

**000****INTEROFFICE  
MEMORANDUM***File*

SUBJECT    **Noncomputer Applications  
            of PDP-1**

DATE        **March 18, 1960**

TO          **Ben Gurley/Harlan Anderson** FROM        **Kenneth H. Olsen**

Our first advertising of PDP-1 appeals to the people already in the computer business and they tend to mislead us as to where the market possibilities are for this machine. Maybe we shouldn't listen to hot programmers but should go out aggressively after the fields which we know are there and not being touched by other people. The examples which have come up without looking include machine tool positioning tape production, mailing list maintenance, format control, and I am sure there are a lot others.

We tend to lose interest in these because they always need something special but when you look at what Bolt, Beranek & Newman want, it's not going to be an off-the-shelf item either. When you consider what they're asking for, for the money, it might be an awful lot more work than what we do per dollar on memory testers.

Kenneth H. Olsen