

olivetti

NEWS LETTER

British Olivetti Ltd. - 30 Berkeley Square, London W1

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After the desk-top computer—the desk-top copier

Enter the Copia 105

A secretary's job is too often harassed by inconveniences. Much of this is caused by the fact that her work-station is only partly automated. Her typewriter is there for the quick letter or memo. Phone? Just at her elbow. But "Get me a copy of this, will you?" Oh dear. Down the corridor. Interminable wait for the lift. Down two floors. Ah—someone she meant to see. Queue for the copying machine. Take a few surplus copies, just in case.

No more of that

The secretary now has a third arm. A desk-top copying machine ready to hand: the Olivetti Copia 105. All she does is insert the original plus a sheet of copy paper, and ten seconds later, there's her copy—clear, sharp and dry. The Copia 105 is the only true ten-second copier.

With the introduction of the Copia 105, which uses the direct electrostatic process, Olivetti have taken a decisive step into the field of reprographics.

Intended for decentralised locations, the Olivetti Copia 105 reproduces documents printed on one side only—typescripts, letterpress, manuscripts—both originals and copies, of whatever shade or colour. It is designed to be strategically placed at key points in a work-flow system, to tackle all the day-to-day copying that is wasteful and time-consuming on a large centralised machine.

The Copia 105 is realistically priced at £129 10s. Not only that, but it is simple and accessible as well. Simple—because there are only two controls: an on/off button and a 5-position control for regulating printing density. Accessible—since it will stand on any desk-top. (Vital statistics: only 21" × 10" × 11"). In addition, the Copia 105 has a unique feature in its self-contained toner cartridge, which is easily replaceable and disposable without fuss or mess. The Copia 105 is only the start to British Olivetti's activities in reprographics. But we could hardly have had a better one.