

Interoffice Correspondence

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|---|---|
| <input type="checkbox"/> For Your Comments | <input type="checkbox"/> For Your Information |
| <input type="checkbox"/> For Your Approval | <input type="checkbox"/> Note & Return |
| <input type="checkbox"/> Please Take Action | <input type="checkbox"/> Note & File |
| <input type="checkbox"/> Call Me | <input type="checkbox"/> For Your Signature |
| <input type="checkbox"/> See Me | <input type="checkbox"/> Please Advise Status |
| <input type="checkbox"/> Per Our Conversation | <input type="checkbox"/> Per Your Request |
| <input type="checkbox"/> Read, Initial & Return | <input type="checkbox"/> Please Advise
Appropriate Employees
In Your Department |

To: Sumner Averett
Vic Belmondo
Bill Ellis
David Hannaford

Date: July 6, 1982

CC:

From: ~~Steve Witten~~

Subject: TRIP REPORT - VISIT TO BOB OSANN, PRESIDENT OF ASSISTED TECHNOLOGY

I visited Bob Osann, President of Assisted Technology at the request of Vic Belmondo. Vic had contacted Bob because Bill Smith told us that Bob was developing an "ABEL" type language.

Bob is the President of a start-up company which is about one year old. It appears that there are four or five employees and the company was founded solely to develop programmable logic development software.

Bob's first product is a software program for use by logic designers. He hopes to have copies available for evaluation by Signetics, AMD, etc. in one or two weeks. He has written a paper for WESCON on the program. He gave me an advanced copy of this paper which I have passed on to Vic Belmondo. His program requires about 4K bytes of ROM and almost 64K bytes of RAM. His plan is to sell the software in diskette form for around \$500.

I discussed possible business relationships with Bob. He would like for Data I/O to market his diskettes because he recognizes the power of the Data I/O name. He would suggest a deal involving 30-35% margin for Data I/O and that the diskettes be drop shipped directly from Assited Technology.

He had servious reservations about putting development software (his or someone elses) in a hardware module such as we do with PALASM and Signetics H&L. His concern is that customers will want to save the inputs and will need a disc to do that. If they have a disc, than they may as well use a disc based software. He stopped far short of saying that he was unwilling to put his software in our modules however. He is obviously concerned about his cash flow and is very interested in doing something with Data I/O.

I suggest that sometime in the future Corporate Development should contact Bob to see if there are other areas where Data I/O could work with Bob. Bob would like to receive feedback from Vic on his WESCON paper. Bob will consider, over the next few weeks, ways that his software could be compatible with our PLDS system.

Steve

