DIGITAL DIALOGUE

Data Demons challenge "DRI All-Stars" team

Second baseman Dorothy McEwen and catcher Dallas Gilpin talk over strategy in victory over T&A Labs.

Third baseman Patie McCracken keeps score sheets for DRI women's softball team, Data Demons.

The Data Demons, Digital Research women's softball team, has issued a challenge to the rest of the company: "Come up with an all-star team of your own and we will take you on in a casual game after work on some Friday night yet to be determined."

Data Demon Coach Dan Erickson said, "Our team has worked hard this season and I think this is a great opportunity for us to generate some outside interest in our efforts and, also, a great way to have a good time."

The women's softball team, which plays in the SOCO league locally, is still young and relatively inexperienced, Erickson says. Only three of the team members have played softball competitively before this year. "It's been a learning year" the head coach adds, "and we are trying to build a firm foundation."

The rules for SOCO league play are slightly different than for standard softball; it is a three-pitch league for a start, pitchers pitch to their own team mates and an extra "buck short" player is positioned just behind second to cover balls hit up the middle.

Data Demon's Games usually are played at the softball diamond behind the roller rink on Del Monte Avenue, past the Naval Postgraduate

Employees who want to form a coed softball team to play a fall schedule, may contact Dan Erickson

School. Coach Erickson says the team needs support. "They do well in practice, but in a game situation when the pressure is on, no one is out there cheering them on to victory. Other teams show up

Product sales remain at high level as DRI field offices are opened

Sales of Digital Research products are continuing at a high level. In July, for instance, we again topped the $1 million mark, as we had in June.

Also on the sales front, there is news of the field offices now operating in Burlingame (soon to be in Palo Alto), Los Angeles and Boston. Burlingame/Palo Alto is the national field sales office, headed by Director of Field Operations Steve Maysonave, and for now also includes the northwest regional field office. The southwest field office in Los Angeles, headed by Mark Plinneke and supported by a Sierra Madre Office (formerly

Compiler Systems, Inc.), houses an active group of sales and technical support specialists. The same is true of the eastern regional field office in Boston, headed by Bruce Cohen, with his staff of sales, technical support and administrative specialists.

In-house sales support is offered to the field by Jim Zekas' group which also handles sales responsibilities for OEMs who come directly to Pacific Grove. This sales group includes Jim Zekas, Maureen Minnes, Bill Smale, Devon Nicols, Sylvia Gardner and the newest member of the staff, administrative assistant Susan Duffy.

R&D projects move DRI into new areas

By Alan Cooper

All of the projects underway at Research and Development have the distinguishing characteristic of being top secret. Some are secret with regard to the rest of the company, while others with regard to the outside world. Still others are just poorly kept secrets.

Most of the current projects in R&D move into areas that are new to

DRI. A few of the projects are in familiar areas, but are being done here so we can experiment with different objectives. Typically, we can work with more attention to program scope and quality than can a profit-motivated strategic business center with strict deadlines.

The profit motive, however, is not ignored at R&D. Witness the recent migration of the graphics group. The group was formed within R&D by Fred Langhorst with the stated purpose of "exploring" possibilities in graphics. Happily, they found profitable product opportunities and quickly gained a strategic business center of their own.

The Research and Development department is located at 734 Lighthouse Ave. The atmosphere is much the same as it is at 160 Central, only the cubicles are a little more irregular. Crowding is normal: The OEM systems groups is housed upstairs (the "BIOSphere") and Bob Herlien (CP/M-68000) is working downstairs.

In the subterranean, air-conditioned basement at 734, a wide

assortment of computer equipment is available for experimentation. In amongst the componentry found here are a multiuser PDP-11/44 running an obscure operating system whose name begins with a "U" and ends with an "X."

At the time of this writing there are four researchers and developers: Mike Lehman, Tom

Alan Cooper, product manager at Research and Development, currently is working on the Vulcan project.

CP/M-68000 gets the attention of staff engineer Bob Herlien who works downstairs at 734 Lighthouse.

Technical support team at 160 Central Ave., Pacific Grove, consists of (left to right), front row: Nancy Lehman, Barbara Turner, Debbie Rodriquez, Linda Morga, Tammy Dutra, Ben Crowell, Bob Prince; back row: Dan Erickson, Helen Lazaro, Dave Maison, Curt Geske, Dick Lovelace and Wayne Johnson. Now shown: Mike Bailey and David Brown.

From Technical Support:

Who is responsible for quality?

By Nancy Lehman

The **Quality Assurance** department is wondering "What is quality?" We will work on that definition and have it out by third quarter 1989.

On the other hand, the question "Who is responsible for the quality of the product?" is easily answered. You are. The command tail of PIP, the instructions on using function 14, the marketing literature, the answer given by a service rep on the phone, the look of the package on a dealer shelf, the diskette label, the technical support available, whether the product meets the need, and correctness and promptness of the shipment are a few of the items which make up a product. The quality depends on the responsibility taken by each individual to do his or her job. Quality Assurance's job is to objectively test whether the quality is there in the object shipped out the DRI doors. However, every last one of the 200 of us creates the quality.

Customer Registration is deluged with 5500 cards per month from customers. Each card is sorted, entered into the mail list on the VAX and filed. The people who receive from one to ten copies of the DR News are on this list from one to ten times. Debbie, Linda and Tammy also are responsible for the OEM mail list and the ISV list. The dealer list is being transferred to their care. So, as keepers of the lists, these people are the ones to appease when you require a printout of specific customers in a specific form.

By Dave Brown

Since **Technical Support** has moved across the street to 167 Central we have all been wiggling our toes in the luxurious carpet and trying to define exactly what T. S. is. Someone suggested that it stands for Tough Something Or Other, but the rest of us have vetoed that.

Seriously now, Technical Support spends a great deal of time assisting OEMs in debugging their BIOSes. (For newer employees, BIOS is an acronym representing But It's Only Software.) We also have to explain to Displaywriter owners the user interface, or CCP. (That's another acronym meaning Confusing Convoluted Process.) We occasionally have to dissect the programmer interface, the BDOS (meaning—you guessed it—Basically Dogmatic Operating System).

Tougher questions, such as how to interface Pascal/MT+ to a Sears and Roebuck lawnmower, are passed on to Customer Support.

Gaskell selects winning name

Congratulations again to Lenette Gaskell of the accounting department for giving this publication its name. "Digital Dialogue" was one of eight entries she submitted. Lenette says her prize was delicious: she and her daughter enjoyed lunch on Digital Research one sunny Sunday at Ventana Big Sur Inn.

As soon as Lenette's entry was selected, MARCOM's graphic artist, Angela Lee, began designing the logo for the employee newsletter. Working from a large number of photographs from past DRI events, she assembled a group of Digital Research personalities. (How many

Lenette Gaskell of Accounting came up with winning name (and accompanying prize) for employee news-letter.

can you identify?) The result is a unique piece of art embodying, it is hoped, the essence of Digital Research and Digital Dialogue.
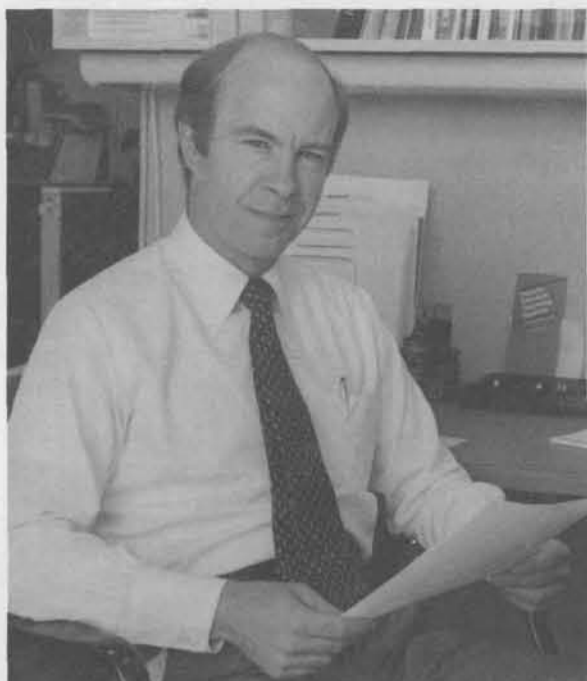
MEDIA QUOTES

Digital Research continues to make news in the industry and general press. Following are excerpts from articles which have appeared recently.

"CP/M®has been sine qua non for the top of the microcomputer market since day one, and its adaptation to the [IBM] pc just continues the trend that no machine can be a viable marketplace competitor without providing CP/M compatibility."

Softalk, July 1982

"Almost any kind of computer you buy these days will be compatible with CP/M, and almost any kind of software will come in CP/M versions. To put it another way, you should be wary of any machine or any program that won't run CP/M."

Atlantic Monthly, July 1982

"You can begin looking for CP/M-68K--a 68000 version of the widely used operating system from Digital Research. . . . In an agreement with Hitachi Ltd. (Tokyo), Digital Research will offer the operating system along with several languages. . . . Reportedly, the implementation is for a Hitachi 68000-based desktop system that should be introduced around the same time. This uC system is expected to provide multitasking/ multiuser capability and employ Digital Research's CP/NET networking software."

EDN, March 31, 1982

"Digital Research has struck a blow at . . . criticism of its CP/M-86 operating system by unveiling two new versions, one for the Intel 8086 and one for the Motorola 68000 . . . The Digital Research-Hitachi agreement will bring CP/M on the 68000 onto the marketplace by this autumn."

Computing (London, England), March 18, 1982

"There exists a gaggle of applications programs that run under the highly popular CP/M operating system out of Digital Research. The popularity stems primarily from the fact that CP/M runs on the Intel 8080 microprocessor and the Zilog Z80, which is upwardly compatible with the 8080, and those two chips dominate the 8-bit world. Some of this uniformity is also being anticipated with 16-bit processors."

Datamation, June 1982

"That appears to leave a big opening for Digital Research's Concurrent CP/M-86. The importance of concurrency cannot be overstated. Two years from now, all 16-bit microcomputers will have concurrency...CP/M-86 will increase speed and add error-handling capabilities. CP/M-86 already provides an upgrade path to MP/M-86...Digital Research's Concurrent CCP/M-86 will give people a means of getting more work out of their computers."

BYTE, JULY 1982

DRI welcomes 5 new managers in August

Chief Financial Officer
Stan McKee

As chief financial officer for Digital Research Stan McKee will bring a financial perspective to the company's management team. He is responsible for all internal and external financial matters as well as data processing, personnel and facilities.

Before accepting the newly created position at Digital Research, McKee was president and chief financial officer of Food Horizons, Inc., a venture backed company he founded in 1977 and sold recently. From 1970 to 1977 he was a manager in the management information consulting division of Arthur Andersen and Company.

McKee holds an M.B.A. from Stanford University and is a C.P.A. in the state of California.

Customer Support Manager Juli Harvey says, "In view of Digital Research's stated commitment toward tightening, strengthening and professionalizing its management team, I find it exciting to be a contributing part of that initial growth and framework." At DRI she is coordinating and managing four departments: Legal Services, Sales Support, Customer Services and Order Processing.

Juli lived and worked in Europe for eight years. She was a senior corporate sales representative and regional sales manager for TWA, regional sales manager and director of sales and marketing for Odyssey Enterprises and worked in public relations and advertising for Rockford Marketing.

She has a B.A. in business administration in international marketing and sales management, has

done graduate work at Wharton School of Business and USC, and is working toward a masters in business administration in international marketing. Her professional background also includes finance, marketing research, economics and law. She leads a number of seminars on topics such as women in business, market research and management training.

"Microcomputers are the most exciting part of this industry," stated Kevin Wandryk, Digital Resesarch's newly appointed product marketing manager for operating systems, "and Digital Research has the leading edge in the market."

Kevin, DRI manager of the 8086 operating systems and for the packaged operating systems, will serve as a liaison between advertising and the Operating Systems SBC, will look for long-term product strategies, and will work on marketing and merchandising strategies for current products. "I plan to work on long-term

O.S. Product Marketing Manager
Kevin Wandryk

production strategies in particular," he said.

Before joining Digital Research, Kevin was sales development engineer for two years at Hewlett-Packard. He has an M.B.A. from the University of California at Berkeley.

Kevin, who is from Buffalo, New York, has spent the last four years in northern California. He says he is happy to be living in Monterey and is enjoying his hobbies of athletics, running, cooking and racquetball (he's looking for partners).

Greg Walberg, new director of the Manufacturing Operations group, says he has plans for making that department more efficient and able to turn out more products--while at the same time maintaining the high quality for which Digital Research is known.

Greg came to Digital Research from Memorex Corporation where for five years he was directly reponsible for computer tape and flexible disk manufacturing and quality control. Prior to that he was production and quality control manager for Finnigan Corporation. Greg is a graduate of Santa Clara University with degrees in chemistry and mathematics.

"The Manufacturing Operations group has two parts," Greg explains. "The materials group procures all the materials we need

Director of Manufacturing Operations
Greg Walberg

to make our products, and coordinates and schedules production and inventory control. The production group does the actual production, including software duplication onto disks, the packaging and shipping."

The Manufacturing Group now has about 40 people on board, a number which Greg expects will double rather rapidly.

Although he has been at Digital Research just a few weeks, Greg is taking charge of getting together a softball team to meet the challenge issued by the Data Demons.

Named manager of Data Processing at Digital Research Inc. is Ralph Seifert. Previous to this appointment he was principal programmer analyst at Icot Corporation. He also has been software manager for Digital Equipment Corporation, systems analyst at Daconics/Xerox Corporation, and development software engineer at Measurex. Ralph, who received a B.S. degree at the University of Notre Dame, also worked at Rockwell International for four years.

Ralph is responsible for running the computer center at Digital Research. He says he has no immediate plans for organizational changes within Data Processing, but hopes to enhance the usefulness of that department to the company. He expects rapid growth in the Data Processing department. "As the company grows, Data Processing's functions will increase," he predicts.

Ralph is from Buffalo, NY, but has lived in California since 1969. He says he and his wife are enjoying the Pacific Grove area.

Customer Support Manager
Juli Harvey

Data Processing Manager
Ralph Seifert
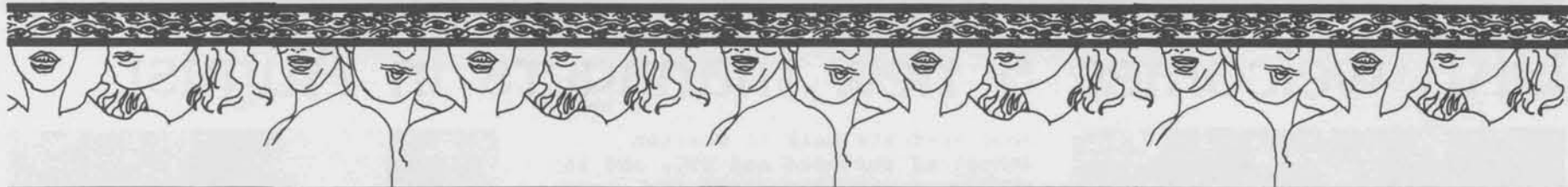
People in the news

Did you know that . . .

DAVE AUGUST is no longer part of the 734 O/S division? He now belongs to R&D.

In addition . . .

We have added CAREN KELMAN to our staff taking over the ISV program (extension 6034). Boy, are we glad to see you! TIM BENSON has joined the ranks of language engineers to work on libraries with PAUL LANCASTER. SUSAN DUFFY has been working as the administrative assistant for Sales Support for a


The new Sylvia Gardner tosses traditional bouquet which was pulled in by Nellis Gilchrist.

NEW FACES

Stan McKee, Chief Financial Officer, Finance and Administration, July 28.

Juli Harvey, Customer Support Manager, Operations, Aug. 2.

Ken Such, Technical Writer II, Technical Services, Aug. 2.

Brenda Heffelfinger, Receptionist, Personnel, Aug. 2.

Donna Raymond, Administrative Assistant, Technical Services, Aug 2.

Charlotte Wren, Credit/Collection Rep, Accounting, Aug. 5.

Kevin Wandryk, Production Line Manager, Operating Systems, Aug. 9.

Timothy Benson, Associate Engineer, Languages, Aug. 9.

Marie Hesling, Personnel Clerk I, Personnel, Aug. 9.

Beatrice Bui, Secretary/Receptionist, Sales, Aug. 9.

Don Devitt, Senior Technical Specialist, Sales, Aug. 9.

Caren Kelman, ISV Manager, Languages, Aug. 13.

Nancy Stewart, Purchasing Supervisor, Finance and Administration, Aug. 16.

Marion Brown, Support Center Manager, Technical Support, Aug. 16.

Kathleen Ross, Secretary, Research & Development, Aug. 17.

Mark Staggs, Manufacturing Supervisor, Manufacturing, Aug. 17.
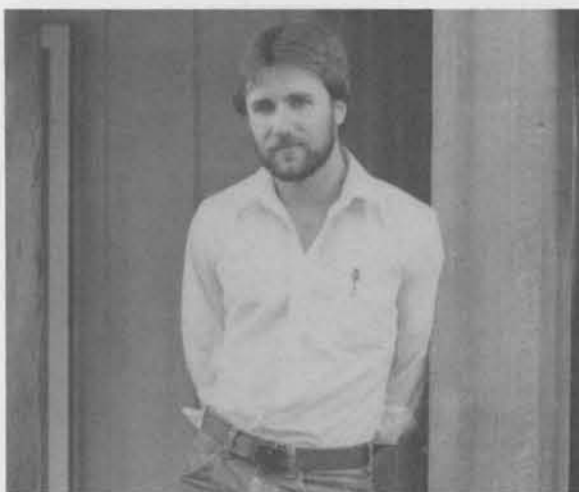
Steven D'Annolfo poses at party for Operations personnel.

month and is doing a great job.

On the upswing . . .

MARIA SAN PAOLO has moved to Customer Services and will be assisting LAURIE JONES who, by the way, has been promoted to administrative assistant and is doing a terrific job! NELLIS GILCHRIST is now manager of Order Processing, a department of itself. Congratulations! Customer Service's earliest employee, VICKI HEISINGER, has been a very vital part of their team and has been promoted to Customer Service Representative II.

A Special Welcome to . . .

TOM O'NEILL and DAVE EVERSZ from Customer Services as part of Sales Support. They have continually supported Customer Service Reps and have stayed on after Sales Support moved. They are technical pre-sale support.

In case you didn't know . . .

Smoking is allowed -- but only in the lounge, conference rooms and where the permanent ashtrays are located (outside) . . . . Coffee drinking is allowed -- but only if you use tap water . . . . Baseball hats can be bought -- but only if you pay $4 in advance to DOUG TUTTLE . . . . Sodas can be had -- for a mere 20 cents . . .AND . . . FLASH! FLASH! Save Saturday, Oct. 30, 7-11 p.m., for the Digital Research Halloween Party at Willie Lum's. Each employee may bring one guest. Details will follow.

THOSE EVER-DYNAMIC DATA DEMONS WOULD LIKE PERSONALLY TO INVITE EACH AND EVERY ONE OF YOU TO CHEER THEM ON AT THEIR REMAINING

Meryle Sachs, Data Demons first baseman and pitcher, was happy with team's win over T&A Labs.

SOFTBALL GAMES -- THEY NEED YOUR SUPPORT.

EXTRA, EXTRA, ROMANCE HAS HIT DRI.

SYLVIA YOUNG is now SYLVIA GARDNER. . . the lucky fellow's name is Tom. The happy event took place Sept. 4. BILL FITLER, of O/S fame, wed Penny Brown Aug. 29. The end result of some other DRI romances is that SUSAN SCHWANTES, DEBBIE RODRIGUEZ and TAMMY DUTRA are all pregnant!

Any complaints, comments, gossip, additions, deletions, and especially any compliments on this column, will be taken gladly by CATHY MURPHY in Languages (6017). Please keep your 'constructive criticisms' to yourself . . .

Cathy Murphy demonstrates multi-tasking as administrative assistant for Languages Strategic Business Center.
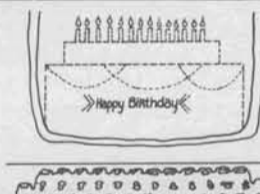
BIRTHDAYS

September
19 - Bruce Cohen
22 - Steve Maysonave
24 - Maria San Paolo, Van Crandall
29 - Paul Lancaster

October
4 - Margaret Anderson, Janet Sellards, William Haufe
11 - Eileen King
14 - Joanne Nelson, Charles Lance Houseman
15 - David C. Brown
17 - Laurie Jones, Bruce Arwine
18 - John Rowley
19 - William Tyler
20 - Barbara Norman, Robert Herlien
22 - William Fitler
24 - Patie McCracken
25 - Andrew Glick
26 - Maureen Minnes
30 - William Smale
31 - Gerald English

November
4 - Irwin Kul-Chin King
5 - Sylvia Young
7 - Gordon Eubanks Jr.
8 - Dan Seifert
14 - Suzanne Ferry
16 - Lowell Webster
18 - Angela Lee
19 - Howard Grebe
20 - Carmen Governale, Debbie Rodriquez, John Siegrist
23 - Susan Miller
25 - Charles Carroll, Bonnie Griffin
30 - Catherine A. Murphy

The life and times of a document at 801

By the time a document reaches the Publications Production Department at 801 Lighthouse, it has completed its development stages. Publications Production checks that the document meets standards and prepares camera-ready copy for manufacturing. The following people bring about this exciting transition:

Ellen Haley, publications production manager. Ellen schedules all the documents for the different stages of publications production: editing, word processing, typesetting and art. Ellen reviews new drafts to determine the level of edit needed, then decides what level of edit can be done in the time allotted. Publications assistant Barbara Morrison helps keep things running smoothly and is learning documentation maintenance procedures.

Catherine Murphy, Joanne Tenenbaum and Suzanne Ferry, editors. The editors ensure that all product documentation meets Digital Research's high standard. They perform seven different edits that grade the documentation into three levels: level C, level B and level A.

Level C

1) Format Edit--ensure adherence to established standard format.
2) Screening Edit--minimal language review. Correct obvious typos and grammatical errors, punctuation, spelling, subject-verb agreement; correct any incomplete or incomprehensible statements; correct any errors that fall below the minimum level of acceptability.

3) Integrity Edit--a matching function. Ensure that figures, tables, appendixes, sections and subsections are numbered sequentially; that there are no duplicate captions, titles and numbers; and that textual cross-references, tables of contents and index references are correct. Ensure that all sections are printed out and in order. 4) Policy Edit--ensure that copyrights and trademarks are presented correctly.

Level B
(includes level C edits, plus:)

1) Consistency Edit--micro approach typographically; ensure that similar units of meaning are treated consistently in graphic or typographic terms, and that symbols, acronyms, capitalization and hyphenation also are consistent. 2) Language Edit--full treatment of grammar, punctuation, usage, syntax, diction; correct passive voice, tense shifts, pronoun reference, restrictive and unrestrictive clauses, adverbial clause placement and adjective strings; omit needless words. Might require reorganization of material at sentence and occasionally paragraph level. 3) Graphic Edit-- provide clear, unambiguous instructions to the graphic artist or typesetter.

Level A
(includes Level B items, plus:)

1) Technical Content Edit-- clarification of technical questions and contradictions. Emphasizes clear and accurate presentation of technical information. Responsibility of technical writer. 2) Organization-- complete, coherent review of the presentation of material; emphasizes appropriate organization. Responsibility of technical writer.

Catherine Murphy is not only an editor, but now coordinates typesetting activities. She works with part-time employees to proofread the typeset galleys and catch typesetting errors.

Suzanne Ferry currently is investigating technical translation bureaus and might contract with a firm to translate Digital documentation into French and German after the start of the new fiscal year.

Kay Kwon, Sue Becker and Linda Wann, word processing group. As supervisor, Kay schedules documents for word processing. She, Sue and Linda then incorporate marked changes into the document. They generate the table of contents and index and set page breaks. They print the document and return it to the editors, who proof it, then turn it over to the art department.

If the document is going to the typesetters, Kay and her staff add the appropriate typesetting code on disk. Kay is also the floppy disk librarian in charge of maintaining the 8000 pages stored on disks.

Alix Oliver and Janet Weidel, graphic artists. Alix works with writers and programmers to conceptualize new graphics for Digital documentation. She and Jane do all the graphic enhancements on the final copy of document, called camera-ready copy at this stage. A temporary employee helps Alix lay out and paste up the galleys. Ivan Halksworth joined Publications Production as art supervisor on Aug. 30.

When the Publications Production staff completes their tasks, the document goes to legal review, then returns to receive Ellen's and Susan's signatures. After these final approval stages, the document goes to Manufacturing to be printed, bound and shipped.

Publications Production team, gathered in the garden of their Victorian structure at 801 Lighthouse, includes (left to right) front row: Ellen Haley, Catherine Murphy, Jane Weidel, Joanne Tenenbaum, Mary McGuire, Donna Raymond, Sue Becker and Karen Herron; back row: Suzanne Ferry, Ivan Halksworth, Marion Bremmer, Barbara Morrison, Kay Kwon, Jo DiMaggio and Susan Raab.

From Language SBC
New versions and products are in various stages

Development of a number of new language products is keeping the Language Strategic Business Center busy as usual. Some of the new language versions are near release, some are in beta site testing, others are in the final stages of development and some are still a gleam in a programmer's eye.

According to Dan Davis, software engineer in the Language SBC, Version 1.4 of PL/1-80[T.M.] is into beta site testing with a number of ISVs, while Version 1.0 of PL/1-86[T.M.] will go into testing in early September after Chuck Spitz and Doug Tuttle finish their development work. Rick Rosenbaum is still hard at work putting the finishing touches on the 68K version of Pascal.

Two new language products are at the release stage; Access Manager[T.M.] was shipped to customers in August and Display Manager[T.M.] is following this month.

The Languages staff also is busy with documentation for a number of its products. Two new technical writers, Larry Scroggins and Steve D'Annolfo, are now on board. Larry is working on PL/1-80 and PL/1-86 documentation while Steve is rewriting CB80[T.M.] manuals. As language documentation project leader, Mike Franusich is working to organize and plan the technical writing efforts for the entire SBC.

The Language SBC has had a lot of help this summer from its crew of summer interns. Susan Amkraut from UC Santa Cruz has been working with Rich Bielsker. Paul Kimelman, also from UCSC, has been working hard on Display Manager. Michael Girard, a UCSC graduate who is on his way to graduate school after the summer, spends his time at DRI using an automatic compiler writing system, from the University of Toronto, doing software development. Darrel Laursen came to DRI from Cal Poly at San Luis Obispo and is working on serialization for Digital Research products.

Finally, Jim Funk, an intern from Stanford who is pursuing an MBA, has been working on a marketing study of DRI language products. "Basically, I'm doing a competitive analysis of DRI products against those from other manufacturers in terms of technical features and benefits. Then I'm also looking at how other companies are marketing their products, their advertising, how they distribute language products and other marketing factors."

Packaging, documentation get a new look

"We're redesigning our product packaging and our documentation," says Rick Magnuson, DRI's retail marketing manager. "Packaging has to have 'presence' in the retail stores around the country; it has to be seen and recognized by the buyer."

Rick, who is in charge of selling Digital Research products through computer and software retail outlets, first selects the most appropriate DRI products for the retail market. Then its his responsibility to make sure they sell--and he believes that appearance is an important part in promoting sales.

"We have a concept we call the CP/M Library," Rick explains. "It's a way of demonstrating that our products are related to each other, and promotes the sale of our complete product line."

A California-based design group has been working with DRI personnel to enhance product packaging and documentation. The goal is to present a quality look which reflects the company's professionalism and gives the user a collection of materials that looks good in the home or workplace. "We'll be getting away from the typewritten, quick print look," he explained, "and going for higher quality typeset publications, using a second color to highlight the most important information for the user."

"All our materials will look good

Retail Marketing Manager Rick Magnuson shows off volume in CP/M Library, part of DRI's overall point-of-sale effort. A prototype of the Library is located in the board room at 160 Central.

on the job and in the store," Rick promises. "The CP/M Library will stand out because of the coordinated appearance and colors of each package. And we'll use the CP/M Library concept to guide our design of in-store promotional materials, such as display cases and sales literature."

Stop by the board room in the hall behind the employee lounge if you would like to see the new product packages displayed in a prototype retail rack.

Library has it all:

Books, periodicals, videotapes—and a great view

Go through the lounge, take a right at the copier, enter the door and then grab a quick left--and you will find Digital Research's neatly-organized library run by Lucy Diaz, librarian/administrative assistant in educational services.

The library contains magazines, newspapers and other periodicals for the current year, a collection of books and a set of videotapes. Library equipment presently includes videotape equipment and an Altos computer and terminal that is connected to the VAX. Lucy has ordered a set of headphones so that listening will not disturb other library users. The use of all equipment must be scheduled through Lucy at ext. 6004 or Peggy Anderson at ext. 6012.

More than 90 different periodicals presently are carried by the library. Duplicate copies of current periodicals go to the locked archives and triplicates are placed in the employee lounge reading rack. The archives also contains periodicals from past years.

The book collection includes titles in electronics, programming languages, mathematics, hardware, DRI product and reference manuals, conference proceedings, dictionaries, catalogs, new arrivals and other categories. The videotapes are of ISV seminars, technical training, sales training and other subjects. Available soon will be a set of the Stanford Computer Forum lecture series, including one by Gary on PL/1-80.

The library is open Monday through Friday from 1:30 to 5 p.m. although hours will fluctuate slightly when seminars are in session. Video equipment may be used between 8:30 a.m. and 12:30 p.m. by scheduling with the librarian. Employees are encouraged to use the library for browsing, watching video tapes or using the computer to learn Wordstar or other programs. However, it is important not to use the library for

conferences because that interferes with the use of the room.

Periodicals (but not videotapes) may be checked out of the library by recording the title, date and your name on the checkout sheets. Books may be checked out by signing the card and giving it to the librarian. If you have not returned the book in 30 days, Lucy will remind you. To return materials, you can drop them in the box by the door and Lucy will complete the checkin process. Do not reshelve any materials you return.

Lucy Diaz has developed present library to keep employees informed of industry news.

If you would like to see a book or magazine that is not in the library, you may ask your manager to submit a requisition to Lucy for approval.

Soon, the library will have a bulletin board for announcements of seminars, classes, changes in library policies and other useful information from Educational Services for DRI employees.

The nucleus of the Digital Research library began when Lucy was working in production at 734 Lighthouse. After she had been keeping track of the books and magazines coming into Digital Research for some time, her supervisor gave her the go-ahead to start a company library. From that start Lucy has developed a very useful resource for all DRI employees.

Employees are encouraged to make use of the library to keep up on the latest news in the computer industry, look up a forgotten fact or watch an educational videotape. Or you may want to take a few moments to enjoy one of the best views of Monterey Bay on the Peninsula.

Notify department supply manager for your supplies

Digital Research employees who need to order office supplies -- file folders, rubber cement, pens, typewriter ribbons, Penda-flex hardware, or any of the many other items needed to keep a business running--may order them through their departmental supply manager. It is important that you use the right person, so here is the latest list:

Carol Weaver--Purchasing
Maria San Paolo--Customer Service, Sales Support and Reception
Debbie Nordgren--Mail Room
Liz Porter--Manufacturing
Tammy Dutra--Technical Support
Jerry English--Facilities
Andrea Davis--Languages
Marina Telford--Operating Systems
Kathy Ross--Research & Development
Lucy Brusa--Personnel
Roxanne Landaker--Production
Quinn Carter--MARCOM
Rotating assignments--Accounting

All literature, including stationery, may be ordered through the mail department on Digital Research order forms. Forms are available in the order processing department.

Graphic products get good response at summer shows

A memo on July 27th made it official: the graphic products group is now a strategic business center within Digital Research. Fred Langhorst has been named director of the Graphic Strategic Business Center and will report directly to John Rowley.

"Graphics represents one of the largest growth opportunities for Digital Research over the next several years," Fred said, "and we expect it to permeate our entire product line from operating systems through languages and into end-user graphic products."

The graphic team includes Fred Langhorst, director; Russ Weeks, marketing manager; Rita Kan, Tony Li and Jason Loveman, software engineers; and Susan Miller, administrative assistant.

DRI graphic products now available are GSS-Kernel, a 2-D subroutine library that is consistent with the emerging ISO graphics standard Graphical Kernel System (GKS); GSS-PLOT, a subroutine library with higher level functions for creating bar, pie and line graphs and charts; and GSS-4010, a product that provides emulation of the well-known Tektronix 4010 terminal. A set of graphic extensions, called GSX, are embedded in the CP/M family of operating systems to allow these and future graphic products to be used by programmers and application users.

Any DRI employees who need to prepare graphic material for presentations may call Susie Miller for instructions.

Response to the introduction of the graphic products at recent trade shows, such as the National Computer Conference and the National Computer Graphics Association show in June and at SIGGRAPH in July, were "amazing,"

Graphic team, now part of the Graphic Strategic Business Center, are (left to right) Software Engineers Rita Kan and Tony Li, Product Marketing Manager Russ Weeks, Software Engineer Jason Loveman, Administrative Assistant Susan Miller and Director Fred Langhorst.

says Russ Weeks. "Large microcomputer companies are starting to come to us for graphic software already."

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(Editor's note: The Graphic Products Group is our newest strategic business center at Digital Research. Are you ready? Test yourself by seeing how many puns you can find in the following item.)
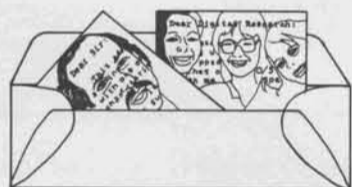
By Jason Loveman

Graphics is a line of work which figures graphically in any picture of the future of microcomputing. In the graphics group which has just recently been drawn together, our direction has been to coordinate several products which are being developed by Graphic Software Systems (GSS) with our own DRI languages and operating systems.

The first of these will be a package which implements the Graphical Kernel System (GKS) programmer's standard interface to graphics. We hope that we will be vectorious in these endeavors. The interface was developed in Germany, adopted by ISO and recently was modified by ANSI to become a joint

The Graphic SBC is at 167 Central, across the street from our main offices, in what formerly was the carpet store.

ANSI-ISO standard. Some of the original features in the German Kernel System, as it was once called, had to be compromised to gain acceptance by the ANSI committee. For example, the German "Settundervindo" has been changed to "set window." "Settundenviewzenportzen" is now "set view port." Instead of "Plottendaslinen," there is "polyline." Of course, "ziggenzaggen" has be be eliminated completely.

Speculation does exist that the original system was developed by the German military and it was called the German Colonel System, but this is unconfirmed. A system such as this would generally have required major command changes, which would have been capped-in the change to the Kernel system. In my mind, such a change would have been so corny that it should only be applied to eunuchs . . .

LETTERS

MARCOM has ads, catalog, show, literature

Marketing Communication's new quarters in the loft was the site of a recent celebration in behalf of the CP/M Compatible Software Catalog. Actually, the guest of honor was in absentia: the eagerly awaited publication had just been sent to the printer. It is expected to be ready for distribution in September.

Public Relations Publications Coordinator Nan Bomberger also has been busy with several other new publications, notably the quarterly and monthly Digital Dialogues and the OEM Update which are making their first appearances this month.

In addition to her usual public relations responsibilities, PR Manager Pat Lucas has been heavily into trade shows. No sooner had she recovered from NCC in Houston and COMDEX/Spring in Atlantic City than it was off to SIGGRAPH in Boston in July and to ComputerLand Vendor Fair in Denver in August. The company was well represented at all these shows just as it will be at COMDEX (a real biggie) in Las Vegas in November.

Digital Research will present a show of its own--CP/M '83--at Moscone Center in San Francisco Jan. 21-23. This international conference and exposition will feature hundreds of exhibits plus seminars for developers, distributors, retailers and end-users of microcomputer software. Specifically, CP/M-83 will be a showcase of the full spectrum of application packages, development aids, peripherals, accessories, publications and services available

to microcomputer users. Your promotional ideas are welcome; your involvement is encouraged.

Advertising Manager Sue Cooper reminds DRI employees that reprints of our advertisements are available from the Mail Department. Look for our ads in the October isues of PC Magazine, Computerworld, Systems & Software, Electronic Design, Byte, InfoWorld, Computer Business News, Sotware News, Lifeline, Dr. Dobbs Journal, and Information Systems News. Sue also is working on the formal announcement of our ISV co-op program. This program offers ISVs the opportunity to advertise together with Digital Research in an extensive advertising campaign. And look out retail stores! Together with Rick Magnuson, Sue is designing the new point of purchase look for DRI.

Marcel Mendoza has had her hands full with the mail department and turning out literature for all the new DRI products. We soon will have a fully automated mail department to give DRI in-house capability for direct mail campaigns. In addition, she is planning a cohesive literature program; the first piece will be a DRI corporate brochure which will be out the end of October. Helping with the literature program and with all of Marcom's graphics and design projects has been Angela Lee. Effervescent Quinn Carter, as administrative assistant, keeps everyone organized. MARCOM, of course, has bid a sad adieu to our manager, Darling Marilyn.

It was a pleasant time for Operations

Vice President of Operations Dorothy McEwen was hostess in her Pebble Beach home and garden to personnel from Operations one recent Friday after work. Enjoying it were (left to right), upper left photo: Technical Support Analysts Dan Erickson and David Brown, Order Processing Manager Nellis Gilchrist and Technical Support Analyst Curt Geske; upper right: Graphics Artist Angela Lee and Public Relations Manager Pat Lucas; lower left: Legal Protection Administrator Lolita Black, Operations Administrative Assistant Barbara Norman and OEM Coordinator Maureen Minnes; lower right: Technical Service Rep Tom O'Neill, Technical Support Analyst Mike Bailey and Technical Writer Ken Such.

Data Demons

with lots of rooters. The Data Demons, despite their 1-6 record so far this season, deserve better backing from DRI employees."

Plans are now underway to organize a coed softball team for the fall schedule. Dan will hold tryouts sometime in September. And as for the challenge game with the rest of DRI's employees, see Greg Walberg, director of Manufacturing Operations, for more details. Digital Dialogue expects to have an on-the-scene reporter to cover that game.

Manufacturing welcomes Staggs as new supervisor

By Elizabeth Porter

We welcome our newest addition to the Manufacturing staff, Mark Staggs who has been appointed Manufacturing supervisor. He brings to us nine years of experience in manufacturing production.

By the way, my staff also includes: Margie Arms, Tony Brand, Michael Boudreau, Lori Clark, Brian Curtice, Dallas Gilpin, Charles Houseman, Anthony Jordan, Shelly Knight, Michael Paglia, Michael Petrie, Mellisa Phillips, Dan Seifert, Connie Snitker, Doris Tai and Tana Thompson.

All of them have contributed to the growth and effectiveness of our team. You will be hearing more from us.

Research & Development

LaFleur, Alan Cooper and the head researcher, Gary Kildall, whose presence at 734 is as eagerly awaited as it is rare.

Mike Lehman, amidst his confidential development duties, also supplies financial guidance and administration of the R&D department.

Tom LaFleur's multitudinous projects include: the development of a "Romable" MP/M-86 suitable for the industrial control market, along with setting up a full-scale hardware lab for evaluating future microprocessors. He is spending his "spare" time examining telecommunications tools while simultaneously making his hardware

expertise available to various groups within the company.

Alan Cooper works with singleminded attention on the mysterious "Vulcan" project.

Gary Kildall's ideas and philosophies can be found in all of the development projects here. He usually is found working on seven or eight things at once, spending his time here either guiding the staff or evaluating products and plans while writing timely articles and papers for technical journals and conferences. Gary, a true folk-hero, is the driving force behind all of the creative endeavor in the R&D department.

Sierra Madre provides hotline support

By Mary Eubanks

Digital Research Inc., Sierra Madre, is located east of Los Angeles nestled in the foothills of the San Gabriel Mountains. Sierra Madre has just celebrted its 100th birthday and remains quaint and untouched by the hustle and bustle of Los Angeles.

We here at Digital Research Inc. South have been acting as a hot line support backup for the technical support department in Pacific Grove. Joe Altea, Todor Fay, Irwin King and Karen Ruhleder are systems analysts while Andy Glick is a technical support specialist. Maria Glick is

secretary/receptionist and I am office manager.

Our role will be changing in the near future as we become part of the western region sales office for Digital Research. In this capacity we will be an integral part of the southwest branch office based in Los Angeles. Our primary responsibilities will be to provide field technical sales support and to act as a demonstration facility for Digital Research's growing family of microcomputer software products.

We look forward to our expanding roles and to contributing to Digital Research's success in the microcomputer software industry.