



Allocation of
Revenue Dollar



Recent analysis of rapid growth companies indicate the following allocation for each revenue dollar. Cost of sales are approximately 50%. Marketing expenses average 15%. Administrative expenses should be below 10%. With marketing and administrative expenses at the 15% and 10% levels respectively, companies can afford to invest as much as 10% of their revenue dollar in research and development. High technology companies with rapidly evolving development, resulting in short product life, usually invest heavily in research and development. The remainder of the revenue dollar is divided evenly between net profit and provision for income taxes.

In more mature industries the research and development share of the revenue dollar is usually less than 5%. If cost of sales is still 50% of the revenue dollar, the 5% surplus can be distributed as net profit or used for increased marketing or administrative expenses.

DATA GENERAL
DASHER D450

Data General Corporation's DASHER® D400 and D450 smart display terminals provide advanced operator-oriented text and graphics capabilities in both business and non-commercial environments. Built-in intelligence provides features and functions that make these DASHER products extremely cost-effective and versatile.

Both the D400 and the D450 facilitate text processing through expanded character sets, screen editing functions, and multi-window capacity. These features combine to let the user display information more comprehensively than on conventional alphanumeric terminals.

The detached keyboard includes such features as deep-dish homing keys for operator convenience, special operator function keys, and a low-profile sculptured design for user comfort. The display itself is on a tilt-and-swivel base for adjustment to individual preference, contains a green phosphor screen to reduce eyestrain, and has a dark bezel with hood effect to eliminate overhead light reflection.

The screen may be divided—under program control—into as many as 24 individual viewing windows, each with its own character mode ("normal" at 80 characters per line, or "compressed" at 135 characters per line), margin settings, and scroll rate. Horizontal scrolling extends screen capabilities, providing for text up to 162 columns wide. In addition, the ROM-resident character set includes American, British, Danish/Norwegian, French, German, Spanish, and Swedish/Finnish fonts, line-drawing, mathematical notation, word processing symbols, and a subset of the Greek alphabet.

Scrolling rates—fast- or slow-smooth, and jump—can be selected by the user to allow for increased readability. Also among the operator-controlled functions are a choice of four cursor types and the ability to print the contents of the screen on the auxiliary printer without host intervention. Reduction of host/terminal character traffic is accomplished by the resident editing facilities on these smart terminals.

The D450 incorporates all of the functions and benefits of the D400 and also features an extended memory for the storage of more than 1,000 user-defined characters and symbols. These can be used with the fixed, ROM-resident character sets to produce customized documents or graphic displays. Use of the DEFINE™ character management utility software facilitates the creation of these special characters. Data General's TRENDVIEW™ graphics display software, used with a D450, enables the creation of common business graphics—pie, bar, and line graphs—directly from tabular data.

The features of the new DASHER D400 and D450 terminals add up to increased productivity through enhanced versatility and ease-of-use. Their overall elegant design makes them an invaluable part of any sophisticated information system. Both the D400 and the D450 can operate on computer systems and applications currently using the DASHER D200 terminal.

Benefit and Feature Summary

- Operator-oriented and human-engineered for ease-of-use
- Increased productivity
- Newly designed, sculptured keyboard
- Multilingual display for international utility
- Handles extra-wide documents
- Variable scroll rates
- Customized graphics presentations created by user
- Reduced demand on host processor time
- Low cost and high versatility
- Compatible with Data General DASHER D200 display terminals.

The materials contained herein are summary in nature, subject to change, and intended for general information only. Details and specifications concerning the use and operation of Data General equipment and software are available in the applicable technical manuals, available through local sales representatives.

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