

Compatible Design Incomparable Performance Incredible Value



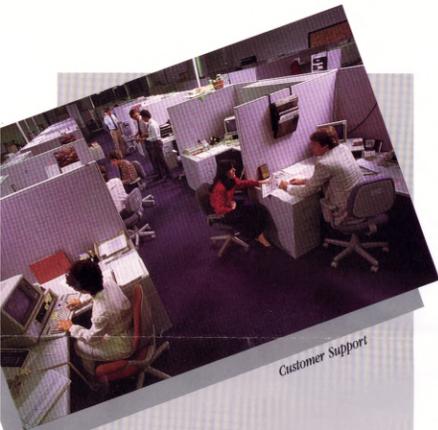
*"...It'll leave skid marks
on your desk."*

Paul Somerson, PC MAGAZINE



PC'S LIMITED

"WE'RE REMODELING THE MARKET FOR PERSONAL COMPUTERS..."



Customer Support



Manufacturing

That's how Michael Dell characterizes the mission of his unique "concept-to-customer" computer company that has surged to a rate of \$80 million in annual sales just over two years after he started it with a \$20,000 personal investment.

"We're carving out a new product category of supercharged PC compatibles that provide superior price/performance ratios over anything on the market today," Dell states. "Designed and built by us in America, these quality power products are configured to order and marketed without an intermediary to customers in all end-user environments," adds the founder, chairman and chief executive officer of PC's Limited.

Single-Source from Design through Delivery

"No personal computer company has more independence, control and flexibility in bringing a product to market and delivering it directly to the end user," explains Dell, whose company handles all aspects of product development, engineering, manufacturing and marketing in a 110,000-sq.-ft. complex housing 250 employees in Austin, Texas.

An automated production line manufactures thousands of microcomputers a month using a sophisticated bar-coding system to monitor component content from assembly to final packaging. Each unit also passes through a series of stringent quality-control checks and an extensive burn-in and diagnostic test. The company builds and configures products to order during this manufacturing process—perhaps the only company in the mainstream PC market that can boast this capability.

In its administrative offices, fully integrated and responsive sales, customer service and technical support teams handle more than 2,500 telephone calls from customers daily. These orders—generated by direct-response advertising in leading computer enthusiast magazines—are processed immediately and shipments sent out on a customer-specified priority basis.

Growing Installed Base of Computer Customers

"We offer one of the broadest lines of PC product options," notes Dell. "This includes an exciting selection of processor speeds, peripheral enhancements and productivity add-ons that are priced well below major brand competitors." PC's Limited IBM PC, XT and AT-compatible systems are installed at corporate customers such as Exxon, Burlington Northern, Cray Research, Price Waterhouse, Arthur Andersen, Martin Marietta and the universities of Arizona, California and Texas.

Benefiting from the limitations of traditional distribution methods and from the inability of retail channels to effectively service and support end users, PC's Limited is pioneering the concept of "direct relationship" marketing. "We're dealing on a one-on-one basis with customers over the telephone, directly discussing their computing requirements and assembling systems-solutions at the source of production," Dell points out.

Best Buys on the Market

The company's product line includes a range of high-speed AT-compatible 80286 systems that editors consistently rate as the best buys on the market today. Its aggressively priced PC-compatible 8088 products have also developed a strong following in corporate computing environments and with home computing enthusiasts.

A New Generation of Computer Technology: the 386

In early 1987, PC's Limited will begin shipping an advanced 80386 machine with a proprietary design that incorporates custom-designed, very-large-scale-integration (VLSI) circuitry and the capability to eventually achieve clock speeds faster than 24 MHz.

The move will coincide with the availability of the company's 286—the industry's first AT-compatible 286 system to run at 16 MHz, which is three times faster than the IBM AT and just as fast as COMPAQ's 386 offering. In addition, engineers at PC's Limited are downsizing all current models to provide a full



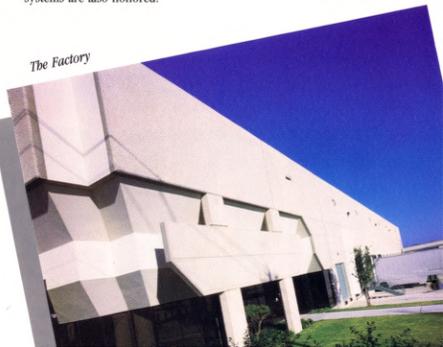
Michael Dell
Chairman and CEO
PC's Limited

line-up of small chassis models that dramatically reduce product footprints. For this smaller operating environment, the company has designed a first-of-its-kind, all-in-one input/output interface card featuring four video-output modes, a mouse port, two serial and one parallel port, and a floppy disk drive controller.

30-Day Money-Back Guarantee

PC's Limited backs its products with a one-year limited warranty and a 30-day money-back guarantee. Free technical support is available via a toll-free telephone number and warranties on third-party products configured in the company's systems are also honored.

The Factory



HERE'S THE INSIDE STORY

Parallel and Serial Ports. Up to two serial ports and one parallel port for communicating to peripherals such as laser printers.

Eight Expansion Slots. For a full complement of peripherals and add-in capabilities like megabytes of memory.

One Megabyte RAM. Standard internal memory on the motherboard for virtually any application. Expandable to 16 megabytes on expansion cards.

Clock/Calendar. Battery backed up.

Chassis. Choice of two chassis: a larger chassis that accommodates five half-height drives (including hard-disk drives and tape



Guarantee and Warranty. All PC's Limited products feature a 30-day money-back guarantee and a limited one-year warranty. Warranties on third-party peripherals configured into individual system orders during manufacturing are also honored.

Controller Card. Standard floppy- and hard-disk drive controller card.

192-Watt Power Supply. Supports the intense power requirements of hard-disk drives and tape back-up systems.

Fully IBM Compatible. Runs all major IBM-compatible software and the most recent versions of MS-DOS and XENIX operating systems. Custom ROM BIOS accommodates higher clock speeds.

that houses three half-height drives.

SmartVu Display. A real-time, proprietary visual display and diagnostic system that indicates processor speeds and disk activity. Also monitors system performance and potential machine situations that need correction.

AT-style Keyboard. IBM AT-style keyboard with 10 numerical keys and independent cursor-control keys and a keylock for security purposes.

80286 Microprocessor. Three models feature speeds from 8 MHz to 12 MHz and a soon-to-be-available 16 MHz system.

Bus Configuration. Same bus configuration as IBM AT.

Floppy Disk Drives. Units feature a 1.2-megabyte, high-capacity floppy disk drive.

What the editors are saying . . .

"Not merely another AT clone, the PC's Limited 286 offers an amazingly low price for a full system. It also claims faster performance and more versatility than the IBM original—and does a good job at delivering both."

Winn Rosch, PC MAGAZINE

"Michael Dell, 21, may rank as the Horatio Alger hero among cloners, though. He began selling computers from a University of Texas dorm room two years ago and now claims that his PC's Limited will do \$60 million in sales this year."

Geoff Lewis, BUSINESSWEEK

"Running at 12 MHz, the 286² seemed so natural as to be invisible. The computer became a perfect tool, one that you can forget and get on with the work you're supposed to be doing."

Winn Rosch, PC WEEK

"PC's Limited has just thrown the high end of the industry for a loop with (the) 286²: an AT-compatible micro that outperforms everything else in sight—and may just give the first round of 386 machines a run for their money . . . (The PC's Limited 286² is) one of the first real potential 'IBM killers.' It's so intelligently designed, ruggedly constructed, bigly IBM compatible, reasonably priced, and astoundingly fast that it'll leave skid marks on your desk."

Paul Somerson, PC MAGAZINE

"The life of the poor, scrounging student was not what Dell had in mind for college so, he says, 'I began reselling IBM PCs on a less-than-casual basis.' Soon he dropped out to found PC's Limited in Austin, Texas. He has since brought out his own IBM PC, AT and XT. This fiscal year, Dell, who is 21, says revenues will surpass \$80 million."

Andrew Kupfer, FORTUNE

"We have no choice but to say in our experience that the machine (the PC's Limited 286) amounts to an incredible value, in fact, one that offers a little more than twice as much as IBM."

Datapro Reports on Microcomputers

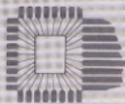
"... a good machine. And a heck of a buy... a fine box. One I'd happily choose over Big Blue's original... no status... beyond the status that attaches to getting twice as much for your money."

Jim Seymour, PC WEEK

"Another high-profile outlet, PC's Limited in Texas, markets its own brand of personal computer and has grown to a \$80 million-a-year operation shipping 4,000 computers a month in just 2.5 years of existence. Its popular 286² model, using Intel's 80286 chip, costs \$1,000 less than the IBM AT and runs twice as fast (at 16 megahertz)."

Paul Andrews, SAN JOSE MERCURY NEWS

**Get Peak Performance without the
Price from:**



PC'S LIMITED™

SALES CALLS:

Outside Texas,
1-800-426-5150
Inside Texas,
1-800-252-8336

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The 286[®] will be available for general distribution only upon receipt of FCC Class B certification.

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