

# olivetti NEWS

## New PCs complete formidable line-up

# MICRO'S MIGHTY ARMY

OLIVETTI has launched three new personal computers – the M28, M22 and M19. These machines make our current range of PCs the most comprehensive and competitive family to be offered by any manufacturer, and reinforce Olivetti's position as Europe's number one MSDOS PC supplier.

The launch follows the winning of two awards by Micro Division's flagship product, the M24.

The M28 is a highly sophisticated PC, suitable for both multiple and single users. The M22 is a portable, high specification machine, whilst the M19 is a compact PC, designed for the small business, corporate workstation and education markets.

The new PCs were announced to the international press at a conference in Venice. Over 200 journalists from all over Europe attended, representing the specialist and national daily press.

Chairing the conference was Vittorio Levi, Executive Vice-President of Operations, who opened by outlining Olivetti's activities in information technology and the PC sector.

Massimo Ziliani, General Manager of the PC Division, gave the new product specifications, and Massimo Samaja, Corporate Sales and Marketing Director, spoke about Olivetti's marketing strategy, for its PC range. During the conference there were also demonstrations of the new machines.

The launch of the PCs in Britain was underway as *Olivetti News* went to press. There will be further news in the next issue.

Meanwhile 1986 looks like being another great year for the M24. It was chosen as the best personal computer system by *Which Computer?* magazine and as business computer system of the year by the judges of the 1986 RITA awards.

Explaining its choice of the M24 as the best personal computer for 1986, the prestigious magazine for business users, *Which Computer?*, made special mention of Olivetti's 'compatibility plus' philosophy.

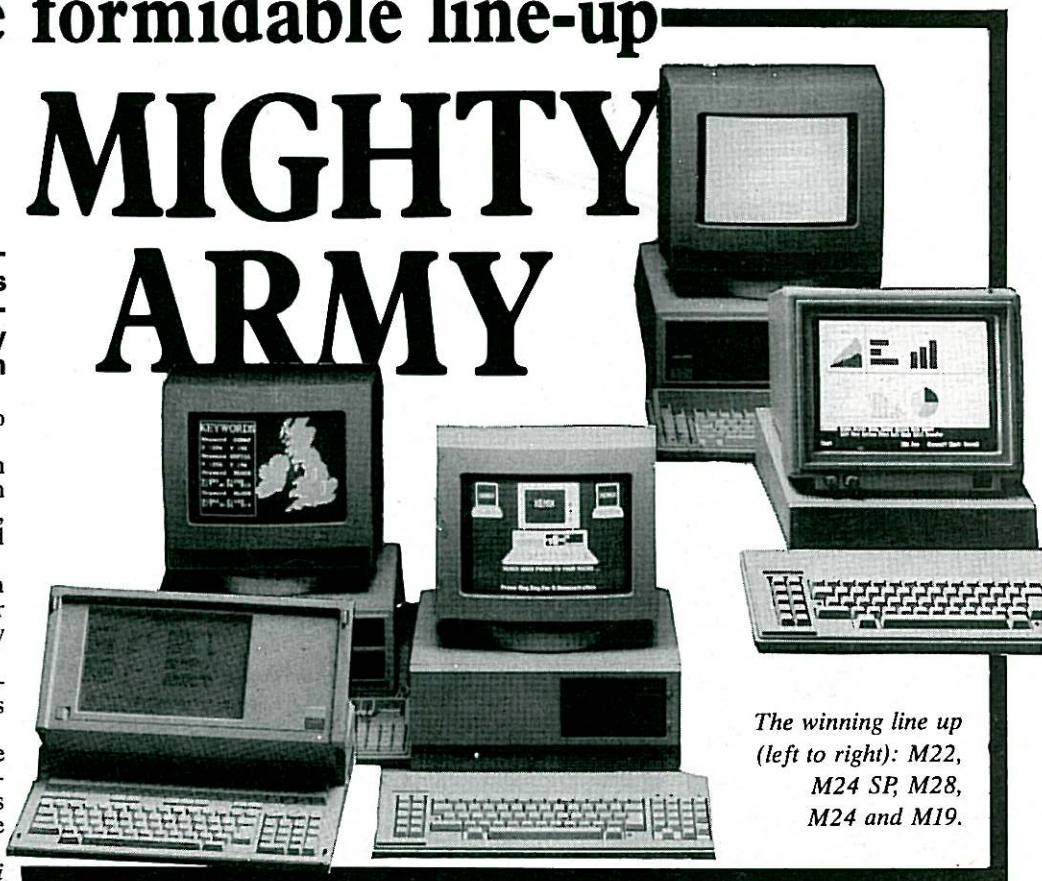
It praised the superior performance Olivetti obtained from the Intel 8086 processor and clever firmware to ensure IBM compatibility. Other features highlighted by *Which Computer?* included the M24's small footprint, choice of two keyboards, elegant styling and the best standard colour monitor in the business.

### 1986 Business computer system

THE 1986 RITA (Recognition of Information Technology Achievement) awards were announced on the first night of the *Which Computer?* show in Birmingham. The M24 gained another feather in its cap by being judged the best business computer system of the year.

The awards were presented at a special dinner by Lesley Judd, of television's *Microlive* programme.

Receiving the award on behalf of British Olivetti, Paul Mahoney of Micro Division said: "we have had a very successful year with the M24 in the UK, Europe and the United States. We look forward to further success for the M24, and the whole of our PC range, in 1986."



The winning line up (left to right): M22, M24 SP, M28, M24 and M19.

## CES scoops £1.1m Britannia contract



IN A major sales coup, our Customer Engineering Services Division has won a £1.1 million contract to support the branch terminal network of the Britannia Building Society.

This is the first major contract that CES has won from a building society.

The CES contract, which runs for three years, covers 650 Ericsson terminals at 244 Britannia branches throughout the UK.

Commenting on the award, CES Marketing Manager Mike Petinarides, who obtained the business, said: "The contract was won against stiff competition from other third party maintenance companies.

"Britannia chose Olivetti because we were the only organisation that could offer fast, reliable and professional independent support throughout the UK at the right price. Britannia was also impressed by the care we had taken to provide them with a high quality of service."

After winning the contract, CES had just three months to set up a national service network – something which would normally be done over a year. During this time 40 engineers had to be specially trained and CES had to buy spares and electronic modules as support equipment.

Ted Kelly, CES Major Accounts Project Manager, who was responsible for this impressive feat, praised the help given by Ericsson, the terminal manufacturer. "They have been extremely co-operative in providing information, training and support equipment."

Ted also had the job of setting up the five regional offices which will be responsible to the client for co-ordinating and controlling the service operation – all part of the quality of service that helped CES land this major contract.

## Grow your own typewriters.

First a word of reassurance. We're not about to turn the typewriter into the Eighth Mystery of the Compensated World.

Instead, we offer you a simple promise: whatever sort of typewriter you need, we have it.

And if you don't know what you need we'd be glad to talk to you and give you some help. Because ours is not the sort of range where you start with the smallest, grow out of it and trade it in for the next one up.

We have given all our typewriters the ability to work with and improve one another.

The new ET 112, for example, is a very good, simple electronic typewriter.

It automatically centres, underlines and types bold.

It even remembers the last 500 characters typed, making correction an invisible and one key affair.

But if, after six months, you find you need storage and want to double in word processing, simply add the ETV 350.

This is a separate screen with a working memory of around 21,000 characters, a floppy disk unit of 320,000 characters per disk and all the usual word processing functions.

You've still got a typewriter; only



now you have a word processor as well. If that's too sophisticated for now, but you'd still like to store some text or regularly used addresses, the ET 116 with a permanent memory of around 2,000 characters is the perfect balance.

And it, too, can link up to the ETV 350 screen. Of course, you might want to start with a bang and install a Video typewriter.

With one of these, you lay out and correct all your typing on a screen before a word hits the paper.

And the more advanced model has a disk drive (which can be expanded to twin disk) giving you unlimited storage.

All these Olivetti typewriters are compatible and can communicate with each other: the models without screens can also be connected

to micros to act as high quality printers.

And while it sounds a bit complicated to digest in one lump, like this, it's really very simple. The beauty is, you never have to buy anything more complex than you need now.

And nothing you buy now ever becomes redundant.

You've heard of built-in obsolescence. Give us a call and hear more about obsolescence built out.



Please send me a brochure showing me how to grow my own typewriter. To: Olivetti's Video Centre, 15-16, 481 Street, Richmond Road, London SW20 2JL. Tel: 01-833 8444.

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**olivetti**

Currently appearing in the national and specialist press is the 1986 campaign for electronic typewriters and the ETV 350. There are two ads in the campaign.

Welcome to the club . . . eight new sales stars join the elite! See page 3