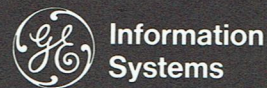


G.E.I.S. Ltd. Computer Time-Sharing Service



G. E. I. S. Ltd.

$$T=2\pi\sqrt{l/g}$$
$$PV_n = F\left(\frac{1}{1+R}\right)^n$$

**DIAL
A
COMPUTER**

T=5.25729
PV=20150

What our users say

"Average system design time cut from three months to three weeks. Result: Greater profitability and more orders—we're delighted."

... *Electronic systems designer.*

"The fast turnaround and ease of access has reduced our program development times quite dramatically—and that's what counts."

... *Operations research analyst.*

Dial a Computer

Computer Time-Sharing is a new way of using computers that has far reaching implications. In recent years computers have become remote from their users, and access to them strictly controlled; with the result that a tremendous need has arisen in many fields (engineering, scientific, industrial, financial and educational) for immediate and convenient access to computing facilities. G.E.I.S. Ltd. Computer Time-Sharing Service meets that need.

Computer Time-Sharing makes sense. You have a simple teletypewriter terminal located in your office (or wherever is most convenient) connected to an ordinary G.P.O. telephone. You dial the computer (just as you would dial any telephone call) whenever a problem arises, type in a straightforward specification of your problem, and the computer type the results straight back to you. You are not tying up expensive equipment that you don't need all the time: the computer is yours just when you want it.

Quick results

Computer Time-Sharing Service has been highly developed to give not only simple and immediate access, but also value for money while you are using it. It was designed so that you can interact with the computer and use it as an integral part of your day-to-day work. Three languages are provided, to meet every different degree of

user experience and computing need, with a simple set of commands (such as RUN, LIST, SAVE) to instruct the computer what to do next.

It doesn't even matter if you can't type very fast: a paper tape reader and punch is provided with every terminal, so that you can use the terminal as a tape punch "off-line" to prepare your programs and data, and then enter them at full speed via the tape reader when you dial the computer.

BASIC

Computer Time-Sharing is not just an easy way of accessing a computer: it also makes the computer easy to use. The BASIC language, specially developed for Computer Time-Sharing at Dartmouth College, U.S.A., can be learned by anyone, even without any previous experience of computers at all, in just a few hours.

BASIC closely resembles ordinary mathematical notation and has a simple English vocabulary. It is easy to use, and easy to remember: just ask some of the thousands of people who use BASIC for their day-to-day problem solving.

BASIC is for experienced programmers too: ask about its extensive matrix manipulation and data file handling capabilities. Its simplicity allows programs to be compiled in fractions of a second, and that means minimum computing costs to the user.

"Profitability analyses and forecasts now available in minutes, where previously they took many hours and were less accurate."

... *Management accountant.*

"Ability to interact with the computer makes for faster and better problem solutions, and greatly increases the amount of creative time available."

... *Engineering research manager*

FORTRAN and ALGOL

FORTRAN and ALGOL are also available to the user of G.E.I.S. Ltd. Computer Time-Sharing: you can choose whichever language you prefer, or is best suited to a particular problem. Both these languages are very similar to versions with which you may already be familiar, and you will find them much easier to use this way: the fast compilers and clear diagnostic messages mean that program development times are cut from weeks to hours, from days to minutes.

Program Library

An extensive and expanding library (already over 250 programs and subprograms) is provided on-line with immediate access for all customers. The programs cover a wide variety of applications in many fields, from structural analysis to linear programming; from discounted cash flow to critical path scheduling; from curve fitting to electronic circuit analysis; and from complex mathematics to the production of control tapes for machine tools. There is also special provision for the on-line connection of a CALCOMP plotter, so that you can produce graphic output if you need it.

Each user can also set up his own private library of programs and data files he wishes to retain on-line; access to his own library, as to the public library programs, is immediate, and complete security is maintained.

Low Cost

You hire a teletype from G.E.I.S. Ltd. for a low monthly rental charge, and a Datel Modem No. 2 from the G.P.O.; or you may have the terminal equipment already. You dial the computer whenever you need to use it, and just pay for the time and facilities you actually use: costs average only a few pounds per hour on-line. The contract is short-term, so that you can afford to try Computer Time-Sharing without committing yourself far ahead.

G.E.I.S. Ltd.

G.E.I.S. Ltd. is part of the information Systems Group of General Electric Company of U.S.A. which has led the market in providing Computer Time-Sharing Services throughout the world. In North America there are currently over 30 centres serving every major city; and in addition to the G.E.I.S. Ltd. service in the U.K. identical services are also provided in Canada, Australia, France, Holland, Italy, Belgium, Germany and Sweden.

The G.E.I.S. Ltd. Computer Time-Sharing Service opened in London on 1st August, 1967, as the first commercially available time-sharing service in Europe. Since then, demand for the Service has led to a trebling of the capacity available; and G.E.I.S. Ltd. provides, and will continue to provide, the largest and most highly developed time-sharing service available in Britain.

To learn more about
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Information Systems Group
General Electric Company, U.S.A.*

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G.E.I.S. Ltd. is a subsidiary of General Electric Company, U.S.A.

* Not connected with the English company of a similar name