

*John Shock,
from Guikema*

Shugart

SHUGART ANNOUNCES OPTICAL MOUSE FOR MICROCOMPUTER APPLICATIONS

SUNNYVALE, CALIF., November 14, 1984 -- Disk drive manufacturer Shugart Corporation has expanded its product offering to the OEM microcomputer market with the introduction of an optical mouse, a palm-sized device used to position a cursor on a microcomputer screen to execute advanced software functions, it was announced today by Carl W. Neun, marketing and sales vice president.

Shugart's optical mouse products offer several advantages over mechanical devices. Since the optical mouse has no moving parts, it is more reliable, does not require periodic maintenance and is lighter and quieter than mechanical units. The Shugart product also is more reliable than most other optical mouse products since it has no internal mirrors to adjust.

The mouse devices will be exhibited for the first time at the Fall COMDEX show in Las Vegas, Nov. 14-18, and at the Compaq show in London, Nov. 13-16.

"Many of our customers require a mouse for their systems, so this is a natural extension to our existing product line," said Neun. "By providing mouse devices, along with the industry's broadest disk drive and controller product line, we continue to offer our customers the advantage of one-stop shopping." Industry analysts are projecting a market of up to 1.7 million mouse units in 1985, Neun added.

Shugart's mouse products are available in two or three buttons models, with the button functions determined either by the microcomputer manufacturer or end user. The optical mouse operates in conjunction with an 8 1/2-in. by 11-in. patterned paper pad on the user's desktop.

Shipments of Shugart's optical mouse products have begun, Neun said. In OEM quantities, both the two-button and three-button models are priced under \$100.

The Shugart mouse can be moved up to 25 inches per second without affecting cursor positioning accuracy. It also features 200 pulse edges per inch to accommodate high resolution graphics packages. It is available with parallel, serial or RS232C interfaces.

"High reliability and better resolution capabilities make the optical mouse well-suited for such advanced microcomputer applications as CAD/CAM, windowing programing, spreadsheets and high resolution graphics, as well as text and menu selection." Neun said.

The Shugart product features a custom IC photodetector and three LEDs (light emitting diodes). The LED devices are mounted on the underside of the mouse and issue light waves that are reflected by the alternating black-white hexagonal patterns on the pattern pad and read by a photodetector. As the mouse moves across the pad, the movement is detected by the photodetector which transmits the motion to the microcomputer through a parallel or serial interface. Internal components of the mouse include switches and the custom IC device.

MORE MORE MORE

The mouse concept was developed at the Stanford Research Institute in 1963. Shugart's optical mouse devices were refined as a microcomputer product at Xerox's Palo Alto Research Center. Initial products to implement mouse technology were the Xerox Star executive workstation and the Apple Lisa and Macintosh systems.

Founded in 1973, Shugart is a leading supplier of rotating storage devices for the OEM marketplace. The company offers a complete line of 3.5-in. microfloppies, half-height 5.25-in. floppies and rigids, 8-in. floppies, 8-in. rigids, intelligent 5.25-in. rigids and controllers and optical mouse devices. These products range in capacity from 250 thousand to 26 million bytes. Shugart also offers a one-gigabyte laser-based optical disk drive through its Optimem division.

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For further information, contact Jim McCartney, Shugart, 408/737-4355.

Shugart Optical Mouse

PRELIMINARY SPECIFICATIONS

DESCRIPTION

The Shugart Optical Mouse provides a fast, accurate and reliable method of cursor movement and function access for today's advanced microcomputer applications.

Available in two or three button models, the Optical Mouse operates in conjunction with an 8½" x 11" patterned paper pad on the user's desktop. The Shugart Mouse can be moved up to 25 inches per second without affecting cursor positioning accuracy, and features 200 pulse edges per inch to accommodate high resolution graphics programs.

The Shugart Optical Mouse is lighter, quieter and more reliable than mechanical mouse products since it contains no moving parts and does not require periodic maintenance. The Shugart product also is more reliable than most other optical mouse products since it has no internal mirrors to adjust, and features a custom IC photodetector and three LEDs.

Speed, accuracy and reliability make the Shugart Optical Mouse well suited for such applications as CAD/CAM, windowing programs, spreadsheets and high resolution graphics, as well as text and menu selection uses.

Like Shugart disk drives and controller products, the Optical Mouse is backed by the largest and most experienced sales and service organizations in the OEM industry.

KEY FEATURES

- Accommodates high resolution graphics (200 pulse edges per inch)
- Fast device movement
- Accurate cursor positioning
- High reliability - no moving parts
- Available in parallel, serial and RS232C interfaces
- Quiet operation
- User defined switches
- Light weight - 3 oz.
- Two or three button models

PHYSICAL SPECIFICATIONS

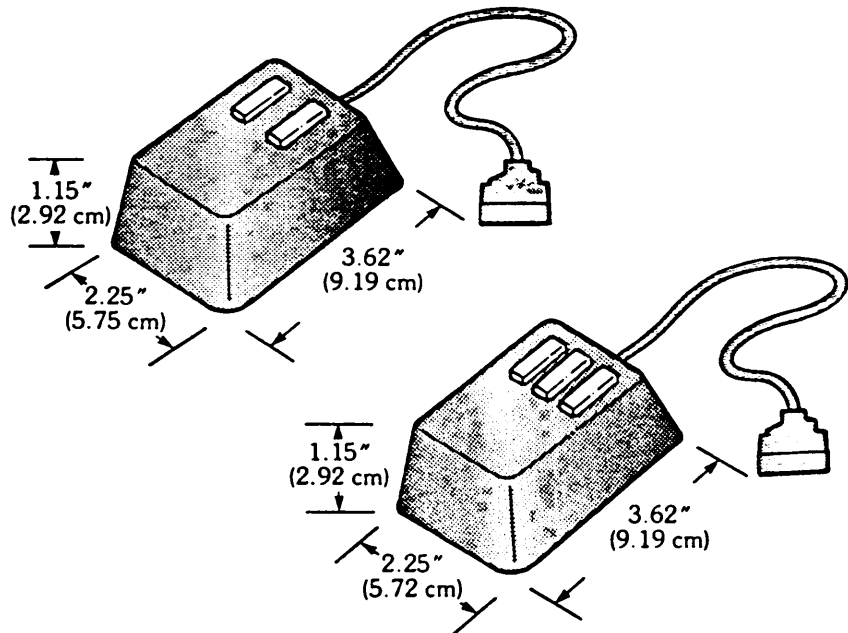
STORAGE TEMPERATURE RANGE
-40 to +85°C

OPERATING TEMPERATURE
0 to +55°C

DC VOLTAGE REQUIREMENTS
+5 V ± 0.25 V

POWER DISSIPATION
1.7 watts max.

MECHANICAL DIMENSIONS
Height: 3.62 in. (9.16 cm)
Width: 2.25 in. (5.72 cm)
Depth: 1.15 in. (2.92 cm)
Weight: 3 oz. (85.05 g)



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SHUGART SUVL

Right from the start.

Shugart