

ATARI DEALER NEWS

Nov. 1985 COMDEX SPECIAL ISSUE

FREE

COMDEX EXTRA: MIKE KATZ AND AL MONTROSS JOIN ATARI TEAM
SPECIAL SOFTWARE OFFER AND ADVERTISING PROGRAM
ST SOFTWARE ARRIVES -- AND HOW!
ST DEALERS SPEAK OUT

NEWS: JACK TRAMIEL ON THE LAUNCH OF THE ST
A FLOOD OF SOFTWARE COMING FROM BRITAIN
FREE ST SOFTWARE FROM ATARI
DOUBLE SIDED DRIVES AND MONITORS AVAILABLE
THE MANAGER, A POWERFUL AND EASY TO USE DATABASE FOR THE ST
DEVELOPMENT SOFTWARE AND DOCUMENTATION AVAILABLE
ST SUPPORT FROM ATARI

TECHNICAL INFORMATION: NO HOLDS BARRED PRODUCT COMPARISON
THE BEST TEXT DISPLAY OF ANY COMPUTER
THE FASTEST I/O INTERFACE AVAILABLE
HOW THE ST BRINGS THE FULL POWER OF THE CPU TO YOU

ST SOFTWARE: CAPSULE PROFILES SOFTWARE RELEASED TO DATE

ST PUBLICITY: WHAT THE MAGAZINES HAVE TO SAY ABOUT THE ST SYSTEM
NOTES FROM ST END USERS

8-BIT PRODUCT UPDATE: NEW SOFTWARE AND HARDWARE FOR THE 8-BIT LINE

ST NEWS

November saw Michael V. Katz and Al Montross join Atari Corp. in key executive positions, Katz as Executive Vice President of Marketing and Montross as Vice President, General Manager for Atari (U.S.) Corp.

Michael Katz was formerly the Chairman, President, and Chief Executive Officer of software publisher Epyx, Inc., and had formerly held key marketing roles at Coleco and Mattel. In addition to his V.P. Marketing title, Katz serves as President of Atari Corp.'s new Electronic Entertainment Division and will be elected to the Atari Corp. Board of Directors. Said Atari President Sam Tramiel, "We at Atari are very pleased to have Michael Katz as a key member of the new Atari team. We are certain that his experience and accomplishments in our industry will help make Atari the leader in personal computers and entertainment electronics.

Al Montross was the founder and President of Compco Computer Centers, one of the nation's top-ranked computer retailers, before joining Atari Corp. Prior to Compco, Montross was V.P. and Director of Marketing and Sales for Moore Business Systems.

According to Sam Tramiel, "Al Montross is the right man for this position. We carefully selected him based on his knowledge and experience in the computer retail channel. Al knows what computer dealers need from a manufacturer and will provide the talent to make the 520ST a success."

A new advertising and free ST software program are being unveiled at Comdex. This program designed to make it even easier for ST dealers to move product during the holiday season.

Each ST sold will come bundled with 5 free software programs: 2 applications (the ST Writer word processor and the DB Master database management system), one action-strategy game (Megaroids), and 2 programming languages (ST Logo and ST BASIC). This \$250 retail value makes the 520ST an even better deal than ever before.

The new advertising them is Atari Puts the ST in Your Christmas. This special promotion features dealer ads paid 80% by Atari, as well as special regional ads paid entirely by Atari. This hard-hitting campaign stresses the free software offer and the benefits and features of the Atari ST system compared to the competition. Ad slicks and other materials are being made available for dealer ads to support this exciting new program.

The flood of new ST software arrives at Comdex. Prior to the show it is estimated that about 50 titles were available domestically. This number should easily double as vendors have been preparing many offers for immediate shipment following the show. And from early indications, this number should double again to about 200 titles by the end of first quarter 1986.

Among the vendors participating in Comdex with Atari Corp. are Academy Software (with Typing Tutor and Word Invaders), Batteries Included (DEGAS painting program), Spinnaker with many titles under the Spinnaker, Tellarium, and Windham Classics brand names, Sierra-Online (Ultima II, King's Quest II, and Winnie the Pooh), Rising Star Industries (many of the Valdocs modules), and many other Atari software publishers.

Atari Corp. itself is unveiling titles including DB Master, The Manager, Joust, 2-Key Accounting, and a look at the forthcoming Star Raiders ST.

ST Dealers have had great praise for the ST system's sales since its debut this past summer. Here is what they had to say:

"We've sold over 100 ST's in 60 days!" Xanth Computer Systems, Seattle, Wa.

"The 520ST is outselling the Amiga 2 to 1... and it is the easiest machine to sell in the store." The Bit Bucket, West Newton, MA.

"I'm on my 4th shipment already -- my salesman and I have bought ST's for ourselves, too!" Paradise Computers, San Luis Obispo, CA.

"We moved 12 units in 48 hours," ComputerLand, Los Angeles, CA.

"We have sold over 200 ST systems to date in two stores... We couldn't have chosen a better computer line," Electronics Connexion, Kettering, Troy, OH.

NEWS FROM THE LAST ISSUES OF ATARI DEALER NEWS

"The most successful product launch in the history of personal computing!" rejoiced Jack Tramiel, chairman of Atari Corp. at the news that tens of thousands of ST systems were shipped worldwide within two months of the product's launch. The combination of raw computer power, superb graphics, and supreme affordability have delighted computer users throughout the world and promises to revitalize an industry thought to be mired in a slump.

Industry analysts were shocked at last January's CES when the ST system was first unveiled. Never before had a company fulfilled such a bold promise, to design a top-quality personal computer system from scratch in only six months, and to deliver that product to store shelves in another six months. While the corporate monoliths stood by scratching their heads and pondering their next move, Atari Corp.'s designers were already planning a generation of products to support the ultimate example of the Atari slogan, "Power... Without the Price."

"The British are coming! The British are coming!" This was the battle cry from Atari Corp. software executives following the recent Personal Computer World show in London, England. The software development community in England has hailed the ST as the answer to the need for a low-cost and high-powered computer system for business as well as personal needs.

The first wave of products from the United Kingdom includes a slew of programming languages, including Pascal, Modula-2, FORTRAN-77, Lisp, COBOL, RPG, C, and assemblers. A horde of accounting packages for small business and vertical markets are available for use with BOS, a popular European operating system that has been converted to the ST from the IBM PC (and 18 other models of computer). Also shown were a local area network system, a desk diary, word processors, spreadsheets, databases, and many games.

Free software from Atari Corp. is being made available to ST dealers and users. Three products released are ST WRITER, a powerful word processor compatible with the AtariWriter program for Atari's 8-bit computer line; NEOCHROME, a preview version of Atari's powerful color art program; and DOODLE, a monochrome or color sketching program. These programs are free for distribution to any ST user -- feel free to make copies and give them away!

ST WRITER is a full-powered program -- this newsletter was written entirely with it -- and the only reason we decided to offer it for free is because we are working on a higher powered program that makes full use of the ST's GEM icons, windows, and menus, which ST WRITER does not.

NEOchrome is a special advance version that has many features for drawing in the ST's 320x200 mode with 16 colors. We are still planning to add many new functions to this program and to make it an Atari product, but for now we wanted dealers and users to have the power of this fine program to use as is. We think you will be very impressed -- all the features that are in are only a hint of what's to come.

Double sided ST drives are here! The SF314 drives store over 725,000 bytes of information at a suggested list price of \$299.95. The drives are in plentiful supply and have been available for some time. They can read and write in either

single-sided or double-sided formats so they are compatible with all software made for the SF354 single-sided drives.

ST monitors are now available separately! Any ST owner who wants to add a new monitor to their system can now purchase either the SM124 High-Resolution Monochrome monitor (suggested price of \$199) or the SC1224 RGB Analog Color monitor (suggested price of \$399). Now ST owners can have the best of both the dazzling colors and the sharpest monochrome display available anywhere.

The Manager is coming! This is one of the most impressive database management systems we have ever seen. Its features include on-screen forms with automatic error checking, sophisticated report writing, the ability to link different database files together (so your invoice file talks to your inventory, etc.), and even a simple programming language for greater flexibility. There are literally thousands of pre-designed templates for all applications from small business accounting to stamp collecting, from personal filing to magazine fulfillment, that can be easily customized for anyone's own needs.

The Manager is coming soon from Atari Corp. We will have this program in our booth at Comdex later this month in Las Vegas. You can submit your order at that time for delivery this year of one of the most extensive packages yet for the Atari 520ST personal computer system.

Complete documentation and development software is available direct from Atari Corp. This package includes over 4000 pages of information on ST hardware and software including chip specifications, GEM VDI and AES calls, a guide to BIOS entry points including the source code, a BDOS and GEMDOS guide, intelligent keyboard specs, and printer specs. Five disks full of software include a C compiler, assembler, linker, resource construction set for building GEM menus, EMACS editor, and utilities.

This is the complete package that is being used by hundreds of ST developers worldwide. To obtain this package, send \$300 to Atari Corp., 1196 Borregas Avenue, Sunnyvale CA 94086, Attn: Richard Frick.

The ST is supported by Atari through its publications in print and electronically. Atari Explorer Magazine is currently a quarterly publication with major emphasis on the ST line, including articles written by members of the ST development team. Dealers can order the magazine direct from Atari by calling the circulation department at (408) 745-4204.

Atari Base is a public-access bulletin board system available to anyone with a computer and a modem. Callers have access to the latest news and information on ST products, lists of local user groups, and a technical hotline. Demonstration programs for the ST can be downloaded by a caller with the appropriate terminal software, such as Chat! (see above), which supports the X-modem error-checking method. Three separate lines are available to allow over 1000 callers per week. To reach Atari Base call (408) 745-5308.

NO HOLDS BARRED COMPARISON

We are constantly asked to give a comparison between our ST and the competition. You asked for it, you've got it!

CPU SPEED: The ST runs at 8.01 million cycles per second (or 8.01 megaHertz). Macintosh is second at 7.78 meg, Amiga next at 7.16 meg, and IBM PC/AT at only 6.00 meg. 8-bit computers like the Commodore 128 run at only 2 meg. The cpu speed determines the speed at which programs can calculate and make decisions.

MONOCHROME VIDEO DISPLAY: The ST can display 640 pixels per line and 400 lines in high resolution monochrome. The Macintosh displays 540 by 340, roughly two thirds of the number of pixels. The IBM PC/AT has 640 by 200, only half the ST's resolution. The Amiga has no monochrome mode, nor does the Commodore 128.

COLOR VIDEO DISPLAY: The ST has two color modes, 640 by 200 with four colors and 320 by 200 with 16 colors available -- colors may be selected from the 512 that the ST system can generate. The Macintosh has no color capability. The IBM PC/AT has a 320 by 200, four color mode. With the IBM system you can purchase the EGA setup to get 640 by 350 with 64 colors, but the cost of this add-on is more than for an entire ST system with drive and color monitor! The Amiga can go up to 640 by 400 in color by using a flickering interlaced display only, or 640 by 200 to get a stable picture, with up to 32 colors visible at a time.

SOUND AND MUSIC: The ST includes a 3-voice sound chip with a range from 30 Hertz to beyond the 20,000 Hertz audible limit. The Amiga has a 4-voice system which is limited to only 7,000 Hertz. The Macintosh has

FLOPPY DISK ACCESS: The ST has been measured to access the disk at between 40% and 50% faster than the IBM PC/AT. The disk speed is several times faster than the Macintosh or the Amiga.

DMA/HARD DISK ACCESS: The ST dma port is capable of moving up to 1.33 megabytes of data per second -- this is so fast that there are no hard disks available that can go that fast! No other computer has a comparable port.

PRICE: The 520ST system retails for \$799 with monochrome monitor or \$995 with color. This price includes a floppy disk drive and monitor, with standard equipment including both parallel and serial ports, mouse, joystick ports, floppy disk controller, and MIDI interface. A comparable Amiga color system is \$1995, including an extra 256K (to bring the RAM up to 512K) and with the RGB color monitor, without any MIDI port. A Macintosh system (without color, of course) is over \$2000, also without MIDI. And the IBM system with bit-mapped color graphics and I/O ports is well over \$3500.

ST TECHNICAL FACTS

THE BEST TEXT DISPLAY ON ANY PERSONAL COMPUTER SYSTEM for practical applications is Atari's SM124 Monitor. This high resolution monochrome monitor provides true 640 x 400 pixel resolution with astounding clarity.

This monochrome monitor uses an Atari-exclusive video signal that refreshes the picture 70 times each second with a broader bandwidth signal than any other system. Other computers have to "cheat" to get that kind of resolution, cutting down the normal TV's refresh to only 30 frames per second and delivering a picture with

noticeable flicker. The Atari ST's crisp image provides hours of comfortable viewing.

THE FASTEST INTERFACE FOR A PERSONAL COMPUTER is the ST's "hard disk port". This is actually a direct-memory-access (DMA) interface that provides communications at an unprecedented 1.33 million bytes per second for a variety of devices. Aside from the 10 and 15 megabyte hard disks that Atari will produce (with the 10-megabyte model scheduled to retail for under \$600), this port will accommodate high performance add-ons like the CD ROM, coprocessors, high-speed hard copy peripherals, and local area networks.

THE ST SYSTEM WAS DESIGNED TO BRING THE FULL POWER OF THE CPU TO YOU. Of the major 68000 systems (and we include Apple's Mac and Commodore's Amiga), the ST personal computer system is the ONLY one that runs the cpu chip at its full 8 megahertz. In addition, the system architecture of the ST ensures that the cpu can run constantly and is not bogged down by graphics or input/output. While the Amiga claims that the cpu does not have to intervene when their machine performs graphics, what they don't tell you is that many graphic and blit operations effectively turn the cpu OFF -- the cpu doesn't intervene, it just goes to sleep! Technically this is known as putting the cpu into a wait state.

On the ST, the special video and i/o circuits give the cpu the ability to work during other operations. After all, what is a computer really used for -- processing (by the cpu) and communications with other devices (i/o), which is precisely where the ST's hardware shines -- it is much faster than even much more expensive machines like Apple's Lisa and the IBM PC series.

FOUR CUSTOM CHIPS enhance the ST's cpu power. The DMA chip (short for Direct Memory Access) makes disk accesses to both the floppy disk and the hard disk port instantaneous as far as the cpu is concerned. The video shifter, memory manager, and "glue" chip work in concert to make sure the system timing is synchronized together so the graphics operations take no time from the cpu either -- in fact, the ST RAM chips are operated twice as fast as the cpu can access them, so the video chips can access them in between cpu accesses.

SOFTWARE REPORT

"REGENT WORD" is a word processor that users will find to be very similar to the classic AtariWriter program, right down to the screen colors and special characters -- and no wonder, since many of the programmers who developed this ST package also worked on both AtariWriter and AtariWriter Plus. Included are built-in help menus, a panic button, automatic word count, setups for popular printers, and a communications facility.

REGENT WORD is from Regent Software, 7131 Owensmouth, Suite 45A, Canoga Park, CA 91303, phone (818) 883-0951, and sells for \$49.95.

"ST TALK" is a full function terminal program that is also very inexpensive. Included are XModem uploads and downloads as well as text capture, built-in help functions, automatic date and time reporting, and even an ATASCII character set. ST TALK is from Quantum Microsystems, Inc. (QMI), P.O. Box 179, Liverpool, NY 13088, phone (315) 451-7747, and sells for \$17.95.

"FORBIDDEN QUEST" is a science fiction text adventure with a unique innovation -- it uses the ST's mouse and drop-down menus to make it much easier to play, plus including many sound effects for good measure. To get an inventory of your supplies just move the mouse to the menu marker -- you guessed it -- inventory, and the list of your possessions drops onto the screen. To choose a direction also point to the direction on the screen. This eliminates much of the repetition of other adventure games.

FORBIDDEN QUEST is by Priority Software, 635 S. Sanborn, Suite 22, Salinas, CA 93901, phone (408) 757-0125, and sells for \$39.95.

"COMWORD" is a unique package for searching for references and texts in the Bible. Ten different study functions are integrated into this one package. The complete King James version plus Strong's Concordance, with Greek and Hebrew dictionaries. Simple enough for anyone to use but sophisticated enough for a pastor, dig through the Word of God faster than ever before possible.

COMWORD is available from Word of God Communication, 88 Long Court, Thousand Oaks, CA 91360, (800) 523-7578 or (805) 495-4441.

"ZOOMRACKS" is a new software metaphor for personal computers. ZOOMRACKS is an electronic rack for storing up to 8 racks of information on the screen at once, with a simple editor and macro functions. A special feature called Smart Zooms compresses squeezes the important details of your information to always show you a recognizable big picture, whether you're looking at a long shot of several racks, a closeup of one rack, or an extreme closeup of a single card in a rack. Developed by Paul Heckel, the author of the book "The Elements of Friendly Software Design."

ZOOMRACKS is published by Quickview Systems, 146 Main Street, Suite 404, Los Altos, CA 94022, phone (800) 443-0100 extension 341, and sells for \$79.95.

"THE GRAPHIC ARTIST" combines the power of Computer Aided Design with business graphics, typesetting, and freehand drawing into one graphic arts tool. It works in color or in monochrome. For even greater power, an additional programming language called FIG-GAL (Fifth Generation Graphic Arts Language) provides additional capabilities like logic, branching, looping, and more.

THE GRAPHIC ARTIST is from Progressive Computer Applications, 2002 McAuliffe Drive, Rockville, MD 20851, phone (301) 340-8398, and sells for \$495. The graphics language is an additional \$245.

"HOLMES & DUCKWORTH TOOLBOX" is a handy collection of disk utilities for ST programmers. Included are a disk file/sector editor, a RAM memory editor, a fast format and copy routine, deleted file recovery, and a directory printer. HOLMES & DUCKWORTH TOOLBOX is from Mirage Concepts (see address below under Express), and sells for \$29.95.

"SOFT SPOOL" sets up a buffer of any size you like in the ST's RAM for printouts. When you use AtariWriter or any other program to print to the printer, all text first goes into the buffer, then goes to the printer. The advantage to SOFT SPOOL is that printing to the buffer takes almost no time at all, and while your text goes from the buffer to the printer the ST can be performing another task -- a real timesaver!

SOFT SPOOL is from Michtron (see address & phone number below under Mudpies) and sells for \$34.95.

The Haba Solutions series is launched with "WILLS" and "BUSINESS LETTERS". The solutions programs include their own text editor, or they will work with most word processing programs. WILLS includes 14 different legally prepared wills for every need, plus a guidebook and glossary to help you along. BUSINESS LETTERS contains 50 professionally written letter and memo formats which can be customized for your needs and merged with mailing lists.

WILLS and BUSINESS LETTERS are from Haba (see address and phone number below under Hippo C) and sell for \$49.95 each.

4xFORTH IS A FULL-FEATURED FORTH-LANGUAGE DEVELOPMENT SYSTEM published by the "Dragon Group". This product has been in shipment for over a month now, and has already been used to develop other products such as EXPRESS (see below).

Forth is a language often used by engineers for quick programming and for fast execution. New commands can be added by programmers, who quickly develop libraries of commands to extend the language for their own use. Despite its closeness to the machine level (which provides its speed), Forth programs are easy to debug, making it one of the fastest ways to produce efficient, compact programs that work.

4xFORTH is available in three varieties: End user LEVEL 1 with a suggested list price of \$99.95, the enhanced End User LEVEL 2 package including GEM support which lists for \$149.95, the FORTH Accelerators for even faster execution for an additional \$75, and the Developer's System which sells for \$500.

4xForth is available from the Dragon Group, 148 Poca Fork Road, Elkview, WV 25071. Telephone (304) 965-5517.

"EXPRESS" from Mirage Concepts is a letter processor with mail-merge and telecommunications features. Express is for the user who does not need a full-fledged word processor. It excels at producing form letters for mailing, with an easy-to-use mailing-list merge function and the ability to type envelopes. Express also includes a terminal mode which can capture and transmit text -- ideal for electronic mail applications.

EXPRESS lists for \$49.95 and is available from Mirage Concepts, 4055 West Shaw, Suite 108, Fresno CA 93711. Telephone (800) 641-1441 (in California call (800) 641-1442).

"MINCE" is a powerful text editor for software developers. It was patterned on the popular EMACS editor used on DEC VAX minicomputers. Its many features include search and replace; cursor movement and deleting by character, word, line, sentence, or screen; a separate editing buffer; multiple windowing; column operations; transposing words and characters; and many others. Mince is not a word processor, it is a full featured tool that will be appreciated by program developers.

MINCE retails for \$175 and is from Mark of the Unicorn, 222 Third Street, Cambridge MA 02142. Telephone (617) 279-5711.

CHAT! is an inexpensive terminal program with full upload and download capabilities. Ideal for users of CompuServe and local BBS systems, CHAT! supports both text buffer capture/transmit and Christiensen X-modem program transfer with error checking. CHAT! is very easy for new users to understand while providing the most essential features of terminal programs.

Users of CHAT! will be able to get the latest ST news and demo programs from Atari's own BBS (see below).

CHAT! retails for only \$19.95 and is made by SST Systems, 3456 Willis Drive, Titusville FL 32796. Telephone (305) 269-0063.

"MUDPIES" is the first arcade-style videogame released for the ST. This is a habit-forming game that plays like a cross between "Food Fight" and "Robotron:2064". Working with either the ST's mouse or any standard Atari joystick, MUDPIES pits the player against characters that may be familiar from fast food commercials, to the tune of several ragtime songs.

Eight clowns (we nicknamed them Ronalds) chase you around the screen, tossing juggling pins at you. You grab mudpies and fling them at the clowns. Burgers, milk shakes, and what looks uncannily like McDonald's large fries are available when you get hungry -- but, in one of the game's most unique twists, eating too much is just as harmful as getting too little.

MUDPIES sells for \$29.95 and is made by Michtron, 576 S. Telegraph, Pontiac, MI 48053. Telephone (313) 334-5700.

"FLIPSIDE" is a game based on the "reversi" board games made popular by Gabriel's "Othello". This game for one or two players features a tough computer opponent, clever animation of playing pieces, adjustable strategy levels, and full use of the ST's drop-down menus.

FLIPSIDE lists for \$34.95 from Michtron (see above for contact information).

INFOCOM has released all of its perennial favorite text adventures for the ST. Included are "HITCHHIKERS GUIDE TO THE GALAXY" (based on the hilarious Douglas Adams radio shows, novels, and TV series), "ZORK I", the game that started Infocom and still one of the best dungeon text adventures, the "WISHBRINGER" humorous magic adventure, and the brand-new "A MIND FOREVER VOYAGING" futuristic adventure, only available on powerful 16-bit computers like the ST.

Players familiar with these games will be impressed by the response speed, thanks to the ST's super-fast floppy drives. Three games -- no waiting!

INFOCOM adventures have retail prices between \$39.95 and \$49.95 (depending on the level of difficulty) and come from Infocom, 55 Wheeler Street, Cambridge MA 02138. Telephone (617) 492-1031.

"PC/INTERCOMM" IS A TERMINAL PROGRAM with many features for modem users. This package is Mark of the Unicorn's second release for the ST following MINCE. Based

on their popular program for the IBM PC, PC/INTERCOMM is compatible with most error-checking protocols including X-Modem and Kermit, with many menu-driven selections that permit the ST to communicate with almost any computer system over the telephone while capturing and/or printing data. PC/INTERCOMM even lets you save the configurations for each computer you speak with. Programmable function keys, on-screen help, status line with real-time clock, and a host of additional functions.

PC-INTERCOMM is made by Mark of the Unicorn, 222 Third Street, Cambridge, MA 02142, phone (617) 576-2760, list price \$124.95.

"HEX" is one of the most interesting video-strategy games we've seen for any computer. At first glance it looks like a simple variation of Q-Bert from the arcades, but this fiendish game requires more brain-power than reflexes. HEX combines movement with over a hundred magic spells to make a game that requires concentration and skill. We were very impressed with the variety of figures in the animated color graphics -- unicorn, wizard, dinosaur, invisible man, leopard, jellyfish, and many other colorful creatures. As you progress through the 120 rounds your opponents become more clever and more numerous.

HEX is by Mark of the Unicorn (address and phone number above) and sells at a list price of \$39.95.

"M-DISK" gives the ST a RAM-DISK for even faster access to data. This handy utility is from Michtron. The RAM-disk sets up as drive C, which appears to the user as another floppy disk. When starting this program, the user can choose the size of the RAM-disk desired. Programs and data can be stored and retrieved from the RAM-disk, especially handy for telecomputing and other disk intensive activities.

M-DISK is available from Michtron, 576 S. Telegraph, Pontiac, MI 48053, phone (313) 334-5700, and sells for \$34.95.

"HIPPO C" is a powerful program compiler for the C programming language, a favorite among the software development community. This version of C conforms to the standard as published by Kernighan and Ritchie, with the addition of special features to take advantage of the ST's internal GEM and TOS software. HIPPO C includes an editor, an assembler, and a linker -- nothing else is required for software development.

HIPPO C is marketed by Haba Systems, 15154 Stagg Street, Van Nuys, CA 91405, phone (818) 901-8828, for a suggested price of \$74.95.

"HIPPO COMPUTER ALMANAC" is an amazing compendium of facts that are retrieved using simple questions in plain English. A megabyte of text information has been compressed onto a single floppy disk, including information on geography, history, conversion factors, and much more. Not just a party program, the HIPPO COMPUTER ALMANAC is appropriate for students and for anyone who is interested in exploring the world through their Atari ST personal computer system.

HIPPO COMPUTER ALMANAC is sold directly by Hippopotamus Software Inc., 985 University Ave., Suite #12, Los Gatos, CA 95030, phone (408) 395-3190, for \$34.95 retail list.

ST PUBLICITY

Creative Computing Magazine's October issue features the 520 ST in the cover story with the first review of this system in a major independent computer publication. Their reaction? Here are a few choice excerpts:

"Without question the most advanced, most powerful microcomputer your money can buy..."

"Fairly positioned to blow the Commodore Amiga right out of the water..."

"The Atari ST delivers 75%* of the splendor of the desktop interface at 25% of the price of a 512K Macintosh [* editor's note: everyone is entitled to an opinion, but we believe the ST delivers 110% of the Mac thanks to its MUCH better speed]

Byte Magazine will present a serious in-depth report on the ST by the end of the year. We don't have any quotes from that one yet, but judging from the fights their editors have had over who gets to play with it next, it should be a goodie. Byte's Editor-in-Chief, Phil Lemmons, visited Atari's engineering and software departments in August and had this to say afterward:

"I visited Atari yesterday afternoon and got my first really good look at an ST520. I'm extremely impressed. Graphics are fast and first-rate. The most important thing is that all the i/o happens so fast. It's hard to believe that this is a low-end machine. I saw a terminal emulator and a rudimentary word processor; when there's a spreadsheet (and I saw two in development) I'll be able to do 90% of my work on an ST. Also saw a fine "Paint" program in development.

"Got a pretty good tour through the development labs, and can tell you that the 32-bit work station is not a myth. Also saw some clever refinements of the desktop on the ST520. Atari is really trying to deliver on its promise of "power without the price" and I think they're going to pull it off. There was no doom and gloom to be seen; indeed, considerable joy was evident about already having shipped 50,000 machines...the ST520 is going to invigorate the drowsy marketplace."

The Jeffries Report, a respected industry newsletter, chose the ST over the Amiga and even the IBM in a head-to-head comparison. Some juicy quotes:

"The big difference between the Atari ST and the Amiga are price and availability. A 512KB Atari color ST at \$999 costs about \$1000 less than a similar Amiga configuration."

"Consider: IBM sells an Enhanced Graphics Adapter (EGA) display card for the PC. The basic card costs \$524, while a fully-expanded EGA card is \$982. Oh yes -- you also need IBM's 5154 enhanced color display which costs another \$849. So a "maxed out" EGA bit-mapped display for an IBM PC costs around \$1,800 -- pretty steep compared with the color Atari 520ST system at \$1,000, that includes a 512KB computer, a disk drive, color display, and even a mouse."

"If you study the Amiga chip design, it is obvious that they intended this to be a super fancy video game machine... That's the nub of the Amiga vs. Atari confrontation: Amiga was designed three years ago as a \$700 hot video game home computer. When that market went South, they scratched their heads and decided to "reposition" their video game computer as a serious business computer. Good luck."

"An Atari ST with a fast 68000 processor, a whopping 512KB of RAM, a cute little 3.5 inch disk, excellent bit-mapped display, friendly GEM user interface, and optional CD-ROM 550 megabyte optical disk with an interactive encyclopedia sounds like exactly what the market needs. Contrast this with the Amiga, which costs almost twice as much! Sure, up-scale Yuppie types may not care about a price difference of \$1000 (if it costs more, it must be better, right?) but the vast majority of individuals and small businesses do care about price."

John Dvorak in InfoWorld: "I recently got to play with an Atari 520ST and found it to be a super little machine for the money. The keyboard felt good and the new teflon-lubricated mouse felt great. If I were to look at the Atari 520ST and the Amiga and choose the winner in a head-on battle, I'd have to pick the Atari. The Amiga simply doesn't offer that much more performance or features. Also, the techies seem to be headed toward the Atari."

More John Dvorak in the San Francisco Examiner: "A battle is brewing between the Amiga computer... and the Atari 520ST. I pick Atari as the winner in this fight... The primary influence peddlers are voting against the Amiga... I know at least three people who have quit their jobs to work on software for the Atari. One person I know folded his newsletter so he could concentrate on software for the Atari... I'm voting with him."

Bruce Webster (Byte columnist) on the Byte Information Network: "In my January column I picked the 520ST to be the big winner of 1986 because of the price/performance combination."

Jeff Markoff in the San Francisco Examiner: "The 520ST's readily apparent strong point is speed. Compared to the Macintosh, working with the 520ST is extraordinary."

Personal Computing says: "The ST is noticeably faster than the Macintosh, not only because of the faster clock rate but also because it has a faster disk drive."

And Family computing adds: "With the impressive 520ST, Atari has delivered on its promise of "power without the price."

ST CONSUMER NOTES

What do consumers think of the ST? Here is a note from Steven Bubulsky that was posted on CompuServe:

"Well, I've had my ST for a month now, and was beginning to think that I might have made an error in not waiting for and buying an Amiga. Ah, victim of HYPE... I had a couple of hours with the Amiga today, and while the Amiga was good: nice graphics and all... It sure was not worth the price difference between it and a similar ST. I thought the INTUITION system screens were 'messy' to look at; GEM on the ST is much more pleasant to look at and work with. The monitor output on the ST seems cleaner to me. The fabled Mandrill picture on the Amiga was impressive, but the flicker was distracting. All of the sudden, this Atari ST looks awfully nice to me. I think I'll take the extra \$1100 I just realized I saved and buy some nice software (what the heck; I can wait) and maybe a nice MIDI instrument to play with the ST. Nice work, Jack and Atari! I won't havta sleep with an inferiority complex."

And a letter to Atari Explorer Magazine from Joseph D. Calo:

"As a soon to be owner of an Atari 520ST, I thought that I'd write and say that it's about time someone -- Jack Tramiel et al -- came out with a state of the art computer at an affordable price. I've already sold my Commodore 64 system and can't wait to get the 520 home early next year. It's a fantastic machine! I'm looking forward to using it as a wordprocessor --the major reason for which I purchased a computer in the first place... Also, some of my friends have already or are selling their systems to purchase this unit. In fact, many that had planned to purchase the new Commodore 128, have changed their minds and have either already purchased it or will be purchasing the 520 in the future. Thanks again to Jack and to all those who helped develop this excellent computer."

Some notes received on Atari Corp's BBS (408) 745-5308:

David Swobodax: "Keep up the great work. The ST is the best thing in years."

Ron Cox: "I own an Atari 800XL and several programming tools for it and have enjoyed using it for over a year now. But as much as I have liked it, I can't wait to purchase a 520ST. Ever since I had heard of it's release I have wanted to get my hands on it. Thanks, Atari, for providing your users with the most complete and powerful computers in the world."

Dave Lockwood: "I have to admit, I was worried when Atari was bought by the former leader of Commodore, but after seeing the new and highly competitive products that Atari has released, and will release, I've been impressed. If I had said 2 years ago that Atari would put out a 16-bit computer with fast graphics for under \$1000, it wouldn't have been believed. Keep up the good work."

8-BIT PRODUCT UPDATE

These products are available now or in the immediate future from Atari Corp:

XM301 MODEM (\$49.95)... This modem plugs directly into the peripheral port of any 130XE, 800XL, 600XL, 400, or 800 computer. It draws its power directly from the computers power -- one less power cord! It is a 300 baud modem with auto dial (pulse or tone dialing) and auto answer (to set up your own BBS). It plays the telephone's sound through the TV or monitor speaker so you can hear if the line is busy or if there is any problem with the connection. Included is a disk with an advanced terminal program that handles uploading and downloading with the Xmodem error-checking protocol for use with major services like CompuServe and local BBS's like Atari's own BBS (408-745-5308). The package includes offers for free time and discounts on CompuServe, The Source, Dow Jones, and Dialog. This modem is one of the biggest bargains ever made.

THE LEARNING PHONE (\$24.95)... A terminal program on a cartridge exclusively for use on Plato's Homelink service. This is a subsidiary of the Plato service with many educational and electronic mail features including high-resolution graphics via telephone. Included is a free one-year subscription (\$25 value) and a free hour online (\$7.75 value) -- the free services are worth more than the cost of the program! A long awaited product by many Atari users.

ATARIWRITER PLUS (\$49.95)... An advanced version of one of the most popular word processors ever. One side of the disk is a special version that supports the extra RAM in the 130XE, the other side is for use on 48K or greater computers. This includes a spelling checker, mail merge data base, 80-column editing, custom printer driver creation, ASCII save to disk, and many many advanced features. Fully compatible with AtariWriter text files, too.

PROOFREADER (\$16.95)... The long-anticipated spelling checker program for the original AtariWriter. Now AtariWriter users can take advantage of an automatic, computerized dictionary of 36,000 commonly misspelled words, and they can even add their own new words for special applications.

SILENT BUTLER (\$24.95)... A complete personal financial package with many banking functions -- can even print out checks for you! Also reminds you of important dates and tracks all 24 standard IRS 1040 deductions.

MUSIC PAINTER (\$19.95)... Anyone can now "paint" music with just a joystick! No prior knowledge of music is needed. Contains many sample songs in 3 voices with adjustable instruments and song speed.

130XE SOFTWARE PRODUCTS FROM THIRD PARTIES -- AVAILABLE NOW:

TYPESETTER from XLent Software (703-644-8881)... This product produces type-style newsletters and documents with better resolution than the Macintosh screen. You can control the style, height, and width of characters, and type forward, backward, up, or down. Mix graphics with characters and create icons. Supports the extra RAM in the 130XE and works with and 48K or greater Atari computer. Soon to be available for the ST also.

BASIC XE from OSS (408-446-3099)... This is an enhanced BASIC that lets the user access all the memory on the 130XE. It also adds extra commands to the BASIC of any 8-bit Atari, while retaining full upward compatibility with Atari BASIC.

SYNCALC and SYNFILE+ from Synapse (415-527-8275)... These powerful applications have been enhanced to take advantage of the extra RAM on the 130XE. SynCalc can handle a spreadsheet of 4 times the former area, while SynFile+ can manage much larger databases.

ATARI DEALER NEWS is published by Atari Corp., 1196 Borregas Ave., Sunnyvale, CA 94086, phone (408) 745-4204 for the Publications Dept.

(C) Copyright 1985 by Atari Corp., all rights reserved. Produced entirely by Atari on Atari computers.

"TAURUS ACCOUNTING SYSTEM"	EXECON
Bookkeeping and accounting system for small businesses.	
"FIRST WORD"	GST HOLDINGS
A word processing system.	
"HABA CHECK MINDER"	HABA SYSTEMS
The program that is really makes chekbook balancing easy & useful.	
*"HABA BUSINESS LETTERS"	HABA SYSTEMS
Templates to help you create professional correspondence.	
*"HABA WILLS"	HABA SYSTEMS
How to write your own will.	
*"HABA WRITER"	HABA SYSTEMS
An easy word processing system, upgradable the advanced "HABA WORD".	
"HIPPO SPELL"	HIPPOPOTAMUS SOFTWARE, INC.
Over 30,000 words including common prefixes and suffixes for word processors.	
"K-COMM"	KUMA
Telecommunications package.	
"K-DATA"	KUMA
Database manager.	
"K-SPREAD"	KUMA
Spreadsheet for financial planning and projecting.	
"K-WORD"	KUMA
Word processor.	
"LASERBASE"	LASER SOFTWARE
Database management system.	
"WORDPRO"	MARK WILLIAMS CO.
A word processor.	
*"FINAL WORD"	MARK OF THE UNICORN
An advanced word processor.	
*"PC/INTERCOMM"	MARK OF THE UNICORN
The ultimate terminal program with a host of features.	
"EASY DRAW"	MIGRAPH, INC.
An object-oriented drawing package for schematics, architects, and designers.	
"EXPRESS"	MIRAGE CONCEPTS
A letter processor with telecommunications features.	
"THE GRAPHIC ARTIST"	PROGRESSIVE COMPUTER APPLICATIONS
A combination of computer aided design, business graphics, and typesetting.	

"ST TALK" QMI
A complete inexpensive telecommunications package.

"ZOOMRACKS" QUICKVIEW SYSTEMS
A new software metaphor for managing your data.

*"REGENT WORD" REGENT SOFTWARE
A full-featured word processor from the creators of AtariWriter.

"SPELLING CHECKER" REGENT SOFTWARE
Dictionary on disk for word processing.

"BUSINESS GRAPHICS" RISING STAR INDUSTRIES
A complete presentation graphics system.

"VAL DRAW" RISING STAR INDUSTRIES
Draw program using full GEM features.

"VAL PAINT" RISING STAR INDUSTRIES
An object-oriented paint package.

"SCHEDULER" RISING STAR INDUSTRIES
A personal appointment calendar.

"SPREADSHEET" RISING STAR INDUSTRIES
A complete spreadsheet package.

"VAL MAIL" RISING STAR INDUSTRIES
An electronic mail utility.

"INTEGRATED COMMUNICATIONS" SOFTRONICS
A GEM-oriented telecommunications package.

*"CHAT!" SST SYSTEMS
A simple terminal program with upload/download and capture abilities.

"THE PROFESSIONAL" VIP SYSTEMS
Spreadsheet program that is a complete work-alike of Lotus 1-2-3.

"COMWORD" WORD OF GOD COMMUNICATION
The Bible, with keyword search for instant access to quotations.

"TYPESETTER" XLENT SOFTWARE
Electronic page design for newsletters and presentations.

EDUCATION

"ATARI PLANETARIUM" ATARI CORP.
A home astronomy package that lets you view the stars, planets, and galaxies.

"TYPING TUTOR" ACADEMY SOFTWARE
The popular touch-typing lessons in an entertaining format.

"MUSIC" ATARI CORP / RISING STAR INDUSTRIES
A MIDI music package turns the ST into a professional musician's tool.

"BORROWED TIME" ACTIVISION
An all-new graphic text adventure.

"HACKER" ACTIVISION
The latest hit from Activision as a hacker must save the world.

"LANDS OF HAVOK" ANTIC SOFTWARE
A multi-screen arcade-style adventure game.

"MISSION MOUSE" ANTIC SOFTWARE
Mice versus cats in a huge multi-screen arcade maze game.

"COLOR SPACE" ANTIC SOFTWARE
A high tech light synthesizer.

"MOM AND ME" ANTIC SOFTWARE
A "bio-toon" computerized cartoon.

"MURRAY AND ME" ANTIC SOFTWARE
A "bio-toon" computerized cartoon program.

"MARBLE MADNESS" ELECTRONIC ARTS
The Atari arcade hit is made available for the home by Electronic Arts.

"HIPPO JOKES & QUOTES" HIPPOPOTAMUS SOFTWARE, INC.
Full of humor and wisdom, selectable by rating (PG, R, and X).

"HIPPO ART I" HIPPOPOTAMUS SOFTWARE, INC.
Over 30 full-color "click-art" images for building pictures.

"HIPPO BACKGAMMON" HIPPOPOTAMUS SOFTWARE, INC.
Tournament backgammon with adjustable difficulty and terrific graphics.

*"CUTTHROATS" INFOCOM
Adventure in New England, diving for sunken treasure.

*"DEADLINE" INFOCOM
Murder mystery adventure where you are the detective.

*"ENCHANTER" INFOCOM
Magical adventure where you as the apprentice must slay the lord of evil.

*"HITCHHIKERS GUIDE TO THE GALAXY" INFOCOM
Hilarious science fiction adventure based on the best-selling books.

*"INFIDEL" INFOCOM
Adventure in the desert.

*"A MIND FOREVER VOYAGING" INFOCOM
Futuristic adventure in the mind of an intelligent computer.

*"PLANETFALL" INFOCOM
Humorous science fiction adventure on an alien world.

*"SEASTALKER" INFOCOM
Undersea adventure in the Aquadome.

*"SORCEROR" INFOCOM
The sequel to "ENCHANTER" makes you find the master magician.

"SPELLBREAKER" INFOCOM
The third in the series of magical adventures.

*"STARCROSS" INFOCOM
Science fiction adventure in a gargantuan space ship.

*"SUSPECT" INFOCOM
You're guilty until proven innocent -- can you find the real killer?

*"SUSPENDED" INFOCOM
Keep control of the malfunctioning robots from suspended animation.

*"WISHBRINGER" INFOCOM
A whimsical romp with you and the stone that grants wishes.

*"THE WITNESS" INFOCOM
A whodunit where a case of bribery and blackmail turns to murder.

*"ZORK I" INFOCOM
The game that started Infocom, as you wander through the Underground Empire.

*"ZORK II" INFOCOM
Meet the Wizard in new underground depths.

*"ZORK III" INFOCOM
The Dungeon Master draws you into the deepest dungeon depths.

*"HEX" MARK OF THE UNICORN
An interesting strategy game with magic and a Q-Bert-like field.

*"MUDPIES" MICHTRON
A funny video game with McDonaldland characters.

*"FLIPSIDE" MICHTRON
A reversi (or Othello) strategy game for one or two players.

"GOLD RUNNER" MICHTRON
Arcade action game where you journey through caverns gathering gold.

"FLIGHT SIMULATOR" MICHTRON
3-D visual flight simulator.

"TIME BANDIT" MICHTRON
Arcade adventure for the Treasures of Time with a unique dual-player mode.

HARDWARE

"SMM801 PRINTER"

ATARI CORP.

A fast dot matrix printer with a full range of features.

"SDM121 PRINTER"

ATARI CORP.

An inexpensive daisy wheel printer for letter quality.

*"SF314 DISK DRIVE"

ATARI CORP.

A double-sided 3.5 inch floppy drive with over 720K of storage capacity.

"ATARI HARD DRIVE"

ATARI CORP.

Store 10 megabytes of data with nearly instant retrieval times.

"HIPPO EPROM BURNER"

HIPPOPOTAMUS SOFTWARE, INC.

Hardware and software to create your own ROM software.

*PRINTERS

EPSON, OKIDATA, etc.

Most PC printers work with the 520ST's bi-directional parallel port.

*MODEMS

HAYES, RACAL-VADIC, etc.

Any standard modem will plug into the ST's RS232C port.