

From jeffl Tue Sep 19 11:41:00 1989
 To: billg
 Subject: Acer/ROM DOS
 Cc: chrissa hwhwa jeffl jeremybu joachimk jons markche richardn russw
 Date: Tue Sep 19 11:40:56 1989

Bill, I am working this issue from many angles. Looks like our fax was effective from the standpoint of finding out who is behind the ROM DOS at Acer. We have had many discussions with our Acer contact about this issue and he refused to tell us the source of this problem. So, we have been going thru him to communicate the technical and marketing reasons to go with our product.

We did not know delivery date was an issue (October is less than two weeks away). However, I know that 6 months ago one of the account mgrs in the Taiwan group told Acer we were not developing a ROM exec product.

We have always known price is an issue (DRI is quoting \$4; we have quoted \$8 - which is our lowest price based on a 500K commit they have for their disk DOS product).

DRI is probably selling value added with the Turbo BASIC so we will have to fight that.

I don't understand the 3rd Wave involvement. They are the equivalent of MS PRESS. Mr. Hwa has given me the names of both the president and VP of 3rd wave and I will call them this afternoon to get a better understanding of their interest in the product, gauge the real threat of DRI, and get all the facts.

Did Stan happen to mention anyone else that we can talk to to provide or get information?

My gut feel is that if we match DRI's price then everything else goes away, but at the same time I don't see how Acer can afford to risk tarnishing their image by offering an inferior product. Thus, I have always opposed lowering the price just to match DRI. There is a possibility that Acer will only distribute DRI's product in lesser developed countries where they do significant business. In these markets, there is rampant piracy and DRI apparently is an accepted product.

We'll keep pushing to see what we can find out.

**HIGHLY
CONFIDENTIAL**

X 588412
CONFIDENTIAL