

and Elite, who set up booths with raucous video narrations emanating from one or more projection TVs—this in addition to the din caused by numerous computers running their software at outrageous volume.

One haven was the Beyond Software booth where one ST was demurely running a quiet sample screen of their (unreleased) Star Trek game, and the rest of the large booth was devoted to about six screens, all running the same Star Trek episode.

The Atari Presence

On the second floor, between the National Hall and Olympia 2, was the Atari booth, the largest at the show. The location was chosen, said Atari personnel, to demonstrate that Atari bridges the gap between personal and business computing.

(Another reason might have been that there wasn't a space large enough to accommodate it on the main floor of either of the buildings.) The Atari booth was 1000 square meters, about 9000 square feet—considerably larger than most houses—and was referred to as "the Atari village."

The village was populated by Atari-

related companies, including about 20 established software developers, about 15 new ones who did not have their own labeled spaces, three distributors, and two Atari magazine publishers. Throughout the show, the booth was crammed with people—looking and buying.

Atari had taken advantage of the PCW show and its prominent position there to make London aware of its presence. One entire wall of the National Hall was covered with an Atari banner, and the street outside the show had an Atari banner draped across it.

Even a few double-decker busses beckoned Londoners to the Atari exhibit.

The English Atari community is healthy and growing. As evidence, we saw Les and Sandy Ellingham's magazine, *Page 6*, which has come a long way from the almost-newsletter it was last year; they have a four-color cover now and more advertising than ever. Another magazine, *Atari User* has seen its subscriber base double in the past year. User groups are doing well too. (The way English user groups support themselves, by the way, is to hire themselves out as consultants.)

There is no equivalent of the FCC in England, making the introduction of new machines much easier.

Atari Announcements

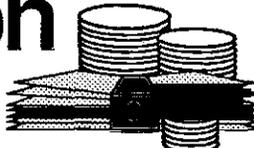
Atari announced four exciting new products at the show: the 2080STF, the 4160STF, the Blitter (short for block transfer chip) upgrade, and an MS-DOS box. Prices for the first three products were announced as follows: £1149 (about \$1800) for the monochrome 2080STF, £1459 (about \$2200) for the monochrome 4160STF, and £60 (about \$100) for the Blitter upgrade.

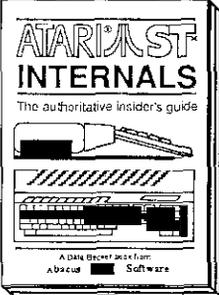
Don't get too excited, though. The 2 and 4 meg machines might be shipping sometime soon in England, but that doesn't necessarily mean that they will be available in this country before the second half of 1987.

The reason is that the FCC must approve any new home electronics product sold in the United States, and the approval process can take months. There is no equivalent of the FCC in England.

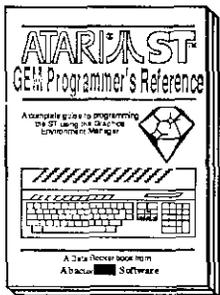
A Wealth of Information

from the name you can count on



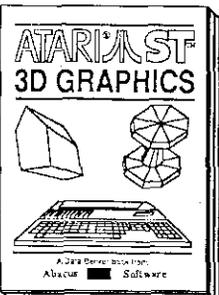
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