Ashton-Tate

Company Details

Name:　　　　　Ashton-Tate
Sector:　　　　　PC Systems, Tools and Utilities Software

Description
　　　One of the early highly successful PC Software companies, Ashton-Tate became famous for a relational data base known as dBASE and an integrated application that did text, spreadsheet and data base known at Framework. They expanded the product line by acquisition of word processing and other tools to become one of the largest software tool suppliers in the DOS environment.

Facilitators
- Bill Selmeier - Email

Statistics
　　　Contributors (1), Events (137), Stories (0), Documents (521), References (2), Discussions (0 threads, 0 posts)

Entered By:　　　　Luanne Johnson
　　　　　　　　　　　December 14, 2005

Contributors

Contributor Edward Esber

Date Joined January 1984

Job Description
　　　CEO
Date Left April 1990

Date Entered March 14, 2006

Timeline

1980

Milestones

Software Plus Formation (August 1980)
George Tate and Hal Lashlee form Software Plus, the predecessor to Ashton-Tate and mail order software distribution business. A user of the Vulcan database developed by C. Wayne Ratliff suggested they distribute

the product. Wayne Ratliff agreed but the name had some trademark issues so the product was renamed dBASE II.

Related References
FoxPro's History of Ashton-Tate People

1984

Milestones

dBASE III; The New Standard for Information Management Announced (May 1984)
dBASE III; the new standard for information management

Related Documents
dBASE III (TM); The New Standard for Information Management

Software Publisher Ashton-Tate Restructured; Esber Named President, COO (September 1984)
Software publisher Ashton-Tate restructured; Esber named President, COO

Related Documents
Edward M. Esber President, Chief Operating Officer

Business, Financial and Legal

Ashton-Tate Announces Record Results for Fiscal 1984 (March 1984)
Ashton-Tate announces record results for Fiscal 1984

Related Documents
1984 Financial Results

Ashton-Tate and Informatics Agree to Market Micro-Mainframe Product (May 1984)
Ashton-Tate and Informatics agree to market micro-mainframe product

Related Documents
Informatics Micromainframe

Ashton-Tate Announces Multi-Million Dollar Deal with Tandy Corp. (October 1984)
Ashton-Tate announces multi-million dollar deal with Tandy Corp.

Related Documents
Ten Million Deal with Tandy

Miscellaneous

Ashton-Tate Exec Named Entrepreneur of the Year (David Cole) (May 1984)

Ashton-Tate executive named Entrepreneur of the Year (David Cole)

Related References
Island People:Island-raised Cole moves from software to farming

Personnel and Organization

Ashton-Tate Names Frank Murnane VP, Finance (January 1984)
Ashton-Tate names Frank Murnane as Vice President of Finance

Related Documents
Ashton-Tate appoints Frank Murnane Vice President of Finance

Benincasa Appointed Vice President, New Business Development, At Ashton Tate (1984)
Benincasa Appointed Vice President, New Business Development, At Ashton Tate

Related Documents
Benincasa Heads Business Development

Julian K. Brantley Named Vice President, Communications at Ashton-Tate (February 1984)
Julian K. Brantley named Vice President, Communications at Ashton-Tate

Related Documents
Joe Brantley VP Communications

Software Publisher Ashton-Tate Names Ronald Posner to Board (March 1984)
Software publisher Ashton-Tate names Ronald Posner to Board

Related Documents
Posner to Board

Ashton-Tate Names Martin Mazner Vice President, Marketing (March 1984)
Ashton-Tate names Martin Mazner Vice President, Marketing

Related Documents
Ashton-Tate Names Martin Mazner Vice President of Marketing

Ashton-Tate Names Ed Esber Executive Vice President (March 1984)
Ashton-Tate names Ed Esber Executive Vice President

Related Documents
Ed Esber Named Ex VP

Ashton-Tate Names Bennett to Marketing Post (March 1984)
Ashton-Tate names Bennett to marketing post.

Related Documents
Bennett Named to Marketing Post

Founder, George Tate Dies (August 1984)
George Tate Passes

Related Documents
George Tate Dies

Barry Berke Named Vice President, Operations for Ashton-Tate (August 1984)
Barry Berke named Vice President, Operations for Ashton-Tate

Related Documents
Barry Berke Named VP Operations

Product/Services/Technology

Ashton-Tate Announces Multi-User dBASE II Version (February 1984)
Ashton-Tate announces Multi-User dBASE II version

Related Documents
Multi-user dBASE II

Ashton-Tate Launches Framework with Precedent-Setting Marketing Efforts (March 1984)
Ashton-Tate launches Framework with precedent-setting marketing efforts

Related Documents
Framework New Generation Productivity Software

Ashton-Tate Releases dBASE III, Framework Updates Both Support IBM PC/AT, AT&T 6300 Personal Computer (November 1984)
Ashton-Tate releases dBASE III, Framework updates both support IBM PC/AT, AT&T 6300 Personal Computer

Related Documents
Release of dBASE III Updates
dBASEIII Standard for Information Management

1985

Milestones

Ashton-Tate to Purchase MultiMate; Acquisition is Largest in Micro Software History (July 1985)
Ashton-Tate to Purchase MultiMate; Acquisition is Largest in Micro Software History

Related Documents

Letter ot Intent to Acquire Multimate

Ashton-Tate Introduces Framework II (September 1985)
Ashton-Tate Introduces Framework II

Related Documents
Introduction Framework II

Business, Financial and Legal

Ashton-Tate Announces Record Results for Fiscal 1985 (March 1985)
Ashton-Tate Announces Record Results for Fiscal 1985

Related Documents
Record Financial Results

Ashton-Tate, Software AG to Market New Micro-to-Mainframe Connection (May 1985)
Ashton-Tate, Software AG to Market New Micro-to-Mainframe Connection

Related Documents
Ashton-Tate and Software AG to Market Micro To Mainframe Connection

Ashton-Tate Reports 43 Percent Increase in Sales; 407 Percent Increase in Earnings for Second Quarter (September 1985)
Ashton-Tate reports net income of $ 3.45 million for the second quarter of fiscal 1986 ended July 31, 1985, an increase of 407 percent over earnings of $ 682,000 for the same quarter last year. Earnings per share were $ .37, compared with $ .07 in the second quarter of fiscal 1985.

Second quarter revenues were $ 27.5 million, a 43 percent increase over revenues of $ 19.2 million for the second quarter of last year.

Related Documents
Ashton-Tate Reports 43 Percent increase in Sales; 407 Percent Increase in Earnings in Second Quarter

Miscellaneous

"Corporate Emphasis" program defined and implemented (April 1985)
Ashton-Tate defined and implemented a major product and support effort--the "Corporate Emphasis" program--keyed to the needs of corporate America

Related Documents
Background: Corporate Account Program
.
Seminars provided to software dealers (April 1985)
Ashton-Tate provides special dealer seminars as part of the Software Dealer Program. Attendees learned about the issues and trends that

impact corporations as they make software purchase decisions.

Related Documents
Background: Software Dealer Program

Ashton-Tate Announces VAR Program; New dBASE III Developer's Release (July 1985)
Ashton-Tate Announces "VAR" Program; New dBASE III Developer's Release

Related Documents
Ashton-Tate Announces VAR Program New dBASE III Developer Release

Ashton-Tate Assists FBI in Investigation of Alleged Software Pirates (December 1985)
Ashton-Tate Assists FBI in Investigation of Alleged Software Pirates

Related Documents
Ashton-Tate Announces Free Dealer Training Workshops
FBI Helping Find Software Pirates

Personnel and Organization

Ashton-Tate Announces Resignation of Vice President, Finance (Frank Murnane) (February 1985)
Ashton-Tate Announces Resignation of Vice President, Finance (Frank Murnane)

Related Documents
Ashton-Tate Announces the Resignation Of Frank Murnane, VP-Finance

Ashton-Tate Reorganized; Posner Named Executive Vice President (February 1985)
Ashton-Tate Reorganized; Posner Named Executive Vice President

Related Documents
Posner Ex VP Sales and Marketing

Ashton-Tate Names James Merson Vice President, Marketing (April 1985)
Ashton-Tate Names James Merson Vice President, Marketing

Related Documents
John Merson Named VP Marketing

Ashton-Tate Announces Agreement to Purchase Forefront Corporation (April 1985)
Ashton-Tate Announces Agreement to Purchase Forefront Corporation, the Sunnyvale, California-based developer of the Framework multi-function program marketed by Ashton-Tate.

Related Documents

Ashton-Tate agrees to Purchase Forefront of Sunnyvale, CA

[Ashton-Tate CEO Announces Relocation of Corporate Headquarters (July 1985)](#)
Ashton-Tate CEO Announces Relocation of Corporate Headquarters

Related Documents
Relocation Corporate Headquarters

[Ashton-Tate Names Roy Folk, Executive Vice President, Marketing and Strategic Planning (August 1985)](#)
Ashton-Tate Names Roy Folk, Executive Vice President, Marketing and Strategic Planning

Related Documents
Roy Folk VP Strategic Planning

[Ashton-Tate Signs Agreement to Purchase MultiMate International Corporation (October 1985)](#)
Ashton-Tate signs a definitive agreement in connection with its previously announced aquisition of MultiMate International Corporation of East Hartford, Conn., producer of the best-selling word processing software package, MultiMate Professional Word Processor.

Related Documents
Ashton-Tate Signs Agreement to Purchase Multimate Corporation

[Ashton-Tate Announces Resignation of Vice President, Marketing (Merson) (November 1985)](#)
Ashton-Tate Announces Resignation of Vice President, Marketing (Merson)

Related Documents
Resignation of VP Marketing

[Ashton-Tate Completes Acquisition of MultiMate International Corporation (1985)](#)
Ashton-Tate Completes Acquisition of MultiMate International Corporation

Related Documents
Complete Multimate Acquisition

Product/Services/Technology

[Ashton-Tate Introduces New dBASE III and dBRUN for Developers (July 1985)](#)
Ashton-Tate Introduces New dBASE III and dBRUN for Developers

Related Documents
Ashton-Tate Introduces New dBASE III and dBRUN for Developers

[Ashton-Tate Ships Framework II, Announces Framework II Promotion Program (October 1985)](#)

Ashton-Tate Ships Framework II, Announces Framework II Promotion Program

Related Documents
Framework II Shipping and a Promotional Program is Announced

Ashton-Tate Introduces cTOOLS, Add-in Programming Packages for dBASE III Plus (November 1985)
Ashton-Tate Introduces cTOOLS, Add-in Programming Packages for dBASE III Plus

Related Documents
Introduction of cTOOLS

Ashton-Tate Introduces dBASE III Plus (November 1985)
Ashton-Tate Introduces dBASE III Plus, Raises dBASE Standard

Related Documents
Introduction dBASE III
dBASE III Lan Pack

1986

Milestones

Ashton-Tate Announces Commencement of Public Offering (April 1986)
Ashton-Tate Announces Commencement of Public Offering

Related Documents
Commencement Of Public Offering

Ashton-Tate Elects Esber Chairman, Names Three Executives to Board of Directors (August 1986)
Ashton-Tate Elects Esber Chairman, Names Three Executives to Board of Directors (James Castle, F. William Graham & Henry Sweetbaum)

Related Documents
Esber also Board Chair - 3 Members Added

Business, Financial and Legal

Ashton-Tate Announces Record Revenues and Earnings for Fiscal Year 1986 (March 1986)
Ashton-Tate Announces Record Revenues and Earnings for Fiscal Year 1986

Related Documents
Record Results

Ashton-Tate Charges Two Companies with Software Piracy (April 1986)

Ashton-Tate Charges Two Companies with Software Piracy

Related Documents
Ashton-Tate Charges Two Companies With Software Piracy

Ashton-Tate Files Another Software Piracy Suit (May 1986)
Ashton-Tate Files Another Software Piracy Suit

Related Documents
Ashton-Tate Files Another Software Piracy Suit

Cincom, Ashton-Tate Sign Cooperative Marketing Agreement (June 1986)
Cincom, Ashton-Tate Sign Cooperative Marketing Agreement

Related Documents
Ashton-Tate and Cincom Sign Cooperative Marketing Agreement

dBASE Sales Reach One Million; Ashton-Tate Celebrates with Promotion (October 1986)
dBASE Sales Reach One Million; Ashton-Tate Celebrates with Promotion

Related Documents
One Millioneth dBASE Promotions

Ashton-Tate Charges Canadian Firm with Software Piracy (1986)
Ashton-Tate Charges Canadian Firm with Software Piracy

Related Documents
Software Piracy Charges to Canadian Company

Miscellaneous

Ashton-Tate Steps Up Effort to Curb Illegal Copying of Software in Foreign Markets (January 1986)
Ashton-Tate Steps Up Effort to Curb Illegal Copying of Software in Foreign Markets

Related Documents
Ashton-Tate Seeks to Curb Illegal Copying In Foreign Markets

ADR and Ashton-Tate Join Forces to Offer Micro/Mainframe Solution (March 1986)
ADR and Ashton-Tate Join Forces to Offer Micro/Mainframe Solution

Related Documents
ADR-Ashton-Tate Join Forces to Offer a Micro/Mainframe Solution

Ashton-Tate Signs Strategic VAR Agreement to Provide Low-Cost Financial Information to Framework II Users (April 1986)
Ashton-Tate Signs Strategic VAR Agreement to Provide Low-Cost Financial Information to Framework II Users

Related Documents
VAR Agreement for Framework II for Information

Ashton-Tate National Tour to Feature MultiMate Advantage
Version 3.60 (May 1986)
Ashton-Tate National Tour to Feature MultiMate Advantage Version 3.60

Related Documents
MultiMate Fact Sheet
MultiMate Products

Ashton-Tate and Comshare Offer Micro-Mainframe Link (July
1986)
Ashton-Tate and Comshare Offer Macro-Mainframe Link

Related Documents
Ashton-Tate and Comshare Offer Micro-Mainframe Link

Network Innovations and Ashton-Tate Join Forces to Offer
Micro/Mini Database Link (September 1986)
Network Innovations and Ashton-Tate Join Forces to Offer Micro/Mini
Database Link

Related Documents
Network Innovations and Ashton-Tate to Offer Micro Database Link

Personnel and Organization

Ashton-Tate Announces Resignation of Board Member (Hal
Lashlee) (1986)
Ashton-Tate Announces Resignation of Board Member (Hal Lashlee)

Related Documents
Hal Lashlee Resigns from Board

Ashton-Tate Names David Russian Vice President, Controller
(February 1986)
Ashton-Tate Names David Russian Vice President, Controller

Related Documents
Complete Multimate Acquisition
Ashton-Tate Names David Russian VP and Controller

Ashton-Tate Announces MultiMate Reorganzation; Work Force to
be Reduced Due to Job Duplication (February 1986)
Ashton-Tate Announces MultiMate Reorganzation; Work Force to be
Reduced Due to Job Duplication

Related Documents
MultiMate Reorganization - Work Force is Reduced

Ashton-Tate Names Robert Carr Chief Scientist (March 1986)
Ashton-Tate Names Robert Carr Chief Scientist

Related Documents
Ashton-Tate Announces that Robert Carr Has Been Named Chief Scientist

Ashton-Tate Creates Two New Divisions (Folk and Posner-Software Products & Systems, Service and Information) (June 1986)
Ashton-Tate Creates Two New Divisions (Folk and Posner-Software Products & Systems, Service and Information)

Related Documents
Ashton-Tate Creates Two New Divisions

Ashton-Tate to Acquire Decision Resources, Inc., A Leading Business Graphics Software Company (August 1986)
Ashton-Tate to Acquire Decision Resources, Inc., A Leading Business Graphics Software Company

Related Documents
Intention to Acquire Decision Resources Inc.

Ashton-Tate Names Luther Nussbaum President and Chief Operating Officer (October 1986)
Ashton-Tate Names Luther Nussbaum President and Chief Operating Officer

Related Documents
Luther Nussbaum Becomes President and COO

Ashton-Tate Announces Resignation of Ronald S. Posner (October 1986)
Ashton-Tate Announces Resignation of Ronald S. Posner

Related Documents
Ronald Posner Resigns from Ashton-Tate

Ashton-Tate Names Frank Winiarski Vice President of Operations (December 1986)
Ashton-Tate Names Frank Winiarski Vice President of Operations

Related Documents
Frank Winiarski Named VP of Operations

Product/Services/Technology

Ashton-Tate Ships dBASE III Plus (1986)
Ashton-Tate Ships dBASE III Plus

Related Documents
Ashton-Tate Ships dBASE III Plus

MultiMate Ships Version 3.60 of MultiMate Advantage Professional
Word Processor (February 1986)
MultiMate Ships Version 3.60 of MultiMate Advantage Professional Word
Processor

Related Documents
Multimate Professional Word Processor Version 3.6 Ships

Ashton-Tate Introduces dBASE Mac, Extending dBASE Standard
to the Macintosh Computer (August 1986)
Ashton-Tate Introduces dBASE Mac, Extending dBASE Standard to the
Macintosh Computer including Macintosh point-and-click interface; "non-
procedural" product design that enables users to perform both day-to-day
(entry, manipulation and retrieval of data) and sophisticated tasks (creating
relationships between data files) and generating custom multi-file reports;
inclusion of a full-featured procedural (advanced programming) language;
direct access of .DBF files from the IBM-compatible dBASE family of
database products; and available in the fourth quarter of 1986 for SRP $
495.

Related Documents
dBASE Mac Extends dBASE Technology to Macintosh Computer

Ashton-Tate Introduces RapidFile, A Complete and Versatile File
Manager (October 1986)
Ashton-Tate Introduces RapidFile, A Complete and Versatile File Manager

Related Documents
Rapid File Fast Versatile Data Base Announced
RapidFile Backgrounder

1987

Milestones

Ashton-Tate Announces It Will Not Proceed With Public Offering
(April 1987)
Ashton-Tate Corporation announced it would not proceed with its
previously announced public offering of approximately 2.0 million shares of
Common Stock.

Related Documents
Ashton-Tate Announces It Will Not Proceed with IPO

Business, Financial and Legal

Ashton-Tate Sues for Theft (Migent Inc. and Queue Associates)
(January 1987)
Ashton-Tate Sues for Theft (Migent and Queue Associates)

Related Documents

Ashton-Tate Files Theft Lawsuit Against Migent Inc. & Queue Associates

Ashton-Tate Reports Record Revenues for Fiscal Year 1987 (March 1987)
Press Release announcing record net income of $ 30.1 million for the year ended January 31, 1987, an increase of 81.3 percent over net income of $ 16.6 million for fiscal 1986 from revenues of $ 210.8 million, a 73.4 percent increase over the $ 121.6 million. Earnings per share were $ 1.26, compared with $ .85 last year.

Related Documents
Record Revenues for 1987

Ashton-Tate Granted Preliminary Injunction (Against Queue Associates and Gary Balleisen) (July 1987)
Press Release announcing that U.S District Judge Alicemarie H. Stotler granted Ashton-Tate Corporation a preliminary injunction in its lawsuit against Queue Associates, Inc., and Gary Balleisen of Pebble Beach, Calif. The injunction restrains Queue Associates and Balleisen from disclosing trade secrets embodied in, and copying or transferring, certain Ashton-Tate software, including dBASE III and dBASE III PLUS. Queue Associates and Balleisen were included by Ashton-Tate in a lawsuit filed January 5, 1987, also naming Migent, Inc., of Incline village, Nev.

Related Documents
Preliminary Injunction Granted Against Queue Associates and Gary Balleisen

Seven US Companies Take Action to Fight Software Copyright Infringement (November 1987)
Seven US Companies Take Action to Fight Software Copyright Infringement

Related Documents
Fight Copyright Infringement

Miscellaneous

Ashton-Tate Announces New, Comprehensive Corporate & Government Services Program (June 1987)
Ashton-Tate announced Comprehensive Corporate & Government Services Program to allow customers to select services from a menu of options according to their particular needs or choosembetween the Technical Support II Plus Package or the Comprehensive Services Plan.

Related Documents
New Service Offerings for Government and Corporate Customers Announced
Fact Sheet on Corporate and Government Service Program

Ashton-Tate Chairman Ed Esber Discusses Company Strategy and PC Industry Issues at Annual Stockholders' Meeting (June 1987)

Ashton-Tate Chairman Ed Esber Discusses Company Strategy and PC Industry Issues at Annual Stockholders' Meeting

Related Documents
Esber Discusses Strategy and Industry Issues at Annual Meeting

Personnel and Organization

Ashton-Tate Announces Resignation of Chief Financial Officer (Norm Block) (January 1987)
Ashton-Tate Announces Resignation of Chief Financial Officer (Norm Block)

Related Documents
Norman Block Resignation

Ashton-Tate Names Lydia Dobyns Vice President Marketing (January 1987)
Ashton-Tate names Lydia Dobyns Vice President Marketing

Related Documents
Ashton-Tate Names Lydia Dobyns VP-Marketing

Ashton-Tate Names George Farinsky Executive Vice President and Chief Financial Officer (February 1987)
Ashton-Tate Names George Farinsky Executive Vice President and Chief Financial Officer

Related Documents
Ashton-Tate Names New Executive VP and CFO

Ashton-Tate Names Relational Database Expert as Senior Scientist; Acquires SQL Technology (Harry K. T. Wong) (April 1987)
Ashton-Tate Names Relational Database Expert as Senior Scientist; Acquires SQL Technology (Harry K. T. Wong)

Related Documents
Harry K. T. Wong Named Chief Scientist

Database Experts Join Ashton-Tate Research and Development Staff (Arvola Y. Chan and Micahel K. Benson) (August 1987)
Database Experts Join Ashton-Tate Research and Development Staff (Arvola Y. Chan and Micahel K. Benson)

Related Documents
Database experts Arvola Y. Chan and Michael K. Benson Join Staff

Robert Carr Resignation (August 1987)
Robert Carr Resignation

Related Documents

Robert Carr Resignation

Ashton-Tate Appoints Creator of Query-by-Example as Senior
Scientist (Dr. Moshe M. Zloof) (1987)
Ashton-Tate Appoints Creator of Query-by-Example as Senior Scientist (Dr.
Moshe M. Zloof)

Related Documents
Dr. Moshe Zloof, Creator of Query-by-Example, Becomes Sr. Scientist

Product/Services/Technology

Ashton-Tate Ships RapidFile (1987)
Ashton-Tate Ships RapidFile a fast data base that creates form letters and
mail labels

Related Documents
Ashton-Tate Ships RapidFile

Ashton-Tate Removes Copy Protection From Master Graphics
Series (April 1987)
Ashton-Tate Removes Copy Protection From Master Graphics Series

Related Documents
Ashton-Tate Removes Copy Protection from Graphic Presentation
Products

Ashton-Tate Introduces New MultiMate Advantage II Word
Processing Software (April 1987)
Ashton-Tate Introduces New MultiMate Advantage II Word Processing
Software flagship word processing product designed to provide more
power, ease of use, options, quick results and quality output.

Related Documents
MultiMate Advantage II Word Processor Announced
MultiMate Advantage II Word Processor Fact Sheet
Word Processing Market Overview

Ashton-Tate Ships dBASE Mac; New Features Include Color, Mac
II Support (September 1987)
Ashton-Tate ships dBASE Mac with full graphics-oriented icon-driven
interface to create, modify, relate, access and query databases through a
graphic representation of database structures and their interrelationships,
and multi-file reports without programming.

Related Documents
Shipment of dBASE Mac
dBASE Mac Fact Sheet
dBASE Mac Product Background

Ashton-Tate Removes Copy Protection (August 1987)
Ashton-Tate Removes copy protection from all products for all of

customers.

Related Documents
Ashton-Tate Removes Copy Protection from Graphic Presentation
Products

1988

Milestones

Ashton-Tate, Microsoft and Sybase Join Forces (1988)

Ashton-Tate, Microsoft and Sybase Join forces where Microsoft and
Sybase will work to develop an SQL server using Ashton-Tate licensed
technology and Ashton-Tate will re-sell it to consumers, Sybase sells to
corporations

Related Documents
Microsoft and Sybase Announce Development and Licensing Agreement
for SQL Server
Ashton-Tate Microsoft Co-development and Distribution Alliance
SQL Fact Sheet
SQL Database Glossary of Terms
Evolution of PC Databases

Ashton-Tate Introduces dBASE IV for MS-DOS and OS/2 -- Successor to the World's No. 1 Data Base Management Software (February 1988)

Ashton-Tate announces dBASE IV believing it signaled an unprecedented
technological advance in database management software. They
considered it the most full-featured, highest-performance database
management system ever designed a personal computer and that it would
fortify Ashton-Tate's hold on the database market and significantly increase
the number of dBASE users.

Related Documents
Ashton Tate Announces dBASE IV

Ashton-Tate Ships Framework III (July 1988)

Ashton-Tate Ships Framework III the successor to Framework II with
integrated word processing, spreadsheet, database management, business
graphics, outlining, and Telecommunications.

Related Documents
Ashton-Tate starts Shipping Framework III

Business, Financial and Legal

Ashton-Tate Reports Record Revenues, Net Income for Fiscal 1988 (March 1988)

Ashton-Tate Reports Record Revenues, Net Income for Fiscal 1988

Related Documents

Ashton-Tate Reports Record Revenue and Net Income For 1988

Legal Action Taken by Ashton-Tate Against Fox Software, Inc. and the Santa Cruz Operation, Inc. (November 1988)
Legal Action Taken by Ashton-Tate Against Fox Software, Inc. and the Santa Cruz Operation, Inc. to protect dBASE copyrights against FoxBASE+

Related Documents
Ashton-Tate Initiates Copyright Suit Against Fox Software and Santa Cruz Operation

Personnel and Organization

Ashton-Tate Appoints Eric Kim Vice President and General Manager, Database Products Division (October 1988)
Ashton-Tate Appoints Eric Kim Vice President and General Manager, Database Products Division to oversee development, test, documentation, and product management for dBASE and future projects undertaken by the new Database Products Division, as well as plot the ongoing strategic direction of Ashton-Tate's database activities. Historically, database products have accounted for approximately 60 percent of Ashton-Tate's annual revenues.

Related Documents
Ashton-Tate Appoints Eric Kim Vice President and General Manager, Database Products Division

Product/Services/Technology

Ashton-Tate Ships dBASE Mac Runtime: The First Mac Database with Unlimited Runtime Distribution (April 1988)
Ashton-Tate Ships dBASE Mac Runtime: The First Mac Database with Unlimited Runtime Distribution that enables developers to distribute dBASEMac applications without requiring their customers to purchase a full dBASEMac system. Ashton-Tate is providing unlimited, royalty-free runtime distribution.

Related Documents
Ashton-Tate Ships dBASE MAC Runtime

Ashton-Tate Ships FullWrite Professional, State-of-the-Art Macintosh Word Processing Software (April 1988)
Ashton-Tate Ships FullWrite Professional, State-of-the-Art Macintosh Word Processing Software. In a single environment, it allows users to go directly from an outline to a typeset document with integrated graphics in a single environment.

Related Documents
Ashton-Tate Ships FullWrite Professional Macintosh Word Processing Software

Ashton-Tate Corporation Announces Framework III -- Major

Upgrade to Integrated Decision-Support Software (May 1988)

Ashton-Tate Corporation Announces Framework III -- its integrated decision-support software for MS-DOS microcomputers and includes electronic mail support as well as significant improvements in all of its six functional areas -- word and numeric processing, database management, business graphics, outlining and telecommunications. The product is designed as a tightly linked set of tools which help managers and executives organize, analyze and communicate for faster, better decisions.

Related Documents
Ashton-Tate Announces Framework III

Ashton-Tate Ships FullImpact; Second Generation Graphic Macintosh Spreadsheet (July 1988)

Ashton-Tate Ships FullImpact; Second Generation Graphic Macintosh Spreadsheet which used the Macintosh graphic interface and included a mini-text processor to create paragraphs as large as one page with formatting and graphics capabilities.

Related Documents
Ashton-Tate Ships FullImpact: Graphical Macintosh Spreadsheet

Ashton-Tate Announces Draw Applause Version 1.1 at Info Center Conference (August 1988)

Ashton-Tate Announces Draw Applause Version 1.1 at Info Center Conference

Related Documents
Ashton-Tate Announces Draw Applause Version 1.1

Ashton-Tate Ships dBASE IV to Customers (October 1988)

Ashton-Tate Ships dBASE IV,dBASE IV Developer's Edition and dBASE IV LAN PACK to its customers. dBASE IV is the successor to dBASE III PLUS to Customers

Related Documents
Ashton-Tate Begins Shipping dBASE IV

Microsoft and Ashton-Tate Ship SQL Server Network Developer's Kit (November 1988)

Microsoft Corporation and Ashton-Tate Corporation announced they began shipping as scheduled, on October 31, 1988, the SQL Server Network Developer's Kit.

Related Documents
Microsoft and Ashton-Tate Begin Shipments of SQL Server Network Developer's Kit

1989

Milestones

Ashton-Tate Anticipates Reduced Revenue and a Net Loss for 2nd Quarter (June 1989)

Ashton-Tate anticipates significantly reduced revenues for the quarter ending June 30, 1989, perhaps as low as million, compared to $ 71.9 million reported for the quarter ended July 31, 1988 and $ 89.8 million reported for the first quarter of 1989. The anticipated reduction in revenues results primarily from the continuation of the company's previously announced program to substantially reduce U.S. distributor and reseller inventories and from lower than expected upgrade revenues. Given the reduced revenues, combined with increased sales and marketing expenditures, the company anticipates that for the second quarter it will repon a loss estimated at $ 15 million ($ 0.56 per share) including approximately $ 8 million ($ 0.30 per share), related to the writeoff of product rights and inventories principally related to the Decision Resources product line which it acquired in 1986.

Related Documents
Ashton-Tate Anticipates Reduced Revenue and a Net Loss for the Second Quarter

Business, Financial and Legal

Ashton-Tate Receives Class Action Suit (June 1989)

Ashton-Tate Receives Class Action Suit filed by Ronda Morganstein as representative of purchasers of Ashton-Tate Common Stock during the period February 5, 1988 to June 13, 1989. The lawsuit, which seeks 'unspecified damages, was filed in the United States District Court, Central District in Los Angeles, and alleges violations of Federal and State securities laws in connection with the facts and circumstances leading to the recent announcement by the company of its anticipated reduced revenues and net losses for the quarters ending June 30, 1989 and September 30, 1989.

Related Documents
Class Action Suit filed by Shareholder Regarding Anticipated Losses

Ashton-Tate Reports 2nd Quarter Loss (July 1989)

Ashton-Tate Reports 2nd Quarter Loss due to withdrawal of certain product lines and complexity of taxes. Luther Nussbaum resigns.

Related Documents
Ashton-Tate Reports Second Quarter Loss
Esber Letter Regarding 2nd Quarter Loss

Cost Control, Workforce Reduction (August 1989)

Ashton-Tate will significantly reduce its workforce and other operating costs and expenses.

Related Documents
Announcement of Workforce Reduction and other Cost Controls

Ashton-Tate Sells Interest in Sybase to Lotus (1989)

Ashton-Tate Sells Interest in Sybase to Lotus because investment in

Sybase had caused considerable confusion among its customers

Related Documents
Ashton-Tate Sells Interest in Sybase to Lotus Development

Miscellaneous

Ashton-Tate and Novell Join Forces to Promote Netware with FW III (April 1989)

Ashton-Tate Corporation and Novell, Inc. a provider of network connectivity products, have joined in promoting Framework III LAN and NetWare as a complete workgroup solution.

Related Documents
Ashton-Tate and Novell Team to Promote FrameWork III with Novell Netware

Ashton-Tate Announces Support & Training Programs for SQL Server (May 1989)

Ashton-Tate Announces Support & Training Programs for SQL Server

Related Documents
SQL Training Programs for Resellers

Personnel and Organization

Ashton-Tate Appoints Joe Brilando VP of Corp Marketing (February 1989)

Ashton-Tate Appoints Joe Brilando VP of Corp Marketing

Related Documents
Ashton-Tate Appoints Joseph Brilando VP of Corporate Marketing

Ashton-Tate Announces Letter of Intent to Acquire InterBase (March 1989)

Ashton-Tate signed a letter of intent to acquire majority interest in Interbase Software Corporation a developer and marketer of the InterBase database management system for minicomputers from DEC, Sun, Apollo and others running under VMS, Ultrix and the UNIX operating systems

Related Documents
Ashton-Tate to Acquire Majority Interest in InterBase of Massachusetts

Product/Services/Technology

Applause II Announcement (October 1989)

Applause II Announcement that includes graphics software that includes charting, drawing and electronic slide show features

Related Documents
Applause II Announcement
Introductory Promotion for Applause II

Multimate 4.0 Announcement (October 1989)

Multimate 4.0 Announcement of an upgrade to the company's MultiMate Advantage II word processing software and featuring integrated graphics, electronic mail, transparent document conversion, a comprehensive grammar checker, WYSIWYG display, redlining and several features targeted to the legal market.

Related Documents
Announcement of MultiMate 4.0

1990

Milestones

Ashton-Tate Announces Management Realignment (Esber not CEO) (April 1990)

Ashton-Tate Announces Management Realignment (Esber not CEO) The Board of Directors has elected William P. Lyons, 45, president and chief operating officer. Most recently, he was vice president and general manager of Ashton-Tate's applications group. Edward M. Esber, Jr., 37, has resigned as chairman and chief executive officer. He will continue as a director and will be vice chairman of the board. Dr. Carmelo J. Santoro, 48, an outside director and chairman and chief executive officer of Silicon Systems, Inc.

Related Documents
Ashton-Tate Realigns Top Management

Ashton-Tate Responds to Ruling in Copyright Infringement Case (1990)

Ashton-Tate Responds to Ruling in Copyright Infringement Case indicating they were extremely surprised by the court's ruling.

Related Documents
Ashton-Tate Response to Unfavorable Ruling in Copyright Case Against Fox Software

Ashton-Tate Receives Class Action Suit (1990)

Ashton-Tate Receives Class Action Suit

Related Documents
Ashton-Tate Receives Class Action Suit

Business, Financial and Legal

Ashton-Tate Reports Calendar 1989 Results (February 1990)

Ashton-Tate Reports Calendar 1989 Results

Related Documents
Ashton-Tate Reports Calendar 1989 Results

Ashton-Tate Reports Third Quarter Profit (October 1990)
Ashton-Tate Reports Third Quarter Profit of $ 1.1 million ($ .04 per share) on net revenues of $ 60.4 million for its third quarter ended September 30, 1990, compared with a net loss of $ 19.3 million ($ .74 per share) on net revenues of $ 53.9 million for the quarter ended September 30, 1989.

Related Documents
Ashton-Tate Reports Profitable 3rd Quarter

Ashton-Tate Continues Stock Repurchase Program (December 1990)
Ashton-Tate Continues Stock Repurchase Program

Related Documents
Ashton-Tate Continues Stock Repurchase Program

Miscellaneous

Ashton-Tate Shows New Products, X-Platform Challenge at Comdex (November 1990)
Ashton-Tate Shows New Products, X-Platform Challenge at Comdex

Related Documents
Ashton-Tate Shows New Products, Offers dBASE Cross Platform Challenge at COMDEX

Ashton-Tate Successfully Meets dBASE IV X-Platform Challenge (December 1990)
Ashton-Tate Successfully Meets dBASE IV X-Platform Challenge

Related Documents
Ashton-Tate Successfully Meets dBASE IVX-Platform Challenge

Personnel and Organization

Ashton-Tate Appoints Donald F. Dempsey VP and GM (1990)
Ashton-Tate Appoints new VP and GM, Donald F. Dempsey, 54, to the position of vice president and general manager, U.S. Division replacing former division head, Wes Richards.

Related Documents
Donald F Dempsey Appointed VP and GM

Ashton-Tate Announces Resignation of Eric Kim (1990)
Eric B. Kim vice president, Database Products, resigned effective January 19, 1990.

Related Documents
Eric Kim Resigns

Ashton-Tate Appoints Floyd Bradley as Interim VP and GM (February 1990)

Ashton-Tate Appoints Floyd Bradley as Interim VP and GM

Related Documents
Ashton-Tate Announces Floyd Bradley Appointed Interium VP-GM

Ashton-Tate Appoints David Proctor as VP and GM (May 1990)
David R. Proctor, 49, joined Ashton-Tate as Vice President and General
Manager of the company's database division.

Related Documents
David Procter Appointed VP and GM

Harvey Jeane Resigns from Ashton-Tate (July 1990)
Harvey L. Jeane, 45, vice president of Corporate Technologies, has
resigned to assume the position of president and chief executive officer of
Simi Valley, California-based Optika Imaging Systems Inc.,

Related Documents
Harvey Jeane Resigns from Ashton-Tate

Ashton-Tate Reorganizes Product Dev; Closes Glendale Facility
(August 1990)
Ashton-Tate reorganizes its software product development organization;
closing a facility in Glendale, California, and reassigning employees there
to positions in its Northern California Product Center (NCPC) in San Jose
and corporate headquarters in Torrance without lay-offs.

Related Documents
Ashton-Tate Closes Glendale Product Development Facility

Ashton-Tate Appoints David Proctor Executive VP (October 1990)
Ashton-Tate promotes David R. Proctor to executive vice president, product
development.

Related Documents
David Proctor Promoted to Executive VP

MacMillan Announces Acquisition of Ashton-Tate Books
(November 1990)
MacMillan Announces Acquisition of Ashton-Tate Books

Related Documents
Macmillan Computer Publishing Announces Acquisition of Ashton-Tate
Books

Lyons Elected CEO of Ashton-Tate (1990)
William P Lyons is elected CEO of Ashton-Tate in recognition of returning
the company to profitability, delivering a stable and reliable dBASE IV 1.1,
and renewing the company's focus on customer service. Lyons, 46, had
been president and chief operating officer since April 1990.

Related Documents
Bill Lyons Elected CEO of Ashton-Tate

Product/Services/Technology

Ashton-Tate and Sun Microsystems Sign Joint Product Dev/Mktg (1990)

Ashton-Tate Corporation and Sun Microsystems signed a joint development and marketing agreement to make dBASE IV available for Sun computer systems. This announcement marks Ashton-Tate's entry into the Sun workstation market with dBASE IV, a productivity data management and application development environment.

Related Documents
Ashton-Tate and Sun Microsystems Sign Joint Product Developement and Marketing Agreement

Ashton-Tate Announces SQL Link for Framework III (February 1990)

Ashtom-Tate Announces SQL Link for Framework III

Related Documents
SQLlink for Framework III

Ashton-Tate Announces Full Impact 2.0 at MacWorld Expo (April 1990)

Ashton-Tate Announces Full Impact 2.0 an updated version of the spreadsheet software for the Macintosh, at MacWorld Exposition in San Francisco.

Related Documents
Ashton-Tate Announces Full Impact at MacWorld Expo

Ashton-Tate Announces MultiMate 4.0 for Networks (June 1990)

Ashton-Tate Announces MultiMate 4.0 for Networks

Related Documents
Ashton-Tate Announces Multimate for Networks

Ashton-Tate Ships Full Impact 2.0 (July 1990)

Ashton-Tate began shipments of Full Impact 2.0, the company's presentation spreadsheet software for the Macintosh to the Ashton-Tate authorized reseller network at a new suggested retail price of $ 295

Related Documents
Ashton-Tate Starts Shipping Full Impact 2.0

Ashton-Tate and Digital Equipment Announce dBASE IV for VAX VMS (July 1990)

Ashton-Tate and Digital Equipment Announce dBASE IV for VAX VMS

Related Documents
Ashton-Tate Ships dBASE IV Version 1.1 for VAX VMS

Ashton-Tate Ships dBASE IV Version 1.1 (July 1990)

Ashton-Tate ships version 1.1 of its flagship product, dBASE IV to authorized Ashton-Tate resellers. Significant enhancements made to the product include reduced memory requirements, increased performance, Structured Query Language (SQL) improvements, simplified installation, new language commands, and several other new features and functions.

Related Documents
Ashton-Tate Ships dBASE IV Version 1.1
dBASE IV Version ships in English, French and German
Ashton-Tate Ships dBASE IV Version 1.1 for VAX VMS

Ashton-Tate Signs Agreement with Pocket Soft to Use .RTLINK (November 1990)

Ashton-Tate Signs Agreement with Pocket Soft to Use .RTLINK

Related Documents
Ashton-Tate Signs Agreement with Pocket Soft to Use .RTLINK

Ashton-Tate and Digital Equipment Ship dBASE IV for VMS (December 1990)

Ashton-Tate and Digital Equipment Ship dBASE IV for VMS

Related Documents
Ashton-Tate and Digital Equipment Corporation Ship dBASE IV for VMS

Stories

There are no stories for this company in the collection

Documents

Title: Ashton-Tate appoints Frank Murnane Vice President of Finance
Author: Judy Tucker
Created: January 11, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464bf631171b.pdf (Size: 643 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate appointed Frank Murnane as vice-president of finance. Murnane's responsibilities included directing Ashton-Tate's accounting, treasury and financial planning departments. Murnane came to Ashton-Tate from Compton-based electronics and toy manufacturer Entex, where he was general manager. Previously, he worked with General Consumer Electronics as a financial planning
consultant and with Mattel, Inc., as director of finance.

Entered By: Bill Selmeier
May 12, 2006
Related Events

Ashton-Tate Names Frank Murnane VP, Finance

Title: Benincasa Heads Business Development
Author: Judy Hemeryck
Created: January 11, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441c566902492.pdf (Size: 667 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release that Larry Benincasa has been appointed vice president, new business
development, for Ashton-Tate

Entered By: Bill Selmeier
March 18, 2006
Related Events

Benincasa Appointed Vice President, New Business Development, At Ashton Tate

Title: Ashton-Tate Announces that dBASE II Will Be Available For the Lisa 2
Author: Judy Hemeryck
Created: January 25, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464f299640c7.pdf (Size: 406 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing that dBASE II will be available for Apple's new Lisa 2 computer.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Announces that dBASE II Will Be Available for Macintosh
Author: Judy Hemeryck
Created: January 26, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464f40ea1ae7.pdf (Size: 354 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing that the dBASE II program Apple's Macintosh computer.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Offers Catalog Listing Software Programs
Author: Judy Hemeryck
Created: February 10, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44650aeeae3e2.pdf (Size: 563 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing the availability of "Application Junction," a catalog of more than 750 software products written by independent authors in the dBASE programming language and obtainable through Ashton-Tate's dBASE II RunTime software package. The catalog featured software programs aimed at popular markets including business, academic, scientific, hobby, and agricultural fields. All the products listed were written by system developers and programmers who specialized in satisfying the information and software needs of those industries.

Entered By: Bill Selmeier
May 12, 2006

Title: Joe Brantley VP Communications
Author: Judy Hemeryck
Created: February 15, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441c7f5841c32.pdf (Size: 510 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing Julian K. Brantley
has been promoted to vice president, communications,

Entered By: Bill Selmeier
March 18, 2006
Related Events

Julian K. Brantley Named Vice President, Communications at Ashton-Tate

Title: Multi-user dBASE II
Author: Judy Hemeryck
Created: February 15, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441c8ba62205f.pdf (Size: 397 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing a program that allows microcomputer users to share information without "crashing."

Entered By: Bill Selmeier
March 18, 2006

Related Events

Ashton-Tate Announces Multi-User dBASE II Version

Title: George Tate Dies
Author: Judy Tucker
Created: March 13, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441c8a6cd6b02.pdf (Size: 1022 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing George Tate died Friday (August IO 1984) apparently of a heart attack.

Entered By: Bill Selmeier
March 18, 2006

Title: 1984 Financial Results
Author: Norman Block
Created: March 21, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441a0290a5dbf.pdf (Size: 762 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Summary of 1984 Financial Results

Entered By: Bill Selmeier
March 16, 2006
Related Events

Ashton-Tate Announces Record Results for Fiscal 1984

Title: Ashton-Tate Names Martin Mazner Vice President of Marketing
Author: Judy Tucker
Created: March 28, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466aa27b3963.pdf (Size: 716 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release stating Martin Mazner has been appointed
vice president, marketing for Ashton-Tate.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate to Launch Framework with Precedent Setting Marketing
Author: Julian Brantley
Created: March 28, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a9858f20e.pdf (Size: 1.28 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Framework, the new productivity package from Ashton-Tate, has been launched with the most aggressive marketing support effort in the brief history of personal computer software history.

Entered By: Bill Selmeier
May 13, 2006

Title: Bennett Named to Marketing Post
Author: Joe Farago
Created: March 28, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a6a2d77b8.pdf (Size: 426 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release reporting that Ashton-Tate Publications Group has named Cathy Bennett sales and marketing manager.

Entered By: Bill Selmeier
May 13, 2006

Title: dBASE II Still the Industry Standard For 8 Bit Microcomputers
Author: Neil Cohen
Created: March 28, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a79e15b26.pdf (Size: 614 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release reporting dBASE II runs on most eight-bit and 16-bit microcomputers. Since its introduction three years ago, an industry has developed around the development of vertical dBASETM applications, dBASE II programming aids, books and training programs.

Entered By: Bill Selmeier
May 13, 2006

Title: Ed Esber Named Ex VP

Author: Judy Tucker
Created: March 28, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441c857b72975.pdf (Size: 549 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Edward M. Esber has been appointed
executive vice president of marketing and sales reporting to Edward Cole President
----
Entered By: Bill Selmeier
March 18, 2006

Title: Industry to Counterattack Software Pirates
Author: Neil Cohen
Created: March 28, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a84553a10.pdf (Size: 796 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release on Computer Piracy

Entered By: Bill Selmeier
May 13, 2006

Title: Posner to Board
Author: Judy Tucker
Created: March 28, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441c838ee0748.pdf (Size: 599 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing appointment of Ronald Posner to its board of directors. Posner, 42, is
chairman of the board, chief executive officer, and founder of the Santa Monica-based National
Training Systems (NTS),
a leading provider of microcomputer training programs to large corporations, computer dealers,
computer manufacturers and end users.

Entered By: Bill Selmeier
March 18, 2006

Title: David Cole Named 1984 Entrepreneur of Year
Author: Jacqueline Savaiano
Created: May 15, 1984
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-446b9b4aefd5d.pdf (Size: 891 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release noting that David C. Cole, president and chief executive officer of Ashton-Tate had been named 1984 Entrepreneur of the Year by the Los Angeles chapter of the Stanford Business School Alumni Association.

Entered By: Bill Selmeier
May 17, 2006

Title: dBASE III (TM); The New Standard for Information Management
Author: Neil Cohen
Created: May 15, 1984
Publisher: Ashton-Tate
Donated By:
Filename: doc-441872d64df89.pdf (Size: 1.28 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release Announcement of dBASE III which allowed the user to enter, manipulate and retrieve large volumes of data and develop customized application programs that put the data to work using simple English-like commands.
Features include storage capabilities of up to two billion
records per file (limited by user's computer system) and 128 fields per database and the ability to use 10 database files simultaneously. The new system also provides ultra-fast sorting and indexing of stored data, color display and user interactive features such as the command assistance mode that guides the first-time user.

Entered By: Bill Selmeier
March 15, 2006

Title: Ashton-Tate Restructures Domestic Distribution
Author: Cathy Morley Foster
Created: May 21, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ba7cf6105e.pdf (Size: 516 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate restructured its entire domestic distribution network. This move follows the appointment of a new sales executive staff and the
introduction of two major new products, Framework and dBASE III, within the last two months. New plans for distribution will include an expanded regional sales office network and several independent channels of distribution. Ashton-Tate terminated its business relationships with all current independent distributors, pending a complete review of that channel.

 Entered By: Bill Selmeier
May 17, 2006

Title: Informatics Micromainframe
Author: Neil Cohen
Created: May 21, 1984
Publisher: Informatics, Ashton-Tate
Donated By: Ed Esber
Filename: doc-441a05c8861f9.pdf (Size: 403 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing agreememt between Informatics and Ashton-Tate to Jointly Market.

Entered By: Bill Selmeier
March 16, 2006

Title: First Quarter Results FY 1985
Author: Norman Block
Created: June 15, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ca4b20ee5f.pdf (Size: 1.00 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release reporting results for the quarter ended April 30, 1984. As compared with the prior quarter, the company's net revenues were $ 11,207,000, down from $ 13,545,000; net income was $ 149,000, down from $ 1,765,000; and earnings per share were $ .02, down from $ .20. During the first quarter of the prior fiscal year, the company had pro forma* net revenues of $ 7,054,000, pro forma net income of $ 1,571,000 and pro forma earnings per share of $ .21.

Entered By: Bill Selmeier
May 18, 2006

Title: Barry Berke Named VP Operations
Author: Judy Tucker
Created: August 21, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447263c31d55a.pdf (Size: 633 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Barry Berke as vice president of operations. Berke reported to chief financial officer Norman Block and was responsible for production, purchasing, production control, warehouse and distribution facilities and quality assurance.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Restructured - Edward Esber Now COO
Author: Belinda Young
Created: September 4, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44726ce854aa1.pdf (Size: 1.32 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing a major re-structuring with Ed Esber becoming Chief Operating
Officer reporting to David Cole who retain his Chief Executive Officer role. Further the company
was restructured into three operating divisions: the Software Products Group, Ashton-Tate
International, and New Business Development. Each had full profit and loss responsibility. David
Cole was appointed chairman. Esber had served as the company's Executive Vice President,
Marketing and Sales.

Entered By: Bill Selmeier
May 22, 2006

Title: Second Quarter 1984 Results
Author: Norman Block
Created: September 10, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44733b85554b7.pdf (Size: 1.66 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing results for the quarter ended July 31, 1984. As compared with the
prior quarter, the company's net revenues were $ 19,193,000, up from $ 11,207,000; net income
was $ 682,000, up from $ 149,000; and earnings per share were $ .07, up from $ .02.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Company Backgrounder
Author: Scott Brown
Created: September 18, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447349b155419.pdf (Size: 1.46 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release providing background details on the company as it was in 1984

Entered By: Bill Selmeier
May 23, 2006

Title: Background on David Cole - CEO

Author: Norman Block
Created: September 18, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44734a7040aa3.pdf (Size: 288 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release providing background on David C. Cole, Chairman of Ashton-Tate.

Entered By: Bill Selmeier
May 23, 2006

Title: Background on Wayne Ratliff Chief Scientist and Harvey Jeane VP Product Development
Author: Scott Brown
Created: September 18, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44734c721b353.pdf (Size: 312 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release providing background on Wayne Ratliff, developer of dBASE and Chief Scientist of Ashton-Tate; and background on Harvey Jeane, Vice President of Product Development for Ashton-Tate
----
Entered By: Bill Selmeier
May 23, 2006

Title: Robert Carr Author of Framework
Author: Scott Brown
Created: September 19, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44734b218529b.pdf (Size: 298 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release provinding background information on Robert Carr, the creator of Framework
----
Entered By: Bill Selmeier
May 23, 2006

Title: Edward M. Esber President, Chief Operating Officer
Author: Neil Cohen
Created: September 20, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4418742e1f954.pdf (Size: 282 KB)

Pages: 1
Cataloguer:
Copyright:
Description:
Ed Esber President COO

Entered By: Bill Selmeier
March 15, 2006

Title: Ashton-Tate to Enter the Consumer Market
Author: Jean Young
Created: September 21, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473551e07c31.pdf (Size: 689 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate was preparing to enter the home consumer market.
Larry Benincasa, Ashton-Tate's Vice President of new business development, named Nikki
Hardin as Publisher for this venture.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Selects Dancer Fitzgerald Sample Agency
Author: Maralee Sanserino
Created: September 28, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44735a7f4b737.pdf (Size: 773 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release named Los Angeles-based Dancer Fitzgerald Sample, Inc. Southern California
Division (DFS) to handle its national advertising after a month-long agency review.

Entered By: Bill Selmeier
May 23, 2006

Title: Ten Million Deal with Tandy
Author: Judy Tucker
Created: October 1, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447371faecb47.pdf (Size: 316 KB)
Pages: 1
Cataloguer:
Copyright:
Description:

Press Release announcing Ashton-Tate had completed negotiations for the initial shipments of more than $ 5 million in Ashton-Tate products to Texas-based Tandy Corp.
The products involved include Ashton-Tate's Framework, dBASE III database management system and Friday! file management system.

Entered By: Bill Selmeier
May 23, 2006
Related Events

Ashton-Tate Announces Multi-Million Dollar Deal with Tandy Corp.

Title: Ashton-Tate Publishing Hosts Authors
Author: Kathy Bennett
Created: October 5, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473741b4635a.pdf (Size: 377 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release to announce that Ashton-Tate Publishing will host a media reception for Charles E. Sherman, author of Ashton-Tate's new book release "Up & Running: Adventures of Software Entrepreneurs" at COMDEX/Fall, Thursday, November 15, from 6 p.m. to 9 p.m. at the Dunes Hotel Seahorse room, North Tower, Las Vegas.

Entered By: Bill Selmeier
May 23, 2006

Title: New French Distributor
Author: Judy Tucker
Created: October 15, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473870562b95.pdf (Size: 556 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate signed a $ 10 million contract with French-based software distributor La
Commande Electronique (LCE) to distribute Ashton-Tate's current business software products in France.

Entered By: Bill Selmeier
May 23, 2006

Title: Distribution Agreement with Entre and Businessland
Author: Judy Tucker
Created: October 25, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473900a61cb8.pdf (Size: 565 KB)

Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate reached agreements with Entre Computers and
Businessland to distribute Ashton-Tate products nationwide.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Products Support TI pro Computer
Author: Judy Tucker
Created: November 5, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474c0b90b094.pdf (Size: 547 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing an agreement giving TI a publishing and distribution license for the TI
versions of dBASE III and Framework. Both products will be specially engineered to work with the
TI Professional Computer family, which includes the new Pro-lite computer.

Entered By: Bill Selmeier
May 24, 2006

Title: dBASE II and Friday for IBM PC jr
Author:
Created: November 5, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474bfffe45af.pdf (Size: 414 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate's popular dBASE II and Friday! programs designed
for the IBM PC will also run on the new PCjr.

Entered By: Bill Selmeier
May 24, 2006

Title: dBASE II for TurboDOS
Author: Scott Brown
Created: November 9, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e3b54c603.pdf (Size: 1.05 MB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release announcing the release of dBASE II version 2.43 and dBASE II Multi-User for the TurboDOS operating system.

Entered By: Bill Selmeier
May 24, 2006

Title: dBASEIII Standard for Information Management
Author: Scott Brown
Created: November 9, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441c90d9099c5.pdf (Size: 1.11 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release affirming dBASE III is a powerful yet easy-to-use and learn microcomputer database management system for 16-bit and larger computers.

Entered By: Bill Selmeier
March 18, 2006

Title: Framework Fact Sheet
Author: Christine Thomas
Created: November 9, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e440706d9.pdf (Size: 836 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release providing facts about Framework, Ashton-Tate's Integrated word processing and spreadsheet application
----
Entered By: Bill Selmeier
May 24, 2006

Title: Release of dBASE III Updates
Author: Christine Thomas
Created: November 9, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441c8f99d43f1.pdf (Size: 759 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release to announce the software programs, dBASE III and Framework, will now fully support the IBM PC/AT and the AT&T 6300 Personal Computer.

Entered By: Bill Selmeier
March 18, 2006

Related Events

Ashton-Tate Releases dBASE III, Framework Updates Both Support IBM PC/AT, AT&T 6300
Personal Computer

Title: Unravels Mysteries For Users
Author: Cathy Bennett
Created: November 9, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e50346ecc.pdf (Size: 959 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release providing background information on Ashton-Tate Publishing Group including a list
of publications, brief history and more.

Entered By: Bill Selmeier
May 24, 2006

Title: Achieving Success by Improving Enhancing Products
Author: Scott Brown
Created: November 12, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e8c91fb60.pdf (Size: 2.01 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release recounting marketing success

Entered By: Bill Selmeier
May 24, 2006

Title: Ashton-Tate Pioneers International Market
Author: Christine Thomas
Created: November 12, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e810a823c.pdf (Size: 1.19 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate expands overseas operations to increase its share
of the expanding international microcomputer software market.

Entered By: Bill Selmeier
May 24, 2006

Title: dBASE II and dBASE III Run Time
Author: Scott Brown
Created: November 12, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e644cb60d.pdf (Size: 780 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the release of dBASE III RunTime and dBASE II version 2.43
RunTime, products targeted towards supporting third-party development of dBASE applications.

Entered By: Bill Selmeier
May 24, 2006

Title: dBASE II Fact Sheet
Author: Scott Brown
Created: November 12, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e6b19dcad.pdf (Size: 348 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release providing facts on dBASE II

Entered By: Bill Selmeier
May 24, 2006

Title: dBASE III Fact Sheet
Author: Scott Brown
Created: November 12, 1984
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e73245ad8.pdf (Size: 331 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release with facts about dBASE III

Entered By: Bill Selmeier
May 24, 2006

Title: Expand on Successful 1984
Author: Christine Thomas
Created: January 1, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4410b7071ab31.pdf (Size: 1.14 MB)
Pages: 3

Cataloguer:
Copyright:
Description:
Summary of Prior Year

Entered By: Bill Selmeier
March 9, 2006

Title: Ashton-Tate to Expand On Successful Course During 1985
Author: Christine Thomas
Created: January 8, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4463caefbec97.pdf (Size: 1.14 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release"During 1985 we plan to go 'back to basics'. We'll reach potential users by showing them through simple, step-by-step directions just how easily Ashton-Tate products can increase their individual productivity."

Entered By: Bill Selmeier
May 11, 2006

Title: Framework New Generation Productivity Software
Author: Christine Thomas
Created: January 18, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4410b95eea382.pdf (Size: 745 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Description of Framework

Entered By: Bill Selmeier
March 9, 2006

Title: Framework: New Generation of Productivity Software
Author: Gail Pomerantz
Created: January 19, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4463cd76bf922.pdf (Size: 745 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release asserting Framework is a new concept,in multifunction productivity software that allows users to create, analyze and manipulate words, ideas, concepts, data and numbers as easily as today's spreadsheet programs handle numbers alone.

Entered By: Bill Selmeier
May 11, 2006

Title: Ashton Tate Signs an Italian Distribution Agreement
Author: Christine Thomas
Created: January 22, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464ef3358248.pdf (Size: 568 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release telling that Ashton-Tate announced today it has signed a $2.7 million contract with Italian-based software distributor Editrice Italiana Software S.p.A. (EIS) to distribute Ashton-Tate's current business software products in Italy.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Announces Intent To Enter into a Distribution Agreement with ACT
Author: Scott Brown
Created: January 22, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464ee6fe35fe.pdf (Size: 706 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate and ACT (Applied Computer Techniques) intention to enter into a twelve-month, multi-million dollar distribution agreement. Under the terms of the proposed agreement, ACT distributed ACT versions of Ashton-Tate business software products on a non-exclusive basis in the United States and Europe. ACT, Great Britain's largest microcomputer company, manufactured the Apricot family of microcomputers.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Discontinues Domestic Shipments of Multi-User dBASE II
Author: Ron Arons
Created: January 29, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464f93608717.pdf (Size: 1.07 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate discontinued shipment
in the U. S. and Canada of the Multi-User version of dBASE II.
Shipment of the product will continue in international Markets.

Entered By: Bill Selmeier
May 12, 2006

Title: Framework is Le Premier In France
Author: Christine Thomas
Created: February 11, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44650dfce5e63.pdf (Size: 922 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Framework, Ashton-Tate's integrated software product is "la creme de la creme" in France. The innovative new software package was named "Software of the Year" by Decision Informatique, a top French computer magazine.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Announces the Resignation Of Frank Murnane, VP-Finance
Author: Gail Pomerantz
Created: February 15, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4465226e1ea43.pdf (Size: 252 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing the resignation of Frank E. Murnane as vice president of finance. Murnane plans to resume his career as an independent financial planning consultant.

Entered By: Bill Selmeier
May 12, 2006

Title: Agreement for Software Distribution in Mexico
Author: Christine Thomas
Created: February 20, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446526bb1f100.pdf (Size: 633 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press release announcing the signing of an agreement with Sistemas Gerenciales Aplicados (SIGA) of Mexico City as a distributor of Ashton-Tate software products in Mexico.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Publishing Group Unravels Mysteries
Author: Connie Guglielmo
Created: February 25, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44652d281be3c.pdf (Size: 727 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release reporting Helping sophisticated or novice users understand computers and the computer world is the primary goal of the Ashton-Tate Publishing Group. Not yet two years old, the group, which publishes computer-related books and periodicals, has already made a significant mark in the computer publications market. In 1983, the group's first year, only four books were published. Now there are more than 30 titles on retail shelves.

Entered By: Bill Selmeier
May 12, 2006

Title: Posner Ex VP Sales and Marketing
Author: Gail Pomerantz
Created: February 27, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ee67be7ca6.pdf (Size: 771 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing a reorganization of its internal operations with the appointment of Ronald S. Posner as
executive vice president of sales and marketing.

Entered By: Bill Selmeier
March 20, 2006

Title: Record Financial Results
Author: Gail Pomerantz
Created: March 25, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ee4963ce25.pdf (Size: 1.04 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing record results for the fiscal year ended January 31, 1985. The Company's net revenues for the 1985 fiscal year were $ 82.3 million, up 107 percent from pro forma net revenues of $ 39.8 million for the fiscal year ended January 31, 1984. Net income for fiscal 1985 was $ 7.5 million, an increase of 20 percent over the $ 6.2 million pro forma figure for fiscal 1984. Earnings per share for fiscal 1985 were $.80, up from the pro forma figure of $.78 in fiscal 1984. Net income for fiscal 1985 included a
non-recurring extraordinary income item during the third quarter of $ 1,000,000 ($.10 per share).

Entered By: Bill Selmeier
March 20, 2006

Title: Ashton-Tate's dBASEIII and Framework Now Available For Data General/One
Author: Christine Thomas
Created: March 26, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a10218916.pdf (Size: 606 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that dBASE III and Framework are now available for the DATA
GENERAL/One portable personal computer.

Entered By: Bill Selmeier
May 13, 2006

Title: dBASE III Supports New ATT Unix PC
Author: Christine Thomas
Created: March 26, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a23e5b3e1.pdf (Size: 659 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the availability of dBASE III, Ashton-Tate's popular database
management program, for AT&T's new UNIX PC

Entered By: Bill Selmeier
May 13, 2006

Title: Announcement of TimeFrame and FrameLock
Author: Connie Guglielmo
Created: March 31, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466ac44a7f51.pdf (Size: 865 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press release announcing the introduction of TimeFrame and FrameLock, the first in a series of
utility packages to be released by the Ashton-Tate Publishing Group in 1985.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Targets Corporate Arena Major New Strategy
Author: Christine Thomas
Created: April 2, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a381b2c60c.pdf (Size: 953 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a national program to provide special support and training programs
for Ashton-Tate users in major corporations and dealers selling to the corporate sector.
To showcase the launch of the "Corporate Emphasis" program the firm will host two-day
seminars in five major cities--Los Angeles, San Francisco, Dallas, Chicago and New York--
between April 1 and 24, 1985.

Entered By: Bill Selmeier
May 16, 2006

Title: Background: Corporate Account Program
Author: Christine Thomas
Created: April 2, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a327752bd6.pdf (Size: 1.43 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release describing details of Ashton-Tate's Corporate Account Program in 1985. Ashton-
Tate defined and implemented a major product and support effort--the "Corporate Emphasis"
program--keyed to the needs of corporate America.

Entered By: Bill Selmeier
May 16, 2006

Title: Background: Software Dealer Program
Author: Christine Thomas
Created: April 2, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a3386f195f.pdf (Size: 741 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release providing background on special dealer seminars as part of the Software Dealer
Program. Attendees learned about the issues and trends that impact corporations as they make
software purchase decisions.

Entered By: Bill Selmeier
May 16, 2006
Related Events

Seminars provided to software dealers

Title: John Merson Named VP Marketing
Author: Gail Pomerantz
Created: April 10, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a3c31dbfbc.pdf (Size: 803 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of John C. Merson as vice president, marketing.
Merson will oversee all domestic marketing programs at Ashton-Tate, including marketing
communications, advertising, public relations, sales promotion, and corporate accounts
marketing. He reports to Ronald S. Posner, Ashton-Tate's executive vice president, sales and
marketing.

Entered By: Bill Selmeier
May 16, 2006
Related Events

Ashton-Tate Names James Merson Vice President, Marketing

Title: Acquire Forefront Corporation and Framework
Author: Gail Pomerantz
Created: April 11, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ee82772972.pdf (Size: 829 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate had reached an agreement in principle to purchase
Forefront Corporation, the Sunnyvale, California-based developer of the Framework multi-
function program marketed by Ashton-Tate.

Entered By: Bill Selmeier
March 20, 2006

Title: Ashton-Tate agrees to Purchase Forefront of Sunnyvale, CA
Author: Gail Pomerantz
Created: April 11, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443463910f3d5.pdf (Size: 829 KB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release announcing an agreement in principle to purchase Forefront Corporation, the Sunnyvale, California-based developer of the Framework multi-function program marketed by Ashton-Tate.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate Opens New Office In Spain
Author: Gail Pomerantz
Created: April 15, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a4983aa9fb.pdf (Size: 705 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the opening of a new subsidiary
in Madrid, Spain. The new office, headed by managing director, Peter B. Tik, also managing director of Ashton-Tate's office in The Netherlands, is the fourth foreign subsidiary Ashton-Tate has opened since 1983.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Announces Support For New Intel Memory Board
Author: Christine Thomas
Created: April 24, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a5385cab48.pdf (Size: 696 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that a version of Ashton-Tate's Framework software package will soon be released to support a new circuit board from Intel. The new board will substantially increase the amount of random access memory (RAM) that can be used on IBM personal computers.

Entered By: Bill Selmeier
May 16, 2006

Title: Shell Israel West Coast VP
Author: Doug Black
Created: April 30, 1985
Publisher: Miller Communications
Donated By: Ed Esber
Filename: doc-446a557bc1da4.pdf (Size: 612 KB)
Pages: 2
Cataloguer:
Copyright:
Description:

Press Release announcing Shel Israel was named Vice President and General Manager of Miller Communications newly-formed West Coast Division. The primary customer is Ashton-Tate.

Entered By: Bill Selmeier
May 16, 2006

Title: Media Advisory
Author:
Created: May 2, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b8967ae969.pdf (Size: 1.11 MB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate has named two major public relations appointments. Christine A. Thomas has been named director of public relations, supporting the firm's worldwide product marketing and sales efforts. Gail J. Pomerantz now serves as director of corporate information, responsible for financial public relations, investor relations, international (etc.)

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Announces New Opereation In Japan
Author: Gail Pomerantz
Created: May 7, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b905ab0db3.pdf (Size: 978 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate had reached an agreement with Software International, a wholly owned subsidiary of the Japan Systems Engineering Corporation (JSE), to form a partnership in Tokyo, Japan. The new company formed under the partnerShip will be called Nippon Ashton-Tate.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Signs Major Pacts with Distributors in Australia and the Far East
Author: Gail Pomerantz
Created: May 7, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b9158a974a.pdf (Size: 858 KB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release announcing Ashton-Tate had signed major distribution agreements that will brought company's full line of business productivity products to Australia, New Zealand, Hong Kong, and Singapore. Arcom Pacific of Brisbane, Australia, will distribute and fully support the company's products in Australia and New Zealand. Advanced Computing Resources Ltd. of Hong Kong will distribute and support
Ashton-Tate products in Hong Kong and Singapore.

Entered By: Bill Selmeier
May 17, 2006

Title: Framework Developer Cited for Technical Excellence by PC Magazine
Author: Christine Thomas
Created: May 16, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b9c2d29069.pdf (Size: 901 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release noting the Designer and chief architect of Framework, Ashton-Tate's multi-purpose business productivity package, has received an award for technical excellence from PC Magazine. Robert M. Carr, the chairman of Forefront Corporation, which Ashton-Tate recently agreed to purchase, was recognized for innovative excellence in developing Framework.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate and Software AG to Market Micro To Mainframe Connection
Author: Scott Brown
Created: May 20, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ba51d13a52.pdf (Size: 1.42 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing an agreement with Software AG Systems, Inc. under which the two companies will market a micro-to-mainframe link that allows data to be directly transferred between Software AG's ADABAS mainframe database system and Ashton-Tate'sdBASE III and Framework. The letter of intent signed by the two companies also calls for joint development of future products.

Entered By: Bill Selmeier
May 17, 2006

Title: Operations Mexico Fact Sheet
Author: Christine Thomas
Created: May 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bb1b96a5c9.pdf (Size: 754 KB)

Pages: 2
Cataloguer:
Copyright:
Description:
Press Release documenting Ashton-Tate activities and locations in Mexico
----
Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Launches Framework Promotion
Author: Gail Kauranen
Created: June 6, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bbf2abc952.pdf (Size: 687 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing a sales promotion program for Framework (TM), Ashton-Tate's multi-purpose business productivity package. Called the "Framework $50 Business Bonus" program, the new promotion will offer cash and merchandise incentives to retail sales representatives and purchasers of Framework. Specifically, the Bonus Program will award a $50 check to customers who buy Framework from an authorized Ashton-Tate dealer between June 17 and July 31. The check is redeemable for merchandise at the retail store where Framework was originally purchased.

Entered By: Bill Selmeier
May 17, 2006

Title: Annual Report On Diskette
Author: Gail Pomerantz
Created: June 7, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446c8dbb0a285.pdf (Size: 913 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-tate will provide its fiscal 1985 annual report on a diskette to financial analysts, members of the investment community and the press. The package, to be mailed with the company's printed annual
report, includes Ashton-Tate's complete annual report and
selected financial and corporate information on one diskette, and a Framework demonstration on a second diskette.

Entered By: Bill Selmeier
May 18, 2006

Title: First Quarter Results FY 1986
Author: Gail Pomerantz
Created: June 13, 1985

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ca3a2c2523.pdf (Size: 1.40 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the results for the first quarter of fiscal 1986, ended April 30, 1985. The Company's net revenues for the first quarter of fiscal 1986 were $ 24.0 million, up 114 percent from net revenues of $ 11.2 million for the same quarter a year ago. Net income for the first quarter of fiscal 1986 was $ 2.35 million up 1,473 percent from $ 149 thousand for the first quarter of the prior year. First quarter earnings per share were $ 0.25 compared with $ 0.02 in the first quarter of fiscal 1985.

Entered By: Bill Selmeier
May 18, 2006

Title: Framework to Support New AST Memory Board
Author: Christine Thomas
Created: June 17, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ca7c29ecfe.pdf (Size: 850 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate's multi-purpose software package, Framework, will support the new, open-architecture memory expansion board from AST of Irvine, Calif. Rampage! (tm), the new AST expanded memory board announced will be available in July 1985 through dealers and original equipment manufacturers.

Entered By: Bill Selmeier
May 18, 2006

Title: Cary Hobbs Named Managing Director of UK
Author: Gail Pomerantz
Created: June 20, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cb53a91c29.pdf (Size: 857 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release nameing Cary Hobbs managing director, United Kingdom. Since 1984 he had been Southwest District Manager for Ashton-Tate, based in Dallas. Hobbs will be responsible for Ashton-Tate's marketing, sales and support, subsidiary operations and distributor relations in Great Britain. He will
report to James F. Mirrielces, European director for Ashton-Tate, and will be based at Ashton-Tate's offices in Maidenhead, Berkshire, England.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Has Courseware To Train Users
Author: Christine Thomas
Created: June 28, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cbcaee2c43.pdf (Size: 874 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the availability of "Courseware" training materials for users of
Framework (tm), dBASE II (R) and dBASE III (tm), the company's best-selling business
productivity products. Designed for self-study or classroom use through Authorized Training
Centers or corporate training departments, Courseware covers several levels of use, including
introduction to, general use of, and programming with the Ashton-Tate products. Ashton-Tate
training staff will also use the new Courseware materials as part of on-going instruction activity.

Entered By: Bill Selmeier
May 18, 2006

Title: Courseware Products-Training Center Program
Author: Christine Thomas
Created: June 28, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cbbb188238.pdf (Size: 986 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate launched a national Authorized Training Center
program to provide new learning opportunities for end-users of its best-selling dBASE II (R),
dBASE III (tm) and Framework (tm) software products.

Entered By: Bill Selmeier
May 18, 2006

Title: Courseware Products-Training Center Program
Author: Christine Thomas
Created: June 28, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cbbb188238.pdf (Size: 986 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate launched a national Authorized Training Center
program to provide new learning opportunities for end-users of its best-selling dBASE II (R),
dBASE III (tm) and Framework (tm) software products.

Entered By: Bill Selmeier
May 18, 2006

Title: dBASE III Developers Release Features
Author: Scott Brown
Created: June 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cc2a856f87.pdf (Size: 790 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release detailing the features of dBASE III pertaining to developers
----
Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Announces VAR Program New dBASE III Developer Release
Author: Scott Brown
Created: July 1, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ce478513eb.pdf (Size: 1.63 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press release announcing comprehensive value-added-remarketer(VAR)program, and a new
version of dBASE III designed specifically for application developers. The new VAR effort
features dedicated product, promotional and information support elements for qualified
remarketers who develop These include dBASE II(R) new programs using Ashton-Tate products.

Entered By: Bill Selmeier
May 18, 2006
Related Events

Ashton-Tate Announces VAR Program; New dBASE III Developer's Release

Title: Ashton-Tate Introduces New dBASE III and dBRUN for Developers
Author: Scott Brown
Created: July 1, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ce60a284ed.pdf (Size: 876 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release reporting that in conjunction with its new value-added-remarketer (VAR) program,
Ashton-Tate(R) today introduced specially-designed version of The Developer's Release(TM),
dBASE III (TM), a that enables third-party developers to build custom applications using the

company's top-selling relational database management system. A dBASE III version of dBRUN(R), a low-cost, execute-only version of the product, was also announced.

Entered By: Bill Selmeier
May 18, 2006

Title: Relocation Corporate Headquarters
Author: Gail Pomerantz
Created: July 9, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446d0dee826ae.pdf (Size: 1.13 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing actions and comments at the Annual Meeting, particularily moving the Headquarters from Culver City, CA to Torrance, CA

Entered By: Bill Selmeier
May 18, 2006
Related Events

Ashton-Tate CEO Announces Relocation of Corporate Headquarters

Title: Ashton-Tate Selects Chiat Day for Ad Agency
Author: Christine Thomas
Created: July 11, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446d0faa2983f.pdf (Size: 809 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate named Chiat/Day, San Francisco, as its advertising agency of record.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Publishing Group Signs Distribution Agreement McGraw-Hill
Author: Christine Thomas
Created: July 25, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471e5298439e.pdf (Size: 1.05 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing an agreement with McGraw-Hill Book
Company for distribution of Ashton-Tate's entire line of

Report to the Computer History Museum on the Information Technology Corporate Histories Project
PC Systems, Tools and Utilities Software Sector

computer-related books and book/computer disk packages.
Under terms of the exclusive agreement, McGraw-Hill
distributed and sold Ashton-Tate's books which were designed to help computer users
understand and use a variety of hardware and software products. Ashton-Tate continued to
market and sell its books through its own dealers and distributors.

Entered By: Bill Selmeier
May 22, 2006

Title: Framework to Accompany College Textbooks from McGrawHill
Author: Christine Thomas
Created: July 25, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471e3d0bb2f7.pdf (Size: 1.28 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Framework was sold that fall in conjunction with a number of
popular college textbooks published by McGraw-Hill Book Company. A special academic version
of Framework, a student instruction booklet, data diskette, and keyboard templates was provided
with textbooks covering a wide range of business topics including accounting, data processing,
management, money and banking.

Entered By: Bill Selmeier
May 22, 2006

Title: Letter ot Intent to Acquire Multimate
Author: Gail Pomerantz
Created: July 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ee0a779eac.pdf (Size: 1.62 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press release announcing the intended acquisition of Multimate International, producer of
MultiMate Professional Word Processor.
Terms of the agreement are approximately 1,000,000 shares of Ashton-Tate common stock, and
an undisclosed amount of cash based on current market values, up to a total consideration of
approximately $19 million.

Entered By: Bill Selmeier
March 20, 2006

Title: dBASE III and Framework Ship For Texas Instrument's Professional Computers
Author: Christine Thomas
Created: August 5, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471f6d1d8a44.pdf (Size: 872 KB)

Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing shipments of dBASE III and
Framework for the TI Professional Computer family. TI also
offered a discount and special kit for users of the TI MS-DOS
version of dBASE II who wish to upgrade to TI versions of dBASE III.

Entered By: Bill Selmeier
May 22, 2006

Title: Roy Folk VP Strategic Planning
Author: Gail Pomerantz
Created: August 12, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ee9ba15d19.pdf (Size: 1.19 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Roy E. Folk as executive vice president, marketing
and stategic planning including all product marketing and marketing communications for Ashton-
Tate, including advertising, sales promotion, public relations, market research, strategic planning,
product strategy and product acquisition. Since March 1985, Folk had been a consultant at
Ashton-Tate.

Entered By: Bill Selmeier
March 20, 2006
Related Events

Ashton-Tate Names Roy Folk, Executive Vice President, Marketing and Strategic Planning

Title: Supporting Retail Sales Thru Corporate Accounts Seminars
Author: Christine Thomas
Created: August 12, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472333e5529c.pdf (Size: 970 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a series of free seminars for authorized dealers'corporate account
salespeople to help them increase their corporate sales revenues, open new accounts, and find
new business in existing accounts.

Entered By: Bill Selmeier
May 22, 2006

Title: E. Charles Ellison Named VP of Domestic Sales
Author: Gail Pomerantz

Created: August 22, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472650c19f7e.pdf (Size: 748 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of E. Charles Ellison as Vice President, Domestic Sales. Ellison will oversee all domestic sales operations at Ashton-Tate, including OEM sales, sales administration, VAR sales, telemarketing, sales distribution, and sales training. He reports to Ronald S. Posner, Ashton-Tate's executive vice president, sales and international.

Entered By: Bill Selmeier
May 22, 2006

Title: Agreement With Datalogica
Author: Gail Pomerantz
Created: August 26, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447266207a703.pdf (Size: 719 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announced it has signed an agreement with Datalogica, a leading Brazilian software distributor
headquartered in Sao Paulo. Under terms of the agreement, Datalogica will distribute Ashton-Tate's full line of software products throughout Brazil.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Reports 43 Percent increase in Sales; 407 Percent Increase in Earnings in Second Quarter
Author: Gail Pomerantz
Created: September 9, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443461b38fa2b.pdf (Size: 1.56 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release reporting net income of $ 3.45 million for the second quarter of fiscal 1986 ended July 31, 1985, an increase of 407 percent over earnings of $ 682,000 for the same quarter last year. Earnings per share were $ .37, compared with $ .07 in the second quarter of fiscal 1985. Second quarter revenues were $ 27.5 million, a 43 percent increase over revenues of $ 19.2 million for the second quarter of last year. Net income for the first six months of fiscal 1986 was $ 5.8 million, compared with $ 831,000 for the first half of last year, a 598 percent increase. Earnings per share for the six-month period were $ .62 compared with $ .09 for the first six months of fiscal 1985.

Entered By: Bill Selmeier
April 5, 2006
Related Events

Ashton-Tate Reports 43 Percent Increase in Sales; 407 Percent Increase in Earnings for Second
Quarter

Title: Introduction Framework II
Author: Christine Thomas
Created: September 10, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ee2b64df93.pdf (Size: 1.77 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing introduction of Framework II an integrated software package designed
specifically for managers and professionals who regularly use a spreadsheet and word processor.

Entered By: Bill Selmeier
March 20, 2006
Related Events

Ashton-Tate Introduces Framework II

Title: New Products Support Framework II
Author: Christine Thomas
Created: September 10, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44733c8a55d8c.pdf (Size: 1.30 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announced the Decision Maker's Series for Framework II, three add-on software
packages to enhance the
capabilities of Framework, the company's integrated software package. The programs in the
Decision Maker's Series, which were developed through the company's Publishing Group, took
advantage of Framework II's wide range of functions to help users analyze projects, manage
finances and make business decisions.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate's Corporate Advisory Provides Product Input
Author: Christine Thomas
Created: September 17, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44734806dd8b4.pdf (Size: 1.06 MB)
Pages: 3

Cataloguer:
Copyright:
Description:
Press Release announcing the formation of a Corporate Advisory Board, with an inaugural membership of 14 major American corporations, to assist the leading microcomputer software company in developing products that meet the needs of corporate users.

Entered By: Bill Selmeier
May 23, 2006

Title: 1985 Corporate Background Statement
Author: Gail Pomerantz
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447362d0668b9.pdf (Size: 3.89 MB)
Pages: 11
Cataloguer:
Copyright:
Description:
Press Release which reports information from the Corporate Background sheet of 1985

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Management Background
Author:
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473694cec968.pdf (Size: 1.81 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release with backgrounds on the ten highest exececutives in Ashton-Tate in September 1985

Entered By: Bill Selmeier
May 23, 2006

Title: Background Ashton-Tate Publishing Group
Author: Christine Thomas
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44736b2206f7d.pdf (Size: 1.28 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release to provide information on the Ashton-Tate Publishing Group. In 1983, Ashton-Tate became the first microcomputer software company to create a Publishing Group. Organized to

support the company's growing line of microcomputer software programs, the group also produced an assortment of illustrated journals, books, and book/disk packages to help computer users understand and use a variety of hardware and software products.

Entered By: Bill Selmeier
May 23, 2006

Title: Corporate Emphasis Program
Author: Christine Thomas
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447361f864cac.pdf (Size: 1.81 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release noting that Ashton-Tate's Corporate Emphasis Program is tailored to large corporations that have centralized support, service and purchasing of microcomputer systems. The program began April 1, 1985 to meet the growing needs voiced to Ashton-Tate by corporate users needing increased support. The release documents details of the program
----
Entered By: Bill Selmeier
May 23, 2006

Title: Corporate Fact Sheet
Author: Gail Pomerantz
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447363e86e16c.pdf (Size: 1.58 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release of facts about Ashton-Tate as of September 1985

Entered By: Bill Selmeier
May 23, 2006

Title: dBASE III - Developers Release Fact Sheet
Author: Scott Brown
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473646bbd62b.pdf (Size: 748 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release to include facts about the dBASE III Developer Release
----
Entered By: Bill Selmeier

May 23, 2006

Title: dBASE III Fact Sheet
Author: Christine Thomas
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447364d3b94ec.pdf (Size: 680 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release to present facts about dBASE III

Entered By: Bill Selmeier
May 23, 2006

Title: Documentation Support Standards
Author: Christine Thomas
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447366150afd4.pdf (Size: 1.32 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release affirming Ashton-Tate's intention to be the leader among the major software vendors in helping our
users be more productive in their jobs. "The philosophy permeates our entire company, from software development to our documentation department." Creating top-flight documentation is only one facet of Ashton-Tate's comprehensive support strategy. With hundreds of thousands of people using its dBASE II, dBASE III, and Framework products, Ashton-Tate receives a large volume of technically oriented telephone inquiries each day. The company has assembled an expert technical support staff to answer these telephone inquiries. Their work is producing one of the fastest response records in the software industry. On average, users now receive answers to their questions within three minutes.

Entered By: Bill Selmeier
May 23, 2006

Title: Framework Fact Sheet
Author: Christine Thomas
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44736893d7fd8.pdf (Size: 1.20 MB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release providing facts on Framework. Framework was productivity software for people who need word processing, spreadsheets, database management, outlining, business graphics, and communications.

Entered By: Bill Selmeier
May 23, 2006

Title: Marketing Backgrounder
Author: Christine Thomas
Created: September 30, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447369d8592e8.pdf (Size: 2.27 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release describing the market that Ashton-Tate sold to.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate International Operations Background
Author: Gail Pomerantz
Created: October 6, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447374c647497.pdf (Size: 1.32 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release providing background on Ashton-Tates International Operations

----

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Signs Agreement to Purchase Multimate Corporation
Author: Karen Julian
Created: October 7, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443468196209f.pdf (Size: 882 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release noting that Ashton-Tate announced it has signed a definitive agreement in connection with its previously announced aquisition of MultiMate International Corporation of East Hartford, Conn., producer of the best-selling word processing software package, MultiMate Professional Word Processor.

Entered By: Bill Selmeier

April 5, 2006
Related Events

Ashton-Tate Signs Agreement to Purchase MultiMate International Corporation

Title: dBRUN Price is Reduced
Author: Christine Thomas
Created: October 10, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447381304fea8.pdf (Size: 1018 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a major price reduction of Runtime dBRUN products, which are
compatible with dBASE II and the dBASE III Developer's Release. Effective October 10, 1985,
both dBRUN II and dBRUN III products will be priced at $50 per unit, a reduction from the
previous prices of $100 and $195 per unit respectively. As before, the products must be ordered
in minimum quantities of five units.

Entered By: Bill Selmeier
May 23, 2006

Title: User Demos of Framework II
Author: Christine Thomas
Created: October 25, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473932594cbe.pdf (Size: 999 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that two principal software developers from its Forefront Development
Center will demonstrate the new Framework II product to major user groups nationwide.

Entered By: Bill Selmeier
May 23, 2006

Title: Framework II Shipping and a Promotional Program is Announced
Author: Christine Thomas
Created: October 28, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447484624e167.pdf (Size: 984 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate shipped Framework II, its integrated software product
that provided managers and professionals with the combined power of a stand-alone spreadsheet
and word processor. Framework II's initial shipments to distributors and major retail chains began

last week. The product was available through more than 3,500 authorized Ashton-Tate computer retail dealers nationwide.

Entered By: Bill Selmeier
May 24, 2006
Related Events

Ashton-Tate Ships Framework II, Announces Framework II Promotion Program

Title: Framework II Product Fact Sheet
Author: Christine Thomas
Created: October 31, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44748d7c10953.pdf (Size: 1.29 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release providing detail facts about Framework II

Entered By: Bill Selmeier
May 24, 2006

Title: Intrroducing a Finanancial Managment Add In
Author: Christine Thomas
Created: November 4, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474be8671ecf.pdf (Size: 745 KB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release introducing a financial modeling add-in software package designed to enhance the capabilities of the company's Framework II integrated software program.

Entered By: Bill Selmeier
May 24, 2006

Title: Report Record Sales and Earnings 3rd Quarter
Author: Norman Block
Created: November 19, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4475faab6deca.pdf (Size: 1.25 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting record net income of $ 4.8 million for the third quarter of fiscal 1986 ended October 31, 1985, an increase of 92 percent over earnings of $ 2.5 million for the same

quarter last year. Earnings per share were $ .49, compared with $ .27 for the third quarter of riscal 1985.

Entered By: Bill Selmeier
May 25, 2006

Title: dBASE III Lan Pack
Author: Christine Thomas
Created: November 20, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ef24fde03a.pdf (Size: 750 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing capability for multiple users to share dBASE III PLUS files on a local area network (LAN).
dBASE III PLUS LAN Pack consists of three dBASE Access
programs, which provide three additional users network-only access to dBASE III PLUS.
Equipped with built-in multi-user capability, as well as stand-alone capability, dBASE III PLUS can network an unlimited number of users (within limits of the hardware). Combining one dBASE III PLUS with one LAN Pack provides a four-user network, the most common entry-level local area network configuration.

Entered By: Bill Selmeier
March 20, 2006

Title: Introduction dBASE III
Author: Christine Thomas
Created: November 20, 1985
Publisher: as
Donated By: Ed Esber
Filename: doc-441ef0525c9e5.pdf (Size: 2.22 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release announcing the introduction of dBASE III PLUS, a complete database management system that combines built-in multi-user, as well as single-user, capability. It was Ashton-Tate\'s core product.

Entered By: Bill Selmeier
March 20, 2006
Related Events

Ashton-Tate Introduces dBASE III Plus

Title: Introduction of cTOOLS
Author:
Created: November 20, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber

Filename: doc-4475fba506142.pdf (Size: 1.07 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release introducing the dBASE cTOOLS Series for dBASE III PLUS from Ashton-Tate
Publishing, two add-in packages designed to help programmers develop applications using the
company's database management system.

Entered By: Bill Selmeier
May 25, 2006

Title: Resignation of VP Marketing
Author: Gail Pomerantz
Created: November 27, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4476001c6c0ea.pdf (Size: 294 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release to announce the resignation of John C. Merson as vice president of marketing,
effective November 30.

Entered By: Bill Selmeier
May 25, 2006
Related Events

Ashton-Tate Announces Resignation of Vice President, Marketing (Merson)

Title: Complete Multimate Acquisition
Author: Norman Block
Created: December 5, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441eeead63f11.pdf (Size: 1.14 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announce the completion of the acquisition of MultiMate International Corporation
of East Hartford, Conn., producer of the MultiMate Professional Word Processor
software package. To complete the acquisition, Ashton-Tate paid $ 22 million in cash for
MultiMate.

Entered By: Bill Selmeier
March 20, 2006

Title: GraphProgDev Wins Prize
Author: Christine Thomas
Created: December 9, 1985
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-44761d5ddbfd4.pdf (Size: 1.00 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate awarded George Snyder of Stoneham, Mass., the grand prize in the company's Framework applications contest. Snyder, a senior software engineer for Intermetrics, ranked first among more than 2,100 entrants for his Framework application that creates graphics for slide presentations.

Entered By: Bill Selmeier
May 25, 2006

Title: FBI Helping Find Software Pirates
Author: Gail Pomerantz
Created: December 11, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44761eaf39235.pdf (Size: 638 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate worked with the FBI in an
investigation of alleged software piracy. As a result, federal agents siezed computer software and computer equipment believed to have been used by two alleged "computer software pirates" who were reportedly making and selling illegal copies of Ashton-Tate's dBASE III and Framework.

Entered By: Bill Selmeier
May 25, 2006
Related Events

Ashton-Tate Assists FBI in Investigation of Alleged Software Pirates

Title: Framework Wins Product Awards in Germany and Holland
Author: Gail Pomerantz
Created: December 12, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44761fcb9bd7f.pdf (Size: 1.05 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Framework was named commercial Software Product of the Year in Germany and received the Dutch Microcomputer Trophy in Holland.

Entered By: Bill Selmeier
May 25, 2006

Title: Ashton-Tate Publishing Introduces Four New Books
Author: Christine Thomas

Created: December 16, 1985
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447623d9b4092.pdf (Size: 1.44 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate's Publishing Group has introduced four new books and book/disk packages.
New releases include "Through the MicroMaze: A Visual
Guide to Telecommunications," "Personal Computing and C,"
"Introducing the Macintosh Office," and "Building Your First Expert System."

Entered By: Bill Selmeier
May 25, 2006

Title: MultiMate Lan Software Improves Work Resourcing
Author: Wendy Greenberg
Created: January 7, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464b6ee50337.pdf (Size: 1.39 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing LAN version of Multimate. MultiMate LAN-version software is allowed multi-workstation offices to combining the shared resources and information exchange of LAN software with advanced MultiKate features.
The LAN versions are customized and take full advantage of the features local area networks provide. They provide users with both LAN features -- like file locking -- and high-level MultiMate features -- like integrating graphics from other software products into MultiMate documents.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Ships dBASE III Plus
Author: Christine Thomas
Created: January 8, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442ae152c7dcf.pdf (Size: 1.45 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that shipements of dBASE III Plus have begun. dBASE III PLUS, had been introduced at Comdex/Fall '85, as a single-user database management system. In addition, each package has built-in multi-user capability for local area networks. dBASE III PLUS addressed four markets: single user in a stand-alone environment, single user on a LAN, multi-user on a LAN, and applications developers.

Entered By: Bill Selmeier

March 29, 2006

Title: Ashton-Tate Announces Free Dealer Training Workshops
Author: Christine Thomas
Created: January 13, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464c0da99f3d.pdf (Size: 719 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate a series of tree workshops in January 1986 to train dealer salespeople to demonstrate, sell and use dBASE III PLUS, its powerful and accessible database management software (DBMS) product that combines stand-alone and multi-user capability in a single package.

Entered By: Bill Selmeier
May 12, 2006
Related Events

Ashton-Tate Assists FBI in Investigation of Alleged Software Pirates

Title: Ashton-Tate Corrects Manufacturing Error
Author: Gail Pomerantz
Created: January 14, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464c2bff1d7f.pdf (Size: 765 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release reporting that Ashton-Tate announced it is notifyinq distributors and retailers of a disk
manufacturinq error in initial copies of dBASE III PLUS, serial numbers 2500001 throuqh 2533960, in which a unique access code was not recorded. The company implemented an exchanqe policy for the affected disks and estimates approximately 24,000 affected units are currently in the channel. Copies of dBASE III PLUS with other serial numbers are fully functional and are not affected. The company corrected the manufacturinq problem within two hours of first notification, and fully operational copies of
dBASE III PLUS are now beinq shipped. Effective today, and until February 15, 1986, all fully functional product can be identified by a color sticker next to the serial number on the bottom of the packaqe.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate letter to Dealers on Manufacturing Error
Author:
Created: January 14, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber

Filename: doc-4464c39daa015.pdf (Size: 578 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
A letter to Dealers describing the manufacturing error and the steps taken to correct it.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate letter to Employees on Manufacturing Error
Author: Ed Esber
Created: January 14, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464c4d151d4e.pdf (Size: 578 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
A letter from Ed Esber to employees telling them of the error and how they should handle any inquiries.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate PlansTwo Promotions For Dealers Distributors
Author: Christine Thomas
Created: January 23, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464f201539eb.pdf (Size: 1019 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing plans for two major promotional programs aimed at distributors and authorized dealers.
The "Triple Play" program for distributors is designed to
increase sell-in and retail channel penetration of Ashton-Tate products. It will run from January 27, 1986 through March 7, 1986.
The dealer promotion, "It Pays to Know Ashton-Tate
Products," encourages dealers and their salespeople to learn
dBASE III PLUS and Framework II. As first prizes in a special drawing, Ashton-Tate will offer eight trips for two to Tahiti from anywhere in the United States.
February 17, 1986 through April 4, 1986.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Seeks to Curb Illegal Copying In Foreign Markets
Author: Gail Pomerantz
Created: January 27, 1986

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464f6b4ce051.pdf (Size: 999 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release where Ashton-Tte announced it has taken steps to fight illegal copying of'software in the international marketplace. Ashton-Tate officials are working with the u.S. Department of Commerce's International Trade Administration in an effort to halt the problem which costs U.S. software companies hundreds of millions of dollars in annual revenues. As part of that effort, Raymond Ahlberg, Senior Industry Specialist, within the office of Science and Electronics, recently spent two months at Ashton-Tate meeting with company officials and researching the piracy situation.

Entered By: Bill Selmeier
May 12, 2006
Related Events

Ashton-Tate Steps Up Effort to Curb Illegal Copying of Software in Foreign Markets

Title: Hal Lashlee Resigns from Board
Author: Gail Pomerantz
Created: January 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441f0bcf0e7e3.pdf (Size: 301 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release to announce the resignation of Hal Lashlee, co-founder, as a member of its board of directors, effective January 31, 1986. Lashlee will serve as a consultant to the company for the next two years.

Entered By: Bill Selmeier
March 20, 2006
Related Events

Ashton-Tate Announces Resignation of Board Member (Hal Lashlee)

Title: Ashton-Tate Ships dBASE III Plus LAN Pack
Author: Christine Thomas
Created: January 29, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464faade913a.pdf (Size: 568 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate was shipping dBASE III PLUS LAN Pack, which enables multiple users to share dBASE III PLUS on a local area network. dBASE III PLUS LAN Pack was a companion product to dBASE III PLUS, Ashton-Tate's database management

software product that combines both stand-alone and multi-user capability in a single package.
Initial shipments to distributors and retail chains began January 24, 1986. Each dBASE III PLUS
LAN Pack consists of three dBASE Access programs, providing three additional users with
network-only access to dBASE III PLUS.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Names David Russian VP and Controller
Author: Brad Stevens
Created: February 5, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446503f0d4668.pdf (Size: 630 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of David Russian as vice president, controller. As
vice president and controller, Russian will oversee Ashton-Tate's worldwide accounting, financial
planning, credit, SEC reporting and treasury functions. Russian reports to Norman H. Block,
Ashton-Tate's executive vice president, finance and administration and chief financial officer.

Entered By: Bill Selmeier
May 12, 2006
Related Events

Ashton-Tate Names David Russian Vice President, Controller

Title: Multimate Professional Word Processor Version 3.6 Ships
Author: Christine Thomas
Created: February 13, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442b0b53a0619.pdf (Size: 1.28 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the shipping of Multimate Professional Word Processor Version 3.60
which added columnar
operations, a built-in, 40,000-word thesaurus, a typewriter mode, and several other features.

Entered By: Bill Selmeier
March 29, 2006

Title: Ashton-Tate Dealer Advisory Board to Provide Input on Issues
Author: Christine Thomas
Created: February 18, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446524ce9d539.pdf (Size: 1.08 MB)
Pages: 3

Cataloguer:
Copyright:
Description:
Press Release to announce the formation of a Dealer Advisory Board allowing the company's key authorized dealers a structured forum for discussing important distribution and software issues. The Dealer Advisory Board is comprised of key decisionmakers representing 19 major computer reta1l cha1ns, franchises and independents nationwide. The dealers actively sell the Ashton-Tate product line to different market segments. The Dealer Advisory Board is similar to Ashton-Tate's l6-member Corporate Advisory Board formed in September 1985 to help the company develop products and support programs that best meet the needs of corporate users.

Entered By: Bill Selmeier
May 12, 2006

Title: MultiMate Reorganization - Work Force is Reduced
Author: Christine Thomas
Created: February 20, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4465289d19edb.pdf (Size: 1.62 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release reporting that officials of Ashton-Tate and the former MultiMate International Corporation announced details of a reorganization plan in which MultiMate will be integrated into Ashton-Tate. The plan, told to MultiMate employees, continues the MultiMate operation in East Hartford. Development, documentation, technical support, and some marketing activlty will continue here for the MultiMate product line, including the best-selling MultiMate 3.3 Serles and MultiMate Advantage word processing software packages.

Entered By: Bill Selmeier
May 12, 2006
Related Events

Ashton-Tate Announces MultiMate Reorganzation; Work Force to be Reduced Due to Job Duplication

Title: Ashton-Tate Names InfoSoft a Master Distributor In Venezuela
Author: Gail Pomerantz
Created: February 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44652f4dec48f.pdf (Size: 922 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Info-Soft, Inc. will market Ashton-Tate products in Venezuela. Under the agreement between Ashton-Tate and Info-Soft, Inc., dBASE III PLUS, Framework II, and the Spanish versions of dBASE III and Framework will be marketed, sold, distributed and supported in Venezuela by Info-loft through its Caracas-based affiliate, Distribuidora Paramos, C.A.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Announces that Robert Carr Has Been Named Chief Scientist
Author: Gail Pomerantz
Created: March 5, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44661a62eeb89.pdf (Size: 976 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Robert Carr was appointed Chief Scientist. He succeeded Wayne
Ratliff who left the company to pursue other interests.
Web access large:

Entered By: Bill Selmeier
May 13, 2006
Related Events

Ashton-Tate Names Robert Carr Chief Scientist

Title: IPO Planned
Author: Brad Stevens
Created: March 11, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ef7f099a71.pdf (Size: 237 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing the intention to file a reqistration statement with the securities and
Exchanqe Commission coverinq the public offerinq of 1,300,000
shares of its Common stock. The company plans to use the
proceeds of the offerinq for workinq capital and other general corporate purposes. The offerinq
will be made only by means of a prospectus.

Entered By: Bill Selmeier
March 20, 2006

Title: Record Results
Author: Brad Stevens
Created: March 12, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441efdbaccec1.pdf (Size: 1.20 MB)
Pages: 4
Cataloguer:
Copyright:
Description:

Press Release announcing record net income of $ 16.6 million for fiscal year 1986 ended January 31, an increase of 122 percent over net income of $ 7.5 million for fiscal 1985.
Earnings per share were $ 1.70, compared with $ .80 last year. Net income for fiscal 1985 included a non-recurring extraordinary item of $ 1,000,000 ($.10 per share)
Sales for the year were an all-time high of $ 121.6 million,
a 47.7 percent increase over revenues of $ 82.3 million last year.

Entered By: Bill Selmeier
March 20, 2006

Title: Zenith Provides US Army 90,000 Ashton-Tate Software Units
Author: Christine Thomas
Created: March 14, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44662d714f82a.pdf (Size: 798 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announced a licensing agreement with Zenith Data Systems (ZDS) under which ZDS is expected to supply the United States Armed Forces with approximately 90,000 units of Ashton-Tate's dBASE III, MultiMate 3.3 Series and dBASE II products worth more than $15 million over a three-year term.

Entered By: Bill Selmeier
May 13, 2006

Title: ADR-Ashton-Tate Join Forces to Offer a Micro/Mainframe Solution
Author: Christine Thomas
Created: March 18, 1986
Publisher: ADR
Donated By: Ed Esber
Filename: doc-44662f5cc7b4c.pdf (Size: 926 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release from Applied Data Research, Inc. reporting that they and Ashton-Tate had announced a complementary development agreement that will provide for direct intormation exchange between ADR's DATACOM/DB maintrame database system and Ashton-Tate's dBASE and Framework product families through ADR/PC DATACOM, ADR's PC-based query and report writing facility. The agreement also allowed the companies to consider new product development that would increase compatibility between their respective products. --------------------------------------
----
Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Announces a New Corporate Upgrade Progrram dBASE III Framework II
Author: Christine Thomas
Created: March 19, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber

Filename: doc-446631e2982fc.pdf (Size: 1.29 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing a new corporate upgrade program for users of dBASE III PLUS and Framework II. To qualify tor the corporate upgrade program, corporations must place initial minimum orders of 25 upgrade units, with subsequent orders of 10 or more units. dBASE III PLUS and Framework II upgrade orders are counted separately. Volume discounts for both dBASE III PLUS and Framework II are $ 75 per unit for 25 or more units, and $90 per unit for 10-24 units.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Supports DGIS High Performance Controller Hardware Interface
Author:
Created: March 25, 1986
Publisher: GSS
Donated By: Ed Esber
Filename: doc-4466a039813bc.pdf (Size: 1.37 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that leading software, board, and chip companies joined forces today to introduce the Direct Graphics Interface Specification (DGIS), an open specification that supports high-performance graphics silicon and allows faster application development.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Announces Filing Of Registration Statement
Author: Gail Pomerantz
Created: March 26, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a34a988de.pdf (Size: 562 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Realease announcing that Ashton-Tate had filed with the Securities and Exchange Commission a reqistration statement
for its previously proposed public offerinq of 1,300,000 shares of Common Stock. Net proceeds of the offering will be used for working-capital and qeneral corporate purposes.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Announces the Appointment Of New Board Member
Author: Brad Stevens
Created: March 31, 1986

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4465316825304.pdf (Size: 362 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate's appointed of Sanford Kaplan as a member of its board of directors. A retired corporate executive, Kaplan currently served as a consultant and director to various private and publicly-held companies,including Wickes Companies, Inc., Whittaker Corp., GAF Corp., Intel Corp., Daisy Systems Corp. and Silicon Systems, Inc. Previously, Kaplan served as senior vice president and director at Xerox Corp. from 1969 to 1977.

Entered By: Bill Selmeier
May 12, 2006

Title: Corporate Background
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466aed24b428.pdf (Size: 4.32 MB)
Pages: 12
Cataloguer:
Copyright:
Description:
Press Release of the company's background. Ashton-Tate was one of the world's premier developers and marketers of business software for microcomputers. The company was the leading supplier of database management systems, offered advanced integrated and word processing packages and provideed a level of customer service and support that became an industry standard.

Entered By: Bill Selmeier
May 13, 2006

Title: Corporate Fact Sheet
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466af558a6a5.pdf (Size: 1.89 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release Fact Sheet

Entered By: Bill Selmeier
May 13, 2006

Title: dBASE III Plus Fact Sheet
Author: Christine Thomas
Created: April 1, 1986

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4468a5463d34b.pdf (Size: 1.70 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release documenting dBASE III PLUS was the most complete database management software (DBMS) product on the market today for microcomputer users. The successor to dBASE III, the No.1 relational DBMS for l6-bit microcomputers, dBASE III PLUS provided an easy growth path for the beginning user, and power and versatility for the experienced user.

Entered By: Bill Selmeier
May 15, 2006

Title: dBASE III Plus Product Background
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a1fdc89280.pdf (Size: 3.78 MB)
Pages: 10
Cataloguer:
Copyright:
Description:
Press Release providing background on dBASE III Plus. Ashton-Tate's dBASE III PLUS is the most complete database
management system on the market today for microcomputer users,
from beginning users to experienced users and programmers. A
powerful, easy-to-use product in a single-user configuration, its built-in multi-user capability satisfies the growth needs of businesses and organizations planning to link computers on a local area network (LAN).

Entered By: Bill Selmeier
May 16, 2006

Title: Framework II Product Background
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a222d3bdd8.pdf (Size: 2.87 MB)
Pages: 9
Cataloguer:
Copyright:
Description:
Press Release to provide background on Framework II. Ashton-Tate's Framework II is the productivity tool for
managers and professionals who regularly use a spreadsheet and
word processor. The product's seamless integration of these two functions allows business users to organize concepts and develop finished documents, complete with words, numbers and graphs. Significantly, Framework II accomplishes these results without sacrificing functionality to the best-selling stand-alone packages in either category.

Entered By: Bill Selmeier
May 16, 2006

Title: International Operations Background
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a235d288e3.pdf (Size: 1.48 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release describing Ashton-Tate's International Operations. With many foreign language versions of its products, a distribution and sales network, and the early success of dBASE II, Ashton-Tate established its position in the global market. International sales accounted for 24 percent of the company's $ 121.6 million in revenues for the fiscal year ended January 31, 1986.

Entered By: Bill Selmeier
May 16, 2006

Title: Management Background
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a240760ed4.pdf (Size: 2.10 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release providing the experience and work history of the eleven senior executives at Ashton-Tate
----
Entered By: Bill Selmeier
May 16, 2006

Title: Marketing Background
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a250294f8e.pdf (Size: 2.20 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release to document Ashton-Tate's position in the Market. Ashton-Tate offered a line of comprehensive,
well-documented microcomputer software business products which it distributed through multiple channels both "domestically and internationally. The company marketed best-selling products in three categories: dBASE III PLUS in the database market, Framework II in the integrated category, and the MultiMate Professional Word Processor Series in the word

processing market.

Entered By: Bill Selmeier
May 16, 2006

Title: MultiMate Products
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a2847676be.pdf (Size: 1.35 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release with background information on MultiMate Word Processor, Ashton-Tate's MultiMate product line featured two standard word processing packages for corporate America, MultiMate Advantage and the MultiMate Professional 3.3 Series. The line also included the Just Write word. processor, the MultiMate On-File and GraphLink utility packages, and two hardware products; the MultiMate Business Advantage Keyboard and Communications Board. Developed and supported at Ashton-Tate's East Hartford, Connecticut operation, the MultiMate word processing products became standard in the corporate market and provided microcomputers with the power and flexibility established by the the Wang dedicated word processor. All MultiMate software products run on IBM personal computers and IBM-compatible systems.

Entered By: Bill Selmeier
May 16, 2006

Title: Publishing Group
Author: Christine Thomas
Created: April 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a29ae47d58.pdf (Size: 1.48 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release providing background on Ashton-Tate's publishing activity started in 1983. Ashton-Tate was the first microcomputer software company to create a Publishing Group. By 1986 the group produced an extensive assortment of
illustrated journals, books, book/disk packages and software addins to help computer users better understand and use a variety of hardware and software products. The group published more than 50 products on the topics of dBASE III, Framework II, telecommunications, documentation, UNIX, Pascal and the general computer industry.

Entered By: Bill Selmeier
May 16, 2006

Title: Products To Support IBM PC Convertable
Author:
Created: April 2, 1986

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a38ea2fe53.pdf (Size: 620 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing 3 1/2-inch diskette versions of dBASE III PLUS, Framework II and the MultiMate Professional Word Processor Series 3.3 for the new IBM PC Convertible.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Publishing Group Ships 12 New Products
Author: Christine Thomas
Created: April 7, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a3a9524e86.pdf (Size: 1.21 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the shipment of 12 new products designed to help users learn and utilize its dBASE III PLUS and Framework II software packages. These products are available now and can be purchased from Ashton-Tate authorized dealers nationwide, or directly through Ashton-Tate's toll-free number
----
Entered By: Bill Selmeier
May 16, 2006

Title: Commencement Of Public Offering
Author: Gail Pomerantz
Created: April 8, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a3b3dacab6.pdf (Size: 269 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing the public offering of 1,300,000 shares of its Common Stock by an underwriting group managed
by L.F. Rothschild, Unterberg, Towbin, Inc. and Smith Barney, Harris Upham &: Co. Incorporated.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Signs Marketing Deal with Javelin Software for Distribution Outside US
Author: Christine Thomas
Created: April 10, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber

Filename: doc-446a3d8632a81.pdf (Size: 1.18 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing a marketing and distribution agreement under which Javelin, a business analysis and reporting software package for the IBM PC and IBM compatibles, will be distributed outside of the U.S. and Canada by Ashton-Tate. Under the exclusive agreement, Ashton-Tate initially will distribute an English-language version of Javelin in all international markets it serves. The product is available immediately. Introduced in the u.S. in October 1985, Javelin represents udvanced technology for business analysis and reporting.

Entered By: Bill Selmeier
May 16, 2006

Title: VAR Agreement for Framework II for Information
Author: Brad Stevens
Created: April 14, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441f094b3f521.pdf (Size: 1.08 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing an agreement with Satellite Information Systems Company (SISCOM) to allow users of Framework II software to access and analyze financial information from X.PRESS Information Services, including a number of McGraw-Hill\'s databases.
The information will be fed into Framework II\'s spreadsheet
and word processor through existing cable television wiring at a significantly lower cost than competitive information
distribution services. Ashton-Tate\'s Framework II users will
have the capability to quickly spot stock trends, instantly
update their portfolios and make better informed investment
decisions.

Entered By: Bill Selmeier
March 20, 2006

Title: Ashton-Tate Charges Two Companies With Software Piracy
Author: Gail Pomerantz
Created: April 16, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a4abe1ab25.pdf (Size: 1.09 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate filed copyright infringement lawsuits in Los Angeles federal court against two companies, Volt Delta Resources and Horn Computer International, alleging they pirated Ashton-Tate software. One of the two recently was the target of a raid by agents of the Federal Bureau of Investigation.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Releases German Translations of dBASE III, Framework II and MultMate 3.31
Author: Christine Thomas
Created: April 21, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a52c9211d6.pdf (Size: 840 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing availability of the German language translations of dBASE III PLUS, Framework II, and MultiMate 3.31 Professional Word Processor Series software packages. Available for shipment in May 1986, the German translations
are targeted for the West German, Austrian, and Swiss
marketplaces.

Entered By: Bill Selmeier
May 16, 2006

Title: Name James Furneaux to Board of Directors
Author: Gail Pomerantz
Created: April 30, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4429b24a33283.pdf (Size: 713 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of James H. Furneaux to its board of directors. Furneaux, 42, is a general partner at Bessemer Venture
Partners, a venture capital limited partnership based in
Wellesley Hills, Mass. Ashton-Tate's selection of Furneaux, with his background in investment banking, reflects the company's desire to expand the expertise of the members of its board. Furneaux also is an advisory director and formerly was a
managing director in corporate finance and venture capital at L.P. Rothschild Unterberg Towbin, an underwriter of Ashton-Tate which co-managed Ashton-Tate's initial public offering in 1983.

Entered By: Bill Selmeier
March 28, 2006

Title: Ashton-Tate Files Another Software Piracy Suit
Author: Gail Pomerantz
Created: May 8, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b94d94d08b.pdf (Size: 1.08 MB)
Pages: 3
Cataloguer:

Copyright:
Description:
Press Release announcing Ashton-Tate had filed a copyright infringement lawsuit in U.S. District Court in Baltimore against a Frederick, Md.-based firm, alleging it has pirated Ashton-Tate software. The suit charges OHIS, Inc., a producer of health and occupational safety data monitoring systems, and six individual defendants connected with the company with: (1) allegedly reproducing and disseminating for use by its employees copies of Ashton-Tate's dBASE II and dBASE III, and (2) allegedly copying and selling Ashton-Tate's dBASE II as part of its data monitoring systems.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Reports 1st Quarter Earnings Up 118%, Sales Increase 71.8%
Author: Gail Pomerantz
Created: May 19, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ba2092a9cc.pdf (Size: 1.61 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting net income for the first quarter of 1987 ended April 30 of $ 5.12 million, a 118.6 persent increase over net income of $ 2.35 million for the same period last year. Earnings were $ .47 compared to $ 25 for last year's first quarter. Revenues for the quarter were $412.17 million, up 71.8 percent over $ 24.0 million for the first quarter last year.

Entered By: Bill Selmeier
May 17, 2006

Title: Intel Announces Graphics Co-processor for Office PC
Author:
Created: May 19, 1986
Publisher: Intel
Donated By: Ed Esber
Filename: doc-446ba008a0e51.pdf (Size: 1.54 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press release quoting Ashton-Tate's interest in Intel Corp. VLSI graphics co-processor designed to provide high performance, affordable graphics capabilities to the office
workstation and that the new graphics co-processor is being supported by a coalition of independent software and hardware vendors including Ashton-Tate.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Introduces dBRUN III Plus
Author: Christine Thomas
Created: May 22, 1986
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-446ba8986e1b6.pdf (Size: 937 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release introducing dBRUN III PLUS, a low cost,
execute-only version of dBASE III PLUS. The new product, 100 percent compatible with dBASE
III PLUS, offers Ashton-Tate's value-added remarketers (VARs) and corporate developers
increased security and faster execution of their dBASE III PLUS applications.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate SIG - On The Source
Author: Christine Thomas
Created: May 23, 1986
Publisher: The Source
Donated By: Ed Esber
Filename: doc-446ba976b92a0.pdf (Size: 1.07 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release noting Source Telecomputing Corporation and the Ashton-Tate Software Support
Center have introduced a new online SIG (special interest group) for users of dBASE II, dBASE
III PLUS, Framework II, and other Ashton-Tate products. The ATSIG offers answers to product-
related questions, usage tips, a technical reference library, product update alerts,
bulletin boards, documentation supplements, free software and
inexpensive shareware programs for downloading and more.

Entered By: Bill Selmeier
May 17, 2006

Title: Corporate Fact Sheet
Author: Christine Thomas
Created: May 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446baeafdb5b5.pdf (Size: 1.94 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release on Facts about Ashton-Tate

Entered By: Bill Selmeier
May 17, 2006

Title: MultiMate Fact Sheet
Author: Christine Thomas
Created: May 27, 1986
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-446baf43edd91.pdf (Size: 1.56 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release providing background on Multimate. MultiMate Advantage 3.60, the flagship product in the MultiMate
word processing family, is an easy-to-use, powerful word
processor providing the flexibility to meet both corporate and
individual user needs.

Entered By: Bill Selmeier
May 17, 2006

Title: MultiMate Products
Author: Christine Thomas
Created: May 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bafe0c8b44.pdf (Size: 1.35 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release about MultiMate. Ashton-Tate's MultiMate product line fe~tures two industry standard word processing packages for corporate America -- MultiMate Advantage and the MultiMate Professional 3.3 Series. The line also includes the MultiMate On-File and GraphLink utility packages, and two hardware products; the MultiMate Business Advantage Keyboard and Communications Board.

Entered By: Bill Selmeier
May 17, 2006
Related Events

Ashton-Tate National Tour to Feature MultiMate Advantage Version 3.60

Title: National Tour MultiMate Version 3.60
Author: Christine Thomas
Created: May 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bb082192d1.pdf (Size: 871 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate will conduct a 10-city tour in June to present its MultiMate Advantage Version 3.60 Professional Word Processor, including the new local area network (LAN) family, to dealers and business users.

Entered By: Bill Selmeier
May 17, 2006

Title: Shipment of LAN Products for Multimate Advantage 3.60 Starts
Author: Christine Thomas
Created: May 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442b0d0fbf14f.pdf (Size: 1.28 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Multimate Advantage Version 3.60 now allows to operate on key local area networks including IBM PC Network, Novell Advanced Netware/86 and Novell Netware/86, and a universal version that supports most other networks.

Entered By: Bill Selmeier
March 29, 2006

Title: Ashton-Tate Creates Two New Divisions
Author:
Created: June 10, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446c9304e622b.pdf (Size: 2.61 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Letter (first page missing) announcing a re-organization of the company. It includes the press release, a Q&A section and a confidential organization chart
----
Entered By: Bill Selmeier
May 18, 2006
Related Events

Ashton-Tate Creates Two New Divisions (Folk and Posner-Software Products & Systems, Service and Information)

Title: Esber Letter To Employees Explaining The Re-Organization
Author: Ed Esber
Created: June 10, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446c951236b20.pdf (Size: 2.61 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
Ed Esber's letter explaining the logic for the re-organization to employees, there will be two divisions: 1) Software Products and 2) Services and Information, and that there is no change in the size of the work force. Each division had a fairly functional organization scheme inside themself.

Entered By: Bill Selmeier

May 18, 2006

Title: Ashton-Tate to Hold Developers' Conference
Author: Christine Thomas
Created: June 11, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446c97f2bc771.pdf (Size: 1.13 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press release announcing that Ashton-Tate will sponsor a full-scale Developers' Conference to support the large community of independent developers and corporate programmers who build software applications based on Ashton-Tate products. The two-day technical event is scheduled for Sept. 29-30, 1986, at the Century Plaza Hotel in Century City, Los Angeles. The agenda will include a series of seminars, clinics and lab sessions designed for consultants, independent developers, VARs (value-added remarketers), corporate programmers, and training organizations. Additional presentations and events will be sponsored by selected vendors of software utilities and hardware products.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Publishing Releases Two New Books Supporting dBASE III and Framework
Author:
Created: June 25, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cb956c71ac.pdf (Size: 1004 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate's Publishing Group today introduced two new books supporting its dBASE III PLUS and Framework II products. "dBASE III PLUS and Local Area Networks" is a comprehensive book for managers utilizingdBASE III PLUS on a local area network (LAN), as well as for technicians developing and implementing LAN applications. "Using Applications Software: An Introduction Featuring Framework" is a book for introductory college courses.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate and Cincom Sign Cooperative Marketing Agreement
Author: Christine Thomas
Created: June 26, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cbaa50c910.pdf (Size: 1.15 MB)
Pages: 4
Cataloguer:

Copyright:
Description:
Press Release announcing that CINCOM and Ashton-Tate signed a cooperative marketing agreement under which the two firms will conduct joint marketing projects, and provide referrals to each other for customers and prospects.
The agreement involves products such as CINCOM's PC CONTACT, an interactive mainframe-microcomputer communications link, and Ashton-Tate's dBASE III PLUS, the industry-standard relational database management system for 16-bit microcomputers, and Framework II, an integrated software package that combines advanced word processing and spreadsheet with ancillary functions.

Entered By: Bill Selmeier
May 18, 2006
Related Events

Cincom, Ashton-Tate Sign Cooperative Marketing Agreement

Title: dBASE III Plus Product Background
Author: Judy Marie Merrill
Created: July 1, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ce6c0eff9f.pdf (Size: 3.93 MB)
Pages: 11
Cataloguer:
Copyright:
Description:
Press Release provide background details on dBASE III Plus

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Names European Managing Director
Author: Gail Pomerantz
Created: July 2, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cf75f47718.pdf (Size: 770 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the promotion of Peter E. Tik to European managing director. Tik, a resident of Amsterdam, joined Ashton-Tate in 1983 as managing director of Ashton-Tate B.V., responsible for activities in Holland, Spain and Scandinavia. In his new post, he will be responsible for all aspects of the company's European operations. Ashton-Tate has European subsidiaries in the Netherlands, Spain, the United Kingdom, Italy and West Germany and a master distributor agreement in France
----
Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Appoints VP - Human Resources

Author: Brad Stevens
Created: July 22, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471e2b03f955.pdf (Size: 807 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Paula Cowan as vice president, human resources.
In this new position, Cowan, 43, will reported directly to Ashton-Tate President and Chief
Executive Officer Edward M. Esber Jr. She was responsible for all aspects of human resources
including employee relations, compensation and benefits, Equal
Employment Opportunity compliance, education and training.
Cowan joined Ashton-Tate from Caremark Inc., a health
services provider in Newport Beach, Calif., where she had been a vice president since 1985. She
was vice president and director, human resources, for Crocker National Bank from 1983 to 1984.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate and Comshare Offer Micro-Mainframe Link
Author: Judy Marie Merrill
Created: July 28, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471e9461f322.pdf (Size: 1.33 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the introduction of a micro-to-mainframe link to permit data exchange
between Ashton-Tate's dBASE II, dBASE III PLUS and Framework II with Comshare's System W
decision support software. The link, a new release of Comshare's W/Information Gateway, was
interactive, enabling data to be both downloaded and uploaded between Ashton-Tate
microcomputer software products and a System W host database. The link was the result of a
joint development and marketing agreement between the two companies.

Entered By: Bill Selmeier
May 22, 2006

Title: Intention to Acquire Decision Resources Inc.
Author:
Created: August 5, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4429b4a4e8e95.pdf (Size: 1.80 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing intent to acquire Decision Resources, Inc., of Westport. Conn., the
developer and marketer of business qrahics software packages CHART-MASTER, SIGN-

MASTER, DIAGRAM-MASTER and MAP-MASTER for the IBM Personal Computer and compatibles. Proposed terms of the agreement are approximately $ 13.0 million in cash.

Entered By: Bill Selmeier
March 28, 2006
Related Events

Ashton-Tate to Acquire Decision Resources, Inc., A Leading Business Graphics Software Company

Title: Esber also Board Chair - 3 Members Added
Author: Gail Pomerantz
Created: August 7, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441ef46ae0744.pdf (Size: 1.70 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing Ed Esber is adding the title of Chairman and continuing to be President and CEO. Three additional board members were also added to make it an eight man board: James Castle, 49, F. William Graham, 48,
and Henry Alan Sweetbaum, 48.

Entered By: Bill Selmeier
March 20, 2006

Title: dBASE for Mac Fact Sheet
Author: Judy Marie Merrill
Created: August 11, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447231f569d3c.pdf (Size: 1.05 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release with background information on dBASE Mac. Ashton-Tate's dBASE Mac is the most powerful and easiest to learn database management system (DBMS) currently available for Macintosh computer users who need to perform a wide range of database applications. dBASE Mac is developed, marketed and supported by Ashton-Tate, whose DBMS product family is the industry-standard DBMS for the IBM PC and compatible computers. dBASE Mac extends that standard to Macintosh users.

Entered By: Bill Selmeier
May 22, 2006

Title: dBASE Mac Extends dBASE Technology to Macintosh Computer
Author: Judy Marie Merrill
Created: August 11, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber

Filename: doc-442b0ff03cf96.pdf (Size: 2.16 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release announcing dBASE on the Macintosh including Macintosh point-and-click
interface; \"non-procedural\" product design that enables users to perform both day-to-day (entry,
manipulation and retrieval of data) and sophisticated tasks (creating relationships between data
files) and generating custom multi-file reports; inclusion of a full-featured procedural (advanced
programming) language; direct access of .DBF files from the IBM-compatible dBASE family of
database products; and available in the fourth quarter of 1986 for SRP $ 495.

Entered By: Bill Selmeier
March 29, 2006

Title: Ashton-Tate Reports Results of Shareholders Meeting
Author: Brad Stevens
Created: August 15, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447237213987b.pdf (Size: 959 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release reporting the results of stockholder voting at its third annual meeting of
shareholders held last week at the Century Plaza Hotel.

Entered By: Bill Selmeier
May 22, 2006

Title: Increase In Sales And Earnings Second Quarter
Author: Brad Stevens
Created: August 18, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44724a3426bbd.pdf (Size: 1.55 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release reporting net income of $ 6.47 million for the second quarter of fiscal year 1987
ended July, 31, 1986, an increase of 87.5 percent over earnings of $ 3.45 million for the same
quarter last year. Earnings per share were $ .53, compared with $ .37 in the second quarter of
fiscal 1986.
Second quarter revenues were $ 49 million, a 78.2 percent
increase over revenues.of $ 27.5 million for the second quarter of last year.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Remains Committed To Dealers
Author: Judy Marie Merrill

Created: August 19, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472623a88c15.pdf (Size: 471 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release reaffirming Ashton-Tate's commitment to its authorized dealers as the major
distribution channel for its microcomputer software products, while announcing its plans to offer
support and service programs directly to its customers.

Entered By: Bill Selmeier
May 22, 2006

Title: Corporate Fact Sheet
Author: Judy Marie Merrill
Created: August 19, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44724cd59e0d8.pdf (Size: 1.98 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release providing facts about the company, e.g. size, office locations, products,
management, etc

Entered By: Bill Selmeier
May 22, 2006

Title: Corporate Support Services Program
Author: Judy Marie Merrill
Created: August 19, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44725b480f924.pdf (Size: 2.92 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Press Release providing background and overview information on the Corporate Services
Program. Ashton-Tate's Corporate Support and Services Program was designed to meet the
software support and service needs of corporations. It was the result of more than a year of
planning by senior Ashton-Tate executives who examined the support and service area.

Entered By: Bill Selmeier
May 22, 2006

Title: Custom Support Plan
Author: Judy Marie Merrill
Created: August 19, 1986
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-4472604382f9b.pdf (Size: 1.48 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release presenting background information on the Custom Support Plan. The Custom Support Plan provided businesses and individuals of Ashton-Tate products with four levels of technical support to address a variety of computing needs, from basic telephone support to a full range of technical services.

Entered By: Bill Selmeier
May 22, 2006

Title: First Phase of Comprehensive Support and Service Program
Author: Judy Marie Merrill
Created: August 19, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44724c40085d0.pdf (Size: 2.23 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release announcing the first phase of a new comprehensive support and service program for corporate customers and individual users of Ashton-Tate products. The company also announced the removal of copy protection from its products for all customers.

Entered By: Bill Selmeier
May 22, 2006

Title: Support and Service Fact Sheet
Author: Judy Marie Merrill
Created: August 19, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447262d757dc8.pdf (Size: 1.08 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release and Fact Sheet on Ashton-Tate's Support and Service offerings.

Entered By: Bill Selmeier
May 22, 2006

Title: Agenda For 1986 Developers Conference
Author: Judy Marie Merrill
Created: September 8, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447337507b752.pdf (Size: 1.12 MB)
Pages: 3

Cataloguer:
Copyright:
Description:
Press Release announced that Ashton-Tate chairman, president and CEO Edward M. Esber Jr. and chief scientist Robert Carr addressed the opening session of its fall Developers' Conference, September 29,1986. The conference, was held September 28-30, 1986 at the Century Plaza Hotel in Los Angeles, featured more than 20 panels, seminars and lectures on the technical aspects of Ashton-Tate's best-selling software products, dBASE III PLUS and Framework II. dBASE Mac, a new database management system for the Macintosh computer, also will be presented. Hardware and software vendor exhibits will open at noon on Sunday, September 28, 1986.

Entered By: Bill Selmeier
May 23, 2006

Title: Joint Seminar Series With 3Com
Author: Judy Marie Merrill
Created: September 10, 1986
Publisher: 3Com
Donated By: Ed Esber
Filename: doc-44733d9163f9f.pdf (Size: 755 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that 3COM and Ashton-Tate demonstrated, in a 10-city seminar series, how their products
worked together as a database PC workgroup applications solution. The free, half-day seminars are part of a co-marketing agreement that also includes cross-training of the companies' sales forces, and joint advertising and direct mail efforts.

Entered By: Bill Selmeier
May 23, 2006

Title: Agreement on Desktop Publishing Product With Skisoft
Author: Judy Marie Merrill
Created: September 16, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473474a47f2a.pdf (Size: 539 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate had reached an agreement with Skisoft, Inc. of Lexington, Mass., to co-develop a desktop publishing software product based on Skisoft technology for the IBM PC and compatibles. Skisoft is a privately-owned software development company headed by founder Ken Skier. Details of the product and release date were not announced.

Entered By: Bill Selmeier
May 23, 2006

Title: $42 Million Contract To Distribute In France
Author: Judy Marie Merrill
Created: September 17, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44734917ea72c.pdf (Size: 1.34 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press release announcing Ashton-Tate had signed a three-year, $ 42.1 million contract with its
French distributor for the production, translation, distribution and marketing of French language
versions of dBASE III PLUS, Framework II, and its Mult1Mate word processing product line.

Entered By: Bill Selmeier
May 23, 2006

Title: Network Innovations and Ashton-Tate to Offer Micro Database Link
Author:
Created: September 19, 1986
Publisher: Network Innovations
Donated By: Ed Esber
Filename: doc-4473514cc3568.pdf (Size: 1.43 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announoed that Network Innovations and Ashton-Tate siqned a oomplementary
marketing agreement that will provide a direct a information link from Ashton-Tate's dBASE,
Framework and MultiMateR product families to databases on Digital Equipment Corporation's
VAX(tm) minicomputer systems. Network Innovations' new Multiplex(tm) networking software for
VAX/VMS provides the link.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Purchased Decision Resources Inc
Author: Gail Pomerantz
Created: September 22, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44735608c2ef6.pdf (Size: 797 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate had signed a definitive agreement to acquire Decision
Resources, Inc. of Westport, Conn., the microcomputer software industry's largest graphics
company. Ashton-Tate previously announced on Aug. 5 that it signed a letter of intent to acquire
Decision Resources, which developed and marketed the best-selling business graphics software
packages CHARTMASTER, SIGN-MASTER, DIAGRAM-MASTER and MAP-MASTER.

Entered By: Bill Selmeier
May 23, 2006

Title: dBASE III Plus Shown Compatible with AT&T Starlan Network
Author: Judy Marie Merrill
Created: September 23, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447356db69032.pdf (Size: 694 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that dBASE III PLUS and dBASE III PLUS LAN Pack are fully
compatible with AT&T's STARLAN
NETWORK. STARLAN NETWORK is an economical and easy-to-install network for MS DOS and
UNIX personal computers that runs on ordinary telephone wire. It can link as few as two or as
many as 200 personal computers.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate to Sell dBASE Programmers' Utility Package
Author: Judy Marie Merrill
Created: September 29, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44735c04c8fe8.pdf (Size: 929 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing dBASE Programmers' Utilities, a utilities package for dBASE
programmers. The package containsed more than 35 dBASE and 12 DOS utilities designed to
aid dBASE developers in performing functions such as repairing and recovering damaged dBASE
files, creating dBASE
screen and interface designs, structuring and cross referencing command files and controlling
communications and parallel ports from within dBASE.

Entered By: Bill Selmeier
May 23, 2006

Title: Toolkit For Framework II Developers
Author: Judy Marie Merrill
Created: September 30, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44736bdd775a4.pdf (Size: 1.00 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release introduced a Developer's Toolkit for Framework II. The product, announced at
Ashton-Tate's Developers'

Conference, was a collection of routines and programs designed to aid developers in writing faster and more efticient custom
applications using Framework II's FRED development language.

Entered By: Bill Selmeier
May 23, 2006

Title: Luther Nussbaum Becomes President and COO
Author: Ed Esber
Created: October 2, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442ada2a9e15d.pdf (Size: 1.97 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Memo from Esber and Press Release announcing appointment of Luther Nussbaum as President and Chief Operating Officer. Nussbaum, who was with Businessland since 1983, was most recently senior vice president, marketing and operations. He
also held the positions of vice president, operations and vice
president, store operations.
In addition to his experience at Businessland, Nussbaum held
several senior management positions at Cummins Engine Company;
where he worked for 11 years. His positions there included vice president/assistant to the chairman, vice president for the parts and service business and general manager of distribution companies.

Entered By: Bill Selmeier
March 29, 2006

Title: One Millioneth dBASE Promotions
Author: Dave Micek
Created: October 6, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44737e734c461.pdf (Size: 7.48 MB)
Pages: 17
Cataloguer:
Copyright:
Description:
Cover Letter, colatteral and press releases in anticipation of shipping the one millionth copy of dBASE. A promotion is included that provided trips to Las Vegas and a gold Porsche 944.

Entered By: Bill Selmeier
May 23, 2006
Related Events
----
dBASE Sales Reach One Million; Ashton-Tate Celebrates with Promotion

Title: Publishing Ships 6 New Products in Support of dBASE III Plus and Framework
Author: Judy Marie Merrill
Created: October 7, 1986

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473805367dd2.pdf (Size: 833 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release to report that Ashton-Tate Publishing was shipping six new products that help users learn and utilize its dBASE III PLUS and Framework II software packages. These products -- books, book/disk packages, workbooks, software add-in packages -- offer "how-to" information for all levels of users, including developers.

Entered By: Bill Selmeier
May 23, 2006

Title: Dealer Contest with Seven Trips to Tahiti
Author: Judy Marie Merrill
Created: October 13, 1986
Publisher: Ashton-Tate
Donated By:
Filename: doc-447383820c078.pdf (Size: 708 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the winners of the "It Pays to Know Ashton-Tate Products" sweepstakes. The sweepstakes were open to Ashton-Tate authorized product dealers and their sales staffs. It tested knowledge of dBASE III PLUS database management system for the IBM PC and compatibles and Framework II, an integrated software package for business applications.

Entered By: Bill Selmeier
May 23, 2006

Title: Ronald Posner Resigns from Ashton-Tate
Author: Ed Esber
Created: October 17, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442adeca644f6.pdf (Size: 1014 KB)
Pages: 4
Cataloguer:
Copyright:
Description:
Ed Esber Letter and Press Release announcing that Ronald Posner is leaving his post as executive vice president and general manager of the Systems, Service and Information Division, and acting vice president, international and Ashton-Tate effective 10-27-1986

Entered By: Bill Selmeier
March 29, 2006
Related Events

Ashton-Tate Announces Resignation of Ronald S. Posner

Title: Pascal Programing Aid For dBASE III Plus
Author: Judy Marie Merrill
Created: October 24, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4475ff6182f4d.pdf (Size: 601 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate Publishing introduced dBASE TOOLS: The Pascal
Programmer's Library, a Pascal library and dBASE III PLUS interface that gave users the power
to call and execute compiled Pascal functions and programming routines as part of normal
dBASE operations. --
Entered By: Bill Selmeier
May 25, 2006

Title: 1986 Corporate Fact Sheet
Author: Judy Marie Merrill
Created: October 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474800616242.pdf (Size: 2.52 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release offering facts about Ashton-Tate as of October 1986

Entered By: Bill Selmeier
May 24, 2006

Title: File Management Software Market Background
Author: Judy Marie Merrill
Created: October 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447480cf5fbf8.pdf (Size: 1.17 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release provide market background on the Database market. The microcomputer data
management market is expected to total $553 million in 1986, increasing to $746 million by 1990,
according to Future Computing, a Dallas-based market research firm.

Entered By: Bill Selmeier
May 24, 2006

Title: Rapid File Fast Versatile Data Base Announced
Author:
Created: October 27, 1986
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-442b13060d7e4.pdf (Size: 1.66 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press release announcing RapidFile, a high-performance file manager for the IBM Personal
Computer and compatibles that allows users to manage data, create reports, write form letters
and produce mailing labels.

Entered By: Bill Selmeier
March 29, 2006
Related Events

Ashton-Tate Introduces RapidFile, A Complete and Versatile File Manager

Title: RapidFile Backgrounder
Author: Judy Merrill
Created: October 27, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442b148a5290d.pdf (Size: 2.11 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Backgrounder on RapidFile which was simple and included two alternate industry-standard
interfaces -- dBASE III PLUS-like pull-down menus and a Lotus 1-2-3-like interface and command
structure.

Entered By: Bill Selmeier
March 29, 2006
Related Events

Ashton-Tate Introduces RapidFile, A Complete and Versatile File Manager

Title: Training Videos For dBASE III Plus
Author:
Created: October 27, 1986
Publisher: Microtrek
Donated By: Ed Esber
Filename: doc-447483175c2f0.pdf (Size: 1.00 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release from MicroTrek announcing Video Training for dBASE III Plus. MicroTrek
announced it has been working with Ashton-Tate to design ana develop a series of video tra1ning
cassettes for dBASE III PLUS.

Entered By: Bill Selmeier
May 24, 2006

Title: dBASE III Plus Compatible IBM Token-Ring
Author: Judy Marie Merrill
Created: November 4, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474bf22c8550.pdf (Size: 745 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that versions 1.1 of dBASE III PLUS and dBASE III PLUS LAN Pack
are fully compatible with IBM's Token-Ring Network.

Entered By: Bill Selmeier
May 24, 2006

Title: Record Sales and Earnings 3rd Quarter
Author: Gail Pomerantz
Created: November 18, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4475ee2d72b6d.pdf (Size: 1.46 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting record net income of $7.1 million for the third quarter of fiscal 1987
ending October 31, 1986, an increase of 14.6 percent over earnings of $4.8 million for the same
quarter last year. Earnings per share were $.65, compared with $.49 in the third quarter of fiscal
1986.

Entered By: Bill Selmeier
May 25, 2006

Title: RapidFile Product Fact Sheet
Author: Judy Marie Merrill
Created: November 30, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44760174e32d7.pdf (Size: 1.27 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release with background on RapidFile. Ashton-Tate's RapidFile was a high-performance
file manager allowing business users to easily and quickly manage data, create reports and write
form letters. It directly used files
created by Ashton-Tate's dBASE III PLUS, providing transparent access to dBASE data and a
growth path to more sophisticated database applications.

Entered By: Bill Selmeier
May 25, 2006

Title: Frank Winiarski Named VP of Operations
Author: Jeanne Jalan
Created: December 8, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4476119512f8a.pdf (Size: 721 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Frank T. Winiarski as vice president of operations.

Entered By: Bill Selmeier
May 25, 2006

Title: Software Piracy Charges to Canadian Company
Author:
Created: December 22, 1986
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-441f06f494c51.pdf (Size: 1.24 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a copyright infringement lawsuit filed in the Supreme Court of British
Columbia against Softsave Information Services Inc., a software rental firm based in Vancouver,
British Columbia. The suit charges Softsave and individuals associated with the company with
illegally reproducing copies of Ashton-Tate products, including dBASE III PLUS, MultiMate,
CHART-MASTER and Framework II, and renting the programs to customers for a $ 15 fee.

Entered By: Bill Selmeier
March 20, 2006
Related Events

Ashton-Tate Charges Canadian Firm with Software Piracy

Title: Ashton-Tate Files Theft Lawsuit Against Migent Inc. & Queue Associates
Author: Jeanne Jalan
Created: January 5, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464b2d87d241.pdf (Size: 960 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a lawsuit filing with a cover letter from Luther Nussbaum. The
company has filed suit involving claims against two companies and several employees of those
companies for misappropriation of trade secrets, breach of contract and unfair competition. The
two companies are Migent, Inc. of Incline Village, Nev., and Queue Associates, Inc. of Pacific
Grove, Calif.

Entered By: Bill Selmeier

May 12, 2006

Title: Norman Block Resignation
Author: Ed Esber
Created: January 19, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464ce85948c7.pdf (Size: 890 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the resignation of Norman Block as VP of Finance with a cover letter
from Ed Esber

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Ships RapidFile
Author: Judy Marie Merrill
Created: January 21, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442d8c4c620a7.pdf (Size: 1.31 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing first customer shipments of RapidFile, a high performance file
manager for IBM personal computers allowing business users to manage data, create reports,
write form letters and produce mailing labels.

Entered By: Bill Selmeier
March 31, 2006
Related Events

Ashton-Tate Ships RapidFile

Title: Ashton-Tate Names Lydia Dobyns VP-Marketing
Author: Jeanne Jalan
Created: January 27, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464f801bd011.pdf (Size: 695 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Lydia Dobyns as vice president, marketing, of the
Software Products Division. Dobyns, 31, oversaw all aspects of product marketing including
research and planning, advertising, promotions and public relations.

Entered By: Bill Selmeier

May 12, 2006
Related Events

Ashton-Tate Names Lydia Dobyns Vice President Marketing

Title: MultiMate Advantage 3.60 Now Compatible With Token Ring
Author:
Created: February 2, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446500a8c276c.pdf (Size: 1.05 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that MultiMate Advantage Version 3.60 is fully compatible with IBM's
Token-Ring Network.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Names DiGiovanni VP-MIS
Author:
Created: February 3, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44650352d144b.pdf (Size: 817 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Richard P. Di Giovanni as vice president,
management information systems.
Di Giovanni, 42, will oversee all aspects of Ashton-Tate's
worldwide MIS functions and activities. In addition to his duties in the MIS division, Di Giovanni
also serves as acting general manager of Ashton-Tate's Systems, Service and Information
Division, a post he has held since October 1986. Both positions report to Luther Nussbaum,
Ashton-Tate's president and chief operating officer.

Entered By: Bill Selmeier
May 12, 2006

Title: Micro D Promotion - Creativity In A Box
Author:
Created: February 11, 1987
Publisher: Micro D
Donated By: Ed Esber
Filename: doc-4465158f7bcbe.pdf (Size: 557 KB)
Pages: 1
Cataloguer:
Copyright:
Description:

Press Release from Micro D announcing a joint promotion with Ashton-Tate to promote the introduction of Ashton-Tate's
RapidFile file management software. In the contest dealers were sent a small box with a menu of items inside. A lottery was held and one dealer in each of the seven regions was picked to have Ashton-Tate and Micro D run a full scale in-store announcement and promotion for their customers.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Names New Executive VP and CFO
Author: Gail Pomerantz
Created: February 24, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44652c1f26c13.pdf (Size: 1.34 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release and Esber's cover letter announcing the appointment of George L. Farinsky as executive vice
president and chief financial officer. Farinsky, 51, who has held senior financial positions with a number of Fortune 500 companies, will report to Edward M. Esber, Jr., chairman and chief executive officer of Ashton-Tate. Farinsky joined the Ashton-Tate senior management team of Esber, Luther Nussbaum, president and chief operating officer, and Roy Folk, executive vice president and general manager, Software Products Division. He most recently served as president, U.S. operations, and a member of the board of directors of the Bank of British Columbia. Prior to that, Farinsky spent five years as vice president and chief financial officer of Dysan corporation, a Santa Clara, CA.-based high technology corporation.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Announces dBASE Mac Support Macintosh II and Macintosh SE
Author: Judy Marie Merrill
Created: March 2, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446618c7b8b81.pdf (Size: 769 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that dBASE Mac, its advanced relational database management system(DBMS)for Apple Macintosh computers, will support the new Macintosh II and Macintosh SE, bringing increasing performance to power database users.

Entered By: Bill Selmeier
May 13, 2006

Title: Record Revenues for 1987
Author: Gail Pomerantz

Created: March 2, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442b19b53d644.pdf (Size: 686 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing record net income of $ 30.1 million for the year ended January 31, 1987, an increase of 81.3 percent over net income of $ 16.6 million for fiscal 1986 from revenues of $ 210.8 million, a 73.4 percent increase over the $ 121.6 million. Earnings per share were $ 1.26, compared with $ .85 last year.

Entered By: Bill Selmeier
March 29, 2006

Title: Ashton-Tate Announces Plans For Public Offering
Author: Gail Pomerantz
Created: March 3, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466196d1fb6b.pdf (Size: 266 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate intends to file within the next 30 days with the Securities and Exchanqe Commission a reqistration statement coverinq the public offerinq of approximately 2.0 million shares of its Common Stock.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Announces Thank You Promotion
Author:
Created: March 5, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44661b1addddf.pdf (Size: 1012 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the "Thank You" promotion for its customers, designed to encourage sales of the company's products and increase floor traffic and sales volume for dealers. Ashton-Tate will award gifts valued at up to $50 to existing customers whose recommendations result in the purchase of an Ashton-Tate product. The new customer is also eligible for a free gift. All purchases must be made between February 1 and March 31, 1987.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton Tate to Host the Solutions Showcase Forum

Author: Jeanne Jalan
Created: March 9, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44661e668eb61.pdf (Size: 789 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate will sponsor a software Solutions Showcase, a series of seminars for business customers that displays customized applications created with Ashton-Tate's dBASE III PLUS, Framework II and MultiMate products.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Ships Framework II Developer's Toolkit
Author: Lynn Fireside
Created: March 10, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44661fe3edd5d.pdf (Size: 1.09 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate had begun shipping the Framework II Developer's Toolkit, a collection of routines and programs designed to aid developers in writing faster and more efficient custom applications using Framework II's FRED development language.

Entered By: Bill Selmeier
May 13, 2006

Title: Publishing Group Introduces Two New Titles For Database Users
Author:
Created: March 11, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466239fb0849.pdf (Size: 1.06 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate's Publishing Group had announced the availability of two new titles designed to help users of RapidFile and dBASE III PLUS create custom business applications.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Annouces dBASE Direct 36
Author: Jacqueline Hogg
Created: March 31, 1987

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466adebcf0b8.pdf (Size: 1.03 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing dBASE DIRECT/36, Ashton-Tate's first product for the minicomputer market. Developed In the UK, dBASE DIRECT/36 is an extended command set for dBASE III PLUS giving direct access to files held on a System/36, to a format and field level.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Products Compatible With IBM System/ 2
Author: Jeanne Jalan
Created: April 2, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a39cc474dd.pdf (Size: 1.10 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release to document availability of its software products in 3 1/2-inch disk format to run on IBM's newest line of personal computers, introduced today by IBM. Ashton-Tate also announced it has begun shipping both 3 1/2- and 5 1/4-inch disk versions of its software products in one package.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Removes Copy Protection from Graphic Presentation Products
Author: Lynn Fireside
Created: April 2, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44346677cf9c5.pdf (Size: 1.36 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the removal of copy protection from its MASTERGRAPHICS Series of business graphics software.
Copy protection has been removed from Ashton-Tate\'s CHARTMASTER, DIAGRAM-MASTER, MAP-MASTER and SIGN-MASTER. Ashton-Tate\'s other products, including dBASE III PLUS, Framework II, RapidFile and the MultiMate line of word processing products, are already non-copy protected.
\"Last August, we announced removal of copy protection from all of our products for all of our customers.

Entered By: Bill Selmeier
April 5, 2006
Related Events

Ashton-Tate Removes Copy Protection
Ashton-Tate Removes Copy Protection From Master Graphics Series

Title: Ashton-Tate Announces It Will Not Proceed with IPO
Author: Gail Pomerantz
Created: April 6, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442b1bfa03862.pdf (Size: 250 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Ashton-Tate Corporation announced it would not proceed with its previously announced public offering of approximately 2.0 million shares of Common Stock.

Entered By: Bill Selmeier
March 29, 2006
Related Events

Ashton-Tate Announces It Will Not Proceed With Public Offering

Title: Harry K. T. Wong Named Chief Scientist
Author: Jeanne Jalan
Created: April 8, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442da39ab005f.pdf (Size: 1.15 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing hiring of Harry K.T. Wong to after
seven years at the Lawrence Berkeley Laboratory of the University of California, Berkeley, Dr. Wong will provide technical direction in the areas of Structured Query Language (SQL) and advanced database architectures, as well as manage research into advanced relational database technologies.

Entered By: Bill Selmeier
March 31, 2006
Related Events

Ashton-Tate Names Relational Database Expert as Senior Scientist; Acquires SQL Technology (Harry K. T. Wong)

Title: MultiMate Advantage II Word Processor Announced
Author: Lynn Fireside
Created: April 14, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442d8f575f8ff.pdf (Size: 2.14 MB)
Pages: 6

Cataloguer:
Copyright:
Description:
Press Release announcing shipment of an enhanced MultiMate Advantage Word Processor with the option of document or page
orientation; an optional, pull-down menu interface consistent with those found in Ashton-Tate\'s dBASE III PLUS, Framework II and RapidFile; a merge with dBASE files without leaving MultiMate; an extensive, continual undo/delete function to retrieve deleted text (limited only by disk space); increased laser support that allows up to 26 fonts within a document and up to 18 soft (down-loadable) fonts, and higher performance. The new, direct dBASE merge feature makes MultiMate Advantage II a convenient word processing companion fordBASE users. dBASE merge allows users to select and merge with existing dBASE records to generate personalized form letters. Other product highlights include a \"hot start\" menu bypass, six-function math, auto-hyphenation, sorting within a document, single-key execution, and an FFT-DCA conversion feature for FFTDCA-formatted files.

Entered By: Bill Selmeier
March 31, 2006

Title: MultiMate Advantage II Word Processor Fact Sheet
Author: Lynn Fireside
Created: April 14, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442d90f4efb45.pdf (Size: 2.03 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Background Fact Sheet on MultiMate Advantage II word
processing product designed to provide more power, ease of use, options, quick results and quality output.

Entered By: Bill Selmeier
March 31, 2006

Title: Word Processing Market Overview
Author: Lynn Fireside
Created: April 14, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442d9202b463f.pdf (Size: 2.12 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release indicating the Word Processing market was shifting from dedicated machines used by clerical/secretarial staffs to software operating on general purpose PC\'s and used by the managers and professionals
----
Entered By: Bill Selmeier
March 31, 2006

Title: dBASEIII+ Application Developed for Dun's Marketing Services
Author: Don Helfstein
Created: May 5, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b8e19d959c.pdf (Size: 949 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press release announcing that Ashton-Tate had developed for Dun's Marketing Services a dBASE III PLUS application that incorporates Dun's market data in a microcomputer database designed for sales tracking and account management. Dun's Marketing Services is a company of The Dun & Bradstreet Corporation. Dun's SalesSearch, which sells for $695, is available immediately through Dun's direct sales force. The product was announced today at the National Online Meeting in New York.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Introduces Developer Registry
Author: Jeanne Jalan
Created: May 11, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b9a6699cda.pdf (Size: 1.20 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the availability of the Developer
Registry, a catalogue of more than 1,000 products and services
from software developers and consultants nationwide. Designed to give Ashton-Tate's customers the widest access to third-party developers, the Developer Registry is a comprehensive listing of companies and consultants who offer
custom programming, applications development, off-the-shelf
applications and utilities, and hardware products that work with Ashton-Tate products such as dBASE III PLUS and Framework II.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Announces dBASE III Plus Compatible Ungermann-Bass Networks
Author: Judy Marie Merrill
Created: May 18, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b9ed1484ad.pdf (Size: 1.09 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that dBASE III PLUS and dBASE III PLUS LAN Pack are fully compatible with Ungermann-Bass, Inc.'s Net/One local area networking (LAN) systems.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Announces 1st Quarter Revenues and Earnings
Author: Gail Pomerantz
Created: May 19, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ba38f42102.pdf (Size: 1.21 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting net income for the quarter ended April 30, 1987, of $ 9.09 million, a 77.5
percent increase over net income of $ 5.12 million for the same period last year. Earnings per
share were $ .36, compared with $ .23 (restated to reflect a 100 percent stock dividend
distributed to stockholder. in January 1987) for last year's first quarter.
Revenues for the quarter were $ 60.21 million, up 46.2 percent over the $ 41.17 million reported
tor the first quarter last year.

Entered By: Bill Selmeier
May 17, 2006

Title: New Volume Upgrade Program
Author:
Created: May 20, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ba5d974e46.pdf (Size: 1.69 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing a new volume upgrade program
offering volume discounts and easier, more efficient access to
product upgrades for Ashton-Tate's corporate and government customers.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Increase Productivity Framework II
Author: Lynn Fireside
Created: May 27, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bb1486af2e.pdf (Size: 1.31 MB)
Pages: 4
Cataloguer:
Copyright:
Description:

Press Release to introduce a magazine-format brochure and a group of demonstration disks that illustrate how customers in various industries and professions can increase their productivity with Framework II, the company's multifunction software product.

Entered By: Bill Selmeier
May 17, 2006

Title: Fact Sheet on Corporate and Government Service Program
Author: Jeanne Jalan
Created: June 1, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442daa80ead16.pdf (Size: 1.12 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Fact Sheet for New Services program where Customers select services from a menu of options to customize a plan according to their particular needs or choose between the Technical Support II Plus Package or the Comprehensive Services Plan.

Entered By: Bill Selmeier
March 31, 2006
Related Events

Ashton-Tate Announces New, Comprehensive Corporate & Government Services Program

Title: New Service Offerings for Government and Corporate Customers Announced
Author: Jeanne Jalan
Created: June 1, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442da92fda9c0.pdf (Size: 1.58 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing new service program designed to meet the software support and service needs of its corporate and government customers.

Entered By: Bill Selmeier
March 31, 2006
Related Events

Ashton-Tate Announces New, Comprehensive Corporate & Government Services Program

Title: Esber Discusses Strategy and Industry Issues at Annual Meeting
Author: Gail Pomerantz
Created: June 11, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446c9a52280c2.pdf (Size: 2.13 MB)
Pages: 5

Cataloguer:
Copyright:
Description:
Press Release reviewing Chairman and CEO Edward M. Esber Jr. comments to company stockholders that Ashton-Tate is strategically positioned to extend its lead in the micorocomputer database management market. Ashton-Tate's "hiqh fork/low fork" strategy in which the company will continue to enhance current products that operate on 8086/8088 personal computers, while delivering new products that take advantage of the advanced capabilities offered by 286/386, OS/2-based machines in IBM's new line of personal computers.

Entered By: Bill Selmeier
May 18, 2006

Title: AirusInc-Sign Licensing Agreement
Author:
Created: June 23, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cb8437dd89.pdf (Size: 998 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the signing of a technology licensing agreement with AIRUS, Inc., a software technology development firm based in Portland, Ore. Terms of the agreement between the companies were not disclosed.

Entered By: Bill Selmeier
May 18, 2006

Title: Framework II Applications Contest
Author: Lynn Fireside
Created: June 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cc1ed50e20.pdf (Size: 1.31 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate Corporation and PC
Magazine will co-sponsor a Framework II Applications Contest to recognize outstanding applications development with Framework II, Ashton-Tate's multifunction software product.

Entered By: Bill Selmeier
May 18, 2006

Title: Preliminary Injunction Granted Against Queue Associates and Gary Balleisen
Author: Gail Pomerantz
Created: July 7, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442b1f120e91f.pdf (Size: 839 KB)

Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that U.S District Judge Alicemarie H. Stotler granted Ashton-Tate Corporation a preliminary injunction in its lawsuit against Queue Associates, Inc., and Gary Balleisen of Pebble Beach, Calif.
The injunction restrains Queue Associates and Balleisen from disclosing trade secrets embodied in, and copying or transferring, certain Ashton-Tate software, including dBASE III and dBASE III PLUS. Queue Associates and Balleisen were included by Ashton-Tate in a lawsuit filed January 5, 1987, also naming Migent, Inc., of Incline village, Nev.

Entered By: Bill Selmeier
March 29, 2006

Title: Management Information Systems - Frequent Buyer Program for Ashton-Tate Products
Author: Susan Spiner
Created: July 25, 1987
Publisher: Management Information Systems, Inc.
Donated By: Ed Esber
Filename: doc-4471e782a83a9.pdf (Size: 975 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release of Management Information Software,
Inc. announcing their "FREQUENT BUYER PROGRAM." MIS and Ashton-Tate are worked together bringing corporate accounts an innovative program planned to make their summer "really sizzle." This was the first customer promotion of its kind,
and MIS hopeed to increase Ashton-Tate sales by 50% during this program. MIS, working in conjunction with Ashton-Tate's marketing fund program, offered its customers a trip to New Orleans in October, to see a special preview of a new and eagerly awaited Ashton-Tate desktop publishing product.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Combined Three Graphics Products into One Package
Author: Lynn Fireside
Created: July 29, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471eb6bf2cc2.pdf (Size: 1.63 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release introducing MASTER GRAPHICS Presentation Pack, a new package that combined the company's CHART-MASTER, SIGN-MASTER and DIAGRAM-MASTER graphics products software in one unit. MASTER GRAPHICS Presentation Pack also included a bonus book, "How to Run Better Business Meetings," and an easy-access menu for hard disk drive users. Priced at $ 595, MASTER GRAPHICS Presentation Pack first shipped a week earlier and was available at Ashton-Tate's more than 5,500 authorized dealers in the U.S. and Canada.

Entered By: Bill Selmeier
May 22, 2006

Title: Business Graphics Software Market Background
Author: Lynn Fireside
Created: July 29, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471ea4293dce.pdf (Size: 2.18 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release documenting that the business graphics market was still in its infancy. Among the then 11 million users of IBM personal computers and compatible systems, only an estimated nine percent use graphics software packages.
Industry estimates also indicated that only 20 percent of
those who need presentation graphics -- primarily managers and
professionals -- had purchased PC graphics software, resulting
in a tremendous market potential.

Entered By: Bill Selmeier
May 22, 2006

Title: Overview of Master Graphics Products
Author: Lynn Fireside
Created: July 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471edad32e28.pdf (Size: 2.78 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Press Release providing an overview of Ashton-Tate's Graphics products. Ashton-Tate's MASTER GRAPHICS Series of products provided a rounded solution to business graphics needs, designed to enable users to communicate more persuasively. The MASTER GRAPHICS Series was a family of five products for the IBM Personal Computer and compatible systems: 1)CHART-MASTER, which enabled users to create bar, area, pie and line charts; 2)MAP-MASTER, a full-function mapping software package; 3)SIGN-MASTER, which created word charts, tables and signs; and 4)DIAGRAM-MASTER, which had applications for organization and Gantt charts, and 5)the Drawing Board for creation of full-form diagrams. The MASTER GRAPHICS Presentation Pack combined three of the packages (CHART-MASTER, SIGN-MASTER, and DIAGRAM-MASTER) into one unit, linked by one "umbrella" menu for hard-disk users.

Entered By: Bill Selmeier
May 22, 2006

Title: Readies dBASE Mac - Ships August
Author: Luther Nussbaum
Created: July 30, 1987

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471ee96a8dda.pdf (Size: 743 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release with cover letter from Luther Nussbaum announcing that dBASE Mac, the relational database for Apple's Macintosh personal computers, was in its final test and debugging development stages, and would ship by August 31, 1987.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Announces Byline
Author: Lynn Fireside
Created: August 4, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471f5fd362f6.pdf (Size: 805 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release to announce Byline, an IBM PC desktop publishing software product that allowed business professionals to enhance the quality of printed output. Byline, which had a suggested retail price of $ 295, was designed for business software users who had no special knowledge of graphic arts and typography, but needed sophisticated desktop publishing. The product provided users with the look, feel and speed they expected from PC business productivity software. Designed by Ken Skier, president of SkiSoft, Inc. of Lexington, Mass., Byline was scheduled to ship 3Q87 to the over 5,500 authorized Ashton-Tate dealers.

Entered By: Bill Selmeier
May 22, 2006

Title: Floyd Bradley Named Vice President, Europe
Author: Brad Stevens
Created: August 5, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471fb0fa4cdd.pdf (Size: 1.09 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release to announce the appointment of Floyd Bradley
as vice president, Europe. Bradley, 36, has held international marketing and management positions with a number of computer software firms. He comes to Ashton-Tate directly from Lotus Development Corporation where, during the past two years, he served as European marketing director and managing director of Lotus Development (UK) Ltd.

Entered By: Bill Selmeier
May 22, 2006

Title: Rapidfile Frequent Filer Campaign
Author: Judy Marie Merrill
Created: August 17, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44724914ab5c3.pdf (Size: 1.11 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a new promotion designed to encourage its authorized dealers to
continue to learn and sell RapidFile, Ashton-Tate's high-performance file management program
for the IBM PC and compatibles. Called the
"Frequent Filer program," the promotion has been kicked off with a direct mailer to authorized
Ashton-Tate dealers this week.

Entered By: Bill Selmeier
May 22, 2006

**Title: Ashton-Tate Reports 55.4% Increase in Earnings and a 29.8% Increase in Sales in
Second Quarter**
Author: Gail Pomerantz
Created: August 18, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44724b4c0284c.pdf (Size: 1.40 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting net income of $ 10.1 million for the quarter ended July 31, 1987, a 55.4
percent increase over net income of $ 6.5 million reported for the same quarter last year.
Earnings per share were $ .40, compared with $ .27 in
last year's second quarter. Second quarter revenues were $ 63.6 million, also a record, a 29.8
percent increase over revenues of $ 49 million reported for the second quarter of last year.

Entered By: Bill Selmeier
May 22, 2006

Title: Framework II Available On Wang PCs
Author:
Created: August 24, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472659662484.pdf (Size: 1.21 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announced that Framework II was available for use with Wang's Professional
Computer (PC) and Advanced Professional Computer (APC). Wang and its authorized
resellers were distributing Framework II.

Entered By: Bill Selmeier
May 22, 2006

Title: Database experts Arvola Y. Chan and Michael K. Benson Join Staff
Author: Brad Stevens
Created: August 25, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442d9dc3eea2c.pdf (Size: 1.18 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that database software experts
Arvo1a Y. Chan and Michael K. Benson have joined its research and development team. Chan is primarily known for his development work on Computer Corporation of America\'s Adap1ex DBMS prototype for mini and mainframe computers and later on the Distributed Data Manager (DDM) component within the Adap1ex product effort. Benson conceived, designed and implemented Cincom Systems\' mainframe DBMS Supra query language (named Spectra), widely regarded as the most advanced relational language in the industry. Both developers have extensive experience in transaction
management systems, an area many industry analysts believe is an important component in the emerging integration of the
microcomputer, mini and mainframe database environments.

Entered By: Bill Selmeier
March 31, 2006

Title: Ashton-Tate Names 23 To Its Executive Advisory Board
Author: Lynn Fireside
Created: August 26, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472670b9ccb1.pdf (Size: 963 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the_formation of its 1987-'88
Executive Advisory Board, composed of 23 microcomputing
decision-makers from Fortune 1000 corporations and government
agencies. The Executive (formerly Corporate) Advisory Board provided a direct communication channel between Ashton-Tate and its corporate and governmental customers.

Entered By: Bill Selmeier
May 22, 2006

Title: Robert Carr Resignation
Author: Luther Nussbaum
Created: August 28, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447267a176fa0.pdf (Size: 241 KB)

Pages: 1
Cataloguer:
Copyright:
Description:
Letter from Luther Nussbaum regarding the resignation of Robert Carr, Chief Scientist and creator of Framework.

Entered By: Bill Selmeier
May 22, 2006

Title: 1987 Corporate Fact Sheet
Author: Gail Pomerantz
Created: September 1, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44726a3f89e2c.pdf (Size: 2.47 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release providing background information on Ashton-Tate as of 1987.

Entered By: Bill Selmeier
May 22, 2006

Title: dBASE Mac Fact Sheet
Author: Judy Marie Merrill
Created: September 3, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442d993358142.pdf (Size: 819 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Background Fact Sheet on dBASE Mac\'s capabilities including: dBASE Mac full graphics-oriented icon-driven interface to create, modify, relate, access and query databases
through a graphic representation of database structures and their interrelationships, and multi-file reports without programming.

Entered By: Bill Selmeier
March 31, 2006

Title: dBASE Mac Product Background
Author: Judy Marie Merrill
Created: September 3, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442d99f9ae949.pdf (Size: 1.95 MB)
Pages: 4
Cataloguer:
Copyright:
Description:

Press Release on Product Objectives of dBASE Mac

Entered By: Bill Selmeier
March 31, 2006

Title: Shipment of dBASE Mac
Author: Judy Marie Merrill
Created: September 3, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442d96feddf37.pdf (Size: 1.80 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing shipment of dBASE Mac, its advanced relational database
management system (DBMS) for Apple Computer\'s Macintosh line of personal computers
----
Entered By: Bill Selmeier
March 31, 2006

Title: Spanish Language Versions Available
Author:
Created: September 8, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473388e216e5.pdf (Size: 1.14 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Spanish language versions of
its dBASE III PLUS, Framework II and MultiMate 3.3 Series
software products were available in the United States. The Spanish language versions, available
for the first time
in the USA, were the same as those sold by Ashton-Tate in
international markets such as Mexico and South America. The
products will be targeted at the large Spanish-speaking
population in the U.S.

Entered By: Bill Selmeier
May 23, 2006

Title: dBASE III Plus Supports New Microvax 3500 3600
Author:
Created: September 9, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44733a5778a67.pdf (Size: 1.36 MB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release to announce that dBASE III PLUS and dBASE III PLUS LAN Pack operated with Digital Equipment Corporation's MicroVAX 3500 and 3600 minicomputers in a networked environment.

Entered By: Bill Selmeier
May 23, 2006

Title: Introduction of MultiMate Advantage II Lan
Author: Lynn Fireside
Created: September 14, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447343ef1ac69.pdf (Size: 1.63 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate was shipping a local area network (LAN) version of its flagship word processing product, MultiMate Advantage II.

Entered By: Bill Selmeier
May 23, 2006

Title: MultiMate Advantage II LAN Fact Sheet
Author: Lynn Fireside
Created: September 14, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473448999b25.pdf (Size: 1.24 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release providing background and details on MultiMate Advantage II LAN product.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Ships Byline
Author: Lynn Fireside
Created: September 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473705b347b8.pdf (Size: 1.58 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release to announce that Ashton-Tate shipped Byline, an IBM PC desktop publishing software product that allows business professionals to quickly and easily enhance the quality of printed output. Byline was designed for business software users who had no special knowledge of graphic arts and typography. At a suggested retail price of $295, the product provided users with the look, feel and speed they expected from PC business productivity software.

Entered By: Bill Selmeier
May 23, 2006

Title: Byline Product Background
Author: Lynn Fireside
Created: September 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44736dd8da3bc.pdf (Size: 1.82 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release provide text background information on Byline. Byline was a desktop publishing
tool for IBM personal computers and compatibles. It allowed business professionals to enhance
the aesthetic quality of printed output. Byline was designed for the computer user who did not
have special knowledge of the graphic arts field and typography.

Entered By: Bill Selmeier
May 23, 2006

Title: Byline Product Fact Sheet
Author: Lynn Fireside
Created: September 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44736c9529130.pdf (Size: 1.15 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release listing information about Byline a Graphics, desktop publishing, and presentation
tool that worked with MultiMate.

Entered By: Bill Selmeier
May 23, 2006

Title: Byline Review Kit - 10 Key Points
Author:
Created: September 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44736e6e40985.pdf (Size: 762 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release to identify the 10 points that Ashton-Tate wanted known about Byline.

Entered By: Bill Selmeier
May 23, 2006

Title: Desktop Publishing Market Background
Author: Lynn Fireside
Created: September 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44736f3bd9cc7.pdf (Size: 2.08 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release with background on the Desktop Publishing market. A report from Creative Strategies of Santa Clara, Calif. stated, "Desktop publishing is no niche, but is instead the most pervasive personal computer application yet realized."

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate and Hewlett-Packard Will Conduct Seminars in Written Commications
Author: Lynn Fireside
Created: October 14, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447384742ad65.pdf (Size: 781 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcting that Ashton-Tate and Hewlett-Packard will conduct a six-city series of free seminars October 20-29 focusing on word processing, desktop publishing and laser printing technology.

Entered By: Bill Selmeier
May 23, 2006

Title: dBASE Direct/36 Market Background
Author: Lynn Fireside
Created: October 26, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447395029ba46.pdf (Size: 1.15 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release with market background information on the IBM System 36 connectivity opportunity
----
Entered By: Bill Selmeier
May 23, 2006

Title: Release of dBASE Direct/36
Author:

Created: October 26, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447396487cbed.pdf (Size: 2.13 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing dBASE DIRECT/36, a connectivity software packaqe linking dBASE
III PLUS, with data residing on the IBM System/36, one of the best-selling minicomputers. It was
available at $1,695 per System/36 system.

Entered By: Bill Selmeier
May 23, 2006

Title: Free Space Utility Product
Author:
Created: October 28, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474893ed5af4.pdf (Size: 837 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate Publishing offered Free Space, a software utility
product that provided an approach to data compression that allowed standard DOS
access to compressed files. It had a suggested list price of $ 69.95 and was a convenient tool for
users with a large number of data files.

Entered By: Bill Selmeier
May 24, 2006

Title: Accepting Applications For the 2nd Edition of the Developer Registry
Author:
Created: October 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44748a2e536f8.pdf (Size: 1.18 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate was accepting applications for the second edition of the
Ashton-Tate Developer Registry, a directory of more than 1,000 products and services from
software developers and consultants nationwide.

Entered By: Bill Selmeier
May 24, 2006

Title: UCLA Professor Wins Applications Contest
Author:
Created: October 30, 1987

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44748b73a76a0.pdf (Size: 1.36 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that U.C.L.A. Professor Lee
G. Cooper was named grand prize winner of the Framework II
Applications Contest for his development of a model that simulates real-world retail marketing
decisions. Ashton-Tate and PC Magazine co-sponsored the contest to recognize outstanding
applications development with Framework II, Ashton-Tate's multifunction software product.

Entered By: Bill Selmeier
May 24, 2006

Title: Vanguard a New Developer Registry Program
Author:
Created: October 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44748ad13db47.pdf (Size: 1.28 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Pelease announcing The Developer Registry Vanguard
Program, a new support program designed to enlarge the base of
independent applications developers for the company's line of
business productivity software products. Beginning this month, The Developer Registry Vanguard
Program offers participants free developer technical support and discounts on
evaluation copies of Ashton-Tate software and periodicals.

Entered By: Bill Selmeier
May 24, 2006

Title: Support Available Through Free Bulletin Board
Author:
Created: November 10, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e5a6948a3.pdf (Size: 962 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate Support BBS, a multi-user bulletin board service
available free of charqe to users of IBM Personal Computers, PC compatibles and Apple
Macintosh computers.

Entered By: Bill Selmeier
May 24, 2006

Title: Reporting 40.5% Increase Quarterly Earnings 17.9% Quarterly Increase in Sales
Author:
Created: November 17, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474ef49271e1.pdf (Size: 1.59 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reported reoord net income of $ 11.1 million for the quarter ended October 31,
1987, a 40.5 percent increase over net income of $ 7.9 million reported for the same quarter last
year. Earnings per share were $.44, compared with $ .32* in last year's third quarter. Third
quarter revenues were $ 68.0 million, also a record, a 17.9 percent increase over revenues of $
57.7 million reported for the third quarter of last year.

Entered By: Bill Selmeier
May 24, 2006

Title: Offers Five New Books
Author:
Created: November 18, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4475f7939acda.pdf (Size: 1.27 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release reporting that Ashton-Tate's Publishing
Group had five new books designed to help customers learn
and more fully utilize its dBASE III PLUS, dBASE Mac, and MultiMate Advantage II software
products.

Entered By: Bill Selmeier
May 25, 2006

Title: Fight Copyright Infringement
Author:
Created: November 30, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44760da94c879.pdf (Size: 1.07 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing seven American computer software and hardware companies
provided information to the Hong Kong Customs and Excise Department for a "sting" operation
conducted against nine major software piracy syndicates. Participating American companies
included Apple Computer, Ashton-Tate Corporation, Autodesk, IBM corporation, Lotus
Development Corporation, Microsoft Corporation and Word Perfect.

Entered By: Bill Selmeier

May 25, 2006
Related Events

Seven US Companies Take Action to Fight Software Copyright Infringement

Title: Dr. Moshe Zloof, Creator of Query-by-Example, Becomes Sr. Scientist
Author: Ashton-Tate
Created: December 2, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442da68773fc8.pdf (Size: 1.43 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing appointment of Dr. Moshe Zloof recoqnized authority on database
language. and user intertaces. He is best known as the creator and developer of IBM\'s Query-
By-Example (QBE), the first two-dimensional programming language, and Office-By-Example
(OBE),
a high-level proqramming language for office and business
automation.

Entered By: Bill Selmeier
March 31, 2006
Related Events

Ashton-Tate Appoints Creator of Query-by-Example as Senior Scientist (Dr. Moshe M. Zloof)

Title: Barry Obrand Named VP - US and Canada- Sales
Author:
Created: December 7, 1987
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a7bba29e7b.pdf (Size: 1002 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Barry Obrand was named Vice President, U.S. and Canada Sales.
Obrand, 39, formerly Ashton-Tate's vice president, field sales, replaces E. Charles Ellison III, who
has resigned his position and will remain with the company until January 31, 1988. Obrand
reports to Luther J. Nussbaum, Ashton-Tate president and chief operating officer. Before joining
Ashton-Tate in June 1987, Obrand was
president and chief executive officer of Airus, Inc., a software technology development firm in
Portland, Oregon.

Entered By: Bill Selmeier
May 16, 2006

Title: Announces Graphic Service
Author:
Created: December 8, 1987
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-447619727b5a4.pdf (Size: 2.02 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing the Ashton-Tate Graphics Service and
MASTER GRAPHICS EXPRESS to provide users of CHART-MASTER,
DIAGRAM-MASTER, SIGN-MASTER or PRESENTATION PACK with direct on-line capability to
produce color slides, color overhead transparancies and color or black-and-white prints.

Entered By: Bill Selmeier
May 25, 2006

Title: Full Impact Fact Sheet
Author: Judy Marie Merrill
Created: January 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446404e094ef0.pdf (Size: 1.82 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release providing background on Full Impact, Ashton-Tate's full-featured, multi-function
spreadsheet product that combines power and superior presentation/business report capabilities
to take advantage of the Apple Computer, Inc.'s Macintosh design philosophy. A product for the
new generation of Macintosh systems, Full Impact was intended to solidify Ashton-Tate's position
as a premiere supplier of software for the Macintosh marketplace and underscores its
commitment to the Macintosh as a new corporate microcomputing standard.

Entered By: Bill Selmeier
May 11, 2006

Title: FullWrite Pro Fact Sheet
Author: Judy Marie Merrill
Created: January 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446405d8574d2.pdf (Size: 1.41 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release providing background on FullWrite Professional, Ashton- Tate's second
generation word processing product for business and professional users of the Apple Computer,
Inc.'s
Macintosh family of personal computers. FullWrite combined the features of three separate
applications - word processing, desktop publishing and graphics - in one completely WYSIWYG
(what-you-see-is-what- you-get) program that allowed users to create and manipulate text and
graphics.

Entered By: Bill Selmeier
May 11, 2006

Title: Platforms For Workgroup Computing
Author: Marty Taucher
Created: January 1988
Publisher: Microsoft Corporation
Donated By: Ed Esber
Filename: doc-4463fc64b3f98.pdf (Size: 2.87 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release to provide background on a more complex software system arrangement:
* Microsoft and Ashton-Tate announced SQL Server, a relational database server software product for local area networks.

* SQL Server runs on top of OS/2 based networks includingMS OS/2 LAN Manager and IBM OS/2 LAN Server.

* The combination of OS/2, SQL Server and either the MS OS/2 LAN Manager or the IBM OS/2 LAN Server creates a rich open platform for workgroup applications.

* MS OS/2 LAN Manager is the networking server software from Microsoft that complements OS/2.

* In November, 1987, IBM announced the OS/2 LAN Server. This software product incorporates key MS(R) LAN networking technology licensed from Microsoft, and provides OS/2-based server functions to OS/2 Extended Edition workstations. IBM OS/2 LAN Server incorporates MS LAN Server technology, and requires the IBM OS/2 Extended Edition.

Entered By: Bill Selmeier
May 11, 2006

Title: SQL Server Backgrounder
Author:
Created: January 1988
Publisher:
Donated By: Ed Esber
Filename: doc-4463fe8d6173c.pdf (Size: 2.38 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release stating that the SQL Server provided a unique and flexible database server solution for multi-user PC applications, from simple decision support to large on-line, transaction processing systems. SQL Server was based on Sybase, Inc.'s field-proven relational database management system, enhanced with technology from Microsoft and database technology from Ashton-Tate. The result is a product uniquely positioned.

Entered By: Bill Selmeier
May 11, 2006

Title: Sybase Corporate Backgrounder
Author:

Created: January 1988
Publisher: Sybase
Donated By: Ed Esber
Filename: doc-4464013702701.pdf (Size: 681 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press RElease providing background on Sybase, Inc., one of the partners in the SQL
Announcement with Ashton-Tate and Microsoft. They developed and marketed the first SQL-based
relational database management system (RDBMS) designed for
on~line applications. The SYBASE system is the first to provide the capabilities required for on-line applications.
These are high volume performance, DBMS enforced data integrity, high availability, distributed data management, and window-based application development tools.

Entered By: Bill Selmeier
May 11, 2006

Title: Ashton-Tate Annouces Two New Executives Join - Barry Obrand & Wes Richards
Author: Luther Nussbaum
Created: January 9, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464bdaf72581.pdf (Size: 1.43 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release and cover letter from Luther Nussbaum announcing that Barry Obrand has been appointed to position of Vice President of Consulting and Training Services, and Wes Richards, formerly of Software Publishing Company and IBM, has been hired to fill the position of Vice President, UCAN division.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Microsoft Co-development and Distribution Alliance
Author: Luther Nussbaum
Created: January 13, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442db382bbf71.pdf (Size: 2.46 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Internal memo announcing a long-term strategic alliance with Microsoft Corporation, under which Ashton-Tate will co-develop and co-market a database server software product, called the Ashton-Tate/Microsoft SQL Server.

Entered By: Bill Selmeier
March 31, 2006

Title: Evolution of PC Databases
Author: Gail Pomerantz
Created: January 13, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442db82f91fd5.pdf (Size: 1.81 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release Background Document describing the evolution of the PC database market in the prior ten years describing its growth from stand alone systems to integration with corporate-wide mainframe systems.

Entered By: Bill Selmeier
March 31, 2006

Title: Microsoft and Sybase Announce Development and Licensing Agreement for SQL Server
Author: Marty Taucher
Created: January 13, 1988
Publisher: Microsoft Corporation
Donated By: Ed Esber
Filename: doc-442db1988bf31.pdf (Size: 951 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Microsoft and Sybase will work to develop an SQL server using Ashton-Tate licensed technology and Ashton-Tate will re-sell it to consumers, Sybase sells to corporations
----
Entered By: Bill Selmeier
March 31, 2006

Title: SQL Database Glossary of Terms
Author: Ashton-Tate
Created: January 13, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442db6d549a0c.pdf (Size: 2.84 MB)
Pages: 7
Cataloguer:
Copyright:
Description:
Glossary of common database and SQL terminology

Entered By: Bill Selmeier
March 31, 2006

Title: SQL Fact Sheet

Author: Ashton-Tate
Created: January 13, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442db59b8e93b.pdf (Size: 544 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Background Fact Sheet on Ashton-Tate/Microsoft SQL Server Software
Web access small:

Entered By: Bill Selmeier
March 31, 2006

Title: Ashton-Tate Announces New Enhancements For Rapidfile
Author:
Created: January 18, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464cd9797d3a.pdf (Size: 1.51 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing several new enhancements to the RapidFi1e data management
proqram. New features include an 80,000 word spelling checker, 470,000 synonym
Merriam Webster thesaurus and certification as "OS/2 compatible" for IBM's personal system/2
line of microcomputers. This was the first product Ashton-Tate bas certified tor the OS/2
operating system.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Reports Shipments of Draw Applause Started
Author:
Created: January 26, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464f54a5dc19.pdf (Size: 2.50 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release announcing shipping began for DRAW APPLAUSE, a presentation graphics
product providing more power, flexibility and artistic capability than other stand-alone
presentation graphics products.

Entered By: Bill Selmeier
May 12, 2006

**Title: Ashton-Tate to Publish Apex's "Frontrunner" Popup Development Tool for dBASE III
Plus**

Author:
Created: February 8, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4465072a5ec8c.pdf (Size: 1.24 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate acquired the publishing
rights to FrontRunner, a popular dBASE III PLUS language
development tool, from Apex Software Corp. of Pittsburgh, Penn. FrontRunner is available now
under the Ashton-Tate label through more than 5,700 authorized Ashton-Tate resellers. The
suggested retail price is $195. An extended limited runtime license is included free if FrontRunner
is purchased before June 30. FrontRunner allowed Ashton-Tate's dBASE III PLUS users to
develop custom memory-resident dBASE III PLUS applications using a powerful subset of the
dBASE III PLUS programming language. An extensive knowledge of assembler, 'c' or operating
systems wasn't needed.

Entered By: Bill Selmeier
May 12, 2006

**Title: Ashton-Tate Announces New Macintosh Products - Full Impact, Full Write
Professional, and Full Paint**
Author: Luther Nussbaum
Created: February 10, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44650d394fe64.pdf (Size: 2.40 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Cover Letter and Press Release for Ashton-Tate's announcement from Ashton-Tate's Macintosh
Software Division: Full Impact, a spreadsheet-based product that was richer in features than any
other Macintosh spreadsheet; and dBASE Mac RunTime, a low-cost, execute-only version of
dBASE Mac that allowed VARs and software developers to improve the performance and security
of dBASE Mac applications; and
FullWrite Professional, a word processing program obtained along with a graphics package called
FullPaint, from the acquisition of Ann Arbor Softworks.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton Tate Announces dBASE IV
Author: Luther Nussbaum
Created: February 17, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4431a8fa65887.pdf (Size: 3.54 MB)
Pages: 9
Cataloguer:
Copyright:
Description:

Internal Memo and Press Release announcing dBASE IV for both OS/2- and MS-DOS-based personal computers with seamless
integration of IBM SAA-compatible Structured Query Language
(SQL) and a completely redesigned user interface -- including a new applications generator -- that makes program development and data management much simpler for non-programmers.

Entered By: Bill Selmeier
April 3, 2006
Related Events

Ashton-Tate Introduces dBASE IV for MS-DOS and OS/2 -- Successor to the World's No. 1 Data Base Management Software

Title: dBASE IV Introduction
Author: Luther Nussbaum
Created: February 17, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-442dbb698380f.pdf (Size: 3.54 MB)
Pages: 9
Cataloguer:
Copyright:
Description:
Internal Memo and Press Release announcing the introduction of dBASE IV and the LAN Version
----
Entered By: Bill Selmeier
March 31, 2006

Title: Team Seminars HP- Word Processors and Printers
Author:
Created: February 22, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4465299e234fa.pdf (Size: 1.58 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate Corporation and Hewlett-Packard Company will conduct a ten-city series of seminars and hands-on workshops March 15, 1988 through April 14, 1988 on word processing and laser printing technology.
The seminars, for management information systems directors,
office managers and advanced users of MultiMate Advantage II
word processing software and Hewlett-Packard LaserJet printers, teach users how to translate their day-to-day work into effective business communication documents.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Reports Record Revenue and Net Income For 1988
Author: Ashton-Tate
Created: March 1, 1988
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-4431723fdcdce.pdf (Size: 1.40 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting Ashton-Tate\'s record net income of $ 43.1 million ($ 1.70 per share) for the year ended January 31, 1988, a 43.2 percent increase over net income of $ 30.1 million ($ 1.26 per share) reported for fiscal 1987.
Revenues for the year ended January 31, 1988, were a record
$ 267.3 million, a 26.8 percent increase over revenues of $ 210.80.
million reported last year.

Entered By: Bill Selmeier
April 3, 2006

Title: Ashton-Tate Announces dBASE Direct 38
Author: Lynn Fireside
Created: March 30, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466ab879bb69.pdf (Size: 1.51 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release unveiling dBASE DIRECT/38, a connectivity
software package that links Ashton-tate's industry-standard microcomputer database management system, dBASE III PLUS, with data residing on the IBM System/38.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Signs Technology Agreement With Interbase Software Corporation
Author: Gail Pomerantz
Created: April 11, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a413b3aa6f.pdf (Size: 1.46 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing a technology aqreement with
Interbase Software corporation. Under the aqreement, Ashton-Tate licensed Interbase technology, and with Interbase jointly developed technology components for Ashton-Tate's next qeneration of workstation database products runninq under OS/2 Presentation Manager and other operating system platforms such as VMS, UNIX and Macintosh. Ashton-Tate had exclusive marketing riqhts to the jointly-developed technology, which it co-owned with Interbase. As part of the aqreement, Ashton-Tate took an equity position in Interbase.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Ships dBASE MAC Runtime
Author: Ashton-Tate
Created: April 21, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44318a346e8a4.pdf (Size: 1.06 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate has started shipping dBASE Mac RUNTIME, an
execute-only version of dBASEMac that enables developers to distribute dBASEMac applications
without requiring their customers to purchase a full dBASEMac system. Ashton-Tate is providing
unlimited, royalty-free runtime distribution.

Entered By: Bill Selmeier
April 3, 2006
Related Events

Ashton-Tate Ships dBASE Mac Runtime: The First Mac Database with Unlimited Runtime
Distribution

Title: Ashton-Tate Ships FullWrite Professional Macintosh Word Processing Software
Author: Ashton-Tate
Created: April 27, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44318dd65857e.pdf (Size: 1.71 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing shipping has started for FullWrite Professional, a state-of-the-art word
processing
product for business, academic and professional users of Apple Computer, Inc.\'s Macintosh
computers.
FullWrite Professional combines the features of word
processing, page layout and draw-type graphics in a WYSIWYG (what-you-see-is-what-you-get)
program. In a single environment, it allows users to go directly from an outline to a typeset
document with integrated graphics in a single
environment.

Entered By: Bill Selmeier
April 3, 2006

Title: Two Word Processing Experts Join Ashton-Tate Development Team
Author:
Created: May 2, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b8a436572b.pdf (Size: 1024 KB)
Pages: 3
Cataloguer:

Copyright:
Description:
Press Release announcing that two word processing experts,
Philip Michael Florence and Dr. Robert A. Greene, have joined Ashton-Tate's word processing development team. Both are based at Ashton-Tate's word processing development center in East Hartford. Conn.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate and Hewlett-Packard Offer Free Multimate Laserjet Printer Kit
Author:
Created: May 5, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b8f231f7e7.pdf (Size: 940 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release offering a set of materials that help MultiMate Advantage II and Hewlett-Packard LaserJet customers create
better looking and more effective documents. The materials, called the MultiMate Advantage LaserJet Printer Kit, were free to anyone who purchased MultiMate Advantage II, MultiMate Advantage II LAN, or upgrades for either, between February 1 August 31, 1988.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate's Eight City Roadshow to Demonstrate Products
Author:
Created: May 16, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b9ce0e6a0e.pdf (Size: 1.23 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing plans for an eight-city roadshow,
beginning June 7,1988 to showcase its family of products. The show will include DOS, -OS/2 and Macintosh products and is targeted primarily to Ashton-Tate end users, corporate customers and authorized re-sellers.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Reports Increase Earnings and Sales For 1st Quarter
Author:
Created: May 17, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b9e0745e6b.pdf (Size: 1.36 MB)

Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting net income of $ 11.1 million ($ .43
per share) for the quarter ended April 30, 1988, a 22.1 percent increase over net income of $ 9.09 million ($ .36 per share) reported tor the same quarter last year. Revenues for the quarter were $ 72.4 million, a 20.2 percent increase over the $ 60.21 million reported for the first quarter last year.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Affirms July31 dBASE IV Release
Author: Luther Nussbaum
Created: May 24, 1988
Publisher: as
Donated By: Ed Esber
Filename: doc-446bae0d7213d.pdf (Size: 2.15 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Cover Letter to employees and Press Release noting that Ashton-Tate will host its Fiscal 1988 Annual Meeting of Stockholders at the century Plaza Hotel in Los Angeles. Meeting highlights will include the introduction of Framework III and a product development progress report on dBASE IV, SQL Server and Full Impact.
While Ashton-Tate announced that the window of possible delivery dates for dBASE IV was July through September, the company affirmed their commitment to meet a July shipment target. In support of the drive to ship in July, they disclosed that there were no memory and performance problems and they were reducing the number of bugs as quickly as possible with an aggressive find/fix program.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Announces Framework III
Author: Ashton-Tate
Created: May 24, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44346a157b302.pdf (Size: 3.38 MB)
Pages: 9
Cataloguer:
Copyright:
Description:
Press Release announcing Framework III, a new version of its
inteqrated decision-support software for MS-DOS microcomputers and includes electronic mail support as well as significant improvements in all
of its six functional areas -- word and numeric processinq,
database manaqement, business qraphics, outlining and
telecommunications. The product is designed as a tiqhtly linked set of tools which help managers and executives orqanize, analyze and communicate for faster, better decisions. Slated for shipment before July 31, 1988, Framework III carries a suggested retail price of $695 in the

single-user version. The five-user network version is expected to ship before Oct. 31, 1988 and is priced at $995.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate Ships dBASE Direct/38 for IBM System/38
Author:
Created: May 31, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bb443e52a5.pdf (Size: 1.76 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing the early shipping of dBASE
DIRECT/38, a connectivity software package that links its
industry-standard microcomputer database management system, dBASE III PLUS, with data residing on the IBM System/38.

Entered By: Bill Selmeier
May 17, 2006

Title: Simon & Shusters Brady Unit to Distribute Ashton-Tate Books
Author:
Created: May 31, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bb4f032c75.pdf (Size: 881 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press release announcing that Simon & Schuster's Brady Computer Books unit will become the exclusive distributor to the book trade of Ashton-Tate computer books and book/disk packages.

Entered By: Bill Selmeier
May 17, 2006

Title: Corrects Manufacturing Error
Author: Luther Nussbaum
Created: June 7, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446c8ec7a78c1.pdf (Size: 1014 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release and cover letter from Luther Nussbaum announcing that Ashton-Tate had implemented an exchange program to
replace specific serial numbered packages of MultiMate

Advantage II and dBASE III PLUS. The exchange corrects an inaccurate error message some MultiMate Advantage II and dBASB III PLUS customers experience when attempting to install these programs. The "insufficient memory" error message results from incorrect serial number assignment during the manufacturing process.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate to Establish Manufacturing Facility in Swords, Ireland
Author:
Created: June 8, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446c90786d326.pdf (Size: 841 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing plans to establish a manufacturing
operation in Swords, Dublin County, Ireland that will be
responsible for duplicating, assembling and packaging all
Ashton-Tate software products for Europe and the Middle East.
Located in a 50,000 square foot facility, the plant is
expected to be in operation by the summer of 1988 and will employ more than 50 people.

Entered By: Bill Selmeier
May 18, 2006

Title: Rapidfile and Avery Laser Printer Labels Co-Promotion
Author: Knox Richardson
Created: June 21, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cb791ac98c.pdf (Size: 896 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announced a co-merchandising program
for Ashton-Tate's RapidFile, the company's easy-to-use database product, and Avery Laser
Printer Labels. Under the promotion, packages of RapidFile will contain a manufacturer's
rebate coupon on popular sizes of Avery Laser Printer Labels. Similarly, purchasers of Avery
Laser Printer labels will receive a special discount coupon for a demonstration
diskette of RapidFile. The promotion runs from July, 1988 through April 30, 1989.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Names Terence Garnett to be VP and General Manager of the Mac Division
Author: Luther Nussbaum
Created: July 5, 1988
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-446cf858265a7.pdf (Size: 544 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Letter to Employees announcing that Terence J. (Terry) Garnett was vice president and general manager of Ashton-Tate's Macintosh Software Division. Terry, oversaw the development, test, documentation and product management activities for all of Macintosh software products.

Entered By: Bill Selmeier
May 18, 2006

Title: Free Products To Early Developer Conference Registrants
Author:
Created: July 6, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cf9e152c1c.pdf (Size: 1.02 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a plan to offer its latest personal computer software products, including dBASE IV Developer's Edition, free to early registrants for its Developer Conference. The conference, "A MEETING OF THE MINDS II," is scheduled for September 13-16, 1988, at the Century Plaza Hotel in Los Angeles.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate starts Shipping Framework III
Author: Ashton-Tate
Created: July 26, 1988
Publisher: a
Donated By: Ed Esber
Filename: doc-4431a5b470934.pdf (Size: 1.40 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Framework III started shipping on the announced availability date as the successor to
Framework II, and with optional built-in electronic mail, as well as improvements in its six functional areas -- word
processing, spreadsheet, database management, business graphics, outlining and telecommunications.

Entered By: Bill Selmeier
April 3, 2006

Title: Ashton-Tate Ships FullImpact: Graphical Macintosh Spreadsheet
Author: Ashton-Tate

Created: July 29, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44319247c33a0.pdf (Size: 1.96 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announce shipment of FullImpact a full-featured, presentation-oriented spread-
sheet for Apple Computer, Inc.\'s family of Macintosh personal computers.
Combining analytical power with presentation and business report capabilities, Full Impact used
the Macintosh graphic interface and included a mini-text processor to create paragraphs as large
as one page with formatting and graphics capabilities, extensive macro language support, and a
wide
range of import/export capabilities.

Entered By: Bill Selmeier
April 3, 2006

Title: RapidFile and Deluxe - Co-Promotion Program
Author:
Created: August 3, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471f473ec890.pdf (Size: 937 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announced a co-merchandising program between Deluxe Business Systems
(bank check printer) and Ashton-Tate for Ashton-Tate's RapidFile and Deluxe continuous
computer forms. Under the promotion, called "Deluxe Business Solutions for RapidFile,"
packages of RapidFile will contain a brochure and pre-formatted application templates for several
Deluxe computer form products. The packages will enable RapidFile users to print on computer
forms without any prior set-up.

Entered By: Bill Selmeier
May 22, 2006

Title: Presentation Pack Bundled with Map Master for PC Partner
Author:
Created: August 5, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447202032fba1.pdf (Size: 1.06 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a promotion bundling PC Partner, a Brigntbill-Roberts slideshow
program, with Ashton-Tate's PRESENTATION PACK and MAP-MASTER. It included PC Partner
at no additional charge to purchasers of PRESENTATION PACK and MAP-MASTER and ran
until December 31, 1988.

Entered By: Bill Selmeier
May 22, 2006

Title: Announce dBASE IV Runtime Plus at Macworld
Author: Linda Duttenhaver
Created: August 7, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472037e58282.pdf (Size: 1.46 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release introducing dBASE IV RunTime PLUS on the opening day of the MacWorld
Exposition in Boston. dBASE IVRunTime PLUS ran most dBASE IV and dBASE III PLUS DOS
applications on the Apple Macintosh without modification. dBASE IV RunTime PLUS also offered
the dBASE IV language and Dot Prompt for manipulating and browsing data, and creating or
modifying applications on the Macintosh. The applications could then be moved back to the PC,
unchanged.

Entered By: Bill Selmeier
May 22, 2006

**Title: Ashton-Tate Reports Net Income $11.5 Million, Net Revenue $71.9 Million in Second
Quarter**
Author:
Created: August 16, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44723b72dcc1f.pdf (Size: 991 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release reporting net income of $ 11.5 million ($ .44 per share) for the quarter ended July
31, 1988, a 13.9 percent increase over net income of $ 10.1 million ($ .40 per share) reported for
the same quarter last year. Revenues for the quarter were $ 71.9 million, a 13.1 percent increase
over the $ 63.6 million reported for the second quarter last year.

Entered By: Bill Selmeier
May 22, 2006

Title: Support For Intel PC Connect Platform
Author:
Created: August 16, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472486a18bce.pdf (Size: 797 KB)
Pages: 2
Cataloguer:
Copyright:
Description:

Press Release announcing Ashton-Tate's support for the new Intel communications co-processor platform that provides for PC-to-FAX and PC-to-PC connectivity. Based upon the DCA/Intel Communications Applications Specification (CAS), Ashton-Tate said will work with both DCA and Intel to buiid an interface to the new technology for its DOS and OS/2 products.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Announces Draw Applause Version 1.1
Author: Linda Duttenhaver
Created: August 29, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44319692e1302.pdf (Size: 1.31 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing version 1.1 of DRAW APPLAUSE, a business and presentation graphics software application, at the Info Center Conference. The new version\'s major enhancements include reduced memory requirements, a Configuration Manager to simplify installation and support of the HP Paintjet printer.

Entered By: Bill Selmeier
April 3, 2006

Title: Ashton-Tate to Offer Software At Campus Bookstores
Author:
Created: August 29, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472685fe656c.pdf (Size: 1.37 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing a program to allow college and university bookstores and campus information centers
to be authorized relicense facilities. The Ashton-Tate Campus Program was designed to offer the company's product line to the academic community for internal educational use at discounted prices.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Readies dBASE IV for Shipment
Author: Brad Stevens
Created: September 14, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447345eb7a0fb.pdf (Size: 1.65 MB)
Pages: 5
Cataloguer:

Copyright:
Description:
Press Release recounting that Edward M. Esber Jr., said his company is "continuing on the target path to ship dBASE IV by September 30, 1988," during his welcome address
to participants of the "Meeting of the Minds" Developer Conference in Los Angeles. Also during his speech, Esber introduced two new developer oriented products -- the dBASE Professional Compiler and Step IVward, a dBASE language conversion utility -- and outlined plans for establishing a new dBASE Language Advisory Board.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Promotes Two Execs
Author: Brad Stevens
Created: September 19, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473523b9891e.pdf (Size: 892 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the promotion of two members of the
company's management team. Peter Boot, 46, has been promoted to Vice President, International, and Robert Kimball, 32, assumes the post of Director of Product Management for Decision Support Products.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Unveils One On One Sweepstakes
Author:
Created: September 19, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473532ac5882.pdf (Size: 872 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing a sweepstakes with 50 Apple Computer, Inc. Macintosh IIsystems, and 50 FullWrite Professional(tm) and Full Impact(tm) software packages as prizes.
Web access small:

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Ships Turbosearch
Author: Brad Stevens
Created: September 20, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473540d34017.pdf (Size: 1.45 MB)

Pages: 4
Cataloguer:
Copyright:
Description:
Press Release noting that Ashton-Tate shipped TurboSearch, high performance information retrieval software that helps personal computer users organize information and find files stored in their computers in just seconds. Developed by IDAN Software Industries, Ltd., TurboSearch will be available at a suggested retail price of $ 179 at 5,500 Ashton-Tate authorized dealers in the United States and Canada.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Preps dBASE IV for First Release In October
Author: Linda Duttenhaver
Created: September 28, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44735b27ef221.pdf (Size: 352 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing that dBASE IV entered final
certification before release and was expected to ship its first revenue units within two to three weeks.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Appoints Eric Kim Vice President and General Manager, Database Products Division
Author:
Created: October 22, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443178ce8f26a.pdf (Size: 846 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing appointment of Eric B. Kim, 34, to vice president and general manager of the company's Database Products Division. Kim spent the prior three and a half years in a number of marketing and management positions in the database area. Just prior to his appointment to the vice president post, he was business unit manager, database products, where he oversaw Ashton-Tate's database-oriented projects, including dBASE IV and the Ashton-Tate/Microsoft SQL Server. Now he continues to oversee development,test, documentation, and product management for these and future projects undertaken by the new Database Products Division, as well as plot the ongoing strategic direction of Ashton-Tate's database activities. Historically, database products have accounted for approximately 60 percent of Ashton-Tate's annual revenues.

Entered By: Bill Selmeier
April 3, 2006

Title: Ashton-Tate and DEC Sign dBASE Development and Marketing Agreement
Author: Linda Duttenhaver
Created: October 24, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44738f1271469.pdf (Size: 1.96 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release announcing an agreement where Ashton-Tate will
develop, and Digital Equipment will market and support, versions of Ashton-Tate's dBASE
database management and applications development software for Digital's computing
environment.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Begins Shipping dBASE IV
Author: Brad Stevens
Created: October 24, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4431999b128e2.pdf (Size: 3.05 MB)
Pages: 7
Cataloguer:
Copyright:
Description:
Press Release announcing commencement of shipping dBASE IV, dBASE IV Developer's Edition
and dBASE IV LAN PACK to its customers. dBASE IV is the successor to dBASE III PLUS, the
world's best-selling database management system.
Web access small:

Entered By: Bill Selmeier
April 3, 2006
Related Events

Ashton-Tate Ships dBASE IV to Customers

Title: Role Of Tate Publishing Expands
Author:
Created: October 26, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473972dab938.pdf (Size: 1.29 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that the role of the Tate publishing operation is expanding to include
the marketing and distribution of new software products.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate and Microsoft Announce Shipment of SQL Server Network Developer's Kit
Author: Knox Richardson
Created: November 1, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44319cf1d9874.pdf (Size: 958 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Shipping has started for jointly developed SQL Server Network Developer's Kit.including pre-release software, documentation and application programming interface (API) libraries for the Ashton-Tate/Microsoft SQL Server and MS OS/2 LAN Manager, Microsoft's local area networking operating system. The
API libraries may be used with Microsoft's C compiler to create applications with MS-DOS, Windows or OS/2 that work with SQL Server over a local area network. The SQL Server Network Developer's Kit is sold directly by Ashton-Tate within the United States and Canada and Microsoft within
the United States at an introductory price of $ 1,995 (through the end of 1988). Discounts were offered
----
Entered By: Bill Selmeier
April 3, 2006

Title: Ashton-Tate Announces Byline 2.0
Author: Linda Duttenhaver
Created: November 14, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4463ffdf8f679.pdf (Size: 1.37 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release noting that Ashton-Tate corporation announced Byline 2.0, an upgrade to the company's desktop publishing package. The new version includes mouse support, expanded laser jet and dot matrix printer output, a new "rubber text" feature, additional graphics capabilities, and support for DisplayWrite (DCA/RFT) file formats.
Priced at $295, Byline 2.0 was expected to be available during the first calendar quarter of 1989.

Entered By: Bill Selmeier
May 11, 2006

Title: Net Income of $ 11.7 Mil, Net Revenues of $ 75.7 Mil in Third Quarter
Author:
Created: November 15, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474eb7c2bf1e.pdf (Size: 1.37 MB)

Pages: 5
Cataloguer:
Copyright:
Description:
Press Release reporting net income of $ 1l.7 million ($ .45 per share) for the quarter ended
October 31, 1988,
a 5.9 percent increase over net income of $ 11.1 million ($ .44 per share) reported for the
corresponding quarter a year ago. Revenues for the recent quarter were $ 75.7 million, an 11.3
percent increase over the $ 68.0 million reported for the third quarter last year.

Entered By: Bill Selmeier
May 24, 2006

Title: Announce April 1989 Availability of OS/2 SQL Server
Author:
Created: November 16, 1988
Publisher:
Donated By: Ed Esber
Filename: doc-4474ec595b6f8.pdf (Size: 1.81 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announced that the Ashton-Tate/Microsoft
SQL Server database server for OS/2-based personal computer networks will be available on or
before April 30, 1989.

Entered By: Bill Selmeier
May 24, 2006

Title: Ashton-Tate Initiates Copyright Suit Against Fox Software and Santa Cruz Operation
Author: Ed Esber
Created: November 18, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44317541cd1ac.pdf (Size: 2.59 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Ashton-Tate files legal suit alleging that the computer software product FoxBASE+ infringes
Ashton-Tate's copyrights in its dBASE II, dBASE III and dBASE III PLUS software products, and
seeks to prohibit Fox Software from proceeding with its threatened infringement of Ashton-Tate's
copyrights in dBASE IV. The suit also seeks recovery of monetary damages, recovery of profits
derived by Fox and SCO from their allegedly infringing activities, and injunctive relief to prohibit
further reproduction a distribution by Fox and SCO of infringing products.

Entered By: Bill Selmeier
April 3, 2006

Title: Connecticut Software Development Consolidated to Los Gatos, CA
Author: Delia Fernandez
Created: November 18, 1988

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4475f91174175.pdf (Size: 1.58 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release with cover letter from Luther Nussbaum announcing a consolidation of Ashton-Tate's Connecticut facilities to the company's Northern California Product
Center, located in Los Gatos, California. Product development,
testing, documentation, product management, and technical support for the PC Applications division (comprised of word processing, graphics and decision support) will be centralized in the Los Gatos facility.

Entered By: Bill Selmeier
May 25, 2006

Title: Ashton-Tate Ships Framework III LAN
Author:
Created: December 6, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a7ac55194c.pdf (Size: 1.60 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press release announcing the shipment of Framework III LAN, the network version of the Ashton-Tate's integrated decision support software. Priced at $ 995, the product supports five simultaneous users and includes built-in electronic mail, file locking with three file sharing modes and peripheral sharing.

Entered By: Bill Selmeier
May 16, 2006

Title: Ships StepIVward
Author: Linda Duttenhaver
Created: December 7, 1988
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44760f3a6b7d2.pdf (Size: 1.16 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate shipped Step IVward (pronounced Step Forward) a tool to more simply convert programs using competitive databases such as Clipper, FoxBASE and others to dBASE IV.

Entered By: Bill Selmeier
May 25, 2006

Title: Full Paint Fact Sheet

Author: Judy Marie Merrill
Created: January 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446403883a599.pdf (Size: 695 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release giving background on FullPaint, a critically-acclaimed graphics generator that provides full screen painting capability and high Performance on Macintoshs. Multiple files open, scrolling tools, movable and hidable tool palettes and familiar interface make FullPaint the premier paint program in the Macintosh environment.
It was developed by Ann Arbor Softworks and released in 1986.

Entered By: Bill Selmeier
May 11, 2006

Title: Mac Software Division - Background
Author: Judy Marie Merrill
Created: January 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464aa2235b36.pdf (Size: 1.87 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release describing the Ashton-Tate Macintosh division which had responsibility for development of new Macintosh products and offered software in four applications areas - database, spreadsheet, word processing and graphics. The division was a 50-person development, marketing and support organization
----
Entered By: Bill Selmeier
May 12, 2006

Title: Northern California Product Center Fact Sheet
Author: Judy Merrill
Created: January 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464aebe25dd1.pdf (Size: 671 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release with background on the Ashton-Tate Northern California Product Center located in the city of San Jose.
The 126,000 square foot facility was purchased by the company late in 1987 and is the new headquarters of the Ashton-Tate's Macintosh and PC Applications divisions which develop, market and support business applications software for the DOS and Macintosh personal computer environments.

Entered By: Bill Selmeier

May 12, 2006

Title: dBASE Mac Fact Sheet
Author: Judy Marie Merrill
Created: January 1, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4463d02813092.pdf (Size: 1.07 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release asserting Ashton-Tate's dBASE Mac is the most powerful relational database
management system (DBMS)available for Apple Computer, Inc.'s Macintosh family of personal
computers. Designed for users who need to perform a wide range of database applications,
dBASEMac can do many sophisticated operations with little or no programming required.

Entered By: Bill Selmeier
May 11, 2006

Title: Ashton-Tate Ships Framework III Version 1.1
Author: Linda Duttenhaver
Created: February 1, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464fe520c95c.pdf (Size: 1.04 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing shipment of version 1.1 of Framework III, the company's integrated
decision-support software. The new version features faster processing of financial functions,
more efficient use of extended memory below 4MB, and 50K more free memory than Framework
III version 1.0

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Appoints Joseph Brilando VP of Corporate Marketing
Author: Brad Stevens
Created: February 2, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446501fb86f62.pdf (Size: 919 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Joseph F. Br1lando, 38, to the position of vice
president corporate marketing and strategy. Brilando, who joined Ashton-Tate in July 1987 as
vice president of business development, oversaw corporate strategic planning, business
development, strategic vendor relations, corporate marketing, advertising, promotions, public
relations and investor relations in his new role.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Adopts Shareholder Rights Plan
Author: Stan Witkow
Created: February 13, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4465219d0c37c.pdf (Size: 1.08 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that its board of directors has adopted a Shareholder Riqhts Plan involvinq the distribution of share purchase riqhts to shareholders. The Ashton-Tate Rights Plan is intended to assure that, in the
event of any unsolicited takeover offer, the board of directors and the shareholders will be provided sufficient time to carefully consider the offe~ and any other alternatives to the offer that might enhance and protect shareholder values."

Entered By: Bill Selmeier
May 12, 2006

Title: Corporate Background - Ashton-Tate
Author: Brad Stevens
Created: March 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44653346ce04c.pdf (Size: 4.93 MB)
Pages: 14
Cataloguer:
Copyright:
Description:
Press Release providing background details about Ashton-Tate Corporation, one of the world's largest developers and marketers of business software for microcomputers. The company is the leading supplier of database management systems; offers advanced spreadsheet, integrated, word
processinq, business graphics and desktop publishing packages:
and provides complete service and support programs for all
levels of customers.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Announces Additional Device Drivers For Draw Applause
Author:
Created: March 6, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44661c3b9c280.pdf (Size: 814 KB)
Pages: 2
Cataloguer:

Copyright:
Description:
Press Release announcing the availability of several new device drivers for DRAW APPLAUSE, the company's presentation qraphics software. The drivers were all included on one diskette, which was immediately available to reqistered users free of charge.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Reports Record Revenues For Fiscal 1989
Author: Brad Stevens
Created: March 7, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44661dac92b50.pdf (Size: 2.21 MB)
Pages: 7
Cataloguer:
Copyright:
Description:
Press Release reporting Ashton-Tate's seventh consecutive year of record revenues and net income. The company also announced that it will be changing its financial reporting year-end from January 31 to conform with its December 31 tax year. For the year ended January 31, 1989, the company reported net income of $ 47.7 million ($ 1.83 per share), a 10.7 percent increase from the $ 43.1 million ($ 1.70 per share) reported for fiscal 1988. Revenues for the year were $ 307.3 million, a 15.0
percent increase from the $ 267.3 million reported a year ago.

Entered By: Bill Selmeier
May 13, 2006

Title: Flexpractice Provides Legal Market with Document Assembly Tool
Author:
Created: March 10, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446621282d177.pdf (Size: 1.44 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release from Integrated Concepts announcing the introduction of FlexPractice, a legal document-generating system to allow lawyers, associates and others in the legal professionals to more easily produce a wide range of legal documents. Fourteen editions are available, covering such areas as family and corporate law, wills, real estate closings, partnership agreements and medical malpractice.
Flexpractice was used in conjunction with Framework III,
integrated decision support software from Ashton-Tate. Flexpractice took advantage of Framework's word processing, spreadsheet, database, outlining, graphics, telecommunications and electronic mail capabilities for document organization, modification and presentation.

Entered By: Bill Selmeier
May 13, 2006

Title: Value Added Rapidfile Promotion
Author: Linda Duttenhaver
Created: March 16, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44662e465908c.pdf (Size: 1009 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a promotion for RapidFile, the
Ashton-Tate's database designed for management of lists, mailing labels, reports and form letters. The promotion, which started that day and continued until June 30, 1989, included coupons worth up to $ 300 for products that enhance productivity when working with RapidFile.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate to Acquire Majority Interest in InterBase of Massachusetts
Author: Knox Richardson
Created: March 17, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432d4068054d.pdf (Size: 1.29 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate signed a letter of intent to acquire majority interest in Interbase Software Corporation of Bedford, Mass., a privately held company
founded in 1984. Interbase develops and markets the InterBase database management system for minicomputers from DEC, Sun, Apollo and others running under VMS, Ultrix and the UNIX operating systems.

Entered By: Bill Selmeier
April 4, 2006

Title: Ashton-Tate Announces "Winner By TKO Promotion"
Author: Brad Stevens
Created: March 19, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446680db6e3c7.pdf (Size: 1.95 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-tate launched Winner By
Technical Knockout (TKO), its largest-ever dealer, distributor and end-user promotional campaign. The promotional campaign is designed to increase awareness and sales of Ashton-Tate's dBASE IY and MultiMate Advantage II products. dBASE IV is the latest version of the company's top-selling dBASE family of database management products. MultiMate Advantage II is Ashton-Tate's flagship word processing program.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Ships Macintosh Software Updates
Author: Judy Marie Merrill
Created: March 22, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446636184eb0f.pdf (Size: 1.49 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the release of Full Impact 1.1, a free upgrade that includes XMacro capabilities which allowed users to add custom features, functions and commands to their Full Impact applications. By writing an XMacro developers and users can create resource programs that can be referenced by the Full Impact FullTalk macro language.
Simultaneously, the company announced FullWrite Professional 1.l, also a free update, that allows users to access foreign language dictionaries from within a document. Additionally, the overall stability of FullWrite Professional has been greatly improved, especially with respect to the creation and editing of complex documents.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Announces MultiMate Advantage II - Printer Enhance Pack
Author: Linda Duttenhaver
Created: March 23, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446637f5aefb1.pdf (Size: 1.16 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announced the MultiMate Advantage II Printer Enhancement Pack ("PEP"), software that offered enhancements
and new features, particularly for laser printing, for MultiMate Advantage II word processing users. The software will begin shipping to the Ashton-Tate authorized reseller network on March 28, 1989.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Announces Framework III Runtime
Author: Linda Duttenhaver
Created: March 27, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a40c003f9.pdf (Size: 1.44 MB)
Pages: 4
Cataloguer:
Copyright:

Description:
Press Realease announcing Framework III RunTime, an integrated
runtime environment designed for developers to create office and workgroup applications. It
combines Framework III's FRED programming language and the software's word processing,
spreadsheet, database, graphics, communications, electronic mail and outlining functions in an
unlimited use, royalty-free runtime

Entered By: Bill Selmeier
May 13, 2006

Title: Full Impact Fact Sheet
Author: Judy Marie Merrill
Created: April 1, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a2b3966160.pdf (Size: 1.62 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release providing background on Full Impact Spreadsheet. Full Impact is Ashton-Tate's
full-featured, multi-function spreadsheet product that combines power and superior
presentation/business report capabilities to take advantage of the Apple Computer, Inc.'s
Macintosh design philosophy. The spreadsheet includes a mini-word processor, extensive macro
language support, a wide range of import-export capabilities and superior formatting capabilities
that close the gap between spreadsheets and desktop publishing.

Entered By: Bill Selmeier
May 16, 2006

Title: Fullwrite Professional Fact Sheet
Author: Judy Marie Merrill
Created: April 1, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a3103cf799.pdf (Size: 1.19 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release providing background on FullWrite. FullWrite Professional was Ashton-Tate's
second generation word processing product for business and professional users of the Apple
Computer, Inc.'s Macintosh. FullWrite combined the features of three separate applications --
word processing, desktop publishing and graphics -- in a WYSIWYG (what-you-see-is-what- you-
get) program that allowed users to create and manipulate text and graphics.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Wins Lawsuit Against Bravo Technologies
Author: W. Knox Richardson
Created: April 10, 1989
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-446a3f20847d2.pdf (Size: 1.07 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release reporting Ashton-Tate's favorable Summary Judgement. A federal court ruled late last week that Ashton-Tate Corp. is the sole owner of the Full Impact presentation spreadsheet program for Apple Computer's Macintosh computer. The ruling is part of a summary judgement for Ashton-Tate in its action against Bravo Technologies, Inc., and Richard J. Ross, both of whom had made claims against Ashton-Tate for part ownership of Full Impact.

Entered By: Bill Selmeier
May 16, 2006

Title: Compuserve Mailbox For dBASE
Author: W. Knox Richardson
Created: April 12, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a432d0d3c1.pdf (Size: 1.00 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton Tate established a Compuserve mailbox for users of its dBASE products to electronically contact members of the company's recently created dBASE Language Advisory Board (dLAB), a high-level technical consulting body. Once received, messages were posted directly to all the dLAB members on a daily basis. Each dLAB member received all messages to ensure that each benefited from all suggestions and ideas. The Compuserve dLAB mailbox address was: 76247,2610

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Announces a New Order Policy For Graphics Service
Author: Linda Duttenhaver
Created: April 17, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a4bff03257.pdf (Size: 730 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing a new order policy for the Ashton-Tate Graphics Service, the company's service for generating professional quality presentation materials such as slides, prints and overhead transparencies. The new policy removeed the $100 minimum order requirement to transmit DRAW APPLAUSE images to the Ashton-Tate Graphics Services. Users could transmit one image or an entire presentation created with DRAW APPLAUSE and transform them into full-color visuals. DRAW APPLAUSE, Ashton-Tate's presentation graphics software, seamlessly incorporated telecommunication facilites which provided a direct link
to the Ashton-Tate Graphics Service.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Open Connectivity Strategy Endorses DCA/Microsoft Communications Server
Author: Brad Stevens
Created: April 18, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-444d52a776cd7.pdf (Size: 593 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate's support for the DCA/Microsoft Communications Server (Comm Server). The Comm Server will be supported by Ashton-Tate workstation and workgroup products as part of its previously announced Ashton-Tate open connectivity strategy.

Entered By: Bill Selmeier
April 24, 2006

Title: Ashton-Tate Certifies dBASE IV - AT&T Starlan Networks
Author: Brad Stevens
Created: April 19, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a50d6e7fc3.pdf (Size: 741 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate certified dBASE IV as
compatible with AT&T StarGROUP Software for AT&T StarLAN and
StarLAN 10 Networks.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Reports Increased Net Income and Revenue - FirstQuarter
Author: Brad Stevens
Created: April 19, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a51bd19f96.pdf (Size: 1.65 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release reporting net income of $ 11.5 million ($ .44
per share) for the quarter ended March 31, 1989, compared to net income of $ 11.1 million ($ .43 per share) reported for the quarter ended April 30, 1988. Revenues for the quarter were $ 89.8 million, a 24 percent increase over the $ 72.4 million in revenues reported for the first quarter last year.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate and Novell Team to Promote FrameWork III with Novell Netware
Author: Linda Duttenhaver
Created: April 24, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432c6afdda7a.pdf (Size: 1.31 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate Corporation and Novell, Inc. a provider of network
connectivity products, have joined in promoting Framework III LAN and NetWare as a complete
workgroup solution. From May 1 to August 31 customers purchasing Netware from participating
Gold Novell Authorized Resellers may purchase a full system evaluation copy of Framework III
LAN -- Ashton-Tate\'s integrated decision support software which carries a suggested retail
price of $ 995 -- directly from Ashton-Tate for $ 100.

Entered By: Bill Selmeier
April 4, 2006

Title: Gives Away 50 Macintosh II Systems
Author: Judy Marie Merrill
Created: April 25, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a54945f214.pdf (Size: 823 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release at MacWorld announcing the grand prize winners of Ashton-Tate's One-on-Qne
Sweepstakes. A total of 50 entrants received Apple Computer, Inc. Macintosh II systems, and
100 others received copies of either Full Impact presentation spreadsheet; or FullWrite
Professional word processor for the Macintosh.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Seeks Computer Book Authors
Author: Brad Stevens
Created: May 1, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a790e625e1.pdf (Size: 1.07 MB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release announcing that Ashton-tate is actively seeking independently developed computer software tools, utilities and applications, and---experienced authors to write computer hardware and software-related books.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate/Microsoft Announce Retail Shipment - SQL Server
Author: Brad Stevens
Created: May 3, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b8b50d56e3.pdf (Size: 1.54 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that retail shipment of the
Ashton-Tate/Microsoft SQL Server began April 29th. The product was the result of a joint development effort of Ashton-Tate, Microsoft Corporation, and Sybase, Inc. SQL Server is a powerful relational database server for PC-based Local Area Networks (LANs). It employs an advanced client-server architecture, which lets DOS, OS/2. and'Microsoft Windows front-end applications concurrently access powerful multi-user dataase services over the network.

Entered By: Bill Selmeier
May 17, 2006

Title: SQL Server Gold Reseller Program
Author: Brad Stevens
Created: May 4, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b8d02e9c8a.pdf (Size: 1.35 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the Ashton-Tate SQLServer Authorized Gold Reseller Program. A complement to Ashton-Tate's US/Canadian distributor-based distribution strategy, the Gold Reseller Program was a select group of SQL Server Authorized VARs, network and system integrators who will partner with Ashton-Tate to build and/ or implement SQL Server based solutions for U.S. and Canadian Fortune 1,000corporations.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Introduces dBASE File Recovery
Author: Brad Stevens
Created: May 8, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b95a17c95a.pdf (Size: 1.27 MB)
Pages: 4

Cataloguer:
Copyright:
Description:
Press Release announcing that Tate Publishing introduced dBASE
File Recovery, a new software product that recovers and restores damaged dBASE III, dBASE III
PLUS, and dBASE IV files.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Ships Arabic Version Framework III
Author: Linda Duttenhaver
Created: May 8, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b9661f33c1.pdf (Size: 992 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the Arabic version of Framework III, the Ashton-Tate's integrated
software package for MS-DOS computers. Framework III Arabic combines word processing,
spreadsheet, database management, business graphics and outlining into one integrated
environment. This is the first Ashton-Tate product available in the Arabic language.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Ships Framework III Runtime
Author: Linda Duttenhaver
Created: May 9, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b96f3e1f58.pdf (Size: 995 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate began shipping Framework III RunTime, an integrated
runtime environment designed for royalty-free application development.

Entered By: Bill Selmeier
May 17, 2006

Title: SQL Training Programs for Resellers
Author: Brad Stevens
Created: May 9, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432d112e1b9f.pdf (Size: 1.69 MB)
Pages: 5
Cataloguer:
Copyright:

Description:
Press Release announcing programs designed to support Ashton-Tate\'s authorized SQL Server distributors and resellers. The programs include a certified instructors program, a distributor and reseller technical support program and a Third Party Consulting Group.

Entered By: Bill Selmeier
April 4, 2006

Title: Ashton-Tate Announces Support For IBM PS2 Portable Microcomputer
Author: Brad Stevens
Created: May 10, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b996b4c878.pdf (Size: 865 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that dBASE IV database management
and Framework III decision support software programs are
compatible with the new IBM PS/2 Model P70-386.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Stockholders Approve Three Proxy Proposals
Author: Brad Stevens
Created: May 23, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446baa3b2d823.pdf (Size: 486 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate stockholders approved the three proposals outlined in the company's 1989 annual meeting proxy. The three proposals ratified by stockholders include:
o. The election of nine nominees to the Ashton-Tate Board of
Directors.
o An amendment to Ashton-Tate's Restated 1987 Stock Option
Plan to increase the number of authorized shares of Common
Stock from 1,650,000 shares to 3,650,000 shares
o The appointment of Price Waterhouse the Company's
independent accountants for 1989.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Teams Up With Compubox to Provide Hearns/Leonard Fight Statistics
Author: Brad Stevens
Created: June 8, 1989
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-446c91bb5687a.pdf (Size: 965 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate and CompuBox, Inc. have joined forces to produce
the dBASE IV Fight Data System, a database system of current and historic boxing
statistics designed to assist journalists covering "The War," today's super-middle weight title bout
between Sugar Ray Leonard and Thomas Hearns at Caesar's Palace. Designed using dBASE IV,
Ashton-Tate's recently introduced database management software program for microcomputers,
the dBASE IV Fight Data System will provide statistical analyses on
boxing's most well-known matches, including Hearns' and Leonard.'s first fight in 1981.
Journalists will be able to access the system beginning Friday morning, June 9, 1989 through the
completion of the bout via one of three Compaq microcomputers set up in the fight press room.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Anticipates Reduced Revenue and a Net Loss for the Second Quarter
Author: Ed Esber
Created: June 13, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4431b088b82c1.pdf (Size: 905 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release and cover memo announcing that Ashton-Tate Corporation (NASDAQ: TATE
expects to report significantly reduced revenues for the quarter ending June 30, 1989, perhaps as
low as $55 million, compared to $ 71.9 million reported for the quarter ended July 31, 1988 and $
89.8 million reported for the first quarter of 1989. The anticipated reduction in revenues results
primarily from the continuation of the company's previously announced program to substantially
reduce U.S. distributor and reseller inventories and from lower than expected upgrade revenues.
Given the reduced revenues, combined with increased sales and marketing expenditures, the
company anticipates that for the second quarter it will repon a loss estimated at $ 15
million ($ 0.56 per share) including approximately $ 8 million ($ 0.30 per share), related to the
writeoff of product rights and inventories principally related to the Decision Resources product line
which it acquired in 1986.

Entered By: Bill Selmeier
April 3, 2006

Title: Ashton-Tate Announces "SQL Server" Value-Added Distributors
Author: Brad Stevens
Created: June 15, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446ca6a044f3b.pdf (Size: 1.44 MB)
Pages: 4
Cataloguer:
Copyright:
Description:

Press Release announced four Value-Added Distributors who
will resell the Ashton-Tate/MicroSoft SQL Server: Softsel
Computer Products, Inc., headquartered in Inglewood, California; Tech Data Corporation,
headquartered in Clearwater, Florida; CPU Corporation, headquartered in Houston, Texas; and
the Canadian subsidiary of Microamerica, headquartered in Markham, Ontario, Canada.

Entered By: Bill Selmeier
May 18, 2006

Title: Class Action Suit filed by Shareholder Regarding Anticipated Losses
Author: Brad Stevens
Created: June 16, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44329c4743967.pdf (Size: 534 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that a shareholder was filing suit against Ashton-Tate as a result of
recent quarterly losses

Entered By: Bill Selmeier
April 4, 2006

Title: "A Meeting of The Minds III" Third National Developer Conference
Author: Brad Stevens
Created: June 19, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446caaf003caa.pdf (Size: 937 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate's third national Developer Conference, "A MEETING OF
THE MINDS III," to be held September 19-22, 1989, at the Anaheim Hilton and Towers in
Anaheim, California. Designed to provide corporate, government and commercial developers and
consultants with information and instruction on the latest in development tools and techniques for
Ashton-Tate products, the conference will feature more than 3b technical sessions hosted by a
faculty of 100 professional developers, industry experts and Ashton-Tate technologists.

Entered By: Bill Selmeier
May 18, 2006

Title: Regional SQL Server Open Forums
Author: Brad Stevens
Created: June 19, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cabbcc3083.pdf (Size: 789 KB)
Pages: 2
Cataloguer:

Copyright:
Description:
Press Release announcing a series of six SQL Server
Open Forums. Jointly sponsored by Ashton-Tate and the SQL SeverGold Resellers, these forums will give corporate MIS and end users the opportunity to view SQL Server and to discuss the role SQL Server will play as a database server.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate to Defend Against Claims of Disclosure and Improper Trading
Author: Ed Esber
Created: June 20, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cb6a1440ba.pdf (Size: 931 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Letter from Ed Esber to employees about stock trades of corporate officers: "As recently announced in a press release, we have been served with a lawsuit which claims that Ashton-Tate has violated Federal and State securities laws in connection with its recent announcement of an anticipated loss in 1989, and that certain Officers and Directors wrongfully profited from the sale of Ashton-Tate common stock. We believe the charges are without merit and will defend vigorously against them.

Entered By: Bill Selmeier
May 18, 2006

Title: Formation Of Applications Group
Author: Delia Fernandez
Created: July 12, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446d115207413.pdf (Size: 971 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the formation of the Applications
Group under the direction of Vice President and General
Manager, Bill Lyons. Ashton-Tate has formed the Group by combining the operations of its Macintosh Division and the PC
Applications Division. The Group will be based at the company's San Jose facility.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Announces Framework III Developer Toolkit
Author: Linda Duttenhaver
Created: July 17, 1989
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-4471025fe810c.pdf (Size: 1.36 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the Framework III Developer's Toolkit, a set of utilities and detailed documentation for software developers to extend the capabilities of Framework III. The product began shipping in July 31, 1989 and carried a suggested manufacturer's price of $ 250; it was sold directly through Ashton-Tate.

Entered By: Bill Selmeier
May 21, 2006

Title: Ashton-TateTeams Up With SPSS Inc - Introduce dBASE Stats
Author: Brad Stevens
Created: July 17, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447103e76e5c7.pdf (Size: 1.81 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate was shipping dBASE STATS, a new statistical software package developed by SPSS Inc. of Chicago, Illinois. Designed for use with dBASE III PLUS and dBASE IV, dBASE STATS allowed users to perform a wide range of statistical analysis on dBASE data.

Entered By: Bill Selmeier
May 21, 2006

Title: Ashton-Tate Launchs dBASE IV Summer Bundle Promotion
Author:
Created: July 18, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447104a93fcda.pdf (Size: 658 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing "dBASE IV Summer Bundle" promotion for its dBASE customers. The program offers all purchasers of
dBASE IV 1.0 or dBASE IV Developer's Edition 1.0 an automatic, free upgrade to dBASE IV 1.1 plus one of four bonus packages.

Entered By: Bill Selmeier
May 21, 2006

Title: Ashton-Tate Ships Trading Places - Virtual Memory Product
Author: Brad Stevens
Created: July 18, 1989

Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471058472182.pdf (Size: 1.08 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that the publishing arm was shipping Trading Places, a
microcomputer software package that enables users to transparently swap dBASE III PLUS and
dBASE IV in and out of memory. At a suggested retail price of $ 99.95, the'product is now
available through Ashton-Tate's authorized reseller network or directly through Tate Publishing.

Entered By: Bill Selmeier
May 21, 2006

Title: Ashton-Tate Reports Second Quarter Loss
Author: Brad Stevens
Created: July 25, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443294005bba9.pdf (Size: 737 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release reporting a net loss of $ 19.8 million ($ .75 per share) for its second quarter ended
June 30, 1989 on net revenues of $ 59.5 million. For the quarter ended
July 31, 1988 the company reported net income of $ 11.5 million ($ .44 per share) on net
revenues of $ 71.9 million. The company also announced the resignation of Luther J. Nussbaum,
president and chief operating officer.
The net loss for .the second quarter was primarily
attributable to reduced revenues and a write-off of approximately $ 8 million ($ .30 per Share) of
product rights and inventories, principally related to the Decision Resources product line acquired
in 1986.

Entered By: Bill Selmeier
April 4, 2006

Title: Esber Letter Regarding 2nd Quarter Loss
Author: Ed Esber
Created: July 25, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432954d29b26.pdf (Size: 563 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Ed Esber's letter to employees explaining the second quarter loss and the complexities of Taxes
and product revenue reductions due to discontinued lines

Entered By: Bill Selmeier
April 4, 2006
Related Events

Ashton-Tate Reports 2nd Quarter Loss

Title: Macintosh Gets Easy Access To Mainframe Data
Author: Judy Marie Merrill
Created: July 31, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471efca13826.pdf (Size: 1.50 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a joint development and marketing agreement with Fairfield Software, Inc. to provide Apple Macintosh users an elegant and powerful connectivity solution based on Full Impact(tm) Ashton-Tate's presentation spreadsheet for the Macintosh.

Entered By: Bill Selmeier
May 22, 2006

Title: Ships Framework III Developer Toolkit
Author: Linda Duttenhaver
Created: August 14, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447233c0c7656.pdf (Size: 885 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the shipment of Framework III Developer's Toolkit, a set of utilities and detailed documentation to help software developers extend the capabilities of Framework III.

Entered By: Bill Selmeier
May 22, 2006

Title: Upgrade Promotion For Fullwrite Professional and Full Impact
Author: Judy Marie Merrill
Created: August 14, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472349f1d443.pdf (Size: 858 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing a new upgrade promotion that offers Apple Macintosh users the opportunity to upgrade their current Mac programs to FullWrite Professional(tm) or Full Impact(tm) direct from Ashton-Tate for $ 95.00 plus applicable sales tax.

Entered By: Bill Selmeier

May 22, 2006

Title: Announcement of Workforce Reduction and other Cost Controls
Author: Linda Duttenhaver
Created: August 15, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44329f44e0c7e.pdf (Size: 1.13 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press release announcing that the company will significantly reduce its workforce and other operating costs and expenses.
The company also announced that its revenues will continue to be adversely impacted and that reduced revenues, together with anticipated severance and other costs, may result in an operating loss' for the quarter "ending september 30, 1989" greater than the operating loss for the quarter ended June 30, 1989.

Entered By: Bill Selmeier
April 4, 2006
Related Events

Cost Control, Workforce Reduction

Title: Corporate Background
Author: Brad Stevens
Created: August 31, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472695323d7e.pdf (Size: 3.52 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release providing background on Ashton-Tate as of 1989. Ashton-Tate Corporation was one of the world's largest developers and marketers of business software for microcomputers. The company was a leading supplier of database management systems; offered advanced spreadsheet, integrated word processing, business graphics and desktop publishing packages; and provided complete service and support programs for all levels of customers.

Entered By: Bill Selmeier
May 22, 2006

Title: Macamerica Distributes Ashton-Tate Products
Author: Brad Stevens
Created: October 2, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473730cb68e7.pdf (Size: 985 KB)
Pages: 3
Cataloguer:
Copyright:

Description:
Press Release announcing that Ashton-Tate had signed Macamerica, a division of Microamerica, as a distributor of its software products for the Apple Macintosh personal computer. Macamerica will distribute all of Ashton-Tate's Macintosh software products. -- ----------------------------------
Entered By: Bill Selmeier
May 23, 2006

Title: Introducing Training Software for SQL Server
Author: Liz Sidnam-Wright
Created: October 10, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473828326fe0.pdf (Size: 1.11 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing SQL Tutor for SQL Server, a computer-based training (CBT) product at the Info '89: Information Management Exposition and Conference. The software training program methodically taught users the fundamentals of Transact-SQL commands to facilitate the access of data from the Ashton-Tate/Microsoft SQL Server.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Begins Beta Testing dBASE IV 1.1
Author: Liz Sidnam-Wright
Created: October 17, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44738a0200cd9.pdf (Size: 1.71 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announced commencement of formal Beta Testing for dBASE IV, Version 1.1. An extension of the company's internal testing program, Ashton-Tate's beta testing was a phased program of international scope designed to solicit input from a broad profile of developers, resellers and corporate customers.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Reports Third Quarter Loss
Author: Brad Stevens
Created: October 17, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432bcbbefb66.pdf (Size: 4.33 MB)
Pages: 12
Cataloguer:
Copyright:

Description:
Press Release announcing Ashton-Tate Corporation was reporting a net loss of $ 19.4 million ($ .74 per share) for its third quarter ended September 30, 1989 on net revenues of $ 53.9 million. For the quarter ended October 31, 1988, the company reported net income of $ 11.7 million ($ .45 per share) on net revenues of $ 75.7 million.

Entered By: Bill Selmeier
April 4, 2006

Title: Ashton-Tate Signs Technical Agreement with Rational Systems
Author: Brad Stevens
Created: October 23, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44738df3649e2.pdf (Size: 926 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press release announcing agreement that Rational will provide its DOS/16M DOS extender technoloqy to Ashton-Tate for future application software products. Use of this technology removes the 640K limitation of DOS Operating Systems.

Entered By: Bill Selmeier
May 23, 2006

Title: Eight City Road Tour
Author: Linda Duttenhaver
Created: October 23, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44738cb6a704a.pdf (Size: 912 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing an eight city road tour to introduce three new products from Ashton-Tate's Applications Group:
MultiMate version 4.0 word processing, APPLAUSE II business graphics and Control Room. MultiMate version 4.0 and
APPLAUSE II were siqnificant upqrades to the products that had a combined installed base of well over 1 million users.

Entered By: Bill Selmeier
May 23, 2006

Title: Announcement of MultiMate 4.0
Author: Linda Duttenhaver
Created: October 30, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432cd5c190e6.pdf (Size: 1.66 MB)
Pages: 4

Cataloguer:
Copyright:
Description:
Press Release announcing MultiMate version 4.0, upgrade to the company's MultiMate Advantage II word processing
software. This new version of MultiMate features integrated graphics, electronic mail, transparent document conversion, a comprehensive grammar checker, WYSIWYG display, redlining and several features targeted to the legal market.

Entered By: Bill Selmeier
April 4, 2006

Title: Announces Control Room
Author: Linda Duttenhaver
Created: October 30, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44748c1d4103c.pdf (Size: 1.42 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announced Control Room, utility software that offers users an easy and convenient way to understand and inspect their computer, personalize their systems, and protect machine and software investments.

Entered By: Bill Selmeier
May 24, 2006

Title: Applause II Announcement
Author: Linda Duttenhaver
Created: October 30, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432c9c28ad0e.pdf (Size: 1.52 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing APPLAUSE II, graphics software that includes charting, drawing and electronic slide show features.

Entered By: Bill Selmeier
April 4, 2006

Title: Introductory Promotion for Applause II
Author: Linda Duttenhaver
Created: October 30, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432cb4bdcb81.pdf (Size: 982 KB)
Pages: 3
Cataloguer:

Copyright:
Description:
Press Release announcing a special promotion offering
the software at a suggested retail price of $99.95 off the $495 regular price until the end of
January 1990 and named \"Move Up to APPLAUSE II.\" The promotion was targeted to both new
and current users of competitive graphics products.

Entered By: Bill Selmeier
April 4, 2006

Title: Activity At COMDEX Fall
Author: Linda Duttenhaver
Created: November 6, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474c19f1ca89.pdf (Size: 1.04 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate highlighted a number of new products, promotions
and dBASE applications at next week's COMDEX trade show. The company will be in the Las
Vegas Hilton show area.

Entered By: Bill Selmeier
May 24, 2006

Title: Framework III LAN Certified on Banyon Vines
Author: Linda Duttenhaver
Created: November 6, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474c28106217.pdf (Size: 892 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Framework III LAN Version 1.0 certified to be compatible with the
Banyan VINES Virtual Networking System Version 3.1.

Entered By: Bill Selmeier
May 24, 2006

Title: Support For Compaq Compters New Workstation
Author: Brad Stevens
Created: November 6, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474c35517ed5.pdf (Size: 1024 KB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release announcing support of the new COMPAQ SYSTEMPRO, a powerful, server-oriented microcomputer: COMPAQ DESKPRO 486/25, a personal computer: COMPAQ LAN MANAGER 386/486 network system from Compaq Computer Corporation.

Entered By: Bill Selmeier
May 24, 2006

Title: Framework III Has Fax Capability
Author: Linda Duttenhaver
Created: November 7, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4474e31bb32c5.pdf (Size: 1.15 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that individual and LAN users of Framework III can send facsimiles directly from the Framework III integrated software package without leaving their personal computers. Alcom's EasyGate LanFax network fax server, which supported Ashton-Tate's Framework III software made it possible.

Entered By: Bill Selmeier
May 24, 2006

Title: Russian Version Of Framework II
Author: Dian Melius
Created: November 13, 1989
Publisher: Ashton Tate
Donated By: Ed Esber
Filename: doc-4474ea3f711fc.pdf (Size: 1.19 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing a joint marketing agreement with the Leningrad Institute of Informatics and Automation (LIIAS), part of the Academy of Science in Leningrad USSR, to sell a bundled product of Ashton-Tate's rramework II integrated software with Informantage, II, an original Russian PC application product. The combined products,
when installed, provide the user with switchable, bi-lingual
Russian/English wordprocessing, spreadsheet, database, graphics and telecommunication functionality. This is the first official Ashton-Tate product authorized and certified in the Russian language. The combined products, Framework II and Informantage II, fulfil a broad range of user requirements.

Entered By: Bill Selmeier
May 24, 2006

Title: Demand For dBASE Remains Strong
Author: Brad Stevens
Created: November 20, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber

Filename: doc-4475fd6fb6008.pdf (Size: 1.78 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release informing others that demand for dBASE product continues to remain strong. Channel efforts to maintain sales of dBASE III and dBASE III Plus in the face of the soon to be available dBASE IV is recognized.

Entered By: Bill Selmeier
May 25, 2006

Title: Byline 2.0 Statement Approved Response
Author: Linda Duttenhaver
Created: December 5, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a79ebe6342.pdf (Size: 187 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Instructions to employees regarding Byline 2.0 :
The following statement has been approved as a response for
inquiries regarding the status of Byline 2.0:
"Ashton-Tate will continue to market Byline 1.0; however, we' are still in contractual negotiations with the developer for Byline 2.0. It is unlikely that Ashton-Tate will market Byline 2.0."

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Sells Interest in Sybase to Lotus Development
Author: Brad Stevens
Created: December 14, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4432c01c5e2d3.pdf (Size: 572 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press release announcing that Ashton-Tate had sold its interest in Sybase to Lotus because investment in Sybase had caused considerable confusion among its customers as its subsidiary, Interbase Software Corporation, competed with Sybase in the minicomputer database area
----
Entered By: Bill Selmeier
April 4, 2006

Title: Broaden Channels For SQL Server
Author: Liz Sidnam-Wright
Created: December 14, 1989
Publisher: Microsoft Corporation
Donated By: Ed Esber

Filename: doc-447621062fe96.pdf (Size: 843 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Microsoft and Ashton-Tate had renegotiated their distribution agreement for the
Ashton-Tate/Microsoft SQL Server. Ashton-Tate will continue to distribute SQL Server to the retail channel on a non-exclusive basis. When Ashton-Tate ships a version of dBASE IV that supports SQL Server or no later than July 31, 1990, Ashton-Tate will begin selling SQL Server only in conjunction with dBASE IV or other Ashton-Tate front-ends that support SQL Server.

Entered By: Bill Selmeier
May 25, 2006

Title: dBASE IV Upgrade Policy
Author: Delia Fernandez
Created: December 14, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4476222e279d6.pdf (Size: 510 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the upgrade policy for dBASE IV 1.1 Server Edition. For users who purchase dBASE IV 1.0 on or before January 31, 1990, dBASE IV 1.1 Server Edition (when released) will be available for the cost of shipping and handling charges only. For purchasers of dBASE IV 1.0 after January 31, 1990, the Server Edition will be available to registered users for a normal upgrade fee. No ship date for dBASE IV 1.1 Server Edition has been announced.

Entered By: Bill Selmeier
May 25, 2006

Title: Ashton-Tate Ships MultiMate 4.0
Author: Linda Duttenhaver
Created: December 18, 1989
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447625522b391.pdf (Size: 1.43 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release stating Ashton-Tate shiped MultiMate version
4.0, the company's DOS-based word processor. This new version includes integrated electronic mail, a grammar checker, transparent file conversion, a DOS shell feature to run
other software, and several features targeted to the legal market, including redlining.

Entered By: Bill Selmeier
May 25, 2006

Title: Ashton Tate and Technology Works Announce Promotion of Macintosh Market

Author: Linda Duttenhaver
Created: January 3, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464b12a7d38c.pdf (Size: 1.26 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate corporation and Technology Works of Austin, Texas, a supplier of memory upgrades, announced a joint promotion that includes a free copy of FullWrite Professional version 1.0, Ashton-Tate's word processing program for the Macintosh, with every Technology Works 4 MB memory upgrade kit. The offer saves users $395 and will ran from January 2 through March 31, 1990.

Entered By: Bill Selmeier
May 12, 2006

Title: New Technical Support Focus
Author: Brad Stevens
Created: January 3, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464afeb1df66.pdf (Size: 1.98 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release announcing four enhancements to the U.S. technical support operation, including free and unlimited telephone technical support: the Ashton-Tate ASSIST Program to enhanced support plans; toll-free access to the Ashton-Tate Bulletin Board System (BBS); and "Auto-Tate," a toll-free automated attendant answering commonly-asked technical support questions.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Launches ATTAIN Customer Training Network
Author: Brad Stevens
Created: January 8, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464b9c507c65.pdf (Size: 1.35 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate formation of A.T.T.A.I.N., the Ashton-Tate Training Association Information Network. The network consists or national and regional training organizations authorized by Ashton-Tate to offer training and education on dBASE IV, MultiMate Advantage II, MultiMate version 4.0, DRAW APPLAUSE, Framework III, RapidPile, FullWrite Professional, Full
Impact and other company products. Developed and managed by the Training Services department of Ashton-Tate's Professional Services Division (PSD), the network has seven charter members, including two national organizations: Egghead University and ExecuTrain.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Reduces Price on Framework III Upgrade and Developer Products
Author: Linda Duttenhaver
Created: January 8, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4436bb989a18b.pdf (Size: 1.10 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing several price reductions for Framework III upgrades and developer products. integrated decision support software. Customers could now upgrade from any version of Framework to Framework III for $ 99 (formerly $ 175) or purchase Framework III RunTime or the Framework III Developer's Toolkit for a reduced price of $ 195 each. These two products were suggested retail priced at $ 995 and $ 250, respectively. Customers received complete software packages -- including detailed documentation and free, unlimited customer support -- at these prices, although Framework III RunTime no longer included a copy of Framework III.

Entered By: Bill Selmeier
April 7, 2006

Title: Donald F Dempsey Appointed VP and GM
Author: Brad Stevens
Created: January 8, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44343ff2d2f0d.pdf (Size: 701 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Donald F.
Dempsey, 54, to the position of vice president and general
manager, U.S. Division replacing former division head, Wes Richards. Based at Ashton-Tate headquarters in Torrance, California, Dempsey will oversaw the company\'s entire U.S. sales organization, including district offices and the channel sales, major accounts, corporate accounts, government, advanced products value added resellers (VARs) and original equipment manufacturers (OEMs) operations. He reported directly to Ed Esber, Chief Executive officer.
Dempsey came to Ashton-Tate after 20 years at Xerox
corporation where he served in numerous executive sales
positions, including his most recent post as vice president
OEM/VAR marketing and sales for Xerox\'s printer, scanner
workstations and related publishing software businesses.

Entered By: Bill Selmeier
April 5, 2006

Title: Reduced Pricing Framework Upgrades- Developers
Author: Linda Duttenhaver

Created: January 8, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464bc03eae25.pdf (Size: 1.10 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing price reductions. Ashton-Tate Corporation made several price reductions for Framework
III upgrades and developer products. Effective that day, customers could upgrade from any version of Framework to Framework III for $99 (formerly $175) or purchase Framework III RunTime or the Framework III Developer's Toolkit for a
reduced price of $195 each. These two products were suggested retail priced at $995 and $250, respectively. Customers receive complete software packages -- including detailed documentation and free, unlimited customer support -- at these prices, although Framework III RunTime no longer includes a copy of Framework III.

Entered By: Bill Selmeier
May 12, 2006

Title: Eric Kim Resigns
Author: Brad Stevens
Created: January 11, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4434415aa14de.pdf (Size: 703 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Eric B. Kim vice president, Database Products, resigned effective January 19, 1990.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate Announces Free Technical Support in Canada
Author: Dian Melius
Created: January 15, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464c8459e664.pdf (Size: 1.64 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing three enhancements to its Canadian technical support program: (1)free and unlimited telephone technical support; (2) the Ashton-Tate ASSIST Program of enhanced support plans; and (3)"Auto-Tate," a toll-free automated attendant answering commonly-asked technical support questions.

Entered By: Bill Selmeier
May 12, 2006

Title: Bill Lyons, William and Mary Alum, Heads Campaign Drive
Author: Elaine Justice
Created: January 16, 1990
Publisher:
Donated By: Ed Esber
Filename: doc-4464cbb8d8a7d.pdf (Size: 617 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release to announce the Bill Lyons would help his alma mater in a capital funds drive.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton Tate Announces that MultiMate 4 Includes Docucomp
Author: Linda Duttenhaver
Created: January 22, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464f08b02ed4.pdf (Size: 712 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate had licensed Advanced Software's automatic
document comparison program, DocuComp, for inclusion in the newly released MultiMate version
4.0. DocuComp was available as a menu item from within MultiMate. DocuComp allowed
MultiMate users to track and report their text changes, a feature uncommon among major word
processing programs.

Entered By: Bill Selmeier
May 12, 2006

**Title: Ashton-Tate and Sun Microsystems Sign Joint Product Developement and Marketing
Agreement**
Author: Dian Melius
Created: January 23, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44344fb7632c9.pdf (Size: 1.17 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate
Corporation and Sun Microsystems signed a joint development and marketing agreement to
make dBASE IV available for Sun computer systems. Terms of the agreement were not
disclosed. This announcement marks Ashton-Tate's entry into the Sun workstation market with
dBASE IV, a productivity data management and application development environment.

Entered By: Bill Selmeier

April 5, 2006

Title: Ashton-Tate Launches Authorized Educational Reseller Program
Author: Brad Stevens
Created: January 30, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4464fd74ac0b3.pdf (Size: 1.38 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate launched an Authorized Educational Reseller
Program and named two national educational product distributors, Soft-Kat, Inc. of Chatsworth,
California, and NACSCORP, of Oberlin, Ohio.
Under the Authorized Educational Reseller Program,
Ashton-Tate will authorize resellers to sell educational versions of its software products to
colleges, universities and other educational institutions.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Reports Calendar 1989 Results
Author: Brad Stevens
Created: February 7, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446505adc52d7.pdf (Size: 1.23 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting a net loss of $ 28.6 million ($ 1.09
per share) on revenues ot $ 265.3 million for the calendar year ended December 31, 1989. For
the fiscal year ended January 31, 1989, the company reported net income of $ 47.7 million ($
1.83 per share) on revenues ot $ 307.3 million.
The company reported a fourth quarter net loss of $ 1.0
million ($ .04 per share) on $ 62.1 million in revenues, compared with net income ot $ 13.4 million
($ .51 per share) on revenues of $ 87.3 million for the quarter ended January 31, 1989.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Ships Graphics Software Applause II
Author: Linda Duttenhaver
Created: February 8, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446508b15104f.pdf (Size: 1.79 MB)
Pages: 5
Cataloguer:
Copyright:
Description:

Press Release to report that Ashton-Tate began shipping APPLAUSE II, the company's new graphics software that includes charting, drawing and electronic slide show features. The software was sold for $99.95 as part of a special introductory promotion valid until March 31, 1990. Thereafter, APPLAUSE II will have a suggested retail price of $495. The new software included 37 automatic chart types, support for a wide range of equipment -- from PC/XTs to 386s; from CGA/Hercules to VGA or 8514A monitors; with 512K RAM and above -- and output to printed documents and overheads. Slides could be generated overnight via a direct connection with Ashton-Tate's Graphics Service or by output to a user's camera. These and many other features are accessed through APPLAUSE II's graphical interface. "APPLAUSE II combined the functionality of MASTER GRAPHICS with the sophisticated drawing of DRAW APPLAUSE.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate dBASE Directfor IBM 3270
Author: Dian Melius
Created: February 12, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446516ca65aa0.pdf (Size: 1.97 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release announcing first customer shipment of dBASE DIRECT for 3270 which links its dBASEIII PLUS database
management system with the IBM 370 maintrame. This new dBASE
connectivity product allows dBASE III PLUS users to access IBM
mainframe data and applications via standard 3270 terminal
emulators without modification to the mainframe.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Ships dBASE Direct for AS400
Author: Dian Melius
Created: February 12, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44651e5b02594.pdf (Size: 1.91 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press Release to announce first customer shipment of dBASE DIRECT for AS/400 which links its dBASE III PLUS database management system with IBM's AS/400 midrange systems.
The company also announced an upgrade and introductory bundling proqram. dBASE DIRECT for AS/400 allows PC users to access, transfer and manipulate AS/400 data from within dBASE III PLUS applications via the IBM PC Support utility.

Entered By: Bill Selmeier
May 12, 2006

Title: DPE announced dBASE Direct
Author: John White
Created: February 12, 1990
Publisher: DP Enterprises
Donated By: Ed Esber
Filename: doc-44651a2113a3d.pdf (Size: 969 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release from DP Enterprises announcing DP Enterprises, will beqin marketing dBASE
DIRECT for 3270 and dBASE DIRECT for AS/400 immediately. This marked an expansion of the
company' s Ashton-Tate dBASE DIRECT product offerings.

Entered By: Bill Selmeier
May 12, 2006

Title: FJ Barrett Anounced dBASE Direct 3270 addons
Author: Dian Melius
Created: February 12, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44651cc6af44e.pdf (Size: 1.14 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing F.J. Barrett and Associates have products, seaca+ and interaq.2, to
help developers. seaca+ is a dBASE DIRECT development tool which eliminates the manual
steps required to analyze 3270 screens and support 3270 applications. interaq.2 is a dBASE
DIRECT application that enables users to brinq DB2 data into a dBASE file usinq IBM's QMF
(Query Manaqement Facility).

Entered By: Bill Selmeier
May 12, 2006

Title: SQLlink for Framework III
Author: Linda Duttenhaver
Created: February 12, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4465206197067.pdf (Size: 1.30 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release to announce SQL Link for Framework III, a utility that enables users to bring data
from SQL Server into Framework III.

Entered By: Bill Selmeier
May 12, 2006

Title: Ashton-Tate Announces Floyd Bradley Appointed Interium VP-GM

Author: Dian Melius
Created: February 15, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4465234f942e5.pdf (Size: 1.28 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the appointment of Floyd H. Bradley III, to vice president and general manager of the company's Database Division, effective immediately. Bradley's appointment is an interim assignment while the company continues its search tor a permanent Database Division general manager.

Entered By: Bill Selmeier
May 12, 2006

Title: Agreement General Parametrics
Author: Linda Duttenhaver
Created: February 19, 1990
Publisher:
Donated By: Ed Esber
Filename: doc-44652618b73e5.pdf (Size: 1.10 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release stating a cooperative agreement was announced by Ashton-Tate Corporation and General parametrics. Ashton-Tate's recently-introduced graphics software, APPLAUSE II, would supports General parametrics' line of VideoShow electronic presentation products. A portable electronic presentation unit, the VideoShow system uses disks prepared on a personal computer. It can be connected to any color monitor or large screen video projector to give full color, high resolution presentations.

Entered By: Bill Selmeier
May 12, 2006

Title: New Retail Price for dBASE Stats
Author: Brad Stevens
Created: March 12, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466245adf393.pdf (Size: 1.26 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate reduced the suggested retail price of dBASE STATS from $ 399.95 to $ 149.95 effective immediately. Currently available directly from Ashton-Tate or at microcomputer software stores nationwide, dBASE STATS is a dBASE III PLUS or dBASE IV add-on product that allows users to analyze their dBASE data.

Entered By: Bill Selmeier
May 13, 2006

Title: Action Technology and Ashton-Tate Announce MHS Licensing Agreement
Author: Linda Duttenhaver
Created: March 19, 1990
Publisher: Action Technology
Donated By: Ed Esber
Filename: doc-446633f05eb30.pdf (Size: 996 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release reporting that Action Technologies and Ashton-Tate Corporation announced an agreement under which Ashton-Tate is licensing MHS by Action Technologies for inclusion in future products. Initially this will include MultiMate(R) Version 4.0 and Framework III LAN (R). The announcement is a result of each company's strategy to help end user increase productivity while supporting existing user environments and applications. MHS is a widely used store and forward messaging technology that allows people using dissimilar computers, applications and protocols to perform inter- and intra-network messaging in a cost effective and efficient time frame. MultiMate 4.0 is Ashton-Tate's new DOS word processing software that provides power and ease of use. It includes an integrated grammar checker, graphics, transparent file conversion and a number of other new features.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Announces an Alliance with Macreations
Author: Linda Duttenhaver
Created: March 27, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a4eac17ca.pdf (Size: 1.35 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing a marketing agreement with
Macreations, the Pacifica, California-based developer of Macintosh software. Under this agreement, Ashton-Tate is offering Macreation's Tycho Table Maker to FullWrite Professional users for $12, effective immediately.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Ships Control Room
Author: Linda Duttenhaver
Created: March 27, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466a5d464355.pdf (Size: 1.82 MB)
Pages: 5
Cataloguer:
Copyright:
Description:

Press Release anouncing that Ashton-Tate began shipping Control Room, utility software that offers users an easy and convenient way to inspect their computer configuration, personalize their systems, and protect their machine and software investments.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Appoints David McGlaughlin Managing Director of Canada
Author: Dian Melius
Created: March 28, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4466aac38bbb2.pdf (Size: 709 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release to announce the appointment of David B.
McGlaughlin, to Managing Director of the company's Canadian
subsidiary.

Entered By: Bill Selmeier
May 13, 2006

Title: Ashton-Tate Announces Full Impact at MacWorld Expo
Author: Linda Duttenhaver
Created: April 10, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443451ef98298.pdf (Size: 1.44 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing Full Impact 2.0, an updated version of the spreadsheet software for the Macintosh, at MacWorld Exposition in San Francisco. It included 3-D graphs, Excel data import and export, new productivity features such as
intelligent recalculation, presentation enhancements such as new chart types and borders, and several developer tools, including buttons for a suggested retail price of $ 295.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate to Host 1990 Technical Conference
Author: Brad Stevens
Created: April 17, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a4f4ff038c.pdf (Size: 1023 KB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release announcing plans to host the 1990 Ashton-Tate
Technical Conterence on Septeaber 9-12 at the Anaheim
Hilton and Towers in Anaheim, Calitornia provided software users, developers and consultants
with technical information on the Ashton-Tate products, tools, and techniques. The Conference
featured more than 40 technical sessions hosted by a faculty of 70 professional developers,
induatry experts and Ashton-Tate technologists.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate First Quarter Results
Author: Brad Stevens
Created: April 18, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a502e9ab84.pdf (Size: 1.05 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release reporting a net loss of $ 1.0 million ($ .04 per
share) on net revenues of $ 57.0 million for its first quarter
ended March 30, 1990. The company reported net income of $ 11.5 million ($ .44 per share) on
net revenues of $ 89.8 million for the quarter ended March 31, 1989. According to the company,
the first quarter net loss was primarily attributable to reduced revenues.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Realigns Top Management
Author: Brad Stevens
Created: April 30, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443433a81ac12.pdf (Size: 950 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release to announce the Board of Directors has elected William P. Lyons, 45, president
and chief operating officer. Most recently, he was vice president and general manager of Ashton-
Tate's applications group. Edward M. Esber, Jr., 37, has resigned as chairman and chief
executive officer. He will continue as a director and will be vice chairman of the board. Dr.
Carmelo J. Santoro, 48, an outside director and chairman and chief executive officer of Silicon
Systems, Inc., has been elected non-executive chairman of the Ashton-Tate board. Dr. Santoro
has been a director of
Ashton-Tate since 1983 and previously served as Chairman of the Ashton-Tate board.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate Ships SQLlink for Framework III
Author: Linda Duttenhaver

Created: May 1, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b8864c8fd6.pdf (Size: 1.33 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that SQL Link for Framework III had
begun shipping. A utility that enabled users to bring data from SQL Server into Framework III,
SQL Link for Framework III has a suggested retail price of $ 49.95. It is available now through
selected Ashton-Tate authorized resellers.

Entered By: Bill Selmeier
May 17, 2006

Title: MultiMate for PC-DOS now Available for UNIX
Author: Linda Duttenhaver
Created: May 1, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446a7c9c405f6.pdf (Size: 1.34 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that MultiMate Advantage II, one of the most popular word processors
for the IBM PC, was available for most major UNIX-based microcomputer systems. Under an
agreement, Hunter Systems, of Mountain View, Calif., manufactured and marketed MultiMate
Advantage II as an XDOS Portable Application.

Entered By: Bill Selmeier
May 16, 2006

Title: Ashton-Tate Begins Beta Test dBASE IV VAX VMS
Author: Dian Melius
Created: May 3, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b8c4c23352.pdf (Size: 1.25 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing the availability of the beta
version of dBASE IV for VAX VMS systems. This product was the
result of joint development and marketing efforts announced by
Ashton-Tate and Digital Equipment Corporation in October, 1988. The beta software was
demonstrated in Digital's booth number 13 at DECUS, May 7 - 11, 1990 at the New Orleans
Convention Center.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate and Interbase Focus on UNIX
Author: Dian Melius
Created: May 7, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446b926883e21.pdf (Size: 1.02 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press release announcing a demonstration of a number of products for Sun Microsystems workstations at UNIX EXPO WEST from May 7 - 9, 1990 at the Los Angeles Convention Center. On display was a design partner version of Ashton-Tate's dBASE IV for Sun and InterBase Version 3.0 relational database management system. Also on display was XDOS Version of MultiMate for UNIX developed and supported by Hunter Systems, an authorized Ashton-Tate reseller.

Entered By: Bill Selmeier
May 17, 2006

Title: David Procter Appointed VP and GM
Author: Linda Duttenhaver
Created: May 21, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4434434eec04e.pdf (Size: 1.10 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that David R. Proctor, 49, joined the company as Vice President and General Manager of the company's database division. Proctor was responsible for the development and marketing of the company's database management system product line, including dBASE IV, advanced and connectivity products, and RapidFile. He also oversaw the development of the division's long range strategic plans. Proctor reports directly to Ashton-Tate President and Chief Executive Officer
----
Entered By: Bill Selmeier
April 5, 2006

Title: Applause II Supports Matrix Film Recorder Driver
Author: Linda Duttenhaver
Created: June 1, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bb5bbe70d1.pdf (Size: 1.35 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announced that APPLAUSE II, the company's

business graphics software, now supports an enhanced MATRIX film recorder driver. This new driver lets users produce images ten times faster than they could with the driver previously included in APPLAUSE II.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate to Restructure European Operations
Author: Diane Melius
Created: June 5, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446bbe3da4cce.pdf (Size: 916 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing a restructuring of its European Division into five geographic regions: Northern, Central & Southern, German, Eastern and Distributor. The company also announced that it will be expanding its Nordic operations, headquartered in stockholm, Sweden.

Entered By: Bill Selmeier
May 17, 2006

Title: Ashton-Tate Ship Framework II with Informontage-2
Author: Diane Melius
Created: June 7, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446c8fb92ebbe.pdf (Size: 1.08 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing the first customer shipment of
Framework II bundled with Informontage-2, an original Russian PC application product developed by the Leningrad Institute of
Informatics and Automation (LIIAS), one of the most important
Institutes of Informatics in the USSR. The combination of
Framework II and Informontage-2 offers the first Russian/English integrated word processing, spreadsheet, database, graphics and tele-communications software package for the PC.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Announces Multimate for Networks
Author: Linda Duttenhaver
Created: June 19, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-446cb26a53807.pdf (Size: 1.40 MB)
Pages: 4
Cataloguer:

Copyright:
Description:
Press Release announcing that MultiMate 4.0 for networks, a version of the company's DOS-based word processor, is in
production now and is expected to ship by June 26, 1990. At the same time, the company announced a reduction in the suggested retail price from $ 565 to $ 495 for both the network and single-user versions of MultiMate version 4.0.
Used in a network environment, MultiMate version 4.0 includes the software for the server and one user. Software for additional users can be purchased for $ 195 per workstation, with no limit on the number of users.

Entered By: Bill Selmeier
May 18, 2006

Title: Ashton-Tate Licenses Bitstream Speedo Fontscale Technology
Author: Catherine Hartley
Created: June 19, 1990
Publisher: Bitstream
Donated By: Ed Esber
Filename: doc-446cb38f21cdd.pdf (Size: 424 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-tate had licensed Bitstream(R) Speedo (tm) font scaling technology for use in future graphics products. Speedo technology provides on-the-fly font generation capabilities, allowing users to build fonts in the desired type style and point size immediately without exiting from the software application.

Entered By: Bill Selmeier
May 18, 2006

Title: Harvey Jeane Resigns from Ashton-Tate
Author: Brad Stevens
Created: July 13, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4434469c3b0d9.pdf (Size: 718 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Harvey L. Jeane, 45, vice
president of Corporate Technologies, has resigned to assume the position of president and chief executive officer of Simi Valley, California-based Optika Imaging Systems Inc., a developer of document storage and retrieval systems.
Jeane, whose resignation is effective immediately, joined
Ashton-Tate in August 1983 as vice president, product
development. Harvey Jeane helped build the company\'s various product development centers.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate Sells dBASE MAC
Author: Linda Duttenhaver
Created: July 16, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447101743837f.pdf (Size: 1.17 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate has sold dBASE Mac, its database software for the Macintosh, to New Era Software Group, Inc. of Miami, Florida.

Entered By: Bill Selmeier
May 21, 2006

Title: Ashton-Tate Starts Shipping Full Impact 2.0
Author: Linda Duttenhaver
Created: July 16, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4434547c23636.pdf (Size: 1019 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate Corporation began shipments of Full Impact 2.0, the company's presentation spreadsheet software for the Macintosh to the Ashton-Tate authorized reseller network at a new suggested retail price of $ 295.

Entered By: Bill Selmeier
April 5, 2006

Title: PC Industry Agrees on European Standard
Author: Dian Melius
Created: July 16, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471006f66b96.pdf (Size: 2.02 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Press release announcing that major Western companies in the computer software and hardware industry, in conjunction with leading East European developers, announced agreement on a single character set for the Eastern European PC market. During a two-day workshop in Budapest co-sponsored by Ashton-Tate and Microsoft in late June, experts from East and West met to discuss the difficult question of establishing standards for character sets -- or "code pages" -- as well as keyboard layouts and other issues particular to each country. Representatives from IBM, Hewlett-Packard, Microsoft, Ashton-Tate, Lotus Development, Aldus corporation, and Cherry Keyboards met with specialists from the Soviet Union, Bulgaria, Czechoslovakia, Hungary, Poland and Yugoslavia.

Entered By: Bill Selmeier

May 21, 2006

Title: Second Quarter 1990 Results
Author: Brad Stevens
Created: July 18, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471064cd29df.pdf (Size: 947 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Releasing announcing a net loss of $ 12.6 million ($ .47
per share) on net revenues of $ 48.1 million for its second
quarter ended June 30, 1990, compared with a net loss of $ 19.8 million ($ .75 per share) on net
revenues of $ 59.5 million for the quarter ended June 30, 1989.

Entered By: Bill Selmeier
May 21, 2006

Title: Ashton-Tate at PC World Forum Moscow
Author: Dian Melius
Created: July 19, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471dced2dcd6.pdf (Size: 1.01 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release recounting that Ashton-Tate made three major announcements at the PC World
Forum in Moscow, where the company was demonstrated a full range of its PC and Russian add-
on software products. The announcements include the signing of a Soviet joint venture document,
the establishment of the first Ashton-Tate Soviet Training Center in Siberia and the completion of
its first formal database training program in Siberia.

Entered By: Bill Selmeier
May 22, 2006

Title: First Authorized Training Center in USSR
Author: Dian Melius
Created: July 19, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4471e06918ea4.pdf (Size: 693 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing an agreement with the Novosibirsk Institute of Electrical Engineering
whereby the Institue became the company's first authorized training center in the Soviet Union.
Under the agreement the Institute organized and conducted formal training courses for Ashton-
Tate's dBASE database management systems, Framework integrated decision support programs

and APPLAUSE II graphics software. The institute also developed and produced training materials in Russian.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Ships dBASE IV Version 1.1
Author: Brad Stevens
Created: July 31, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4434569d4e6a0.pdf (Size: 1.74 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate had shipped version 1.1 of its flagship product, dBASE IV to authorized Ashton-Tate resellers. Significant enhancements made to the product include reduced memory requirements, increased performance, Structured Query Language (SQL) improvements, simplified installation, new language commands, and several other new features and functions.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate Ships dBASE IV Version 1.1 for VAX VMS
Author: Dian Melius
Created: July 31, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4434598858e0d.pdf (Size: 2.34 MB)
Pages: 7
Cataloguer:
Copyright:
Description:
Press Release by Ashton-Tate Corporation and Digital Equipment Corporation today announced dBASE IV for VAX VMS systems. The product is a full implementation of dBASE IV version 1.1 software, runs on VAX systems and workstations, and uses Digital's Network Applications Support (NAS). NAS is Digital's open system for multivendor, distributed application integration. dBASE IV for VAX VMS will be marketed and supported worldwide by Digital and will be available in the U.S. in the fourth quarter 1990.

Entered By: Bill Selmeier
April 5, 2006

Title: dBASE IV Version ships in English, French and German
Author: Dian Melius
Created: July 31, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443457f938a97.pdf (Size: 1.46 MB)
Pages: 4
Cataloguer:

Copyright:
Description:
Press Release noting that the shipment of dBASE IV version 1.1 in English, German and French marking the first time the company has simultaneously shipped a new software product or upgrade in multiple languages to coincide with the first customer shipment of the English product in the United States or Great Britian.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate Announces Fullwrite Professional Version 1.5 at Macworld
Author: Linda Duttenhaver
Created: August 7, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4472088ea8417.pdf (Size: 1.30 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release introducing FullWrite Professional version 1.5, on the opening day of MacWorld Exposition in Boston. FullWrite Professional 1.5 is a new version of the Ashton-Tate's full-featured word processing software for the Macintosh. The software was already shipping at a suggested retail price of $ 395.00 and was available through Ashton-Tate authorized resellers. As a major upgrade to FullWrite Professional 1.1, the new product added new page layout features, expanded file conversion capabilities and improved learning and help facilities.

Entered By: Bill Selmeier
May 22, 2006

Title: September 1990 Technical Conference Spotlighted dBASE IV 1.1 Cross-Platform
Author: Brad Stevens
Created: August 8, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447230758694d.pdf (Size: 767 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate will feature the recently released dBASE IV version 1.1, and demonstrations of prototype cross-platform ports for that product, at its
Technical Conference, September 9-12, 1990, in Anaheim, California. The conference offered 40 technical sessions, many of which highlighted dBASE IV version 1.1 programming and usage tips, techniques and insights. Session topics included What's New in dBASE IV version 1.1: Programming Techniques for Multiuser Applications: Getting the Most out of Windowing and Menus: and Optimizing dBASE Applications for Performance.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate to Repurchase Common Shares
Author: Brad Stevens

Created: August 14, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44723555b7f1d.pdf (Size: 471 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate's Board of Directors authorized the company to repurchase up to 2 million of its common shares. The repurchases were effected from time to time in open-market transactions at prevailing market prices.

Entered By: Bill Selmeier
May 22, 2006

Title: SQL Server Support Upgrade Program
Author: Liz Sidnam-Wright
Created: August 14, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447236527d6f7.pdf (Size: 1.13 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release reaffirming Ashton-Tate's commitment, through participation in Microsoft's SQL Business Partner Program, to providing front-end products for the Microsoft SQL Server. The company also announced that it will offer Microsoft SQL Server version 1.1 upgrades, along with Microsoft corporation, to current SQL Server users.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Begins Beta dBASE IV for UNIX
Author: Dian Melius
Created: August 15, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44723a472925d.pdf (Size: 986 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing commencement of a formal beta
testing program of dBASE IV for UNIX. The product is a full
implementation of Ashton-Tate's dBASE IV version 1.1 data
management system for DOS-based PCs optimized for use on Sun
workstations and servers as well as 386 UNIX systems. dBASE IV
for UNIX will support SunOS, SCO XENIX, SCO UNIX System V/386 and Interactive 386/ix operating systems.

Entered By: Bill Selmeier
May 22, 2006

Title: Ashton-Tate Closes Glendale Product Development Facility
Author: Brad Stevens
Created: August 29, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4434499e53c7f.pdf (Size: 961 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate would reorganize its software product development organization; closing a facility in Glendale, California, and reassigning employees there to positions in its Northern California Product Center (NCPC) in San Jose and corporate headquarters in Torrance
without lay-offs. Previoulsy related dBASE product development spread across four geographic locations. Consolidating development facilities and projects in fewer locations, reduces costs, increase development efficiency and productivity, improves communications and prioritization among projects, and reduces the time to market for future products.

Entered By: Bill Selmeier
April 5, 2006
Related Events

Ashton-Tate Reorganizes Product Dev; Closes Glendale Facility

Title: AnnouncesPowerStep
Author: Linda Duttenhaver
Created: September 5, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447335f69624d.pdf (Size: 1.48 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing PowerStep, the Ashton-Tate's new spreadsheet software for NeXT machines. Designed specifically for the NeXT platform using NeXT's Interface Builder, PowerStep includes such features as 3-D graphics, voice
annotations, spreadsheet publishing capabilities and an intuitive, easy-to-use graphical user interface
----
Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Features dBASE IV 1.1 in Technical Conference
Author: Brad Stevens
Created: September 10, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44733f97b8787.pdf (Size: 1.79 MB)
Pages: 5
Cataloguer:
Copyright:

Description:
Press Release reporting that Ashton-Tate was featuring the recent version of its flagship product in sessions titled "What's New in dBASE IV version 1.1?" at the 1990 Ashton-Tate Technical Conference at the Anaheim Hilton and Towers hotel. The release goes on to provide detail on dBASE IV version 1.1.

Entered By: Bill Selmeier
May 23, 2006

Title: dBASE IV for SUN Announced
Author: Dian Melius
Created: September 10, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44733e64714ec.pdf (Size: 1.76 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing dBASE IV for Sun. The product is a full implementation of dBASE IV version 1.1 software, which has been optimized for the SunOS operating system. dBASE IV for Sun will be available in the fourth quarter of 1990 through authorized resellers in the United States. The product will be marketed and supported worldwide by Ashton-Tate.

Entered By: Bill Selmeier
May 23, 2006

Title: Arabic Version of dBASE IV
Author: Dian Melius
Created: September 11, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473404cbf184.pdf (Size: 688 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing the availability of dBASE IV
version 1.01 in Arabic. The product was a fully operational
version of dBASE IV version 1.0 which had been upgraded to
address language specific issues and support Microsoft's Arabic MS-DOS operating system. This was the first dBASE product available in the Arabic language.

Entered By: Bill Selmeier
May 23, 2006

Title: European Conference in November
Author: Dian Melius
Created: September 11, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-4473434b383c2.pdf (Size: 1.10 MB)
Pages: 3

Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate hosted its second European Technical Conference November 8 - 9, 1990 at the
Amsterdam Marriott Hotel in Holland. Designed to provide software users, developers and consultants with technical information on Ashton-Tate products and development tools, the conference featured more than 30 sessions running over the two day period. Sessions were hosted by independent developers from the U.S., U.K., Germany, France, Italy and Holland, as well as Ashton-Tate's own dBASE, Framework and RapidFile product development teams.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate to Exhibit PowerStep at Next Showcase
Author: Linda Duttenhaver
Created: September 18, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44734fd3bfe7d.pdf (Size: 1.45 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release stating that Ashton-Tate will demonstrate PowerStep, new spreadsheet software for NeXT machines in the NeXT Product Showcase. Designed for the NeXT platform using NeXT's Interface Builder, PowerStep includes such features as 3-D graphics, voice annotations, spreadsheet publishing capabilities and an intuitive, easy-to-use graphical user interface. PowerStep is in beta test. Availability and pricing were not announced.

Entered By: Bill Selmeier
May 23, 2006

Title: Framework XE Announcement
Author: Linda Duttenhaver
Created: September 24, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447357e460fae.pdf (Size: 2.13 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release announcing Framework XE, new integrated software targeted to managers and small businesses. Carrying a suggested retail price of $149, Framework XE was available through Ashton-Tate authorized resellers. Computer Systems also offered Framework XE as part of a AT&T promotional package in the fourth quarter of 1990. More details are included.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate Begins Beta Test of dBASE IV Server
Author: Liz Sidnam-Wright

Created: September 26, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447358ba2a2df.pdf (Size: 1.10 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate was beta testing dBASE IV Server Edition, its front-end
database product for the client/server marketplace.

Entered By: Bill Selmeier
May 23, 2006

Title: Ashton-Tate to Repurchase Common Shares
Author: Brad Stevens
Created: September 26, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447359945ef3e.pdf (Size: 495 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate's Board of Directors had increased the number of its
common shares it had authorized the company to repurchase from 2 million to 3
million. The company has already repurchased approximately 1.7
million shares.

Entered By: Bill Selmeier
May 23, 2006

Title: dBASE IV Certified for VMS Systems
Author: Dian Melius
Created: October 15, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-447387f9478a5.pdf (Size: 1.26 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release confirming that dBASE IV for VMS systems has passed their internal testing and
certification procedures. The product is now at Digital Equipment Corporation for production and
distribution.

Entered By: Bill Selmeier
May 23, 2006

Title: FullWrite and Full Impact Support Sound-In Capability on Macintosh
Author: Linda Duttenhaver
Created: October 15, 1990
Publisher: Ashton-Tate

Donated By: Ed Esber
Filename: doc-4473890915333.pdf (Size: 982 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that future versions of its FullWrite Professional(TM) and Full
Impact(r) software programs will support the sound-in capability of Apple(r) Computer's new
Macintosh(r)LC and Macintosh IIsi personal computers.

Entered By: Bill Selmeier
May 23, 2006

Version 3.2.5, March 2007

Title: Ashton-Tate Reports Profitable 3rd Quarter
Author: Brad Stevens
Created: October 17, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44343d55c085e.pdf (Size: 1.14 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing Ashton-Tate
corporation reported net income of $ 1.1 million ($ .04 per share) on net revenues of $ 60.4
million for its third quarter ended September 30, 1990, compared with a net loss
of $ 19.3 million ($ .74 per share) on net revenues of $ 53.9 million for the quarter ended
September 30, 1989.
For the nine months ended September 30, 1990, the company
reported a net loss of $ 12.5 million ($.47 per share) on net revenues of $ 165.5 million. The net
loss for the nine months ended September 30, 1989 was $ 27.6 million ($ 1.05 per share) on net
revenues of $ 203.2 million. The company stated that its 1990 third quarter profit was primarily
attributable to increased worldwide revenues.

Entered By: Bill Selmeier
April 5, 2006
Related Events

Ashton-Tate Reports Third Quarter Profit

Title: David Proctor Promoted to Executive VP
Author: Linda Duttenhaver
Created: October 29, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44344b4c40c27.pdf (Size: 897 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing promotion of David R. Proctor to executive vice president, product
development. Proctor joined Ashton-Tate in May 1990 as vice president and

general manager of Ashton-Tate's Database Division, with
responsibility for development and marketing of the company\'s database management product
line and long-range strategic planning. In his new role, Proctor gains responsibility for the
company's other PC and Macintosh software products, including word processing, integrated
decision support, spreadsheet, graphics and software utilities programs. Proctor will continue
reporting directly to Ashton-Tate President William P. Lyons.

Entered By: Bill Selmeier
April 5, 2006

Title: dBASE Cross-Platform Challenge at COMDEX 1990
Author: Dian Melius
Created: October 30, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44748cf85be29.pdf (Size: 949 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate will be conducting a dBASE Cross Platform
Challenge at the COMDEX '90 Conference and Exposition in Las Vegas, Nov. 12-16. The
Challenge will allow participants to port an existing DOS-based dBASE application and data to a
VAX VMS system, UNIX workstation or Macintosh computer.

Entered By: Bill Selmeier
May 24, 2006

Title: Recruit SUN Resellers
Author: Dian Melius
Created: October 31, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44748e2f07644.pdf (Size: 1.18 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate was actively
recruiting resellers for dBASE IV for Sun, based on favorable
beta site reaction to the product. dBASE IV for SUN, a full
implementation of dBASE IV version 1.1 software, was announced in September 1990 and was
marketed and supported worldwide by Ashton-Tate.

Entered By: Bill Selmeier
May 24, 2006

**Title: Ashton-Tate Shows New Products, Offers dBASE Cross Platform Challenge at
COMDEX**
Author: Maureen Drisner
Created: November 12, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber

Filename: doc-43e94bf272970.pdf (Size: 1.67 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release about Ashton-Tate Challenge to convert customer applications from DOS based top VMS, UNIX or Macintosh.

Entered By: Bill Selmeier
February 7, 2006

Title: Ashton-Tate Signs Agreement with Pocket Soft to Use .RTLINK
Author: Maureen Drisner
Created: November 12, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-43e9481924779.pdf (Size: 692 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press release announcing that Ashton-Tate signed an agreement to use the Pocket Soft .RTLink/Plus overlay linker as part of Ashton-Tate's dBASE Professional Compiler, which was currently under development.

Entered By: Bill Selmeier
February 7, 2006

Title: Macmillan Computer Publishing Announces Acquisition of Ashton-Tate Books
Author: Beth Douglass
Created: November 15, 1990
Publisher: Macmillan Computer Publishing
Donated By: Ed Esber
Filename: doc-43e94aaa6db51.pdf (Size: 423 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release about Ashton-Tate Books going to Macmillan Computer Publishing
----
Entered By: Bill Selmeier
February 7, 2006

Title: Ashton-Tate Successfully Meets dBASE IVX-Platform Challenge
Author: Dian Melius
Created: December 3, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-43e946980e7e3.pdf (Size: 952 KB)
Pages: 3
Cataloguer:
Copyright:
Description:

Press Release regarding COMDEX Challenge DOS applications to VMS, UNIX, and Macintosh.

Entered By: Bill Selmeier
February 7, 2006

Title: Ashton-Tate and Digital Equipment Corporation Ship dBASE IV for VMS
Author: Dian Melius
Created: December 10, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-43e94576f3fc0.pdf (Size: 1.59 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
Press Release Announcement of Shipping dBASE IV for DEC VMS

Entered By: Bill Selmeier
February 7, 2006
Related Events

Ashton-Tate and Digital Equipment Ship dBASE IV for VMS

Title: Bill Lyons Elected CEO of Ashton-Tate
Author: Jill Kramer
Created: December 12, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-44344cf9b36ad.pdf (Size: 564 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release announcing that Ashton-Tate's Board of Directors elected William P. Lyons chief executive officer and a member of the board. Lyons, 46, has been president and chief operating officer since April 1990. Dr. Carmelo J. Santoro, an outside director and chairman and chief executive officer of Silicon Systems, Inc., will continue as non-executive chairman of the Ashton-Tate board.
"The board has elected Bill Lyons as CEO in recognition of the significant accomplishments he has made during his tenure as president. He has returned the company to profitability, been instrumental in delivering a stable and reliable dBASE IV 1.1, and renewed the company's focus on customer service," said Santoro, speaking on behalf of the board.

Entered By: Bill Selmeier
April 5, 2006

Title: Ashton-Tate Response to Unfavorable Ruling in Copyright Case Against Fox Software
Author: Jill Kramer
Created: December 13, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-443436a0cecac.pdf (Size: 451 KB)

Pages: 1
Cataloguer:
Copyright:
Description:
Press release to explain Ashton-Tate's position: "We were extremely surprised by yesterday's ruling. We were expecting the judge to hold a hearing as scheduled next Monday, Dec. 17, regarding our motion for summary judgment.
"We believe the court's ruling was in error, and we are confident that our copyrights are valid. No final judgment has been entered by the court, and we plan immediately to ask the court to reconsider its ruling. If that is denied, we will immediately appeal the decision.
"This ruling does not address the substantive legal issues of look and feel, language protection, or the propriety of copying those elements of software programs. "

Entered By: Bill Selmeier
April 5, 2006
Related Events

Ashton-Tate Responds to Ruling in Copyright Infringement Case

Title: Ashton-Tate Continues Stock Repurchase Program
Author: Jill Kramer
Created: December 17, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-43e93a2f9e894.pdf (Size: 480 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Press Release about Stock Repurchase

Entered By: Bill Selmeier
February 7, 2006
Related Events

Ashton-Tate Continues Stock Repurchase Program

Title: Ashton-Tate Receives Class Action Suit
Author: Jill Kramer
Created: December 19, 1990
Publisher: Ashton-Tate
Donated By: Ed Esber
Filename: doc-43e9395d50693.pdf (Size: 296 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Press Release Announcing Class Action Suit brought by a Pennsylvania partnership, Rudolph, Palitz about pricing
----
Entered By: Bill Selmeier
February 7, 2006

References

Title: Island People:Island-raised Cole moves from software to farming
Author: Joan Namkoong
Created: August 20, 2001
Publisher: Honolulu Advertiser
Cataloguer:
Copyright:
Reference:
http://the.honoluluadvertiser.com/article/2001/Aug/20/il/il01a.html
----
Entered By: Bill Selmeier
  March 27, 2006
Related Events

Ashton-Tate Exec Named Entrepreneur of the Year (David Cole)

Title: FoxPro's History of Ashton-Tate People
Author: Eric den Doop
Created: 2002 ca.
Publisher: Foxite, Draagmuur 80 , Houten NL +1.31,306019736
Cataloguer:
Copyright:
Reference:
A Web Page on the FoxPro Web site documenting key personnel and events at their competitor,
Ashton-Tate.

http://www.foxprohistory.org/people_ashton.htm

Entered By: Bill Selmeier
  May 31, 2006
Related Events

Software Plus Formation

Discussions

There are no discussions for this company in the collection

Borland

Company Details

Name: Borland
Sector: PC Systems, Tools and Utilities Software

Description
Borland was formed as a company in Scotts Valley, CA in 1983. The company was among the most prominent of the microcomputer software companies in the 1980's and 90's producing a wide range of consumer software for DOS based product and very prominent PC Tools and Utility products for DOS and Windows based PC products.

Facilitators
- Bill Selmeier - Email

Statistics
Contributors (10), Events (135), Stories (3), Documents (14), References (2), Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
December 27, 2005

Contributors

Contributor Jan Anderson

Date Joined September 1988

Job Description
Director of Operations for Pacific Rim, responsible for materials, production, forecasting
Accomplishments
Key Participant in outsourcing operations in 1997, first time any software company had outsourced all of operations.
Date Left November 1997

Date Entered March 3, 2006

Contributor Barbara Bissinger

Date Joined April 1990

Job Description

Started in 1990 as a technical writer for Quattro Pro, later managed that Technical Publications team along with various companion products. Next, managed the Paradox DOS and Windows pubs teams, then stepped in to manage the dBase/Windows publications team. After the company centralized Technical Publications under one Director, became Managing Editor.

Date Left June 1995

Date Entered February 2, 2006

Contributor Glenn Cochran

Date Joined April 1989

Job Description

Originally in technical support for Paradox for DOS. Moved into R&D joining the shared tools team. Eventually worked for Languages R&D on Borland C++.

Accomplishments

Created Borland\\\'s first Win16 install engine...code named BOOGIE (Borland\\\'s Object Oriented GUI Install Engine).

Date Left September 1996

Date Entered March 12, 2006

Contributor Daniel Horn

Date Joined July 1989

Job Description

QA Engineer on Turbo C++, Borland C++, ObjectWindows Library (OWL); Technical evangelist/C++ in Developer Relations

Date Left February 1994

Date Entered March 12, 2006

Contributor ravi kanth

Date Joined January 5, 1982

Job Description

working on c++ . need some documents on form

Date Left January 1, 1999

Date Entered November 7, 2006

Contributor Leon Khaimovich

Date Joined June 2003

Job Description

International QA
Date Left December 2005

Date Entered March 12, 2006

Contributor Bill Kirby

Date Joined August 1992

Job Description
Languages (C++) Tech Support
Accomplishments
Worked with Paradox for Windows support during hte launch of the product.
Worked with Languages QA on Turbo Debugger.
Created C++ Example games included with Turbo C++ 4.5 For windows
Date Left April 1995

Date Entered March 12, 2006

Contributor Joe Nuxoll

Date Joined August 1993

Job Description
Started as Paradox for Windows Tech Support in 1993, left as Architect of JBuilder
(returned later to architect CBuilderX)
Accomplishments
Paradox for Windows Tech Support
Paradox for Windows Research & Development
JBuilder Research & Development (version 1.0-->4.0)
Date Left September 1999

Date Entered March 12, 2006

Contributor John Powell

Date Joined August 23, 2000

Job Description
Over the 5 years of my employment I held a variety of positions and worked on
several product lines..

QA Installation/Upgrade Intern (Kylix 2,3)
QA Installation/Upgrade Intern (C++Builder 6)
QA Database Intern (Delphi 7, C#Builder 1)

QA Database FTE (C#Builder, BDS 1,2,3)
QA Debugger FTE (BDS 3)

Accomplishments

While working at Borland my major accomplishment was completing my BS in Computer Science at UCSC.

Date Left June 20, 2005

Date Entered April 7, 2007

Contributor John Schafer

Date Joined May 1985

Job Description

Started as Tech Support for SuperKey and Sidekick. Eventually supported all the Business products and later managed all the support groups. Moved to QA for Paradox for Windows and later became manager of JBuilder, the java development tool. Laid off and left when JBuilder product was dropped.

Accomplishments

Started the Borland Fitness Center at the Green Hills Campus. Longest lasting "original Borlander" to reach 20+ years while working. Employee number was 126, started with Philippe at 100, at Green Hills Campus.

Date Left September 2005

Date Entered January 27, 2006

Timeline

1983

Organizational and Personnel

Borland incorporates in Scotts Valley, California (May 1983)
Philippe Kahn founds Borland International, Inc. in Scotts Valley, California to develop and market innovative high-performance programming languages and application software for personal computers. The company is self funded, no Venture Capitalists. Philippe funds the company through consulting engineering work for diverse Silicon Valley companies.

Related References
List of Significant Borland events

Products and Services / Technology

Release of Turbo Pascal (November 1983)
Borland introduces Turbo Pascal, flagship product for the Turbo language Series, which makes the cycle of edit, compile, and debug "turbo" fast. This was the first Integrated Developer Environment (IDE), an integrated

intelligent editor, debugger and compiler

Related References
List of Significant Borland events

1984

Business, Financial and Legal

1984 Borland Europe is Founded (1984 ca.)
In 1984 Borland Europe is founded by Gregor Freund.

SideKick Hot Sales Start (October 1984)
SideKick joins leading business products on Softsel's Hot List with 80,000 copies sold in first four months.

Related References
List of Significant Borland events

Miscellaneous

CompuServe initiates Borland SIG (October 1984)
CompuServe invites Borland to create on-line Special Interest Group (SIG) for its customers worldwide. The SIG dreaws thousands of CompuServe subscribers in the first few months.

Related References
List of Significant Borland events

Products and Services / Technology

Release of Sidekick (June 1984)
The Sidekick TSR (Terminate and Stay Resident) desktop personal management organizer is launched and quickly popularizes the concept of personal management software. Borland sells millions and their TSR technology virtually brings multi-tasking to DOS.

Related References
List of Significant Borland events

1985

Business, Financial and Legal

Unconditional Money Back Guarantee (April 1985)
Borland introduces unconditional 60-day, money-back guarantee for all its software products.

Related References
List of Significant Borland events

Products and Services / Technology

Borland Builds for Macintosh (August 1985)

Borland enters Macintosh software arena. SideKick -- the worlds best-selling desktop manager -- brings concurrent processing capabilities to the Macintosh.

Related References
List of Significant Borland events

Borland Introduces Reflex (September 1985)

Borland introduces Reflex: The Analyst; open up flat file database software market with high-performance, low-cost software for data analysis.

Related References
List of Significant Borland events

Borland Introduces Turbo Lightning (October 1985)

Borland introduces Turbo Lightning instant look-up systems that allows users to access electonic versions of reference works and on-line databases.

Related References
List of Significant Borland events

Borland Announces SuperKey (March 1985)

Borland announces SuperKey - a key stroke definition macro

Related References
List of Significant Borland events

1986

Business, Financial and Legal

Borland Becomes a Public Company (July 1986)

Borland becomes a public company with the initial public offering of securities on the London Stock Exchange with Bankers Shroeders.

Related References
List of Significant Borland events

Organizational and Personnel

Borland Opens Offices in Europe (July 1986)

European offices established in England and France. Borland establishes European Headquarters in Paris, Framce.

Related References
List of Significant Borland events

Products and Services / Technology

Borland Introduces Turbo Prolog (March 1986)
Borland enters artificial intelligence world with Turbo Prolog -- considered the ideal 5th generation language development system for PCs.

Related References
List of Significant Borland events

1987

Business, Financial and Legal

Fair Use Software License (1987)
Software was licensed so that multiple copies of software from a single sourse was authorized to be installed on multiple machines as long as only one copy was used at any time, similar to the use of a book. The introduction of the "Just like a Book license agreement" happened along with providing complete full source code for Pascal.

Related References
List of Significant Borland events

Organizational and Personnel

Ansa Software Acquisition (September 1987)
Ansa Software, originator of the Paradox relational database, becomes a wholly owned subsidiary of Borland International Inc. and Richard Schwartz, CEO of Ansa, becomes Borland CTO, Ben Rosen joins the Borland board.

Related References
List of Significant Borland events

Products and Services / Technology

Borland Delivers Turbo Basic (April 1987)
Borland Delivers Turbo Basic, a PC-based, high-speed compiler for BASIC programmers, noted for its windowing interface and integrated development environment.

Related References
List of Significant Borland events

Borland Announces Turbo C (May 1987)
Borland announces Turbo C, a full-featured C development environment lauded for its fast and compact code generation.

Related References
List of Significant Borland events

Borland Introduces Turbo Pascal 4.0 (September 1987)
Borland introduces Turbo Pascal 4.0 and celebrates the fourth anniversary of Turbo Pascal with more than 750,000 users worldwide.

Related References
List of Significant Borland events

Borland Introduces Paradox 386 (November 1987)
Borland introduces Paradox 386, a powerful relational database management system to harness the full power of Intel's 80386 microprocessor technology for information management.

Related References
List of Significant Borland events

Quattro: The Professional Spreadsheet Ships (November 1987)
Quattro: The Professional Spreadsheet ships, becoming one of the top three most noted spreadsheets for 1988

Related References
List of Significant Borland events

1988

Business, Financial and Legal

Quattro Pro Exceeds 100,000 Orders (March 1988)
In the first 90 days after introduction, Quattro: The Professional Spreadsheet receives more than 100,000 orders from business professionals and other spreadsheet users.

Related References
List of Significant Borland events

1989

Business, Financial and Legal

Borland Initial Public Offering (1989)
DECEMBER 20 -- Borland announces initial U.S. public offering. the offering involves the sale of 2,252,000 shares of Borland common stock at an initial price to the public of $10.00 per share with Goldman Sachs and Alex Brown as bankers

Related References
List of Significant Borland events

Products and Services / Technology

Borland Announces and Ships Paradox 3.0 (1989)
Borland announces and ships Paradox 3.0. This new version provides QBE

and relational enhancements, graphics capability and provides the foundation for SQL Connectivity Solution.

Related References
List of Significant Borland events

1990

Business, Financial and Legal

Borland Revenues Exceed $100 Million (April 1990)
Company announces that fiscal 1990 revenues topped the $100 million milepost to $113.3 million

Related References
List of Significant Borland events

Lotus Files Look and Feel Suit Against Borland (July 1990)
Lotus files suit against Borland because Quattro Pro can read and write Lotus spread sheets. Jim Manzi refuses to settle, starting a 6+ year legal battle that is resolved when finally Borland wins an important decision for the industry in the Supreme Court. Borland had filed a counter action against Lotus seeking a court confirmation that Quattro Pro does not infringe any copyrights of Lotus 1-2-3.

Related References
List of Significant Borland events

Products and Services / Technology

Borland Ships Paradox Engine (1990)
Paradox Engine ships. Class C library that opens the architecture of Paradox gives corporate developers new ways to create and manage corporate data. Paradox Engine is a major step in schieving Borland's strategy of interoperability among its major business applications and languages.

Related References
List of Significant Borland events

Borland Announces Turbo Pascal 5.5 and Turbo Debugger 1.5 (May 1990)

Borland announces Turbo Pascall 5.5 and Turbo Debugger 1.5. New versions include powerful object-oriented programming features.

Related References
List of Significant Borland events

Borland Ships Turbo C++ (May 1990)
Turbo C++ Professional ships. New tool incorporates object-oriented programming and is aimed at the world's more than two million developers

who use the "C" programming language.

Related References
List of Significant Borland events

Borland Ships Paradox Engine 2.0 (May 1990)

Borland ships Paradox Engine 2.0, which adds support for Windows 3.0 as well as an object layer that allows programming in C++ and Turbo Pascal under DOS.

Related References
List of Significant Borland events

Borland Ships Paradox 3.5 and Paradox SQL Link (September 1990)

Borland ships Paradox version 3.5 and Paradox SQL Link, a companion product that provides Paradox users easy access to corporate data stored on a wide variety of computer equipment.

Related References
List of Significant Borland events

Borland Ships Quattro Pro 2.0 (October 1990)

Quattro Pro version 2.0 ships. The company also launches an upgrade promotion to registered owners of Quattro Pro 1.0 and to owners of other high-end spreadsheets, including Lotus 1-2-3 that allows them to receive Quattro Pro 2.0 for $99.95.

Related References
List of Significant Borland events

Borland Ships Turbo Pascal 6.0 (November 1990)

Turbo Pascal 6.0 ships, offering programmers the latest in object-oriented technology.

Related References
List of Significant Borland events

1991

Business, Financial and Legal

Borland Revenues Increase 100% (April 1991)

Borland announces 100% increase in revenues over the previous year to $226.8 million.

Related References
List of Significant Borland events

Borland Ships One Millionth Quattro Pro (May 1991)

Borland ships one millionth unit of Quattro Pro

Related References
List of Significant Borland events

Quattro Pro Exceeds 1.5 Million Shipments (November 1991)

Quattro Pro tops 1.5 million units shipped.

Related References
List of Significant Borland events

Borland Ship Over Half Million Recent Programmer Tools (November 1991)

Borland ships more than one-half million units of its C++ & Turbo Vision, and Borland C++ & Application Frameworks

Related References
List of Significant Borland events

Miscellaneous

Philippe Kahn Named CEO of the Year (March 1991)

Philippe Kahn is named a "CEO of the Year" by *Financial World Magazine*.

Related References
List of Significant Borland events

Borland Creates "The World of Objects" Video (June 1991)

Borland introduces "The World of Objects" video tape aimed at expanding the use and understanding of object-oriented programming technology. The video sells over 1 million copies, an unprecedented success.

Related References
List of Significant Borland events
Related Documents
The World of Objects Video

Borland Introduces New Support Services (June 1991)

Borland introduces new technical support services: Automated Paradox Support and TechFax. Automated Paradox Support provides users the option of receiving technical support by pre-recorded messages, 24 hours a day. TechFax is a 24-hour, fully automated service that enables all Borland customers to receive technical information via their fax machine.

Related References
List of Significant Borland events

Borland Creates The World of C++ Video (July 1991)

Borland introduces "The World of C++," a video training course that introduces software developers to the world of object-oriented programming.

Related References
List of Significant Borland events

Philippe Kahn Named Man of the Year -- PC Magazine (October 1991)

Philippe Kahn is named "Man of the Year" for 1991 at the Eighth Annual Awards for Technical Excellence sponsored by PC Magazine. The Award is made at COMDEX.

Related References
List of Significant Borland events

Organizational and Personnel

Borland Initiates Acquisition of Ashton-Tate (July 1991)

Ashton Tate is for sale. Microsoft and Borland are bidding. Borland and Ashton-Tate Corporation enter into an agreeement providing for the acquisition fo Ashton-Tate by Borland

Related References
List of Significant Borland events

Borland Shareholders Approve Ashton-Tate Acquisition (September 1991)

Borland Shareholders approe acquisition of Ashton-Tate. Borland buys Ashton Tate, Microsoft buys Fox Pro.

Related References
List of Significant Borland events

Acquisition of Ashton-Tate Completed (October 1991)

Borland completes merger of Ashton-Tate Corporation.

Related References
List of Significant Borland events

Products and Services / Technology

Borland Ships SideKick 2.0 (1991)

Borland ships SideKick 2.0. Version 2.0 offers new features for mobile office and LAN environments that redefine the category of business and personal organizer software.

Related References
List of Significant Borland events

Borland Ships Borland C++ (February 1991)

Borland ships Borland C++, the only complete C and C++ programming environment for building DOS and Windows applications

Related References
List of Significant Borland events

Borland Ships Turbo Pascal for Windows (March 1991)

Borland Ships Turbo Pascal for Windows, a new programming environment that allows computer programmers to easily develop programs for the Microsoft Windows operating system.

Related References
List of Significant Borland events

Borland Ships Quattro Pro 3.0 (March 1991)
Borland ships Quattro Pro 3.0. The product features WYSIWYG environment, printing enhancements and presentation graphics capabilities.

Related References
List of Significant Borland events

Borland Announces ObjectWindows (April 1991)
Borland provides Object Windows, a software program interface that makes programming for Microsoft Windows easier to the Object Management Group

Related References
List of Significant Borland events

Borland Ships Turbo C++ & Turbo Vision (July 1991)
Borland ships Turbo C++ & Turbo Vision, a programming language product comprised of Borland's Turbo C++ compiler and Turbo Visions for C++, an application framework to streamline software development.

Related References
List of Significant Borland events

Borland Ships Borland C++ & Applications Frameworks (September 1991)
Borland ships Borland C++ & Applications Frameworks, its C++ programming language with application frameworks to accelerate the development of software programs for Microsoft Windows and DOS operating systems.

Related References
List of Significant Borland events

Borland Ships Three Object-Oriented Software Tools (November 1991)
Borland ships three object-oriented software tools: Turbo C++ for Windows 3.0, Borland C++ 3.0, and Borland C++ & Application Frameworks 3.0.

Related References
List of Significant Borland events

1992

Business, Financial and Legal

Federal Court in Boston Deny Procedural Motions (February 1992)
The Federal Court in Boston presiding over the copyright case brought against Borland by Lotus denies Lotus' motion to rule on the case without a trial. The court also denies Borland's cross-motion to dismiss the case without a trial

Related References
List of Significant Borland events

Borland Revenues Exceed $480 Million (April 1992)
Borland announces revenues exceeding $480 million for fiscal 1992

Related References
List of Significant Borland events

Borland Files to Dismiss Ashton-Tate versus Fox Lawsuit (May 1992)
Borland files papers in Federal Disctict Court to dismiss the Ashton-Tate v. Fox Lawsuit.

Related References
List of Significant Borland events

Borland's Quattro Pro Ships over 2.5 Million Copies (June 1992)
Borland's Quattro Pro spreadsheets tops 2.5 million units shipped worldwide.

Related References
List of Significant Borland events

Borland Revenues Exceed $100 Million in First Quarter (July 1992)
Borland reports first quarter revenue of $114.8 million and net income of $1.7 million for the first quarder of fiscal 1993 (Ended JUNE 30, 1992)

Related References
List of Significant Borland events

Borland Files Suit Against Gene Wang and Gordon Eubanks (September 1992)
Gene Wang resigns as Vice President and General Manager of languages. Three days later Borland announces that it is filing a civil lawsuit against Wang and Gordon Eubanks, CEO of Symantec

Related References
List of Significant Borland events

Borland Reports Second Quarter Revenue (October 1992)
Borland reports second quarter revenue of $127.8 million and net income of $5.4 million

Related References
List of Significant Borland events

dBASE Ships Over Four Million Units (November 1992)
dBASE tops the four million mark in worldwide unit sales.

Related References
List of Significant Borland events

Miscellaneous

Borland Creates The World of ObjectVision Video (1992)
Borland ships "The World of ObjectVision," a training video of ObjectVision 2.0.

Related References
List of Significant Borland events

Borland Joins Apple, Lotus and Novell on VIM (February 1992)
Apple Computer, Borland, Lotus Development and Novell, Inc. sign a Memorandum of Understanding to jointly develop and support the Vendor-Independent Messaging Interface (VIM).

Related References
List of Significant Borland events

Borland Breaks Ground on New Headquarters (February 1992)
Borland officially breaks ground on new corporate headquarters in Scotts Valley, California. The occasion is marked by a ceremony, which is attended by over 300 local government and business leaders.

Related References
List of Significant Borland events

Borland Announces 900 Advisor Lines (July 1992)
Borland announces the Borland 900 Advisor Lines, an enhanced, fee-based support option targeted to customers who require an extended level of technical support.

Related References
List of Significant Borland events
Related Documents
Video-Bill Kirby Technical Support

Borland Launches Fee Based Technical Support (August 1992)
Borland launches series of fee-based, enhanced technical support programs geared for large corporate and government customers and developers.

Related References
List of Significant Borland events

Borland Participates in IDAPI Initiative (November 1992)

Borland, IBM, Novell, and Word Perfect Corporation announced at a COMDEX briefing that they are working together to deliver new database connectivitiy solutions. The new Technology called IDAPI (Integrated Database Application Programming Interface), a platform independent solution that will support both set-oriented access methods typically used by SQL databases on larger systems and networks, and navigational, record-oriented capabilities found in other popular database products.

Related References
List of Significant Borland events

Organizational and Personnel

Borland Announces 15% Headcount Reduction (1992)

Borland announces organization consolidation and reduction in its headcount worldwide by 15 percent. Fierce competition in the databse business drive prices of databases down. Microsoft aggressively attacks the market. Borland is forced to cut cost and restructure.

Related References
List of Significant Borland events

Products and Services / Technology

Borland Announces Borland Object Component Architecture (February 1992)

Borland announces the Borland Object Component Architecture, a new open architecture that will enable all Borland products to achieve a higher level of interoperability with each other, as well as, other third party applications

Related References
List of Significant Borland events

Borland Ships Turbo C++ for DOS (February 1992)

Borland ships Turbo C++ 3.0 for DOS, a product built on Borland's third-generation compiler. The product allows entry-level programmers to learn and use C and C++ for $99.95

Related References
List of Significant Borland events

Borland Ships dBASE IV v1.5 (March 1992)

Borland ships dBASE IV version 1.5 for DOS, simultaneously in North America and Europe. dBASE IV v1.5 features mouse support, faster QBE (Query-By-Example) performance, increased work areas and an open architecture.

Related References
List of Significant Borland events

Borland Acquires Brief and Sourcerer's Apprentice (April 1992)
Borland announces that it has reached an agreement to acquire two
professional programming tools -- BRIEF, the most popular programmer's
editor on the market, and SOURCERER'S APPRENTICE, a network
version control system which manages the building of large software
projects.

Related References
List of Significant Borland events

Borland Ships Five Language Products (June 1992)
Borland ships five language products -- Borland C++ and Applications
Frameworks 3.1, Borland C++ 3.1, Turbo C++ for Windows 3.1, Turbo
Pascal for Windows 1.5 and ObjectVision 2.0 for OS/2 2.0.

Related References
List of Significant Borland events

1993

Business, Financial and Legal

Borland Announces Thrid Quarter Revenues (1993)
Borland announces third quarter revenue of $104.3 million and a net loss of
$61.3 million

Related References
List of Significant Borland events

Borland Announce Aggressive Pricing Program (1993)
Borland unveils an aggressive 90-day price promotion offering Qattro Pro
for Windows for $99.95 and soon-to-be released Paradox for Windows for
$139.95

Related References
List of Significant Borland events

Borland Reports Fourth Quarter Results (April 1993)
Borland reports fourth quarter revenues of $117.1 million and net income of
$5.1 million. For the fiscal year 1993 revenues were $464 million with a net
loss of $49.2 million.

Related References
List of Significant Borland events

Federal Court in Boston Rules Borland's Spreadsheet Infringes on
Lotus 1-2-3 (August 1993)
The Federal District Court in Boston rules that a compatibility feature in
Borland's spreadsheet product infringes the copyright of Lotus 1-2-3.
Borland says it will seek an immediate appeal.

Related References
List of Significant Borland events

User Groups File Friend-of-the-Court Briefs with Boston District Court (August 1993)

User group organizations from across the country file a "friend-of-the-court," brief with the Federal District Court in Boston, in response to the Lotus court ruling, advocating an immediate appeal of the ruling by the District Court in the case.

Related References
List of Significant Borland events

Federal Court in Boston Enjoins Borland From Further Sales of Current Spreadsheet Products (August 1993)

The Federal District Court enters an injunction against further sale or distribution of current versions of Borland's spreadsheet products, clearing the way for Borland to file an immediate appeal in the three-year-old case. The court also scheduled a damage trial which will not be held before October of 1994

Related References
List of Significant Borland events

Miscellaneous

Borland Announces More Than 50 Companies Joined IDAPI Initiative (May 1993)

Borland, IBM, Novell and WordPerfect announce that over 50 companies are Partners in the IDAPI initiative.

Related References
List of Significant Borland events

PC Research Finds Quattro Pro Has 30% Market Share (July 1993)

A survey by PC Research of Reston, VA shows that Quattro Pro captured 30 percent marketshare in Windows spreadsheet sales for the month of April

Related References
List of Significant Borland events

Paradox for Windows Outsells Other Databases (August 1993)

Paradox for Windows outsells all other database products at Corporate Software, Ingram Micro, Merisel, Egghead Software, and many European stores, according to Worldwide best seller lists published in the June 1993 *Windows Watcher* newsletter.

Related References
List of Significant Borland events

dBASE Leading Database in Government Agencies (August 1993)
Independent market research results show that dBASE is the leading database management software in government agencies.

Related References
List of Significant Borland events

Borland AnnouncesWorkgroup Strategy (September 1993)
Borland announces Workgroup Strategy: workgroup functions integrated into Quattro Pro and Paradox, or added to other applications with Borland's Workgroup Enabling Kit.

Related References
List of Significant Borland events

Quattro Pro 5.0 Workgroup Outscores Lotus 1-2-3 in First Look review process. (September 1993)
Quattro Pro 5.0 Workgroup Edition outscores rival spreadsheet Lotus 1-2-3 Release 4.0 for Windows in *PC Week's* critical First Look reveiw process.

Related References
List of Significant Borland events

Borland Introduces Borland Assist (September 1993)
Borland introduces Borland Assist, a comprehensive technical support program designed to meet the varied needs of users in today's segmented PC software market

Related References
List of Significant Borland events

Borland Unveils Borland Advantage (September 1993)
Borland unveils Borland Advantage, a worldwide software purchasing, support and trining program for corporations and other large installations.

Related References
List of Significant Borland events

Borland Moves to New Corporate Headquarters (October 1993)
Borland moves into its new 33 acre, campus style corporate headquarters located in Scotts Valley, California

Related References
List of Significant Borland events

Organizational and Personnel

Borland Announces Formation of Client/Server Division (April 1993)
Borland announces the formation of a client/server division, headed by Rob Dickerson, that will be responsible for research and development and marketing of Borland's client developer tools, middleware and server

products in client/server configurations.

Related References
List of Significant Borland events

1994

Miscellaneous

Borland Previews Delphi '95 (October 1994)
Borland previews -- new high performance client/server application development environment; Delphi '95 wins rave reviews at Software Development East in Washington, DC

Related References
List of Significant Borland events

Organizational and Personnel

COO Resigns; Gary Wetsel Promoted to Executive Vice President (1994)
Borland announces resignation of the COO; Gary Wetsel is promoted to Executive Vice President of Operations

Related References
List of Significant Borland events
.
Products and Services / Technology

Borland Announces Interbase 4.0 (1994)
Borland announces Interbase 4.0

Related References
List of Significant Borland events

1995

Business, Financial and Legal

Borland Wins Lotus Case (March 1995)
Borland wins Lotus case;Appeals Court reverses Lotus V. Borland decisions.

Related References
List of Significant Borland events

Miscellaneous

Delphi Well Received by Resellers and Customers (April 1995)
Delphi well received by resellers and customers; strong performance customer support growing rapidly in just six weeks

Related References
List of Significant Borland events
.

Organizational and Personnel

Borland Names Gary Wetsel President, Philippe Kahn Resigns as President and CEO (1995)

Borland names Gary Wetsel President; Philippe Kahn resigns as President and CEO. Borland starts a revolving door of new CEOs with mixed success.

Related References
List of Significant Borland events

Borland Announces Restructuring (1995)

Borland announces restructuring; new structure reflects focus on software developers.

Related References
List of Significant Borland events

Borland Announces Sale of Consumer Products to Starfish Software; (February 1995)

Borland announces sale of consumer products to Starfish Software; agreement reinforces company's focus on software developers

Related References
List of Significant Borland events

Philippe Kahn Steps Down as Chairman of Borland's Board (November 1995)

Philippe Kahn Steps Down as Chairman of Borland's Board and resigns from the Borland board to focus on Starfish (a wireless Internet company)

Related References
List of Significant Borland events

1996

Business, Financial and Legal

Netscape Licenses Borland Java Just In Time Compiler (April 1996)

Netscape licenses Borland Java Just in Time Compiler for inclusion in its leading Internet client software

Related References
List of Significant Borland events

Borland Reports Second Quarter Fiscal 1997 Results (October

1996)
Borland reports Second Quarter Fiscal 1997 results; outlines steps aimed at returning to profitability and growing client/server and Internet/Intranet business.

Related References
List of Significant Borland events

Borland Announces Support for IBM's San Francisco Project (1996)
Borland announces support for IBM's San Francisco Project; Borland JBuilder to support IBM's new Java-based application framework

Related References
List of Significant Borland events
Related Stories
Video-Joe Nuxoll Technical support and Development

Miscellaneous

Borland Demos BAJA (May 1996)
Borland demos "BAJA" - a component modeel for Rapid Application Development in Java; announces its intention to support a component model standard - the Java Beans Initiative - proposed by JavaSoft for Sun Microsystems Inc.'s Java

Related References
List of Significant Borland events

JavaSoft Adds Borland's BAJA Into Draft of Java Beans API (July 1996)
JavaSoft adds Borland BAJA event model into draft of Java Beans API; Borland Latte to implement draft Java Beans specification

Related References
List of Significant Borland events
.
Borland Presents Golden Gate Internet/Intranet Strategy (July 1996)
Borland presents Golden Gate Internet/Intranet strategy, previews new Intranet-related products.

Related References
List of Significant Borland events

Borland IntraBuilder Enables Visual Web Database Solutions (July 1996)
Borland IntraBuilder enables visual web database solutions; point-and-click JavaScript tool offers easy Intranet applications creation

Related References
List of Significant Borland events

Borland Announces IntraBuilder Pricing and Version Strategy (August 1996)

Borland announces IntraBuilder pricing and version strategy; bundles Netscape FastTrack Server, Navigator Gold Internet Client Software

Related References
List of Significant Borland events

Borland Announces Open JBuilder Partner Program (October 1996)

Borland announces Open JBuilder Partner Program;ISV program for JavaBeans develops

Related References
List of Significant Borland events

Organizational and Personnel

Borland Announces Agreement to Acquire Open Environment Corp. (May 1996)

Borland announces they've entered into a definitive merger agreement providing for the acquisition of Open Environment Corp. Together to offer multi-tier, scalable Client/Server and Intranet solutions.

Related References
List of Significant Borland events

Borland Annouces Interium President and CEO (September 1996)

Borland announces interium President and CEO; Whitney Lynn named acting President and CEO effective immediately

Related References
List of Significant Borland events

Delbert W. Yocam Joins Borland at Chairman and CEO (November 1996)

Borland gains high-profile technology executive; Delbert W. Yocam joins company as Chairman and CEO

Related References
List of Significant Borland events

Whitney Lynn Steps Down as Interium CEO and President (1996)

Whitney Lynn steps down as Interium CEO and President

Related References
List of Significant Borland events

Products and Services / Technology

Borland Ships IntraBuilder for Windows 95 and Windows NT

(September 1996)
Borland Ships IntraBuilder for Windows 95 and Windows NT; first pure
Internet product from Software Tools Company

Related References
List of Significant Borland events

Borland Announces New Name and Web Availability for Latte
(October 1996)
Borland announces new neame and web availability for Latte; visual Java
development tool to be called Open JBuilder.

Related References
List of Significant Borland events

1997

Miscellaneous

Borland Debuts Strategy For Enabling Cross-Platform Information
and Application Access in Corporate Information Networks (July
1997)
Borland debuts strategy for enabling cross-platform information and
application access in new eara of corporate information networks -- CEO
Del Yocam pledges major technology push to deliver improved access and
analysis of corporate data from Intranets, Extranets and the Internet.

Related References
List of Significant Borland events

Organizational and Personnel

Borland to Acquire Visigenic to Accelerate Growth in Enterprise
Computing Market (November 1997)
Borland to acquire Visigenic to accelerate growth in Enterprise Computing
market -- acquisition of leading supplier to CORBRA-based object
middleware would establish Borland as leader in Distributed Enterprise
Computing -- Borland aims to extend success of VisiBroker ORB as de-
facto standard in computer industry.

Related References
List of Significant Borland events

Products and Services / Technology

Borland Launches JBuilder (1997)
JBuilder accelerated Java™ development, a cross-platform environment for
building industrial-strength enterprise Java applications

Related Stories
Video-Joe Nuxoll Technical support and Development

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

1998

Organizational and Personnel

Borland Completes Acquisition of Visigenic (February 1998)
Borland completes acquisition of Visigenic -- provides technology, sales and professional services staff aimed at accelerating growth of Borland's application development expertise to enterprise application deployment

Related References
List of Significant Borland events

Roger Sippl Joins Borland as CTO (February 1998)
Roger Sippl joins Borland as CTO.

Related References
List of Significant Borland events

1999

Organizational and Personnel

3/31/1999 Borland Announces Resignation of Del Yocam (March 1999)
Del Yocam resigned on March 31, 1999

4/1/1999 Borland Announces Dale Fuller President and CEO (April 1999)
Dale Fuller was named new president and CEO on April 1, 1999

2000

Miscellaneous

Borland Elected to Java Community Process Executive Committee (2000)
Borland is elected to the executive committee of Java Community Process (JCP). The JCP holds the responsibility for the development of Java technology. It primarily guides the development and approval of Java technical specifications.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

Organizational and Personnel

Borland Acquires E-Services Firm Bedouin (November 2000)

Borland acquires Bedouin, an e-services firm, to jump-start ASP services enabling the company to provide web based tools for managing the application development lifecycle.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

2001

Business, Financial and Legal

Borland Establishes First Office in China (2001)
Borland establishes its first office in China

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

Miscellaneous

Borland Leads Benchmarking J2EE Application Servers (2001)
Borland takes the lead in industry standard benchmarking of J2EE (tm) application servers.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

2002

Organizational and Personnel

Borland Acquires Boldsoft, VMGear and Highlander (2002)
Borland Acquires Boldsoft, VMGear and Highlander

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

Borland Completes Merger with Starbase and Galazy Acquisition Corp (2002)
Borland completed a merger with Starbase and Galaxy Acquisition Corp.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

2003

Organizational and Personnel

Borland Acquires TogetherSoft (2003)
Borland acquires TogetherSoft, leading provider of platform-neutral, design-driven development technology, which helps extend Borland's

footprint across all major areas of the application development lifecycle.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

2004

Miscellaneous

NASA uses Borland Software to look for Life on Mars (2004)
NASA uses Borland Software to search for life on Mars; launches Together Edition for Visual Studio .NET, a modeling solution to better connect software with business requirements.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

Borland Joins Java Tools Community (2004)
Borland joins the Java Tools Community to advance tool-friendly Java technology standards.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

Products and Services / Technology

Borland Launches Software Delivery Optimization (2004)
Borland launches Software Delivery Optimization (SDO) vision.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

2005

Miscellaneous

Borland Launches Borland University (2005)
Borland launches Borland University

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

Organizational and Personnel

Borland Acquires TeraQuest Metrics, Inc (2005)
Borland acquires TeraQuest Metrics, Inc a global process consulting firm.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

Products and Services / Technology

Borland Launches Borland Core Software Delivery Platform (2005)
Borland launches Borland Core Software Delivery Platform (SDP), which provides an application lifecycle management (ALM) environment with integrated tools optimizaed for job function and cross-role interaction.

Related Documents
Borland Software Corporation Company Timeline (1995-2005)

Borland Joins Eclipse Foundation Board of Directors as a Strategic Developer (2005)
Borland joins the Eclibse Foundation Board of Directors as a Strategic Developer and commits a full-time development team to expand the Eclipse platform and contribute to areas such as modeling

Related Documents
Borland Software Corporation Company Timeline (1995-2005)
.

2006

Organizational and Personnel

Borland to Acquire Software Quality Company, Segue Software; Announces Plan to Divest IDE Product Lines (February 2006)
2-06-2006 Borland to Acquire Software Quality Company, Segue Software; Announces Plan to Divest IDE Product Lines

Related References
Borland to Acquire Software Quality Company, Segue Software; Announces Plan to Divest IDE Product Lines

Stories

Title: Video-Leon Khairnovich International Quality Assurance
Author: Leon Khairnovich
Created: March 12, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
 April 9, 2006
Related Documents

Video-Leon Khairnovich International Quality Assurance

Title: Video-Bill Kirby Technical Support
Author: Bill Kirby
Created: March 12, 2006
Cataloguer:

Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Bill Kirby Technical Support

Title: Video-Joe Nuxoll Technical support and Development
Author: Joe Nuxoll
Created: March 12, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Joe Nuxoll Technical Support and Development
Related Events

Borland Announces Support for IBM's San Francisco Project
Borland Launches JBuilder

Documents

Title: Back Image of an Interesting Sweatshirt from the Lotus Suit Timeframe
Author: Song Huang
Created: 1991 ca.
Publisher:
Donated By: Song Huang
Filename: doc-44483384e62ba.JPG (Size: 1.36 MB)
Pages:
Cataloguer:
Copyright:
Description:
Image three of three of the back of a sweatshirt created about the time of the Lotus Suit on look
and feel.

Entered By: Bill Selmeier
April 20, 2006

Title: Back Image of an Interesting Sweatshirt from the Lotus Suit Timeframe - Reduced
Author: Song Huang
Created: 1991 ca.
Publisher: Borland
Donated By: Song Huang
Filename: doc-444830ef24af0.JPG (Size: 173 KB)

Pages:
Cataloguer:
Copyright:
Description:
Image three of three of the back of a sweatshirt created about the time of the Lotus Suit on look and feel. The image has been reduced to make it viewable on a single page. Larger images with more detail are available

----
Entered By: Bill Selmeier
April 20, 2006

Title: Detail Image of the Front Image on the Interesting Sweatshirt from the Lotus Suit Timeframe
Author: Song Huang
Created: 1991 ca.
Publisher: Borland
Donated By: Song Huang
Filename: doc-444832b3f3f9d.JPG (Size: 1.07 MB)
Pages:
Cataloguer:
Copyright:
Description:
Image two of three showing details of the image on the front of the Sweatshirt created about the time of the Lotus suit.

Entered By: Bill Selmeier
April 20, 2006

Title: Detail Image of the Front Image on the Interesting Sweatshirt from the Lotus Suit Timeframe - Reduced
Author: Song Huang
Created: 1991 ca.
Publisher: Borland
Donated By: Song Huang
Filename: doc-44482fb6b1478.JPG (Size: 71 KB)
Pages:
Cataloguer:
Copyright:
Description:
Image two of three showint details of the image on the front of the Sweatshirt created about the time of the Lotus suit. This image has been reduced to make it viewable on a single page. Larger images with more detail are available.

Entered By: Bill Selmeier
April 20, 2006

Title: Front Image of an Interesting Sweatshirt from the Lotus Suit Timeframe
Author: Song Huang
Created: 1991 ca.
Publisher: Borland
Donated By: Song Huang
Filename: doc-444831efd61e1.JPG (Size: 650 KB)
Pages:

Cataloguer:
Copyright:
Description:
Image one of three images of Sweatshirts created about the time of the Lotus Suit on look and feel.

Entered By: Bill Selmeier
April 20, 2006

Title: Front Image of an Interesting Sweatshirt from the Lotus Suit Timeframe - Reduced
Author: Song Huang
Created: 1991 ca.
Publisher: Borland
Donated By: Song Huang
Filename: doc-44482ecaa769c.JPG (Size: 24 KB)
Pages:
Cataloguer:
Copyright:
Description:
Image one of three images of Sweatshirts created about the time of the Lotus Suit on look and feel. This image has been reduced to make viewable on a single page. Larger images with more detail are available.

Entered By: Bill Selmeier
April 20, 2006

Title: The World of Objects Video
Author:
Created: June 1991
Publisher: Borland
Donated By: Philippe Kahn
Filename: doc-4443c43102191.wmv (Size: 46.33 MB)
Pages:
Cataloguer:
Copyright:
Description:
A 21 minute Video of Philippe Kahn's introduction to objects and Object Programming, the market franchise of Borland for several years.
Accession: 102651323

Entered By: Bill Selmeier
April 17, 2006
Related Events

Borland Creates "The World of Objects" Video

Title: Date Qualified to Do Business
Author:
Created: July 2, 1991
Publisher: Borland
Donated By: Anonymous
Filename: doc-4422f41d8299b.pdf (Size: 304 KB)
Pages: 1

Cataloguer:
Copyright:
Description:
Listing of dates Borland qualified to do business in various states
----
Entered By: Bill Selmeier
March 23, 2006

Title: Borland Fact Sheet
Author:
Created: December 31, 1999
Publisher: Borland
Donated By: Anonymous
Filename: doc-4422f4cf87577.pdf (Size: 641 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Corporate Fact Sheet December 1999

Entered By: Bill Selmeier
March 23, 2006

Title: Re-Introduction to Borland Interbase
Author: Michael Rozlog Chief Technical Architect
Created: October 18, 2005
Publisher: Borland
Donated By: Borland (downloaded from the Borland website)
Filename: doc-4436b819d727e.pdf (Size: 17.28 MB)
Pages: 42
Cataloguer:
Copyright:
Description:
Arguments for Borland InterBase as the most functional and useful database management
software including selection criteria for a database, platform support, performance, politics,
specific features

Entered By: Bill Selmeier
April 7, 2006

Title: Borland Software Corporation Company Timeline (1995-2005)
Author:
Created: December 2005
Publisher: Borland
Donated By: Borland
Filename: doc-443ab8578596f.pdf (Size: 350 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
A list of Timeline items provided by Borland's PR Department in January 2006 to assist the
Corporate History of Borland.

Entered By: Bill Selmeier
April 10, 2006

Title: Video-Bill Kirby Technical Support
Author: Bill Kirby
Created: March 12, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4439bdbc87a15.wmv (Size: 5.50 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 54 seconds where Bill Kirby relates his experiences in C++ technical support starting in August 1992 and continuing through with the transition to fee-based technical support until he left in mid 1995.

Entered By: Bill Selmeier
April 9, 2006

Title: Video-Joe Nuxoll Technical Support and Development
Author: Joe Nuxoll
Created: March 12, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4439b39e3a744.wmv (Size: 5.77 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes and a second where Joe Nuxoll describes coming to Paradox support in 1993 then moving to development on products like Paradox and JBuilder. He left briefly in 1999 but returned to build CBuilder.

Entered By: Bill Selmeier
April 9, 2006

Title: Video-Leon Khairnovich International Quality Assurance
Author: Leon Khairnovich
Created: March 12, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4439b987dbb05.wmv (Size: 3.63 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute 55 seconds wher Leon tells of his experiences between June 2003 and September 2995 in International QA, particularly the changes in communications.

Entered By: Bill Selmeier

April 9, 2006

References

Title: List of Significant Borland events
Author: anonymous
Created: December 29, 2005
Publisher: Private List
Cataloguer:
Copyright:
Reference:
This is a list maintained in the executive offices of Borland International of the significant events in the company starting in May 1983 and ending in 1998. Access to the copy of this document on file at the Computer History Museum is restricted.

Entered By: Bill Selmeier
  April 6, 2006
Related Events

Acquisition of Ashton-Tate Completed
Ansa Software Acquisition
Borland Acquires Brief and Sourcerer's Apprentice
Borland Annouces Interium President and CEO
Borland Announce Aggressive Pricing Program
Borland Announces 15% Headcount Reduction
Borland Announces 900 Advisor Lines
Borland Announces Agreement to Acquire Open Environment Corp.
Borland Announces and Ships Paradox 3.0
Borland Announces Borland Object Component Architecture
Borland Announces Formation of Client/Server Division
Borland Announces Interbase 4.0
Borland Announces IntraBuilder Pricing and Version Strategy
Borland Announces More Than 50 Companies Joined IDAPI Initiative
Borland Announces New Name and Web Availability for Latte
Borland Announces ObjectWindows
Borland Announces Open JBuilder Partner Program
Borland Announces Restructuring
Borland Announces Sale of Consumer Products to Starfish Software;
Borland Announces SuperKey
Borland Announces Support for IBM's San Francisco Project
Borland Announces Thrid Quarter Revenues
Borland Announces Turbo C
Borland Announces Turbo Pascal 5.5 and Turbo Debugger 1.5
Borland AnnouncesWorkgroup Strategy
Borland Becomes a Public Company
Borland Breaks Ground on New Headquarters
Borland Builds for Macintosh
Borland Completes Acquisition of Visigenic
Borland Creates "The World of Objects" Video
Borland Creates The World of C++ Video
Borland Creates The World of ObjectVision Video
Borland Debuts Strategy For Enabling Cross-Platform Information and Application Access in Corporate Information Networks
Borland Delivers Turbo Basic
Borland Demos BAJA

Borland Files Suit Against Gene Wang and Gordon Eubanks
Borland Files to Dismiss Ashton-Tate versus Fox Lawsuit
Borland incorporates in Scotts Valley, California
Borland Initial Public Offering
Borland Initiates Acquisition of Ashton-Tate
Borland IntraBuilder Enables Visual Web Database Solutions
Borland Introduces Borland Assist
Borland Introduces New Support Services
Borland Introduces Paradox 386
Borland Introduces Reflex
Borland Introduces Turbo Lightning
Borland Introduces Turbo Pascal 4.0
Borland Introduces Turbo Prolog
Borland Joins Apple, Lotus and Novell on VIM
Borland Launches Fee Based Technical Support
Borland Moves to New Corporate Headquarters
Borland Names Gary Wetsel President, Philippe Kahn Resigns as President and CEO
Borland Opens Offices in Europe
Borland Participates in IDAPI Initiative
Borland Presents Golden Gate Internet/Intranet Strategy
Borland Previews Delphi '95
Borland Reports Fourth Quarter Results
Borland Reports Second Quarter Fiscal 1997 Results
Borland Reports Second Quarter Revenue
Borland Revenues Exceed $100 Million
Borland Revenues Exceed $100 Million in First Quarter
Borland Revenues Exceed $480 Million
Borland Revenues Increase 100%
Borland Shareholders Approve Ashton-Tate Acquisition
Borland Ship Over Half Million Recent Programmer Tools
Borland Ships Borland C++
Borland Ships Borland C++ & Applications Frameworks
Borland Ships dBASE IV v1.5
Borland Ships Five Language Products
Borland Ships IntraBuilder for Windows 95 and Windows NT
Borland Ships One Millionth Quattro Pro
Borland Ships Paradox 3.5 and Paradox SQL Link
Borland Ships Paradox Engine
Borland Ships Paradox Engine 2.0
Borland Ships Quattro Pro 2.0
Borland Ships Quattro Pro 3.0
Borland Ships SideKick 2.0
Borland Ships Three Object-Oriented Software Tools
Borland Ships Turbo C++
Borland Ships Turbo C++ & Turbo Vision
Borland Ships Turbo C++ for DOS
Borland Ships Turbo Pascal 6.0
Borland Ships Turbo Pascal for Windows
Borland to Acquire Visigenic to Accelerate Growth in Enterprise Computing Market
Borland Unveils Borland Advantage
Borland Wins Lotus Case
Borland's Quattro Pro Ships over 2.5 Million Copies
CompuServe initiates Borland SIG
COO Resigns; Gary Wetsel Promoted to Executive Vice President
dBASE Leading Database in Government Agencies
dBASE Ships Over Four Million Units

Delbert W. Yocam Joins Borland at Chairman and CEO
Delphi Well Received by Resellers and Customers
Fair Use Software License

Discussions

There are no discussions for this company in the collection

Digital Research Inc.

Company Details

Name: Digital Research Inc.
Sector: PC Systems, Tools and Utilities Software

Description
Digital Research Incorporated was located in Monterey California. The company pioneered disk based operating systems for micro computers back in the early to mid 1970s. They also provided one of the early windowing product known as GEM.

Facilitators
- Bill Selmeier - Email

Statistics
Contributors (25), Events (91), Stories (45), Documents (159), References (3), Discussions (1 threads, 1 posts)

Entered By: Luanne Johnson
November 1, 2005

Contributors

Contributor Peggy Anderson

Date Joined April 1982

Job Description
Seminar Coordinator/Administrative Assistant: coordinated OEM, ISV and Product seminars for outside people as well as \
Accomplishments
Participated in CP/M \'83 East & West. Managed registration and coordination for GEM Product Intro seminar (almost 300 people). Coordinated logistics, speakers and all details for 2 road shows (3 cities each).
Date Left August 1985

Date Entered February 21, 2006

Contributor Phil Balma

Date Joined April 1982

Job Description
> senior software engineer to VP Marketing Japan, Director New Business
> Development

Date Left April 1991

Date Entered February 27, 2006

Contributor Marilyn Bohl

Date Joined February 1987

Job Description
> Vice President Product Development
> Responsible for product architecture/design, development, quality assurance,
> documentation, and product marketing of all software of DRI product line

Accomplishments
> GEM Scan and GEM Desktop Publisher were created and shipped; follow-on
> releases of GEM Draw, Paint,..., FlexOs out of Monterey, and of Concurrent DOS
> out of UK; made decision to create a single-user DOS system in a UK "clean room"
> environment

Date Left December 1988

Date Entered February 11, 2006

Contributor Peter Bolton

Date Joined September 1983

Job Description
> Started as the technical writer for the DR Net product line. Later became product
> marketing manager for the FlexOS product line.

Accomplishments
> Oversaw (from the marketing perspective) the development of the graphics and
> networking extensions to the FlexOS real-time operating system. Also, set the
> course for POSIX support, compiler support, and debugger marketing.

Date Left November 1994

Date Entered February 21, 2006

Contributor Daniel Davis

Date Joined November 1979

Job Description
> Initially worked on the runtime library (mathematical routines) for the PL/I-80
> compiler developed by Gary Kildall. In May,1980 went to work full time as a
> programmer.

Date Left August 1983

Date Entered February 15, 2006

Contributor G Gervaise (Gerry) Davis

Date Joined May 1976

Job Description
>I first met Gary in early 1976 thru my legal secretary whose son was in his son Scott's grade school class. I was Gary and DRI's outside legal counsel from its inception and the first outside director of the company. I did all the legal work for many years, including its incorporation. In the 1980\\'s the company hired in house counsel but I continued to serve as outside counsel until about a year before the company was sold to Novell. I served on the Board for many years, and only in the last few years I was only the Secretary of the company and attended all Board meetings as outside counsel and secretary.

Accomplishments
>I advised DRI and Dorothy and Gary on numerous things over the years. I was involved deeply in the famous meetings with IBM over adoption of CP/M for the IBM PC, and have detailed knowledge of those matters, as well as earlier dealings with Bill Gates and Microsoft, and have known Gates through Gary since about 1978. About 10 months before the company was sold to Novell, Dick Williams asked me to resign to save money for the company, and he used Wilson Sonsini to sell the company to Novell. Earlier I was involved in all the early acquisitions by DRI of Complier Systems and Gordon Eubanks as well as the acquisition of Mike Lehman\\'s company. I developed and wrote all the early legal documents and licenses for the company, which I continued to do for many years, even after it had inside counsel for some purposes.

Date Left 1991

Statistics
>Stories (1)

Date Entered February 10, 2006

Contributor Gordon Eubanks

Date Joined August 1981

Job Description
>Ran language and later both language and operating systems divisions

Date Left August 1983

Date Entered February 1, 2006

Contributor Scott Garrison

Date Joined November 1987

Job Description
Corporate Controller
Accomplishments
Acquisition by Novell
Date Left 1992

Date Entered May 3, 2006

Contributor Curt Geske

Date Joined June 1980

Job Description
Initially, assistant to Dorothy Kildall. Later helped establish initial Tech Support,
Ran the TS Dept. for a short time as part of the 4680 project, then moved to
programming with CDOS and FlexOS.
Accomplishments
Helped establish the tech support dept.
Acted as laison with IBM on the 4680 project. Lead programmer on the FlexOS
utilities project and the FlexOS Linker.
Stayed with the project after cquisition by Novell.
Date Left December 1991

Statistics
Stories (1)
Date Entered March 7, 2006

Contributor Alan Hewer

Date Joined March 1983

Job Description
Director of Operating Systems
Date Entered February 9, 2006

Contributor Frank Holsworth

Date Joined June 1980

Job Description
Designed and implemented multi-tasking operating systems, real-time operating
systems, multi-tasking graphics and networking add-ons
Accomplishments
Implemented MP/M-86 v1.1, Designed and implemented MP/M-86 v2.0 and later
versions. Designed, implemented and managed Concurrent CP/M-86 1.0 and later
versions. Designed, lead the implementation and managed all versions of the

FlexOS Operating System, X/GEM and FlexNET. Became the Director of the FlexOS Business Unit and after the merger with Novell, was the Director of the Monterey Development Center.

Date Left September 1992

Date Entered March 1, 2006

Contributor Andy Johnson-Laird

Date Joined June 1977

Job Description

I was an independent consultant (the joining and departing dates are therefore just an approximation) who worked closely with DRI and was also a personal friend of Gary Kildall's.

My company's specialty was tailoring CP/M-80 and CP/M-86 to work on OEM equipment--helping them bootstrap themselves into the PC revolution.

Accomplishments

I was the author of one of the more detailed books on tailoring CP/M-80 to new hardware, the Programmer's Guide To CP/M-80, published by Osborne McGraw-Hill. It sold about 90,000 copies and Osborne McGraw-Hill was so inexperienced with publishing software source code that they allowed me to distribute the example source in the book (which was about 22,000 lines of code).

I was also engaged by DRI in 1981 to write the CP/M-86 BIOS for the then unannounced IBM PC. I was also the first person to point out to Gary Kildall the copied API calls in Tim Paterson's 86-DOS/QDOS. It did this several months before starting work on the IBM PC--and during that project I pointed out to Gary the name of a Microsoft employee on the PC-DOS boot sector--namely, Bob O'Rear.

My company also produced the first non-infringing IBM PC ROM BIOS.

Date Left January 1985

Date Entered February 15, 2006

Contributor Becky Jones

Date Joined June 1982

Job Description

I started out as the administrative assistant to Gary Kildall and John Rowley (at that time President). Did that for about 1 year & quickly tired of trying to keep the two of them on schedule. During this time I met some fabulous executives around the world and got a fast introduction to the early world of high tech. The industry fasinated me and Gary Kildall opened the doors to the rest of my career in marketing.

Accomplishments

Marketed DR Logo and GEM Products

Date Left June 1987

Date Entered February 19, 2006

Contributor C Landaker

Date Joined June 11, 1981

Job Description
>Lead Production Assistant (worked with Beverly Wang & later Robbie Howard) and interim Software Librarian.

Accomplishments
>Was one of first 40 employees and possibly the youngest hire. Also Kildall family friend & babysitter.

Date Left May 13, 1983

Date Entered January 27, 2008

Contributor Stephen Maysonave

Date Joined April 1982

Job Description
>\- VP Sales
>\- SVP Sales & Marketing

Accomplishments
>\- Hired and managed DRI's first worldwide direct sales organization with international operations in UK, France, Germany, and Japan
>\- Revenues grew from <$5 million in FY 1981 to ~$55 million in FY 1985

Date Left June 1984

Date Entered March 20, 2006

Contributor Patie McCracken

Date Joined December 1981

Job Description
>I had several positions in my ten years at DRI.
>**Initial position: Contact for Pascal/MT+ users until MT Microsystems and DRI were fully merged.
>**Contract Administration - U.S. (negotiating OEM licensing agreements)
>**Contract Administration - Europe (negotiating OEM and retail agreements)
>**Product Marketing - Graphical Environment Manager (GEM)
>**Channel Marketing - worked with Sales Distribution in charge of channel programs, promotions and marketing.

Accomplishments
>I was fortunate enough to have several opportunities for growth. My experiences led me to work in England and throughout Europe.

Remained at DRI until Novell merger and became Novell employee for next six years.

Date Left September 1991

Date Entered February 14, 2006

Contributor Maureen Minnes

Date Joined January 1980

Job Description
Marketing

Accomplishments
Ended up in UK office
assisting with set up of France and German office

Date Entered February 8, 2006

Contributor Mas Morimoto

Date Joined January 1, 1984

Job Description
Director of Asia Japan Field operations

Accomplishments
Set up DRI Japan and developed DRI partnerships in South korea and Taiwan

Date Left June 1, 1986

Date Entered April 9, 2007

Contributor Emmanuel Roche

Date Joined October 4, 2009

Job Description
Hello from France!

I am a former COBOL programmer, on IBM Mainframes. I wanted to have my own computer, so investigated CP/M (this was around 1981, before the IBM PC).

I became an active member of the CP/M User Group (UK). I started with a NorthStar Horizon. In 1985/86, I got the best-seller of the time: an Amstrad PCW-8256 (according to Wikipedia, 8.000.000+ PCWs were sold...). I finally settled on an Epson QX-10 running CP/M Plus, my favorite version of CP/M.

Then the IBM Clown became the standard. I remained the only one in my city still

using a CP/M computer, during 15 years. The last 8-bit newsletters died one after the other ("TCJ").

Finally, in 2000, I had access to the Internet, and found the comp.os.cpm Newsgroup, the last place on Earth where CP/M fans gather, where I am a regular.

From time to time, I release programs, articles, advertisements about CP/M. Some people complained about the size of my publications. Finally, some Web sites started hosting my stuff (BitSavers, Nostalgia8, Z80cpu, cpm.z80).

So, it was quite a surprise when someone from the Computer History Museum asked me to become a "contributor".

During all those years, I was too busy to have the time to set up and maintain a Web site. My files can be found in a lot of places, but not centralized. (It is always curious to see that some people chose to keep a copy of my publication, but only some things: each time I have a look, I wonder where are the other files?)

So, after first thinking of rejecting this offer, I finally decided to share with you some of my 800 WordStar files.

Yours Sincerely,
Mr. Emmanuel Roche, France

Statistics
Documents (54)

Date Entered May 4, 2009

Contributor Meryle Sachs

Date Joined May 1981

Job Description
Design and write software application manuals such as user, programming and system guides, command summaries, quick reference material, and online help systems.

Accomplishments
Worked on CPM/86 for the IBM PC, CP/M-86 for the DEC Rainbow, MPM II, MP/M-86, Concurrent CP/M-86, Concurrent DOS, GEM Product Line, GEM Graph, Artline 2.0, DR-DOS

Won awards for manuals from Society of Technical Communications

Date Left October 1986

Date Entered February 10, 2006

Contributor Kathy Strutynski

Date Joined February 1979

Job Description
>   Managed operating system products--CP/M 2.2, CP/M 86, CP/M 86 PLUS,
>   CONCURRENT CP/M 86. Supervised up to three project managers, 25 engineers.

Accomplishments
>   Presented seminars to original equipment manufacturers. Accompanied director of
>   sales to all meeting with major computer manufacturers

Date Left December 1985

Statistics
>   Stories (1)

Date Entered February 12, 2006

Contributor Joe Taglia

Date Joined March 1989

Job Description
>   VP of The Americas which included managing the FlexOS and GEM development
>   groups, technical support for GEM and DR DOS, corporate and product marketing,
>   retail and OEM sales in North and South America for all product lines.

Date Left September 1992

Date Entered December 21, 2005

Contributor Joanne Webster

Date Joined May 1982

Job Description
>   Director, Human Resources. Established first HR department for company.

Accomplishments
>   Built partnerships with local high schools in Seaside, Pacific Grove, and York
>   School. Established first service award program. Managed Facilities department in
>   addition to HR. Member of Monterey County Private Industry. Council. Founding
>   member of local HR professional association. Met my husband, Lowell, at DRI.

Date Left August 1992

Date Entered February 8, 2006

Contributor Joe Wein

Date Joined May 1, 1984

Job Description
>   Senior engineer: Concurrent CP/M, Concurrent DOS, Concurrent DOS-386, DR
>   DOS

Date Left March 31, 1995

Date Entered December 27, 2007

Contributor John Wharton

Date Joined April 1980

Job Description
While at Intel, was Intel's technical liason to DRI. After 1982, worked as a contractor/consultant/tech writer for DRI.
Date Left December 1989

Date Entered February 3, 2006

Timeline

1973

Products and Services / Technology

Gary Kildall invents PL/M 8 (1973)
Gary Kildall invents PL/M 8, the first high-level programming languare for microprocessors

Related References
Event Chronology - Digital Research

Gary Kildall Develops Compiler (1973)
Gary Kildall develops the first programming language compiler to generate code for microprocessors.

Related References
Event Chronology - Digital Research

1974

Products and Services / Technology

Gary Kildall Completes Working Protype of CP/M (1974)
Gary Kildall, the father of disk based micro-computer operating systems completes a working prototype of the first micro-computer operating system, CP/M

Related References
Event Chronology - Digital Research

1976

Business, Financial and Legal

Intergalactic Digital Research DBA Filed (1976)
Gary Kildall and Dorothy McEwen filed fictitious name statement as
"Intergalactic Digital Research" (the name Digital Research was being used
at the time)

Related References
Event Chronology - Digital Research

Products and Services / Technology

CP/M 1.3 Developed (April 1976)
First Version of CP/M (R) becomes available.

Related References
Event Chronology - Digital Research

1977

Business, Financial and Legal

Digital Research Incorporates (1977)
Interglactic Digital Research name changed to Digital Research and it
becomes incorporated

Related Documents
25 Year Worldwide Reunion Book

1978

Organizational and Personnel

Digital Research Establishes HQ (1978)
Digital Research establishes company HQ at 801 Lighthouse Avenue,
Pacific Grove

Related References
Event Chronology - Digital ResearchRelated Documents
Video-Curt Geske-Carpenter and Customer Support

Bill Byerly Joins Digital Research (1978)
Bill Byerly joins Digital Research

Related References
Event Chronology - Digital Research

Kathy Strutynski Joins Digital Research (1978)
Kathy Strutynski joins Digital Research

Related References
Event Chronology - Digital Research
Related Stories

Hiring
Related Documents
Video-Kathy Strutynski Key Developer

1979

Products and Services / Technology

Digital Research Introduces MP/M-80 Operating System (1979)
Digital Research introduces MP/M-80 multiprocessing operating system.

Related References
Event Chronology - Digital Research

Comments:

From: Phil Balma
Date: Feb 27, 2006 @ 09:37:57 PM
Subject: Typo
I believe the OS was MP/M 80.

1980

Milestones

CP/M 2.2 becomes a standard (February 1980)
CP/M 2.2 becomes an industry standard

Related References
Event Chronology - Digital Research
Related Stories
Video-Kathy Strutynski Key Developer
Related Documents
Retail Price List
CP/M 2 Interface Guide
Video-Kathy Strutynski Key Developer

IBM Visits Digital Research (July 1980)
IBM "Chess" team visits Digital Research to discuss licensing CP/M-86 for unannounced micro computer.

Related References
Event Chronology - Digital Research
Related Stories
DRI and IBM - First meeting
Video - Steve Maysonave Sales & Marketing on IBM Contract
Related Documents
Video - Steve Maysonave Sales and Marketing on IBM Contract

Products and Services / Technology

Digital Research Introduces CP/net (April 1980)
Digital Research introducts CP/net

Related References
Event Chronology - Digital Research

Digital Research Introduces CP/NOS Operating System (April 1980)
Digital Research introduces CP/NOS operating system

Related References
Event Chronology - Digital Research

Digital Research Introduces PL/1-G Compiler for 8-bit CP/M (April 1980)
Digital Research introduces PL/1-G compiler for 8-bit CP/M

Related References
Event Chronology - Digital Research

Digital Research Begins Shipping CP/M-86 (1980)
Digital Research begins shipping CP/M-86 operating system for 16-bit microprocessors.

Related References
Event Chronology - Digital Research

Digital Research Introduces PL/1-G Compiler DEC VAX (1980)
Digital Research Incorporated introduces PL/1-G compiler DEC VAX

Related References
Event Chronology - Digital Research

1981

Business, Financial and Legal

Digital Research and IBM Enter into a License Agreement (July 1981)
IBM signs a licensing agreement with Digital Research to offer the CP/M-86 operating system for sale with IBM PCs

Related References
Event Chronology - Digital Research
Related Stories
The IBM Connection
DRI and IBM - First meeting
Video-G. Gervaise (Gerry) Davis Outside Attorney and Board Member
Video - Steve Maysonave Sales & Marketing on IBM Contract

Digital Research Sales Grow to $3 Million (1981)
Digital Research Sales Grow to $3 Million, employee head-count reaches 75

Related References
Event Chronology - Digital Research

Miscellaneous

CP/M Running on 200,000 microcomputers (1981 ca.)
200,000 microcomputers are running CP/M in more than 3,000 configurations by years's end.

Related References
Event Chronology - Digital Research

Organizational and Personnel

North American OEM Sales Group Established (1981)
Establishes North American OEM sales group

Related Documents
Video-Patie McCracken Contracts, Europe, and Marketing

Digital Research Acquires Compiler Systems (August 1981)
Digital Research acquires Compiler Systems which includes CBASIC-86. This was the beginning of the language division of DRI and was managed by Gordon Eubanks.

Related References
Event Chronology - Digital Research

John Rowley hired as President and COO (November 1981)
John Rowley hired as President and COO

Related Documents
IMAGE - Package Meeting with Kildall and Rowley
IMAGE - Package Meeting with Kildall and Rowley

Digital Research Acquires Pascal MT (November 1981)
Digital Research Incorporated acquires Pascal MT

Related References
Event Chronology - Digital Research

Products and Services / Technology

Digital Research introduces B-Tree (March 1981)
Digital Research introduces B-Tree database management utilities.

Related References

Event Chronology - Digital Research

Digital Research Introduces MP/M-86 Operating System (August 1981)
Digital Research introduces MP/M-86 multitasking operating system.

Related References
Event Chronology - Digital Research

Digital Research Introduces CB-80 BASIC Compiler (September 1981)
Digital Research introduces CB-80 BASIC compiler

Related References
Event Chronology - Digital Research

Digital Research Introduces C-BASIC Compiler (November 1981)
Digital Research introduces C-BASIC compiler

Related References
Event Chronology - Digital Research

Digital Research Introduces LK-80 Linkage Editor (1981)
Digital Research introduces LK-80 linkage editor

Related References
Event Chronology - Digital Research

Digital Research Introduces CP/M-86 for IBM Display Writer (1981)
Digital Research Incorporated introduces CP/M-86 version pre-configured fo the IBM Display Writer word processor.

Related References
Event Chronology - Digital Research

Digital Research Introduces XLT-86 (1981)
Digital Research Incorporated introduces XLT-86 assembly language translator program

Related References
Event Chronology - Digital Research

1982

Miscellaneous

Gary Kildall begins Co-Host of Computer Chronicals ib PBS Television (1982)
Computer Chronicals on PBS Television asks Gary Kildall to co-host with Stewart Cheifet. This continued for seven years.

Related References
Event Chronology - Digital Research

Products and Services / Technology

Digital Research Introduces Pascal/MT+86 Complier (April 1982)
Digital Research Introduces Pascal/MT+86 complier

Related References
Event Chronology - Digital Research

Digital Research Introduces Display Manager User Interface (May 1982)
Digital Research Incorporated introduces Display Manager user interface

Related References
Event Chronology - Digital Research

Digital Research Introduces Concurrent CP/M-86 for IBM PC/XT (1982)
Digital Research Incorporated introduces Concurrent CP/M-86 multi-tasking operating system for the IBM PC-XT

Related References
Event Chronology - Digital Research

1983

Miscellaneous

Digital Research Stages CPM '83 in San Francisco (1983)
Digital Research Incorporated stages CPM '83 computer conference and trade show in San Francisco. 400 companies exhibit their wares to more than 50,000 attendees.

Related References
Event Chronology - Digital Research

Digital Research Hosts ISV Conference in London England (April 1983)
More than 500 European independent software vendors attend a Digital Research Incorporated seminar in London, England.

Related References
Event Chronology - Digital Research

Gary Kildall and Dorothy McEwen Separate (August 1983)
Gary Kildall and Dorothy McKewen separate.

Related References
Event Chronology - Digital Research

Digital Research Stages CPM '83/East in Boston, MA (September 1983)
Digital Research Stages CPM '83/East trade show in Boston, Massachusetts.

Related References
Event Chronology - Digital Research

Gary Kildall Named to Computer Industry Hall of Fame (1983)
Gary Kildall is named to the Computer Industry Hall of Fame.

Related References
Event Chronology - Digital Research

Organizational and Personnel

European Development Centre Established (January 1983 ca.)
Digital Research Incorporated establishes the European Offices.

Related Documents
83-01 Digital Dialogue Employee Newsletter

Digital Research Japan was established (May 1983)
Digital Research Japan was established in May 1983

Related Documents
DRI in Japan
Video-Mas Morimoto on Digital Research in Japan
Video-Kasuko Morimoto on early days at Digital Research in Japan

Products and Services / Technology

Digital Research Introduces CP/M Plus 8-bit Operating System (1983)
Digital Research Incorporated introduces CP/M Plus 8-bit operating system

Related References
Event Chronology - Digital Research

Digital Research Introduces Low Cost CP/M-86 (1983)
Digital Research Incorporated introduces low-cost CP/M-86 single-user operating system with enhanced graphics support for the IBM PC.

Related References
Event Chronology - Digital Research

Digital Research Introduces C-86 Compiler (April 1983)
Digital Research Incorporated introduces the C-86 compiler.

Related References
Event Chronology - Digital Research

Digital Research Introduces PL/1-86 Compiler (April 1983)
Digital Research Incorporated introduces the PL/1-86 compiler.

Related References
Event Chronology - Digital Research

Digital Research Introduces CP/M 86K for Motorola
Microprocessors (May 1983)
Digital Research Incorporated introduces CP/M 68K for Motorola
microprocessors.

Related References
Event Chronology - Digital Research

Digital Research Introduces 8-Bit Access Manager Software (July
1983)
Digital Research Incorporated introduces 8-Bit Access Manager software.

Related References
Event Chronology - Digital Research

Digital Research and Hitachi started a joint development of 16-bit
OS (1983)
Digital Research and Hitachi started a joint development of 16-bit OS
project in Pacific Grove, which was completed in 1983.

Related Stories
Video-Mas Morimoto on Digital Research in Japan

Digital Research Introduces Dr. Logo for IBM PC (August 1983)
Digital Research Incorporated introduces Dr. Logo for the IBM PC

Related References
Event Chronology - Digital Research

Digital Research Introduces 16-Bit Access Manager-86 Software
(August 1983)
Digital Research Incorporated introduces 16-bit Access Manager-86
software

Related References
Event Chronology - Digital Research

Digital Research Introduces GSX-86 Graphics Utility Library
(September 1983)
Digital Research Incorporated introduces GSX-86 graphics utility library

Related References
Event Chronology - Digital Research

Digital Research Introduces DR Graph (September 1983)
Digital Research Incorporated introduces DR Graph business graphics

program.

Related References
Event Chronology - Digital Research

Digital Research Introduces GSX-80 Graphics Utility Library
(November 1983)
Digital Research Incorporated introduces GSX-80 graphics utility library.

Related References
Event Chronology - Digital Research

1984

Miscellaneous

Digital Research Demos Crystal at Esther Dyson Conference
(1984)
Digital Research Incorporated demonstrates "Crystal" the precurson to the
GEM Graphics environment manager at the Esther Dyson conference.

Related References
Event Chronology - Digital Research

Digital Research Moves HQ to Garden Court Campus in Monterey
(1984)
Digital Research Incorporated relocates their headquarters to the Garden
Court campus in Monterey, CA.

Related References
Event Chronology - Digital Research

AT&T adopts Concurrent PC DOS for 6300-Series PCs (July 1984)
AT&T adopts Concurrent PC-DOS for 6300-series PCs.

Related References
Event Chronology - Digital Research
Related Stories
Video - Steve Maysonave Sales and Marketing on Building a Sales
Organization

Gary Kildall and Tom Rolander Form KnowledgeSet (1984)
Gary Kildall and Tom Rolander form KnowledgeSet to pursue development
of CD-ROM applications.

Related References
Event Chronology - Digital Research

Products and Services / Technology

Digital Research Revises Concurrent CP/M-86 to Include
Windowing (1984)

Digital Research Incorporated revises Concurrent CP/M-86 to include general windowing capability.

Related References
Event Chronology - Digital Research

Digital Research Introduces Concurrent PC DOS Multitasking OS (April 1984)
Digital Research Incorporated introduces Concurrent PC DOS multitasking operating system

Related References
Event Chronology - Digital Research

Digital Research Introduces DR Draw-86 (April 1984)
Digital Research Incorporated introduces DR Draw-86 drafting program.

Related References
Event Chronology - Digital Research

Digital Research Introduces DR Access-86 Database Software (April 1984)
Digital Research Incorporated introduces DR Access-86 database program

Related References
Event Chronology - Digital Research

Digital Research Introduces DR Logo for IBM PCjr (May 1984)
Digital Research Incorporated introduces DR Logo for IBM PCjr.

Related References
Event Chronology - Digital Research

Digital Research Introduces ROM-Based Personal CP/M (May 1984)
Digital Research Incorporated introduces ROM-based Personal CP/M

Related References
Event Chronology - Digital Research

Digital Research Intrduces ROM-Based Personal CP/M-86 (May 1984)
Digital Research Incorporated introduces ROM-based Personal CP/M-86

Related References
Event Chronology - Digital Research

Digital Research Introduces Dr Logo for 8-bit CP/M (July 1984)
Digital Research Incorporated introduces Dr. Logo for 8-bit CP/M

Related References
Event Chronology - Digital Research

Digital Research Introduces FORTRAN-77 Compiler for CP/M-86
(July 1984)
Digital Research Incorporated introduces FORTRAN-77 compiler for CP/M-86

Related References
Event Chronology - Digital Research

Digital Research Adapts Personal CP/Mfor Japanese MSX PCs
(October 1984)
Digital Research Incorporated adapts their Personal CP/M for Japanese MSX PCs.

Related References
Event Chronology - Digital Research
Related Stories
Video-Mas Morimoto on Digital Research in Japan
Related Documents
Video-Mas Morimoto on Digital Research in Japan
Video-Kasuko Morimoto on early days at Digital Research in Japan
Video - Steve Maysonave Sales and Marketing on Building a Sales
Organization

Digital Research Introduces DR Net Networking Utility (1984)
Digital Research Incorporated introduces DR Net, a networking utility.

Related Documents
84-05 Digital Research News For Digital Research Users Everywhere
84-04 Digital Research European Review

Digital Research Announces GEM (November 1984)
In 1984 Tom Byers leads the GEM effort as product manager and
evangelist, announcing it at Comdex 1984 and shipping it
in the spring of 1985. GEM could run on a number of DOS machines with
reasonable performance. Many of these machines could never have run
Windows.

Related References
Event Chronology - Digital Research
Related Stories
Video - Steve Maysonave Sales and Marketing on GEM
Related Documents
GEM Publications and Presentation Graphics Team Brochure
Video - Steve Maysonave Sales and Marketing on GEM

Digital Research Introduces DR Talk Communications Utility
(1984)
Digital Research Incorporated introduces DR Talk communications utility.

1985

Organizational and Personnel

Digital Research loses Lee Lorenzen, Don Haskell and John Meyer (1985)
Lee Lorenzen, Don Haskell, and John Meyer, left DRI to form
Ventura Publishing creating applications for GEM.

Related References
Event Chronology - Digital Research

Gary Kildall Becomes Acting CEO (September 1985)
Gary Kildall removes John Rawley as CEO and assumes the position of
acting CEO in addition to his position as Chairman of the Board

Related Stories
Video-Dick Williams CEO

Tom Buyers Leaves Digital Research for Symantec (June 1985)
Tom Buyers left Digital Research in June 1985 and joined Symantec.

Products and Services / Technology

Digital Research Introduces CIS COBOL Compiler (February 1985)
Digital Research Incorporated introduces CIS COBOL compiler.

Related References
Event Chronology - Digital Research

Digital Research Introduces Level II COBOL Compiler (February 1985)
Digital Research Incorporated introduces Level II COBOL compiler.

Related References
Event Chronology - Digital Research

Digital Research Introduces GEM Desktop (April 1985)
Digital Research Introduces GEM Desktop to provide Macintosh-like
graphic user interface for the IBM PC.

Related References
Event Chronology - Digital Research

Digital Research Introduces GEM Draw (April 1985)
Digital Research Incorporated introduces GEM Draw drafting program.

Related References
Event Chronology - Digital Research

Digital Research Introduces GEM Paint (June 1985)
Digital Research Incorporated introduces GEM Paint drawing program

Related References
Event Chronology - Digital Research

Digital Research Introduces GEM Write (June 1985)
Digital Research Incorporated introduces GEM Write word processor program

Related References
Event Chronology - Digital Research

Digital Research Introduces Concurrent DOS-68K (June 1985)
Digital Research Incorporated introduces Concurrent DOS-68K

Related References
Event Chronology - Digital Research

Digital Research Develops GEM for IBM PCjr (1985)
Tom Buyers worked closely with IBM to put GEM on the PCjr and was close to a deal when IBM cancelled the PCjr. This could have been a major turning point for DRI.

Related References
Event Chronology - Digital Research

Digital Research Introduces GEM Graph and GEM Wordchart (August 1985)
Digital Research Incorporated introduces GEM Graph business graphics program and GEM Wordchart presentation graphics program.

Related References
Event Chronology - Digital Research

1986

Milestones

Dick Williams Becomes President and CEO (1986)
Dick Williams joins as President and CEO, and a member of the Board of Directors.

Related Stories
Video-Dick Williams CEO
Related Documents
Video-Dick Williams CEO

Organizational and Personnel

Marilyn Bohl joins as Vice President Worldwide Development. (April 1986)
Marilyn Bohl joins as Vice President Worldwide Development.

1987

Business, Financial and Legal

Trinity Ventures leads an investment recapitalizing Digital Research. (April 1987)
Trinity Ventures leads an investment recapitalizing Digital Research. Other investors included Abingworth PLC, Northern Telecom, and Techno Ventures. Noel Fenton, Founder of Trinity Ventures, and Esmond Goei, Managing Partner of Techno Ventures, join the Board of Directors.

Organizational and Personnel

Peter DiCorti is Promoted to Vice President and Chief Financial Officer (September 1987)
Peter DiCorti is promoted from Controller to Vice President and Chief Financial Officer.

Digital Research Asia Pacific is Formed (September 1987)
Digital Research Asia Pacific is formed with offices in Taipai, Taiwan. Richard Dixon is named Vice President of DRI Asia Pacific.

Products and Services / Technology

Digital Research Introduces DR DOS OS (1987)
Digital Research Incorporated introduces DR DOS operating system

1989

Milestones

Digital Research Japan Announced DR-DOS Japan Version (August 1989)
In August 1989, Digital Research Japan announced DR-DOS Japan version. Dick Williams and Kazuhiko Nishi, CEO of ASCII Japan, announced at the press meeting that ASCII has committed to market DR-DOS ROM version to the PC market in Japan.

1991

Organizational and Personnel

Digital Research sold/merged to Novell (1991)
Digital Research sold/merged to Novell

Stories

Title: Video-Peggy Anderson-Seminar Coordinator and Sales Trainer

Author: Peggy Anderson
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video runing 1 minute and 43 seconds where Peggy Anderson describes coming to Digital Research and doing Seminars and Sales Training
----
Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Peggy Anderson-Seminar Coordinator and Sales Trainer

Title: Video-Phil Balma Developer
Author: Phil Balma
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 1 minute 43 seconds where Phil Balma describes his friendship with Gary Kildall and coming to Digital Research to help in development of CP/M86, CP/M86Plus, particularily the file systems and working through the night.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Phil Balma Developer

Title: Video-Peter Bolton Documentation
Author: Peter Bolten
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 3 minutes and 3 seconds where Peter Bolton explains how he learned about Digital Research, got a job there and considerations one had to think about before joining the company.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Peter Bolton Documentation

Title: Working at Digital Research
Author: Frieda Bresk
Created: March 26, 2006
Cataloguer:
Copyright:
Story:
An email sent to Bill Selmeier by Frieda Bresk:

From my very first interview with Joanne Webster and Dick Williams I was sure I wanted to work for DRI. The whole atmosphere was so positive and pleasant . While talking to Dick I sensed his enthusiasm and energy. I went home saying I'd sure like to work for him.

My career at DRI began in 1986 not long after Dick Williams took over. I was hired on as the Administrative Assistant for Dick Williams and Gary Kildall. My job was to help Dick keep the business moving by taking care of his correspondence and arranging meetings and travel plans for Dick and his staff. Dick always knew what he wanted so it was easy to comply. Complications arose when plans had to be changed. Because of the numerous people involved, I often had to make quick creative decisions. This meant tracking down individuals and revising plans part way through trips. I did this by communicating with our personnel and customers constantly to get them to where they were supposed to be. There was always a lot of dialogue with customers and vendors, sometimes not the easiest people to deal with but always a challenge. The Customer Services personnel knew they could always count on me to handle irate people, sometimes late in the evening, without losing a customer.

The energy and creativeness of the various people was so obvious that it was contagious and made my job a constant pleasure. Everyday was different and I had to be prepared for lots of last minute changes. Someone nicknamed me a "Super Go-Fer". Gary Kildall was one of the biggest challenges. Gary was an Einstein -- when he got started talking about computers he forgot the rest of the world. Put him in front of an audience and a chalkboard and he was in heaven. The engineers loved him because he was so creative and spontaneous, but handling his schedule could be nerve racking. I always made sure everyone around him knew his schedule and could help get him places on time. When he was out-of-town I tried to keep track of him and constantly reminded him of where he should be. Sometimes I think if I had been around during the time of the IBM meetings the whole computer history would be different -- perhaps wishful thinking -- but something to dream about.

I often feel that DRI never received enough credit for its concepts that started the whole personal computer industry. I was very sad when DRI was sold to Novell but did my best to help the transition go smoothly. I worked with the facilities staff to coordinate the moving of personnel and arrange for the new Novell staff to takeover. Fortunately I was then hired to be the Admin to Darl McBride who headed up the new Novell Monterey facility. My job was still the same, planning, organizing and arranging on-site and off-site meetings, coordinating creative travel plans to efficiently facilitate and minimize travel time and maximize productivity. The job was the same although some of the managers changed. The same creative energy existed with the reconstituted group and I quickly came to love them all as I did the DRI bunch.

Entered By: Bill Selmeier
  March 26, 2006

Title: Video-Frieda (Frank) Bresk Executive Assistant to Gary Kildall and Dick Williams
Author: Frieda Bresk
Created: April 28, 2006
Cataloguer:
Copyright:
Story:
Video running 5 minutes and 41 seconds where Frieda Bresk describes her view of Gary Kildall and Dick Williams and then Frank Bresk, her husband embellishes on the stories.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Frieda (Frank) Bresk Executive Assistant to Gary Kildall and Dick Williams

Title: Video-G. Gervaise (Gerry) Davis Outside Attorney and Board Member
Author: Gerry Davis
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 3 minutes and 24 seconds where Gerry (sometimes Gervaise) Davis describes meeting Gary Kildall, becoming involved with Digital Research, joining the Board of Directors (3), flying and his involvement with IBM agreements.

Entered By: Bill Selmeier
   April 28, 2006
Related Documents

Video-G. Gervaise (Gerry) Davis Outside Attorney and Board Member
Related Events

Digital Research and IBM Enter into a License Agreement

Title: Video-Dan Davis Developer
Author: Dan Davis
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 1 minute 57 seconds where Dan Davis talks about befriending Gary Kildall, sharing the experience of learning to fly, doing the mathematics of the runtime subroutines for the PL/1 compiler, and coming to Digital Research to work on the PL/1 compiler.

Entered By: Bill Selmeier
   April 28, 2006
Related Documents

Video-Dan Davis Developer

Title: The IBM Connection
Author: Gerry Davis
Created: February 10, 2006
Cataloguer:
Copyright:
Story:
I was personally involved in what Bill Gates said of the plans to talk to IBM about CP/M being licensed for use on the IBM PC, the actual abortive meeting with them in Pacific Grove, where Gary was that day, later correspondence and dealings with them at a later meeting in Boca Raton and with numerous follow-ups. I negotiated the license IBM finally did sign with DRI, and know all the related discussions on this subject.

This history is too complex to set out here, except to note that Andy Johnson-Laird and I in December 2005 tape recorded a long tape about our connections with the company and the IBM matter, which would be of considerable interest to any historian.

Andy was an independent computer consultant who was hired by DRI to develop the necessary BIOS component for the IBM PC to use CP/M, which was done in PG under conditions of high secrecy at the insistance of IBM and its security people. Andy is the owner and Chairman of JLI, Inc. of Portland, OR who I am sure will be helpful in documenting the DRI history from his outside perspective. He was a close friend of Gary although never an employee of DRI.

Entered By: G Gervaise (Gerry) Davis
  February 10, 2006
Related Events

Digital Research and IBM Enter into a License Agreement

Title: Video-Bill Fitler Developer and Development Manager
Author: Bill Fitler
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running one minute and nine seconds where Bill Fitler talks about escaping to Digital Research to develop and manage projects in operating systems and language development, writing a book with Phil Balma and then going back to development in the Graphics group (Presentation team) and FlexOS.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Bill Fitler Developer and Development Manager

Title: Video - Scott Garrison, Controller Joins DRI
Author: Scott Garrison
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running two minutes and fifty-nine seconds where Scott Garrison describes the appeal of working at Digital Research Incorporated. Scott was a financial man hired to do planning and help with the turnaround. This was his first software company

----

Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video-Scott Garrison, Controller Joins DRI

Title: Video - Scott Garrison, Controller Turn Around
Author: Scott Garrison
Created: May 3, 2006
Cataloguer:
Copyright:
Story:

Video seven minutes and sixteen seconds covering events in the turnaround and some personal observations about staff meetings, Pay as you go, Wall Street Journal Advertising, and planning offsites.

Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video-Scott Garrison, Controller Turn Around

Title: Video - Scott Garrison, Controller Novell Acquisition
Author: Scott Garrison
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running five minutes and fifty-one seconds where Scott Garrison relates some of the last minute surprise events before the Novell acquisition and cash flow.

Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video-Scott Garrison, Controller Novell Acquisition

Title: Video-Curt Geske-Carpenter and Customer Support
Author: Curt Geske
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running one minute and 38 seconds where Curt Geske describes how he went from Gary Kildall and Dorothy McEwen's carpenter to working customer support at Digital Research.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Curt Geske-Carpenter and Customer Support

Title: DRI and IBM - First meeting
Author: Curt Geske
Created: March 7, 2006
Cataloguer:
Copyright:
Story:
I hadn't been working for DRI for very long in 1980. Previously, I had been the builder and carpenter for Dorothy and Gary Kildall, and had done extensive remodeling work on the DRI offices. I had been doing work for them for at least 3 years prior to 1980, and was anxious to change my career direction. I was hired by Dorothy in June of 1980 as an assistant to Dorothy. I had not been there for very long when IBM came calling.

As Dorothy's assistant, I was present at the initial meeting in the Victorian house on Lighthouse Avenue in Pacific Grove. In fact, the major part of the meeting was taken up with the "Non-Disclosure Agreement", NDA, problem. I thought it was a bit much, and Dorothy agreed. Dorothy called Gerry Davis, the DRI legal rep, about the problem and finally an acceptable version was agreed upon. I do recall that the IBM people were getting more than a little frustrated by DRI's unwillingness to roll over and play dead with the NDA. It was later in the afternoon when enough had been accomplished on the NDA that both sides felt that they could talk to each other. The initial meeting was more of a meeting to decide to meet again. (One week after this meeting, IBM returned all the CP/M manuals we had given them because DRI had printed on the bottom of every page of every manual a statement saying that all the information was proprietary to DRI. IBM said in the accompanying letter that they could not read them because of that.) I know that other meetings and discussions did occur, but I was not present at any of them.

IBM did make it known that MicroSoft already had the contract to do the work and that DRI would have to supply them with the full source code, something that the DRI was very reluctant to do. At the time, CP/M and CP/M-86 were perceived to be the "crown jewels" of the company.

I do appreciate the significance of Tom Rolander showing the MP/M-86 instead of the CP/M-86 that IBM wanted to see. First, MP/M-86 was beyond what IBM envisioned in terms of both available computer resources and capability. Second, the programmer responsible for CP/M-86 worked off-site and was way behind schedule; the simple fact was nobody wanted to put that software on display in that state. Tom was there and Kathy S. wasn't.

I would be very surprised if everyone at the meeting had the same recollections. I hadn't been working in the industry very long and was kind of overwhelmed by the fact that IBM was visiting. It surprised me that at the initial meeting IBM had no technical people, just managers and lawyers.

In retrospect, there was no conspiracy, just IBM trying to bulldoze its way into the microcomputer market and Microsoft shafting everybody they could. Gary was not an businessman, he was an innovator and researcher. No one knew what was going to happen and missed the opportunities.

Entered By: Curt Geske
  March 7, 2006
Related Events

Digital Research and IBM Enter into a License Agreement
IBM Visits Digital Research

Title: Video-Alan Hewer Relating Experiences
Author: Alan Hewer
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 3 minutes and 38 seconds where Alan Hewer discusses what attracted him to Digital Research and techniques for managing development.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Alan Hewer Engineering and Development Manager

Title: Video-Frank Holsworth Developer
Author: Frank Holsworth
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 14, 2006
Related Documents

Video-Frank Holsworth Developer

Title: Video-Becky Jones Executive Assistant and Marketing
Author: Becky Jones
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 2 minute and 50 seconds where Becky Jones explains how she was charmed into a position as the executive assistant to John Rowley and Gary Kildall and then later moving to marketing. She relates a story illustrative of Gary's great focus on his children.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Becky Jones Executive Assistant and Marketing

Title: Video - Steve Maysonave Sales & Marketing on IBM Contract
Author: Steve Maysonave
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running five minutes and twenty-eight seconds where Steve describes first suspecting there was a problem with the Digital Research opportunity with IBM. He describes his meeting with Don Estridge and discovering how big a challenge it would become. He eventually discovers the structure of the IBM - Microsoft relationship and determines Digital Research's real opportunity.

Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video - Steve Maysonave Sales and Marketing on IBM Contract
Related Events

Digital Research and IBM Enter into a License Agreement
IBM Visits Digital Research

Title: Video - Steve Maysonave Sales and Marketing on Building a Sales Organization

Author: Steve Maysonave
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running seven minutes and eighteen seconds on building a sales organization to bring in revenue after he realizes DRI will not be selling much to IBM. The sales organization had to overcome challenges from Microsoft, the IBM PC dominance of the market to market to Wang, DEC and others. He reports that the DEC Rainbow was originally the CP/M machine. Steve hires Craig Conway who later worked at Oracle and Peoplesoft. steve documents the career's of people who were at Digital Research
----
Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video - Steve Maysonave Sales and Marketing on Building a Sales Organization

Title: Video - Steve Maysonave Sales and Marketing Returns to Digital Research
Author: Steve Maysonave
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running nine minutes and eighteen seconds about how Dick Williams asked Steve Maysonave to return, which which was done in a counsultancy role. Steve discusses how the operating system was marketed in the transition period, problems when Windows 3.1 was run on top of DR-DOS, meeting Bill Gates while at a MCC collaborative technology group, and other people he worked with at Digital Research
----
Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video - Steve Maysonave Sales and Marketing Returns to Digital Research
Related Events

AT&T adopts Concurrent PC DOS for 6300-Series PCs

Title: Video - Steve Maysonave Sales and Marketing Resigns
Author: Steve Maysonave
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running two minutes and fifty-eight seconds where Steve Maysonave describes the issues that led him to resign from Digital Research Incorporated.

Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video - Steve Maysonave Sales and Marketing Resigns

Title: Video - Steve Maysonave Sales and Marketing on Possible Second Campaign to IBM
Author: Steve Maysonave
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running three minutes and fifty-four seconds where Steve discusses a campaign to try and again sell CPM to IBM. The campaign would have replaced Microsoft's program with CP/M. When Novell decided to acquire Digital Research, the project was ended to protect everyone's business interests.

Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video - Steve Maysonave Sales and Marketing on Possible Second Campaign to IBM

Title: Video - Steve Maysonave Sales and Marketing on GEM
Author: Steve Maysonave
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running four minutes and fifty-six seconds where Steve Maysonave discusses the GEM product and the challenges that lead Digital Research to withdraw it from the product line.

Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video - Steve Maysonave Sales and Marketing on GEM

Title: Video - Steve Maysonave Sales & Marketing on Joining
Author: Steve Maysonave
Created: May 3, 2006
Cataloguer:
Copyright:
Story:
Video running three minutes and twenty-seven seconds where Steve describes how he was attracted to Digital Research Incorporated from Intel. The IBM PC was announced but not yet shipped. Steve lived with the Kildalls when he joined.

Entered By: Bill Selmeier
  May 10, 2006
Related Documents

Video - Steve Maysonave Sales & Marketing on Joining
Related Events

Digital Research Announces GEM

Title: Video-Patie McCracken Contracts, Europe, and Marketing

Author: Patie McCracken
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 4 minutes and 21 seconds where Patie McCracken explains how she came from San Diego to work as a Contract Administrator in Digital Research's Legal department, helped establish the company in Europe and returned to Marketing in the Digital Research headquarters. Patie worked for DRI from December 1981 until it was sold to Novell.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Patie McCracken Contracts, Europe, and Marketing

Title: Video-Maureen Minnes Sales and Marketing
Author: Maureen Minnes
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 1 minute 48 seconds where Maureen Minnes describes meeting Gary Kildall and Dorothy McEwen at the Delmonte Aviation company where Gary was looking at planes, being hired for an unspecified activity and actually doing packaging, shipping, helping to open European offices in France and Germany sales and marketing.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Maureen Minnes Sales and Marketing

Title: Video-Kasuko Morimoto on early days at Digital Research in Japan
Author: Kasuko Morimoto
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 2 minutes and 12 seconds where Kasuko Morimoto, at the time a Manpower Temporary Employee assigned to Digital Research, talks about the environment and attitudes DRI employees had in those days.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Kasuko Morimoto on early days at Digital Research in Japan

Title: Video-Mas Morimoto on Digital Research in Japan
Author: Mas Morimoto
Created: February 8, 2006
Cataloguer:

Copyright:
Story:
Video running 2 minutes and 22 seconds where Mas Morimoto discusses how he came to Digital Research and introduces Digital Research in Japan.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Mas Morimoto on Digital Research in Japan
Video-Alan Hewer Engineering and Development Manager
Related Events

Digital Research Adapts Personal CP/Mfor Japanese MSX PCs
Digital Research and Hitachi started a joint development of 16-bit OS

Title: Video-Shari Mullen in the United States and England
Author: Shari Mullen
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 2 minutes discusses joining Digital Research in the United States moving to England with some additional comments on corporate culture.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Shari Mullen in the United States and England

Title: Video-Meryle Sachs Technical Writer
Author: Meryle Sachs
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 2 minutes and 24 seconds where Meryle Sachs describes coming from development in a failed startup to coming to Digital Research to document MP/M 2.0, working through the night with other employees.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Meryle Sachs Technical Writer

Title: Video-Kathy Strutynski Key Developer
Author: Kathy Strutynski
Created: February 8, 2006
Cataloguer:
Copyright:
Story:

Video running 2 minutes and 56 seconds where Kathy Strutynski discusses the informal way Gary Kildall hired her and her role in developing some of significant Digital Research Products.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Kathy Strutynski Key Developer
Related Events

CP/M 2.2 becomes a standard

Title: hiring
Author: Kathy Strutynski
Created: February 12, 2006
Cataloguer:
Copyright:
Story:
I was good friends with Gary at the Naval Postgraduate School. We made unauthorized changed to the IBM VM-360 and 370 system code. IBM never let us see the code again.

One day at the school, Gary came into my office and asked if I had seen him. That was a very strange question. I soon learned that he had been wandering around all day probably thinking about some new algorithm and he did not know where he had left his punched cards. At this time the cards were his only important possession.

Gary didn't talk to me about working for him. He just came into my office, picked up my briefcase. This was a common occurence. He walked me to my car and said: "I can afford you." We never discussed when or how much.

Entered By: Kathy Strutynski
  February 12, 2006
Related Events

Kathy Strutynski Joins Digital Research

Title: Video-Kathy Strutynski Meets Gary Kildall
Author: Kathy Strutynski
Created: May 19, 2006
Cataloguer:
Copyright:
Story:
Video running one minute and 22 seconds where at the Naval Post Graduate School Kathy describes how she became friends with Gary Kildall, founder of Digital Research

----

Entered By: Bill Selmeier
  May 20, 2006
Related Documents

Video-Kathy Strutynski Meets Gary Kildall

Title: Video-Kathy Strutynski Early Life
Author: Kathy Strutynski

Created: May 19, 2006
Cataloguer:
Copyright:
Story:
Video running three minutes and 31 seconds where Kathy tells of her youth in Utah, attending BYU, coming to San Francisco to work for Pan American Airlines, and then Bechtel
----
Entered By: Bill Selmeier
  May 20, 2006
Related Documents

Video-Kathy Strutynski Early Life

Title: Video-Kathy Strutynski Hired into Digital Research
Author: Kathy Strutynski
Created: May 19, 2006
Cataloguer:
Copyright:
Story:
Video running two minutes and 53 seconds where Kathy describes how Gay Kildall hired her into Digital Research and a little on how everyone worked together.

Entered By: Luanne Johnson
  May 22, 2006
Related Documents

Video-Kathy Strutynski Hired into Digital Research

Title: Video-Kathy Strutynski Early Years at Digital Research Incorporated
Author: Kathy Strutynski
Created: May 19, 2006
Cataloguer:
Copyright:
Story:
Video running eight minutes and 23 seconds about tasks, working relations, and stories from the very earliest years of Digital Research Incorporated
----
Entered By: Bill Selmeier
  May 24, 2006
Related Documents

Video-Kathy Strutynski Early Years at Digital Research Incorporated

Title: Video-Kathy Strutynski on Concurrent DOS Project
Author: Kathy Strutynski
Created: May 19, 2006
Cataloguer:
Copyright:
Story:
Video running seven minutes and twenty-one seconds where Kathy relates why she regretfully has to leave Digital Research and then reflects back on her many experiences at the company.

Entered By: Bill Selmeier

  May 24, 2006
Related Documents

Video-Kathy Strutynski on Concurrent DOS Project

Title: Video-Kathy Strutynski on CP/M86 Project
Author: Kathy Strutynski
Created: May 19, 2006
Cataloguer:
Copyright:
Story:
Video running three minutes and forty seconds where Kathy Strutynski talks about her CP/M86 recollections.

Entered By: Bill Selmeier
  May 24, 2006
Related Documents

Video-Kathy Strutynski on CP/M86 Project

Title: Video-Kathy Strutynski on CP/M 2.2 Project
Author: Kathy Strutynski
Created: May 24, 2006
Cataloguer:
Copyright:
Story:
A Video running eight minutes and a second where Kathy relates some of her experiences developing CP/M 2.2

Entered By: Bill Selmeier
  May 24, 2006
Related Documents

Video-Kathy Strutynski on CP/M 2.2 Project

Title: Video-Steve Tucker Product Management
Author: Steve Tucker
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 4 minutes and 55 seconds where Steve Tucker describes getting hired by Digital Research from Intel for Product Management, describes some Intel operating systems, Digital Research culture and his career in the company.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Steve Tucker Product Management

Title: Video-Joanne Webster Human Resources

Author: Joanne Webster
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 3 minutes and 37 seconds where Joanne Webster describes coming to Digital Research, the culture of Friday afternoons, concerns about perks and other corporate culture observations.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Joanne Webster Human Resources

Title: Video-Lowell Webster Developer
Author: Lowell Webster
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 1 minute and 56 seconds where Lowell Webster relates how he came to Digital Research and working on the GEM project.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Lowell Webster Developer

Title: Video-John Wharton Intel's Liason for DRI
Author: John Wharton
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Video running 3 minutes and 17 seconds where John Wharton reviews his long relationship as an Intel employee responsible for contracts with Digital Research to independently contracting to Digital Research to writing a Tribute to Gary Kildall in Microprocessor Review shortly after his death.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-John Wharton Intel's Liason for DRI

Title: Video-Dick Williams CEO
Author: Dick Williams
Created: February 8, 2006
Cataloguer:
Copyright:
Story:

Video running 13 minutes and 15 seconds where Dick Williams discusses leaving an executive position at IBM, learning about Digital Research, struggling with the challenges facing them and finally selling the company to Novell.

Entered By: Bill Selmeier
  April 28, 2006
Related Documents

Video-Dick Williams CEO
Related Events

Dick Williams Becomes President and CEO
Gary Kildall Becomes Acting CEO

Title: Video-Dick Williams Introduction at Corporate History Kickoff February 8th 2006
Author: Dick Williams
Created: February 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 14, 2006
Related Documents

Video-Dick Williams Introduction at Corporate History Kickoff February 8th 2006

Documents

Title: DRI Expense Policies
Author:
Created:
Publisher: Digital Research
Donated By:
Filename: doc-442043d561800.pdf (Size: 927 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Brief outline of which type and amount of expense will be reimbursed.

Entered By: Bill Selmeier
March 21, 2006

Title: DRI in Japan
Author:
Created:
Publisher: Digital Research
Donated By:
Filename: doc-4420430797367.pdf (Size: 1.37 MB)
Pages: 1

Cataloguer:
Copyright:
Description:
Announcement of Digital Research in Japanese

Entered By: Bill Selmeier
March 21, 2006
Related Events

Digital Research Japan was established

Title: DRI Personnel Report by Hiring Date
Author:
Created:
Publisher: Digital Research
Donated By:
Filename: doc-44203e0563f13.pdf (Size: 399 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Listing of the first 39 employees listed by date of hire

Entered By: Bill Selmeier
March 21, 2006

Title: Hawaiian Vacation Offer
Author: Digital Research
Created:
Publisher: Digital Research
Donated By:
Filename: doc-4423eada4f258.pdf (Size: 1.24 MB)
Pages: 1
Cataloguer:
Copyright:
Description:
Promotional Offer for Developers

Entered By: Bill Selmeier
March 24, 2006

Title: IMAGE - Gary Kildall accepts award
Author:
Created:
Publisher:
Donated By:
Filename: doc-44566dd80fb4c.jpg (Size: 3.01 MB)
Pages:
Cataloguer:
Copyright:
Description:
Picture of Gary Kildall accepting some document or award from an unknown third person.

Entered By: Bill Selmeier
May 1, 2006

Title: IMAGE - Package Meeting with Kildall and Rowley
Author:
Created:
Publisher:
Donated By:
Filename: doc-44566c2315d3a.jpg (Size: 1.93 MB)
Pages:
Cataloguer:
Copyright:
Description:
Picture of a meeting with Gary Kildall, John Rowley and other staff discussing packaging. John Rowley is seated (below the sign indicating the CP/M Library) with founder, Gary Kildall to his left. John Rowley's administrative aide, Beth Cook is seated at his right side. The women closer and with their backs to the cameraperson are unknown.

Entered By: Bill Selmeier
May 1, 2006

Title: IMAGE - Package Meeting with Kildall and Rowley
Author:
Created:
Publisher:
Donated By:
Filename: doc-44566cacd42d4.jpg (Size: 1.86 MB)
Pages:
Cataloguer:
Copyright:
Description:
Picture of meeting with Gary Kildall (at end of the table) and John Rowley (John is pointing) to discuss packaging. Facing the cameraperson, Beth Cook, John Rowley's assistant is sitting next to him. The woman at the far left is Pauline Collard-Herlein. The women on the closer side of the table are unknown.

Entered By: Bill Selmeier
May 1, 2006

Title: IMAGE-Kildall and Mendoza (Marcom)
Author:
Created:
Publisher:
Donated By:
Filename: doc-44566d4077355.jpg (Size: 2.62 MB)
Pages:
Cataloguer:
Copyright:
Description:
Picture of Gary Kildall with Marcel Mendoza from Marketing Communications (Marcom).

Entered By: Bill Selmeier
May 1, 2006

Title: MP/M II - Product Brief
Author:
Created:
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f328a26999da.pdf (Size: 26 KB)
Pages: 9
Cataloguer:
Copyright: Digital Research, Inc.
Description:
MP/M II - Product Brief

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: MPM-86 Seminar Notes
Author:
Created:
Publisher:
Donated By: Emmanuel Roche
Filename: doc-4f328aab4346c.pdf (Size: 26 KB)
Pages: 12
Cataloguer:
Copyright: Digital Research, Inc.
Description:
MP/M-86 Seminar Notes.

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Retail Price List
Author:
Created:
Publisher: Digital Research
Donated By:
Filename: doc-44203cbe52da3.pdf (Size: 347 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Price list of Digital Research Products for the IBM PC at unknown date but likely from 1984

Entered By: Bill Selmeier
March 21, 2006
Related Events

CP/M 2.2 becomes a standard

Title: SERIALIZATION AND DUPLICATION INSTRUCTIONS
Author:
Created:
Publisher:
Donated By: Emmanuel Roche
Filename: doc-4f328b1a790ea.pdf (Size: 22 KB)
Pages: 7
Cataloguer:
Copyright: Digital Research, Inc.
Description:
SERIALIZATION AND DUPLICATION INSTRUCTIONS

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: IMAGE - DRI Technical Support Area circa 1979
Author:
Created: ca.
Publisher:
Donated By:
Filename: doc-44566b5943796.jpg (Size: 2.90 MB)
Pages:
Cataloguer:
Copyright:
Description:
Picture of the Digital Research Customer Support (Technical Support) area about 1979. Curt Geske is believed to be the person on the right. Gary Kildall wearing a plaid shirt near the back of the room. At the very back is Wayne Johnson talking on the telephone.

Entered By: Bill Selmeier
May 1, 2006

Title: Data Acquisition Corporation, 1965
Author:
Created: 1965
Publisher: Data Acquisition Corporation
Donated By: Emmanuel Roche
Filename: doc-4f328c1258a2a.pdf (Size: 1.48 MB)
Pages: 8
Cataloguer:
Copyright: Data Acquisition Corporation
Description:
The DAC Computer, sold in 1965.

Many people think that this was the first "desktop personal computer" of history.

But it was such a rarity that it is very, very few mentioned.

Here are the 1965 brochures. Enjoy!

More information at:

http://cbfalconer.home.att.net/firstpc/

A real museum piece!

The file was originally posted as a .zip file by Emmanuel Roche on June 1, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
 February 8, 2012

Title: Origin of CP/M's name
Author: Emmanuel Roche
Created: 1973
Publisher:
Donated By: Emmanuel Roche
Filename: doc-4f328c9219b80.pdf (Size: 15 KB)
Pages: 4
Cataloguer:
Copyright: Emmanuel Roche
Description:
Origin of CP/M's name

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
 February 8, 2012

Title: KILDALL articles
Author: Gary Kildall
Created: 1975 ca.
Publisher:
Donated By: Emmanuel Roche
Filename: doc-4f328920dd1d3.pdf (Size: 683 KB)
Pages: 251
Cataloguer:
Copyright:
Description:
A collection of articles written by Gary Kildall compiled by Emmanuel Roche. The file includes an index of the articles which are included.

The file was originally posted as a .zip file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
 February 8, 2012

Title: Origin of the word "Byte", by one of its authors

Author:
Created: November 1976
Publisher: Byte Magazine
Donated By: Emmanuel Roche
Filename: doc-4f328d0fb3b04.pdf (Size: 15 KB)
Pages: 3
Cataloguer:
Copyright: Byte Magazine
Description:
Origin of the word "Byte", by one of its authors

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: XMODEM History
Author: Ward Christensen and Randy Suess
Created: November 1976
Publisher: Byte Magazine
Donated By: Emmanuel Roche
Filename: doc-4f328db2d74c4.pdf (Size: 37 KB)
Pages: 12
Cataloguer:
Copyright: Byte Magazine
Description:
XMODEM History by Ward Christensen and Randy Suess, BYTE, November 1978, p. 150

The file was originally posted as a .txt file by Emmanuel Roche on May 28, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: CP/M 2 Interface Guide
Author: Digital Research
Created: 1979
Publisher: Digital Research
Donated By:
Filename: doc-442ad34074f49.pdf (Size: 23.47 MB)
Pages: 49
Cataloguer:
Copyright:
Description:
Digital Research's Guide that describes CP/M, release 2, system organization including the structure of memory and system entry points. The intention was to provide the necessary information required to write programs which operate under CP/M, and which use the peripheral and disk I/O facilities of the system.

Entered By: Bill Selmeier
March 29, 2006
Related Events

CP/M 2.2 becomes a standard

Title: 81-01 ISV Forum Newsletter
Author:
Created: June 1981
Publisher: Digital Research
Donated By:
Filename: doc-44204743a5dc1.pdf (Size: 5.03 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
ISV Forum, a quarterly newsletter for Independent Software Vendors, Volume 1 Number 1 issued
in June 1981

Entered By: Bill Selmeier
March 21, 2006

Title: XLT86 User's Guide (8080-to-8086 Optimising Translator)
Author:
Created: September 1981
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f328eaec5bd8.pdf (Size: 56 KB)
Pages: 26
Cataloguer:
Copyright: Digital Research, Inc.
Description:
XLT86 User's Guide
XLT86 is a Digital Research software product that aids in the translation of 8080 assembly
language programs to equivalent 8086 programs.
XLT86 takes the CP/M and MP/M environment into account, so that translated programs operate
properly under both CP/M-86 and MP/M-86.

The file was originally posted as a .zip file by Emmanuel Roche on May 6, 2009 and reposted as
a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Ultra-Low-Cost Network for Personal Computers, BYTE 1981
Author: Ken Clements and Dave Daugherty
Created: October 1981
Publisher: Byte Magazine
Donated By: Emmanuel Roche
Filename: doc-4f328f5c3a2b4.pdf (Size: 648 KB)
Pages: 14
Cataloguer:
Copyright: Byte Magazine
Description:
- "Ultra-Low-Cost Network for Personal Computers"
Ken Clements & Dave Daugherty
BYTE, October 1981, p.50

"Almost all those pieces of hardware have at least one RS-232C serial port. RS-232C was designed to provide point-to-point communication, and it requires some central manager "box" to produce a network. But, with as little as one diode per port, two resistors for the ends, and a -12 Volt source, you can turn RS-232C into ULCnet, the Ultra-Low-Cost Network."

The file was originally posted as a .zip file by Emmanuel Roche on June 7, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
   February 8, 2012

Title: 81-Q4 Digital Research News For Digital Research Users Everywhere
Author:
Created: December 1981 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4468e1aaaaaa5.pdf (Size: 10.72 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Digital Research News was a newsletter for users. This issue, Volume 1 Number 1 included articles on: acquiring Compiler Systems, new offices, Venture Capitalist investments, MP/M II, XLT86, CP/M for IBM Display Writer, MP/M-86, Customer Testimonial from Finnegan-MAT, Patch for CP/M 2.2, Seminars for ISVs and Seminars for OEMs,CP/M-86 Leads has most 16 Bit computer installations, CP/M software catalog, CP/M Users Groups, and more
----
Entered By: Bill Selmeier
May 15, 2006

Title: 1982 DRI Corporate Profile
Author:
Created: 1982
Publisher: Digital Research
Donated By:
Filename: doc-442040c8afa07.pdf (Size: 16.46 MB)
Pages: 17
Cataloguer:
Copyright:
Description:
DRI Corporate Profile in 1982. Since Digital Research Inc. was not publically traded there was no requirement for an Annual Report. The Corporate Profile seems to have taken the place of that and provides an "authorized" presentation of the state of the company.
Resolution:

Entered By: Bill Selmeier
March 21, 2006

Title: Digital Research News, volume 2 number 3
Author:
Created: 1982
Publisher: Digital Research

Donated By: Kathy Strutynski
Filename: doc-458abdbd1c1c3.pdf (Size: 3.16 MB)
Pages: 8
Cataloguer: 2006-12-21 Sarah Wilson
Copyright: Digital Research
Description:
Digital Research newsletter
Accession: 062300019
Dimensions: 17 x 11 in.
Color depth: 24 RGB
Digitized: 2006-12-21 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Digital_Research\src\062300019.news_letter.1982

Entered By: Sarah Wilson
December 21, 2006

Title: Promotional material soliciting ISVs for DRI products
Author:
Created: 1982 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4470efe6d124c.pdf (Size: 357 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Card soliciting Independent Software Vendors to send for information about writing programs for
vertical markets based on DRI products.

Entered By: Bill Selmeier
May 21, 2006

Title: 82-07 Digital Research News
Author:
Created: July 1982
Publisher: Employees of Digital Research
Donated By:
Filename: doc-441fc90c5f0fd.pdf (Size: 3.48 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Digital Research News Vol 2 Number 2 July 1982 a newsletter for Digital Research Users
----
Entered By: Bill Selmeier
  March 21, 2006

Title: 82-07 Digital Research News for Digital Research Users Everywhere
Author:

Created: July 1982
Publisher: Digital Research
Donated By:
Filename: doc-4468d934a593e.pdf (Size: 13.42 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Digital Research News was a newsletter for users. This issue, Volume 2 Number 2, included articles on Graphics, Agreement on Cobol with Micro Focus, Concurrent CP/M, Changes in Royalty Policy, Challenges of Kanji, Pascal/MT+86, Access Manager, Display Manager, User Application brief on Pascal /MT+86, Field Reorganization under Steve Maysonave, Support Center, IBM PC version of CP/M 86, Annoucement of ISV and Language training sessions, and more
----
Entered By: Bill Selmeier
May 15, 2006

Title: 82-08 Digital Dialogue Employee Newsletter
Author:
Created: August 1982
Publisher: Employees of Digital Research
Donated By:
Filename: doc-44203a458d721.pdf (Size: 4.78 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Internal Employee Newsletter Volume 1 Number 1 issued in August 1982

Entered By: Bill Selmeier
March 21, 2006

Title: SID-86 User's Guide, 2nd Ed. for CP/M-86
Author:
Created: August 1982
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f329476f07c7.pdf (Size: 112 KB)
Pages: 58
Cataloguer:
Copyright: Digital Research, Inc.
Description:
SID-86 User's Guide, 2nd Ed. for CP/M-86

The file was originally posted as a .txt file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: 82-09 Digital Dialogue Employee Newsletter
Author: Nan Bomberger

Created: September 1982
Publisher: Employees of Digital Research
Donated By:
Filename: doc-441fc52cb9648.pdf (Size: 2.93 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Internal Employee Newsletter Volume 1 Number 2 issued in September 1982

Entered By: Bill Selmeier
March 21, 2006

Title: Compatibility: The key to CP/M
Author: Michael Lehman
Created: September 1982
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f3295101e480.pdf (Size: 15 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Compatibility: The key to CP/M.

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a
.pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Digital Research Languages End User License Agreement
Author: Gary Kildall
Created: October 10, 1982 ca.
Publisher: Digital Research
Donated By:
Filename: doc-446fa357d2377.pdf (Size: 922 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Product License for Digital Research Languages signed by Gary Kildall
----
Entered By: Bill Selmeier
May 20, 2006

Title: CP/M-86 Plus Programmer's Guide
Author:
Created: November 1982
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f3295854c4bf.pdf (Size: 270 KB)
Pages: 132

Cataloguer:
Copyright: Digital Research, Inc.
Description:
CP/M-86 Plus Programmer's Guide

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: 82-12 Digital Dialogue Employee Newsletter
Author: Nan Bomberger
Created: December 1982
Publisher: Employees of Digital Research
Donated By:
Filename: doc-4467442fb58f7.pdf (Size: 13.63 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 1 Number 5 December 1982

Entered By: Bill Selmeier
May 14, 2006

Title: CBASIC Compiler-80
Author: Emmanuel Roche
Created: December 1982
Publisher:
Donated By:
Filename: doc-49fff93b8bf82.zip (Size: 216 KB)
Pages:
Cataloguer:
Copyright:
Description:
The ZIP file contains the manuals of CBASIC Compiler-80 Version 2, with the GSX-80 manual needed to produce graphics.

[LJ note, 2/09/2012 - this zip file contains .BAS and .ASM files so it wasn't converted to a pdf file).

Entered By: Emmanuel Roche
May 5, 2009

Title: CBASIC Compiler-86 Version 2 with GSX Graphics
Author: Emmanuel Roche
Created: December 1982
Publisher:
Donated By:
Filename: doc-4a001cfae0261.zip (Size: 213 KB)
Pages:
Cataloguer:
Copyright:

Description:
This ZIP file contains the manuals of the CBASIC Compiler-86 Version 2 with GSX-86 graphics.

[LJ note, 2/09/2012 - this zip file contains .BAS and .A86 files so it wasn't converted to a pdf file).

Entered By: Emmanuel Roche
May 5, 2009

Title: CP/NET Article in "Data Communications", 1982
Author: Thomas Rolander, Randall Baird and John Wharton
Created: December 1982
Publisher: Data Communications
Donated By: Emmanuel Roche
Filename: doc-4f3296b28951f.pdf (Size: 37 KB)
Pages: 11
Cataloguer:
Copyright: Data Communications
Description:
CP/NET Article in "Data Communications", 1982

The file was originally posted as a .txt file by Emmanuel Roche on May 28, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: DR Logo Brochure
Author:
Created: 1983
Publisher: Digital Research
Donated By:
Filename: doc-442045689c181.pdf (Size: 1.43 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
Brochure to present DR Logo a program to make programing simple for children and encourage them to start programming.

Entered By: Bill Selmeier
March 21, 2006

Title: Dr. Logo with SpeedStart
Author:
Created: 1983
Publisher: Digital Research
Donated By: Kathy Strutynski
Filename: doc-458a9b0a9f71c.pdf (Size: 443 KB)
Pages: 2
Cataloguer: 2006-12-21 Sarah Wilson
Copyright: Digital Research
Description:
Box which held Dr. Logo software

Accession: 062300020
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-12-21 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Digital_Research\src\062300020.dr_logo.1983

Entered By: Sarah Wilson
December 21, 2006

Title: Digital Research Languages for Apple II Product Brief
Author:
Created: 1983 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4470f384849fe.pdf (Size: 504 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
A list of Digital Research Language Products available for the Apple II with pricing
----
Entered By: Bill Selmeier
May 21, 2006

Title: DR Logo Product Brief
Author:
Created: 1983 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4470f4e718465.pdf (Size: 1.22 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
The preliminary Product Brief for DR Logo listing a summary its features, support plan, and
hardware requirements

Entered By: Bill Selmeier
May 21, 2006

Title: DR Programming Languages and Productivity Tools Brochure
Author:
Created: 1983 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4470fe0398470.pdf (Size: 3.77 MB)
Pages: 6
Cataloguer:
Copyright:

Description:
Twelve page pocket brochure highlighting Digital Research Languages and Productivity Tools including CBasic, Pascal/MT+, PL/1, Cobol, Display Manager, Access Manager, XLT86, and more tools.
Scan location:

Entered By: Bill Selmeier
May 21, 2006

Title: 83-01 Digital Dialogue Employee Newsletter
Author: Nan Bomberger
Created: January 1983
Publisher: Employees of Digital Research
Donated By:
Filename: doc-4420378ad9211.pdf (Size: 2.97 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 2 Number 1 January 1983

Entered By: Bill Selmeier
March 21, 2006
Related Events

European Development Centre Established

Title: CCP/M articles in the press (BYTE, DDJ,M&M)
Author:
Created: February 1983
Publisher: BYTE, DDJ,M&M
Donated By: Emmanuel Roche
Filename: doc-4f32975d8025a.pdf (Size: 81 KB)
Pages: 26
Cataloguer:
Copyright: BYTE, DDJ,M&M
Description:
CCP/M articles in the press (BYTE, DDJ,M&M).

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: CP/M-86 Plus Programmer's Utilities Guide
Author:
Created: February 1983
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f3297c6e554f.pdf (Size: 230 KB)
Pages: 106
Cataloguer:

Copyright: Digital Research, Inc.
Description:
CP/M-86 Plus Programmer's Utilities Guide.

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: 83-03 Digital Dialogue Employee Newsletter
Author: Nan Bomberger
Created: March 1983
Publisher: Employees of Digital Research
Donated By:
Filename: doc-44674a07c753d.pdf (Size: 15.31 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 2 Number 3 March 1983

Entered By: Bill Selmeier
May 14, 2006

Title: CP/M 86 (CP/M PLUS) Article (in Dutch) After Kathy Strutynski Gave A Talk in Netherlands
Author:
Created: March 1983
Publisher: Databus
Donated By:
Filename: doc-4470ecbc538a0.pdf (Size: 3.62 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Article in Dutch based on talk Kathy Strutynski gave in Europe.
Accession:

Entered By: Bill Selmeier
May 21, 2006

Title: Logo An End-User Language
Author: Alfred Riccomi
Created: April 6, 1983
Publisher: Digital Research
Donated By:
Filename: doc-4470f20fbd7e1.pdf (Size: 2.65 MB)
Pages: 5
Cataloguer:
Copyright:
Description:

An Article reprinted with permission of Texas Instruments proposing the use of Logo as a language almost anyone can learn and use for their own need. Otherwise the author sees the need for professional programmers will continue to exceed the supply forever. He proposes Logo to be that language and defends the choice against Basic and other languages thought to be suitable for novices.

Entered By: Bill Selmeier
May 21, 2006

Title: 83-06 Digital Dialogue Employee Newsletter
Author: Nan Bomberger
Created: June 1983
Publisher: Employees of Digital Research
Donated By:
Filename: doc-44674ee6ab3b9.pdf (Size: 13.37 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 2 Number 6 June 1983

Entered By: Bill Selmeier
May 14, 2006

Title: Digital Research's DR Logo - A user-friendly language comes of age
Author: Gary Kildall
Created: June 1983
Publisher: Byte Magazine
Donated By:
Filename: doc-4470f7c915599.pdf (Size: 6.12 MB)
Pages: 11
Cataloguer:
Copyright:
Description:
A fairly comprehensive presentation of DR Logo, positioning it in the chain of AI related programming tools, providing some insight into its structure, pointing out applications in business and education and providing a listing for the program used to develop an earlier sample use of Logo.

Entered By: Bill Selmeier
May 21, 2006

Title: 83-07 Digital Dialogue Employee Newsletter
Author: Nan Bomberger
Created: July 1983
Publisher: Digital Research
Donated By:
Filename: doc-445006af6aa32.pdf (Size: 2.24 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 2 Number 7 July 1983

Entered By: Bill Selmeier
April 26, 2006

Title: 83-08 Digital Dialogue Employee Newsletter
Author: Nan Bomberger
Created: August 1983
Publisher: Digital Research
Donated By:
Filename: doc-4450048d9119e.pdf (Size: 2.77 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Internal Employee Newsletter Volume 2 Number 8 published August 1983

Entered By: Bill Selmeier
April 26, 2006

Title: Access Manager 86
Author: Bruce Hunter
Created: August 1983
Publisher: Microsystems
Donated By: Emmanuel Roche
Filename: doc-4f3298d5709e0.pdf (Size: 296 KB)
Pages: 147
Cataloguer:
Copyright: Microsystems
Description:
This file contains the manuals of Access Manager-86, an ISAM package from Digital Research running under CP/M-86 and MS-DOS.

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Access Manager-80
Author: Bruce Hunter
Created: August 1983
Publisher: Microsystems
Donated By: Emmanuel Roche
Filename: doc-4f329840c100f.pdf (Size: 239 KB)
Pages: 119
Cataloguer:
Copyright: Digital Research, Inc.
Description:
The file contains the manuals of Access Manager-80, the ISAM package for CP/M.

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: CP/M-86 Plus User's Guide
Author:
Created: August 1983
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f3299c46e20e.pdf (Size: 314 KB)
Pages: 148
Cataloguer:
Copyright: Digital Research, Inc.
Description:
CP/M-86 Plus User's Guide.

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as
a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Dr. Logo Reference Manual
Author:
Created: August 1983
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f329aa4ac313.pdf (Size: 423 KB)
Pages: 196
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Dr. Logo Reference Manual (Section 6 documents the primitives available on the version for the
(English) ACT Apricot F1E running under C/M-86 discovered by John Elliott. The other sections
are retyped from the original copy-protected Ref Man, so they are a few discrepancies.)

(LJ note: This file also includes a Byte article on Dr. Logo by Gary Kildall and David Thornberg
published in June 1983).

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as
a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: 83-09 Digital Dialogue Employee Newsletter
Author: Nan Borreson
Created: September 1983
Publisher: Employees of Digital Research
Donated By:
Filename: doc-446754d6774cd.pdf (Size: 18.77 MB)
Pages: 12
Cataloguer:
Copyright:

Description:
Internal Newsletter for employees of Digital Research Volume 2 Number 9 September 1983

Entered By: Bill Selmeier
May 14, 2006

Title: 83-Q3 Digital Research News for Digital Research Users Everywhere
Author: Nan Borreson
Created: September 1983 ca.
Publisher: Digital Research
Donated By:
Filename: doc-44690e9d24e40.pdf (Size: 13.04 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Digital Research News was a newsletter for users. This issue, Volume 3 Number 3, includes articles about Concurrent CP/M, IBM Hard Disk Computer supports CP/M, DRI Languages support PC-DOS, Documentation Changes, Distributor Link to Retail, DR Graph, C compiler, Personal Basic, Trade Show Schedule, DRI uses Source Information Utility, John Rowley on recent Contracts, DRI Seminar Schedule, Contact information for local CP/M groups, New Managers, New Offices in Far East and Germany, CP/M '83East, and more.

Entered By: Bill Selmeier
May 15, 2006

Title: CP/NET-80 Version 1.2 Reference Manual, 5th edition
Author: William Wong
Created: October 1983
Publisher: Microsystems
Donated By: Emmanuel Roche
Filename: doc-4f32960e6707f.pdf (Size: 595 KB)
Pages: 290
Cataloguer:
Copyright: Microsystems
Description:
CP/NET-80 Version 1.2 Reference Manual, 5th edition

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
 February 8, 2012

Title: CP/M-86 Plus Installation Guide
Author:
Created: November 1983
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f329b58b53b7.pdf (Size: 411 KB)
Pages: 183
Cataloguer:
Copyright: Digital Research, Inc.

Description:
CP/M-86 Plus Installation Guide (The files mentioned in the Appendices and GENCPM are missing.)

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: CP/M-86 Plus System Guide
Author:
Created: November 1983
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f329bf8ddb24.pdf (Size: 414 KB)
Pages: 184
Cataloguer:
Copyright: Digital Research, Inc.
Description:
CP/M-86 Plus System Guide.

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Introduction to Concurrent CP/M for the IBM Personal Computer
Author:
Created: November 1983
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f329c7401de3.pdf (Size: 84 KB)
Pages: 44
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Introduction to Concurrent CP/M for the IBM Personal Computer.

The file was originally posted as a .txt file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: 83-12 Digital Dialogue Employee Newsletter
Author: Nan Borreson
Created: December 1983
Publisher: Employees of Digital Research
Donated By:
Filename: doc-44675e057ac84.pdf (Size: 13.37 MB)
Pages: 8

Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 2 Number 12 December 1983

Entered By: Bill Selmeier
May 14, 2006

Title: DR Logo Advertisement
Author:
Created: December 1983 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4470fa97243b3.pdf (Size: 710 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Advertisement for DR Logo discussing its capabilities and ease of use: The Language for
LearningTM-DR Logo
Resolution:

Entered By: Bill Selmeier
May 21, 2006

Title: BackRest Hard-disk Backup and Restore Program
Author:
Created: 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32c0dfbd726.pdf (Size: 83 KB)
Pages: 44
Cataloguer:
Copyright: Digital Research, Inc.
Description:
BackRest Hard-disk Backup and Restore Program

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a
.pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: DR Access 10 advertisement
Author:
Created: 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32c13895e07.pdf (Size: 12 KB)
Pages: 1
Cataloguer:
Copyright: Digital Research, Inc.
Description:

DR Access 10 advertisement

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Dr. Logo interpreter Version 2 (MS-DOS version, CGA graphics)
Author: Joe Power
Created: 1984
Publisher:
Donated By: Mr. Joe Power
Filename: doc-4a00930ed0e16.zip (Size: 53 KB)
Pages:
Cataloguer:
Copyright:
Description:
Dr. Logo interpreter Version 2 (MS-DOS version, CGA graphics, dated 1984). Eternal thanks to Mr. Joe Power to have given me this Version 2 of the first Logo interpreter for the IBM PC. This version was never released: "we were
ready to go Golden Master with it the day the division was closed..." So, here is a real collector item, which corrects a few bugs of the CP/M-86 version (version 1.1). It was believed to have been lost 25 years ago. (However, the source code seems to have been really lost.)

This .zip file was orignally posted by Emmanuel Roche on May 5, 2009 and was re-posted by Luanne Johnson on 02/09/2012. The .zip file contains an application file so it was not converted to a pdf file.

Entered By: Emmanuel Roche
May 5, 2009

Title: DR. Logo Newsletter-The First
Author: Joseph Power
Created: 1984
Publisher: Digital Research
Donated By:
Filename: doc-4470ea58b4687.pdf (Size: 7.44 MB)
Pages: 20
Cataloguer:
Copyright:
Description:
The first Dr. Logo Newsletter ever. At the end of December, 1983 Digital Research had received back 470 response cards for the free Dr. Logo Newsletter. This reflected a much higher response rate than for ANY other Digital Research product (including CP/M). There were some surprises in the numbers recorded - most were adults or adult & child combinations and Dr. Logo was being used almost exclusively in the home.

Entered By: Bill Selmeier
May 21, 2006

Title: Personal CP/M User's Guide
Author:

Created: 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f329eefc3069.pdf (Size: 117 KB)
Pages: 40
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Personal CP/M User's Guide, version 1.1, dated 1984. Personal CP/M was designed in response
to MSX. It is a Z-80 ROM-based version of CP/M 2.2, with a BDOS Version Number of 2.8, so is
limited to 8MB. It is, by far, the most esoteric version of CP/M: many people told me that it never
existed! In Europe, only one micro ran under Personal CP/M: the Sharp MZ-2500. It is also the
only version of CP/M issued with a "Visual CCP"... So, the less that can be said is that this is a
rarity.

The file was originally posted as a .htm file by Emmanuel Roche on May 5, 2009 and reposted as
a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Personal CP/M version 1.1 Programmer's Guide
Author:
Created: 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32bd7685331.pdf (Size: 95 KB)
Pages: 32
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Personal CP/M version 1.1 Programmer's Guide. See User Guide for info.

The file was originally posted as an .htm file by Emmanuel Roche on May 7, 2009 and reposted
as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Personal CP/M version 1.1 System Guide
Author:
Created: 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32be5d14cab.pdf (Size: 63 KB)
Pages: 21
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Personal CP/M version 1.1 System Guide. (See User Guide for info. By the way, I goofed. I
mentioned the Sharp MZ-2500, while it was the MZ-800.

The file was originally posted as an .htm file by Emmanuel Roche on May 5, 2009 and reposted
as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Dennis the Menace Advertisement for DR Logo
Author: Hank Ketchum
Created: 1984 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4470f8f0dec85.pdf (Size: 1.30 MB)
Pages: 1
Cataloguer:
Copyright:
Description:
Ad Copy for Dennis the Menace promotion for DR Logo. Image is cropped and will be replaced later
----
Entered By: Bill Selmeier
May 21, 2006

Title: Dennis the Menace on Software and Hardware
Author: Hank Ketchum
Created: 1984 ca.
Publisher:
Donated By:
Filename: doc-4470b47a9b0ae.pdf (Size: 488 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Single page from what had to have been a multi page explanation for novices on hardware an software as part of DR Logo. Hank Ketchum, the creator of Dennis the Mennis cartoons, was a great supporter of DR Logo and Digital Research Incorporated
----
Entered By: Bill Selmeier
May 21, 2006

Title: DR Logo Tri-fold Brochure
Author:
Created: 1984 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4470fc4994269.pdf (Size: 1.94 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
A collateral piece on DR Logo meant to be folded into thirds that promoted DR Logo's abilitiy to help the user extend their creative horizon. It contains illustrations, lists target users, highlights features and provides contact information.

Entered By: Bill Selmeier
May 21, 2006

Title: Dr. Logo "PowerPak": 69 Dr. Logo programs
Author: Joe Power
Created: 1984 ca.
Publisher:
Donated By: Joe Power
Filename: doc-4a008a7175072.zip (Size: 337 KB)
Pages:
Cataloguer:
Copyright:
Description:
Dr. Logo "PowerPak": 69 Dr. Logo programs, with GIF files showing what to expect. Includes a "Personal History of Dr. Logo" by Mr. Joe Power, one of the original developers.

[LJ note, 2/9/2012 -- This zip file contains .PC0 files that were not accepted by Adobe Acrobat so it was not converted to a pdf file. Most of the files included in the .zip file are .GIF files.]

Entered By: Emmanuel Roche
May 5, 2009

Title: Dr. Logo Newsletter #1 corrected and with GIF files
Author: Joe Power
Created: 1984 ca.
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32bef89cc75.pdf (Size: 146 KB)
Pages: 33
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Dr. Logo Newsletter #1 corrected and with GIF files, and the workspaces used: no need to retype them.

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Dr. Logo picture
Author: Emmanuel Roche
Created: 1984 ca.
Publisher:
Donated By:
Filename: doc-49feca474191b.gif (Size: 12 KB)
Pages:
Cataloguer:
Copyright:
Description:
Sample Dr. Logo programming: the face of Dr. Logo.

Entered By: Emmanuel Roche
May 4, 2009

Title: Errata of the "Dr. Logo Newsletter #1"
Author: Emmanuel Roche
Created: 1984 ca.
Publisher:
Donated By:
Filename: doc-49fecafdac775.jpg (Size: 789 KB)
Pages:
Cataloguer:
Copyright:
Description:
The Errata contains the missing procedure of the "3-Dimensional Package"... Without it, you cannot draw 3D objects in space!

Entered By: Emmanuel Roche
May 4, 2009

Title: Training Tool to Learn Graphics Using Dr. Logo
Author:
Created: 1984 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4470d92fb62a8.pdf (Size: 1007 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
This was the training tool provided to new users to get them familiar with doing graphics in Dr. Logo
----
Entered By: Bill Selmeier
May 21, 2006

Title: Concurrent CP/M Programmer's Reference Guide
Author:
Created: January 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32bf702a26b.pdf (Size: 451 KB)
Pages: 214
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Concurrent CP/M Programmer's Reference Guide.

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Concurrent CP/M System Guide

Author:
Created: January 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32bfe790cb7.pdf (Size: 291 KB)
Pages: 135
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Concurrent CP/M System Guide

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Concurrent CP/M User's Guide
Author:
Created: January 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32c1c1d6cfd.pdf (Size: 316 KB)
Pages: 147
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Concurrent CP/M User's Guide

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: DR Draw User's Guide
Author:
Created: January 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32c21cd7ed6.pdf (Size: 207 KB)
Pages: 104
Cataloguer:
Copyright: Digital Research, Inc.
Description:
DR Draw User's Guide

The file was originally posted as a .zip file by Emmanuel Roche on May 5, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Display Manager Programmer's Guide and Ref Man
Author: Alan Simpson
Created: February 1984
Publisher: Microsystems
Donated By: Emmanuel Roche
Filename: doc-4f32995784394.pdf (Size: 372 KB)
Pages: 183
Cataloguer:
Copyright: Microsystems
Description:
Display Manager Programmer's Guide and Reference Manual.

The file was originally posted as a .zip file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Display Manager-80 version 1.0 article
Author: Alan Simpson
Created: February 1984
Publisher: Microsystems
Donated By: Emmanuel Roche
Filename: doc-4f32c29516cbb.pdf (Size: 28 KB)
Pages: 8
Cataloguer:
Copyright: Digital Research, Inc.
Description:
Display Manager-80 version 1.0 article

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Dr Logo Antidote for Computer Illiteracy Article
Author: David Collopy
Created: February 1984
Publisher: Business Computing
Donated By:
Filename: doc-4470eeebb49c9.pdf (Size: 1.65 MB)
Pages: 3
Cataloguer:
Copyright:
Description:
Article reprinted with permission from Business Computing praising Dr. Logo for its ability to make computing understandable at the logical level to people who are only accustomed to using specific applications.
Web access small:

Entered By: Bill Selmeier
May 21, 2006

Title: 84-Q1 Digital Research News For Digital Research Users Everywhere
Author: Nan Borreson
Created: March 1984
Publisher: Digital Research
Donated By:
Filename: doc-4469894052757.pdf (Size: 13.22 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Digital Research News was a newsletter for users. This issue, Volume 4 Number 1 included articles on: AT&T project with DRI to Port UNIX V to Intel, Concurrent DOS on Motorola, New Retail Channels, Oglivy & Mather picked as ad agency, Dr Logo for 8 bit micro, convenience software shopping, Micro Graphics, DR Access 10, DR Draw, GSX add on, Concurrent CP/M with windows, Concurrent CP/M saves energy, Concurrent CP/M compatibility, Concurrent DOS on DEC Rainbow, DRI Eases Language port, two in one buy for programmers, IBM 3270 PC, DR Fortran 77 meets ANSI Spec, Personal CP/M, SoftNet, CP/M Card for Apple, and more.

Entered By: Bill Selmeier
May 16, 2006

Title: DR Net Programmer's Guide
Author:
Created: March 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32c2ee73778.pdf (Size: 179 KB)
Pages: 82
Cataloguer:
Copyright: Digital Research, Inc.
Description:
DR Net Programmer's Guide

The file was originally posted as a .zip file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: DR Net System Guide
Author:
Created: March 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32c3467d423.pdf (Size: 178 KB)
Pages: 78
Cataloguer:
Copyright: Digital Research, Inc.
Description:
DR Net System Guide

The file was originally posted as a .zip file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: DR Net User's Guide
Author:
Created: March 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32c399dc992.pdf (Size: 88 KB)
Pages: 38
Cataloguer:
Copyright: Digital Research, Inc.
Description:
DR Net User's Guide

The file was originally posted as a .zip file by Emmanuel Roche on May 6, 2009 and reposted as
a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: 84-1Q Digital Dialogue Employee Newsletter
Author: Nan Borreson
Created: March 1984 ca.
Publisher: Employees of Digital Research
Donated By:
Filename: doc-4468e75a9255a.pdf (Size: 20.27 MB)
Pages: 12
Cataloguer:
Copyright:
Description:
84-08 Digital Dialogue Employee Newsletter

Entered By: Bill Selmeier
May 15, 2006

Title: 84-04 Digital Research European Review
Author:
Created: April 1984
Publisher: Digital Research
Donated By:
Filename: doc-446a11c1396b9.pdf (Size: 7.01 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Digital Research European Review, Issue 7, a monthly newsletter for International Customers.
This issue includes articles about: Gray Research implementing Concurrent CP/M on Victor and
Sirus Computers, Concurrent CP/M on RC750 computers, Concurrent CP/M multi-tasking
exploited by Graffcom, DR Logo 8-bit, Intel asks DRI to port UNIX V to i286, AT&T with DRI
expands UNIX V applications, Motorola asks DRI for UNIX V on M68000, Kildall in Munchen

Germany, DR Net, DRI Contracts, DRI Manufacturing, Philip Perkins OEM Sales, Software Training and Support
----
Entered By: Bill Selmeier
May 16, 2006
Related Events

Digital Research Introduces DR Net Networking Utility

Title: DR Net System Manager's Guide
Author:
Created: April 1984
Publisher: Digital Research, Inc.
Donated By: Emmanuel Roche
Filename: doc-4f32c3f510ae8.pdf (Size: 132 KB)
Pages: 55
Cataloguer:
Copyright: Digital Research, Inc.
Description:
DR Net System Manager's Guide

The file was originally posted as a .zip file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: DR-Net - Getting nets to work
Author:
Created: April 1984
Publisher: Digital Research European Review
Donated By: Emmanuel Roche
Filename: doc-4f32c47e56413.pdf (Size: 19 KB)
Pages: 4
Cataloguer:
Copyright: Digital Research European Review
Description:
DR-Net - Getting nets to work

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: 84-05 Digital Research News For Digital Research Users Everywhere
Author: Nan Borreson
Created: May 1984
Publisher: Digital Research
Donated By:
Filename: doc-446961172dd6b.pdf (Size: 13.44 MB)
Pages: 8
Cataloguer:

Copyright:
Description:
Digital Research News was a newsletter for users. This issue, Volume 4 Number 2, included articles on: Making Slides on Desktops, StarLink, OwlCat, PC-Video Disk Starter Kit, DR Logo for PC Jr., Bridging with Concurrent DOS, Treasury Management System customer application, Productivity assistance, IBM offers DRI Languages, New Directors, UNIX System V library, Distribution Network expanded, and more
----
Entered By: Bill Selmeier
May 15, 2006
Related Events

Digital Research Introduces DR Net Networking Utility

Title: 84-Q2 Digital Dialogue Employee Newsletter
Author: Nan Borreson
Created: June 1984 ca.
Publisher: Employees of Digital Research
Donated By:
Filename: doc-446900009843c.pdf (Size: 17.12 MB)
Pages: 10
Cataloguer:
Copyright:
Description:
Internal Employee Newsletter Volume 3 Number 2 issued in the Second Quarter 1984

Entered By: Bill Selmeier
May 15, 2006

Title: Digital Research's Presentation Master
Author:
Created: July 1984
Publisher: Microsystems
Donated By: Emmanuel Roche
Filename: doc-4f329df3564d1.pdf (Size: 12 KB)
Pages: 1
Cataloguer:
Copyright: Microsystems
Description:
"Presentation Master by Digital Research"
Microsystems, page 77, July 1984

A combination of DRI's DR Graph and DR Draw, Presentation Master is an in-house system of producing color slides and prints from computer graphics files. After designing graphic images with DR Draw and DR Graph, the computer image recorder accepts that data via the computer's color graphics board, to reproduce each image on film, simultaneously matching or modifying colors to the user's choice from the color exposure tables in the software package. Exposed rolls of 36mm instant films can be processed and mounted as finished slides or color prints in minutes.

The file was originally posted as a .txt file by Emmanuel Roche on June 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
 February 8, 2012

Title: 84-08 Digital Dialogue Employee Newsletter
Author: Nan Borreson
Created: August 1984
Publisher: Employees of Digital Research
Donated By:
Filename: doc-4466d9c65d267.pdf (Size: 13.91 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Internal Employee Newsletter Volume 3 Number 4 issued in August 1984

Entered By: Bill Selmeier
May 14, 2006

Title: 84-10 Digital Dialogue Employee Newsletter
Author: Nan Borreson
Created: October 1984
Publisher: Employees of Digital Research
Donated By:
Filename: doc-44678881b647b.pdf (Size: 12.79 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 3 Number 6 October 1984

Entered By: Bill Selmeier
May 14, 2006

Title: 84-10 Digital Research News For Digital Research Users Everywhere
Author: Nan Borreson
Created: October 1984
Publisher: Digital Research
Donated By:
Filename: doc-44698eaed7835.pdf (Size: 13.49 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Digital Research News was a newsletter for users. This issue, Volume 4 Number 4 included articles on: HQ Move, StarLink Displayphone package, Comdex, MicroAge view on future, Entre offers Presentation Manager, StarLink saves on buying computers, Portable standards move graphics, DR Talk, New Vice Presidents and Directors, DR options on AT&T 6300, Direct line for Programmer Support, and more.

Entered By: Bill Selmeier
May 16, 2006

Title: 84-12 Digital Dialogue Employee Newsletter
Author: Nan Borreson

Created: December 1984
Publisher: Employees of Digital Research
Donated By:
Filename: doc-446798f2a76d4.pdf (Size: 13.73 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 3 Number 8 December 1984

Entered By: Bill Selmeier
May 14, 2006

Title: Letter from Dick Dixon to Kathy Strutynski
Author:
Created: January 24, 1985
Publisher: Digital Research
Donated By: Kathy Strutynski
Filename: doc-458abfa7a062a.pdf (Size: 115 KB)
Pages: 1
Cataloguer: 2006-12-21 Sarah Wilson
Copyright: Digital Research
Description:
Letter from Dick Dixon to Kathy Strutynski
Accession: 062300018
Dimensions: 11 x 8.5 in.
Color depth: 24 RGB
Digitized: 2006-12-21 Sarah Wilson
Device: Epson Expression 10000 XL
Format: text/tiff
Resolution: 300 ppi
Scan location:
\\Archive\projects\ITCHP\Digital_Research\src

Entered By: Sarah Wilson
December 21, 2006

Title: 85-02 Digital Dialogue Employee Newsletter
Author: Nan Borreson
Created: February 1985
Publisher: Employees of Digital Research
Donated By:
Filename: doc-4467a06592d68.pdf (Size: 13.92 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Internal Newsletter for employees of Digital Research Volume 4 Number 2 February 1985

Entered By: Bill Selmeier
May 14, 2006

Title: 85-Q1 Digital Research News For Digital Research Users Everywhere

Author: Nan Borreson
Created: March 1985 ca.
Publisher: Digital Research
Donated By:
Filename: doc-44697aa5149b3.pdf (Size: 14.24 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Digital Research News was a newsletter for users. This issue, Volume 5 Number 1 included articles on: GEM, Concurrent DOS, Concurrent DOS for Multi-User, Concurrent DOS for Multi-Tasking, StarLink, Customer Testimonial on StarLink, GEM Draw, GEM Wordchart, GEM Programmer Toolkit, Slide System uses GEM, DR Level II Cobol, International Activity, New Board Members, Vice Presidents and Directors, Comdex 84, Focus on Fortune 1000

Entered By: Bill Selmeier
May 16, 2006

Title: Origin of the word "Hacker"
Author:
Created: November 1985
Publisher: Byte Magazine
Donated By: Emmanuel Roche
Filename: doc-4f32c4db86b58.pdf (Size: 13 KB)
Pages: 2
Cataloguer:
Copyright: Byte Magazine
Description:
Origin of the word "Hacker"

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: Newsletter to Tandy Distributors Fall 1985 Volume 1 Number 2
Author:
Created: November 1985 ca.
Publisher: Digital Research
Donated By:
Filename: doc-44500d7a5effa.pdf (Size: 3.40 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Newsletter for Tandy Corporation distributors about activities at Digital Research including news GEM Shipments, COMDEX, Technical Tips, suggestions for promoting GEM, and samples of GEM output
----
Entered By: Bill Selmeier
April 26, 2006

Title: Newsletter to Distributors 12-1-1985 Volume 1
Author:
Created: December 1, 1985
Publisher: Digital Research
Donated By:
Filename: doc-44500b84393be.pdf (Size: 3.03 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Newsletter updates to distributors about Digital Research activities such as participation in
COMDEX 1985, new product GEM Graph, work with AST Research, Tech Tips and more
----
Entered By: Bill Selmeier
April 26, 2006

Title: Telephone Directory 2-10-1986
Author:
Created: February 10, 1986
Publisher: Digital Research
Donated By: Maureen Minnes
Filename: doc-442038be1f950.pdf (Size: 1.64 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
Telephone Directory

Entered By: Bill Selmeier
March 21, 2006

Title: 86-03 Digital Research European Review
Author: Tony Harris
Created: March 1986
Publisher: Digitext Ltd
Donated By:
Filename: doc-446a17c4d826e.pdf (Size: 6.48 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Digital Research European Review, Issue 18, a newsletter for International Customers. This issue
includes articles about: IBM Retail uses Concurrent DOS, Olivetti and Comart Get GEM, Hanover
Fair CeBIT, DOS Plus tarter business and education, GEM Graph and GEM Wordchart
Presentation graphics, CPM for Amstrad macines, easier translation of software, DRI books, joint
marketing with Apricot, Xitan DRI Distributor award, and more.

Entered By: Bill Selmeier
May 16, 2006

Title: CP/M and Derivatives
Author: Les Bell
Created: 1987

Publisher: Les Bell and Associates
Donated By: Emmanuel Roche
Filename: doc-4f32c55f8da9d.pdf (Size: 40 KB)
Pages: 8
Cataloguer:
Copyright: Les Bell and Associates
Description:
-"CP/M and Derivatives"
Les Bell, 1987

The file was originally posted as an .htm file by Emmanuel Roche on May 7, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: RS-232C Really Made Simple, by Richard Stevens
Author: Richard Stevens
Created: 1987
Publisher:
Donated By: Emmanuel Roche
Filename: doc-4f32c61e2d600.pdf (Size: 739 KB)
Pages: 18
Cataloguer:
Copyright:
Description:
There are a large number of wealthy people who got that way by writing books about RS232, and selling a vast assortment of RS232 gadgets. All of these are
claimed to be "marvellous", "clever", "indispensable", and so on. It seems that the list is limited only by the advertising copywriters imagination. Most of these euphemisms describe what is usually no more than a connector or two, and a few simple components. There are a few notable and valuable exceptions, but their rarity is highlighted by the piles of overpriced junk, which is normally used only the once!

The file was originally posted as a .zip file by Emmanuel Roche on June 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

Title: GEM Publications and Presentation Graphics Team Brochure
Author:
Created: 1987 ca.
Publisher: Digital Research
Donated By:
Filename: doc-4450088b36ad0.pdf (Size: 3.59 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
Systems Sales Brochure to describe GEM Desktop, GEM Desktop Publisher, GEM Draw Plus, GEM Graph, GEM WordChart, GEM Paint, GEM Write and combinations of these as GEM Collections and GEM Programmers Toolkit. The document includes a more than 20 item FAQ and the GEM Applications System requirements.

Entered By: Bill Selmeier
April 26, 2006
Related Events

Digital Research Announces GEM

Title: 87-01 Digital Research European Review
Author: Paul Bailey
Created: January 1987
Publisher: Digitext Ltd
Donated By:
Filename: doc-446a0b1353794.pdf (Size: 6.89 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Digital Research European Review, Issue 20, a newsletter for International Customers. This issue
includes articles about: GEM XM switches programs between DOS and DOS Plus, GEM Comm
at Amstrad, GEM Retail Products, GEM based BASICs, Habawriter moves from Atari to GEM on
PC, Concurrent DOS Multi-User Applications, new GEM Applications, GEM for Educational
machines, GEM on Atari ST, Approved Training, Quality Assurance, and more
----
Entered By: Bill Selmeier
May 16, 2006

Title: INCRA advertisement, an incremental assembler
Author:
Created: March 1989
Publisher: DJJ
Donated By: Emmanuel Roche
Filename: doc-4f32c6847d17b.pdf (Size: 16 KB)
Pages: 4
Cataloguer:
Copyright: DDJ
Description:
INCRA advertisement, an incremental assembler

The file was originally posted as a .txt file by Emmanuel Roche on May 6, 2009 and reposted as a
.pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
 February 8, 2012

Title: Memorial Service Program for Gary Kildall
Author:
Created: July 1994
Publisher:
Donated By:
Filename: doc-442041e93ce11.pdf (Size: 616 KB)
Pages: 2
Cataloguer:
Copyright:

Description:
Program from Gary Kildall's Memorial Service

Entered By: Bill Selmeier
March 21, 2006

Title: 25 Year Worldwide Reunion Book
Author: Patie McCracken
Created: September 4, 1999
Publisher: Digital Research Alumni
Donated By:
Filename: doc-449700fc3a287.pdf (Size: 3.88 MB)
Pages: 16
Cataloguer:
Copyright:
Description:
The Reunion Book for Alumni gathering at the Holman Ranch in Carmel California on September 4th 1999 to remember and celebrate the legacy of Digital Research. It includes tributes to the founders, a history of the company, many many photographs and other rememberances.

Entered By: Bill Selmeier
June 19, 2006

Title: Video-Alan Hewer Engineering and Development Manager
Author: Alan Hewer
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4444a79055ae0.wmv (Size: 6.91 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes and 38 seconds where Alan Hewer discusses what attracted him to Digital Research and techniques for managing development.

Entered By: Bill Selmeier
April 18, 2006

Title: Video-Becky Jones Executive Assistant and Marketing
Author: Becky Jones
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44453554c1d7b.wmv (Size: 5.36 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minute and 50 seconds where Becky Jones explains how she was charmed into a position as the executive assistant to John Rowley and Gary Kildall and then later moving to marketing. She relates a story illustrative of Gary's great focus on his children.

Entered By: Bill Selmeier
April 18, 2006

Title: Video-Bill Fitler Developer and Development Manager
Author: Bill Fitler
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44451c7c59b4f.wmv (Size: 2.22 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute and nine seconds where Bill Fitler talks about escaping to Digital
Research to develop and manage projects in operating systems and language development,
writing a book with Phil Balma and then going back to development in the Graphics group
(Presentation team) and FlexOS.

Entered By: Bill Selmeier
April 18, 2006

Title: Video-Curt Geske-Carpenter and Customer Support
Author: Curt Geske
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44451dedbebea.wmv (Size: 3.19 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute and 38 seconds where Curt Geske describes how he went from Gary
Kildall and Dorothy McEwen's carpenter to working customer support at Digital Research.

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Curt Geske-Carpenter and Customer Support
Related Events

Digital Research Establishes HQ

Title: Video-Dan Davis Developer
Author: Dan Davis
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44452e49802d4.wmv (Size: 3.71 MB)
Pages:
Cataloguer:
Copyright:
Description:

Video running 1 minute 57 seconds where Dan Davis talks about befriending Gary Kildall, sharing the experience of learning to fly, doing the mathematics of the runtime subroutines for the PL/1 compiler, and coming to Digital Research to work on the PL/1 compiler.

Entered By: Bill Selmeier
April 18, 2006

Title: Video-Dick Williams CEO
Author: Dick Williams
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-444517b70438e.wmv (Size: 25.15 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 13 minutes and 15 seconds where Dick Williams discusses leaving an executive position at IBM, learning about Digital Research, struggling with the challenges facing them and finally selling the company to Novell.

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Dick Williams CEO
Related Events

Dick Williams Becomes President and CEO

Title: Video-Dick Williams Introduction at Corporate History Kickoff February 8th 2006
Author: Dick Williams
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44403b0a4d438.wmv (Size: 9.88 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video of Dick Williams five Minute and 12 second welcome to everyone at the Digital Research Corporate History Kickoff held at Stokes Restaurant in Monterey CA on February 8th 2006. Twenty-five former Digital Research employees participated, each providing a short memory about their arrival at Digital Research and how it was to work there.

Entered By: Bill Selmeier
April 14, 2006
Related Stories

Video-Dick Williams Introduction at Corporate History Kickoff February 8th 2006

Title: Video-Frank Holsworth Developer
Author: Frank Holsworth

Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44403c1a3fd53.wmv (Size: 5.59 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 55 seconds of Frank Holsworth documenting his arrival at DRI and his creation of FlexOS

Entered By: Bill Selmeier
April 14, 2006

Title: Video-Frieda (Frank) Bresk Executive Assistant to Gary Kildall and Dick Williams
Author: Frieda Bresk
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-444558b285875.wmv (Size: 10.78 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 5 minutes and 41 seconds where Frieda Bresk describes her view of Gary Kildall and Dick Williams and then Frank Bresk, her husband embellishes on the stories
----
Entered By: Bill Selmeier
April 18, 2006

Title: Video-G. Gervaise (Gerry) Davis Outside Attorney and Board Member
Author: Gerry Davis
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44452acd3f977.wmv (Size: 6.44 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes and 24 seconds where Gerry (sometimes Gervaise) Davis describes meeting Gary Kildall, becoming involved with Digital Research, joining the Board of Directors (3), flying and his involvement with IBM agreements.

Entered By: Bill Selmeier
April 18, 2006

Title: Video-Joanne Webster Human Resources
Author: Joanne Webster
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44455a47976a0.wmv (Size: 6.86 MB)

Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes and 37 seconds where Joanne Webster describes coming to Digital Research, the culture of Friday afternoons, concerns about perks and other corporate culture observations.

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Joanne Webster Human Resources

Title: Video-John Wharton Intel's Liason for DRI
Author: John Wharton
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4445284eb1d2c.wmv (Size: 6.26 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes and 17 seconds where John Wharton reviews his long relationship as an Intel employee responsible for contracts with Digital Research to independently contracting to Digital Research to writing a Tribute to Gary Kildall in Microprocessor Review shortly after his death.
Web access small:

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-John Wharton Intel's Liason for DRI

Title: Video-Kasuko Morimoto on early days at Digital Research in Japan
Author: Kasuko Morimoto
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4444a1147c0a0.wmv (Size: 4.22 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 12 seconds where Kasuko Morimoto, at the time a Manpower Temporary Employee assigned to Digital Research, talks about the environment and attitudes DRI employees had in those days.

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Kasuko Morimoto on early days at Digital Research in Japan
Related Events

Digital Research Adapts Personal CP/Mfor Japanese MSX PCs
Digital Research Japan was established

Title: Video-Kathy Strutynski Key Developer
Author: Kathy Strutynski
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-444523e8dda34.wmv (Size: 5.60 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 56 seconds where Kathy Strutynski discusses the informal way
Gary Kildall hired her and her role in developing some of significant Digital Research Products
----
Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Kathy Strutynski Key Developer
Related Events

CP/M 2.2 becomes a standard
Kathy Strutynski Joins Digital Research

Title: Video-Lowell Webster Developer
Author: Lowell Webster
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44454f67e20f0.wmv (Size: 3.77 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute and 56 seconds where Lowell Webster relates how he came to Digital
Research and working on the GEM project.

Entered By: Bill Selmeier
April 18, 2006

Title: Video-Mas Morimoto on Digital Research in Japan
Author: Mas Morimoto
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44449f93794b4.wmv (Size: 4.50 MB)
Pages:
Cataloguer:

Copyright:
Description:
Video running 2 minutes and 22 seconds where Mas Morimoto discusses how he came to Digital Research and introduces Digital Research in Japan.
Resolution:

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Mas Morimoto on Digital Research in Japan
Related Events

Digital Research Adapts Personal CP/Mfor Japanese MSX PCs
Digital Research Japan was established

Title: Video-Maureen Minnes Sales and Marketing
Author: Maureen Minnes
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-444531db5bd7d.wmv (Size: 3.44 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute 48 seconds where Maureen Minnes describes meeting Gary Kildall and Dorothy McEwen at the Delmonte Aviation company where Gary was looking at planes, being hired for an unspecified activity and actually doing packaging, shipping, helping to open European offices in France and Germany sales and marketing.

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Maureen Minnes Sales and Marketing

Title: Video-Meryle Sachs Technical Writer
Author: Meryle Sachs
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4445301dee685.wmv (Size: 4.59 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 24 seconds where Meryle Sachs describes coming from development in a failed startup to coming to Digital Research to document MP/M 2.0, working through the night with other employees.

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Meryle Sachs Technical Writer

Title: Video-Patie McCracken Contracts, Europe, and Marketing
Author: Patie McCracken
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-444550dd94dfa.wmv (Size: 8.31 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 4 minutes and 21 seconds where Patie McCracken explains how she came from San Diego to work as a Contract Administrator in Digital Research's Legal department, helped establish the company in Europe and returned to Marketing in the Digital Research headquarters. Patie worked for DRI from December 1981 until it was sold to Novell
----
Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Patie McCracken Contracts, Europe, and Marketing
Related Events

North American OEM Sales Group Established

Title: Video-Peggy Anderson-Seminar Coordinator and Sales Trainer
Author: Peggy Anderson
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4445368c3737a.wmv (Size: 3.29 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video runing 1 minute and 43 seconds where Peggy Anderson describes coming to Digital Research and doing Seminars and Sales Training
----
Entered By: Bill Selmeier
April 18, 2006

Title: Video-Peter Bolton Documentation
Author: Peter Bolton
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44451f407c24f.wmv (Size: 5.86 MB)
Pages:
Cataloguer:
Copyright:
Description:

Video running 3 minutes and 3 seconds where Peter Bolton explains how he learned about Digital Research, got a job there and considerations one had to think about before joining the company.

Entered By: Bill Selmeier
April 18, 2006
Related Stories

Video-Peter Bolton Documentation

Title: Video-Phil Balma Developer
Author: Phil Balma
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-444522169b311.wmv (Size: 3.27 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute 43 seconds where Phil Balma describes his friendship with Gary Kildall and coming to Digital Research to help in development of CP/M86, CP/M86Plus, particularily the file systems and working through the night.

Entered By: Bill Selmeier
April 18, 2006

Title: Video-Shari Mullen in the United States and England
Author: Shari Mullen
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44454ec387474.wmv (Size: 3.77 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes discusses joining Digital Research in the United States moving to England with some additional comments on corporate culture.

Entered By: Bill Selmeier
April 18, 2006

Title: Video-Steve Tucker Product Management
Author: Steve Tucker
Created: February 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44454db9e76ad.wmv (Size: 9.38 MB)
Pages:
Cataloguer:
Copyright:
Description:

Video running 4 minutes and 55 seconds where Steve Tucker describes getting hired by Digital Research from Intel for Product Management, describes some Intel operating systems, Digital Research culture and his career in the company.

Entered By: Bill Selmeier
April 18, 2006

Title: Video - Steve Maysonave Sales & Marketing on Joining
Author: Steve Maysonave
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4462694f5549c.wmv (Size: 6.55 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running three minutes and twenty-seven seconds where Steve describes how he was attracted to Digital Research Incorporated from Intel. The IBM PC was announced but not yet shipped. Steve lived with the Kildalls when he joined.

Entered By: Bill Selmeier
May 10, 2006

Title: Video - Steve Maysonave Sales and Marketing on GEM
Author: Steve Maysonave
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4462a5b9f0387.wmv (Size: 15.09 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running four minutes and fifty-six seconds where Steve Maysonave discusses the GEM product and the challenges that lead Digital Research to withdraw it from the product line.

Entered By: Bill Selmeier
May 10, 2006

Title: Video - Steve Maysonave Sales and Marketing on IBM Contract
Author: Steve Maysonave
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44626c4b4af17.wmv (Size: 20.63 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running five minutes and twenty-eight seconds where Steve describes first suspecting there was a problem with the Digital Research opportunity with IBM. He describes his meeting with Don Estridge and discovering how big a challenge it would become. He eventually discovers

the structure of the IBM - Microsoft relationship and determines Digital Research's real opportunity.

Entered By: Bill Selmeier
May 10, 2006

Title: Video - Steve Maysonave Sales and Marketing on Possible Second Campaign to IBM
Author: Steve Maysonave
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4462a1e438dcf.wmv (Size: 12.00 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running three minutes and fifty-four seconds where Steve discusses a campaign to try and again sell CPM to IBM. The campaign would have replaced Microsoft's program with CP/M. When Novell decided to acquire Digital Research, the project was ended to protect everyone's business interests.

Entered By: Bill Selmeier
May 10, 2006
Related Stories

Video - Steve Maysonave Sales and Marketing on Possible Second Campaign to IBM

Title: Video - Steve Maysonave Sales and Marketing Returns to Digital Research
Author: Steve Maysonave
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44629fd21a03a.wmv (Size: 28.13 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running nine minutes and eighteen seconds about how Dick Williams asked Steve Maysonave to return, which which was done in a counsultancy role. Steve discusses how the operating system was marketed in the transition period, problems when Windows 3.1 was run on top of DR-DOS, meeting Bill Gates while at a MCC collaborative technology group, and other people he worked with at Digital Research
----
Entered By: Bill Selmeier
May 10, 2006

Title: Video - Steve Maysonave Sales and Marketing on Building a Sales Organization
Author: Steve Maysonave
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-446271f27b430.wmv (Size: 27.48 MB)
Pages:

Cataloguer:
Copyright:
Description:
Video running seven minutes and eighteen seconds on building a sales organization to bring in revenue after he realizes DRI will not be selling much to IBM. The sales organization had to overcome challenges from Microsoft, the IBM PC dominance of the market to market to Wang, DEC and others. He reports that the DEC Rainbow was originally the CP/M machine. Steve hires Craig Conway who later worked at Oracle and Peoplesoft. steve documents the career's of people who were at Digital Research
----
Entered By: Bill Selmeier
May 10, 2006

Title: Video - Steve Maysonave Sales and Marketing Resigns
Author: Steve Maysonave
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4462764d4f618.wmv (Size: 37.37 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running two minutes and fifty-eight seconds where Steve Maysonave describes the issues that led him to resign from Digital Research Incorporated.

Entered By: Bill Selmeier
May 10, 2006
Related Stories

Video - Steve Maysonave Sales and Marketing Resigns

Title: Video-Scott Garrison, Controller Joins DRI
Author: Scott Garrison
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4462ab13cd738.wmv (Size: 9.21 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running two minutes and fifty-nine seconds where Scott Garrison describes the appeal of working at Digital Research Incorporated. Scott was a financial man hired to do planning and help with the turnaround. This was his first software company
----
Entered By: Bill Selmeier
May 10, 2006

Title: Video-Scott Garrison, Controller Novell Acquisition
Author: Scott Garrison
Created: May 3, 2006
Publisher: Computer History Museum

Donated By:
Filename: doc-4462b0fde5b66.wmv (Size: 17.82 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running five minutes and fifty-one seconds where Scott Garrison relates some of the last minute surprise events before the Novell acquisition and cash flow.

Entered By: Bill Selmeier
May 10, 2006

Title: Video-Scott Garrison, Controller Turn Around
Author: Scott Garrison
Created: May 3, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4462ae6507c7d.wmv (Size: 22.00 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video seven minutes and sixteen seconds covering events in the turnaround and some personal observations about staff meetings, Pay as you go, Wall Street Journal Advertising, and planning offsites.

Entered By: Bill Selmeier
May 10, 2006

Title: Video-Kathy Strutynski Early Life
Author: Kathy Strutynski
Created: May 19, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-446f95d245858.wmv (Size: 10.10 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running three minutes and 31 seconds where Kathy tells of her youth in Utah, attending BYU, coming to San Francisco to work for Pan American Airlines, and then Bechtel.

Entered By: Bill Selmeier
May 20, 2006
Related Stories

Video-Kathy Strutynski Early Life

Title: Video-Kathy Strutynski Early Years at Digital Research Incorporated
Author: Kathy Strutynski
Created: May 19, 2006
Publisher: Computer History Museum
Donated By:

Filename: doc-446f9931d5fa6.wmv (Size: 23.03 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running eight minutes and 23 seconds about tasks, working relations, and stories from the very earliest years of Digital Research Incorporated
----
Entered By: Bill Selmeier
May 20, 2006
Related Stories

Video-Kathy Strutynski Early Years at Digital Research Incorporated

Title: Video-Kathy Strutynski Hired into Digital Research
Author: Kathy Strutynski
Created: May 19, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-446f97ff3a701.wmv (Size: 8.83 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running two minutes and 53 seconds where Kathy describes how Gary Kildall hired her into Digital Research and a little on how everyone worked together.

Entered By: Bill Selmeier
May 20, 2006

Title: Video-Kathy Strutynski Meets Gary Kildall
Author: Kathy Strutynski
Created: May 19, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-446f96e77eeca.wmv (Size: 3.97 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute and 22 seconds where at the Naval Post Graduate School Kathy describes how she became friends with Gary Kildall, founder of Digital Research
----
Entered By: Bill Selmeier
May 20, 2006

Title: Video-Kathy Strutynski on Concurrent DOS Project
Author: Kathy Strutynski
Created: May 19, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-446f9d72bd712.wmv (Size: 17.79 MB)
Pages:

Cataloguer:
Copyright:
Description:
Video running seven minutes and twenty-one seconds where Kathy relates why she regretfully has to leave Digital Research and then reflects back on her many experiences at the company.

Entered By: Bill Selmeier
May 20, 2006

Title: Video-Kathy Strutynski on CP/M 2.2 Project
Author: Kathy Strutynski
Created: May 19, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-446f9a6915d15.wmv (Size: 21.16 MB)
Pages:
Cataloguer:
Copyright:
Description:
A Video running eight minutes and a second where Kathy relates some of her experiences developing CP/M 2.2

Entered By: Bill Selmeier
May 20, 2006
Related Stories

Video-Kathy Strutynski on CP/M 2.2 Project

Title: Video-Kathy Strutynski on CP/M86 Project
Author: Kathy Strutynski
Created: May 19, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-446f9b56b504c.wmv (Size: 11.55 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running three minutes and forty seconds where Kathy Strutynski talks about her CP/M86 recollections.

Entered By: Bill Selmeier
May 20, 2006
Related Stories

Video-Kathy Strutynski on CP/M86 Project

Title: Z-80 ASSEMBLY LANGUAGE UNDER TurboDOS
Author: R. Roger Breton
Created: 2009
Publisher:
Donated By: Emmanuel Roche
Filename: doc-4f32c78722617.pdf (Size: 4.81 MB)

Pages: 1,945
Cataloguer:
Copyright: R. Roger Breton
Description:
"Z-80 ASSEMBLY LANGUAGE UNDER TurboDOS" by R. Roger Breton

Although this 500-pages book is aimed specifically at TurboDOS, most of it is applicable to Z-80 assembly programming in general, and under the CP/M operating system in particular.

This book was originally written for use as a textbook and reference manual when I taught assembly language programming under the TurboDOS operating system.

The current fourth edition was rewritten in Microsoft Word 2003 using Times New Roman for the body, Arial for titles, and Courier New for source code examples. It is formatted to print on any modern inkjet or laser printer. The 64180 instructions have been converted to Z-180 instructions, all tables have been completely reformatted, and the "ASCII" character table has been expanded to include the Latin 1 and WinLatin1 character sets.

The file was originally posted as a .zip file by Emmanuel Roche on June 6, 2009 and reposted as a .pdf file by Luanne Johnson on February 8, 2012.

Entered By: Luanne Johnson
  February 8, 2012

References

Title: Digital Research Historical Page maintained by Joe Wein
Author: Joe Wein
Created: February 28, 2003
Publisher:
Cataloguer:
Copyright:
Reference:
A web page maintained to tell the story of Digital Research at http://www.joewein.de/dri.html. This site is maintained by the ex-Digital Research employee who developed Concurrent DOS 386.

Entered By: Bill Selmeier
  May 19, 2006

Title: Digital Research Historical Page maintained by previous employees
Author: Jim Benfer
Created: May 30, 2003
Publisher:
Cataloguer:
Copyright:
Reference:
A web page maintained to tell the story of Digital Research at http://www.digitalresearch.biz. An active site that will evolve as events and information becomes available.

Entered By: Bill Selmeier
  May 19, 2006

Title: Event Chronology - Digital Research
Author: anonymous
Created: April 11, 2006
Publisher:
Cataloguer:
Copyright:
Reference:
This Event Chronology file was presented to Bill Selmeier on February 3, 2006 by someone who had been close to the company and had intended to write a book about its history. At this time he does not wish to be identified so access to the document is restricted.

Entered By: Bill Selmeier
  April 11, 2006
Related Events

AT&T adopts Concurrent PC DOS for 6300-Series PCs
Bill Byerly Joins Digital Research
CP/M 1.3 Developed
CP/M 2.2 becomes a standard
CP/M Running on 200,000 microcomputers
Digital Research Acquires Compiler Systems
Digital Research Acquires Pascal MT
Digital Research Adapts Personal CP/Mfor Japanese MSX PCs
Digital Research and IBM Enter into a License Agreement
Digital Research Announces GEM
Digital Research Begins Shipping CP/M-86
Digital Research Demos Crystal at Esther Dyson Conference
Digital Research Develops GEM for IBM PCjr
Digital Research Establishes HQ
Digital Research Hosts ISV Conference in London England
Digital Research Intrduces ROM-Based Personal CP/M-86
Digital Research Introduces 16-Bit Access Manager-86 Software
Digital Research Introduces 8-Bit Access Manager Software
Digital Research introduces B-Tree
Digital Research Introduces C-86 Compiler
Digital Research Introduces C-BASIC Compiler
Digital Research Introduces CB-80 BASIC Compiler
Digital Research Introduces CIS COBOL Compiler
Digital Research Introduces Concurrent CP/M-86 for IBM PC/XT
Digital Research Introduces Concurrent DOS-68K
Digital Research Introduces Concurrent PC DOS Multitasking OS
Digital Research Introduces CP/M 86K for Motorola Microprocessors
Digital Research Introduces CP/M Plus 8-bit Operating System
Digital Research Introduces CP/M-86 for IBM Display Writer
Digital Research Introduces CP/net
Digital Research Introduces CP/NOS Operating System
Digital Research Introduces Display Manager User Interface
Digital Research Introduces Dr Logo for 8-bit CP/M
Digital Research Introduces DR Access-86 Database Software
Digital Research Introduces DR Draw-86
Digital Research Introduces DR Graph
Digital Research Introduces DR Logo for IBM PCjr
Digital Research Introduces Dr. Logo for IBM PC
Digital Research Introduces FORTRAN-77 Compiler for CP/M-86
Digital Research Introduces GEM Desktop
Digital Research Introduces GEM Draw

Digital Research Introduces GEM Graph and GEM Wordchart
Digital Research Introduces GEM Paint
Digital Research Introduces GEM Write
Digital Research Introduces GSX-80 Graphics Utility Library
Digital Research Introduces GSX-86 Graphics Utility Library
Digital Research Introduces Level II COBOL Compiler
Digital Research Introduces LK-80 Linkage Editor
Digital Research Introduces Low Cost CP/M-86
Digital Research Introduces MP/M-80 Operating System
Digital Research Introduces MP/M-86 Operating System
Digital Research Introduces Pascal/MT+86 Complier
Digital Research Introduces PL/1-86 Compiler
Digital Research Introduces PL/1-G Compiler DEC VAX
Digital Research Introduces PL/1-G Compiler for 8-bit CP/M
Digital Research Introduces ROM-Based Personal CP/M
Digital Research Introduces XLT-86
Digital Research loses Lee Lorenzen, Don Haskell and John Meyer
Digital Research Moves HQ to Garden Court Campus in Monterey
Digital Research Revises Concurrent CP/M-86 to Include Windowing
Digital Research Sales Grow to $3 Million
Digital Research Stages CPM '83 in San Francisco
Digital Research Stages CPM '83/East in Boston, MA
Gary Kildall and Dorothy McEwen Separate
Gary Kildall and Tom Rolander Form KnowledgeSet
Gary Kildall begins Co-Host of Computer Chronicals ib PBS Television
Gary Kildall Completes Working Protype of CP/M
Gary Kildall Develops Compiler
Gary Kildall invents PL/M 8
Gary Kildall Named to Computer Industry Hall of Fame
IBM Visits Digital Research
Intergalactic Digital Research DBA Filed
Kathy Strutynski Joins Digital Research

Discussions

IBM Agreement
Posted by: Selmeier (IP Logged)
Date: February 13, 2006 06:05PM

Gerry, Interesting post. Do you have a copy of that contract that could be scanned and attached to the event on the time line?

Peter Norton Computing

Company Details

Name: Peter Norton Computing
Sector: PC Systems, Tools and Utilities Software

Description
> Peter Norton Computing was almost the first
> company to offer a set of maintenance utilities for
> the PC computer market. Starting with File
> Recovery and a disk defragmentation utility, Norton
> became prominent in the software utilities market
> before selling the company to Symantec

Facilitators
- Bill Selmeier - Email
- Karol Hines - Email

Statistics
> Contributors (2), Events (32), Stories (0),
> Documents (0), References (2), Discussions (0
> threads, 0 posts)

Entered By: Luanne Johnson
December 8, 2005

Contributors

Contributor W. David Schwaderer

Date Joined January 1986

Job Description
> I did not work there but contacted Peter Norton following the meltdown of IBM
> books. We both had contracts with IBM books when it abruptly shutdown.
> Following that, I approached Peter with a prospect of releasing a set of utilities I
> had written under the name of \

Date Left January 1988

Date Entered December 14, 2005

Timeline

1982

Business

Formation of Peter Norton Computing (1982)
To organize the marketing of Norton Utilities, Peter Norton forms Peter Norton Computing Inc (PCNI)

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Miscellaneous

Norton columns in PC Week and PC Magazine (1982)
Peter Norton begins writing monthly columns for PC Week and PC Magazine.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Product/Services/Technology
File Recovery Program Created (1982)
After accidentally erasing a file, Peter Norton writes a file recovery program for the IBM PC and calls it Norton Utilities.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

1983

Business

Early Marketing (1983)
Peter Norton sells Norton Utilities by speaking at PC User Group meetings and talking to Computer store retaillers.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Miscellaneous

Peter Norton Writes "Inside the IBM PC" (1983)
Brady Books publishes Peter Norton's book, "Inside the IBM PC." It is Peter Norton's first book and sells well.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Product/Services/Technology

Norton Utilities 2.0 Released (1983)
Version 2.0 of Norton Utilities is released by PCNI

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

1984

Business

PNCI Reaches $1 Million Revenues (1984)
PNCI revenues reach one million dollars

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Personnel

First Programmer Hired (July 1984)
Brad Kingsbury, PNCI's first programmer is hired in July. Brad will create
Speed Disk, the Norton defrag utility

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Business Manager Hired (1984)
Peter Norton hires a Business_Manager so that he can spend more time on
writing and marketing products.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Product/Services/Technology

Norton Utilities 3.0 Released (1984)
Norton Utilities 3.0 Released in ...

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

1985

Business

Research and Development Dept Formed (1985)
Three Programmers become the Research and Development Department
of PNCI: Brad Kingsbury,

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

PNCI on Soft-letter 100 List (1985)
PNCI is included as the 97th largest Independent Software Company on
the Soft-Letter 100 list.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Product/Services/Technology

Norton Editor Released (1985)
The Norton Editor is published.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

1986

Business

PNCI Reaches $5 Million Revenues (1986)
PNCI Revenues reach five million dollars.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Awards for Norton Utilities (1986)
Norton Utility awarded

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Product/Services/Technology

Norton Commander Released (1986)
Norton Commander authored by John Socha is released. Norton
Commander is an easy to use file management and program initiation tool.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

1987

Business

PNCI 32nd largest Software Company (1987)
Softletter lists PNCI as the 32nd largest independent software company.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

PNCI Revenues Reach $11 million (1987)
PNCI Revenues reach Eleven million dollars.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Miscellaneous

Peter Norton ends columns in PC Week and PC Magazine (1987)
Peter Norton stops writing his monthly columns for PC Week and PC Magazine.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

1988

Business

PNCI Revenues reach $15 Million (1988)
PNCI reaches Fifteen million dollars in revenues

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

PNCI 136th in *Inc.* 500 fastest-growing companies (1988)
PNCI is ranked 136th among *Inc.* magazine\'s list of the 500 fastest-growing private companies.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

IPO Discussed (1988)
Peter Norton begins talk of taking PNCI public.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Miscellaneous

Peter Norton Recognized as Entrepreneur of the Year (1988)
Peter Norton is named *Entrepreneur of the Year* by Arthur Young and *Venture* magazine.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer
Peter Norton Profile

Product/Services/Technology

International Products offered (1988)

International development begins. PNCI products are translated for markets in West Germany, France and Spain. PNCI products are distributed in Australia, Scandinavia and Benelux.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

1989

Business

International Sales Offices Established (1989)
International Sales offices established in London, England and Milan, Italy.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

PNCI Reaches $25 Million Revenues (1989)
PNCI Revenues reach Twenty-five million dollars.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Miscellaneous

Norton Books sell over 1 Million (1989)
Peter Norton's computer-related books combined sell more than one million copies an are translated into 14 languages.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Personnel
Workforce Doubles in Size (1989)
PNCI doubles its workforce

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Management Transitions (1989)
PNCI goes through several management transitions as it tries to make internal preparations to go public.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

1990

Business

PNCI 25th on Soft-Letter 100 List (1990)

Siftletter ranks Norton Computing among the 25 largest microcomputer software Businesses.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Peter Norton Acquired by Symantec (1990)
Merger announced between Peter Norton Computing and Symantec

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Awards for Norton Products (1990)
Peter Norton products receive Italian, Spainish and French software awards, as well as awards in the United States.

Related References
Investigating The Lost Files Of Peter Norton, PC Pioneer

Stories

There are no stories for this company in the collection

Documents

There are no documents for this company in the collection

References

Title: Peter Norton Profile
Author:
Created:
Publisher:
Cataloguer:
Copyright:
Reference:
Wikipedia biography of Peter Norton, founder of Peter Norton Company which created the Norton Utilites products.

http://en.wikipedia.org/wiki/Peter_Norton

Entered By: Karol Hines
  November 16, 2006
Related Events

Peter Norton Recognized as Entrepreneur of the Year

Title: Investigating The Lost Files Of Peter Norton, PC Pioneer
Author: Brad Kingsbury
Created: May 1992

Publisher: Smart Computing in Plain English
Cataloguer:
Copyright:
Reference:
Brad Kingsbury's article on the history of Peter Norton Computing. Smart Computing, Vol. 3, Issue 5.

http://www.smartcomputing.com/editorial/article.asp?article=articles/1992/may92/0503/92n0503.asp&guid=

Entered By: Bill Selmeier
  December 9, 2005
Related Events

Awards for Norton Products
Awards for Norton Utilities
Business Manager Hired
Early Marketing
File Recovery Program Created
First Programmer Hired
Formation of Peter Norton Computing
International Products offered
International Sales Offices Established
IPO Discussed
Management Transitions
Norton Books sell over 1 Million
Norton columns in PC Week and PC Magazine
Norton Commander Released
Norton Editor Released
Norton Utilities 2.0 Released
Norton Utilities 3.0 Released
Peter Norton Acquired by Symantec
Peter Norton ends columns in PC Week and PC Magazine
Peter Norton Recognized as Entrepreneur of the Year
Peter Norton Writes "Inside the IBM PC"
PNCI 136th in Inc. 500 fastest-growing companies
PNCI 25th on Soft-Letter 100 List
PNCI 32nd largest Software Company
PNCI on Soft-letter 100 List
PNCI Reaches $1 Million Revenues
PNCI Reaches $5 Million Revenues
PNCI Reaches $25 Million Revenues
PNCI Revenues Reach $11 million
PNCI Revenues reach $15 Million
Research and Development Dept Formed
Workforce Doubles in Size

Discussions

There are no discussions for this company in the collection

Software Publishing

Company Details

Name: Software Publishing
Sector: <u>PC Systems, Tools and Utilities Software</u>

Description

> Software Publishing was one of the early application companies, initially developing for Apple II and III computers and later also for the IBM PC. Major products included PFS: file, PFS Report, PFS: Write and Harvard Garphics

---

Facilitators

- <u>Bill Selmeier</u> - <u>Email</u>

Statistics

> Contributors (37), Events (30), Stories (46), Documents (103), References (0), Discussions (1 threads, 2 posts)

Entered By: Luanne Johnson
                       December 8, 2005

Contributors

Contributor Janelle Bedke

Date Joined January 1980

Job Description
> Co-founder

Date Left September 1988

Date Entered March 8, 2006

Contributor mario chaves

Date Joined April 1982

Job Description
> I joined SPC as a software development project manager, initially responsible for the pfs:Graph product.

Accomplishments
> Created Harvard Graphics, the leading presentation graphics products at that time

Date Left November 1992

Statistics
> Stories (1)

Date Entered February 23, 2006

Contributor Paul Chisaki

Date Joined November 1985

Job Description
> started as software engineer...ended as director of R&D

Accomplishments
> Developed an early location transpareent relational data base management that ran on a LAN within a DOS environment.

Date Left October 1995

Date Entered March 8, 2006

Contributor Jeff Conniff

Date Joined March 1983

Job Description
> User Interface Designer, Software Prototype creator, Printed material designer.

Date Left March 1998

Statistics
> Documents (15)

Date Entered March 8, 2006

Contributor Valorie Cook Carpenter

Date Joined November 1982

Job Description
> Director of Marketing Services. Responsible for marketing communications, product support, international marketing in worldwide markets other than the U. K., and direct marketing to SPC's then installed base of over 4 million users.
>
> Product Marketing Manager. Responsible for product management/product marketing of the PFS: product line across all platforms. Profitably grew line from 3 products on 1 platform contributing 4 million in revenues to 7 products on 2 major retail platforms and numerous OEM platforms contributing nearly 40 million in revenues. Introduced PFS:WRITE with major innovations in the personal computer software industry. Repositioned the PFS Family of Software to introduce PFS:First Choice and the PFS:Professional Series.

Accomplishments
> Personally recruited and mentored many talented marketing professionals.

Date Left April 1988

Statistics
Stories (1)
Date Entered March 8, 2006

Contributor Lois Cumming

Date Joined June 1990

Job Description
Software QA (contractor) - single contributor
Accomplishments
have lots of fun. make lots of good friends.
Date Left May 1995

Date Entered March 8, 2006

Contributor Sam Edwards

Date Joined September 1981

Job Description
Programmer, project manager
Accomplishments
Designed and wrote pfs:Write. Acquired spelling technology for company. Oversaw
creation of pfs:First Choice
Date Left September 1985

Date Entered March 8, 2006

Contributor Gael Erickson

Date Joined October 1988

Job Description
Manager of Documentation
Accomplishments
Managed three groups in three cities from Mountain View to Minn.
Date Entered March 8, 2006

Contributor George Fanucci

Date Joined March 1984

Job Description

Project manager for several projects, the largest was the IBM Assistant Series. I was the Engineering Project Manager for SPC's Development Team, which produced the PFS software suite of five IBM PC applications, re-engineered to IBM's requirements.

At the high point, there were up to nine engineers at SPC, several tech-writers and QA testers, and over a dozen colleagues at IBM to coordinate with. We also worked with IBM in Europe to produce localized versions.

Accomplishments

Over 1 million software product-units of the IBM Assistant Series were sold in 1985-1987. IBM advertised the Assistant Series on TV and in print media with "Charlie Chaplin" and the ducks... "to get your ducks lined up." there was even a super-bowl TV ad!

Also worked on the Power-Up Software catalog, Harvard Professional Publisher, and OS-2 projects.

Date Left April 1987

Statistics

Discussion Posts (1)

Date Entered March 17, 2006

Contributor Royal Farros

Date Joined June 1983

Job Description

I didn't work for SPC but T/Maker Company. T/Maker sold SPC our product ClickArt Personal Publisher... which turned into PFS:First Publisher... which I think PC Magazine described as the

Date Left June 1994

Date Entered March 8, 2006

Contributor Georgia Felix

Date Joined 1989

Job Description

Senior Production Specialist

Date Entered April 19, 2006

Contributor Michael Gilbert

Date Joined January 1992

Job Description
Member Board of Directors
Date Entered March 8, 2006

Contributor Anita Gildea-Phillips

Date Joined February 1988

Job Description
Manager of Vendor Relations
Date Left October 1995

Date Entered March 10, 2006

Contributor Teri Graf-Pulvino

Date Joined March 1983

Job Description
Sales Manager:
Managed sales rep firms in Eastern U.S. that sold SPC products to computer
dealers.
Accomplishments
Learned tons!
Date Left September 1987

Date Entered March 8, 2006

Contributor Buck Hallen

Date Joined August 1984

Job Description
Software Engineer developing software on the Lisa/Mac and the IBM PC.
Accomplishments
Originally worked as an engineer. Was later a development manager. Worked on
the following products: pfs: file, pfs:report, IBM Filing Assistant, IBM Reporting
Assistant, Professional File, Professional Network 1 and 2, Harvard Graphics DOS
3.0 & 3.05, Harvard Graphics on the MAC.
Date Left March 1993

Date Entered March 8, 2006

Contributor Lee Harris

Date Joined October 1985

Job Description
> Section Manager, Engineering

Accomplishments
> Hmmm.....

Date Left October 1988

Date Entered March 8, 2006

Contributor Kevin Hathaway

Date Joined August 1989

Job Description
> Software developer on the first release of Harvard Graphics for Windows. Later developed a never-released version of Harvard Graphics for Macintosh.

Date Left September 1993

Date Entered March 8, 2006

Contributor Leon Hilton

Date Joined August 1984

Job Description
> Manager, Software Development
> Sr. Technical Product Planning Manager

Date Left July 1993

Date Entered March 8, 2006

Contributor Storey LaMontagne

Date Joined March 1984

Job Description
> Technical Support, Quality Assurance

Accomplishments
> Became a manager

Date Left March 1990

Date Entered March 8, 2006

Contributor Vic Langford

Date Joined April 1992

Job Description
      VP R&D
Date Left June 1994

Date Entered March 8, 2006

Contributor Barbara Langworthy

Date Joined January 1984

Job Description
      Started as Sr. Technical Writer. Ended as Director of Productivity and Quality.
Accomplishments
      Helped organize lots of fun events: Dress Like DD Day (DD Roberts), St. Anita Day
      (to honor Anita Gildea-Phillips), group Halloween costumes, Boat Races, Ugly Tie
      contest, Paper Airplane contest, Coronations (for deserving people), etc.
Date Left August 1995

Date Entered March 8, 2006

Contributor Patty Lummis

Date Joined July 1983

Job Description
      Technical Support Rep -- Initially hired aas a technical support rep to provide
      customers with telephone support.
Accomplishments
      Sales Training Rep - Western Region, Started direct sales team to reach additional
      dealers, became an outside sales rep in the NYC region`
Date Left June 1988

Date Entered March 8, 2006

Contributor Lynn McLeod

Date Joined July 1986

Job Description
      Product Mangager for Professional Write, pfs:write
Date Left December 1988

Date Entered March 8, 2006

Contributor Kathryn Mills Gestri

Date Joined December 1983

Job Description
Marketing Assistant, Technical Support Representative, Technical Support
Manager, Technical Writer, Documentation Manager
Date Left March 2002

Date Entered March 8, 2006

Contributor Kathleen Murphy

Date Joined October 1981

Job Description
Hired as Controller; promoted to Chief Financial Officer in 1984
Accomplishments
Part of executive team that built the company's infrastructure and led the
company's IPO; worked on major partnerships, such as IBM's OEM partnership
and the acquisition of Harvard Software. Following the Initial Public Offering, I was
responsible for Investor Relations and general communication with Wall Street.
Working with other professionals, I developed the Accounting, Treasury, Human
Resources and Facilities departments.
Date Left April 1987

Date Entered March 17, 2006

Contributor John Page

Date Joined January 1980

Job Description
Founder. VP Engineering
Accomplishments
Designed Software
Date Left January 1990

Statistics
Stories (5)
Date Entered March 8, 2006

Contributor Lorena Peer

Date Joined September 1987

Job Description
>   Started as a Marketing Assistant in the Installed Base Marketing Group. Promoted to Direct Marketing Representative in the same group.

Date Left April 1990

Date Entered March 8, 2006

Contributor Bert Rankin

Date Joined September 1985

Job Description
>   Product Manager

Accomplishments
>   Launched Harvard Total Project Manager

Date Left August 1989

Date Entered March 8, 2006

Contributor Tess Reynolds

Date Joined June 1985

Job Description
>   Business Unit Director for graphics. Joined SPC as Product Manager for PFS:Graph and developed Harvard Graphics from launch to worldwide market leader.

Accomplishments
>   Harvard Graphics was the product that developed the presentation graphics category. Prior to HPG, graphics software was segregated into graphing, text charts, drawing and slideshows. At its peak, Harvard Graphics had 65% market share. The SPC graphics business unit released Harvard Graphics in DOS, Windows and OS/2, and also released Harvard Draw (a drawing and illustration product), Harvard Geographics (a mapping product) and a line of accessory software.

Date Left March 1992

Date Entered March 4, 2006

Contributor DD Roberts

Date Joined May 1981

Job Description
>   First technical employee. My employee number was 5.

Accomplishments

I was responsible for PFS:File, and ported it to IBM PC, MAC, etc.
Date Left November 1985

Statistics
Documents (12)
Date Entered March 8, 2006

Contributor Heidi Roizen

Date Joined May 1983

Job Description
was not employed there but was CEO of a neighboring company with whom they did business, and sold them PFS:First Publisher
Accomplishments
Spent a lot of time with Fred Gibbons as well and am still a huge admirer of his!
Date Left March 2006

Statistics
Stories (1)
Date Entered March 2, 2006

Contributor Steven Schuster

Date Joined October 1983

Job Description
Test Manager
Responsible for defining and driving the test strategy for pfs: product line & Harvard Project Manager.
Accomplishments
* Implemented an automation process using in-house tool (Toad).
* Conducted research into White Box test strategies, code quality metrics and test tools.
Date Left March 1988

Date Entered March 8, 2006

Contributor Pete Sinclair

Date Joined April 1980

Job Description
First head of marketing, sales and support. Founder and co-manager of Power Up Software Division.
Accomplishments
First employee hired by the founders.
Date Left September 1987

Date Entered March 8, 2006

Contributor Jane Stepak

Date Joined January 1983

Job Description
>   Software QA - individual contributor and manager

Accomplishments
>   Had lots of fun, made life-long friends, worked on SQA Handbook and lifecycle docs, etc.

Date Left November 1997

Date Entered March 8, 2006

Contributor Ed Tecot

Date Joined May 1992

Job Description
>   Senior Software Developer, Macintosh Products

Date Left January 1995

Date Entered March 8, 2006

Contributor Dana Tom

Date Joined July 1984

Job Description
>   Software Engineer, Senior Software Engineer, Project Manager

Accomplishments
>   Worked in the OEM group, shipped First Choice, then many versions of Harvard Graphics

Date Left May 1993

Date Entered March 8, 2006

Contributor Jeff Tucker

Date Joined January 1982

Job Description

Programmer
Date Entered March 8, 2006

Timeline

1979

Organizational and Personnel

Software Publishing Hires Janelle Bedke (September 1979)
Janelle Bedke Joins SPC

Related Documents
Video-Janelle Bedke Explaining the Start of Software Publishing

1980

Organizational and Personnel

Informal partnership set up between Fred Gibbons, John Page and Janelle Bedke (1980)
Informal partnership set up between Fred Gibbons, John Page and Janelle Bedke. John Page develops PFS:File for Apple II, Janelle Bedke writes manual.

Related Stories
My introduction to the idea of SPC
Chapter 2. The technical challenge
Chapter 3 What to build?
Chapter 4 Building pfs
Related Documents
Video-Fred Gibbons Explaining start of Software Publishing
Video-Janelle Bedke Explaining the Start of Software Publishing
Video-John Page Explaining Start of Software Publishing and First Product

Software Publishing Forms Sub-chapter S Corporation (1980)
Sub-chapter S Corporation formed.

Products/Services/Technology

Software Publishing Ships PFS:File (September 1980)
PFS:File ships

Related Stories
My introduction to the idea of SPC
Chapter 2. The technical challenge
Chapter 3 What to build?
Chapter 4 Building pfs

First Shipment (September 1980)

PFS File for Apple II ships

Related Stories
Chapter 3 What to build?
Chapter 4 Building pfs

1981

Business, Financial and Legal

Jack Melcor Helps Software Publishing with First Round Financing (April 1981)
First round of financing, Jack Melchor, etal.

Miscellaneous

Software Publishing Moves Offices to Landings Drive in Mountain View. (June 1981)
Moved into offices at Landings Drive, Mt. View.

Organizational and Personnel

Software Publishing Hires DD Roberts for R&D (April 15, 1981)
Hired DD Roberts for R&D

Related Documents
Video-DD Roberts Research and Development
DD Roberts' offer letter

Software Publishing Hires Diane Wheeler for Manufacturing (June 1981)
Hired Diane Wheeler for Mfg.

Software Publishing Hires Pete Sinclair for Marketing (June 1981)
Hired Pete Sinclair to run Marketing, Sales, and Support

Related Documents
Video-Pete Sinclair Marketing

Products/Services/Technology

PFS:Report developed (April 1981)
PFS:Report developed

Software Publishing Announces PFS:File and Report for Apple III. (October 1981)
Developed PFS:File and Report for Apple III.

1982

Organizational and Personnel

Software Publishing Hires Carethea Coleman as HR Director (1982)
While still a small 30 employee company Software Publishing hired its first HR Director to ensure the employees kept the values that the founders brought as the company entered a time of fast growth. Under Carathea employees treated each other as if they were customers of each other.

Products/Services/Technology

Software Publishing Developes PFS:Graph and PFS:Plan (April 1982)
Developed PFS:Graph and PFS:Plan

Software Publishing Software Available for IBM PC (1982)
Brought out IBM versions

1983

Business, Financial and Legal

Software Publishing to Produce Assistant Series for IBM (1983)
Negotiated with IBM to produce The Assistant Series

1984

Miscellaneous

Software Publishing Creates Product Life Cycle Management (May 1984)
Software Publishing was one of the first software firms in the Silicon Valley to define and document a Product Life Cycle Management Document

Related Documents
Product Life Cycle Document Title Page
Product Life Cycle Document Preface
Product Life Cycle Document Table of Contents
Product Life Cycle Document Chapter 1 The Product Concept
Product Life Cycle Document Chapter 2 The Product Team
Product Life Cycle Document Chapter 3 Team Documents Prepared by the Lab
Product Life Cycle Document Chapter 4 Team Documents Prepared by Marketing
Product Life Cycle Document Chapter 5 The Master Schedule
Product Life Cycle Document Chapter 6 Manufacturing Release (MR)
Product Life Cycle Document Chapter 7 Product Life after MR
Product Life Cycle Document Appendix A. Checklists and Forms
Product Life Cycle Document Additions/Changes/Deletions for Package Sleeve Release
Product Life Cycle Document Preliminary Marketing Plan Form

Product Life Cycle Document Clarification

Organizational and Personnel

Software Publishing Has IPO (1984)
Public offering

Products/Services/Technology

Software Publishing Announces PFS:File and Report for Macintosh (1984)
Developed by DD Roberts, Software Publishing Announces PFS:File and Report for a new little computer called Macintosh.

1985

Business, Financial and Legal

Software Publishing Completes Second Public Offering (1985)
2nd round public offering

Miscellaneous

Software Publishing Establishes Office In London England (1985)
Set up international operations in London. (Dennis Carelli and Julie Wainwright managed that.)

Harvard Business School Writes Case Study Based on Software Publishing (1985)
Had a Harvard Business School case study written about SPC.

Software Publishing Builds Sales Force (1985)
Built a sales force (Wes Richards managed that.)

Organizational and Personnel

Software Publishing Acquires Harvard Project Manager (1985)
Acquired Harvard Software and released Harvard Project Manager (Lee Harris managed that.)

Related Documents
Video-Lee Harris Developer from Harvard Software

Products/Services/Technology

Software Publishing Releases Harvard Graphics (1985)
Released Harvard Graphics managed by Mario Chaves and Tess Reynolds.

Related Stories

Harvard Presentation Graphics is Conceived

Software Publishing Creates PowerUp! (1985)
Created PowerUp! - a catalog of published software. Ed Lauing
manages the catalog and Pete Sinclair manages the publishing business.

1986

Products/Services/Technology

Software Publishing Acquires Clickart Personal Publisher (July
1986)
July 1986 Software Publishing acquires Clickart Personal Publisher and
renames it PFS:First Publisher.

Related Stories

SPC, T/Maker, Personal Publisher

1987

Organizational and Personnel

Software Publishing Sell PowerUp to Ed Lauing (1987)
SPC sells the PowerUp! Division Ed Lauing purchases the PowerUp!
Division from SPC

1988

Products/Services/Technology

Introduction of First Choice (1988)
Software Publishing announces First Choice, a low end combined function
product that included spreadsheet, word processor and a data base

1991

Organizational and Personnel

Software Publishing Acquires Precision Software (1991)
Software Publishing acquired the Super Base Data Base which operated
on Windows from Precision Software.

Stories

Title: Video-Janelle Bedke Explaining the Start of Software Publishing
Author: Janelle Bedke

Created: March 8, 2005
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 7, 2006
Related Documents

Video-Janelle Bedke Explaining the Start of Software Publishing

Title: Video-Patty Campbell Lummis
Author: Patty Campbell-Lummis
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 8, 2006
Related Documents

Video-Patty Campbell Lummis Tech Support, and Sales Training

Title: PFS National Advertising Campaign
Author: Valorie Cook Carpenter
Created: May 23, 2006
Cataloguer:
Copyright:
Story:
Young & Rubicam's San Francisco office was selected as Software Publishing's advertising
agency in 1983 based on the concept for this advertising campaign. The ads for PFS: FILE,
PFS:WRITE, PFS:GRAPH and PFS:ACCESS ran in The Wall Street Journal (in black & white),
Business Week and various computer magazines. SPC's original account supervisor at Y&R was
Marcia Dickson, who later joined the company as the product manager for PFS:First Choice.

Entered By: Valorie Cook Carpenter
  May 23, 2006
Related Documents

PFS Ad: It doesn't have to be complicated to be powerful
PFS Ad: Sophisticated communication can be surprisingly simple
PFS Ad: Sophisticated results can come from simple tools
PFS Ad: Powerful business tools don't have to be complicated

Title: Harvard Presentation Graphics is Conceived
Author: mario chaves
Created: February 23, 2006
Cataloguer:
Copyright:
Story:

Having worked on several versions of pfs:Graph, I attended a computer graphics conference in early 1984 and I was completely surprised at the very poor quality of visuals being used by all the conference presenters, except for one. The presentations done by Alan Paller were all top quality 35mm slides. After one of his talks, I went to talk to him and found out that he used extremely expensive software running on mini-computers to create his presentations. I came away from that conference thinking that there was a market opportunity to design and develop a desktop application to create high quality presentation graphics output. Harvard Presentation Graphics was conceived to address this market need.

Entered By: mario chaves
  February 23, 2006
Related Events

Software Publishing Releases Harvard Graphics

Title: Video-Caretha Coleman Human Resources
Author: Caretha Coleman
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Caretha Coleman Human Resources

Title: Video-Jeff Conniff - Graphic Designer
Author: Jeff Conniff
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Jeff Conniff - Graphic Designer

Title: Video-Valorie Cook Carpenter on Who She Principally Remembers from Software Publishing Corporation
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
Video running 1 minute and 24 seconds where Valorie Cook Carpenter identifies people who stand out in her memory of the company: Fred Gibbons, Janelle Bedke, John Page Signe Ostby and Pete Sinclair and more

----
Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on Who She Principally Remembers from Software Publishing
Corporation

Title: Video-Valorie Cook Carpenter on Challenges of the Job
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
A video running 58 seconds where Valorie Cook Carpenter responds to a request to remember
the biggest challenge.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on Challenges of the Job

Title: Video-Valorie Cook Carpenter on Why Software Publishing Finally Declined
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
Video running 1 minute and 55 seconds where Valorie Cook Carpenter thinks about why the
company finally declined in the market.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on Why Software Publishing Finally Declined

Title: Video-Valorie Cook Carpenter on Her Life Before Software Publishing Corporation
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
A video running 1 minute and 47 seconds on Valorie talking about her experience and life before
joining Software Publishing Corporation. Valorie was raised just outside Chicago, went to school
at Indiana and started her career in the Packaged Detergent Advertising Department at Procter &
Gamble.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on Her Life Before Software Publishing Corporation

Title: Video-Valorie Cook Carpenter on Her Coming to Software Publishing Corporation
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
Video running 1 minute and 14 seconds discussing how she went to McKesson and then was recruited into Software Publishing by Signy Ostby, a friend also previously from Procter & Gamble.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on Her Coming to Software Publishing Corporation

Title: Video-Valorie Cook Carpenter on How the Company Changed With New Management
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
A video running 1 minute and 14 seconds where Valorie Cook Carpenter recalls how the company culture changed with a change in Senior Management, resulting in many people leaving.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on How the Company Changed With New Management

Title: Video-Valorie Cook Carpenter on How the Company Culture Was Most Supportive
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
Video running 59 seconds where Valorie tells us the best thing about working at Software Publishing was the Company Culture which came from the founders and their prior experience at HP.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on How the Company Culture Was Most Supportive

Title: Video-Valorie Cook Carpenter on Original Activities and Being In Product Management

Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
A video running 5 minutes and 47 seconds where Valorie Cook Carpenter discusses her early activities and responsibilities at Software Publishing, including the chronology of typical days, and a few insights on the corporate management culture.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on Original Activities and Being In Product Management

Title: Video-Valorie Cook Carpenter on the Differentiation of Software Publishing Products From Others in the Market
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
A video running 57 seconds where Valorie Cook Carpenter points out that "Ease of Use" set Software Publishing products apart from other products at the time.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on the Differentiation of Software Publishing Products From Others in the Market

Title: Video-Valorie Cook Carpenter on the PowerUp Division
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
A video running 1 minute and 17 seconds where Valorie Cook Carpenter talks about the PowerUp division, a mail order division for things that wouldn't fit in the regular retail channel.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on the PowerUp Division

Title: Video-Valorie Cook Carpenter on Valuable Contributions
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:

Video running 1 minute 15 seconds on what Valorie Cook Carpenter valued the people she hired most of her contributions to Software Publishing Corporation.

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Harvard Presenter (Podium) After User Interface Design
Video-Valorie Cook Carpenter on Valuable Contributions

Title: Video-Valorie Cook Carpenter on Product Management and Finances
Author: Valorie Cook Carpenter
Created: May 26, 2006
Cataloguer:
Copyright:
Story:
Video running 1 minute and 43 seconds where Valorie Cook Carpenter discusses product management and funding

----

Entered By: Bill Selmeier
  May 27, 2006
Related Documents

Video-Valorie Cook Carpenter on Product Management and Finances

Title: Video-Lois Cumming Harvard Graphics
Author: Lois Cumming
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Lois Cumming Harvard Graphics

Title: Video-Sam Edwards
Author: Sam Edwards
Created: March 8, 3006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 8, 2006
Related Documents

Video-Sam Edwards on developing word processors

Title: What made SPC a great place to work?
Author: George Fanucci
Created: March 17, 2006
Cataloguer:
Copyright:
Story:
Sent to Bill Selmeier via email:

When I joined SPC there were about 100 employees, two years later there were over 300, and the company had gone public. SPC was the #3 producer of software on diskettes for the IBM PC, after Microsoft and Lotus, in 1985. The supportive, collegial atmosphere and the inspirational, charismatic leadership of the founders, especially Fred Gibbons, made SPC a great place to work. Our informal company meetings hosted in the atrium, and the annual tent party in the parking lot at Landings Drive, were memorable. Making valuable products that were easy to use and reliable was the #1 goal. Software design, programming, documentation, testing, support, marketing and distribution were all important. These teams worked together well and respected each other's contributions. We had many team-building experiences together. Employees bonded with shared experiences like the "Russian River Canoe Trip" and the Ski Cabin, informally organized by employees. The Communications Course was an innovative experiment in employee development. Remember the "Tell Fred" exercise? SPC was molded in the tradition of "the HP Way." Twenty years later, employees still periodically gather informally at the "Lion and Compass" and the "Annual Beach Party." What else do you remember about your own SPC experiences?

Entered By: Bill Selmeier
  April 19, 2006

Title: Video-Fred Gibbons Explaining start of Software Publishing
Author: Fred Gibbons
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 7, 2006
Related Documents

Video-Fred Gibbons Explaining start of Software Publishing

Title: Video-Teri Graf-Pulvino Sales
Author: Teri Graf-Pulvino
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Teri Graf-Pulvino Sales

Title: Video-Buck Hallen Describes his Hiring Process, Working on
Author: Buck Hallen
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 7, 2006
Related Documents

Video-Buck Hallen Describes his Hiring Process, Working on

Title: Video-Maureen Harris Product Marketing
Author: Maureen Harris
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Maureen Harris Product Marketing

Title: Video-Kevin Hathaway
Author: Kevin Hathaway
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Kevin Hathaway Software Developer

Title: Video-Leon Hilton
Author: Leon HIlton
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Leon Hilton Software Developer

Title: Video-Storey LaMontagne
Author: Storey LaMontagne
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 8, 2006
Related Documents

Video-Storey LaMontagne on Customer Support and QA

Title: Video-Barbara Langworthy Technical Writer, Dir. Product Quality
Author: Barbara Langworthy
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Barbara Langworthy Technical Writer, Dir. Product Quality

Title: Video-Kathyrn Mills Gestri
Author: Kathyrn Mills-Gestri
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 8, 2006
Related Documents

Video-Kathyrn Mills Gestri Marketing, Technical Support, Human Resources

Title: Video-John Page Explaining Start Everyone does Customer Service
Author: John Page
Created: March 8, 2006
Cataloguer:

Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 8, 2006
Related Documents

Video-John Page Explaining Everyone does Customer Service

Title: My introduction to the idea of SPC
Author: John Page
Created: March 11, 2006
Cataloguer:
Copyright:
Story:
An HP software development lab in Silicon Valley California. Sometime around the end of 1979.

I have been at HP now for 10 years and currently I am deeply involved in a major upgrade to Image/3000, a database management system for HP's commercial computer systems. These are 'minicomputers' - so called because they are only the size of a refrigerator but could do the work of room-sized mainframes. The work is intricate, involving the concurrency control system that allows many users to be updating the same data simultaneously without locking up or losing data. It is the software equivalent of a Swiss watch movement, and distractions are annoying. I am totally immersed in this, to the point of not being very aware of general trends in the outside world.

One day, I run into Fred Gibbons in the hallway. He is on the marketing side of the company and as a result more aware of the outside world and is very tuned into the industry trends. He asks me if I have seen Visicalc, the first spreadsheet program, which runs on the new Apple II personal computer. Yes I have, but along with many others I find it hard to believe that such a small computer could do anything serious. Wrong. He gives me a few sheets of paper with a business plan idea to peruse later.

At home after dinner I read it. The thrust of the plan is that software for these new PCs would be sold like music recordings (at the time on LPs and cassettes). The computer is a 'player' for the 'titles' you could buy. People would buy many titles and use them with the player. This is a revolutionary thought! Data processing computers have software but it cost thousands of dollars and is really thought of as a component of the system itself. The idea that the software titles could exists as a separate consumer market from the computer is pretty radical. Hmm... It might just work.

The name Software Publishing seems appropriate suddenly. It's just like music publishing – maybe even with star authors. Best sellers. A "New York Times" list every week. The plan calls for a royalty system for authors, and Fred suggests I try putting together a title and see what happens. Perhaps I can do it in my spare time and make a few dollars on the side from the royalties. For a software engineer the idea of entering a world like that of a rock musician seems very odd.

Like most seismic shifts in the industry, you are only dimly aware of it at the time. But I am sensing a big change in the wind, and Fred is seeing it even more clearly. His repeating theme is "these changes only happen once in a lifetime. Its now or never". I consider the risks. HP is OK with moonlighting as long as it doesn't compete with their businesses. I only have my spare time at risk, so I agree and an Apple II was in the trunk of my car before I can change my mind. I think this is the first purchase made under the Sub-S Corp that Fred had set up.

A few days later I am hooking up this strange and tiny computer in my spare bedroom and set about getting the measure of the beast. What is it really? What can it do? How does one develop software for it? It dawns on me pretty quickly – we are trying to cram a quart into a pint pot. Still, the Visicalc guys did it. Therefore it is possible. Press on.

Entered By: John Page
  March 11, 2006
Related Events

Informal partnership set up between Fred Gibbons, John Page and Janelle Bedke
Software Publishing Ships PFS:File

Title: Chapter 2. The technical challenge
Author: John Page
Created: March 11, 2006
Cataloguer:
Copyright:
Story:
Chapter 2:

Location: The spare bedroom in my house in San Jose California. Sometime around the end of 1979.

I have had the Apple II for a couple of weeks now and I am getting quite nervous. I decide to wander around the local Computerland store in Los Altos and see what people are buying and what the typical machines look like. It isn't encouraging. Here is what I find:

Most machines sold have 32k memory, a cassette tape drive, and no monitor. They have a composite TV video output that feeds into a television. It has color support, but the color is truly awful. Most software (such as VisiCalc) runs in monochrome. Apple sells a companion monitor which is really nothing but a TV without a tuner. But at least the case and design match.

Floppy drives are available and are somewhat esoteric, but it is clear they are supplanting audio cassettes as a storage medium. The disks are 51/4 inch and have a capacity of around 120k. The wave of the future! Hard drives have not yet been invented for personal computers.

The machine is 8-bit and has a clock speed of 1MHz. (recall: 1000MHz = 1 GHz). It only has a upper case characters.

So what to do? To me this thing is a toy. Hats off to the VisiCalc authors. It is only their "proof of existence" that stops me giving up. This has to be possible, so think harder John!

Based on the products I wanted to build (see Chapter 3) it is becoming quite clear that cassettes are out. To build a database (or Personal Filing System as we wound up calling it) we needed random access to the storage. Impossible except on the floppy drive. I also felt strongly that the software had to be very easy to use, so the internal complexity went up. The plain fact was that 32k was not going to be enough. It would need the extra 16k expansion board to make it all play.

At a meeting at Janelle's house I drop the bombshell. 48k and floppies! Ouch! Fred is having a cow. He is telling that this will seriously reduce the size of the available market. 48k and a floppy! That's the maximum possible configuration for the Apple II!

For the next few days I am thinking how to get around this, but in the end I have to meet with them again. This time I feel there is really no choice, so Fred will have to decide if it's a showstopper. He is quieter this time and in the end agrees that I should proceed on that basis and hopefully customers will not balk too much at this monster configuration.

Back in my 'office' at home it's time to decide how to actually develop the code. These design episodes are after a long day at work and dinner. All I really want to do is relax with a movie, but I force myself back into work mode.

So what are the choices? The machine comes with a Basic interpreter and an assembler. I am hopeful that Basic is man enough for this, but it is not to be. I want to make software that mimics forms and paper on the screen and Basic simply does not have the string support to do it. Nor could it deal with the large records that result. It is also painfully slow. As you can imagine, an interpreted language on a 1MHz 8-bit CPU is not going to be a barnburner. The assembly-language option seems to be just too medieval. I need a high-level language that does not incur too much of a performance penalty and had powerful data facilities.

In a newsletter I read about a version of the Pascal language that is being done down at UCSD for the Apple II. I decide that this will be the weapon of choice. Not only does it produce compact code, but if push comes to shove, you can insert bits of assembly language in the Pascal code. I set it up.

It is a multi-pass compiler. That is, the compilation proceeds in about 4 steps, writing intermediate results to floppy disk between each step. But the compiler is on floppies too, so I need more drives. I hit Computerland and Fred's account once again and now have 4 floppy drives. What a monster machine! A compile takes about 5-10 minutes and requires constant disk shuffling. You cannot just leave it to compile while you have a beer. You have to be there, and get the right floppy back in the right drive when it needs it. Mistakes are terminal.

But, at long last, I am in production. I can see the way through to a finished product. That is until the great Formatter debacle.

The user's data in my design is written to floppy disks. These have to be formatted before use but they don't come that way from the store. I figure that users will understand that they have to do the formatting step before using them, using a utility program that comes with the machine. But Fred thinks otherwise.

"We have to be the easiest to use software. Period." He says. Janelle concurs. Can't argue there. My own religion exactly. "When the program detects the disk is not formatted, let's just do it for them". I feel my bargaining position is already eroded, so I go home wondering how this can be done.

Turns out Apple will give out the formatter code. I request and get it. What I get is a chunk of binary machine code that is absolute. That is, it has to run at a specific memory location. This has to run inside the Pascal runtime system that has its own ideas about where things go. I sweat this for days and finally I am able to write, in machine code, a nasty piece of program that removes the current contents of the memory and replaces it with the formatter and then puts it back after. Astonishingly, it works!

But I am feeling like a whore. This is the ugliest, nastiest, cheap piece of programming I have ever done. I hate it with a passion to this day. Only you now know my degradation. It took nearly a month to get this one thing going. It was the wrong thing to do.

But I had a way forward. The thing now was to decide exactly what products to make.

Entered By: John Page
  March 11, 2006
Related Events

Informal partnership set up between Fred Gibbons, John Page and Janelle Bedke
Software Publishing Ships PFS:File

Title: Chapter 3 What to build?
Author: John Page
Created: March 12, 2006
Cataloguer:
Copyright:
Story:
The beginning of 1980.

At this point I know that I can build programs for this little machine and know what tools to use. It's time to get into production mode, but what to build?

At HP I had been working on database software for some time, so it seems natural to tap into that experience. The thing is though, the users are utterly different. At HP, the code I had been working on is used by large corporate IT departments. But an Apple II? Surely not. When I talked to the sales people in Computerland, they said these boxes are being bought by individuals using their own personal funds. Very few corporate purchase orders. I visualize what later came to be called the 'early adopters' . People with interest, a pioneering spirit, some funds, and a vaguely-sensed use for a computer.

I feel the primary driver must be ease of use. The buyers have never used a computer before and are not expecting to have to learn computer science. The press is now hyping personal computers beyond any realistic expectations. Reading the papers you would think they are God's gift to humanity. Right now they are far, far from that. So perhaps this could be our mission: to bridge the complexity gap between the promise and the reality of these machines.

I have two needs; First I want to start designing right now. Tonight. But also, I want a bigger roadmap. I want a complete product line, not just a single hit. I consider the general classes of things you might want to do with a computer. This seems to be a reasonable list:

• Record keeping
• Report generation
• Document creation
• Graphics
• Spreadsheet
• Data communications with other computers and services

No way I can fit all that in a single program on a 48k machine, so this will be a set of programs. A product line. Good. If they all work with each other and have a similar user interface, customers will have a natural tendency to buy more of them. Maybe all of them. Even better.

I have a signed agreement for royalties on these programs, and I want to get going. The record-keeping program seems like a logical one start on given my background. On the dining table, I lay out some large sheets of paper as a whiteboard substitute and begin sketching and mapping ideas.

In order to be easy to use I decide that the programs should all use a metaphor of something that people are already familiar with. I knew for the word processor it will be a sheet of paper, but what

about the record –keeping program? After a few false starts I imagine the screen to be an index card with areas marked off like a form. It would have two steps in its use: the user would first design the form, laying out the titles of fields but also placing any pre-printed instructions and other comments. Then, the user could ask for a blank form and fill it out with actual data. This last step repeated for each 'record' in the file. The user would think of the file as a collection of these filled-out cards or forms.

I decided that to be truly easy, there should be no real limitation on record length or the type of data. The data would be interpreted in the context is was used, not in the card design. Users could just type stuff in, the way they could scribble on a real piece of paper or card. And if they ran out of space they could attach blank sheets to a record and keep writing.

Making this work is causing a lot of programming difficulty, but I am thinking this is OK. This is how it should be, with me working hard at the programming so it's easy for the user. After all, it's programmed only once, but used millions of times.

So armed with two design decisions, I meet with Fred and Janelle to present them. The Filing System design seems to go down well. They take to it immediately and begin pouring out design suggestions – a good sign. Then I move on to the sketch of a whole product line. They seem to think it is a bit much. There is just one of me and this looks overly ambitious. But the idea is planted and we will see how it turns out down the road.

Time to get down to some serious design and coding of the first product: the record keeping program.

It will later be named Personal Filing System (pfs), but later, when the whole product line comes into being, it is just one member of the line and will be renamed pfs:File in keeping with the family naming conventions.

Entered By: John Page
  March 12, 2006
Related Events

First Shipment
Informal partnership set up between Fred Gibbons, John Page and Janelle Bedke
Software Publishing Ships PFS:File

Title: Chapter 4 Building pfs
Author: John Page
Created: March 17, 2006
Cataloguer:
Copyright:
Story:
Spring / early summer 1980.
Still in my bedroom office.

The building of pfs is now well under way, but progress is agonizingly slow. My first thought is: "the machine is only 48k! How long should take to write 48k of code??" But the answer is somewhat obvious. If I write in the usual way, it simply will not fit, so much work is done just trying to figure out what language constructs chew up memory faster than I can afford. Then I have to design without those parts. Lots of experiments and trial and error. Trouble is, each iteration is a 15 minute compile marathon of floppy swapping. This is already getting very tedious.

The desire to be easy to use is also causing a lot of work. Just to give one example, I want a search on, say, a name to work regardless of how many spaces the user may have put between first and last names. In my design white-space between words counts as one object regardless of how many spaces/tabs etc are really there. This is what I have come to call the "Principle of Least Astonishment" . When you search for "Joe Smith" it should find his record regardless of spaces. This means the Pascal string compare will not work. When I write the replacement routines in Pascal they are agonizingly slow – doing byte-by-byte loops. I bite the bullet and decide to write them in assembly code, but I have never coded for the 6502 chip so I now have to take a week out to get up to speed on that. This thing is really dragging now.

I am also tired all the time. Most of this work is being done between 7pm and 3am because of my day job at HP. After midnight I am getting punchy and make too many mistakes. In fact, I notice that between 7 and 8pm every day, all I am doing is repairing all the damage I did the previous night.

My wife is getting very edgy about all this. I barely know if it's all worth it myself, so I find it hard to convincingly persuade her. We never have friends over anymore. The sleep deprivation is making it hard to cope. When a compile blows up for some reason at 2am, I feel close to tears. I don't know it at the moment, but my marriage is starting downhill to a divorce right here.

I am feeling isolated too. I need to talk design decisions over but there is no-one around in the small hours. During the day I find it hard to reach Fred and Janelle and start to imagine them windsurfing or playing tennis. The low point comes when I call Fred and blow up; "Am I the only one actually working on all this?"

It's not their fault, there isn't much to do without a product, but this is a turning point. The program is beginning to work and the pressure is beginning to shift from me to them. Manuals, packaging marketing plans are now on the critical path. A ray of sun for me, and I allow myself to exhale. Just a little bit.

As the summer wears on I find myself rigging my office for a photo shoot. We want the manual to have screen shots so the user will see exactly the same thing in the manual as on the screen. Compared to other manuals we have seen, ours will blow them away! The only way we can think of is a 35mm camera pointed at the screen in a darkened room. So that is how we do it. It is coming out better than I thought. Maybe this will really all work!

Entered By: John Page
  March 17, 2006
Related Events

First Shipment
Informal partnership set up between Fred Gibbons, John Page and Janelle Bedke
Software Publishing Ships PFS:File

Title: 5. PFS ships
Author: John Page
Created: March 23, 2006
Cataloguer:
Copyright:
Story:
1980 Late Summer / Fall / Winter

The program is finally done. Janelle is putting the final touches to the manual and it is fabulous! Try to understand what most of the competition is at this point. The software is on cassettes and

floppy disks, but the they are in a plastic bag with a few pages of photocopied instructions. We, on the other hand, are going to put out a quality piece of work. The manual is glossy, with spiral binding so it stays open flat next to you as you work. Every step is clearly written out with screen shots to verify that you are on the right track.

The box is a two-part sleeved affair with detailed printing all over it so you can understand what's inside before you buy. We are really setting a standard here.

The whole concept is coming together; an easy to use program that does useful work, at a reasonable price, and professionally presented. The goal was to give the retail dealers a product they could confidently give a neophyte customer, and not get a lot of requests for hand-holding after the sale.

Our office is Janelle's family room at her house in Atherton. We have to stifle the urge to say "SPC World Headquarters" when the phone rings. But it does start ringing. And soon orders are trickling in. When alone in the office I sometimes take the calls. It rings, a dealer! He asks what the price structure is and decides maybe he should order one. I pause for effect then say, "Well, most dealers order three because they move pretty fast". He agrees and orders 3! I can't believe my cheek, and start wondering if I should adopt a religion that has confessionals.

I am enjoying a breather from the pressure of developing code, but Fred soon fixes that. He is becoming anxious that we need the next product. The next one is to be the report writer which takes the data in the filing system and makes nice tabulated reports on the printer with totals, subtotals etc. You can sort and group records.

I think about now it is dawning on Fred and Janelle that if I wanted to I could just stop there and leave them stranded. Not that I would, but the realization is setting in that the book-author model may not be the best for the company. It's been 12 months since we started and I am still the only author. A book publisher would have lined up several by now. Also, we realize the value of a product line with a family likeness to them. They work the same way and can exchange their data.

So, I start on what would become pfs:Report. This time of course I know where I am going and know where all the landmines are buried. Having a pattern to follow, and using tools you know reduce the stress mightily.

Apple had announced in May 1980 a new Apple III which has twice the speed (2MHz processor) twice the memory (128k) and a keyboard with both upper and lower case! Shipments of the new machine began about the time we shipped pfs for the Apple II. Needless to say we are feeling the need to cover that machine, but it is different enough that a separate product is needed. It is not going to be a difficult job, but it is really dawning on us that we really do have a whole product line in the making. We have barely begun, but we already have four distinct orderable products in sight. We do not know it now, but this is a harbinger of a major issue coming soon.

Entered By: John Page
  March 23, 2006

Title: Video-Lorena Peer Install Base Marketing
Author: Lorena Peer
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Lorena Peer Install Base Marketing

Title: The Harvard Graphics Story
Author: Tess Reynolds
Created: August 18, 2006
Cataloguer:
Copyright:
Story:
Sent to Bill Selmeier via email:

The Harvard Graphics Story

Our team's original charter was simply to build a better PFS:Graph. The entire PFS line was later to become PFS:Professional, and so would PFS:Graph. Mario Chaves was project manager, but he wrote code, too, along with 4 other engineers: Lenore Kirvay, Steve Everett, Carl Hu and Stuart McCarley.

As a newly hired product manager, I reviewed the research done on the PFS:Graph customer and observed that this customer wasn't quite the same as the rest of the PFS: customers. More of them worked in large corporations, and more of them used Lotus 123 instead of PFS:Plan.

From that analysis, I recommended that the product Mario and his team were building (code-named Peacock) be branded apart from PFS and be positioned for the corporate customer. To meet the needs of this target customer, new product features were added, including the ability to read 123 files directly through some brilliant reverse engineering by Carl Hu (fresh out of Stanford then, and now at Microsoft). We positioned the product to meet not just the graphing needs of the corporate customer, but their entire business presentation needs: text charts, graphs, simple drawings and slideshows. We called the category "presentation graphics." After we acquired Harvard Project Manager, we named our product "Harvard Presentation Graphics." Both Harvard products represented SPC's new "corporate software" line, priced at $395 and above, while the PFS:Professional series was priced at $195 each. Janelle Bedke was acting president then, and I credit her with the boldness to adjust the original strategy based on our recommendations and to believe that we could succeed in the corporate market. Fred was on leave, but gave his full support when he returned.

It is worth noting that SPC was the first to define the problem and category as "business presentation graphics." Prior to our arrival, business customers used separate products to create text charts, graphs and drawings. We went head-to-head with Lotus Freelance, a drawing product that complemented the graphing features of 123, and Microsoft Chart, a graphing product that complemented Excel. PowerPoint was a tiny, emerging product by Forethought, Inc., that was later acquired by Microsoft to compete with Harvard Graphics. (With version 2.0 we dropped the word 'Presentation' from our name, as the category had become established by then.)

Harvard Presentation Graphics was announced in January 1986 and shipped in March 1986. Because SPC had never gone after the corporate market before, our sales force was used to selling to distributors and dealers, who would sell single copies to personal users walking into a retail store. To penetrate the corporate market, Mario and I acted as the initial corporate sales force. Mario used his connections with the National Computer Graphics Association (NCGA) to get beta site testers from Kodak and other corporations whose IT staff belonged to NCGA. I

remember seeding flyers outside people's hotel rooms at the conference – talk about low-budget product launches! I also remember the first time we got an order directly from a corporate customer: Kodak wanted 30 copies shipped to them. We were used to selling one and two copies at a time, so we didn't know how to sell 30 to Kodak. We had to put our heads together and find a local dealer to fulfill the order. When I left SPC 7 years later, we had over 30,000 copies of Harvard Graphics at Kodak – a long way from that initial 30 unit order!

Harvard Graphics' early success gave SPC the confidence to hire a corporate sales force by 1987. At first we had 8 people, then it grew to over a hundred. The first major push into the corporate arena was led by Wes Richards who'd been hired as VP of Sales. Wes brought in "the suits" as we liked to call the many ex-IBM sales people who joined SPC's casual culture. The Marketing team worked just fine with "the suits" since we had a lot of ex-brand managers from Procter & Gamble and Clorox (VP Marketing Signe Ostby had worked at both). The engineers never got out of jeans and shorts, of course!

A key turning point for Harvard Graphics' climb to success was our development of a 'Leadership Marketing Plan: a.k.a. How to build a gorilla' in response to executives asking, "What would it take to build Harvard Graphics into a dominant world player (i.e., 'a gorilla')? The plan called for significantly more marketing spending and guts. You see, while Harvard Graphics users were extremely happy with the product, not enough people knew about it. Lotus Freelance, a far inferior product, continued to outsell us because of their heavy advertising and larger corporate sales force. We needed to advertise in business publications like the Wall Street Journal, at sufficient frequency to rise above the noise level. I had a $600,000 marketing budget and told the executive staff that such a plan needed an investment of $4 million, with payout in two years. Fred said, "How about $2M paid back in one year? The other part, half-jokingly and half-seriously, was, "… and if you don't, you're out of a job." I said yes. By the way, we paid back our $2M in six months, not a year. From then on, the wheeler-dealer (Fred) called me a sand-bagger and upped every one of my forecasts.

Betting my job on the Leadership Plan was not a choice, really. To afford the $2M spending, all the other product managers had to agree to cut their budgets and shift money to Harvard Graphics. If I failed, they would all have kicked me out the door anyway – or would be out of a job along with me. No guts, no glory.

Advertising wasn't enough by itself. After all, Software Publishing was virtually unknown to corporate software users. We also had to have an outstanding product and credible third-party endorsements. Advertising in the first two years focused on our two greatest endorsements. The first was our winning first-place at the NCGA annual PC Graphics Shoot-out, a live competition of leading graphics software programs, where IT managers would give us real-world graphics problems and we would create the chart or graph on the spot, in front of over 400 IT professionals. We published ads touting our victory over Lotus Freelance, Hewlett-Packard and others. (Microsoft wasn't even invited to play!) A second campaign focused on our top ranking in Software Digest's independent software reviews. Again, we cast ads saying that experts rated us tops.

At its peak around 1990-91, Harvard Graphics had over $150M in worldwide revenues and 65% market share. We were the most profitable product at SPC, earning 35 - 40% profit before taxes. We developed Harvard Graphics for OS/2 and Windows. We built a product for the Macintosh but never released it. We shipped a high-end drawing/illustration product called Harvard Draw, and a mapping product called Harvard Geographics. We sold lots of accessory products, including symbols, fonts, and maps. The business unit took up 13 buildings on SPC's campus on Rengstorff, plus one more R&D facility in Madison, Wisconsin. The original team of 6 grew to a business unit of 200 R&D, marketing, support and documentation professionals. Many more jobs were created throughout SPC's centralized sales, manufacturing and administrative teams. Above all, we had a blast! Until the day Microsoft created the Office bundle, and essentially included graphics for free…

Entered By: Bill Selmeier
  August 24, 2006
Related Documents

Harvard Graphics Leadership Plan May 1988
Harvard Graphics Leadership Plan January 1988
Harvard Presenter (Podium) After User Interface Design

Title: Video-DD Roberts Research and Development
Author: DD Roberts
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-DD Roberts Research and Development

Title: SPC, T/Maker, Personal Publisher
Author: Heidi Roizen
Created: March 3, 2006
Cataloguer:
Copyright:
Story:
I first met Fred Gibbons in early 1983 when he spoke at the Stanford Business School (I was a 2nd year student.) When my brother and I launched T/Maker that same year, we moved into an office on Landings right near SPC, and Fred became a friend and mentor. I remember having a hot dog with him at the hot dog stand by the palo alto airport and telling him about Personal Publisher in early 1985, his advice was a low end product of this nature would not work. Clearly by 1986 he changed his mind!

SPC purchased Clickart Personal Publisher from us in 1986 and renamed it PFS: First Publisher. I think it did well for them as one of the earliest desktop publishing products for the PC.

It was great fun to work with Fred -- he loved his company and his work, had a fun spirit and a great sense of humor (and still does). I remember one day he called our office to invite us to their annual party that they were having in the parking lot. "Guess what" he said.... "I will have a live elephant there." That was pretty cool.

I also remember Fred calling me one day telling me that it was an odd personal milestone for him, that his personal holdings in SPC went up $1 million in one day. I jokingly said "call me when they go down a million in a day." I think I got that call within a week, and so we both had a good laugh about that.

Entered By: Heidi Roizen
  March 3, 2006
Related Events

Software Publishing Acquires Clickart Personal Publisher

Title: Video-Steven Schuster Receiving to Quality Assurance
Author: Steve Schuster
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Steven Schuster Receiving to Quality Assurance

Title: Video-Pete Sinclair Marketing
Author: Peter Sinclair
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Pete Sinclair Marketing

Title: Video-Jane Stepak Development and Quality Assurance
Author: Jane Stepak
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Jane Stepak Development and Quality Assurance

Title: Video-Tom Tisch Early Board Member on Company Culture
Author: Tom Tisch
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 7, 2006
Related Documents

Video-Tom Tisch Early Board Member on Company Culture

Title: Video-Dana Tom Technical Support
Author: Dana Tom
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Dana Tom Technical Support

Title: Video-Jeff Tucker Developer IBM PC
Author: Jeff Tucker
Created: March 8, 2006
Cataloguer:
Copyright:
Story:
Story with document attached.

Entered By: Bill Selmeier
  April 9, 2006
Related Documents

Video-Jeff Tucker Developer IBM PC

Documents

Title: Dialog box changing image illustrations
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475ca6e9736d.gif (Size: 6 KB)
Pages:
Cataloguer:
Copyright:
Description:
SPC filed a patent for the display of images in dialog boxes, where the images dynamically
changed to represent the results of different choices as the user made them. This is an example
dialog. I believe it was called "Quick Looks". It helped the user know what they were getting
before they clicked "OK" instead of afterward finding out that choice was not what they thought it
was.

Entered By: Jeff Conniff
May 25, 2006

Title: Harvard Presenter (Podium) After User Interface Design
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475cf58a31f5.jpg (Size: 561 KB)
Pages:
Cataloguer:
Copyright:
Description:
This shows the same product after user interface design.

Entered By: Jeff Conniff
May 25, 2006
Related Stories

The Harvard Graphics Story
Video-Valorie Cook Carpenter on Valuable Contributions

Title: Harvard Presenter (Podium) Before
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475cf1258a9b.jpg (Size: 436 KB)
Pages:
Cataloguer:
Copyright:
This is a screen capture of the product before I worked on the user interface
----
Entered By: Jeff Conniff
May 25, 2006

Title: Product Introduction Checklist
Author: Software Publishing
Created:
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-44245bd4bda05.pdf (Size: 1003 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Check list of things to do to get a product introduced

Entered By: Bill Selmeier
March 24, 2006

Title: Product Launching Icons (*.ICO)

Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475c92f0edcc.gif (Size: 14 KB)
Pages:
Cataloguer:
Copyright:
Description:
These were desktop icons that launched the applications.
The palette was limited to the standard 16 system colors.

Entered By: Jeff Conniff
May 25, 2006

Title: Product Life Cycle Document Preliminary Marketing Plan Form
Author: Software Publishing
Created:
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425cd6fc8ba9.pdf (Size: 653 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
Form to define a preliminary marketing plan for a product in the SPC Product Life Cycle Program
----
Entered By: Bill Selmeier
March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Product ProForma
Author: SPC
Created:
Publisher: Software Publishing
Donated By:
Filename: doc-4422f5b636125.pdf (Size: 454 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Financial proformas for Product Release

Entered By: Bill Selmeier
March 23, 2006

Title: Sample Harvard Graphics Slide - picture background
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff

Filename: doc-4475ce9cd3866.jpg (Size: 409 KB)
Pages:
Cataloguer:
Copyright:
Description:
This slide/graph was created as a sample of the power of Harvard Graphics. It was used on packaging and marketing printed material. The background image is one I took when visiting the Point Reyes National Seashore.

Entered By: Jeff Conniff
May 25, 2006

Title: Serif MailPlus
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475cfe3e3400.jpg (Size: 195 KB)
Pages:
Cataloguer:
Copyright:
Description:
The Splash screen of an SPC new version of the acquired Serif line of products. This product was one that sent e-greeting cards
----
Entered By: Jeff Conniff
May 25, 2006

Title: Serif MailPlus Greeting Card 1
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475d08d78703.jpg (Size: 101 KB)
Pages:
Cataloguer:
Copyright:
Description:
Sample greeting card from the Serif MailPlus product.
Users selected from image and text layouts, then were able to edit the text before sending.
This was a very fun project. A contractor and I were able to use stock photography owned/acquired by Serif and do full design, layout, typography, and sample text, all in full color.
This was wonderful creative freedom.

Entered By: Jeff Conniff
May 25, 2006

Title: Serif MailPlus Greeting Card 2
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475d0c1c506c.jpg (Size: 187 KB)

Pages:
Cataloguer:
Copyright:
Description:
Sample greeting card from the Serif MailPlus product.
Users selected from image and text layouts, then were able to edit the text before sending.

Entered By: Jeff Conniff
May 25, 2006

Title: Serif MailPlus Greeting Card 3
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475d105518ed.jpg (Size: 101 KB)
Pages:
Cataloguer:
Copyright:
Description:
Sample greeting card from the Serif MailPlus product.
Users selected from image and text layouts, then were able to edit the text before sending.

Entered By: Jeff Conniff
May 25, 2006

Title: Serif MailPlus Greeting Card 4
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475d1407df8f.jpg (Size: 178 KB)
Pages:
Cataloguer:
Copyright:
Description:
Sample greeting card from the Serif MailPlus product.
Users selected from image and text layouts, then were able to edit the text before sending.

Entered By: Jeff Conniff
May 25, 2006

Title: Title Slide for Sample Harvard Graphics Presentation
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475cd4ef07f1.jpg (Size: 376 KB)
Pages:
Cataloguer:
Copyright:
Description:

Aviation was the theme of this sample HG presentation which included full motion video clips inserted into the presentation. This marketing tool demonstrated the power of Harvard Graphics. This title slide was hand illustrated by Jeff Conniff for this presentation.

Entered By: Jeff Conniff
May 25, 2006

Title: Toolbar icons from many SPC products
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475c8910df7f.gif (Size: 31 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
A collection of toolbar icons from many of the SPC products. Each column is a different product or version. Unfortunately I can't remember what the two letter abbreviations are at the top of the columns.
hg[version number] is of course Harvard Graphics
fx is Harvard FX.
sb ?
lc ?
ob ?

Entered By: Jeff Conniff
May 25, 2006

Title: What Harvard FX Can Do - sample
Author: Jeff Conniff
Created:
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475d368d780d.jpg (Size: 160 KB)
Pages:
Cataloguer:
Copyright:
Description:
Harvard FX was an illustration product acquired by Software Publishing. SPC did a new release of it. It had stiff competition. We had to prove it was powerful and capable enough to compete with Adobe Illustrator.
This sample I created with all lines and polygons using only Harvard FX. The gradients-in-polygons feature was not available, so each sail was a composite series of different shades of sail color to give them the 3-D look.

Entered By: Jeff Conniff
May 25, 2006

Title: Early Statement of Corporate Objectives
Author:
Created: 1981 ca.
Publisher:

Donated By: DD Roberts
Filename: doc-448dfa3d2ddc9.pdf (Size: 323 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
This doesn't have a date on it, but I see it has the Palo Alto PO Box address, rather than the
Landings Drive, Mt. View address, so it must be before June 1981.

Entered By: DD Roberts
June 12, 2006

Title: FY 81 Status Reports, Financial and Stockholder Reports
Author:
Created: 1981 ca.
Publisher:
Donated By: DD Roberts
Filename: doc-448df9e897918.pdf (Size: 7.43 MB)
Pages: 25
Cataloguer:
Copyright:
Description:
A variety of things. Janelle Bedke's Status Reports, directors' meetings, notice to shareholders.

Entered By: DD Roberts
June 12, 2006

Title: DD Roberts' offer letter
Author: Fred M. Gibbons
Created: April 15, 1981
Publisher:
Donated By: DD Roberts
Filename: doc-448df839b7b51.pdf (Size: 262 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
The offer letter I got from Fred Gibbons when I joined SPC.

Entered By: DD Roberts
June 12, 2006
Related Events

Software Publishing Hires DD Roberts for R&D

Title: Status Report June 17, 1981
Author: Janell Bedke
Created: June 17, 1981
Publisher:
Donated By: DD Roberts
Filename: doc-448dfedf5a20a.pdf (Size: 584 KB)
Pages: 2
Cataloguer:

Copyright:
Description:
Tells about orders, shipments, operations, etc.

Entered By: DD Roberts
June 12, 2006

Title: Directors' Meeting Agenda
Author:
Created: June 19, 1981
Publisher:
Donated By: DD Roberts
Filename: doc-448dfe1d9f088.pdf (Size: 185 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
The board of directors' meeting agenda for June 19, 1981.

Entered By: DD Roberts
June 12, 2006

Title: Notice and Proxy for 7-29-1981 Shareholders' Meeting
Author:
Created: July 29, 1981
Publisher:
Donated By: DD Roberts
Filename: doc-448dfe85eda4f.pdf (Size: 1.78 MB)
Pages:
Cataloguer:
Copyright:
Description:
Notice for the 1981 Shareholder's meeting.

Entered By: DD Roberts
June 12, 2006

Title: 1982 Tactical Objectives and Hiring Plan
Author:
Created: 1982 ca.
Publisher:
Donated By: DD Roberts
Filename: doc-448dfb7d54174.pdf (Size: 339 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Shows our plan to achieve $3,000,000 in sales, and $450,000 of pre-tax profits. Also a hiring plan
for the year.

Entered By: DD Roberts
June 12, 2006

Title: FY 82 Financials and Stockholder Communications
Author: Fred Gibbons
Created: 1982 ca.
Publisher:
Donated By: DD Roberts
Filename: doc-448dfc7a23fb7.pdf (Size: 3.97 MB)
Pages:
Cataloguer:
Copyright:
Description:
Financials for fy82.

Entered By: DD Roberts
June 12, 2006

Title: PFS: for the Apple lle
Author:
Created: 1982 ca.
Publisher:
Donated By: DD Roberts
Filename: doc-448dfaa40bb27.pdf (Size: 1005 KB)
Pages:
Cataloguer:
Copyright:
Description:
An early order form for PFS file, report and graph, with prices.

Entered By: DD Roberts
June 12, 2006

Title: Early and Mid-Corporate Identity-Logos
Author:
Created: 1983
Publisher: Software Publishing
Donated By: Valorie Cook Carpenter
Filename: doc-4477acbfd37cf.pdf (Size: 98 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Examples of early corporate identity provided by Valorie Cook-Carpenter. The top card is
representative of 1980 till sometime in 1983. In 1983 the identity changed to the lower format
----
Entered By: Bill Selmeier
May 26, 2006

Title: PFS Ad: It doesn't have to be complicated to be powerful
Author: Valorie Cook Carpenter
Created: 1983
Publisher: SPC
Donated By: Valorie Cook Carpenter
Filename: doc-44720f2b028ae.jpg (Size: 713 KB)

Pages: 1
Cataloguer:
Copyright:
Description:
PFS Software Ad: It doesn't have to be complicated to be powerful.

Entered By: Luanne Johnson
May 22, 2006

Title: PFS Ad: Powerful business tools don't have to be complicated
Author: Valorie Cook Carpenter
Created: 1983
Publisher: SPC
Donated By: Valorie Cook Carpenter
Filename: doc-4472115157bc1.jpg (Size: 755 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
PFS Ad: Powerful business tools don't have to be complicated.

Entered By: Luanne Johnson
May 22, 2006

Title: PFS Ad: Sophisticated communication can be surprisingly simple
Author: Valorie Cook Carpenter
Created: 1983
Publisher: SPC
Donated By: Valorie Cook Carpenter
Filename: doc-447210831fa0b.jpg (Size: 783 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
PFS Software Ad: Sophisticated communication can be surprisingly simple
----
Entered By: Luanne Johnson
May 22, 2006
Related Stories

PFS National Advertising Campaign

Title: PFS Ad: Sophisticated results can come from simple tools
Author: Valorie Cook Carpenter
Created: 1983
Publisher: SPC
Donated By: Valorie Cook Carpenter
Filename: doc-447210e87dc94.jpg (Size: 733 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
PFS Ad: Sophisticated results can come from simple tools

Entered By: Luanne Johnson
May 22, 2006

Title: FY 83 Financials and Stockholder Communications
Author: Kathleen A. Bailey
Created: 1983 ca.
Publisher:
Donated By: DD Roberts
Filename: doc-448dfdad8ccb8.pdf (Size: 4.85 MB)
Pages:
Cataloguer:
Copyright:
Description:
Report on examinations of financial statements.

Entered By: DD Roberts
June 12, 2006

Title: Photocopy of Pre-IPO Stock Certificate
Author:
Created: April 22, 1983
Publisher: Software Publishing
Donated By: Valorie Cook Carpenter
Filename: doc-4477b1592bf97.pdf (Size: 1.01 MB)
Pages: 1
Cataloguer:
Copyright:
Description:
This photocopy offered by Valorie Cook-Carpenter shows the image of the Stock Certificates
while the company was still private.

Entered By: Bill Selmeier
May 26, 2006

Title: PFS:Write Trial Version
Author: Julie Wainwright
Created: October 1983 ca.
Publisher: Software Publishing
Donated By:
Filename: doc-44874d11b0d93.pdf (Size: 2.86 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
The Trial Version Package of pfs:Write, probably the first trial version in the industry using many
innovative incentives for promotion among dealers and sales people.

Entered By: Bill Selmeier
June 7, 2006

Title: Areas of Responsibility at SPC

Author: SPC
Created: 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4424906a16932.pdf (Size: 644 KB)
Pages: 3
Cataloguer:
Copyright:
Description:
A listing of responsiblities by job title for key personnel at Software Publishing
----
Entered By: Bill Selmeier
March 24, 2006

Title: Level 1 Bug Definition
Author: Nancy
Created: 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4424a0f200611.pdf (Size: 1.04 MB)
Pages: 2
Cataloguer:
Copyright:
Description:
Report on a meeting to define Level 1 Bugs

Entered By: Bill Selmeier
March 24, 2006

Title: Product Life Cycle Document Appendix A. Checklists and Forms
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425cbf7cf096.pdf (Size: 5.97 MB)
Pages: 24
Cataloguer:
Copyright:
Description:
Appendix which includes Checklists and forms per the Product Life Cycle Document from
Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon
Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006

Title: Product Life Cycle Document Chapter 1 The Product Concept
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425c67a56b05.pdf (Size: 868 KB)
Pages: 2

Cataloguer:
Copyright:
Description:
Chapter 1 defining the concept of a product in the Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Product Life Cycle Document Chapter 2 The Product Team
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425c721f2c5f.pdf (Size: 2.10 MB)
Pages: 7
Cataloguer:
Copyright:
Description:
Defining the Product team in the Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006

Title: Product Life Cycle Document Chapter 4 Team Documents Prepared by Marketing
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425c8895e7a1.pdf (Size: 1.99 MB)
Pages: 6
Cataloguer:
Copyright:
Description:
The definition of documents from Marketing in the Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006

Title: Product Life Cycle Document Chapter 5 The Master Schedule
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425c907254da.pdf (Size: 480 KB)

Pages: 1
Cataloguer:
Copyright:
Description:
The Master Schedule requirement in the Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Product Life Cycle Document Chapter 6 Manufacturing Release (MR)
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425ca81cf035.pdf (Size: 870 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Checklists, forms and documents required for Manufacturing to begin according to the Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006

Title: Product Life Cycle Document Chapter 7 Product Life after MR
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425cb280ae58.pdf (Size: 1.78 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
Activites required after start of manufacture by the Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Product Life Cycle Document Preface

Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425c52d5e2a0.pdf (Size: 394 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Preface to The Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Product Life Cycle Document Table of Contents
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425c5c7f3951.pdf (Size: 299 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Table of Contents to The Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Product Life Cycle Document Title Page
Author: Software Publishing
Created: May 1, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425c46391a42.pdf (Size: 155 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
Title Page for The Product Life Cycle Document from Software Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier

March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Commodore Product Marketing Plan
Author: Julie W
Created: June 8, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4424648687426.pdf (Size: 12.47 MB)
Pages: 16
Cataloguer:
Copyright:
Description:
Marketing Plan to enter the market for software on Commodore computers with PFS:File and
PFS:Report.

Entered By: Bill Selmeier
March 24, 2006

**Title: Product Life Cycle Document Additions/Changes/Deletions for Package Sleeve
Release**
Author: Software Publishing
Created: June 12, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425cccc28f87.pdf (Size: 894 KB)
Pages: 4
Cataloguer:
Copyright:
Description:
Additions, changes and deletions to Product Life Cycle pertaining to the Checklist for Package
Sleeve Release

Entered By: Bill Selmeier
March 25, 2006

Title: Pre-Initial Public Offering Prospectus (used for IPO Roadshow)
Author:
Created: October 18, 1984
Publisher: L.F. Rothschild, Unterberg, Towbin
Donated By: Valorie Cook Carpenter
Filename: doc-4477a0c449170.pdf (Size: 26.15 MB)
Pages: 40
Cataloguer:
Copyright:
Description:
Pre-IPO Prospectus provided by Valorie Cook-Carpenter providing the business and
organizational background information required to sell 1,600,000 Shares of common stock in
Software Publishing Corporation. Certain information is not included (left blank) because it will be
filled in with information effective the date of the IPO.

Entered By: Bill Selmeier
May 26, 2006

Title: FY 84 Shareholders Communications
Author:
Created: November 13, 1984 ca.
Publisher:
Donated By: DD Roberts
Filename: doc-448dfd2bb8a49.pdf (Size: 7.82 MB)
Pages:
Cataloguer:
Copyright:
Description:
Notice of annual meeting of shareholders.

Entered By: DD Roberts
June 12, 2006

Title: Product Life Cycle Changes December 1984
Author: Dave B
Created: December 13, 1984
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4424a242776ea.pdf (Size: 643 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Changes to the Product Life Cycle to reflect the occurance of a Level 1 Bug a month earlier
(November 1984).

Entered By: Bill Selmeier
March 24, 2006

Title: First Quarterly Report as a Public Company 12-31-1984
Author: Fred Gibbons
Created: December 31, 1984
Publisher: Software Publishing
Donated By:
Filename: doc-4477b486ab23c.pdf (Size: 1004 KB)
Pages:
Cataloguer:
Copyright:
Description:
This is the First Quarterly report after Software Publishing's Initial Public Offering in November
1984. 1983's information was printed in a very light ink and may be better seen by highlighting the
1983 area of the report to make it stand out.

Entered By: Bill Selmeier
May 26, 2006

Title: Early Macintosh Ad with Fred Gibbons

Author:
Created: 1985 ca.
Publisher:
Donated By: DD Roberts
Filename: doc-448dfb0f59a31.pdf (Size: 3.94 MB)
Pages: 4
Cataloguer:
Copyright:
Description:
This is an ad from when the Mac first came out. Note that it shows the "Big 3" of PC software, Bill Gates, Mitch Kapor, and Fred Gibbons.

Entered By: DD Roberts
June 12, 2006

Title: New Product Introduction Class
Author: Software Publishing
Created: February 25, 1985
Publisher:
Donated By:
Filename: doc-4424004edbe34.pdf (Size: 6.25 MB)
Pages: 26
Cataloguer:
Copyright:
Description:
Class Handout for detailed description of how to release a new product at Software Publishing
----
Entered By: Bill Selmeier
March 24, 2006

Title: Product Life Cycle Document Clarification
Author: Chris, Sam, Danny
Created: February 27, 1985
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425ce157eb39.pdf (Size: 716 KB)
Pages: 2
Cataloguer:
Copyright:
Description:
Clarification to Product Life Cycle on distribution of product documents, meetings, etc
----
Entered By: Bill Selmeier
March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Marketing Organization-April 1985
Author: Signe Ostby
Created: April 1985
Publisher: Software Publishing (Internal)
Donated By: Valorie Cook Carpenter

Filename: doc-4477b0397da37.pdf (Size: 424 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
A memo provided by Valorie Cook-Carpenter from Signe Ostby describing the organizational
form of the Marketing Organization in April 1985

Entered By: Bill Selmeier
May 26, 2006

Title: Product Life Cycle Document Chapter 3 Team Documents Prepared by the Lab
Author: Software Publishing
Created: May 1, 1985
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4425c7e139250.pdf (Size: 3.11 MB)
Pages: 7
Cataloguer:
Copyright:
Description:
Document definition for things from the Lab in the Product Life Cycle Document from Software
Publishing. Software Publishing was one of the earliest Software Companies in Silicon Valley to
consider and publish its own Product Life Cycle Document.

Entered By: Bill Selmeier
March 25, 2006
Related Events

Software Publishing Creates Product Life Cycle Management

Title: Peacock Brand Strategy
Author: Tess Reynolds
Created: September 30, 1985
Publisher:
Donated By:
Filename: doc-4423faa0d731e.pdf (Size: 2.98 MB)
Pages: 8
Cataloguer:
Copyright:
Description:
Memo by Tess Reynolds to re-target the new graphics programn from the traditional consumer
orientation of other Software Publishing Company product to the enterprise/business market. It
included the recomendation to rebrand the product to the Harvard name which had more
business recognition

Entered By: Bill Selmeier
March 24, 2006

Title: RECAP. 10/29/86 Customization Team Meeting
Author: Lynn McLeod
Created: November 2, 1986
Publisher: Software Publishing (Internal)

Donated By:
Filename: doc-44249fd06963c.pdf (Size: 2.15 MB)
Pages: 5
Cataloguer:
Copyright:
Description:
A report on the conclusions of a Product Life Cycle review team considering how to change it to
reflect things they had learned since its creation.

Entered By: Bill Selmeier
March 24, 2006

Title: Hire Dates for Early Employees
Author:
Created: 1988 ca.
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-4477aeca0b31d.pdf (Size: 536 KB)
Pages: 1
Cataloguer:
Copyright:
Description:
This is a page out of an employee newsletter, probably printed about 1988, which provides hire
dates of the earliest employees who were still at Software Publishing, at the top of the right most
column. It therefore identifies the starting time of several of the most prominent employees.

Entered By: Bill Selmeier
May 26, 2006

Title: Harvard Graphics Leadership Plan January 1988
Author: Tess Reynolds
Created: January 28, 1988
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-44245a86b6301.pdf (Size: 4.85 MB)
Pages: 20
Cataloguer:
Copyright:
Description:
Tess Reynolds presentation to Software Publishing management (Fred Gibbons, Janelle Bedke)
to re-target Software Publishing Graphics products and obtain more funding for the promotion of
Harvard Graphics

Entered By: Bill Selmeier
March 24, 2006

Title: Harvard Graphics Leadership Plan May 1988
Author: Tess Reynolds
Created: May 17, 1988
Publisher: Software Publishing (Internal)
Donated By:
Filename: doc-44240537e1409.pdf (Size: 5.25 MB)
Pages: 21

Cataloguer:
Copyright:
Description:
Tess Reynolds presentation to Software Publishing management (Fred Gibbons, Janelle Bedke) to obtain more funding for the promotion of Harvard Graphics
----
Entered By: Bill Selmeier
March 24, 2006
Related Stories

The Harvard Graphics Story

Title: Miscellaneous larger interface illustrations
Author: Jeff Conniff
Created: 1995 ca.
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475cc6e68e0d.gif (Size: 23 KB)
Pages:
Cataloguer:
Copyright:
Description:
Miscellaneous illustrations used in the interfaces of SPC products or in prototypes of products. These were hand drawn. They required a lot of pixel level editing. They were limited to the standard 16 system colors available at the time. Various colors were achieved by dithering from the 16. Anti-aliasing was used to lessen the jagged appearance of rounded or diagonal lines. This was done by adding intermediate shades between the background color and the foreground color. These were created long before there was Adobe Photoshop, so all this was done by hand, one pixel at a time.

Entered By: Jeff Conniff
May 25, 2006

Title: Video-Janelle Bedke Explaining the Start of Software Publishing
Author: Janelle Bedke
Created: March 8, 2005
Publisher: Computer History Museum
Donated By:
Filename: doc-4436e5ecd71b0.wmv (Size: 3.41 MB)
Pages:
Cataloguer:
Copyright:
Description:
This is a less than 3 minute video of Janelle Bedky, co-founder) at the ITCHP Corporate History Kickoff discussing her memories of the start of Software Publishing Corporation.

Entered By: Bill Selmeier
April 7, 2006

Title: Video-Barbara Langworthy Technical Writer, Dir. Product Quality
Author: Barbara Langworthy
Created: March 8, 2006
Publisher: Computer History Museum

Donated By:
Filename: doc-4438cae9c463b.wmv (Size: 4.74 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 30 seconds recounting Barbara Langworthy\'s experiences between 1984 and 1996 as a Senior Technical Writer to Director of Product Quality and her views on organizing events an the SPC value system.

Entered By: Bill Selmeier
April 9, 2006

Title: Video-Buck Hallen Describes his Hiring Process, Working on
Author: Buck Hallen
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4437252249638.wmv (Size: 5.74 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running three minutes where Buck Hallen describes the informal hiring interviews, getting moved off the product he expected to develop to the Macintosh platform and then the challenges of Professional File 2.0 which was delayed and delayed resulting in multiple T-Shirts
----
Entered By: Bill Selmeier
April 7, 2006

Title: Video-Caretha Coleman Human Resources
Author: Caretha Coleman
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438cc963851e.wmv (Size: 4.24 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 13 seconds where Caretha Coleman notes the uniqueness of incorporating HR in a small company in 1982. The company treated all employees like they were customers and utilized its own products. It walked its talk!

Entered By: Bill Selmeier
April 9, 2006

Title: Video-Dana Tom Technical Support
Author: Dana Tom
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438d24f27e46.wmv (Size: 5.00 MB)

Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes 38 seconds where Dana Tom introduces his nine years with SPC in Tech Support starting in 1984. He was attracted to SPC\'s clear vision of its mission
----
Entered By: Bill Selmeier
April 9, 2006
Related Stories

Video-Dana Tom Technical Support

Title: Video-DD Roberts Research and Development
Author: DD Roberts
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438cf3b13d6e.wmv (Size: 6.12 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes and 14 seconds where she recounts being the first R&D employee so she re-wrote PFS:File to include new functions on the Apple IIe they provided, different customer support calls, IBM PC and Guy Kawasaki selling the Macintosh till November 1985.

Entered By: Bill Selmeier
April 9, 2006
Related Stories

Video-DD Roberts Research and Development
Related Events

Software Publishing Hires DD Roberts for R&D

Title: Video-Fred Gibbons Explaining start of Software Publishing
Author: Fred Gibbons
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4436cc758e5c4.wmv (Size: 1.94 MB)
Pages:
Cataloguer:
Copyright:
Description:
This is a one minute video of Fred Gibbons, founder and first CEO, at the ITCHP Corporate History Kickoff discussing his memories of the start of Software Publishing Corporation.

Entered By: Bill Selmeier
April 7, 2006

Title: Video-Gael Sulliven Erickson Documentation Manager

Author: Gael Erickson
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44388f5a2f1c0.wmv (Size: 1.78 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running less than one minute where Gael was Documentation Manager for Havard
Graphics in the late '80s.

Entered By: Bill Selmeier
April 8, 2006

Title: Video-Jane Stepak Development and Quality Assurance
Author: Jane Stepak
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438d6df9afb6.wmv (Size: 7.71 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 4 minutes 3 seconds where Jane Stepak reviews her 15 year experience between
1983 and 1997 in development and Quality Assurance working early on the Macintosh and
PFS:File and Report for the IBM. Jane discusses the culture of company. ------------------------------
----
Entered By: Bill Selmeier
April 9, 2006

Title: Video-Jeff Conniff - Graphic Designer
Author: Jeff Conniff
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438bf7183135.wmv (Size: 2.13 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute and seven seconds where Jeff Conniff describes his life at SPC from
1983 till 1998 as a graphics designer. He designed everything from the user interfaces, the
annual report and the newsletters until the company was done to only 7 employees in 1998.

Entered By: Bill Selmeier
April 9, 2006

Title: Video-Jeff Tucker Developer IBM PC
Author: Jeff Tucker
Created: March 8, 2006
Publisher: Computer History Museum

Donated By:
Filename: doc-4438df8d3ee12.wmv (Size: 8.04 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 4 minutes and 14 seconds where Jeff Tucker talks about converting all software from Apple II to IBM PC. Jeff started in January 1982 and stayed for 13 years. Jeff discusses how early development was done.

Entered By: Bill Selmeier
April 9, 2006

Title: Video-John Page Explaining Everyone does Customer Service
Author: John Page
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44386a3cc3e1b.wmv (Size: 3.45 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute 42 seconds where John Page talks about the decision to have everyone in Software Publishing participate in Customer Service and how some employees reacted. He recounts what might be the final instance of Software Publishing's Customer Service.

Entered By: Bill Selmeier
April 8, 2006

Title: Video-John Page Explaining Start of Software Publishing and First Product
Author: John Page
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438671b9ff47.wmv (Size: 4.04 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 5 seconds on John Page's memories of the start of Software Publishing discussing the challenge of creating a database program at the start of the micro computer age.

Entered By: Bill Selmeier
April 8, 2006

Title: Video-Kathyrn Mills Gestri Marketing, Technical Support, Human Resources
Author: Kathyrn Mills-Gestri
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-443887b0cfe8c.wmv (Size: 3.30 MB)

Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute 44 seconds of Kathryn Mills-Gestri discussing joining Software Publishing in '83 in Marketing and planning many parties, then progressing to technical support and documenting the history of telephone equipment at Software Publishing and finally in Human Resources
----
Entered By: Bill Selmeier
April 8, 2006
Related Stories

Video-Kathyrn Mills Gestri

Title: Video-Kevin Hathaway Software Developer
Author: Kevin Hathaway
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438c45a755a9.wmv (Size: 2.17 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute and 8 seconds where Kevin Hathaway remembers his experiences between 1989 and 1993 as a developer of Harvard Graphics for Windows (also known as Harvard Graphics Presentation Manager)

Entered By: Bill Selmeier
April 9, 2006
Related Stories

Video-Kevin Hathaway

Title: Video-Lee Harris Developer from Harvard Software
Author: Lee Harris
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438bd7d2b19f.wmv (Size: 3.57 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running just under two minutes where Lee Harris describes how he came to Software Publishing when the company purchased Harvard Software in 1985 and found SPC to be much more organized. He credits SPC with teaching him how to be more effective at work.

Entered By: Bill Selmeier
April 9, 2006
Related Events

Software Publishing Acquires Harvard Project Manager

Title: Video-Leon Hilton Software Developer
Author: Leon Hilton
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438c6482eccb.wmv (Size: 2.77 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute and twenty-seven seconds of Leon Hilton recounting his time starting in 1983 working on the Writer Assistant for IBM PC and then the Spinnaker team and Info-alliance (a multi-user database). He stayed till July 1993

Entered By: Bill Selmeier
April 9, 2006

Title: Video-Lois Cumming Harvard Graphics
Author: Lois Cumming
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438d428bdae1.wmv (Size: 3.03 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute 35 seconds where Lois Cumming recounts her experience with the DOS and Windows version of Harvard Graphics between July 1990 and May of 1995.

Entered By: Bill Selmeier
April 9, 2006
Related Stories

Video-Lois Cumming Harvard Graphics

Title: Video-Lorena Peer Install Base Marketing
Author: Lorena Peer
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438dda1045de.wmv (Size: 4.81 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 2 minutes and 31 seconds where Lorena Peer talks about company culture and early work experience in 1987

Entered By: Bill Selmeier
April 9, 2006

Title: Video-Maureen Harris Product Marketing
Author: Maureen Harris
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438e4828604b.wmv (Size: 8.78 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 4 minutes and 36 seconds of Maureen Harris discussing her coming to work with the PowerUP Division in 1983 doing OEM Product Marketing. She relates customer service call experiences and the invitation to move to Quality Assurance and set up plans for all products to be formally quality assured as part of the Product Life Cycle. Maureen stayed until 1987

Entered By: Bill Selmeier
April 9, 2006
Related Stories

Video-Maureen Harris Product Marketing

Title: Video-Patty Campbell Lummis Tech Support, and Sales Training
Author: Patty Campbell-Lummis
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44388bad7b9ec.wmv (Size: 3.18 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute forty seconds of Patty Campbell Lummis describing how she was hired after she used Software Publishing as the subject of a Standford class project in 1983 and worked in Technical Support and Sales Training over five and a half years.

Entered By: Bill Selmeier
April 8, 2006

Title: Video-Paul Chisaki Remember Visionary Location Transparent Relation Database Product
Author: Paul Chisaki
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-443722cc16310.wmv (Size: 5.70 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes where Paul Chisaki describes how he was recruited and then worked on an visionary location transparent relational database under John Page. Paul credits Software Publishing with allowing for creativity and freedom to innovate.

Entered By: Bill Selmeier
April 7, 2006

Title: Video-Pete Sinclair Marketing
Author: Peter Sinclair
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438d9ead58c6.wmv (Size: 5.88 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes and 5 seconds where Pete Sinclair recounts being the first paid
employee of SPC, how they assembled products, interfaces to IBM, early customer support, etc.

Entered By: Bill Selmeier
April 9, 2006
Related Stories

Video-Pete Sinclair Marketing
Related Events

Software Publishing Hires Pete Sinclair for Marketing

Title: Video-Sam Edwards on developing word processors
Author: Sam Edwards
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44386f8028217.wmv (Size: 2.63 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute and 22 seconds describing how he learned of Software Publishing in
1981 or 1982. He came to create PFS;Write, the word processor which was the number one
rated word processor for three years in a row.

Entered By: Bill Selmeier
April 8, 2006
Related Stories

Video-Sam Edwards

Title: Video-Steven Schuster Receiving to Quality Assurance
Author: Steve Schuster
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438c8ef7734d.wmv (Size: 4.31 MB)
Pages:
Cataloguer:

Copyright:
Description:
Video running 2 minutes 16 seconds where Steve Schuster started in 1983 as a receiving man, progressing to quality assurance and eventually a senior quality assurance person helping in developing the Toad automated tool then leaving in 1988

Entered By: Bill Selmeier
April 9, 2006

Title: Video-Storey LaMontagne on Customer Support and QA
Author: Storey LaMontagne
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44388e4f31d0e.wmv (Size: 2.21 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running one minute nine seconds long where Storey LaMontagne relates stories from joining Technical Support in 1983 or 84 and progressing to Quality Assurance and left in \'89 supporting PFS and Harvard Graphics
----
Entered By: Bill Selmeier
April 8, 2006

Title: Video-Teri Graf-Pulvino Sales
Author: Teri Graf-Pulvino
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4438dbff5f40f.wmv (Size: 6.37 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 3 minutes and 5 seconds where Teri Graf-Pulvino talks about joining sales, the corporate team climate, sales training, etc.

Entered By: Bill Selmeier
April 9, 2006
Related Stories

Video-Teri Graf-Pulvino Sales

Title: Video-Tom Tisch Early Board Member on Company Culture
Author: Tom Tisch
Created: March 8, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-44372052b66ad.wmv (Size: 2.35 MB)
Pages:
Cataloguer:

Copyright:
Description:
Video running one and one-quarter minutes of Tom Tisch, early Board member discussing the quality of management and the corporate culture of ethics.

Entered By: Bill Selmeier
April 7, 2006

Title: SPC Products List - Needs Help to Be Complete
Author: Jeff Conniff
Created: May 25, 2006
Publisher:
Donated By: Jeff Conniff
Filename: doc-4475d67e97d51.txt (Size: 322 bytes)
Pages:
Cataloguer:
Copyright:
Description:
Here are all the products that I can remember from Software Publishing Corporation.
The current timeline seems to stop long before the end of SPC. Many of the later products are not shown in the timeline. Sorry I don't have dates. Maybe someone can fill in more info.

Entered By: Jeff Conniff
May 25, 2006

Title: Video-Valorie Cook Carpenter on Challenges of the Job
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478db01362f8.wmv (Size: 2.75 MB)
Pages:
Cataloguer:
Copyright:
Description:
A Video running 58 seconds where Valorie Cook Carpenter responds to a request to remember the biggest challenge.

Entered By: Bill Selmeier
May 27, 2006
Related Stories

Video-Valorie Cook Carpenter on Challenges of the Job

Title: Video-Valorie Cook Carpenter on Her Coming to Software Publishing Corporation
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478cec3c75c2.wmv (Size: 3.82 MB)
Pages:
Cataloguer:
Copyright:

Description:
Video running 1 minute and 14 seconds discussing how Valorie Cook Carpenter went to McKesson and then was recruited into Software Publishing by Signy Ostby, a friend also previously from Procter & Gamble.

Entered By: Bill Selmeier
May 27, 2006
Related Stories

Video-Valorie Cook Carpenter on Her Coming to Software Publishing Corporation

Title: Video-Valorie Cook Carpenter on Her Life Before Software Publishing Corporation
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478ca1459dbd.wmv (Size: 3.87 MB)
Pages:
Cataloguer:
Copyright:
Description:
A video running 1 minute and 47 seconds on Valorie talking about her experience and life before joining Software Publishing Corporation. Valorie was raised just outside Chicago, went to school at Indiana and started her career in the Packaged Detergent Advertising Department at Procter & Gamble.

Entered By: Bill Selmeier
May 27, 2006
Related Stories

Video-Valorie Cook Carpenter on Her Life Before Software Publishing Corporation

Title: Video-Valorie Cook Carpenter on How the Company Changed With New Management
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478d88a5d088.wmv (Size: 3.90 MB)
Pages:
Cataloguer:
Copyright:
Description:
A video running 1 minute and 14 seconds where Valorie Cook Carpenter recalls how the company culture changed with a change in Senior Management, resulting in many people leaving.

Entered By: Bill Selmeier
May 27, 2006

Title: Video-Valorie Cook Carpenter on How the Company Culture Was Most Supportive
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum

Donated By:
Filename: doc-4478d6c349ec3.wmv (Size: 2.84 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 59 seconds where Valorie Cook Carpenter tells us the best thing about working at Software Publishing was the Company Culture which came from the founders and their prior experience at HP.

Entered By: Bill Selmeier
May 27, 2006

Title: Video-Valorie Cook Carpenter on Original Activities and Being In Product Management
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478d07449566.wmv (Size: 16.38 MB)
Pages:
Cataloguer:
Copyright:
Description:
A video running 5 minutes and 47 seconds where Valorie Cook Carpenter discusses her early activities and responsibilities at Software Publishing, including the chronology of typical days, and a few insights on the corporate management culture.

Entered By: Bill Selmeier
May 27, 2006

Title: Video-Valorie Cook Carpenter on Product Management and Finances
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478d9bb776c7.wmv (Size: 4.91 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute and 43 seconds where Valorie Cook Carpenter discusses product management and funding
----
Entered By: Bill Selmeier
May 27, 2006

Title: Video-Valorie Cook Carpenter on the Differentiation of Software Publishing Products From Others in the Market
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:

Filename: doc-4478d1eac9278.wmv (Size: 2.85 MB)
Pages:
Cataloguer:
Copyright:
Description:
A video running 57 seconds where Valorie Cook Carpenter points out that "Ease of Use" set Software Publishing products apart from other products at the time.

Entered By: Bill Selmeier
May 27, 2006

Title: Video-Valorie Cook Carpenter on the PowerUp Division
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478d3b5cf9fb.wmv (Size: 3.69 MB)
Pages:
Cataloguer:
Copyright:
Description:
A video running 1 minute and 17 seconds where Valorie Cook Carpenter talks about the PowerUp division, a mail order division for things that wouldn't fit in the regular retail channel.

Entered By: Bill Selmeier
May 27, 2006

Title: Video-Valorie Cook Carpenter on Valuable Contributions
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478d52c71925.wmv (Size: 3.32 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute 15 seconds on what Valorie Cook Carpenter valued the people she hired most of her contributions to Software Publishing Corporation.

Entered By: Bill Selmeier
May 27, 2006
Related Stories

Video-Valorie Cook Carpenter on Valuable Contributions

Title: Video-Valorie Cook Carpenter on Who She Principally Remembers from Software Publishing Corporation
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478deff59f4f.wmv (Size: 4.04 MB)

Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute and 24 seconds where Valorie Cook Carpenter identifies people who stand out in her memory of the company: Fred Gibbons, Janelle Bedke, John Page Signe Ostby and Pete Sinclair and more
----
Entered By: Bill Selmeier
May 27, 2006
Related Stories

Video-Valorie Cook Carpenter on Who She Principally Remembers from Software Publishing Corporation

Title: Video-Valorie Cook Carpenter on Why Software Publishing Finally Declined
Author: Valorie Cook Carpenter
Created: May 26, 2006
Publisher: Computer History Museum
Donated By:
Filename: doc-4478dc51531aa.wmv (Size: 5.35 MB)
Pages:
Cataloguer:
Copyright:
Description:
Video running 1 minute and 55 seconds where Valorie Cook Carpenter thinks about why the company finally declined in the market.

Entered By: Bill Selmeier
May 27, 2006

References

There are no references for this company in the collection

Discussions

What made SPC a great place to work?
Posted by: gfanucci (IP Logged)
Date: March 17, 2006 02:12PM

When I joined SPC there were about 100 employees, two years later there were over 300, and the company had gone public. SPC was the #3 producer of software on diskettes for the IBM PC, after Microsoft and Lotus, in 1985.

The supportive, collegial atmosphere and the inspirational, charismatic leadership of the founders, especially Fred Gibbons, made SPC a great place to work. Our informal company meetings hosted in the atrium, and the annual tent party in the parking lot at Landings Drive, were memorable.

Making valuable products that were easy to use and reliable was the #1 goal. Software design, programming, documentation, testing, support, marketing and distribution were all important. These teams worked together well and respected each other's contributions.

We had many team-building experiences together. Employees bonded with shared experiences like the "Russian River Canoe Trip" and the Ski Cabin, informally organized by employees. The Communications Course was an innovative experiment in employee development. Remember the "Tell Fred" exercise? SPC was molded in the tradition of "the HP Way."

Twenty years later, employees still periodically gather informally at the "Lion and Compass" and the "Annual Beach Party."

What else do you remember about your own SPC experiences?

> **Re: What made SPC a great place to work?**
> Posted by: Selmeier (IP Logged)
> Date: April 19, 2006 01:24AM
>
> George, I've just noticed this post and replicated it in the Stories section of the site. It really is a story. Thanks for contributing!
>
> Bill