

CAMBRIDGE

# DEALER NEWS

Issue No 3

## DYNAMIC DUAL LAUNCHED

A new dual output Ku band LNB for domestic satellite installations allowing two satellite receivers to operate independently from an offset or prime focus dish was launched at Intersat 92 in Frankfurt recently.

Designed and manufactured by Cambridge, the new LNB named the Cambridge Gemini, is Astra compatible, and will sell through dealers at a recommended retail price of £79 including VAT.

The new LNB is styled to minimise incoming signal blockage, making it more efficient when used with prime focus dishes.

The Cambridge Gemini can also operate with a single satellite receiver, enabling customers to add a second receiver when it is convenient, with only minimal extra cost.

The new LNB can be used in SMATV distributed systems where a number of receivers are driven from one source, providing that additional cabling and switch-boxes are installed.



To ensure clear reception and avoid degraded picture performance, the LNB features a special polarisation system which enables the independent selection of either vertical or horizontal planes.

A typical noise figure of 1.2dB, and a cross polar

*CAMBRIDGE GEMINI: The new Ku band LNB from Cambridge is designed for domestic satellite installations allowing two satellite receivers to operate independently from a single dish. See it on display at Cable and Satellite, Olympia, London.*

rejection figure of 20dB, are also factors which contribute to reception quality.

For ease of installation, cable connectors are located in a vertical rather than horizontal plane.

The product can be supplied with various feeds to suit a range of dish types. The company also says that it is developing versions of the new dual LNB for other satellites.

## INTERSAT 92



On Show: Cambridge's 70 square metre stand at INTERSAT 92 in Frankfurt.

At Intersat 92 in Frankfurt Cambridge demonstrated the Gemini LNB for the first time.

According to the sales and marketing manager Alan Oxley, the Gemini generated a lot of interest from predominantly German and French markets and it was very worthwhile participating.

The advantages of the Gemini in Germany is that it can be used with a Kopernikus LNB on a boom arm to receive both Astra and Kopernikus independently on two receivers when a switch box is used.

Of interest to French distributors was the twin satel-

lite system that featured an 80cm dish sporting a Gemini with a Telecom LNB on a Cambridge designed boom arm, to receive both ASTRA and Telecom.

Also on display were Cambridge's current EXTRA receivers.

Demonstrating the Gemini on the stand, were two of the engineers involved in the development of the dual Ku band LNB, while Heinz Dohmann from the German sales office answered customer queries.

The exhibition attracted over 12 000 visitors, including many of Cambridge's present customers.



# ASIASAT

India, Pakistan, and Saudi Arabia, are just some of the countries that are covered by the Asiasat satellite. Well known for its diversity of programmes, such as the Entertainment Channel or the Chinese Channel, Asiasat receivers have become a booming business.

Cambridge are providing distributors in this market with Cambridge - designed and manufactured Asiasat

re-receivers. The receiver is identical to existing R1317 EXTRAs except that the tuner is modified to handle 'C' Band inverted video, and the sound carriers are at 6.30 6.48 6.60 6.78 7.02 7.20 MHz with 75 uS de-emphasis.

Another advantage of the receiver is that it comes with factory presets and when used with a switch box and two dishes CNN can be received from Arabsat.



Thomas Risters

## NEW APPOINTMENT

Cambridge has appointed SKR based in Mönchengladbach as servicing agent for their rapidly growing business in Germany.

Thomas Risters SKRs managing director has worked in the satellite indus-

try for the past eight years and earlier in the audio/video sector.

Thomas, a qualified engineer, will be a welcome addition to the Cambridge customer support organisation.

## DIARY NOTES

CABLE AND SATELLITE:  
13 TO 15 APRIL, OLYMPIA LONDON

TECHNOLOGY SCHOOLS INITIATIVE SALES  
EXHIBITION AND SEMINAR  
16-17 MAY TELFORD

DON'T FORGET  
ANTENNE IN PARIS  
EARLY SEPTEMBER

# TWIN SYSTEMS SALES SOAR

Twin satellite receiver systems which use two LNBS on one dish are dramatically improving overseas sales, announced Cambridge managing director Mike Tilley recently.

According to Mike, since December 1991 sales have risen by two hundred per cent in France and Germany and the market is likely to start in the UK shortly.

The Cambridge twin systems avoid the need for expensive motorised dishes, by offering high quality reception of two satellites from one stationary 80cm dish.

By using dual LNBS on the boom arm of an 80cm dish, with two switch boxes and receivers, you can immediately select from the chosen two satellites such as Astra with Telecom, Eutelsat, or Kopernikus.

For example, Cambridge is successfully marketing an Astra/Telecom model in France. The system comprises of the company's R1317 EXTRA programmable receiver with 99 channels, remote control

unit, two LNBS, an active switchbox, boom arm, and 80cm dish.

Commenting on the sales

results for the new twin satellite system, Mike advised "We expect the success to continue and are con-

sidering further enhancements to the system."

### SYSTEM SET-UP

To ensure a good reception when installing a twin system, Cambridge Computer Ltd has produced a video which explains how the company's twin satellite system is installed.

A clear step-by-step guide to system installation, the video covers the fitting of the adaptor fixing block, LNB clamps and tube clamps; setting the correct angles of elevation and azimuth; LNB installation; fine-tuning adjustments and switchbox connection.

The video also discusses the manufacturing and quality control facilities at the company's premises at Irvine near Glasgow.

An elevation card and map which informs dealers and installers how to align the boom arm in different areas of continental Europe is also available.

The video and card can be ordered from Cambridge, the cost is £3.00 service charge plus postage.



Its twins: A twin satellite system set-up

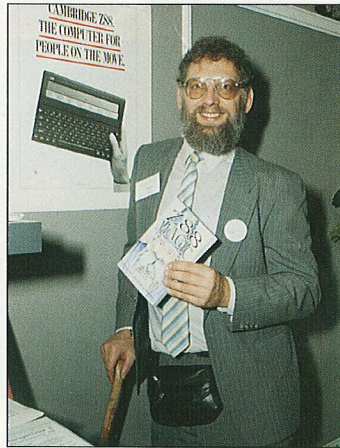


# CAMBRIDGE Z88 EDUCATES

After five years, the Cambridge Z88 is still making an impact on the education market, Vic Gerhardi discovers why:

Although the lap-top will never replace the capabilities of a powerful PC, it is a comprehensive, portable and cost effective method of introducing computer studies in schools.

One such lap-top the Cambridge Z88 is a viable alternative to the larger computer. Instead of waiting to access terminals in the computer lab, students are able to work at their own pace on individual machines which retail for £189.95 excluding VAT. A lap-top such as the Cambridge Z88 can also be carried from class to class, or



Vic Gerhardi from Rakewell is co-author of Z88 MAGIC

taken to the library for home work as it is very light and powered by 'AA' batteries or a mains adaptor.

The Cambridge Z88 is also

utilised by people with disabilities because of its portability and study advantages, for example the Dyslexia Institute keeps one in their stock of learning aids.

The Cambridge Z88 is relatively simple to operate and comes with twelve programmes plus a serial port to connect to other computers and printers. The programmes include the education standard called Pipedream, plus BBC BASIC and a filing system which allows text written on the Cambridge Z88 to be saved. Pipedream is file compatible with View and View Professional for the BBC.

If a different word-processor or spread sheet is used, then there are file-conversion

programmes to allow the text to work in Wordstar or Lotus 1-2-3 systems, or others. This conversion can be taken further. For example this Dealer News was written on the Cambridge Z88, transferred to a PC, converted to Wordstar and then sent to a Desk Top Publishing programme.

There are other educational programmes developed by third parties for the Cambridge Z88, such as a spell check, a touch typing course, and a pupil-subject teacher database.

Comprehensive and user-friendly the Cambridge Z88 is an affordable learning aid for schools which is fully supported by Cambridge Computer Ltd.



## BETT '92 REPORT

Cambridge Crew: Alison Shields and Mark Andrews on the Cambridge stand.

Technology in Education was the theme for BETT 92 at the Barbican Centre, London in January.

Present on the Cambridge stand were special guests Vic Gerhardi from Rakewell and Roy Woodward, Chairperson of the Z88 User's Club as well as the regular Cambridge team.

The Cambridge crew were pleased to meet many of the computing studies teachers who had organised the use of Cambridge Z88s in their schools.

The general response to the product was that it is an excellent introduction to computing, and students enjoy using it.

## USER'S CLUB

With over 2000 members, the Z88's Users' Club is one of the largest independent user groups in the UK. There are also 200 international members, in places as far afield as Australia, New Zealand, Japan, and the USA.

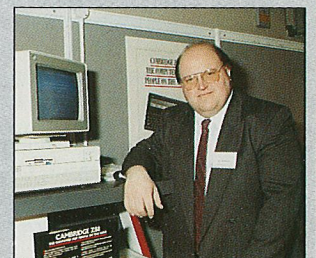
As well as 10 issues per year of an informative USER CLUB magazine, members also benefit from a free SOFTWARE LIBRARY, with over 160 programmes, and an APPLICATION LIBRARY, which can amalgamate several 32K Cambridge Z88 applications onto one larger Epromcard

The Club organises various workshops with the technical experts a couple of times a year.

Membership of the Club is £11.95 per year, and for more information please contact the Z88 Users' Club at 68 Wellington Street, Long Eaton, Nottingham, NG10 4NG

## LINK PACKS

PC	LINK for IBM PCs and compatibles
MAC	LINK for APPLE MACS
BBC	LINK for BBC and BBC Master Computers
ST	LINK for ATARI ST
AMIGA	LINK for COMMODORE AMIGA
ARCHI	LINK for ARCHIMEDES
PCW	LINK for AMSTRAD PCW word processor
NIMBUS	LINK for research computers, NIMBUS series
QL	LINK for Sinclair QL computers



Roy Woodward, Chairperson



# DEALER UPDATE

## THE MAGNIFICENT 7

IS THAT YUL BRYNNER IN THE WAISTCOAT? No its Brian Bennett managing director of Excalibur Satellite.

The Magnificent Seven all rode into Nuneaton to celebrate with Brian and Heather on the occasion of their marriage.

Everyone at Cambridge, and we're sure all of Brian's

many friends in the satellite business, wish them a long and happy married life.

*The Magnificent Seven are left of Brian and clockwise: Len Smith - Apex Aerials Manchester, Klemens Horlander - Allsat Germany, Richard Oerlemans - Otan Holland, Peter Rose - Excalibur Hinkley, and Dirk Bleij - Otan Holland*



### INFORMATION LITERATURE PACKS

If you would like more information about Cambridge Satellite Systems, or the Cambridge Z88 Lap-Top Computer, please tick the appropriate boxes:

R1317 Extra Receiver .....

RD 480 Extra Receiver .....

Cambridge Gemini Dual LNB .....

Cambridge Z88 Lap-Top .....

Twin Satellite Systems Installation video ..   
(£3 service charge plus postage)

Name .....

Job Title .....

Company .....

Company Address .....

..... Postcode .....

Telephone ..... Fax .....

Nature of Business .....

Please clip and return this coupon to  
Annabel Mazzella, Cambridge Computer Ltd,  
1 Crompton Way, North Newmoor,  
Irvine, Ayrshire KA11 4HU, Scotland

### BACK CHAT

These days, customers are walking into a dealer's shop and demanding a Cambridge by name remarks Lem Greenwood our well-known sales manager.

According to Lem, the increased awareness is due to Cambridge's extensive advertising campaign, both here and abroad.

The good news is that the colour advertising is set to continue with the addition of a dual LNB advert.

Look out for Cambridge's presence in different issues

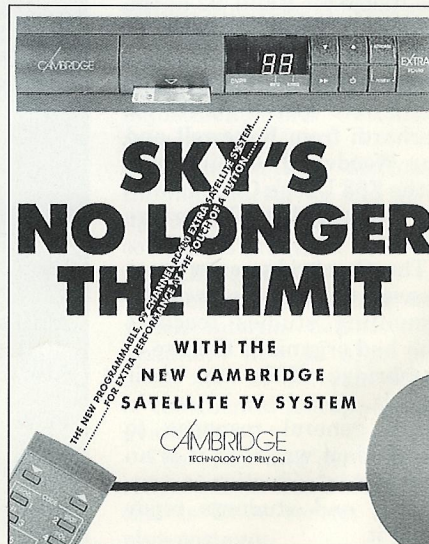
of What Satellite, Satellite Trader, Satellite TV Europe, and Tele Satellit over the coming months.

As well as this, Cambridge's products have also been receiving a lot of publicity in the major satellite magazines lately. This always helps create a good impression in the eyes of a potential buyer.

By the way, if you are producing your own advertisements don't forget to include Cambridge! If you need a Cambridge logo to add to your brand listings just contact Annabel Mazzella tel 0294 224 221 soon.

### DEALER ADVERT

Now that we have been telling your customers what to buy, it makes sense to tell them where to buy it. That's why Cambridge have produced a black and white dealer advert, with space left for your company address and logo. As long as you are stocking RD480 EXTRA receivers you are entitled to a free advert, so why not ask your distributor for a copy soon or telephone 0294 224 221.



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Irvine, Scotland KA11 4HU Tel: 0294 222100 Fax: 0294 222109