

How do you explain something that's never existed before?



He had a similar problem.

It's not just a new machine. It's a totally new concept.

Xerox introduces Star.

The Xerox 8010 Star Information System is the first office tool (with the possible exception of the pad and pencil) designed specifically for professionals.

You see, people like engineers, analysts, researchers, etc., don't deal just with words or numbers or graphics. They deal with ideas.

The Star System lets them create, revise, and visualize their ideas on a screen, before anything is committed to paper.

And makes it possible for projects that might otherwise take days to be completed in just a few hours. For a fraction of the cost.

Here's how it works.

Say, for example, you're putting together a report or proposal.

With a basic keyboard and four simple commands, Star lets you call up stored information, even from computers. Add to it. Rearrange paragraphs. Choose the style and size of the typeface. Illustrate complex equations. Process records. Create a virtually