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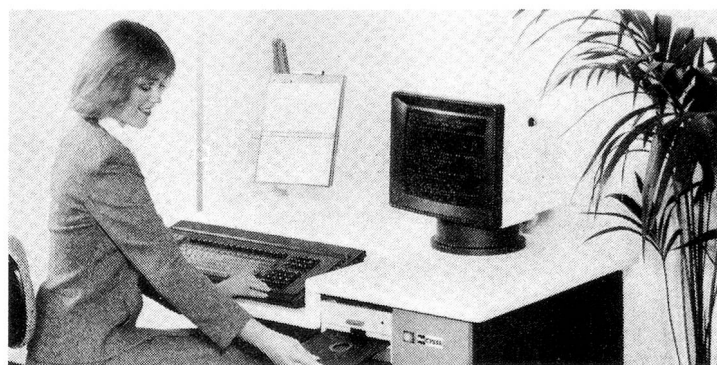
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SWISSDATA '83

Exhibition focuses on software



THERE are few areas developing more quickly than that of computer technology, and within that area it is the software

(that's the information which enables the computer to work) which is advancing most rapidly. Software will be the central

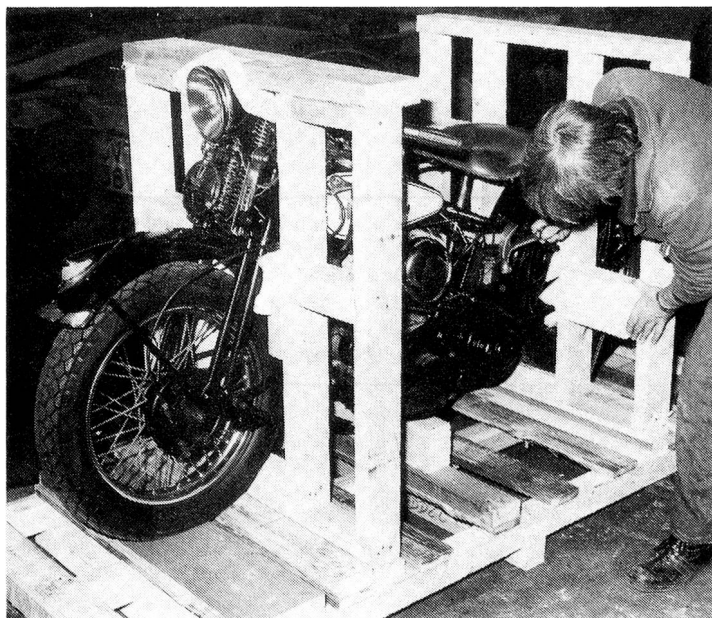
theme of Swissdata '83 when the exhibition opens in Basle at the beginning of September.

More than 40 Swiss software companies will be there, with hundreds of software products on offer. The exhibition will offer the visitor lots of opportunities to compare the various packages on offer – something which small and medium sized businesses are not usually able to do.

The move to microcomputers

is particularly important to Swiss industries, many of which are feeling the pressure of competition particularly in the field of product innovation.

The development periods of several years, to which Swiss industries had become accustomed, is no longer available. Businesses of all sizes are taking a keen interest in anything which can speed up their research and development programmes.



Dream machine's new home

A HARLEY Davidson motorbike built in 1940 has travelled from Manchester to a motor vehicle collector's home in Lenzberg, Switzerland – taking just three days to complete the journey – without even moving into first gear!

The export packing team at Parker International's Dukinfield branch was called on to ensure the safe handling and transit of the 43-year-old collector's item which had been sold to Mr Ulrich Ernest Bockstette of Lenzberg by

Gainsborough Cars of St. Helens, Lancs.

The handlebars and other contact points between the metal and the timber were cushioned with foam padding to prevent scratching on the bike's gleaming bodywork.

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