

# ASHTON-TATE NEWS

## ASHTON-TATE SHIPS FULL IMPACT; SECOND GENERATION GRAPHIC MACINTOSH SPREADSHEET

TORRANCE, Calif., July 29, 1988 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced the shipment of **Full Impact**, a full-featured, presentation-oriented spreadsheet for Apple Computer, Inc.'s family of Macintosh personal computers.

Combining analytical power with optimum presentation and business report capabilities, Full Impact maximizes the standard Macintosh graphic interface. Full Impact includes a mini text processor to create paragraphs as large as one page, superior formatting and graphics capabilities, extensive macro language support, and a wide range of import/export capabilities.

"The Macintosh Software Division is dedicated to delivering a family of business applications for Macintosh systems, because we view the Macintosh as a new corporate microcomputing standard," said Terence J. Garnett, vice president and general manager of Ashton-Tate's Macintosh Software Division. "Full Impact was created in the spirit of the Macintosh design philosophy, and offers users everything they expect from a state-of-the-art Macintosh spreadsheet, while adding extensive power and unprecedented benefits in charting data in an appealing and persuasive graphic fashion."

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Priced at \$395, Full Impact shipped today to Ashton-Tate's distributors and major resellers in the U.S. and Canada.

Garnett added, "We think Full Impact will be a formidable challenger in the Mac spreadsheet marketplace. When asked to compare Full Impact to Excel, participants in our pre-release software program rated Full Impact's spreadsheet functionality as good or better than Excel's; and its user interface and feature set as superior. Given the excellent reputation Excel enjoys in the marketplace, this comparison is very positive for Full Impact."

### **Product Features**

Full Impact has the ability to easily merge text, data and graphics on a single page without other applications; supports color and multiple fonts and point sizes; and provides navigational aids that allow users to quickly move around the spreadsheet using either a mouse or keyboard.

Full Impact can quickly and easily analyze and evaluate data, draw conclusions and create persuasive presentations. The product offers users scrollable, hierarchical pull-down menus and customizable icon bars for simplified command selection; and optional automatic saving of the user's work.

More powerful than any Macintosh spreadsheet on the market, Full Impact can open eight spreadsheets at once, have eight different views for each spreadsheet; and can link data from multiple spreadsheets. Full Impact uses virtual memory to go beyond available computer random access memory (RAM), enabling a spreadsheet size of up to 524,288 cells, plus text and graphics. In addition, Full Impact supports Apple Talk, which plugs Full Impact into networked resources such as Apple's family of LaserWriter printers.

The product has multi-line formulas that allow users to create formulas up to 255 characters long within individual cells so that complex functions can be defined using very little space within the spreadsheet. Reduce and zoom views of the spreadsheet help users get "the big picture" to refine details.

Full Impact's power is enhanced by high-speed recalculation and automatic chart recalculation when spreadsheet data changes. It also incorporates database-like capabilities such as sort and extract for quick and easy location of necessary information.

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Full Impact can share information with many other application programs in both the IBM and Macintosh environments. These include, but are not limited to: Ashton-Tate's industry standards dBASE II, dBASE III, dBASE III PLUS and dBASE Mac; SYLK, MultiPlan, Lotus 1-2-3 WKS and WK1 files, DIF and ASCII files.

### **Presentation Features**

Full Impact's presentation capabilities include extensive graphics and formatting capabilities. With the click of a mouse, the product can instantly create a chart of data in one of seven styles including pie charts (exploding), bar and stacked bar charts, line charts, scatter charts, area charts and high-low charts. Charts are automatically updated when data changes and graphs can be moved anywhere on the screen by simply dragging with the mouse. Users also can dynamically redraw and re-size charts, and create vertical and horizontal labels simply by typing the information. All the charts can be customized in a number of ways to suit the user's specific needs.

The Full Impact Worksheet, a work area used to assemble presentation materials, enables the user to combine spreadsheet data, paragraphs of text, charts and additional graphics to create high-quality presentations. Along with pattern selection, the product supports line, rectangle and oval drawing within the spreadsheet. Multiple fonts allow the user to create spreadsheets that mix Macintosh fonts, sizes and styles for more effective presentations. Users also can preview up to 64 pages of a document prior to printing via Full Impact "reduce mode."

### **Sophisticated Macro Capability**

The product's macro capabilities include the ability to create both local and global macros and a record mode allowing users to record keystrokes to create macros; the ability to assign user-defined macros to user-created icons to produce customized Full Impact applications; the ability to execute macros via keyboard, pull-down menus or icon bar; full macro editing capabilities, and a macro programming language that resembles the "C" programming language and allows users to create sophisticated customer applications. Supporting more than 50 diagnostic error messages, Full Impact provides automatic start-up of macros when a document is opened.

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### System Requirements

Minimum hardware requirements are a Macintosh Plus with two 800K disk drives, or one 800K disk drive and hard disk (recommended), 1 MB of RAM (2MB of RAM required to run under MultiFinder); and System 4.1 or higher. The system disk contained in the Full Impact package is an 800K floppy disk. Full Impact supports all Apple-supported printers.

Ashton-Tate's Macintosh Software Division develops and markets business applications software for Apple Computer, Inc.'s Macintosh family of personal computers. Current products include **FullWrite Professional**, a state-of-the-art word processor; **dBASE Mac**, a complete relational database management system; **Full Paint**, a drawing package; and **Full Impact**.

Based in Torrance, Calif., Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh environments. Products are available in six major categories: database management systems, business graphics, word processing, integrated decision support software, spreadsheets and desktop publishing. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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