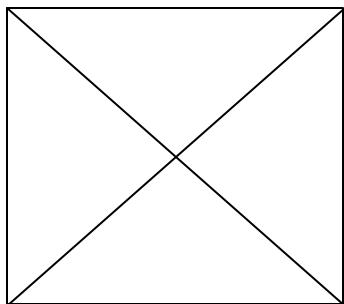


ESCOM creates Amiga's Future-- **Amiga///Technologies**



ESCOM announces Amiga 4000 Towers by September-October with a New Look and more!

On May 30, 1995, ESCOM AG announced its plans for the Commodore name brand and the Amiga platform in Frankfurt, Germany before an audience of more than 50 Amiga journalists and Amiga developers. ESCOM used the occasion to display their new design for the Amiga 4000 Tower as well as to unveil the new Amiga logo and a new Amiga company, Amiga Technologies.

Some of the more important points from this conference included Amiga Technologies' plans to build 25,000 Amiga 4000 Towers with newly designed cases between now and the end of the year. The first such machines should be available as early as September or October (10,000 of the machines are ear-marked for the North American market).

Amiga Technologies will also produce over 100,000 A1200s for the European market. No figures were available for the number of A1200s available for North America.

CD32 was the only other Amiga product that Amiga Technologies has decided to currently produce. There were no numbers or distribution schedule given.

Amiga Technologies and ESCOM executives believed there was no need to establish separate sales companies for each country in Europe as Commodore had done. Their central sales and distribution organization would be based in the Netherlands for their European needs. There was no information available for marketing or distribution in the US. (At press time, **AC** has learned that the A4000T

will be produced in the US and distributed through the normal channels in the North American market. Please see the editorial on page 4 of this issue).

The Commodore portion of Escom's purchase will be split from the Amiga. The two names will now belong to two distinct and separate companies. ESCOM will maintain the Commodore trademark and use it to launch a serious multimedia PC computer for the European market. Sales, distribution, and development of the Commodore branded PC machines will be handled by ESCOM and will not be associated with Amiga Technologies.

The 2 1/2 hour presentation included speeches and a question and answer section. The speeches were

Escom and Amiga Technologies executives presented the direction and goal of the new company as well as facts and figures of their hopes for the Amiga.

The Amiga Technologies launch attracted journalists and Amiga developers from the entire Amiga community.

presented by ESCOM and Amiga Technologies executives as well as an assortment of Amiga developers.

Petro Tyschtschenko, General Manager of Amiga Technologies GmbH, began the proceedings, "...we are determined to resume production

and also want to continue hardware and software development of what we believe is a superior technology. That's why we created Amiga Technologies and we are now hiring the best and most capable people to accomplish this.

"As the director of Amiga Technologies, my first priority now is to resume production of Commodore and Amiga computers and bring them on the market as soon as possible. For us, this means September 1995." He also stated, "The rumored stocks of new Amigas ready to be sold do not exist."

In regards to Amiga Technologies, Mr. Tyschtschenko stated, "the new Amiga Technologies will now become the operating center of an international Company held 100% by ESCOM AG. Our headquarters in Bensheim will employ around 50 people for the following tasks: development, support to developers, resellers, end users, production management, Marketing, PR and administration. We also took over the former Commodore development center in Norristown, with its research and development facilities.

"Amiga Technologies GmbH expects a turnover of 100 Million DM in

1995, mainly from the Christmas business with Amiga 1200, 4000, and CD32. Our monthly expenses are evaluated at around 600,000 DM. The break-even point should be reached this year. We are confident that we will have rentabilized (recouped) our 10 million dollar investment by spring 1996 with Amiga sales and licenses."

Escom AG's Chairman of the Executive Board, Manfred Schmitt, set the stage for Escom's goals, "ESCOM now turns from a PC manufacturer and retailer into a multimedia company." In order to do this, Mr. Schmitt stated, "Our goal is to give the user a cost-efficient way to access all these new services the multimedia world will allow. The Amiga technology brings us all we need here in an elegant way. We see in the Amiga the key to Multimedia technologies for the future."

Mr. Schmitt acknowledged the needs of PC users by stating, "the Amiga represents a very interesting alternative. It stands out with an amazing price/quality ratio. Also remarkable is the operating system with a still unmatched multitasking ability. That means that several applications can run simultaneously,

**A new logo,
a new product
design, and a new
staff for a computer
platform that many have
said would never be built again.**

For Position Only
Commodore Country Ad

Circle 105 on Reader Service card.

For Position Only Paxtron Ad

Circle 123 on Reader Service card.

"The Amiga technology brings us all we need here in an elegant way. We see in the Amiga the key to Multimedia technologies for the future."

**Manfred Schmitt
CEO, ESCOM**

depending on available memory without slowing down the whole system." He went on to state, "The Amiga operating system needs 8 times less memory than Windows, and it multitasks better than Windows. Through this smart use of system resources, the Amiga is still a very efficient and inexpensive computer."

"The Amiga represents a possibility to give people access to interactive television, on-line services and pay TV with set top boxes at decent prices like 400DM."

"We will now separate Commodore and Amiga operations. Amiga will be the multimedia range with Motorola processors and Commodore for Intel based Personal Computers. We want to use all available and appropriate distribution channels both for Commodore and Amiga: specialized retail stores, warehouses, and mail order services. The ESCOM subsidiaries are only one of many possibilities."

The Head of the Product Planning Group for Amiga Technologies GmbH, Dr. Peter Kittel, began his portion of the event by offering a history of the old Commodore and ending with Amiga Technologies' plans for the future. "The big perspective for the future consists in a part of the Amiga architecture to a

RISC platform." In doing this, Dr. Kittel stressed the need to keep the advantages of the Amiga, "The Amiga once started with far superior graphics and sound capabilities, and should by all means regain this advantage. To fulfill both requirements, there are currently two alternatives, the PowerPC and the HP PA RISC. Both have advantages and disadvantages, and they will get thoroughly judged."

Ed Goff, former Vice President and General counsel for Commodore and a Philadelphia attorney, is now a member of Amiga Technologies GmbH and he is now working on issues of licensing Amiga technology and more. In his speech, Mr. Goff stated, "Our strategy will be somewhat different than the strategy that you saw from Commodore in the past. It is our intention to have a strategic program for Amigas that will be as open as possible, and which will therefore drive the Amiga technology into as wide a range of products and applications as is possible."

Using strategic alliances with other corporations from "electronics and telecommunications industries", Mr. Goff hopes to remove the resistance to Amiga based technology from the industry and, "to fund further development of new and advanced products

based partly on Amiga and partly on proprietary and public systems provided by the strategic partner." Mr. Goff was unable to divulge the names of any current possible partners, stating that the agreements, "are at a very early stage."

Mr. Goff suggested that the programs would take the shape of joint ventures, cross licenses, cost and risk-sharing agreements, and capital arrangements. He did go on to state that, "We are currently pursuing opportunities for licensing the Amiga technology or portions of it to enterprises in these industries who will imbibe the Amiga in their products."

Wolf Dietrich, of Phase 5 Digital Products, announced his company's release of the, "...latest generation of the 68k series of processors the superscalar 68060 CPU." He stated that Phase 5 had developed the first fully operational implementation of the superscalar 68060 CPU for the AMIGA and that it would be marketed as the Cyberstorm 060 accelerator. He went on to state that the Cyberstorm 060 was currently available and shipping.

"With this implementation of the powerful 68060 processor the new AMIGA models make a step ahead into the leading group of today's microcomputer systems. The 68060 processor combines the powerful functionality and instruction set of earlier 68k processors with a new superscalar architecture and adds performance-boosting features like two parallel integer instruction units, larger data and instruction caches of 8k size, a branch cache and pipelined write accesses.

For Position Only AMICON Technologies Ad

Circle 102 on Reader Service card.

This all means a combination of the industries most advanced technologies for processing performance enhancements."

Mr. Dietrich claimed that software compatibility has been fully maintained and that the, "more than 80 mips processing power let real-world applications on the AMIGA perform competitively with other high end systems such as Pentium and PowerPC based machines. In combination with the AMIGAs other architectural advantages this makes a powerful system for all semi-professionals and professional applications, perfectly suited for today's requirements for multimedia computing.

Mr. Dietrich showed charts which listed speed increases over the original Amiga 68040 at a factor of 4 to 5 times. He went on to say that the benchmarks were based on the use of the original unoptimized 68040 code. If developers update their software to the new 68060, Mr. Dietrich believed that the computers would see an additional acceleration of 1.5 times the original.

Jeff Frank, a former Commodore executive in Engineering, is now

providing technical consulting to Amiga Technologies in the area of Engineering and Manufacturing Amiga, Amiga Technologies GmbH. He stated that Commodore only built 1000 A4000 Towers originally so that the new system will be almost like a new product launch. He stated that both the A4000 Tower and the A1200 will be shipped with AmigaDOS 3.1.

In regards to future products, Mr. Frank stated, "We will also pursue both tactical and strategic enhancements to the Amiga product line over the months and years to come. Tactically, our first and perhaps the most obvious enhancement will be a 68060 processor upgrade to the A4000 Tower. We also believe that a performance upgrade to the A1200 by moving from an EC020 to an EC030 processor as well as built-in support for fast RAM capability is a logical step." In addition, he suggested efforts to create both IBM and Apple environments on the Amiga and to port AmigaDOS to non-Amiga platforms.

Jon Bohmer, Vice President and founder of Scala, was also on hand to lend support to the new Amiga

announcements. Mr. Bohmer stated that, "Since the Amiga went out of production a year ago, Scala has seen a constant demand for Amigas, from both new and experienced users." Escom announced that it will bundle a copy of Scala's MM300 into every new Amiga sold.

Don Gilbreath introduced his new company, Visicorp. Mr. Gilbreath was the Director of Product and Market Development for Commodore when CDTV came to market. Visicorp was one of the first companies to sign a licensing agreement with ESCOM to utilize the Amiga technology. Visicorp will use the Amiga and CD32 technology to create set-top boxes for the cable industry.

ESCOM finished with an in-depth question and answer session. While ESCOM did not answer every question, it was apparent they wanted everyone to know they were in the Amiga for the long term.

.AC.