



The High Technology Cottage Industry Cooperative on The Internet TM

NEW PRODUCT PRESS RELEASE

Product Category: Computer Peripheral Hardware

Effective Date: Tuesday, July 9th, 1996

Keywords: Data Acquisition, Device Control, Apple Computer, Macintosh®, Internet, High Technology, Collaboration, Virtual Corporation, Cottage Industry, Fun.

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Introduction

ADB I/O is an innovative new product which allows any Apple Desktop Bus® (ADB®) equipped Macintosh® computer to control electronic devices as well as gather electronic sensor readings. The diminutive size and low cost of this peripheral belies its potential usefulness in any number of applications: In the office, on the factory floor, in classrooms, in scientific laboratories, in the home, out in the field, in multimedia kiosks, or on the stage.

The first commercial units of ADB I/O will start shipping on July 10th, 1996.

ADB I/O represents the first in a number of hardware and software products produced by a new breed of companies which will emerge with the proliferation of Internet connectivity around the globe: The completely distributed company which has neither corporate office buildings, shops, nor employees. Apple Macintosh® makes it a reality.

BeeHive Technologies is the **Premiere** pace-setter in this new corporate field. Most of the members of the "Hive" have never met nor even talked on the phone.

The creation and production of ADB I/O spanned from Sweden to California to Taiwan. The "Bees" gather on the Internet and that is where they collaborate on product developments and also where they socialize. It is a new, exciting and revolutionary approach, allowing **the best** and **brightest** to work together, unfettered by geography, time zones or other conventional obstacles to fruitful collaboration.

Best of all: It is a real phenomena and IT IS A LOT OF FUN !



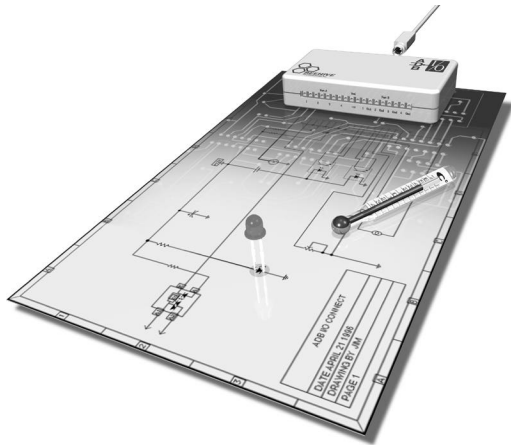
BeeHive Technologies, Inc.

<http://www.bzzzzzz.com> - Contact@mail.bzzzzzz.com

Voicemail: (818) 304-0664 - Fax: (818) 568-1530



ADB I/O: The “Cool” Product



ADB I/O is an inexpensive, high quality data acquisition and electronic device control product for the Macintosh®.

With ADB I/O and HyperCard®, AppleScript®, Director®, C, C++, Excel®, or 4th Dimension®, it is easy to build customized applications for any number of control and data acquisition needs. With the example code included in the package, even the relatively novice user can start controlling electronic devices and logging data within minutes!

Features:

4 relay outputs.

- The relay outputs have a timer function that can be optionally set from 0 to 25.5 seconds in 0.1 second increments.

4 data acquisition channels.

- Each channel can be configured as an analog input (8 bits resolution), a digital input or a digital output.

The ADB I/O is connected to the Macintosh using the Apple Desktop Bus®. Up to four ADB I/Os can be connected to any one Macintosh®, providing a total of up to 32 I/O channels.

The ADB I/O unit is powered from the Apple Desktop Bus and thus needs no other power supply. Polling frequency is only limited by the ADB® (90 Hz max., all channels)

Power specifics:

- The Desktop Bus is protected against short circuits and over voltages. The power consumption is less than 100mA.

Unit Size:

- Height: 29 mm (1.14 inch), Width: 122 mm (4.80 inch), Depth: 65 mm (2.56 inch)

System Requirements

- Macintosh with Apple Desktop Bus.
- System 7.0 or later.

The ADB I/O is shipped with:

- One ADB I/O
- One Apple Desktop Bus® cable (1.8m or 6')
- A comprehensive manual
- Software on 1.4Mb floppy disk:
 - Easy to use utility applications
 - XCMDs for HyperCard®
 - Director® ADB I/O XCMD examples
 - Scripting Addition for AppleScript® or other Open Scripting Architecture applications.
 - 4th Dimension Externals
 - C Interfaces

ADB I/O has its own user/developer discussion list at:

- ADB_IO_Discussion@mach2.bzzzzzz.com

ADB I/O software updates and new developments can be found at:

- http://www.bzzzzzz.com/BeeHive/ADB_IO/ADBIO_Intro.html

Cost: \$199 USD (Non-Nordic Countries).

Exclusively Non-Nordic Purchases:

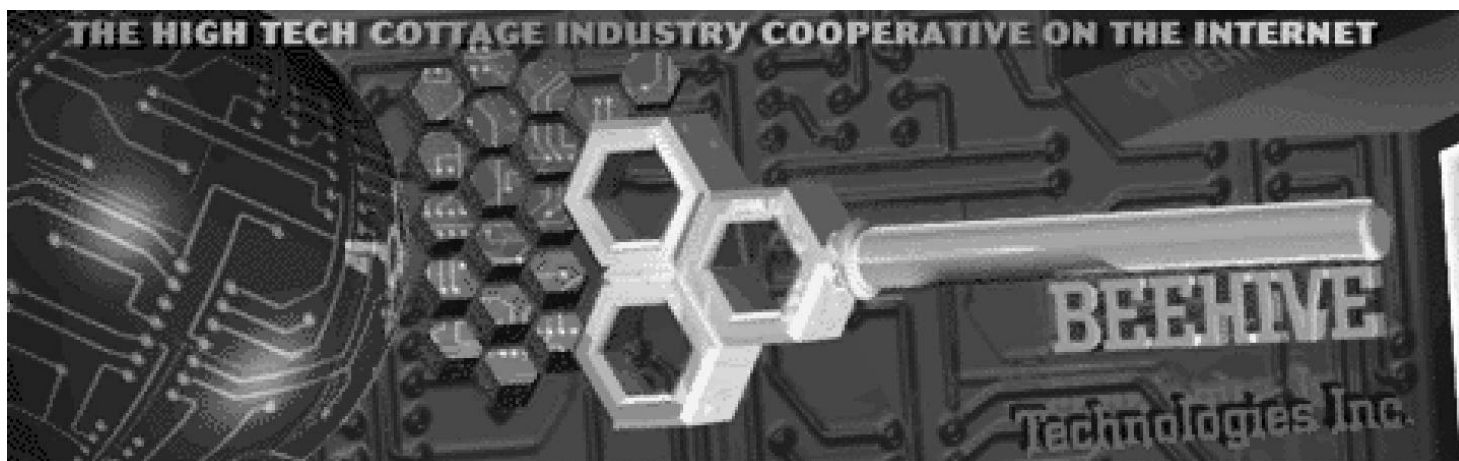
- https://www.bzzzzzz.com/Orders/adbio_order.html

Exclusively Nordic Purchases:

- http://www.jazz.jcd.se/creativepartners/Motion_Control/nordic.html

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**Come Visit Us At Macworld Expo in Boston,
August 7th through the 10th, in the Internet zone,
Booth 561, Bayside Exposition Center, Hall C.**



BeeHive Technologies, Inc. The "Human Interest" Story

BeeHive is a fresh and exciting new concept in the corporate world.

There is no grandiose BeeHive Corporate Headquarter nor is there a chain of BeeHive Stores. BeeHive Technologies, Inc. doesn't even have any employees - only member "Bees".

BeeHive is a true "Virtual Corporation". The company is formally incorporated in the state of California, USA, but that's where any similarity to conventional corporations ends.

All BeeHive brainstorming, research, concept development, design, implementation, testing, production coordination, marketing, sales, technical support and social activities are carried out electronically.

The hub of the company is operated on a network of Macintosh computers ... that is the Corporate Headquarter and it is open for business 24 hours per day, 7 days per week, 365.25 days per year ... tied into and available to the members of the Hive around the world.

The company is setting new standards with every passing day and defining the essence of the vibrant "net" companies of the future.

The company is capitalistic in every sense, but the currency is integrity, a willingness to collaborate, innovation and

hard work at the locally preferred hour - not investment capital nor corporate contacts.

The company offers full-time members incredible opportunities, but it also offers the high school or college student a means for earning their tuition as members of a multinational corporation without ever having to leave their dorm and Macintosh® computer.

Anyone who wants to join the "Hive" can do so by sending a simple E-mail message to:

LurkingReq@mail.bzzzzzz.com

and giving a description of what they hope to accomplish. There are no membership fees or obligations other than a complete commitment to product quality and absolute personal integrity.

BeeHive is the answer to our collective dreams as product developers: We get to work with outstanding colleagues and even small products are profitable as corporate overhead is a mere fraction of that encountered in conventional businesses.

It is all made possible by the insanely great hardware and software from Apple Computer which lets us concentrate on getting the job done rather than how !

**Visit Us At Macworld Expo in Boston,
Booth 561, Bayside Exposition Center, Hall
C, The Internet zone.**

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