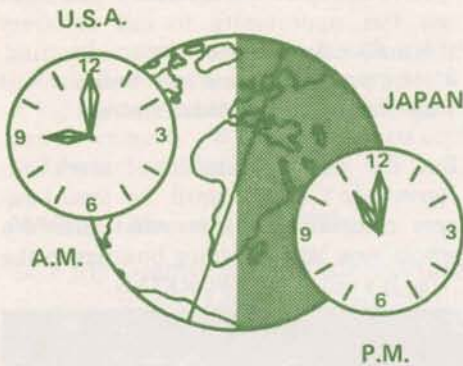


THE SUN NEVER SETS ON MARK III . . . SO WHAT ?



So you don't call on any customers who have Japanese affiliates . . . only competitors. So big deal if some Tokyo manufacturer is doing sales forecasting while your customers are fast asleep. What's that got to do with the price of a CRU? Plenty.

Specifically, the increased — or lengthened — utilization of our computer capacity offers a greater return on our investment and will therefore help keep prices low, despite rising service costs. The capacity that will be tapped by Japan is, in effect, unsold inventory.

Because Japan is 13 to 14 hours out of time-sync with the U.S., their demands will exactly complement current demand, not compete with it. That is the ultimate in load balancing.

It's exactly this kind of growth through time zones that spreads out our peak demand and enables us to pass cost saving features directly to our customers as we have done with FIV, IND, etc.

(Continued on page 2)

fast-fax

- * International News
- * New Sales Aids
- * String Handling

FEBRUARY 1, 1973

302.23

New Selling Aids for '73

We are supporting the 1973 selling effort with new, effective and unique aids. Some are personal so your customers cannot forget you, others are flexible so you can use them again and again in a variety of ways.

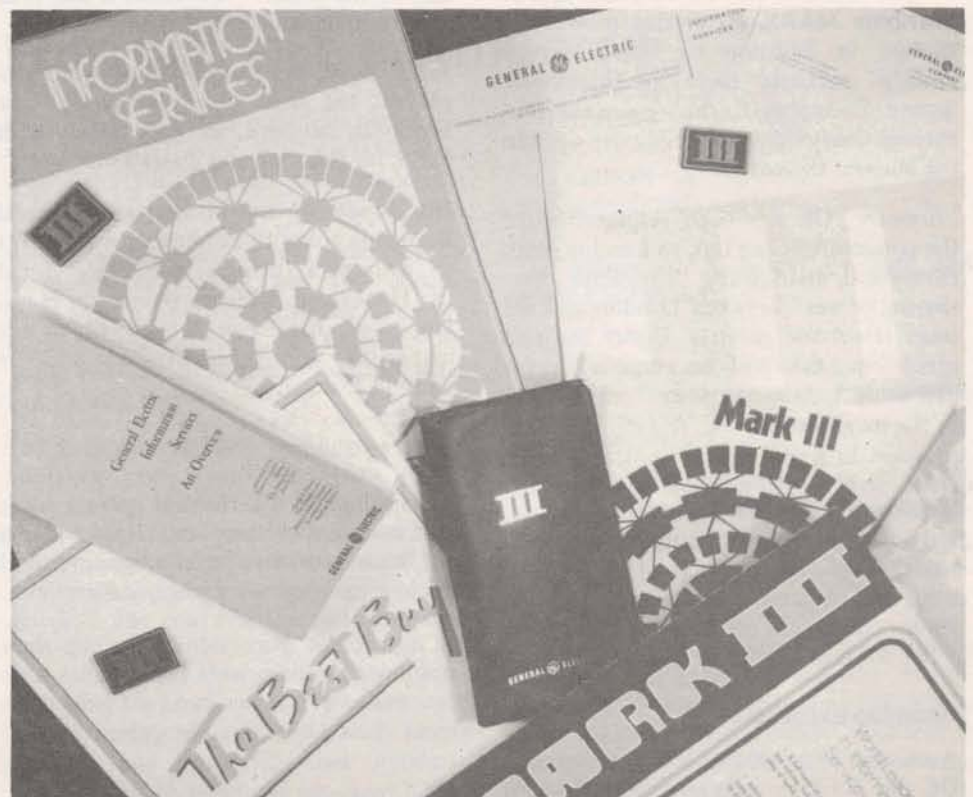
Binders (ring #304.03, post # 304.02)

Bright orange and white vinyl binders available in 2-inch ring form (perfect for presenting feature profiles) and in expandable post form, designed to hold your customer's manuals.

MARK III Flipbook (#2000.12)

A portable, 32 page flipbook, designed to guide you and your audience through the most detailed presentations. Keyed to the Sales Manual, it can be tailored to a specific prospect in the same manner as the feature profiles.

(Continued on page 3)



GENERAL  ELECTRIC

INFORMATION SERVICES MARKETING OPERATION

Diplomatic Breakthrough

Another benefit that never hurts in selling against competition is the pure prestige of having pioneered another breakthrough. This one was more diplomatic than technical; the first such agreement approved by the Japanese government.

For the past four years we've had our own man, **Bob Knight**, living in Japan for the sole purpose of pulling together this agreement. Finding a licensee, learning the political and industrial ropes that led first to local MARK I service and finally to MARK III service in Japan.

Now Bob is coming back to Bethesda; **Bob Fohl**, former Florida Branch Manager, has reported to Tokyo as manager. **Bob** and **Phyllis Cohen** are supplying on-the-spot technical and training support. **Larry Geller** has been getting facilities ready and training operations and maintenance personnel for MARK III.

Leadership Image

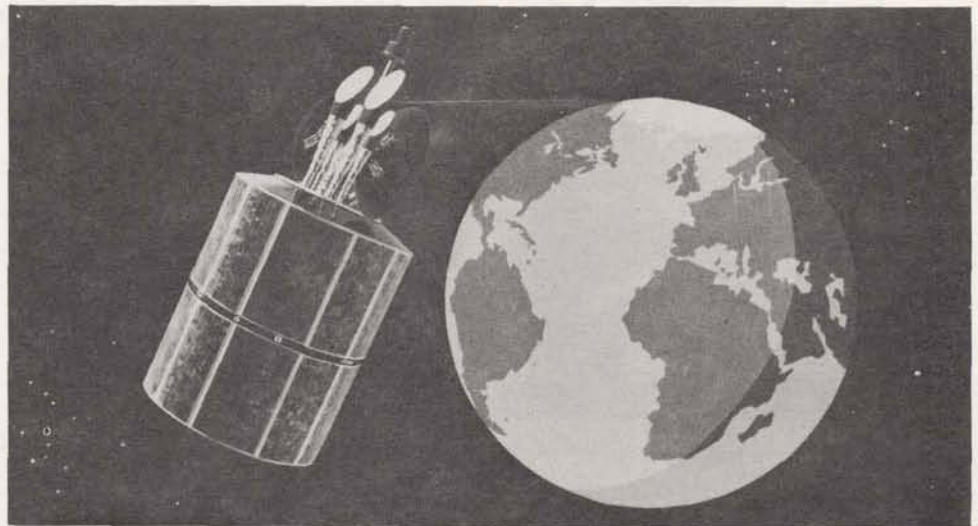
The transmission of our service around the world should have an impact in many

circles apart from whether or not a prospect or customer thinks he has a need for it.

For openers, it will generate good "leadership" publicity that, among other things, will reinforce our recent ad campaign. This effort may not be felt immediately, but you can bet that if we were a small independent company, our stock would be a very hot item on Wall Street right now.

You're asleep at the satellite if you don't use this opportunity to call on every international prospect you can find. Maybe you'll get some new business — it may even be international business.

But the real significance of service in Japan won't be felt until the total business community realizes that there's a whole new way of doing business in the '70s. It's called NETWORKING.



H.I.S. DISTRIBUTORSHIP EXTENDED & EXPANDED

A new agreement gives Honeywell Information Systems, Inc. (H.I.S.) the right to distribute MARK III service in Western Europe in addition to those services already marketed there by Honeywell. Signed December 8, the agreement runs through September of 1978 with options for renewal thereafter.

Formerly, GE has been responsible for the communications link to London, with Honeywell distributing "computer time-sharing power" between London and the local telephone rotaries. Under the new agreement, GE will be responsible for delivering "computer power" all the way to the local rotaries.

H.I.S. is now marketing GE Information Services in the United Kingdom, France, Italy, Belgium/Luxembourg, The Netherlands, West Germany, Sweden, Switzerland, and Austria. Expansion is planned within these countries as well as into other Western European nations.

Personnel Exchanges

A number of personnel transfers between GE and H.I.S. provide an opportunity for

each company to benefit from the expertise of the other — on either a short- or long-term basis.

John Prior, a former Honeywell employee, has been hired to manage the European network, working closely with H.I.S. on planning and operations.

Jim Brady of the Manhattan Financial Branch is going to London on assignment to manage a financial marketing thrust for Honeywell. **Malcom Davies**, an H.I.S. employee, has been loaned to us for marketing and administrative support work in Europe.

Training Support

Alan Nuss and **Bill Hewlett** spent a week in London, Germany and Italy training H.I.S. instructors on Foreground and Background features and capabilities.

A number of discussions regarding their training objectives were held so that Alan can evaluate how we can best help them meet their objectives. At present we are training their instructors and providing H.I.S. with the courses used here.

MORE WORLDWIDE THAN EVER

On January 16 ØK Data announced and made available MARK III service in Denmark. ØK Data has been providing MARK I service to Danish customers since 1968 under license to GE.

Official announcement of the H.I.S. and Dentsu agreements were made by Dr. George Feeney in a New York press conference on January 8. A statement was released to the press at the same time.

Ads announcing these changes will appear in the January 27th issue of *Business Week*, February 12th in *Time* and in February issues of *Computer Decisions* and *Management Accounting*. The TWA and Pan Am magazines will carry the ad in March.

More Aids

(Continued)

Overview Folder (#900.28)

A good leave-behind to use with a flip-book presentation. Made of heavy stock, it highlights the key points of our service and is designed to hold your business card and feature profiles.

MARK III Magnets (#900.03)

Sure-grip magnets that will adhere to any metallic surface. Leave with customers to keep MARK III out in front.

External Stationery

To reinforce our worldwide leadership position, new external letterhead has been prepared with the words "world leader in information services" in bold type. This stationery *must* be used; all old letterhead is to be discarded and replaced with the new form. Send your MR to Purchasing with a sample indicating your Branch address.

Security Analyst Booklet (#900.31)

For the first time we have Dr. Feeney's well-publicized security analyst speech in booklet form. A blueprint for the future, the booklet lets your customers know the kind of company you represent.

Best Buy Write-ups And Slides (#5002.00)

Those great Best Buy applications from Hilton Head are now available in booklet form. As a support piece, the booklet is perfect; as an extra feature, each page has a Market File number so that extra copies of individual applications can be ordered.

Slides complementing the applications are available from Jim Medley (8*273-4672).

Poster of Mosaic (#900.32)

A full-color reproduction of the mosaic that adorns the covers of many of our new booklets. Mount it on poster board and brighten up any office with this visual representation of the scope and unique quality of our service.

Direct-Mail Campaign Letter

Since Dr. Feeney can't meet each customer individually, we've got the next best thing — a printed letter written and signed by Dr. Feeney. The first letter in the series has already been sent to all offices.

FIV STRING HANDLING CHANGES

Rumors to the contrary, FIV string handling routines do work correctly. A number of bugs in the original release have been corrected and errors in the December New Features manual have been detected. An errata sheet will be included in future distributions of the manual and a revised FIV System Routines manual (#3104.01B) will be available in February.

The following changes should be made in the December New Features Manual (2000.13).

ALTSTR — page four

If 'n' has a zero value in the function

ALTSTR(RSTRING,MSTRING,I,N) the characters of 'rstring' are inserted immediately *preceding* (not following as documented) the 'ith' character in 'mstring'. For example, the function:

```
ALTSTR('mmm', 'abcd',3,0)
```

would produce the string 'abmmcd'.

The last paragraph relating to ALTSTR on page four should include the following parenthetical remark:

Remember that n characters of mstring are always deleted (unless pre-pending or appending is being performed) and the whole of . . .

CMP — page seven

The last paragraph relating to the compare function should be altered as follows (change underlined).

Because of the way in which the comparisons are handled by this function, only alphabetic characters should be compared.

CALL DELIMIT — page ten

Rewrite entire page as follows.

CALL DELIMIT is used when commas are to be part of the input string. The calling sequence is:

```
CALL DELIMIT('char')
```

where char is a new delimiter which may enclose strings that contain commas. Two rules govern this situation: 1) strings containing commas must be enclosed by the designated delimiter, and 2) the delimiters must appear in pairs and each pair must be separated from other pairs with a comma or a carriage return.

For example, three strings are to be entered in response to an input request and the quotation mark has been designated as the delimiter. The input can be made as follows.

```
?"These, as you"," see, are ",strings
```

FORTRAN FILE READING TIP

Play it safe — always read files under format control. Use of FORMAT(V) (i.e., free field format) can cause incorrect reading of arrays.

An error diagnostic is not generated by the incorrect reading, but any calculations will be incorrect. Tracking down the cause of the problem can be quite difficult. Below is a description of what can happen and why.

The compiler supplies trailing zeroes for all values except zero, for which it supplies trailing blanks. If a file is read with FORMAT(V) and a real zero has been written as the last value in a record, the array will be read incorrectly. For example, a file contains the following two records:

0.01	1.00	0.
2.30	5.98	9.00

and the following is used to read this file.

```
110 DIMENSION A(6)
120 READ("MYFILE",10),A
130 PRINT,A
140 10 FORMAT(V)
```

The values of A would be read and printed as follows:

```
1.0000000E-02 1.0000000E+00 0.
0.                2.3000000E+00 5.9800000E+00
```

The first three values are read correctly, but a zero is inserted in the fourth position of the list. The sixth value is lost completely because of the displacement caused by the inserted zero.

FORMAT(V) interprets the trailing blanks as a delimiter and the end-of-record as a second delimiter, inserting a zero between them. This problem is avoided completely if the file is read under format control.

LIBRARY UPDATE

New NCPPL Option

A new option to enable multiple runs of NCPPL without recalling the program is now available. This is particularly useful for preparing a series of tapes in the Independent Run mode.

By entering a '-9' in response to the query:

```
****TASK COMPLETE****, ENTER
9 TO STOP OR OPTION AS ABOVE?
```

control will be returned to the beginning of NCPPL and all variables reinitialized. All output will be in one file and IND set-up is simplified.

The IND input file below requires only one "run" of NCPPL to prepare tapes for two parts.

```
1
PART1,MACH1,0,0
-9
1
PART2,MACH2,0,0
9
```

Note also that option '1' was used so that the output is written to file in tape image; therefore, the user does not incur the cost of converting his output from file to tape image during prime time.

Dick Paul reports that a number of his customers are using the '-9' option with IND to obtain the 60% CRU reduction.

Any questions regarding this option or other use of NCPPL should be directed to Joe Schartman at 8*273-4589.

NC PUNCHES INTO '73

The NC ad campaign to reassert our position in the marketplace and dig out those prospects is well underway. The ads are being run in *American Machinist*, *Iron Age* and *Industry Week* and contain both the free telephone number and bingo cards to facilitate response.

Responses received at Headquarters will be handled in a manner very similar to that used for the MARK III campaign. Further information about the NC campaign and tips for responding to inquiries have been mailed to all offices by Joe Domonkos.

Reprints of the ad are available in the warehouse (#5304.75). The management-oriented overview of our total NC product, "Closing the Capability Gap" (#5304.74), would make a good companion piece in a mass mailing.

Carboloy - Bringing Them In

In three months 21 new Metalworking Catalog users were signed as a direct result of the availability of Carboloy's computerized machinability program. In addition, inquiries have been received from a number of companies that - until this time - have been very tightly sewed up by competitive services.

Steve Battery reports that GE Gas Turbine has started using the Carboloy program and is now performing in two days a job that formerly required two weeks.

A Market File distribution of the names and phone numbers of Carboloy reps is being made with this issue of Fast-Fax. Contact the rep in your area; he knows about you and will welcome the opportunity to meet. He will probably be able to suggest some good prospects - his customers. Early experience has shown

the Carboloy sales force very cooperative in making joint calls, demos, etc. In return, you may be able to help him.

Postprocessor for CompuDyne

A new postprocessor, CDYNC***, specifically designed for CompuDyne series B and C Contura Milling Machines is now available. This permits use of either ADAPT or APT for part programming.

Advantages to NC users are twofold:

- one standard language can be used for all the user's machines
- complex parts programs can be processed in Background with APT

Publication number 5304.40 (available in your Market File) contains names and addresses of known CompuDyne machine owners. CDYNC*** reference manuals are available in the warehouse (#5304.76).

HSS HAS RESTART

A restart capability for High Speed Service output does exist! This option has been overlooked by most of us simply because it was classified incorrectly in the reference manual (#3910.01).

An optional parameter on the *MODE record of the same level as WAIT, RESTART is described on page 21 with input options. Example of use:

```
*MOD OUT(*ALL),WAIT,RESTART
```

Used after an abnormal stopping of the output, this example requests all output queued for the user number and LTID. The resulting output will begin as close to the stopping point as possible - but not after, so that none of the output will be lost.

NEW TN300 MSR PRICE

Effective December 31, 1972 the sale price for TN300 MSR terminals has increased from \$1325 to \$1431 and the monthly rental is \$183 (was \$170). Customers currently renting these terminals will not be affected until their one-year lease agreement expires. As per our old lease agreement, customers will be notified in writing by Waynesboro 30 days in advance of the effective date of the new prices.

FAST-FAX	CLASSIFIED ADS
WANT ADS	WANT ADS
<p>Available - Method of providing both mag tape and paper tape capabilities on TN-300 or model 33. Particularly useful for NC users. Contact Dick Paul at 8*235-3142</p> <p>Wanted - Documented software applicable to banking/finance market. Ken Conroy at 8*289-7011 or MEMO to 'NASHV'</p> <p>Wanted - An oilfield control system application. Contact Fast-Fax</p>	<p>Wanted - Programs to calculate element mix for low carbon steels, such as angle iron, channels, reinforcing bars, structural shapes; types 1008, 1050 and 1070. Call Harry Welsh, CGE 8*253-6520 or Fast-Fax.</p> <p>Wanted - Programs to calculate radio frequency intermodulation for transmitting sites and/or receiver design. Contact Harry Welsh, CGE 8*253-6520 or Fast-Fax.</p>



Take Command

CAMPAIGN ALPHA

