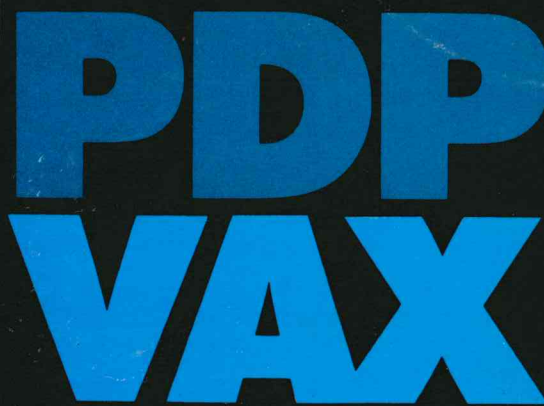


DIGITAL'S NEW UPGRADE PROGRAM

The logo for PDP VAX, featuring the letters 'PDP' stacked above 'VAX' in a bold, blue, sans-serif font. The text is contained within a thin white rectangular border.

**PDP
VAX**

**MORE USERS.
LARGER PROGRAMS.
MORE POWER.**

digital

DIGITAL'S PROCESSOR UPGRADE PROGRAM.

Digital's PDP11 is justifiably the world's most popular minicomputer. Over two hundred thousand of them are in daily use, and each one was purchased for the same sound reasons as yours; speed, capacity, reliability and accessibility.

Yet, over the years, your PDP11 has been subjected to an ever increasing workload. More people want to use it, to perform more complex tasks. The time comes when you wish you could expand its memory capacity, or run a language compiler not supported on your present configuration. Frustration sets in at not being able to run some of the new data management software, or a more sophisticated analytical package. And, as if that were not enough, your capital budgets are being squeezed.

THE ECONOMICAL WAY TO TAKE THE NEXT LOGICAL STEP.

There is an alternative. You could consider a processor upgrade.

As technology forces down the cost of computing, more powerful processors become available at much the same price as you paid for your own processor a few years ago. And although the processor is a major *component* of the total system, it represents only a minor part of the total system cost.

Would it not make sense therefore to upgrade the *processing* capability of your system by simply replacing the cpu? In so doing, you would gain the benefit of greater memory capacity, larger programs, faster throughput, more users ... and much improved productivity.

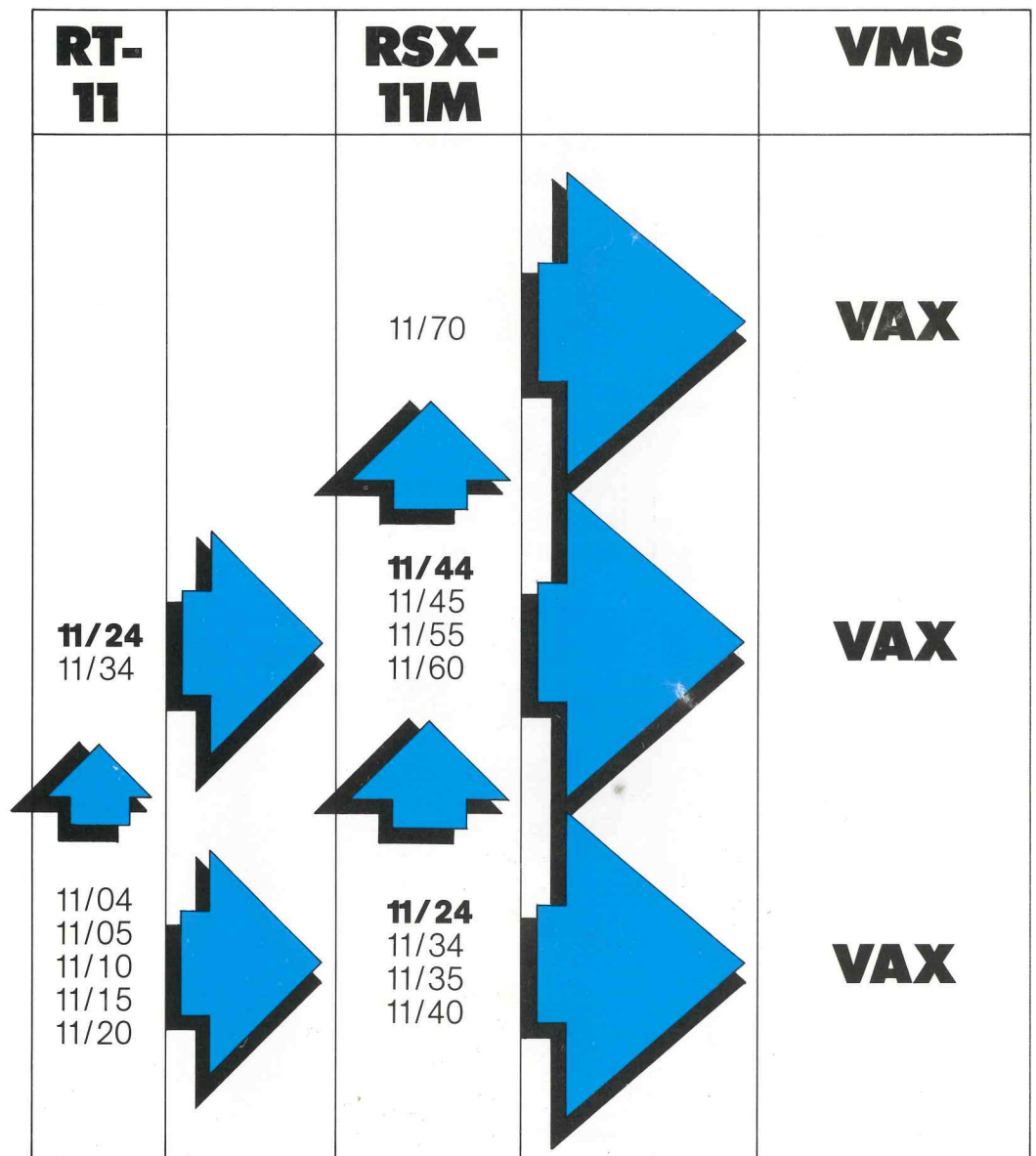
Now, Digital can offer a true upward migration path, either to a more powerful PDP11 processor, or to a VAX processor. For the first time, an upward migration path exists to allow a suitably configured PDP11 to be upgraded to the full capability of a VAX system, whilst retaining much of the hardware and software investment already made in the old system.

TECHNICALLY, IT MAKES GOOD SENSE.

VAX supports many peripherals used on PDP11's. If your system has some of them, you may be able to upgrade directly to a VAX while protecting your existing investment.

VAX has fast become the computer architecture of the eighties, just as the PDP11 was the standard for the seventies. An upgrade to a VAX will give you 32-bit power at your fingertips; Digital's VAX/VMS operating system, with its compatibility mode for your existing PDP11 programs; and optional software not available on the PDP11 such as the new Scientific Data Management package.

Alternatively, you may now be using an older PDP11 with peripherals not supported by VAX, or believe that you do not need the full power of a VAX just yet. Digital's Upgrade Program recognizes this situation, and provides a migration path to suit your need. The diagram outlines the hardware and software migration paths open to you. Each of them offers a method for obtaining greater functional capability from your present system.



FINANCIALLY, IT MAKES GOOD SENSE.

Certainly it makes good *technical* sense to upgrade — particularly if your PDP11 is around four years old. (Our experience tells us that most organizations are ready to move up after three or four years.)

Often, one major consideration stands between you and a new or upgraded system — that of cost. Does it make good *financial* sense to upgrade? Like many perplexed users, you wonder how to continue to grow the capacity of your system when budgets are severely constrained.

With cost of ownership such a critical measurement these days, a processor upgrade may actually pay for itself in reduced maintenance charges in a relatively short time. In fact, the older your processor and memory, the greater the cost savings of an upgrade are likely to be — particularly if you have a core memory configuration!

In addition to potentially reduced recurrent costs, a processor upgrade means that you can retain much of your current peripheral hardware, and most if not all of your software investment as well. With Digital's Upgrade Program, you keep the pieces that fit, and only buy what you absolutely need.

Your initial reaction may be to investigate the capital equipment budgets of your organization or funding authority. Processor upgrades make such good sense in performance and productivity terms, that a good capital expenditure justification follows almost automatically.

However, there is in many organizations an alternative to capital equipment funding. In many cases you may not need to dip into capital budgets to purchase your upgrade; you may be able to devote operations and maintenance funds to it, because of the potential to reduce maintenance costs. Alternatively, there may be separate funding earmarked specifically for the purposes of upgrading obsolescent equipment.

The financial policies of your organization will dictate which of these sources is the most suitable. You will need to discuss this with your organization's financial officer, and with your Digital sales specialist to quantify the financial benefits.

Whatever the source of finance in your particular organization — capital, operational, or productivity related — it has been our experience that funding for improvements to already existing equipment is usually available without the lengthy approval cycles normally associated with a completely new system. Which means that you could have a VAX sooner than you might think!

OPERATIONALLY, IT MAKES GOOD SENSE.

The reason this Upgrade Program has been developed is simply that so many Digital users have asked for it. They needed more power, speed and memory, and support for more users. But, they told us, "We don't want to replace the peripherals and software that have proved themselves in everyday use for so long"

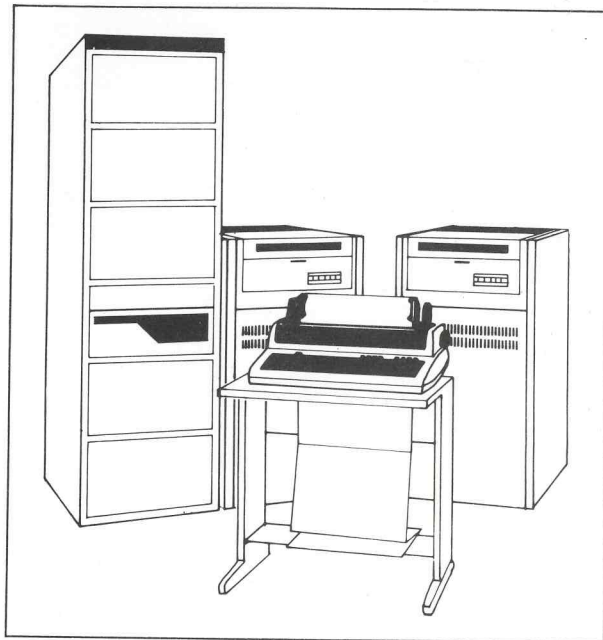
All the products to support your VAX or PDP11 upgrade — hardware and software — exist today. They can start work in your lab or computer room as soon as installation is complete.

All the support services to help you in the migration exist today, and if you are also changing operating system (as with the VAX upgrade), Digital's Training and Software Support services are available to help smooth the way.

Because every configuration is different and because there are so many possibilities, the best plan is to talk to your Digital sales specialist. He will be able to give you the facts and figures applicable to your particular system, and propose a suitable migration strategy to meet your exact needs.

UPWARD MIGRATION, FOR MANY PDP11 USERS IT MAKES THE MOST SENSE.

Whether you use the earliest PDP-11/20 or the latest PDP-11/44, you can now plan the growth of your system in well defined stages to a full VAX configuration.



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