



6 July 1994

Acorn Computers Limited  
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**Reference : Acorn launches new operational division - Online Media.**

Dear Developer,

Acorn is pleased to announce a new operating division within the Acorn Computer Group. The new division, Online Media will develop a range of products and services to exploit the emerging interactive multimedia market place.

Initially Online Media will pursue the design and sale of set top boxes. It is likely that these will be sold to major service carriers and their preferred system contractors. The set top box design, or components they contain, will also be licensed and, over time, Online Media will develop other products relevant to the broader marketplace. These will include authoring software for providing services on set top devices, services to support the creation of new applications, and the provision of an interactive service to support education in the home and school. The latter will clearly build upon Acorn's educational expertise.

Acorn Computers Ltd (ACL) will continue to focus on selling computers to its traditional markets of education, consumer and professional purchasers in the UK and overseas. Online Media will be symbiotic with ACL, sharing ideas, expertise and technology. Online Media will provide ACL with significant product enhancements such as a run time environment and interfacing cards to allow its computer systems to be connected to the interactive services. The product benefits for Acorn Computers Limited are expected to include, for example, multimedia authoring tools, MPEG video software and a range of enhanced network service protocols. In addition Acorn will be able to offer set top boxes to its own customers, benefit from a wider use of Acorn architectures and have access to more software applications.

I hope that you will agree this is an exciting opportunity for Acorn and I have attached a copy of the press release that we issued on the 6th July 1994.

Yours faithfully

A handwritten signature in black ink that reads "Sue Wall".

Mrs Sue Wall  
Technical Support Manager



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