LETTERS TO THE EDITOR

Color slide system update

Editor:

We were especially impressed with the July issue of Computer Graphics and Applications on computerized slide making and read with particular interest Raymond K. Gust’s article on designing effective business graphics and Joan A. Wright’s piece on the importance of planning in meeting the deadlines of slide presentations.

Both features had one thing in common: repeated references to the Xerox 350 Color Slide System. This system was originated by Mathematical Applications Group, Inc., or MAGI, and the technology was licensed to Xerox some three years ago. On June 1, 1983, MAGI acquired this business, including the customer base, from Xerox, and the 350 was renamed the MAGI Major League.

We recognize that your editorial deadline for the July issue made it impossible to record the change, but we would appreciate your setting it right for your readers.

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