



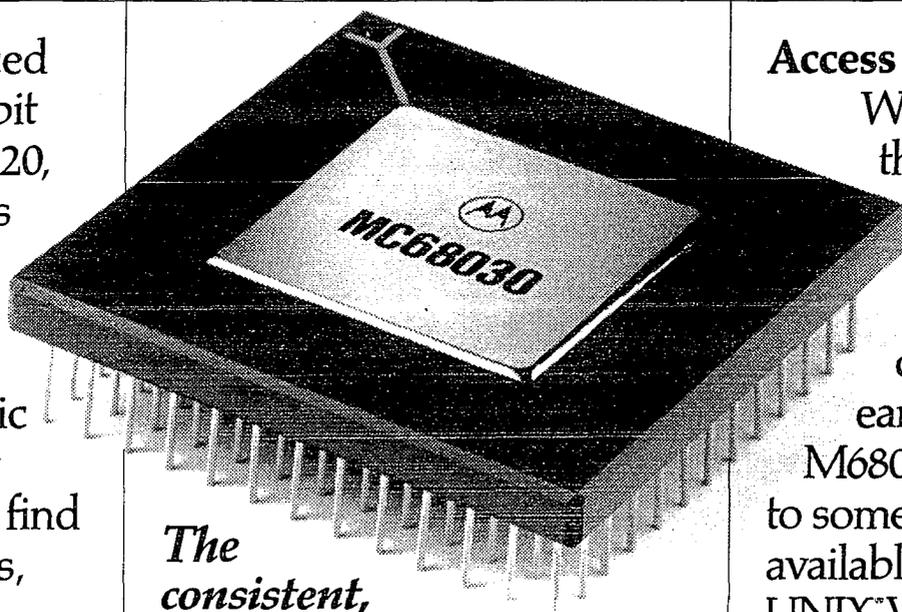
Introducing the 2nd generation of the world's most powerful microprocessor.

Motorola introduced the world's first real 32-bit microprocessor, the 68020, in 1984. Since then it has been chosen for over two-thirds of the world's most powerful computers and electronic systems based on 32-bit MPU technology. You'll find it in the leading business, factory automation and graphics systems... and many, many more.

Today, we're delivering a faster, more powerful 2nd generation of that success, the 68030.

Meet the 68030—delivering the highest performance.

The MC68030 (we call it the oh thirty) introduces features on-chip that reduce the number of system support chips and increase microprocessor throughput. The 030 even squeezes extra performance from slower, less expensive memory chips.



The consistent, elegant architecture of the M68000 Family assures the smooth transition of power, speed and functionality from one product generation to the next.

As a result, its performance is double the industry-leading 68020. The 030 creates new opportunities for manufacturers of everything from personal workstations to supercomputers for developing smaller, faster, more powerful and less expensive 32-bit systems.

Access to more markets.

Where can you take oh thirty-based products to market successfully? Thanks to its cost-effectiveness, to its compatibility with the earlier 16- and 32-bit M68000 Family MPUs, and to some \$12 billion worth of available software including UNIX[®] V.3 and MS-DOS[™], the 68030 will successfully take you where you want to go.

The microprocessor family to build on.

We said compatibility. Well, that's vital to another aspect of product design. Past, present and future, M68000 Family MPUs are compatible. That way, products can quickly and easily advance from generation to generation.

Choose Motorola now, not just for what the 030 can do, but for what you'll be able to do later.

UNIX is a registered trademark of AT&T.
MS-DOS is a trademark of Microsoft Corporation.

