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Sunday, February 24, 2002

Computing Canada, February 15, 2002, Vol. 28 No. 4

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Quality goes in before our drawers go on

2/15/02 11:17:47 AM -

by Plesman Staff

You will recall, gentle reader, the last installment of Industry Insider in which we related the tale of the mysterious condom delivered to us by the company that was also responsible for the Quasar color television "with the works in a drawer."

Not having much use for this particular prophylactic

— for one thing it's not our colour, and of course it's much too small — we thought we'd offer it up to one of you who could answer the skill testing question "who made the Quasar color TV with the works in a drawer?".

Here are some of your responses:

Dear Insider,

Quasar works in the drawer was from MOTOROLA. And maybe the condom

reference, was that the condom is used for "YOUR WORKS IN YOUR DRAWERS!"

steve.lewinsky@marconi.com

Dear Insider,

Hope I didn't come to late, to get the condom . . .

Motorola made the Quasar model with the "works in a drawer."

bnear@sears.ca

Dear Insider,

The Quasar color TV "with the works in a drawer" was made by Zenith.

These are of course the same people who brought us "The quality goes in before the name goes on" and in an early TV "all connections are hand soldered for reliability."

I could hear the Quasar tune playing in my head as I read the article. Thanks for the memories — whoops — memories.

Tom Hague
twh2005@hotmail.com

Dear Insider,

Quasar TVs were made by MOTOROLA, I am watching one right now . . .

Please send my condom ASAP.

I have a date tonight and I will need one! (I hope!)

Allan Thoms
athoms@sympatico.ca

Dear Insider,

It was Motorola of course . . . and they sold off Quasar to Matsushita.

Weird coincidence as I only learned that yesterday while reading an article from a business magazine.

Keep up the good work !

Kenneth Trueman
ktrueman@quazal.com

Dear Insider,

The Quasar TV was made by Motorola back in the '60s.

In the late '60s, I worked for a company called Clairtone in Rexdale. We were designing a TV using the same "works in a drawer" concept.

I suppose the next promotional package you receive will be from IBM with a "Big Blue" pill to go with the condom from Motorola!!

Ernie McPherson
erniem@eit.ca

Get some sleep

The following is from a real press release we really received. from Jetlog Corp. www.jetlog24x7.com.

The Jetlog 24x7 PowerNapping Springboard module turns the Handspring Visor handheld computer into a Power Napping Enabler. Jetlog's onboard sensor interface times Power Naps according to the most beneficial sleep stages.

"Managing tight time schedules has always been a core function of the handheld computer, and Jetlog's innovative approach will help busy, on-the-go people combat fatigue and maximize efficiency," said Rita Sharma, business development manager at Handspring.

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