

Weidner is setting up a base in Europe

Weidner Communications Corporation, the Chicago-based machine translation company, has decided to mount a full-blooded attack on the European market, by setting up their own company to sell directly to clients.

John Newton, previously responsible for the distribution of the Weidner MicroCAT range of software through licensee distributors The Software Connection in Fareham, Hampshire, is moving to the new company and has been appointed Director of Operations for Europe by Weidner. He is in the process of setting up a new company – WCC Europe – and establishing a European headquarters in the south of England.



When asked what had prompted this move, Mr Newton told *Language Monthly*: "It has been increasingly obvious throughout the past twelve months that the most important market for MT systems is here in Europe. Accordingly, WCC has decided to establish a strong European presence in order to take full advantage of the vast potential that this market offers. Our presence here also means that we shall be able to provide local support to new and existing users."

The full range of WCC products, including MacroCAT, which runs on the DEC PDP11 and Vax series of minicomputers, will be offered by the new company. Mr Newton hopes to be able to announce the office address and other details during April. At present, he is busy recruiting key personnel for the new operation as well as preparing for the launch of the new MicroCAT English/Italian "package" which will be unveiled at the National Convention of the Associazione Italiana Traduttori ed Interpreti in Genoa on April 20th and 21st (see Calendar on page 26 for details).

It is envisaged that WCC Europe will establish distributorships in those European countries which do not already have them, and will deal direct with its customers in the United Kingdom and in countries awaiting the appointment of distributors.

On the question of price, Mr Newton said that the software price structure currently applicable in the United Kingdom for MicroCAT (IBM PC XT application) was £8,000 for one

language direction, £15,000 for two language directions, and £7,000 each for three or more language directions. These prices include five days' training per language direction, full documentation, hardware enhancement component and keycap overlays. He also indicated that he would shortly be announcing a new, more attractive, price structure for MacroCAT.

Pending the opening of the new European headquarters, Mr Newton asks that inquiries concerning WCC Europe should be addressed to the *Language Monthly* box number indicated in Weidner's advertisement on the back cover of this issue, marked "WCC Europe".