

For release:

**JANUARY 1989**

Contact:

**Judy Marie Merrill  
Ashton-Tate  
(408) 927-5157**

20101 Hamilton Avenue  
Torrance, California 90502-1319  
Telephone: 213-329-8000  
Telex: 669984 ASHT TATE LSA

**FULL IMPACT  
FACT SHEET**

**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. A product for the new generation of Macintosh systems, Full Impact solidifies 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.

Full Impact supports a broad range of users, from beginners to advanced in small to large businesses, and provides two levels of passwords for high-level security. The feature-rich 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. Full Impact can quickly merge text, data and graphics on a single page without the support of other applications; supports color and multiple fonts, and provides navigational aids that allow users to easily move around the spreadsheet.

(more)

## FEATURES AND BENEFITS

### EASE OF USE

Full Impact provides:

- Complete implementation of the Macintosh user interface.
- Scrollable, hierarchical pull-down menus, and icon bars for simplified command selection.
- Constantly accessible on-line help that reduces or eliminates the need to consult the reference manual.
- Keystroke-saving macros that can be recorded while the user works.
- Automatic saving feature with prompts to remind users to save their work.

### POWER

More powerful than any other Macintosh spreadsheet on the market, Full Impact supports:

- Text Paragraphs. A mini-word processor allows the user to annotate the spreadsheet with paragraphs as large as one page.
- The ability to open eight spreadsheets at once, with eight different views for each spreadsheet.
- The ability to use virtual memory to go beyond available computer RAM, enabling a spreadsheet size of up to 524,288 cells, plus text and graphics. Only the portion of the spreadsheet that is currently in use is loaded into memory.
- Multi-line formulas. The user can create spreadsheet formulas up to 255 characters long within individual cells so that complex functions can be defined using very little space within the spreadsheet.
- Enlarged, reduced and zoom views of the spreadsheet to help the user get "the big picture" or to refine details.
- Integration of text and data on any spreadsheet page.

### SPEED

All Full Impact functions are performed quickly, from recalculation to sorting. The product supports:

- High-speed recalculation.
- High-speed sort routines.
- Automatic chart recalculation when chart data changes.

(more)



- Automatic saving, allowing the user to specify time intervals for automatic file saving. This protects data from line surges, power loss or computer failure.
- Spreadsheet sorting. The user can sort a selected range of cells in either ascending or descending order, allowing for quick and easy location of necessary information.

## MACROS

Full Impact's powerful macro capabilities include:

- Global macros, allowing the user to create a recorded sequence of events that can be played back to help eliminate repetitive tasks.
- Local macros for specific Full Impact spreadsheets or spreadsheet views.
- The ability to assign user-defined macros to user-created icons to produce customized Full Impact applications.
- The ability to execute macros via keyboard, pull-down menus or icon bar.
- Full macro editing capabilities.
- A macro programming language that resembles the PASCAL programming language, and allows users to create sophisticated custom applications.
- Automatic start-up of macros when document is opened.
- More than 50 diagnostic error messages.

## FLEXIBILITY

Allowing flexibility within the spreadsheet, and extensive capacity to import and/or export files created by other major software products, Full Impact provides:

- The ability to share information with many other application programs, including, but not limited to: Ashton-Tate's dBASE Mac, industry-standard dBASE III PLUS, dBASE II and dBASE III; Microsoft Excel and Microsoft Works, MultiPlan, and most other spreadsheet programs and database management systems.
- The ability to link data from multiple spreadsheets.
- AppleTalk support that plugs Full Impact into networked resources such as Apple's LaserWriter, LaserWriter Plus and the AppleTalk ImageWriter for printing.
- Supports Lotus 1-2-3 WKS and WK1 files, DIF and ASCII text files, SYLK, dBASE III PLUS and dBASE Mac files.

(more)

## GRAPHICS

Full Impact's unprecedented presentation capabilities are supported by both its graphics and formatting capabilities. Graphics features include:

- The ability to create an instant chart of data in one of seven styles with the click of a mouse. Graph types include pie charts (exploding), bar and stacked bar charts, line charts, scatter charts, area charts, and high-low charts. Charts are automatically updated when data changes.
- The ability to move graphs anywhere on the screen by simply dragging with the mouse.
- Dynamic re-drawing and re-sizing of graphs.
- The ability to create vertical and horizontal labels simply by typing the information.
- The ability to change patterns within graphs to suit the user's needs.

## PRESENTATION CAPABILITIES

Full Impact formatting features include:

- The Full Impact Worksheet, a transparent work area used to assemble presentation materials. It enables the user to combine spreadsheet data, paragraphs of text, charts and additional graphics to create high-quality presentations.
- Multiple fonts that allow the user to create spreadsheets that mix Macintosh fonts, sizes and styles for more effective presentations.
- Line, rectangle and oval drawing within the spreadsheet, along with pattern selection.
- The ability to create graphics, charts and paragraphs of text anywhere in the spreadsheet.
- A "reduce mode" that provides reduced viewing to preview up to 64 pages of a document without printing.

## SYSTEM REQUIREMENTS

- Macintosh Plus with one 800K disk drive and a hard disk (recommended) or two 800K disk drives with 1MB of RAM.
- Macintosh SE or Macintosh II with 1 MB of RAM (including color support).
- Macintosh System software (including MultiFinder). System 4.1 or higher. (The system disk contained in the Full Impact package is an 800K floppy disk.)

(more)



## PRINTERS

- Full Impact supports all Apple-supported printers.
- Color is supported.

## HARD DISKS

Most Macintosh compatible hard disks, including: Apple Hard Disk 20, General Computer HyperDrive 10 and 20, Corvus Omnidrive and DataFrame 20.

## AVAILABILITY AND PRICING

- Suggested retail price is \$395.
- Available now.

###

©Ashton-Tate, dBASE, MultiMate and Framework are registered trademarks of Ashton-Tate Corporation.

™dBASE IV, dBASE IV Developer's Edition, dBASE III PLUS, dBASE III PLUS LAN PACK, dBASE Mac, dBASE Mac RunTime, RapidFile, Framework II, MultiMate Advantage II, MultiMate Advantage II LAN, DRAW APPLAUSE, MASTER GRAPHICS Series, PRESENTATION PACK, Ashton-Tate Graphics Service, Full Impact, FullWrite Professional and Byline are trademarks of Ashton-Tate Corporation.