

**Precise.
Powerful.
Elegant.**

**The Executive Memory.
By Sinclair.**



The Sinclair Executive Memory. The classic package with extra power.

The first principle of a pocket calculator is that its size should fit a pocket.

The second is that its styling should suit a pocket.

And the first pocket calculator to take both principles seriously is the Sinclair Executive.

No other manufacturer has approached the $\frac{3}{8}$ -inch slimness of the Executive, or produced a calculator weighing as little as $2\frac{1}{2}$ ounces.

No other manufacturer recognises so clearly that a pocket calculator is a *personal* possession – as personal as a watch or a fountain pen – and should be a pleasure to own and handle.

Not that the Sinclair Executive sacrifices function to style.

From the beginning the Executive offered a bright, 8-digit display, and a fully-floating decimal point.

From the beginning, it offered a constant.

Now the latest model adds a memory to the package of functions, and a new cool, white styling.

It's called the Executive Memory.



Sinclair Executive

Memory

CE

 Σ

8

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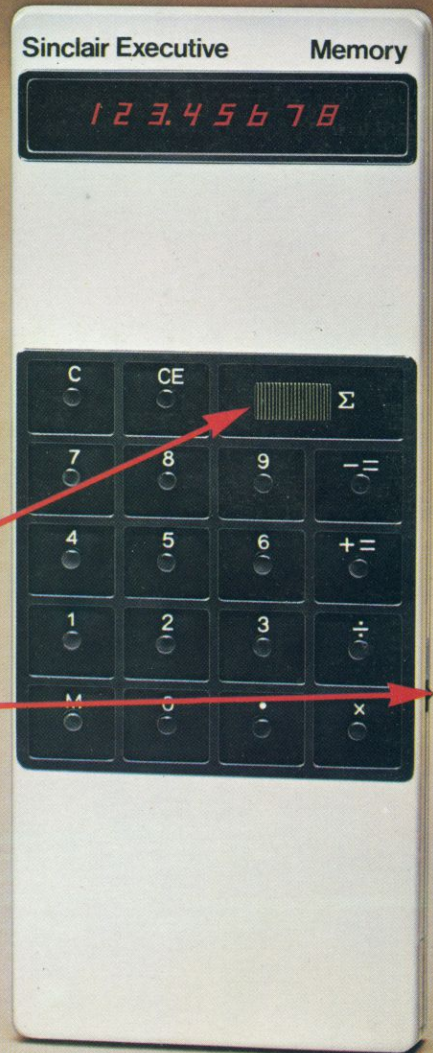
$+ =$

1

Even the most basic calculator now adds, subtracts, multiplies and divides. It's the least you'd expect.

And it's clear that 8 digits, and a decimal point that positions itself where it should be, are valuable where large numbers need to be handled accurately.

But the value of a constant is less obvious, and a memory is still comparatively rare in a pocket calculator. It may be worth explaining why a good pocket calculator should offer both.



The memory button

The constant button

A constant does the same thing over and over again.

Assume you're an American tourist in England, and £1 is worth \$2.4.

When you see a price in pounds, you'll want to multiply by 2.4 every time to convert it to dollars.

With a Sinclair Executive, you enter 2.4 X once, and press K (the constant button). Thereafter every time you enter a price in pounds, the calculator will *automatically* multiply by 2.4, and show you the price in dollars.

Shirt...£5...\$12. Tie...£2.50...\$6. You could walk round a shop with an Executive in your hand, or sort it all out in your hotel room at night. *And* convert the notes and silver left in your pocket, and the travellers' cheques in your wallet, simply by entering the pounds amount each time.

You can do the same with metric conversions. (Enter 25.4 X, and press K. Then simply enter your inches to get an answer in millimetres.)

You can do the same to add VAT or 10% sales tax to a set of prices. (Adding 10% is the same as multiplying by 1.1. Enter 1.1 X, and press K. Then simply enter the basic price to get an immediate mark-up.)

The same calculation over and over again. That's the point of a constant.

A memory keeps track of different things, one after the other.

Now suppose you've been on a breathless overseas sales trip. You're home with a pocket full of assorted currencies – \$472, DM72, L.19,000.

What's that in pounds?

On the Executive Memory, it's simple. Switch on the memory with the Σ switch.

$470 \div 2.4 = \text{£}195.83$. 195.83 goes into the memory automatically.

$72 \div 6.1 = \text{£}11.80$. 11.80 goes into the memory automatically.

$19,000 \div 1300 = \text{£}14.62$. 14.62 goes into the memory automatically.

Now press M, and the calculator adds the whole lot up. You're home with $\text{£}222.25$.

You can do the same with a stock-take. (24 gross at $\text{£}18.60$. 6,000 dozen at $\text{£}2.80$. 1,180 cartons at $\text{£}1.75$. And so on – all automatically totalled at the end.)

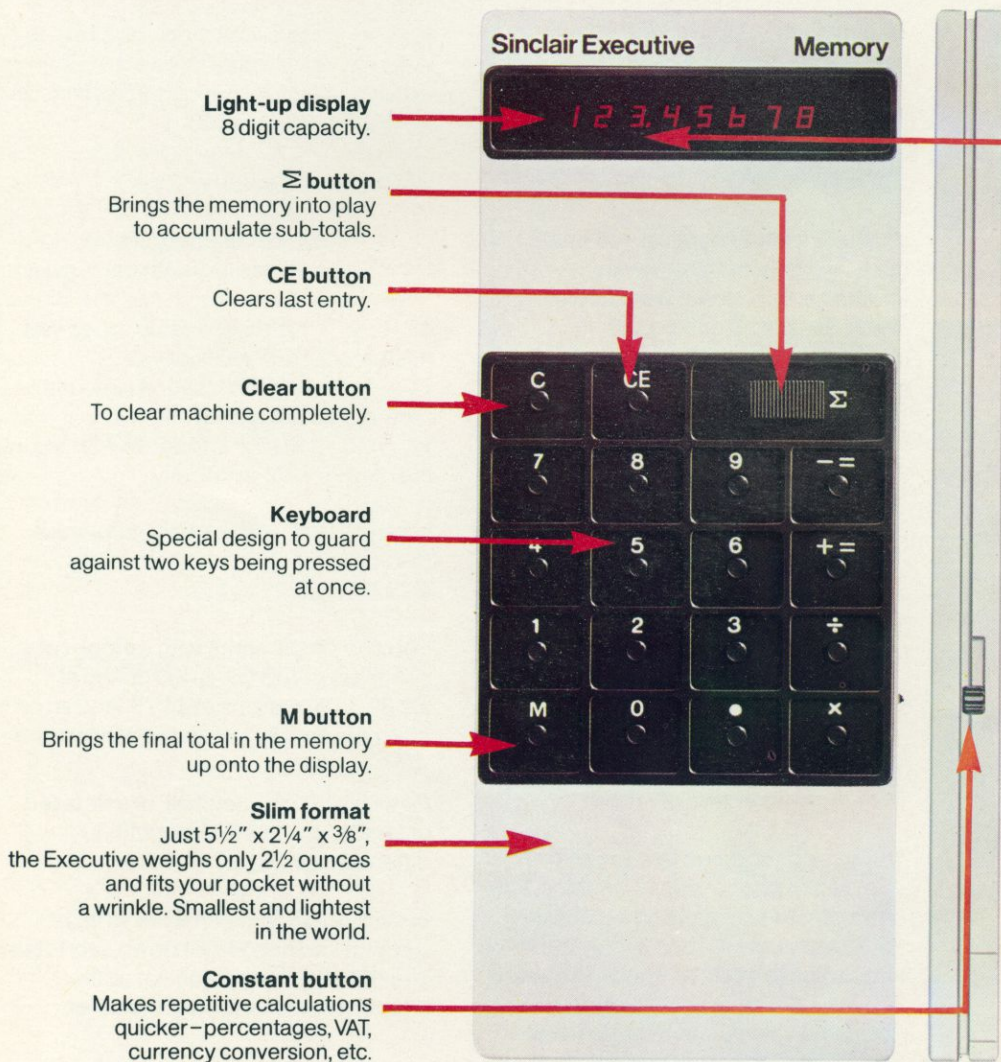
Or with a bill of quantities, or a detailed estimate, or a costs sheet with 10 different mark-ups.

In every case, you can work straight through – no need to jot down sub-totals. The memory keeps track of all the different items, one after the other.

The secret of slimness... and the features of the Executive Memory.

The Executive's brain is a 7,000-transistor integrated circuit—one of the largest ever produced for commercial use. This circuit accounts for the Executive's logic, and for the range of functions it can perform.

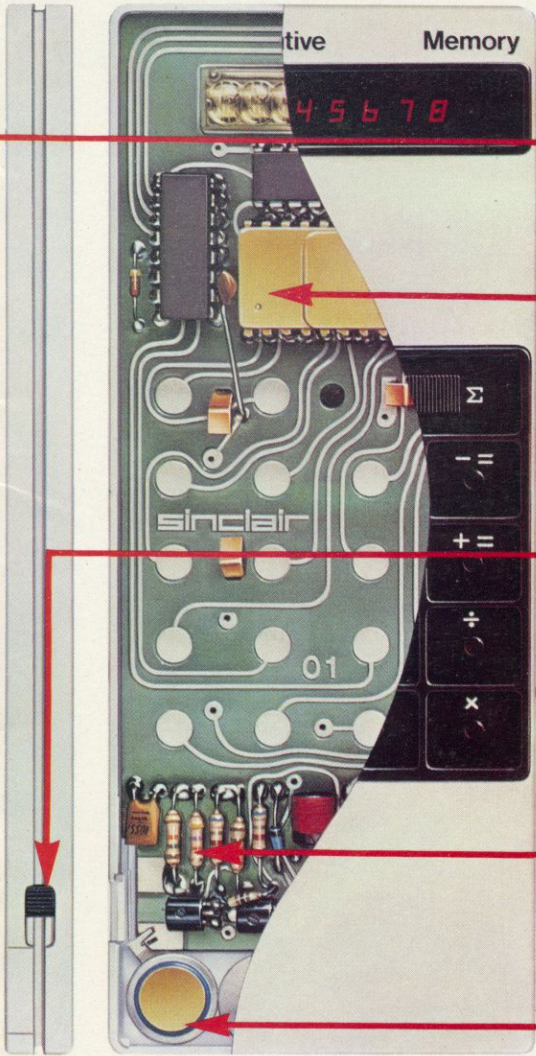
But the real genius lies in the circuitry linking the brain, the batteries, the keyboard and the display.



Circuitry soaks up power, which is why most pocket calculators need comparatively large batteries – batteries which make them both bulky and heavy.

In the Executive Memory, the Sinclair flair for miniaturisation has developed unique circuitry which absorbs virtually no power. Tiny hearing-aid batteries provide plenty of power to run the

Executive, and take up the minimum space. The result is the slimmest, lightest calculator ever developed.



Decimal point
Fully floating, positions itself automatically.

'Brain'
7,000-transistor integrated circuit.

On-off switch
With positive location.

Circuitry
Uniquely low power consumption.

Batteries
Tiny hearing-aid type. Used from time to time during the day, will last for several weeks.

Full calculating capability in a truly portable package.

Considered simply as a calculator, the Sinclair Executive Memory is excellent value. But the real breakthrough lies in the fact that you get full calculating capability in a truly portable package.

The size is such that you carry it with you all the time—just as you would a pen or a watch. You can check other people's figures, quickly and accurately... convert metrics... work out discounts, commissions, VAT... accumulate and check totals and sub-totals, wherever you happen to be.

Guaranteed performance from a British 'first'.

The Executive Memory is British-made throughout, and though it's so tiny, it carries a full 5-year guarantee—proof that when you own an Executive, you'll own the ultimate in calculators for a very long time.

Your Sinclair Executive Memory stockist:

sinclair

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