

# Exclusive offer – 6 superb Ida Rentoul Outhwaite posters



## VALUE ADDED TO ONLINE 87

Since the publication of the draft program, three exciting new speakers have agreed to address Australia's Second Online Information Conference in Sydney, 26-29 January 1987.

Joseph W. Price is responsible for directing the efforts of the Library of Congress in exploring the use of new optical disc technologies. LC has undertaken a number of projects to transfer various parts of its collection (eg photographs, films, music) to laserdiscs (eg videodiscs, CD-ROMs) and to provide online access to them. As well as reporting on these projects, Joseph Price will speak on government involvement in the provision of online information. During his stay in Australia, Mr Price, who is Chief of LC's Science & Technology Division, will also be advising CSIRO.

A European flavour has been added to the Conference with the inclusion of Brendan Walsh in the line-up of speakers. Brendan is Under-Secretary for the Information Technology Group of the Institute of Chartered Accountants in England and Wales. His paper entitled 'Business and databases: who is using them and why; the British and European experience', will be included in the Business Applications session. Brendan has just completed a business users' guide to online information; this is destined to become an industry standard in the UK, and Canadian and Australian versions of the book are in the pipeline. Brendan has also written several articles for accounting journals on the electronic way of keeping in touch. His paper will be of interest to both business users and information professionals.

Artificial intelligence and expert systems have the potential to revolutionise the future of the information service profession. Professor Brian Garner of Deakin University is one of the leading exponents of the uses of AI, and is investigating user interface applications. His paper, 'Discourse understanding for untutored users', has significant implications for online information intermediaries.

Registrations for the full conference at \$280 and for single days at \$120 are still available, but please book early, since enrolments are coming in faster than for the First Conference, and there is a limit.

For registration forms, or for your free invitation to attend the exhibition of services by 50 Australian and overseas database producers and suppliers, contact Kaye Paterson, Australian Convention Management Services, Box 468, Paddington 2021; phone (02) 332 4622.



Libraries are you using your resources? Major libraries throughout Australia must be storehouses of untapped items of great marketing potential.

One library has made use of its sleeping wealth in an extremely effective way. Being aware of the enormous popularity of the work of Ida Rentoul Outhwaite, Philip Pike at the State Library of SA suggested that a selection of her illustrations be reproduced as posters. This has been done with six full colour posters being sold at the very modest price of \$19.50 for the set. The demand for them has exceeded even Philips's hope and he has ideas for other ventures into this area of promotion and marketing. Information about the posters is reproduced above, although this cannot do justice to the magnificent colour.

Have you checked for treasure lately?

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