

Apple in Decline,
Escom losses 46 million Duetchmarks
Window sales off
What goes on?

In the world of computers, this past holiday season was not as bright as was expected. Apple Computer recorded losses of XXXX which resulted in the ousting (fairly or unfairly) of CEO, Mike Spindler.

And, while Bill Gates was quoted by the media as saying Apple would have to do a lot to turn around their downward spiral, he has not been quoted on why the Windows '95 operating system did not meet expected goals or what he intends to do for the millions of customers who are once again unsatisfied with Microsoft's large promises and small results. Many Microsoft users have grumbled that the large demands for memory and disk space have not been equalled by increased productivity. Some experts are saying that Windows '95 may be the reason computer sales as a whole were so far off this past year.

In an interview with Gilles Boudine of Amiga Technologies, I learned that ESCOM had recorded losses of 46 million Duetchmarks at the end

Wonder Computers

One major disaster to hit the Amiga Market in early February was the demise of Wonder Computers. Our office has discovered that the entire six-store chain in Canada has been seized. Unfortunately it is still not clear at press time why the seizure occurred or if Wonder Computers will be allowed to restructure. The effect on the Amiga market will be significant.

Wonder Computing had been on a roll. They had expanded and created new stores in a market where few others could survive. They were able to encourage a large amount of Amiga users through out Canada to continue using and expanding their Amiga equipment. According to one executive at Ernst and Yopung, the trustee organization who is handling the Wonder Computing account, many Amiga users have already called the stores requesting information on who is going to handle product in Wonder's absence.

Aside from the impact this will have on local Amiga users in Canada, there is also a great deal of concern for what this will do to the array of products Wonder Computers has either revived to the entire Amiga market.

DesignWorks was originally created by New Horizons Software. However, New Horizons experienced severe growing pains just as this

product was ready for the Amiga consumer and they were not able to properly launch it. The revolutionary drawing tool was never given its full worth. After New Horizons went into receivership, Wonder Computers purchased the rights to the product and through their software development division, Lazarus Engineering, they refreshed DesignWorks and began distributing it.

Wonder Computers was the exclusive distributor in North America of PC-TASK (reviewed in this issue on page 13) and DirWorks 2.1 from Australia. Of course Wonder Computers original distribution agreements will no longer be binding, but what about the money the developers have lost?

While both of these utilities will find homes with new distributors, the developers who created the packages probably will not be paid for the software already in circulation. Dealers have almost certainly paid their distributors, and, if history is any guide, the people who shipped the packages to the dealer have either unpaid returns due from Wonder Computers or were Wonder themselves. Everyone losses.

Lately we have been deluged with calls from Amiga users who want to know what Amiga Technologies is doing in North America. Quite frankly, nothing. Although they have created the Amiga 4000 and the Amiga 1200 once again for distribution, an Amiga Technologies spokesperson told me recently that sales of both machines were below expected levels

Solutions not computers

The real test of the computer market is how well an application is accepted.