



A SPECIAL ANNOUNCEMENT TO ALL NORTH STAR DISTRIBUTORS, DEALERS AND CONTRACTED RESELLERS.

NORTH STAR'S KEY ACCOUNT SALES PROGRAM, FEATURING PARTICIPATION BY NORTH STAR DISTRIBUTORS, DEALERS AND OTHER RESELLERS IS READY TO ROLL!!

YOU'VE ASKED FOR SUCH A PLAN AND HERE IT IS. WE THINK ITS CLEARLY THE BEST AND FAIREST IN THE BUSINESS. YOUR OPPORTUNITIES TO EARN SUBSTANTIAL COMPENSATION ARE GREATLY INCREASED WITH THIS PROGRAM.

PLEASE READ THE ENCLOSED INFORMATION. IF YOU HAVE ANY QUESTIONS PLEASE DIRECT THEM TO YOUR DISTRICT SALES MANAGER OR ACCOUNT REPRESENTATIVE.

TO APPLY FOR KEY ACCOUNT "SELLING" STATUS, COMPLETE THE ATTACHED FORM, ONE FOR EACH OPPORTUNITY.

FOR INFORMATION ABOUT INSTALLER STATUS, PLEASE CALL OR WRITE NORTHSTAR'S SALES DEPARTMENT OR CONTACT YOUR DISTRICT SALES MANAGER.

ANOTHER GREAT REASON TO FOLLOW THE STAR TO PROFIT!

Sincerely,

Gail James
Vice President

Gail James
Vice President, Marketing

NORTH STAR COMPUTERS, INC.

NATIONAL KEY ACCOUNTS PROGRAM

FEATURING, PARTICIPATION FOR:

NORTH STAR'S

DISTRIBUTORS

DEALERS

OTHER RE-SELLERS

NORTH STAR COMPUTERS, INC.

KEY ACCOUNT SALES PROGRAM

DISCOUNT AND SELLING COMMISSIONS

ANNUAL QUANTITY COMMITMENT	DISCOUNT FROM LIST	SELLING COMMISSION* PERCENT OF INVOICE
50 - 99	24%	7%
100 - 249	28%	6%
250 - 499	32%	5%
500 - -	36%	3%

*SELLING COMMISSION WILL BE PAID QUARTERLY ON NET INVOICE AMOUNTS EXCLUDING FREIGHT, TAXES AND OTHER SUCH INCIDENTAL EXPENSES.

THE SELLING TEAM RECEIVES 100% OF THE COMMISSION PERCENT INDICATED (EG. DISTRIBUTOR/INDIRECT DEALER).

WHEN AN INDIRECT DEALER IS INVOLVED, THE DEALER RECEIVES 65% OF THE INDICATED COMMISSION PERCENT AND THE DEALERS "NAMED" DISTRIBUTOR RECEIVES 35%. IF MULTIPLE DEALERS OR DISTRIBUTORS ARE INVOLVED, THEN COMMISSION WILL BE SPLIT BY NORTH STAR.

INSTALLING AND FOLLOW-ON SALES SUPPORT COMPENSATION WILL, WHEN REQUIRED BY THE KEY ACCOUNT, BE CONTRACTED BETWEEN NORTH STAR AND APPROVED INSTALLING RESELLERS.

GENERAL QUALIFICATIONS FOR SELLER STATUS AND SUPPORT (INSTALLER) STATUS

SELLER

- o MUST PROVE AN ACCOUNT RELATIONSHIP, SUITABLE FOR BEING CONTRIBUTORY TO HELPING CLOSE THE ORDER.
- o MUST RECEIVE PRE-APPROVAL FROM NORTH STAR TO BE ASSURED OF SELLER STATUS.
- o MUST HAVE AN AUTHORIZED RELATIONSHIP WITH NORTH STAR.
- o IF AN INDIRECT DEALER, THE DEALER MUST NAME THE DISTRIBUTOR THAT WILL SUPPORT THE SALES EFFORT.

SUPPORT (INSTALLER)

- o MUST BE AN AUTHORIZED NORTH STAR RESELLER
- o MUST BECOME CERTIFIED AS AN APPROVED INSTALLER BY
 - o DEMONSTRATING THE ABILITY TO TRAIN AND SUPPORT
 - o HAVE REQUIRED TECHNICAL SUPPORT COMPETENCE
 - o OFFER SUFFICIENT PROOF OF FINANCIAL AND ORGANIZATIONAL STABILITY

BENEFITS OF NATIONAL END-USER PROGRAM

FOR DISTRIBUTOR

- o REWARDED FOR SUPPORTING KEY ACCOUNT SALES
- o PARTICIPATION IN PROFIT WITHOUT FINANCIAL RISK
- o NATIONWIDE COVERAGE ASSURED
- o DIRECT NORTH STAR PARTICIPATION
- o OUT-OF-AREA PARTICIPATION POTENTIAL
- o BETTER CLOSING POTENTIAL - DIRECT OR WITH NORTH STAR
- o STRENGTHENS DEALER TIE TO DISTRIBUTOR
- o ENCOURAGES BETTER QUALITY DEALERSHIPS

FOR DEALER

- o REWARDED FOR SUPPORTING KEY ACCOUNT SALES
- o PARTICIPATION IN PROFIT WITHOUT FINANCIAL RISK
- o DOUBLE BACKUP (DISTRIBUTOR AND NORTH STAR)
- o OUT-OF-AREA PARTICIPATION POTENTIAL
- o FOLLOW-ON SALES POTENTIAL SUCH AS SUPPLIES, SOFTWARE AND PERIPHERALS
- o OPPORTUNITY TO PARTICIPATE IN LARGE ORDERS, OTHERWISE NOT POSSIBLE
- o BETTER CLOSING POTENTIAL

FOR NORTH STAR

- o INCREASED SALES POTENTIAL
- o COMPETITIVE PROGRAM AGAINST IBM, DEC AND OTHER DIRECT SALES ORGANIZATIONS
- o GREATER COVERAGE AND SUPPORT
- o BETTER CHANCE TO CLOSE LARGE ORDERS
- o NATIONWIDE VISABILITY
- o CLOSER RELATIONSHIP WITH DISTRIBUTORS, DEALERS AND RESELLERS
- o COMPETITIVE EDGE - TEAM SALE
- o STRUCTURED CONSISTENT NATIONAL PROGRAM
- o IMPROVED DEALER QUALITY

KEY ACCOUNT SELLER CERTIFICATION FORM

Your name

Your company name

Address

City, State

Zipcode

Telephone number

Date of Application

My reseller status is: Distributor [] Dealer through Distributor []
Systems Integrator [] Direct dealer [] OEM []

Application for qualification as a locator and participating seller for
the following account:

Key account name

Address

City, State

Zipcode

My specific relationship to the above account and/or account personnel
is as follows: (continue on reverse side if necessary)

(If authorized through a distributor please complete the line below):

I select _____
as my named distributor to co-operate in the above selling opportunity.

Reseller signature

Date

North Star Approval

Date



TO: ALL NORTH STAR AUTHORIZED DEALERS

FROM: RHINE MEYERING - MANAGER, NORTH AMERICAN SALES

DATELINE: NORTH STAR, SAN LEANDRO, CALIFORNIA
SEPTEMBER 17, 1982

RADIO ADVERTISING: LOW IN COST ... HIGH IN ACTION

It's amazing how inexpensive radio time is. You can pay off the cost of 15 North Star 60-second radio commercials (average time period, average United States market) with the profit from just one ADVANTAGE or HORIZON sale.

We just finished some telephone conversations this week with a number of Authorized North Star dealers who have already taken quick "advantage" (love that word) of our radio commercials. The two spots "CEO in the Hardware Store" and "Father and Son" are hitting the air waves throughout the United States thanks to a number of you earlybird Authorized Dealers. Many of you have recognized Tom Poston's voice on the "Father and Son" commercial. (Tom is from the early version of the "Tonight" show and his voice is well known.) What I'm hearing is that the ads are attracting new business to the dealers using them, and expectations are even greater, now that the summer is behind us. This is the start of the "selling season" and there's nothing like a radio spot to make things happen! Here are a few quotes from those earlybird dealers I mentioned:

- * "My ads have been very successful. More traffic than I've ever had."
- * "More than a dozen new leads already."
- * "Starting to get leads already. One really hot one from the university here. Could be a number of units."
- * "Getting a lot of favorable comments about the ad from prospects."
- * "I've had a noticeable increase in traffic and incoming calls, asking about North Star products."

So now, how about you? Here's how easy it is to get into the radio "biz" and get in on the action yourself.

First, you'll need a reel-to-reel copy (studio grade quality) of the tape. That's simple. Just write or call John Corser in our Marketing Communications department (415/357-8500, ext. 584) and ask for it. John will get it on the way to you by return mail. It's FREE . . . don't be shy!

Second, while you're waiting for the tape to arrive, read John's write-up on how to get started. I've included a copy with this letter.

Third, start thinking about what you want to say about your own company in those eight to ten seconds available at the end of the commercials. Your local station announcer will be doing the talking, so make sure it's clear and simple, and directs those prospects right to your location or to your business phone number.

Finally, when you get the program going, keep it going! It's a proven fact that repetition is very important in advertising. It may take that future big customer of yours several "hearings" before he or she finally gets the message- and that's your message!

Remember, we are creating an opportunity for you to publicize your business and our products, so naturally, these ads qualify for co-op advertising funds. You only have to pay half the cost . . . North Star pays the other half.

Like I said in the beginning, get yourself into the spotlight with North Star's professional radio commercials. Another great reason to "Follow the Star" to sales and profits!

Rhine Mayberry

NORTH STAR COMPUTERS, INC.

HOW TO PLACE A RADIO COMMERCIAL

Placing effective radio advertising is very easy if the dealer relies both on the radio advertising salesperson and on common sense. The first step is for each dealer to call the chosen station or stations and ask for a local advertising salesperson. Local advertising differs from national advertising in that it has no commission and lower rates. It is available to all dealers placing advertising for only their local dealerships within one geographic area served by the station. For example, a dealer in Los Angeles would qualify for local rates on all stations in the Los Angeles marketplace. If he were to try and place ads on a San Francisco station for his Los Angeles dealership, he would most likely have to pay "national" rates. Local rates have been devised to serve local businesses and promote local business.

The local radio salesperson should be invited over to the dealership to talk directly with whomever is in charge of dealership promotion. These salespeople are usually paid on commission based on the placed schedule so it is their job to serve you. Never feel you are imposing on a advertising salesperson by asking him to pay a personal call. That is their job...to serve you and sell their station.

The most effective radio buy is to use 60 second rather than 30 second commercials. Thirty second commercials usually cost 80% of the 60 second commercial rate.

There are five basic time periods sold by stations (the hours may vary depending on local market traffic patterns):

1. 6 a.m. to 10 a.m. - morning commute
2. 10 a.m. to 3 p.m. - daytime
3. 3 p.m. to 7 p.m. - evening commute
4. 7 p.m. to 10 p.m. - evening or night period
5. 10 p.m. to 6 a.m. - all night

A station prices its spots depending on the total number of listeners during the time period. These estimates are derived by syndicated rating services such as ARB (Arbitron) or Nielsen. The more listeners a time period has, the more expensive a spot will cost during that period. Normally the most expensive periods are morning and evening commute, followed by daytime, evening and all night respectively.

The local radio advertising salesperson will be able to give you the number of listeners the station has in each time period. He will be able to provide you with certain demographic qualifications of his listeners by time period: age, sex, commute propensity and income.

If you wish to reach local potential computer purchasers, you may wish to consider using spots on either morning or evening commute hours to reach local residents. While these prices are considerably higher, since the listening audience during these time periods is higher, the most effective and efficient way to purchase schedules are on an ROS basis. ROS means run of station or having spots evenly divided throughout the day. An ROS package can usually be purchased at least 40% under a fixed spot package. Ask your salesperson to explain the difference in both rates and audience listenership.

Sixty second spots during the all night hours will range between \$10 and \$40 depending upon the station, its frequency range, programming and estimated audience. However, for almost all stations, this is the "most available" time period. Radio is bought and sold based on supply and demand. Demand for this all night period is relatively low, the supply is high. Therefore, it is entirely possible to "wheel and deal" to achieve a lower cost or a "two-for-one" deal. Radio rate cards are flexible unlike most print vehicles. If you wish to purchase spots in the late night time period, do not feel that you must accept the printed rates. Ask your salesperson to come up with the best possible "deal" given your budget and advertising objectives. And do not feel that you must buy only one station. Talk to many and see what is available in your marketplace. In this business, talk is, in fact, cheap.

When you have decided on the station or stations you are going to use and the number and times of the spots, your salesperson will write up a contract. Check it over thoroughly before signing. Be sure your contract agrees with the submitted estimate in both costs, number of spots and time periods. Try and have most of your spots on weekdays or weeknights as opposed to weekends when people are listening for pleasure rather than for business.

After the contract has been signed, you must supply the station with a tape of your spot. If you wish to have a live tag line promoting your dealership, be sure to supply the station with the copy you wish to have read. Live tags do not cost anything and are read by the announcer when your spot is run. Just make sure that the time of the tag and tape does not exceed 60 seconds. If they do, then you will have to pay more for the spot.

If you wish to hear your spots on the air, call your salesperson about 24 hours before airtime and ask for the exact times your spot will be aired. Stations normally prepare their advertising spot logs twenty-four hours in advance.

At the end of your radio "flight", you will be provided with an "affidavit of performance" giving you the exact date and times of your spots. Check this over carefully before paying the invoice. If a spot has been missed or run incorrectly, ask for either a "make-good" or a credit. A "make-good" is an additional spot run in place of the originally scheduled spot in the same time period.

April 2, 1982

TO: NORTH STAR NORTH AMERICAN DISTRIBUTORS AND DEALERS
FROM: RHINE MEYERING - MANAGER, NORTH AMERICAN SALES
RE: NORTH STAR END-USER NEWS LETTER
OFF THE PRESS AND IN THE MAIL!

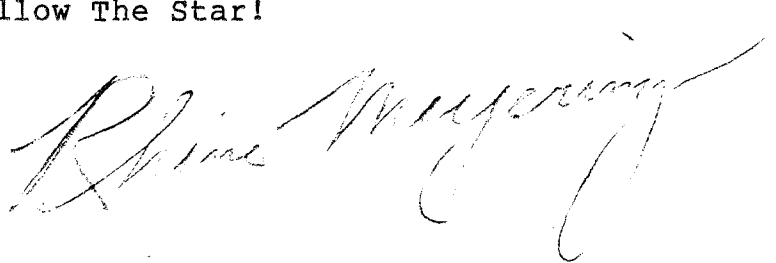
The enclosed copy of North Star's "North Star NOTES" end-user oriented newspaper is in the mail to thousands of North Star customers throughout the world. I'm sure you will agree that this newspaper is both dynamic and refreshing and truly exemplifies the type of support you and your customers expect from a company growing as fast as North Star.

In fact, your sales people should use this newspaper as part of your sales kit when talking to prospects about North Star. To that end we have made a limited number of these newspapers available for your sales use. Please contact Marketing Communications for a supply (note: quantities are limited).

Note also, we are encouraging end-user application write-ups and the bringing together of north Star Users Groups.

"North Star NOTES" is just the first of an exciting number of new support items we will be providing in the future.

Follow The Star!





Sales Bulletin

August 3, 1982

TO: NORTH STAR DIRECT CUSTOMERS

FROM: Rhine Meyering - Manager, North American Sales

COPIES TO: NSCI Sales Administrators
 NSCI Sales Coordinators
 NSCI Sales Managers
 Greg Heumann
 Al Peterson
 Elliot Wassarman

SUBJECT: Major Theft of North Star Products

We knew we had "hot" products, but we didn't know how hot!

Over the weekend, one of the trucking companies had a major break-in and an entire shipment of North Star product was purloined. Please immediately advise your sales personnel and/or dealer base of the products and serial numbers listed below. They are stolen merchandise and the law says they belong to the original owner when found.

<u>Part No.</u>	<u>Description</u>	<u>Serial Numbers</u>
97404	ADV 1Q 64K HD5	7867, 7926, 7977
94404	ADV 2Q 64K	5488, 5603, 5580, 5595, 5589, 5690, 5582, 5533, 5969, 5966, 6059, 6037, 5979, 6032, 6049, 6033, 5462, 5617, 5539, 5471, 5522, 6241, 6252, 6247, 6249, 6243, 6254, 6267, 6260, 6262, 6248, 6264, 6258, 5989, 6044
00277-01	Tape Back Up	0102, 0120, 0118
97401	HRZ 1Q 64K HD5	22925, 22842, 22589, 22921, 22935, 22800, 22915, 22782, 22674, 22645
85026	TSS/C + 32K	300925, 300729, 300704, 300690, 300734, 300810, 300837, 300689, 300713



August 6, 1982

Dear North Star Dealer/Distributor:

I am pleased to announce that North Star has now opened its new training facility just one block from our headquarters. The classroom is larger and will very adequately accommodate our training needs. The size of the room will allow the most effective flexibility for the various size and types of courses that North Star intends to offer.

In August and September we will be offering four courses: SALES AND MARKETING STRATEGIES, APPLICATION SOFTWARE, ADVANTAGE ORIENTATION, and ADVANTAGE AND HORIZON MAINTENANCE. We have added the latest information to the Sales and Marketing Strategies Course to allow you to make the best marketing decisions. This information includes competitive analyses of both the hardware and software markets which North Star's marketing strategies will penetrate with our products. This course is new to our curriculum and we have hired a new instructor to give the course the emphasis we would like. The course will include practical exercises in computer demo and telephoning techniques. The Application Software Course will consist of both CP/M and BSG software. The course will be split three days for BSG software (ACCPAC) and one day for CP/M software (WordStar and MicroPlan). The course will be very practical with hands-on exercises. The ADVANTAGE Orientation Course is a new course which is a combination of hardware and software. Such things as disc alignment, graphics capabilities, troubleshooting and hands-on software instruction with WordStar and MicroPlan will be covered.

Enclosed you will find the course schedules for August and September available for your information. Since there has been an increased demand for North Star's training courses, you will need to register by mail as soon as possible and include a deposit of \$100 for each person attending which is refundable when you attend the course.

Sincerely yours,

Dr. Dennis Lunder
Training Manager

North Star Announces: August and September 1982
Dealer Training Seminar Schedule

The following outlines of Dealer Training Seminars will help you decide which seminars you wish to participate in and to select the person from your organization best suited to attend.

Sales and Marketing Strategies:

This three day course will provide information on developing sales and marketing strategies for selling business computer systems. An overview of computer systems, competitive analyses, selling techniques, market segmentation and analysis, are some of the areas covered in the course instruction.

Application Software:

This four day course is intended for those desiring a thorough exposure to North Star Application software and TSS/A timesharing system. Included will be popular CP/M packages such as Wordstar and Microplan. Detailed functional descriptions, demonstrations, practical hands-on exercises, systems set up and installation procedures are part of the course instruction.

System Software:

This two day course describes the design and operation of North Star DOS, BASIC, and CP/M. The course teaches the command and file structure of North Star DOS, HDOS and CP/M; overview of coding, editing, compilation and debugging of program languages and the techniques for personalizing. The course will also cover the TSS/C timesharing system.

ADVANTAGE Orientation:

A three day course giving an overview of North Star's new ADVANTAGE computer. The course will cover the hardware at a block-diagram level, system software and the graphics capabilities. The operations of the floppy disk and 5 megabyte hard disk drives will be explained. In addition, some of the more popular ACCPAC and CP/M software packages will be shown with hands-on demonstration. A portion of the class will be used to troubleshoot and use diagnostic techniques. A knowledge of digital electronics is recommended.

HORIZON Orientation:

This three day course covers all the hardware of the HORIZON computer system at a block-diagram level. It is oriented towards the non-technical dealer who needs to know how to

install, configure and troubleshoot the system. Subjects covered include all the HORIZON subassemblies, the HD18 Hard Disk Drive and the Tape Backup system, with an explanation of disk formatting and checkout procedures. Time has been scheduled for hands-on exercises during the course. A knowledge of digital logic is recommended.

HORIZON and ADVANTAGE Maintenance:

A four day course for experienced technicians, it covers all of North Star's products at the component level. Emphasis is placed on diagnosis and repair techniques with extensive time for hands-on exercises. All the HORIZON and ADVANTAGE subassemblies are covered as well as the 5-1/4" Hard and Floppy Disk Drives and the Tape Backup system. Prior attendance at the Orientation courses is recommended. Priority is given to authorized service centers with space available to any dealer meeting prerequisite.

Seminars will be held at North Star's training facility in San Leandro, California. Space is assigned on a first-come, first-served basis.

Each seminar is held from 9:00 a.m. to 5:00 p.m. There will be several coffee breaks during the day and an hour for lunch break at noon. There is a small sandwich shop and delicatessen nearby, and several restaurants are within close driving distance. Further information on accommodations, car rentals and public transportation is available and will be mailed to you with registration confirmation.

Key North Star employees will participate in the class presentation giving the participants a chance to meet, in person, the Sales and Support staffs. A plant tour will be scheduled at some point during the course of the seminars.

Seminar Dates:

August 17-19	TWTH	Sales and Marketing Strategies
September 8-10	WTHF	ADVANTAGE Orientation
September 14-17	TWTHF	HRZ and ADV Maintenance
September 21-24	TWTHF	Applications Software

North Star Dealers, Distributors and OEM's are entitled to send one representative to each seminar at no cost on a one time basis. Additional representatives may be sent at the following cost:

Application Software	\$350
ADVANTAGE Orientation	250
HORIZON Orientation	250
HORIZON and ADVANTAGE Maintenance	450
Sales and Marketing Strategies	250
System Software	250

A special discount of 30% is offered when two seminars are attended.

While there is no charge to attend the classes for anyone eligible, North Star requires a \$100.00 deposit per person to confirm a reservation. Your original deposit check will be returned during the class. Receipt of the deposit confirms your place in class and will be forfeited only by someone who does not attend without giving two weeks prior notice either written or by contacting the Training Manager or Training Registrar by telephone.

Registration Form

To register fill out the following information and return to North Star with a \$100.00 deposit. This deposit reserves your place and will be returned on the first day of class. Reservations are accepted on a first-come first-served basis. In the event a seminar is full your deposit will be refunded.

Name _____

Company _____

Address _____

Telephone () _____

Month Desired: _____

- | | | | |
|-------|-----------------------|-------|------------------------------|
| _____ | ADVANTAGE Orientation | _____ | HRZ & ADV Maintenance |
| _____ | Application Software | _____ | Sales & Marketing Strategies |
| _____ | HORIZON Orientation | _____ | System Software |

Reservation Confirmation (To be filled out by North Star)

A place has been reserved for you in the following seminar(s). Your \$100.00 deposit will be returned to you in person during the first day of class.

Name _____

Company _____

Address _____

Month reserved: _____

- | | | | |
|-------|-----------------------|-------|------------------------------|
| _____ | ADVANTAGE Orientation | _____ | HRZ & ADV Maintenance |
| _____ | Application Software | _____ | Sales & Marketing Strategies |
| _____ | HORIZON Orientation | _____ | System Software |

Confirmed by: _____
Dr. Dennis Lunder, Training Manager, Marketing

August 6, 1982

Dear Dealer/Distributor:

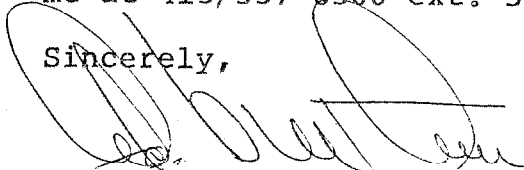
Due to the prior trademark registration of the word ADVANTAGE, by another company within the electronic community, we have been advised by our legal counsel that North Star Computers, Inc., its distributors and dealers must adhere to the following guidelines in all promotional activities.

1. Any reference to the product ADVANTAGE whether it be in an editorial or advertising copy should always be preceded by the name "North Star".
(Example: North Star ADVANTAGE)
2. ELIMINATION of the trademark TM symbol after the word ADVANTAGE, when referring to the North Star product.
3. ELIMINATION of the line:
"ADVANTAGE is a registered trademark of North Star Computers, Inc."
4. The word "ADVANTAGE" when referring to the North Star product must be capitalized.

THE ABOVE IS EFFECTIVE IMMEDIATELY. Please change any advertising or other promotional material to reflect the above.

If you should have any questions, please feel free to contact me at 415/357-8500 ext. 574.

Sincerely,



Ted E. Buxton
Marketing Communications



October 4, 1982

S A L E S B U L L E T I N

TO: ALL NORTH STAR DEALERS AND DISTRIBUTORS
FROM: RHINE MEYERING *RM*
SUBJECT: OPERATING SYSTEMS AND EXTRA MEMORY
 FOR THE NORTH STAR ADVANTAGE 8/16

We are delighted with the large volume of orders for ADVANTAGE 8/16 you have sent us. You will be pleased to learn that we are on schedule for first shipments by the end of this month. Currently the demand is greater than our production ramp, so we will have to allocate units for a month or two.

Because we have not yet officially announced the 16-bit software we will be selling, many of your orders have not included operating systems and 64K RAM expansion boards. Here's the initial lineup of 16-bit software from North Star:

BASIC-16	FORTRAN-16	Pascal-16
BASIC-16 Compiler	COBOL-16	

All of the above require the Graphics MS-DOS operating system, so every ADVANTAGE 8/16 order should also include an order for Graphics MS-DOS. Please note that although Graphics MS-DOS will support all applications written for plain vanilla MS-DOS, MS-DOS from MicroSoft (or any other version of MS-DOS, such as IBM's PC-DOS) will not run on the North Star ADVANTAGE 8/16-- the ADVANTAGE requires North Star enhanced Graphics MS-DOS.

All of the above languages except BASIC, as well as almost all forthcoming 16-bit applications such as dBASE-II, require more than 64K of memory, so most ADVANTAGE 8/16 orders should also include an extra 64K of RAM.

The North Star ADVANTAGE 8/16 was designed to compete head-on with the IBM Personal Computer. We have now upgraded it to use the Intel 8088-2 microprocessor, which runs at 8 MHz, while IBM uses the 8088 running at 5 MHz (actually 4.77 MHz). (And remember that the ADVANTAGE 8/16 can still run 8-bit CP/M, which IBM can't.) So we have an even greater advantage over the IBM PC.

Please immediately upgrade your 8/16 orders to include Graphics MS-DOS* and extra 64K RAM-- and Follow the Star to 16-bit computing!

*As an added bonus, Graphics MS-DOS includes CP/M.



TO: ALL AUTHORIZED NORTH STAR DEALERS 10/6/82

FROM: RHINE MEYERING - MANAGER, NORTH AMERICAN SALES

SUBJECT: ANNOUNCEMENT! DRAMATIC END-USER FREE SOFTWARE PROMOTION FROM NORTH STAR!

Some of you, who have already attended our Regional Sales Promotion Seminars are aware of the hard-hitting new free software promotion to end-users, and have learned how you can participate in this program. For those of you who have not yet attended the seminars, or who may have missed the one in your area, here is the What, When, and How of it.

THE PROMOTION:

ALL end-users who purchase a North Star Computer (Horizon or Advantage) and operating system between now and the end of the year can be eligible to receive FREE-OF-CHARGE a choice of one of the following software applications: Enhanced WordStar, Enhanced MicroPlan or InfoManager II (ASP), providing they have submitted a properly endorsed coupon to North Star, along with proof of purchase, from a participating North Star Authorized Dealer. The coupon will state whether the selected package is to be sent to the dealer or the end-user.

HOW WILL THEY KNOW?

Starting on October 27th, with a kick-off advertisement in the national edition of the Wall Street Journal, and including similar ads placed in publications such as Business Week, Inc., Money and Nation's Business during the time of this promotion (which will end on December 31, 1982) North Star will be reaching nearly EIGHT MILLION potential business buyer's of micro computers! The advertisement will direct the prospect to our 800-line number for the name of the nearest participating dealer and a coupon to use when the purchase is made.

WHAT IS DEALER PARTICIPATION?

For Authorized Dealers to be eligible for this program, they must order, directly from North Star, a special "Demonstration Set" of the above three programs. The price for the set is only \$199. These programs are marked "dealer demo", but are otherwise complete in every way. They have a suggested list value of over \$1200. We require that participating dealers have these packages on hand so they can show and demonstrate them to prospective buyers. To order your set, send a check for \$199 directly to North Star Computers, Attention Sales Administration. Do it as soon as possible!

BENEFITS OF THE PROMOTION

Smart buyers will know a value when they see it. Software with a retail value of up to \$500 free just for purchasing the computer they should buy anyway! And remember, they can only get it from authorized North Star dealers who participate! Whether you use this as a way to provide a packaged savings to your buyer, or a way to sell additional packages because of the savings, you and the end-user both win! This promotion will mean NEW sales opportunities for you from customers who otherwise would never contact you. AND you can use this promotion to help close those customers you are working on right now!

THE PROMOTION IS ALREADY UNDERWAY!

To get started right away, send your \$199 check to North Star. We will provide you with the three demo software packages and initial coupons to use with your prospects. Remember, they must buy and pay for the computer in order to receive the free software program. Proof-of-purchase is a copy of a paid invoice including the computer serial number. That copy, along with the properly filled-in coupon will assure your buyer of a free WordStar, MicroPlan or InfoManager II, and assure you of a profitable new sale you very likely wouldn't otherwise get.

REMEMBER!

This promotion is tied into a major advertising campaign that starts on October 27th. Millions of business readers will see the ads! Some may see them several times because of the many publications we are using for this promotion. Only Authorized Dealers can participate, so the buyer must work through and with you to get his or her free software package. Send your \$199 check today to North Star's Sales Administration Department. It's a sure winner for those who "Follow The Star"!

A handwritten signature in cursive script, appearing to read "Rhine".

The North Star Hard Sell: Free Software!

Buy a North Star ADVANTAGE or HORIZON® small business computer from your participating dealer before December 31, 1982, and receive one of three exclusive software packages...FREE. Choose either our Enhanced WordStar™ for word processing, Enhanced MicroPlan™ for financial planning, or InfoManager II™ for database management. ADVANTAGE buyers also receive the regular North Star bonus of our free

BUSIGRAPH™ for business graphics preparation.

And there's much more. North Star ADVANTAGE and HORIZON computer systems offer you more ways to help your business than any other small business computer on the market. And prices start at only \$3599.

To get more information on this exciting free offer, call toll free for the North Star dealer nearest you.

800-447-4700

FOLLOW THE STAR
NorthStar™

North Star Computers, Inc. 14440 Catalina Street
San Leandro, CA 94577, USA



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April 2, 1982

MEMORANDUM

TO: BOOTH PARTICIPANTS - OAC EXHIBIT ACTION: INFORMATION
FROM: RHINE MEYERING
SUBJECT: SOME BASIC ISSUES FOR MAINTAINING OUR QUALITY OF IMAGE

The OAC show is the first in which we will be presenting the most impressive (and expensive) trade show layout we have ever attempted. Not only do we have a new booth, but new graphics, new display concepts and new point of purchase material, but we are for the first time operating in an island configuration, at the OAC and from here on out.

On Sunday, we will discuss how each section of the booth will be staffed, and will discuss housekeeping issues. This memo has been prepared to comment on our public image, as perceived at a trade show.

IMAGE

North Star is, and should be seen as a significant, dynamic, rapidly growing business computer company who is clearly well-organized, well-directed, and has an accepted position as a leading desk-top computer vendor. At this show we are located near such major organizations as H.P., N.E.C., Rolm, Basic Four, NCR, Lanier, Wang and DEC. Like them, we have an outstanding area and a professional set of displays. We should, in our dress, in our manners and in our attitude, convey confidence, product and business understanding, and a knowledgeable attitude. We should not take a back seat to anyone in this business, and should assume a parity attitude towards the very biggest of our competitors. North Star is a company that has arrived! It is a known and significant force in the micro-computer field. A leader. A pioneer in micro technology. An established company with world-wide sales outlets, a comprehensive dealer and distributor base, and is a highly respected OEM supplier.

In short, North Star is a class company, with class products. We are not arrogant, but we are proud of our accomplishments and excited about our future.

STORYLINE

It is important, I think, to recognize that we are not all things to all people. North Star has focused its business efforts on sales to the very small and small businesses as our first priority, and then to sales within Fortune 1000 type companies. We also work hard towards securing OEM type customers, and we

encourage this type of business. We are not (as a focus) in the personal computer market, the education market, the scientific market or in governmental sales. We don't mind getting orders that end up in such areas, but we do not expend our limited energies to romancing those business areas. For these reasons it is important to have a common storyline when talking to visitors at the North Star booth. Presuming you have done some qualifying of the person you are talking to, our story line should be that our products are ideal for the small business, particularly first or second time users of computers, and for desk top use within larger companies. If the person is from one of the other areas we do not focus on, you should explain that our nationwide network of dealers is well equipped to handle sales situations like that (education, scientific, governmental etc.) and that you would like to get the person and the nearest (or appropriate) dealer together. We want the lead, but you do not want to spend a lot of time doing the selling for the dealer. Politely direct such prospects over to our information desk to fill out a prospect form.

BOOTH ASSIGNMENTS

I'll cover more on this at the show on Sunday, but a few words might be useful here.

First, we have a "four-corner" display area. That is, four individual displays on each corner of the island booth. Three of the areas feature the ADVANTAGE and one the multi-user HORIZON (See the information attached to this memo). I will assign booth personnel in accord with their skill levels as they relate to these displays (ASP, Multi-user, etc.). The basic plan calls for each of the four corners to have one person that stays at the area most of the time (an assignment). Two additional people will move from area to area to cover overload, handle extra prospects, special questions, etc. We will also have a person at the Inquiry desk located in the middle of the booth. Two more people will work inside the booth assisting prospects that are filling out leads, handling questions, giving out names of the nearest dealer, filling in, etc. The idea is to have the four people located at the corners spend their time "presenting" the applications or demonstrations in a general sense. We will attempt to assign all of you to those areas in which you have the greatest specialization (example: Janet Shropshire and Maureen Mahoney have the most experience with our Application Software and will work the ADVANTAGE ASP section and the multi-user areas typically). The matrix printer demonstration can be learned by all of us.

MEETING

We will have a meeting each morning at 9:00 a.m. at the North Star suite located at the Palace hotel. The Palace is within walking distance from Moscone Center (so I'm told). Ted Buxton

will have the room number. At the Tuesday and Wednesday morning meetings be prepared to briefly give comments regarding the show itself, competition at the show and suggestions for improvement in our participation.

FINALLY---

Last year was our "year of positioning" within the distributor/dealer/OEM community. It was the year we got many of our sales and marketing programs together and the year we announced the ADVANTAGE.

This year is our year of "Consumer Positioning." That is, if we have all done the job as we see it and believe in it, by the end of this year, North Star should be a well-recognized name in the computer field by the consumer! The OAC is our first show that portrays this image of recognition. Many of our dealers and distributors will be visiting us at the OAC. We will be compared to other vendors at the show, and consumers will leave with a mental impression about North Star. That impression must be that we are a recognized leading producer of computers for business. After all, North Star has an incredible ADVANTAGE over IBM and Apple!

February 22, 1982

Suggested North Star product placement for new booth during the Office Automation Conference is as follows:

AREA 1

3- Soroc
2- Hazeltine

HEADER: The Incredible ADVANTAGE Desktop Computer Systems

EQUIPMENT:
3 Advantage
1 NS 3510 Printer

GRAPHICS:
Having to do with CP/M Applications
i.e. Word Star, MicroPlan, Spell Star

AREA 2

HEADER: The Incredible ADVANTAGE Desktop Computer Systems

EQUIPMENT:
3 Advantages
1 NS 100 Matrix Printer
1 HP 7220 Four Color Plotter

GRAPHICS:
Having to do with Special Applications
i.e. plotting

AREA 3

HEADER: The Incredible ADVANTAGE Desktop Computer Systems

EQUIPMENT:
3 Advantage
1 NS 3510 Printer

GRAPHICS:
Having to do with Application Software
(ASP) i.e. PROPAC, AccountsPayable,
NorthWord

AREA 4

HEADER: Multi-User HORIZON Small Business Systems

EQUIPMENT:
2 Soroc
1 Hazeltine
1 Horizon HD-5
1 Tape Back Up System
1 NS 3510 Printer

GRAPHICS:
Having to do with TSS/A and TSS/C Multi-User

AREA 5

(Area around Tower--static displays)

- 1 HDS-5 - (100)
- 1 HDS-18
- 1 Tape Back Up System
- 1 NS 3510 Printer
- 1 NS 100 Matrix Printer
- 1 Advantages

Three full sets of software and one set of documentation.

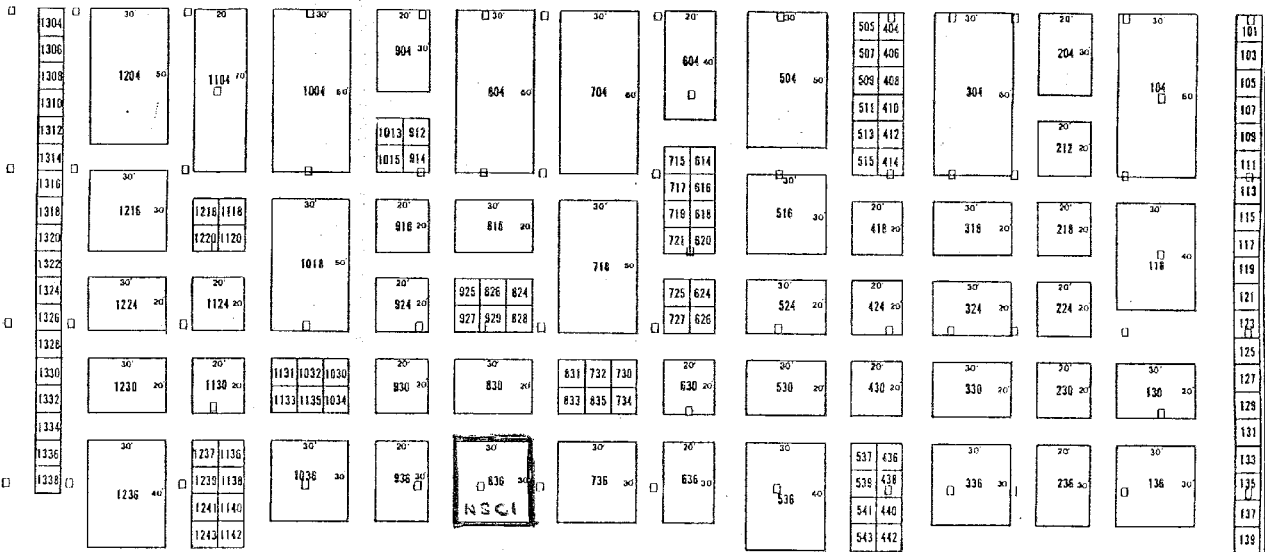
OPTIONAL:

Exploded view of Advantage
POP Display for Advantage
Dealer Display Stand

OFFICE AUTOMATION CONFERENCE
 APRIL 5-7, 1982
 MOSCONE CENTER

LOBBY

ENTRANCE ENTRANCE ENTRANCE



SIDEWALK CAFE

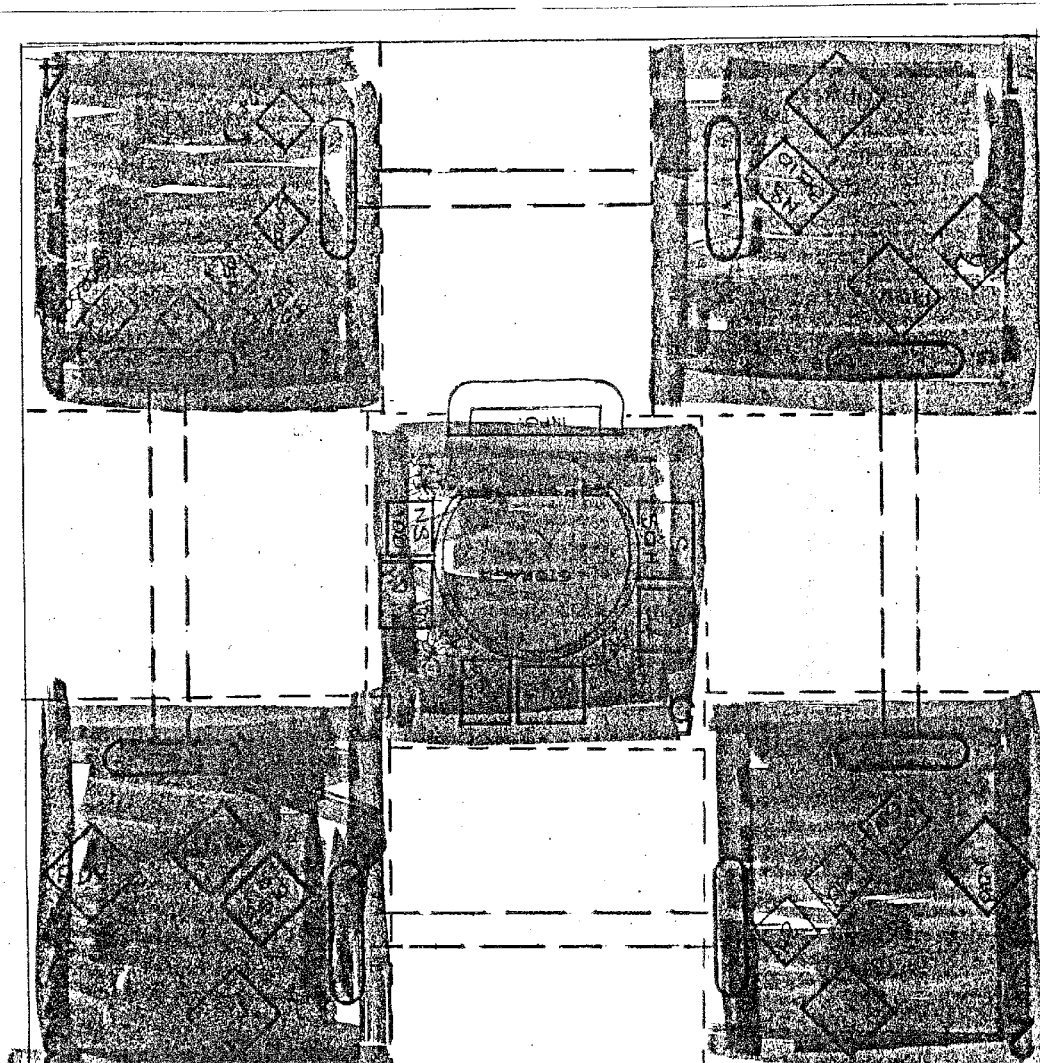
SIDEWALK CAFE

restrooms

restrooms

ALL BOOTHS 10'X10'

EXCEPT AS NOTED.





A SPECIAL ANNOUNCEMENT TO ALL NORTH STAR DISTRIBUTORS, DEALERS AND CONTRACTED RESELLERS.

NORTH STAR'S KEY ACCOUNT SALES PROGRAM, FEATURING PARTICIPATION BY NORTH STAR DISTRIBUTORS, DEALERS AND OTHER RESELLERS IS READY TO ROLL!!

YOU'VE ASKED FOR SUCH A PLAN AND HERE IT IS. WE THINK ITS CLEARLY THE BEST AND FAIREST IN THE BUSINESS. YOUR OPPORTUNITIES TO EARN SUBSTANTIAL COMPENSATION ARE GREATLY INCREASED WITH THIS PROGRAM.

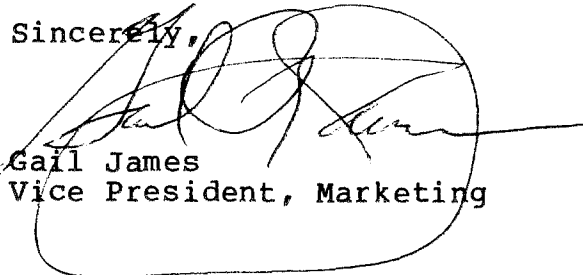
PLEASE READ THE ENCLOSED INFORMATION. IF YOU HAVE ANY QUESTIONS PLEASE DIRECT THEM TO YOUR DISTRICT SALES MANAGER OR ACCOUNT REPRESENTATIVE.

TO APPLY FOR KEY ACCOUNT "SELLING" STATUS, COMPLETE THE ATTACHED FORM, ONE FOR EACH OPPORTUNITY.

FOR INFORMATION ABOUT INSTALLER STATUS, PLEASE CALL OR WRITE NORTH STAR'S SALES DEPARTMENT OR CONTACT YOUR DISTRICT SALES MANAGER.

ANOTHER GREAT REASON TO FOLLOW THE STAR TO PROFIT!

Sincerely,



Gail James
Vice President, Marketing

NORTH STAR COMPUTERS, INC.

NATIONAL KEY ACCOUNTS PROGRAM

FEATURING, PARTICIPATION FOR:

NORTH STAR'S

DISTRIBUTORS

DEALERS

OTHER RE-SELLERS

NORTH STAR COMPUTERS, INC.
NATIONAL KEY ACCOUNTS PROGRAM

WHO?

TYPICALLY A NATIONAL CORPORATION WHO INTENDS TO PURCHASE FIFTY OR MORE NORTH STAR COMPUTERS IN A ONE YEAR PERIOD, OFTEN TO BE INSTALLED IN MULTIPLE LOCATIONS, SOMETIMES NATIONWIDE. ALSO INCLUDES GOVERNMENT OR LARGE EDUCATIONAL INSTITUTIONS.

PURPOSE OF THE PROGRAM:

TO PROVIDE A MEANS OF MAXIMIZING THE SELLING OF KEY ACCOUNT ORDERS IN SUCH A MANNER THAT NORTH STAR'S DEALERS, DISTRIBUTORS AND OTHER RESELLERS RECEIVE A SHARE OF THE SALE INCOME, COMMENSURATE WITH THE DISCOUNT LEVELS AND PARTICIPATION.

THIS PROGRAM ALLOWS NORTH STAR TO COMPETE EFFECTIVELY WITH NATIONAL ACCOUNT PROGRAMS OFFERED FROM VENDORS SUCH AS IBM, DEC AND OTHERS, YET SHARING INCOME WITH OUR RESELLER BASE.

IMPLEMENTATION

A CONTRACT IS MADE BETWEEN NORTH STAR AND THE KEY ACCOUNT. NORTH STAR SHIPS DIRECT, INVOICES AND COLLECTS. THE DISTRIBUTOR/DEALER TEAM CAN BE REWARDED FOR INITIATING AND/OR HELPING MAKE THE SALE AND FOR PROVIDING AFTER SALE SUPPORT.

COMPENSATION

COMPENSATION WILL BE PAID FOR HELPING CLOSE THE ORDER (SELLER) AND SEPARATELY FOR PROVIDING REQUESTED AFTER SALE SUPPORT INCLUDING INSTALLATION. DIFFERENT DISTRIBUTOR/DEALER TEAMS MAY BE INVOLVED IN THE PRE-SALE AND POST-SALE ASPECTS OF THE PROGRAM.

NORTH STAR COMPUTERS, INC.

KEY ACCOUNT SALES PROGRAM

DISCOUNT AND SELLING COMMISSIONS

ANNUAL QUANTITY COMMITMENT	DISCOUNT FROM LIST	SELLING COMMISSION* PERCENT OF INVOICE
50 - 99	24%	7%
100 - 249	28%	6%
250 - 499	32%	5%
500 - -	36%	3%

*SELLING COMMISSION WILL BE PAID QUARTERLY ON NET INVOICE AMOUNTS EXCLUDING FREIGHT, TAXES AND OTHER SUCH INCIDENTAL EXPENSES.

THE SELLING TEAM RECEIVES 100% OF THE COMMISSION PERCENT INDICATED (EG. DISTRIBUTOR/INDIRECT DEALER).

WHEN AN INDIRECT DEALER IS INVOLVED, THE DEALER RECEIVES 65% OF THE INDICATED COMMISSION PERCENT AND THE DEALERS "NAMED" DISTRIBUTOR RECEIVES 35%. IF MULTIPLE DEALERS OR DISTRIBUTORS ARE INVOLVED, THEN COMMISSION WILL BE SPLIT BY NORTH STAR.

INSTALLING AND FOLLOW-ON SALES SUPPORT COMPENSATION WILL, WHEN REQUIRED BY THE KEY ACCOUNT, BE CONTRACTED BETWEEN NORTH STAR AND APPROVED INSTALLING RESELLERS.

GENERAL QUALIFICATIONS FOR SELLER STATUS AND SUPPORT (INSTALLER) STATUS

SELLER

- o MUST PROVE AN ACCOUNT RELATIONSHIP, SUITABLE FOR BEING CONTRIBUTORY TO HELPING CLOSE THE ORDER.
- o MUST RECEIVE PRE-APPROVAL FROM NORTH STAR TO BE ASSURED OF SELLER STATUS.
- o MUST HAVE AN AUTHORIZED RELATIONSHIP WITH NORTH STAR.
- o IF AN INDIRECT DEALER, THE DEALER MUST NAME THE DISTRIBUTOR THAT WILL SUPPORT THE SALES EFFORT.

SUPPORT (INSTALLER)

- o MUST BE AN AUTHORIZED NORTH STAR RESELLER
- o MUST BECOME CERTIFIED AS AN APPROVED INSTALLER BY
 - o DEMONSTRATING THE ABILITY TO TRAIN AND SUPPORT
 - o HAVE REQUIRED TECHNICAL SUPPORT COMPETENCE
 - o OFFER SUFFICIENT PROOF OF FINANCIAL AND ORGANIZATIONAL STABILITY

BENEFITS OF NATIONAL END-USER PROGRAM

FOR DISTRIBUTOR

- o REWARDED FOR SUPPORTING KEY ACCOUNT SALES
- o PARTICIPATION IN PROFIT WITHOUT FINANCIAL RISK
- o NATIONWIDE COVERAGE ASSURED
- o DIRECT NORTH STAR PARTICIPATION
- o OUT-OF-AREA PARTICIPATION POTENTIAL
- o BETTER CLOSING POTENTIAL - DIRECT OR WITH NORTH STAR
- o STRENGTHENS DEALER TIE TO DISTRIBUTOR
- o ENCOURAGES BETTER QUALITY DEALERSHIPS

FOR DEALER

- o REWARDED FOR SUPPORTING KEY ACCOUNT SALES
- o PARTICIPATION IN PROFIT WITHOUT FINANCIAL RISK
- o DOUBLE BACKUP (DISTRIBUTOR AND NORTH STAR)
- o OUT-OF-AREA PARTICIPATION POTENTIAL
- o FOLLOW-ON SALES POTENTIAL SUCH AS SUPPLIES, SOFTWARE AND PERIPHERALS
- o OPPORTUNITY TO PARTICIPATE IN LARGE ORDERS, OTHERWISE NOT POSSIBLE
- o BETTER CLOSING POTENTIAL

FOR NORTH STAR

- o INCREASED SALES POTENTIAL
- o COMPETITIVE PROGRAM AGAINST IBM, DEC AND OTHER DIRECT SALES ORGANIZATIONS
- o GREATER COVERAGE AND SUPPORT
- o BETTER CHANCE TO CLOSE LARGE ORDERS
- o NATIONWIDE VISIBILITY
- o CLOSER RELATIONSHIP WITH DISTRIBUTORS, DEALERS AND RESELLERS
- o COMPETITIVE EDGE - TEAM SALE
- o STRUCTURED CONSISTENT NATIONAL PROGRAM
- o IMPROVED DEALER QUALITY



DEAR NORTH STAR DISTRIBUTOR/DEALER:

NorthNet DOCUMENTATION...NorthNet DOCUMENTATION...NorthNet DOCUMENTATION

To assist you in preparing for the release of NorthNet and to respond to the many requests we have had for additional technical information on NorthNet, PRELIMINARY DOCUMENTATION of three key manuals

- * **NorthNet MANAGER MANUAL**
- * **NorthNet INSTALLATION MANUAL**
- * **NorthNet OPERATIONS MANUAL**

will be made available to North Star distributors and dealers at no cost.

To order the 3 manual set which will be available at the end of February, send your request to the attention of Marketing Communications.

This is a limited offer. Please don't delay if you wish to get a head start in understanding the features and capabilities of NorthNet.

North Star Computers, Inc.



DEAR NORTH STAR DEALER:

North Star's enhanced version of the industry leader dBASE II will be available for FCS in March, 1983.

Our package will include several features not available in standard dBASE II. These are:

- * Function key selection for commonly used commands
- * HELP messages
- * Two new commands - REINDEX, TEXT
- * Several enhanced commands - APPEND, INSERT, EDIT, CREATE DISPLAY, RELEASE, RESTORE, SAVE

The Part Number for dBASEII is 02287.

DEALER DEMO KIT

North Star has also packaged a dealer demo kit which contains:

- * A full working version of dBASE II in which data bases are limited to 15 entries for demo purposes only
- * A rolling demo which describes dBASE II commands and illustrates how they may be used individually or in command files
- * Full dBASE II documentation

Dealer demo kits may be ordered through your Distributor (Part Number 02360) at a very low price.

North Star Computers, Inc.



February 10, 1983

Dear North Star Customer:

The recently announced 15 megabyte hard disk upgrades for both the North Star ADVANTAGE and HORIZON also require upgrades to all operating systems. Upgrades will be made available for each operating system currently supported by North Star in February with the following Suggested List Prices:

<u>UPGRADE</u>	<u>FOR</u>	<u>PART NUMBER</u>	<u>REV. LEVELS</u>	<u>SUGGESTED LIST</u>
CP/M	HRZ	02761	1.2.0	\$ 45
GCP/M	ADV	02760	1.2.0	45
TSS/C	HRZ	02519	1.1.0	45
GDOS	ADV	02762	2.1.0	45
TSS/A	HRZ	02764	2.1.0	65
HDSO	ADV	02757	2.1.0	65
HDOS	HRZ	02779	2.1.0	35
TAPE BACK-UP	HRZ	02763	2.0.0 (ASP)	65
			1.1.0 (HDOS,CPM)	

Concurrently, all operating systems shipped from the factory will be upgraded to the latest revision. Most upgrades include some minor bug fixes and improvements.

Please contact your Authorized North Star Distributor or Regional Sales Administrator to order your upgrades.

Thank you.

Brad West
Manager,
Marketing Administration



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North Star Computers, Inc.



"When you're growing as rapidly as we are, you need a bank that's fast and flexible.

"That's what Bank of the West has been for us."

*Charles Grant, President
North Star Computers, Inc.*

Bank of the West

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