

O E M s : Creative

HE'S HOOKED

When **Creative Labs** President **Ed Esber** was approached to invest in a consumer software startup, he couldn't resist getting a little more involved. The startup got its money—upward of \$10 million—from CL's parent, Singapore's **Creative Technology**. And it also got Esber. Guess he couldn't shake his software addiction. He quit board maker CL after less than a year to be chairman, CEO, and president of **Creative Insights** (He will not be replaced.) The Cupertino, Calif., startup couldn't be happier. Not only does it have funding—and Esber—it also gets access to retail and OEM bundling, low-cost manufacturing, and worldwide marketing through CT. It will ship its first product, some sort of entertainment program, in the fall. That's an area dear to two of the founders' hearts: **Joe Ybarra** and **Richard Melmon** were employees No. 2 and No. 5 at **Electronic Arts**.

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