

Jim [unclear]

LYDIA'S STAFF MEETING ATTENDEES:

Jeanne Jalan
Marti Colwell
Suzette Cavanaugh
Mike Stone
Eric Kim
Marilyn Johnson
Tomas Flores
Layne Derrick

FROM THE DESK OF:

Jeanne Jalan

4/20/87

*FYI -
I've attached a copy
of the news release
on dBASE Direct/36
(or Trailblazer) that was
announced in Europe.*

Jeanne



PRESS INFORMATION

contact: Jacqueline Hogg/Martin Preston
Penn Communications Limited,
Telephone: 01-840-7200.

31st March 1987

ASHTON-TATE ADDRESSES THE MINI COMPUTER

MARKET WITH dBASE DIRECT/36

Ashton-Tate, the leading producer of PC business software, today announced dBASE DIRECT/36, its first product for the minicomputer market.

Developed in the UK, dBASE DIRECT/36 is an extended command set for dBASE III PLUS giving direct access to files held on a System/36, to a format and field level.

Using dBASE DIRECT/36, dBASE III PLUS programmers can access information stored on a System/36 without requiring any System/36 programming knowledge.

Users of PCs linked to a System/36 through 5250 emulation can select, sort, analyse, report on and download data on the System/36 using dBASE III PLUS and the extended command set of dBASE DIRECT/36.

The key benefit to the user is far greater flexibility and speed of data manipulation, and interrogation of the amassed data from the System/36 using dBASE III PLUS functionality on the PC.

Paul Sloane, Managing Director of Ashton-Tate UK Limited, said "This is Ashton-Tate's first product for the minicomputer market. dBASE DIRECT/36 will make a significant contribution in saving time and money in any company that needs to access and report information held in a minicomputer.

"We are also very proud that such an important product is the first to have been developed entirely in the UK." he added.

The product has been developed by a small British team of experienced applications developers based at the company's European headquarters in Maidenhead.

"The IBM System/36 is very popular in the UK and Europe, it therefore seemed appropriate to develop dBASE DIRECT 36 here in the UK as it will immediately address the demands of the European market." said Sloane.

dBASE DIRECT/36 requires 5250, Enhanced 5250 or Remote 5350 terminal emulation, SSP release 5, PC Support/36 and the Interactive Data Definition Utility on the System/36. The PC requires DOS 2.0. or above. 640k memory, dBASE III PLUS and dBASE DIRECT/36.

One copy of dBASE DIRECT/36 will be required for each IBM System/36 and a copy of dBASE III PLUS is needed at the PC.

dBASE DIRECT/36 retails at £1,500 and is available from Ashton-Tate Business Centres (ABCs) and IBM mini computer agents.

For further information, please contact : George Fletcher, UK Marketing Manager, Ashton-Tate UK Limited, Oaklands, 1 Bath Road, Maidenhead, Berks. Telephone: (0628)33123.

Press contact: Jacqueline Hogg/Martin Preston, Penn Communications Ltd, 11-12 The Green, Ealing, London W5 5DA. Telephone: 01-840 7200.