

F6 Information Connection a Canadian high-tech showcase

An all-Canadian high-technology company that started five years ago in a home basement — and this year anticipates projected sales of more than \$20 million — has expanded to Edmonton.

The Information Connection, at 10458 Whyte (2nd) Ave., which opens for business Thursday, is also introducing two new all-Canadian products aimed at maximizing the benefits that a computer user can obtain from an IBM or IBM compatible microcomputer.

The Information Connection offers microcomputer systems to business, industry and education.

It is the retail division of BMB Compuscience Canada Ltd., one of this country's few high-technology computer companies to succeed in a highly-competitive market. While there are now four stores in Ontario, the Whyte Avenue location is the firm's first venture into Alberta.

Says Lenbridge, general manager of the new store, The Information Connection is designed to meet the needs of the businessman who has a job to do — other than buying computers. Its products are designed to be used by people who don't have to become expert programmers; in fact the emphasis is on application rather than programming.

The two new products being introduced along with the Edmonton store's grand opening include The Manager, a fourth-generation computer program, and Imaginet, a local-area network.

The Manager allows a computer user to quickly tailor a microcomputer to virtually any data storage/retrieval application, especially one of the user's own design. And this can be done without the user having to feed in elaborate programs; the user is instructed by a rigid format.

"You simply draw it out on the screen," says Mr. Atwood. Special invoices can be prepared, a record can be kept of clients, inventory, and all manner of business, engineering, educational and personal applications can be made quickly and easily.

Imaginet, a unique local area network, allows computer users to interconnect up to 30 computers, so they can share information from a central point. These computers can also share the more expensive peripherals such as printers and mass-storage disks.

Imaginet's main claim to fame is the fact it is completely transparent, which means that the program in any one computer in the network can be used without alteration. Its transparent nature ensures that the network will not become obsolete in spite of advances in hardware and software in the future.

This means, quite simply, that new advances can be incorporated without a heavy investment in new equipment.

Imaginet can operate with any known software available for an IBM PC computer, or with any IBM board compatibles.

The Edmonton store has a staff of nine, all Albertans, and it is expected this number will rise to 15 by next May. Employees are all highly trained and skilled.

An advertising feature for The Information Connection



John Atwood

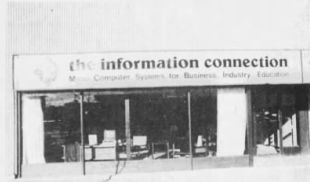
The Information Connection store includes a show area at the front, with a number of display computers and into their own local area network. There are rooms where customers can discuss their needs or try out various models of microcomputer; a classroom space where the training of customers and/or their employees is done (the emphasis there is also on application rather than programming) and a service area.

BMB Compuscience Canada Ltd. and the emphasis is on science, Canada Ltd. (BMB) and, having started five years ago, with expert service in the basement of a training facility company president Bill Mackay's home.

In fact, the employees. Since then, it has more than 100 all use computers than doubled its sales in the course of their each year, with its work — there is a projected sales for this computer on every fiscal year exceeding \$20 million. In each



Showroom area, working displays



The Information Connection store, at its new Whyte Avenue location

reserves total more especially in high schools. He says the customer base is growing rapidly and many more are now aware of how computers work, as well as the benefits that can be derived from them.

John Atwood brings some seven years in microcomputer sales into his new position. He has a degree in computing science, and has installed several hundred computers in classrooms.

He says the customer base is growing rapidly and many more are now aware of how computers work, as well as the benefits that can be derived from them.

Available at the information connection

Available at the information connection

IBM Available at the information connection

WHYTE AVENUE BUILDING WELCOMES Available at the information connection

SPERRY Available at the information connection

COMPAQ Available at the information connection

CONGRATULATIONS TO AUDIO VISUAL AIDS SUPPLIED BY CINE AUDIO Available at the information connection

Good Wishes to the information connection

Best wishes to the management and staff at the information connection

from your friends at CONTROL DATA CANADA LTD Available at the information connection

Join Us October 18th for our GRAND OPENING CELEBRATIONS

The Information Connection is celebrating their Grand Opening. We and our parent company BMB COMPUSCIENCE CANADA LTD. of Milton, Ontario would like you to join the celebration from 9 a.m. to 3 p.m. Thursday, October 18th. We would like to show you our complete line of IBM, SPERRY, COMPAQ and HEWLETT-PACKARD microcomputer products.

While you are there, take a look at our own new information management package, "THE MANAGER" and our totally transparent local area network "IMAGINET". Join us for the celebration. Have a look at our wide range of products. Meet our sales people... ..we would like to see you there.

the information connection
10458-82nd Avenue
Edmonton, Alberta

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