

TIP OFFERS LOTUS 1-2-3 FOR WINDOWS WITH MULTIMEDIA SMARTHELP & ADVANCED MULTIMEDIA BUSINESS SOLUTION

Santa Clara, Calif., -- Technology Integrated Products, Inc. (TIP), a fast-growing new technology integrator, announced that shipments begin in early October of Lotus 1-2-3 for Windows with Multimedia SmartHelp preinstalled on the first fully integrated multimedia workstation design specifically for the business market.

The TIP MultiPro 386SX Multimedia Workstation with Lotus 1-2-3 for Windows with Multimedia SmartHelp provides a complete software-installed system with a sound card, speakers, high-resolution graphics, animation capability, and a CD-ROM drive. TIP's aggressive pricing of the system is designed to make the MultiPro Workstation cost-effective for small- to medium-sized businesses.

"With hardware prices dropping everywhere, TIP's unique strategy is to sell 1-2-3 for Windows with Multimedia SmartHelp and also offer a high-performance, cost-effective multimedia workstation," said Randy Roscoe, Vice President of Marketing and Engineering at TIP. "It's a real sign of the times: *Buy Lotus 1-2-3 for Windows... and TIP will throw in the hardware.* We provide a totally integrated solution that allows business users to maximize their investment in Lotus's very exciting new 1-2-3 for Windows. The user has only to open the box and plug it in."

TIP, a full member of the Multimedia PC (MPC) Marketing Council, had engineered the MultiPro 386SX to be fully compatible with MPC standards ensuring trouble-free operation. The MPC logo, displayed on the MultiPro 386SX, lets end users and resellers quickly know that the system is fully compatible with MPC compatible software, unlike some multimedia systems which claim to be "MPC compliant". The MPC trademark is proof that the vendor has fully complied with MPC specifications.

Lotus 1-2-3 for Windows with Multimedia SmartHelp contains animated Show Me Movies, multimedia lessons and demonstrations of most of the software's features and detailed on-screen documentation. Together with MultiPro, businesses can cut costs on training classes and quickly learn to use 1-2-3.

"We're very excited about how Lotus 1-2-3 for Windows with Multimedia SmartHelp will bring novice users quickly up to speed and help enhance the productivity of expert users," said Rob Liptoncott, Director of Marketing for Lotus's Multimedia Division. "TIP completely integrates our 1-2-3 solution with their MultiPro 386SX hardware solution creating a very powerful productivity tool for small- to medium-sized businesses."

"Most of the multimedia systems available today are either low-end home systems bundled with games and encyclopedia, or high-end systems bundled with software developer tools," said Tim Bjarin, President of Creative Strategies, a high-tech market research firm in Santa Clara, Calif. "TIP has taken a different approach with a system that brings the benefits of multimedia to the business user."

The MultiPro 386SX is based on the AMD 80386SX-25Mhz CPU with 4MB RAM and includes a 120MB Conner hard drive, a 3.5-inch floppy drive, a high quality sound card, the Cirrus Logic Super VGA chipset with 512K RAM, an internal 350ms CD-ROM drive, two 20-watt speakers, headphones, a microphone, a keyboard and a PS/2 mouse. Besides the Lotus multimedia software, MS-DOS 5.0 and MS-Windows 3.1 are also preinstalled on the MultiPro system hard drive.

TIP has priced the MultiPro 386SX with 1-2-3 for Windows with Multimedia SmartHelp at \$2,395. The MultiPro 386SX is backed by a one-year on-site warranty for parts and labor.

The company also helps contribute to the environment by making sure all packaging materials and manual covers are not bleached white and are made without the use of CFCs.

Technology Integrated Products, Inc., headquartered Santa Clara, Calif., is a fast-growing integrated computer solutions manufacturer that makes emerging technologies, such as multimedia, cost-effective for businesses. TIP systems are distributed throughout North America by a growing network of authorized dealers.