NEWS PAPER CLIPS

...all Business

...E BUSINESS JOURNAL

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CO.
A Weekly Small Business Profile

PHOTO BY STEVE BELCHER

...nbling technologies: Ben Raina of Divergent Technologies Ltd.

Durham tech firm ...inks TV and Internet

L. SCOTT TILLETT

DURHAM

What do you get when you cross a ...ch potato and a propellerhead?

Who knows? Whipped potatoes, ...ybe. One thing's for sure, though: ...ch a creature will be a prime target ...rket for what Ben Raina of Durham-...sed Divergent Technologies Ltd. has ...eloped.

In a nutshell, the products Raina aims ...sell accommodate the Internet via ...evision as well as broadcasting via the ...ernet.

For the past 11 years, Raina has been ...rking to sculpt a successful business ...sed on his education in computer sci-...ce, mathematics, and video-image ...mpression and decompression.

Now, as telecommunications walls come tumbling down and as technology turns science fiction into fact, Raina is positioning his business to take advantage of the New Information Age. "It's mind-boggling. You can do anything now," he said.

At the heart of his new ventures is a product called the SetTopBox. Raina hopes this product will be embraced by cable companies he's in discussions with.

The device — which is accompanied by a cordless keyboard and mouse — sits like a cable box on top of a television set and will allow users to watch television and also access the Internet for browsing or for e-mail. It can also be attached to a personal computer for downloading and doesn't require phone lines. Rather it requires a cable modem.

The SetTopBox — which has been in

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Small Business BUZZ

L. SCOTT TILLETT

HAHT to spiff image

Raleigh entrepreneur Richard Holcomb — the man who sold software company Q+E in 1994 for $54 million to Maryland-based Intersolv Inc. — is busy building an image for his new company, HAHT Software.

Holcomb and company have chosen Chapel Hill integrated marketing firm PGI to be HAHT's advertising agency. HAHT produces a suite of software tools that allow businesses to create applications — not just static text and graphics — on the Internet.

The buzz is that the account will mean close to $2 million a year in billings for PGI. Also in the running for the account were Durham ad shop West & Vaughan and New York's Anderson & Lembke.

Holcomb said PGI was picked because "they were the best." The agency's work for HAHT should make its debut within the next month — on the Internet. Where else? Print ads probably won't surface for a couple of months, Holcomb said.

As if Fran didn't hurt retailers enough, now comes word from the Federal Reserve's Fifth District (which includes North Carolina) that a good number of retailers reported slowed sales activity in August.

Retailers reported to the Fed that overall sales growth for the month was sluggish, with little improvement in shopper traffic.

Service businesses, however, reported a steady pace of activity in August.

In this litigious world we live in, it doesn't seem far-fetched that a fired employee would sue an employ-

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TECHNOLOGIES

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development for about a year — will allow browsers to access the Internet at speeds dramatically faster than a 28.8 modem or ISDN lines, Raina said.

He's recommending that the SetTopBox service be provided by carriers for $4 a month. "The idea is to make it affordable," he said.

The box, if coupled with a camera, would also allow users to send live video images.

In addition to the SetTopBox, Raina has developed an application that brings TVs and the Internet together. The product will let consumers access real-time radio and television programming over the Internet.

Raina — who holds a Ph.D. in mathematics and computer science — hasn't always been in the business of developing Internet applications, though. He had been on a career track for teaching until several years ago, when his mother developed cancer. "It forced me to go into business," he said.

The business Raina began developing is diverse and also includes the sale of videoconferencing equipment.

In the past three years, Raina has sold fewer than 100 British Telecom-built videoconferencing machines that incorporate microphones, cameras and ISDN lines. The machine — the VC 7000 — retails for between $6,000 and $8,000. Raina said he developed the digitizer and circuit board used in the product.

Raina began his business in 1985 but has been operating in the black only since 1988 or 1989. And that's the way Raina — as most entrepreneurs — likes to keep it. "If worse comes to worst, I basically sell a technology," he said.

In financing his business over years, Raina has seldom gone to [illegible] although he once borrowed $60,000 [illegible] SouthTrust and $200,000 from [illegible] to develop a digitizer card.

But it has been in the development [illegible] products that the business has hit [illegible] Raina said he has at times got [illegible] to balance development and sales [illegible] easing too heavily on developing [illegible] fine-tuning a product than on [illegible] products.

The challenge for him remains [illegible] get his products aggressively.

Revenue for the company last [illegible] was less than $1 million. Raina [illegible] so far the million dollar mark this [illegible] and if his new products are embraced [illegible] expected and if marketing is [illegible] adequately, it's feasible for the company [illegible] to pull in revenue of $4.5 million [illegible] for sale.

WATCH

Continued from page 13

committee and was expected to lead the charge for the bill originally sponsored by Sen. Slade Gorton of Washington state.

Thousands of small businesses, especially builders and contractors, had mounted a strong campaign against union salting, alleging it is costing the country jobs because small businesses are going bankrupt. Proponents of the bill said the failure by Congress to pass the bill in this year's Congress will result in more small business failures.

"We continue to see salting occur among contractors in almost all states," said Jennifer Boehler, Washington representative for the Associated Builders & Contractors, a vociferous trade group against salting. Officials at the National Labor Relations Board, which administers union activities across the country, believe every worker has a right to form unions in order to protect the collective bargaining process.

NLRB's position mirrored that of the U.S. Supreme Court late last year when the highest court found that companies cannot discriminate against job applicants based solely on the fact that they are union organizers. So, job applicants who are paid or unpaid "salts" for a union are "employees" under the labor

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NEWS PAPER CLIPS

Date:-> 7-7-93

Indian Express

The latest 'wonder'

EXPRESS NEWS SERVICE

CHANDIGARH — You can receive a phone call, receive your fax, photocopies, have access to a vast bit of information, set up a television and transmit important messages with modem and much more. "Mehta-mobile", a computer developed by a non-resident Indian computer wizard, B. L. Raina.

This "wonder-machine" developed by Raina on the United States, is essentially the first of its kind in the world. Giving a demonstration of the computer to newspapers at the Press Club here, on Thursday, Raina said that Mehta-mobile is the computer of wide, mobile, local and geographical and long distance multi-use to cellular applications.

The applications of this system, Raina said, "are beyond mere telephone". Among the other uses in the holiday for doctors to access information at home-appointments the doctor doctor who has access for a patient, medicines, the good day "emergency". One can also bill to this computer and receive information as a "reminder" within that computer within seconds. The computer will make phone PLS Data bank for the Indian time. It has been manufactured by "Chicago Tele-Industries Incorporated" in USA, and is having patented all areas the wonder.

"Electronics and multimedia communication of this system, says Raina, "has a computer telephone, telephone cable, office automation. This machine combines the computer the receiver. The telephone pulse radio channel, the

B. L. Raina demonstrating his creation at the Chandigarh Press Club on Thursday. — Express photographs

memory, a small Raina means the other calling a messenger, Raina tells phone number, email, other description and other call.

"This computer can do things only computer can, inter-connected, power, time, [illegible] "A person having hospital appointment in the pregnancy can

[illegible] Raina said, "Office Systems" [illegible] Raina said, "Office Systems" [illegible] Raina said, "Office Systems" [

NEWS PAPER CLIPS

सनराईज यूनिवर्सिटी, अलवर

नाट्य महोत्सव महिला कालेज गांधीनगर में 4 से

'संगोष्ठी का सार' पुस्तक का विमोचन किया

हनुमान जयंती महोत्सव की तैयारियां जोरों पर

Symposium on interdisciplinary sciences NISS-II 2015 inaugurated

سماج کا کوئی بھی طبقہ اعلیٰ تعلیم سے محروم نہ رہے: پروفیسر شمسی

گوکل یونیورسٹی کا صوبے جموں کے طلباء و کشمیری مہاجر طلباء کیلئے خصوصی سکالرشپ کا اعلان

ے نے اہلیانِ گول کی اُمیدوں کو روند ڈا

ی کنڈر ریلوے لائین کے تعمیراتی کام میں مقامی نوجوانوں کو روزگا