

# SALES NEWS Issue 87

19th November 1993

Dear Dealers

## CHRISTMAS CONSUMER CAMPAIGN

Phase II of our Christmas consumer campaign has now started and you will be receiving sales leads from this.

In this phase, games, personal productivity and education are all explored in a different manner.

The excellent range of GAMES is demonstrated by the inclusion of the Acorn User Games Supplement, as supplied with the December issue of Acorn User.

The EDUCATION strand is well supported by the 'Computers in Education a guide for Parents' video, produced by Acorn in co-operation with the Sunday Times.

The PERSONAL PRODUCTIVITY angle is being demonstrated by the inclusion of the rolling demonstration disc for 'Advance' - Acorn's integrated productivity suite.

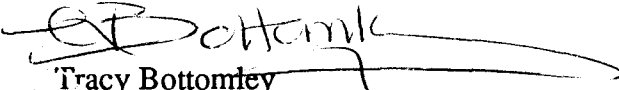
Take full advantage of the A3010 rolling DEMONSTRATION disc with the demonstration versions of Startwrite, Chuck Rock and Zool.

There is also a response driven COMPETITION which requires customers to see this demonstration so do mention it in all your letters and calls to prospects.

NB the rolling demonstration for 'Advance' - this demonstration includes the curriculum based examples (principally weather and climate information) which are not present in the version of 'Advance' supplied with the Learning Curve Pack. Please ensure that your customers are aware of this at the time of purchase.

Please find enclosed the above mentioned items.

Yours faithfully

  
Tracy Bottomley  
Sales Desk Supervisor

Acorn 