

FROM OUR "FOREIGN CORRESPONDENT"

by Michael Dale

This is the first (and, depending on the critics, maybe the last!) report from the United Kingdom.

Hopefully, I can dispel several rumours about this country. Firstly, it doesn't always rain; secondly, it is not always foggy, and finally, ADDS (UK) still exists.

Nestling deep in the heart of Southern England, next to the famous River Thames, lies a town named Staines. (Sounds good!) Here ADDS (UK) has set up its new office and rework centre, having moved from the less "green and pleasant" new Malden office.

From our new facility, we offer field-service nationwide, a rework centre for all ADDS products, and a technical support and training facility for ADDS distributors throughout Europe, the Middle East, and Africa.

Although both Systems and Displays Marketing is now handled from the home office, ADDS believes it is important to maintain a presence in Europe to provide "hot-line" service to our customers and to overcome the problem of time differences.

It also helps us to keep our name up there with the competition.

In the rework centre, although it is still in its early days (it hasn't been open long!), business is starting to pick up. We have already developed a sizable user-base for this service and believe we will soon be rivalling the shops in the USA!

ADDS UK has a small but dedicated team of people in the UK office and things are moving ahead well. But we can always use some help. So, remember, the next time someone mentions England, tell them about us. They may be a customer one day!!



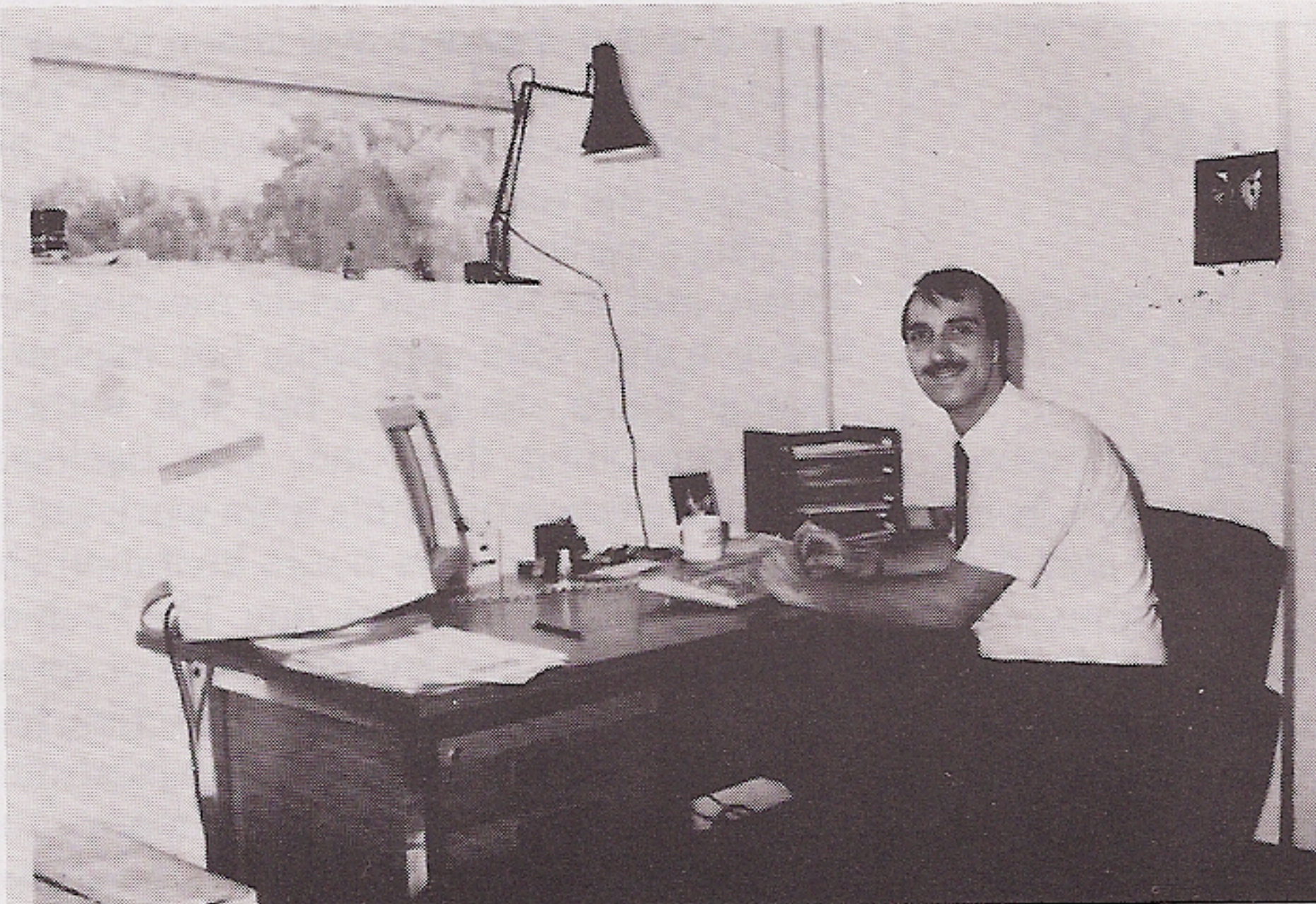
London office staff outside new building.

Left to right, Mick Luckham, Mike Dale, Bob Conolly, Lesley Johnson, Mike Stroud, Geoff Holborn.



New Rework Center.

Left to right, Mick Luckham, Bob Conolly, Geoff Holborn.



Mike Stroud in his new office.



Mike Dale and Lesley Johnson.