



26th May 1998

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Dear Acorn Dealer,

Following the Dealer day in Cambridge you should now have received documentation informing you of the dealer banding you have been assigned, your new Acorn account number, along with price lists and sales targets. If you have not received some or any of these, please let me know.

Since the dealer re-organisation and banding, Acorn have established a dedicated end user help line. The intention is to free you and Acorn from some of the more routine enquiries and to create a central resource for certain new information. The new telephone number is **:0990 168790**. Although this number is directed to an external company, callers will perceive this resource as Acorn.

**Please note this resource is for the benefit of Acorn, Acorn Dealers and Acorn customers and therefore is intended for the support of Acorn produced products only.**

Current dealer resources such as the dealer direct support line (tel: **01223 725921**) and the WWW area (<http://www.art.acorn.co.uk/SALES/DEALERS/PRIVATE/>) are not effected and due to the removal of some workload it is intended that these resources will be enhanced.

The dealer direct support telephone number remains for dealers **only** and end user customers are not to be given this number. It is Acorn's hope that this new customer support line will not in any way discourage dealers from providing follow up after sales support to \*their own\* customers and furthermore it should be borne in mind that every call is a potential selling opportunity.

Enclosed with this letter is information about Phoebe 2100, our replacement for the current Risc PC, a customer advance order form can be found on the back page. Orders are to be made through the dealer channels in the normal way and require a deposit of £100 inc VAT from the customer. Please forward these orders to Acorn, and we will charge £100 inc VAT less your dealer discount on the band A4. Customers will be sent a letter from Acorn confirming their order and position in the queue.

I announced at the dealer day a minimum order level of £300 ex VAT for all sales through the Workstations department. If you place any orders that fall below this, we will add a charge of £10 to cover administration and carriage costs. Orders over £300 ex VAT **will not** be subject to this charge. This is separate to the Spares department and any combined orders will be split before processing.

**The following product has been replaced:**

SRP20 - replaced with SRP20a - New 1.7GB HDD Available NOW

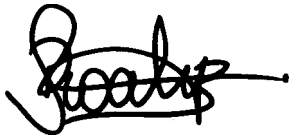
**Listed below are new products being released:**

SRP41 - J233 JAVA Risc PC Available NOW

*The SRP41 will contain a free internal 28.8k modem (ONLY while stock last)*

Enclosed with this letter is a new matrix for calculating your dealer buy price. Added to this matrix is a column for Demo pricing. Dealers are allowed to purchase 4 demo units per calendar year. The demo application form can be found on the Dealer WWW resource site or from the dealer sales desk.

Kind Regards

A handwritten signature in black ink, appearing to read 'Scoates', with a long horizontal flourish extending to the right.

Russell Scoates  
UK Dealer Sales Executive