

# AMSTRAD®

*The "Family-friendly" computer*

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Booth # 214

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## AMSTRAD INTRODUCES NEW PRINTER LINE

LONGVIEW, TEXAS- Continuing on it's aggressive product roll out in the United States, British computer manufacturer, Amstrad PLC (Brentwood, England), has announced the introduction of two new printers.

Known as the Amstrad DMP (Dot Matrix Printer) models 3000 and 4000, both printers are fully pc compatible. The model 3000 features a built-in printer stand and 8K buffer. It's unique front load design allows the use of cut sheet paper to be inserted and printed without moving the tractor mechanism. It offers a printing draft quality speed of 160 CPS, a NLQ mode of 30 CPS, and has a suggested retail price of \$329.00. The DMP 4000 features an 8K buffer, 15-inch wide carriage set up, prints in draft quality at 200 CPS, has a NLQ mode of 50 CPS, and has a suggested retail price of \$529.00. Both printers have built-in friction and tractor feed as standard features.

## AMSTRAD PRINTERS

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According to Fred Helms, Director of Sales, the introduction of the new printers demonstrates Amstrad's commitment to offering its dealers a complete solution-sell to the end user. "This is a win-win situation for the dealer and his customer," stated Helms. "For a little over one thousand dollars, the consumer can have a complete hardware, software and printer solution. For the dealer, he's offering a tremendous value and making the right margins to be profitable thus avoiding the need to sell clones and solely compete on price alone."

Members of the media wishing to review either printer should contact: ALAN WEINKRANTZ AND COMPANY at 512-329-2142.

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