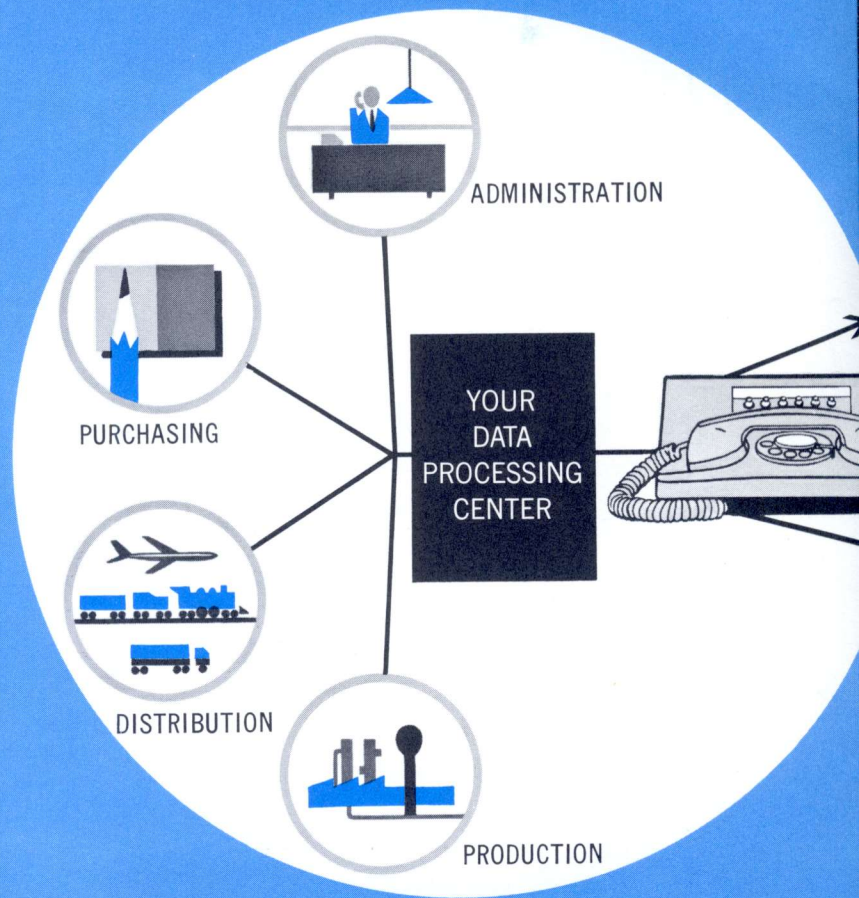**makes your data communications as quick
and easy as regular telephone calls**

DATA SET
202·A

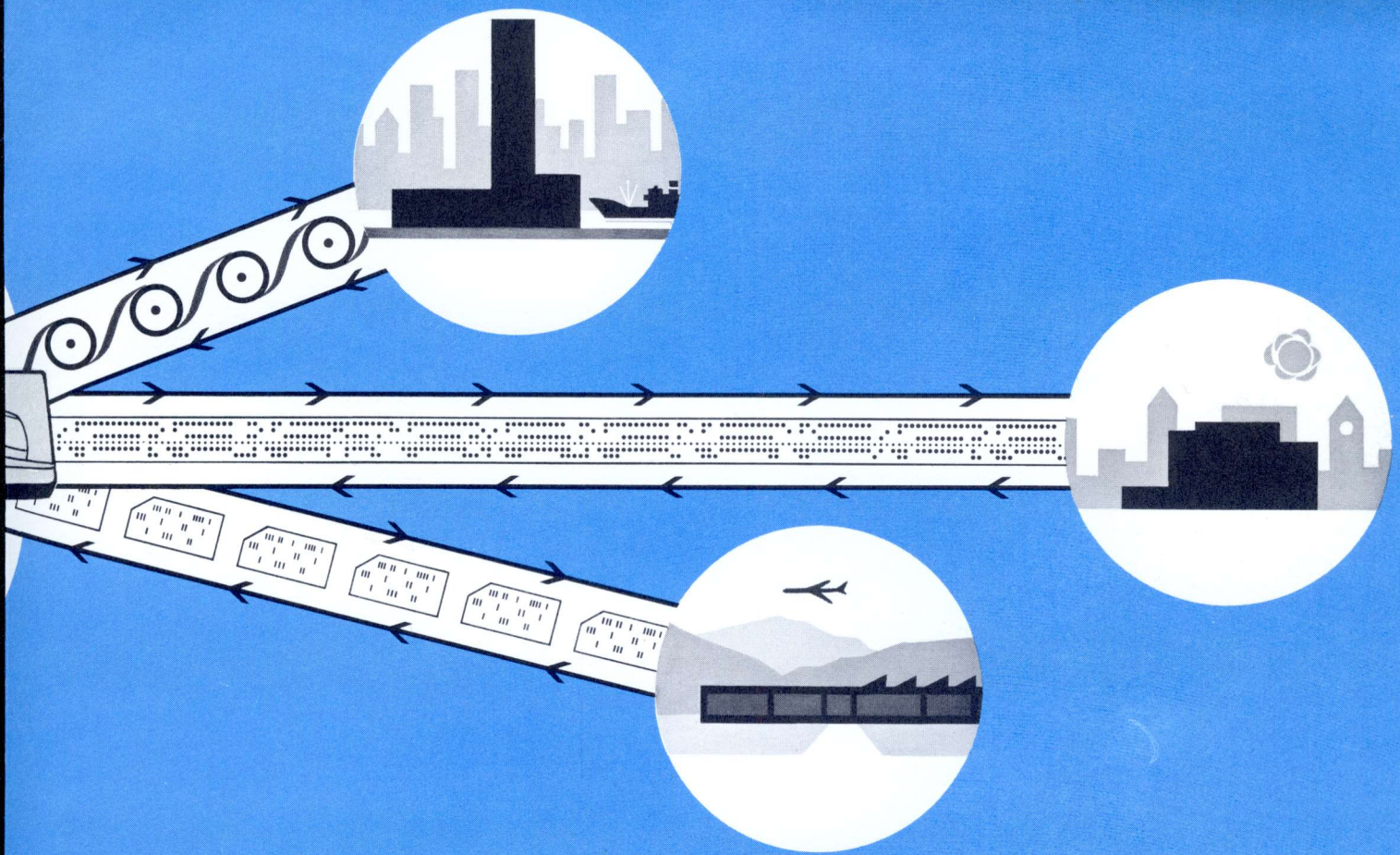**Transmits**

and receives

business machine codes

over regular telephone

lines or private lines—

across town or

across the

nation

ADMINISTRATION

PURCHASING

YOUR DATA PROCESSING CENTER

DISTRIBUTION

PRODUCTION

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 nonsimultaneous

☐ Transmits and receives at speeds compatible with your business machines—
- 1200 bits per second
- 150 characters per second
- 1500 words per minute

☐ Accepts data signals from business machines that use punched cards, paper tape or magnetic tape—
- converts data signals to appropriate tones for transmission over telephone lines
- converts tones to data signals for use by business machines at receiving stations

☐ Accepts electrical signals directly from computers—
- makes possible direct computer-to-computer operation

☐ Provides DATA-PHONE Service on regular telephone lines for local or long distance data communications at normal telephone rates—
- combines a data transmitter and receiver with a six-button telephone
- provides two-way voice communications with called data station
- switches from voice to 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.

☐ Offers automatic answering and appropriate terminating controls for unattended receiving station—
- calling stations instruct unattended stations to send or receive data transmissions
- automatic answer-back signal alerts calling station that receiving machine is connected and can accept the data transmission
- business machine can automatically disconnect called 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 an economical means to 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 transmissions—
- transmit and receive data communications on an alternate basis with other services
- utilize existing facilities to full capacity —WATS, Tie Lines, Private Lines, etc.

across town
across the nation

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

TOTAL TELEPHONE COMPANY CHARGES

BELL TELEPHONE SYSTEM