

InfoWorld

The Newsweekly for Microcomputer Users

Caribbean holiday melds beach and micros

Atari hardware, classes offered

By Barbara Wierzbicki, IW Staff

SANTO DOMINGO, DOMINICAN REPUBLIC—You're on vacation. It's 90° outside and you're already burnt to a crisp. You don't feel like having a drink at the bar, and you're certainly not going to tuck yourself away in your room. So what can you do?

Well, if you're an *InfoWorld* staffer on assignment or vacationer at the Club Med-Atari Computer Village in the Dominican Republic, you can learn about computers.

Club Mediterranee, the ninth largest hotel chain in the world, and Atari, of San Jose, California, jointly run a 13-week computer program (June 11 to September 10) at Club Med-Punta Cana here.

Vacationers or "members," as Club Med calls them, have at their disposal 57 Atari 800 and 1200XL home computers adroitly positioned on the beach, at the marina, by the tennis courts and near the pool.

The Club Med-Atari Computer Village features nine computer workshops. Topics include Introduction to Microcomputers/Survey of Computer Software; Programming in Logo; Programming in BASIC; Computers in Graphic Arts and Design; Word Processing (AtariWriter for adults; Bank Street Writer for children); and VisiCalc.

Most of the computer workshops are held in the *palapa*, a circular-shaped, thatched-roofed edifice that is, thankfully, air-conditioned.

Vacationers who choose to partici-

pate in the two- and three-day workshops meet for one or two hours daily. There are separate sessions for adults and children.

Each workshop is staffed by trained G.O.'s (Club Med lingo for "gentle organizer" or host). The G.O.'s, who teach classes in French, English, Spanish and Italian, are knowledgeable, personable and successful in creating a nonthreatening training environment.

The learning center operates from 10:00 A.M. until noon and from 2:00 P.M. until 7:00 P.M. The G.O.'s provide individualized instruction to people whose abilities range from beginner to advanced. Club Med-Atari also provides its members with a software library of over 150 titles including game,

See Club Med, page 8



The Club Med-Atari Computer Village welcomes family vacationers.

Anchor's modems make big splash

Volksmodem costs \$69.95; Mark 12 is totally Hayes-compatible

By John Markoff, IW Staff

First there was the people's car, then there was the people's word processor and now there is the people's modem.

Anchor Automation of Van Nuys, California, is introducing the "Volksmodem," which, at \$69.95, can lay claim to being the least expensive direct-connect modem on the market.

The Volksmodem connects directly

to a telephone and, with a special \$12 cable, to a computer or terminal. Cables are available for RS-232 connection and also for Atari, IBM, TI and Osborne computers.

An Apple cable is "in the works," according to Bert Weiss, Anchor's national marketing director.

Weiss calls the Volksmodem "a whole new concept. Instead of having six different modems, we have one

modem with six cables."

It comes with two phone-line connections, a cable connection and two switches—one for half and full duplex and one to switch between voice and

See Anchor modems, page 9

Computer scoring system keeps track of surfing contest results

This Week

Club Med

continued from page 1

educational, home and business programs.

For those who shy away from a classroom setting, Club Med-Atari provides ten Atari 800 home computers encased in mobile "kiosks" that can be rolled around outdoors to the beach, tennis courts or marina.

The village at Punta Cana attempts to integrate computers into vacation activities wherever possible. Five electronic bulletin board/message centers housed in kiosks are located throughout the village. Members can consult these computerized information centers regarding village activities, special events, excursions available, restaurant menus and so on.

Atari research scientist Jim Dunion demonstrated the picture-oriented bulletin board, which uses a joystick and specially designed multilingual symbols. The system still has a few bugs that need to be worked out, however. Even though the computers are encased in fiberglass to protect them from the elements, the machines got doused during a summer rain shower and were inoperable for most of *InfoWorld's* six-day visit.

Software designed specifically for Club Med further integrates com-

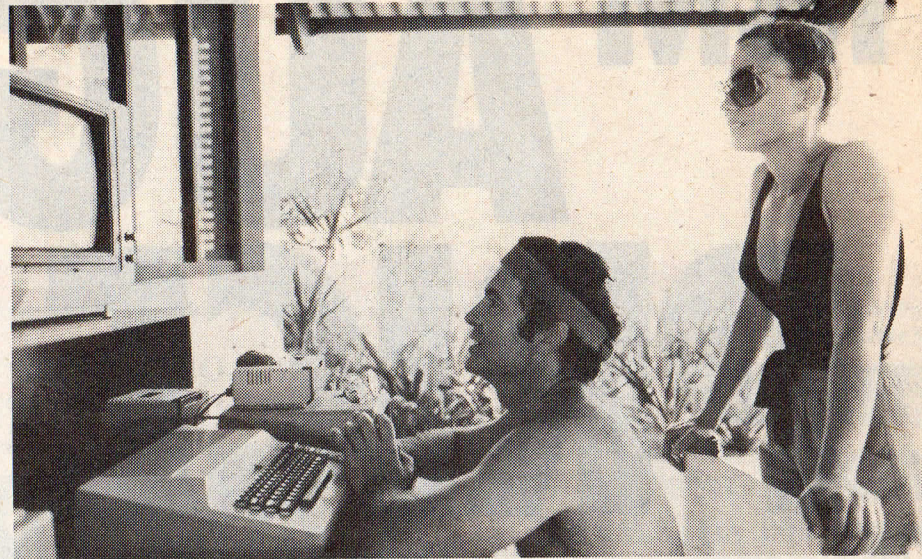
Computer kiosk on the beach



puters into members' vacation activities. A package called Microsailing lets novices learn about winds and tides; Snorkeling provides a guide to the fish and shells members may see if they take the snorkeling boat trip, and Tennis Organizer matches players with similar abilities, handles tournament registration and keeps track of scores.

Other equipment at Punta Cana includes Topo, a computer robot, and a Honeywell Bull CII Questar M computer with ACTRAN software. (ACTRAN is a software system designed for the study of future trends.)

There are no telephones, no radios, no television and no newspapers at Club Med. Its vacation philosophy is tidily summed up in its advertising slogan: "Club Med. The antidote for



Keeping a carefree vacation spirit, members compute outdoors.

The Choice of

SAVE THIS AD IT IS YOUR CATALOG AND CHANGES MONTHLY

Computer Exchange — The Supply Center for the IBM-PC or XT

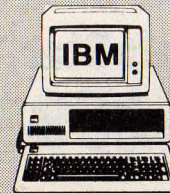
SOFTWARE for the IBM-PC or XT

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MICROPRO, WordStar* plus free WordStar Training Manual	\$ 495	\$ 269
Mail Merge** (Call on 2 Pak, 3 Pak and others)	\$ 250	\$ 129
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Club Med starts Mini Club for kids

Club Mediterranea operates its resorts differently from conventional vacation hotels. The Club "villages" are usually tucked safely away from cities and the generally poor populations who inhabit them. (Punta Cana is a three-hour ride from the airport in Santo Domingo.) The isolated sites are surrounded by splendid countryside, and the Club Med resorts are completely self-contained.

A recent survey showing that 40% of Club Med members are married might have triggered the introduction of a Mini Club at Punta Cana this season. Similar to a day-care program, children can spend part or all of their day in a supervised program designed for youngsters ages 4 to 12.

As well as enjoying noncomputer related activities, the Mini Club members can play with programs that include Logo, Bank Street Writer and Pac-Man. Both the parents and children *InfoWorld* spoke with felt that the addition of the Mini Club (and its eight computers) was a welcome addition to their Club Med Vacation.

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BASIC Interpreter	MSDOS	NEW	\$ 350	\$259
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MICROSTUF Crosstalk			\$ 195	\$129
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Microfazer, Snap-on, 64K, Par, Par, Epsn, #ME64 w/ Pwr. Supply			\$ 319	\$ 235
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This Week

civilization." But therein lies the rub.

The veracity of that slogan is questionable, however, now that Club Med members attempting "to get away from it all" find themselves in the midst of high technology. As might be expected, members had differing opinions about sharing their vacation hideaway with computers.

Donna Held-Johnson, a travel agent from Colorado (and former G.O.), specifically chose to holiday at Punta Cana because of the computers. She has an Atari 800 at home and was delighted to have the chance to "really learn how to use it while having fun in the sun."

Other vacationers were annoyed by the presence of computers and felt imposed upon. New Yorker Claudette

Bergen-Fink declared, "In the future when you arrive at Club Med you'll get a computerized card that will serve as your room key. . . I don't want this to be part of my vacation."

Most people *InfoWorld* spoke with concurred with a Georgia couple's reaction that "computers at Club Med are fine." The consensus was that computers are just one of the many activities offered by the Club vacation organizer, and members are free to choose whether or not to participate in any particular activity. Without exception, however, every member interviewed felt Club Med now needs to change its advertising slant.

"This changes the whole tone of a Club Med vacation," stated Held-Johnson. "Computers are helping

break the image Club Med has had of being a swinging-singles place with wild orgies happening nightly. Vacations here can be educational as well as fun, and computers make this a much more family-oriented place."

Linda Gordon, vice-president of special projects at Atari, credits Club Meditteranee's chairman of the board and chief executive officer Gilbert Trignano with the inception of computer villages at Club Med. According to Gordon and Club Med spokesman Pierre Schemla, Atari was chosen over other home-computer manufacturers because it is "more oriented toward people and looks to the future."

Ninety percent of the vacationers at these computer villages are first-time users, according to Gordon. The 12

million Club Med members represent a potentially lucrative target for Atari.

Robert Kahn, director of special projects at Atari said, "I wouldn't be surprised if people went home and purchased an Atari after being here. . . but that's not our reason for doing this. As you can see, there are no price lists, there's no direct or indirect sales pitch. Our goal is education."

The first computer workshop was introduced at Club Med-Kamarina in Sicily in May 1981. In 1982, 100,000 people reportedly went through workshops operated at eight Club Med villages. Computer workshops are currently operating at 12 Club Med resorts.

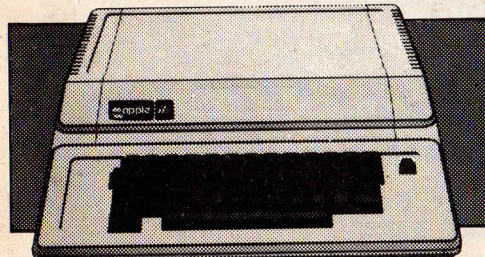
The one-week cost for this vacation, including air fare from New York, is \$879 per adult. Children ages 4 to 7, accompanied by a parent, stay at the village free.

For further details, contact Club Med, 40 West 57 Street, New York, NY 10019; (800) 528-3100. ■

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	Duet, 5", Double Sided, 320K		
	Half Height	\$ 420	\$ 329
	Quartet, 5", 2 Duets Side by Side or Standard Cabinet	\$ 715	\$ 575
Controller Card	\$ 89	\$ 75	



Anchor modems

continued from page 1

data.

Weiss says that a high level of semiconductor integration has been a key factor that allows Anchor to set such a low price for the Volksmodem.

If other modem manufacturers are looking over their shoulders at the Volksmodem now, in two weeks they are going to have a genuine fright.