

## Great deal for users

IT IS AMAZING just what bargains can be found on the back of a lorry. And Office Systems' Terry Hannington is touring the country demonstrating how the ETV 300 screen and memory unit can turn electronic typewriters into word processors.

For Olivetti have equipped two 40 foot lorries to tour Great Britain and Ireland which will set up exhibitions in about 30 locations.

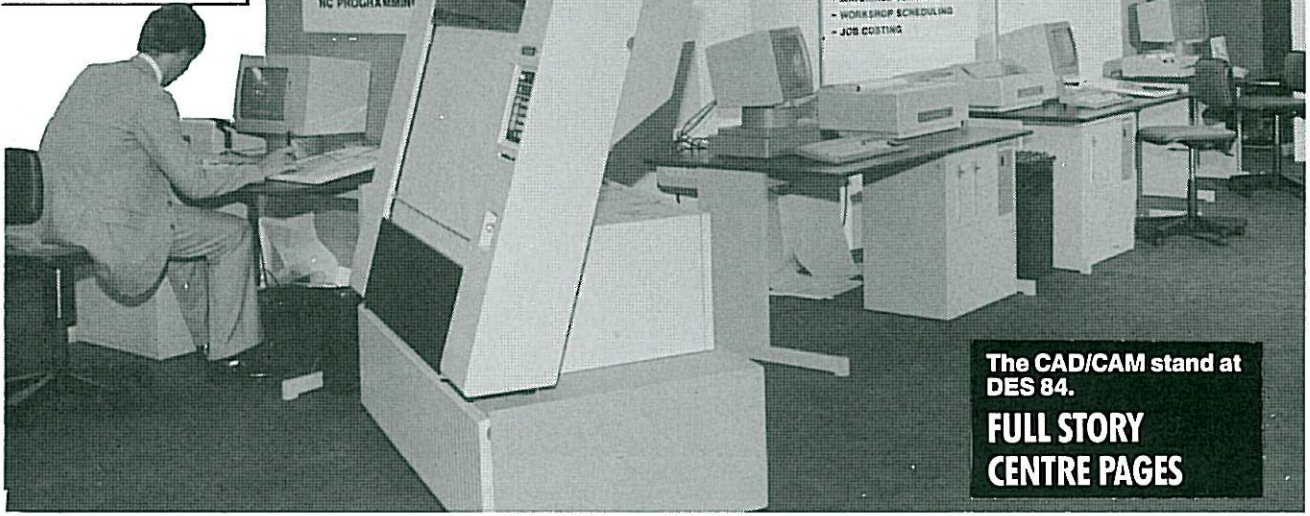
A major feature of the exhibitions is to show people how they can upgrade a typewriter to a word processor for less than £20 per week.

The tour was preceded by mail shots to user bases. In London, Olivetti are using the Evening Standard and outside the city, television advertising to publicise the exhibitions.

Said Mr. Hannington: "In the past we have gone in for less ambitious schemes when we have hired a train. I am sure that using the lorries will prove to be far more successful."

On board will be 50 ETV typewriters and M24 machines with full display and audio-visual kit.

As well as exhibiting equipment and giving advice to customers the



## Quality is the key to our success

AT THE beginning of 1984 a new initiative was begun to highlight the area of quality.

This is to maintain our competitive edge over other suppliers, particularly the Japanese. It has been recognised that the cost of Non Quality far outweighs the cost of Quality.

The many facets of quality are to be found in all areas of the Company, Design, Production, Software and Service.

As part of the programme, Geoff Grace C.T.S. Manager at Putney, has been appointed as "Quality Supervisor" for the U.K.

### Measuring

He will be measuring—with the help of C.E.S. colleagues—the quality of products on arrival in the U.K. This year over 5,000 individual reports are being prepared by E.P.D. at Milton Keynes. This includes reports on the Reliability of Products, which is measured using the MARS System for machines under contract.

The objectives for production are tough but admirable i.e. "ZERO DEFECTS".

This programme will give us confidence to sell our products against the competition.



The ETV 300 roadshow is pictured in front of the impressive Hagley Hall at Stourbridge where an exhibition was staged.

teams are also offering two extra services.

Customers are being invited to bring along their secretaries for two hours of training on the ETV whilst they can enjoy an executive presentation about office strategy concentrating on developments in the field and see an exhibition of some of our latest products.

Manning each lorry will be three dealer support representatives, two sales staff and three exhibitions personnel.

Terry is leading the team on one lorry and Alastair Booth heading the other.

# STRATEGY BETWEEN COMPANIES

## *Olivetti and AT&T in harmony*

OLIVETTI and AT&T have announced an agreement which strengthens the relationship between the two companies in the field of personal computers and, more generally, workstations.

The agreement, which aligns the two companies as strategic partners that are in a better position to withstand global competition in these areas, defines their respective roles in the design, development, manufacture and marketing of workstations and related equipment.

Specifically, this new agreement underscores the commitment of Olivetti and AT&T to provide a line of personal computers and workstations and will be aimed at their MS-DOS and UNIX markets.

Both partners will manufacture the new line of personal computers and workstations. Both will market the AT&T 3B minicomputers and the UNIX operating system. Olivetti will continue to manufac-

ture and supply the PC6300 for the US market. Designed by Olivetti and enhanced to AT&T specifications, the PC6300 belongs to the same family as the IBM-compatible M24.

Carlo de Benedetti, Chairman and Chief Executive Officer of Olivetti said: "The agreement represents a logical consequence of the strategic alliance between

Olivetti and AT&T and exploits the synergy between the two companies. Furthermore, it protects the investments already made by Olivetti in the automation of its production facilities, and makes Olivetti one of the world's largest producers of workstations. In this way, it will make a significant contribution in reinforcing the European data processing industry."

James E. Olsen, Chairman of AT&T Technologies said: "This agreement enables us to combine the strengths of our two companies in the dynamic personal computer and workstation fields."

## Best of British

MINISTER for the Arts, Lord Gowrie, speaking at a luncheon given by his Italian counterpart stated that British Olivetti is an example of the best of British industry.

PRIZES FOR POETS—See centre pages