Your last IM!

With this issue, the Commission will cease publishing **Information Market**. Readers should have already begun receiving the replacement publication, **XIII Magazine**. The new magazine covers all aspects of information technology and telecommunications research issues and news and should present a more complete canvas to readers wishing to follow European information market issues.

The Commission wish to thank all IM readers and advertisers who have been with the newsletter over the years since it started life as Euronet News in 1976. New programmes will soon come on stream for the information market, language industries and libraries and we will review publication needs with the help of your comments.

For those readers who have not received the **XIII Magazine**, a coupon for subscription is provided on the back cover.

Commission to launch strategy for language industries

The time is ripe from both the application and technological point of view for increased efforts and Community action in the area of natural language processing.

While important advances have been made in the field of telecommunications and information technology, the language industry still has major obstacles:

- lack of standardization

- lack of common approaches in research and development resulting in reinventing products time and again

- no adequate research and development infrastructure

- very weak industrial structure composed of small and medium sized enterprises (SMEs) each addressing a specific market niche; no organization at industry level, nationally or European

- undeveloped demand side due to lack of awareness of potential buyers

- lack of understanding of industry decision makers and government of potential economic effects of language products.

Almost 20 % of the time of European white collar workers involves writing, according to a recent survey undertaken for the European Commission. This amounts to more than 9 million man-years of time each year. Most of this involves writing, typing, proofreading, reading other documents submitted or searching and retrieving documentation. A lesser amount of time is devoted to writing in a foreign language, translating and reading foreign language documents.

Most workers do not use computers or word processors: 54% of office employees, 55% of mid level executives, 62% of salaried professionals, 60% of self-employed professionals. Three out of four high level executives (73%) are in this category of preferring to write by hand or dictation.

The growing needs for communication and information require logistical and strategical responses based on advanced techniques, including automatic translation. Such requirements are essential in multilingual environments such as the European institutions and to consolidate and reinforce the internal market for European firms and the public service.

The Commission is studying the possibilities of coordinating a number of Community language activities including the Eurotra II programme (the Linguistic research and engineering programme), the Systran machine translation programme and other similar activities in a new Language engineering action programme.

IMPACT-2: Commission consults major market actors

The Commission has had further consultations with information service providers and users at meetings held in Luxembourg between November 1990 and March 1991. These included sessions with publishers including IEPRC, Aslib, EIIA and Eusidic.

The IEPRC, the publishing research centre, gave strong support to the Com-

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munity aim of setting up an information services market but felt that IMPACT-1 had not fulfilled the Commission aim of creating a supporting European infrastructure that would ensure Europe's ability to compete in worldwide markets for information services, software protection and related IT equipment manufacturing.

Both Aslib and EIIA were favourable to the programmes as a whole but had detailed comments and suggestions to various part of it. The Eusidic comments related less to the programme itself but to how the Commission could stimulate the market, e.g. as a major purchaser of services.

Views of industry are summarized:

Strategy

An overall strategy up to the year 2000 or 2010 is needed. A strategic analysis should be undertaken which should include leading publishers in Europe. A central strategic theme could help convince industrial leaders of the importance of information in the economy.

Research

The CEC should support research efforts by universities and others into information processes and the information needs of industry.

CEC as an impartial focal point

DG XIII-B could assist Member States in their policies and priorities in areas affecting the information market. It also has a stronger role to play within the Commission itself in channeling the dialogue from industry to the other directorates general of the CEC when they are issuing initiatives that have an impact on the information market.

Seed-corn funding

More flexible procedures to implement the IMPACT-2 action lines should include seed-corn funding for industrial development projects, possibly in conjunction with the European Venture Capital Association or Eurotech Capital.

Action line 1:

Improving understanding of the market

Multiplier agencies should be established in each Member State to disseminate market intelligence such as the Information Market Observatory (IMO)

reports. The IMO should include investigations into publishing markets. Analysis of how firms use information sources should be included as much as statistics on supply or the technology.

Action line 2:
Overcoming legal and administrative barriers

Clear contractual arrangements between various market actors, including such areas as editorial liability and publishers' rights, are needed. As an alternative to harmonizing legislation, the Commission could act as 'honest broker' between parties in the search for practical solutions. Taxation policies on information products and equipment presented a barrier.

Copyright
This remained one of the main barriers to market development.

Archiving and legal deposit
To what extent should old information be archived? Must old hard- and software also be preserved? What was the status of electronic information in legal disputes?

Database availability
Should hosts be legally obliged to have databases always online?

CD-ROM marketing
Some discs are sold outright; others must be returned before update discs are provided. Could this be streamlined?

Action line 3:
Increasing user friendliness and improving information literacy

The Open Information Interchange idea on supporting standards was strongly supported. The CEC should exert its coordinating role in getting organizations together to discuss and solve issues at a practical level. Standardization of terms, for example in company databases, was needed.

Access
User interfaces should receive proper attention.

Kiosk
As a successor to Euronet, a European information kiosk system, based on the one stop shopping concept, was supported, particularly with regard to audiotex.

Awareness
Trade associations would be natural part-

ners for the CEC in this task. High profile people and multipliers rather than end users should be targeted.

Training
Promotion of the training should be concentrated on the young (13 to 18 years) taking care not to distort existing training activities.

Action line 4:
Supporting strategic information initiatives

User aspects should be emphasized. Numerical data could be integrated in desk top publishing for middle and top management. More detailed market analysis was needed as a basis for initiatives.

Multimedia
Doubts were expressed on cultural information.

Geographic information systems (GIS)
This had full support. It was suggested that the CEC should discuss pricing policies with mapping operators.

Information on standards
Doubts were expressed about the continuation of this priority area in view of the results obtained so far.

Tourism and road transport information
Smaller hotels and organizations have indicated lack of interest in being included in large reservation systems due to large number of 'no shows'. A wider European information community should be involved in this information area.

Stimulating international cooperation
A model similar to the Esprit week was suggested in which trade associations could participate. The Commission could facilitate the establishment of strategic alliances between different types of actors in the market.

Less favoured regions
The importance of LFRs was recognized in the single market.

New media laboratory
This drew varied responses from the enthusiastic to the sceptical. The use of existing tools, the great demand for product development tools, the inclusion of universities and standardization issues were among the issues also raised.

Bringing information services to the regions

The creation of national focal points to aid the development of an information industry and market in less favoured regions(LFR) is one of the recommendations of a report on participation in IMPACT. A consolidated report has been produced for the European Commission (DG XIII-B) following investigations in Greece, Ireland, Italy, Portugal and Spain.

Compared with the more developed Member States of the Community, the less favoured regions are poorly equipped and seriously disadvantaged to be able to exploit the EC programmes aimed at the development of the electronic information market, the consolidated report says. A number of obstacles to LFR participation in IMPACT type services market were identified and included problems with awareness, calls for proposals mechanisms, proposal preparation, levels of funding, priority subject areas, project suitability, public/private sector synergy and the selection and evaluation criteria for proposals.

Even more fundamental problems concern the technological and information environments. There are disparities between LFRs themselves, with Ireland having most of the elements necessary for uptake of electronic information services and Greece where development is influenced by structural weaknesses of the technological environment.

The priority areas for pilot/demonstration projects, established after a call for interest, are considered to have little relevance for LFRs except for tourism information.

The report makes a number of recommendations.

Calls for proposals
More publicity is required to encourage participation. Information Days and Proposal Days could be organized to help would-be participants. National focal points to disseminate details are required. Model proposals and expert assistance would help small firms apply.

Transnational partnerships
The Commission should develop mechanisms to identify potential partners in other countries; the national focal points can perform the role of partnership brokerage in conjunction with, for example, the Eurocontact service register.

Project size
Joint ventures should be fostered between enterprises in developed regions and in LFRs. Support for small multi-LFR umbrella projects should be initiated.

Level of funding
The level should be increased for LFR projects and include costs of preparation of proposals. Partnering mechanisms are needed to enhance the transfer of technology and expertise.

Regional/local projects
Regional/local projects having elements of reproducibility or monolingual projects should be funded.

Subject areas
Selection of subject areas should be more flexible, with an emphasis on local conditions and commercial viability. Market research is needed to identify these areas and regional, sectoral, professional and residential needs associated with them.

Synergy between public/private sectors
Joint ventures are needed in LFRs to provide commercial services.

Selection and evaluation criteria
Proposals should be evaluated in the context of regional local environments with respect to information needs, status of technology infrastructure, level of adoption of advanced information technologies and availability of local electronic information services.

Financing innovation

Performance contracting is a way to promote the uptake of innovative technology by traditional industries, resistant to change. New technology may increase performance and raise profitability rapidly but a firm may not find the risk capital for investment. A bank or other financial institution therefore arranges finance in conjunction with the equipment supplier. On an agreed plan, repayments are made over a two or three year period.

A pilot scheme introducing Technology Performance Scheme (TPF) has been

introduced through the European Community's Sprint programme. The aim is to promote innovation by establishing the TPF technique as an accepted market mechanism which will continue after the pilot scheme is over.

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Information et compétitivité

Analyse du comité présidé par M. René Mayer

Déjà en 1976, l'économiste américain Marc Uri Porat a évalué à 53% la part des revenus du travail liés à une activité informationnelle au sens large aux Etats Unis. Pour mieux mettre en valeur l'importance de l'information professionnelle dans l'économie française, un comité présidé par M René Mayer a été convoqué par le Secrétariat d'Etat du Premier ministre chargé du Plan.

L'analyse faite par ce comité conduit à dix propositions dont les neuf premières portent sur un domaine d'action déterminé (qui correspond généralement au champ de compétence d'un Ministère) et la dixième est de portée générale.

1. Former dès l'adolescence à l'usage de l'information: former les maîtres, équiper les centres documentaires des collèges, des lycées et des universités; développer l'enseignement à distance, mettre en place au sein du système universitaire des filières de formation aux sciences de l'information.

2. Former au cours de la vie active et préparer l'entreprise à une utilisation plus intensive et rationnelle de l'information professionnelle. Les Chambres de commerce et d'industries, les organisations professionnelles et syndicales, les pouvoirs publics peuvent catalyser la demande latente.

3. Développer un programme de recherche spécifique visant à faciliter la création d'outils ergonomiques, conviviaux et performants, d'interfaces entre systèmes et méthodes d'évaluation.

4. Fédérer les disciplines de l'intelligence pour jeter les bases d'une véritable science de l'information, de la connaissance, de l'intelligence et de la décision.

5. Gérer et valoriser l'offre publique d'information: définir une politique de cession des données publiques, procéder à l'inventaire des gisements d'information, préciser les modalités de leur valorisation, établir des schémas directeurs informationnels orientés en fonction des segments du marché.

6. Soutenir les industries de la langue et, l'anglais étant la langue documentaire internationale, favoriser l'accès, en anglais, aux banques de données françaises et l'accès des francophones, en français, aux banques de données internationales.

7. Créer un espace d'information professionnelle francophone: pour rester une réalité vivante, la Francophonie doit être aussi bien irriguée en informations professionnelles que les ensembles concurrents; elle doit donc, en particulier, disposer de systèmes d'informations faisant appel aux technologies les plus actuelles.

8. Organiser l'offre française en réseau: les efforts existants sont à fédérer et à organiser pour passer d'une offre riche d'initiatives mais émiettée, disparate et peu coordonnée, à un système compétitif au niveau mondial.

9. Elaborer et mettre en oeuvre une stratégie industrielle. C'est aux acteurs économiques qu'il appartient de définir celle-ci, mais, dans ce domaine aux acteurs multiples et dispersés, les pouvoirs publics ont un rôle essentiel à jouer pour catalyser les convergences.

10. Le champ très vaste de l'information professionnelle interdit, comme inefficace et irréaliste, une coordination des politiques et des actions par un système administratif contraignant tel que Ministère spécialisé ou Délégation interministérielle. Ce type d'intervention a donc été délibérément écarté.

Le succès, en l'occurrence, relève en effet de la concertation plus que tout autre mode d'action ou d'intervention. Cette concertation ne peut être décidée par les seuls pouvoirs publics, pas plus qu'elle ne peut d'ailleurs laisser à l'écart le service public.

Ainsi s'est imposée la nécessité de créer un dispositif de veille stratégique, de prise de conscience d'autorégulation du système, où siègeraient côte à côte:

Un **conseil de l'information professionnelle** réunissant tous les représentants et des ministères ou organismes publics concernés. Ce Conseil aurait à organiser une bonne circulation de l'information, à entretenir une concertation permanente, à assurer une veille technologique et stratégique, à gérer une réflexion conceptuelle et à s'interroger sur le niveau d'adaptation des structures et des comportements de la société française aux exigences de l'information.

Un **club de l'information professionnelle:** structure ouverte, ce club serait un lieu d'échange d'information et de rencontres entre les professionnels, les utilisateurs, les chercheurs et les formateurs.

L'influence de ce club dépendra pour une large part de la personnalité et du poids moral de son Président et des moyens de communication, de lobbying et de représentation dont il se dotera.

Un **secrétariat exécutif permanent:** cette structure légère aurait la tâche d'afficher les options gouvernementales et, notamment par le biais incitations financières, de contribuer à lever les obstacles qui se présenteraient.

Elle tirerait des succès et des échecs rencontrés depuis 1968 par des organismes créés à des fins partiellement comparables mais ne devrait, en aucun cas, se substituer aux industries et à l'information professionnelles.

French information market policy

A French Government committee for the National Plan, under the chairmanship of M. René Mayer has proposed ten action lines as a basis for national policy on professional information.

1. Training people to use information from youth onwards.

2. Training people during their working life and preparing businesses for a more intensive and rational use of professional information.

3. Developing a specific research programme on ergonomic, user-friendly, and high performance tools, system interfaces and evaluation methods.

4. Combining intelligence disciplines to create a genuine science for information gathering and decision-making.

5. Managing and exploiting the public supply of information.

6. Supporting the language industry to increase ease of access.

7. Creating a French-speaking professional information area.

8. Networking supply in France.

9. Drawing up and implementing an industrial strategy.

10. A system for consultation and improvements. A system to provide strategic monitoring, promote awareness and automatically regulate the system would involve:

A **professional information Council**, bringing together representatives of professional sectors, ministries or public bodies. Its job would be to organize the free circulation of information, to maintain ongoing consultation, to provide technological and strategic monitoring, to encourage conceptual reflection, and to analyze how well suited the structures and behaviour of French society are to information requirements.

A **professional information club**: to exchange information between professionals, users, researchers and those in charge of training.

A **permanent executive secretariat**: a lightweight structure to interface with government and help remove obstacles, particularly by means of financial incentives.

Transnational investment fora

Transnational investment fora, organized under the Sprint programme, bring together European investors and innovative firms. Implemented by the European Venture Capital Association and national innovation agencies, the fora have been held in Düsseldorf, Amsterdam and Strasbourg. Over the next three years twelve fora will be held in cities such as Madrid (October 1991), Edinburgh, Munich, Copenhagen and Iena.

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Lost profits without ecu

The cost of a multi-currency trading system amounts to between 13 and 19 billion ecu a year, according to an article by Thierry Vissol, Why firms should adopt the ecu now, in **De Pecunia**, March 1991. With the ecu as a single currency for trade, the saving would be 1/2% of Community GDP. Currency related costs are twice that represented by frontier movements. For an average firm, transaction costs due to currencies amount to 15% of turnover profit and can be twice that for small firms. Yet many firms are discouraged from changing to ecu trading because of a lack of clear institutional commitment by Member States. Even publishing accounts in ecu is not possible in some countries. For Multinational companies, the influence of the 'headquarters's currency' is still critical. The Commission is preparing measures to suppress this kind of obstacle to the use of the ecu.

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Intelligent networks are IN

One evening you select a film from a local cable television company catalogue. You phone either 8002111 for film one or 800212 for film two. You confirm your choice with a personal number. The film is then shown on your set that evening thanks to the computer-based intelligence in the network, ISDN and TV cabling. That scenario is already under way.

Intelligent networks can combine the operations of telecommunications companies (telcos), telecom switching manufacturers and computer firms in delivering a telecommunications network that makes life easier for the customer.

Intelligent networks (IN) are already offered to the customer in the form of Freephone services (known as 800 services in the USA), and premium information services (900 services in the USA) which can be billed at a different rate from the standard charge, be supported at many different locations with the same number, and activate a cascade of interactive features to obtain caller specific routing for the call. For example a PIN, personal identification number, commonly called a calling card service, can be used. The PIN can be embedded in the dial up number. With a universal personal telecommunications service, the user is not tied to any one location, but can be identified either by the PIN, voice recognition, or preprogrammed routing instructions depending on the time of day, for example.

In Europe, ETSI, the telecoms standard institute, is prioritizing the introduction of five umbrella services:
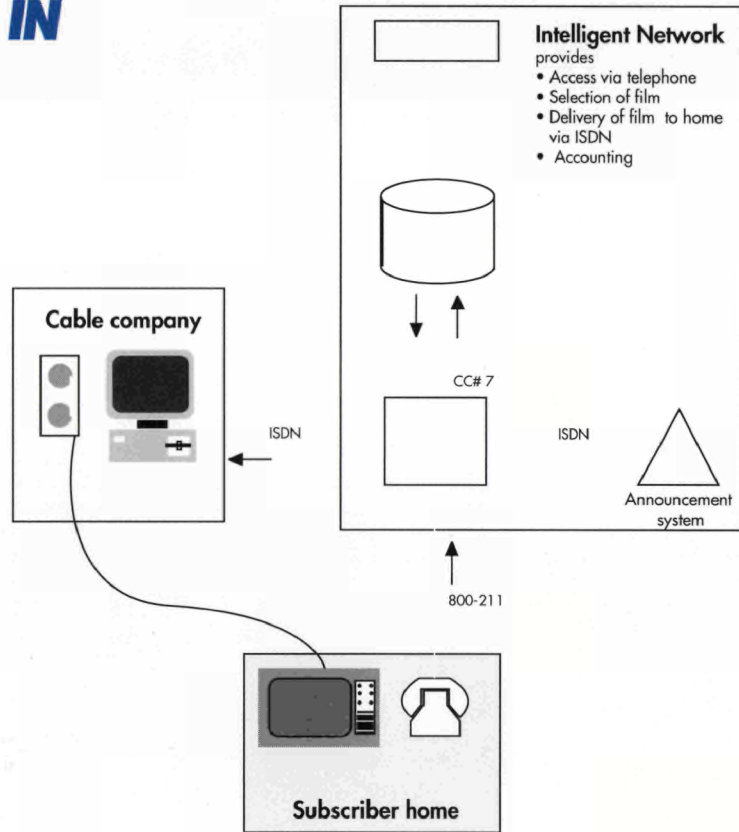
- virtual private networks
- mass call handling services (900 services)
- universal personal communications
- calling card services
- credit card services.

Future IN services will be network independent in the sense that they will go beyond the boundaries of telcos (telecom companies); a UPT service will permit subscribers to be contacted whether their present location is on a fixed network or mobile network. Services will not be regionally or nationally separated: one country could host services for subscribers attached to networks in other regions or countries.
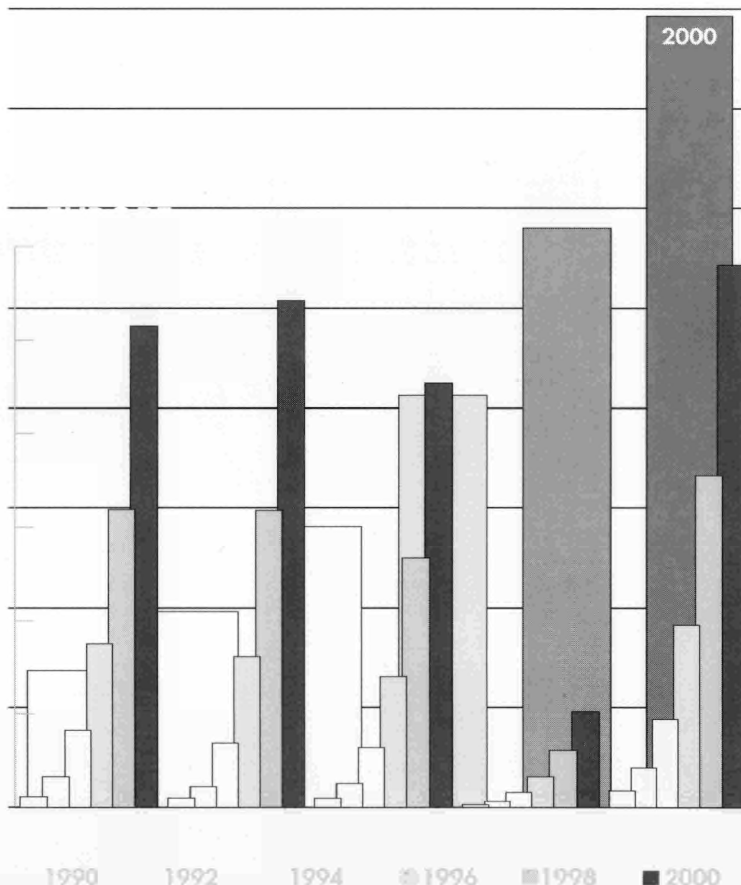
INs can also make a whole range of information systems and delivery possibilities available for the business sector. A large uptake in the small and medium sized enterprise sector is foreseen. INs are an important component of the Community's Open Network Provision (ONP) which will provide the Community with a uniform telecommunications infrastructure.
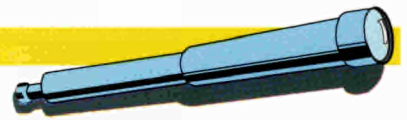
Intelligent Network
provides
- Access via telephone
- Selection of film
- Delivery of film to home via ISDN
- Accounting

Intelligent networks — USA

1990 1992 1994 1996 1998 2000

CD-ROM: The disc of discs reveals the size of the world market

The TFPL CD-ROM directory for 1991 shows a smaller increase in CD-ROM products on the world market than the year before- only an increase of 86%! In 1990 the number more than doubled over the previous year! Fittingly, this year the 1522 offerings are available on a CD-ROM, a much easier reference for the well equipped CD-ROMster.

About two out of three CD-ROMs come from the Americas (61% compared with 73% in 1988). Most of these originate in the USA with 892 products. One in three discs comes from Europe, showing a modest increase in market share over the years (22% in 1988, 29% in 1989 and 31% in 1990). Asia and Australasia produce three or four per cent and Africa lists only four CD-ROMs in total.

Within Europe, Germany has moved into first place with 93 discs, ahead of UK with 90, France with 81 and Italy with 72. Japan has 63, just ahead of the Netherlands with 62. Mexico (6), Greece (4), Ireland (2), Poland (2), Hungary (1) and Zimbabwe (1) also produce discs.
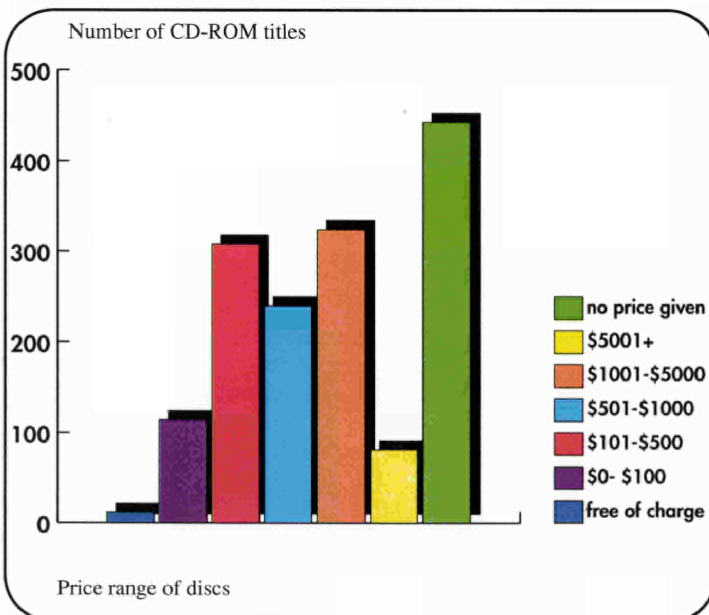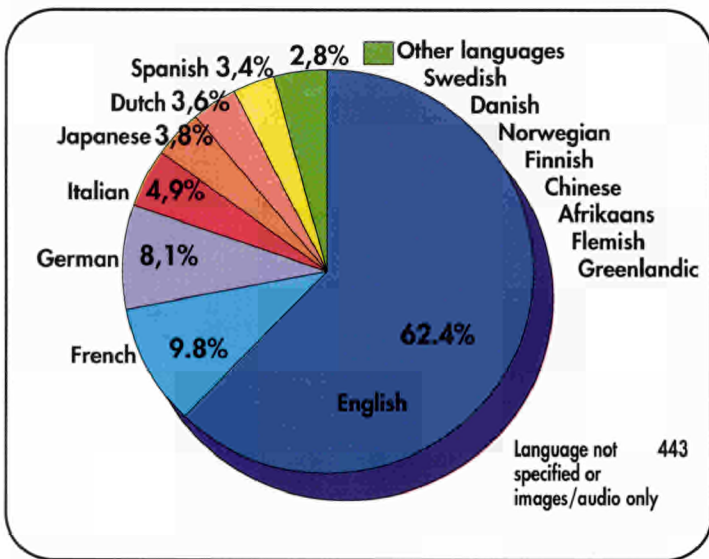
Contact:　TFPL
22 Peter's Lane
GB-London EC1M 6DS

Tel: +44 71 251 55 22
Fax: +44 71 251 83 18

CD-ROM titles by subject 1990

Subject heading	Number	percentage
Biomedicine, health & nursing	187	12.3%
General interest, leisure, recreation	179	11.8%
Science, technology	165	10.8%
Banking, finance, economics	164	10.7%
Government information, census data	153	10.1%
Business, company information	141	9.3%
Computers, computer programs	141	9.3%
Arts, humanities	130	8.5%
Earth sciences	125	8.2%
Crime, law, legislation	119	7.8%
Advertising, design, marketing	115	7.5%
Maps, map data and geography	108	7.1%
Chemicals, drugs, pharmaceuticals	98	6.3%
Libraries, information science	92	6.0%
Transport, transportation systems	90	5.9%
Agriculture, fisheries	86	5.7%
Education, training, careers	86	5.6%
Languages, linguistics	77	5.1%
Social & political sciences	60	3.9%
Directories	47	3.1%
News, media, publishing	44	2.9%
Life sciences	41	2.7%
Military information, weapons	27	1.8%
Architecture, construction, housing	23	1.5%
Manuals	15	1.0%

Totals are greater than 1522 and 100% due to discs covering more than one subject area.

Spanish 3,4%　2,8% Other languages
Swedish
Dutch 3,6%
Danish
Japanese 3,8%
Norwegian
Finnish
Italian 4,9%
Chinese
Afrikaans
German 8,1%
Flemish
Greenlandic
French 9,8%
62.4%
English
Language not specified or images/audio only　443

Number of CD-ROM titles

- no price given
- $5001+
- $1001-$5000
- $501-$1000
- $101-$500
- $0- $100
- free of charge

Price range of discs

Non exhaustive list of CD-ROM companies by country 1990

Geographic region	1989	1990			
USA	402	692	Finland	1	10
UK	129	231	Norway	4	10
France	50	129	Hong Kong	-	9
Germany	43	116	Taiwan	-	8
Italy	28	88	Korea	-	7
Netherlands	34	87	Portugal	1	6
Canada	19	85	Luxembourg	-	5
Japan	25	61	Ireland	1	4
Australia	29	46	Malta	1	3
Sweden	19	37	Turkey	-	3
Spain	5	34	USSR	-	2
Switzerland	14	32	Yugoslavia	1	2
Belgium	6	24	Iceland	1	1
Denmark	3	20	Hungary	-	1
Austria	8	15	Poland	-	1

Philips announces CD-I equipment

Philips who have pioneered a range of optical media have announced a range of CD-I equipment covering home, business and professional use plus authoring systems.

CDI-180 modular unit plays both CD-I and CD audio discs. Control is effected by a mouse and a hand held remote pad.

Multi-media Controller CDI-181 operates with the above as the main unit, the monitor, hi-fi audio and headphone connections being made through this unit. Other digital and analog signals, including an RS232 serial communication interface, printer, keyboard and joystick are possible.

CDI-182 with two floppy drives allows extended facilities such as extra RAM, SCSI interface, hard disc interface, MIDI interface and built in modem.

The professional module CDI-601 is a single unit CD-I player destined, for example, for institutional applications. The CDI-602 includes a floppy drive and software support.

A three level authoring structure is offered, based on a starter pack with a CD-I player, studio and technical support by email, a MAC or PC development system or a Sun based system. The CD-I Author 850/Mac and the CD-I Author 950/PC are designed for the comprehensive creation and manipulation of digital images and sound files, conversion and source preview through a CD-I player hardware, disc building, program emulation and disc image output. CD-I Emulator for the Sun SPARC 1 provides disc building, program emulation and disc image output.

Contact: **Philips Interactive Media Systems**
P O Box 218
Nl-5600 MD Eindhoven
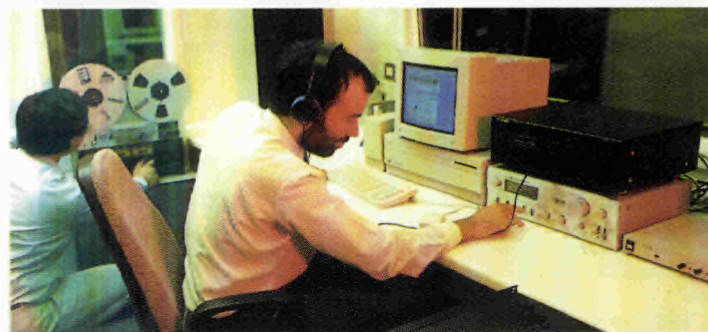
Sound, vision, text and graphics on CD Interactive

CD-I, based on the familiar sized 12 cm disc, provides audio, video, text and graphics. In conjunction with a player that contains its own powerful computer chip, CD-I can deliver mixed media interactivity with the user. This opens powerful new possibilities for training, entertainment or a combination of both.

Initial testing has proved its efficacy: an interactive audio-visual lesson can produce as much as 40% increase in retention of lessons over standard techniques. It also provides the means for an individual student to follow lessons at his or her own pace.

Spin UK, a joint venture Shell/ Philips company, have produced a disc with exciting sounds, colours and visual effects to fire the pupil's enthusiasm for mathematics and science, where there is currently a teacher shortage.

Renault is applying CD-I training techniques worldwide. Four discs form part of the Ediris training package. Subjects covered include: petrol engine tuning, fault finding, carburation and ignition. Trainees follow their own rhythm, breaking off the lessons and restarting when they wish. The enormous storage capacity on four discs can hold the training instruction in seven languages: French, English, German, Italian, Spanish, Dutch and Portuguese. Another French car firm, Peugeot, is applying CD-I for publicity to show off the attributes of its 605 series.

The sound and vision in CD-I will be fully exploited in a venture by the US National Geographic Society: **The encyclopedia of mammals.** Moving pictures will also be featured. Grolier will publish its 20 volume **Academic American encyclopedia** in the medium. Other products on their way include **Decisions on the rules of golf,** and a help desk operation for customers of a German bank to help them through the trickier aspects of finance.
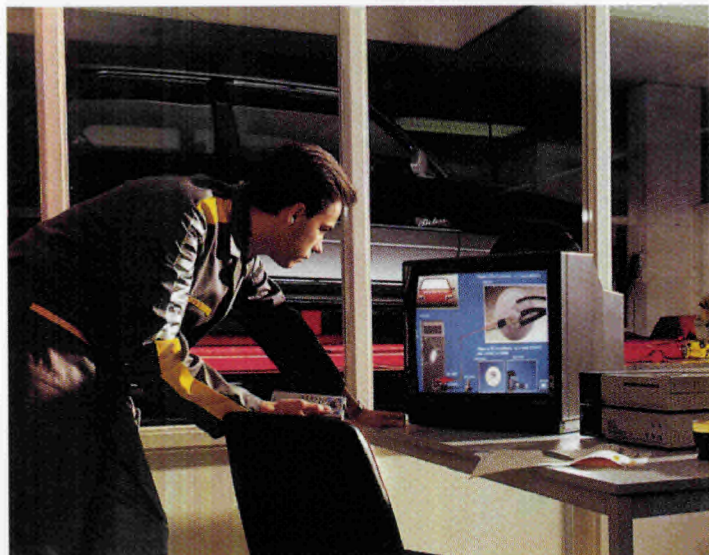
CD-ROM International

The important newsletter for professionals in the European CD-ROM industry

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ISBN: libros españoles

La Base de Datos de ISBN en CD-ROM reúne en un solo Disco Compacto más de 500 000 publicaciones actualmente a la venta en España, conteniendo datos acerca del autor, editorial, materia, tipo de encuadernación, precio, etc. La base de datos ISBN se comercializa en forma de suscripción anual.

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CD-ROM del diritto Comunitario

Eurodata CD-ROM contiene, con aggiornamento semestrale, il diritto comunitario nell'accezione più ampia del termine: trattati di base e atti che li modificano (testo completo); legislazione: diritto derivato cogente e non, diritto complementare, e quindi decisioni, direttive e regolamenti; giurisprudenza completa della Corte di Giustizia delle Comunità europee; lavori preparatori: proposte della Commissione, pareri e risoluzioni del Parlamento europeo, pareri del Comitato economico e sociale e della Corte dei conti; interrogazioni parlamentari.

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Fax: +39 2 8254133

Inspec disc

Some three quarters of a million records from 4200 scientific and technical journals from 1989 will be accessible on the Inspec CD-ROM. The online database, dating from 1969, contains 3.75 million records.
Inspec covers physics, electrical engineering and electronics, and computing.

Contact: **Inspec**
Station House
Nightingale Lane
GB-Hitchin, Herts SG5 1RJ

Tel: +44 462 53331
Fax: +44 462 59122

A disc to find books

Available as a monthly service, Book-Find-CD comes in five standard packages or categories of books: Children and Schools, Adult, Medical, Business and Law, and All together. Options allow writing to disc, printing or use in desk top publishing. The CD-ROM corresponds to the Bookfast database and uses a similar software.

Contact: **Book Data**
2 King Street
GB- Twickenham TW1 3RZ

Tel: +44 81 892 2272
Fax: +44 81 892 9109

Food on a platter

Food science and technology abstracts from IFIS, with 380 000 records from 1969 to 1990, have now been delivered on a SilverPlatter CD-ROM. Food products include fruits, vegetables, nuts, cereals, bakery products, milk, meat, poultry and game, eggs, cocoa and chocolate, candy, additives and spices. The disc also includes selections from books, reports, legislation. About 12% of the database relates to patents.

Contact: **SilverPlatter**
10 Barley Mow Passage
GB-London W4 4PH

Tel: +44 81 995 8242
Fax: +44 81 995 5159
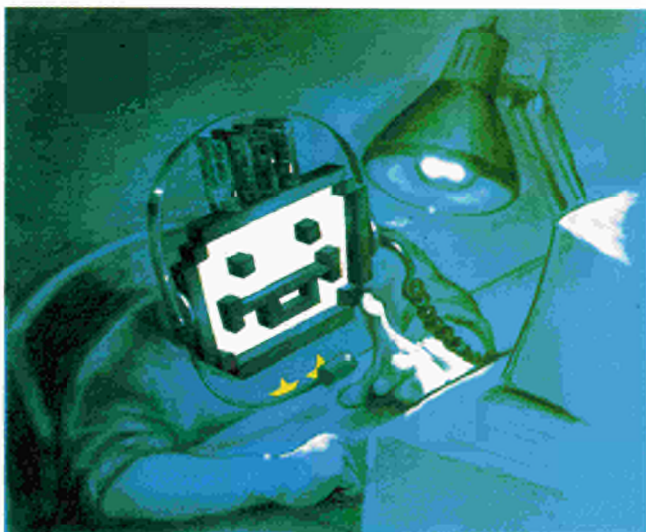
Max, a very talkative robot

It is a good thing that robots do not sleep. Europeans are calling up Max at all hours of the day and night to answer their queries about the European Community.

Max is the conversing robot at ECHO, the European Commission Host Organization. ECHO staffer, Jean-Noel Haux, reports that even at four o'clock in the morning, Max is taking lots of calls. During the month of June Max received more than 5000 calls from Germany alone.

With a Freephone number (given on our last page), Europeans can call Max from a

number of EC countries free of charge. Depending on the number, Max will answer in English or German. He can also understand French, but the reply is given at present in English.

Max understands a limited vocabulary including Yes and No, Continue, Spell, Repeat, Help and Stop. He offers a number of topics about which he can speak and the caller selects one by indicating the number.

Max can provide details of European Community programmes, ecu exchange rates, addresses and telephone numbers of the EC offices in Member States, news about ECHO and much more.

Recently Max has appeared on the BBC World Service and German television. These guest appearances have only served to increase Max's popularity and the number of calls is sky rocketing.

Try out one of ECHO's Freephone numbers. But if the line is busy, you may have to call again in the early hours of the morning!

ECHO offers Greek databases

ECHO, the European Commission Host Organization, is now offering Greek enquirers the possibility to access a number of databases in Greek. Receiving text from data networks in non Latin characters requires some modification of the normal procedure. ECHO is providing a separate Network User Address (NUA) for special linguistic character sets.

For Greeks, access is now possible to IM-guide, formerly DIANEGUIDE, the directory of European databases and hosts, Eurodicautom, the terminology dictionary, and TED, Tenders Electronic Daily.

The new facility allows Greek users to obtain answers to their searches in accented Greek, and where necessary Latin characters too.

Equipment necessary:
Your terminal or computer should be able to show Greek characters on the screen. An international standard, ISO 8859-7, also known as ELOT 928, is the best

solution. You should ask your supplier if this is supported. A file explaining this standard is available on ECHO, when you key INFO ISO8859-7.

Other Greek conversion tables can be used. Two such commercial packages are:

PC View
SDC
Ymhtoy 99 kai Akronos 1
GR- 11633 Athens

Tel: +30 1 7521166
Tlx: 216965

Iris220
Irisoft Research
Ave Louise 207, box 10
B-1050 Brussels

Tel: +32 2 645 0908
Fax: +32 2 646 4266

Technical parameters for software:
8 bits
No parity
1 stop bit
Full duplex
Speed autodetected by ECHO.

Accented characters for European languages

ECHO, the European Commission Host Organization, is now able to offer accented characters to users of three of its databases: **IM-guide, TED** and **Eurodicautom**.

Those users requiring accented Greek can use the method described above. If non Greek, Latin characters are present in the text, they will not be accented. If you prefer accented Latin characters for languages such as Spanish, French, Portuguese or German, a separate solution is offered.

The NUA for ECHO is 0270449384. Set your software at the same parameters as above.

IMPACT Information Day
Presentation of IMPACT 1 Project Results

Based on the success of the Knowledge Transfer Workshop held in October 1990, during which demonstrations were given of a number of projects carried out under the IMPACT (Information Market Policy Actions) programme, a second Meeting is scheduled for 6 November 1991, to be held at the European Commission, Luxembourg.

Status reports will be given on two advanced information access projects demonstrated last year - NLA and MAX. NLA (natural language access) enables non-experienced users to formulate questions in "natural" (i.e., spoken) language. MAX, a "talking robot" or interactive voice system, with which the enquirer can carry on a limited dialogue, is the culmination of a research project involving speech recognition and speech output.

A completely new project, MIM, will be presented. This demonstrates multilingual database interrogation, in which full-text databases can be accessed using languages other than the original database language.

Further papers will deal with the European Commission Host Organisation's presence in all operational European videotex systems, and its contribution towards multilingual information distribution, in particular through the medium of the I'M Guide, a comprehensive directory of European information services. The results of three pilot and demonstration projects (probably TECDOC, Mediterranean Atlas and DISNET) developed by commercial firms from the private sector will also be featured.

In presenting results of the IMPACT 1

programme, the Information Day will demonstrate the active role played by the CEC in developing the European information services market, as well as illustrating ECHO's activities in promoting electronic information services through innovative experiments.

For further programme details and participation information, please contact:

ECHO,
P.O. Box 2373,
L-1023 Luxembourg.

Tel: +352 488041
Fax: +352 488040

In-Depth Coverage of Czechoslovakia

The Czechoslovak News Agency (CTK) provides an inside view of current events in the CSFR as they happen. Available now: the CTK daily wire service; the Daily News and Press Survey (DNAPS); and Ecoservice, a weekday bulletin of up-to-the-minute business and financial news. All services are offered by mail or through worldwide computer networks (DNAPS through MDC-Lexis/Nexis, GENIOS and MARK III, and ECOSERVICE through Reuter: File).

Contact: Czechoslovak News Agency
OMO,Opletalova 5
CS-111 44 Prague 1
Czechoslovakia

Tel: +422 2147
Fax: +422 2356804

Companies demand OSI

Most commercial companies are now considering OSI, Open Standards Interconnection, or have already bought equipment conforming to the standard, according to a major survey of industries in Europe and USA. OSI, the commercial benefits, a report produced by Ovum, says 57% of firms are now considering or using OSI, a system of standards which allows interconnection of multivendor equipment. A third of information systems now come with standards such as X.25; forecasters expect 70% by 1995. Other important standards include OSI network management, X.500, ODA, EDIFACT and FDDI. According to the report, suppliers who fail to support OSI network management by 1995 will be barred from the 20% of large organizations who require it.

Contact: Ovum Ltd
          7 Rathbone Street
          London W1P 1AF

          Tel: +44 71 255 2670
          Fax: +44 71 255 1995

Multilingual management video

Argus video productions in association with the Centre for Information on Language Teaching and Research have produced a video cassette, **Operation Speakeasy**, addressed to training officers and senior management in companies and public service organizations of all sizes. It is designed to form part of a company language programme and help in defining the level of fluency, when and how this can be achieved and at what cost. The video deals with a company, Edward J Bruin and Co, wanting to launch their new teddy bear on the European market.

Contact: Argus Video
          52 Church St
          Briston, Melton Constable
          GB- Norfolk NR24 2LE

          Tel: +44 263 861 152

Data on health and safety

The proceedings of the **International conference for occupational health, safety and hygiene information specialists**, held in Luxembourg 26-8 June 1989 has been published in hard back form (ISBN 92-826-0986-3). The papers cover the wide experience of the participants, from Spain to Australia, using CD-ROMs, online and videotex. The results of the four workshops are also reported.

Contact: Office for Official Publications
          of the EC
          2 rue Mercier
          L-2985 Luxembourg

Soft CEPT2, CEPT3

Eurocom '92 est un logiciel de télécommunication multistandard pour connecter un PC aux Vidéotex belge, Télétel français, Prestel anglais ou à une banque de données classique (VT100). Il comprend des écrans clairs, menus déroulants, fenêtres, aide détaillée accessible en permanence. Un serveur gratuit est mis à la disposition des clients pour résoudre tous les problèmes et les tenir au courant des nouveautés en matière de télécommunications.

Contacter: D.Products
            Dries 77
            B-1170 Bruxelles

            Tel: +32 2 672 78 97
            Fax: +32 2 660 04 59

Bilingual management

Strategic management/le Management stratégique by David P. Doyle, has English and French texts side by side and covers main issues facing European managers: conducting strategic reviews, planning for the future, appraising acquisitions, organizational structure and avoiding pitfalls in international management.

Contact: Communications Actives
          34 rue de la Victoire
          F-75009 Paris

Setting the standards for 1993 and beyond

Three organizations are leading the task for European standards: CEN, the European Committee for Standardization, Cenelec, the European Committee for Electrotechnical Standardization, and ETSI, the European Telecommunications Standards Institute. These organizations are working together to reduce the plethora of national standards to a common collection accepted by all.

Five types of standards have been agreed: the European Standard, EN, the European Pre-Standard, ENV, the Harmonized Document, HD, the European Telecommunications Standard, ETS, and the Interim European Telecommunications Standard, IETS. Once an EN, ETS or HD is adopted by CEN/Cenelec members even those countries which voted against it are obliged to implement it. European Telecommunications Standards may also be mandatorily enforced by law and also identified with a NET, or European Telecommunications Standard, number.

The **European Harmonized Standards Service** produces a two monthly Subject Index and guide to corresponding legislation and other publications. It reproduces the CEN/Cenelec document numbering system which helps identify the origin or application of the standards. Corresponding databases are Perinorm on standards and Celex on European law.

Contact: Technical Indexes Ltd
          Willoughby Rd, Bracknell
          GB- Berks, RG12 4DW

          Tel: +44 344 426 311
          Fax: +44 344 424 971

Répertoire Télétel pour l'entreprise

La troisième édition du Répertoire des banques de données Télétel pour l'entreprise vient de paraître. Il présente plus de 280 banques de données vidéotex utiles au fonctionnement de l'entreprise, et témoigne de l'orientation professionnelle que prend le réseau Télétel. Ainsi, plus de 60 banques de données accessibles sur le kiosque professionnel haut palier (3628 et 3629) sont recensées, alors que l'édition précédente n'en décrivait que 22. Les banques de données sont toutes accessibles par minitel, sans langage d'interrogation.

Contacter: FLA Consultants
            27 rue de la Vistule
            F-75013 Paris

            Tél: +33 1 45 82 75 75
            Fax: +33 1 45 82 46 04

SNA/X.25 comms

SnaPad is a telecommunications software package for IBM mainframes with operating systems MVS and VM for X.25 network connection. Individual terminal connection lines, modems, are no longer necessary since the central infrastructure takes care of the Systems Network Architecture-Packet Assembly Disassembly interface. SnaPad also supports IBM-3270 datastream ad DEC VT100 (ANSI) datastream. Functions include session logging, programming interface, SMF-based billing, mnemonic connection names and automated logon.

Contact: Codework Software
          Frankfurter Str 127
          D-5202 Hennef 1

          Tel: +49 2242 1076
          Fax: +49 2242 80179

Dual videotex terminal

The Cavcom T150 is a dual standard videotex (Télétel, Prestel) terminal plus ASCII 80 column mode. Auto-answer feature permits electronic mail use, broadcast of messages or terminal to terminal communications. Five pages of text can be stored in memory and transmitted later.

Contact: Cavendish Automation
          Barford Road
          St Neots, Huntingdon
          GB- Cambs PE19 2SJ

          Tel: +44 480 219 457
          Fax: +44 480 215 300

Machine translation set to boom

Computer automated language translation is poised to make a dramatic impact on business and industry, according to a recent report, Machine translation. The worldwide language translation sector is worth an estimated $10 to 20 thousand million. The use of computers for translation is worth less than one per cent of that figure. Growth is expected at 15%. The factor restraining use in some areas is political acceptance by human translators who view MT as lacking in style and maybe a threat to their livelihood. High-quality MT software will migrate to PC-based systems, causing a surge in demand, says the report.

The study distinguishes between fully automatic machine translation, such as the Canadian Meteorological Center which translates about 10 000 words a day without significant human intervention, systems where the machine aids the human or the human polishes the machine's work.

Computer aids now include terminology databases, word processing and text-critiquing software.

For computer automated translation and editing (CATE), the systems that work best are those

- environments that have a large volume of similar types of material to be translated;
- where the source input covers a narrow domain;
- where the source input can be controlled or for literature scanning applications in which the intent is to simply obtain the gist of the information.

Manuals using controlled vocabularies often work well. In many cases the quality of the original manual improves because the authors are disciplined, for purposes of machine translation, to remove ambiguities from the text and write in a regular structured manner.

Contact: Frost and Sullivan
4 Grosvenor Gdns
London SW1W 0DH

Tel: +44 71 730 3438
Fax: +44 71 730 3343

Human vs machine translation

Cost effectiveness

Speed
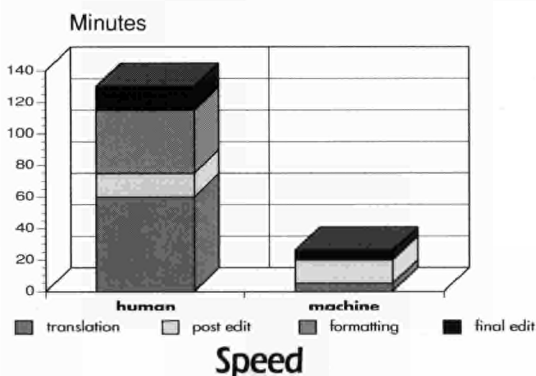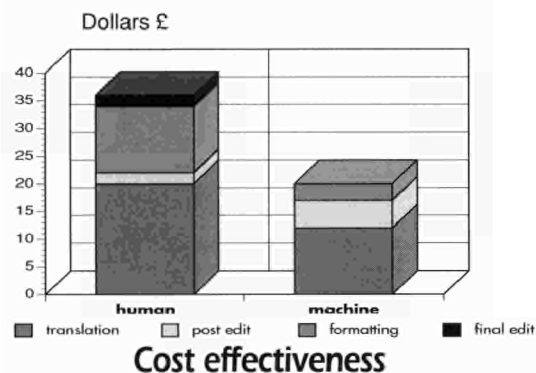
Le traducteur en Belgique

L'informatique a complètement investi les bureaux de traduction, selon une **Enquête sur le traducteur en Belgique** faite par Sabine Gérain. Plus de 60% des répondants estiment indispensable d'avoir un équipement informatique à sa disposition pour commencer. Le PC est omniprésent et considéré par beaucoup comme une condition sine qua non pour s'établir comme indépendant. Les nouveaux moyens de communication, tels que les télécopieurs, etc., connaissent également une formidable expansion.

Contacter: Mlle Sabine Gérain
rue du Parc 63
B-7000 Mons

Translators tools on the Workbench

Translator's Workbench is an integrated solution for translating and technical writing in three modules:

• a multilingual terminology database: MultiTerm stores all terminology data in a common database. Each source term translation in up to 14 target languages can be entered. 14 source languages can be used at the same time and cross-referenced.

• a text analyzing program: helps you find terms in a source text for which a translation already exists, or substitute terms that the client wishes to avoid.

• a translation editor: TED allows five files, such as translation, original terminology lists to be opened simultaneously. During the session the user can switch between full screen and split screen modes. Special terms are highlighted. TED also comes in resident form to be used with other word processors.

Contact: Trados GmbH
Rotebühlstraße 87
D- 7000 Stuttgart 1
Tel: +49 711 62 70 68

PC/laptop translation system

GTS is a personal computer based translation system that, it is claimed, reads and translates 300 or more words a minute. The following languages are offered: English, French, German, Spanish, Russian. Italian, Arabic, Chinese and Portuguese will be available soon.

Contact: Mayfair Communications Corp
102 Collingdon St
Luton
GB-Beds Lu1 1RX
Tel: +44 582 481540
Fax: +44 582 402192

Translators directory

A second edition has now been published of the **Directory of translators and translating agencies**. Although confined to the United Kingdom only, the volume is a handy guide to the specialism of translators and interpreters and the language pairs they offer. Separate sections deal with translating agencies, specialisms (from abrasives and astrology to work-study and zoology) and languages.

Contact: Bowker-Saur
Borough Green
Sevenoaks
GB-Kent TN15
8PH

Disasters of information, blood and tears

You have a busy day. You forget the dentist's appointment. Bad organization, sometimes information overload. But not a tragedy.

A tragedy can happen for the same reason on a national scale, as was the case of Hungary in 1956. When the country was being invaded by Warsaw Pact tanks and troops, the Hungarian Foreign Minister telexed the United Nations Secretary General direct. The telex was mislaid and, when found, put in the internal mail to national delegates like a non priority circular. A number of other errors ensured that the Hungarian crisis was not debated by the United Nations until too late.

Drs Dennis Lewis and Forest "Woody" Horton decided that revealing the magnitude of **Great information disasters** would be one way to convince industry of the importance of good information management. The resulting book giving a wide variety of such horror tales should give pause to managers in large and small firms alike.

In a conclusion, Dr Horton analyses the different chapters covering disasters from stock market crashes, bridge collapses, the Three Mile Island information meltdown, hurricanes and Hitler's invasion of Russia. He categorizes four dysfunctional informational attitudes and behaviours:

Uninformed, who don't know that they are ignorant;

Misinformed, who might find out but are too embarrassed to admit it;

Disinformed, by others who deliberately seek to manipulate events by planting false information;

Informed but disregarders who reject or deny available information because it does not fit in with a value system, belief system or attitudes.

Christopher Burns, synthesizing the lessons of Three Mile Island, says: "The task ahead is to train people in information management and analysis skills; to teach the mind to go intelligently where the technology now offers to take us. We are driving an incredible team of new technologies in a long, thrilling and, with luck, death-defying race into the future with nothing to guide us but our minds which, while capable of incomparable leaps of art and invention, can also create illusions and wander into misunderstanding."

Contact: Aslib
20-24 Old Street
GB-London EC1V 9AP
Tel: +44 71 253 44 88
Fax: +44 71 430 0514

Information market publications

Eledis is a quarterly report on electronic data interchange systems covering EDI, ODA, CAL/APLS, EFT, email, DIP and EDM. A guide Who's who and what's what in Eledis systems will be published in April.

Contact: XCOMS
68 Tienne J Flemal
B-1390 Grez-Doiceau
Fax: +32 10 841436

International Journal

Information Management is a new international journal aimed at companies that want to assure their success, by not only investing in IT but making sure of the efficient collection, analysis and distribution of information.

Contact: IJIM
Butterworths
Bury Street
GB-Guildford GU2 5BH
Tel: +44 483 300966

Making enterprises intelligent

How does a modern enterprise find pertinent information for survival and success amongst a mass of information that grows each day? **The intelligent enterprise** is a monthly magazine, edited by Jan Wylie, founder of **Trend Monitor**, that reports on technical and human organiza-tional issues related to how the effective management of knowledge can both make and save money.

Contact: Aslib
20-22 Old St
GB-London EC1V 9AP
Tel: +44 71 253 44 88
Fax: +44 71 430 0514

Age of information

From the cave paintings — the first read only memory — to optical cabling and satellites, man has found numerous media through which to communicate. Stephen Saxby in **The age of information**, depicts previous information revolutions, created, promoted, controlled for various reasons. (Stowger developed an automatic telephone switch because the local telephonist was married to the owner of a rival telephone company.)

Today, as a US Congress report says: new information technologies have changed the way people work and conduct their business; they are also altering the way man views himself and his place in the world.

Contact: Macmillan
Houndmills
Basingstoke
GB-Hants RG21 2XS

Tel: +44 256 29242
Fax: +44 256 842084

National bibliographies

A workshop was organized in Luxembourg on 12 February 1990 to discuss National bibliographic services in the European Communities: roles and perspectives. The first of a series of workshops and seminars, it was designed to help formulate fundable projects designed to improve the performance of national bibliographical services in Member States and to provide better access throughout the Community to bibliographical information supporting the services and assisting users. The report of the work-shop has now been published (EUR 13284 EN) and includes papers on major issues in developments of bibliographical services, inter-Community needs and opportunities and seven appendices on a number of current projects plus a summary of present bibliographical services in Member States.

Contact:
Office for Official Publications
of the EC
L-2985 Luxembourg

Library catalogue conversion

A Workshop on retrospective conversion of catalogues was held in Luxembourg 4-5 July 1990 and aimed at encouraging the formulation of projects designed to contribute to the development of machine-readable catalogue access to collections of international importance. A report on the workshop is now available and inclines to the view that the Community should support activities targeted at the development of tools and methodologies leading to the greater sharing of records across national borders. As an example, Codes such as ISDN and ISSN, it was mentioned, were not always reliable in record matching programmes; derived codes are to be preferred and as an example a technique is already at hand in the Docmatch project funded by the Commission which gives minimum sized unique codes.

Contact: Ms. A Iljon
CEC, DG XIII-B
L-2920 Luxembourg

Tel: +352 4301 2923
Fax: +352 4301 3530

Produits et services bibliothécaires

Dans le cadre de la préparation de la ligne d'action 4 du plan d'action pour les bibliothèques, la Commission des Communautés européennes a chargé la société A Jour d'organiser un séminaire sur les produits et les services pour les bibliothèques qui se tiendra les 23 et 24 septembre 1991 à Luxembourg.

Ce séminaire vise à confronter la demande des professionnels des bibliothèques et l'offre des fournisseurs de cette communauté. Il s'adresse au secteur privé comme au secteur public, à tous ceux qui souhaitent mieux connaître l'état du marché, ses contraintes et ses perspectives.

La participation se fait sur invitation. Les personnes intéressées doivent se mettre en rapport avec l'organisateur.

Contacter:
M. Philippe Collier
A Jour
11 rue du Marché St Honoré
F-75001 Paris

Tél: +33 1 42 96 67 22
Fax: +33 1 40 20 07 75

Free inquiry service on European information market

The European Commission (DG) XIII-B) has implemented the first European Community-wide free phone system to help citizens find the answers to questions about the European information market.

Negotiations are under way with telephone administrations in all Member States to open lines to a Help Desk in Luxembourg. These reverse charge services allow European citizens to ask general questions on the information market in Europe, what information services are available, how do you connect to a database, and the European Community's IMPACT programme, plus ECHO'S talking computer Max. You can also request details about the Library programme.

Echo's Free-phone Services

	ECHO Help-Desk	MAX German	MAX English	Comments
Belgium	118456	118434	118435	118437
Denmark	80010756	80010734	80010735	80010737
France	05906956	05906934	05906935	05906937
Germany	0130823456	0130823334	0130823335	0130823337
Ireland	1800555256	1800555234	1800555235	1800555237
Luxembourg	08003456	08003334	08003335	08003337
Netherlands	060223156	060223134	060223135	060223137
U.K.	0800899256	0800899234	0800899235	0800899237

impact programme 1989-90,

Information Market Policy ACTions

	Information Market Observatory
	Overcoming technical, legal and administrative barriers
	Improving the conditions for transmitting and accessing information
	Improving the synergy between public and private sectors
	Launching of pilot/demonstration projects
	Promoting the use of European information services
	Libraries programme

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