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BUSINESS NEWS

COMPUTER TECHNOLOGY IN A SWISS PHONE NUMBER DIALLER

Under the name of MEMOPHONE, a Swiss manufacturer is marketing a microprocessor controlled telephone number dialler with outstanding features. The NMOS memory protected against data loss (power failures) can store 122 numbers of 16 digits. The names of 104 correspondents are visible in the 52 panels, each provided with a dialling key and a LED diode. The numerical keys 1 to 9 allow the storage of another 18 numbers. The date and time, displayed in LCD, are controlled by quartz. The length of conversations is automatically timed and calls can be preprogrammed to the nearest minute. At the time set, an acoustic signal and a LED diode recall the number to dial or any other command. In countries where trunk calls begin with an access number followed by a musical sound, the MEMOPHONE, fitted with an automatic tone detector makes it possible to dial the whole number with one keystroke only. Wherever authorised, it can entirely replace an ordinary telephone set. Warranty 12 months. Dimensions: 250 x 240 x 55 mm (10 x 9.6 x 2.2").

WASHING MACHINE FOR THE BLIND

The range of products specially designed for the blind has recently been extended by a novelty of Swiss origin. It is the first washing machine with controls and instructions specifically for the blind. "Adorina 3" is a small appliance (64 cm high and 39.5 cm wide, capacity 3.5 kg of linen, 13 washing programmes) which has already been available for some time in an ordinary version. By adapting the programming disk to Braille, the Swiss designer has been able to put on the market a machine that will render invaluable service to those deprived of their sight.

SWITZERLAND AT THE INTERNATIONAL TRANSPORT EXHIBITION

The International Transport Exhibition IVA 79 will be held in Hamburg from 6th June to 1st July, 1979. Switzerland is represented by eleven stands with a total area of

over 27,000 sq.ft., located in three halls. Swiss gastronomy is moreover the menu at the official fair restaurant. Switzerland's exhibitors include the Federal Department of Transport, Communications and Energy represented by the Transport Office and the study group for Switzerland's future overall transportation concept, the Swiss Federal Railways, the Swiss General Post Office, the Swiss National Tourist Office and the Swiss Office for the Development of Trade. Swiss industry is represented by several well-known firms, working in fields as varied as the construction of machinery, the aluminium industry, rail transport and aerial cableways, shipping and aviation, research and development as well as transport planning.

TWO FAIRS DEVOTED TO THE PROBLEMS OF HEALTH

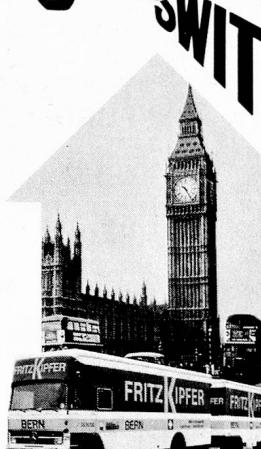
In the short space of three months, the halls of the Swiss Industries Fair in Basle will be housing two fairs devoted to health — but from completely different

angles. IPHARMEX, the International Exhibition for Pharmacists (14th to 17th June) is being held for the 4th time. Its aim is to inform pharmacists and other specialists in the branch about the new goods and products available as well as specific services. For four days, pharmacists and their customary partners will therefore have an opportunity of meeting each other, exchanging experiences and discovering the new possibilities offered them in numerous fields related to the profession. The exhibition will be completed by a congress dedicated to the theme "Dispensary pharmacists and medicament safety". In addition, the International Society for the History of Pharmacy will also be holding a congress which some 300-400 participants from all over the world are expected to attend.

The International Congress and Exhibition for Practical and Applied Natural Therapy, NATURA 79, will be held under the same roof from 28th August to 2nd September, 1979. The seminars and conferences for specialists will be completed by an exhibition devoted to

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natural healing, health foods and biological agriculture. The participation of many professionals from different countries and continents will give visitors an opportunity of obtaining information about the present state of the natural medicine movement. In view of the fact that Switzerland's leading chemical and pharmaceutical firms have their headquarters in Basle, the organisers hope that fruitful discussions will take place with the exponents of traditional medicine.

INTERNATIONAL AWARD FOR A SWISS FIRM

At a ceremony held recently in Switzerland, Mr. Edgar Faure, a member of the French Academy, presented — on behalf of the International Institute for Promotion and Prestige — an International Award for Industry to Wild Heerbrugg Ltd. Affiliated to UNESCO, the International Institute for Promotion and Prestige was founded for the

purpose of honouring throughout the world those who have distinguished themselves in their efforts to promote progress in humanitarian, cultural, scientific and industrial fields. The jury was impressed by the important position that Wild Heerbrugg Co. Ltd. has won for itself on world markets during the last fifty years or so. This company is active in the fields of geodesy, photogrammetry and microscopy, and at present employs a work force of some 2,500 in Switzerland. During the last ten years, it has set up two branches abroad, one in Singapore and the other in Austria.

THE INTERNATIONAL WATCHMAKING MUSEUM AT LA CHAUX-DE-FONDS AWARDED A NEW PRIZE

After winning the "Swiss Prize for Architecture in Concrete 77" and one of the "European Prizes for the Museum of the Year", the Interna-

tional Watchmaking Museum at La Chaux-de-Fonds has just been honoured with a new award: the 1978 Cemburea European Prize. Awarded by an international jury under the auspices of the European Cement Association, this prize is given for concrete buildings for leisure. While the work of the architects, Zoelly and Haefeli, is thus rewarded once again, the international fame of the museum for the value of its collections is also spreading. More and more frequently, the museum is invited to present a few select items at exhibitions held in different parts of the continent and even overseas. Thus, after its much noticed presence last year at an exhibition in Japan, it was the guest, at the beginning of this year, of the Dresdner Bank in Düsseldorf (West Germany). In an exhibition of Swiss watches and jewellery, the Museum retraced with some thirty exhibits the history of watchmaking in the 16th, 17th and 18th centuries.



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