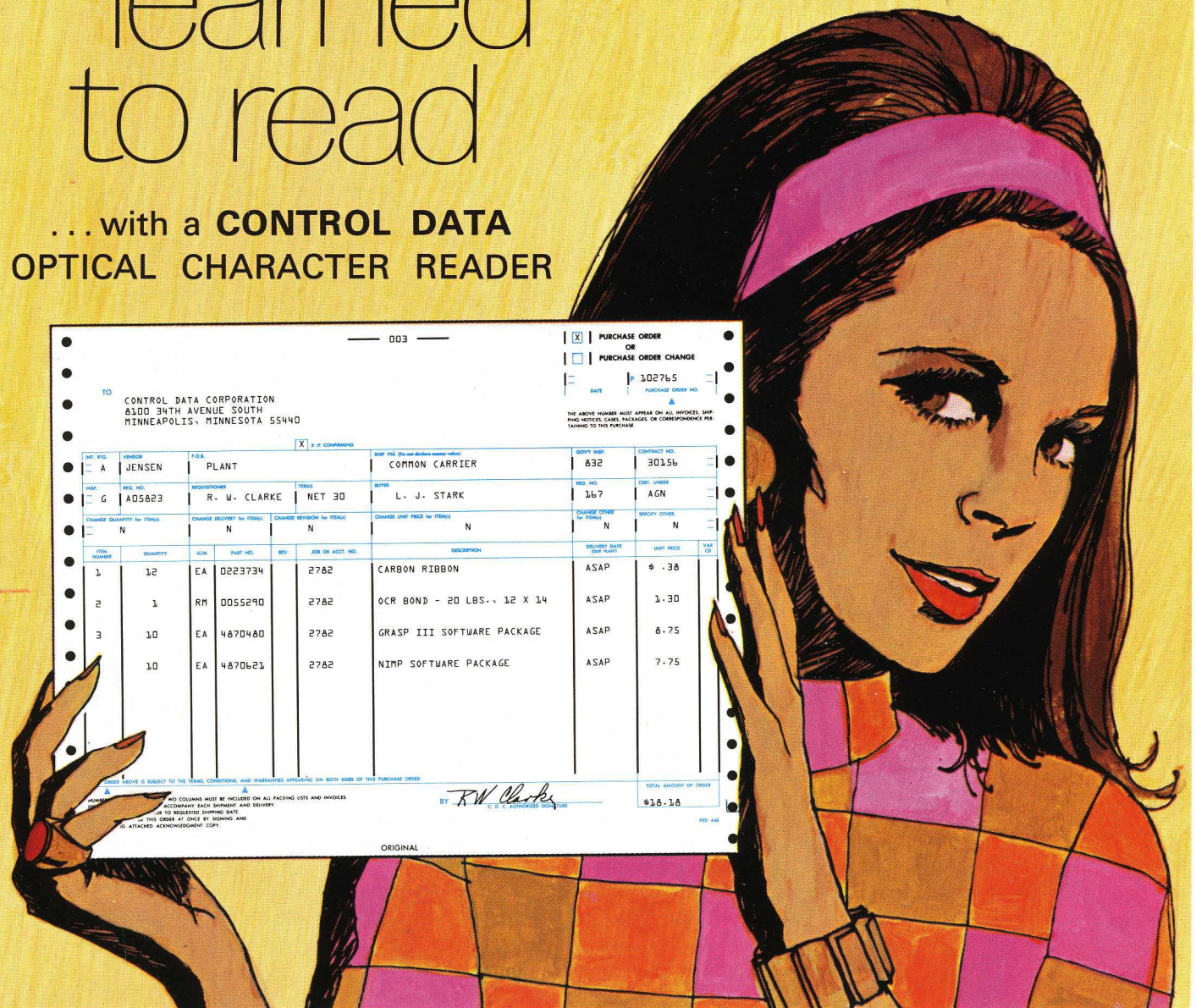
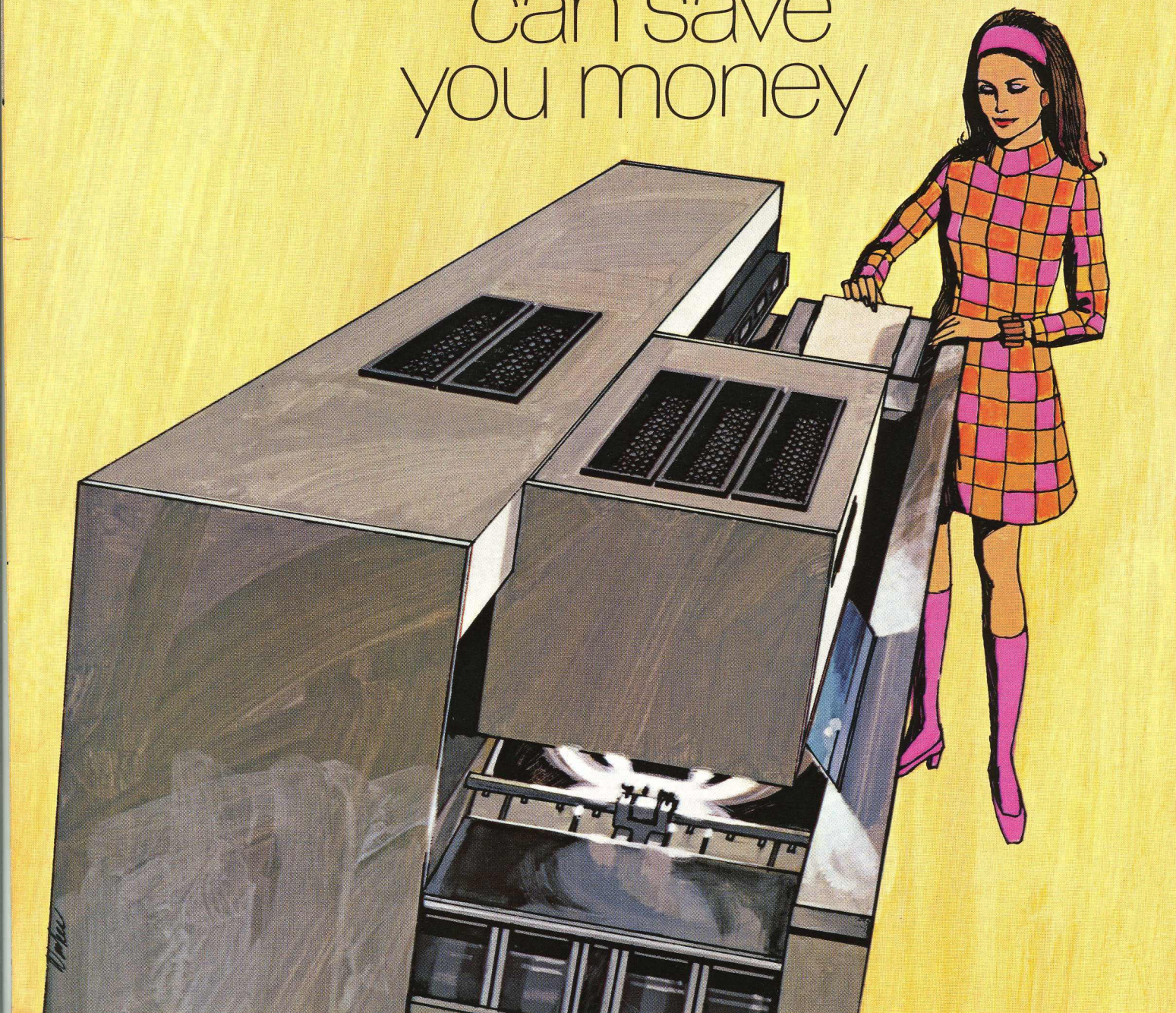
eypunch and verify . . . keypunch and verify . . . keypunch and verify . . . keypunch
erify . . . keypunch and verify . . . keypunch and verify . . . keypunch and verify . . .
unch and verify . . . keypunch and verify . . . keypunch and verify . . . keypunch and
nd verify . . . keypunch and verify . . . keypunch and verify . . .

isn't it time your computer learned to read

. . . with a **CONTROL DATA** OPTICAL CHARACTER READER



here's how direct OCR data-conversion with a CDC® 915 page reader can save you money



ONE CONTROL DATA® 915 PAGE READER CAN DO THE WORK OF 90 KEYPUNCH STATIONS

No matter how much you like your computer system, you have to admit one thing; it simply doesn't talk your language. Everything you want to tell it must first be translated into a coded language the computer can understand. The result is the familiar punched card, along with batteries of expensive keypunch machines to punch the holes, and expensive people to run the machines. Keypunching is tedious, time-consuming and costly. It's also obsolete. Because now, with a low cost CDC® 915 Page Reader you can avoid this conversion step and all the high costs that go along with it.

The "915" is the OCR machine that reads and converts typewritten or printed information into computer language automatically, recording it instantly on magnetic tape.

IT IS THE ▽PAGE READER▽ THAT READS THIS STANDARD FONT--APPROVED BY THE U.S.A. STANDARDS INSTITUTE.

The "915" reads all letters of the alphabet, numbers 0 through 9, standard punctuation and special symbols. And it's fast. Remarkably fast. A "915" can read every letter on every page of an average novel in less than an hour.

In effect, a CDC® 915 Page Reader gives your computer the ability to read as you do. Not cryptic machine language that requires expensive preparation, but people language. The kind that can be typed by a regular typist on a regular electric typewriter and fed directly into the computer. With a "915", any typist can prepare computer input. And she can do it faster, more efficiently and for a lot less money than a keypunch operator.

NOTE: Typists are also easier to find than keypunch operators. Their equipment takes up less space, and the *total cost* of the best electric typewriter you can *buy* is less than the *yearly rental* charge for a keypunch machine.

GREATER ACCURACY

In keypunching, costly errors can hide among the rows and rows of little punched holes. Then slip unnoticed into your computer where they can play havoc with your whole computer operation. With typewritten input, errors are out in the open where they can be seen, read and corrected by anyone.

HOW CONTROL DATA OCR SYSTEMS ARE SERVING BUSINESS AND INDUSTRY

From the preparation of mailing lists to the automation of banking records, Control Data OCR systems are cutting costs on a wide variety of commercial and government operations.

A "915 optical reader" is saving an aircraft manufacturer $80,000 a month in parts inventory recording.

A bank updates its stock-transfer files within 24 hours after information is received.

Several mail-order houses have automated their order-entry system with the 915 Page Reader.

Over twenty service bureaus are using the "915" to improve their competitive position.

Both federal and local governments are using the "915" in a wide variety of applications including automatic message-entry and motor-vehicle registration.

Publishers use the "915" to record names and addresses on subscription lists. Then print out these lists at 108,000 names per hour on continuous forms which are cut and affixed to magazines in one operation.

Throughout industry, universities, government agencies and publishing companies, Control Data has over 100 page readers at work — more than all other OCR manufacturers combined.

A STAND-ALONE SYSTEM — WORKS WITH ANY MAKE OF COMPUTER

You don't have to have a Control Data installation now to take advantage of a Control Data optical reader. The "915" is adaptable to any computer system with compatible magnetic tape, and direct data conversion saves main-frame computer processing time and costs.

CDC offers the most complete OCR-systems software in the industry, another reason why more and more organizations are cutting the high cost of input preparation by switching to direct data-conversion with a Control Data 915 Page Reader.

ASK FOR A LIST OF CDC® 915 USERS IN YOUR AREA

For the names of companies in your area now using a "915" and information on specific applications involved, check the box on the reply card below.

MAIL THIS CARD TODAY FOR FULL DETAILS ON ☐ CDC® 915 PAGE READER OR ☐ CDC® 935 DOCUMENT READER (SEE BACK COVER)

CONTROL DATA CORPORATION

Please indicate your area of business or industry

- ☐ Insurance
- ☐ Publishing
- ☐ Banking
- ☐ Manufacturing
- ☐ Government agency
- ☐ Other (Please specify)

- ☐ Check here if you would like a list of Control Data OCR users in your area
- ☐ Have my area representative call immediately

NAME_____ TITLE_____

COMPANY_____ DEPT._____

ADDRESS_____ CITY_____ STATE_____

TELEPHONE_____

NEW! CDC® 935 DOCUMENT READING SYSTEM

This new CDC® 935 Document Reading System is the latest addition to Control Data's line of optical readers. The "935" is a complete, high-resolution system that reads up to 90,000 documents per hour and instantly records their alphanumeric information on the system's own magnetic tape deck. The "935" assures fast, accurate reading, listing and sorting of documents for utilities, oil companies, publishing and insurance firms. It is ideal for anyone wanting new efficiency in conversion of transaction documents into computer-ready form on magnetic tape.

the time to end costly data-conversion expense is now!

How much longer can you afford the high cost of input preparation? Let's get together now and talk specific applications. Your applications. Let's discuss the ways a low cost Control Data® 915 Page Reader or Control Data® 935 Document Reader can reduce your paper work, cut your high cost of data conversion and all but end costly errors. Control Data can have a "915" installed and working for you in a month, and no one offers more extensive experience in both the number and variety of optical reader installations. Your Control Data representative has the facts and the application experience. We'll be glad to arrange a get together at your convenience. But remember, the time to see him is now.

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