New RISC OS Products

StrongARM Risc PC

* New Models
* New Specifications
* New Testing Process

Risc PC - New Models

* SRP10   Entry level 4M machine
* SRP11   Entry level 4M machine with CD
* SRP15   Top end system 8M DRAM 2M VRAM
* SRP16   Top end system 8M DRAM 2M VRAM with CD

Risc PC
New Specifications

* All Risc PCs now ship with 200MHz StrongARM
  as standard
* 1.2Gbyte hard disc now standard
* 8 speed CD now standard

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Risc PC
New Testing Process

* Production testing has been expanded
* All Risc PC are with a PC card and extra memory
* This is removed before shipment, and the
  system tested again

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The All New A7000+

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A7000+ New Processor

* ARM 7500FE
* 48MHz Processor Clock
* Built-in FPA

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A7000+ New Memory

* EDO DRAM
* 32MHz Memory Bus
* 8Mbyte Standard on board

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A7000+ New Drives

* 1.2Gbyte 1DE Hard Disc
* 8 Speed CD ROM Option

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A7000+ New OS

* Version 3.71
* Faster Task Switching
* Improved TCP/IP stack

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A7000+ New Screen

* 800x600 in 32,000 Colours
* 1024x768 in 256 Colours
* 1280x1024 in 16 colours

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A7000+
Market Positioning

* Entry level RISC OS computer for home and office

* Risc PC standards of performance

* Ideal upgrade from A5000 with FPA

* Bread and butter schools computer

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Into the future

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New RISC OS Products

* StrongARM Risc PC
* New A7000+
* Heavy investment in a new platform

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New Marketing Initiatives

* Broadening the target base
* Target marketing campaigns
* Working with and through dealers

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So What Else Is There?

SOFTWARE

Need exciting new
titles to sell the
hardware

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New Software

* Continued support of existing developer base
* Help existing developers make the most of the
  nc opportunity
* Leverage off Acorn's technology developments

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Nested WIMP

* New core part of RISC OS
* Makes many features far simpler to program
* Basis of the Frames and Tables Browser
* Enable Multi Tasking Replay to work effectively

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RiscCafé

* Acorn's Implementation of Java
* Runs inside and outside browser environment
* Opens door to industry standard computing

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eXtend

* Acorn's new X Windows client (X11R6)
* Gives access to industry standard packages
  running on servers
* Can even run over a modem

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Marketing

* Need a way of pulling everything together
* Provide focus of activity
* Build on and strengthen existing dealer channel

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Existing Titles

* OmniClient II
* C/C++
* Timecode
* QV10 drivers
* etc

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Technology Derived Titles

* Browser
* RiscCafe
* eXtend
* Modem card
* nc upgrade

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External Developments

* Provide Channel to Market

* Powerful branding

* Good QA and support

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AcornSoft Timescales

* Announcement at Wakefield
* New products start shipping July/August
* Additional developments for September

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Summary

* New RISC OS machines
* New Approach to Marketing
* New Market Opportunities
* New Software Opportunities

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Kerri Davies

Product Marketing Manager

Acorn

- Communication with enthusiast **base**
- Specialist advertising
- Promotional deals
- Exhibitions

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- Communication with enthusiast base
- Specialist advertising
- Promotional deals
- Exhibitions

Why had I not heard of these computers before?

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Survey Results
- POS -

- Over 86% of dealers require some type of POS
- 86% of dealers require flyers
- 54% of dealers require posters
- Less than 30% require other POS

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Survey Results
- Awareness -

- 82% of dealers use direct mail to communicate with customers
- 86% of dealers advertise
    - 73% specialist press
    - 46% local press
- 95% of dealer rely on word of mouth to attract new customers

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Direct Mail

- o 85% accept that further communication
- o 58% special offer
- o 50% new product or service
- o 55% new catalogue
- o 76% would respond again
- o 2.47 responses per year

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Survey Results
- Overall -

- 21 % require marketing support
- 16% require point of sale
- 10% require regular communications

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Marketing Plan
- Short Term -

- Option 1
  - Family Software Pack
    - DK Ultimate Human Body & **IMS Reader**
    - Multimedia Textease
    - Artworks

Saving £227 ex VAT

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Marketing Plan
- Short Term -

- Option 2
  - 17" fine grade monitor (AKF93)
    for price of 14" (AKF60)

Saving £135 ex VAT

- Option 3
  - Cannon Bubblejet BJ4100

Saving £249 ex VAT

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Marketing Plan
- Short Term -

• Option 4

  • QV10A Casio Digital Camera

• Saving £320 ex VAT

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Marketing Plan
- Short Term -

• Wakefield show
  • Network Computers
  • A7000+
  • Prototype Portable
  • £200 trade in discount

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Marketing Plan
- Long Term -

• POS on majority of products and promotions
• Direct mail leaflets to generate awareness
• Gain more editorial coverage
• Possible joint marketing campaigns with dealers
• Regular promotions and special offers
• Provide regular information

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