

# CORTRON IS WRITING THE SOLID STATE KEYBOARD SUCCESS STORY

*A new name in keyboards,* CORTRON actually has a history dating back to 1968, when Illinois Tool Works Inc. made news with the introduction of its first solid state keyboard through its Licon Division. ITW has emerged as a major producer of solid state keyboard products and has supplied thousands upon thousands of custom-designed keyboards to meet specific customer requirements.

## CORTRON DIVISION FORMED BY ITW

With a strong market demand and a promising future for keyboard products, ITW formed a new division, CORTRON, to handle full responsibilities for electronic keyboards and key switches. Following a proven ITW strategy, CORTRON concentrates a special division team of experienced Licon design, manufacturing and marketing people on this new major business opportunity.

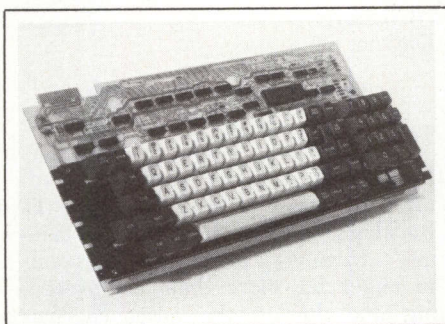
## KEYBOARD MARKET DIVERSIFIED

Typical applications for CORTRON™ Keyboards include data and word processing, computerized accounting, production and inventory control systems, retail point-of-sale and remote banking terminals, airline reservation and seat assignment stations, typesetting and text editing systems. And new applications are continually surfacing.

## PROVEN PRODUCT RELIABILITY

The CORTRON Division offers proven keyboard products with an

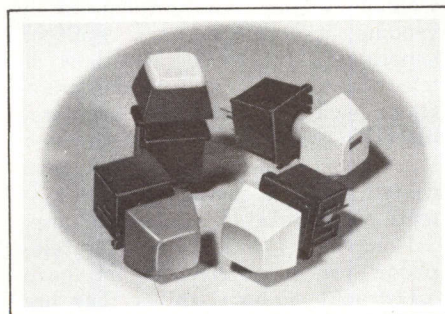
established reputation for excellence and reliability. The



CORTRON Series 555 Solid State Keyboard is a sophisticated electronic device. Its high reliability protects against costly service calls and the hardship of downtime. The low profile alpha numeric keyboard has the human engineered "feel" required by your marketplace. This promotes speed, accuracy and greater operator productivity.

## CORTRON KEY SWITCH MAKES THE DIFFERENCE

The CORTRON Contactless Key Switch is the heart of the solid state keyboard. The CORTRON



Key Switch is respected throughout the industry for its ultra reliable 100 million cycle life rating. Utilizing a ferrite core switching technology, the key switch is mechanically simple with only four basic parts.

## CORTRON RESPONDS TO CUSTOMER NEEDS

Since keyboard products are CORTRON's only business, the ITW Division is highly responsive to individual customer needs and requirements. CORTRON offers expert application engineering assistance, and has the high volume keyboard production capability so essential to large customer demands. Further, the division is backed by the resources of ITW, a worldwide corporation. Whether you want to buy keyboards or build them, CORTRON can supply the key elements necessary to success. For complete details, contact CORTRON, A Division of Illinois Tool Works Inc., 6601 West Irving Park Road, Chicago, Illinois 60634. Phone: (312) 282-4040. TWX: 910-221-0275.

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TO BE CONTINUED...

 **CORTRON**  
A DIVISION OF ILLINOIS TOOL WORKS INC.  
**THE KEYBOARD  
PROFESSIONALS**