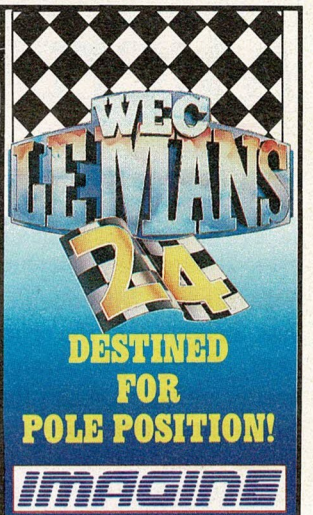


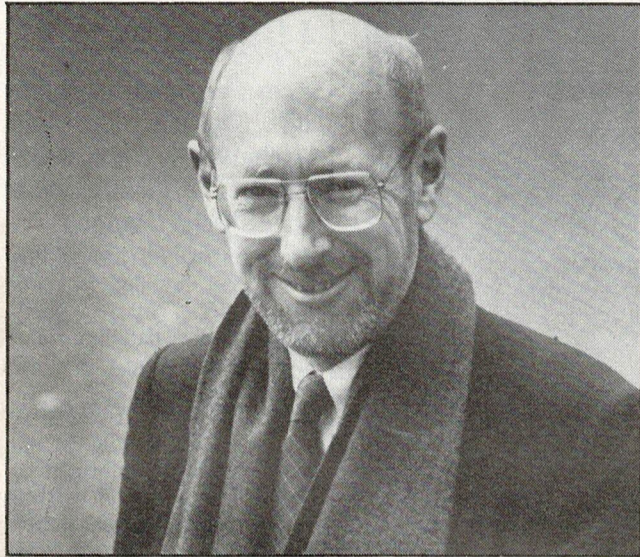
(pronounced uwesdee)  
**PRESENT**  
**COSMIC PIRATE**  
**I.S.S.**  
**LEISURE**  
**GENIUS RANGE**  
**PACMANIA**  
**WHO FRAMED**  
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# CTW

**23.1.89 BRITAIN'S TOP COMPUTER TRADE WEEKLY ISSUE 220**



## Sinclair to enter IBM fold



SINCLAIR: Compatible with you know who

Cambridge Computer's first new machine since the Z88 laptop will be an IBM-compatible portable, *CTW* can reveal.

The firm has signed an OEM deal with Citizen to supply a 3.5 inch drive for the new machine — with Cambridge insisting on a non-disclosure agreement.

It is not yet known when the new machine will be unveiled, but by autumn this year the Z88 will be two years old — thus leaving room for a new line.

Cambridge has admitted previously that it is working on new products — as any manu-

facturer must — but senior management were not prepared to comment openly about the portable PC.

"Obviously we're working on new products but it's all fairly delicate. One thing is for sure, though, we have no intention of killing off the Z88," offered Cambridge sales manager Paul Streeter to *CTW*.

The firm is obviously worried that any pre-announcing of forthcoming products might damage sales of the Z88 — although at this stage it appears that the new product will be pitched at the portable market in a different way to the established A4-sized machine.

Cambridge founder Sir Clive Sinclair was as reticent to

comment on the new machine as Streeter. He did offer, however, that any new product would "not necessarily" have to be different from ageing industry standard technology.

The use of the IBM standard would continue Sir Clive's historical leaning towards mass market products.

He all but confirmed that the next Cambridge machine will be a portable, adding that whether it has IBM-compatibility or not "whatever we do will be innovative".

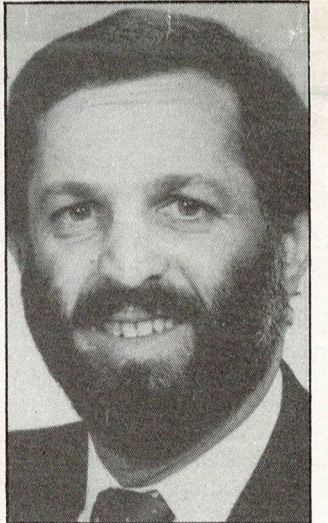
"We haven't got it written into a charter forever. But there are no developments going on in-house that aren't for portables," he told *CTW*.

## Epyx to proffer games machine

Leisure software publisher Epyx has been secretly developing its own games machine in the US.

Details about the apparently hand-held machine are scant at this stage, but it was shown behind closed doors to important parties at the recent Consumer Electronics Show in Las Vegas.

"Yes we did have a new hardware product that was reviewed privately. But we don't have anything else to discuss on that issue," was all Epyx president Gil Freeman would admit to *CTW*.



FREEMAN: Tightlipped.

The mysterious new piece of hardware appears to be the culmination of a project headed up by Epyx chairman David Morse — who helped in the original development of the Amiga chip sold on to Commodore.

Morse and his technical team have been using some of the \$8 million raised by Epyx for venture capital some time ago. The firm is also currently seeking to appoint a vice-president of manufacturing.

Considering the move into hardware is already a costly one for Epyx, it would seem unlikely that any new product would seek to confront the Nintendo games console directly — as Nintendo has such a massive presence in the market already.

It is more likely that the video games market will be attacked from a slightly different angle, which is where the possibility of a handheld machine comes in.

There is no estimated launch date for the product and retail price speculation converges around the \$170-\$199 mark.

## Nintendo picks UK MD at last

Console giant Nintendo has finally settled on a new UK managing director after the departure of Bruce Lowry back in September.

George Lucardi has taken on the role of heading up the Japanese firm's UK and Ireland operation. He was formerly assistant managing director for toy firm Bandai in Germany and the Benelux countries.

Lucardi disagrees with the widely held view that Nintendo has so far failed to capitalise on its enormous US success by gaining a firm foothold in the European market. But he does predict a far higher profile

Continued on back page

## Atari means Mega business



GLEADOW: New Mega ST due

Atari is to launch a low end Mega ST pitched firmly at the business market.

The Mega 1 will be unveiled and available at the *Which Computer?* show at Birmingham's NEC on February 21st. It is set to retail at £599 (+VAT) and is intended to bridge the gap between the 1040 ST at £499 and the existing Mega 2 which retails at £934.99.

It will be marketed within the business range and pitched primarily at the word processing market. In March Atari will be bundling the Mega 1 with various word processing packages, but details of precisely what software is to be included

have not yet been confirmed.

The firm described the addition to the ST range as "an upgraded 1040". It features mega-housing, a separate keyboard and a mono monitor.

UK boss Bob Gleadow commented to *CTW*: "There's a major emphasis on the business side this year and it does need a boost. This Mega 1 will be aimed and bundled at the word processing market and we're obviously very confident about it."

The announcement of the new product is in line with Atari's recent revelations to *CTW* (9th Jan) that it will be "reviewing the low end business market" and its usual

Continued on page two

## Amstrad monitors portables

Distributors were last week reacting positively to Amstrad's decision to bundle its dual drive PPCs with a 12 inch mono monitor.

Amstrad itself was denying that the package was designed to boost flagging sales of the portable range. Grateful distributors, however, indicated that the new offer was much needed.

The offer starts this week and is due to last until the end of February. The monitor included in the pack is the 0.4 resolution Hercules compatible which is also available with the Sinclair PC 200.

P&P's Amstrad product manager Alan Taylor commented to *CTW*: "We're certainly taking part. I think the reasoning behind it is that there has been criticism of the portables' display capabilities and this is their solution."

He added that P&P had in the past sold cheap monitors along with Amstrad portables due to customer demand.

"There isn't suddenly going to be thousands of portables rushing out of the door but I think it will give sales a boost",

concluded Taylor.

Hugh Symons director Kenneth Abrahams offered:

Continued on back page



AMSTRAD PPC: Monitored

## INSIDE:

### VIVA LAS VEGAS

At the recent CES in Las Vegas the games world gathered to show their wares, comment on how enormous Nintendo is and just generally have a groovy time in the land of the free (cardboard baseball cap). *CTW* jetted over on Concorde to file an up to the minute report... well, sort of..... 8

### QUALITY SURVEYORS

Dealer Survey. Incredibly important. Do it. Please.... 12

### PACK FOR THE FUTURE

With Commodore waiting until March, the distributors have taken the initiative and produced their own bundles to plug the gap. *CTW* looks at the various options..... 16

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# Microdealer passes on multiple choice

**Distributor Microdealer has heightened the current flurry of Amiga trade activity with the announcement of no fewer than six software bundles and three exclusive tie-ups.**

Like most other CBM distributors, Microdealer has

sought to offer its own Amiga sales incentive for the couple of months preceding an official Commodore bundle.

But unlike those other distributors Microdealer has negotiated its own titles to use rather than use a CBM-backed pool of games.

It has also picked up sole distribution rights to the

recently announced *Amiga Workbench 1.3* (effectively becoming primary distributor) and has tied up deals to exclusively carry *Deluxe Paint* by Electronic Arts and *Photon Paint* by Mediagenic (following the expiry of Commodore's own rights to the two packages).

Details of the Microdealer

offers are as follows:

**Pack 1:** An Amiga bundle including *Strike Force Harrier*, *Garrison 1*, *Skychase*, *Bermuda Project*, *Garrison 2*, *Fernandez Must Die*, *Power Struggle* and *Tetris*. This has a nominal retail value of £179.80 and increases the Amiga trade price by £12.

**Pack 2:** Same as above, but also including *Photon Paint*. The nominal value of the pack is £249.75 and it increases the Amiga trade price by £18.

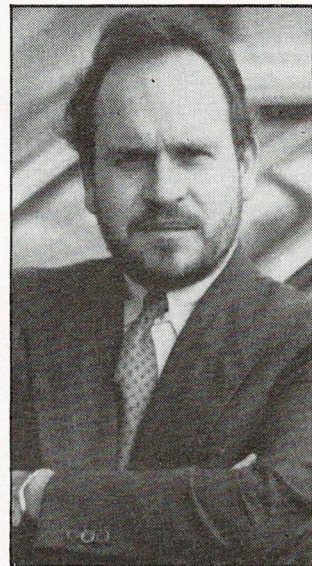
There are also four packs which do not have to be bought with an Amiga itself.

**Peripherals Pack** (dealers only): Various extras plus *Workbench 1.3* and *Deluxe*

*Paint*. Dealer price £37.99, retail value £142.86.

**Software Packs** (for dealers and distributors): Sports — six games, with a dealer price of £17 and a retail value of £134.70. Deluxe — seven games, with a dealer price of £39.99 and a retail value of £189.99. Pack C — 10 games, with a dealer price of £25 and a retail value of £224.50.

"We're not just a hardware distributor attempting to be in software. We know our business, we know who to sell to and we know what margins to give. That's why these packs are so good," commented Microdealer boss Lee Ginty to CTW.



GINTY: Amiga offers abound

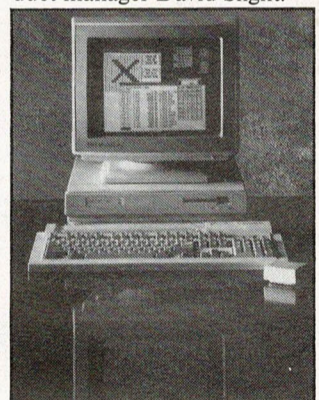
## Acorn unveils Unix attempt

Acorn has made available its much trailed Archimedes Unix workstation — a month before its official launch at **Which?** on February 21st.

As first revealed in CTW (November 21st) Hugh Symons will be handling exclusive distribution of the machine.

The R140, as it is called, comprises 4Mb of RAM, an internal 60Mb (unformatted) hard disk, a 3.5 inch 1Mb (unformatted) internal floppy disc and four expansion slots. The entry level system includes a standard mono monitor for £3,999 (exc VAT).

Acorn is pitching the R140 at the growing market for affordable Unix systems. "It provides not only powerful and versatile computing, but also reliable and prompt support," commented Acorn's Unix product manager David Slight.



R140: Acorn's latest

## Atari

Continued from front page switch of focus to the business market after a leisure filled Christmas.

Meanwhile, the firm has also announced plans for changes in its bundling of the 520 ST. The ST Super Pack is due to be withdrawn in March with a new "added value bundle" following hot on its heels in late March/April.

Gleadow offered: "We're considering the options for the pack at the moment and although details aren't decided we are going to be increasing the serious content of the bundle."

"We're still going to maintain the attractive gamey side to the same degree as before but we're going to add in something a bit more serious so you get even more value from Atari — if that's possible."

The bundle will retail at £399. Asked if the serious addition would give the machine a boost, a confident Gleadow replied: "At the moment the ST doesn't need a boost."



## Crisp Printing

Now here's some food for thought ... The Micro P. range of dot matrix printers offers crisp printing performance at unbelievably competitive prices and is ideal for cost conscious users with a real appetite for work.

There is a whole range to choose from to suit all tastes, ranging from the snappy 135cps MP135+, the 240cps MP200+, pictured above, with optional font cards, through to the gluttonous line printer, the 700cps MP700.

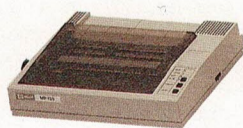
Whilst we won't promise to include a little blue bag of salt, the

Micro P. range of printers will produce some very appetising printout, at prices any user will relish!

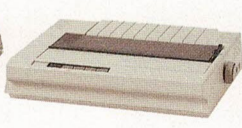


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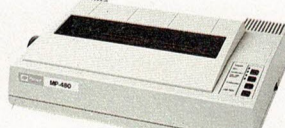
**MP135+**  
A low cost high performance printer using latest technology to produce print that makes draft quality look like NLQ.  
Speed: 135 cps draft, 27 NLQ.  
Columns: 80  
Compatibility: IBM/Epson  
Price: £125 RRP



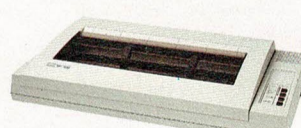
**MP165+**  
This new styled NLQ printer offers the user the very best in low cost matrix printing.  
Speed: 190cps draft, 32cps NLQ.  
Columns: 80  
Compatibility: IBM/Epson.  
Price: £189 RRP



**MP200+**  
This 80 column, 40cps, NLQ printer offers the best value in the market place. You can't buy better. A range of font cards are available.  
Speed: 240cps draft, 40cps NLQ. Columns: 80.  
Compatibility: IBM/Epson.  
Price: £299 RRP



**MP480**  
This fast, high performance line printer is a unique buy, which combined with its outstanding capabilities makes it a real winner.  
Speed: 480cps draft, 74cps NLQ. Columns: 80.  
Compatibility: IBM/Epson.  
Price: £329 RRP



**MP700**  
This top of the range new styled line printer offers exceptional value for money and is well established in today's printer market.  
Speed: 700cps/252 lines per minute.  
Columns: 136.  
Compatibility: IBM/Epson.  
Price: £419 RRP

All prices are R.R.P Ex VAT, and specifications subject to change at anytime. All trademarks recognised

# Centresoft takes hard line

Centresoft has made its biggest ever step into hardware with the signing of Amstrad's complete range of peripherals.

The firm's business division will now be adding Amstrad disc drives, printer ribbons, modems and networks to its current range of low-cost business software.

"Obviously the market we address is very Amstrad dominated. We've been selling the full range of software by people like Sage, Map and Mirrorsoft for ages and now we've taken on the full range of Amstrad's own products to sell to an Amstrad market,"

commented Centresoft's business division general manager David Neal to *CTW*.

Centresoft has added two sales people to its business division as a result of the move, and others have received extra training to cope with the new hardware items. The distributor will be offering pre-sales support on all Amstrad product.

The business division of the firm is promising further aggressive moves in the future, after what has been a fairly quiet year last year in terms of profile.

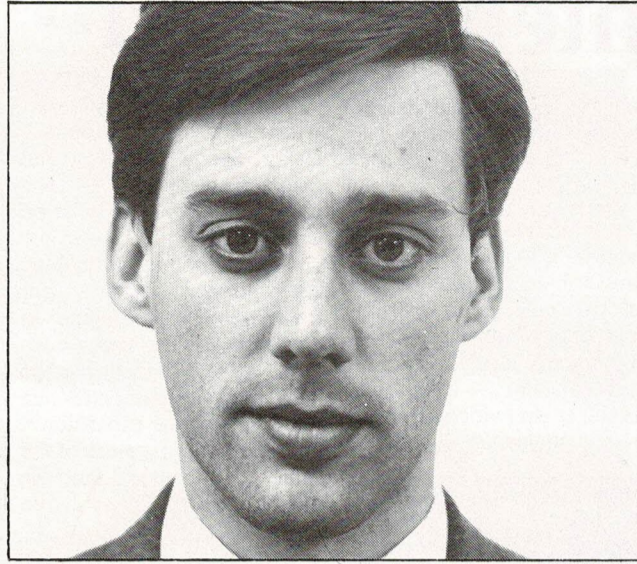
"This is the first time that we've really got behind something, it's a major, major move for the company.

Centresoft has always been aggressive in its own way but — to coin an expression from Tandy — the sleeping giant has risen," added Neal.

The firm is unworried about the level of competition that exists on Amstrad products, claiming that its main competitor is Gem. Despite the odd exception — such as the Amstrad network — Centresoft is keen to stick to its policy of concentrating on sub-£250 products.

Neal does not envisage any move into full scale hardware distribution for the business division just yet.

"I doubt very much that we'll go right up to PCs — it's never even been discussed."



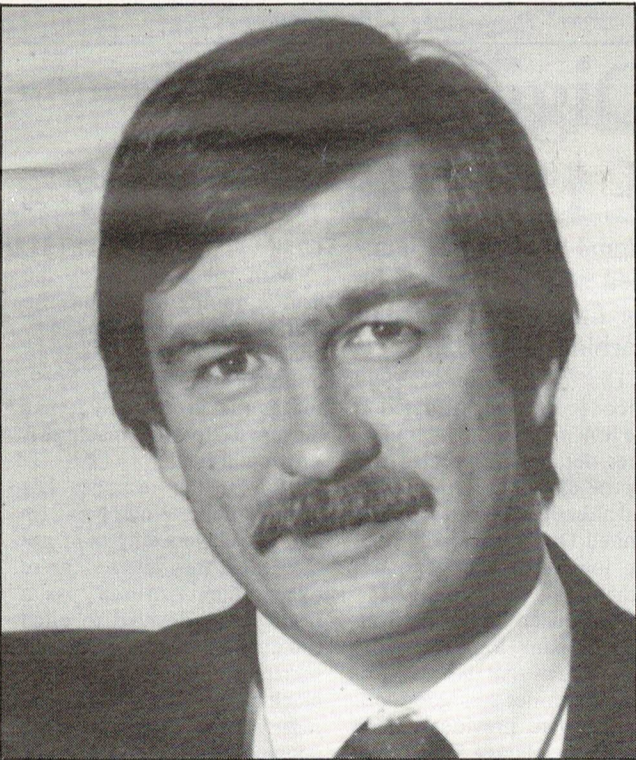
NEAL: "A major, major move"

## Rosser quits Tandy for new PC project

Tandy last week lost its computer marketing manager Richard Rosser, who has left the firm to join Vtech Electronics in setting up a computer division.

Rosser had only been with the company 18 months, and his position has been filled by Tandy's former regional manager Graham Orr. Rosser has

taken on the mantle of Vtech's sales and marketing director and will be responsible for the firm's launch into PCs later this year.



ROSSER: Tandy man no more

"Really it was a case of being offered an opportunity too good to refuse. I've always wanted to start up an operation and there's a lot of very exciting things happening at Vtech at the moment," offered Rosser to *CTW*.

US firm Vtech only set up in the UK less than a year ago and has historically specialised in electronic learning aids and interactive toys. The company's move into PCs will be marked with the introduction of a 286, 386 and portable model. The firm is also claiming to have tied up a licensing deal with IBM to produce an MCA machine.

As Tandy's new marketing manager, Orr will be responsible for the firm's latest advertising campaign starting in February. A 48-sheet nationwide poster campaign will be pushing the company's range of machines, along with the slogan "offering an unbiased opinion of Tandy Computers". Over 700 sites have been earmarked for the posters.

"In seeking to appeal to the UK market we believe the message behind the poster works very well. It has all the connotations we now want the public to associate with Tandy computers," commented Orr.

## Mirror takes Image to US

Mirrorsoft is set to launch its Imageworks label in the US, having tied up a publishing deal with Mindscape.

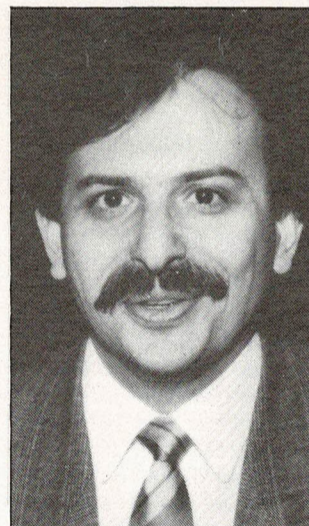
Both firm's were reticent to comment on the length of the deal or the amount of titles to be released, although the first game is the Bitmap Brother's *Speedball*, available in March.

"Really it's an ongoing thing. There's a lot of stuff in development, and we'll be trying to mature the US software market and grow it. A number of software houses have made high bids on our product and we don't want to boast and quantify things — we don't need to put figures out like US Gold. Basically the decision to go with Mindscape was a commercial one. We get on well together, and they think we've got great products," offered Mirrorsoft's managing director Peter Bilotta to *CTW*.

The Mirrorsoft/Mindscape relationship is claimed to be long standing, with joint deals going as far back as four years ago. In the past Mirrorsoft had a 16-bit UK distribution deal with Mindscape, and despite

the fact that Mindscape has now set up in the UK, aspects of this agreement look likely to continue.

"We're both taking things on a day to day basis. Mindscape have just settled themselves in the European marketplace, and for the time being things will be staying much the same as before. We have a very close relationship, and we will just listen to what they want. Whatever they decide to do in the future is okay."



BILOTTA: American Image

## BMF takes copying battle to Europe

After claiming success in influencing last year's Copyright Bill in the UK, the BMF is now lobbying the European Commission for amendments in its proposed law.

The BMF is claiming to have convinced the EC of the importance of making it illegal to manufacture 'articles' intended to remove or avoid copy protection, and that the new draft directive (the EC equivalent of a white paper) includes these recommendations.

However, the BMF is still lobbying the EC to change ambiguous comments regarding exclusive distribution of software. It claims that the present draft implies that exclusive distribution rights cease after product shipment, and is strongly suggesting that

the point must be clarified.

"It's absolute nonsense, and before any laws are passed it's essential that it's sorted out. People think that because it's in Europe won't affect the UK, but it will definitely affect this market," commented BMF director Sylvi Leach to *CTW*.

Another bone of contention is the fact that the draft copy gives non-profit making libraries the right to rent programs without a written licence. It was in this area that the BMF in association with FAST, successfully contested software rental in the UK.

"I would like to see FAST joining us in contesting this one, as obviously this provision would provide a prime opportunity for piracy. I think that the inclusion of this point has been ill-considered, particularly in the context of business software," offered Leach.

## Gold tops ASA blacklist

US Gold, Dixons, Currys, Watford Electronics and C&VG have all been castigated in the latest report from the Advertising Standards Authority.

The US Gold complaint concerned the all too familiar subject of sexism in advertising. The ad in question was for the charmingly titled *Psycho Pigs UXB* and apparently provoked complaints from eight members of the public which were upheld by the authority. This follows the rap Sagesoft received last month for a sexist MainLan ad.

In the Gold ad two young men are pictured staring longingly at a poster hoarding featuring a scantily clad female in a "seductive pose". She is holding the computer game and the

picture is captioned "I know which one I'd rather play with." "Yes but have you seen the reviews for *Psycho Pigs UXB*?"

In its defence Gold claimed the advertisement was simply meant to be "fun and exciting" and in no way exploitative. In light of the complaints, however, the ad has now been withdrawn.

Gold went on to say that the ad was aimed at a predominantly young male market, but failed to add that the market would remain predominantly young and male for eternity with titles such as *Psycho Pigs UXB* and its equally unimaginative ad campaign.

The Dixons complaint covered the equally traditional ground of claimed IBM compatibility. An advertisement for the Olivetti PC1 stated that

the machine was compatible but the complainant reported that he could not connect IBM compatible peripherals.

The Authority upheld the complaint despite Dixons claims that the statement was only meant to indicate compatibility with IBM software.

At Currys the complaint involved a national advertisement offering various machines at half price. When the complainant enquired further however he found that none of the machines were available in Scotland.

Watford Electronics was in trouble for not including a user guide with a computer system and, to no one's great surprise, C&VG was reprimanded for carrying advertisements for games that were not yet available.

# CTW

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## Fill in the form

As you may possibly have noticed this week sees the arrival of the second annual *CTW* dealer survey.

OK so many of you aren't retailers but for those that are we can only urge you to take part in what is becoming one of the most respected pieces of market research in the industry.

And as if the prestige of taking part in such a monumental event wasn't enough, those kind people in administration have also included a postage paid reply envelope as further encouragement.

Of course anyone foolish enough not to take part runs the frightening risk of incurring the wrath of the great god Tom Stock who will immediately descend on the reticent dealership to turn all product into MSX and Dragon software. You have been warned.

# Lightning growth due after lightening load

Lightning put up the 'watch this space' notices last week after the transfer of its non-computer entertainment business to another part of its parent company.

Following on from its name shift to Lightning Business to Business last year, the distributor is looking to push itself further upmarket over coming

months - with parent Parkfield already looking for acquisitions which could bolster Lightning's portfolio.

Within the next couple of months Lightning hopes to have completed the shifting of its video and audio distribution out of its current premises to the newly formed Parkfield Entertainment - which has also taken over video firm Hollywood Nights.

Lightning currently carries Amstrad, Commodore, Atari, Cambridge Computer and Psion products as well as a range of telecommunication equipment.

"We'll continue to distribute entertainment product, but there will be a change in emphasis to the whole business. We're not throwing the baby out with the bathwater, we're looking for expansion - and that's not just more of the same," commented Lightning managing director Ray Laren to CTW.

Lightning's parent company Parkfield announced its half-year financial figures last week - showing a 29 per cent increase in pre-tax profits to £6.82 million in the six months ending October 31st. Turnover rose from £96.38 million to £132.4 million.

Parkfield director Chris Davies would not comment directly on Lightning's performance within the group except offering that "it has certainly performed on target with projections."

Parkfield - an aggressive firm when it comes to acquisitions - certainly seems keen to add to its computer business. This, presumably, would be incorporated within the Lightning operation.



DAVIES: Lightning video and audio moved

# Hewson finally becomes Active

Hewson last week confirmed that it has indeed split from Gremlin and that its products will now be handled by sales and marketing firm Active.

The firm had been with Gremlin for around 16 months and eponymous boss Andrew Hewson claimed that the severance of ties had been amicable. He added that he considered the relationship to have been a "very satisfactory one".

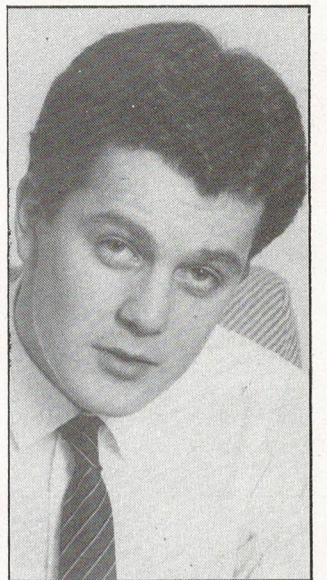
"We're no longer with them simply because it's logical to put both full price and budget product through the same channels. I sat down with Ian (Stewart, boss of Gremlin) and decided that as we both had so many products to concentrate

on it would be better to part company", Hewson told CTW.

Active has been handling Hewson's budget label Rack-It since last year and according to Hewson has "done a real good job". The full price agreement between the two firms commences as from this week.

Active boss Robert Stalibrass enthused to CTW: "We are delighted to be associated with a top five software house and are looking forward immensely to working with them."

Despite the split in sales and marketing, however, there is still vague talk about Hewson and Gremlin working together in some capacity in the future. For now Hewson will only offer that it will be in the field of "product development".



STALIBRASS: Hewson deal completed

# Tally low-end to pump up volumes

Continuing its move downmarket, Mannesman Tally is launching a sub-£150 dot matrix printer.

The new machine is being pitched at the home/educational market and is expected

to be the firm's most popular printer for 1989. It is called the MT81 and will be available from the beginning of February.

The firm will be demonstrating the MT81 at the *Which Computer?* Show, along with

its entry level laser printer launched last November.

The new dot matrix printer is capable of printing 130 cps, and has a near letter quality of 26 cps. A graphics capability is provided by both graphic and block characters.

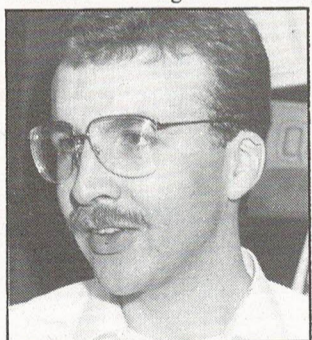
It is claimed that the machine can be used with most computers and associated software, whilst standard parallel and serial interfaces are available to enhance connectivity.

# Elite claims CES success in the US

Elite was last week claiming a successful introduction to the US after its inaugural showing at the recent CES in Las Vegas.

The firm's appearance marked its official launch in the States and joint boss Steve Wilcox claimed it went "extremely well". He added, however, that details of the firm's Stateside foray would not be finalised for a couple of weeks.

Elite's marketing manager Bernard Dugdale has



WILCOX: American Virgin

remained in America apparently to "follow up a few discussions started out there". Wilcox claimed that most of those discussions were with "major software buyers" in the US market.

The main focus of the Elite stand at the show were three Nintendo games *Super Trucks*, *Thundercats* and *Hopping Mad*. They are the first Nintendo products the firm has produced but will not be the last.

"One of the things we learned out there was that if you're going to have any presence at all in the States you've got to be dealing with Nintendo. If you're not then you're really just on the periphery", Wilcox told CTW.

He added that any product that does reach the US market will be sold on the Elite label and not through licensing deals, but he has not yet decided if that would require the establishment of a US Elite office.

# Broderbund builds safe European home

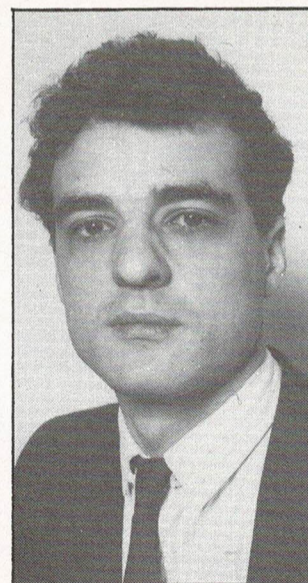
Following the announcement of a UK marketing deal with Domark, US leisure giant Broderbund has now launched Broderbund France through Loricels.

Broderbund staff were last week moving into Loricels' offices with the first product from the firm expected towards the end of March. Initially the deal will just cover France, but there are plans for further European expansion.

Loricels president Laurent Weill commented to CTW: "First we have to make sure we do well in France but then we want to attack Northern Europe particularly Germany, then of course there's the British market which may well be the hardest."

Quite what form that attack would take in the light of the Domark deal remains to be seen.

When the product does



WEILL: US alliance arrive it will be marketed on the Broderbund label and in "distinctively Broderbund" packaging. "We are so strong in France that we'll be able to help them with all aspects of their marketing and distribution", added Weill.

# Digital breaks £1K 386 barrier

Digital Matrix has launched what it claims to be the first sub-£1,000 386 machine in the UK.

The DeskTower's £999 price tag is being attributed to the firm's Taiwanese manufacturer obtaining a special supply of cheap D-RAM chips, and although it's chip supply is limited Digital is hopeful that the low price will be maintained.

"We'd been importing from the company for some time and we knew that the quality of their machines was good, but the 386 had previously been out of our market. When they came up with the new price list I had to keep reworking out the calculations as I couldn't believe how cheap it was. Obviously I'm a bit worried about maintaining the price, but RAM is showing signs of further decline, so I expect it's possible," commented the firm's boss Clive Warner to

CTW. With the new model, the firm is hoping to capture the market that would have purchased a 286 machine, although Warner does admit that as a small company getting dealers to stock the machine is proving difficult.

"So far the response has been pathetic. When I ring up and ask dealers why their not interested, they just say 'we're okay selling Amstrad'. As a result we've decided to pitch the machine at end-users, but hopefully when dealers see the machine at the *Which Computer?* Show, they'll be more convinced".

The DeskTower 386 is being hailed as Digital's flagship for its new range of PCs, which also includes several 286 models starting as low as £555. All machines incorporate a NEAT motherboard, and are capable of up to 8Mb of memory, with the 386 model supporting UNIX and OS/2.

# French chain clears up distributor links

After much confusion the account for the prestigious French chain store Nasa has gone to Innelec.

Hype, rumour and counter rumour has surrounded the account since last year's liquidation of FIL which previously had an exclusive agreement with Nasa. The chain consists

of 87 stores and computer related products account for around 30 per cent of its trade.

Initially it seemed that Microdealer would be joining with French distributor Guillemot to snap up the business. Apparently, however, after the three firms had decided on terms Nasa began to make changes to the rules which

neither of the distributors were happy with.

Innelec and French publisher/distributor Loricels then joined forces and were selected to take up the account. Due to the size of the business they then decided to form a new company called Laurin to handle the distribution.

Last week, however, that

plan was abandoned leaving Innelec in sole charge of the account.

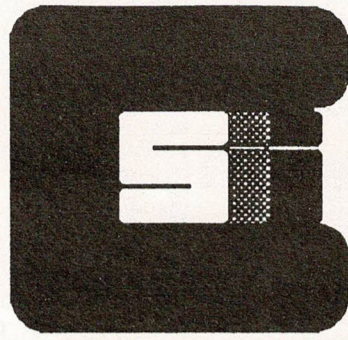
Innelec boss Dennis Thebaud commented to CTW: "After two weeks we realised that a new firm with new people and new premises would be too costly so now Innelec will handle this contract on its own."

Quite where this latest twist leaves Loricels is still unclear with Thebaud offering only that "an arrangement has been made".

He continued: "It is a very good contract for us and it lasts until the end of 1990. Things are really looking good for us now and I think 1989 will show sales of about £15 million."



THEBAUD: Chain tied



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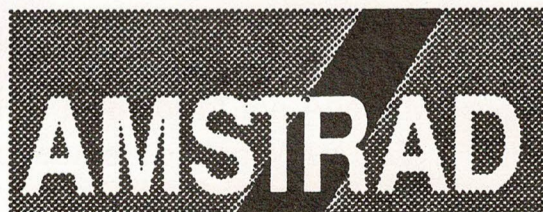
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# Charity game split to make amends for '88

**This year's industry charity compilation looks set to be split into both 8-bit and 16-bit formats with the proceeds going to two separate charities.**

The money raised from the 16-bit compilation will go to this year's charity, the National Autistic Society, whilst the NSPCC and the Great

Ormond Street Wishing Well appeal will receive all proceeds from the 8-bit title.

This decision follows last year's failure to assemble a compilation in aid of the NSPCC and Great Ormond Street. "We felt the need to honour the 1987/88 charities and this seems the best way to do it. Obviously at the end of the day everything depends on the

content of the the product, which is what the consumer is attracted to. If the titles are not strong enough to support an 8-bit compilation then we won't do it" offered charity spokesman and Mediagenic's European boss Rod Cousens to CTW.

So far only two titles have been donated - *Gee Bee Air Rally* (Activision) and *Arctic*

*Fox* (Electronic Arts), although Cousens is hopeful that with many software bosses back from the CES things will soon start to pick up.

Meanwhile after an initially good response to the payment of pledges, with some £15,000 promised to the NAS on the charity's launch night, less than a third has been collected so far.

We've sent everyone an invoice form, and thereafter we can only adopt the role of credit controller, we are appealing to everyone to pay up, and are just hoping that people can maintain the fervour of the evening," commented Cousens.

# CBM appoints to open universities

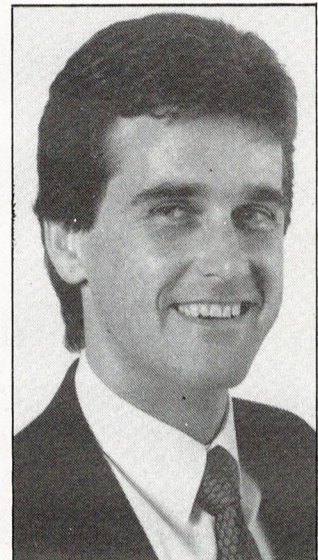
**Continuing its education push, Commodore has appointed a new sales manager to handle the sale of its PCs to universities.**

The newly created post has been filled by Chris Greaves, previously employed by French computer manufacturer Normerel. Greaves will also be responsible for Commodore's PC push into central government bodies and the

National Health Service.

"We are delighted to have Chris on board, and I'm sure his experience will add to our development. The Amiga has moved well and we are now looking to boost the PC side as well," offered the firm's national sales manager for education Peter Talbot to CTW.

With this latest appointment, Commodore claims to have doubled its education division's sales team over the last six months, and according to Talbot "this is a sign both of our success in, and our commitment to, the education market. We're here to stay".



TALBOT: New man, new pitch

Commodore's education initiative will also see a series of conferences throughout April, which will be running in tandem with its education roadshow that started in December. Prospective conference dates and venues so far include - The Barbican, London (April 3rd), The Portland Thistle Hotel, Manchester (April 14th) and either Edinburgh or Glasgow (week commencing 24th April).

"These conferences will bring together educationalists, software houses and ourselves. They will provide the opportunity to discuss what direction they would like us to go in, and the way we see ourselves going. Hopefully we will come to some joint conclusions."

## Express adds ads

**Future Publishing has embarked on its biggest ever advertising campaign to back the recently launched weekly *New Computer Express*.**

Ads have been booked into national newspapers such as *The Guardian*, *The Independent* and *The Times* as well as sundry EMAP, Database, Dennis and Future computer titles.

No figure has been put on the cost of the campaign other than "many, many thousands". Similarly, Future will not give a circulation figure for *NCE* - although it is believed to be around 30,000.

"*Express* is currently doing astonishingly well and we're very ambitious about how far we can take it. With this campaign we can reach out to vast numbers of potential *Express* readers," commented *NCE* publisher Greg Ingham to CTW.

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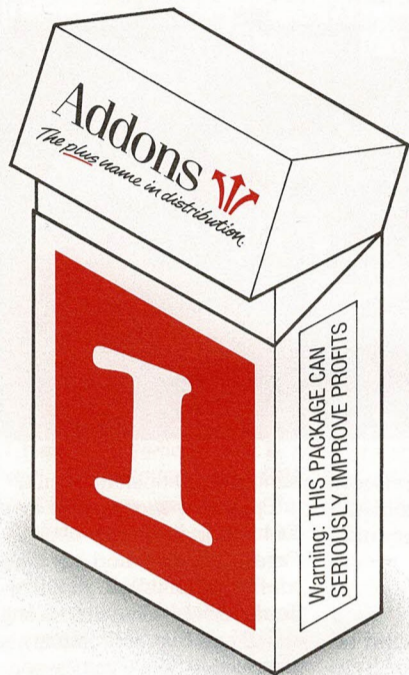
"I think it's a good idea. Major players will be looking to get dealers and distributors on board. To recruit new ones - that will be the benefit for us" - **Steve Franklin, managing director, Commodore UK.**

"We've always wanted a trade only show and we're delighted that CTW and Database Exhibitions have got together to come up with the goods" - **Lee Ginty, Microdealer International.**

"This would be a real first for Europe. Before this we had to rely on the PC Show in London to do the business, but that has its limitations" - **Isabelle De Batz, UBISoft, France.**

"We intend to be there. To be honest, we have been looking for something like this. Of course we go to the PC Show but it is not the sort of event where you find enough time to talk to everyone in the trade you want to" - **Jurgen Goeldner, Rushware, Germany.**

# 4 UNBEATABLE PACKAGES

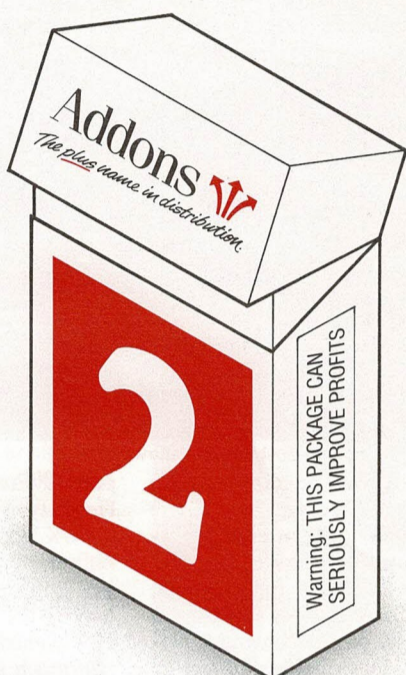


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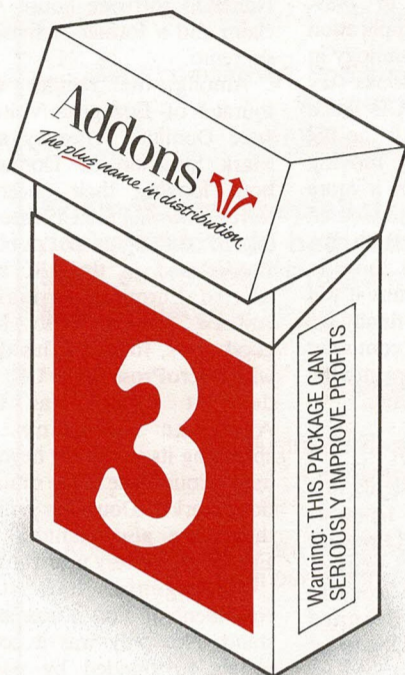


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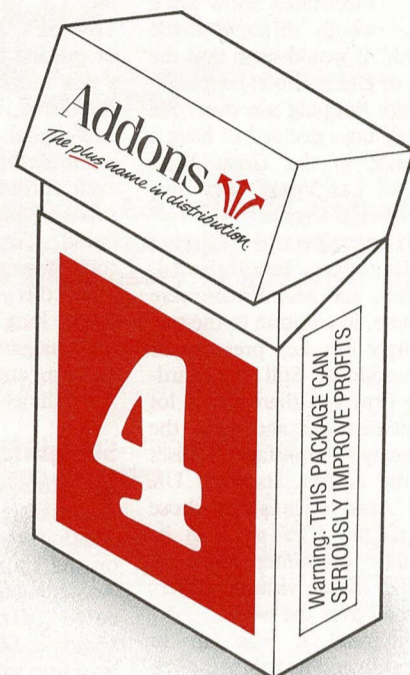
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# WHAT YOU CES WHAT YOU GET

The UK leisure market bigwigs virtually all disappeared the other week. The reason? The latest Consumer Electronics Show had hit Las Vegas, and anyone who is anyone (or wants to ever be anyone) in the leisure world just had to be there. After battling his way around the vast Nintendo-dominated spaces SIMON HARVEY reports on what was new...

The 1989 Consumer Electronics Show was a wholly different kettle of fish. It would seem that the days of endless hotel hospitality suite hopping are over. All the big boys decided to have a presence in the Great West Hall of Las Vegas' very own Convention Centre.

Mindscape, Epyx, Mediagenic, Broderbund, Tengen, and MicroProse were all there, in addition to the surprisingly low key presence of Commodore. Still the hardware firm was there and a lot of interest was shown in the company's multifarious uses for the Amiga. Its main UK rival Atari once again chose not to use CES to push its mainline consumer machines to the many visiting buyers from all over the world.

As usual it was up to Nintendo and its football-pitch sized stand to once again stamp its corporate impression on the event. It outsized the likes of Toshiba, Sanyo and the other big CE players. Apparently it is planning even bigger things for 1990.

Whilst on the subject of other consumer electronics companies, it may be of interest to know about a couple

of new products on the way to the UK sometime in 1989. Toshiba's superb application of existing LCD technology in a new range of TVs looks very promising, as does CD video and digital video. All the big manufacturers are moving even further towards a more sophisticated and quality based home AV system. With the sort of products on show in Vegas this year, I'm sure it will not be long until we finally see the amalgamation of computer software and hardware into the AV cabinet in all homes.

### Stepping Elitely

Elite Systems made its first visible steps towards creating some kind of presence on the enormous US market. According to Brian Wilcox and sales director Bernard Dugdale, Elite is looking to set up a firm sales base on the East coast. This is surely an uphill struggle when spending power needs to be big, well targetted and accompanied by a consistent flow of major products. Still the CES toe in the water tactic appeared to work well. What is more, the company's Nintendo activities were receiving healthy interest from both Nintendo executives and Greg

Fischbach — boss of thriving Nintendo software house Acclaim and a former Activision supremo.

Among the regular entourage of European visitors were Dominic Wheatley and Mark Strachan of Domark, both looking their cheerful selves following the CES securing of the rights to publish Broderbund in the UK and selected European territories. Andrew Hewson also had good news, following his deal with MicroProse in the US. Indeed it seems that the American company is spreading its wings far beyond its previous niche in the simulations market. Doubtless similar things are also planned for Europe in the very near future.

Mediagenic had the equivalent of Fort Knox as a stand. Not only was it completely surrounded by partitions, but getting through the reception area was as tough a task as getting backstage at a Prince concert.

European boss Rod Cousens was enthusing about the company's first CD ROM product *Man Hole*. "It's finished. There is obviously not a proven market for this type of product yet, but it just shows



CES: There's no business like show business

that it can be done. We've shown we've got the capability," he offered.

Other products of note include *Rampage* for the Sega, *The Three Stooges* and *Double Dragon* on the Nintendo, plus early signs of *Ghostbusters II*. Lucas Film, Rainbird, Micro Illusions and various other affiliates were also busy themselves on the stand.

European affiliate System 3 boss Mark Cale also seemed in a bullish mood as his products continue to receive very strong interest Stateside.

Mindscape were doing a lot of talking, with newly ap-

pointed European boss Geoff Heath tying up loose ends for the UK launch in the very near future.

### French connection

There didn't seem to be much in the way of truly exciting new product amongst the dozen or so major players. Tengen — the home computer publishing wing of Atari Games — had the usual bustle around its popular coin-ops. According to the show gossip grapevine, it would seem that the US company is very confident of an impending victory over Nintendo in the now

famous \$100 million lawsuit.

Epyx had a couple of new C64 titles including *Axe of Page*. Though nothing was confirmed or talked about officially, there were also strong indications that the company is planning its own games console. What, when, why and how all remained unanswered.

A surprise entrant was French company Ubisoft, which appears to be performing well of late. *Skateball* and *Night Hunter* were given prominent space on the booth. Elsewhere Taito's well-known line of arcade classics such as

Continued on page 22



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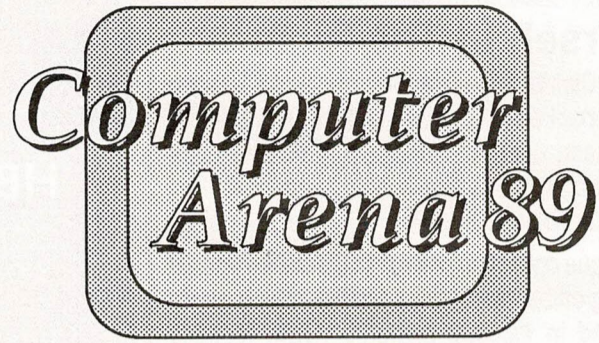
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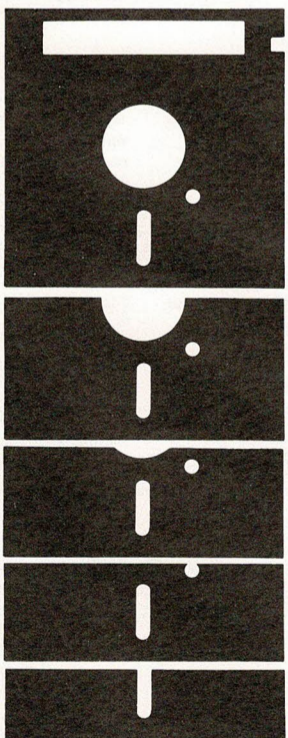
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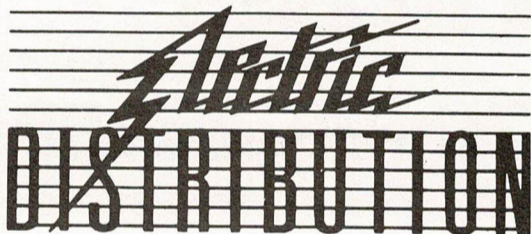
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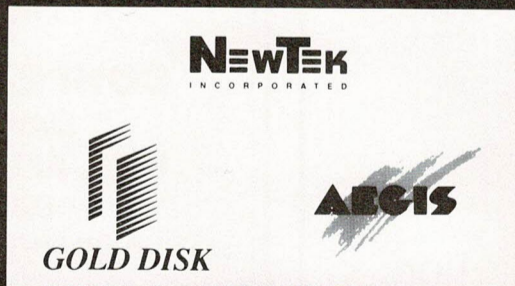
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R&R	References/ cash	20th of month following	40%	24hr courier	300	Lattice C
SDL (UK) LTD	Cash with order/account	30 days	40%	24hr delivery; telesales	100+	Masterp
SOFTSEL	After credit check	30 days	35-40%	Overnight delivery; full SOR; twice yearly Softeach	309	Norton U Version (Advanced edition)
SOFTWARE LIMITED	2 trade ref. + agency ref.	30 days	35-50%	Tech. support; POS: literature	100	DB XL

# DISTRIBUT

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# SUPPORT YOUR INDUSTRY COMPLETE THE CTW DEALER SURVEY

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 <p>01 368 5545</p>	 <p>0202 745744</p>	 <p>0782 566566</p>
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THE SOFTWARE AND HARDWARE DISTRIBUTORS LISTED ABOVE URGE THE INDEPENDENT RETAILERS TO COMPLETE AND RETURN THE CTW DEALER SURVEY IN ORDER TO PROVIDE THIS INDUSTRY WITH URGENTLY NEEDED INFORMATION. OUR COMPUTER MARKET IS IN DESPERATE NEED OF RELEVANT AND ACCURATE STATISTICS, AND THESE DISTRIBUTORS SUPPORT CTW'S EFFORTS TO COLLECT AND COLLATE THIS INFORMATION. CTW THANKS THE DISTRIBUTORS FOR SUPPORTING THIS SURVEY.

# 1989 CTW RETAILER SURVEY

The following is a detailed questionnaire pitched at the UK computer retailing market. In order that some vaguely sensible deductions can be made about retailers' experiences, stocking policies and preferences, as many retailers as possible should fill it in and send it off in the postage-paid envelope provided. Mostly, the questions are pitched at the leisure sector - due both to CTW's position in the market and the existing strength of PC market research. All information supplied here will remain in strictest confidence. Overall results and interpretations will be published in CTW in March. To those about to embark on a bout of question answering - many thanks . . .

## SECTION A - OUTLET

Dealer Name .....  
 Address .....  
 Telephone .....  
 Year company established .....

### 1. Nature of business

a) solus business (Y/N)..... b) chain (specify numbers, locale).....

### 2. What percentage of total business do computer products account for? (tick one):

a) below 10%..... b) 10-30% .....  
 c) 30-50%..... d) 50-70%.....  
 e) 70-90%..... f) 90-99% .....  
 g) 100%.....

3. Do you also sell (Y/N) a) records.....  
 b) videos..... c) general office equipment .....  
 d) brown goods (hi-fis, VCRs, etc.).....

4. Other main product lines (please specify).....

## SECTION B - HARDWARE

### 1. Machines stocked (tick):

#### i) Leisure machines:

a) Spectrum range ..... b) C64/128.....  
 c) Amstrad CPC range .....  
 d) Atari VCS/XE..... e) Nintendo .....  
 f) Sega ..... g) Acorn BBC/Compact.....  
 h) Atari 520ST ..... i) CBM Amiga 500.....

#### ii) Small business computers and PCs:

a) PCW range ..... b) PC1512 .....  
 c) PC1640..... d) PC2000 range .....  
 e) Atari 1040ST ..... f) Opus .....  
 g) Atari PC range..... h) CBM PC range .....  
 i) SBC ..... j) Zenith.....  
 k) Epson..... l) IBM PS/2.....  
 Other (please specify) .....

#### iii) Portables:

a) Amstrad PPC..... b) Z88 .....  
 c) Tandy..... d) Toshiba .....  
 e) Sharp ..... f) Psion Organiser .....  
 Other (please specify) .....

### 2. Support

A) How do you evaluate the overall support/technical back-up of the following companies (Please write a, b, c, d or e where a = very good b = good c = fair d = not very good e = poor):

i) Acorn ..... ii) Amstrad ..... iii) Atari.....  
 iv) Commodore ..... Others (please specify) .....

### B) And on marketing/advertising (a to e):

i) Acorn ..... ii) Amstrad..... iii) Atari .....  
 iv) Commodore..... Others (please specify).....

### 3. What is your estimated percentage faulty under warranty/dead on arrival experience on the following companies:

Please write a, b, c, d, e, or f where a = 0-2%, b = 2-5%, c = 5-10%, d = 10-15%, e = 15-20% and f = Over 20%):

i) Spectrum range ..... ii) C64/128 .....  
 iii) CPC range ..... iv) 520ST .....  
 v) Amiga 500 ..... vi) Sega .....  
 vii) Nintendo..... viii) PCW .....  
 Other (please specify).....

## SECTION C - LEISURE SOFTWARE:

### 1. How many different games (not different formats) do you carry on average (tick):

a) under 50 ..... b) 50-150 ..... c) 150-300 .....  
 d) 300-500 ..... e) 500-1,000..... f) over 1,000.....

### 2. On a hit title, roughly what percentage of overall sales come in the first week (tick):

a) under 10%..... b) 10-30%..... c) 30-50%.....  
 d) over 50%.....

### 3. What is your average full price/budget unit sales split (full price first):

a) 00/100 ..... b) 10/90 ..... c) 20/80.....  
 d) 30/70 ..... e) 40/60 ..... f) 50/50.....  
 g) 60/40 ..... h) 70/30 ..... i) 80/20.....  
 j) 90/10 ..... k) 100/00 .....

### 4. What would you expect your split to be overall for the coming year:

a) ..... b) ..... c) ..... d) .....  
 e) ..... f) ..... g) ..... h) .....  
 i) ..... j) ..... k) .....

### 5. What is your current 8-bit/16-bit sales split (8-bit first):

a) 00/100 ..... b) 10/90.....  
 c) 20/80 ..... d) 30/70.....  
 e) 40/60 ..... f) 50/50 .....  
 g) 60/40 ..... h) 70/30.....  
 i) 80/20 ..... j) 90/10 .....  
 k) 100/00.....

### 6. What would you expect your split to be overall for the coming year:

a) ..... b) ..... c) ..... d) .....  
 e) ..... f) ..... g) ..... h) .....  
 i) ..... j) ..... k) .....

### 7. What is your main source for POS material (tick one):

a) distributors ..... b) software houses .....  
 c) sales support firms..... d) other (please specify).....

### 8. Do you have contact with any of the following (tick):

a) USD ..... b) Bullet..... c) Active .....  
 d) Other (please specify).....

### 9. Which of the above do you find the most useful:

a)..... b)..... c)..... d).....

### 10. i) Do you use a POS video (Y/N).....

ii) If so, which one(s).....

### 11. Please name your top five (by sales volume) full price software houses:

1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....



### 12. Please name your top five (by sales volume) budget software houses:

1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

### 13. Please name your overall most helpful (POS, support, faulties, etc. (software houses):

1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

### 14. And the least?

1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

### 15. Do you display the Gallup chart each week (Y/N):.....

### 16. Do you display the Microdealer chart each week (Y/N) .....

### 17. Overall, how much of your software sales comes from compilations (tick one):

a) under 10% ..... b) 10-30% .....  
 c) 30-50%..... d) over 50%.....

## SECTION D — BUSINESS SOFTWARE

1. How many different pieces of business software do you physically stock (tick one):

- a) 1-10 ..... b) 10-20 ..... c) 20-30 .....  
 d) 30-50 ..... e) 50-100 ..... f) over 100 .....

2. Please list the five suppliers (distributors) of business software you use the most:

- a) ..... b) .....  
 c) ..... d) .....  
 e) .....

3. What is the current split between sub-£250 and £250+ business software sales (sub-£250 first):

- a) 00/100 ..... b) 10/90 ..... c) 20/80 .....  
 d) 30/70 ..... e) 40/60 ..... f) 50/50 .....  
 g) 60/40 ..... h) 70/30 ..... i) 80/20 .....  
 j) 90/100 ..... k) 100/00 .....



4. At the time of hardware purchase (if applicable), how many pieces of software do you typically sell?

- a) 0 ..... b) 1 ..... c) 2 ..... d) 3 .....  
 e) 4 ..... f) 5 ..... g) over 5 .....

5. And within a year of hardware purchase?

- a) 0 ..... b) 1 .....  
 c) 2 ..... d) 3 .....  
 e) 4 ..... f) over 5 .....

6. Please list your top five (in volume terms) business software publishers:

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

## SECTION E — DISTRIBUTORS

1. How many active distributor accounts do you hold for purchasing leisure software:

- a) up to 5 ..... b) 5-10 ..... c) over 10 .....

2. How many active distributors accounts do you hold for purchasing business software:

- a) up to 5 ..... b) 5-10 ..... c) over 10 .....

3. And for hardware:

- a) up to 5 ..... b) 5-10 ..... c) over 10 .....

3. Please list your top five distributors (volume) for hardware:

- 1 ..... 2 ..... 3 .....  
 4 ..... 5 .....

5. Please list your top five distributors (volume for full-price games:

- 1 ..... 2 ..... 3 .....  
 4 ..... 5 .....

6. Please list your top five distributors (volume) for budget games:

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

7. Overall, in terms of service, supply, efficiency, discounts and general attitude, please list your five best distributors:

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

8. And the worst?

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

## SECTION F — ADVERTISING

1. Please list the leisure software publishers with the most effective/persuasive advertising:

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

2. Please list the business software publishers with the most effective/persuasive advertising:

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

3. And the worst (leisure)?

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

4. And the worst (business)?

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

## SECTION G — MAGAZINES

1. Which of the following do you read regularly:

- a) ACE ..... b) Commodore User .....  
 c) Crash ..... d) C&VG .....  
 e) Games Machine ..... f) GamesWeek .....  
 g) New Computer Express ..... h) Popular Computing Weekly .....  
 i) Sinclair User ..... j) Your Sinclair .....  
 k) Zzap .....

2. Which ones aid the most in your decision whether or not to stock a product:

- 1 ..... 2 .....  
 3 ..... 4 .....  
 5 .....

## SECTION H — CTW

1. What do you like the most/are dissatisfied with least in CTW (please specify):

.....  
 .....

2. What do you dislike most/are satisfied with least in CTW (please specify):

.....  
 .....

3. Do you feel that CTW has improved over the past year? If so, why — if not, why not:

.....  
 .....

4. Overall, how important are the adverts in CTW (tick one):

- a) extremely ..... b) very ..... c) quite .....  
 d) not at all .....

5. Do you regularly read any other trade publications (Y/N) .....

6. Including CTW, please list in order of preference any trade publications you read:

- 1 .....  
 2 .....  
 3 .....  
 4 .....  
 5 .....

## SECTION I — THE FUTURE

1. Do you expect your overall computer business to increase in this calendar year (Y/N).....

2. If so, what increase are you expecting (tick one):

- a) up to 10% ..... b) 10-30% .....  
 c) 30-50% ..... d) 50-100% .....  
 e) over 100% .....

3. Briefly, why are you expecting this increase/decrease? .....

## CTW SURVEY '89

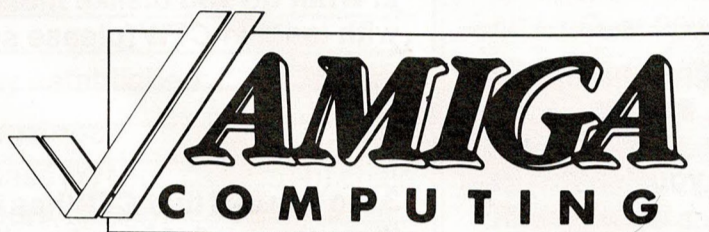
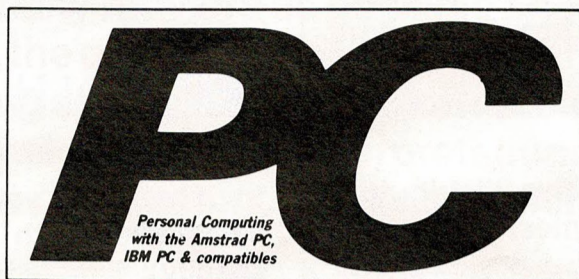
NAME .....  
 COMPANY .....  
 POSITION .....

The information provided in this survey is, to the best of my knowledge, entirely accurate.

SIGNATURE .....

All information herein will remain in strictest confidence.

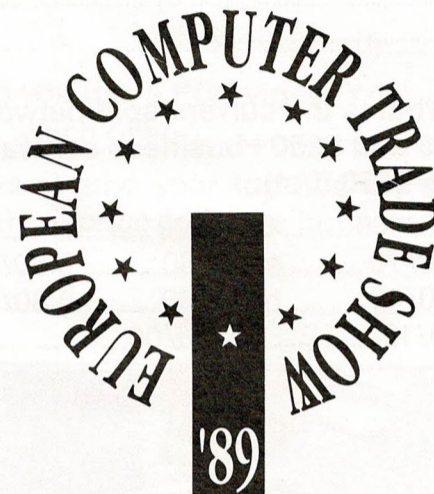
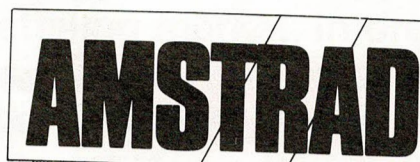
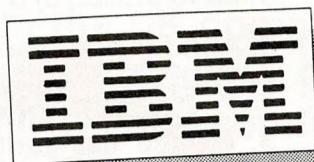
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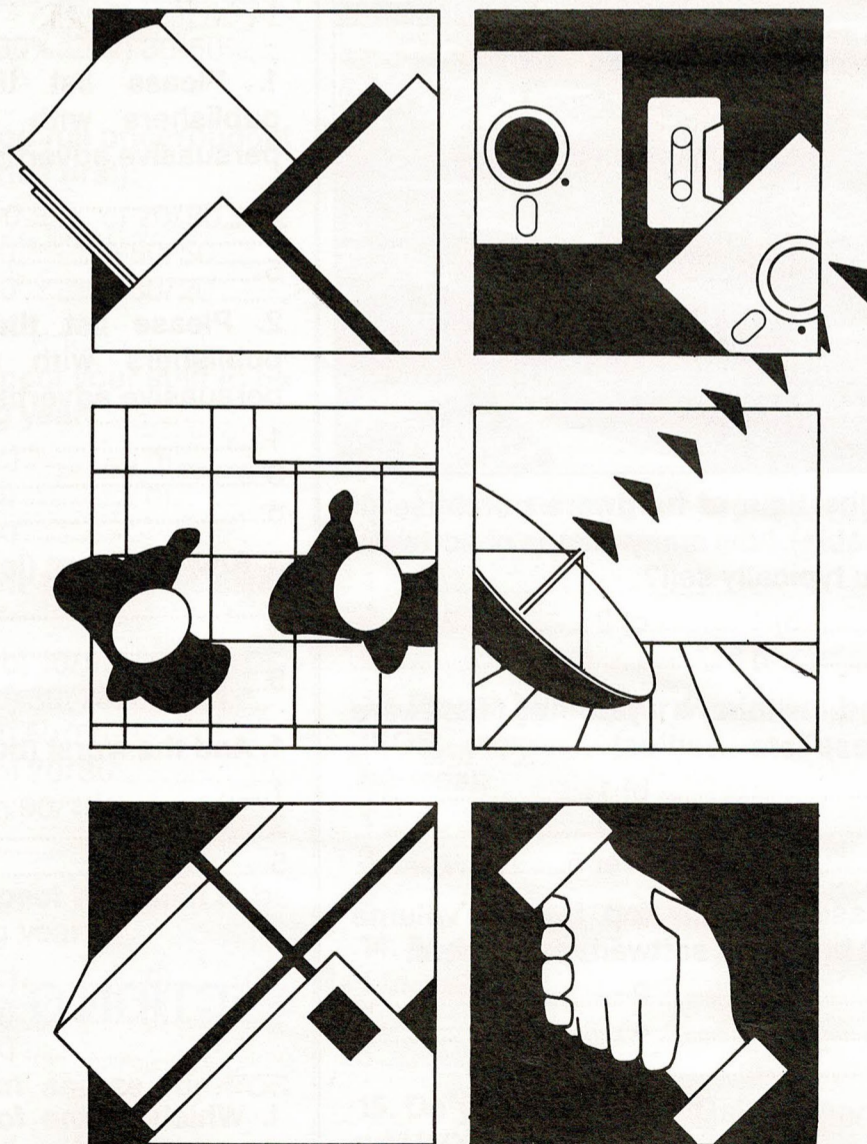
Database Software is a leading player in the busy software market, publishing such acclaimed titles as Mini Office, Mini Office II, Mini Office Professional for the PC and Amstrad PCW, and two other top-selling packages for the PCW: The Desktop Publisher and MasterScan. These products will soon be joined by innovative productivity packages for the Atari ST and Amiga.



Mandarin Software was launched in March 1988 and immediately signed up companies such as Level 9, Bubble Bus, Red Rat and Jawx from France to produce software destined to become classics in their field. Each product, whether an adventure like Time and Magik or a games creating package such as STOS Basic for the Atari ST, is aggressively marketed to ensure maximum sales.

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# ION GUIDE

	FUTURE DEVELOPMENTS	ACTIVE DEALERS	CONTACT/PHONE	SPECIAL OFFERS
	Lots of exciting new product	70	Tina Mullen 031 557 4242	Phone for details
	Commodore Amiga Business software range	500	David Neal 021 356 3388	D-base II
	Amstrad network	300-500	Linda Norward 0274 722512	GST FirstWord +
	Two clip art packs for <i>Migraph</i> and <i>Ciber Sculpt</i> and <i>Ciber Texture</i> for <i>Antic</i>	300	Paul Ward 0480 496789	Two clip art packs at special price of £69.95
	Largest growth in presentation area	60-70	Richard Keedy 0256 463344	Phone for details
	Updated prices due shortly	300+	Chris Perry 0245 460788	PCW 8256 fabric ribbons
	Fax cards	400	Rita Bailey 0279 412441	Amstrad modems
	Ever expanding range of Schneider	850	Peter Leighton 0532 621111	Map networking systems - big discounts
	<i>Professional Draw</i>	200	Keith Howel 0895 444433	None
	Atari music software	750	Ken Abrahams 0202 745744	Free Atari software with 10-40 stfm
	Amiga accountant software	130	Paul Johnson 0392 50434	Phone for details
	Phone for details	500	Laura Hibbard 0604 768711	Phone for details
	Too numerous to mention	500+	Geoffrey 01 965 5555	Various - phone for details
	Phone for details	1-200	Nick Fox 0908 74000	Phone for details
	<i>TopDos</i> , <i>VP Planner</i> family, <i>800+ NewWord</i>	800+	Alan Smith 0245 265017	<i>VP Planner</i> promo pack at £19.95. Dealers can buy 5 for £160 (r.r.p. £340).
	None	800	Andrew Lord 0706 217744	Phone for details
	<i>Sculpt 4D</i>	120	Paul Burgess 01 330 7166	<i>Movie Setter</i>
	Spring catalogue	250	Finuala Kavanagh 0977 795544	Phone for details
	<i>Pagestream</i>	300+	Alec Northfield 01 300 3399	None
	Moving more and more into hardware	2,000	Richard North 01 568 8866	None on software
	Phone for details	1200	Matt Line 01-357 6424	Vouchers with SPC product. Free <i>Gem Draw</i> - with order for 2 <i>Gem DTP</i> or <i>Gem Presentation</i>

# ION GUIDE

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# TOP 30 Business Software

We have compiled this new chart (based on our sales to independant retailers), with your interests in mind. We will be updating the information every month. We hope you will find the chart a useful indication of the way the market is moving!

1. **Wordstar Express** *Wordprocessor*
2. **SuperCalc 3.21** *Spreadsheet*
3. **Accountant Plus** *Accounts*
4. **Turbo PASCAL V.5** *Language*
5. **Link Master** *Utility*
6. **Ability Plus** *Integrated Package*
7. **Amstrad MC2400** *Communications*
8. **Wordperfect** *Wordprocessor*
9. **Retrieve III** *Database*
10. **Turbo C v.2** *Language*
11. **Top Copy Plus** *Wordprocessor*
12. **1st Word Plus** *Wordprocessor*
13. **AccountsMaster** *Accounts*
14. **Mini Office Professional** *Integrated Package*
15. **Fleet St Editor v3** *DTP*
16. **Amstrad SM2400** *Communications*
17. **DTP Solution III** *DTP*
18. **TurboCad** *Graphic*
19. **MAP Integrated Accounts** *Accounts*
20. **VP Planner plus** *Spreadsheet*
21. **InfoMaster** *Database*
22. **TAS Plus** *Database*
23. **Eight in One** *Integrated Package*
24. **Money Manager PC** *Accounts*
25. **File Rescue plus** *Utility*
26. **Turbo BASIC v.1.1** *Language*
27. **Autosketch** *Graphic*
28. **Logitek Mouse** *Peripheral*
29. **3.5" External Drive (1512/1640)** *Peripheral*
30. **ScanMan** *Peripheral*

● **Bestselling Amiga package: Kind Words**

● **Bestselling ST package: SuperBase II**

**Products to look out for:**

'Scope', an Accounts enhancement from GFK Technology  
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 Janice Gallagher, **Gem Distribution Ltd**,  
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# PACK UP YOUR TROUBLES

The race to fill in the gap between £399 pre-Christmas Amiga and £479 March Amiga began at the turn of the year. SDL came up with an aggressive all-in-one pack and several distributors began replying with their own packs last week. Commodore, meanwhile, is insisting that it has taken a backseat in the whole affair. DAVE ROBERTS talks to almost all concerned . . .

**B**UNDLE! Remember when that familiar cry rang round the schoolyard and suddenly there was mass confusion with everyone joining in, no one really knowing what was going on and a few people getting hurt and complaining very loudly? Nothing changes.

This time the fracas seems to have been sparked by SDL's aggressive £399 TenStar Amiga bundle which was made available towards the end of '88. Now everyone's joining in and it looks like disorder will reign until Commodore itself moves in its big guns with a projected £479 bundle in March.

For now though it's the distributors themselves (with a nudge from Commodore here and there) that are putting together their own resuscitation packs for a product that may just have been running out of breath after the Christmas surge.

The details of the packs are like the games themselves - they differ slightly but they're not really important. For there are really only two sides involved in this game, SDL and the rest.

At SDL, when they say bundle, they mean bundle. The dealer gets his Amiga with 10 extra games which he must then pass on to the consumer in one package to retail for the standard Amiga price of £399. With the pack costing an extra £12 at trade price and margins being pretty tight on the Amiga anyway this may not prove to be immensely popular in retailer land.

It will, however, be a surefire success in SDL's mail order outlet and Silica shops - both of which are supported by national advertising.

Despite such cynical doubts, though, the firm's marketing manager John Arundel claims that the pack is "proving

extremely popular" and dismisses all subsequent attempts as "a simple case of follow my leader".

He continues: "We firmly believe that a consumer shouldn't be charged for games that are included in a bundle. One of the original ideas behind our pack was to stop dealer discounting which nobody wants. We realised that we had to provide an incentive for the consumer to carry on buying the Amiga after Christmas and this way we avoid price cutting."

### Talking shop (again)

**M**any other distributors, however, are not so charitable in their estimations as to the motives behind SDL's move. They seem to think it was a decision led by the firm's role as a retailer and not as a distributor.

ZCL boss Don Carter expands: "SDL have made the prospect of bundling a very disadvantageous one and it's obvious that they've showed their true colours as a mail order firm first and foremost. It's also a very damaging trend because here is a distributor that obviously wants to be a force in retailing and if we all thought like that then where would the retailer be?"

Where indeed? To combat these events that Carter finds so perturbing he has joined Lightning, Addons and possibly Microdealer in offering an alternative. In this case the retailer still pays £12 extra, he still gets around 10 free games but the difference is that he gets games that he can either bundle with the machine or put on the shelf to make a nice little profit.

Addons marketing manager Jonathan Anderson explains: "When the TenStar was announced all the distributors suddenly thought 'Everyone's going to have to buy from SDL,

we can't have that'. So we got together, told Commodore we weren't happy with the situation and asked them if we could do something about it."

Commodore came back with a pool of games to be dipped into when making up a rival bundle. It was then left up to Anderson himself to put the package together. He was chosen because until the end of '88 he had actually been at SDL where - not surprisingly - he had picked up some experience of bundling.

According to both Anderson and Carter the flexibility of their pack makes it by far the most attractive to a retailer who, in theory, can put as many or as few of the free games in with the machine.

### Split decision making

**I**n practice though won't a dealer be forced in to bundling all the software due to SDL's advertising campaign for its retail outlet making the public aware that if he shops around a ten game bundle can be found?

Here views differ. Carter: "There will of course be a problem along those lines but in the end I'm not too despondent about the whole thing because I really don't believe that the majority of people out there are aware of the SDL offer."

Anderson: "If I'm a retailer and I see that Silica are offering ten games I've got to ask myself do I want to sell this product or not? And if the answer is yes then I have to put in all the games. Some are bound to be greedy and hold on to a few titles but that would really be a bad move."

Of course, it's still not clear which one is right, but the point is, they would both argue, that the bundle offers choices rather than ultimatums.

As to whether or not this new package represents the first official Commodore



Some would argue that SDL started all the Amiga bundling...

bundle for the Amiga, yet again confusion reigns. Anderson says yes, Carter says no and Commodore itself is bewilderingly ambivalent. The firm's marketing manager Dean Barrett comments: "The distributors were worried and wanted a bundle. We gave them some contacts and ideas. We didn't actually put the bundle together, though we did help them get some of the software."

Well that's that sorted out then. On something of a clearer note all seem to agree about the generally positive contribution of bundling as a concept. Carter at ZCL describes the affect of recent bundles as "sensational and vital".

Atari, of course, has always loved a good bundle as well as being involved in some not so good ones. Anderson, however, has a few words of warn-

ing for the firm that announces new bundles almost as often as it announces new machines. "I think they are going over the top a bit now. You see the nice thing about Commodore is that the pack has a real perceived value. With Atari when you open it you just get a wallet full of games falling all over you, plus we get a lot of returns from those packs because of

Continued on page 23



...Whilst others would blame Atari's aggressive marketing

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Amstrad PC1640 Single Drive ECD	918.85	660.00
Star LC10 Parallel F&T NLQ Printer	297.85	152.99
Star LC2410 Parallel F&T NLQ Printer	458.85	251.37
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# PART FOUR: THE FUTURE'S SO BRIGHT

In which THE DAGGER ruminates during a rare period of market inactivity which — like everything else in this business — has been taken to extremes . . .

Well goodness me hasn't the industry slipped quietly into a post-Christmas coma? Once-healthy sales pitches lie unused by larynxes everywhere, while ideas the size of dogs get front-page prominence where previous they would have been worthy of maybe three column inches on page five. Such is the atrophy it seems hardly worth

asking if you had a good Christmas/New Year — one can only assume you did because there's so little motivation this year so far. Black marks, by the way, to those whose Chrissie cards arrived in the New Year — own up, it was just because you unsuspectingly got ambushed by a late card from The Dagger wasn't it?

The promised software win-

ners for this month have yet to appear — unless you count US Gold's *LED Storm* which I don't. Otherwise it's the usual story of broken promises and screwed-up deliveries. Activision's *Afterburner* and Ocean's *In-Crowd* seem to be the worst offenders, with *Barbarian II* coming up strongly for a winning position by the end of the month. Here we go again.

People sometimes ask me where I see the market going over the next couple of years (they don't actually but it's as good an intro as any). And verily, I say unto them: 'Go ask Clement Chambers.' For it is well known that the CRL superno has managed, using the huge vocal powers of persuasion at his disposal, to act as a veritable fountain of truths, half-truths and wish-fulfillment prophecies. In so doing he has managed to offend almost everyone in the industry at one time or another over the last five years or so.

However, strange-but-true though it may be, we all love him

really. I'm only saying this because I know Clement is having a hard time parrying electronic Arts' rather effective legal representatives at the moment. Indeed, only last week he received what he briskly told the Dagger was 'a 200 page document from EA's m'learned friends. Much though I'm almost certain that EA has a good case — Clem doesn't so much skate on thin ice as stomp up and down on it with his wellies on — it would seem to be appropriate to wish Clem all the best in his chosen occupation at this stage. Now about that last invoice Clem . . .



CHAMBERS: We all love him really

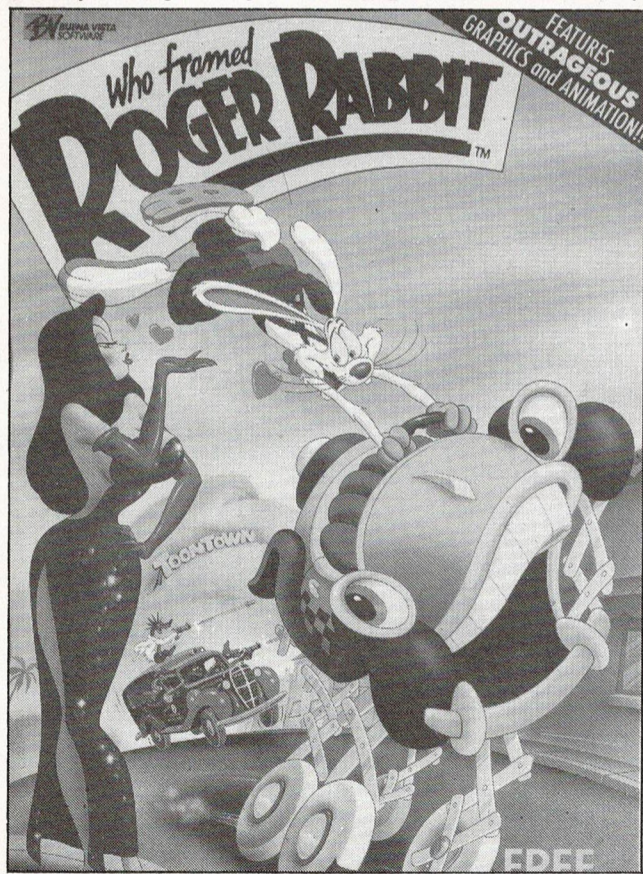
Anyway the point about that last intro was to get on to the main point of this week's column. The Dagger's Preditions for the Future of the Computing Industry. By that I mean the games industry of course — the rest of the market is predictably tied up in 'Let's follow IBM but do it cheaper' shenanigans which don't make for very exciting reading.

So what have we got? Already this year has seen a couple of strong hints in the form of Melbourne House's *War in Middle Earth* and Titus' *Dragon's Lair*. Both take Dungeons and Dragons on computers to new limits. Within two years I expect to see games developed along these lines coming out with speech recognition, with moves entered by

talking and/or using touch screens, which should be standard by then. Also, the size of screens will increase — but they won't be based on the cathode ray tube, but rather on a non-radiation equivalent which won't include bit-mapping but will feature a development of liquid crystal display technology which will make our current graphics look like drawings on caves.

I mean, have you seen *Roger Rabbit* yet? That's what we can expect to be happening in computer games in 1990. Living experience on-screen. Also the hardware market will settle down with two or three machines, rather than the dozens or so available today. Which means that software publishers can really concentrate on producing the best games, rather than what happens at the moment which is largely based on marketing. In other words, buy an arcade licence, advertise it on all formats, and sell it hard in the first week until the market clicks it's just another two-week wonder. Move over *LED Storm*, let's see what *Verminator* can do.

Plus if we have voice recognition over the phone there's lots of nice options on games. Congrats to Melbourne and Titus for starting the ball rolling. Although with six disks for *Dragons Lair*, it might be worth writing the game to a hard disk and selling the whole lot for a special price...



The future's so bright...

Naff marketing prize so far this year goes to Cumana for its hugely over-priced hard disk for the PPC portable. At £533, the 20 MByte hard drive brings the total cost of the gear up to about £1,100. At the same time — natch — the whole thing becomes completely unportable, thus defeat-

ing the whole object of the exercise because for £1,100 you could buy a nice colour EGA machine or at least a CGA with 20 MByte hard disk in already. But then, the PPC is a somewhat curious beastie. Those that have one, swear by it. Those that don't laugh. Progress is a rum

old thing. If you see this hard drive bolted on to a PPC it'll remind you of the Shuttle sitting atop a jumbo. Or, to paraphrase Alan Sugar, it reminds me of a pregnant rhinoceros — if that's not being too unkind to an endangered species. Bye now!

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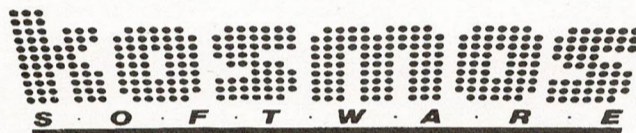
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# JUST WHERE DOES CHARITY BEGIN?

A merest mention of the word charity is enough to send some people running for cover (and in some cases, enough to start the criticism flowing). But the leisure industry once again is seeking to raise upwards of £50,000 for an under privileged sector of society — this time for the National Autistic Society. KELLY BESWICK looks at how that target can be achieved and how the industry is likely to respond . . .

The sight of Domark's Mark Strachan standing on the stage provocatively peeling off his kilt to the jeers and cheers of a well oiled audience tends to belie the seriousness of the occasion. For behind the fun and frolics much needed cash was being raised to help sufferers of a devastating mental handicap — and it is this fact that shouldn't be forgotten.

Strachan's act was part of a money raising stunt for this year's industry charity — the National Autistic Society. The InDin, as it has become affectionately known, is the venue for the charity launch and things got off the starting block with the audience pledging money. In return a few brave individuals performed what appeared to be strange pagan rituals and with the wine flowing freely a good time was had by all. Everyone comes away with a warm glow — partly from the alcohol and partly from the knowledge they have done something worthwhile. And for many that's where it ends.

Obviously it's difficult to keep up the momentum of the appeal throughout the course of the year, a job that the organisers know only too well. Indeed, such is the short term memory of some people that the 1986 InDin saw many unfulfilled pledges, with only



NAS patron Jane Asher — aiding a severely underpublicised charity.

£12,000 of the original £20,000 being collected for the NSPCC.

Following this, the 1988 compilation for the NSPCC and the Great Ormond Street Wishing Well Appeal did not materialise — which must raise the question of whether the industry is suffering from a hefty dose of compassion fatigue.

But on a more optimistic note, this year's charity has got

off to a good start, with some £15,000 being pledged on the launch night. The next stage in the plan is to get that money in and get a compilation out, which if successful will be the fourth charity compilation produced by the industry.

The task of touting for titles is unfortunately not an easy one — which clearly goes some way to explaining the absence of last year's compilation. It's always difficult to get people to

offer something for nothing, especially with the organisers looking for strong titles rather than obscure games from back-catalogues. It is ironic that it was in fact an industry charity — Soft Aid in 1985 — that opened up the currently lucrative market for compilations. So, one would hope that this fact will be considered when the various software houses are approached.

It is expected that this year's

compilation will be for both 16-bit and 8-bit machines, with the money raised from the 8-bit title going to the NSPCC and Great Ormond Street. Whilst this would be honouring the 1987/88 charities, it will obviously mean that less money will be raised for the NAS. Greg Ingham, who launched the charity at this year's InDin is sceptical that such a cross over will work, and believes that ultimately it will

only serve to confuse. "I think there should be one compilation for one charity. The whole idea sounds very messy, and a bit like yesterday's leftovers being served up."

## May 4th be with you

Ingham is behind the idea of this year's Industry Day of Action, pencilled in for May 4th. "It's an opportunity for the industry to set aside a day in which it will do whatever it can to raise money for the NAS. For example, a magazine company could pass on a certain percentage of its sales for that particular day, and distribution firms could do the same. The feedback so far has been positive and with the right amount of coverage it will snowball. The possibilities are endless and this is where the imagination of the PR guys comes in, with charity football matches, competitions and raffles."

The organisers have set a target of £50,000, with the bulk of the money obviously coming from the 16-bit compilation. The fact that autism was chosen as this year's charity fits in with the idea of the industry giving some money back to those that it most relies on to make its living — kids.

Yet as NAS' appeal organiser Judith Henry

Continued on page 23

## BOOTS CONFIRM DIRECTIVE-OFFICIAL RECOMMENDING MAGNAM'S STYLE FOR PACKAGING

16-1-89 CTW ISSUE 219

### Boots ban more boxes

The UK's biggest games retailer has pointed out that "sleeving plain boxes presents problems and is unacceptable to us". In a directive sent to all software houses the firm pointed out that such packaging is "easily tattered". It went on to recommend "MAGNAM STYLE BLACK PLASTIC SOFTBOXES WHICH ARE NOT ONLY DURABLE BUT ALSO FLEXIBLE".

Boots present packaging requirements are as follows:

- Budget — single audio cassette box.
- 8-bit cassette — double audio cassette box.

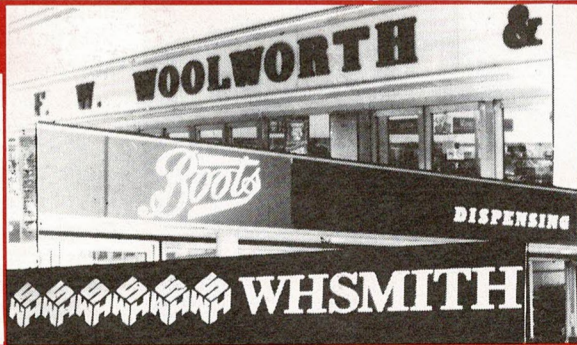
- 8-bit compilations — soft-box size (182x152mm), artwork should be landscape.
- 8-bit disk — double audio cassette box or compact disk size case.

- 16-bit and IBM PC compatible — softbox size (182x152mm), artwork must be portrait or compact disk size case.

13-6-88 CTW ISSUE 190

### Chains link up in new games ruling

Unprecedented agreement on leisure software packaging has been arrived at by the three leading multiple chains.



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On the ground floor The British Microcomputer Federation Information stand will form the nerve centre for the whole Forum. Allowing dealers to register for a range of exciting seminars, see the products and learn how to market them more effectively.

The upper level will predominantly contain traditional exhibition units for those of you who'd like to talk in a less formal atmosphere. But of course, the Forums flexible format allows you to visit both seminars and the exhibition as you wish.

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# The Release Schedule

23/1/89  
WEEK 3

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OUT NOW	U.S.GOLD
END JAN	PSYGNOSIS/PSYCLAPSE
FEB/MARCH	PALACE
LATE JAN	OCEAN
MID JAN	ERE/INFOGRAMES
OUT NOW	EPYX/U.S.GOLD
OUT NOW	PSYGNOSIS/PSYCLAPSE
FEBRUARY	TYNESOFT
END FEB	OUTLAW
MID FEB	TITUS
FEBRUARY 7	HEWSON
OUT NOW	GREMLIN
LATE FEB	ELECTRONIC ARTS
OUT NOW	ELECTRONIC ARTS
OUT NOW	MIRRORSOFT
OUT NOW	COKTEL VISION
JANUARY 27	TITUS
FEBRUARY 14	PANDORA
OUT NOW	GREMLIN
OUT NOW	U.S.GOLD
OUT NOW	NOVAGEN
OUT NOW	AUDIOGENIC
OUT NOW	SATORY
JANUARY 25	ELECTRIC DREAMS
IMMINENT	SYSTEM 3
IMMINENT	MICROPROSE
OUT NOW	SILMARILS
LATE FEB	INTERPLAY/EA
OUT NOW	EXXOS
MID FEB	E.A.S.
FEBRUARY	OUTLAW
LATE FEB	UBI SOFT
END JAN	ELECTRIC DREAMS
OUT NOW	TYNESOFT
OUT NOW	GREMLIN
LATE JAN	INFOGRAMES
OUT NOW	AGAIN AGAIN
IMMINENT	CAPCOM/U.S.GOLD
OUT NOW	AGAIN AGAIN
OUT NOW	CINEMAWARE
OUT NOW	E.A.S.
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LATE FEB	ELECTRONIC ARTS
OUT NOW	E.A.S.

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LATE FEB	ELECTRONIC ARTS
MID FEB	TITUS
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FEBRUARY 7	GREMLIN
FEBRUARY 7	GREMLIN
OUT NOW	TITUS
OUT NOW	TITUS
FEBRUARY 14	GREMLIN
FEBRUARY 14	GREMLIN
JANUARY 25	ELECTRIC DREAMS
JANUARY 25	ELECTRIC DREAMS
OUT NOW	SUMMIT
OUT NOW	ELECTRIC DREAMS
OUT NOW	GREMLIN
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OUT NOW	TYNESOFT
FEBRUARY	OUTLAW
OUT NOW	TITUS
MID FEB	HEWSON
FEBRUARY 7	GREMLIN
FEBRUARY 16	SOFTWARE HORIZONS
EARLY FEB	DIGITAL INTEGRATION
OUT NOW	MIRRORSOFT
JANUARY 31	GREMLIN
LATE FEB	UBI SOFT
OUT NOW	COKTEL VISION
LATE FEB	ELECTRONIC ARTS
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JANUARY 27	PANDORA
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OUT NOW	AUDIOGENIC
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LATE JAN	COBRA/INFOGRAMES
LATE JAN	COBRA/INFOGRAMES
IMMINENT	PALACE
OUT NOW	TYNESOFT
OUT NOW	TYNESOFT
FEBRUARY 7	GREMLIN
FEBRUARY 7	GREMLIN
OUT NOW	FIREBIRD
OUT NOW	FIREBIRD
JANUARY 25	RAINBIRD
FEBRUARY 14	GREMLIN
FEBRUARY 14	GREMLIN
IMMINENT	ACCOLADE/EA
IMMINENT	ACCOLADE/EA
LATE JAN	INFOGRAMES
LATE JAN	INFOGRAMES
JANUARY 25	ELECTRIC DREAMS
JANUARY 25	ELECTRIC DREAMS
EARLY FEB	UBI SOFT
EARLY FEB	UBI SOFT
OUT NOW	ELECTRONIC ARTS
OUT NOW	SUMMIT
LATE FEB	ELECTRONIC ARTS
IMMINENT	ELECTRONIC ARTS
OUT NOW	ELECTRIC DREAMS
LATE JAN	CINEMAWARE
OUT NOW	ACCOLADE/EA
OUT NOW	ACCOLADE/EA
LATE FEB	UBI SOFT
LATE FEB	UBI SOFT
OUT NOW	LOGOTRON
OUT NOW	LOGOTRON
JANUARY 25	PLAYERS
OUT NOW	TYNESOFT
OUT NOW	TYNESOFT
OUT NOW	ACCOLADE/EA
IMMINENT	ACCOLADE/EA
OUT NOW	CDS
OUT NOW	CDS
OUT NOW	GREMLIN
OUT NOW	GREMLIN
OUT NOW	SUMMIT
OUT NOW	AGAIN AGAIN
OUT NOW	AGAIN AGAIN
JANUARY 25	PLAYERS
MID FEB	MELBOURNE HOUSE
MID FEB	MELBOURNE HOUSE
OUT NOW	SUPERSOFT
OUT NOW	SUPERSOFT

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STRIKEFLEET	5.25	24.95
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THE BARD'S TALE II	5.25	24.95
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ZANY GOLF	3.5+5.25	24.95

OUT NOW	COKTEL VISION
FEBRUARY 15	ELECTRONIC ARTS
OUT NOW	INTERPLAY/EA
OUT NOW	INTERPLAY/EA
FEBRUARY	ERE/INFOGRAMES
OUT NOW	TYNESOFT
END FEB	TITUS
END JAN	DIGITAL INTEGRATION
JANUARY 26	ACCOLADE/EA
OUT NOW	COKTEL VISION
OUT NOW	TITUS
OUT NOW	ACCOLADE/EA
OUT NOW	ACCOLADE/EA
OUT NOW	SSG
OUT NOW	INFOGRAMES
OUT NOW	SILMARILS
LATE FEB	ELECTRONIC ARTS
OUT NOW	TITUS
LATE FEB	UBI SOFT
LATE FEB	UBI SOFT
OUT NOW	ACCOLADE/EA
LATE FEB	UBI SOFT
LATE FEB	UBI SOFT
OUT NOW	IMAGE WORKS
OUT NOW	LOGOTRON
OUT NOW	LOGOTRON
OUT NOW	ELECTRONIC ARTS
OUT NOW	ELECTRONIC ARTS
LATE FEB	ACCOLADE/EA
OUT NOW	ELECTRONIC ARTS
OUT NOW	ELECTRONIC ARTS
OUT NOW	ACCOLADE/EA
IMMINENT	MICROPROSE
MID FEB	MELBOURNE HOUSE
FEBRUARY 1	ELECTRONIC ARTS
OUT NOW	ELECTRONIC ARTS

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FEBRUARY	RAINBIRD
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OUT NOW	AGAIN AGAIN
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OUT NOW	PALACE
LATE JAN	EXXOS
OUT NOW	SUPERSOFT

# ALL FORMATS TOP 40

TW	LW	WK	Title	Publisher	Formats
1	2	4	ROBOCOP	OCEAN	SP CD AM
2	1	6	OPERATION WOLF	OCEAN	SP CD AM ST AG
3	3	47	GHOSTBUSTERS	MASTERTRONIC	SP CD AM AT MS
4	5	6	AFTER BURNER	ACTIVISION	SP CD AM ST
5	4	7	DOUBLE DRAGON	MELBOURNE HOUSE	SP CD ST AG
6	6	5	THUNDER BLADE	US GOLD	SP CD AM ST AG
7	8	6	GIANTS	US GOLD	SP CD AM
8	11	14	JOE BLADE 2	PLAYERS	SP CD AM BB EL ST
9	9	3	FALCON	MIRRORSOFT	ST AG
10	40	53	KIK START 2	MASTERTRONIC	SP CD AM AG
11	27	5	KNIGHTMARE	MASTERTRONIC	SP CD AM MS ST
12	7	2	THROUGH THE TRAP DOOR	ALTERNATIVE	SP CD AM
13	21	10	FOOTBALLER OF THE YEAR	KIXX	SP CD AM C1 ST AG
14	23	19	GAUNTLET	KIXX	SP CD AM AT MS ST
15	17	18	BOMB JACK	ENCORE	SP CD AM BB
16	12	33	YOGI BEAR	ALTERNATIVE	SP CD AM
17	13	5	R-TYPE	ELECTRIC DREAMS	SP CD AM ST
18	25	2	BACK TO SKOOL	ALTERNATIVE	SP
19	13	10	SKOOLDAZE	ALTERNATIVE	SP CD
20	14	6	BMX NINJA	ALTERNATIVE	SP CD AM
21	20	5	COMMANDO	ENCORE	SP CD AM
22	10	12	END ZONE	ALTERNATIVE	SP CD AM
23	16	12	ADVANCED PINBALL SIM	CODE MASTERS	SP AM
24	RE	3	JET SET WILLY	MASTERTRONIC	SP CD AM BB EL C1 AT MS
25	RE	5	MOTORBIKE MADNESS	MASTERTRONIC	SP CD ST AG
26	24	3	YABBA DABBA DOO	BUGBYTE	SP CD AM
27	25	2	WAY OF THE TIGER	KIXX	SP CD AM
28	15	32	GRAND PRIX SIMULATOR	CODE MASTERS	SP AM
29	RE	4	LEADERBOARD	KIXX	SP CD AM AT ST AG
30	36	28	FOOTBALL MANAGER 2	ADDICTIVE	SP CD AM ST AG
31	28	49	SUPER STUNTMAN	CODE MASTERS	SP CD AM
32	29	28	AIR WOLF	ENCORE	SP CD AM BB ST AT
33	22	3	POPEYE	ALTERNATIVE	SP CD AM
34	RE	5	FRUIT MACHINE SIMULATOR	CODE MASTERS	SP CD AM
35	38	3	ACE 2	CASCADE	SP CD AM
36	RE	1	IN CROWD	OCEAN	SP CD AM
37	RE	1	INTERNATIONAL RUGBY SIM.	CODE MASTERS	SP CD AM
38	RE	1	BATMAN	OCEAN	SP CD AM
39	32	26	EUROPEAN FIVE A SIDE	FIREBIRD	SP CD AM
40	RE	1	TAITO COIN-OPS	OCEAN	SP CD AM

## SHARE OF SALES BY PUBLISHER

Publisher	Units sold (%)			
	This week	Last week	4 wks ago	12 wks ago
ALTERNATIVE	11.6	12.8	8.5	11.0
MASTERTRONIC	11.5	10.8	16.7	11.2
OCEAN	10.7	9.8	10.8	5.4
CODE MASTERS	9.0	11.2	8.8	8.4
FIREBIRD	6.5	7.1	6.1	8.8
US GOLD	5.4	5.2	5.4	5.1
KIXX	4.2	3.8	3.9	2.2
ENCORE	3.4	3.3	3.8	5.3
PLAYERS	2.9	2.8	2.8	4.7
ACTIVISION	2.5	2.1	3.3	—
MIRRORSOFT	2.0	1.9	1.6	—
MELBOURNE HOUSE	1.9	1.8	2.7	—
CASCADE	1.3	1.4	1.0	2.0
ELECTRIC DREAMS	1.3	1.2	1.1	—
BUGBYTE	1.1	1.1	0.8	1.1
DOMARK	1.1	1.0	1.0	—
MICROPROSE	1.1	1.0	1.2	0.8
RACK-IT	1.1	1.0	1.0	1.2
SEGA	1.1	1.1	1.2	—
ATLANTIS	1.0	0.8	0.9	1.2
GREMLIN GRAPHICS	1.0	1.0	—	—
ELITE	0.9	0.8	0.8	1.6
SUPERIOR	0.9	0.8	—	—
ADDICTIVE	0.3	0.7	0.8	1.5
ZEPPELIN	0.3	—	—	—

## SHARE OF SALES BY MACHINE

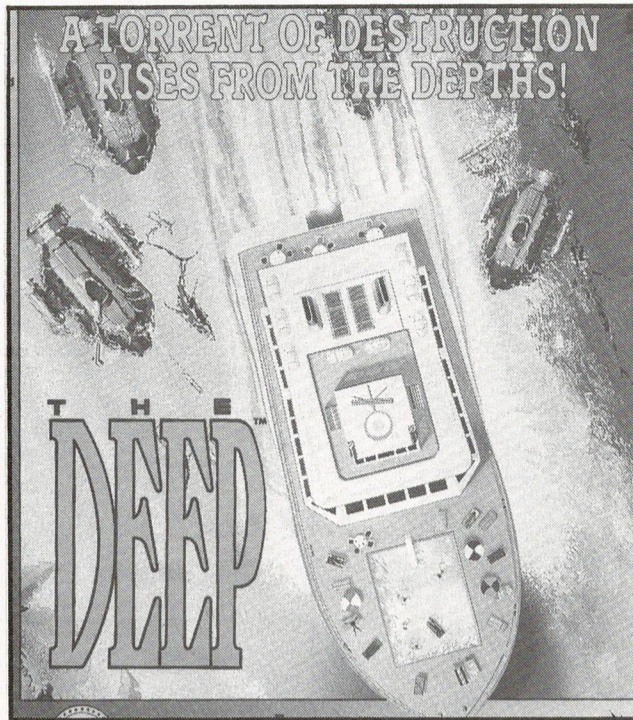
Machine	Units sold (%)				Titles sold (%)			
	This week	Last week	4 wks ago	12 wks ago	This week	Last week	4 wks ago	12 wks ago
SPECTRUM	45.2	44.4	41.5	44.1	29.8	28.9	27.9	30.6
COMMODORE 64	25.3	20.9	22.4	24.9	22.8	22.7	21.5	24.7
AMSTRAD	15.8	16.9	16.0	16.8	18.0	17.3	17.1	19.1
ATARI ST	4.4	4.6	6.2	5.4	9.1	8.7	8.6	7.9
AMIGA	3.2	3.6	3.5	2.5	5.2	5.4	6.9	4.1
ATARI	2.0	2.7	1.3	1.1	4.0	4.7	3.4	1.8
BBC	1.5	1.6	1.3	1.3	2.7	2.8	3.4	2.9
ELECTRON	1.3	1.3	0.5	0.8	1.8	2.5	1.5	1.4
COMMODORE 16	1.0	1.4	1.5	0.7	1.9	2.8	2.4	1.7

## AVERAGE SALES PER PANEL SHOP

This week	Units Sold		
	Last week	4 wks ago	12 wks ago
129	261	111	55

# 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.



**CODE MASTERS: BMX Simulator II** (SpAm-£2.99) If this does half as well as the original *BMX* — which has spent 5 squillions of as Maths homework, Code Masters should be happy. After all, with the new £2.99 pricepoint there's more money to be made for everyone.

**ELECTRONIC ARTS: Zany Golf** (ST-£24.95) EA is starting to build up its number of ST releases nicely — not a bad move really considering there's probably as many of these around as there are Amigas and games PCs put together. This, of course, is another variation on the well worn crazy golf theme.

**DOMARK: Bob's Full House** (SpAmC64BBC-£5.95-£12.95) The TV Games label rumbles on, this time with a computerised version of Uncle Bob's Beeb bingo quiz. Probably one for the younger games buyer this.

**FIREBIRD: GI Hero** (AmC64-£9.95-£14.99) Firebird appears to have gone a bit quiet in terms of full-price success of late. This arcade

wargame will appeal to all those who love shooting gooks and fighting for the American way. But just where's the free can of Coke and Big Mac with regular fries?

**RAINBIRD: Fish** (ArcSpPCWC64Mac-£15.99-£34.99) You just can't argue with these epic adventures Rainbird chucks out every few months. They always sell well, they always get good reviews and they have plenty of extras, thus adding to perceived value. The kids may find them about as interesting as a Maths homework, but the computer yuppies love them to bits.

**CODE MASTERS: Advanced Rugby Simulator** (ST-£19.99) A second mention for the Coders in this week's column. This time it's for the grown up version of the recently released rugby sim, which only cost £2.99 on 8-bit. The jump to £20 is apparently justified by the word 'advanced' popping up on the title. This means there are lots of added features (and the graphics are a lot better too).

**PSS: Firezone** (PC,C64-£12.99-£24.99) Considering that this is a PSS game it will surely come as no surprise that it involves the usual mixture of scrolling maps and strategical placing of armies. The only difference really is that it's all set in the 21st Century.

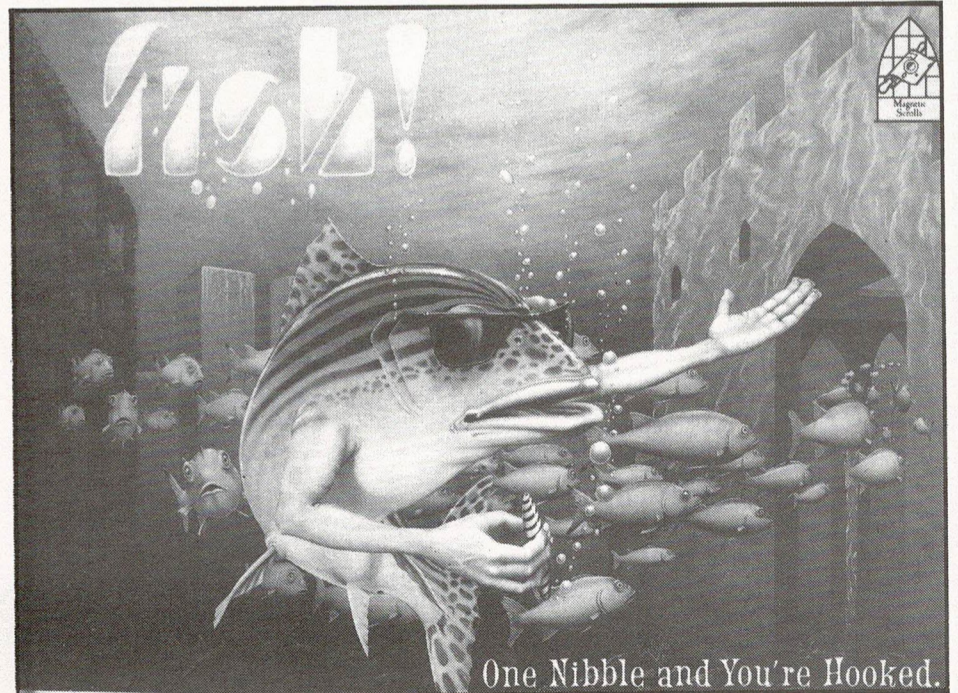
**CINEMAWARE: Rocket Ranger** (C64-£14.99) One of Mirrorsoft's prized possessions makes its way onto the trusty 64. The 'stunning' arcade graphics which raised so many eyebrows on the 16-bit versions are apparently still here, although perhaps not quite to the same degree.

**GREMLIN: Muncher** (SpC64-£7.99-£14.99) Tying in with Gremlin's Chewits sponsorship deal, this game features the sweet brand's mascot eating everything in sight. Er, that's it.

**US GOLD: The Deep** (SpC64AmSTAgPC-£8.99-£24.99) It certainly can get a bit tough to keep track of Gold's releases sometimes. This has been reviewed here and there and has already appeared in this column once. But if Gold says it's only just come out, it's only just come out.

**MICROPROSE: Airborne Ranger** (Am-£14.95-£19.95) This is MicroProse's first ever arcade title finally making it onto the Amstrad 8-bit range. The price is a bit high, but then again Prose has a habit of making sure the package looks worth the money if nothing else.

**ENCORE: Sabateur, Commando, Bombjack, Battleships, Combat Lynx, Air Wolf, Frank Bruno's Boxing** (C64 (disk)-£4.99) A fair deluge of budget disk games for the CBM owner. All represent good value at just under a fiver.



One Nibble and You're Hooked.

**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 SPEAKEASY**

**You win sum,  
you lose sum**

I refer to the two letters from one of our programmers, Andrew Beale (CTW October 17th and November 21st).

First I wish to point out how utterly astonished we were that Andrew should write to you, without first trying to clear up his questions with us directly. Even so, we remain very concerned that he should 'air his dirty linen in public' in this way - for we cannot really see why your readers should be interested in his financial affairs.

That said, for the record we wish to clarify that quite in contrast to what Mr Beale has said, he has been receiving regular royalty statements during the last 5 years or so since he first wrote a game for us (using we might add, our BASIC Compiler). However, we gather that during the period he moved house, and did not inform us of this. Hence his statements had been going to an old address.

Moreover, I personally met with Mr Beale and explained to him a long while ago now - almost 2 years ago (so old is the last game he ever wrote) - that his royalty account with Softek stood at a substantial negative sum due to credits for returns far exceeding sales on such old product (does anyone remember *Megapede?* Or *Repulsar?*). It was unlikely even if we were

to re-publish his games on a budget label or on a compilation that we could do better than reduce this negative amount.

This remains true today, and now that we have his new address in Chessington we have written to him clarifying that his royalty statement stands currently at an amount of £893.28 owing to us.

We have also expressed to Mr Beale our very great concern indeed that he has made several references to having Palace publish his next game (on the ST, we understand). This is quite impossible, as his agreements with us clearly state that he must allow Softek to publish his next product. We have waited I think more than 3 years for his next game following *Psytraxx*, but despite the length of wait for him to write anything else, he remains still bound by his contract with us. We have similarly written to Palace to clarify that Mr Beale has misled them if he has stated otherwise.

Hopefully, the good news should be that we shall soon be publishing Mr Beale's new game, and that he shall soon be considerably happier as the result of finally starting to receive money from sales again.

Regards  
Dr Tim Langdell  
Softek

**WHAT YOU CES WHAT YOU GET**

Continued from page eight  
*Bubble Bobble*, *Operation Wolf* and *Sky Shark* were on show. *Arkanoid* on the Apple GSII looked fantastic.

Broderbund's U Force for the Nintendo was the subject of great interest throughout each day of the show. Though we will not see it in the UK for some time - so what's new? - one has to say that it is one of the most remarkable peripherals ever seen for any type of machine.

It's basically two Perspex boards housing two circuit boards, forming an 'L' shape

when properly assembled. It is then finished and mounted in a grey casing. Each board is about 12 inches square. The open side of the 'L' faces the player - one board is horizontal, the other vertical. If a player moves his hands around within the U Force surfaces, his hands control the movement of a character, car or plane on the Nintendo system. The application of this to the Nintendo boxing game is stunning - no joystick, just simply your hands carrying out the actions.

There are some 34 affiliate

publishers exhibiting on the Nintendo stands - and yes all had their own office areas. Data East had a novel way of self promotion. A Robert Palmer lookalike on video sang "Data East - we're out to get you" along to *Simply Irresistible*. And yes, Data East even had the Robert Palmer girls.

Akklaim launched *Wrestle Mania*, yet another game featuring America's Hulk Hogan. Bandai had its novel Power Pad system, whilst Teomo had its highly addictive baseball game on show.

Needless to say Sega was dwarfed, but it had some great new products on show. *Walter Payton Football*, *California Games* and *Rambo III* were just a few products that caught the eye.

Speaking to the English contingent, it seemed a very positive show for all. Database Exhibitions were at the show, selling the European Trade Show to the Americans. Enthusiasm for this has stepped up since the confirmation of Egghead boss Larry Foster as the keynote speaker for the April event. Hopefully the US contingent will be as strong here then as the UK presence in Vegas.

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## WHERE DOES CHARITY BEGIN?

Continued from page 18

admits, autism is not an easy charity to put across. "Really it's such a difficult thing to describe and it's not until you've actually been in contact with this severe mental handicap that you can begin to imagine its devastating effect on the whole family. Everyone takes the ability to communicate and be receptive to the outside world for granted, and it is only when you see the autistic child or adult trapped in their own lonely world, indifferent to all around them and even unable to respond to those who love them most dearly that a small glimmer of

understanding can emerge."

Bearing in mind the nature of autism it is hardly surprising that the National Autistic Society is a much underpublicised charity. It is not a clean and tidy ailment that can be neatly described in a heart-rending manner that will capture the public's imagination. The anti-social behaviour of the condition does not lend itself to nice publicity shots and its sufferers are unable to show their gratitude.

The compilation will only be the second time that the NAS has been involved in a sales promotion and Henry stresses that autism is not the

sort of handicap that will shift more goods off the shelf - all of which makes it even more essential that software houses come forward to offer good, strong titles.

Whatever the final amount raised, the money cannot be coming at a better time for the NAS. "The organisation is undergoing a considerable amount of changes at the moment and although we have not identified anything specific for the money, we don't particularly want to tie it just to bricks and mortar. We are concerned in developing services that we already have in embryonic form, and the money could well be spent in

those sort of areas."

### Apathy mustn't rule OK

As mentioned, so far the signs look good for this year's charity, but can the lack of response last year really be attributed to that rather all-encompassing phrase - compassion fatigue? And after this year's initial thrust what's to stop apathy setting in.

In the past some have blamed the organisation of the appeal to be at fault rather than the generosity of the people, arguing that the whole event is too closely associated with Activision and Rod Cousens.

Infogrames' Pauline Gars-

den was closely involved in the 1985/86 charity Off the Hook, which was concerned with the rehabilitation of drug abusers. Off the Hook received much criticism from some sections of the industry, who viewed it as a contentious issue and one that was essentially the victim's own fault. The whole experience appears to have left Garsden somewhat jaded, despite the fact that £70,000 was eventually raised.

Garsden sums up the poor response to last year's industry charity as follows: "From my experience, it's a definite case of the 'I don't want to get involved' syndrome. For many people the InDin and industry

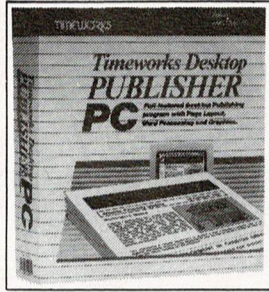
charity is too closely associated with Activision, which then brings into play all manner of personal prejudices. On the other hand, it would appear that Activision have not been swamped with offers of help, so we either forget the whole thing, or let Activision get on with the frustrating task of getting on with the charity work and being castigated as self-seeking do-gooders."

This is a view shared by Ingham. "Obviously the whole thing is closely identified with Rod Cousens, and is seen by some to be his personal bandwagon. But there's an awful lot of easier ways to get personal publicity, and Rod has tried to get a panel of people together to organise the charity. For commercial reasons people are tied to their businesses, and with the best will in the world the nature of the computer market means there is not much time. I feel strongly that Cousens should not be used as a whipping boy."

It's a sad day when personal prejudices are allowed to get in the way of helping to alleviate suffering, be it famine, drug abuse, underprivileged kids or mental handicap. One can only hope that this industry is big enough (and not in size) to effectively support an annual charity, and that this year people will pull out all the stops to make that £50,000 target seem a massive underestimate.

# Everybody's talking about...

## Timeworks Desktop PUBLISHER



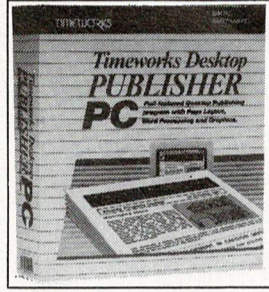
"Capable of well and truly shaking up the budget world of DTP...this Ventura look-alike performs as well and has nearly all the facilities of its rival but for a tenth of the cost."

Personal Computing with the Amstrad

"A real find is Timeworks DTP, which has most of the functions of Ventura Publisher with considerably greater ease of use..."

Times Educational Supplement

## Timeworks Desktop PUBLISHER



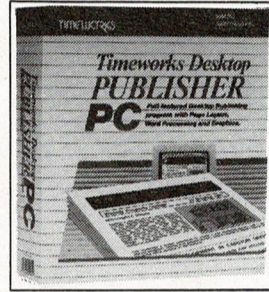
"I don't expect it's too difficult for you to guess how I feel about this package. To my mind its ease of operation and flexibility probably make this the most powerful DTP package around."

Amstrad Professional Computing

"Straight from the box I put together a ten-page document of text and pictures without a problem or single setback. The ease of use with Timeworks DTP is incredible."

ST World

## Timeworks Desktop PUBLISHER

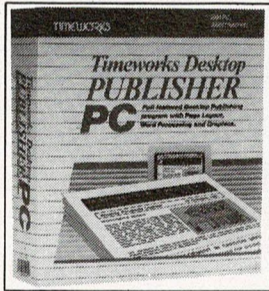


"It is as quick as Ventura, is a whole lot cheaper, and comes as standard with a complete copy of Digital Research's GEM/3..."

When you add up all the features GST and Timeworks have built into this product, and then consider the price, it's hard to arrive at any conclusion other than it represents incredible value."

PC Plus

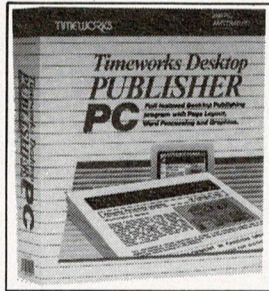
## Timeworks Desktop PUBLISHER



"A good desktop publishing package is like a good soccer referee. It allows free rein to your creativity without getting in the way too much. This package is all of that. What's more, it is remarkable value for money, as it comes complete with GEM/3."

Business Education Today

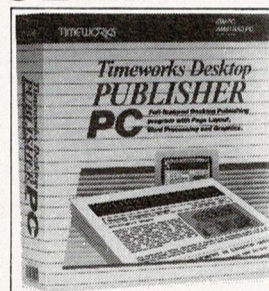
## Timeworks Desktop PUBLISHER



"There are many more styling features to this program than could ever be described... Suffice it to say that all those you would expect from a package costing five or six times as much... and some more besides."

Amstrad Professional Computing

## Timeworks Desktop PUBLISHER



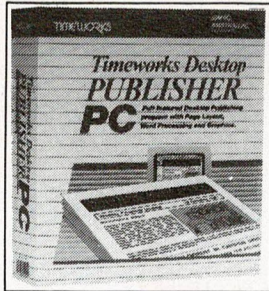
"For the price, Timeworks is excellent. In some areas it actually improves on Ventura."

What Micro?

"Probably the best budget DTP product around, and superior in some ways to Ventura, which it resembles."

Desktop Publisher Today

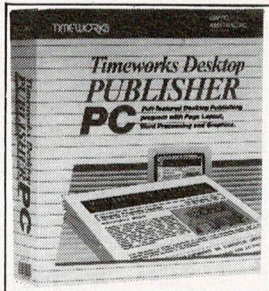
## Timeworks Desktop PUBLISHER



"The software supports all the major features offered by Ventura, plus a few more... Timeworks DTP seems to represent remarkable value for money."

Desktop Publishing

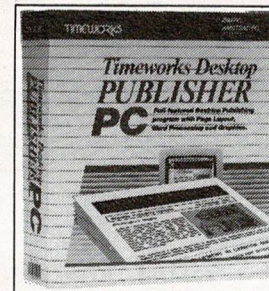
## Timeworks Desktop PUBLISHER



"As a low cost DTP package, Timeworks can only be recommended. It represents remarkable value for money and can truly challenge, and beat, packages costing a great deal more."

Desktop Publisher

## Timeworks Desktop PUBLISHER



"Timeworks' DTP represents remarkable value. Other budget packages such as GEM DTP bear little comparison. Excellent value for money and highly recommended."

Personal Computing with the Amstrad

## TROUBLES

Continued from page 16  
games not loading."

### Beware the chides of March

Representing the dealers themselves, Martin Lowe, managing director of The Amiga Centre Scotland, agrees that "in principle bundles are a attractive proposition" but he is guarded in his praise for the current crop of offerings.

"If you got a situation where what is on offer changes all the time then it's difficult to tell retailers exactly what is going on and it's difficult for customers to know exactly what they want."

He is also naturally worried about the SDL situation as indeed he would be about any distributor with a retail outlet. The saviour on the horizon he believes is the Commodore bundle due in March.

That bundle when it does appear will retail at £479. So no one (perhaps not even Commodore) knows what that bundle will contain, but any thing short of spectacular will surely not be good enough for a public which if anything is looking for a drop in price.

Lowe comments: "It's obviously got to be a very big bundle. If it includes a Genlock and a six inch monitor and so on it would be a good bargain. They're also possibly thinking about putting the 501 half Mb expansion memory with it. That costs £149 and if that went into it people would be delighted."

Even the quarrelling distributors find the impending bundle a subject on which they find rare agreement. Carter at ZCL sums up: "It's a very, very interesting price-point and there must be something pretty sensational in it for that sort of money."

And so, for once, say all of them.

# Investor gains stake in ZCL

**In something of a surprise move, distributor ZCL has sold off a 20 per cent stake in the firm to venture capital company CIN.**

The acquisition was for an undisclosed sum. ZCL claims that the money raised from the sale will enable the firm to maintain its growth, having posted a 108 per cent increase in sales for the first half of its current financial year.

"A large chunk of the money raised will be funding our future growth, and reinforcing our position in the market. We're looking to further increase our sales in the second half, and with this extra capital we are examining interesting opportunities, which at this stage it's too early to comment on," offered ZCL's boss Don Carter to CTW.

The sale will also mean that CIN's Richard Munton will

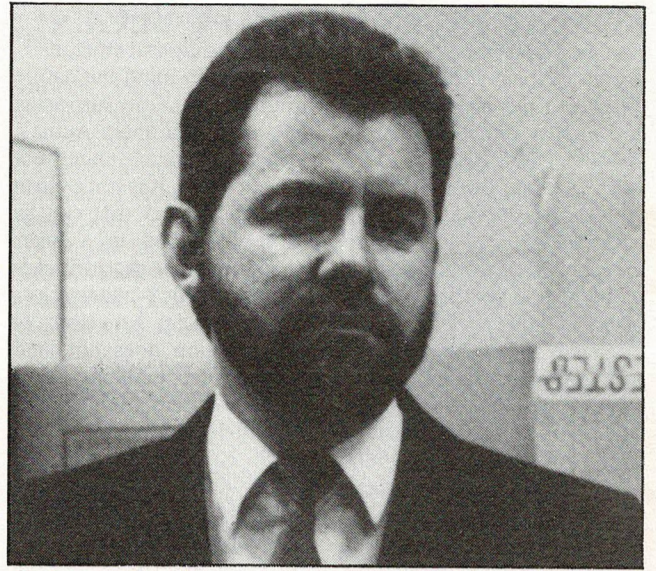
join ZCL's board of directors in a non executive capacity. ZCL is claiming that Munton's presence on the board will bring a wealth of much needed commercial experience to the firm.

"It was not an easy decision. When you form a company, work for it and see it grow from small beginnings to a significant concern it's hard to have anyone else move in. Yet the decision was not purely a financial one. When it's your own business it's very easy to become inward looking. CIN will provide a new way of looking at things."

Carter claims that the firm was in negotiation with five

venture capital companies, including Lloyds. The reason CIN was chosen was because "it wanted to be involved in the firm rather than just taking an equity holding and leaving the company to it".

CIN is also a venture manager for the British Coal Board, handling its pension fund investments, as well as being involved in several high tech companies. A fifth of a stake in the firm was all ZCL was prepared to part with, although it is claimed that CIN was looking for more. "There was the opportunity of offering a considerable amount more, but 20 per cent will be worth a lot more to us in years to come," commented Carter.



CARTER: 20 per cent sold

## Amstrad

Continued from front page

"I've certainly found that certain products in the range did need a stimulus particularly the 1512 range. But Amstrad are good at coming up with a solution to a sales problem and I think this will do the trick."

The PPC double drive with monitor will cost £549 (+ VAT) with the 640 double drive retailing at £649 (+ VAT).

Amstrad claimed the promotion will be backed up by a £500,000 advertising campaign over four weeks in *The Sunday Times*, *The Independent*, *The Guardian* and *The Telegraph*.

Regarding flagging sales, Amstrad issued its defence in the form of research company Romtec's figures (October 1988) which gave Amstrad a 34 per cent share of the UK portable market.

Meanwhile, the firm's advertising campaign for the PC 2000 series is due to start this week with a national press push. It is targeting the corporate market and will carry details of the entry level 2086 machine.

The fact that the campaign has arrived before the majority of the machines, however, may mean some altered schedules particularly for the generic advertising of the 2000 range.

## Nintendo

Continued from front page

for the firm this year than last.

"We experienced good sales at Christmas - more than we expected - and we are happy with the targets that we achieved. But this year sales will double or even triple. There's no doubt about it," Lucardi told CTW.

Since Lowry's surprise departure (CTW September 26th) US Nintendo director Mike Wensman has been managing the day to day running of the firm. He is still at Nintendo's Coventry headquarters but will be returning to the US shortly.

Despite the appointment of a new boss and a bullish outlook for 1989, Nintendo seems unlikely to change its UK marketing plan drastically. "Our main purpose is to make sure that everyone who is buying the product is happy. We will do things step by step and not too quickly - if we didn't it would give us too many problems."

Nintendo currently retails in a number of multiples including Boots and has one computer market distributor in the shape of Centresoft.

In the US, latest estimates claim that Nintendo controls over 80 per cent of the \$2.3 billion video game market.

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*the name of the game*

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