

46 ACORN SHOPPING DAYS TO CHRISTMAS

You don't need a computer to work out how many shopping days are left until Christmas - from November 1st, just 46.

To many retailers these 46 days are the most important of the year. Extra stock is purchased and their stores and windows are merchandised like never before. This year they will be of extra significance, as a pointer to what we are all looking forward to - the end of the recession! Confidence, we are told, is returning, the CBI reports better order books, interest rates are certainly lower, and if the Acorn User Show is an example, people are willing to spend. Retail sales during the next 46 days should be good.

Acorn has some very special offerings to support retail sales during this period.

The 'new' Learning Curve, with its spectacular packaging, software package and A5000 option. 0% finance is being offered to support pre-Christmas Home and School activity and our latest software catalogue includes some 1500 titles for education, business and entertainment.

From November 1st, The Learning Curve will again be advertised in national press and selected TV regions.

We have produced new window merchandising kits, described separately inside, and software houses are keen to supply point of sale material to support your selling drive. The opportunities for profit are there, don't miss out!

Good selling and a happy and prosperous Christmas to you all.

Terry Shurwood.

General Manager, Sales



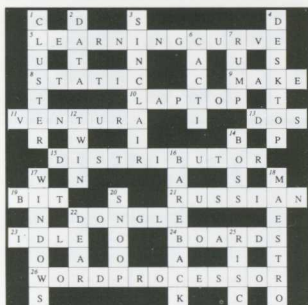
London Weekend Draw - Winner

Congratulations to Andrew Whittaker of Roadrunner Distribution, Kirksandall, Doncaster. His was the first card drawn by Terry Shurwood from all those sent in from Edition 1. Andrew and partner will enjoy the London Weekend described last month.

Over 400 names were submitted by principals and these will be sent personal copies of this and future Newsletters. If you haven't returned your card yet - do so quickly so that members of your staff can be entered into the Christmas Draw on December 6th. 1st prize Christmas Hamper, 2nd prize 6 bottles of Christmas drinks, 3rd prize Box of Christmas Crackers.

Post card or names on a letterhead to: Acorn Dealer News.
Swifts House, Kimbolton Road, Stow Longa, Cambs. PE18 0TR

Acorn 



EDITION 1 CROSSWORD SOLUTIONS

ACROSS

5. Learning Curve, 8. Statistic, 9. Make, 10. Laptop, 11. Ventura, 13. DOS, 15. Distributor, 19. Bit, 21. Russian, 22. Dongle, 23. Idle, 24. Boards, 26. Word Processor

DOWN

1. Cluster, 2. Data, 3. Sinclair, 4. Desktop, 6. Cacti, 7. Rump, 12. Twin, 14. Boss, 16. Bareback, 17. Windows, 18. Maestro, 20. Snoop, 22. Dear, 25. RISC

CHAFFORD HUNDRED ATHLETES - PUTTING ACORN TO THE TEST

John Regis examined the piece of high-tech wizardry and purred with delight. "With this behind us we could have broken the world record".

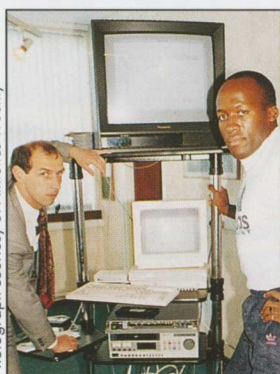
The "we" he referred to was, of course, the victorious 4 x 400 metres relay squad that captured the World Championship Gold in Tokyo.

The equipment is known as the biomechanics workstation, pioneered at Salford College of

Technology where Regis spent a day recently. The sprinter saw at first hand how the use of a video and the latest computer hardware from Acorn can be used to revolutionise training and eventually competitive performances.

This is an extract from an article in Athletics Weekly written by Kevin Francis who spent the day with John Regis as he put the Acorn equipment through its paces.

Photograph courtesy of Athletics Weekly



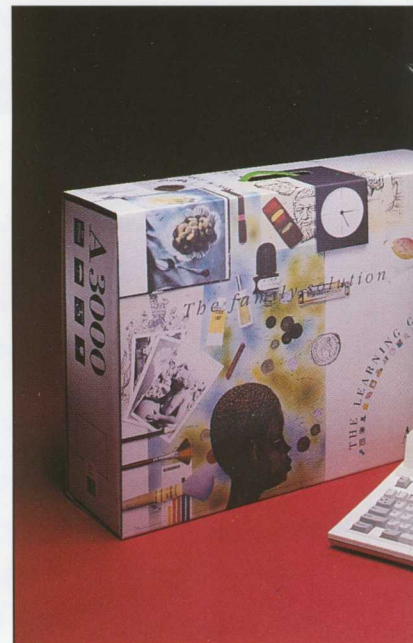
THE LEARN Meeting Custom

The Learning Curve range was introduced 18 months ago in response to demand from parents, who wished to purchase a home computer system, that was not only based on the computers that their children were using at school, but also offered PC compatibility to run their business software.

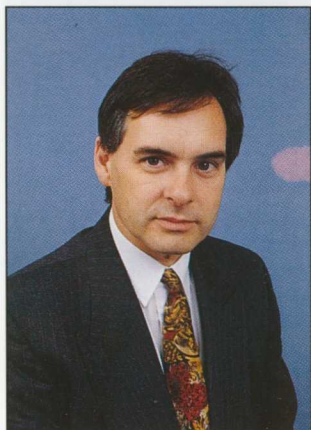
After careful research it was found that customers demanded a package solution that contained enough software and resources to get started. With this in mind Acorn researched further into what the contents should be. Several concept testing groups, comprising educationalists and potential customers, were set up. The findings from these groups showed conclusively the need for generic software tools rather than specific educational titles.

The result can be clearly seen in the massive success that the Learning Curve has enjoyed. However, rather than rest on their laurels, Acorn has always been receptive to feedback from the market place, and one of the first comments received was the need for a high end version.

In the Autumn of 1990 the Archimedes Learning Curve



ASM PROFILE



HAVE YOU SEEN THIS MAN?

You have to be quick to catch up with Mike Friedman, a man on the move, who looks after Acorn dealers in northern England and Scotland. He was born in Manchester of Canadian parents and

grew up in Italy where his father worked for Olivetti, almost natural therefore that Mike should find his way to Acorn eventually. Bi-lingual Mike finished his education back in England and went to university in Scotland – yes the family had moved again – leaving in 1974 with an MA in Economics and Psychology. Mike joined Acorn in July 1989, following some years in industry and as a Sales

Manager for a major computer dealer. During his travels, Mike has moved too fast to gather moss, but has acquired a lovely Scottish wife, two children, a cat, three dogs, assorted fish and two horses with whom he relaxes. With that lot you can't move so easily, Mike!

To speak with Mike ring 0836 786657

ING CURVE

er Requirements



was introduced which met the needs of customers requiring a hard disc and extra memory. Within no time the Archimedes Learning Curve was a best seller, accounting for over one third of all Learning Curves sold. Importantly it gave the dealer a choice of products to fit the customer requirements.

In light of further feedback, the Autumn of this year saw the launch of a new Learning Curve range, with the addition

of an audio training tape, Pacmania and the new Acorn JP150 ink jet printer. At its launch, the A5000 included a Learning Curve derivative.

Clearly, the success of the Learning Curve can be attributed to the fact that it was developed and evolved to meet customers' requirements.

This Christmas, the Learning Curve will be advertised in national consumer press and on TV in selected regions. *As a special offer Lemmings, the number one computer game, is being offered at no extra charge.*



DEALER PROFILE

An Acorn Dealer Success Story

Watford Electronics was in at the beginning as a major supplier of peripherals for the first BBC micros, seeing the enormous opportunities offered by computers in schools.

Ten years later Nazir Jessa and younger brother Raza are a long established Acorn Dealership with their company Watford Electronics, a multi million pound organisation supplying a vast range of electronic components, computer equipment and products worldwide.

Never a company to sit back and wait, W.E has continually added to its Acorn commitment by developing BBC micro products, both hard and software. In orchestrating their growth W.E. have successfully entered the PC market with their own brand and have acquired companies such as Aries and AMX. The Aries Notebook PC is used by the Liberal Democrats in constituency offices.

Many awards over the years from manufacturers, distributors and specialist trade publications are testimony to the reputation built by Watford Electronics for comprehensive supply and technical backup.

From a spare bedroom in the family's Watford home, to the shop next door, then a prestigious High Street location, Watford Electronics are now poised to take on the opportunities offered by the open European Market in 1992, by moving into a custom built, high-tech building in Luton which will include the full range of Acorn products.

Watford Electronics can be contacted on: 0923 37774

IMPORTANT DIARY DATES

OCTOBER	31st	DesTech	NEC Birmingham
NOVEMBER	2nd	DesTech	NEC Birmingham
	14th	Resource	Doncaster Racecourse
	25th	Educational Roadshow	Lancashire
	26th	Educational Roadshow	Nottinghamshire
	27th	Educational Roadshow	London
	28th	Educational Roadshow	Hampshire
	29th	Educational Roadshow	Mid Glamorgan
DECEMBER	5-8th	Computer Shopper	Wembley
JANUARY	22nd-25th	B.E.T.T.	Barbican Centre

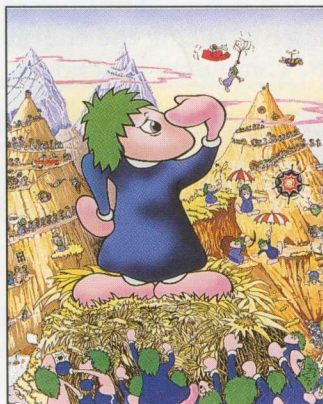


SOFTWARE REVIEW

EMERGING FROM KRISALIS

Lemmings, released by Krisalis, has already been voted the Software industries 'Game of the Year'.

Like their real life namesakes, these cute little creatures have suicidal tendencies. Unlike their namesakes, the computerised Lemmings have a number of skills such as climbing, building bridges and causing explosions, (sadly the blast is self destructive). Their problem is that they cannot take decisions, and that's where the player comes in. There are three levels of play, Fun, Tricky and Taxing, the objective being to



'save' as many as possible from their inevitable demise. "Probably the most addictive game I've ever played", said Pam Turnbull reviewing Lemmings for Acorn User.

Chuck Rock, also from Krisalis, is a cave man in search of true love. The player takes the hero's role - Chuck in his prehistoric journey. Confronted by dinosaurs, hatching pterodactyls, marauding aliens and even bouncing coconuts, Chuck has to use his physical skills of jumping, kicking, hitting and strength to build stepping stones to reach his goal.

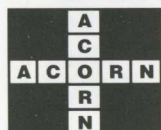
Chuck Rock has a great band, animation and humour.

To order these and talk about other titles call Krisalis on 0709 372290.

SALES NEWS... SALES NEWS... SALES NEWS

Recent mailshots from Tracy include information and details covering the following;

- October 1st: New Products and pricing, ESSC, Price list.
- 7th: Availability dates, New PC Emulator.
- 9th: 0% Finance for Christmas, Home and School.

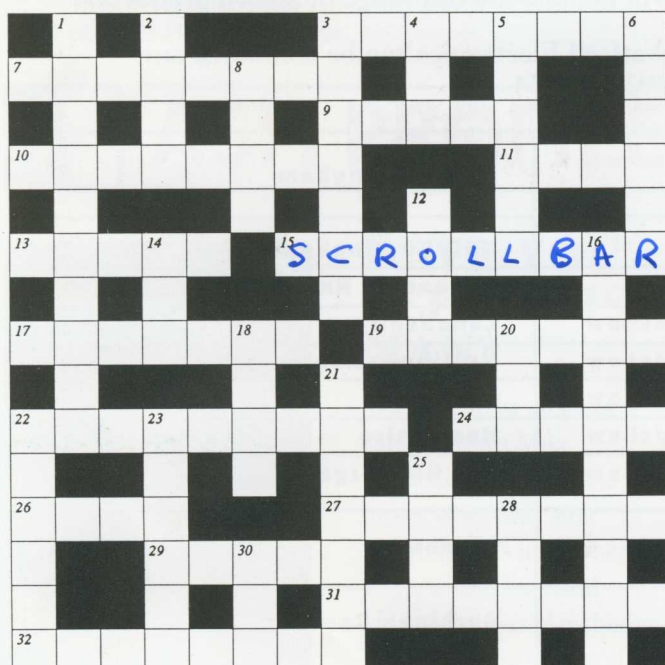


CROSSWORD CORNER

This month our crossword is sponsored by Krisalis Software of Rotherham, Yorkshire. Tony Cavanagh, M.D of Krisalis is generously donating 2 packs of 7 games packages - ideal for Christmas demonstrations! Titles include, Manchester United Europe, Chuck Rock, Lemmings, Mad Professor Mariati, World Championship Boxing Manager, Jahangir Khan World Championship Squash, Manchester United F.C.

So 14 prizes to go for - get your entries in quickly, the draw will be on November 29th. Post your entry to: **Krisalis Crossword, Swifts House, Kimbolton Road, Stow Longa, Cambs, PE18 0TR.** Don't forget to include your name and address.

Winners of Clares Crossword, Edition 1 are as follows:
**Iver Computers Ltd. Iver. Bucks • M.E.C. Ltd. St Annes House. Alderney C.I.
Bounty Computers Ltd, Knebworth Herts • Atomic Computers Ltd, Burnley. Lancashire**
Congratulations, your Clares software prizes are on the way to you.



CLUES

ACROSS

3. Not a desktop Computer (8)
7. It allows software written for one type of computer to run on another (8)
9. Group of eight (5)
10. Desktop C and Assembler module that runs command line programs in the RISC OS desktop (8)
11. Baptismal vessel could be 12 pt Times Roman, for example (4)
13. Company that market the Organiser (5)
15. Use this to view different parts of the contents of a RISC OS window (6,3)
17. The study of living things (7)
19. Small and neat - like a sort of Master? (7)
22. Boundary between computer systems or man and machine (9)
24. Unadorned (5)
26. Large brown seaweed (4)
27. Convert binary 10011 to decimal (8)
29. Large body of seawater (5)
31. Network - ten there (anagram) (8)
32. One applying the thumb screws, bastinado or rack (8)

DOWN

1. Mark made by Computer Concept's word processor? (10)
2. Flat open tart (4)
3. Item manufactured for sale - drop, cut (anagram) (7)
4. Turncoat rodent (3)
5. Cunning (6)
6. Piece of software for preparing text (6)
8. It might be deciduous (4)
12. Turtles may be moved in the classroom with this computer language (4)
14. Winged hooter (3)
16. Acorn computer designed on ancient Greek principle (10)
18. Present (4)
20. Friend with type of TV adaptor (3)
21. Hard ware device that grabs images for computer input (7)
22. Type of printer that squirts coloured dyes (6)
23. Sell abroad (6)
25. Unit of length - 72 points (4)
28. Twist (4)
30. Auditory input organ (3)

© Acorn Computers 1991. All other trademarks acknowledged. All rights reserved. APP 412 CHRISTMAS EDITION NOVEMBER 1991



Acorn Computers Limited
Fulbourn Road, Cherry Hinton
Cambridge CB1 4JN
England

Telephone (0223) 245200
Telex 817875 ACORN G
Fax (0223) 210685