News From Acorn. Computers

Acorn World '93.
Acorn's Biggest Ever Show

Acorn World '93, the largest ever exhibition for the Acorn community and sponsored this year by BBC Acorn User, breaks new ground as it illustrates the breadth and diversity not only of Acorn's own activities but those of its associated partners in the Acorn world at large.

The show, for the first time organised by Acorn itself, acknowledges Acorn's steady growth during the recent years, despite turbulent market conditions, and demonstrates Acorn's continued commitment to develop and deliver innovative technology solutions to its selected market niches. The exhibition includes major feature areas representing Acorn's business activities in all its key markets. Besides highlighting Acorn's established leading position in the UK education and special needs sectors, the show encapsulates Acorn's ability to provide solutions based on leading-edge technology to the professional publishing, consumer and international markets.

Whilst Acorn is entirely serious in its intention to leave visitors, whether veteran Acorn enthusiasts or first-time novices, with a lasting impression of the quality, range and sheer excitement of its product portfolio, it is equally committed to ensuring that, above all, the show should be *fun* for everyone. With children's entertainers, a games arcade, competitions, a laser light show, free software and a full programme of theatre presentations exploring a broad spectrum of technology-related topics, Acorn World '93 has something to offer every visitor of every age, whether there in a professional or leisure capacity.

With over 100 third parties taking stands at the exhibition, Acorn World '93 is demonstrable proof that working partnerships are at the heart of the Acorn philosophy. Many of Acorn's partners at the show have worked with the company since its early days well over a decade ago; other partnerships have emerged as Acorn's business has grown, and this year the fruits of new relationships with major names such as Kodak, Psion and AB Dick are on display.

Sam Wauchope, Managing Director of Acorn Computers, summarises what Acorn hopes to achieve at the show: "With Acorn World '93, we have set out to capture the very essence of what Acorn is today: how we have evolved, what we are now, and just a taste of where technology might be taking us tomorrow.

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Besides this, networking and communication boundaries are fast disappearing too: As the overlap between computer technologies and telecommunications widens, the Acorn Gallery explores how the potential of IT is already being exploited in areas such as video conferencing to change our lives in business and at home:

Finally, the Gallery aims the spotlight on a selection of current electronic product case designs from Cambridge Product Design Limited, who have worked in partnership with Acorn since the early days of the BBC Model B: The display illustrates examples of modern, cutting edge ergonomic design and presents a number of possible images for high technology in the not so distant future::.

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