



## 9 spørgsmål og svar

### Hvorfor Finder?

Bibliotekscentralen har efter lang tids søgen fundet det edb-programmel, der kan løse de problemer, mange firmaer har med arkivering og genfindning af informationer.

### Hvad er Finder?

Finder er et edb-arkiv, som man selv kan »skræddersy« til netop den opgave, man ønsker. Arkivet kan genfinde enhver information – ord eller tal – meget hurtigt. Det betyder, at man for eksempel kan genfinde en større tekstmængde, blot man kan huske et af de brugte ord eller tal.

### Hvor meget rummer Finder?

Finder kan rumme op til 2,3 milliarder referencer. Hvert ord i den indskrevne tekst kopieres over i et separat index, som Finder bruger til genfindingen.

### Hvor hurtig er Finder?

På grund af det specielle index, kan ethvert ord genfindes på 2-4 sekunder.

### Hvor kan Finder bruges?

Finder kan bruges på IBM og alle IBM-kompatible PC'ere.

### Hvem kan bruge Finder?

Det kan alle. Finder er let at anvende, og kan bruges uden kendskab til programmering.

### Hvordan arkiverer man i Finder?

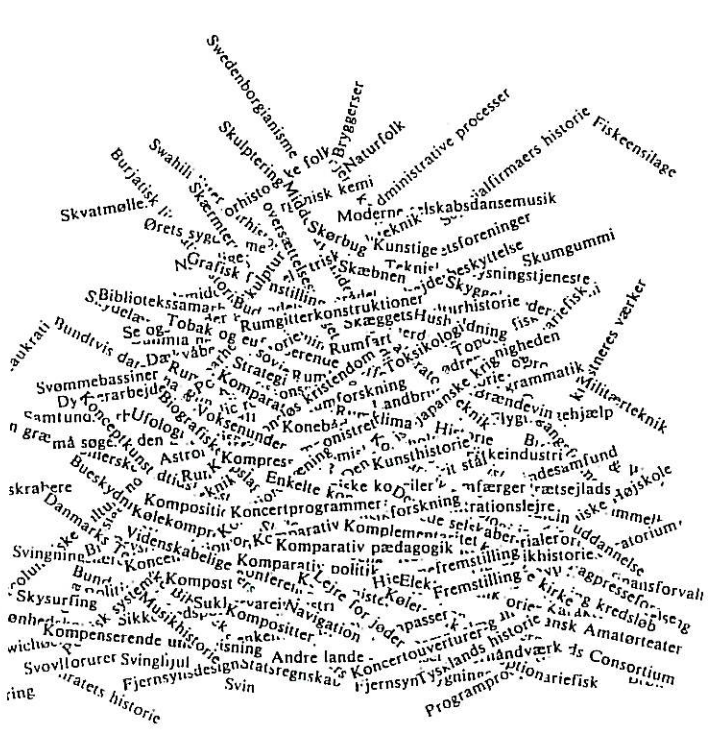
Når informationerne skal arkiveres, kan man bruge manuel indtastning eller få indlæst informationer fra andre databaser ved hjælp af Finder-Link.

### Hvordan søger man i Finder?

Finder gør det muligt at søge efter og genfinde et hvilket som helst ord eller reference, der findes i arkivet. Informationerne kan udskrives på printer.

### Hvorfor er Finder bedre end andre programmer?

Finder er nem at anvende, har stor fleksibilitet og stor kapacitet. Hvert ord i Finder er et søgeord, og Finder kan »skræddersys« til at arkivere og genfinde informationer, om det er noter, breve, rapporter, pjecer, artikler eller bøger.



Det kan Finder bruges til

## Markedsføring/Salg

Markedsføring og salg kræver mange informationer:

- produktoplysninger
- markedsundersøgelser
- kundeprofiler
- konkurrentinformation
- kundesamtaler
- aktivitetsrapporter
- opfølgning af kontakter

Fundet på  
søgeordet "Finder"

```
KUND Database -Set 2 Screen - 2
1) NAVN Bibliotekscentralen
2) AFD Konsulenttjenesten
4) ATT Lars Edinger
5) AFD Tempovej 7-11
6) POSTBY 2750 Ballerup
8) TLF 02 97 40 00
11) DATAMAT Sperry FC
14) PROGRAM Finder
17) PROGRAM FinderLink
20) NOTER
3) NUM
7) LAND
9) TLX
12) OS MS DOS
15) VERSION 4.0.4
18) VERSION
10) TFX
13) ANTAL 1
16) LICENS
19) LICENS
```

## Arkiv/Bibliotek

Finder er udarbejdet med bibliotekaren/informationsmedarbejderen i tankerne:

- normer
- standarder
- patenter
- tidsskrifter
- artikler
- bøger
- pjecer

Fundet på søgeordet  
"Kalvefødsel"

```
Em
Andersen, Leif Esper
Ditte får en halv
illustreret af Thora Lund. - 1. udgave,
6. oplag. - Kbh. : Gyldendal, 1986. -
69 sider : ill. - (Dingo-bøgerne).
Ditte overværer en kalvefødsel. - Let
at læse. - 3. del af: Ditte løber væk.
Seriens indhold se denne. - Hertil
findes 1-2-3-opgaver. - Hertil findes
lydbånd.
```

## Administration/Information

I Finder kan indlægges både henvisninger til en sag og selve sagens tekst:

- sagsbehandling
- personalepolitik
- resumeer
- ansættelsespapirer
- arbejdsbeskrivelser
- aktivitetsrapporter
- årsrapporter

Fundet på  
søgeordet "labels"

```
JOUR Database -Set 1 Screen - 1
1) JOURNALNR 27-55-13
4) JOURNALDATO 87-07-13
7) BESVARES Y
10) AFS./MODT. Bibliotekscentralen
12) POSTSTED BY 2750 Ballerup
14) TLF.NR. 02 974000
2) GRUPPE 5334
5) BREVDATO 87-07-10
8) SVAR DATO 87-07-13
3) IND/UD 1
6) PLACERING Konsulent
9) SVAR PLACERING Konsu
11) ADRESSE Tempovej 7-11
13) REFERENCE LE/MP
15) KONTAKTPERSON Lars Edinger
17) SAGSBEHANDLER Hans Har
19) BESVARET
22) BILAGSPLAC.
24) SAGSRESUME Forespørgsel om mulighederne for at oprette databaser
25) SAGSRESUME udskrive adresselabels og sagsresumeer
26) SAGSRESUME
```

## Tekniske data

Finder kan oprette to typer databaser:

- én type, hvor hver reference udgøres af et skærmbillede.
- fuldtekstbaser, hvor hver reference udgøres af fra 2-10.000 skærmbilleder.

### Kapacitet:

255 forskellige databaser  
2,3 mia. skærmbilleder  
50 felter pr. database  
256 tegn pr. felt

### Systemkrav:

Min. 64 K RAM  
10 MB Winchester harddisk  
PC/MS DOS 2.0 eller nyere

### Faciliteter

- OG/ELLER/IKKE kombinatoriske søgninger
- Højre- og venstretrunkering
- Maskering af tegn
- Intervalsøgning
- Begrænsning af søgninger til søgesæt og/eller enkelt-felter
- Flere udskriftsformater
- Udskrifter på papir, skærm eller disk
- Bladring i indextermer
- Udskrivning af emneordslister

og meget mere.

Finder licenshavere holdes orienteret om revisioner og nye udgaver af Finder.

## FinderLink

FinderLink er et hjælpeprogram til Finder.

Med FinderLink kan man overføre referencer fra andre databaser til Finder og fra en Finder database til en anden.

Programmet kan overføre både strukturerede og ustrukturerede filer (sidstnævnte struktureres ved hjælp af FinderLink), f.eks. referencer downloadede fra eksterne databaser.

En allerede udarbejdet definition kan gemmes til senere anvendelse. Under overførslen kan bestemte tegn, f.eks. skilletegn, erstattes med tegn efter ønske.

### Systemkrav:

Min. 128 K RAM  
10 MB Winchester harddisk anbefales  
PC/MS DOS 2.0 eller nyere



Bibliotekscentralen as

Tempovej 7-11 · 2750 Ballerup · Tlf. 02 97 40 00



## *BC Bibliotekssystemer*

### *FINDER: The Retrieval System*

FINDER er et brugervenligt søgesystem til bibliografiske databaser. FINDER er udviklet specielt til mikrodatamater og kan fås både i enkeltbruger- og flerbrugerniveau.

Programmet indeholder alle funktioner til oprettelse og ajourføring af databaser, og søgefaciliteterne svarer til dem, man finder i de store databaser; f.eks. kan man maskere og højre- og venstretrunkere. Der er ingen begrænsninger i databasernes størrelse, ligesom den enkelte reference kan have ubegrænset længde. Der kan oprettes et ubegrænset antal databaser. Mulighederne begrænses kun af hardware.

#### *Faciliteter*

- OG / ELLER / IKKE kombinatoriske søgninger
- Højre- og venstretrunkering
- Maskering af tegn
- Intervalsøgning
- Flere udskriftsformater
- Udskrifter på papir, skærm eller disk
- Bladring i indextermer
- Begrænsning af søgninger til søgesæt og/eller enkelt-felter
- Skærbilleder kan kobles sammen
- Udskrivning af emneordslister

#### *Kapacitet*

2,38 mia. skærbilleder  
50 felter i et skærbillede  
255 tegn pr. felt  
Ubegrænset antal databaser (kun begrænset af hardware)

### *Maskin- og operationssystemkrav*

FINDER kan installeres på alle IBM og dermed kompatible maskiner under DOS version 2.0 eller nyere. Minimum 64K RAM kræves og en fast disk på min. 10 MB anbefales. Flerbrugerkonfiguration kan køres med FINDER.

### *Nye udgaver af programmet*

FINDER licenshavere holdes orienteret om revisioner og nye udgaver af FINDER-programmerne.

#### *Vejledning*

Der ydes ubegrænset telefonisk vejledning.

FINDER leveres på 2 disketter, indeholdende program og demo-base samt udførlig brugervejledning.

### *FINDERlink*

Med FINDERlink kan man overføre referencer fra andre databaser til FINDER og fra en FINDER database til en anden. Programmet kan overføre både strukturerede og ustrukturerede filer (sidstnævnte struktureres ved hjælp af FINDERlink), f.eks. referencer downloaded fra eksterne databaser.

En allerede udarbejdet definition kan gemmes til senere anvendelse. Under overførslen kan bestemte tegn, f.eks. skille-tegn, erstattes med tegn efter ønske.

### *Maskin- og operationssystemkrav*

FINDERlink kan installeres på alle IBM og dermed kompatible maskiner under DOS version 2.0 eller nyere. Således kan f.eks. IBM PC/XT eller PC/AT og tilsvarende anvendes. Der kræves min. 128K RAM og en diskettestation. Fast disk på min. 10 MB anbefales.

### *Nye udgaver af programmet*

FINDERlink licenshavere holdes orienteret om revisioner og nye udgaver af FINDERlink.

#### *Vejledning*

Der ydes ubegrænset telefonisk vejledning.

FINDERlink leveres på en diskette og med udførlig brugervejledning.



## Finder - Prislister

Finder version 4.0.4. incl.

Finder-Link version 4.0.1. kr. 7.165,00

Ved samtidigt køb af flere licenser:

2- 4 Finder-licenser:	pr. licens	-	6.090,25
5-10 Finder-licenser:	- -	-	5.015,50
11-50 Finder-licenser:	- -	-	4.299,00

Ved installation af Finder i netværk:

**Potentielle brugere pr.  
software-enhed**

**Licenskrav**

1- 2 terminaler/processorer	1 licens
3- 5 terminaler/processorer	2 licenser
6- 9 terminaler/processorer	3 licenser
10-16 terminaler/processorer	4 licenser

Alle priser er excl. moms.

## Kort beskrivelse og vurdering af FINDER

### GENERELT

FINDER er den samlede betegnelse for en programpakke bestående af to dele:

- Inddaterings- og søgesystem kaldet FINDER
- VOKALIST, som bruges til udskrivning af alfabetisk emneordsliste

Hertil kan yderligere fås et program FINDERLINK, som kan læse data fra andre databaser ind i en FINDER database.

Programmet arbejder på IBM og IBM-kompatible mikrodatamater under operativsystemet PC-DOS eller MS-DOS, kræver 128k RAM og min. 10Mb winchester harddisk. Fås også i flerbrugerversion.

Begrænsningerne i programmet er:

- 255 tegn pr. felt
- 50 felter pr. skærbillede (kun eet skærbillede for hver database kan formateres)
- 9999 skærbilleder pr. dokument (fuldtekstbaser)
- 2,38 mia. skærbilleder pr. database
- antallet af databaser kun begrænset af diskkapaciteten.

### MANUAL

Manualen, der leveres med FINDER, er rimeligt overskuelig og grundig. Der er en fornuftig opdeling af afsnittene baseret på programmets opbygning, og der er en grundig alfabetisk indeks. Nogle steder mangler illustrationer til at supplere teksten og f.eks. illustrationer til formatering af en ny database findes i appendix. Der er dog en henvisning fra den generelle tekst til dette appendix.

Manualen er meget "snakkende", hvor jeg selv ville foretrække et mere kortfattet sprog, men den gør også rede for specielle ting, man skal være opmærksom på ved en given kommando.

En manual må opfattes som et introduktions- og opslagsværktøj, man lærer først programmet rigtigt at kende ved at arbejde med det. Denne funktion klares af FINDERs manual.

### INSTALLATION

Programmet installeres meget let, idet det blot kopieres fra originaldisketterne over på den faste disk. Det anbefales, at man foretager nogle få ændringer i Config.Sys-filen, hvor Buffers sættes lig 10 og Verify i "on" position. Herefter er FINDER operationsklar.

PROGRAMMELT GENERELT

FINDER rummer faciliteter til oplægning (formatering) af database, inddatering og rettelse af poster, søgning og udskrivning af poster.

**Plusser**

Farver

Hele IBM-tegnsettet, herunder æ, ø, å.

Brugervenlig menustyring og hjælp til at vælge den rigtige kommando.

Hurtigt, omend programskift tager lidt tid.

Udbredt anvendelse af ESC-tasten for at komme tilbage til menubilledet, hvis noget er gået galt.

Løsen (password) på tre niveauer for hver database.

Både bibliografiske baser og fuldtekstbaser.

**Minusser**

Bedre layout kunne ønskes.

FILSTRUKTUR

Søge- og inddatering og formatering af database varetages af følgende filer:

```
FINDER. EXE
FNDRMENU. EXE
FNORDE.EXE
FNDRSU. EXE
FNDRRB. EXE
FNDRIXCH. EXE
FNDR3T04. EXE
FNDRRTV. EXE
FNDRRTV1. EXE
FNDRRTV2. EXE
```

Filerne fylder godt 457 Kb.

En database ved navn SENT fører til oprettelse af følgende filer:

```
SENTU. DAT
SENTSETS. DAT
SENTP01. PRT } OP TIL 10 PRT-FILER MULIGT
SENTP02. PRT }
SENTSW. DAT
SENT01. DAT } AFTALLET AFHÆNGIG AF ANTALLET
SENT02. DAT } AF SEGMENTER I EN DATABASE
SENTINDX. DAT
SENTIXDL. DAT
SENTIXAD. DAT
SENTIXNA. DAT
SENTST01. DAT } INDEHOLDER SØGESÆT
SENTST02. DAT }
```

**Minusser**

Et segment kan ikke være mindre end 255 tegn. Der vil derfor optræde en del spildplads, da ubenyttet plads i segmenterne ikke fjernes.



Forklaring: Et formateret skærbillede opdeles i et antal segmenter á 255 tegn, og hvert segment rummer et antal felter. Det er ikke altid, et givet antal felter tilsammen rummer 255 tegn, og der vil derfor være overskyden plads i segmentet. Yderligere pakkes tomme felter ikke sammen, hvorfor der kan være en del spildplads alt i alt.

## SØGESYSTEMET

### Find

Kommandoen anvendes ved dannelse af et søgesæt ud fra en given søgeterm.

### Plusser

Gemmer de foretagne søgninger, selv om programmet forlades og maskinen slukkes.  
Skærbilledet indeholder oplysning om aktuel databases navn og indhold.  
Kan søge på udvalgte felter og alle felter.  
Kan undervejs i søgningen give oversigt over søgbare felter.  
Såvel langordssøgning som fritekstsøgning.  
Højretrunkering  
Maskering på 1-10 tegn også sluttegnet.  
Opretter kun eet søgesæt for hver søgning (i modsætning til MicroFind).  
I søgesæt oplyses om søgeargument, hvilke felter der er søgt i, antal referencer, sætnr. og en kommentar.

### Minusser

Kan ikke kombinere to termer eller søgesæt i een arbejds-gang.  
Kan kun søge i eet felt ad gangen eller en sekvens af felter, f.eks. felt 7-8 eller 6-12, hvor der så også søges i alle mellemliggende felter.

### Logic

Anvendes ved kombinationssøgning med "og", "eller", "ikke".

### Plusser

Kan give søgesæt oversigt undervejs i søgningen.

### Minusser

Lidt tung konstruktion af programmeltet.  
I søgesæt dannet med kommandoen Choose Screens kan der kun søges med "eller".

### Browse

Opslag i indeksfilen.

### Plusser

Oplyser i hvor mange poster (skærbilleder), termen forekommer. Accepterer maskering og trunkering.

### Minusser

Mangler mulighed for bladring.

### Proximity

Søgning efter to forskellige termer, som forekommer med en given afstand, "nærhedssøgning".

### Plusser

Kan erstatte en kombinationssøgning med "og"-operatoren.

<b>Minusser</b>	Langsom. Skelner mellem store og små bogstaver. Arbejder kun på feltniveau og derfor kun begrænset anvendelse som fuldtekst søgeredskab.
<b><u>Choose Screens</u></b>	Danner søgesæt ud fra sekvens af poster, f.eks. post 1-100. 1 post = 1 skærbillede.
<b>Plusser</b>	Kan bruges ved udskrivning af nyhedslisters. Søgesæt dannet af Choose Screens kan gøres til genstand for søgning med Global-kommandoen.
<b>Minusser</b>	Kan kun kombineres med "eller"-operatoren. Kan ikke fuldt ud fungere som BASIS' base-kommando.
<b><u>Expand set</u></b>	Samler poster (skærbilleder) tilhørende samme fuldtekst-reference, knytter dem sammen og ordner dem i løbenummerorden.
<b>Plusser</b>	God ved dokument-(fuldtekst) søgning på skærbilledniveau (i fuldtekstbaser kan søges på både dokument og skærbilledniveau).
<b>Minusser</b>	Tidkrævende funktion.
<b><u>View sets</u></b>	Viser søgesæt dannet ved hjælp af diverse søgekommandoer.
<b>Plusser</b>	Mange oplysninger i oversigten.
<b>Minusser</b>	Mangler bladrefunktion og ruller blot til slutningen af oversigten.
<b><u>Global</u></b>	Udfører "string search", d.s. søger en specifik tegnsekvens i hele databasen. Svarer til søgningen i et databasesystem.
<b>Plusser</b>	Venstretrunkering. Kan søge i søgesæt dannet med Choose Screens. Søgning kan begrænses til et enkelt søgesæt og bestemte felter.
<b>Minusser</b>	Langsom. Skelner mellem store og små bogstaver.
<b><u>Sort</u></b>	Sorterer et søgesæt med henblik på udskrivning.
<b>Plusser</b>	Sortering på op til i alt 30 tegn. Sorterer i såvel stigende som faldende orden.

**Minusser** Max. 3 felter kan sorteres.  
Sorterer æ, ø og å forkert.  
Tager ikke hensyn til bestemte og ubestemte kendeord osv.

**Display** Viser posterne (skærbillederne) i et søgesæt.

**Plusser** Mulighed for at springe i rækkefølgen.

**Større end >**  
**mindre end <**

**Plusser** Søgning kan begrænses til enkelte søgesæt og enkelte felter.  
Kan søge såvel alfabetisk som numerisk.

**Minusser** Begge kommandoer kan ikke bruges på een gang.  
Der dannes 2 søgesæt, som kombineres med "og"-operatoren.  
Langsom i store datamængder.

### INDDATERING OG RETTELSE

**Plusser** Mange tekstredigeringsfunktioner.  
Mulighed for overskridelse af felter ved inddatering af lange tekster.  
En post kan findes frem selv om søgefilen ikke er opdateret.

**Minusser** Feltoverskridelse ikke mulig i forbindelse med rettelser, således heller ikke sammenrykning af tekster ved fjernelse af afsnit eller linier.  
Søgefilen skal opdateres for hver rettelse og inden en ny rettelse foretages.

### Change Databases Directory of Data- bases

**Minusser** Disse to kommandoer kunne med fordel slås sammen.

### UDSKRIVNING

**Display a set**  
**Print a set** Disse to kommandoer giver mulighed for at vise referencerne i et søgesæt på skærm og printe det ud.

**Plusser** To typer udskrift, vertical og horisontal, samt hardcopy.  
Alle felter kan medtages i det vertikale format.  
Feltbetegnelser kan udelades.  
Op til 10 forskellige printformater kan lagres.

**Minusser** Vertikalt format giver kun mulighed for max. eet felt pr. linie. Felter over flere linier udskrives på flere linier.  
Horisontalt format meget begrænset, kun een linie pr. post er mulig ved skrivning til skærm, dog 2 linier ved skrivning på printer.

**Write a set  
to disk**

Udskriver et givet søgesæt i en fil på disken.

**Plusser**

Frit valg af felt-, post- og filadskillellestegn alt efter formålet.  
Den dannende fil kan bearbejdes af tekstbehandlingsprogram, indlæses i andre maskiner, sendes over telefonnettet m.v.

**HJÆLPEFUNKTIONER****Edit or setup  
a database**

Opretter database, formaterer skærbillede m.v.  
Redigerer stopordsliste, fastsætter forskellige former for feltkontrol.

**Plusser**

Giver mulighed for at ændre i en eksisterende database, selv om der er inddateret referencer.  
Konfigurationen af programmelleet sker i forbindelse med oprettelsen af databasen og knytter sig dered til den enkelte database.  
Frit valg af antal tegn, der indekseres (1-30 tegn).  
Et felt kan gøres langordssøgbart eller fritekstsøgbart.

**Minusser**

Tung opbygning af nyt format.  
Opbygningen sker ikke direkte på skærmen, men må planlægges på et stykke papir, og oplysningerne inddateres derefter i systemet.  
Kan ikke knytte autoritetsfil til enkelte felter.  
Kun eet skærbillede pr. databasen kan formateres.

**Stopordsliste****Minusser**

Relativ kort, kan f.eks. ikke rumme MicroFinds stopordsliste.

**Indekstavle**

Oversigtstavle over formatet med horisontal og vertikal placering, feltlængde, feltkontrol m.v.

**Plusser**

Giver mulighed for at ændre i eksisterende database, uden hele formatet skal laves om.

**Minusser**

På skærmen rulles automatisk til oversigtstavlen slutning, hvorved de første oplysninger kan forsvinde ud af skærbilledet.

**Indeksopbygning  
og ajourføring**

Opbygger og ajourfører søgefilen.

**Plusser**

Rimelig hurtig funktion. (700 referencer på 5 kvarter)

**Minusser**

Ikke tidstro opdatering af søgefil.

<u>Acquire or drop a database</u>	Arkiverer og fremfinder arkiveret database.
Plusser	Giver mulighed for at gøre eksisterende database inaktiv, uden den slettes.
<u>Set screen colors</u>	Giver farvevalg på ramme, baggrund og forgrund (tekst).
Plusser	Nem at anvende.
Minusser	Ikke så mange valgmuligheder.
<u>Change passwords</u>	Ændrer adgangskoden til tre forskellige niveauer i programmet.
Plusser	Ekstra databasesikkerhed.
Minusser	Kun et løsen pr. niveau muligt.
<u>Purge database</u>	Sletter alle filer til en given database.
Plusser	Rydder op på disken.
<u>VOKALIST</u>	Udskriver emneord til en given database med angivelse af forekomst.
Plusser	Kan begrænses til udvalgte felter og alfabetisk sekvens, f.eks. a-h.
<u>FINDERLINK</u>	Indlæsning af filer i en FINDER database.
Plusser	Indlæser FINDER databaser, filer defineret med "Carriage Return" som feltadskillelse, og filer defineret med specialtegn som feltadskillelse.  Kan konvertere udvalgte tegn inden indlæsningen forudsat ASCII tegnummeret kendes.  Rimeligt nem at anvende.
Minusser	Selvstændigt programmel, som købes ekstra.

### SAMMENFATNING

FINDER er et programmel med mange faciliteter og stor kapacitet, og det arbejder hurtigt på en prøvebase bestående af ca. 1.400 bibliografiske referencer. Blandt faciliteterne skal nævnes venstretrunkering og bladring i indeks som to gode muligheder. Desuden er programmet især i søgefunk-

tioner og inddateringen særdeles brugervenligt og flexibelt.

Blandt de mindre brugervenlige ting og mangler skal nævnes den noget tunge opbygning af en database, muligheden for kun at formatere eet skærbillede pr. database, den manglende pakning af oplysningerne på disken og derudover, som det er fremgået af det foregående, en række småting, som bør ændres inden næste version kommer på gaden.

Alt i alt er det min opfattelse, at det er et godt inddaterings- og søgeredskab, som giver en række faciliteter, der svarer til programmets pris.

Det lånte program har fungeret fejlfrit.

### FINDER OG MICROFIND

Finder og MicroFind indeholder næsten de samme funktioner. I Finder vil jeg dog fremhæve følgende, som gør det mere avanceret end MicroFind:

- Farver
- Hurtigere
- Større databaser
- Mere brugervenligt i søgedelen og inddatering
- Bedre rapportgenerator
- Flere søgefaciliteter:
  - venstretrunkering (omend langsom)
  - nærhedssøgning (omend begrænset i værdi)
  - bladring i indeks
  - flere sorteringsmuligheder
  - samler referencerne ved en søgning i eet søgesæt
- Mulighed for dokumentbaser
- Fås i flerbrugerversion
- Flere faciliteter ved indlæsning af bibliografiske filer
- Hele IBM ACSII tegnsættet.

Faciliteter MicroFind har, som Finder ikke har:

- Jobfunktion (udfører rutineopgaver automatisk)
- Flere skærbilleder i et format
- Pakker data på disken
- Autoritetskontrol på feltniveau
- Sorterer æ, ø og å korrekt.



Afd./Medarb.

Kirsten Waneck

/MH

Dato

9. december 1986

J.nr.

Modtager/Emne

### Markedsføring af FINDER

Møde mandag den 8. december 1986 på KW's kontor.

#### **Deltagere:**

LE, OG, JR (delvis), KW (ref.)

Grundlaget for mødet var LE's forslag til markedsføring af FINDER.

### Generelt

BC har forpligtet sig til "at gøre de bedste anstrengelser for at sælge licenser til kunderne".

Der ligger ikke nogle mere konkrete krav i dette.

I første omgang satses på Danmark. Erfaringerne fra markedsføringsindsatsen her vil senere kunne bruges i Sverige, Norge og Holland.

### Folke- og Skolebiblioteker

Der udsendes en bc-information hvori der kort redegøres for FINDER. I bc-informationen henvises til at yderligere oplysninger kan fås hos LE. LE opbygger på grundlag af henvendelser et kunderegister.

I bc-information gøres opmærksom på, at BC er ved at udarbejde forskellige "datapakker" og kataloger på disketter.

Bc-information udsendes ikke før direktionen er orienteret.

Tidstermin: Januar 1987.

### Det private område

Annonce i Bibliotek 70

Annonce i "Privaten".

Artikel i Computer World.

Direct Mail til biblioteker og informationstjenester i private virksomheder. I første omgang satses på Rådgivende ingeniørfirmaer, Kemiske virksomheder, Medicinalindustrien, Landbrugets virksomheder og institutioner.

Medlemmerne af Dansk Teknisk Litteraturselskab (LE har adresse-liste).

Adresser - udover til sidstnævnte gruppe - købes hos "Hyldahl" eller hos "Kompas".

I direct mail - henvendelsen skal der især slås på FINDER's fordele til registrering og genfinding af

Patenter  
Rapporter  
Tidsskriftartikler

*Skal indlægges i  
gen boks*



Afd./Medarb.

Kirsten Waneck

/MH

Dato

9. december 1986

J.nr.

Modtager/Emne

På grundlag af erfaringen med de første direct mail fastlægges den videre strategi.

### Indhold

Der produceres et omslag (foldet A3) med generelle oplysninger om FINDER. Indeni lægges løsblade med specifikke oplysninger rettet mod specielle målgrupper. Der udarbejdes 1 udgave til de offentlige biblioteker, og én til privatsektoren.

LE og KW samarbejder om udformningen af PR-materialet.

### **Tidshorisont:**

Der skal foreligge en fordansket udgave af FINDER før det store fremstød overfor den private sektor sættes ind.

Tidsfrist for dansk udgave: 1. marts 1987.

### Økonomi

Udgifter til markedsføring budgetteres hos KW, som for 1987 har budgetteret med kr. 90.000,00 ialt til markedsføring af Artikelbasen, Finder, Mikrosystemerne m.m. Derudover er der budgetteret med annoncer og fagbladsreklame for ialt kr. 40.000,00.

### Andet

Dansk Micro- og Software Center har foreslået fælles markedsføring med BC af Mikro Polydoc. Den idé kunne ingen af deltagerne umiddelbart se en fordel i for BC, så den bliver der ikke gjort mere ved.

Ref. sendt til deltagerne, SR, ASH, JøK





Afd./Medarb.

Lars Edinger

/MP

Dato

3. juni 1987

J.nr.

Modtager/Emne

Finder - Sales promotion

KW og LE er i samarbejde med JøK ved at planlægge markedsføringen af Finder. Foruden det danske marked er det svenske inddraget, idet der afholdes Bok & Bibliotek konference og udstilling i dagene fra den 20.-23. august.

Som en opfølgning af markedsføringen i Danmark foreslås afholdt introduktionsmøder og demonstrationer forskellige steder i landet.

Målgruppen er bibliotekarer og andre i biblioteker og dokumentationstjenester ved virksomheder og institutioner, som indbydes ved direkte udsendelse af brev.

Der arrangeres møder i Aalborg, Århus, Odense og København; i Aalborg f.eks. på Danmarks Biblioteksskole, i Århus på Jysk Teknologisk og i København på BC. Odense?

Møderne afholdes i september/oktober og skal passes ind i to andre møderækker; dels en præsentation af BC's øvrige programmer ved JR, dels en række amtsmøder ved RF. Begge møderækker er med deltagelse af LE.

Arrangement ved LE evt. i samarbejde med KW. Deltagere: LE og KW.

Indhold: Præsentation af Finder, anvendelser, brugervenlighed. Demonstration af brug, inddatering, udskrifter, overførsel af data til og fra andre databaser og mikrodatamater.

Diverse materiale udarbejdes og udleveres, ligesom demo-pakker skal kunne udleveres til interesserede.

Evt. inddrages nuværende brugere af Finder i præsentationen.

Økonomi. P.t. ikke undersøgt, men vil omfatte evt. udarbejdelse af materiale (afhænger af, hvad reklamekonsulenten foreslår vedr. markedsføring), rejseudgifter, udgifter til ophold, lokaleleje, forplejning til deltagere og evt. maskinleje.

Kopi: SR, KW, JR, JøK.



Afd./Medarb.

Kirsten Waneck

/ANH

Dato

4. maj 1987

J.nr.

Modtager/Emne

Markedsføring af Finder

På møde mellem LE og KW den 30.4.87 aftaltes følgende vedrørende markedsføring af Finder:

Annoncering

Der engageres et reklamebureau til at udarbejde annoncer til "data-pressen" ud fra LE's oplæg. D.v.s. der udarbejdes 4 typer:

1. Om Finder som kontorprogram
2. Om Finder til administration
3. Om Finder til registrering af forskningsrapporter m.m.
4. Om Finder generelt

Det undersøges, hvad det koster at få produceret 4 annoncer. Hvis det er for dyrt, nøjes vi med 1, dén om Finder generelt.

KW kontakter JØK med henblik på samarbejde med FLR om valg af reklamebureau.

Der annonceres i følgende datablade:

PC World  
Computer World  
Data tid

Lars supplerer og udarbejder endelig liste over tidsskrifter, der skal annonceres i med angivelse af deres annonceringspriser.

Det drøftes med bureauet, hvordan tekst/billede fra annoncen bedst udnyttes i forbindelse med brev (udkast er vedlagt referatet) + eventuelt yderligere produktinformation til direct mail.

Direct mail

Som udgangspunkt bruges BC's adresseliste (i Partneren) over biblioteker i private institutioner. Dansk Teknisk Litteraturselskabs medlemsliste er indeholdt i adresselisten.

Der suppleres med forsendelse til:

De 500 største virksomheder (att.: Informationschefen?).  
Rådgivende ingeniørfirmaer.  
Kemiske virksomheder.

JØK



Afd./Medarb.

Kirsten Waneck

/ANH

Dato

4. maj 1987

J.nr.

Modtager/Emne

Medicinalindustrien.  
Landbrugets virksomheder.

I alt regner vi med ca. 1.000 adresser, hvoraf ca. halvdelen haves i BC.

Det undersøges, hvad det koster hos Hyldahl at købe de adresser, vi ikke har, og prisen overvejes i forhold til hvad det vil koste - og om vi har mulighed for - selv at lægge det ind.

Når materialet er sendt ud, placeres Lars og så vidt muligt også Kirsten, på deres stole de næste 3 uger, så telefonforespørgsler kan besvares straks.

#### Sverige

Der annoncereas i Bok + Bibliotek udstillingshæftet.

Derudover sendes inden messen direct mail til medlemmer af Svensk Teknisk Litteraturselskab (LE skaffer adresserne).

Direct mail til svenske folkebiblioteker overvejes, hvis vi kan blive enige med Btj om det.

ASH kontaktes vedrørende dette.

Lars undersøger, om vi kan sælge Finder gennem Btj i Sverige.

#### Holland

Ifølge SHC's referat fra møde i NBLC er der tilsyneladende interesse for programmer af denne type i Holland. Mulighederne undersøges ved lejlighed, da BC også har forhandlerret for Finder i Holland.

#### De skriftlige oplæg

BC-information droppes. Vi er enige om, at det hovedsagelig er det private område, vi prøver at nå.

I stedet annonceres i Bibliotek 70 og i "Privaten". Lars udarbejder annonce til sidstnævnte.

LE's Notat af 2.4.87 om Finder blev gennemrettet. Det skal fungere som supplerende materiale, vi sender ud, når folk ringer. (Er vedlagt dette referat).

FLR bedes foretage beregning af, hvad det vil koste at fremstille en "sølv-mappe" til indholdet.



REFERAT

3.

Afd./Medarb.

Kirsten Waneck

/ANH

Dato

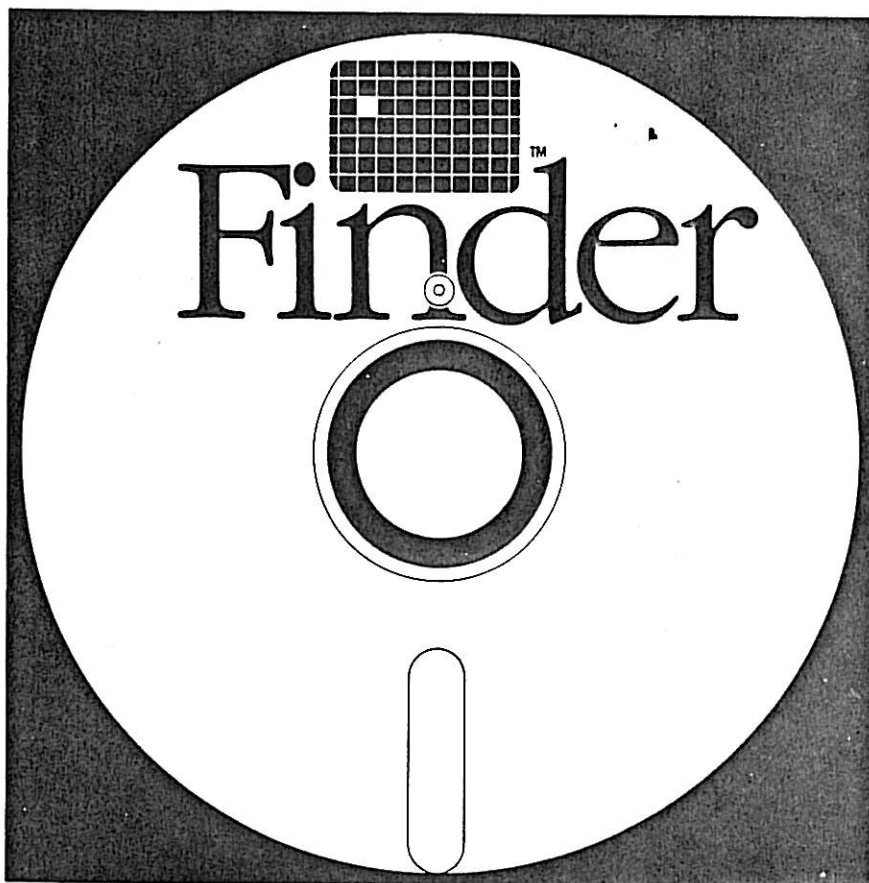
4. maj 1987

J.nr.

Modtager/Emne

Økonomi

Når reklamebureau har været kontaktet, opstilles et budget for den samlede markedsføring af Finder.



Software til ordsøgning på PC  
se det på stand **B 2421**



Bibliotekscentralen as



Afd./Medarb.

Jørgen Rishøj

/MP

Dato

29. september 1987

J.nr.

Modtager/Emne

Finder-oversættelse

Der er nu kommet tilbud fra Finder om oversættelse af skærbilleder og tekster.

Den billigste løsning er beskrevet på side 3 i brevet.

Konsekvensen heraf er

- at Finder betaler oversættelsen
- BC oversætter manual (det har LE gjort)
- vi får 179 Finder-programmer til en lavere pris end tidligere aftalt
- mulighed for at levere til andre forhandlere
- mulighed for europæisk eneforhandling med endnu lavere stk.-pris, når de 179 er solgt

Vi har købt 50 stk. á 750 \$ 37.500 \$  
For de næste 179 stk. skal bruges 60.100 \$

D.v.s. at BC skal investere yderligere 425.000 kr. i Finder. Balancepunktet for det totale køb (800.000 p.g.a. kursændringer) vil være ved 56 solgte eksemplarer.

Der skal tages stilling til:

1. Kan vi afsætte de 50 vi har købt, når vi har en dansk manual. Vores oprindelige investering vil balancere, når vi har solgt 26 stk.
2. Er det så væsentligt, at dialogen er på dansk på maskinen, at et stort antal brugere vil foretrække andre produkter, d.v.s. at vi skal opgive salget af Finder, når de 50 er solgt.
3. Er Finder objektivt set konkurrencedygtigt i sine funktioner og sin ydeevne (d.v.s. sammenlignet med f.eks. PC-info/Datacentralen, Mikromaster/KMD, RC Mikrolib/Regnecentralen), som ligger i samme prisklasse.

1. Vi tror på, at vi kan afsætte de 50 stk. vi har købt.
2. For en del brugere vil terminologien kunne virke fremmed, men en god, dansk manual vil kunne hjælpe over problemet. Der vil dog nok være en del, der vil foretrække et dansktalende produkt. D.v.s. prisen kan være afgørende.
3. De nye programpakker ligner på mange måder andre programpakker til PC'er, og svarer måske bedre til den måde, danske kunder er vant til at arbejde på.

Den store omkostning, man regner med, at oversættelsen vil medføre, kunne tyde på, at selve programmeringsgrundlaget ikke er nemt at tilpasse.

**Forslag**

Vi meddeler Finder

- at vi selv oversætter manualen
- at salget i Europa uden for Great Britain vil være påvirket af muligheden for let at kunne indlægge nye sprog



Afd./Medarb.

Jørgen Rishøj

/MP

Dato

29. september 1987

J.nr.

Modtager/Emne

- at der i den sidste tid er fremkommet stærke søgeprogrammer til PC'er på det danske marked.
- at vi maksimalt vil kunne afsætte 25 danske enheder i Danmark om året.
- at den forholdsvis store grundomkostning ikke kan retfærdiggøres af det forventede salgsvolumen, hvorfor projektet opgives.

Vi undersøger mulighederne for at få forhandlerstatus eller anvisningsprovision til Mikromaster/RC-mikrolib og evt. også til Tinlib, som er dyrere, men som kan håndtere alle biblioteksfunktioner.

Kopi: LE.

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Accepted By:

FINDER INFORMATION TOOLS, INC.

BIBLIOTEKS CENTRALEN

By: J. Raymond Brown

By: Sus Roost

Title: Vice President Technical Coordination

Title: Vice President

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This Limited Warranty is governed by the laws of the State of Georgia and the United States and shall benefit Finder, its successors and assigns.



BY SIGNING THIS LICENSE AGREEMENT, YOU ACKNOWLEDGE YOU HAVE READ THE AGREEMENT AND YOU AGREE TO BE BOUND BY ITS TERMS AND CONDITIONS.

Signed: Sus Root

Name of Licensee: \_\_\_\_\_

Address: \_\_\_\_\_

Date: \_\_\_\_\_

ACCEPTED:

FINDER INFORMATION TOOLS, INC.

By: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

DOCUMENTATION OF ORDER

and

AUTHORIZED DISTRIBUTOR PRICE SCHEDULE

PURCHASER: Bibliotekscentralen  
Telegrafvej 5  
DK-2750 Ballerup  
DENMARK

VENDOR: Finder Information Tools, Inc.  
1430 West Peachtree Street  
Suite 312  
Atlanta, Georgia 30309  
UNITED STATES OF AMERICA

INITIAL ORDER:

An initial order of not less than fifty (50) units of FINDER: The Retrieval Software is hereby purchased by Bibliotekscentralen, at a discount of fifty (50) percent from the retail price of \$1,500 per unit. The initial order is contingent upon the following:

1. Execution by Bibliotekscentralen of an Authorized Distributor Agreement with Finder.
2. Delivery by Finder of a minimum of fifty (50) units of FINDER: The Retrieval Software, each unit consisting of a bound user's manual and two (2) computer diskettes containing the software program files, to Bibliotekscentralen's United States office in Houston, Texas. This delivery is to be coincident with:
3. Receipt at our bank, The Citizens and Southern National Bank, in Atlanta, Georgia, of an International Letter of Credit transferring an amount equal to \$750.00 U.S. times the number of units in the initial order. For the minimum order of 50 units, the amount would be thirty-seven thousand five hundred dollars U.S. (\$37,500.00 U.S.) from Bibliotekscentralen to our bank account number 038 02 613.

## DOCUMENTATION OF ORDER

and

## AUTHORIZED DISTRIBUTOR PRICE SCHEDULE

4. Shipping costs for the initial order between Atlanta, Georgia and Houston, Texas will be separately invoiced to Bibliotekscentralen. Shipment will be f.o.b. vendor's shipping point in Atlanta, and will be by United Parcel Service 2nd-Day Air Delivery, unless another carrier or service is requested by purchaser.

## SUBSEQUENT ORDERS:

1. Orders placed for Finder products will continue to be charged to Bibliotekscentralen at a discount of 50 percent until the total number of units of FINDER: The Retrieval Software ordered equals one hundred fifty (150).
2. The discount offered by Finder Information Tools, Inc. to Bibliotekscentralen will increase to sixty (60) percent with any order from Bibliotekscentralen that brings the total number of units ordered (including the initial order) to one hundred fifty (150) or more units of FINDER: The Retrieval Software. After this threshold level is attained, orders by Bibliotekscentralen under the Distributor Agreement will be discounted at the 60 percent rate.
3. Subsequent orders will be shipped in the same manner as the initial order, until such time as both parties agree to a change in shipping procedure.

Accepted By:

FINDER INFORMATION TOOLS, INC.

BIBLIOTEKSCENTRALEN

By: J. Raymond Brown  
 Title: Vice President Technical Coordination  
 Date: 4 July 1986

By: SWS POST-7  
 Title: Vice President  
 Date: 29/10.86

CREDIT VERIFICATION

NAME OF BUSINESS Bibliotekscentralen

STREET ADDRESS Tempovej 7-11

CITY, STATE, ZIP DK-2750 Ballerup - Denmark TELEPHONE (45) 2 97 40 00

TYPE OF ORGANIZATION: DATE STARTED April 1, 1939

    CORPORATION    PARTNERSHIP  
   LIMITED PARTNERSHIP    SOLE PROPRIETOR

NUMBER OF EMPLOYEES: FULL-TIME 165 PART-TIME 25

PRINCIPAL OWNERS AND OFFICERS:  
\_\_\_\_\_  
\_\_\_\_\_

BANK NAME: SPAREKASSEN SDS  
ADDRESS: Centrumgaden, 2750 Ballerup - Denmark  
ACCOUNT NUMBER: 316-01-50396

DESCRIPTION OF SERVICES OFFERED:  
Bibliographic services and publications  
Library systems for selection and purchasing

HARDWARE SUPPORTED: (PLEASE LIST THE COMPUTER HARDWARE THAT YOU SELL)  
\_\_\_\_\_

OTHER SOFTWARE CARRIED: Dataflex (own applications)

CREDIT REFERENCES: (ACCOUNTS NOW OPEN) PLEASE GIVE FULL MAILING ADDRESS.

- A. COMPANY NAME Advokat Hans Fjelsted  
ADDRESS Rådhuspladsen 4  
CITY DK-1550 Kbh. V. STATE Denmark ZIP \_\_\_\_\_  
TELEPHONE # (45) 1 13 99 99
  
- B. COMPANY NAME Revisorgruppen  
ADDRESS Østergade 26  
CITY DK-1100 Kbh. K. STATE Denmark ZIP \_\_\_\_\_  
TELEPHONE # (45) 1 13 35 00
  
- C. COMPANY NAME Kommunernes Revisionsafdeling  
ADDRESS Postboks 30  
CITY DK-3140 Aalsgaarde STATE Denmark ZIP \_\_\_\_\_  
TELEPHONE # (45) 2 21 54 79

SUBMIT FINANCIAL STATEMENT. I CONSENT TO HAVE CONTACT MADE WITH THE ABOVE REFERENCES.  
DATE 3th November 1986  
SIGNED BY *Loren Jensen*  
TITLE Financial Manager

*MR*

**kinko's®**

793 Peachtree Street NE  
Atlanta, GA 30308  
404-872-6260

**TIL ORIENTERING**

Fax # 404-876-0604

**FAX COVER SHEET**

*sendt til LE  
18.9.87*

Date: 9/17/87

To: LARS EDINGER

Company: BIBLIOTEKSCENTRALEN AS

Fax #: 45-2-655310

Address: TEMPVEJ 7-11, DK-2750 BALLERUP, DENMARK

Telephone #: 45-2-974000

From: RAYMOND BROWN

Department Name: FINDER INFORMATION TOOLS, INC.

Telephone #: 404-872-3488

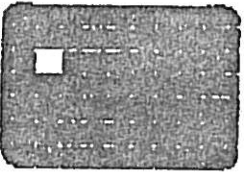
URGENT:  Yes  No

Number of pages (including cover sheet): 7

Please notify person FAX is directed to immediately upon receipt. This FAX is being transmitted on our Xerox 7010 telecopier.

Special Instructions: \_\_\_\_\_

Please call if you have problems receiving or if any pages are missing.



# Finder<sup>TM</sup>

Information Tools Incorporated

1430 West Peachtree Street NW, Suite 312 Atlanta, Georgia 30309

17 September 1987

Bibliotekscentralen as  
Tempovej 7-11  
DK-2750 Ballerup  
DENMARK

Attention: Lars Edinger

Dear Lars:

A detailed proposal for the translation of FINDER screens to Danish will follow this letter.

The progress to date is basically the development of the proposal and the work plan. We estimate that completion of the project will require a time span of 13 weeks and a development cost of \$49,500 US. The proposal also addresses translation to Danish of the user manual.

We have struggled quite a bit with the question of allocating development costs. What we would like is that Finder assume all of the development costs, in return for a prepaid commitment from you to buy a specific number of the completed units at the Master Distributor price. A copy of our Master Distributor Agreement is enclosed for your consideration.

We feel that Bibliotekscentralen is well suited to be a Master Distributor for Finder. As a Master Distributor, you would receive Finder products at a 70 percent discount, or a price of \$450 US per FINDER unit, much lower than the \$750 US per unit under your initial prepaid purchase of FINDER.

The basic Master Distributor Agreement calls for a commitment for 291 units of FINDER at a discount of 70 percent, and provides a "head start" for the Master Distributor so long as negotiated sales goals are met for the Master Distributor's market. We would not sell to another distributor in your market, except through you, if the sales goals are met.

17 September 1987  
Bibliotekscentralen

Page 2

We propose three optional plans for financing the development of the Danish FINDER. These are briefly outlined below, and described in more detail in the attached Table 1.

Plan 1: Finder assumes completely the Danish FINDER development, including translation of the FINDER user manual (by a well-regarded subcontractor in the U.S.), Finder procures necessary equipment, and Finder absorbs any cost overruns. Bibliotekscentralen makes the following commitments:

1.1	Enhanced Master Distributor Agreement: 366 units FINDER at \$450 US	\$164,700.00
1.2	Account credit balance converted to FINDER units at \$450 US	-33,750.00
1.3	Total Bibliotekscentralen advance	130,950.00

Bibliotekscentralen receives 366 units of the Danish FINDER, with the user manual in Danish. Prepayment of balance in 3 equal installments of \$43,650.00, by wire transfer on the first day of each month.

Plan 2: Finder assumes completely the Danish FINDER development, no translation of the user manual, Finder absorbs any cost overruns, and Finder procures necessary equipment. Bibliotekscentralen's current account balance is credited to the Master Distributor commitment:

2.1	Master Distributor Agreement	\$130,950.00
2.2	Account credit balance credited to Master Distributor Agreement	-33,750.00
2.3	Total Bibliotekscentralen advance	97,200.00

Bibliotekscentralen receives 291 units of the Danish FINDER (English language user manual). Prepayment of balance in 3 equal installments of \$32,400.00, by wire transfer on the first day of each month.

17 September 1987  
Bibliotekscentralen

Page 3

Plan 3: Minimum cost, no translation of user manual, Bibliotekscentralen commits to an advance estimated to cover project costs, plus a production charge of \$75 per unit, any cost overruns are met by additional prepaid unit commitments at \$525 per unit.

3.1	Estimated Project cost plus prepaid units	\$93,850.00
3.2	Account credit balance converted to FINDER units at \$525 US	-33,750.00
3.3	Estimated Bibliotekscentralen advance	60,100.00

Bibliotekscentralen would receive 179 Danish FINDER units at \$525.00 per unit (assuming no cost overruns are encountered). After project costs are met, additional units ordered by Bibliotekscentralen would be sold at the normal Master Distributor price of \$450.00 per unit. Prepaid units to be paid in 3 equal monthly installments of \$20,033.00 by wire transfer due on the first of each month.

In Table 2, I have shown a projection of what your gross margins might be with fulfillment of each of the plans outlined above. In the table, I have made the assumption that 14 percent of your sales of FINDER would be to distributors, 28 percent to dealers, and the remaining 58 percent directly to consumers. Your sales projections into the various buyers may of course vary from the assumptions in the table, but I think the point is made that there is excellent profitability for both organizations in proceeding with one plan or another.

I think Table 2 makes clear that Plan 1 has by far the greatest potential. Plan 3 can get the job done, but is frankly not very attractive financially to Finder.

I was surprised to learn that the user manual could be translated and typeset in Danish much less expensively than I had imagined. We should consider going ahead with the manual translation even if that involves a modification of Plans 2 or 3. I suspect that the product with a Danish user manual may be much more saleable in your marketplace than one with an English language manual. The translation contractor I have chosen uses translators for whom Danish is the native language, and the company has a good reputation for quality of work.



17 September 1987  
Bibliotekscentralen

Page 4

We believe that we can set you up almost immediately with aggressive distributors in 2 Scandinavian countries, and that they could commit to at least 100 FINDER units, in either the Danish or English versions. This could give you some quick resales of the product, and reduce your marketing costs.

What we have outlined here has a number of benefits. For Bibliotekscentralen, these are:

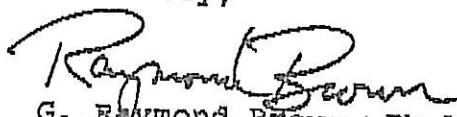
1. You obtain a much more marketable FINDER product
2. You receive much better margins on the product
3. You can get a strong jump on competing products, and preclude competition from competing sellers of FINDER
4. You gain the above with a commitment that you would probably feel comfortable in making if the Danish FINDER product were available without the necessity of the translation development effort
5. Your costs, relative to the hypothetical case described in 4., are limited to the cost of funds advanced prior to shipment of the translated units, plus the excellent effort put forth in your translation of the FINDER screens.

For Finder, the benefits are also impressive:

1. Because of our relationship with you as a marketing partner, we can afford to develop a truly European product, and gain experience that will be of great value as we expand into other international markets.
2. Because of the unit commitments involved, we can show a profit from the initial production run of the translated product. This, plus the marketing relationship with you, justifies the development effort.

Please let me know your reaction to these ideas.

Sincerely,

  
G. Raymond Brown, Ph.D.,  
Vice President

GRB/ww  
encls.

TABLE I

Bibliotekscentralen as (BTC)

Development of Danish FINBER  
Financial Description

Assumed Exchange Rate:  
\$1 US = 6.62 Krone

		\$ US	Krone			\$ US	Krone			\$ US	Krone
Plan 1:				Plan 2:				Plan 3:			
*****				*****				*****			
BTE Commitment:				BTC Commitment:				BTC Commitment:			
-----				-----				-----			
Total:	\$164,700		1090314	Total:	\$130,950		866889	Total:	\$93,850		621287
Acc't Credit:	(\$33,750)		-223425	Acc't Credit:	(\$33,750)		-223425	Acc't Credit:	(\$33,750)		-223425
Net to Advance:	\$130,950		866889	Net to Advance:	\$97,200		643464	Net to Advance:	\$60,100		397862
Monthly Outlay:	\$43,650		288963	Monthly Outlay:	\$32,400		214488	Monthly Outlay:	\$20,033		132621
Finder Costs:				Finder Costs:				Finder Costs:			
-----				-----				-----			
R & D:	\$49,500		327690	R & D:	\$49,500		327690	R & D:	\$49,500		327690
Management Costs:	\$5,000		33100	Management Costs:	\$5,000		33100	Management Costs:	\$5,000		33100
* Equipment:	\$5,600		37072	* Equipment:	\$5,600		37072	* Equipment:	\$5,600		37072
Prod. Costs:	\$27,450		181719	Prod. Costs:	\$21,825		144482	Prod. Costs:	\$13,425		88874
Manual Translation:	\$4,950		32769	Manual Translation:	N/A		N/A	Manual Translation:	N/A		N/A
Manual Typesetting:	\$5,400		35748	Manual Typesetting:	N/A		N/A	Manual Typesetting:	N/A		N/A
-----				-----				-----			
TOTAL:	\$97,900		648098	TOTAL:	\$81,925		542344	TOTAL:	\$73,525		486736

\* IBM AT compatible microcomputer and 2 Danish keyboards.

TABLE 2

Bibliotekscentralen av

Projected Gross Margins (Krone) on  
Master Distributor Sales of FINDER

Assumed Exchange Rate:  
\$1 US = 6.62 Krone

	To Distrib.:	To Dealer:	To Consumers:		TOTAL GROSS MARGIN
Sales %	14%	28%	59%	8%	
Plan 1, 366 Units: *****					
Discount:	60 %	40 %	15 %	0 %	
Margin:	33.3 %	100.0 %	183.3 %	233.3 %	
Per Unit:	993	2979	5462	6951	
Total:	50981	305288	999455	203525	1539149
Plan 2, 291 Units: *****					
Discount:	60 %	40 %	15 %	0 %	
Margin:	33.3 %	100.0 %	183.3 %	233.3 %	
Per Unit:	993	2979	5462	6951	
Total:	40453	242729	794648	161819	1239651
Plan 3, 179 Units: *****					
Discount:	60 %	40 %	13 %	0 %	
Margin:	14.3 %	71.4 %	142.9 %	185.7 %	
Per Unit:	497	2483	4965	6455	
Total:	12442	124423	444368	92428	673661