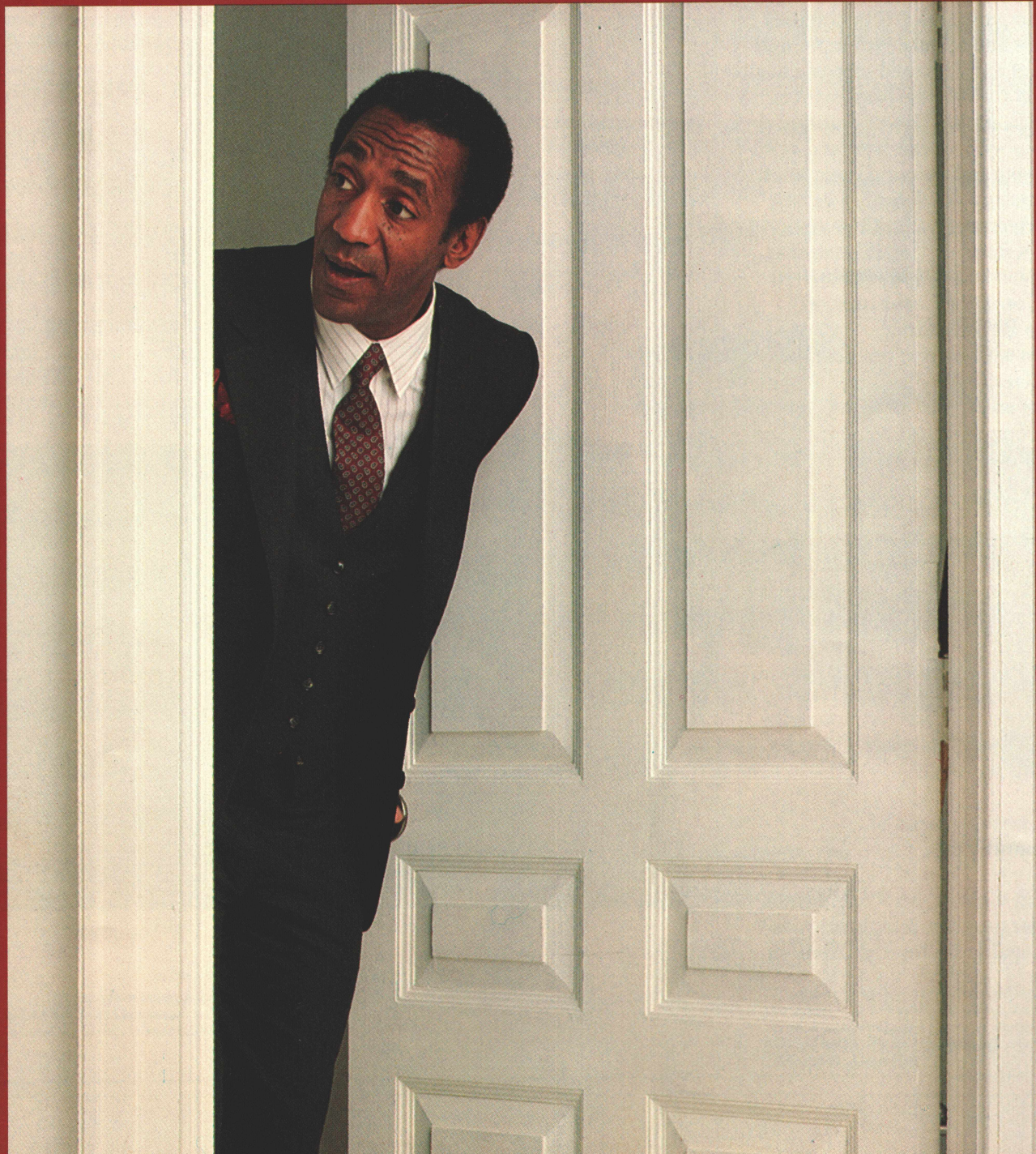


TEXAS INSTRUMENTS NEW PRODUCTS FOR 1983

What's hot. What's new.



New CC-40 Compact Computer for the professional.

You'll have a hard time keeping this one in stock.

Small and powerful is the hot trend in personal computers. And Texas Instruments is ready with the new Compact Computer 40 that does the same kind of tasks as an Apple™ or IBM™ personal computer, in a fraction of the space.

The CC-40 has plenty of memory and computing power for complex business and science problems, and a host of sophisticated software available right now including finance, statistics, production planning and graphics with spreadsheet and word-processing right around the corner. The software is released in either new Wafertape™ Cartridge or Solid State Software™ Cartridge format.

The Compact Computer 40 means BIG dollars.

Even with all this flexibility, the CC-40 retails for less than 1/3* the price of an Apple™ or IBM™ personal computer. Convenience. Size. Price. Power. Just imagine the sales potential!

The TI Compact Computer uses our Enhanced Basic language so your customers can write and respond in everyday English. There's an integral 6K RAM and 34K ROM. And the system can be easily and economically expanded. There's also a 31-character liquid crystal display built in. Battery powered, the CC-40 travels easily. Provides solutions anywhere.

A full complement of peripherals, too.

There is a Printer/ Plotter that prints in 4 colors, an RS-232 Interface that provides telecommunications capabilities for the CC-40 or

connects it to more sophisticated printers, and a Wafertape™ Drive that provides 48K of program or data storage per cartridge.

And these peripherals will be

even more valuable to you because they can also be used with the TI 99/2 Basic Computer and (with appropriate interface) with the TI 99/4A Home Computer.



*Based on published suggested retail prices.

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IBM is a registered trademark of International Business Machines, Corp.

New TI 99/2 Basic Computer for the student or the enthusiast.

Great news for the buyer, great volume for you.

There's never been an easier way to learn how to use computers. Because only TI has a plug-in Solid State Software™ Cartridge that will teach beginners the basics of programming.

There will also be cartridges that teach them to program in BASIC, FORTRAN or PASCAL.*

Retails for under \$100.

You'll be able to sell the lowest priced 16-bit computer available. But don't be fooled by the price. This is a full-fledged computer your

customers can start with and stay with for a long time. Plus quality features like a full-sized, 48-key keyboard, flicker-free display, and a built-in modulator so they can use it with any television set.

Your customers will wonder if this is the right computer for them. So, in our national advertising, we're inviting them to visit your store and touch the keyboard, look at the display, watch this powerful computer at work. They'll quickly see that the 99/2 is no toy, and buy.

The built-in 4.2K RAM can be expanded with plug-in 16K or 32K memory devices. Best of all, the 99/2 uses all of the Compact Computer peripherals: Printer/Plotter, RS-232 Interface, and Wafertape™

Drive. There's even a Cassette Program Recorder available as well. There are also Cassette and Solid State Software™ programs available that make the TI 99/2 Basic Computer useful instantly.

An easy sale!

TI's 99/2 Basic Computer. You've never had such a good opportunity before. Easy initial sale, plus a family of peripherals and software for repeat business.



*UCSD Pascal is a trademark of the Regents of the University of California.

More value for the TI 99/4A Home Computer.

More software cartridges.

Cartridges are the best kind of software you can offer because they're more durable and easier to use than cassettes. And less expensive than diskettes (plus the extra hardware they require).

Now, Texas Instruments has 75 cartridges for the 99/4A Home Computer, with even more coming. That's more cartridges and more subjects than any other computer. Education. Information Management. Entertainment. Computer Programming. Finance. Word Processing. All your customers have

to do is plug them into the 99/4A Home Computer and they're ready to go.

Here are the new titles available:

TI Logo II

E.T.™*

The Key To Spanish

PLATO™

Battlestar Galactica

DLM Arcademics

Alien Addition

Minus Mission

Meteor Multiplication

Demolition Division

Aligator Mix

Dragon Mix

And remind your customers that TI Home Computers equipped with diskette or cassette drives also can use the more than 1300 programs available on every conceivable subject.

New low-cost peripherals.

Now you can offer customers the option of expanding their system with the full line of Compact Computer 40 peripherals: Printer/Plotter, an RS-232 Interface, Wafertape™ Drive as well as the new Cassette Program Recorder that was designed especially for the 99/4A and 99/2 computers.

New software makes the TI-99/4A Home computer more useful. New peripherals make it more flexible. Both make the TI-99/4A Home Computer the best value on the market. And the most saleable.



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Opening the doors in young minds.

That's the magic in Magic Wand™ Speaking Reader books and games. Electronic learning that helps a child grow in math, music, reading, spelling and develop skills with board games. Here are the new titles in this wonderful series:

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 ZANY ZINGERS... fun and laughter that'll captivate
 SPRITES' ADVENTURE AT THE CIRCUS... loveable adventure
 MONSTERS EVERYWHERE... but they're not scary
 WINGS, WHEELS, AND WAVES... history in song and game
 MAC'S BIG SURPRISE... improve sight word vocabulary
 THE WONDERFUL SOUND STORE... sounds good as its name
 THE DROOPY DRAGON... adventure with a baby dragon
 THE ALPHABET ZOO... zany fun from A to Z
 THE NOISY NUMBER ROBOTS... introduces numbers 1 to 20
 SPRITES' ADVENTURES ON EARTH... amusing voices and sounds

Texas Instruments Character Series

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 Spider-Man® IN THE SKYSCRAPER CAPER... high level adventure
 TALKING E.T.™ ** WORDBOOK... fun with loveable E.T.

Berenstain Series

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 THE GREAT MONSTER PARTY... things that go bump in the night
 THE TIME OF THE DINOSAURS... story in rhyme with great sounds
 The Berenstain BEARS™ ON THE MOON... a trip in space reader
 The Berenstain BEARS™ AND THE BIG ROAD RACE... colors and fun
 The Berenstain BEARS™ ON THE JOB... think about careers

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ADDITION MAGICIAN... the fun of simple math
 WHERE, OH WHERE, IS BABY BEAR... playful "hide and seek" story
 WE CAN, CAN YOU?... a book of

action words

FRIENDLY FACES... human, animal and fantasy that fascinate
 THE LITTLE RED HEN... bright, colorful classic

PUPPY ON THE FARM... animal sounds and new words

CRASH LANDING ON THE PLANET ZIRKON... magic creatures
 QUIZ YOURSELF SILLY... great fun and laughter

ASK ME A QUESTION... learn through pick and choose

DISNEY GHOST CHASERS GAME... a haunted house speaks
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And more... including additional books from the popular worlds' of Disney and Sesame Street.

Don't miss out on the magic of Texas Instruments' fun for the young.



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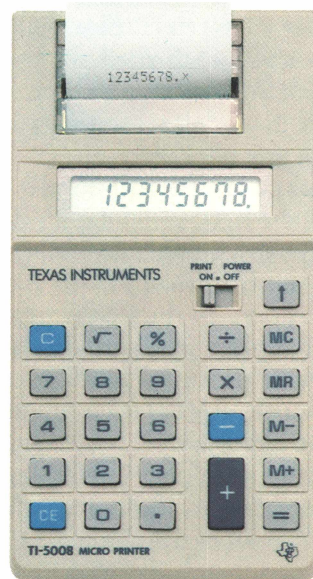
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TI-5030.

Portable desktop printing calculator that uses plain paper for convenience. A real business favorite that has no trouble commuting between office and home.

Large key size. 10-digit capacity. Uses 2¼ inch paper. Runs on batteries. Optional AC adaptor available.

Best of all, you'll be able to sell this one at a real surprise price.



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The lowest priced portable, hand-held printer/display calculator around. Compact thermal printer is high on performance. Ideal for business, home and school.

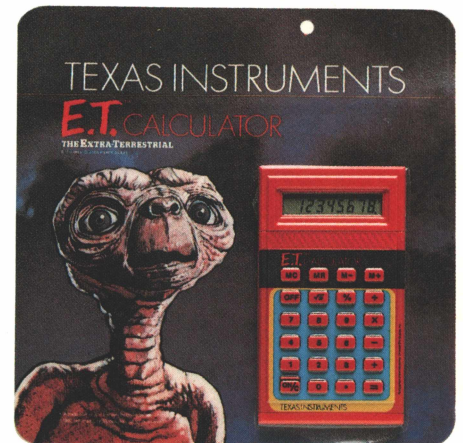
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A six function pocket-portable that helps the younger user become more at home with numbers.

Inspired by the hit movie, this slim, lightweight calculator offers down-to-earth accuracy, no matter how far from home you are. Adds. Subtracts. Multiplies. Divides. With special, separate keys for square roots and percentages, plus an automatic constant for repetitive calculations.

Makes an out-of-this-world gift.




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