



The Butler Cox Foundation
1984 Study Tour
of California.

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This year's Study Tour logo is based on the "Bear Flag", which was adopted as the official flag of the State of California in 1911.

Introduction

The fourth Butler Cox Foundation Study Tour of North America will take place in November 1984. This year's tour will focus on developments in the Silicon Valley area of California, and will be of one-week's duration. The aim of the tour is to enable delegates to see at first hand, and to discuss with other senior managers, some of the trends in information technology likely to have an impact on their organisations during the next few years.

The 1984 tour will base itself in the Palo Alto Holiday Inn in the heart of Silicon Valley. Delegates will assemble in Palo Alto on Sunday 4 November, and during the following week we will be visiting several companies in the surrounding area (including San Francisco). On two of the days, the presentations will take place in the Holiday Inn's own conference room. The formal part of the tour will finish with a dinner on Friday 9 November. Those delegates who wish to do so may then spend Saturday 10 November sightseeing in San Francisco before returning on Sunday 11 November.

From the following pages you will see that the programme of visits and presentations has been designed to cover all the aspects of information technology with which the Foundation is concerned. The visits and presentations will be of particular interest to senior managers responsible for planning future information systems. All the presentations during the tour will be addressed to the interests and concerns of this level of audience.

The 1984 tour is an addition to the regular Foundation programme of reports, conferences and other events. Due to the fact that not all member organisations will be able to participate in the tour, the charges made to delegates will meet fully the costs of planning and running the tour; it is not funded in any way from members' regular subscriptions.

We are confident that those who participate in the 1984 tour will, like their predecessors on the previous tours, experience an extremely stimulating and challenging week, and that their organisations will subsequently benefit from the knowledge acquired.

Allocation of Places

For practical reasons, the number of tour delegates has to be limited to about 70 people. Initially, we have allocated delegate places to each country in which the Foundation is active pro rata the number of members in that country. Any places not taken by a particular country will then be allocated to countries which are over-subscribed.

If, overall, there are more applications than there are places available, the places will be allocated by a simple draw. We regret the possible need to do this, but believe it to be fairer than allocating places on a first-come, first-served basis. You will be notified as soon as possible after the end of July whether this has been necessary.

Summary of the Programme

Sunday 4 November	Afternoon	<i>Travel to Palo Alto</i>
	Evening	<i>Reception</i>
Monday 5 November	Morning	<i>Presentations by Apple Computers Inc.</i>
	Afternoon	<i>Presentations by Digital Research Inc.</i>
Tuesday 6 November	Morning	<i>Visit to Sytec Inc.</i>
	Afternoon	<i>Visit to Trilogy Systems Inc.</i>
Wednesday 7 November	Morning	<i>Visit to AT&T Information Systems (San Francisco)</i>
	Afternoon	<i>Visit to Bank of America (San Francisco)</i>
	Evening	<i>Evening free in San Francisco</i>
Thursday 8 November	Morning	<i>Presentations by Filenet Corporation</i>
	Afternoon	<i>Presentations by CXC Corporation</i>
Friday 9 November	Morning	<i>Visit to Compression Labs, Inc.</i>
	Afternoon	<i>Presentations by Convergent Technologies Inc.</i>
	Evening	<i>Study Tour dinner</i>
Saturday 10 November		<i>Optional sightseeing visit to San Francisco</i>
Sunday 11 November		<i>Delegates depart</i>

Please note that the programme may be subject to detailed changes.

Description of the Visits

In the following pages we set out the intended scope of the 1984 Study Tour visits and presentations. Between now (June 1984) and the tour, the agenda for each visit will be defined in detail, and delegates will be provided with a detailed agenda about six weeks before the tour commences. At that time delegates will be invited to table any questions or issues that they would like to be addressed during a particular visit, and these will be forwarded to the appropriate organisation.

5 November **Apple Computers Inc.**

The tour commences with a presentation by the Company that launched the personal computing revolution. Terry Adams, European Sales Liaison manager, will address the tour delegates at the Palo Alto Holiday Inn. The session will begin with a short presentation, with most of the time being devoted to questions and answers on topics such as:

- Product technology and marketing strategy.
- Sales channels for selling Apple products.
- Apple's international manufacturing, distribution, sales and marketing.
- Product localisation for international markets.
- Personal productivity in practice at Apple.
- What "user friendly" really means.
- Trends in retailing, and the implications for end-user customers.
- The 1980 personal computer industry shakeout.

Description of the Visits

5 November **Digital Research Inc.**

We will spend the afternoon with Digital Research, hearing about the company, its markets and products. The company's best known products include the CP/M and Concurrent CP/M operating systems, and Concurrent PC-DOS which provides multi-tasking and multi-user facilities for IBM PCs. The session will include:

- A presentation by Dan A. Simchuk, Director of the World Trade Technology Group. The presentation will include the company's background, its major market areas, the trends that are appearing in the microcomputer industry, and Digital Research's corporate strategy to address these trends. There will also be a discussion of the company's commercial products, with emphasis placed on user interfaces, multi-user and multi-tasking technologies, networking, business graphics and integrated hardware/software solutions. This will be followed by a brief look at the consumer product line, including Dr Logo, educational software, ROM-based software, and video disk technology.
- A demonstration of a number of the concepts covered in the presentation with a focus on the effectiveness of concurrent processing and business graphics in the business environment.

Description of the Visits

6 November **Sytec Inc.**

Sytec's primary product line is a broadband, general purpose local area network called LocalNet. The company has recently announced the formation of a separate division to design and develop personal computer broadband LAN products.

Sytec's presentation will include an overview of the company, its local area network products, the current LAN technology and the company's activities with industry groups such as IEEE and the European Computer Manufacturers Association (ECMA) to develop standards, personal computer issues and LAN applications within commercial environments. A demonstration of LocalNet showing its video and data communications capabilities will be conducted at Sytec's headquarters in Mountain View.

6 November **Trilogy Systems Inc.**

During the afternoon, we will visit the Cupertino corporate headquarters of Trilogy Systems Inc., the company founded by Gene Amdahl. Paul McEnroe, vice president engineering, will make a presentation about the evolution of high-speed semiconductor and packaging technologies required to support the development of high-speed digital computers. Particular emphasis will be made of Trilogy's development of wafer-scale integration as a leading contender for a high-speed technology for the next decade. A tour of Trilogy's Cupertino facility will also be included.

Description of the Visits

7 November **AT&T Information Systems**

During the morning we will visit AT&T Information Systems in San Francisco. The purpose of the visit will be to hear about AT&T's plans for a major push into world IT markets, particularly as a minicomputer and personal computer supplier.

7 November **Bank of America**

We will spend the afternoon with Bank of America in San Francisco, where we will hear about the experiences of this large US corporation in implementing modern information technology applications.

Description of the Visits

8 November

Filenet Corporation

Filenet Corporation was founded in September 1982 to develop, manufacture and market an advanced optical disk-based office system, termed the Document-Image Processor. The system represents an innovative integration of new hardware and software technologies, centred on the ability to store millions of document images and randomly retrieve them in seconds, for processing at a multifunction workstation. The primary marketplace will be to departments of large companies and government agencies. The company expects to make a product announcement in September 1984.

The presentations will focus on the role that Filenet sees for its products in an electronic office environment.

Description of the Visits

8 November **CXC Corporation**

CXC was founded in June 1981 and was chartered to bring to market a new generation of communications system technology; one which fully integrates the voice and human interface capabilities of a PBX with the wideband capacity and data handling capabilities of a local area network (LAN). CXC's name stands for the convergence of computers and communications and the Company's management and technical team has been built to combine the technologies required to develop the new technology.

CXC has completed development of the first system, called the Rose Communications System, and has filed patents on the custom semiconductor technology used in the new generation architecture. The basis of these patents is a "PBX on a chip" which allows each terminal to dynamically allocate the bandwidth required for all voice and data communication. This facility has caused numerous members of the communications community to label the CXC product as a "fourth generation" PBX. There are four additional reasons for attributing fourth generation to this new technology:

- The system integrates a local area network — a 50 MBps broadband ring and 10 MBps Ethernet bus.
- The system is fully distributed with each node having the capability to work standalone or as a fully integrated part of the overall system along with the other nodes and local area networks.
- The system integrates packet switching technology including an integrated packet channel to each telephone.
- The Rose System software integrates data and messaging communications along with voice at all levels including integrated text and voice messaging to each telephone.

CXC will ship production systems in August, 1984 and plans to become profitable in 1985.

Description of the Visits

9 November **Compression Labs Inc.**

During the morning, our visit to the corporate headquarters of CLI will provide a look at the industry and applications of video teleconferencing. CLI designs, manufactures and markets full motion video teleconferencing systems for use by business and other organisations.

The presentations will cover video teleconferencing applications and strategies within the corporate environment and an overview of the implementation of this technology in the United States and Europe.

At the end of the formal session, CLI will host a luncheon where a more informal exchange of information can continue.

9 November **Convergent Technologies Inc.**

Our final presentation of the tour will be by Convergent Technologies Inc. Convergent Technologies designs, develops, manufactures and markets microprocessor-based computers and computer systems and associated software. These products may be used in a wide variety of business, administrative and engineering applications, and they include microportable computers, desktop workstations, minicomputers, super-minicomputers, and associated peripherals. Recently the company has begun to manufacture and ship the following new products:

- NGEN, a new family of powerful modular multifunction workstations.
- Megafame, a 32-bit multiprocessor super-minicomputer.
- Miniframe, a low-cost multiuser, Unix-based minicomputer.
- PT, a processing terminal which complements and is used in conjunction with Megafame and Miniframe.
- Workslate, a microportable computer which is designed to be operated by business and administrative professionals. This device measures 8.5 ins. x 11.25 ins. x 1 in., weighs just over 3 lbs. and comes with built-in spreadsheet software.

Also, in late 1983, Convergent Technologies entered into an agreement with AT&T Information Systems Inc. (ATT-IS) whereby certain computer products will be manufactured exclusively for ATT-IS.

Travel and Accommodation

Travel Some delegates will wish to make their own arrangements for travelling to and from San Francisco (which is the nearest international airport to Palo Alto). However, where it is possible to do so, we will arrange special group discounts for air travel to and from San Francisco. Details of the relevant package (including the airfare) are enclosed on a separate sheet. Please indicate on the registration form whether you will be making your own international travel arrangements, or if you wish to use the relevant group travel package.

We will arrange for buses to meet the various groups arriving at San Francisco and transfer them to the Palo Alto Holiday Inn. Delegates making their own way to San Francisco will be welcome to use this bus service.

During the tour itself, all transportation between the hotel and the visit sites will be provided as part of the study tour package.

Accommodation We have made provisional bookings at the Palo Alto Holiday Inn, but delegates will be responsible for paying their room charges and other hotel charges for meals, etc. direct to the hotel at the end of the tour. The basic room rate is \$88 per night (including tax), based on single occupancy of a room.

Companions The tour is necessarily constructed around the needs of the delegates, but some delegates may wish to bring their wives or husbands with them. The charges for companions will comprise the additional hotel room charge (\$11 per night) for sharing a double room and a small charge payable to Butler Cox (to cover the cost of the functions attended by the companions).

We have not organised a specific programme of events for companions, but Butler Cox staff will be available at the hotel to arrange sightseeing and other excursions as required. The cost of any such activities will be paid for, at the time, by those who take part.

Registration Details

Participation fee

The fee for participating in the Study Tour is £1,015 per delegate, and this amount is payable to Butler Cox. This fee covers the costs we incur in organising and running the tour, the costs of ground transportation within California (including a recreational visit to San Francisco on Saturday 10 November), conference facilities at the hotel, the reception on 4 November, the final dinner on 9 November, and lunches on the working days of the tour.

The charge for companions is £95, and this amount is also payable to Butler Cox. This charge covers the costs of ground transfers between San Francisco and the hotel, the reception on 4 November, the final dinner on 9 November, and ground transportation to and from San Francisco on Saturday 10 November. It does not include lunches on the days when the delegates are involved in the tour visits. Nor does it include the cost of any excursions or visits, which will be paid for, at the time, by those who participate in them.

In addition to the participation fee, delegates (and companions) also need to pay their international travel costs, and hotel costs.

Registration Procedure

If you wish to participate in the tour, please complete the form on page 15, and send it to the Foundation office with which you normally correspond (the addresses are on the back of the form). It should be accompanied by a cheque or banker's draft to cover the participation fee for you (and your companion). All payments must be made in sterling, and cheques or banker's drafts should be made payable to Butler Cox & Partners Limited. (For UK organisations, an additional 15% VAT is also payable.) You will be invoiced separately for any charges associated with special group travel arrangements.

We will acknowledge receipt of your registration form as soon as it is received, but places on the tour will not be allocated until the end of July, in accordance with the procedure set out on page 3. As soon as we confirm your registration for the tour, your cheque or banker's draft will be cashed. Cheques or banker's drafts received from individuals to whom we prove unable to offer a place will, of course, be returned.

Registration Details

- Additional delegates** If the tour is under-subscribed, a second (or third) delegate from your organisation will be welcome to participate. If you wish to nominate further people for the tour, please send additional registration forms to us, marking clearly the sequence in which you wish them to be considered (ie 1st priority, 2nd priority, etc.). But please do not send payments for 2nd priority nominations. If further places can be allocated, we will let you know at the beginning of August and invoice you accordingly.
- Cancellations** There will be no charge for cancelling your registration before the end of July. Thereafter we may only be able to make a full refund if we are able to allocate the place to another delegate.
- We would remind you that you can insure against not being able to travel with the tour because of sickness, etc., and would advise you to contact your own, or your company's, insurance broker.
- Further information** If you have any queries concerning the 1984 Study Tour, please contact David Seabrook at our London office.

Registration Form

Member Organisation _____

Delegate Name _____

Position _____

Address _____

Telephone _____ Telex _____

I wish to register for the 1984 Study Tour. Please reserve hotel accommodation for me (and my companion) at the Palo Alto Holiday Inn.

	Fee	Inc. VAT @ 15%, UK only
Delegate participation fee	£1,015.00	£1,167.25
Companion's fee	£95.00	£109.25
Total amount payable	£	£

I enclose a cheque/bankers' draft for the above amount payable to Butler Cox & Partners Limited.

I will be making my own way to/from San Francisco YES/NO

I will be using the group travel package from and to YES/NO

I will be returning from San Francisco on

I understand that in the event of my cancelling either my own, or my companion's registration, I will be liable for any cancellation costs that may be incurred by Butler Cox. If I cancel my registration and my place on the tour cannot be allocated to another delegate, I understand that no refund may be payable.

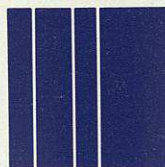
Signature _____

Continued overleaf

Registration Form

Please return this form together with your study tour fee to the Foundation office with which you usually correspond:

Belgium	Rosine Lefebvre SA Butler Cox NV, Avenue Louise - 479 - Louizalaan, Bte - 47 - Bus. Bruxelles 1050 Brussel
France	Alain Loize Butler Cox SARL Tour Akzo, 164 Rue Ambroise Croizat 93204 St Denis-Cedex 1
Italy	Giorgio Franchina Sisdo bda Srl 20123 Milano - Via Caradosso 7
The Netherlands	Rosine Lefebvre SA Butler Cox NV Avenue Louise - 479 - Louizalaan, Bte - 47 - Bus. Bruxelles 1050 Brussel
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United Kingdom and others	John Kinnear Butler Cox & Partners Limited Butler Cox House 12 Bloomsbury Square London WC1A 2LL



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