

# Two sound reasons for buying our keyboard.



## The keyboard. The price.

First, the keyboard. It's all solid state. The world's first use of an integrated circuit as a keyboard switching element.

Solid state switching eliminates the usual keyboard levers, cams, pivots, ratchets, black boxes and other assorted moving parts. In fact, all the things that normally wear out and cause service problems.

Next, the price. Only \$98 in production quantities of 2500 units for a standard 50 key array (less enclosure).

To get the price down to \$98 took an investment of 12 years and many hundreds of thousands of dollars. Think about that for a minute. If you're not prepared to make the

same dollar commitment, maybe you should be looking to us for your keyboard needs.

Think too, about the triple bonus you get with every MICRO SWITCH keyboard. Things that money can't buy.

Like more than a dozen years of keyboard manufacturing experience. A proven quality assurance program. And the ability to meet the most demanding delivery dates.

You'll benefit. And so will your product.

Let's get together and discuss the keyboard business on any basis you consider important. Dollars. Technology. Compatibility. Reliability. Delivery. They're all important to us. Call or write us and see.

**MICRO SWITCH**

FREEPORT, ILLINOIS 61032

A DIVISION OF HONEYWELL

CIRCLE 16 ON INQUIRY CARD