

International Marketing

1979

RUSSIA

Redifon Computers' Seminar at Progress Publishers — Moscow

A one-day Seminar presented by Redifon Computers Ltd, was recently held in the theatre of Progress Publishers, Moscow, and was opened by Mr V. N. Sedyek, Managing Director.

Progress Publishers are one of the largest commercial publishers in the Soviet Union and the Company has installed an R850 distributed data processing system.

Over 150 Soviet computer specialists attended the Seminar. Ken Seabrook, General Manager, for the Soviet Union, Poland and Hungary demonstrated to them an R850 Mark III terminal over a data communications line to the R850 system installed in Progress Publishers. Attached to the terminal was a daisywheel printer. A demonstration of different types of stock control applications and management reporting packages was also given to the delegates.

CZECHOSLOVAKIA

Czech State Savings Bank orders eighth Redifon System

Czech State Savings Bank, based in Prague, Czechoslovakia has ordered an R300 data entry system to be installed in its Ostrava branch.

This is the eighth Redifon system to be installed in the Bank, and the 96th Redifon system in Czechoslovakia. The Bank was one of the first of Redifon's customers in CSSR, and this order confirms the customer's continued satisfaction with the Redifon equipment. Since there are also two systems in the Slovak Savings Bank, the total systems in CSSR is now ten.

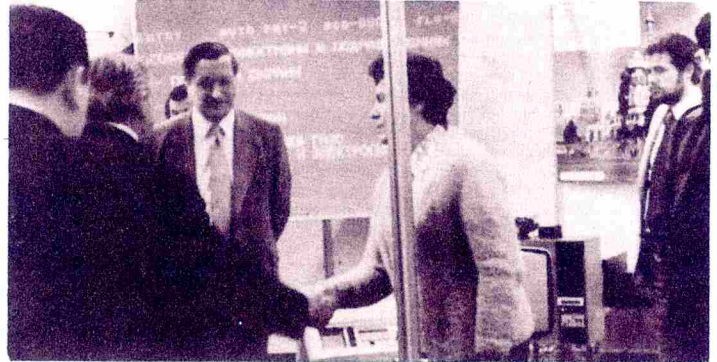
The system will be installed in a site where there is an existing Redifon system and this will be moved to the branch office Ceske Budejovice. CSSB is now fully equipped with data entry systems, with systems in Prague and all the main regional centres. The plan is for data to be communicated from all the regional centres to Prague. At present, only the Brno centre is on-line to Prague. This new order will allow Ostrava to link up to Prague, and all the other centres will be progressively linked too.

So that each delegate could see each demonstration properly these were shown on a six foot square Videobeam linked to the R850 terminal.

The afternoon session was presented by Mr. Leonard Reingold, Data Processing Manager of Progress Publishers who demonstrated his Company's financial planning package.

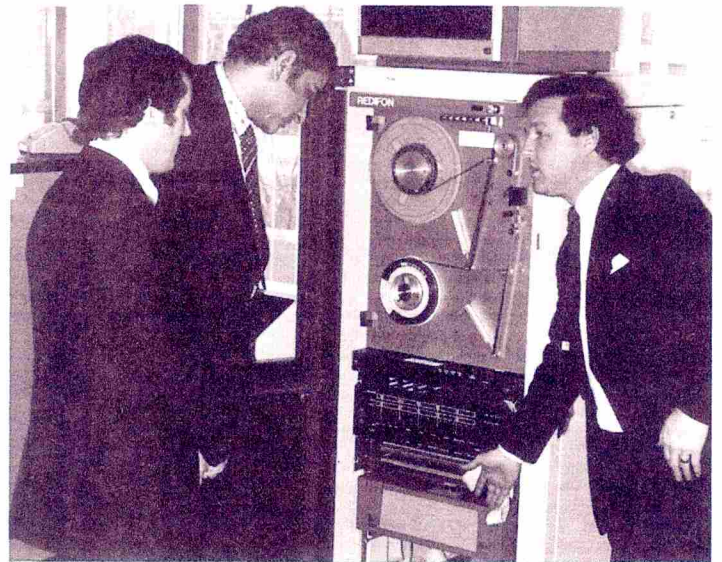
Following this well received Seminar, Mr. V. A. Brejnev, Deputy Minister of Heavy Power and Transport Construction (nephew of President Brejnev) visited Progress Publishers to see a demonstration of the Redifon R850 installation.

After thoroughly investigating the Soviet computer market place, Redifon Computers Ltd sold their first data entry system in July 1977. The Company is now firmly establishing themselves in this highly challenging marketing area with some nine installations to date.



Ken Seabrook — General Manager, for the Soviet Union, Poland and Hungary is pictured (centre) receiving another important delegation to the Redifon Computers' stand at a recent Exhibition in Moscow. In the background is the Videobeam projector which was used at the Exhibition and the Seminar at Progress Publishers, Moscow.

MIDDLE EAST



Pictured l to r are Neil Green — General Manager, Dr. A. Said of the Qatar General Petroleum Corporation and Ken Coulter — Manager, International Field Marketing Organisation, who is explaining to Dr. Said the various components of an R850 central processor.

Dr. Said was visiting Redifon Computers Ltd to discuss the future computer requirements of his Company.

POLAND



Urszula Nartowicz — Installation Supervisor, Redifon Computers Ltd, is pictured (centre) by the daisywheel printer demonstrating to a group of Polish Programmers from Polish Airlines (LOT), Maritime Computing Services Centre, Gdynia, PEKAO Bank and also Supervisors from PEKAO Bank, Warsaw, its interaction with an R850 terminal.

J. Sukiennik (left) formerly of Shipyard Komuny Paryskiej in Gdynia was responsible for the first Redifon systems to be installed in Eastern Europe in 1973.

Maritime Computer Services Centre, Gdynia are interested in the R850 system to computerise the Gdynia container terminal.