



Our ref:
Your ref:

3rd September 1993

Acorn Computers Limited
Acorn House
Vision Park, Histon
Cambridge CB4 4AE
England
Telephone 0223 254254
Fax No 0223 254262

Dear Developer,

Direct Dial 0223 254215

Acorn in the Consumer Market

I am very pleased to be able to tell you that, as part of Acorn's major push into the consumer market, we will be announcing three exciting new consumer bundles together with aggressive pricing (starting at only £399 inc. VAT) at "Planet Hollywood" in London on September 9th. Shortly after that, you will start to see national press advertising for Acorn, and promotion of a video, "The Home Computer Minefield" which clearly demonstrates that Acorn is an ideal choice for a computer at home. Much of the reason for that is the range and quality of software and hardware that you have produced for our products.

The push that Acorn is making into this market represents an opportunity for many different developers. As well as entertainment and personal productivity products, many of the titles that have sold well into the education market are also appropriate for the home. Purchasers of our new products do, however, need to be made aware of what software is available. We are seeking to address this in three ways:

Firstly, Acorn User, Archimedes World and Acorn Computing are all making offers to purchasers of these new packs. Acorn User will offer a free copy of the magazine on request, starting with the November issue, and both Archimedes World and Acorn Computing will be making subscription offers. Advertising in these publications may well bring your products to a wider audience. If this interests you I must urge you to act quickly, as copy dates will soon be upon us.

Secondly, we will be organising a mailing to new customers who register their purchases. We would like to send relevant literature from software houses as part of this mailing. If you would like your literature to be part of this mailing, please send one sample copy to me, as soon as possible. We will make a small charge for this to cover costs, although it would be significantly cheaper than mailing your own literature.

Finally, we are assisting dealers and retail outlets to display a range of software and we have, as you probably know, established additional distribution capacity to provide the dealers with fast access to the range of software available, and you with a choice of distributors through whom to deal, if you wish.

I mentioned new pricing above, and I should tell you that it runs across all products. Sue Wall is, of course, preparing a new Developers' Price List, which will be sent to you shortly.

In conclusion, I'd like to wish you all the best with your sales in the consumer market. The busiest time of year is approaching fast, and I firmly believe that this is an opportunity for you to develop your markets.

Yours faithfully,

Alastair France
Development Manager, Consumer



Registered Office Acorn Computers Limited
Acorn House, Vision Park, Histon Cambridge
CB4 4AE, England
Registered No 1403810
VAT No. GB 432 2094 84