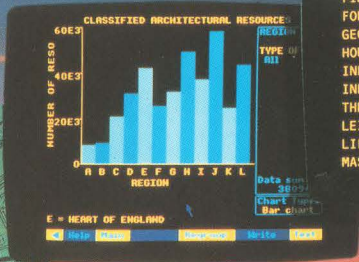


Acorn 
 The choice of experience
 in information systems.



- AGRICULTURE
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- ECONOMY
- FINANCE
- FORESTRY
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- INDUSTRY
- INDUSTRY IN ENVIRONMENT
- THE LAW
- LEISURE AND RECREATION
- LIFE STYLE
- MASS COMMUNICATIONS
- OVERSEAS TRADE
- PEOPLE AT WORK
- PEOPLE IN THE ENVIRONMENT
- PERSONAL FINANCE
- PLANNING ISSUES
- POLITICS AND GOVERNMENT
- POPULATION
- PUBLIC SECTOR
- THE SEAS
- SCIENCE AND TECHNOLOGY
- SOILS
- SPORT AND GAMES
- TOURISM
- TRANSPORT AND COMMUNICATION
- URBAN ENVIRONMENTS



THE DOMESDAY SYSTEM

The Domesday System

The Domesday System comprises the BBC Domesday discs and the BBC AIV (Advanced Interactive Video) system.

BBC, Domesday, Domesday discs, the Domesday System, the Domesday logo, AIV and the AIV logo are trade marks of the British Broadcasting Corporation.

In the year 1086 a unique management tool was invented. This was the Domesday Book, commissioned by William the Conqueror to assess the wealth and resources of his kingdom after 20 years of Norman government. The new administration believed in efficient management and the Domesday Survey gave them the information they needed to make decisions.

Nine hundred years later information is more crucial than ever: fast, accurate, comprehensive information for today's decision

makers. In the new Domesday System manuscripts are replaced by Advanced Interactive Video technology, and pages by menu-driven screens.

The new Domesday System is a unique information source for

business. It is run on a BBC Master AIV Microcomputer and a BBC AIV LaserVision player, which enables it to present a mass of information with speed and simplicity.

With keyboard or trackerball, Domesday gives immediate access

to statistics, charts, maps, photographs, aerial views, descriptions, and moving video sequences. Never before has so much information been available in so small a compass, never has it been easier to use, and never has it represented better value for money.



INFORMATION FOR BUSINESS

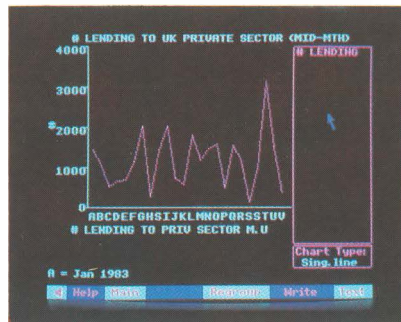
THE DOMESDAY SYSTEM

The two Domesday discs carry the greatest single collection of facts ever assembled and made available on a microcomputer system.

This is authoritative information, most of it from government statistics, research surveys and specialists, with all data carefully checked and edited.

The task of gathering and organising the information was taken on by the BBC, working with government and professional organisations, research teams from universities and experts who were specially commissioned to write key summaries.

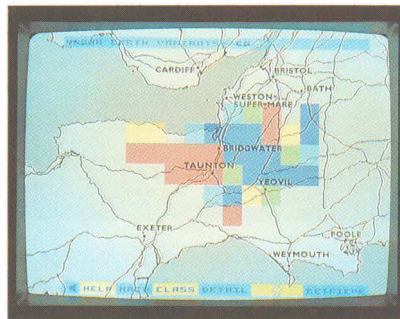
Meanwhile an Advanced Interactive Video system was being developed by Acorn Computers and Philips Electronics to organise and present



the information rapidly, flexibly, and in a way that makes sense in modern business.

The results are encoded on two video discs: the **National Disc** and the **Community Disc**.

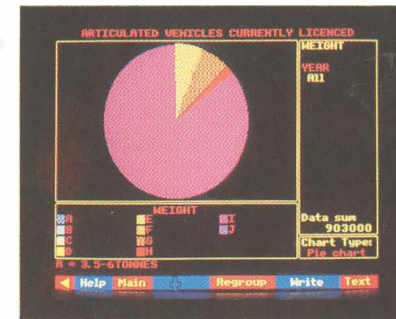
The National Disc includes data from the latest population census, the General Household Survey, the Family Expenditure Survey, and the BBC's own **Daily Life in the 1980s**. It has items from newspaper articles and magazines, extracts from Hansard and other specialist sources, and the results of many research studies by university departments and public bodies.



The information is organised into four main groups:

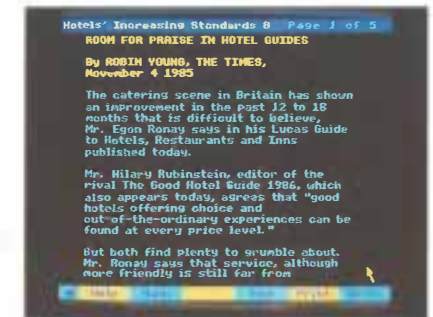
Economy — including personal finance, national economy, industry, public sector finance, labour relations, prices, consumption ...

Environment — including conservation, climate, agriculture, ecology, pollution, soil surveys, water resources, urban environments, wildlife, landscape, oceanography, energy ...

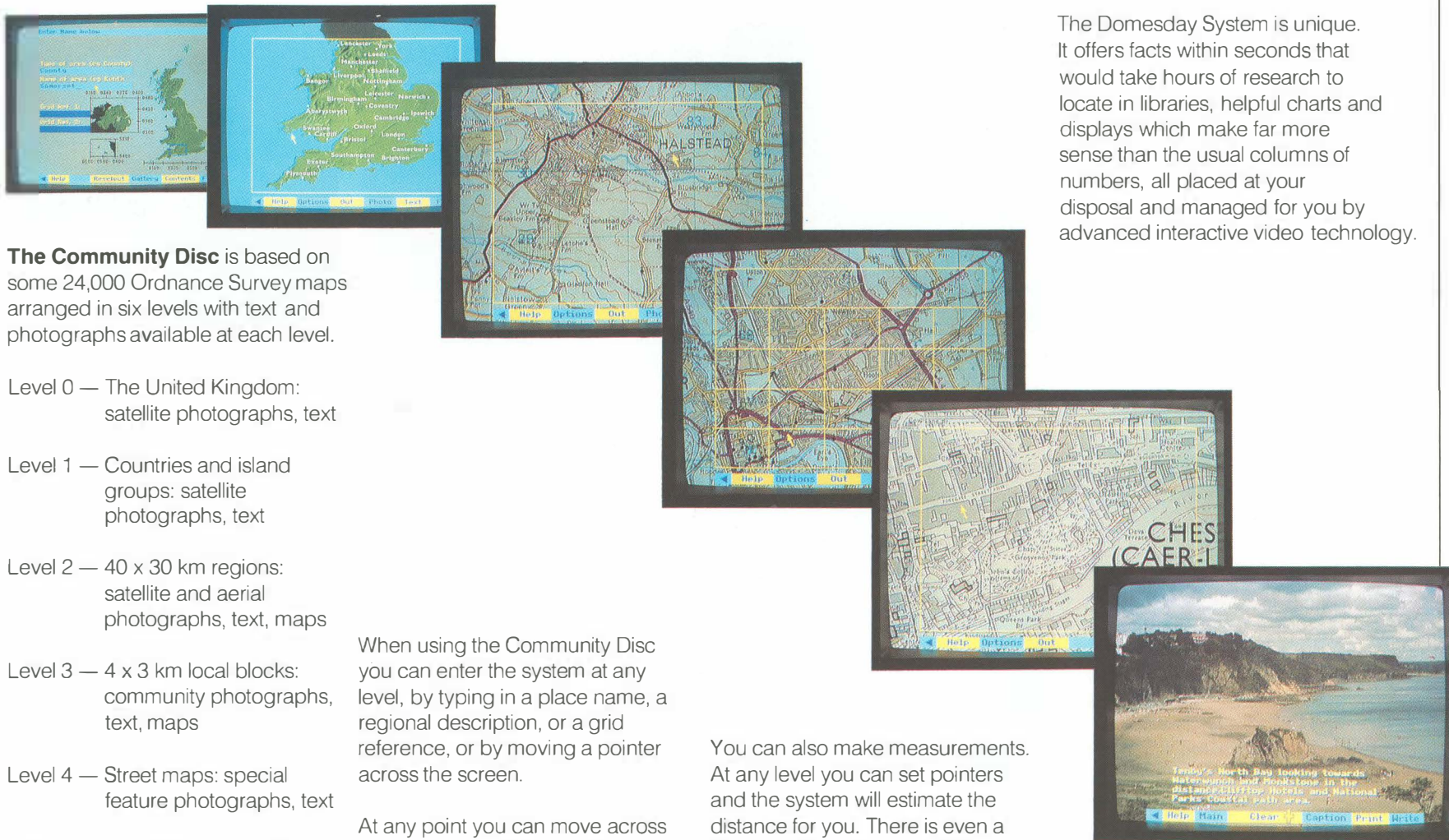


Society — including education, health, housing, defence, welfare, people, events, transport, communications, law and order ...

Culture — including arts, beliefs, language, leisure, religion, sports, customs, fashion, media, crafts, festivals ...



In all there are over 9,000 sets of data on the National Disc, organised for rapid access through a simple system of keywords which allows you to range widely over the subject matter of the disc, and to home in on the information you need.



The Community Disc is based on some 24,000 Ordnance Survey maps arranged in six levels with text and photographs available at each level.

Level 0 — The United Kingdom:
satellite photographs, text

Level 1 — Countries and island groups:
satellite photographs, text

Level 2 — 40 x 30 km regions:
satellite and aerial photographs, text, maps

Level 3 — 4 x 3 km local blocks:
community photographs, text, maps

Level 4 — Street maps: special feature photographs, text

Level 5 — Floor plans of special sites: special feature photographs, text

When using the Community Disc you can enter the system at any level, by typing in a place name, a regional description, or a grid reference, or by moving a pointer across the screen.

At any point you can move across the map, access photographs, descriptions and data, or move to levels above or below.

You can also make measurements. At any level you can set pointers and the system will estimate the distance for you. There is even a facility for giving a rapid estimate of areas, which could be extremely useful especially at levels 4 and 5.

The Domesday System is unique. It offers facts within seconds that would take hours of research to locate in libraries, helpful charts and displays which make far more sense than the usual columns of numbers, all placed at your disposal and managed for you by advanced interactive video technology.

FACTS BY THE MILLION

THE DOMESDAY SYSTEM

THE SYSTEM THAT SAVES TIME AND MONEY

The Domesday System is based on high technology - Advanced Interactive Video using laser discs and sophisticated programming.

The technology looks after all the complexities, leaving the facts to you.

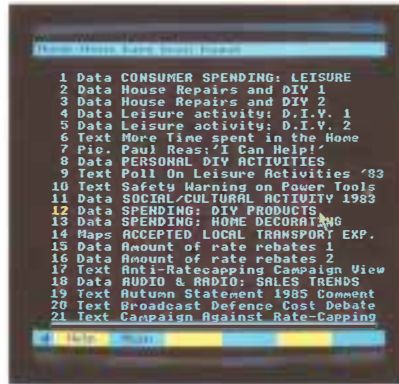
You need no experience with computers, no programming; you need not even use the keyboard if you don't want to.

To show how Domesday works, lets take an example

Suppose your company is considering getting into the Do-It-Yourself retail business. You are wondering where you might open your next store, and whether now would be a good time to do it.

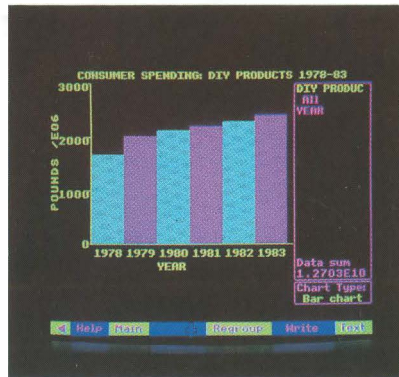
You consult Domesday. The screen shows a succession of menus. You pass through them rapidly, selecting items with the trackerball, homing in on the facts you need.

Before long you are looking at a statistical display. Obviously the DIY



market is improving nationally and the situation looks good.

You decide to analyse this a little. DIY sales may be improving



generally, but what types of products should you concentrate on? You simply re-plot your chart a few times and it soon becomes

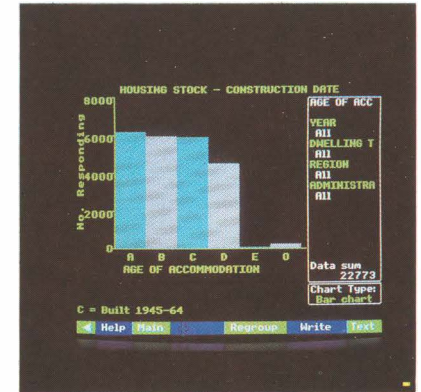
clear that according to the statistics self-assembly furniture is the line to be in, since this is responsible for most of the increase in the market in recent years.



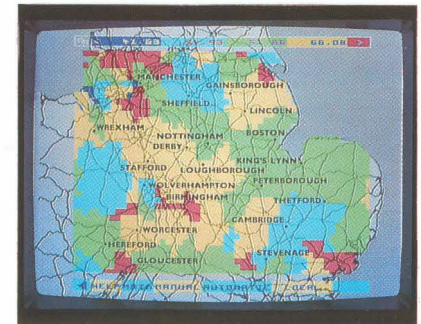
Now what about your customers? You know that these are mainly owner-occupiers. You reason that any house older than 20 or 25 years must need repair, so how many houses like that are there, and where are they?

You search the menus again - moving your trackerball, without touching the keyboard at all - and come up with a set of charts on the age of the housing stock.

These show that as much as 80% of owner-occupied houses in the country were built earlier than 1965.



Now what if you could find out where the greatest numbers of those houses are concentrated?



You can plot it on a map with coloured overlays to show high and low concentrations of owner-occupied housing.

Already your company is well on the way to setting up its new DIY store!

Now consider the alternative.

Suppose your company doesn't have Domesday. You are wondering where and when the company should open its next DIY store.

You know that a lot of facts and statistics exist, but finding them is another matter.

Your company may have in-house resources or you may have to rely on outside agencies. Either way someone is going to have to do a lot of sifting through statistics and surveys and research reports, making notes, comparing numbers, photocopying tables and lists.

Some days later you would have the results on your desk.

With the Domesday System on your desk you could have the results in minutes.

The Friendly System

Domesday is a system that can think with you; offering facts, prompting ideas, opening up possibilities you had never thought of before.



Of course not all enquiries come up with the answer you want.

Government statistics and official surveys do not cover everything.

But at least with Domesday you will know quickly the extent of the information available. Without Domesday you could go on looking until you give up in despair.

You need no computer literacy to use Domesday – just a thirst for information.

For large organisations

Domesday offers a way of checking out ideas and possibilities quickly and cheaply, without carrying out expensive research.

Domesday presents its facts as

easy-to-read charts and informative maps, with back-up text to give you a lead to further information.

For small companies

Domesday is a reference library on a desk top – a cost-effective planning and marketing tool that provides information which, without Domesday, most small companies just could not afford.

**THE SYSTEM THAT SAVES
TIME AND MONEY**

THE DOMESDAY SYSTEM

DOMESDAY APPLICATIONS

Domesday is the first system to present so wide a range of information at a single source, and to present it interactively, responding constantly to the needs of the enquirer.

Government and research statistics are instantly available on the system. At last it is realistic to check out the possibilities you want to consider without going to all the trouble of a full research programme and to know that the check you are making is wide-ranging and reliable.

Domesday provides information which may be critical to the decision making process.

Products — You can check on the consumption of many classes of products nationally, in different areas of the country, by different social groups, over a range of years.

Consumers — You can check on the geographical distribution of the population you are interested in, on their leisure interests, work, family size, housing, and many other matters which will affect that potential market.

Sites — You can check on the location and characteristics of a site where you are thinking of moving, its distance from other places, in many cases what it looks like, what industries are already there (and therefore what labour skills are likely to be available), etc.

With Domesday it is possible for business people to take a more informed view on matters such as these than has ever been possible before.

With a system as versatile as Domesday it is impossible to

foresee all the applications in industry and commerce. Among the special applications our research has revealed so far are the following:

Tourism and Travel. Domesday offers the technology to provide



answers to all those broader questions with which the timetables and travel brochures cannot help. For the first time it is possible to explore the country on screen, plotting routes, measuring distances, viewing the landscape, displaying prominent features,

locating descriptions of an area.

Property Dealing. Domesday offers unique and very impressive technology to demonstrate the characteristics and amenities of an area, which should allow the dealer and his client to check out a series

of possibilities rapidly before leaving the office to check up in detail.

Courier and Distribution Services. Domesday offers instant access to large scale maps with associated information. Routes can be planned nationwide with the multi-level sets of maps instantly available on screen. Locations can be named and found by the system and distances can be estimated automatically.

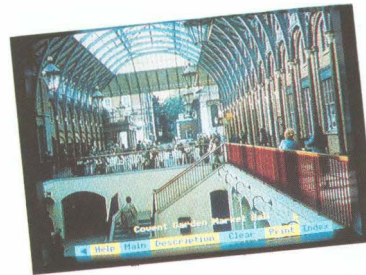
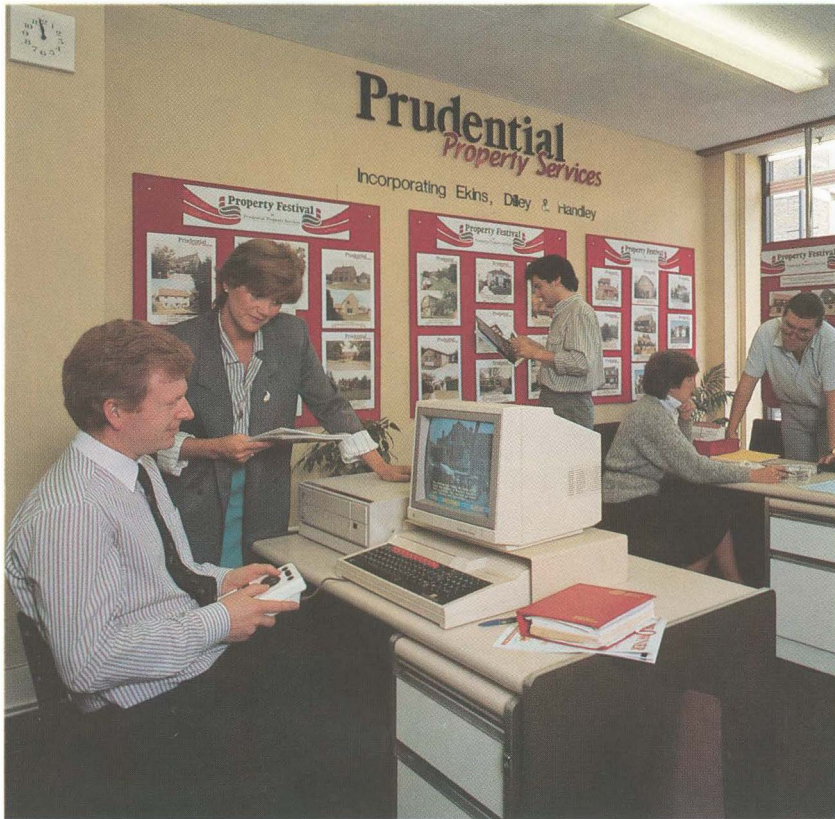
Film and Television Companies. Domesday offers facilities to check

Newspapers. Domesday offers the facility to assemble facts, events, opinions and images on a mass of subjects. Statistics can be presented in the form of charts and diagrams, and reformatted to select the point of view the editor needs. All sources are fully documented and described.

Almost anyone, in any business, can use Domesday to make their work easier and more efficient.

We identified other applications in

- Banks
- Advertising agencies
- Surveyors
- Aerial photographers
- Petrol and oil distributors
- Farm equipment suppliers
- Builders merchants
- Industrial consultants
- Statistical and forecasting agencies
- Forestry consultants
- Food manufacturers
- Timber agents and brokers
- Town planning consultants
- Building societies
- Hotel booking agents
- School equipment suppliers
- Vehicle recovery companies
- Removals and storage companies
- Alarm and security companies



the appearance and characteristics of an area without leaving the office. Maps, plans, aerial photographs, descriptions, pictures of prominent features and a mass of background information can all be called to the screen. Domesday saves time and money by checking out locations in advance before going to the expense of special visits.

THE EFFICIENT SOLUTION

Domesday offers, above all, **efficiency**. Business depends on ideas — but the problem is to know which ideas to pursue and which to leave.

Running a full scale research programme on every new idea is clearly a waste of money. Yet neglecting to check out an idea that looks a winner cannot be right either.

Domesday offers the possibility of running a wide-ranging check on an idea rapidly, inexpensively, without leaving your desk.

If the information is there you will have it within minutes. If not Domesday will point you in the right direction to find the facts you need.

The Domesday System provides a comprehensive business library, a rapid-access desktop research tool, a mapping and plotting system, and even a business presentation system — and all at a fraction of what these would cost from any other source.



Product Specification

Domesday is an advanced interactive video system — the most advanced system of its kind available today. There are four main elements:

- the National and Community discs on which all the data, programs and visual images are stored
- a Master AIV microcomputer from Acorn Computers, incorporating a Master 128 with Turbo coprocessor, Videodisc Filing System, Small Computer System Interface (SCSI) and a trackerball. The user controls the system through the computer keyboard and the trackerball
- a front-loading BBC AIV LaserVision player specially developed by Philips Electronics, incorporating LV-ROM
- a colour monitor with audio

A key feature of the system is that it is able to access and display both visual material and data from the same disc. This makes it possible to display a map, which is stored as visual material, and to superimpose data on it.

Technical Specification

Domesday Discs (LV-ROM format)

The LV-ROM format allows up to 324 Mbytes of digital data to be stored on the LV-ROM disc (read only) as well as up to 54,000 analogue video frames. Data may be replaced with analogue audio where required on disc, allowing either video/data or video/audio to exist simultaneously at any point.

Colour Monitor

14 inch medium resolution (600 lines) monitor with 0.42 mm dot pitch etched tube and amplifier/loudspeaker.

Inputs are provided for CVBS (via phono socket), linear (analogue), RGB (via Euroconnector), TTL RGB (via DIN) and audio (via phono socket).

User controls allow adjustment of brightness, contrast, saturation, sharpness, height, width, horizontal centring, vertical centring, green screen only, scanning time constant, and volume.

BBC Master AIV Microcomputer

This is an enhanced Master Series microcomputer made by Acorn Computers Ltd incorporating:

- all the features of the Master 128, with 128 Kbytes of memory, including 64 Kbytes main memory; 64 Kbytes sideways memory; 128 Kbytes ROM (BASIC, EDIT, VIEW, VIEWSHEET, ADFS, DFS, and operating system with extended graphics); interfaces for disc, cassette, parallel printers, serial RS232, user port, 1MHz bus, analogue, RGB, video)
- the Turbo Coprocessor (65C102)
- the internal Small Computer Systems Interface (SCSI)
- a trackerball for selecting items on the system display
- a Video Filing System ROM. This is a combined filing system and service ROM for reading data and programs from LaserVision discs in the LV-ROM format. It also provides software support for the trackerball and display pointer.

A kit to upgrade the Master 128 to Master-AIV is available.

BBC AIV VP415 LaserVision Player

Front-loading BBC AIV LaserVision player specially developed by Philips Electronics to read and transfer digital data to a host computer system, and to read and display video pictures from a LaserVision disc.

The LaserVision Disc Player incorporates a semi-conductor laser, electronic time-base corrector with sync inserter, RGB output, RGB graphics overlay, LV-ROM decoder, and RS232 interface.

An integral SCSI allows data downloaded from an LV-ROM to be output to an external computer as well as enabling commands to be sent to the player.



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In this brochure, the initials BBC refer to the British Broadcasting Corporation

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The monitor stand in the photographs in this brochure is not part of the AIV System as supplied by Acorn Computers Ltd, British Broadcasting Corporation and Philips Electronics Ltd.

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THE DOMESDAY SYSTEM

