IBM System/3
New Product Announcement

SYSTEM/3 MODEL 12 INTRODUCED, SOME PRICES CUT: On July 7, 1975, IBM took several steps to bolster its System/3 market (and very possibly reply to Honeywell's recently announced Liberator 3 system). First, the Model 12, which many analysts will classify as either an improved, MOSFET (Metal Oxide Semiconductor Field-Effect Transistor) memory version of the Model 10 or a cost-reduced Model 15, was introduced. Second, purchase prices on the older, core-memory Model 6 and 10 CPU's were dropped by about 15 percent, a move that will probably induce purchase of many systems that are currently on lease. Third, the Term Availability Plan (TAP), introduced with the System/32 and offering about a 5 percent rental rate reduction in return for a three-year commitment, was extended to the MOS-memory Models 8, 12, and 15. Finally, some peripheral enhancements were made to Models 8 and 15.

The new Model 12 is available with three sizes of 1.52-microsecond MOS memory: 32K, 49K, and 65K. It can utilize the 3340 Direct Access Storage Facility (91.9 million characters of storage), and thus becomes the smallest member of the line to do so. It is slated for delivery in June 1976.

The range of configurations available to the Model 12 user includes 80- or 96-column punched cards, magnetic media (card and diskette), a magnetic tape subsystem, several printer options, and a variety of communications alternatives, including the newly announced Local Display Adapter. The Local Display Adapter, with three display increments, allows for the attachment of up to twelve 3270 devices (3277's, 3284's, 3286's, and 3288's) in any combination.

Model 12 programming is based on and is compatible with support for the Model 10. Major enhancements are print Spooling and 3340 support. Print Spooling is a feature designed to increase throughput by storing a job's printed output on a 3340 in a special area called the print queue. Thus, printed output is performed at disk I/O speed. A utility program, the Spool Writer, selects jobs to be printed from the print queue in user-specified order.

Pricing for the new Model 12 is as follows:

Model	Description	Purchase Price	MAC*	TAP**	Monthly Maint.
B16	CPU with 32KB	$50,465	$1,328	$1,265	$215.00
B17	CPU with 49KB	54,465	1,428	1,360	220.00
B18	CPU with 65KB	58,465	1,528	1,455	225.00
Local Display Adapter:					
4701	Basic Attachment Feature	1,475	53	50	3.00
4702	Local Display Adapter	6,005	158	150	24.50
4704	Display Increment	1,405	37	35	1.00

* Monthly Availability Charge (including maintenance).
**Term Availability Plan (including maintenance).

A typical Model 12 card system will consists of a 32K Processing Unit, a 5203 Model 1 Printer and attachment, a 5424 MFCU and attachment, a 3340 Direct Storage Access Facility and Data Module, and a 5471 Printer Keyboard. A typical cardless sytem will replace the 5425 and attachment with a 3741 Data Station and attachment. Approximate prices for these two systems are:

	Purchase Price	TAP	MAC
Card System	$125,936	$3,234	$3,458
Cardless System	127,506	3,230	3,496

The purchase prices of certain System/3 I/O attachments have also been reduced by about 15 percent. For example, the Dual Feed Carriage Control for a 5203 Printer, feature 3480, was $1,310 and is now $1,115. Other attachments have been split into basic and specific attachments and separately priced. An example is the 1403 Model 5 Printer Attachment (4135), which was formerly priced at $4,700 and is now priced at $3,830 (4160 Printer Basic Attachment for the 1403) plus $245 (4135 Model 5 Printer Attachment for the 1403). The saving here is about 13 percent. The same rule applies to 3411 Magnetic Tape Unit attachments.

Other announcements include the availability of the Local Display Adapter on the Model 8 (a maximum of 12 devices) and Model 15 (a maximum of 30 devices), and a restructuring of the 1403 Printer Attachment on the Model 15 (as discussed for the Model 12).□