SYNPUTER

Synful Computing

Agenda

Milestones and Current Status

Challenges and EDC’s Feedback

Updated Requirement

Updated Plan and Budget

Updated Timeline

Updated Marketing Strategy

Conclusion and Next Steps

List of Reference

Milestones and Current Status

1982
Q4

Planning and Design Phase

Project Kick-off

Design Phase started

1983
Q1

Development Phase

First prototypes developed with featuring:
- 68008 CPU
- 128KB of RAM
- custom cartridge storage
- basic sound
- custom video port
- desktop case with an internal keyboard.

1983
Q4

Initial Production Phase

Promotion started

3000 units Pre-order achieved

1984
Q1

Evaluation

Feedback from EDC received on the Evaluation unit

1000 units already in production

Challenges and EDC’S Feedback

Challenges

- Storage System
- Design Shift from Portable to Desktop
- Technical Issues of EM Interference
- Software Limitations of EB Converter
- Marketing Requirement for GUI

EDC’s Feedback

- Lack of Industry-Standard Operating System
- Absence of an External Keyboard
- Insufficient Memory
- Non-Standard Removeable Media
- Lack of Expandability
- Underpowered CPU
- System Instability

Updated Requirement

Requirement	Implementation	Justification
Industry-standard OS	Port CP/M-68K to the Synputer, with MccOS as an optional upgrade.	Provides stability and compatibility, essential for professional use.
External keyboard and connector	Redesign the system to include a detachable keyboard.	Enhances usability and meets ergonomic preferences.
512KB of RAM	Increase memory capacity to meet EDC's and market demands.	Supports advanced applications and future-proofs the system.
Industry-standard removable media	Add a 3.5-inch floppy disk drive to the system.	Ensures compatibility with widely used media formats.
SCSI expansion capability	Integrate a SCSI port into the system design.	Allows for system expandability and peripheral connectivity.
Upgrade CPU (68000)	Upgrade from the 68008 to the 68000 CPU.	Meets performance expectations and supports more demanding software.
GUI readiness	Ensure the system supports environments like GEM and PTR/E.	Meets the growing demand for graphical user interfaces.
Advanced graphics and sound	Equip the system with 512 colors at a resolution of 1024x768 and 3-channel sound.	Enhances multimedia capabilities and appeals to a broader audience.
Stability improvement	Redesign the power supply and adding improved shielding to the components	To resolve the EM interference issues caused by floppy or cartridge drive motors
EB Converter	Propose a licensing deal with the vendor to supply EB for OS at a cost of £25 per machine.	Mitigated the challenge raised by the HBCov application.

Assumption: No conflict with the upgrade option of MccOS

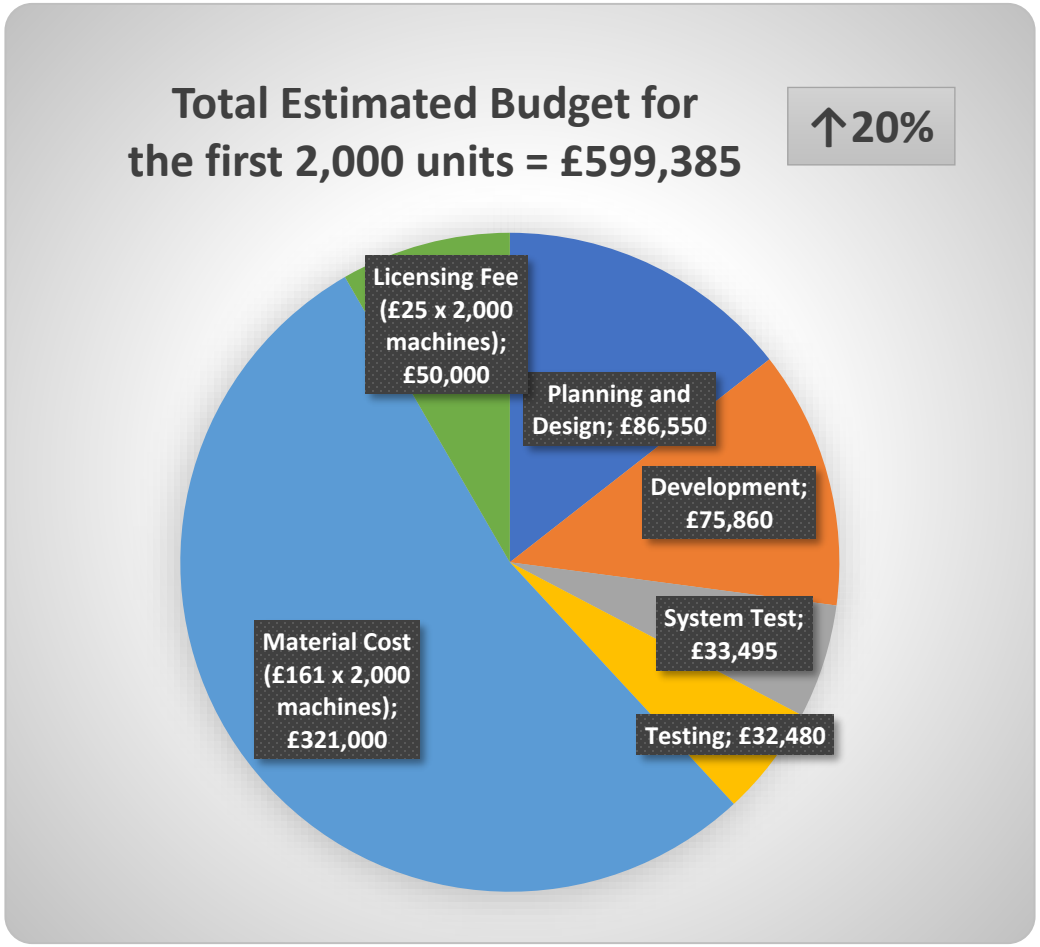
Updated Plan and Budget

Material Cost

Component	Category	Cost	Quantity per board	Total Cost
68000 CPU	Processor	£8	1	£8
Glue Chips	Logic	£5	4	£20
32KB ROM	Memory	£4	2	£8
512KB RAM (128KB RAM x 4)	Memory	£2.5	4	£10
3-channel Sound Chip	Sound	£2.5	1	£2.5
Cartridge	Storage	£5	1	£5
3.5” Floppy Drive	Storage	£7.5	1	£7.5
IOP-J SC100	IOP	£12	1	£12
IOP-X SCSI	IOP	£5	1	£5
GDISP XVX	Graphics	£25	1	£25
Desktop case	Case	£25	1	£25
External Keyboard	Keyboard	£7.5	1	£7.5
Board-SCKT A83-S	Board	£25	1	£25
Total Material cost per machine				**£161**

Other Key Costs:

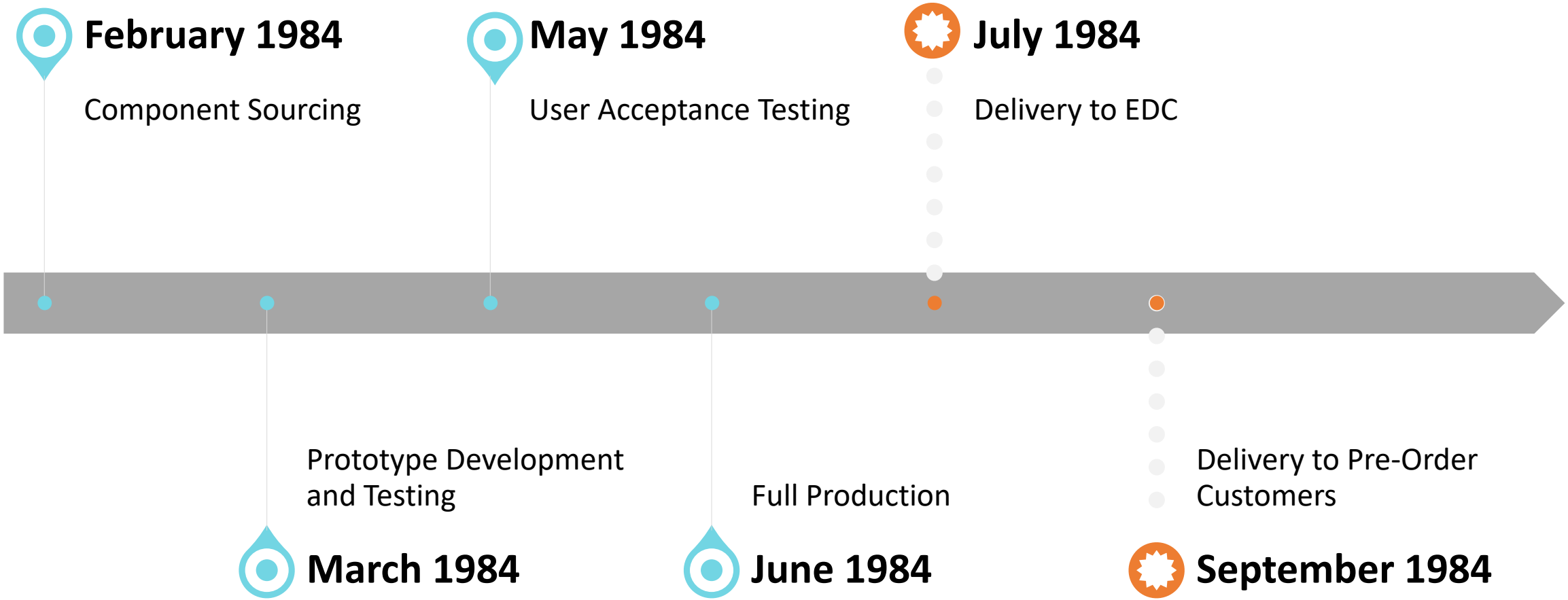
- Software Development (PTR/E & GUI): £20,000
- Licensing Fees (EduPC): £25 per machine
- SCSI Expansion Board: £15 per unit (Optional).



Financing the Budget Increase

- Additional fund from Pre-Orders.
- Economics of Scale.
- Cost-Saving Measures.

Updated Timeline



Updated Marketing Strategy

Two System or One?

- Create Two Separate Systems
- Product One Unified System

One Unified System

Benefits:

- Cost Savings
- Simplified Production

Pricing Strategy

Standard Price = **£399.99**

Enterprise Package = **£439.99**

- Additional software licenses
- Extended support
- Other enterprise-specific services

Optional Upgrades

- Software and peripheral upgrades

Conclusion and Next Steps

1. Finalize the design and begin component sourcing
2. Develop prototypes and conduct UAT by May 1984.
3. Begin full production in June 1984, with units ready for shipment by July 1984.

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Thank you

Synful Computing

Project Manager