

# Strokes Of Genius.



**AMSTRAD**

# Strokes Of Genius.



*Fred Helms, V.P. Sales, Christopher Pullen, President, Vernon Moore, CEO.*

***“Amstrad has well-defined plans to achieve a leadership position in the American personal computer marketplace. Our charter is simple: to design and manufacture the most intelligent solutions at the most accessible prices; and to support those solutions with the resources and reliability of a world-wide organization.”***

*Vernon Moore, Chief Executive Officer, Amstrad U.S.A. Inc.*

**O**pportunity abounds for today's personal computer reseller. Demand is on the rise in all segments—business, consumer, and education. But to ride the crest of this buying surge, resellers need the right solutions: designed right, built right and priced right for an evolving market.

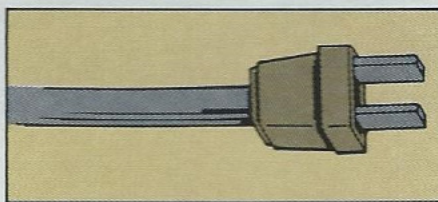
The genius of Amstrad lies in our ability to provide those solutions, and to back them with the integrity of a top-tier sales and marketing organization.

Our growing family of products lets you offer the most complete and cost-effective IBM PC™-compatible systems available. And behind our Amstrad-warranted, UL- and FCC-approved equipment stands one of the best-known electronics manufacturers in the world.

Our marketing programs are designed to rocket this superb technology into the forefront of national awareness, while our dealer programs ensure that you have all the resources you need to fully exploit their market potential.

We know your customers. Our

ground-up designs inspire their confidence by delivering state-of-the-art performance in a single-plug



system that defines the term “ease of use.”

At Amstrad, ease of use means ease of sale. Resellers know how often a willing customer walks away empty-handed; intimidated by costly and unfriendly technology. With the simplicity of true genius, Amstrad turns those lost sales into plus-business. Put us in your line-up and you increase your close-rate without compromising your other lines.

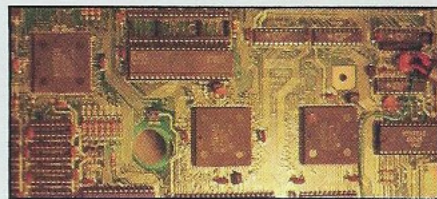
In fact, Amstrad resellers are so familiar with this phenomenon that they've given it a name: The Amstrad Effect.

Manufacturing and marketing experience world-wide gives Amstrad the edge when it comes to cost-effective production.

By integrating custom-designed components with high-volume production capacity, we are able to bring each new system to market at a price accessible to the broadest possible range of quality-minded customers.

The completeness of our design allows you to “mix and match” monitors and CPUs to best meet the customer's needs—without requiring reconfiguration of the system.

All of which puts Amstrad at the head of the class among pc manufacturers. We think you should expect nothing less from a company that, in 1986 alone, sold more than 1.7 million personal computers in 59 countries worldwide.



## ***The PC 1640.***

It took genius to envision an IBM PC/XT™-compatible with EGA monitor and 20 Mbyte hard drive for less than \$1900. retail.



**The Amstrad PC 1640 offers monochrome, CGA and EGA graphics capabilities on a single board.**

- The PC 1640 includes:**
- Serial/Parallel port
  - MS-DOS™ v. 3.2
  - Mouse
  - GEM® Desktop Software
  - Clock/calendar/alarm
  - Calculator
  - Print spooler

It took Amstrad to bring that vision to market as the PC 1640.

This powerful machine features 640K standard memory, and is built (around an 8 Mhz 8086, 16 bit micro-processor).

All configurations incorporate monochrome (Hercules™), CGA and EGA graphics capabilities on a *single* motherboard.

Your customer can upgrade to a higher graphics standard simply by changing monitors and flicking a switch. For this reason, the PC 1640 is clearly a natural for CAD and Desktop Publishing solutions.

The system includes MS-DOS™ 3.2 operating systems, and runs thousands of popular software packages.

However, for those who want an alternative to the "A prompt" environment, the PC 1640 also runs GEM™ windowing software, and provides the basic programs your customer needs to get started on useful applications.

We even throw in the mouse.

The GEM™ environment is so easy to master that we're confident your customer will be back for additional software before you can say, "Genius!"

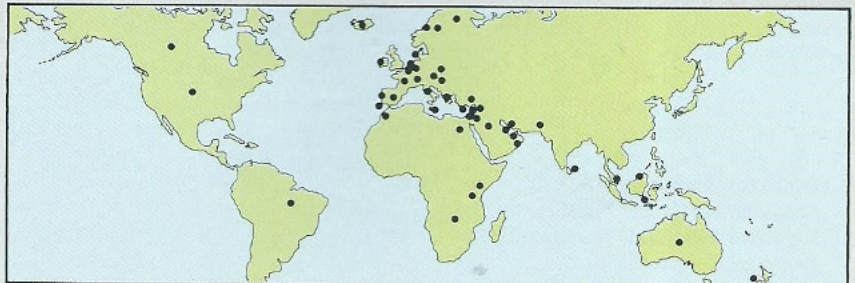
Our unique, comprehensive motherboard design eliminates the need for costly add-on boards in most cases. Nonetheless, the unit offers three expansion slots for enhancements such as networking capabilities.

The PC 1640 is available in single floppy, dual floppy, and 20 Mega-

byte hard drive versions, with list prices ranging from \$900 to \$1,900.

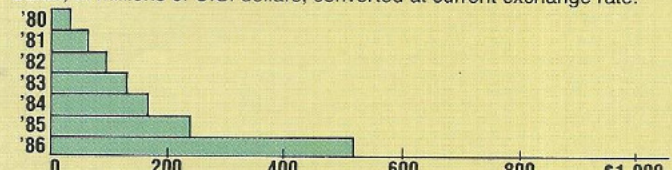
This, then, is the fully-supported, flexible, and user-friendly system your "lost" customers have been searching for; priced as only Amstrad can to reach a waiting universe of business, classroom, and residential customers.

### AMSTRAD'S PHENOMENAL GROWTH AND WORLD-WIDE PRESENCE



#### AMSTRAD'S ASCENT

Sales, in millions of U.S. dollars, converted at current exchange rate.



Source: Company reports as shown in *The New York Times*

*At Amstrad, each new product attains a level of price/performance excellence previously unknown in the market.*

# We Proudly Present Our Latest Stroke Of Genius.

**THE AMSTRAD PPC 640 WITH BUILT-IN MODEM**

*Advanced supertwist LCD screen displays 80 columns by 25 lines.*



*One-step phone port for easy connection of built-in 2400 baud modem; plus serial and parallel ports.*

*Full-size, enhanced AT™-style keyboard with 101 keys.*

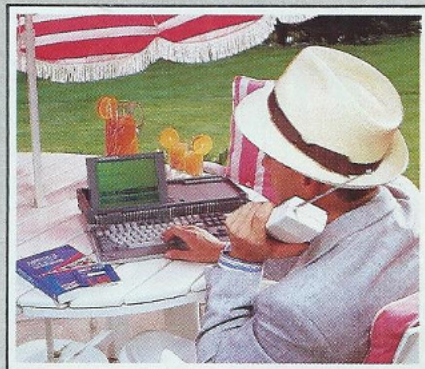
Built-in 3½ in. disk drive(s).



Hooking up the built-in modem is as simple as plugging in a phone jack.



The 11-pound PPC 640 is the new price/value leader in portable computing.



For at-home convenience, the PPC 640 can plug into any 9 pin standard monitor including Amstrad's 1640.

**T**his is *the* machine that meets the market's need for an IBM™-compatible portable with built-in modem and an unbeatable price point.

This brilliant new system, incorporating a 2400/1200/300 baud modem, is priced to sell for under \$1,000—well below many competing systems offering far less value.

The 8 mhz, 16 bit, 8086-based PPC 640 delivers 640K memory, supertwist advanced LCD display, and a 3½-inch floppy drive.

Also included in the package are a full-size enhanced AT™-style keyboard and MS-DOS™ v. 3.2 operating system.

Plug a telephone cable into the standard phone jack on the PPC 640 console, and you're on-line, with full Hayes™ compatibility including automatic dial and answer.

The PPC 640 has 80 column by 25 line display with a resolution of 640 x 200 pixels. The unit is compatible with many monitors, and includes parallel and serial ports. Optional four-slot expansion will be available for at-home requirements.

The new system easily plugs into several members of the Amstrad

family for at home monitor and power use.

There are four power options, including 12-volt plug-in jack, AC adapter and standard C batteries.

The 11-pound portable sports a sleek "European look" cabinet, and comes with an elegant carrying case.

Once again, Amstrad has defined a void in the marketplace, and designed a product specifically to meet the needs of reseller and customer. The PPC 640 combination of built-in modem, full-size keyboard, and incredible price value will convince a new universe of end-users to invest in portable technology.

In the Amstrad tradition, the PPC 640 blends customer-conscious design, full functionality and ease of use in an industry-standard environment. It's *the* solution for the businessperson seeking a high-performance portable.

For your customer who doesn't need a modem, we are introducing the PPC 512. With 512K memory and single drive, it's a price performance leader at under \$800.

The world premier of the PPC 640 and PPC 512 will be supported by sales and marketing programs designed to make you look like a genius too.

*The Amstrad story covers the globe, spanning a wealth of products. Founder Alan Sugar has built an international electronics giant, logging sales of more than \$850 million in 1986. Such meteoric growth is possible only when a coherent objective is steadfastly pursued through a series of—*

# Strokes Of Genius.

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## THE PRODUCTS

Amstrad has been producing high-quality systems for more than 19 years. We have already sold more computers than anyone else in the European market.

In September 1986, the company launched the PC 1512, which in three short months captured a 39% market share in the U.K.<sup>1</sup>

That's because the PC 1512 is a complete, high performance, expandable IBM PC compatible computer that also runs great "point and click" software.

The system features expansion ports, monochrome and RGB monitor choices, GEM™ software, and a mouse.

And whatever high-power configuration your customer chooses, he'll find that the complete system price starts at under \$700.

Another outstanding Amstrad offering is the revolutionary PCW 9512, a three-piece word processing system, including letter-quality printer, for an astounding package price of under \$800.

Amstrad also provides peripheral products designed to take full advantage of our flexible system capacities.

Our two printers work with all Amstrad machines, as well as with other IBM PC™ compatible systems. The DMP 3000 dot matrix unit has a speed of 160 cps (30 NLQ), and is fully IBM™ and Epson™ compatible. The DMP 3000 includes a built-in stand.

The DMP 4000 is a wide-carriage printer, also IBM™ and Epson™ compatible, with a speed of 200 cps (50 NLQ).

Both models are parallel/Centronics™ compatible, and feature an 8K buffer.

## THE PROGRAMS

For those of you who think it takes a genius to find profits in today's competitive selling environment, Amstrad offers a wealth of programs that lets you graduate to a new level of service and support.

While our products require minimal training, we make sure you're up to speed on all the features of our computers and peripherals, so that you can quickly guide your customer along the upgrade path.

If questions arise, our technical support team is standing by to take your call over our toll-free support lines.

Our 250 service centers nationwide assure you and your customer of timely local maintenance work—although with a failure rate of less than 1%, we don't expect to see you there often.

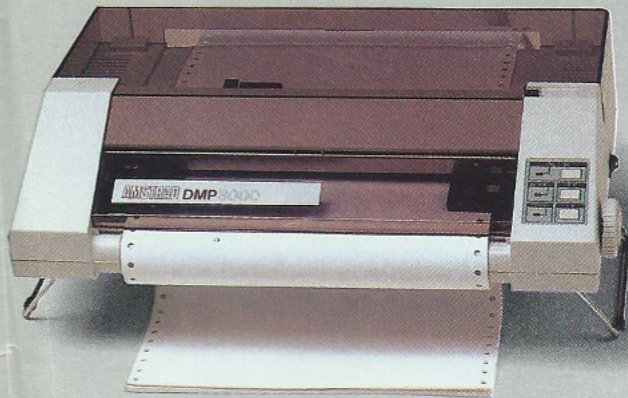
Seventeen regional sales offices are in place to provide on-going personalized attention to your business needs.

When it comes to advertising, Amstrad is dedicated to creating and reinforcing national awareness of our superior products. Look for our full-page color displays in leading news and general interest publications.

And, as the response calls come pouring in, we refer interested



*The Amstrad PC 1512 includes 512K memory, monochrome or color RGB monitor, mouse, MS-DOS, and GEM software.*



*The DMP 3000 dot matrix printer runs at 160 cps and has a built-in stand.*



*The DMP 4000 printer, with a speed of 200 cps, features an 8K memory buffer.*

boards, frees your customer to upgrade to better graphics or more powerful storage without getting tangled up in confusing add-on options.

And, since the chief virtue of genius is to deliver the promise of the future today, you can rely on Amstrad to introduce timely new products which continue to capture the admiration and confidence of the marketplace.

Because at Amstrad, genius is the way we do business.

<sup>1</sup> Source: International Data Corp.

This 8-page advertising supplement was written, designed and produced by *Computer & Software News* and was sponsored and paid for by Amstrad, Inc. With the exception of data otherwise attributed, all facts and figures were supplied by Amstrad, Inc.

leads to our authorized resellers.

On the selling floor, we'll provide you with professional point-of-sale materials to help you tell the Amstrad story to the customer.

#### **THE WORKS**

Of all the sales tools we provide, the most effective is simply the genius of the Amstrad line.

No other vendor has so accurately identified the needs of today's customer, and only Amstrad has the power to design specifically for those needs at prices that have delighted budget-conscious end-users the world over.

Time and again, Amstrad systems incorporate as standard the features which others call options. In doing so, we provide solutions which can easily keep pace with your customer's growing requirements.

Our single-plug design imperative, including feature-rich mother-



*Extensive consumer advertising campaigns generate interest customers.*

# AMSTRAD

*Genius is often deceptively simple. We know you've been missing sales because you don't have the answer for many of your customers who want an affordable system they can get along with. We deliver those sales with a line of IBM PC compatible systems which are complete, flexible, and fully-supported. But first and foremost, the Amstrad line is power-priced—to capture a whole new tier of buyers. Quite simply, we'll bring new customers into your store, and we'll also increase your close-rate.*

**Here's our offer:**

- A family of IBM PC compatible systems from a stable, known vendor. Our proprietary design and manufacture combines state-of-the-art functionality with unmatched price value. Our newest: The PPC 640 portable, offering a built-in 2400 baud modem for under \$1,000.
- Support programs rivaling those of any competing manufacturer; including UL- and FCC-approval, Amstrad warranties, nationwide service, and technical advice hot lines.
- Sales programs designed to put wings on our equipment. We offer lead referrals, volume discounts, easy upgrades, and 17 sales offices, for personalized attention.
- Marketing programs guaranteed to propel our name to the top of the charts, and keep it there. You'll be seeing us often in leading business and general interest publications.

*Now it's your turn. It only takes one stroke of genius to discover the missing link your customers have been waiting for. Call us today at 1-800-237-3116 (Texas 1-800-222-5420).*

## AMSTRAD SALES REPRESENTATIVES

**Better Sales & Marketing**  
465 Meigs St., S. 6  
Rochester, NY 14607  
Ph. (716) 385-7954  
FAX (716) 381-7159

**Billis & Company, Inc.**  
2469 E. 7000 South, S. 100  
Salt Lake City, UT 84121  
Ph. (801) 942-6489  
FAX (801) 942-6515

**CP Marketing, Inc.**  
381 Elliot St.  
Newton Upper Falls, MA 02164-1130  
Ph. (617) 969-1150  
FAX (617) 244-5470

**G/B Marketing, Inc.**  
1495 Busch Pkwy.  
Buffalo Grove, IL 60015  
Ph. (312) 520-4008  
FAX (312) 520-7905

**Legato Associates, Inc.**  
111 Chestnut St., S. 113  
Cherry Hill, NJ 08002  
Ph. (609) 667-8111  
FAX (609) 667-9519

**Miller & Associates, Inc.**  
1710 Firman Dr. S. 200  
Richardson, TX 75081  
Ph. (214) 437-5733

**Pacific Micro Marketing**  
1931 San Miguel Dr., S. 120  
Walnut Creek, CA 94956  
Ph. (415) 932-6308  
FAX (415) 932-1544

**Northwest Tech Sales, Inc.**  
2839-A S.W. 2nd  
Portland, OR 97201  
Ph. (503) 226-4331  
FAX (503) 228-0263

**Rll Sales**  
5525 Twin Knolls Rd., S. 325  
Columbia, MD 21945  
Ph. (301) 995-1816  
FAX (301) 964-3364

**Techcom Marketing**  
341 Enterprise Dr.  
Westerville, OH 43081  
Ph. (614) 436-7676  
FAX (614) 888-0136

**MJF Computer Marketing, Inc.**  
6101 Idlewild Rd., S. 205  
Charlotte, NC 28212  
Ph. (704) 535-3940  
FAX (704) 567-1696

**Personal Electronic Sales**  
1516 S. Bundy Dr., S. 311  
Los Angeles, CA 90025  
Ph. (213) 826-3711  
FAX (213) 826-2862

**Tomorrow's Answers**  
8 Bond Street  
Great Neck, NY 11021  
Ph. (516) 487-9853  
FAX (516) 487-9681

**M & M Rep Inc.**  
1243 Hanley Industrial Court  
Brentwood, MO 63144  
Ph. (314) 968-4070  
FAX (314) 968-3401

**S & A Inc.**  
665 Lincoln Rd.  
Miami Beach, FL 33139  
Ph. (305) 531-8617  
FAX (305) 531-2356

**AMSTRAD, INC.**  
1915 Westridge Drive  
Irving, Texas 75038  
1-214-518-0668

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