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-MSG M# 6922 FR=FAL TO=HMS SENT=09/10/82 01:22 PM
R#052 ST=C DIV=039 CC=0289 BY=FAL AT=09/10/82 01:22 PM

SEPTEMBER 10, 1982

TO: DOUG DOBBS - ALCC

FROM: HERB SHANZER - HMS

WE MET WITH BILL SICK TODAY. THE STRATEGY THAT WAS RECOMMENDED WAS TO CANCEL THE TI-88, NOT DO THE ALCC BUT TO LAUNCH A MARKETING PROGRAM WHICH IS BASED ON THE FACT THAT WE BELIEVE KEYSTROKE CALCULATORS ARE OBSOLETE, AND TO BEGIN WORK ON FORTRAN AND PASCAL VERSIONS OF THE CURRENT ALCC.

WE HAVE TO HAVE A WHITE PAPER TO SUPPORT THIS RECOMMENDATION FOR BILL SICK BY WEDNESDAY MORNING IN TIME FOR THE CURRENT FORECAST CYCLE. WHAT HAS TO BE DONE IS:

- 1) DEVELOPMENT ESTIMATES FOR THE TWO EXTRA LANGUAGE VERSIONS OF THE ALCC. *To*
- 2) SPECIFIC RISK ASSESSMENT AROUND THE SCHEDULE OF THE CURRENT ALCC, AS WELL AS THOSE NEW PROGRAMS. *C.B.*
- 3) REFINEMENT OF THE WRITE-OFF ESTIMATES AROUND THE TI-88.
- 4) AN IN-DEPTH ANALYSIS OF THE MARKET IMPACT OF THIS STRATEGY.
- 5) A SPECIFIC STATEMENT IN REGARDS TO THE APPLICATIONS STRATEGY. ALL OF THESE MACHINES, GIVEN THEY ONLY HAVE ONE-LINE DISPLAYS, ARE VIEWED AS APPLICATIONS MACHINES, NOT DEVELOPMENT MACHINES, AND THERE IS SIGNIFICANT CONCERN ABOUT HOW MARKETABLE THEY WILL BE WITHOUT APPLICATIONS.
- 6) PLEASE MAKE SURE THAT WHATEVER NUMBERS YOU PUT TOGETHER, YOU WORK WITH MILT KUSER. AND WHATEVER NEGOTIATIONS YOU ARE IN THE MIDST OF IN TERMS OF MATERIALS, TOOLING OR ANY OTHER ASPECTS, MILT HELPS YOU WITH.

THIS IS A 5-MINUTE DUMP RIGHT AFTER THE MEETING. I WILL BE SPENDING SIX HOURS WITH BILL TURNER ON THE WAY TO SANTA FE AND YOU WILL PROBABLY RECEIVE FURTHER INSTRUCTIONS.

YOU OUGHT TO GET IN TOUCH WITH MILT AND GLENN WHO WERE BOTH IN THIS DISCUSSION, TO UNDERSTAND WHERE IT ENDED UP.

HERB SHANZER