

interoffice memo

DATAPOINT CORPORATION



MARKETING COMMUNICATIONS

November 1, 1977

TO: * H. E. O'Kelley
 * V. Poor
 * E. Gistaro
 R. Lilley
 J. Schmidt
 D. Gust
 W. Bowman
 * T. Moldenhauer
 * E. Wattenbarger
 * G. Cullen

FROM: Hal Morrow *Hal Morrow*

SUBJECT: INTERNET Press Announcement

INTERNET will be officially announced in conjunction with the annual shareholders meeting December 1, 1977 at the Marriott Essex House, 160 Central Park South, New York City.

Here is a schedule for the product announcement portion only:

8:00 - 8:45	Breakfast (H. E. O'Kelley presiding)
* 8:45 - 9:30	Press Conference rehearsal (Marketing Communications will arrange to go over presentation materials with individual speakers in the latter half of November)
10:45	Elizabethan Room open - press registration
11:00	H. O'Kelley - opening remarks (coordinated with T. Moldenhauer)
11:10	INTERNET Film
11:20	V. Poor - INTERNET overview & technical aspects
12:05	E. Gistaro - Marketing Strategy & recap of announced products such as INTERNET, 6000, 3800, DCIO
12:25	E. Gistaro - closes and invites questions by audience
12:45	Question period finished
12:45	Lunch & open bar
2:00	Room closed - prepare for shareholders meeting

The format will use the film as an opening with each speaker (except Mr. O'Kelley) supported by slides. An overhead projector will be available for drawing answers to questions during the question and answer period.

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If you have any conflicts attending this announcement please call me at 699-7059.

HLM/ck