

June 3, 20—

Director of Product Development  
Hampton Associates, Inc.  
830 Market Street  
San Francisco, CA 94102-1925

Dear Director of Product Development:

I recently read an article in *Business Week* concerning how computer buyers can make standards happen. It was a very interesting article.

The article indicated that if customers demand standard products when they purchase computers, participate in standard-setting groups, and band together with other customers, they will do better in the long run.

Have you had customer groups assist you or provide you with information on the adoption of more computer standards? These standards include industry-wide interfaces, a mix and match of computer gear and programs, and building the best system for each application utilized.

I would appreciate any data that you might furnish for me with regard to customers and your firm working together to set past or future standards.

Sincerely yours,

Alice Karns  
Vice President

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