

Letting the World Know

November 19, 2002

With the AmigaOne now shipping and AmigaOS4.0 in its final stages of development and testing, the time has come to begin letting the rest of the world know the good news, that the Amiga is alive, well and ready to let the World have fun with computing again.

We all know that the current hard core of Amiga users is not enough to build a sustainable and thriving community. We have to appeal to those who, for whatever reason left the Amiga months and years ago but who still retain a fondness for their old platform. Whether disillusioned with their existing offering, looking for a new way or simply wanting to return, the marketing for the reborn Amiga must concentrate itself on these people, the five million or so who once owned an Amiga and who could do so once more.

The last six months has seen us experimenting with presence at various multi-format shows and nurturing relationships with TV, web and paper publications in order to test the waters and to set out our stall for the big push forwards. Even in this informal process, the response has been fantastic, whether in the US, the UK, Europe or Australia. People remember the Amiga and want it back.

We have taken all this research and, in conjunction with Amiga developers, retailers, user groups, publications, Amiga Inc, Eyeteck and Hyperion have

decided that we will concentrate on four official large scale multi-format shows around the globe, in order to maximize our presence, message and exposure. This will compromise a show roughly every quarter, one for Europe, one for the US and Canada, one for the UK and one for the Antipodes (Australia, New Zealand and Asia).

The first of these shows will be the official launch of the AmigaOne and AmigaOS4.0, to occur at the CeBit show in Germany in March (and before anyone asks, this does not mean this is the release date for AmigaOS4.0, it means that



CeBit will be the public launch of it). With the huge exposure and attendance that CeBit brings in, and being in Germany, one of the spiritual homes of the Amiga, we think this an appropriate and exciting venue.

In addition we will support several other important national

shows on a cooperative basis with the dealers, user groups and organizations in those countries. Commitments have already been given to attend the SINTEP show in Toulouse, France in April 2003, and at least one of the Micromart shows in Birmingham, UK.

We will also support local dealers and organizers of the main Amiga user group shows worldwide (subject to fitting in with the schedule of the larger shows above) such as the Alt-WoA and WoA-SE shows in the UK, as well as the main shows in France, Germany, the USA and Canada. If you currently — or would like to — organize such a show during 2003 and would like Amiga Inc, and/or Hyperion and/or Eyeteck to attend, please contact us as soon as early as possible during the planning stage. Given the limited resources we all have, and the cost and complexity of planning for the quarterly shows, we cannot guarantee attendance but we will do our best to support the community wherever it gets together to enjoy the Amiga platform.

So much for 2003 — what about the remainder of 2002, and in particular the Aachen show? We have all, both as individual companies and together, thought long and hard about this show. It has been decided that the timing could not be worse from our respective points of view.

Eyetech is committed to delivering the Earlybird systems for Christmas that week and Amiga Inc is fully occupied fulfilling an AmigaAnywhere contract, and product launch. Whilst visiting with all of you is important, we believe that it is more important to ship products right now, and we simply can not work the show into our schedules.

We wanted to share this with you because many in the community have asked the same questions that we have asked ourselves. How will the community grow and thrive? It can only do so through increased sales, and that means increased awareness. As we move from survival mode to growth mode, the small, local shows, however much fun cannot provide this level of exposure and awareness. By marching

proudly and strongly into the mainstream shows, and taking the community with us, we are announcing that we are back, once and for all.

Have no doubt that after 8 years of darkness, 2003 will be the year that the Amiga once again makes the World remember that there is a better way.

Thank you, as ever, for your continued support and commitment.

Bill McEwen and the team at Amiga
Ben Hermans, Hyperion
Alan Redhouse, Eyetech

AmigaMCCC News

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<http://www.amigamccc.org>

December Calendar

- December 9 — Amiga By-The-Loop Chapter
7:30 pm — N.Richland Hills Community Ctr.
Loop 820 at Rufe Snow, N.Richland Hills
- December 9 — MCCC Board of Director's Meeting
Approx. 10:00 pm — TGI Friday's
Loop 820 & Bedford Euless Road
- December 19 — Amiga North Dallas Chapter
7:30 pm — SMU Building
Collins Blvd. & International Pkwy, Richardson
- December 28 — Newsletter Deadline — 7:00 am

Editor's Comments

There is a good chance that the Amiga By-The-Loop Chapter will be changing its meeting place beginning with the January meeting. Be sure to check here or on the web site for meeting information.

Microsoft is not the answer

—
it is the question.

The answer is NO!