ANNOUNCING AEROFICHE
FOR CESSNA PUBLICATIONS

Beginning with the Master Parts Price Catalog in January 1977 Cessna will introduce Aerofiche for Cessna Publications.

Aerofiche is a form of Microfilm where many pages of text are reduced photographically and then mounted on a 4"x6" film which is made up as a slide called an Aerofiche.

To use the Aerofiche, it's placed in a reader which magnifies the image.

To the Cessna Dealer Organization Aerofiche means:

* SPACE SAVINGS

One 4"x6" Aerofiche contains 288 pages of a standard paper catalog. In other words an 800 page catalog can be contained on 3 Aerofiche.

The Parts Catalog, Service Manual and Price List information covering the 1977 models is now contained in 39 separate catalogs totaling 23,372 pages of paper.

All of this information can now be contained on approximately 90 Aerofiche and filed in a small compact tray.

* TIME SAVINGS

With Aerofiche, revisions to the manual can be accomplished much faster since one Aerofiche is replaced instead of many pages of paper. This is a significant times savings when a complete library of Service Information is being maintained.

continued . . . .
* COST SAVINGS

The Cessna Parts Catalog, Service Manuals and Price List can be produced on Aerofiche at a much lower cost and therefore will sell at a lower price than the paper copy.

Packaging and mailing costs are also reduced since Aerofiche can be mailed in a small envelope while a paper catalog must be packaged.

To take advantage of the benefits of Aerofiche, Dealers will need reader equipment. Readers and Reader/Printers are available from a variety of suppliers at a wide range of prices. To assist Dealers in selecting Reader equipment the attached information has been developed which lists the basic reader specifications and recommendations along with suppliers addresses, model numbers, pricing and order information.

In order to be prepared for Aerofiche, it is important that Dealers review the attached information carefully and procure the necessary reader equipment prior to January 15, 1977.

In introducing Aerofiche the following policies will apply:

a. Complimentary Mailings

Beginning with the January 15th Parts Price List and the 1978 model Parts Catalogs and Service Manuals, Aerofiche will be used for complimentary no charge mailings to Dealers.

b. Purchase of Aerofiche

Additional sets of Aerofiche will be available for purchase from the Cessna Service Parts Center. SPA part numbers and prices will be listed in the Customer Care Supplies Catalog as they become available.

c. Availability of Paper Catalog

With the introduction of Aerofiche, the demand for paper copy will be greatly reduced; however, as long as there is a need Cessna will continue to offer Paper Copy, in addition to Aerofiche, for sale from the Cessna Service Parts Center.

The basic schedule that will be followed in converting catalogs to Aerofiche is shown below:

1. Master Parts Price Catalog

On approximately January 15, 1977 a complimentary mailing of the Master Parts Price Catalog on Aerofiche will be made to Zones and Dealers. This new catalog will include revised pricing effective February 1, 1977.
So that Dealers can have dual capability during the transition period, a paper supplement to the October 1, 1976 catalog will (for this one time only) be included with the complimentary mailing.

A Parts News Letter will be issued in the near future describing in more detail the Master Parts Price List Program and planned revisions for the coming year.

2. Parts Catalogs and Service Manuals

Parts Catalogs and Service Manuals will be converted to Aerofiche on a progressive basis with first priority being given to converting the 1978 model catalogs. An announcement Service News Letter will be issued as positive schedules are established and as catalogs become available.

The advantages of Aerofiche are many -- but in order to benefit, Dealers must have the reader capability -- so plan today so that you will be prepared tomorrow!

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CESSNA AIRCRAFT COMPANY
AEROFICHE READER INFORMATION

1. BASIC SPECIFICATIONS FOR AEROFICHE READER

1. GAMA Aerofiche Specifications — — Cessna Aerofiche will conform to the GAMA Aerofiche Specification which is:

    * Effective Reduction 40X± 5%
    * 12 horizontal rows of 24 images each (288 frames per fiche)

Cessna Aerofiche will be "positive" image (white background, black copy) and 42X reduction.

2. Readers — — readers are available from many suppliers at a wide range of prices and vary in size from the small portable type to the larger desk top or counter top style.

   a) Screen size — — varies from:

       3/4 page reader — — — — — 7"x6"
       Single page reader — — — — — 11"x10"
       Dual page reader — — — — — 11"x16"

   Dual page readers are beneficial where illustrations are used opposite a page of text.

   b) Magnification — — reader lens should facilitate at least the 42X Aerofiche. While the 42X lens is preferred, a 38X or 40X lens, which are offered in some readers, may be used which will provide an image slightly smaller than the original document.

   Some readers offer a drop-in lens or dual lens feature so that magnification can be changed quickly.

   c) Grid — — should match the GAMA Aerofiche specification of 12 horizontal rows of 24 images each.

   d) Carrier — — the carrier on the reader should be designed to take a standard 4"x6" Aerofiche.

   Some readers offer dual carriers so that 2 Aerofiche can be placed side by side thus reducing the time loss in changing Aerofiche.
3. **Reader Printers** -- a reader printer provides the dual capability of reading Aerofiche plus the added benefit of printing a paper copy of the image being viewed.

4. **Accessories** -- many accessory items are also available for the readers and reader/printer such as storage trays for Aerofiche, lazy susan turntables, dust covers, hoods, etc.

**II. RECOMMENDATIONS**

1. While the single page reader, or small portables, will meet the minimum requirements for reading Aerofiche the dual page reader is recommended for the average Cessna Dealer. Many of the Cessna Manuals utilize illustrations opposite pages of text and the dual page reader was designed for viewing this kind of material.

2. Having the capability of producing a printed copy of the image being viewed is very beneficial and therefore, it is recommended that the larger Cessna Dealers have a reader/printer in addition to the dual page reader.

**III. AVAILABILITY**

The attached chart provides information on reader equipment and suppliers including model numbers, pricing and order information. For each supplier the main office address is furnished -- for information and assistance on the local level refer to the yellow pages under Microfilming Service, equipment and supplies.

**Note to International Marketing Areas:**

Both Kodak and Bell and Howell have International Divisions with offices in most of the countries around the world.
<table>
<thead>
<tr>
<th>MANUFACTURER</th>
<th>MODEL NUMBER</th>
<th>BASIC DESCRIPTION</th>
<th>APPROXIMATE LIST PRICE *</th>
<th>DELIVERY</th>
<th>CONTACT</th>
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</thead>
<tbody>
<tr>
<td>Bell &amp; Howell</td>
<td>SRVIII</td>
<td>Single Page Reader 38X Single Lens, 11 X 11 Screen</td>
<td>$195.00</td>
<td>45 Days ARO</td>
<td>Local Dealer or Aerofiche Coordinator Micro Photo Division Bell &amp; Howell Company Old Mansfield Road Wooster, Ohio 44691</td>
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<tr>
<td></td>
<td>SR III</td>
<td>Dual Page Reader 42X Single Lens, 11 X 19 Screen</td>
<td>$325.00</td>
<td>45 Days ARO</td>
<td>Phone Inquiries Bruce Greensmith 214-638-7191 Dallas, Texas</td>
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<td></td>
<td>Space Master Reader/Printer</td>
<td>Single Page Reader/ Printer 40X Single Lens, 11 X 11 Screen Single Mode for Positive Print</td>
<td>$1205.00</td>
<td>45 Days ARO</td>
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<tr>
<td>Eastman Kodak</td>
<td>Ektalite 140</td>
<td>Portable 3/4 page reader 40X single lens, 5 3/4&quot;x 7 3/4&quot; screen</td>
<td>$130.00</td>
<td>30 Days ARO</td>
<td>Local Dealer or Eastman Kodak Company 1901 W. 22nd Street Oak Brook, Illinois 60521 Attn: Ken Bernard 312-654-5330</td>
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<tr>
<td>Eastman Kodak</td>
<td>Ektalite 240</td>
<td>Single Page Counter Top Model Reader 39X Single Lens, 11 3/4 X 9¼ Screen</td>
<td>$165.00</td>
<td>30 Days ARO</td>
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<td></td>
<td>Easamatic 40</td>
<td>Dual Page Reader 40X Single Lens, 11 X 15 Screen</td>
<td>$310.00</td>
<td>30 Days ARO</td>
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<td>Xerox</td>
<td>332</td>
<td>Dual Page Reader 42X Single Lens, 13 X 19 Screen</td>
<td>$265.00</td>
<td>2 Weeks ARO</td>
<td>Local Dealer or Xerox Commercial Micro Systems 3853 Research Park Drive Ann Arbor, Michigan 48104 Tele: 313-769-9620 Attn: Evelyn Grannis</td>
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<tr>
<td>MANUFACTURER</td>
<td>MODEL NUMBER</td>
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<td>CONTACT</td>
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<tr>
<td>Micro Design</td>
<td>1200</td>
<td>Dual Page Reader 11 X 15 Screen Single Lens 42X</td>
<td>$265.00</td>
<td>30 Days ARO</td>
<td>Local Dealer or Micro Design 857 W. State St. Hartford, WI 53027 Attn: Jim Hays Tele: 414-673-3920</td>
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<td></td>
<td></td>
<td>Reader/Projector Portable 11 X 11 Screen, 38X Single Lens</td>
<td>$229.00</td>
<td>30 Days ARO</td>
<td>Cable - WASICO TWX- 910-576-2742</td>
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<td>Informant</td>
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<td>NCR</td>
<td>456-842</td>
<td>Dual Page Reader 19 3/4 x 13 5/16, 42X Single Lens</td>
<td>$280.00</td>
<td>30 Days ARO</td>
<td>Local Dealer or NCR Corp. Dayton, OH 45479 Attn: Data Centers Adm. Micrographics Marketing Tele: 513-449-3406</td>
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<td></td>
<td>458-542</td>
<td>Single Page Reader/Printer - 42X Single Lens. Single mode for positive print.</td>
<td>$1395.00</td>
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* Approximate List Price -
Price shown is latest suggested list price provided by supplier as of date of this letter. Actual price may vary depending on quantity ordered, shipping charges and International orders.
IN ADDITION TO THE SUPPLIERS AND EQUIPMENT LISTED, THERE ARE APPROXIMATELY 25 OTHER COMPANIES SUPPLYING READERS. SOME OF THESE ARE:

BRUNING DIVISION, ADDRESSOGRAPH MULTIGRAPH
Menlo Park, California

CALCOMP (CALIFORNIA COMPUTER PRODUCTS)
2411 W. LaPalma Ave., Anaheim Calif. 92801
(714) 821-2011

CANON USA, INC.
10 Nevada Drive, Lake Success, N.Y. 11040

DATA VIEW
P.O. Box 537, Menomonee Falls, Wis. 53051
(414) 255-3200

DIETZGEN UNIVERSAL
2425 N. Sheffield Ave., Chicago, IL 60614

GAF CORPORATION
140 West 51 St., New York, N.Y. 10020
(212) 582-7600

3M CORPORATION
3M Center 220-9E, St. Paul, Minn. 55101

MICROGRAPHICS, INC.
Long Lake, Minn. 55356
(612) 473-1271

MICRO INFORMATION SYSTEMS, INC.
467 Armour Circle, N.E., Atlanta, GA 30324
(404) 873-4421

OCE INDUSTRIES, INC.
6500 N. Lincoln Ave., Chicago, ILL 60645

QUANTOR CORPORATION
520 Logue Ave., Mt. View, Calif. 94043

REALIST, INC.
N93 W16288 Megal Drive, Menomonee Falls, Wis. 53051
(414) 251-8100

NORTHWEST MICROFILMS, INC.
15 South 9th St.
Minneapolis, Minnesota 55402
(612) 340-7835