

Meeting Japan's Challenge

Twentieth in a Series

THE AMERICAN LEAD WIDENS AS MOTOROLA INTRODUCES THE MOST POWERFUL MICROPROCESSOR ON THE WORLD MARKET.

A computer may awe you with its memory, delight you with its graphics and dazzle you with its speed, but deep down inside, the brain behind it all is its microprocessor.

And our new MC68020 can outperform every other merchant market microprocessor in the world at these functions, because it is so much more powerful than any of them.

Essentially, this power will enable computers to vastly improve their capacity for work. Now, they will be able to access even greater pools of data, process them far quicker, and light up the screen with graphs, solutions, possibilities and certainties in even less time.

The MC68020 is a complete 32-bit microprocessor. That is, it can access over four billion bytes of data while providing unsurpassed data processing power.

The new unit also happens to be a fully upwardly compatible version of our earlier 16-bit machine. It completes a progression of 8-, 16-, and now 32-bit members of a single Motorola family of microprocessors. This enables product designers to expand the capabilities of their hardware without the interruption of radical re-design.

The MC68020 is already destined for great accomplishments. It seems likely it will be a major factor in the market for use in the next generation of robotics. Its potential for high speed graphics and advanced mathematics make it ideal for high volume data processing, complicated computer-aided design and manufacturing (CAD/CAM) processes, and next-generation general purpose computers.

The U.S. semiconductor industry has always demonstrated a special competence in microprocessors. The advent of the MC68020 widens our country's lead with Motorola in the first rank, for units of power, speed and compatibility.

Today, it is quite safe to say that the Motorola M68000 family of microprocessors holds a prominent world position in design-ins by leading electronics firms in the U.S., Japan and Europe.

It is also quite safe to say that we are not only determined to keep that lead, but to widen the gap again.



Our family portrait.



MOTOROLA A World Leader in Electronics.

Quality and productivity through employee participation in management.