

SALES NEWS Issue 75

29th June 1993

Dear Dealer

Acorn Pocket Book Summer Promotion

The Acorn Pocket Book (AHB03) is now being promoted at £50 off the RRP in our Summer Promotional Campaign. The promotional price will be £199.95 including VAT. There also a promotional price of £1,699.50 excluding VAT for the Class Pack (AHB10). The start date is 29th June 1993.

Both of the above promotional prices continue until the 30th September 1993.

New Diary Application = Schedule

The Acorn Schedule, which is a Diary Application for the Pocket Book, will be available mid August and will come on an SSD ROM Card which slots into one of the drive bays of the Pocket Book.

The Acorn Schedule includes Diary, Personal Organiser, Calendar and Time Table functions and will sell at £49.95 including VAT, product code AHA42.

Introductory offer, until 30th September 1993 Acorn Schedule will be priced at £19.95 including VAT.

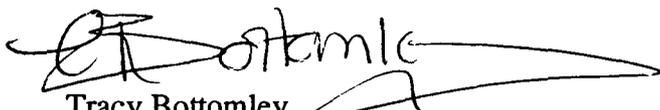
The Class Pack of 11 Acorn Schedule SSD ROMS will cost £199.95 including VAT, product code AKA 11.

Normal Dealer discounts apply on all of the above promotional prices.

Floating Point Accelerator

The above product will be available next week and will retail at £99 excluding VAT. Please submit your orders quoting product code, ALA23. Normal discounts apply.

Yours faithfully


Tracy Bottomley
Tele-Sales Supervisor

Acorn 

News from Acorn Computers

Release Date 25th June 1993

Acorn Pocket Book: New Diary Announced and £50 Off!

Acorn Computers is shortly to launch a new diary application for its Pocket Book computer to extend its versatility and is also offering this hand held device at £50 off the RRP as part of a summer promotion.

The Pocket Book already features a word processor, spellchecker, spreadsheet, database, clock and calculator and it has been designed to meet the needs of users in both Education and in the Home Consumer market.

Due for launch in mid August, *Acorn Schedule* comes on an SSD ROM card which slots into one of the drive bays on the Pocket Book. *Acorn Schedule* combines the functions of a diary, a personal organiser, a calendar and timetable.

Acorn Schedule will sell for £49.95 inc VAT but for a limited introductory period - until 30th September 1993 - it will cost just £19.95 inc VAT. A Class Pack of eleven *Acorn Schedule* SSD ROMs will cost £199.95 inc VAT.

In addition, with immediate effect, the Acorn Pocket Book is being reduced on special offer to £169.95 ex VAT (£199.69 inc VAT). A Class Pack, which consists of eleven machines and an A-link for connection to Acorn's range of 32-bit RISC computers, is also available at £1699.50 ex VAT. Again, this introductory offer expires on 30th September 1993.

Acorn's Product Manager, Henry Howarth extolled the virtues of the Pocket Book. " Since the launch of Acorn's Pocket Book a year ago the response, especially from within the education sector, has been extremely positive. Many schools are now using them for a variety of tasks including data capture on field trips, note taking, graphing , mathematical modelling and many other such activities.

"This special offer is designed to get the Pocket Book more established in the schools market as well as making it more attractive for parents to buy for their children. We are bringing out the *Acorn Schedule* application as a direct result of feedback from our customers who perceive a need for a personal organiser for their work, leisure and personal life."

ENDS

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