

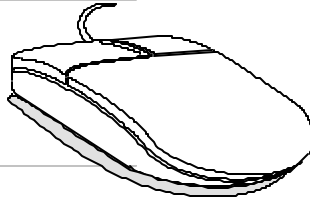
Building & Buying a PC

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—TECHNOLOGY UPDATE— *News Flash—*



INFOTECH: Burdened By Format War, Digital Videodisc Won't Match CD-Audio's Early Growth Rate

Projected DVD and HDCD-ROM Sales Over Next Five Years Will Not Require Substantial Increase in Current CD Manufacturing Capacity

Santa Clara, CA, The next generation of optical media will be launched in 1996 amid a likely standards war between two rival formats, Multimedia CD (MMCD) from Sony/Philips and Super Density CD (SD) from Time / Toshiba? Unlike today's CD-Audio and CD-ROM technologies, which benefited from a single standard from their inception.

In a speech at REPLitech International, the annual convention of the tape, disc and diskette duplication industries, InfoTech Chairman Ted Pine cautioned that a format war will dampen adoption rates of both linear and interactive applications. Digital videodisc (DVD) and high density CD-ROM (HDCD-ROM), by causing consumer uncertainty and raising prices.

ZELOS: Signs Distribution Partnership With Meca Deal Includes Entire Line Of Zelos Products

(SAN FRANCISCO, CA) Zelos Digital Learning, a leading publisher of educational CD-ROM titles, signed an exclusive agreement with MECA Software, Inc., a leading developer and distributor of business and personal productivity titles. MECA will now handle distribution of the entire Zelos product line to software retailers, mass merchants, wholesale clubs, office superstores and

consumer electronic chains, according to Randall Stickrod, CEO & president of Zelos.

INSIGHTS SOFTWARE: Debuts "Books On Disk"

\$12.95 "SuccessWare" Titles Summarize Leading Motivational Bestsellers, Including Books by Dr. Wayne Dyer, Anthony Robbins, Og Mandino And *Current #1 Bestseller, CHICKEN SOUP FOR THE SOUL.*

(PLAYA DEL REY, CA) Insights Software, a pioneer in the field of "motivational technology" software, will roll out a dozen \$12.95 software titles based on major, best-selling books by motivational, business and self-help authors in time for the Fall and Christmas buying seasons, according to Andrew Maltin, president. All titles will ship by September 1.

COMPTON'S NEWMEDIA: Unveils The Most Comprehensive And Innovative Edition Of Its Flagship And Best-Selling Product... Compton's Interactive Encyclopedia, 1996 Edition

CARLSBAD, CA — Ushering in a new era in home reference tools and family interactive software, Compton's NewMedia announces an exciting breakthrough in CD-ROM encyclopedias with the July 17 availability of *COMPTON'S INTERACTIVE ENCYCLOPEDIA*, 1996 Edition. With direct connectivity via America Online as well as other upcoming gateways to the Internet, this latest edition provides families with an extremely user-friendly introduction to the on-line universe.

The launch of this product represents the most comprehensive marketing campaign from the company to date, according to James Longson, Compton's NewMedia's president and chief executive officer. The

Mr. Gill Boyd, Speaker / Journalist { CSN News { Email: 74152,604@compuserve.com

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product will be available for the estimated street price of \$79.95.