

## Background



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### **ASHTON-TATE BACKGROUND Macintosh Software Division**

Based in San Jose, California, Ashton-Tate's Macintosh Software Division was formed in February, 1988, to provide a focused effort in building a solid presence in this marketplace. The division has total responsibility for development of new Macintosh products and currently offers software in four applications areas – database, spreadsheet, word processing and graphics – providing Macintosh users leading-edge solutions to their productivity needs. The division now boasts a 50-person development, marketing and support organization committed to making Ashton-Tate a leader in the Macintosh business applications software arena.

During a February 10, 1988 press conference heralding the Division's formation, John Sculley, Apple's chief executive officer said, "Ashton-Tate is delivering a quality family of business software for our latest generation of Macintosh products." He added, "Ashton-Tate's strong worldwide sales and distribution organization will benefit Apple in our efforts to further penetrate the business market with the Macintosh. We are extremely excited about Ashton-Tate's commitment to the Macintosh and we look forward to continuing our long and mutually beneficial relationship with them."

Since shipping its first product for users of the Macintosh personal computer in 1987, Ashton-Tate has released a succession of software packages designed specifically for the Mac environment. Between 1985 and 1988 Ashton-Tate made four strategic acquisitions to launch its Macintosh product line: dBASE Mac; FullWrite Professional

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and Full Paint from Ann Arbor Softworks; and Full Impact from Encore Systems, Inc. All of these products presently work together, and will form an even closer-knit family in future versions.

The company markets its products through an extensive distribution network, including retail dealers, value-added resellers (VARs) and hardware and software vendors.

### Products

**FULL IMPACT** is a full-featured, multi-function spreadsheet product for users of the Macintosh computer that combines analytical power with superior presentation/business report capabilities. It includes complete implementation of the graphic interface; a mini-word processor to create text paragraphs as large as one page; superior formatting and graphics; an extensive macro language support and a wide range of import-export capabilities. The product is now available, at a suggested retail price of \$395.

**FULLWRITE PROFESSIONAL** is a state-of-the-art, second generation word processor for business and professional users of the Macintosh computer. It combines the features of three separate applications -- word processing, desktop publishing and graphics -- in one completely WYSIWYG program that allows users to create and manipulate text and graphics. The suggested retail price is \$395.

**dBASE Mac** is a relational DBMS for the Macintosh computer that is easy to learn and has the power and flexibility to accomplish a variety of data management tasks without programming. An advanced procedural language provides applications developers with a powerful programming tool. The suggested retail price is \$495.

**dBASE Mac RUNTIME**, an execute-only version of dBASE Mac, enables developers to distribute custom applications developed with dBASE Mac on a cost-effective basis. dBASE Mac RunTime, including a full version of dBASE Mac, is priced at \$795. The RunTime upgrade alone is \$300.

**FULLPAINT** is a critically-acclaimed graphics generator that provides full screen painting capability and high performance. Multiple files, scrolling tools, movable and able to hide tool palettes and a familiar interface make FullPaint the premier paint

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program in the Macintosh environment. Developed by Ann Arbor Softworks, the program quickly became a Macintosh standard upon its release in 1986. It carries a suggested retail price of \$99.

### **Management and Product Development Teams**

**Terence J. Garnett**, vice president and general manager, Macintosh Software Division, joined Ashton-Tate in July 1988 from Reliance Holdings, Inc. Prior to that, he was a consultant in the electronics practice at McKinsey and Co. in New York. He has also served as president and chief executive officer of Lightyear, Inc. of Santa Clara, Calif., a developer of decision support software for personal computers, and has held product planning and manufacturing management positions at Tandem Computers, Inc. Garnett earned his B.S. degree in Business Administration and Computer Science from the University of California, Berkeley; and his M.B.A from the Stanford Graduate School of Business.

**Barry Smith**, marketing director, joined Ashton-Tate in September 1988 and oversees all marketing activities for the division. Previously, he was director of business development and international for IntelliCorp, Inc. of Mountain View, Calif; and vice president of marketing with Lightyear, Inc. Barry spent four years at Apple Inc., as director of marketing for the Lisa Division and subsequently was responsible for the 100-day Macintosh launch. Prior to joining Apple Inc., Barry was a senior consultant in the technology practice of TECSI based in Paris, France and spent four years at Intel where he managed the development of system software for the 8080 microprocessor. Smith holds an M.S. degree in Management from Stanford Graduate School of Business, an M.S. degree in Computer Science from Stanford University, and a B.S. degree in Math from the University of California at Davis.

**Scott Wiener**, senior scientist, founded Ann Arbor Softworks in 1983, where he managed and provided inspiration to a team of programmers whose first critical success was Full Paint. Wiener's group also created Ashton-Tate's second generation, state-of-the art word processor, FullWrite Professional. With the acquisition of Ann Arbor Softworks in February 1988, Wiener joined Ashton-Tate's Macintosh

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development team to provide strategic direction and vision for future products.

**Randy Wigginton**, senior scientist, joined the company in September 1988 after founding and managing Encore Systems, Inc. of Campbell, Calif. At Encore, Wigginton was the creative force behind the development of Full Impact, Ashton-Tate's presentation spreadsheet for the Mac. Wigginton joined Apple Computer, Inc. in 1977 as their first programmer, and worked with Steve Wozniak developing the Apple II. He was one of the core technical members of the early Macintosh development team and authored its first word processing software program, MacWrite.

### **Ashton-Tate Corporation**

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software in six major categories: database management systems, with industry-standard dBASE IV, dBASE IV Developer's Edition, dBASE III PLUS, dBASE III PLUS LAN PACK, RapidFile, dBASE Mac and dBASE Mac RunTime; business graphics, with the MASTER GRAPHICS Series, PRESENTATION PACK, the Ashton-Tate Graphics Service, DRAW APPLAUSE, and FullPaint; word processing, with MultiMate Advantage II, MultiMate Advantage II LAN, and FullWrite Professional; integrated decision support software, with Framework III; spreadsheet, with Full Impact; and desktop publishing, with Byline. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations, and government agencies.

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**Editor's Note:** Ashton-Tate's Macintosh Division is located at:

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