

Imagineering Sdn. Bhd. is a locally incorporated Australian-owned company, with a solid distribution network. Imagineering markets its software and peripherals not directly to end-users but through a dealership network, and currently represents leading U.S. software and peripherals such as Lotus, Intel, 3 Com, MicroPro, Microstuf, Sysgen, Persyst and Mountain.

Pericomp-Sistech specialises in Tallgrass disk drives, AST microcomputers, Star printers and Microsoft software such as MS-DOS, MS-Word and MD-Multiplan. The company however markets its products to both end-users and dealers.

(ii) Input-Output Devices

The market for input-output devices in 1987 was estimated at C\$4 million. Demand for printers constituted the single largest input-output device market, it is met totally by imports. The major brands in the market are Epson distributed by Equatron (Malaysia) Sdn. Bhd., Panasonic, handled by Matsushita Sales and Services Sdn. Bhd., Star, by Pericomp-Sistech Sdn. Bhd., NEC, by Business Computers Sdn. Bhd., Brother, by Brother Industries (M) Sdn. Bhd. and Sekoisha, by IDS Sdn. Bhd.

Of the six distributors mentioned above, three are trading companies. Equatron, jointly owned by Timuran Bhd. and Inchcape Holdings Sdn. Bhd., distributes office, photographic, computer and electrical equipment. Matsushita distributes the National range of electrical equipment. Brother Industries supplies sewing machines.

The main types of printers currently in use are the dot-matrix printers. Laser-jet printers, however, are gaining in popularity and the major brands establishing themselves are Apple LaserWriter, Hewlett Packard LaserJet series and the Wang Laser Series.