

Lynchburg GE NEWS

GENERAL ELECTRIC

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AN EQUAL OPPORTUNITY EMPLOYER

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Together...We Made It Happen--CENTURY II

ALTHOUGH "IT HAPPENED" OVER A YEAR AGO, THE FIRST JOINT ENGINEERING VENTURE BETWEEN U.S.MRD AND STORNO IS NEWSWORTHY TODAY. IT RESULTED IN A BRAND-NEW RADIO--CENTURY II...A WORLDWIDE WINNER

"It's the best radio we've every produced... beautiful construction"--Jim McDonald, Manufacturing

"All new design--unlike any radio competition has"--Olin Giles, Engineering

"A product to serve the worldwide market"--Seymour Paul, Product Planning

"Orders are good--for both of us"--Sigurd Sorensen, Storno Engineering

Century II is a high efficiency, solid state FM two-way radio specifically designed for business and industrial uses. It's small, light and rugged with built-in controls and speaker. It's ideal for dash mounting or other tight space in the driver compartment.

National Marketing Manager Bill Torbick describes Century II as responsive to the business radio market's need for a quality radio at a reasonable price. He pointed out that this is GE's first FM mobile radio product to be offered at a starting price less than \$500 in approximately 15 years.

BILL TORBICK: "Although it is small, Century II is gaining impressive acceptance in



Storno's SIGURD SORENSEN (left) and U.S.MRD's JIM SEARS

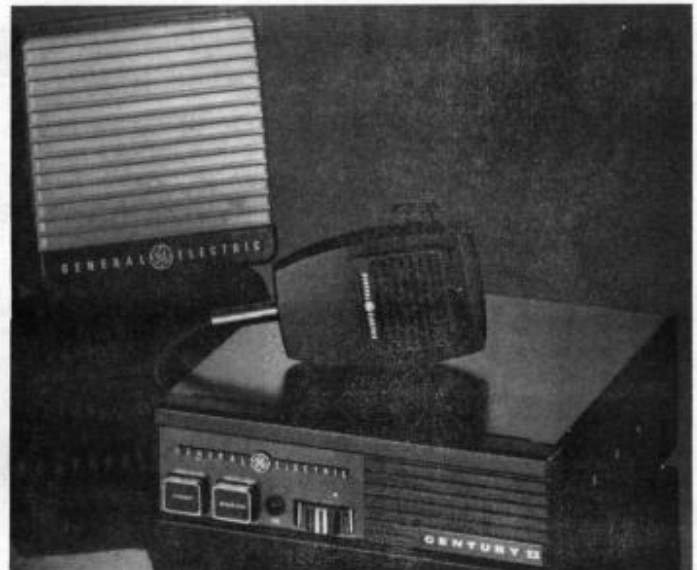
the business and industrial market, and even in the public service market. It combines reliability, compactness and ruggedness without the compromises that low-cost business radios often make. It is the cleanest-constructed radio of its size in the world. The design is readily manufacturable and is easy to install and service."

Question: Could U.S.MRD and Storno together design a "worldwide" radio better than either of them could design alone...and on a tight schedule?

Answer: Yes. The exciting, low-cost, easy-to-build, high-performance Century II is the answer. Designed and put into production at what Olin Giles describes as a "frenzied pace," shipments are increasing daily to worldwide markets.

SEYMOUR PAUL, Station & Mobile Product Planning Manager, who defined the program describing the end product: "We met all the objectives--size, cost and time schedule."

Seymour also coordinated the project, heading up U.S.MRD product team meetings of planning, engineering, finance, manufacturing and marketing people. Storno set up a similar team led by their Product Plan-



ning Manager Steen Kofoed. "We visited each other alternately, meeting together," Seymour explains.

OLIN GILES, Mobile & Station Engineering Manager: "In the beginning I felt we had been given an almost impossible task...I knew we could do it, but the fashion in which we were to design

Century II was beyond my comprehension at the time."

SIGURD SORENSEN, Storno Design Manager: "We were going to design a radio with people we didn't really know; but the time schedule was our biggest challenge. Our support people were not used to supporting such a fast program. And in the beginning

See CENTURY II, page 2



From left: Storno's SIGURD SORENSEN, STEEN KOFOED, and U.S.MRD's OLIN GILES and SEYMOUR PAUL

CENTURY II

we had different philosophies on design, cost and size. Our components are generally smaller, and we felt we needed a small radio for our markets."

SEYMOUR PAUL: "Freeing up enough manpower for the undertaking was management's greatest challenge."

JIM MCDONALD, Producibility Engineering Manager for U.S.MRD, along with Jack Wranek (then of his group, now Facilities Manager), was responsible for getting the first units into production in Flensburg, Germany: "We ordered tooling, got materials together, trained people, introduced Century II into the plant and started up production in only 20 weeks. There really were not many problems in the program--we all paid particular attention to communication detail." (Classes in English were held in the Flensburg plant.)

All participants agree that efficient and fast communication was a first consideration in working together.

In addition to alternate visits between Copenhagen and Lynchburg, two other main communication channels were set up. Weekly conference calls, often lasting two hours or more, were established from Olin Giles' office. The General Electric MARK III^R Network Computer proved to be particularly useful in exchanging data.

JIM MCDONALD: "Storno people stored data at the first of their work day, and U.S.MRD project participants accessed the information six hours later when we came to work."

OLIN GILES: "There was another kind of communication, too. We found that personal relationships made professional relationships go more smoothly. Several times we visited in each other's homes on our alternate visits."

U.S.MRD and Storno each designed one-half of Century II, working together so well that just by looking at and in the unit, it's impossible to tell who did what.

OLIN GILES: "The teamwork was great--yet we were competitive in a friendly way, resulting in each person's excelling in what that person does best."

SEYMOUR PAUL: "Century II is the product of a tremendous effort by so many people."

And **OLIN GILES** emphasizes: "Jim Sears did a great job



From left: Storno's SIGURD SORENSEN, JORGEN VENDELSON, and U.S.MRD's JIM MCDONALD.

in keeping the details together."

"Also, we received fantastic support from Dick Hill's drafting group. They came through so many times when we were in a bind."

"The atmosphere we were allowed to work in was always encouraging. Our managers, Tom McKee here and Kurt Petersen at Storno--and all the

way up the line--gave high-priority backup to the program; everything was constructive, allowing us all to do our thing."

Olin sums it up: "This first joint effort was fun, exciting, significant, and very successful..."

CENTURY II HAS A TOUCH OF CLASS."



From left (standing): Storno's JORGEN OVERGAARD, JORGEN VENDELSON, U.S.MRD's JACK WRANEK; (seated) U.S.MRD's DAN PROFFIT, AND PHIL JONES.

COLOR IT PINK... "One 'problem' we had in designing Century II was deciding on the color," says Olin Giles. "Every time we met, the question came up: What color should we paint the radio? Each person had a different color in mind. Near the end of our sessions, a Storno participant, in utter frustration, suggested: 'Paint it pink.' On the final big day, U.S.MRD's team slowly 'unveiled' the perfectly-designed sample Century II...painted shocking pink."

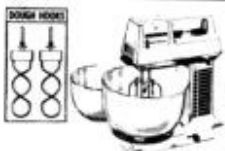
POWERMASTER STAND MIXER WITH DOUGH HOOKS



Solid State Power Control with 12 indicated speeds.



Dough Hooks for mixing and kneading bread doughs.



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GE Powermaster Heavy Duty Stand Mixer M55WHS/3555-201

- Dough Hooks for mixing and kneading bread doughs.
- Powerful 225 watt motor with Solid State Power Control and sturdy rugged construction for dependable performance.
- Delivers the power to mix bread doughs and stiff cookie doughs.
- Stainless steel mixing bowls.
- 17 1/2 qt. and 7 1/2 qt. sizes, call shop or book.

THE EMPLOYMENT OFFICE HAS THE FOLLOWING OPEN POSITION:

RATE	JOB TITLE	AREA	SHIFT	LOCATION
LH-23	Sheet Metal Alter	R. Hill	1	MVR

Ability to read engineering drawings for parts and asm., sheet metal layout & forming skill, use of hand tools, brake, shear & drill press.

Use FIN 845 dated March 3, 1980

All forms should be in by April 1.

GENERAL ELECTRIC WIVES CLUB will hold their April meeting on Monday, March 31 at 8 p.m. The group will meet in the Auditorium of the General Electric Company on Mountain View Road.

Mr. James Curling of GE Employee and Community Relations will explain the new GE Benefits package.

Husbands of members are welcome to attend.

EXEMPT SELF NOMINATION

Exempt open positions in U.S.MRD Engineering are being posted today.

DON'T FORGET THE GEERA SKATING PARTY Monday, March 31.