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16-5-88 BRITAIN'S TOP COMPUTER TRADE WEEKLY ISSUE 186

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EMAP swoops to conquer Newsfield

In yet another round of departures from Newsfield, the editors of *Crash* and *Zzap* have been poached by EMAP.

Steve Jarrett and Julian Rignall will be leaving shortly to work on EMAP's trio of computer magazines *Computer &*

Video Games, *Sinclair User* and *Commodore User*.

Their leaving means that Newsfield has now lost six editors from its three publications in the last eight months. Graeme Kidd and Gary Penn were sacked last September, Ciaran Brennan left soon after in sympathy and Barnaby Page resigned earlier this

year.

Though he knew that Jarrett and Rignall were leaving, Newsfield director Franco Frey was not aware that they would be joining arch rivals EMAP until told so by CTW.

"That explains why they wouldn't actually comment to us in detail about what they'd be doing. It doesn't really

matter that it's EMAP though — if it hadn't been them it would have been one of the other computer publishers.

"It's just nice to see that EMAP appreciate the type of publication we produce and that they want to do the same sort of thing. As for us, they'll obviously be replaced. Life will continue," Frey said.

On the swift turnover, he claimed: "It's just a normal, natural occurrence. With very young people — Julian has been with us since he was 17 — there'll always be a time when they want to move on. It's really not so very exaggerated."

For EMAP, publisher Ter-

Continued on back page



PRATT: poaching

Atari woos dealers

Dealers will be wooed at next week's Atari Forum in the hope to persuade them to become fully-fledged Atari Centres.

The Forum — which will be an annual event — has become a mini Atari show, with distributors, dealers, software houses, multiple buyers and mail order firms all due to be in attendance. It is intended as a showcase for the full Atari range of products from its consoles to the Abaq. Aside from some 30-odd new pieces of ST software, it will also feature a development workshop covering CD Rom, parallel processing and what is dubbed

Continued on back page

Comet drafts in Amstrad for Business World push

National consumer electronics chain Comet has substantially increased its range of business computers and has embarked on a specific pitch to small businesses.

Amstrad's range of PCs and the PPC have been added to the PCW line and Cambridge Computer's Z88 portable stocked already. All the machines will be housed in special areas called Business World in all of the multiple's 300 stores.

They will be stacked alongside other business products such as telephone answering machines, typewriters and sundry office equipment. Also, Amstrad's LQ 3500 and DMP 4000 printers will be on offer, as will the Psion Organiser. It would appear that the only software being stocked at this stage will be those which



COMET: Amstrad business push

Amstrad bundles with its machines.

Business World comes hot on the heels of Dixons' move

up market. Last month it increased the number of stores carrying business equipment by half to 70. Although Com-

et has plumped for an almost exclusively Amstrad line up, Dixons has taken on the likes

Continued on page two

US giant lines up UK entry

The biggest US micro related mail order firm CompuAdd is planning to have a UK operation up and running by the middle of August.

It is currently deciding whether to replicate fully its US operation in the setting up of both a direct sales division and its own retail stores.

CompuAdd has confirmed, however, that it will definitely be launching its Standard range of PCs onto the UK market. Prices range between \$449 to \$3,000 and total US sales last year were claimed to have totalled 40-50,000 units.

"We're really in the preliminary stages right now," CompuAdd's international division manager Tom Irby told CTW from Austin, Texas.

"We will be opening some sort of operation but its magnitude is still to be defined. We're trying to become educated about the UK market and we'll use the methods which have the highest probability of success."

The Standard PC range begins with the Turbo 8 without monitor for \$449. The flagship line is CompuAdd's Career Starter Kit. This comprises a Turbo 10 PC (one drive, 256K, 8088 processor), a monochrome monitor, the Star NM-1000 dot matrix printer and three software packages.

Around 75 per cent of CompuAdd's \$100 million turnover in 1987 came from its mail order business. The rest came from its eight stores. Both operations major on the Standard range but also sell name brands such as Epson.

Although in the US, the firm's portfolio is largely business product, Irby added that in the UK it will be looking at selling Commodore and Atari's 16-bit leisure machines. CompuAdd is also interested in the Amstrad range.

"We're not dependent on one product line. We'll try to provide whatever are the most popular products in the market we're in."

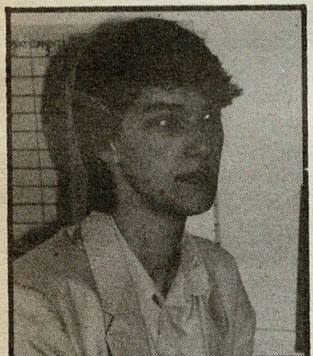
INSIDE:

WHEN TWO WORLDS COLLIDE

The Copyright, Designs and Patents Bill currently passing through Parliament is rapidly becoming an enormous headache for the computer industry.

CTW finds out why 10

MOVING THE GOLLNER POST



When Hugh Gollner launched *ST World* in 1985 it was a "shabby" publication with a small following of boffinish ST diehards. The circulation has grown but the readership hasn't changed. Now Chichester based Gollner Publishing has entered the games market with *ST Action*. A look at the shifting trends in ST mag publishing 14

PCs start well in '88

1988 PC sales are running significantly ahead of last year, according to leading market researchers.

Whilst — as ever — there is some disagreement over the rate of growth, Romtec, Wharton Information and Context have all reported large rises in first quarter sales compared to last year.

The claimed increase in total unit sales for the three months ending March 31st varies from 16.5 per cent (Romtec), 22.4 per cent (Context) and a quite astonishing 98.4 per cent (Wharton).

Whatever the figures and the monitoring, all firms point to similar reasons for the market's continued growth. This is an increase which is all the more re-

markable considering first quarter '87 covered the boom months for a fully available PC1512.

The 1988 growth appears to be due to the holding up of Amstrad sales and the vast increase in popularity of IBM's much-touted PS/2 range — this latter factor coinciding with far greater availability.

As a result of the IBM demand there has also been significant growth in terms of value. Romtec (37.4 per cent up) and Context (36.9 per cent) were virtually identical in their estimations.

According to Context, despite doubts in some quarters, the laptop market has really taken off. In March 1987 they accounted for just one per cent of PC sales by volume and value. In March 1988 they accounted for 7.3 per cent of PC sales by volume and three per cent by value.

In this sector Amstrad showed prominently with

nearly 22 per cent of sale in the first quarter — when it was without full availability. And somewhat surprisingly Cambridge Computer's Z88 was market leader with a 26.8 per cent share.

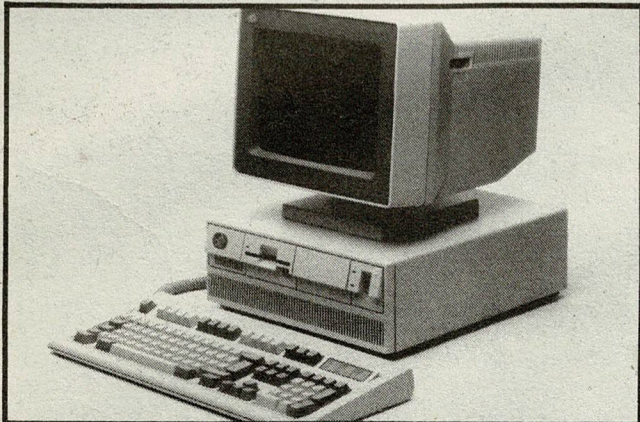
Context reports that total PC sales for the first quarter of 1988 are over 100,000 compared to slightly over 80,000 in the same period last year.

Wharton, however, claims that sales have nearly doubled in the two periods from a total of 72,500 units sold in 1987 to 143,900 this year.

Its figures for March put IBM ahead with a 35 per cent share followed by Amstrad (28), Compaq (9) and Olivetti and Tandon (both 7).

Romtec preferred not to give specific sales figures but did forecast that total unit sales for the whole of 1988 are set to rise by 19 per cent compared to 1987.

All the three firms research into PC sales excluded the Amstrad PCW range.



PS/2: Selling strongly

Amstrad tense as market speculates

Amstrad last week appeared close to losing its temper due to the persisting rumours of a forthcoming Spectrum +4.

The possibility of such a machine has been animating certain parts of the leisure industry for the past few weeks. There has been no hint of such a machine from Amstrad in that time and those

rumours are obviously beginning to grate — but a harassed spokesman fell somewhat short of ruling out the +4's eventual appearance.

"I know nothing about the bloody Spectrum +4. It's becoming the bane of my life," he told CTW. "There's certainly nothing that I know of in the pipeline — but that doesn't preclude it happening."

As ever with Amstrad, the prospect of a +4 is being sur-

rounded by a swirl of suggestion, conjecture, certainty and second-guessing.

Most Amstrad watchers just about manage to agree that the new model — if on its way — will have its own new 16-bit operating system plus a facility to run the existing Spectrum software base at "the click of a switch".

One of the arguments backing such a development is that Amstrad is keen to continue the strong Spectrum brand



+3: Bigger, better brother due? name whilst wanting to bring its leisure range up to date by providing at least one machine with ST-style graphics.

Amstrad would need to convince software publishers

of such a machine's potential to persuade them to start writing for yet another new format. This potential would be aided enormously if the new machine could take existing Spectrum software with it.

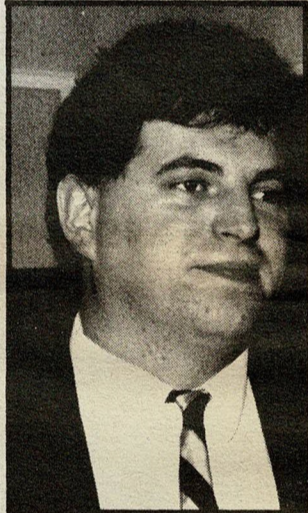
Treasure bullish on ESPA

Detailed plans for the Entertainment Software Publishers' Association are shortly due to be presented to the top ten leisure companies.

Following the recent Computer Arena event in Jersey, it had been hoped that that the proposal would have been ready by the end of April. But though there has been a delay, coordinator and putative chairman Simon Treasure is bullish about the body's prospects.

"What we want to do is to have a professional promotional body acting on behalf of the leisure software publishers. It needs to have a £50K budget with £30K of that to be spent in the last quarter funding such things as regional press ads, competitions with local multiples, a syndicated games column — all using the Gallup charts as a spearhead," Treasure said.

"Longer term, we'll have the option of setting up an official users club — or affiliating the better existing ones — and producing a newsletter to be distributed to all the bigger stores."



TREASURE: Body talk

A meeting will be held in London before the end of the month with PR firm Countrywide Communications and Treasure hopes — with publishers such as US Gold, Mastertronic, Ocean, Activision, Elite, Code Masters, EA, MicroProse, Mirrorsoft and Elite.

"I've got the draft proposal done and it's just a question of doing the second and pulling all the bits together."

Comet

Continued from front page of Olivetti and IBM as well.

"Business World is a specific area and will have its own identity," offered a spokesperson. "It'll be clearly marked with POS material as a specifically business area."

Thus far no computer-specific advertising has been planned. "The primary aim is to launch it and then to reassess the situation and the potential it has for the small business user."

One member of staff from each of the stores is being trained on selling business hardware and software. 80 of the stores have been earmarked as prime sites and they will be carrying a larger range of office equipment. All though are stocking computer related products.

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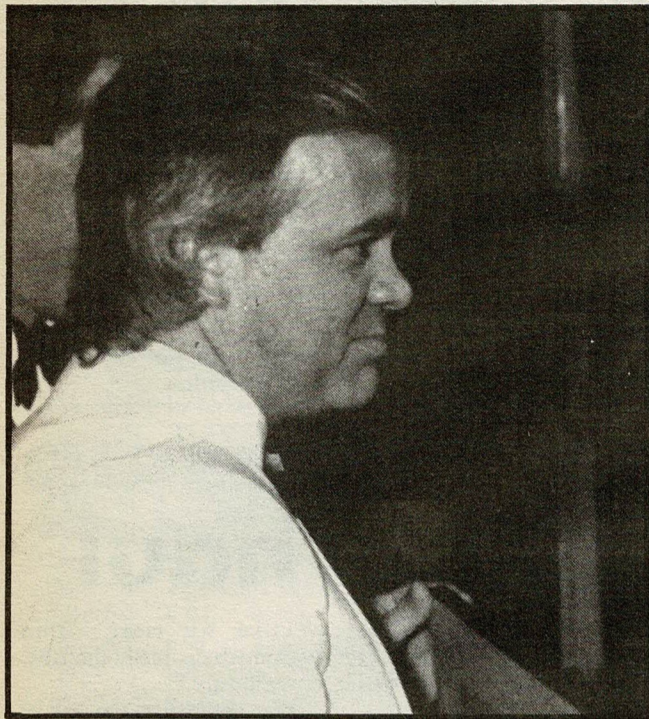
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Games deluge to take Ocean to 16-bit world



PATTERSON: Stressing 16-bit

Ocean is planning a barrage of releases over the next two months in an attempt to increase radically its presence in the 16-bit market.

The news comes in a week when Gallup has underlined Ocean's increasing dominance in the full-price charts. It has no fewer than four out of the top five full-price titles and nine out of the top 20.

Some 20 16-bit products are lined up for early summer release across ST, Amiga and PC formats. This compares with just nine across the three major 8-bit formats in that period.

"I'll be disappointed if we don't have 50 per cent of the ST market by Christmas," Ocean's sales manager Paul

Patterson told CTW. "We're not going to mess around. We've got no intention of releasing 16-bit product unless it's first class."

He estimates that by July Ocean will have virtually trebled existing numbers of ST, PC and Amiga titles.

Forthcoming games include: *Where Time Stood Still* (ST); *Platoon* (ST and Amiga); *Arkanoid II* (ST); *Army Moves* (ST and Amiga) and *Gryzor*; *Green Beret*, *Jackal* and *Combat School* (Amiga and PC). A PC compilation called *Aces High* comprising *Wizball*, *World Series Baseball*, *Top Gun* and *Arkanoid* is also planned along with a non-Ocean title specific ST compilation.

"16-bit is still less than five per cent of the market and 8-bit is obviously our bread and butter, but the time is

right. We think that by Christmas '89 8-bit will be budget and 16-bit will be full-price."

Patterson stressed that Ocean will be writing specifically for the new formats in future rather than simply transferring games with minor enhancements. It is also recognising the need, in some cases, for modified packaging and artwork to appeal to the older users.

On the 8-bit side, Ocean claims to have already come up with a contender for the coveted Christmas number one spot via the coin-op licence *Operation Wolf*.

"We've really turned things around here over the past year. Now kids are going into their shop saying 'what's the next Ocean game?'. In the old days they were saying 'please don't give me an Ocean game'," added Patterson.

Blood marks Smiths' first

Another milestone was reached by the 16-bit leisure market last week: Infogrames' *Captain Blood* has become the first ST title to top a week's sales at WH Smiths.

Infogrames has followed up the news with the claim that *Captain Blood* will soon become the biggest selling ST game in the UK ever. Overall sales are believed to be approaching 10,000 units.

It was Smiths' best selling game for the week ending May 7th. "I think it's an excellent game and there's been an awful lot of interest in it. It's a little bit different from

most and it's certainly pushing the flag out for ST software in general," commented Smiths computer buyer Ian Laurie to CTW.

He added that ST sales are increasingly significantly each week, with 10 per cent of Smiths' software business now made up by 16-bit product.

"It tends to be the lesser formats like C16, Electron and BBC that are having to make way for it. Sales have dropped off considerably in these areas," added Laurie.

Infogrames' success with *Captain Blood* will soon be challenged by US Gold's *Out Run*. It is already making muffled noises about a record ship out "treble the size of *Carrier Command*".

GOSH gives FAST £2.5K from grave

Half of the money left in defunct trade body GOSH's account has been donated to FAST.

The Guild of Software Houses was wound up in the summer of 1986 with a total of £5,000 still in the coffers. It was decided then that at least half of the money should go to "a trade body with similar aims".

With no organisation rising

from the ashes of GOSH it was deemed that the money should go to FAST. The remaining £2,500 is still in the hands of accountant Price Waterhouse pending the possibility of a trade body for software houses being formed.

One in the fashion of GOSH appears unlikely although a looser version may yet be formed as a result of the recent trade forum in Jersey.

Norbain cool on low-cost sector

Norbain last week virtually ruled out any additions to its low-cost hardware portfolio in the near future.

The news comes at a time when Norbain has strengthened its commitment to Zenith products by announcing that in future it will be handling its complete range. This includes the recently launched range of portables, starting with the £1,395 Su-

persPort XT.

Norbain currently handles Amstrad's full range of PCs and portables. The Zenith deal will help the US manufacturers get somewhat closer to Amstrad and Epson as a major account.

"We run a business and we look for quality products that offer us a realistic margin. Amstrad is the leader in the low level market and we stock it. I wouldn't expect to see us signing up with any competitors," Norbain's group man-

aging director Richard Levy told CTW.

The strengthening of links with Zenith comes less than two months after Software Limited boss Alistair Handyside sensationally claimed his firm has been appointed as a distributor in Norbain's place (CTW March 21st).

"I can't be responsible for what Handyside says. The relationship between Zenith and Norbain has never been stronger," added Levy.



Norbain's Richard Levy (left) and Zenith's Clive Tonks iron out the new deal

Spectrum clone faces price hike and delay

Miles Gordon Technology's Spectrum compatible machine SAM will now not be available until the late autumn at earliest and the price is likely to be £150 - £50 more than was originally planned.

It had been hoped by MGT that the machine would be ready by August and that it would cost less than £100. High overheads have prompted a move from Cambridge to Swansea and that is being cited as the reason for the delay. The shortage of chips is apparently the cause of the new pricing.

Currently, the internals of the machine are "nearly" ready with the keyboard and casing yet to be arranged. The first batch of SAMs will be sold through mail order to established users of MGT's peripheral products. A retail availability doesn't look likely until the beginning of next year.

Joint boss Alan Miles said that he expects to have 4-5,000 machines onto the market by Christmas. "We'll be into much more significant numbers by the end of next year," he claimed.

SAM will run in other modes as well as being Spectrum compatible and will have 256K of RAM. Thus far MGT has been talking to some software houses in the education sector. A meeting is planned within the next two months with games publishers.

"There are thousands of pieces of software that will run on the machines but we would hope to have a few that will run on the other modes," said Miles. He claimed to CTW that SAM's graphics will be as good as those on the Atari 520 ST.

It is also being suggested that manufacturing plants will be set up in countries such as India and Egypt. For the moment MGT is increasing its staff from a small development team to a planned 26 by December.

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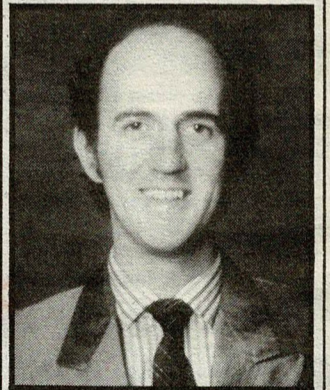
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NEXT WEEK:

BITING THE BULLET

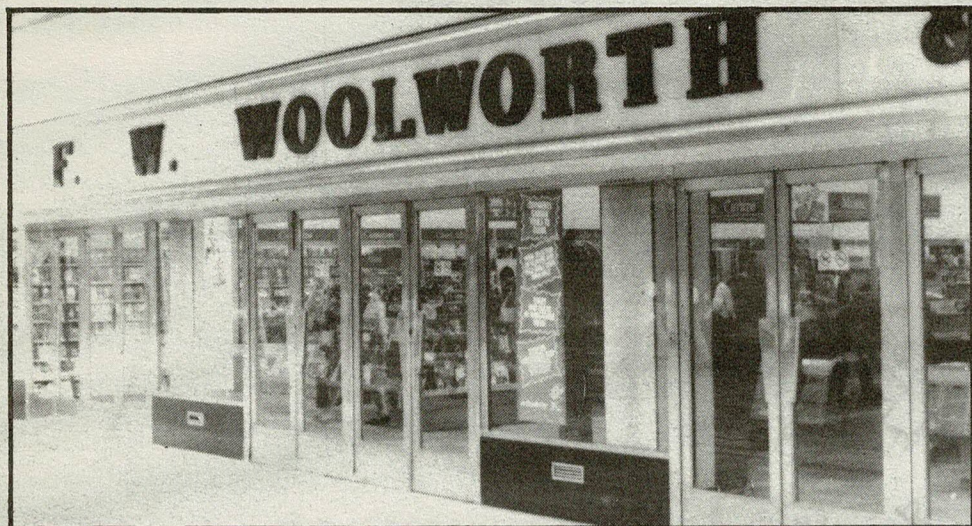


This is the man who claims that software publishers are out of touch with the retailers. This is the man who says that in store promotion and support in the computer industry is inadequate at best. This is the man who is responsible for the success of such pop groups as Wham, Bros and Black Lace. Who is he? Find out next week

DISK DUPLICITY

The multifarious problems of obtaining and duplicating disks for the growing 16-bit sector are examined. Those duplicating people give the Far Eastern importers of dodgy blank media a hard time as well as programmers and publishers who are sometimes ignorant of their basic needs

Woolies bides time over new buying ties



WOOLWORTHS: Four per cent software market share not good enough

Major multiple Woolworths is planning a renewed assault on the leisure market once it has completed a re-organisation of its buying structure.

It recently lost its computer buyer of two years, Nigel Wood, to record, video and talking story distributor Multiple Sound Distribution.

Whilst Woolworths group buyer of non-recorded music entertainment products Peter Smith acts as Wood's interim replacement. There are also changes possible for subsidiary Record Merchandisers.

RM currently supplies around 110 stores via agreements with smaller multiples Asda, Morrisons, Preedy and Owen Owen. The buying for these has been done for some time by Softek subsidiary Software Consultants, but the current contract expires on June 30th. Softek is currently repitching for the business alongside an offer from Mastertronic - which handles Woolworths software supply.

"We're considering all offers. The view is that really we should consolidate both areas as soon as possible. However, nothing has been agreed yet. I'm not being coy or shy, that's the frank

truth," commented Smith to CTW.

Woolworths is known to be unhappy with its current software market share and any buying changes or centralisation with RM will be to increase efficiency.

"I want to turn us into a major force in software. A 3-4 per cent share isn't good enough, especially considering we've got 20 per cent of blank videos, 45 per cent of pre-recorded videos, 20 per cent of blank audio and 20 per cent of audio accessories.

"You can see what a land of opportunity lies before us," added Smith.

Forrest joins Ubisoft

French software publisher UbiSoft has appointed erstwhile Electronic Arts man John Forrest to organise its distribution throughout Europe and the UK.

The subsidiary of distributor Guillemot has recently tied up a licensing deal with Epyx in the United States for seven products. Ubi Soft is hoping that distribution in

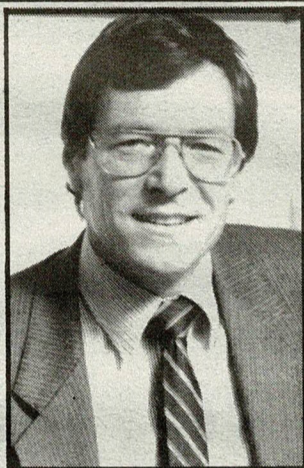
Europe will be in place by the autumn.

All major European distributors are being invited to Ubi Soft's stand at the June CES in Chicago. Forrest will also be visiting distributors. Any exclusive deals have been virtually ruled out and Ubi Soft setting up offices here is only a "possibility".

Last year the firm attempted a foray into the UK market via a deal with Elite for one game, *Zombie*. According

to Ubi Soft's managing director Christine Quemard that was not a success because the company "wasn't yet prepared for the UK market".

Titles such as *Iron Lord* and *Skateball* should be available here by the time of the PC Show in September. Forrest was responsible for the setting up of EA's UK direct selling operation. Structural changes meant that he was out manoeuvred last March.



FORREST: Ubi man

Elite goes alone as budget arrives

After six months deliberation Elite has decided to handle its forthcoming budget label by itself.

Called Encore, the label will feature around three games every two months at £1.99. Releases will kick-off

with *Frank Bruno's Boxing* on May 31st.

Elite had considered letting an established budget contender take over the distribution - and possibly even marketing - of the venture. Negotiations were held with Mastertronic, Alternative and Firebird.

"We decided we wanted to

keep the product where we could control it," commented Elite's budget co-ordinator Peter Kury. "It will be hard work doing it on our own but it's not insurmountable. We've already had a phenomenal response."

Encore will be pitched at the budget bastion of CTNs

and multiples. Boots and WH Smiths have both agreed to take it, with Woolworths currently deciding.

With products such as *Airwolf*, *Saboteur* and *Bombjack* lined up to release during the next couple of months Elite is hoping the market's current penchant for old games re-priced continues.

"It's more than a trend, it's what the market wants. Consumers have been given the choice and that's what they've been choosing. I expect *Frank Bruno* to perform somewhere between *Ghostbusters* and *Fist*," added Kury.

Dean and Monroe nixed by US Gold

US Gold has opted not to develop games based on cult idols James Dean and Marilyn Monroe - despite owning the licences.

An option on an Elvis Presley game has also been turned down. The possibility of using such great youth culture icons was gained when US Gold won the Charlie Chaplin licence some time ago.

Work began on a James Dean game - some six story-

boards being scripted - but after market research carried out both in the UK by Gold and the US by Epyx the idea has been scrapped.

"The subject matter in James Dean's case simply didn't lend itself to a computer game," commented Gold's operations director Tim Chaney. "Amongst our potential user base there simply wasn't the awareness of what he stood for. They knew his face, but they hadn't seen his films and he was not a cult figure."

Gold had planned to use the James Dean game to build up a series of releases. Thus, once he was rejected as a lucrative character licence so was Marilyn Monroe.

"The real appeal of James Dean was that he died young. There was no way we could really hook into that. Even the people who do regard him as an idol wouldn't want to see their memories marred."

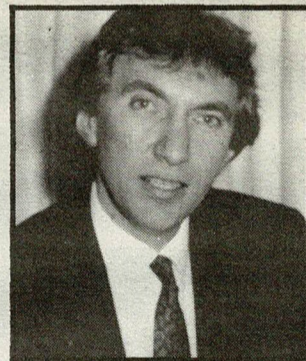
US Gold still has the rights to Dean and Monroe along with a number of other film stars. Chaney added that they

could be sub-licensed to another publisher if a firm was suitably interested.

The Charlie Chaplin game, however, is still planned for release. It is now scheduled to appear by the beginning of June.

It has apparently been written in a "very mature and adult way" with an eye on an older market. Chaplin features in the game as both producer and actor.

"It will appeal to a particular market sector, but no, it won't outsell *Out Run*,"



CHANEY: No idol threat offered Chaney.

Versions are planned for Spectrum, Amstrad, Commodore disk, PC, ST and Amiga.

Amstrad misses double

Amstrad just failed to pull off a remarkable double marketing coup last week.

The awards for Marketing - jointly sponsored by the Marketing Society and *Marketing Week* - named Amstrad chairman Alan Sugar and the PCW9512 word-processor as runners-up in their respective categories.

Sugar was beaten to the Marketing Personality of the Year award by George Davies of the Next retail chain. The 9512 lost out in the Durables section to the Peugeot 205.

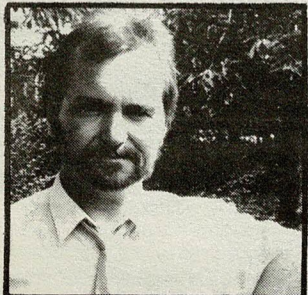
The awards were voted on by 1500 members of the Marketing Society. Last year's Marketing Personality of the Year was John Egan of Jaguar. Amstrad had won the Durables award for the past two years through the PCW8256 and the PC1512.

"It would have been nice to get the hat-trick but you've got to bear in mind that the PCW we brought onto the market in 1987 was really just an upgrade of an existing machine. Therefore, we did very well to come second," offered an Amstrad spokesman.

Last chance for Yearbook

CTW publisher Tom Stock last week sounded a rallying cry to the last few computer companies yet to fill in their Yearbook details.

Later this year, the industry's first yearbook is being



STOCK: Mopping up exercise

published by CTW. It carries useful information on companies active in all sectors in the leisure and small business markets.

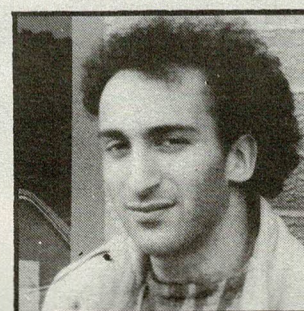
"The response so far has been terrific," Stock began. "But there are just a few companies that we haven't received details from, and it'd be a shame for them to miss out."

A Yearbook form is included in this week's CTW, and Stock stressed that this will be the very last time for companies to pass on their details. The CTW Yearbook retails at £19.95 and will be published in time for this year's Personal Computer show.

TEN tied in Spanish deal

Robtek has tied up a twelve month distribution agreement in Spain for its PC TEN range of ultra cheap business software packages.

Ferma will have exclusive distribution rights to the £9.95 range throughout Spain and is apparently in the process of tying up multiple accounts. The possibility of a bundling deal with an unnamed hardware manufacturer also looms.



NEWMARK: Spanish deal

According to Robtek the deal is worth "a six figure sum" with more agreements likely with other European

distributors in the near future. PC TEN comprises of word processor, communications package, graphic artist, spreadsheet and database.

Although the £10 price point has not been a success in the UK Robtek is confident that the Spanish market will accept it. Export sales manager Howard Newmark told CTW: "In the UK it's different. In Spain you don't have the same natural dealer resistance to bringing the price down. There is an awful amount of piracy out there.

"People don't want to pay lots of money for their first software package. PC TEN has been translated into Spanish and will retail there at the equivalent of slightly more than £12."

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games software market and its independent accounts, we have now started applying this experience and expertise to computer games.

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For more information on how we work, and how we could work for you, contact Barry Evans or John Parker on 01-992 7725 or at The Charthouse, 57 Ramsay Road, London W3 8AZ.

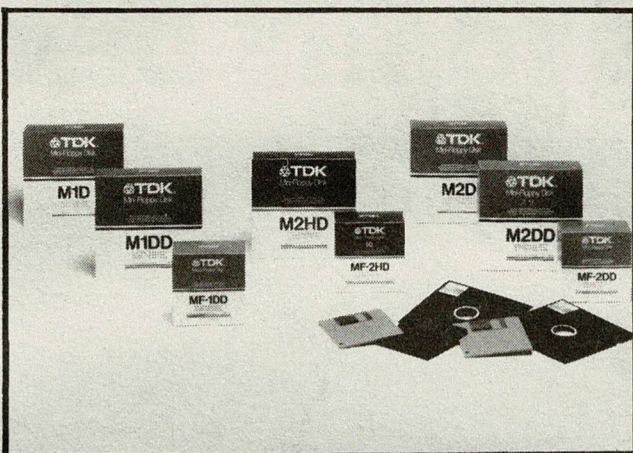
We'll make all the difference to the way dealers see your games.

BULLET

SNIPPETS

Code Masters' aspirations on the race track took a bashing last week. The firm sponsors John Dumfries who drives a Jaguar TWR9. In a 210 lap 1,000km race at Silverstone he was lying in a comfortable third place. Various trade persons witnessed him running out of petrol - with only two laps to go. The Coders view this as "unfortunate" . . . Retail chain **Software Express** is opening a new Atari store in Plymouth . . . More classic literature is set to emerge from **Microsoft**

Press. The latest is George Johnson's *Machinery Of The Mind*. It seemingly delves into the potential applications of artificial intelligence . . . Magnetic media giant **TDK** is embarking on an "extravagant" promotion for all of its audio, video and computer media. Dealers who order 200 floppy disks will be sent a free personal stereo as well as free video cassettes and audio tapes. It coincides with a national advertising campaign. TDK's computer products are handled by the likes of Bytech, Kelator, MBS



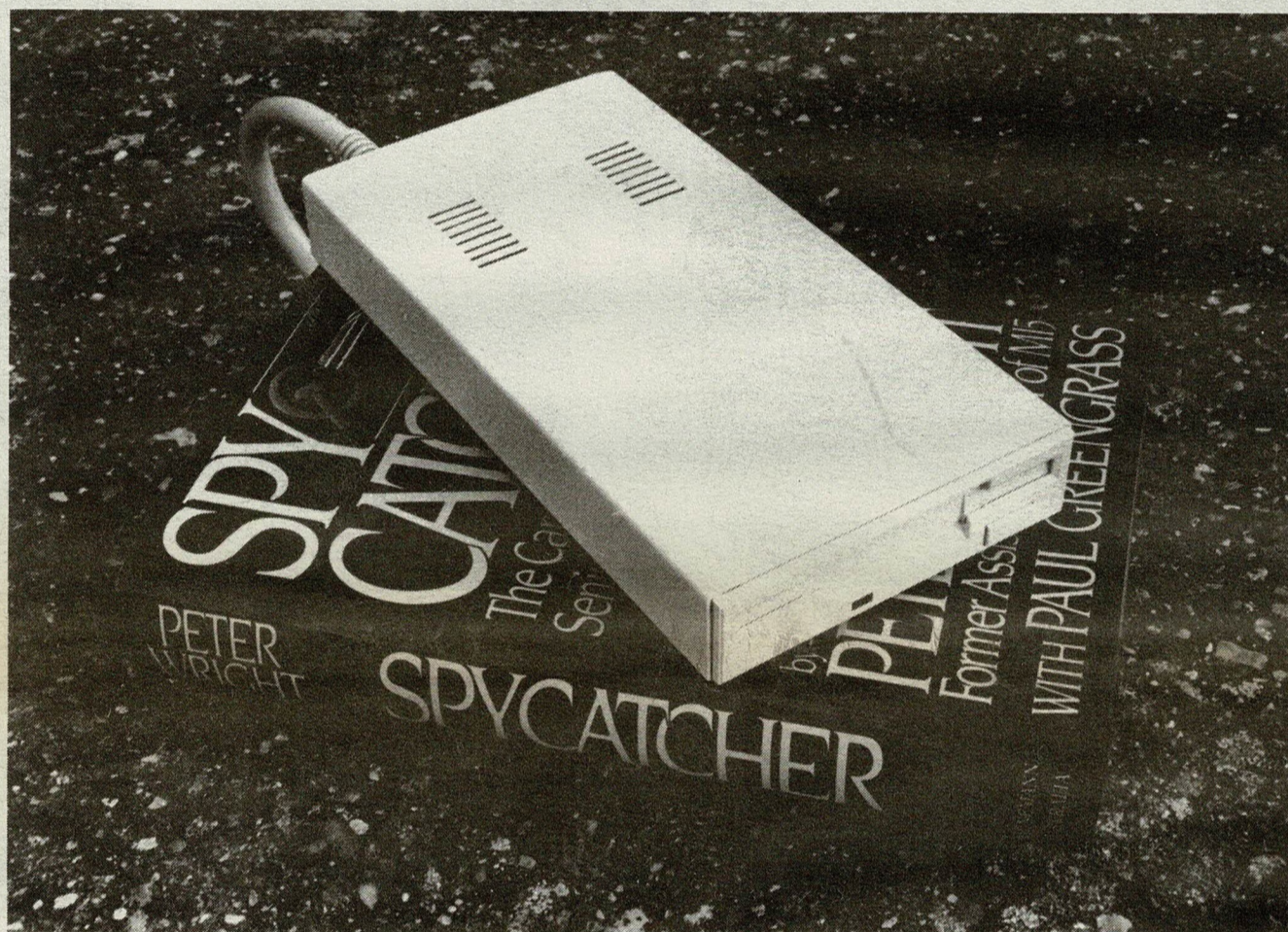
TDK: Disk promo

and Norbain . . . **Football Manager II** which was previewed on **Prism's** stand at last September's **PCW Show** will finally be released sometime in June. Although this is well after the football season has finished it does coincide with the European Championships. According to a spokesman the game will sell well at any time of the year . . . Available some time this month is another modem from **Digital Matrix**. The **Phinecomm 8685** runs on four speeds and comes in an

apparently "rugged" case . . . The Design Council's Innovation From Wales exhibition features, amongst others, **Konix's** Speedking joystick as one of the latest innovative achievements from the Principality" . . . **Anco's** Karen Graham is leaving the firm and will be replaced by Gill Stevens . . . **Kuma's** K range continues to be extended with the launch of *K-Scope*. Retailing at £149.95 it turns an Atari ST into an oscilloscope. This one's being aimed at the education sector . . .

The latest software house to sponsor a racing driver is Suffolk based **Blyth**. Ray Davis is attempting to win the Formula Ford 1600 Intercon Championship. Meanwhile the firm's founder and chairman Paul Wright has been appointed to the additional posts of president and chief executive officer. **Migent's** sales and distribution manager Richard Hamilton has been promoted to European sales director. He has recently appointed two distributors on the continent - Revald Trading in Denmark and Philosoft in Switzerland . . .

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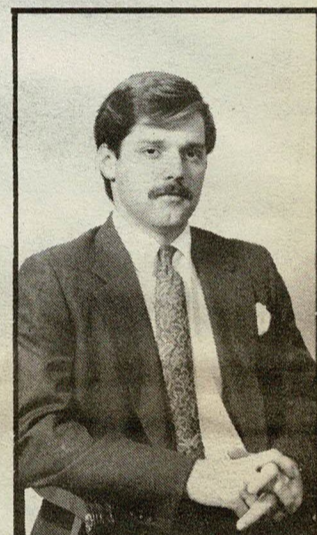
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HAMILTON: Promotion

Tandy's new Thor-CD will now make it possible for users to record and erase digital information on a CD compatible disc. This, says the firm, is the result of years of painstaking research . . . Computer rental firm **Micro-Rent** has set up an operation in Liverpool. It is claimed to be the first short term rental branch to be opened in the North. Apparently there has been increasing demand from local businesses, multinationals and local authorities for such a service. **Impact** no impact shock; News that **Impact Systems** - the Australian laser printer manufacturer - has gone into liquidation appears not to have bothered **Gestetner Holdings** despite it having a ten per cent share in the firm. In a statement, chairman Basil Sellers stated that it would not at all hamper the company's plans to enter the laser printer market . . .

A one day conference on desk top publishing has been planned for 9th November. Speakers will include users of DTP as well as publishers. Topics up for discussion will be DTP techniques, training and cost effectiveness. The conference - organised by the Institute of Scientific and Technical Communicators - will be held at the London Press Centre in Shoe Lane .

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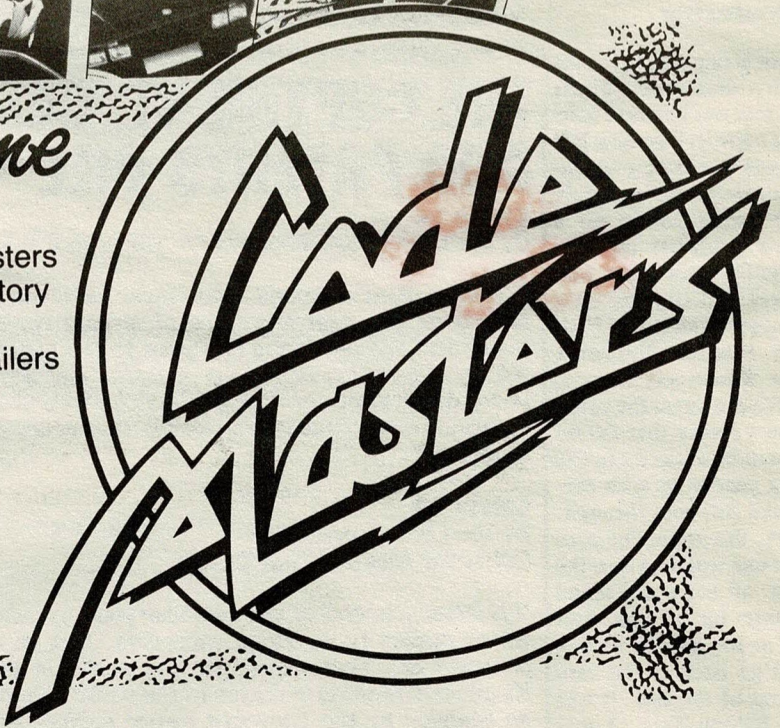


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WHEN TWO WORLDS COLLIDE

The computer industry has come perilously close to making an exceedingly damaging mistake. The prospect of a fully enshrined legal right to rent out all software (leisure and business) just one year after release is looming. Trade bodies are currently trading words to make sure that it doesn't happen, by amending the salient amendments to the Copyright, Designs and Patents Bill currently passing through parliament. Yet it was also trade bodies who were lobbying for the right in the first place. **STUART DINSEY** attempts to unravel the complexities . . .

The Copyright, Designs and Patents Bill is not the easiest reading in the world. With its 285 clauses and eight schedules (at the last count) there is something for everyone to be confused by.

But the Bill has been essential reading for a major part of the computer world over the last couple of weeks as - after what seems like an age - it has suddenly looked in danger of becoming law. And danger, it would seem, is the appropriate word.

The business market has been having kittens at the prospect of what has variously been Clause 60 or 63 of the Bill becoming law. In naturally long-winded fashion it is proposed that retailers will have a legal right to rent out software after the end of the calendar year following that in which the computer program first appeared.

Nonetheless, such is the lack of clear information that there are those who believe that this means twelve months after a product's release. But it is not this confusion that is bringing on ulcers in businessland, it is the fact that the rental right will apply to all software, whether it costs a fiver or £500.

Even if a publisher refuses to come to an agreement on a rental royalty or downright refuses to let go of copyright it is on a loser. The current Copyright Tribunal will be overhauled significantly as a result of the Bill and it will be its task to decide on the fee payable. Any judgement must be obeyed.

The business world's response to this is a clear one. Someone needing to use Lotus 1-2-3 will very rarely need to use it temporarily. In case anyone hadn't noticed, company accounts are an on-going thing. Those that don't have on-going accounts tend not to have an on-going company.

Bill posturing

There is one simple reason why someone might want to rent out business software: to copy it. The new Bill as it stands would be a fantastic opportunity for not only the sole renter to rip off a package's publisher but also for entrepreneurial types who would get into copying on a much larger scale. The Federation Against Software Theft - whose job it is to attempt to pin down the counterfeiters - claims that the industry stands to lose up to £50 million a year to its arch enemies if the Bill goes through.

In fact, the argument is so clear cut one wonders how the question of software rental ever came up in the first place. For the answer to this we must go back to the very beginnings of the Bill. It will dismay Ashton-Tate, Lotus and even the budgeteer Amsoft to know what happened. For all business software

manufacturers stand to lose out. Just because a package may cost £100 instead of £400 it doesn't mean that it won't be affected. If Lotus 1-2-3 or dBase can be hired for £20 why should anyone pay £100 for a cheap clone?

The two words 'computer programs' are the ones that are causing all the trouble. Ironically, these were added to the almost famous Clause 18 to actually aid the protection of software copyright. A few firms out there may well remember the repeated calls from FAST's Bob Hay to lobby for recognition. Clause 18 originally prohibited the hiring only of sound recording and films to the public by law.

FAST and the lobbying of many publishers, distributors and dealers managed to get computer programs included in Clause 18. This was something that was deemed necessary, particularly for the entertainment software industry. Games software is sold off the shelf without any law prohibiting renting. Thus, quite a large number of firms rent out games for as little as £1 per night. This, says FAST, is simply an opportunity for piracy.

Even though software houses and retailers might see their revenue falling as a direct result they have very little power. They could only take a renter to task via a civil action. Hay estimates that this could take well over a year, cost £50,000 in legal fees and still there would be no assurance that the court would take the prosecutor's side. Risky is an understatement. That's probably why in the past renters have only been raided if they run their own pirating outfit. Under current law if they just rent out product - whatever the consequences - they are as safe as houses.

Statute of liberty

The inclusion of computer programs was a victory for FAST and its

backers from the leisure trade. Unfortunately it is this victory that has caused so much grief for the business world. Supposedly acting in the public interest, Lord Beaverbrook amended the Bill by giving the public that right to rental after twelve months.

The games market at least kept some statute protection. The business market, however, was thrown into panic around the time of the Bill's second reading late last month. Somewhat belatedly, it had suddenly realised what was going on and the possible effects.

As things stood before, business software had hardly been bothered by instances of renting. This is due, in one case, to the fact that unlike games software it is sold via a licence. The licence carries conditions of sale and these generally include a prohibition of renting. A publisher would still have to prosecute any suspected renter via a civil action, but he would have a far, far higher assurance of victory.

Secondly, renting of software has not been a problem in the past simply because there is no demand for it. This is due to the need for continued product use, plus technical support and suchlike. Giving a rental right for business software out of public interest highlights the ignorance of the proposer to the ways of the business world.

So why has there been such an enormous cock-up with the Bill that it left FAST, the British Computer Society, The British Micro Federation and countless publishers scurrying from emergency meeting to emergency meeting with the government last week?

It was without doubt the strenuous efforts of FAST (and much publicity in CTW whilst other trade mags idled) that actually gained the inclu-

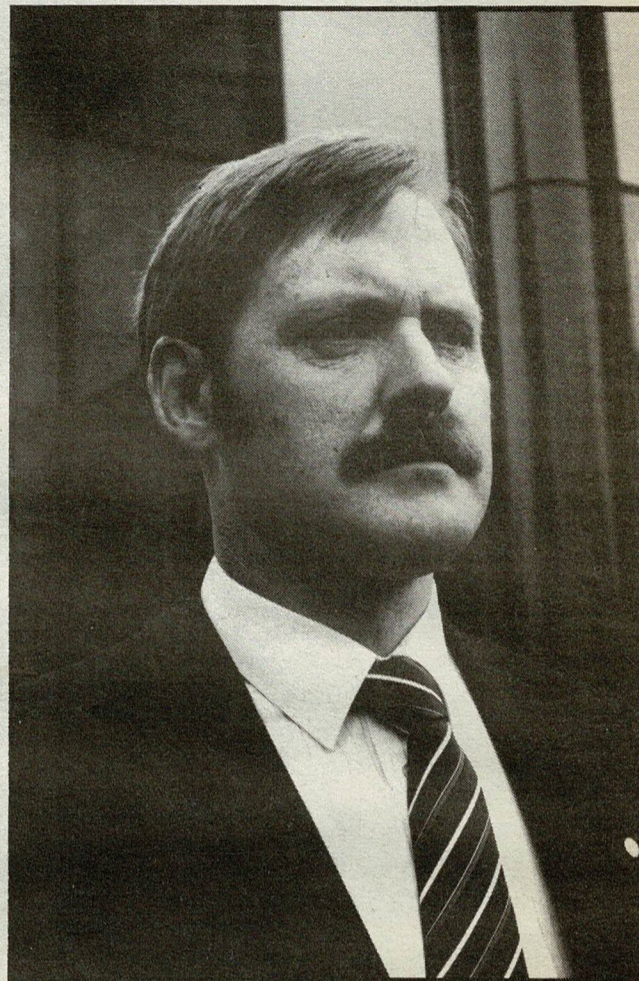
sion of 'computer programs' in Clause 18. This was done for a reason - to give the games people some protection at last. And it was this that subsequently left the back door open for an even greater threat to business software to emerge.

So is it FAST that is to blame? One would imagine not. Bob Hay was as dismayed at the Bill's reference to 'computer programs' in its second reading as anyone.

"Clearly everyone is happy with Clause 18 and I guess Clause 60 gives a measure of satisfaction to the home sector. A calendar year's protection seems to be quite worthwhile and we can help the music people push for that to be extended in the future."

"At the Committee stage, through, the government will undoubtedly have to look again at Clause 60. They will have to make sure it is not adversely affecting business software."

It is FAST's hope that the wording can be changed before the Bill becomes law later this summer. This would probably mean the exclusion of licenced software from the



Continued on page 10 FRASER: Games renting not a threat

THE COPYRIGHT, DESIGN AND PATENTS BILL


Clause 18
By the Lord Beaverbrook

"(3) In relation to sound recordings, films and computer programs, the restricted act of issuing copies to the public includes and hiring of copies to the public.

"(4) In subsection (3) 'hiring' includes any arrangement under which a copy is made available for a consideration in money or money's worth on terms that it will or may be returned."

Clause 60
By the Lord Beaverbrook
Insert the following new Clause:

"(1) After the end of the calendar year following that in which copies of a sound recording, film or computer program are first issued to the public in the United Kingdom, the hiring of copies to the public shall be treated as licensed by the copyright owner subject only to the payment of such reasonable royalty as may be agreed or determined in default of agreement by the Copyright Tribunal."




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| Memory free with above sheet (A310) | 9272 | 12600 (estimated) | 153000 | 533916 |
| Speed factor of SigmaSheet above others | 1600 | 216.3 | 194.6 | |

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WHEN TWO WORLDS COLLIDE

Continued from page eight

12 month clause. Licenced software would equate to business packages and more expensive entertainment programs.

Hay explains, "The government, in their sloppy wording, have worded Clause 60 in such a way that it not only applies to off-the-shelf product but also product sold under licence."

Hay adds that FAST was originally under the impression that the government's understanding of Beaverbrook's Clause 60 amendment was that licenced software was exempt "but because of slop-

py wording they screwed up". Strong words indeed, and at the beginning of last week Hay was hoping that more strong words and yet more lobbying from those within the traded would make sure that the wording of the 12 month clause would clearly *not* include software sold under licence.

Body talk

It is software's involvement in government Bills such as the Copyright, Design and Patents that stresses the need for a single, recognised trade body. And it is invariably

only recognised trade bodies that the government itself will recognise.

It was only after the business publishers woke up one morning to find their world in tatters that the British Micro Federation - the already much-maligned computer trade body - got involved.

Over 20 firms, including Ashton-Tate, First Software, IBM, Microsoft, and Research Machines recently decided with the BMF that the only recourse left for the business fraternity is to get 'computer programs' out of Clause 18 - and the rental issue - altogether. In other words,

they decided that things would be better as they were in the first place. No statute protection, no 12 month rental right and products continuing to be sold under licence.

The BMF has taken up this argument and met various influential personages from the government last week to help get computers out.

BMF chairman David Fraser offers that in a perfect world 'computer programs' would remain in Clause 18 but not in the 12 month clause. This is practically an impossibility, though, and unlike Bob Hay he is not convinced that changing the wording would suffice.



HAY: The Government "screwed up" "That way would leave the legal situation open to interpretation by the courts and

who knows which way they will go? FAST are hoping to come up with some words but the legal opinion we've been given is that this would be very unsafe."

If the BMF - and the barrage of business market support - has its way nothing will change. But this will mean that all FAST's efforts to give the leisure industry some protection against renters will have gone to waste. And after all, the BMF is supposed to be looking after the interests of the whole market.

Fraser, however, claims that renting isn't even a problem for the leisure industry. This is backed by Virgin and Mirrorsoft both apparently telling him that they too are happy as things are.

"As far as I can see the computer games people are not fussed at all. Many of them aren't convinced that renting is adversely affecting them."

Fraser admits that his monitoring of leisure opinion "has not been exhaustive". One would assume that there are a few out there who disagree with Virgin and Mirrorsoft, or FAST would never have fought for software's inclusion in the hiring clause in the first place.

The dissenters include FAST, but any possibility of friction between the two bodies is stonewalled by Fraser immediately. He offers that pinpointing any difference that may be occurring is ultimately "splitting hairs". Yet when it was put to him that both seem to operate better when they fight separate battles a "valid point" was conceded.

So last week the computer industry, in a number of different ways, was desperately trying to dig itself out of a hole which could prove catastrophic for the business market.

One wonders how the government itself views it all. It can be argued that the mess is all its own doing thanks to poor wording, bad briefings and a general misunderstanding of the computer industry. But someone had to give those briefings and someone had to explain how the leisure and business markets differ. Or perhaps that last part was overlooked?

The government has seen the computer industry ask to be included in an important Bill then argue amongst itself about what happens next. It surely goes to show just how much of a chasm still exists between the two market sectors.

Each would do well to remember that government will always look on the computer industry as a homogenous lump whether it is or not.

We really should be talking to each other.

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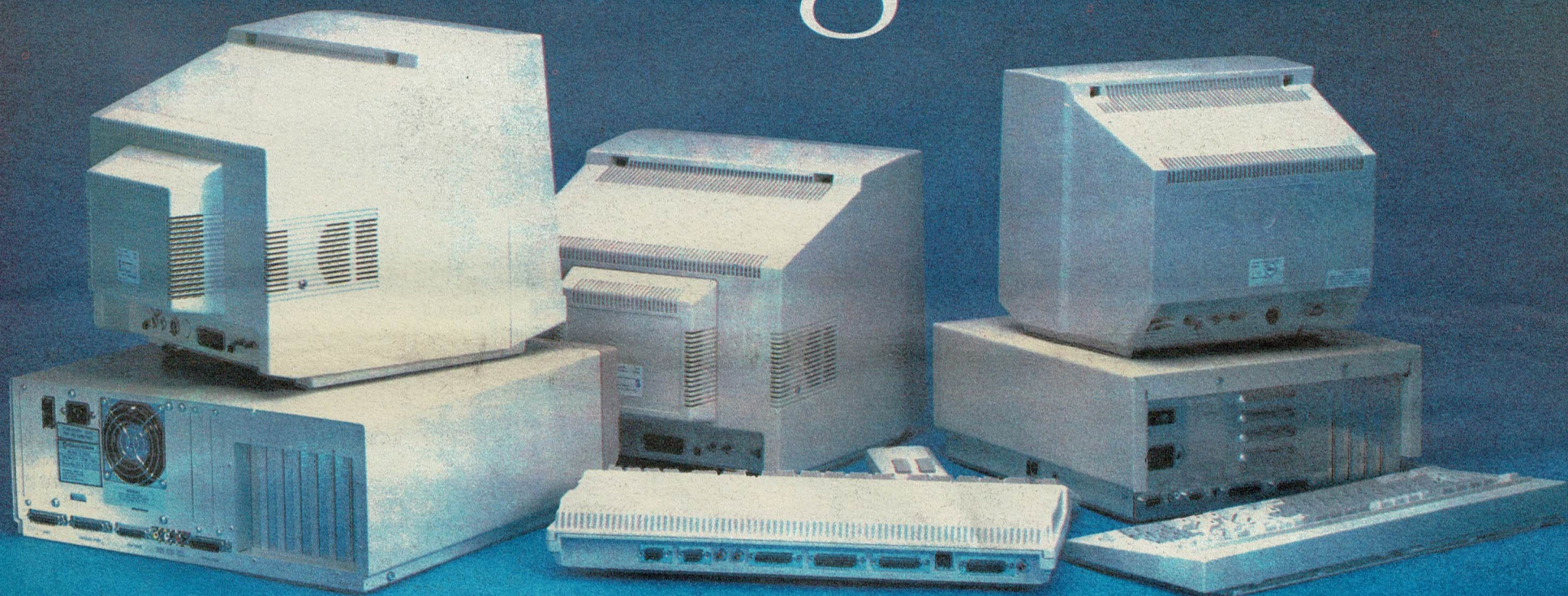


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PRACTICE MAKES PERFECT

In which Amstrad's erstwhile sales manager for business products KEITH WARBURTON argues that with professionalism and practice, salesmen can do a lot to encourage sales before the talk moves on to price, product and tech spec. Professionalism leads to authority, and with authority — as even a schoolboy knows — comes plausibility . . .

Many people (including salesmen) believe that selling is a vague skill, and that it boils down to the ability to work

hard and to get on with people.

Selling is a profession, and the best salesmen make use of as much professional skill as

virtually any other profession that you can name. A doctor, accountant, or solicitor will have spent years at University studying his profession, and

then has worked (in the latter two professions at least) as a junior in the firm (at a very low income) before he is trusted with really important tasks or clients in an unsupervised situation. At this level the practice of his profession may finally start to bring him a large income.

We can contrast that with our chosen career, where sometimes after very little (if any) instruction in the profession of selling, a computer enthusiast is let loose on an innocent prospect, who may be willing to exchange a large

sum of money for a solution to a problem.

If the "salesman" does not use professional skills he may cost his client a lot of money, or lose his employer the sale. He might even cost his employer a lot of money (in putting right a bad sale).

Since a salesman can earn a lot of money (especially in the computing business), it is not unreasonable to expect him to do all that he can to be as "professional" as possible. That includes studying the arts and rules of his chosen profession.

A study of the attributes of

the successful salesman will reveal that there are many things he does that can be recognised as good, sound technique that can be taught, studied and improved upon. We have looked previously at some buying motives. Let us now study the **BUYING DECISIONS**.

Selling and integrity

There are several areas where the potential customer needs to make decisions before he will actually be able to make a commitment to purchase. It is not just a case of convincing him that the product will do the job and is within his budget.

As with other topics covered, the buying decisions can, after study, be covered under a few recognisable headings.

The first decisions must be made about **The Salesman**. Decision here is under two separate sub-headings. The customer firstly needs to know that you have *integrity*.

Integrity is one of those words where we all think we know what it means, but that many may find difficult to define. If we turn to *Roget's Thesaurus*, we find that it is covered well under the section on "morality", and I think that really brackets it well.

You must present yourself as being honest and incorruptible.

Salesmen do not have to be impossibly angelic, but they need to show sufficient integrity to suit the customers' needs — which will vary between individuals — and between industries. The bottom line is that you should be seen to adhere to high standards of professional behaviour.

The second buying decision that is based on the salesman's qualities is to do with his **Judgement**. If the customer has cause to doubt your judgement, he will not be willing to place the solution to his problems in your hands.

Judgement can be a subjective as well as an objective element in this case. The best thing to do is to listen to the customer and gauge his feelings about any possible contentious topic before you voice your opinions. If you do have radically different opinions, you should try to get to know your customer a bit better before you voice them.

Whatever you do, give your customer the impression that all your judgements are well reasoned.

The buying decision made about the salesman is the most critical of them all. It is one of the quickest to be reached and is the most difficult to adjust if it then causes a problem. If you decide you do not like or trust someone it is very difficult for you to change your mind, and will take a long time.

If the customer is happy about the salesman, he can progress to making his judgements about **The Company**.

The right profile

It can be easy for us to say that the image of the company is not our responsibility, but we must remember that the company is, or should be, made up by a team or teams of people. That team is made up of individuals, all of whom

Continued on page 19

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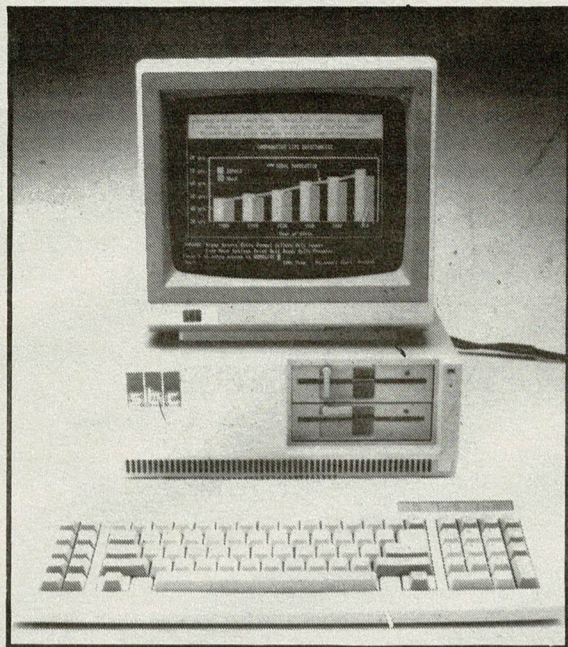
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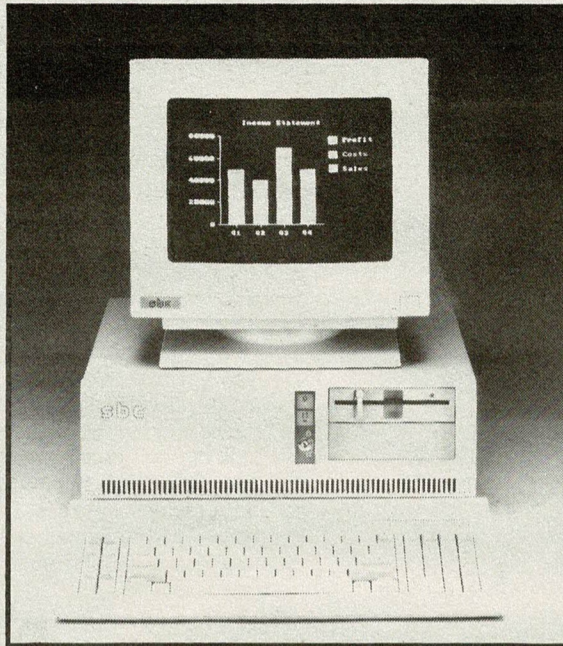


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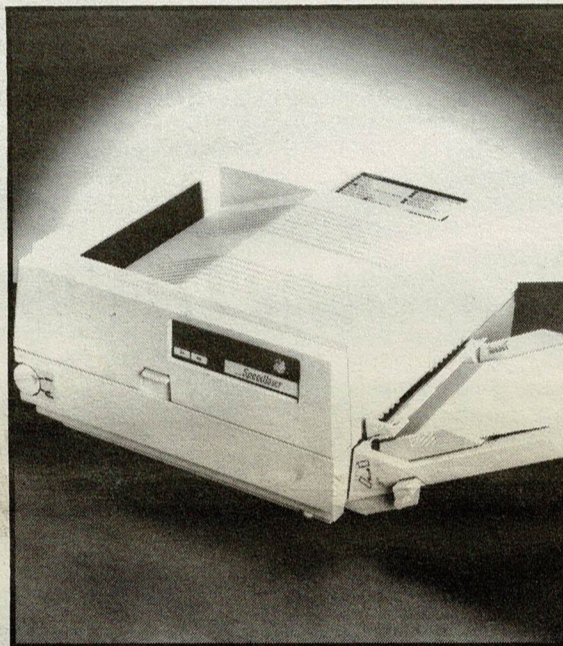
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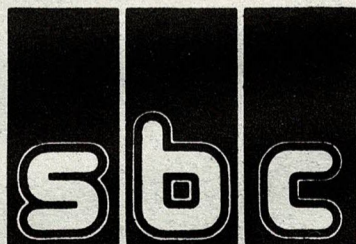
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WORLD'S APART

Gollner Publishing's *ST World* has been rent asunder to prepare the way for the launch of its new, more games orientated title *ST Action*. With the first issue being grabbed off the news stands as we speak, COLIN CAMPBELL profiles Hugh Gollner and his business . . .

"People in computer publishing feel guilty about it. Someone comes up in the pub and you say you're in publishing - but once you say you write for a computer mag, it isn't right somehow."

This is only one of Hugh Gollner's many opinions on the shelf-cluttering busy world of computer publishing. It's extraordinary that such a fringe entertainment medium as the home computer can attract such a bulk of magazines - many of which appear to be hardly different from any others. As such, the competitors have little regard for one another.

Gollner kicked off *ST World* in 1985 as a "tatty and sloppily written fanzine" (his words) back when the machine itself was still a ludicrously priced baby. Now he is facing the challenge of large publisher interest in that sector. A user base built up of techno happy boffins is turning into a bigger beast. The Atari ST has finally become a games machine.

The sweet sound of potential advertising revenue has reached the ears of the mini magnates in the computer industry and new mags are beginning to appear. Gollner himself has launched a games only paper - *ST Action* - whilst *ST World* continues as the traditional all rounder.

But Gollner claims to be unperturbed by this surge in interest. In time honoured fashion these situations call for one of two responses. Either whinge, or start slugging the competition off. He's plumped for the latter.

"I think we have the ability to produce better quality papers but it is at the expense of profit margins. Those others don't seem to be capable of making that effort, *ST World* is clearly winning and even Database would agree."

Database publishes nine computer titles one of which is *Atari ST User*. Whether or not it would agree with Gollner is another matter. Both companies have found very little in common in the past. Gollner goes as far as to accuse the northern firm of using "bullying tactics" in scrapes of yesteryear.

"We're using top notch writers but other companies worry more about their margins and they lose quality. We produce the hot mags." He turns to the competition which has yet to appear. "Where's *ST Update* (Focus) - it's a month late already. I wonder if the contents will also be a month out of date? *ST Action* came out on the 11th April. Bang on schedule."

The most unusual entry is Future Publishing's recently fanfared *ST Amiga Format*. The thing is something of a hybrid since it'll carry a cover mounted double format disk. The contents will be split between both 16-bit machines.

Gollner spots the obvious problem: "It won't work. More people own an ST than an Amiga and inevitably it'll

lean more toward the ST side. Both machines are natural rivals anyway. It will only score where people are into both machines. Machine dedicated mags is the only way to do it." Chris Anderson (Future's boss) looks infallible but he's not. *Diesel Car* is his first failure."

That was also Future's first foray out of computer publishing. "Computer publishers are obsessed by diversification. Newsfield made a terrible mess with *LM* and Future with the Car mag. These people are good at computer writing but get them on something else . . ."

Press ahead

When Gollner was 16 he was dabbling in writing serious software and had planned to market tailor made business software. Then he ran aground trying to open up an Apricot dealership. After that he turned his interests on the ST and began writing a game. Finding the user base to be small and the computer magazine advertising rates too high he published *ST User* which was later to be renamed *ST World*.

"It was 40 pages in black and white, then, and a reasonable amount of people took an interest," explains Gollner.

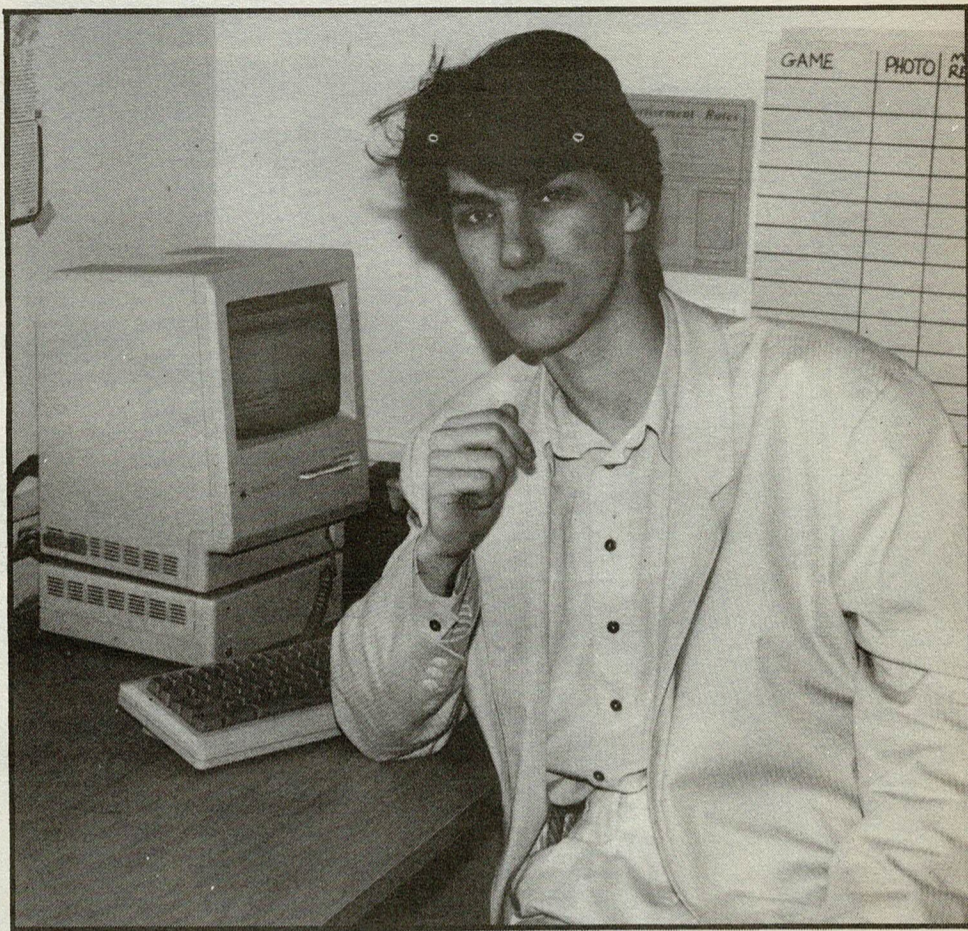
from *ST User* to *ST World* came about after an untidy scrap with Database. The larger firm started up *Atari ST User* and clearly this would cause problems. Gollner reckons that advertisers were booking with Database by accident instead of with him (although this does appear to be unlikely).

"There wasn't a lot we could do about it and confusion was growing. In the end we cut our losses and changed the name. But we were bullied and the software houses thought we were being bullied. It got to the stage where Database wouldn't let me into their show but they're more reasonable now though."

Back then the ST wasn't the subject of deranged debates as it is now. It was a little closer to the fringe of new technology and computer boffs could write about whatever it is they write about until they had filled their bellies with technical tripe.

Now though the audience is different. If the games publishers can get away with charging £25 for a title then in theory there should be plenty of room for a few gamesy mags.

"It has really been a games machine since Bob Gleadow took over at Atari. He's sold it to the games players. Initially



GOLLNER: Now recognising the ST as a games machine

together in the same publication," states Gollner. It's clear that *ST World* is closer to his way of thinking but given the games bias of the ST, *Action* is more likely to both sell more

copies and attract advertising from the software marketeers.

Twenties and tens

"The tone of *ST Action* is for those in their late

teens and early twenties. It's not the same as *Zzap* or *Crash*. The decisions here are made by us and we're all in that age group (Gollner is 19).

Continued on page 19

ST ACTION
THE WORLD'S ONLY DEDICATED ST GAMES MAGAZINE

STA MEGATEST:
10 SCROLLING SHOOT-'EM-UPS COMPARED

REVIEWS:
GUNSHIP
DUNGEON MASTER
OIDS
SLAP FIGHT
PREDATOR
BEYOND ZORK
ULTIMA 4, JUMP JET, SECONDS OUT, GET DEXTER II, ROCKFORD, LEE INFIELD, FORMULA 1, WARLOCK, FROST BITE, TRASH HEAP.

FEATURES:
15 JOYSTICKS MEGATESTED
FACE TO FACE WITH JEFF MINTER
INTERVIEW WITH NOVAGEN

REGULARS:
EXTENSIVE 6-PAGE NEWS COVERAGE
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BACKLASH, BLACK LAMP, PREDATOR, RANARAMA, GOLDEN PATH

COMPETITIONS:
WIN A DAY AT BRANDS HATCH RACING SCHOOL
25 ELECTRONIC ARTS MUGS AND TEE-SHIRTS
10 COPIES OF COLOURSPACE II TO BE WON

ST ACTION: Games only

"Atari was saying that there were 10,000 machines out then but that was rubbish. There were only about 1,500."

By the seventh issue Gollner and his mother bought out the Chichester businessman who had originally funded the operation. By issue 22 it had changed to full colour with a print run of 35,000. Gollner claims to be selling 30,000 of these a month.

The transition in name

I was distressed because I was more into the serious side of the machine. But it's a lucrative sector."

For Gollner the new lack of balance between boffin and blaster made for a problem. Clearly both groups cross over but not enough to get it all into one magazine. That is the thinking between the new *ST Action*. Where *ST World* looks techno-headed and Sinclair generationish *ST Action* is faster and more colourful.

"The two cannot live

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SPECTRUM TOP 20

| TW | LW | Title | Publisher | RRPE |
|----|----|---------------------------|------------------|------|
| 1 | 4 | STEVE DAVIS SNOOKER | BLUE RIBBON | 1.99 |
| 2 | 1 | GHOSTBUSTERS | MASTERTRONIC | 1.99 |
| 3 | NE | TARGET RENEGADE | IMAGINE | 7.95 |
| 4 | 2 | KIK START 2 | MASTERTRONIC | 2.99 |
| 5 | 8 | FRUIT MACHINE SIMULATOR | CODE MASTERS | 1.99 |
| 6 | 9 | TRAP DOOR | ALTERNATIVE | 1.99 |
| 7 | 7 | POPEYE | ALTERNATIVE | 1.99 |
| 8 | 6 | DAN DARE | MASTERTRONIC | 1.99 |
| 9 | 3 | SUPER STUNTMAN | CODE MASTERS | 1.99 |
| 10 | 5 | WE ARE THE CHAMPIONS | OCEAN | 9.99 |
| 11 | 19 | ATV SIMULATOR | CODE MASTERS | 1.99 |
| 12 | 11 | SOCCER BOSS | ALTERNATIVE | 1.99 |
| 13 | 17 | GRAND PRIX SIMULATOR | CODE MASTERS | 1.99 |
| 14 | NE | HOLLYWOOD POKER | PLAYERS | 1.99 |
| 15 | NE | MATCH DAY 2 | OCEAN | 7.95 |
| 16 | 10 | WAY OF THE EXPLODING FIST | MASTERTRONIC | 1.99 |
| 17 | 14 | DIZZY | GREMLIN GRAPHICS | 9.99 |
| 18 | 16 | 10 GREAT GAMES 2 | FIREBIRD | 1.99 |
| 19 | NE | NINJA SCOOTER SIMULATOR | CODE MASTERS | 1.99 |
| 20 | NE | SUPER ROBIN HOOD | CODE MASTERS | 1.99 |

C64 TOP 20

| | | | | |
|----|----|---------------------------|------------------|------|
| 1 | 1 | STEVE DAVIS SNOOKER | BLUE RIBBON | 1.99 |
| 2 | 3 | TARGET RENEGADE | IMAGINE | 9.95 |
| 3 | 4 | PAC-LAND | QUICKSILVA | 9.95 |
| 4 | 17 | FRUIT MACHINE SIMULATOR | CODE MASTERS | 1.99 |
| 5 | 2 | WE ARE THE CHAMPIONS | OCEAN | 9.99 |
| 6 | 5 | GHOSTBUSTERS | MASTERTRONIC | 1.99 |
| 7 | 14 | TRAP DOOR | ALTERNATIVE | 1.99 |
| 8 | 10 | DAN DARE | MASTERTRONIC | 1.99 |
| 9 | NE | BACK TO THE FUTURE | FIREBIRD | 8.95 |
| 10 | NE | HOLLYWOOD POKER | PLAYERS | 1.99 |
| 11 | RE | ATV SIMULATOR | CODE MASTERS | 1.99 |
| 12 | 15 | GRAND PRIX SIMULATOR | CODEMASTERS | 1.99 |
| 13 | NE | MATCH DAY 2 | OCEAN | 8.95 |
| 14 | 11 | 10 GREAT GAMES 2 | GREMLIN GRAPHICS | 9.99 |
| 15 | 19 | WAY OF THE EXPLODING FIST | MASTERTRONIC | 1.99 |
| 16 | NE | FOOTBALL MANAGER | ADDICTIVE | 2.99 |
| 17 | NE | GROGS REVENGE | POWERHOUSE | 1.99 |
| 18 | 7 | IKARI WARRIORS | ELITE | 9.95 |
| 19 | NE | TEST DRIVE | ELECTRONIC ARTS | 9.95 |
| 20 | RE | PLATOON | OCEAN | 9.95 |

AMSTRAD TOP 10

| | | | | |
|----|----|-------------------------|--------------|------|
| 1 | 2 | STEVE DAVIS SNOOKER | BLUE RIBBON | 1.99 |
| 2 | 3 | SUPER STUNTMAN | CODE MASTERS | 1.99 |
| 3 | 5 | GHOSTBUSTERS | MASTERTRONIC | 1.99 |
| 4 | 4 | FRUIT MACHINE SIMULATOR | CODE MASTERS | 1.99 |
| 5 | 2 | DAN DARE | MASTERTRONIC | 1.99 |
| 6 | 1 | NINJA SCOOTER SIMULATOR | FIREBIRD | 1.99 |
| 7 | 10 | BMX SIMULATOR | CODE MASTERS | 1.99 |
| 8 | 8 | TRAP DOOR | ALTERNATIVE | 1.99 |
| 9 | 7 | WE ARE THE CHAMPIONS | OCEAN | 9.99 |
| 10 | RE | COMBAT ZONE | ALTERNATIVE | 1.99 |

ATARI ST TOP 5

| | | | | |
|---|----|-----------------|--------------|-------|
| 1 | RE | CAPTAIN BLOOD | INFOGRADES | 24.95 |
| 2 | 1 | DUNGEON MASTER | MIRRORSOFT | 24.99 |
| 3 | RE | REVENGE 2 | MASTERTRONIC | 9.99 |
| 4 | 3 | OBLITERATOR | PSYGNOSIS | 24.99 |
| 5 | 2 | CARRIER COMMAND | RAINBIRD | 24.95 |

AMIGA TOP 5

| | | | | |
|---|----|-------------------|-----------------|-------|
| 1 | 2 | FERRARI FORMULA 1 | ELECTRONIC ARTS | 24.95 |
| 2 | 1 | OBLITERATOR | PSYGNOSIS | 24.99 |
| 3 | NE | GARRISON 2 | RAINBOW ARTS | 24.99 |
| 4 | 3 | SIDEWINDER | MASTERTRONIC | 9.95 |
| 5 | RE | BUBBLE BUBBLE | FIREBIRD | 19.95 |

SHARE OF SALES BY MACHINE

| Machine | Units sold (%) | | | | Titles sold (%) | | | |
|--------------|----------------|-----------|----------|-----------|-----------------|-----------|----------|-----------|
| | This week | Last week | 4wks ago | 12wks ago | This week | Last week | 4wks ago | 12wks ago |
| SPECTRUM | 46.1 | 43.8 | 47.9 | 46.1 | 28.3 | 28.2 | 28.2 | 28.0 |
| COMMODORE 64 | 23.8 | 22.7 | 20.0 | 23.7 | 26.3 | 25.6 | 23.1 | 24.0 |
| AMSTRAD | 17.3 | 17.8 | 16.5 | 15.3 | 19.0 | 18.0 | 18.1 | 18.7 |
| ATARI ST | 3.1 | 4.3 | 3.5 | 3.7 | 6.0 | 6.4 | 6.3 | 5.4 |
| COMMODORE 16 | 1.9 | 2.3 | 2.3 | 1.9 | 3.1 | 3.5 | 4.5 | 3.5 |
| BBC | 1.8 | 2.1 | 2.4 | 2.4 | 3.5 | 3.9 | 4.4 | 3.9 |
| AMIGA | 1.5 | 1.7 | 1.5 | 1.4 | 2.6 | 2.4 | 2.8 | 2.4 |
| ELECTRON | 1.3 | 1.6 | 1.7 | 1.8 | 2.6 | 2.3 | 2.3 | 3.8 |
| ATARI | 1.3 | 1.3 | 1.7 | 1.4 | 2.4 | 2.4 | 3.7 | 3.7 |

AVERAGE SALES PER PANEL SHOP

| Units Sold | | | |
|------------|-----------|----------|-----------|
| This week | Last week | 4wks ago | 12wks ago |
| 98 | 98 | 135 | 164 |

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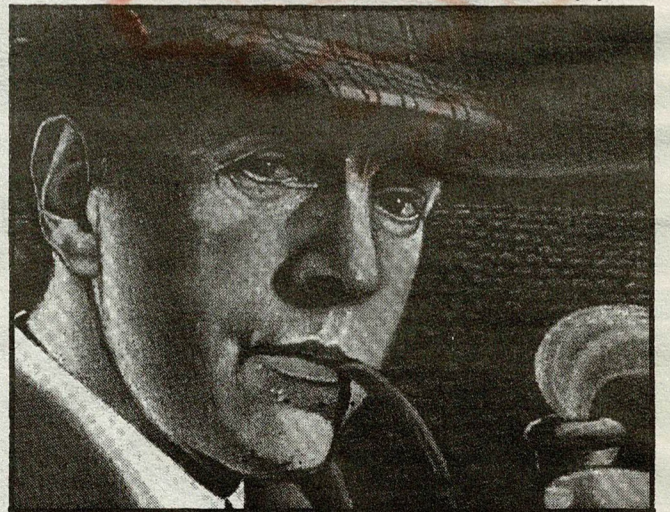
▲ **ACE:** *Alien Syndrome* (SpAm64STAg — £8.99-£19.99) This was promised a while back when Softek first announced the Ace label. If it can transfer effectively onto the home machines there's no reason why it shouldn't do well. It certainly makes a change to see a Sega title by someone other than US Gold or Activision. ▲ **ACE:** *Soldier of Light* (64 — £8.99-£14.99) This Taito licence was actually scheduled for an Easter launch or even earlier. But following in the true tradition of *Garfield* it busts its deadline with a vengeance. Anyone remember the 'April will have a G in it' campaign? That was April '87; *Garfield* emerged (to chart acclaim) in January '88. ▲ **ELITE:** *Buggy Boy* (Sp+3ST — £7.99-£19.99) Tatsumi's *Enduro Racer* on four-wheels reaches a couple of new formats some time after the C64 version's good chart performance. The full-price releases are starting to flow again from Elite and no doubt this product's lifespan has been carefully calculated. Compiled by autumn, budgeted in the new year?

Possibly. ▲ **ELITE:** *Thundercats* (ST — £19.99) This did very well indeed on the major formats last Christmas. But one wonders how many diehard fans of the cartoon/comic strip/potato snack own an ST. ▲ **INFOCOM:** *Sherlock — The Riddle of the Crown Jewels* (Ag64STPC — £19.99-£24.99) Beautifully packaged as ever, the masters of interactive fiction get to grips with the chap with a funny hat who lives in Baker Street. Goddies inside the box this time include a tourist map of Victorian London, a copy of the June 17, 1887 *London Thames*, a rubber key ring and armfuls of

Infocom booklets and leaflets. If awards were given for perceived value Infocom would skate them. ▲ **INFOGRADES:** *Stir Crazy* (STPC — £19.95) No this isn't a licence of the early eighties comedy starring Gene Wilder. It's six games in one which can be played by up to six players playing all six games in sequence. ▲ **INFOGRADES:** *Captain Blood* (Am — £9.95-£14.95) All the stops have apparently been pulled out to make sure this version does not pale in comparison to the strong-selling ST version. If the Amstrad reviews are half as good it should still do very well. ▲ **MARTECH:** *Armageddon Man* (Ag — £19.99) This enhanced version was actually scheduled to arrive last month. Added extras include a colour vinyl map of the world and vinyl reusable flags. ▲ **MASTERTRONIC:** *Motorbike Madness* (STAgPCSpAm64 — £1.99-£14.99), +3 *Adventures* (+3 — £9.99), *Sidewinder* (ST — £9.99), *Super Trolley* (Am64 — £1.99) This latest batch of Tronic games is perfect proof of the number of pies it has its fingers in these days. The selection runs from a PC game to a *Jim'll Fix It* stunt to a selection of

adventures to a hot sounding motorbike title. Expect the latter to do wonderful things saleswise. ▲ **POWERHOUSE:** *Metropolis* (SpAm64 — £1.99), *I-Xera* (64 — £1.99) The games have been coming out thick and fast from this lot over the past few weeks and it is beginning to show up in the Gallup charts. A 1.1 per cent share of sales by publisher was recorded near the end of last month. These two should keep the fires burning — whatever that means. ▲ **RAINBIRD:** *Jinxter* (XE/XL — £19.95) Nice to see a major release appear on this format, and it's not even that long since the first version appeared. This carries on in typical *Pawn* mode with regard to detailed graphics and mind muddling puzzles. ▲

▲ **SUPERIOR:** *Barbarian* (BBC/E1 — £9.95-£14.95) Palace's very successful chop-em-up finally becomes available to Beeb owners some 12 months after it's first release. And no, there isn't going to be any mention of Maria Whittaker, so there. ▲ **TYNESOFT:** *Saigon* (BBC/E1 — £9.95-£14.95) Here's another firm that's release schedule is choc-a-bloc just lately. The latest addition — if you didn't guess — is a Vietnam simulation. As usual the Viet Cong are in for a pasting from a Ramboesque US glory boy, Ronnie Reagan would love it, the kids might be beginning to be bored with the genre. ▲ **US GOLD:** *Spectrum Spectacular* (+3 — £14.99) The number of +3 games is steadily mounting and they are tending to be compilations. This one looks a solid bet for sales with no fewer than six titles included. They comprise of *Rygar*, *Solomon's Key*, *Bravestarr*, *Fast 'n' Furious*, *Thunderceptor* and *Trantor*. ▲ **US GOLD:** *California Games* (MSX — £9.99) This game's search for unconquered formats goes on and on. Thus, it was written that it must eventually reach the lucrative land of MSX. The two users of the machine will no doubt be overjoyed.



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 = Atari VCS 2600 console; MSX = very unlikely.

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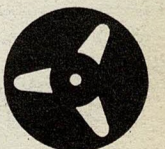
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PRACTICE MAKES PERFECT

Continued from page 12
 must project the right image, all of whom must work for the good of all.

No aspect of your corporate operation or image should reflect standards that are anything except the highest. You must ensure that anyone who visits your company, or communicates with it is treated in a manner that demonstrates he is a very important person. Any need of a customer or prospect should (within reason) be catered for, and there are very few requests that a customer will make that are truly unacceptable.

Even that chap who purch-

ased the low-cost system three years ago and has been in your hair ever since deserves the best attention that you can give him. You could have refused his order after all!

The next decision is made about **The Product (or service)** that your company offers. Quite simply — is it right for the customer? Will it suit his needs? Is it of the right quality?, and so on.

Of course, eventually the customer (or more correctly, the prospect) will need to decide if **The Price** is right. We are not concerned in this section in competitiveness, mere-

ly that the products offered are within the budget envisaged or at least are attainable. Again, price is not simply the cost shown on the initial invoice. Price can be covered under many headings, including rental, lease, residual value, service charges, guarantees etc.

In an earlier article we covered the buying motives. We listed six motives, any one of which had to be satisfied before a buying decision could be made. With the buying decisions there is a key difference, there are five of them and they *all* have to be co-

vered before the buying commitment (the sale) can be made.

Time is all

If you now list the topics covered here, you will find that we have only covered four of the key headings. The fifth and final one can negate all the hard work you have put into covering the first four. Simply, it is **Time**.

If the time is not right, then there is no sale to be made. You can have satisfied all the other reasons: the prospect may think that you are the finest example of your profession ever to have crossed his threshold, he may feel that

your company is undoubtedly the best one to service his needs, your products are fine, and he believes that the price is very reasonable.

But if he is not yet ready to take on the new technology for another year, or if his budget will not be approved for another six months, or if he will not make a decision until after he has been to the major trade show next year, all your work will have been in vain.

It is essential that the salesman ensures he has covered and satisfied *all* of the buying decisions, and to ensure that his customer is happy about them all. If the customer is satisfied on every topic, then

you can close the sale. If the customer is unhappy on just one of them then you will never close the sale.

The best salesmen are able to put themselves in their customers' shoes and see the situation from his point of view. I wonder what we would see if we listed our ten best prospects and then examined each one from the customer's point of view, asking each time if we have satisfied those buying decisions. That should prove a valuable exercise.

Similarly, if we examine our most recently lost sales, will we see if those buying decisions were all covered satisfactorily?

WORLD'S APART

Continued from page 14

"That way the mags are done the way we would want to read them. We're limited to the sections of the market in which we are interested.

"If we were producing something for 14 year olds it would be more difficult. I think Newsfield and EMAP's writers and page designers do very well. They are 20 year olds writing for 10 year olds and that can't be easy. They design down their mags to look zany but we'll bring ours out the way we like 'em. Still, it drives you round the bend trying to satisfy the readers."

Gollner plans to have brought the Gollner Publishing stable of titles up from two to five by the end of the decade. That'll be no mean feat if he pulls it off, considering that only one in five new publications succeed. If he is to follow other computer mag publishers onto new ground it would be wise to keep his head low. There are plenty of tragic projects which met an early end out there already.

Other publishers have enjoyed sniggering at the interest which Atari itself has taken in Gollner Publishing. The firm bought a 20 per cent stake last summer. There have been some who state that this money kept *ST World* afloat. Either way the money went into bringing much needed colour to the paper.

"It wasn't a great deal of money. We did it really to gain credibility," explained Gollner. "We didn't really have and street cred and *ST World* did look rather dismal. We wanted a boost and that did the trick. Then we went colour.

"When you're small and up against big companies you need novel ways of gaining the edge and what could be more novel than selling a stake to Atari. Publishers will say that we're in their pocket but we criticise them more than most and certainly more than before the deal.

"Bob Gladow is a hard businessman but he recognises the importance of computer mags and he has supported them. He helps people out and this was done without a profit motive. We are a flagship of the other side of the *ST* — not the games side.

"Dealers can show people *ST World* and buyers can see from that what the machine can do. From Atari's point of view we were able to support the serious side of the *ST*.

"And if that was left to its own devices, it wouldn't get any credibility."

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screenshots from arcade machine

Nintendo ramps up stores

Major multiples Boots and Littlewoods have given Nintendo UK a shot in the arm by taking on its games console.

Boots will be stocking the Nintendo in "selected stores" throughout the country. In total the chain comprises 1,029 branches. Littlewoods will similarly not be taking it in all of its 114 shops.

Although software for the

system is still not available here in large numbers Nintendo is claiming that all the titles in the US will be in the UK by the Christmas period. Currently there are 22 games here with the complete library being nearer the hundred mark.

Nintendo is quietly confident that the other high street multiples will be taking more of an interest in the console. "One of our top dealers in the US is Circuit City and they are similar to Dixons or Com-

et," said UK boss Bruce Lowry. "They do tremendous volumes and the Nintendo is one of their top items."

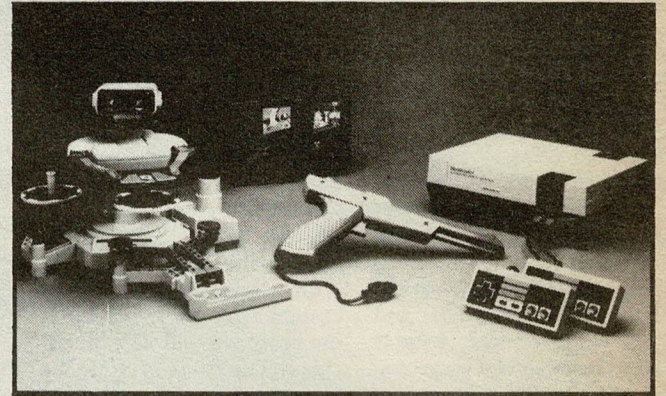
Nintendo is hoping to repeat its sales patterns in the US where seemingly 80 per cent of sales go through the electrical retail sector as opposed to toy shops.

"We offer an opportunity to electrical retailers for structural growth patterns and competitive margins," said Lowry. However, he claimed that signing one deal-

er is "as important to us" as tying up a multiple.

Meantime, the firm is sticking by its guns on the question of appointing any distributors. There had been a possibility that a supplier would be drafted in to cover Northern Ireland and Eire but this has now been ruled out.

Lowry told CTW: "Our plan has not changed. But in the event that a distributor comes along with something to offer them obviously we'll have a look at it."



NINTENDO: Push in Boots and Littlewoods

EMAP

Continued from front page

ry Pratt offered: "Steve and Julian are two of the top journalists working in the industry and their presence will immeasurably strengthen our titles." The duo are working on twelve month freelance contracts, handling reviews and suchlike.

Though EMAP is stressing that they have been chosen for positive reasons, the company is well aware that poaching Rignall and Jarrett will cause both some difficulty and some embarrassment to Newsfield. Rignall in particular has had a high profile at Zzap.

Newsfield and EMAP have had a forceful rivalry for some time as the publishers of the UK's best selling computer magazines. It reached its bitterest point at the time of the Newsfield *Unclear User* parody of *Sinclair User*, which prompted successful legal action by EMAP. Since then, there have been sundry inter-company rumblings.

Meantime, EMAP has still not ruled out the possibility of increasing *CE&VG's* frequency to fortnightly. According to editor Eugene Lacey, much research has been done and a fortnightly dummy was produced. "A final decision one way or the other has not been made. It's still being investigated," he said.

For its part, Newsfield is gearing up to launch its cult horror magazine *The Fear* in June. The response thus far is claimed to be "terrific", with WH Smiths apparently requesting a doubling of the print run due to the interest generated.

Atari

Continued from front page

"advanced entertainment involving robotics".

Other than displaying its wares, Atari's broader aim is to persuade dealers to recognise that such is its hardware product range, becoming an Atari Centre is a viable option. A spokesman stressed that there would be no notions of Atari exclusivity in the short term, however.

"We'd like to see a nice regional spread of around 50 to 60 dealers at the Forum, and then hope to meet the odd entrepreneur who'd be willing to move away from his existing hardware lines by putting more effort into Atari products," he said.

Atari will also be announcing its business plans for the year "as far ahead and in as much detail as we can". The event takes place at the Cafe Royal next Thursday (May 26th).

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