

## Busicom pocket calculator

BUSICOM is the company which was able to do by separating the selling section of a computer from the Masakazu store and a Japanese computer in 1957. (A company name of those days is は日本 Computer Sale.) A

company name change will be made at BUSICOM, Inc. in 1970. .

the development in history of a calculator, such as performing joint development of INTEL and a microcomputer and completing the first microprocessor 4004 in the world in March,

1971, while the company puts BUSICOM 161 on the market, reduces the market price of a calculator of those days at a stretch by no less than 150,000 yen and starting a sensation, and a computer -- important various roles were played

It succeeds in furthering development of LSI for one tip calculators also among muslin tech companies from 1970 about a pocket calculator, and putting a pocket calculator "BUSICOM LE-120A" on the market first in the world in 1971 using the LSI.

Although the calculator of the company is now very rare, there are many attractive calculators with which all were refined very much.



### Busicom LE-120A

**(World's first pocket calculator)**

Busicom LE-120A is the first tip for one tip calculators in the world which a muslin tech company and BUSICOM developed jointly. It is the first pocket-size calculator in the world where MK6010 was carried.

In order for BUSICOM to realize pocket-size-ization of a calculator, it thought that development of the one tip LSI was indispensable, and did research and development in collaboration with the muslin tech company which is 14 persons' venture business those days. Though it was small, the muslin tech company adopted the latest technology of ion implantation, and was getting the big result those days. BUSICOM took charge of development of an operation logic portion, and it developed based on the logic of the computer "BUSICOM 120" which had already become a hot-selling product those days. In this way, the muslin tech company took charge of one tip-ization of the circuit of the made operation logic.

## Brochure of LE-120A



The time of sale Designs differ a little.



The advertisement using Asei Kobayashi who became the center of attention those days

LE-120A is not only small, but had two advanced features. One is use of a light emitting diode and another is use of single 3 batteries.

The display by the light emitting diode was put in practical use by Monsanto Co., and was the first practical use light emitting diode in the world. combining this with the one tip LSI -- the practical use pocket calculator of a dry cell drive -- completing -- "a palm -- it was put on the market in the catchphrase computer"

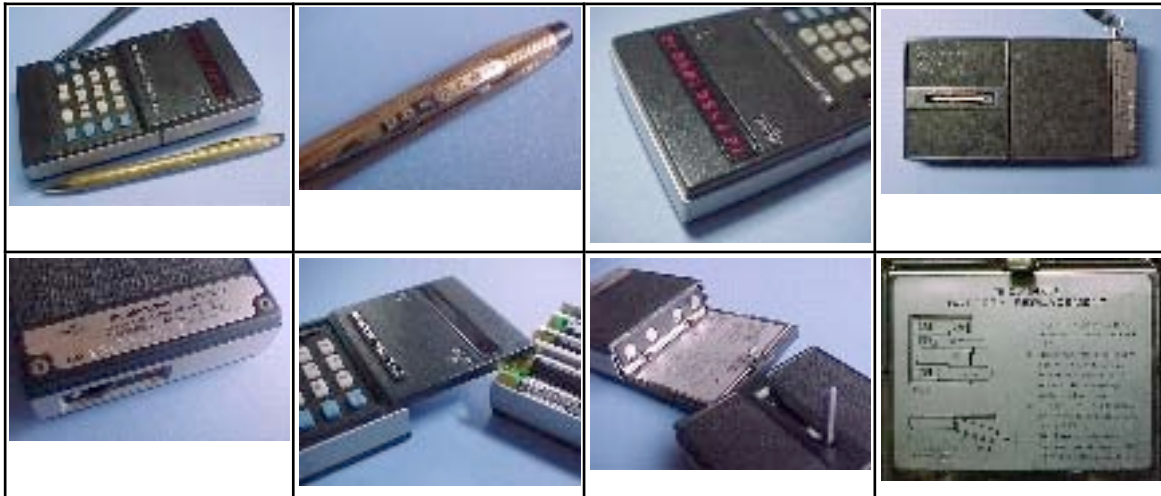
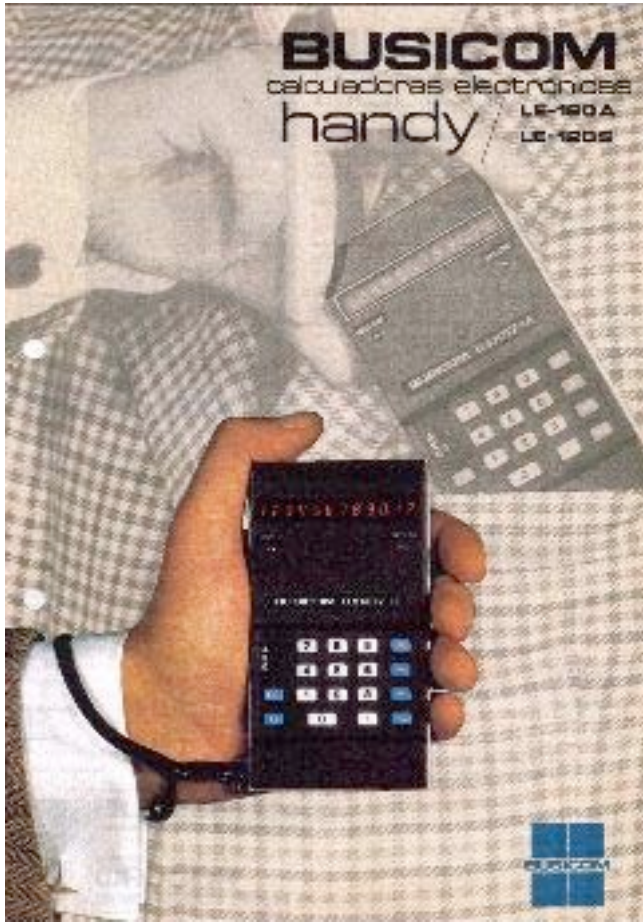
Since the big echo was called and it became the center of attention after being put on the market in January, 1971, very at an expensive price, it was not concerned with 89,800 yen, but in and outside the country (the starting salary of a college graduate of those days is 46,500 yen) sold explosively. Although it was said that Onassis, King Pahlevi of Iran and the Ofuna Lord of Greece, also purchased LE-120A in large quantities those days, possibly it purchased in large quantities as a souvenir distributed to the participant in some ceremonies.

LE-120A put power also into the miniaturization of a key from a viewpoint of a miniaturization of a calculator. Various experiments were conducted from a viewpoint of industrial anatomy of those days, and the small key which influence does not produce in calculator operation was developed. LE-120A can be called advanced calculator [ key ] at the point. However, this button was felt very small for people familiar to the big calculator of the old model. For this reason, BUSICOM attached and sold the pen for pushing a button.

Power supply Single 34 books. Size 64mm(W)-123mm(D)-22mm (H). Price 89,800 yen.



Advertisement in Spain The reverse side is written in Spanish.



Spec. of the calculator of each company at the time of LE-120A sale

	LE-120A (Busicom)	EL-8 (Sharp)	LE-120A (Busicom)	x Sacom Mini (Sanyo)
Display type	12 digits LED	8 degits degitron	12 degits Sermal print	8degits (16 degits) Nixie tube
Chip	MOS-LSI x 1	LSI x 4	LSI x 3	LSI x 4
Battery type	DC 4xAA (10 hours)	AC & DC Rechargeable (3 hours)	AC & DC Rechargeable (3 hours)	AC & DC Rechargeable (10 hours)
Power	DC:036W	AC:5.5W DC:1.1W	DC:1W	DC:3W
Size (WxHxD) Weight	64x22x123 300g(with 2 batteries)	102x70x164 720g	101x49x208 820g	135x54x222 1000g
Price	\89,800	\84,800	\87,000	\89,500