

KELLY/GRIMES

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**IBM<sup>®</sup> PC**  
**Compatible**  
**Computer**  
**Directory**

BRIAN W. KELLY AND DENNIS J. GRIMES

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A WILEY PRESS BOOK  
**John Wiley & Sons, Inc.**

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This directory is intended to provide an accurate and comprehensive listing of products and services available. It is not the intention of either the authors or the publisher to make any specific endorsement of any product, manufacturer, or other company.

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# **Kelly/Grimes IBM® PC Compatible**

## **Computer Directory**

## **The Kelly/Grimes Directories:**

Apple® Computer Directory

DEC® Microcomputer Directory

Directory of Word Processing Systems

IBM® PC Compatible Computer Directory

IBM® Personal Computer Directory

Al Komorek, Data Processing Director at Kay, provided us with the talent we needed to solve many of the technical problems we encountered in this implementation. Al also gave the nod whenever we asked him for additional processing time, without which we'd now be preparing a business autopsy report instead of a note of thanks. You're a true friend, Al, even though we were severe "pains" at times. Thank you.

One of those talents which Al provided was Brian Nichols, a bright twenty-six-year-old programmer at Kay. Brian often got the call that "the tube is stuck" and always fixed the problem. Al Wielgosz and Patti Davis made sure that our jobs were run and that our reports were always out on time—even if it meant that they had to work a little longer, or on a Saturday. Jim Sheehan, the general manager at Kay, made sure that all Kelly/Grimes requests were resolved quickly.

In a phenomenally short period of time, Trudy Clemson wrote, tested, and debugged our online and batch programs and made sure everything worked. There aren't too many people in the business as good, as hard-working, and as dedicated as Trudy Clemson. When necessary, she worked until all hours of the morning making sure that entry programs were operational for our data entry staff, and that text tapes were available for John Wiley & Sons on the day they were due. As you can tell, we think Trudy is super, and she's only twenty-five years old.

Our special thanks again to Trudy, Howard, and all the Kay personnel, for without their help and the help of others, both mentioned and unmentioned, we would still be wondering if producing five books in a very limited amount of time was a realistic goal. We did it! Thank you all!



*Kelly/Grimes Staff*



*Staff of Kay Wholesale (Computer Services)*

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Firm • Livestock • Loans •  
Manufacturing • Medical •  
Membership Organization •  
Municipality • Pharmacy •  
Physician • Portfolio Management  
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#### Accessories/Supplies

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# Product Reference Guide

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## How to Use the Product Reference Guide

This Product Reference Guide is organized and indexed to allow the reader to locate products and their manufacturers rapidly and conveniently. It is designed to be a first source reference tool for both the new and experienced personal computer buyer. Detailed product specifications and manufacturers' comments are presented in a consistent format for product comparisons.

The Guide is divided into the following major sections:

**Company Profiles.** Information on systems and non-systems manufacturers. The description of each company includes background, names, addresses, phone numbers, product support, and product commitment. Companies are listed in alphabetical order.

**Systems.** Descriptions of the various IBM PC compatible computer systems currently available.

**Software Products.** Information on applications and systems software products organized under categories of "general use" and "industry specific" programs. Within each category are alphabetically listed sub-categories such as education, entertainment, financial planning, etc.

**Peripheral Equipment and Components.** A listing and description of peripheral products and components such as displays, disk drives, printers, and modems. This section is organized alphabetically by type and then within each type, alphabetically by product name.

**Accessories/Supplies/Services.** Information organized alphabetically by company name.

In addition to organizing the products in this publication by usage category, we are also providing the following indexes so that readers can locate products more easily.

**Hardware Manufacturers.** Alphabetical listing of companies, followed by their specific products. Page references are to products only.

**Software Manufacturers.** Alphabetical listing of companies, followed by their specific products. Page references are to products only.

**Services/Organizations.** Alphabetical listing of companies, followed by their specific products. Page references are to products only.

**Hardware Products.** Alphabetical listing of products and their page references.

**Software Products.** Alphabetical listing of products and their page references.

**Services/Organizations.** Alphabetical listing of products and their page references.



# Company Profiles

**AACS-ADVANCED ANALYTICAL COMPUTER SYS.**

Address Line 1 ..... 19301 VENTURA BLVD.  
Address Line 2 ..... STE. 203  
City/State/Zip ..... TARZANA CA 91356

Principal Business ..... Software House

Principal Product Line ..... Software

Supported Systems Mfgs ..... IBM  
Radio Shack  
Victor  
Wang

**ABW CORPORATION**

Company Contact ..... MS. CHARLIE BRAUNREUTHER  
Title ..... CUSTOMER SUPPORT  
Address Line 1 ..... PO BOX M1047  
City/State/Zip ..... ANN ARBOR MI 48106  
Telephone ..... (313) 971-9364  
President ..... TERRY WYNN  
Director of Marketing ..... JILL L. KING  
Date Founded ..... 1974  
No. of Employees ..... 5 - 15  
Total Sales Revenues ..... Under \$200,000

Principal Business ..... Software House

Majority of Sales are to ..... End users and OEM.

Principal Product Line ..... Micro Software  
Other Product Line ..... Software  
Data Management  
Programming Aids

Nature of Product Line .....  
The RL-1 database is a fully relational database management system for the IBM- PC and other systems. RL-1 is composed of: the Program Interface, the Relational Editor (REDIT) and Data Manipulation Language (DML).

Supported Systems Mfgs ..... IBM PC  
IBM PCXT  
Compaq

Distribution Channels ..... Direct Purchase  
Retail Outlets

Ordering Instructions .....  
Direct or from retail dealers.

Company Background .....  
ABW Corporation was founded to provide products and expertise in the area of computer software. In its software products division, ABW Corpora-

tion has concentrated its efforts to bringing sophisticated software concepts to the micro computer market place. ABW products such as TEKSIM - Apple II/Tektronix Simulator, and the RL-1 Relational Database Management System have expanded the usefulness of micro computers by introducing large computer concepts into the micro-world. In its consulting and R & D Division, ABW Corporation uses advanced software techniques to handle each client task whether the work is mini, micro, or mainframe based. In its approach to a project, ABW stresses a unified treatment of many complex and often conflicting technological factors. ABW Corporation offers a comprehensive professional service for those seeking the highest standards in computer technology.

**ACL INC.**

Company Contact ..... JACK HALPERIN  
Title ..... PRESIDENT  
Address Line 1 ..... 1960 E. DEVON AVE.  
City/State/Zip ..... ELK GROVE VILLAGE IL 60007  
Telephone ..... (312) 981-9212  
No. of Employees ..... 5 - 15

Sales Office Locations ..... Elk Grove Village, IL

Principal Business ..... Manufacturer  
Other Businesses ..... Consultant

Primary Customer Types ..... Anyone with static problems.  
Majority of Sales are to .....  
People who deal in computers. Either manufacturers, dealers or end users.

Principal Product Line ..... Supplies  
Other Product Line ..... Antistatic Products

Nature of Product Line .....  
Staticide® Antistatic Topical Coating.

Distribution Channels ..... Catalogs  
Dealers

Ordering Instructions .....  
Call ACL direct, we will put them in touch with a dealer near them.

Company Background .....  
ACL, Inc., is a specialist in static control. They manufacture antistatic products and static measuring and monitoring instruments for industrial, as well as EDP, markets.

**ADAPT, INC**

Company Contact ..... MR. HAL MILLETT  
Title ..... PRESIDENT  
Address Line 1 ..... 616 N. PORTIA ST.  
Address Line 2 ..... P.O. BOX 56  
City/State/Zip ..... NOKOMIS FL 33555

Telephone ..... (813) 484-4686  
Advertising Manager ..... DIANNE C. MILLETT  
No. of Employees ..... 4  
Total Sales Revenues ..... 180,000

Sales Office Locations . . . . . Nokomis, FL

Principal Business . . . . .	Software House
Other Businesses . . . . .	Programming Services Consultant

Primary Customer Types . . . . .  
Currently physicians/chiropractors, Health-care

Principal Product Line . . . . .	Software
Other Product Line . . . . .	Supplies
	Consulting
	Micro Software
	Mini Software
	General Business
	Accounting/Inventory

Nature of Product Line . . . . .  
Medical & Business Software

Supported Systems Mfgs . . . . S100  
Z80  
Z8080  
Z8086  
8088

Distribution Channels . . . . .	Dealer
	Direct

Ordering Instructions . . . . .  
 Dealer - Have dealer contact Adapt, Inc.  
 Direct:  
 Adapt, Inc.  
 P.O. Box 56  
 Nokomis, FL 33555  
 (813) 484-4686

**Company Background . . . . .**  
Adapt is a small software and consulting firm which was formed in 1980. Their primary customers are members of the medical profession.

## ADVANCED COMPUTER TECHNIQUES

ADVANCED COMPUTER SERVICES  
Company Contact ..... GEORGE FINCKENOR  
Title ..... DIR/MARKETING  
Address Line 1 ..... 16 E 32ND. STREET  
City/State/Zip ..... NEW YORK NY 10016  
Telephone ..... (212) 421-4688

Principal Business . . . . . Software House

Principal Product Line . . . . .	Software
Other Product Line . . . . .	Accessories
	Supplies

Ordering Instructions . . . . .  
Direct contact with the firm

## ADVANCED LEGAL SOFTWARE

Address Line 1 ..... 524 COOKE STREET  
City/State/Zip ..... HONOLULU HI 96813  
Telephone ..... (800) 367-5062

Principal Business . . . . . Software House

Principal Product Line . . . . . Software

Nature of Product Line . . . . .  
Advanced Legal Software - time and billing financial reporting,  
trust accounting, calendar and docket system for attorneys

Supported Systems Mfgs . . . .	Digital
	IBM
	Wang
	Exxon
	Zenith
	TI

## ADVANCED MANAGEMENT TECHNOLOGY

Company Contact ..... JOHN SHELLHAS  
Address Line 1 ..... ONE CONTINENTAL DRIVE  
City/State/Zip ..... KING OF PRUSSIA, PA 19406  
Telephone ..... (215) 687-4990

Principal Business . . . . . Software House

Principal Product Line . . . . . Software

**ADVANCED SYSTEMS CONCEPTS, INC.**

Company Contact .....	WESLEY FERRIS
Title .....	DIRECTOR OF SALES
Address Line 1 .....	435 NORTH LAKE AVE.
City/State/Zip .....	PASADENA, CA 91101
Telephone .....	(213) 793-8972
President .....	DR. ERIC MAC CALLA
Advertising Manager .....	WESLEY FERRIS
Date Founded .....	August, 1979
No. of Employees .....	16 - 25
Total Sales Revenues .....	\$1M - \$4.9M

Principal Business .....	Manufacturer
Other Businesses .....	Distributor
	System Integrator
	Electronic Services
	Consultant

Primary Customer Types . . . . .  
System, Houses, Major Corporations, Dealers, Distributors, Business Users

Principal Product Line .....	Communications
Other Product Line .....	Computer System
	Local Networks
	Accessories
	Consulting
	Services
	Engineer/Scientific

Nature of Product Line . . . . .

ASCI PC switches are intelligent port expanding and sharing devices to be used with computers and peripherals.

Supported Systems Mfgs . . . . Apollo  
Altos  
Burroughs  
Data General  
DEC  
HP  
IBM  
NCR  
Northstar  
Xerox  
Apple  
Radio Shack

Distribution Channels . . . . .	Representatives
	Dealers
	Distributors
	Factory Direct

Ordering Instructions .....  
Direct from factory or sales office.

#### Company Background .....

Advanced Systems Concepts, Inc. (ASCI) is a high technology manufacturer of software and intelligent data switches that allow electronic switching of computers or peripherals. Switches are available in an extensive line for computer back-up, remote operation, and multiport addressing.

### AGRICULTURAL SOFTWARE

Company Contact ..... MARY KAY  
Title ..... DIRECTOR OF MKTG.  
Address Line 1 ..... 1706 SANTA FE  
City/State/Zip ..... KINGSVILLE TX 78363  
Telephone ..... (512) 595-1937  
President ..... ALVIN J. KAY  
Date Founded ..... 10/1979

Principal Business ..... Software House  
Primary Customer Types .....  
Persons involved in animal nutrition or operations involved research.  
Majority of Sales are to .....  
Feed Mill Owners, Farmers, Universities, Businessmen.

Principal Product Line ..... Micro Software  
Other Product Line ..... General Applications

Nature of Product Line .....  
Software for agricultural and operations research (linear programming). Linear programming based software, particularly least-cost ration balancing.

Supported Systems Mfgs ..... IBM PC Compatible Micros  
CP/M-80 Micros  
TRS-80 Micros

Distribution Channels ..... Mail Order  
Dealer  
Consultant

Ordering Instructions .....  
Contact AGRICULTURAL SOFTWARE CONSULTANTS, INC.  
1706 Santa Fe  
Kingsville, TX 78363  
(512) 595-1937

#### Company Background .....

A.S.C. has specialized in Linear Programming since 1979. Offerings include least-cost blending programs (MIXIT-2, MIXIT-3 and DAIRY CATTLE), a feed pricing and inventory program (PRICE-IT) and two linear programming packages for business, industry and the applied sciences (MINI-MAX for IBM compatibles and CP/M-80s and LINPGM for TRS-80 models I, III, IV). Programs offer a choice of English or Metric and are written in machine language (SIMPLEX ALGORITHM), so very fast. Reviews of MIXIT-2 are included.

### AIRS, INC.

Company Contact ..... DONALD LANDGRAF  
Title ..... PRESIDENT  
Address Line 1 ..... 1250 E. DIEHL RD.  
City/State/Zip ..... NAPERVILLE IL 60540  
Telephone ..... (312) 369-2121  
Date Founded ..... 4/82  
No. of Employees ..... 26 - 50  
Total Sales Revenues ..... \$500K - \$999K

Sales Office Locations ..... Naperville, Ill.

Principal Business ..... Software House

Majority of Sales are to ..... Insurance companies

Principal Product Line ..... Software

Nature of Product Line .....  
Insurance commercial lines rating system

Supported Systems Mfgs ..... IBM PC  
IBM Compatibles

Distribution Channels ..... National direct sale organ.

#### Company Background .....

We are a supplier of automation products to the insurance industry.

### ALKAZAR ASSOCIATES

Company Contact ..... CHARLES ELKINS  
Title ..... MANAGING PARTNER  
Address Line 1 ..... 2638 S. LYNN ST.  
City/State/Zip ..... ARLINGTON VA 22202  
Date Founded ..... 1982  
No. of Employees ..... Under 5  
Total Sales Revenues ..... Under \$200,000

Sales Office Locations ..... Arlington, VA

Principal Business ..... Software House

Primary Customer Types ..... Individuals, schools, and businesses

Majority of Sales are to ..... Individuals

Principal Product Line ..... Micro Software  
Other Product Line ..... Educational  
Games

Nature of Product Line .....  
Educational and entertainment software for Micros

Supported Systems Mfgs ..... IBM PC  
Apple II

Distribution Channels ..... Mail Order

#### Company Background .....

Alkazar Associates specializes in the production and mail order sale of educational and entertainment software for micro computers.

### ALPHA MICROSYSTEMS

Company Contact ..... SUSAN PASSLER  
Title ..... MGR. OF MKTG. SERV  
Address Line 1 ..... P.O. BOX 18347  
City/State/Zip ..... IRVINE CA 92713  
Telephone ..... (714) 957-1404  
Date Founded ..... 1977

Sales Office Locations ..... Nationwide

Principal Business ..... Manufacturer

Principal Product Line ..... Micros Over \$1000  
Other Product Line ..... Minicomputers  
Peripherals  
Software

Distribution Channels ..... Dealers  
Distributors  
System Houses

## ALPHANUMERIC INTERNATIONAL, INC.

Company Contact ..... SARV SINGH  
Title ..... PRESIDENT  
Address Line 1 ..... 17752 SKYPARK CIRCLE  
Address Line 2 ..... SUITE 210  
City/State/Zip ..... IRVINE CA 92714  
Telephone ..... (714) 261-6226  
President ..... SARV SINGH

Principal Business . . . . . Manufacturer

AMERICAN PLANNING CORPORATION

Company Contact .....	PAT ADKINSON
Title .....	ADV./PUBS. MGR.
Address Line 1 .....	4600 DUKE ST. #423
City/State/Zip .....	ALEXANDRIA, VA 22304
Telephone .....	(703) 751-2574
President .....	DR. JOHN CLECKNER
Director of Marketing .....	RAY YOUMANS, SR.VP
Date Founded .....	1976
No. of Employees .....	5 - 15
Total Sales Revenues .....	Under \$200,000

Principal Business . . . . .	Software House
Other Businesses . . . . .	Training Consultant

Primary Customer Types . . . . . Business

Majority of Sales are to . . . . . Commercial and government

Principal Product Line . . . . .	Micro Software
Other Product Line . . . . .	Seminar/Course
	Consulting
	Software
	Languages
	Data Management
	Programming Aids
	General Applications
	General Business
	Accounting/Inventory
	Financial
	Spreadsheet
	Mailing List

Nature of Product Line . . . . .  
3-D ESS - 3 dimensional electronic spread sheet,  
MIS Builder - data base management system,  
APCBASIC - programming language

Supported Systems Mfgs . . . . . IBM PC  
CPM/86  
MS DOS  
Xerox 820  
North Star Horizon  
North Star Advantage  
CPM 80-86-OS  
Lomas 8086  
Victor 9000  
Access Matrix

Distribution Channels . . . . . Direct

Ordering Instructions .....  
Order directly from:  
American Planning Corporation  
4600 Duke Street, #423  
Alexandria, VA 22304  
(703) 751-2574  
(800) 368-2248  
VISA and MASTERCARD accepted

Company Background .....

Founded in 1976 as a consulting firm, Am. Planning spent three years doing simulations for U.S. Navy. From Navy experience and research and development designed and produced three major software products and are now entering the commercial market.

**AMPERSAND CORPORATION**

Company Contact .....	HAPPY BROWN
Title .....	DIRECTOR OF SALES
Address Line 1 .....	128 SOUTH GEORGE ST.
Address Line 2 .....	PO BOX M-84
City/State/Zip .....	YORK PA 17405
Telephone .....	(717) 845-5603
President .....	DALE R. SMITH, JR.
Director of Marketing .....	BRIAN J. DIETRICH
Date Founded .....	1967
No. of Employees .....	5 - 15

Principal Business . . . . . Software House

Majority of Sales are to . . . . . Financial Institutions

Principal Product Line . . . . . Software

Nature of Product Line . . . . .

Branch Banker is a profit generator. Branch Banker is a software system for IBM Microcomputers designed to sell and cross-sell financial services - a system to increase the productivity of financial institutions, customer service and new business personnel.

Supported Systems Mfgs . . . . . IBM

Distribution Channels . . . . . Direct  
Distributors

Ordering Instructions . . . . .

Write or call:  
Ampersand Corporation  
P.O. Box M-84  
York, PA 17405  
(717) 845-5602

Company Background . . . . .

Ampersand Corp. was started by Dale R. Smith in 1967 as a Service Bureau and ended as a Service Bureau in June, 1983 to devote full time as a software house using IBM Microcomputers. Ampersand is a value added dealer for IBM Microcomputers. Their product, Branch Banker, is a result of 2 years development and, because it is an open ended product, it will be enhanced for an open period of time.

## ANADEx INC.

Address Line 1 ..... 9825 DE SOTO AVE.  
City/State/Zip ..... CHATSWORTH CA 91311  
Telephone ..... (213) 998-8010

Company Background . . . . .

Manufacturer of computer peripheral printers.

**ANN ARBOR TERMINALS, INC.**

Company Contact .....	KATHRYN M. STRAITH
Title .....	VICE PRESIDENT
Address Line 1 .....	6175 JACKSON ROAD
City/State/Zip .....	ANN ARBOR, MI 48103
Telephone .....	(313) 663-8000
President .....	EDWARD F. ZIMMER
Director of Marketing .....	GARY DELUCA
Date Founded .....	1970
No. of Employees .....	51 - 100

Total Sales Revenues ..... \$5M - \$9.9M

Sales Office Locations ..... 6175 Jackson Road, Ann Arbor, MI  
48103

Principal Business ..... Manufacturer

Primary Customer Types .....  
Scientific/Research Community and Fortune 1000

Majority of Sales are to ..... End Users & Distributors

Principal Product Line ..... CRT Terminals

Other Product Line ..... Peripherals

Nature of Product Line .....  
ANSI-std. alphanumeric editing terminals and  
high-resolution graphics terminals.

Supported Systems Mfgs ..... DEC  
All asynchronous RS232 computers

Distribution Channels .....  
Direct from factory or through authorized distributors.

Ordering Instructions .....  
Distributors or Factory Sales Office

Company Background .....  
Ann Arbor is a manufacturer of high-end CRT displays that are ANSI-  
standard.

#### APPLIED CREATIVE TECHNOLOGY

Company Contact ..... GERRY MECCA

Title ..... SALES & MRKTG.DIR.

Address Line 1 ..... 2723 AVENUE E EAST

Address Line 2 ..... SUITE 717

City/State/Zip ..... ARLINGTON TX 76011

Telephone ..... (817) 261-6905

President ..... TIM WILDE

Date Founded ..... 1979

No. of Employees ..... 5 - 15

Total Sales Revenues ..... \$500K - \$999K

Sales Office Locations ..... Arlington, TX

Principal Business ..... Manufacturer

Other Businesses ..... Dealer

Primary Customer Types .....  
End users - individual & business, dealers, distributors

Majority of Sales are to ..... End users

Principal Product Line ..... Peripherals

Other Product Line ..... Personal Computers  
Micros Under \$1000  
Micros Over \$1000  
Minicomputers  
Mainframes  
Word Processors  
Printers  
Plotters  
Accessories  
Typewriters

Nature of Product Line .....  
Interface peripherals including buffers & typewriter adaptors.

Supported Systems Mfgs ..... Apple  
IBM  
Atari  
TI  
Commodore  
TRS-80

Altos  
NorthStar  
Timex  
Seiko  
Heath/Zenith  
NEC  
Sanyo  
Corvus  
Vector  
Vector Graphic  
DEC

Distribution Channels ..... Direct (Mail order)  
Dealers

Ordering Instructions .....  
Usually dealer, some direct.

Company Background .....  
Applied Creative Technology primarily started as a business to interface  
IBM Typewriters with any computer. With the introduction of new lines  
opening up, entirely new markets sales are expected to soar.

#### APPLIED LOGIC, INC.

Company Contact ..... SID HONIG

Title ..... PRESIDENT

Address Line 1 ..... P.O. BOX 328

City/State/Zip ..... JAMAICA NY 11415

Telephone ..... (212) 459-4064

Director of Marketing ..... MIRIAM LIPSCHOTZ

Advertising Manager ..... JEFF BRUCE

Date Founded ..... July 1978

No. of Employees ..... 5 - 15

Total Sales Revenues ..... Under \$200,000

Principal Business ..... Manufacturer

Majority of Sales are to ..... End User

Principal Product Line ..... Peripherals

Nature of Product Line .....  
512K Memory Module (Dynamic RAM and Parity) for IBM PC or XT  
or compatible systems. 64K to 512K may be installed on Module  
with split addressing possible.

Supported Systems Mfgs ..... IBM PC  
IBM XT  
Other compatible systems

Distribution Channels ..... Direct sales by mfg.

Ordering Instructions .....  
Write or call:  
Applied Logic, Inc.  
P.O.Box 328  
Jamaica, New York 11415  
(212) 459-4064

Company Background .....  
Established in June, 1978, Applied Logic manufactures static RAM for  
6800 (Motorola-bus); among others it sells to Eastman Kodak, Nymco  
Corp., and Polaroid Corp.

#### APPLIED MICROSYSTEMS, INC.

Company Contact ..... RUSSELL F. STILL

Title ..... VICE PRESIDENT

Address Line 1 ..... P.O. BOX 832

City/State/Zip ..... ROSWELL, GA 30077

Telephone ..... (404) 475-0832

President ..... J. TIM DODSON  
 Date Founded ..... 1979  
 No. of Employees ..... 5 - 15

Sales Office Locations ..... Roswell, GA 30077

Principal Business ..... Software House  
 Other Businesses ..... Programming Services  
                                     System Integrator  
                                     Consultant

Primary Customer Types ..... Corporate & Educational End Users

Principal Product Line ..... Micro Software  
 Other Product Line ..... Software  
                                     Mainframe Software  
                                     Utility Program  
                                     Data Management  
                                     Financial  
                                     Spreadsheet  
                                     Graphics  
                                     Educational  
                                     Personal

Nature of Product Line .....  
 PCDI (Personal Computer Data Interface) incorporates telecommunications, data management and interactive graphical analysis in a single user-expandable package. With PCDI, Data can be retrieved from a remote computer and be manipulated, graphed and passed to other programs.  
 Applied MicroSystems also offers a fine line of educational software for the Apple II+ and Apple IIe.

Supported Systems Mfgs ..... Apple II+  
                                     Apple IIe  
                                     IBM PC  
                                     IBM PC-XT  
                                     IBM System 370

Ordering Instructions .....  
 Software can be ordered directly from Applied MicroSystems or purchased from software dealers nationwide.

Company Background .....  
 Applied MicroSystems produces software for Apple and IBM personal computers. All technical personnel have Computer Science and/or Engineering degrees with extensive microcomputer and mainframe experience. Software published by Applied MicroSystems is copyable and guaranteed.

#### APPLIED SOFTWARE TECHNOLOGY

Company Contact ..... EVERET KOHBERGER  
 Title ..... VP MARKETING/SALES  
 Address Line 1 ..... 170 KNOWLES DRIVE  
 City/State/Zip ..... LOS GATOS CA 95030  
 Telephone ..... (408) 370-2662  
 President ..... JOSEPH R. LANDAU  
 Date Founded ..... 1981  
 No. of Employees ..... 16 - 25

Principal Business ..... Software House  
 Primary Customer Types .....  
 Small business, corporations, government departments - state/local

Majority of Sales are to ..... Small Business and Professionals

Principal Product Line ..... Data Management  
 Other Product Line ..... Software  
                                     General Applications  
                                     General Business  
                                     Accounting/Inventory

Financial  
 Mailing List

Nature of Product Line .....  
 Microcomputer Database System with Forms Processing

Supported Systems Mfgs ..... Apple  
                                     IBM  
                                     Franklin  
                                     Corona  
                                     Columbia  
                                     Compaq  
                                     Albert

Distribution Channels ..... Retail Computer Dealer

Ordering Instructions .....  
 Purchase through leading microcomputer dealers including Computerland, Entre, Byte Shops, Software Centres and many independent stores.

Company Background .....  
 Formed in 1981, Applied Software Technology produces microcomputer software for the business industry, government and education administration areas. They introduced the Versaform Business Form Processor for Apple in January, 1982; for Apple III in March, 1982; and for the IBM PC in September 1982. They produced Qbase in January, 1983, which is a personal Database/Reports System.

#### ASHTON-TATE

Company Contact ..... DAVID COLE  
 Title ..... PRESIDENT  
 Address Line 1 ..... 3600 WILSHIRE BLVD.  
 City/State/Zip ..... LOS ANGELES CA 90010  
 Telephone ..... (213) 666-4409

Principal Business ..... Software House

Principal Product Line ..... Software

#### AST RESEARCH

Company Contact ..... MARY SATO  
 Title ..... MKTG. SERVICES COOR.  
 Address Line 1 ..... 2121 ALTON AVE.  
 City/State/Zip ..... IRVINE CA 92714  
 Telephone ..... (714) 863-1333

Principal Business ..... Manufacturer

Supported Systems Mfgs ..... IBM PC

Company Background .....  
 Irvine, CA. - September 26, 1983 - AST Research, Inc., leading manufacturer of add-on products for the IBM Personal Computer, has leased a new 53,000-squarefoot building in Irvine, Calif., for its corporate headquarters.

In little more than 18 months of operations, AST Research has grown from a 2,2000-square-foot office to its present 11,000-square-foot facility at 2372 Morse Ave., Irvine. The five-fold expansion to the new headquarters at 2121 Alton Ave., Irvine is scheduled for October 8.

Over the past year, AST has emerged as the leading designer and manufacturer of add-on expansion boards and system enhancement accessories for the IBM Personal Computer. It was among the first to develop mainframe communications products and the first to introduce local area network designed specifically for the IBM PC.

AST's projected sales for fiscal year 1983 are estimated at more than \$35 million for the company's existing product lines. Several new products are scheduled to be introduced in the next year.

AST Research Inc. is a leader in the design, manufacture and distribution of add-on products for the IBM Personal Computer.

**ATC SOFTWARE**

Company Contact ..... BILL STONE  
 Title ..... SALES MANAGER  
 Address Line 1 ..... RT2 BOX 448  
 City/State/Zip ..... ESTILL SPRINGS TN 37330  
 Telephone ..... (205) 837-4718  
 President ..... JACK EDWARDS  
 Date Founded ..... 1979  
 No. of Employees ..... 16 - 25  
 Total Sales Revenues ..... \$1M - \$4.9M

Sales Office Locations ..... Rt. 2 Box 448, Estill Springs, TN

Principal Business ..... Software House  
 Other Businesses ..... Retailer  
    Dealer  
    Distributor  
    Manufacturer  
    Programming Services  
    Consultant

Primary Customer Types ..... Business.

Majority of Sales are to ..... Word-processor users.

Principal Product Line ..... Software  
 Other Product Line ..... Plotters  
    Seminar/Course  
    Consulting  
    Micro Software  
    Mini Software  
    Word Processing  
    Graphics

Nature of Product Line .....  
 Software to enhance word processors with plot capability.

Supported Systems Mfgs ..... IBM PC  
    Apple  
    Radio Shack  
    VIC  
    Xerox

Distribution Channels ..... Mail order

Company Background .....  
 ATC Software is a software development company that was organized in 1979. They provide software through mail orders and are involved with providing software services to industries.

**AUTODESK, INC.**

Company Contact ..... SANDRA BOULTON  
 Title ..... ASST. MARKET DIR.  
 Address Line 1 ..... 150 SHORELINE HWY.  
 Address Line 2 ..... SUITE B20  
 City/State/Zip ..... MILL VALLEY CA 94941  
 Telephone ..... (415) 621-1787  
 President ..... JOHN WALKER  
 Director of Marketing ..... MIKE FORD  
 Date Founded ..... 12/82  
 No. of Employees ..... 26 - 50  
 Total Sales Revenues ..... Under \$200,000  
 Sales Office Locations .....  
 Mill Valley, Ca., plus nationwide dealer network

Principal Business ..... Software House  
 Primary Customer Types .....  
 Architects, engineers and anyone who draws

Majority of Sales are to ..... Engineers/architects

Principal Product Line ..... Micro Software  
 Other Product Line ..... Utility Program  
    Engineer/Scientific  
    Graphics  
    Educational  
    Personal

Nature of Product Line .....  
 Autocad is a two dimensional computer-aided drafting and design system which runs on low-cost microcomputers, bringing the benefits of a high performance drafting facility within the range of even the smallest drawing office.

Supported Systems Mfgs ..... Victor 9000  
    IBM XT  
    NEC APC  
    Columbia PC  
    Eagle PC  
    Corona  
    Compaq  
    Zenith Z100  
    DEC Rainbow  
    T.I. Professional  
    CP/M-80 systems

Distribution Channels ..... Direct

Ordering Instructions .....  
 Through a request to:  
 Autodesk, Inc.  
 150 Shoreline Highway  
 Suite B20  
 Mill Valley, CA  
 (415) 331-0356

Company Background .....  
 Autodesk, Inc. was founded in December of 1982, by John Wacken, the current president. The idea for the company was the brainchild of about 15 top technical people dedicated to putting out the best computer aided design package. The result was Autocad a \$1,000.00 system for microcomputers which can do 80% of a million \$ system's capabilities. Autocad is still the industry standard, available in 5 languages on 15 microcomputers and supporting more than 30 peripherals.

**AVALON HILL MICROCOMPUTER GAMES**

Company Contact ..... JACKSON DOTT  
 Title ..... DIRECTOR  
 Address Line 1 ..... 4517 HARFORD RD.  
 City/State/Zip ..... BALTIMORE MD 21214  
 Telephone ..... (301) 254-9200  
 President ..... A. ERIC DOTT  
 Director of Marketing ..... RONALD LAPORTE  
 Date Founded ..... 1958

Sales Office Locations ..... Baltimore, MD  
    New York, NY  
    San Francisco, CA  
    London, England  
    Munich, Germany  
    Tokyo, Japan

Principal Business ..... Software House

Primary Customer Types ..... Retailers and distributors

Principal Product Line ..... Micro Software  
 Other Product Line ..... General Business  
    Educational  
    Games

Supported Systems Mfgs ..... Apple  
Atari  
Commodore  
IBM

Distribution Channels ..... Retailers

Ordering Instructions .....  
Retail level or call 1-800-638-9292 for a location

#### AVOCET SYSTEMS, INC.

Company Contact ..... KATE PANZER  
Title ..... MARKETING  
Address Line 1 ..... 804 SOUTH STATE ST.  
Address Line 2 ..... DEPT. B  
City/State/Zip ..... DOVER DE 19901  
Telephone ..... (800) 448-8500

Principal Business ..... Software House

Principal Product Line ..... Languages  
Other Product Line ..... Software

#### B M S DATA HANDLING INC.

Company Contact ..... RICHARD V. MESTLER  
Title ..... MANG., SALES/MARKET  
Address Line 1 ..... 12155 MAGNOLIA AVE.  
Address Line 2 ..... SUITE 8D  
City/State/Zip ..... RIVERSIDE CA 92503  
Telephone ..... (714) 359-8820  
President ..... LARRY G. CUNNINGHAM  
Date Founded ..... 1972  
No. of Employees ..... 5 - 15  
Total Sales Revenues ..... \$1M - \$4.9M

Sales Office Locations ..... Riverside, Ca.

Principal Business ..... Manufacturer  
Primary Customer Types .....  
Utilities, manufacturing firms, schools and colleges

Majority of Sales are to ..... Utilities, manufacturers

Principal Product Line ..... OCR/OMR

Nature of Product Line .....  
770 series optical data scanners - high speed optical mark readers with editing capabilities, optional sorter, and extensive communications,  
Stand alone test scoring - a microprocessor - based with scanner and printer. Scores 100 question multiple-check tests and provides detailed reports.

Supported Systems Mfgs ..... IBM  
Univac  
Burroughs  
DEC  
NCR  
Siemens  
Fujitsu  
IBM Plug compatibles  
Most minicomputers  
Apple Lisa

Distribution Channels ..... Direct from manufacturer

Ordering Instructions .....  
Contact Marketing Department  
BMS Data Handling, Inc.  
12155 Magnolia Ave.

Suite 8-D  
Riverside, Ca. 92503  
Phone (714) 359-8820

#### B.A. NICHOLSON & COMPANY

Company Contact ..... MAUREEN DANAHER  
Title ..... PRODUCT MANAGER  
Address Line 1 ..... 271 MADISON AVE. #1007  
City/State/Zip ..... NEW YORK NY 10016  
Telephone ..... (212) 889-7535  
President ..... BARBARA NICHOLSON  
Date Founded ..... January 1981  
No. of Employees ..... 5 - 15  
Total Sales Revenues ..... \$500K - \$999K

Sales Office Locations ..... New York

Principal Business ..... Software House  
Other Businesses ..... Software Design  
Primary Customer Types .....  
Municipalities, investment bankers, underwriters, attorneys and banks

Principal Product Line ..... Micro Software  
Other Product Line ..... Financial

Nature of Product Line .....  
Design computer software to facilitate the structuring of municipal bonds.

Supported Systems Mfgs ..... IBM PC

Distribution Channels ..... Direct

Ordering Instructions .....  
Call us directly (212) 889-7535 or write to the listed address

#### Company Background

Barbara Nicholson, the founder of B.A. Nicholson & Co., worked in programming before she became involved in the area of municipal finance in 1971. She has written time sharing programs used throughout the industry. Since 1976 Ms. Nicholson has been a consultant in this area.

Ms. Nicholson decided to combine her talents and begin a Muni finance system series designed for the IBM PC.

#### BEAMAN PORTER, INC.

Company Contact ..... MR. DAVID P. GUEST  
Address Line 1 ..... PLEASANT RIDGE ROAD  
City/State/Zip ..... HARRISON NY 10528  
Telephone ..... (914) 967-3504  
Date Founded ..... Early 1981

Sales Office Locations ..... Harrison, NY

Principal Business ..... Software House

Primary Customer Types ..... Professionals

Principal Product Line ..... Software

Supported Systems Mfgs ..... Apple  
Franklin  
IBM

Ordering Instructions .....  
Direct mail; some dealers



**BLUE CHIP SOFTWARE**

Address Line 1 ..... 19818 VENTURA BLVD.,  
 Address Line 2 ..... SUITE 125  
 City/State/Zip ..... WOODLAND HILLS CA 91364  
 Telephone ..... (213) 881-8288

Principal Business ..... Software House

Principal Product Line ..... Software  
 Other Product Line ..... Games

**BLYTHE VALLEY SOFTWARE**

Company Contact ..... DICK CRANDALL  
 Address Line 1 ..... 40879 HIGHWAY 4, P.O. BOX 353  
 Address Line 2 ..... SILVER CREEK CENTER  
 City/State/Zip ..... OAKHURST CA 93644  
 Telephone ..... (209) 683-4735  
 Other Businesses ..... Software House

Principal Product Line ..... Software

Supported Systems Mfgs ..... Apple

**BO-SHERREL CO.**

Company Contact ..... SYLVIA L. ABRAHAM  
 Title ..... PRESIDENT  
 Address Line 1 ..... 36133 NILES BLVD.  
 City/State/Zip ..... FREMONT CA 94536  
 Telephone ..... (415) 792-0354  
 Director of Marketing ..... SYLVIA FREDRICSSON  
 Date Founded ..... 1977  
 No. of Employees ..... 5 - 15  
 Total Sales Revenues ..... \$1M - \$4.9M

Sales Office Locations ..... 36133 Niles Blvd., Fremont, CA 94536

Principal Business ..... Manufacturer  
 Primary Customer Types .....  
 Government, schools, colleges, universities, hospitals,  
 end users.  
 Manufacturer of computers.

Majority of Sales are to ..... End users

Principal Product Line ..... Modems  
 Other Product Line ..... Peripherals

Nature of Product Line .....  
 Short Haul Modems & Line Drivers  
 Port Contenders  
 Multiplexers

Supported Systems Mfgs ..... Most Computer Mfg. Co.

Distribution Channels ..... Direct

Ordering Instructions .....  
 Purchase order or Verbal with PO #

**BPI SYSTEMS, INC.**

Company Contact ..... CHERYL L. SEEMAN  
 Title ..... MKTG. ADMINISTRATION  
 Address Line 1 ..... 3423 GUADALUPE  
 City/State/Zip ..... AUSTIN TX 78705  
 Telephone ..... (512) 454-2801

Principal Business ..... Software House

Primary Customer Types ..... Dealers, Distributors, Retailers

Principal Product Line ..... Micro Software  
 Other Product Line ..... Software  
 General Business  
 Accounting/Inventory  
 Financial

Supported Systems Mfgs ..... Apple  
 IBM  
 TI  
 Digitac  
 Commodore  
 NEC  
 Sanyo  
 HP  
 CP/M BASE  
 Hewlett Packard

**BRETTFORD MANUFACTURING**

Company Contact ..... DAVE PETRICK  
 Title ..... VICE PRESIDENT  
 Address Line 1 ..... 9715 SORENG AVE  
 City/State/Zip ..... SCHILLER PARK IL 60176  
 Telephone ..... (312) 678-2545  
 President ..... ED PETRICK  
 Advertising Manager ..... JIM FISHER  
 Date Founded ..... 1948  
 No. of Employees ..... 101 - 500

Principal Business ..... Manufacturer

Primary Customer Types .....  
 Bretford sells thru a dealer network - worldwide - to schools,  
 businesses, libraries, government and institutions.

Majority of Sales are to ..... Schools & Businesses

Principal Product Line ..... Accessories

Nature of Product Line .....  
 Computer Support Furniture - work stations, mobile terminal  
 tables, printer stands, micro computer tables, mobile utility  
 trucks, mobile data stations.

Distribution Channels ..... Local dealer

Ordering Instructions .....  
 An end-user can buy Bretford Products through a qualified  
 Bretford dealer.

Company Background .....

Bretford was founded in 1948. Originally a tool and die shop, Bretford has become the leading manufacturer of audio-visual and video equipment support furniture. In 1977, a family of computer work stations was added to the product line. Since then, several products unique to the industry have been introduced, establishing Bretford as a leader in the manufacture of computer support furniture. The Universal Printer Stand and the Adjustable Micro Computer Table are classic examples of Bretford's creativity and ability to fill a need.

**BRISTOL INFORMATION SYS. INC**

Company Contact ..... CHRISTINE ALLEN  
 Title ..... MARKETING COMM.MGR.  
 Address Line 1 ..... 84 NORTH MAIN STREET  
 City/State/Zip ..... FALL RIVER MA 02720  
 Telephone ..... (617) 679-1051  
 President ..... FREDERIC M. GOTTLIEB  
 Director of Marketing ..... ANN R. GOTTLIEB  
 Date Founded ..... 1970  
 No. of Employees ..... 16 - 25