

THE GURU

(formerly C-Watch)

TRUMCUG

Trumbull Computer Users Group

Since 1984

Supporting All Personal Computers

September 1995

Volume 3 Issue 1

P.O. Box 8632

Warren, Ohio 44484

Meeting Notice: Third Wednesday of each month (except July and August) @ 7:00 PM. Our next meeting will be held on Wednesday, September 20, 1995 at the Warren branch of Cortland Bank, on Elm Rd. North of McDonald's and across from Sims Buick.

Trumcug Officers 1994-1995

President, Co-Secretary, Amiga & IBM Librarian



Ray Williams (216) 847-8280

Vice-President

Jay Shonk (216) 652-8296

3yr Trustee & 8 bit librarian

Nathan Truhan (216) 394-1615

Treasurer & Co-Secretary



Doc Sindelar (216) 395-3122

Trustee 2yr

Bob Boyts (216) 772-4220

Trustee 1yr and Guru Editor



John Calderwood III (216) 898-4674

Future Meetings

Future meetings are scheduled for Wednesdays
October 18, November 15 and December 20.

September meeting

At the June meeting, the Cortland Bank meeting room had a power failure and we weren't permitted to meet there. We called a quorum meeting on the bank steps and took a voice vote to maintain all officers and positions for one more year.

I think we're going to do Windows '95 for our September meeting. Jay Shonk or Ray Williams will do the demo.

Northeast Micro Systems, who prints this newsletter, has changed it's name, address, and phone number. It's now called VisionTech Electronics, Inc. 2305 Elm Road Extension Cortland Ohio 44410. The new phone number is (216) 372-2116.

TRUMCUG Web Page!

TRUMCUG now has a presence on the World Wide Web, thanks to me. I'm starting a section of GURU back issues, starting with last month's issue. Of course the page also has all the TRUMCUG membership information. The address is:

<http://cc.ysu.edu/~s0176111/trumcug.html>

3DO Diversifies into PC Market

REDWOOD CITY, Calif.--(BUSINESS WIRE)--Sept. 6, 1995--The 3DO Company today announced plans to diversify and expand its business beyond the dedicated game systems market.

The strategy is intended to reduce company risks, improve cash flow and increase 3DO's independence from a single market or partner. In addition, 3DO stated that it is continuing to negotiate new partnering arrangements for its next-generation 64-bit M2 technology in the consumer game market.

"We see demand for the M2 technology in applications that complement the dedicated game market, such as PCs, arcade systems and

digital video disc players," said Trip Hawkins, President and Chief Executive Officer of The 3DO Company. "Due to the growing interest in our M2 technology and the potential diversification of our business, it is not surprising that it is taking us longer than we originally expected to complete our M2 business plan and negotiate final partnering arrangements. We expect to complete our M2 plans in the coming months and believe the net result will be a stronger business for 3DO in the long term."

The company's current 32-bit business is well positioned for the holiday season with more than 700,000 units distributed worldwide and a distribution channel of over 10,000 outlets in the United States. 3DO systems are offered by Panasonic and Goldstar at suggested retail prices of \$299, with up to more than \$100 in bundled software, making the system cost effectively as low as \$199. In addition, the 3DO platform has an award-winning and diverse library of software titles including hits such as GEX, FIFA International Soccer and Wing Commander III: Heart of the Tiger.

Building on its current business, 3DO today unveiled three areas of focus for its future business strategy: 64-bit consumer systems; software publishing including the Internet; and the PC market.

64-Bit Consumer Systems

The first area of focus for the company is its next-generation 64-bit M2 technology, designed to bolster gaming performance by a factor of seven to ten over the new 32-bit systems.

To decrease business risk and increase its cash reserves, 3DO is pursuing consumer opportunities for the M2 architecture focusing on a key partner approach that will drive the business to success in major markets and territories. In addition, the company is looking to obtain licensing fee income and performance commitments to support 3DO's expenses and cash needs.

"The year 1996 will start a transition from the 32-bit market to the 64-bit market," said Hawkins. "To ensure that we have a success-

ful launch in the coming year, we are diligently evaluating consumer hardware partners for our M2 technology that will provide effective marketing, distribution and software titles worldwide."

3DO continues to make good progress in completing its M2 technology. The first M2 development systems were provided to key software companies in July and 64-bit applications are now underway for the M2 platform.

Software Publishing and Internet

In order to increase revenues and reduce dependence on third-party developers' release schedules, 3DO has placed greater emphasis on its software development and publishing operation. Studio 3DO is currently working on more than ten 64-bit M2 titles that are targeted to hit the market next year.

Studio 3DO has one of the industry's largest software development groups focused on creating 32-bit and 64-bit interactive games. Top talent includes four of the co-founders of Electronic Arts, film industry artists specializing in visual and audio effects, and computer graphics designers from leading PC and workstation firms.

Studio 3DO is scheduled to release several titles for the holiday season including the highly-anticipated Killing Time, BladeForce, Captain Quazar and BattleSport.

In addition, the company is planning to move into the growing area of Internet applications. 3DO's expertise in entertainment software, consumer architecture, and its experience in the U S WEST broadband network trial provides a solid foundation for the company to create software for the Internet. 3DO is part of the recently launched U S WEST market trial, the largest of its kind in the country, in which a potential audience of more than 50,000 households in the Omaha area will be able to receive multimedia services.

"The Internet represents an exciting new frontier for consumer entertainment," said Hawkins. "We want to exploit our technologies in architecture and software to deliver prod-

ucts for mass consumers over the Net."

The PC Market

To decrease the company's reliance on the consumer market, 3DO is making plans to diversify its technology into PC applications. The company intends to leverage its R&D capabilities to deliver PC products, such as accelerators for 3-D graphics and MPEG.

3DO's advanced multimedia R&D sets the stage for the company to be a leader in the upcoming 64-bit market and in a strong position to transfer its expertise to the current PC industry. The company has already created development tools, 3-D technology and video streaming capabilities that can be readily applied to PC products.

"Historically, we have been viewed solely as a company in the dedicated game market," said Hawkins. "We believe we have technology and expertise that can be transferred to the PC business, giving us a share of the growing PC market while continuing to maintain our position in the advanced gaming market."

The 3DO Company (NASDAQ: THDO), headquartered in Redwood City, Calif., creates cutting-edge technology and develops and publishes software under the label Studio 3DO for the advanced interactive entertainment market. With offices in North America, Europe and Asia, the company is a leader in the 32-bit interactive entertainment industry and is well positioned for the upcoming 64-bit market with its new M2 technology.

The Sam Report #22

Monday, August 28, 1995

MIAMI, Florida - "If you are not going to work with us, for God's sake work with **SOME-BODY** and get the Amiga moving in North America!" said Alex Amor of CEI to Escom recently.

The frustration index at CEI today was higher than the Miami humidity, and Alex appears ready to throw in the towel. His marketing plan for the Americas (prepared at the

request of Escom) received a rather strange reply ... an "ordering ultimatum" to commit to X number of A4000Ts per month (cash on delivery) ... or (in effect) drop out of the picture.

I won't reveal the "X number" here but if CBM had sold that many, Mehdi and Gould would still be in business! The letter from Alex in response to that was one sentence long ... (use your imagination).

Meanwhile, the new CEI line of computers continues to "blossom". Tom Hillman of Scala USA once again waited patiently while Alex filled me in on the latest. The Scala exec is in Miami again to discuss with CEI the PC versions of their products.

Alex is pleased about our Amiga Survey running on Genie, and applauds the effort, but experience has taught him that Escom doesn't much listen to what is said on this side of the pond.

This has been the Sam Report from Miami for Genie.

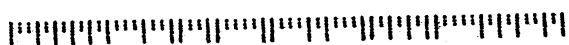
Newsletter

Printing of The Guru is courtesy of VisionTech Electronics, Inc. (216) 372-2116. Many thanks to Jay Shonk for laser printing of the newsletter (@600 dpi).

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*Oliver Wendell Jones disciplines a
reluctant Banana Junior Computer,
apparently eager to catch "2010"
at the Bijou.*



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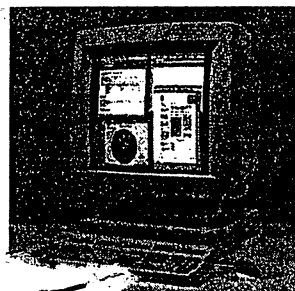
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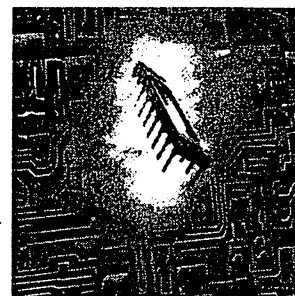


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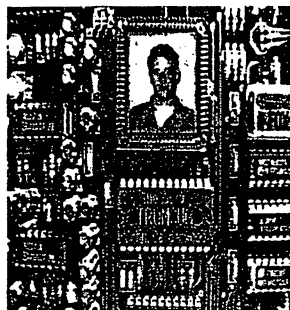
TRUMCUG

Trumbull Computer User's Group



Computer meeting on the
3rd Wednesday of each month at 7:00PM
(except July and August)

Warren branch
Cortland Bank
Elm Road-Warren, Ohio



TRUMCUG Dues Notice

The 4 digit expiration number that is listed below your name on your mailing sticker is the year/month that your dues are paid through. Those receiving free trial copies will have "NM" (non member) and the date of their last free copy below their name in the expiration area. Those receiving a complimentary copy will have nothing in the expiration area.

