

News from Acorn Computers

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Acorn Withdraws Promotional Consumer Video

Acorn Computers has withdrawn its promotional consumer video entitled 'The Home Computer Minefield'.

Acorn Computers did not contest last week's court ruling following a complaint by Commodore UK, and took a voluntary decision to withdraw the video and to write to all consumers who responded to its home computer advertisements. The court looked favourably on undertakings given by Acorn and as a result did not feel it necessary to make a new order.

Mike O'Riordan, Sales and Marketing Director of Acorn Computers, feels the company's voluntary action to withdraw the video vindicates its claim that it did not intend to 'knock the competition'. "The purpose of the video was always to guide the consumer through the process of purchasing a computer for the home" said O'Riordan: We believe the Acorn range is better for the home consumer particularly in the home education area where we draw on our strengths as the leading supplier to UK education".

"Acorn decided not to contest the ruling at the second hearing simply because we do not wish to enter into a protracted legal argument with Commodore," added O'Riordan. "It is not productive at this time of year. We are now rolling out Phase II of our planned campaign for 1993".

The second part of the promotion will include a new video which is a detailed guide for parents on the educational use of computers. This video will also be sent free of charge to every consumer who responds to Acorn's home computer advertisements.



Founded in 1978, with 1992 revenues of £48.2m, Acorn Computers has become one of the UK's leading providers of personal computer products to the consumer and education sectors. The powerful and innovative consumer product range, made up of the Archimedes range of computers, is based on the RISC OS operating system and uses technology based on the ARM 32-bit RISC chip. With over 2,500 games, education, entertainment and business software titles available for the Acorn, the Archimedes provides the ideal solution for home computing. Acorn Computers Limited is part of the Acorn Computer Group plc, which went public on the USM in 1983.

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