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The challenge

The CeBIT Fair in Hannover is one of the most exciting opportunities to present advanced communication concepts and tools in Europe.

We therefore plan to represent the results of the GEOTEL Race project # 1073 on that occasion.

We have conducted similar demonstrations before: in 1991 at the INFOBASE Fair in Frankfurt with the OPD, and at the CeBIT '92 with the GDT, both representing our client Deutsche Bundespost TELEKOM.

As we have received this call for tenders at extremely short notice, please consider this presentation as a first version demonstrating our conviction and competence.

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The state of the art

GEOTEL offers a whole consultation chain from document generation to image remote delivery, and a set of modules to integrate an overall document architecture

GEOTEL image delivery and display modules can be interfaced with many of the current databases. These links may be established through Windows communication channels (DDE / X-Windows)

GEOTEL represents one of the first MultiMedia-Applications which successfully incorporates the aspects of an inhouse- (both: standalone- and LAN -) concept with a European wide access via public switched ISDN-networks



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The exhibit

The aim is simple yet ambitious.: to represent a live demonstration with online PSDN/ISDN access to a French host (Scenario FDI / FD2) and other European countries connected (Szenario FDE).

The aim is to show already implemented as well as high potential scenarios:

- in a standard PC-environment: a 386 (not 468) CPU with 25 Mhz and 4 MB**
- with a standard VGA-monitor (maybe with a larger screen for the public demonstration)**
- with standard ISDN cards and a basic rate (2 B + 110 channel) access line.**

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The audience (1)

Following to the project design two major sectors will be targeted:

A federation of users, typical information consumers applied to one specific field, e.g.: standards, normalisation procedures, safety rules, technical documentation.

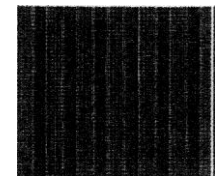
A multi-site environment, where different departments and sites of the same company may be connected via a GEOTEL based system, allowing different levels of security and authentication with its inbuilt communication and retrieval tools.

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The audience (2)

The CeBIT-audience may split into:

- Heads of department and decision makers previously contacted by mail and phone (as members of the EVE 2 project we will even use the means of direct access offered by the video-phone-addresses)**
- Special interest groups (IRIS may use its contacts with other users as well as Operators and suppliers being member of the European ISDN Users' Forum steering committee, EIUF)**
- Members of the Press (Dr. Siegert is a member of the journalists' association DJV and has good relations with members of the CeBIT Press Department since CeBIT '89)**
- Opinion formers and politicians**



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The story-boards & scenarios (1)

This very important topic has to be developed in detail with the organizer.

In addition to the means and media already planned to use, we propose to design and realize a

—condensed multi-lingual presentation for time/system users

—self animated demonstration running in a standard Windows 3.1 environment.

In addition to the more generalized means of presentation we intend to pre-arrange sessions with potential clients, demonstrating their specific documents implemented beforehand in the GEOTEL environment

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The story-boards & scenarios (2)

- Scenario FD 1: shows a master-copy of a national French application, adapted by the operator in order to demonstrate its functionalities and services**
- Scenario FD 2: reconfiguration of the GEOTEL design in order to access a national / international PSDN (Datex-P / Transpac) via a national ISDN (1 TR 6 / Numeris) line**
- Scenario FDE: organising a multinational access point in France for users in other countries as well, e.g. the UK**

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The status of preparation (1)

- Scenario FD 1 needs homologation of today's Geolink services with the German network environment and can be presented thereafter
 - Scenario FD 2 has to be designed together with our Partners in *Germany*: K&W ("internal" networking), DBP Telekom, SofIA & GDT (international networking), RVS (Teledat-software), DIEHL (ISDN-board); in *France*: Geolink (application design), Telesystemes symädia (host server, retrieval software), OST (ISDN-board) and in *Europe*: VISION Group (international marketing strategies)
- Scenario FDE: includes application tests with the British partner, Brameur

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The status of preparation (2)

All 3 Scenarios can be turned into reliable online-demonstrations before spring 1993.

In order to

- show more than a national application, simply transferred to another country**
- demonstrate the "kick-off-effect", the follow up results of a successful RACE-Project**

**this presentation is focussing an the Scenario FD 2.
It is less expensive then Scenario FDE, but still
guarantees a realistic international design.**

**IRIS has already contacted these partners as
mentioned above (1) and received positive
feedback from all of them.**



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The costs (1)

Project design, coordination and tests (11/92 - 3/93)

Services, based on the RACE 1073 tariffs in MW:

- 9 MW IRIS Project leader**
- 6 MW IRIS Management**
- 3 MW IRIS Marketing**
- 3 MW K&W Technical support**
- 1 MW Geolink Software support**
- 1 MW Telesystemes Software support**
- 1 MW VISION Group strategic support**
- + travel & hotel Mannheim/Berlin-Brussels (2x)**
- + travel & hotel Mannheim/Berlin-Paris (6x)**
- + communication cost (1000 x 1' ä 5 units)**



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The costs (2)

Transport, setup, presentation, transport and evaluation (2 + 2 + 7+2+ 7= 20 MD = 4 MW)

- 4 MW IRIS Project leader
- 3 MW IRIS Management
- 2 MW IRIS Marketing
- 1 MW K&W Technical support
- 1 MW Geolink operational support
- 1 MW Telesystemes operational support
- 1 MW unforeseen
- + travel & hotel Mannheim/Berlin-Hannover (1x)
- + travel & hotel Mannheim/Berlin-Paris (1x)
- + communication costs ?)

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The costs (3)

–included are:

- all services, including the development of promotion materials**
- all trouble shooting and maintenance work**
- a permanent presence of at least 1 tri-lingual project representative**
- the sponsoring partners' contributions (if agreed in principal)**

–not included are:

- the workstation hardware costs (e.g. rental & insurance)**
- the promotion hardware costs (e.g. printin paper, signs, promo-floppies)**

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The commitment (1)

IRIS Media commits itself

—to represent the GEOTEL Project results in the Scenario FD 2 Design on the common RACE Exhibits platform at CeBIT '93.

If the FD 2 Scenario has to be replaced by the FD 1 "backup" Scenario

—the remuneration-demand will be reduced by 25%

If only a stand-alone application will be represented

—the remuneration demand will be reduced by 50%

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The commitment (2)

If any of these changes become inevitable

—the IRIS management will inform the French project partners, responsible for the host-, retrieval and application management, as well as the CEC organizing committee, as soon as possible.

The responsibility does not include damages or defaults caused by unforeseen events such as riots, catastrophies, strikes, accidents etc.

Dr. W. Siegert