

CP/M-86™ The Standard in the 16-Bit World

The Growth Market & Proven Tools

The 16-bit world answers universal demands for greater performance, more address space and increased resources. This market's unprecedented growth fuels a profit-driven supply curve for software and hardware, where compatibility reigns. Our upward compatible CP/M® based family of 16-bit products, plus our commitment to our customers' success eases and speeds your entry, your conversion, to the 16-bit world of opportunities — the Digital Research world.

Single user solution: CP/M-86 features efficiency and power. For over a year, its dramatic user acceptance has generated impressive quantities of code. While others are just entering the market, Digital Research's CP/M-86 is already offering a broad array of languages and applications. This simplifies your conversion to 16-bit systems.

For concurrent single user applications, MP/M-86™ performs simultaneous, multiple operations such as communications, printing, computation, etc. It features compact, time-tested modular code. And it's available today.

In multiple computer environments, MP/M-86 lets you sell your same programs into this market segment. You solve multi-user needs with a field proven product, not a "newcomer." Increased sales of multi-user products mean more profit potential for you.

Expand to network: CP/NET-86™ interconnects multiple 16 or 8-bit systems. It allows you to expand your product's capabilities.

High level languages (over 20 languages) under CP/M-86, handily support your 16-bit applications. Our XLT86™ utility speeds conversion to 16-bit code by reducing R&D time. It makes program development and maintenance easier.

Documentation in a comprehensive set of manuals clarify your use of CP/M-86, MP/M-86 and XLT86.



BDA

Over 2 Million CP/M-86 Units

Software Writer Benefits

2,800,000 CP/M-86 based systems by 1986. This market projection identifies the type and scope of your future sales.

Independent Software Vendor (ISV) benefits from Digital Research can make you more profitable. Here's a glimpse. Call for the complete repertoire of sales and development aids.

16-bit laboratory for your use features many different 16-bit machines. This one stop development reduces the conversion time of your application or language. First to call means first to enjoy this resource, and first to start sales rolling.

ISV selling aid: Descriptive listings of your products in our ISV Compatible Software Catalog have worldwide exposure.

IBM Display Writers and Personal Computers running CP/M-86 guarantee a large installed base for your 16-bit products.



Apple/Tandy software writers:

Personal and professional computer applications increasingly require 16-bit resources. Our established "how-to" aids simplify and speed your conversion to 16-bit applications. Just let us help.

The Standard Is Digital Research

We are the most experienced microcomputer software company in the industry. Over 300,000 microcomputers use our operating systems. Over 400 OEMs and 500 independent software vendors use our products. Hundreds of 8-bit applications now run under our 16-bit products. Across the board, we set the standard. And these people help us set it, with languages under CP/M-86 or MP/M-86:

The Code Works
Computer Innovations
Compuview Products, Inc.
Digital Research
Microfocus, Inc.
Micropro Int'l Corp.
Microsoft
Midwest Micro-Tek, Inc.
Ryan-McFarland Corp.
The Soft Warehouse
Sorcim Corp.
Stackworks
Supersoft Associates
Thomas W. Yonkman
Vanguard Systems Corp.

OEM Strategy

New sales. New markets. New applications become realities when you convert to 16-bits. New demand curves. New and larger profit centers are yours with our 16-bit products. To immediately capture increased market share, make a priority call to our marketing group for our 16-bit product briefs, OEM pricelist and contract information.

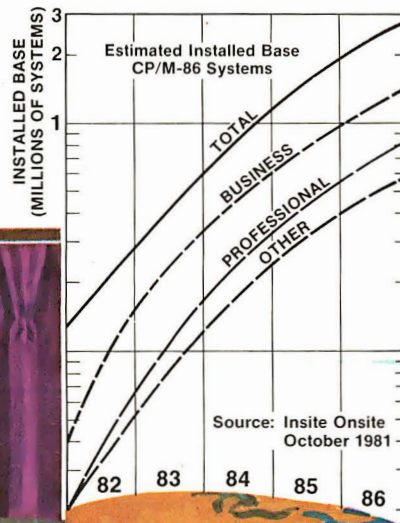
C compiler
C compiler
VEDIT, screen editor
CBASIC-86, PASCAL MT
CIS COBOL
WORDMASTER, WORDSTAR
BASIC, FORTRAN, COBOL, PASCAL
BASIC-compiler
RM/COBOL
LISP compiler, MuMATH
PASCAL/M, TRANS-86
FORTH
C compiler
LISP/86
APL/V86

Turn Opportunity into Success.

Stop following the competition. Help lead the field. Today. We provide the capability, and we have the desire, to accelerate your profitability. There's no other software product on the market today that can help make you more successful than Digital Research's CP/M-86. And there's no other company. We stand ready. It's your move.

Call (408) 649-3896, or write: Digital Research, P.O. Box 579, Pacific Grove, CA 93950. Europe: Vector, Int'l., Leuven, Belgium, 32(16)202496. Far East: Microsoft Assoc., Tokyo, Japan, 03-403-2120.

Circle 125 on inquiry card.



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