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MASTER GRAPHICS PRODUCTS

Ashton-Tate's MASTER GRAPHICS Series of products provides a complete solution to business graphics needs. The Series is designed to enable users to communicate more effectively and persuasively.

The MASTER GRAPHICS Series is a family of five products for users of the IBM Personal Computer and compatible systems: CHART-MASTER, which enables users to create bar, area, pie and line charts; MAP-MASTER, the first full-function mapping software package; SIGN-MASTER, which creates word charts, tables and signs; and DIAGRAM-MASTER, which has applications for organization and Gantt charts, and the Drawing Board for creation of full-form diagrams. The MASTER GRAPHICS Presentation Pack combines three of these packages (CHART-MASTER, SIGN-MASTER, and DIAGRAM-MASTER) in one unit, linked by one "umbrella" menu for hard-disk users.

Like Ashton-Tate's dBASE family of database management systems and the MultiMate word processing line, MASTER GRAPHICS products are corporate standards. They were developed and marketed by Decision Resources, Inc., from 1981 until its

acquisition by Ashton-Tate in September 1986. Development and support activity for MASTER GRAPHICS products continues at Ashton-Tate's Graphics Products Center in Westport, Connecticut, the former Decision Resources facility.

CHART-MASTER

Introduced in 1981, CHART-MASTER was voted the No. 1 business graphics package by the readers of PC World in 1986.

CHART-MASTER allows users to create presentation-quality bar, area, scatter and pie charts, and line charts for use in business reports, proposals and presentations to show relationships between different sets of data.

To produce charts or graphs, users enter data manually, or can access data automatically from other applications programs, such as Ashton-Tate's dBASE or Lotus 1-2-3 using the DataGrabber feature. CHART-MASTER has the ability to incorporate text options that allow users to highlight any character, word or line with a variety of options like coloring, italicizing, sizing or underlining.

CHART-MASTER Version 6.2 includes significant new features and benefits, including multiple chart plotting, increased plotter speed, floating labels and symbols, improved DataGrabber features, and the support of new peripherals.

The Controller of the U.S. Currency uses CHART-MASTER to convey information to banks' boards and to various federal

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agencies and departments concerning the strength of U.S. banks.

CHART-MASTER has a minimum memory requirement of 192K bytes of random access memory (RAM). It is priced at \$375 for 5 1/4-inch disks, and \$395 for the Premium Pack, which includes 5 1/4-inch and 3 1/2-inch disks.

MAP-MASTER

Introduced in March 1986, MAP-MASTER allows business users to easily create presentation-quality, data-driven maps for use in reports, overheads and slide presentations.

With MAP-MASTER, users can produce shaded maps that display the geographic distribution of any business data, including sales and demographic information. The program contains boundaries for states in the U.S. With additional files available from Ashton-Tate, users can view data by ZIP Code, county or country, and custom regions can be defined by grouping standard regions.

Using DataGrabber, data stored in other programs, such as Ashton-Tate's dBASE database files or spreadsheets, can be automatically converted into a map, with coloring and hatching in the appropriate areas.

MAP-MASTER's database includes population, retail sales, median age and income for the 50 states in the U.S. The data built into MAP-MASTER has been supplied by National Planning Corporation, Geographic Data Technology, Inc., and Market Statistics, Inc. Separate diskettes containing additional boundaries and data, including the U.S. by county and

metropolitan areas by ZIP Code, are available.

The program also lets users enter their own data, as well as calculate variables in a manner similiar to a spreadsheet.

Unlike other mapping software packages, MAP-MASTER offers sophisticated graphics editing capabilities that allow users to freely insert or change any map feature, including symbols, labels, fonts and text.

MAP-MASTER is being used by a division of Travenol Laboratories Inc., the second-largest health care company in the world. In addition to using MAP-MASTER to create presentations, Travenol uses it to develop strategies for opening and managing orthopedic rehabilitation centers nationwide.

MAP-MASTER requires a minimum of 384K bytes of RAM. It has a suggested retail price of \$395 for 5 1/4-inch disks, and \$415 for the Premium Pack which includes both 5 1/4-inch and 3 1/2-inch disks.

A custom version of MAP-MASTER is currently being marketed by SPSS, Inc., as an add-on to its statistical analysis and reporting package. The product, SPSS/PC+ Mapping, began shipments in September 1986. It is priced at \$495.

SIGN-MASTER

SIGN-MASTER was introduced in the fall of 1983 in response to an increasing demand for graphics that display word charts.

SIGN-MASTER helps business people create colorful word charts, such as title pages, summaries, outlines, schedules and

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MASTER GRAPHICS Products

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tables. The product includes scroll-through menus, guiding the user step-by-step from text entry to final sign production on paper, transparencies or 35mm film.

SIGN-MASTER comes equipped with a symbol font which includes 94 symbols, such as arrows, geometric shapes, people, and trademark and copyright symbols commonly used in business presentations. The product also provides a Table Mode for text-entry that enables users to rapidly construct a variety of tables and automatically spaces data and text into rows and columns.

Commerce Union Bank's Retail Group uses SIGN-MASTER for monthly meetings of retail branch managers. For these meetings, SIGN-MASTER is used to create text charts that present new product introductions, bank advertising promotions or personnel.

SIGN-MASTER requires a minimum of 192K bytes of RAM. It retails for \$245 for 5 1/4-inch disks, and \$265 for the Premium Pack, which includes both the 5 1/4-inch and 3 1/2-inch disks.

DIAGRAM-MASTER

Introduced in July 1985, DIAGRAM-MASTER provides prompt-driven applications for quick creation of presentation-quality organization and Gantt charts. DIAGRAM-MASTER also provides users with the flexibility to quickly create customized diagrams with the Drawing Board.

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To produce organization and Gantt charts, the user answers prompts as DIAGRAM-MASTER builds the chart directly on screen. Lay-outs are automatically calculated by DIAGRAM-MASTER.

With the Drawing Board, the user selects shapes and sizes, positions them, and adds text and connecting lines, arcs or arrows where desired. Diagrams such as flow charts, network diagrams and pyramids can be created using the Drawing Board. Options include an assortment of fonts, line types, hatches, thickness, fill and colors. The Drawing Board feature is enhanced with a Library Disk of 101 frequently used business shapes. Diagrams made with the application programs can be brought to the Drawing Board to add final touches.

DIAGRAM-MASTER is being used by Philadelphia Life Insurance, where a regional sales manager has created dozens of templates to develop a custom sales presentation for each client.

DIAGRAM-MASTER requires 384K bytes of RAM. It has a suggested retail price of \$345 for 5 1/4-inch disks, and \$365 for the Premium Pack, which includes both 5 1/4-inch and 3 1/2-inch disks.

MASTER GRAPHICS PRESENTATION PACK

The new MASTER GRAPHICS Presentation Pack combines CHART-MASTER, SIGN-MASTER and DIAGRAM-MASTER in one convenient package at a price much lower than purchasing individual programs. It also includes a bonus book -- "How to Run Better Business Meetings," produced by meeting management experts at 3M Company.

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MASTER GRAPHICS Presentation Pack includes an "umbrella" menu for easy installation on hard drive systems that provides access to the three programs, plus access to MAP-MASTER, if installed. The package requires 384K bytes of RAM, and 512K bytes for a color printer. It has a suggested retail price of \$595 for either 5 1/4-inch disks or 3 1/2-inch disks.

All products in the MASTER GRAPHICS Series offer eight colors and eight fonts, including two Helvetica-like Swiss fonts and the 94-character Symbol font. These products can be produced on a wide variety of graphic output devices, including pen plotters, printers, and the Polaroid Palette 35mm slidemaker.

HISTORY

Ashton-Tate announced its intention to acquire Decision Resources, Inc., in August 1986, and completed the acquisition the following month. The company was founded in 1981 by Sean O'Connor, Ellen Cramer and Jonathan R. Siegel to improve business communications by enabling users to create presentation-quality graphics on their personal computers.

Spurred by the success of its initial product, CHART-MASTER, and the rapid market acceptance of SIGN-MASTER, DIAGRAM-MASTER and MAP-MASTER, Decision Resources became the leading developer and marketer of business graphics software for IBM PCs and compatibles. At the time of its acquisition, the profitable, privately-held company employed more than 100 people.

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Decision Resources continues to operate in Westport as Ashton-Tate's Graphics Products Center. Co-founder O'Connor, who was Decision Resources' president and chief executive officer, remains with Ashton-Tate as the center's director, overseeing development of future MASTER GRAPHICS products.

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