

# VIDEOTYPEWRITERS

Kernick  
to head  
Canada  
operation



**OUR OWN** popular and successful John Kernick, has been appointed President and Chief Executive of Olivetti Canada Ltd.

Mr Kernick, who was born in London, has risen through various managerial positions in Olivetti including Branch Manager and Division Manager, British Olivetti Ltd. He was educated at Henley Grammar School and is a graduate of Columbia University and the EPBA Graduate Business School.

Apart from his Olivetti duties, Mr Kernick also finds time to be a member of the Board of Trade and the Canadian Business Equipment Manufacturers' Association.

## HIT THE ROAD



**OLIVETTI products are on the move again and this time it's the turn of the videotypewriter to star in the latest Olivetti mobile exhibition.**

**Two roadshow teams are covering the UK, each taking with them a 40' articulated lorry packed with over 100 items of equipment, display materials and literature.**

The exhibition is designed to introduce videotyping to both those people who buy office equipment, and those who use it. At each exhibition there is a training area where those who will be using the machines can have basic training and hands-on experience.

"This removes the fear of new technology", says Terry Hannington, who has been travelling with the roadshow, "and shows how easy the ETV 250 is to use".

There is also a presentation area, where the 'bosses' or those responsible for purchasing the equipment can have the benefits of buying Olivetti pointed out to them, and an exhibition area where many different Olivetti products are on display, including typewriters, WP systems, and PCs.

Terry Hannington is delighted with the response to

the roadshow so far. "We are very pleased with the groundwork put in by our distributors. On average we are seeing over 40 companies per day, and attendances are greater than for last year's ETV 300 roadshow."

And what do the dealers think? Eddie Higgins of Woodward's Office Equipment in Cambridge was very enthusiastic. "The roadshow is a great idea as it is impossible for most dealers to put on something like this. We have neither the staff, machines or money."

Alec Hutton of Busitron in Glasgow also agreed with that sentiment. "The fact that Olivetti organised the exhibition meant that we could concentrate our efforts on getting our customers to attend. During the exhibition we wrote £25,000 of business and have £100,000 of prospects. We are very pleased."

## Micro Magic week as sales soar to all time record

**DURING THE week of 18-22 November, Micro Division sold 1200 units – all at standard contractual prices. This was Micro's best week by far and is a tremendous performance.**

The record breaking week was not made up of exceptionally large orders, but by all our dealers increasing their normal orders.

Micro Division sold a total of 2238 units in November, which is 157% of a very aggressive budget. This success follows October, which was a record breaking month in itself.

These outstanding sales were achieved while the competition was moaning about reduced markets and severe price cutting.

The success of the M21 and M24 in 1985 is a good sign for all those employed in Olivetti and shows the company's

ability to identify and react to new marketplaces successfully.

Although 1985 has been a tremendous success, plans have been laid for 1986 to be even better.

## Top clients enjoy Miller first night



Jonathan Miller.

**SEVENTY of Olivetti's largest clients enjoyed a rather special opening recently – the first night of Jonathan Miller's dramatic new production for the English National Opera.**

The opera, Mozart's Don Giovanni, is being sponsored by Olivetti as part of its continuing cultural programme.

## Olivetti's phone system first

**OLIVETTI is marketing its first ever phone system in the UK, with a little help from AT&T. Barbara Evans has come from AT&T in the States with a task force to mastermind the marketing of the new System 85 PABX (private automatic branch exchange).**

Explaining why she is here, Barbara says "Many customers considering office automation want to buy all their equipment from one supplier, and Olivetti's product range is greatly enhanced with phones, especially as you can now use your phone system to transmit data through an office."

System 85 is a large digital PABX manufactured by AT&T, which will be sold under a joint Olivetti/AT&T logo. The first release of the system, which can handle up to 200-250 outside lines and 900 extensions, is currently being tested to ensure that it is suitable to be con-

nected to British Telecom's telephone network.

When it successfully receives this type approval then Barbara expects further enhancements, such as increases in capacity and networking capabilities, will be introduced.

Responsible to Alan Watson, Major Accounts Division Manager, Barbara's task force consists of six staff from all over the United States. There are three Sales Executives, two Technical Consultants and one Premises Distribution Consultant, who advises on suitable cabling and wiring for the system.

Whilst System 85 is awaiting type approval, their marketing strategy has been to call on Olivetti's existing large customers, with members of Major Accounts Sales Staff. They have also been building links with large American firms that have offices in London.

Along with the System 85 PABX comes a range of phones, some of which

have very sophisticated features. The phones are unique as the voice is digitised at the phone, rather than at the exchange, and both voice and data can be transmitted over the same wire to and from the phone.

Along with the normal features you would expect from a modern phone system, System 85 has some clever extras which will enable Olivetti customers to offer a better service to their callers.

These include the possibility of having a message centre where callers can leave a message. A light on the recipient's phone indicates there is a message waiting. The message can be collected in several ways – verbally, sent to a local printer or, by adding a small display unit to the phone, can be displayed on the recipient's own phone.

Barbara anticipates that her task force will be around for about a year. "During this time I will be recruiting and training British staff to carry on with System 85."