Amiga Mail News

Commodore U.S.A. Enhances Product Line and Reduces List Prices

Commodore Business Machines, Inc. announced it has significantly reduced the U.S. manufacturers suggested retail price on selected models of its Amiga® series multimedia computers by up to 25%. In addition, the company introduced several new system configurations and the new A2386SX Bridgeboard™, which enables the Amiga 2000 and 3000 series computers to run MS-DOS® compatible software.

Commodore announced special promotional pricing to its dealers in March. The success of this promotional effort resulted in the company's decision to permanently adopt the lower prices, establishing new dealer and manufacturers suggested retail pricing (MSRP). One example of the substantial price reductions is the Amiga 2000 with 1084S color monitor, previously available at a MSRP of $1986. Its new MSRP is $1539, representing a 23% reduction.

The pricing moves are also part of Commodore's aggressive multimedia marketing campaign. This campaign is focused on the professional multimedia user involved in videographics, dynamic presentations, interactive training, or point-of-information kiosks. According to Commodore Vice President of Professional Sales Geoffrey Stilley, ''We have long been recognized as a price performance leader in the multimedia marketplace and these new systems configurations and prices will keep us at the forefront. We believe the Amiga offers the most comprehensive and affordable solutions addressing the demanding needs of the multimedia professional.''

One new system configuration specifically aimed at the video professional is an Amiga 2000-based system with a 100MB hard drive, Motorola® 68030 processor, 5MB of RAM and a 1084S monitor with an MSRP of $2699. In addition, the user can purchase the same system with an A3070 tape drive allowing for magnetic tape storage of 150MB of information at an MSRP of $3159.

Two additional configurations available through September 30, 1992 are an Amiga 3000-25/50 with a 50 MB hard drive, 2 MB of RAM and the new A2386SX Bridgeboard for an MSRP of $3399, and an Amiga 3000T-25/200 multimedia

IN THIS ISSUE

workstation with a 200MB hard drive, 5MB of RAM and a 1950 or 1960 VGA color monitor for an MSRP of $4499. Commodore director of Business Marketing David Archambault stated, ‘‘The A3000-25/50 with the new Bridgeboard is targeted at the multimedia professional who requires the video, audio, and animation capabilities of the Amiga, as well as the ability to run and communicate with an MS-DOS environment. Also, the A3000T-25/200 is ideal for the multimedia applications developer who requires lots of expandability and processing power at an affordable price.’’

Commodore’s 386SX Bridgeboard give an Amiga system MS-DOS compatibility by allowing PC application software to run within a window under AmigaDOS™. It also allows the two systems to transfer files back and forth from the Amiga to the Bridgeboard. The new 386SX Bridgeboard is accompanied by MS-DOS 5.0 software and can be used with all Amiga 2000 and 3000 series computers. It has a processor clock speed of 20 MHz and will support a maximum of two floppy drives while sharing a hard drive with the Amiga side.

Commodore International Names Director of Applications and Technical Support

Commodore International announced the appointment of John F. Campbell as director of Commodore Applications and Technical Support (CATS), effective immediately. The CATS group is responsible for supporting and establishing development and quality standards for over 1500 developers who produce software and hardware products for the Amiga® and CDTV® Multimedia Player product lines. Campbell reports directly to Commodore International director of Worldwide Software Engineering, Ned McCook. ‘‘John is well prepared for his new role,’’ said McCook. ‘‘His depth of product knowledge combined with his management skills and respect for our developers will help strengthen Commodore’s relationship with our development community.’’

A graduate of the University of Pennsylvania with degrees in technology management and computer science, Campbell has held a number of key development positions with Commodore since joining in 1982. He assisted in the launch of the VIC-20® and Commodore 64® computers and is one of the people responsible for the tremendous software support they received from developers, which led to the success of both products.

Since 1985, Campbell has concentrated on bringing high quality, diverse products to market for the company’s line of Amiga computers. A major highlight is AmigaVision™, for which he headed the team that defined the need for an authoring system that would take advantage of all the multimedia features of the Amiga. AmigaVision has won a number of industry awards and is broadly used by multimedia developers worldwide.

This position announcement coincides with moving the CATS group into Commodore’s Engineering division. ‘‘This change will help strengthen ties between Commodore’s development efforts and the work of our developers,’’ noted Campbell. ‘‘We will now be in a better position to move our proprietary technology forward quickly so that Commodore can continue to provide leading edge hardware at affordable prices.’’