

R.I.

by Paul Dirmeyer

Sales

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But IBM took sudden control of more than 26 percent of the market share in less than two years with their IBM Personal Computer. Demand for the product is so immense that IBM can't make them fast enough, and experts predict the company will control more than 50 percent of the world market for personal computers by 1985.

In addition to this single company's sudden dominance, Forbes magazine said the supply of computing power is outrunning demand.

Computers are getting faster and more efficient, but reasons for using them aren't keeping up with the technology, so the market is needing less and less computer power to get the job done.

"As a result," Business Week says, "the personal computer market is already taking on

many of the characteristics of a mature industry. It is being dominated by a few large suppliers, and marketing and distribution skills are becoming more important than the latest technology."

Barry Childs, a computer science professor here, said home computers are at a common level of technical capabilities.

Each of the various manufacturers has a particular area of expertise their children is more adapted to, Childs said, and he was quick to point out that he thinks Texas Instruments does have the best set of educational systems for the home.

"In general there is not a bad computer, but there is a whole lot of bad misuse of computers," said Childs, adding that it is generally the way a computer is used — or misused — that causes problems.

This overall similarity of equipment forces companies to use something other than product's capabilities to sales.

"Selling computers today is essentially a marketing game," says Jerry Johns, marketing communications director at Texas Instruments.

And the experts agree that it is IBM who is setting the pace for the game.

"You have to compete against IBM," says Arthur Selkowitz, the New York-based advertising agency Reschka, Selkowitz & Co. "The rest of the pack is a matter."

Johns said the first priority in his company's marketing was to distinguish TI from the market, a tough order in light of IBM's marketing superiority.

Natowitz

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A second cyclotron is being built on campus that will double the research capabilities already available here, Natowitz said. It will be connected to the existing cyclotron to form a superconducting accelerator, he said. It will then be one of the fastest accelerators in the world, he said. Work on the expansion is expected to continue until late 1985.

While in France, Natowitz lectured at French universities in the cities of Lyon, Caen and Orsay. He also spent a week at the National Nuclear Lab in

Sarclay. The visiting researchers had use of the facility for one week only, so they worked around the clock for the entire week, he said.

Natowitz said they were trying to determine the forces necessary to hold the nucleus, or dense core, of an atom together.

Texas A&M probably will bring French scientists here next year for more research, Natowitz said. In the meantime, he is going to Heidelberg, West Germany, in February for another series of experiments, and then to France to discuss the results of his recent work there.

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Regents

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The committee also approved a preliminary design for the Advanced Ocean Drilling Program facility — one of the first research park tenants. The building will be a research center equipped with refrigerated storage space for ocean floor samples collected by researchers on a deep-sea drilling ship.

The program is funded by the National Science Foundation with the understanding that the University System will provide facilities. The program will have a regular 130 member staff in addition to visiting researchers.

The committee approved the plan for development of the first section of the research park, bounded by Disposal Plant Road on the south.

In other business, the committee approved the preliminary design for the Prairie View A&M University South Campus Chapel. The \$595,000 structure will seat 317 upon completion.

A preliminary plan for a \$6 million poultry science center also was approved. The 60-acre center will house the headquarters of Texas A&M poultry science operations and will have complete judging facilities.

A tentative design for \$1.5 million intramural playing fields was presented to the committee. The plan included four softball fields, eight football fields and a driving range with 60 tee stations.

The intramural fields will be

an extension of Penberth tramural Center and are tentatively scheduled for completion in September 1985. An \$800,000 appropriation for the design was approved by the committee.

All committee recommendations will be up for final approval by the board Tuesday.

Chancellor Arthur Hays Sulzberger told the committee for academic affairs that he and the campus administrators are concerned with overcrowding in the College of Engineering. He said overcrowding of labs and classrooms is causing "a deterioration of delivery of education."

Dr. Gordon Eaton, president and vice president for academic affairs, said the number of students enrolled in each discipline causes a lack of hands-on experience because of limited space. Also, a heavy faculty workload, he said, has more than one electrical engineering faculty member resigning.

Eaton said a tentative plan to regulate enrollment has been formulated. The plan will determine what resources engineering discipline has and how many students those resources will support.

The schedule for the meeting is as follows:

- Monday
- 8:30 a.m. - 12 p.m. — committee of the whole
- 1:30 p.m. — committee of the whole convenes
- Tuesday
- 8:30 a.m. — Board of Regents

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