

News From Acorn Computers

Release Date 29th October 1993

Acorn Celebrates Past, Present and Future in the Acorn Gallery

The Acorn Gallery offers visitors to Acorn World '93 the opportunity to view IT today from a rather unusual perspective. The Gallery presents an R&D snapshot of the Acorn environment, positioning seven key aspects of technology in a broad chronological framework of what has been, what is, and what might be.

Acknowledging that new developments sometimes find practical applications which no-one could have possibly foreseen, the display by no means represents a definitive line up of the next generation of Acorn products and applications; rather, it celebrates just how far Acorn has come and probes the potential of new technologies in the context of graphics, environmental issues, information presentation, sound, miniaturisation, networking and design.

The graphics feature illustrates the significance of Acorn's hardware in influencing the direction of computer graphics, from the very first low cost, mass market home computer from Acorn - with colour and sound built in as standard - right through to the manipulation of 24 bit per pixel images.

When it comes to being green, Acorn goes further than its logo, as the Gallery exemplifies with the exploration of how environmental issues impact technology and business. Recycling packaging, products and paper as well as eliminating toxic chemicals are just a few of the green priorities for Acorn.

Technologies have evolved not just visually but audibly, as visitors can hear when they listen to the original electronic 'beep' of Acorn's early micros and then compare it with the full 16 bit CD sound quality of today's personal computers which are capable of bringing the clarity and immediacy of symphonic tones and timbres right into the home.

The information presentation display highlights how the representation and communication of ideas is moving away from a simple matter of raw text towards sophisticated multimedia technologies, incorporating pictures, text, sound and ultimately building in opportunities for user interaction.

Smaller is juicier in the world of technology as well, as is demonstrated by the fact that as boards and chips have become more and more compact, so their power, energy efficiency, and consequently portability has increased way beyond any expectations:



"I believe the show truly reflects Acorn's reputation for quality and innovation and will demonstrate to all who visit Wembley this weekend that Acorn and its partners together can make a difference by harnessing the latest technologies to produce effective solutions which meet the needs of our diverse target markets:"

Ends

For further information, contact:

Hilary Bassant
Press and PR Officer
Acorn Computers Limited
Tel: 0223 254287