

The Monitor



Display Systems International
203 Mallin Crescent, Saskatoon, SK S7K 7W8

Ph: (306) 934-6884
Fax (306) 934-6447

April 30, 1999
sales@displaysystemsintl.com

DSI Announces: Parallel Port Communications!

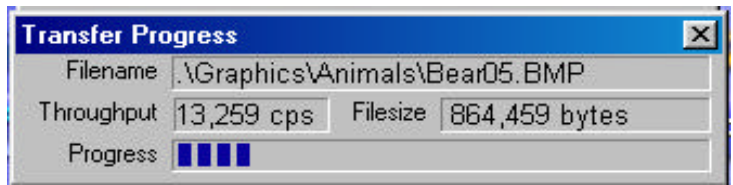
Saskatoon, SK Canada

Display Systems International has been working on a new form of communications for users who have a creation and display only system located within feet of each other and who want a faster option than null modem cable communications. Networks offer the best speed, but require special wiring and network cards. Additionally, network communications can be tricky if knowledge of networking is limited. Parallel port communications is an easier way to accomplish this goal.

When setting up parallel port communications, DSI had to find a way to get the information to travel from one computer to the other without “clobbering” the key. The key, if clobbered, would put the system into demo mode, making the operator close the program and restart it to get the software to operate properly.

This task has been accomplished and now parallel port communications between two DSI systems is possible in the Windows 95 versions of the TextPro Sr., ELITE2000, and ELITEGOLD. A parallel interlink cable, available from most computer stores, can be connected between two computers through the key. Windows 95 (or 98) software drivers must be installed in order for the parallel port communications to appear as an option in the communications area for the DSI95 software.

The main advantage of parallel port communications is the speed that the communications occurs. The typical rate for null modem communications (Baud rate of 38,400) is approximately 2500 cps. Parallel port communications can reach rates of better than 13,000 cps. This dramatically reduces the time spent sending files from one computer to the other.



The difference in speed is a result of protocol governing the transmission and reception of information. A null modem cable uses two wires to transmit data from one computer to the other. One wire is for sending and the other is for receiving. An interlink cable, which is used for parallel port communications, has 8 wires for sending and 8 wires for receiving. This means that it can theoretically send 8 times the information as a null modem cable in the same time span. (Assuming the rates are the same in each case.)

Due to the amount of information concerning setting up parallel port communications, I cannot go into detail in the Monitor. However, if you are interested in the application of parallel port communications, please let us know. We can fax you a guide on setting up parallel port communications, or email the guide to you in Adobe Acrobat pdf format.□

And the Winners Are ...

Display Systems International is proud to announce the winners of the Video Contest.

The First Place winner is OCM Productions in Depoe Bay, Oregon.

Second Place goes to R-Media in Thibodaux, Louisiana.

In Third Place is Community TV Company in Ellijay, Georgia.

Congratulations to the winners.□



My six year old niece showed me a picture of a fat cat that she had drawn. I asked her what kind it was and she told me that it was a cat that was going to have kittens. "See, I'll show you," she said. Carefully, in pencil, she outlined four very small kittens inside the cat's body. I then asked, "Do you know how they got there?" Looking at me seriously, she said, "Of course I know. I drew them." □

Tips and Tricks

Tips and Tricks is a section that offers suggestions on either doing things easier, or making your pages and schedule look better.

For users of the Windows 95 version of DSI products, you can now select non-contiguous entries in the graphic scheduler using CTRL-Right click on the entries in the schedule. This allows you to select many pages and then set block details for all the selected entries.

Another tip is to use the Files window of Schedule Pages to do file maintenance. You can set the Files window to show only files created between specific dates. Follow these steps.

First, left click on the grey box that is located at the top left hand side of the files window in the Schedule pages section of the DSI95.

Next, left click on Date Range. Adjust the date range to the appropriate settings. Click on Enabled and OK. (**Note:** When you want to disable the Date Range, simply follow these steps and de-select the Enabled check box.) Now only the pages that were created in the date range that was specified earlier will appear.

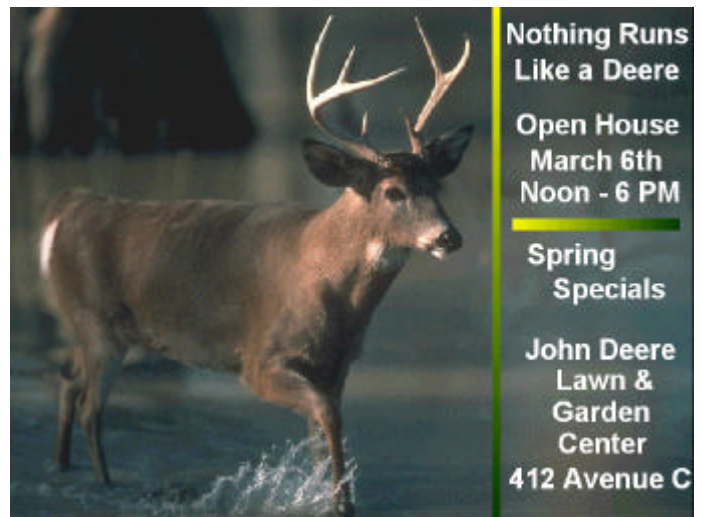
Now press the CTRL key down and left click on one of the pages showing in the Files Window that you wish to delete. Left click on Delete. This will delete the file from the directory and free up some hard drive space for you. In the event that you accidentally delete a file you want to keep, the deleted files will not appear in the recycle bin, however, a backup of the files will remain in the backup folder in the DSI95 directory.



A second tip for users of the DSI 95 software (version 5.01 and higher) is to use rectangles to separate different areas of your pages. A small rectangle can give emphasis to a particular portion of the page. By drawing small rectangles (long and thin) you can give the impression of lines being drawn to give some separation between different items.

To do this, draw your rectangle on the screen as described in the manual. Simply size the rectangle to be long and skinny. Remove the frame, or make it smaller. Set the Effect for the rectangle. A blended rectangle works well for a text based page, while adjusting the brightness works well for graphic image backgrounds. To make a solid rectangle use a blend effect but set the From and To colors to the same color.

Two examples appear below. □



Tuesday Cable Channel 11 10:21 AM

Bringing you information on upcoming community events
as a service of TCC Cable.

Garage Sales:

1104 John Wayne Avenue - Noon - 5 PM Sunday
107 Brook Haven Road - 6 - 9 PM Friday, 10 AM - 4 PM Saturday
1447 Central Blvd - 9 AM - 5 PM Saturday & Sunday
719 Spartan Trail - 9 AM - 5 PM Saturday

Block Sales:

1400 Dundonald Avenue - Saturday
1800 Cleveland Drive - Sunday Afternoon

Please remember to remove your signs from public property
within 24 hours of the end of your garage or block sale.
A \$75.00 fine may be charged to citizens not removing their signs.

The Lion's Share ...

A lion, a fox and a donkey decided to go out hunting rabbits one day. After a pretty good day of rabbit hunting, they had collected a large pile of rabbits. The lion said to the donkey, "I'd like you to divide the rabbits fairly among the three of us."

The donkey took the rabbits and made them into three equal piles and said, "How's that?"

The lion immediately pounced on the donkey and killed him. The lion then put all of the rabbits on top of the donkey and made an enormous pile. The lion turned to the fox and said, "I'd like you to divide the rabbits fairly between the two of us."

The fox walked up to the pile and took a single, scrawny rabbit from the pile and left the rest for the lion. He said, "I'll only take this one rabbit, you can have the rest."

"Where did you learn to divide so evenly?" the lion asked the fox.

The fox replied, "The donkey taught me." □

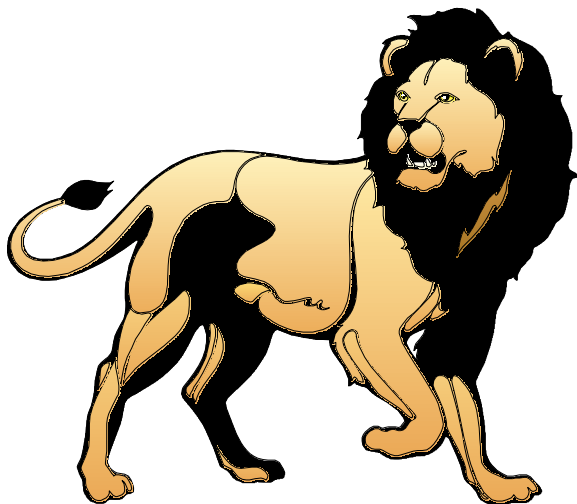


Photo-Advertising Tips

Most cable systems using photo-advertising channels do not have problems finding people to advertise. If you are having difficulty in finding advertisers, potential advertisers look at the classified section of a newspaper. Anything that can be advertised in the paper can be advertised more effectively on a photo-ad channel. The

best selling point of the photo-ad channel to confer to people is that their ad will have more effect than in the paper if they have a good color photo of what they are trying to sell. A color photo of what they are selling on your photo-ad channel shows more character than the same photo in black and white in a newspaper. If costs are close to the same, they are getting "more bang for the buck" by advertising on your photo-ad channel.



If you have advertisers who are concerned that there is no particular time when viewers can tune in to see ads on only a particular segment, you can use time loops to divide your schedule up. You may want to divide the main schedule into sub schedules for real estate, car, personal messages, garage sales, etc. By setting time loops for each sub schedule, you can advertise that real estate ads come on at the top of the hour, auto ads come on at the half hour, personals come on at 45 minutes past the hour, or however that you see fit to allocate the time on the photo-ad channel.

If you have a weather station hooked up, you can also use that as a selling point. Many people will tune in to a channel that has local weather conditions posted. This means more viewership for your photo-advertising clients. Also, by getting sponsors for the weather information from businesses in your community, another source of income is tapped. Local businesses get a page that holds the attention of the viewers. Even audio only ads with the weather pages can make a business name stick in the minds of the viewers.

A non-revenue generating idea that can influence people to advertise and create general interest in your photo-ad channel is to offer some free time (that would not be used otherwise) to community service groups. These groups could use the time to promote their events in the community or to let people know what specific community projects they are involved in. This may not initially result in additional revenue for your photo-ad channel, but it can increase community awareness and status for your company as well as reaching a different set of contacts that may be interested in using the photo-ad channel for their own advertisements in the future. □

Biography Corner

Mr. Robert Lemky has worked at DSI for the past 2 years. Rob has two children and is active with them.

Born: Saskatoon, Saskatchewan

Education: Business Admin. Certificate (University of Saskatchewan), LAN Administration and Computer Maintenance Technology Diplomas (CDI College)

Interests: Camping, sports, computers, fishing.

Career Goal: To utilize my experience and knowledge of computers and sales to provide our clients with the best service available in the market.

DSI Responsibilities: Development and compilation of the printed and interactive versions of the product manual. □

DSI has been hitting several different shows and will be attending the SCBA show in Washington DC this



April. Other shows that we have attended have included the Club Managers Show in San Francisco (Golf Course Managers) and the Air National Guard Communications Conference in New Orleans. □

Special Offer

Display Systems International is pleased to offer more upgrade packages. Our existing upgrade packages (1-3), which are also listed below, are now joined by two other upgrade packages. This gives you more flexibility in upgrading your system. The upgrade packages are as follows:

Package #1. Motherboard upgrade to Pentium 200 MMX, Memory upgrade to 16 Meg of RAM, 24X CD-ROM Drive, Windows 95, loading, configuration and testing of DSI95 version of your program (TEBBS, TextPro Sr. or ELITE2000) \$895.00

Package #2. No Motherboard, Memory upgrade to 16 Meg of RAM, 24X CD-ROM Drive, Windows 95, loading, configuration and testing of DSI95 version of your program (TEBBS, TextPro Sr. or ELITE2000) \$549.00

Package #3. Loading, configuration and testing of Windows 95 version of your program (TEBBS, TextPro Sr. or ELITE2000) (Only for users with Windows 95 already installed and a CD-ROM Drive) \$149.00

Package #4. Pentium II 333 Mhz Celeron system, 32X CD-ROM, Windows 98, 3.2 Gig hard drive, 32 Meg of RAM, 4 Meg Video Card, new case, mouse, keyboard, loading configuration and testing of DSI95 software \$1520.00

Package #5. Pentium II 333 Mhz Celeron system, 32X CD-ROM, Windows 98, 3.2 Gig hard drive, 32 Meg of RAM, 4 Meg Video Card, new case, mouse and keyboard, new scanner / image capture board, loading configuration and testing of DSI95 software .. \$1915.00

Note: A credit may be available for trade in of your old computer system. Contact DSI for details. □

What the Experts Predicted (Excerpt from Time Magazine)

“Everything that can be invented has been invented.”

- Charles Duell, Head of the U.S. Patent Office, 1899

“X Rays are a hoax.”

- Lord Kelvin, physicist, c. 1900

“The radio craze ... will die out in time.”

- Thomas Edison, 1922

“While theoretically and technically television may be feasible, I consider it an impossibility.”

- L. DeForest, inventor of the Audion tube, 1926

“[By 1940] the relativity theory will be considered a joke.”

- George Francis Gillette, American engineer, 1929

“I think there is a world market for about 5 computers.”

- Thomas Watson, chairman of IBM, 1943

“640K [of memory] ought to be enough for anybody.”

- Bill Gates, CEO of Microsoft, 1981. □

Display Systems International is always interested in finding ways to improve our character generator systems. If you have any ideas that you would like implemented in the Windows 95 version of our character generators, we would be very happy to hear from you. Customer ideas are of the most use to us when we are doing product development. To contact us, please call (306) 934-6884 and ask for Chris. □