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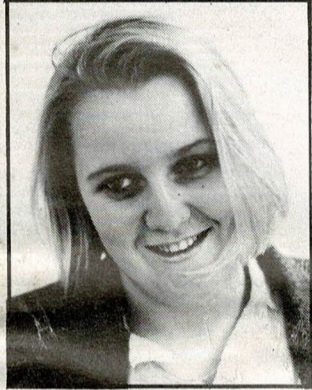
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24.10.88 BRITAIN'S TOP COMPUTER TRADE WEEKLY ISSUE 209

## Hibbard loses top BT post

Telecomsoft has lost its publisher Paul Hibbard — who is believed to have been sacked.

Last week managing director Paul Byrne offered that Hibbard had left the company after a "difference of opinion", but would not deny that he had actually been dismissed.



BYRNE: Cool

Hibbard was effectively number two at Telecomsoft with responsibilities for software development across all its budget, full-price 8-bit and 16-bit labels. No replacement is planned, instead his duties will be spread amongst existing staff.

"Life goes on," offered Byrne phlegmatically. "We've

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With Smiths dropping the Spectrum and Menzies increasing its support for the ST it looks like it's all change in the multiples for Christmas..... 10

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With all the major US software firms making several none too specific promises about their UK intent we look set for either an invasion or a big disappointment. CTW talks to Broderbund — one of the firms most likely to..... 13

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Atari is putting its full force behind its VCS and XE consoles via the establishment of Atari Games Centres. UK boss Bob Gleadow explains how 8-bit's time has come again..... 17

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As seen at the recent International Desk Top Publishing Show there now seems to be more customers for the DTP firms to squabble over. CTW talks to the major contenders in the low end of the market..... 20

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# Mirror seals Rush deal

The Mirror Group's much anticipated acquisition of major German software distributor Rushware has been confirmed — at least by one of the parties.

An official spokesman for the Robert Maxwell conglomerate confirmed that subsidiary Mirror Media has gained a controlling interest in the German firm. The two directors of the new owners are apparently Kevin Maxwell and Lee Ginty — the latter being boss of UK software distributor Microdealer International.

Strangely, such is the sensitive nature of the acquisition that neither Rushware itself nor Microdealer were prepared to make any comment on the deal, or even confirm it.

The latest news ends months of negotiations between Rushware and a long list of prospective suitors. The Mirror Group emerged as favourite to take over the company in late summer (CTW August 29th).

The importance of Rushware is that it distributes anything up to 50 per cent of the leisure software sold in Germany. Turnover is estimated at £20-30 million.

One of the several hold-ups for the deal has been an investigation into the merger by the German equivalent of the Monopolies Commission — the Bundeskartellamt. The body is obliged to check any link-up between firms whose combined turnover exceeds a specified amount.

"We've closed our files. We've got no objection against this merger,"

commented the Bundeskartellamt's investigating division manager Stefan Held to CTW. He noted, however, that the parties concerned hadn't been officially notified yet.

"There's no problem in this market as there is another German company called Ariolasoft that is in a far stronger position," added Held.

It is understood that under the terms of the merger Rushware directors Hans Rate and Jurgen Goldner will continue to run the firm. The money generated by the deal — no figure is currently available — will be invested in expanding Rush's record publishing concerns.

Ironically, Mirror Group-owned software publishing label Mirrorsoft has recently signed a German distribution deal with rival Ariolasoft.



MAXWELL: Completing Rush job

Ariola boss Hans Krusche is adamant that he is not about to lose the account as a result of the Mirror/Rushware tie-up.

"We have got them for a minimum of a year. We can't lose the contract — it's not possible," Krusche told CTW.

## Menzies commits to ST

Menzies has significantly increased its placement of the ST and indicated that it will be stepping up its commitment to 16-bit even more next year.

The ST will be placed in 45 stores this Christmas along with the Sega console, while the Spectrum +2 will be available in a total of 70 shops. As yet the firm has not opted to take the Amiga but that looks likely to change next year.

Menzies' merchandising manager Bob Shingleton told CTW: "The Amiga is a superb machine with a lot of potential, but I think it's still a season away from us."

The firm did experiment with 16-bit last year but in a rather more modest fashion. It took a total of four machines — two STs and two Amigas — and eventually decided not to make them part of its Christmas stock.

"The Atari machine was re-introduced on a trial basis to half a dozen stores this April. Obviously it came through that trial and we see it as being a gross product in the future, we could well increase distribution next year.

An Atari spokesman responded nonchalantly to the news offering only: "Oh yes, everybody wants the ST this year."



MENZIES: ST update

## FIL on the edge

FIL was last week teetering on the brink of bankruptcy after the withdrawal of its major shareholder.

The French distributor/publisher currently turns over £10 million and has exclusive distribution deals with BT and Activision.

FIL is currently trading 'under protection of the law', which exempts the firm from paying off its creditors and protects it from liquidation, but this does mean that an administrator has been appointed to oversee all the firm's financial transactions.

The shareholder whose withdrawal has forced this move is French mail order giant Camif, which had a 70 per cent stake in the firm. Camif has been involved in the firm since FIL's inception three and a half years ago, holding an initial 22 per cent share.

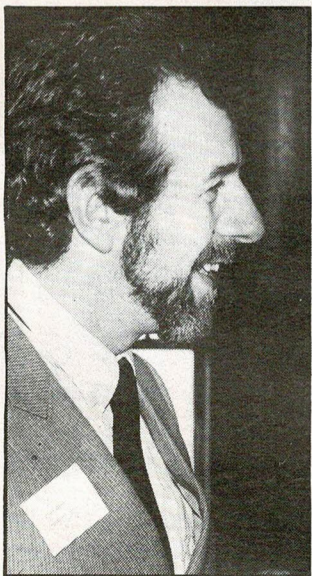
FIL is now looking for a major company to step in to Camif's shoes and save it from liquidation. As yet there are no obvious contenders but the firm remains hopeful.

FIL's marketing manager Danielle Avoulaï told CTW: "Camif changed their mind very rapidly in deciding not to support us, so we are now under protection of the law. After that we will have to see."

She went on to concede that it was possible that FIL will not survive the present crisis. "There is that chance but we have good products and good

Continued on page two

## RM and Sega regroup



HEATH: Biggest distributor claim

Virgin's recent takeover of Mastertronic (CTW October 17th) has led to the forming of a new software distribution firm and two overseas subsidiaries.

Entertainment UK (formerly Record Merchandisers) has combined with Virgin Mastertronic to form Home Software Distribution.

HSD is already claiming to be one of the largest distributors in the UK with a long list of multiple accounts including Woolworths — which owns Entertainment UK — Asda, Littlewoods, Tesco, Toys 'R' Us, Hamleys and Harrods.

The two new subsidiaries

have been formed in Germany and France. Virgin Games GmbH will handle Sega and Leisure Genius distribution in Germany, with Virgin Loisiers taking over Sega distribution in France.

HSD is the culmination of the curious, and never properly explained, joint venture talk between Mastertronic and RM which went on throughout the summer.

"The trouble is we weren't able to explain it then because we couldn't exactly say 'we're about to buy the rest of Mastertronic'. Now you can see that there was method in our madness," commented Virgin Mastertronic's managing director Nick Alexander to CTW.

The new company now

boasts some 1,500 accounts nationwide. "I think you'll find that we've probably got more retail outlets than any other distributor now," added Virgin Mastertronic's marketing director Geoff Heath to CTW.

Record Merchandisers changed its name to Entertainment UK last month after considering the shift in the company's profile. Non-audio business has been progressively increased over the past couple of years.

Virgin Games GmbH will be based in Gutersloh, Northern Germany, headed up by Winnie Derlien. Sega distribution will still be handled in close association with original contract holder Ariolasoft.

Continued on page two

# Spectrum moves into black



SPECTRUM'S DLP SYSTEM: The latest SBC offering

Spectrum has posted profits of £215,000 plus a 28 per cent increase in turnover for the year ending June 30th.

Last year the firm made a loss of £475,000 on a turnover of £7.2 million.

The firm's financial director Alastair MacGillivray described the figures as "part of a continuing turnaround" and added that "the only difference now is that the firm has burst into profit."

He told CTW "There has been growth in the core business and particularly from the SBC range, which has produced profits in its first year."

MacGillivray also pointed to the success of corporate consumable distributor Matchdata which the firm acquired in September 1987. He claimed that the firm has had a "substantial increase" in profits since becoming part of the Spectrum group.

The firm has also recently acquired a majority share of Russell Howard & Co, a distributor of consumables to the trade. MacGillivray commented: "We see future growth through distribution with Russell Howard and Matchdata and through hardware development with SBC."

Earnings per 5p share for the year were 1.3p compared with last year's losses of 3.9p.

## DTP Show move due

The recent International Desktop Publishing Show saw a marked increase in attendance, rising by nearly 3,000 and forcing a change of venue for 1989.

This is the second show of its kind to be held at the Business Design Centre in London. It saw a 40 per cent increase in attendance, the number of visitors rising from 7,400 to 10,300.

The three day event had 81 exhibitors, 20 more than last year. New exhibitors included Panasonic, Compaq, Acorn and Digital Research.

Next year's show will be held at the London Arena set in the London Docklands area. "We desperately needed a larger venue as this year we were oversubscribed by 600 metres", a Database spokesman told CTW.

## Hibbard

Continued from front page got a strong team here. This organisation is not dependant on any one person. It's not like Ocean or US Gold where the people who own the company make all the decisions."

Possible reasons for Hibbard's sudden departure range from him being too conspicuous in his job-hunting to being too close to Mirrorsoft for comfort.

"Nearly all my major staff are constantly being offered jobs and they always tell me about it. Actually I'm usually flattered by that - it's never been a reason to sack anybody," added Byrne.

## FIL nears bankruptcy

Continued from front page people, I try not to think about it."

Avoula claimed that she, along with the rest of FIL, is completely mystified by Camif's withdrawal. One theory being put forward however is that FIL was given a certain amount of time to show a profit but due to development investments and bad debtors failed to do so, and when it went to Camif asking for more time it was refused.

It seems that the firm's future lies in the hands of the French legal system, which is the only barrier between FIL and liquidation. Avoula explained: "If the court decides that FIL is a good company that should carry on then we will have a chance. I am optimistic that this will happen."

## RM and Sega

Continued from front page

The Sega's German installed base is claimed to be 5,000 up on the UK, totalling around 55,000 units. Mastertronic's software labels are currently distributed by Rushware/Microhandler in Germany, although an eventual switch would seem likely.

Virgin's French subsidiary is being run by Jean-Marcial Lefranc in Paris. Sega distribution has been taken over from Master Games Systems France in which Mastertronic held a stake.

The French Sega base is estimated to total around 40,000 units.



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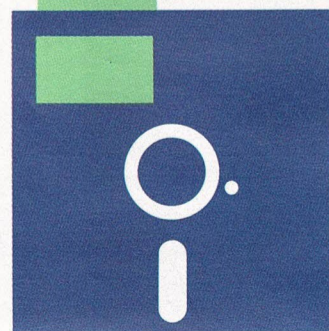
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SOFTWARE

# 16-bit marches onwards in software sales stakes

The burgeoning 16-bit leisure sector is currently accounting for over a quarter of all software sales by value.

According to market research firm Gallup, the combined ST and Amiga value share was second only to the Spectrum during the week ending September 24th.

Over a six month period this represents a significant increase. In mid-April the combined ST and Amiga value share was 15.8 per cent with the Commodore 64 hanging on to second place with 20.9 per cent.

The latest figures suggest that the Spectrum has suffered from the ascent of the 16-bit formats, having lost 6 per cent of its value share since April. The Spectrum accounted for

32.4 per cent of sales by value, with budget sales obviously also pulling this figure down.

Whilst rising by two per cent the Commodore 64 has not kept pace with the combined value share of the ST and Amiga, which now totals 26.6 per cent – its highest total ever.

Chart researcher Matt Browne considers these figures to be significant, although he did add the rider that "these are only weekly results and can change rapidly".

Browne does, however, expect the August/September reports to reflect the increase and would be "surprised if the Christmas figures placed the 16-bit formats under 20 per cent".

September also saw the 16-bit unit share reaching a record 7.8 per cent. This showed the

**Comparison of machine unit and value shares in April and September.**

Software sales period ending April 16th			Software sales period ending September 24th		
Format	Unit Share	Value Share	Format	Unit Share	Value Share
Spectrum	47.3%	38.4%	Spectrum	43.7%	32.4%
C64	21.7%	20.9%	C64	24.3%	22.5%
Amstrad	17.2%	13.8%	Amstrad	17.7%	12.9%
Atari ST	3.4%	12.5%	Atari ST	4.6%	15.9%
CBM Amiga	0.9%	3.3%	CBM Amiga	3.0%	10.7%
ST/Amiga Combined	4.3%	15.8%	ST/Amiga Combined	7.6%	26.6%

© Gallup

Amiga (3.8 per cent) moving closer to the ST (4.0 per cent), suggesting that the early volatility of the market at the moment. "This has happened at a quiet time of year, it would

be much more significant at Christmas or Easter, in fact the summer Amiga price cut is starting to filter through.

Browne was keen to play down the importance of the

increase, emphasising the unit share will probably dip in December as many first time buyers will stick to the traditional lines until the market becomes more level".

## CRL calls for time out from creditors

**CRL has called a creditors meeting to ask for more time to pursue its legal battle with Electronic Arts, if refused it could be forced to cease trading.**

It currently owes a total of £404,000 to 150 creditors with Software Express and Compact Case Company among the biggest debts. The firm is claiming a total of £204,000 in unpaid royalties from EA.

CRL has been in administration for several months, but

did in fact post profits of £16,000 for August. Joint administrator Steve Ryman of Rothman, Pantall & Co. claimed that the firm's lawyers had given CRL a "very good chance" of winning the legal battle. The firm's boss Clement Chambers is known to be optimistic of victory.

Ryman went on: "Basically on the 4th of July we went to court and said 'look Mr. Judge there are some very good reasons why this firm should be allowed to continue and there is a very good chance that it

will be saved."

He claimed that the judge agreed with the arguments presented but insisted that a meeting of creditors be held within three months. That meeting is now scheduled for October 28th.

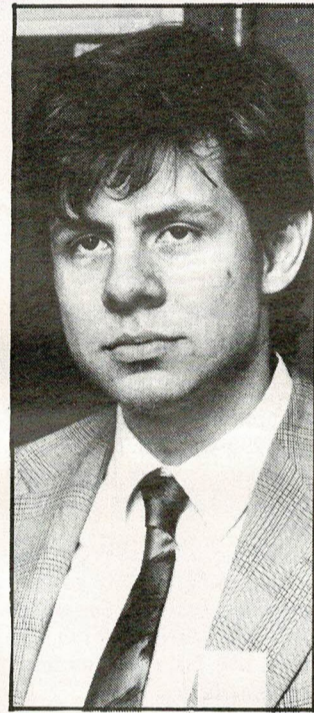
"The meeting is really just to say I've looked into the company's affairs and these are my proposals for dealing with it. I can't say any more than that but the meeting is needed because after all it is their money that's being played with."

"I would like to say 'we've

won the case with EA and here's your money', but because of the slow nature of legal machinery that's not possible yet", explained Ryman.

One possible outcome of the meeting is that the creditors lose patience with CRL and the firm ceases trading. Ryman, however, dismisses this as highly unlikely: "I'm in constant touch with the creditors and I know that they understand CRL's position and are sympathetic. They know an attempted shafting has taken place."

Another fact to emerge from the CRL battle against EA and bankruptcy is that the firm does in fact have a substantial and probably controlling interest in Wargame publisher CCS. This has been heavily alluded to in *CTW* (10th Oct). But was always denied by both firms.



CHAMBERS: Waiting on creditors

## Industry dinner finds new venue, charity and image

**A more serious and professional image is being promised for this year's leisure industry dinner taking place in December.**

The event, organised by Mediagenic, is being pitched as a showcase evening for the industry similar to those held in markets such as audio and video.

Awards will be presented for both software innovation and Gallup-recorded sales. There will also be two *CTW* awards –



COUSENS: New seriousness

distributor of the year and retailer of the year – plus awards for the computer press and best promotional video.

The industry charity for 1989 will also be announced at the dinner, which takes place on December 15th at the Portman Hotel, near Oxford Street, London. This is expected to be the charity for autistic children.

"This event has now been in place for five years, which is the longest time for any industry gathering. I believe that overall it's been a success, and the money we've raised for charity is proof of that," commented Mediagenic's UK boss Rod Cousens to *CTW*.

"We must move with the times, so this is going to be a serious awards dinner. We want it valued by those who participate in it."

Cousens is hoping that actress Jane Asher will give a speech on autism on the night. He also expects that next year's fundraising charity compilation will be limited to release on ST and Amiga.

The 1988 charity compilation in aid of the NSPCC and Great Ormond Street is yet to materialise.

"We're going to continue with the charity side even if nothing happens this year. It may have to be used as a breathing space. But I believe that this industry is big enough and sincere enough to put something together that can raise at least £50,000," added Cousens.

The awards that will be presented on the night include: entertainment program of the year (arcade, adventure, simulation, utility, budget, programmer, sound, graphics, licence translation – separate awards for 8-bit and 16-bit); best-selling titles; best promotional video; overseas award; journalist of the year; software publisher of the year; magazine of the year and services to the industry.

Tickets for the industry dinner are available at £65 each. Cabaret will be provided by Hale and Pace and all enquiries should be made to Mediagenic.

## Prices fall as Opus rolls out new lines

**Opus Technology has announced the prices of its new 286 and 386 and PCs, whilst offering reduced prices on two of its old lines.**

The two new machines were unveiled at the PC Show, but the prices have only recently been fixed. The 386 PC7 Turbo Cache is priced at £3,999, whilst the 286 PCVI Turbo AT-compatible will retail at £1,999.

Following the launch of the new machines Opus is cutting the prices on two of its existing range of IBM-compatibles. The PCIII has been reduced from £1,095 to £995, whilst the price of the PCV falls by £100 to £1,295. "The price cuts simply bring the machines in line with other products," commented Opus boss John Harris to *CTW*.

The PC7 will be shipped at the end of this week, with the 286 machine following in six weeks time. Opus is not forecasting how many units it hopes to be shipping over the coming months. "How long is a

piece of string? We will be shipping however many the customer wants," Harris offered.

Opus is aware that the 386 machine is as yet an immature market, but expects over 10 per cent of its sales to be made up by the PC7. "It is obviously a lot more expensive, but the machine has been designed very much with the large corporate user in mind," said Harris.

The 20 MHz PC7 comes with 64K of super-fast RAM cache memory, a hard disk controller card, with an optional 110 Mb disk available. Other features include 4 Mb of memory and a multiscan monitor.

The 12 Mhz 286 machine includes a 14 inch monitor and the choice of 3.5 inch or 5.25 inch floppy disk drive. It also comes with a parallel printer port, two serial interfaces plus five 16-bit and two 8-bit expansion slots.

Opus is guaranteeing customers three weeks delivery on the new machines, although Harris is optimistic that this is a "worst position situation", and does not envisage any major shortages or delays.

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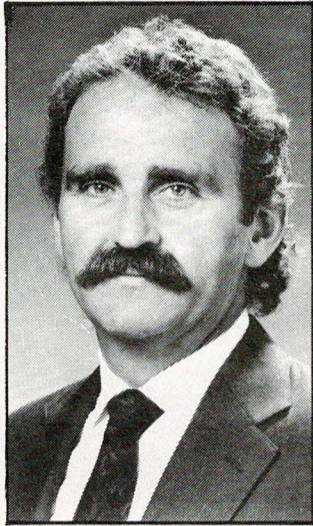
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# UK launch nears as Mindscape gears up

Mindscape is promising to finally launch itself in the UK within the next ten weeks.

The Champagne, Illinois based publisher announced its intention to set up a UK operation back in the summer (CTW July 4th) and since then has been considering its approach.

Under the UK operation titles will be published and marketed by Mindscape alone. "Essentially, our initial plan is to market Mindscape's own products using the established distribution channels of Terry Blood, Centresoft and Microdealer rather than go direct," Mindscape boss Roger



BUOY: Base soon, boss soon

Buoy told CTW last week whilst visiting the UK.

The firm has an existing publishing agreement with Mirrorsoft which involves some of its 16-bit games. This arrangement will continue.

As yet Mindscape has not chosen its UK front man, but a decision will be reached within the next three weeks. The shortlist has now been trimmed down to four, and competition is said to be very tight between the contenders.

Mindscape's UK headquarters will be in Newbury. "Due to its proximity to Heathrow it is probably the best possible place, as there will obviously be a lot of contact with the US."

# Rymans marks out software expansion

Rymans has increased its commitment to software by taking on Channelmark's Power Up range.

The stationary chain dropped software completely two years ago when "things got out of hand". Three months ago, however, it was re-introduced with a total of 16 packages - including *Wordstar* and *Locoscript*. Prices range from £25-£200.

Now the Power Up range will also be carried in the 20 key stores that deal with software. Although there are no immediate plans for the chain to add other lines it does seem likely that it will expand in the future.

Ryman's assistant marketing manager Anna Jameson told CTW: "For the moment we are looking to keep a small compact range that we know a lot about and these products will be the basis of that range. But people do need software and we can't stay in the background forever. As the demand increases and we see



RYMANS: More software

what people buy we will move in that direction."

She went on to describe the Power Up range as "easy to use packages that address particular problems". Channelmark is also offering Rymans a hotline to provide

customer support.

Channelmark's UK boss offered: "Our products are going to be alongside typewriter ribbons and general office equipment and that, of course, is exactly what we're all about."

# Rainbow comes out with arcade launch

German leisure publisher Rainbow Arts is about to launch itself as an arcade machine manufacturer.

Two titles - *Dark Chamber* and *Monster Olympics* - will be going into some 3,000 German arcades, bars, fairs and airports in January.

A UK launch is planned for the middle of next year. Rainbow Arts' arcade subsidiary Rainbow Games is currently talking to both UK and US firms in order to sign a distribution agreement.

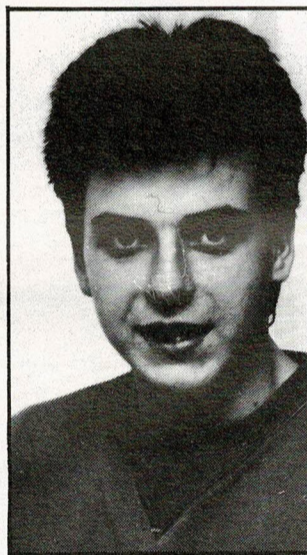
"Lots of very important coin-op companies are very interested but nothing has been decided yet," offered boss

Mark Ullrich to CTW.

The arcade titles are completely new games which will eventually be converted down to leisure computer formats. Ullrich stresses that the hardware is completely new rather than any application of either Amiga or ST boards.

Rainbow Games hopes to be producing five titles a year by 1990 with total sales estimated to comprise 25 per cent of its parent company's turnover.

"MicroProse aren't the first leisure publisher to go into coin-ops. I've seen our games and tested them, and I'm sure they will be a big success," added Ullrich.



ULLRICH: Arcader

# Melancholy Gem quits PC Show

Distributor Gem has decided not to attend next year's PC Show.

The firm was one of the few distributors to exhibit at Earls Court last month, and its decision fuels the mounting desire within the trade for a specified trade-only show.

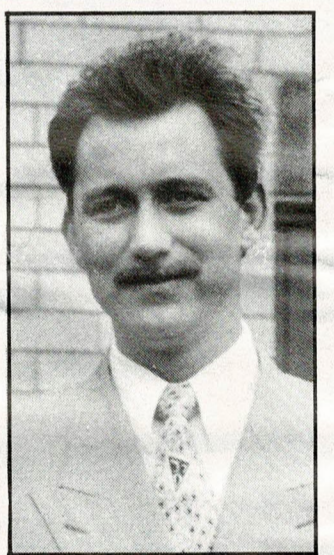
"It costs us about £20,000 a year and we're definitely not interested if they maintain that venue. We thought it stank - and to be honest so did the

people who organised it," said Gem's joint managing director Paul Donnelly to CTW.

Instead, the firm has decided to set aside funds to treat its best customers to "a good day out".

"When you think about it it's a lot of money. I could employ one more salesperson and win more business than we gained at the show.

"All we really need to do is make sure we say thank you to our best customers," added Donnelly.



DONNELLY: Showing disapproval

# Tynesoft opts for Ariola deal

Tynesoft has signed an exclusive German distribution deal with Ariolasoft, representing the first signing by Ariola since its management buy-out in the summer (CTW July 25th).

The company is also currently in the process of tying up a US distribution deal for its *Circus Games* and *Superman* titles, as well as looking to sign a licensing deal in another part of Europe.

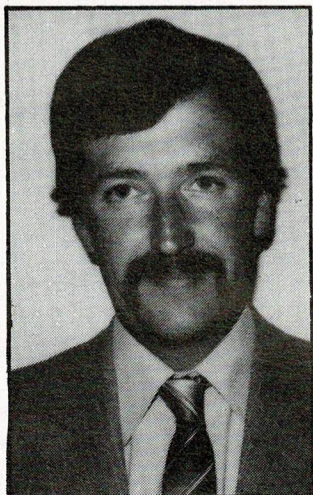
Tynesoft took the decision to go with Ariola - having already dealt more or less exclusively with the company for the last six months.

"We had several offers at the PC Show from other companies, but in view of the quality of the work Ariola had already done, we decided to award them the next 12 months," Tynesoft boss Colin Courtney told CTW.

Courtney does not seem disturbed by the fact that Ariola lost several accounts

whilst the protracted buy-out was going through, due to allegations of falling sales.

"Some companies were frightened that the buy-out would not come about and that they would be left without a distributor. While it was a difficult time, from a sales point of view we were not affected, and the company has certainly stabilised over the last few months," added Courtney.



COURTNEY: Ariola stable

# Leisuresoft links with top dealers

Leisuresoft is launching a new scheme in a bid to provide more back up for its dealers.

The scheme is called Software Link and is designed to bring together top accounts to create greater "dealer identity" with Leisuresoft.

Dealers who are included in Software Link will get special services from Leisuresoft, including a retail catalogue, point of sales material and the benefits of other commercial activities.

"The idea is to promote per-

formance, it isn't really anything over the top. Basically it's a co-ordinating exercise to try and give identity to our dealers through a set of responses from us," Leisuresoft boss Ash Taylor told CTW.

Leisuresoft was rather misty on how dealers will be selected, claiming that only the dealers who will benefit from the special services will be included in the scheme.

"It is likely to be a mutual decision as to who is suitable, but it is probably going to be large dealers from key areas," added Taylor.



TAYLOR: Dealer services

# Softsel set to go public

Softsel is set to go public in the US, having filed for an initial share offering of its stock.

The Los Angeles based company has achieved \$213 million worth of world sales for the first half of this fiscal year,

and has subsequently filed to sell 2.5 million shares at between \$7-\$9 each.

The offering has been underwritten by investment bankers, Alex Brown and Sons based in Baltimore, Maryland and Smith Barney Harris Upham and Co. based in New York.

# Swedes expand

Swedish Commodore monthly *Datormagazin* is due to launch a Norwegian version, plus a bound-in Atari monthly called *Atarimagazin*.

*Datormagazin* currently sells around 35,000 copies with a high proportion of these

exported to Norway and Finland. The Norwegian version will have a print run of 35,000 and sales are hoped to reach 15,000.

The Atari publication will appear in *Datormagazin* on December 15th. It is hoped that it will eventually be launched as a title in its own right.

"Even though it's Commodore quite a lot of Atari users read *Datormagazin* already - it's the only thing to read," commented *Datormagazin's* games editor Tomas Hybner to CTW.

# Little Darlings

This photo shows the three youngest Darlings at work! Their contribution to games development is questionable – but they do have fun!



## International RUGBY Simulator

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THIS WEEK'S MEGA GAME

The first realistic simulation of this great amateur game. It's all there: conversions, line outs, tackling, scrums, throw ins and much more. The only thing missing is Erica Roe! This exceptional simulation continues Code Masters tradition with the genre. Conversions to all major formats will follow. The Spectrum version is imminent. Commodore version already a best seller.



*The number one name in the game*

# Prose drops price in German tie-up

**MicroProse has announced German software house Axiom as its latest affiliate label.**

The firm will be releasing nine Axiom titles over the next three months with the first product due next week. All the titles will be priced at £14.99 on the ST and Amiga –

MicroProse has previously never dropped below £19.99 on these formats.

The move follows the firm's recent acquisition of American budget PC firm Hi-tech and gives MicroProse an even broader range of price points.

MicroProse's UK managing director Stewart Bell told

CTW: "We believe that £14.95 is the right price. Unless you have a superior product like *Gunship* then you can't charge £20.

"This is certainly not *Gunship* type product, but it will sell well at this price point because the enthusiasm of the programmers shines through."

Bell went on to describe



**BELL: German connections**  
Axiom games as "high action arcade style products" adding that the firm sells "significant numbers" in Germany.

# Now Focus loses ST Update editor

**Focus Magazines' constant state of flux continues with *ST Update* losing its editor and *Your Computer* still awaiting a buyer.**

*ST Update's* editor, John Brissenden, left somewhat abruptly last week to join Charles Barker as a PR consultant – leaving the monthly completely unstaffed.

Director Brendon Gore has been left temporarily holding

the reigns, which he describes as "nothing unusual". Freelancer Tony Hetherington was originally brought in to fill the post, but mysteriously left after a few days.

Brissenden was previously editor of *Popular Computing Weekly* and *Your Computer* which underwent two relaunches whilst in Focus hands and was subsequently put up for sale nearly two months ago (CTW/September 12th).

Whilst Focus claims to have received two offers in excess of £100,000, publisher Trish Phillips admitted that the magazine is still unsold. "But we do have several people showing interest," she added.

Rumours that the magazine will be folded are still being strenuously denied in the focus camp "Your Computer will definitely be sold, at the moment we are just weighing up the offers."

In its heyday at Reed Business Press *Your Computer* had a circulation of 140,000, having dropped to 78,000 when Focus bought it. Although no recent figures have been released it is understood to have dropped considerably prior to sale.

## Monthlies join up for awards

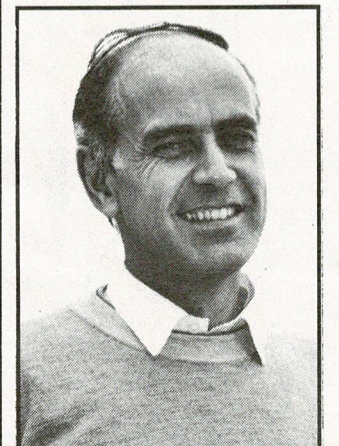
**As the awards season draws nearer the first ever multi-publisher readers' gongs are being master-minded by Newsfield.**

In conjunction with Database, Dennis, and Golner Publishing an identical nomination form designed by Newsfield will run in each publisher's computer titles later in the year.

The awards will take the place of Newsfield's own presentations at the 1989 Computer Arena in Majorca, which takes place between March 17th and March 20th next year.

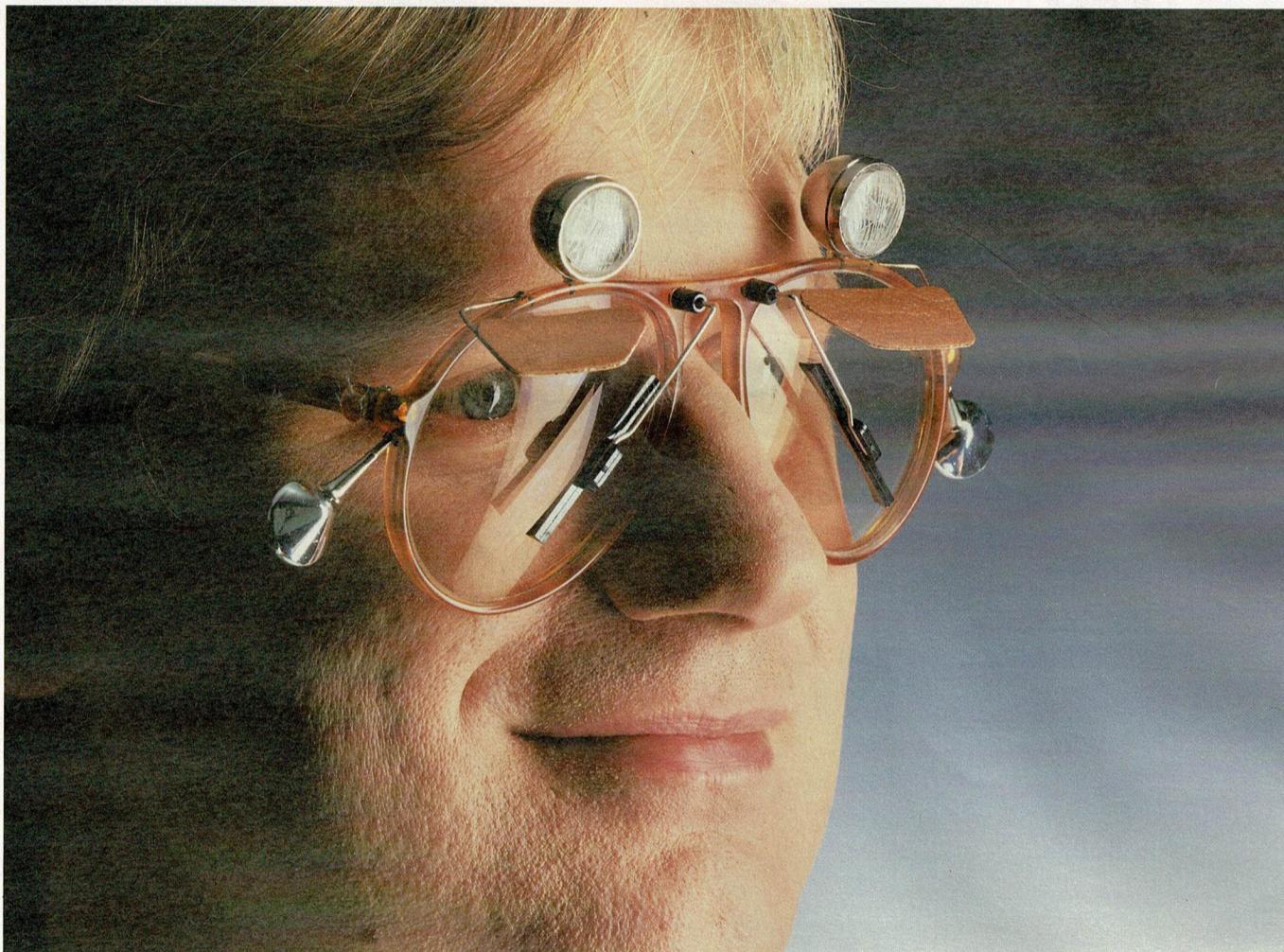
"The combination of publishers will give the awards more clout and credibility. You've got to give people something worth having. This will be a proper respected award rather than some foggy award from the industry. After all, it's the kids that buy the games," commented Newsfield director Roger Bennett to CTW.

There are hopes that Future and Croftward will also join in with the idea, but it is thought unlikely that EMAP will get involved. Newsfield may also continue with its own solus awards.



**BENNETT: Multi awardist**

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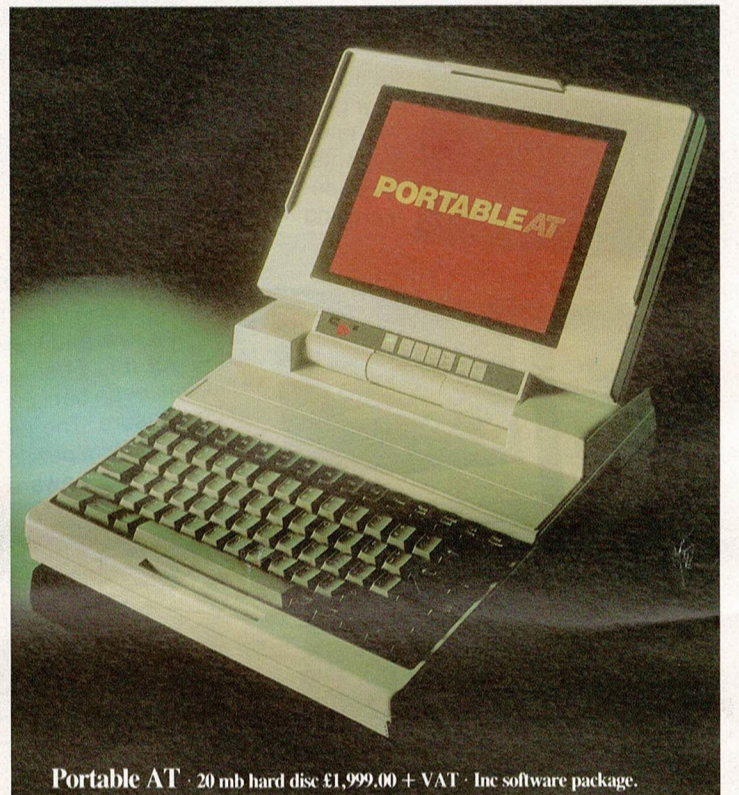
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# SNIPPETS

The Atari Show in November will see the first public showing of **Precision Software's Superbase Professional 3** for the Atari ST. This new version has the added features of multi-line transaction handling and comms facilities and will retail at £249.95. Also available for the first time will be *Superbase Personal 2* (£99.95), which adds mail merge and word-processing features to the original database of the same name...

A new dealer incentive is being offered from **Pace Micro Technology** in the form of a *Communications Guide*. The guide is intended as a sales aid as well as a communications document, and will be available through its distributors. Pace is also offering free Microlink registration to successful dealers...

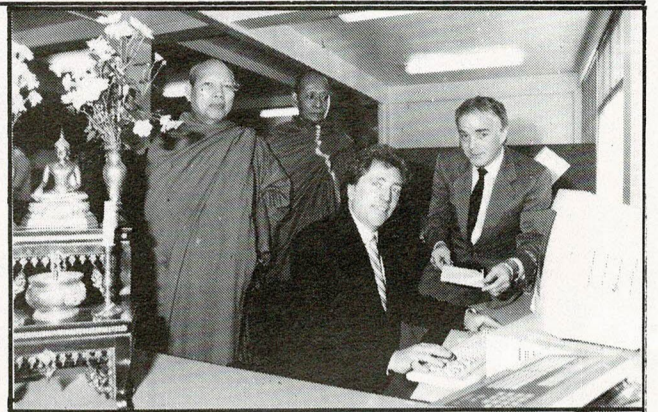
According to a recent survey, a third of British managers do not have access to a computer in their workplace. In a questionnaire conducted

by market researcher firm **Gallup**, 32 per cent of the 971 managers, professionals and administrators questioned did not have use of a computer at work, with women making up the highest proportion of non-users...

**Torus** has signed a dealership agreement with modem manufacturer **Miracom**, who will now market the full range of Torus networking products through its departmental computing division. *Tapestry II* from Torus marks the next phase of our networking

initiative and is an important addition to our product line," commented **Miracom** marketing director, **David Baxter**...

A new hand-held scanner for the ST has been launched by Midlands based **Kempston**. The scanner is called **DAATAscan** and comes with both software and interface. Images produced by the scanner can be incorporated into Kempston's new personal organiser, *DAATAfax*, as well as desktop publishing and paint packages...



**A Buddhist blessing for Abraxas**  
Two Buddhist monks recently performed an ancient

ceremony to bless the new premises of computer supplier **Abraxas**. The monks were sent as a goodwill gesture from **Fuji Photo Film (UK)** for whom Abraxas is a distributor. The new building is situated in the London suburb of Park Royal...

For the person who uses a computer, but doesn't want anyone to know, **Wabash DataTech** has come up with an ingenious little device - a computer desk which houses the PC inside, so it's invisible unless you're actually using it, even the computer keyboard sits in a sliding tray...

**Addictive Games** has come up with an *Expansion Kit* for its mega successful *Football Manager 2*. With the new device saved games can be modified, while division, money and points can all be changed for a new game. The add-on will be available from February next year and will no doubt, give the game a new lease of life - or at least that's the plan...

**Borland** has launched a series of new language products including *Turbo Assembler and Debugger*, as well as upgrades to *Turbo Pascal* and *Turbo C*. *Runtime Library Source* packages for both Turbo products are also being released. The new tools are available for DOS version 2.0, with plans for OS/2 versions being announced early next year...

An exclusive first time distribution deal has been tied up between **Blyth Software** and Austrian based distributor **Softexpress**. The company will be selling and providing support for Blyth's *Omnis* range...

In a bid to encourage purchasers of its desktop publishing and other business software products to register, **Mirrorsoft** is organising an open-ended series of prize draws. Starting in November, Mirrorsoft will be drawing one winner from amongst all registered users, offering a free copy of one of its PC titles as a prize...

**Telecomsoft** was jumping up and down the other week because it spotted customers actually queuing outside the **Virgin Games Centre**, Oxford Street for the first copies of *Elite* on the ST. Unfortunately, such was its delight no one initially thought to take a picture of the unheard of event. And, of course, when a picture did arrive it failed miserably to get the queuing hoards framed for life. Who says no one believes good old BT?...

## Archimedes Games

£14.95 each

### ORION

Skillfully manipulate Orion, the latest air to air combat interceptor, to defend your planet against the tide of marauding aliens. Shoot them down before its too late! Score points by saving your men before they are changed into mutants - otherwise they will turn against you. Contains Baiters, Pods which explode into Swarms and waves of Bombers. Orion is a fast and furious scrolling 'shoot em up' game based on the all time arcade classic.



### HOVERBOD

Hoverbod is a traditional maze adventure in the style of the classic *Manic Miner*, yet it is of stupendous proportions. Hoverbod, the yellow spherical droid, has been banished from the planet Zingle and goes in search of some stolen treasure. The player must guide him through the perils which befall him and help him puzzle his way through the eight different levels to the final quest level. But beware... the Ibbles and Squibbles start to materialise!!!!



### FREDDY'S FOLLY

An enchanting game using animated graphics. Just watch the little men load the canon and pull it along. Notice the celebration when they win! Colourful fun for all the family. Sir Freddy is sneaky and envious of your castle so plans to bomb it with a fleet of balloons. You built a battlement to shoot down Sir Freddy in his balloon. Sir Freddy then hired several Gun ships to shoot your canon crew. Defend your castle and shoot down the balloons and the invading ships.

### MINOTAUR

The Minotaur maze game is aimed at a market for children or adults who want a game where quick shoot-out reactions are not necessary. Theseus walks around the Labyrinth, collecting items to assist in the search of the ill fated men which have been provided as food for the Minotaur. The ultimate aim is then to kill the Minotaur and lead the men out of the Labyrinth to safety. The maze size is fully definable by the User. Games may be saved and reloaded for use at a later time.

### MISSILE CONTROL

Missile Control is a classic arcade game written for the Archimedes to make full use of the advanced graphics and sound, while remaining faithful to the original concepts of the game. The Player is in control of the missile launches and must do the utmost to protect the cities from the incoming missiles. On each subsequent attack further planes, satellites or 'smart' missiles attack the target cities.

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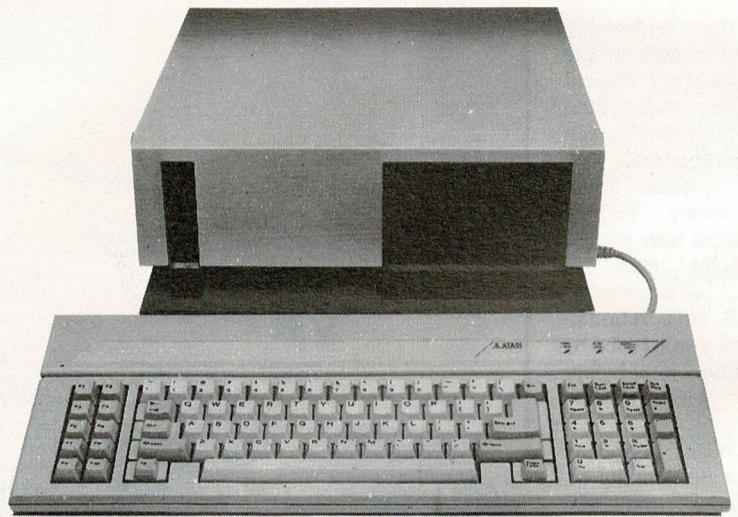
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# WHAT'S IN STORE FOR XMAS?

Multiples' autumn buying decisions on leisure machines may not be the safest way of picking the big-sellers — everyone makes mistakes — but they do reveal market trends. Last year most chains only experimented with 16-bit machines, but now they're hailed as market-savers. This year one major has even dared to drop the Spectrum full stop. DAVID ROBERTS peers into the Christmas stocking . . .

With worrying talk of rationalisation and decreasing volumes of sales Smiths has decided to drop the Spectrum for the first time since the machine's launch.

Despite the undeniable importance of Smiths in the high street Amstrad reacted with nonchalance rather than rage — certainly nothing even approaching concern. Yet surely such a clean break in a previously reliable relationship must have caused a few ripples even in shockproof Brentwood Towers? And isn't rationalisation the polite word used by company bosses just before everybody gets made redundant?

Well that hasn't happened yet. Smiths is still smiling on Atari with the ST and 2600 console being stocked in 40 stores. Indeed there are even encouraging words from the firm's computer buyer Ian Laurie: "The ST has obviously been the best thing for us for a long time. Sales of that machine have far outstripped any other product."

"This year we've got a good product mix. We're offering the latest technology as well as the other end of the spectrum (*the what?*) with games consoles being an introductory offer for the 6-7 year olds."

He also claimed that the computer industry as a whole would not be losing out as one of the reasons for the hardware cutbacks was software expansion.

At Dixons the approach seems to be a healthy blanket coverage. "As market leader we have to try to get all aspects under control and this year I do think we've got all bases covered. Besides if we're backing all horses then it's a race we can't lose", explained group buyer Alan Dickinson.

One base left conspicuously bare, however, is Amstrad's attempt at a sophisticated games machine — the Sinclair PC200. It seems, though, that this was rejection on Dixon's part rather than an oversight. "We did look at it and quite frankly we decided the Olivetti PC1 would sit better in people's homes."

So the not so converted prize of exclusive rights to the 200 went to Comet. Presumably the firm will eventually start shouting about this fact, but for now it seems reluctant to even mention it.

In fact, the firm was not exactly voluble about any of its activities this year. The only offering from buyer Bill Jack was the not terribly illuminating revelation that "a full range of products will be stocked"

Obviously though, the firm is well aware of the problems exclusives can bring. Public awareness of the machine in question is drastically reduced and heavy, specific advertising is needed to change that fact. It is still not clear whether that much needed promotional push will come from Amstrad, Comet or both.



COMET: Not relying solely on PC200 exclusive

## Boots weren't made for talking

Another firm that was even more predictably taciturn was Boots. Strange that possibly the most important player in the software market should be so reticent regarding hardware, but all group buyer Steve DeMello would offer was vague allusions to a "segregated market", "fragmented sales patterns" and a solid "no comment" to anything more specific.

Initially Menzies' merchandising manager Bob Shingleton was equally uncommunicative. But then meetings were held, decisions

were taken and contact was re-established.

The most commonly stocked machine for the firm will be the Spectrum +2 in 70 stores. The Atari ST and the Sega console will be available in 45 "top grade stores". According to Shingleton the key phrase this year is "controlled marketing" — this basically means that sales targets are set so low that they will almost certainly be achieved.

"Our plans this year are to reach a flattening out of the fall that has been going on since the peak in about 84/85. Then hopefully the 16-bit market will start an upward trend again. Because, although like everyone else we are being cautious this year, we are

bullish about 16-bit. This won't be the volume year but it could be the light at the end of the tunnel."

For the moment that light only shines at half strength in Menzies with the ST being the only representative. There are, however, some encouraging words for Commodore. "The Amiga is undoubtedly a superb machine with a lot of potential — but it's still a season away from us yet."

Back at Smiths Laurie expresses similar sentiments: "Initially the Amiga wasn't the machine for us because of the price, our limit is about £299. Now that it's come down in price it probably is in our market, but our plans are built around Atari — for this year."

Rather more encouraging

words for Commodore come from Jo Simons — computer buyer at Laskys' flagship Tottenham Court Road store. "The two machines do seem to be knocking heads and at the moment the Amiga is wiping the floor with Atari. Eventually I see the ST as being history."

Simons also complimented the C64 on its longevity. He describes it as "still a winner" and claims that 20-30 units are sold every week. Presumably this is a figure for his store — not the UK.

Indeed, unlike certain industry pundits, Simons was positive about the future of 8-bit in general. This is despite the ever-threatening presence of the consoles. "The title 'computer' still carries a lot

more weight than something called a games machine."

This note of optimism was echoed by Dickinson at Dixons: "Whilst the child may make the initial selection it's still the father that makes the final purchase. He would rather have a computer with a keyboard that he thinks the kid will eventually start to use as a computer than a dedicated games machine."

Intellectual snobbery and public ignorance of the computing world may not be the purest way to maintain 8-bit sales but for now it seems to be working.

## End of the spectrum

At Menzies though Shingleton is not confident of those precarious arguments sustaining 8-bit for too long. His view of the future is of a polarised market with the STs and Amigas at one end of the scale and the basic consoles at the other.

He does concede that for this year at least there is room for the Spectrums of this world, hence the placing of the machine in 70 stores. But he adds that he is far from certain of a profitable future for the format.

It would not be surprising then for 8-bit machines not to be figuring too highly in Menzies plans and for a product line-up more similar to Smiths to emerge in the next few years. Indeed, if the ST continues its rate of progress in the firm then that future could be just around the corner. It was introduced to six stores in April, it is now in 45 and greater distribution is promised for next year.

For the Sega this is the second season in Menzies. It is currently the firm's only nod towards the console challenge but for Shingleton it is an important part of the predicted polarization process. The only cautionary words he has on the subject are aimed at the manufacturers themselves.

"We're confident of the market being there but unfortunately the brands have not been established to any great degree in this country. Like all the other multiples we are really in the hands of the two major console firms."

So for the moment the multiples seem to be on hold, waiting for one or two of the now quite distinct groups of leisure machines to emerge as the crowd's favourite. Predictably, two factors being watched particularly closely are the performance of the 16-bit machines and any signs of life in the Nintendo and Sega camps.

The main difference seems to be in the way that they are waiting. There's the Dixons method — back all horses and be confident you've got the winner in there somewhere. There's the Smiths idea — pick a couple of favourites and put the lot on them.

And then of course there's the Boots approach — no comment.



BOOTS: Very important, very shy

# AMIGA



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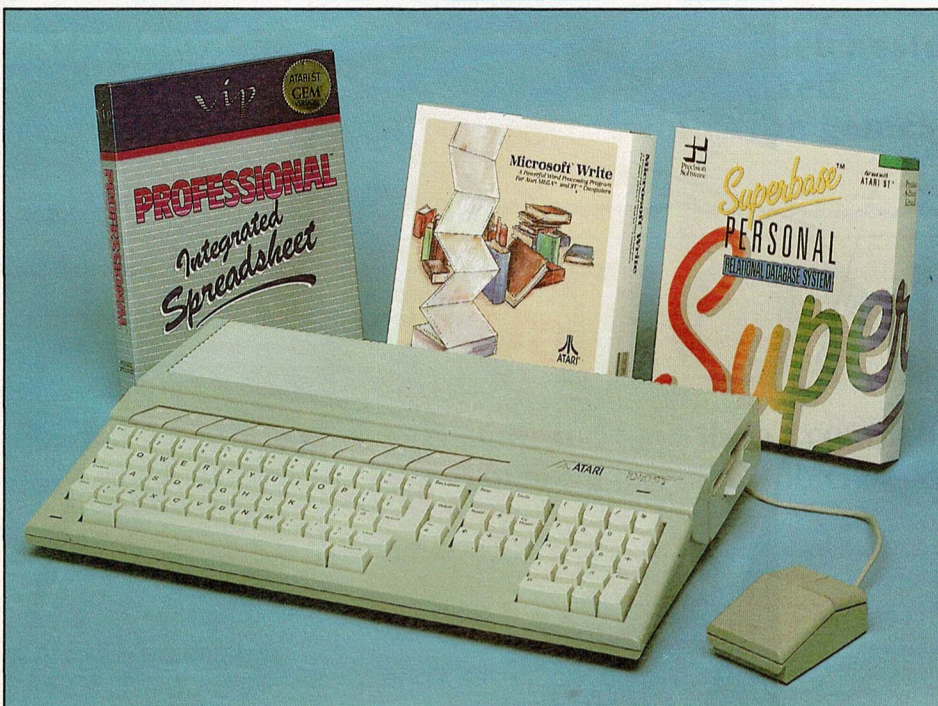
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# SAFE EUROPEAN HOME



THE BRODERBUND DYNASTY: Doug, Cathy and Gary Carlston

Activision did it ages ago, MicroProse did it very well, Electronic Arts is still doing it and Mindscape will be doing it in a few weeks. The subject, of course, is setting up shop in the UK. DAVE ROBERTS talks to Broderbund, which might do it in the new year — but then again it might not . . .

America is not a country known for keeping itself to itself. From Coke and MacDonalds to Rambo and Reagan there seems to be a common crusade to enlighten an ignorant world as to what

culture is really all about.

So far the plan seems to be going pretty well with particular success in this country. Burger chains dominate the high street, fake American accents pervade the airwaves and if

your jeans ain't Levis forget it. The advertisers have given us 501 good reasons to accept America and all to the tune of a Motown classic. We are the young Americans — honest.

So with this crusading attitude seemingly so part of the national psyche it seems strange that entertainment software has been so remarkably untouched by the hand of Uncle Sam. It is an increasingly important part of youth culture yet the dominant firms are still British.

Admittedly most of the successful licences do involve good American blobs shooting evil foreign blobs but that is just a reflection of the country's dominance in the areas those licences are culled from. As far as US companies are concerned Mediagenic is a notable exception. Electronic Arts threatened, and still does, but in a docile sort of way.

Now though we look set for the biggest invasion since the war and this time they're promising to do more than introduce chewing gum to East Anglia. Major US firms are all now eyeing the British market with increasing interest. The first to announce definite intent was Broderbund (CTW October 10th) the second largest software firm in the States.

## UK delay

The company's leisure publisher Dennis Friedman promises that the Broderbund presence will be in the UK by the start of '89, but is reluctant to give any more details. He claims this is because details have not been decided upon, but with the new year now just two months away there is also a feeling of certain cards being played pretty close to the chest.

For the moment two options are apparently being considered. One is to tie up a deal with an existing British company which would then be responsible for pushing Broderbund product under the Broderbund brand name, the other is to set up its own European base and attempt to establish itself. Friedman is keen to point out, however, that this base would not necessarily be in England, indeed many industry waters have Paris down as first choice location.

According to Friedman the reason Broderbund has been so backward in coming forward until now is the firm's "heavy involvement" in the Japanese market. "Now though we're pretty much secure there so it's time to go for another big market — Europe."

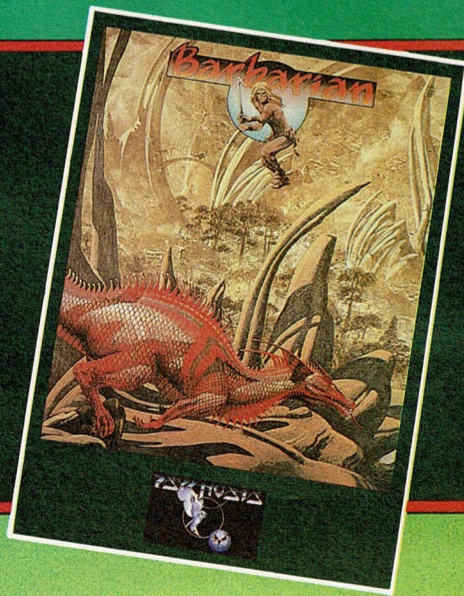
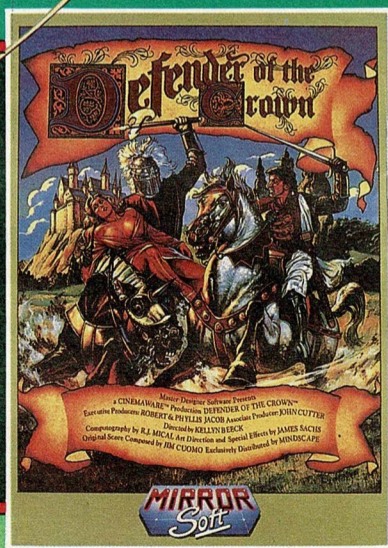
Another reason he offers for the firm's previous reticence is the changing face of the British market. "A few years ago, viewing from the States, the UK market wasn't that attractive because it didn't look all that stable. The price points were ridiculous, and the packaging and the methods of marketing weren't established. But now

Continued on page 27

# T'R I A 'D



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# MAGAZINE BOOM

Computer magazine watchers are reporting a remarkable phenomenon which could permanently alter the state of this highly competitive market. Five monthly titles from Bath-based Future Publishing have turned in spectacular performances, paving the way for one of the most significant new magazine launches in years.

The monthlies' success is confirmed by new ABC figures for the first half of 1988:

- UP goes *PC Plus* to more than 31,000 - an incredible 30% increase.
- UP goes *8000 Plus* above 28,000 - a 20% rise which has left the opposition gasping.
- UP goes *Amstrad Action* to 35,000 - proof that there's plenty of life left in the CPC market.
- And *AWAY* goes *ACE* with a stunning first ABC above 50,000 - arguably the best ever computer magazine launch performance.

Meanwhile, Future's latest monthly *ST Amiga Format* has generated phenomenal sales reports from the news trade.

And the company's big autumn launch, the weekly *New Computer Express*,

already looks set to be a massive success: both advertising sales and newsstand orders are already way above target.

Future's Chris Anderson admitted being "delighted" with the ABC figures. "They give us the perfect springboard we need for the launch of *Express*," he said.

Following the successful recruitment of five industry high-performers - Kevin Cox, Greg Ingham, Graeme Kidd, Peter Worlock and Mark Salmon - we're now arguably Britain's strongest publisher of news-stand computer magazines.



Since its launch three years ago Future Publishing has grown into a £5m turnover company employing over 70 full-time staff.

## THE BIG COUNTDOWN

The grand launch of Future's consumer weekly *New Computer Express* is now just days away.

The title - hitting the news-stands on November 10th - is being backed by a massive promotional drive:

- 90,000 copies of a special preview issue are being distributed free with the *ACE* December issue (out November 3rd).
  - 49,000 copies of issue 1 are being bundled with the December issue of *PC Plus* (in addition to a guaranteed 50,000 plus news-stand distribution).
  - A powerful advertising campaign has been launched in leading publications.
  - Readers are being enticed to the magazine by a remarkable voucher scheme which will allow them to instantly recoup the cost of the magazine with a single mail order purchase from one of its advertisers!
- Meanwhile as editorial and design plans near completion, publisher Greg Ingham predicts the magazine will delight both readers and advertisers.

All ad space on the preview issue was sold within four days, and the magazine passed its first monthly ad target five weeks ahead of schedule!

## SUPER SOARAWAY PC PLUS

The market-leading magazine for owners of Amstrad and other low-cost PCs has shown massive sales increases in the first half of this year.

*PC Plus* has leapt by over 7000 copies to an average issue sale of 31,911, according to the latest ABC figures. The 30% increase is being put down to a growing awareness of the incredible value offered by the magazine, which carries a free cover-mounted disk packed with software every month.

Readers have also praised the title's authoritative reviews, stylish design, and the huge amount of space dedicated to solving technical problems in an understandable way.

The sales growth looks set to continue with newtrade orders for the magazine rising every month as newsagents demand more copies to meet demand.

Advertisement Manager John Riding pointed out that the title now offered advertisers remarkable value for money. "We're selling more copies each month than most PC magazines manage to give away. Yet our rates are very low. That's why volume has risen 40% in 2 months."

## ACE's 50,000 big spenders

When *Advanced Computer Entertainment* (ACE) was launched last September, some people questioned whether it could find a niche in an already crowded marketplace. Was there really a demand for a title aimed at more sophisticated games players? One which shunned the accepted kids' comic look in favour of dynamic upmarket design?

A year later no one doubts that the answer is a resounding Yes. ACE's first ABC for the January-June this year has come in at 50,362, a really remarkable performance for a brand new title. And with the magazine appealing particularly to 16-bit machine owners, further growth is inevitable as the market base for these machines increases.

ACE Ad Manager Jonathan Beales points out that ACE can deliver more than just numbers. "Our readers are older and

have more money to spend - the very fact that they're prepared to pay a higher cover price for ACE proves this.

"Advertisements in ACE not only appear

in a better environment printed on better paper - they're also reaching an audience prepared to fork out on full-price 8 and 16-bit software."

## Amstrad Action all-time record

*Amstrad Action*, three years old this autumn, has reached its highest ever circulation with a new ABC figure of 35,095. This is the magazine's third successive increase, a performance which puts paid to suggestions that the CPC market is stagnant.

Editor Stephen Carey believes the success is due to AA's accurate understanding of the needs and interests of CPC users. "The magazine gives strong coverage both to games and serious usage, and that's just right for this market."

"The CPC is a superb all round machine with an extremely loyal user base. It would appear that AA is now their magazine of choice."

**8000 PLUS hits 28000 plus**

Some people claim the *Amstrad PCW* phenomenon is over. They obviously haven't consulted the readers of the top magazine devoted to the machine *8000 Plus*. Their numbers have increased this year by 4,500 taking the title's ABC to 28,523.

This figure includes an astounding 8,000 postal subscribers - a number proving the magazine is far more than

an impulse purchase for many readers. Newtrade surveys suggest that *8000 Plus* - named after the PCW model numbers 8256, 8512 and 9512 - is the top-selling PCW title by a huge margin - its competitors have to date not attempted to get an official ABC figure. Leading advertisers have described reader response from *8000 Plus* as 'phenomenal'.

## Format 'flying'

The newtrade has reacted in astonishment to the launch of *ST Amiga Format*, Future Publishing's latest monthly. Sales checks indicate that the magazine is disappearing off newsagents' shelves faster than blue jeans in a Moscow supermarket.

Graham Whittle of SM Distribution, the title's main distributors, said: "The message coming back from all our reps is that this magazine is literally flying out of the shops. The launch has been far superior to anything we've ever seen from a computer title."

"Newsagents are selling out within days, and this means the magazine has tremendous prospects."

A survey of the main branches of WH Smith at seven major cities (Southampton, Exeter, Bristol, London (Kings Cross), Liverpool, New-

castle, and Glasgow) proves the point. Between them these shops ordered 363 copies of issue 4. Yet just four days after this issue going on sale all but 69 of these copies had been sold - making an eventual sell-out certain.

Publisher Greg Ingham believes the massive demand for the title is caused by its incredible perceived value - 100-page magazine plus dual format 3.5 inch disk for just £2.95.

"Whether you own an ST or an Amiga, whether you're interested in games or serious applications, *ST Amiga Format* is an irresistible purchase."

"People buy computers to run software on them, and that's what *Format* offers them. Then they discover the quality of the editorial and they're hooked for good."



# FOOTBALL SPECIAL

## Roy of the Rovers signs for Gremlin

Amazing news for all soccer fans. Gremlin Graphics have signed contracts with the whole of the Melchester Rovers football team to bring you action packed games, and the drama filled stories behind the games...

# CENTRES OF ATTENTION

For all its business posturings Atari would dearly love to fully rejuvenate the dog-eared VCS 2600 and have the XE competing with Sega and Nintendo. The appointment of Atari Games Centres will do the trick, says managing director Bob Gleadow. CHRISTINA ERSKINE listens in . . .

Atari has been telling us for years that games consoles – or more specifically, Atari's games consoles – are on their way back and that they have begun to sell again in vast numbers, "much to our surprise".

It has relaunched, redesigned, and repriced the ancient range of VCS and XL machines (though they haven't been called XLs for some time now) and now at last it has decided to attack the software and merchandising side of things much more decisively.

Games machines, it would appear, never really went away – they just dozed off for a bit. And now this particular sector of the market is being fought over by three machines: the Sega, which appears to be doing reasonably well – Mastertronic claims sales of 60,000 units to date, and reckons they'd sell better if it could get the supplies in any volume; the Nintendo, which has threatened much and produced little, and Atari's 2600 machine. To be added to these are other Atari models (XEs), which at various points have been rejigged into games machine status.

This increased competitiveness makes it well-nigh essential to set up a long-term promotion. In this case, it's being billed as the Atari Games Centre concept. The idea runs like this, Atari supplies participating dealers with 2 metres of racking, point-of-sale material, and an arcade-type display unit comprising machines for demo purposes. Atari is also supporting the centres with press advertising, in magazines which it now seems *de rigueur* at Atari to refer to as "the comics".

Atari's UK managing director Bob Gleadow explains the philosophy behind the masterplan: "The demand for the con-

soles and software is now quite strong. But it's not of the same volume as for the Spectrum or Commodore 64 so the multiples, which look for a fast turnover, won't take them. But for the independents it's a chance to sell the hardware and software combined, and to get advertising from the manufacturer – which is a great incentive."

### Loan arranger

For the privilege, the stores pay Atari a £1,000 deposit for the loan of the equipment (partial refund available if returned before time) and get their names on the ads as an Atari Games Centre.

According to Gleadow, 87 stores have so far signed on the dotted line. "We've been accused – and rightly – of not supporting the 8-bit range properly. So we'll be advertising the Games Centre concept to build up the image that our games are well-supported."

"You see, there are shops like Dixons which sell the hardware but not the software. If you ask Dixons where to buy the software they won't want to be seen to recommend Smiths, say, or Boots, because they might be selling the hardware as well. But using the advertisements the assistant can see a full list of the independent Games Centres, and refer the customer there," explained Gleadow.

However, hardware forms part of the Games Centre scheme as well. And, true to form, Atari has some new machines lined up for inclusion. Alongside the 2600 VCS will be the XES4001. Well, it sounds new, but . . . "This is an old Atari 800 disguised as a games machine, and as such, it makes a very nice one". The Atari 800 has probably now made more comebacks than



ATARI'S GAMES CENTRE: A £1,000 deposit, and heaps of stock

Gary Glitter.

Second on the new machine front is another comeback, the 7800, essentially a bigger, graphically superior version of the 2600.

So far, it's been available only in the States. It was touted for European launch 18 months ago but didn't make it that time around. Now it's on its way back again – sometime next year.

And peripherals too. "The VCS range will have a light gun next year. It's a very sensitive model and it goes off with a good loud bang when you pull

the trigger. There'll also be a more professional joystick, for instance. This is an area we've ignored recently but we're looking at it again now" adds Gleadow.

He sees the inauguration of the Games Centres as a stepping stone to bringing the console end of the market back into the mainstream. "This year we'll create the Centres, but next year we want to see the games machines back in all the department stores – to be bought as Christmas gifts."

Although the Centres are not yet up and running – due to

be installed by the end of the month – Games Centre retailers appear to be optimistic about the deal.

### On the rack

Nick Yates, of the 14-strong Software Plus chain, is confident that the scheme will pull in the buyers. "The console market is very strong at the moment – we're selling far more than ever before – and this sort of marketing always helps."

Software Plus is also negotiating with Atari to change the racking arrangements some-

what to tally better with the retailer's own store layouts. "Atari originally suggested a rack piled high with stock – out there for anyone to steal. So we hope to have our own display, and Atari are being very flexible about it."

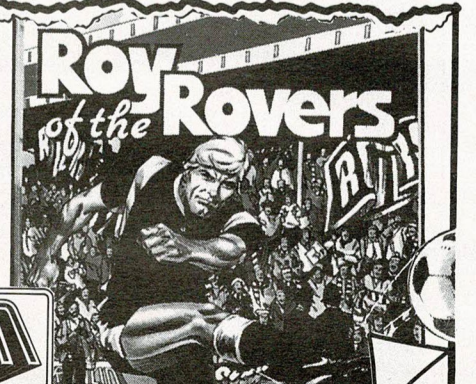
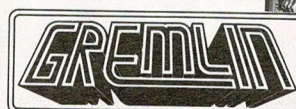
Toys R Us is also part of the Games Centre scheme, and it too will be choosing its own layout to gel better with its own merchandising methods. So the Games Centres are hardly of the stores within stores type – more an approved stockist system.

Continued on page 27

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# THE CALL UP

It's London calling time. After the clash with Telecomsoft, Jane Cavanagh claims to have complete control over her new venture, The Sales Curve. So will it be hitsville UK? Will it display the right profile? DAVID ROBERTS reports . . .

Diligent post monitoring and extensive research has recently thrown up the extraordinary statistic that 23.8 per cent of all this month's press releases have been from a company called Sales Curve. The firm has indeed been inundating

CTW with a veritable glut of garrulous scripts extolling its previously unheard of virtues.

Well actually it was the same release sent 17 times. Nevertheless, the sheer volume of paper seemed to indicate that these Sales Curve people had something to say.

At the helm of the voluble newcomers is erstwhile BT overseas sales and marketing manager Jane Cavanagh.

How she acquired the erstwhile part of that tag is, even a year after the event, something of an industry mystery.

So let's start at the end: the

end of Cavanagh's BT career during which she claims she increased the firm's international sales by 700 per cent. Despite this the split was not without acrimony.

## Career opportunities

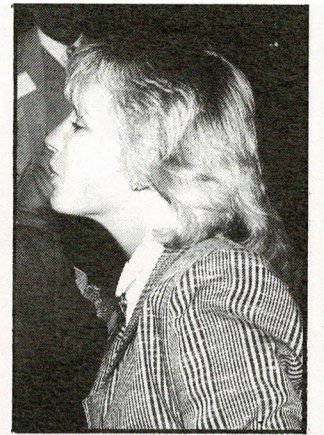
Cavanagh remembers the time with ill disguised bitterness. She also completely refutes accusations made at the time about her forays into foreign markets not all being on behalf of BT.

"At the time about 75 per cent of BT's staff were consultants who had no actual employee rights with the firm. Also at that time the DHSS started to look into the situation. They said that all these

people were obviously employees and would have to be treated as such.

"The only way they could not be considered employees was if they made themselves available to other companies. Through this confusion I received a letter from Domark asking me to do some work for them in Japan. I never acted on it but left it on my desk in everyone's full view. Paula Byrne took exception to it and a rift was caused." So now we know. Maybe.

Whatever the truth about Cavanagh's European adventures, they undoubtedly filled her address book with useful foreign contacts, contacts she is now reeling in to bolster the



CAVANAGH: European experience Sales Curve.

The firm arrived with 1988. Cavanagh claimed she saw a "niche in the market" and reckoned she was the ideal fit. That niche was for a company to represent "a few companies abroad that needed representation in the UK". Enter the Sales Curve.

Along with fellow director Julian Entwistle, Cavanagh both owns and funds the firm. She claims there is no third party financial injection, no loans and no overdraft. The Sales Curve is a "totally cash positive firm" - whatever that is.

Cavanagh describes the enterprise as an "independent sales and marketing company" and "an extension of a publishing service". Its aim is to work with foreign companies that are successful in their own countries but not so strong in Britain.

At the moment the client count stands at two, the Swiss firm Linel and France's FIL. Unsurprisingly Cavanagh had connections with both firms during her BT days.

She says of FIL: "On a personal basis we got on very well and we were talking at a time when they wanted to do something in Britain. They were impressed with my experience and a deal was done."

"For our part of the deal we acquire coin-op licences, mainly from Japan and organise the conversion, packaging and publishing." It seems the only role left for FIL to play is that of bill payer.

Linel's involvement is somewhat greater. The Swiss firm will be supplying the games with the Sales Curve handling the UK marketing and sales. The fruits of the Linel deal will be realised within weeks with the FIL product not expected until the new year.

## Give 'em enough hope

Cavanagh is not happy with just the two clients though. On the contrary, she believes that in the fullness of time with all resources maximised etc etc, the Sales Curve client list could be at least three, possibly four.

This ambition should not be dismissed as some wild dream. Cavanagh is specifically chasing an American and a Japanese firm that will "complement each other". She obviously had someone in mind but refuses to name names until the ink is dry.

So with one continent in harness and another two targeted the Sales Curve outlook is a truly international one. Cavanagh sees this as the firm's greatest asset.

"People know I've got an international background and experience and they're impressed with it. Companies

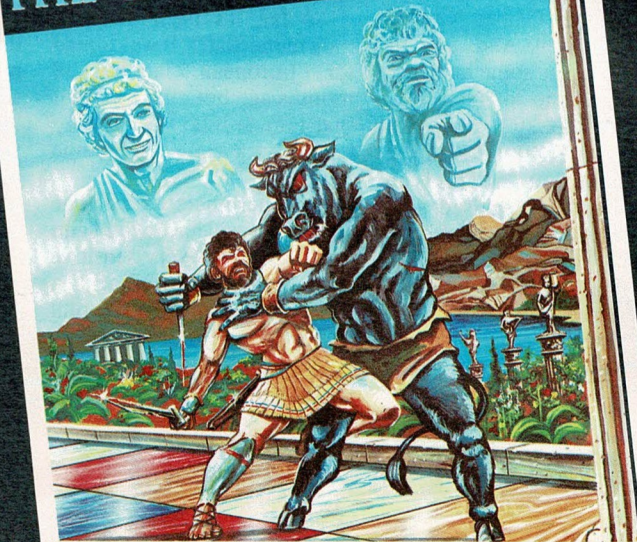
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# NO EXCUSES



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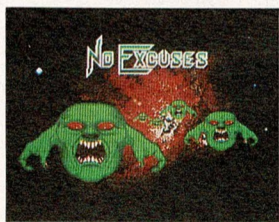
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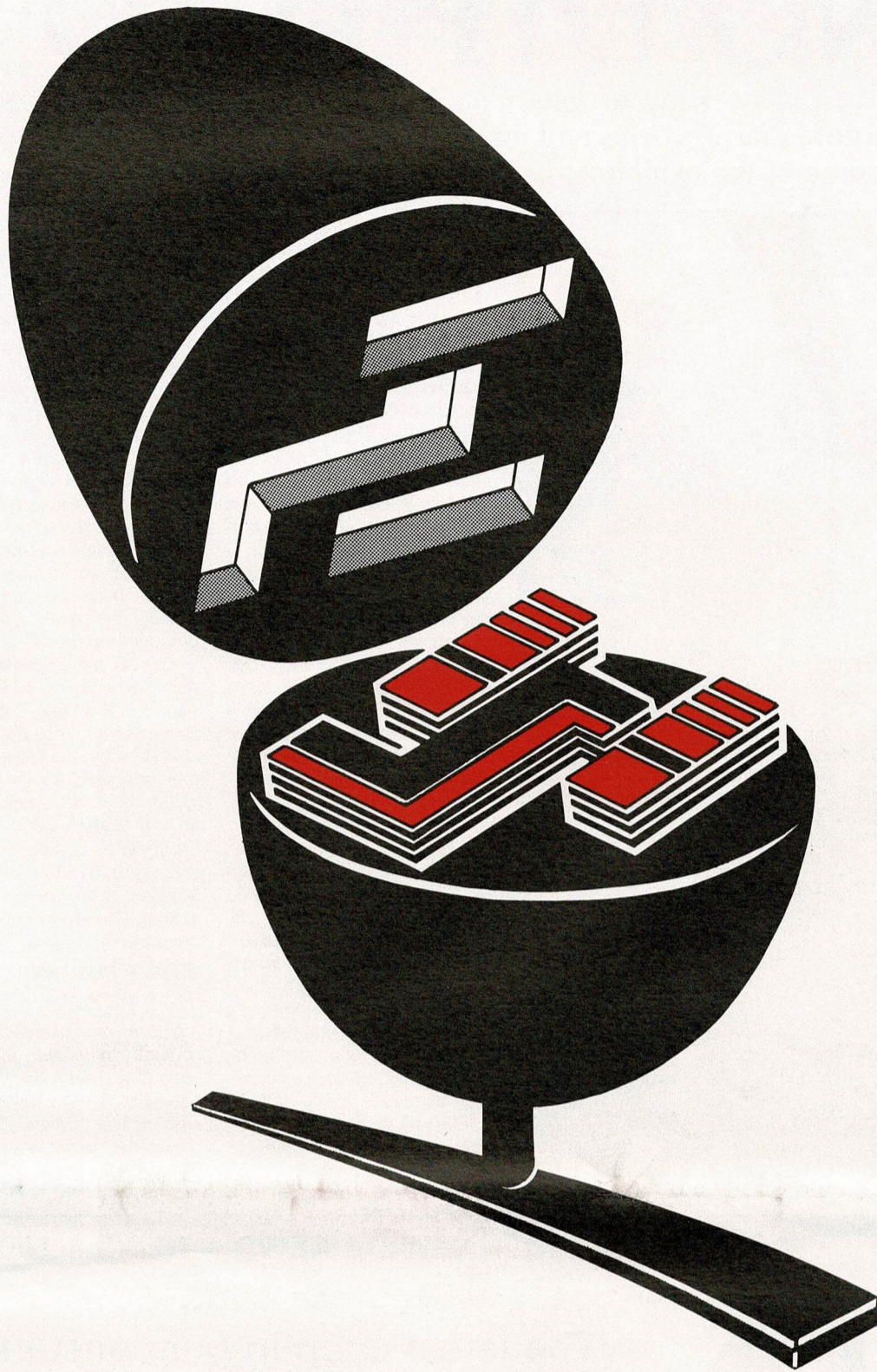
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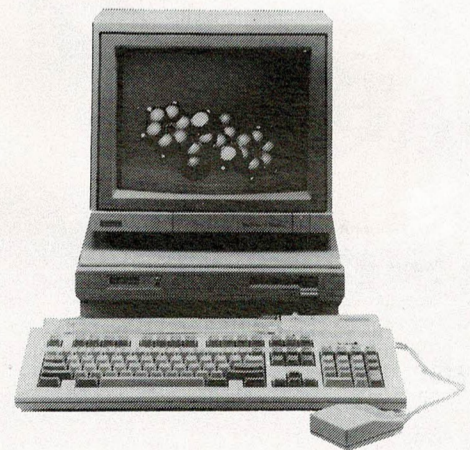
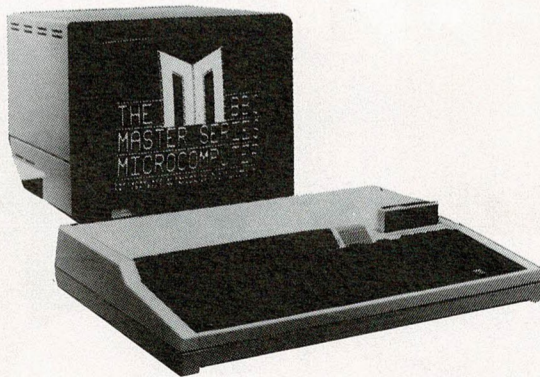
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# DRAWING DTP INTO VIEW

Desktop publishing appears to have finally come of age. Consumers understand it better and the trade is becoming increasingly aware of its enormous potential. The International Desktop Publishing Show was recently held for the second time. KELLY BESWICK reports on some of the exhibitors battling it out in the low-cost end of the market...



DTP '88: Visitors more educated

The Business Design Centre in Islington sure makes a good venue for a show. In comparison to Earls Court or Olympia it is small, but incredibly clean, and superbly designed. This should hardly be surprising, after all its not called a design centre for nothing.

The atmosphere on the first day of what looks set to become a regular event, was one of a coming together of what in the past has been a fragmented and little understood market. Despite the groans of one of the show's organisers - "I've had enough already and we're only one hour into the first day" - most of the exhibitors seemed in fine form, with a general opinion of increasing professionalism and higher attendances.

Last year the Show fell at a particularly unfortunate time, with England being torn apart by the worst hurricane in 500 years. This was not good timing on the part of the Show's organiser, Database Exhibitions, but it wasn't to know - clearly the weathermen didn't either. As a result the Show suffered very poor attendances, and to be honest the whole event fell slightly flat.

Barring the forces of nature, the attendance this year can only have been an improvement. The standard of

people visiting the stands was generally felt to be of a far higher quality with visitors having a much better idea of what they were looking for and the possible solutions to their problems.

A particularly interesting spectacle was a group of nuns wandering around in full regalia, with their visitors badges looking distinctly out of place. One can only assume that the church newsletter is set for a complete revamp, which would certainly back-up the claims that the market is poking into more and more untapped markets.

Over 80 exhibitors attended this year's Show, which is a quarter more than last year. The first day attendance figure also shows an increase on the previous year, up by around 1,000 to 4,000. Indeed, the growth of the market has led Database to change the venue for next year's Show, which will be staged at the London Arena, a supposed showcase hall for the Docklands area.

## RISCy business

Acorn made its first sortie into the DTP arena by attending this year's Show, plugging its new DTP application *Acorn Desktop Publisher*. The application will support the new RISC OS operating system for the

Archimedes and will cost around £150.00.

*Desktop Publisher* has been developed from the *Timeworks* package by Cambridge based GST, but Acorn's applications software manager, Ian Sewell was keen to stress that "it is not and must not be called *Timeworks* on the Archimedes. Despite it being better, we have not negotiated with the *Timeworks* Corporation to use the phrase".

The package has been designed to take full advantage of the new operating system which allows word-processing and graphics packages to run at the same time within windows. *Desktop Publisher* can produce most documents from business cards to more complex multi-page documents, and will be available in April 1989.

Acorn is claiming that the package boasts low-end cost with high end functions. Whilst typically being pitched at the small business market, Sewell expects schools to be the major users of it, not just in the capacity of administration but also in the classroom.

"DTP is growing in all dimensions, and Acorn is trying to latch onto one of them - a set of users with a defined function and budget. Some people are still confused as to what DTP is, but despite this a

Continued on page 22

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the business and education markets. On the 1st September, we launched our massive £6 million advertising campaign. And we've set up a new pricing system to ensure our computers stay really competitive in the run up to Christmas. But that's only half the story.



**Commodore**

# DRAWING DTP INTO VIEW

Continued from page 20

lot of people do know what they want. The quality of people crossing the threshold today has surprised me," commented Sewell.

Electric Distribution, which has exclusive rights on the original *Timeworks* package for the ST and PC was not the easiest stand to find, being situated next to the exit. Electric director Neal O'Nions seemed slightly miffed by the positioning, but echoed Sewell in that "the quality of person coming past is high even for my market place".

Electric started shipping *Timeworks* in May this year,

and O'Nions claims that they are now shipping 1,000 a month in the UK, having sold 3,500 already. "The public is just waking up to the fact that products like this exist. The prime customer of *Timeworks* is the small businessman, although we have also had a strong response from the education sector."

## Getting to grips

All the evidence seems to be pointing to the fact that the British public now has a better grasp of what DTP is all about, although market awareness has taken over three years to develop to the stage it is now at. O'Nions does not consider this



PEARSON: Mystery gone

to be slow. "The DTP market is following the standard pattern. It originally broke in the US where awareness is now high, and in the UK DTP is now breaking at the mass end of the market. But I bet if you were to go to Germany still no-one's heard of it." Well maybe.

Some of the exhibitors looked slightly hung-over, having attended this year's Desktop Publishing Awards the night before at London's Waldorf Hotel. Mirrorsoft's Pat Bitton was feeling the effects of having had one too many celebrating the success of *Fleet Street Editor*, which was used by Publitek, the winner of the best PR campaign using DTP.

Mirrorsoft is gearing up for the release of the latest version

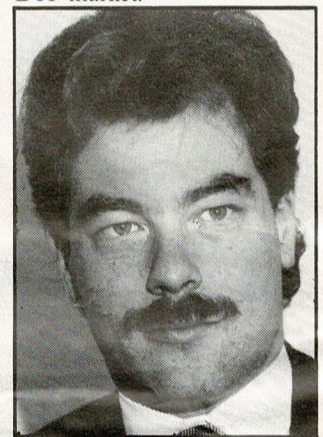
of its successful package, *Fleet Street Editor 3* for the PC. Shipments are starting this week, and version 3 will be stocked in both Dixons and Tandy. The software is said to be much improved, with soft font support for HP laser printers, a conversion program for most word-processors and the ability to rotate graphics. The *Bitstream Fontware Installation Kit* is also included in the package, which will sell for £183.99.

Again, Bitton reiterates the popular view that "the public is now educated in DTP. They don't necessarily know what they want to buy, but they know what they want to do. At least they no longer come up to us wanting to create a 400 page book using *Fleet Street*".

So, with the market opening up, it would appear that there is now a comfy niche developing in the middle between the likes of high flying Ventura Aldus and the newsletter end of the market. Acorn, Mirrorsoft and Electric are clearly looking to move in and clean up.

## Of mice and men

Mouse specialist AMS was acquired in the summer by giant multi-national rival Logitech and its boss Nick Pearson is confident that the combination of the two companies will be able to get the lion's share of the low-cost DTP market.



O'NIONS: Breakthrough

The main plug at the Show for Logitech was its hand-held scanner, ScanMan plus it's new high resolution mouse called HiREZ, which are priced at £199 and £119 respectively. Pearson is confident that the combination of these two products bundled with cost-effective software is bound to be a winner.

"ScanMan has just started shipping and the market is wide open" claims Pearson. "We can provide a nice package that will appeal to the person who already has a PC, but has been economical in buying it. The whole DTP market has certainly been demystified and now it is just a question of market share."

The Show appears to be an excellent banner waving exercise for all concerned, with most of the companies involved realising that if the UK continues to follow the US trend (like it usually does) then there is an awful lot of money to be made out there.

DTP would seem to have taken off and with considerable technical advances coupled with lower prices, DTP is in danger of finally reaching the masses. The next few years should see a settling down period or as one exhibitor put it, "the version 3, 4 and 5 time".

So as the dreadful piped music droned on, many of the companies were gearing themselves up for the next stage - grabbing a sizeable chunk of a market with enormous potential.

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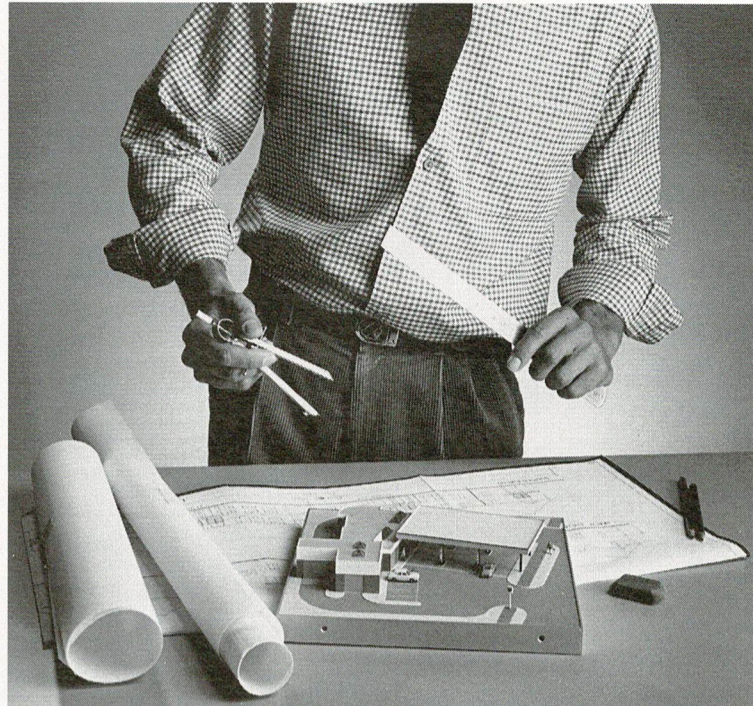
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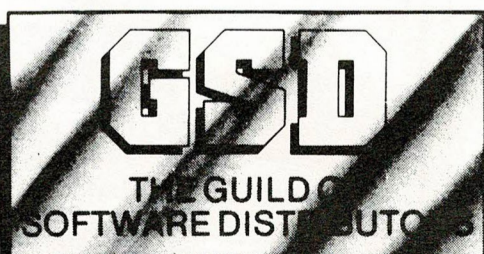
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### SHARE OF SALES BY MACHINE

Machine	Units sold (%)			Titles sold (%)		
	This week	Last 4 wks	12 wks ago	This week	Last 4 wks	12 wks ago
SPECTRUM	43.9	45.2	45.4	43.3	30.6	31.3
COMMODORE 64	24.7	24.3	23.3	23.3	24.7	23.0
AMSTRAD	17.2	17.2	17.9	20.7	19.1	19.6
ATARI ST	5.0	4.0	3.4	3.7	7.9	8.0
AMIGA	2.2	3.2	2.4	1.1	4.1	3.6
BBC	1.3	0.6	1.4	1.6	2.9	2.1
ELECTRON	1.1	0.4	1.4	0.6	1.4	1.5
COMMODORE 16	1.0	2.1	1.0	2.0	1.6	1.4
ATARI	1.0	1.6	1.3	0.7	1.8	2.2
MSX	0.7	0.6	0.6	0.6	1.2	0.7

### AVERAGE SALES PER PANEL SHOP

Units Sold			
This week	Last 4 wks	12 wks ago	
87	70	70	100

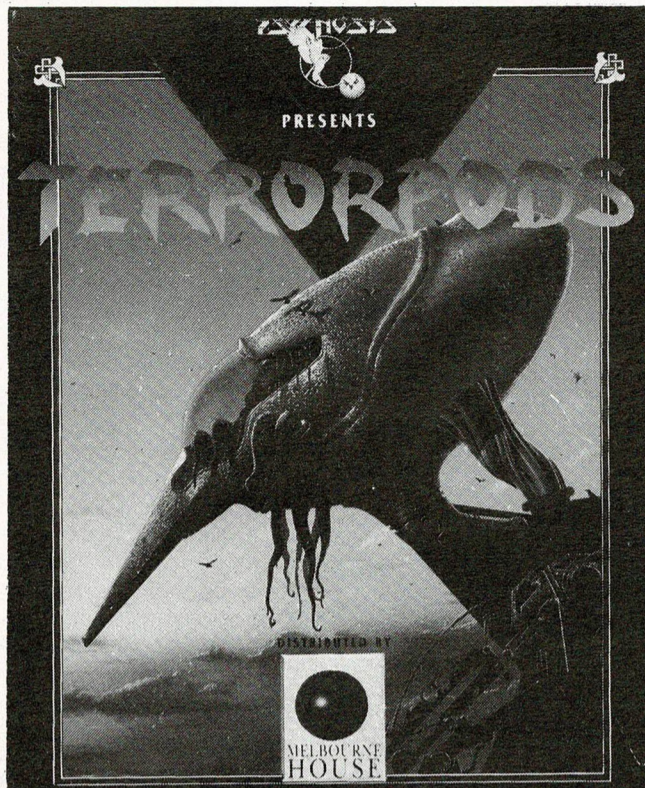
# Soft options

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

△ **IMAGINE:** *Guerrilla War* (Sp64Am-£7.95-£12.95) An arcade game where the inhabitants of a ruined tropical island must be rescued from the hands of a tyrannical ruler. Sounds a bit like the US foreign policy.

△ **FIREBIRD:** *Soldier of Fortune* (Sp64-£7.95-£12.95) Demons prowl the land, burning monsters stalk the streets and demons devour the unwary in this latest offering from Firebird. All the usual collecting of weapons, gold coins and scrolls. It doesn't sound wonderfully original, but that's probably not the point.

△ **ENCORE:** *Commando, Combat Lynx* (SpAm64-£2.99-£1.99) The first £2.99 release from Encore, *Commando* was a huge arcade hit several years back. Its release on the Elite budget label should put new life into the old biggie. The Durell helicopter simulation *Combat Lynx*, also looks set to take-off again.



feature is the fact that there is no control over the ball, this game looks set to go on forever.

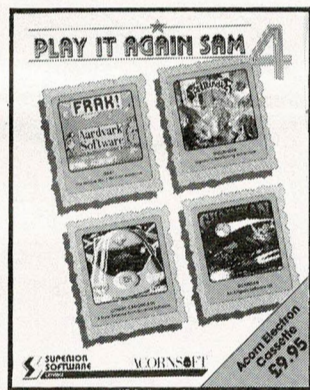
△ **MARTECH:** *Nigel Mansell's Grand Prix* (STAg-£24.99) Seems to have been out for ages, doing very well on the 8-bit formats.

△ **RACK-IT:** *Slayer, Ocean Conqueror and 5th Gear* (64-£2.99) A shoot-em-up, a submarine battle simulation and an illegal car race are the latest offering from the Hewson budget label. All sound like plausible budget hits.

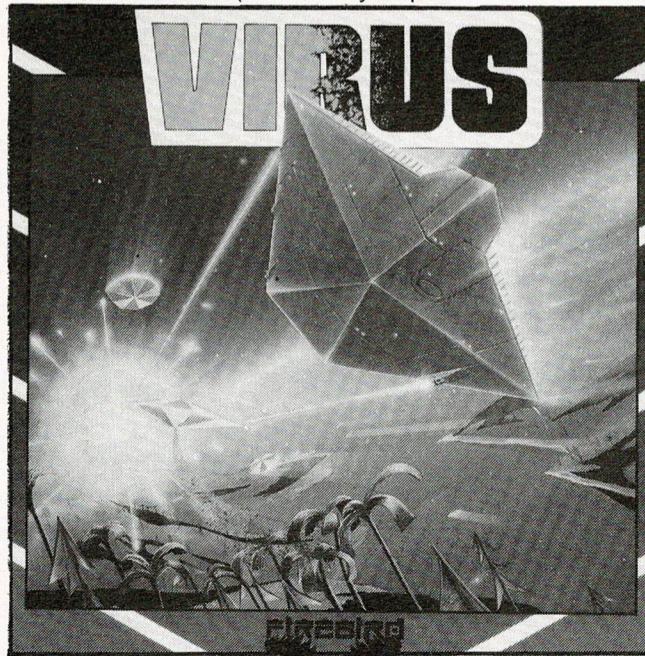
△ **SUPERIOR:** *Play It Again Sam 4* (BBCL-£9.95) This latest compilation features the Aardvark hit, *Frak*, plus Alligata's *Guardian*. Superior has also thrown in a new release *Cosmic Camouflage* — the sequel to *Meteors*. Just for good measure the arcade adventure *Spellbinder* is thrown in too.

△ **MIRRORSOFT:** *Fernandez Must Die* (ST

AmSp-£8.99-£12.99) Another dictator causing his people grief. All the fun of tanks, bombs and practically every other weapon you can think of. Could this be yet another mindless shoot-'em-up? Surely not.



△ **FIREBIRD:** *Virus* (Ag-£24.95) David Braben's innovative 3D shoot-'em-up makes it on to the Amiga — which should do it almost as much justice as the Archimedes did for the original version published by Superior.



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

**SPEAKEASY**

# It's a Sham(strad)

We refer to the *Going Spare at Amstrad* letter submitted by Richard Israel of The Dukes Group, published in issue 207 of CTW (October 10th).

We agree with each point raised by Mr Israel concerning the Amstrad spare parts procedure. They - Amstrad - have been in possession of a number of faulty items pertaining to this company for well over three months, worse, we received a telephone call from Amstrad informing us replacements were leaving them that very day and could be expected to arrive the following morning.

Well over one month has passed and we are still awaiting the delivery!

We have all but withdrawn from selling Amstrad equipment because so many sales result in telephone calls (sooner or later) from the customer complaining of breakdowns. This does not just apply to computing equipment. W. E. Film & Video, an associate company, having purchased a small number of Amstrad TV/Video machines to test the market has experienced serious malfunctions in two of three systems, and upon complaint Amstrad are just not interested.

We receive telephone calls requesting assistance and service back-up from those unfortunate customers who have purchased Amstrad products from the "Backroom at Home Brigade", which we politely decline and refer back to the supplier and the Amstrad organisation.

We cannot afford to support Amstrad sales from elsewhere. Indeed, why should we? There are more than enough problems supporting our own sales. But why does the Amstrad organisation allow this situation to continue?

We issue a guarantee to every customer promising to take care of all equipment purchased from ourselves for one year from invoice date, in the last few months every call-out has been an Amstrad related problem. Why should we bother? Amstrad has nothing to offer - no backup, no dealer support, no machines, no spares, no margin, and little or no interest.

We find customers are prepared, mostly, to remove the Amstrad blinkers and consider a superior machine for (say) £150 or £200 pounds extra, more profit, less hassle, and the products to which we refer carry a twelve month on-site warranty included in the purchase price!

We wish more power to your pen, Richard Israel, and indeed to ours. We have failed to rely upon the integrity of our employers in these days. No doubt we shall, you and we, be excommunicated and cast down from the high altar for this blasphemy!

**Yours faithfully,  
Mark Willis  
Abbot Computer Products  
Great Malvern  
Worcestershire**

*- Our Mr Israel does seem to have stirred up something of a hornets' nest with his comments about Amstrad's repairs policy. Not only do we have he and Mark Willis risking painful excommunication, but the firebrand Clive Bishop (see elsewhere on letters page) too.*

*The problem, of course, is finding a replacement range that will sell anywhere near the amount Amstrad's achieved - very few consumers walk into dealerships thinking "I must buy an Opus/Akhter/Dell/SBC" because they tend not to spend squillions of pounds a year on blanket marketing.*

*And if they did, who is to say they wouldn't suffer the same problems Amstrad does currently? Dealers would be advised to think this one through before turning completely agnostic regarding the Church of Brentwood.*

**SPEAKEASY**

# Wheeling out the spare tirade

I write in response to the letter *Going spare at Amstrad* in issue 207 (October 10th).

HERE HERE at last someone is prepared to speak out at the dictatorship attitude of Amstrad. How much longer can we endure this kind of treatment? We as computer dealers have our customers at heart and still we continue to be shafted by the 'BIG BOYS'.

I for one accept that a lot of sales are generated by Amstrad but so are the headaches and in my opinion it ain't worth it fellas.

I sell Amstrads purely due to the mass brainwashing that has happened with the 'Amstrad Force'. I would much prefer to sell an alternative but try as I may I cannot get the majority of people to believe that other makes do exist, so I am left with 'sell an Amstrad or lose the customer'.

I don't mind losing the initial sale of hardware but we are in business to look after the customer long after the initial hardware sale, and this cannot be done if you don't give 'em what they want. That is certainly not German spec PCs either.

Whilst I am on the subject of moans I see looming on the not too distant horizon the leisure software houses attempting more and more tricks on the lines of US Gold's 35% margin and Microdealer's "buy Last Ninja II from us or wait till after the launch date for the scraps

of sales remaining".

If software houses continue to make 'DEALS' with distributors for exclusivity and the like we are looking at the beginning of the end - children squabbling over who gets first go. The industry has I believe seen a coming of age this year, if it carries on like this it will see senility in a much shorter time.

Again it's another reason to get an independent retailer body established, perhaps then the manufacturers will listen to us on mass. I am sure they have overlooked the fact that without us retailers on the front line how would they sell their product? Back to mail order eh?

So before you hardware manufacturers and software houses consider your next outrageous idea to shaft the dealers think on - put enough of us out of business and see how long you last then.

**Yours,  
Clive Bishop  
Soft Spot  
Daventry  
Northants**

*- An independent retailers' body would, if nothing else, stop manufacturers believing that CTW solicits letters such as this.*

*The fact of the matter is that often sending a letter to the trade press is about the only surefire way of making anyone take notice of a complaint. But even then, these will often be dismissed as "just another old moaner".*

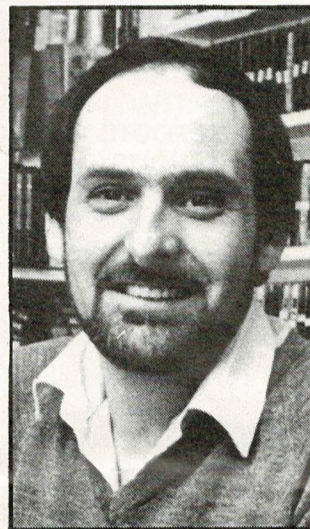
*A retailers' body would give*

*dealers more power to get their grievances heard. But, it wouldn't necessarily change anything and successful associations such as this are a rare thing - especially in the computer world.*

*Scottish retailers tried to unite via MICROS but despite a few meetings here and there and some good ideas nothing was ever really achieved.*

*Bodies take time, effort and commitment and those in favour can turn into critics within weeks. Everyone called for the BMF to be set up but few - especially in the leisure market - actively support its existence now.*

*What dealers mustn't do, though, is simply put up with things. If you've got a problem any decent firm will at least listen - even if it doesn't actually hear anything.*



**BISHOP: Body talk**

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## SAFE EUROPEAN HOME

Continued from page 13

there's been developments in all these areas and the whole thing is more easy for us to understand."

Friedman also welcomes the rise of the 16-bit machine in Britain. He opines that "machines all over the world are getting better and more similar" and that this can only be good for firms such as his.

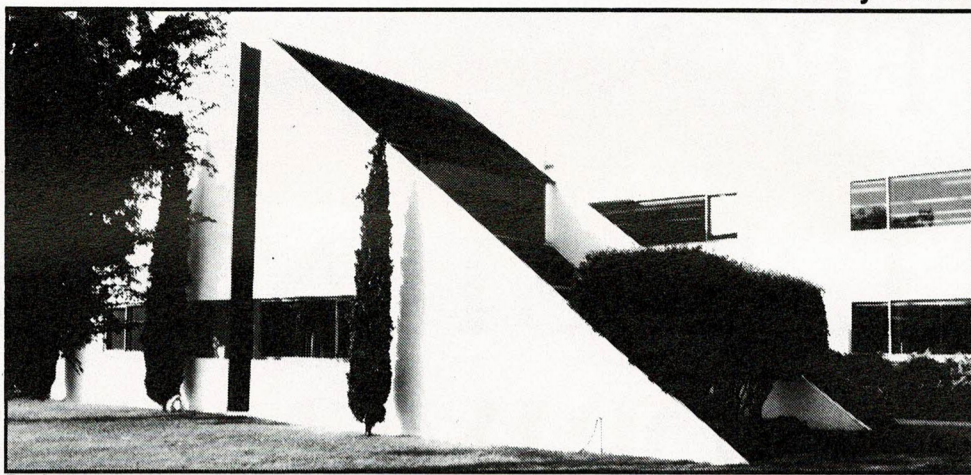
"With the advance of 16-bit you thankfully don't get so much of the type of program done by one man on his computer in the kitchen. You get far more talented and skilled programming with better product development input and the US

companies are more used to that way of working."

### Stars and gripes

Previously Broderbund product was handled in Britain by US Gold. Looking back on the deal, Friedman is not quite critical but he is certainly not enthusiastic. He talks of the arrangement failing to give Broderbund product a high enough profile and points to "a feeling that we didn't have enough control" as one of the reasons for the deal ending.

In the States there is no profile problem. Last year the company turned over \$40m - a figure which Friedman claims



Broderbund's sci-fi HQ in California

is set to rise this year. Initially the firm concentrated purely on leisure products but in the last couple of years it has en-

joyed considerable success with a series of personal productivity packages.

Now though, due to what

Friedman describes as "the second entertainment boom", the emphasis is switching back to the leisure market and it is

the Broderbund games that will be leading the charge in this country.

These games come from two main sources. Some are developed in-house by full-time programming teams but the majority come through 11 licensing deals with Japanese arcade firms. This is a result of the firm's aforementioned "heavy involvement" in that country over the last few years.

"With all these deals and of course our own programmers that means there is a lot of Broderbund product coming out at any one time. Obviously we're not going to be marketing it all in Britain, just a selection."

The problem of an American firm deciding what will be popular in a British market will be tackled rather obviously by using British people to select the product. "Simple as that," offers Friedman.

Well maybe it is. Confidence is certainly the prevailing mood at Broderbund and the sound of hands being rubbed together in eager anticipation of fresh profit areas is nearly audible even on this side of the Atlantic.

Friedman himself refuses to make any predictions but the firm is obviously aiming high. "We're certainly not entering the market with the idea of being 20th or 25th."

So yet again the cry goes up - 'the yanks are coming' - only this time they mean it.

## CENTRES OF ATTENTION

Continued from page 17

In due course, the Centres won't be confined to console/8-bit software. ST games will be in there too - once Atari has some ST games under its own banner. "We have very few software titles on the ST - a situation we're desperately trying to remedy - and when we have some we'll supply those as well," explains Gleadow.

Nick Yates is looking forward to ST games on his Games Centre shelves, the buoyancy of the console software market notwithstanding - "it'll be particularly interesting".

The concept appears to be being well-received in the run-up to its full implementation. In terms of marketing and credibility, the Sega is currently winning, but Atari seems to have the support behind this promotion to catch up.

## THE CALL UP

Continued from page 18 that see no further than the Spectrum and think the world ends at Dover will be the ones that suffer."

Très cosmopolitan. Nonetheless as far as chart success the world might not end at Dover but it is something of a stranger anywhere south of Calais.

Cavanagh however is that most frustrating of creatures, an "eternal optimist". She sees the only future as "rapid growth". Indeed with Electronic Arts also signing deals with two European labels there will undoubtedly be a growth in profile of European games.

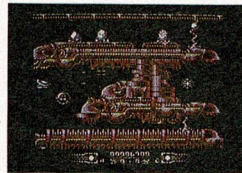
But Yazz was wrong. No matter how much Cavanagh stares solely at the bright side the only way is not up. And unless this higher profile translates to higher chart positions along the lines of *Captain Blood* then the Sales Curve could just as easily be a downward one.

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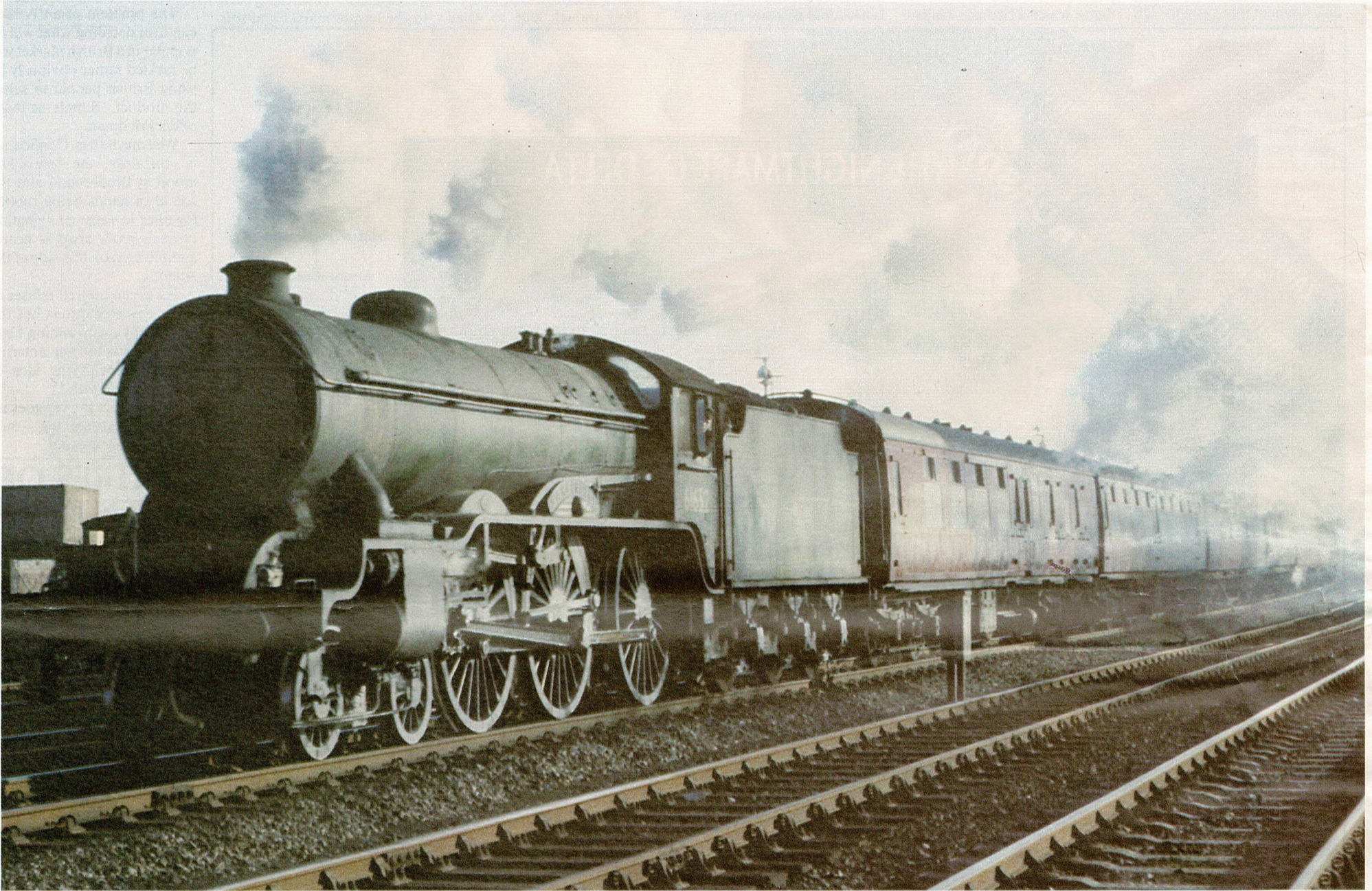
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