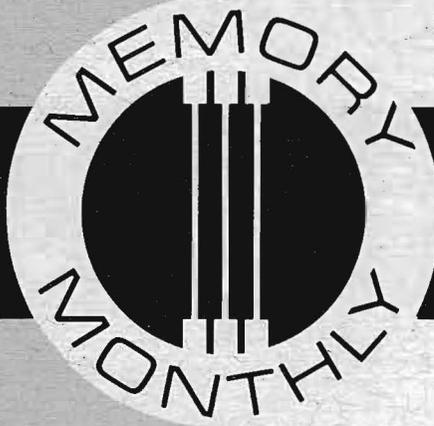


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BROKER - TRIFOLD



BSM CORPORATION NEWSLETTER

Vol. 2, No. 3, 1992

BSM Upgrades TriCom Inc.

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BSM Corp.
632 Pratt Ave. N.
Schaumburg, IL
60193

800/899-4BSM
708/980-6800
708/980-6834

When TriCom needed to upgrade their 3090 200E with a cost effective, high quality memory alternative, BSM storage was the obvious choice.

TriCom, located in Troy, Michigan's high-tech I-75 corridor, provides a full-service facility devoted exclusively to Computer Aided Engineering. They specialize in CAD systems management for businesses who utilize design engineering. TriCom's CAD Center is a high-security facility, with fully-equipped workstations for their clients' designers. Connected to their IBM* mainframe, the workstations run on industry standard software such as CADAM* and CATIA*. TriCom also provides optional services, which include plotting, data conversions, CATIA training and GM Net Communications. They offer a way to expand their clients' CAD capabilities without tying up a fortune in capital investment.

When Tricom signed on a large outsourcing contract, with a leader in the aerospace industry, they realized an expanded and main memory upgrade was needed in the very near future. Tricom needed a cost effective memory alternative, but also needed guaranteed reliability. BSM was the logical solution.

Mark Hulseberg, BSM's Marketing Director, worked extensively with Pam Hoban, Vice President of Tricom, to ensure a smooth installation of 256 megs of expanded memory and 128 megs of main storage. The install was done quickly and efficiently.

The end result is Tricom can effectively increase their workload tremendously, without risk to their present clientele.

Adding main and expanded storage on their mainframe was such a profitable venture for Tricom, that they are now seriously considering doubling their machine size, along with more BSM memory!

BSM is looking forward to a long-term relationship with TriCom.

* IBM is a trademark of International Business Machines, Inc.
★ CADAM is a trademark of CADAM, Inc.
✧ CATIA is a trademark of Dassault Systems.



OUR FOCUS ON



C A N A D A

The Foreign Commercial Service of the United States Embassy in Ottawa is organizing a USA Showcase Catalog Exhibition at the 1992 Canadian High Technology Show, scheduled for May 5 - 6, 1992 at Lansdowne Park in Ottawa. The USA Showcase will be on display in the main exhibition hall of this show. Information on BSM Corp's products will be on display.

The 1992 Canadian High Technology Show is by invitation only. Over 15,000 private and public sector Canadian high technology buyers, agents and distributors will receive an invitation. Please call us on our toll free number, 800/899-4BSM, if you would like to attend.

BSM Corporation has been working extensively with Canadian Customs, to get BSM products labeled duty-free, as per the US - Canada free trade agreement. BSM guarantees, if our products aren't duty-free by the time of an upgrade, we will pay for the duty.

Being duty-free, would be a tremendous cost savings, on top of the fact that BSM is already a high quality, cost effective memory alternative.

BSM works closely with the Canadian maintenance company, Circle Computer Services. Circle's corporate office is located in Brampton, Ontario, 416/792-1747. Please call Jeff Day for complete maintenance options on BSM memory.

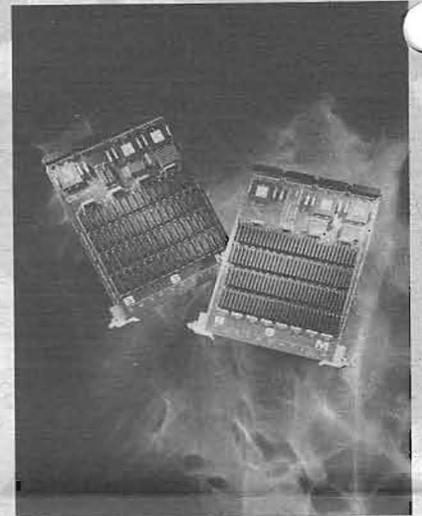
Made in the U. S. A.

In design and manufacturing, strict standards maintain the high quality of BSM products. We use the finest chips available. All of our components and assemblies are manufactured in the United States. Highest reliability is achieved by using the latest technology available.

BSM believes in American quality. American's do design the finest electronic components in the world! And American products are not necessarily always high priced. Paul Bishop, Vice President of Research and Development, has done his own research on American components. Paul has very rigid standards, and as a result, only the best go on BSM products.

BSM products let you get more life out of the computer you've already invested in. We use only the most superior American manufactured memory chips. This, plus decades of engineering experience with IBM water-cooled CPU's combine to deliver highest quality, market proven products. Best of all, our products are available to you at a realistic price. BSM has gained world-wide respect in the industry for craftsmanship and reliability. We do more than what is expected; we do our best.

What advantages does BSM memory offer over it's competitors? BSM does not adversely modify the 3090 mainframe. Our memory plugs right in with no added power supplies. We utilize all of IBM's hardware and microcode. We even use IBM control cards. Special dram chips are used in our main storage. This allows us to keep bits from the same line of memory in separate modules. Therefore, if a whole memory chip fails, only single bit errors occur (transparent to customer operation). We can actually remove four memory chips from our main storage with no adverse effect on customer operation. If you ask one of our competitors to remove just one chip from their memory, it won't work.



BSM 3090 Memory Products

Both cards support a 4 bit wide data path. We use all IBM store/fetch - address/terminators to operate in each 3090 model. Our cards run on power and voltages already present in the machine. No alterations are required. All diagnostic tools are useable to isolate any errors. Basic function of our cards is like that of the IBM 'antelope' design technology.



**BSM products always
have been, and always
will be, proudly made
in the United States
of America!**



BSM at Enterprise Expo

Let's face it. Everyone likes to go to a tradeshow. Exciting new alternatives are being offered on the market everyday. Tradeshows are one of the most often used marketing tools used to gain exposure to target people. In this instance, our key targets are endusers.

Recently, the partnership of BSM Corp and Phi Delta Marketing, took us to the Anaheim Convention Center, for the Enterprise Expo tradeshow, in Anaheim, California. Marketing Reps, from both BSM Corp and Phi Delta, were on hand to display 3090 products at the BSM booth.

Potential clients zeroed in on our main attraction, the BSM Remote Support Facility, at our booth. Our very own Mark Hulseberg, along with Grant Vankerk and Greg Glotzbach from Phi Delta, linked up to one of BSM's own enduser sites. They showed how well BSM memory ran, via a SAD display.

4,953 endusers went to see what was on display at Enterprise Expo. We had visitors from all across the United States, Canada and Europe stop by the BSM booth. Mark, Grant and Greg had a great time meeting new people and discussing their memory needs.

Come and see us at the Enterprise Expo in Chicago. The show will be located at the ExpoCenter Chicago during July 14th - 16th. If you have a chance, come out and see BSM personally. Schaumburg is only 45 minutes from downtown!

BSM will also be in the 1992 AFCOM (Association for Computer Operations Management) tradeshow. The AFCOM show is located in Nashville, Tennessee, April 26-30, 1992. Hope to see you soon!



From left to right: *Grant Vankerk, Mark Hulseberg, and Greg Glotzbach.*

BSM Update....

*Do you realize that BSM not only sells and installs our own plug-compatible memory for IBM 3090 and ES/9000 mainframes, we also provide services. BSM has always been able to install and de-install machines, along with doing feature work. It keeps our technicians up to date on the whole mainframe, not just the memory. BSM prides itself on knowing as much as we can about the machines that we make our products for.

*BSM now has a Technical Consideration Data Sheet on our 3090 products. Call our toll-free number for the latest updates.

*BSM has signed a lease agreement for an IBM 9121 system, for the specific use to burn in BSM 9121 memory.

*And the best news of all.... BSM 9121 memory is very near completion. We have beta sites ready. BSM will be accepting 9121 memory orders for June 1 delivery.

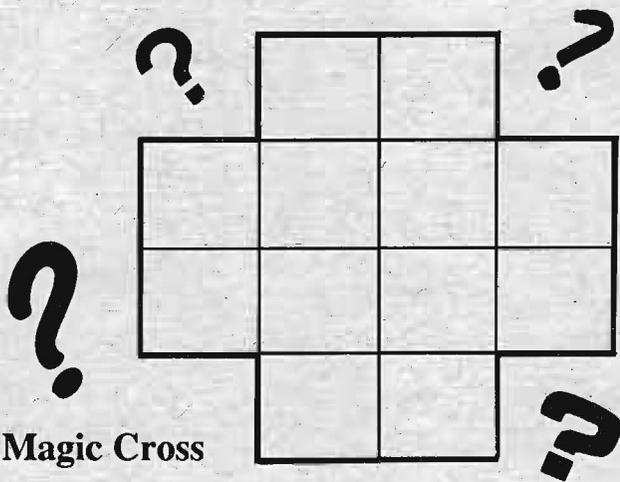


TESTING

Nothing at BSM goes into the field before it has been thoroughly - even mercilessly tested. Our on premise testing facility is busy day and night running BSM Memory cards through several steps of rigorous testing. First, emulated tests are run under full voltage and temperature bias. Then, each entire storage upgrade must pass a 168 hour burn-in procedure in one of our IBM 3090 mainframes. Furthermore, we run them in their target configuration, that is, where you want them to run. This kind of dedication to product testing has earned us a reputation for reliability. Even our competition states that BSM storage is the industry's cleanest and easiest to install and maintain. Our clients feel the same way. In fact, many of them purchased 3090 upgrades before they were even available!

In design and manufacturing, strict standards maintain the high quality of BSM products. We use highly qualified American made drums as well as U.S. manufactured components and assemblies. Highest reliability is achieved by using the latest technology available.

In short, BSM Corporation uses the finest chips and components available, manufactures its 3090 memory according to strict standards, and thoroughly tests its cards before going into the field. If you have any questions or comments, please call us at 800/899-4BSM. We look forward to hearing from you!



The Magic Cross

Can you insert the numbers 1 through 12 in the squares so that lines across and lines down all add to the total 26?

You can be a winner! Be the first person to send back this month's puzzle correctly, and win "Made in the USA", by the Made in the USA Foundation. It's the complete guide to America's finest products! Fax the answers to: 708/980-6834.

Good Luck!

Name _____

Company _____

Phone _____

THE CONTINUING ADVENTURES OF MEMORY MAN



BSM CORPORATION

632 Pratt Avenue North
Schaumburg, IL 60193 U.S.A.