we can help to make your product available to your consumers. Best wishes for a prosperous and successful holiday season.

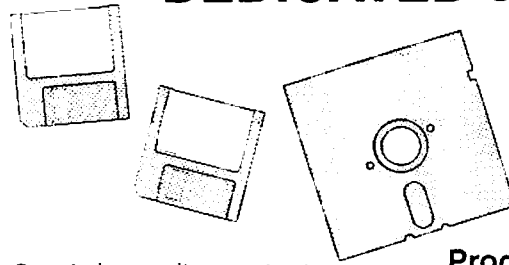
We look forward to 1986 as a growth year for both your company and ours and a continued partnership between you and DisCopyLabs.

Norman Tu



Norman Tu, President

## DEDICATED STAFF FOLLOW QUALITY CONTROL STANDARDS



**D**isCopyLabs' quality service is produced by a motivated staff of 25 professionals who follow established standards and procedures. Administrative and technical staff work as a team to fine-tune the production cycle and to deliver finished goods on time.

DisCopyLabs has no staff turnover, and managers are promoted from within the staff. Consequently, DisCopyLabs provides consistent quality service because its staff cares about its customers. The technicians and assemblers also understand fully the production process. This combined experience and knowledge results in an efficient operation and a built-in quality control system. Day-to-day production is organized as a series of checks by each successive worker who is trained to review each order status.

### Order Processing

A quality product originates by checking that the customer's two master disks submitted for each new source program are identical and assigned a part number. The production department keeps all file copies locked, records all orders, and identifies correct master programs for use in production. Order requirements follow the master disk throughout the production cycle so that each division knows the status of an order, thus establishing continuous quality control.

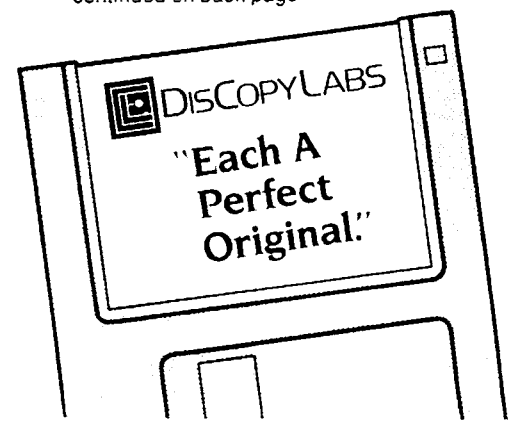
### Production Division

DisCopyLabs uses only the best media available. Before duplication begins, all diskettes are degaussed to clean off signals picked up in transit. The in-house certifier then samples the media. The diskettes are kept in color-coded bins and in a temperature-controlled environment to facilitate the duplication process.

State-of-the-art duplication equipment is checked on each shift to maintain accuracy. Tests are conducted on target machines, such as the IBM PC, Apple and other computers, to ensure that the duplicated programs are readable on the host computer. Production and quality control technicians understand the hardware and software requirements of the equipment. Orders are duplicated in two shifts, with most orders delivered in two to five working days.

Stringent quality control procedures that were internally developed insure that all orders are filled properly. Quali-

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## Staff Profile

### QUALITY CONTROL TECHNICIAN GUARANTEES RESULTS

**L**ori deGeus, one of DisCopyLabs' quality control technicians, gets turned on by personal computers and programming. Lori puts duplication orders through rigorous test procedures. Lori works on dozens of computers daily, testing randomly 10 diskettes out of each bin of 100 duplicated diskettes on host computers. She checks that orders are correctly filled, serializes duplication orders, and works on copy protection installation.

At DisCopyLabs for over a year, Lori sees her job as an opportunity to explore the use of personal computers through hands-on experience. She enjoys the challenge of executing quality control procedures and learning about a variety of software uses.

Interested in exploring how personal computer hardware and software works, Lori has taken programming courses and is thinking of pursuing a college degree in computer programming.

Lori is the mother of four grown children. She enjoys bowling, oil painting, going out to dinner, playing Bingo, and going to Lake Tahoe.



Lori deGeus

## Marketing Overview

### TEAMWORK CREATED CUSTOMER SATISFACTION

**A**s the Director of Marketing it is important to me that your needs are met in a reliable and timely manner. DisCopyLabs understands that customer satisfaction can only be accomplished through the cooperation of all departments. All facets of production, from duplication to package assembly, are managed by competent, responsive supervisors who care about the individual needs of each customer. This kind of teamwork makes it a pleasure to be part of the marketing staff at DisCopyLabs.

Since joining DisCopyLabs, I have discovered that a large portion of our new business comes from satisfied customer referrals. Referrals are not just appreciated because of increased revenue, but are also a good way for us



Janessa Dabler, Director of Marketing

to judge our performance and level of customer satisfaction. I would like to personally thank all of you, and promise to give new customers the same high quality service you have received in the past.

*Janessa Dabler*

### STAFF REQUESTS CUSTOMER COMMENTS

**T**he staff at DisCopyLabs continues endeavors to achieve better quality service as additional services are introduced. At the PC Faire in September, DisCopyLabs introduced a new copy protection program, LockGuard™ "Mac", that was well received. Production has been upgraded to include the high-density AT format.

Spectrum Holobyte, a volume user of LockGuard hard disk copy protection, shared a note from one of their customers. "The hard disk install is a great feature. It was a major plus and very important decision to purchase your game. I hope other software companies will do the same."

New orders or reorders are not the only yardstick by which the staff measures the quality of finished products. It is the customer—you—that shares concerns about the level of customer service.

Michael Jackson of AutoDesk Inc.

writes, "Please accept my sincere thanks on behalf of AutoDesk, Inc., for your accomplishments over the past several weeks which helped us to meet our expanding needs. Your staff was very professional, always courteous and cooperative, and working with them was a pleasure."

The DisCopyLabs staff welcomes customer input by which to measure the company philosophy. "Each a Perfect Original!" As Randy Powell of Lifetree wrote, "I totally agree with your philosophy: 'Quality service creates successful business'."



## Spotlight

# MARKETING CONSULTANT ON BOARD OF DIRECTORS

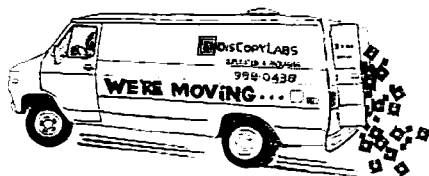
**B**ill Jacobson brings 25 years of technical and marketing experience to the DisCopyLabs Board of Directors. Bill began his career as a real-time programmer and managing systems programming at North American Aviation and Xerox.

While Director of Marketing at Four Phase Systems, Bill coordinated product planning, OEM sales, product support, and software development. As a founder and principal of the Decathlon Club, a large business and athletic club in Silicon Valley, Bill served as Vice President of Marketing. He is presently President of Time Out Inc., providing executive travel and special events for South Bay companies.

Bill has a bachelors degree in mathematics from the University of Washington. He is married and has a teenaged daughter.



Bill Jacobson



EAST TRIMBLE ROAD AT NORTH  
FIRST STREET, SAN JOSE, CA  
MORE DETAILS TO COME!

## New Services

# CERTIFIED MEDIA

**B**lank media is now certified before being used in production. Our in-house certifier samples media to ensure that our stringent requirements are met, including checking for clipping level, modulation, resolution, missing bits, extra bits, amplitude. This media inspection is another step towards giving you "perfect originals".

# LOCKGUARD™ "MAC"

**D**isCopyLabs announces the latest addition to our family of copy protection schemes. LockGuard "Mac" was introduced at the PC Faire in San Francisco in September. Like our other pro-

tection programs, LockGuard "Mac" is a turnkey system that does not require any special programming. For customers with unique requirements, DisCopyLabs can custom design LockGuard "Mac". LockGuard "Mac" features:

- Fingerprint requires only 1K of disk space
- Less than 400 bytes are added to each program protected
- Transparent to the end user, provided the disk is an original
- Compatible with all versions of the Macintosh
- Programmer's switch is automatically disabled
- Currently unbreakable by copy busters.

# NEW STAFF AND PROMOTION

**D**isCopyLabs is proud to introduce new members of our staff. *Janessa Dabler*, Marketing Director, joined DisCopyLabs in August, after working at SBT, Hewlett Packard and CDC. *Raman Marwaha*, Technical Support in charge of downloading and translation services, recently graduated from the University of California, San Diego, with a degree in computers.

*Kirk Smith* also hails from the San Diego area and coordinates fulfillment orders in our packaging division. *Dennis Jaines* assists with assembly of packaging components, fulfillment orders, and warehousing.

Usually the first person to greet customers, receptionist *Mary Ann Trujillo* brings experience in data entry and inventory control at Fortune Systems. *Dan Thompson*, Shipping Clerk, has degrees in divinity and biology and experience in hospital housekeeping. A native of New Jersey, production technician *Charles Whittington* is a professional photographer with experience in mechanical engineering research and development.

*Sandra Woodrow* has been promoted to Buyer and Customer Service Support. *Mark Raintree* is now in charge of all hardware support and maintenance.



New staff, from left to right: Charles Whittington, Dennis Jaines, Raman Marwaha, Mary Ann Trujillo, Kirk Smith

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ty control technicians sample 10 of each bin of 100 duplicated diskettes on host computers to maintain accuracy and insure a zero defective product.

### Packaging Division

The packaging staff are experts in handling diskettes. The assemblers label diskettes manually or by semi-automated machine, envelope diskettes, and assemble final package contents. Before beginning any assignment, the packaging supervisor instructs the staff and provides a sample of the diskette or package.

Customers are encouraged to spot-test before receiving their order. For orders requiring packaging, we establish source inspection procedures prior to packaging at our facility.

### Technical Division

Quality products are present in DisCopyLabs' technical area, including downloading and translation services and research and development. President Norman Tu worked with in-house



## NEW LOCATION

To better serve our customers

DisCopyLabs is moving to new 15,000 square foot facilities on December 15, 1985, East Trimble Road at North 1st Street, San Jose, CA

engineers to produce DisCopyLabs' own family of copy protection. LockGuard™ "H.D." was developed for the IBM PC and compatibles and the newly-introduced LockGuard™ "Mac" for the Macintosh.

### Accuracy and Pride

DisCopyLabs' goal to deliver "perfect

originals" continues to be achieved by using the best media, exact procedures, and state-of-the-art equipment by a staff that takes pride in their work. As customer needs change, DisCopyLabs' staff find a challenge in refining procedures to increase output while maintaining quality.

## SERVICE DIRECTORY

For information, call (408) 988-0438:

▪ Quotation for duplication, assembly/packaging, copy protection	<b>Janessa Dabler</b>
▪ Order placement	<b>John Tan</b>
▪ Downloading and text translation	<b>Raman Marwha</b>
▪ Copy protection and master evaluation	<b>Robert Polic</b>
▪ Shipping and delivery status	<b>Steve Chandler</b>

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