ASHTON-TATE INTRODUCES "DRAW APPLAUSE," STATE-OF-THE-ART PRESENTATION GRAPHICS PRODUCT

SAN FRANCISCO, Calif., January 26, 1988 -- Ashton-Tate Corporation (NASDAQ: TATE) today began shipping DRAW APPLAUSE, a state-of-the-art presentation graphics product that provides more power, flexibility and artistic capability than other stand-alone presentation graphics products.

DRAW APPLAUSE is designed to take advantage of the powerful new generation of personal computers represented by IBM's Personal System/2 family and other 286/386-based systems. With a suggested retail price of $495, it offers an easy-to-use graphic interface that is revolutionary for presentation graphics products in the DOS world.

DRAW APPLAUSE meets the creative charting requirements of a wide variety of users. Entry level users can quickly create a broad range of charting capabilities. Intermediate users can take advantage of the drawing board to enhance their charts with 125 full-color images in the DRAW APPLAUSE gallery. Advanced users can create graphic arts-quality visuals through DRAW APPLAUSE's sophisticated special effects, unlimited color selections and powerful drawing and editing capabilities.

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Output devices for DRAW APPLAUSE include laser printers, plotters, film recorders, and the recently introduced Ashton-Tate Graphics Service for 35 mm slides, transparencies and prints.

The Ashton-Tate Graphics Service provides direct, on-line capability to produce full-color, 35 mm professionally-mounted, pin-registered slides; full-color transparencies and prints or black-and-white prints. It offers a cost-effective, efficient way for DRAW APPLAUSE users to produce high-quality slides previously available only on expensive graphics equipment.

DRAW APPLAUSE is the first completely new graphics product from Ashton-Tate since its October 1986 acquisition of Decision Resources. It will soon be available at Ashton-Tate's more than 5,700 authorized resellers in the U.S. and Canada.

"DRAW APPLAUSE provides a unique combination of superior-quality output, high-end features and an easy-to-use graphic interface that is perfect for today's leading edge computers," said Ralph Watson, manager of Ashton-Tate's Presentation Business Unit. "With DRAW APPLAUSE and the corporate-standard products in our MASTER GRAPHICS Series -- CHART-MASTER, SIGN-MASTER, DIAGRAM-MASTER and MAP-MASTER -- Ashton-Tate now offers customers a complete graphics solution."

DRAW APPLAUSE lets users import and enhance images from other personal computer graphics products (including Ashton-Tate's MASTER GRAPHICS Series and PRESENTATION PACK) and to import Lotus .WK1 and .DIF files (including Ashton-Tate's industry-standard dBASE III

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PLUS). Customers can also import and export Computer Graphic

Metafiles (CGM), a standard code format for computer graphics

products that allows DRAW APPLAUSE to exchange files with other

microcomputer and mainframe graphics products.

The robust business graphics capability of DRAW APPLAUSE

automatically creates data-driven line, bar, pie and area charts,

automatic data tables, and has the ability to combine different chart

types. It allows users to select from advanced features such as

three-dimension and double y-axes charts.

The product's automated text charting provides fill-in-the-blank

templates, custom template creation, complete text control, and

highlighting with rules and boxes.

Offering a superior drawing board, DRAW APPLAUSE supports color

gradations, special effects and the use of lines, rectangles, arcs,

wedges, circles and free-form drawing. DRAW APPLAUSE offers

top-quality WYSIWYG (what-you-see-is-what-you-get) and more colors

than other stand-alone packages, with up to 256 colors displayed at

one time from a choice of 16.7 million. In addition, a distribution

feature includes color sweeps between objects and gradated

backgrounds. Halos, text spirals and color spectrums all can be

created using this advanced graphics feature.

The graphics software lets files be batched for automatic output

to a monitor, printer, plotter, camera or to the Ashton-Tate Graphics

Service. This feature allows users to give a presentation on the

monitor (and specify delay and number of copies of the graphic) and

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to process a number of graphics for output without queuing each one manually.

Available at a suggested retail price of $495 in either 5 1/4-inch or 3 1/2-inch disk versions, DRAW APPLAUSE runs on the IBM Personal Computer/XT, PC/AT or compatible systems with a hard disk, and the IBM PS/2 or compatible systems. The product requires PC-DOS Version 2.0-3.2 for the 5 1/4-inch disk version and PC-DOS Version 3.30 for the 3 1/2-inch disk version.

Display options include the IBM Enhanced Graphics Adapter (EGA) or 100 percent compatible, with a minimum 128K of memory and the IBM Enhanced Color Display; the IBM Professional Graphics Display and Controller or 100 percent compatible; or the IBM PS/2 Display Adapter with PS/2 Color Display or 100 percent compatible. Input options include the IBM PS/2 Mouse, Microsoft Mouse (serial version), Mouse Systems PC Mouse, Summagraphics Summamouse, and Summagraphics Summasketch Tablet (models MM1201 or MM961).

DRAW APPLAUSE provides high-quality color printer output. Printers supported include: Epson EX-800, FX-80, FX-86E, FX-100, FX-286E. RX-80; Hewlett-Packard LaserJet, LaserJet Plus, LaserJet Plus 500, LaserJet Series II, ThinkJet 2225C; IBM Proprinter, Proprinter XL, 5152, 5182; QMS ConceptWriter, Tektronix 4696; and the Xerox 4020 and 4045. Plotter and film recorder supports includes the Hewlett-Packard 7440A, 7470A, 7475A and 7550A; IBM 6180, 7371 and 7372; and the Matrix Instruments PCR film recorder.

To use DRAW APPLAUSE with the Ashton-Tate Graphics Service, users can relay graphic output by modem directly from their personal computer via a toll-free telephone number. Using a site code, users automatically are connected to the Ashton-Tate Graphics Service with a single keystroke.

For normal turnaround slide service, DRAW APPLAUSE images received by the Ashton-Tate Graphics Service before Noon local time (local to the user's site) on any business day (excluding holidays) will be delivered the next business day via overnight air courier. Images received after Noon local time on any business day (excluding holidays) will be processed the following business day and will be delivered via overnight air courier on the second business day after they are received by the Ashton-Tate Graphics Service.

Saturday delivery, rush and volume orders require users to contact the Ashton-Tate Network Controller in advance to make arrangements and to determine additional delivery fees, if any. Rush orders include any images received after Noon local time for delivery the next business day.

Like Ashton-Tate's dBASE family of database management systems and the MultiMate word processing line, MASTER GRAPHICS products are corporate standards. According to Computer Intelligence statistics recently published by Computerworld, MASTER GRAPHICS products account for 40 percent of the presentation graphics products used by Fortune 1000 companies -- twice the share of any other graphics product. Overall, there are more than 250,000 MASTER GRAPHICS users.

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CHART-MASTER, which enables users to create bar, area, pie and line charts, is $375 for 5 1/4-inch disks and $395 for the Premium Pack (both 5 1/4- and 3 1/2-inch disks). SIGN-MASTER, used for word charts, tables and signs, is $245 for 5 1/4-inch disks and $265 for the Premium Pack. DIAGRAM-MASTER, which creates organization and Gantt charts and custom diagrams, is $345 for 5 1/4-inch disks and $365 for the Premium Pack. MAP-MASTER, the first data-driven mapping software for presentation-quality output, is $395 for 5 1/4-inch disks and $415 for the Premium Pack.

PRESENTATION PACK, which incorporates CHART-MASTER, SIGN-MASTER and DIAGRAM-MASTER in one package, is available in either 5 1/4-inch or 3 1/2-inch versions for $495.

Ashton-Tate is one of the largest worldwide developers and marketers of microcomputer business applications software. In addition to its graphics products, the company markets leading products in database management with industry-standard dBASE III PLUS, dBASE Mac and RapidFile; word processing with MultiMate Advantage II and MultiMate Advantage II LAN; integrated software with Framework II, 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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