

COMPANY OVERVIEW

Limicon is dedicated to developing and marketing low-cost, high-quality NAPLPS graphic software for the business and educational markets. Founded in 1982, Limicon's first system, *TeleCalc II*, was on the market by the end of that year, and was followed in mid-1983 by *GraphEase*. Both systems were enthusiastically accepted by the market, gaining important and influential customers as soon as they were released. Limicon has dealers in the United States, the European Economic Community and Canada who provide training and full system service.

EXPERIENCE

At Videotex '83 in New York, industry experts stated that "Limicon's *GraphEase* and *TeleCalc II* systems are one of the highest-quality and lowest-cost NAPLPS graphic creation systems available". This opinion is echoed by several of the leading journals dealing with NAPLPS-related products and industries, and by Limicon customers. Major applications include:

- **Videotex and Teletext Page Creation**
GraphEase lets you save space when creating pages for videotex or teletext services. Since many videotex and teletext systems limit the maximum page size, and others charge for the storage space used per page, small pages are a must. Information

providers have chosen *GraphEase* over other systems for this reason, and because it is so easy to use.

- **Fabric, Graphic and Interior Design**
GraphEase is the perfect tool for testing how different combinations of colours affect the appearance of any design. One of the largest wallpaper manufacturers in the world is already using it to save time and effort in selecting colours for its designs. Package designers, fabric designers, interior designers and general graphic designers are enthusiastic about *GraphEase*'s ability to make their work easier and better.

- **Broadcast and Cable Television Graphics**

GraphEase is an easy and cheap way for anyone to create titles, captions and graphics for use on videotape or other related uses. It is perfect for news shows, sports shows, public announcement billboards, advertising displays, show credits and other graphic or lettered displays.

- **Educational Graphic Workstation**
GraphEase is an inexpensive NAPLPS graphic creation system. This means that students can learn computer graphic design principles on a fully-compatible commercial system. A number of schools and teachers are using *GraphEase* to create customized courseware. This has applications for business training courses as well.

- **Business Graphics**

TeleCalc II creates charts and graphs automatically from *VisiCalc* files. This makes it perfect for meetings, presentations, speech illustrations, articles or any other occasions where colour charts and graphs are needed. No training is needed to use *TeleCalc II*; all you have to do is enter the *VisiCalc* file name and the type of chart you want. *TeleCalc II* does the rest.

PRODUCTS AND SERVICES

As well as *TeleCalc II* and *GraphEase*, Limicon is marketing three other products. These are:

- A tree-structure database for free-standing database applications or for testing the pages to be placed on a larger database.
- Telecommunications software that allows the microcomputer on which you run *GraphEase* and *TeleCalc II* to communicate with virtually any other computer system.
- An extensive course on Computer Graphic Design principles that will allow artists to create more effective pages.

Limicon also provides a complete self-instruction course, including examples, to help new users learn to use *GraphEase* quickly and effectively. The course consists of seven lessons and takes only 10 hours to complete. However, the user can begin to create useful graphics after just two lessons.

FUTURE DIRECTIONS/ TARGET MARKETS

Limicon is now developing a number of industry-specific NAPLPS packages.

FOR MORE INFORMATION

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