

# Perfect Original Quarterly

Spring 1987 Volume 2, Number 3

## The Increasing Use Of 3.5" Diskettes

In October 1986, I traveled to Japan with a small group of people from all over the U.S. who are involved with floppy diskettes. We were guests of the Sony Corporation.

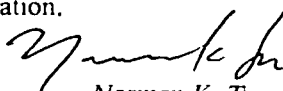
I was intrigued because Sony invented the 3.5" micro floppy media. I wanted to see first-hand how the diskettes were made. One of the highlights of the trip was a tour of Sony's micro diskette plant outside of Sendai, about two hours from Tokyo by bullet train.

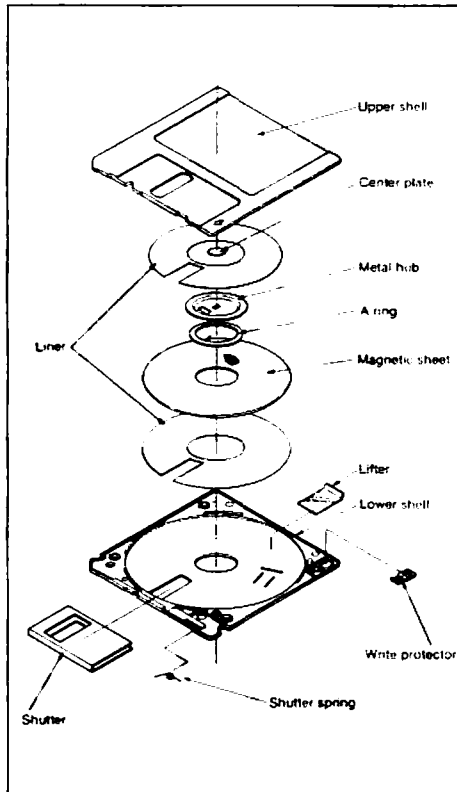
While in Japan, I had many fruitful discussions with Sony's management about the personal computer industry and about software duplication as an emerging and viable business.

Two years ago, DisCopyLabs' work with 3.5" media represented a small percentage of our total diskette usage. By the end of 1988 we anticipate that our usage will be evenly divided between 3.5" and 5.25" diskettes.

Major computer manufacturers such as Hewlett Packard, Apple, Commodore and Atari are using 3.5" media. Now that IBM is promoting 3.5" diskettes on their new PC line, the growth of 3.5" media usage could accelerate even faster. (See the story by Fuji on page 2.)

DisCopyLabs is committed to meeting the needs of our customers and is investing heavily in 3.5" technology. By this summer we will be tripling our 3.5" duplication capacity and will continue to buy accessories to support 3.5" duplication.

  
Norman K. Tu  
President



Sony's 3.5" micro disk features a metal lifter and metal hub that increase durability and reliability.

*"DisCopyLabs has always met the turn-arounds, has been extremely helpful in our time of dire need and delivers quality beyond compare. As far as DisCopyLabs being a duplication and packaging company, it is something to definitely set standards by."*  
Scott Davis  
Operations, AutoDisk

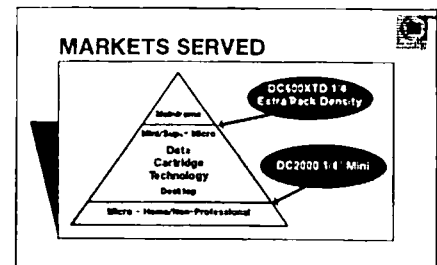
## Data Cartridge Duplication Introduced

DisCopyLabs introduced duplication services for 1/4" data cartridge tapes late last year, making DisCopyLabs the first software copy service to provide cartridge tape duplication.

DisCopyLabs presently duplicates DC300 and DC600 data cartridge sizes in QIC-11 and QIC-24 formats. Personal computer mini-data cartridges in DC1000 and DC2000 sizes will be duplicated beginning this summer.

### Growing Demand

"The growing popularity of data cartridges for software and data distribution has created a demand for more convenient and reliable duplication than current methods," said Norman Tu, DisCopyLabs President. "This is a value-added service in a form of



Courtesy of 3M

media that is just beginning to demonstrate its full potential."

"We are committed to providing replication services for all types of software," Tu said. DisCopyLabs has been an industry leader, providing services demanded by technological developments and customer needs.

Data cartridges are used with all computer systems, providing higher storage capacities, greater durability and reliability than floppy disks. The advent of the mini data cartridge, which has a storage capacity of 50 or more floppies, is making tape drives a

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# Expanded Productivity Predicted With 3.5" Media

Contributed by Fuji Photo Film U.S.A.

With IBM announcing 3.5", two megabyte disk drives on all its computers, the personal computer industry anticipates a new standard for power and compactness in computer memory.

## Medium of the Future

Fuji believes that the 3.5", two megabyte drive will be the architecture of the future for several reasons. The hard disk drive market is moving toward an increased memory capacity that requires higher capacity removable disks as backup. A PC AT using a 20 or 40 megabyte hard drive now uses a 1.2 megabyte floppy. When the hard drive capacity grows, the systems will require a 2 megabyte micro disk for backup.

Software developers will likely encourage adoption of the new 3.5" standard. Currently four 5.25" 360K diskettes are required to deliver a popular spreadsheet program, whereas a single 3.5", two megabyte disk will be able to hold the entire package. Future software packages are expected to be more powerful than current programs, requiring the cost savings and efficiency of the new 3.5" disk.

## Greater Efficiencies

The increased durability of the medium will ensure widespread acceptance. Whereas 5.25" floppies are vulnerable to damage, the 3.5" plastic shell format will provide a more durable medium for long-term storage capacity.

Fuji developed a 3.5", two megabyte disk to meet the anticipated market demand for high quality. The new product is manufactured with two ultra-thin magnetic layers to provide high output and resolution in a reliable, durable product.

*"DisCopyLabs is a quality-oriented, quality-conscious vendor. Able to deal with great demands with a short lead time."*

*Kathleen Donald  
Purchasing, Ansa*

## INSIDE DISCOPYLABS

# People On The Move

DisCopyLabs' staff have had new assignments since the last newsletter.

Production Managers **Randy Powell**, day shift, and **Steve Chandler**, swing shift, take customer orders and coordinate the production process. Production Coordinator **Tony Bandith** supervises the production room and tracks order status, assisted by Shipping Coordinator **Felix Tabora**, formerly DisCopyLabs' driver.

Production Division support staff work closely with customers, including Customer Project Coordinator **Sandra Woodrow**, production assistant **Michelle Daos** and production clerk **Marie Sessoms**.

**Laurie Butler**, Packaging Coordinator, joined the Packaging Division to work with customers on packaging specifications, options and orders and to check packaging quality controls. She previously worked in office management for a San Francisco newspaper representative firm.

Fulfillment Manager **Elizabeth Christie** has managed the Fulfillment Division for the past five months. She brings years of operations experience in the semiconductor equipment industry.

**Vincent Wan** handles requests for conversion and translation of disks. He previously worked in DisCopyLabs' quality control and hardware support areas.

DisCopyLabs' receptionist is **Cathy Daos** who was a shift leader at a fast foods restaurant. **Joan Westhefer** now serves as assistant to DisCopyLabs' accountant and fulfillment manager.

**Anthony Alvarez**, DisCopyLabs' driver, delivers your orders in the South Bay. Anthony is an experienced, licensed bus driver.

*"High quality is important for our product. DisCopyLabs bends over backwards with all of its services."*

*Pam Yokum  
Operations, Symantec*

## Additional Warehouse Space



With the use of 13,000 square feet of additional warehouse space, the Packaging Division moved its package assembly unit into a larger room. DisCopyLabs now

occupies more than 28,000 square feet in one location, including expanded areas for production and hardware support.

# ORDER OPTIONS FOR CUSTOMERS TO CONSIDER

*"We started doing business with Norman Tu three or four years ago. We have our operating system software duplicated on cartridges and are very happy with the quality of the product."*

*Jim Agur  
Operations, Covalent*

Although each order is unique, orders share common features. The Production Division has gathered questions about production options for a customer to consider before placing an order.

Become familiar with your DisCopyLabs contact for placing orders and ask for them by name. Your contact can also assist you with order changes or variations. If your contact is not available, the production office staff will assist you.

## Diskette and Data Cartridge Duplication

**MEDIA:** What type of media is required? 3.5", 5.25" or 8" diskettes? DC600 or DC300 cartridge tapes? The media and format can affect the turn-around time for duplication orders.

**MEDIA COLOR:** What color media for 3.5" and 5.25" diskettes? Color may also indicate single- or double-sided capacity. Colored 5.25" media may require confirmation of availability and price.

**FORMAT:** For diskettes, single- or double-sided? For what target computer? For data cartridge, QIC-11 or QIC-24 format?

**WRITE PROTECTION:** Is write protection needed? For 5.25" diskettes, do you want a tab applied over the notch or a notchless diskette?

**COPY PROTECTION:** DisCopyLabs' R & D staff can describe how copy protection schemes work and will provide evaluation copies. Evaluation

copies are sent for customer approval on new and updated masters requiring copy protection.

**SERIALIZATION:** Specify external or internal serialization or both—simple external serialization by printing serial numbers on disk labels, or complex internal serialization requiring technical information for location and constants? What are the serial number increments and beginning number? Will DisCopyLabs track the numbers or will they be customer-controlled?

## Label Specifications

Clearly outline label specifications and provide samples when possible.

**TYPE:** Custom or generic labels? Customer-provided custom labels need to be printed on a roll that can be used on automated equipment. DisCopyLabs will provide instructions for your printer. DisCopyLabs can print your labels on generic white labels. Provide samples and printing instructions.

**POSITION:** Specify if the label should be placed on the right, left, or center of diskette.

## Package Assembly

Package samples are essential to insure appropriate packaging. A build-of-materials list also clarifies the assembly of a package and what pieces are required for the finished product.

A forecast of packaging orders and materials needed will facilitate order processing and scheduling.

## AVAILABLE TO CUSTOMERS

# Electronic Data Transfer

DisCopyLabs has created an electronic data transfer system for use with customers.

Through a joint effort with a software developer, DisCopyLabs can now communicate via electronic mail with customers, sending and receiving messages to individuals. The system is also used to send and receive files electronically, including data for packing lists and inventory reports.

This joint project will soon allow a customer to send packing list images electronically, with DisCopyLabs printing out the hard copy, eliminating the need for

courier services. DisCopyLabs also sends weekly inventory reports electronically to customers.

DisCopyLabs conceived this project in a continuing effort to serve as customers' production department. DisCopyLabs plans to install electronic messaging capability with customers having the minimum investment of a dedicated personal computer, a telephone line and the necessary software.

In May, DisCopyLabs will also initiate bar coding for packages, invoices and labels in the shipping process. Optically-read bar code data increases output while maintaining quality fulfillment services. Customers using this new software will be able to send shipping information electronically.

Call Norman Tu at DisCopyLabs, (408) 433-0900, for more information on getting electronic mail installed or to streamline your fulfillment orders with bar coding.

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## Data Cartridge Duplication

popular component of personal computer systems.

### Time Saved

To distribute multiple copies of complex programs or databases on data cartridges, software publishers, data services managers and computer equipment manufacturers have had to make copies one-by-one, often tying up expensive computer systems and highly trained personnel for hours at a time.

DisCopyLabs' trained personnel and special equipment replicate data cartridges with reliability in a fraction of the time that users take to duplicate on their own equipment. Because of DisCopyLabs' stringent quality control procedures, there have been no reported problems with data cartridges duplicated.

### Reliable Turnkey Service

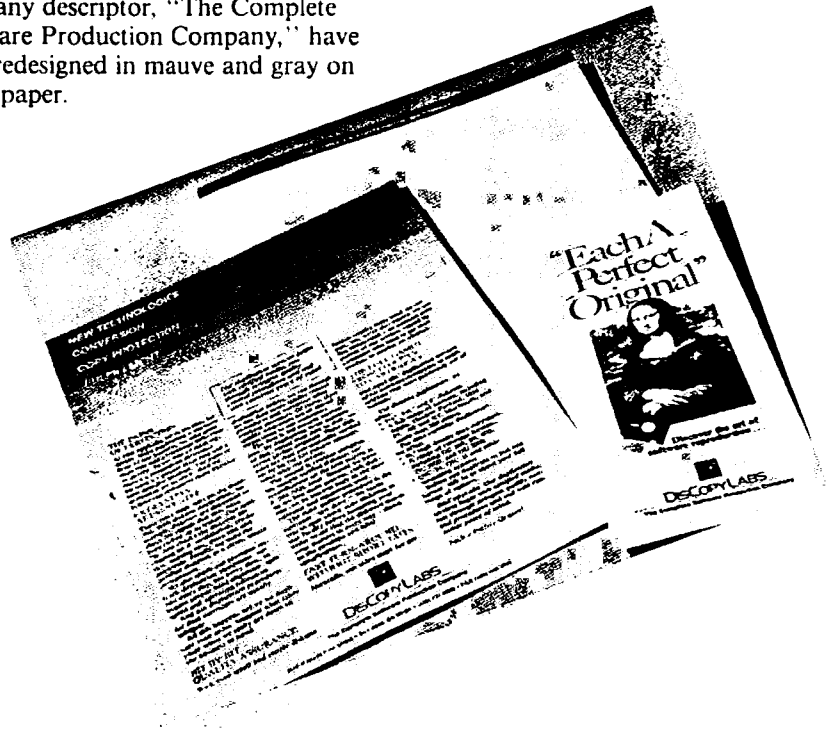
DisCopyLabs uses 3M's SDC data cartridges, a line specially developed for software and data duplication and distribution. "Our business requires fast response to our customers, with error-free duplication services," Tu explained.

"Not only will we be using tape drive systems specially designed for fast and reliable program duplication," Tu said, "we can also provide turnkey services—including packaging, copying protection, warehousing and fulfillment—for jobs ranging from fewer than 50 to more than 10,000 copies."

# New Corporate Image

The **Perfect Original Quarterly** has a new look that complements DisCopyLabs' new image. Corporate and promotional materials and the company descriptor, "The Complete Software Production Company," have been redesigned in mauve and gray on white paper.

The company brochure details services on six insert sheets. A flyer features Mona Lisa, DisCopyLabs' first brochure design focus.



## Service Directory

For information, call (408) 433-0900  
FAX: (408) 943-1209

• Quotation for services and new orders	Patricia Doherty	• Downloading and conversion orders	Vincent Wan
• Order placement	Randy Powell Steve Chandler Sandra Woodrow Michelle Daos	• Copy protection and master evaluation	Raman Marwha
		• Shipping and delivery status	Tony Bandith Felix Tabora



# DISCOPYLABS

The Complete Software Production Company

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