

reengineering, OCA modules range from supply chain management and project control to manufacturing, distribution, and electronic commerce; from quality control and government accounting to commercial accounting and human resources.

While developing the OCA Release 10, Oracle received strong real-world implementation input through active collaboration by companies such as Sun Microsystems, AT&T Global Information Systems, and the Bechtel Corp., the global construction and engineering giant.

"They are companies we find have a particular vision in areas to match with our strategic directions," explains Richard L. Jewell, Oracle's senior director of manufacturing products. "We involved them in our design and development process, with periodic review sessions along the way. Later, they were involved in system and integration testing to verify the products worked as designed."

The benefits of joint design partnership are mutual, according to Jewell. "They get a chance to provide their input and a chance to see our product early," he says. "And Oracle gains a good, solid market outlook, which helps us target global markets."

The Oracle Cooperative Application Software is available now; all functional modules are to be available in September, and distributed functionality will also be available this year.

Release 10, with support for

assemble-to-order and configurable products, is the third release of the Oracle Manufacturing product suite. Oracle Manufacturing was first introduced in late 1991 as part of Release 8 of the Oracle Applications and provided functionality for discrete manufacturing. Release 9, adding support for repetitive and JIT (just-in-time) operations, was released in mid-1992. The Oracle7 database first appeared in 1992.

The Focus is on New Products at ID Expo

BY MARTY WEIL

ROSEMONT, IL—With attendance eclipsing last year's 10,000-plus mark, this year's ID Expo, which has grown a whopping 1,300% since its inception in 1986, provided a venue for the automatic identification industry's most exciting product introductions.

At the '94 ID Expo, held this past May in Rosemont, IL, Psion Inc. (Boston, MA) launched the world's first radio hand-held terminal designed for nationwide area networks. Developed in conjunction with Motorola Inc. (Schaumburg, IL), the system, called RWAN, is based on Psion's HC hand-held computer fitted with a Motorola Radio Pocket Modem.

First-time ID Expo exhibitor Integration Technologies Inc.



The PTD3300 RFID and stationary data collection systems from PEP feature the capabilities of an RFID tag reader embedded in hand-held and fixed-station devices.

(Northbrook, IL), a developer of business-solution technologies, introduced Poet, a full-featured, electronic order-entry system designed to address a wide range of ship-to-order business challenges. The real-time system supports 24-hour ship-to-order companies with multiple distributors, shippers, and carriers.

Computer Identics Corp. (Canton, MA) announced the Omni CIX omnidirectional, fixed-position laser scanner. The Omni CIX is designed for material handling applications where the bar code label or labeled item can be rotated at any angle. The new scanner combines advanced, multiple-scanned beam, visible laser diode technology with the signal processing and decoding techniques.

Also unveiled at ID Expo were the PTD3300 RFID hand-held and stationary data collection systems, which feature the capabilities of an RFID tag reader embedded in both hand-held and fixed-station devices. With this new capability, Productivity Enhancement Products (Laguna Hills, CA) allows users to identify and track processes and products in a range of applications from livestock management and vehicle fleet management to fuel dispensing and factory automation.

Vartronics Systems Inc. (Minneapolis, MN) introduced the EasyStep 2500, a portable lettering machine that produces high-quality durable labels from 1/4 in. to 2-1/4 in. wide.

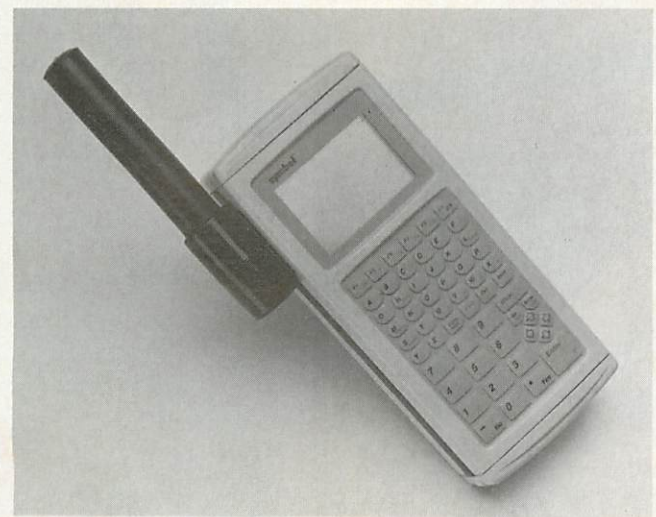
The new machine, designed to be portable, is a highly versatile printer of text, graphics, and bar code labels.

Datamax Bar Code Products Corp. (Eden Prairie, MN) marked the occasion of the manufacture of its 100,000th bar code label printer—a DMX 400 model—by donating the proceeds of the sale of that special printer to The Children's Wish Foundation, a not-for-profit organization located in Orlando, FL. The 100,000th printer will be donated by the purchaser to Purdue University in West Lafayette, IN, where it will be used as a teaching tool.

The Automation Market As Big Business

BY ALAN J. LADUZINSKY

HANNOVER, GERMANY—An announcement made at Hannover Fair, held this past April in Hannover, Germany, put to rest all the industry speculation about AEG Modicon (North Andover, MA) and Square D Co. (Palatine, IL). Neither an acquisition nor a divestiture, AEG Daimler-Benz Industrie (Frankfurt, Germany) and Groupe Schneider (Paris, France) formed a 50-50 joint venture uniting the programmable logic controller (PLC) lines and associated business resources of AEG Modicon,



The EasyStep 2500 is a portable, high-quality lettering machine.

