

Give Your Child a Head Start

- Acorn launches Early Years computer package -

Acorn Computers, the leading supplier of computers to UK education, has launched Early Years, a new package which is part of the Learning Curve product range, especially developed to give children a head start with learning and technology: The £499 (inc VAT) computer package is designed as a fun and creative introduction to computers for young children, supporting their development and education both before school and during Key Stages 1 and 2.

Developed by Acorn's education specialists to enable parents to start their children exploring and using technology at an early age, Early Years will stimulate children's minds and encourage their creativity:

Peter Talbot, General Manager UK Education at Acorn Computers, comments: "More and more parents are buying computers for their children and realising how a computer at home can engage both their child's mind as well as their sense of fun: With Early Years, parents can ensure they are buying a quality package as used in schools across the country: Early Years is a vital tool to support their child's learning, offering support and continuity between home and school."

Early Years consists of a selection of innovative software programs for young children which are available on the range of computers from Acorn, the IT supplier to 9 out of 10 schools in this country: The programs include: Talking Start-Write, a talking word processor which speaks the words written on the screen; talking books such as "Doris the Dotty Dog" to help children learn to read; painting resources packages; maths and educational 'look and learn' type exploration games, such as "Flossy the Frog" and "Mouse in Holland". The total value of the Early Years software if each package were bought separately is over £200.

Talbot continues: "Children are now using computers regularly in the classroom and it is only natural that parents will want to support their child's learning in the home. We expect substantial take-up of Early Years in the next few months as parents consider it as an educational yet fun Christmas present for their children."

Early Years is available from local Acorn dealers with the following hardware configurations at the following prices:

A3010 (2MB) Early Years (monitor not included)	£499
A3010 Early Years System	£799
A4000 Early Years System	£1099
Risc PC Early Years System	from £1499

All prices include VAT.

Founded in 1978, with 1993 revenues of £54.3m, Acorn Computers is the premier supplier of IT solutions to UK education and has been the leading provider of 32-bit RISC based personal computers since 1987. Acorn works closely with a strong community of industry partners, users and software developers to provide innovative technology solutions for the education, consumer, publishing and international markets.

The Acorn Computer Group is a holding company for Acorn Computers Limited, Acorn Australia, Acorn New Zealand, Acorn GmbH and Online Media. Acorn Computer Group owns 43% of Advanced RISC Machines Ltd. Online Media, a division of the Acorn Computer Group, was launched in 1994 with the mission to design world class, interactive multimedia products.

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For further press information, please contact:

Frank Burdett	or	Sally Mortimore
Acorn Computers		Text 100
Tel: 0223 254254		Tel: 081 242 4172