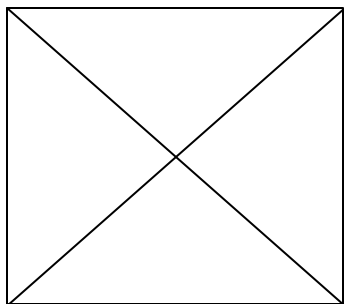


ESCOM creates Amiga's Future-- **Amiga///Technologies**



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.

CD32s 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.