



SEP 21 1993

COLECO CORPORATE CENTER

FOR IMMEDIATE RELEASE

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COLECO
HOLDS
PREMIERE SHOWING
OF ADAM

Hartford, CT - Coleco Industries, Inc., has introduced ADAM - the ColecoVision Family Computer System. Positioned as the first, complete, single package family computer that includes all necessary hardware and software, ADAM will be available at a price point far below competitive products.

"ADAM is the family computer that the mass market has been waiting for," says Arnold C. Greenberg, President of Coleco. "With its matched, networked components, integrated and interactive software, easy operation and affordable price, ADAM is the answer to all the consumer's needs."

ADAM is comprised of an 80K RAM Memory Console with a built-in digital data pack drive; a professional quality stepped and sculptured keyboard with 75 full travel keys; and a letter quality, daisy wheel printer. The SmartWriter word processing program is built into the system. Also included are two digital data packs - Smart BASIC (which is Applesoft source code compatible) and Super Game Pack - Buck Rogers-The Planet of Zoom. ADAM will retail for under \$600.

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ADAM is available in two models - as the self-contained ColecoVision Family Computer System and also as an expansion module for the ColecoVision video game system. Both do the same thing. ADAM - the ColecoVision Family Computer Module will retail at approximately \$400.

Commenting on the ADAM system, Al Kahn, Senior Vice President - Marketing at Coleco, indicates that "In developing ADAM, we focused on one simple premise: computers should think like humans. Humans should not have to think like computers. And so, ADAM was designed to interact with the user, in words and graphics the user can readily understand."

ADAM was designed to satisfy in a unique way the expressed needs of the consumer - entertainment, information management and education. The system is capable of accepting all ColecoVision video game cartridges and all ColecoVision expansion modules, as well as the new Super Game Packs, which offer superior graphic resolution and involving game action.

A variety of software, designed to make early learning fun and to make household planning and financial management easy will also be available. And since ADAM is CP/M compatible, Coleco will provide the most popular CP/M programs on digital data packs.

"Never before have humans and computers been able to interact in such an easy and satisfying way," states Kahn. "ADAM marks the beginning of a whole new computer era."

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