

# Now... the IBM computer for the business that thought it could never afford one.



*The new IBM JX: not only easy enough to be your first small business computer — but powerful enough to be the only one you may ever need.*

The IBM JX is the newest and most affordable IBM computer incorporating some of the latest technology ever built into personal computers.

## Advanced technology that pays

The IBM JX did not achieve low cost by reducing function. It achieves its outstanding price/performance through some of the most advanced component and production technology ever offered on any personal computer at any price.

## Designed for businesses with work to do

Think of all the different things your office has to do in a day. There's mail to answer, information to organise, memos to write, data to analyse, reports to generate. Or perhaps you have books to balance, sales to forecast, or a payroll to calculate. When you put an IBM JX on your desk you'll start to enjoy a powerful advantage in productivity right away. Because the JX provides a high degree of compatibility with the IBM PC family, giving it an outstanding software library to draw from including the IBM DisplayWrite Series, IBM Assistant Series and Lotus 1-2-3. The wide range of easy-to-use IBM software helps novice users quickly become productive.

## IBM JX can grow with your needs

The new IBM JX is not only easy enough to be your first small business computer — but powerful enough to be the only one you may

ever need.

It's designed to grow with you with standard interfaces that enable it to accept a wide variety of add-ons — including future technology yet to be realised. You can grow memory — up to 512KB. Add data communications capability and create an economical cluster of JX's with an IBM PC XT or PC AT.

It's also easy to attach any of a wide range of printers for correspondence or graphics.

And because the IBM JX has numerous ports and interfaces, you can add a 5.25 inch PC-compatible disk drive, a light pen, joysticks or a mouse to help you control your cursor on the JX screen.

Most importantly, you can be confident that because this computer comes from IBM it will adapt to your needs as they change and grow.

## New 3.5 inch diskettes

The JX is the first IBM computer to use the advanced new 3.5 inch diskettes — hailed as the storage medium of the future. They may be only one third the size of a conventional diskette, but they hold the same amount of data.

And just as important, the diskette itself is protected inside a rigid plastic case, safe from dust, scratches and fingerprints.

## High-Resolution, 16 colour display — standard

The IBM JX monitor provides a bright,

clear image for both text and colour graphics. IBM achieved this by treating the screen with a special non-glare material that doesn't reflect room lights. The dots that make up the image are very small, so the resolution is very clear.

In medium resolution mode the IBM JX monitor produces 16 colours at one time for impressive colour graphics. In high resolution mode it produces four colours. A triple-chord speaker is built in. For good measure, the monitor is metal-clad for ruggedness.

## Choose the keyboard that suits you

The IBM JX offers you the choice of two precision-touch keyboards. They both use the proven IBM Selectric typewriter layout to help make typing quicker and more comfortable; both have an infra-red remote option.

## Choose the power and performance you need

Your authorized IBM dealer can show you how easy it is to put together a JX system that meets your needs now and as far into the future as you want to plan. Remember, whatever you decide, you'll always value the assurance and support that owning an IBM product can bring. The IBM JX Personal Computer. The waiting is over. See your authorized IBM dealer now.

