



Case Study Information

April 1995

*Please see 'Case Studies' in the Newsletter.
Then, if you can help, please fill in as much
of this form as possible.*

1. YOUR DETAILS

Name _____
 Address _____

 Postcode _____
 Telephone _____
 e-mail _____
 Clan Number _____

2. WHY IS YOUR STORY INTERESTING?

3. BRIEF SUMMARY OF OVERALL STORY/NEWS

4. DETAILED INFORMATION

a) Subject: What is the story/news about? (please attach separate sheets if appropriate)

b) Organisation: Which organisations/individuals are involved?

Contact name	Organisation	Telephone
1. _____	_____	_____
2. _____	_____	_____

Will the contacts be able to provide a usable quote? YES or NO



c) Advantages:

i) What is new or different in the story?

ii) What does it offer over solutions on other platforms?

d) Products/Applications:

i) What are the uses? Who are the users?

ii) How is the product being positioned? What are the key messages?

f) Details: (please attach separate sheets if appropriate)

5. CONTACT DETAILS

i) Who should the **PUBLIC** contact for more information?

Contact name	Organisation	Telephone
1.		
2.		

ii) Who should the **PRESS** contact for more information?

Contact name	Organisation	Telephone
1.		
2.		

6. OTHER INFORMATION

Please return this form to:

Clan Acorn
Acorn Computers Limited
Acorn House
Vision Park
Histon
Cambridge
CB4 4AE

**or e-mail clan@acorn.co.uk
or fax 01223 254522.**