

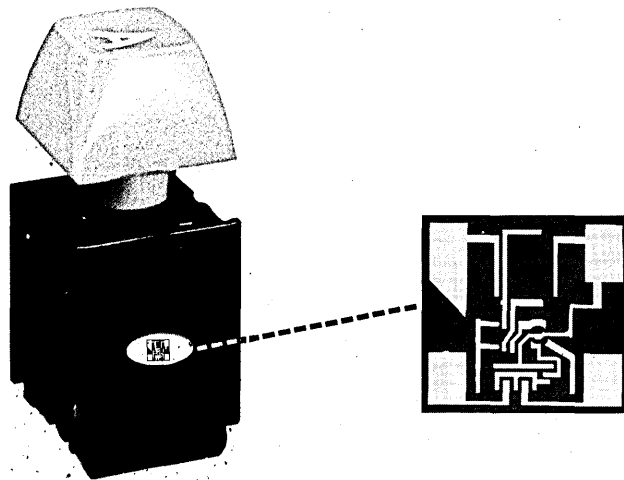
NOTICE TO READER:



**What's happening tomorrow
in keyboards has just happened**

What's inside the little black box shown above has advanced keyboards into the next generation, overnight. For more on this major breakthrough, and what it can mean to you, turn the page.

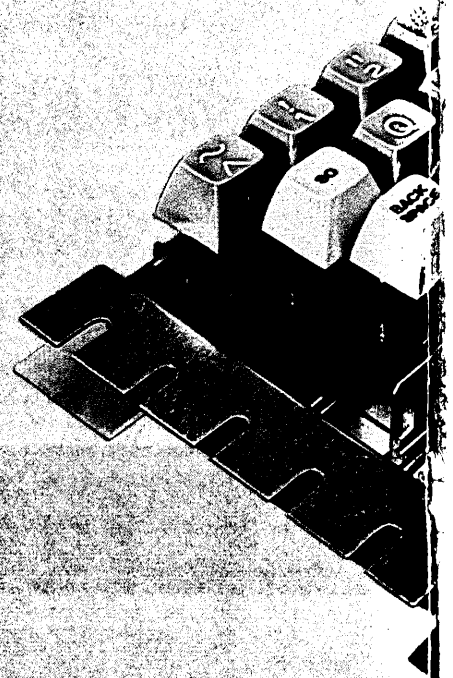
What's inside this little black box?



A breakthrough in keyboard technology from MICRO SWITCH

Inside this key is a new discovery. Using the Hall effect, MICRO SWITCH has developed the world's first practical application of an integrated circuit as a keyboard switching element. An integrated-circuit chip (only .040" square) is actuated with a magnet mounted on a plunger. Thus, MICRO SWITCH has combined integrated circuitry with manual actuation to bring you an all solid state keyboard, unlike any other ever made.

It is called SSK. A keyboard unmatched in reliability, flexibility and low cost!





It makes possible this all solid state keyboard... SSK... the first of its kind

SSK is a keyboard that is compatible with your present *and* next generation communications and data preparation equipment. Assembled, wired and encoded—ready to plug into your equipment.

A breakthrough in keyboard reliability

From key to connector, every unit of the new SSK keyboard is all solid state. The only moving mechanical part is the plunger. There are no mechanical linkages and no moving contacts to wear or fail. The result is unequalled reliability.

A breakthrough in keyboard economy

You get triple economy. First, the initial cost is less, tailored to your high production commitments. Second, the bounce-free output of SSK requires no special interface circuitry to adapt it to your equipment; just plug it in. Finally, being solid state, SSK is practically maintenance free; cuts your service costs to the bone.

All in a completely flexible package!

**For more facts on MICRO SWITCH SSK,
turn the page.**

SSK...a completely flexible package...

MICRO SWITCH solid state keyboard flexibility adapts to your format and encoding needs. All standard key arrays and custom arrays, block or offset. Encoding of any 8-bit code (or less); hexadecimal; Baudot; BCD; USASCII mono-mode, dual-mode and tri-function; plus EBCDIC and custom codes.

You may choose from a complete selection of customized legends and colors. Let us know the control functions you require—we'll match your needs to the letter. There's no reason anymore to compromise for any less—or pay for more—than what you want.

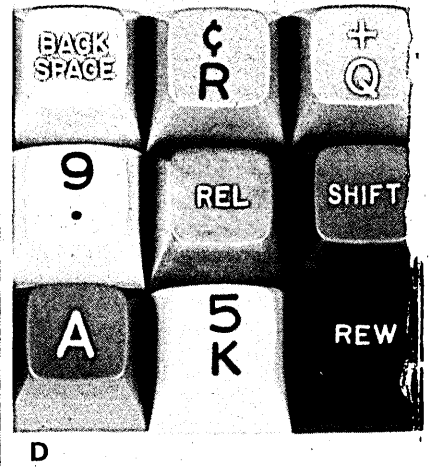
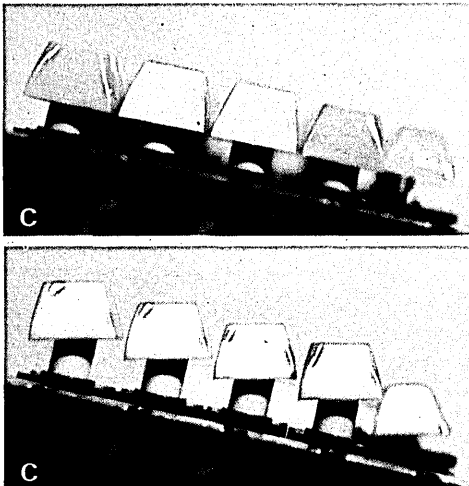
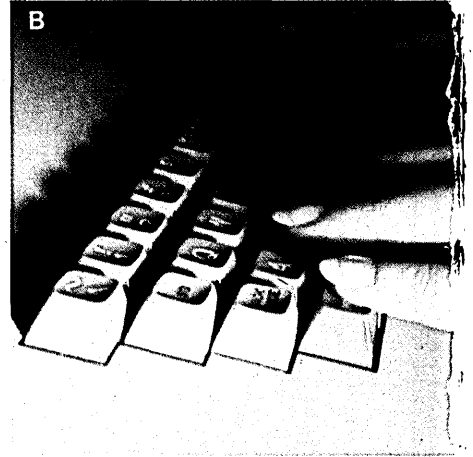
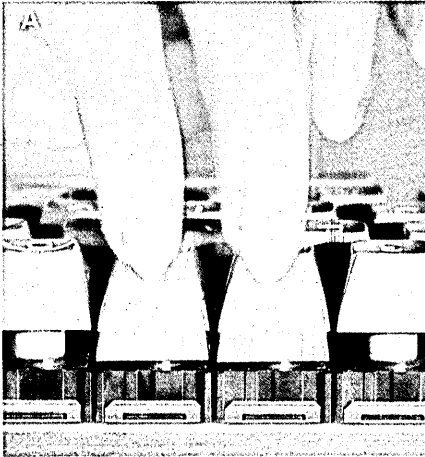
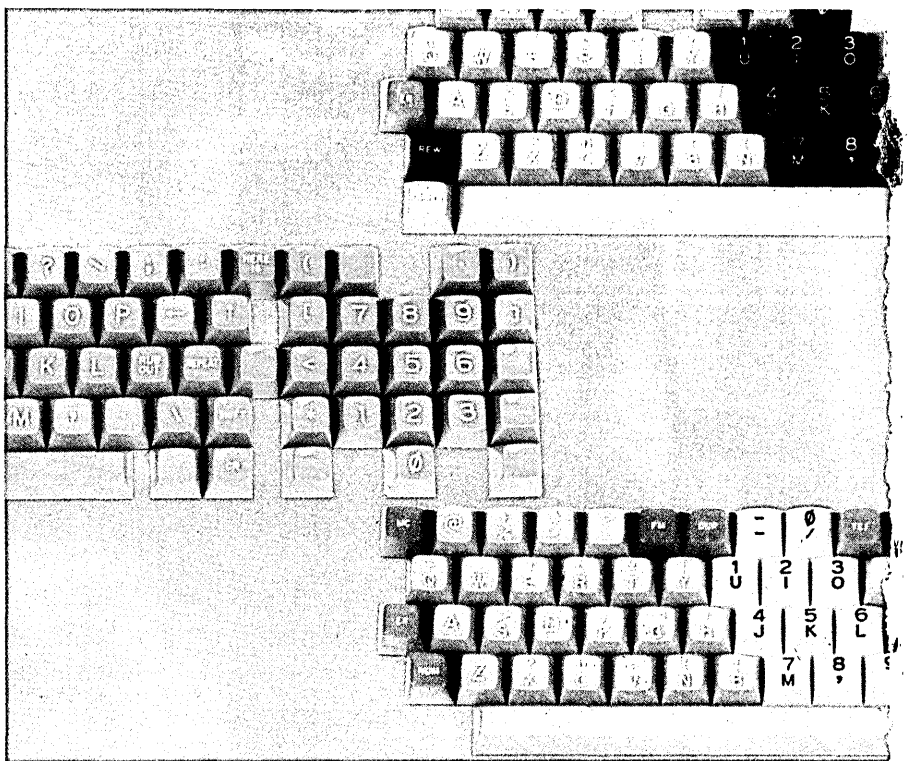
Featuring the latest human factors considerations...

- A. Two-Key Rollover permits typing at burst speeds without causing a system error output.
- B. Universally accepted truncated keys combined with standard typewriter offset arrangements between rows, permits accurate high-speed typing without hindering the natural flow of operation.
- C. SSK offers sloped key or stepped key rows.
- D. Custom molded-in legends are integral part of button, cannot be obscured by wear.

Backed by MICRO SWITCH Capabilities

Through advanced design concepts, complete engineering facilities, innovative assembly techniques, and unique quality assurance procedures, MICRO SWITCH is prepared to supply your every keyboard need. This means new reliability and flexibility in mass-production quantities with attractive customized appearance giving new sales appeal to your equipment.

Make no decisions on keyboards until you see what's happening at MICRO SWITCH. Send the coupon today.



SSK MICRO SWITCH

Freeport, Illinois 61032

Dear Sir,

I would like further information about MICRO SWITCH SSK solid state keyboards.

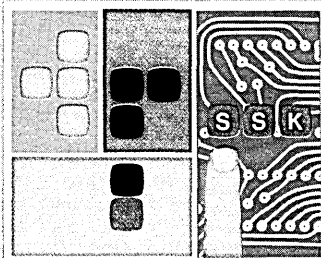
Name & Title _____

Company _____

Address _____

City _____ State _____ Zip _____

☐ Please have a field engineer call. Phone _____



MICRO SWITCH

FREEPORT, ILLINOIS 61032

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