

EVERYONE PROMISES TO
TAKE FULL ADVANTAGE OF
THE NEW MACINTOSH...



WE GIVE IT TO YOU

MUSICAL NONO

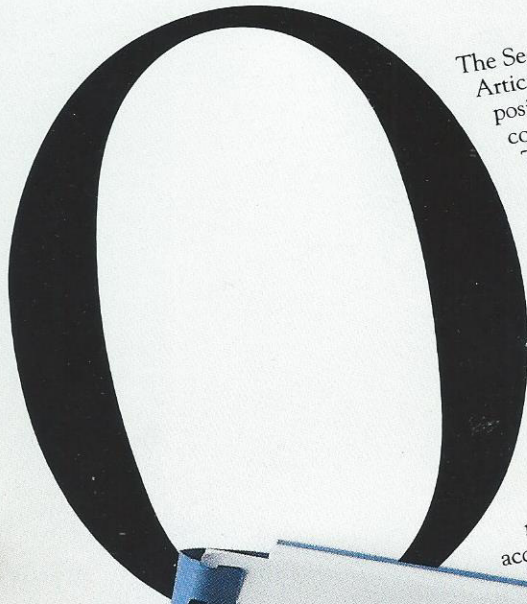
Travels

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QUARTERLY REPORT ARTICULATE DESIGNS

• Second Quarter • 1990 •



The Second Quarter of 1990 saw Articulate Designs strengthening its position as the leader in marketing communications in the Bay Area. The most significant event was the completion of negotiations with the Oakland Rebels,⁽¹⁾ a new football franchise, that will have Articulate Designs create the complete team image for the club—logo, uniforms, tickets, and marketing materials. The \$5 million deal calls for the consulting and design work into the mid-1990's.

The company posted profits of \$.15 per share this quarter, on \$244,568 of revenue, marking the third quarter in a row that profits have been increased. The acquisition of PeachTree Printing in the Fourth Quarter 1989 began to pay dividends, as the in-house production facilities are reducing costs in half.

Product Comparison Chart

FEATURE			
Text Wrapping	✓	No	No
Outlining	✓	No	No
Smart Search	✓	No	No

The world of Macintosh word processing just got a lot more sophisticated. And a lot simpler.

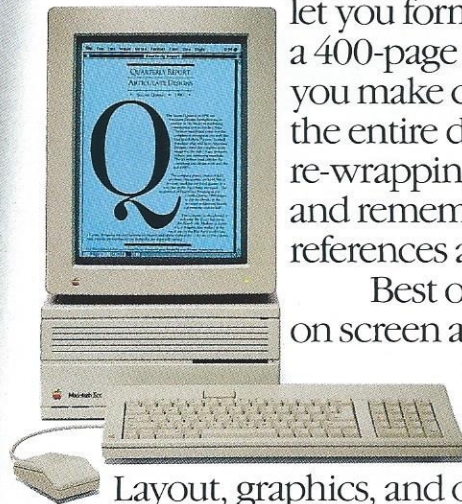
Presenting FullWrite Professional™. It's the first word processor that fully utilizes the power of the new generation of Macintosh. Yet it's as intuitive as the Macintosh™ itself.

IN WRITING: FULLWRITE.

FullWrite gives you the power to create persuasive, hard-hitting communications in a lot less time. With a lot less effort.

How? With advanced page layout features that let you format a single page memo or a 400-page manual in seconds. And as you make changes, FullWrite updates the entire document immediately, re-wrapping text around illustrations and remembering things like page references and footnote numbering.

Best of all, you see your output on screen as you work. From indexes to hairline rules; from redline markups to kerning and leading control.



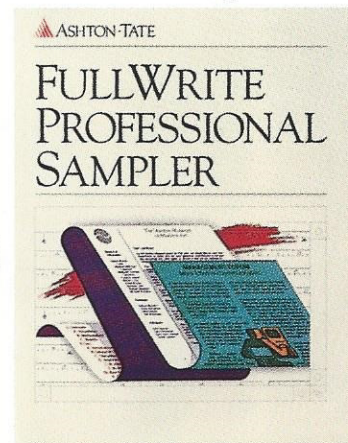
Layout, graphics, and outlining are all there when you need them.

But like the newest generation Macintosh, FullWrite is more than just the sum of its parts. It's a whole new way to communicate your ideas.

Free FullWrite Sampler.

Seeing is believing. Give us a call at 800-437-4329, ext. 2100.* We'll send you a full-capability product sampler, absolutely free.

There. You've got it in writing.



ASHTON · TATE[®]
MACINTOSH DIVISION

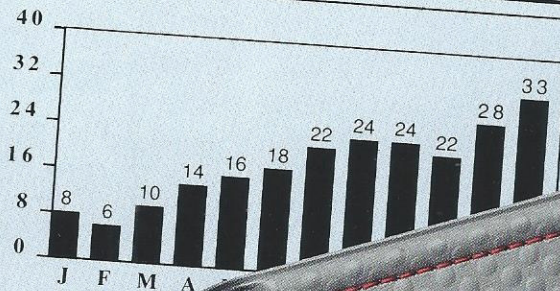
*In Colorado, call 303-799-4900, ext. 2100. Trademarks/Owner: FullWrite, Ashton-Tate, Ashton-Tate logo/Ashton-Tate Corporation; Macintosh/Apple Computer, Inc. © 1989 Ashton-Tate Corporation. All rights reserved.

WITH THE NUMBERS TO

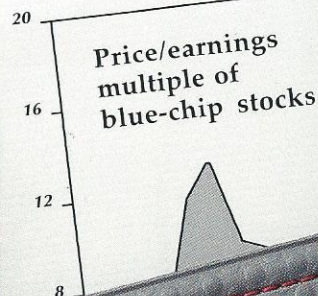
Economic Review

THE MEDINA GROUP

Summary of Results



As you can see by the accompanying chart, the introduction of new products has...



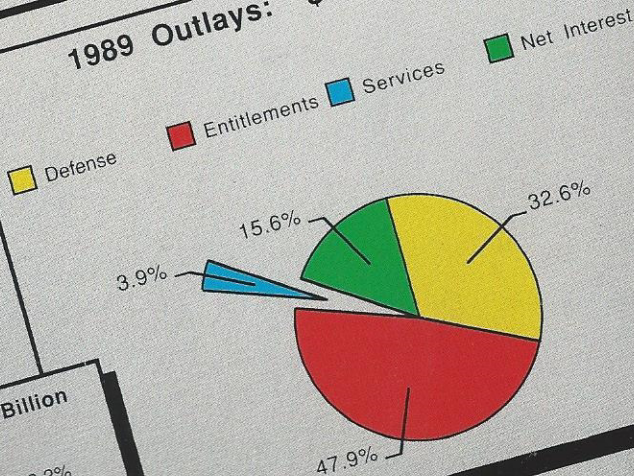
Close-Up on Government Spending

Finance

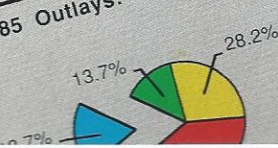
Annual Deficit	Addenda GNP
990.5	
-2.8	1057.1
-23.1	1151.2
-23.4	1285.5
-14.9	1417.0
-6.2	1523.5
-53.2	1699.6
-73.7	1935.8
-73.6	2173.4

Entitlements have become increasingly burdensome as a percentage of total government outlays. As a result, funds for social services have been reduced.

1989 Outlays: \$1,023 Billion



1985 Outlays: \$946 Billion

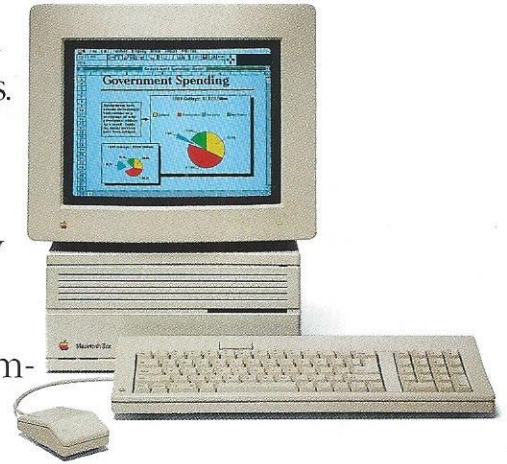


Spreadsheet software has taken a great leap forward.

Presenting Full Impact™. It's the first spreadsheet to truly harness the power of the new generation of Macintosh computers. To convert the complexity of numbers into the power of communication.

BACK IT UP: FULL IMPACT.

Beginning, of course, with your numbers. Because now you can take them places they've never been before—quickly and intuitively. For example, create a chart—or several charts. Place them exactly where you'd like. Make your point clear with a paragraph of text. Then make it clearer by using different fonts. Or sizes. Or styles. Or all three. Sign your work with the company logo. And print it all on a single impressive page.



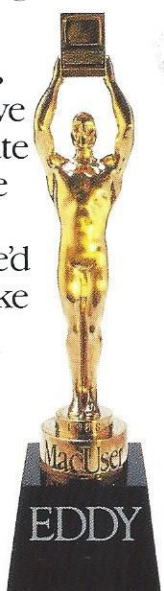
It's that powerful. And as easy as clicking on an icon.

Free Full Impact Sampler.

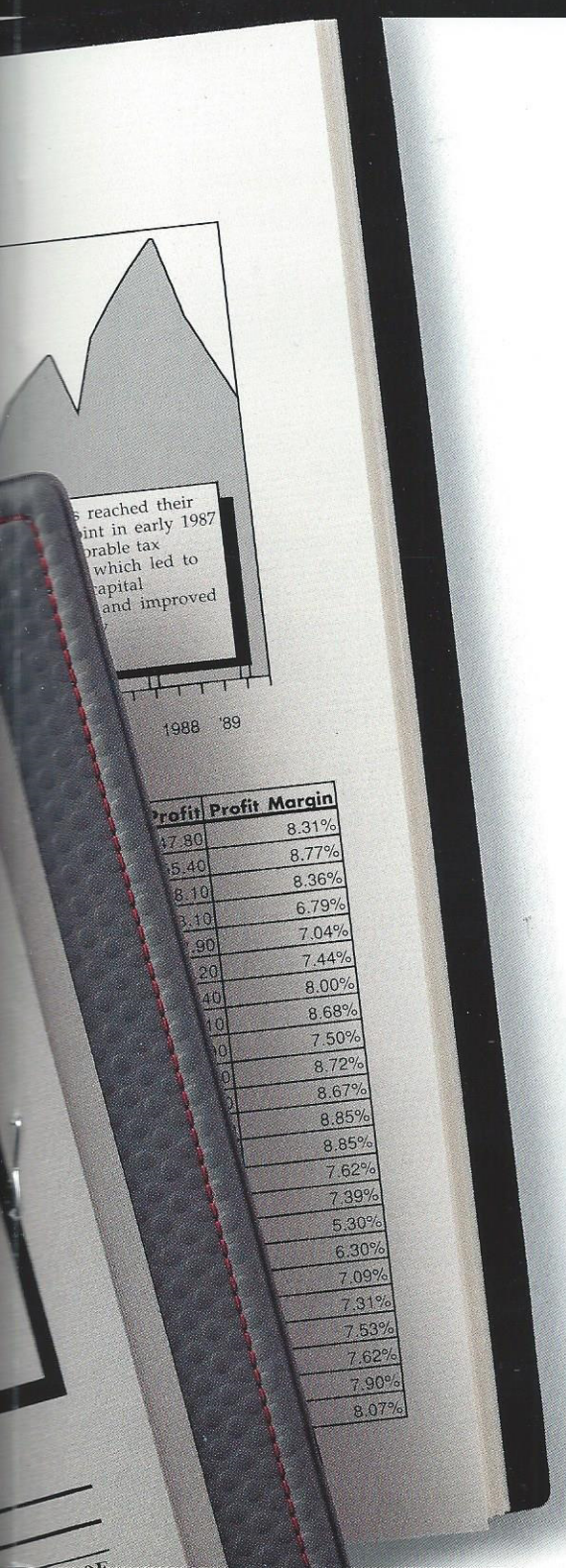
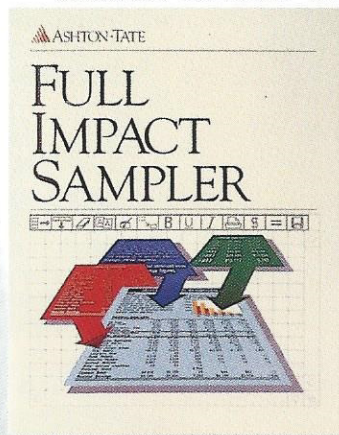
There's a lot more we could say. Like how we succeeded in inventing an intuitive way to create macros. Or how virtual memory lets you create the largest Macintosh spreadsheets ever. But we'd rather let Full Impact make its own first impression.

So give us a call at 800-437-4329, ext. 3600* and we'll send you a full-capability product sampler, absolutely free.

We think you'll be impressed with our numbers.



Best New Spreadsheet 1989 MacUser



Year	Profit	Profit Margin
1987	47.80	8.31%
1988	55.40	8.77%
1989	8.10	8.36%
1990	3.10	6.79%
1991	1.90	7.04%
1992	2.0	7.44%
1993	40	8.00%
1994	10	8.68%
1995	90	7.50%
1996	0	8.72%
1997	0	8.67%
1998	0	8.85%
1999	0	8.85%
2000	0	7.62%
2001	0	7.39%
2002	0	5.30%
2003	0	6.30%
2004	0	7.09%
2005	0	7.31%
2006	0	7.53%
2007	0	7.62%
2008	0	7.90%
2009	0	8.07%



*In Colorado, call 303-799-4900, ext. 3600. Trademarks/Owner: Full Impact, Ashton-Tate, Ashton-Tate logo/Ashton-Tate Corporation; Macintosh/Apple Computer, Inc. © 1989 Ashton-Tate Corporation. All rights reserved.

FullWrite Professional Highlights

Advanced Word Processing Features

- Complete WYSIWYG (What You See Is What You Get) environment
- Built-in 100,000 word spelling checker
- Built-in 220,000 synonym Word Finder™ thesaurus
- Automatic generation and dynamic updating of table

FULLWRITE.

- of contents, bibliographies and indices
- Automatic placement and numbering of footnotes, endnotes, citations and figures
- Headers and footers assignable to left, right or all pages
- Citations let you dynamically refer to charts, figures or illustrations in any part of the document
- Search and replace on any text attribute (font, style, case, justification, etc.); search and replace also includes wildcards
- Multiple columns of different widths on the same page
- Keyboard shortcuts for all operations
- Undo capabilities
- Viewable/printable change bars identify last-changed sections of a document for easy reference

Text Formatting Features

- Individual base styles for all document elements
- Multiple custom styles
- Custom text styles including true laser gray scale of any font, custom superscripts/subscripts and small caps
- Glossary entries and variables for rapid text entry and mailmerge
- Absolute or proportional leading and custom paragraph spacing
- Chapter and tab rulers allow independently formatted text within a column
- On-screen dynamic repagination

Text Management

- Automatic hyphenation with de-hyphenate and never hyphenate selections
- Kerning
- Leading
- Automatic cursor slanting for italic text
- Information summary of documents and/or selected text includes number of characters, words, lines, paragraphs, pages, readability index, original author and current editor
- Documents can be saved as FullWrite Professional Stationery templates to preserve an original format or set of custom styles
- Text can be sorted alphabetically or numerically

New Productivity Tools

- Browser for all document elements
- Bookmarks allow instant go-to in any part of a document
- Full cursor key support
- Numeric keypad toggles for cursor control
- Show and browse facing pages (page preview mode)

Special Printing Options

- Double-sided, two-up, collated and reverse order printing
- Prints registration marks and line numbers

- Prints background EPSF (Encapsulated PostScript®), PICT and PAINT images

Intelligent File Handling

- Imports and exports files from other software programs: Imports MultiMate Advantage II,™ MacWrite® 2.2 thru MacWrite 5.0, Microsoft® Word 1.0, 1.05, 3.0, 3.01 and 3.02, and ASCII text. Exports text to MacWrite 4.5 or ASCII text files.
- Offers timed auto-saving with optional auto-backup

Integrated Outlining

- Multiple outlines within one document: hide/show outline format
- Outlining is completely integrated; an alternate way to display text
- Restructure outline by moving text with the mouse
- Collapse and expand items and groups of items; independent display of bodies and/or headlines
- Automatic renumbering
- User-defined labeling styles
- Legal-style indentation
- Six pre-defined formats or custom formatting

Page Layout Features

- Advanced graphics formatting: text automatically wraps around irregularly shaped objects
- Multiple column sizes mixed on a single page
- Intelligent document formatting for left and right (mirrored) pages
- Guttering
- Sidebars with optional borders and drop shadows
- Horizontal and vertical column rules
- Choice of measurement scales: inches, centimeters, picas, points or pixels
- All features format to and print to a resolution of 1/10,000 of an inch (printer specific)

Graphics Features

- Complete object-oriented drawing environment
- Accepts bit-mapped images from programs such as MacPaint and FullPaint
- High-resolution scaling of bit-mapped and scanned images
- Bezier curves with interactive editing and anchor points provide advanced drawing capability
- Objects can be rotated, flipped and made transparent
- Powerful text handling
- Laser gray scales and patterns

Sophisticated Group Productivity Features

- Posted notes for non-printing comments and reminders
- Display and print change bars
- Strikeout text style for making deletions
- Full document work history includes original author, date created, last edited by, last date altered, number of work sessions, time invested in document and total keystrokes

Hardware Requirements

- Macintosh Plus, Macintosh SE, Macintosh II, Macintosh IIx or Macintosh IIcx with at least 1MB of memory (2MB recommended; 2MB required to run under MultiFinder™)
- One 800KB minimum capacity disk drive and a hard disk
- Fully compatible with all Apple® Macintosh printers, all PostScript-compatible and most Quickdraw-compatible output devices

Full Impact Highlights

Spreadsheet

- Spreadsheet capacity: 524,288 usable cells on a 1 megabyte Macintosh (eight 524,288 cell spreadsheets can be open at once for a total of 4,194,304 usable cells on a 1 meg Macintosh)
- High-speed spreadsheet recalculation

FULL IMPACT.

- Virtual memory system which allows users to create spreadsheets larger than available memory
- Full spreadsheet linking support
- One-step sort command allows up to 2048 sort keys
- Multiple unique views of each spreadsheet
- Over 80 built-in spreadsheet functions

Presentation Power

- Charts and graphics exist simultaneously on the spreadsheet
- Each cell can have its own font, style, size and color
- Mini word processing documents float on the spreadsheet allowing for greater annotation of data and charts
- Draw tools such as lines, rectangles, ovals to enhance your presentation
- Live reduce feature to view and modify multiple pages of the spreadsheet simultaneously

Ease of Use

- User-customizable icon bars execute your most commonly used commands or macros
- Full support of the Macintosh interface
- Designed specifically to take advantage of the entire Macintosh line, from the Mac Plus to the Mac IIcx
- Built-in automatic save feature
- Context sensitive help including function definitions and examples
- On-disk and written tutorials for new Mac spreadsheet users as well as power users

Full Talk Macros

- Record macro feature lets you create macros without the tedium of learning a macro language
- Macros can be saved with a specific spreadsheet or globally to all spreadsheets
- Execute macros via keyboard, menus, or icon bar
- High-level macro language based on C and Pascal
- Over 160 macro-specific commands
- XMacro feature—The ability to access externally written programs

Graphing

- Graph your data with a single click of the mouse: Pie (exploding), Bar, Stacked Bar, Line, Scatter, Area and High-Low charts
- Dynamic resizing and redrawing of the charts when data changes
- Click and type to create horizontal and vertical titles on the chart
- Click and choose a pattern or color to enhance the chart

Password Protection

- "Read" passwords prevent unauthorized access
- "Modify" passwords prevent unauthorized alteration of the data

Import/Export Capabilities

- dBASE II, III, IV, dBASE Mac
- Lotus 1-2-3 Versions 1 and 2
- SYLK (Excel, Multiplan)
- DIF
- ASCII text (customizable row and column delimiters)

Hardware Requirements

Macintosh Plus with:

Two 800K disk drives or one 800K disk drive and a hard disk (recommended)

1MB RAM required

2MB RAM to run under MultiFinder®

System 4.1 or higher

Printer optional, but recommended

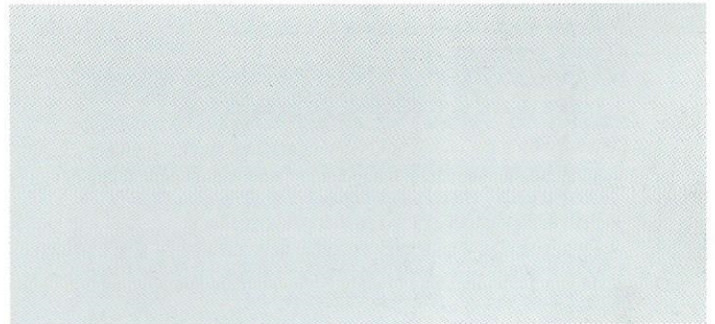
The system disk contained in the Full Impact package is an 800K floppy disk.

Additional Hardware Supported

AppleShare, TOPS and other AFP networks



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MACINTOSH DIVISION



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