ALTOS
COMPUTER SYSTEMS

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ALTOS LAUNCHES MAJOR XENIX* MARKETING STRATEGY

Dealer Subscription And Software Developers Plans

SAN JOSE, CALIF., March 17-- Altos Computer Systems today

announced the establishment of major new dealer/ISO software

subscription and training programs aimed at encouraging the

application of the XENIX^{TM}* operating system in the dealer

marketplace. Furthermore, Altos has implemented a technical

support program for software developers to aid in the porting of

applications to the XENIX environment.

Called ASAP^{TM} for Altos Software Availability Program^{TM}, the

new XENIX software subscription plan provides participating Altos

dealers with: (1) a variety of carefully selected XENIX

application packages on a regular, ongoing basis; (2) discounts

of 30% and more on software; (3) an Altos dealer handbook

containing Altos-created data sheets summarizing each application

program in a consistent manner; and, (4) use of a toll-free phone

number to place orders for software.

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*The XENIX^{TM} operating system is the Microsoft
implementation of the UNIX operating system. UNIX is a trademark
of Bell Laboratories.

This new Altos ASAP effort also includes aid to application software developers in the form of technical support, hardware, and by providing software languages and the XENIX operating system itself.

Also being scheduled are regional training sessions for dealers on XENIX applications throughout the nation each month over the next year. The initial schedule includes Seattle in April, Chicago in May, and New York in June.

"XENIX is the most powerful operating system today with tremendous development tool capabilities," said David Jackson, Altos founder and president. "We believe the future for the dealer and ISO is directly tied to the XENIX operating system, and Altos has taken the lead in recognizing this and helping dealers make the transition."

The ASAP program offers software applications intended for use on the Altos Computer Systems multi-user 586 and 8600 microcomputer systems based on the Intel 8086 chip. The combination of the new high-speed Altos 586 microcomputer systems and the XENIX operating system, Altos believes, is the most cost-effective 16-bit XENIX system on the market.

Dealers wishing to participate in the Altos ASAP program may do so by submitting an application and an annual $250 subscription fee. Dealer kits will be available April 15, with software shipments to begin the following month. Altos distributors will also stock and offer dealers the software packages in the ASAP plan.

Initially, the program will offer a variety of third-party software programs, for example: (1) the LEX^{TM} word processing program from Softest, Inc. of New Jersey; (2) the UNIFY^{TM} relational data base management system from Northern American Technology of Sacramento, CA; and (3) the Real World^{TM} general accounting software series from MBSI of New Hampshire. Eventually, Altos expects to significantly increase its selection of software packages with regular offerings. (See attached for

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other initial offerings.)

All ASAP software will retain the software manufacturer's labeling, and support will be provided by the software manufacturer. In a cooperative arrangement with Altos, software vendors will also play a major part in the regional training sessions.

Larry Wilber, vice president for marketing at MBSI, a leading software manufacturer participating in the ASAP program, commented: "Training and support are the pivotal issues in the software dealer marketplace. Altos, by utilizing manufacturer's support and involving the manufacturer in the training, has accomplished a marketing coup. Furthermore, dealers gain the benefit of having Altos perform a quality control function for them."

David Jackson added: "It is not Altos' intention merely to create a lengthy index of XENIX compatible software. Instead, we will carefully create and gradually expand a select list of quality products that will help boost dealer acceptance and sales of the XENIX compatible application software."

For further information on the ASAP program, contact Mary Anderson or Linda Pettengill, 408/946-6700.

Located in the heart of the Silicon Valley, Altos Computer Systems is a leading manufacturer of multi-user microcomputers. The company offers a broad spectrum of systems based on the Z-80, 8086, and 68000 processors, and accommodating one to sixteen users. Over 30,000 units are serving business, educational, and scientific users throughout the world.

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SOFTWARE AVAILABLE THROUGH THE ALTOS ASAP™ PROGRAM*

Operating Systems Software

    XENIX run-time (Microsoft Corp.)

    XENIX development system (Microsoft Corp.)

Languages

    Ryan MacFarland COBOL compiler

    Ryan MacFarland COBOL run-time

    Microfocus Level II COBOL

    Microfocus Forms II

    SMC BASIC (Science Management Corp.)

    C BASIC-16 (Digital Research)

    SOFTBOL (Omtool)

Data Management

    Informix (Relational Data Base Systems Inc.)

    UNIFY (N. American Technology)

Telecommunications

    Altos Net

Generalized Software

    Altos Accountant

    Altos Word Processor

    Altos Financial Planner

    LEX Word Processor (Softest Inc.)

    General Business Accounting (Cyma)

    General Business Accounting (MBSI)

Specialized Software

    Manufacturing (Micro Manufacturing)

    Medical (Cyma)

    Dental (Cyma)

    Orthodontic (Cyma)

    Chiropractic (Cyma)

    Construction (Cyma)

* Current List 3/17/83