

# VIDEOTYPING LAUNCHED IN EUROPE



**OLIVETTI is set to increase its dominance in the European typewriter market, currently estimated at four million workstations, with the introduction of videotyping.**

This extends word processing into the low cost typing area, and a very enthusiastic response was received when it was introduced to the international trade press last month at the Theater des Westens, Berlin. On show were the first models in a new generation of electronic typewriters which use a 12-inch video screen as an integral part of the secretarial workstation.

The positive reaction from top trade journalists from all over Europe has convinced Olivetti that it has found a new niche in the market that is fulfilling an existing need somewhere between the electronic typewriter and a full word processing system.

In effect, the new videotyping line is providing a price/performance ratio that fits in precisely with what the average secretary requires. Up until now the high cost,

## New system set to conquer massive office market

operating characteristics and sophistication of word processors have meant that these machines have not reached the levels of sales predicted by many forecasts.

Olivetti sees that there is an emerging demand for models designed for high volume typing rather than word processing to offer the functional advantages of video.

The presentation was accompanied by lively question and answer sessions, all of which were covered by

simultaneous translation facilities in every European language. Amongst those taking part were Vittorio Levi, Executive Vice-President, Operations; Massimo Samaja, Corporate Sales and Marketing Director; Vittorio Cassoni, Corporate Marketing Director; and Filippo Demonte, Director, Typewriters and Consumer Information Products Division.

Six DSR's from Olivetti UK were on hand to give English speaking demonstrations.

The trade journalists present were also invited to attend a reception by the Mayor of West Berlin, Mr Eberhard Diepgen. Held in the famous Reichstag building, Mr Diepgen also used the opportunity to have talks with the Olivetti personnel present.

Sightseeing trips to both West Berlin and East Germany were featured.

The full results of this trade presentation will be seen when the various influential papers are published in April/May. This timing is ideal as it will coincide with the wide availability of the new machines.

The public launch will be at the Hanover Fair and will include the entry-level ETV240 (with options for additional storage) and the higher performance ETV250. The ETV350, with add-on video/memory microfloppy disk module, will be added to Olivetti's videotyping line during the year.

## Scottish Computer Show

GOOD quality visitors and lively sales marked British Olivetti's attendance at the recent Scottish Computer Show.

On the stand were examples of the M10, M21 and M24 giving a 50-50 division of the available display area between PCs and the Line-1 Business Systems.

"We had the additional back-up from three Olivetti dealers who were also majoring on the M24. I think it was also of significance that many of the software houses were showing the M24 on their stands," said Bob Garrett, our Marketing Manager of the Microcomputer Division.

## Downing Street guest

RECENTLY our Managing Director, Mr Vincenzo Mancuso, was a guest at 10 Downing Street at a dinner hosted by the Prime Minister.

The dinner was held to launch the Conran Foundation's Design Museum. The select 25 guests were chosen from companies with a high design and technology reputation.

Amongst the other guests present were Lord Reilly, Lord McAlpine of West Green, Sir Terence Conran, Sir Peter Parker, Mr David Carter, Mr Stephen Bayley, Lord Rayner, Sir Richard Cave, Sir Francis Tombs, Sir Kenneth Corfield and the Hon. Sir John Sainsbury.

## Mr Men a big hit with the distributors

**THE hugely successful Mr Men advertising campaign, designed to give Olivetti a massive boost in the marketplace, has coincidentally paralleled the signing up of some very important new distributors.**

These include Computerland, Computacenters, Dixons (see separate story on page 4) and MBS Rentals.

The triumph of the M24 continues apace with Computerland's official blessing for Olivetti to negotiate with its individual retail outlets both here and in Europe.

This news was made as a joint announcement by a representative of Computerland Europe and Francisco Albuquerque, Olivetti's Commercial Marketing Director for PCs, at the recent Computerland Annual Franchisee Convention held in Barcelona.

Computacenters has agreed to market the M24 through its 6 outlets. Apart from aiming

at the blue-chip companies it also specialises in supplying equipment for medium size accounting systems.

British Olivetti has signed up MBS Rentals, the largest supplier of business microcomputers in the UK, as a distributor for the company's range of microcomputers; the M24 desktop, M21 transportable and M10 battery-powered portable.

Returning to the Mr Men campaign, to find out exactly how popular it has already been, Olivetti News went out and talked to some of our distributors to find out their views and comments.

"As a direct result of this campaign we are getting a lot of people coming in to see the Olivetti machine with a view to comparing it as a serious alternative to the IBM machine," said Ross Parker, Manager of the Granada Business Centre in London.

"I liked it very much indeed particularly as it came across as a very friendly advertisement. It is also very versatile and visual in its impact. With this sort of market I think it is more important to catch the eye of potential customers with humorous characters than merely to rely on the picture of a machine. I felt that Olivetti succeeded in getting over the message that computers are really very approachable," said Lyn Mailey, Marketing Develop-



MR PANIC

**INSIDE: Spike Milligan**

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