

A VALUABLE FREE GIFT



FOR NEW OWNERS OF

ADAM™

THE FAMILY COMPUTER SYSTEM!

FREE 1-YEAR SUBSCRIPTION (4 ISSUES)

to "ADAM™ Family Computing" Magazine

... the official periodical that will help you get the most from your new ADAM™ Family Computer System.

Published by Scholastic Inc. 📖 First issue January, 1984.

This magazine is available on the newsstands at a cover price of \$2.50 per issue, but you can get a **FREE 1-YEAR SUBSCRIPTION** just for answering the questions in the ADAM™ Owner's Survey on the Product Registration Card and returning it to us with your name and mailing address.

FREE OFFER...1-YEAR SUBSCRIPTION to "ADAM™ Family Computing" Magazine



For just a few minutes of your time,
 Coleco will give you a FREE 1-YEAR (4 Issues)
 Subscription to "ADAM™ Family Computing" Magazine.

Published by Scholastic Inc. First issue January, 1984.

"ADAM™ Family Computing" magazine is devoted to telling you all about new applications for your ADAM™ Family Computer System and generally keeping you up to date.

Your subscription to "ADAM™ Family Computing" will let you share time-saving new programs . . . and offer valuable tips on mastering ADAM's™ exciting new games! If you want to get the most out of your ADAM™ Family Computer System, there's no better way to start than by making sure you get every issue of "ADAM™ Family Computing" magazine.

Here's just a sampling of the many topics to be covered in upcoming issues:

ADAM™ NEWS UPDATE

- News pertinent to your new Family Computer System, including advance information about new accessories for ADAM™ will be featured prominently in each issue.

FEATURE ARTICLES

- New applications for ADAM™ . . . programs in all categories:

games, learning, home/information management, etc.

- Profiles of families who own ADAM™ Family Computers . . . how they use ADAM™ to enhance family life.

SOFTWARE SUBJECTS

- Previews of programs soon to be released.
- Reviews, etc.

ENTERTAINMENT

- Sneak previews of new games soon to be available.
- Tactics and tips on how to improve video game scores.

WORD PROCESSING

- Helpful hints on easy ways to write everything from business letters and thank you notes to your own novel.

PROGRAMMING WITH ADAM™

- Programs for and from readers in all categories—games, learning, graphics, household management, business, and others.

AN OPPORTUNITY FOR YOU!

- Do you want access to a large library of inexpensive software for your ADAM™ Family Computer?
- When you develop some of your own programs, would you like to share them with other ADAM™ owners with similar interests?
- Would you like to establish mutually advantageous relationships with other ADAM™ owners through a special ADAM™ Club?

PLEASE TELL US NOW if you want to be included!

Yes, if you have an interest in submitting your programs to an ADAM™ Software Exchange, answer questions 23 and 24 in the colored box on the following page and we'll make sure you're kept informed on what we are planning. It would be a great opportunity for you to expand your software library, and for you to contribute your own ideas.

PLEASE . . . Do Not Send Us Your Programs Now . . . just indicate your interest.

IMPORTANT

ADAM™ FAMILY COMPUTER SYSTEM

Product Warranty Registration Card

Today's Date _____

Name _____ Tel. No. _____
Address _____
City _____ State _____ Zip _____
Date Purchased _____
Serial # Main Console _____ Serial # Printer _____ Serial # Keyboard _____
If you purchased the ADAM™ Expansion Module #3, enter the Serial # of your ColecoVision™ Game Unit _____

ADAM™ OWNER SURVEY

Who you are and why you bought an ADAM™ Family Computer System is valuable information to Coleco. If you will take the time to check off your answers to the questions in this brief consumer survey, we will thank you with the special FREE MAGAZINE SUBSCRIPTION OFFER described in this brochure.

1. Where purchased:

- | | |
|--------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| (1) <input type="checkbox"/> received as gift | (7) <input type="checkbox"/> catalog showroom (Service Merchandise, Best, etc.) |
| (2) <input type="checkbox"/> department store | (8) <input type="checkbox"/> computer specialty/electronics store |
| (3) <input type="checkbox"/> drug store | (9) <input type="checkbox"/> chain toy store (Toys 'R Us, Child World, etc.) |
| (4) <input type="checkbox"/> TV/Hi Fi store | (10) <input type="checkbox"/> mail order |
| (5) <input type="checkbox"/> discount store | (11) <input type="checkbox"/> other _____ |
| (6) <input type="checkbox"/> mass merchandise store (J.C. Penney, Sears, etc.) | |

2. Please rank the 5 most important factors in your decision to get an ADAM™ computer system, or ADAM™ Expansion Module #3. 1 is the most important, 2 is the 2nd most important, etc.

- | | |
|------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| (a) <input type="checkbox"/> hands-on experience with ADAM™ | (k) <input type="checkbox"/> keyboard quality |
| (b) <input type="checkbox"/> school experience with ADAM™ | (l) <input type="checkbox"/> CP/M™ compatible operating system |
| (c) <input type="checkbox"/> price/value | (m) <input type="checkbox"/> has 80K of RAM memory |
| (d) <input type="checkbox"/> ColecoVision™'s reputation, or your experience with ColecoVision™ | (n) <input type="checkbox"/> has daisy wheel letter quality printer |
| (e) <input type="checkbox"/> can run the software I want | (o) <input type="checkbox"/> easier to use than most home computers |
| (f) <input type="checkbox"/> plays ColecoVision™ games | (p) <input type="checkbox"/> other _____ |
| (g) <input type="checkbox"/> comes complete | |
| (h) <input type="checkbox"/> can do word processing | |
| (i) <input type="checkbox"/> can hold up to 250 pages of text on digital data drive | |
| (j) <input type="checkbox"/> runs AppleSoft compatible BASIC | |

3. Who paid for ADAM™? (1) ☐ individual (2) ☐ business (3) ☐ school

4. Purchaser sex ☐ male ☐ female Purchaser age _____

5. Married: ☐ yes ☐ no

6. Children: (1) sex ☐ male ☐ female age _____ (2) sex ☐ male ☐ female age _____ (3) sex ☐ male ☐ female age _____ (4) sex ☐ male ☐ female age _____

7. Do you have another home computer? ☐ yes ☐ no

8. If yes, which brand?

- | | | |
|------------------------------------------------------|------------------------------------------|---------------------------------------------|
| (1) <input type="checkbox"/> Texas Instruments, Inc. | (3) <input type="checkbox"/> ATARI® | (5) <input type="checkbox"/> Timex Sinclair |
| (2) <input type="checkbox"/> Radio Shack® | (4) <input type="checkbox"/> IBM® | (6) <input type="checkbox"/> Commodore™ |
| | (7) <input type="checkbox"/> Other _____ | |

9. Family income

- | | |
|---------------------------------------------------|---------------------------------------------------|
| (1) <input type="checkbox"/> under \$15,000 | (5) <input type="checkbox"/> \$30,001 to \$35,000 |
| (2) <input type="checkbox"/> \$15,001 to \$20,000 | (6) <input type="checkbox"/> \$35,001 to \$40,000 |
| (3) <input type="checkbox"/> \$20,001 to \$25,000 | (7) <input type="checkbox"/> \$40,001 to \$45,000 |
| (4) <input type="checkbox"/> \$25,001 to \$30,000 | (8) <input type="checkbox"/> \$45,001 to \$50,000 |
| | (9) <input type="checkbox"/> over \$50,000 |

10. Are you: (1) ☐ purchaser (2) ☐ main user (3) ☐ both (4) ☐ other _____

11. How many additional software programs and cartridges were purchased for ADAM™? Digital Data Pack Programs _____ Cartridges _____

12. Which other computers did you seriously consider buying?

- | | |
|---------------------------------------------------------------|--------------------------------------------------|
| (1) <input type="checkbox"/> Apple | (7) <input type="checkbox"/> Radio Shack TRS-80® |
| (2) <input type="checkbox"/> Texas Instruments, Inc. | (8) <input type="checkbox"/> Commodore VIC 20™ |
| (3) <input type="checkbox"/> Timex Sinclair | (9) <input type="checkbox"/> Commodore 64™ |
| (4) <input type="checkbox"/> ATARI® 400/600 | (10) <input type="checkbox"/> IBM® |
| (5) <input type="checkbox"/> ATARI® 800/1200/1400/1450 | (11) <input type="checkbox"/> other _____ |
| (6) <input type="checkbox"/> Radio Shack Color or Microcolor® | |

13. Where do you intend to locate the ADAM™ when using it?

- | | |
|--------------------------------------------------------|--------------------------------------------------------------|
| (1) <input type="checkbox"/> at the office | (7) <input type="checkbox"/> children's bedroom |
| (2) <input type="checkbox"/> in the office in the home | (8) <input type="checkbox"/> take between home and office |
| (3) <input type="checkbox"/> living room | (9) <input type="checkbox"/> spare/guest room |
| (4) <input type="checkbox"/> den | (10) <input type="checkbox"/> move between rooms in the home |
| (5) <input type="checkbox"/> kitchen | (11) <input type="checkbox"/> Other _____ |
| (6) <input type="checkbox"/> master bedroom | |

14. Did you or do you intend to purchase an additional TV to use with ADAM™?

- (1) ☐ no (2) ☐ yes I bought a TV (3) ☐ yes I intend to purchase a TV

15. If yes, is the TV: ☐ Color ☐ Black & White

16. Any members of household (including yourself) have previous experience with personal computers? (Check off appropriate boxes)

	(A) Male Head of Household	(B) Female Head of Household	(C) Other Male Adult	(D) Other Female Adult	(E) Specify Sex <input type="checkbox"/> M <input type="checkbox"/> F Age _____	(F) Specify Sex <input type="checkbox"/> M <input type="checkbox"/> F Age _____
--	----------------------------	------------------------------	----------------------	------------------------	---------------------------------------------------------------------------------	---------------------------------------------------------------------------------

- | | | | | | | |
|---------------------------------------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| (1) No knowledge | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (2) Little knowledge | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (3) Researched information about computers (reading, talking, etc.) | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (4) Hands-on Experience | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| (5) Formal Instruction | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

17. Where have you seen or heard about ADAM™? Check as many as appropriate.

- | | |
|------------------------------------------------|----------------------------------------------------|
| (1) <input type="checkbox"/> TV commercial | (8) <input type="checkbox"/> from my children |
| (2) <input type="checkbox"/> newspaper ad | (9) <input type="checkbox"/> saw in store |
| (3) <input type="checkbox"/> magazine ad | (10) <input type="checkbox"/> read book |
| (4) <input type="checkbox"/> magazine article | (11) <input type="checkbox"/> at a computer course |
| (5) <input type="checkbox"/> brochure | (12) <input type="checkbox"/> from a teacher |
| (6) <input type="checkbox"/> at friend's house | (13) <input type="checkbox"/> catalog |
| (7) <input type="checkbox"/> friend told you | (14) <input type="checkbox"/> Other _____ |

18. Would you please rate your top 5 planned uses for the computer, 1 being your top use, 2 being your second use, etc.

- | | |
|------------------------------------------------------------------|----------------------------------------------------------------------------------|
| (a) <input type="checkbox"/> small business | (k) <input type="checkbox"/> professional productivity tool at home or in office |
| (b) <input type="checkbox"/> learning about computers | (l) <input type="checkbox"/> home management or budgeting |
| (c) <input type="checkbox"/> word processing/typing | (m) <input type="checkbox"/> programming |
| (d) <input type="checkbox"/> supplement or help with school work | (n) <input type="checkbox"/> use as a terminal for remote computer |
| (e) <input type="checkbox"/> education—pre-school | (o) <input type="checkbox"/> entertainment (Play games) |
| (f) <input type="checkbox"/> education—elementary school | (p) <input type="checkbox"/> mailing lists and form letters |
| (g) <input type="checkbox"/> education—junior high school | (q) <input type="checkbox"/> other _____ |
| (h) <input type="checkbox"/> education—high school | |
| (i) <input type="checkbox"/> education—college | |
| (j) <input type="checkbox"/> education—non-school subjects | |

19. Did ADAM™ work the first time after you set it up? ☐ Yes ☐ No

20. If no, was the problem major enough that you had to return it or send it in for servicing? ☐ Yes ☐ No

21. Were you actively considering buying an electric typewriter before you bought/received ADAM™? ☐ Yes ☐ No

22. Which of the following accessories for ADAM™ are you likely to buy in the next six months?

- | | |
|---------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| (1) <input type="checkbox"/> Roller Controller | (10) <input type="checkbox"/> Centronics or Epson Parallel Standard Interface for Printer |
| (2) <input type="checkbox"/> Super Action™ Controller | (11) <input type="checkbox"/> Dot Matrix Graphics Printer |
| (3) <input type="checkbox"/> Racing/Driving Module (Expansion Module #2) | (12) <input type="checkbox"/> 80 Column converter (need monitor) |
| (4) <input type="checkbox"/> ATARI® 2600 VCS game adapter (Expansion Module #1) | (13) <input type="checkbox"/> Telephone Modem |
| (5) <input type="checkbox"/> Touch Graphics Tablet | (14) <input type="checkbox"/> Floppy Disc Drive |
| (6) <input type="checkbox"/> Extra Digital Data Drive | (15) <input type="checkbox"/> Graphic Plotter |
| (7) <input type="checkbox"/> 64K RAM Memory Expansion Module | (16) <input type="checkbox"/> Speech Output Device |
| (8) <input type="checkbox"/> Clock/Calendar Card | (17) <input type="checkbox"/> Speech Recognition Device |
| (9) <input type="checkbox"/> RS-232 Industry Standard Serial Interface | (18) <input type="checkbox"/> Other _____ |

23. Do you have any program you have written that you would like to submit to a software exchange for publication? ☐ Yes ☐ No

24. Would you have an interest in joining a Software Exchange where you can swap or purchase programs others have contributed? ☐ Yes ☐ No

25. Do you own a video game? ☐ Yes ☐ No

26. If yes, which brand?

- | | |
|---------------------------------------------|------------------------------------------|
| (1) <input type="checkbox"/> ColecoVision™ | (4) <input type="checkbox"/> Odyssey™ |
| (2) <input type="checkbox"/> Intellivision® | (5) <input type="checkbox"/> Other _____ |
| (3) <input type="checkbox"/> Atari® | |

If you own a ColecoVision™ Video game and purchased ADAM™ Expansion Module #3, please answer these questions.

27. How many months have you owned your ColecoVision™?

28. How many cartridges do you have for your ColecoVision™?

29. Do you have these accessories for your ColecoVision™?

- | | |
|--------------------------------------------|----------------------------------------------------------|
| Expansion Module 1—Atari® 2600 VCS Adapter | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Expansion Module 2—Racing/Driving | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Super Action™ Controller | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Roller Controller | <input type="checkbox"/> Yes <input type="checkbox"/> No |

30. When you bought your ColecoVision™, did you think you would buy the computer expansion module? ☐ Yes ☐ No

Please write any comments on ADAM™ _____

HOW TO RETURN THIS ENVELOPE

After answering the questions and filling in your name and mailing address, tear along perforation, fold, seal, and drop card in the mail. Coleco has prepaid the postage for you.

Apple is a registered trademark of Apple Computer, Inc.



NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES



06534-0426

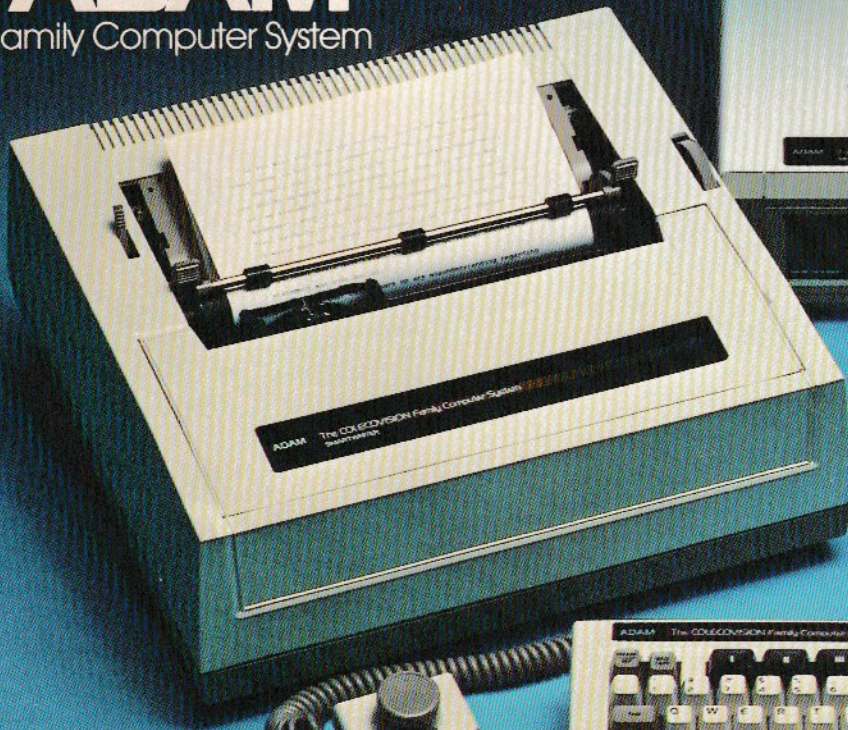
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P.O. Box 9426
New Haven, CT

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Family Computer System



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ADAMTM

