



FOR IMMEDIATE RELEASE
January 6, 1984

COLECO CORPORATE CENTER

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COLECO INTRODUCES
ADAM
HARDWARE PERIPHERALS

Las Vegas, Nevada - Coleco Industries, Inc., is introducing several new hardware peripherals that further expand the powers of ADAM - the ColecoVision Family Computer System. Designed for integration into the existing ADAM network, the peripherals are easy to install and operate, practical, and affordable.

•Coleco is providing an additional Digital Data Drive, which can be installed in the front of the ADAM memory console next to the resident Digital Data Drive. By utilizing both drives, users can store up to 500K bytes of information on two digital data packs. The addition of this drive also allows the user to load a program on one drive and store information on the other, make back-up files easily, and conveniently access stored information on two digital data packs.

•Also available is the new 5 1/4" Disk Drive which utilizes double-sided, double-density 5 1/4" floppy disks that store up to 360K bytes of information. The 5 1/4" Disk Drive works with ADAM's built-in word processing program as well as all of ADAM's software which will also be available on the 5 1/4" floppy disk format.

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A truly versatile system, ADAM is capable of utilizing the Digital Data Drives in conjunction with the 5 1/4" Disk Drive.

•Also new is the ADAMLink 1200 Direct Connect Modem - a 1200/300 baud full duplex modem complete with the ADAMLink Telecommunications software. The modem allows users to receive and send data to information services such as CompuServe, The Source, and Dow Jones through their home phone lines. A cost effective and versatile communication tool, the modem automatically adjusts to a delivery rate of either 300 or 1200 baud. Utilizing it, the user can engage in electronic mail and electronic banking, receive weather reports, shop at home, read community bulletin boards, and receive market reports. And, as a special bonus, the user gets two free hours on ADAM On-Line - a new information service created by CompuServe specifically for ADAM owners. This service will provide them with information on new ADAM hardware and software developments, and become the basis for a users' group through which they can exchange their programming ideas.

•The powers of ADAM are also expanded with the new 64K Memory Expander. This RAM card plugs right into the ADAM Memory Console and increases the memory capacity of the system from 80K RAM to 144K RAM. With it, users can run very large programs easily.

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The 64K Memory Expander also increases the workspace of the built-in word processing program by adding 64,000 characters, or 32 additional pages of double-spaced text.

•Coleco is also offering an ADAM Accessory Kit - a convenience package that includes a variety of extra accessories. Included in the package are three replacement daisy wheels (Emphasis, Courier 72, and Pica 10); a multi-strike carbon ribbon cartridge; a blank digital data pack; and tape head cleaner with applicator.

Daisy wheels, ribbon cartridges, blank digital data packs, and blank 5 1/4" floppy disks are also sold separately.

•Another new accessory for ADAM is the SmartWRITER™ Printer Tractor Feed. This mechanism snaps onto the printer and securely holds continuous feed fanfold paper of widths up to 9 1/2". This convenience allows users to print large amounts of text without loading paper page by page.

The availability of these new hardware peripherals and accessories allows the consumer to command the powers of ADAM to meet his increasing needs. And, as ADAM's powers continue to expand, it will become even more obvious that ADAM - the complete, simple to operate, useful and affordable Family Computer System, is the only system the consumer will ever need.

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