New companies in a brave, new Europe

A true European company, incorporated in Luxembourg, built on a green field site, with vice presidents from at least five Community countries, financed by capital from across the Community. That is the means.

Targeting for 20 per cent of the European market in 2 micron CMOS chips for system houses. That is the aim.

Away with the "every country must have its own champion manufacturer". That is the concept to be avoided.

Dr Robb Wilmot, chairman of STC and ICL, Britain's largest computer manufacturer, has concluded that the supply side of the economy needs a radically new approach. "IBM Europe often claims to be more European than most of our own companies... Critical mass is hard to come by in Europe because of the fatal desire of every country to have its own national champion, and bigger countries to have several believing that it creates competition. This crowding out process means that it is very difficult for any European company to achieve more than 1 or 2 per cent world market share." He estimates that a major com-

Commission unveils information market policy programme

The European Commission has announced a new programme to unblock or free up market related aspects of the new information technologies. The initiative responds to the call of the European Council meeting in Brussels on 29 and 30 March for the realisation of a common information market as a specific Community goal.

The Commission's Communication to Council[1] of 21 November on "a work programme for creating a common information market" underlines the key role of information for trade and industry, the problems faced by the European information market and the urgent need to create the right market conditions for advanced European information services.

Europe, traditionally strong in the press and publishing sectors, produces fewer than half as many data bases accessible online than the U.S. The turnover of European providers of electronic specialised information is estimated at only one fifth of that achieved by their U.S. counterparts. Current market conditions are such that, with a few rare exceptions, most of the online European information service suppliers are unable to recoup their investment costs without state support.

Previous Community initiatives (such as ESPRIT, INSIS, parts of FAST and the action programme on telecommunications) are, how-

ever, primarily concerned with the technology rather than the information aspect of new information technologies (NIT). The work-programme introduced by the Communication aims at filling this gap by initiating actions to strengthen the competitiveness and marketing

capabilities of European information services; reduce the uncertainties and obstacles to the development of the market; stimulate demand; and promote convergence of policies within the Community in view of developments in the international field. The outcome of

M Michel Poniatowski, président de la commission de l'energie, da la recherche et de la technologie du Parlement européen, s'adresse aux spectateurs à l'expo Europe 2000, qui eut lieu à Strasbourg en Octobre.

¡Bienvenida España!

Benvindo Portugal!

pany needs at least 5 per cent of the global market to survive.

Wilmot's second key point is the need for organisational capability to win globally. The new company European Silicon Structures, ES², will have products that can be produced in higher volumes in foundries across Europe.

Dr Wilmot suggests this mechanism may only be applicable to certain parts of the IT industry, where extreme economy-of-scale sensitivity or the market needs standardised products. For such sectors he is encouraging the Community and national administrations to create the concept of a Qualifying European Enterprise (QEE) which would benefit from special legislation, equalised tax treatment and a re-think about how governments consider subsidies.

Information providers

The benefits of establishing a company across the Community dimension are at least as critical for companies trying to respond to the market in Software. A few examples of this are given in the article on networks page 8 of this issue.

The need is even more serious when the market in Information-ware is considered. On how the Community manages to maximise the intellectual and commercial potential of its 320 million citizens will depend the relative prosperity of the next generation.

A teleshopping system exists in the USA. Who will supply the multilingual computer translation interface for a machine like that described on page 3 to function across Europe? Automatic translation techniques now ensure 80% or better accuracy. Yet even at the level of the hum-

ble telex, there is no translating interface provided by PTTs or commercial companies to ease intra-european communications.

For European Value Added Networks to flourish, much of the electronic information presently available and a good deal more yet to be created needs to be accessible to the widest possible audience.

This type of operation would perhaps need the European Commission to act as an honest broker between providers of the different information services. In the past the Commission has helped bring firms together across Europe, both in the DOCDEL experiments base production and also in the framework of ESPRIT.

A recent **Midterm Review of Espirit** found 97.5% of participants asked thought this R & D programme fostered European cooperation. The Review Board recommended progress on downstream projects.

New information services will need a new financial, regulatory and network infrastructure which will encourage such ventures to be built on a European base. It will also need new mechanisms for bringing together interest groups across Europe who want to cooperate to create new value added services. This is the concept behind the suggestion for an Information Market Programme for the Promotion and Introduction of Common Technologies, IMPACT (see IM no 40, pl).

If the going looks tough now, as Dr Wilmott can testify, it will be even tougher in the next few years unless a start is made on building a true Common Market for information.

the analytical work done by the Commission so far shows that priority attention is required in eight areas:

1. Role of the public sector (both in supplying information and supporting information services)

2. Legal aspects (including intellectual property, data protection, health and safety regulations, new problems created by NIT services, etc.)

3. Economic aspects (including improved statistical, technical and market trends information, research on socio-economic aspects of information and communication, etc.)

4. Removing barriers to information flows (harmonisation of standards, improved telecommunications and postal facilities)

5. Use of and demand for advanced information services (stimulation of use and demand, improved access to NIT services for non-expert users, educational campaigns)

6. Convergence of national and Community policies (identification and pursuit of Community inter-

ests in external relations, closer links with less industrialized countries)

7. Fiscal and commercial environment (accounting rules and practices, fiscal and custom treatment, advertising rules on electronic information services)

8. Participation of the less favoured regions (LFRs) in the advanced information services market (action plan to reduce the development lag of Community LFRs with respect to the use and supply of advanced information services and the required telecoms infrastructure).

A special Member State advisory group, consisting of senior representatives of competent national ministries, will be established to help the Commission carry out this programme and coordinate relevant activities in the Member States. The Commission will present a report on progress within one year following its Communication.

[1] Commission document COM (85) 658.

**Contact: Mr Garth Davies**
DG XIII/B, CEC
L-2920 Luxembourg

Teleshopping information kiosk
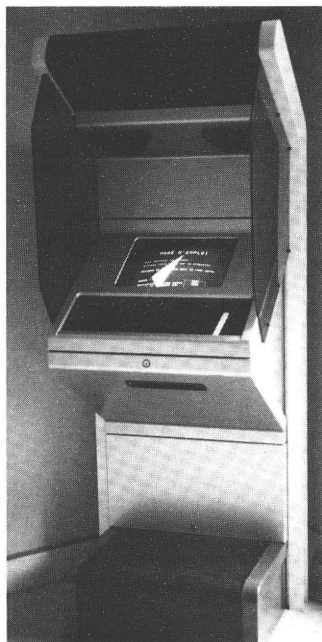
Sony or Pioneer, a disk which can stock some 54 000 images, a 42 cm colour monitor ... and stereo sound. A small micro computer drives the system. A touch sensitive flat keyboard enables the user to indicate his choices of the range and specifics of his purchase. A built in clock keeps track of operations.

Telecommunications is possible via an integrated modem which permits the terminal to be attached to a distant computer host. To facilitate payments, the user's credit card or chip card can be debited electronically on the machine. A printer can be attached under the table which gives the purchaser a record of all the
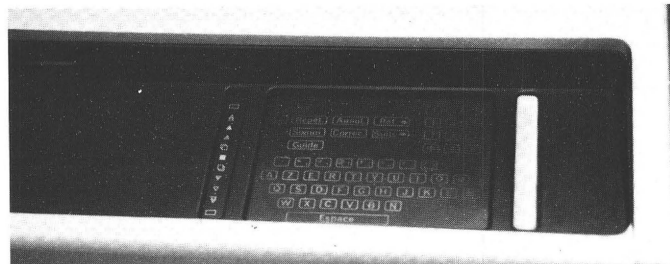
Credit card slots in on the left.

On a trip away from home and you want to order some chairs for the kitchen? All this may be possible from the comfort of your hotel or an airport lobby with a new teleshopping kiosk made in France.

Much like a telephone booth, the TVI (Terminal de Vente Image or Image sales terminal) comprises a videodisk reader for Philips, goods he has bought, together with details of delivery dates.

Teleshopping is just one of the possibilities for this versatile machine. It could also be set up for database interrogation or public information supply.

Contact: **I-COM**
21 av Casimir Perier
F-10400 Nogent s/Seine
Tel: +33 25 39 01 34

Materials databank user guidance system

The European Commission DG XIII has published a call for tenders for a user guidance system to be developed in conjunction with the materials databanks Demonstrator Programme (IM 40 p7).

This will provide a uniform online appearance for a number of cooperating databanks, as far as the user is concerned. The general objective of the user guidance system is to contribute to the removing of some of the basic obstacles present for access to information which is partly administrative and partly technical in nature. The contractor would develop the system to give the appearance of a coherent information service in cooperation with the databanks cooperating in the project.

Contact: **Mr G Steven**
CEC, DG XIII/B
L-2920 Luxembourg
Tel: +352 4301 2873

Artificial intelligence

A workshop organised by the European Commission, DG XIII, was held at Luxembourg on 13 September to bring together both technicians and users of artificial intelligence as a means of reducing the skills and expertise necessary for accessing online information systems. The workshop helped identify requirements and opportunities for AI based systems, summarized practical experience of such system and their implications for database construction. A fourth session related to specific applications for scientific, medical, legal patent business trade and economic information. The proceedings will be published in the form of a book.

Contact: **Franco Mustroddi**
CEC, DG XIII/B
**L-1471 Luxembourg**

Dialoguez avec Saphir

Destiné essentiellement aux non-informaticiens, Saphir est un veritable interprète qui permet à n'importe quel utilisateur d'interroger des bases de données sans en connaître le langage d'accès particulier.

Premier logiciel de ce type en langue française, Saphir est un analyseur du langage naturel d'utiulisation extrêmement souple puisqu'il offre la possibilité d'utiliser une syntaxe très simple (practiquement celle du français) et de dialoguer ainsi avec le système de gestion de bases de données dans la base et leur codification.

Interprète intelligent, Saphir est capable d'engager un dialogue avec l'utilisateur, afin de lever ambiguités et incertitudes (telles que fautes d'orthographe) et suggérer, en cas d'imprécisions, différentes interprétations possibles.

Contacter: **ERLI**
72 quai des Carrières
F-94220 Charenton
Tél: +33 14 893 8121
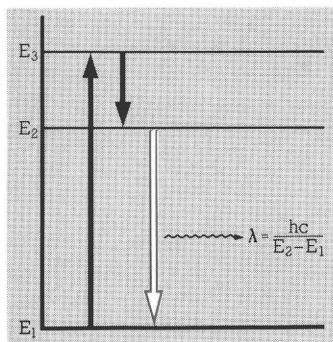
Compact optical disc memory – a blow to online data bases?

New developments in optical storage media are currently providing some of the most promising innovations for the improvement of cost-performance relationships in the office automation and information management-systems fields. CD ROM (compact disc read only memory), one of the most important of these, offers tremendous potential opportunities.

What is CD ROM?

CD ROM is an extension of CD audio technology. Thus, discs are potentially low cost. In addition, they provide mass storage: one disc has 550 MB data capacity. Being small and lightweight, discs are transportable and therefore offer an alternative means of database distribution to online services. Linked, via a suitable interface to a personal computer, a CD ROM player and disc allow an end user access to databases without the cost constraint of variable charges (such as telecommunications tariffs and hosts' time-related access prices).

With these cost-, storage- and distribution-characteristics CD ROM is widely considered to have important applications potentials, notably in publishing and library documentation/archiving. The CEC, aware of these potentials and keen to promote the early introduction of the technology with new information services, has includes CD ROM-based applications as eligible for selection for part-financing within the recent Call for Proposals.

Strategies

Closer assessment of the future impact of CD ROM on the European information industry will take into account a number of factors likely to affect the rate and extent of penetration and use. Amongst these are: standards problems; the product commercialisation strategies of manufacturers and the responses of existing online hosts.

Philips and Sony, the principal firms involved in developing CD audio technology, agreed a standard for the CD player and disc. These same standards apply too for CD ROM. Recently, agreement has also been reached on the error correction codes required to ensure integrity of the data. Manufacturers have not finalised their views on the required CD player-to-pc interface; indeed, each seems to be taking its own path.

On the hardware side, the National Information Standards Organisation in the USA and the CEC in Europe are aware of the lack of standards and concerned that agreement between interested parties should be developed. At this stage however, it is unclear how these bodies intend to influence future developments to avoid standards-related constraints impacting market development and end user acceptance.

More worrying, there are no standards for information retrieval software. Manufacturers and specialist software houses active in developing CD ROM applications recognise that existing retrieval system packages are inadequate. Hence new software is being written. Since most manufacturers and software specialists work independently, new software products tend to be incompatible.

Advantages

One attractive feature of CD ROM is that it uses the same technology as CD audio. Hence manufacturers' investments in production facilities are minimised. Given the capital costs involved, this is an important economic advantage.

But demand for CD audio players and discs is increasing rapidly. This could create undercapacity in production facilities for CD ROM in the short-term. Alternatively manufacturers, having risked capital resources to create demand for CD audio, may be reluctant to invest further in CD ROM hardware production while the demand trend for CD audio continues upwards. This too could be a source of delay in CD ROM market development.

For retail costs of CD ROM players and discs to fall substantially, mass production is needed. So there is a strong tendency amongst manufacturers to seek out clients willing to buy in CD ROMs for large-scale production runs. This approach does not favour dealing with firms purchasing only small quantities. Yet, to help early and widespread dissemination, just such an approach may be needed, Lacking in the current market is a supply of suitable applications projects. Small companies with specialist software skills who have identified particular niches of demand for new and innovative CD ROM-based services, but who have only limited capital resources, are likely to be some of the manufacturers' best clients in the next 12–18 months.

Skimming the market

CD ROM provides for an additional means for the distribution of databases. This could result in a trade-off between different media by information providers.

One danger lies in the 'cream-skimming' of the traditional online industry, still mainly oriented towards scientific and technical users. In response to this erosion to its traditional client base, will online services be directed more to the still untapped demand and revenue earning potential of the business sector?

DIANEGUIDE:
¿ habla usted espagnol?

In preparation for the entry of Spain into the European Community in 1986, 58 Spanish databases have been added to the directory of European databases, DIA-NEGUIDE.

These include a wide variety of subjects, like **Acciones de Fomento** on tenders, **BIOG** on biographies, **CINE** on the cinema and **FUTB** on sports.

En préparation pour l'entrée de l'Espagne.dans la Communauté européenne, 58 bases de données espagnoles ont été ajoutées à la directoire des bases de données européennes, DIANE-GUIDE.

Les bases de données comprennent un grand variété des sujets, comme **Acciones de Fomento** sur les appels d'offres, **BIOG** sur les biographies, **CINE** sur le cinéma et **FUTB** sur les sports.

Dansk vejledning til DIANEGUIDE

DIANEGUIDE er en gratis base hos ECHO, Europakommissionens vært. Basen giver oplysninger om værter og baser in Europa. Den indeholder en beskrivelse af bæde baser og værter, incl. servicetilbud, post- og netadresser. De enkelte baser kan soges bl.a. ved hjælp af emneord. DIANEGUIDE opdateres løbende og indeholder 600 baser. Søgning i

basen kan ske med dansk vejledning. Kodeordet er DIANEDK, Echos netadresse (NUA) i Datapak A 9270448112. En kort beskrivelse af, hvordan man kommer i kontakt med basen, kan rekvireres i

Dansk Diane Center,
Danmarks Tekniske Hojskole
Byg 101
DK 2800 Lyngby
Tlf: 02 886666

Online informatie in Europa:
Vraagt u onze niewe DIANEGUIDE

● Wilt u weten welke gegevensbestanden voor een bepaald gebied bestaan?

● Wilt u weten welke gegevensbestanden bij welke host beschikbaar zijn?

● Hebt u het adres van een host nodig voor een kontrakt?

● Wilt u meer weten over de inhoud van een databank?

De DIANEGUIDE geeft u deze informatie met behulp van uw micro-of mini-computer.

Hoe?

Door een verbinding met ECHO over uw netwerk. Ons netwerk gebruikers adres (NUA) is 270448112.

Als u de mededeling PLEASE LOGON ... krijgt, toets in het toegangswoord DIANENL

Dan krijgt u de nodige informatie om uw recherche te beginnen.

Probeer het uif!

We zouden graag uw mening weten.

ENREP and ENDOC available to public

ENREP, the environmental research projects database and ENDOC, an online directory of over 500 environmental information and documentation centres in the Community, together with the services they pro-

vide are now available for a wider public. Both databases will be updated regularly and are accessible free of charge on ECHO.

Contact: ECHO
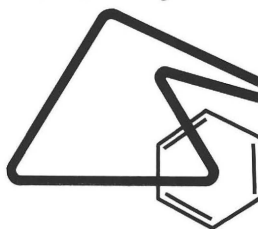**177 Route d'Esch**
L-1471 Luxembourg

Edicline: Host für Management und Touristik

Der Host Edicline bietet drei verschiedene Datenbanktypen an: Literatur- oder Referenzdatenbanken; Faktdatenbanken und Volltextdatenbanken. Unabhängig von Datenbankinhalten und deren Aufbau wird jede der drei Datenbankgruppen über die gleiche Suchsprache, STAIRS, angesprochen.

Für die Leute, die nicht zu seriös sind, gibt es eine Datenbank **WITZ**, die Erzählungen von Witzen und Aussprüchen bekannter Personen aus den Gebieten Kultur, Wirtschaft, Gesellschaft und Politik enthält.
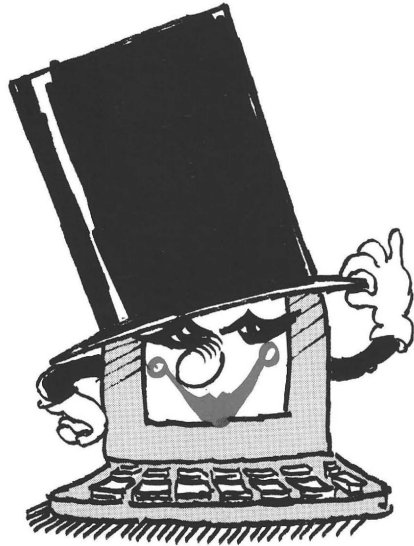
Andere Datenbanken schließen ein:

BLIS, Betriebswirtschaftliche Literaturhinweise
CFA, Städteinformationen in Deutschland
COAD, Firmeninformationen im Touristikgebiet

HOGA, Hotel- und Gaststättenverzeichnis
IVIZ, Handbuch für internationale Zusammenarbeit
MAEX, Management/Experten Nachweis
MAFD, Management Fakten, Daten, Prognosen
MTIF, Hauptstädte Informationen und Fakten weltweit
NIDT, Nachrichten Informationsdienst Tourismus
QUOV, Kurzgefaßte Beschreibung von 198 Ländern
PRES, Marketing- und Public Relations-Suchsystem
RBTS, Reisebüro Bulletin Länder Statistik
SPO, Fakten über deutsche und ausländische Sportereignisse
SEKO, Beschreibung betriebswirtschaftlicher Seminare/Konferenzen
TIFA, Touristik Information Facts and Abstracts.
CROS gibt dem Benutzer die Möglichkeit in allen Datenbanken eine Suche zu machen.

Kontakt: ANADOC   oder   Edicline
Goethestraße 3a   84 Temple Chambers,
D-7573 Sinzheim/Baden   Temple Ave
Tel: 0 72 21/8 33 50   London EC4Y OHP
Tel: +44 273 813238

Normes informatiques

Quel est l'équivalent en France, au Royaume Uni et aux USA de la norme DIN 66 003? Une réponse à cette question peut être donnée facilement et rapidement grâce à la base de donnée **EBISS** du Bureau d'Orientation de la Normalisation en Informatique. Accessible en anglais et français, cette base fait le rencensement de l'ensemble des normes et projets de normes réalisés par des organismes de normalisation officiels et non officiels en France, à l'étranger, au niveau européen et international.

EBISS n'est pour le présent accessible que sur réseau interne au BNI, mais il est toutefois prévu d'en permettre, à titre expérimental et gratuit, l'interrogation directe à partir de terminaux vidéotex, via le réseau Transpac.

Contacter: BNI
Domaine de Voluceau-Rocquencourt
BP 105
F-78153 Le Chesnay
Cedex
Tél: +33 3 955 2535

6

Opening up Japan information

```
(J) (A2) (EN) (USA) (写図 3表 2参 5)
密度を溶媒と整合させた真珠光沢板は安定な懸濁液を形成する。この板の方向を磁場や
電場で切換えることができる。この効果が生ずる時間は秒から分のけたで、反射の強い
真珠エッセンスの状態から透明状態へと変化する。グリセロール中に懸濁したナフォキ
シジン塩化水素化物の短形微小板を使ってディスプレイとしての可能性を検討した
BM08020L、NC06030Q (535.56.03、621.385.832.004.14)
表示装置；懸濁液；真珠；光沢；誘電体；電気光学効果
ジヒドロナフタレンS/1；ベンゼンS/1；結合多環質合物/1；フェノールエーテル/1；
ピロールS/1；オニウム化合物/1；グリセリン/2
A真珠光沢U
```

```
     S: OUTPUT FINISHED           JICST COPYRIGHT
 AD2U1Up Üend
 *** DATABASE        FEE  TIME ÖP-FEE ÖOFF A      ÖOFF F    KEEP
 *** JICSTK          Ö1,020   5      2  0(       0) 0(      0)  0
 *** TOTAL           Ö1,020   5
```

```
     S: SEARCH SESSION FINISHED  1985.04.18  19:53:57
```

Japanese database information is being regularly accessed in Germany on the type of equipment used domestically in Japan. The West German group GID have signed an agreement with JICST, the Japan Information Center of Science and Technology which gives them a password, printer and other terminal equipment. More than 4 million documents are stored in the field of science and technology.

Initially data is being received mainly in Japanese characters. It is planned that a simplified version of the text, at first comprising titles in English, will be made available. Japanese officials see the agreement with Germany and other trading partners as a means to rectify the information imbalance with the West.

Contact: **GID**
Raum 603
Ahrstraße 45
D-5300 Bonn 2
Tel: +49 228 302255

Jobs en ligne

Vous êtes un cadre et vous avez envie de bouger? Achetez une place pour une période déterminée dans la banque de données Datacadres où vous pouvez afficher les détails de votre expérience. Vous pourrez tester le marché pour voir s'il y a un poste intéressant.

Datacadres est une banque de données recensant les biographies professionnelles. A partir de tous les renseignements qu'elle contient: âge, formations, langues pratiquées, fonctions occupées, rémunération, etc., les chefs du personnel peuvent savoir immédiatement si le cadre qu'ils re-

cherchent sont sur le marché.

Ensuite ils peuvent sélectionner en ligne les dossiers – nécessairement anonymes – qui leur conviennent.

Datacadres leur permet d'entrer en contact avec les candidats dont le profil correspond aux postes qu'ils ont défini.

La qualité de la banque de données Datacadres est assurée par le fait que les biographies des cadres motivés ne sont stockées que pour une période déterminée.

Contacter: **M Antoine Weil**
Datacadres
33, rue Galilée
F-75116 Paris
Tél: 41 723 7224

Informationsberatung Renate Mackay

Renate Mackay hat dreizehn Jahre in den verschiedensten Bereichen der Informationsverarbeitung Erfahrungen gesammelt: – von der Informationselektion über die computergestützte Erschließung bis zur Erstellung von Datenbankretrieval – bevor sie sich 1985 in Düsseldorf selbständig gemacht hat.

Neben Recherchen werden vor allem Beratung im Gesamtkomplex Fachinformation (Informationsmarkt, Nutzung von externen und internen Datenbanken, Aufbau von firmeneigenen Recherchestellen) und Inhouse-Schulungen im Datenbankretrieval angeboten.

Die Informationsberatung Renate Mackay ist an alle wichtigen nationalen und internationalen Datenbanken

angeschlossen und nutzt modernste Hard- und Software. Ein besonderer Schwerpunkt liegt in der Durchführung von Recherchen in Wirtschaftsdatenbanken sowie englischen und amerikanischen Datenbanken.

Das Angebot richtet sich nach zwei Zielgruppen: nämlich die Unternehmen, die ohne eigene Sach- und Personalkosten vom Informationsangebot profitieren wollen, sowie Firmen, die durch Schulung und Beratung ihre bisherigen und zukünftigen Investitionen in diesem Bereich absichern wollen.

Kontakt: **Informationsberatung**
Renate Mackay
Gruppellostraße 13
D-4000 Düsseldorf 13
Tel.: +49 211 365317

IT Index

An international if anglocentric view of the impact of information technology on the process of storage, processing and retrieval of information is contained in an index of conference papers from 1979 to 1984. The **Index to Information Technology** represents to the choice of the compiler, Silvina Peniston and it is a pity that, while she includes US and Canadian sources, French

and German are excluded.

Text Retrieval in Context presents the papers of the southern branch of the Institute of Information Scientists in 1984 and covers hardware needs, office automation, software, interfaces to word processors, down and uploading and electronic mail.

Contact: **Taylor Graham Publishers**
500 Chesham House
150 Regent St
London W1R 5FA

Langton consultancy

Langton (Benelux) provide an information technology consultancy service to small and medium-sized organisations who need help in establishing an office automation strategy.

Located centrally for companies in France, Germany and the Benelux, Langton services offer design of office automation systems including hard- and software

selection. Possible options for the client include teletext, viewdata, electronic mail and access to online databases. Latest techniques in design methodology are employed to ensure cost effective systems.

Contact: **Dr. Carl H. Baker**
Langton (Benelux)
44, Rue de Wiltz
L-2734 Luxembourg
Tel.: +352 48 40 11

The scandal of the national networks

Recently the European Information Market Development Group tried out a piece of communications software. It worked perfectly well in its country of origin, one of the Member States.

Alas, many of the sophisticated operations, designed to make life easy for online information retrieval, could not be easily implemented from Luxembourg.

The same story repeated itself a few days later, this time in Strasbourg. There the telecommunications software on a portable micro – which worked without problem in the United Kingdom – was impossible to use with the French network. The failure was more poignant as the micro was supposed to be demonstrating one of the ESPRIT projects. Instead of using the French network, the operator used some (probably illegal) socket spades and had to place a costly, direct long distance telephone call.
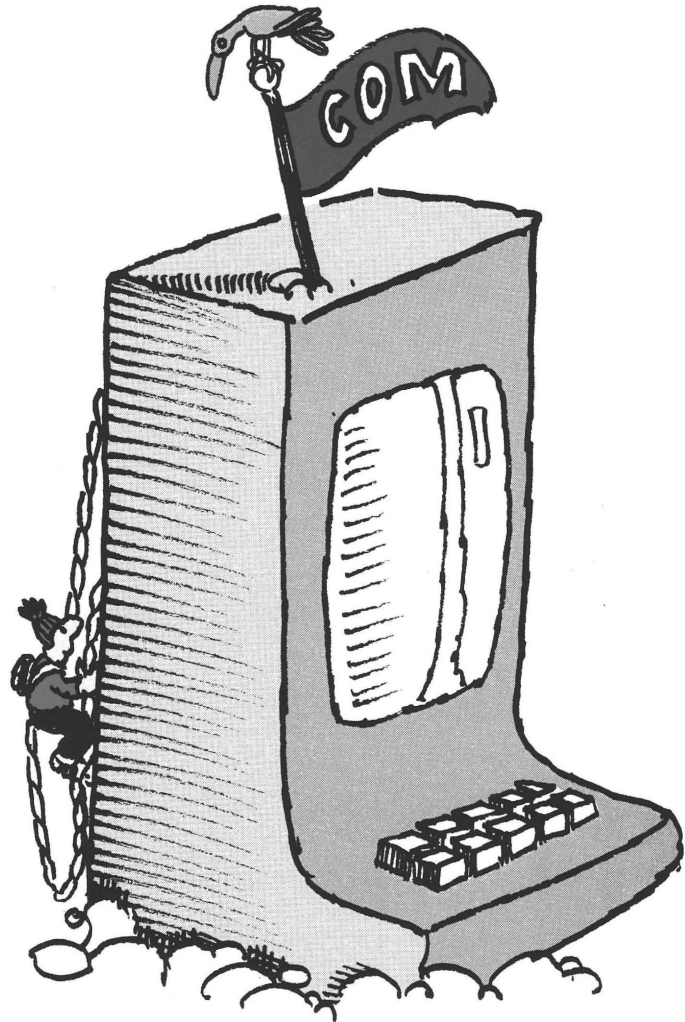
Why?

The fact of the matter is that in the post-Euronet era, Europe's interconnected packet switched networks each conform to European (CCITT) standards which allow many possibilities for separate interpretations. In practice, each network plays its own variations on the theme of the European norm. Some seem to have composed symphonies. Too bad for the travelling salesman!

Next to the "demonstration" in Strasbourg was an exhibit on European standards. The truth is that each network seems to have its own European standard. While any micro can work with an accoustic coupler as a dumb device, problems arise as soon as more "user-friendly" equipment or software is installed.

Hosts have also contributed to the confusion. Some have set their own parameters to the network in such a way that otherwise time-saving software is rendered almost useless. For their own commercial good, hosts need to establish standard procedures welcoming all types of users.

For logging on to a computer host, a user has normally first to access a data

8

network. He does this by dialling a certain telephone number and identifying himself by means of an NUI (Network User Identifier), a series of numbers and letters. He then adds the address of the host (Network Users Address). It is to avoid this complicated process that micro computer software packages were developed.

No single procedure for this simple logging on process is the same in Europa. Every network has its own combination of entering these two often inordinately long strings of numbers and letters as table 1 demonstrates. Besides this complication, parameters of the networks – a subject of arcane technicality to the average user – are different. And some networks, for example, require voltage to be supplied on one of the pins of the RS 232 plug, others don't.

Any number of possibilities are provided to block prevent communication. When this happens the user may receive a help message from the network such as LIB-INV.

Hardly a clinical diagnosis of an unduly complicated problem.

It would be encouraging to hope that the PTTs would reform this state of affairs, themselves. In other words, return the state of advancement to that of a few years ago when, with Euronet, there was one access procedure for all participating countries.

At the very least the lesson should be learned. This is a level of confusion the customer can very well do without. More powerful networks being brought into use over the next few years must not suffer from the same short sighted problems.

A higher level of cooperation is needed from the people who have not yet brought us the European postage stamp.

A you have problems with your network, please let us know; we might be able to help.

European Information Development Group 177 Route d'Esch, L-1471 Luxembourg, Tel.: +352 488041.

Spanish coordination

Representatives of the European Commission, DG XIII, including information market director C Jansen van Rosendaal, met with Spanish representatives of ministries, universities, libraries, databank producers and users on 16–17 October in Madrid to coordinate activities prior to the entry of Spain into the Community in 1986.

Spanish representatives meeting in Toldeo were also given a presentation of the Apollo document delivery system.

Table of logon procedures

To log on, users dial a network node and receive a network tone. After that the procedure varies from country to country. The following table, for indicative purposes only, gives some idea what the user must then do. Procedures may be subject to change. Check with your local PTT!

Country	Procedure
Austria	.& NUI<NUI>& <PASSWORD>& Ø<NUA>&
Belgium	<NUI>–Ø<NUA>&
Denmark	& & SP & N<NUI>–A9<NUA>
Federal Republic of Germany	.& NUI<NUI>& <PASSWORD>& Ø<NUA>&
France	Ø<NUA>P (or D) <NUI>
Greece	<NUA><NUI>
Ireland	...& NUI<NUI>& <PASSWORD>& Ø<NUA>CR
Italy	N<NUI>–<NUA>&
Luxembourg	?N<NUI>–Ø<NUA>&
Netherlands	N<NUI>–<NUA>&
Portugal	H & <NUA>P (or D) CTT–<NUI>&
Spain	Terminal identifier & <NUI>; <PASSWORD>& 2704<NUA>&
Sweden	Terminal identifier & <USERNAME>: 68 (or 69 or 71); <PASSWORD>; <NUA>&
Switzerland	.& NUI<NUI>& <PASSWORD>& Ø<NUA>&
United Kingdom	&A2 (or other terminal identifier) & N<NUI>& A9<NUA>&

& = carriage return; NUI = network user identification; NUA = network users address (the computer to be contacted); the brackets <> indicate that the user must tap in the corresponding strings of numbers or letters; the brackets () indicate that the user has a choice of two or more possibilities depending what he requires.

9

Commission listens to views on financial information services in Europe

The financial information market is one of the fastest growing areas in online electronic information. Services supplying this information in Europe are, however, far from smug. Europe is experiencing slower growth than USA and there are a number of important braking factors on efforts to supply fast and efficient information and decision making systems to the financial market.

Some 25 organisations including European and American banks, financial information services and members of Community in-

Irish users

Users or those interested in obtaining information on online systems, procedures and prices can obtain information from IIRS.

Contact: IIRS
Ballymun Road
EI-Dublin 9
Tel: +353 1 370101

stitutions met in Luxembourg on 1 October on the invitation of the European Commission.

The aim of the "workshop" was to identify possible areas for Community action to encourage the development of this specialised sector. Among those who attended were representatives of Citibank, Kredietbank and Societé Générale de Banque from Belgium, NatWest, Standard and Chartered, Midland Bank from the UK, the Bank of Greece and Scandinaviska Enskilda Bank, SWIFT, the interbank network, together with such services as I P Sharp, Telekurs, Chase/Interactive Data Corp, Cisi Wharton, Telerate.

As the financial market is a 24 hour world market the meeting was directed at impediments in present structures rather than a debate on US/European division of the present market. Six main

areas of action were agreed on by the participants.
1. The PTTs should be encouraged to provide much more flexible services. Participants strongly expressed the view that current PTT regulations are major reason

be initiated in regard to PTT activities.
2. An enhanced degree of de-regulation would have a major influence not only on financial services themselves but would also create new opportunities for informa-

causing European information services to be held back and to lag behind the North American market. Some PTTs, it was noted, were beginning to offer their own financial services and it was recommended that proper "rules of the game" should

tion services. Participants identified three examples where information services could benefit: liberalisation and integration of capital markets; freedom of establishment and harmonisation of means of payments and settlements. Stock ex-

Legal Observatory viewpoint
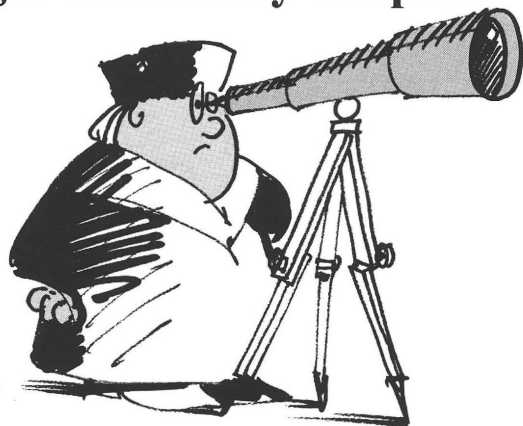
The first meeting of the Commission's Legal Observatory for the European information market took place in Luxembourg on 14 October. It identified three priority issues for study over the coming year:
1. access to information held by the public sector;
2. inconsistencies in legal rights and obligations applicable to different categories of information providers; and
3. legal problems related to teleshopping and telebanking.

It was further decided that the issue of the legal protection of computer software

and data bases content be examined in the light of the Commission's Green Paper on Copyright that will come out early next year. The meeting also discussed the specific issue of the inclusion of legal persons in data protection legislation, on which there were contributions by the International Chamber of Commerce and legal experts from the Community Member States. It was recommended that no Community action be taken before there was concrete evidence of market distortions or other discrepancies from such inclusion.

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C.E.C., DG XIII/B.
L-2920 Luxembourg.

change information, for example, is one area which is less developed in Europe due to lack of integration of capital markets.

3. Public administrations are often sitting on valuable raw data which should be made available to European information suppliers. With a view to creating information for the international market, it would be helpful if guidelines for a common approach to the conditions under which this material should be offered could be produced at the Community level.

4. While recognising the work being done on standards generally, the participants recommended that urgent attention was needed to be paid to application-level information format standards. This urgency arises from the increased number and variety of services finding their way onto the users desk and work environment. Community-level action to promote information format standards both for the end-user and in making raw material available for information suppliers would be particularly valuable.

5. Closer collaboration could be encouraged between universities and financial information services to help provide socio-economic data or direct collaboration on services. Such cooperative ventures had played a positive rôle in the creation of North American services.

6. Financial information services in Europe have achieved only a third of the penetration of those in the United States. Major information suppliers have a clear picture of the need for their services, but there are many areas of unexploited potential for example, among small businesses. Improved understanding of the demand structure would greatly assist in the opening up of the European market and bring the benefits of financial information services to a wider range of organisations. Community action to promote better understanding of demand and awareness would help stimulate the growth of the European financial information services market.

The Commission would especially like to hear from other firms in the market who are experiencing obstacles to growth that could be tackled at a European level.

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DG XIII/B, CEC,
L-2920 Luxembourg

European Institute for Information Management, 13 rue de Bragance. L-Luxembourg, tel: +352 44 58 11

18–20 February, 1986	Luxembourg	Lecture series on new media in telecommunications, directed by Prof. H. Zimmermann
25–7 February, 1986	Luxembourg	Series on the economics of information, directed by Prof. M. Ricketts
4–6 March, 1986	Luxembourg	Series on information policy, directed by M. J. Michel of ICSTI.

ECHO, 177 Route d'Esch, L-1471 Luxembourg, tel: +352 48 80 41

3–5 December	London	International Online
10 December	Lisbon	Euronet DIANE Workshop
12 December	Porto	Euronet DIANE Workshop

GBDL, Gesellschaft für Bibliothekswesen und Dokumentation des Landbaues, Prof. W. Laux, Biologische Bundesanstalt für Land- und Forstwirtschaft, Königin-Luise-Str. 19, D-100 Berlin 33, Tel.: +49 30 83 04-2 15

| 14.–7. April 1986 | Berlin | Vor- und Nachteile arbeitsteiliger Informationssysteme |

Online International Pinner Green House Ash Drive, GB-Pinner HA5 2AE, Middlesex, tel.: +44 1 868 44 66

| 4–5 March, 1986 | London | Value Added & Data Network Services |
| 4–6 March, 1986 | London | Business Telecom '86 |

How to go online

technical requirements

modem

Flowchart:

- start
- Do you already have a micro computer or word processor? — no →
- yes ↓
- Does it have a terminal emulator programme and a modem? — no →
- yes ↓
- does it suit? / TTY or CCITT-x28 / Test
- can it be modified? — no → another model available? — no →
- Test / Test
- yes → yes →
- is it feasible and can your agreement be changed? — no →
- do you want a new terminal? → yes
- yes ↓ / no ↓
- Buy or hire a modem or accoustic coupler
- go to a broker
- Lease or buy?
- contact suppliers (yellow pages)
- specify: "CCITT-x28"
- Test
- ensure that you can get a telephone line in-house
- get network password from your PTT →
- Check which databases or hosts are available. DIANEE – free password on ECHO; NUA is 270448112
- contact other hosts for passwords
- start searching

■ = questions you should ask your manufacturer/supplier

General information

– To obtain general information (lists of hosts, PTTs, intermediaries, user groups, etc.), write to:

Euronet DIANE, 177, route d'Esch, L-1471 Luxembourg

– For specific questions or problems:

Telephone: Luxembourg (+352) 488041, Telex: 2181.

The Euronet DIANE team will call you back to save telephone costs.

1. Ask for a NUI (network user identifier) from your local PTT-representative.

– **in United Kingdom** for IPSS/PSS/Multistream
Customer Service Group, Room G07
Lutyens House, 1-6 Finsbury Circus
London EC2M 7LY
Tel.: 920 0661

– **in Ireland** for Euronet and Eirpac
Mr D. Crawford
Telecom Eirann
6-8 College Green
Dublin 2
Tel: 778222

– **in Denmark** for Datapak
Generaldirektoret for Post-
og Telegrafvaensenet
Roedovrevej 241
DK-2610 Roedovre
Tel: (1) 415055

– **in Sweden** for Datapak
Mrs Gunnel Kling
Telekantoret
Data Section
Box 7294
S-10390 Stockholm
Tel: (8) 7806228

The NUI authorises you to connect to the public data network in your country.
Rent a modem from the PTT or buy one.
At the same time make a choice of hosts, databases and databanks using DIANE GUIDE.

2. Sign an agreement with the respective hosts where the chosen databanks and databases are available for online searching.

3. You will receive a password from the host(s) which authorizes you to search the chosen databanks and databases.

4. These are all the requirements you need. The PTT and hosts will invoice you for your use of the network and the databases/databanks respectively.