



*Could Atari Deliver? Could They Ever!*

## Atari Wins Big at Las Vegas Consumer Electronics Show

*P.R. Adler*

**T**hey came to the Atari booth expecting to say, "I told you so." The retailers and buyers, the software makers, the competitors, and the hobbyists who managed to sneak into the industry-only CES show were all there, waiting for the Atari booth to open.

They were waiting to see the new machines, the Atari XE and ST personal computers. They saw the new machines—and they were more than impressed . . . they were all in awe.

The crowd that pushed into the Atari booth and stayed for four days was there for one reason—to watch the new Atari products perform.

In the six months since Atari Inc. had become the new Atari . . . Corp., the press had been rather skeptical. A *Business Week* article printed a month before the show denied the possibility of any new computers for the show at all. "Technology, state of the art technology is what the consumer wants today," said company chairman Jack Tramiel. As usual, he didn't let the consumer

down. "We promised product, we promised to be here, and we are here," stated James L. Copland, the V.P. of marketing.



### Where's the VAX?

Some observers thought the ST was too good to be true. One reporter from a technical magazine traced every wire going into and out of the ST, looking for the mainframe computer hidden in the kiosk. A major software executive leaned over the ST at the end of the day and listened very carefully. "Is that a VAX I hear?" he said jokingly.

Many skeptics walked away believers. "For the price and what they do, these machines are unique," said Richard A. Kushner, a member of the Jersey Atari Computer Group.

The XE line also drew many favorable comments. "It looks well, and that's very important, especially in Austria," said Mr. Hans Webersinke, a representative of Photo Niedermeyer, a chain of photo, hi-fi, and computer stores there. The Austrians are very design-conscious. "They buy with their eyes, then they look for the *technic*."

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