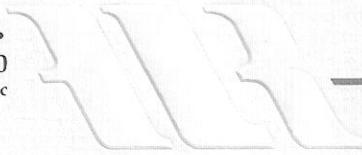


Advanced Logic Research, Inc.

10 Chrysler, Irvine, California 92718 - (714) 581-6770
FAX: (714) 581-9240 - TELEX: 5106014525, Answer back Advanced Logic



*rec'd
6/04*

ON JULY 14th, 1986
ALR INTRODUCED
THE WORLDS FIRST 80386 PERSONAL COMPUTER

HERE WE GO AGAIN.

ALR 386/2
THE SECOND GENERATION

Dave Kirkey

DAVE KIRKEY
VICE PRESIDENT SALES AND MARKETING

SEE THE ALR 386/2 PRODUCTS
AT SPRING COMDEX ATLANTA, BOOTH #3522

Advanced Logic Research, Inc.

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For Release May 11, 1987

**ADVANCED LOGIC RESEARCH
ANNOUNCES THE FIRST, SECOND
GENERATION 386 "AT COMPATIBLE"
MICROCOMPUTER FOR UNDER \$2,000.**

THE ALR 386/2

Advanced Logic Research, Inc. of Irvine, California is racing to be first again, with the release of the first 80386 system priced below \$2,000.00.

"It's our second year in the 80386 market place and it seems appropriate to bring to market an aggressively priced second generation 386" states Dave Kirkey Vice President of Sales and Marketing. "We have enjoyed a successful year with our Access 386 product line (first introduced in July, 1986) and now ALR brings to market a NEW 386 system with more performance and features at a comparable price of todays 80286 systems." Mr. Kirkey continues to say "It is ALRs intent to dominate the 80286 and 80386 market with the NEW 386/2 system and our aggressive price is designed to do just that!"

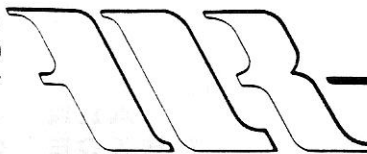
Advanced Logic Research, of Irvine, California will ship four models of the ALR 386/2. Starting with the model 10 at \$1990.00, featuring an ALR designed 386 system board with 1MB of 80ns 32bit RAM expandable to 2MB on the system board, Phoenix bios, 1.2MB floppy disk drive, 1 serial port, 1 parallel port and a 101 key expanded keyboard.

The ALR 386/2 model 40, 80 and 130 all feature 2MB of 32 bit RAM, as well as a newly designed hard disk controller that performs with 1:1 inter-leaving similar to IBMs new PS/2. To further enhance the performance of the hard disk systems, ALR has designed its controller to have an on board full track disk caching. The result is a disk performance that is 3 times the transfer rate of the typical AT systems. The ALR 386/2 hard disk performance plus, its 32 bit memory slots achieves data through-put without the usual I/O and memory congestion of the standard PC/AT bus.

To launch the ALR 386/2 systems ALR has begun a very aggressive marketing campaign that includes multiple page spreads in many industry publications, a dealer referral program as well as offering authorized ALR dealers a new co-op advertising program. Dave Kirkey points out " our 386/2 systems is designed to be the most competitively priced product in the 80386 market, further more we offer our authorized dealers one of the highest dealer margins in the industry."

Advanced Logic Research will be exhibiting our new 386/2 systems at the Spring Comdex in Atlanta, Georgia. Please plan to stop by booth 3522 for a hands on demonstration.

Company Contact: (714) 581-6770
Dave Kirkey
Vice President of Sales and Marketing



ALR 386/2 SYSTEM PRICING 5/15/87 SUGGESTED LIST PRICE

SUGGESTED LIST

386/2 MODEL 10

\$1990.00

ALR-designed System Board
Phoenix BIOS
16MHz 80386 processor
10MHz 80287 support
1MB 32-bit RAM, expandable
to 2MB on system board
1.2MB floppy disk drive

Serial and parallel ports
8 expansion slots
4 16-bit slots
2 8-bit slot
2 ALR 32-bit slots
101-key keyboard

386/2 MODEL 40

\$3990.00

ALR-designed system board
Phoenix BIOS
16MHz 80386 processor
10MHz 80287 support
2MB 32-bit RAM
40MB, 30ms or faster,
access time hard disk drive

EMS and multitasking software
1.2MB floppy disk drive
Serial and parallel ports
Desktop or floor mount
8 expansion slots
101-key keyboard

386/2 MODEL 80

\$4690.00

ALR-designed system board
Phoenix BIOS
16MHz 80386 processor
10MHz 80287 support
2MB 32-bit RAM
70MB, 30ms or faster,
access time hard disk drive

EMS and multitasking software
1.2MB floppy disk drive
Serial and parallel ports
Desktop or floor mount
8 expansion slots
101-key keyboard

386/2 MODEL 130

\$7299.00

ALR-designed system board
Phoenix BIOS
16MHz 80386 processor
10MHz 80287 support
2MB 32-bit RAM
130MB, 30ms or faster,
access time hard disk drive

EMS and multitasking software
1.2MB floppy disk drive
Serial and parallel ports
Desktop or floor mount
8 expansion slots
101-key keyboard

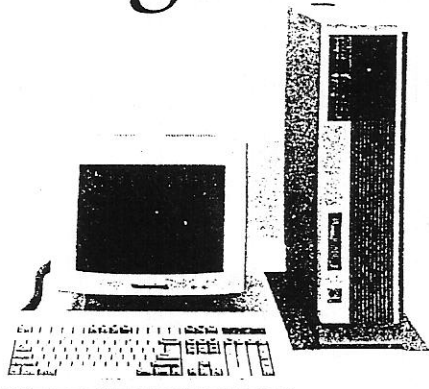
ALR - IBM FEATURE PRICE COMPARSION CHART

COMPANY	ALR	ALR	IBM	ALR	IBM	ALR	IBM
	386/2	386/2	SYSTEM/2	386/2	SYSTEM/2	386/2	SYSTEM/2
MODEL	MODEL 10	MODEL 40	80-041	MODEL 80	80-071	MODEL 130	80-111
SUGGESTED LIST PRICE	\$1990.00	\$3990.00	\$6995.00	\$4690.00	\$8495.00	\$7299.00	\$10,995.00
MICROPROCESSOR	80386-16	80386-16	80386-16	80386-16	80386-16	80386-16	80386-16
BIOS	PHOENIX	PHOENIX		PHOENIX		PHOENIX	
32-BIT MEMORY STD(00NS)	1MB	2MB	1MB	2MB	2MB	2MB	2MB
EXPANDABLE TO	2MB	2MB INCLUDED		2MB INCLUDED		2MB INCLUDED	
I/O SUPPORT	1 SERIAL 1 PARALLEL	1 SERIAL 1 PARALLEL	1 SERIAL 1 PARALLEL	1 SERIAL 1 PARALLEL	1 SERIAL 1 PARALLEL	1 SERIAL 1 PARALLEL	1 SERIAL 1 PARALLEL
VIDEO ADAPTERS	OPTIONAL	OPTIONAL	VGA	OPTIONAL	VGA	OPTIONAL	VGA
TEXTS/GRAPHICS SUPPORT	640x480x16	640x480x16	640x480x16	640x480x16	640x480x16	640x480x16	640x480x16
	AV EGA	AV EGA	320x200x256	AV EGA	320x200x256	AV EGA	320x200x256
	GA786	GA786		GA786		GA786	
FLOPPY DRIVE	1.2MB	1.2MB	1.44MB/720KB	1.2MB	1.44MB/720KB	1.2MB	1.44MB/720KB
FORMAT	5 1/4	5 1/4	3 1/2	5 1/4	3 1/2	5 1/4	3 1/2
FIXED DISK DRIVE	N/A	40MB	44MB	70	70	130MB	115MB
EXPANSION SLOTS	8	8	7	8	7	8	7
PACKAGING	DESK TOP OPTIONAL FLOOR STAND	DESK TOP AND FLOOR MOUNT STAND	FLOOR	DESK TOP AND FLOOR MOUNT STAND	FLOOR	DESK TOP AND FLOOR MOUNT STAND	FLOOR
EMS & MULTITASKING S/W	OPTIONAL	YES	NO	YES	NO	YES	NO
KEYBOARD 101 KEY	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD	STANDARD
STD AT/PC BUS	YES	YES	NO	YES	NO	YES	NO
STD AT/PC PERIPHERALS	YES	YES	NO	YES	NO	YES	NO

SPECIFICATION/CONFIGURATIONS
SUBJECT TO CHANGE

Announcing the first second-generation 80386 systems.

Starting at \$1990.



Last year, Advanced Logic Research introduced the first 80386 systems. Now we're introducing the ALR 386/2™, the second generation.

Until now, if you wanted three times the speed of an AT™ you paid about three times the price of an AT. Now Advanced Logic Research announces second-generation 386 systems—designed to do to the price barrier what our first generation did to the performance barrier. Annihilate it.

Starting at \$1990, ALR's totally new 386/2 systems couple the power of 32-bit processing with true 32-bit memory. Even the system and graphics BIOS are implemented in a 32-bit architecture. That simply means your applications will run faster on a 386/2

\$1990
M E M O R Y

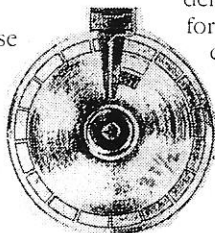


than any other available computer. And ALR 386/2 systems let you use all the peripherals, graphics, enhancements and applications developed for the most widely adopted computer operating environment in history.

Which makes you wonder why others want thousands more for less flexible, first-generation 386 systems.

How to run circles around the competition.

Sure, Compaq and IBM use the fastest available hard

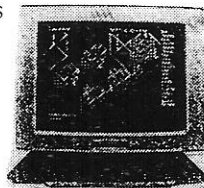


Advanced Logic Research
Compaq
IBM

disks and controllers with 1:1 interleaving, just like Advanced Logic Research. But they don't buffer a full 17-sector hard disk track, settling for sector by sector buffering. Our way makes the fastest even faster where it counts—in the real world.

And with up to 2 MB of RAM on the motherboard, you get flexibility with your power.

Naturally the raw speed of the 80386 means the 386/2 series make great EGA graphic workstations for CAD/CAM. Or choose enhanced EGA™ or GA 786™ graphics from ALR and a variety of sources and get the most advanced resolutions available.



You can even run up to nine applications at once. Without memory limitations. Because all enhanced ALR systems include the bestselling multitasking software Desqview™ as well as QEMM™ and EMS management utility.



The 386/2 series makes the best use of floor or desk space.

Speed to burn. Without having money to burn.

Read the reviews and compare the 386/2 to the others. Then compare more. If you find more power, flexibility and quality somewhere else, buy somewhere else.

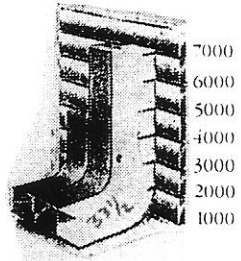
You won't find a more competitive price anywhere else—the ALR 386/2 Model 10 delivers 80386 power and 1 MB of RAM for \$1990 and includes a 1.2 MB floppy disk drive and controller. Models with hard disk storage to 130 MB and included EMS and multitasking software reaffirm ALR's ability to define leading edge performance. At leading edge prices.

A full range of high-performance communications, memory and storage enhancements are available from ALR.

Advanced Logic Research
\$4389

IBM
\$6995

Compaq
\$7094



The ALR 386/2 Model 40 with EGA adapter is similar to the IBM Model 80-041 and Compaq Deskpro 386 Model 40 with EGA adapter. Except for a lower price and twice their standard RAM.

Advanced Logic Research. Faster, first.

Advanced Logic Research got its start designing high-performance microcomputers for customers that demanded more power than they could get off the shelf. We designed one of the first IBM PC-compatibles. Developed the enhanced performance AT-compatible *PC Magazine* called "...the most judicious choice..." And introduced the first 386 system, which *PC Tech Journal* said "...brings up-to-date technology to affordable 386 systems."

Our complete line of performance XT and AT-compatible systems offers the advanced technology of one of the world's most experienced PC design teams and a growing international network of ALR dealers chosen for their ability to deliver full service and support. Simply more, for less.

Call Advanced Logic Research today for the name of your local ALR dealer. And discover the price of power isn't as high as it used to be.



Advanced Logic Research, Inc.

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