

Hardware — software trade

Canada Reports
Volume 2, No. 5

Canada will shine at Hanover world computer fair

Canada, the world's eighth-largest exporter of computer equipment, will be a major participant at CeBIT 86, considered the world's largest and most important trade fair for office, data and communications technology, to be held in Hanover, West Germany, March 12-19.

Twenty-six leading computer companies representing the more than 125 Canadian firms successfully marketing products internationally, will participate at Canada's national stand sponsored by the Department of External Affairs. The companies hope to expand sales markedly over those made at the 1985 trade fair where 19 participants secured some \$20 million in sales.

The current trend worldwide to integrated telecommunications and data processing products, two areas of strength in the Canadian computer industry, have led to rapid growth in Canadian exports of computers and related products. In the past six years, the value of goods exported has tripled, representing an annual growth rate of more than 20 per cent. Today, more than 90 per cent of all shipments made by the Canadian computer industry is to export markets.

Broad expertise

Canadian developments that have been successful in international markets include distributed data processing networks using X.25 and other advanced approaches; IBM PC database products; award-winning fourth-generation software languages; graphic display software; intelligent data analyzers;

UNIX systems software; and financial service bureau products.

Major multinational corporations that dominate international information technology are also highly active in the Canadian industry and play an important role in the development of Canada's domestic capability. Many of them undertake product development and manufacturing in Canada, often in co-operation with a specialized Canadian supplier, and their Canadian operations have responsibility for design, development, and production for the world market. In addition, international involvement by Canadian computer companies has led to many joint ventures and licensing arrangements with foreign firms.

Extensive displays

The Canadian displays at CeBIT will range from personal computers and expansion boards and special-purpose computer systems to a wide range of terminals and data communications products. Examples of Canada's expertise in local area networks (LANs) and integrated office systems may also be viewed.

In software, Canadian products range from systems software and graphics packages through database and data management packages, to advanced real-time systems and generic applications.

Electrohome's single-lens 65 KHz CAD/CAM 2 000 colour data/graphics projection system, that can be used with most computers, is a recent hardware develop-

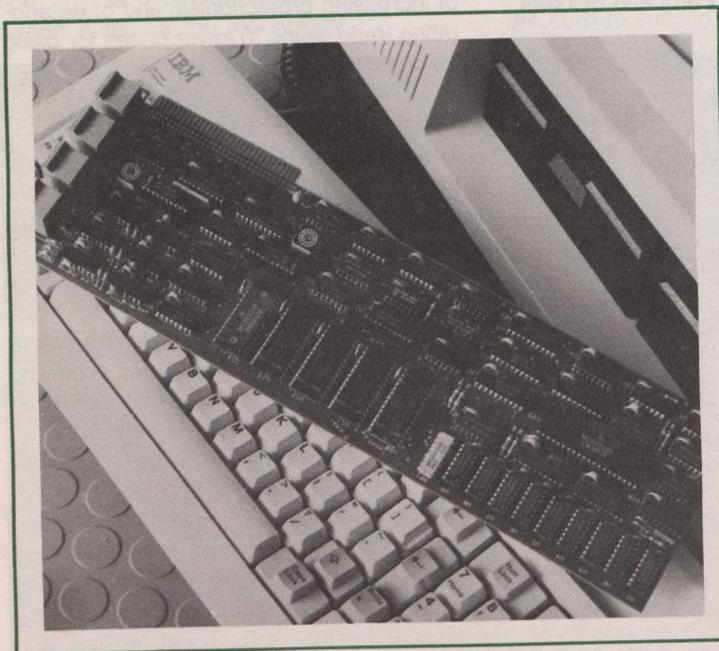
ment that will be demonstrated. Its unique VARI-FOCUS feature allows users to vary the picture from a 1.5-metre to 4-metre diagonal without moving the unit. Users can also switch from flat to curved screens in seconds.

Other recent hardware products on view include Keynote's KD500PC Terminal, a versatile unit available for multi-user IBM PC, XT, or AT environments, and Nelma's ESTeem wireless communications modems that allow communications between devices up to 50 kilometres apart.

Advanced graphics and communications cards for personal computers will also be featured at CeBIT. Array Technology has adapted gate array technology to produce the graphics solution half card, a multi-application video controller capable of performing graphics for a number of personal computers, colour graphics emulation on a monochrome monitor, or 132 columns in colour or monochrome. A new plug-in card by TIL Systems, the XPERT PC card, allows users to communicate simultaneously with up to four different host computers or on-line services.

In point-of-sales systems, ABC Systems International is introducing the CA\$HCOM System 500, with a programmable keyboard capable of maintaining 320 presets, making it much easier to use and more flexible than any other point-of-sale system on the market.

New Canadian products for local area networks include Switchcom's SwitchNet, a flexible, easy-to-use switch that can serve as the base of a LAN, and Net One Data's Easynet, an easy-to-use network system, offering fast data transmission, automatic file and record locking and electronic mail.



TIL Systems' XPERT PC Card provides packet switching and multiple terminal emulations for any IBM-compatible personal computer.



CA\$HCOM from Advanced Business Computer Systems is a computerized retail system that integrates all business activities.