



Microcomputer system sales, consultation, installation, training, software integration and long-term support

(616) 929-4540

CHRONICLES

ALR AST Research Adobe Systems Aldus Corporation Artist Graphics AutoCAD Calcomp Canon Citizen

ALR PROMO IS BIG SUCCESS

Many of you saw our recent ad on TV 7&4 promoting the **Advanced Logic Research (ALR) PowerFlex** computer system. Your response to this promotion was truly phenomenal!

Crossover Technologies chose to become an authorized reseller of this DOS-compatible line last summer, based on ALR's technological leadership in the PC arena. Since 1984, ALR systems have consistently outperformed similarly-configured units from Compaq and IBM in independent lab tests. ALR is a \$70MM company that is in the midst of making its first public stock offering and is based in Irvine, CA.

ALR computers have won the coveted **Technical Excellence Award** issued by *PC Magazine*. *Byte* says that "the PowerFlex offers the widest upgrade path available." With the 386SX module, the PowerFlex outperforms 95% of all existing office computers, at a price you'd expect to pay for a far less capable system. Before you spend more for less, call us at (616) 929-4540 to inquire about the ALR line.

WINNER



EMERGENCY LOBOTOMY PERFORMED ON CAD STATION

AAR Brooks & Perkins called us recently with a dilemma: one of their new **Everex** 386 computers wasn't functioning properly. They had just learned that Crossover is an authorized Everex dealer — could we repair it ASAP?



With a quick call to our friends at Everex (we are members of their **National Dealer Advisory Council**), Crossover had a new motherboard and 200 watt power supply sent via Federal Express.

While AAR staff members looked on the next day, Crossover had

the Everex torn down and rebuilt in under 45 minutes. We also reset a disk monitor light that had been driving users crazy; the original dealer had claimed the annoying symptoms were "normal".

Crossover has since installed several **AutoCAD**® software packages at Brooks' site and has tuned-up several of the company's Compaq computers. By having the resources necessary to respond quickly, and the technical skill required to solve problems, Crossover continues to win over businesses throughout Northern and Western Michigan.

CROSSOVER GOES BACK TO SCHOOL

Actually, we never stop. As an authorized AutoCAD reseller, Crossover recently had the opportunity to attend **Autodesk's 1990 Dealer Days** in Chicago followed by an advanced training session in Detroit. Among several resellers, we were the sole Northern Michigan representatives at both events. Here we learned all about the network-compatible **AutoCAD Release 11** and the new

OS/2 version of



Lunchtime at Dealer Days 1990 — (left to right) Pat McCarthy, Nat'l Accts., Mandy Howard, Reg. Dealer Sales Rep., Autodesk, Inc.; Doug Cunningham, Chris Marton, Crossover Technologies, Inc.

AutoCAD. In August, we're off on a week-long junket to **CADcamp** in California, an exciting event where we'll meet with third-party software publishers (producers of AutoCAD add-ons for vertical applications), CAD hardware vendors and Autodesk software programmers.

Without this commitment to maintaining close ties with the publisher, Crossover would be unable to provide the most accurate information about the successful application of

the complete Autodesk line and related, productivity-enhancing products to our client base.

As part of our continual effort to stay current in this fast-changing PC industry, Crossover recently made a visit to Columbus to receive technical training on **Encad** plotters. Rather than rely on the "easy-sells", Crossover is always on the lookout for reliable, top-performing PC hardware that represents the best value per dollar spent, regardless of the lack of instant household name recognition. Then, to adequately support you, we participate in this type of technical support training to provide the best level of service available.



It takes more than simply placing a sticker in the store window to know the ins and outs of powerful software like AutoCAD and how it can be successfully applied in your business. Smart business investors realize that piecemeal,

business investors realize "shrunk-wrapped" purchases thinly disguised as solutions quickly fall into disuse. It's only through ongoing education that you may expect to reap the full rewards that technology offers. Client testimonials, as seen in *North Force*, bear



out the fact that Crossover has already made this commitment to help you realize a quicker return on your investment. We're dedicated to keeping you informed and to educating you!

MONDAY MORNING 2AM: ABOUT DEADLINES AND WRITER'S CRAMP

Cover-to-cover *North Force* readers may have stumbled upon an obscure piece in the back of a recent edition entitled, "How To Choose a Computer Consultant". Authored by Crossover, similar articles have also appeared in *Grand Traverse Business* and are designed to educate you in selecting, maintaining and getting the most out of your PC business systems.

On the international CAD scene, readers of *CADENCE* (for those "Using AutoCAD in the Professional Environment") may have seen a review written



by Crossover in the January edition. Other reviews are scheduled for May and June; if you'd like to become a *CADENCE* subscriber, let us know and we'll get you signed up. As we continue our research, you benefit from our firsthand knowledge of a wide variety of products.

THE POWER OF THE PRESS — PC STYLE

Acknowledged statewide as leaders in PC desktop publishing applications and technology, Crossover Technologies was called upon by the **Michigan Association of Governmental Computer Users (MAGCU)** to speak at their '89 autumn outing. We later served on a publishing panel as the second annual **West Michigan Electronic Publishing Expo** was held in Kalamazoo last October.

Many of you have seen our newsletters, *PC Dead-line* and *CADre*. Did you realize these, and our ads that appear in this

PageMaker

magazine, were entirely composed on PC computer systems running **Aldus PageMaker**, **Corel Draw** and other graphic arts software running under **Microsoft Windows**? Let us help you do the same!

IMPROVING LASER PRINTER OUTPUT

Did you know that it's now possible to inexpensively achieve **600 dot-per-inch (dpi) PostScript** output from many existing 300 dpi laser printers?

300 DPI
600 DPI

Unlike standard 300 dpi output, this four-fold increase in printing quality is truly suitable for many newsletters or other mass-marketing materials. Crossover has recently set up such PC-based systems at commercial printing locations from Manistee to Charlevoix, and has adapted our own **Canon** laser printer (manufacturers of **Hewlett-Packard LaserJets**) to take advantage of this capability. Interested? Call us for details.

BEYOND THE LASER — ELECTRONIC IMAGESETTING

Some projects, like annual reports, demand typeset quality that even a 600 dpi-equipped laser printer can't provide. When Crossover prepares advertising materials for *North Force*, our PageMaker files are run out on an electronic imagesetter at **2540 dpi** directly to **film negative**. Other materials we output at 1270 dpi on RC paper (positives). We can process all of your DTP and presentation graphics files (including electronic color slide preparation) for you, via modem file transfer or by courier. We can even work with Macintosh files. Call us to learn more about how you can save thousands of dollars annually by developing marketing materials internally!