

Interoffice Correspondence

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| Due Date _____ | <input type="checkbox"/> Note & File |
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To: Jerry Brewer
George Webb
Tim Unkrur
Julie Bean

Tom Little
Jan Simmons
Mike Hogan

Date: March 9, 1984

CC: Cathy Schempp
Nina Martin
Aggie Primavera

Kyu Lee
Jim Dooley

From: Lloyd Hyden

Subject: INITIAL BUILD OF ABEL AND ABELTUTOR

My recommendation for the initial build of ABEL PCDOS is 180 units. This figure includes approximately 130 consignment units for in-house and sales force use. This number is significantly greater than a standard hardware products initial build and is in addition to the 45 Q2 revenue units already forecast for ABEL PCDOS. These fifty units will constitute an initial "safety stock" in Q2 to balance the risk involved in forecasting in new product areas. The high level of "rumblings" in the marketplace for this currently unannounced product and the customers perception of our ease in creating ABEL PCDOS copies lead me to believe there is a high cost in the marketplace on late delivery during the launch phase of this innovative new product. With the low build cost of ABEL I feel the additional cost of holding these extra units in inventory is justified until the launch is completed and an appropriate long term safety stock can be determined.

The initial build for ABEL VXVMS should be 12 units for in-house evaluation and sales force use. The initial build for ABEL VXUNIX should also be 12 units. The market variables that motivate the large safety stock of ABEL PCDOS units do not apply to these versions and these products will have a more traditional initial build schedule. The requested regular production shipping lead time is two weeks. Customers know how long physical production will take and will not be impressed by shipping delays.

The initial build of ABELTUTOR should be 1500 units. The timing of this build is dependent on the lead time of the various components contained. Mapping of all relevant timing constraints will be done in the next ABELTUTOR status meeting. This meeting will be at 1:00P Monday (March 12) in room 2C.

/cjh

DATA I/O

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To: Ray Bellotti Bruce Robbins Date: March 1, 1984
Gay Hatfield Cathy Schempp
Fred Jones Tim Unkrur
Earl Olsen

CC: Jim Dooley Nina Martin
Masa Kawaminami Ray Neubauer
Kyu Lee

From: Lloyd Hyden *Lloyd*

Subject: ABEL™ MODEL NUMBERS

As all of you know Data I/O is moving into a new product field with the introduction of ABEL™ this March. ABEL™ is our first pure software product; we will be required to modify our thinking in terms of both operations and marketing in order to maximize the benefits of this important new product. I have designed the model number system to be as customer friendly as possible. This friendliness will be a positive aid in customer acceptance during the critical "launch" phase of this products life.

The model numbers for the three versions of ABEL™ available at initial release are as follows:

| | |
|-------------|---|
| ABEL PCDOS | ABEL™ on IBM personal computer - PC DOS operating system. |
| ABEL VXVMS | ABEL™ on VAX mainframe - VMS operating system. |
| ABEL VXUNIX | ABEL™ on VAX mainframe - UNIX operating system. |

The model number for the tutorial disk will be:

| | |
|------------|--------------------------|
| ABEL TUTOR | ABEL demonstration disk. |
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Manuals to accompany the above products will be described by placing an "M" after the operating system designator. Example:

| | |
|-------------|---|
| ABEL VXVMSM | Manual to accompany ABEL™ on VAX mainframe with VMS operating system. |
|-------------|---|

The model numbers associated with TotalPak 4, TotalPak 7 and TotalPak 8 sold with ABEL will be:

TOTALPAK 4/ABEL
TOTALPAK 7/ABEL
TOTALPAK 8/ABEL

In addition the customer will have to specify the particular operating system he or she desires ABEL™ to work on. This information will not be part of the model number. Order/Entry will be prompted by the screen for this information and no TOTALPAK X/ABEL orders will be enterable without this information.

DATA I/O

Please contact me for additional information if it is required.

/cjh