



Update

INFORMATION
SERVICES
BUSINESS
DIVISION

ROCKVILLE,
MARYLAND

JAN. 5, 1976
305.51

PLOT***, ISBD's New Business Graphics Utility, Promises to be Hottest On Market

The October 13 issue of Update gave readers a preview glimpse of ISBD's brand new business graphics utility, PLOT***. We're now happy to announce that field tests are complete and the new GE proprietary product goes commercial this month.

PLOT*** was created through the efforts of Ted Truex, Product Planner in Technology, who designed the specifications; and Jim Wylie, Senior Systems Specialist, Technology, who did the actual programming.

There are some other plotting services on the market, but indications are that PLOT*** is far superior to anything else currently available. For one thing, according to Tom Joehl, Program and Integration Control Manager in Marketing, plot samples run on MARK III Service and on the service of a leading competitor showed PLOT*** costs at only 27% of competitive costs.

Another major example of PLOT*** superiority is its extreme ease of use compared with any competitive service with which we are familiar. Dr. Joe Schmid, Manufacturing Systems Manager, Technology, showed Update samples of input necessary to run the same plot on MARK III Service and a major competitor. PLOT*** input amounted to less than a third of that required for the competitive service, and involved far simpler, straightforward English.

Along the same line, Joe said, while the competitive service requires that operators input the names of every month

desired for the plot, PLOT*** prints this information out automatically. All the operator has to do is input the frequency (yearly, monthly, quarterly, fiscal week or index for non-date plotting) and the desired increment such as every month, every other month, etc.

Since PLOT*** appears to be both less expensive and easier to use than anything similar currently available, to our knowledge, ISBD marketing people are excited about its immediate and long-range revenue possibilities. Potential customers have already been identified who are currently using competitive plotting services, but who have already expressed a desire to switch to PLOT*** as soon as possible.

Fourteen ISBD customers cooperated in PLOT*** field tests, and upon completion, nine of them provided answers to a questionnaire distributed to them by Calvin Andrews, MAP Trainee in Marketing. In response to the question: "Is the graphical output worth the cost?" eight replied, simply, "yes." The ninth replied: "Unknown as of this time."

To the question: "Will you continue to use Business Graphics after the field test?" all but one replied: "Yes," and the remaining respondent replied: "Sure." Not all field test customers were able to answer the question: "If you use a competitive service, how does PLOT*** compare?" because they were not previously using any plotting service. However, here are the answers we did get: "Very favorably... easier to use than most;" "Good... needs to

be interfaced with more packages (DMS, STATSYSY);" "Well; GE cheaper and faster."

These users made quite a number of suggestions for improving PLOT*** too, and these suggestions are being given careful consideration at this time.

Joe Schmid asked Update to point out that in addition to the capabilities of PLOT*** cited in the October 13 Update, two additional commands will be available in the first release: users will be able to specify PAGE SIZE and PLOT SIZE which accommodates any standard continuous form paper size used by printing terminals (since the Zeta Plotter* uses only one size of perforated paper, this capability is not available for this terminal).

Joe pointed out that if the plot size specified is larger than the page size, an error message will print out. If no page/plot size is specified, PLOT*** will default to 8½ by 11 inches.

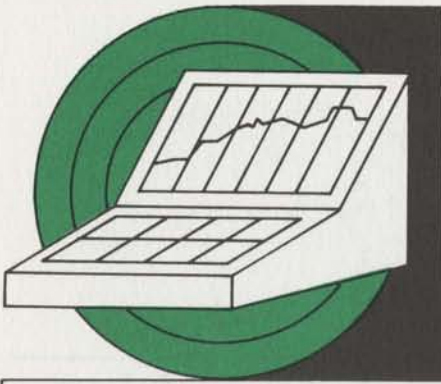
Contrary to our report in the October 13 Update, pages will not be titled.

Also, although the Zeta Plotter produces excellent solid line graphs, it moves so fast that it is difficult to identify the difference between dotted and dashed lines. Therefore these types of lines will not be available. However, and perhaps even better, users may designate up to five different upper case symbols which will print out frequently

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GENERAL  ELECTRIC

For General Electric Employees Only

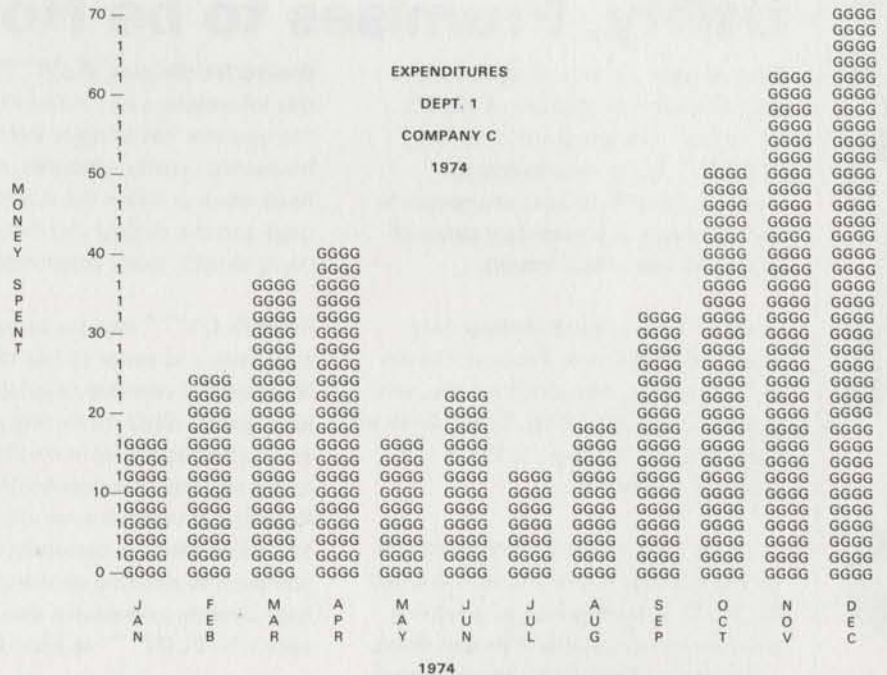


PLOT *Continued from page 1*

along an equal number of Zeta Plotter solid lines to identify up to five separate measurements.

Release II is currently scheduled for April; and no date has yet been set for Release III. Keep an eye on Update for additional developments with regard to PLOT***. If you have any questions on this new utility, Update suggests you call Floyd DeAndrade, Senior Specialist in Marketing (who is responsible for the PLOT*** Market Plan), at 8*273-4718.

*Zeta Plotter is a Registered Trademark of Zeta Research Inc.



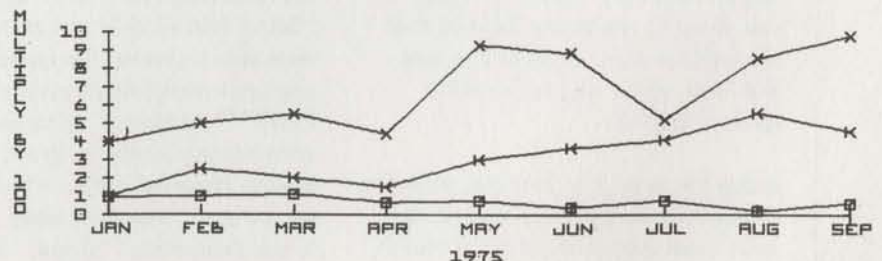
The plot above, reduced to 70% to fit in the space, was produced on a TermiNet® 1200. This bar graph only required about two minutes to print, and cost the user only about \$2.00.

12/19/75

COMPANY C

annual report

X = EASTERN AREA SALES
 K = WESTERN AREA SALES
 □ = SOUTHERN AREA SALES



This plot, reduced 50%, is a typical Zeta Plotter line graph. Note the symbols placed along the lines to identify the meaning of each line.

- 10 TERM=TTY
- 20 TYPE=BAR
- 30 ORDER=D
- 40 POINTS=12
- 50 BARALL=G
- 60 VER=MONEY SPENT
- 70 DATE=MONTHLY(1974)
- 80 CHART=EXPENDITURES;
DEPT. 1 :COMPANY C;1974
- 90 16.50
- 100 24.98
- 110 35.75
- 120 40.00
- 130 15.23
- 140 21.76
- 150 12.19
- 160 17.95
- 170 31.00
- 180 50.05
- 190 61.25
- 200 70.00

Here is the input which was required to produce the TermiNet-produced bar graph above—less than a third the amount required for the same graph on a major competitive service.



GE, Utah International Begin Talks on Merger

The Boards of Directors of General Electric and Utah International, Inc., a large mining firm, have authorized negotiation of a merger agreement.

It is intended that GE's proposed acquisition of Utah International would take place through a tax-free exchange of 1.3 shares of GE common stock for every share of Utah common stock. GE has about 183.3 million shares outstanding, and Utah about 31.5 million. Under those terms, the merger would be one of the biggest in American business history.

Commenting on General Electric's proposed acquisition, Reginald H. Jones, GE's chairman of the board, stated, "The proposed merger provides General Electric an important opportunity in the natural resources industry on an international scale. It will enable General Electric to play an even more

significant role in the development and growth of the world economy. It will supplement and enhance our growing international business.

"It will enable us to apply our scientific technological skills to the growing problems of ever-increasing demands on finite and limited supplies of natural resources. And it will provide us with a probable hedge in a world afflicted with persistent and pervasive inflation." Commenting further, Jones stated, "Although natural resources development will be an entirely new business for General Electric, we feel confident that through our support of Utah's superior management team, we will make a contribution to the industry's growth."

Edmund W. Littlefield, chairman of the board of Utah International, saw good things ahead for his company as a result of the merger. "Utah has a proud and enviable record and although we have full confidence in our ability to grow independently in the future, the merger with General Electric presents a new and unequalled opportunity for us.

"General Electric's worldwide experience will augment our own and will allow us to continue to participate successfully in the increasingly more complex and higher cost natural resources industry throughout the world. Access to General Electric's sophisticated research and development capabilities and other resources will enable the company to take advantage of more and greater opportunities in the mining field. As a result, we expect to be able to provide more of the minerals so vital to the economic health of the United States and the other countries of the

world. For both Utah and General Electric shareowners and their employees, we believe this merger represents an unusual occasion for enlarged prospects with a greater degree of diversity."

The merger is subject to the negotiation of an agreement that is satisfactory to both companies and to approval by the Board of Directors and shareowners of both firms. Also, the merger will be subject to governmental clearances.

A Correction . . .

In the December 22 issue of Update, a story on page five about new sales brochures gave the publication number of a soon-to-be-released Custom Applications Operation brochure as 6200.02. That number should be 6300.02. The CAO brochure is now published and stocked in our warehouse. It may be ordered by way of the On-Line Ordering System (OLOS).

S&SP Prices - Nov.

Month	Stock Price	Fund Unit Price
November	\$48.336	\$25.991
October	47.332	25.257
September	44.173	24.010
August	44.542	24.670
July	49.926	27.114
June	47.833	27.371
May	46.458	27.056
April	46.000	25.213
March	46.369	24.499
February	41.757	22.706
January	35.500	20.289
December	33.274	19.335

PLOT *Continued from page 2*

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10 TERM=ZETA
20 TYPE=LINE WITH POINTS
30 KEY TITLE=EASTERN AREA SALES;
  WESTERN AREA SALES;SOUTHERN
  AREA SALES
40 SUB="ANNUAL REPORT
50 SYM 1=O
60 SYM 2=K
70 SYM 3=X
80 CHART=COMPANY C
90 DATE=MONTHLY(1975)
100 ORDER=D;D;D
110 POINTS=3
120 96 100 400, 100 250 500, 110 200 550
130 66 150 444, 78 300 929, 43 365 888
140 76 411 524, 22 555 858, 61 456 975

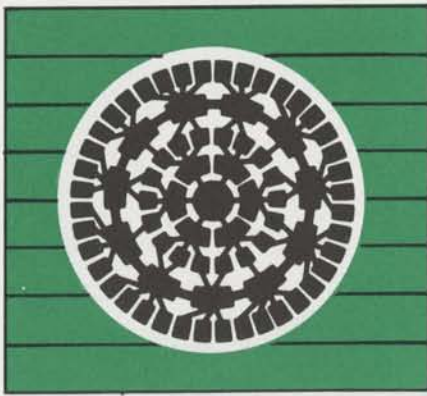
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READY
/plot***

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Input required for the Zeta plot (left). Plotting time was about three minutes; the cost about \$3.00.



New and Revised Documentation

Here are some good books with which to start the year:

- A completely rewritten 250-page *FAL II* user's guide (5103.15C) that explains how to use FAL for budgeting, currency translation, cash flow, financial consolidation, and financial forecasting, as well as by command and option. Dictionary. Indexed.
- A completely revised 450-page *Statsystem* (5707.01C) user's guide that covers all commands and modules, incorporates previous supplements, and adds large sections on learning how to use Statsystem by example. Indexed.
- The *Command System* reference manual (3501.01K), newly revised, and republished in Revision K. Contains numerous corrections, updates, and changes, and adds an index.
- Reprinted *TIP* user's guide (3915.04A) with minor changes. *Please note:* Changes involve some rewordings requested by Legal Operation; old stocks should be destroyed, and only the new printing should be used. This printing is identified as December 1975 on the title page, and as 3915.04A(1M)7552 on the back cover.
- *Administrative User* (3502.01A) user's guide, also reprinted with small changes.
- Plastic pocket guides, available via OLOS, for *FAL II* (5103.24), *Currency Exchange Database* (5103.25), *DMS* (5610.07), and *Statistical Analysis* (5707.05).
- Revised *NSS Software Index* (5001.02D) and a new *Index of Programs for the Petrochemical Industry* (5001.04).
- The *Course Quarterly* (4000.01B), featuring the new International Training Center and what it means to customers. Also: Listings of over 20 courses, 500 classes for the first quarter. Mailed December 29 to about 35,000 persons on the *Leader* mailing list.
- New training literature: The *Introduction to Information Services* course has been completely revised, with 35mm slides instead of viewgraphs, and new instructor's and student's guides. We have effected major revisions of instructor's guides, student guides, and viewgraphs: *Editing Commands*, *System Commands*, *Administrative User*, *Fundamentals of FORTRAN IV*. More coming in early January. If you instruct, check OLOS to make sure you have latest version.

The Press Gives ISBD/HCA Teamwork Excellent Publicity

Information Services has been in the process of developing and implementing a wide range of programs, for about two two years now, into the nearly 70 hospitals owned or managed by the Hospital Corporation of America, the world's largest proprietary hospital chain. The programs, run on the MARK III system, are unique in many ways, and have already contributed significantly to more efficient operations for HCA. In recent months, publications have given considerable attention to the HCA/ISBD project, informing large segments of the business world of its success. The November 24 issue of *Business Week*, for example, in a major feature article, said: "Using specialists

from headquarters, HCA replaced the hospital's giant IBM 370 computer with its own GE Medinet system and decreased the average daily computer cost per patient from \$12 to \$2.25. It eliminated 70 employees and cut receivables to an average 60 days."

The August 26 issue of *The Wall Street Journal* read: "General Electric Co.'s Information Services division announced it received a contract from Hospital Corporation of America to handle data processing services for all its hospitals. Terms weren't disclosed.

"Under the agreement, GE will handle all financial accounting and corporate

management information for 67 hospitals on its MARK III remote computing service. GE said it has been working with Hospital Corp. for nearly two years to develop a means of handling the data."

EDP Daily printed a feature story on the project in its August 29 issue which said, in part: "A program to handle all financial accounting and corporate management reporting for hospitals operated by the Hospital Corp. of America (HCA) has been jointly developed by the HCA and General Electric Information Services.

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Santa Visits Indianapolis Branch

Children of ISBDers in Indianapolis and Fort Wayne, Indiana, were treated to a special thrill last month by a timely visit from none other than Santa Claus himself! The little nippers were brought into the branch office by their parents scarcely believing that they really *would* meet Santa in person, as promised. . . that is, all but three who were laid up due to the area's current widespread epidemic of chicken pox.

Scarcely had the little angels had time to rip the branch's supply of user manuals and sales literature into shreds when a rich, jovial "HO HO HO!" rent the air and demanded their undivided attention. It was the real Santa Claus, in the person of Ronald Scott Ogborn Jr., 21-year-old son of Branch Administrator Pat and her husband Ronald Sr.

Ron, who's been doing the Santa bit with great success since he was 17, brought gifts for each and every ISBD child in attendance, resulting in squeals of delight and at least temporary good behavior on all fronts. When the guests of honor began to get restless again, they were given an opportunity to whack off their hostilities on a Santa Claus pinata, filled with candy and other goodies, cleverly prepared by Branch Manager John Wood and his wife Nancy.

Needless to say, the party was a great success. . .the kids had a ball and the ISBDers laughed till it hurt, just watching them. The party was planned and coordinated by Branch Administrator Pat Ogborn and Branch Manager John Wood.



Blindfolded Jennifer Wood takes a whack at (and scores a hit) a colorful "Santa" piñata, which Branch Manager John Wood and his wife Nancy made, as other kids share the excitement (from left: Pam and Kim Sharp, Stephany Wood and Tricia Seidner). Adults in the background are Steve Neel (Pat Ogborn's son-in-law); Dick Sharp, Account Rep; Scott Ogborn (who removed his Santa costume after gift-giving); Marcia Seidner and husband Steve, Senior Account Rep.



Santa (Ron Ogborn Jr.) brings joy and delight to Indianapolis and Ft. Wayne ISBD children. Branch Manager John Wood (foreground) holds his daughter Lorna as guests pose for posterity. From left: Tricia and Ryan Seidner, Marcia Seidner, Poly Hicklin, Stephanie Wood, Denny and Glen Park, Santa, Pam Sharp, Jennifer Wood, Branch Administrator Patricia Ogborn and Kim Sharp.



New ISBD Lawyer Brought Local TV Sports Coverage to America

Robin K. A. Ficker has joined the division's Legal Operation as an Attorney. He comes to us from several years in private practice in Bethesda, Md., where he specialized primarily in public interest cases.

One of those cases had the entire country in an uproar about three years ago. Robin, an avid Washington Redskin fan, was particularly upset over the local blackout of a sold-out Redskin playoff game, and decided to do something about it.

So he formed the "Redskin Fan Club" and sued the Redskins, the National Football League, CBS, the City of Washington, D.C., and the U.S. Department of the Interior to halt the widespread practice of TV blackouts for local sports events. The case triggered a public outcry of support, including a statement from President Nixon, and made its way rapidly to the U.S. Supreme Court.

The Supreme Court considered the case in an almost unprecedented four days from the time it was originally filed in a U.S. District Court, ruling that Congress would have to make the decision. So Robin took his case before Congress, testifying before the Senate Commerce Committee, the Senate District of Columbia Committee and the House Public Works Committee. Congress, very much aware of constituent feelings, quickly passed a law which prohibits the TV blackout of any sold-out sports event in the area where the event occurs. Football Commissioner Pete Roselle later commented: "The lifting of the blackout was due to the filing of the lawsuit in Washington, D.C., and the interest the action generated."

So next time you enjoy an exciting home game in front of your tube, remember Robin's the guy who helped make it all possible!

Robin has enough academic degrees to start a bonfire. He obtained his JD (Juris Doctor) degree from the University of Baltimore Law School, after undertaking most of his law studies at the University of Pennsylvania Law School. His B.S. in engineering (1965) was conferred by Case Institute of Technology in Cleveland after two and a half years of study at West Point. He earned an M.A. degree in public administration from Washington, D.C.'s American University concurrently with his J.D. degree.

Before returning to school to study law, Robin served as an aide to two congressmen on Capitol Hill.

A native of Silver Spring, here in Montgomery County Maryland, Robin is married to Annette, an M.D. at Children's Hospital. Annette is also an assistant professor of pediatrics at George Washington University's Medical School in Washington, D.C.

Robin is a diehard when it comes to his favorite recreation: running. He participates regularly in age-class races. . . particularly the quarter-mile (440 yards). . . in cities within driving distance of Washington, and is a long-time active member of the D.C. Roadrunners, a club with weekly distance races. What does he do during his lunch hour in Rockville? You guessed it. . . he runs! "And weather's no consideration either. . . only 'weather' or not you get out there and do it!"

January Service Awards

Twenty Years

Charles I. Wallach East Orange

Fifteen Years

Joseph M. Reardon Brook Park

Ten Years

James S. Keene Rockville

Timothy P. Kleimeyer Cleveland

Robert B. Manning Bethesda

David Sherman Rockville

Five Years

David R. Boesch Erie

Ann M. Cummings Rockville

Marie A. LeComte Rockville

Carroll L. Roach Rockville

John R. Thompson Rockville



Robin Ficker



Rockville ISBDers Sponsor Two Junior Achievement Companies for Second Year

Last year ISBD sponsored two successful Junior Achievement companies for high school students in Rockville. . . the only such support in Montgomery County. This year there are six companies, and again, ISBD is providing the guidance and business expertise to two of them.

For the next several months, at least eight ISBD employees will each be giving up 30 of their evenings to help introduce these youngsters to the complexities of the world of business. Linda Crisafulli, Disbursements Accounting Specialist in Finance, is serving as coordinating advisor for the entire project.

The two companies are Guiding Lite Ultd. and Hands of Time. The ISBD team supporting Guiding Lite Ultd. is composed of Jim O'Connell, Facilities Specialist, Systems—manufacturing adviser; Jerry Demerly, FMP Trainee, Finance—financial adviser; and Elaine Kissell, Worldwide '76 Campaign Secretary and Ray McNees, Sales Support Specialist, Sales—sales advisers.

This "company" has conceived and is manufacturing and marketing an ingenious device with a hundred uses. Using a small GE auto headlamp, the business end of a plumber's helper, a wooden dowell and a bicycle handlebar grip (plus 12 feet of cord), Guiding Lite has created an all-purpose emergency light for use in automobiles. The cord plugs into any standard cigarette lighter socket, and provides a bright beam for use when changing tires or doing other nighttime repairs, for reading house and street numbers, road maps and many other purposes. The

unit sells for \$7.00, including Maryland tax.

Hands of Time has John Touch, Procurement Administrator, Systems, as its manufacturing advisor. Tony Crisafulli, Financial Analysis Specialist, Finance, is the financial adviser; and Dave Cearnal, Product Program Manager, Marketing, is the sales adviser.

Hands of Time has designed and created a really beautiful wall clock which uses GE electric clockworks, and is available in a refreshing choice of faces. One very handsome face util-

izes dark brown corkboard; another is an actual frisbee. . .the type used for tossing about the beach. In fact, executives of Hands of Time also offer custom-created clocks, using any surface the customer wishes to supply. The hands and numerals of all clocks are gold finished. At \$6.00 each, including Maryland tax, the clocks are a real bargain.

ISBDers wishing to obtain auto emergency lights or wall clocks. . .both are excellent for personal and gift use. . . may order them through the Employee Store on the fourth floor of the Maryland Center building.



Executives of Guiding Lite Ultd. run an enthusiastic assembly line as they manufacture auto emergency lamps to market at \$7.00 each.



People On the Move

Alfred DiVenuti, from Medinet Senior Account Rep; to Project Manager, Boston.

Patricia A. Hickert, from Tech Rep, Tulsa; to Internal Use Manager, Rockville.

Kyle Givens, from Customer Assistance Specialist, Rockville; to Tech Rep, Birmingham.

Gregory Horodeck, from Tech Services Specialist; to Senior Tech Services Specialist, Oakbrook, Ill.

Gregory Kappa, from Operations Specialist; to Systems Specialist, Brook Park.

Ellen Kilpatrick, from Senior Tech Rep, Denver; to Project Manager, Dallas.

Rodney Lemberg, from Senior Specialist, Forecasting and Analysis; to Manager — Forecasting and Analysis, Rockville.

Allen U. Nuss, from Manager, Cleveland Branch; to Manager, Personnel Practices and Development, Rockville.

Lyle A. Plitt, from Senior Specialist; to Product Programs Manager, Rockville.

Elizabeth Stalford, from Senior Tech Rep; to Tech Manager, Tulsa.



Al DiVenuti



Pat Hickert



Kyle Givens



Greg Horodeck



Greg Kappa



Ellen Kilpatrick



Rod Lemberg



Allen Nuss



Lyle Plitt



Elizabeth Stalford

Update is published bi-weekly by the Information Services Division for the benefit and information of employees. Articles and photographs may be submitted to Update, Information Services, 401 N. Washington Street, Rockville, Maryland 20850; or call 8 • 273-4387.

The Press *Continued from page 4*

"According to HCA, the company has been studying solutions for its hospital data processing and corporate management reporting needs for several years and has been working with GE for almost two years on the development and implementation of what is termed a 'new concept in remote computer application for the health industry'...

"HCA currently operates 67 hospitals

with more than 10,000 beds located throughout the Southeast and West Coast areas."

Other publications from which Update has received press clippings on the ISBD/HCA story include *Data Communications*, *Software Digest*, *Bio-medical Electronics*, *Bio-Medical Insight*, *Computer Medicine*, *Kingsport Times-News* and the *Nashville Banner*.