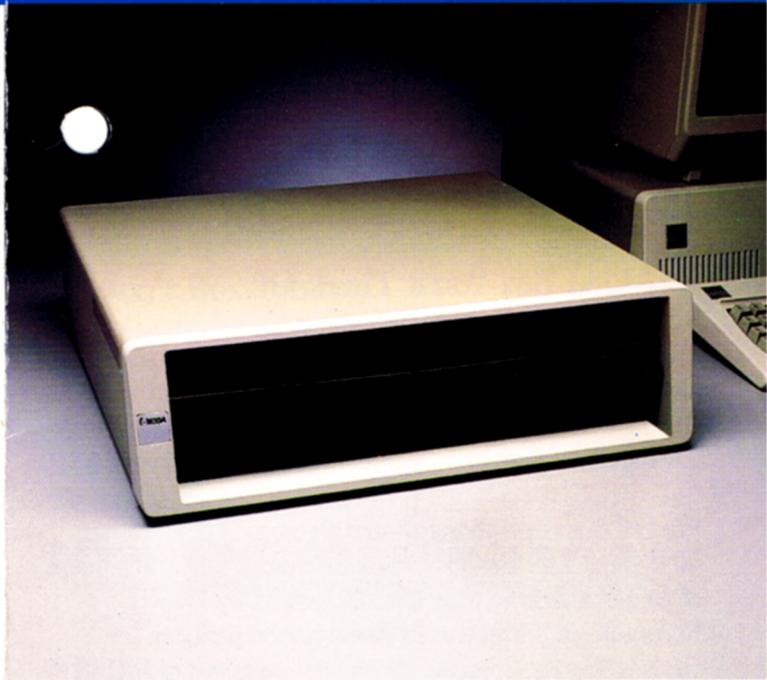


IOMEGA™

IOMEGA Corporation
1821 West 4000 South
Roy, Utah 84067
(801) 776-7330



**BESIDE
THE IBM PC
AND XT,
THE
BEST BOX
YOU CAN
BUY.**

AND NOW, BESIDE COMPAQ, SPERRY, COLUMBIA, CORONA, AND ZENITH, TOO.

THE BERNOULLI BOX

The First Box You'll Think Of.

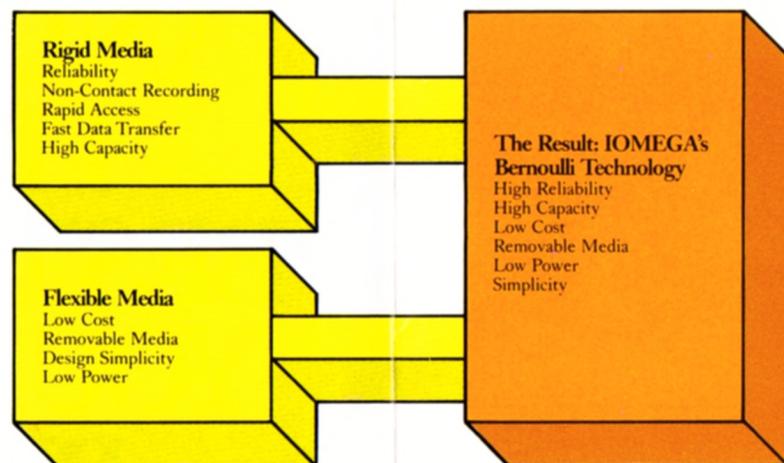
IOMEGA's unique mass storage device, designed specifically for the IBM PC and XT, not only has an unusual name, it's also got a list of unusual—and impressive—features. Before we get down to the nuts, bolts, bells and whistles, however, a little background.

We call our revolutionary cartridge-based disk storage subsystem The Bernoulli Box because it takes advantage of an aerodynamic principle discovered by Daniel Bernoulli, an 18th century Swiss mathematician.

It's the simplest solution yet to protecting your valuable business and personal information. The Bernoulli Box. Unusual enough to stick in your mind. Simple enough to do the job right.

The Last Box You'll Need.

The Bernoulli Box combines the performance standards of Winchester disks with the cost and convenience of removable floppy disks. Each of our rugged, reliable cartridges permanently houses a flexible disk that stores 10 Mbytes of data—and, we offer one-drive and two-drive versions of The Bernoulli Box, affording either 10 or 20 Mbytes of data online.

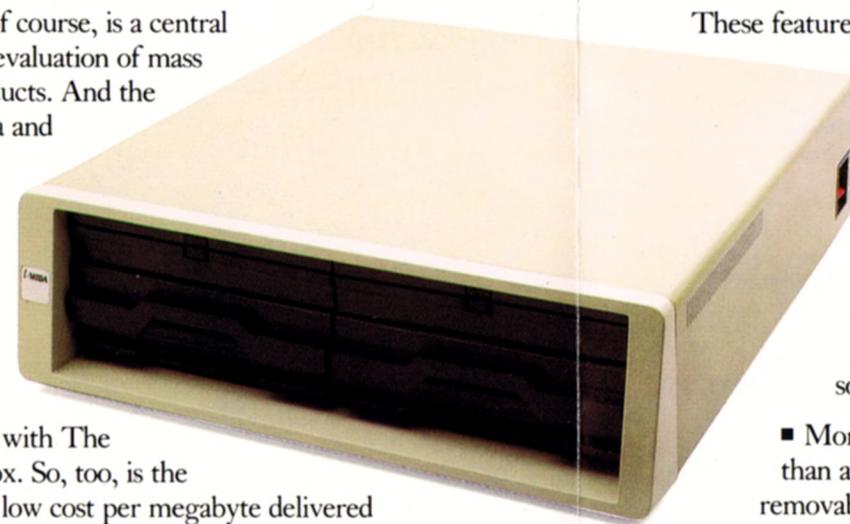


Reliability, of course, is a central issue in the evaluation of mass storage products. And the levels of data and mechanical reliability—field-proven for years in the most demanding applications—are unparalleled with The Bernoulli Box. So, too, is the dramatically low cost per megabyte delivered by this remarkable storage device.

If you need removable mass storage, look no further. The Bernoulli Box is the last box you'll ever need.

What's In The Box.

IOMEGA combined in The Bernoulli Box the advantages of rigid media with the advantages of floppy media. This new product incorporates an impressive range of features that make it the right choice for an equally impressive range of applications.



These features include some of the most innovative engineering breakthroughs in microcomputer storage technology to date. And translated from the language of engineering to the language of business, they result in a list of superlatives well worth noting.

- The highest performance, most reliable 8-inch cartridge storage solution on the market.
- More resistance to shock and vibration than any other storage system, fixed or removable.
- The lowest cost per megabyte of any available mass storage solution.
- Absolute cartridge interchangeability from Bernoulli Box to Bernoulli Box.

Harnessed to the most popular microcomputers on the market today—the IBM PC and XT, COMPAQ, Sperry, Columbia, Corona, Zenith, and many more under active development—the result is management of applications that has never been more straightforward, effective and reliable.



It Won't Box You In.

The beauty of The Bernoulli Box has to do with more than just reliability, high capacity, high performance and all of its other features—important as they are. It also includes what you can do with it. The big advantage of The Bernoulli Box over rigid disk drives is its flexibility. You can use it for

- **Primary Storage**—easily matching the performance of rigid disk drives at a dramatically lower cost per megabyte.
- **Back-Up Storage**—letting you transfer megabytes of hard disk files onto one or more IOMEGA cartridges in a couple of minutes rather than the hours required by other back-up methods.
- **Archival Storage**—economical and convenient, thanks to the lowest-cost formatted cartridge on the market today.
- **Software Loading**—a number of individual software programs—and some of the now-popular programs requiring multiple floppy disks—can be conveniently loaded onto a single IOMEGA cartridge, saving you both time and money.

The Bernoulli Box. From IOMEGA. Designed to smartly complement the looks and the performance of today's most popular microcomputers, it can be confidently stated that, beside them, ours is the best box you can buy.

The Bernoulli Box Score

Here is a brief feature/benefit recap that proves what the winning mass storage subsystem is.

Features	Benefits
<ul style="list-style-type: none"> ■ Rotary Voice Coil Actuator ■ Track Following Closed Loop Servo ■ Unique RLLC and Equalization Circuits ■ Defect Management ■ Design Simplicity 	Highest performance, reliability and areal density of any removable disk drive.
<ul style="list-style-type: none"> ■ Flexible Media 	Lowest cost 10-Mbyte cartridge.
<ul style="list-style-type: none"> ■ Unique Flexible Media Stabilization 	More resistant to shock and vibration than any other fixed or removable disk drive.
<ul style="list-style-type: none"> ■ Media Compliance 	Highly resistant to contamination.
<ul style="list-style-type: none"> ■ No Air Filtration 	Fastest start/stop (cartridge replacement) time of any high performance disk drive.

The Box Specs

Subsystem

Data Transfer Rate.....	As fast as host allows up to 1.13 Mbytes/second
Voltage.....	115 VAC, 60 Hz
Operating Temperature.....	15-32°C (60-90°F)
Capacity—User Available	20 Mbytes
Start/Stop Time	3-6 seconds
Average Access Time	35 ms

Cartridge

Operating Temperature.....	15-32°C (60-90°F)
Formatted Capacity	10 Mbytes
Spare Capacity	900K
Storage and Shipping Temperature	10-52°C (50-125.6°F)
Relative Humidity (Non-Condensing).....	10 to 90%
Shock	Cartridge can be dropped from 36" max. onto a smooth, clean, hard surface.

Dimensions

	Height	Width	Depth
Subsystem	140 mm (5.5 in.)	495 mm (19.5 in.)	480 mm (18.9 in.)
Cartridge	18 mm (0.71 in.)	209 mm (8.23 in.)	280 mm (11.02 in.)
		Diameter	Thickness
Flexible Disk		198 mm (7.8 in.)	0.080 mm (0.003 in.)