

## Product Information

If you would like more information on any product listed in "New Training Tools," circle the corresponding number on the Reader Service Card at the back of the magazine and drop it in the mail. The manufacturer will send the information you need directly to you.

If you would like to telephone the manufacturer, you will find phone numbers on the RSVP page. But please be sure to say that you read about the product in the *Journal*!

## No Time To Find Facts or Track Trends

Most managers and CEOs are too busy for activities other than managing, or at least some people think they are. Hence, here are some services for executives.

### Reading done for you

Western Union Corporation is offering a clipping service, Executive Briefing Service, to provide information for managers who don't have the time or inclination to sort through tons of reading material.

Each week, Western Union's computers electronically thumb through magazines, newspapers, and proceedings to extract articles of interest to the customer and deliver them by fax or computer.

Western Union claims the service is particularly useful for monitoring overseas developments, because about 20 percent of the journals and other material combined are published abroad.

The information comes from InfoMaster, which is Western Union's link to a variety of online databases covering 18 different categories—from science and technology to general business news.

The monthly fee for the clipping service is \$595. For more information, contact **Western Union Corp.**, Upper Saddle River, New Jersey. **Circle 188 on reader service card.**

## Culture-watching done for you

Six times a year, BrainReserve sends executives TrendPacks to keep them tuned into the current culture.

Items are selected to illustrate the latest trends with products such as herbal energy pills, pocket-size video games, books on new wave philosophies, and tapes of the hottest music (imagine Lee Iacocca listening to Milli Vanilli).

The annual cost of the packages is \$12,000. For more information, contact **BrainReserve**, New York, New York.

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## See It, Believe It, Do It

An article in this issue covers visioning techniques (see page 70); here is a tool for using visioning.

A new video from Videolearning Resource Group, Joel Barker's "Discovering the Future: The Power of Your Vision," complements Barker's "Discovering the Future: The Business of Paradigms."

Barker proposes that for individuals and organizations to survive and succeed, they must contemplate the future and create a compelling vision of direction and purpose. According to Barker, positive

visions of the future give birth to creativity, which in turn helps us solve problems and accomplish goals.

The video, which was filmed on location in Eastern and Western Europe and the U.S., costs \$895 to purchase and \$150 to rent.

For more information, contact **Videolearning Resource Group**, Washington, D.C.; Haverford, Pennsylvania; or Boston, Massachusetts. **Circle 191 on reader service card.**

## Imaging Tools

Image processing, the storing of digital images in computers and manipulating them electronically, is one of the fastest growing areas of computer technology. Here are two new tools that promise to advance the state of the art.

### The big picture

Mouse Systems Corporation has introduced a hand-held scanner called PageBrush for use in image processing.

Mouse Systems claims to have solved the problem of most hand-held scanners, which can process only slivers of information, such as a column of figures. PageBrush, which looks and is used like an ordinary computer mouse, can record images as large as nine feet by nine feet.

You scoot the mouse across a document any which way to capture the image you want, and it appears on your Mac, IBM, or PC compatible.

PageBrush costs \$795. For more information, contact **Mouse Systems Corp.**, Fremont, California.

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## New chips mean all-in-one machines

National Semiconductor Corporation will begin producing three new microprocessors by the end of the year.

The new chips will allow the integration of many imaging devices as well as voice mail into single, multifunction systems. With the new chips, one desktop machine could provide fax services, laser printing, scanning, voice mail, and

## Lite Tools

*Just for fun...* Does your beeper ride up on you? Does it slip and slide every time you move? Do you have beeper rash? Invention Prototypes has solved the problem.

Their "Beepeoples" beeper holster case has a strap that fits on your belt, holds tight with Velcro, and protects you with extra elastic material. There is even a compartment for emergency batteries.

"Beepeoples" costs \$9.95. For more information, contact **Invention Prototypes & Marketing Corp.**, Pearl River, New York.

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digital copying.

The chips range in price from \$34 to \$147 for quantities of 100.

## There Already Is a PC-Fax-Phone

The Navigator by Canon is no bigger than the average PC, but the computer has a built-in answering machine, a directory that automatically dials, and a fully integrated fax that can also be used as a scanner to store printed documents. Phone and fax functions are activated by touching the screen.

The Navigator sells for \$2,995. For more information, contact any Canon dealer.

## The Japanese Are Coming, the Japanese Are Coming

Andy Warhol said that one day, everyone would be famous for at least 15 minutes. Warhol also could have safely predicted that one day, everyone would have some business contact with a Japanese. (See "Client Relations in Japan" in this issue.)

The New England Japanese Center recently released a videotape on important points of protocol for receiving Japanese business clients.

The 30-minute tape, "How To Welcome Business Guests from Japan," covers basic skills and provides cultural background for anyone who may come into contact with business visitors from Japan.

Key segments include the crucial initial greeting and business card exchange, guidelines for serving tea and refreshments, protocol for seating in conference rooms and automobiles, conducting factory or company tours, dining and drinking etiquette, entertaining at home, and so on.

The video was designed for use by corporate and government training departments and libraries to provide practical information for executives and their staffs.

The videotape comes with a book and costs \$245. There is a discount on orders of more than four copies. For more information, contact **New England Japanese**

**Center Inc.**, Framingham, Massachusetts.  
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## Training Tip for Globetrotters

If you are training in Europe, you may want to use the services of the European Training Media Association.

ETMA provides training programs in every language and has multimedia centers in 11 European countries: France, Italy, Germany, Spain, Portugal, Holland, Norway, Sweden, Finland, Denmark, and Belgium, where the association's interactive media specialist is based.

Simply contact the ETMA center located in the country where you are training.

## W-INFO

ARDIS, a partnership between IBM and Motorola Inc., has announced full commercial operation of the first nationwide radio data information network service.

The ARDIS network permits a worker in the field using a PC with a radio modem to transmit information through a radio signal to the nearest of 1,100 stations located across the country. The message is then passed through the network to the designated receiver's computer, all in a matter of seconds. The service will enable people to communicate with PCs, minicomputers, and mainframes—and with other users in the network.

Salespeople, service workers, and others who are away from their offices at critical times can use the network 24 hours a day, seven days a week. ARDIS will operate in more than 8,000 cities and towns in the United States.

For more information, contact **ARDIS**, Lincolnshire, Illinois.  
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**"New Training Tools"** is compiled and written by **Haldee Allerton**. Send items of interest to *Tools, Training & Development Journal*, 1630 Duke Street, Box 1443, Alexandria, VA 22313.

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