

Media Advisory - Establishment of a \$12 million Center for Magnetic Recording Research at UCSD

March 31, 1983

MEDIA ADVISORY

HOLD FOR RELEASE AFTER 11 A.M. THURSDAY, MARCH 31

EVENT: UC SAN DIEGO ANNOUNCES ESTABLISHMENT OF A \$12 MILLION CENTER FOR MAGNETIC RECORDING RESEARCH

DATE: Thursday, March 31, 1983

TIME: 10:30 a.m.

LOCATION: Office of University of California, San Diego Chancellor Richard C. Atkinson

PARTICIPANTS: Chancellor Richard C. Atkinson Dr. M. Lea Rudee, dean, UCSD Division of Engineering

BACKGROUND: UCSD is establishing the country's first center devoted exclusively to magnetic recording research with the support of an industrial consortium which includes: Control Data Corp., 3M and other major companies.

Magnetic recording is a more than \$20 billion a year industry and the key technology for information storage and retrieval. It is now perceived by industrial leaders to be of critical importance to mass storage of data for the foreseeable future. Until now, the academic research community has had no significant role in this field.

Of the \$12 million to fund the UCSD Center, \$11 million will come from industry, with UCSD providing \$1 million, land for a building and four faculty members.

For more information contact: Paul Lowenberg, 452-3120

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