

News



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At COMDEX, Booth #H7832

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ASHTON-TATE ACTIVE AT COMDEX/Fall

New products, promotions and dBASE applications
will be on display in booth #H7832

TORRANCE, Calif., November 6, 1989 -- Ashton-Tate

Corporation (NASDAQ: TATE) will highlight a number of new products, promotions and dBASE applications at next week's COMDEX trade show. The company will be in the Las Vegas Hilton show area, in booth #H7832.

"COMDEX is an excellent forum for customers to see all that's new at Ashton-Tate," said Edward M. Esber, Jr., Ashton-Tate's chairman, president and chief executive officer. "We're pleased to demonstrate a beta version of dBASE IV version 1.1; show three new products from our Applications Group -- MultiMate version 4.0, APPLAUSE II and Control Room; explain new capabilities in Framework III, and offer a look at dBASE applications developed by 18 independent software vendors."

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While at the Ashton-Tate booth, resellers, corporations and end-users can:

- * Pick up invitations to free technical sessions on dBASE IV. These will take place on Tuesday, Wednesday and Thursday during 90 minute sessions from 9:30 a.m. until 5 p.m. at the Aladdin Hotel. These sessions will focus on high-level specifics in dBASE IV, and will feature dBASE developers Russ Freeland and Miriam Liskin, along with Ashton-Tate architects Moshe Zloof and Harry Wong.
- * See demonstrations of beta software for dBASE IV version 1.1, as well as an early preview of dBASE IV 1.1 Server Edition.
- * Learn about three new products from Ashton-Tate's Applications Group:
 - MultiMate version 4.0, word processing software that is a significant upgrade to MultiMate Advantage II
 - APPLAUSE II, dynamic graphics software that is an upgrade for MASTER GRAPHICS and DRAW APPLAUSE users
 - Control Room, a brand new utility software package
- * Talk to independent software vendors who have developed applications using the dBASE programming language.. Eighteen ISV's will demonstrate applications for industries ranging from accounting to computer-aided design. A schedule of demonstrations for all five days of the show will be posted in the booth.
- * See how faxes can now be sent directly to Framework III via Alcom's EasyGate LAN software. A Framework III LAN setup at the booth will showcase the software's electronic mail and new fax capabilities.
- * Participate in promotions giving away Ashton-Tate software and Panasonic laser printers. To enter, show attendees can leave their business card at the reception area in the Ashton-Tate booth.

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Ashton-Tate will also demonstrate software in other vendors' booths. Look for dBASE IV at the IBM, COMPAQ, Wang and Epson booths; MultiMate version 4.0 will be at Panasonic, Canon and Texas Instruments; the Ashton-Tate/Microsoft SQL Server at COMPAQ; Full Impact and FullWrite Professional at Apple; APPLAUSE II at Canon, Framework III LAN at Epson.

Headquartered in Torrance, California, Ashton-Tate markets microcomputer business applications for DOS and Macintosh operating systems. Products are available in five major categories: database management systems, word processing, integrated decision support, spreadsheets and graphics. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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