

Acorn times

SPRING 1998

What do Acorn, IBM, Sharp and Key Tronic have in common?

Easy: they have all announced relationships with Citrix.

A fruitful relationship



A fresh bunch of Acorn NCs

Acorn and Citrix, two of the leading proponents of thin-client computing, have come together in a licensing agreement that promises to reduce further the cost and complexity of networked client systems. The first-fruit of the partnership between Acorn and Citrix will be an ultra-thin Windows NC, offering the full functionality and performance of a Windows PC for an ultra-low price.

Citrix's ICA (Independent Computing Architecture) has become the de-facto standard to enable client hardware of all kinds to access business-critical applications running on Microsoft NT Server. ICA separates application logic from the user interface, and executes 100 per cent of the application on the

server. Users see and work only with the application's interface. The ICA network component transports keystrokes, mouse-clicks and screen updates over standard protocols, consuming just 20Kb of network bandwidth.

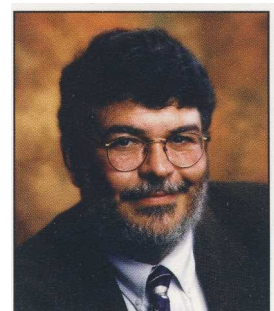
Acorn will port Citrix's ICA to its NC operating system in existing and future network appliances. These will be able to access 32-bit applications on Windows NT servers, and to integrate seamlessly into new and existing mixed environments, from legacy systems to intranets.

This will provide an economical solution for MIS managers' deployment, administration, support and cost-of-ownership problems, without any compromise to end-user performance. The solution will

be equally at home in corporate and low-budget environments like education.

"The industry has recognised for some time that client/server computing has grown too complex to maintain, upgrade and integrate. Systems based on ICA thinclient/server architectures are changing this," said David Lee, MD of the Acorn Group.

"With this agreement with Citrix, Acorn is able to strengthen its commitment to providing low-cost, high-performance networked solutions."



"We are pleased to be involved in Acorn's project to develop the ultimate thin-client device, and are very excited about the opportunities such a device could bring to the market"

EDWARD IACOBUCCI
Chairman and Chief Technical Officer of



Motherboard superior

The successor to the Risc PC incorporates enhanced video and audio features, including faster, more colourful graphics and CD-quality sound.

If you heard rumours of crowd trouble at Acorn World '97, chances are that you were hearing about the desperate hordes trying to get a glimpse of the successor to the Risc PC. Unfortunately, we were only able to show a motherboard for the unit, although we could now satisfy the full desire ...

Code-named Phoebe and aimed at the professional market, the finished article will be several times faster than the current model, with enhanced video and audio features, including faster, more colourful graphics and CD-quality sound. Add a four-card 32-bit PCI bus, and you are able

to use both industry standard expansion cards and existing Risc PC cards.

The driving force behind this mean machine is the fastest StrongARM processor currently available - the 110, with a design capability that allows Phoebe to accept multiple or new StrongARM processors as they become available. In other words, the motherboard simply slides into the chassis without having to be connected to cabling, power supply, cards or drivers - all that is taken care of by a 'riser card' that sits in the middle of the case.

An E-IDE interface is incorporated to allow very fast

transfers from disc to up to four drives, although the ROM-based OS means that it can be run as a discless workstation.

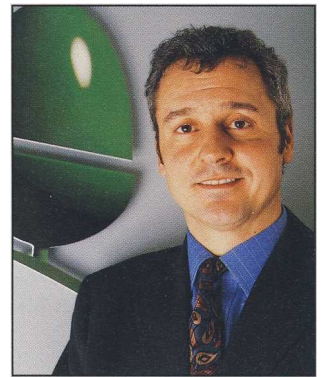
Functioning as a powerful Java station and having many applications within the value added reseller market (in particular, video editing and music composition), Phoebe will offer greatly improved user interface and functionality. Positioned as a high-end workstation-style product, Phoebe will sit alongside an impressive technology portfolio that Acorn is developing this year and will be as greatly loved as the model it supersedes.

**TURNING
UP
THE HEAT**

Acorn's senior management has been further enriched with the appointment of two experienced and respected industry figures. Our new Finance Director is Stan Boland, formerly FD of ICL Sorbus and ICL Financial Services. Graham Dodgson, who joins as Senior Vice President, Sales and Marketing, has a background in technology product development and marketing, and most recently worked as a consultant advising clients on the licensing of interactive technologies to major consumer electronics companies worldwide.

Acorn has reaffirmed its commitment to Digital Interactive TV (DiTV) with the appointment of a new management team drawn from the top echelons of the industry. Acorn has the DiTV market's strongest offering, a range of set-top boxes able to cope with any server and any delivery system - satellite, telephone line or cable.

The team picked to take Acorn's DiTV products into the next millennium includes VP Business Development Manager Andy Mee, formerly Sega's European Marketing Director, Marketing Manager Ben Allen, whose background is in consumer electronics at Matsushita/Panasonic, and Product Manager John Rand from Acorn's set-top box and iTV team.



Graham Dodgson, Senior Vice President, Sales and Marketing



Stan Boland, Finance Director

An educational experience



Acorn technology meets
a demanding specification from Samsung.



When two of the leading suppliers in consumer electronics and educational/games computing get together, the result is bound to be a milestone in edutainment. Thinko, which will hit the Korean market this year, uses Acorn technology to meet a demanding specification from Samsung. The result is a fun consumer device, offering maximum computing functionality for minimum cost.

Thinko is arranged like a picture book that is viewed through a television screen. As you turn the pages, the screens change, each one offering a rich mix of story-based exercises which progressively develop language, mathematical and other skills. Samsung is taking particular care to ensure that only good-quality educational packages will be available for Thinko, never just games.

Thinko offers CD-quality stereo audio and screens based on Acorn's TVCentric™ technology.

Nothing on offer from games console manufacturers looks or sounds like it. Thinko implements a standard Acorn expansion bus in addition to an RS232 port that enables it to be networked or connected to a modem or printer, and is driven by the low-cost, but powerful, Cirrus 7500FE processor produced by ARM.

Acorn and Samsung first discussed Thinko at Acorn World 1996. Since then, Acorn's Japanese agents, MP Technology, specified the tablet and pen, and designed the keypad and casing. Acorn's contributions were the

main processor board design and shoe-horning our powerful operating system into the smallest possible ROM.

Thinko is now ideally placed to break into other markets around the world. Ultimately, it could be used as a purely educational tool: networked in language laboratories, for example. With nearly two decades' experience of educational computing, and an unrivalled resource of educational packages, Acorn is the ideal partner for this market.

SAMSUNG



At COM Japan, the most widely supported of Japan's IT trade shows, Acorn shared the DTI's Action Japan stand with six other British companies. "Britain has an image as the land of tea and bowler hats, so visitors were surprised at the high levels of technology they saw," said Philip Thacker, the DTI's export promoter for Japan.

Acorn's set-top boxes were of particular interest, he says, and Acorn received visits from many of the world's biggest television manufacturers. "They came to look, and favourable impressions were made."

"Although we try to promote UK technology in other ways, a show like COM Japan gives us an opportunity to get out and meet people, and show them our products in the flesh."

Postcard from



The show's a kind of catalyst to crystallise people's vague ideas about UK technology"

Following the show, a Web site has been set up to provide news of the UK's high-tech products. Acorn has featured prominently. Philip Thacker, who is on secondment to the DTI from Dialog, one of the world's largest suppliers of online information, adds: "I like to pick winners and, in my view, Acorn is a winner."



Full house in Las Vegas

Las Vegas USA recently hosted Fall Comdex '97 and Consumer Electronics Show '98, trade shows that collectively pull an influential audience from the worldwide corporate and consumer electronics markets. On both occasions, Acorn presented its technology in partnership with Digital Semiconductors. Acorn provided demonstrations of current and future operating system technology and application software. Digital Semiconductors showed both current and future StrongARM-based processors.

In particular, Acorn presented its coNCord Network Computer which contains a Digital Semiconductors SA110 processor, Acorn RISC OS, browser and plug-ins such as Java. Looking to the future, Acorn and Digital presented technology that provides exciting solutions for future multimedia applications such as Digital Interactive TV.

Acorn and Digital are now following up an excellent set of demonstrations and are in detailed discussions with potential customers around the world.

Dates for your diary

19-25 MARCH 1998

CeBIT

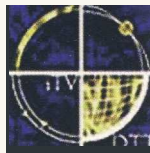
Hannover, Germany
The World Business Centre for Office, Information and Telecommunications Technology <http://www.messe.de/cb98>



18-20 MAY 1998

CABLE & SATELLITE '98

Earls Court 2, London, UK
Come and visit Acorn's stand at Europe's leading broadcast & communications event <http://www.cabsat.co.uk>



Contact details

Contact us:

Marketing Team, Acorn Group plc Tel: +44 (0)1223 725000
email: marketing-team@acorn.com

Agents in Asia:

L R Huang, Lumax Technology Inc., TAIWAN
Tel: +88 6 22788 3656 <http://www.lumax.com.tw>

Masuo Yoshimoto, MP Technology Inc., JAPAN
Tel: +81 3 3358 9800 <http://www.mpotech.co.jp>

Henry Kim, Conhan Co Ltd, KOREA
Tel: +82 2 3444 2328 <http://www.conhan.co.kr>

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