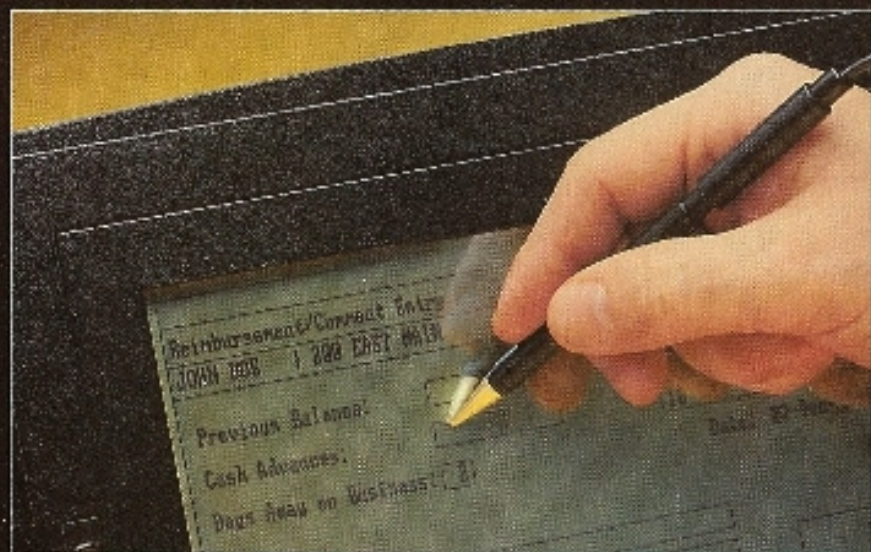


TANDY TRENDS™

A Quarterly Look At People, Places And Progress

The Next WAVE

The Future in
Personal Computers and
Consumer Electronics



Feature 4

J.W. Lee, President of Tandy Electronics' TMC Company in Masan, South Korea, was recently awarded with his country's prestigious Order of Industrial Merit Silver Medal.

Cover Story 6

What are the technologies that will shape our industry in the years to come? A brief look at Multimedia Computing, Handwriting Recognition and the Digital Compact Cassette (DCC).

Spotlight 8

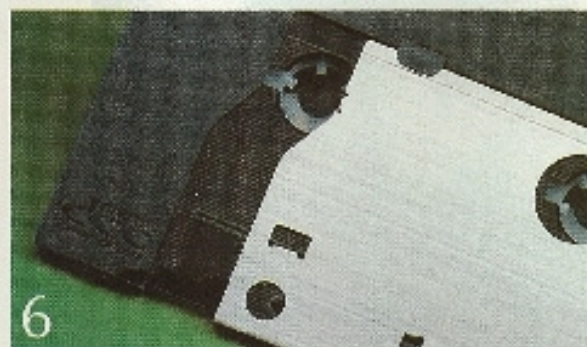
A&A International, Tandy Corporation's import/export operation, celebrates 35 years of world trade.

Special Report . . 10

Good customer service can sometimes be a tremendous challenge, but it is of vital importance to our company.

Back Cover

Tandy Corporation made a big splash at January's Consumer Electronics Show (CES) in Las Vegas with a special announcement about DCC recording.

**TANDY TRENDS**

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The Next WAVE

The New Technologies That Will Change Our Industry



Think of the products and technologies developed over the last few years that have changed our lives—revolutionary products like the VCR, the personal computer and the compact disc. Or a little further back, think of how quickly the analog cassette tape replaced reel-to-reel and 8-track tape as the recording medium of choice.

Tandy Corporation has been instrumental in the establishment of all of these technologies in the electronics marketplace. Tandy's seven worldwide R&D facilities are constantly striving to improve and refine existing technologies and to invent new, better technologies.

The technologies at right have tremendous potential, and could indeed form the basis of the products that will carry our industry into the next century.

■ Digital Compact Cassettes (DCC)

Developed in conjunction with Philips Consumer Electronics of Europe, DCC gives consumers the ability to record music and sound *digitally*. DCC recorders manufactured in the U.S. by Tandy will produce recordings with the remarkable range of CDs, free of the noise that mars conventional analog cassette recording.

DCC offers consumers key benefits. First, DCC players are designed to be compatible with standard analog cassettes, so users will not have to discard their tape libraries when they convert to DCC. Second, DCC technology was designed to allow portable DCC units to be conveniently sized. What's more, DCC player/recorders will be attractively priced to give them mass-market appeal.





John Roach

Mike Grubbs presents the
DCC prototype.

Robert McClure

Another Milestone for Tandy Corporation

Tandy once again demonstrated its leadership position in the consumer electronics industry when it unveiled a prototype of a Digital Compact Cassette (DCC) player/recorder at the 1991 Winter Consumer Electronics Show (CES) in Las Vegas.

Based on a revolutionary new digital audio encoding developed by Philips Consumer Electronics, DCC technology uses advanced digital signal processing technology to create CD-quality sound using 75% less data than the methods used for CD and DAT. This provided

the basis for development of an affordable digital recording and playback system based on existing tape technology. An innovative recording/playback head was invented to record and play digital music on DCC tapes and also play standard analog music from conventional cassette tapes.

Tandy's DCC hardware will be manufactured in the U.S. According to Robert M. McClure, president of Tandy Electronics, Tandy's advanced-technology factories in the U.S. were chosen because of their "proven experience in manufacturing and testing the latest digital technology." The DCC tapes, which have roughly the same size

and look of conventional analog cassettes, will be produced at Tandy Magnetic Media in Santa Clara, California.

DCC hardware is expected to be available in 1992. DCC units will be marketed through Radio Shack[®], McDuff[®], VideoConcepts[™] and The Edge in Electronics[™] retail stores under the Optimus[®] and Memorex[®] brand names.

McClure—along with Tandy Chairman and CEO, John Roach—is a firm believer that the breakthrough technology of DCC will be a major platform for launching new growth in the consumer electronics industry over the next decade. (See related story on page 6.)

OPTIMUS[®]

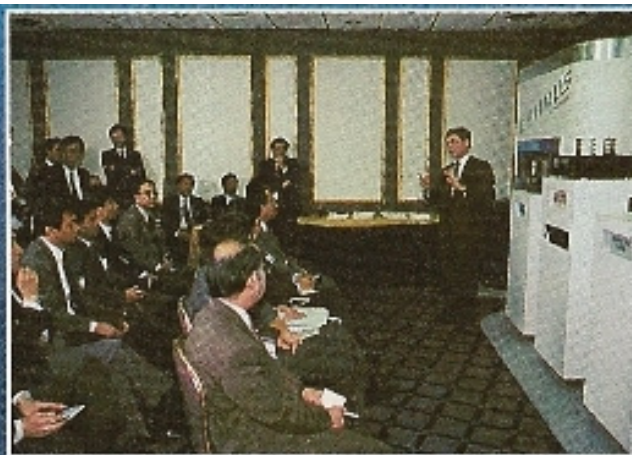
**DIGITAL
DCC
COMPACT CASSETTE**

MEMOREX[®]





John Roach

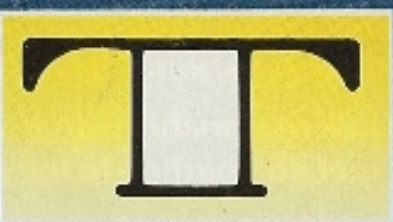


Mike Grubbs presents the DCC prototype.



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**DIGITAL
dCC**
COMPACT CASSETTE

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