

LET'S PLUG SOME COMMON SENSE INTO THE KEYBOARD DESIGN CONFUSION.

FACT: For the great majority of today's keyboard applications, all you really need is a good, highly reliable, low-cost mechanical switch. Certain uses do require the more expensive types, but they're in the minority.

If you're in doubt about your application, ask Stackpole. You'll get straight answers drawn from our experience. And you may find that our high-quality keyboards to do the job right don't have to cost anywhere near what you thought.

FACT: Conservative design is good, but it doesn't make economic sense to specify a 100-million-cycle switch for a five-year product.

Stackpole's rugged keyboard arrays, with typical life of 20 million cycles per station, give you reliable, heavy usage of five to nine years, are field-repairable and cost a whole lot less than 20-year keyboards.

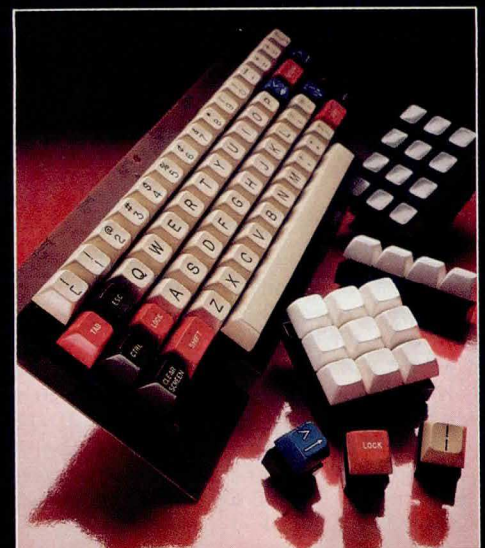
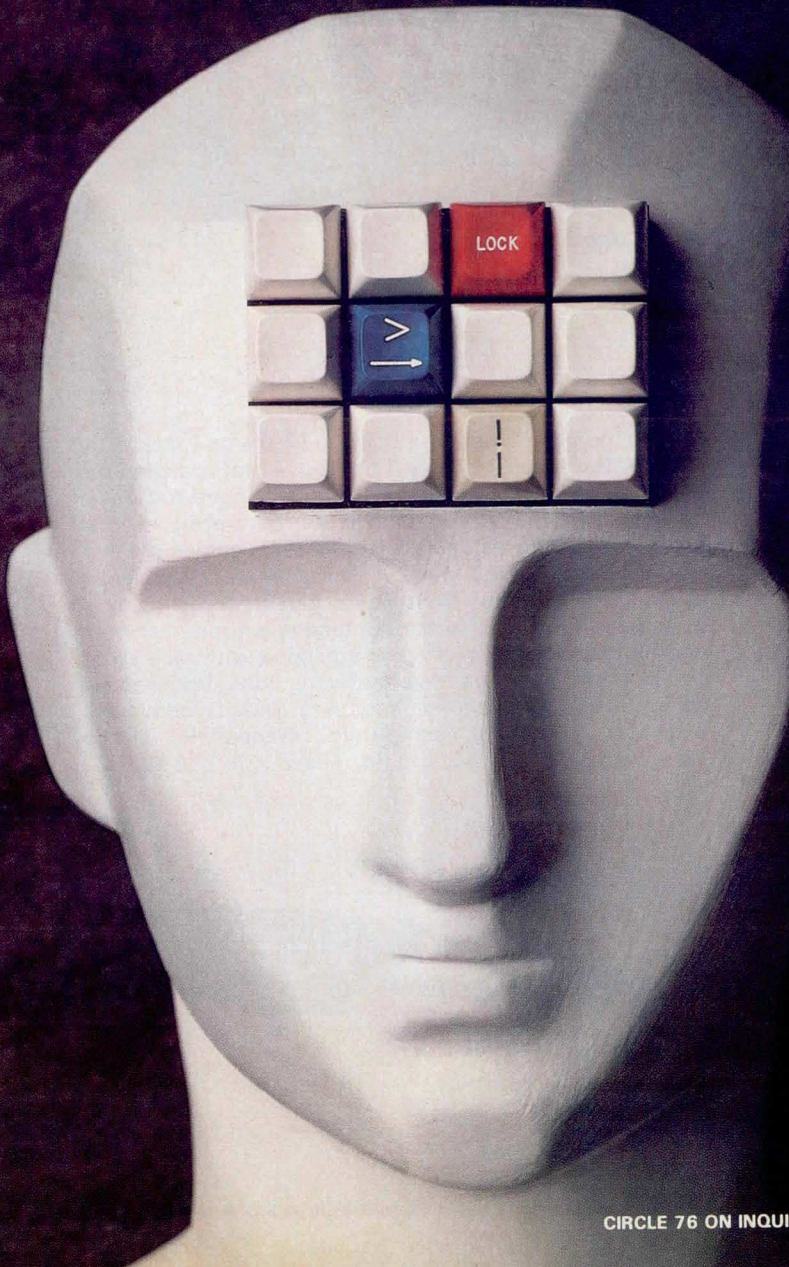
FACT: Excessive cost-cutting can also be a mistake. The lowest-cost

keyboards may lack smooth performance, physical strength, reliability, and may not be field-repairable. Warranty service and lost customers can cost you far more than the keyboard arrays.

Our KS-200 non-encoded keyboards may cost a bit more, but consider what you get:

- Versatile main, numeric and ancillary arrays, standard or custom
- Excellent performance and "feel"
- Strong, rigid monolithic housings assure keycap alignment, eliminate PCB stiffeners, simplify inventory
- Replaceable, twin bifurcated contacts provide long life
- Arrays are wave-solderable
- Many options: arrays with or without keycaps or with bulk keycaps, with or without PCB, plus many others.
- Highest quality, good delivery, highly competitive prices.

Call or write your local Stackpole representative or the Marketing Department, Stackpole Components Company, P.O. Box M, Farmville, Va 23901. Phone: (804) 392-4111 TWX: 710-874-3710



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Get to know us. We can help.

CIRCLE 76 ON INQUIRY CARD