

Clan Newsletter

January 1997



Welcome to the first Clan Newsletter of '97. In this month's issue we have some information on how Acorn is developing its Technology Licensing business, together with some information on the NetStation and its future possible variants.

By popular demand, we have included a special Clan offer on our C/C++ development environment and Programmers Reference Manuals which will help any application developers to improve their productivity.

Technology Licensing

The last few months have been a fantastic period for Acorn Risc Technology with many new licences being signed, unfortunately most of these are commercially confidential, therefore our customers do not want us to talk about them. There is an increasing awareness of how good Acorn's technology is. This is fuelled by our presence at shows such as the Consumer Electronics Show in Las Vegas at the beginning of January. This was in conjunction with the most recently announced partner, Dallas based Curtis Mathes, for whom Acorn's technology will be used in some of their newest consumer and entertainment products. The decision to work with Acorn is indicative of Curtis Mathes' commitment to providing state of the art electronics.

"By choosing Acorn's RISC-based technologies, we have ensured that our products will perform with the superior graphics and features demanded by today's consumers," said Curtis Mathes CEO Patrick A. Custer. "We are convinced that working with Acorn will allow us to accommodate our need for greater expandability in the future to keep our products at the cutting edge."

"Acorn is recognised as a technology leader and is working with major players around the globe. The company has the lowest cost and best power consumption technologies in its market." Custer said. "This, coupled with the wealth of software and hardware expertise, including TV technology, was another major influence in our decision." Peter Bondar, Director of Acorn Risc Technologies, a division of Acorn Computer Group plc said, "This is another example of a major company investing in the use of Acorn technology. Curtis Mathes came to us to provide a range of technologies because they were aware of our flexibility and experience in this market. We were very quickly able to provide a solution for their market requirement proving again Acorn's ability to allow a customer a real-time-to-market advantage."

Curtis Mathes' UniView set-top products plug into any standard TV and provide consumers with a host of useful features including Internet access, TV programme listings, VCR programming, parental controls, telephony, e-mail, fax, and caller ID, among others. Initial set-top versions will retail for less than \$400; UniView devices will also be integrated into a line of Curtis Mathes premier television sets.

As a result of this and all the other technology deals that are being done, Acorn is continuously seeking to recruit more excellent engineers to enable us to deliver, develop and extend our technology base even further. In fact there are now more engineers working on RISC OS and its derivative products than ever before.

 CLAN



New Clan Logo

Each of Acorn's divisions spent last year establishing their identity and business direction. Now, with the increasing success of the licensing business and the establishment of Acorn as one of the leading players in the network computer market, we will be building on the Acorn name and brand. As a result we have developed the Clan logo to make sure that it builds on the main Acorn brand.

Acorn is also producing a range of merchandise including new polo shirts and sweatshirts that carry the Acorn logo in a reasonably discreet way. These will be available through Acorn dealers in the coming weeks.

NetStation

In the next few weeks Acorn NetStation will become available through the Acorn Centres of Technology and Acorn dealers. The specification for the first product is shown on the Acorn NetStation datasheet enclosed, with the initial deliverable products being the Modem and Ethernet variants. Full details of pricing and the service that will be included with the Acorn NetStation will be posted on the Acorn Website, <http://www.acorn.co.uk/> and will be covered in the Acorn press in the normal way.

Additionally, you will see a couple of other datasheets enclosed with this pack. These relate to the technologies that Acorn Risc Technologies is seeking to licence, to maximise the penetration of the Acorn technology in the burgeoning Network Computer marketplace. This should give you some indication of the possible ways in which this marketplace may develop in the near future.

For Your Diary

Following the fantastic success of last years Wakefield Show, preparations for this years show are well in hand. Make a note in your 1997 diary, if you haven't already, Saturday/Sunday 17/18 May. More details in the April Newsletter.

CASIO QV-10 Digital Camera

Open up your computer's eyes and a whole world of imaging potential with the brilliant Casio QV-10 Digital Camera. It is available now through your Centre of Technology and Acorn dealer. The Casio QV-10 comes complete with an Acorn connection kit and software, to run with RISC OS 3.1 and above, using the serial port for connection. A full specification is shown on the enclosed brochure. The cost of the Camera, including connection kit and software is £410:00 including VAT.

GOOD NEWS, TRADE-IN DEAL CONTINUES

Due to the success you made of the Clan Christmas Bonanza, the Trade-In deal continues until 30 March 1997, (assuming Acorn Dealers can accommodate all the old junk). You can save £200 when you buy any Risc PC, trading in your old computer and joining Clan Acorn, (if you are not already a member).

