

One Moment Please...

Going To Press Without Knowing Where You Are Going. Waiting For The Auction Results

It's April 18, 1995 and this page is due at the printer tomorrow. Normally this is the last page that is written for the publication. I like to do that because it allows me an

printer sometime tonight). But, the most important piece to all Amiga users is the piece for page 64--the Commodore Auction. As this issue goes to press, I

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your report card.

Now the time draws near. As each hour passes, there is less chance that this time something will go wrong. The bidders are on their way to the Auction. Each group has held meetings with their staffs, received warm wishes from their friends and relatives and started on their way to New York. And no matter how sure this all feels, I am unable to get over the feeling that it is all unreal.

It seems like a combination of Christmas and waiting for your report card. Yea it would be great to have all the presents and get to enjoy the winter vacation, but there is also the chance that you did not do as well as you had hoped in that history test and you may spend the time explaining to your parents why some English king was so important.

opportunity to put in some last bit of news and I can attempt to tie together the many separate pieces within the issue into one meaningful theme.

OK. This is often the last thing written because of all the pieces of the magazine, this is always the most difficult. But, not this time.

As I quickly type these words, there are still many other segments of the magazine coming together. There is the NAB report which is still being hammered together from press pieces, audio tapes, and other material that was collected in my short stay at this year's exposition in Las Vegas. There is also an advertiser who discovered *Amazing Computing* late in this cycle and who wants to be in this issue (their ad will be winging its way to our

haven't got an idea as to how that will end or what will be on that page.

Waiting

Amiga users have grown used to waiting. Over the last year we have heard that the Amiga is going to sell many times. Only to find out later that the news was premature. In our last issue, we noted that the Commodore auction would be scheduled for sometime in mid to late April. Shortly after the printer had the issue, an announcement was made by the bankruptcy court that stated the auction would take place on April 20, 1995 and that the results of the auction would be presented to the New York Bankruptcy Court at 10:00 AM on April 21, 1995.

The Phones Ring

I suppose that it is this combination of anticipation and dread that makes every piece of news so important. At *Amazing*, we have heard from current subscribers (and a few new ones) who all want to know what the latest on Commodore is. It is not enough that nothing has changed from last issue. They just need to hear a human voice tell them that something is happening and that a resolution, almost any resolution, will be coming soon.

Alex Amor

Creative Equipment International's President, Alex Amor, attempted to help Amiga users' worries. He held a meeting at

Cesar's Palace at 5:00 PM on Sunday evening prior to the National Association of Broadcasters' exposition. The presentation was at the end of the hall in the same area as other Amiga vendor presentations. It ran after (and during) NewTek's multiple meetings about their new Windows NT Toaster and before PLAY's presentation of Trinity (please see the NAB article on page 16 in this issue). Listening to Mr. Amor, Amiga Dealers were given a little glimmer of hope in an otherwise PC oriented day.

Mr. Amor outlined the present situation in regards to the ESCOM bid, the Commodore auction, and CEI. His no nonsense approach was to encourage all present to think positively and honestly about the current status of the Amiga market and what it would take to keep everyone in business.

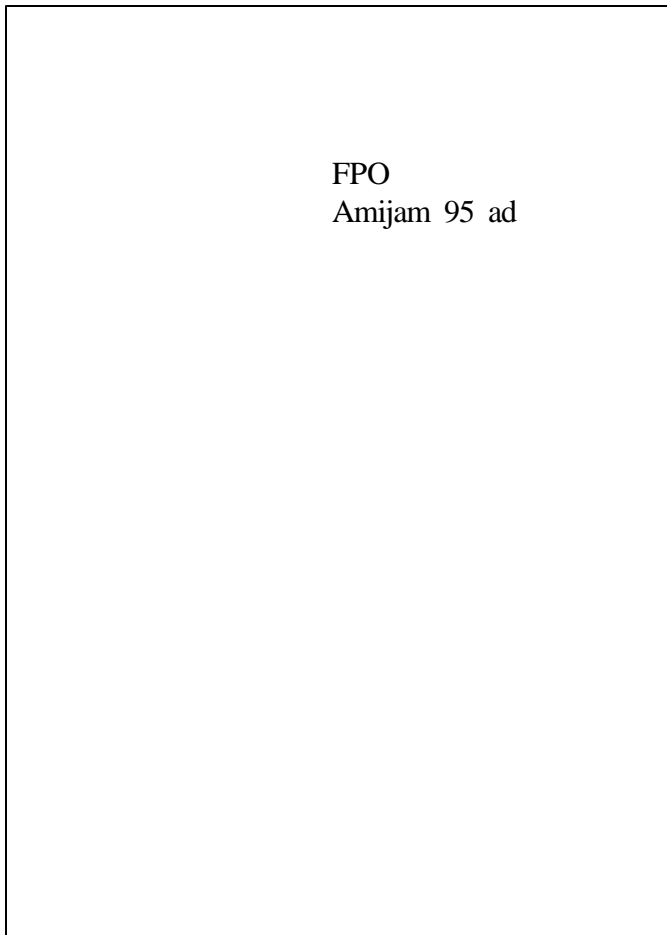
Mr. Amor also explained that it would not be CEI who placed the bid on his behalf, but a new company created from his group and his backers. This new company would then create the alliances and worldwide distribution necessary to carry the Amiga through this difficult transformation.

Mr. Amor asked the dealers present to complete a form stating a projection on the number of Amiga units they would need in the next several months. He stated that the information would give his people a better understanding of the market needs and allow them to more accurately judge what they would need to produce in the next sixty to ninety days.

He finished his presentation by answering questions. Most of the people present wanted to know what sort of future the Amiga would have or how soon product would be available. Mr. Amor stated that the current schedules called for product in less than ninety days, but he was keeping the 3 month schedule in case there were any problems.

As far as new Amigas, Mr. Amor repeated that there would not be a new generation of Amigas for at least a year. The development cycle required to create a viable new level of technology for the Amiga would be at least that long. He stated that the AAA chipset would not be a viable solution, because as soon as the AAA chipset was completed and implemented, it would be obsolete in the industry.

Mr. Amor hinted at further advanced technology utilizing the PowerPC and other advanced chips. He also stated that he was very willing to work with vendors within the market to help speed up the process and provide a better solution to the continued advancement of the Amiga technology.



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The overriding impression from Mr. Amor's presentation was one, he wanted to go somewhere with the Amiga, and two, he would work several alliances in order to make that goal. He was straightforward and very honest with his answers. It is evident that he and his team have spent many hours going over their options.

Who Will Win?

When I was traveling through the NAB presentation, one of the most often questions I was asked was who I thought would win the bid. I haven't a clue.

Although Mr. Amor has a good grasp on what the people in North America need and what may be best for the Amiga in general, does he have more capital than anyone else interested and will he feel it is worth all that he has?

Mr. Pleasance and the Commodore UK team have a clear understanding of the European market, but will they want to risk everything? Do they have the conviction to push the bid past its comfort level.

ESCOM clearly owns the technology if no one else bids. But, do they want the rights to use the Commodore name on their German manufactured PCs so much that

they would follow the bid any higher than they have already?

What about a dark horse bidder. Is there someone or a group of someones sitting quietly by, waiting their turn only to place their bid at the last moment?

When will any of these competitors go beyond what they should bid and want the Amiga so drastically that they will bid far beyond the others just to own it? When does common sense give way to conviction?

I don't know, but I will tell you this. The Amiga market has never been boring. I guess we should have expected this all along.



Don Hicks
Managing Editor