

THE DOMESDAY SYSTEM

Acorn
The choice of experience
in information systems.

Dear Sir,

You are invited to a special private briefing on a unique management information facility.

To accept, simply complete the reply card enclosed and return it in the post-paid reply envelope. If you would like to bring any colleagues, please let me have their names on the reverse of the card.

At the special briefing our experts will

- explain how the Domesday System can provide you with key information directly relevant to your business
- show how easy the system is to use
- demonstrate the power and flexibility of the Domesday System to present vital information which until now has taken weeks of costly research to compile
- describe how the vast resources of Acorn Computers, the BBC and Philips Electronics, backed by a £15 million investment programme, has made this information available to you in a single source.

The Domesday System is not just a computer system. It uses computer technology, but no conventional computer could contain even a fraction of the information offered by Domesday. You will see how proven computer technology harnesses the power of laser-read optical discs to present statistics, surveys, charts, maps and reports quickly and efficiently.

You will be seeing an information storage retrieval system that I firmly believe will offer outstanding benefits to your company.

Of course, your briefing will be completely confidential so that you will

be free to ask detailed questions to see how the Domesday System can deal with your specific problems.

Please accept this invitation by returning the card today and I will contact you to arrange a convenient time and date. May I suggest you take a few moments to complete the card now while it is conveniently to hand.

Yours sincerely,



Mark Carrington
Domesday Marketing Manager

PS. The Domesday System offers you a new and powerful facility for retrieving the information you need. I urge you not to delay sending your acceptance today. If you are unable to attend personally, please nominate a senior member of your staff to attend and report to you the benefits of the Domesday System.