

LEVEL 1 - 2 OF 9 STORIES

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December 3, 1984, Monday, Late City Final Edition

SECTION: Section D; Page 2, Column 5; Financial Desk

LENGTH: 602 words

HEADLINE: EXECUTIVE CHANGES

BODY:

Allied Stores Corp. has elected to its board John Phillip Diesel, president and chief operating officer of Tenneco Inc.

*

AMC Entertainment Inc., Kansas City, Mo., has named Robert L. Friedman president of its new subsidiary, AMC International.

*

American Express Co. has named Ida F.S. Schmertz senior vice president, corporate affairs.

*

BAII Banking Corp., an investment banking corporation, announced that Avery E. Chope, president and chief executive, is resigning.

*

Baxter Travenol Laboratories, Deerfield, Ill., has elected James R. Tobin group vice president.

*

Chili's Inc., Dallas, has named Hal W. Smith president and chief operating officer, succeeding Larry D. Lavine, who has resigned.

*

Clinical Data Inc., Boston, has named Linda E. Saris vice president of finance and corporate planning, and Chet Andrews vice president of operations.

*

Coldwell Banker Real Estate Group, Los Angeles, a subsidiary of Sears, Roebuck & Co., announced that Forest E. Olson, chairman and chief executive of its Coldwell Banker Residential Group, is retiring.

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Distributed Computer Systems Inc., Waltham, Mass., announced that Gerald Nalder had resigned as president and chief executive.

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Walt Disney Productions, Burbank, Calif., has elected to its board Joseph F. Cullman 3d, former chief executive of Phillip Morris.

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R.R. Donnelley & Sons, Chicago, has named William D. McDonald Jr. president of its new subsidiary, Electronistore Services Inc.

*

Reuben H. Donnelley, the directory division of Dun & Bradstreet, has appointed Kenneth O. Johnson president of its new Donnelley Directory, and William Bak president of Donnelley Information Publishing.

*

Formaster Corp., San Jose, Calif., a manufacturer of disk duplicating systems, has appointed Thomas A. Tomasetti president and chief executive.

*

GAF Corp., Wayne, N.J., has named Salvatore C. Bellini, Richard B. Olsen and Thomas J. Zickell vice presidents, and William J. Burlant vice president and director of research and development.

*

Gates Learjet Corp., Tucson, announced that David W. Hill had joined the company as vice president-customer service.

*

Hasbro Bradley Inc., Pawtucket, R.I., has elected Raymond P. Wagner vice chairman.

*

Houdaille Industries, Fort Lauderdale, Fla., a diversified manufacturer, has appointed George G. Landberg president of its Warren Pumps division.

*

Microbiological Associates, Bethesda, Md., a biomedical research and testing company, has appointed Dr. Louis T. Mulligan general manager of the toxicology division.

*

Nevada Savings and Loan Association, Las Vegas, has named Kenny C. Guinn, president, to the additional post of chief executive, succeeding Sherman Miller, who continues as chairman.

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NL Industries has elected to its board Robert A. Bicks, a partner of the New York law firm of Breed, Abbott & Morgan.

*

Pepsi-Cola USA, Purchase, N.Y., has named Ronald Tidmore president of its Food Service division.

*

Pneumo Corp., Boston, a subsidiary of IC Industries, has elected C.L. Pecchenino president and chief executive, and Norman J. Ryker Jr. executive vice president and chief operating officer.

*

~~Tandem Computers Inc., Cupertino, Calif., has appointed Stephen C. Schmidt vice president, operations.~~

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Time Energy Systems Inc., Houston, announced that Ralph C. Mitchell 3d had joined the company as senior vice president-joint ventures.

SUBJECT: Terms not available

LEVEL 1 - 2 OF 2 STORIES

Copyright © 1984 CW Communications/Inc.;
Computerworld

December 3, 1984

SECTION: SYSTEMS & PERIPHERALS; Terminals; Pg. 76

LENGTH: 180 words

HEADLINE: TANDEM COMPUTERS, INC.;
Integrated Bar Code/Magnetic Stripe Reader

BODY:

Tandem Computers, Inc. has announced the Integrated Bar Code/Magnetic Stripe Reader option for its 653X terminals. The feature is said to allow users of Tandem Nonstop systems to enter machine-readable information directly from bar code labels and/or magnetically striped cards without having to use the terminal keyboard.

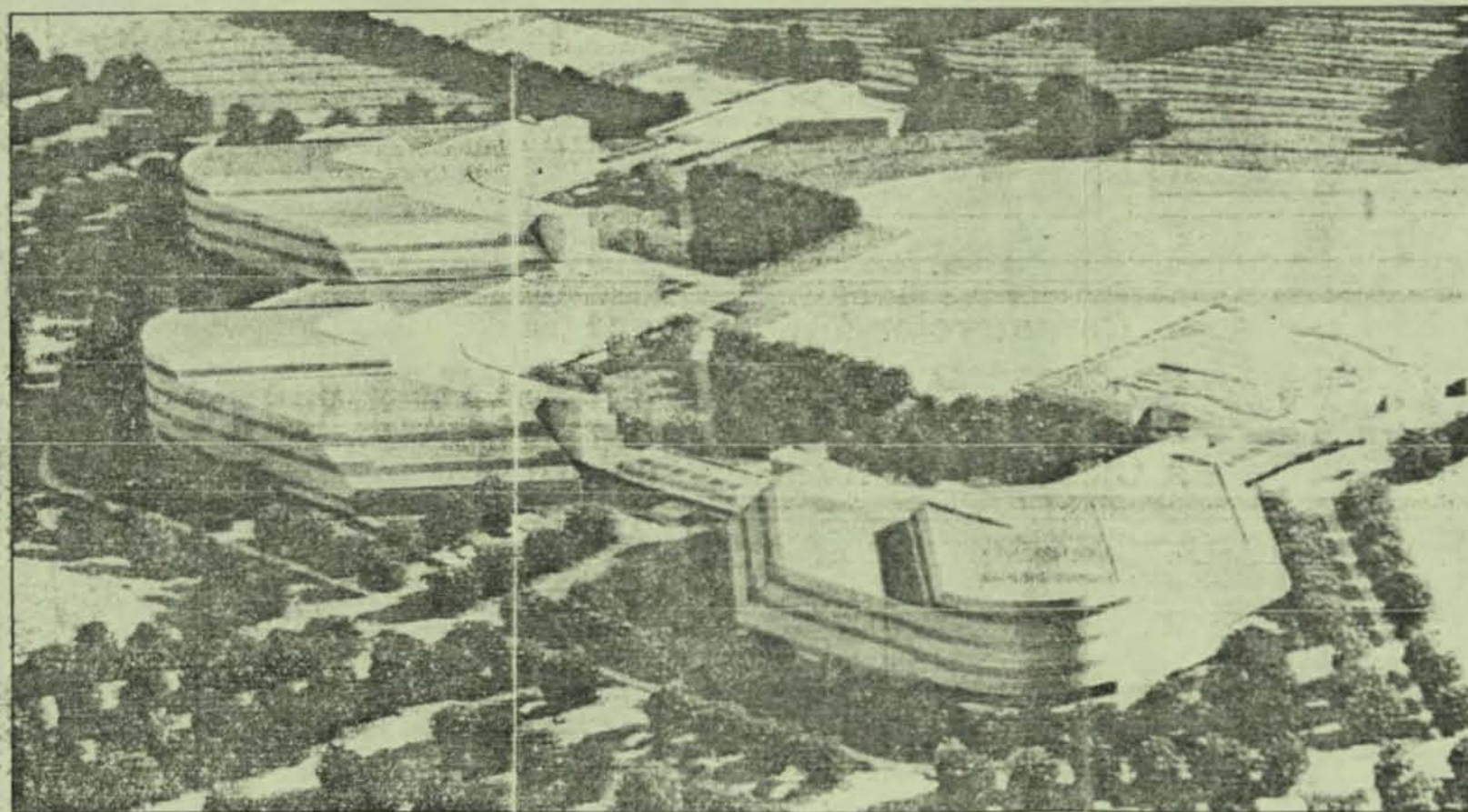
Three versions are available: the Model 6AIB integrated bar code reader, the Model 6AIM integrated magnetic stripe reader and Model 6AIC integrated bar code/magnetic stripe combination. The bar code options are said to support all standard codes, while the magnetic stripe options support Track 1 International Airport Transportation Association or Track 2 American Bankers Association standard codes.

Bar code and magnetic stripe readers transmit data to the terminal at 4,800 bit/sec, according to the vendor.

Prices are \$1,295 for the integrated bar code reader option, \$1,095 for the magnetic stripe option and \$1,995 for the bar code/magnetic stripe combination, the company said.

Tandem, 19333 Vallco Pkwy., Cupertino, Calif. 95014.

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Tandem Computers unveiled a model of its industrial campus planned for Coyote Valley

Special to the Mercury News

Tandem unveils model

By Chris Kraul
Mercury News Business Writer

Edging closer to final city approval for its new Coyote Valley industrial campus, Tandem Computers Inc. has unveiled the architectural model for the six-building first phase of buildings, which are positioned around a 10-acre man-made lake.

The design by MBT Associates architects of San Francisco calls for 515,000 square feet of buildings on the 100-acre site north of Bailey Avenue west of Highway 101 in South San Jose. Most of the office space will be in three three-story buildings built over a level of parking.

Construction on the project could begin in April if Tandem receives final zoning approval from the San Jose City Council next month, as expected, Tandem architectural design manager Jon Boyes said. From 1,400 to 1,600 employees will be relocated there upon the completion of the first phase in mid-1986.

Boyes would not estimate the

cost of construction, which will be handled by Koll Co. Tandem bought the 100-acre parcel from Koll and has also optioned an additional 90-acre parcel from Koll.

All told, the 190-acre site Tandem owns or has optioned could ultimately support 2 million square feet of buildings and up to 7,000 employees, Boyes said.

Now based in Cupertino, Tandem currently has no plans to move corporate headquarters to Coyote Valley, Boyes said. However, the company will move about half of existing Bay Area operations occupying 1.1 million square feet of space into the new facility.

Coyote Valley lost a prospective corporate citizen last week when Verbatim Corp. of Sunnyvale opted out of plans to occupy a 30-acre, 300,000-square-foot corporate campus on property developed by Sobrato Development Cos. Verbatim cited higher-than-expected land improvement costs for its decision.

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won't dampen your
holiday spirit.

With all the talk about declining

FOR EXAMPLE:

San Jose Mercury News

12/6/84 p76

XEROX

The
desktop
workaholic.

PEOPLE ON THE MOVE

Carolyn Rose Ditlevsen has been promoted to assistant vice president at San Jose National Bank.

George W. Adrian, head of water quality control for California Water Service Co., has been elected a vice president. He currently serves as chairman of the California-Nevada section of the American Water Works Association.



Adrian

Tandem Computers Inc. has appointed Stephen C. Schmidt to vice president, operations.

Varian Associates Inc. of Palo Alto has appointed Richard M. Supan as director of accounting.



Supan

Richard B. Holody, sales representative for the Mutual of Omaha Cos. in San Jose, was honored as a member of the company's "Class of '75" club recognizing the company's leading performers during its 75th anniversary year.

Jesse De La Cruz has been appointed vice president of operations for Axon Inc., a temporary personnel agency. Bruce McCaslin was named manager of Axon's corporate office in San Jose.

Judy Semas has been named president and chief executive officer of Hope Rehabilitation Services of San Jose, the largest non-profit organization of its type in the country. She was previously executive director.



Semas

Systematic Solutions of San Jose has appointed Jeff Cozens as a partner in the consulting firm.

Robert W. Vosburgh has joined Marconi Instruments Automatic Test Division of Sunnyvale in the newly created position of national sales manager.

CAE Systems Inc. of Sunnyvale has appointed Dr. Helmut Falser as managing director of its newly-opened European office in Germany.

Microtest Systems Inc. of Sunnyvale has appointed three vice presidents. Richard F. Rekart is vice president of operations; Terry E. Lund is vice president of marketing; and Norbert I. Szasz is vice president of advanced marketing and technology.



McDowell



Hale

Nikki Hale has been promoted to marketing manager at Janus, a diskette manufacturer in Milpitas. The company also named Tim McDowell to fill the new position of software manager.

Melanie A. Defe has been named assistant to the president at Diamond Computer Systems Inc. of Santa Clara. Dale Ouimet has been named director of marketing and sales at the firm.

Peggy Goldwater has joined the investment property division of Cornish & Carey Commercial as an agent in the Santa Clara office.

Plaza Bank of Commerce of San Jose has named Jeffrey M. Whalen as vice president/corporate marketing.



Al Petrauskas has been appointed director of materials for WaferScale Integration of Fremont. He was previously with Zilog Corp.



Petrauskas

Brian K. Weeks has joined Ashwill/Schneider's San Jose office as a leasing and investment specialist.

Imahara & Keep Inc. of Sunnyvale has promoted William Cooper and Mary Cogar to media planners in its advertising department.



- Temporary
- Permanent Personnel

Clerical
Secretaries
Word Processors
Receptionist
Typists
Clerks

Technical
Engineers
Technicians
Drafters
Designers
Illustrators
Technical Writers

Industrial
Assemblers
Quality Control
Warehouse
Inspectors

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For fifteen years, **Perry-White** has specialized in designing software/hardware engineer careers with both the company and the candidate in mind.

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From Peters & Lybrand Howard Slayen

Peters & Lybrand's Palo Alto/San Jose tax department, venture capital and tax advisor for the California Society of CPAs.

taxpayers the last opportunity to manage their tax liabilities in one of the most enigmatic years. On one hand, 1985 should offer the first time the tax legislation will occur next year. On the other hand, the tax legislation becomes indexed to reflect inflation in 1985. The index on September 30, 1984 to the same index on September 30, 1984 is 1.0140. Service recently announced that the tax rate for each bracket, exemptions, and the zero bracket amount will be indexed by 4.1 percent in 1985. Specifically, the per-centage of the zero bracket amount will be 10 in 1984.

the traditional concepts of income tax planning become difficult to avoid paying income taxes, it becomes much more difficult to pay when you pay. If you may be able to find ways to arrange your affairs to delay it until next year or later. The year is generally almost always advantageous means lower taxes (specifically consumption taxes). Additionally, it is possible that the year because of the absence of nonrecurring use of stock options, or large capital transactions, delaying it to next year generally is money for a longer period of time. This results in a deferral of tax, but also to possible reduce the tax during the succeeding year.

the ordinary subject to marginal rates as well, which under present rules are taxed at no less than 20 percent. Planning may not be valid in considering 1984 major consideration at this point in time must be to plan for 1985 rather than the reduced tax rates following the election there were almost daily "tax reform" bills. It is difficult to discern the direction of the tax system, they are also stating that any change in the amount of tax revenues raised from the tax system. Thus, if there is no tax for redistribution of the tax burden, it is hard to see how the deficit can be reduced.

views can be anticipated from comments from the election. He indicated that the tax system will be used to raise taxes, but not for indexation. His view is the tax reform plan will seek to avoid indexation in the United States. The election about changing the nature of the current tax system is to have rejected most of the alternative tax proposals. Secretary Regan has rejected a value added tax and is focusing on a modified flat-tax program. He is not in favor of this type of program since it would seem to be a disincentive and other provisions that are current tax breaks. Business groups generally have supported the flat tax, but they would impose increased tax burdens on corporate tax breaks.

basis of support. There are two major proposals from the two major sponsors, Representative Kemp and Senator Dan Rostenkowski. They have two proposals to discuss the fact that their two proposals and that they felt it would be possible to pass a flat tax.

news for 1984 tax planning. Bradley's bill would reduce the rate from 14 percent to 30 percent while Kemp's bill would reduce the rate from 20 percent to 30 percent for all income. Two proposals include the repeal of indexing the treatment of capital gains. Bradley would reduce the rate from 20 percent to 30 percent while Kemp would

ON THE UP SIDE

QUANTUM CORPORATION, MILPITAS, announced that sales for the second quarter of fiscal 1985 ended September 29, 1984 were \$30,085,000, a 99 percent increase over second quarter fiscal 1984 sales of \$15,143,000, and a 19 percent increase over the previous quarter.

ALZA CORPORATION, PALO ALTO, announced net income of \$1.7 million for the quarter ended September 30, 1984, compared to net income of \$0.6 million for the quarter ended September 30, 1983. Revenues for the current quarter were \$7.6 million compared to \$6 million for the same quarter in 1983.

SILICON VALLEY BANCSHARES, SAN JOSE, reported a profit of \$87,612 for the third quarter ended September 30, 1984. These earnings are an increase of 59 percent over the second quarter earnings of \$59,723.

LAM RESEARCH CORPORATION, FREMONT, announced record financial results for the quarter ended September 30, 1984. Sales for the first quarter were \$7,621,000, an increase of 157 percent over sales of \$2,963,000 for the same period last year.

DAISY SYSTEMS CORPORATION, SUNNYVALE, announced that net income for the fiscal year ended September 30 was \$11,030,000. This was an increase of 327 percent over \$2,581,000 for 1983. Total revenues for fiscal year 1984 were \$69,148,000, up from \$17,474,000 for the previous year. This represents an increase in annual revenues of 296 percent.

ZENTEC CORPORATION, SAN JOSE, reported higher sales and net income for the third quarter ended September 29, 1984. Sales for the quarter were \$6,062,000, an increase from \$5,497,000 for the third quarter of 1983, resulting in net income of \$1,011,000 compared to a net loss of \$950,000 in the prior year.

FORTUNE SYSTEMS CORPORATION, REDWOOD CITY, reported revenues of \$16,766,000 for the third quarter ended September 30, an 85 percent increase over revenues of \$9,057,000 for the same fiscal period one year ago. The company reported a net loss of \$3,674,000 compared with a loss of \$9,134,000 for the same quarter of 1983, which represents an improvement of 60 percent.

CETUS CORPORATION, EMERYVILLE,

SCIENTIFIC MICRO SYSTEMS, INC., MOUNTAIN VIEW, announced its results for the third quarter ended September 30, 1984. Net sales totaled \$10.5 million compared to \$6.7 million for the third quarter of 1983, an increase of 56 percent. Net income was \$687,000 for the quarter, a decrease of 7 percent from net income of \$742,000 for the comparable 1983 quarter.

LIQUID AIR CORPORATION, SAN FRANCISCO, reported higher net earnings and sales for its third quarter of 1984. Third quarter net earnings were \$6.2 million, up 15 percent, and sales of \$129 million, up 9 percent over the corresponding period of 1983.

SILICON VALLEY GROUP, INC., SAN JOSE, reported that net income for the fiscal year ended September 30, 1984, rose 78 percent to \$5,456,000, up from \$3,064,000 reported in the previous year. Net sales for fiscal year 1984 were \$30,463,000, compared to \$16,958,000 in fiscal 1983, an increase of 80 percent.

STANFORD TELECOMMUNICATIONS, INC., SANTA CLARA, reported a 35 percent growth in second quarter revenues from the previous year's second quarter. Revenues were \$7.1 million, compared to \$5.3 million in the second quarter last year. Net income in the second quarter was \$190 thousand, down 6 percent from the \$202 thousand in the second quarter last year.

MICROPRO INTERNATIONAL CORP., SAN RAFAEL, announced a 53 percent increase in revenues to \$66,945,000 for the fiscal year ending August 31. Earnings rose 32 percent to \$5,795,000, or 49 cents per share, compared to \$4,390,000, or 38 cents per share recorded in fiscal 1983. For the fourth quarter ending August 31, the company reported a loss of six cents per share, or \$756,000, compared with earnings of 23 cents per share, or \$2,635,000, for the same period of the prior year. Fourth quarter revenues were \$12,384,000 versus \$15,588,000 for the final quarter of the previous fiscal year.

COOPERVISION INC., MENLO PARK, announced revenues for the third quarter increased to \$67.7 million from \$52.2 million in the comparable 1983 quarter. Net income was \$7.35 million for the third quarter, compared with \$5.6 million for the same period last year.

ROSSCOMP CORP., CERRITOS, re-

TANDEM COMPUTERS, CUPERTINO, reported improved profit for the fourth quarter and year. The company earned \$21.6 million compared with \$8.7 million in the year-ago fourth quarter. Sales rose to \$153 million from \$117.8 million. For the year, Tandem earned \$42.9 million, compared to \$30.8 million a year ago. Revenue climbed to \$532.6 million from \$418.3 million.

COHERENT, INC., PALO ALTO, reported an increase in fourth quarter profits and in sales. Income from operations during the quarter ended September 29 was \$2.1 million, up 55 percent from \$1.4 million during last year's comparable period. The company posted profits of \$4.6 million, up 238 percent from \$1.4 million during last year's fourth quarter. Sales were \$31 million, up 17 percent from \$26.4 million for the same period last year.

NBK CORPORATION, SANTA CLARA, reported an increase in sales for the fiscal year 1984. Sales were recorded at \$7,557,000, or 39 percent over fiscal year 1983. The company reported a loss of \$613,000 in profits, compared to a loss of \$2,261,000 for fiscal 1983.

SILICONIX INC., SANTA CLARA, reported outstanding third quarter income of \$2,512,000, or 41 cents per share, on sales of \$23,744,000.

HEWLETT PACKARD, PALO ALTO, reported earnings of \$1.34 million, or 52 cents a share, on sales of \$1.56 billion the latest three months. During the same period last year, H-P had earnings of \$91 million, or 35 cents a share, on sales of \$1.15 billion.

PACER TECHNOLOGY & RESOURCES, CAMPBELL, reported its first profitable quarter since 1980. The company earned \$33,401, compared with a loss of \$227,402 a year ago.

APPLIED MATERIALS, INC., SANTA CLARA, has announced net earnings of \$3.6 million, or \$5.55 per share, on net sales of \$42.4 million for the three months ended July 29. These results compare to net earnings of \$1.1 million, or \$1.17 per share, on net sales of \$26.3 million for the third quarter of fiscal 1983. Ending backlog increased to a record \$78 million, compared to \$34.9 million a year ago and \$64.6 million at the end of the second quarter of fiscal 1984. Net sales for the first nine months of fiscal 1984 were \$119 million, up 60 percent from \$73.6 million a year earlier.

Corporate Times
Dec 1984 p 6

MODULATION ASSOCIATES, MOUNTAIN VIEW, has announced that the company has signed a contract with The Christian Science Publishing Society to provide a high speed satellite data network for *The Christian Science Monitor*. The 50 kilobit-per-second data communications system will be used to transmit daily copy from the Monitor headquarters in Boston to the publisher's various printing plants across the country.

BANKPRO SYSTEMS, SAN FRANCISCO, developer of WireNet, a microcomputer-based electronic funds transfer and management system, has opened its first regional office in Chicago. The new office will serve as the base for BankPro's sales and customer support in the East and Midwest, while the San Francisco headquarters will serve the Western U.S.

BORLAND INTERNATIONAL, SCOTTS VALLEY, developer and marketer of software products for microcomputing, has announced the signing of two agreements, with Softsel and Softeam, for those distributors to offer all Borland software through their established marketing channels. Philippe Kahn, Borland president, expects that Borland's software products will achieve strong recognition with the added support of these distributors.

FLEXTRONICS, NEWARK, announced the opening of a regional Sales and Support Center in Austin, Texas, to provide the Sunbelt Region of the United States with full turnkey board-level electronics manufacturing and subassembly. Flextronics' new Sales and Support Center will allow high-tech companies from Texas to the Atlantic Coast to take advantage of Flextronics' domestic and overseas manufacturing facilities.

ADAC LABORATORIES, SAN JOSE, producer of image processing systems for nuclear medicine and radiation therapy planning systems, announced the signing of a Development Agreement with Hybritech, Inc., San Diego. Charles W. Cantoni, president of ADAC Laboratories, has announced the signing of a major contract with Hybritech Inc. to develop Radiation Therapy Planning Techniques for use with Monoclonal Radioimmuno-globulins.

TANDEM COMPUTERS, INC., CUPERTINO, announced that it has reached an agreement with Enhansys, Inc. to jointly market the Enhansys decision-support software system initially to the semiconductor and electronics manufacturing industries. The announcement was made at the Semicon Southwest tradeshow. As part of the Tandem Alliance program, Enhansys will market its decision support package directly to users of Tandem NonStop II and NonStop TXP systems.

EQUATORIAL COMMUNICATIONS COMPANY, MOUNTAIN VIEW, and Avantek, Inc., announced an agreement to incorporate Avantek's advanced microwave LNA technology into Equatorial's unique satellite micro earth station products. Both companies believe that the agreement would be the beginning of long-term cooperation in satellite communications between the two. The first phase of this agreement is represented by an order from Equatorial for 10,000 Avantek low noise amplifiers for use in Equatorial's C-Band satellite micro earth stations.

LSI LOGIC CORPORATION, MILPITAS, maker of HCMOS application specific integrated circuits and supplier of design and simulation software, announced the opening of its newest, state-of-the-art test and assembly plant in Fremont. The facility is 74,000 square feet and houses the latest automated test, package and assembly equipment.

WATKINS-JOHNSON COMPANY, PALO ALTO, announced the receipt of a contract valued at \$2.4 million from the Massachusetts Institute of Technology's Lincoln Laboratory for the delivery of traveling-wave-tube amplifiers to be used on the U.S. Navy's Fleet Satellite Communication System. The amplifiers will be built by the firm's SSE Division, located in San Jose. Watkins-Johnson Company is a Palo Alto-headquartered manufacturer of

hazardous substances is toxic waste.

Since 1979, when IBM discovered that its underground storage tanks were leaking and contaminating the upper aquifer, the containment of hazardous substances has been the subject of tremendous controversy.

Through the joint efforts of electronics industry leaders, public officials, and community groups, careful studies have been conducted and rigid regulations have been imposed.

Recently, the Industry Cleanwater Task Force was organized by four local trade associations, which serve the electronics industry, to coordinate clean-up operations.

According to Megan Taylor, director of the Task Force, toxic

Acurex Wins Three EPA Contracts

MOUNTAIN VIEW - Acurex Corp., a Mountain View head-quartered company that specializes in solving energy and environmental problems, will continue its long-term, "mutually beneficial" association with the Environmental Protection Agency (EPA).

The EPA recently awarded Acurex three new contracts, potentially worth more than \$12 million over the next three years. The contracts were won by the company's Energy and Environmental Division, an Acurex department that has supplied its consulting services to the EPA since 1972.

The largest contract — with a value of more than \$6 million — calls for Acurex to conduct research and development projects for the EPA's Industrial Environmental Research Laboratory (IERL) located in Research Triangle Park, North Carolina, one of the Agency's 14 specialized research labs in the country.

According to Andy Murphy, manager of Acurex's Southeast Regional Office in Research Triangle Park, the company has been performing pilot-plant operation and process sampling work for the EPA at the IERL since 1977; the new contract adds roles such as laboratory process research, analytical chemistry projects, and electronics and instrument repair and calibration services. Murphy projects the new contract will more than double the number of Acurex employees at the EPA facility.

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Exceltech insur key basis. Let your problems

ET
EXCELTECH

CUT DO
RISK O
RECYC

Recyclene' set
in solvent reco

Introducing Recyclene — a unique solution to your solvent disposal dilemna. Recyclene is a recovery system that safely, simply and conveniently converts hazardous waste solvent into 99.9% pure and pure reusable material. The Recyclene machine purifies solvents with up to a boiling point using an explosion proof, efficient and low cost distillation process.

The bag that keeps the EPA off your back.

Electronic News
12/10/84 p 25
**Tandem Names
V-P to Mfg. Post**

CUPERTINO, Calif. — Tandem Computers, Inc., has shifted Stephen C. Schmidt, vice-president for strategic planning and product management, to the recently-vacated post heading all of Tandem's manufacturing operations.

Mr. Schmidt takes on manufacturing duties formerly handled by Lary L. Evans, Tandem manufacturing vice-president. Mr. Evans recently resigned from Tandem to become vice-president and general manager of CHI Systems, Inc., of Santa Barbara, Calif. (EN, Oct. 22.)

Tandem said Mr. Schmidt's former strategic planning duties will be assumed by Tandem's office of the president, which includes Jim Treybig and Jim Marshall.

Magnetic Info Technology President Resigns; Co. Curtails Operations

By Susan Kerr

CHATSWORTH, CALIF. — Magnetic Information Technology Inc., a 3-year-old manufacturer of floppy disk drive magnetic heads, said president John Daste has resigned and that the company has curtailed operations.

Daste, who had been with Magnetic Information since March 1983, served chiefly as the head of the product development group, a company spokesman said. No replacement has been named, but it is expected that Magnetic Information founder, chairman, and chief executive Pete Sidhu will take on Daste's management duties.

Of the plans to curtail operations, the spokesman said, "They'll simply run at less than full speed. Probably few people will be affected as the major part of the Chatsworth staff had been let go way back."

Daste, Sidhu, and Magnetic Information chief financial officer Mark Schwartz were unavailable to comment on the current state of the company. However, in a prepared statement, Sidhu claimed that the company has fallen on hard times because "1984 has been a difficult year for floppy disk

drive manufacturers."

Earlier this year, Magnetic Information lost its major customer, Micro Peripherals Inc., when Micro Peripherals parent company DTS Corp. decided to discontinue operations of Micro Peripherals.

Sidhu said the company will continue to operate on a "limited basis" here and in India, where all product manufacturing was moved last spring. He added that Magnetic Information plans to move into other product areas, specifically Winchester-type magnetic heads. In 1983, the company said it was developing a proprietary disk drive, but that project reportedly has never reached fruition.

Magnetic Information, whose stock is publicly traded over-the-counter, also said disclosure of its earnings statement for fiscal 1984, ended in June, will be delayed until January. The spokesman said the statement cannot be issued until payment claims against Micro Peripherals, which still owes Magnetic Information money, are settled.

In the first three quarters of 1984, Magnetic Information posted earnings of \$1,137,000, or 51 cents a share, on revenue of \$3,441,000.

Tandem Revamps Duties Of 3 VPs

CUPERTINO, CALIF. — Tandem Computers Inc. said it has reorganized duties of three vice-presidents and provided two with new titles.

The three affected are: vice-president of strategic planning and product management Stephen Schmidt, who is now vice-president of operations; vice-president of international sales and marketing Gerald Peterson, who will retain that title but take on Schmidt's former product marketing and management duties; and Jeanne Wohlers, promoted from finance vice-president and treasurer to vice-president and controller.

Schmidt will be responsible for Tandem's worldwide manufacturing operations. He said he was "happy with the move, particularly since my background has been in operations."

Wohlers will now take

on accounting and reporting, operations planning and control, and asset management. She will be assisted by Richard Lamb, who was promoted to treasurer from assistant treasurer, a Tandem spokeswoman said.

Read-Rite Corp. Appoints President/Chief Executive

MILPITAS, CALIF. — Thin-film recording head maker Read-Rite Corp. has named Wade Meyercord president and chief executive, replacing co-founder John R. Osborne, who remains chairman.

Meyercord said that the expansion of Read-Rite's top management signals that the 2-year-old company has completed its formative phase and now is ramping up production. Read-Rite in August began shipping recording heads and currently is producing "a few thousand" per month, Meyercord said.

Read-Rite within the next three months will add a sales and marketing vice-president and an operations vice-president, Meyercord noted.

Like Osborne and two of Read-Rite's other three co-founders, Meyercord is a veteran of Memorex Corp., where he most recently held responsibility for storage equipment manufacturing and development.

Before co-founding Read-Rite in February 1983, Osborne was Memorex's magnet-

Former Memorex Robert C. Wilson Computers Inc. as distributor and son Inc. has named R had been president matic Inc....High-puter Elxsi has na and a member of t company since Au ficer and will als pacity....Honeywel Bowen as vice-pre tures. Previously, sel....Kenneth I. marketing directo Oracle from Syn served as market has tapped Christ manager. Most re ager in Austin, tems....Craig Cer dent of engineer ing to Interleaf, manufacturing at Kodak....OA Sof Rosenbloom as sales. Rosenbloo Line Microcent directors while ing....Avant-Gar Kimball to the r product planning opment manage ers, which was 1984....Richard sales vice-presid of Informatics (formatics, Osbr IBM....EECO Co Marcotte as fin eight years wit wick, Mitchell manager in the ert P. Marang division of IIT tems Group, as been senior m: Europe's compt Marangell repl been promotec Business Infor Corp. marketi Kronic and er mond have posts....James vice-president Corp. He has l management Apache Corp. Software Corp Richard P. B pany's vice-pr is vice-pres

DEC Names Financial Chief

MAYNARD, MASS. — Digital Equipment Corp. said it has appointed a Ford Motor Co. executive to the post of vice-president and chief financial officer, effective Jan. 1.

James M. Osterhoff, former controller of Ford Tractor Op-

erations, will succeed Alfred Bertocchi as DEC's chief financial officer. Bertocchi recently retired.

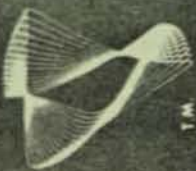
Ford's chairman and chief executive, Philip Caldwell, serves on DEC's board of directors.

FLOPPY AND WINCHESTER DRIVE REPAIR

FLOPPY: \$62.50

CDC
TANDON

Computer Systems News
12/10/84 p 74



DATA PHASE CHOSEN TO AUTOMATE NEW YORK CITY LIBRARIES

The Tri-Li Consortium, composed of the Brooklyn, New York and Queens Borough Public Library Systems, and Data Phase Corporation (9000 W. 67 St., Shawnee Mission, KS 66202, 913/262-5100) have entered into formal negotiations for an automated circulation control system.

The decision to enter negotiations caps a 14-month selection process during which vendors responded to a complex Request for Proposal. If negotiations are successful, the three libraries and Data Phase expect to implement the \$9 million system by July 1988. (cont'd on p. 6)

H. W. WILSON INDEXES AVAILABLE ONLINE

The H. W. Wilson Co. (950 University Ave., Bronx, NY 10452, 212/588-8400) has announced the availability of the Wilson indexes through its WILSONLINE information retrieval system.

Twelve Wilson databases--Applied Science & Technology Index, Biological & Agricultural Index, Book Review Index, Business Periodicals Index, Cumulative Book Index, Education Index, Index to Legal Periodicals, Reader's Guide to Periodical Literature, Journal Directory, Publisher's Directory, Name Authority File and Library of Congress MARC Books--are now available. An additional seven databases--Art Index, Bibliographic Index, Biography Index, General Science Index, Humanities Index, Library Literature and Social Sciences Index--will be available in 1985, and Vertical File Index will be available in mid-1986. (cont'd on p. 6)

Trade Group Accelerates Anti-Softlifting Effort

ADAPSO PLANS SUIT VS. MAJOR COMPANY, DIRECT MAIL CAMPAIGN

A unit of the Association of Data Processing Service Organizations is planning to file a suit against a Fortune 50 company within six weeks in connection with its ongoing effort to reduce illegal copying of microcomputer software.

ADAPSO, a trade organization representing computer services companies, includes the Microcomputer Software Assn. and the Software Protection Fund, established earlier this year (SPR, May 30) to fund an anti-piracy campaign.

The SPF's first major campaign is a 60,000-piece mailing of a brochure -- "Thou Shalt Not Dupe" -- to chief executives, chief financial officers, attorneys and school superintendents. The brochure compares unauthorized software duplication to shoplifting, urges executives to establish and publicize legal, internal (cont'd on p. 7)

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The newest version was developed for use with the OCLC M300 Workstation; the package, with disk and user manual, costs \$225.

The *Micro Enhancer*, already available for the IBM PC and IBM PC XT (AT/L, August) and Apple II series (AT/L, March), enables librarians to reduce the amount of staff and terminal time necessary to process online interlibrary loans. It increases the efficiency of a library's ILL operation by transferring record-keeping from the terminal operator to the microcomputer, which interacts directly with the OCLC Online System.

NTIS OFFERING DATA FILES ON DISKS

The National Technical Information Service (NTIS, 5285 Port Royal Rd., Springfield, VA 22151, 703/487-4807) has announced it will be offering over 1000 of its data files on IBM-PC compatible disks in several formats that can be used with various commercial database management software packages.

Twelve disks are currently available, including Data Set 456, Food Composition Data in Common Units and USDA Nutrient Data Base for Standard Reference, both published by the U.S. Department of Agriculture.

Prices range from \$75 to more than \$1000, depending on file size. The first disk costs \$75, and each additional one costs \$15.

LIBRARY LINKS CATALOG TO BOOKMOBILE

The Westminster (CO) Public Library has received a grant of \$11,702 under Title I of the Library Services and Construction Act (LSCA) to create a link between its bookmobile and the city's minicomputer in order to provide access to the library's catalog for patrons at every bookmobile stop.

A computer terminal will be installed in the bookmobile with a radiophone linking it to the minicomputer. The radiophone will also bring information on the current status of materials and data on fines and overdue books to the bookmobile.

The bookmobile serves 2500 patrons, 60% of whom are children under 15 years of age. Its collection totals 2600 books, mostly paperbacks, and patrons contribute 17% of total library circulation. The library expects the new system to be installed in March.

Westminster's Library holdings total 90,000 volumes. There are five public access catalog terminals in the two library branches.

DATA PHASE CHOSEN TO AUTOMATE NEW YORK CITY LIBRARIES (cont'd from p. 1)

The proposed system, which is said to be "the largest such application in the world," will be supported by a Tandem-based Automated Library Information System (ALIS) and a telecommunications network that will link 679 terminals at 200 branches located throughout the five boroughs of New York City.

An interconnected, distributed processing configuration of the Tandem-supported ALIS III system will provide Tri-Li with the ability to maintain control over the 11 million items in its collections and process its 25 million annual circulations. The system has been budgeted at about \$9 million but the ultimate cost is subject to negotiation with Data Phase.

H.W. WILSON INDEXES AVAILABLE ONLINE (cont'd from p. 1)

Files date back to 1982 or 1983, depending on the database, with the exception of *Library of Congress MARC Books*, which dates back to 1977, and *Index to Legal Periodicals*, which dates back to 1981. Wilson is considering placing

COMPUTER INDUSTRY

Tandem moves to reposition itself

Aims to hold down costs, put low-end system on market

By David Olmos
CW Staff

PALM SPRINGS, Calif. — After broadening its product line and enacting cost-cutting measures and tighter management controls last year, Tandem Computers, Inc. is aiming to recapture the momentum it seemed to be losing.

"We grew our people faster than our revenues last year," James Treybig, Tandem's president and chief executive officer, admitted in a recent interview here. "The fundamental thing we're doing is not hiring people until our revenues catch up."

At the same time, Treybig said, the company, which manufactures fault-tolerant, on-line transaction processing systems, has "moved to reposition ourselves and offer low-end systems as well [as high-end ones], which was something we should always have done." He said the company's strategy now is to offer a broader range of products while striving to maintain its position in larger systems.

Financial performance improving

Tandem's financial performance has been unsteady during the past couple of years. With revenue growth slowing and operating margins down, the company began about a year ago to increase its focus on costs and profitability. The number of employees has been reduced, although the company has increased its sales force.

Industry analysts who follow Tandem said the near-term prospects for the company are good.

"They seem to be determined to get back into the mainstream of major growth and get close to their historical margins," said Fred Cohen, an analyst with L.F. Rothschild, Unterberg, Towbin, a New York brokerage firm. Cohen said the company could have been faster in improving its hardware and reducing its costs.

Treybig said Tandem had a strong fourth quarter for the period ended Sept. 30, reporting a 30% increase in revenue and a 35% gain in profit over the year-earlier period. "If we have good growth this quarter, then we'll be back to approaching our historical margins," he said.

See **TANDEM** page 160

Informatix to counter loss with organizational change

By Kathleen Burton
CW West Coast Bureau

WOODLAND HILLS, Calif. — There is a newly intensified corporate tone in evidence these days at Informatix General Corp., an information processing services and software company attempting to recover from severe financial losses sustained in 1984.

To do so, and to meet its goal of becoming a \$1 billion company by 1990, Informatix is reshuffling management, revamping its corporate strategy and repositioning several newly announced products to target the microcomputer market, according to executives interviewed here recently.

Other organizational changes include selling ailing divisions and repositioning languishing product lines, such as insurance, to target the micro market. "We're getting back to basics," said Walter F. Bauer, the firm's cofounder, chairman and chief executive officer.



Lemons

tive officer.

Informatix posted depressed financial figures for 1984. Profit and net income plummeted to \$546,000, compared with \$4.2 million for the same period in 1983. The company's losses, according to company officials, were losses of \$4 million in the company's \$30 million life insurance operation, a \$34 million in applications software product group and flattened its flagship Mark V applications development project. Industry analysts insist that Informatix' poor financial showing last year was due to a chronic lack of focus. In the past, Informatix

has offered a potpourri of services ranging from customized programming to project management and systems, to a widely diversified array of customers including Fortune 500 corporations, the federal government and small businesses.

See **RECOVER** page 161

ITT consolidates credit division to offer expanded finance services

By Peter Bartolik
CW Staff

ST. LOUIS — Through ongoing consolidation of various credit divisions, ITT Corp.'s ITT Commercial Finance group hopes to build its early lead in retail computer financing into a position as the dominant one-stop financing service, including lease underwriting, for business computer equipment sold at the retail level.

The credit group, an operating unit of the \$5 billion ITT Financial Corp.,

over recent months has absorbed divisions of the former ITT Industrial Credit Co. under the direction of Marvin F. Brown, the Commercial Finance group's president and chief executive officer.

In a recent interview, Brown said the objective of the consolidated commercial financing is to provide full-service commercial financing to leading computer retail operations. Those services currently provide about one-sixth of the group's total revenue.

See **ITT** page 162

Absence of tax reform may disappoint industry



INDUSTRY INSIGHT

Peter Bartolik
CW Senior Editor

The most significant business-pertinent policy issues raised recently in Washington, D.C., are, first, the federal budget and, second, tax reform.

The Reagan administration cannot seem to get its act together on a comprehensive budget reduction package and therefore is going to have a big problem trying to sell a tax simplification package.

The waffling and wavering that has dampened Cabinet-level budget

in Congress can only detract from the momentum and leadership that should be present in the White House during the beginning of a second presidential term.

Trade groups call for freeze

Recently, the American Electronics Association joined with other major national trade associations to call for a budget freeze, including a freeze in defense spending.

While many people see a budget cutback and tax reform ideally going hand in hand, the folly being played out in the budget process will undoubtedly carry over to the tax-writing process. Where the lack of leadership results in special dis-

ing the tax code in even worse shape than at present.

Unless the government gets its house in order, 1985 could turn out to be a very disappointing year for American industries.

A fatality earlier this summer stemming from chemicals located at the M/A-Com, Inc. gallium arsenide semiconductor laboratory was in no way job-related, according to a verbal report the company said it has received from the U.S. Department of Labor's Occupational Safety and Health Administration (Osha).

Joseph C. Bothwell, senior vice-president of the Burlington, Mass., company, said he was told by Osha

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Line Software International, Inc. announced they have settled their litigation with Tandem Computers, Inc. and On-Line Software International, Inc. applications marketing group will focus on scientific and commercial cross-industry packages, with initial

NSF applicants had the option of requesting the Cyber 180 systems in their proposals.

announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

New Issues / December 20, 1984

\$300,000,000

Tandy Corporation

\$150,000,000

10⅞% Senior Notes Due 1987

and accrued interest, if any, from date of delivery

\$150,000,000

11% Senior Notes Due 1989

and accrued interest, if any, from date of delivery

Copies of the Prospectus may be obtained in any State in which this announcement is circulated only from such of the undersigned as may legally offer these securities in such State.

s Inc

Rauscher Pierce Refsnes, Inc.

poration

Goldman, Sachs & Co.

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Incorporated

Dillon, Read & Co. Inc.

Donaldson, Lufkin & Jenrette
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ert **E. F. Hutton & Company Inc.**

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Prudential-Bache
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berg, Towbin

Smith Barney, Harris Upham & Co.
Incorporated

Dean Witter Reynolds Inc.

TANDEM from page 149

He declined to discuss specific new products that the company may introduce during the coming year. He said Tandem has not canceled any development projects recently but has "redirected" some of them.

He said the company plans this year to introduce some low-end products aimed at an office-type environment. The company's systems have been used widely for on-line transaction processing by users such as banks, airlines and telephone companies. Conceding that the company "didn't concentrate" on its relationships with software houses in the past, Treybig said Tandem has worked to correct that deficiency. "We made the mistake of not realizing that we had become a big company and that we had a lot of benefit for software houses," he said. The company has established a business alliance program in which it encourages and provides support for software developers.

Software is vital to Tandem's fault-tolerant computers, which rely on parallel processors and sophisticated software to allow the computers to work together, as well as work around a unit that may have failed.

As the company has grown from no revenue in 1976 to more than \$500 million for the last fiscal year, Treybig said he has tried to maintain the progressive, people-oriented corporate culture for which the Cupertino, Calif., company is well known.

"There are things we've done well and haven't done well," he said. "I think we went through lots of transitions, but I don't think it affected our goals from a people or management point of view."

On the subject of start-up companies that have tried to challenge Tandem in the fault-tolerant market, Treybig noted that most have failed for a variety of reasons. He believes the availability of venture capital funds for some of the start-ups created a crowded market in which only a few firms could survive.

When Tandem started, he noted, there were no other companies in the fault-tolerant market.

"The start-ups have so much money, and they're all competing against one another, that it's difficult to make a profit. So a situation that appears to be much better, because there's a lot of money, is really a disadvantage, because you're going to have lots of other competitors just like you," he said.

Computer News

DATA TOPICS

Even as Datapoint executives prepare to defend the company from the possible attempt by arbitrator Asher B. Edelman to liquidate the firm (see story this page), they are marching along with a strategy to add outside technology to their product portfolio. Datapoint officials have confirmed earlier reports (Data Topics, Dec. 3) that they are very interested in the technology and product development efforts of Syte Information Technology, Inc., the San Diego start-up supplier of National 32016-based system which ceased operations earlier this year. Datapoint is understood to be close to completing an agreement with Syte's lawyers.

The word's getting around IBM is stepping up its efforts to take customers from traditional rivals Burroughs, Honeywell, NCR and Sperry. At NCR and Honeywell, the specific targets are said to be the former's Criterion and the latter's Level 62 and 64. One bit of evidence is a new third-party program, that converts Burroughs, Honeywell and Sperry Cobol to MVS Cobol. It's a sub-set of a program called Translator, picked up from Conversions, Inc., Raleigh, N.C. Available in the U.S. only, the package is \$42,000 from IBM.

Moving to remove what it called unqualified production workers, Computer Memories, Inc., has laid off 117 of its 700-member domestic workforce, all but six coming from the manufacturing subsidiary. Ironically, the layoff comes as OMI struggles to ramp-up production on its 20MB 5¼-inch Winchester used with IBM's PC AT (see story, page 1). CMI is said to be in the midst of bringing additional financing into its coffers, which it expects to disclose on Dec. 21 along with a further elaboration of its strategy to increase production for IBM.

A significant software update to Tandem Computer's line of NonStop systems — code named DP2 — is said to be in the works. The upgrade is said to improve disk-handling functions, improving performance of the Tandem hardware.

The recently debuted knee-top portable from Intelligent Systems Corp.'s Datavue subsidiary is being procured from Tokai Bussan of Japan, under a contract valued at about \$20 million. The IBM PC-compatible knee-top computer is being manufactured by Hokkusu Denshi Kogyo. Called the DV-25, the computer resembles Data General's Model 1 and features a large liquid crystal display. The solar battery powered unit is based on the Intel 80C888 and comes with 128K bytes of internal memory, expandable to 256KB. Weighing 14 lbs, the new computer is expected to be priced at around \$2,000.

Plans to have its account executives sell personal computers have quietly been killed by brokerage house E.F. Hutton. Late last year (EN, Dec. 19), the Wall Street firm said it would offer the IBM PC, Wang Professional, Convergent Technologies Workslate and a Quazon terminal, along with its network service Huttonline. The firm apparently decided the retail



JOB CHANGE: Thomas G. Kamp, long-time CDC executive, is planning a job change, shedding one to pick up two. (See story on page 26).

DG to Transfer Tech. Products Div. to Denver

WESTBORO, Mass. — Data General Corp. last week said its Technical Products division, which includes about 60 employees, will be moved from Westboro to the Denver area early next year.

A spokesman said all the division's current workforce has been asked to move to the new location. He said positions in other Data General divisions will be sought for those seeking to remain in Massachusetts.

The major reason for the move is Denver's proximity to the division's customers, the spokesman said noting the automobile industry in Michigan and the growing number of electronics firms in the South, Southwest and West.

The spokesman denied a more favorable personal and business tax structure in Colorado was a major reason for the move. He also said the firm has no current plans to move other divisions outside of New England.

The Technical Products division, which will continue to be headed by vice-president and general manager Donald I. McDougall, is responsible

Datapoint Asks To Help Block

SAN ANTONIO — Datapoint banker Kidder, Peabody & Block any takeover attempt who last week reported the 8 per cent stake in Datapoint. Harold B. O'Kelley, chairman and chief executive of the computer maker, did not rule out the possibility of seeking a "white knight" to acquire Datapoint, but he termed as "viable" Mr. Edelman's suggestion that Datapoint be liquidated or broken up.

Mr. O'Kelley said Kidder, Peabody & Block had been asked to explore a number of strategies to deal with any takeover attempts, as well as the company's profits slump.

"The marching orders were to do whatever had the impact on our customers, so optimize the situation for shareholders and employees."

Asked whether one of the options being explored was the merger of Datapoint with another company, O'Kelley said "We haven't ruled Kidder in the alternatives they consider. Beyond that, I don't want to comment."

Mr. O'Kelley added that "no one has approached us" about acquiring Datapoint. He did not respond to a question on whether the company has had discussions with potential acquirers, saying only that "no one is going on" along those lines at present time.

Mr. O'Kelley rejected the suggestion that Datapoint be liquidated as the piecemeal breakup of the company was not feasible.

Continued on Page 2

NCR to Shift Production

DAYTON, O. — NCR discontinued U.S. production of its Augsburger computer to its Augsburg plant.

NCR previously acknowledged to halt production of its 6-megabyte IBM PC-compatible machine at its Clemson, S.C., plant (EN, Dec. 19).

Vernon Yates, vice-president and general manager of NCR's Personal Computer division, who was unavailable for comment earlier last week, said the Augsburg facility was the sole production plant for personal computers, which was

COMPUTER INDUSTRY



SUPERSHORTS

Triumph-Adler AG confirmed **Pertec Computer Corp.** of Irvine, Calif., will remain part of Triumph-Adler North America, Inc., Hartford, Conn., ending plans to sell Pertec.

Information Solutions, Inc. (ISI) reported that **Prime Computer, Inc.** and ISI have agreed in principle to enter into a joint venture to market turnkey computer hardware and software systems to the lodging industry.

Under the terms of the tentative agreement, Prime will assume the primary and exclusive responsibility for marketing ISI's hospitality sys-

tems to property management companies, hotels and motels as well as resorts.

Relational Technology, Inc. has signed two separate joint development and marketing agreements, making Ingres available on Amdahl Corp.'s UTS operating system and on Pyramid Technology Corp.'s computer systems.

Tandberg Data, Inc. announced plans to consolidate its Armonk, N.Y.-based terminal division and its data storage division into one central location at the data storage division's new manufacturing facility in Anaheim, Calif.

Tandem Computers, Inc. and **On-Line Software International, Inc.** announced they have settled their lit-

igation involving the Guardian trademark used for computer software products.

In accordance with the settlement, the New Jersey lawsuit will be dismissed as well as a related administrative proceeding in the United States Patent and Trademark Office.

Under the terms of the agreement, On-Line Software has agreed to abandon its federal trademark application and not to oppose Tandem's application seeking federal trademark registration of the trademark Guardian.

Honeywell, Inc. has formed a marketing support group to improve the availability of application software for DPS 8 and DPS 88 large-scale computers operating under Gcos. The applications marketing group will focus on scientific and commercial cross-industry packages, with initial

emphasis on financial, distribution and engineering support applications.

The Association of Data Processing Service Organizations has reached an agreement with **National Information Systems** to provide joint purchasing of computer peripherals with **Data Securities International** to provide a new protection service to safeguard software.

Control Data Corp. announced that it will donate up to 10 Cyber 180/810 superminicomputer systems totaling \$5 million to universities which are selected for the National Science Foundation's (NSF) Engineering Research Center program. NSF applicants had the option of requesting the Cyber 180 systems in their proposals.

TANDEM from page 149

He declined to discuss specific new products that the company may introduce during the coming year. He said Tandem has not canceled any development projects recently but has "redirected" some of them.

He said the company plans this year to introduce some low-end products aimed at an office-type environment. The company's systems have been used widely for on-line transaction processing by users such as banks, airlines and telephone companies. Conceding that the company "didn't concentrate" on its relationships with software houses in the past, Treybig said Tandem has worked to correct that deficiency.

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The offer is made only by the Prospectus.

New Issues / December 20, 1984



\$300,000,000
Tandy Corporation

\$150,000,000

LEVEL 1 - 1 OF 2 STORIES

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Data Communications

December, 1984

SECTION: NEW PRODUCTS; Pg. 198

LENGTH: 542 words

HEADLINE: Terminal-emulation software with Tandem stations

BODY:

Tandem Computers' Dynamite workstations come with a variety of communications features, including terminal-emulation software. The workstations can function full or half duplex, synchronous or asynchronous, at data rates up to 19.2 kbit/s, and as either standalone computers or terminals on a Tandem network.

The new Dynamite product line has two models. The 6541 (\$2,995) features two 360-kbyte diskettes; the 6546 (\$3,995) features a single diskette and a 10-Mbyte Winchester hard disk. Both fit with Tandem NonStop 1+, NonStop, II, and NonStop TXP networks. The 653X terminal-emulation software is included with both, so that the workstations and 653X terminals can be intermixed on the same network. The workstations have all the standard features of the 653X terminals, with the addition of a serial printer interface, 256 kbytes of RAM, double-width character display, scrolling capability, and a choice of 40-, 66-, 80-, and 132-column screen display formats.

The Dynamite workstations have 16 function keys that duplicate 653X functions and 10 function keys that duplicate IBM PC functions. They come with the MS/DOS operating system and GW-Basic. The machines are built around 16-bit 8086 microprocessors; their main memory can be expanded from 256 kbytes to 650 kbytes, at \$250 per 128-kbyte increment.

The Dynamite main communications port offers a choice of RS-232-C, RS-449, or current loop connections, along with modem control signals for remote links. The auxiliary port does not provide that RS-449 interface or control signals.

Dynamite's monitor assembly contains its display screen and two power supplies. An electronics module contains a terminal controller board and flexible-disk controller and provides space for additional options.

The Dynamite family comes with a number of options. Bit-mapped graphics (\$575) are available in three resolutions: 320 by 200, 640 by 200, and 800 by 300 pixels.

A connection for a mouse is provided with the graphics boards. Another option is a six-foot cable set that enables the electronics module to be placed away from work surfaces. Two desktop printers that operate at 120 characters per second emulate IBM PC/Epson character generators and graphics. Model 5540, an 80-column dot-matrix printer, lists at \$595, and Model 5541, a 132-column version, lists at \$895.

Dynamite software options include PCFormat, a conversion package, and IXF, a file transfer program. PCFormat converts microcomputer software files into

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DOS ASCII, Basic, DIF, or SYLK formats. The program executes on the Tandem network, eliminating the task of manually reentering data into off-the-shelf software. IXF (Information Exchange Facility) transfers files from anywhere on a Tandem network; part of the software resides on the Dynamite workstation and part resides on the host. Transfers may be initiated under MS/DOS or by Tandem network applications, presuming that the Dynamite workstation has been set in a "ready" condition. Multiple files may be transferred, and transfer destinations may be specified, for example, to a printer. A tutorial program and Microsoft macro assembler are also available.

Tandem Computers Inc., 19333 Vallco Pkwy., Cupertino, Calif. 95014

GRAPHIC: Picture, no caption

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LEVEL 1 - 6 OF 7 STORIES

Copyright © 1984 Popular Computing Inc.;
InfoWorld

November 12, 1984

SECTION: NEWS; News Briefs; Pg. 22

LENGTH: 93 words

HEADLINE: New IBM PC-compatible workstations

BYLINE: Carol Ranalli

BODY:

Tandem Computers of Cupertino, California, has introduced the Dynamite, a stand-alone, multifunction personal computer workstation for its minicomputer line. The Dynamite runs MS-DOS software and includes a 360K floppy disk drive with 256K of random-access memory. The Dynamite sells for \$2,995. An optional hard disk is available.

Tandem has also introduced two new software products that translate data stored on the company's fault-tolerant minicomputer systems into formats that can be used by personal computer software packages that use MS-DOS.

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Breakpoints

from Toshiba Corp., should offer as much as 6M bytes of unformatted data storage by using vertical recording methods.—C. Warren

Archive Corp., Costa Mesa, Calif., and **Convergent Technologies Inc.**, Santa Clara, Calif., reportedly have inked a three-year, \$40 million pact, under which Archive will supply the supermicrocomputer manufacturer with 45M-byte, ¼-inch Scorpion streaming tape drives. Although neither company would comment on the agreement, industry observers say the deal gives Archive and the quarter-inch streaming tape drive market a much-needed boost.—C. Warren

Indicative of the vogue of 3¼-inch disk formats, **Cambrian Consultants Inc.**, Calabasas, Calif., has both 10M-byte and 21M-byte models. Both units are compatible with the Seagate ST506/412 and the Rodime 350 interfaces. The company is looking for shared licensing on a non-exclusive basis.—C. Warren

Startup company **Lancore Technologies Inc.**, Westlake Village, Calif., is readying its first product for introduction at the COMDEX show in Las Vegas, November 14 to 18: a 5¼-inch, intelligent disk drive subsystem with an average access time of 30 msec. The drive, priced at \$5,995, features tape backup, an Intel Corp. 80186 processor, 128K bytes of dynamic RAM, an SCSI interface and an optional internal modem. It performs caching and allows concurrent multiuser access and simultaneous operation of both the disk and the tape drives.—D. Bright

MICRO FILES: **Tandem Computers Inc.** has developed what it calls the Dynamite workstation to supply corporate customers with MS-DOS compatibility. The modular workstation operates in three modes: Tandem terminal emulation, IBM Corp. 3270 terminal emulation and as an MS-DOS workstation. Users can extract files from Tandem's Encompass database management software running on its fault-tolerant computers, and have Dynamite's software format the files for integration with popular personal computer software such as Lotus Development Corp.'s 1-2-3. Prices start at \$2,995. Tandem stresses that it is not entering the personal computer retail market.—D. Bright

Sydis Inc., San Jose, Calif., plans to ship in December and February a number of enhancements to its VoiceStation office information system. Scheduled for December are multiple file servers, Wang-compatible word processing software, a GKE graphics library, and directory enhancements. February additions are said to comprise production shipments of Sydis' integrated voice/data workstation, a communications server subsystem, data communications software, networking software, business graphics and support for Hewlett-Packard Co.'s LaserJet printer and six-pen plotter.—T. Moran

PRINTER FILES: **Fujitsu America Inc.** is implementing a new retail channel strategy. As a start, its Peripheral Products division, San Jose, Calif. has begun to move its DotMax 9 and DotMax 24 wire impact printers through Fujitsu's own

EMS & PERIPHERALS

Tandem presents workstations said to combine micro, terminal

By Jeffry Beeler
CW West Coast Bureau

CUPERTINO, Calif. — Tandem Computers, Inc. recently complemented its line of transaction-processing-oriented mainframes with its first two workstations. The two units reportedly combine an IBM-compatible microcomputer with the ability to communicate both with Tandem and IBM hosts.

Tandem's 6540 series of personal workstations comes with two communications software packages that purportedly reformat mainframe data base files into an IBM Personal Computer-useable form and allow files to be exchanged between host CPUs and micros.

PC Format, the reformatting package, and Information Xchange Facility form part of the same product announcement as the two 6540 series workstations. Also included in the announcement are two 158 char./sec dot matrix printers that provide the workstations with local output and double as a shared resource for Tandem mainframes.

Although the 6540 machines differ substantially in size and performance from any Tandem processor that has preceded them, the company claims the workstations in no way mark a departure from the company's existing product and business strategy. Like the rest of the firm's offer-

See **TANDEM** page 88

SYSTEMS & PERIPHERALS**TANDEM** *from page 81*

ings, the 6540 series members will be sold to large corporations and are geared to on-line transaction processing environments, according to Jerry Peterson, Tandem's vice-president of international marketing.

Moreover, in sharp contrast to most conventional micros, the workstations were designed to be tightly integrated into larger Tandem systems and networks, Peterson said.

Both members of the 6540 family, code named Dynamite, are said to operate in three modes:

- As an on-line terminal for Tandem's Nonstop I, Nonstop II and Nonstop-TXP mainframes.

- As an IBM 3270-class terminal for on-line access to large-scale IBM processors.

- As a stand-alone, IBM-compatible microcomputer capable of supporting popular application packages and processing host CPU files locally under Microsoft Corp.'s MS-DOS operating system.

As a terminal for Tandem mainframes, the workstations incorporate the same features — including the same function keys — as the company's existing 6530 series of on-line CRT units. But the 6540 family also boasts several enhancements not available with the older Tandem

product line, said Gerald Held, the firm's director of strategic planning.

Unlike the 6530 series terminals, which provide an 80-col. display, the workstations support a 132-col. output, Held said. The 6540 line also reportedly comes with a smooth-scroll capability.

As an IBM terminal, the workstations emulate a 3270 and can communicate indirectly with 3030, 3080 and 4300 processors through Tandem mainframes, Held said. The 6540 machines thus duplicate an IBM communications capability that Tandem first made available to its users last February.

When operating as a stand-alone micro, the workstations reportedly offer twice the performance of the original IBM Personal Computer. Held attributed the edge in processing speed to the 6540's 8-MHz Intel

Corp. 8086 microprocessor, which is said to outperform its 8088 counterpart in the Big Blue product.

At present, the 6540 family consists of two models — the 6541 and 6546. Both models incorporate a 12-in. monitor and accommodate 256K to 640K bytes of main memory. The two 6540 series members also use a fanless cooling system to minimize noise and support bit-mapped graphics with resolutions as high as 800 by 300 pixels, Held said.

The main difference between the 6541 and 6546 lies in their external storage, Held said. While the former is configured with two 360K-byte floppy disk units, the latter comes with just one such module plus a 10M-byte Winchester system.

To induce organizations to buy the Dynamite products in volume, Tandem is offering users financial incen-

tives in the form of free hardware, Peterson said. Users who acquire 100 or more of the workstations will receive 2M bytes of main memory for their Tandem mainframes at no charge.

For 200 or more 6540s, the deal sweetener increases to 4M bytes, and companies that buy the workstations in volumes of at least 500 will be given a free 4M-byte TXP mainframe, Peterson said.

Prices for the 6541 and 6546 start at \$2,995 and \$3,995, respectively. The Models 5540 and 5541 dot matrix printers, meanwhile, cost \$595 and \$895, respectively.

The 6541 is available now, while shipments of the 6546 begin in December.

Tandem is headquartered at 19333 Valco Pkwy., Cupertino, Calif. 95014.

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TECHNOLOGY RESEARCH NOTES

Tandem
Information Center

December 12, 1984

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- * Company in which Montgomery Securities currently maintains a market.
[1] Montgomery Securities was a co-manager of a public offering for Recognition Equipment, Inc. in November 1984.

Additional Information Available Upon Request

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Cray Research

Much like Apollo's situation, Cray's outlook in 1985 is very strong. This pioneer in supercomputers has dominated its market niche and faced limited competition from Control Data. While it is much more difficult to enter this niche than the engineering workstation segment, it is now facing the challenge from three Japanese vendors for the first time, two of which offer a S/370 compatible approach. Since some 40% of all Fortran programs are run on IBM mainframes, a S/370 compatible approach is a logical one because it will be able to share existing mainframe peripherals and will automatically vectorize existing Fortran programs without conversion. In part to protect its customer base and keep up technologically with the Japanese vendors, which it sees as its principal competitors, IBM is making a major effort in this area. A Cray I class machine should be forthcoming in the 1986/1987 time frame. The implications are that the low and medium ends of the supercomputing market will be quite competitive involving industrial customers and universities.

Cray is likely to migrate its products upward and concentrate on the high end in order to maintain its current high margins. It is not clear to us how fast this segment will grow and hence, our best estimate for Cray's growth rate past 1985 is 20%. Longer term, the growing Japanese leadership in high-performance VLSI circuits threatens all U.S. computer vendors of high-end equipment according to the Gartner Group and is of course, of particular concern to U.S. supercomputer companies such as Cray. This Japanese effort is particularly evident in their emphasis in gallium arsenide, which is expected to be the future high-speed logic and memory technology.

Again we believe the stock's P/E will decline in 1985 to allow for slower future growth of around 20% versus the approximately 30% experienced during the past few years. We would sell the stock on strength.

Tandem Computers

IBM is Tandem's most frequently encountered competitor, involved in approximately 90% of the bids. As Tandem increases the performance range of its processors, it is positioning itself as the new distributed mainframe company and as an alternative to IBM in core data processing applications among the largest industrial corporations and financial institutions in the world. What it lacks in customer relations and depth of support relative to IBM, it makes up for by the inherent superiority of its system architecture, which was originally designed for the on-line transaction environment. Speculation about an IBM response has centered around its development of a fault tolerant architecture based on its System 38 and the possibility that such a system will be introduced around 1987. In view of IBM's emphasis on TPF-2 as its strategic product for on-line transaction processing, and its current five incompatible families of intermediate processors, it is unlikely that IBM will introduce such a revolutionary multiprocessor architecture anytime soon. According to the Gartner Group, IBM's System 370 architecture is likely to evolve to become more like its System 38. It will probably require 10 years to migrate to machine-independent SNA/LAN architecture and truly relational data base management. Hence, for the foreseeable

future Tandem will be able to continue to enjoy system architectural superiority with its multi-processor approach.

The reason behind IBM's emphasis on the TPF-2 as a strategic product, which is difficult to install and support, is because of increasing competitive pressure from Tandem. Current large IBM users find that DB2 (IBM's new relational data base system) tops out at 25-30 transactions per second, and its IMS system (which is not relational) tops out at 125 transactions per second. Since Tandem can offer a throughput of 50-100 transactions per second with a large TXP processor configuration and can also offer relational data base and superior peer-to-peer networking capability, IBM is forced to emphasize the high throughput of its TPF-2 system, an adaptation of the ACP system used for airline reservations, which is difficult to use. As technology advances, we believe Tandem should be able to maintain its technological edge over IBM for at least the rest of this decade.

We are recommending the stock for purchase at current prices because of: (1) the profit margin recovery we envision for the company over the next two years; (2) the imminent series of new product introductions; and (3) the likelihood of limited direct system competition from the major computer firms over the next five years.

David Wu, CFA

LEVEL 1 - 1 OF 2 STORIES

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December 3, 1984

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LENGTH: 974 words

HEADLINE: Healthy perks keep turnover low, firms find;
Offers include furnished homes, baby bonuses

BYLINE: By Kathleen Burton, CW West Coast Bureau

BODY:

In pre-high-technology eras, a marked parking space near a company's front door, an annual picnic, an insurance plan and a gold watch after 30 years of dedicated service were all an employer had to offer his workers to keep them happy.

Those days are gone forever, at least in the Silicon Valley, according to Craig Justice, a veteran valley headhunter with EDP World, a recruitment agency in San Jose, Calif. "Because there are so many start-ups in the Silicon Valley, there's more job-hopping here than anywhere else in the world," he said. "People only stay with a company two years here on the average."

Because of this employee fluidity, most Silicon Valley-based firms must take a creative approach to luring and retaining a top-notch staff, Justice said. Apple Computer, Inc. in Cupertino, Calif., for example, offers a \$500 "baby bonus" for workers who give birth to or adopt a baby; Advanced Micro Devices, Inc. in Santa Clara, Calif., each year raffles away a furnished home to an employee; and Hewlett-Packard Co. sends its staff on a six-week, fully paid sabbatical every four years.

But several Silicon Valley companies have discovered that another way to win the talents and loyalties of today's fitness-conscious workers is with a high-tech version of the college gymnasium.

Jean Hollands, a psychologist at the Good Life Center in Los Altos, Calif., specializes in helping corporate clients at IBM, HP and AT&T combat what she calls "high-tech stress." Employee fitness and image-building are becoming increasingly important corporate priorities, Hollands said. "High-ticket recreation centers help companies reduce the toll that smoking, stress and [being] overweight takes on its workers and lets companies say 'I value you,' to employees. Basically, when people feel better about themselves, they do a better job."

According to Robert Levering, co-author of the best-selling book *The 100 Best Companies to Work For In America*, the bottom line is return on investment rather than corporate humanism. But, Levering said, "Because these facilities definitely lower staff turnover, companies gain from higher employee productivity and increased profits. It's a win-win situation."

Computerworld took a look at four companies in the Valley who have chosen this route and found out why.

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* Rolm Corp. Rolm's three-acre headquarters in Santa Clara, Calif., nicknamed "the campus" by envious outsiders, typifies most people's vision of the mellow California work style. The company's \$1.5 million employee recreation center, built after employees voted for it over their annual Christmas party in 1980, boasts two heated swimming pools, a sauna, several Jacuzzis, a steam room, tennis and racquetball courts, an indoor track, a full-size basketball gymnasium and a mirrored hall for fitness and martial arts classes.

According to Rolm spokesman Ken Rowe, because of the center, staff turnover has decreased to half that of the rest of the Valley.

On one afternoon, Jim Weisert, Mark Lyon and Bill Kirsch, three engineers with Rolm's technical group, relaxed on lawn chairs near Rolm's outdoor pool after jogging and swimming. "I love coming here," Weisert said over the noise of a spirited game of water polo. "It motivates me to work harder." Kirsch added, "I think the ambience here helps Rolm keep younger people. All this would definitely make it hard for me to leave."

* National Semiconductor Corp. On Sept. 29, Charles Sporck, National Semiconductor's chief executive officer, and Frank Deal, National Semi's recreation park manager, formally cut the ribbon on the company's 14-acre, multimillion-dollar Employee Recreation Park, a dream of Sporck's and Deal's since 1968.

"When it's finished," Deal said, "it will be the pride of the Valley. It's a park for those who want to [play] sports and for those who just want to sit by the lake and get some sun. I think everybody here at National [Semi] will use it."

The park, surrounded by 1,000 Burn trees, boasts a lighted baseball field, landscaped paths, an amphitheater with a sound system, a 1.3-acre lake, several picnic areas, a one-mile jogging course and a central green for sports.

* IBM. Paid for out of corporate coffers, IBM in 1980 converted 17 acres of fields and orchards at its San Jose, Calif., manufacturing plant into an employee recreation area with softball, basketball, volleyball, tennis and shuffleboard courts, picnic gazebos and a 1/4-mile asphalt running track.

Ken Hollenbacher, IBM's manager of recreation services, estimated that 20% of the company's 10,000 West Coast employees use the recreation area regularly and said that usage is up 50% over the last two years. "Employees want to stay healthy," Hollenbacher said. "Corporate head-hunting is so competitive now that companies must offer these kinds of things. IBM is no exception." IBM has just added \$180,000 to the next phase of the project, he added, and will build lighted tennis courts and another softball field by mid-1985.

* ~~Tandem Computer~~ Corp. "Employees spend a lot of time here, and we want to give something back to them," said Gina Burr, a spokeswoman for Tandem. The company gives the "something" back in the form of a four-building, 442,000 sq-ft athletic complex perched amid several acres of prime Santa Clara land. The complex includes tennis courts, a golf course, a weight room and a full-size lap pool, Burr said.

According to Tandem legend, the company's enlightened personnel policies go back to founder James Treybig, who modeled the company's corporate philosophy

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on the Japanese concept of "heiwa," or a state of tranquillity, Burr said. "We make sure the perks here are for all employees, not just top executives."

Tandem's turnover rate has decreased 20% since Tandem refurbished the buildings in 1979, according to Burr.

GRAPHIC: Picture 1, High-tech versions of college gyms win employees' attention; Picture 2, National Semiconductor President Charles Sporck leads area politicians and others through National Semi's employee recreational park.

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