

machine ourselves, but demand has been such that we have been forced to subcontract the manufacture of subassemblies to Hawker Siddeley Electronics." U.S. sales for this machine begin in June, 1971, by which time it will already be well on its way towards notching up its first 100 export sales.

### No technical penalty

"At the same time that we have found a market that is fairly wide," continued Mr. Schlensky, "the production of this machine does not place any great technical penalty on us. The requirement is for a machine which is accurate to 0.1 or 0.01 of 1%. To produce a machine which is 0.001% accurate is very difficult in Australia because the basic components for such devices are not available or, if they are, they are very expensive. Very accurate resistors or capacitors are just not made here because there is no requirement for them in manufacturing processes. However, this is not specifically a need in Australia; the same statement would be true of very many of the developed countries of the world," he concluded.

What has EAI planned for the future in Australia? Mr. Schlensky says: "We're working on a digital recording system, which will automate the digitizing of information recorded in the laboratory and the factory. We're aiming to replace the chart recorder. Our parent company does have equipment priced at around \$25,000. We want to come up with something

at a more realistic price for Australia and hope to be announcing this new machine around the end of the year, but again our function will be design and marketing, not production."

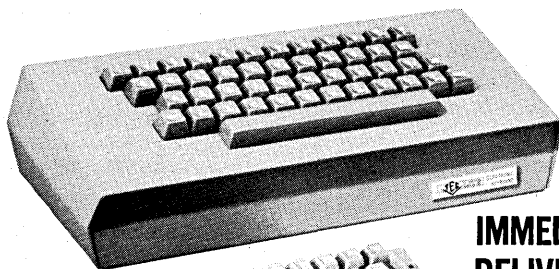
These are some of the companies which have already made a claim either through design work or manufacture to a greater part of the Australian market than can be obtained by selling what their own or other companies produce overseas. The new element that has been injected into this situation is the tariff change.

Formerly all computer products attracted 7½% duty if imported from countries outside the British Commonwealth, whose products enter free. This has changed for crt display terminals, which now attract a rate of 42½% plus 5% primage from outside and 17½% from inside the Commonwealth.

No indication has been given whether these rates will be further extended over other computer products apart from crt display terminals, which need attract the higher rates only if a comparable terminal can be manufactured within the country. The market in crt terminals is sufficiently high (one estimate gives 5,000 in the next five to seven years), to ensure investigation of local manufacture. However, it cannot be expected that there will be a huge increase in computer manufacture in general as opposed to specialized large volume segments since Australia, with its 13 million people, represents about 1% of the total computer market on the world scale. ■

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