

12 October 1984

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Dear [REDACTED]

Thank you for your interest in the Enterprise 64K at our recent software conference and PCW show last week. I am writing to confirm the details given at these events.

PCW was a successful show for Enterprise, with a lot of interest being shown by the Trade, Press and the public.

We are now pleased to announce that we shall be moving into production during October to offer small quantities of product to the market for Christmas.

This small presence will act as a springboard for our future operations, starting with full product availability during early January 1985 and supported by an advertising campaign by one of the leading advertising agencies, centering on a 40-second TV commercial.

Initial Product will be made available in the UK via Prism. We are also currently talking to a number of large multiple retailers and will have established a wide distribution network in the UK for the beginning of 1985. Agreements have already been signed with a large number of overseas distributors (see enclosed list) to sell the Enterprise in more than 15 countries. The benefits of early entry into this software market will be substantial.

We are obviously keen to ensure that there is a full bed of software support for the Enterprise early in 1985, which will take advantage of the advanced technical specification of the machine.

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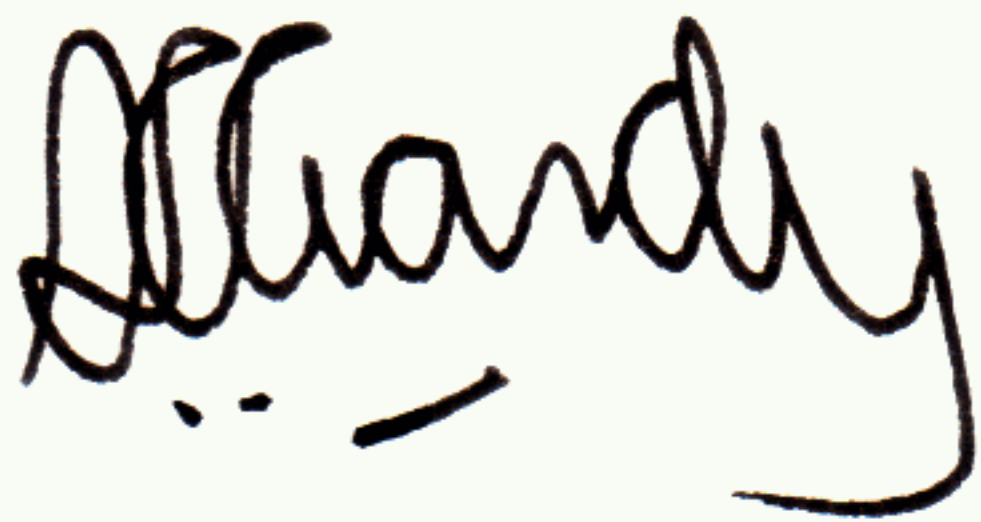
To this end, we shall be making limited quantities of machines available for use by the Software Houses, Retailers and the Press, at the end of October. We shall, of course, also be providing technical manuals, an assembler cartridge and a "Technical help" phone number. You will be updated with technical information as it becomes available.

As previously announced, these machines will be at a special Trade discount price of £150.00, invoiced by agreement.

Thank you again for your interest in the Enterprise 64K. You will be kept up-to-date with future developments and will be contacted when your machines are available.

Please do not hesitate to contact me with any queries.

Yours sincerely



Stephen C Gandy
PRODUCT MANAGER