

P R E S S C U T T I N G S

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for 40 per cent of total office costs," and added "in the flat, no-growth business environment-predicted for the US and UK economies for the foreseeable future, the management sector will be a shrinking one."

S. BANKERS MEET BY COMPUTER

Computers eased the world's first viewdata-based conference management meeting held in Manchester in May.

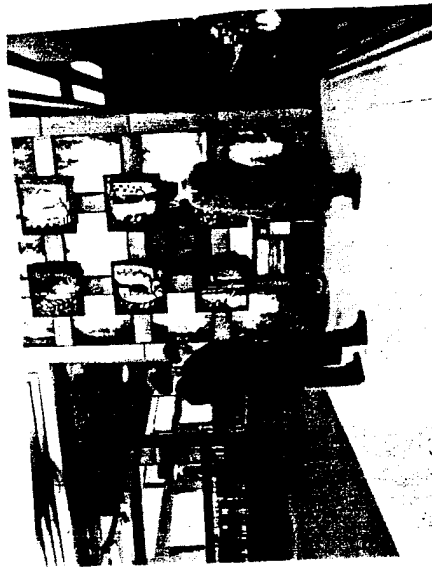
It allows hotel management, inference organisers and delegates to get access to a comprehensive range of information through viewdata terminals. No training in its use is required.

Its many elements include room allocations, delegate lists and room numbers, urgent messages, a Newsreel (e.g. latest City News) and even advertising, as well as the organiser's individual requirements.

Computers managing director Mike Aldrich was himself a speaker at the meeting, addressing the problem of office productivity.

He said: "5 per cent of top management usually accounts

Computers had explored the whole area of office productivity, and came up with 'the office revolution', which integrates various technologies, in particular Viewdata, to provide a highly efficient information network.



Left: a typical conference agenda. Right: a viewdata television displays the information in the hotel lobby.

| ABAL CONFERENCE 1981 | |
|----------------------|--|
| 7.30- 8.30 | BREAKFAST |
| 8.30- 9.15 | Bank Management Simulator Session 2 |
| 9.15-10.15 | CHAPS Status Report |
| 10.15-10.30 | COFFEE |
| 10.30-12.00 | Same Day Settlement |
| 12.15-12.45 | COCKTAILS |
| 1.00- 2.30 | LUNCH |
| PRESS 0 TO EXIT | |



Pictured during the Mastermind award ceremony are Marilyn Taylor, winner, Derek Wine of Dublin Maccabi, Magnus Magnusson, and managing director Michael Aldrich.

VIEWDATA SCORES MASTERMIND

A viewdata television was used to score Ireland's first-ever All-Winners Mastermind and Schools Top of the Form final, which was sponsored by Redifusion Computers. Magnus Magnusson was question master.

Based on the BBC's popular television and radio programmes, the event was held at the Dublin Maccabi's clubhouse on May 3.

The scoring for both competitions was done on a Redifusion Computers (Ireland) Viewdata system with a colour TV monitor located on stage so that the audience could see at a glance each contestant's score.

Extract from SCAN
SUMMER 1981

A bright future for private viewdata sales

AS public Prestel sales start to take off, private viewdata systems — easy-to-use confidential company databanks — are already booming business.

Computer maker Modcomp, for example, has just introduced its Viewmax system which it hopes will earn millions.

Viewmax is, according to a Modcomp spokesman, identical to Prestel but with extra features which make it easier to use.

For a start, it has an editor which makes it easier to prepare the data which appear on the screen. The difference is analogous to using a word processor instead of a conventional typewriter.

Modcomp got its first viewdata experience by designing a system for the Stock Exchange to give continuously updated displays of share prices. This is a massive system which handles 4,000 separate terminals and has to make information available very quickly.

Modcomp got the contract and designed a system which is basically similar to Prestel. It runs on one of Modcomp's own computers.

The US-owned firm supplied everything for the Stock Exchange system but the terminals — the Prestel-like TV sets.

These came from a subsidiary company, Bishopsgate Terminals, which is a joint venture between Modcomp, Hambros Bank, and keyboard maker Alphameric. Bishopsgate was set up to

meet the large market for terminals, and the figures show just how much money there is to be made out of viewdata systems — not just by the manufacturers.

Modcomp is not disclosing the exact sums, but since a full editing terminal costs between £1,500 and £2,000 and the system uses 4,000 of them, it looks as though the terminals alone for this contract cost between £4m and £8m.

Having cut its teeth on the Stock Exchange, Modcomp is now looking at supplying its private viewdata systems to hotels, travel agencies, betting shops and mail order companies.

Modcomp says that the viewdata market is "exploding." It has had an "enormous level of interest, with enough enquiries to show the level of business is really taking off."

One way of using a private viewdata system is to connect it to a company's large mainframe computer to turn an otherwise inaccessible and unfriendly database into something as easy to get information out of as a Prestel set.

All the manager has to do is to operate the database just like he would use Prestel. Since it gives him what is, to all intents and purposes, a Prestel service that no unauthorised person can get into, he can use it to store confidential company information.

He can also use it in a whole range of other ways, as suggested by the computer service

POSTEL DIRECTORY

A guide to Hongkong Viewdata

Viewdata — 'the ultimate office tool'

Vol 1, No 3 AUGUST 1981

VIEWDATA is the ultimate tool in business office communication, US bankers in Britain were told recently.

Mike Aldrich, managing director of Redifusion Computers, was speaking to the American Bankers Association of London annual conference on office productivity and the central role that management productivity plays in it.

Expanding his thesis that Viewdata was the ultimate tool in effective communication (which was central to office organisation) Aldrich said Viewdata was the first new

participatory communications medium of universal applicability since the telephone.

And he emphasised to his US audience it was already available.

Simple and inexpensive, he emphasised to the bankers, the system would be successful like electronic calculators, electric typewriters and photocopiers had been because it was easy to use and did not require behavioural changes in people.

Because of its TV component it was demonstrably familiar and non-threatening in a behavioural sense.

year for the 750-page system. On top of that users will have to provide their own Prestel-style terminals.

Redifusion Computers, the British Electric Traction subsidiary which is supplying the computer at the heart of CMG's service, claims to be the market leader in supplying company viewdata systems.

"We have sold more private viewdata systems than anyone else," Redifusion Computers' managing director Mike Aldridge said. "We have sold 30 in the UK and 20 outside."

This includes selling private viewdata systems to the Soviet Union. For example, the Moscow Health Authority is buying a Redifusion system — suitably converted to work with the Cyrillic alphabet — for a new hospital.

Aldridge explained that it is to be used as a teaching aid by putting learning programmes on it, as an encyclopaedic reference to drugs, and as a way

of storing and retrieving patients' records.

Home banking is another use a Redifusion customer is exploring.

Orders for Redifusion's viewdata system have been worth about £3½m so far and, explained Aldridge, this is only for starters. Most of the systems he has sold so far are pilot orders for bigger projects.

"And the private viewdata market is just about ready for takeoff. I know it from the orders for next year," he said. Aldridge would not disagree with Frost and Sullivan's prediction that the West European market for viewdata is going to be worth \$2.7bn by the late 80s. He is confident that Britain is well placed to get a large share of it.

"Viewdata is a multi-billion world market and the UK has a lead because Prestel took us in," he said. "It is the only working viewdata system in the world and technically we are two years ahead of everyone."

He alerted his audience to the fact that, as well as transmitting and enabling access to data and messages, it could also be used for group viewing displays during meetings or could function as a bulletin board, replacing the noticeboard and freeing the internal mail from 'no-brain' mail — "the circulars and miscellany that clog up in-trays and rubbish baskets."

Viewdata might also be used together with another device, the OCR in-tray, he pointed out.

Reprinted by kind permission of Viewdata & TV User (July 1981).

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7 AUG. 1981

Butler Cox doet onderzoek naar rol kantoortechnologie

Marktmogelijkheden, sociale aspecten

LONDEN - Butler Cox & Partners hebben namens het Engelse ministerie van Industrie en een aantal bedrijven, aangevoerd door ICL, opdracht gekregen een studie uit te voeren naar de marktmogelijkheden voor kantoortechnologie. Doel van het researchproject is niet alleen de technologische kant van de zaak maar ook aandacht te schenken aan sociale aspecten. De studie is nu halverwege en begin 1982 worden de eerste resultaten verwacht.

Naast British Telecom, ICL en Rediffusion Computers zoeken de Partners naar nog drie Engelse ondernemingen om financieel deel te nemen. Het ministerie draagt vijftig procent bij van de ruim twaalf miljoen gulden die het budget bevat en de zes deelnemers delen de resterende vijftig. Zestien andere organisaties hebben al toegezegd bij de studie assistentie te verlenen op het gebied van informatie-overdracht via tekst, data, stem of beeld en bij het gebruik van terminals, kopieersystemen, telefoon, facsimile, tekstverwerkers en lokale netwerken.

Nog niet te laat

De eerste resultaten van de studie worden geëvalueerd bij zowel Engelse deelnemende bedrijven als bij de leden van de Butler Cox Foundation. De Foundation telt op dit moment tachtig leden uit het Verenigd Koninkrijk, het Europese continent en de Verenigde Staten. De deelnemende bedrijven ontvangen onder meer een driedelig deelnemersrapport met een overzicht van de stand rond de kantoorautomatisering, kantoortechnologie en een lijst met leveranciers. Tevens tracht men de strategie en bijbehorende plannen van Europese, Amerikaanse en Japanse leveranciers te vergelijken.

De assisterende bedrijven ontvangen

een gebruikersrapport. Vier maanden na uitgave van het deelnemers- en gebruikersrapport komen beide beschikbaar voor geïnteresseerde bedrijven. Volgens David Butler 'chairman' van Butler Cox en 'strategie-adviseur' voor het project bevindt de kantoorautomatisering zich in een patstelling. Ondanks activiteiten van Xerox en Wang en kreten als 'wij volgen IBM' of 'we blijven compatibel met Ethernet' acht Butler de studie niet te laat. Een vorige studie uit 1977 toonde aan dat in feite er nog niets was gedaan. Kantoorautomatisering wordt door velen beschouwd als een snel groeiende markt maar nog weinig bedrijven beschikken over een heldere kantoorstrategie en een doordachte serie produkten.

Butler Cox & Partners gaat ook de Europese activiteiten uitbreiden. Een dochtermaatschappij gaat binnenkort vanuit Brussel het werk van de Foundation-leden coördineren en consultancy activiteiten verhogen. Alhoewel de naam van de topman voor de Benelux-activiteiten al bekend is, achtte David Butler desgevraagd de tijd voor publicatie nog niet rijp. Voor alle informatie over het researchproject en de nieuwe Benelux-organisatie kan men contact opnemen met David Butler, Morley House, 26-30 Holborn Viaduct, Londen EC1A 2BP, telefonisch onder nummer (01)-5 83 93 81 te bereiken.

Computer appointment

With the establishment by Rediffusion Computers Limited of a consultancy service group,

Mr. Peter Dodds has been appointed to head the group as Manager, Consultancy Services.

Mr. Dodds has over 20 years experience in the computer business and joined Rediffusion from Atlantic Container Line where he was Assistant director of management services.

He expects his new group to be concentrating on viewdata-based projects, an area where Rediffusion Computers Limited has established a position as market leader.

Extract from
Computing, London

13 AUG 1981



Judge - Michael Aldrich

Attention budding writers

Can dp managers write? The question is not intended to be insulting, but it is sparked by the fact that the Institute of Data Processing Management (IDPM) and Langton Information Systems have just extended the closing date of their essay competition.

Holiday scribblers now have until August 31 to send in their entries on 'Home tv - the computer terminal of the future'.

There are already 'a goodly number' of entrants, the IDPM's Margot Dunn told Backbytes, 'including one from a 14-year-old'. But it seems unlikely that the judges, Prestel's Richard Hooper, Michael Aldrich of Rediffusion and David Fairbairn of the National Computing Centre will have to set a great deal of their time aside.

31 JUL 1981

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Euro MP tries out new Rediffusion product

WEST Sussex's Euro MP Madron Seligman has toured Rediffusion computers and watched a demonstration of their viewdata system.

During his visit to the Kelvin Way, Crawley company, Mr Seligman was also shown some new computers to be released in the autumn.



● MR MADRON SELIGMAN, a member of the European Parliament, paid a visit to Rediffusion Computer in Kelvin Way, Crawley, to see some of its new products. He is pictured using Rediffusion's Writawa handprint terminal, with (from the left), Mike Burdett, the company's product marketing manager, Mike Aldridge, managing director, and Mike McCormac, products promotions manager.

After an introduction to Rediffusion and its world-wide activities, Mr Seligman watched a demonstration of its private Viewdata system and new products which are to be released in the autumn.

Extract from
Crawley Advertiser
14.8.1981.



Kelso: vice-chairman of Barclays Bank, Mr Roy Vine, samples life at Rediffusion Computers in Kelvin Way. His hosts first showed him Viewdata, the computer-controlled television infor-

mation system and its applications. Then Mr Vine went on to inspect Rediffusion Simulation.

Barclays Bank has installed a Rediffusion Viewdata Plus system which is used for computer-assisted training.

BET

NEWSLETTER

No. 24, Volume 12, 14th August 1981

Visit for Rediffusion Computers

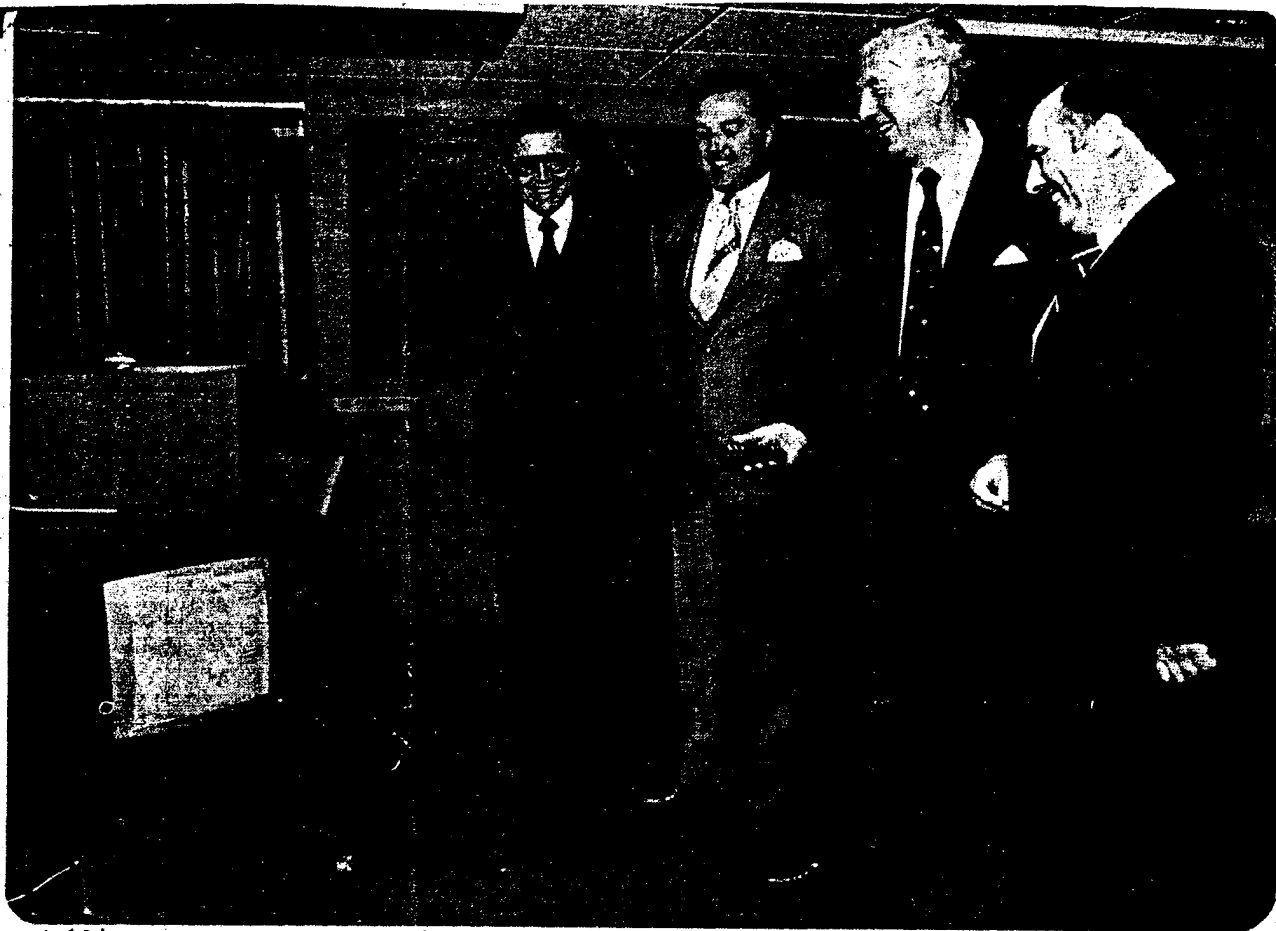
Following in the steps of Kenneth Baker MP, Minister of Information Technology and Peter Hordern MP for Horsham and Crawley, Madron Seligman, a member of the European Parliament visited Rediffusion Computers Limited on Tuesday July 14th.

After an introduction to the company and its worldwide activities, Seligman was given a demonstration of Rediffusion's private Viewdata system and new products which are to be released in the Autumn.

Pictured using Rediffusion's Writaway handprint terminal is Madron Seligman with, left to right, Mike Burdett, product marketing manager, Mike Aldrich, Managing Director and Mike McCormac, product promotions manager.



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ROY VINE, vice-chairman of Barclays Bank Ltd., visited the Crawley headquarters of Rediffusion Computers recently.

The visit was to inform him about Rediffusion's Integrated Office Systems activities and to acquaint him with the company's future developments of viewdata products. After the presentation and demonstration of viewdata and office products, Mr. Vine visited Rediffusion Simulation Ltd.

The bank has installed a Rediffusion Viewdata Plus system. TVs are located in 32 of their branches for computer-assisted training.

Pictured operating the keypad is Mr. Vine with Rediffusion personnel, left to right: David Laurie, financial branch manager; Ken Coulter, general manager, marketing; and Michael Aldrich, managing director.

● Ealing, Hammersmith and Houn-

slow Area Health Authority has ordered two R1800 Series compact office systems from Rediffusion. The contract is worth £112,000.

The two systems will be installed in the supplies departments, one at North Hammersmith district, the other system at Ealing district. The R1800 Series systems will be used for stores control and data capture for the treasury departments.