THIS IS ACORN COMPUTER

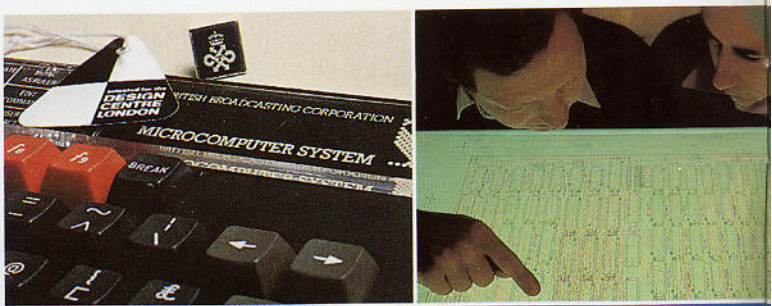
INTRODUCTION

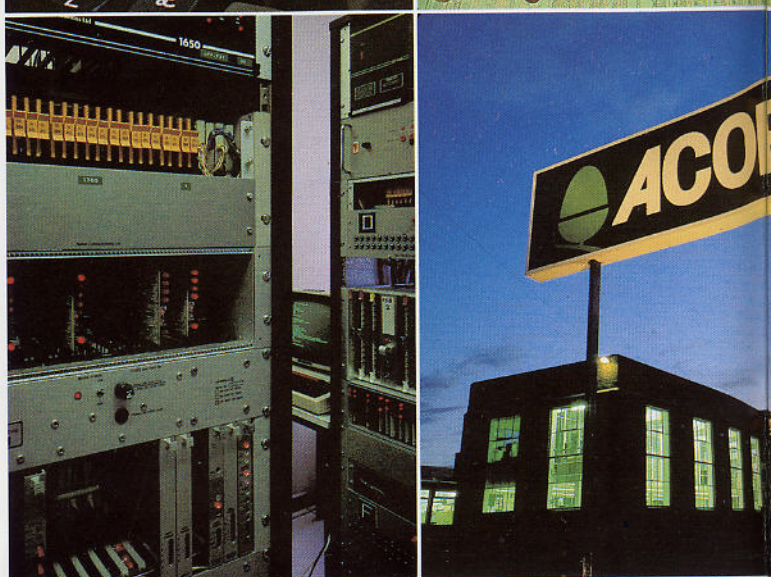
Acorn is Britain's leading microcomputer company. Its rapid growth can be attributed largely to the unequalled success of the BBC Microcomputer system, which Acorn designed and marketed. Since its launch Acorn has penetrated many different markets with other microcomputers aimed at the home, education and business computer user. But let's look first at the BBC Micro system . . .

When the Department of Industry introduced a scheme to help schools purchase microcomputers, about half the secondary schools and a remarkable 83 per cent of primary schools chose Acorn.

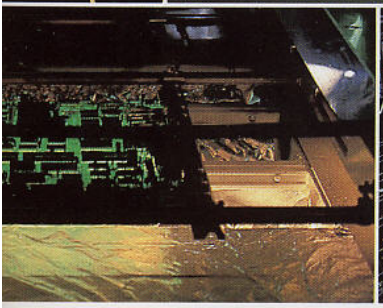
As a result the BBC Microcomputer now dominates the UK education market. This success can be attributed in part to the computer's ability to expand into a much more powerful system. But there was another factor which gave the BBC Microcomputer a lead over its rivals: the Acorn Econet system. With this networking system a large group of microcomputers can communicate with one another and share expensive peripheral equipment. This has proved an invaluable aid to teachers wishing to monitor pupils' work. All Acorn products, including the Electron and the ABC range of microcomputers, have been designed to work either on their own or as part of an Econet network.

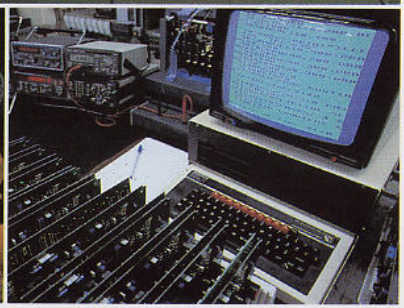
BBC Microcomputers are now commonplace in UK schools. Even so, each individual child's access to the microcomputer tends to be limited. Hence the enormous demand for a low cost computer suitable for children to use at home. The Electron was launched in August 1983 to meet that growing need. It has many of the features that made the BBC Micro so popular, yet is only half the price.





INTRODUCTION





By the end of 1983 Acorn computer products were already firmly established in the home, in schools, as well as in laboratories and scientific research centres. The company's next step was to design a computer specifically geared to the business market and in September 1984 Acorn's range of ABC business microcomputers was announced.

Well designed, well conceived products have made Acorn the success it is today. But what about tomorrow? Survival in high tech industries depends on innovation and the skills to turn good ideas into marketable products. That means significant investment in research and development (R & D) and the development of expertise in specialist areas. Acorn's R & D department is the largest such department of any microcomputer company in Europe. In fact, more than a third of Acorn's staff are engaged in R & D with the result that as well as achieving excellence in hardware design, Acorn has developed in-house expertise in custom built chips. To supplement this expertise, Acorn enjoys a close association with several UK universities and with the computer laboratory at the University of Cambridge.

To enable the company to devote its main resources to R & D, Acorn's products are manufactured by sub-contractors. All products and components are dual sourced to ensure continuity of supplies, and assembly is monitored by Acorn's quality control department.

Acorn's tight quality control and careful production engineering have led to Acorn products being widely recognised as the market leaders in computer reliability.

Most schoolchildren in Britain now have access to an Acorn computer. When the Department of Industry introduced the 'Micros in Schools' scheme, the BBC Microcomputer was the only microcomputer selected for both primary and secondary schools. About half the secondary schools, and an impressive 83 per cent of primary schools, chose BBC Microcomputers.

More than 80,000 teachers in England and Wales have been trained in the use of computers as part of the Microelectronics Education Programme (MEP). And, because a large number of teacher training colleges are equipped with BBC Microcomputers, many student teachers are receiving their formal training on the BBC Microcomputer system.

Acorn computer products are supported by an ever increasing library of educational software. Acorn's software publishing house, Acornsoft, publishes educational programs for the home and school, and Acorn CES is dedicated to the provision of curriculum based educational software. Much of the software written for the BBC Microcomputer can also be run on the Electron, so that children can continue their computer lessons in the home. All software written for the Electron will run on the school's BBC Microcomputer.

Software for the BBC Micro can also be 'downloaded' from broadcast teletext or from viewdata transmitted via Prestel down the telephone line.

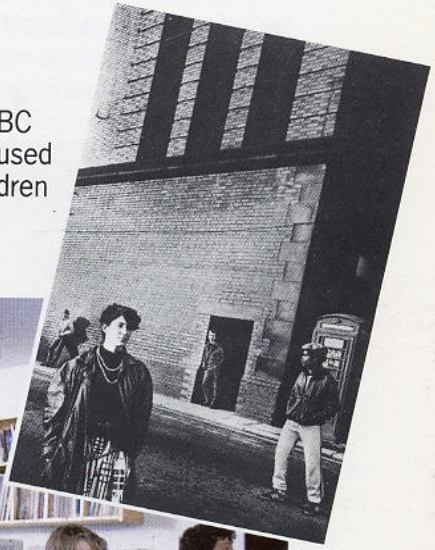
The BBC Microcomputer Teletext Adapter gives teachers access to additional educational software (telesoftware) which can be downloaded into the computer as it is broadcast. The Prestel Adapter, a modem which connects the BBC Micro to the telephone line, converts the computer to receive viewdata information and allows users to conduct

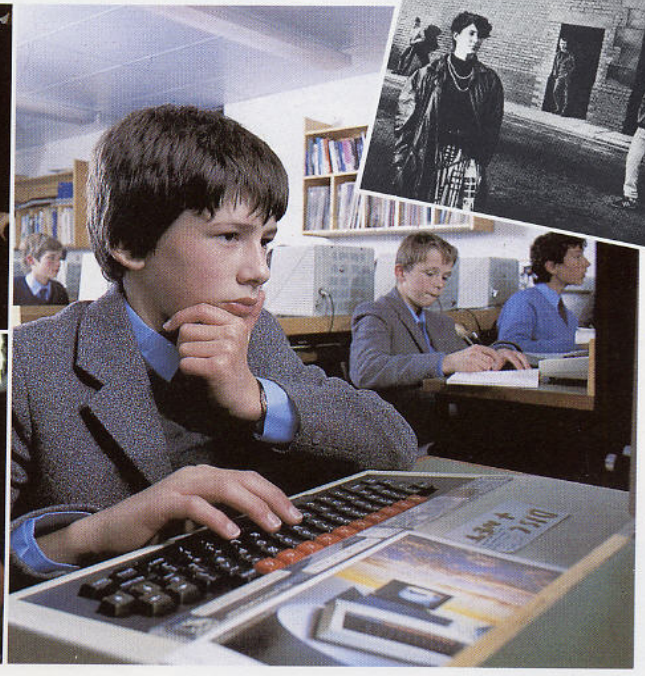
two-way communication. It can also be used to access electronic mail systems, such as Telecom Gold.

The government is encouraging a national export effort in educational software. And, as the BBC Microcomputer enjoys such a dominant position in education in this country, it is likely that virtually all such software will be written especially for the BBC Microcomputer.

In educational establishments, microcomputers are usually purchased because of their value as a teaching aid. But they have practical day-to-day applications, too. Many schools use their computers to help with time-consuming tasks such as the preparation of class lists, timetables etc. For some time now the Oxford Examination Board has been accepting examination entries on disc to help reduce the enormous amount of human effort needed to enter up examination entry details.

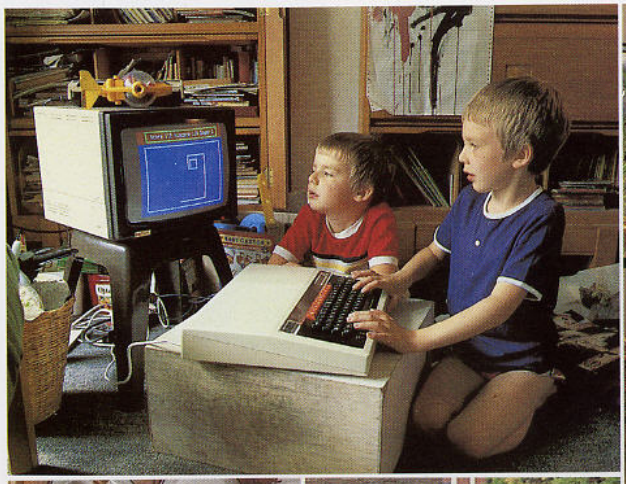
The educational value of microcomputers is not confined to the classroom. Research shows that the BBC Micro and the Electron are used extensively at home by children and adults as a learning aid.

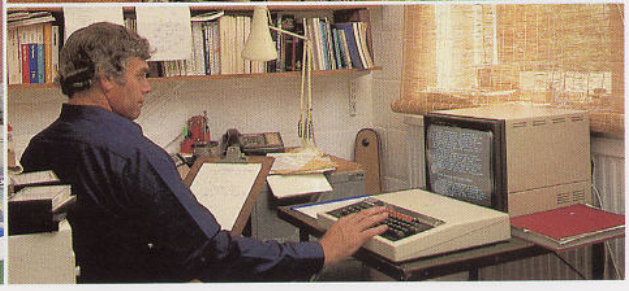




The first microcomputers were assembled at home by hobbyists. The user was either an enthusiast interested in computers and electronics generally, or someone who used a computer at work and wanted to explore the computer's capabilities further at home.

Today, microcomputers are far more sophisticated and appeal to a much wider audience. About half the computers sold for use in the home are bought by parents so that their children can continue computer studies at home. The rest are bought by non-technical people who want to gain some knowledge of microcomputers; writers and copy typists who want to use it for word processing; accountants who need a computer to run financial programs; as well as hobbyists and enthusiasts, of course.





A C O R N I N T H E H O M E

Even though every school has its own microcomputer, each individual child's access to that machine is bound to be limited. That is why so many parents are buying microcomputers for their children. And, since video games provide such instant entertainment, it is hardly surprising that the vast majority of microcomputers purchased for children are used, at least in the first instance, to play video games. By playing games, young children become familiar with the keyboard and the principles involved in using microcomputers. They become keen to try writing their own software and many go on to discover more about the ways in which computers are used in business and scientific fields. For this reason many parents prefer Acorn computers to rival products that are little more than 'games machines'.

Home micro users range from the complete beginner to the serious programmer. Yet both the BBC Microcomputer and the Electron are suitable for all home users, no matter how experienced or inexperienced they might be. Both micros are very easy to use, even though each is sufficiently advanced to offer computer enthusiasts high resolution colour graphics and a powerful programming language.

Acorn believes that communications will play an increasingly important role in computing as powerful databases are developed, giving users access to libraries of information. Already, with a Teletext Adapter, BBC Micro users can receive teletext transmissions and download software (telesoftware). The Prestel Adapter allows subscribers access to many thousands of pages of viewdata information, and British Telecom's Telecom Gold service allows two-way communication with other subscribers via standard telephone lines. Subscribers to Micronet 800, a Prestel service, have access to dozens of computer programs.

Communication with other computers opens up a whole new world of possibilities. It is already possible to use home computers to send electronic letters all over the world; shop from home; book and pay for tickets; check up on how stocks and shares are performing; and transfer money from one bank account to another. The day when home computers are used to turn lights and heating on and off while the homeowner is at work or on holiday is just around the corner.

It has been widely predicted that developments in the microcomputer and communications industries will eventually lead to more people working at home instead of going into the office each day. Already, certain groups of people are benefiting from this technology, such as sales representatives who work from home and need to get up-to-date information from their head offices on prices and stocks.

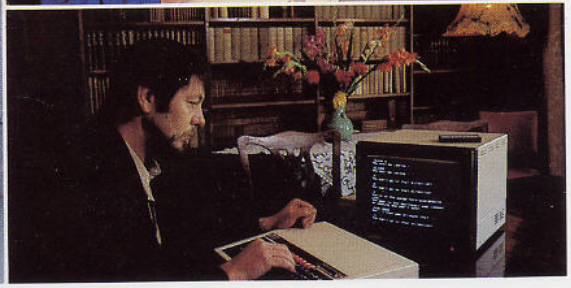
And what about the executive who needs to go into the office each day? If he works with a computer in the office, and wants to bring some of that work home with him, there is nothing to stop him. Acorn microcomputers are priced sufficiently competitively for his company to afford two – one in the office and one at home.

Acorn's policy of ensuring that all its computer products are expandable as the needs of the user grow, and its ability to design products which can communicate with one another on an internal network or over the public telephone system, has resulted in a range of products capable of fulfilling a variety of business requirements.

The BBC Microcomputer, for example, and the range of Acorn Business Computers are all capable of expansion and can either communicate with other computers on the same local area network (Econet) or with other computer systems anywhere in the world, by using a Prestel Adapter and the public telephone system.

Local area networking enables employees to communicate with each other electronically and to gain access to centrally stored data. Using national networking facilities, users are able not only to communicate with any other subscriber in the world but also to gain access to constantly updated information supplied by Prestel and other viewdata systems.

Acornsoft and other publishers have produced a range of business software specially designed to run on the BBC Microcomputer. By adding a Z80 Second Processor, owners can gain access to an even wider range of business software, thanks to its use of the CP/M operating system.



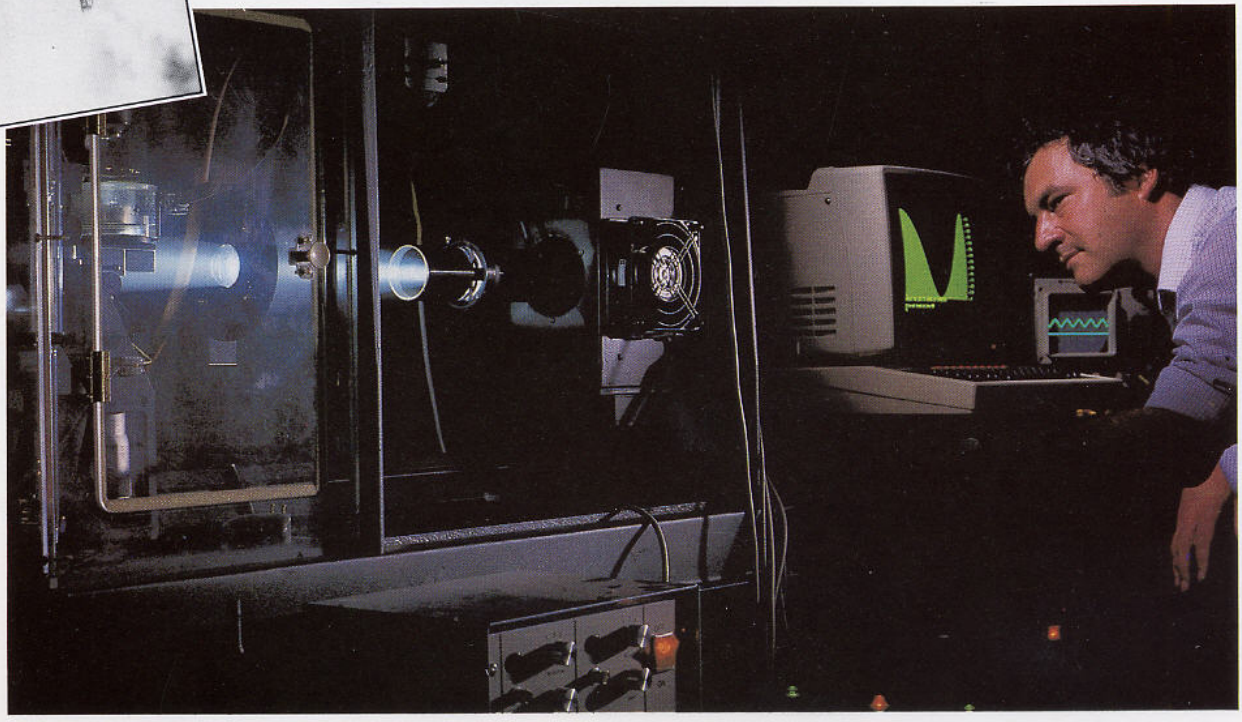
The Z80 Second Processor was specifically launched in order to support existing BBC Microcomputer owners who wanted to use their machines in a business role. The new ABCs are the first Acorn microcomputers to be designed especially for business users.

Although the ABCs are new products, they are based on the same technology as Acorn's fully mature products – all of which have a reputation for reliability. And, through its dealer network, Acorn is able to provide ABC customers with nationwide service and support.

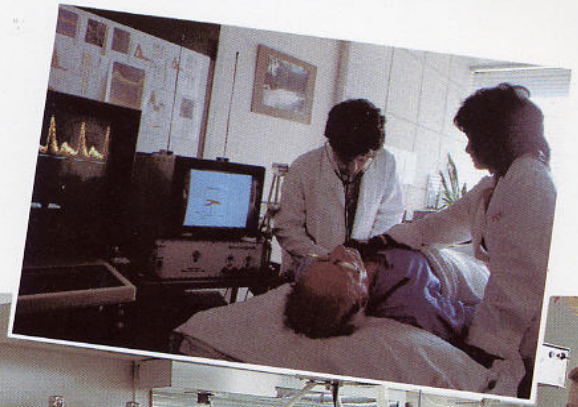
No single computer is suitable for all business applications – which is why Acorn has produced a range of ABCs tailored to individual needs. And, as Acorn recognises that there are differences in the way various industries use computers, teams have been set up within the Acorn salesforce to deal with the needs of particular industries. Working in conjunction with selected dealers, Acorn's salesmen have secured bulk purchase contracts with a number of major organisations.

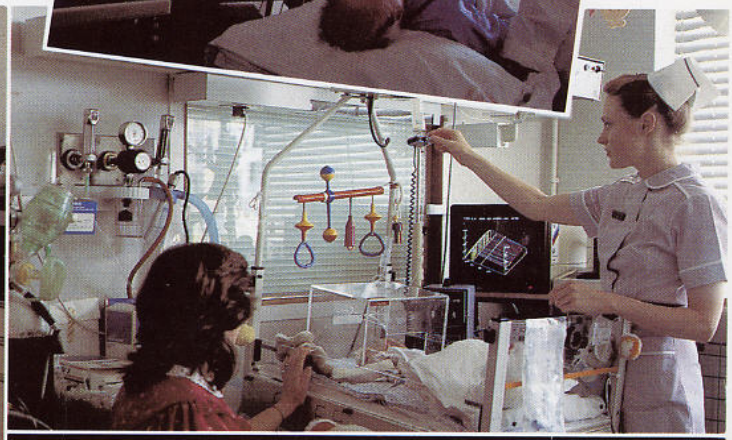
Acorn microcomputers have a number of applications in industry. These include production planning and control, data gathering and distribution, process control, and computer aided design, manufacture and test. The flexibility and power of the BBC Microcomputer and the ABC, together with the network facilities of Econet, can provide cost effective solutions to many industrial data processing problems. Many UK universities and scientific institutions are already using BBC Microcomputers.

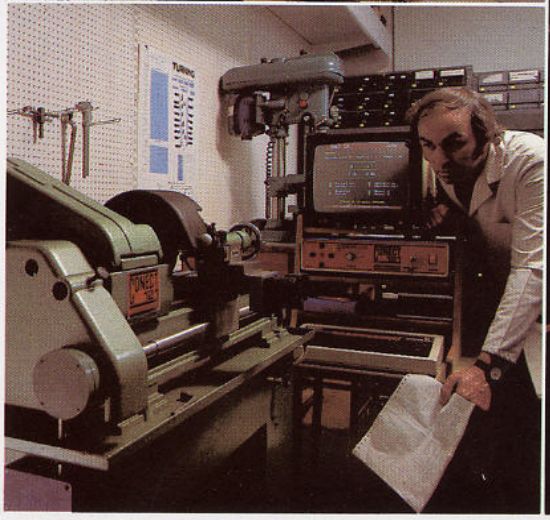
The analogue interface can be used to digitise four channels of results to 10 bit accuracy and the user port can be used to control experiments. Using the IEEE-488 interface, up to 14 devices such as oscilloscopes, voltmeters or spectrum analysers can be connected up and monitored or controlled by the microcomputer. Since virtually all scientific and engineering instruments are now available with an IEEE-488 connection, it is possible to program the microcomputer to collect results from a whole range of different devices, analyse the information, show the results on the screen, record results of experiments on disc or print them out on to paper.

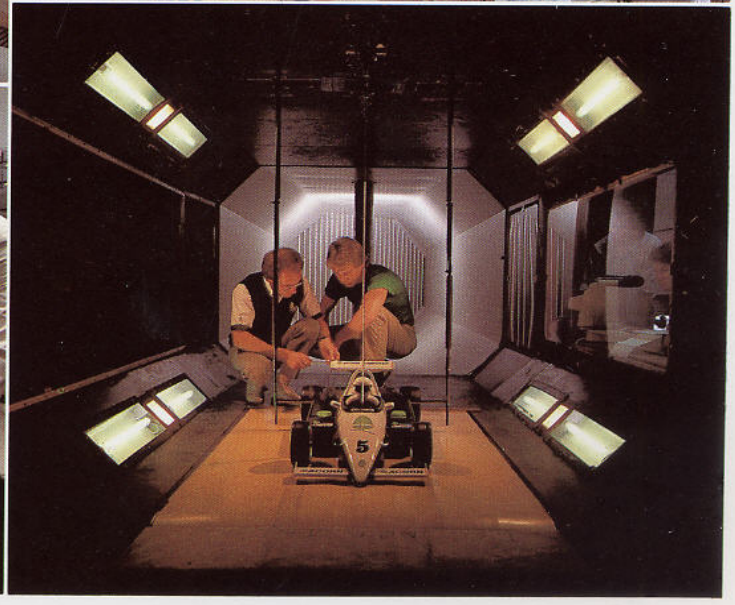


The BBC Microcomputer has also been successfully used in intensive care units and in medical laboratories as part of a computerised diagnostic system.









The BBC Microcomputer features a 73 key, full travel keyboard including ten user definable keys; very high resolution colour graphics; three channel sound; a 16Kbyte operating system; and BBC BASIC, a fast programming language which incorporates many facilities and extensions normally found only in more sophisticated languages. In addition, the basic microcomputer is extremely versatile and can be adapted and expanded to perform a variety of tasks.

THE BBC MICROCOMPUTER SYSTEM

Word processing
Using the VIEW software ROM, text can be stored on cassette tape or on floppy disc, retrieved, edited and printed out using a dot matrix or daisy wheel printer.

Business planning
Various software packages have been specially written for the BBC Microcomputer to help small businessmen.

Computer aided design
The Bitstik system consists of a joystick and full supporting software which enable the user to create complex and colourful designs. Other products designed for use with the BBC Microcomputer include graphics pads and lightpens.

Access to databases
Literally hundreds of pages of information are broadcast every day by the BBC's Ceefax and the IBA's Oracle teletext services. Users can gain access to this information by attaching a Teletext Adapter to their BBC Microcomputer. Similarly, a Prestel Adapter allows users to receive all viewdata information available on British Telecom's Prestel information service which offers many thousands of regularly updated pages.

Electronic mail
Using mail box services, such as British Telecom's Telecom Gold service, messages written on a BBC Microcomputer can be sent down a telephone line to a central computer which then relays the message to the destination mail box.

Access to broadcast software
With a Teletext Adapter it is also possible to download software broadcast by the BBC and IBA.

A Prestel Adapter can be used to gain access to other software such as that offered by Micronet 800.

Local area networking
Econet enables up to 254 computers to communicate with each other and to share expensive resources such as printers and disc drives.

Additional computing power
Acorn already offers two types of second processor to increase the BBC Microcomputer's performance. The 6502 provides considerable additional computing power and the Z80 allows the user to gain access to a far wider range of applications software. Another, the 32 bit second processor (32016), will provide even greater computing power.

Wide range of software
The BBC Microcomputer has the benefit of a wide variety of software. Titles have been published not just by Acorn's own software house – Acornsoft – but by BBC Publications and many independent companies.

Adaptability
Internal expansion options include a floppy disc interface, Econet interface, voice synthesis circuit, and alternative high level language ROM units. Peripheral devices which can be plugged directly into the machine include a cassette recorder, monitor or domestic TV, disc drive, printer, Teletext Adapter, Prestel Adapter, and second processor via the TUBE interconnection.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f4
f5
f6
f7
f8
f9
RESTOR
ELSE
RUN
THEN
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INPUT
STEP
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FOR
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RAD
PROC
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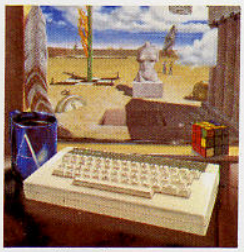
RENUM

Acorn's Electron is the ideal choice for a beginner as it is competitively priced, easy to use and capable, like its BBC Micro stablemate, of expansion into a much more powerful system. Thanks to significant advances in the design of uncommitted logic arrays (ULAs), the Electron has a great many features normally only found in more expensive computers.

THE ELECTRON



The Electron has a 56 key full travel keyboard with ten user definable keys, extensive colour graphics facilities and seven display modes. The different modes allow the user to choose different text and colour combinations – up to 16 colours can be used. Text can be displayed in up to 80 columns, and text or graphics can be placed anywhere on the screen. A dedicated and style coordinated data recorder is available as part of the Electron system.

Because the Electron uses BBC BASIC, it is ideal for children to continue computer studies at home as more schools use BBC BASIC than any other language. Acornsoft has already published a number of programs suitable for home education, and more are planned on a wide range of topics to appeal to children, their parents, and those with more serious applications for their computers.

In time, Electron users will be able to add a wide range of expansion options, including word processing, telecommunications, and Acorn's local area networking system, Econet. Features such as these make the computer equally suitable for home computer enthusiasts and small businessmen.

A number of the Electron's features will appeal to the serious programmer. For example, the BASIC interpreter includes a 6502 assembler so that it is possible to mix BASIC statements with 6502 assembly language. This is useful for programmers who prefer to write their programs directly in the language of the machine. In this way it is possible to write programs of power and speed that would not be possible using BASIC alone.

The Electron has an extensive machine operating system (MOS). This has a number of advantages including making it easier to create sounds and pictures. Apart from controlling the screen and cassette interface, the MOS incorporates a large number of graphics and sound commands. With other machines it is often necessary to work quite hard just to draw a few lines and triangles. The clear split between the operating system and the programming language (BASIC) makes it possible to add other languages such as Pascal, FORTH and LISP in place of BASIC.

The Electron's first expansion box, the Plus 1, provides a printer connection, an analogue to digital interface to joysticks, graphics tablets etc; and provision for inserting ROM cartridges. ROM cartridges may be used instead of cassettes for loading software programs, in seconds, into the computer. The Plus 3 expansion option adds disc storage to the Electron system, using highly robust 3.5 inch micro floppy discs. Other products under development for the Electron include Econet interfaces, serial interfaces and terminal emulators to enable the Electron to interface with minicomputers or even mainframes.

An adapted version of the Electron has been bought by British Telecom and is being marketed under the Merlin label as a communications terminal.


ABC
Acorn business computer
Acorn business computer
ABC

No two businesses have the same requirements, and whatever requirements they have today are likely to alter as the company grows. This is why the ABC has been designed with expansion in mind.

The ABC is a professional business computer capable of modification or expansion to meet a variety of needs. The customer chooses the model which best meets his needs today, and then when his needs alter, his dealer upgrades his machine quickly and easily using kits supplied by Acorn. The important difference between this machine and other Acorn products is that the machine is upgraded internally – not linked to an expansion unit. So the equipment never takes up any more space.

ACORN BUSINESS COMPUTER

The ABC Personal Assistant is the first level of entry to the Acorn Business Computer range. It is designed as a low cost solution to word and data processing problems. The Personal Assistant has a 12 inch monochrome screen and a single 640K disc drive (a twin disc drive is available as an option). A word processor and spreadsheet financial modelling program are fitted in ROM and are therefore instantly available to the user.

The ABC 100 is a very fast CP/M machine with access to a vast library of business software. This is similar to the Personal Assistant but has a Z80 Second Processor and twin 720K disc drives. The standard version comes with a 12 inch monochrome monitor and an enhanced version, the ABC 110, has a high resolution colour monitor and an integral 10 Megabyte hard disc replacing one of the floppy disc drives. Both versions include a package of high quality business software.

The ABC 200 is based on the 32016 processor, a microcomputer of special interest to data processing professionals in industry and education. This advanced processor provides data handling speed and power comparable to some of the most popular mini computers and comes with a suite of programming languages suitable for business and academic applications.

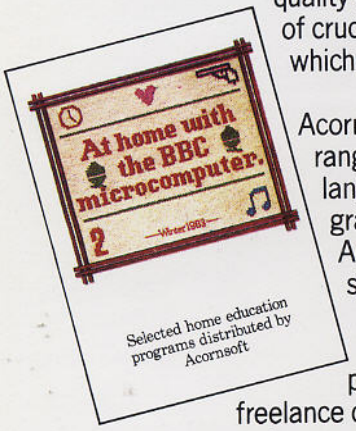
At the top of the ABC range, the ABC 300 is a fully featured executive computer. It is based on the very advanced 80286 microprocessor and is capable of running a wide range of sophisticated software. The applications software is integrated by the operating system into a Desk Top Manager which allows all programs to share a highly user friendly 'desk top' environment. Applications software written in CP/M, MS DOS and PC DOS will all be integrated into the environment without special tailoring. A special pointer or 'mouse' is available as an option. This allows the user to communicate with the computer simply by pointing at pictures on the screen rather than composing commands at the keyboard. The standard ABC 300 comes with twin floppy disc drives and a monochrome screen. The ABC 310 version is also available, with extended memory, a high resolution colour monitor, one floppy disc drive and a 10 Megabyte hard disc drive.

The ABC Terminal is designed to provide a low cost intelligent terminal for use with mainframe and minicomputers. It can also be used as access to BBC type software from Econet but has no provision for local disc storage.

As well as providing small businessmen with an opportunity to acquire a professional business system at low cost, the ABC will be of great interest to the corporate user because it is capable of connection to the Econet local area network system. The Econet system allows free interchange of information between all connected computers and peripherals and has provision for extending the network to include mainframes and minicomputers.

A range of hardware extensions will soon be available including a Prestel Adapter for use with the 100 or 300 versions to provide communication over standard telephone lines and access to viewdata information; and a hard disc controller with stand alone drives, in a variety of storage sizes. Since all machines can be connected via the Econet system, it may only be necessary to upgrade one machine. For example a hard disc fitted to one Personal Assistant may be used by all the other computers on the network.

As the market for microcomputers continues to expand, more and more customers want to make use of existing software rather than write their own programs. This means that the quality and range of available software is of crucial importance when deciding which microcomputer to buy.

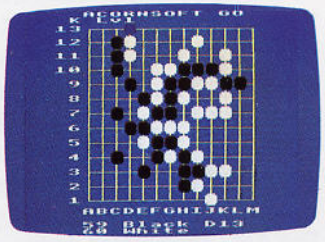


Selected home education programs distributed by Acornsoft

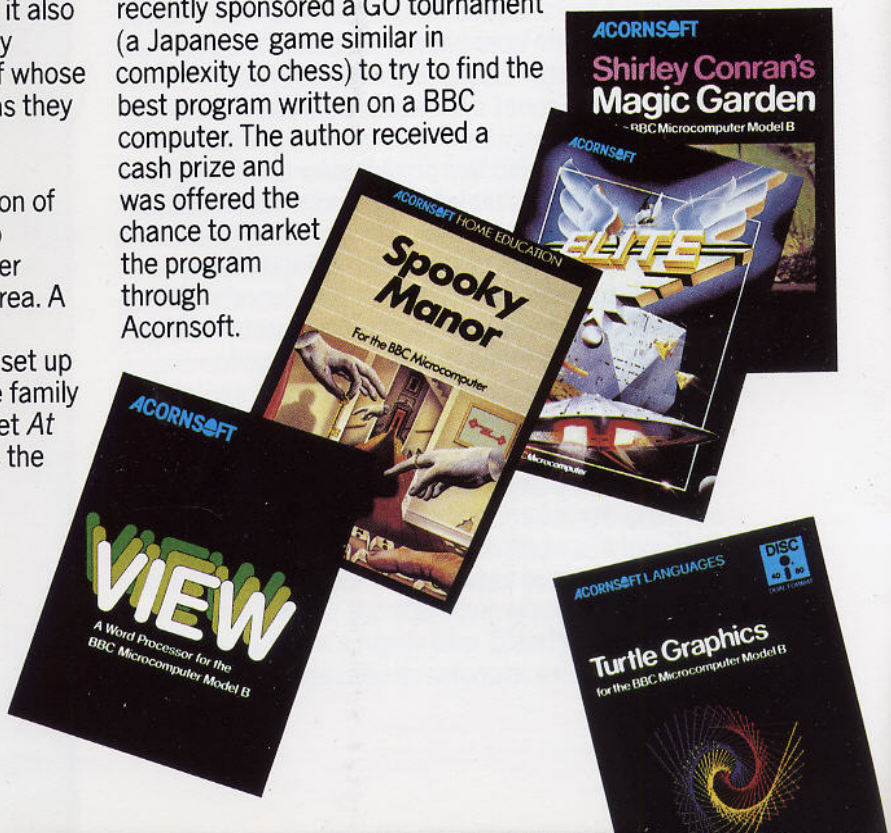
Acornsoft publishes titles on wide ranging subjects including business, languages, home education, graphics, games and home interest. Acornsoft employs its own specialist software writers who are able to take full advantage of the latest hardware features; it also publishes software sent in by freelance or amateur writers, many of whose programs have proved to be as commercial as they are imaginative.

Although games account for a large proportion of Acornsoft's turnover, the company is keen to develop the use of the microcomputer in other areas. One of these is the home education area. A new department, Acorn CES, employing educationalists and programmers, has been set up to produce programs designed to help all the family to enjoy learning at home. Acornsoft's booklet *At home with the BBC Microcomputer* features the current range of home education programs.

For the small businessman, Acornsoft can offer VIEW word processing and ViewSheet, an electronic spreadsheet for financial modelling. For professional programmers, a choice of programming languages helps them to write better, faster programs. Speech synthesis is an area which has still to be fully exploited. Acornsoft's home education catalogue lists a few programs which make use of the speech synthesis chip, but other possibilities are being explored, such as using speech synthesis to help the blind to operate microcomputers.



Acornsoft has devised some unique ways of generating the best games. For example, Acornsoft recently sponsored a GO tournament (a Japanese game similar in complexity to chess) to try to find the best program written on a BBC computer. The author received a cash prize and was offered the chance to market the program through Acornsoft.



For another game, Acornsoft collaborated with a company that wanted to have a game which could demonstrate its product to potential customers at exhibitions and other promotions. The game centres around a JCB earthmover.

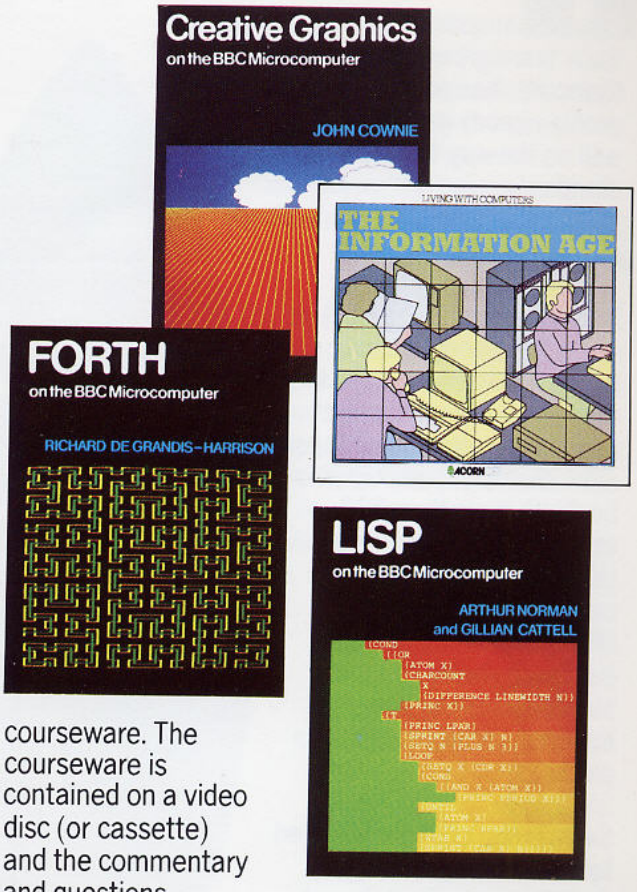
The quality of any piece of software is dependent on the documentation that supports it and Acornsoft puts a great deal of effort into writing the instructions which accompany each item of software and making sure that it is right for the intended audience. For example, software intended for beginners must not be full of unintelligible computer jargon. Yet another department exists to test each new piece of software and make sure that it does exactly what it is supposed to do before being released for mass production.

Acornsoft has also published books to support certain software titles. These include *Creative Graphics*, *FORTH* and *LISP*. Other books are being produced by Acornsoft and published by Penguin Books as part of the Penguin Acorn Computer Library.

Acorn CES – Acorn Computer Education Services – originates its own educational software and assesses whether software that has been written by others is suitable for publication.

Interactive video

Acorn CES is also working on interactive video courseware. The courseware is contained on a video disc (or cassette) and the commentary and questions are programmed into a computer. As the student progresses through a particular piece of courseware the computer interrupts and asks a series of questions. If the student gets the answers right, the courseware continues; if not, the computer takes the student back over the work just covered. If the student does well, the computer speeds up the lesson by skipping out some of the easier sections.



In spite of intense competition from 'homegrown' products, Acorn Computer has achieved a high market profile already in the USA and is well on the way to becoming standard equipment in educational establishments all over the world.

Acorn's launch in the USA in 1983 coincided with the broadcasting of the BBC's Computer Literacy Project series of programmes. These were shown at peak viewing times by more than 200 television stations in the USA. Around 25 more countries have bought the BBC's series and when these are shown they will stimulate further interest in Acorn's computer products.

Sales in the USA are handled by Acorn Computer Corporation in Boston, Massachusetts. In addition, Acorn is represented in Munich, where Acorn Computers International handles sales in West Germany. Distributors have been appointed in all major markets worldwide.

Until now, the UK has made more use of computers in education than any other country in the world. Acorn is therefore able to export not only the computer, but the whole UK experience: the role played by the government, the BBC, Acorn and everyone else who was involved.

Owing to the success of the BBC Microcomputer system in the UK education market, Acorn has had considerable success penetrating other education markets, in particular the Australian market. The BBC Microcomputer is one of only three computers approved by the Australian government, and Acorn estimates that about two thirds of the number of computers sold to Australia have gone into networks in schools.

At present the majority of Acorn's computer products are manufactured by the company's sub-contractors in the UK and in the Far East. In the future, it is likely that Acorn's products will additionally be manufactured in other sites throughout the world.

SALES, SERVICE AND SUPPORT

Microcomputers are now widely available in high streets in Britain. All Acorn's products can be bought from around 700 specialist dealers but many people prefer to buy their micro from their local branch of WH Smiths, Boots, or one of the other well known chain stores which now stock micros.

The business user's needs are sometimes so complex that specialist advice is required. Acorn has therefore formed specialist departments to find out what the needs of particular industries are and to put forward packages to suit that particular working environment.

Many companies already have a mainframe computer but require microcomputers which can link into a network system. Acorn microcomputers can be used as 'intelligent' terminals, as low cost tools for professional people to perform calculations, as word processors, and as a means of providing managers with access to information on which to base their decisions.

SALES, SERVICE AND SUPPORT

Acorn's sales force is supported by the customer services department whose job it is to provide a variety of services to existing customers and technical support to sales staff.

One department employs educationalists who are able to assist headmasters or local education advisers; another is familiar with the different needs of large and small firms and offers advice to potential business customers. The home user gets advice and after-sales service from his local dealer. Acorn's customer services department supports the dealer network with promotional and technical services. Not surprisingly, there's enormous interest in Acorn products – the customer liaison department receives some 1500 telephone calls a week and about 500 letters, all of them requiring specialist or technical attention.

The engineering services section supports the sales staff with technical assistance and produces all the technical documentation needed by servicing and repair establishments. It is also responsible for writing special software for exhibitions and demonstrations. This includes converting an arcade game so that it will work across a number of monitors instead of just one, and programming eight micros to play the Brandenberg Concerto!

Acorn's dealers have to be fully conversant with the products and capable of carrying out warranty repairs. Training courses are held at Acorn's own, fully equipped lecture and demonstration rooms in Maidenhead. There are now approximately 120 authorised service centres up and down the country where customers can take their microcomputers for repair. For business users, who cannot afford to be without their microcomputers any longer than necessary, and for Econet users, Acorn has appointed a company called Kode Services which is able to visit customers at their own premises within a few hours of a telephone call.

Customers with a large number of microcomputers may prefer to provide their own servicing. Acorn assists customers with technical support, supplies of spares, etc, for their workshop.

PRODUCTION AND DISTRIBUTION

Acorn's products are assembled by outside contractors so that the company is able to devote more resources to the tasks of research, development and marketing.

The BBC Microcomputer, the Electron and the Acorn Business Computer are manufactured at various sites in the United Kingdom and Far East.

Manufacturing standards in all these production centres are carefully quality controlled. The sub-contractors are responsible for obtaining standard components such as integrated circuits, resistors and capacitors, but the 'heart' of the microcomputer, the special custom chip, can only be obtained through Acorn. In this way Acorn is able to ensure that its products are not illegally copied.

PRODUCTION AND DISTRIBUTION

A computer controlled mechanical process is used to attach the silicon chips to the board – known as 'populating' the board – and then computer controlled inspection and test equipment is used to verify the completed product. A few additional tests are made with the help of a BBC Microcomputer, which means that the BBC Microcomputer actually checks up on itself! Finally, Acorn always has representatives on hand at each of the production sites to monitor the quality of the finished products.

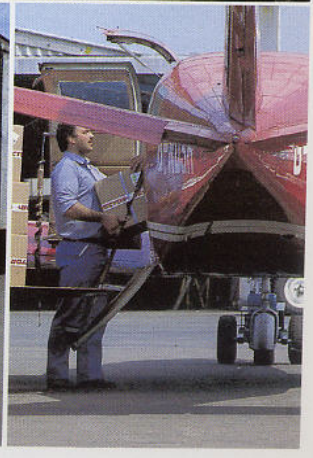
Even though the production of computers is a highly mechanised process, over 1000 people in the UK are directly involved in building Acorn computers.

At the beginning of 1984, around 25,000 microcomputers were being produced every month. This figure increased to around 35,000 a month in the same year.

Warehousing and despatch of all Acorn's products in the United Kingdom are handled by Vector Marketing Limited, a wholly owned subsidiary. Apart from fulfilling individual mail order requests, the company is responsible for supplying dealers both in this country and overseas.

Vector Marketing is in Wellingborough, several miles away from Acorn Computers in Cambridge. An interconnecting computer makes it possible for all orders, customer records, invoices etc to be transmitted instantly between the two companies.

A large proportion of Acorn's computer products are ordered by telephone. Vector handles anywhere between 800 and 2500 calls a week.



THE BBC MICROCOMPUTER SYSTEM
– functionality, expandability and sheer value for money

THE ELECTRON MICROCOMPUTER SYSTEM
– everything for the home computer user at a price he can afford

THE ABC
– a range of computers to meet every business need

THE TELETEXT ADADPTER
– access to Ceefax and Oracle information and telesoftware

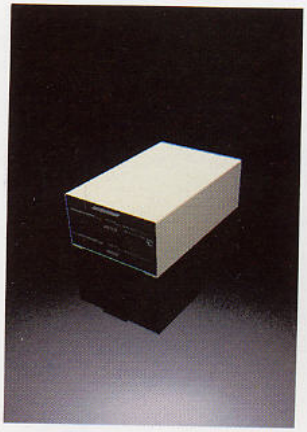
IEEE INTERFACE
– to monitor and control scientific equipment

SINGLE DISC DRIVE

THE PRESTEL ADAPTER
– access to viewdata information and communication via standard telephone lines

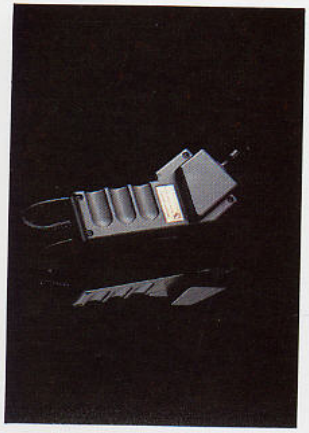
12 INCH MONOCHROME MONITOR

DUAL DISC DRIVE



THE 6502 SECOND PROCESSOR
– additional processing power

JOYSTICKS



BITSTIK
– an introduction to computer aided design

14 INCH COLOUR MONITOR

CASSETTE RECORDER

THE Z80 SECOND PROCESSOR
– access to a wide range of business software

PRINTERS

Acorn Computers Limited – Cambridge
Management of the group's microcomputer business
Research and development
Sales and marketing in the UK
Corporate functions on behalf of the group

Acorn Computers International Limited – Cambridge
Sales of Acorn Computer's products outside the UK, except for the USA

Acornsoft Limited – Cambridge
Development, production and marketing of software for Acorn computers, encompassing: games, home applications, business and educational applications

Acorn Computer Corporation – Boston, USA
Sales of Acorn Computer's products in the USA and Canada
Acquisition and conversion of software to meet the needs of the American market

Acorn Computers (Far East) Limited – Hong Kong
Procurement of components, sub assemblies etc in the Far East
Quality control on local manufacturing sites
Distribution of some locally produced Acorn Computer products

Vector Marketing Limited – Wellingborough
Storage and distribution of Acorn Computer's products for the UK and Europe
Handling of mail order distribution and similar work for both Acorn Computer and external clients

Acorn Leasing Limited – Cambridge
Undertakes business as a leasor in the UK, mainly 'blue chip' investments, but balanced by a small number of higher risk leases

Acorn Research Center Incorporated – Palo Alto, California, USA
Advanced software research and development

The BBC Microcomputer system, the Electron system and the Acorn Business Computer systems are designed, produced and distributed in the UK by Acorn Computers Limited.
Every effort is made to ensure that the information in this brochure is correct, but we reserve the right to make alterations to the systems at any time. No responsibility is accepted for errors or omissions.
British Broadcasting Corporation has been abbreviated to BBC in this publication.

Optimus Graphic Design, Cambridge

APP 20

THIS IS ACORN COMPUTER

Acorn Computer Group plc
Fulbourn Road, Cherry Hinton
Cambridge CB1 4JN
Telephone 0223 245200