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Phones big business

Intecom skyrockets

United Press International
ALLEN — Intecom has been selling its sophisticated telephone switching systems for less than three years and already next to its modern headquarters building stands the steel skeleton of an addition that will triple its space. The company has ambitious expansion plans.

It was founded in 1978 and after three years of research and preparation made its first sale in 1981. That year revenues totaled \$8.5 million. Last year Intecom's sales leaped to \$34 million. In the first six months of this year sales were \$31 million and net income was \$2.9 million.

"One of our goals is to be a billion-dollar-a-year company in a 1990 time frame," said marketing director R. W. Corcoran.

Some analysts think the fast-moving company, launched with a big financial boost by the Exxon Corp., will achieve that billion-dollar goal by late in this decade. It now has a backlog of \$91 million in orders to be delivered within the next 18 months.

Intecom makes and sells private telephone exchange systems (PBXs) capable of carrying both voice and highspeed computer data over the same lines. Older and larger companies already are

in that market — Rolm, Northern Telecom and even AT&T — to name the leaders. But Intecom has a couple of high-technology edges.

The company's Intonet device is a translator that allows one computer to communicate to a different model computer, despite incompatible hardware. If, for example, a company's engineering department prefers Wang computers while the marketing people want Apples, the Intecom system automatically will translate and send information from computer to computer. Such information then can be sent to a secretary using a Xerox word processing system.

It might mean, for example, that information gathered on one computer can be processed through unique software developed for a different type of computer.

Intecom also has developed a high-speed linking system that offers the advantages of local area networks now being developed by office automation companies.

All of this comes on one set of telephone wires — a big advantage saving buyers the cost of

separate wiring for computer networks and office information systems.

Intecom also is able to use efficient fiber optic cable to wire up a phone network within a 50,000-foot area.

Intecom's customers include the University of Chicago, Coca-Cola, Conoco, McGraw-Hill, Duke Power, Brown & Williamson, Exxon, the University of Denver, Sun Oil, the Chicago Board of Trade, Grumman Aerospace, PPG Industries, Vought Corp. and Encyclopedia Britannica.

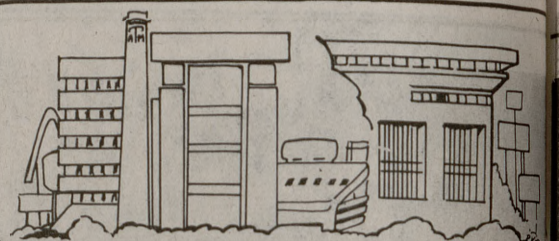
And the company is getting repeat business. CIT Financial Service, which bought the first system sold by Intecom, has purchased a second system, Corcoran said. McGraw-Hill bought an Intecom system for a New Jersey facility, they came back and bought systems at two locations in New York City.

"I think it's going to be a pretty large company," said Ralph Shive, senior analyst for the brokerage firm Rauscher Pierce Refsnes.

Shive was asked if he was surprised by Intecom's rapid growth.

"Not really," he said. "I met them (executives) before they went public. Right off the bat they gave me the feeling that they were extremely aggressive, that they had a clear idea of what they wanted to do and how to do it."

The market for voice telephone systems has been estimated to be \$3.5 billion a year. When voice is combined with computer data in one system, the potential market is \$6.8 billion, senior vice president Tom Aschenbrenner said. Intecom is aiming at 6 percent market share by 1985.



Around town

Red Cross honors ham radio club

The Brazos County Chapter of the American Red Cross awarded a certificate of appreciation to the Texas A&M WSM Ham Radio Club for its help during Hurricane Alicia.

For 48 hours during the worst of the hurricane Aug. 17-18 the club maintained round-the-clock, statewide contact with other ham radio operators and answered questions from local residents and evacuees in the Bryan High School shelter about the safety of relatives in the coastal area. They worked in cooperation with the Amateur Radio Emergency Service in the Brazos County and the local Red Cross Chapter.

The club's faculty sponsor, Dr. Thomas W. Comstock of the engineering technology department, and its president, George Schlichting, were sent a letter from the Red Cross commending the group for its service to the community and state.

Saddle & Sirloin sponsors barbecue

The Texas A&M Saddle & Sirloin Club will hold its annual barbecue at 7 p.m. Tuesday, at the VFW Hall on FM 231. Speaking at the event will be Bill Clayton Jr., former Texas Speaker of the House. Everyone is welcome to attend. Tickets are \$5 a person at the door and all new members can get in free with their pledge letter "B."

Entries for All-Niter close Tuesday

Tuesday is the last day entries will be accepted for the Intramural Aggie All-Niter. The event, to be held Sept. 23, will feature basketball, volleyball, racquetball and handball competitions, as well as a country and western dance, carnival games and prizes and movies. Schedules of the activities are available at the Intramural office in 159 East Kyle.

Class of '86 picnic tickets on sale

The Class of '86 will sponsor a picnic on Sept. 25 at the Green Ed Thornberg Hall. Music, food and games will be provided. Tickets are on sale for \$3 in the main hall of the MSC through this week.

Free U registration opens Tuesday

Registration for MSC Free U classes for the fall semester will be open Tuesday and Wednesday from 9 a.m. to 6 p.m. in 220 Memorial Student Center. Brochures of the courses offered are being picked up in the MSC, and at Sbis, Duncan and the Commons dining halls. Applications for teachers and for committee members also are still available.

To submit an item for this column, come by The Battalion office in 216 Reed McDonald.

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BRYAN BRYAN CENTER 3006 29th Street, #1 Mon. 9:30 a.m. 5:30 p.m. Tue. 9:30 a.m. 6:30 p.m. Wed. 9:30 a.m. 5:15 p.m.	GIDDINGS FIRST NATIONAL BANK 108 East Austin Wed. 5:30 p.m.
COLLEGE STATION LUTHERAN STUDENT CENTER 315 North College Main Thurs. 5:15 p.m.	HUNTSVILLE FIRST UNITED METHODIST CHURCH 1016 Sam Houston Tue. 6:00 p.m.
BRENHAM CHAMBER OF COMMERCE Mon. 6:30 p.m.	ROCKDALE FIRST CHRISTIAN CHURCH Bell St. Mon. 6:30 p.m.
CAMERON COMMUNITY CENTER Wed. 5:30 p.m.	

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