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Zine #4 - 64 - Commodore History Part 2

Chester, Sat 17 May 2008

Commodore History Part 2

typed in by Chester of Brainstorm

(continued from last ZINE issue !)

1985 WINTER: Commodore introduces the 1551 Disk Drive, originally nounced as the SFS 481 for the PLUS/4. The 1551 is not compatible with the 64. Buzzing at Winter CES centers on the introduction of the COMMODORE 128. Commodore announces that this 80-column computer will sell for less than $300. For the third time in as many years, Commodore attempts to market a portable computer. The under-$600 Commodore LCD laptop computer features built-in software, a modem, and a flip-top screen. It never hits the market. Other CES product announcements include the 1571 Disk Drive, 1901 Monochrome Monitor, 1902 RGBI/Composite Monitor, Commodore Mouse, and 1670 Modem. Commodore als announces the formation of a national service network that includes 160 RCA service centers, 800 Sears stores, and 1300 other locations. Pepsi Cola executive Thomas Rattigan replaces Marshall Smith as Commodore president.

SUMMER: Commodore jumps on the PC-compatible bandwagon by announcing availability in the U.S. for the PC10 and PC20, both proven successes in Europe and Canada. The UNIX-based Commodore 900 Business Computer is also introduced. Commodore's booth at summer CES features the 1572 Disk Drive, MPS 1000 Printer, 1670 Modem, and Commodore Mouse Controller. Third-party software developers pledge to support the 128.

1986 SPRING: Berkeley Softworks reenergized the 64 with the intrduction of GEOS. Commodore lays off 140 workers at its West CHESTER, Pennsylvania, headquarters.

SUMMER: Commodore returns to Summer CES armed with the new-look 64C. and confidence bolstered by the popularity of GEOS. Commodore announces the bundling of GEOS with the 64C. Other products on display include the 1541C Disk Drive (a new color-coordinated version of the 1541 to match the 64C) and the 1802 Monitor with an 80-column monochrome mode. The AMIGA, now positioned by Commodore as a business computer, is conspicuously absent from the show.

FALL: Commodore reveals losses totaling $127.9 million for fiscal 1986.

1987 WINTER: Commodore changes its maketing course and brings the AMIGA 500 and 2000 to Winter CES. The Commodore 128D, eith detached keyboard and built-in 1571 disk drive, makes its U.S. debut. Other new Commodore products include the $399 1581 Disk Drive, which handles 3.5-inch disks, and the $129 1764 RAM Expansion Module. Commodore extends its



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PC line with the PC10-1 and the PC10-2.

FALL: Max Toy replaces Thomas Rattigan as president of Commodore. Commodore announces profits of \$28.6 million for fiscal 1987.

1988 SPRING: Commodore's MS-DOS line extends with the introduction of the Commodore Colt.

SUMMER: GEOS 2.0 is introduced at Summer CES.

FALL: Commodore introduces the AMIGA 2000HD and 2500.

1989 WINTER: Commodore returns to CES with its complete line of AMIGAs and new PC compatibles.

SPRING: Max Toy resigns, and Harold Copperman is lured away from Apple to replace him. Commodore announces plans to reassert itself in the education market, with an emphasis on its AMIGA line.

SUMMER: Rumors of the 128's death are confirmed in July.

FALL: The AMIGA 500 is mass-marketed through outlets such as Sears.

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