

Data Set



# 103·A

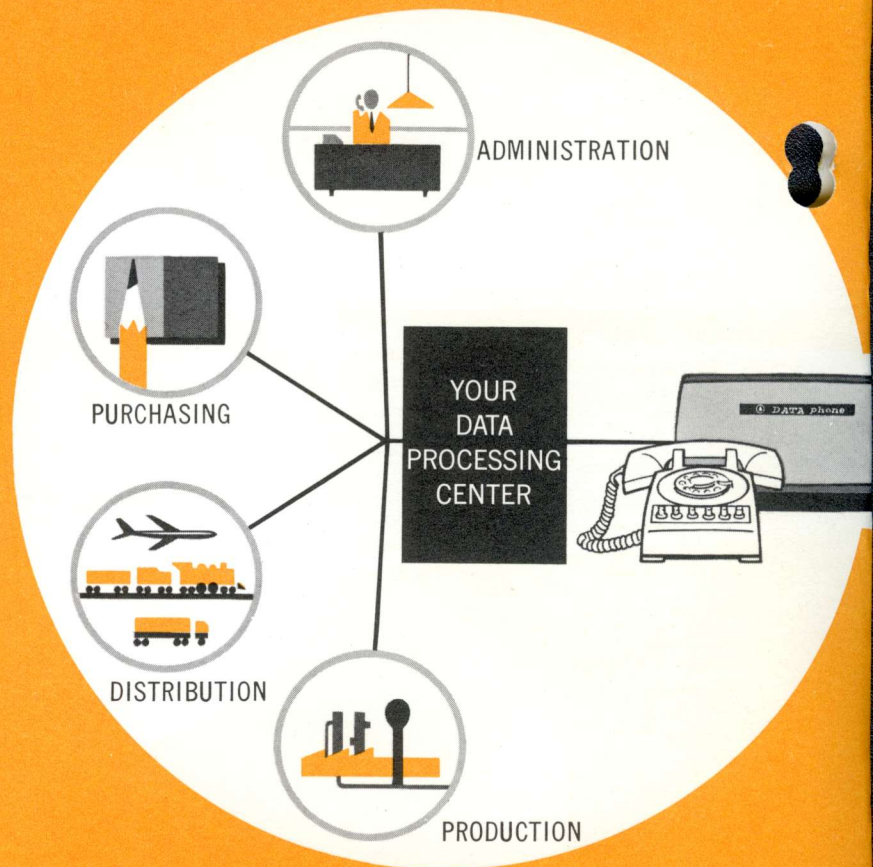


use regular telephone lines to  
connect business machine data stations

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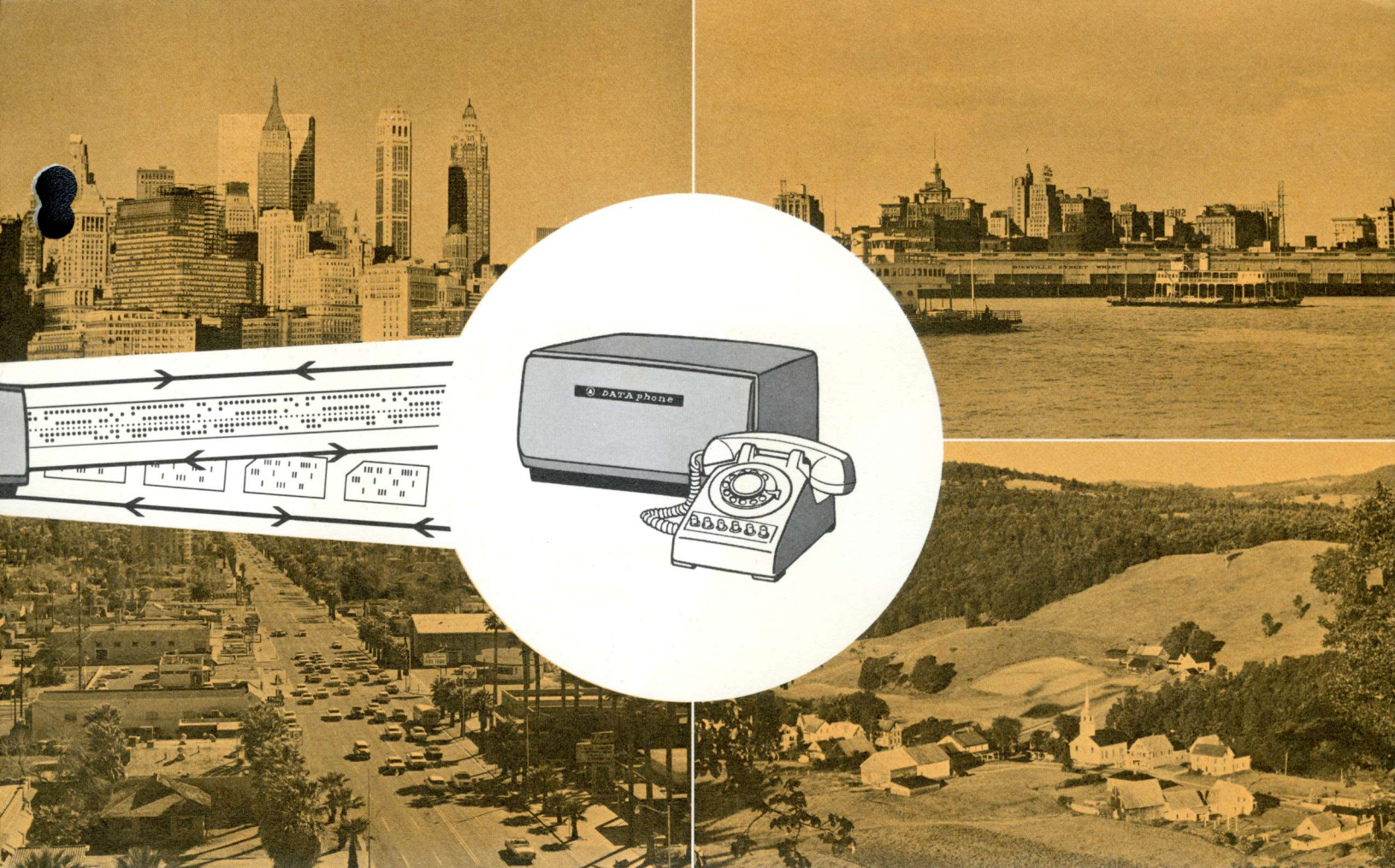
# 103-A

**Transmits  
and receives  
business machine codes  
over regular telephone  
lines or private lines—  
across town or  
across the  
nation**



## MEETS YOUR NEEDS FOR FLEXIBLE DATA COMMUNICATIONS

- Provides direct two-way communications between many types of business machines—
  - operation can be one-way or two-way simultaneous or nonsimultaneous
- Transmits and receives at speeds compatible with your business machines—
  - up to 200 bits per second
- Accepts data signals from business machines at sending location—
  - converts data signals to appropriate tones for transmission over telephone lines
  - converts tones to data signals for use by business machine at receiving location
- Accepts electrical signals directly from teletypewriter keyboard.
- Accepts business machine signals for direct input to computers.
- Provides DATA-PHONE Service on regular telephone lines for local or long distance data communications at normal telephone rates—
  - provides two-way voice communications with called data station
- switches to one-way or two-way data communications at the touch of a button
- requires minimum training to operate
- Operates in the same manner on Private Line service or WATS service at a fixed monthly charge—
  - used on Private Line service when combined voice-data communications are required
- Offers automatic answering and appropriate terminating controls for unattended receiving station—
  - business machine can automatically call unattended station through associated Automatic Calling Unit
  - automatic answer-back signal alerts calling station that receiving machine is connected and can accept the data transmission
  - business machine at calling station can automatically disconnect receiving station



## GIVES YOUR BUSINESS THESE PROFIT-BUILDING ADVANTAGES

- Affords rapid, direct, low-cost data communications between separate business locations.
- Makes possible centralized data processing operations—
  - reduces the need for separate data processing equipment at other locations
  - increases the efficiency of existing business machine operations
  - aids in mechanizing clerical workload and reducing human errors
- Offers a means to economically expand data communications—
  - production plants with company headquarters
  - warehouse with distributing outlets
  - regional sales offices with headquarters
  - purchasing with production
- Improves business efficiency by collecting current facts and figures that affect the operations of your administrative, purchasing, marketing, sales and distribution functions—
  - adjust production schedules quickly to meet changing market conditions
  - coordinate factory production to inventories
  - avoid out-of-stock situations
  - get up-to-the-minute sales figures and market information
  - gather operating data quickly when it is needed
  - analyze data quickly for timely management decisions
  - speed order processing
  - meet competition more effectively
- Minimizes total communications cost by using existing communications facilities for data transmission—
  - transmit and receive data communications on an alternate basis with other services
  - utilize existing facilities to full capacity—WATS, Tie Lines, Private Lines, etc.

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Here's how it will work for you...

across town  
across the nation

LOCATION	TYPE OF BUSINESS MACHINE	TELEPHONE COMPANY EQUIPMENT & CHANNELS	MONTHLY CHARGE
		_____	
		_____	
		_____	
		_____	
		_____	
		_____	
			<b>TOTAL TELEPHONE COMPANY CHARGES</b>



**BELL TELEPHONE SYSTEM**