9th August 1995

Paul Middleton
Uniqueway
42 Crwys Road
Cardiff
South Glamorgan
CF2 4NN

Dear Mr Middleton

Enclosed are the details of the requirements and offer for the Acorn Centers of Technology scheme. Please read it carefully, and if you agree to meet the terms the sign and return the form at the end of this letter to indicate your acceptance.

Summary of the scheme:
This proposal is to identify and work with a select group of dealers to effectively support the enthusiast customer base. The dealers would be registered as "Acorn Centres of Technology". They will be promoted as the best point of contact for enthusiasts, and would feature in promotions and would receive referrals from us, and offer a showroom capability. They will also receive an notional allowance of £25 for each Risc PC sold which we can put towards marketing activity

Dealers must meet the requirements outlined below, and if they sign up to become Acorn Centers of Technology they will be able to take advantage of the offers outlined in the offers section.

This scheme will evolve over time and Acorn reserve the right to vary both the offer and requirements at any time. In addition if a dealer fails to meet the requirements then Acorn reserve the right to remove the Center of Technology designation. Acorn reserves the right to terminate the scheme after a reasonable notice period.

Requirements of participation in the scheme

Upgrades and software
Much of the centres of technology revenue will come from selling third party add ons and software. Centres of technology must therefore be able to sell a range of add ons and software from a variety of suppliers. They must also be able to help the end users to add these products to their system.

In depth knowledge of the products to support non standard systems
It is important that Clan members feel that they are dealing with someone who knows what they are talking about, and shares a similar enthusiasm for Acorn products to them. In particular this knowledge base should include knowledge of the compatibility issues relating to upgrades and 3rd party add on products, both for the current and older models

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Business premises

In the survey 67% of enthusiasts said that they had visited a showroom in the last year. Showrooms are important since apart from shows they are often the only places where enthusiasts can see what they will be getting before they buy it. The enthusiast dealers should offer this facility, and in addition must operate from commercial premises. This location must be promoted, and must have the latest equipment available for demonstration. It is not necessary to have one of each product that we sell, but the Centre of Technology must always have the latest top of the range model available at the moment this means a 10MB Risc PC 700, and would enable then to demonstrate their capabilities in expanding the system.

Support/Sales line

The centres of technology must commit to maintaining a customer service line (note this can be the same as the sales line) for a minimum of 8 hours continuously per day during the week, and a minimum of 4 hours at the weekend. It does not have to be 9 to 5, it could be for example 12 to 8, but whatever is decided, the times must be simple, clear, and published and promoted to the enthusiasts.

Attitude

To maintain our support for the enthusiasts the Centers of Technology must to commit to continue to respond to reasonable enquiries from enthusiasts, even if they did not buy from that dealer in first place.

Advertising and direct mail

Maintaining a steady flow of information to the marketplace is vital to maintaining the loyalty of existing enthusiasts and recruiting new ones. The Centres of technology must therefore commit to spending a reasonable amount of advertising and promotion over the year. This should average out to a minimum of £500 per month, but could be a lot higher. Each centre should decide on its positioning in terms of product and service speciality, and then promote this.

Trade shows

Centres of technology will become the primary point of contact for enthusiasts, they must therefore exhibit at the Acorn World show.

Seminars

In order to keep the existing users up to date with the latest developments in products form Acorn and the third parties, Centres of technology should arrange Seminars for the enthusiasts in the geographical areas that they wish to target, this can take the form of local user groups, presentations in the showroom, or formal seminars. Acorn will support these by providing speakers for the messages about our products, but these seminars should also include presentations about other third parties.

Email

In order to facilitate the free flow of information between Acorn and the Centres of technology, all will be required to have access to email and the www. This will make it easier to pass on enquiries and queries, and will further help to integrate the dealers with Acorn.

Credit worthiness

The centres of technology should have an adequate credit rating with Acorn.

The Offer from Acorn to the Centers of Technology

Marketing Assistance

In addition to all the other support activities, at the end of each month Acorn will set aside £25 per Risc PC 600 or 700 bought by a Centre of Technology irrespective of which type of incentive it was sold with. This fund will then be made available to pay for marketing activities requested by the dealer. These would include advertising, direct mail shots, etc. Acorn will hold this fund and pay for the activities on behalf of the Center of Technologies.

Identified as Acorn Centres of Technology

This will have a logo, and will be announced to the press. Acorn will ensure that we point potential enthusiast customers to the these dealers in preference to others, and will provide point of sale material to the help identify the Centers of Technology.

Free www pages on Acorn's server

Acorn will provide disc space on the our webserver for the Centres of Technology free of charge. This will help to steer enthusiasts to the Centres of technology. Similar space from say pipex would cost £800 per year. While the Centres of Technology would responsible for the content of the pages Acorn reserves the right to . Since all Centres of Technology will have email accounts Acorn can support forms for users on the web to fill in and mail directly to ask for more details about the products and services that the Centre of Technology offer.

Free access to include information in Acorn mailings to the Clan

We will include appropriate literature from any of the Centres of Technology in with mailings to the Clan. The dealers pay for the printing, and we will pay for the postage of lightweight information. We will not release the Clan membership to the dealers, and reserve the right to refuse to send information if Acorn does not feel that it is appropriate.

Close working relationship with Acorn

Will receive referrals from customer services, and the clan administration. When we receive requests from enthusiasts, for advice or product information.

Acorn World show

Centres of technology will identified at the show, and we will publish their details in the show guide. In addition they will have the opportunity to have a representative for some of the time in the Clan area on the Acorn stand. This will give them the opportunity to win over enthusiasts to their dealership, and will give them access to demonstrating their capabilities on the latest equipment on the Acorn stand. The schedule for who is supporting the Clan area and when will be published before and during the event.
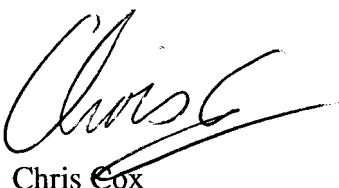
PR

Where appropriate the Centres of Technology will feature in our public relations activity, and we will brief our agency to this end. In particular we will work to build the profile of the Centres of Technology both in the Acorn press, and in the wider PC press and other media.

Upgrades and free software

We currently use Acorn Direct for a variety of different operations. Many of these can be passed to the Centres of technology free of charge for them to distribute when they have a requirement, and charge for if they want to. In particular software upgrades such as the latest version of !printers and ARM710 cards, or the FileCore beta could be made available only through these centres for end users. Again this will have the effect of promoting them above the other dealers, and increase their perceived ability to support the enthusiasts.

Yours sincerely

Chris Cox
Enthusiasts Sales and Marketing Manager

I would like to participate in the Centers of Technology scheme, and agree to meet the requirements as set out in the letter dated 8th August 1995,

Signed

Date:

Name:

Position:

On behalf of: