TIME SENSITIVE!
concerns August 26-28 computer convention

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SILICON GULCH GAZETTE

No. 36, July, 1983 | 345 Swett Road | Woodside, California 94062-9990 | (415)851-8437

First IBM PC Faire to be Largest

The First IBM PC Faire, focusing on the IBM Personal Computer and PC-compatible products, is expected to be the largest such event of this year. Over 85% of its 567 exhibit booths have already been rented by approximately 300 companies, including IBM's 8-booth island exhibit displaying its latest products and enhancements.

A broad range of speakers have submitted papers for the Technical Conference, with more Conference sessions being organized daily. Especially noteworthy speakers include: Don Estridge, the Vice President of IBM's Systems Products Division, and General Manager of the group responsible for the IBM PC; Federico Faggin, the coinventor of the microprocessor (at Intel), cofounder of Zilog, and now President of Cygnet Technologies; and *David House*, Vice President and General Manager of the Microcomputer Group at Intel.

The PC Faire will also include 10 in-depth seminars, and PC World is offering full-day "Micro Ease" hands-on tutorials. (There is an additional charge for these half-day and full-day seminars and tutorials.)

The First IBM PC Faire, an event organized exclusively by Computer Faire, Inc., will take place in San Francisco's 4-story Civic Auditorium plus the adjacent Brooks Hall and San Franciscan Hotel. Preregistration is available from a number of stores in and out of the Bay area. On-site registration is $18 and covers all three days of the exhibits and Technical Conference.

Typesetting on Microcomputers Using TEX

The logical extension of word processing software is software to do typesetting, and a few simple programs have recently been marketed. In general, however, they are "toy" programs, meant strictly for simple typesetting projects such as correspondence.

Now, Tyx Corp. and Unidot, Inc. announce the release of TYXTEX, the 16-bit version of TEX, the revolutionary typesetting software developed at Stanford University by Don Knuth. TYXTEX is fully compatible with Stanford TEX and runs under the Xenix operating system.

According to C. Gordon Bell, VP of Engineering at DEC, "...TEX is potentially the most significant invention in typesetting in this century. It introduces a standard language for computer typography and in terms of importance could rank near the introduction of Gutenberg press."

TYXTEX is available for the IBM PC, Victor 9000, and DEC Rainbow.

In addition to the TEX program, the product includes macro sets to easily implement common typesetting formats, digitized type font families, "TEX for Beginners" documentation, and perhaps the most interesting feature, a "soft proofer" program which allows the user to preview his typesetting on the screen. The version on the screen exactly duplicates output from a high quality output device.

TYXTEX has strong page formatting capability, so a user may automatically paginate his text, or choose double or triple column output, to his own specifications. Users may define their own macros, allowing infinite flexibility for various projects. It is a superior system for mathematical and technical typesetting.

Doing your own typesetting can project a professional image, give you control of your documents, eliminate expensive revises, and save you money on printing and mailing costs.

Software is available to print the typeset files on various output devices such as the Autologic Micro 5, Canon LBP-10 laser printer, and Epson MX80.

Tyx and Unidot will be providing output service of the device independent files which TYXTEX produces for a minimal fee on the Autologic Micro 5, high resolution professional phototypesetting equipment, so professional output is now possible for the single user, small or large company, without the $10-70K plus expense of typesetting equipment.

TYXTEX retails for $2495.

For further information, contact: Tyx Corp., 11250 Roger Bacon Drive, Suite 16, Reston, VA 22090, (703)471-0233 or Unidot, Inc., 568 Weddell Drive, Suite 4, Sunnyvale, CA 94089, (408)745-0505.

JOIN US!

The 1st West Coast
IBM PC Faire

SAN FRANCISCO CIVIC CENTER • AUGUST 26-28, 1983

Friday, August 26, 9am-6pm
Saturday, August 27, 9am-6pm
Sunday, August 28, 10am-5pm

$18 Registration (No checks or charges at the site)

Pre-registration available at participating stores & clubs
Registration includes Conference Program & Exhibition for all 3 days

Computer Faire, Inc. 570 Price Avenue Redwood City CA 94063 (415) 364-4294

Micro Movers Movin' On

by Jim Warren

In the past two weeks, I have been interviewed by no less than three writers, doin' articles or books on the "history" of our micro madness and Sillycon Valley. Gasp! In this racket, apparently one can become an ol' timer in less'n nine years.

Since so many writers think there is an interest in such micro mush, I tho't I'd print some of the observations I offered to them. Who knows – it might even enhance the possibility of being quoted accurately – an unusual event in my experience. (To give earned praise: The few articles I recall that accurately reflected my comments were in the *Wall Street Journal*, *Forbes* – which even phoned for verification prior to going to press, and David Tebbitt's article in England's *Personal Computerworld*.)

There are a number of other industry elders – some even over 30 years of age – who are also changing ventures. Like a sudden swarm of starlings, a whole flock of us seem to be movin' on to new adventures at the same time. I suppose that shouldn't really be surprising – after all, we go through entire generations of hardware every coupla years, so why should mindware be any different?

To paraphrase animal writer Earnest Thompson Seaton, I'm going to discuss some wild entrepreneurs I have known, who are making major changes. (I shall, however, attempt to avoid waxing eloquent on the subject; anyway, I'm never sure whether to first polish the tusks, or the trunk.)

FEDERICO'S FOLLIES

It is appropriate to start with Federico Faggin. Federico is one of

(continued on page 4)

Take the next step.
If you can use a word processor, you can do your own typesetting.

Announcing:

TYXTEX

TYXTEX is the 16-bit version of TEX, the revolutionary typesetting software developed at Stanford University by Don Knuth. TYXTEX is fully compatible with Stanford TEX and runs under the Xenix operating system.

Advantages:

You do the keyboarding and save on typesetting costs.

You save on paste-up costs, since you can typeset copy in final layout form.

You control the proofing and editing of your documents.

You preview the typesetting **on your screen**, as it will appear from the output device, thus eliminating expensive revises.

Your documents create a professional image.

You save on paper, printing and mailing costs, since typesetting reduces the bulk of documents by 50 percent or more.

Available for:

IBM PC, Victor 9000, DEC Rainbow

Package includes:

TEX program. Lets you choose typefaces, page format, do ruling. TEX is also superior for mathematical and technical typesetting.

Digitized fonts.

Macro sets–Use as is to create typeset documents, or modify for your special needs.

Soft proofer software–allows you to preview typesetting on your screen.

Drivers available for Canon LBP-10 Laser Printer, Epson MX80 and others.

Documentation includes "TEX for Beginners".

Best of all:

If you don't happen to have a $60K phototypesetter in the office, use our output service. For a small fee, we'll run your typeset files through high resolution professional phototypesetting equipment (Autologic APS Micro 5). Modem service available (Tyx Corp., Reston, VA or Unidot, Inc., Sunnyvale, CA), or bring us the floppies.

Call today for more information or an appointment to see the system in action.

UNIDOT

568 Weddell Drive, Suite 4, Sunnyvale, CA 94086, (408) 745-0505

Billion Dollar Market for Educational Software

Future Computing Incorporated has announced the availability of its most recent publication – *Personal Computer Educational Software Market Report*. The *Educational Software Market Report* offers insight into the market windows for the emerging educational software market. Future Computing forecasts that this market will reach $1 billion by 1987 which represents a compound annual growth rate of 71 percent from the 1982 market of $70 million. In units, the 1982 educational software market was 2.4 million; in 1987 this number will be approximately 34 million. At the present time, the school educationsl software market is the dominant market, but the rapid growth of computers at home will change this.

Future Computing forecasts that approximately 70 percent of this billion dollar educational software market will go to homes. This growth will be spearheaded by a new breed of games – games that will both entertain and instruct. In addition, these new games will appeal to wide bases of people. The school educational programs, on the other hand, will be 'vertical' with a narrower focus and audience. As a result, this market is more limited than the home educational software market.

Present market opportunities are abundant. Future Computing's publication provides the data and trend analysis necessary to take advantage of this market.

Within the market analysis, the report profiles present activities of educational software publishers, pacesetting school systems, and hardware manufacturers. Examples of schools profiled include, among others, Bellflower, California, Minnesota Educational Computer Consortium, and District 22, New York. Over 35 trendsetting software publishers are profiled including Control Data's Plato; textbook publishers such as Scott, Foresman and Company, Addison-Wesley, and McGraw-Hill Inc; and software companies that publish educational software exclusively such as Conduit, Educational Software, and Micro-Ed. Major hardware manufacturers' activities specific to the educational software market are also reviewed and analyzed.

Moreover, the *Educational Software Market Report* analyzes the dramatically growing market for educational software used with computers in the home. Dr. Juliussen, Chairman of Future Computing Incorporated states, "The acceptance of home computers by American consumers is spawning a large demand for educational software. Parents see the home computer as an excellent tool for their children. This trend will increase as more families purchase computers for home use."

Dr. Portia Isaacson, President of Future Computing Incorporated adds, "The demand for educational software is growing and will continue to grow for some time. For software authors and publishers, opportunities are excellent today because the market is relatively new. And there are opportunities in all segments of the market – from science to logic to basic arithmetic."

Personal Computer Software Educational Market Report includes a VisiCalc model of Future Computing's forecasts for the educational software on a 5 1/4" diskette. The model requires 256K with an IBM PC or PC compatible VisiCalc and operates on the IBM PC, Compaq, and Columbia Data Products MPC.

The report is available from Future Computing Incorporated for $1195.

Future Computing Incorporated, founded in 1980 by Dr. Portia Isaacson and Dr. Egil Juliussen, is a Dallas based market research firm dedicated exclusively to the personal computer industry.

For further information, contact: Future Computing, Inc., 900 Canyon Creek Center, Richardson, TX 75080, (214) 783-9375.

Pepperdine University to Participate in $8-Million IBM Computer Literacy Program

Pepperdine University is one of only 12 institutions nationwide to be selected as teacher training centers in an $8-million computer literacy program sponsored by IBM.

Pepperdine has been designated by IBM to lead teacher training programs for educators at seven Los Angeles area high schools. Participating schools will send three to five teachers to Pepperdine University Plaza in Los Angeles, where the University has a fully equipped computer laboratory and electronic classroom.

Each participating training center and secondary school will receive 15 IBM Personal Computers as part of the computer literacy project. The Educational Testing Service of Princeton, New Jersey will assist Pepperdine faculty and staff with training and coordination.

The purpose of the program, announced IBM earlier this month, is to help participating secondary schools receive the maximum benefit from the introduction of computers into their school curricula.

For further information, contact: Patti L. Yomantas, Pepperdine University, Office of Public Information, 24255 Pacific Coast Highway, Malibu, CA 90265, (213) 456-4138.

Conference Session

Davong Multilink Local Area Network

"Davong Multilink is a state of the art microcomputer local area network. It allows up to 255 IBM PC's, IBM XT's, Apple IIs, and other plug compatible computers to be connected, communicate and share resources over a network," explains Tim Lundeen, Vice President of Software Engineering for Davong Systems, of Sunnyvale, California. Lundeen will speak at the First IBM PC Faire in San Francisco in August, on the topic "Davong Multilink Local Area Network."

Lundeen will describe the Davong Multilink network from the viewpoint of a network user and also in terms of applications program development. His talk will include a summary of network software implementation strategies and a discussion of network performance considerations.

Explains Lundeen, "Network hardware uses token passing to control access to the network, transmits data at 2.5 megabits per second, and allows up to 20,000 feet between any two work stations. Network software provides a sophisticated, high performance, yet easy to use environment for network users and application program developers."

"The network user environment provides shared hard disk resources, printer spooling and electronic mail facilities. Any microcomputer (except AppleIIs) connected to the network can be used as a combination workstation, network fileserver, and print spooler, all at the same time."

Lundeen's remarks will be included as part of the printed *Proceedings of the First IBM PC Faire*, to be available at the show.

Diskette Conversion Utility Links IBM PC Mainframes

MicroTech Exports, Inc. has produced a version of its Reformatter Conversion Software that allows the IBM Personal Computer configured with an 8" add-on drive to read and write diskettes in the various IBM mainframe formats.

Using Reformatter, data can be transferred between the PC and larger systems by simply exchanging diskettes.

Other versions of Reformatter Conversion Software are available to run under CP/M and MP/M-80, CP/M and MP/M-86, TRSDOS, CROMIX, and MS-DOS.

For further information, contact: MicroTech Exports, Inc., 467 Hamilton Ave., Palo Alto, CA 94301, (415) 324-9114.

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editor:	Jim Warren
production:	Jeannie Ditter
	Julie Clements
typesetting:	Unidot
	Nancy Bentley
	Vicki Rupe
operations:	Bruce Quinn-Briggs
	Judy Smith
	Mike McDermott
facilities:	Lee West
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Video Initiative:	David Carlson
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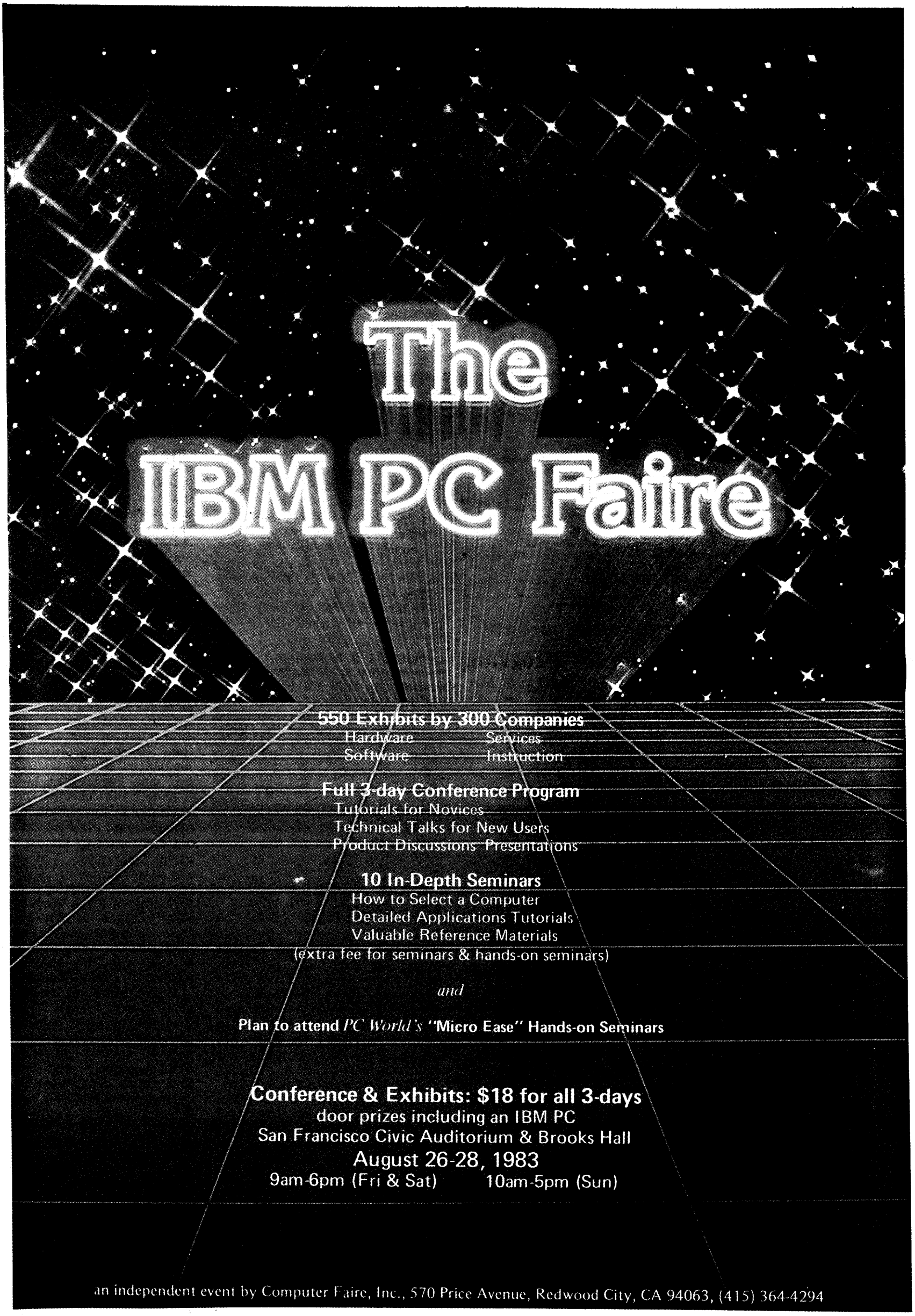
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IBM PC Faire
550 Exhibits by 300 Companies
Hardware
Software
Services
Instruction
Full 3-day Conference Program
Tutorials for Novices
Technical Talks for New Users
Product Discussions/Presentations
10 In-Depth Seminars
How to Select a Computer
Detailed Applications Tutorials
Valuable Reference Materials
(extra fee for seminars & hands-on seminars)
and
Plan to attend PC World's "Micro Ease" Hands-on Seminars
Conference & Exhibits: $18 for all 3-days
door prizes including an IBM PC
San Francisco Civic Auditorium & Brooks Hall
August 26-28, 1983
9am-6pm (Fri & Sat)
10am-5pm (Sun)
an independent event by Computer Faire, Inc., 570 Price Avenue, Redwood City, CA 94063, (415) 364-4294

Save on Faire Registration

By gathering your friends and associates together, you can all save $4 on IBM PC Faire registration fees – paying $14 each, instead of the $18 "at the door" fee. (Or, you can "deal" registrations and earn a few extra dollars for yourself or your group.) Here's how:

Purchase IBM PC Faire registrations in blocks of ten or more, no later than August 15, advancing $140 for a minimum order of ten (prepaid). (There is a small shipping and collection charge on COD orders.)

You can return up to half the number of registrations ordered, by August 25 (the day before the IBM PC Faire), for a refund of $14 per returned/unused registration.

To take advantage of this offer send your check or COD order for ten or more registrations (advancing $140 on prepaid orders) to:

Pre-registration Desk
Computer Faire, Inc.
570 Price Ave.
Redwood City CA 94063

Include your street address for certified UPS delivery. We pay shipping on prepaid orders. You pay shipping and collection charges on COD's.

Opamp Technical Books*
1033 N.Sycamore
Los Angeles CA 90038
(213)464-4322

Zackit Electronics
1193 10th St
Monterey CA 93940
(408)375-3144

Computerland
1625 El Camino #A
Belmont CA 94002
(415)595-4232

Computerland
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Burlingame CA 94010
(415)348-7731

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Keplers Books
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Menlo Park CA 94025
(415)324-4062

Heathkit Electronics Ctr
2001 Middlefield
Redwood City CA 94063
(415)365-8155

Computer Literacy
520 Lawrence Expwy #310
Sunnyvale CA 94086
(408)730-9955

Micro Plus Business Systems
1020 E.El Camino Real
Sunnyvale CA 94087
(408)737-2525

Softwaire Ctr
730 E.El Camino Real
Sunnyvale CA 94087
(408)737-1555

AIDS Computer Ctr
271 Sutter St
San Francisco CA 94108
(415)434-2980

Computer Connection
214 California St
San Francisco CA 94111
(415)781-0200

Sunset Electronics
2254 Taraval St
San Francisco CA 94116
(415)665-8330

Software Ctr
4720 Geary Blvd
San Francisco CA 94118
(415)751-2231

Bay Area Small Systems
11 Lakeshore Plaza
San Francisco CA 94132
(415)681-0888

Softwaire Ctr Intl
477 University Ave
Palo Alto CA 94301
(415)327-0520

Rent-A-Computer
2471 E.Bayshore Rd #515
Palo Alto CA 94303
(415)493-2310

Computerland
2791 N.Texas St #E
Fairfield CA 94533
(707)426-4003

Data Bank of Fremont
3820 Peralta Blvd
Fremont CA 94536
(415)790-1060

3-E Software*
22408 Mission Blvd
Hayward CA 94541
(415)537-3637

Computerland*
22634 Foothill Blvd
Hayward CA 94541
(415)538-8080

Ken's Electronics*
605 Montgomery St
Napa CA 94559
(707)224-2493

Softwaire Ctr Intl*
5269 Broadway
Oakland CA 94618
(415)428-9333

Affordable Computers
3331 El Camino
Santa Clara CA 95051
(408)249-4221

Alltronics
15460 Union Ave
San Jose CA 95124
(408)371-3053

Software Connection
2843 S.White Rd
San Jose CA 95148
(408)270-0450

WCJ Computer Central
1458 Myrtle Ave
Eureka CA 95501
(707)445-9239

Although Computer Faire, Inc., itself, is not staffed to handle individual preregistration, it has arranged for a number of sources for preregistration.

The stores prefer that you drop by to pick up your prereg – they'd like to see you and have you see what they have to offer. However, should you be unable to do so, several of them – marked by an asterisk – are accepting mail orders, IF you do the following:

1. Phone the store for their reg fee. By FTC regulations, the Faire cannot tell them what to charge. Send full payment, and a stamped, self-addressed, legal-size envelope.

2. Send your mail order in time to reach the store by August 8. This is to allow sufficient turnaround time for your order to be processed.

Conference Session

Venture Capital and the IBM PC

"Venture Capital and the IBM PC," will be the title of Frank Kline's talk at the First IBM PC Faire, in Civic Auditorium and Brooks Hall, San Francisco, August 26-28, 1983. Kline is the president of Pacific Technology Venture Fund, Inc., of San Francisco.

Kline will outline the role of young high technology companies in stimulating the national economy, and describe what kind of a return on investment potential venture capitalists look for when deciding to invest.

"Young companies developing application software, local networking and hard disk storage for the PC have got a lot of recognition," says Kline. "Significant venture capital resources will be placed in these and related fields dedicated to PC products."

Conference Session

Proposal for Microcomputer Managers' Association

"If you are a manager whose responsibilities include the planning, application, development and support of personal computers, you are invited to join the Microcomputer Managers' Association – the first professional association in this rapidly expanding field," says James Haner, of Dynamic Computer Services from Palmdale, California. Haner will use the First IBM PC Faire as a forum for soliciting charter members into the group.

"We need to provide a clearinghouse for the exchange of ideas on what works and doesn't work in successfully integrating microcomputers into the corporate environment," says Haner.

Conference Session

Software Marketing

"The market for IBM PC software is increasing at a truly astounding rate," says Richard Albers, of San Francisco. "Recent projections indicate that total sales of IBM PC and PC-compatible microcomputers will approach 650,000 units during 1983 and increase to 1.2 million in 1984. This phenomenal public acceptance of the IBM PC has created an unprecedented situation for software developers."

At the First IBM PC Faire, Albers will discuss various ways that a software author or marketeer can advertise a software package, and some practical guidelines to follow when the programming is completed and the selling begins. His talk is titled, "Marketing Software Effectively and Inexpensively: PC-Demo." Methods that will be explored by Albers for marketing software products include store placement, commercial ads, software reviews, new product listings, computer shows, and software demo programs.

Regarding software demos, Albers says, "Program authors who follow most or all of (these) guidelines will create a software demo of their product that will be a lasting, effective sales tool. A cleverly-written, bug-free demo that resides in 30K of disk space can be sure to enjoy wide, inexpensive distribution on the new generation of electronic disk magazines."

Beginning in September, 1983, a new electronic disk "magazine" will be offered to IBM PC users by Albers' own company, Soft Peddle, Inc., of San Francisco. Albers described the new product, named PC-Demo. "The disk will constitute a 'software sampler' mailed to subscribers once each month. The disk will contain between five and ten demos of currently-available software for the IBM PC along with a control program, an introductory message and a useful program or two."

Fixed Asset Accounting

Westico, The Software Express Service, has announced the addition of a new product, Fixed Asset Accounting System, to its line of software. Fixed Asset Accounting is available to run on the IBM PC as well as all CP/M-80, CP/M-86, MS DOS and IBM PC DOS compatible computers.

"Fixed Asset Accounting is a comprehensive program which provides control over the physical assets of a corporation, manages accounting transactions on these assets, and produces regulatory reporting information," said Larry Heimendinger of Origin, Inc., authors of the software.

The complete Fixed Asset Accounting system with documentation is $1500. A demonstration system with complete documentation is $75, and documentation can be purchased separately for $35.

For more information, contact: Westico, Inc., 25 Van Zant Street, Norwalk, CT 06855, (203)-853-6880.

MOVERS MOVIN'...
(continued from page 1)

the three individuals named on the patent for the first microprocessor – Intel's 4004. (The other two are Stan Mazor and Ted Hoff.) Faggin did all of the logic and implementation for three of the 4004 "family" chips. (Ted and Stan did the architecture.)

Next, DataPoint came to Intel asking for a 16-bit stackchip. Mazor suggested that Intel do the full CPU for DataPoint (such utter folly – thinking one could put an entire CPU on a single silicon wafer). They settled on doing so calling it the 8008, using about 85% of the DataPoint-specified instruction set (now we know who to blame). For this, Faggin was the Project Manager (Hal Feeny did the design and implementation.)

Federico then became project head for the creation of the 8080. "Masa" Shima – whom Faggin hired away from a Japanese calculator manufacturer – did the silicon implementation. (Even as late as this, Intel still thought it was selling semiconductors [chortle]. It was a bit later, that they came to realize that they were really selling Essence of Computer.)

Following the Silicon Gulch tradition, Federico and Masa spun off from Intel and created Zilog. With Faggin as potentate, Masa did the design for the Z-80 and Z8000 (though Masa left prior to the debugging of the Z8000; he's now with Intel-Japan) and created one of Intel's strongest rivals.

Now, Federico's at it, again. As Prexy of his new Cygnet Technologies (Sunnyvale, California), he has created an office workstation that tightly integrates computing and communications – for voice, as well as data, text and graphics! Sadly, a nondisclosure agreement prohibits telling any of the important stuff (but, Famous Faggin will tell all at the IBM PC Faire in August). Suffice it to say – Faggin Flies Again!

[The historical notes, preceeding, are compliments of Stan Mazor.]

GREEN INK

Quiet, retiring Wayne Green is movin' on, also. Wayne, who was a submariner in WWII (that's not a chip designation), worked as an editor for the Amateur Radio Relay League in the Dark Ages (b.c. – before [micro]computers), then moved to beautiful downtown Peterborough, New Hampshire, and created *73*, a competing hamagazine.

When computer hobbery came along, he (or ex-wife Virginia, and Carl Helmers – it depends on whose acrimonious mythology you believe) created microcomputing's first magazine – *Byte* – with its first issue in September, 1975. Some months later, he benevolently donated *Byte* to Virginia Londner - Green - Peschke - Londner - Londoner (who has been its Publisher for eight years, even though she sold it to McGraw-Hill in the late '70's; she has reportedly finally escaped and is on a year-long world tour/recuperation).

Being a prolific pen pal and noting that Peterborough needed more computer rags, Wayne created a second micro magazine, initially announced as *Kilobyte* but renamed to *Kilobaud* before its first issue (a change rumored to have been

(continued on page 6)

SEMINARS

to be held at the

IBM PC Faire

Personal Computer Networks: Getting Down to Business

Session: F1 (Fri-8/26/83, 1:30 to 5:00, $55)

This seminar deals with the problems and solutions facing an organization with the task of tying together the various micro's on the market. Topics include: Hardware/Software Considerations; The Communication Mode; Software; Resource Sharing; Security & Data Sharing.

dBASE™ II Fundamentals

Session: F2 (Fri-8/26/83, 10:00 to 1:30, $55)

An introduction to the most widely used data base system available for the IBM PC. This seminar will present an overview to dBASE II functions and capabilities along with specific examples of how to establish & use dBASE II. Topics include: Create and Modify a Data Base; Enter Information; Ad-Hoc Inquiries; Report Generation; Indexing & Sorting; Developing a procedure.

dBASE™ II Programming

Session: S1 (Sat-8/27/83, 10:00 to 5:00, $95)

This seminar will prepare you to develop application systems on the IBM PC utilizing the dBASE II programming language. Subject matter covers: Data Base Design and Creation; a presentation of the dBASE II language syntax; Procedure Calls; Creating Screen Formats; Indexing; performance considerations and utilities.

Advanced dBASE™ II Techniques

Session: N2 (Sun-8/28/83, 10:00 to 1:30, $55)

This seminar will cover advanced topics and will benefit the attendee with prior dBASE II experience. Specific areas include: Combining dBASE II commands; Advanced dBASE II Programming; Linking Multiple Files; and other "Gerson's dSECRETS" as published in 'The Data Base Advisor' Magazine.

Integrating Personal Computers In The Corporate Environment

Session: F3 (Fri-8/26/83, 10:00 to 5:00, $95)

At this seminar you will learn how to put the personal computer to work for the individual and the corporation and plan for it's integration. Office automation is happening now; whether one by one, department by department or through centralized purchasing. Integrating existing micros into the corporate system or adding new ones, requires an approach based on proven techniques. Without a systematic plan for managing the information of both personal computers and established corporate data bases, the "information management" equilibrium is lost and problems result. This seminar is recommended for any manager, administrator or decision maker responsible for implementing Office Automation or the proliferation of Data Processing resources in their organization.

Problem Solving with MultiPlan™

Session: F4 (Fri-8/26/83, 1:30 to 5:00, $55)

This seminar will cover the fundamental and advanced features of the most powerful spreadsheet available. Topics covered include: editing, sorting, iteration techniques, linking multiple spreadsheets and other features.

How To Select A Personal or Business Computer

Session: S2 (Sat-8/27/83, 10:00 to 5:00, $95)

At this seminar you will learn how to select the features you need... What to look for --and look out for-- in your hardware and software...How to determine what to spend...Determine what size computer you really need...How to select the right software package...How to simply define your computer system requirements...How to select the best system and suppliers... and much much more. This seminar is recommended for any individual responsible for the selection of a Personal or Business Computer.

Lotus™ 1-2-3 Advanced Techniques

Session: N1 (Sun-8/28/83, 10:00 to 5:00, $95)

1-2-3 is the new software sensation that integrates spreadsheet, data base and graphics features. This seminar goes beyond the typical introductory class, showing you many different advanced techniques that put 1-2-3's remarkable features to work. Topics covered include: optimum spreadsheet design, data base query, graphics, macro programming & testing, menu generation, input data validation and sharing data with other programs and computers.

Project Management Survival Course

Session: N3 (Sun-8/28/83, 10:00 to 5:00, $95)

This seminar offers a "no-nonsense" approach to the successful application of Project Management Skills, which is rapidly becoming one of the most critical tools of today's computer professional. All participants will learn a practical approach on how to develop a Project Plan; Estimate, Schedule, Control and Manage their Project. This Course is Intended For, Any: - DP Manager; Project Manager/Leader/Participant; Lead Programmer/Analyst; Software Engineer; Corporate Project Manager (DP and non-DP).

How To Become A Computer Consultant

Session: N4 (Sun-8/28/83, 10:00 to 5:00, $95)

This seminar is designed to show you that while consulting is not for everyone, for those it appeals to, success can be virtually unlimited...as long as you know the ropes. The need for experienced programmers and computer professionals has never been greater. This day long session will show you How to: begin...tools of the trade...sell yourself...find markets...evaluate your skills and the client's...set fees...expand your business...handle money and legal matters...close the sale...and much much more.

INSTRUCTORS

Instructor For Sessions: F1, F2, S1

Jeff Cassel is with Slavin Associates, a management consulting firm specializing in helping business to manage and control the computer through Project Management and Executive Education. Mr Cassel specializes in the use of small computers in the business environment. His 16 year career in data processing includes technical support and systems management.

Instructor For Session: F1

Bill Slavin is the President of Slavin Associates a Management Consulting firm specializing in assisting client companies, to develop strategic systems planning. He is a Certified Management Consultant (CMC) who has been consulting for the past 15 years. A past president of ASM and a frequent speaker before professional groups. He is a member of the National Speakers Association and is the west coast seminar leader for the American Management Association's course on, "The Fundamentals of Data Processing for the non-EDP Executive".

Instructor For Session: F4

Chris Doner a member of Alex Systems has 5 years experience in the computer industry. He received his BS from Syracuse University and his MS from Michigan State University. The focus of his graduate work was applied Mathematics and Computer Simulation. He is familiar with a wide variety of hardware and software. He is active as a consultant for MicroPro International and Voice Recognition Systems.

Instructor For Session: N2

Alex Gerson, President & CEO, Alex Systems. Has 8 years experience in Data Processing. He received his BS in Mathematics from the University of Mexico and his Masters degree in Operation Research from Stanford University. He has proven his capabilities with a wide range of computer software. Mr Gerson has developed software for several firms in the San Francisco Bay Area, including Arthur Andersen & Co, Stanford University and Lehman Bros.

Instructor For Session: N4

Dick Kent has spent 23 years in the data processing profession; the last fifteen as a consultant. He is the president of DLM Consultants, Inc. He is a member of ACM and the ICCA, he has taught DP courses at New York University and DeAnza College. With Alan Canton, he co-authored the book "ComputerMoney, How to Make it in Data Processing Consulting".

Instructor For Session: N4

Alan Canton has been a consultant in Data Processing for over ten years. He is the President of Computer Programming Associates, a programming and educational consulting firm in the Sacramento Area. He has taught data processing at the College of Marin. He is the co-author of "ComputerMoney", he is a founding member of the Independent Computer Consultants Association.

Instructor For Session: N1

Dick Anderson is the Director of Advanced Micro/Mainframe Solutions, a consulting firm specializing in developing software for the IBM PC. He has been in the data processing field for 17 years, has taught at John F. Kennedy University, and has given seminars and workshops for the last 8 years. He is in the process of writing a book on advanced spreadsheet programs.

Instructor For Sessions: F3, S2, N3

Arnold Roberts has spoken before groups of the Data Processing Management Association (DPMA), Association for Systems Management (ASM), and the Association for Computing Machinery (ACM). He was selected to speak at the 1983 Rocky Mountain Data Processing Expo & Conference and at the 1983 National Computer Conference (NCC'83). He has over twelve years experience in the field of Business Data Processing, with a strong background in systems analysis and design, technical support, in-house training and project management. He formed ADC Associates in 1980 which provides in-house training as well as assisting corporations in the selection and integration of Personal Computers.

How To Register

All seminars will meet in San Francisco's Civic Auditorium, in the Civic Center. The seminar registration fees noted above do not include the IBM PC Faire registration/admission, which is $18 additional. If you register for more than one seminar you only pay the Faire admission once.

These seminars are expected to be heavily subscribed. Since enrollment is limited, pre-registration is highly recommended. You can register for the Faire and these seminars by phone or mail, to the address below.

At any time during the IBM PC Faire you may register for these seminars on a first-come, first-served basis at the Seminar Registration Desk located at the east (Larkin Street) end of the Civic Auditorium Front Lobby.

For Registration & Information on These Seminars:

ADC/Seminar Registration Bureau
960 San Antonio Rd, Palo Alto, CA 94303
(415) 493-5500

Make checks payable to ADC Associates.

MOVERS MOVIN'...
(continued from page 4)

ever-so-politely requested by the state's Superior Court). *Kilobaud* became *Kilobaud Microcomputing*, which became simply *Microcomputing*. Wayne also created a passle of other computer mags, notably including *80 Microcomputing* focusing on the Tress-80. Also, when software are become a potential profit center, Wayne instantly created Instant Software.

Now, Wayne has sold his publishing empirate to magazine magnate Pat McGovern, the delightful dude who created *ComputerWorld*, and is the owner of *InfoWorld*, *PC World*, and a world of other computer rags (a real rags to riches story). The story's not yet clear at this end, however apparently Wayne is staying on to shepherd the new venture, but will also be involved in a local college – always the academician.

OS-BORNE AGAIN

Then there's Adam Osborne – one of the more delightful and flamboyant entrepreneurs, leaders, and Sayers of Sooth in this industry.

Yes sir, sonny, I mus' be a real ol' timer. Why, I can even 'member when Adam was a mere human, with three-piece sleeves rolled up, selling his micro manuals out of a box at the Homebrew Computer Club meetings.

He got a Ph.D. in chemical engineering, and stumbled into writing a semi-promo micro booklet for a computer company. It went over well; he wrote a real micro book . . . and was on his way to glorious/notorious leadership in this chaotic microworld. He founded a publishing company; made it the leading source of micro manuals; then sold it to McGraw-Hill, and stayed on for a while as its Glorious Leader.

Not content to retire and somnambulate on his McGraw-Hill donation, he created a whole new branch of the industry – portable computers (well, they were portable if you were a pro linebacker and had magnifying eyeballs, but nobody should expect origination and perfection to occur at the same time).

When he was first starting up Osborne Computer Corp., he called up to secretly reserve exhibit space for a premier introduction at the 6th West Coast Computer Faire (1981). He originally planned on calling his company Brandywine, Inc., but some sensible soul pointed out that his Name was Fame, and he should use it – thus booze begat OCC. He also originally planned on pricing the Osborne I at under $1K, but his fellow entrepreneurs persuaded him to take a more traditional approach to pricing – i.e., whatever the market will bear while undercutting the [un-] competition.

Now, even Adam's movin' on, again. He has given over the guidance and control of OCC to Bob Jaunich who used to be Prexy of Consolidated Foods – a little $7 billion (not a typo) company. A foods magnate in micros? What with food processing what it is today, perhaps Adam is

(continued on page 10)

New DEC Magazine

The publishers of *The DEC* Professional and RSTS Professional* magazines have introduced *Personal and Professional*, an independent magazine for DEC personal computer users. *Personal and Professional* is available through subscription and in many computer stores throughout the country.

For further information, contact: *Personal and Professional*, Box 114, Springhouse, PA 19477, (215) 542-7008.

Laboratory Data Acquisition, Display & Reduction with the IBM PC

Use of the IBM PC in a chemical laboratory to acquire, analyze and report experimental data will be a conference topic at the First IBM PC Faire. Glenn I. Ouchi, Ph.D., of Nelson Analytical, Cupertino, California, will speak on "Laboratory Data Acquisition, Display & Reduction with the IBM PC: Chromatography Data Handling."

Chromatography chemical analysis uses instruments called chromatographs to separate a mixture into pure compounds which can then be quantified and identified. Ouchi will describe a lab data handling system which was created by combining software and instrument interfaces developed by Nelson Analytical with an IBM PC. The system requires an IBM PC with 128K RAM memory, two 320K disk drives or hard disk, IEEE488 or RS232 interface, graphics display (color preferred) and printer/plotter.

The system can acquire data from up to 10 chromatographs simultaneously while allowing the user to interactively review and process stored data or run other applications programs. Quantitative reports include area per cent, normalized area per cent, and reports using internal and external standards. Raw data from two or more runs can also be replotted side-by-side, superimposed, subtracted or ratioed. Experimental results can be used by other application programs for facile report generation or data management. Other laboratory instruments can be added to the system with the additon of more application software and interfaces.

Explains Ouchi, "Real-time experiment data acquisition and control is performed by our intelligent interface, which allows the IBM PC to perform other tasks. The same interface can easily be used for data acquisition from any analog signal source. By taking advantage of application software from other software houses, a powerful integrated system can be produced to handle analytical data."

Ouchi's paper will also be published in *The Proceedings of the First IBM PC Faire*, to be available at the show in August.

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8087 Applications and Programming for the IBM PC and Other PCs

by Richard Startz

The clearly stated and comprehensive explanation of the number crunching 8087 microprocessor is here! From a non-technical introduction, the book evolves into a detailed technical explanation of the 8087 microprocessor. With sections for both the technical and non-technical user, this guide gives a thorough insight to the full potential of the 8087. If you're involved in number crunching, this is one book you can't afford to be without!
1983/250pp/paper/D4207-9/$19.95

Communications and Networking for the IBM PC

by Larry E. Jordan, Bruce W. Churchill

This comprehensive summary of the data communications for the IBM PC covers a wide variety of existing and projected data communications applications, including character codes. Provides you with a thorough background in IBM PC data communications. Covers both asynchronous and synchronous communications and an extensive treatment of local area networking. A must for communications for and on the IBM PC!
1983/225pp/paper/D3855-6/$18.95

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More Than Just A Word Processor

Spellbinder will be explained by Mary Lynne Robinson during the First IBM PC Faire in August. Her talk, entitled "Spellbinder – More Than Just A Word Processor," will graphically demonstrate Spellbinder using a projection television system, which will duplicate for the audience the screen display of the computer.

Spellbinder includes all of the features of a sophisticated word processor and full screen video editor. It can also be used in conjunction with Spellcheck, a spelling dictionary. Spellbinder also has several "macro programs," which can do forms creation and fill-in, storage of words and phrases on definable keys, boilerplating, cuesorting, alphabetizing, mail merge, two-column printing, line numbering, batch printing, and even some basic math functions.

A paper in *The Proceedings of the First IBM PC Faire* will also cover Robinson's presentation.

Conography is to Curves What Vectors are to Straight Lines

The Conographic Corporation has developed a technology for drawing conic segments directly, without the intermediate step of approximating these curves with straight line segments. Luis Villalobos, President of the Conographic Corporation, will provide an introduction to that technology and some recent extensions and improvements during his presentation at the IBM PC Faire in August.

The specifications of images in Conographic form provide data compression, device independence, simplified computations, and portability of graphics and fonts. A font or image created on an IBM PC can be moved to another personal computer, or to a minicomputer or miniframe.

The conographic technology is based on a parametric family of ellipses, specifically, the general elliptical arc. This family of curves is called the C-curves. Says Villalobos, "Because of the great versatility of this family of curves, the ease with which the members can be manipulated, the robustness of the membership (circles, circular arcs, ellipses, elliptical arcs and vectors), and the speed and cost of the technology for manipulating them, we believe that Conographic curves are useful candidates for general purpose graphics and geometric modelling."

His paper will be included in the published *Proceedings of the First IBM PC Faire*, which will be available at the show.

American Inventors' Stamps Honoring Electrical Engineers Unveiled

A design of a block of four American inventors' stamps honoring electrical engineers was recently unveiled by the U.S. Postal Service during Board meetings of The Institute of Electrical and Electronics Engineers, Inc. (IEEE). The block of stamps honors Edwin Armstrong, Philo T. Farnsworth, Charles Steinmetz and Nikola Tesla, all distinguished electrical engineers. The stamps were presented during a celebration of the first 10 years of IEEE professional activities by the Institute's United States Activities Board. IEEE is also preparing to celebrate its centennial next year, marking 100 years of progress in electrotechnology.

Edwin Armstrong, one of the four engineers pictured on the stamps, developed FM radio, announced in a meeting of the Institute of Radio Engineers (IRE), a predecessor organization of IEEE. Philo T. Farnsworth developed an early television camera. Charles Steinmetz applied advanced mathematics to electrical engineering, and was president of the American Institute of Electrical Engineers (AIEE), a second predecessor organization of IEEE. Nikola Tesla was the inventor of the induction motor and a proponent of alternating current electrical systems.

The block of four 20-cent stamps recognizes the contributions of individuals to electrical engineering progress. IEEE president James B. Owens joined U.S. Postal Service R&D Laboratories Executive Director Water T. Marable in unveiling the design. The stamps will formally be issued on September 21, 1983, at the Inventors Hall of Fame in Arlington, Virginia.

The IEEE, formed in 1963 with the merger of AIEE and IRE, is the world's largest technical professional organization having some 234,000 members in more than 120 countries. The United States Activities Board is the focal point of the Institute's U.S. professional activities in Washington, D.C.

For further information, contact: Pender M. McCarter, The Institute of Electrical and Electronics Engineers, Inc., 1111 Nineteenth St. N.W., Washington, D.C. 20036, (202) 785-0017.

Turn An Apple Into An Art Generating Machine

Visual Horizons has just introduced Computer Slide Express, a service that will turn any Apple Computer into an art generating machine.

With this service, Apple computer owners can convert computerized charts, designs, graphs and graphics to 35mm color slides for $6.00 each, standard size or enlarged color or black and white prints, or overhead transparencies are also available.

The information can be transmitted over ordinary telephone lines or mailed to Visual Horizons in the form of a floppy disk which can hold material for up to 35 slides. All material is delivered through the mail.

Apple users can process material on their Apple Computer, punch in Computer Slide Express, and get the charts and graphs needed in color slide form.

Computer Slide Express programs are now being developed for use with other computer brands including IBM and Radio Shack.

For further information, contact: Visual Horizons, 180 Metro Park, Rochester, NY., 14623.

PC WORLD Presents:

Micro Ease

August 25-27, 1983

If you thought learning about personal computers was difficult, you'll like ME. ME makes computers simple. Let ME show you how easy computers can be.

If you want to harness the power of a personal computer but don't care to learn the technical jargon it takes to operate most computers, we have good news for you. ME.

PC World, National Training Systems, Inc., and Businessland have joined forces to offer Micro Ease™, a unique familiarization session that introduces business people to personal computers. By the end of one very full day you'll understand why those who know how to use a PC have a distinct advantage over those who don't. Micro Ease's simple directions help people who have never touched a computer start producing results the same day.

ME is based on National Training Systems' extensive experience teaching professionals how to use personal computers. ME features plain-speaking instructors who will give you the personal attention you need.

During the course of the day you and other novices will use the powerful electronic spreadsheet, Lotus *1-2-3*, to ask "what if" questions, produce graphs showing the answers, and rapidly sort massive amounts of information to find items that match your criteria.

If you discover that a personal computer can increase your productivity, you can buy your computer on the spot and take it with you or you can arrange for additional training for yourself and others in your organization.

Micro Ease sessions will be held August 25–27, 1983, at the San Franciscan Hotel in conjunction with the IBM PC Faire. The seminar will be offered again August 29, 30 and 31 at the Hyatt Regency Embarcadero if we cannot meet all pre-registration requests.

ME space is limited and is available on a first-come, first-served basis.

Register now to guarantee your place at the computer

Send $195 check or money order to:
ME-PC WORLD, 555 De Haro St., San Francisco, CA 94107
Deadline: August 15. Registration on-site after deadline.

Name _____

Address _____ City _____

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Please indicate your first, second and third choices of days to attend:

August 25___ 26___ 27___ at the IBM PC Faire

August 29___ 30___ 31___ at the Hyatt Regency Embarcadero

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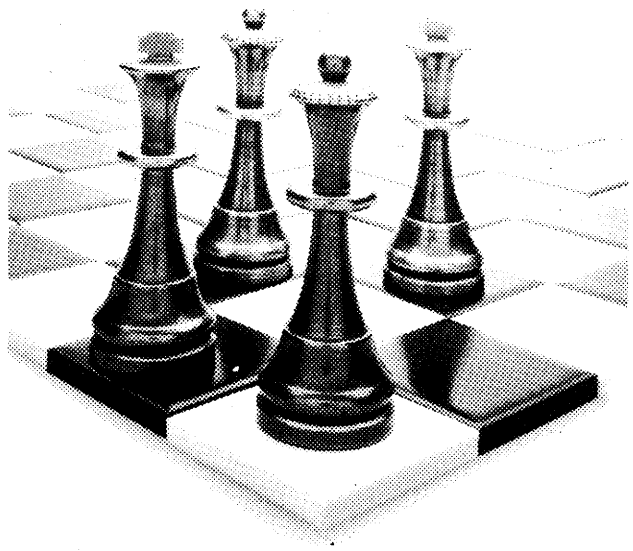

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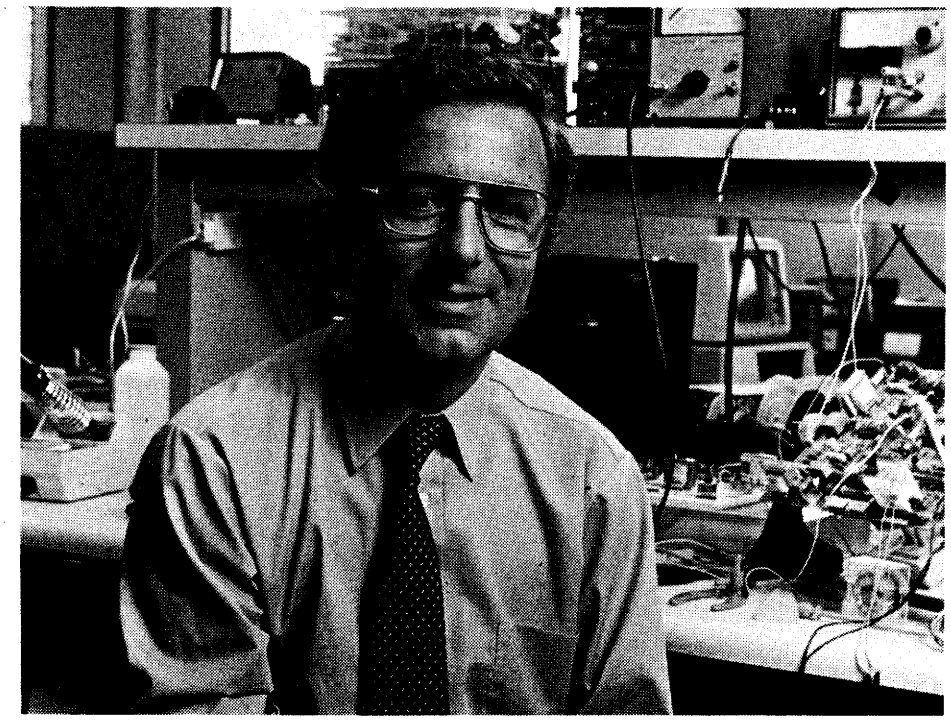
Inventor of the Microprocessor to Speak at PC Faire



Dr. Federico Faggin, one of the three people whose names appear on the patent for the first microprocessor, and later the cofounder of Zilog, will speak at the First IBM PC Faire in San Francisco, August 26-28.

Now President of Cygnet Technologies, he will discuss an innovative solution to the problem of optimizing the hardware and software architecture of an integrated work station. The "CoSystem" that he will describe may be used with an IBM PC to significantly enhance productivity by combining computing with communication capabilities for voice, as well as data, text and graphics.

Micro Ease – PC World to Offer Hands-On PC Training

The world of personal computers is most easily understood when sitting in front of one—which is precisely what PC World has in store for participants at Micro Ease.

PC World, National Training Systems, Inc., and Businessland have joined forces to offer Micro Ease, a unique familiarization session to introduce business people to personal computers. By the end of one very full day, you'll understand why those who know how to use a PC have a distinct advantage over those who don't. Micro Ease's (ME) simple directions help people who have never touched a computer before start producing results the same day.

ME is based on National Training System's extensive experience teaching professionals how to use personal computers. ME features plain-speaking instructors who will give you the personal attention you need.

To offer seminar participants an extensive resource base, PC World has invited experts from PC World staff, Businessland, and IBM PC User Groups to be on hand to answer questions and offer information from their own experience to seminar participants. Their expertise involves extensive use of the computer in business and at home.

During the course of the day, you and other novices will use the powerful electronic spreadsheet, Lotus' 1,2,3 to ask "what if" questions, produce graphs showing the answers, and rapidly sort massive amounts of information to find specific items that match your criteria.

If you discover that a personal computer can really increase your productivity, you can buy your computer on the spot and take it with you, or you can arrange for additional training for yourself and others in your organization.

Micro Ease will be held from 9 a.m. to 6 p.m. in the Crystal Ballroom of the San Franciscan Hotel, 1231 Market Street, in conjunction with the IBM PC Faire, August 25, 26, and 27, 1983. Since attendance in each seminar is limited, the seminar has been extended and will be offered August 29, 30, and 31 at the Hyatt Regency Embarcadero.

The total cost of Micro Ease, including hands-on use of the Compaq Portable Computer, software, training materials, and lunch is $195. To reserve your place at the computer write or call Micro Ease, PC World, 555 DeHaro, San Francisco, CA 94107, (415)861-3861, or visit the PC World exhibit booth during the Faire.

ME space is limited and is available on a first-come, first-served basis.

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Fantasy Plaza – An Electronic Shopping Trip

Fantasy Plaza is a revolutionary concept that simulates a shopping center from within a computer. Anybody having access to a computer terminal and modem can experience the fun of shopping regardless of their location. For those not lucky enough to own a modem, Fantasy Plaza also provides toll-free telephone ordering, and mail order using their catalog designed to resemble a Plaza directory.

Customers shopping by computer or browsing the catalog notice a unique selection of merchandise. Fantasy plaza carries software and hardware products for a variety of today's most popular microcomputers. These items occupy floors two through five in the Plaza. On floor six, Fantasy Plaza offers an exciting assortment of electronic items, kitchenware, health and beauty aids, and computer books.

After the customer is connected into the Plaza, he or she is transported to the proper floor by a beautiful imaginary glass elevator. A map of the floor is then displayed and, using simple commands, the customer can "walk" into any desired store. Customers may encounter other people along the way, and may have the opportunity to "chit-chat" with another Fantasy Plaza customer connected on one of the other incoming computer lines.

Once the customer has completed selecting the items he or she wishes to purchase, the customer returns to the "lobby" on floor one and chooses the method of payment with the Plaza Cashier. Fantasy Plaza accepts Visa and MasterCard, or the merchandise can be shipped COD. Or, Fantasy Plaza can send the customer a list of the items, and process the order when the payment is received. The customer will give the Plaza Cashier other required ordering information. The customer is then escorted to a waiting limousine for the return trip home from this electronic shopping experience.

The Fantasy Plaza computerized shopping mall is accessible by modem at 1-213-244-1100. The toll free telephone number for customers within the continental U.S. is 1-800-824-7919. From Alaska or Hawaii, the number is 1-800-824-7919, Operator 12. For further information, contact: Fantasy Plaza, P.O. Box 6055, Burbank, CA 91510, (213) 840-8211.

Fantasy Plaza is a partnership between Andıes Munoz of Munoz Enterprises, and Gregg Collins of Matchmaker Enterprises, the company that developed Dial-Your-Match, the first free home computer accessible bulletin board dating service.

Free computer bulletin board systems (BBS) are nothing new. Hundreds of them are run around the world as hobbies. However, they tend to be crammed with programming hints, random philosophy and For Sale notices. Collins decided that there must be something better to talk about.

Collins tinkered the program for the host computer into existence, creating the characteristic features of Dial-Your-Match. Inquiries from users inspired Collins to modify and market the program. Dial-Your-Match boards started popping up all over. The program is designed to run on Apple computers, but Collins plans versions for the IBM PC, Commodore and Atari computers.

The simplicity of use is surely a major factor in the BBS's popularity. When the user signs on to the system, he is asked to fill out a multiple-choice questionnaire. The user enters a number of facts including height, weight, sexual preference, outlook on life, favorite music, romantic views and so forth.

On completion, the user is assigned a password and an address code that allows him to sign onto the system and to read his own private mail.

Then it's on to the serious business of matchmaking. On command, the computer will compare the user's questionnaire with all other appropriate questionnaires depending on sexual preference. During the complete search, the host computer prints out addresses of users who match on over 50 percent of the answers.

The would-be romanticist can then browse those other questionnaires and send amorous private mail to the most likely matches.

When each user signs on with his or her password, the host computer automatically makes notice of mail in the private mailbox. Once the communications heartline has been opened, the rest is up to cupid.

Dial-Your-Match has more than 40 installations around the world, and is regarded as a "first" in the field of home computers. The original Dial-Your-Match still runs on Greg Collins' Apple *II* computer, and is accessible by modem at 1-213-842-3322. A list of the other Dial-Your-Match computer systems is also available by calling that number.

2 1 2 A D

BYTCOM

BytCom's AUTODIAL 212AD is a fully featured Bell 212A modem with an advanced microprocessor based autodial circuit. The BytCom provides 0–300 baud and 1200 baud full duplex transmission of data over the switched network. Non-volatile memory storage of nine (40 digit) phone numbers and associated names can be activated either by a terminal keyboard or a computer.

An operator can originate a call by entering either the memory position of the stored number, or by simply entering the NAME. Menu driven commands can be displayed by a "Help" feature. An answer back of up to 16 characters can be programmed and transmitted automatically upon connection, thus providing network security.

A software disconnect feature enables the BytCom 212AD to effectively hang up upon receipt of a programmable character sequence. This unusual feature enhances a system's performance and saves on line connect charges.

A remote boot capability can be used in conjunction with small computers to reset the CPU upon receipt of a command to prevent software lock-up. Tone, Pulse, and Blind dialing is interchangeable within a stored number sequence to allow users on pulse circuits to dial over MCI™ and SPRINT™ lines.

A front panel mounted VOICE/DATA transfer switch is provided for using a telephone handset on the same line. The BytCom Autodial 212AD consists of a single printed circuit board and an enclosure with a remote power supply (AC Adapter). A rack-mount configuration and a board only version is also available.

The AUTODIAL 212AD has a two year factory warranty. Private labeling is available for OEM's and large end users.

BYTCOM
2169 Francisco Blvd.
Suite H
San Rafael, CA 94901
(415) 485-0700

M O D E M

C Compiler for CP/M-80, CP/M-86 and MS DOS

SuperSoft Inc., a publisher and developer of microcomputer software, has formally released a new version of the SuperSoft C compiler for the CP/M-80, CP/M-86 and MS DOS (IBM PC DOS) operating systems.

The new release is syntactically compatible with Unix version 7 C, and supports such features as long integer functions and double floating point functions (including trigonometric functions). An extensive list of library functions is provided with source code.

SuperSoft C is a multi-pass compiler which produces highly optimized code, making it possible to avoid assembly language coding for most tasks. The compiler is fast in both compilation and execution. Many Unix compatible functions have been included, allowing the porting of source between Unix C and SuperSoft C with few, if any, source changes.

The SuperSoft C compiler was originally released in September 1981, and has been used extensively by SuperSoft in many in-house programming projects. It has been tested with hundreds of commercial application programs, the result being that the SuperSoft C compiler is highly reliable in all applications.

SuperSoft intends to make its C compiler available in as many environments as possible. Transportation to the 68000 microprocessor, the Unix and Xenix operating systems, and other new environments is planned in the near future.

The compiler has a retail price of $275 for the CP/M-80 operating system, and $500 for other operating systems.

For further information, contact: Stephen Hagler, Marketing Director, SuperSoft, 1713 S. Neil St., P.O. 1628, Champaign, IL 61820, (212) 359-2112/Telex 270365.

Computers for Small Retail Stores

"Of all the potential markets for today's powerful small business computers, one remains almost totally unserved - the small retail store," maintains W. Robert Knapp. Knapp is vice-president of Retail Solutions, of Sunnyvale, California, who are working to remedy this situation.

They have developed The Retailer, which consists of a modern electronic cash register with interface and cable to the IBM Personal Computer. This is a multi-user operating system, with applications for inventory control, point of sale, purchasing and receiving, mail list management, and general ledger.

Knapp will be speaking at the IBM PC Faire in San Francisco in August. He will describe the system that has been developed "To attach the familiar cash register to the computer, to both collect cash transaction data and also control pricing at the registers. Users report significant benefits in the areas of pricing accuracy, reduced inventory investment, less labor and increased management effectiveness."

Knapp's talk will also be published in *The Proceedings of the First IBM PC Faire*, to be available at the show.

Computer Faire Becomes Prentice-Hall Company

Computer Faire of Woodside, California, has recently been acquired from Jim Warren by Prentice-Hall, Inc., one the of nations leading publishers of computer books and software, educational text books, and business information services.

Computer Faire is the sponsor of the annual West Coast Computer Faire and currently the 1st IBM PC Faire taking place August 26 - 28, 1983, in San Francisco.

Founded in 1976, Computer Faire expositions have become the nation's largest microcomputer trade shows for end users. The expositions, regularly held in California, will be expanded by Computer Faire, Inc., a subsidiary of Prentice-Hall, to other United States locations to offer seminars and exhibits to a greater number of microcomputer users.

Jim Warren will serve as Conference Chair for the 1st IBM PC Faire, and also continue with Computer Faire, Inc. as a key consultant.

David Sudkin has joined Computer Faire, Inc. and is the General Manager of the 1st IBM PC Faire. Mr. Sudkin, with over 20 years experience in the computer industry, has been active in BOSCOM, AFIPS, and with the Interface Group, as well as holding key marketing positions with several companies within the industry.

Computer Faire, Inc. has announced that over 70% of the exhibit space for the 9th West Coast Computer Faire in March, 1984, has already been taken by about 250 companies.

MOVERS MOVIN'...
(continued from page 6)

simply harking back to his chem.e. days.

Oh, Adam's still around OCC, but he's busy turning his pet-kitten--turned-tiger over to Jaunich. He's also writing a socio / sci fi novel called *Newworld* in his spare time. It should be ready for off-the-shelf deliveries about 2Q'84.

REQUIEM

On a serious and sad note, I must mention the demise of two of the good guys of microcomputing.

Dennis "Barney" Barnhart, who was honchoing Eagle Computers to success and glory recently moved from Silicon Valley to Silicon Sky in an auto accident. Barney had been a major figure in micro marketing for some time. Long ago, he created a company and made his millions. Then, he joined Commodore to be one of their most competent Marketing V.P.s. He left there; wandered a bit – including taking over the reins of the Microcomputer Industry Trade Association (MITA) from me around 1981; and ended up as the President of Eagle. Even more melancholy – he was on the eve of his next success; Eagle was only days into its first public offering and stock sales were going great.

Bill Honeyman preceeded Barney by only a month or two. Bill was a Colorado computer consultant who was doing great things in applying microcomputers to movie special effects. He was also one of the founding members of MITA and had actively served on its first Board of Directors.

THE WIZARD OF WOZ

On a much happier note, there's Steve Wozniak's wonderful wanderings. Having done all of the design and implementation of the hardware and software for a hobby computer for his personal entertainment, Woz teamed up with high school buddy Steve Jobs and created a computer company to manufacture his toy – a company with the patently unmarketable name of Apple.

Several years later, Woz, who – in spite of having much loot – has managed to retain a strong inclination to share freely and joyfully with his friends, had a huge wedding party that included a great rock band. This gave him the idea. Having missed Woodstock, he decided to create his own. Thus, US.

Sadly, punks, bucks, and 15 years made the US Festivals somewhat less than the utopian sharing that Woodstock wuz. However, thanks to Woz's efforts and generosity, the '82 US Festival was still probably the flashyist pop music event of this decade. More importantly, Woz seems to have retained much of his humane character and joyful hedonism, even after dealing with big bux music managers. (Anyone remember the days when Quicksilver, the Dead, Janice, and the Airplane played for free in San Francisco's '60's Be Ins – just for the joy of sharing good vibrations with the community? Hmmm, today seems to be a day for nostalgia noshing.)

Partner Steve Jobs, however, has become a true eccentric among the microworld's early leaders. Believe it or not, he is still working on the same company he was six years ago! It must be his arch-conservative character.

Oh – I gotta tell ya an Apple story: Woz and Jobs had just incorporated Apple, shortly before the First West Coast Computer Faire (1977). They wanted to do a very flashy intro of their product at the Faire, so they really splurged and rented 20' (wow!) of booth space centering on the front entrance.

They then they took their pony-tailed, bearded selves and Levied up to the white-haired show decorator who set up the booths, asking for some of his nicer prefab booth decorations and exhibit stands. Since they were short of loot, they naively asked if he would maybe, please, trade some stock in their new company – Apple Computer – for the rental fees. Being a sensible, experienced businessman who had seen decades of flakey promoters, he of course, demanded cash-only, refusing such a clearly foolish trade.

WARREN WANDERS, TOO

In fairness, I should malign myself as I have my compatriots (change person):

Jim Warren went from math professor, to employed hippie (a contradiction of terms), to Free University Secretary, to medical programmer, to computer consultant, to Stanford Ab.D. ("All but Dissertation," the unawarded booby prize for not completing one's Ph.D.). After leaving Stanford several weeks ahead of his thesis advisor (who escaped the fantasy Farm via Hewlett-Packard), he became editor of the Weird-Hearld known as *Dr. Dobb's Journal of Computer Calisthenics & Orthodontia*, created by Dennis Allison and Bob Albrecht for People's Computer Company. (Dennis and Bob had the good sense to avoid editing it, themselves.) *DDJ* became the first software-oriented publication for the

(continued on page 14)

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Just write or call and tell us (1) how many you wish to receive, and (2) where to ship 'em (it must be a street address: UPS is prohibited from delivering to a P.O. Box). Write to: *Silicon Gulch Gazette*, 345 Swett Road, Woodside CA 94062, (415) 851-8437.

Typically a *Gazette* will include a variety of information of general interest, as well as – of course– all the details of the forthcoming West Coast Computer Faires and The IBM PC Faires.

IBM PC Faire Speakers — A Partial Listing

This is a partial list of Faire speakers. Papers submitted by these speakers have already been accepted. Other papers are completing the refereeing process.

Using Technology to Learn Technology
Allen Lee Adkins,
Interactive Research Corp.,
Los Altos CA

Marketing Software Effectively and Inexpensively: PC-Demo
Rick Alber,
San Francisco CA

Microcomputers and Job Satisfaction
Peter A. Andres,
Hackettstown NJ

Microcomputers, McLuhan, and the Mainframe Mafia
Phillips B. Baily,
Temecula CA

Personal Computers in Large Organizations: Implementation and Support
Alvin S. Begun,
UC Berkeley,
Oakland CA

Personal Computers and Personal Instrumentation for Semi-Automated Test Equipment
Dave Biggs, Kurt Christner,
Nevada Personal Instrumentation,
Minden NV

PALASM: Doorway to the Silicon Revolution on the PC
Vincent J. Coli, Earle Jennings,
Monolithic Memories,
Santa Clara CA

Using Computers to Plan for Profits
Michael J. Cummins,
Petrinovich, Pugh, & Jones,
San Jose CA

Using the IBM PC to Teach Speed Reading
Janice G. Davidson,
Upward Bound,
Palos Verdes Est. CA

Typesetting from Disk
Kevin Dwan,
Dwan Typography,
Nevada City CA

The Future of Learning by Computer in School and Industry
Alan C. Elliott, Henry L. Gray,
Southern Methodist University,
Dallas TX

The Communication CoSystem: An Innovative Architecture for the Integrated Work Station Market
Federico Faggin,
Cygnet Technologies, Inc.,
Sunnyvale CA

Vertical-Market Software
Gene A. Finkler,
Silicon Valley Micro,
San Jose CA

The Microcomputer Managers Association
James L. Haner,
Dynamic Computer Services
Palmdale CA

Evolution of IBM PC Use at McGraw-Hill
Kenneth A. Hough,
McGraw-Hill, Inc.,
Hightstown NJ

Venture Capital and the IBM PC
Frank R. Kline, Jr.,
Pacific Technology Venture Fund,
San Francisco CA

Inventory Management
W. Robert Knapp, Jr.
Retail Solutions, Inc.,
Sunnyvale CA

Accounting Software for the IBM PC/XT...What to Look For
Sherry D. Knight,
Knight & Company,
Oakland CA

Using Computers to Help Teach Computer Science
Barry L. Kurtz,
San Francisco State University,
San Francisco CA

Davong Multilink Local Area Network
Tim Lundeen,
Davong Systems, Inc.
Sunnyvale CA

Modula-2: A Worthy Successor to Pascal
Joel McCormack,
Volition Systems,
Del Mar CA

Writing Maintainable Assembly Language Programs
Steve Newberry,
Protools,
Los Altos CA

Laboratory Data Acquisition, Display & Reduction with the IBM PC: Chromatography Data Handling
Glenn I. Ouchi,
Nelson Analytical
Cupertino CA

A New Approach to Integrated Software
Richard Rabins,
Alpha Software Corporation,
Burlington MA

Tactics for the Computer Widow(er)
Diana M. Randle,
Harbinger Consultants,
San Mateo CA

Spellbinder — More than Just a Word Processor
Mary Lynne Robinson,
Mark I Consultants & UC Davis Computer Center,
Davis CA

Using the IBM PC for 35mm Slide Production
Chet Sandberg,
Professional Computer Graphics,
Palo Alto CA

Conography: Is to Curves What Vectors are to Straight Lines
Luis Villalobos,
Conographic Corporation,
Los Angeles CA

Conference Session

IBM Personal Computer Group to Address Hardware & Software Producers & Entrepreneurs

A key group of technical specialists from IBM will provide an in-depth discussion of major technical aspects of the IBM PC at the First West Coast IBM PC Faire. Still being finalized at press time, the speakers in this program will be engineering and software professionals and managers affiliated with IBM's Personal Computer Group in Boca Raton, Florida.

They will discuss details of the hardware, interfaces, and software for the IBM PC. They will also detail the entrepreneurial opportunities and submissions program for the IBM-run software library for the PC.

This is a technical session designed for serious computer professionals and entrepreneurs interested in developing hardware and software for the IBM PC market.

An editorial note: We wish to applaud the significant value of such active support of independent innovation and development by a corporation of the stature and quality of IBM. It serves the micro user community well. It serves the micro industry well. It serves IBM well. And, most particularly , this actively cooperative attitude towards other hardware and software producers is a service to the future.

It is a delightful return to the cooperative spirit of microcomputing's early years — a spirit that fostered much of the explosive innovation and rapid improvement that brought this industry to its current state in just eight short years.

Computer Faire Moves to New Offices

After seven years in the coastside redwoods of the San Francisco Peninsula, the Computer Faire has finally moved into more proper office facilities.

The Computer Faire is now located at 570 Price Avenue, Redwood City, CA 94063; (415)364-4294.

Make Your San Francisco

Hotel Reservations

EARLY

space is tight in "The City"

Educators Found Group for Users of Corvus

The Corvus National Educational End-Users Group, Inc. (CNEEUG), has been formed as a non-profit organization "to collect and disseminate information relative to the efficient use of Corvus computer systems by its members and the educational community," according to Professor Morton S. Lord, president and co-founder of the group.

Aims of the group are: To find, generate, verify and test Corvus compatible software; to publish the quarterly *CNEEUG Educational Journal*; to provide a forum for the exchange of members' ideas and experiences; to provide information on new Corvus products and updates on existing products; to establish an electronic bulletin board.

The organization, which has been incorporated in New Mexico, and qualifies under Section 501(c)(3) of the Internal Revenue Code, is currently conducting an initial membership drive.

According to Lord, membership is open to all public and private educational institutions and organizations associated with education. Institutions with more than one Corvus network or disk system may choose to have single or multiple memberships. Membership fee is $35.

Potential members may get in touch with CNEEUG by writing to the group at 4601 College Blvd., Farmington, New Mexico 87401, (505) 326-3311.

Kaypro to Go Public

Kaypro Corporation registered with the Securities and Exchange Commission for its initial public offering of common stock. The registrations statement relating to these securities has not yet become effective.

The company announced plans for an offering of 5 million shares of common stock to be sold in the near future.

The company named as its managing underwriter, Prudential-Bache Securities, Inc., from whom copies of a prospectus may be obtained.

Regarding Food Concessions

Facilities Management, Inc., under contract to and with the city of San Francisco, exercises exclusive control over the food concessions at the Computer Faire. They control what is offered, when it is offered and what is charged for it. The Faire does not receive any part of the fees paid for concession food and has no say-so regarding food or pricing.

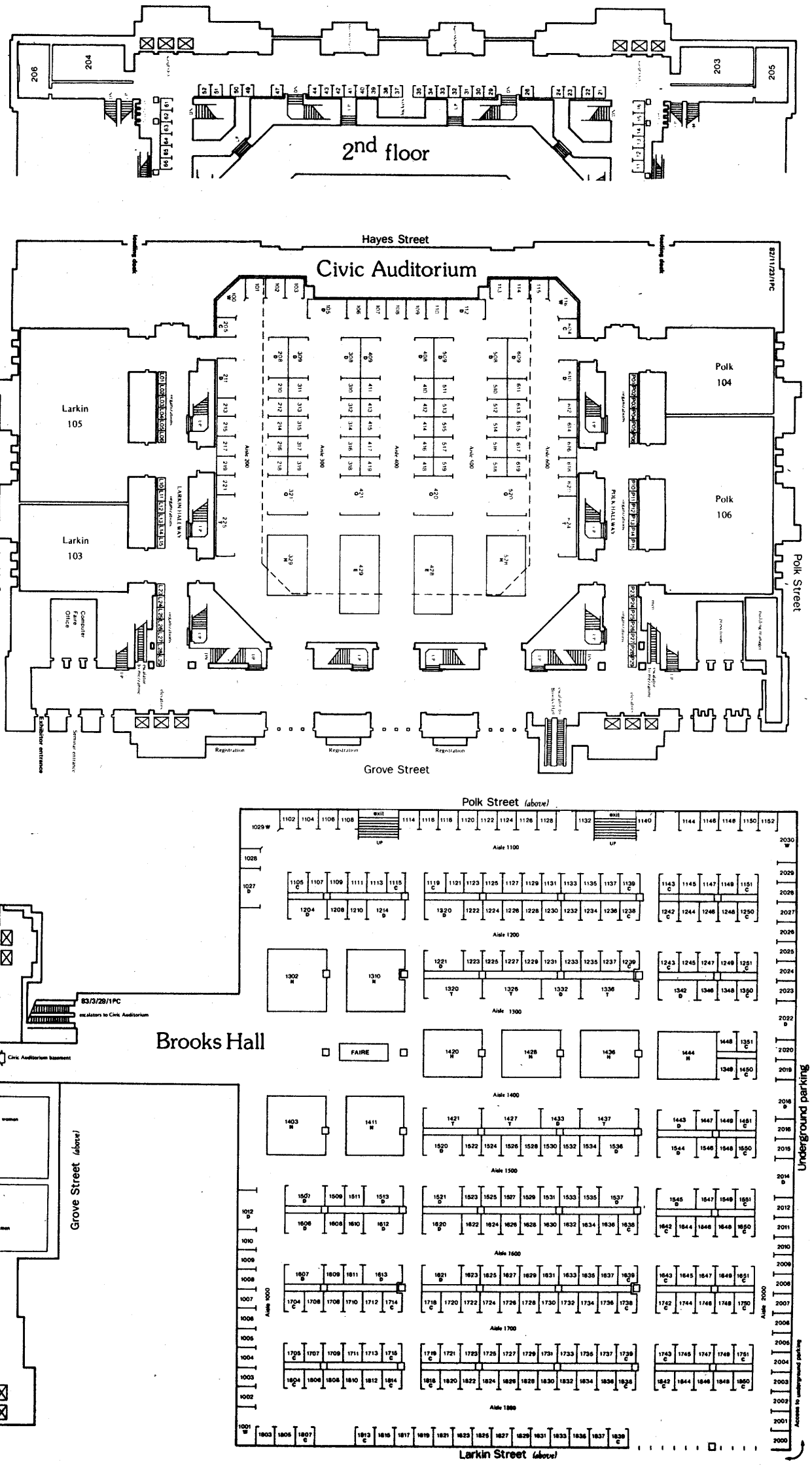
Lost Children & Lost Parents

The Faire is intended for mature individuals. If you take young children to the Faire (which we do *not* encourage), please instruct them to go to the IBM PC Faire office if they get lost.

Older children, family, friends & business associates might be asked to meet you in the balcony (left, right or center; seating available overlooking the main arena.)

The Faire will *not* use the public address system to page for lost children or adults.

The 1st IBM PC Faire



IBM PC Faire Exhibitors

As of July 7, 1983:

3Com, *1349,1351C,1448,1450C*
3Design, *1639C*
800-Software Inc, *418*
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Anadex Inc, *1513D*
Analytical Engines Inc, *1625,1627*
Anchor Pad of No.Calif, *1733*
Androbot Inc, *1537D,1636,1638C*
Apatov, *1815*
Apparat Inc, *116W*
Applied i, *1208*
Ashton-Tate, *408D*
AST Research Inc, *1436H*
Automated Business Machines Inc, *1251C*
Avalon Hill Microcomputer Games, *1239C*
Axel Johnson Corp, *1633*
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Bickle Enterprises Inc, *1722*
Bit Software Inc, *1637*
Blaise Computing Inc, *1002*
Bourbaki Inc, *1705C*
Business Comp Sys/Cahners Publ, *317,319*
Businessland Inc, *421Q*
c-systems, *413*
Call Manager Inc, *1609,1611*
Capro Inc, *514,516*
Carousel MicroTools Inc, *115*
Casemaker, The, *39*
Cases Inc, *1814C*
CBS Educational & Prof Publ, *312*
Cdex Corp, *2018D*
Central Point Software, *214*
Chen Information Systems Inc, *414*
Cody's Books, *1427T*
Colby Computers, *1320T*
Columbus Books Inc, *1204D*
Communication Pkg/COMPROMGT, *512*
Communications Packaging Corp, *1612D*
Compaq Computer Corp, *428E*
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Computer Biz Inc, *2022D*
Computer Connection, *1403N*
Computer Discount Products, *1643C,1742C*
Computer Greetings, *94*
Computer-Age, *1803*
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Computing!, *100W*
Comsis, *316*
Concurrent Sciences Inc, *310*
Condor Computer Corp, *517,519*
Connexions, *1743C*
Conographic Corp, *311,313*
Corona Data Systems, *1444H*
Corvus Systems, *329H*
Courseware Inc, *1547*
CPSR, *L29*
Creative Research Systems, *62*
CTS Services Inc, *79*
Cuesta Systems Inc, *1115C*
Custom Computer Furniture, *23*
CXI Inc, *1649,1651C*
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Cygnet Technologies Inc, *1544D*
Cypress Software, *1009*
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Diablo Valley PC Users Group, *L25*
Diamond Software Supply, *1530*
Digital Deli Computer Store, *1635*
Digital Marketing Corp, *509D*
Disc Tech One, *1714C*
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Durango Systems Inc, *1310N*
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Lifetree Software, *610D*
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Marc Software Intl Inc, *1724*
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Mark Williams Co, *1536D*
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Micro Courseware Corp, *1348*
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Monarchy Engineering Inc, *1243C*
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Personal CAD Systems Inc, *1737,1739C*
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Phase One Systems Inc, *105D*
Plantronics/Frederick Elect, *520D*
Presta Digital Inc, *1650C*
Price Waterhouse, *1107,1109*
Princeton Graphic Systems, *1342D*
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Que Corp, *1105C*
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Reference Magazine, *1715C*
Renaissance Technology Corp, *1102*
Reston Publishing Co Inc, *613*
Robert J. Brady Co, *1523*
Rogue River Software, *1707*
Roland Corp US, *1607D*
RTCS/Real Time Comp Science, *510*
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Screen Data Corp, *1842C*
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Sentinel Computer Products, *1628*
Sigma Designs Inc, *619,2006*
Simple Software Inc, *63*
Softalk Publishing Inc, *1704C*
SoftCraft Inc, *84*
Softsel, *1813C*
Software Connections Inc, *2014*
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Wadsworth Electronic Publishing, *415*
Wood & Clay Hi-Tech Gameware, *417*
Woodpecker Mfg, *1546*
Word Associates, *93*
Xor Corp, *1443D*
Xycor International Inc, *81*
Zencom Inc, *61*
Zenith Data Systems, *1108*

Practical Investment Increases Productivity For New IBM PC Color

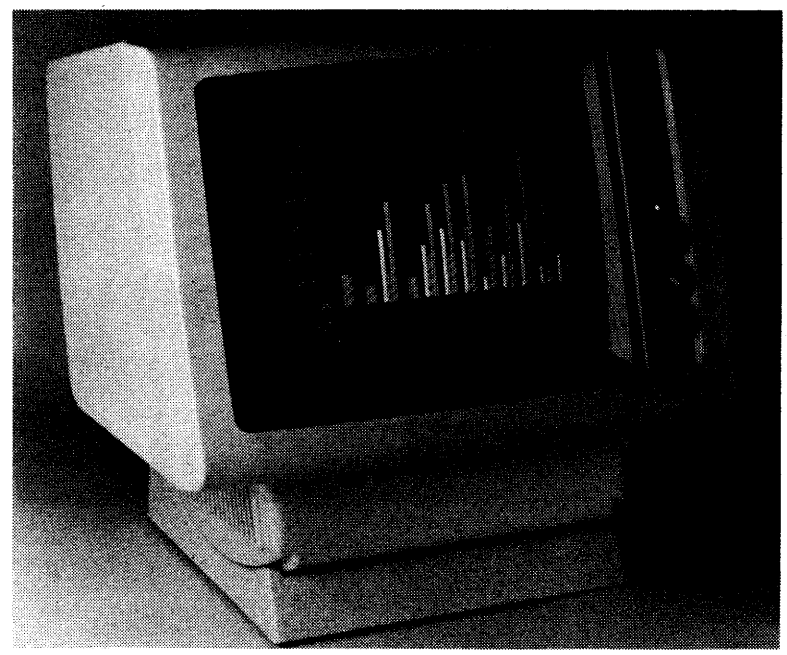
Makers of the PC Pedestal II, a tilt and swivel add-on custom base for the IBM PC Color Display, report Pedestal users claim greater comfort with less eye strain and operating fatigue.

For optimal viewing ease the PC Pedestal II by Curtis can be tilted or swiveled in any direction to improve sight angle and minimize glare – both important factors for greater comfort and increased operator productivity.

The PC Pedestal II, custom designed for the PC Color Display, also fits the IBM PC Monochrome Display.

The PC Pedestal II is available for $79.95.

For further information, contact: Tom Judd, President, Curtis Manufacturing Co., Inc., 20 Grove Street, Peterborough, NH 03458, (603) 924-7803.



Plotting Word Processor Capabilities

ATC Software announces Wordplot a software enhancement product which simplifies the process of incorporating graphic data in a word-processor text file. The Wordplot package edits your data, produces an attractive grid, automatically scales your data and then creates a word-processor compatible text file.

The ease with which graphs can be added makes Wordplot ideal for enhancing business reports, engineering reports and proposals. Wordplot is available for the IBM PC, TRS-80 and Apple IIe computers.

For further information, contact: Jack Edwards, ATC Software, Route 2 Box 448, East Springs, TN 37330, (205) 837-4718 ext. 240.

MOVERS MOVIN'...
(continued from page 10)

micro world.

After editorially salivating over the exciting information exchanges occuring at several hobbyist conventions in New Jersey "on the wrong coast" (in his provincial view), Jim suckered Bob Reiling (one of the founders of the Homebrew Computer Club and still its President) and Eric Bakalinsky (the word-bender who invented the name of *Dr. Dobb's Journal*, and has noted that you can lead a horse to therapy but you can't make him stable [huh?]) into joining him in creating the West Coast Computer Faires. Given his (obvious) long-winded nature, Jim created the *Silicon Gulch Gazette* to endlessly flail Faire fantasies, then became the rare-time publisher of the *Intelligent Machines Journal* – later sold to Pat McGovern and renamed *InfoWorld*.

He also announced and hasn't yet done electronic *DataCast*, a paperless electronic newspaper distributed to its nonreaders by FM subcarrier broadcast, and founded paper *DataCast*, a short-lived magazine devoted to in-depth tutorials on significant software. It died from being long on tutorials and (too) short on advertising.

Warren also hosted the first weakly (sic) teevee talkshow on microcomputing, the "Computer Chronicles" carried for two seasons on about 40 PBS affiliates, nationally. He has created Video Initiative, a video production company specializing in videotape tutorials about microcomputing, contract video work for computer companies, and is planning a weekly half-hour show for national television sindication (sic sic).

After being the Faire Chaire for eight Computer Faires, Warren passed Faire ownership/management on to others who maintain the delusion that the micro world is sane. As another story in this issue reports (more politely), Prentice-Hall has become the proud owner of the Computer Faire.

(Back to first person, singular) To put it mildly, I am gleeful at the prospect of giving up management and administration of the Faire business! I was trained as an educator, a technologist, and an academician – but never as a business person. The Faires were exciting, but the management effort that they have come to require as this industry has matured, and as they have grown from 100 exhibits to more than a 1000, has far exceeded my training or inclinations.

WATT NOW?

It is a JOY to be able to return to my several professions – and leave the driving to them. And to think, I didn't even have to pay Prentice-Hall to take on this gargantuan management load.

I remember, b.c.f. (Before Computer Faires) having time to design, and program, and write, and organize meetings, and consult, and do all those things that are fun for technonuts. I vaguely recall having friends and a social life, and time to get groceries, and everythin'. I more vaguely remember even havin' dates! (Wonder if there are still girl/women in the world who are not grinding after management megabucks?) Seven years of tuna sandwiches between phone calls is enough!

I did, however, keep the fun stuff – the things I am trained to do (if I only had the time). I am still Chairing the Technical Conferences. And, I have kept the *Silicon Gulch Gazette* – this news(?)paper that's worth at least what you paid for it. Since the new Faire folks are planning more Computer Faires, nationally, and are inclined to underwrite its publication for your and their benefit, it seems likely to continue. Since I now have time to work on it, it might even become useful (chortle).

Other semi-fantasies for the foreseeable future include finally doing electronic *Datacast*, working on the video tutorials and the television series, some digital videodisk ventures, and some fancy computerized typesetting and publication layout – all things that the consumptive time demands of Faire management prohibited my pursuing.

Unrelated to computing, there are a coupla projects in alcohol fuels, and a notion for a smoke-free restaurant named "We Also Serve Dinner" with family-style service, offering evenings of congenial non-inebriated socializing – an alternative to bars, for folks out of school who wish to reach beyond their workplace and their neighborhood. Wanna share a pleasant evening?

Also, many of us living in the redwooded mountains of the San Francisco Peninsula are working together to persuade county building and planning policy makers to adopt policies appropriate for this rural area, rather than applying requirements designed for tract home development.

WORTHWHILE VENTURES

This column has been discussing innovators moving to new ventures. It is appropriate to close with some notions about the character of worthwhile ventures – activities that are worthy of your spending the time of your life.

Surely, adventures we choose to pursue should include those that allow us to support ourselves – rather than being on the dole to Big Daddy or Big Brother. But, simply making loot just doesn't cut it as being the goal of Living.

If we are to spend half of our conscious, adult lives on something, it should be fun and enjoyable – fulfilling.

And, if we're really lucky, what we choose to do – or stumble into doing (as has been the case for more than a few of us in microcomputing) – can make a positive contribution to the community or the society of which we are a part and to which we have a responsibility.

A venture that is truly worthwhile allows us to leave the world in a better condition than we entered it.

JOIN US!

The 1st West Coast
IBM PC Faire

SAN FRANCISCO CIVIC CENTER • AUGUST 26-28, 1983

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San Franciscan Hotel – Please Reserve Accommodations For:

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Video Initiative Offers Integrated Videotape/Workbook Self-Teaching Tutorials

Most people wishing to become microcomputer users must overcome an entry-level learning barrier. The barrier is sometimes emotional, and often due to documentation that is simply not adequate for a true computer novice.

Recognizing that one or two entire generations are more accustomed to getting information from the television screen than from the written word, Jim Warren has created a video production company – Video Initiative – specializing in high-quality, professionally produced videotape tutorials.

Many videotape products available for micro instruction are little more than a camera aimed at a lecturer giving a chalk-talk. In contrast, the tutorials from VI make extensive use of video technology and graphics with tightly scripted presentations by professional talent. They are comparable in quality to the best educational offering on commercial and educational television.

The scripts are prepared by professionals with extensive experience in computer and technical instruction and training. These include a writing team with teaching experience, who spent over half a decade in training and documentation with Hewlett-Packard, plus Warren's input as a 15-year computer professional who has a taught at Stanford, San Jose State, San Francisco State, as well as over commercial, educational, and closed-circuit television.

Workbooks accompany the videotapes, keyed to the video presentations. They make extensive use of color for optimal communication of concepts.

Initial packages include introductory tutorials on VisiCalc, the IBM PC, 1-2-3, dBase II, and other major topics in microcomputing. Marketing and distribution arrangements are now being completed with a major book publisher. The packages are expected to be available by September, for sale or rent, in many computer and software stores, as well as by direct mail.

The first package to be completed is "VisiCalc for the IBM PC". This is available under an introductory offer, prior to completing distribution arrangements. In VHS or Beta formats, it is $110 prepaid; $115 COD, including handling and UPS shipping in the U.S. U-matic, industrial-format versions are $135 prepaid; $145 COD.

For further information, contact; Video Initiative, 345 Swett Road, Woodside CA 94062.

Conference Session

Modula-2: A Worthy Successor to Pascal?

A tutorial on the Modula-2 language, titled "Modula-2: A Worthy Successor to Pascal," will be presented during the August IBM PC Faire, by Joel McCormack, of Volition Systems, of Del Mar, California.

All features of Modula-2 will be covered, including the Module and how it differs from a procedure, separate compilation with object code version control, and low-level machine access of facilities lacking in Pascal. Discussion topics will include physical address manipulation, type subversion, multi-processing, and interrupts.

McCormack says of the tutorial, "It will be especially valuable to those who have some acquaintance with Pascal, but should be of interest to anyone with high level language experience."

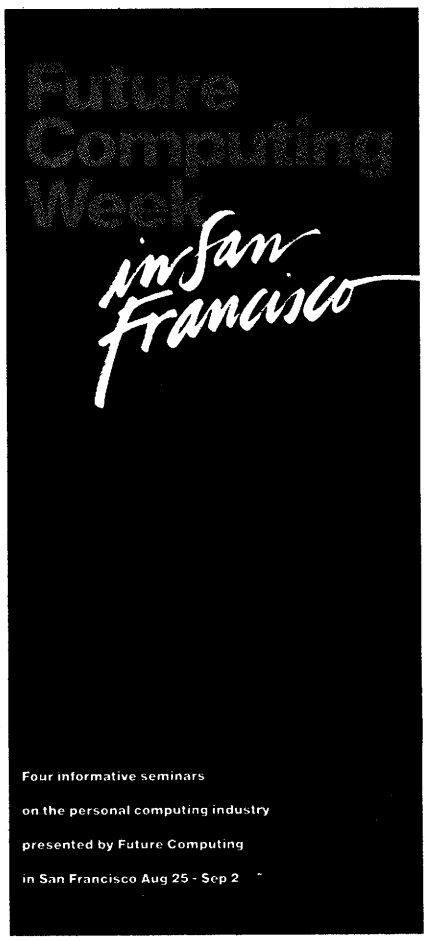
Meeting Someone at the Faire?

Suggestion: Ask friends and associates to meet you in the balcony area of the Civic Auditorium. Specify the left, right, or center section. It has ample seating and overlooks the Civic Auditorium exhibition area.

Note: The public addresss system is NOT available for paging individuals, except for medical emergencies.

Faire Smoking

By city ordinance, smoking is permitted only in the entrance lobby of the Civic Auditorium. It is explicitly prohibited in the conference halls, perhaps due to limited ventilation.



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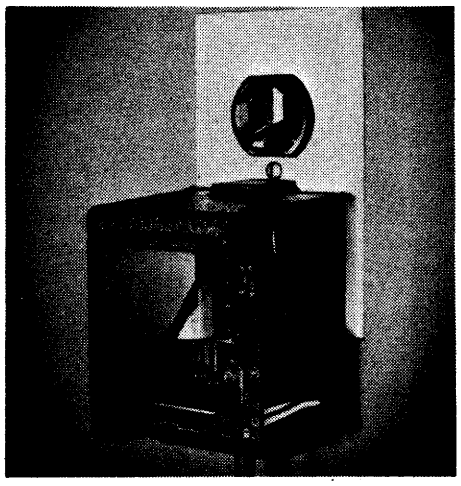
Outboard Power Supply Eliminates U.L. Listing Problems



Transformation Electronics Corporation's new MP line of outboard power supplies for microprocessor based products frees the engineer from many concerns normally associated with internal power supplies, particularly regarding Underwriter Laboratory listing, high temperature, space and weight.

By building both the line and load regulation circuits within the external supply, both heat and EMI are removed from the customer's products. Because the high voltage is totally isolated within the power supply, only the supply requires Underwriter Laboratory listing and not the end product. This represents a significant savings in unit cost and UL approval time.

One of four units in the series is the UL listed Model MPPS-512, providing simultaneous outputs of +5 volts DC at .75 amps and +12 volts DC at .15 amps over an input range of 103 V AC to 129 V AC. Load regulation is held within 2% over the entire input voltage range in the +5 volt DC output side with +12 volt DC held at 0.1%.

Other units within the series are the MPPS-512-1, providing simultaneous outputs of +5V DC at .60 amps and +12 V DC at .20 amps, Model MPPS-5 with an output of +5 V DC at 1 amp and Model MPPS-24 within a +24 amps output.

Each model in the MP line features operation from an input voltage range of 103 - 129 volts AC with 0.2% line regulations. Ripple is held to 10 millivolts rms maximum. All models are available in both direct wall plug-in as well as desk top configurations.

With the availablity of this new generation of closely regulated outboard power supplies, specifically designed for use with microprocessor based equipment, design engineers can look forward to greater flexibility, faster safety agency approvals, and lower unit cost.

For further information, contact: Ken Isabelle, Program Manager Microprocessor Products, Transformation Electronics Corp., 170 Wilbur Place, Bohemia, NY 11716, (516) 563-1117.

Conference Session

Vertical-Market Software

"Up to now, microcomputer software has been horizontal, cutting across all industry groups," says Gene Finkler, of Silicon Valley Micro, in San Jose, California. "Three well-known packages of the horizontal type are VisiCalc, WordStar, and Lotus 1-2-3. All of these run on the popular IBM PC, and vertical-market software can also be designed to run on the IBM PC."

Finkler will be speaking at the First IBM PC Faire in San Francisco this August. His talk will be titled "Vertical Market Software," and in it he will stress the necessity of developing expertise in a particular industry before attempting to write or to market specific software tailored to the needs of that industry.

Asked to outline a plan of action for the software entrepreneur, Finkler began, "Write a brief description of your idea for vertical-market software; outline its major features and functions. Identify who you see as the probable end-user; give some examples of how they would use it. It would be wise to create sample data files, a user manual, and brochures to help conceptualize the product. Describe the installation and user-interface features that you are planning; make it easy for the average computer user to get up and running quickly."

He continued, "Point out what makes your vertical-market software different from other products of a similar type; explain why potential customers would buy it. Make a list of competitive products that are currently available; itemize the features that are comparable with your vertical-market software."

Finkler's paper will also be included in *The Proceedings of the First IBM PC Faire*, which will be available at the show.

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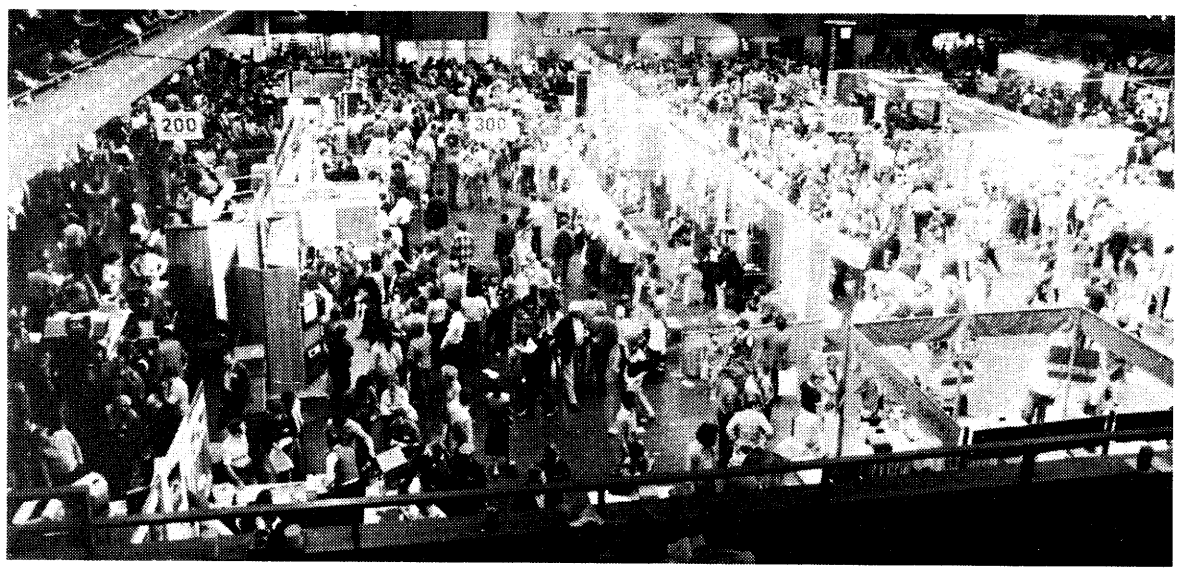

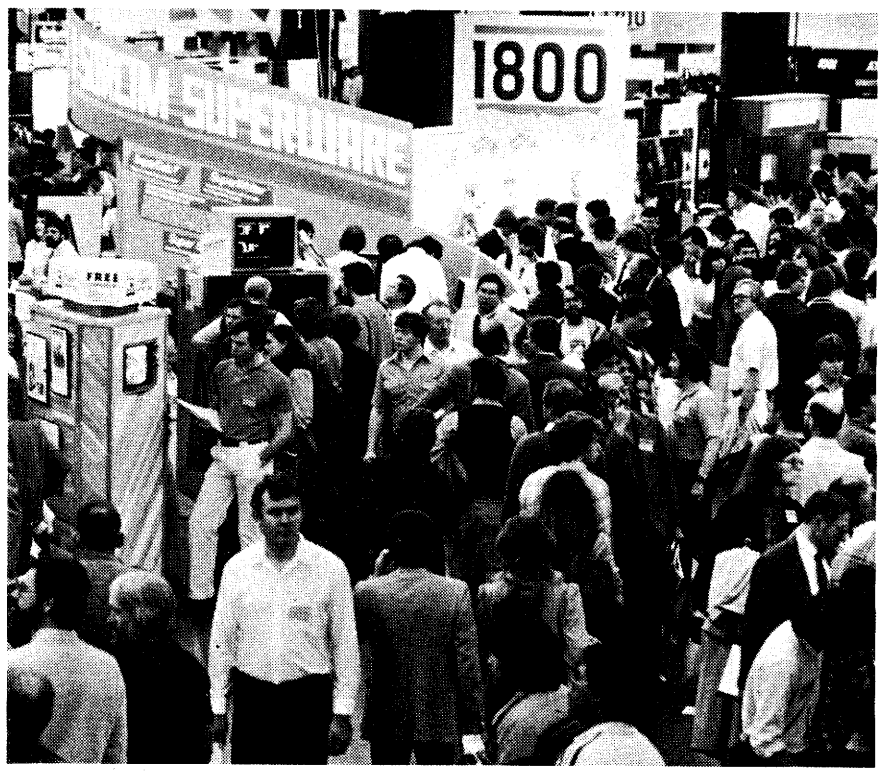

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Looking for some night life while you're in San Francisco for the Faire? Call the San Francisco Convention and Visitors Bureau Hotline at (415) 391-2000. The taped message will tell you about dance, comedy, music, theater, opera, and sports events in the city.

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BEST of the COMPUTER FAIRES

Conference Proceedings of the West Coast Computer Faires

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5.

THE BEST OF THE COMPUTER FAIRES, VOLUME V
Conference Proceedings of the 5th West Coast Computer Faire

Tutorials for the Novice
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Computer Games & Computers in Education
Low-Cost Computing in Education
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Computer Assistance for the Physically Impaired
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Significant Software for Inexpensive Machines
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THE BEST OF THE COMPUTER FAIRES, VOLUME VI
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Microcomputing: Very Unusual Applications
Computer Graphics: Input
Computer Graphics: Processing
Computer Output in Two & Three Dimensions
Speech & Music Synthesis by Computers
Mass Digital Telecommunications
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Biomedical Computing
Computers for the Physician's Office
Computing in Law & Law in Computing
Computer Assisted Instruction: Plain & Fancy
Computing & Education
Financial & Economic Applications
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About Computer Personnel
About Computing: Some Observations
Engineering Applications of Microcomputers
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Languages: UCSD Pascal Systems
Languages: FORTH
Languages: BASIC
Systems: Operating Systems
Systems: Database Management on Micros
Homebrew & Commercial Software
On the Design of Hardware & Software
Homebrew Hardware
Quasi-Commercial & Very Commercial Hardware
A Report from Japan
The Last One

7.

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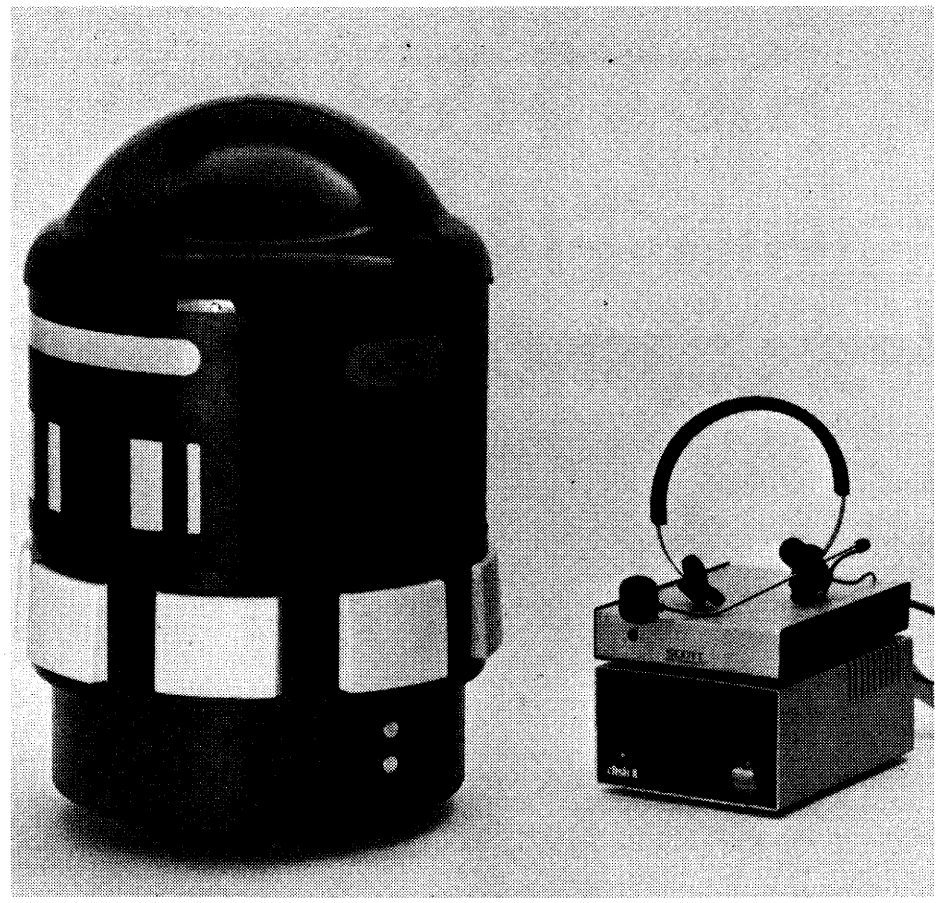
Voice Command Demo for Intelligent Robot

RB Robot Corporation has held public demonstrations of an "off the shelf" voice recognition system that enables users to give verbal commands to the company's RB5X Intelligent Robot.

Manufactured by Scott Instruments of Denton, Texas, the Shadow/VET (Voice Entry Terminal) is used in conjunction with a personal computer that is connected by cable to the RB5X. Future radio communications between personal computers and the RB5X will eliminate the need for cable-link. Eventually, the voice recognition capability itself will be resident on the RB5X, further freeing the robot for independent functioning.

The RB5X, currently available from a number of computer dealers across the country, was introduced last fall as the world's first mass-produced, mobile intelligent robot for home experimentation. The RB5X features sensing capabilities such as the Polaroid Rangefinder sonar for detecting objects in a room, tactile sensors that tell it when it has bumped against a wall or object, and a photodiode system that helps it find its battery charger when its batteries run low.

The Shadow/VET voice recognition system has been adapted to the RB5X in an effort to demonstrate the ease with which emerging computer-related options and capabilities can be adapted to the RB Robot machine. An RB Robot spokesperson pointed out that, while the Shadow/VET is not itself robot-resident and its word recognition rate is less than what the company believes the consumer will require of such a system, the link-up of these two systems enables computer programmers, students, engineers, and others to experiment today with a very exciting, effective means of interacting with a robot – namely, human speech.



RB Robot Corporation's RB5X.
The world's first mass-produced, mobile intelligent robot for home experimentation.

The RB5X sells for $1495, and the Shadow/VET for $895.

RB Forum is a newsletter published monthly by RB Robot Corporation. Subscriptions are sent free to owners of the RB5X Intelligent Robot, and are available to others for $15/year.

For more information, contact: RB Robot Corporation, 14618 West 6th Avenue, Suite 201, Golden CO 80401, (303)279-5525.

CompuServe Offers Wine Newsletter

Bacchus Data Services' The Informed Enophile, a wine advisory newsletter, is now available on the CompuServe Information Service, a nationwide computer time-sharing network. The Informed Enophile's editor, J.D. Kronman, believes his publication to be the first wine periodical to be made available to computer terminals, personal computers and communicating word processors "on line."

The Informed Enophile, now in its fourth year of publication, provides subscribers with detailed tasting notes on recently released wines. The editorial objective is to describe the taste of the wines so that the subscriber can determine whether or not he or she will enjoy trying each wine. Older wines are also reviewed from time to time and there is a "Cellar Alert" section which answers subscribers' inquiries on when to drink specific wines.

The CompuServe Information Service charges its subscribers for "connect time" which is only pennies a minute during the evenings and weekends. There is no additional charge to CompuServe customers when they access the Informed Enophile or other wine related informaion provided by Bacchus Data Services. CompuServe is available through the use of a personal computer or computer terminal, a telephone and modem.

For further information, contact: Bacchus Data Services, 6085 Venice Blvd., Los Angeles, CA 90034. A self-addressed stamped envelope will assure a sample issue by return mail.

COBOL for the PC

Compatibility with the new PC-DOS 2.0 operating system and IBM-PC XT microcomputer has recently been added to the mbp COBOL Compiler from mbp Software and Systems Technology, Inc.

With the capabilities of the IBM PC XT the new mbp COBOL Compiler version gives Cobol programmers significantly increased execution performance by generating native machine language object code. the ANSI '74 Level II mbp COBOL also offers multi-keyed ISAM, Dynamic Assign options, and numerous extensions to the Cobol standard. Other features with the new PC-DOS 2.0 compatible mbp COBOL Compiler include a sophisticated Screen Management System and Interactive Debugger development utilities.

Cost for the new PC-DOS 2.0-compatible mbp COBOL Compiler is $500.00. Reference manuals are available separately for $50.00.

For further information, contact: mbp Software and System Technology, Inc., 7700 Edgewater Dr., #360, Oakland, CA., 94621, (415)632-1555.

Hard Disk for IBM PC

CMC International has announced the Targa II, a hard disk subsystem developed specifically for the IBM Personal Computer.

The Targa II is available in three basic models. The first is a single drive only machine with three formatted storage capacities of 5, 10 or 15 megabytes. The second offers the same configuration, but provides a slot to allow the user to add a second comparable size drive as the need arises. The third model is similar to the other two, but offers the user room to install five additional IBM expansion cards as computing needs increase.

The Targa II is now available in production quantities. The units begin at $1490 for the Model 1 with a 5 megabyte capacity, and go up to $2445 for the Model 3 with 15 megabytes.

For further information, contact: CMC International, CMC International Bldg., 1720-130th Ave. N.E., Bellevue, WA 98005, (206) 885-1600.

Conference Session

New Approach to Integrated Software

"A New Approach to Integrated Software," is the title of Richard Rabins' presentation to be given at the First IBM PC Faire. Rabins is President of Alpha Software Corporation of Burlington, Massachusetts. Rather than develop a package that integrates several functions, Alpha Software has developed a database program, Data Base Manager II, that can be integrated quickly and easily with any of the popular word processing and spreadsheet packages such as WordStar, VisiCalc, Multiplan, and 1-2-3.

Rabins believes that integrating several separate programs is advantageous to users. "When I say it can be integrated with other packages, I mean the user need only enter the data once to perform data management, word processing and spreadsheet analysis. Data Base Manager II originated in the belief that the ability to integrate BETWEEN programs – rather than WITHIN programs – was a major unmet need in the industry. The integration between programs maintains all the functionality of each package. And by combining or integrating these functions, the user is able to perform entirely new applications which would be impossible using any of the programs by themselves."

"Another way to understand Alpha's concept of 'integrated software' is to think of it as a modular approach," explains Rabins. "It is analogous to buying the components of a stereo system. You can mix and match various components because they plug into each other and work together. By making previously incompatible applications programs work easily with each other, we are addressing one of the industry's most talked about problems - compatibility."

In summary, Rabins believes that "The market is moving toward providing more functionality, a user-friendly environment, and practical solutions to the productivity needs of business people and professionals. The companies to look for are those which provide the best solutions, the most flexible set of applications, and the widest range of capabilities useful to end users."

His talk will be published in *The Proceedings of the First IBM PC Faire*, which will be available at the show.