

ASHTON-TATE



INFORMATION

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Contact: Neil Cohen  
Bob Thomas & Associates, Inc.  
213/376-6978

Charlene Margaritis, Ext. 112  
Scott Brown, Ext. 121  
Kathleen Paquette, Ext. 300  
Belinda Young, Ext. 210  
Ashton-Tate  
213/204-5570

dBASE III<sup>TM</sup>; THE NEW STANDARD

FOR INFORMATION MANAGEMENT

CULVER CITY, Calif. -- Leading software publisher Ashton-Tate today introduced dBASE III, a new relational database management software program designed for 16-bit and larger computers. The company says it is the fastest and most powerful program of its kind.

"We believe dBASE III will set a new industry standard for database management software," said David Cole, president and chief executive officer of Culver City-based Ashton-Tate. "The capabilities of this program go far beyond any on the market today."

dBASE III allows the user to enter, manipulate and retrieve large volumes of data and develop customized application programs that put the data to work using simple English-like commands.

Features include storage capabilities of up to two billion records per file (limited by user's computer system) and 128 fields per database and the ability to use 10 database files simultaneously. The new system also provides ultra-fast sorting and indexing of stored data, color display and user interactive features such as the command assistance mode that guides the first-time user.

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10150 West Jefferson Boulevard Culver City, California 90230 (213) 204-5570 Telex 669984 ASHT TATE LSA

"We developed dBASE III to take full advantage of the power and technology of 16-bit and larger computers," Cole said. "It sets the stage for our rapid movement into a variety of 'super' machines which we expect to see in the next 12 to 16 months."

dBASE II, which runs on eight- and 16-bit computers, is currently the world's largest-selling database management software for micro-computers with more than 240,000 packages shipped.

Cole said with dBASE II and the new dBASE III, Ashton-Tate now has a diversified database management software product line extending across the full spectrum of business computers.

"We see dBASE II continuing as the top relational database management system for the eight-bit microcomputer and dBASE III as the industry standard for larger machines," said Cole. "There is still a large base of dBASE II users with eight-bit machines whom we will continue to service and support."

Additionally, dBASE II will continue to be marketed in order to take advantage of the large untapped software market for eight-bit machines, Cole said. "We expect dBASE II to remain the dominant database system in the world, since eight-bit machines continue to outsell 16-bit and larger machines in a variety of international markets."

Like its predecessor, dBASE III will have the dBASE programming language which allows users to develop customized application programs for business or home.

dBASE III will also use the same English-like commands, modified and enhanced for new functions and program changes.



But according to Wayne Ratliff, vice president of new technology, that is where the similarities end.

"Although we have kept all the features of dBASE II that have made it so popular, dBASE III was written in C language from the ground up to have greater capabilities, storage, speed, power and ease of use," he said.

An important new feature of dBASE III is its command assistance mode, the dBASE Assistant, which brings powerful and sophisticated database management to the first-time dBASE user.

The dBASE Assistant guides the new user through the most common areas of database use and can be turned off once he or she becomes comfortable with the dBASE command language.

Full on-line and context sensitive help is also available at the touch of a key.

Other new features include full-screen entry and modification of data and report and mailing label generating capabilities.

dBASE III will also come with a comprehensive tutorial.

Additionally, Ashton-Tate's new integrated software program Framework<sup>TM</sup>, is compatible with dBASE III and dBASE II.

The software currently runs on the IBM PC or XT and all IBM PC compatibles, with more systems planned for the future. System requirements include a minimum 256K bytes of RAM, two 5¼-inch 360K bytes diskette drives or one fixed disk drive and one diskette drive, a monochrome or color display, PC-DOS 2.0 operating system and any printer with at least 80 columns.

dBASE III will be available from dealers in June at a suggested retail price of \$695. For those who wish to examine the product before buying, a take-home sampler tutorial will be available at dealers in June for a suggested retail price of \$9.95. dBASE II will be licensed for a suggested retail price of \$495.

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