IMPACT 2: Tour of Capitals
Strategies for the Information Market

FRANKFURT:

The need for a long term strategy

A new Community Information Market Policy ACTion programme, IMPACT 2, should embrace a clear long term strategy with several milestone projects to encourage the formation of a European Information Services Market and the creation of an information services infrastructure, according to recent soundings of opinion in Germany. The Commission was also asked to foresee application tests with industry interested in machine translation methods such as SYSTRAN.

A meeting with some 100 representatives of the information industry in Germany, held in Frankfurt on 14 June, expressed a very positive stance towards the Commission's initiative for a future programme, IMPACT 2.

Since the bulk of partipants on the provider side of the information market are small and medium sized enterprises, it was stongly urged that the Commission facilitate the participation of this type of company in IMPACT 2.

The Information Market Observatory could be extended to provide a platform for Community strategy and policy. Participants encouraged the Commission to play a larger rôle in horizontal actions and find simpler ways than the present Call for Proposals mechanism to create the order of magnitudes which could stimulate the industry. Given the investment that companies have to make in preparing proposals to obtain up to 30 per cent financing only a few of the potential companies have applied (See page 5).

The Commission was asked to aid the creation of electronic information services in cultural, social and strategic areas. Action should be considered concerning transborder data flow and exchange of information with the East and with less developed countries. In order to get better information on the Internal Market of 1992, major efforts were required. Infrastructural measures such as a European KIOSK approach, stimulation projects for the use of new information products were recommended. The Commission was also urged to make a major effort to train people to become skilled information handlers, including skills in the marketing of electronic information services. Knowhow should be exchanged and the stimulation of the CD-ROM market was of major concern.

Tour of Capitals

Rome, Italy
    27 October

Athens, Greece
    21 November

Luxembourg, GDL
    30 November

PARIS:

Vers un équilibre des services

— Il est nécessaire que le développement des services d'information soit harmonieux dans toute la Communauté, sans quoi les pays les plus avancés qui offrent l'accès à leurs services d'information sans réciprocité perdent leur avantage compétitif.

— Pour définir IMPACT 2 il faut répondre aux questions suivantes:
    Comment est-ce que l'Europe s'informe?
    Quelles sont les forces et les faiblesses de l'industrie?
    Qu'est-ce que la CEE peut faire?

Ces deux avis ont été émis lors de la réunion qui s'est tenue à Paris le 16 juin, au cours de laquelle on a pu constater combien l'initiative de la Commission de lancer un nouveau programme IMPACT 2 a suscité un intérêt certain de la part des acteurs du marché des services de l'information.

Les intervenants ont souligné l'importance des utilisateurs et leur besoin d'avoir plus de valeur ajoutée dans les services de l'information, un langage normalisé de commande, ainsi que l'intérêt de renforcer les sciences de l'information, les projets pour la protection de l'environnement, et les droits d'auteur. On a également exprimé la nécessité d'un plus grand engagement de la presse, des maisons d'éditions, des photothèques et des cinémathè-

ques dans le nouveau programme.

Certains intervenants ont proposé de concentrer la prochaine action de la Communauté sur l'utilisateur final, tel

que employés de PMEs, professions liberales etc. L'exemple du minitel sert de référence dans ce contexte.

IN THIS ISSUE
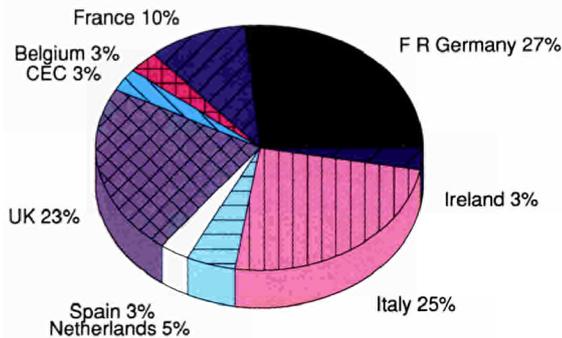
CD-ROM: more commercial than online?

Four out of five of databases published on CD-ROM originate in the United States, according to figures published by the Commission's Information Market Observatory. Only 14 % originated within the European Community. The IMO analyzed 289 CD-ROMs published worldwide in 1988, excluding others which were for in-house applications or demonstration discs.

The Federal Republic of Germany, Italy and the UK are European leaders in the production of databases on CD-ROM. Each make about a quarter of the titles.
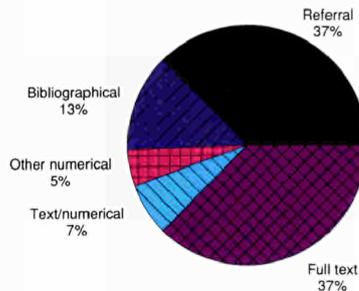
The pattern of supply of databases on CD-ROM is quite different from online, especially within the EC. CD-ROM databases are mainly source databases, whereas a significant proportion of bibliographic databases have been published in the USA. (13 % were bibliographical in the EC; 35 % in the USA).

Striking differences occur between producers of CD-ROM and online databases: three-quarters of CD-ROM producers are for-profit (slightly more in the EC than the US) compared with a majority of online database producers which are not-for-profit within the EC.
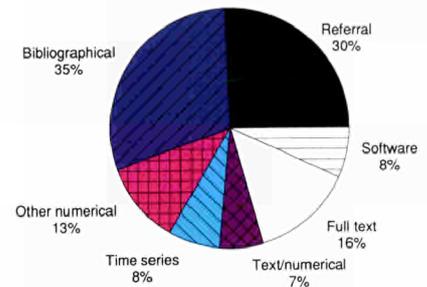

Distribution of CD-ROM titles in the EC in 1988

France 10%
Belgium 3%
CEC 3%
F R Germany 27%
UK 23%
Ireland 3%
Spain 3%
Netherlands 5%
Italy 25%

EC production of public CD-ROM titles % by type of database in 1988

Referral 37%
Bibliographical 13%
Other numerical 5%
Text/numerical 7%
Full text 37%

US production of public CD-ROM titles % by type of database in 1988

Referral 30%
Bibliographical 35%
Software 8%
Other numerical 13%
Full text 16%
Time series 8%
Text/numerical 7%

Source:IMO

Information Market Observatory Conclusions:

Are commercial information providers more attracted by CD-ROM than online? The CD-ROM industry is still in its infancy and the titles are too limited to draw definitive conclusions. But the current pattern of EC databases on CD-ROM is more directed towards the professional end user than information scientists.

Fax market snowballing

By the end of this year the estimated number of fax machines in the US will be more than 3 million; by the end of the century it is likely to be ten times this figure. The saturation of this market is nowhere in sight, says a recent report by International Resource Development. New applications for fax are springing up almost daily, the market is snowballing, rather than saturating. The report, which contrasts with some other predictions, says that the distinction between a computer with a fax card and a programmable fax machine will also erode. Both will have ability to scan, transmit, receive, store and print page images; the chief differences will be capacity and optional peripherals.

Group 3 will peak around 1992 but may hang on only in home faxes and home computers. Group 4 fax will reach its peak by 1996 or 1997 and be nearly obsolete by 1999. A Group 5 standard (with co-lour) will replace it and by 1999 there will either be a Group 6 or fax will no longer be distinguishable from data communications, the report predicts.

The economics will continue to improve: even when a page is digitized at 1000 dpi or 93.5 megabits, the combination of compression techniques and higher broadband network speed will allow transmission in a few seconds. Fax boards could drop to $30.

On the other hand, IRD also see a shortage in thermal fax paper in the next two years in the interval before fax machines move to plain paper under Group 4 and ISDN.

Note-sized fax machines for well under $100 complete with modem, scanner and printer will begin to make their appearance.

Contact: IRD
21 Locust Ave, Suite 1C
New Canaan
USA CT 06840
Tel: +1 203 966 2525

Eusidic guidelines on CD-ROM supply and price

The European Association of Information Services, Eusidic, has invited both prominent service providers and information users to define guidelines on CD-ROM pricing and supply conditions. Pricing could according to some formulations range from book prices $100 to $5000 if CD-ROM is considered a database. The draft guidelines say that pricing should be transparent, simple and clear. While it is recommended that price differentials could exist between buyers with multiple consecutive or simultaneous users, the guidelines come out against metering data access. This detrimental to market growth. Less controversially, a unique, unambiguous numbering system similar to ISSNs or recorded music is suggested. Personal retention of data contained on disc should be regarded as normal. Customers should be financially encouraged to surrender old CD-ROMs, rather than the provider demanding their return as of his right.

Contact: Eusidic
9A High Street
GB-Calne, Wilts
Tel: +44 249 814 584
Fax: +44 249 813 656

Keep your secrets
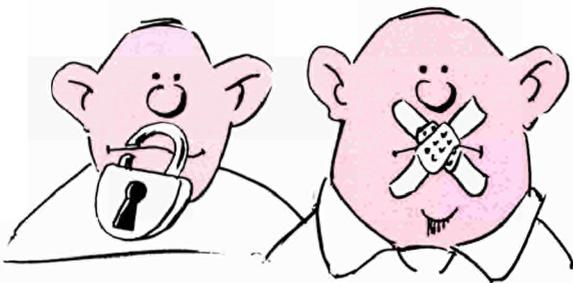
The US information market has been strongly influenced by the policies of the National Security Agency in introducing encryption technology for business use, says a report from International Resource Development, The worldwide encryption market surpasses $3 billion with data encryption worth $900 million and voice encryption worth $2.2 billion in 1988. Enhanced security is also centred on controls at computer centres, especially among the smaller firms.

Voice encryption in the US has benefited from the US government's initiative to push secure telephone unit type III (STU-III), according to the IRD report. As prices have fallen for voice scramblers to $200 and sophisticated digital military radios for as little as $2000, volumes of equipment shipped has multiplied.

The US Treasury has, in particular, encouraged financial institutions to employ encryption, authentication or both to protect heavier volumes of electronic funds transfers (EFTs).

The National Security Agency sponsored three projects: OVERTAKE to develop low-cost encryption modules for both classified and unclassified applications; the commercial COMSEC endorsement programme for private development of devices; and the LEAD, Low-cost Encryption and Authentication Device, programme.

In the world market place, with emerging OSI standards such as X 400, unless European firms respond to the heightened need to protect their data they will be overtaken by events.

Contact: IRD
21 Locust Ave, Suite 1C
New Canaan
USA CT 06840
Tel: +1 203 966 2525

Business expert systems

Expert systems hold great promise for the financial, accounting and management community because they create an envelope for a volume of facts and decisions and give consistent conclusions which can be copied for different users. **Expert systems in business** by Richard McMahon is a guide to the literature on the subject in the business area. It is aimed at both managers and academics, new comers and experienced practitioners (the latter to ensure that they are aware of publications in the field).

Contact: Headland Press
1 Henry Smith's Terrace
GB-Headland, Cleveland
TS24 0PD
Tel: +44 429 231902

Trading in the 1990s

The EDI Handbook by Mike Gifkins and David Hitchcock is a 377 page comprehensive source of practical advice on the subject of paperless trading. For both the small and large firm, electronic document interchange will be more and more important as we enter the 1990s. Chapters deal with standards for EDI, value added and data services and EDI in business strategy. Examples of EDI in practice are given and a comprehensive review of EDI developments in Europe is included. Other issues such as legal context for EDI, enabling factors for EDI and selecting communications services for EDI are also treated.

The **Proceedings** of the November 1988 conference on EDI held in London are also available from the same publisher.

Contact: Blenheim Online
Ash Hill Drive, Pinner
GB-Middlesex HA5 2AE
Tel: +44 868 4466
Fax: +44 868 9933

Critique of info technology

Critical reviews of information technology-**CRITIQUE** is a ten times a year analysis of user needs and the new technologies. Produced by A E Cawkell, the early issues treat such subjects as the state of the electronic office, electronic information delivery systems and "cheap universal delivery systems — tomorrow". They contain a mixture of historical background, present fact and future projection and prognostications. If the periodical tackles these and the thorny question of establishing a strategy how European professionals in various sectors of the economy can create their own information society for the 1990s, the publication could play a useful role.

Contact: ASLIB
26-7 Boswell House
GB-London WC1N 3JZ

Data services guide

International data services handbook explains the basics of data transmission principles, including asynchronous and synchronous working, parity, duplex and CCITT recommendations. On the practical side it tells you how to set up your hardware and software and includes information about modems. A comprehensive glossary of terms used in communications is also included in this free book.

Contact: British Telecom
120 Holborn
GB-London EC1N 2TE
Tel: +44 1 250 8888
Freephone 0800 400435

Amélioration de la Synergie entre le secteur public et privé
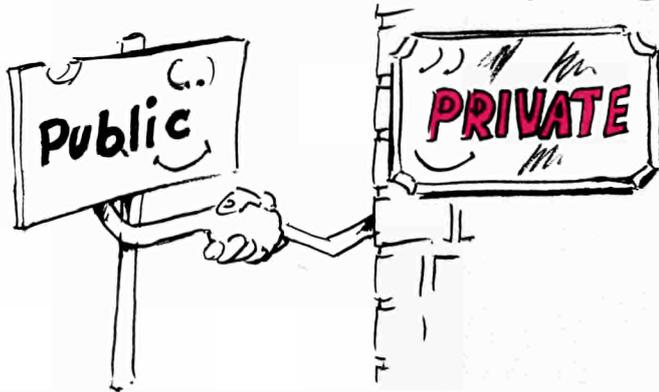
La Commission lance une action pour améliorer la Synergie entre secteur public et secteur privé du marché de l'information; l'information est de plus en plus considérée comme un moteur pour le développement industriel de la Communauté dans un marché mondial hautement concurrentiel, comme l'écrit Monsieur Cornelis Jansen Van Rosendaal dans une brochure que vient de publier la Commission des Communautés Européennes. Le secteur public a un rôle décisif à jouer, en tant que producteur majeur de données et d'informations, et en tant que consommateur. Il doit encourager les initiatives qui contribuent au développement d'une industrie européenne de l'information puissante . . . Afin d'encourager la Synergie et le travail en commun entre secteur public et privé, la Commission a élaboré une série de lignes directrices qui sont le résultat d'une large concertation avec les représentants des Etats Membres au sein du Comité consultatif de hauts fonction-

naires (SOAC).
Ces lignes directrices sont considérées comme essentielles pour aider le secteur public à rendre ses arbitrages en matière de cession de l'information à des partenaires extérieurs et à soutenir le marché de l'information; elles permettent également d'établir certaines règles fondamentales visant à éviter une éventuelle concurrence déloyale.

Ces lignes directrices dégagent une orientation: elles présentent un ensemble de principes généralement admis et des recommandations pouvant être utilisées pour l'élaboration de lignes directrices nationales dans chacun des Etats membres. Ce ne sont en aucun cas des directives, mais l'existence d'un tel cadre de référence communautaire devrait encourager les initiatives nationales visant à promouvoir la croissance d'une industrie européenne de l'information.

La brochure est disponible sur demande, dans toutes les langues de la Communauté.

Domaine d'application

La brochure donne une définition générale de ce qu'on entend par secteur public (de ce que recouvre la conception de secteur public).

Les lignes directrices portent sur les thèmes suivants:
● Sous quelles conditions les informations publiques doivent-elles être diffusées au secteur privé? Quelles restrictions doit-on apporter à cette diffusion?
● Est-il souhaitable que les Etats membres mettent en commun leurs propres plans d'action?
● Quels sont les acteurs concernés par cette nouvelle politique du secteur public?
● Quelles sont les politiques contractuelles et tarifaires les mieux adaptées?
● Des restrictions doivent-elles être imposées pour certaines catégories de clients ou les zones géographiques qui auront accès aux informations du secteur public?
● Doit-on attribuer des contrats d'exclusivité en la matière?
● Le secteur public doit-il se fier exclusivement à ses propres services d'information ou doit-il acheter cette information au secteur commercial?
● Le secteur public doit-il soustraire ses propres services du marché de l'information?
● Quelle politique de reversement le secteur public doit-il adopter dans le cadre d'une diffusion de ses bases de données par le secteur privé?
● Quels sont les moyens et les conditions à mettre en œuvre pour encourager la création de nouveaux marchés pour les services d'information?
● Les fonctionnaires nationaux peuvent-ils avoir accès à des bases de données d'autres Etats membres? Si oui, quelle politique de tarification doit-on adopter?
● Comment le secteur public peut-il se prévaloir des dispositions de la convention de Berne sur les droits d'auteur?
● Les citoyens vont-ils conserver les mêmes droits pour accéder à l'information publique, lorsque celle-ci a été mise à la disposition du secteur privé?

Les réponses à ces questions sont exposées dans la brochure.

Réservez votre copie en remplissant le coupon ci-après, que vous adresserez par courrier ou télécopie à la Commission des Communautés Européennes.

Je vous prie de me faire parvenir un exemplaire de la brochure intitulée: "Lignes directrices pour améliorer la Synergie entre secteur public et secteur privé sur le marché de l'information".

Langue: français ☐   anglais ☐   allemand ☐   italien ☐
espagnol ☐   grec ☐   portugais ☐   néerlandais ☐
danois ☐

Nom: . . . .
Adresse: . . . .
. . . .
. . . .
. . . .

Envoyer à Monsieur David BUCKLEY, CCE, DG13/B. L-2920 LUXEMBOURG
Télécopie: 352 / 4301 2165 ou 2847

IMPACT—CALL FOR PROPOSALS—1989
Analysis of all Organisations (Main+Partners)
Total= 683.
E.E.C. Countries
Other Countries

IMPACT—CALL FOR PROPOSALS—1989
Cost — All Proposals
Total Cost 438 MEcu
CEC Support Requested 146 MEcu
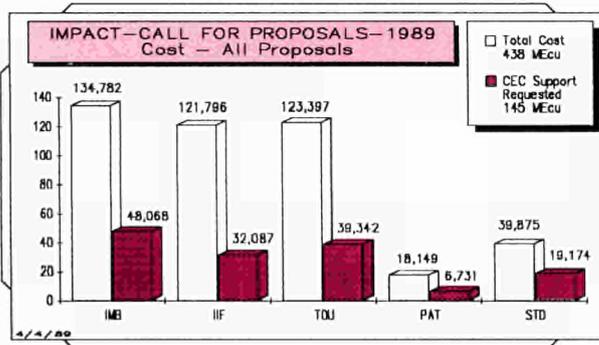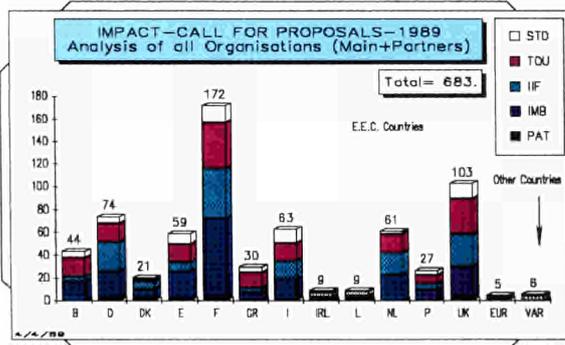
IMB = Image banks
II F = Intelligent Interfaces
TOU = Tourism Information
PAT = Patent Information
STD = Standards Information

Network survey: slight improvement

Overall quality public data networks (PDNs) has slightly improved from the users' point of view over the last four years, according to a report of the 1989 monitoring week published by Eusidic, the European Association of Information Services. Call failures amounted to 24.2 % this year compared with 25.4 % in 1988 and 29 % in 1987 and 30.7 % in 1986.

This year identification of the reasons for the communications failure was recorded under 11 heads. Most often cited were problems mainly due to party being accessed (16.4 %), followed by no response from the PDN node (14.9 %), failure due to unrequested network disconnection (14.2); congestion problems (12.9); the local PDN node being busy (11.5 %) and 8.5 % due to line noise be-

tween customer and PND node.
Spain had a failure rate of just over 30 % while best performing countries included Sweden 10 % and the Netherlands (9 %). Some 8699 calls were logged during the week of 13-17 March by Eurolug and Eusidic members.

Contact: Eusidic
    9a High Street
    GB-Calne Wilts SN11 0BS
    Tel: +44 249 814 584
    Fax +44 249 813 656

INFO 92

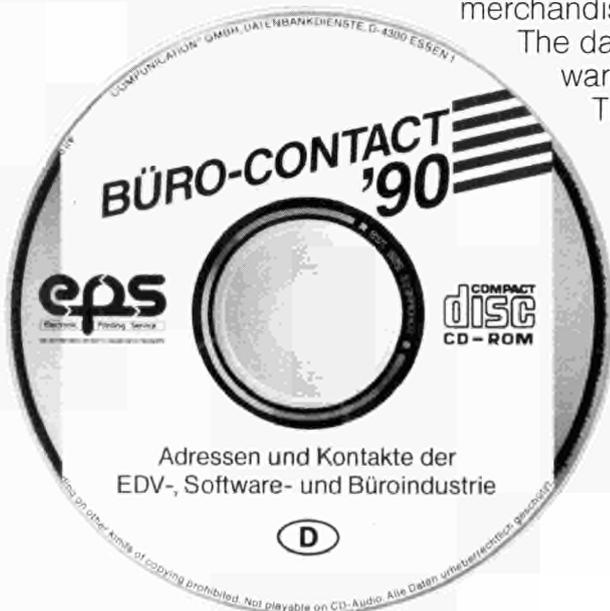To access the Internal Market database of Eurobases, **INFO 92**, call the network user address (NUA) 0270429121, then on receiving the connect message, **COM**, type **O** (for Open) followed by a carriage return. Then type **EUROPE92** without any space between letters and figures.

Contact: Eurobases
    CEC,
    200 rue de la Loi
    B-1049 Brussels
    Tel: + 322 235 0001

5

Ripening agricultural telematics

Videotex and other aspects of information technology applied to agriculture has passed through an innovative stage and several countries are now developing national plans and strategies. Large scale capital and manpower investment is now needed to fulfill the attendant needs of education, training, research and professional standards.

As part of the Commission's (DG XIII/B) programme to encourage increased efficiencies through new information systems, a workshop was organized in Luxembourg in 1987 to investigate recent developments and experiences in E C Member States. The papers are now published as **Agriculture: the green telematics challenge** (EUR 11075 en). Besides state of the art reports from 10 states, criteria for software, farm enterprise modelling and analysis, cognitive aspects of farmer/computer interaction, education and training needs, development of professional networks and centres of expertise and user-friendly pilot/demonstration systems are covered.

Contact: Office for Official Publications
L-2985 Luxembourg
Tel: +352 499281
Telex: 1324 pubof lu

Prototypes DB

Proteas, Prototypes European Access System is a database designed to promote the commercial exploitation of research and development projects. By documenting methodology, design and prototype developments which are ready to move into a commercial phase, **Proteas** aims to develop a database of technical developments, based on the work of research organizations, industrial corporations, universities and others. The database is freely accessible to organizations bringing prototypes to the market.

Initiated by DG XIII, **Proteas** is currently restricted to work in the IT and Telecommunications fields but will be expanded to other areas at a later date. The database is produced by Longman Catermill, producers of **BEST,** British Expertise in Science and Technology. It is accessible as an IES service on Eurokom.

Contact: Longman Catermill
The Technology Centre
St Andrews
GB-Fife KY16 9EA
Tel: +44 334 77660
Fax: +44 334 77180

Who is who als Datenbank

Das Jahrbuch der Online-Szene 1989-90 ist verfügbar als Buch bei b.team oder als Online-Datenbank bei FIZ-Technik. Erfasst sind 250 Firmen mit 500 Personen aus dem In- und Ausland, sowie über 2500 internationale Datenbanken (On-line und CD-ROM), Dienstleistungen, Hardware und Software.

Kontakt: b.team
B. Breidenstein GmbH
Untermainkai 83
D-6000 Frankfurt/Main 1

Brew-info, mine host

To help the European brewing industry keep up to date on what is being published in journals, books and patents about brewing and related topics, the **Brew-info** system has been created through a collaboration of the European Brewing Convention (EBC) and the Brewing Research Foundation (BRF). About 30 000 references to **Brew-info Current Awareness Monthly** are available 24 hours a day all year round on the **Brew-info** database. About a third of the references have supporting abstracts which are not printed in hard copy.

Users of Brew-info have the choice of subscribing to the monthly journal or taking a joint subscription of journal and access to the database. Members of BRF receive the Brew-info system free through their membership fee.

Contact: EBC secretariat
P O Box 510
NL-2380 BB Zoeterwoude
Tel: +31 71 814047

Impact Chemistry

The journal with the highest overall impact is, according to the Institute for Scientific Information's citation index, the international English version of **Angewandte Chemie**. Each spring it publishes the complete lectures of the previous year's Nobel laureates in Chemistry. The English version of the journal is now available online on STN under the file name **CJCH**. The file contains more than 200 records covering the contents of the journal since January 1988. It will be updated monthly.

Contact: STN
Postfach 2465
D-7500 Karlsruhe 1
Tel: +49 7247 82 4566

Banker on Profile

The full text of *The Banker* is now available online on Profile. Topics include international trends in banking, securities, reports on financial centres, news and personalities.

Profile also offers **Spearhead** and **Celex** which contain summaries of current EC directives affecting trading within the Common Market and **TED** on tenders.

Contact: Profile
79 Staines Road West
Sunbury-on-Thames,
GB-Middlesex TW16 7AH
Tel: +44 932 761444
Telex: 88 11720

Cuadra directory

The April 1989 edition of the Cuadra **Directory of Online Databases** contains 4152 databases, more than ten times as many as were available in 1979 when it was first published. New databases include **Chocolates by Godiva, Super marketing** (the full text of the weekly trade paper) and **Brew-info** on the brewing trade. Cuadra lists some 1838 database producers, 607 online hosts and 77 gateways.

Contact: Cuadra/Elsevier
P O Box 872
Madison Square Station
USA-New York
NY 10159-2101
Tel: +1 212 633 3980

Labour info

Labordoc provides an international coverage of monographic and journal literature on labour relations, labour law, employment, working conditions, vocational training, management and labour-related aspects of economics, social and rural development and the effects of technological change.

Over 145 000 records containing full bibliographic details and indicative abstracts are included. Indexing descriptors form the trilingual **ILO Thesaurus** are given.

Contact: **ILO**
CH-1211 Geneva 22
Tel: +41 22 99 86 75
Fax: +41 22 98 86 85

Nato latest

The North Atlantic Treaty Organization sponsors a large number of scientific and technical conferences. The **Nato-PCO** database on ESRIN contains references to the published results of scientific and technical meetings sponsored wholly or partly under the NATO international scientific exchange programmes. References are included before or at the time of

publication of the original material. The file covers each individual contribution contained in the Meetings volumes published in the NATO ASI series. The file records date from 1973 and there are some 18000 records.

Contact: **ESA/IRS**
Via Galileo Galilei
I-00044 Frascati
Tel: +39 6 941801
Fax: +39 6 94180361

Tailoring 1992

Lang Learning Systems have produced a flexible interactive, management planning and learning system called 1992 **MAP** (Management Appreciation Programme). It requires 3 Mbyte of hard disk space and can be integrated with CD-ROM based information or online access to databases. The executive is presented with a menu driven programme which covers main aspects of 1992 strategy.

Company specific strategies in each of these sectors can be

fully integrated into the package. The executive can add his own information and print off his own cumulative personal planning profile. An integrated notepad, dictionary and database can be called up by entering the first letters of key words. The service is offered in a number of European and non European languages.

Contact: **Lang Learning Systems**
Minervastraat 2
B-1930 Zaventem, Brussels
Tel: +322 720 5006
Fax: +322 720 0969

Training tutor

Information Automation Research have produced an **Online search tutor junior** which can be used on the hosts, ESA IRS or Blaise. Another teaching package, **GRIPS-learn** which can be used on DIMDI. **Filter**, another product, al-

lows downloaded files to be restructured and reformatted at will.

Contact: **IAR**
Penbryn, Bronant
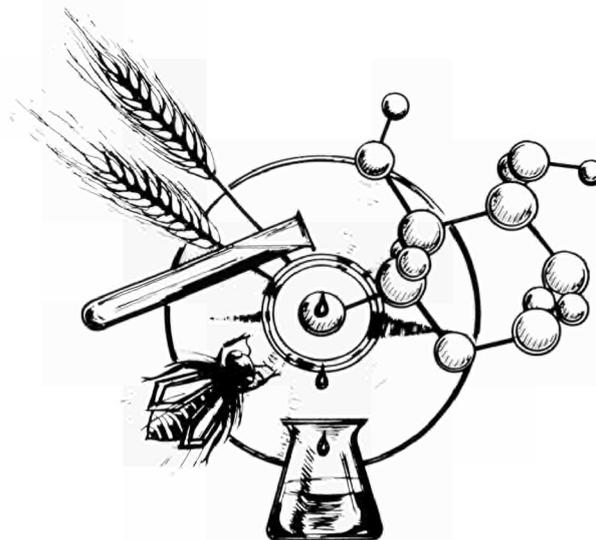**GB-Aberystwyth,**
Dyfed SY23 4TJ
Tel: +44 97 421 302

Play it again, Adonis

How do you store 250 times 600 megabytes of information i e 150 Gigabytes? The answer is a carousel or jukebox slotting in 240 CD-ROMs. Developed by Next Technology Inc of Cambridge with partial funding of the European Commission, the new mass storage system will allow future expansion and increased efficiency for the Adonis project. The contents of some 220 biomedical journals published from 1987 to 1988 already take up some 80 discs. Responding to customers requests and printing off the text and graphics of an article required on a laser printer or sending it via Group 4 fax will now be speeded up; it takes less than ten seconds to change discs.

Contact: Mr Phil Barden
B L D S C
Boston Spa, Wetherby
GB-W Yorks LS23 7BQ
Tel: +44 937 546060

Spanish rules CD-ROM

Claimed to be the first CD-ROM developed in Spain, **Compuley** contains two legal databases. It is updated quarterly. A jurisprudence database contains jurisprudential and bibliographic information from 1980 to the present, previously published by **La Ley** and other legal magazines. It has over 85 000 decisions classified topically under legal entries, more than 20 000 bibliographical quotations, over 3 500 directly accessible legal entries and other supplementary search indexes and over 30 000 related legal terms (with an annual increase of some 4 000).

A legislation database contains over 60 000 Rules referenced to the official government gazette, B. O. E. References to organic laws, laws, royal decrees, regulations, ministerial orders published in the general provisions of the B. O. E., tables of provisions in force since 1967, and access to information by issuing source, rule number, rank and date are also included in the database.

Contact: La Ley
Goya 15 — 3rd
ES-28001 Madrid
Tel: +34 1 431 5479
Fax: +34 1 276 3492

Excerpta medica disc

SilverPlatter are publishing some 150 000 biomedical and related information on **The Excerpta medica library service CD**. English language abstracts are taken from 500 primary journals published in different languages and countries. The CD-ROM will not be sold separately but only to subscribers of the Excerpta medica abstract journals. A subscriber to the full set of journals gets the CD-ROM free.

Contact: SilverPlatter
10 Barley Mow Passage
London W4 4PH
Tel: +44 1 995 8242
Fax: +44 1 994 1533

Multi-disc drive

Up to 21 CD-ROMs can be mounted in the MultiPlatter CD network that can link a number of workstations. More than one user can access the same CD-ROM at the same time, eliminating waiting and queues. Currently used CD-ROM drives cannot be added to the network but can be used separately by the workstation user. Under heavy use ten terminals can be used simultaneously, more if use is less intense.

Contact: SilverPlatter
10 Barley Mow Passage
London W4 4PH
Tel: +44 1 995 8242
Fax: +44 1 994 1533

Compact AIDS

A CD-ROM library of information on the Acquired Immune Deficiency Syndrome (AIDS) has been published by the Medical Publishing Group. The library includes the **AIDS knowledge base** is described as an electronic textbook written and continually updated by more than 50 physicians and other experts, the **Medline-AIDS** subset, bibliographic references and abstracts from 3200 international biomedical journals and full text of articles on AIDS from leading medical and scientific publications.

Contact: Medical Publishing Group
Saxon Way, Melbourn
Royston, Herts SG8 6NJ
Tel: +44 7636 2368
Fax: +44 7636 2040

How much is NON-information costing you?

How many firms start a research and development programme only to find out later that someone has already created the product. The cases of reinventing the wheel are numerous and cost European industry a lot in wasted resources and frustration.

How many executives find a disaster on their hands, only to realize that all the indications and warnings about how to avoid it was already presented to them. But it was hidden in a mass of irrelevant information?

How many companies go out of business because their products are being replaced by more efficient processes, down the road, and they are not aware that the government is encouraging firms to renovate with new technologies?

Most small and medium sized firms spend little or nothing on information. A little more spent on market intelligence could go a long way to creating profits. How can they become more efficient? How can they know what their competitors are doing?

Information. News. Advice. Intelligence. Experience.

To help Europeans in all walks of life become more efficient, the European Commission has launched an AWARENESS campaign under its IMPACT programme. It has two main aspects: telling people what sort of information is available and making access to the main information sources more easy.

As more and more information becomes available in electronic form, many users find it difficult to keep track of what is on offer. ECHO, the European Commission Host Organization, with its multilingual information inventory DIANEGUIDE is a good place to start an information search. About 1000 databases available online in Europe are listed. Contact names, telephone numbers and addresses for accessing these are given. The menu driven service makes it easy to use for people who have never used online services before.

Businesspeople who just want to be kept informed about public tenders which involve their products can receive daily telexes and later this year a fax service will be initiated.

ECHO also offers a range of other information on re-

search, which will be integrated into a comprehensive information service called CORDIS. IT projects, Eureka projects, biotechnology, the environment and other scientific research will be integrated into this system.

Training to use these valuable sources is given through courses and by means of training databases. Diskette based training in off-line mode is also offered. Documentation is available in all nine Community languages.

In order to help people have easier access to such information, ECHO is now developing a range of user-friendly interfaces that will make information retrieval even easier. New innovations will include natural language questioning of databases, voice input/output databases and more menu driven operations. The know how developed for these innovations will be made available to other European hosts.

For hosts wanting to increase their potential market, ECHO has pioneered access via the different videotex norms (Télétel, BTX, Prestel) in Europe, showing how new markets can be created. The European Parliament's Ovide II information system will also have access to its services.

The ECHO team have produced a number of video-cassettes on accessing information online in general and also some specially aimed at different professional groups. They show in an easy to understand way why new information systems are required, how they are produced and how to access them.

The ECHO team also acts as a multilingual European help desk and ensures professional help for information users around the Community. A European freephone system, soon to be introduced, will make this an even more open facility.

New CD-ROM offerings

Dataware retrieval software has been chosen for a number of new and revised compact disc publications. The Vereinigte Wirtschaftdienste GmbH (VWD), the West German economic news service are producing the **German economic news archive** on disc. This contains full text of daily economic wire stories (350 to 450 per day). The first in the series covers 24 December 1988 to 25 February 1989. **Leitsatzkartei**, published by C. H. Beck, contains more than 40 000 legal documents from ten different C. H. Beck publications, including NJW, NJW-RR, NStZ and NZA.

The complete German postal address information on disc

has been created by Postreklame GmbH and the revised British counterpart, **Postcode Address File** is published by Archetype. A pilot disc for the Union Catalog for all Swedish libraries has been developed, containing six databases covering various topics. Other CD-ROMs include **CASSIS** of the US Patent and Trademark Office for Patent Depository Libraries and a disc on **US Federal prime contracts**.

Contact: Dataware Technologies
Obermaierstr 1
D-8000 München 22
Tel: +49 89 224677
Fax: +49 89 295249

TED video-cassette out

A brand new videocassette explains to companies — both small, medium and large — how they can benefit from the Single European Market BEFORE 1992. The way is through TED, Tenders Electronic Daily.

Every day hundreds of tenders are available asking for goods and services that perhaps your company could supply. How do you know what they want in the European market, if you don't

know about TED? The TED service can notify you when there is something wanted on the market that you can supply. How?

Find out by getting the ECHO TED cassette. Fill out the form below.

P.S. many firms now use the TED archive for market observation; it indicates which firms are active on the market, what they supply and how much they charge for the service.

Traduction assistée par ordinateur

Les actes du séminaire international tenu à Paris les 17 et 18 mars 1988 ont été publiés par l'Observatoire des industries de la langue à Paris sous le titre, **La traduction assistée par ordinateur**. Le rapport traite des systèmes de TAO disponibles ou en cours de développement tels que SYSTRAN, Logos, B'Vital, Titus, Eurotra, Alps et le service Socatra.

Les estimations du marché à l'horizon 1990 demeurent très impécises. Les prévisions déjà anciennes de Dataquest (1986) évaluaient le marché à 4,5 milliards de dollars. Celles de Logos, qui ne couvrent pas les mêmes zones géographiques et secteurs d'emploi s'élèvent à 5,63 milliards de dollars. Ce dernier chiffre est contredit par certains experts d'IBM-France qui considèrent que le marché ne dépasse pas 500 million de dollars. Une étude de marché effectué au Canada par Coopers et Lybrand en septembre 1987 estime le volume mondial de la traduction dans une forchette de 20 à 60 milliards de mots, soit, à des montants financiers minimaux fluctuant de 1 milliard à 3 milliard de dollars. Un autre étude estime le marché français à 1,1 milliards de FF.

Contacter: **Observatoire des industries de la langue**
61 rue Vaugirard
F-75006 Paris
Tél: +33 1 42 22 18 88
Fax: +33 1 42 22 14 81

Produits linguistiques

Le marché européen est riche en produits linguistique operationnels mais souvent inconnus des utilisateurs potentiels. **Le répertoire des produits et services de traitement automatique de la langue française** établi par l'Observatoire des industries de la langue à Paris essaie d'offrir une vue synthétique du marché français. Il recense des systèmes de traitement de la parole, des systèmes de traduction automatique, des traitement de documents écrits, ainsi que des systèmes d'exploration, d'analyse et de génération automatique de textes, de gestion de documentation, d'accès en langage naturel et d'enseignement assisté par ordinateur. On peut y trouver les références de logiciels d'aide à la traduction, comme Microcat, TSS; les logiciels de gestion terminologique comme Aquila 1, INK texttools; de dictionnaires multilingues comme Collin-online, Eurodicautom, Phénix; d'outils automatiques comme Hyphenologist, ou Telexreader, Accents qui ajoutent l'accentuation française sur texte ASCII. Brainbooster est un immense dictionnaire de synonymes, de rimes et d'expressions-proverbes; quant à Micro-mind, il permet la gestion de bases textuelles.

Contacter: **Observatoire des industries de la langue**
61 rue Vaugirard
F-75006 Paris
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Fax: +33 1 42 22 14 81

Who's who in languages

A new reference work for translators and other in the language industry is being produced by IWH Verlag. Fields covered include Bible translation, Community languages, interpreting, language planning, lexicography, linguistics, language related publishing, literary translation, machine translation, speech technology, teaching technical translation, terminology. Those interested should write for a questionnaire.

Contact: **IWH Verlag**
Postfach 24 64
D-5300 Bonn 1

Metal translators

A new edition of **Directory of metallurgical consultants and translators** lists over 1000 international experts, both technical and linguistic, who can be called upon to solve problems.

Contact: **Institute of Metals**
1 Carlton House Terrace
GB-London SW1Y 5DB
Tel: +44 1 839 4071
Fax: +44 1 839 2289

Computer translation

The book, **Computer translation of natural language** by W Goshawke, I D K Kelly and J D Wigg approaches the subject on two levels. The first part presents a general survey of various approaches to computer based language translation and understanding. A simplified method of text translation at source into a numeric representation for re-translation into a second language is also given. A demonstration computer programme for micros embodies these principles for English and French.

Contact: **Sigma Press**
Baffins Lane, Chichester
GB-W Sussex PO19 1UD
Tel: +44 243 779777

Preserving knowledge without books

Permanent preservation of all books and other information media in libraries is, in the long term, an impossible task, according to a recent report made for the European Commission (DG XIII/B). It is estimated that there are 1.2 billion books in over 75 000 libraries in the Community.

Experience suggests that typically one in four books may be in need of repair. The cost of such repairs and the shortage of necessary skills make it unlikely that more than a small proportion of books and documents will be treated in the forseeable future. Each year the number of books needing repair substantially exceeds those repaired.

The study recommends the creation of microform versions together with a European register of all microform masters (EROMM). Following interviews throughout the Community the authors of the report, **Preservation of library materials — feasabillity study for a European register of microform masters,** conclude that the political will and professional commitment exists in all EC states to bring about greater national coordination for a European register, shortage of funds makes the increase or coordination of preservation work difficult.

The report shows that creating a European register is politicaly possible, bibliographically desirable and practically feasible provided an incremental strategy is adopted. A two phase strategy is recommended in which a one year pilot EROMM project using grant-based funding would be followed by the establishment of EROMM on a permanent footing in collaboration with a commercial publisher. Filming should be done to agreed international archival standards and related bibliographic records automated to conform to MARC standards.

The contributing library would make a positive copy of their masters available.

It is also recommended that the Commission should convene a workshop of invited individuals to discuss the feasability report.

Contact: Mrs A Iljon
DG XIII/B
CEC
L-2920 Luxembourg

Copyright libraries share cataloguing programme

The six copyright libraries in the U K, which are entitled to receive a copy of every item published in the country, are to cooperate to speed up the process of creating bibliographic records. The six libraries, the British Library and Cambridge University, the Bodleian, Oxford, Trinity College Dublin, and the national Libraries of Wales and Scotland, agreed on a memorandum of understanding last year which will enable a pilot project to begin from July 1989. Full operation is expected by March 1991.

The British Library contributes 70 per cent of the current catalogue records. All libraries will give priority to their assigned contributions of new records. The British Library will receive the records on magnetic tape and enter them in a special file. Records will be added once a week to the regular UKMARC exchange tapes and the BNBMARC file on Blaiseline for use by onliners.

Contact: BL
2 Sheraton St
London W1V 4BH
Tel: +44 1 323 7111
Fax: +44 1 323 7039

EuroComm 89

The third in the annual series of exhibition/conferences, **EuroComm 89,** to be held in Amsterdam on 12—15 December, covers advances in communications and information transfer technology on private individuals. New communication methods and techniques, current and future user demand, national and international laws and policies will come under review.

Contact: EuroComm 89
Europaplein
NL-1078 GZ Amsterdam
Tel: +31 20 549 1212
Fax: +31 20 46 44 69

Mondolingua

Mondolingua the International Fair for Languages and Culture will be held at the Palexpo in Geneva 25-9 April 1990.

Contact: Mondolingua
29 rue de Bourg
CH-1002 Lausanne

iMPACT information Market Policy ACTions

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OBSERVER — **Information Market Observatory**

BARRIERS — **Overcoming technical, legal and administrative barriers**
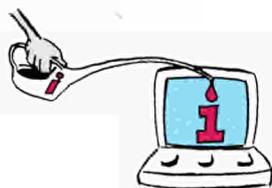
Improving the conditions for transmitting and accessing information

Public / PRIVATE — **Improvement of synergy between public and private sectors**

IMPACT pilot/demonstration — **Launching of pilot/demonstration projects**

AWARENESS — **Promotion of use of European information services**

LIBRARIES — **Action in favour of libraries**

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