

George Noga on Social Security



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WOMEN, INC.



Laurie A. Santoli, United Telephone Systems

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# ORLANDO BUSINESS JOURNAL

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## Mystery office has cloudy past

By ALEX FINKELSTEIN  
Staff Writer

It's had enough being an orphaned office building in vibrant downtown Orlando. It's downright degrading not even existing on the official records.

But that's precisely the predicament a newly constructed, never-occupied, four-story, coral structure on the northwest corner of Amelia Street and Magnolia Avenue finds itself in today.

"We show no building on that location," said a researcher in the real estate division of the Orange County Tax Appraiser's office.

There is a building there, of course. It even sports a spanking new steel bank vault that has never been used.

The building sits among what promises to become the hottest real estate development axis in town in nine months, yet:

• Few prospective investors or tenants, other than *The Orlando Sentinel*, immediately adjacent to the



Staff photo by Stephen Corbin



The four-story building at the corner of Magnolia Avenue and Amelia Street was once the planned downtown office of Pioneer Savings Bank.

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## Maitland manufacturer's electronic part becomes darling of computer trade

By TIM BALL  
Staff Writer

If Steve Goldman were a traffic engineer instead of a computer engineer, Orlando's roads might be free of congestion today.

Goldman's Maitland company, Distributed Processing Technology, makes and sells devices that speed up traffic through the busiest, and usually slowest, intersection of circuits in a computer—the circuits that read and write information on a computer's disk drives.

Known as disk caching controllers, DPT's products typically cut in half the time it takes a computer to perform many functions.

SmartCache, DPT's flagship product, has become the darling of the computer trade press. *Unixworld* named SmartCache Product of the Year in 1988. *PC Magazine* said DPT's product "blew away the competition" in a May 30 review. Other publications, *Byte*, *InfoWorld* and *PC Week* among them, have also given high marks to SmartCache.

The praise and popularity SmartCache enjoys has done wonders for DPT's bottom line, Goldman said. Started 12 years ago, the company didn't make a dime until 1982. Things didn't look promising, however, until the company released the predecessor to the SmartCache in 1984.

DPT sold \$1 million worth of goods last month, Goldman said. Revenues have been growing about 10% a month for several months, he added.

Part of DPT's apparent success may be because it has few competitors.

"Disk caching is a tremendous growth market," said Bill Brothers, product manager at the Santa Cruz Operation, a California company that sells operating systems for computers.

"The kind of performance those guys (DPT) produce is phenomenal. It's unlike any other product on the market."

There are other caching disk controllers, but most are designed to work only with MS-DOS, the operating system used with most personal computers. But SmartCache easily works with many other operating systems, Brothers said.

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Steve Goldman's company is selling about \$1 million worth of goods a month.

### ROUTE 10:

## Around Orlando

News, talk and speculation

**New ball game?** Land developers and investors in the current moratorium sector of International Drive are pondering what effect, if any, the announced sale offering of HBJ Land Co.'s 500 acres in Central Florida will have on their own development plans. Walt Disney Co. has been mentioned as a prospective buyer for some of those holdings. Since Disney is a head-to-head competitor with International Drive interests, the confrontation is obvious. Comments Brailey Odham, a long-time Orlando Realtor who represents a hotel investment group in the moratorium area, "Hold on to your seats, folks. We may be going for a ride..."

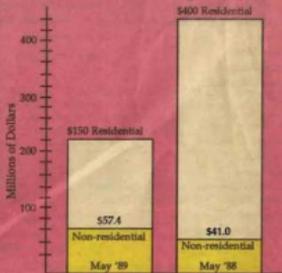
...Party time. Willard Drawn Frederick Jr. of 105 W. New Hampshire St.,

Orlando, is celebrating his 55th birthday July 6. So who's he? Orlandoans will recognize him better as plain ol' Mayor Bill Frederick...

...On track. For the first time since trains started passenger service on July 4, 1828, a railroad company is being charged with three counts of commercial littering—dumping raw sewage along the tracks while the train is either moving or stopped. Circuit Court Judge Robert Perry in Palatka will hear the charges against the National Railroad Passenger Corp. July 3. National Railroad is the corporate parent of Amtrak, which State Attorney John Tanner will argue is the culprit. If convicted, National Railroad faces a maximum fine of \$5,000 on each count...

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### Orlando Area Building Contracts



Source: F.W. Dodge Group, McGraw-Hill Information Services Co.

## CONTROLLER

From Page 1

including UNIX, another common operating system for personal computers. The Santa Cruz Operation is one of the largest vendors of UNIX in the world.

The U.S. Department of Commerce has also taken notice of DPT's success. The department recently gave the company an "E Flag" award. Given to three Florida companies this year, the award recognizes companies that greatly increase their exports over a four-year period.

"From the very, very beginning we've gone after overseas markets," Goldman said. "Being the first disk caching company in the world, we knew if we didn't capture overseas markets right away, somebody else would."

DPT sells its \$1.00 controllers in England, Japan, Taiwan, Australia and India. "Now 40 to 50% of our business is

done overseas," he added.

If the American computer trade press is big on DPT's SmartCache, then the British trades practically worship the prod-

uct. *PC World*, unabashedly labels a

computer equipped with SmartCache "the fastest PC in the world." The London magazine credits SmartCache for making the Mission 386.2 personal computer faster than any other computer reviewed by the

magazine's staff. Right now, DPT does all its manufacturing at its Maitland address, but the company may start up a manufacturing

"The kind of performance those guys (DPT) produce is phenomenal. It's unlike any other product on the market."

Bill Brothers  
The Santa Cruz Operation

plant in Europe soon, according to marketing director Steve Holler. That could come about if the European Economic Community's plan to form a single market by 1992 includes stiff tariffs against items built outside Europe.

The rave reviews DPT's SmartCache has received have brought several PC manufacturers to DPT's doorstep wanting to equip their computers with SmartCache. The product is now standard equipment on computers built by Zenith Data Systems, a British subsidiary of Zenith Electronics Corp. of Glenview, Ill. British Olivetti started bundling SmartCache with one of its models in February.

Other computer makers, including AT&T, UniSys and Wyse, use SmartCache on their own company computer networks.

DPT started out in 1977 as a division of his father's contracting business, S.I. Goldman Inc. Goldman was the sole employee, and he spent much of his time building control devices for his father's business. Over several years he and an outside consultant worked on the technology that led to the production of the first disk caching controller. DPT's first controllers were built for larger mainframe and minicomputers.

A few years after it was founded DPT was spun off on its own. It's still owned by Steve, his dad, Sig, and some of the higher ranking of DPT's 54 employees.

To keep ahead in the disk controller market, Goldman said, about a third of the company's revenues are being poured into research and development of new products.

The company is considering selling stock to raise capital, Goldman said, but an initial public offering is still a way off.

He occasionally gets inquiries from venture capitalists, Goldman added, but so far DPT has declined the offers of investment.

"But I'm not going to flatly say 'no' because I don't want them to stop calling." ■



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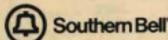
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