

DR. WARREN G. LIEUALLEN

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PRESIDENT

Bill Eckert
6632 Lisamarie Road
Columbus, Ohio 43229
614-891-9785

VICE PRESIDENT

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6360 Sunderland Dr.
Columbus, Ohio 43229
614-436-7339

MEMBERSHIP CHAIRMAN

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Columbus, Ohio 43232
614-863-4016

CASSETTE LIBRARIAN

Roger Stultz
2162 Eden Ave.
Columbus, Ohio 43224
614-471-5573

NEWSLETTER EDITOR

Norman Knapp
1222 Norton Avenue
Columbus, Ohio 43212
614-291-2849

ADDRESS ALL MAIL TO

ACE of Columbus
P.O. Box 849
Worthington, Ohio 43085

SECRETARY

Kathy Fellows
1719 Shaton Ct.
Worthington, Ohio 43085
614-889-4763

CASSETTE LIBRARIAN

Don Bowlin
230 Orchard Lane
Columbus, Ohio 43214
614-262-6945

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THE EDITOR'S COLUMN

A few years ago, I came across an anecdote concerning one of the US's imported Nobel prize winners. This fellow had just bought a Volkswagen, the "bug"; this was in the days when the bug was so homely that it was occasionally purchased because someone felt "sorry" for it and wanted to give one a home. Shortly after his purchase, Nobel laureate received a phone call from a person asking him to join a "Volkswagen owners club." He thought about this for a moment and then asked the caller if he owned a toothbrush. The response was affirmative to which the Nobel laureate responded: "Why don't we form a toothbrush owner's club?"

ACE of Columbus is also an owners group similar to that for cars and toothbrushes. The automobile can be used to satisfy just only one purpose, transportation. Likewise the toothbrush serves one basic need, cleaning teeth. Back when the Volkswagen was the bug or beetle, some VW owners needed a "support" group. The situation is somewhat different for computer users group. A computer is a much more versatile device than a car or toothbrush in that it can be used for a number of purposes. Computer owners also need a means of keeping up with new developments concerning their machine and the computing field in general. A computer users group helps meet these needs.

Using the automobile industry as an analogy, I will try to give you my views on the current state of the computer industry. The first mass produced cars were available for the rich since only the rich could afford to buy them. The corresponding period in the computer industry was the late 1940's up until the middle 70's. During this time the computer market was dominated by IBM, Univac, Burroughs, etc. (IBM and the seven dwarfs) selling or leasing hardware/software mainframe system valued at several hundred thousand to a million dollars. The \$100K PDP computers sold by DEC were selling for bargain basement prices. Obviously these computers could be leased or purchased only by big government/business which corresponds to the "rich" who could afford to buy the early automobiles.

Prices of early automobile decreased only when more efficient methods of production were introduced by Henry Ford; the assembly line. Only one model was produced, the Model T. Options were limited; a buyer could have a Model T in any color he wanted as long as long as it was black. A similar situation came about in the computer industry. Only after the development of the integrated circuit, microprocessor, and computer on a board (or several boards) was it possible to market a computer system that the average person could afford. The initial versions of the microcomputer brought out in the middle '70's were much more expensive and had quite limited capabilities compared to today's models. But with further refinements in manufacturing efficiency, hardware and software, and marketing strategies it was possible to lower prices and improve performance to arrive the current state of affairs. It seems that Atari under new management is at a crossroad in development of their product line. ANTIC magazine has placed on the CompuServe Atari bulletin board brief descriptions of their new products which was downloaded for us by Bill Eckert. We will see beefed up versions of the 800XL: more

memory, better sound and graphics, an improved parallel bus, a hard disk drive, and a portable model. The most exciting products to be brought out will be the 16 and 32 bit machines based on the 68000 microprocessor; I will have you read it for yourself rather than spend more space describing them here.

Wide spread use of the automobile was not possible without the existence of the oil industry which predated the automobile industry. It developed refineries and distribution systems of gasoline which kept pace with growth of the automobile industry during its formative years. The fuel parallel for the computer industry is software. Just as a car cannot run without gasoline, a computer cannot operate without a program. Upon further examination the comparison breaks down because while a gallon of gasoline can be used just one time, a program can be used many times. Programs can still be regarded as a consumable since most programs are recorded on fragile magnetic media and because of inevitable obsolescence. Just as Detroit tries to convince us each year of the obsolescence of the previous year's models, there is pressure on the computer owner to update his software holdings.

Even though obsolescence is a nebulous concept, it is real and can be dealt with. If your first word processor was a Basic program keyed in from a magazine or a public domain program, it was a thrill using a system that was a considerable improvement over a typewriter. After considerable use you probably found some shortcomings in the "free" word processor: slow response to keystroke, slow printing, awkward editing, lack of desirable features, etc. You are at the point where you want to acquire a better program. Advertisements and reviews in the magazines were probably your first contact with the "expensive stuff". Demonstrations given at the users' group, answers directed to a user of the program, and some hands on experience will help you make your final decision. One other source, club members' experience with software published in our newsletter, has not been available for very many programs recently. Such experience and tips in using various programs could be published in our newsletter or put up on the bulletin board. Not every one has a modem, but every member has a personal copy of the newsletter.

Norman Knapp
ACEC of Columbus

ANTIC SPECIAL BULLETIN, REPRINTED BY
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EXCLUSIVE ANTIC PRE-CES ATARI PREVIEW:

5 NEW '85 COMPUTERS -- PLUS MONITOR WITH 80-COL CARD, 500K DISK DRIVE, PRINTERS, MODEM,
MOUSE...

1/2/85 by NAT FRIEDLAND, ANTIC EDITOR

Antic Magazine got a look at the 1985 Atari Computer Line-Up three days before it was due for unveiling at the Consumer Electronics Show in Las Vegas.

This Antic Preview was hosted at the Atari Engineering Center in Sunnyvale by Sig Hartmann, President of Atari's Software Division, and Sam Tramiel, President of the Atari Corp.

Prices for many of the new products were not going to be finalized until 24 hours before CES opens. Manufacturing of the new computers won't begin earlier than March, which means they won't be appearing in the stores until at least May or June.

Atari will be showing three new 8-bit XL-compatible computers at CES. A 128K version, the 130XE, will be priced around \$200. The 65XE, the next-generation 800XL, will cost around \$100.

The keyboards and cases of these machines will be dramatically changed. They will be smaller versions (no 10-key pad) of the spectacular 16-bit computer housing. Inside the XE computers, the circuitry has been simplified and chip functions have been combined. Sam Tramiel said that this will make the XE a more reliable machine than the XL while maintaining 100% compatibility.

There will also be a luggable 8-bit XE that comes with 128K, a small video screen and a disk drive, the package selling for around \$400.

The XE computers will use a new DOS 2.5, which Sam Tramiel said is very similar to the classic DOS 2.05. The new DOS is necessary so that the XEs can accept the new 500K 3 1/2" disk drives as well as the current 1050 drive. The built-in BASIC has not been changed.

Hartmann & Tramiel brought up and agreed upon the necessity of exchanging DOS 2.5 for the DOS 3 packaged in hundreds of thousands of new 800XLs sold at Xmas. They were very open to Antic's suggestion that DOS 2.5 be uploaded onto the CompuServe Atari SIG and distributed to users' groups as soon as it's finalized.

Hartmann also proposed that Antic assemble users questions via CompuServe each month and turn them in to him. He promised prompt answers from Atari's top management through Antic. Sam Tramiel was enthusiastic about the arrangement and Antic is starting it right now! Upload your questions for Atari on the Antic Electronic I/O Board and we'll be online with the first round of answers before the end of January.

ANTIC WRITE-INS SAVE PARALLEL BUS!!

Good news that many of us have been waiting for! The XE 128K computer will maintain an open parallel bus for plug-in peripherals. The PBI will even be improved over the current XL format -- with improved timing and a built-in +- 5 volt power amplification.

The last-minute decision to continue the PBI came at an engineering meeting called by Sam Tramiel in response to Antic's write-in campaign on CompuServe's SIG*ATARI.

As for the two new 16-bit machines, they can be described in one word -- phenomenal.

The 130ST is a non-expandable 128K computer and the 520ST carries 512K, that's the only difference between them. They both use the Motorola 68000 chip which is also in the Apple Macintosh. They both use Digital Research's super-fast Macintosh-like GEM user interface, which sits on top of DR's CP/M 68K operating system.

Each model also has 196K built-in ROM containing GEM and CP/M 68K. An Atari mouse will be available to run GEM's icon menus. Both computers will be capable of running the highly-rated DR version of Logo. C or

Pascal will be the development languages of choice.

The state-of-the-art Keyboard for the 16-bit machines includes: full selectric-style key layout, 10-key number pad, cursor pad with Help and Undo Keys, and 10 function keys. The entire back of the casing is honeycombed with ports, including:
Parallel and serial interfaces, MIDI
Musical interface, PBI, etc.

The one sad note at Antic's preview was that the long-rumored AMIE 16-voice sound chip was not totally ready for production yet. The AMIE, which is said to emulate human speech and singing with unprecedented accuracy, will be incorporated into the '85 Atari line later in the spring and will be identified by adding the letter M to 8-bit and 16-bit models that include it.

Another '85 breakthrough is Atari's sleek, compact 3 1/2" disk drive with 500K storage capacity. Sam Tramiel said this drive will be in the incredibly low price range of \$100.

Tramiel told Antic that the 500K drive, which uses the same sturdy 3 1/2" disks as the Macintosh, will be compatible with both the 16-bit and 8-bit computers.

"We've had long discussions about the issue of disk compatibility," said Tramiel. "But our conclusion is that we're going to strongly encourage software developers to bring out their new programs primarily on 3 1/2" format. At the low price we'll be selling the new drive for -- frankly 8-bit users would be foolish not to eventually upgrade to a far superior product and format."

However, the current floppy-5 1/4" 1050 disk drive will continue to be manufactured as long as there is a market for it.

In yet another new move, Atari will be showing a wide line of printers and monitors, which will be aggressively marketed for use with IBM and Apple computers as well as Ataris. When asked who was actually manufacturing these new peripherals, Sam Tramiel laughed and said, "Japan Inc."

The Atari printers -- all aggressively low-priced -- will include a 12-cps daisywheel, an 80-cps dot-matrix, and three \$50-100 thermal transfer models, including one that prints in color.

The monitors include a 12" monochrome for about \$100 -- with a built-in 80-column card for the XE and XL 8-bit series -- and a 14" color monitor for about \$200 which will compete with the popular Commodore color unit.

A 640x200 resolution RGB Analog model capable of displaying 512 colors will sell for around \$300. There will also be a \$150 high-resolution 640x400 monochrome model for the ST series.

Atari also plans to show a monitor with a built-in floppy disk drive, plus a low-cost (around \$50) 300-baud modem bundled with software for uploading and downloading.

Software president Hartmann described Atari's goal as "switching from a computer game company to a microcomputer company." He said that Atari Software will primarily publish entertaining and easy-to-use productivity programs. "We'll be very selective about games, only publishing games that we believe have a real chance to become major hits."

By the day before CES, Hartmann expected to sign the contract for Atari to bring out an integrated program comparable to Lotus 1-2-3 -- but with code so compacted that it will run on 64K. If this deal is finalized in time, Antic Online will upload a description of the product from CES.

Also under development is AtariWriter Plus, which will include integrated mailmerge and spelling checker. It is to all run on one disk at 128K.

Hartmann said he is determined to reach out for user group feedback in the fast-moving software market. He specifically wants major users groups to act as beta testers for new Atari software. As a first step towards this, Hartmann said he will bring top Atari executives to meet with users' group officers at the special invitational Worldwide Users Network meeting which Antic will host at our offices during the West Coast Computer Fair in March.