VOL. 3, No. 11

☐ LVM - 50

LVM-50

MICROPROCESSOR

AUDIO RESPONSE SYSTEM

The Vocal Interface Division of Federal Screw Works has announced a new and revolutionary peripheral system for microcomputers, minicomputers and large business mainframes. It is the VO-TRAX LVM-50 Microprocessor Audio Response System. The LVM-50 is a compact, solid-state multiplexed audio response system. It provides multi-line audio output and Touch Tone* input handling capabilities for a wide range of business machines. Recent advances in semiconductor technology and our own unique capabilities have combined to produce a multi-line system at an unbeatable price. For example, a 16-line, 32-word system may be purchased for under $1,000 per line. This means that a host of Touch Tone* audio response applications are now technically and economically feasible for business minicomputer users as well as others.

Outstanding features include: variable word and message length for maximum flexibility; custom vocabulary consisting of any words, phrases and even the voice of the customer's own choosing; support of a wide range of audio response data sets — Vocal Interface Audio Response Modem, Bell 407A, Bell 407B, and several commercially available 403-Type units and full-feature support of the Bell TRANSACTION* TELEPHONE, Automatic Call Distributor and Call Directors. Such features are normally found only on the most expensive and complex systems.

Although the LVM-50 offers tremendous cost and technical advantages it is simple to install and operate. This is made possible by the use of microprocessor technology in the System Controller. Because of this built-in intelligence, the System Controller is able to simulate the operation of an asynchronous terminal (RS-232-C) on the host computer's communications adaptor (such as the DL11E on the Digital Equipment PDP-11). All transactions between the LVM-50 System Controller and the host computer are conducted using standard ASCII (EBCDIC optional) data without the need for elaborate support software or special interfacing hardware.

The LVM-50 Audio Response System is an economical, yet highly capable, peripheral system which provides extensive audio response and Touch Tone* input capabilities with a minimum of overhead for all types of computers from microprocessor to large business mainframe.

* Trademark of A T & T Company.

The following is the 1975 Brand Preference Study of the Electronics Data Processing Industry as published by the Marketing Research Department of Datamation, Greenwich, Connecticut:

AUDIO RESPONSE UNITS

**OEM Market Preferences
Given by 7.2% or 48
OEM Respondents**

	Number of Mentions			Total	1975 % Total
	1st Choice	2nd Choice	3rd Choice	Mentions	Weighted Mentions
IBM Corporation	11	4	1	16	22.3%
Periphonics Corporation	5	3	2	10	12.2
Votrax	**7**	**0**	**0**	**7**	**11.2**
Wavetek Data Communications	4	1	1	6	8.0
Federal Screw Works	**5**	**0**	**0**	**5**	**8.0**
Cognitronics Corporation	3	2	0	5	6.9
General Electric Company	1	1	0	2	2.7
Datatrol, Inc.	1	1	0	2	2.7
Digital Equipment Corporation	1	0	1	2	2.1
Honeywell	0	2	0	2	2.1
RCA Corporation	1	0	1	2	2.1
Datawest Corporation	1	0	0	1	1.6
AT & T	1	0	0	1	1.6
Wiltek Inc.	1	0	0	1	1.6
Centronics Data Computer	1	0	0	1	1.6
Burroughs Corporation	1	0	0	1	1.6
American Systems, Inc.	0	1	0	1	1.1
Teletype Corporation	0	1	0	1	1.1
Interface Systems, Inc.	0	1	0	1	1.1
Pro-Log Corporation	0	1	0	1	1.1
Six Companies received less than 1% total weighted mentions	4	0	2	6	7.4
Total Mentions	48	18	8	74	

1973 and 1974 % Total of Weighted Mentions, Not Studied.

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If you desire additional information, please check the box at the margin and return to Vocal Interface, 500 Stephenson Hwy., Troy, Michigan 48084.

Name_____

Company Name_____

Address_____

City, State_____ Zip_____

VOTRAX SPEAKS YOUR LANGUAGE