Olivetti launches fastest ever daisywheel printer

OLIVETTI Peripherals has added the fastest daisywheel printer on the market to its already impressive line up of products.

The new printer, DY800, delivers 80 characters per second (cps) in Shannon text, and has a peak speed of 100 cps.

Martin Holland, Olivetti Peripherals Sales and Marketing Development Manager, explains: "The DY800 provides high speed, letter quality printing for users whose print volume, or budgets, do not justify the new page printing techniques.

"We also believe that there are customers who prefer to stay with tried and tested technology, and judging by the feedback we've had so far, our instincts have been right," he adds.

Olivetti Peripherals has added a number of printers to its range recently. These include the DM285 and DM295, which are colour dot matrix printers of 80 columns and 132 columns respectively, and the DM100, a dot matrix printer specifically designed for PC users with medium or light workloads, and home computer uses.

At the top end of the dot matrix market is the DM600, a multi-mode printer combining graphics and letter quality printing. Its 24-needle print head will produce letter quality text at 70 cps with a draft speed of 200 cps. Future developments will include a quiet thermal printer, and a page printer for fast, high quality printing.

In a change of marketing strategy, Olivetti Peripherals is now making its printers available directly to dealers. Previously they have received products through distributors.

"Printers are no longer the afterthought of a PC system," explains Martin Holland. "Dealers have recognised a need to develop their in-house expertise and so prefer to do business with Olivetti direct.

"There will always be a need for distributors who add value to the products, but margins are getting tighter and many dealers have the facilities to add that value themselves. They have an added incentive to deal with us direct."

To help the dealers that it is recruiting, Olivetti Peripherals is offering full product training, and has set up a telesales order desk and helpline at its Bradville offices. Phone Milton Keynes (0908) 322222.

Latest micros cause a stir

JUST AS the previous issue of *Olivetti News* was going to press we were launching our new range of micro computers – a tremendous success was how Bob Garrett of Micro Division described the launch and the dealers agreed with him too.

In the two days of the dealer conference, orders worth about £4 million were taken, and that with a restriction on the size of orders that dealers could make.

Deliveries began at the end of April, and machines have now reached the end users. "Reaction has been very favourable," said Bob, "and we've already received further orders from both dealers and customers."

The dealer conference was held on 2 and 3 April at the British Academy of Film and Television Arts in London, where a large number of dealers, software houses and consultants were introduced to the new machines and their capabilities.

After the conference, there was an exhibition at the Italian Trade Centre in Piccadilly, where dealers could examine working M19s, M22s and M28s, and see how they coped with various application packages.

One novel feature of this launch was that on 4 and 5 April, it was thrown open to the public, and dealers could invite their own customers to see the micros in action.

Bob Garrett

"This was a highly successful move," said Bob: "the exhibition was packed out."

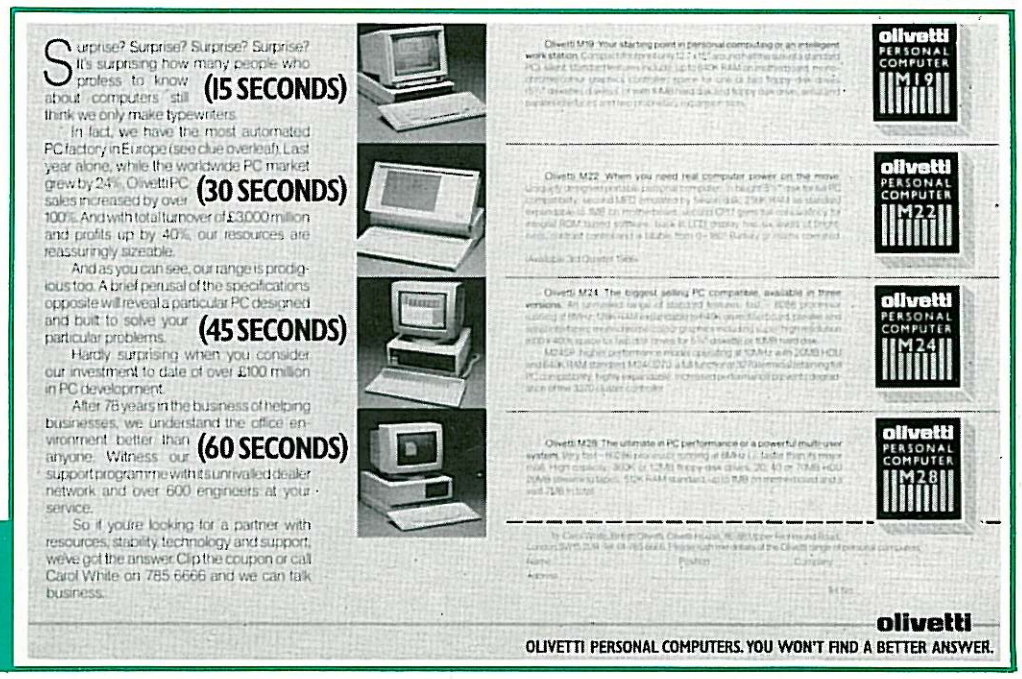
The new machines were also displayed in the Italian Trade Centre's windows, where they generated considerable passing interest.

As well as launching the machines to the trade, Olivetti held a press briefing on 2 April, where journalists could see the machines and talk to the people involved.

"The launch generated a high level of coverage, with all the press commenting on Olivetti's understanding of the corporate market requirements which led us to develop the unique M19 for the corporate workstation market," said Bob.

"This proves that we can be innovative in perceiving and developing new markets, and we're not simply following others."

The successful micros — M22, M24 SP, M28, M24 and M19.

★ *The new M19 and M28 received their first exhibition in public at the Scottish Computer Show, held in Glasgow in mid-April. The machines were very well received, as was Micro's software theatre. The video presentation showed how Olivetti's computers together with different software packages can solve common business problems.*

special supplement on the electronic office is an advert explaining Olivetti's total capability in the office automation area, including PABXs, micros and word processors.