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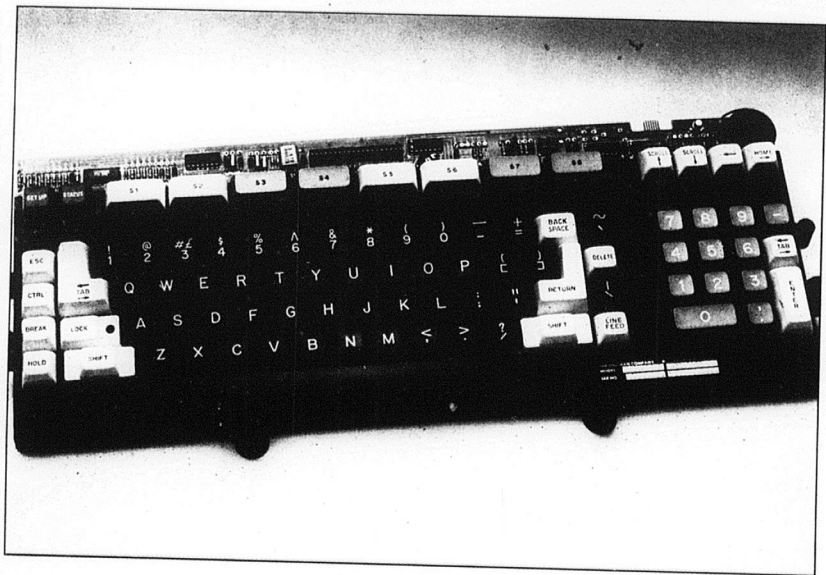
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**Our name is on the keyboard,
but your name is on the line.**



When your design team chooses a keyboard for your new business-computer, word-processor or other new application, you know your products' success will be based in large part on that keyboard... how it feels, how it looks, its functions, features and reliability.

That's why so many companies specify Digitran's capacitive switch technology.

People tell us that the "tactile feel" of our keyboards beats anything they've ever used.

Effortless, but positive.

Digitran keyboards make your product look better because we make everything (except the IC's) in house. We control the color, the finish and the aesthetic appeal for maximum marketing impact.

Specifications? Yours. Custom or standard. We'll design to U.S. specs or the new European DIN specs. We can provide any function you specify and many features you may not be aware of. If your specifications call for a standard application keyboard, we have those, too.

Application by application the Digitran keyboard has built a proven record of field-tested reliability.

You may already be using Digitran keyboards. If you aren't, remember: Your product is only as good as its keyboard. Is your product as good as it could be? If you aren't sure talk to your design team. Then write or call: Director of Marketing, Keyboard Division.

DIGITRAN[®]

The Digitran Company, a division of Becton, Dickinson and Company

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