

# BBC ENTERPRISES

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## EDUCATION & TRAINING SALES

### DATAMERGE

Using the new medium of Advanced Interactive Video, the British Broadcasting Corporation's Domesday Discs have revolutionised the way in which we view Britain. Now the BBC are introducing DataMerge: an enhancement which enables you to add your own data to the Domesday System.

DataMerge transforms Domesday into a flexible business tool which can graph your sales figures, plot product distribution or compare market penetration of various brands. These are only examples - since you are supplying the raw data, the uses of DataMerge are limited only by your imagination.

In the Domesday System, numerical data is displayed in two ways: using charts - histograms, pie charts and line graphs - or mapped data plots. DataMerge allows you to choose the display form appropriate to your needs. The first step in displaying your information is to use the DataEditor to type in data values for storage on a floppy disc or Winchester. A transfer facility is also provided for direct input of data from another computer. The DataEditor uses the same screen layout as the Domesday displays and is easily mastered. When chart data is being entered, you can specify the names of the axes, all the category and variable names and even the display colours. Mappable data can either be entered on a grid basis, using the Ordnance Survey maps of the Domesday Community Disc as a reference, or by entering data values by geographical area. 22 different area types are available, for example 'county' and 'district'.

The DataFormater is provided to convert downloaded data from the video discs, data from another machine or data provided from scratch. The DataFormater also carries out some essential validation procedures.

Data is displayed using an enhanced version of the Domesday software - DataDisplay. All the Domesday facilities are available for your datasets, including correlation of two datasets and display at various resolutions or over video background maps. The existing Domesday datasets can also be displayed and compared with your own information. When data values change, the DataEditor can be used to update the datasets, thus enabling you to assess the effects of new sales strategies quickly and easily.

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The clear and colourful graphics displays combined with the powerful DataEditor make DataMerge an indispensable part of any business in which effective display of numerical data is important.

#### DataMerge Technical Specification

Hardware requirements: BBC AIV System with a single or 5 1/4" 80 track double sided ADFS compatible floppy disc drive. The addition of an ADFS compatible Winchester hard disc improves system performance and capacity.

Data input: Data can be input by hand at the keyboard or from another computer connected to the BBC AIV Microcomputer via the RS423 link, or directly from MS-DOS files (IBM format).