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COLECO CORPORATE CENTER

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COLECO INTRODUCES

ADAM

Hartford, CT - Coleco Industries, Inc., has introduced ADAM, the ColecoVision Family Computer System.

ADAM will change forever the relationship that currently exists between humans and computers. Up until now, people have had to adapt to computers and spend a long time learning their language. But with ADAM, the user does not have to think like a computer. This is because ADAM interacts with the user and adjusts to the way the user thinks, using graphics and words the user can understand. ADAM has been designed so that anyone can operate it immediately with little or no training.

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

ADAM is a multi-task family computer system which has been designed for maximum efficiency and ease of operation. Its memory console, keyboard, and printer are matched components that are joined together through a unique

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networked system. ADAM actually has four computers that work together in harmony. While one component is working on one task, the other components are automatically accomplishing other tasks. These components are capable of "talking" to each other through a communication network called ADAM-Net. This method results in unusually high efficiency.

ADAM's software - Smart Software, is fully integrated. This means that all of ADAM's tools can be used together in a remarkably fast and easy way. Smart Software is also interactive - it can communicate with the user and actually prompts the user when necessary.

With its matched components communicating through the ADAM-Net method and its Smart Software operating on an efficient and effective level, ADAM stands alone as the most advanced, yet easy to use family computer.

The center of ADAM's system is the memory console, which has 80K RAM built in. Also built into the memory console is a digital data pack drive - a technological breakthrough developed by Coleco. This drive utilizes Fastransfer circuitry, which provides for the fast transmission of data - comparable in speed to that of a floppy disc, but at a much lower cost. The digital data pack drive accepts Coleco's revolutionary digital data packs - reliable, mass storage media that can store up to $\frac{1}{2}$ million (500K) bytes of information - about 250 pages of text. In addition to the digital data pack drive, the memory console is equipped with a port that accepts all ColecoVision video game cartridges. Of course, all ColecoVision expansion modules can be connected to ADAM as well. Two game controllers are included in the package for game play.

The memory console is also designed to accommodate a second, optional digital data pack drive, so that programs can be run simultaneously, or saved on digital data packs for back-up storage. Furthermore, the memory console can be expanded to 144K RAM with the addition of an optional 64K memory expander.

ADAM's keyboard has been designed as a professional quality keyboard that combines ease of use with an impressive array of features. The keyboard is stepped and sculptured for maximum efficiency. It has 75 full travel keys; a series of six color coded Smart Keys which are redefined for each new application; a series of six Control Keys which are dedicated to the word processing function; and Cursor Control Keys for easily relocating the cursor to any point on the screen. Attached to the keyboard is a ColecoVision controller, which functions as a numeric keypad for easy data entry and has a joystick for easy cursor control. This controller can be detached from the keyboard and held like a hand-held calculator - a feature which makes working with numbers particularly easy. The keyboard itself attaches to the memory console via a coiled cable and can therefore be positioned for comfort and convenience.

ADAM's letter quality printer - SmartWriter, is a bi-directional, 80 column printer, which prints at a rate of 120 words per minute. It uses a standard and interchangeable daisy wheel, so a variety of print styles are available. A multi-strike carbon ribbon is used. The printer has a 9½" wide carriage for either single sheets or continuous fan-fold paper.

ADAM comes with the SmartWriter Word Processing Program already built-in. This program requires little or no instruction. In fact, it is so easy to use that the user only has to "power up" and the SmartWriter Word Processor is on-line and ready to go. This program allows the user to type in text, then completely edit or revise it with the touch of a few keys. This is unusually easy because of a unique, cursor controlled highlighting feature. Changes are readily made - and, a series of interactive queries from the computer confirm the user's intentions before making them final. Even if the user changes his mind, he can return the text to its original state by pressing the "undo" key. With all of its options and interactive aspects, the SmartWriter Word Processing program is practically goof-proof.

ADAM is CP/M compatible. Coleco will make available, on digital data packs, the most popular of the thousands of CP/M programs available. And soon, there will be all kinds of additional ADAM Smart Software including personal planning and spread sheet. There will also be financial management with ADAM's integrated information management system (we call it the SmartFiler), and family learning programs based on Dr. Seuss, Smurf and Berenstain Bears. Forthcoming are licensed adventure games, strategy games and more licensed arcade favorites, as well as a computer literacy series.

ADAM is not only a self-contained computer system. As promised, ADAM is also available as an expansion module for the ColecoVision video game system at an approximate retail price of \$400. Both do exactly the same thing.

Either way, ADAM is the only system a family will ever need.

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