

RST Analyses from the RST web site (www.sfu.ca/rst)

The Syncom Text

The analysis of this advertisement appeared in several publications about RST. It combines orientation to action with orientation to providing information.

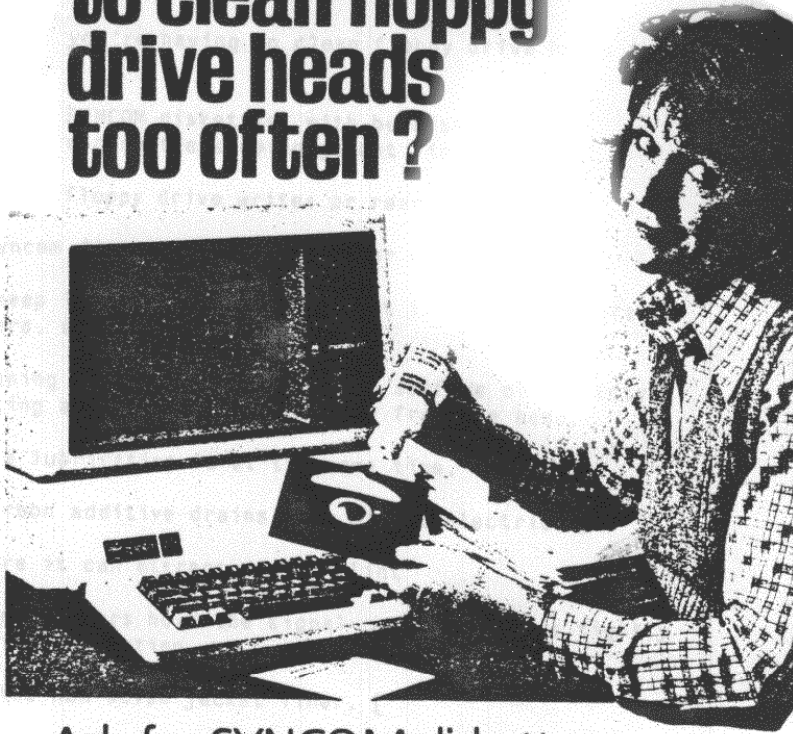
The text:

- 1) What if you're having to clean floppy drive heads too often?
- 2) Ask for SYNCOM diskettes, with burnished Ectype coating and dust-absorbing jacket liners.
- 3) As you floppy drive writes or reads,
- 4) a Syncom diskette is working four ways to keep loose particles and dust from causing soft errors, dropouts.
- 5) Cleaning agents on the burnished surface of the Ectype coating actually remove build-up from the head,
- 6) while lubricating it at the same time.
- 7) A carbon additive drains away static electricity
- 8) before it can attract dust or lint.
- 9) Strong binders hold the signal-carrying oxides tightly within the coating.
- 10) And the non-woven jacket liner,
- 11) more than just wiping the surface, provides thousands of tiny pockets to keep what it collects.
- 12) To see which Syncom diskette will replace the ones you're using now,
- 13) send for our free "Flexi-finder" selection guide and the name of the supplier nearest you.
- 14) [Address, phone number.]

Byte Magazine, July 1982

The advertisement as it was published:

What if you're having to clean floppy drive heads too often?



Ask for SYNCOM diskettes,
with burnished Ectype® coating and
dust-absorbing jacket liners.

As your floppy drive writes or reads, a Syncom diskette is working four ways to keep loose particles and dust from causing soft errors, dropouts.

Cleaning agents on the burnished surface of the Ectype® coating actually remove build-up from the head, while lubricating it at the same time.

A carbon additive drains away static electricity before it can attract dust or lint.

Strong binders hold the signal-carrying oxides tightly within the coating.

And the non-woven jacket liner,

more than just wiping the surface, provides thousands of tiny pockets to keep what it collects.



Liner collects and "pockets" loose particles

Tightly bonded milled ferrous oxides

Head-cleaning and anti-static agents

To see which Syncom diskette will replace the ones you're using now, send for our free "Flexi-Finder" selection guide and the name of the supplier nearest you.

Syncom, Box 130,
Mitchell, SD 57301.
800-843-9862; 605-996-8200.

SYNCOM

Manufacturer of a full line of flexible media

See us at the NCC, Booth #5510.

