Data base development project explores China's past

Promotes videodisk as medium for information storage, retrieval

XIAN, China — Two thousand years after the end of his reign, China's first emperor is still at the center of potentially great change both for the nation he helped create and for students, researchers and data base administrators worldwide.

Information about Emperor Qin Shi Huang Di, including video and still pictures of artifacts unearthed near his tomb outside this ancient capital city, is being compiled and entered into an integrated visual, audio and textual data base. Researchers will use the data base both to develop coursework for use in the U.S., China and other countries and to promote the videodisk as a medium for intensive data storage and retrieval.

When it is completed next year, "Project Emperor-1: China's Treasure Revealed Via Videodisk Technology," will allow researchers and students to tap into a data base containing about 4,000 still images, 300 segments of motion video and more than 4,200 related records of text. Users will be able to call up Ascii files and Chinese calligraphic text, as well as still and motion pictures from the archaeological excavation and a number of museums. In addition, they will be able to see and hear a series of oral histories — taped interviews with a number of experts from different Chinese cities.

"Information science is moving into a multimedia age right now. We are no longer satisfied with 3- by 5-in. cards, books and periodicals alone," according to Ching-chih Chen, principal investigator and project director of Emperor 1. "We want to have the printed format, but we also want to see with our own eyes, hear the sound, see the motion."

The project's multimedia data base, which is about to go into production, will allow researchers to do just that, according to Rus Gant, a research fellow at MIT's Center for Advanced Virtual Reality. Rus Gant is in charge of the data base construction.

He points to the "multimedia application generator — most likely the Microcomputer Pictue Archive and Communications System (MIPACS) from Artam Ltd., an Israeli firm — to design a data base management system that is part rela

---

Editorial Note: The China Sino-American Chamber of Commerce, along with the Evaluation Research Associates, is conducting a survey of American businesses doing business with China, a report of which will be made available to the U.S. government. Please direct all inquiries to COMPUTERWORLD, 200 West 57th St., New York, N.Y. 10019. The deadline for responses is September 1, 1985.

---

Oracle Summer Seminar Schedule

Make this your last DBMS seminar. Check the schedule below for the next free 3-day ACLE seminar in your area. Find out how Oracle's compatibility, portability and connectability make it the last DBMS you'll need.

- Anchorage: Aug 29
- Atlanta: Jul 25
- Austin: Aug 6
- Boise: Jul 30
- Boston: Jul 16, Aug 14
- Calgary: Jul 23
- Chicago: Jul 18, Jul 17
- Cleveland: Aug 6
- Columbus: Jul 11
- Dallas: Jul 16, Aug 8
- Denver: Jul 18, Aug 13
- Detroit: Jun 25, Jul 23
- Greensboro: Aug 3
- Houston: Jul 30, Aug 28
- Huntsville: Jul 31
- Los Angeles: Jul 25, Aug 27
- Minneapolis: Jul 5
- New Orleans: Aug 13
- New York City: Jun 26
- Perth: Jul 10, 31
- Aug 14, 28
- Newport Beach: Aug 14
- Omaha: Aug 7
- Orlando: Jul 17
- Philadelphia: Jul 18
- Phoenix: Aug 6
- Pittsburgh: Jun 18
- Portland: Aug 6
- Richmond: Jul 9
- Sacramento: Aug 8
- St. Louis: Aug 8
- Salt Lake City: Jul 16
- San Antonio: Jul 10
- San Diego: Jul 11
- San Francisco: Jul 2, Aug 1
- San Jose: Jul 25, Aug 15
- Seattle: Aug 15
- Tulsa: Aug 15
- Vancouver: Jul 11
- Washington: Jun 21, 27
- Jul 15, 25
- Aug 8

To attend the free ORACLE seminar in your area, please write the National Semiconductor Corporation, Dept. CG, 2710 Sand Hill Rd., Menlo Park, CA 94025 or call 415/324-7350 ext. 1060.

---

Edit IMS Data Bases On-Line Under TSO/ISPF?

YES, with IMS - XPERT

• Immediate, On-line Access to Data Base
• Data Formatted According to COBOL, Segment Layout
• Insert, Delete, Repeat Segments and Substructures
• Full-screen Typewriter to Change Data
• Hierarchical View of Data Structure
• ROOT, PARENT, CHILD, TWIN, NEXT Commands to Navigate Through Data Base
• As Easy as Editing Program Source Code
• No More DDLY
• No More Control Cards

CALL TOLL-FREE OR USE COUPON TODAY!

Please rush me information on IMS-XPERT.
The Last DBMS

Why not IDM/R, FOCUS or DATACOM/DB?
Compatibility. There is a clearly defined standard for relational database systems. It's called SQL, and it's from IBM. IDM/R and the others aren't compatible with SQL. These non-standard DBMSs lack you into one vendor, one technology. Only Oracle gives you total IBM SQL compatibility.

Portability. Few organizations today use only IBM mainframes. So why buy a DBMS that runs only on IBM mainframes?
Applications written with Oracle run identically on IBM mainframes, DEC, DG, HP, AT&T, Stratus, Honeywell, Sperry and most other vendors' minis and micros, including the IBM PC.

Why not just go with DB2 or SQL/DS?
Capability. DB2 and SQL/DS are relational DBMSs. Period. Oracle is a relational DBMS plus an integrated set of 4th generation tools for application generation, report writing, graphics and networking. Together, Oracle's relational DBMS and tools reduce and often eliminate traditional programming.

Portability. DB2 and SQL/DS run only on IBM mainframes. Period. Oracle runs on all your computers and operating systems, from MVS and VM, to VMS, UNIX and PC/DOS. But if your organization is committed to IBM's DBMS products, Oracle on minis and PCs is a unique complement to either DB2 or SQL/DS.

What about Goldengate, dBASE III and pfs:File?
Connectability. The problem with Goldengate and the other PC packages is that they are completely incompatible with the software on your minis and mainframes. This incompatibility makes it difficult to share data, impossible to share programs, and forces users to learn a new language to conduct the PC and another for the mini or mainframe. Oracle is your standard software solution. All your machines - PC, mini and mainframe - run with the same software and have the same user interface. And Oracle's communications software lets you connect these machines in a network to easily share data and distribute the processing load.

Make your next DBMS inquiry your last. To attend the next free, half-day seminar in your area or receive additional information, write Oracle Corp., Dept. C3, 2710 Sand Hill Rd., Menlo Park, CA 94025, or call 415/324-7350 ext. 1066.

Oracle is a registered trademark of Oracle Corporation. Our use of Cullinan Information Builders, Inc trademarks in this advertisement is the limit of their property. TRBA.