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Rhode Island Library Association Bulletin

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OPTICAL PUBLISHING '86

by Norman Desmarais

Acquisitions Librarian, Providence College

Optical Publishing '86 met in New York City from October 15 to the 17. It had two tracks: one for the producers, engineers, and technicians and another for the users and vendors. Pre-registration accounted for about 500 attendees including the speakers and exhibitors. Daily registration boosted this somewhat. However, speakers and press seemed to comprise about half the attendance at several sessions. The list of the 63 speakers, 12 session moderators and 12 panelists read like a Who's Who in the industry. There were a few substitutions and several speakers cancelled due to illness.

Each morning began with a keynote address followed by the concurrent sessions. Gary Kildall, President of KnowledgeSet and designer of the retrieval software for Grolier's Electronic Encyclopedia, spoke about the risks and the rewards of pioneering new ideas. John Messerschmitt, President of Philips Subsystems and Peripherals, addressed "Laser energy for the information industry" while Steven Cucchiaro, President of Datext, spoke of the "Golden opportunities in optical publishing."

The technical track on Wednesday addressed the vertical information markets with special emphasis on the library and reference markets. Other papers addressed training and educational markets; business and financial, engineering, federal, and regulatory markets;

medicine and health care, technical and scientific, consumer entertainment, and the inhouse documentation markets.

The concurrent session addressed the applications and issues for optical publishing. Many speakers during the convention agreed that the technical issues have been resolved and that marketing issues are now coming to the fore. Market needs will drive the industry. Will online and CD-ROM (compact disk read only memory) products compete for the same market or cooperate? Other papers addressed optical publishing in Europe, optical technology as a new medium or as a replacement for existing storage media, and optical disk applications in higher education. John Einberger of Reference Technology, Inc. spoke on the market impact of the proposed High Sierra standard. He explained what the logical format standard was, why it was needed, the process to develop standards, and the High Sierra Group's objectives. The group sent the standard to the National Information Standards Organization (NISO) and the ECMA (European Computer Manufacturers' Association, NISO's European counterpart) in June. At the beginning of the conference, NISO voted to pass it on to its membership for a three month comment period. The High Sierra Group anticipates a few changes and editorial corrections before final promulgation some time in 1987.

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Michael Grant is a Past President of the Classical Association; A Fellow of Trinity College, Cambridge; Professor of Humanity at Edinburgh University; President and Vice-Chancellor of the Queen's University, Belfast; and the author of many books.

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Thursday's technical track covered product design and development. This included designing user interfaces and retrieval software for CD-ROM and CD-I (Compact Disk Interactive) as well as the planning and applications for write-once systems. Other papers addressed image storage, distribution and retrieval alternatives, data premastering, data security, hardware and software interfaces, and software design using the proposed standard.

The user and vendor session concentrated on product performance and selection criteria. It included papers on user requirements for software and hardware in various circumstances, what to look for and how to evaluate them, as well as concerns in integrating new products with existing systems and services. The product manager at DIALOG reiterated that DIALOG will have a product on the market by the end of 1986, but he avoided comments as to the nature of that product. He did say, however, that it will be technology independent, using CD-ROM only as a vehicle rather than as an end product.

Both days concluded with product reviews and user and vendor panels which compared the price/performance of optical information products to online, microform, and print products and addressed marketing issues in retrieval software standards.

Steve Cucchiaro's Friday keynote address explained that the expanding potential user population, rapidly falling hardware costs, and improved systems performance will drive market growth. He identified opportunities for vendors to develop value-added products and discussed the criteria for targeting optical publishing opportunities as well as early market research conclusions. He described the products that Datext has on the market and alluded to other products under development.

The technical track discussed the business outlook with papers on the strategic planning for major investments in optical media, the analysis of market forecasts for optical media, and growth areas for electronic and optical publishing. The afternoon session addressed the issue of inhouse production of optical information products. This included data preparation and premastering, business considerations, file format standard, and the development, testing, and marketing issues.

The user and vendor session looked at implementation issues. Two of the four speakers for this program called in sick blunting the full impact of the program. Cornell University's Joan Lippincott discussed the "management issues for CD-ROM services in academic libraries." She addressed the major questions librarians need to consider in the areas of collection development policies and decisions, budgeting and charging, equipment placement of hardware, software, and services, security, staffing and staff training, access, and impact on other services. Bela Hatvany, President of SilverPlatter Information Services, projected the future for libraries and technology.

The afternoon session addressed trends in the optical information industry. These included the areas of publishing (rapid growth restricted by database conversion, proliferation of application software, industry specific software, local workstations for vastly distributed databases, systems integration, hybrid systems with information sources transparent to the user, innovative marketing focusing on new market segments); media (high densities, multifunctional use); hardware (new developments in drives and interfaces); microcomputer workstations (they'll get smaller, cheaper and more powerful; and new operating systems soon to be released will change how software is used.); and larger systems: local area networks, hybrids, and compatibility.

The 15 companies exhibiting included several database vendors (Cambridge Scientific Abstracts, Datext, Disclosure Information Group, Micromedex, and University Microfilms International), some software and information services (data preparation and premastering), and Sony as the only hardware manufacturer. Many companies very active in the field, such as Borland International, Microsoft, Denon, Grolier Electronic Publishing, Hitachi, The Library Corporation, SilverPlatter Information Services were absent. Some companies, like Philips, Reference Technology, Inc., and SilverPlatter Information Services, had several representatives as speakers, yet they were conspicuously absent from the exhibit hall. Vendors probably opted to attend the LaserActive '86 Conference in Boston the week before or the CD-ROM Applications--1986 or Online '86 conferences two and three weeks later. Four national conventions concentrating on laser disk technology

within four weeks certainly fragmented the market for attendance and vendor participation.

people

JACKY CARLSON has been hired as a part-time librarian for children's programming at the North Smithfield Public Library.

KATHLEEN McANDREW recently was appointed to a reference librarian position at the Pawtucket Public Library.

ANNE PARENT has left her Assistant Director post at the Cranston Public Library to become Director of the Fall River (MA) Public Library.

BETSY PECK, Roger Williams College reference librarian, has written the article on the Philips, Sampson, & Co., publishing house which appears in Volume 49 of the Dictionary of Literary Biography, "American Publishing Houses."

bulletin board

- The Rhode Island Constitution now specifically recognizes the State's responsibility toward supporting public libraries and public library services thanks to overwhelming passage of the constitutional amendment on libraries on November 4th. Congratulations are in order to all whose efforts resulted in this successful vote, particularly Rhode Island's Coalition of Library Advocates (COLA).

- The Department of State Library Services (DSLS) has submitted its fiscal year 1987 budget request to the Governor. Included in the request are increases of 5% for existing grant-in-aid programs, and an increase in funding for the Rhode Island Library Film Cooperative that would eliminate the need for assessment fees for Film Cooperative members. Also, a special addendum to the DSLS budget proposal has been submitted to the Governor. This special request calls for \$225,000 to fund telecommunication linkages within the Rhode Island Interrelated Library Network. The funds are earmarked as follows: \$35,000 for a study of the factors involved in establishing a statewide

telecommunications network and document delivery system, \$60,000 for existing telecommunications costs, and \$16,000 for delivery of materials. The addendum will have to be funded separately from the DSLS budget proposal either as an additional item in the Governor's 1987 budget proposal or as a separate bill introduced in the General Assembly.

- The Island Interrelated Library System, in cooperation with the Newport Public Library, began offering online database searching service to its member libraries for six months beginning November 3rd. Through the Reference Department of Newport Public Library, patrons have access both to DIALOG databases and to the Providence Journal's J/TEXT search service. For more information contact Pat LaRose at Newport Public Library or Howard Boksenbaum at the Island System office at Barrington Public Library.

- Roger Williams College Library has published an 80-page guide to its collections and services titled, Discovering the Roger Williams College Library. The guide is available from the library for \$4.00.

- A free workshop on using the Swank classification scheme for state publications will be offered by the CRIARL Government Documents Committee on Tuesday, December 16, 1986, at 10:30 AM at the Warwick Public Library.

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calendar

DECEMBER 9th - COLA Panel Discussion and Reception: "Programs with Pull Power". Barrington Public Library, 5-7 PM, RSVP 272-7745. Everyone invited.

DECEMBER 17 - Young Adult Round Table, "Current Fiction", Cranston High School East, 3 PM.

JANUARY 17-22 - ALA Midwinter Meeting, Chicago.

JANUARY 21 - ARIHSL CE Item Writing Course -- Preparing for MLA Certification. For more information contact Linda Walton, Butler Hospital, 456-3869.

jobline

The Rhode Island Library Association has established a minimum recommended salary of \$18,250 for a full-time beginning librarian in 1986.

CATALOG LIBRARIAN: Brown University Library. Responsible for original cataloging of monographic materials in the general humanities, with an emphasis on the areas of art history, history and Romance literature. Requirements: an MLS degree from an ALA accredited library school; knowledge of AACR2, MARC tagging, LC cataloging practices; reading knowledge of German and one Romance language; two years professional cataloging experience; academic background or relevant experience in the humanities, preferably in art history and/or Romance literature. Hiring range: \$21,000-24,200, based upon experience. In order to insure consideration, please send letter of application, resume and names of three references by January 31, 1987, to Norma Beach, Personnel Office, Brown University, Providence, RI 02912. Brown University is an Equal Opportunity/Affirmative Action Employer.

COORDINATOR OF LIBRARY SERVICES: St. Joseph Hospital. This is a merged hospital with two sites seven miles apart. Coordinator is based in one unit with one clerk. Responsibilities include supervising all aspects of second library as well. These encompass book selection and balancing of collection between two units; preparation and administration of budget; on-line and manual searching for various departments such as administration, education, allied health, nursing, physicians and various student bodies. Second library has one person. Qualifications: MLS, on-line searching experience, at least 2 years experience in a health-related institution. Salary: mid twenties depending on qualifications. Excellent fringe benefits. Contact: Ruth E. Szabo, Health Science Library, St. Joseph Hospital, OLP, 21 Peace Street, Providence, RI 02907, (401) 456-4035. Position available December 1986.

SUBSTITUTE LIBRARY MEDIA SPECIALIST: Woonsocket Public School System. Must be certified as Teacher of Library Science by the Rhode Island Department of Education. Salary \$40 per day. Application available from: Louis R. Leveillee, Coordinator of Media Services, 108 High Street, Woonsocket, RI 02895 (401) 762-4440.

GIFTS AND COLLECTION MAINTENANCE LIBRARIAN: Responsible for the management of material received by gift and for activities concerned with collection maintenance (preservation). Requirements: MLS degree from an ALA accredited library school; broad liberal arts academic background; reading knowledge of at least one foreign language; previous experience in academic libraries and/or book trade preferred; familiarity with special collections desired; supervisory experience desired. Hiring range: \$21,000-\$24,200, based upon experience. Interested candidates should send letter of application, resume and names of three references to Norma Beach, Personnel Office, Brown University, Providence, RI 02912. In order to insure consideration, applications should be received by December 31, 1986. Brown University is an Equal Opportunity/Affirmative Action Employer.

ORDER LIBRARIAN: Responsible for the overall management of processes related to the ordering and receiving of monographic library materials, and for assisting with the management of the Acquisitions Department. Requirements: MLS degree from an ALA accredited library school; reading knowledge of at least one foreign language; three years of technical services experience in an academic library, including acquisitions and bibliographic searching; experience with library or business automated systems and networks; supervisory experience desired. Hiring range: \$24,200-\$28,600, based upon experience. Interested candidates should send letter of application, resume and names of three references to Norma Beach, Personnel Office, Brown University, Providence, RI 02912. In order to insure consideration, applications should be received by December 31, 1986. Brown University is an Equal Opportunity/Affirmative Action Employer.

LIBRARIAN (STAFF): Professional entry level position whose duties are varied and include some children's services; 18 hours per week, which includes one evening. Possibility of promotion and expanded hours in the future. Must have MLS. Salary range: \$6,552-\$7,200, depending on experience. Send cover letter and resume to: Christopher LaRoux, Director, Greenville Public Library, 573 Putnam Pike, Greenville, RI 02808. EEOC.

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