

Tandy
COMPUTERS

Past, Present and Future.

Tandy, the first ten years . . .

Today InterTAN Australia Limited/Tandy Electronics celebrates its 10th year in computers by announcing the release of three new computer models — the Tandy 1000TX, Tandy 1000HX and Tandy 1400LT.

Computers have been a major factor in the growth of Tandy Electronics in Australia. It commenced operations with four stores administered from rented premises in November of 1973 and has grown to become Australia's largest electronics retailer. Today it has over 360 retail outlets and its own \$6 million complex housing its Head Office and Distribution facility.

On 3rd August 1977 the world's first fully assembled microcomputer made its debut in New York. It was called the TRS-80 Microcomputer System and was manufactured by Tandy Corporation to be sold through its chain of electronics stores.

Around February-March the following year the TRS-80 reached Australia and began to sell through the Australian Tandy Electronics stores making the first company in Australia to sell Microcomputers.

In the past 10 years Tandy Corporation has continued to expand and enhance its computer line and the three new models released today bring the total number of models manufactured to 34, Tandy Electronics has selectively and successfully marketed 27 of these in Australia.

Tandy has always followed a policy of providing an upgrade path to enable its customers to expand their computers as their own expertise and needs grow.

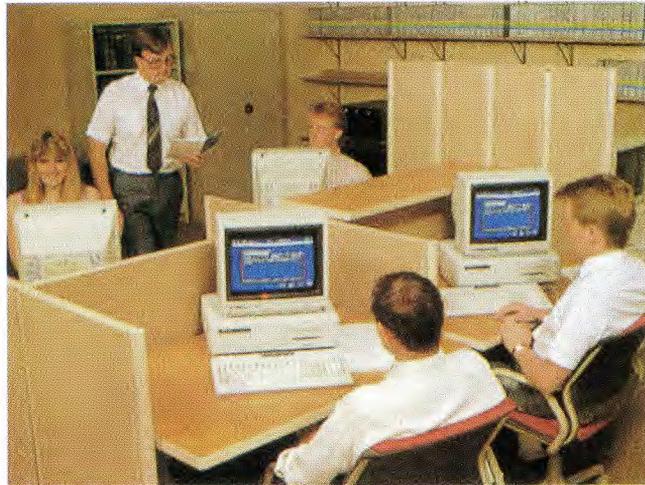
The Model I led to the Model III which was followed by the Model 4 and 4P (Portable). The TRS-80 Colour Computer, introduced in 1980, has evolved into the Colour Computer 3 which is unique amongst home computers in that, with the addition of the optional OS-9 Operating System, has multi-user and multi-tasking capabilities.

The Tandy 6000 which today runs the powerful Xenix Operating System and will support an additional five terminals evolved from the original stand-alone Model II.

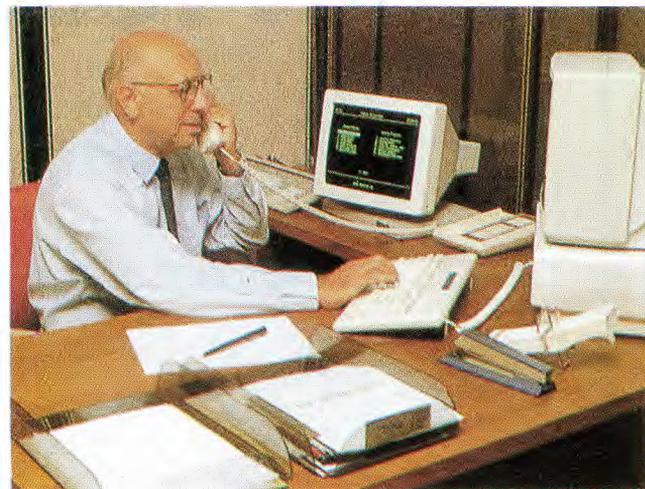
Tandy has been selling and supporting Xenix systems since 1982. With the recent growth in popularity of both Xenix and Unix, Tandy is well placed to service the needs of customers who want the extra power, security and flexibility offered by these systems.

In 1982 Tandy scored another world first by introducing the Tandy Model 100 laptop computer. This model has given way to the Tandy 102 and been joined by the Tandy 200. Today Tandy releases its first MS-DOS laptop computer the Tandy 1400LT.

Up until the time that IBM entered the micro market.



Professional Training. Tandy's training and support is unequalled in the industry. You can select from a variety of hardware and software operator courses taught by Tandy professionals. Your training can be either in-house or on-site.



Customer Support. Tandy provides more support operations at less cost (much of it free of charge, in fact) than any other microcomputer company. Our support specialists are your "on-demand" experts, and can be reached by telephone hotline at 6 nationwide support operations centres.



Nationwide Service. Six strategically located company-owned Tandy Computer Service Centres assure convenient service nationwide — performed by employees of the same company that manufactured and sold you your computer. We back the products we sell.



Commercial Support. Across Australia Tandy offers the business person, teacher and farmer the kind of after sales service and advice that one expects from the leading producer of PC computers. And with our Express hardware and software services, Tandy becomes as convenient as it is economical.

Tandy were neck and neck with Apple for the Number 1 spot and they certainly miscalculated on the impact that IBM was to have.

Sales of Tandy desktop computers took a temporary nosedive before Tandy fought back strongly through the introduction of its Tandy 1000 and 3000 lines of high quality IBM Compatibles.

Tandy does not make clones. Their compatibles are manufactured for maximum reliability, adhere to industry compatibility standards and have added features and higher performance levels without addition to the price.

For example the Tandy 1000 and 3000 line have proven to be exceptionally reliable achieving between 33,000 and 59,000 hours mean time between failures.

The Tandy 3000, which runs the forthcoming OS/2 operating system, is currently servicing MS-DOS and Xenix markets. OS/2 is very much welcomed by Tandy as it will allow enhancements that were previously not possible with MS-DOS.

The success of Tandy in the USA is proven by the fact that in 1986 they sold a grand total of 667,500 computers including 272,000 MS-DOS computers. This was a fraction behind Apple and well ahead of IBM's 457,500. For 1987 Tandy outsold Compaq in selling 403,000 PC's.

The future looks bright for Tandy, who has proven to be one of the most stable personal computer companies both in Australia and overseas providing a wide range of computer products and services.

In a recent announcement Tandy Corporation revealed plans to consolidate the three separate computer plants which assemble the Tandy 1000 line by constructing a new US\$7.5 million state of the art computer assembly plant to be operational by July 1988.

The new models released today are very representative of the Tandy style. The Tandy 1000TX offers a new low price for a name brand 80286 machine. The Tandy 1000HX whilst retaining full compatibility adds new meaning to user-friendliness. The Tandy 1400LT now gives laptop users the ability to run the software that they use on their desktop machines anywhere.

In Australia Tandy Electronics has an established customer base in excess of 100,000 and for the November/December period just past sold (actual sales not shipments) an impressive 1847 PC-compatible computers.

Tandy now looks forward to the next ten years in computers with confidence and anticipation with the aim of continuing to provide Australia's Homes, Schools and Offices with an expanding range of well supported, innovative, high quality computer products.

Tandy, the present . . .

The Australian company trading as Tandy Electronics is a subsidiary of InterTan Inc, the international arm of this very diverse retailer.

Tandy's range of computer and associated products is the most extensive of all retailers, in the electronics marketplace.

Part of Tandy's present range includes the affordable small footprint 80286 Tandy 1000TX, Tandy 1400LT laptop computer and the Tandy 1000HX a home and education system designed around a high user-friendly environment. Tandy also has the Tandy 102, PC-6 and PC-8. The Xenix environment is supported by the Tandy 3000HD a full architected 80286 multi-user system.

Tandy has a reputation in Australia for providing consumers with the best and most up to date technology that is available. Tandy can do this because of its very large worldwide network of retail stores, manufacturing, and research and development.

Tandy has the largest support and distribution of any other electronics retailer in Australia, with service and support facilities in each mainland state capital city.

Tandy also is one of the few companies that offer dedicated computer analysis of computer equipment, through the companies' Computer Support Centre in Sydney and other relevant states. This keeps Tandy in touch with its large consumer base Australia-wide.

Although the pc market is volatile, Tandy has performed exceedingly well over the last six months and the next six months look even better. There is no other retailer that can match our products for manufacturing, quality control and servicing.

In short, Tandy is well placed in Australia to offer consumers with a high degree of quality, and yet maintain affordable consumer pricing. This was our commitment when Tandy started in Australia and this is our commitment today.

At Tandy . . .

We make it,

We sell it,

We support it,

We guarantee it.

Tandy, the future . . .

Tandy's future is one of the most exciting in the pc field. The introduction of the Tandy 4000 a full architected 80386 system, together with the LP 1000 Laser printer places Tandy at the forefront of affordable pc's and peripherals.

These new additional machines to our current range will help Tandy's push into the corporate and desktop publishing sectors.

Tandy will also introduce in 1989 the first of its range of Micro Channel systems, ie, Tandy 5000MC. This computer brings a new dimension in personal computing to Australia.

At this time Tandy together with IBM is the only company that has a dedication to micro channel. The MC series in America is literally selling like hotcakes.

This computer together with the Tandy 4000 will establish once again the commitment Tandy has to the Australian computer industry. The Tandy 5000MC will be previewed at a major launch next year.

Tandy also has developed corporate strategies and agreements with Digital Equipment and Panasonic.

These new and very exciting enterprises will consolidate Tandy as the major force in computing well into the next decade.

The Tandy profile over the last couple of years has gone through dramatic changes. No longer do we sit on the fence and let other companies pass us by. We have become very aggressive in our marketing and manufacturing of our computer range. This has lead to Tandy being number one in the US and Canadian markets over the last couple of years.

It is this professional approach Tandy projects that will enforce our commitment to our consumers.

This is why other companies such as Digital Equipment and Panasonic have joined forces with Tandy. Why? Because they see Tandy as a company that has an assured future in high tech manufacturing and marketing. They also know that Tandy is here to stay.

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