

Reaches the parts that other promotions and merchandising companies cannot reach.

01-879 7255

# CTW

22.8.88 BRITAIN'S TOP COMPUTER TRADE WEEKLY ISSUE 200

Happy Birthday

CTW

from

Microdealer INTERNATIONAL

0908 74000

## Woolworths quintuples stores

**Key multiple Woolworths is set for a major assault on the leisure software market with a fivefold increase in the number of its software-carrying stores.**

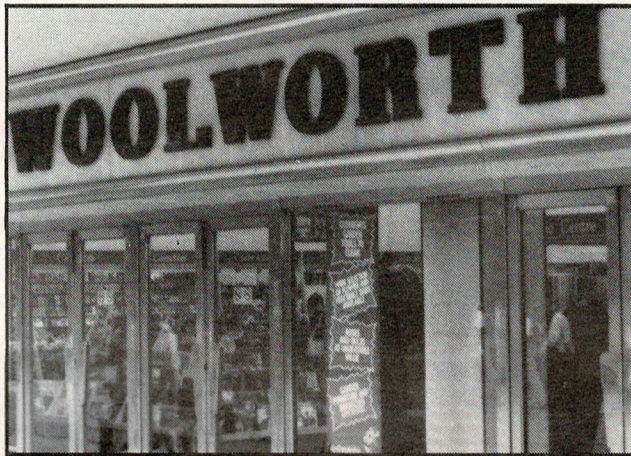
In all, by the middle of October, some 700 branches will be selling software. Additionally, its current software outlets are boosting significantly their range of titles.

This follows recent talk from Woolworths that it was considering a fully fledged attack on the market. Computer buyer Peter Smith recently told

CTW: "I want to turn us into a major force in software. A three to four per cent share isn't good enough and we're considering all offers." Woolworths, for example, holds a 15 per cent slice of the video tape sales market.

Only last month the High Street chain was dipping its toes in the 16-bit games sector. That experiment appears to have proved a success. Woolworths will be stocking both budget and full price games in all the 700 outlets.

It is being stressed that this



WOOLWORTHS: Quintupling software

isn't a move merely to cash in on what is being tipped as a particularly lucrative Christmas in the software arena. It is also being claimed that Woolworths will be the only shop taking software in some towns.

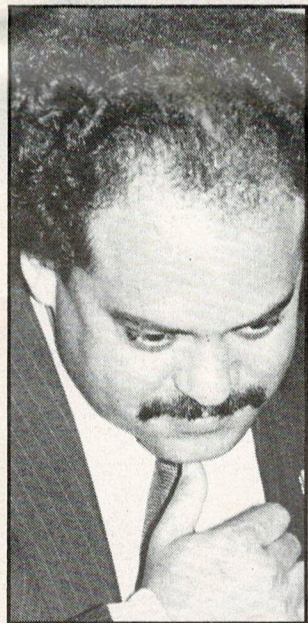
For distributor/adviser Mastertronic director Geoff Heath offered: "This is very important not only for Mastertronic but also for the whole industry. I think Woolworths' aims is to do what it has done in other areas and that is grow the market themselves and increase availability."

Though this expansion is

evidently very good news for the software publishers in general (and for Mastertronic in particular), it is not likely to be welcomed with wide open arms in independent retail-land. Software in more multiples may heighten awareness, but it also tends to eat into non-multiple sales.

At this stage, Woolworths appears to have no plans to follow the lead set by other chains: that of stocking low cost business software. The firm's traditional customer and store profile indicates that that should be discounted.

## Atari dips into pocket



TRAMIEL: Hit by Fed losses

**Sizeable losses incurred by US retail chain Federated have caused Atari to turn in a mixed bag of financial results for its most recent quarter.**

The news comes at a time when it has been confirmed that Atari has signed a licensing deal with UK firm Distributed Information Processing (DIP) to produce a pocket PC. Details of this machine were first carried by CTW last year (December 12th 1987). Atari will be launching it at Comdex in America in November, with a UK unveiling due for February 1989's *Which Computer?* Show.

Net sales for the second quarter to July 2nd were up 44

Continued on back page

## Amstrad outraged

**Amstrad was impressively incandescent with rage last week, following the apparent theft of a confidential document outlining the effect on its dealer base of its new products.**

The salient details have been published at length by trade magazine *MicroScope*, which found itself locked in lengthy legal wrangles with Amstrad for its pains.

In effect, the document is a corollary of Amstrad's move upmarket. It also explains Amstrad's sensitivity to the news of its plans to restructure its dealer base, which were first reported in CTW last month (CTW July 25th).

The essential point in the document obtained by *MicroScope* is the proposal to split in two the existing dealer base of some 3,000 outlets. The top 1,000 would be designated

Amstrad Systems Centres (targeting the high end IBM and Compaq dealers), with the rest becoming Amstrad Business Dealers.

The ASCs, the document says, will be required to show a high level of commitment to Amstrad, via staff going on engineers' courses, setting up hotlines, operating a 48 hour call-out and suchlike. For this they would gain access to the new 286 and 386 machines in the PC2000 range.

According to *MicroScope*, the notion is that the new regime should be in place by the end of October, though this is admittedly optimistic.

Amstrad has responded in its customarily aggressive fashion. Boss Alan Sugar was said personally to be seeking the source of the leak at his firm, with the intention of doing something unprintable to him.

A no less furious spokes-

man offered to CTW: "It's a bit outrageous. It's our property and it's been stolen. That's a bit much. Everybody was incensed and we all feel a bit sick at what's happened."

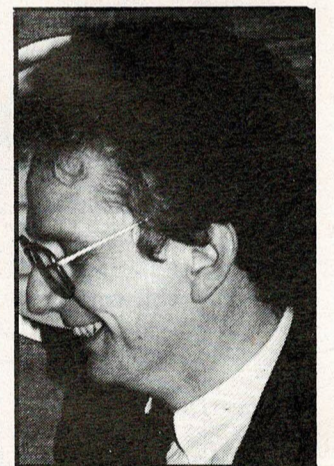
"If our investigations turn up who was responsible, there'll be hell to pay. Stealing a document and then publishing it is highly discreditable behaviour, frankly. It's gutter tactics."

Amstrad is consequently pondering its legal options, though it is difficult to see that it actually has any.

Its other tactic is to seek to discredit the original document. Initially, CTW was told that Amstrad could not even confirm that the item in question existed. It was then pointed out that the document included "a number of fairly significant factual inaccuracies" (which were not detailed) and that it was "merely a discussion paper" in any case.

## Genic: direct route

**Despite strenuous denials from salient parties, it is now all but certain that Mediagenic will be selling direct to retailers from October 1st.**



COUSENS: Direct next

According to well placed trade sources, the decision has been made largely by the firm's US bosses, after a twelve month analysis of options. It will mean that Mediagenic will be taking a broadly similar route to that pioneered in the UK by its great American rival, Electronic Arts.

Physical or primary distribution will be handled by Microdealer International, with merchandising firm USD pushing products and taking orders in store.

Officially, no announcement is due to be made for a few weeks, by which time Mediagenic's existing distributors will have been informed. Some, such as Centresoft and TBD, will still be supplied with titles direct by the firm for their

Continued on back page

## INSIDE:

In celebration of reaching the grand old age of 200, CTW has changed its look. New Paper, new printers, new typefaces: the rest, though, is pretty much the same - for better or for worse.

### CAMBRIDGE UNIVERSALLY

One year on CTW asks Cambridge Computer's Paul Streater how the Z88 has fared and finds out that there's more to be done on the marketing front ..... 8

### PRINTERS' STRIKE

Living in Epson's shadow is something Star (and its competitors) have had to get used to. CTW hears how the firm plans to overcome that strength of brand awareness in the printer market ..... 14

## EMAP slammed by rivals

**EMAP was last week facing both the wrath of its fellow magazine publishers and the threat of legal action.**

Rival publishers have reacted with considerable anger to a sales aid which EMAP has been distributing to the industry's major advertisers.

Contained in the 11 page document is a list of various magazines' wholesale orders and distribution numbers from May issues as gleaned from EMAP's own distribution company. The firm claims that the figures are within seven per cent tolerance levels. Not surprisingly other publishers view the research as being grossly inaccurate.



PUBLISH AND BE DAMNED: EMAP has been

EMAP had drafted the document in order to fanfare *The One's* entry into the market later in the year. The firm plans to deal only with 16-bit games in the mag and describes rivals 16-bit publications as variously "all much the same" and with "no distinctive editorial".

*The One* will be competing directly with *ACE* and *The Games Machine* which are labelled as having "no reader loyalty". EMAP also points out that whilst both had originally been pitched as 16-bit mags they now contained a fair number of 8-bit reviews and news.

Gollner Publishing is understood to have been talking to its lawyers and Database Publications is contemplating

Continued on page two

# Richards quits

**Centresoft veteran and software buying controller Jenny Richards is quitting the firm to join Mediagenic in the States.**

After five years with the company, the 25 year old Richards is due to become Mediagenic's west coast key accounts manager. Centresoft is currently looking for a replacement to start from October 1st.

"I made the decision a

couple of months ago that I wanted to work in the States – firstly because I'm ambitious and I like it over there and secondly because I didn't want to work elsewhere in the UK software industry. After all, I've been working for the best software distributor which is affiliated to the best software publisher, so there was no reason to move in the UK.

"So I went to the States, talked to various people and had the best overall offer made

to me by Mediagenic," Richards said.

Her new post is structurally similar to her current job, where she has handled the buying for all Centresoft's retail accounts, including Boots. The position has been newly created, following sundry Mediagenic reorganisations, and it covers all products from the firm and from its affiliated labels.

"It's really, really sad leaving



**RICHARDS: US bound** here after five years. That's a lifetime in the industry and I'm still only 25. Centresoft have given me the opportunity to

build my career and it's going to be pretty upsetting to go, especially in terms of the people I know and work with."

# EMAP

Continued from front page

such a move. Gollner's eponymous boss Hugh Gollner fumed to CTW: "These figures are outrageously inaccurate. They say we have a distribution figure of 17,000 on *ST Action* when I have a letter from my distributors Comag stating that we have nearly 30,000."

The letter from Comag describes EMAP's figures as "nonsense" and "meaningless". For EMAP, publisher Clive Pembridge commented: "I don't know whether the figures are so low. I can see why they aren't flattering to the publishers but they're close to the truth."

He added: "We stand by what we said in the document, it's all fairly clear. I'm a little surprised that they should get so uptight about it. It's only a sales document and we always take other people's with a pinch of salt." EMAP claims to have spent £15,000 on "qualitative market research" in order to launch *The One*.

Gollner was equally furious at EMAP having sought the figures in the first place. "These shouldn't be obtained in the method described. It's confidential data. They have made some pretty cheap comments and shown unprofessionalism." He argued that whilst advertisers would not be wholly convinced they could be swayed by EMAP's market research in the short term.

Database's Mike Cowley said that the firm would be "looking very closely" at the document and the figures therein. "I'm surprised EMAP have done this," he said. "I would have thought they'd be above this. They obviously want to push *The One* whatever the cost and they feel the need to slag off everyone else. It smacks of desperation."

Other publishers variously described EMAP as undertaking a "dirty tricks campaign" and being "very unhappy to have to do this". *Amiga User's* Anthony Jacobson claimed his sales figures to be over 20,000 more than EMAP's estimated distribution figure for his mag.

For Future, publisher Chris Anderson told CTW: "We just laughed when we saw it." He pointed out that EMAP did not publish any estimated figures for *The One's* potentially major rivals *ACE* or *TGM*.

Also contained in the document is market research of High Street leisure hardware sales in 1987. According to this, just 810 Atari ST's were sold through multiples between January and September of that year, with a further 3,581 during the next three months. Also, it claims that during the last three months of 1987 the extraordinarily small figure of 425 C64s were sold in the High Street.

On these palpably low figures Atari's UK boss Bob Gleadow noted wryly: "This means that Dixons in Oxford Street has 10 per cent of the High Street ST Market!" He added that the figures included enough disclaimers to render them "harmless".

Pembridge said that the figures had been compiled by "a highly respected market research company on behalf of a major hardware manufacturer". He preferred not to reveal the identities of either company.

## Now Atari ST owners can create the game of their dreams

# STOS

## The Game Creator

STOS is a revolutionary package which offers everything ST enthusiasts need to create fast, exciting games quickly and easily.

Whether they've never written a game before, or competent programmers, they'll find that STOS is the perfect way to design their own entertainment software.

### How we'll generate sales for you:

- Free attention-grabbing demo discs for all dealers
- In-store promotion by Bullet, including attractive colour poster displays
- Full-page colour adverts in Atari ST User, ST World, The Games Machine and Ace
- Exclusive previews promised for October issues of the top-selling monthly magazines



### The STOS package comprises:

- Massive manual packed with easy-to-follow examples
- At-a-glance laminated reference card
- Three discs containing: STOS Basic, sprite editor, room designer, character set editor, icon editor, music editor, screen compacter . . . and many other utilities and short programs
- THREE free games: Bullet Train, Orbit and Zoltar – and each one can be quickly modified: Change the sprites, music, difficulty level, design new screens – the possibilities are endless

*STOS – The Game Creator is just what the Atari ST market has been waiting for*

**All this for a dream of a price: £29.95**

**MANDARIN**  
SOFTWARE

Europa House  
Adlington Park  
Adlington  
Macclesfield SK10 4NP

Ring Diane O'Brien on 0625 878888  
Ext. 315 for posters, demo disc and  
STOS Information Pack.

# The Power House sinks with German difficulties

**Ambitious budget software publisher The Power House has gone under with apparently substantial debts.**

It would also appear that the firm has been entwined in legal difficulties with its German distributor Ariolasoft. That market had been more substantial than in the UK, but the relationship between both companies had recently soured.

On this Power House boss Ashley Hildebrandt declined

to comment arguing that it was in the hands of "legal people". Indeed Hildebrandt attempted to throw up a smokescreen saying that The Power House had stopped trading some time ago.

However, Hildebrandt spoke to distributors at the beginning of last week without mentioning any bust and the firm was answering the phone as The Power House a few days previously.

Hildebrandt and other unnamed partners bought The Power House from CRL in

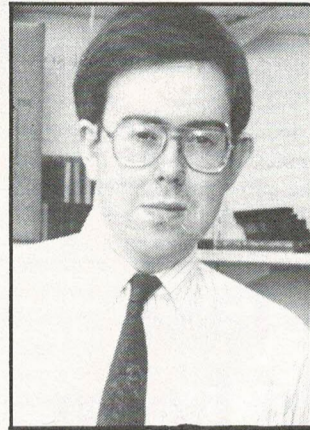
February and promptly set about polishing the firm's image. Only last month the firm claimed to have sold 250,000 games since the buy out. Then, Hildebrandt predicted that the firm would be in the top five software houses in terms of sales by autumn.

Hildebrandt restricted himself to calling the bust "unfortunate". He said that creditors would be notified.

PR firm Solution claims to be owed a total of £6,000 - boss Michael Baxter told CTW: "The annoying thing is that I'm

still committed to pay on their behalf. I'm not going to be happy signing cheques for a firm that doesn't exist." The Power House is understood to owe substantial amounts to duplicator Precision Data and Wood Printing.

CRL's boss Clement Chambers acknowledged the intense difficulty of competing with larger budget software houses, calling it "a tough nut to crack". He will no doubt not be displeased that he sold his share last February for a claimed five figure sum.



HILDEBRANDT: Under

## Gem secures Gem

**Exclusive rights to Digital Research's Amstrad products have been won by Gem Distribution, in a deal which takes effect from the beginning of next month.**

Currently, DR's product is handled by Gem, Centresoft, Lightning and Hugh Symons. The new deal does not preclude the others from handling the product, but it does mean that they will have to obtain supplies from Gem.

The switch has been prompted by a realisation on DR's part that its Amstrad re-

lated business has been plateauing during the year. It reasons that in focusing sales via one distributor, it stands a greater chance of maximising the actual levels.

For Gem, the deal is a considerable feather in its cap. It is likely that other similar exclusive arrangements will occur in the future, with the PC Show in September being pencilled in as a likely announcement time.

"I've always been very impressed with Gem and their attitude," began DR's retail sales manager Bill Anderson. "If they don't like something or want something changed, then they tell you straight to your

face. They've got access to a large marketplace - including Dixons - and they've been progressively increasing."

Gem currently accounts for just over half of all DR's Amstrad sales. Termination letters of the other distributors have only just been sent out, and Anderson said that it was thus too early to gauge their reaction. This is the first exclusive deal granted by DR.

For Gem, joint managing director Peter Bellamy said that DR was probably its third largest account after Amstrad/Amsoft and Sage. Gem's DR business in the last year totalled "not far short of £200,000".

He added: "We won this deal because we're DR's biggest customer, and that's because we've got a very broad customer base, we were in the marketplace very early on and people tend to know us very well."

Bellamy noted that the deal does not guarantee that DR's products will be supplied to Dixons, since there is a "mutual decision-making process".

The DR packages concerned are ironically all Gem products - Gem Draw Plus, Gem Graph, Gem Wordchart, Gem First Word Plus, and Gem DTP. They are badged Amstrad 1512 or 1640. Anderson added that as and when Amstrad launches its much touted new machines, they could well be badged with a different Amstrad number.



BELLAMY: Solus DR deal

## Active USD bites Bullet

**Buoyant retail merchandising firm USD last week announced a whole crop of new deals.**

Top of the list is a two year extension to its current Mediagenic business. Thereafter, it has tied up Grand Slam and Beau Jolly, and has poached Palace from rival marketing firm Bullet.

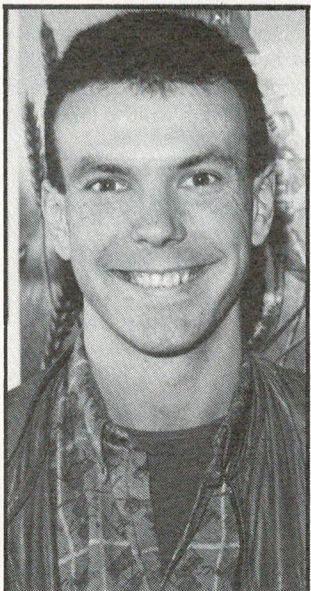
Boss Andy Wood refused point blank to comment on the trade suggestions that Mediagenic would soon be going direct (see story elsewhere). Instead, he said that the two year deal underlined Mediagenic's faith in USD's performance to date.

On the poaching of Palace from Bullet, he offered: "We've

been able to do that because we are of the software industry and are dedicated to it. It's not a bolt on service where you just add software to records. This is a very different medium with a different user base and with different support techniques. It's a question of helping retailers demo products and generally aid them selling on. It's not just about sticking up posters.

"Don't get me wrong - Bullet do a good job. But the industry knows us and that counts for a lot."

USD's client list now numbers 11 and also includes Domark, Martech, Virgin and Thalamus. It is understood that in its first year of trading to the end of March, USD turned over around £250,000.



WOOD: New deals

## Commodore brings 3SL into its education fold

**Furthering Commodore's recent talk of an education push the firm has appointed 3SL as a distributor.**

Already 3SL handles Acorn product for the education and training sectors. It joins Addons as Commodore distributor and it is believed that another is likely to be appointed within the next few weeks.

3SL will be taking on the whole CBM range, although it is likely to major on the Amiga. The firm supplies direct to the likes of county councils as well as its education dealer base.

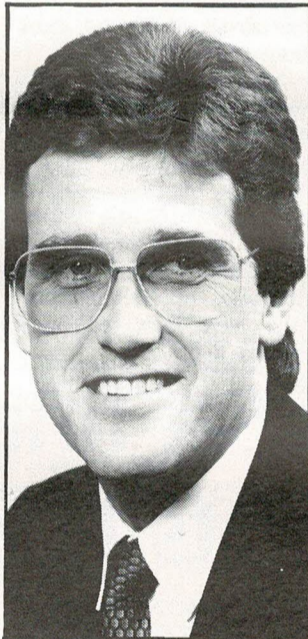
Commodore's education sales manager Peter Talbot said: "We'll be signing up Acorn dealers - I'm confident of that. 3SL approached us on the Commodore side because there's an endorsement from dealers for our products, particularly the Amiga."

For 3SL, director Bob Seakes told CTW: "Commodore has a market beyond the Acorn range including the Amiga which is special to them. With their pedigree and level of support I believe we can make a strong mark on the education market."

"We're heavy on networks as well and I see no reason why

Commodore can't be involved in that. We've got a lot of dealers on board."

Elsewhere on the education front the National Council for Education Technology (NCET) is currently carrying out a survey of computers in schools and colleges. The Amiga, Archimedes and Apple Mac are amongst the machines being scrutinised. The aim, effectively, is to categorise the machines.



TALBOT: More distributors?

## Domark and Elite Bond together

**In an unprecedented programming/publishing deal Domark and Elite have joined forces to produce the latest Bond game Live and Let Die.**

With Elite handling the production of the game and Domark in charge of marketing, both companies will receive equal billing on the packaging. Both firms are keen to stress that the deal is strictly a one off.

The deal was set up after Domark, not happy with the product it had for the Bond licence, hear about a speed boat game the Elite was producing. Domark approached Elite with the idea of bringing the licence and the game together. Elite agreed.

Domark joint boss Mark

Strachan described the move as "a reflection of the growing maturity of the industry". He continued: "At the moment it is a one off but if it does work exceptionally well we may get round the table again."

Domark has also announced three other new games due for autumn release. *A New Beginning* is the follow up to last year's *Trivial Pursuit* and the *Star Wars* trilogy will be wound up with the release of *Return of The Jedi*.

To complete the package Domark will be releasing a *Spitting Image* game which it is modestly billing as "the game the world has been waiting for". Allgames will be available on all major 8-bit and 16-bit formats with their release dates being no more specific than "the last quarter of '88".

# CTW

Computer Trade Weekly

EDITORIAL

0438 310184

0438 310185

Editor: Greg Ingham

Deputy Editor:

Stuart Dinsey

Staff Writer:

Colin Campbell

Staff Reporters:

Christina Bent

Dave Roberts

ADVERTISING:

0438 310105

0438 310182

Advertisement

Manager:

Jerry Hall

Advertisement

Executive:

Russell Beadle

PRODUCTION &

ADMIN:

0438 310106

Production Editor:

Lesley Hunt

Managing Director:

Tom Stock

Published by Specialist Retail Press Limited, Business Technology Centre, Stevenage, Herts SG1 2DX.

Telex: 825824

(Answerback "Bustec")

Fax 0438 741247



Lithographic Origination

Printing & Despatch

Manson Graphic Ltd

4 Maxted Road,

Hemel Hempstead, Herts

0442 47251

Subscriptions: UK£75;

Europe £120; US and Asia

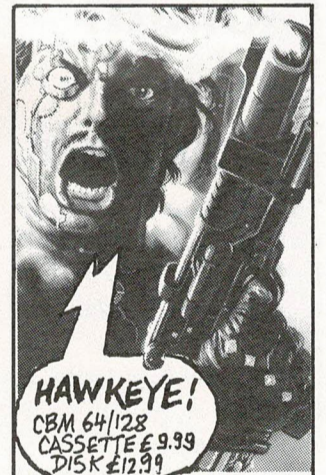
£220; Australia £250

Registered at the Post Office

as a newspaper

No part of this publication may be reproduced, stored in any form of retrieval system or transmitted in any form or by any means, mechanical, electronic or otherwise without the specific written consent of Specialist Retail Press Ltd. All rights reserved, including translation into other languages.

© 1988



**3 Gold, 6 Yellow cassettes yet to be found.**

**Gold Rush**

**WARNING:** Stocking Thalamus's HAWKEYE will seriously increase your profits due to the GOLD RUSH promotion! Among the thousands of HAWKEYE games being shipped are three gold and six yellow cassettes. When a customer finds a gold cassette they win a Amstrad Studio 100, find a yellow cassette and a ghettoblaster is won. You win a prize too! Prize cassettes...

with HAWKEYE

**THALAMUS**

Thalamus, 1 Saturn House, Calvea Park,

Aldermaston, Berkshire RG7 4QW

(07356) 77261/2

# FAST's best bust nets £100K

Anti-piracy battler FAST last week took part in the industry's biggest ever leisure sector raid.

Some 3,000 disks containing just over 6,000 ST, Amiga and PC programs were seized from premises in Glasgow, with a national retail value of £100,000. The raid was conducted by the E Division of Glasgow CID, with aid from FAST, US Gold, Ocean, Micro-Prose, Electronic Arts and Elite.

A report is currently being prepared to be submitted to the

Procurator Fiscal in due course. At this stage, it is not certain whether the raid is in any way connected to a complaint made last year about the activities of a Glasgow street market.

FAST's Bob Hay said that a number of Glasgow enterprises were apparently involved. Enquiries have taken over a year.

In recent times, FAST has conducted a number of raids. The principal significance of this one is that it has netted the largest value of allegedly



**HAY: Biggest raid** pirated goods to date in the industry. It underlines both the assiduity of the leisure sector in counteracting piracy, and

also the apparent scale of the problem.

Hay added that particular help was given by EA.

# Cambridge pulls out of Which?

Whilst most of the industry is priming itself for next month's PC Show, Cambridge Computer has announced that it is unlikely to exhibit at February's *Which?* Show.

This is despite the fact that following last year's success *Which?* has a stronger than ever claim to being the single most important business show of the year.

"I can't really see the benefit to us. We won't have anything new to show at *Which?* and our distributors can do just as good a job on their own," commented Cambridge's sales and marketing manager Paul Streeter to *CTW*.

Cambridge will, however, be at next month's PC Show. It starts just five days after the Z88's latest ad campaign breaks in *The Independent*.

# Speller to take worldwide helm

MicroPro's UK managing director John Speller has been appointed vice president of international sales — the firm's first non-American vice president.

He replaces Ray Mussato who moves to MicroPro's head office in San Rafael, California,



**SPELLER: Upward moves**

to head up the company's new Software Products Group. In effect Speller will be responsible for operations and sales in Europe and Japan as well as the UK and the firm's manufacturing plant in Ireland.

"I want to look closely at Japan," offered Speller to *CTW*. "Closer to home I'm taking a look at the European set-up and getting ready for 1992 and all that. The UK operation has been very successful and, touch wood, it will continue to grow."

He added: "At the moment I'm still catching my breath. It's all happened rather quickly and I haven't really had a lot of time to sit down and think about it."

Apparently, Speller's US bosses were impressed with the performance of *WordStar* here in the UK. Speller has been with the company for five and a half years and was appointed UK managing director 17 months ago. During that time sales of *WordStar* products have increased by a claimed 30 per cent.

# CST seeks funding for Soviet venture

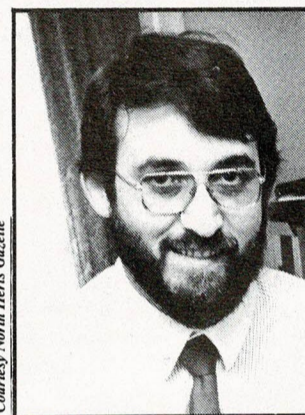
Stevenage based CST has struck a lucrative deal in the Soviet Union for its 68,000 based machine — only to find that it needs £100,000 in funding to fulfil the contract.

Moscow based Dialog has ordered up to 50,000 machines a quarter after "years of negotiations". However, CST has only thus far sold a few thousand of its Thor machines and is therefore in need of a cash injection to fund expansion.

According to partner David Oliver the firm was turned down by the banks because the loan was too large. On the other hand industrial lenders view it as being too small.

"I approached the Department of Trade and Industry and they sent me a polite letter back stating that its policy is to encourage small businesses to seek expansion. It's just a pat on the back," offered Oliver.

He said the chances of securing a loan here are "very slim. The only other alternative, argues Oliver, is to move to Denmark where funding



Courtesy North Herts Gazette

**OLIVER: £100K needed** would be available.

This would appear more likely since the firm recently struck a deal with Dansoft there whereby a new jointly owned company called Thor International will promote the machine on the continent.

"We've had some interest here as a result of media coverage (Anglia Television) but the normal channels have proved to be unhelpful," said Oliver. Apparently, Dialog is interested in manufacturing Thor machines in the long term with a view to exporting back to Western Europe.

# Euro covered as Grandslam appoints duo

Grandslam claims to have completed its plans of blanket European distribution by tying up exclusives in Spain and Italy.

Indeed, the firm is looking to complete worldwide supply with the only major market yet to be tapped being Japan. That is currently being pitched although the Oriental market is notoriously difficult to tap.

In Italy Grandslam has tied up exclusively with Leader whilst in Spain its products will be supplied through Zafiro. Erbe was to be appointed in Spain but Zafiro appears to have pipped it at the post.

"I was involved in warm negotiations with Erbe," explained boss Stephen Hall. "I emphasise warm because I was flattered by them coming to me but the Zafiro deal was significant both financially and because of their commitment to

Grandslam."

Whilst acknowledging that the Spanish and Italian markets are smaller than the likes of Germany and France he said they are "substantial in overall market terms" nonetheless. Both Zafiro and Leader will be handling the full Grandslam range including its budget label Bug Byte.

Grandslam is marketed in the US via a reciprocal deal with Datasoft and in Australia via Ozisoft. On the Japanese market Hall offered: "They are very difficult to get through to in software terms. They're very professional, painstaking and thorough and you have to be persistent and patient."

Apparently the novel *The Hunt For Red October* has proved to be a success in Japan and the publisher has approached Grand Slam with a deal in mind for the computer game.

# Goliath ousts Manager

Tiny software publisher Goliath was last week feeling more like David after toppling *Football Manager II* off the top of the *Microdealer* chart with its own soccer game *Tracksuit Manager*.

The title has taken the top spot with the Spectrum and number three for the C64. Boss Doug Matthews claims that would have been a number two had the firm not run out of Commodore versions.

"It's gone in at number one against all odds," said Matthews. "Realistically we thought it would just scrape into the charts. We didn't expect this. If we sell 80,000 to 100,000 copies I'll be over the moon."

"We went in with the intention of coming up against *Football Manager II* (Prism Leisure) because we wanted a confrontation rather than just being in its shadow." A Gallup appearance is likely within the next few weeks, *Tracksuit Manager* is stocked by both Menzies and WH Smiths.

# SSA finally gets together

Programmers' body the Society of Software Authors is due to hold its first meeting next week after months of preparation.

A blueprint of the society's plans as well as the specifics of the body will be drawn up by the committee which includes Mediagenic's Rod Cousens, Marjacq Micro's Jacqui Lyons and SSA's co-founder Jon Dean.

It was set up in order to protect programmers from unscrupulous publishers and to ensure that publishers are pro-

tected from unprofessional programmers. At this stage it appears likely that a two tier membership will be operating.

Fully professional authors will be paying between £350 and £500 for fully comprehensive membership. And programmers starting out will be offered a substantially cheaper deal.

"We sent out a lot of PR earlier on and the monthlies covered it well," said Dean. "But that's put our plans back because the response was so good that we had to stand back and sort things out."

# Cavanagh surfaces

After a quiet seven months following her mysterious departure from *Telecomsoft*, Jane Cavanagh has emerged as managing director at a new company *The Sales Curve*.

It is a "completely independent" firm which imports games from France, Japan and Sweden.

It has already signed ten

licences, the first being a game called *Shinobi*. This will be published on IBM, Atari ST, Amiga, C64, Amstrad and Spectrum. The company also has two licences lined up from a Japanese firm called Fito.

The *Sales Curve* also deals with a Swiss company Linel, which develops 16-bit software, and has the sales and marketing rights to all its games.

# October rising for Triad compilation

As predicted in *CTW* (July 25th) *Telecomsoft*, *Mirrorsoft* and *Psygnosis* are planning a joint 16-bit compilation to be launched in mid October.

The firms had flagged their relationship — dubbed Triad — earlier in the year but had kept silent on any intentions. Indeed, Triad still insists that the compilation is merely "a taste of things to come".

*Barbarian* (Psygnosis), *Star Glider* (Rainbird) and *Defender Of The Crown* (Mirrorsoft) make up the £30 compilation. Each firm is involved in various aspects of getting the title to market. *Telecom* is handling sales and PR, *Mirrorsoft* is dealing

with production and *Psygnosis* is taking charge of point of sale and packaging.

"This is the first time that three companies have co-operated in this way," offered *Telecom*'s Sean Brennan. "The compilation is no big deal. There are a lot of more original ideas we can use."

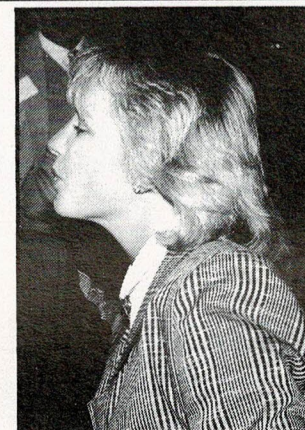
He added: "This is the first thing we're going to do — just to see how we all co-operate, basically."

Triad has been tying up distribution on the continent and is now pitching the UK suppliers. This news follows *Ocean's* and *Mediagenic's* announcements recently that the market is ready for strong 16-bit compilations.



**LYONS: Authors' body**

Dean hopes to have signed up between 1,000 and 1,500 members during the first year. Subscriptions will be taken at the PC Show.



**CAVANAGH: Foreign deals**

# Audio awakes

Audiogenic is set to emerge from its recent slumber with the release of several new titles.

Its next 16-bit title is *Helter Skelter*, due for release on the ST and Amiga in August. It features 80 screens with a screen designer that allows up to 48

further screens to be created.

ASL has other 16-bit games in the bag, at least one of which will be released before Christmas.

In addition, *Emyln Hughes International Soccer* is due for release on the C64 in late September, and on the Spectrum in October.

*The Waiting is Over...*

# SEGA®

*is the One!*

**THE BEST PRICE FROM £79.95**

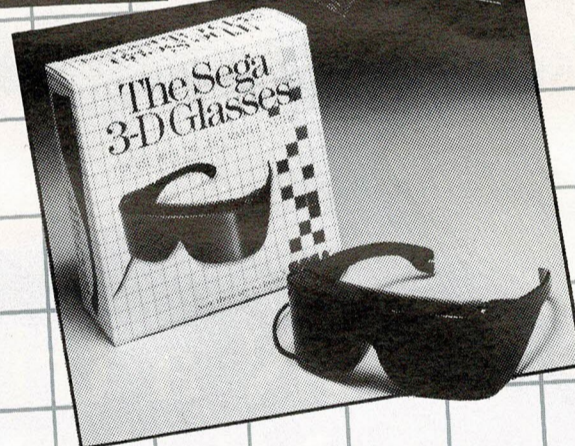


**THE BEST ACCESSORIES...**

**LIGHT PHASER**



**3D GLASSES**



**THE BEST GAMES...**

**AFTERBURNER™**

**ALEX KIDD IN THE MIRACLE WORLD™**

**SUPER TENNIS™**

**FANTASY ZONE™**

**RESCUE MISSION™**

**GLOBAL DEFENSE™**

**THE NINJA™**

**ROCKY™**

**ZAXXON 3D™**

**SECRET COMMAND™**

**FANTASY ZONE™**

**COMING SOON**

**KENSEIDEN™**

**BLADE EAGLE 3D™**

**MIRACLE WARRIORS™**

**MONOPOLY™**

**THUNDERBLADE™**

**PENGUIN LAND™**

**SHANGHAI™**

**AZTEC ADVENTURE™**

**PHANTASY STAR™**

**SHINOBI™**

**AND MANY, MANY MORE**

*and last but not least...*

**THE BEST SELLER...**

**FOR FURTHER INFORMATION CONTACT ALAN SHARAM ON  
THE SEGA HOTLINE 01-727-8070**

# SNIPPETS

If you're into statistics then here's some to gorge yourself on. According to *The Games Machine* its average reader's age in 19.33. Only 1.6 per cent of them are female. Just over half are still at school. Surprisingly, the average reader spends £6.80 on computer games every week and a third are contemplating buying a new computer or console in the next six months. 37.6 per cent want an Amiga whilst 21 per cent want an ST. Still, what they want and what they'll get

may be two different things...

All the talk of Softsel being bought by another distributor threw up an interesting factoid recently. Apparently Software Limited approached the firm in the US some months ago with a view to buying its UK subsidiary. Boss Alastair Handyside said that it was only a tentative move and "a cheeky letter" at that. Softsel US apparently stated that it would not be selling its UK operation but according to Handyside "the door wasn't completely shut"...

A set of mint condition Imperial coins is up for grabs in a competition run by *Alternative's* Summit label. Entrants need to work out how much a £2.99 game would cost in old money (an almost impossible feat for anyone under the age of 30)...

CTW would like to thank most graciously a certain well-known American hardware manufacturer based in Berkshire that sent us a fine example of one of these new fangled "16-bit" machines last

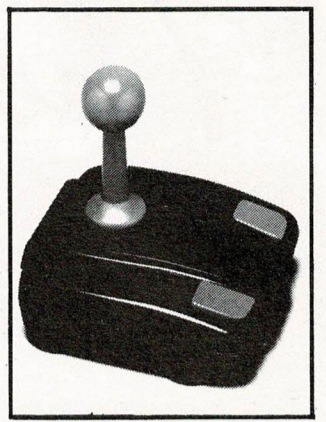
week. One small problem: on opening the beast's box, a key promptly fell off. Perhaps inevitably, it was the "Help" key. Still, that's not quite as bad as earlier this year when another well-known American hardware manufacturer based in Berkshire sent us its 16-bit machine which - very impressively - blew up...

Bruce Willis' latest film *Die Hard* in which the smooth talker plays a tough guy has been licensed to *Mediagenic* for a computer game due to appear

next year. The movie premiered Stateside three weeks ago and has thus far grossed \$10 million...

Welsh joystick manufacturer *Konix* is set to launch two joysticks at the PC Show. The *Megablaster* retails at £8 whilst the *Predator* will cost £13. Whilst they both appear similar there are some profound differences (it says here)...

*Peterborough Software* is currently sending out invitations to a launch of its personnel recruitment system. The in-



**MEGABLASTER:** Konix's latest vitations are addressed "Dear Human Resource Professional". Aargh...

Industry veterans Andrew Wright, Graeme Kidd, Sally Newham have launched a special PC Show service called *Plan A*. The trio will be doing things such as writing press releases, providing stand personnel and generally organising... Veteran indie publisher *Novagen* is launching a blitz on the marketplace. Well, six games over the next six months. This though is something of a new era for a firm which has rarely launched as many as two games in a year. Titles in the pipeline include *Battle Island*, *X-Terminator*, *Hellbent*, *Transfighter* and *Skelter*. Two of these will be published in a joint venture with programming firm *Quantum Design*. "We can't sell less games than we've ever done and we can't make them better. This is sort of a compromise," said boss Bruce Jordan...

The *Astrologer's Companion* has been launched by *MGA SoftCat* for horoscope freaks. Retailing at £49.95 it's available for PCs...

Board game *Espionage* has been licensed to *Grand Slam* with a computer game in mind. It should make its way to market in October...

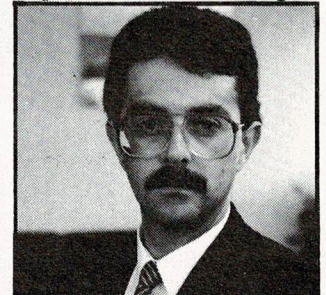
PR firm *Inter-Mediates* has gained a new account in the form of *Rainbow* - a computer brokerage...

*TW Distributors* - Tomorrow's World as was - has moved to new offices and warehouse at Unit 3b, Avenberg Industrial Estate, Long Mile Road, Dublin 12. The firm handles Atari, Commodore and Brother amongst others...

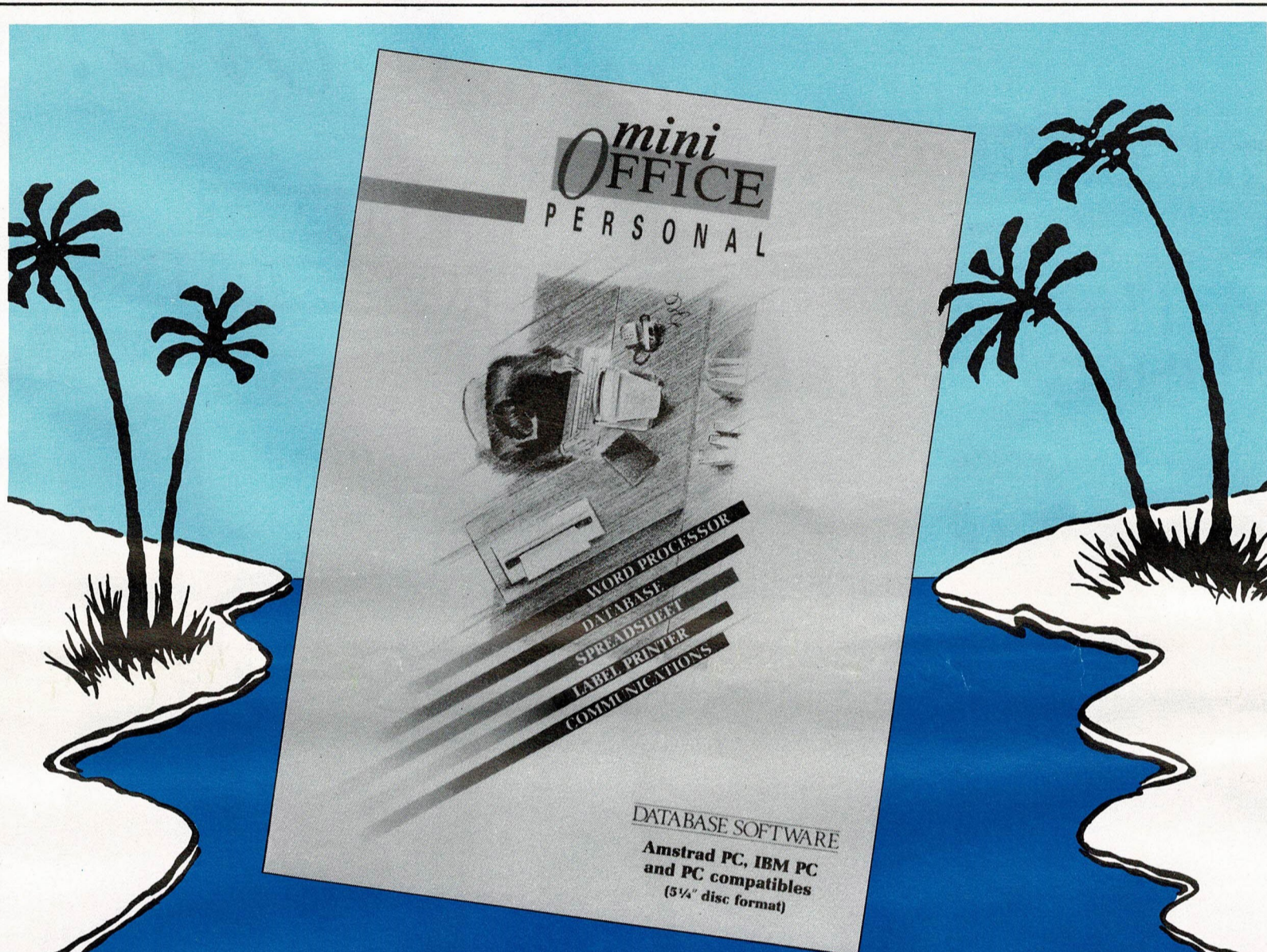
Spectrum and Amstrad games took a slight slip in the Gallup charts recently with 16-bit continuing to grab a large share. The Amiga and ST combined now take 7 per cent of the market. Budget sales now take 26 per cent...

*Computer Associates* had reported record results for its first fiscal quarter ended June 30th. Turnover was up 33 per cent on the corresponding period last year to \$185,697,000. Net profits grew by 83 per cent to nearly \$17 million.

*Frontline's* software sales manager Doug Kissock has left to join *P&P* as sales manager...



**KISSOCK:** Deserting the Frontline



## WIN a trip to Florida with Mini Office Personal!

September 1 sees the launch of **Mini Office Personal** for the PC - the latest in the award-winning Mini Office range which has sold more than 400,000 units since its inception.

**Mini Office Personal** comprises five interlinked modules - word processor, database, spreadsheet, label printer and communications.

Each module has been carefully designed for the first time user and features pull-down menus, help screens, clear error messages, and tutorial files linked to the carefully-written user guide.

*It's personal productivity at its best  
... for just £29.95*

**DATABASE SOFTWARE**

Europa House, Adlington Park,  
Adlington, Macclesfield SK10 4NP.

### Exciting dealer promotion

To celebrate the launch, we've put together a special Mini Office Dealer Promotion with a top prize of a fabulous holiday for two to sunny Florida.

Every copy of Mini Office Personal - and every copy of our well-established Mini Office II and Professional sent out after September 1 - will include a unique token which can be converted into cash for you and your staff.

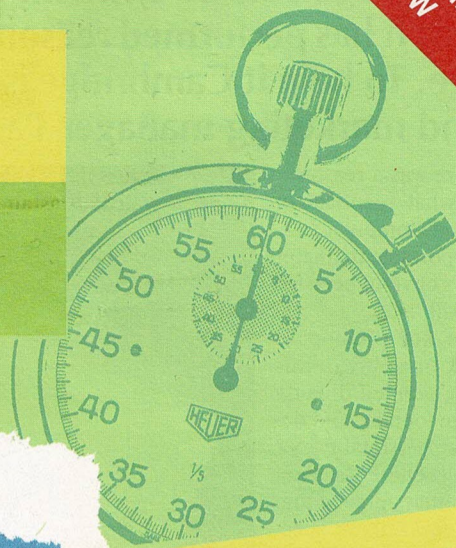
And that's not all. For every five copies of Mini Office Personal you order from your distributor, you will receive an additional copy absolutely free!

There's also a new advertising campaign which extolls the benefits of the Mini Office range - and a new inlay card design for all Mini Office II formats.

Ask your Bullet representative for promotion cards, poster displays and the colourful new Mini Office II packaging to replace the ones in your stock. Or ring Diane O'Brien on 0625 878888 Ext. 315.

# MEET THE challenge WITH ADDONS

Exclusive  
Addons Gold Card  
Dealership apply  
for details  
NOW



COMMODORE 64C OLYMPIC PACK  
RETAIL PRICE INC VAT £149.99

# FREE

CASSETTE UNIT

JOYSTICK

PLUS 10

SPORTING GAMES:

MATCHPOINT

SNOOKER

BOXING

SUPER TEST

HYPER SPORTS

BASEBALL

MATCH DAY II

DECATHALON

BASKET MASTER

TRACK & FIELD

# WORTH £143.44

DEALER PRICE £107.60



# Addons

*The plus name in distribution.*



### The Complete Range

- PC 60/80 ■ PC 60/40 ■ PC 40/40
- PC 40/20 ■ PC 20 III ■ PC 10 III
- PC 1 ■ Amiga 2000 ■ Amiga 500
- CBM 64 ■ Printers ■ Disk Drives
- Hard Disks ■ Monitors ■ Mouses
- Ram Packs ■ Plus much, much more.

### The Complete Service

- Next Day Delivery ● Free Delivery Service ● 7 Day Replacement
- Order up to 6.00pm ● Computer literate sales team ● Technical support to Dealers ● Dealer training

ADDONS LIMITED  
Computers & Peripherals  
28-30 City Industrial Park, Southern Road,  
Southampton, Hants, SO1 0HA.

# 0703 634775

# CAMBRIDGE UNIVERSALLY

Despite a large deal of cynicism to start with Cambridge Computer has established the Z88 as a portable to take seriously. It has performed reasonably but there is still a long, long way to go before it becomes a true mass market machine. To help it Cambridge is spending £200,000 over the next couple of months. STUART DINSEY spoke to sales and marketing manager Paul Streeter to find out where the cash is going, and what it'll achieve . . .

If ever there was a reason to be somewhat sceptical of Cambridge Computer's assault on the portable market it was the firm's obvious need for marketing skill.

This does not presuppose that any lack of ability in this field is being pointed directly at Cambridge founder and occasional TV personality Sir Clive Sinclair. Quite the contrary. One often forgets that there was a few million spectrums and plenty of ZX80s and 81s around well before Amstrad became so dominant. That sort of sales success doesn't come by chance.

But by the time the Z88 had arrived Sinclair's image had been ravaged by the capitulation to Amstrad in April '86 due to some oversights with the Spectrum 128 and QL. There was also a terrible history of faulty machines, which doesn't tend to instil massive retailer confidence.

It wasn't just marketing that had caused so many problems for Sinclair but a mixture of manufacturing problems and simple market trends.

Time passed and 18 months after the Amstrad episode the Z88 arrived, along with a favourable press reaction which caused some to choke on their earlier cynicism. But still there



Z88: Ads, offers, trials, leaflets, research

seemed something missing, namely a market for the product.

Nearly a year on, and the product has actually performed well despite its rather

shapeless launch via a couple of ads in the nationals and the odd small promotion. If anything, the Z88's degree of success so far has been down to good distribution rather than

any real marketing plan. Hugh Symons, Lightning, Bytech and Northamber have all sweated over the product whilst major chains like Comet and Dixons splashed it in their

ads.

### Research, repitch

Yes, sales have come and yes Cambridge has a healthy share of the UK portable mar-

ket - which it has made damned sure everybody knows about - but that portable market is still very small. According to latest figures from IEE, portables made up only one in every 20 computers sold throughout Europe in 1987. There's also a soggy fact that Cambridge only has 120 dealers in the UK.

"I think in all honesty we haven't reached the numbers that we wanted to reach. I think the market has been a bit slower than we thought, and we've not put in the full marketing effort that we should have done."

These candid words come from ex-Prism Distribution and Focus Exhibitions man Paul Streeter. After ten months as sales and marketing manager he's decided that it's about time that a "full marketing effort" was forthcoming.

D-day for Streeter is September 9th when Cambridge kicks off its biggest ever trade and consumer push, the latter initially with two full pages in *The Independent*.

The only other consumer press to take ads will be the *The Times Educational Supplement*, *Educational Computing* and *Personal Computer World* (to tie in with the PC show).

Continued on page 10

## TOTAL CAPABILITY IN DATA DUPLICATION

- ★ DISC DUPLICATION ★ CASSETTE DUPLICATION ★
- ★ DISC PRINTING ★ CASSETTE PRINTING ★
- ★ STANDARD & CUSTOM PROTECTION FORMATS ★
- ★ PACKAGING, ASSEMBLY FINISHING & DISTRIBUTION ★
- ★ CELLO, SHRINK WRAP & BLISTER PACK ★
- ★ PACKAGING, DESIGN & PRINT ★

*When quality duplication is the requirement and delivery was scheduled for yesterday the only answer is*

### SPOOL DUPLICATION

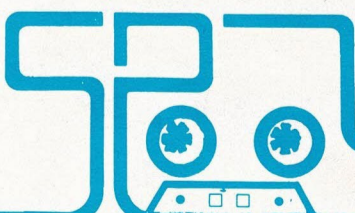
SPOOL has the most advanced disc & cassette duplication facility in the UK, and combines the professional expertise, efficiency & dedication, with the capacity to handle both large & small volume production to the same exacting standards.

SPOOL is chosen by most major software publishers who require the guarantee that each disc & cassette will be of the ultimate quality and delivered on time.

Contact Roy Varley

### SPOOL DUPLICATION

**1st Avenue, Deeside Industrial Park, Clwyd CH5 2NU**  
**Tel: 0244-817602 Telex: 94011643 SPOO G Fax: 0244-814581**





The comfortable way to  
make money...



...from ACCODATA.

**Y**ou know the ACCODATA name – a brand familiar for its computer accessories in virtually every office throughout the world.

More and more dealers are finding that ACCODATA products not only perform well – they sell well too. And that means money in your pocket.

Our approach is dealer orientated to increase your sales and your profitability. Our distributor base can deliver most items from stock within 24 hours.

So next time you sell a PC or a printer, take the opportunity to build the value of

the order with simple ACCODATA necessities: surge protectors, cleaning kits, computer furniture, screen filters, printer stands, acoustic hoods – they're all featured in our full colour catalogue.

Find out more about the ACCODATA approach – the comfortable way to make money.

**Phone Sally White today on 0732 885555**, or contact any of the following distributors:

**Norbain, Northamber, Microsales Distribution Ltd (MSL), Mancos Computers,**

**Technitron Data or Bytech Peripherals.**



**Tell me more.**

Name \_\_\_\_\_

Position \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

**Accodata**  
You know us.

ACCODATA, Nepicar House, London Road,  
Wrotham Heath, Nr Sevenoaks, Kent TN15 7RS

## CAMBRIDGE UNIVERSALLY

Continued from page eight

The ads in *The Independent* will run through until October 21st at regular intervals. This homing in on one newspaper compares to what Streeter calls "the shotgun approach" used for the Z88's initial national campaign last autumn - one solitary ad in in *The Guardian*, *The Times* and *The Telegraph*.

A new ad agency, The HQ Partnership, has also been appointed to give the A4-sized machine a creative kick. The last agency made such an impression with Sir Clive Sinclair that he recently remarked to CTW: "They were a chain of letters which I've forgotten." Perhaps this says something about the first campaign's effectiveness.

The decision to go for blanket coverage in *The Independent* is certainly not a common one. Streeter believes that a higher proportion of its readers than any other newspaper are prime Z88 targets. The first ads break just prior to the paper's introduction of a colour supplement on September 10th. The extra attention the paper will receive as a result, plus predictions that circulation will soon be up to 500,000 copies a day and the paper's own expressed interest in building up its computer/technology strength all back up Streeter's decision.

### Travel logging

In terms of pounds spent per person reached *The Independent* was the best value. Our new copyline is "a computer for people on the move" and they're the kind of people we'll be hitting."

It is up to Cambridge to convince the people who travel and then bring figures back to their desk that it is easier to put them straight into Z88 and then download. More importantly, it wants corporates to believe that its field workers could find a Z88 sitting on the backseat very useful.

Sales reps and the like have been targetted ever since Cambridge started explaining who it hoped would buy the thing. The latest campaign, however, is attempting to persuade ad readers that it is useful in all manner of situations. The versatility of the machine is something Cambridge must get across if it is to be saved from the tiny sales ghettos of journalists' electronic notepads and surveyors' number-crunchers.

With this 'universal machine' theory in place, it was surely only a matter of time until Cambridge joined the throng of computer firms drooling over Local Education Authority chequebooks. After all, you can't be serious about the worth of your machine if you haven't publicised educational intent. It's almost an unwritten law and one, already followed this year by Commodore, Atari, Amstrad, Tandy, Zenith and Microvitec. All of them want what none of them has got and that is Acorn's incredible ability to hold on to educational contract after educational contract.

Cambridge, though, has an advantage in that it isn't really pitching against Acorn or the pretenders to Acorn's crown. It is pushing the Z88 as a sup-

plementary machine to systems already in the classrooms. Thus, the ads in *The Times Educational Supplement* and *Educational Computing* become very important.

"Schools currently have to take their projects to the computer. The advantage of the

Z88 is that you can take the computer to the project. It can be taken home at the weekend, moved from classroom to classroom or even taken to the beach."

When putting forward an argument Streeter has a habit of backing it up with snippets of

Cambridge's own research. Apparently a thousand teachers were recently mailed and of the 300 responses 60 per cent of them expressed a need for portability with their computers.

"Before the Z88 came along a lot of teachers thought that a portable computer was one that could go on a trolley."

To back his argument even further Streeter points out that the Z88 has BBC BASIC built-in so that information can be transferred to classroom Bees fairly easily.

Shropshire LEA and a guinea pig school in Hertfordshire are already trying out the Z88 for themselves. The education ad push is being backed by a number of machines being made available on free 28 day trials to schools and colleges.

This is certainly one area where it seems a determined effort could bring success, although educational authorities' tight budgets will mean a lot of convincing is needed. Few have enough money to splash out recklessly on high quantities of something that is only a supplementary purchase.

### Faith to face

Streeter obviously hopes that the consumer ads will create a large upsurge in demand for the laptop. But if the number of dealers remains at only 120 a fair amount of that upsurge will be lost as product of a local stockist is subsequently available.

With this in mind, Cambridge is offering a £15 discount available via a redeemable voucher on every Z88 ordered until the end of September. In return, retailers must

register as official Z88 dealers.

This offer is being backed by 6,500 mailouts from the four Z88 distributors: Hugh Symons, Lightning, Bytech and Northamber. Cambridge itself will be making some 2,000 tele-sales calls. Dealers will also find themselves bombarded with trade packs featuring a product brochure, price list, copies of reviews and a registration form. And to cap it all there is also an offer of up to £300 being put towards local advertising costs.

Streeter believes that this flurry of activity and incentives will push the number of Z88 dealers up to the 500 mark. If it *doesn't* substantially increase that 120 base figure the marketing staff at Cambridge might as well all give up and become bricklayers.

With such a well put together marketing assault Cambridge should be able finally to put behind it the problem of having a past linked with games machines and unreliability. Streeter admits there has been some difficulty getting retailers to have complete faith in the Z88, but claims that this is changing. Apparently of some 250 retailers recently called only five said they would never take Sir Clive Sinclair products.

Deals with British Gas and Shell also prove that Cambridge computer is faring well in its transition to Respectability Street. The acid test will be seeing if the firm can properly cope with any large scale increase in Z88 demand over the next two months.

If it can't the benefits of a strong marketing campaign - no matter how well executed - will have been wasted.



STREETER: Sales not as high as planned - yet

# A CHANCE TO RUN YOUR OWN BUSINESS IN RETAIL COMPUTING

A major supplier of microcomputers and software based on the South Coast requires a General Manager/Director Designate to take entire responsibility for the day to day running of their retail outlet which services both business and private customers.

Although reporting directly to the Chairman of the Company we view this position as being the ideal opportunity for someone with previous retail/management experience who feels they have the necessary attributes required to run their own business.

The successful candidate is likely to be aged between 25-45 with sound business acumen the ability to sell within the computer environment and the flair and determination to develop and expand the business. Computer literacy will be desirable.

We offer an excellent profit sharing remuneration package that will include OTE of £25,000 and a company car plus all of the benefits normally associated with a large organisation.

To apply please send your CV addressed to Box No. 123  
CTW, BTC, Bessemer Drive, Stevenage, Herts SG1 2DX

# 90 WEEK WONDER



**BMX Simulator. A sales phenomenon.  
Holds the all time record for chart weeks.  
90 consecutive weeks. Still a best seller.  
Available for most home computers.  
Including ST and Amiga. PC version soon!**

## PROFESSIONAL BMX SIMULATOR

**Son of BMX. At the higher  
£4.99 price point. Two  
cassettes. Free poster and  
sticker. Standard and  
expert versions. For  
Spectrum, Commodore C64  
and Amstrad CPC.  
A proven best seller.**

**NOW WITH 100%  
SALE OR RETURN**

## CODEMASTERS CLASSICS

BMX is one of several  
Codemasters games  
that just keep on  
selling. Week after  
week. Classics. The  
kids will continue to  
buy them. they know  
what they want.  
Games like Grand  
Prix, ATV, Fruit  
Machine, Dizzy, Pro  
Ski and Pro Snooker.  
Make sure they are on  
your shelves. Don't  
miss out!

## BMX SIMULATOR FORMATS AVAILABLE

Sinclair Spectrum  
Commodore C64  
Commodore C16 & +4  
Commodore Amiga  
Atari 800/130XE  
Amstrad CPC  
Atari ST  
IBM PC – coming soon

*The number one name in the game*

Code Masters is consistently one of Europe's best selling software houses. Our titles just keep on selling. BMX Simulator holds the record for chart longevity. It is still there. Thousands of happy retailers are profiting from the Code Masters success story. You can join them.

**If you want to make money with  
Code Masters software  
Ring Ann Pinkham 0926-814132**

Code Masters Software Co Ltd · Lower Farm House  
Stoneythorpe · Southam · Warks CV33 0DL



# H B M

Specialist advice to dealers requires specialist attention on the part of the distributor.

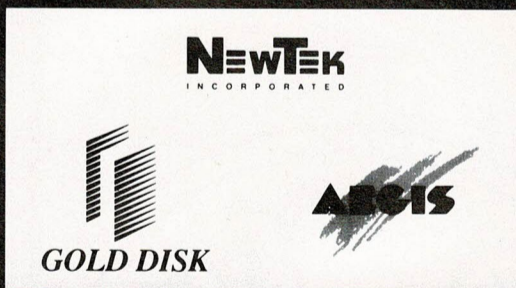
**HB Marketing** concentrates on 68000 software products for the Atari ST and Commodore Amiga.

If you need to talk to people who know what they are talking about, contact **HB Marketing** today.

We stock a wide range of the latest quality software and peripherals for the ST and the Amiga.

Call today  
**0895 444433**  
or fill in the coupon to receive your Dealer Pack.

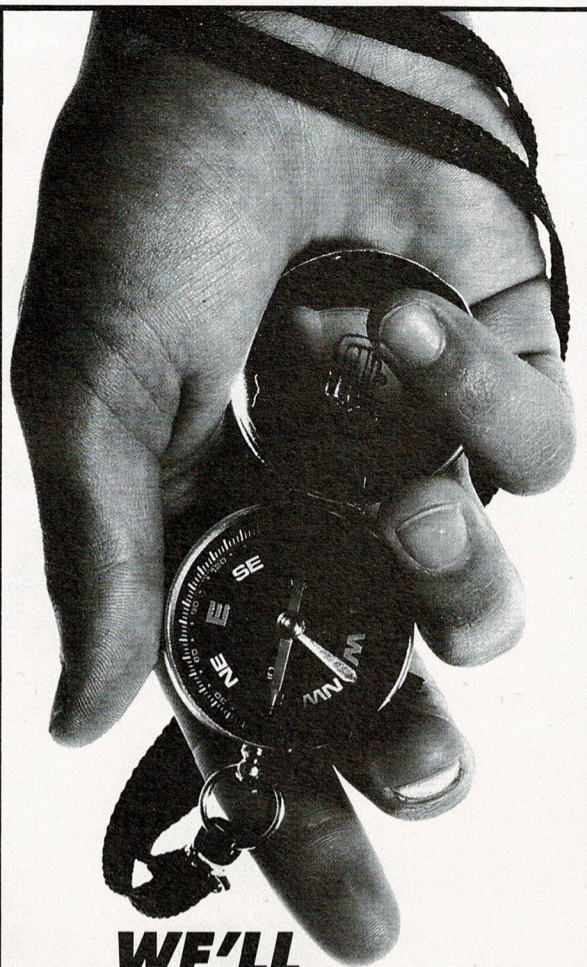
Distributors for:



Please send a Dealer Pack to:

Name: .....  
 Position: .....  
 Company: .....  
 Address: .....  
 Telephone: .....

**HB Marketing Ltd.**,  
 Brooklyn House, 22 The Green,  
 West Drayton, Middx UB7 7PQ.  
 Tel: 0895 444433 Fax: 0895 441962  
 Telex: 934689 HBMK



## WE'LL POINT YOU IN THE RIGHT DIRECTION TO PROFITABLE SOFTWARE RETAILING

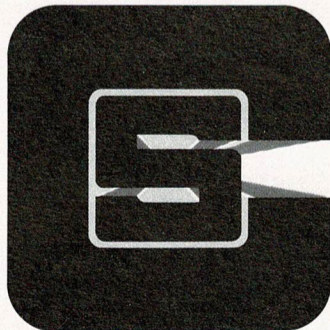
Selecting from the vast array of business support packages we've assembled a quality portfolio of effective working tools that meet your customer's needs at a price your customer can afford. This is backed up with an unrivalled and efficient distribution support.

- Dedicated On Line Telesales
- Computerised Stock Control
- Excellent Terms and Discounts
- Field Sales Support
- Pre-sales Technical Support
- Product Research and Testing
- No Minimum Order Value
- Guaranteed 24 Hours Delivery

**TAKE A LEAD TOWARDS PROFITABLE GROWTH**

**Tel: 021 356 3399**

FOR OUR **NEW** BUSINESS SOFTWARE CATALOGUE



Or fill in the coupon below and send it to:  
**CENTRESOFT LTD, FREEPOST,  
 BIRMINGHAM B6 4BR**

Please send details of your business software range.

Name .....  
 Company .....  
 Address .....

businesssoftwarebusinesssoftware

# DISTRIBUT

COMPANY	IMMEDIATE ACCOUNT?	PAYMENT TERMS	DISCOUNT	SERVICES	No. OF PACKAGES	BEST SELLER
ADL	References	30 days	Not saying	Tele-sales, sales reps.	21	Not say
AMIGA CENTRE SCOTLAND	On application	Cash with order unless account	25-40%	Courier and tele-sales	40	Digi Vi
CAPITAL COMPUTER PRODUCTS	References/ Cash	30 days	30-40%	Telesales	400	Diskett
CENTRESOFT	Pre-pay or application	30 days	40%	Pre-sales support+ Interflex Telesales	150	Mini O Profess
ELTEC	Cash with order	21 days	35%	Telesales	50	Word S Express
ELECTRIC DISTRIBUTION	Account	30 days	Various	Softline	130+	Timew
FRONTLINE DISTRIBUTION SOFTWARE	References/ cash	30 days	30-45%	External reps; Product specialists; catalogue.	60	Lotus
GARWOOD	2 references and bank	28th of month following	30-50%	Catalogue, telesales, pre & post sales support	160	Map A
GEM	References	Negotiable	Negotiable	Telesales: vansales	300	Genic
GREYHOUND	Immediate credit facilities	30 days	30% Up	Courier; telesales and in-house support	600	Word P
HB MARKETING	References or cash	30 days	37-40%	Courier, rep telesales and tech support	200	Kind W
HUGH SYMONS	References	28 days	35-45%	On-line support; technical back-up	130+	Word S
LEISURESOFT	References/cash	30 days	Negotiable	Telesales	300	Accoun
LIGHTNING	2 refs + bank	25th of month foll. supply	35-40%	In-house tech support	100+	Map In Accoun
MICRO DEALER INTERNATIONAL	Cash and/or 2 trade ref	30 days	30-40%	Support via 50 publishers		Frame
NEW STAR/ PAPERBACK SOFTWARE	References and CWO	30 days	30-55%	Catalogue and Telesales	100	BP Pla
P&P	Cash and/or 2 trade ref.	30 days	25-60%	Tech. support; end user marketing	165	Lotus
PRECISION DISTRIBUTION	Yes	30 days	25-50%	Telesales and road support	250	Super Profess
R&R	References/ cash	20th of month following	40%	24hr courier	300	Sage F Contro
SDL (UK) LTD	Cash with order/account	7th of month following	35%	24hr delivery; telesales	40/50	Publish
SOFTSEL	After credit check	30 days	35-40%	Overnight delivery; full SOR; twice yearly Softeach	309	Word P
SOFTWARE EXPRESS	By arrangement	30 days	35%	Technical support	40/50	Word C
SOFTWARE LIMITED	2 trade ref. + agency ref.	30 days	35-50%	Tech. support; POS: literature	100	Word P

# DISTRIBUT

businesssoftwarebusinesssoftware

# TRACK SUIT MANAGER

## WHAT THE PAPERS SAY . . .

**Zzap says . . .**

I personally didn't think Football Manager II would be ousted from its top soccer strategy game position so soon . . .  
 Against the odds, though, the famed game has been outdone in all respects by Track Suit Manager . . .  
 Easily the best of its type . . .

- Presentation** 96%
- Hookability** 93%
- Lastability** 88%
- Overall** 89%



**C & V Games says . . .**

The best ever football managerial game ever, in the history of the world, no messing, straight up . . .  
 A very impressive start for Goliath.

**9/10**

**Your Commodore says . . .**

T.S.M. is one of the best games I've ever played and certainly highlights the problems of a national team manager.



**Sinclair User says . . .**

The best ever managerial game, the one your speccy has been waiting for.

**93%**

**Commodore User says . . .**

The match is the best I've ever seen . . .  
 T.S.M. is the most playable game of its genre . . .  
 One of the most frustrating, fun, compelling, exciting and addictive games I've ever played.

**8/10**



**Your Sinclair says . . .**

I'm amazed at this one . . .  
 Some day all footie games will be made this way . . .  
 If you don't like T.S.M. your dead from the neck up.

**8/10**

*And more reviews to come . . .*

**DISTRIBUTION: A1 Primary 0977 797777**



# DON'T MENTION EPSON

During the three years that it's been fully operational in the UK Star has kept a decidedly low profile. It claims to be the second largest shipper of low cost printers yet has only the fifteenth highest printer marketing spend. This contrasts enormously to the national press ads and soon come TV burst by major rival Epson. Sales and marketing director Roger Bayley explains Star's quiet approach to STUART DINSEY and promises a shift in future. . .

"An awful lot of UK business is based on tradition and convention. That's why here in the computer market IBM is market leader with a good product, but not necessarily the best.

"With printers we have a situation where Epson is number one in the UK, but a lot of people only buy Epson because they've heard of it."

Just a couple of minutes

seated in the conference room of Star's premises in leafy Ealing, West London and the conversation has come round to Epson. If this was Panasonic, Citizen or Brother we would have probably reached the same topic in just as short a time.

For Epson is of course the giant Japanese manufacturer firmly rooted and number one in the printer charts, having

been there almost as long as anyone can remember. All the pretenders to the throne have their own personal critique of Epson and few can keep it to themselves, Star being no exception.

The reflection on the UK's printer buying attitudes came from Star's sales and marketing director Roger Bayley. An ex-Epson national dealer manager, he has been masterminding Star's own assault on a seemingly unconquerable Epson sales mountain for the past two years.

If someone were to write an end of term report for him now it would certainly be an encouraging one, with Star claiming an almost undisputed second place in the sub-£1,000 UK printer market, and research firms IDC and Dataquest both giving it a 22 per cent share of all printers under 150cps sold in Europe.

Bayley claims that Star has experienced Epson-like growth in its early years yet it has gone about its marketing in a style diametrically opposed to that of Epson and only now is it saying that things might change.

Whilst its major rival will readily dip into its bottomless pockets for sponsorship, journo-courting, national press, radio and TV budgets (another campaign's on the way), Star has concentrated solely on specialist press – and initially very little at that.

Star boasts a marketing spend of £1 million. That's about one sixth of Epson's and only the fifteenth highest total amongst printer firms operating in the UK.

But since 1985 Star's UK sales have risen from 7,000 units a year to an estimated 90,000 this year, in a total market worth around 600,000 units.

"Our major growth has come from people buying our products who know what they're doing and what they want," explains Bayley.

The pitching of the computer literate has been done by specialist ads and is backed tradewise by some nine distributors. But in a corporate or brand awareness sense Star is almost non-existent. This is despite the fact that, as with most, this particular Japanese firm just happens to be absolutely enormous.

## Brand knew

Star was formed in 1947 with its backbone business being in precision engineering. Star makes watch parts, and claims a virtual world monopoly on buzzers and such like, but it has only one consumer operation: Star Printers. In effect, firms like Seiko (which owns Epson), Citizen, Sony and Panasonic have been building up their own universal brand awareness partly using Star machinery, whilst Star itself has remained unknown to the general public.

Bayley, of course argues that this has not been a problem, as any well trained sales and marketing director would. "When we came in with the N-Series it was good product and people

## THE MAJOR AWARDS WON BY FIRST SOFTWARE LAST YEAR ARE NOW HANGING IN FRONTLINE'S RECEPTION.



No. Frontline haven't stolen First Software's awards. It's just that First Software has changed its name to Frontline.

But you'll find nothing else has changed.

You'll still have the same service, back-up and technical support. As well as the friendly people you've come to know so well.

What you may not be aware of is that last year First Software won many major awards, including UK Distributor of the Year for NEC monitors and Ashton-Tate, No. 1 UK

Distributor of Lotus products, and European Distributor of the Year for MicroPro and Orchid.

This outstanding reputation was also recognised across the globe.

They were Outstanding International Distributor for Intel (PCEO) and International Distributor of the Year for Tecmar and Informix Office Automation products.

They were also the distributor for Amstrad, Claris, Hercules and Microsoft and many other leading hardware and software products, with a sound knowledge of every aspect of

their marketing, training and technical support.

Admittedly, it's a superb pedigree that's been inherited.

But with the same people showing the same commitment towards its dealers, there's no doubt Frontline will have even more prestigious awards hanging in their reception next year.

Frontline Distribution Ltd., Intec-1, Wade Road, Basingstoke, Hampshire RG24 0NE. Tel: 0256 463344.

**FRONTLINE**

who brought it would say good things to their colleagues. That's far more important than having a corporate banner at a golf match."

He claims that in the early stages of a firm's development corporate identity should take a backseat whilst such complexities as product availability, quality and a firm dealer network are sorted out.

Also, Star's ability to dish out UK ads has totally depended on UK profit. Thus, there was not that much to go on in the early years but it has started to rise now.

At this stage Bayley decides it's time for another dig at the opposition, offering that quite often the large spreads in the *Financial Times* embedding certain printer manufacturers' brand names into sleepy execs' minds are paid for via Japanese rather than UK cheques.

Star has found itself in a position now where it is somehow arguing both for and against corporate advertising. It is very costly and Star hasn't really needed it so far, offers Bayley. "If someone is reading a newspaper in the morning the last thing they're doing while dipping into their egg is thinking about what printer they should be buying. They're reading it for the news."

The argument goes on. "Anyway, the major organisations are all very computer literate these days. It's not the situation that it was in 1981-2. They've been using different PCs and often different operating systems, they look at new software and they read the press. They will usually know the two or three people to choose from."

It is rather strange then to hear Bayley saying in the next breath that if he could afford it he would take TV, radio, national press, poster and just about any other space one could think of. Indeed, ads in the dailies are being lined up to start some time in the next few months.

Bayley believes that Star had more important things to do in its early years than build a brand awareness into the public at large that may or may not be repaid via the successful auto-suggestion when purchase time finally comes around.

**Pinned down**

With the launch of its low-cost nine-pin LC-10 at January's *Which?* show and the 24-pin LC24-10 coming on line around the time of the *PC User Show*, Star feels it has reached a comfort zone which can allow for a rather more brazen marketing approach. "It's time to step up the corporate type advertising to make people more aware of Star generally."

Coming in at £259 the LC-10 has taken on Citizen's successful 120D and Panasonic's 1081. Total UK sales are claimed to be 35-40,000 units, with orders currently running at 8,000 a month and supply at only 5,000. This is despite comments from Star UK boss Ian Smith a few months back that shortages would end once the firm's assembly and manufacture plant in Tefarnaubach, South Wales was operational.

Production there is now running at 16,000 LC-10s a month but the lion's share is going to Europe, where demand is apparently even hot-

ter. With a second production line starting in September, bringing monthly capacity to 30,000, Bayley hopes shortages will be over by November.

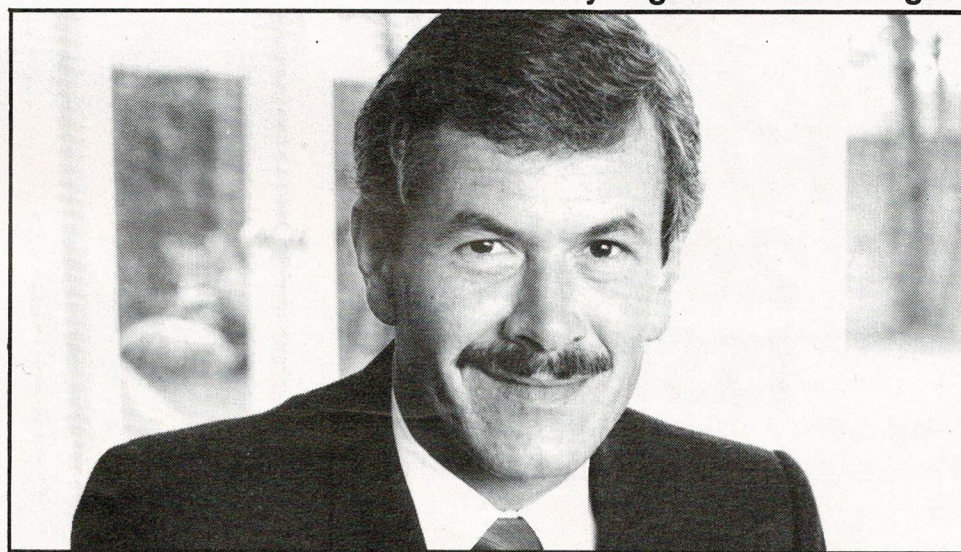
The success of the LC-10, whilst giving Star the revenue to embark on profile raising campaigns, has added to the need for a different style of marketing itself.

Bayley is wary that if left uncontrolled Star's image could be dictated wholly by the nine-pin machine, thus, it would become known only as a low-cost manufacturer and its products would be overlooked in more upmarket areas. The need for a respected *FT*-style image is much more acute on

higher end products and those are the type of products Star is likely to introduce. Currently its top of the range model is the Laserprinter 8 costing £1,995 (exc VAT).

"In the States Star is very much known for low-cost printers. In the UK our image is certainly very much different to Citizen and Panasonic - we intend to keep it like that."

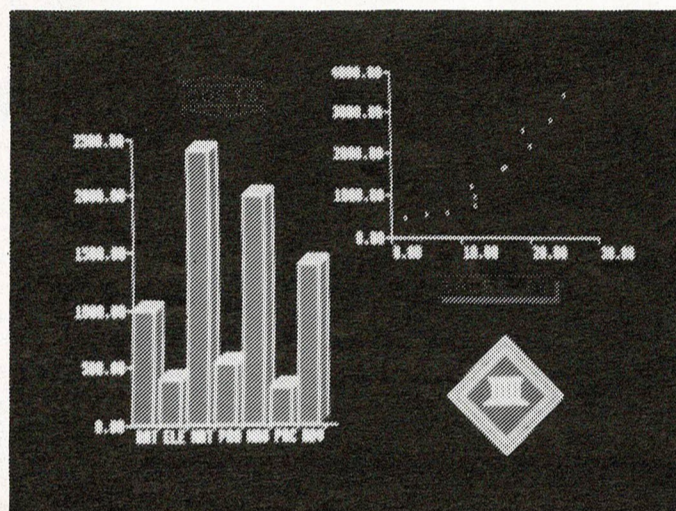
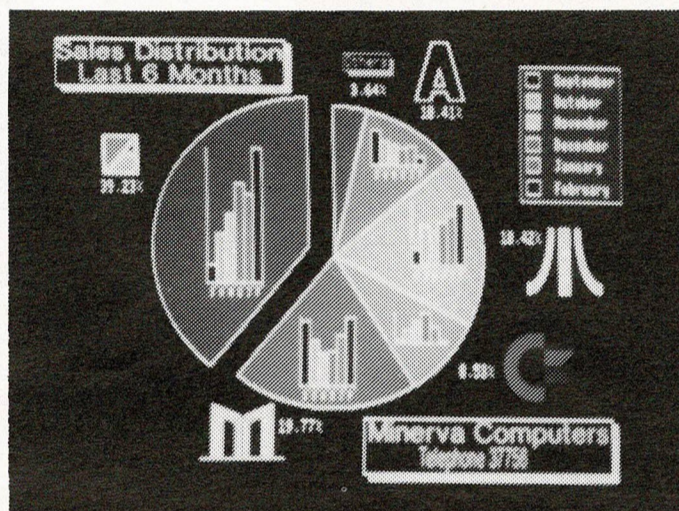
As for toppling Epson from its lofty perch, that's not really the point. Star just hopes that with a change in its marketing tactics it might at least find one shopper on Ealing Broadway who could say what *Star* actually does - rather than all its competitors.



BAYLEY: "Our competitors are generally better known".

# GAMMAPLOT

Presentation Graphics with a full Art package to unleash the power of the Archimedes



Seeing is believing!

GammaPlot is an extensive chart / graph plotting program with a full art package included. It allows even a novice to produce stunning charts and drawings on one screen. Several charts may be placed on one sheet, in any position with text or drawings to make the data easily understood. GammaPlot supports six main graph and chart types of line, scatter, pie, histogram, 3D histogram and text only charts. Segments may be highlighted or percentages, values and labels switched on. Statistics and a full Slide Show are also included.

Choose from the text styles supplied or any of the native Archimedes 'pretty fonts' or even define your own, and any of these can be enlarged or reduced. Various shapes, patterns and borders are supplied with a full 256 colour range and a flood fill option. A full zoom facility allows editing of individual pixels. Various pen types and spray cans are provided to draw pictures or add signatures. Block options include move, copy and squash.

Import digitised pictures or company logos. Print facilities include colour output. Data entry is via the keyboard or any Delta, Gamma or Sigma file or most other graphics programs. Screens may be saved and merged automatically with wordprocessors like 1st Word Plus.

So extensive is GammaPlot that recent presentations to educational sectors show that many schools are buying GammaPlot for the art package alone!

A F F O R D A B L E



E X C E L L E N C E



M I N E R V A

COMPUTER SOFTWARE AND SYSTEMS SPECIALISTS

69 SIDWELL STREET · EXETER EX4 6PH · TELEPHONE EXETER 0392 437756

**HAPPY  
200th  
ISSUE**



**0952 680131**

Harcourt, Halesfield  
14, Telford TF7 4QR

*Happy 200<sup>th</sup> Birthday to*  
**CTW**

*from*  
**ALTERNATIVE SOFTWARE THE NUMBER 1 SOFTWARE HOUSE**  
*Keep up the good work*

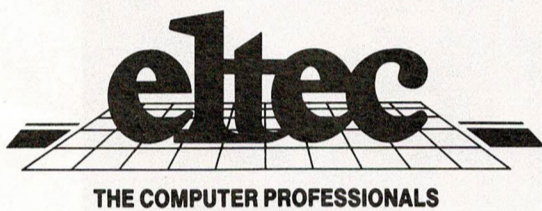
**ALTERNATIVE SOFTWARE LIMITED**  
Units 3-6 Baileygate Industrial Estate, Pontefract,  
West Yorkshire WF8 2LN.  
Telephone: 0977 797777 FAX 0977 790243

**Congratulations  
on your 200th  
issue CTW**



Units 1/2 Conlon Development  
Watery Lane, Darwen, Lancs

**0254 76316**



Would like to wish **CTW** a very happy birthday and all the success for many years to come.

**Campus Road,  
Listerhills  
Science Park,  
Bradford BD7 1HR  
0274 737544**

**CTW DECIDE TO BAT ON**

At the close of play on the first day the CTW side had scored 200 runs for the loss of 3 wickets.

Opener Scialom got CTW off to a good start, but he was soon overshadowed by Ingham, who was hitting out at everything at the other end. Despite the steady persistence of fast bowlers Poel and Everiss it seemed that Ingham had an answer for everything they could throw at him.

However, not long after Stewart was run out Ingham misread one from Poel that was just a little bit short, and was given out CTW (caught at the wicket) with the score just short of the 200 mark.

Dinsey, the deputy captain, took over the mantle of responsibility, and with a couple of quick singles took the score to 200 for 3 at stumps.

On this wicket it seems that nothing can stop the CTW batsmen; Beadle at No. 11 hasn't had to bat all season! Their bowling too is formidable, the fiery pace of Campbell complemented neatly by the googlies of Dinsey — who, according to an announcement over the loudspeaker during the tea interval has just been appointed captain for the next series following Ingham's premature retirement.

**Happy Birthday from**



"Happy birthday to you  
Happy birthday to you  
Happy birthday dear

**CTW**

Happy birthday to you."

*From all at*



**0279 412441**

**Congratulations  
on reaching  
200!**

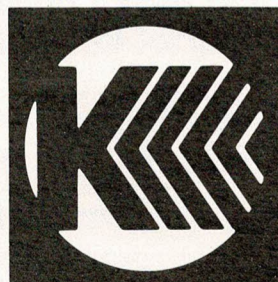


**56b Milton Park,  
Milton, Abingdon,  
Oxon OX14 4RX**

*"Happy birthday CTW"*

(Get the beers in Tom!)

From Jim & All at



**KILTDALE LTD**

**Corpus Street,  
Cheltenham, Gloucs  
0242 584244**



leading UK distributors of a full range of magnetic media and computer peripherals...

Would like to wish

**CTW**

a very happy birthday and many successful years to come.

**0509 610333**



businesssoftwarebusinesssoftware

# ION GUIDE

	FUTURE DEVELOPMENTS	ACTIVE DEALERS	CONTACT/PHONE	SPECIAL OFFERS
ing	Not saying	Not saying	Sales desk 0782 566344	Not saying
ew 3.0	Exciting new 'go-faster' products from recent AmiXpo	70	Tina Mullen 031 557 4242	Currently finalising autumn offers
wallets	Exciting new product in dust cover market	400	Maureen Lindridge 0705 210012	New range of dust covers
Office Professional	Phone for details	500	David Neal 021 356 3388	Phone for details
Star s	Continuing business software	300-500	Michael Marshal 0274 722512	None
orks DTP	Dec launch of biggest potential TW DTP (£19.95)	300	Sarah or Sue 0954 61258	Amtic summer promo, champagne promo, new dealer buy two, get 3rd free
-2-3	New: Claris and Uniplex range	60-70	Sales desk 0256 463344	Phone for details
ccounts	"Read our newsletter"	150	Chris Perry 0245 460788	Introductory offer of Top Copy + 3 for the price of 2
Cad	See us at the PC Show	400	Rita Bailey 0279 412441	Free voucher with Migent product
fect	Moving premises	850	Peter Leighton 0532 458800	About 40 summer bargains avail. Phone for details
ords	Phone for details	200	Victoria Farmer 01 895 444433	Buy a Lattice C + MCC Pascal for free copy Macro assembler for ST
Star Express	Business doing well	750	Ken Abrahams 0202 745744	None
stant +	More Mini Office	500	Laura Hibbard 0604 768711	Phone for details
egrated ts	Phone for details	500+	Millie Cherns 01 965 5555	Amstrad summer bundles
ork 2	Increased stock by 60%	1-200	Nick Fox 0908 74000	Phone for details
ner Plus	New communication products	800+	Jane Nolan 0277 220573	None
-2-3	Special offers on Lotus prods soon	800	Andrew Lord 0706 217744	Database, and range in general
ase sional	Productivity packs for Amiga	120	01 330 7166	Phone for details
inancial ller	Disk organiser incentive	250	Finuala Kavanagh 0977 795544	Lifetree special offers
ing Partner	Watch out for Pub. Partner Professional	300+	Alec Northfield 01 309 0300	Phone for details
erfect	Spreadsheets; Side Kick + 2,000 is moving fast		Richard North 01 568 8866	Harvard graphics promotion to win camera
op	Phone for details	100+	Keith Mason 021 328 3585	None
erfect 5	The Software Show 4/5th September	800	Mike Watkins 01-357 6424	Ashton-Tate summer promo

# ION GUIDE

businesssoftwarebusinesssoftware

## Amiga Centre Scotland

WE ARE



A COMPANY WHICH PROVIDES PROFESSIONAL SUPPORT FOR AMIGA DEALERS.  
THE AMIGA CENTRE, SCOTLAND SPECIALISE IN HIGH QUALITY SOFTWARE AND HARDWARE

WE HAVE

### NEW PRODUCTS

KIND WORDS  
DIGI VIEW V3.0  
ANIMATION FLIPPER  
FANCY 3D FONTS  
F-BASIC  
PERFECT VISION

Flicker Fixer · Photon Paint  
Studio Magic · Animation Stand  
Animation Effects · Airt V2.0  
Prowrite V2.0 · Animation 3D  
Director · Facc II · Microfiche Filer  
Airt · Animator Apprentice V3.0  
Butcher II · Diskpro +! Doug Math Aquarium  
Express Paint V2.0 · Forms in Flight  
Outline · Sculpt 3D · Digi Paint  
Acquisition · X-CAD

EXPANSION RAM –  
For all Amigas  
No wait state  
2Mb MICRON boards  
8Mb ASDG boards

GO-FASTER BOARDS  
Range of 68030/68882  
and 68020/68881  
boards + 32 bit memory  
turns the Amiga into a  
powerful workstation.

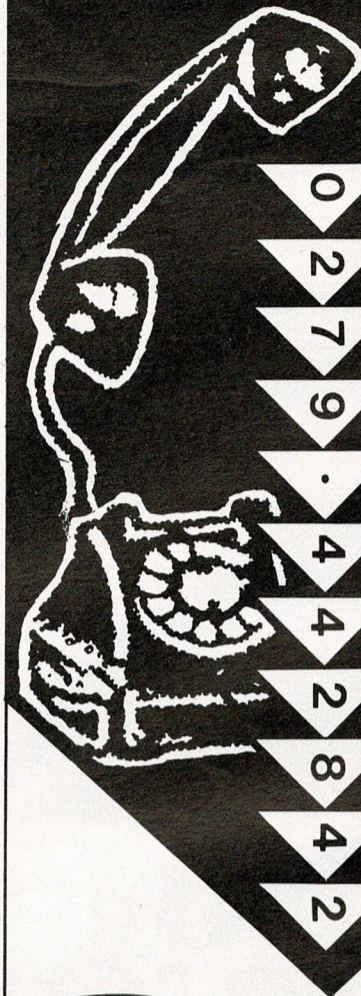
AMIGA MAGS  
SEND FOR sample issues of  
AMAZING COMPUTING  
ROBO CITY NEWS  
AMIGA SENTRY

Apply for dealer  
pricelists, product details,  
accounts, application forms

KEEP IN TOUCH – WE ALWAYS  
HAVE THE LATEST EXCITING AMIGA  
PRODUCTS

4 Hart Street Lane, Edinburgh  
EH1 3RN  
Tel: 031 557 4242  
Fax: 031 557 3260

For all your  
**16-bit  
Software**



PC,  
Atari ST  
& Amiga  
business  
& leisure  
titles

# GEM

Where Business & Pleasure meet

# GEM

Yes please! I'd like a copy of your most recent price list!

Name: .....

Position: .....

Company: .....

Address: .....

Telephone: .....

Return to:  
Janice Gallagher, Gem  
Distribution Ltd, FREEPOST, Unit 1, Harolds  
Close, Harolds Road, Harlow, Essex CM19 5YF.

(And don't forget about our  
range of 8-bit titles...)

COMPUTER TRADEWEEKLY

INSIDE

- British Telecom Games!!
MSX Roadshow - details
Cries and Whispers
Essential Phone Numbers
New Commodore Machines
Star Spot: A Legend Speaks
How to Save your SHOP MONEY

ISSUE 1 - BRITAIN'S NO. 1 TRADE NEWSPAPER - 3rd SEPT. 1984

Oric defend their corner

Embattled Oric Products International are to continue the manufacture of the Oric Atmos for distribution in the UK despite the fact that home sales have plummeted and Oric - who are embroiled in a bitter litigation struggle with their advertising agency KMP - have no plans to advertise in the run-up to Christmas.

Bob Simpson joins Tiger - 'expect changes'

Bob Simpson, founder-member of the Guild of Software Distributors (GSD) and Chairman of the Guild of Software Distributors (GSD), has left PCS and joined Tiger Distribution on 1st September to spearhead "an aggressive sales drive".

WIN A MILLION BUBBLES

Who is this man? See Page 2

AMSTRAD - THE QUESTIONS REMAIN

Problems and confusion surround the supply of the Amstrad CPC 664 to small dealers. Amstrad looks as though it has a long way to go before it can claim to have placed their Christmas order by the end of September.

TWO HUNDRED

... Well, up to a point. It's "issues", not years. and not all of them have been wholly "glorious", either. But since when has terminological exactitude ever been a concern in that old rag CTW? Somehow, the strange beast has survived nearly four years - mainly by being hard, fast and by eschewing the sort of mindless technobabble that computer bores should be compelled to use only in the privacy of their own lives.

How has Computer Trade Weekly reached its position of almost unchallengeable success over nearly four of the most competitive and ruthless years the fledgling computer market has yet seen?

The easy answer might be that it is more competitive and ruthless than the rest. Certainly there is an element of that, especially in the months immediately after its launch late in 1984. But its longevity has extended parallel to the unselfish affection with which it is now regarded by the industry it serves.

Had a feel for the market it was trying to serve.

Because CTW was backed by some people in the know, it quickly gained a reputation for getting good news stories from day one. Indeed the pace has rarely flagged since then.

is down to the quality of its editorial - for a variety of reasons.

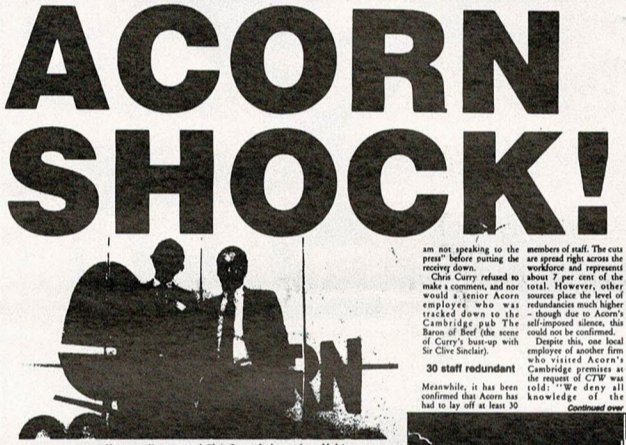
Firstly, it has always had a sense of humour. That means people and interaction rather than machines and technology. The crossheads are particularly entertaining, often apparently designed to subliminally deflate major industry figures (MIF's) egos - great fun, entirely harmless and appreciated by a surprising number of people.

continue - then so be it, but at least we can be reassured that it is unlikely ever to print a mountainous babble of techno-wizardry pomp-garbage.

Everything but the kitsch in sync

Meanwhile, the search for truth has resulted in a number of escapades into the market it has served. Not always successful perhaps, but there is no doubt that the whole industry got behind Soft Aid, which raised £350,000 for the Band Aid Trust through sales of a compilation tape for which all sectors of the industry co-operated in taking no profit.

COMPUTER TRADEWEEKLY STOP PRESS



Amstrad's share price has risen to 25p, but the company's share price has fallen to 10p. The company's share price has risen to 25p, but the company's share price has fallen to 10p.

Hype springs eternal

Without the blatherspeak, a journalist should be fundamentally interested only in the truth. Fortunately - this isn't an obituary just a celebration of purpose - Ingham has always insisted on firstly being in complete control of the editorial content of CTW, and secondly in pursuing truth to the very best of his ability.

There have been dangerous moments, especially as the Spectrum Group became less profitable and pressure was brought to bear on CTW to be more selective about the information it published.

That was resisted, of course, and was finally blown away. One gnat that, since then, an honourable distance has opened up between the two camps.

The reason that CTW works

is down to the quality of its editorial - for a variety of reasons. Firstly, it has always had a sense of humour. That means people and interaction rather than machines and technology.

Such compilations and thus increase awareness of them, but the success of that one was thanks to the uniqueness of the idea which was communicated by Ingham and Rod Cousens.

If the idea suffers with attempted repetition, and to some it looks like it should be rested, than that could never detract from the success of the spirit behind the initial movement. Subsequent sales figures in this instance - £70,000 for Off the Hook and £50,000 for the children's charity the NSPCC - are perhaps a reflection of what Bob Geldof kindly calls "compassion fatigue".

COMPUTER TRADEWEEKLY VOTED "COMPUTER NEWSPAPER OF THE YEAR" - CTA AWARDS

CASH PLEDGE ON SOFT AD

In the wake of serious allegations about cash pledges on soft ad money, the Spectrum Group has pledged that all commitments will be honoured as soon as possible.

COMPUTER TRADEWEEKLY

AMSTRAD SNAPS UP SINCLAIR

Amstrad is set for a plethora of meetings with manufacturers, distributors and key multiple accounts following the takeover of the long-ignored Sinclair Research.

In this week's CTW:

- Major US Gold feature
Sinclair - The end of an era
Software distributors guide
A guide to all those at CES
Jack defends late releases
Chartwatch
Playing by Mail

THIS WEEK

100 not out
The End is Nigh
English
ETN
Croucher dead shock!

ISSUE NO. 100

BRITAIN'S TOP COMPUTER TRADE WEEKLY

Sinclair figures it out

Sinclair Research is set to release its financial accounts for the year ending 31st March 1988. This is the first time since the takeover of the company that it has published its accounts.

Gold turns to budget

US Gold boss Geoff Brown has finally unveiled his plans for a new budget label.

Gold turns to budget

US Gold boss Geoff Brown has finally unveiled his plans for a new budget label.

Quarterly gain \* Yearly loss

Commodore International has turned in its first profits for more than 18 months.

Elite eyes PC and PCW

Elite has joined the growing band of software houses offering to release games software for the Amstrad PCW ranges.

Continued back page

Continued back page

Continued back page

Continued back page

Continued back page



CTW editor Greg Ingham & erstwhile dep. ed. Simon Harvey behind bars (where some would've liked to see them)

apparently unjustified rumour which cropped up in the first Sinclair interview about *Bandersnatch*, though sundry rows with the litigious Amstrad and most recently with the US Gold attempt to stifle the paper and dealers were invited to comment on the former's reduction of terms. Such issues *CTW* specialises in whatever the cost. It has adopted a high risk, no truck with waffly lawyers stance; remarkably, it has never been sued.

Actually, though the cost is dear. SRP has launched only one other title, *Bang*, which lasted only a few issues. No other titles have been launched, perhaps because the original structure ultimately didn't allow for it. That is, it is still owned by the Spectrum Group. There have been noises about bids - *CTW* is profitable and run on a relative shoestring (move to coated paper takes four years!) - but none has come through, probably because Mike Stern has stuck to his valuation of the enterprise. Yet at the same time it is notable that Future Publishing (as a for instance) has launched five new monthly titles in the last four years whereas SRP's publishing progress in that sense appears to have been curtailed with the folding of *Bang*.

The schedule of weekly production enforces a rhythm which is not present in a monthly, making it difficult to run one of each. But whatever, nature abhors a vacuum, or you have to run to stand still these days, so the *CTW Yearbook* is definitely something to look forward to. The next logi-

cal step is perhaps a *CTW* Trade Show aimed at the burgeoning 16-bit market and the cross-over into the PC world.

The 16-bit scene has brought two new markets segments into being - the urgency around the ST and Amiga scene, and the more thoughtful approach required by the emergence of the PC business (and games) market.

*CTW* has thus far responded cautiously to the PC market, but its fundamental principles still work. Like, news is news. Or "tough where necessary, humorous where credo in issue one). And if the PC market is more cautious then they should suit each other.

Perhaps there is a need for more stability - nothing for me can touch the "CSD goes bust" picture story showing Henry Kitchen's sad and lonely face as he faced the bailiffs as a summing up of the end of many dreams of expansionist new-empire building.

Remake, remodel  
So if a bubble burst then, we shall have to carry on. He would never say it, but it seems like the end of an era: Ingham goes to new job in new company, *CTW* goes on to coated paper and moves to new up-market look including Times as the main font.

Goodness! Who would ever have thought? Can *MicroScope* and *CTW* live together? There's always a next episode, and one can but wish that the paper's next 200 issues are as fruitful and direct as the first 200.

A modest cheer from the industry is in order...

**CTW** Monday August 22 1988 Page 19  
16-11-87 BRITAIN'S TOP COMPUTER TRADE WEEKLY ISSUE 162

### Martens charged

A German national arrested in Turkey in August was last week sent for trial on a total of 14 charges associated with software piracy.

### Toshiba: load of tosh says Amstrad

Amstrad has run into the seemingly inevitable criticism from two major portable rivals over the new PPC range of portables.

**ASA** points finger  
The Advertising Standards Authority has highlighted yet again the constant headache caused by computer firms.

### INSIDE: PENETRATING THE PUBLIC

A very different company and their marketing manager, Steve Jones, is preparing to take on the market.

### CBM: it's good - but not that good

There was good and not so good news from Commodore in the financial front last week.

### INSIDE: PORTABLE PROGRESS

The Amstrad PPC range has been well received.

### Tandy gears up for UK

Tandy unveiled a new range of PCs last week, along with a range of new machines.

**CTW** Monday August 22 1988 Page 19  
25-4-88 BRITAIN'S TOP COMPUTER TRADE WEEKLY ISSUE 183

### CBM bolsters System

Trade rumblings about the Amiga System 500 bundle and the financial front last week.

### Atari packs up ST

What is believed to be the Atari ST's last major hardware update.

### Cosmi severs Gold links

US software house Cosmi has ended its UK publishing deal with US Gold.

### Atari shows new CD

To something its own publishing deal with US Gold.

### Sugar eyes PS/2

Amstrad is considering producing a PS/2 compatible range.

### Rights row hits BT

Veteran independent musician has promised a legal fight over his rights to two major autumn titles.

### INSIDE: STANDARD COMPLAINT

The BPC has issued a warning to software publishers.

**CTW** BRITAIN'S TOP COMPUTER TRADE WEEKLY  
6th October 1988

### Yearly profits £75m \* Autumn shortages expected

# AMSTRAD PROFITS

Fresh from announcing a huge leap in profits up to £75 million, Amstrad's first week revealed that the firm's order book for the year is £120 million - a figure in excess of £100 million.

### All change at Atari

In a sudden burst of activity, Atari has quit the UK market and is moving to another part of the company.

**CTW** BRITAIN'S TOP COMPUTER TRADE WEEKLY  
28-9-87

### PCW '87: industry bullish

The computer industry is bullish about the PCW '87 show.

### INSIDE: SHOWING OUT

Another PC manufacturer has announced a new range of PCs.

**CTW** BRITAIN'S TOP COMPUTER TRADE WEEKLY  
20-7-87

### CS crashes out

The CS range of computers has been discontinued.

### INSIDE: TAKING THE TRIP?

Electronic Arts has announced a new range of software.



· AMIGA 500 PRICE INITIATIVE ·



· HEAVY INVESTMENT IN BUSINESS MARKET ·



· COMMODORE PCI LOWEST MARKET PRICE ·



· NATIONWIDE SALES ROADSHOWS ·

**And now, a superbly  
orchestrated  
promotional campaign  
from Commodore**



· NEW LEAD GENERATION PROGRAMME FOR DEALERS ·



· NEW DIRECT MARKETING PROGRAMME ·



· PRE-CHRISTMAS TELEVISION SUPPORT ·



· MASSIVE £6 MILLION ADVERTISING CAMPAIGN ·

By now, the message must be very loud and very clear. The name of Commodore is going to be making its presence felt throughout the industry.

Very soon, you'll be seeing us on national posters, in magazines and newspapers. We'll be at roadshows and trade shows. Investing in the business market and education.

An enormous advertising spend will regularly be feeding qualified leads to your dealership. And, through direct mail, we'll be bringing

people back into the market at the time they're ready to buy.

Early next year, we'll be giving you more information about our plans at our first major dealer conference.

Do we hear a note of approval?

If you want to discuss a working partnership with Commodore, please telephone Dealer Liaison on (0628) 770088. If you're already a Commodore dealer, you're to be applauded.

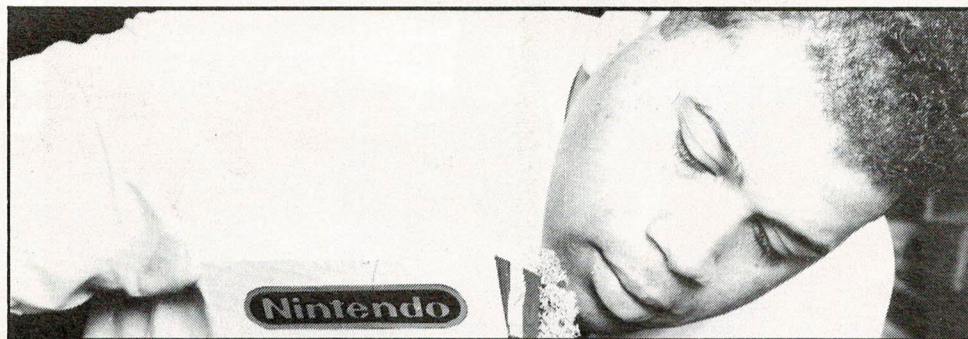


**Commodore**

COMMODORE BUSINESS MACHINES (UK) LIMITED, COMMODORE HOUSE, GARDNER ROAD, MAIDENHEAD, BERKSHIRE.

# THE CLASH OF CULTURES

Such are the differences of approach and culture that dealing with the Japanese is fraught with difficulties. And yet such is their position in the micro world, more and more British firms are having to cope with those difficulties. Since LUTHER DE GALE used to be the software boss for one Japanese firm (Konami) and is actively involved with another (Nintendo), he reckons he has a few useful pointers for those dealing with them . . .



DE GALE: Tips

Technology from the Far East is rapidly integrating itself into Western culture. The vanguard of the attack is the Japanese who now control large markets which cannot be ignored by British companies. The problem is that few people know how to approach this army of blue-suited Samurai, but it is these few who reap the full benefits of lucrative contracts.

Not many people know this but the Japanese don't have an equivalent word to our 'foreigner'. This ought to be borne in mind when dealing with Japanese companies because it is indicative of their insular attitude to the rest of the world. They will listen to and deal with strangers, but will always guard their self interests.

During my time studying politics at university, I became fascinated by the complex Japanese decision-making protocols. As most people know, the culture is based on a strict, almost feudal, hierarchy. When dealing with Japan's rising sons the general advice of the Department of Trade and Industry would be to learn a little of their culture and observe their business customs. If you want to become Japanese, this is good advice; if you want to deal with them, forget it.

### Disorient the oriental

When describing the hierarchy as strict a suitable synonym would be rigid. The anathema of Eastern culture is loss of faith in the presence of one's peers. Any threats to status, such as adopting Western courtesies, will disorientate the oriental mind. Attack the Japanese on their own ground and you're immediately at a disadvantage.

Once the ritual bowing ends, you will find yourself firmly cemented into the wall of Japanese industry. Always remember that they stoop to conquer and as a courtesy a mere nod of the head will suffice or try the good, old, British handshake. In this way, you ensure that you don't lose face.

Japanese culture has been fermenting for centuries and the complexities are something which takes many years even to begin to comprehend. In my time at Konami, situations arose which made dealing with my local council simpler than eliciting a response from my Japanese masters. These were not necessarily major policy changes, even the smallest decision is held up for scrutiny against the backdrop of the greater cosmos.


If hierarchy is the weft of the fabric of Japanese society, the *esprit de corps* is the warp. Individuality is suppressed and teamwork is the norm

£1.20  
SEPTEMBER 1988  
Volume 1 No 1

**PREMIER ISSUE**

# G.M.

**The Independent Fantasy Roleplaying Magazine**



**AD&D - THE  
COMPUTER GAME  
EXCLUSIVE  
PREVIEW**

**FREE GIANT  
AD&D POSTER**

**SINCE THE BIGGEST THING  
THE DUNGEONS AND DRAGONS  
IS COMING YOUR WAY  
WATCH OUT FOR G.M.!**

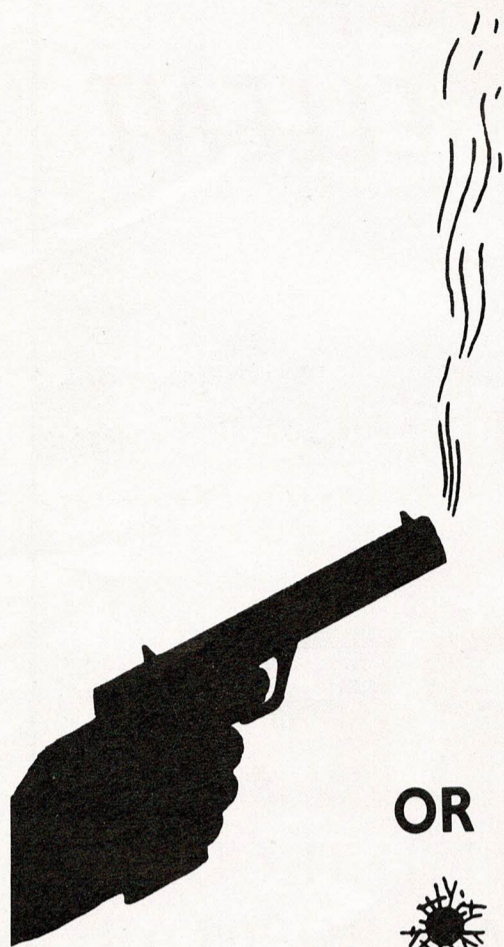
**WITH TERRY PRATCHETT -  
THE MASTER OF THE 'WOLF' NEVER TALKS  
STENCHO. . . SCENARIO**

WARNING - THIS MAGAZINE CONTAINS PICTURES OF WAYNE!

# GET INVOLVED

IN **THE GREAT** Microdealer

# COVERUP



**OR YOU COULD MISS OUT ON ALL THIS:**



A range of software T-Shirts with designs **exclusive** to Microdealer for **resale** to your customers at a very profitable margin. Only available from Microdealer!



An exciting promotion giving your customer an added incentive to buy **more** from **you**, so that they can collect "Cover Up" tokens to exchange for a fabulous range of free gifts.



Both of these incentives are designed to give you extra opportunities to sell more and will be widely publicised with a comprehensive consumer advertising campaign.

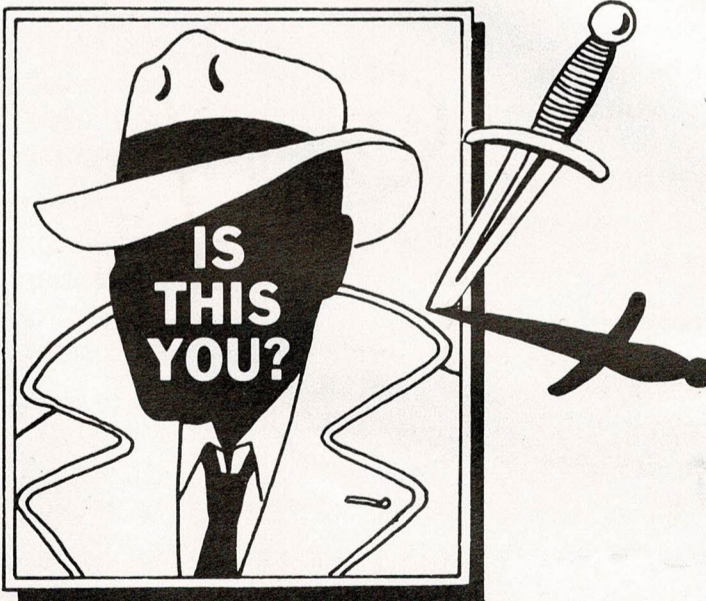


Each Microdealer dealer will receive a dealer support pack, including posters, window stickers, promotional aids and a complete field and telesales back-up service.



So get involved in the most exciting new sales promotion for the independent software dealer.

Get full details by Contacting our telesales team on 0908-74000 or by returning the coupon below.



# Microdealer

I N T E R N A T I O N A L

Monarch House, 16 Third Avenue, Denbigh West Industrial Estate  
Bletchley, Milton Keynes, Buckinghamshire MK1 1TH  
Tel. 0908 74000

Please send me details of the Cover Up promotion.  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
Name \_\_\_\_\_  
Position \_\_\_\_\_

JOIN OUR HAPPY BAND OF CUSTOMERS AND ENJOY EXCELLENT SERVICE FROM

# EXETER SOFTWARE

NO ORDER TOO GREAT, TOO SMALL, OR TOO MUCH TROUBLE WE STOCK A WIDE RANGE OF SOFTWARE FOR ALL POPULAR COMPUTERS AND PROVIDE FREE NEXT DAY DELIVERY

For further details contact: LENNY, PENNY OR JACKIE

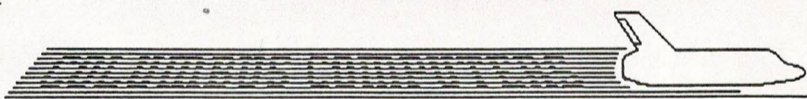
**EXETER (0392) 77369/413104**

## JOIN THE BUDGET SOFTWARE SUCCESS STORY

SUMMER SALES COULD NEVER BE BETTER!

Happy Birthday CTW

BUY DIRECT FROM



SPECIAL OFFER

• Receive the best prices for budget software in the UK!

£1.99

• Choose from 10 of the very latest games FREE with your first order!

• Lowest prices for volume!

£2.99

- 2600 cartridges
- Sega software
- Joystics from £2.50
- Disks

OTHER SPECIALS

3" £1.65  
 3 1/2" £0.75  
 5 1/4" £0.30

C64 PSU £9.95  
 SPE PSU £4.95  
 EL PSU £3.95

Telephone Steve Lockwood on

**061 - 301 - 4320 or 061 - 370 - 2118 NOW!**

It's on the way . . .

## SEX VIXENS FROM SPACE

Adult graphic adventure game for the Amiga.

You are Captain Brad Stallion, owner and operator of the one-man space vehicle known throughout the galaxy as the "Big Thruster". You have been assigned to a high priority mission by the Government.

The Government has long been harried by a series of raids on the population of its colonies. It is rumoured that these raids are conducted by "The Tribe", a colony of beautiful sex-starved female clones from the mysterious planet Mondo. Your mission is to locate the colony and destroy the deadly Sex-Ray Gun.

Be prepared to spend hours admiring the stunning graphics of this game. Be entranced by the crisp detail of the ships control panel. Gaze upon the sleek silhouette of the verdant valleys of Planet MONDO. Enjoy the spectacular beauty of outer space.

This original game for the Amiga is a smash hit across the states, to cash in on this success ring (0386) 553153 for a FREE trade pack and an interactive demo. UK retail price £29.95.

Distributors and Dealers ring

**ASoft (0386) 553153**

For your FREE trade pack and interactive demo.

Release date Sept 7th.



# SPECTRUM TOP 20

TW	LW	Title	Publisher	RRP £
1	2	EUROPEAN FIVE A SIDE	FIREBIRD	1.99
2	1	FOOTBALL MANAGER 2	ADDICTIVE	9.99
3	11	BEACH BUGGY SIMULATOR	FIREBIRD	1.99
4	37	WHERE TIME STOOD STILL	OCEAN	2.95
5	15	STUNT BIKE SIMULATOR	FIREBIRD	1.99
6	3	AIR WOLF	ENCORE	1.99
7	5	GHOSTBUSTERS	MASTERTRONIC	1.99
8	12	ROCKY HORRR £OR SHOW	ALTERNATIVE	1.99
9	26	BATTLESHIPS	ENCORE	1.99
10	6	FRANK BRUNO'S BOXING	ENCORE	1.99
11	14	WAY OF THE EXPLODING FIST	MASTERTRONIC	1.99
12	4	FRUIT MACHINE SIMULATOR	CODE MASTERS	1.99
13	9	TARGET RENEGADE	IMAGINE	7.95
14	10	YOGI BEAR	ALTERNATIVE	1.99
15	23	SANCHAI KARATE	PLAYERS	1.99
16	7	SAMANTHA FOX STRIP POKER	REACT	1.99
17	20	SWORD SLAYER	PLAYERS	1.99
18	25	KIK START 2	MASTERTRONIC	2.99
19	NE	ROAD BLASTERS	US GOLD	8.99
20	00	NINJA SCOOTER SIMULATOR	FIREBIRD	1.99

# C64 TOP 20

	Title	Publisher	RRP £
1	1	FOOTBALL MANAGER 2	ADDICTIVE 9.99
2	4	EUROPEAN FIVE A SIDE	FIREBIRD 1.99
3	8	BRUCE LEE	AMERICANA 2.99
4	28	BATTLESHIPS	ENCORE 1.99
5	19	NINJA SCOOTER SIMULATOR	FIREBIRD 1.99
6	12	A C E	CASCADE 2.99
7	17	YOGI BEAR	ALTERNATIVE 1.99
8	9	RALLY DRIVER	ALTERNATIVE 1.99
9	10	STUNT BIKE SIMULATOR	FIREBIRD 1.99
10	6	SAMANTHA FOX STRIP POKER	REACT 1.99
11	11	GHOSTBUSTERS	MASTERTRONIC 1.99
12	3	AIR WOLF	ENCORE 1.99
13	30	ROADBLASTERS	US GOLD 9.99
14	23	BIONIC COMMANDO	CAPCOM/US GOLD 9.99
15	7	BEACH BUGGY SIMULATOR	FIREBIRD 1.99
16	10	FRANK BRUNO'S BOXING	ENCORE 1.99
17	18	POPEYE	ALTERNATIVE 1.99
18	NE	SABOTEUR	ENCORE 1.99
19	24	WE ARE THE CHAMPIONS	OCEAN 9.99
20	RE	FRUIT MACHINE SIMULATOR	CODE MASTERS 1.99

# AMSTRAD TOP 10

	Title	Publisher	RRP £
1	2	FOOTBALL MANAGER 2	ADDICTIVE 9.99
2	1	AIR WOLF	ENCORE 1.99
3	5	ACE	CASCADE 2.99
4	RE	STUNT BIKE SIMULATOR	FIREBIRD 1.99
5	4	ROCKY HORRR £OR SHOW	ALTERNATIVE 1.99
6	18	SUPER STUNTMAN	CODE MASTERS 1.99
7	8	BEACH BUGGY SIMULATOR	FIREBIRD 1.99
8	RE	BATTLESHIPS	ENCORE 1.99
9	10	EUROPEAN FIVE A SIDE	FIREBIRD 1.99
10	12	FRANK BRUNO'S BOXING	ENCORE 1.99

# ATARI ST TOP 5

	Title	Publisher	RRP £
1	1	VIRUS	FIREBIRD 19.95
2	9	FOOTBALL MANAGER 2	ADDICTIVE 19.99
3	5	OUT RUN	SEGA-US GOLD 19.99
4	2	GAUNTLET 2	US GOLD 19.99
5	7	EMPIRE STRIKES BACK	DOMARK 19.99

# AMIGA TOP 5

	Title	Publisher	RRP £
1	1	INTERCEPTOR	ELECTRONIC ARTS 24.95
2	RE	FOOTBALL MANAGER 2	ADDICTIVE 19.99
3	NE	CORRUPTION	RAINBIRD 24.95
4	RE	BLACK LAMP	FIREBIRD 19.95
5	2	IKARI WARRIORS	ELITE 19.95

## SHARE OF SALES BY MACHINE

Machine	Units sold (%)				Titles sold (%)			
	This week	Last week	4 wks ago	12 wks ago	This week	Last week	4 wks ago	12 wks ago
SPECTRUM	44.0	42.8	41.3	46.8	28.7	27.9	28.5	29.0
COMMODORE 64	23.6	23.7	23.6	20.9	23.0	23.6	22.5	24.8
AMSTRAD	19.5	18.0	18.7	17.0	17.6	17.8	17.7	18.8
ATARI ST	3.1	4.8	4.2	4.9	6.7	7.2	7.8	7.0
COMMODORE 16	2.5	2.5	3.1	1.9	2.8	3.6	3.0	2.9
BBC	1.8	1.8	1.3	1.8	3.8	4.0	2.9	3.0
AMIGA	1.5	1.9	2.2	1.0	4.2	4.0	3.8	2.0
ATARI	0.8	1.5	1.8	1.9	2.9	3.9	3.4	2.6
MSX	0.7	0.0	0.0	0.6	2.4	1.3	1.0	1.9

## AVERAGE SALES PER PANEL SHOP

Units Sold			
This week	Last week	4 wks ago	12 wks ago
124	134	96	78

# Soft options

Soft Options carries salient details of leisure software just released or which are due to appear in the next few days. Software house wishing to be included should fax (0438 741247) or phone (0438 310185) through details prior to our publication date.

It's another one of those weeks where the number of games releases aren't exactly staggering. Still, no doubt in a few weeks **Soft Options** will be teeming with words of wisdom. In the meantime it's worth remembering that any games omitted here have been done so because **CTW** hasn't been told about them. Roll on the PC Show ...

### △ CINEMAWARE:

*Sinbad and the Throne of the Falcon* (64 disk — £14.99) Another of those interactive video things (which as everyone knows doesn't mean anything except that it looks good and claims to have a storyline). Pretty but insipid offering. △ **COSMI:** *Insider Trader* (PC — £24.95) Those firms trying to entice PC owners with shoot 'em ups might take note of Cosmi's approach. A strategy game involving all the sneaky goings on

in the City. All the executives can cheat the stock exchange without ending up on the front page of the *FT* or residing at Her Majesty's pleasure. Apparently, investors can make money honestly or make money by being unscrupulous. △ **CRL:** *Kellogg's Tour* (64 — £9.95 — £14.95) True enough simulation of the British cycle race which marks something of a departure from CRL's previously weak release schedule. Cereal giant Kellogg's sponsored the event itself and is featured heavily on the packaging. △ **ELECTRONIC ARTS:** *Empire* (PCSTAg — £24.95) Complicated strategy affair involving "interplanetary imperialism" and other completely enthralling themes. △ **IMAGEWORKS:** *Sky Chase* (Ag — £19.99) Mirrorsoft's much needed sexy label comes up with an air combat game — a format which seems to have become the firm's

forte. △ **MASTERTRONIC:** *Supertrolley* (SpAm — £1.99), A game based on steaming through, of all places, a supermarket. Good grief. △ **MICRODEAL:** *Tanglewood* (Ag — £19.95) Microdeal has been coming out of its shell of late especially on the Amiga front and although this doesn't appear enormously original, it's chart bound nonetheless. △ **SILVERBIRD:** *Cauldron* (SpAm64 — £1.99) This is one of a recent shopping spree by TelecomSoft involving Palace as well as Mirrorsoft and Digital Integration. The other titles will be falling on the market over the next few months. △ **US GOLD:** *Leaderboard Collection* (SpAm64STAg — £14.99-£24.99) Par for the course compilation with all the greens and fairways, birdies and bogies imaginable. It shouldn't take much to drive this onto the charts and maybe a putt to the top spot. (*That's enough golf drivel — Ed.*)

KEY: Sp = Spectrum; 64 = Commodore 64; Am = Amstrad CPC; ST = Atari ST; Ag = Amiga 500; +3 = Spectrum +3; PC = IBM PC/compatibles; PCW = Amstrad PCWs; C16 = Commodore 16; Mac = Macintosh; XE/XL = Atari XE console and 800XL; Sg = Sega console; Nn = Nintendo console; VCS = 2600 console; MSX = very unlikely.

# PC SHOW SUPPLEMENT

On September 5th, **CTW** will be publishing a separate supplement on the PC Show. Something of an annual event, it will detail the principal products and aims of the leading companies exhibiting at the show. In times gone by, our guide has proved indispensable for anybody with any interest in the show — which pretty much means the whole market.

To make sure that your company appears, please fax (0438 741247) or post (at the usual address, marked PC SHOW) your details *as soon as possible*.

**ALSO:** Don't forget that **CTW** offers special, even more attractive rates than usual to those advertisers interested in grasping the opportunity to appear in our supplement.

COMPANY NAME .....

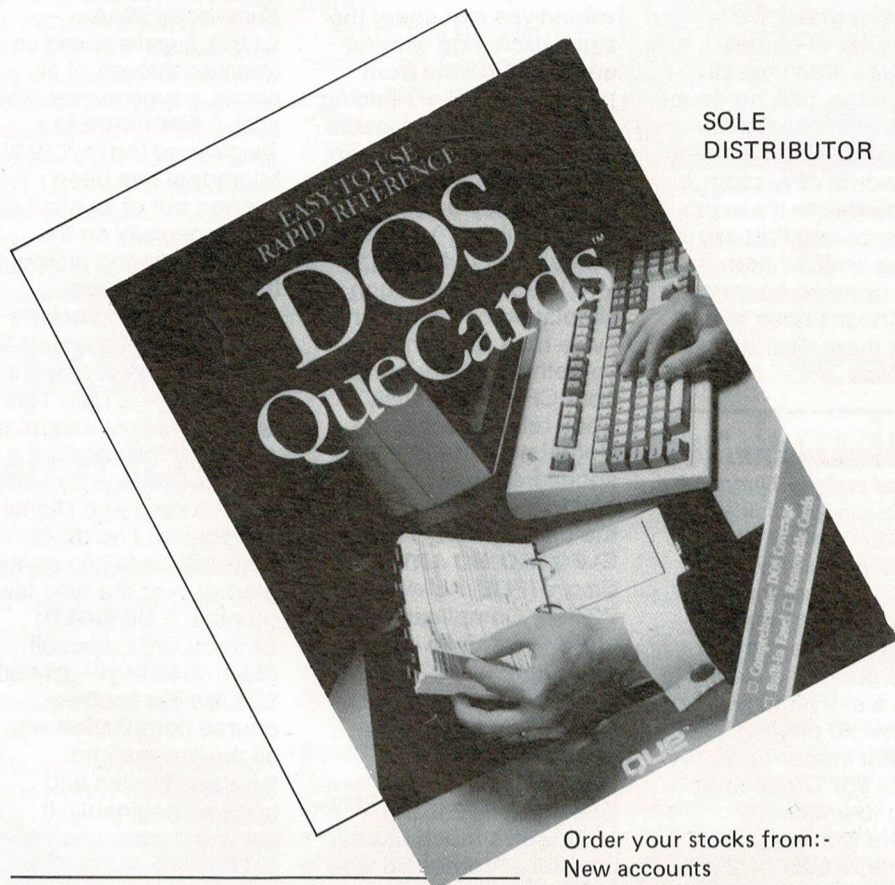
STAND NUMBER .....

REASONS TO BE AT SHOW/PRODUCTS ON DISPLAY/HOPES etc .....

**CTW: Mixing business with leisure**

Experienced users often need clarification of ideas they have not used for some time. Trivial lists of the syntax do not help if you cannot remember what the purpose of the instruction is!

DOS Que cards are Que's way of solving this problem, they are already in wide use at CBL!



SOLE DISTRIBUTOR

**Computer Bookshops**

30 Lincoln Rd, Olton, B'ham, B27 6PA.

Order your stocks from:-  
New accounts  
Tony Comerford: 021 - 706 1250  
Existing accounts: 021 - 706 1188  
FAX 021 - 706 3031  
Telex 334361 G  
Teleordering prefix COMBIR

**SPEAKEASY**

**SPEAKEASY**

# So farewell, then . . .

I was extremely sorry to read in this week's edition of *CTW* that you are leaving the paper, but on the other hand the move is possibly an advantage from your own personal point of view.

I have always been very appreciative of the support and assistance of *CTW* and that has been due in no small part to you for which I am eternally

grateful.

I would like to take this opportunity of wishing you all the very best in your future career and if at any time I can be of any assistance to you, you have only to ask.

With every good wish for the future.

Yours sincerely  
**Bob Hay**

**Federation Against Software Theft**  
**London WC1**

— *We're only publishing the one letter on this topic, for fear of appearing partisan to the hordes who wish to put on record their regard for that old Ingham character.*

*Besides, it might just be a teensy bit boring and clog up the columns of *Speakeasy* . . .*

# So farewell, then (II) . . .

Just a quick note to wish you all the best in your new publishing capacity. I must say, I never thought I'd see the day when Greg Ingham would give up his treasured Organ!

But seriously, I feel that congratulations are in order from everyone in the market place for the job you have done over the past four years.

In addition, having remained close to the paper since leaving I have also been well aware of your ability to train local college leavers - like I once was - into reporters and editors. On that point I would like to thank you for the help you gave me and the trust you placed in a 19 year old. And I would like to wish Stuart Dinsey sincere good luck in his new position.

And the 200th issue? Well there were times when I did not think we would get there. You

did, and I think that itself demonstrates your - and all the SRP team's hard work and commitment over the years.

One thing I feel needs to be said is that the trade has not always fully appreciated *CTW*'s role in the industry. Being on this side of the fence these days, I get to hear of some people complaining about various aspects of coverage - bad stories given too much prominence, alleged misquoting, that sort of thing. What they don't always understand is that *CTW* is there to report the whole industry - warts and all.

So if something bad happens or someone say something which they later regret when they see it in the cold light of print, the problem is not with *CTW* at all. It's the 'don't shoot the messenger' principle.

*CTW* is doing a very good

job: it wouldn't have survived otherwise. In any case, now that the industry has matured somewhat, it's ironic if in some quarters *CTW* is still regarded in terms of its necessary function of a couple of years ago, when costly busts and silly bust-ups were commonplace. Any publication that gets as much coverage in the nationals as *CTW* must be doing something right.

Sorry I could not make the 200th celebrations, but you know what it's like being a jet set PR man!

Best wishes  
Yours sincerely  
**Simon Harvey**  
**Barrington Harvey PR**  
**London EC1**

— *With sycophants like this, who needs enemies?*

HAPPY BIRTHDAY TO  
**CTW**  
ON THE  
**BICENTINIAL ISSUE**  
OF  
**COMPUTER TRADE WEEKLY**  
FROM  
**MANSON GRAPHIC LIMITED**  
APPOINTED IN AUGUST 1988  
TO TYPESET, REPRO AND PRINT  
FUTURE ISSUES OF CTW

Manson Graphic Limited are publishers/printers responsible with in-house capacity for all aspects of design, computer typesetting and mailing for magazines, newspapers, journals, catalogues (exhibition and general), books and brochures, weekly, fortnightly, monthly, quarterly or annually.

A supporting service is also available for all advertisers requiring similar quality of work for supplements, catalogues, brochures and advertisements.

# P.C. SHOW OVERLOAD?

## Exhibitions are a headache

Even with the best-laid plans, there just aren't enough hours in the day during the run-up to the PC show.

If you need extra help this year call **PLAN A**.

**WE CAN:** write press releases; collate press packs; source artwork, typesetting, design and print; help out with general copywriting for brochures, leaflets or inlays; sort out colour or B&W photography; provide stand personnel; help with receptions, press launches or product demonstrations and more . . .

. . . give us a call. We're not cheap, but we know what we're doing.

**PLAN A**, an industry services agency, featuring **Andrew Wright, Sally Newman, Graeme Kidd** and a full supporting cast.

We can only take on a limited number of clients for the PC Show, so first come, first served.

## PLAN A

Call 01-989 9870 (Andrew Wright) or 0584 5329 (24 hrs).  
*(If you're a freelance interested in joining the PLAN A cast for 1988/9, get on the phone!)*

# New Gold problem

I am writing to you about US Gold's Treasure Trail.

This is an offer to independent dealers whereby we collect Treasure Trail tokens contained in US Gold's products released from July to September. To date, of the 40 plus games we have had we have found the grand total of nine Treasure Trail tokens.

Considering that the smallest gift requires 250 tokens I think we are going to be well short of qualifying. Looking at US Gold's optimistic view for

10,000 plus tokens you can have a Panasonic compact camera with zoom lens, this means selling only 128 games per day.

If US Gold are going to run an incentive scheme it should be done properly so that the games not only contain the tokens but give a realistic chance of getting something at the end of it.

**Yours faithfully**  
**Tim Swift**  
**Tim's Megastore**  
**Macclesfield**

— Regular readers may recall what happened to CTW the last time we offered US Gold the right of reply to angry dealers' comments. Since none of us here fancies being bored to death by solicitors, we're avoiding that possibility.

On the face of it, the maths of this promotion do seem to be a little awry if it means that very few will qualify. Our columns are open to Gold to respond next week. All writs, injunctions, etc should be addressed to Micro-Scope.



SWIFT: Gold complaint

# THE CLASH OF CULTURES

Continued from page 22

which makes them fantastic at developing an idea but virtually useless as originators. The world may have been surprised at the failure of MSX in this country, especially after the massive promotion which heralded the launch, but analysis of the situation reveals the reasons.

The Japanese had to base their machine on the Z80 microchip and the TI video

chip, which Texas Instruments had already ditched. Industrial success has fed an arrogance in the Japanese psyche which makes them believe that their reputation is now one of quality products at reasonable prices. Totally disregarding foreign market trends the overpriced, underspecified machine appeared.

A secondary contribution to the Japanese disaster was provided by the conviction that brand loyalty is an international vice. In Japanese homes, it's not unusual to find that the house with a Mitsubishi car outside, contains a whole Mitsubishi catalogue of television, microwave, fridge and kitchen sink, all protected by a Mitsubishi burglar alarm.

Supported by several of the most popular Japanese brands, MSX was expected to swamp the computer market. After this strategy failed, the ensuing re-appraisal showed another aspect of the Japanese character. The amazing events since the turn of the century which have converted Japanese society from medieval feudalism to become a leading hi-tech industrial power reveals their ability to adapt to change.

Consequently, the next generation of MSX proved that the manufacturers has learnt their lesson. MSX2 was a considerably improved machine with 128K for video alone, allowing the 8-bit machine to perform tricks which only the current 16-bit machines can compete with. Unfortunately for the Japanese, the lesson has been learnt too late for the UK market and the MSX was buried.

## Ego blow

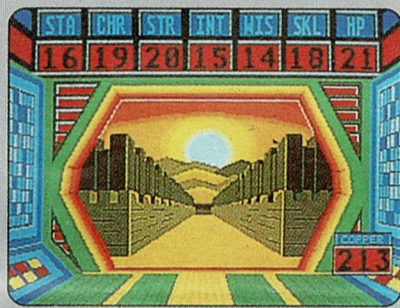
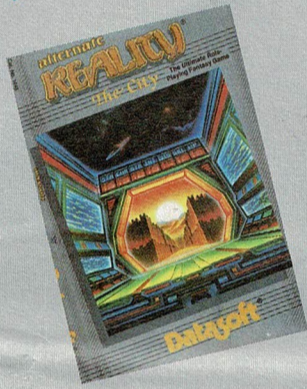
This has been a blow to the national ego in Japan, making them more ready to listen and take note, resulting in The Nintendo Games Machine which forms the latest refinement in their assault in the UK. So far, the impact in the UK has been minimal but this has been a distribution problem. Elsewhere, sales are booming and the USA market is becoming a major conquest even though the MSX didn't make it passed immigration.

The Nintendo demonstrates that the Japanese have taken their past failure to heart and now the price is extremely competitive, the image is right for the times and confidence is higher than it has ever been, that this will be the entry point to international success.

The Nintendo is solid-state Japanese culture. Everyone takes a place in the hierarchy through a strict licensing system; if you want a share of the action, you have to take on your position and tow the company line.

The Japanese experience has been harsh and the British approach to their industry is fraught with pitfalls. Make sure that you have a good guide before venturing into this strange, new environment.

# American GRANDSLAM™



## ALTERNATE REALITY - THE CITY

Widely accepted as one of the major cult adventure games of recent years.

To escape The City, build up your strength, skill and charm until you are powerful enough to take your revenge.

Excellent 3D graphics and atmospheric music: "If you like a good role-player, buy this one" - Amiga User.

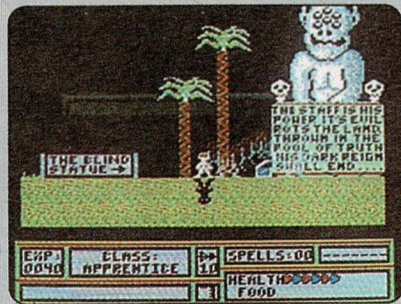
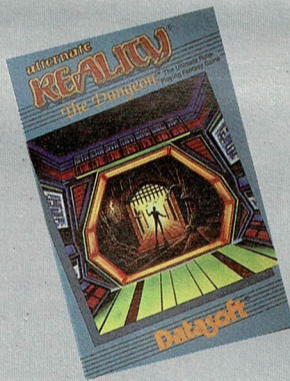
Available for C64, Atari ST and now Amiga and IBM/PC.

## ALTERNATE REALITY - THE DUNGEON

The second in the Alternate Reality series. The Dungeon lies below The City and you will need all your wits about you as you continue your quest for revenge.

Can be played as a stand-alone game or with a character created in The City.

Available for C64 and Atari only - ST and Amiga now underway.



## BLACK MAGIC

An exciting two-part adventure that will tax your brains and test your resourcefulness.

Gather the six Eyes of the Blind Statue and you will learn the secret of the evil Zahgrim's weakness - and destroy him!

Available for C64 only.

*Coming soon*

"ALTERNATE REALITY - THE DUNGEON"  
"BRUCE LEE II - ENTER THE DRAGON"  
ST & AMIGA

*The best name in role-playing games*



**GRANDSLAM**  
ENTERTAINMENTS LIMITED  
12-18 Paul Street London EC2A 4JS  
Telephone: 01-247 6434

FOR FURTHER INFORMATION & A COPY OF THE DATASOFT CATALOGUE  
CALL ALEXANDRA BULL ON 01-247 6434

# Software eyes hardware amidst Norbain mystery

**In the week that Norbain is being linked closely with the firm, distributor Software Limited has announced plans for hardware to take half of its business by the end of 1989.**

At this stage, it is not yet fully clear what the link between Software Limited and Norbain may be. Both sides are being impressively cagey on

the details: Software Limited's managing director Alastair Handyside managed to get within striking distance of 50 "No comments" in five minutes of quizzing on the topic.

Sources indicate, however, that the firm is actively on the acquisitions trail. Detailed talks are understood to have been held between the two firms. If one source is to be believed, an announcement of

take-over is due in the next few weeks.

If true, it would fit into Software Limited's overall aims of beefing up its hardware sales, for Norbain's strengths have always lain in that area.

Currently, hardware accounts for around 10-15 per cent of Software Limited's business. Principally, this is derived from Zenith, Panasonic, Idea and Commodore.

"We want to hit 50 per cent

for hardware by the end of 1989, but not at the expense of software. I can't emphasise too strongly that we're actually looking to increase our software sales, not jeopardise them," Handyside said.

"I'll have to make no comment on those firms we're currently negotiating contracts with, but basically, we don't want too many of the same thing. We'd like to carry boards, printers, monitors, PCs, modems and so on to aid us in combination selling."

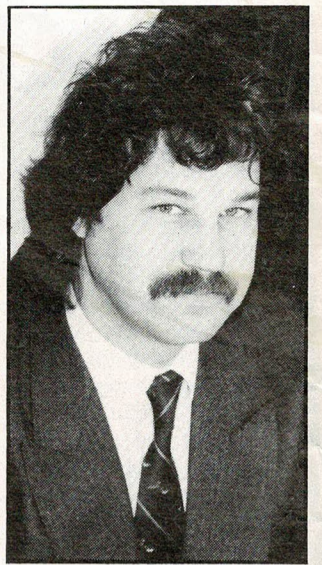
If Software Limited does indeed become a hardware force, it will not be changing its name in the manner that First Software did. That firm decided that Frontline would be a better

title for a mixed distributor.

In effect, the push into hardware has been made at the expense of the firm's plans for leisure software publishing and distribution. At the time of taking on sundry ex-CSD staff last year, Handyside outlined ambitious plans for software.

"We're making no investment in expanding our software activities. Returns are so much greater on hardware so software is definitely back burner stuff."

Longer term, the firm has plans for a stock market placing. It has just taken on Paul Gourmand as a non-executive chairman to add ballast to its team.



HANDYSIDE: 50 no comments

# Atari

Continued from front page

per cent to \$101.5 million for Atari as a manufacturer. Profits rose 15 per cent to \$16.0. But overall, including Federated, though sales rose 133 per cent to \$164.6 million, profits dipped from \$7.8 million to \$5.6 million.

Predominantly, this was due to Federated's performance. Overheads have been cut, but its losses rose as a proportion of sales to \$7.6 million compared with the first quarter. Back in May, Atari's president Sam Tramiel said that the firm foresaw "a small loss or small profit in the second and third quarters" (CTW May 23rd).

Last week, he offered: "Federated's losses, while reduced from the first quarter, were higher than expected. The turnaround process continues and all the necessary measures are being taken to return it to profitability."

Sources suggest that Federated was actually in a worse position when Atari bought it than was realised. Comparisons are being made with the state of Atari itself when Jack Tramiel purchased the firm in 1984 from Warner Brothers for \$240 million in IOUs.

The other factor hampering Atari is the continuing D-Ram shortage. Sam Tramiel added that that was the reason why Atari could not attack the US market with its STs. Less charitably, others indicate that the shortage is a blessing in disguise, since the ST has stiffed in the States.

Meantime, the DIP deal follows talks between the two firms beginning in February. It was then that DIP realised that it lacked sufficient funds to develop the project and turned to Atari.

DIP was set up by former Psion marketing director David Frodstam, together with figurehead chairman Sir Kenneth Corfield - the former boss of the huge telecommunications and computer group STC. Back in 1987, it produced a prototype of the DIP pocket computer measuring just 7.5 inches (length) by 3.5 (width) by 3.25 (depth).

# Genic:

Continued from front page multiple accounts.

The move to selling direct comes as no great surprise. Mediagenic's UK boss Rod Cousens has trailed the subject at length in public since the summer of 1987.

# ALIENS... THE GOOD...



**KONAMI**  
COIN-OP ACTION

## THE VINDICATOR!



Beyond infinity lies the evil galaxy dominated by the forces of the despotic SALAMANDER. A hero must persuade his compatriots to join him on a journey into hell and beyond. Organic Monsters of destruction, Nuclear Spiders, Infernos burning like raging seas in torment, Caverns of Despair, Demons beyond the dimensions of our minds.

**SPECTRUM**  
**£7.95** EACH  
**SPECTRUM**  
**AMSTRAD**  
**£8.95** EACH  
**COMMODORE**

# SALAMANDER





ALIEN FORCES WREAK HAVOC ON OUR PLANET. THE EARTH TORN AND BLASTED IN WHAT SEEMED THE FINAL WAR. BUT ENOUGH SURVIVED TO UPHOLD THE LAWS OF JUSTICE AND REVENGE. NOW ONE MAN MUST FACE THE FINAL ENEMY. HE IS THE VINDICATOR. ACROSS A TORTURED LANDSCAPE AGAINST INCREDIBLE ODDS HE MUST BATTLE THROUGH TO THE ENEMY STRONGHOLD, DOWN INTO MAZE LIKE CORRIDORS FILLED WITH MUTATED GUARDIANS UNTIL HE REACHES THE INNER SANCTUM OF THE DARK OVERLORD TO STRIKE THE FINAL BLOW OF RETRIBUTION. BECOME THE VINDICATOR IN THIS MULTI-SECTIONED GAME OF SURVIVAL AS STATE-OF-THE-ART GRAPHICS TAKE YOU ON THE ADVENTURE OF A LIFETIME. STRIKE BACK, BEFORE IT'S TOO LATE!

THE NAME OF THE GAME

# ...AND THE EVIL!

IMAGINE SOFTWARE · 6 CENTRAL STREET · MANCHESTER M2 5NS · TEL: 061-832 6633 · TELEX: 667799 OCEANS G · FAX: 061 834 0650

COME AND SEE US ON STAND No 3101 THIS YEAR AT THE PERSONAL COMPUTER SHOW 14th-18th SEPTEMBER EARL'S COURT, LONDON.