

SALES NEWS Issue 101

21st April 1994

RISC PC Launch detail correction

Risc PC

The launch of the Risc PC has been very successful with a series of presentations to VIPs, Press, Dealers, Acorn in Education Centres, Independent Software Vendors and developers, culminating in presentations to 700-plus Acorn enthusiasts last Saturday. The response to the launch has been very positive indeed and a high demand for the product has already been created.

It is obviously important to build on the success of the launch and so we are advising you now of the planned delivery schedule. Production of Risc PC 600 for May has yet to be confirmed but the target is 960 machines; the plan for June is 2800. We will attempt to allocate product on a fair basis while orders exceed supply and it is planned to provide all Dealers and AECs with machines to show their customers by the end of April. We know that you will agree that during this vital period it is important that we keep our customers fully informed.

Risc PC datasheet 8

We have a great opportunity with Risc PC to exceed sales targets and sell into new markets. In the rush to produce all the literature for the launch we have discovered an error on Data-sheet 8 contained in the Risc PC literature. To clarify, the PC card upgrade is Windows capable and includes DR DOS. It does not include Windows as stated on the data-sheet. We apologise for any confusion this may have caused.

Harrogate Show

In view of the production ramp-up we will not be providing Risc PC for re-sale to customers at the Spring Acorn User Show. However, Dealers and ISVs attending the show will have machines to demonstrate.

User News

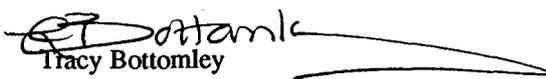
User News issue number 4 contains an advertisement from Norwich Computer Services offering ARM700 upgrades free of charge. Acorn wishes it to be known that this offer is made entirely by Norwich Computer Services and is in no way in partnership with Acorn Computers. This advertisement was accepted and printed by the agency which Acorn commissioned to produce the magazine and due to the pressures of the Risc PC launch we regret that it escaped our attention. However, Norwich Computer Services' own advertising literature indicates that it will supply free ARM700 upgrades only to the first 30 purchasers of a Risc PC and so it is not likely to cause serious disruption to Acorn's dealer sales.

PC card

The Risc PC card is not available until Q4. For the first three months of the product's release. Dealers and customers will be able to purchase @ £99 ex VAT (no discounts apply). Thereafter, customers may purchase the PC card with a Risc PC computer @ £99 but when purchased separately the price will be £199 and your normal discount will apply.

Acorn cannot accept orders for the PC Card until Q4. Therefore all orders placed with us for ACA42 are hereby cancelled. We will contact you as soon as the card becomes available so that you can start to place your orders nearer the time. We apologise for any inconvenience caused.

Yours faithfully


Tracy Bottomley
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