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# Most challenging market yet

After four years hard work by the Eastern European team, Ken Seabrook, Eastern European Executive, has obtained our first Russian orders. With three times the land mass of USA, and a population of 258 million, USSR offers Redifon Computers Limited the greatest challenge yet.

There is no other data entry system in the Soviet market comparable with Seecheck and since the Russians are moving into new generation computer equipment, just as the UK was in 1972, there is the opportunity to repeat our UK success story several thousand miles away. However, we are selling to a discerning customer and there are more than the usual communication and technical appraisal problems normally associated with export markets.

Investment by the company has not been restricted to marketing alone, Research and Development effort produced the Cyrillic terminal which made the breakthrough possible.

The Cyrillic alphabet, named after St. Cyril, contains more characters than the English one and requires an extended ROM (Read Only Memory) giving a 128 character set compared to the 64 character set used in UK terminals. The software has also been developed to handle 128 characters for input and output code translation. The information and operator messages displayed on the Seecheck screen are in Russian.

Mosmyasoprom, the meat processing and distribution organisation for Moscow, has ordered a Seecheck System for the collection and processing of data for approximately 700 meat orders each day. The System will produce despatch notes, invoices and statistics. The principal configuration includes Central Processor



Red Square during a parade celebrating Lenin.

with 5 Mbyte disc, six Cyrillic terminals and Serial Printer. An additional seven Cyrillic remote terminals will be located at various depots throughout Moscow for on-line entry of data.

Mosmyasoprom processes enormous quantities of meat for distribution in the Moscow area and produces 800 tons of sausages each day.

The Voronezh Ste...



The Kremlin was in the ancient Fort of Moscow and today houses many art treasures in the half dozen churches which cluster together near the Government offices. The Blagoveshchensky Cathedral, dedicated to the Annunciation, has onion towers of pure gold.



The Bolshoi Theatre, home of the world famous ballet company, is the pride of every Russian's heart.

Works, located 500 kilometres south-east of Moscow has also ordered a Seecheck System which includes twelve Cyrillic terminals, Central Processor with 5 Mbyte disc and Serial Printer. Applications include the collection of data for production control, payroll and costing. The data will subsequently be processed by a Soviet Minsk 32 mainframe.

Ken Seabrook, Eastern European Executive, believes "Now that we have achieved this breakthrough I am confident that we shall go on to achieve the reputation we have in Poland and Czechoslovakia, where we are market leaders."