

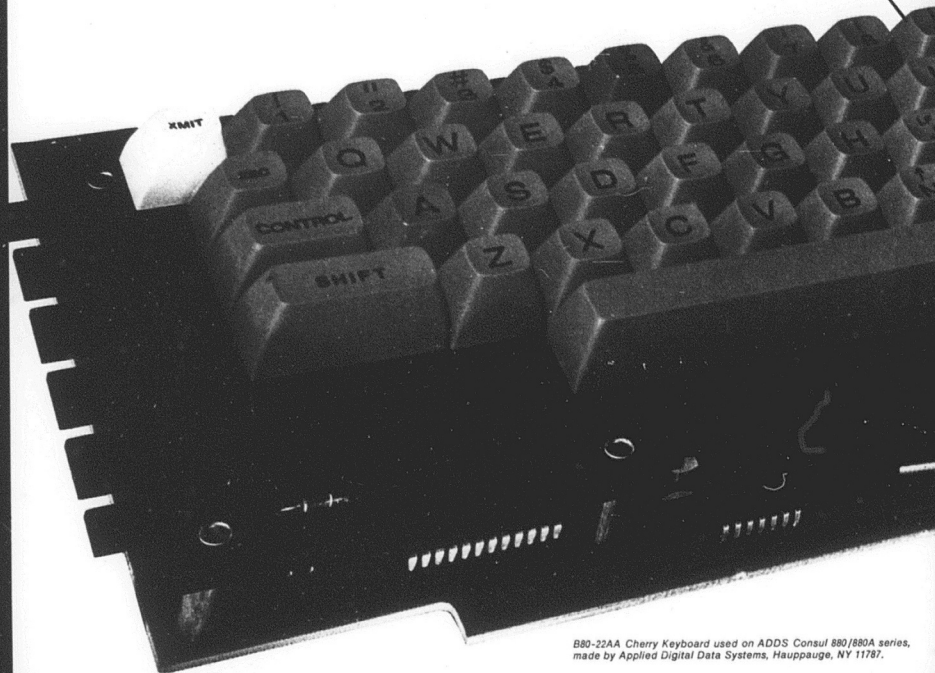
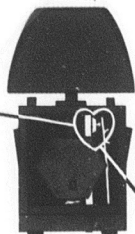
# CHERRY

and keep on working...



**RELIABLE**

because they have a heart of gold.



B80-22AA Cherry Keyboard used on ADDS Consul 880/880A series, made by Applied Digital Data Systems, Hauppauge, NY 11787.

## keyboards work year...after year...after year.

Why are Cherry keyboards so reliable? One reason is that the gold crosspoint contacts at the heart of the keyswitches just can't fail. The knife-edge contact area is so small (9 millionths of a square inch) . . . the contact force so great (approximately 5,000 psi) . . . and the gold alloy so pure and film-free . . . you're absolutely assured of positive contact every time.

Another reason for Cherry keyboard dependability is our uniquely simple design that combines the most advanced technology with a minimum of component parts. This yields a product whose susceptibility to field failure is inherently low. A fact substantiated by the remarkable record Cherry keyboards have achieved in all kinds of environments and demanding applications—like remote terminals, data com-

munications and point of sale equipment.

Still another reason for this excellent field performance is that we build our keyboards from scratch. We start with raw materials and go all the way to the two-shot molded keycaps right in our own plant. Even the printed circuit board is a product of our in-house design and fabrication. Painstakingly bonded to this are the gold crosspoint contact key modules, TTL and other electronic components with all connections 100% wave soldered. Finally, a sturdy frame protects against shock.

Cherry's keyboards draw low power—both quiescent and in use—and generate clean IC logic signals. They are not temperature or humidity sensitive and can be designed to meet your specific requirement at surprisingly low cost.



### PUT OUR "KEY MEN" TO WORK ON YOUR APPLICATION

Phone 312/689-7741 to talk directly with our Keyboard Group specialists. Or, get started with the help of these exclusive keyboard aids . . . free! ☐ Keyboard Designers' Specification Sheet ☐ Keycap Workbook ☐ Complete Keyboard and Switch Catalog.



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