

# ROCC

PRESS INFORMATION

M. J. ALDRICH

PRESS CUTTINGS

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# VIDEOTEX VIEWPOINT NEWS

**VIDEOTEX**

**TELETEXT**

**CABLETEXT**

The fortnightly Newsletter from the publishers of Videotex Viewpoint magazine

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## ALDRICH ON A MATURING VIA

As reported in the Stop Press of VVN 23, the first meeting of the new VIA Council elected ROCC Computers Chief Executive Mike Aldrich as their new Chairman for 1986/87. He replaces Andrew Trew who has been ill for some time and who had been Chairman since October 1984.

Mike Aldrich comes to this key role within the videotex industry with an impeccable pedigree. Not only is he Chief Executive of ROCC Computers (formerly Rediffusion Computers), by common consent one of the leading private videotex system suppliers in the world, but he is also one of the select band of 'the great and the good', renowned for his services to a wider community. In particular, he has been a vital member of ITAP - the Prime Minister's Information Technology Advisory Panel - and was regarded as the prime author of the 1982 ITAP Report on Cable Systems which led to the 1983 Cable and Broadcasting Act, and also of important sections of the 1983 ITAP Report 'Making a Business of Information' which led to the creation of CICI, the Confederation of Information Communication Industries. He is currently Vice-Chairman of the Council of Brighton Polytechnic and was President of the Institute of Information Scientists in 1984.

A person with such an illustrious background must surely have a beneficial influence on both the VIA and the industry generally.

Mike Aldrich has firm but well articulated views on where the VIA should be going and how he intends to try to ensure that it does so.

"The VIA has three particular roles to perform" Mike Aldrich told VVN :

- a) REPRESENTATION - "the VIA should be the Voice of the Videotex Industry (that is videotex, teletext and radiotext) acting as the prime interface between the industry and the Government and other

Cont/d.

He cautioned against "promoting videotex as all things to all men", believing that the industry required a policy of "orderly marketing resulting in a progressive development of products and services".

The new chairman also reflected a generally held view around the industry in discussing the UK videotex exhibition situation, stating that "we only want one show because the market cannot support two. Two events are bad and unhelpful for the industry and will lead to further fragmentation".

Although the majority of VIA members will see the sense of the new approach, Mike Aldrich recognises that there will be many who do need a specific point of contact within the Association. He is therefore establishing a couple of Help Lines to respond to members' queries, information enquiries, etc. He will therefore be announcing within the next few weeks two phone numbers; one will be a London number dealing with membership and account queries, whilst the second will deal with general information enquiries and will be located within ROCC's own premises in Crawley.

Despite of, or even because of, the changes, the industry can be assured that in Mike Aldrich's capable hands, the VIA and, as a result, the industry as a whole should develop and progress in a way that will benefit all.