

THE IMAGE MAKER

A Publication of **LEXIDATA CORPORATION** — WHERE QUALITY BEGINS WITH PEOPLE.

Lexidata Introduces New Product Line

On May 4, 1982, Lexidata introduced an intelligent, black-and-white graphics display terminal specifically designed for OEMs (Original Equipment Manufacturers) and sophisticated end users.

Called the Model 2400, this black and white version is the first in the System 2400 family of intelligent raster terminals which will include color output and numerous peripheral devices. The new terminal family is designed for use in a wide variety of distributed graphics applications in CAD/CAM, scientific and commercial markets.

The Model 2400 graphics terminal is an integrated raster display system providing high performance, low cost graphics at 1280 × 1024 resolution with a refresh rate of 50/60Hz, non interlaced. It features the powerful 16/32 Motorola MC68000 micro-processor and a video display memory configured on a single printed circuit board.

The Model 2400 provides for the definition of a unique programmable, four-way split screen. This enables users to select the optimal screen workspace for handling a specific function. For example, workspace 1 is designed for pan and zoom and other interactive graphics operations, whereas workspace 4 is a fixed space for logging error messages or annotating function keys. Each workspace is configured with its own graphics and text cursor and is adjustable in size.

According to David A. Luther, Industry Marketing Manager, the four-workspace configuration "provides maximum utility by enabling users to perform interactive graphics, conduct system dialogue, main-



*Lexidata Model 2400 System Components:
Electronics Module, 19-inch monitor, and detachable keyboard with an integral joystick.*

tain a system select menu and log error messages simultaneously in a single unit.

"The Model 2400's low price, built-in flexibility, and significant value-added potential for the OEM underscore Lexidata's commitment to provide products that respond to the unique and changing needs of a diverse customer base, particularly in the CAD/CAM, business graphics and graphic arts markets," he said.

In its basic configuration, the new Model 2400 is comprised of an electronics bay including the MC68000 (64KB ROM/32KB or 128KB RAM), five processor option slots and two RS232 interface ports, a 19" black-and-white monitor; and a detachable, 85-key ASCII keyboard with twelve user-definable keys and an integral, proportional-rate joystick. Prices for the new graphics terminal start at \$11,000. The product is in volume production and deliveries are 90 days ARO.

Designed for future OEM expansion, the Model 2400's five processor option slots allow for the addition of serial ports,

peripheral storage devices, random access memory, and customized interfaces. An 11" × 11" data tablet with ballpoint stylus or four-button puck is also available as an optional input device.

The new graphics terminal supports a Lexidata raster graphics protocol using an English language command structure and a version based on Tektronix PLOT-10 protocol. The Lexidata software features chained vector, circle and area flood graphics capabilities and multiple character size. PLOT-10 protocol includes absolute vectors, point plot mode, incremental plot mode and dashed vectors.

The introduction of the Model 2400 was made at Lexidata's first press briefing at the Downtown Club in Boston where representatives of 11 trade publications were in attendance. The May issues of Electronics, S. Klein Newsletter on Computer Graphics, and The Anderson Report will carry further coverage on this new product while most other publications will carry the product announcement in June and July.

In January, Lexidata introduced a document called 'The Lexidata Charter' which outlines the company's goals and objectives.

THE LEXIDATA CHARTER

Foremost is our commitment to excellence in all we undertake.

TO OUR CUSTOMERS this commitment means the assurance of state-of-the-art, high quality products. We must continue to develop and bring to the marketplace the most advanced, useful and quality-tested products backed by unfailing support systems. We will constantly strive to reduce our costs and maintain reasonable prices. We will be responsive to our customers' needs.

TO OUR STOCKHOLDERS it means that as Lexidata continues to grow, profitability must be central to our planning efforts. We must experiment with new ideas, develop innovative programs, and launch new products. We will work hard and take initiative but will remain a results-oriented company.

TO OUR SUPPLIERS AND DISTRIBUTORS it means open cooperation and the opportunity to make a fair profit.

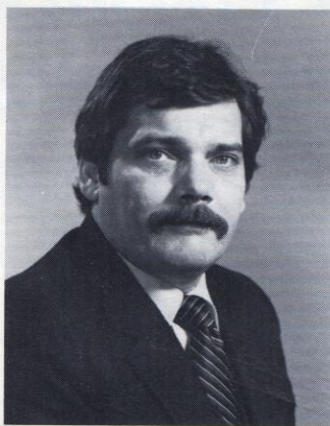
TO THE COMMUNITY it means benefiting from the active participation of a concerned corporate neighbor.

AS EMPLOYEES, our commitment to excellence means sharing the hard work required to meet personal and company goals, as well as the rewards realized from our successes. It means tackling difficult tasks to achieve results.

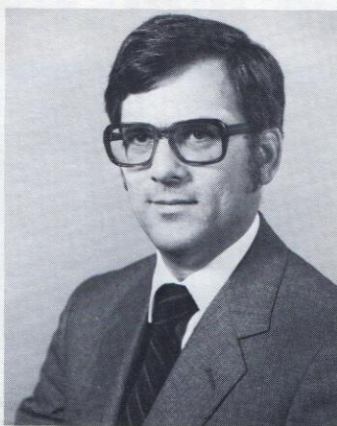
We must strive to maintain a work environment that encourages employees by recognizing creativity, prudent risk-taking, cooperation and initiative. Compensation and benefits must be fair and reflect the value placed on individual contributions. Everyone must be encouraged to fulfill their potential and advance their careers through opportunities for continued education. Promotion from within will guide company policy whenever possible. Equal opportunity for employment, development and advancement for those qualified must remain an ardent goal.

We recognize that forthright and open communication throughout the organization is critical to the accomplishment of our goals. As a community of workers, we should strive to continually discuss ideas and solve problems with the best solution always being more important than the title of the person who proposed it. Management must communicate objectives and employees must be encouraged to provide feedback. If close enough to see a problem, we must be willing to be part of the solution.

Finally, our commitment to excellence to our customers, our stockholders, our vendors, the community, and employees must always be guided by fairness and the highest ethical standards.



Paul J. Murphy



James L. Repsher

Two New Vice Presidents Announced

President Ralph T. Linsalata recently announced the appointment of Paul J. Murphy to Vice-President, Finance and James L. Repsher to Vice President, North American Sales.

Paul J. Murphy joined Lexidata in June, 1979 as Corporate Controller. In the position of Vice President, Paul's responsibilities will include the overall management of Company finances.

Prior to joining Lexidata, Paul was a Manager and a Certified Public Accountant with Price Waterhouse and Company. Paul

holds a B.S. (Magna Cum Laude) from Brooklyn College and an MBA from Harvard Business School.

James L. Repsher joined Lexidata in March, 1980 as Eastern Regional Sales Manager. In this new position, Jim's responsibilities will include sales, systems, and service of Lexidata's product lines in the United States and Canada.

One of Jim's immediate goals is the continued expansion of the sales function, and within the next few months he expects several new sales offices to be opened in the United States.

Prior to joining Lexidata, Jim was the District Sales manager for Data General. He holds a B.S. from the University of Rochester.

Ralph feels that these promotions are a major accomplishment within our overall commitment to Lexidata further establishing itself in the graphics and imaging field.

New Travel Accident Benefits Effective May 1, 1982

Based on competitive analysis, the growing and changing needs of the Company, and the increasing number of employees traveling on company business, Travel Accident Insurance Protection has been added to Lexidata's Group Insurance Program, effective May 1, 1982.

The contract is written with State Mutual Insurance Company and Lloyds of London and provides 24 hour business travel coverage for employees traveling on Lexidata Company business.

The Travel Accident policy covers employees for a \$100,000 lump sum benefit, plus scheduled dismemberment, and is provided in addition to the Basic Life and Accidental Death and Dismemberment Insurance already provided in the Lexidata group insurance package.

Travel Accident benefits are provided at no cost to employees and are effective on the hire date for new employees.

Lexidata Initiates Employee Stock Purchase Plan

In conjunction with Lexidata's recent initial public offering, the Company has initiated an Employee Stock Purchase Plan. This plan provides all full time employees with the opportunity to purchase stock at a 15% discount through payroll deductions. The plan offers a chance for all employees to share in Lexidata's growth and success.

The first offering period began on April 1, 1982. All full time employees with six months service as of April 1 were eligible to participate. Of 214 employees who were eligible, 123 will be participating. These employees will make contributions through

Corporate Controller Announced

On April 20, 1982 Leonard Major joined Lexidata as Corporate Controller reporting to Paul J. Murphy, Vice President, Finance.



Leonard Major

Len joins Lexidata from Digital Equipment Corporation where he spent five years in the financial area, most recently as Controller of the Publishing and Broadcast Industries Group. Prior to DEC, Len was a C.P.A. with Arthur Andersen & Co. in Boston.

Len's primary responsibility will be to create the necessary financial systems, controls and analysis that will enable Lexidata to continue to grow in a successful manner.

payroll deductions for six months. At the end of this period, employees will purchase Lexidata stock at 15% of the lower of the quoted prices on April 1 and September 30, 1982.

All employees hired between October 1, 1981 and March 31, 1982 will be eligible to participate in the second offering period which will begin October 1, 1982. Information packets were distributed to these employees at the end of May. As with the first offering, informational meetings will be held prior to October 1st to explain the plan and answer any questions.

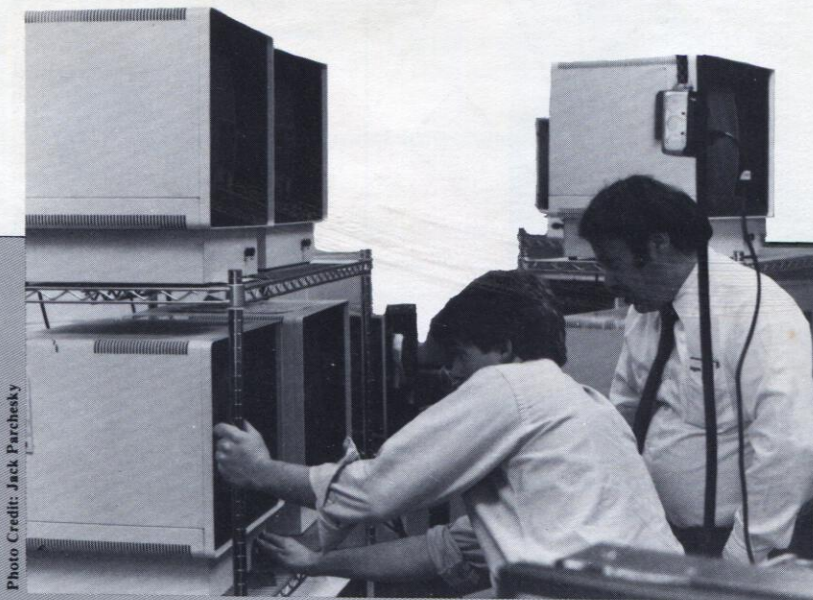


Photo Credit: Jack Parchesky

Gary Rawnsley and Carl Anderson

Systems Integration: Despite High Pressures and Tight Deadlines, They're Getting the Job Done

Systems Integration is the final phase of the Lexidata production cycle where customer chassis and boards are integrated into Lexidata systems according to customer specifications. It is a high pressure area where employees often work long hours under tight deadlines.

Systems Integration was once part of the Engineering Department but in March of 1981 became a part of the Manufacturing organization. However, because their primary function is to meet customer shipping requirements, the Systems Integration Department operates very independently.

For those not familiar with the Systems Integration Production Cycle, the function follows a five step procedure:

(1) Basic Test

In Basic Test, Systems Integration technicians prepare diagnostic and software tests with the aid of black-and-white or color monitors. At this stage, technicians look for timing problems, flickering pixels, etc.

(2) Systems Test

In Systems Test, advanced Systems Integration technicians test the entire system (i.e. not just the printed circuit board) to

ensure that the entire system is integrated and peripherals (joysticks, keyboards, etc.) are functioning properly.

(3) Clean Up

After technicians have checked a system, it goes to Clean Up where final details and cosmetic considerations are reviewed and corrected if necessary.

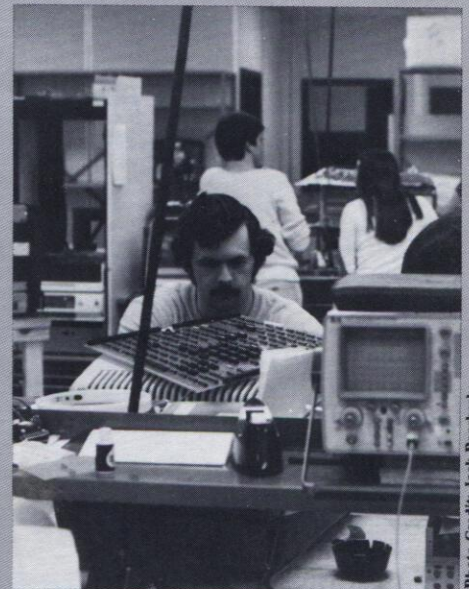
(4) 24 Hour Burn-In

After a system has been cleaned, it is operated on a 24 hour test period to make sure it is functioning properly.

(5) Final Test

At this stage, a Final Test technician performs a final acceptance test using software techniques.

According to Carl Anderson, Manager, Final Test, the Systems Integration Department has experienced problems coping with the demands of the company's dramatic growth, but progress is being made and new solutions sought: "We have identified several problem areas and are working with the newly created Manufacturing task force to review different procedures and the flow of materials into Systems Integration to see if we can be more cost effective and efficient."

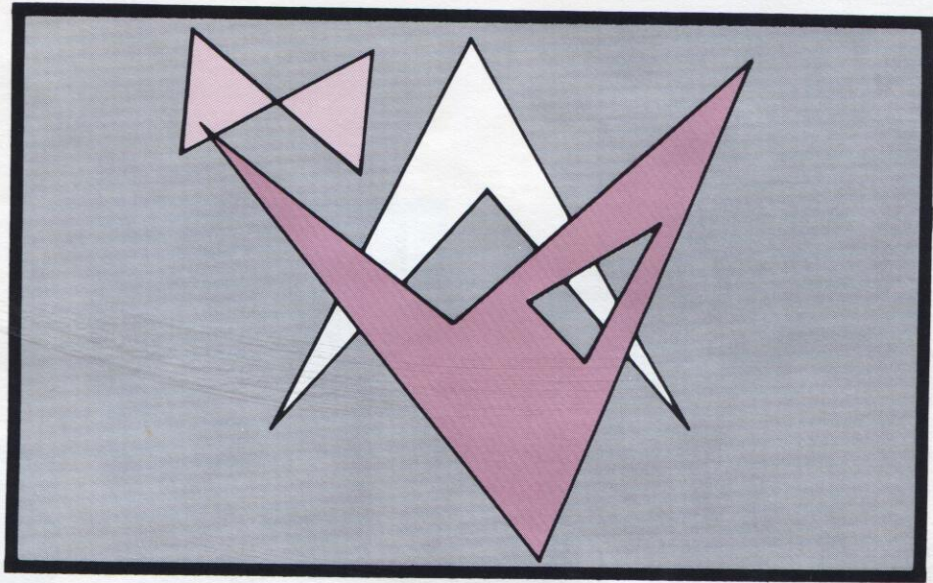


Steve Conran

Photo Credit: Jack Parchesky

Advanced Operating System Offers Greater Capability

EGOS Revision 1.1 allows the user to fill more complex polygons (concave, nonplanar, concave with hole) as shown here.



Lexidata Corporation announces an updated version of its existing PROM-resident operating system for its family of System 3400 raster-scan display processors.

The Extended Graphics Operating System (EGOS) Revision 1.1 provides powerful firmware assistance which resides in 4K Programmable Read Only Memory on the system's controller board. It contains several features not previously available to System 3400 users in addition to all the functions in the original Extended Graphics Operating System.

One of the most important features in EGOS is polygon fill. It is used in graphics applications such as CAD/CAM for integrated circuit design, graphic arts to fill high quality characters and pie charts, and animation.

In the original EGOS, regular polygon fill can only be used on convex polygons (those without holes). The latest EGOS version adds two polygon fill features — flood fill and edge flag fill — that allows the user to fill more complex polygons without the limitations imposed by earlier algorithms.

- *Edge flag fill* can be used on any type of polygon (concave, convex, non-planar, disjoint, and those with holes). It requires the use of special vectors, but does not require specifications of a starting point.
- *Flood fill* can be used on all types of polygons except disjoint polygons. It requires that a starting point be specified, but does not require the use of special vectors or an extra plane of

memory.

Other features in EGOS Revision 1.1 include:

- *Run length decoding*, a software feature which allows the user to pack image data for more efficient data transfer and for conserving disk space.
- *Fast filled circles, rectangle draw and fast filled rectangle draw*, which are preprogrammed subroutines using the basic instruction set to facilitate the user's software development.

All features in the original Extended Graphics Operating System remain in the revised version, including compact chained vector storage and arc generation. Vectors of varying widths, colors, and patterns can be displayed up to six times faster and are stored in as little as one-sixth the memory required by conventional methods. Up to 65,535 vectors of the same color may be generated at one time. In addition, a data tablet can be supported as an input device. The tablet may be used with a pen or a puck. EGOS is capable of reading pen/puck positions, and of transforming tablet coordinates to screen coordinates using a scale factor and an offset.

The graphics package also offers four write modes: normal mode (for vector generation); set mode (for overlapping vectors with priority assignment); clear mode (for advanced selective vector erase); and complement mode (for rubberbanding, drafting, and software cursor manipulation).

The Extended Graphics Operating System provides the high-level graphics functionality necessary to meet the challenges of interactive computer graphics. For further information on upgrading, availability and pricing contact your Lexidata Sales Representative. For details on EGOS ask for document No. 3483-004, "EGOS Manual."

Project Management Training

By Walter Anderson

Lexidata experienced explosive growth in our Engineering and Manufacturing operations over the past year. The growth in personnel, new product development, and new product introduction far exceeded our development of management skills. We had not had the luxury of a long steady growth period in which to evolve our own style of product development management or a Lexidata culture for product development and manufacturing. Yet, if we were to sustain our rapid growth in an orderly and controlled fashion, we needed to establish a Lexidata style of management for product development and manufacture.

Nearly everything we do in product development and manufacturing introduction of new products can be couched in terms of Project or Program Management. For purposes of orderly, controlled projects and programs, we needed to develop a common understanding of what project management is, what the tasks of a Lexidata project are, how projects are planned, control of projects and a common method of reporting so that communication of project status, risk and direction is clear and unambiguous to everyone.

To accomplish these goals, three day
(Continued on page 10)

COPING WITH GROW

What is being done to accommodate the changes brought about by Lexidata's rapid growth?

Jill Horton



JILL HORTON
(Secretary to President)

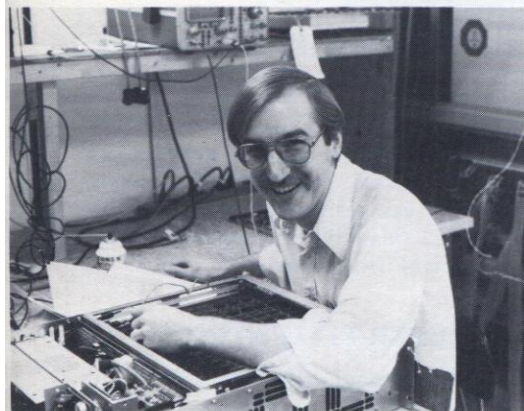
Maintaining strong corporate communications is important in responding to the pressures of growth. This requires flexibility, creativity and new ideas.

For example: Rather than sacrifice our company meetings because we have grown too large, we sought alternative solutions so that this unique Lexidata tradition and important communication forum could be maintained. This meeting is now divided into two sessions and in response to employee feedback and suggestions, has been revised.

The annual plan is another important corporate communications function. This process is ongoing and requires teamwork and communication among all levels of the organization. Our emphasis on updating and revising the annual plan helps to unify the company through shared objectives and goals.

TH:

Bill Stronge



BILL STRONGE (Senior Engineer)

I am a first-hand witness of Lexidata's rapid growth and of the different ways that Lexidata has responded to the changing needs and requirements of growth.

When I joined the company in 1979 there were only 35 employees and we did just 1.9 million dollars worth of business. We struggled with many problems, such as lack of documentation, lack of name recognition in the marketplace (Lexi-who?), lack of procedures; and in general, too much to do with too few people to do it.

Today we have almost 400 employees and our goal this year is to ship 34 million dollars. We have grown and changed a lot over the last 3 years, and our problems have changed with us. Old problems still linger (lack of documentation certainly still plagues us) but the problem is now incompleteness as opposed to a complete lack of it. The same goes for procedures too; we still don't have a lot of procedures but there are certainly more than there used to be.

We have acquired new problems too. For example how to manufacture and test large numbers of 3400's, a far cry from

Polly Toyne



POLLY TOYNE (Accounts Payable Supervisor)

One way of coping with growth is to develop systems that not only enhance productivity but also improve communications among departments. Department goals need to be more coordinated with overall corporate goals.

The new inventory management and control system, COPICS, will help us cope with growth by linking financial and manufacturing computer systems so we can better monitor and build products and make financial management decisions.

Another way we are coping with growth is to expand and reorganize our department to meet the company's changing needs. In terms of staffing we have hired individuals with expertise in specialized areas such as new product costing, etc.

In the Accounts Payable area we are implementing a new software package that can interface with the IBM 4331 for processing invoices. This will enable us to access more information in a more timely fashion.

To cope with the new demands of going public we have implemented new, more

Bruce Fredericks



efficient procedures and guidelines for keeping on schedule to accomplish goals such as monthly financial reports.

BRUCE FREDERICKS (Manager, Technical Documentation)

Determining priorities, realistic work schedules, and long-range planning are important factors in coping with growth.

With the many pressures of rapid growth, it is easy to concentrate on resolving immediate problems based on short-term goals. However, to best cope with growth we need to also take into consideration long range solutions so we don't have to play catch up later on.

For example: In expanding our word processing capabilities we can't just think in terms of what we need today but also other longer range considerations such as changing technology in the publishing field; ability to expand and keep up with evolving publications technology.

Within the next year we hope to install a brand new Word Processing System to help cope with the increased paperwork load of growth. The new system will also help us provide the more professional documentation services required of a larger company.

During rapid growth periods it is important to avoid overworking employees to the point of exhaustion or "burn-out". Burn-out can be avoided by establishing realistic (though hard) work schedules and continuously monitoring progress towards goals.

Determining priorities is important in coping with growth because you have to recognize the fact that not everything can get done. You have to look at the big picture, and make decisions based on both departmental and corporate objectives.

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Steve Bauer



Photo Credit: Jack Parchesky

Peter Fitzpatrick

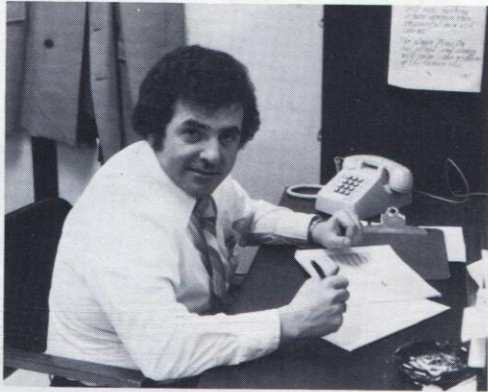


Photo Credit: Jack Parchesky

COPING WITH GROWTH: (continued from previous page)

What is being done to accommodate the changes brought about by Lexidata's rapid growth?

STEVE BAUER (Manager, Materials and Administrative Services)

The establishment of special task forces and the company's investment in advanced information/communication systems are two key elements in Lexidata's strategy for not just keeping pace with, but for staying ahead of, growth.

Special task forces have been established to confront the obstacles brought about by rapid growth and to insure that high levels of productivity and quality are maintained and increased. The Manufacturing Task Force is comprised of project leaders and individuals working together and sharing expertise, time and ideas to resolve specific manufacturing production problems. Short-term and long-term problems and goals have been established and a workable action agenda and timetable outlined. The improved communication that has resulted from task force activity has also helped to ease company growing pains.

To accommodate growth we need to improve our systems for obtaining and handling information. We believe the wave of the future is a totally integrated information network that combines the functions of Data Processing, Word Processing, electronic mail and general office automation. Lexidata's investment in D.P. and W.P. is unique for a company our size.

Successful utilization will result in 70% decrease in paper flow and greatly improved communication throughout the company. Some areas we are investigating include: automated follow-up files, advanced electronic mail, electronics cross reference fil-

ing, individual terminals and workstations, increased access from home terminals, improved user capability and access to relevant Lexidata information sources, and expansion of network into field offices.

PETER FITZPATRICK (Manager, Sub-Assembly Production)

You need a lot of patience to cope with growth, and also a lot of teamwork. What recently happened in Manufacturing — the record shipments and outstanding achievement of first half of 1982 fiscal goals — is a perfect example of how teamwork and positive attitude can overcome the demands and pressures of rapid growth. In spite of a tremendous workload and time constraints, we pulled together and collaborated to get the job done. Employees helped each other and the entire company was supportive and cooperative to our special needs. I'm very proud of my staff and of all the other individuals who contributed to the accomplishment of these goals.

Another way we're getting employees involved in solving the problems of growth is through the use of our newly introduced "Corrective Action Reports." The purpose of these reports is to provide a vehicle for employees to identify problems in the production cycle and to ensure speedy response time. Once an employee has identified a problem and completed a report, a review team, comprised of Quality Engineering and Manufacturing Engineering representatives, reviews the pros and cons of the problem and makes recommendations for improvement.

New Advertising Campaign Launched

According to Diane Coletti, Manager of Employment, a new recruitment advertising campaign has recently been launched to project the dynamics of continued expansion and to help us reach our goals of 100% growth.

"We selected an advertising format," noted Ms. Coletti, "which we feel will indicate a feeling of innovation, energy, achievement, and rapid growth."

After reviewing several proposals from Allied Advertising, our recruitment advertising agency, "We're Off and Running" was selected as the theme because it indicated motion, was professional and dynamic, and captured the current spirit of the company.

The following exemplifies the strong and effective language of the new campaign:

WE'RE OFF AND RUNNING.

FINANCE

COST ACCOUNTANT

Will be responsible for the day-to-day preparation of cost data, as well as assisting in the implementation of various cost systems. Will also be responsible for developing and maintaining a corporate fixed assets control system. A BSBA in Accounting plus one year of cost accounting experience in a manufacturing environment required. An MBA is a plus.

GENERAL ACCOUNTANT

Responsibilities include financial statement preparation and analysis, general ledger and budget analysis, SEC compliance, and assistance in the implementation and integration of new financial software systems. A BSBA in Accounting and an automated finance department of a manufacturing company are required. Experience in SEC reporting and financial software systems a plus.

ENGINEERING

PROJECT ENGINEERS

Several opportunities exist to work on projects requiring design of Motorola 68000 circuits, dynamic display memories, scratchy and SCL circuits. Will design reliable state-of-the-art graphics and imaging systems where designs will be viewed on a CRT. A minimum of a BSEE required.

GRAPHICS SOFTWARE ENGINEER

Will define, specify and implement new products for intelligent, interactive, color graphic processors. Interest in working with Motorola 68000 microprocessors, and "C" language is a plus. BSEE or computer science plus a minimum of 2 years related experience with UNIX and interactive computer graphics preferred.

COMMUNICATIONS ARCHITECT

Will be responsible for design and implementation of our microcomputer network running under UNIX, BS or MS in Electrical Engineering or Computer Networking required. Knowledge of X.25, DECNET or ETHERNET would be helpful. Experience with PASCAL, PL1 or "C" preferred.

COMPONENTS ENGINEER

Support engineering by evaluating and selecting digital/analog components for new product applications. Will develop specifications and test requirements which involves interface with Inspection and Documentation. BSEE required plus a minimum of 3 years related experience.

DIAGNOSTIC OR HARDWARE/SOFTWARE ENGINEERS

Will have opportunity to learn "C" language on a UNIX-like operating system and work with state-of-the-art MC 68000 based graphics hardware. BS in Electrical Engineering or scientific discipline in addition to diagnostic programming or hardware/software design experience required.

P.C. DESIGNER

Support engineering through designing artwork and associated drawings. Background should include at least 3 years experience in the layout of double sided and multi-layer p.c. boards, utilizing CAD/CAM and digitizing techniques. Experience with SICIcard systems strongly desired.

MANUFACTURING

MANUFACTURING ENGINEERS

Develop processes to meet quality standards for new and existing products. Will introduce equipment for more efficient manufacturing and ensure manufacturability of newly designed products. BS in Mechanical Engineering or Industrial Engineering with one year related experience is preferred.

MANAGER, PLANNING AND SCHEDULING

Develop, implement and manage master schedule and shipment forecasts through coordination between Sales and Manufacturing. Play active role in MRP implementation. A minimum of 5 years scheduling experience required in addition to MRP background in a medium to high volume environment. BS in related discipline required. MBA desirable. Previous management experience a must.

SYSTEMS INTEGRATION MANAGER

In addition to department supervision, will develop, organize and implement systems integration plan to accommodate new systems testing requirements. Will also interface with QA on customer quality issues. A minimum of 8 years experience in systems test, manufacturing and/or test engineering required, including 3 years minimum of supervisory experience. BSEE preferred. MBA desirable.

PRODUCTION CONTROL PLANNER

Participate in the implementation of a state-of-the-art MRP design using shop CPCS. Play active role in schedule subassemblies for various product lines and coordinate material flow. A BSBA in related discipline required.

...And we're making great strides as the leader in raster display technology in the exciting, dynamic computer graphics and imaging industries.

This means relying on top-notch professionals who share our energy and motivation. Become part of this momentum and explore your potential in CAD/CAM, graphic arts, process control and a wide range of imaging applications.

Lexidata's commitment to excellence means sharing the hard work required to meet your personal and our company goals. It means the challenge of tackling difficult tasks to achieve results. We have created a work environment which encourages open communication and participation to assist you in achieving these goals. We provide you with unparalleled opportunity to gain more experience in a shorter time...in an environment which encourages you to take an active part in your own career development.

If you're ready to challenge your own abilities, you're ready to run with us. Now's the time to make the move.

TEST ENGINEER

Will be involved in developing and improving test strategies, processes, and plans, specifying test equipment, and carrying out tasks involved from start-up through to volume production for new products and product lines. BS in technical discipline in addition to a minimum of 3 years experience as a Test Engineer in a computer systems environment is required.

SALES/SERVICE

SYSTEMS ENGINEER

Responsibilities include defining high resolution raster graphics systems to meet customer requirements, working with our systems engineering and sales functions solving customer problems, and proposing systems-level solutions. A BS in a technical discipline, experience in interactive graphics techniques (hardware and software), and the ability to work with professionals on a technical level in one or more sales areas required.

SALES REPRESENTATIVE

Responsible for selling state-of-the-art, high performance raster graphics systems to OEMs and sophisticated end-users. At least 3 years experience in technical sales of computer graphics, imaging equipment or minicomputers is required. BS in related discipline preferred.

CUSTOMER SERVICE REPRESENTATIVE

Will troubleshoot and repair high speed digital and video equipment. Degree or certificate from technical or military school and at least 2 years experience in digital circuit troubleshooting repair preferred. Ability to work from schematics a must.

INFORMATION SERVICES

INFORMATION CENTER ANALYST

Play a key role in new information services concepts. Will provide computer support for all functions within organization by providing end-users with tools and techniques for direct access. BS in related discipline required plus experience with C, C++, COBOL, and PL1 languages. CICS exposure at command level desirable.

PROGRAMMER ANALYST (FINANCIAL APPLICATIONS)

Implement new financial systems and perform other programming projects utilizing PL/ANCOSE financial modeling. Experience required includes a minimum of 2 years programming in financial systems including PL1 in DOS environment. CICS experience a plus.

COMMUNICATIONS/DATA BASE ADMINISTRATOR

Generate and maintain communications software and data base as well as implement data dictionary. A minimum of 2 years experience with CICS command level programming plus one year of DL1 is required. Some systems programming or exposure to VTAM helpful.

MARKETING

INDUSTRY MARKETING SPECIALISTS

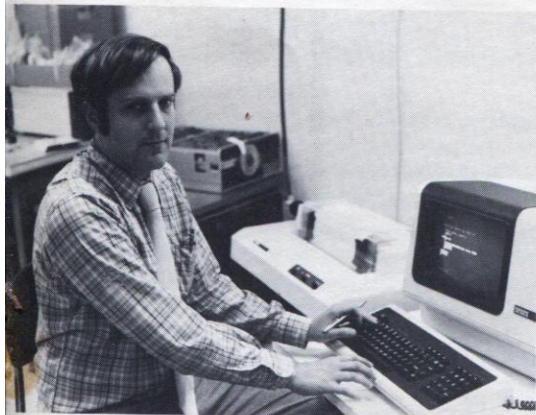
Several opportunities exist for highly competent individuals to join our emerging industrial marketing organization. Responsible for determining market segment needs, product strategies, functional specifications and distribution methods. Will interface with customers, key prospects and international and domestic sales. Experience should include engineering background in one of the following areas: CAD/CAM, graphics, imaging, process control, BSEE or related discipline required.

Lexidata's benefits package is one of the most attractive programs in the industry. It includes life, health and dental plans, 100% tuition reimbursement, and 3 weeks paid vacation in your third year. Please send your resume in confidence, indicating position of interest, to Diane Coletti, Manager Employment, Lexidata Corporation, 755 Middlesex Turnpike, Billerica, MA 01865. An equal opportunity employer.

LEXIDATA CORPORATION

We're Off & Running.

Employee Spotlight:



Gary Hayward

Photo Credit: Jack Parchesky

Gary Hayward

This employee spotlight proudly shines on Gary Hayward, Senior Software Engineer. Gary joined Lexidata over a year ago and has already proven to be a major contributor to the company. According to his supervisor, Phil Sweet, "Gary has, in several instances, gone beyond the scope of his job and demonstrated great ability in solving problems and following through. He is perceptive and innovative in responding to customer needs. We look forward to Gary being a technical leader for Lexidata in the future."

Gary's primary responsibility has been to build a new product based on System 8000 by adding disk and magnetic tape peripherals. This cost effective product will be used in-house and will provide more flexibility for us to grow.

Walter Anderson, V.P. Engineering commented on Gary's outstanding contribution:

"Gary and his coworker, Elliot Swann have both done an outstanding job in helping to build a new product and in overcoming obstacles beyond the scope of his normal job function."

Prior to Lexidata, Gary worked for Applicon for 7 years as Supervisor of SLSI and various other software projects. He holds a BSEE from Tufts University and resides in Lexington, MA. His favorite pastime is sailing his 23 foot pace ship.

A Few Words About What Lexidata

Group Insurance

Lexidata offers a comprehensive and competitive group insurance package to protect employees and their families.

For the entire insurance package (Basic Life Insurance, Accidental Death and Dismemberment, Travel Accident, Medical, Dental, and Long Term Disability) the company pays nearly all of the premium. Your share is only \$1.50 per week for an individual, or \$3.00 per week for a family.

Life Insurance

You are covered for an amount equal to your annual salary, up to a maximum of \$125,000. (You may purchase, at our low group rate, additional coverage equal to another one times your annual salary.)

Accidental Death and Dismemberment

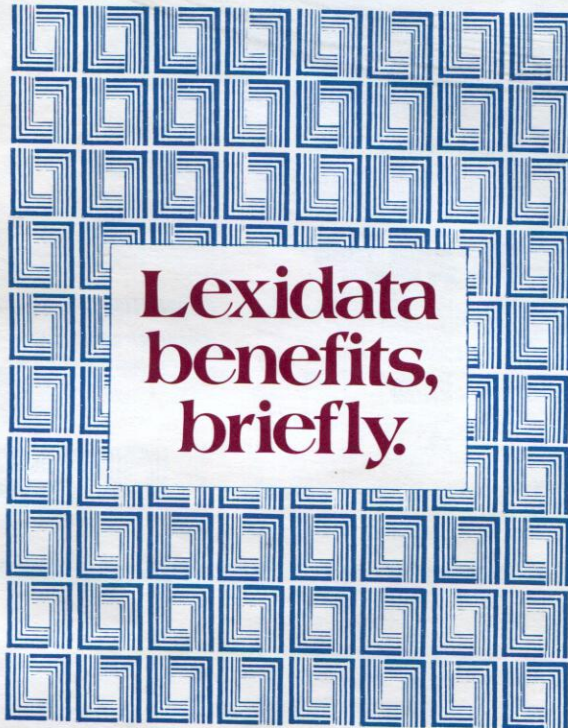
Our plan offers 24-hour protection against accidental death or loss of sight or limb. Your benefit amount, payable according to a published schedule, is equal to your annual salary. And there is still another benefit equal to your salary; it's payable in the event of accidental death or dismemberment on a common carrier.

Travel Accident

Your Business Travel Insurance provides added protection (\$100,000 plus dismemberment) while you are traveling *anywhere* in the world on company business.

Health Insurance

Your medical expenses will be reimbursed at 100% of reasonable and customary charges after a deductible of \$100 per person per calendar year (with a family maximum of three (3) deductibles); the deductible is waived for accidents and hospitalization. You're covered for full semi-private room, board, and ancillary charges as well as for prescriptions, outpatient psychiatric treatment (\$500.00 per person per year), maternity care and physician's services. Private-duty nursing care is reimbursed at 80%.



**Lexidata
benefits,
briefly.**

Project Management Training

(continued from page 5)

training workshops entitled "Effective Project Management" were held for members of the Engineering and Manufacturing department staffs. The program was managed by Northeastern University's State-of-the-Art Engineering Program and was taught by Phillip F. Paul, Jr. Mr. Paul has over fifteen years experience in program management in technology based organizations, including Honeywell and North American Rockwell. He has been a part-time member of Northeastern's Faculty since 1973.

The workshops were not off-the-shelf canned seminars on project management. Rather, the program was put together specifically to meet the needs and environment of Lexidata. The direction of the workshops evolved through the employees' participation in them. They combined class-

room lecture and discussion with practical outside applications of the techniques and follow-up feedback sessions several weeks later.

The sessions were held away from Lexidata at Northeastern's Henderson House in Weston and in Waltham. Each class was limited to 25 people and ran from 8:00 a.m. to 4:00 p.m.

Walter Anderson, Vice President Engineering, and Clem Russo, Vice President Manufacturing, worked closely with project leader, Phil Paul, to come up with the agenda for the program. It was determined that case studies and problem solving were important training vehicles for this program. In order for the program to be successful the *employees* would evolve the project management process to best suit Lexidata's needs. We wanted employees to feel

pride in ownership and responsibility for the long term accomplishment of goals.

As a first step this program was successful and we plan to stress follow-up sessions and further sessions and/or consultations with Phil Paul whenever applicable.

Project Management started out as an Engineering project but it soon became clear that this program could benefit the entire company and that it could not be successful without the cooperation of other departments. The program is being expanded to encompass the entire company and Bob Gray, Manager/Product Marketing, will coordinate a manual and provide leadership for Project Management in the future. Any questions on Project Management should be directed to Bob Gray at extension 118.

Employees Earn Besides Their Salaries:

Dental Insurance

The plan is designed to promote proper care, and pays up to \$1,000 per person per calendar year. There are four classes of coverage:

Class I - Preventive Care, including x-rays, cleaning and two visits per twelve (12) months - is fully covered, with no deductible;

Class II - fillings and extractions - is covered at a rate of 80%, after a deductible of \$50.00 per person per year (maximum: 3 deductibles per family per year);

Class III - dentures, fixed bridgework, crowns, etc. - is covered at the rate of 60%, subject to the same \$50.00 deductible as Class II; and

Class IV - orthodontia - is covered at the rate of 60% offering a \$1,000.00 life time maximum also subject to the same \$50.00 deductible.

Long-Term Disability

If you are totally disabled, you'll receive 60% of your regular salary, up to a maximum of \$2,500 a month, for any disability lasting longer than ninety (90) days. Both illness and injury are covered, and the benefit is payable to age 70.

This summary is prepared for your convenience, but it cannot alter or modify the provisions of Lexidata policy or group insurance contracts.

AND THERE'S MORE . . .

Fringe Benefits

Sick Pay

You are eligible to earn a half day per month of sick leave (6 days per year) to a maximum accrual of eighteen (18) days.

Short-Term Disability

If you cannot work because of non-occupational sickness or accident, you will receive 60% of your weekly income to a maximum of 13 weeks (based on length of service). Coordinated with Lexidata's Sick Pay Plan, STD Benefits start on the first day for accidents or hospitalization and the 8th calendar day for illness.

Personal Days

With your supervisor's approval, non-exempt employees may take two (2) Personal Days and exempt employees may

take four (4) Personal Days per calendar year for personal or family business. (There is a three (3) month waiting period for new hires.)

Vacation

During your first two calendar years you earn up to 10 days vacation at the rate of 10/12 of a day per month; after two (2) years, you are eligible for 15 vacation days earned at the rate of 1.25 days per month and after 10 years, 20 days at the rate of 1.75 days per month.

Holidays

Lexidata recognizes ten (10) paid holidays per year including one company designated "floater" holiday.

Tuition Reimbursement

If you take an approved job-related course, Lexidata will pay your tuition (provided you receive a passing grade), plus another \$15.00 per course for books and/or lab fees.

Referral Program

We're looking for lots of people like you. And if you refer a friend or relative to us whom we hire, you'll receive a nice bonus. How much depends on the position filled.

Credit Union

The Progressive Consumers Credit Union is a place where you can receive a loan or save through payroll deduction, or establish an Individual Retirement Account (IRA). The credit union is a non-profit cooperative organization, a chartered corporation supervised by the Commissioner of Banks. It is managed by Credit Union members through an elected Board of Directors.

Bonus Plan

Contingent upon profits and fiscal year results, and at the discretion of the Board of Directors, all employees not eligible for any commission plan are eligible for an annual bonus. The amount of your bonus will be based primarily on your performance. Length of service will also be recognized.

Employee Stock Purchase Plan

Through weekly payroll deductions, all employees are eligible to participate in the Employee Stock Purchase Plan. Employees pay 85% of the sale price and are eligible to participate once they have completed at least six months employment prior to the start of an enrollment period. We offer two enrollment periods per year on April 1 and October 1.

Outstanding Achievement Award

In recognition of Extra Effort for Excellence (E³), Lexidata has established a special award. This award is given to employees who demonstrate extra effort in their positions and towards Lexidata in general. All employees are eligible for this award and are nominated by their supervisors.

Company Sponsored Activities and Discounts

Lexidata sponsors a Christmas party, summer picnic, and open house, as well as discounts at local stores and recreational events.



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Report from the Field

A Day in the Life of Jack Huisman: Salesman Extraordinaire

Jack Huisman



Last year Jack Huisman was named #1 Lexidata salesman for new accounts for FY 82. Recently he was promoted to Branch Sales Manager for New York. How does he do it? What are his strengths? What is a typical day like for this salesman extraordinaire?

Jack loves his independence and operates as a one man office out of his home in Irvington, New York. His territory includes GE, Genigraphics, General Motors, Summagraphics, Bell Labs, IBM, Xerox and Kodak.

His usual day may start as early as 7 a.m. and extend to 9 or 10 p.m. He typically spends one or two days a week traveling.

"My biggest strength," noted Jack, "is my organization skills. Every morning I get organized and examine my priorities. By 8:30 a.m. I start making phone calls and maintaining a log of all calls made. Last year I made approximately 6,000 phone calls (an average of 30 calls for 200 days). His best day included 62 calls and his best record was 27 contacts in one day.

Around 5:00 p.m. most telephone work

is finished and at approximately 6:00 I usually go to the word processor to type letters and correspondence generated by that day's work. In 1981, I typed approximately 400 letters and correspondence (including memos, quotes, letters, expense reports etc.). Jack attributes his dexterity on the word processor keyboard to his long term interest in computers. (He has been fascinated and playing with computers since he was 12 years old.)

Jack is aggressive both in sales and in his management style. According to Jack — "as long as its moral, legal and profitable — go to it."

He attributes much of his success to the support and responsiveness of the home office staff: "Lexidata salesmen know they have the support of the Company behind them. The Sales/Marketing organizations are very responsive — I know that if I need information I can get it. Also, the Leads System is terrific and a real asset — I have more leads than I know what to do with."

Jack is goal oriented and likes to achieve. "I believe in working hard," he comments, "but in having fun while doing it." He sums up his success at Lexidata as follows: "It's not so hard. . . You don't have to sell Lexidata — it sells itself."

I'm Glad You Asked That Question

Do you have a question about working for Lexidata? Jot it down and send it to the Benefit's Office or call ext. 181. All questions and replies will be kept strictly confidential. From time to time, however, the *Image Maker* will publish the most frequently asked questions and answers without identification.

QUESTION: Will Lexidata ban smoking in offices? I am a Reformed Smoker. I share an office with smokers, and the smoke really bugs me! Can anything be done?

ANSWER: Lexidata hasn't formulated an overall policy on smoking and to date, no laws have been passed to prohibit smoking in offices. However, questions such as yours are being asked all the time. If in individual cases, the physical arrangement cannot be changed (i.e. moving desks, plac-

ing smokers near windows, using different rooms), perhaps everyone should sit down and attempt to work out a compromise where both smokers and nonsmokers can be accommodated. For example, smokers might try to change their smoking habits by smoking outside the office at various times, or at break during the day.

QUESTION: Summer will soon be here and I'd like to know what coverage I have if I get sick or have to be hospitalized while I'm on vacation?

ANSWER: If you are traveling and require medical attention, present your Guardian identification card and request that they forward hospital claims directly to Guardian. If possible, tuck a few claim forms in your wallet or suitcase so they will be readily available. If your physician insists on immediate payment, make sure to obtain

itemized receipts so that you can file a claim when you return to Lexidata.

If you receive medical care outside of the U.S.A., you will probably be required to pay your bills and receive reimbursement from Guardian. You will also be requested to provide itemized receipts, the currency exchange rate for the date of service (if possible) and the physician's medical statement.

QUESTION: What is Lexidata's policy regarding personnel records? May I see my own file?

ANSWER: Yes, Personnel files are maintained by the Human Resources Department and you may schedule an appointment to look at your own file at any time. Contact the Personnel Secretary, for a convenient time.