

IMPACT



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A larger European market

Since the announcement of the Single Internal Market for 1992, a great deal of interest has been raised, not the least outside the European Community. The European Information Services Market will form a key element in making the whole market place work.

Now even some of the severest foreign critics have been convinced that the European Market will in no way resemble Fortress Europe but be open and encourage common standards.

The Nordic countries already exchange information with the European Commission on important aspects of information policy. EFTA, the European Free Trade Association, which includes the Nordic countries, Austria and Switzerland are exchanging information on the European information market with Luxembourg.

As the first East/West online conference (see page 4) made clear, perestroika has encouraged Russians, keen on joint ventures, and entrepreneurs in such emerging new democracies as Poland and Hungary to get online with the western information market. The success of the European information services market is making itself felt far and wide.

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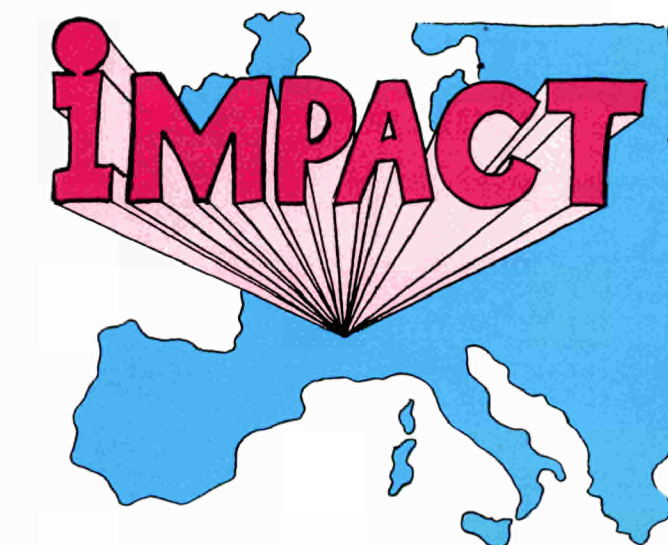
IMPACT-2:

Tour of Capitals consultation reinforces main lines of IMPACT-2 programme

More than a thousand experts, specialists and government officials have been consulted in the creation of the new IMPACT-2 programme on Information Market Policy ACTIONS. In an interview with *Information Market*, DG XIII-B Director Cornelis Jansen van Rosendaal said that some 70% of those consulted in the recent tour of the Member State capitals were specialists in the European information market, about a further quarter came from national ministries and 5 or 10 per cent were from associations or universities.

The idea of launching a more ambitious, five year programme to follow up the two year IMPACT-1 programme received general support in all the capitals. A British view expressed reservations that the programme should not be too close to the market place, but this was not reflected in other countries, rather the reverse.

Promotion and awareness activities were seen of fundamental importance in the healthy growth of the European information industry. **ECHO**, the European Commission Host Organization, had proved a useful instrument in this regard. Making Commission information available in concise form, such as through *Information Market* and other publications was necessary to reach the non technical information users. Many of the present users of information services were still professionals and more effort needed to be expended to change services from active GET services to passive BRING services where the user's



needs and profile permitted the precise delivery of sources he or she required. In order to deliver more useful and relevant information, translation techniques for the user needed to be reinforced.

Member States needed to ensure that national companies were aware of European programmes. Some countries, such as France, had had a far higher response of proposals in the IMPACT-1 programme. Various national organizations, such as GFFIL, had taken the initiative to publicize the Call for Proposals and the result was evident.

Disquiet was expressed in many capitals about the ways in which small and medium sized enterprises (SMEs) were able to participate in the programme. Much of the innovative work in the information industry originated with SMEs, which, in fact, made up the bulk of the industry. The cost of preparing a proposals for pilot/demonstration

projects was high for SMEs. The chance of gaining support from the Commission was about one in ten: of 167 proposals only 16 were selected for funding.

The new programme, IMPACT-2 will therefore try to broaden the participation from smaller firms. It may be necessary to provide for alternative funding mechanisms to accommodate different requirements. It was found that the synergy created by submitting proposals from several SMEs in different parts of the Community had a healthy effect on transborder cooperation.

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van Rosendaal
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The Hague Re-thinking the IMPACT 2 pilot/demonstration project procedures

The mechanism for choosing pilot/demonstration projects under the future IMPACT-2 programme needs to be made more flexible to improve the participation of small and medium sized enterprises (SMEs). This was one of the comments given to officials from the Commission's Information Market Directorate (DG XIII-B) at a meeting with representatives of the Dutch information industry held in the Hague on 5 October.

Some of the participants at the meeting wanted the project preparation costs to be reimbursed but above all, the selection procedures should be made simpler. Expert help was needed for SMEs. A request was made to define the maximum and minimum size of pilot/demonstration projects. SMEs should try to find big partners where possible and to take into account the trend towards concentration in the information industry.

To promote flexibility, it was suggested that, as in the case of ESPRIT, only around 70 % of funds should be in such predefined areas such as biotechnology and chemistry, and the remainder should be used for other excellent pro-

posals which covered unforeseen areas. It was also suggested that certain non-commercially viable projects having wider importance should be financed.

Future activities in the field of stimulation, awareness and training were given much support. ECHO as an instrument to achieve increased information literacy should be made better known. Endusers and information specialists should be clearly distinguished as they required different approaches. Although the information industry lacked good marketing the public sector should not help in this area.

The work of the Information Market Observatory (IMO) should be re-inforced and the existing infrastructures within companies for information acquisition should be analyzed. Further effort was needed to overcome legal barriers to the freer flow of information. On the library programme, the fear was expressed that sales of printed information products might be reduced with the introduction of new technologies.

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Tour of Capitals

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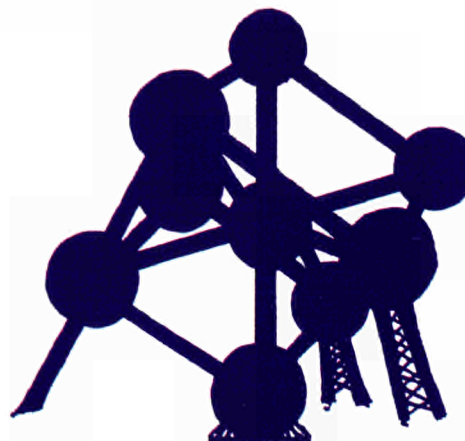
A number of projects could be developed which were not, in the first instance, European in scope. Specialized videotex services, for example, following the successful implementation of agricultural videotex projects could be repeated in a number of countries and avoid unnecessary duplication of effort. These type of projects would also mobilize SMEs.

Special activities and projects for lesser favoured regions received support from almost all Member States. Training pro-

grammes for the use of electronic information services and a more harmonized approach through standardization, were welcomed.

The activities of the Information Market Observatory was much appreciated. Quantification and analysis of the European side of the market which is expected to have created worldwide 2 million jobs and have a turnover of 100 billion ECU by the year 2000 are urgently required. The strategic analysis and prognostic side of the Information Market Observatory need to be built up.

Brussels: the need for training and education



A lively meeting took place in Brussels on 10 October when Belgian information industry representatives met with Commission officials to discuss IMPACT-2.

Many interventions were made on the need to increase education and training. The information society did not yet exist in Europe and a special effort was needed to educate young people in schools and universities in the use of electronic information services by making equipment and services available. Such initiatives should be financed jointly by the European Community and national bodies.

The follow up of the Information Market Observatory (IMO) and the promotion activities of IMPACT-1 was

considered important and encouragement should be given to national market research activities. Local or regional projects should be supported especially where experience could be gained for use in other Member States. An example was the increased effectiveness of videotex services through multiplying the number of terminals and offering such attractive services as telebanking, teleshopping and tourism information.

Legal issues such as liability should be handled with flexibility at the Community level but help in providing customers with a clearer or better service through standardized contracts with information providers was considered desirable.



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Copenhagen: The cost of applying for Community aid

The cost of putting in a proposal for IMPACT-1 was emphasized by participants at the IMPACT-2 consultation in Copenhagen on 2 October. Costs of travel, translation and other aspects could eat up as much as a quarter of a project's costs. The level of Community support should therefore be raised from the present 35% of IMPACT-1 to at least 50% as in other Community programmes and/or 100% of the cost of international cooperation. There was also dissatisfaction with the large number of rejected proposals. The idea of a trust fund from which commercially oriented projects could be co-financed was also suggested.

There was disagreement on how close to the market the IMPACT-2 programme should be. One suggestion was that the programme should concentrate on the development of the end user and interface market.



The Commission could help in creating an increased awareness and improving the attitude of young people to the use of new information technology in the working environment. The Danish DIANE Centre had had a considerable effect on the development of information services in Denmark and other catalytic projects of this type would prove useful.

Specific suggestions such as the creation of interactive video for career guidance and education planning, and the use of the Commission data-

bases CRONOS (statistics) and CELEX (law) for the education sector were also made.

The Commission's idea of regional projects with a flexible

system of cofinancing in, for example, a model town using advanced information services with the assistance of consultants to transfer the results to other regions of the Community found support.

Lisbon, Portugal: Reducing the information gap

A major effort was needed in IMPACT-2 to help reduce the information industry gap for Portugal. For poorer countries such as Portugal, making information products available on a larger European base was especially difficult. According to comments made by representatives of the Portuguese information industry to Commission officials in Lisbon on 27 September, conditions for the pilot/demonstra-

tion proposals of transnationality and multilingualism were serious handicaps for the Portuguese information industry.

The majority of information providers on the Portuguese market were public sector organizations which had not been close to commercialization and made cooperation with the private sector difficult.

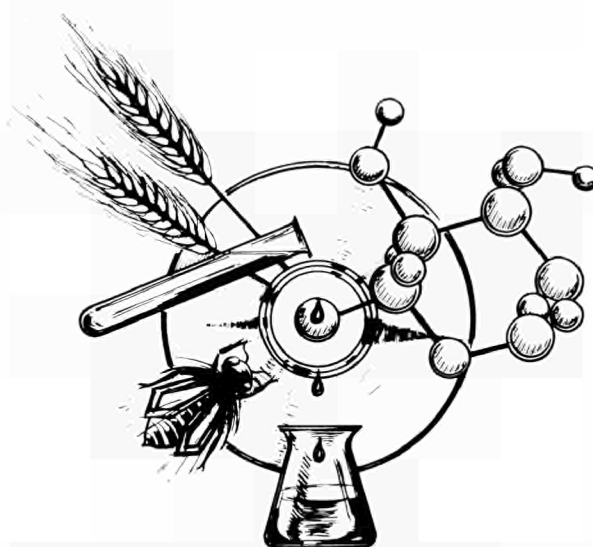
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East/West Online conference evokes tremendous response



Mr. Roger Bilboul, Prof. Alexander Butrimenko and Dr. David Raitt open the East/West Online Conference in Moscow.

"The most enthusiastic audience we have seen." The exhibitors at the First East/West online conference and exhibition, held in Moscow in October, were often overwhelmed by the response of the 700 delegates and estimated 4000 visitors to the 20 or so stands from USA, Europe and the Soviet Union.

The exhibition and conference, organized jointly by Learned Information's Roger Bilboul and Jean Mulligan and Mr. V V Komarov Moscow's International Centre for Scientific and Technical Information, was held from 10-13 October at ICSTI's conference centre in Kuusinen Street. ICSTI's director, Professor Alexander V Butrimenko and David Raitt, chairman of the international online meeting in London, were co-chairmen.

Western exhibitors included DataStar, Bureau Marcel van Dijk, Derwent, Eurestia, Ebsco, Dataware, Info Technology Supplies, German Business Information, Inspec, ISI, Maxwell MacMillan Pergamon, Mic-Karulinska Inst, OCLC, SilverPlatter, Springer-Verlag, STN, Télésystèmes Questel, UN-ACCIS, Biosis and DIALOG.

Over half the visitors said that they had come to gain business contacts, for contracts joint ventures or partnerships. Another quarter said they had a special interest in the work applications of latest technologies, programming and scientific and technical infor-

mation. A third group of 16% were interested in the access, organization and usage of databases. At least one visitor came ready with a diskette to download the answers to his problems!

Perestroika has opened new possibilities for Soviet companies to renovate command economy structures to more market oriented ones. Information sources — where north America and western Europe have key resources — are seen as the major building block for this reconstruction. Consumer products and industrial goods, in serious deficit on the Soviet market place, can only be supplied by access to the kind of know-how that top managers find in online databases.

Delegates were briefed on new licensing measures passed by the USSR to allow joint ventures with western firms and create new forms of "foreign economic relations". The conference heard of such a joint venture between the huge VINITI database and Maxwell Communications. Besides some databases such as Inspec which are becoming well established in the USSR, other services were confronted with problems of hard currency payments, as the rouble is not convertible. Thus a number of swap deals were being negotiated during the conference, with several of the Soviet or east European delegates offering databases for trial on western hosts.

Several western telecommu-

nications firms are already hard at work and will help in installing a data communications network in 1990. The present Academnet data network will be connected to this new service and thus provide a much more comprehensive telecoms channel for Soviet citizens. A videotex system will also be up and running soon. Full exploitation of the Soviet Union's own database resources and input from

western sources are seen as an important means of understanding and underpinning of the process of reconstruction or perestroika.

Next conference — everyone assumed there would be one after the successful beginning — should include a more comprehensive backup to aid east and west partners do business deals.



Who's who and what's what in the USSR

ICSTI, the International Centre for Scientific and Technical Information is an intergovernmental organization established in 1969 by governments within COMECON. With a flexible and open constitution, ICSTI's aim is the promotion of broad information exchange between countries and organizations and the development and dissemination of information technology.

INION, Institute for Scientific Information in the Social Sciences. INION collects, processes, stores and distributes information through branch and regional information bodies. Multi-lingual databases on economics, demography, philosophy, sociology, scientific communism, history, archaeology, ethnology, science of science, literary criticism linguistics and state and law.

VINITI, All-Union Institute of Scientific and Technical Information, publisher of one of the world's largest multi-disciplinary databases; in Russian,

English, German and French.

Europe Institute, a recently founded institute, associated with the Academy of Sciences, devoted to problems and issues between the Soviet Union and western Europe.

VNIIPAS, the National Centre of Automated Information Exchange, service which provides access to databases for Soviet and other users.

ECCSID, European Cooperation in Social Sciences and Documentation, formed in 1987 by 11 western and 8 eastern European countries following the Helsinki conference on Security and Cooperation. Conferences have been held in Moscow, Warsaw, Bonn (Heneff), Athens and Berlin.

Academnet, an existing data-communications network between institutions of the USSR Academy of Sciences in Moscow and other main USSR cities.



Cornelis Jansen van Rosendaal quits Commission

The Director of DG XIII-B, responsible for Commission information industry programmes, Mr Cornelis Jansen van Rosendaal, will leave the Commission services in December, 1989. The former general manager of the periodicals division of Elsevier-NDU, who joined the Commission in February 1982, had already indicated last year that he wished to return to the private sector.



Mr. van Rosendaal is leaving now that the ground work has been accomplished for a larger scale follow up of the Information Market Policy Action Programme, IMPACT and a

five-year European Library programme. The follow-up of EUROTRA, the advanced computer-based translation research programme seems to be assured. The SYSTRAN

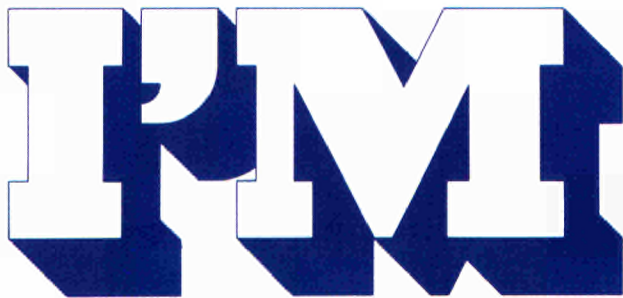
has seen broad development and is in daily use in the Commission's services and in other national and international bodies. Use is growing rapidly. Studies for a language engineering programme have also strongly advanced.

"I have had lots of pleasure working here in the Commission," said Mr Jansen van Rosendaal. "I have had the chance to make lots of good friends both inside and outside of the Commission, in DG XIII and in other directorates general. I hope I have contributed a bit to the development of the Community."



Wolfgang Huber, who has been acting head of division for the IMPACT programme since the departure of Garth Davies, has been officially named as Head of Division. In the last few months he has been responsible for the Community wide consultation process for the initiation of the larger IMPACT-2 programme for 1991-5.

Now



is online!

New databases, CD-ROMs, Commission policies for an internal European information market . . .

Where did I read that???

Puzzle no more!

The back issues of this newsletter, **Information Market**, are now at your free disposal — online. The whole of this year's issues have now been converted to a database and can be searched without payment on ECHO, the European Commission Host Organization.

Full text, often including tables, is included. Unfortunately no graphics can be stored (Sorry Michel!).

To try out IM online, access ECHO through your local

data network. The Network User Address (NUA) is 0270448112. When you receive the signal.

This is ECHO. Please enter your code. type in **IM**.

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Gateways: the trend is up

Gateways have been steadily growing from 35 in 1985 to 44 in 1986 and 56 in 1987. They give easy access to a wide number of databases on a number of hosts and are being used by over one third of information specialists.

According to a survey by the European Commission's Information Market Observatory (IMO) based on 1987 figures and not including videotex services, gateways are, however, mainly used as a route to different domestic hosts. Half the targets were purely national, leading to a low figure for intra-European gateways (9 targets).

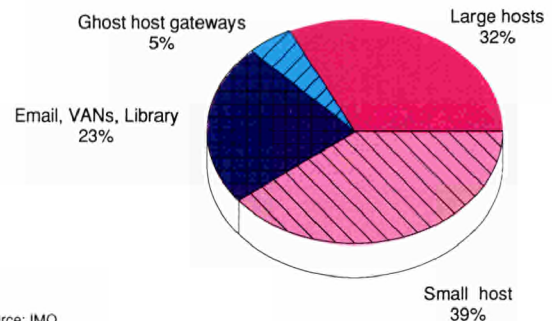
The gateway profiles within the EC were to a large extent dominated by large hosts: ESA/IRS in Italy, the STN network in FR Germany and Pergamon in Britain. The two main gatewayers, FR Germany and Britain, have opposite profiles: Germany gateways outside the EC (to USA and

Japan with only one foreign target a European host, while four out of five "foreign" targets for Britain are within the EC. On the other side of the coin, Britain and FR Germany are the sites of hosts most often accessed from abroad (mainly American gateways).

In the European Community as a whole, 60% of the targets for gateways were hosts located within the EC; in the USA 80% of targets were American. Transatlantic gatewaying was minimal. There were only 3 gateways noted between the EC to the USA and 9 from the USA to the EC.

Nearly half the gateways classified in 1987 were located in the USA; there were only 16 in Europe compared with 27 in the USA. However their proportion to the total number of hosts is similar at 8% and 9% respectively. In the EC, Britain has the highest number of gateways with 7.

Types of gateways



Source: IMO

Types of gateways

Gateways can be roughly divided into four categories: large hosts, small or specialized hosts, gateway companies, VANs and Electronic mail (Email) services.

1. Large hosts

The gateway between the European Space Agency IRS in Italy and Pergamon in Great Britain allows subscribers to use both database holdings. The STN network that links CAS in the USA, INKA in FR Germany and JICST in Japan provides a worldwide gateway: users can access any database on the system.

2. Small or specialized hosts

The small national host, DataArkiv, has created a link to the larger host DataStar. Small complementary ser-

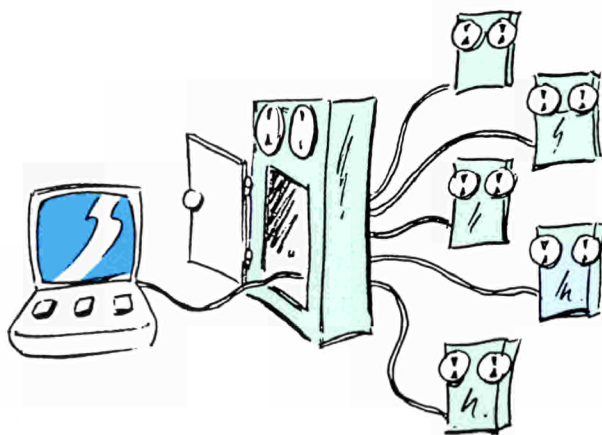
vices such as Infomart and Infocheck link their services together.

3. Gateway companies

These are often "Ghost Hosts" which do not necessarily load databases themselves. Instead they have telecommunications agreements with a large number of database hosts. Their aim is to make life easier for the occasional user by providing an easy-to-use software and a more flexible way to pay for the services. EasyNet and iNet are examples of gateway companies.

4. VANs, Email

Additional services, such as database information, are often offered to users around the core messaging service.



What gateways are

Two or three times the service, while accessing only one host: that is the principal of gateways. The user logs on to one host, but it has an invisible telecommunications link which permits a range of databases on another host to be accessed. Thus a small host can have access to a much larger number without the costly investment in terms of adding additional computer hardware and maintenance costs. Software can also be ad-

justed so that even if, on the second host, normal users have a different retrieval language, the gateway user sticks to his own retrieval language. Some "non-intelligent" gateways do not have this software adjustment, so the user may have to learn a second retrieval language. The slow response time as the telecommunications connection is made with the second host can be a source of irritation.

Why gateway services are growing

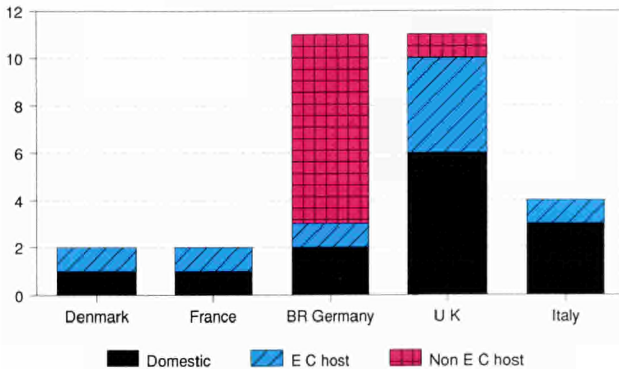
— They attract corporate executives, traders or professional workers who are not professional information specialists. These are often subscribers to a single electronic information service and expect a comprehensive service. Thus Link Resources estimate that the proportion of information specialists in the information market should drop from 42% to 37% in the UK, 36% to 16% in France and 28% to

24% in FR Germany.

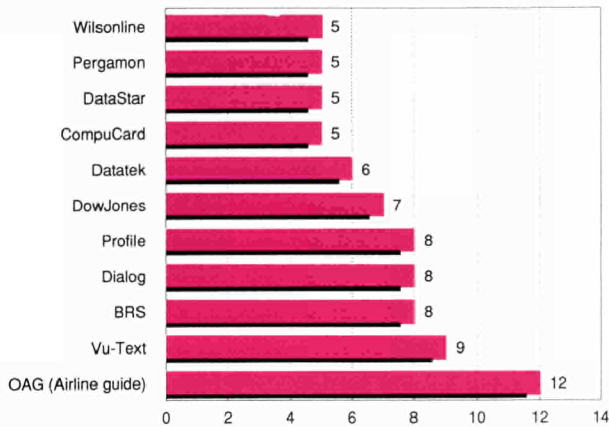
— Occasional users of online services need the possibility of navigating from one host to another given the large geographical dispersion of databases. The interconnection of videotex networks in Europe could provide an answer to some of these needs.

— Information specialists themselves find advantages in "one-stop shopping".

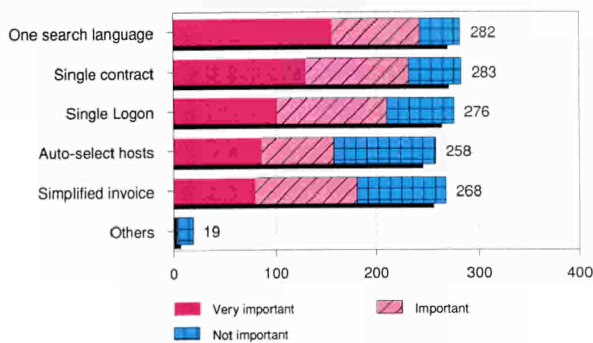
Gateways Location of hosts



Number of gateways to Hosts



User panel confirms growing interest in gateways



Source: IMO

Most important gateway benefit?

The single command language to search several hosts on intelligent gateways was considered to be a very important benefit. The least important benefit was the automatic selection of databases by the gateway. Simplification of invoicing and single logon procedure to several hosts were considered important advantages.

Of the principal disadvantages with gateways, panel members cited "lack of intelligence" and "lack of direct documentation and support from hosts accessed through gateways". More than a third (36%) of the IMO user panel confirmed their use of gateways in 1988 and 43% said they intended to use them in 1989.

UK database industry

A survey of UK non-financial database producers, conducted by the Polytechnic of Central London, found that main sources of income came from online 62%, followed by print 30% and 8% "other" including CD-ROM. One in five producers have either launched CD-ROM products or are planning a title for the near future.

On average a database producer in the UK is earning £800,000 but the five top producers cornered 87% of sales. The bottom five percent of sales is shared between 28 (out of 58) respondents. The smaller producers also tend to rely on print for their income, online playing a complementary role only. "Source" databases involve only one in three respondents but they gain three out of every four pounds of income.

British databases perform

well in overseas markets with 38% of turnover coming from abroad. This is a better figure than computing services as a whole which produces only 11% of business abroad. One producer in three produces more than half its income from overseas sales. But for every pound spent by onliners abroad, it is estimated that producers receive only 35p, the remainder is shared by host services.

On the personnel side, the labour and intellect intensive work of producing databases necessitates an average staff of 1067 per respondent. Sales and Marketing employs 8% of staff, and nearly three quarters are involved in database creation.

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Keen growth for European Email

Public Email

Installed	base (000s)	Av growth		Penetration	
		1988	1993	1988	1993
North America	1585	5360	27%	1.3	4.3
Canada	85	210	20%	0.8	1.9
USA	1500	5150	28%	1.3	4.6
Europe	172	820	36%	0.2	0.8
France	25	60	19%	0.1	0.3
FRG	15	80	40%	0.1	0.3
Italy	5	40	51%	0	0.2
Spain	0.3('89)	5	100%	0	0
Sweden	2	10	39%	0.1	0.3
U K	125	625	39%	0.5	2.7

The following figures show the number of electronic mail boxes at end of year, in thousands. Penetration is % of working population. Average is compound average annual growth rate.

Although growth is high, the useage of electronic mail is far behind that of North America.

Public and private Email

Installed	base (000s)	Av growth		Penetration	
		1988	1993	1988	1993
North America	9985	48960	37%	8.1	39.4
Canada	785	3810	37%	7.1	34.6
USA	9200	45150	37%	8.1	39.9
Europe	819	5350	45%	0.8	5.0
France	135	635	36%	0.6	3.0
FRG	60	1025	80%	0.2	4.1
Italy	35	230	45%	0.2	1.1
Spain	2	35	80%	0.02	0.3
Sweden	122	300	20%	2.9	7.0
U K	465	3125	45%	1.9	12.9

Source: BIS Mackintosh

The charts show how far ahead USA is in terms of penetration of electronic mail boxes. Presently there are 81 boxes per thousand working population which will grow to 400 per thousand by 1993. Private email tends to be used by multi-nationals. To those companies who use it, private email is now a strategic tool that offers an advantage over their rivals and as such information on these systems is becoming increasingly difficult to obtain.

Power game

Telecoms has changed a lot since the days when all modems were only supplied by the PTTs including Bell in the USA. **The telecommunications power game** by Tony Cawkell traces the early history of telecoms, the major systems and equipment, the politics and the rule makers and a description of the 45 major

telecoms businesses on the world market. The expensive 142-page volume is readable but hardly a full account of events on the fast moving market.

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Voicemail to outstrip telex, email and fax



Penetration per 1000 working population

	Private voicemail mailboxes		Public voicemail mailboxes	
	1988	1993	1988	1993
France	N/A	N/A	2.0	14.0
FRG	0.07	1.0	N/A	1.0
Italy	0.1	1.0	0.1	2.0
Spain	0.05	1.0	N/A	1.0
Sweden	N/A	N/A	0.1	1.0
UK	0.7	6.0	1.0	12.0
Japan	0.3	2.0	0.07	3.0
USA	0.07	4.0	7.0	95.0

The world market for voice messaging systems has the potential to become more significant than telex, fax or electronic mail, according to a survey by BIS Mackintosh. Although the current value of the voice messaging market is only \$280 million, by the beginning of the 1990s the market could be worth billions of dollars, says the report. The potential is enormous because each of the 600 million tele-

phones installed worldwide has the potential for voice messaging. Current penetration of voice processing systems in the USA among larger companies is already 10 percent.

Contact: BIS Mackintosh
Napier Road
GB-Luton LU1 1RG
Tel: +44 582 405678
Fax: +44 582 454828

Audiotex boom: see page 10.

Strong growth in numeric databases

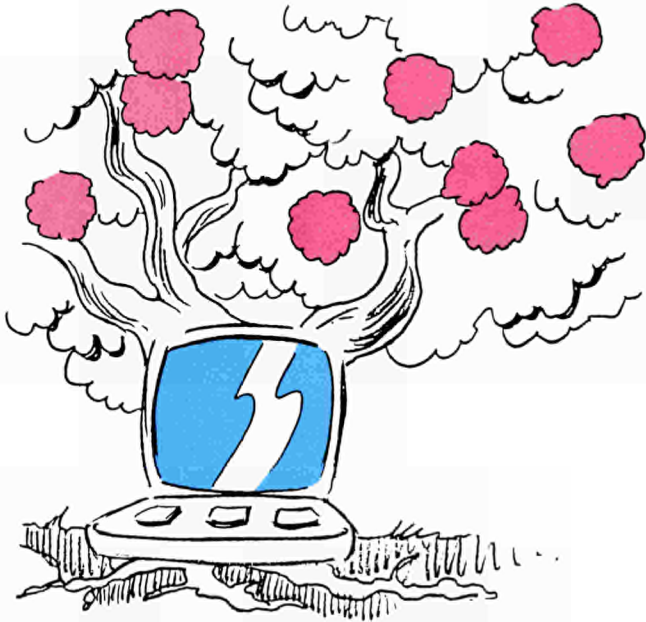
According to a recent report, numeric databases are likely to experience the most rapid relative growth than either bibliographic or full-text databases. The report, **Online database markets**, presumably dealing only with the US or North American market though European host addresses are also listed, estimates that bibliographic databases will decline from the present third of total offerings to about a quarter by 1994. Numeric databases will grow from 36.6% presently to 41.5% in the same period and

full text bases will only grow marginally from 29.6% to 31.9%. Revenues in the same period are projected to grow from 4.239 billion dollars to 11.72 billion in 1994, experiencing annual growth rates from 25% presently, declining to 20.8% growth by 1994. Subscribers to online services are likely to be up from just over half a million in 1987 to 2.1 million in 1992.

Contact: MIRC
55 rue Vandenhoven
B-1200 Brussels
Tel: +322 762 2781
Fax: +322 771 7248



GreenNet



GreenNet, a non profit, independent organization, offers a computer based communications system helping the environment and peace movements throughout the world communicate more effectively. GreenNet is apart of the Association for Progressive Communications and gives users facilities of PeaceNet,

EcoNet, GeoNet, Interdoc and Poptel. Electronic mail can be exchanged with many other systems.

Contact: GreenNet
26 Underwood St
London N1 7JQ
Tel: +44 1 490 1510
Fax: +44 1 251 2613
Dialcom: 10083:elo036
ref support

FT and 1992

Profile, the Financial Times host, have put together a number of databases aimed at helping businesspeople in the run up to 1992. **FT Mergers and acquisitions** is a comprehensive file on a worldwide basis; **ICC Stockbroker research reports** give broker research on specific international companies and industries; **ICC full company reports and accounts** provide full text of annual reports and accounts of companies listed on the London Stock Exchange; **ICC Key note market research** offers over 200 studies on individual consumer business and industrial markets in the UK and Europe; **Hoppenstedt** lists information on some 45 000 German companies.

Profile also offers two databases giving access to European Community directives and other legislation. **Spearhead** and **Celex**. In **Spearhead** planned legislation is included in three stages: 'adopted', 'proposed' or 'projected'. Summaries of proposed measures contain the contact name and telephone number of the government department dealing with the issue. **Celex** contains the full text of relevant measures that have been adopted by the Community. Files are continually updated as legislation progresses through Community bodies.

Contact: Profile
79 Staines Road West
GB-Sunbury on Thames
TW16 7AH
Tel: +44 932 76 1444

Adressendatenbank



Sie suchen Ansprechpartner, Unternehmens-Informationen, Firmen-Adressen? In der Hoppenstedt **Wirtschaftsdatenbank** finden Sie Adressen und ausführliche Daten von Unternehmen in Deutschland, Benelux und Österreich. Allein aus der Bundesrepublik Deutschland stehen umfangreiche Informationen über mehr als 70 000 Unternehmen und die Namen von über 200 000 Führungskräften zur Verfügung.

Die aktuellen Adressen und Daten sind nach vielfältigen Selektionskriterien abrufbar, so zum Beispiel nach: Funktionen/Positionen der Führungskräfte, Branchengruppen, Regionen und Firmengröße. Diese individuellen Auswahlmöglichkeiten eröffnen neue Chancen durch ziel-

genauere Direktwerbung oder beim Aufbau Ihrer eigenen Datenbank für Marketing- oder andere Informationszwecke wie Vertriebssteuerung, Marktbeobachtung usw. Die Hoppenstedt-Firmendaten sind auf vier Hosts abrufbar: Data-Star, Genios, Pergamon und Profile.

Die Datenbank **Unternehmen und Führungskräfte in Deutschland** mit 45 000 Firmenberichten ist jetzt auch auf CD-ROM verfügbar und bietet wesentlich mehr Informationen pro Bericht als herkömmliche Datenträger.

Contact: Hoppenstedt Wirtschaftsdatenbank
Havelstr 9
D-6100 Darmstadt 1
Postfach 4006
Tel: +49 6151 3801
Fax: +49 6151 380360

Financial info package

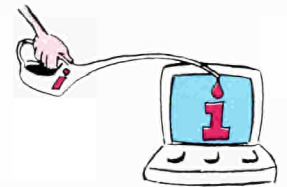
Analysts of financial institutions, large accountancy firms, financial advisers in UK can benefit from a package deal from Tekron which not only gives access to specialized databases but provides a computer terminal as well.

The databases include files on building societies, registered banks, financial news and financial advertising. The customer is provided with a Tandon AT with removable 30mb data pacs, which he can use for other purposes as well. The hard disk pacs can be sent by post and simply slot into

the computer. Small updates to the databases are delivered on floppy discs and new 30 mb pacs are sent once or twice a year as required.

An integrated software suite helps the user to prepare graphs, calculations and reports. These reports can be sent on to his or her customers via the communications module.

Contact: Tekron Publications
Small Business Industrial Estate
Hall Lane
Walton-on-the-Naze
GB-Essex CO14 8HT
Tel: +44 255 677868



Fighting fraud

Computerized information systems are helping in the battle against fraud in the European Community, reports Nigel Tutt in his recent book, **Europe on the fiddle**. The European Commission has created a database, IRENE, which stocks some 3000 fraud irregularities and teaches new recruits to combat the problem. Responding to the lack of basic record keeping and fraud, the Italian Agecontrol agency has created its own cultivation register using aerial photographs of olive groves and counting by powerful computer systems.

The level of farm fraud rip-offs is estimated by various authorities at some 2 billion ECUs per annum, (larger probably than the entire information industry in Europe).

Contact: Christopher Helm, Publishers
21-5 North Street
GB-Bromley, Kent BR1 1SD
Tel: +44 466 6622

Audiotex to reach \$5 billion by 1993

The boom in interactive voice systems and services (audiotex) will exceed \$5 billion by 1993 in the US, says a report by IRD. Voice mail (store and forward voice) was already worth more than \$400 million last year. But, due to the 1988 decision of Judge Green, regional Bell companies which are now allowed to provide services will refocus the market on residential consumers rather than just businesses.

Information services in financial, real estate, retail and other areas of consumer interest may eventually be priced low enough to generate greater consumer demand, says the report.

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

Ethics online

Bioethics is a file on biomedical ethics produced by the National Library of Medicine in collaboration with the Kennedy Institute of Ethics and with the participation of INSERM/IMA. The **Meeting** file now has a new index allowing the

type of event (congress, fair, course . . .) to be searchable. Location and classification codes are also searchable.

Contact: Télésystèmes Questel
83-85 Bd Vincent Auriol
F-75013 Paris
Tel: +33 1 45 82 64 64

Liability in information provision

Eusidic is undertaking a study on liability of information provider for accuracy and completeness of data. Presently being undertaken by the Centre des recherches informatiques et droit of the University of Namur, Belgium and headed by Professor Yves Poulet, the study will concentrate on three areas:

- Obligation of information providers as to the quality of the information
- what damages may be claimed as compensation for defective data
- what disclaimers are likely to be accepted by the courts in various countries?

The study is expected to be completed by the end of the year.

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



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Contact:

MINITEL: 36 16 AIMPEX or BP 322 09 75423 PARIS Cedex 09 France

Command translator

A-COM 2.0, from Info-Agentur in Vienna, is a software package that will cut hard work of translating command languages when logging on to different hosts. A-COM covers the following hosts: Bertelsmann, Data-Star, Dialog, DIMDI, ECHO, FIZ Technik, Genios, Orbit, STN and Télésystèmes Questel. The searcher selects his preferred command language, say, CCL, and the software allows him to interrogate any of the above hosts.

Contact: Info-Agentur
Pfeilgasse 7
A-1080 Vienna
Telex: 7 5 311 161 dia a



IT>Europe

Firms today are looking beyond technological innovation to business solutions that will bring responsiveness to the market place on a European scale. With this in mind, a controlled visitors routing system will be a feature of the **IT>Europe** conference on the internationalization of information technology to be held at Maastricht in the Nether-

lands, 5-8 February 1990. Seven different aspects of information handling from databanks to storage to intelligent workstations will be dealt with.

Contact: MECC
P O Box 1630
NL-6201 BP Maastricht
Tel: +31 43 83 83 83
Fax: +31 43 83 83 00

Info 90

Aslib, Institute of Information Scientists, COPOL and the Society of Archivists are joining forces to sponsor an international conference, **Information 90**, in Bournemouth from 17-20 September 1990. Topics include technology in information; ethical issues in the information

world; managing the preservation of old and new information and skills, jobs and mobility.

Contact: Information 90
c/o Concorde Services
Wendell Road
GB-London W12 9RT
Tel: +44 1 743 3106
Fax: +44 1 743 1010

TKE 90

TKE stands for Terminology and Knowledge Engineering applications. **TKE 90** will be held 2-4 October 1990 at Trier, FR Germany. Topics include terminology and knowledge theory, knowledge based systems, natural language processing, elec-

tronic dictionaries, man-machine interface, systems integration.

Contact: TKE 90
Prof Dr H Czap
Universität Trier
Postfach 3825
D-5500 Trier
Tel: +49 651 201 2716
Fax: +49 651 25135

13th London Online

Learned Information will be holding the **13th International Online Conference** in London on 12-14 December 1989. Proposed topics include: geographic info systems, speech input/output, searching foreign language databases, user

interfaces, multimedia data transfer, real-time transactions.

Contact: Learned Information
Woodside
Hinksey Hill
GB-Oxford OX1 5AU
Tel: +44 865 730275
Fax: +44 865 736354

LANGUAGE



Language industries surveyed

Some 240 firms active in the language industries have been listed by INK international under contract to the European Commission DG XIII-B. The listing includes translation software tools, machine translation, computer aided translation, multi-lingual word processing, spelling and style checkers, desktop pub-

lishing, terminology databases, electronic dictionaries, speech recognition and synthesis, natural language understanding and generation, CD-ROM and online databases.

Contact: INK International
Prins Hendriklaan 52
NL-1075 BE Amsterdam
Tel: +31 20 646 361
Fax: +31 20 796 671

Scientific translations

The International Translations Centre, a not-for-profit cooperative network inaugurated in 1961 under the auspices of the OECD, aims at preventing duplication of translating effort. ITC collects, processes and disseminates information on existing translations in science and technology.

The fourth edition of the ITC

guide, **Journals in Translation**, listing 1121 titles, has recently been published. **The World Translation Index** is a database and a printed publication and contains some 280,000 references.

Contact: ITC
Schuttersveld 2
NL-2611 WE Delft
Tel: +31 1514 2242
Telex: 38104 itc nl



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Commission's
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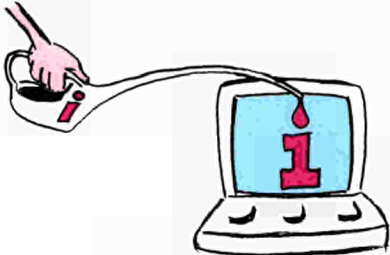
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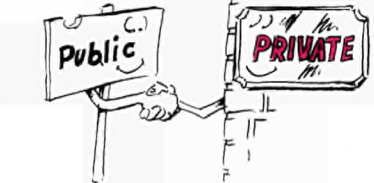
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Seven action lines with global budget for two years of 35 MECU
Head of Division: Mr. Wolfgang HUBER.

1.  **OBSERVER** **Information Market Observatory**

2.  **BARRIERS** **Overcoming technical, legal and administrative barriers**

3.  **Improving the conditions for transmitting and accessing information**

4.  **Improving the synergy between public and private sectors**

5.  **IMPACT pilot/demonstration** **Launching of pilot/demonstration projects**

6.  **AWARENESS** **Promoting the use of European information services**

7.  **LIBRARIES** **Action in favour of libraries**

IMPACT 2, 1991-5 in preparation

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