



Press Release

6600  
April 84

APPLE COMPUTER INC AND SONY CORPORATION ANNOUNCE RESEARCH AGREEMENT

Cupertino, California - 5 April 1984 - Apple Computer Inc and Sony Corporation today announced an agreement to share existing research on hard disk technology. Under the terms of the agreement, Apple will provide Sony with its existing research on hard disk technology, enabling Sony to expand its product line of computer peripheral devices for the OEM (original equipment manufacturers) market.

Details of the agreement were not made public. However, both firms said they intend to independently use the research as a basis from which to develop future advanced hard disk drive products. Hard disk drives are peripheral attachments to personal computers that provide additional massive memory storage.

Sony Corporation currently supplies Apple with the 3.5 inch micro floppy disk drives for use with its Macintosh and Lisa 2 series of personal computers.

'Our agreement with Sony to share our current hard disk technology reflects the growing relationship that has developed between our companies,' said John Sculley. Apple's president and chief executive officer. 'By providing Sony with the hard disk drive technology we have developed thus far, Sony will have an opportunity to produce future products useful to Apple'.

Norio Ohga, president and chief operating officer, Sony Corporation, said 'This agreement will accelerate Sony's peripheral area and will expand our OEM business by including Winchester-type hard disk drives'.

Date:  
Ref No:

Apple Computer (UK) Limited  
Eastman Way, Hemel Hempstead, Herts. HP2 7HO  
Phone: (0442) 60244 (24 lines)  
Telex: 825864 APPLE UK G

Sony Corporation of America recently established a component products division to market a wide range of components and professional equipment to other manufacturers throughout the US including micro floppy disk drives and computer peripheral devices'.

For further information please contact:

Mike Spring  
Apple Computer (UK) Ltd  
Eastman Way  
Hemel Hempstead

(or)

Mike Park or Tarquin Henderson  
Kingsway Public Relations Ltd  
10 Doughty Street  
London WC1N 2PL

Tel: 0442 60244

Tel: 01-831 6131

R31/8