

The chairman and managing director of Thomson Brandt of France, Mr Jean-Pierre Bouyssonnier, has defended his company's decision to conclude a video disc production and marketing agreement with Teac of Japan and Minnesota Mining and Manufacturing (3M) of the US.

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Thomson has developed its video disc for commercial and professional use, rather than for the mass-market. It uses very advanced technology and incorporates a laser to "read" the images on the disc. At the same time, however, it is very expensive and would have difficulty in penetrating the main world markets. Hence Thomson's decision to ally itself with Teac and 3M.

3M will continue to develop the product and will manufacture the video disc system, while Teac will endeavour to produce a second generation system from the original Thomson machine.

Production will be in the US, Japan and France, where about 100 new jobs will be created by 1983. It is hoped that the American and Japanese participation will reduce the price of the Thomson system, which currently costs FFr 20,000.

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