

DIGITAL DIALOGUE



Vol. 2, No. 6

Employee Newsletter of Digital Research Inc.

June 1983

New faces, new places for Graphics SBC



One-color press that prints all DRI book covers is operated by Pressman Frank Chavarria.



Bruce Bauer, lead cameraman and stripper, prepares DRI project for printing.

"We've been very busy in the Graphics SBC," says Director Fred Langhorst, "hiring new people, traveling to Germany and England, gaining new group responsibilities, and renegotiating our joint agreement with Graphic Software Systems, Inc."

At the last quarterly meeting John Rowley announced that the ISV support program would become a part of the Graphics SBC. That means that Caren Kelman and Rob LaTulipe have moved into the graphics area, physically and organizationally.

Caren Kelman now reports to Russ Weeks, who has been promoted to Marketing Manager for the Graphics SBC. Russ also supervises a product marketing team that includes: Dana Firth, product marketing manager; Jim Zekas, product line manager; and Susan Miller, marketing specialist. Another product line manager for Dana's team will be hired soon. Also on the marketing team is Alan Cooper, who has moved over from R&D to become the SBC's planner and strategist, and Ruth Driscoll, who handles all documentation for the SBC. On the engineering side of the SBC, an engineering manager has been hired; Don Heiskell will be responsible for all the engineering staff presently on board plus four more engineers to be added to the team.

Effective April 1 the joint
See graphics, page 8

Commercial Press of Monterey joins DRI as newest department

Go out Del Monte, past Roberts Lake, wind your way back through a maze of industrial buildings and shops, and on Ortiz, between S&S Storage and Samfilm, you'll find the unprepossessing entrance to one of Digital Research's most important departments.

Commercial Press of Monterey (CP/M!) was started in February 1981 as a totally separate business. At that time Gary and Dorothy had realized the company was spending so much in printing bills

that they might as well buy their own print shop. The idea worked well with Commercial Press turning out printed materials for DRI as well as other customers. Then, as DRI growth boomed, so did the demands for printing. Before long CP/M was almost completely swamped with work from DRI alone.

The close association between the two companies was formalized when the printing business was sold to DRI early this year, and now, as part of the Manufactur-
See printing, page 7

First 'beginner' products ready

"We're taking a new step," said Tom Byers, BASIC products marketing manager, "with a BASIC interpreter that's designed specifically for the personal computer user rather than for the software professional."

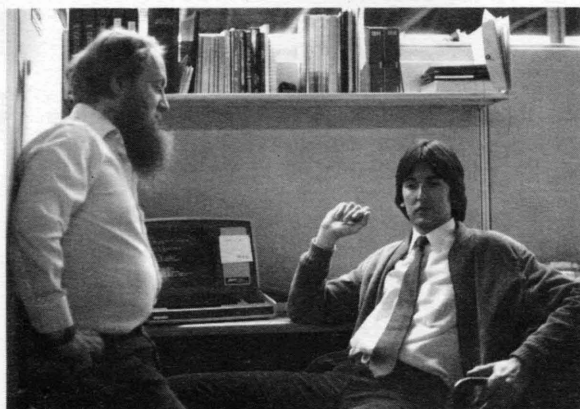
The low price of Personal BASIC, first shipped by DRI on May 27, encourages OEMs to bundle it with their microcomputers, Tom explained. "The volume discounts are the best in our entire line. As a matter of fact, I think of Personal BASIC as the first shipment of a new line of 'beginner' products, along with DR Logo."

Personal BASIC supports CP/M-86, Concurrent CP/M and MP/M-86. Among its many features are: syntax checking when statements are entered, commands that match the syntax of CP/M commands and the ability to run source code of popular BASIC interpreters with little or no modification -- including MBASIC, IBM PC BASIC and TRS BASIC.

A number of advanced program development aids are included with Personal BASIC, Tom pointed out, including an editor for creating and modifying source code, debugging aids, and informative error messages and trapping.

"I like to stress five points about Personal BASIC," Tom said. "It's an interpreter for the first-time user. It supports our 16-bit operating systems. It's extremely low-priced. The documentation includes a how-to program manual. And it's very easy to use. I hope everybody at DRI will have a chance to try it."

As well as being suitable for OEMs to sell along with their machines, Personal BASIC will find a ready market at the retail level, Tom expects.



Project Engineer Bill Meakin (l.) confers with BASIC Product Manager Tom Byers.



Advertising Manager Sue Cooper (middle) asked (l. to r.) Technical Writer Ken Such, Marketing Communications Manager Judy Mervis and Packaging Development Manager Andrea Smith to change careers for a day when DRI needed three models during a photo session for a magazine ad. At press time, none of the models-for-a-day had received offers from Hollywood.

Languages celebrates move to new offices



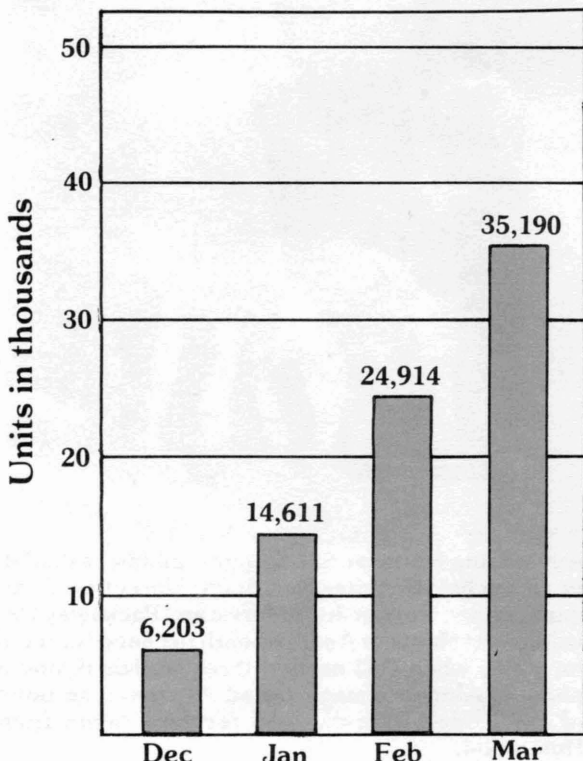
Languages SBC was the place to be May 22 when the department held an after work party to celebrate its move to new offices in the Mont Grove

building, 120 Central Ave. The former site of a clothing store, the new location includes a conference room and a fireplace.

Photos by Doug Tuttle

Shipping records reflect company's rapid growth

"For a long time, we averaged about 2,000 units a week going out the door," said Lance Houseman, shipping and receiving supervisor. "This started going up in January, and then the first three weeks in February were even higher, until in early March we hit about 10,000 units a week. So in just nine weeks we went from 2,000 units a week to more than 10,000 without



any significant increase in staff."

Lance also puts these figures in monthly terms: December 1982, 6,203 units shipped; January, 14,611; February, 24,914; and in March, a record 35,190 Digital Research products were shipped to customers.

"We did it with just six assemblers and only added another person late in April," Lance said. "The only way we could have achieved this production increase was by coordinating our efforts, tightening up the structure and redesigning our work areas to some extent. But the most significant help came from the people themselves. They offered some valuable suggestions and contributions that made it possible for us to keep up with the orders the sales force keeps generating."

After nearly completing its move to the Ice House, the shipping and receiving group has more room and some new equipment. Boxes that were being taped by hand will now be done by machine and a new shrink wrap machine will increase output per minute from 11 wrapped products to 60.

The new facility and equipment makes it possible to ship as many units in one week as were shipped in the month of February. "We

anticipate the ability to ship 25,000 units a week to DRI customers. Sometimes we hear from customers that their order wasn't quite right, but considering the volume we do and that we haven't added a lot of labor, our percentage of error is very small. Tim Peart, quality control manager, has instituted both a receiving inspection and a final product inspection to catch possible mistakes."

As there is little sign that DRI salespersons will be slowing down, shipping and receiving can continue to expect to be busy -- and busier. "It won't be long before we might have to put on a night shift to keep up," Lance concluded.

DIGITAL DIALOGUE

is published in quarterly and monthly editions for and by employees of Digital Research Inc., with main offices located at 160 Central Ave., P.O. Box 579, Pacific Grove, CA. 93950. An employee board of directors plans contents, supplies information and, in some cases, writes articles for the quarterly editions.

EDITOR: Nan Bomberger

PHOTOGRAPHERS: Doug Tuttle
Bruce Bauer

Tokyo office, Japanese ads signal start of Far East expansion

With the establishment of a sales and service office in Tokyo in May, DRI is moving into the Far East with a series of steps that will help make the company and its products as well known there as here.

Advertising Manager Sue Cooper took a trip to Japan in April to find an advertising agency for Digital Research, and to put in motion DRI's thrust into the Asian marketplace. She was followed a few weeks later by Public Relations Manager Pat Lucas and since then a number of other DRI personnel have been in Tokyo to continue this move. There have been press conferences, introduction of new products and other special steps that are part of opening an office in a new area.

"In two weeks in Japan, we accomplished what would normally take three months to accomplish in the United States," Sue said. "We hired an advertising and PR agency, established our marketing communications strategy, and produced a one year advertising plan and a one year PR plan. The agency has established three teams to serve our account: a marketing team, an advertising team and a PR team."

DRI's newest advertising and PR agency, Hakuodo, is the second largest agency in Japan. Established in 1895, it now has 2,500 employees and billings of more than one billion dollars a year. Some of their other major Western clients are Coca Cola, Xerox, McDonald's and IBM.

"We are very pleased to be working with Hakuodo and are looking forward to a long and mutually profitable relationship," Sue added.

A two-tiered advertising campaign has been established with specific ads to be developed for specific audiences: the top tier will aim at top business management and major OEMs; the second

tier is targeted to ISVs, EDP managers and technical OEMs, Sue explained. "The Far East, including Japan, is about three years behind the U.S. in software marketing, so we have to educate and create a need for our products. Advertising in Japan is much more soft-sell, more emotional, so just using our U.S. ads won't work. We have to project a positive, tangible identity, not just sell products."

To kick off DRI's move into the Far East, Sue, Pat and Masahiro Morimoto, DRI's Pacific region sales director, worked with the new agency to arrange press conferences during the Tokyo Data Show, a large computer trade show, in May.

DRI's Tokyo office was formally opened on May 12, during the computer show, with more than 150 major Japanese OEMs invited to a cocktail party and open house hosted by DRI President John Rowley, Director of Pacific Operations Masahiro Morimoto and DRI (Japan) President Masaho Okabe.

Soon a stream of ads, monthly press releases, a newsletter, and translated materials about DRI and its products will appear, aimed at building DRI's image and explaining its product line to a large number of potential customers.

Also being planned are a series of seminars for Japanese and other Asian ISVs, to help encourage the use of DRI's operating systems, languages, productivity tools and graphics software for the production of new application programs suitable for the Asian market.

"We want to communicate to the Japanese and Asian market in general that we are completely committed to working with them in any way we can," Morimoto said. "We already sell more than 40 products in the Far East, and now we are taking the steps necessary to support those products throughout the region."



Director of DRI European Operations Paul Bailey meets with Northern European Director Frank Iveson and Central European Director Deiter Kadach (l. to r.).

European trade show, seminar prove popular

Two recent events in Europe, one in Germany and the other in England, allowed DRI to make its presence overseas more strongly felt.

The Hanover Faire, one of the largest of the continental industry trade shows, was a great success for DRI, according to Maureen Minnes, administrator in the European Headquarters office. "We had our booth decorated with the new corporate colors -- gray, burgundy and silver -- and lined with flashing lights. It attracted many visitors, and kept all of us busy. Our three new German representatives all were there, we had DRI product briefs translated into German and, in general, we were a hit."

Maureen also reported on the "smashing success" of the first-ever European ISV Seminar, presented in London, April 21. "We expected between 200 and 300 participants and wound up with 500. Right now we're planning more ISV seminars in different locations in Europe. One is scheduled in Germany in mid-June."

Personnel corrections

Some titles were incorrect in the Digital Research Personnel list published in the May issue of Digital Dialogue.

Dave Smoot is Midwest Regional Sales Manager.

Sally Sawyer is Retail Sales Representative for the Midwest Region.

H. Deanne Pierce is Retail Sales Representative for the Dallas Branch Office.

Susan Raab is Documentation Development Manager in Research and Development, Pacific Grove.

New sales office opens

Digital Research has established a Southeast Branch Sales Office in the Washington, D.C. area. As Digital Dialogue went to press, a search for office space was underway. Bob Mahoney has been named branch sales manager. Terry Meadath will work with Bob as technical support specialist.

The Southeast Branch Sales office is part of the Eastern Regional.

\$1.5 million NCR sales in Midwest

By Dave Smoot

(Editor's note: Dave is regional manager of the Midwest office).

Nov. 1, 1982 marked the "official" opening of the Chicago (Midwest) offices for DRI. Since then, the office has climbed steadily into the ranks of consistency and respectability in terms of performance. Notable accounts such as NCR, Burroughs, CPT, CDC, Stearns Computer, NEC and many others have signed OEM flat fee agreements.

Most dramatic has been NCR, with bookings to date of over \$1.5 million. The most recent NCR signing covered languages for five NCR products--not bad for six months' work on an account that was clearly MS/DOS before. There are too many people to thank, but the biggest reason was because of total company support. Maintaining them is even harder. We're trying awfully hard.

Of course, a couple of names have to be mentioned. Pete Galanis, regional technical support since Dec. 20, has done a wonderful job. The real hero though is Dan Simchuk, technical support

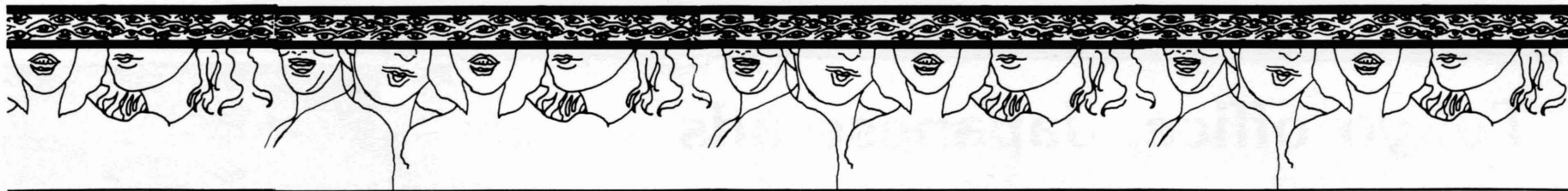
personified. Thanks, Dan!

The Chicago retail operation has really taken off. Sally Sawyer has presented several seminars for distributors, participated in shows and has scheduled more of each, all since coming on board in 2Q, 1983.

Some notable accounts Sally has nurtured to the signature cycle are Loonams (a Division of Hamilton Micro), Micro Network and Computer Depot (a Division of Dayton/Hudson stores). This performance has already created the need to look for another retail rep in the Chicago area.

As you can see we are on our way to proving our value to our peer operations and to the people that hired us. We're very happy to be a part of the Eastern Operation. My region will benefit from their professionalism and team attitude. We feel we'll offer the same to them, thus creating an unbeatable force in the East.

The Chicago office expects to move into permanent facilities Aug. 1, 1983, and to add three or four more people within that time frame.



People in the news

By Cathy Murphy

It seems that over the past few months, some records have been set here at Digital Research. Following are a few that have been noted:

- **Brian** (at the switchboard) answered 125 calls in 25 minutes.
- **Andy Glick** (in LA) made the most calls to DRI in the least amount of time.
- Then there was the record set by facilities. It seems **Tom Lafluer** was standing in the Vax room, calling facilities, in need of a longer phone cord (the one in his hand was 3' long); when he walked **John Stephens** with long cord in hand before Tom had a chance to hang up.
- **Mike Lehman** has lost 80 lbs. . . so far; **Greg Walberg** is still on a diet (results not yet recorded).
- This was also a record-setting quarter for babies (please note that there were more girls than boys this time!)

Lee Lorenzen (& wife)	Boy
Hiren Saraiya (& wife)	Girl
Tammy Dutra	Boy
Rob Burton (& wife)	Girl
Rob LaTulipe (& wife)	Girl
Nancy Zentner	Girl
Frank Holsworth (& wife)	Boy



When in Japan . . . Advertising Manager Sue Cooper gives it her best shot at looking less Occidental while meeting with representatives from the Tokyo firm that will handle DRI's new Japanese advertising program.

Now, some of us might consider the following a record; others of us will consider it a need for another office location. Whichever, the facts remain the same... an extraordinary number of DRI employees (coast to coast variety) have been seen walking the beaches of Hawaii.

The other place numerous DRI employees have been seen lately is in London. There recently were **Bob Silberstein**, **Barbara Norman**, **Linda Singletary** and **Patie McCracken**. Make sure you give our best to **Dan** and **Maureen**.

Other travelers include **Pat Lucas** and **Sue Cooper** to Japan. Sue adapted to Japan real well; she looks Japanese in pictures taken there.

Two DRI bachelors are about to change their status . . . **Van Crandall** is getting married in October and **Kevin Wandryk** is giving up his position as most eligible bachelor in the O/S Marketing Division in June.

Jim Zekas is going to refresh

his memory regarding "Father Knows Best" when his nine year old daughter comes to visit from Texas this summer. **Cathy Murphy** will also remember "Father Knows Best" when she sends her two daughters to Chicago for the summer!

Our beloved **Roxanne Landaker** has left us to go back to school. We'll miss your smiling face. We'll also miss **Jean Pippin** who left us on 12 May to prepare for motherhood -- Baby Pippin should be here by the time this gets published.

Graphics has a new secretary, **Dorothy Kormos**. Dorothy has been working as a temp, but is now full-time and supports our ISV people. In case you thought you saw a new woman in Graphics, however, you're mistaken. . . it's **Susie** with a wonderful new hairdo. On the other hand, in case you saw a new guy in Graphics, you're correct. . . it's **Don Heiskell** who has come to us from TeleVideo in Silicon Valley. As far as the new fire engine red Honda Prelude parked by Graphics. . . it's **Alan Cooper's** surprise gift to Sue.

On the upswing...

The Language Division has made its move to the Mont Grove building. Things are pretty comfortable there already. I'm sure anyone visiting will note where **Gregg Morris** is residing. . . there are a few Carp hanging around and they seem to have migrated to Gregg's cubicle. It's been noticed that around 4:55 p.m. **Chris Ubick** starts telling everyone in Languages to go home; the day's over. However, Ubick is seen there at 9 p.m. most evenings. Anyone having any information as to why Ubick does this would be appreciated.

By the way, Language mail should be sent to Box 16B, while mail going to **Gordon** and/or **Cathy** should be sent to 16A.

News from Marcom indicates a lot of excitement. . . seems they're finally getting a floor!?

Nellis Gilchrist has been appointed to the Board of Directors for the Monterey Peninsula YWCA serving as a representative from Junior League and is also active in a number of other local organizations including Volunteers in Action. If anyone would like to volunteer to help in community events, please give her a call.

In Palo Alto, **Steve Maysonave** was promoted to vice president of Sales and World Trade; **Steve Klann** was hired as director of Western Operations; and **John Pompay** is the sales development manager for North American Operations. **Kim Schlumberger** works in the Palo Alto office part-time on Mondays and Thursdays and has proven to be a great help to **Bea Bui**.

Our LA office uses the services of a co-op receptionist which sometimes leaves something to be desired. Recently, **Andy Glick** picked up this message from her: "A woman called. She said you would know her number." We think that perhaps Andy did know her number and gave her a call as the following was reported: On Secretary's Day, Andy was having lunch with a woman friend and their waiter assumed she was his secretary and said as much. Andy pointed out that this was not the case that, in fact, he was HER

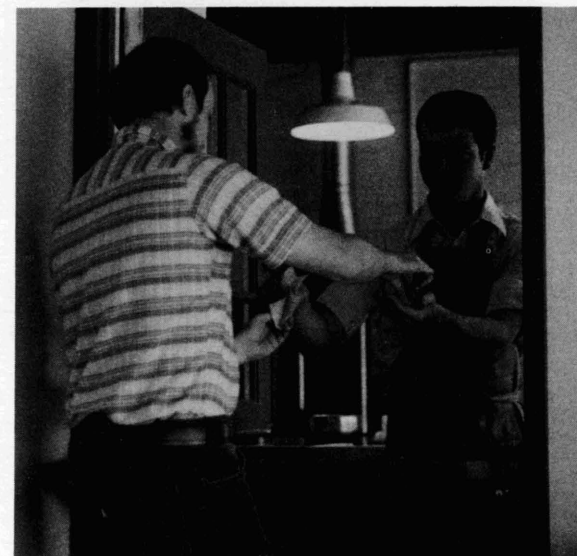
secretary. The waiter thought that was really great and the next thing Andy knew, the waiter had brought him a flowering plant!

A few points of interest:

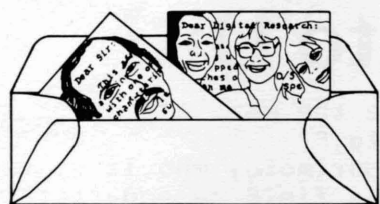
- **Becky Jones** would like to thank everyone for making this one of her best birthdays. The SBC committee would like to thank Becky for making their meeting on her birthday one of the best also (she brought her champagne to it!).
- DRI secretaries would like to thank everyone for the flowers and lunches and general celebration during Secretaries Week.
- Accounting uses bottled water for their coffee (thought we wouldn't find out, huh?) and would like to invite everyone over for a cup of coffee.
- DRI coffee mugs are now available from **Sylvia**. A special thanks to **Sylvia** and **Becky** on the fine job. Anyone not having a mug MUST get one and put hot water in it immediately!
- There's an ongoing Wordstar class on Thursdays from 12 noon to 1:30 p.m. in the old Languages Conference Room. Anyone interested, please contact **Kathi Ross** at 6281 for details.
- **Mark Staggs** is out of space -- spread the word.
- The 4th of July picnic will be at Badger Flats in Toro Park on Saturday, July 2 and Personnel is in need of volunteers. Please give them a call.
- There's a lady in LA who has the Pacific Grove DRI number (with a 213 area code, of course) and would like some technical information so that she will be able to handle some of the midnight calls she's been getting from Japan, among other places.

Story of the Quarter:

It seems that our chief financial officer recently had to catch a flight to Japan with **Gary Kildall** and **Steve Maysonave**. When he came out of his office (minutes before having to leave), **Stan McKee** was told that Gary was already at the airport, not to forget his tickets and passport, and that he'd better hurry or he would miss his flight. Stan became very adamant that he "never misses a flight." This turned out to be true . . . almost. It seems Stan DID forget his passport, but he wasn't aware of this until he reached San Francisco. Thus, although just a technicality, Stan missed his flight to Japan. . .



What could be more user friendly? Since moving to its new location, Languages has had direct access to the Cookie Place.



LETTERS TO THE EDITOR

Dear Digital Research,

As off-the-wall as this sounds, I had a very nice (plastic coated even!) reference card for CP/M, but it is now in about 30 pieces, 20 of which I have, but the other 10 or so my puppy ate!! As luck would have it, he ate the most used commands and left the rest for me to pick and choose from! Can you please tell me where I can get a new one, and if so, at what cost? I would really appreciate it. I guess I was lucky, cause my pup could have eaten my OSBORNE!!!

Sincerely,
Jillanne L. Gohr
Virginia Beach, VA

Dear Editor:

Thank you for producing such quality products. We have been privileged to be a Beta Test Site for several of your products marketed in connection with Vector Graphic. As Vector dealers we are constantly striving for the most efficient methods to solve our end user's problems.

Thank you.
Tim C. Wilson, President
Applied Data Systems
Roanoke, VA 24012



NEW FACES

- Marilyn Lepley, Administrative Asst. (Mfg.), 03/28
- Gary Engel, Editor II, 03/28
- James Collard, On Call (Marcom), 03/28
- Stephen Klann, Director Western Operations, 04/04
- Larry B. Luckey, Proofreader (Temp.), 04/04
- Ray Burket, Proofreader (Temp.), 04/04
- Dana Firth, Prod. Marketing Mgr./Graphics, 04/04
- Carol Joynson, Prod. Assurance Tech. (O.S.), 04/04
- John Pompay, National Sales Mgr./Fortune 500, 04/07
- Victor R. Harber, Accountant (Temp.), 04/12
- Donald Heiskell, Engineering Manager/Graphics, 04/18
- Marjory Ingersoll, Secretary (On Call), 04/18
- Kathy Taylor, Software Librarian, 04/18
- Patricia Cassidy, Layout Artist I (Temp.), 04/18
- James Fellay, Assembler I, 04/21
- John R. Alexander, Mail Clerk, 04/24
- Nancy L. Estrella, Word Processor (Temp.), 04/25
- Ray Lewis, Purchasing Manager, 04/26
- Theresa Seidel, Senior Secretary (Mfg.), 04/28
- Paul A. Vetter, Proofreader (Temp.), 05/02
- Marlene J. Sprague, Trade Show Coordinator, 05/02
- Pamela J. Silveira, Senior Secretary (Marcom), 05/02
- Frank Starr, Quality Control Inspector, 05/02
- Joe Guzaitis, Senior Technical Writer (O.S.), 05/03

Co-ed softball's chauvinist spin-off; Bowling team keeps rolling downhill

Co-ed Softball

Digital Research's annual co-ed softball extravaganza is once more underway, according to 'promoter' Greg Walberg.

"We started practice in April," Walberg said, "but the rain has put a crimp in the fine-tuning of reflexes and the peak conditioning we expected at this point in time. We're way behind, as a matter of fact."

Walberg revealed that co-ed softball practices are held every Wednesday on the junior varsity field at Pacific Grove High School, beginning at 5:15 p.m. One practice game a week is planned and a second game a week may be added.

Everybody at DRI is welcome to play. Players who show up are divided into two teams, and things go on from there. "We're all out for a good time," Walberg said happily.

Refreshments are available before, during and after each game, the team spokesman continued. "We're always looking for more players, too, so call me at ext. 6096 for details of the next game."

Bowling

"The bowling team has taken a dive in recent weeks," admitted Team Press Relations Coordinator Lenette Brusstar. "That's what general debauchery will get you. I think they're getting tired; the schedule is back-breaking and the season seems endless."

It was revealed that Gloria Leyva had recently bowled a 203 game, "after eight beers and three boats of french fries," but no additional statistics were forthcoming.

The bowling team members are Patty Oto, Gloria Leyva, Charlette Wren, Kitty Teeters and Sherry Chartier, backed by faithful substitutes Karen Loberg and (their token male) Carl Hamana.

Men's Softball

"Some of the men who have been showing up for co-ed play wanted

to get involved in something more organized," said Men's Softball Manager, Mark Staggs. "So we joined the Summer Slow Pitch League in Pacific Grove."

Games are played in the evening after work and, depending on which division the team joins, will be either at Jack's Park, Monterey High School or El Estero Park. Play begins on June 13.

The initial sign-up for the men's team numbered 16 players. These included Tom Saulpaugh, Mike Bailey, Gary Gysin, Steve Johnson, Tom Byers, Bill Ashley, Bob Herlein, Robbie Howard, Greg Walberg, Dick Dixon, Rick Magnuson, Pat Sterling, Tom Mason, Mike Lehman, Howard Grebe and Manager Staggs.

Any other male players who wish to join the Men's Softball team should get in touch with Manager Staggs immediately, before they miss this opportunity.



Think Concurrent CP/M!

The first in a series of Concurrent CP/M ads will appear June through August in Business Week, Inc. and the Wall Street Journal in an effort to reach the decision makers in America's 1000 largest businesses. The ads are part of DRI's growing emphasis on expanding the market for Concurrent CP/M.

Employees' new positions announced

Name:	New Position:	Former Position:
Alda Russell	Accounting Secretary	F & A
Marie Hesling	Adminst. Asst., F & A	Personnel Asst.
Gary Kildall	Chief Exec. Officer	President
John Rowley	President & Chief Op. Off.	Chief Op. Officer
Charles Carroll	Eng. Mgr./OEM Systems	OEM Systems Engineer
Steve Williams	Eng. Mgr./Software Dev.	Project Engineer
Shirley James	Inventory Control Clerk	Shipping Clerk
Alix Oliver	Art Coordinator	Layout Artist
Jean Pippin	Sales Support Rep.	General Clerk
Barbara Turner	Tech. Commun. Coord.	Tech. Sup. Ad. Asst.
Kristen Woolston	Mail Coordinator	Mail Clerk
David C. Brown	O.S. Prod. Assurance Eng.	Tech. Support Analyst
Carl Hamana	Acnts. Receivable Super.	Accountant
Daniel Cunha	Layout Artist	Layout Artist (Temp.)
Markham Hirt	Level I Editor	Proofreader
Karen Herron	Sr. Secretary/Publ.	Word Processor Op.
Susan Raab	Docmnt. Dev. Mgr., R & D	Doc. Dev. Mgr./Graph.
Helen Lazaro	Receiving/Manufacturing	Technical Support
Quinn Carter	Sr. Secretary/Retail	Sr. Secretary/Marcom
Garth Goodbread	Process Qlty. Insp./Mfg.	Mail Room
Linda Haigh	Tech. Support Analyst	Customer Service Rep.
Curt Geske	Product Assurance/O.S.	Tech. Support Analyst
Jocelyne Morency	Expeditor	Senior Secretary
Tom Byers	Prod. Mktg./Prgrm. Tools	Product Line Mgr.
Daniel Davis	Project Manager	Sr. Software Eng.
Ruth Driscoll	Sr. Tech. Writer/Graph.	Prod. Mktg./CBASIC
Kathy Strutnyski	Project Manager	Project Engineer
William Tyler	Project Manager	Sr. Software Engineer
Russell Weeks	Marketing Mgr./Graphics	Product Marketing Mgr.
Cynthia Barnes	Layout Artist	Quality Control Insp.

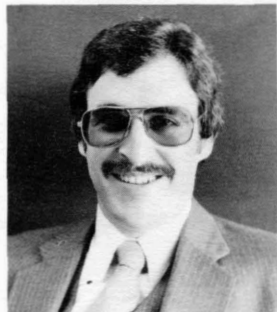
New managers bring experience to DRI

Digital Research acquired a controller when Pete DiCorti came on board in mid-March. Pete is part of Finance and Administration and reports to Stan McKee. He is directly responsible for accounting, financial analysis and planning, and data processing.

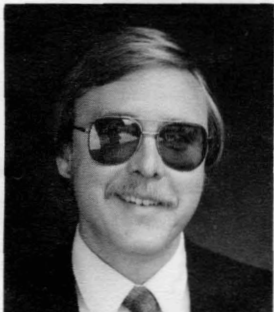
Pete says one of his goals is to help middle management make business decisions on a real-time basis with the implementation of a computerized management information services system.

Pete has 10 years of experience in financial and accounting-related positions. Most recently he was vice president of finance and administration at Bertolli, USA, Inc. Previously he was with Cooperheat, Inc., Measurex Corp., and Laventhal and Horwath. He is a CPA in the state of California and has a B.S. degree in accounting from Santa Clara University.

Pete and his wife and son live in Monterey. He says he enjoys skiing, scuba diving, water skiing, music and, particularly, backpacking and camping.



Pete DiCorti



Tim Peart

Tim Peart joined Digital Research as quality control manager late in 1982. His mission: to maintain quality of conformance to DRI standards for material coming into and going out of the company.

Specifically, Tim statistically samples all documentation and manuals that are printed for DRI by other companies to be sure they meet certain characteristics. Also, he makes certain that all disks and documentation shipped from DRI meet the required standards. As part of the Manufacturing group, Tim has his office at the Ice House 2101 Del Monte Ave., Monterey.

Tim and his family moved to Pacific Grove from Fremont where he worked for Memorex in a number of positions. He also has been with Skyline Aircraft sales and Piper Aircraft. When he has time he has been enjoying the local golf courses, Tim says.

"It was a kind of mutual decision," O.S. Project Manager Alan Hower said, when asked how he had come to Digital Research. "I was ready to leave Hewlett-Packard after a dozen years or so and Bill Tyler, whom I'd worked with at H-P, mentioned that DRI needed some help."

Alan is now working on development of operating system products, a subject he knows a great deal about; "Boeing brought me to this country," Alan said. "Those were the days of the famous 'brain drain,' you'll remember."

Alan was educated at Christs College, Cambridge University, with a Master of Arts in Mathematics, minoring in atomic and nuclear physics.

Married and with children, Alan is presently living in Monte Sereno, near Los Gatos, and commutes weekly until a permanent home is found locally. His hobby, he says, is remodeling his house room by room, which leaves him little

time for tennis, scuba diving and other outdoor activities he enjoys.



Alan Hower



Dana Firth

"The intensity at DRI is wonderful. I really like the way we get the job done," says Dana Firth, Graphics products marketing manager. "I work with Russ Weeks and my group's responsibilities include the current set of announced products as well as a new product in development. Our major attention right now is on getting graphics products shipped and revenues logged."

Dana comes to DRI from Digital Equipment Corporation where she was a major account manager.

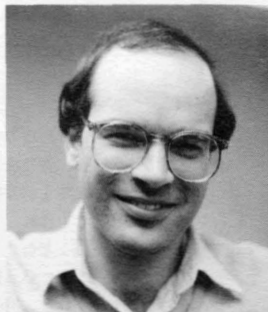
Dana's educational milestones include a B.S. in mathematics from the University of Washington and an MSEE from Stanford University. Currently she is working on an MBA.

However, she says she particularly enjoys outdoor activities. She has spent a lot of time in the Sierra, once crossing the entire range on cross country skis during a winter camping trip. She says she looks forward to settling in Pacific Grove and doing a lot of both.

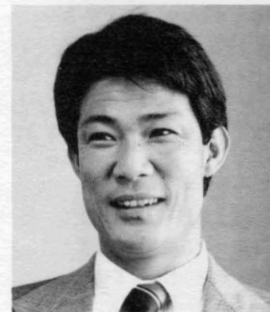
"My responsibilities within the Languages marketing group are the C and Pascal products," explains Product Marketing Manager Ed Rifkin. Ed, who started at Digital Research last Valentine's Day, sees the two products as closely related. "Both are structured programming languages," he explained, "and both are used by the professional programmer."

Ed says he joined Digital Research because he wanted to become involved in the microcomputer industry. Prior to that he was an associate with Booz, Allen and Hamilton, the national management consulting firm. He has BS and MS degrees in computer science from Northwestern University and an MBA from the Wharton School. Between his Northwestern and Wharton stints, Ed worked for Bell Labs.

"Pascal is one of our most successful products," Ed said, "and I expect to see C grow rapidly in popularity, too."



Ed Rifkin



Mas Morimoto

"My job is to help set up a field sales and service organization for the Pacific region," says Masahiro Morimoto, Pacific region sales director. "We've opened up our Tokyo office, met with the press, hired an ad agency and generally have things rolling over there. We sell more than 40 products in the region and plan to

provide the most effective support possible."

Mas Morimoto, who is stationed in DRI's field headquarters in Palo Alto, came to Digital Research from international sales positions for Durango, Xerox and Diablo Systems. For DRI he will oversee the entire regional operation. This will include recruitment of management, sales and technical support personnel for the new office in Japan. He foresees a great deal of travel.

Mas has a B.A. degree in Business Administration from Kyoto University. He also attended the University of California, Berkeley and has been living in the United States, with frequent trips to Japan, for the last 15 years.

Don Heiskell, Graphics engineering manager, comes to DRI from TeleVideo where he was graphics development manager. "I've been in the graphics business for a while, at TeleVideo, and before that at Olivetti where I was a project leader for graphics, and at Texas Instruments where I was a graphics engineer."

At DRI, Don's job is to provide leadership and direction to the SBC's projects, ensuring they are done right and on schedule.

"We'll be working on enhancing GSX and the other graphics products, and I'll be heavily involved in new product development as well. We also want to start putting together a long-term applications development strategy for DRI."

Don and his wife, who is a con-



Don Heiskell



Lowell Wolfe

sulting civil engineer, are in the process of finding a home and moving to the Monterey Bay area. They like camping and the outdoors, and, "unfortunately, computers. We have them at home, too," Don laughed.

Don is a graduate of the University of Missouri, with a B.S. in electrical engineering.

"A product line manager establishes a product's features and monitors its development. He schedules and manages the introduction of products, working with the PR and advertising people, and does a lot of prospective customer contact. All in all, it's a coordinating kind of job, and somewhat unique in that it deals with a broad cross-section of the company." That's how Lowell Wolfe, product line manager for PL/I and Fortran, describes his job.

Lowell started at DRI March 1 after a long stint with software companies in Southern California.

"Last fall I spoke at an IBM user's group meeting. Kevin Wandryk spoke to the same group about CP/M. Between planes we became acquainted and I found out about the exciting opportunities at Digital." His interests include photography and playing the piano. Lowell is from Kansas City. He has a B.A. in economics from the University of Missouri.

Printing

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ing group, is an internal department of the company.

Commercial Press is one of the largest printers in the Monterey Bay area, even though it really has only one client. The 5400 square foot space in Sand City is clean, neat and well-organized -- and, as everyone inside and outside the company knows, DRI printed materials are looking good these days.

The equipment at Commercial Press is impressive. The camera area, where the film of images to be printed is prepared, now has two large light tables and extensive darkroom equipment. A large, two-color Heidelberg perfecting press which has joined the one-color press, is capable of printing 10,000 sheets per hour and is used for DRI's manuals, some of the company's newsletters and other large jobs. The one-color press is used for smaller runs such as product briefs and other black and white jobs. The little AB Dick press does business cards, envelopes and some forms.

A brand new folding machine now increases overall productivity in the bindery operation by almost 30 percent; it can take the large printed sheets for a full size

manual and fold them rapidly into 16-page signatures. Next, the signatures move to a Macy nine-pocket side gatherer that stacks all of them in order to make up a complete book.

The collated signatures are then trimmed to free the pages along the folds in the signatures; the stacked pages are shrink-wrapped, and then drilled for three-ring binding.

Boxed, taped and properly labeled, the edition of a manual is put into inventory -- right next door at S&S storage, where some 11,000 cubic feet of printed DRI materials are stacked on ceiling-high, cat-walk-crossed tiers.

Right now, Commercial Press can complete up to a thousand manuals a day, along with some smaller jobs.

"I think we have one of the best printing crews anywhere," Jean said proudly. "They all have been trained to think for themselves; there's no hand-holding around here. I can leave the shop any time knowing that things will go smoothly, because everyone will pitch in to solve problems."

Jean is assisted in the front office by Susan Mullins, production assistant, who keeps track of each job in process as well as all



General Manager Jean Angley oversees printing operation from her office in Sand City.

the paperwork and billing associated with it. Jerry Allen, the bookkeeper, handles the financial end of things for the press.

Out on the production floor, Bruce Bauer, the lead cameraman and stripper, and Nelson Basden, the assistant pre-press cameraman/stripper, make sure that film images are sharp and correctly positioned for each group of pages in a signature.

Head pressman Jed Jones, an experienced and skilled press operator, runs the large two-color press and the smaller one-color press, while Frank Chavarria, the assistant pressman, is in charge of the AB Dick and also works on the one-color press.

Sandy DeFranco, another experienced print shop worker, is the bindery foreman and supervisor of the bindery group. This group includes Lisa Hubbel, lead bindery worker, and Emily Foote, bindery worker, who together have experience on all the bindery equipment. Greg Hamil, Peter Bratton and Stephanie Purmana round out the bindery crew, operating folding and cutting machinery, shrink-wrapping and packing finished materials. David Haskins is the Xerox 9500 operator and, for now, the afternoon delivery driver as well.

"We really get a tremendous amount of work done here," Jean said. "As an indication of that, we buy 600,000 large sheets of paper at a time, directly from the mill, cut to the sizes we need so we don't have to recut here. We use that up in about seven weeks." I'm also particularly proud of our record-keeping system -- we can find any job at any stage, we can go back in the past and find out exactly how we did a job and what it cost. Our records are a valuable resource. When something needs to be reprinted, for instance, we know exactly what specifications we used before, type size, paper, positioning of type on the page and all that."

Meeting open to employees

All employees are invited to the Digital Research quarterly meeting Monday, June 27, 4:30 p.m. at a location to be announced.

In addition to an overview of the company during the last three months, the program will consist of a presentation on product marketing. Kevin Wandryk and Gordon E. Eubanks Jr. will speak on marketing Concurrent CP/M-86. Carmen Governale will discuss marketing of language products.

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Bindery Supervisor Sandy DeFranco uses a forklift to handle his "paperwork."

Calendar of Events

- June 14 -- ISV Seminar, Germany
- June 17-19 -- PC '83 West Trade Show, San Francisco, Calif.
- June 22-23 -- Management Training session. Bonnie Ward will speak on performance appraisal and progressive discipline.
- June 27 -- DRI Quarterly Meeting, 4:30 p.m. Overview of last quarter and presentation on product marketing. Kevin Wandryk and Gordon E. Eubanks Jr. will speak on marketing Concurrent CP/M. Carmen Governale and team will discuss marketing of language products.
- July 2 -- Digital Research Picnic, Toro Park.
- July 7 -- Sales Review Meeting, Pacific Grove.
- July 18-22 -- Graphics Seminar: GIOS (Graphic Input/Output System) Accelerator Program, Monterey. Dave August, Russ Weeks and Fred Langhorst will speak on how selected manufacturers can implement GIOS to their hardware. Participation is by invitation.
- July 20-21 -- Management Training session. Dr. Reginald Goodfellow's lectures will include managing change, conflict reduction, operational planning and productivity.
- Aug. 3-5 -- Operating Systems Seminar. Doubletree Inn, Monterey. The seminar is designed to help system integrators and application programmers in the input/output customization process.
- Aug. 7-8 -- ComputerLand Trade Show, San Francisco, Calif.
- Aug. 17-18 -- Management Training session. Bill Merz' topics will be stress management and time management.
- Sept. 13-15 -- Mini-Micro Midwest Trade Show, Chicago, Ill.
- Sept. 29-Oct. 1 -- CP/M '83 East Trade Show, Boston, Mass.



MEDIA QUOTES

Following are excerpts from a few articles that have appeared recently in the industry and the general press:

"CP/M enables very different microcomputers to exchange disks...it provides a large base of apparently identical computers for software writers, encouraging the production of many widely varied programs, thus convincing more people to install CP/M and the circle continues."
inCider, May 1983

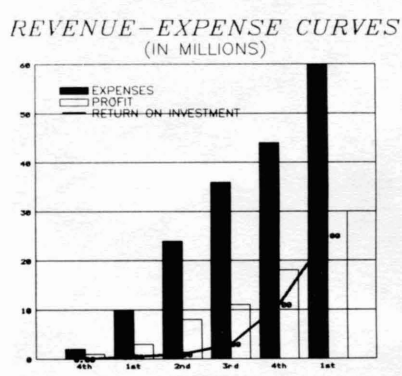
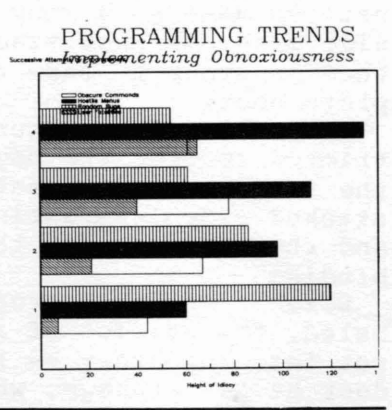
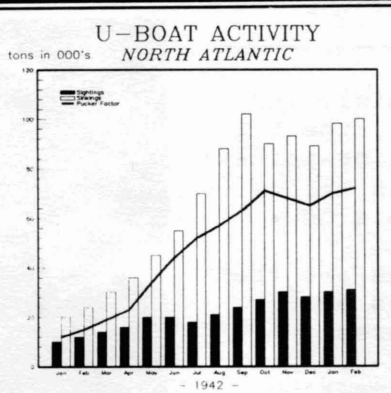
"Numeric precision is an important part of the standard language, and here the DRI (Pascal/MT+) compiler shines."
InfoWorld, March 1983

"By far the most popular operating system is called CP/M and is the product of Digital Research, Inc., a California-based company...because of its popularity, more applications programs -- programs that do such specific tasks as bookkeeping or text editing -- have been written for CP/M than for any other operating system."
Christian Science Monitor, March 22, 1983

"CP/M still provides the greatest choice of application software packages. For this reason many users, adopting the sensible approach of selecting their software first, will be looking around for an up-to-date machine to run it on."
Practical Computing, February 1983

"...the availability of standard device drivers as part of CP/M should stimulate the markets for both CP/M and the graphics devices. Previously, applications authors usually had to write their own device driver for each peripheral."
Computer Systems News, February 28, 1983

"One of the most significant features of CP/M-86 is its speed. Arithmetic functions are as fast as double precision binary, while retaining 14 decimal digits of accuracy. That means accounts will balance to the penny."
CP/M Review, March/April, 1983



Graphics

continued from page 1

development and marketing agreement with GSS was changed to a software acquisition agreement. As a result, DRI has acquired the rights to GSX, KERNEL, PLOT, ACCESS-10, GRAPH and DRAW on a royalty-free basis with full access to the source code for the products and full responsibility for enhancements and maintenance.

Product names have been changed: the GSS labels will be changed to DR; in other words, GSS-KERNEL, for instance, will now be called DR-Kernel. By terms of the agreement, Graphic Software Systems is restricted for one year from marketing similar products into the CP/M and CP/M "lookalike" markets, which include PC DOS and MS DOS markets. Finally, all device driver development for graphic peripherals will now come from DRI engineers.

Fred, Russ and Dave August traveled to the Hanover Faire in April, on what Fred declared to be a "very productive trip." The DRI

booth at the fair was outstanding, he said, and in the company's suite at the Intercontinental Hotel a number of graphic product demos were given to major European OEMs.

Russ and Dave worked long hours in Hanover, Fred added, participating in product demos and briefing OEMs. Along with Steve Maysonave, Russ and Dave visited NCR in Germany for a day, with Dave staying on for another day to assist NCR engineers with device driver (GIOS module) development.

After the Hanover Faire, Fred and Steve moved on to London to attend the ISV Seminar at the Cafe Royal, where they joined Tom Lafleur and Tom Rolander, and the European field operations participants.

"A lot has been accomplished in recent months," Fred reflected. "The Graphics SBC is functioning well, we've made a major introduction of products in Europe, we're staffing up to full capacity for now. Things are moving well."

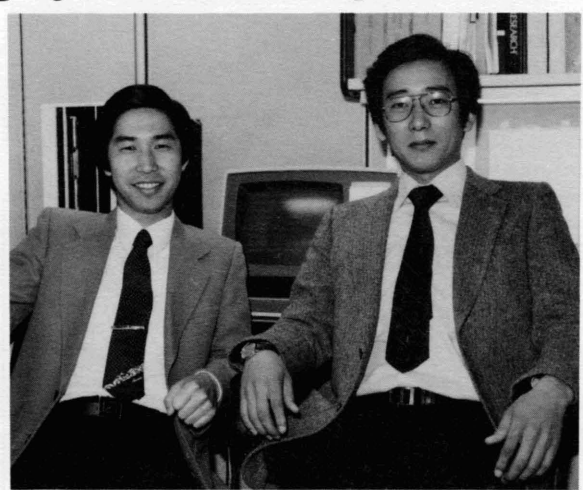
Hitachi engineers from Japan to spend year working on 16-bit operating system development

Two experienced software engineers from Hitachi in Japan are spending a year at DRI's Pacific Grove headquarters. They are working with Alan Hower on 16-bit o.s. development projects.

Tsuyoshi Shimizu, from Hitachi's Musashi Works, Tokyo, and Shizuo Yokohata, from Hitachi's System Development Laboratory, Kawasaki, started their work at Digital Research March 24. The two men, who have known each other for about two years, have both worked in the United States before; Shimizu was at DRI for the month of October 1982, while Yokohata worked in the U.S. six years ago.

Both men have extensive experience with the 6800, 6809 and 68000 microprocessors.

They hope to find some time to travel in the United States, if at all possible. So far, they say, they've only found time to be



Japanese software engineers Shizuo Yokohata (l.) and Tsuyoshi Shimizu are away from home for a year to work on 16-bit operating systems at DRI.

"tourists and see the Golden Gate Bridge."
 Tsuyoshi Shimizu, who is married and has two children, has his family with him in Pacific Grove.

Languages, manufacturing move; final site search continues

Once more, DRI seems to be bursting at the seams -- and Mark Staggs and his facilities staff are stepping fast to keep ahead of it all.

The Languages SBC has moved into the Mont Grove building in stages, Mark said. There they will enjoy a spacious conference room of their own as well as a fireplace. And since the Cookie Place is remaining there will be instant relief for 'the hungries.'

"The phone company has been very helpful," Mark said. "They've pulled 400 pair cable throughout the building so if we have to, we can add a second story when the Language group gets bigger. That's a

joke. But the Linkabit ties to VAX are all in and Language people should find their new quarters a pleasant place to be. For a while." The address at the new Languages location, next to the dry cleaners, is 120 Central Ave., Pacific Grove.

Manufacturing is exchanging its total of 5000 square feet at 121 Ocean View Blvd., P.G., for 20,000 square feet in the Union Ice House at 2101 Del Monte Ave., Monterey. "The Ice House will have space for purchasing, shipping and receiving, materials and disk duplication. Greg Walberg, head of the Manufacturing group, will have his office there, too," Mark explained.

When Robbie Howard's production group moves out of the carriage house at 801 Lighthouse Ave., the Publications Production staff will have some room to expand.

"We're also moving ahead on our search for a final site," Mark revealed, "although we're a long way from a decision right now. I have some 16 sites to report on, ranging in size from four acres to 27 acres. We want to achieve a campus-type atmosphere for DRI world headquarters which is why we need a sizable piece of land."

Some day in the not-so-distant future, all the DRI moves may be over for good. Meanwhile, keep those boxes handy.