October 25, 1996

Eltron And Zebra Announce Intent To Merge

Just as we were going to press, we received the announcement of **Eltron International's** (Simi Valley, CA) and **Zebra Technologies'** (Vernon Hills, IL) intention to merge. The proposed merger is subject to a number of conditions, including: satisfactory completion of due diligence, negotiation of a mutually satisfactory definitive merger agreement, receipt of fairness opinions from investment bankers, approval of the transaction by the shareholders of both companies, customary closing conditions, and certain regulatory approvals, including the applicable Hart-Scott-Rodino review.

Donald K. Skinner, Eltron's chairman and CEO will become president and CEO of the combined company, and Edward L. Kaplan, chairman and CEO of Zebra will serve as chairman. The contemplated transaction will be structured as a pooling-of-interest, tax-free merge in which each of Zebra's common shares will be exchanged for 0.84 shares of Eltron common stock.

On a pro-forma basis, the combined company would have generated sales in excess of $230 million in the 12 months ended June 30, 1996, and would have over $90 million in cash and a market value at current prices in excess of $900 million.

If all goes as planned, the merger could be completed as early as January 1997. A new name for the combined company has not been chosen, but headquarters will be in Vernon Hills, IL. *SCAN/DCR* will report more details as they become available. █SCAN

WLIF vs. IEEE 802.11 - Industry Players Draw Lines In The Sand

It is evident from our conversations with major players in the radio frequency LAN industry that the IEEE 802.11 interoperability standard is not a "done-deal." Members of the WLIF [Wireless LAN Interoperability Forum] certainly do not believe the debate is over because the group is planning a new interoperability demonstration for the upcoming **SCAN-TECH** trade show.

The recently-formed [Spring 1996] WLIF was initiated by **Proxim Inc.**, a manufacturer of wireless access points [radios] for radio frequency local area networks [LAN] (*SCAN/DCR* 5/24/96). The Forum's goal is to provide interim interoperability until the IEEE 802.11 specification is ratified. Obviously, the WLIF does not believe the IEEE 802.11 spec is completely modified because the group is still promoting its own standards, hence the SCAN-TECH interoperability demonstration.

In addition, Proxim recently announced the release of two new products in its RangeLAN2 product family [see story on page 5]. These new products do not conform to IEEE 802.11. Sources for Proxim said the company will not work to IEEE 802.11 until the standard is finalized.

The Proxim and WLIF events are not the only reasons we are questioning the completed status of IEEE 802.11. **Telxon** recently announced the release of its new frequency-hopping, 2.4 GHz wireless access points [see accompanying story, page 2]. The company's press release said that the new product was "based on IEEE 802.11 D5." The first thing that caught our attention was the reference to "D5." It had been our belief that the "D4" version was being offered for approval (*SCAN/DCR* 7/26/96). So the specification is still evolving, even if changes are only minor.

We also noted the press release did not say the new radios meet IEEE 802.11. It said only that the radio technology is "based on" rather than "meets" IEEE 802.11 D5. According to Todd Smith, director of product marketing, **Aironet Wireless Communications Inc.,** the

phrasing in the release was intentional and not an oversight.

We contacted **Symbol Technologies** for its response to what's happening with radio frequency standards. Rich Bravman, senior vice president, mobile & wireless division, told us that "D5" is a language rather than a technology change from the "D4" version of the IEEE 802.11 specification. "We are still firmly committed to interoperability in the radio frequency LAN industry and will continue to support IEEE 802.11," said Bravman. "Our offer to share technology still stands. We will have our engineers meet with any other company willing to support IEEE 802.11 protocols."

Comment: After speaking with the major players in the radio frequency LAN industry, it appears nothing has changed. And perhaps that is the important factor to note. Proxim is still promoting the WLIF. Symbol and Telxon still support IEEE 802.11. The 802.11 standard is still evolving. And, there is still no agreement on communication between access points.

So if nothing is new, why are we writing a story? We believed the interoperability problem was close to settlement and moving forward. But it does not appear to be any closer to resolution than four months ago. We are waiting for the time when RF-product manufacturers' actions speak louder than their words.

For more information: **Aironet Wireless Communications Inc.**, Fairlawn, OH, PH (330) 665-7900, FX (330) 665-7922, E-mail: tsmit@aironet.com; **Proxim Inc.**, Mountain View, CA, PH (414) 960-1630, FX (415) 960-1984, E-mail: brian@proxim.com; **Symbol Technologies**, Holtsville, NY, PH (515) 738-4760, FX (516) 738-4164, E-mail: picker@symbol.com; **Telxon Corporation**, Akron, OH, PH (330) 873-3700, FX (330) 738-2889, E-mail: dload@telxon.com.

Aironet Adds Frequency-Hopping Technology To Its RF Product Line

We were confused when we saw the Sept. 17, 1996, **Telxon** announcement concerning the release of the company's new 2.4 GHz, "frequency-hopping" radio. We thought the product had been released several months ago (*SCAN/DCR* 7/26/96). Because of this, we contacted officials at **Aironet Wireless Communications Inc.**, the Telxon subsidiary that manufactures these radios, to find out if there had been a delay in the new product's rollout.

We found there had not been a delay. Todd Smith, director of product marketing for Aironet told us the Aironet production facility has been operating at capacity levels to meet initial order requirements from some of Telxon's major customers. "Our press release simply announces that the new ARLAN 3000 frequency-hopping radios are available to the general public," said Smith. "It's similar to a store opening prior to the 'grand opening' a month later."

The announcement comes on the heels of a disagreement between Telxon and **Symbol Technologies** over the "lag
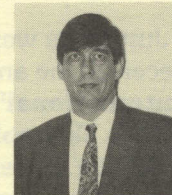
time" from Symbol's release of its Spectrum24 radio to that of the new ARLAN 3000 offered by Aironet/Telxon (*SCAN/DCR* 9/27/96). Telxon recently filed suit against Symbol Technologies for alleged violations of the Lanham Act, which concerns claims of false and misleading advertising. One of the charges in the suit pertains to alleged statements by Symbol employees regarding Telxon's timing in the release of its frequency-hopping products. [Our sources told us the suit remains unresolved.]

The release of the ARLAN 3000 wireless LAN [local area network] frequency-hopping, spread-spectrum radio expands Aironet's current radio frequency offerings, the 2.4 GHz and 900 MHz direct sequence radios. The new radio features a wireless PC Card adapter [PC3000] with a snap-on antenna that conforms to the Personal Computer Memory Card International Association [PCMCIA or PC Card] Type II standards.

The PC3000 can be integrated into portable hand-held, vehicle-mounted, pen-based and laptop computers that support a PCMCIA slot. The LM3000 version can be embedded in a hand-held peripheral and is available for OEMs [original equipment manufacturers].

According to Smith, all products feature software-selectable power levels so they can be configured for worldwide use. The ARLAN 3000 has already been approved in 16 countries including the United States and is available for immediate shipment.

For more information: **Aironet Wireless Communications Inc.**, Fairlawn, OH, PH (330) 665- 7900, FX (330) 665-7922, E-mail: tsmit@aironet.com. ▨

Electronic Coupon Clearing Poised For Major Launch

It is hard to understand why any industry would cling to a business practice wrought with fraud, mismanagement and ill feelings. But that is precisely what retailers and their manufacturers have done with the coupon clearing process. It's even harder to understand why the retail industry has not adopted ADC products and services that could end the whole mess surrounding coupon clearing.

Few of us stop to think of how retailers are reimbursed for the coupons we use when doing our weekly, grocery shopping. However, the reimbursement process [referred to as coupon clearing] is so prone to fraud that it is amazing anyone would ever adopt such a system.

The **Catalina Marketing Corporation**, through

its wholly-owned subsidiary, **Catalina Electronic Clearings Services Inc.**, offers an electronic process for clearing retail-goods manufacturers' coupons. But we see blind adherence in the retail industry to an outdated system. Retailers and manufacturers say, "That's the way we've done it for 50 years."

Here's how the traditional system often works. The retailer/grocer gathers the coupons turned in by customers, bundles them and ships them to a warehouse for "sorting and counting" by his "agent." The retailer's agent sends the coupons to a third-party clearinghouse in Mexico where the coupons are again counted and sorted by product categories and manufacturers. The coupons are then boxed and shipped back to the U.S. to the manufacturer's agent for processing. Then the coupons are returned to Mexico where transaction records are compared. The manufacturer is notified of final counts and reimburses the retailer for the coupons. And now the real problems begin.

The manufacturer only pays the retailer for the coupons his agent has verified. If the retailer does not feel he has been reimbursed for everything he is owed, he deducts the amount from his manufacturer's next invoice. The manufacturer's sales rep is thrust into the middle of the whole dilemma and must try to settle the problem and please both his boss and his customer. In addition, the whole process is very time-consuming. There is a big delay from the time the retailer accepts the manufacturer's coupon until reimbursement.

All this would seem bad enough but it gets worse. The coupon clearing system is filled with fraud. There is a process called "gang cutting" where coupons are cut in mass from newspapers and magazines to be turned in for redemption. Phony store names are used to fraudulently redeem these "gang-cut" manufacturer coupons. This type of fraud is referred to as "mis-redemption."

"Mal-redemption" refers to the consumer portion of losses to manufacturers. Mal-redemption can be accidental or intentional misuse of coupons by consumers. For instance, a retailer may inadvertently accept a coupon with an expired date.

According to Carlene Thissen, president of **Retail Systems Consulting**, 20-25% of all coupons redeemed are done so fraudulently. About seven percent of this fraud can be attributed to mal-redemption and the remainder to mis-redemption.

Although there are no real statistics, Catalina Electronic Clearing Services [CECS] estimates that electronic coupon clearing could save retailers/manufacturers [particularly in the food

industry] $150 million annually. CECS processes discount coupons for manufacturers and their retailers using the retailer's point of sale [POS] scanning systems and the Catalina Marketing® Network. Using patented technology, the Catalina Marketing Network electronically captures coupon data to determine the coupon's face-value and manufacturer offer/suffix codes at the point of scan. Coupon count and value data are electronically transmitted to each manufacturer for reimbursement, eliminating the manual counting and sorting procedures currently used to process coupons.

Actual coupons, stored up to six months, are subject to CECS sample auditing and are available for manufacturer auditing. Non-scanned coupons are counted and processed separately by CECS using conventional third-party processors.

Catalina Marketing Corporation [CMC] provides in-store, electronic, marketing programs for more than 130 consumer goods companies, including **Campbell Soup Co.**, **Kraft Foods**, **Nestle U.S.A.** and **RJR Nabisco**. For example, if **Coca Cola** wants to wage a marketing campaign against **Pepsi**, CMC can arrange to have a discount coupon for Coke printed at the point of sale every time a Pepsi product is purchased. The strategy is to get the consumer to purchase Coke the next time he comes to the store.

CMC has installed its systems in more than 10,000 supermarkets across the United States reaching an estimated 134 million shoppers each week. CMC's customers include retail chains such as **American Stores**, **Kroger**, **Winn-Dixie** and **Safeway**. Internationally, the "Network" reaches more than 13 million shoppers each week in Europe and Mexico.

All this is important because CMC's electronic coupon clearing system can be easily integrated into the coupon marketing systems already in place. If manufacturers and retailers would all endorse electronic coupon clearing, Catalina Marketing could quickly and easily install software into existing hardware across the U.S., Europe and Mexico.

At this time, CMC/CECS is the only company offering electronic coupon clearing services. President/CEO, George Off stated, "Electronic clearing is gaining industry-wide recognition as the most efficient way to clear coupons. Our work has proven the scanner technology developed by **Spectra-Physics Scanning Systems** [now owned by PSC] is extremely accurate and reliable, and

delivers significant cost savings when compared to traditional coupon clearing. With our 10,000-store electronic marketing network in place, we see ourselves as uniquely positioned to bring this service to market."

Bob Mutzl, senior director manufacturer marketing for CECS, told us that the adoption of the UCC/EAN [Uniform Code Council/European Article Numbering] Code 128 by consumer-goods manufacturers for use on discount coupons facilitates the use of electronic coupon clearing. More than 60% of coupons have some form of extended bar code, compared to 15% at this time last year. Electronic coupon clearing systems read these extended codes and deliver cost savings and marketing data to manufacturers. Over 185 manufacturers currently use Code 128 on their discount coupons.

> We predict that in the future, all retailer systems will scan and validate coupons. Either the retailer or a third party vendor will transmit this information directly to manufacturers. Manufacturers will pay almost immediately, via electronic funds transfer.
>
> **Carlene Thissen**

"The switch by manufacturers to extended bar codes marks a commitment to electronic clearing. It takes time to change an established system, but the growing adoption of the extended code is serving as a positive catalyst," said Off.

We asked Thissen how coupon scanning works. Thissen told us each item in a supermarket contains a UPC [Universal Product Code] code. This extended code is made up of a number system (usually a 0, 3, 6, or 7), a 5-digit manufacturer ID and a 5-digit item code. Drug-related product codes, while slightly different technically, can be viewed the same as other product codes. Retailers program items in their scanning systems using this UPC. The UPC record for each item contains information such as the cash register description, taxability, food stamp eligibility and price.

This UPC record also contains a space for a 3-digit "family code." Manufacturers assign 3-digit family codes to items based on the way they group those items for coupon promotions. For example, some manufacturers issue coupons by product brand only and don't vary coupons by size or flavor. The family codes for these items might all be the same. Other manufacturers offer special coupons for certain flavors. If they do this, they must assign a different family code to each of the individual items.

The EAN 128 extended code for coupons became the industry standard for offer coding in 1994. Because of this standard, by January of 1997, all manufacturers will be required to print EAN extended bar codes on coupons. According to Bob

Mutzl, Code 128 and the scanning technology provided by Spectra-Physics have enabled Catalina Marketing Corporation to provide its electronic coupon clearing services.

However, until consumer-goods manufacturers, who pay for the coupon clearing process, trust the electronic coupon clearing, retailers will be stuck with a system of waiting for payment and in reality, financing the manufacturers' marketing programs.

Comment: It is hard to fathom an industry using such an outdated, fraud-riddled system for clearing coupons. In a time when almost everything in our daily lives is somehow tied to computer technology, we cannot believe consumer-goods manufacturers are not embracing electric coupon clearing.

The needed codes are in place. Many stores have the necessary hardware at the point of sale. And, Catalina Marketing provides third-party financial and clearing services by billing manufacturers and assuring timely payments to retailers. We believe it is only a matter of time until this technology takes off.

For more information: **Catalina Marketing Corporation**, St. Petersburg, FL, PH (813) 579- 5000, FX (813) 570-8507; **Retail Systems Consulting**, Naples, FL, PH (941) 262-5775, FX (941) 262-7511 SCAN

Will Proxim's New RF Products Meet IEEE 802.11 Standard?

On October 21, **Proxim Inc.** released two new additions to its 2.4 GHz RangeLAN2 radio frequency, wireless, local area network product family. Proxim is touting its RangeLAN2 7400 PC Card as the "fastest, one-piece, wireless, LAN PC Card adapter available. It is also offering a new, lightweight, compact access point [radio] with remote management capabilities.

Proxim's new products do not conform to the IEEE 802.11 D5 specification. Proxim sources are holding fast to their contention that the IEEE 802.11 specification is at least a year from finalization. These same sources still believe there is a need for interim interoperability and that many obstacles must be resolved before customers will see total compatibility between radio frequency manufacturers' products.

The new RangeLAN2 AP-II 7510 and 7520 Access Points are seven times lighter [A total-weight of 1.5 pounds] than previous models. Access points are often mounted on ceilings, walls and cubicles, so Proxim incorporated a special feature that allows

users to manage and configure [trouble-shoot] the radios from a host computer. This management is done through the use of site survey and network management software.

Also new is a special software package that optimizes speed on a network. Proxim sources told us they did not want to sacrifice "fairness" in the network throughput. This means that no matter how many users are on the network, each will have equal speed capabilities.

The new, one-piece PC Card is easier to handle than previous two-piece models. It also offers lower power consumption and a data transfer rate of 1.6 Mbps [megabits per second]. Because of its lower power consumption, users can get up to one to two hours more life on a portable computer's battery.

The new PC Cards are priced at $695 and the starting list price for the new access points is $1,895. OEM versions of both products are available with prices based on quantity purchased.

For more information: **Proxim Inc.**, Mountain View, CA, PH (415) 960-1630, FX (415) 964-5181, E-mail: dant@proxim.com. SCAN

Are There Future Profits For You In Latin America?

by Terry Peterson

SCAN/DCR recently returned from **IDENTIMEX '96**, the Automatic Data Collection (ADC) trade show for Mexico [Sept. 24-26]. It was apparent at the show that the movement to market ADC products in Latin America is picking up speed.

Here are some fast facts about IDENTIMEX '96:

■ 100 companies had booths this year.
■ About one quarter of those companies are headquartered in the United States.
■ Roughly, an additional 70 U.S. vendors were represented at 26 Mexican distributors' booths.
■ About a half-dozen exhibitors were there for the first time.

These numbers don't include people we met from U.S.-headquartered, ADC vendors, that did not have booths. Several were just walking the floor to get a better feel for whether or not they should increase their marketing presence in Latin America.

We talked to some companies represented at IDENTIMEX, several of whom now recognize Latin America as a viable and growing market.

Teklogix manufactures portable, data-capture and RFDC devices. In the last 16 months, Teklogix has opened offices in Chile, Brazil, Argentina and is in the process of opening an office in Mexico.

Teklogix's Roberto Cardenas Pardo, sales manager: Mexico, believes the Latin America ADC market will equal the European market in profitability within five years. Ultimately, he expects Latin America has more potential than Europe. He reports finding "a great demand for ADC equipment in Latin America." He says currently Brazil is the strongest Latin American market for Teklogix.

Teklogix focuses their Latin America ADC sales efforts at the warehouses and the shop floors of companies with $100 million in annual sales or more. Pardo reports that Teklogix's recent entry into this market was timed perfectly. "Chile, for example, is a country comprised of what marketing professors call 'early adopters of technology.' The big end-users in Chile are extremely receptive to new ADC technology."

He estimates the computer industry's penetration into Latin American businesses is comparable to that of the United States about 10 years ago. If the analogy holds true, vendors, integrators and VARs who market in Latin America will be able to ride a similar wave of growth.

According to **Cherry Electrical Products**, they are the oldest POS keyboard manufacturer. Cherry entered the keyboard business as a result of their strong base in manufacturing small, electromechanical switches. But the keyboard business produces $100 million of the company's $500 million annual sales. Coley Harrison Vahey, regional sales manager: international, was just one of the many first-time, IDENTIMEX attendees. He reports that international marketing is of vital importance for Cherry right now.

We asked Vahey why Latin American sales are receiving so much attention. He said the number-one reason for the increased interest is that many Latin American economies are stronger than in past years. "NAFTA worked. It prompted a big increase in foreign investment in Latin America. Even politicians are trying harder to make their countries pro-business. It feels like Mexico is on the verge of a boom."

Vahey also said, "As I sit in my Illinois office and review monthly sales reports, I see flat sales results in some markets. Then I look at the report for sales of our electromechanical switch products in Argentina and see 500% over sales goal for the year. I want these results for keyboards also. Plus the margins are good. Margins are almost gone in the U.S.. But I can get good margins in Latin America. It's like it was in the U.S. six years ago."

Vahey reported he came to IDENTIMEX '96 looking for the answers to these questions:
- If I advertise in Latin America, should it be to the channel or to end- users?
- Do we need our own Latin American sales force?
- Do we need a factory in Latin America?
- Would I be better off marketing through a distributor instead of going direct?

Toward the end of the show, Vahey concluded the best way for them is to sell through a distributor.

The Latin American market for time and attendance systems is also booming. **TDT**, a Mexican company selling time and attendance equipment, has been in business for six years and employs 20 people. As of September, TDT's seven-member sales department sold over 300 time and attendance systems.

What's the best way to approach the market?

Management at Teklogix believes ADC companies can maximize sales in Latin America and penetrate Latin American countries by having employee-manned, sales offices in those countries. Teklogix claims the first question the local, would-be buyers will ask is, "Do you have an office here?" If the answer is "yes", then they will ask, "Do you like it here?" Potential customers want to find out how you feel about their country, their culture and their people. If either of your first two answers is "no" they conclude that you don't deserve their business because you aren't committed enough to have an office near them or you don't like them as a whole.

In Latin America, prospects can be deceiving because Latin American manners are generally more polite than manners of other countries. This concept may take some foreign salespeople too long to grasp. Even if a prospect has no intention of buying ADC products, he won't tell you "no." You can take him to countless four-hour lunches until you grow old and he'll never tell you "no" — but he won't buy. Teklogix has found though, if you have an office in their region and you like the country, they

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The consensus at IDENTIMEX '96 seemed to be that POS business in Latin America is robust. Sales of ADC equipment and systems for industrial and distribution applications is less entrenched but on the threshold of impressive growth.

will seriously consider your proposal, and often buy your ADC products if appropriate.

Genicom has had a different experience in Latin America. Genicom, rapidly becoming one of the world's largest printer manufacturers, has targeted bar code printing and the ADC industry as an expansion market.

Tom Brothers, Genicom manager of market development, and Larry Thompson, Latin American sales, were at IDENTIMEX for the first time. They told *SCAN/DCR* the first question prospective customers ask in Latin America is, "How will you service and support the equipment I buy from you?" "Customers want to hear there is a local service and repair center with an inventory of parts. If they buy equipment and it breaks, they don't want to ship it to the United States for repair."

Genicom's advice to ADC equipment vendors is to establish a service and repair center in the targeted region. Of course, the best service is provided when a vendor manufactures or assembles its products in the target country. But Genicom believes, to be successful in a region, the vendor should at least have an authorized service center.

Genicom believes the ideal marketing approach is to sell ADC through a national distributor which in turn sells to resellers. In Mexico, there are five national distributors, called mayoristas (pronounced: my-o-'ris-tas). But to attract the mayorista, a vendor needs a local, authorized, service-provider that is not a reseller. The channel is not enthused about buying maintenance and repair service from someone who competes with them.

Accoring to Genicom, the distribution channel in Latin America is roughly at the same point in its evolution that the channel in the States was several years ago. But so far in Latin America, there are only six to eight thousand resellers. Genicom finds the strongest markets in Latin America are 1st) Brazil, 2nd) Mexico, 3rd) Argentina and 4th) Chile. Thompson and Brothers pointed out Brazil and Mexico account for 60 to 65% of the total GDP of all of Latin America.

Scott Cardais, president of **Hand Held Products** was at IDENTIMEX for the first time, exploring expansion possibilities. Hand Held is a manufacturer of portable, wireless, data collection equipment and application software.

Cardais said he changed his mind about the Mexican market while working the show. Initially, he was told the Mexican market is completely price sensitive. He had heard profit margins were low in Latin America because resellers and end-users haggle over price when buying ADC equipment, the way gringos and street vendors haggle over souvenir prices.

By the end of the second day at the show, Cardais concluded, "Haggling is not what I have found in Latin America. Once I raise the potential customer's perception of the value of ADC, price-cutting is not an issue."

Hand Held's approach to selling in Mexico will likely occur through distributors and resellers. "Because Latin American business people are not as familiar with the benefits of ADC, a more 'true' selling needs to take place. You must start at ground zero and explain the benefits of ADC." For this reason, Cardais suspects distributor and reseller-training is even more important in Latin America. "These distributors and resellers are only going to sell the products that they're most familiar with."

Cardais was also advised that there are two types of local people to hire when trying to staff an in-country sales office. There are natives of Spanish descent and natives of Indian descent. He was informed there is prejudice in Latin America. Some people feel a Spaniard can sell ADC products to either group, while an Indian will have a more difficult time doing so.

Steve Hsieh is CEO of **Nimax**, a distributor of Auto ID and POS systems headquartered in San Diego, CA. In addition to three other offices in the U.S., it has an office in Mexico City which opened five years ago. Nimex also opened another office in Guadalajara, Mexico last year. Between the two offices, the company has a total of 25 employees in Mexico. Hsieh reports that 1995 sales were flat because of the devaluation of the peso, but 1996 sales have rebounded.

Latin America cannot be viewed as one market. People in Brazil, for example, do not want to buy from people in Mexico, and vice versa. Hsieh concurs that general knowledge and understanding of ADC technology among Latin Americans is much lower than in the States. "Latin Americans understand little about industrial and distribution ADC applications. It's not quite as bad with POS. But selling Latin Americans ADC equipment requires an approach which we haven't used for years in the States."

For more information: **Cherry**, Waukegan, IL, PH (847) 360-3592, FX (847) 360-3592; **Hand Held Products**, Charlotte, NC, PH (704) 537-1444, FX (704) 532-4191; **Genicom**, Chantilly, VA, PH (703) 802-9245, FX (703) 802-9039; **Nimax**, San Diego, CA, PH (619) 452-2220, FX (619) 452-6614; **TDT**, Mexico, PH 361-37-55, FX 397-82-90; **Teklogix**, Mississauga, Ontario, Canada, PH (310) 823-8657, FX (310) 823-0273. **SCAN**

SCAN/DCR MARKET WATCH
For October 15, 1996

ADC Company Names	Exchange	Symbol	Close Price	52-Week High	52-Week Low	Dividend Yield	P/E Ratio ++	EPS Last 12 Months
Amtec	NASDAQ	AMTC	6 5/8	9 7/8	4 5/8	1.25	n.a.	-0.15
Astro Med	NASDAQ	ALOT	8 5/8	11	7 1/2	1.39	28.75	0.3
A W Computer	NASDAQ	AWCSA	1 7/8	4 1/2	5/8	0	n.a.	-0.61
Bull Run (DataSouth)	NASDAQ	BULL	2 5/16	3 9/16	2 1/8	0	0	0
Burr Brown	NASDAQ	BBRC	22	34 1/4	14 1/2	0	9.86	2.18
Caere	NASDAQ	CAER	9 3/8	14	6 3/8	0	32.33	0.29
Checkpoint	NYSE	CKP	24	39	13 3/4	0	42.1	0.57
CSP Inc.	NASDAQ	CSPI	7 1/4	10 1/4	6 7/8	0	181.25	0.04
DH Technologies	NASDAQ	DHTK	24 1\2	27 3/4	19 1/4	0	19.76	1.24
Eltron	NASDAQ	ELTN	33 1/4	38 3/4	21 3/4	0	45.95	0.74
Imtec	NASDAQ	IMTC	7	12 1/2	5 3/4	0	15.22	0.46
International Imaging	NASDAQ	IMAK	23 1/4	28 1/2	16 1/4	0	19.75	1.19
Itron	NASDAQ	ITRI	23 3/4	60	19 3/4	0	32.88	0.73
Kronos	NASDAQ	KRON	32 1/2	37	24 3/4	0	23.3	1.32
LXE Inc.	NASDAQ	LXEI	12	13 1/4	7	0	70.59	0.17
Metrologic	NASDAQ	MTLG	15 3/4	16 3/4	8 3/4	0	40.38	0.39
Norand	NASDAQ	NRND	20	23 3/4	11	0	n.a.	-2.58
Paxar	NYSE	PXR	15 3/4	18 3/8	8 29/32	0	25.61	0.61
Peak Technologies	NASDAQ	PEAK	12 1/8	34 3/4	11 3/4	0	15.06	0.83
Percon	NASDAQ	PRCN	12 1/4	19 1/8	7 3/4	0	150	0.08
Prologic Management Systems Inc	NASDAQ	PRLO	3 1/2	6	3	0	n.a.	-0.92
PSC Inc.	NASDAQ	PSCX	8 3/8	13 1/2	6 7/8	0	35.94	0.24
Robotic Vision Systems Inc	NASDAQ	ROBV	14 1/8	27 3/4	12 3/8	0	17.75	0.81
Scan Source	NASDAQ	SCSC	13 5/8	17	10 3/4	0	24.53	0.53
Sensormatic	NYSE	SRM	17 1/8	24 3/8	13 5/8	1.29	n.a.	-1.32
Symbol Technologies	NYSE	SBL	45 7/8	48	31 7/8	0	24.01	1.9
Telxon	NASDAQ	TLXN	13 1/4	28 1/2	9 3/4	0.08	23.03	0.57
Trident International	NASDAQ	TRDT	16 3/4	24 3/4	15 7/8	0	0	0
Vertex	NASDAQ	VETX	1 3/8	3 5/16	3/8	0	0	0
Western Atlas	NYSE	WAI	64 3/8	65 1/2	42 1/2	0	31.65	2.01
Zebra Technologies	NASDAQ	ZBRA	29 1/4	35 3/4	15	0	23.93	1.17