

**Transcript of Jim Hassert's NAUTILUS monthly update
11/92**

Hi, this is Jim Hassert with the Multimedia PC Marketing Council. Welcome to another MPC update. As mentioned in our last visit, Glenn Ochsenreiter and I visited London, England, recently for The Interactive Media Event '92, or the acronym T.I.M.E. '92. Held at the Wembley Conference Center, we had a booth and distributed our information pieces while meeting with many industry professionals and enthusiasts. A showcase for leading British and European interactive hardware and software manufacturers and distributors, the event was attended by industry and educational professionals as well as by the media. The conference proved valuable to the future of the MPC specification and trademark and we came away with the feeling that the efforts of the Council are appreciated by our overseas colleagues. Here are some observations: It became clear to us that the concept of trademarks in general is a highly respected commodity in the U.K. Identification of product and quality through the use of a mark is both accepted and expected. Most individuals stopping by our booth were either already aware the MPC trademark was a factor in the world of multimedia or were pleased to discover that there is a clear effort to represent a consistent standard through the use of the mark.

Along with working together with "MPC-smart" companies, we were pleased to educate many software publishers, hardware manufacturers and content owners. Research Machines was officially added as an MPC fully licensed system and MultiCom Info Systems from Germany licensed our first MPC foreign language product. As well, we met with several owners of potentially exciting multimedia content. All in all, T.I.M.E. '92 was a positive and encouraging conference for the Council. Although not tremendously large in size, the enthusiasm displayed by the attendees we met with and the professionals we worked with suggests a bright future for the MPC in England and around the world.

Next up for the MPC Council, we'll be in attendance at COMDEX and an exhibition in Makuhari, Japan. The MPC will officially be introduced by Glenn Ochsenreiter in Japan, continuing the efforts of the Council to make the MPC trademark a truly internationally recognizable symbol of the dominant multimedia standard.

Well, now, for some new licensees. As mentioned earlier, Research Machines from the U.K. is a full system hardware licensee. Joining the MPC logo'd software family are MultiCom Info Systems, with a German language soccer guide, Activision, with Rodney's Fun Screen and ManHole, Q/Media Software, with Q/Media, Llerrah, Inc., with MIDI Made Music for Windows, and I.C.S. Inc., with Ask Me for Windows.

As always, look for new title listings in this section and hardware demonstrations as well. And always, when you're out shopping for a multimedia product, look for the distinctive MPC logo.

Well, that's all for this month. We'll talk again next month with some insights from COMDEX in Vegas and Makuhari in Japan. Have a Happy Thanksgiving, everybody. Good-bye.