EXHIBITIONS IN USSR

As a necessary pre-requisite to the company's marketing operations in the USSR and, undoubtedly a major contribution to its success, attendance at one or two exhibitions a year is both a pleasure and hard work for the Soviet team.

It is at exhibitions that the company has the chance to demonstrate the equipment's facilities and sophisticated features to a wide spectrum of management and specialists from all over the Soviet Union. This year's exhibition, SVIAZ '81, was no exception, and the number of ministerial visitors received was extremely high.

The equipment on the stand, which was specially configured in anticipation of the interest shown by the Ministry of Gas, consisted of two R870 systems, on-line to each other, together with remote terminals and videotex terminals speaking over telephone lines. In addition an OCR 'B' wand and a WRITAWAY handprint recognition terminal with cyrillic display were shown. The high note of the exhibition was undoubtedly the first public showing in the world, of the new 'Teleputer' terminal, which besides creating public interest did much to clinch the Ministry of Gas order. It was particularly appropriate that Rediffusion was able to sign this contract so soon after the end of the exhibition.

Success is never one-sided.

and exhibitions which are so essential to a Soviet operation, are another reminder that many other people and organisations, both internally and externally, have their part to play, from the factory personnel who build the anonymous system for export through to shippers, exhibition organisers, and all the people involved in systems support, maintenance and training.

V/O ELECTRONORGTECHNIKA — is the foreign trade organisation responsible for the import and export of all computer systems for the USSR.

Their responsibility is to represent the interests of the end-user in the selection of the computer system, the supplier, and in the legal and commercial considerations resulting in the final contract and its implementation. In the normal way this task would be complex, but by the time it is compounded by the fact that suppliers can come from many countries with different languages, customs, formalities, terms and conditions, it will be appreciated that their job is far from enviable.

Consequently, Rediffusion are pleased that they have been able to build up with V/O Electronorgtechnika a mutual relationship of understanding and trust over the past four years, which has resulted in many contracts being awarded to the company.

Pictured on the Rediffusion Computers' stand at SVIAZ '81 exhibition are l to r H.M. Ambassador to the Soviet Union, Sir Curtis Keeble, KCMG; Barry Roberts — general manager, international marketing and Ken Seabrook — general manager Soviet operations both of Rediffusion Computers.

Pictured visiting the Rediffusion stand at SVIAZ '81 which was held in Moscow last September are a delegation from the Ministry of Gas.
(Photograph taken by Jon Rose, a member of international marketing)

CZECHOSLOVAKIA
£300K of Orders at Brno Fair

Rediffusion Computers' Czechoslovakian marketing operation had another successful year at the Brno International Engineering Fair last September. The exhibition is the major landmark in the Czech business calendar for companies marketing there and, traditionally, a substantial proportion of business is contracted at the fair.

For Rediffusion, this year's exhibition was of particular importance because it saw the launch of the new System Alpha 'Teleputer' intelligent micro terminal. This preceded the UK launch by one week, such is the importance the company attaches to the Brno Fair.

The 'Teleputer' system aroused enormous interest and the prospects for substantial sales in 1982 are excellent. Roger Landau, general manager for the CSSR, thinks the market is right for this type of videotex system because the Czech government is tightening its embargo on the classical key-to-disk system to allow greater scope for penetration of its own domestic products. He is confident that the System Alpha range of videotex terminals will sell extremely well as there is no direct local competition.

An order for one 'Teleputer' system was taken on the stand and will be installed at UVVTR in Prague, who are the Research Institute for Computer Usage in Management — an important body recommending equipment to Czech industry. Landau regards this contract as a step in the right direction for cementing future Czech sales.

Orders were signed to the value of £300,000. These included four new systems bringing the total number of systems in CSSR to 115.

CSAD USTI NAD LABEM, the Czech road transport company, contracted to buy an R300/70 data entry system with 10

terminals and 33MB disk.

GEOFOND of Bratislava (the Slovak division of Geoindustrial Industry) ordered an R1800/30 compact office system with three terminals and 33MB disk. This will bring their total installations to five.

CSPD of Bratislava, (the Danube River Transport Company) bought an R1800/30 with three terminals and 5MB disk.

KORAMO, Kolin is a refinery and part of the Chemopetrol Group. They contracted for an R1800/30 with eight terminals and 33MB disk. Nine Rediffusion systems are already installed in the group.

The remaining contracts are enhancements for existing equipment for Uranium Mines, Czech Savings Bank and TMS Pardubice.

Rediffusion expect to receive a further £500K of contracts before the end of 1981. These would normally have been signed at the Brno Fair but because of the embargo on imported commodities this has caused delays in the normal purchasing procedure.

In spite of the embargo, Rediffusion regards the future in CSSR as very promising. One viewdata pilot scheme is running well and two more are planned by the end of this year.

With the high technology range of viewdata and System Alpha products and more to be released during 1982, this will continue to give Rediffusion the marketing edge and further enhance their reputation as being the number one supplier of advanced information systems.

The Department of Posts & Telegraphs

The Department of Posts & Telegraphs has ordered a Rediffusion R1800 series system. It will be used for fault recording and other data entry work.

Education Time Tabling and Systems

Education Time Tabling and Systems (ETS) Ltd, has ordered a second Rediffusion minicomputer.

The bureau will be transferring the educational and commercial applications from the R1800/30 to the new R1800 computer using this as a data capture system.

Both systems will be able to 'talk' to each other and it is planned to use the R1800/30 for viewdata in training.