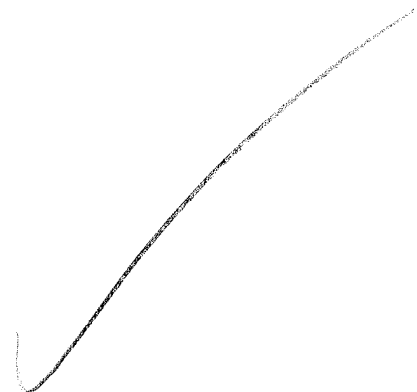


5/

PRESS CUTTINGS



PIONEERS OF ONLINE  
SHOPPING

1980

**News from**

Redifon Computers Limited

Kelvin Way, Crawley, Sussex. Tel: Crawley (0293) 31211

For further Information Contact: Beryl Hutchin, Press Officer

**R-range**

P R E S S   C U T T I N G S

January 1980

24



Redifon's R850 central processor being assembled at the Redifon plant in Crawley, Surrey

## Redifon rings up £175,000

The UK-based Berek group headlines the latest in a series of deals for computer systems valued at more than £175,000 for Redifon.

Two R850 distributed data processing systems are due for installation at Berek's Ever Ready battery factory near Telford and its torch factory in Wolverhampton.

The central processor, with 64 Kbytes memory and 5 megabytes disk, replaces Olivetti 520 data entry equipment and will prepare clean data for the group's IBM 370/148 mainframe.

Explaining the reason for the choice, Peter Wood, management services manager, commented: 'We picked Redifon because we were particularly impressed with their customer engineering support and flexible software, and we thought it was the best buy.'

Second on the list is J H Fenner, the Hull manufacturer of power transmission products, which is installing an R300 data entry system.

In addition to handling sales invoicing, nominal and purchase ledgers, payroll and

a variety of production systems, the R300 load will also include work for Fenamec, a subsidiary company.

And an R50 clustered terminal system goes to Infodes, London's latest bureau.

The Croydon company says it intends to relieve existing Redifon users of any overload data preparation.

Added a spokesman: 'We had already been working for an associated company in the Redifon group on the hardware side and thought it appropriate to select Redifon equipment.'

Extract from  
Computer Talk, London

9 JAN 1980

## Thanks for support say Redifon users

Angry Redifon users were placated by new software in record time when they aired their grievances at a public meeting and on *Computer Talk's* front page.

Just seven days after lashing their supplier for poor software and support, 95% of Redifon users were supplied with a new software release.

Redifon Users' Association chairman, Ted Brown, told

meeting we met the directors of Redifon and outlined our grievances. The meeting was very amicable and I am satisfied that the company is now doing its best to help us.

'They were full of apologies. It was mainly due to the report in *Computer Talk*.'

At the heated meeting in Crawley, at which the company had refused to appear, Brown had been among a number of

software on Redifon's top of the range R850.

'Within a week of that meeting 95% of sites were furnished with a new software release called B2/104,' said Brown.

'It has given me a speed up in tape to disk of 50% magnitude and sorting has also been improved. The changes now bring the R850 up to the standard of SeeCheck, which has superb software.

support manager at United Friendly Assurance has one SeeCheck, two R400s and one R850.

Mike Aldrich, Redifon marketing director, said that nothing had changed at Redifon.

'The transformation from the abomination of desolation to the Garden of Eden in a matter of a few hours or days is in the best traditions of British pantomime,' was the only comment he would



Our front page story on 12 December 1979

### British Sale to Russia

A computer which can work in Cyrillic and many other foreign languages has been ordered by the Soviet Union's foreign trade enterprise V/O Prodintorg.

It is the first of Redifon's new R-range of computers to be sold to the Soviet Union. V/O Prodintorg, which specialises in the import and export of foodstuffs of animal origin, such as caviar, tinned fish and crabmeat, dairy and meat products, as well as live animals (thoroughbred horses, pedigree cattle and animals for zoos), will use the R850 to control the administration and procedures relating to the commercial aspects of its activities.

The R850 will be used from the time of original contract through to the placing of orders with suppliers, collection and shipment of goods, and the receipt or payment of monies due under the contract.

### CZECH SUCCESS

Redifon Computers have had a most successful year in Czechoslovakia, as demonstrated by the orders they received on their exhibition stand at the Brno Fair in September.

Nine contracts for R-range systems were taken, to the value of £500,000 at the exhibition, establishing RCL as market leaders in the sale of distributed data entry systems. Czechoslovakia is the largest export market for the company, with a total of 80 installations in the country.



**R850 IS POPULAR IN POLAND**

*Programmers from PZU and Bank PKO, Warsaw, are pictured with Urszula Nartowicz (right), RCL installation supervisor, during their R850 conversion course.*

*Redifon Computers received three orders for R850 distributed data systems from Poland during October. These are the first Polish orders received for the R850.*

### EXTRACT FROM SCAN WINTER 1980

#### **R850 MIDDLE EAST ORDERS**

Redifon Computers announced two new orders in October, from the Middle East, for its R850 system.

One system will be going to Unitag in Bahrain — the first Redifon installation there — and two other systems to Petroleum Development (Oman). The latter order is worth over £¼ million.

#### **REDIFON AT THE HOME OF JAZZ**

Redifon Computers was the only British company participating in the Data Entry Management Association's third annual conference in New Orleans held during September.

RCL marketing director, Michael Aldrich, was a guest

speaker, and presented a paper on "Distributed Data Entry", highlighting the evolution of keyboard driven distributed data entry systems into Future Office Systems.