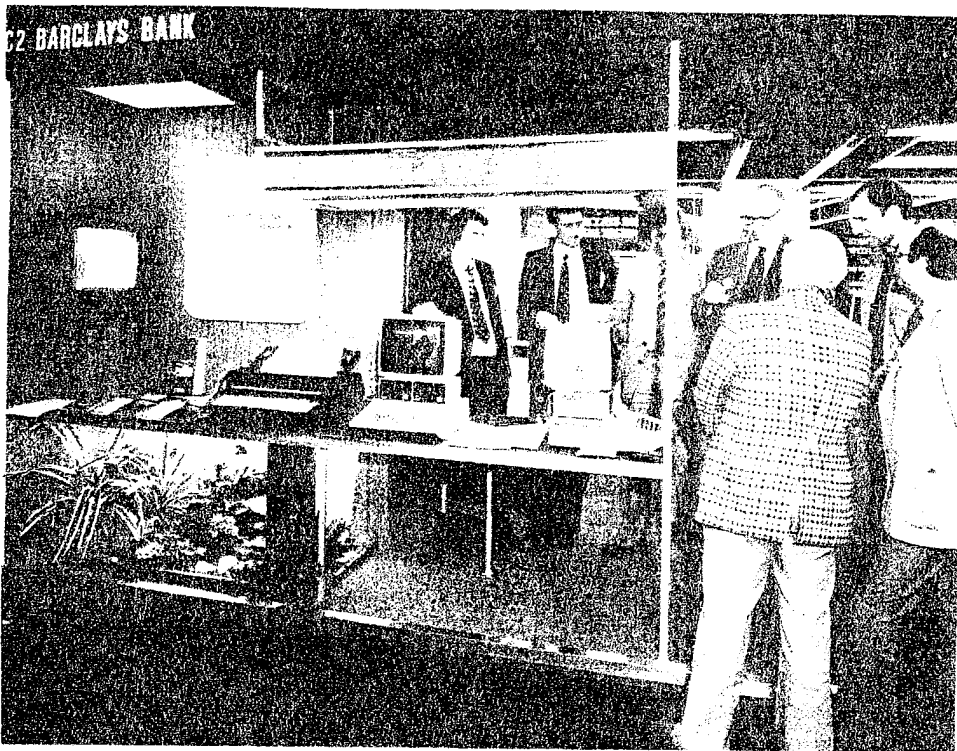


PRESS CUTTINGS

JUNE 1981

Talking to your TV set

At Micro City '81, an exhibition in Bristol devoted to microelectronics, Barclays Bank had a stand demonstrating a microcomputer-based voice input system that remotely controls a Rediffusion Viewdata television set. At the verbal command of "off" or "terminate" the set obligingly switches itself off. At the word "Barclays" it goes appropriately to the spread eagle page on the Prestel service. The voice system, which was being demonstrated in public for the first time, accepts many voices. The computer programme works in conjunction with the voice input card in one of two Apple microcomputers used and a special hardware box generates infra-red signals that remotely control the Rediffusion Viewdata television receiver. The vocabulary for several speakers includes all the buttons on the normal handset plus many other words. "Mortgage" and "exchange" automatically access Barclays Bank's private Rediffusion R800/70 Viewdata system and demonstrate mortgage repayment and exchange rate calculations respectively. The system is being shown interest by Prestel where it could be used for the handicapped.



Extract from
EDP Europa Report, London

29 MAY 1981

Following an extensive evaluation and development programme, Barclays Bank has placed an order with Redifon Computers for a Viewdata Plus computer-assisted training system. The system comprises of 32 Rediffusion MKIII Viewdata intelligent colour televisions together with a Redifon R800/70 Viewdata Plus computer configuration. It will be installed as a pilot system in branches of Barclays Bank located in the Windsor area.

Extract from
Automation, London

MAY 1981

Tesco Checkout Redifon Computers
An R50 clustered terminal system from Redifon Computers Ltd. has been installed at the Winsford centre of Tesco Stores Ltd.

Extract from
Electronics Times, London

20 MAY 1981

News Digest

Bill of health

Rediffusion Computers is to supply two R800/70 distributed data processing systems to the Area Health Authorities of Bedfordshire and Kensington, Westminster and Chelsea. The orders are worth £130,000.

Extract from

The Birmingham Post

20 JUN 1981

Date

(see Information overleaf)

SERCK: The heat transfer company has ordered Rediffusion computer systems worth £22,500.

JUN 1981

Viewdata orders

Rediffusion Computers Ltd, formerly Redifon, has announced a further £250,000 package of pilot orders for its R800/1800 systems that link intelligent TV sets and other devices to computers. The orders have come from Allied Breweries (UK) Management Services Ltd, Burton on Trent; Centre-File Ltd, Romford; Citibank NA, London; Inter-

national Commodities Clearing House, London; Lennons Group Ltd, St Helens; National Computing Centre, Manchester; Western Trust and Savings Ltd, Plymouth and a major company in the electronics industry.

Rediffusion's order book for Viewdata systems stands at around £3 million. Mike Aldrich, the firm's managing director, said that these orders represented a 'fraction of the full potential' for Viewdata systems within the client companies.

12 JUN 1981

3 JUN 1981

Sony chides TV men

By Peter Large

THE JAPANESE company Sony yesterday sneered at British TV manufacturers for lacking long-term courage. In announcing a new viewdata TV set aimed at the home, Sony accused UK firms of "losing interest" in the real future of this British invention and choosing instead the "apparently more lucrative" business field.

But Sony's commitment to the viewdata vision of the home TV set as shopping, banking, and booking centre as well as instant information computer, does not extend to the courage of being the first to break the price barrier in an attempt to win a mass market.

The new Sony 22-inch viewdata colour set costs nearly three times as much as the equivalent ordinary set. The recommended retail price (including VAT) is £1,332, with a minimum discount price put at £1,190. The price for Sony's ordinary 22-inch colour TV is £460. The real breakthrough in the domestic market may yet come from cheap adaptors plugged into any old TV.

Meanwhile, business viewdata is winning more, if small, export orders. Rediffusion Computers has sold a £318,000 system — including minicomputer and TV terminals — to the Moscow Hospital Authority.

Therefore, Russian hospitals will be using viewdata before English hospitals. One Scottish hospital region is running a viewdata experiment and the Department of Health is being prodded into using the viewdata approach to computer-based information as part of the Government's information technology campaign.

Rediffusion's viewdata systems, launched a year ago, are aimed at handling companies' own information but are based on British Telecom's pioneering public-service version, Prestel.

REDIFFUSION HIT JACKPOT

BUSINESS IS booming for one Crawley company, despite the harsh effects of the recession.

Rediffusion Computers, the second largest British owned computer manufacturer, has just sold two of its most advanced systems to Russia.

The two modern Viewdata com-

puters sold for about 250,000,000 have been installed in a Moscow Hospital, and in one of the City's foreign trade agencies.

Rediffusion, based on Crawley's industrial estate, entered the Soviet market more than four years ago and now has 24 computer systems installed in Russia.

This latest order brings the company's total figure for export sales of Viewdata systems to over £1.75 million.

View systems have also been installed in Czechoslovakia and Malaysia, and have been sold at home to finance companies, banks and other large firms.

With around £3m worth of orders on the books, it is not surprising that company officials are optimistic about the future.

"We have probably sold more private viewdata systems than anyone else, and we have many market opportunities — export prospects are good," Mr Mike Aldrich, Rediffusion's Managing Director said.

"Brighton Evening Argus"
2,6,81

Firm's Soviet deal

A CRAWLEY company is celebrating the sale of two more of its advanced computer systems to the Russians.

The £318,000 orders from Moscow bring the total number of Rediffusion's systems in the Soviet Union to 24.

The company, based on Crawley's Manor Royal Industrial Estate, is now the second largest British-owned computer manufacturer.

It first broke into the Russian market four years ago, after perfecting a special adaptor to enable its Viewdata system to work in Russian script.

Total export sales for Viewdata are now worth more than £1.75 million.

Extract from
Computerworld, London

27 MAY 1981

Meanwhile Rediffusion continues its drive behind what used to be called the Iron Curtain. Not a terribly successful curtain if Rediffusion (née Redifon) is to be believed. It has just sold £280,000 of kit to the Czechs which includes a distributed processing system to a chemical works and a data entry system for the state forestry company.

Extract from
British Business, London

Redifon's USSR viewdata
Rediffusion Computers has installed private viewdata systems at the Moscow Hospital Authority and Stankoimport a foreign trade agency for machine tools, in Moscow. Both systems use Rediffusion's Viewdata Plus R900 series computers.

Extract from
Birmingham Evening Mail

Russian computer scoop

Rediffusion Computers, the second largest British-owned computer manufacturer, has installed private viewdate systems at the Moscow Hospital Authority, and at Stankoimport, a foreign trade agency for machine tools, in Moscow. 4526

1981

Rediffusion gets USSR £1m order

Rediffusion Computers, one of the pioneers in the private viewdata market, has notched up £1 million sales in the communist bloc, with eight systems in the pipeline for Russia and two already installed.

All 10 of the systems, which will be located in Moscow, use up to 100 locally manufactured television screens linked to Rediffusion Viewdata Plus R800 series of computers using Prestel protocol.

Mike Aldrich, the firm's managing director, told *Computing* that Rediffusion had

opened up the Russian market ahead of everyone else on the strength of trade fair enquiries.

'Normally the Russians have a very limited requirement for Western technology but as yet they do not have their own viewdata system, though they do have an enormous tv industry so they have the sets to suggest viewdata.

'They are busy modernising their phone systems and will soon have a similar digitised set-up to the UK which means that the viewdata can be successful there since it de-

mands a good phone system,' continued Aldrich.

'The Russian market has been good for us so far, and we are expecting more export sales there over the next few months.'

Aldrich was not prepared to name the large-scale users in Moscow for the systems which have not yet been installed, but he did confirm that the import/export agencies who placed the orders deal with prestigious Russian companies.

The two installed systems will be used at Stankoinport,

a foreign trade agency for machine tools and at the Moscow Hospital Authority.

Aldrich reckons that the Moscow hospital application is unique since it combines a medical training function with a very security conscious doctor-only patients' record system.

Rediffusion Computers, which until recently traded under the name Redifon Computers, has also been successful in Czechoslovakia and in the Far East countries in Malaysia and the Philippines.



Mike Aldrich: the Russian market has been good for us

IBM's 3705 gets viewdata program

By Peter White

IBM has put its toe into the viewdata market in the UK with two software products running on its 3705 communications processor.

Although IBM in West Germany has already endorsed the Prestel standards with a compatible set of programs announced there (*Computing*, February 26), the UK products seem to be totally different.

The first is called Videotex Terminal Facility and runs on either a local or remote 3705 in conjunction with IBM's network control program and its network terminal option.

Although very little information is available at the moment, Tim Chapman, a specialist viewdata consultant, told *Computing*: 'It seems like IBM is offering the ability to talk to a tv set. What they are not selling is the 40

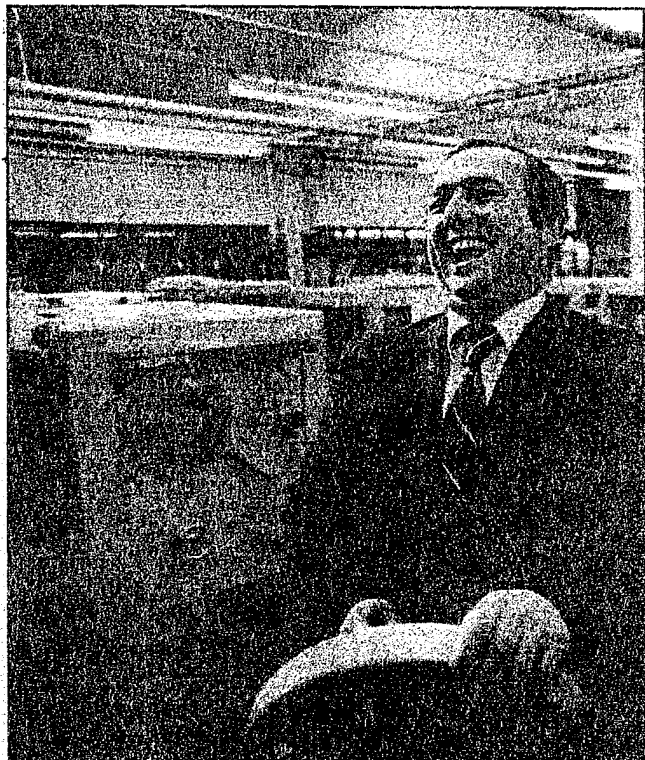
column Prestel format, or the routing software that constitutes a fully blown private viewdata system.'

The second product, Videotex Terminal Manager allows a user to be connected to different databases on a Systems Network Architecture (SNA) network. Michael Aldrich, managing director of Rediffusion Computers, told *Computing*: 'This move is a defensive one. Every one of the companies selling private viewdata products is trying to crack some

big IBM customers, and IBM is trying to keep the business.

'I don't think IBM understands the videotex (viewdata) business, but it has recognised the fact that it is going to be a multi-billion pound market and so IBM cannot afford to be left out of it,' said Aldrich.

Most experts consulted agreed that all that the IBM release described was a product which acted as a terminal handler, recognising a tv screen instead of a 3270 screen.

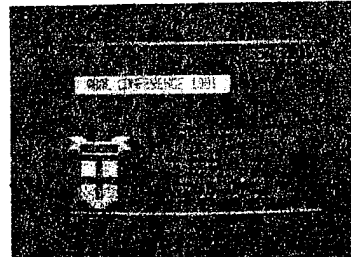
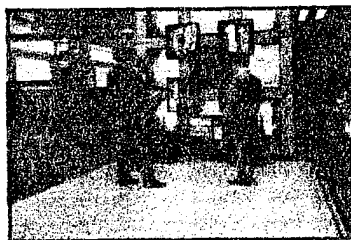


Michael Aldrich: IBM can't afford to be left out of viewdata

Extract from
Office Equipment & Furnishing, London

Delegates get instant answers

REDIFFUSION'S viewdata-based Conference Management System was used for the first time



individual conferences, a number of basic elements are always included, such as agendas, conference room allocations, excur-

at the recent American Bankers Association of London's annual conference in Winchester. It has been developed in response to the long standing need for an easy-to-use information system for conference delegates and hotel management.

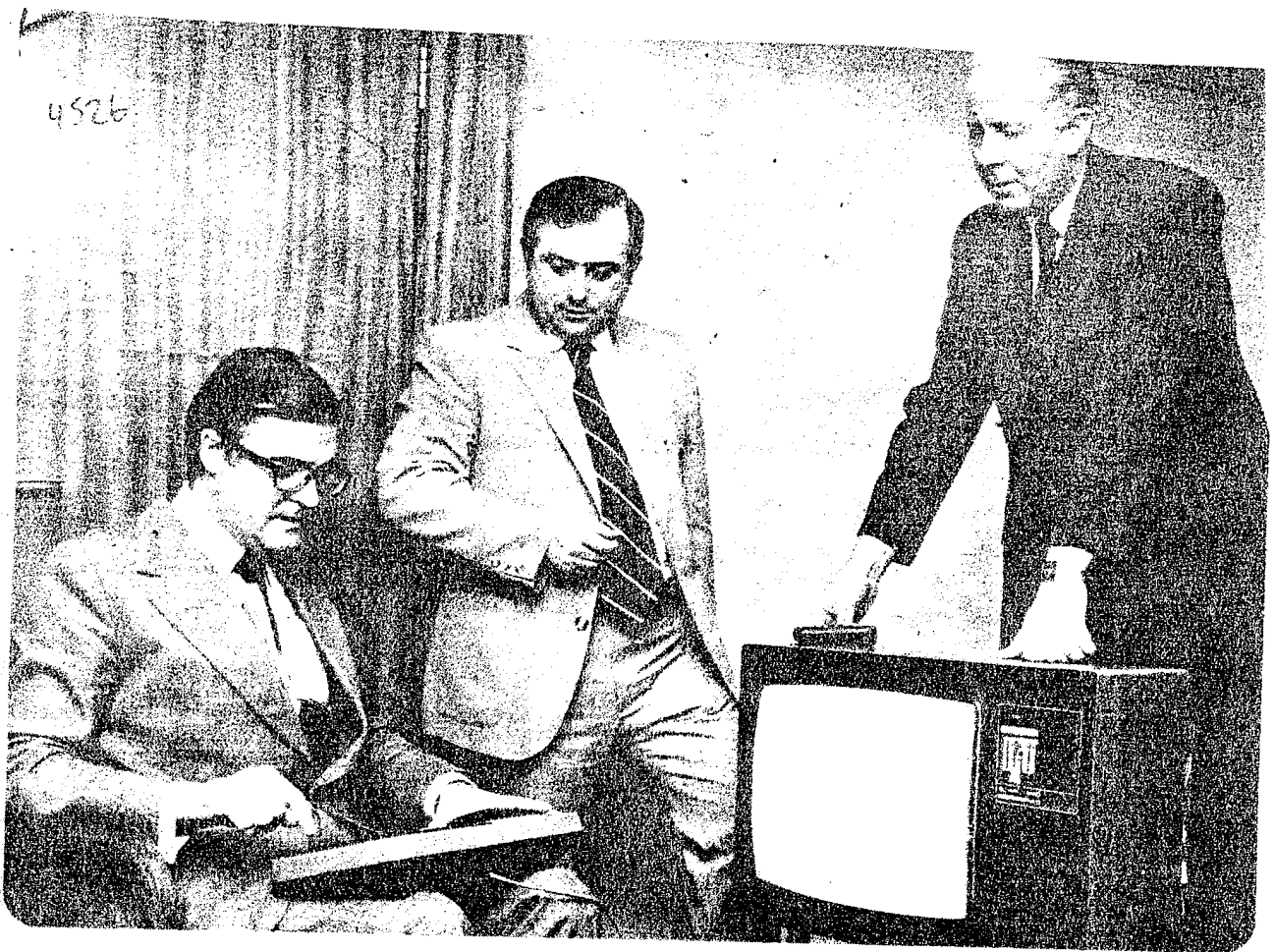
The system consists of a Viewdata Plus computer system and televisions which can be installed at a conference venue to allow delegates access to a comprehensive range of information. No special training is required to operate the system.

Although the information held can be automatically tailored to suit the specific requirements of session details, syndicate lists, newsreels, session reminders, games, advertising and both general and personal messages.

The complete system can be purchased or rented for permanent installation at a venue or hired for a specific conference.

Rediffusion Computers Ltd

12 JUN 1981



THE Government minister responsible for "information technology", Mr. Kenneth Baker, recently visited Rediffusion Computers office and factory at Crawley for a briefing on the firm's activities in the office and computer systems business.

The company has been particularly successful in the year-old market for private Viewdata systems—just one

part of the growing office systems market—with over £3 million in sales to date.

Viewdata, pioneered by the Post Office with its Prestel service, links TV sets over phone lines to computers, and the market in Europe alone is expected to be worth \$2,000 million a year, at 1980 prices, by 1989.

Rediffusion, with its interests in TV,

computers, telecommunications and simulation, is uniquely placed to capitalise on this huge potential, according to Rediffusion Computers' managing director, Mr. Mike Aldrich.

Picture shows the minister (seated) with Mr. Aldrich (centre) and Mr. Ronald Denny, Rediffusion group managing director, in the firm's Crawley demonstration centre.

Extract from Crawley & District Observer 28.5.81

Ministry man sees electronic wizardry

Extract from Crawley & District Observer, Sussex

ELECTRONIC innovators, Rediffusion Computers Ltd, are being talked about in some very high and influential circles.

For the firm played host to Mr Kenneth Baker, MP, the Government Minister responsible for all aspects of "information tech-

nology".

Mr Baker's department has an interest in modern electronic equipment ranging from computer systems and telecommunications to robotics and space. He was visiting the Rediffusion offices and factory for a briefing on the firm's activities in the office and computer systems business.

One of the company's most recent innovations, the Viewdata

system, has been particularly successful with over £3 million in sales to date.

Viewdata was introduced by the Post Office with its Prestel service, which links television sets to computers through phone lines.

The market in Europe is expected to be worth around £1,000 million a year by 1989, and Rediffusion believes it can capitalise on this.

GOVERNMENT contracts for Rediffusion's Viewdata systems could be in line for Rediffusion Computers. The Minister for Information Technology, Mr Kenneth Baker, visited the company last week.

Managing director Mike Aldrich said: "Rediffusion is uniquely placed to capitalise on the 2,000 million dollar market for TV telephone link-ups in Europe."

29 MAY 1981



MP Mr Kenneth Baker, Minister responsible for information technology takes a look at Rediffusion's Dataview systems. Company managing director, Mike Aldrich (centre) and group managing director, Ronald Denny (right) look on.

Ministry man sees electronic wizardry

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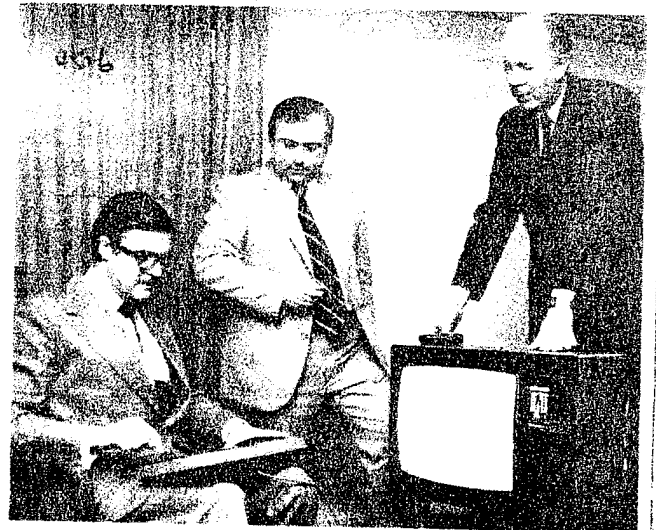
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Extract from:
COMPUTER NEWS
-London-

- - JUN 1981



Kenneth Baker, MP, the Minister responsible for all aspects of 'information technology' visiting the Crawley offices and factory of Rediffusion Computers for a briefing on the firm's activities in the office and computer systems business. Photograph shows the Minister (seated) with managing director Mike Aldrich (centre) and the Rediffusion group managing director, Ron Denny, in the firm's Crawley

Extract from
Wolverhampton Express & Star

15 JUN 1981

Computers

Paul Cooper, of Tamworth, has joined Rediffusion Computers as territory manager for the Midlands branch.

Viewdata masterminds competition

Rediffusion Computers Limited in conjunction with Rediffusion Computers (Ireland) Limited sponsored Ireland's first Viewdata All-Winners Mastermind and School Top of the Form final, with Magnus Magnusson presiding as question master.

The Top of the Form Competition was won by a team of girls representing St. Andrews College, Dublin, and they were presented with a cup by Derek Wine, Chairman of the Dublin Maccabi's clubhouse, where the event was held.

The Mastermind All-Winners contest was won by Marilyn Taylor with 41 points. Michael Aldrich, Managing Director of Rediffusion Computers Limited, presented Marilyn with a silver plated tray and tea service, and the runners-up each with a silver plated tray.

Scoring was done on a Viewdata system with a colour television monitor located on stage. Pictured left to right are: Marilyn Taylor, Derek Wine, Magnus Magnusson and Michael Aldrich.

Extract from:
JANE'S DEFENCE REVIEW

15 JUN 1981

In a move to strengthen the corporate image of the Rediffusion Group of companies, from 1 April this year Redifon Telecommunications Limited has changed its name to Rediffusion Radio Systems Limited. Its sister companies in simulation and computers have also changed name to become Rediffusion Simulation Limited and Redifon Computers Limited, respectively. It is stressed that the name change does not affect the existing management structures or trading methods of the companies concerned.

The meek inherit the markets

"THE FINEST export salesman is the person who gets off the aeroplane and kisses the ground," Mike Aldrich, managing director of Rediffusion Computers, recently told 100 or so senior managers gathered at the Administrative Staff College, Henley-on-Thames, for the 1981 Henley briefing. "The meek inherit the markets," he added.

Aldrich's point was that even in the markets for high technology capital goods, which he likened to a game of leapfrog that was intensely competitive, fast-changing and of high risk, it was the basic courtesies and integrity in building a reputation and satisfying expectations that were the keys to success in exporting.

"Establishing and maintaining a good reputation is actually more difficult than winning the technological leapfrog game," said Aldrich, whose own company "probably has a 12-month world technology lead" in integrating viewdata products and hand-print processing with word processing and computer networking.

"We are on our own at the present time with this kind of integrated technology," he said. "The task now is to merchandise our product and service and gain market penetration before the competition can get to market."

To succeed, however, it was not enough to have technology that others couldn't match; managing and satisfying customer expectation was the real basis for a solid, long term export business.



Extract from
Commerce International. London

15 JUN 1981



The annual Mastermind competition, staged at Maccabi, has now run most successfully for the past four years with the natural consequence of having produced four winners:-

Marilyn Taylor, Martin Simmons, (runner up to the late Phyllis Leon), Saul Levenson, and Joan Finkel, in chronological order. Thus arose a further issue to be determined - who among these was the "superbrain"?

With this as the object, the Rediffusion All-Winners Mastermind Final was organised. To reflect the importance of the occasion, Magnus Magnusson was brought over as question-master. A schools Top of the Form competition, which had been defunct for a number of years, was also held in conjunction with the Mastermind Final.

Those used to the format and formality of T.V. Mastermind programmes must have been surprised by Mr. Magnusson's handling of the evening. For he conducted the proceedings without that gravitas which he has on television, instead treating the contestants with a mixture of delicacy, good humour and of course his customary professionalism. He very much entered into the spirit of the evening and appeared to thoroughly enjoy the occasion.

I asked Mr. Magnusson before the competition whether he resented the fact that he was far better known for his role as a quiz-master rather than as the serious journalist and writer which he also is. He replied that he had absolutely no complaints. He enjoyed his new-found fame and it helped finance his writing.

After three rounds of questioning, Marilyn Taylor emerged the clear-cut winner with Saul Levenson just pipping Joan Finkel for second place.

The schools Tops of the Form competition comprised two teams, with Lynette Diamond, Shoshanna Golding, Melissa Crivin and Anne Barron (Captain) representing Alexandra College and Abigail Harris, Danielle Wine, Michelle White and Natalie White (Captain) representing St. Andrews College.

These two teams were selected from pre-competition heats. They were very closely matched and after a neck-and-neck struggle, St. Andrews emerged the winners by two points. So close was the finish that one felt sorry that there had to be losers.

The evening was sponsored by Rediffusion Viewdata who gave a new dimension to scoring with their television monitor, and who most generously presented a tea-service and gallery tray to Marilyn, and silver-plated trays to the runners-up.

Thanks go to Ann Ross who compiled the questions, Eric Cohen, Derek's right-hand man who also handled the sale of admission tickets, Aubrey Woolfson who generously donated pens to both schools' teams, and every one who helped or participated since the first Mastermind in 1978.

Last but by no means least, tremendous praise must go to Derek Wine, whose brain-child the Maccabi Mastermind has been, and whose dream was fulfilled when Magnus Magnusson sat on the rostrum in Maccabi and repeated the immortal phrase "I've started so I'll finish".

Awards for Data Processing Operators



Data Preparation Room at the Warren

Left to right: Pat Hardy; Lynn Graysmark; Marie Wilcock; Ann Adkins

When Rediffusion Computers Limited announced their first UK Users' Operators Keying Competition, all 23 of our data processing operators entered. The aim was to find the fastest and most accurate operator on their equipment.

The competition was in three stages – the first stage was held at the customers' sites last October and the entrants had to key formats and source documents provided by Rediffusion Computers. This involved 30 minutes keying time. Over 180 companies entered 802 operators in the competition from across the UK and from a wide range of business. The entrants included one man and a girl who is deaf and dumb.

Thirty-one operators scored over 20,000 net accurate characters per hour and were awarded Certificates of Achievement in this first stage of the competition. The scoring was computed after deducting 100 characters for every error. The net accurate character rate was over seven per second reading mixed alpha and numeric data from a document and keying the data into the system. The top 16 operators in Stage 1, achieving over 22,000 net accurate characters per hour, were awarded Certificates of Merit and went on to Stage 2 of the competition.

This next stage again took place on the user's site in November and the 16 semi-finalists had once more to key to

formats and source documents provided by Rediffusion Computers. We are very pleased to say that three of our girls went through to the semi-finals: Ann Adkins; Pat Hardy and Marie Wilcock who were placed 5th, 6th and 9th respectively. Another young lady from Excess, Lynn Graysmark, gained a Certificate of Achievement although she did not qualify for the semi-finals.

The top four qualifiers from the semi-finals took part in Stage 3 held at Rediffusion Computers' Training School in Crawley in December and the winner had a score of 28,356 characters per hour. For this, Leila Evans of Greenfield and Dixon Computer Services of Manchester won £250 and the 'Operator of the Year' Certificate. She, and the three runners-up (who won gold jewellery and Finalists' Certificates) were also given a champagne lunch and dinner by Mr Michael Aldrich, Managing Director of Rediffusion Computers.

It was a very close competition and a great pity that our girls were just pipped to the post at the semi-finals. However, we are very proud that three of the 16 semi-finalists were from Excess which was itself a record. Only one other company had two representatives in the semi-finals.

Our congratulations to Ann, Pat, Marie and Lynn and good luck to all our hard-working data preparation girls for next year!