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# The One Per Desk — a revolutionary product from ICL



IN OCTOBER, 1983, a new ICL Business Centre was formed at Bracknell O1.

Called the OPD Business Centre, it has been working in great secrecy and behind closed doors, under Manager Andy Roberts (left).

The result of its work is a new and exciting product for ICL — the One Per Desk.

It was developed after extensive market research to find out what the business professional needed and combines computing and telephone facilities in a way never done before.

ICL Managing Director Peter Bonfield said: "We've done our research, committed our capital and come up with a revolutionary product. We have the capacity to produce up to 100,000 OPDs a year and we believe the timing is right."

"ICL is not suffering from the British urge to 'wait and see what happens'. The market is there to be opened up, we have the first genuine OPD machine and we're going to exploit this advantage in a determined, marketing-led way.

"Our job is to turn its international potential into worldwide sales."

This 4-page Special tells the story of the product — and shows why it is already a world leader in its field.

**A NEW ERA in the computer revolution has come with the launch of ICL's newest product. Called the One Per Desk it combines an advanced telephone with a microcomputer — and has been designed so people who can't even type, let alone use a computer, can use it.**

It plugs straight into a 13-amp socket and uses an ordinary telephone line.

The November 15 UK launch will be followed with launches in Europe, Australia, New Zealand, Hong Kong, South Africa, Canada and the US.

The target audience are all those managers and professionals — working alone or in large organisations — who haven't got the time, or the inclination, to get to grips with computer jargon and computer codes.

In the UK alone the potential market is over 3 MILLION desks — nearly £4 BILLION.

It is a real plug in and go machine — users don't even need to read an instruction manual to start using it in their working day.

From the moment they switch on the OPD gives them:

- An advanced feature phone
- Word processor
- Business graphics
- Financial and other spreadsheets
- Database management
- Telex facilities
- Access to any communications network running on Videotex, glass teletype, or ICL Link — that's more than 1,000 computer information services worldwide including household names like Prestel and Dow Jones.
- Electronic mail facilities
- A sophisticated calculator
- A voice synthesiser to leave recorded messages
- Advanced messaging facilities
- Communication with any other OPD inside, or outside, their own organisation.

## Computer power without jargon

# A NEW ERA FOR THE WORLD OF BUSINESS

Prices start from under £1,200. And all buyers get a one-year USERCOVER to give peace of mind particularly to businessmen and women who are concerned about stories about teething problems with new technology products.

It's amazing ease of use has been tested and retested with the layman in mind.

Yet it also includes specially developed database and BASIC programme languages so experts can write programmes for specialised tasks.

Other major features include:

### MULTI-TASKING

It can do many jobs all at once (see More Good news for OPD users — Page 4).

### WIDE USE OF MENU SELECTION

This is one of the keys to its ease of use as the user is given simple choices on the monitor screen so he can get on with the job right away.

### WIDE USE OF PROMPTS

These appear at the top of the screen and allow users to do more advanced things when they are ready.

### A HELP CARTRIDGE

This is used when the user wants quick advice, particularly when doing something new.

### A NOTICEBOARD

This is on the bottom of the screen. It in-

cludes information such as the date and time, tells the user when information is coming in to another part of the OPD, and so on. It also gives the cost of phone or database calls — as they're being made.

### MESSAGING

This allows the user to plan his day. He has a computer *In Tray* where incoming messages are stored until he is ready to read them, a *Notepad* where he writes his own messages, his diary or business reminders, and an *Out-tray* where messages he has sent are stored. Messages can be quickly sent between OPDs — and when one is received the noticeboard informs the user, but without interrupting what he is doing.

## Save time and money with the OPD

OPD's telephone can be as simple or as comprehensive as you like. It can have one line or two — in which case the user can make a call on one line and receive information from a database on the other while he or she is talking.

For an ordinary call the user just picks up the receiver and dials the number — which automatically comes up on the bottom of the screen.

The OPD phone also gives:

**A personal telephone directory** — with up to 500 numbers with names, addresses, occupations, extension numbers and anything else the user wants to type in — birthdays, information about the last time they rang, background notes on the company and so on. New entries are automatically arranged in alphabetical order.

**A personal directory enquiry service** — it will find any number in the personal directory. Users simply type in the person's name, or company, or other information and the OPD automatically searches for it and puts the number on the screen — along with other information typed in the directory.

**Shortcode dialling** — Users can give names in their directory shortcodes — say the person's initials or the initials of the company. From then on the user can use those initials to dial the full number. If there's an extension it will automatically appear on the screen.

**Call timing and charging** — the amount the call is costing appears at the bottom of the screen as it's being made. The OPD can also keep records of the costs of the calls made.

**A loudspeaker** — This allows users to leave the receiver down and carry on doing something else when someone is talking to them. It is also there so numbers can be dialled without the receiver being picked up — the OPD indicates when the call has been answered and the handset is lifted to engage a conversation.

**Recorded messages** — this is made possible by the OPD's voice synthesiser — complete with its own vocabulary. Up to 16 commonly-used messages can be stored in memory. Up to two messages can be left to come on or go off during the day at set times — allowing the user to change the message even when he or she is out of the office.

Other features normally associated with advanced telephony are also available including recall of any of the last six numbers

dialled by pressing only one key; the ability to hold calls, transfer them and set up teleconferences.

● *The telephone directory, enquiry service, shortcode dialling and display of how much calls are costing are also provided for Computer Services — saving time and money on database calls. All data received can be stored and printed off-line.*

**AND MUCH,  
MUCH MORE  
See page 4**



salesman's product — they can demonstrate it themselves and every one of ICL's UK sales force will be shown its full capabilities by Christmas.

OPD Marketing Manager Wayne Parkin and his team at Bracknell are convinced that once demonstrated the OPD will be hard to resist.

"One of the main problems we think we will have is convincing people the OPD really is as easy to use as we say it is," he said.

"The one way to prove the point is by demonstrations and this will be a major part of our marketing not only in the UK but also worldwide.

"This is of major importance given the exaggerated claims that have been made in the industry for office products in the past and our need to show how different the OPD is from competitive products."

A whole list of marketing initiatives has been planned.

These began with three separate Press Conferences in London on November 15 and 16 — aimed at all sections of the Press, Radio and Television, national press and

# Why the OPD is hard to resist...

## ...and how it's to be marketed around the world

specialised press in areas such as accountancy, management, marketing and so on. Press Advertising will also be widespread.

As well as all ICL salesmen being provided with OPDs every ICL reception area will also have one.

There will be major use of Computerpoint Demonstration Centres and of Management Centres.

In the UK, launches to customers will be held on a regional basis in the week beginning

November 26. Special customer events will be set up in Bristol, Manchester, London, Glasgow, Birmingham, Bath and Windsor to make a big impact.

As the product hits the market the OPD marketing team will put into effect a major communications programme to receive feedback. As this comes in they will be able to gauge the effect of the marketing operation and by being flexible change direction to suit

needs.

In the same way, any new requirements of the market, for example in the area of new software applications, will also be quickly identified.

The Business Centre has drawn up a two-year development plan for the OPD.

"We have the market lead and this plan will make sure we keep that lead and position ICL as the leading supplier of executive work

tions," said Wayne.

The Business Centre has already had discussions with leading software houses who will be working on new applications for the OPD.

The first non-UK launch is set for Australia and other major potential growth areas are Europe and North America.

Because of the telephone facilities on the OPD the product will need to meet the telecommunication standards of every country where it is launched.

Overseas, Public Telephone and Telecommunications authorities (PTTs) are already in discussion with ICL.

In all cases the distributors around the world must have three things, said Wayne. They must have the infrastructure to support a product like the OPD in terms of sales resources and organisation; they must have expertise in telephony; and they must be able to make a contribution in helping to get the product approved.

In some countries the different telephone standards will require some technical modifications to the OPD — and these are already well in hand.

# FOUR STAR SOFTWARE IS HELD ON SILICON

THERE ARE four major computer software packages available with the OPD — each of them leaders in their own right.

They are supplied as the Xchange package — which fits into the OPD as a ROM pack. Unlike Personal Computers this software is held on silicon and is instantly available, with no swapping of discs.

It is designed so OPD users can take information from one area and merge it with work carried out in another.

For example, figures typed in for financial spreadsheets can be quickly made into graphs — or incorporated into reports and documents prepared on the word processor.

This is why it is called Xchange.

It was developed by the software house Psion and specially adapted for the OPD — with extensive work being done within ICL to make sure people who have never used computers can use it — from the moment the OPD is switched on.

## Word Processing — the package is called QUILL.

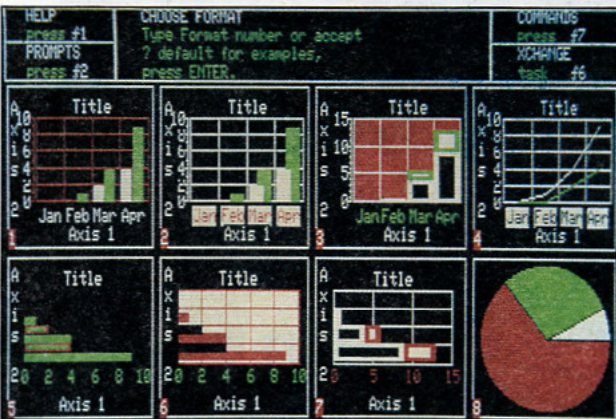
Even two-finger typists can use the OPD as a word processor right away. QUILL has a wide range of editing facilities, allowing words to be put in or taken out quickly and easily and full search facilities to find words that need altering.

A major plus point is that you get what you see — the screen always shows exactly what will be printed. For example, if you want text in bold or underlined you don't use confusing symbols as other programmes do.

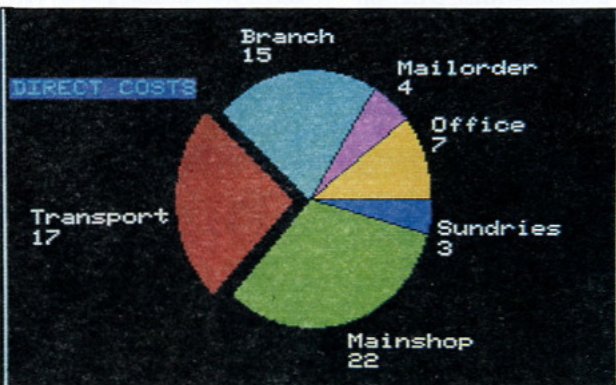
Other features include the ability to design page layouts, tabulate figures or sections of words, type words or numbers above or below the line and so on.

## Spreadsheets — ABACUS

The ABACUS programme is a business tool of enormous help to



Take your pick with the OPD — eight graph shapes are automatically produced on screen from figures fed in by users. They choose the one they want and can then change it to suit their own needs — see EASEL right.



who in finance, Government or who deals in statistics.

Unlike other spreadsheet programmes the user types in the actual words of what he is doing — not complicated cell-referencing codes. For example, if the figures are about Sales he types in SALES. If the month is January he types in January (or Jan).

The OPD allows up to 64 columns horizontally and 255 vertically.

Text can be added as necessary and other features include automatic recalculation of whole rows or columns of figures and the ability to show two parts of the spreadsheet together on the same screen (called windowing).

## More good news for OPD users

### Database management — ARCHIVE

Users without previous experience can set up and run powerful card-index type database filing systems within minutes of switching on — with information on each entry to suit the individual: names, addresses, potential business and so on.

Those with experience can use the programme language (based on BASIC) to develop specialised database management programmes such as accounting and stock control.

In either case, the system allows automatic search of the information — for example, in the case of a file on Customers it could extract a list of all customers living in, say, London or Sydney who have made a purchase in the last month.

Its outstanding ease-of-use is supported by other major plus points including the ability to use any number of files at one time, cross referencing and powerful indexing facilities.

### Graphics — EASEL

Sets of figures typed onto the screen are reproduced automatically on the screen in graph form — and the user is given eight different shapes to choose from.

These include vertical or horizontal bars, pie charts, line graphs and so on.

Different graphics can be merged, text can be moved around, lines made wider or narrower, colours changed and so on to allow graphs to be designed to individual needs.

Segments of pie charts can be pulled out for emphasis and graphs automatically produced from information already put into the Spreadsheet programme.

ONE OF the many unique features of the OPD is that it keeps a running record of what the user is doing.

This feature has been included in the design because the OPD is able to handle many jobs — all at once.

Users, for example, may be doing some word processing, switch to a database to get some important information, send off a message, receive or make a phone call — and forget how far they had got with the word processing.

No problem on the OPD. They simply press a key to be given a list of which jobs are still outstanding and how far they have got with them.

They can then select the one they want to carry on with.

"It is a facility we included because every businessman and woman knows about interruptions," said Business Centre Manager Andy Roberts.

"With One Per Desk they can quickly get back to what they were doing before being interrupted by that phone call or unexpected meeting."

In addition, OPD users can do other jobs while the OPD is working for them. For example, they may have asked for information from a database and while waiting for it to come through can use the screen to work on a report and have documents printed out. The OPD can cope with as many jobs like this as the user needs — all at once.