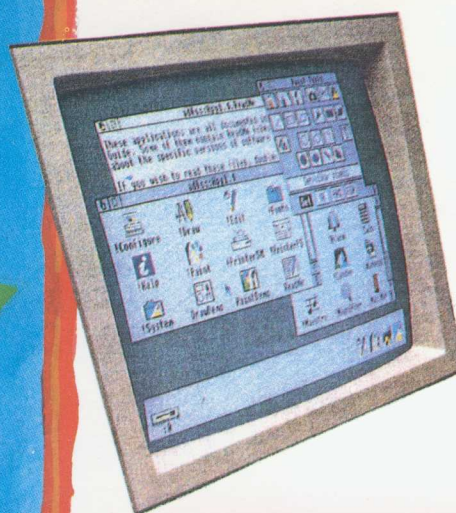
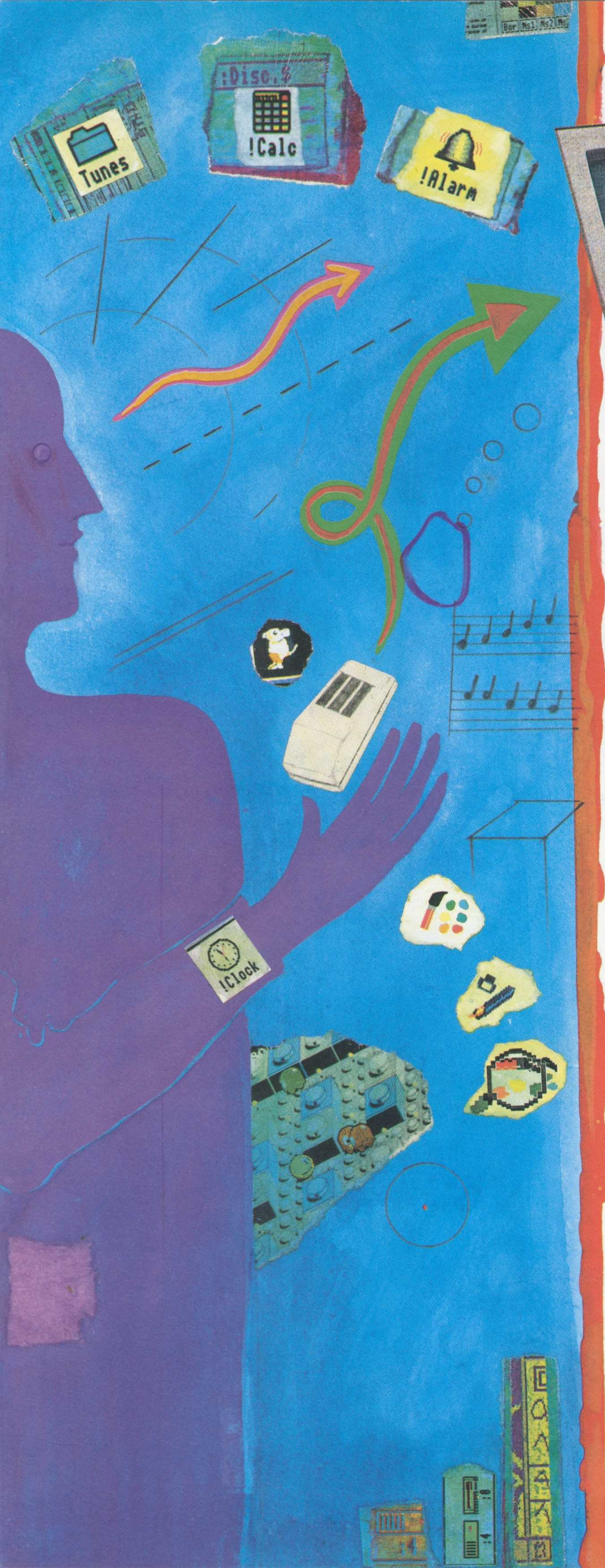


COMPUTING IN THE HOME.



POWERFUL, ADAPTABLE, EDUCATIONAL
... AND FUN.

Acorn 
The choice of experience.



OPENING UP THE WORLD OF COMPUTING

Acorn has introduced millions of people around the world to computing, with the famous BBC series of microcomputers. Now Acorn has developed the latest computer technology for the new Archimedes range — the 400/1 series and BBC A3000, the new BBC micro.

Choosing a computer has always been a puzzling task, with countless models promising different advantages at a wide range of prices. But the BBC A3000 and Archimedes 400/1 series computers are very special.

To operate them, you do not need to type in hard-to-learn instructions. All the facilities available are represented on the screen by small pictures, called icons. You simply use the mouse to point at the icon you want.

For example, if you want to know what is on a disc, use the mouse to point to the picture of the disc drive and press a mouse button. The contents of the disc are listed straight away. What could be easier?

DRAWING AND PAINTING

The new Acorn computers have outstanding colour graphics capabilities built in as standard. Painting programs allow you to create stunning visual images directly on the computer screen. You can fill in areas of vivid colours, or apply subtle shading. Paint in fine detail, or spray in broad sweeps. Create interesting graphic effects with eye-catching lettering. If you have a printer, colour or black and white, you can transfer your images onto paper. If you have desktop publishing, create illustrations to go with your text.

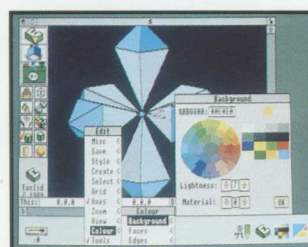
Precision drawing represents a different use of the graphics capability. Plans and technical drawings can be produced on the screen, with the computer performing all the dimensioning. Changes to a design (and whose designs do not undergo changes?) are quick to make, and you can save on disc and print out many versions of your ideas to show the alternatives. Compare that with re-doing them by hand!

Examples of software packages available:

- ProArtisan (Clares)
- Artelier (Minerva)
- Euclid (Ace Computing)



ARTISAN



EUCLID

VIDEO IMAGES

This is the age of the video image, with so many exciting screen images surrounding us. The new Acorn computers give you an entry to this exciting new world of creativity.

Software and peripheral equipment are available to let you 'capture' images from a video source, such as a home video camera or recorder. From a self-portrait to a sporting action shot, take an image from the real world and display it on your computer screen. You can 'scan in' drawings and photographs of any description, using inexpensive peripheral equipment.

Once the image is captured, you can use a painting program to embellish the picture, add captions, change colours, overlay additional images. Give free reign to your creative talents. Amaze yourself.

Examples of expansion options available:

- Watford digitiser (Watford Electronics)
- Hawk imaging systems (Wild Vision)



PROARTISAN

THE WRITTEN WORD

The most popular of all practical computer applications is word processing. You can use it as an efficient way of typing out letters and business reports, but it can be a lot more besides. People who find it difficult to write often thrive on word processing. You can type in your words as badly as may be, but once you have them on the screen, word processing on your new Acorn computer can bring out an ability you did not know you had. You can change what you have typed as often as you like. Insert extra words, delete those you think are wrong, change the order of sentences. After each alteration, the text is tidied up on the screen so that you can judge how well it reads. Print it out on paper and you may be astonished how correct and professional your work can be.

Word processing has enormous benefits. The ability to see what you have written clearly laid out in black on white on the screen, and to change it without effort, means that you can produce work of higher quality than you could ever manage with pen and paper. Many children have had their writing skills transformed by word processing, and the quick-to-learn Acorn computers make it all so easy to achieve.

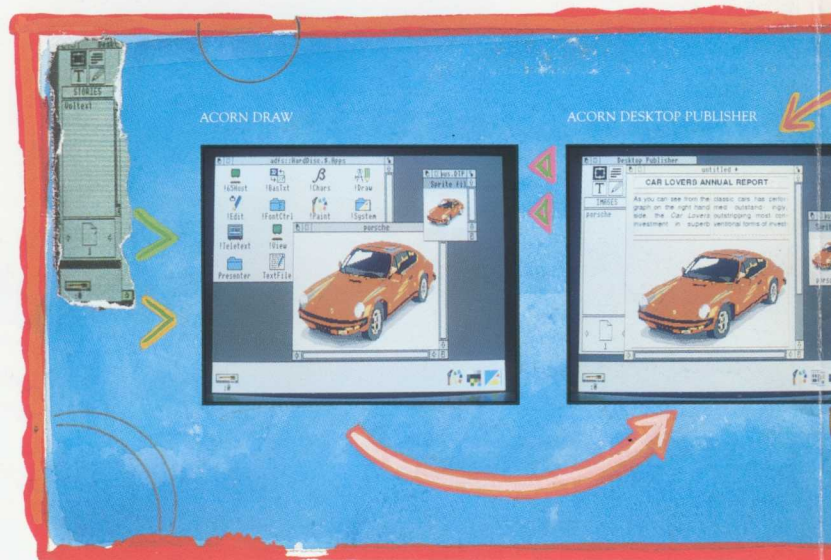
Examples of software packages available:

- 1st Word Plus (Acorn)
- Pipedream 3 (Colton Software)

THE PRINTED PAGE

Once you have enjoyed the advantages of word processing to produce quality written work, you may consider how rewarding it would be to be able to lay out the text like a professionally printed page with headlines, columns, borders, and illustrations. Whether you are thinking of a project report, a sales leaflet, a newsletter, or other printed items, the facility you want is desktop publishing.

To start desktop publishing, you need a printer, software, and a computer with the power to run this demanding type of application. This is where the Archimedes range excels. It takes a lot of computing power and sophisticated graphics to lay out text and pictures on the screen and show all the changes you make as fast as you make them. Most ordinary microcomputers simply do not have

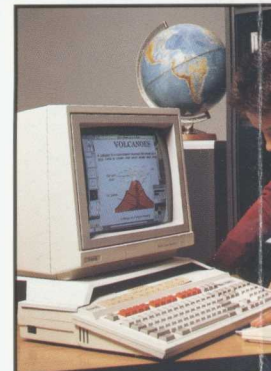
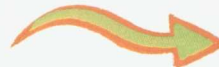


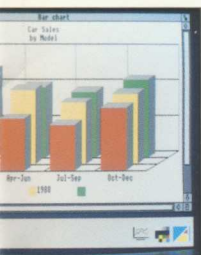
the performance to make desktop publishing worthwhile. They can be so cumbersome in operation that users are quickly discouraged.

The Archimedes 400/1 series and A3000 computers take desktop publishing in their stride. Their graphics capability shows how the page on the screen will look when printed; even small letters are legible. What is more, their built-in printer driving system has special controls for inexpensive dot-matrix printers that produce surprisingly effective results, while laser printers achieve professional standards. And the new Acorn computers make it so easy to learn!

Examples of software packages available:

- Acorn Desktop Publisher (Acorn)
- Impression (Computer Concepts)





PRESENTER 2

Many people want to use a computer to run business packages. As well as word processing, there are applications like spreadsheets for statistics and financial planning, business presentation graphics to communicate facts and figures, and databases that can store and retrieve unbelievable quantities of information.

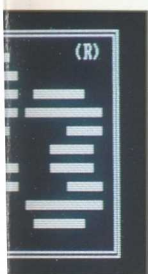


The new Acorn computers have the power to perform all these tasks to professional standards, and yet the mouse and pointer system makes each application quick to learn and easy to use. Personal computer applications that run on the MS-DOS operating system can be used with the optional PC Emulator software package.

If you use a PC at work, you can bring home a disc and simply slot it into your A3000 or 400/1 and carry on where you left off.

Examples of software packages available:

- Logistix (Acorn)
- Presenter 2 (Lindis)
- Multistore (Minerva)
- Graphbox (Minerva)
- Home accounts (Minerva)
- Lotus 1-2-3 (via PC emulator)



LOTUS 1-2-3

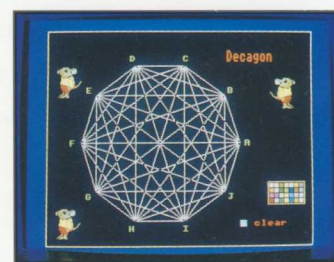


When you are thinking of the educational value of owning a computer, remember the position of Acorn as the leading computer supplier for schools and colleges. The vast catalogue of educational software means that you can use your BBC A3000 or 400/1 series computer for learning, both now and in the future. But consider too the practical and business software available that will be useful to you and carry educational value as well.

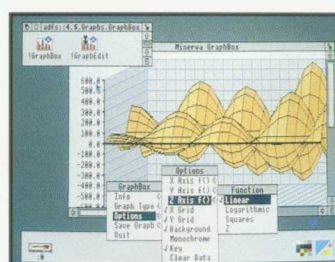
Computers are so much a part of working life that everyone benefits from increased appreciation of what computing can do. You can keep your family accounts on computer, or if you are a hobbyist collector, create a database to hold your catalogue. These are real practical applications, but as you and your family use them, you are gaining sound experience which will be of value in your working lives.

Examples of software packages available:

- Desktop stories (RESOURCE)
- Droom (RESOURCE)



DROOM



GRAPHBOX

PROGRAMMING

Using the new Acorn computers operating system (RISC OS) requires no programming knowledge whatsoever, and, since the range of available software is so extensive, you will never need to write a computer program.

On the other hand, if you wish to do some programming for educational or experimental purposes, or to create your own special applications, the new Acorn computers have the highly acclaimed BBC BASIC built in.

This is so effective that you can create superb programs, including animated graphics, in BBC BASIC alone. If you wish to learn or apply other programming language skills, packages are available for C, Pascal, Fortran, Lisp and Assembler, and specialist tools are available for serious software developers.

Examples of software packages available:

- Acorn languages
- ABC compiler (Dabs Press)

ENTERTAINMENT

The key features of good computer games are their high-speed colour graphics. The A3000 and 400/1 series stand head and shoulders above the general run of home and business microcomputers in their graphics capabilities, and so naturally make superb games machines. Action, colour, response, dynamism. The new Acorn machines make other computers pale in comparison.

More and more exciting computer games are being released for the new Acorn computers. To set you off, the Application Discs have three games including Lander, a low-flying spacecraft action simulation with lightning-fast control by the Acorn mouse. Switch on — load up — blast off!

Examples of software packages available:

- Pacmania (Grandslam)
- Hold Out (Impact)
- Trivial Pursuits (Domark)
- Zarch (Superior)

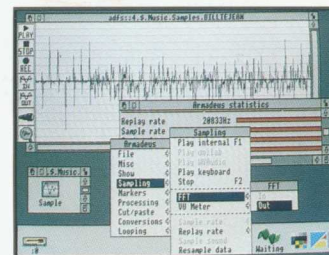
MUSIC

The new Acorn computers have exceptionally advanced music facilities. They have built-in stereo speakers so you can learn about computer generated music without buying any additional equipment. The music program with the Application Discs lets you compose a tune in music notation (it is astonishingly easy with the mouse and pointer) and play it back straight away. For anybody who cannot read music, this must be the easiest and most entertaining way of learning.

If the built-in music facilities kindle your enthusiasm, the low-cost MIDI expansion option with sequencing and sampling software packages put a whole range of digitally controlled musical instruments at your command.

Examples of software/expansion options available:

- Soundsynth (Electromusic Research)
- Armadeus (Clares)
- Inspiration (Pandora)
- MIDI (Acorn)



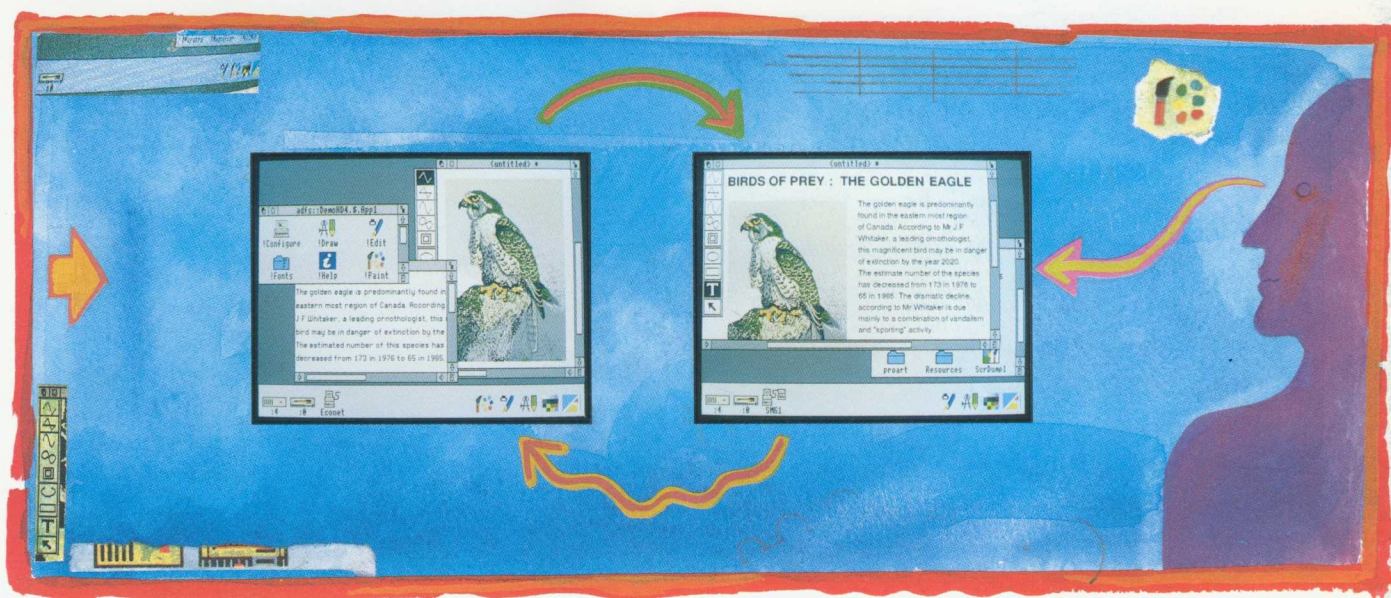
ARMARDEUS



PACMANIA



The ease of use of the new Acorn computers is not only helpful to start off with. The same quick and simple methods also apply to all the different applications you choose. Using a wide variety of different software is so easy that you will soon find yourself enjoying interests you had never considered.



APPLICATION DISCS

To introduce you to the terrific breadth of possibilities opened up by the BBC A3000 and Archimedes 400/1 series, Acorn includes two applications discs packed with a fascinating range of practical and entertaining software. Within minutes of switching on for the very first time, you could be painting a picture on the screen or composing and playing back a tune. There are games to play and 'desktop' accessories like the alarm clock and the calculator that you can use straight away.

The greatest single advantage of the new Acorn computers is the encouragement that they give to explore and enjoy a whole wealth of computer activities. The application discs give you a great range of facilities, and for those areas you find you want to go into further, a huge variety of software is available.



PERIPHERALS AND EXPANSION

The outstanding success of the Acorn BBC series of microcomputers has been due in part to the amazing variety of peripheral equipment which can be connected to them.

Robots, cameras, musical instruments, scientific experiments, modems and communications devices, printers of all descriptions. Countless interesting devices have been developed for control by previous BBC computers. Now the new Acorn 400/1 series computers and the new BBC A3000, continue this versatility, with specialist companies supplying low-cost peripheral services of all descriptions.

All 400/1 series and BBC A3000 computers require a monitor, and the Acorn colour monitor provides an ideal match, displaying clear text and brilliant colours to take advantage of their graphics capabilities. Provision is made for the attachment of alternative monitors where specifically required.

The great majority of popular printers are suitable for connection to the 400/1 series and BBC A3000 computers, and require no specialist skills to set up. If you already own a computer printer, it is likely that your BBC A3000 or 400/1 series can work with it, and if you intend to buy a printer, the range of suitable equipment is enormous.

Acorn dealers have an extensive, and growing, range of peripheral equipment for use with your new Acorn computer.



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The choice of experience.