

# **AE** APPLIED ENGINEERING®

A DIVISION OF AE RESEARCH CORPORATION

Dear Apple II Enthusiasts:

For many years now, in May and September, a trade show has been held called AppleFest. This trade show has featured software and hardware products for the Apple II.

Nearly 100 exhibitors (including Applied Engineering) attend AppleFest to show their current and newest products to the interested public as well as the Apple dealers who frequently attend. These valuable shows allow companies to display their latest products and give customers and dealers hands-on experience with their products. They also provide a gathering point for all Apple II enthusiasts, dealers and third party developers to get to know each other personally.

However, the May 1989 AppleFest included a development that concerns Applied Engineering very much. For the first time, the promoters of AppleFest included Macintosh and Macintosh products. Applied Engineering believes that this was a grave mistake. Macintosh already has a bi-yearly show called MacWorld, which is 100% Macintosh and solely dedicated to that computer. This year a new Macintosh show, MacDex, will begin. Including Macintosh in the traditional Apple II show only dilutes the significance of and support for the Apple II.

Applied Engineering has nothing against the Macintosh or its users and developers. In fact, on a smaller level we develop products for Macintosh as well. Should we choose to exhibit these products, we will attend MacWorld or MacDex. Considering the fact that the Apple II series continues to be the #2 or #3 best-selling computer in the world today, we think it's certainly worthy of a trade show all its own.

Applied Engineering encourages you to write to the addresses below. If you believe as we do, that AppleFest should remain pure to the Apple II series, please express those thoughts in your letter. We know it's asking a lot, but if you enjoy your Apple II and want to continue to see it thrive, Apple Management and the trade show promoters need to know how you feel.

Sincerely,

The Management and Employees of Applied Engineering

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