

# DIGITAL DIALOGUE



Vol. 3, No. 4

Employee Newsletter of Digital Research® Inc.

August 1984

Conversation with the president

## The ABCs of AT&T & Digital Research

### NCC '84

An energetic group of Digital Research employees contributed to the success of the company's efforts in July at the National Computer Conference, Las Vegas. An estimated 75,000 people attended. The Digital Research booth was staffed by personnel who demonstrated Concurrent™ PC-DOS, Presentation Master™, DR FORTRAN-77™, DR Net™ and Star-Link™. The company also provided suites for meetings with the press and OEMs. For more pictures of the show, see page 8.



The most significant event of the year for the microcomputer industry is the arrival of American Telephone & Telegraph. The communications giant turned its marketing and financial muscle toward the business sector and decided to compete with other behemoths such as IBM. The role of AT&T was strengthened with assistance from Digital Research, which was selected as the company's microcomputer software partner.

How does the relationship affect Digital Research? President John Rowley provides insight in this month's "Conversation with the President."

Why was Digital Research selected as a microcomputer partner of AT&T?

First, it is important to understand that two major groups at AT&T are concerned with microcomputers. One is AT&T Technologies and the other is AT&T Information Systems. Legally, under government decree, these two groups are separate companies.

Digital Research was selected initially by AT&T Technologies as a partner to help accelerate the microcomputer "population" of UNIX™ System V. We were chosen in large part because of our experience in publishing the CP/M Applications Library.

In January 1984 at the Uniform Conference, AT&T revealed it had selected Digital Research to develop a set of application libraries aimed at the commercial, scientific and system software categories for UNIX System V. The announcement said AT&T would work closely in conjunction with Digital Research in the sourcing, packaging and marketing of those applications into their OEM and retail channels.

Subsequently, our relationship with AT&T has broadened. AT&T Information Systems licensed Concurrent™ PC-DOS, an order that was the largest in the history of Digital Research. Further, AT&T IS contracted for rights to high volume distribution of GSX™, DR Graph™, DR Draw™ and our software development tools.

What is the significance of the alliance for both AT&T and Digital Research as well as the microcomputer industry?

AT&T gets to work directly with a fast-paced group of experts in microcomputer software. In addition, we serve as an established agent for the distribution of software to OEM and retail channels.

The significance for Digital Research is that we have become aligned with one of the most visible companies in the microcomputer marketplace. AT&T has the potential to be one of the world's largest suppliers of microcomputer hardware and software.

What can we expect to occur in the future and what types of

See Conversation, page 2

## Volunteers from Digital Research lead other lives at Monterey Bay Aquarium

By Elisabeth Meyer Wechsler

Would you volunteer to "wash" windows 50 feet underwater for a worthy cause? How about fileting cod or shucking oysters around the clock to feed to hungry orphans? If you think this is a put-on, you may not have heard about some of the volunteer opportunities at the Monterey Bay Aquarium.

Four DRI employees are already donating their time and special skills at the Aquarium, which will open officially in late October. Dallas Brown, an experienced diver, currently volunteers his time cleaning the viewing windows of the big tanks -- underwater. After the Aquarium opens, he will participate in collecting trips and may even conduct tours for the public from inside the tanks.

Anne Tewksbury has been baby-sitting three orphaned sea otters since January, monitoring their playful antics and feeding them an assortment of seafood delicacies on a rotation basis with other volunteers. Anne says otters eat one-third of their body weight each day and are especially fragile because they get infections easily and are highly susceptible to stress.

Lucy Diaz has just finished setting up the Aquarium's library. Her job was to catalogue 1,000 volumes according to the Library of Congress classification system.

Rick Rosenbaum completed a 16-week course last month for prospective Aquarium guides and will take an additional specialty course in September on shore birds and rocky inner tidal areas.

Later, he hopes to have enough time to volunteer as a diver as well.

"Everyone I've met through the program is extremely enthusiastic," said Dallas Brown, Product Assurance Engineer for Quality Assurance. "People are doing it for the enjoyment -- they're not being paid for it." As a certified diver, he appreciates the Aquarium's focus on marine life in the local Monterey Bay area and Central Coast of California.

"It's been one of the finer experiences of my life," said Anne Tewksbury, who is Payroll Supervisor in the Accounting Department. "The people are wonderful -- both the staff and the other volunteers," she added. She works four hours every Friday evening, spending part of the time teaching the six-month-old otters how to open clams (by

See Volunteers, page 2



Ann Tewksbury, payroll supervisor at Digital Research, helps feed and train otters at the Monterey Bay Aquarium.

# Conversation

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## projects do we have with AT&T?

We can expect our relationship with AT&T Technologies to grow during the next several years as they become increasingly active in the microcomputer marketplace.

Specifically, our joint projects relate directly to Digital Research's own product categories as well as our going-forward plans. We have a wide range of projects in different areas. For example, we are helping develop UNIX System V into an operating system that is more acceptable in microcomputer systems by applying our technologies in graphics and applications interfaces. Also, we are looking into the integration of microcomputer technology and telephony.

**AT&T is a huge corporation that is active in many fields. How can we effectively provide service to all or even some of the divisions without becoming overburdened?**

First, we will make sure that our AT&T contracts remain within the scope of our company strategies so that the joint projects will not dilute our own goals. In this way the partnership provides an underpinning for product lines that we are developing as a normal course for our business. Of course, this includes products in both the DOS and UNIX environments.

Second, AT&T has the advantage of being capital rich as compared to Digital Research. It may sponsor and stimulate the development of some projects that otherwise might have been deferred by Digital Research due to capital constraints.

## How does the relationship affect workload, staffing and priorities.

That depends entirely on how far we extend our relationship with AT&T. It's a variable we can control. In any event, our joint



Digital Research will provide software packages for the recently announced AT&T 6300 Personal Computer, it was revealed at a press breakfast July 10 at the National Computer Conference in Las Vegas. Seated at the speakers' table at the press event were Jack Scanlon, AT&T Technologies vice president, Computer Systems (dark suit on left); Alan Hald, chairman, MicroAge Computer Stores (dark suit on right); Digital Research President John Rowley and Founder Gary Kildall.

projects are likely to increase workload. When that is the case, additional staffing will be added or personnel will be reassigned from other projects.

There is no fixed set of priorities for AT&T work. Digital Research is driven by its own strategies and software plans. Where AT&T's priorities are synchronized with ours, they clearly become a high priority. We intend to bid on AT&T projects when they are in our best interests and when we have the bandwidth necessary to handle the assignment.

## What is the UNIX System V Library and what part does Digital Research have in it?

It is a series of applications libraries that support the UNIX System V operating system. The library has an approved business plan that was developed jointly by AT&T and Digital Research. The group in charge of the library is located at Digital Research's

World Trade Division in Palo Alto. The library group is directed by Bruce Weiner.

The first objective of the group is to publish 30 applications by the end of calendar 1984. The software will be distributed worldwide through Digital Research's OEM and retail channels.

## How do our traditional CP/M and DOS products fit into an AT&T/UNIX world?

Much of our traditional product line will fit into the UNIX System V world. Digital Research is migrating languages and software development tools to UNIX System V. This gives software writers a sound set of software tools that provide alternatives to the C Compiler and FORTRAN compiler offered by AT&T.

In the case of GSX, we are migrating the graphics kernel from the DOS world into the UNIX  
(See Conversation, page 3)

# Aquarium

(continued from page 1)

hitting them against a rock on their stomachs) so that they can become more self-sufficient. They're so playful and friendly," she observed. "They follow us all over the place!"

Rick Rosenbaum, Project Manager in Systems Software, likes "learning new things and being part of the growth of the Aquarium." He first contacted the Aquarium more than two years ago as a result of his activities as a volunteer naturalist for other organizations. The Aquarium's training course for guides was not only comprehensive, he said, but innovatively presented. One day a volunteer was selected from the class to be "converted" into a marine mammal onstage, demonstrating to fellow students what adaptations are necessary to survive offshore.

Lucy Diaz, DRI's Librarian, said her satisfaction came from hearing appreciative comments from the Aquarium's staff. "They were real positive about what I was doing," she said. Another aspect of the volunteer experience she liked was that "everything I learned there I can apply here in our corporate library."

The only problem seems to be that the Aquarium has more volunteers than jobs at the moment. About 1,000 persons from the community have filled out applications to volunteer at least 12

hours a month. Of this number, only 410 have been placed in volunteer positions. Their tasks range from being trained for the guide program (300), diving (30), otter sitting (65), or helping out with administrative work (15), according to Anne Davis, Volunteer Coordinator for the Aquarium.



Lucy Diaz modeled the organization of the Aquarium's library after that of Digital Research's — only the subjects were a little different.

The good news is that additional volunteer jobs will become available once the Aquarium is open, such as helping to feed the fish; cleaning smaller tanks (where it's not necessary to be a certified diver); helping with the bookstore, gift shop or restaurant; maintaining mailing lists or assisting with book-keeping functions; and writing articles for travel magazines as part of the Aquarium's public relations program.

"We're building up a skills bank," said Anne Davis. Prospective volunteers are interviewed as though they were applying for a paid job, she emphasized. Weekend placement makes it possible for people working full-time to volunteer at the Aquarium. However, the Aquarium will not be open during evening hours except for training sessions. If you are interested in applying for a volunteer position, contact Anne Davis at the Aquarium, 649-6466.

"It helps if you have a specific interest or talent," said Anne Tewksbury, who confesses a longstanding fascination with otters.

Rick Rosenbaum offers this advice for successful placement: "Be there a lot. A good volunteer is reliable. Pretty soon they'll find something for you to do and you'll become indispensable."

# One man's drive to standardize GSX

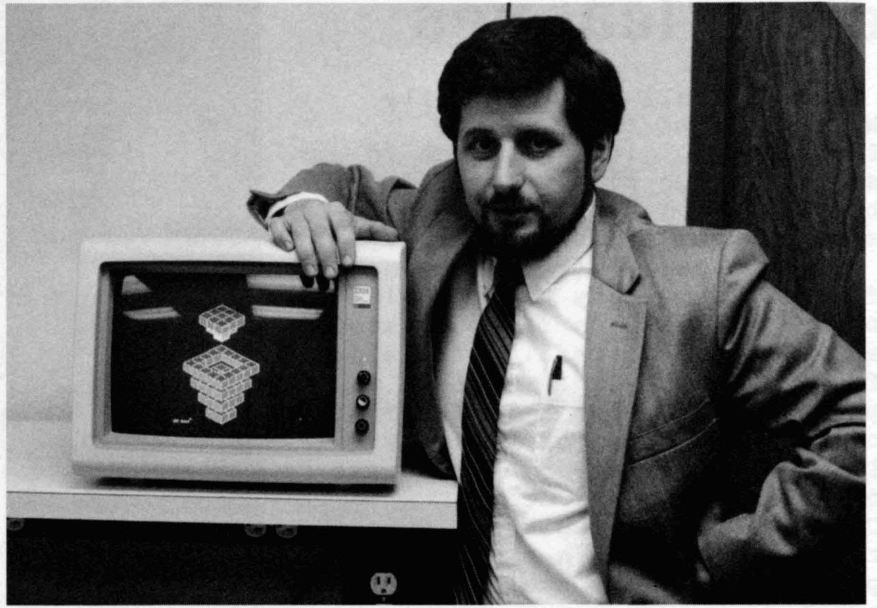
Rob LaTulipe loves a challenge. He works for the day when GSX, the Digital Research graphics extension to operating systems, is adopted as an industry standard. It's a job that has kept Rob's hands full during the past six months.

Rob's market has moved to center stage in the microcomputer arena. The proliferation of graphics software is now staged by the availability of affordable printers, plotters, cameras and graphics screen adaptors, plus the maturity of non-graphics software.

"By marketing GSX, Digital Research will increase the numbers of graphics applications available for microcomputers," Rob said. Applications writers can concern themselves with writing innovative software rather than implementing device drivers for each of the many graphics micros and peripherals. Most leading ISVs know that new applications like Lotus' Symphony and Ashton-Tate's Framework have pushed non-graphics tools to the limit. The next generation of hit software will be graphics-based, like Apple's MacIntosh software. Ultimately, users benefit from the availability of new types of applications."

Digital Research entered the graphics market with a line of applications based on GSX. DR Graph and DR Draw were released during the past year. Both products recently were included with Polaroid's Palette as part of

Rob LaTulipe worked as an independent software vendor specializing in graphics before he joined Digital Research.



Presentation Master, an integrated package that creates slides on a desktop.

The majority of Rob's time is spent marketing GSX to OEMs and ISVs. At present, he is developing a marketing plan for GSX v2.0, which supports raster graphics such as found on the Apple MacIntosh. GSX from v1.0 to 1.3, has already been licensed by more than 70 OEMs. Some of the major manufacturers offering GSX now are AT&T IS, Texas Instruments, DEC, Corona, ACT, NCR, Sony Corp. and NEC Information Systems.

Rob's background prepared him for the task of selling GSX to the technical community. He received an MBA in Data Systems from San Francisco State University. Then he managed the systems analysis group for Bank of Ameri-

ca Corporation's financial research and control department.

Rob then ventured into his own business as an applications writer, specializing in 3D CAD graphics. The software, combined with 32-bit micros and plotters from Hewlett-Packard, was sold by OEMs to architects and construction companies. The experience helped Rob understand graphics and the relationship between ISVs and OEMs.

"The next year is critical to the success of GSX," said Rob. "The major manufacturers, IBM and AT&T, are moving toward the adoption of graphics standards. With two years' engineering experience, a strong marketing team and Digital Research dedicated to GSX, it is well-positioned to become the de facto standard."



## Technical conference presented

Employees from the Austin Development Center visited headquarters for a technical conference the week of July 23. Attendees included (left to right) Suzanne Ferry, transferring from Pacific Grove to assume responsibility for documentation; David Blair, software engineer; and Mary True, staff engineer.

## Conversation

(continued from page 2)

world. GSX provides graphics applications with a hardware independent interface.

For operating systems, there is a variety of lessons we have learned with the implementation of Concurrent CP/M™ and DOS technologies, and these are applicable to the commercialization of UNIX System V. We intend to remain active in the migration of microcomputer operating systems into a mixed DOS and UNIX world.

Several publishers of CP/M and DOS software are expected to announce plans to recompile their products for UNIX System V. A large number of UNIX ISVs are searching for new markets and are developing microcomputer versions

of their product line for Concurrent DOS.

**How does our work for AT&T affect our work for other companies?**

As mentioned earlier, our work with AT&T complements the development of our product line. Our relationship with AT&T is an asset when we talk to other companies. Additionally, most of the OEMs we work with in CP/M and DOS markets have requested Digital Research's participation in their UNIX plans. They are seeking our assistance in the areas of operating systems, graphics, languages and applications. In effect, we are becoming the UNIX experts in the marketplace. Remember, a year ago we literally had no UNIX project.



## BIRTHDAYS

- Aug. 1 David A. Eversz
- 2 J. Michael Bailey, Chris D. Ubick
- 4 Tom Lafleur, Nancy Morrison
- 6 Josefa Purmann
- 8 Annie Medina, Vincent Alia, Bruce Holloway
- 9 Tim W. Peart
- 10 James Soloman
- 12 Susan Burns Mullins, Joseph M. Byrd
- 13 Jeffrey Newman, Gerald K. Ruth
- 14 Darrel Woodhouse
- 15 Kevin Wandryk, Kathleen M. Barret
- 18 Kim S. Ouye
- 19 Anne Tewksbury
- 20 Lowell T. Wolf, Cecilia Lee
- 21 Susan Alcott, Bruce Montague, Dean E. Miller
- 24 Nancy Wood
- 25 Paula Scotti, Douglas W. Goodall, Nancy I. Stewart
- 26 Lionel Williams
- 29 Geoffrey Daniels
- 30 Garret Tollkuhn, Larry Roth, Charles Spitz
- 31 John Foy, Kevin A. Schoch, Georgianne Sloan
- Sept. 1 Peter Van Bratton
- 2 William Koty
- 3 Pauline Collard, John R. Pierce
- 4 Leonard Herbstman, Francis R. Holsworth
- 7 M. Kumi Kawashiri
- 8 Steven L. D'Annolfo, Stephanie Horoszko
- 9 Joseph P. DiMaggio

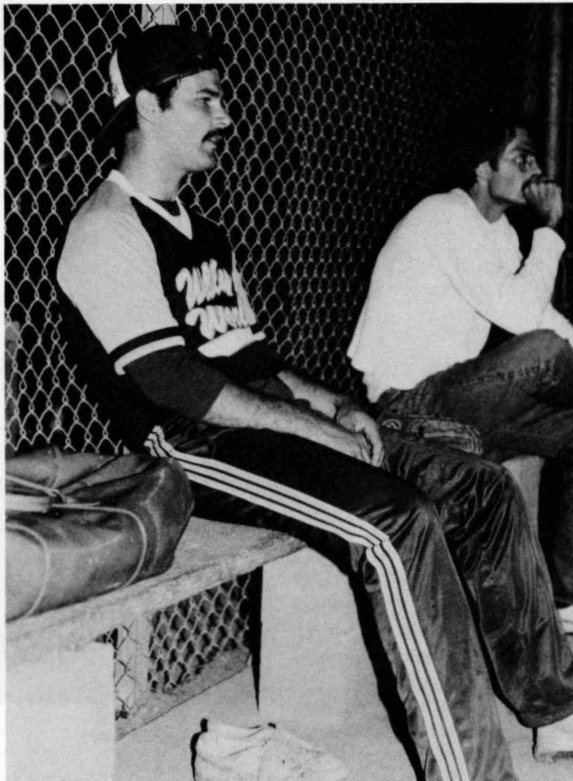
# Company teams enter leagues

Two softball teams -- Wally World and the DREGs -- are fielded by Digital Research in summer league play sponsored by the Parks and Recreation Department of the City of Monterey.

Greg Walberg, director of Manufacturing, manages Wally World, one of 60 teams in five divisions and composed primarily of players from Manufacturing. The team was placed in Division A-1, the most competitive group of the city league. It features the big bats of Mark Staggs and George Chisolm, clean-up hitter. The team played well in exhibition play, losing only two of 10 games.

The second Digital Research team, the DREGs (Digital Research Engineering Group), is managed by engineer Tom Mason. Players from several departments joined the team including Hal Steger, Steve Johnson and Dave Grabel. One of the DREGs' top players is long-legged first baseman Gary Gysin, who batted two home runs in preseason play.

Wally World plays Tuesdays and Thursdays. The DREGs plays Mondays and Wednesdays. Starting times are between 6:30 and 9:30 p.m. Most games are at Jacks' Park in Monterey. Contact team captains for details.



Wally World players Mark Borofka and Gary Knott take contrasting views of the game situation.

**The DREGs**  
 Tom Mason  
 Mike Bailey  
 Dave Beeman  
 Chuck Carroll  
 Gordon Furbush  
 Geoff Nicholls  
 Bill Hertzong  
 Steve Johnson  
 Gary Gysin  
 Tom Saulpaugh  
 Kevin Wandryk  
 Hal Steger

Larry Towner  
 David Scott  
 David Grabel  
**Wally World**  
 Greg Walberg  
 Mark Borofka  
 Rene Ramon  
 Greg Tarola  
 Peter Bratton  
 Dan Jones  
 George Chisolm  
 Jay Alling  
 Mark Staggs

## MEDIA QUOTES

Digital Research's projects with AT&T are receiving quite a bit of ink from the press. Here are samples of press reactions to the announcement of the UNIX System V Library:

"The American Telephone & Telegraph Co., stepping up its bid to carve a niche for itself in the computer field, unveiled a marketing agreement with Digital Research for its UNIX operating system. The agreement calls for the two firms to develop new computer programs, or software, for operation in conjunction with AT&T's UNIX System V.

**New York Post, Jan. 19, 1984**

"The UNIX System V Library will contain application programs that have been developed by independent software vendors and have been tested by Digital Research for error-free operation in the UNIX System V environment...

AT&T will jointly develop the testing procedures and quality standards needed to receive official approval from the two companies. Both companies will market the packages..."

**Electronic Engineering Times, Jan. 30, 1984**

"Digital Research Inc., Pacific Grove, Calif., recently netted a contract with AT&T Technologies Inc... Digital Research will jointly develop a commercialized UNIX System V operating system with AT&T and participate in a committee that will approve independent software vendor applications for inclusion in a UNIX System V Library that both companies will sell..."

**Mini-Micro Systems, February, 1984**

"On its own, DRI has already built and marketed similar applications libraries for its own CP/M operating system and for the IBM Personal Computer.

'AT&T needs DRI to help them with merchandising in the future,' said Jean Yates of Yates Ventures. 'UNIX, combined with a friendly user interface, will eventually be a retail product. This kind of library, being announced when it is, indicates that AT&T really plans to have its act together when that time comes.'

**Computer Systems News, Jan. 16, 1984**

"The joint applications library project was presented as primarily an applications software distribution channel for independent software developers with UNIX-based applications.

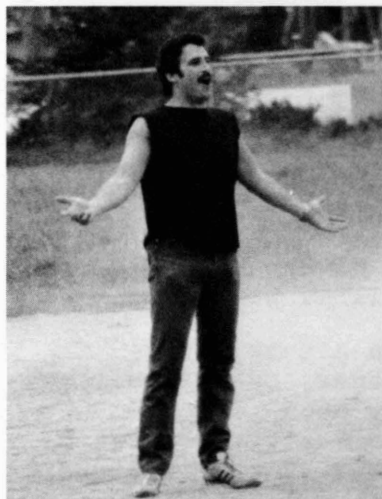
The UNIX (System V) Library is not intended to be a development library, but a vehicle for marketing independent software vendors' packages in end user markets.

**Computer Age Software Digest, Jan. 27, 1984**

"Digital Research plans to regain market share from 16-bit computer software competitors with new alliances with major computer, communications and semiconductor firms. The focus of these efforts will be to be prepared for the widespread adoption of 32-bit desktop machines and applications based on AT&T Bell Labs' UNIX operating system. New Digital Research allies include Intel and Motorola, IBM, and AT&T..."

**Technology Update, February, 1984**

## Lighter moments



# How to handle those unsolicited calls

## Memo from Technical Support Manager Marion Brown

As a result of the recent reorganization of Technical Support and Sales Support there have been some changes in the way customer calls are handled. If you receive a customer call that you think should perhaps be transferred to Technical Support you will need to know the following information. If we all understand DRI's policy for servicing customers the customer will get better service.

## By Joe Byrd, Technical Communications Manager

June 5 Sales Support was dissolved and the functions of that department were taken over by Technical Support and Order Administration. Most of the permanent Digital Research employees were offered positions in those two departments.

Digital Research is focusing its corporate assets to provide a high quality, paid technical support program for those who need it instead of providing a lower quality of support to everyone at no charge. This means that only those who need and use a high level of support are asked to pay for it; customers who do not need it are not forced to pay for it anyway through higher prices.

Customers who call Digital Research are offered free Warranty Support if they have a defective product. If customers wish to ask a technical question or report a product deficiency, they can purchase technical support or submit a Software Performance Report (SPR) in writing.

Callers to Digital Research will hear a recorded message explaining the Warranty Support policy and the Professional Programmer Support (PPS). This new system will allow more telephone lines to be opened for customer calls.



Barbara Norman, right, oversees an order processing group that includes, from left, Victor Ruiz, Adrienne Gale, Stephanie Horoszko and Keith Sharon (not in photo).

The Technical Support Center will continue to provide free technical and presales support to dealers, distributors and OEMs. Customers are referred to dealers for answers to basic questions about products. Dealers can then call Digital Research if they need help in answering these questions.

Order Administration handles order placement, order status, shipping information and inventory stock status. American Discount Dialing Service (ADDS) supplies literature to customers and dealers as well as information on the location of the nearest dealer.

## By Alan Crockett, Order Administrator

In addition to Joe's report outlining the reorganization of Sales Support and its impact on Technical Support, I want to add some information to clarify how Order Administration has expanded

its functions by absorbing some of the Sales Support/Order Services staff.

The Order Processing group is headed by Barbara Norman and is responsible for input of all retail, OEM, foreign subsidiary, in-house and field sales office orders. These orders are entered to the new Management Information System known as IMS (Interactive Management Systems). Working with Barbara are Victor Ruiz (retail), Keith Sharon (foreign) and Stephanie Horoszko (OEM).

Expanded functions of Order Administration also include control and maintenance of product and pricing files, and customer master files (Debbie Dowland). OA also is responsible for QA and monitoring of OEM contract deliverables (Daisy Perez), generation of corporate sales analysis reports, booking, backlog and shipping statistics and monitoring and control of MIS OPISA data integrity.

# Information about books, magazines offered on VAX

## By Joe Byrd

The Digital Research library card catalog is now available through three of the VAX computers.

Just enter Mickey, Donald or Scrooge, type the command LOOKING and then type in the subject or title of the book that you are searching for. If a match is found, you will see the information about that book as the system continues to search for more books that match.

Another on-line feature of the library is the DIALOG Information Retrieval Service. DIALOG is the on-line computerized searching tool that provides access to more than eight million references to journal and newspaper articles, conference papers and reports covering all areas of science, technology, business, medicine, social science, current affairs and humanities.

Two of the most frequent users of DIALOG are the Legal and Marketing Departments. The Legal Department does trademark searches on DIALOG and saves an estimated \$20,000 a year that an outside agency would charge for the same service. Marketing uses DIALOG to search for information on product market share, adver-

tising expenditures and computer retailing.

The library also is a member of the California Union List of Periodicals (CULP), a service for finding periodicals and serials in California libraries. CULP members include public, special, community college, and state and federal agency libraries. This service allows employees to borrow materials from other member libraries through an interlibrary loan request.

These are just some of the activities that keep the library an active and dynamic part of the Technical Support Center. If you need any of these services, contact librarian Lucy Diaz at extension 7274 or stop by for a visit at the library next to Personnel at 160 Central.

An added note about Lucy: As a volunteer Lucy has organized and established the library at the soon-to-open Monterey Bay Aquarium. The system is automated and on-line, similar to the Digital Research library. But subjects of the books in the aquarium library are a little different: aquarium science, sea animals, fishes, chemistry, geology. Lucy earned a unit of credit from Harnell College for the five-month project.



## DIGITAL DIALOGUE

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NWS 103-004

**Mark Your Calendar**  
Fourth Quarter and Fiscal Year '84  
Annual Meeting  
Monday, Sept. 24 -  
Steinbeck Forum

# Financial experts head list of hirees

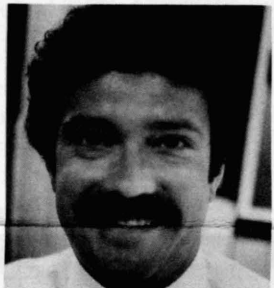
The microcomputer industry creates some unique challenges for people like Jean Wood, Digital Research's newly appointed assistant controller. "Accounting for the retail, OEM and manufacturing areas is an enormous job," Jean said.



Jean was faced with similar chores during the past four years at Coopers & Lybrand in San Francisco.

As an example of the complexity of her assignment, Jean notes that software typically is sold to OEMs before it is fully developed. This creates a challenge from a revenue recognition standpoint. In essence, the company is receiving revenue for ideas. That revenue is not earned from a financial standpoint until the idea becomes a product. The job calls for the kind of expertise possessed by Jean who helps Pete DiCorti and Linda Singletary manage the growing accounting department. Jean received a degree in economics from Stanford University. She earned her CPA credentials while working at Coopers & Lybrand.

Anyone who has ever itemized his or her taxes can relate to the job faced by Tom Keese.



As director of taxes, Tom is responsible for the complex tax position of Digital Research. He deals with reams and reams of complex tax law, a task complicated by Digital Research's operations in England, Germany, France and Japan.

"Each country has its own method of taxation," explained Tom, who specializes in international tax law.

To minimize Digital Research's tax burden and help manage the company's predicted growth, Tom will be establishing an international tax structure for the company.

The financial expert received valuable experience for his present assignment during his three years stint as an international tax manager for Peat Marwick, Mitchell & Co. He also has worked as a tax attorney for Ruffo, Ferrari & McNeil in San Jose and at Touche Ross & Co. in Wisconsin.

Tom received a degree in finance from the University of Iowa School of Business and continued his education at the university earning a master's degree in accounting. He also received a law degree from the University of Iowa. While he was a law student, he worked as managing editor for the university's Journal of Corporation Law.

Chris Ray's enthusiasm for Digital Research's retail opportunities is infectious. As branch manager for the Palo Alto office, Chris can contribute significantly to the company's retail success.



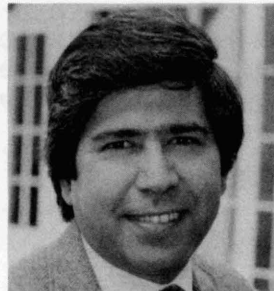
"The potential for retail sales of Digital Research products is staggering," Chris said. "We have made a strong commitment to develop our retail trade, and there is a tremendous amount of microcomputer business in Northern California and the Northwest states.

Although there are hundreds of dealers in the Bay Area, Chris is concentrating his efforts on chains and franchises. He is assisted by Steve Kinglsey, formerly involved in dealer programs at headquarters and now a retail sales representative in Palo Alto.

Chris came to Digital Research from Morrow Designs, a computer peripheral manufacturer. Beginning as a sales representative, Chris worked his way up to Northwest regional sales manager. His area included roughly the same territory he covers for Digital Research.

Chris graduated from Trinity College in Hartford, Conn. with a degree in psychology.

Digital Research continues to make a high investment in computer equipment each year. Acquisition of this equipment and planning for future purchases are the concerns of Harsh Mehra, director of Data Processing.



Harsh oversees the development of computer software for Accounting, Order Processing and Manufacturing -- areas faced with an increased workload as a result of company growth. "My goal is to help manage the phenomenal requirements of growth without hindering our research efforts," Harsh said.

The Data Processing Department itself illustrates the challenge of growth. The department has acquired four VAX minicomputers from Digital Equipment Corp., three within the last year.

Harsh formerly managed computer services for FMC Corp. He graduated with a degree in agricultural engineering from the University of Udaipur in India and received a master's degree in business administration from the University of Toronto. Harsh also earned a master's degree in mechanical engineering from the University of British Columbia.

When Wade Shaw decided he wanted an engineering job in the field of microcomputers, he thought first of Digital Research. It was only natural.



Wade was involved in the development of language compilers for mainframes, and he knew Digital Research was a leader in the development of microcomputer languages.

Just as Wade decided to seek employment in the micro industry, the Austin Development Center was opened. He applied as engineering manager for language projects and was hired. The Center gave him the opportunity to advance without leaving the area. "We are working on products important to the introduction of the next generation

of microcomputers," Wade explained. "The languages provide the groundwork necessary for a successful introduction of new hardware."

Wade managed the development of language compilers and spreadsheets. Prior to that, he was project manager in the development of communications hardware at Austron Inc. Wade also helped develop data base applications as a senior programmer for Intel Corp.

Wade received a bachelor's degree in mathematics from the University of Texas at Austin and a master's degree in electrical engineering at the Massachusetts Institute of Technology.

A lot of interesting things are happening for Digital Research in Texas. And one of the people making them happen is Larry Wolfe.

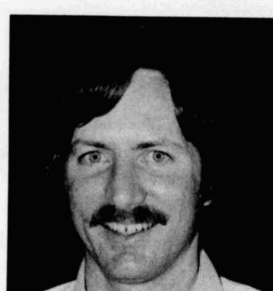


Larry has joined the company's Austin Development Center as director of engineering. In that capacity, he oversees an operation important to the long-term growth of Digital Research.

Larry has been busy hiring managers for projects transferred from Digital Research headquarters on the Monterey Peninsula. Employees are hired locally from a large pool of engineers who have settled in the area.

Staffing is something Larry performed as part of his duties with Execucom Systems Corp. He was director of research and development for the company which created financial management software. Before that, Larry worked as a communications specialist for Honeywell Information Systems and at the University of Texas, where he received a degree in computer science.

Randy Alexander represents the prototypical engineer hired for the Austin Development Center. He is experienced, well-schooled and an expert in mainframe technology.



Randy brings a strong background as a compiler designer and manager to his job as senior staff engineer. His duties include the development of language products and tools for the next generation of microcomputers.

"Some of the most interesting research is occurring in the field of microcomputers," Randy said. "Digital Research happens to be one of the companies pioneering the field and pushing hardware technology to its limit."

Randy was a project manager involved with technical support for TI's Personal Computer. During most of his nine years with TI, Randy worked with language projects. His language development includes a COBOL compiler for TI Advanced Scientific Computer (a mainframe that was a precursor of the supercomputers such as the Cray), a cross-assembler and link editor for military computers, and a Pascal compiler and BASIC interpreter for the TI 990 minicomputer. He graduated from the University of Texas at Austin with a degree in computer science.

## Garden Court move proceeds

The final phase of Digital Research's move to a new corporate headquarters at 60 Garden Court in Monterey will begin with the completion of Building C scheduled for mid-October. Some departments, including Data Processing and Facilities, are moving their equipment from 160 Central Ave. to the Garden Court site in August.

The Facilities Department will occupy the former KMST-tv building at 46 Garden Court. Part of that structure will be used by Administrative Services as the new center for mail traffic, Panafax and Telex services. Other portions will be designated for maintenance personnel and storage.

Location assignments also have been made for Building C, the third and final structure to be completed in the 60 Garden Court headquarters complex.

Data Processing and its computer facilities are allotted the west wing of the first floor for its four VAXes. Plans allow for the eventual addition of three VAXes and a complex data storage network.

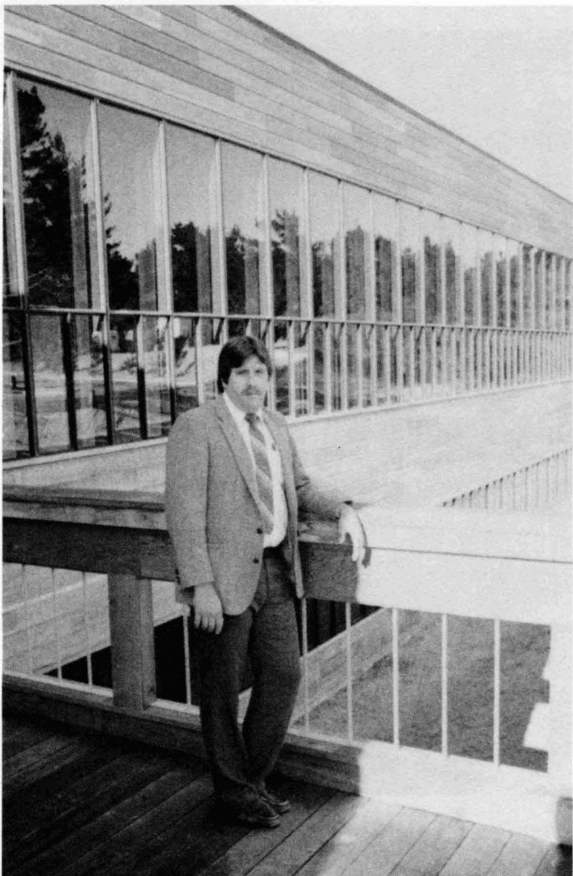
The east wing of the first floor is dedicated to Accounting and Personnel, two departments which have grown far beyond their present space allocations at 160 Central.

Technical Publications and product marketing departments (Hardware and Languages, Graphics and related products, Product Merchandising) will occupy the west wing of the second floor.

Located in the east wing of the second floor will be the Legal and Corporate Communications Departments and Corporate Administration.

"Every department will have both enclosed and partitioned offices," said Mark Staggs, manager of facilities. "The partitioned offices allow us to accommodate additional employees."

The potential parking problem at the new site has been alleviated with the addition of 43 parking spaces behind Building C and a smaller lot underneath one wing of the structure. There are now 407 parking spaces at the site.



Mark Staggs, manager of Facilities, happily announces imminent completion of Building C at 60 Garden Ct.

August 1984



The Austin Development Center was opened earlier this summer with the assistance of, left to right, (front row): Allen Beebe, manager of the center; Wade Shaw, languages manager; Bill Davis, branch sales manager for the Dallas office; and Fred Langhorst, strategic planner. (Middle row): Larry Wolfe, director of engineering; and Randy Alexander, senior engineer. (Back row): Lee Cook, Austin Chamber of Commerce president; John Rowley, Digital Research president; and John Trevino, mayor protem of Austin.

## Austin center capitalizes on area's growth potential

A new Digital Research engineering facility in Texas gives the company a base in a geographic area with significant microcomputer development.

The Austin Development Center was opened in early June so the company could work more closely with clients located in the region and could use the personnel resources located there. Allen Beebe, formerly head of Systems Software in Pacific Grove, manages the new facility.

"The Austin Development Center is an exciting opportunity for Digital Research to enter new fields of research," Allen said. "It physically positions us next to the development divisions for major manufacturers including Motorola, IBM, Texas Instruments and Intel. The center is chartered to become a hub of engineering on a par with Monterey headquarters, except we will be addressing potentially different projects in the field of microcomputers."

To begin with, Allen and his troupe are busy meeting obligations to companies located in Austin. These projects were transferred from headquarters and involve the development of language compilers for the next generation of microcomputers.

No engineers were transferred during the first phase staffing for the Austin Development Center. Instead Allen has built an entirely new engineering department from scratch. He has acquired the services of Larry Wolf

as director of engineering and Wade Shaw as a manager of one of the larger projects.

Both managers joined Digital Research from Execucom Systems Corp., where they worked on similar types of projects. They immediately set out to hire some of the most talented engineers in the area to help complete the projects on schedule. They were busy recruiting even before the new center opened.

By the end of June, some 14 engineers were hired. Allen expects the number to grow as the center takes on more duties.

"We received a large number of resumes from highly qualified people for the few positions available," said Allen. "The center has produced the unexpected benefit of helping the company's overall recruitment efforts."

Allen expects the center to become a self-sufficient operation that independently seeks new assignments from manufacturers in the region. Further, there are several long-term research projects on the drawing board.

"This is the first time Digital Research has supported an engineering facility outside its Monterey Peninsula headquarters," Allen said. "The move is important in several noteworthy ways. It allows us to draw on talent of other areas, and it permits diversification into different projects that contribute to the success of Digital Research."

## Couriers speed mail to Palo Alto

A courier service is providing Digital Research employees with overnight delivery of mail between company offices in Palo Alto and Pacific Grove.

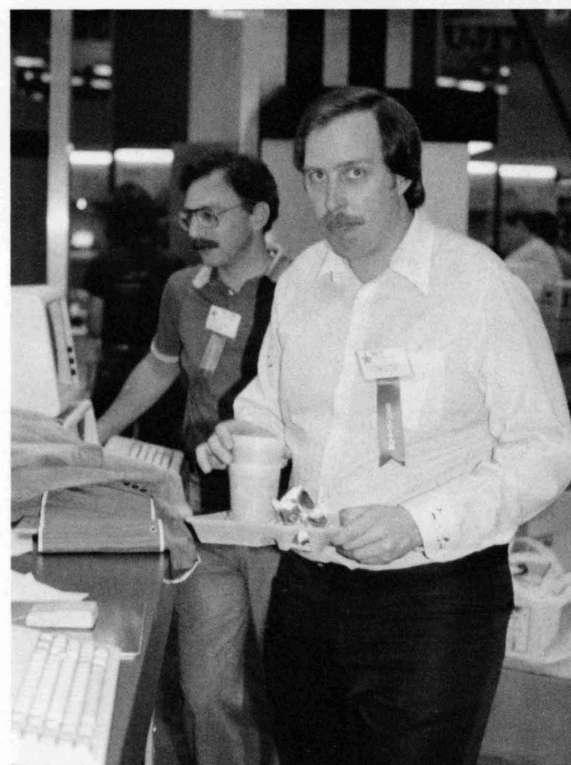
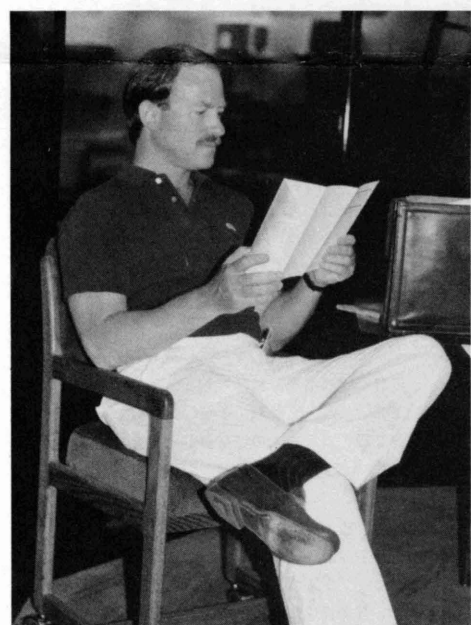
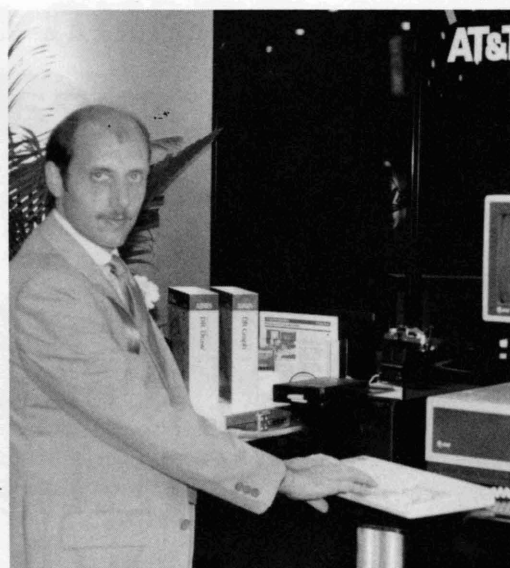
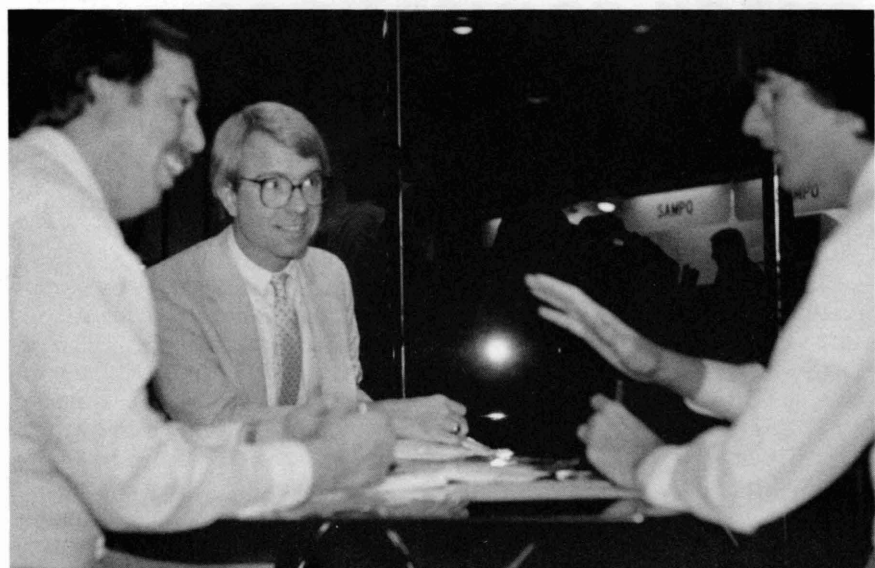
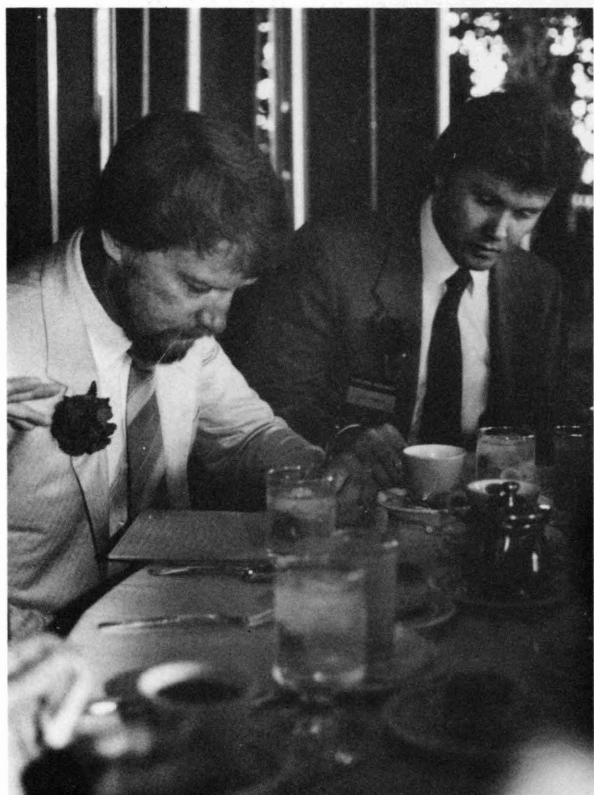
Peninsula Mail Messenger Service picks up packages and letters at Administrative Services, 167 Central Ave., 4 p.m. daily and delivers them to Palo Alto that evening. Mail from Palo Alto is picked up that same evening and delivered to Pacific Grove by 8:30 the next morning.

"The courier service is an economical method of delivery between the World Trade Division in Palo Alto and headquarters in Pacific Grove," said Kristen Wynn, communications and mail coordinator in Administrative Services. "Until now, packages

were sent out singly by each department. The cost was at least four times as high as the service we now use."

Kristen said anyone within the company may use the couriers. Letters or memos must be placed within specially labeled manila envelopes (available from Administrative Services). Packages too large for the envelopes are delivered as long as their destination is clearly marked. There is no limit in size or quantity.

"The overnight delivery substitutes for other mail services," Kristen said. "The service has helped us centralize communications between the two offices. We also recommend using it instead of FAX or Telex communications."



## Digital Research at NCC'84: a photographic overview

Pictured here are a few of the highlights from the National Computer Conference, an annual trade show presented this year, July 9 - 12, in Las Vegas, Nev. Digital Research's participation was coordinated by

Corporate Communications with the assistance of Consultant Connie Maysonave and many Digital Research employees.