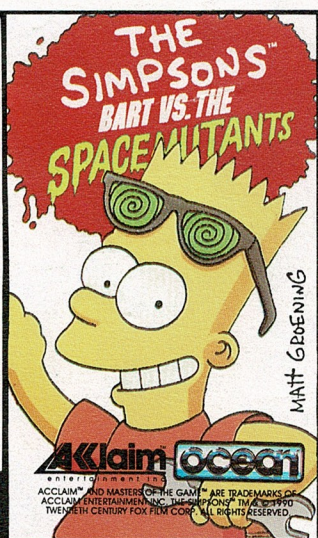


CTW

An ETP Publication

11.11.91 EUROPE'S ELECTRONIC GAMES TRADE PAPER Issue 362



Commodore and Atari kick into Christmas

The Christmas selling season starts in earnest this week, with Commodore and Atari rolling out heavyweight TV ad campaigns worth over £9 million.

Following Nintendo and Sega's frenzied TV activity in the games console market,

which began some weeks ago, new campaigns are now breaking for the Amiga, CDTV, C64, ST and Lynx.

Commodore's first ads for the Amiga and C64 broke over the weekend, with the CDTV's run kicking off tonight (Monday November 11th) during the networked *Rumpole of the Bailey*.

In all, some £4.5 million is

being spent on the three campaigns, from a total autumn/winter advertising budget of £5.5 million - which also covers national and specialist press.

Atari, meanwhile, gives a debut to its brand spanking new ST ad this Thursday (November 14th), with the Lynx hitting the nation's screens next week (Monday November 18th). Not to be outdone by Commodore, some £2.5 million is being lavished on the ST and £2 million on the Lynx.

The aggressive Christmas activity from both firms marks an incredibly important selling season for both firms for varied reasons.

Atari is attempting to keep its Lynx firmly in the handheld consoles frame despite incessant pressure from both Sega and Nintendo whilst, with the ST, it is hammering home to the UK

public that this 16-bit computer is actually rather different to the increasing number of games-only affairs that are available.

The new ST ad is a replacement for the 'paint-splash' production that has been used since 1987. Produced by Harari Page, it uses an anamorphic head (or android) with a continually changing face - thus highlighting the machine's wide range of uses.

Atari has placed 30 second and 10 second ads with all ITV regions, plus satellite. A cinema campaign will follow next year, once the firm is convinced that some real blockbusting movies have arrived.

Commodore has its own important objectives to meet with its three different Evans Hunt Scott-produced campaigns.

Back on TV for the first

time since the mid-eighties, the C64 boasts a ten second ad for its *Terminator II* pack, ending with the snappy tag line - 'Terminator II, only the Commodore 64 comes with this games cartridge'.

Whilst the majority of Commodore's effort will be going behind its other two products, the C64's appearance on TV is proof that

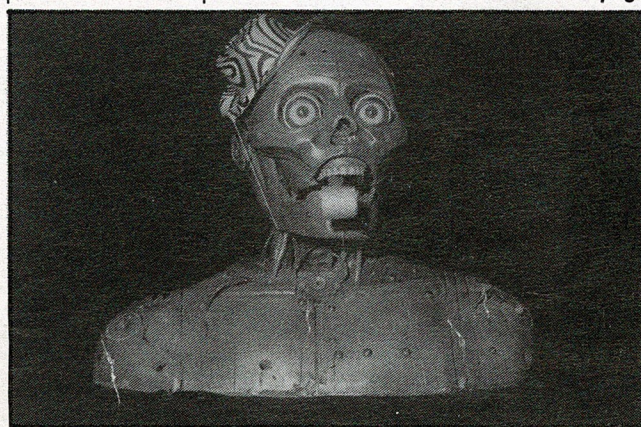
the firm isn't yet ready to simply call time on the veteran machine, believing that it still has an important role to play as a first time buyer's home computer.

The Amiga, meanwhile, must keep its brand strength as the leading home computer, whilst also perhaps nodding in the ST direction

Continued on back page



Commodore looks on the bright side



Getting a head with the ST: Atari's anamorphic friend

Loriciel steps up UK action
French publisher Loriciel is to step up its activity in the UK market, with a significant injection of cash, and a shift in loyalty from US Gold towards fellow French publisher Infogrames.

The cash injection comes from three of France's largest financial concerns - Credit National, Caisse de Depots et Consignations, and Financiere Wagram Poncelet - who have taken a 31 per cent stake in the firm.

The move will now enable the firm to pool more resources into research and

Continued on back page

Genie to weave spell in Europe

The controversial Game Genie cheating device is set to appear in Europe next summer - on both Nintendo and Sega machines.

Designed by UK publisher Code Masters, the plug-in Game Genie immediately gives players increased powers to beat whatever software is being run - via features such as infinite lives, greater speed, increased weapons and the like.

It is currently going down a storm in the US after distributor Galoob won a hardfought legal battle with Nintendo - which had claimed that it infringed copyright.

A Sega Genesis

(Megadrive) compatible Game Genie will be shown at the Las Vegas Consumer Electronics Show in January next year - with the key factor being that Sega has opted to officially approve the unit rather than follow the Nintendo policy of confrontation.

Europe, meanwhile, should receive the Nintendo Game Genie next summer, with the Sega version not far behind. It is not clear yet whether Nintendo would seek to fight the battle all over again on different soil, but - following the US outcome - any European distributors would presumably be very confident of success.

Neither Galoob or Code

Masters was willing to comment on European distribution policy, although a Leicester based firm called Spearhead is already surfacing as favourite for the UK. Spearhead is one of two Galoob distributors in the UK, and has tended to win the contracts for the firm's major product introductions in recent times.

With Nintendo still fuming at the US court decision on the Game Genie, Galoob is now reaping the benefits of its faith in the product. Having only won the row in mid-July this year it wasn't geared up to start shipping product in volume until September/October.

In just a few weeks of na-

Continued on back page

Toolworks turns around

With unashamed delight, Software Toolworks last week announced its return to profitability, after some serious losses earlier in the year.

For the financial year ending March 1991, the publisher posted a staggering loss of around \$30 million. For its most recent financial quarter, ending September 30th, it has announced profits of \$1.18 million from a turnover of \$22.2 million compared to a loss of \$7 million from a turnover of \$14 million in the same period in 1990.

Toolworks president Bob Lloyd stated that the com-

mencement of publishing on the Super NES plus a growth of 300 per cent in the firm's international business were the main factors behind the recovery.

Toolworks' European boss Geoff Heath commented to CTW: "To turn loss into profit so quickly is a remarkable achievement. With the rapid slowdown of the Nintendo 8-bit market and the fact that the merger of Mindscape and Toolworks took a lot of time and a fair bit of money, we did have some problems."

"But we now have a very strong management team and some very strong products and I'm pleased to say that in Europe we're playing our part to the full."

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Thalamus buy-out looms

Software publisher Thalamus - formerly a wholly owned subsidiary of Newsfield - seems to have come out of its parent company's demise largely unscathed.

Although the old Thalamus has been put into liquidation, the publisher is set to continue under the not too dissimilar moniker of Thalamus Europe Ltd following a management buy out by boss David Birch and a partner.

The buy-out quashes rumours that the firm may have been bought by a leading duplicator called Copytech. Birch will oversee the running of the firm as usual, his 'mystery' partner

providing some financial muscle.

Whilst Newsfield's interests in the computer magazine market were recently snapped up by the Europress Group (CTW October 28th) the firm wasn't tempted into increasing its software publishing activities.

The last year was apparently one of Thalamus' most successful, with titles such as *CREATURES* and *Armalyte II* charting well.

However, one of its disappointments appears to be that most of its money was ploughed back into the Newsfield group and not into Thalamus itself.

The new structure apparently means that all future profits can be poured back into the firm for development and expansion.

Super NES moves into Canada

It emerged last week that the 16-bit Super NES console will be launched into Canada on January 1st.

It will become the first territory outside the US and Japan to receive the product - the move coming after intense pressure from retail giant Toys R Us.

Speaking at the recent GMK Toy Industry Conference in New York, Nintendo of America's senior vice president for sales and marketing, Peter Main, confirmed that a decision to take the new flagship product into Canada had been made.

This was quickly followed by Charles Lazarus - chairman, CEO and founder of Toys R Us - publicly stating

Continued on back page



MAIN: Canada getting nod after Toys R Us pressure

CU AMIGA - Britain's best Amiga magazine. See us at The Commodore Show, Stand A10

BUILDING ON OUR LYNX WITH ATARI

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RRP: £84.99

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- Viking Child
- Scrapyard Dog
- S.T.U.N. Runner
- Tournament Cyberball
- Supersqueek
- Bill & Ted's Excellent Adventure

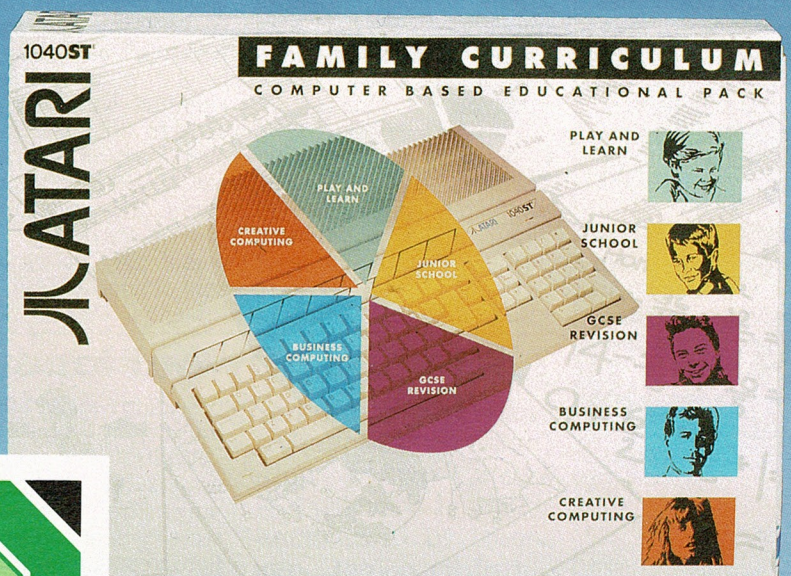


New Discovery Extra

This enhanced and updated product still boasts the cheapest and best introduction to 16-Bit computing including the Unique Quickstart Tutorial, four superb games - Final Flight, Sim City, 9 Lives & Escape From the Planet of the Robot Monsters.

Great Offer: £50.00† worth of Atari ST software for only £3.00 when you place your order, for the Discovery Xtra.

Trade Price £231.69. RRP £329.99



Family Curriculum

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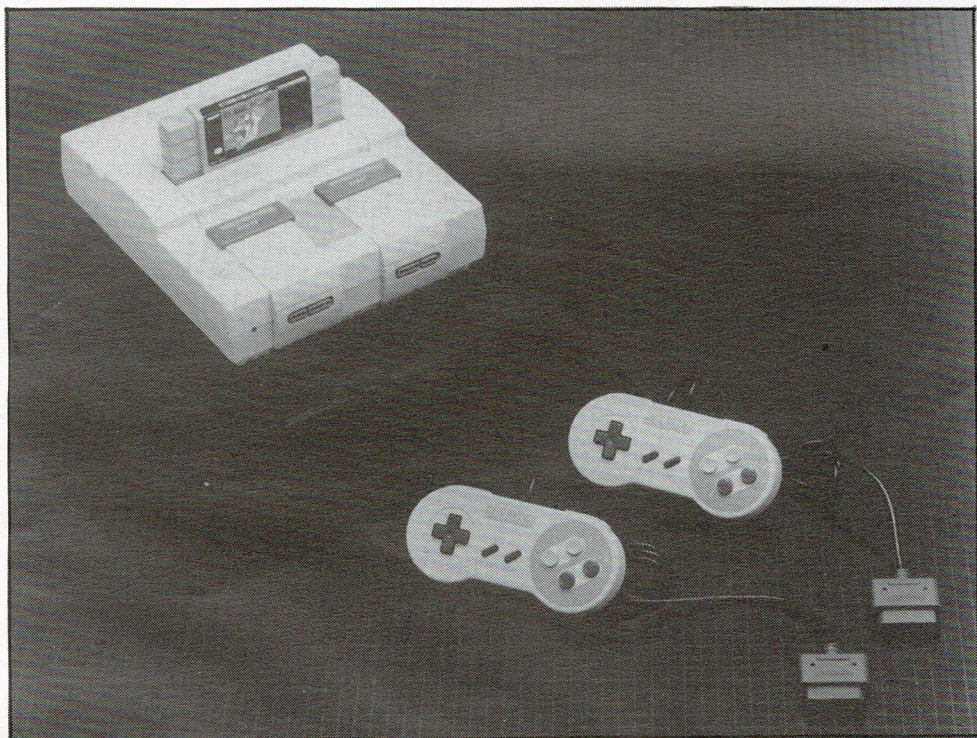
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- Junior School • GCSE
- Business Computing • Creative Computing.

Trade Price £280.84
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Centresoft Ltd., Units 2/3 Holford Way, Holford, Birmingham B6 7AX. Tel: 021 625-3399. Fax: 021 625-3236
† Retail Value. Offer ends 31st December 1991. * Not included in packaging.

Open For Orders Monday-Friday 9.00am - 6.30pm Saturday 11.00am - 5.30pm

Nintendo claims Super start in 16-bit



SUPER NES: Selling a dozen every retail minute in US

Nintendo of America was at its bullish best last week, revealing a new bank of facts and figures and introducing "the Nintendo mystique".

Its missive of optimism comes just weeks after the launch of the 16-bit NES, a product which is crucial for the company's long term and one which had been tipped to disappoint by many industry pundits.

As an answer, Nintendo has revealed that the system is selling at a rate of twelve systems every minute of retail opening, or one every five seconds.

It claims that this proves that the Super NES and the Nintendo brand and reputation is stronger than any transitory recession period.

The firm's president of

commsciences Jack Torobin commented: "While the strength of Nintendo's brand image is clearly evident in the retail arena, less obvious are the reasons why this company has become the bench mark from which all other video game and home entertainment companies are judged."

He highlighted five key elements that contribute to Nintendo brand loyalty: "Nintendo makes the best quality products; Nintendo products are tried and tested; Nintendo players like the variety of games available; Nintendo owners like to share their gameplay experiences; Nintendo makes products that offer long-lasting enjoyment."

"These key elements make up what we have termed the 'Nintendo mystique', giving us insight into why this company's products

continue to remain popular even in the midst of an economic recession."

Vice president of marketing Peter Main added: "From a marketing perspective, these results indicate that we are on track with the approach we have taken towards developing the Nintendo brand image, a fact that our Super NES sales reflect."

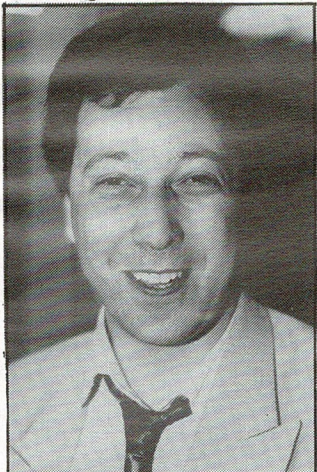
"And, from a consumer perspective, this translates into Nintendo products, particularly the Super NES, being the most wanted Christmas gifts this holiday season."

He concluded, rather significantly: "Successful brand image development like this can make the difference between a company that rides a peak for a couple of years and one whose products become part of our lives."

Copying device makers spurn anti-piracy bid

Copying device manufacturers have universally turned down their chance to prove that they do not condone software piracy.

With an inevitability rating as high as a Chelsea cup



BRACEY: Inevitable outcome

defeat, Ocean told last week of how its attempt to remove such devices' piracy threat has failed.

Some six weeks ago (CTW September 23rd) Ocean's software director Gary Bracey made a public request for help from the copying — or 'back-up' — device manufacturers. With bans on such devices being offered or advertised for sale never seeming to stick, the software house wanted to be given the tec specs of the units so that it could at least be given the chance to put specific piracy protection into its software.

Manufacturers — and magazines that continually anger the market by taking their ads — claim that their products are sold for legitimate purposes, such as freezeframing and safety copying. But not one firm responded to Ocean's request — leaving onlookers

to make their own conclusions on the real reasons why such products go on sale.

"Nobody replied," said a clearly disappointed Bracey. "It basically goes to show that these devices are used for illegal uses rather than legal ones. We're not surprised by the outcome, but it's a shame — it really is a shame."

Ocean is not giving up its fight, however. It claims to have cracked a couple of the products currently on sale, thus giving it the chance to adapt its software protection system accordingly.

Also, the firm is set to announce a further development in its battle against the cheats in the next few weeks.

Any publisher interested in obtaining details on the copying devices beaten by Ocean should phone Gary Bracey on 061 8326633.

Brave new World emerges

Europe's first US-style computer superstore duly opened last weekend to crowds of eager shoppers — and an unexpected number of enquiries about leisure product it doesn't stock.

PC World, the masterplan of £30 million mail order giant Vision Technology, is planning to shake up established business market retail thinking with its huge out of town site and low, low prices.

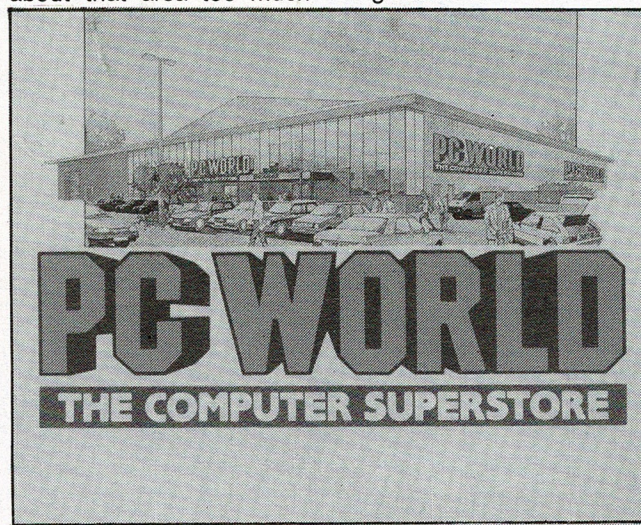
The store in Croydon has agreed distribution deals with leading names such as IBM, Apple, Amstrad, Tandon, Olivetti, Toshiba, Epson, Star, Canon, Lotus and Microsoft. And to give shoppers an immediate idea of its aggressive stance, it has kicked off with an off the shelf IBM bundle — comprising a PS/1 with 30Mb hard drive, mono monitor and

Microsoft Works for only £499 (exc VAT).

On the leisure side, PC World has so far only committed to PC software, but spokesman Jim Fisher told CTW: "We were very surprised at just how many enquiries we got for Commodore and Atari machines. We hadn't really thought about that area too much

before, but it might be that the home market does warrant its own section in the store."

Even though the weeks of build-up to the Croydon store's opening have only just ended, Fisher revealed that plans are already afoot to find site number two — with North London the targeted area.



World wages war on conventional business dealers

Accolade fills room at the top as Epstein departs

Accolade has shuffled its top level management in the US, with the departure of president and chief executive officer, Allan Epstein.

His position is filled by Accolade's co-founder, Alan Miller, who claimed that Epstein's departure was simply "the culmination of a long-term, personal plan to pursue other opportunities."

He offered: "Allan has been instrumental in Accolade's success over the past three years. He departs Accolade with many accomplishments to his credit and he has helped to position the company as a leader in the entertainment soft-

ware industry."

Other changes include the return to the company of another Accolade co-founder, Robert Whitehead as product development director and the appointment of erstwhile Mediagenic man John Skeel as CD ROM development manager.

The clutch of changes come soon after the departure of Accolade's vice president international Peter Doctorow who has this week cropped up at Activision.

Meanwhile, Miller has predicted that 1991 will reveal record turnover and profits for the publisher, although no precise figures are being offered as yet.

Your kids would love to get their hands on a Sega game from Smith's.



There's more to discover at WHSMITH

PAPER WEIGHT: Smiths backs Sega

Smiths presses on with Sega

WH Smiths has kicked off a £200,000 national press advertising campaign directed solely at the games market.

The chain is taking full page insertions in newspapers such as the *The Mirror*, *The Sun*, *The Times* and *The Independent*, plus top-selling weeklies *The Radio Times* and *The TV Times*.

Despite the firm's wide range of software formats, and recent move into Nintendo hardware, the ads feature just one product — the Sega Megadrive.

"We decided to do the campaign because we see the games market, and particularly consoles, as a big opportunity," explained

Smiths' Julian Neal to CTW. "We concentrated on the Sega Megadrive because we see that as our biggest selling machine."

Smiths' ad flags the Megadrive itself, plus three software titles — *Fantasia*, *Sonic The Hedgehog* and *Spiderman*. There is no price-cut or exclusive pack on offer.

"As a retailer, we don't really go in for price-cutting, but in the future we would look to do special promotions along the lines of the Dixons packs," added Neal.

Meanwhile, the firm is also pushing the Megadrive with an in-store promotion in its 110 biggest outlets — a giveaway scratch card offering customers the chance to win a free machine.

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Atari triumphs in Index

Atari last week reminded the world that it is still in the console market, announcing that its veteran VCS2600 is the current best seller in Littlewoods' Index mail order catalogues.

The console has been out for over a decade and now sells for just £39.99. Nevertheless, Atari claims that sales are actually increasing and that sales for 1991 will hit the 200,000 mark.

With just a hint of annoyance at the incessant wave of Nintendo and Sega hype, a spokesman for the manufacturer commented to CTW: "We're still in this marketplace, we always have been and we're still going great guns. Don't forget that."

Littlewoods backed up the claim, and added that consoles and computers were generally performing very well.

The firm's Paul Wilson

commented: "The VCS has indeed been the best selling range in the whole catalogue for a couple of weeks now."

"The C64 is very close behind it and the Sega consoles are also doing very well."

well."

"Towards Christmas, when people start spending a little more money, we actually expect Sega to overtake, but, all in all, we're very happy with all of them."



VCS2600: Yes, it is still selling

YC on its last legs

Alphavite's *Your Commodore* seems to be all but finished, with no editorial staff left, the mag will be reduced to a supplement in another publication.

Previously the mag was run on a freelance basis by Jeffery Davey and Richard Henderson who were co-editors. Both have now left to launch *Commodore Power*.

The firm is currently lining up a deal to incorporate YC into another magazine which will be outside the computer market. Distribution difficulties also contributed to the mag's demise.

Alphavite sales and marketing manager Paul Crowther told CTW: "Quite simply both Rick Henderson and Jeffery Davey failed to meet the required deadlines, which obviously had a number of adverse effects on the magazine."

"The other side is that the distribution company showed a decline in print run at a time when *Zzap!* had just gone under and we were hoping to take up some of their readers. The distribution companies we've used over the years have been much of a muchness, and the way that they trade relates more to conditions ten years ago than today."

"It's a tremendous disappointment. In a market with only three runners when one drops out and your distributor shows a print decline of 300 copies, you would have to be disappointed."

IDG peripheral to Arts

German publisher Rainbow Arts has announced some changes in its marketing strategy for Europe, a new range of peripherals and its Christmas product line up.

Having previously relied on IDG Europe to take care of PR from its UK base, the firm has now decided to handle PR from its own base in Germany.

Marketing and advertising in the UK will continue to be taken care of by UK publisher Anco.

The firm has also kicked off a range of peripherals with a new soundcard — the PC Soundman. The card comes complete with headphones and speakers and

retails for £89.99. It will be available in the UK in time for Christmas.

Sales director Marc Ullrich described the peripheral as "a really European product". Four more are to be announced at a later date.

Two full price games spearhead the firm's Christmas line-up — *Fate* and *Mad TV*. Both will be available on Amiga, ST, and PC. They will be accompanied by the *5th Anniversary Pack*, which features 10 games, the *Megabox* featuring 5 games, and the *Action Pack*.

Ullrich commented: "We're going to concentrate on sophisticated 16-bit software of all kinds. We'll still do 8-bit games, but we won't do as many, and our output there will go down rapidly."



ULLRICH: A new state for the Arts

Gold kicks off with 120K

US Gold was up over the moon again last week, announcing its biggest ever first day ship out for a single Sega title.

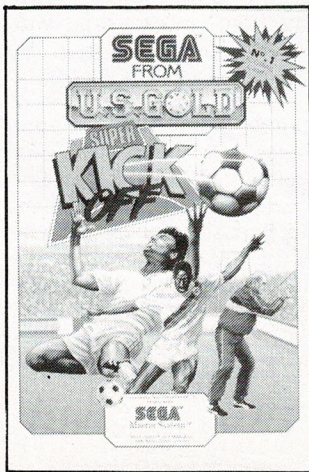
The firm has already had advance orders of over 120,000 units for its *Super Kick Off* title which should be available on the Sega Master System for the last week in November.

The title beats its first 100,000 plus seller — *Indiana Jones* — by some


20,000 units.

Sega product manager Peter Hawthorn told CTW: "We expected this to be big, it is the licence of the year for the Master System, and this is very gratifying for us."

"I have no doubt that apart from being a superb conversion of the original, the game will sell purely on its own merits. Put quite simply, it's a game which will sell consoles this Christmas and Sega recognise that fact and have reflected it in the orders they have placed."



Gold scores with Sega



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Commodore

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FORMAT



14 - 17 November 1991

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EARLS COURT 2

Trade Day – Thursday 14th November – 10am to 5.30pm

Consumer Days – Friday 15th November to

Sunday 17th November – 9am to 5.30pm (4pm Sunday)



Commodore

Commodore Business Machines (UK) Ltd
Commodore House, The Switchback, Gardner Road,
Maidenhead, Berks SL6 7XA (0628) 770088

Amstrad gets out of Micron, into corporates

Amstrad was last week shaping itself to let the good times roll, getting rid off its final Micron stake and forging links in the corporate market.

The deal with chip manufacturer, Micron, was made at the height of the global chip shortage in the late eighties but subsequent agreements made it more or less irrelevant.

A fall in the value of Micron shares meant that in 1990 Amstrad recorded an extraordinary charge of £17.4 million. Chairman Alan

Sugar now admits it was "a lousy deal".

Originally the firm took a nine per cent share of Micron, but earlier in the year it reduced that to 3.7 per cent, and raised £19.1 million in the process.

Last week it announced that it has sold its remaining stock, this time raising £13.6 million.

Meanwhile the firm's direct targeting of corporate dealerships looks set to pay dividends, with strong rumours currently circulating that JWP Businessland and P&P's corporate arm are both ready to take on the Amstrad range.

Logitech boss starts bold

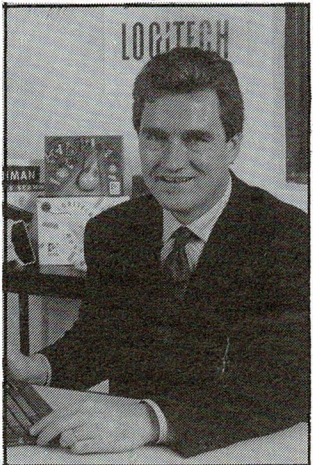
Logi UK has appointed a new boss, who is already making bold sales predictions for the next twelve months.

Head honcho Brendan MacFerran is confident that the firm can double its share of the UK corporate mice and scanners market, apparently increasing its grip on traditional channels.

MacFerran was previously head of international sales with Logitech in Switzerland. He also had several years with Digital Equipment Corporation in France and Switzerland.

He commented: "I decided to join Logitech because I was excited by the message of humanising the computer by giving it senses — with the mouse being the user's hand and the scanner the

eye. "We are strengthening our commitment to traditional channels and focusing additional energy to lay greater emphasis on corporates. We already have the quality products at the right price."



MACFERRAN: Logi will prevail

Disney holds Adam's World

LCD specialist Adam Leisure has adjusted its sights, aiming at younger users with the launch of two new hand-held game licences.

The firm has secured the rights to two big Disney cartoons — *The Little Mermaid* and *The Rescuers Down Under*. The titles will be aimed at kids in the 5-9 year old bracket.

Both titles will be available for Christmas under the Tiger from Grandsand brand name. They will retail at £19.99 each.

Adam Leisure marketing director David Evans commented: "When Disney announced their plan for the two films, which included a significant level of promotional support, the package became ideal. Our new games will offer the opportunity for children to relive their favourite films in LCD format."

Sega adds to add-ons

Sega has finally announced its full line up of peripherals for the Gamegear handheld.

The long awaited TV Tuner is expected to ship this week priced at £74.99, with the firm setting its sights on selling up to 20,000 units by Christmas.

Although it won't be featured in Christmas TV

ads, Sega has stated that it will definitely be featured in the New Year. Currently it will be backed by ads in the specialist and 'style' press.

Additionally, the firm has released the rest of its family of Gamegear add-ons. The Gear to Gear connector cable is priced at £4.99, the Car Adaptor retails for £7.99, the AC adaptor for £9.99, and the rechargeable battery pack goes for £29.99.

Commodore catalogue targets UK schools

Commodore last week announced one of its regular education pushes, this time with a new catalogue.

The catalogue features all Commodore hardware plus a selection of hardware suitable for schools or home education. The manufacturer is confident that it will hit all 5,500 secondary schools and 9,000 primary

schools in the country. One section of the catalogue concentrates on special needs products such as a Touch Window input device and a package called *Travels in Time* which helps dyslexic children.

Commodore's education chief Peter Talbot told CTW: "This is a catalogue for people who don't want to understand technology, they just want to use it."

Dixon docks into Domark

Domark has announced a number of major staff changes, including the appointment of a new Sega and CD-ROM publisher.

Anne Dixon will be heading the division in December. She is the brains behind the Home Computer Club run by Bookclub Associates, and currently works as marketing director at Conran Octopus (whoever he is).

"Anne has long been a friend of Domark's and we've always kept in touch," said joint boss Dominic Wheatley. "Mark Strachan and I have always felt that one day Anne would be an

excellent person to have on board. With the company's growth into the console and CD-ROM market, we now feel that it's an ideal position for someone of Anne's calibre to head up and take forward."

In addition, John Kavanagh, founder of The Kremlin development team, becomes sales manager, working alongside Martin Defries. Kavanagh will be replaced at The Kremlin by both Russell Ferrier and Colin Boswell.

Lastly, someone with the fantastic moniker of Jim Tripp takes over as software development manager, supervising the firm's software development and customer support.



DIXON: Old friend, new markets

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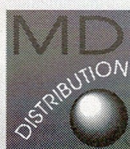
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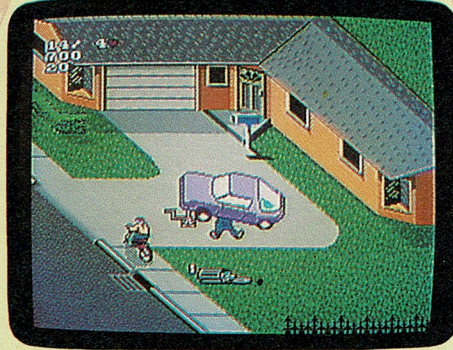
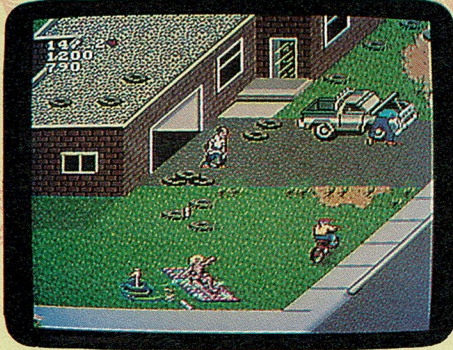
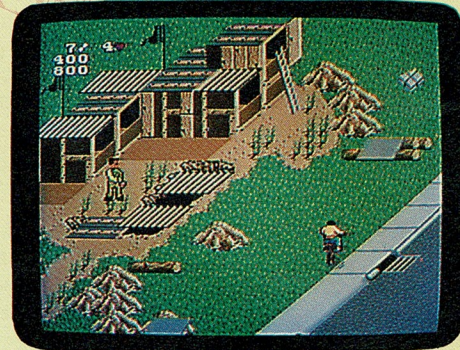
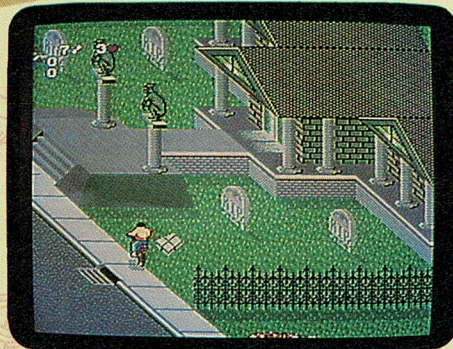
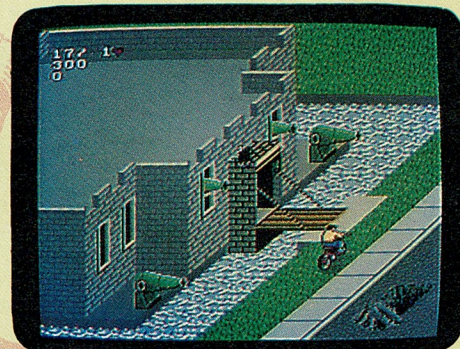
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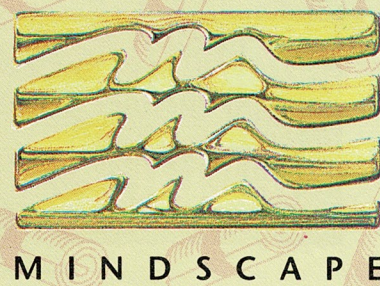
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Games Store opens three, casts off Computer Shop

Growing independent chain The Games Store has opened up three new outlets, whilst nearing the end of its upgrading programme on existing sites.

The Games Store is the new name for The Computer Shop, which has its base in Newcastle Upon Tyne. The new shops have been opened up in Birmingham, Wolverhampton and Bristol — bringing the total up to eleven.

The conversion of all remaining "Computer Shop" stores will be completed

next year, with further expansion planned.

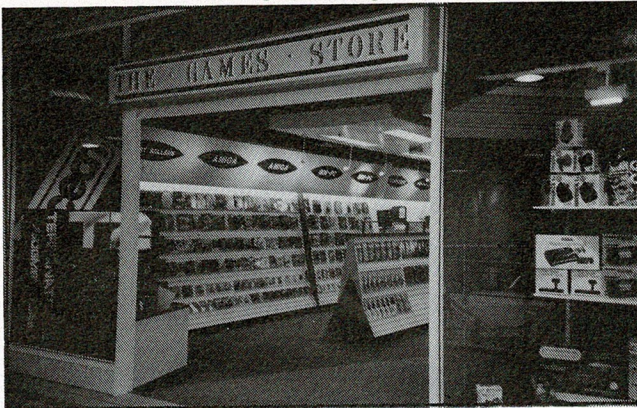
"Changing our name was very important. We needed a more hi-tec image — our shops before were bright red and very loud — we felt that we weren't attracting enough PC buyers," explained The Games Store's marketing manager Gill Redpath to CTW.

With its new name and updated in-store design, the chain now feels that it can follow market changes, such as the growth of consoles, and compete head-on with the larger national chains. But currently there is no set target on new openings for

next year.

"We will open new stores as and when the opportunity arises. It would be wrong for

me to say we're opening 10, because that might not happen — but then again, we might open even more."



GAMES STORE: Definitely not a Computer Shop

Domark bites into new role

Domark has launched itself into another new game genre, with the announcement of its first ever role playing title.

Shadowlands will be released next March on ST and Amiga, with PC versions following later in the year.

The game is apparently the first of its kind to feature a four player option, and also includes a technique called Photoscape which realistically illuminates the

game at certain points.

Domark's Clare Edgeley told CTW: "This is the first time we've done a game of this type. It was really just a matter of finding the right product. There has been a definite move away from coin-op conversions by Domark in the last year, and *Shadowlands* is a natural progression.

"Something we're very keen to do is to expand our base of original software and RPGs are very popular at the moment, we have some big plans for this title."

EA boxes EMAP

EMAP has secured a mag-in-a-box deal for *PC Review*, but with a series of games rather than a machine.

The publisher has linked with Electronic Arts and produced a mini *PC Review* which will be included in all EA's PC games over the next two or three months, starting with *Star Trek*.

The magazine, which will be flagged on the front of the boxes, concentrates exclusively on Electronic Arts products and also contains an offer for a free three month subscription to the daddy *PC Review*.

EMAP is producing English, French, German, Spanish and Italian versions of the mini-mag, although the subscription offer will only be available in the UK.

Electronic Arts' Simon Jeffrey commented to CTW: "We did a very similar promotion in the States that worked very well and if it's as successful as we think it's going to be then it will get a lot of people interested in *PC Review* and a lot of people interested in our back-catalogue."

EMAP's marketing manager Marc Swallow added: "This is a positive example of how magazine and software publishers can help to grow the PC market Europe wide."

CBM admits CDTV drop

Commodore has confirmed that it is dropping the price of its CDTV from £599 to £499.

CTW exclusively revealed the plans for the cut last month (*CTW 28th October*) but at the time the manufacturer refused to comment.

Last week it confirmed that the change is going through and that retailers should be able to implement the change from next week onwards.

Managing director Steve Franklin commented: "Now that we have proof that CDTV is established in the general consumer market, we are able to adjust the price to reflect this.

"Like all revolutionary products — take the video recorder — CDTV has passed through the critical acceptance threshold and we can pass the benefits on to the consumer and retailer."

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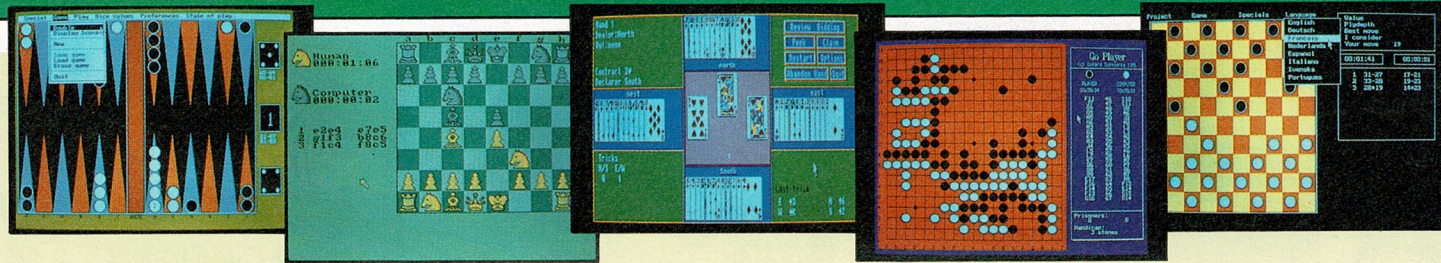
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EVERYTHING YOU NEED...



Mirrorsoft strikes out into video for Baseball

Mirrorsoft has forged another link with the video trade, advertising its *TV Sports Baseball* on a forthcoming rental release.

The Cinemaware game will be featured in a 20 second ad at the front end of Palace Video's *King of the Hill*, a baseball film which has already received enthusiastic reviews.

The bridge between the two products will be strengthened by a national press competition promoting the film which will offer Cinemaware games as prizes.

Mirrorsoft itself admitted that it is not the first time a game has been advertised on the front of a video (it advertises its own *Turtles* games on the videos) but it did claim that it is the first time a deal has been struck where the game is not a licence of the film.

Marketing manager Alison Beasley commented: "We are pleased to be able to exploit the undoubted crossover area of the home computer software and the home video markets. There is huge potential for this kind of joint venture and we hope

that this will be the first such promotion in a series of many."

TV Sports Baseball is due

for release at the end of November on PC and *King of the Hill* hits the rental market on December 5th.



Mirrorsoft strikes out with new vid promo

Konix sets sales with Coders man

Konix continues its long period of rebuilding, with the appointment of a new sales manager.

John Williams joins the firm from CodeMasters, where he was European sales manager. His official title at Konix will be international sales manager.

Konix boss Graham White told CTW: "We worked with John when we were negotiating the Megapack deal with CodeMasters, and

he obviously liked what he saw. He went to visit one of our overseas distributors on his first day, and came back with an order for 5,000 Megapacks, so I'll have no complaints if he keeps doing that.

"He will be able to devote all his attention to sales which is something which is needed, and which I myself can't follow religiously. One of our problems was that I couldn't split myself five ways, the factory had to take the major slice of my time."

ICRG offers purchase power

Independent retailer group ICRG has launched a new product initiative aimed at increasing retailers' purchasing power.

The new plan enables ICRG retailers to order stock direct from the firm who will then negotiate with distributors on price and availability.

Known as ICRG Central Purchasing, the scheme is designed to provide retailers with a next day delivery service and improved margins. The firm has also launched a product catalogue incorporating its entire range of products.

The trade group is now claiming a membership of some 140 dealers, with another 1,367 applications being processed. It has also moved to new premises recently.

ICRG boss Gary Marshall told CTW: "We've got a lot of nice deals going on at the moment. This is a situation where we have the ability to purchase in larger volumes, and can offer retailers the benefit of that.

"We buy product from distributors and manufacturers at group rates which enables members to purchase from us cheaper. Membership growth has been phenomenal, we have grown to over 140 now with over 1,000 applications being vetted at the moment. The message is that if you want quality and service these are the retailers to come to."

Virgin goes mainstream

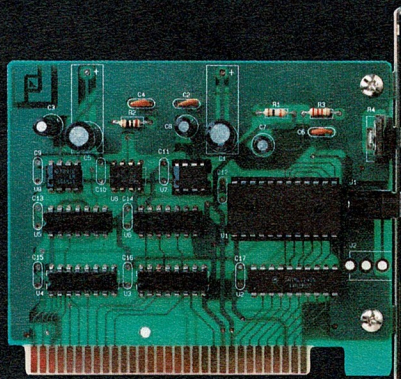
Virgin Games has appointed a new PR company, Norton & Company, to bolster its presence in the mainstream media.

The label's marketing manager, Andrew Wright commented: "Our decision to appoint a PR company is a significant step for Virgin Games and is a reflection of our commitment to our retail customers which we believe will manifest itself in greater consumer awareness and ultimately in increased sales".

Virgin has already worked with Norton in co-ordinating its presence at European exhibitions.

The PR firm's other clients include Chrysalis, Mattel Toys and Tomy UK.

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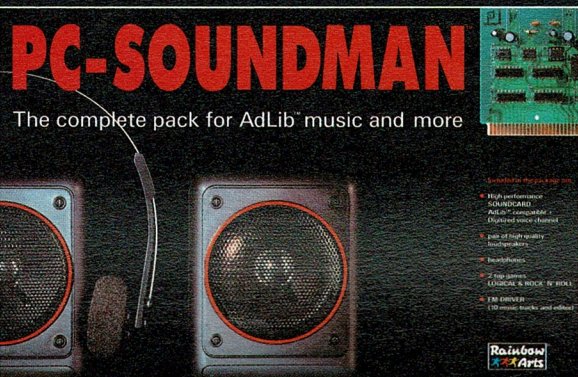
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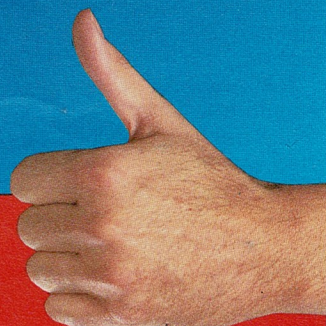
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NEWS ANALYSIS

THE CATALYST THAT SPARKS THE REVOLUTION?

Under the dynamic leadership of Bonnie Molnar, Catalyst Publications is about to launch a video magazine in the computer games market. DAVE ROBERTS hears why life will never be the same again...



MOLNAR: The mag revolution will be televised

Meeting Bonnie Molnar is like being caught up in a hurricane. It is almost inevitable that in the near future, one will be named after her. Hurricane Bonnie, it will happen.

Schemes, plans and pipe-dreams swirl around at amazing speeds. She talks fast and laughs loud. In fact, she seems to be on a one woman mission to eliminate the words slow and quiet from the English language.

Her story starts with a near fatal dive into a waterfall in Brazil and could end in a beach-side bar in the Caribbean. There are plenty of stops on the way — but very few are for breath.

The "conversation" is rather one sided. Agreeing or disagreeing with particular points is not an issue, keeping up is the only objective.

The tape-recorder is essential. To rely on mere pen and paper would be like trying to trap the hurricane in a jam jar.

There had been portents of a penchant for verbosity even before the meeting. Her press releases talked very easily about a publishing revolution, promising that Catalyst's imminent vidmag, *Click*, will change the face of publishing for ever — if not longer.

Also, amongst the clippings sent through by the PR department was an old interview which pointed out that Molnar has "a slight tendency to hyperbole". Yeah, and Genghis Kahn was a bit of a troublemaker.

Molnar has actually been involved in video magazines since the very early eighties - which considering there has never been a successful one as yet may be slightly worrying, if worry wasn't a completely alien concept to Molnar.

It all started when she dived into a waterfall in Brazil, broke her neck and nearly died. "I was living in a hut in the hills and I just got carried away with the sun, the water, the beauty of the day."

At the time she was creative director of McCann Erickson and as she lay on

her back recovering she realised that despite all the money and trappings of her success, what she was actually doing was selling shit that she couldn't care less about. It hit her as hard as the rock in the waterfall.

At the same time she saw an opportunity: "I knew I was good at manipulating audio visual media, but, rather than just sell soap powder, I decided I could put my talents to better use."

"I wasn't interested in fiction or narrative, however, so what I was thinking of was something not designed to sell and not designed to just entertain. That was when I came up with the concept of video publishing, the problem was, at the time there were no videos."

A substantial hurdle, one would think, but for Molnar it was a minor hitch. At the time, there was a lot of talk about video discs being the medium of the future and so Molnar dived in — this time she didn't break her neck, just the bank.

"It was going great, until I got a rather grizzly statement informing me that I didn't have any money."

"By then, however, there were 100,000 VCRs in the country and I thought well video discs ain't here yet, these things are, let's get to work on video tapes."

Rewind up

Her first work was a series of four watch and wipe tapes called *Rewind*. "And they were just as horrible as you can imagine, terrible. I was let loose with no bosses, no restraints and an hour to fill — what a piece of shit."

"But it was great fun and some of the ideas we tried were very novel. It actually wasn't as bad as I say."

After the first four, however, the project was shelved and Molnar was not too disturbed. She was not particularly comfortable with the broad remit of the *Rewind* programs which were basically "lifestyle" mags.

She wanted things tighter,

more specific. "The key thing about video is that it can target. It's an object. There's no large BBC studios with 5,000 dick heads saying what can and can't be broadcast."

"If there are three people that want a video about Malaysian butterflies and they're prepared to pay £10,000 each, then you can go ahead and make that video."

"But unfortunately, what happens is that when a new medium comes along, it takes as its first fodder, copies of things that already exist. So when the printing press came along, the first thing it did was print The Bible."

"When television came along, they just put cameras in front of a radio show and when videos came along, they just stuck films on them. It takes time for people to discover the strengths and weaknesses of any new medium. The strength of video is that it can target — and you can do things with it that can't be done with anything else."

Molnar's first attempt at such a beast was in 1982 with the launch of her vidmag, *Movie*. She claims that the project was actually a great success, but her backers, Goldcrest, ran into financial difficulties with a series of films so bad that it not only had to pull the plug on projects such as *Movie*, it tried to flog the bath as well.

"Now though, with *Click*", insists Molnar, "all the pieces are in place."

"The video penetration is undoubtedly here, I mean vir-

tually 100 per cent have access. Also, production costs have come right down. In 1980, I could never have put out a video for £4.99, I can barely do it now, believe me.

"Another vital piece of the jigsaw is High Street distribution. I'm not an opportunist after a fast buck. I'm a publisher with a vision that makes a lot of sense and the newstrade can see that."

Her reward is placement of *Click* in Smiths, Menzies and Martins. The price is that initially, the mag will not be available in video or computer outlets — although both could come later.

"Finally, we've got something called video literacy. People now know their video. They know what they want to rent and what they want to buy. They trust their video."

Word up

The other vital factor in the equation that Molnar hopes will result in "a whole new era of publishing" is the target market.

She says she chose computer games because "that's the most dynamic sector of the magazine racks". She also states that print is "woefully inadequate" to cover the audio visual market of games. A whiff of contradiction perhaps?

Obviously, if used properly, having sound and moving pictures could give *Click* a great advantage. But hundreds of years of history and millions and millions of sales every week suggest that there's also something to be said for print.

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LENGTH:	50-60 MINUTES
TARGET CIRCULATION:	100,000 plus
LAUNCH PROMOTION:	£300,000

Words can have major advantages over words and pictures. Films are not intrinsically better than novels.

To be fair Molnar never claims that videos will replace magazines. "People will still buy their monthly, machine specific title, but *Click* will be their primary source, their initial contact."

"If it's not a success, then I'm packing up my toys and I'm going away, I'll have done my bit. I'll get a little bar on a Caribbean island." Well, it should certainly be a lively place.

To hear Molnar even mention failure, however, is something of a shock after about an hour of positivity. It is a concept that you get the feeling she is not particularly comfortable with.

But she has got a lot against her, over 50 magazines for a start. There are also people's expectations.

When people buy a magazine, they expect paper. They expect to get inky hands or to smell the gloss. They do not expect a video.

There is something inherently more worthy about reading a magazine compared to watching a video and although Molnar points out that many people find reading "a pain", there is also a definite "feel good" factor about it.

Also, when people buy a

magazine, they expect it to last for a month. It almost certainly won't, but they like to think it will.

They feel more in control with print. Magazines can guide and push, but ultimately the reader is in charge.

He decides what to read first, what to study, what to skim and what to ignore. A video will probably be watched from beginning to end. The viewer feeling very much second in command.

The problem with raising such points with Molnar is that to her vidmags are a painfully familiar concept that has been around for a decade. To her they are, without the reflection of a shadow of a doubt, the future of publishing.

To the rest of us they are something new, experimental and risky. A shot in the dark that could easily end up in her foot.

But in the middle of the hurricane, the boundaries between accepted wisdom and the gospel according to Bonnie become extremely blurred.

Her descriptions of how things should be take on, at times, almost physical qualities. If there is to be a video magazine revolution, then Molnar will be the Catalyst that sparks it.

If there is not, then the Caribbean should be sent an urgent storm warning. □

CLICK: Fast forward to the future of publishing

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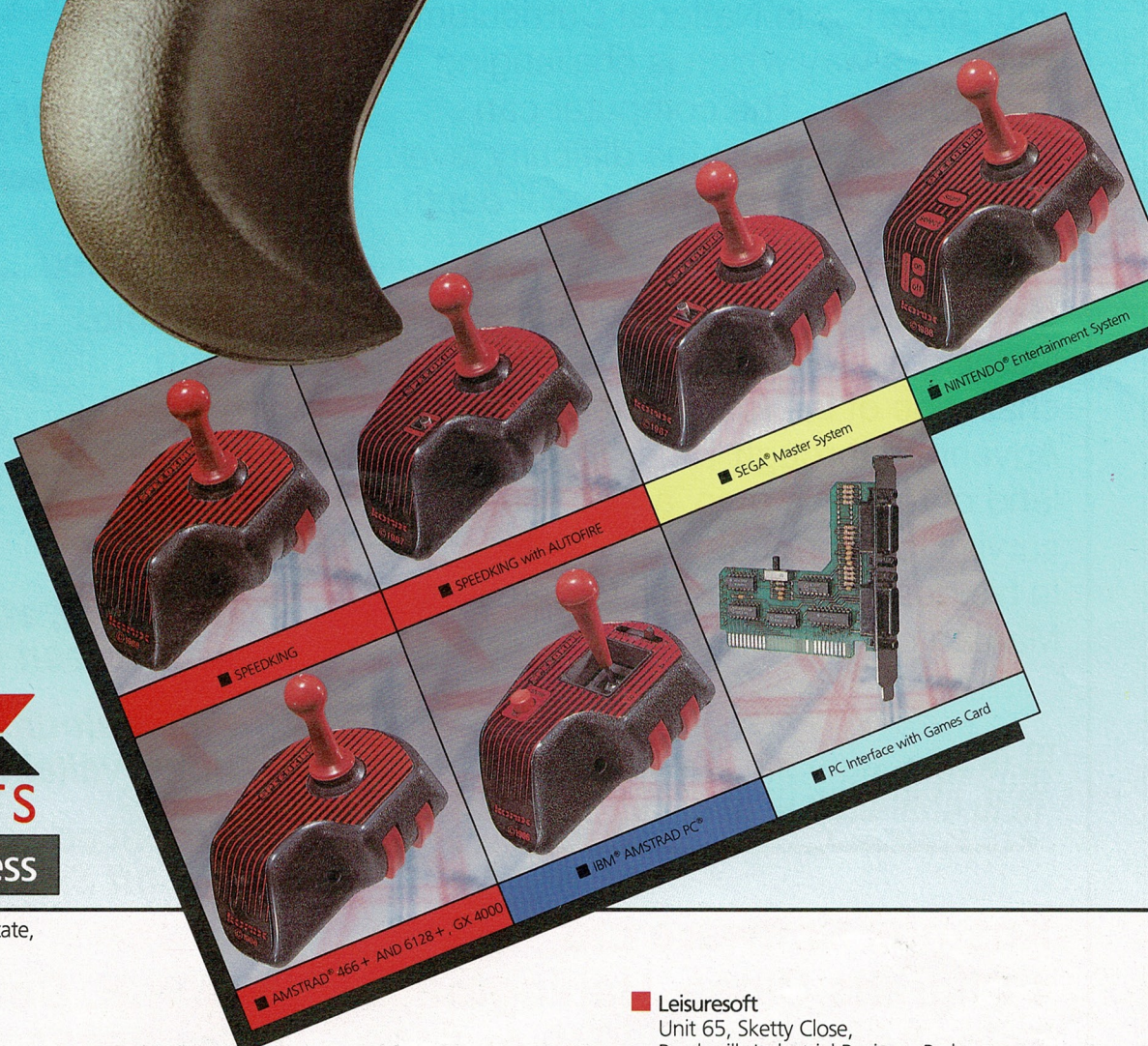
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INSIDE PIRACY: PART THREE

THWART PROCESSES

CTW wraps up its three part look into the world of leisure software piracy with an investigation into the current efforts being made to curb the problem. Are publishers' protection systems and security procedures good enough? Is FAST doing its job? Should user groups be closely monitored? And just what happened to that back-up device ad ban? CHRIS COWAN reports...

Over the past two weeks, I have been illustrating the size of the problem we have on our hands. There are attempts being made to beat the pirates out in the field, but just how effective are they?

Well, from what I've seen, piracy is getting wider with every new computer being sold. In the workplace particularly, there is an incredible amount of users accessing illegal software on a regular basis.

At the moment the most common form of deterrent is still on-disc protection or paper-based — e.g a manual or poster. These are effective against people like me (I can just about switch a computer on), but if I wanted a

pirated copy I could get one of those back-up devices to do all the work for me. The 'real' hacker at the top of a network, however, uses his skill and knowledge to beat the protection.

If we were to protect our

software with a totally different protection, such as using a strange disc format, this would undoubtedly prolong the life of the product before it floods onto the piracy market and loses its shelf life completely.

Also, actually improving the package being offered to the consumer helps, and that doesn't mean putting the disc in a bigger box and adding £5 to the price. The average buyer of software is fed up to the back teeth with price rises on average product — that is why so many of them will see if they can get hold of a copy through

piracy channels.

FAST and furious

The official way the leisure industry is trying to stop this option being open to the public is through FAST. This body does a great job considering the small number of people who work there, but I'm sure they wouldn't mind some support.

ELSPA has 31 members that publish games, but why does FAST only have seven or eight of these firms as members? Ask yourself one question. If your business was losing tens or hundreds of thousands of pounds, wouldn't you do something about it?

The raids that are carried out at the moment are bringing great results, but with the law as it is, a criminal can be back in business within 48 hours of being apprehended. Surely higher fines and a greater threat of imprisonment are in order.

There are actually a few ways that we could decrease the rate that software is being hacked at the moment.

Publishers should never send out unprotected copies. They must stop games reaching the pirates through their own back doors.

Just this week I heard that a copy of a particular game was available through a few circles, but that it won't be officially released until December — and we all know about other cases like this.

One of the most common ways that software is copied and passed around is through user groups. We, the industry, should check up on these groups far more often. I went to one in the area that I live and there were between 40 and 50 people present, simply copying any latest title that they could get their hands on. I could have walked out after an hour with over 50 different games. If you ever looked at *New Computer Express*, you would see a list of user groups throughout the country — it really isn't that difficult to check out what they're up to.

Getting our back-up — again

And whilst on the subject of magazines, what ever happened to this ban on the advertising of product which can be used to help anyone hack into software? If you remember, it was front page news a few months ago.

One of these products is now big business, with double page spreads running regularly. All the publishers that have carried these adverts are members of ELSPA, and one of the first magazines to break the ban has a member of staff on the ELSPA Council!

And if the manufacturers of these so-called back-up devices do not condone piracy, how come they did not respond to a recent story ('Ocean asks for protection' CTW September 23rd) in which a leading publisher asked to be given the right to actually see the tec specs of the device — so that it could alter its protection accordingly?

And retailers aren't getting...
Continued on page 25

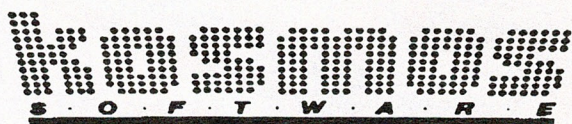
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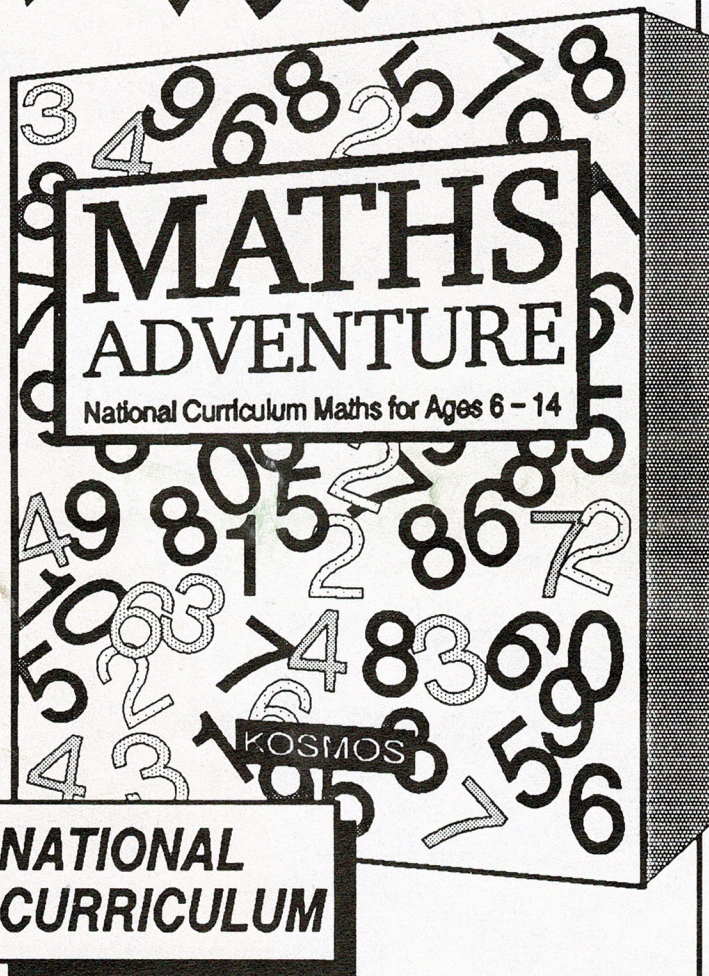
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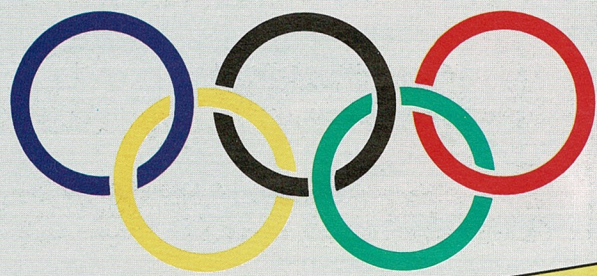
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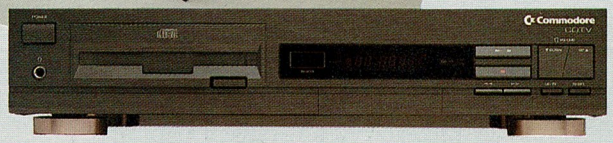
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THE INDEPENDENT

TO BE THIS PARSIMONIOUS TAKES AGES

This week DALE BRADFORD explains why he is not too keen to dish out the readies on Megadrive stock at present — whilst responding to a recent attack on NASCR which claimed it was being overly confrontational...

Despite exclusive deals with both Dixons and Woolworths the Sega Megadrive is set to be the volume selling machine for the independents this Christmas.

The customary warnings about impending shortages on this product are actually being heeded this year but I am loathe to stock-up on this particular machine because

of the activities of one of my competitors.

No, it's not another indie although we have plenty of them around us. No, it's not even a mail-order outfit.

It's an official Sega distributor, local to us, selling the machine direct to the public at £110.

Last Christmas this distributor did exactly the same ('the same' in this

case meant advertising Megadrives for sale at less than retail price) and when challenged about this policy claimed it was a misunderstanding and that all customers were passed on to their nearest retailer — which was absolute bollocks but that's by the by.

This year the wording of the advertisement leaves no room for misunderstan-

dings: "Sega 16 bit Megadrive, buy direct £110 including one free game...". The ad goes on to give a company name and telephone number. I know that Nick and Phil and those other trendy my-little-ponytails strongly disapprove of renting ('devalues the product') and grey imports ('ditto'), but how do these zany chaps feel about one of their

distributors dabbling in grey retailing at a price that no dealer going through official channels could hope to match?

I know of two retailers who complained to Virgin last year about this company and its *modus operandi* and each got fobbed off with the "in a meeting and will call you back" bollocks that these precious creatures in PR and marketing insist their secretaries answer every call with.

Needless to say no-one ever did call back. Perhaps we'll get a response now though, eh? Now it's in CTW!

expect that the standard letter containing the phrases "cannot condone" and "obviously we do not wish to undermine the existing dealer base" will appear next week.

I can't wait.

Say what you like about Bandai and Nintendo — and a lot of people do — but this amateurish fiasco of a situation would never have arisen with them.

A Harvey headbanger

Talking of precious creatures, Simon Harvey's letter in Speakeasy last week did not go unnoticed. He made some very good points about NASCR existing in a continual state of outrage, and wondered why all this excess energy could not be put to more constructive use.

Well, simply Simon, it already is. Atari and NASCR have held meaningful discussions (liked that, dinda Simes, wot with you being in PR an that) several times over the last year or so and they have been of mutual benefit.

Now Commodore, whose honour the chivalrous Mr Harvey appears anxious to protect, are a different proposition. Suggestions have been made to them many times concerning many different topics: some they have taken onboard (I'm getting good at this...), other they have left floundering, but positive constructive suggestions 'R' US.

Perhaps we ought to employ the services of a PR agency to give us a wider profile and a sexier image? Oh and to tell every Tom, Dick and Harvey what we're up to, whether or not it has any relevance to them.

Seriously Simon, why NASCR are usually outraged at Commodore or other partners, is because there is a lot of things very wrong with this industry.

It's sad that someone so obviously talented as Simon Harvey seems to be of the say-only-nice-things-in-case-anyone-hears-you school, but unfortunately there are very few folk interested in the petty problems of today — some even make a career out of prophesying the wonderful rosy tomorrow this industry will enjoy, but unless we all address the problems of today first there won't be a bloody tomorrow for a lot of us!

Computers that don't run software? Who cares, come and see this CDTV demo we've done...

Games that are bug-ridden and unplayable? Well, we didn't have time to finish it, come and see our ad-spend for our next product...

Honestly, Simon, NASCR is not a knocking shop (ooh no, sit down), it is a collection of responsible caring retailers committed to the future of the leisure computer industry.

Oh yes, and a few greedy whingeing bastards as well. □

Dale Bradford would like to thank all his English friends for reminding him that Wales got stuffed 1-4 by Germany the other week. Now please can we get back to sheep-shagging jokes? It was much less tedious.

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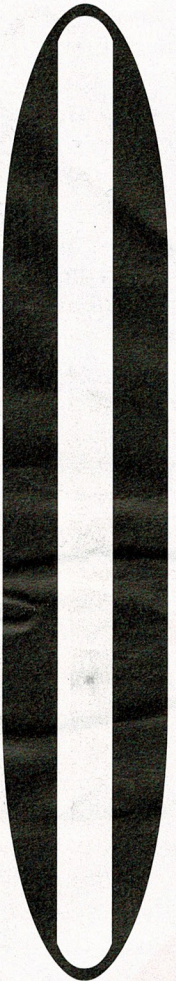
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The consumer section of World of Commodore will be the biggest, most successful Amiga show ever held. Already almost 10,000 people have bought tickets - and past experience shows that more than three times that number will turn up on the day. But don't forget the trade day - Thursday November 14th. It will simply be the best opportunity to do business this year.

You know Amiga is the major expansion area in computing, and the World of Commodore is the major expansion area for the Amiga. All your potential clients will be there, and there to do business! You quite literally can't afford to miss it.

Foreign bodies

The World of Commodore will be a cosmopolitan event. Exhibitors are coming from Europe and the Americas, set on a tour of Britain. The show has been promoted in Germany, and exhibitors who were doing business at the Köln AmiExpo will be at the World of Commodore. Even the huge success of the World of Commodore is worth the effort.

Trade

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Trade tickets hotline

All those receiving CTW will shortly be sent a pair of complimentary Trade Tickets. More can be obtained from Tamara Ward or Katrina Windows on **0225 442244**.

Staggering response
As we went to press an extraordinary 12,521 people have bought advance tickets for the show.

14 -
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AMIGA FORMAT

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INSIDE STORY

TELLY ADDICTS

Atari kicks off its new TV ad campaign for the Atari ST on Thursday (November 14th) — its content being crucial after all that painstaking re-positioning which went on through the summer. HELEN JONES was on the set as agency Harari Page added the final touches...

“How much longer with that beard...?” Day three of the shoot for Atari’s Christmas advertising campaign for the ST continues. It’s two thirty in the afternoon in a dark studio in the

middle of Covent Garden and the make-up people have been hard at work for six hours.

With only a day to go before the end of filming, the production staff are not as frantic as expected. Admit-

tedly, Paul Nathan, new business director of Harari Page, the advertising agency which won the Atari account in May, is dashing between this shoot and another one for the Atari Lynx taking place elsewhere in London

— and the producer, James Studholme of Blink Productions, who is responsible for the overall look of the finished advertisement, is similarly working on this and a commercial for a German company, but generally the team is taking everything in its stride.

Harari Page is promising to take a completely different approach to this year’s commercial and move on from what Nathan describes as “the fairly dull ads of the past three years” (developed incidentally, by a different advertising agency). The creative team who

dreamt up the idea for the ad — archetypal agency men down to their ponytails — are taking a coffee break and explain what they want to do with the ad.

“We want these talking heads on a swirling montage background a bit like Max Headroom. Atari have been pretty good about the whole thing. Unlike some clients, they don’t put obstacles in your way creatively, and they let us just get on with it.”

Producer James Studholme says that the aim of the commercial is to enhance a child’s imagination using a range of dimen-

sions.

Nathan agrees: “It’s aimed at the kids, to switch them on to the product although to be honest many of them are already excited by the idea of owning a computer.”

He adds that the main thrust of the creative strategy is aimed at “parents who are actually buying the equipment and want to be reassured that their child is not locked in the bedroom playing games. We have to show the parents the range of applications.”

But in attracting children, Harari Page has to be mindful of the regulations governing what can and cannot be shown in a commercial drawn up by the Independent Television Commission. The agency has had to change the end line to its advertisement for the Atari Lynx: “Tired of the same old game, boy?” because under ITC rules advertisements cannot talk directly to children or be seen to denigrate rival companies.

Effects and fiction

At three in the afternoon there is still only inactivity, glimpses into an office at the back of the studio reveal the make-up team still getting to grips with that beard. Making commercials, it seems, is all about waiting for something to happen.

Paul Nathan suggests that we take a look at the rushes — the film already shot. Although there is another wait until a technician with the right union card can be found to switch on the viewing machinery.

The commercial is live antics. Nathan says: “Animation would have been much more expensive and not as convincing. We wanted to take a realistic approach.” The agency also has to take care that it does not imply that the effects in the commercial can be recreated using the Atari equipment. In 1989 Commodore had a TV commercial for the Amiga 500 banned because the computer graphics used in the ad were beyond the capabilities of the computer being advertised.

Atari’s commercial stars a 17 year old white boy and an older actor together with an animatronic — a model of an android operated by computerised remote control. The film opens with the boy putting his hands to his face and then pulling them away to reveal the silver of the animatronic android underneath.

From an android the boy turns into Albert Einstein (the older actor) who pulls at bits of his face to reveal that the boy has turned into a black rap singer and then turns into Vincent van Gogh (hence the beard) which James Studholme describes as a cross between Kirk Douglas in the film *Lust for Life* and every other representation since of van Gogh. Finally van Gogh turns back into the boy.

Turning a white boy into a black rapper and allowing each of the characters to pull off bits of their faces to reveal another underneath, is quite a feat and is down to the highly skilled use of prosthetics (false skin and limbs).

Continued on page 25

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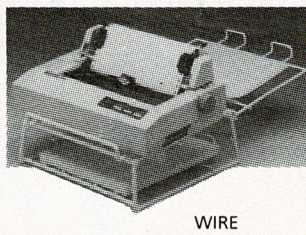
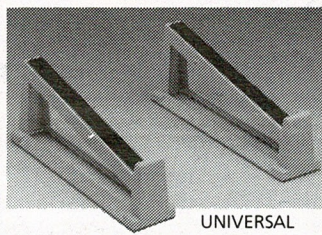
	STOCK REF	DESCRIPTION	PRICE/PER DISK		
			10-90	100+	500+
3.5" DISKS	D0010	DSDD 135TPI Standard Quality	£0.30	0.27	0.25
	D0211	DSHD 1.44MB High Quality	£0.60	0.54	0.50
5.25" DISKS	D2120	DSDD 49/96TPI High Quality	£0.23	0.20	0.19
	D2121	DSHD 1.2MB High Quality	£0.33	0.30	0.28
DISK LABELS	L0001	3.5" (Roll of 1000)	£8.59	7.52	6.98
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	D5111	Sony 3.5" DSHD	£1.23	1.07	0.98
Verbatim	D5210	Verbatim 3.5" DSDD	£0.60	0.52	0.48
	D5211	Verbatim 3.5" DSHD	£1.13	0.98	0.90
	D5220	Verbatim 5.25" DSDD 48TPI	£0.53	0.46	0.42
	D5221	Verbatim 5.25" DSHD	£0.75	0.65	0.60
3M	D5410	3M 3.5" DSDD	£0.60	0.52	0.48
	D5411	3M 3.5" DSHD	£1.13	0.98	0.90
	D5420	3M 5.25" DSDD 48 TPI	£0.53	0.46	0.42
	D5421	3M 5.25" DSHD	£0.75	0.65	0.62

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	STOCK REF	DESCRIPTION	PRICE/PER PRINTER STAND		
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UNIVERSAL	A0201	Universal Printer Stand	£4.25	3.23	2.98
	A0208	Universal Printer Stand with Paper Tray	£6.38	4.85	4.46
WIRE	A0202	80 Column Wire Printer Stand	£6.38	4.85	4.46
SPACE SAVER	A0203	80 Column Space Saver	£20.96	18.52	14.94

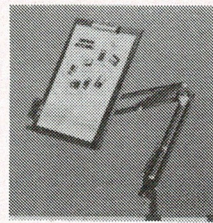


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ANGLE POISE	A0302	80 Column	£11.43	8.68	8.00
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DESKTOP

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	X0003	4 Way, 36pin Connectors	£16.76	14.25	13.41
	X0004	X Way, 36pin Connectors	£16.76	14.25	13.41
	X0011	2 Way, 25pin Connectors	£9.50	7.17	6.75
	X0013	4 Way, 25pin Connectors	£12.44	10.57	9.95
	X0014	X Way, 25pin Connectors	£13.54	11.51	10.83

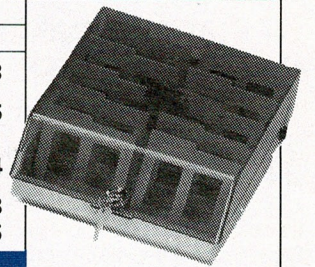
AUTO SWITCHES

	STOCK REF	DESCRIPTION	PRICE/PER AUTO SHARER		
			1-5	6+	10+
SHARING ONE PRINTER	X0101	2 Input, Parallel	£26.48	24.49	22.51
	X0102	4 Input, Parallel	£48.53	45.29	42.06
	X0103	8 Input, Parallel	£75.24	70.68	66.12
	X0111	2 Input, Serial	£23.77	22.37	19.57
	X0112	4 Input, Serial	£60.37	58.48	54.71
SHARING TWO PRINTERS	X0150	3 Input, Parallel	£69.17	65.33	61.49
	X0151	4 Input, Parallel	£72.90	68.85	64.80
	X0152	6 Input, Parallel	£98.50	93.31	88.13
	X0153	8 Input, Parallel	£104.08	98.60	93.13

TERMS & CONDITIONS: All prices quoted are in Pounds Sterling and exclude VAT and carriage. All offers are subject to availability. Minimum order charge £50.00. How to order: Tel: 0533 460080 Fax: 0533 460290. How to pay: Cheque with order, COD available - Surcharge £10.00. CREDIT CARD, Visa, Access, AMEX (3% Surcharge on all AMEX ORDERS). Carriage charges: Next day £9.00 up to 20 kgs, 20p per additional kilo. 2-3 days £7.00 up to 20 kgs, 18p per additional kilo. E & O E All prices and manufacturers specifications are subject to change without notice. Personal callers welcome to visit our cash and carry. OPENING HOURS MON-FRI 9.00am-5.30pm.

LOCKABLE STORAGE SYSTEMS

STOCK REF	DESCRIPTION	PRICE/PER ITEM		
		1-11	12+	48+
A0000	3.5" 10 Capacity, Slimpak	£0.70	0.60	0.53
A0023	3.5" 50 Capacity	£4.95	2.81	2.15
A0043	3.5" 80 Capacity	£5.55	2.41	2.31
A0053	3.5" 100 Capacity	£6.33	2.74	2.64
A0123	5.25" 50 Capacity	£5.16	2.92	2.58
A0163	5.25" 120 Capacity	£9.69	5.49	4.85
STACKABLES				
A0194	5.25" 180 Capacity	£18.44	17.52	16.14



SHARP



JX-100

The TrueColour Pocket Scanner with the unique "scan what you see window".

IBM PC AT 286,386, AMIGA. Scans an area of 100mm x 160mm in 200 dpi in approx. 40 sec. (Grey mode), 150 sec. (Colour mode). With the JX-100 there is no expansion card to install, simply plug into your 9 pin D serial port.

Powered by a separate 12v DC adaptor the JX-100 is truly the most mobile scanner of today.

Scanlab 100 **£55.00**
JX-100 RRP **£545.00**
Trade Price £355.00

RIBBONS

STOCK REF	DESCRIPTION	PRICE/PER RIBBON		
		6+	12+	50+
N4820	Amstrad DMP 2000/3000/3160	£1.96	1.76	1.57
N8860	Amstrad LQ 5000	£4.32	3.89	3.46
N6961	Brother HR 15/35 M/Strike	£2.62	2.36	2.10
N4840	Brother M1409	£2.30	2.07	1.84
N4120	Brother M1109	£1.54	1.39	1.23
N2230	Canon PW 1080	£1.90	1.71	1.52
N5671	Diablo Hy-Type II M/Strike	£2.30	2.07	1.84
N2730	Epson MX/FX 80 MX/FX 800	£1.92	1.73	1.54
N3200	Epson FX 1000	£2.30	2.07	1.84
N4540	Epson LX 80/86	£1.20	1.08	0.96
N4770	Epson LQ 400/500/550/850	£2.18	1.96	1.74
N4780	Epson LQ 1000	£2.40	2.16	1.92
N7740	Epson EX 800	£1.90	1.71	1.52
N8440	Nec P2200/P2+	£2.54	2.29	2.03
N4690	Nec P5	£2.20	1.98	1.76
N4550	Oki 182/183/192/193	£1.60	1.44	1.28
N2280	Panasonic KXP 1080/1081/1180	£2.04	1.84	1.63
N9040	Panasonic KXP 1124	£2.14	1.93	1.72
N7610	Star NL10	£2.06	1.85	1.65
R7411	Amstrad 8256/8512 M/Strike	£2.97	2.11	1.98
R4260	Amstrad DMP 4000	£2.88	2.05	1.92
R7460	Amstrad 9512 Nylon	£2.81	2.00	1.88
R7412	Amstrad LQ 3500	£2.70	1.92	1.80
R3300	Apple Imagewriter	£2.95	2.10	1.97
R6960	Brother HR15 Nylon	£2.70	1.92	1.80
R4790	Brother 1509/1709	£5.85	4.16	3.90
R4880	Citizen 120D	£2.36	1.68	1.58
R2360	Commodore MPS 801	£2.59	1.84	1.73
R6980	Commodore MPS 803 Nylon	£4.25	3.02	2.84
R6981	Commodore MPS 803 M/Strike	£3.51	2.50	2.34
R3200	C.Itoh 8510/1550/2500	£2.95	2.10	1.97
R5670	Diablo Hi-Type II Nylon	£2.25	1.60	1.50
R4090	Epson LQ 1500	£3.38	2.40	2.25
R6980	M. Tally MT 80/81 Nylon	£4.25	3.02	2.84
R7390	M. Tally MT85	£4.23	3.01	2.82
R2540	Nec P 2/6	£3.92	2.78	2.61
R2600	Nec P 3/7	£4.39	3.12	2.93
R8700	Nec P6+ /P7+	£3.94	2.80	2.63
R6981	Shinwa CP 80 M/Strike	£3.51	2.50	2.34

DUST COVERS

STOCK REF	DESCRIPTION	PRICE/PER DUSTCOVER		
		1-9	10-19	20-49
C0101	Acorn Archimedes	£6.30	4.90	4.55
C0100	Acorn A3000 (1PC)	£4.05	3.15	2.93
C0014	Acorn A3000 (2PC)	£6.30	4.90	4.55
C0102	Amiga A500 (1PC)	£2.74	2.13	1.98
C0103	Amstrad 8256/8512 (3PC)	£7.83	6.09	5.66
C0104	Amstrad 9512 (2PC)	£4.86	3.78	3.51
C0107	Amstrad 1512/1640 (2PC)	£5.40	4.20	3.90
C0106	Amstrad 2086 (2PC)	£5.35	4.16	3.86
C0105	Amstrad 2286/2386 (2PC)	£5.36	4.17	3.87
C0108	Atari 520/1040 STFM	£3.50	2.72	2.53
C0112	BBC Master 128 (1PC)	£2.79	2.17	2.02
C0113	BBC Master Compact (2PC)	£5.09	3.96	3.68
C0110	IBM XT & Compatibles (2PC)	£5.09	3.96	3.68
C0109	IBM AT & Compatibles (2PC)	£5.09	3.96	3.68
C0111	IBM PS/2 (2PC)	£5.63	4.38	4.06
C0301	12" Monitor	£2.79	2.17	2.02
C0302	14" Monitor	£4.50	3.50	3.25
C0207	Amstrad DMP 2000/3000	£3.31	2.58	2.39
C0208	Amstrad DMP 4000	£3.26	2.53	2.35
C0201	Amstrad 8256	£3.15	2.45	2.28
C0202	Amstrad LQ 3500	£3.33	2.59	2.41
C0203	Amstrad LQ 5000	£3.33	2.59	2.41
C0205	Canon PW1080	£2.83	2.20	2.04
C0206	Citizen 120D	£2.93	2.28	2.12
C0224	Citizen Swift 24	£2.93	2.28	2.12
C0209	Epson FX 85	£3.33	2.59	2.41
C0222	Epson FX 850	£2.93	2.28	2.12
C0210	Epson LX 80	£2.92	2.27	2.11
C0220	Epson LX 400	£2.59	2.02	1.87
0211	Epson LX 800	£2.92	2.27	2.11
C0213	Epson MX 80	£2.96	2.30	2.14
C0212	Epson MX 100	£3.32	2.58	2.40
C0221	Epson LQ 400	£3.02	2.35	2.18
C0223	Epson LQ 850	£3.13	2.44	2.26
C0225	Epson LQ 1050	£3.60	2.80	2.60
C0214	Nec P2200	£2.95	2.30	2.13
C0215	Nec P6+	£3.33	2.59	2.41
C0205	Panasonic KXP 1080/1081/1090	£2.83	2.20	2.04
C0204	Panasonic KXP 1180/1124	£2.92	2.27	2.11
C0216	Shinwa CP 80	£3.83	2.20	2.04
C0217	Star LC 10	£2.03	2.36	2.19
C0218	Star LC 24-10	£2.97	2.31	2.15
C0219	Star NL 10	£2.99	2.32	2.16

MOUSE PRODUCTS

STOCK REF	DESCRIPTION	PRICE/PER ITEM		
		1-24	25+	100+
A0603	8mm Mouse Pad	£1.88	1.43	1.31
A0604	Mouse Pocket	£0.80	0.61	0.56

CABLES

STOCK REF	DESCRIPTION	PRICE/PER ITEM		
		5+	50+	100+
A0800	25 Male/36 Male, 2m, Moulded	£3.90	3.12	2.65
A0801	25 Males/36 Male, 1.8m, 18 Wire	£2.38	1.62	1.35
A0802	25 Male/36 Male, 3m	£4.68	3.74	3.18
A0803	25 Male/36 Male, 5m	£6.95	5.56	4.73
A0835	25 Male/36 Male, 10m	£9.00	7.20	6.12
A0804	25 Male/25 Male, 2m	£3.70	2.96	2.52
A0841	25 Male/25 Male, 3m	£4.38	3.50	2.98
A0805	25 Male/25 Male, 5m	£5.63	4.50	3.83
A0848	25 Male/25 Male, 10m	£9.88	7.90	7.72
A0805	25 Male/25 Female, 2m	£3.70	2.96	2.52
A0861	25 Male/25 Female, 3m	£5.13	4.10	3.49
A0863	25 Male/25 Female, 5m	£9.00	7.20	6.12
A0868	25 Male/25 Female, 10m	£9.88	7.90	6.72
A0806	36 Male/36 Male, 2m	£3.76	3.01	2.56
A0881	36 Male/36 Male, 3m	£6.50	5.20	4.42

SPEAKEASY

Protect and survive

I have just read the first part of the 'Reasons to be fearful' article by Chris Cowen (CTW October 28th). I would like to commend Mr Cowen on his excellent but short article, which has been long overdue.

The software industry seems to spend vast amounts of money on advertising and purchasing licences, in order to increase sales. The article pointed out that the most pirated games are in fact licences!!, which makes it clear that licences

seem to be a waste of money and time.

On the issue of protection, it seems that the industry is doing very little to increase software protection. What I propose is that there should be a 'software protection' body, whereby members of the body pay for a professional software protector who will carry out research in order to reduce pirating.

I myself am considering entering the software industry, but due to high costs

and low rates of return our entry is looking bleak.

In my view, games software is too expensive for the schoolboy or girl. Instead of buying an original, they can buy about 80 or so blank discs and copy over 240 games on the disks.

If you were a schoolboy or girl, which would you choose — one game for £25 or 240 games for £25?

Hakan Akbas
Karay Systems
London

Supaplex is excellent

When I read Colin Campbell's account of our new release *Supaplex* (CTW September 30th), I was extremely disappointed to say the least. I fail to comprehend how Colin can project such an adverse view of this superb puzzle game — if only he would admit that he couldn't even complete the warm-up level (I think he's the first and that really does deserve an award).

Fortunately, Colin is totally isolated on this occasion as *Supaplex* has received only quality reviews. CU Amiga

awarded a *Screenstar* (85%), *Games-X 4/5*, *Amiga Action* — Super League recommended (entered at No. 14), *Zero 84%*, *Micromart 88%*, and Radio Luxembourg awarded a Luxi Gold Disc. With such review ratings one can only conclude that *Supaplex* must be far from boring.

I understand Colin Campbell is now taking up a new position somewhere — "Colin, don't call us, we'll call you".

Martin Veitch
Marketing Manager
Digital Integration Ltd

More letters on page 30

THWART PROCESSES

Continued from page 14

ting away free either. I've been in shops where a customer brags about a copying group and how he gets his software for free. Wouldn't it be wise to try and do something about this? — Simply getting the details of the group and passing it on to FAST would be a start. After all, if the channels of distribution are closed down for pirated software, that means more sales over the counter.

Considering the size of the problem, it's small wonder that many software houses are keen to move onto console products — switching investment budgets that would have otherwise gone into 16-bit projects.

They are switching because console games are virtually piracy-free, whilst sales on the Amiga and ST (where counterfeit software is rife) are often too low to make money. Does this mean the end for those two formats?

I certainly hope not. □

TELLY ADDICTS

Continued from page 23

A number of feature films have used the same technique, most notably, *The Elephant Man*. The prosthetics on the Atari shoot have been done under the watchful eye of Erin Sherman who was responsible for turning Lenny Henry into Steve Martin and French and Saunders into Bros.

There is still some discussion about the end of the commercial and whether a wax mask of the young boy's face should shatter or not. There are some problems making the wax shatter and it's suggested that it's put in the fridge, but by the end of the day three of the team have not decided whether to abandon this tack or not. What is certain is that the final frame will contain the inevitable pack shot.

The peeling off faces are intended to relate that a whole raft of products just play games, but that the Atari ST can be used for educational purposes from art to music and science.

When the shoot is over the film will be edited into a 30 second commercial and a ten second follow-up commercial which will break on TV on November 14th, with a possible press campaign to follow. A 60 second cinema commercial may also run with this Christmas' blockbuster films, but it is as yet undecided and depends on whether the production team can find 60 seconds of material from the film shoot.

The commercial is part of a claimed £4 million spend by Atari in the run-up to Christmas, and will fight head to head with Commodore's £5.5 million campaign through advertising agency Evans Hunt Scott.

On the evidence of the rushes, the ST campaign will be fairly impressive.

Atari just hopes that sales live up to it all.

Helen Jones is business editor for Centaur Communications' Marketing Week publication.



AMIGA COMPUTING
RATED 9/10 OVERALL

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GBRoute Plus
Route Planner for the
Amiga

£79.95 Inc Vat
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GBRoute Plus for the Amiga computer has been carefully designed to assist the United Kingdom motorist plan easily and efficiently journeys almost anywhere in the UK. GBRoute Plus will not only find routes but will also cost, time and distance a journey in a matter of seconds, allowing the user to then print out a route or graphical map in either black and white or colour. There are many other features within the software designed for ease of use many of which allow the user to customise the program to suit the individual driver.

- Features include:-
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 - * Interlace display
 - * Supports colour and black and white printers
 - * Map scrolling and zooming facilities

- Features Include:-
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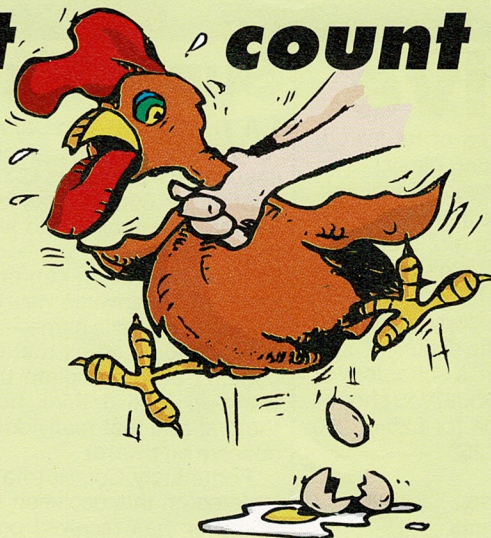
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In future don't count your chickens...



CRASH DASHED
 Okay, Kleenex out, Spec-chums! It's time to get a bit weepy. Mystery surrounds the fate of our biggest (and dearest) competitor. Yep, Crash, that old stalwart of the Speccy scene has disappeared. We're still not quite sure where it's gone or whether it's coming back, but what we do know is that we're terribly sorry and we'll miss them something rotten. As soon as we heard the news, we had a quick whip-round the Shed to see if we had enough money to buy them up. Imagine what fun we'd have with another Spec mag in the shed! After pawning Andy O's bike and selling Linda's collection of wrestling figures, we came up with the grand sum of £22.59. We gave Crash a ring, but the receptionist said they weren't taking any reader calls today. Anyway, if you're a new reader of YS (and if you are where have you been for the last seven years), then welcome to the best Speccy magazine in the whole world (probably). If you feel a bit lost without Crash, then take out a subscription with YS (see page 45) and life might seem a fishy bit brighter!

Your Sinclair November 1991

CRASH GOES
 Last month, a tragic accident befell 5 000 copies of Commodore Format. But it wasn't as bad as what seems to have happened to our main competitor. The CF's van was in a ditch on the M6 and even now lies in the breeze somewhere along a deserted stretch of motorway. But ZZAP! 64 seems to have disappeared completely. It's not on the shelves this month, that's for certain. And as we haven't heard of any more paper pile ups, we think you should assume the worst. We're going to miss them bucketloads, so join us in a moment's silence for the sad departure of that old sister. Never mind, folks. If you that old sister reader you'll be pleased to find that we've taken on board those ex-ZZAP! diaries Steve and John Rowlands this issue. We'll send your way to page 56 and carry on just as if nothing happened at all.

Commodore Format November 1991

because...



WE'RE BACK IN BUSINESS!

AND SO IS...



The team's in action again with special plans for **CRASH, ZZAP! 64** and an 80,000 launch circulation for **SEGA FORCE!** So to book your advertising space now, contact **SHEILA JARVIS, GEORGE KEENAN** or **JOHN NEEDHAM** on Tel: 0584 875851 Fax: 0584 876044

CRASH and ZZAP! 64 relaunch November 28 with full-scale Xmas cover promotions.

SEGA FORCE launches December 12, with a two-issue cover promotion and massive newstrade support in all major high street chains including WH Smith, J Menzies, Martins, NSS and Forbuoys, plus shelf-talker campaign in over 250 major outlets!

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11/11/91 The Release Schedule Week 149

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BLUES BROTHERS	25.99	NOVEMBER 14	TITUS
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DELUXE STRIP POKER 2	25.99	NOVEMBER 21	CDS
DEVIOUS DESIGNS	25.99	NOVEMBER 19	IMAGE WORKS
FEDERATION OF FREE TRADERS	9.99	OUT NOW	MIRROR IMAGE
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FUN SCHOOL 4 (7-11 YEARS)	24.99	OUT NOW	EUROPRESS
FUN SCHOOL 4 (UNDER 5'S)	24.99	OUT NOW	EUROPRESS
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ORK	25.99	DECEMBER 5	PSYGNOSIS
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BLOODWYCH	5.25	39.99	OUT NOW	IMAGE WORKS
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BLUES BROTHERS	5.25	25.99	NOVEMBER 14	TITUS
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BOSTON BOMB CLUB	5.25	25.99	NOVEMBER 14	PALACE
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CHESS CHAMPION 2175	5.25	30.99	NOVEMBER	OXFORD SOFTWARES
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CHESSMASTER 3000	5.25	35.99	DECEMBER	MINDSCAPE
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CISCO HEAT	5.25	25.99	NOVEMBER 21	IMAGE WORKS
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CONAN	5.25	29.99	NOVEMBER 20	VIRGIN
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FUN SCHOOL 4 (7-11 YEARS)	3.5	24.99	NOVEMBER 19	EUROPRESS
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HOME ALONE	3.5+5.25	29.99	NOVEMBER 27	ACCOLADE
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INTELLIGENT STRATEGY GAMES 5	5.25	30.99	OUT NOW	OXFORD SOFTWARES
KID WORKS CREATIVITY KIT	3.5+5.25	39.95	OUT NOW	ABLAC DAVIDSON
MAD DOG WILLIAMS	3.5	34.99	MID NOVEMBER	SMG
MAD DOG WILLIAMS	5.25	34.99	MID NOVEMBER	SMG
MAVIS BEACON 2 (WINDOWS 3.0)	3.5+5.25	35.99	DECEMBER	MINDSCAPE
MEDIEVAL WARRIORS	3.5	29.99	NOVEMBER 19	LINEL
MEDIEVAL WARRIORS	5.25	29.99	NOVEMBER 19	LINEL
MEGA FORTRESS-HD	3.5	35.99	OUT NOW	MINDSCAPE
MEGA FORTRESS-HD	5.25	35.99	OUT NOW	MINDSCAPE
MEGA FORTRESS-LD	3.5	35.99	OUT NOW	MINDSCAPE
MEGA FORTRESS-LD	5.25	35.99	OUT NOW	MINDSCAPE
MICRO ENGLISH (GCSE)	3.5+5.25	24.00	OUT NOW	L C L
MICRO FRENCH (GCSE)	3.5+5.25	24.00	END NOVEMBER	L C L
MIKE DITKAS ULTIMATE F/BALL (HD)	3.5	34.99	NOVEMBER 20	ACCOLADE
MIKE DITKAS ULTIMATE F/BALL (HD)	5.25	34.99	NOVEMBER 20	ACCOLADE
NEVERENDING STORY 2 (ARCADE)	3.5	29.99	NOVEMBER 13	LINEL
NEVERENDING STORY 2 (ARCADE)	5.25	29.99	NOVEMBER 13	LINEL
OBITUS	3.5	34.99	NOVEMBER 14	PSYGNOSIS
OBITUS	5.25	34.99	NOVEMBER 14	PSYGNOSIS
OH NO! MORE LEMMINGS	3.5	19.99	NOVEMBER 26	PSYGNOSIS
PITFIGHTER	3.5+5.25	29.99	NOVEMBER 20	DOMARK
REACH FOR THE SKIES	3.5	35.99	MID DECEMBER	PSS
REACH FOR THE SKIES	5.25	35.99	MID DECEMBER	PSS
SPACE WRECKED	3.5+5.25	29.99	NOVEMBER	GREMLIN
SPEEDBALL 2	3.5	35.99	OUT NOW	IMAGE WORKS
SPEEDBALL 2	5.25	35.99	OUT NOW	IMAGE WORKS
SPELLCASTING 201	3.5+5.25	39.99	OUT NOW	ACCOLADE
STARGLIDER	5.25	9.99	NOVEMBER 22	MIRROR IMAGE
SUPAPLEX (EGA)	3.5	25.99	DECEMBER	DREAM FACTORY
SUPAPLEX (EGA)	5.25	25.99	DECEMBER	DREAM FACTORY
SUPER SPACE INVADERS	3.5+5.25	29.99	OUT NOW	DOMARK
TEAM SUZUKI	3.5+5.25	29.99	OUT NOW	GREMLIN
THE GAMES: WINTER CHALLENGE	3.5+5.25	29.99	OUT NOW	ACCOLADE
THE GOLD RUSH COLLECTION	3.5+5.25	29.99	DECEMBER 5	SOUNDWARE INT.
TURTLES ARCADE	3.5	29.99	NOVEMBER 28	IMAGE WORKS
TURTLES ARCADE	5.25	29.99	NOVEMBER 28	IMAGE WORKS
TV SPORTS BASEBALL	3.5	35.99	NOVEMBER 25	CINEMAWARE
TV SPORTS BASEBALL	5.25	35.99	NOVEMBER 25	CINEMAWARE
TV SPORTS BOXING	3.5	35.99	OUT NOW	CINEMAWARE
TV SPORTS BOXING	5.25	35.99	OUT NOW	CINEMAWARE
TV SPORTS ROLLERBABES	3.5	35.99	MID DECEMBER	CINEMAWARE
TV SPORTS ROLLERBABES	5.25	35.99	MID DECEMBER	CINEMAWARE
ULTIMA 7	3.5	39.99	DECEMBER 16	MINDSCAPE
ULTIMA 7	5.25	39.99	DECEMBER 16	MINDSCAPE
W/C II SPEECH ACCESSORY PACK HD	3.5	14.99	OUT NOW	MINDSCAPE
W/C II SPEECH ACCESSORY PACK HD	5.25	14.99	OUT NOW	MINDSCAPE
W/C II SPEECH ACCESSORY PACK LD	3.5	14.99	OUT NOW	MINDSCAPE
W/C II SPEECH ACCESSORY PACK LD	5.25	14.99	OUT NOW	MINDSCAPE
WING COMMANDER 2 - HD	3.5	39.99	OUT NOW	MINDSCAPE
WING COMMANDER 2 - HD	5.25	39.99	OUT NOW	MINDSCAPE
WING COMMANDER 2 - LD	3.5	39.99	OUT NOW	MINDSCAPE

COMMODORE 64/128

CHART ATTACK (COMPILATION)	D	19.99	IMMINENT	GREMLIN
CHART ATTACK (COMPILATION)	T	14.99	IMMINENT	GREMLIN
CISCO HEAT	D	15.99	NOVEMBER 21	IMAGE WORKS
CISCO HEAT	T	10.99	NOVEMBER 21	IMAGE WORKS
DEVIOUS DESIGNS	D	15.99	JANUARY	IMAGE WORKS
DEVIOUS DESIGNS	T	10.99	JANUARY	IMAGE WORKS
EXILE	T	11.99	NOVEMBER	AUDIOGENIC
NEVERENDING STORY 2 (ARCADE)	D	15.99	NOVEMBER 13	LINEL
NEVERENDING STORY 2 (ARCADE)	T	10.99	NOVEMBER 13	LINEL
PITFIGHTER	D	14.99	NOVEMBER 20	DOMARK
PITFIGHTER	T	10.99	NOVEMBER 20	DOMARK
SPEEDBALL 2	D	14.99	OUT NOW	IMAGE WORKS
SPEEDBALL 2	T	10.99	OUT NOW	IMAGE WORKS
SUPER HEROES (COMPILATION)	D	19.99	MID NOVEMBER	DOMARK
SUPER HEROES (COMPILATION)	T	14.99	MID NOVEMBER	DOMARK
SUPER SPACE INVADERS	D	14.99	OUT NOW	DOMARK
SUPER SPACE INVADERS	T	10.99	OUT NOW	DOMARK
THE GOLD RUSH COLLECTION	D	19.99	DECEMBER 5	SOUNDWARE INT.
THE GOLD RUSH COLLECTION	T	16.99	DECEMBER 5	SOUNDWARE INT.
THE SHOE PEOPLE	D	15.99	DECEMBER	FIRST CLASS
THE SHOE PEOPLE	T	10.99	DECEMBER	FIRST CLASS
TURTLES ARCADE	D	15.99	NOVEMBER 28	IMAGE WORKS
TURTLES ARCADE	T	10.99	NOVEMBER 28	IMAGE WORKS

GAME GEAR

BASEBALL	TBA	NOVEMBER	SEGA
DONALD DUCK	24.99	DECEMBER	SEGA
FACTORY PANIC	24.99	OUT NOW	SEGA
FANTASY ZONE	24.99	DECEMBER	SEGA
FROGGER	19.99	NOVEMBER	SEGA
GOLDEN AXE	24.99	NOVEMBER	SEGA
HALLEY WARS	24.99	DECEMBER	SEGA
JOE MONTANA FOOTBALL	24.99	NOVEMBER	SEGA
LEADERBOARD	24.99	NOVEMBER	SEGA
NINJA GAIDEN	24.99	NOVEMBER	SEGA
OUT RUN	24.99	OUT NOW	SEGA
PENGO	19.99	NOVEMBER	SEGA
PUTTER GOLF	19.99	NOVEMBER	SEGA
SOLITAIRE POKER	24.99	NOVEMBER	SEGA
SONIC THE HEDGEHOG	24.99	DECEMBER	SEGA
SPACE HARRIER	24.99	DECEMBER	SEGA
SUPER MAN	24.99	DECEMBER	SEGA
SUPER KICK OFF	24.99	DECEMBER	SEGA
WOODY POP	19.99	OUT NOW	SEGA

SEGA MASTER SYSTEM

ALIEN STORM	29.99	NOVEMBER	SEGA
ASTERIX	32.99	NOVEMBER	SEGA
BACK TO THE FUTURE 2	34.99	NOVEMBER 11	SEGA
BONANZA BROTHERS	29.99	NOVEMBER 25	SEGA
BUBBLE BOBBLE	29.99	OUT NOW	SEGA
CHESS	34.99	NOVEMBER 14	SEGA
DIE HARD 2	29.99	DECEMBER	SEGA
DRAGON CRYSTAL	29.99	NOVEMBER 14	SEGA
FLINTSTONES	29.99	NOVEMBER	SEGA
G LOC	29.99	NOVEMBER	SEGA
HEROES OF THE LANCE	29.99	DECEMBER	SEGA
LASER GHOST	29.99	NOVEMBER	SEGA
LEADERBOARD	29.99	OUT NOW	SEGA
LINE OF FIRE	32.99	NOVEMBER	SEGA
MERCS	32.99	DECEMBER	SEGA
OUT RUN EUROPA	29.99	DECEMBER	SEGA
POPULOUS	34.99	OUT NOW	SEGA
SHADOW DANCER	32.99	NOVEMBER	SEGA
SHADOW OF THE BEAST	34.99	NOVEMBER	SEGA
SONIC THE HEDGEHOG	29.99	OUT NOW	SEGA
SPEEDBALL	29.99	OUT NOW	SEGA
SPIDER MAN	29.99	OUT NOW	SEGA
STRIDER	32.99	OUT NOW	SEGA
SUPER KICK OFF	29.99	DECEMBER	SEGA
TOM AND JERRY	29.99	JANUARY	SEGA
XENON 2	29.99	NOVEMBER 14	SEGA

SEGA MEGADRIVE

688 ATTACK SUB	39.99	OUT NOW	SEGA
BACK TO THE FUTURE 2	TBA	NOVEMBER	SEGA
BACK TO THE FUTURE 3	39.99	NOVEMBER	SEGA
BONANZA BROTHERS	34.99	OUT NOW	SEGA
BUCK ROGERS	39.99	NOVEMBER	SEGA
BURNING FORCE	34.99	DECEMBER	SEGA
CALIFORNIA GAMES	39.99	DECEMBER	SEGA
DARK CASTLES	34.99	OUT NOW	SEGA
DECAPATTACK	34.99	OUT NOW	SEGA
DONALD DUCK	39.99	DECEMBER	SEGA
F22 INTERCEPTOR	39.99	NOVEMBER	SEGA
FATAL REWIND	34.99	OUT NOW	SEGA
FIRE SHARK	34.99	DECEMBER	SEGA
JEWEL MASTER	34.99	NOVEMBER	SEGA
LAKERS V CELTICS	39.99	NOVEMBER	SEGA
MARBLE MADNESS	39.99	DECEMBER	SEGA
MERCS	39.99	NOVEMBER	SEGA
MONSTER WORLD 3	34.99	JANUARY	SEGA
NINJA BURAI	TBA	NOVEMBER	SEGA
OUT RUN	39.99	NOVEMBER	SEGA
PHANTASY STAR 3	49.99	OUT NOW	SEGA
PHEOS	34.99	DECEMBER	SEGA
RINGS OF POWER	39.99	NOVEMBER	SEGA
ROAD RASH	39.99	OUT NOW	SEGA
ROBOCOD	39.99	DECEMBER	SEGA
SHADOW OF THE BEAST	45.00	NOVEMBER	SEGA
SHINING AT THE DARKNESS	49.99	NOVEMBER 11	SEGA
SPEEDBALL 2	39.99	DECEMBER	SEGA
SPIDER MAN	39.99	OUT NOW	SEGA
STARFLIGHT	34.99	OUT NOW	SEGA
STREETS OF RAGE	34.99	OUT NOW	SEGA
THE IMMORTAL	39.99	NOVEMBER	SEGA
TOE JAM AND EARL	39.99	NOVEMBER 11	SEGA
TOKI	34.99	DECEMBER	SEGA
XENON 2	39.99	NOVEMBER	SEGA

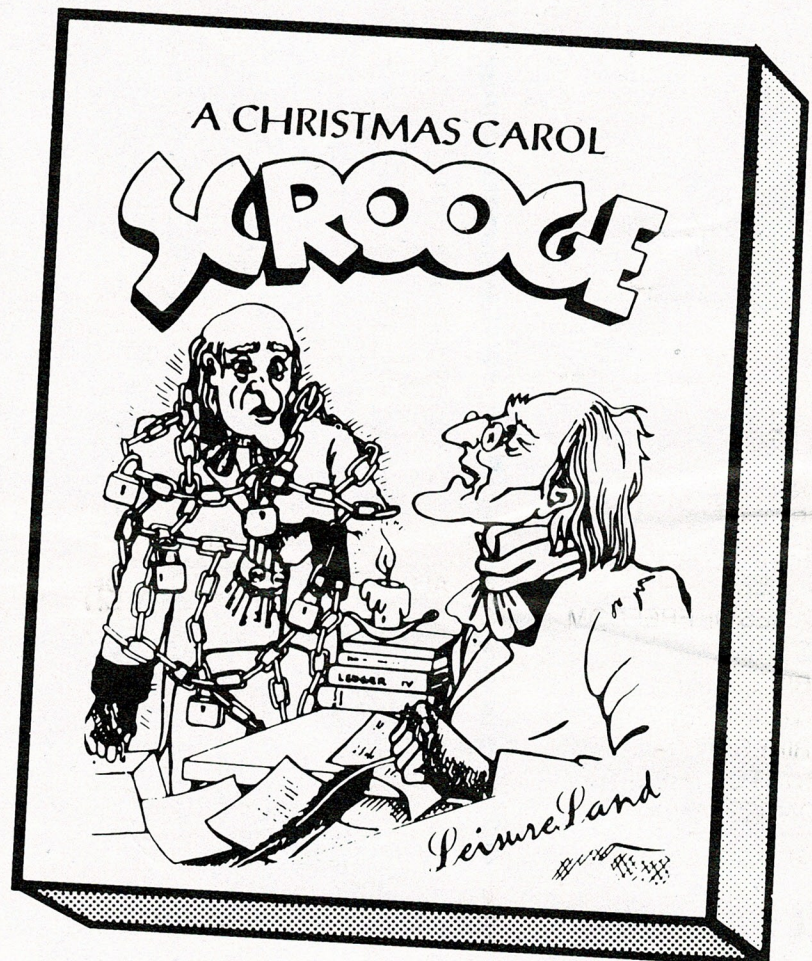
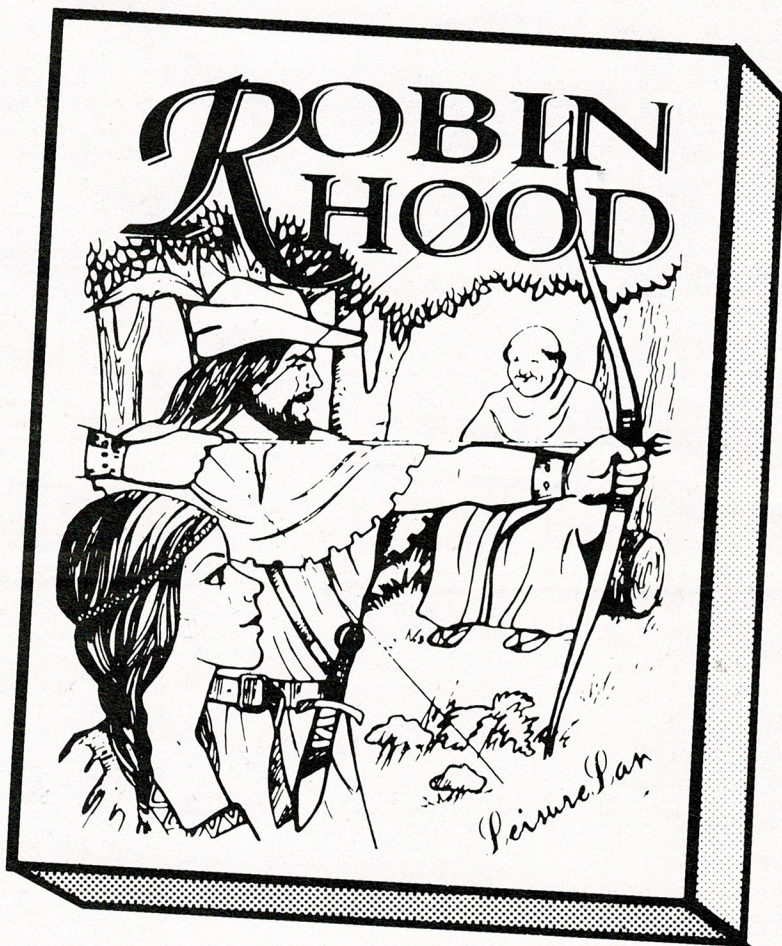
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MIKE DITKAS POWER FOOTBALL	34.99	OUT NOW	ACCOLADE
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SPECTRUM

CHART ATTACK (COMPILATION)	T	14.99	IMMINENT	GREMLIN
CISCO HEAT	T	10.99	NOVEMBER 21	IMAGE WORKS
LEMMINGS	T	12.99	NOVEMBER	PSYGNOSIS
PITFIGHTER	T	9.99	NOVEMBER 20	DOMARK
SUPER HEROES (COMPILATION)	T	14.99	MID NOVEMBER	DOMARK
SUPER SPACE INVADERS	T	9.99	OUT NOW	DOMARK
THE SHOE PEOPLE	T	10.99	DECEMBER	FIRST CLASS
TURTLES ARCADE	T	10.99		

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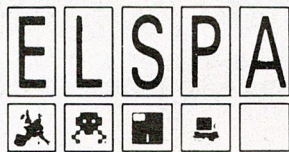
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CHARTALK

Compiled by Gallup on behalf of ELSPA
WEEK ENDING November 2nd 1991

ALL FORMATS TOP 30 16-BIT (FULL PRICE)

RANK	TW	LW	TITLE	FORMATS	PUB. LABEL
1	—	—	LOTUS TURBO CHALLENGE 2	AG — —	GREMLIN
2	—	—	MEGA LO MANIA	ST AG — —	MIRRORSOFT
3	3	—	ALIEN BREED	— AG — —	TEAM 17
4	2	—	J. WHITE W/WINDSNOOKER	ST AG — —	VIRGIN
5	5	—	RUGBY THE WORLD CUP	ST AG — —	DOMARK
6	4	—	TERMINATOR 2	ST AG PC —	OCEAN
7	1	—	FINAL FIGHT	ST AG — —	U.S. GOLD
8	9	—	SILENT SERVICE 2	ST AG PC —	MICROPROSE
9	7	—	MAGIC POCKETS	ST AG — —	RENEGADE
10	6	—	UTOPIA	ST AG — —	GREMLIN
11	24	—	MONKEY ISLAND	ST AG PC —	U.S. GOLD
12	10	—	MAN. UNITED EUROPE	ST AG PC —	KRISALIS
13	8	—	RAINBOW COLLECTION	ST AG — —	OCEAN
14	—	—	SHADOW SORCERER	ST AG — —	U.S. GOLD
15	14	—	CRUISE FOR A CORPSE	— AG — —	U.S. GOLD
16	—	—	EYE OF THE BEHOLDER	— AG PC —	U.S. GOLD
17	—	—	SUPER SPACE INVADERS	ST AG PC —	DOMARK
18	22	—	PGA GOLF TOUR	— AG PC OT	ELECTRONIC ARTS
19	12	—	LEMMINGS	ST AG PC —	PSYGNOSIS
20	19	—	F15 STRIKE EAGLE 2	ST AG PC —	MICROPROSE
21	30	—	HERO QUEST	ST AG — —	GREMLIN
22	—	—	FACE OFF ICE HOCKEY	ST AG — —	KRISALIS
23	28	—	HUNTER	ST AG — —	ACTIVISION
24	17	—	FLAMES OF FREEDOM	ST AG — —	RAINBIRD
25	25	—	LAST NINJA 3	— AG — —	SYSTEM 3
26	—	—	STRIKE FLEET	— AG — —	ELECTRONIC ARTS
27	11	—	OUTRUN EUROPA	ST AG — —	U.S. GOLD
28	—	—	STRIKER MANAGER	ST AG — —	D&H GAMES
29	20	—	FLIGHT OF THE INTRUDER	ST AG PC —	MIRRORSOFT
30	—	—	WONDERLAND	ST AG PC —	VIRGIN

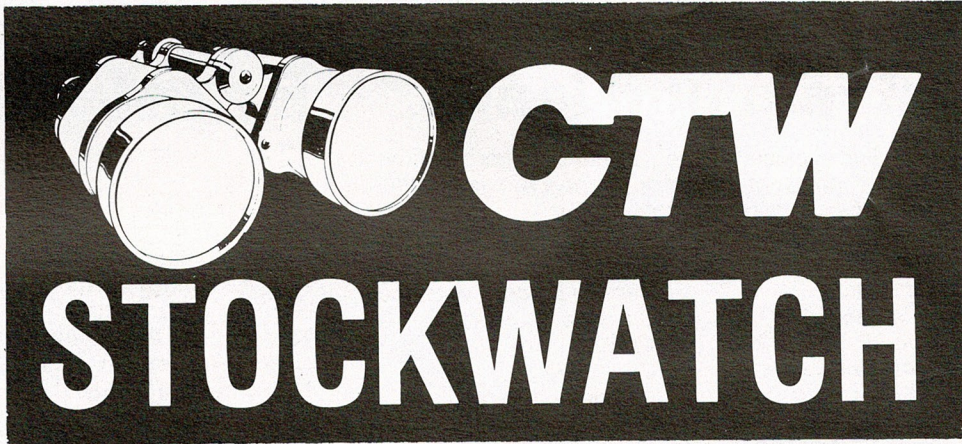
KEY: ST — Atari ST; AG — Commodore Amiga; PC — PC Compatibles; OT — Other

ALL FORMATS TOP 20 8-BIT (FULL PRICE)

RANK	TW	LW	TITLE	FORMATS	PUB. LABEL
1	1	—	TERMINATOR 2	SP CO AM —	OCEAN
2	2	—	FINAL FIGHT	— CO — OT	U.S. GOLD
3	3	—	DIZZY COLLECTION	SP CO AM —	CODE MASTERS
4	7	—	SPEED BALL 2	— CO — —	MIRRORSOFT
5	5	—	RUGBY THE WORLD CUP	— CO — —	DOMARK
6	4	—	MAN. UNITED EUROPE	SP CO AM —	KRISALIS
7	8	—	BIG BOX	SP CO AM —	BEAU JOLLY
8	9	—	RAINBOW COLLECTION	SP CO AM —	OCEAN
9	11	—	WORLD CLASS RUGBY	SP CO AM —	AUDIOGENIC
10	6	—	HERO QUEST	SP CO AM —	GRMLIN
11	15	—	F16 COMBAT PILOT	SP CO AM —	DIGITAL
12	10	—	TURBOCHARGE	— CO — —	SYSTEM 3
13	13	—	RODLAND	SP CO AM —	STORM
14	—	—	VIZ	SP CO AM —	VIRGIN
15	17	—	HANNA BARBERA COLL.	SP CO AM —	HITEC
16	—	—	CAPCOM COLLECTION	SP CO AM —	U.S. GOLD
17	—	—	GOLDEN AXE	SP CO AM —	VIRGIN
18	—	—	MOVIE PREMIERE	SP CO AM —	ELITE
19	14	—	GRANDSTAND	SP CO AM —	DOMARK
20	19	—	FOOTBALL DIRECTOR 2	SP — AM —	D&H GAMES

KEY: SP — Spectrum; CO — Commodore 64; AM — Amstrad; OT — Other

All Gallup software charts are the copyright of ELSPA from April 1st 1990. The charts published weekly in CTW are extracts from 'CHARTALK' which is compiled in report form both weekly and monthly by Gallup on behalf of ELSPA. There are 25 charts in 'CHARTALK' covering all formats, pricepoints and with market share statistics. 'CHARTALK' is available from the general secretary at ELSPA on 0386 830642/831223 — or write to him at Arden Mill, North Littleton, near Evesham, Worcestershire, WR11 5QP.



By Mark Ramshaw

MARTIAN MEMORANDUM STRIKE 2 FUZZBALL MAVIS BEACON II AIR SEA SUPREMACY AIR COMBAT ACES BATTLE ISLES

It's another typical week at the US Gold camp. What this basically means is another flood of Big Releases.

PC owners are the main recipients, with the memorable *Martian Memorandum*, and Millennium's USG-distributed *Strike 2. Memorandum* is one of those typical American PC adventures, all sci-fi plot, digitised graphics and sound fx to knock the players off their seat.

And the game? Well, it's no *Cruise For A Corpse*, but it fares well enough in the current rush of Big Concept Productions. US Gold's marketing stance seems to reflect this, the promotion being limited to A2 posters. Let the reviews do the selling is the philosophy behind the firm's importing of this one.

Strike 2 is a very different affair. The sequel to a two year old game called *Thunderstrike*, it looks likely to have much the same level of success as its predecessor, which means that there'll be a loyal PC fanbase out there ready to sample its nicely old-fashioned 3D hit and run gameplay. Of course, there's going to be plenty of PC owners around who weren't here two years ago. A playable demo on the next issue of *PC Format* should be enough

to convert the new boys.

The only real criticism to level at US Gold about this one is that perhaps the title *Thunderstrike 2* would have made more sense — I know several people who'd assumed that *Strike 2* was a baseball game.

Just a quick mention for two other USG goodies: *Cruise For A Corpse* is now shipping (ahem), and *OutRun Europa* is finally getting cut loose, with T-shirts, demos, flyers, and big dummy boxes to drive the message home.

Delving into your serious PC territory for a moment, Software Toolworks is launching *Mavis Beacon Teaches Typing 2*. If educational stuff is your customers' thing then *Mavis Beacon* will probably mean quite a lot to them. The first package gained all kinds of awards, becoming one of the best known keyboard tutors.

Obviously *Mavis Beacon 2* isn't really going to be drastically different (there's not going to be that rush of people who want the sequel), but there's a lot of ham-fisted PC owners out there. And of course there's no worries of six week shelf life.

Moving swiftly on, in best DJ style, we come to lovable System 3. Now I know they've come in for a bit of ribbing in this column in the past, but it's nice to see a company who at least realize that this is a business. And — hey! it's even got some good product to sell these days (only kidding guys).

Fuzzball on the Amiga is, as the name suggests, one of those 'cute' affairs (System 3?

Cute?). Having already had the coverdisk treatment, the *Fuzzball* promotion machine is about to really start rolling with window stickers, store demo disks, and maybe even some reviews.

Finally we come to that bastion of classy compilations — UbiSoft. Ready for the Christmas onslaught it's releasing them left, right and centre. The first two to hit on Amiga, PC and ST are *Air Sea Supremacy* (containing *Gunship*, *Carrier Command*, *P47*, *F15 Strike Eagle* on PC/ST or *Wings* on the Amiga, and *Silent Service* and *Air Combat Aces* (featuring *Falcon*, *Gunship* and *Fighter Bomber*).

With such quality titles packed onto both products, UbiSoft is sure to do well. Any compilation whatsoever sells at Christmas, but when they're this good, it's unlikely whether you'll be able to refill the shelves fast enough.

Also worthy of a mention is UbiSoft's *Battle Isles*. A wargame with added oomph, it seems to be gaining a surprising amount of editorial space in the Amiga publications, with *Amiga Format* giving it a manic 90 percent rating. A wargame which sells — whatever next?

Famous for fifteen sentences: Attention software houses. Want your products to appear in the world's only Stockwatch column in CTW? Then give me a call on 0225 442244 (ext 2222) and send the game itself to CTW, BTC, Bessemer Drive, Stevenage, Centre of the Universe.

CTW EVENT CHECK

CTW Event Check welcomes details of any shows or conferences being planned for the leisure/low end business marketplace. Please address all correspondence to CTW EVENT CHECK, The BTC, Bessemer Drive, Stevenage, Herts, SG1 2DX. Or fax us on 0438 74127.

NOVEMBER	World Of Commodore: November 14th-17th, Earl's Court II, London, 0225 442244. DEVCON 3: November 30th, Park International Hotel, Birmingham, 081 503 2521.
DECEMBER	Manchester Computer Fair: December 1st, Manchester University, 0273 607633. Computer Shopper Show: December 5-8th, Wembley Conference Centre, 081 868 4466. Supergames Show '91: December 6-9th, Espace Champéret, Paris, 010331 48910451. All Formats Fair: December 1st, City Hall, Glasgow, & December 14th, Royal Horticultural Hall, London, & December 15th, University of Leeds Sports Centre, 0926 613047. InDin: December 19th, Portman Inter-Continental Hotel, 0438 310002.
JANUARY	Birmingham Computer Fair: January 12th, Solihull Conference Centre, 0273 607633. Consumer Electronics Show: January 8th-12th, Las Vegas, USA, 0101 202 4578700.
FEBRUARY	16 Bit Computer Show: February 7th-9th, Hammersmith Novotel, London, 081 549 3444. Computer Arena: February 19th-23rd, Larnaca, Cyprus, 081 868 4466.
MARCH	CD-ROM Europe '92: March 31st-April 2nd, Metropole Hotel, Brighton, 0895 622233.
APRIL	European Computer Trade Show: April 12th-14th, Business Design Centre, London, 081 868 4466
MAY	Spring Computer Shopper: May 28th-31st, Olympia, London, 081 868 4466.

SPEAKEASY

List 'em and learn

Please find enclosed, for your attention, a list of software we have found not to load on the new Amiga 500 Plus:

- | | |
|----------------------------------|--------------------------|
| Bubble Bobble | Cyberball |
| Dynasty Wars | Daily Double |
| Dragon Ninja | Chuckie Egg II |
| Cosmic Pirate | Captain Blood |
| Chaos Strikes Back | Crazy Cars |
| Cyberworld | Cricket (1Mb) |
| California Games | Chase HQ |
| Classic Four | Chuckie Egg I |
| Dizzy Dice | Drum Studio |
| European Superleague | The Enforcer |
| Eye of Horus | Fast Food |
| Final Fight | Fantasy World Dizzy |
| Full Contact | Face Off |
| Fallen Angel | (Anco) |
| Ghostbusters II | Dynamite Dux |
| Gemini Wing | (in Fists of Fury comp.) |
| Hard Drivin' | Guardian Angel |
| Impossible Mission II | Galdegon's Domain |
| Kamikaze | Hard Drivin' II |
| Locomotion | Impossamole |
| Last Ninja II | League Challenge |
| Moonwalker | Little Puff |
| Mig 29 Soviet Fighter | Miami Chase |
| Midwinter (in Virtual Reality I) | Mig 29 |
| Predator II | Mousetrap |
| Quantox | Outrun |
| Resolution 101 | Passing Shot |
| Back to the Future II | Quadrallien |
| (in Movie Premier pack) | Robbeary |
| Run the Gauntlet | Robozone |
| Sharkey's Moll | Summer Olympiad |
| Street Fighter | The Sword and The Rose |
| Spidertronic | Steel |
| Skychase | Scooby & Scrappy Doo |
| Slayer | Snow strike |
| Strike Force Harrier | TV Sports Football |
| Tetra Quest | Transputor |
| Toki | Turbo Outrun |
| Violator | Wipe Out |
| Wicked | Yogi in Greed Monster |

All tested this week on a new A500 Plus. Please print for others to use.
Martin Sharp
Whiterose Computers
Cleckheaton

Fatal adaption

Following the publication of my letter, "Suing if your bad to be grey" (CTW October 28th) about the illegal modification of Sega and Nintendo cartridges, one of your readers, Mr Tayburn of the Software Centre, Preston (CTW November 4th) accuses both companies of operating a monopoly and asks whether I am saying he needs the permission of any copyright owner to make an adapta-

tion to a computer program. Let me be very clear about this **that is exactly what I am saying.** I am not expressing my own opinion or view. I am quoting from the Copyright Designs and Patents Act, 1988. Let me take one of the examples I quoted — the supply of an English translation of a Japanese manual. Surely Mr Tayburn can see that if I took a copy of *Les Miserables*, translated it into

English and sold it without any authority, that this would be highly illegal. The operative words throughout all these matters are **sale, offer for sale and exposure for sale.** Each not only breaches copyright but also contravenes the Trade Descriptions Act, 1968. The same is true when technical modifications are made. These acts are not carried out by dealers for altruistic reasons. Let's be under no illusions, getting the best possible deal on a commercial transaction is

perfectly proper, but making modifications such as interfering with the electrical circuitry which would invalidate a BEAB standard is not merely "making it able to run different cartridges". As to your suggestions that we take the matter up with the Trading Standards Authorities all I have to say is "watch this space".
Yours sincerely
Robert Hay
Chief Executive
Federation Against Software Theft
(FAST)

Backing Commodore 1

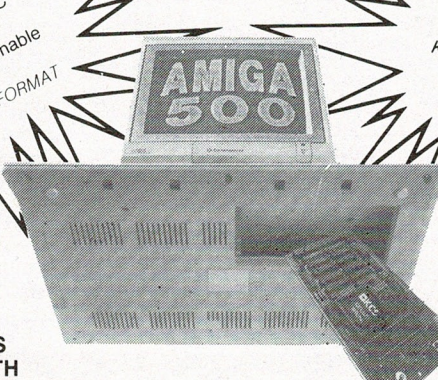
I feel I must defend Commodore against criticism of the A500P. As a software developer I am appalled at the number of Amiga games which will only run on the Amiga A500, ie. crash or will not run on an expanded A500, an A2000, the CDTV, a 68030 A2000, the A3000 etc., and by the same token will not run on the A500P. The A500P simply brings the A500 design up to date with the models. Commodore have for the last five years been continually telling software developers that if they must ignore the DOS (and this doesn't mean using *Workbench*) then they *must* make sure their code runs across all models. This isn't difficult to do, and it isn't Commodore's problem — it is bad and sloppy programming! If we want Commodore to continue to improve the

Backing Commodore 2

I have read with some interest about the running battles between NASCR and Commodore over the A500 Plus. I have been using one of the machines for three weeks now and must say that it is a superb machine in my view. I also feel it is my duty to call into question NASCR's integrity over the major point they have raised — that of the machine's compatibility. NASCR were quoted as saying in the article "To P or Not To P" (CTW October 28th) that "35-48 per cent from around 500 titles" failed to work on the A500 Plus. 1. That means that between 175-240 titles failed. This suggests some very loose accountability on NASCR's part. 2. I personally, after having heard about these problems, decided to test all of my stock and my own software collection. Imagine my hor-

ror when out of over 300 titles, 7 failed to work and 2 showed glitches that were non fatal. Now according to my maths that is around 3 per cent failure. This is a bit of a difference from "35-48 per cent". 3. It is a well known fact that ever since the Amiga's inception there has been a set of rules for developers to follow to ensure compatibility — therefore it is not Commodore but the developers who are to blame. I personally challenge NASCR to actually come up with this supposed list of incompatible programs. It is my belief that NASCR bear a grudge against Commodore. It is also my belief that NASCR are trying to scaremonger dealers away from Commodore.
Arron Rouse
Software buyer
Guemsey Computers Ltd
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Activision adds at home and away

Activision has strengthened its senior management, with new appointments on both sides of the Atlantic.

Joining Activision US is erstwhile Accolade international vice president Peter Doctorow. He becomes vice president of the firm, looking after its day to day publishing business.

Activision Europe, meanwhile, has completed its own staff shake-up which began with a couple of departures a

month or so ago. Newly appointed are communications director Herve Maze-Sencer and public relations manager Tiffany Hoyt.

Maze-Sencer takes over from former marketing manager Veronique Gardy, but in a rather more senior role. He arrives after a spell as commercial director for Hasbro France.

Both Activision US and Activision Europe are subsidiaries of Mediagenic, which means they are free to trade as normal even though the parent company is operating under the strict

restrictions of Chapter 11.

Mediagenic itself is still negotiating debt settlements with its major creditors. Last month (CTW October 14th) it filed a petition for re-organisation which, if implemented, would see the majority of its \$17 million headache paid off through stock rather than cash.

Activision's European boss Thomas Ormond refused to comment directly on any US developments, but did offer that the firm is still confident that its revival plan will go through successfully.

Virus scare

There is growing concern that Amiga User International has inadvertently circulated a cover-mount disk containing a virus.

The December issue of the Maxwell Consumer Magazines publication is understood to have the particularly dangerous Saddam virus on its promotional freebie.

Saddam first came to light a couple of months ago and immediately worried experts, due to the fact that it is almost invisible to virus checkers.

Centresoft offers an Xtra incentive

Centresoft has announced a promotion for the Atari STE Discovery Xtra pack, offering low price software during November.

Dealers ordering one or more Discovery Xtra packs will be offered two full price software titles from US Gold at £1.50 each.

They will be able to choose from any of the following — *Super Monaco GP*, *Gold of the Aztecs*,

E-Motion, *Nightshift*, *Italy '90*, *Winners Edition* and *Turbo Outrun* among others.

Centresoft boss Richard Steele commented: "Since adding Atari to our stock list last month we have been searching for a way to add even greater value to the service we offer.

"The extra margins to be gained from bundling these full price titles with each pack will, we feel, enable dealers to gain that much needed competitive edge in the run-up to Christmas."

CBM/Atari ads

Continued from front page

of functionality rather than just fun. Its ad features a boy stuck indoors and depressed on a rainy afternoon. His gloom is lifted by the good old Amiga, and the commercial ends with the pay-off: "Brighter by far".

Lastly, the CDTV's appearance on TV is Commodore's latest line of attack on a product which it is being far more aggressive with than some cynics had expected.

With a £100 price drop to £499 (CTW October 28th), the firm is now setting about getting some real sales for the machine whilst also massively increasing consumer awareness.

Supported by national press and a billboard campaign, the slogan "it's nothing short of revolutionary" will be used to highlight the product's innovation, whilst content will be bent towards the layman.

To this end, the firm has wisely decided to take 60 second as well as 30 second slots, in order to explain the machine and its capabilities in as much depth as possible.

Loriciel steps

Continued from front page

development. The result, according to the firm will be simply "better games".

Meanwhile, it has shuffled its distribution and marketing in the UK. All product under the Loriciel label will now go exclusively through Infogrames and not US Gold.

Previously product had been shared between the two firms.

Genie to weave

Continued from front page

tional availability, however, the \$50 product has apparently become Toys R Us' top-selling line. Indeed, Galoob claims that well over 1 million units will be installed in the US by the end of the year — with another three million sales targeted for 1992. Lastly, it is strongly rumoured that development has begun on a Game Genie for the Super NES — with Nintendo already hastily reworking its objections.

NES into Canada

Continued from front page

that the system would be distributed through the chain's 40 or so Canadian stores from the beginning of next year.

The Canadian launch is coming earlier than some Nintendo watchers expected — particularly as the manufacturer has publicly stated that it is working incredibly hard just to keep up with US demand.

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