Marconi 84

LONDON PENTA HOTEL OCTOBER 30th~31st & NOVEMBER 1st 1984

OUR BIGGEST SHOW YET

MARCONI '84 is more than just another exhibition. It is the largest and most ambitious event ever organised by the Company putting the whole range of our products, technologies and management expertise on show.

During this three day event visitors have the opportunity of taking in the true *breadth* of Marconi. Our vast range of hardware and software in the military field; in the civil environment; and the 'enabling technology' facility that feeds all of our companies.

Bringing all of these systems and component technologies together we are also presenting an engrossing C³I feature. This incorporates a Joint Operations Centre with large screen displays, a Strategic Air Defence Centre and battlefield command and control systems for Brigade and Battalion Headquarters.

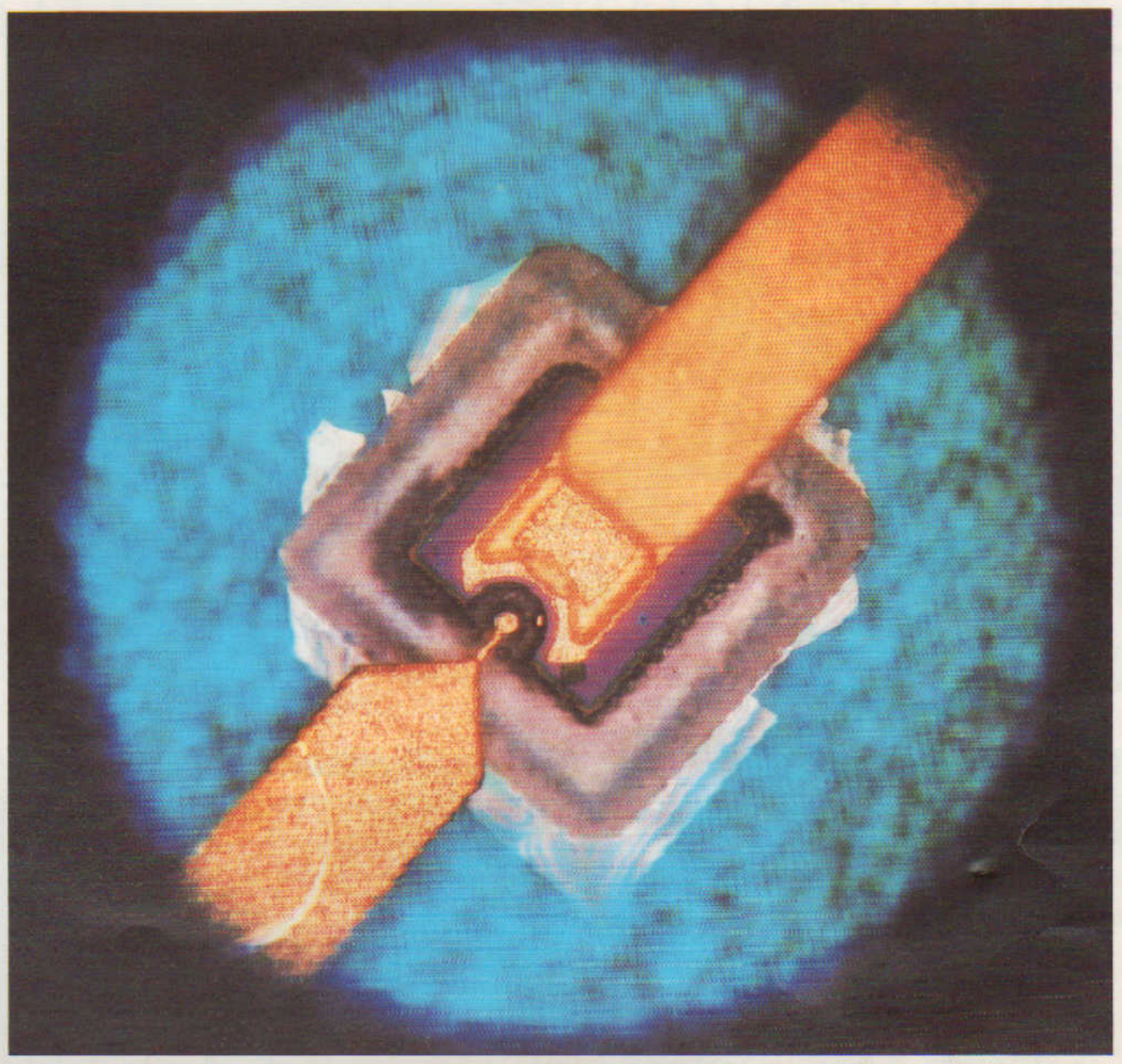
Supplementing the five principal exhibition areas there are specialist technical presentations covering such diverse subjects as satellite technology; new concepts in tank fire control; speech technology; vessel traffic systems; plus many more.

Visitors to MARCONI '84 are by special invitation only and include key customers from the UK and all parts of the world. The media will also be fully represented together with national and local political figures, representatives from the academic world and, naturally, our employees.

To all of our visitors we extend a very warm welcome. We hope you enjoy and benefit from your day at MARCONI '84.

The Rt. Hon. James Prior, MP, Director and Chairman of GEC officially opened Marconi '84. James Prior is the MP for Waveney and was, until recently, the Secretary of State for Northern Ireland and a member of the Cabinet. Other distinguished guests included John Lee, MP, Under Secretary of State for Defence Procurement, and the Hon. Adam Butler, MP, the Minister of State for Defence Procurement.

James Prior, Chairman of GEC, being shown the significant technological advances made by Marconi, during his recent visit to the company's Stanmore facility. Explaining the technical detail is David Fletcher, Managing Director, MDSL.



TECHNOLOGY TODAY

ADVANCES IN COMPONENTS

David Westgarth, Marconi Electronic Devices Ltd.

The rapid advances in the sophistication and, therefore, effectiveness of military weapon control, communications and countermeasure systems, have been achieved by making optimum use of state-of-the-art technologies.

It is probably true to say that almost without exception all new systems have been influenced by and ultimately depend upon the technologies based on semiconductor physics. The key to success in advanced electronic design is to ensure that there is a full understanding between system designers and the semiconductor component manufacturer. This understanding must be complete at many levels – selecting the correct component – selecting the correct level of integration – and, probably most important of all, ensuring that once the component is chosen it will operate satisfactorily in its working environment.

Marconi Electronic Devices Limited was formed to provide a skill centre for semiconductor-based component technology capable of designing, developing and manufacturing a wide range of enabling technology.

THE BRAINS

Integrated circuits are the 'brains' of an electronic's system and MEDL is unsurpassed in the provision of specialised custom design silicon chips. Two process technologies are now in production – industry-standard CMOS and radiation-hard CMOS SOS. Semi-custom LSI gate and cell arrays are also produced along with complete, custom circuits with full auto-routing and autoplacing CAD techniques. Furthermore these CAD design techniques are made available with full software support to design engineers in the Marconi system companies so that they can design on silicon using computers in their own premises.

Allied to the Company's strength in semiconductor enabling technology is the MEDL microwave capability. It ranges from materials, through devices and modules, to fully designed and tested sub-systems for VHF and millimetre wave operation. The company is unique in having this total microwave resource and can, therefore, meet exactly the level of integration in components required by the communication and radar-based system companies.

THICK FILM CAPABILITY

Power semiconductors provide the muscle for any electronic system. MEDL's Power Division is a world leader in large area silicon realization, resulting in a range of power transistors, thyristors and high voltage devices which find wide use for power supplies, drive control and power transmission in a variety of systems. Specialist devices include neutron detector diodes and a range of tracker ball and joystick controllers for precise positional control applications.

Finally there is the technology that allows the enabling technologies to be brought together as a single component, or to be supplied in a form that the system company can readily use. MEDL's hybrid thick film capability provides a variety of advanced packaging techniques that enable the system designer to buy a tested, complete and packaged micro-electronic circuit which precisely meets his needs in terms of performance, density and environmental considerations.

THE MARCONI GROUP OF COMPANIES

The Marconi Company Limited

The Grove, Warren Lane,
Stanmore,
Middlesex HA7 4LY.

Tel: (01) 954 2311.

Company administrative headquarters.

Marconi Projects Limited
Marconi Communication Systems Limited
Marconi Command and Control Systems Limited
Marconi Secure Radio Systems Limited
Marconi Space Systems Limited
Marconi Radar Systems Limited
Marconi Underwater Systems Limited
Marconi Electronic Devices Limited
Marconi Instruments Limited
McMichael Limited
The Marconi International Marine Company Limited
Marconi Defence Systems Limited
Easams Limited

FIVE FOCAL POINT

Marconi 84 MILITARY

The Wessex Ballroom illustrates where Marconi's claim of unrivalled breadth of activity is, perhaps, most easily appreciated.

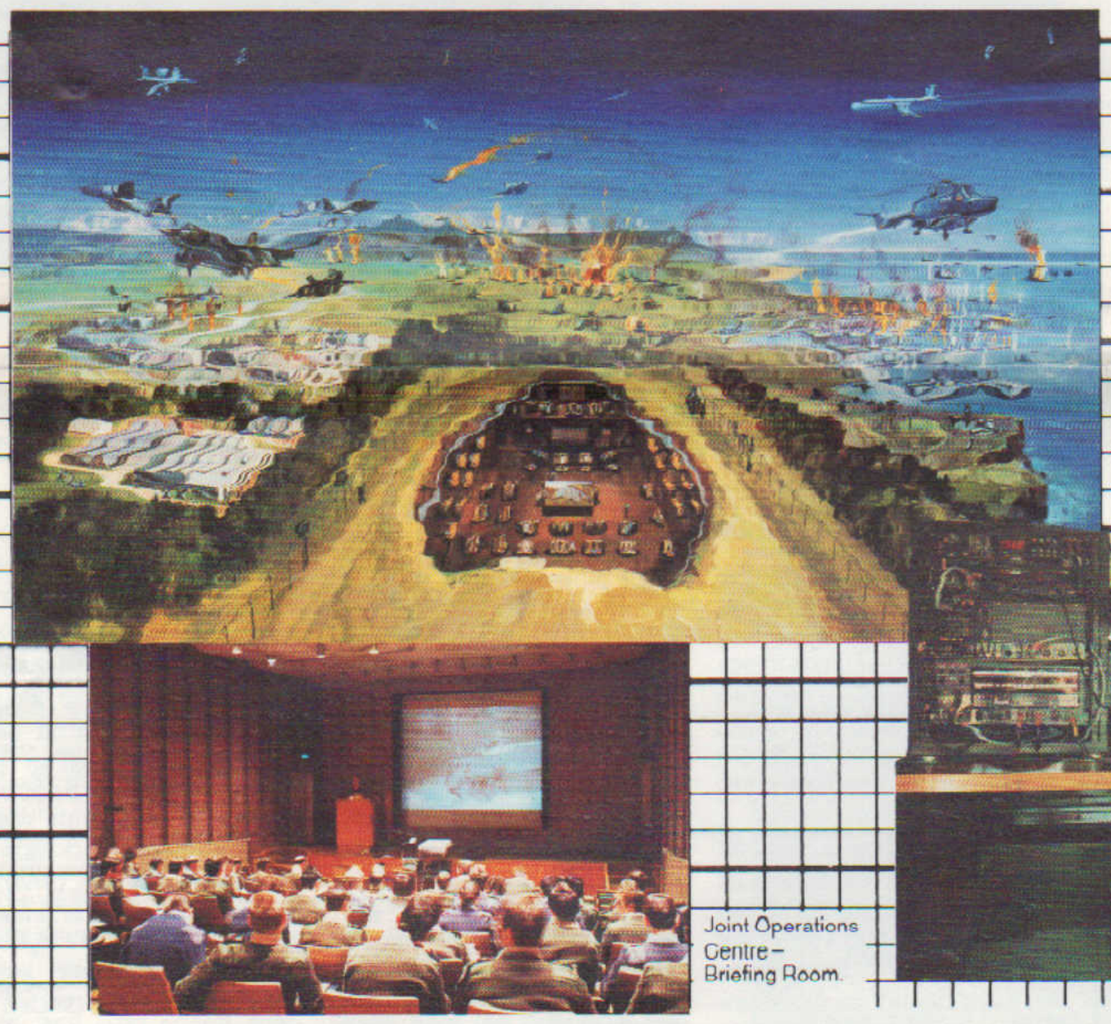
The displays deal with the armed services aspects of the company's business, ranging from satellites to torpedoes and from communications to electronic warfare.

The thread running through all the exhibits is the Company commitment to up-to-the-minute technology whether in a single product or a complete system.

Technology that makes available complete fire control systems for all MBT's based on digital processing; technology that enables torpedoes to make their own tactical decisions during an engagement and to recognise and reject target-released decoys.

It is comparable technology that has produced a unique 3D radar for air defence coverage; that has revolutionised battle-field communications and has provided what is believed to be the first fully-digital, line-of-sight, high-capacity link of its type for communications around the Falkland Islands.

Marconi military products and systems answer the requirements of today – and tomorrow, serving the armed services of the world.



Marconi 84 C³I

The Hanover Suite is the setting for the Marconi display of the Company's involvement in the concept of C³I.

The complexities of modern warfare, and the speed with which command decisions must be made and transmitted, call for a completely new approach to the integration of the four essential elements for the successful conduct of any action – Command, Control, Communications and Intelligence.

The breadth of Marconi's activities in every aspect of applied electronics enables the company to offer the products, the systems and the technologies to establish control centres at all levels of command. These range from a main Joint Operations Centre drawing together all arms of the services and the civil powers, down to a Local Operations Centre implementing command decisions in a tactical situation.

Typical operations centres will be on a display featuring the Marconi products and systems available 'off the shelf' as well as custom-designed to meet specific operational requirements.

Marconi's long understanding of differing command styles means that the company has the ability and proven experience to take into account varying military doctrines, training and tradition. This ability, backed by research, development and manufacturing facilities on a global scale, puts Marconi in the forefront.

12 TECHNICAL PRESENTATIONS IN THE WINDSOR SUITE

TUESDAY OCTOBER 30th

THEME: 'DEFENCE SYSTEMS'

Time: 11.45 to 12.15
Title: THE DEVELOPMENT OF COMPLEX SYSTEMS
Presenter: D. O'Dwyer
Affiliation: Manager, Weapons Systems Division, Easams Limited.

Time: 14.30 to 15.00
Title: HUMAN FACTORS ASPECTS OF COMMAND, CONTROL, COMMUNICATIONS SYSTEMS – PROJECT BATES
Presenters: K. Coombes and A. Irving
Affiliation: Senior Systems Engineer, Project BATES (K. Coombes)
Systems Engineer, Project BATES (A. Irving).
Marconi Command & Control Systems Limited.

Time: 15.15 to 15.45
Title: ADVANCES IN ELECTRONIC WARFARE TECHNOLOGY
Presenter: A. P. O'Leary
Affiliation: Divisional Manager, Advanced Technology Division, Marconi Defence Systems Limited

Time: 16.00 to 16.30
Title: TORPEDOES
Presenter: B. R. Longworth
Affiliation: Marketing Director, Marconi Underwater Systems Limited.

Time: 15.15
The Marconi Graduate Experience in the Manpower Suite.

WEDNESDAY OCTOBER 31st

THEME: 'TECHNOLOGY'

Time: 11.45 to 12.15
Title: THE EVOLUTION OF THE 'MARKSMAN' AA TURRET CONCEPT
Presenter: S. C. Hill
Affiliation: Development Manager, AA Turret Department, Weapons Systems Division, Marconi Command & Control Systems Limited.

Time: 14.30 to 15.00
Title: SYSTEMS ON SEMICONDUCTORS
Presenter: Dr. D. V. McCaughan
Affiliation: Director of Research, Marconi Electronic Devices Limited.

Time: 15.15 to 15.45
Title: THE IMPACT OF HIGH TECHNOLOGY ON MANUFACTURING TECHNOLOGY
Presenter: D. Heywood
Affiliation: Manufacturing Manager, PCB Plant, Marconi Secure Radio Systems Limited.

Time: 16.00 to 16.30
Title: ADVANCES IN RADAR GUIDANCE FOR PRECISION WEAPONS
Presenter: D. A. Ramsay
Affiliation: Business Development Manager, Marconi Defence Systems Limited.

Time: 15.15
The Marconi Graduate Experience in the Manpower Suite.

THURSDAY NOVEMBER 1st

THEME: 'COMMERCIAL'

Time: 11.45 to 12.15
Title: SPEECH TECHNOLOGY
Presenter: J. Wilson
Affiliation: Manager, Speech Systems Division, Marconi Secure Radio Systems Limited.

Time: 14.30 to 15.00
Title: ERS-1: PAYLOAD AND POTENTIAL
Presenter: Dr. H. Joyce
Affiliation: Systems Engineering Manager, ERS-1 Project Team, Marconi Space Systems Limited.

Time: 15.15 to 15.45
Title: VESSEL TRAFFIC SYSTEMS
Presenter: M. L. Richardson
Affiliation: Manager, Displays & Data Handling Systems, Marconi Radar Systems Limited.

Time: 16.00 to 16.30
Title: INMARSAT II – MARCONI PROPOSAL FOR THE SECOND GENERATION SATELLITE
Presenter: E. K. Crompton
Affiliation: Manager, INMARSAT II Bid, Marconi Space Systems Limited.

Time: 15.15
The Marconi Graduate Experience in the Manpower Suite.

TS OF MARCONI 84

Marconi 84 CIVIL

In the Wessex Lobby, leading into the Ballroom, Marconi's involvement with civil activities is featured with displays covering a very wide range of products and systems.

A prime example of the Company's commanding position in the field of space technology is the fact that it is currently involved in over 50 national and international satellite projects where it takes complete, or major responsibility for the satellite and/or their communications payloads.

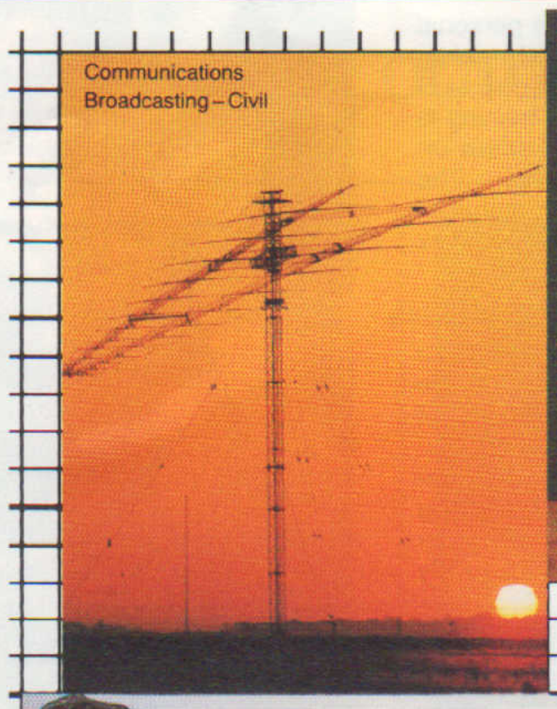
Mobile radios, the subject of a recent multi-million pounds re-equipping contract for the police and fire services in the UK. are featured as is a system that links computers and video screens to provide the civilian services with a comprehensive picture of resource availability and location against a map background.

Air traffic control relies heavily on Marconi radar and communications for the safe control of some of the busiest air-lanes in the World, and Marconi systems for automatic transmissions of air traffic information in synthetic but startlingly realistic voices are far advanced.

Marconi's contribution to the success of off-shore oil exploration, is illustrated with a range of support services for the gas and oil industries.

Shipping is similarly served with communications and radar systems, including a system for the automatic transmission and reception of weather reports and navigational information.

Displays relating to Marconi's maritime involvements are included in the Wessex Lobby.



Marconi 84 ENABLING TECHNOLOGY

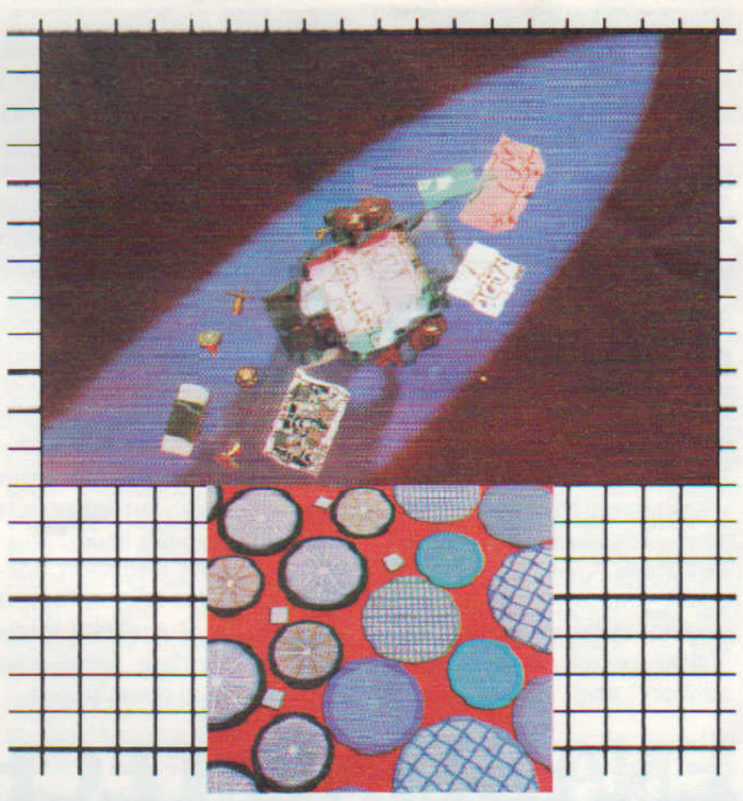
The Marconi commitment to the design and manufacture of sophisticated systems, for whatever applications, is nowhere more apparent than in the investment that is continually being made by the Company in the area of enabling technology.

This commitment is exemplified by the exhibition in the Reception Area where displays feature Marconi's research, development and production of high-tech components in the semiconductor field.

There are microwave and semiconductor displays and working displays of Bragg Cells and tranducers in a 'High Technology in Action' area. CAD and silicon chip displays help to complete a picture of dedicated involvement in the state-of-the-art which is further evidenced by the Company's recent establishment of a special laboratory with advanced processing facilities for silicon-on-sapphire technology.

Developments in speech and pattern recognition will be featured along with space graphics and the latest work on nuclear magnetic resonance (body scanning).

In the reception area, there will also be displays covering the comprehensive support Marconi gives to products, and the customer training so essential in the hi-tech field.



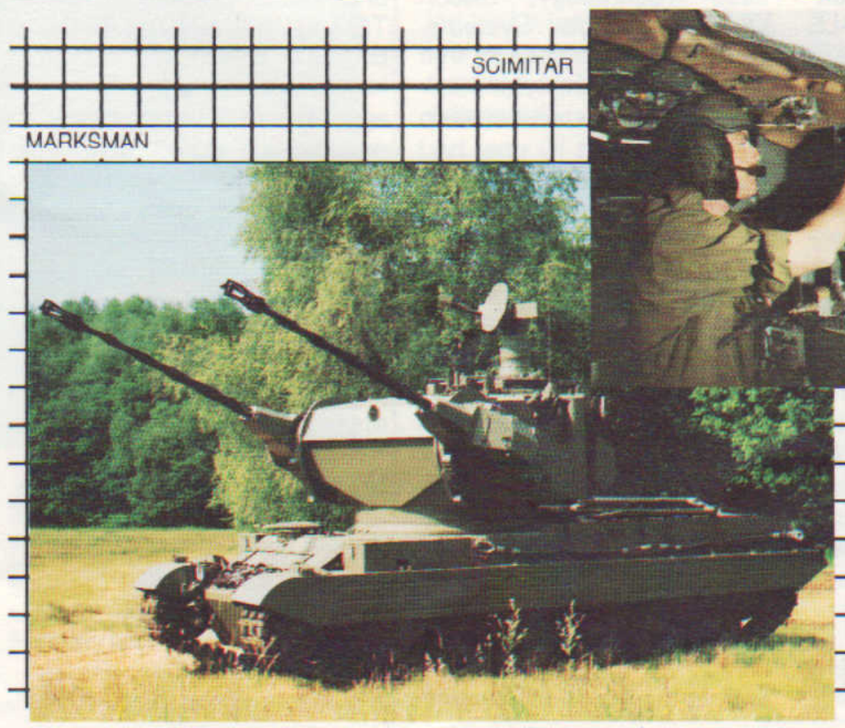
Marconi 84 OUTSIDE DISPLAYS

In an area adjacent to the hotel, some of the larger equipments in the Marconi range are displayed.

Dominating this area is the Marksman anti-aircraft gun turret offering automatic engagement, with very short reaction time, in the low-level air defence context. A fully automatic digital fire control system and a high all-weather kill probability, day or night, are particular features of this turret that will retrofit to any of the current MBT hulls.

In contrast, a police car shows systems that exemplify Marconi's close involvement with the civil and public services.

It is also a reminder that automatic traffic control systems and sophisticated road tunnel lighting that automatically adjusts to the ambient light at the entrances, are further examples of Marconi technology at the service of the civil authorities.



THE PROFESSIONAL ENGINEER

CAREERS IN HIGH TECHNOLOGY

The Marconi Company is one of the largest employers of technically qualified people in the UK. Out of 30,000 employees, 40% are applying their technical education in a wide range of activities and most particularly in research, design and development. Additionally, people with qualifications in non-technical disciplines apply their talents in marketing, commercial administration, accounting and personnel.

Our aim is to provide the environment in all respects for talented innovative people to apply themselves effectively to state-of-the-art technologies so that our customers are supplied with products superior in design and application to those available from our competitors.

A BROAD SPECTRUM

Much has changed in The Marconi Company since Guglielmo Marconi invented the wireless and the Company's growth has covered an increasingly broad spectrum. Marconi '84 illustrates the current breadth of our activities. Not only has the range of products expanded greatly over the years but the range of technologies in which we are involved has also substantially increased.

The Company's continued success depends on its staying in the forefront of these technologies. To do so, it needs to continue to attract people of the highest calibre and offer them challenging futures at all levels in research, design, development and production, for these newly qualified graduates are tomorrow's scientists and managers.

JOB SATISFACTION

Marconi provides opportunities for a range of talents and throughout the spectrum of activity the nature of work permits people to stretch themselves to realise their full potential. A major stimulus to perform arises from the example of more senior people whose expertise, developed from innate abilities and years of technical challenge, provides standards to which young people can aspire.

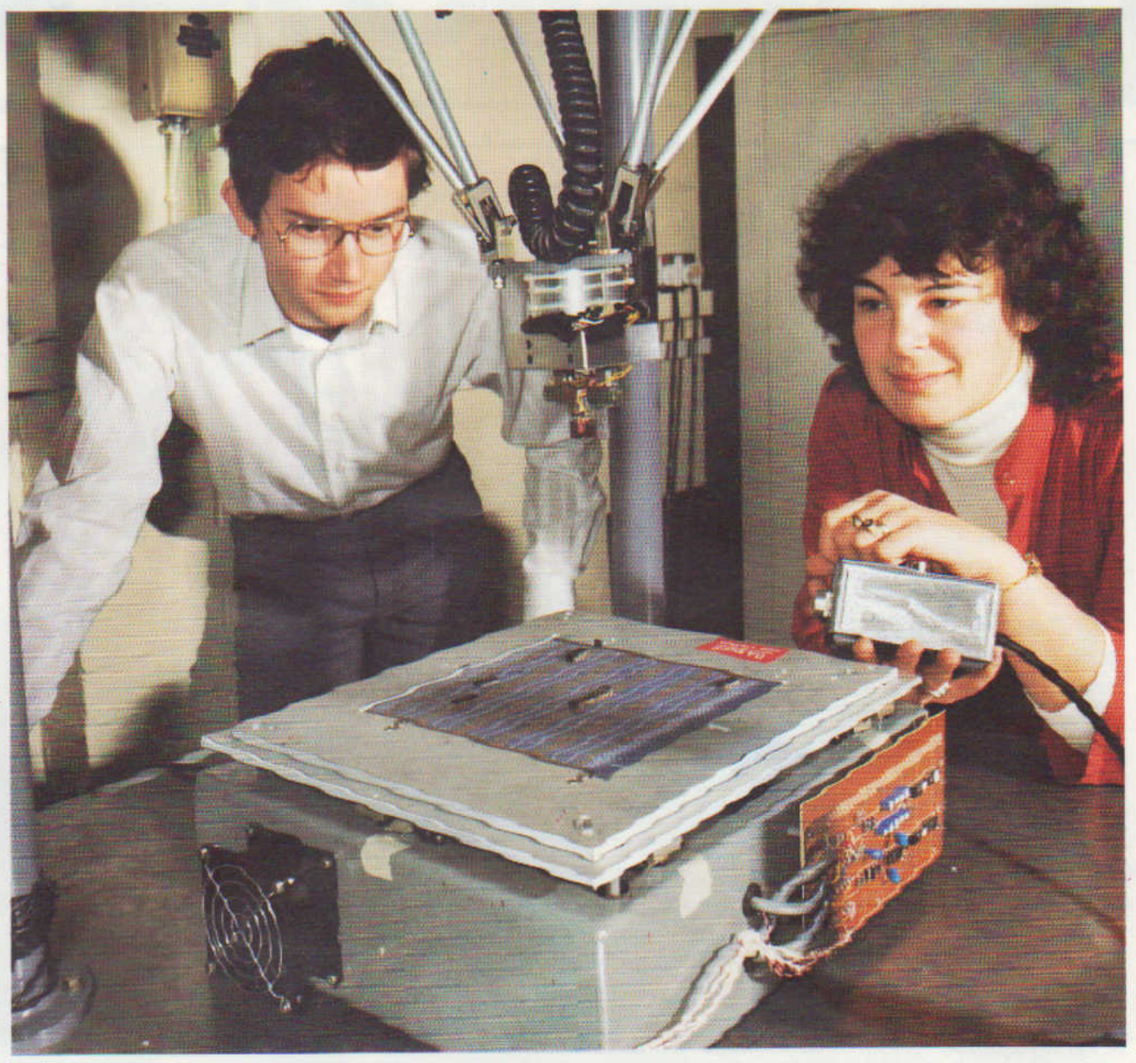
To supplement the personal development which takes place in the normal course of daily work, formal training is given as the need arises on specialist subjects. The development of management skills is also assisted by formal training.

SPREAD OF LOCATIONS

There are opportunities for graduates in most of the widely spread locations of our 30+ establishments.

We believe The Marconi Company can offer young people sufficiently challenging opportunities to satisfy their aspirations for career and intellectual development.

Come to the Manpower Suite at 3.15 p.m. on any of the three days of the exhibition to hear the views of our graduates. We shall also look forward to hearing your opinions and suggestions for improvement.



ADVANCES IN SYSTEMS

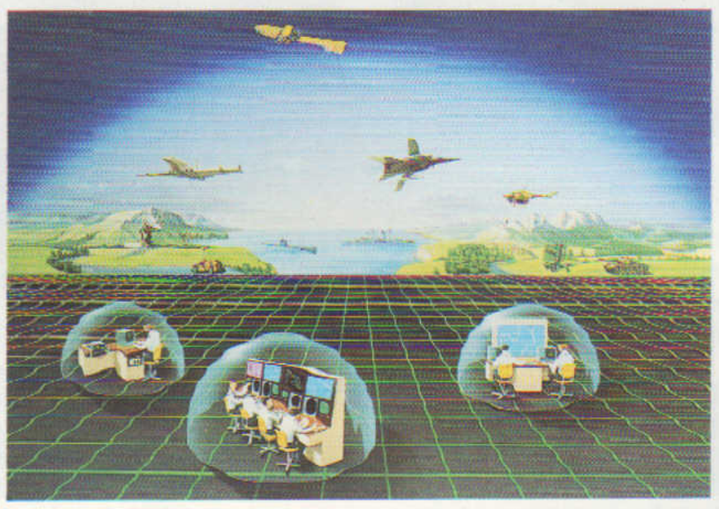
The conventional military threat facing NATO in Europe is, at first glance, awesome: 44,000 Main Battle Tanks; 400 major naval surface units; 11,000 maritime and land-based aircraft. Striking visual examples of these forces in action prefaced a keynote speech delivered by Dr William Bardo* at the Marconi '84 symposium.

He described how major advances in defence technology were beginning to redress the military imbalance in Europe and lend added credibility to the policy of forward defence, i.e., NATO's strategy aimed at halting a Soviet blitzkrieg east of the Rhine. As an example, he cited the many-fold improvement in the effectiveness of guided weapons. The increase in complexity of silicon integrated circuits had now resulted in 'smart' weapons – weapons which could find and reach their targets quite independently of their launch aircraft. Lower attrition and higher sortie rates were just two vital spinoffs stemming from this development.

Advances in silicon technology had also changed the way in which systems designers were approaching their task. They had moved away from the old practices associated with MSI and LSI chips and now had an infinitely flexible mixture of gate arrays, full custom and semi-custom chips to use as the building blocks in system architecture. This had brought changes in working patterns for the designers and we now see core teams consisting of systems designers, silicon architects and real-time software engineers tackling the problems of building large conventional weapons systems. The emphasis was now on 'from the top down', an approach which starts with broad system concepts and then borrows from the concepts and techniques of Artificial Intelligence to refine these into explicit formal descriptions.

Dr Bardo claimed that this approach would lead to the advent of more numerous, more effective and less costly weapons offering even more favourable exchange ratios. But he stressed the need for these weapons to be applied in a measured way – in the right place at the right time – for their potential to be fully exploited. C³I provided the structure to do this with the speed and flexibility needed for forward defence.

*Technical Director, The Marconi Company



C³I CONCEPT AND COMPONENTS

Was the Korean airliner disaster due simply to a lack of flexibility in the Soviet command and control mechanism? This interesting speculation was raised by Air Commodore Peter Peacock* who spoke at the opening of Marconi '84, a three-day exhibition-cum-symposium organised by Britain's leading defence electronics organisation.

As a former NATO project manager in the important high technology field of Command, Control, Communications and Intelligence (C³I), his experience had shown that a conventional, highly centralised command structure, operating along Soviet lines, would tend to reach a sharp peak of activity at the C-in-C's daily decision-briefing session. The organisation would not, therefore, be fully reactive throughout its 24-hour cycle. Uncertainty and delay would creep into the system and it would lack the flexibility to accurately reflect or appropriately respond to a rapidly developing tactical situation. In short; the whole decision-making process would be prone to human error, omission and delay.

Modern technology – in the shape of computer-based C³I systems – could, he said, overcome this weakness at command level. By integrating communications, sensors, data processing, displays, and weapons systems, a commander could now have access to real-time information, could be presented with various options, and could instantly transmit decisions. The system would be capable of supporting highly-centralised command (e.g. in periods of crisis) or decentralised command once a conflict began. Flexibility was the keynote. He claimed that Marconi was one of very few organisations that could provide the infrastructure and operational elements of a fully-integrated C³I system. But no less essentially, Marconi was again almost alone in its depth of understanding of the various strands of military thinking and in its ability to reconcile conflicting requirements. This, coupled with Marconi's 'build-a-little, test-a-little' philosophy had already paid dividends: Marconi is the first British company to secure an overseas contract for the higher level of C³I system (a Joint Operations Centre), and is currently negotiating with the customer for £50m-worth of follow-on orders.

*Marketing Manager, Easams Limited, Camberley.

ENABLING TECHNOLOGIES FOR C³ SYSTEMS

If the lack of a text book definition leaves one feeling a little mystified as to the exact nature of C³, its *function* can be clearly defined in four short words: Detect. Amplify. Decide. Act. The technology on which this depended was the theme of a keynote speech delivered by Derek Roberts* at the Marconi '84 symposium.

He dispelled the notion that effective C³ could be achieved simply by applying the hardware and software disciplines that were today gathered together under the generic umbrella of Information Technology. The pervasiveness of microelectronics did, indeed, give IT a special status, but other strategic Enabling Technologies were supporting and extending the C³ concept. He pointed to examples in the area of CONTROL TECHNOLOGY where fibre optics offered an ideal communications medium, being immune to both jamming and eavesdropping. He outlined advances in MATERIALS TECHNOLOGY where current research into molecular beam epitaxy and low temperature metal-organic chemical vapour deposition held out the exciting possibility of improved semiconductor lasers and microwave devices. He also referred to MANUFACTURING TECHNOLOGY, an area in which Britain lagged behind other countries but one in which the techniques of Computer Integrated Manufacture and robotics would increasingly straddle the cost gap between small batch and mass production.

The job of welding the technologies into operational hardware had traditionally borrowed from three parallel yet separate strands of development: Silicon Process Technology, Silicon Chips, and Total Systems. Derek Roberts claimed that the purely commercial interface which existed between IC supplier and IC user had been a factor that had delayed innovation in systems by about two years. It had also inhibited the development of more competitive products based on novel systems architecture.

Looking to the future, he highlighted six areas of current research which could point the way to further developments in C³: the best use of silicon technology would come through designing with it at the systems level – the SYSTEMS-ON-SILICON approach. From this would stem more TASK-RELATED COMPUTER ARCHITECTURE, a process that was already evident in signal and image processing. INTELLIGENT KNOWLEDGE BASED SYSTEMS would improve our understanding of speech and image patterns and provide expert systems for a variety of diagnostic and data analysis tasks. Wider use of the ELECTROMAGNETIC SPECTRUM – presently limited with silicon devices – would be realised through exploiting compounds such as gallium arsenide. This, in turn, would require new technology able to process high performance bi-polar transistors that utilised compounds in Group III–V of the periodic table. OPTOELECTRONICS would also benefit from the high bit-rate light emitting diodes and lasers which these compounds made possible. Further uses of photons, to perform tasks that had been the exclusive preserve of electrons, included optical switching, optical signal processing and pattern recognition using optical coherence. Finally, multi-disciplinary research into the MAN–MACHINE INTERFACE would throw new light on the subject of human perception and result in better displays and more efficient speech and image processing systems.

*Technical Director, The General Electric Company plc

THE MEANING OF C³I

The term C³I is generally accepted as applying to all those equipments, systems, techniques and technologies which enable military people to talk to each other; to collect, store and assess data on friendly and enemy forces; to deploy forces; to transmit decisions, and to launch weapons. In a totally integrated form, the process of C³I involves every sphere and level of military activity and its ramifications extend into socio-economic and political areas.

MARCONI '84 - 'breadthtaking'

A WALK INTO TOMORROW

Technical journalist Ken Lawley visits Marconi '84

Mandy Brunton demonstrating OCEANRAY.

Given the international nature of the guest list, the choice of the Heathrow Penta Hotel, on the perimeter of London's Heathrow Airport, was a good one. Visitors from overseas could be at the show literally within a few minutes of clearing customs.

Although there were still a couple of hours to go before the first guests arrived, a feeling of efficient organisation was very evident. If there was chaos, it was well-ordered –and well hidden.

Considering the VIP nature of the guest list, and the recent bomb outrage at Brighton, one might have expected body searches, but the security checks were so politely and quickly carried out that they scarcely slowed the steady flow of visitors through the entrance to the exhibition.

Systems on Chips

Marconi 84 was not, of course, just an exhibition, but that was an important and highly visible part of the event. And that's where my walk into tomorrow started.

The layout of the exhibition had been cleverly arranged so as to make maximum use of the floor area available. Leading away from the reception area, the Enabling Technology display presented a fascinating array of the advanced technologies that make all the end products work.

The miniaturisation of integrated circuits has been with us for a long time, but now Marconi is working on putting complete electronic systems on a single silicon chip! No wonder the Company is way ahead of the field when it comes to electronic devices.

Speech synthesis and recognition by machine was ingeniously demonstrated – that's real Startrek stuff! And computer-generated imagery on simulators for armed services' training has more than an uncanny touch of the future about it.

Satellites

Into the Civil Environment area – and I began to see the products and systems that Marconi's commitment to enabling technology helps to produce.

Schooled in the old days of 'beam' flying and manual air traffic control, the sophisticated radar sensing systems and advanced communications equipment left me scratching my head in wonderment.

Communications of one sort or another dominated this area. Whether it was Marconi's partnership in international satellite communications, or a more down-to-earth radio alarm system, cryptographic techniques for radio security or the automatic simulated-voice transmission of meteorological information, the exhibits all seemed to point to the future.

The Commander of the Future

Marconi is one of the world's leading defence companies, and the displays of current military equipments and systems in production and – equally to the point – in the development stage, were in ample evidence.

Examples of the whole gamut of weapons and systems where applied electronics play a part – and that's the majority these days – were featured in the Defence Exhibition area and brought together again in a separate display, The C³I Scenario.

This was a most impressive and thought provoking feature consisting of three scenes – a Defence Operations Centre, an Air Defence Centre and a typical battlefield setting. It is only by setting up integrated control centres based on the systems approach that the commander of the future will be able to assess battle area intelligence, make the strategical and tactical decisions necessary and convey commands fast enough for effective control.

MARCONI '84 - 'breadthtaking'

Quadrupled Sales

The breadth of Marconi activity was emphasised by the Rt. Hon. James Prior MP, Chairman of GEC, when he opened Marconi 84. He pointed out that Marconi was the fastest growing sector of GEC business. In ten years Marconi sales had quadrupled, and this success had largely been due to three factors.

1. The Company's solid technical base, with over 40% of the workforce being technically qualified.
2. The massive financial investment in basic and applied research and development.
3. And, of major importance, the workforce's ability to produce equipment and systems to the exacting specifications demanded in today's highly technical and competitive market place.

A Sense of Belonging

This recognition of the employee's part in the Company's success was reflected in the arrangements made for some 2,000 of the 30,000 workforce to visit Marconi 84 during the evenings of the three days.

As the VIPs left each day, coachloads of staff from the Marconi companies descended on the Penta.

I had been struck by the obvious interest shown by the daytime visitors and by their complimentary remarks on the event itself. I was equally impressed, perhaps even more so, by the sense of pride and belonging that was evident among the employee guests.

Advanced Technologies

The pattern each evening was the same. A welcome from Bob Ashworth, OBE, Sales Director of the Marconi Company, a showing of two videos about the Company and its products, plenty of time to tour the exhibition and most important, refreshments in the Sir Francis Drake pub situated in the hotel!

John Webber, PR Manager of the Marconi Company, introduced the employees to Marconi 84 and showed the Company's new corporate film, an exciting production that visually demonstrated the points John made about the breadth of Marconi activities, the range of products and systems and the advanced technologies at the Company's command.

An Assurance for the Future

Marconi 84 was the first time the separate Marconi companies had come together under one umbrella to show customers, opinion leaders and the media what Marconi was all about.

So it was an ideal opportunity to let the employees see how their work and their skills link together with that of colleagues in other parts of the Company - working together for today's success, and as an assurance for the future.

'A Go-Ahead Company'

My day at Marconi 84 had been an eye-opener. Peter Cousins from Space Systems summed it up for me when he said "Definitely a go-ahead Company".

To see, and hear about, all the facets of Marconi's business, to have the opportunity to talk to Marconi people and to get just a glimpse of where this mighty Company is going, was certainly like taking a walk into tomorrow.

Left to right,
Admiral Sir Philip Watson,
John Lee MP, and
Sir Robert Telford.

Sir Philip Watson discussing MARTELLO with the Rt Hon James Prior MP

The Hon Adam Butler and
Bob Ashworth, Sales Director
of the Marconi Company.