Software for the Texas Instruments TI-99/4A Home Computer.

This admaker kit will help you prepare advertising for Texas Instruments Home Computer Software. The kit contains suggested copy and reproduction line art for:

- Home Financial Decisions
- Household Budget Management
- Microsoft Multiplan
- Personal Record Keeping
- TI-Writer Word Processor
- Addition/Subtraction I
- Addition/Subtraction II
- Alien Addition
- Alligator Mix
- Beginning Grammar
- Decimals
- Demolition Division
- Division
- Early Learning Fun
- Early Reading
- Extended Basic
- Mini Memory
- Minus Mission
- Multiplication I
- Number Magic
- Plato® Interpreter
- Reading Fun
- Scholastic Speller—Level 3
- Terminal Emulator II
- Touch Typing Tutor
- Adventure
- Alpiner
- A-Maze-ing
- Car Wars
- Football
- Hunt the Wumpus
- MunchMan
- Othello
- Parsec
- The Attack
- TI Invaders
- Tombstone City: 21st Century
- Tunnels of Doom
- Video Chess

Admaker Kit

Choose from our big selection of Solid State Software™ cartridges for the TI-99/4A Home Computer.

From home management and personal finance to education to arcade-type computer games, Texas Instruments offers you a fast-growing library of Solid State Software™ cartridges with programs for everyone in the family.

We have programs to help you handle your taxes, make better investments and financial decisions, keep records, and analyze securities. The kids can learn spelling, grammar, reading, math and science. Everyone can enjoy fast-paced, exciting video games.

Come in and see our big line of Texas Instruments Solid State Software™ cartridges.

STORE IMPRINT

REPRODUCTION LINE ART
(This line art has been prepared to fit a standard newspaper column width. It may be resized moderately or surrounded by additional white space to meet specific production requirements. Excessive resizing may be detrimental to successful reproduction.)

REPRODUCTION LINE ART

(This line art has been prepared to fit a standard newspaper column width. It may be resized moderately or surrounded by additional white space to meet specific production requirements. Excessive resizing may be detrimental to successful reproduction.)

TI-99/4A Home Computer
The System. The Software.
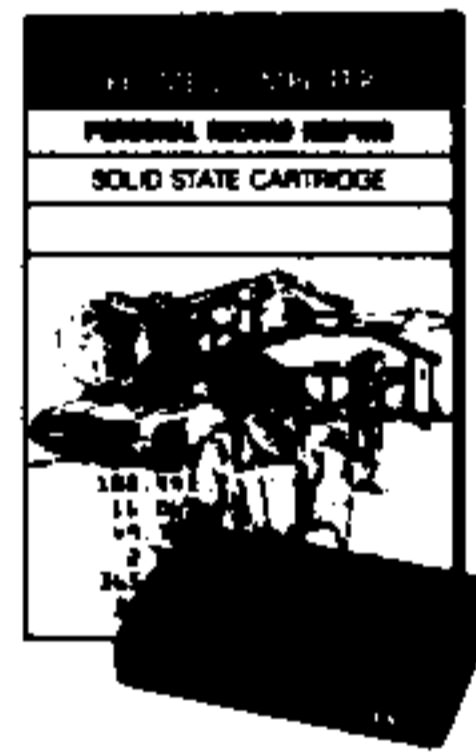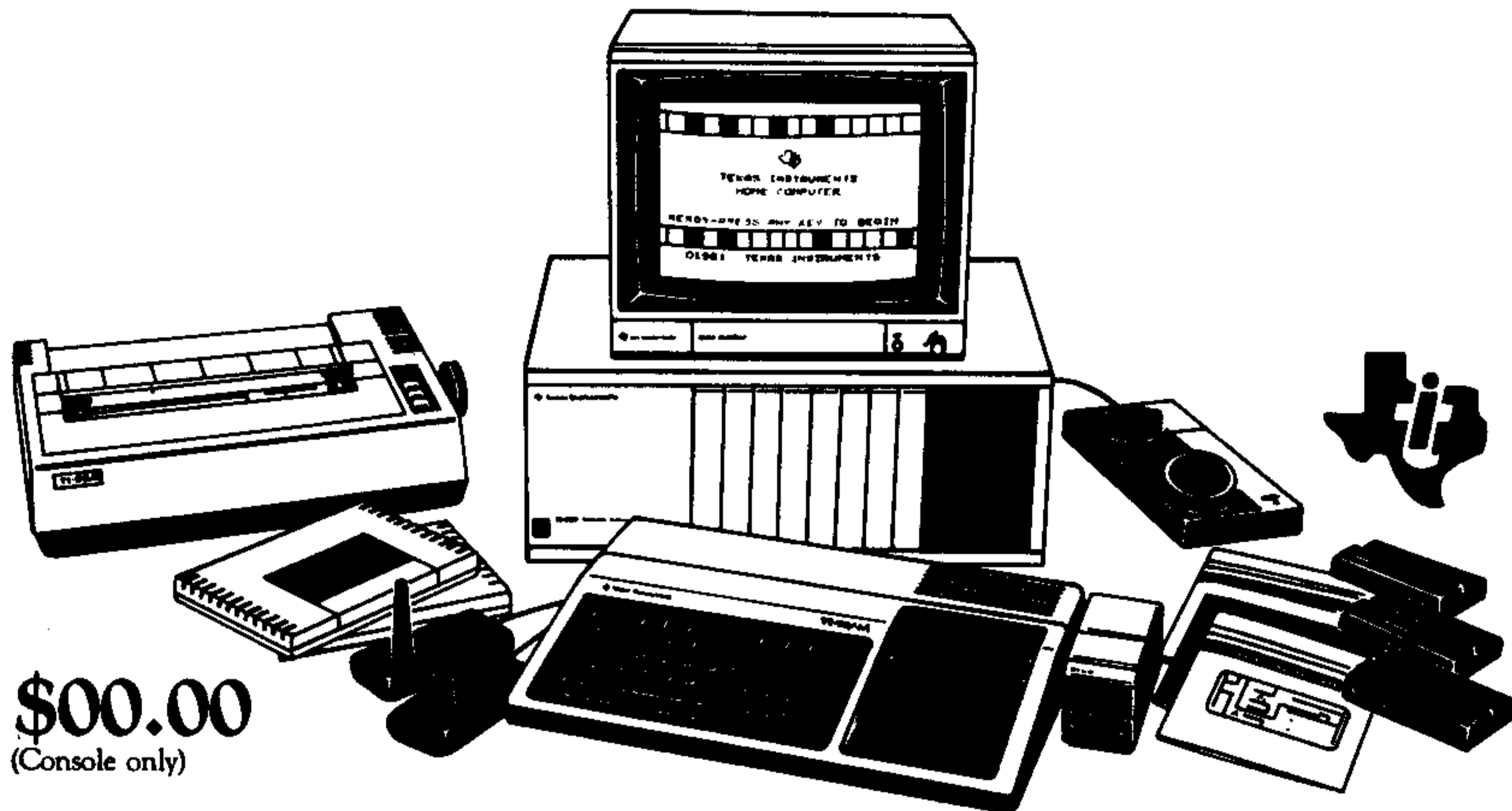
$00.00
(Console only)

Education

Programs for all ages, even preschoolers. They make learning easy, entertaining and fun. Subjects include reading, spelling, math, science and more. Programs have been developed in cooperation with some of the most respected names in American education, including Scott, Foresman; Scholastic; Addison-Wesley; Milliken; and DLM Arcademics.

TI's Home Computer.

Better to start with. Better to stay with. Better to grow with.

No other home computer in this price range gives you more features, more functions, more flexibility or more fun. Start with it. Stay with it. Grow with it.
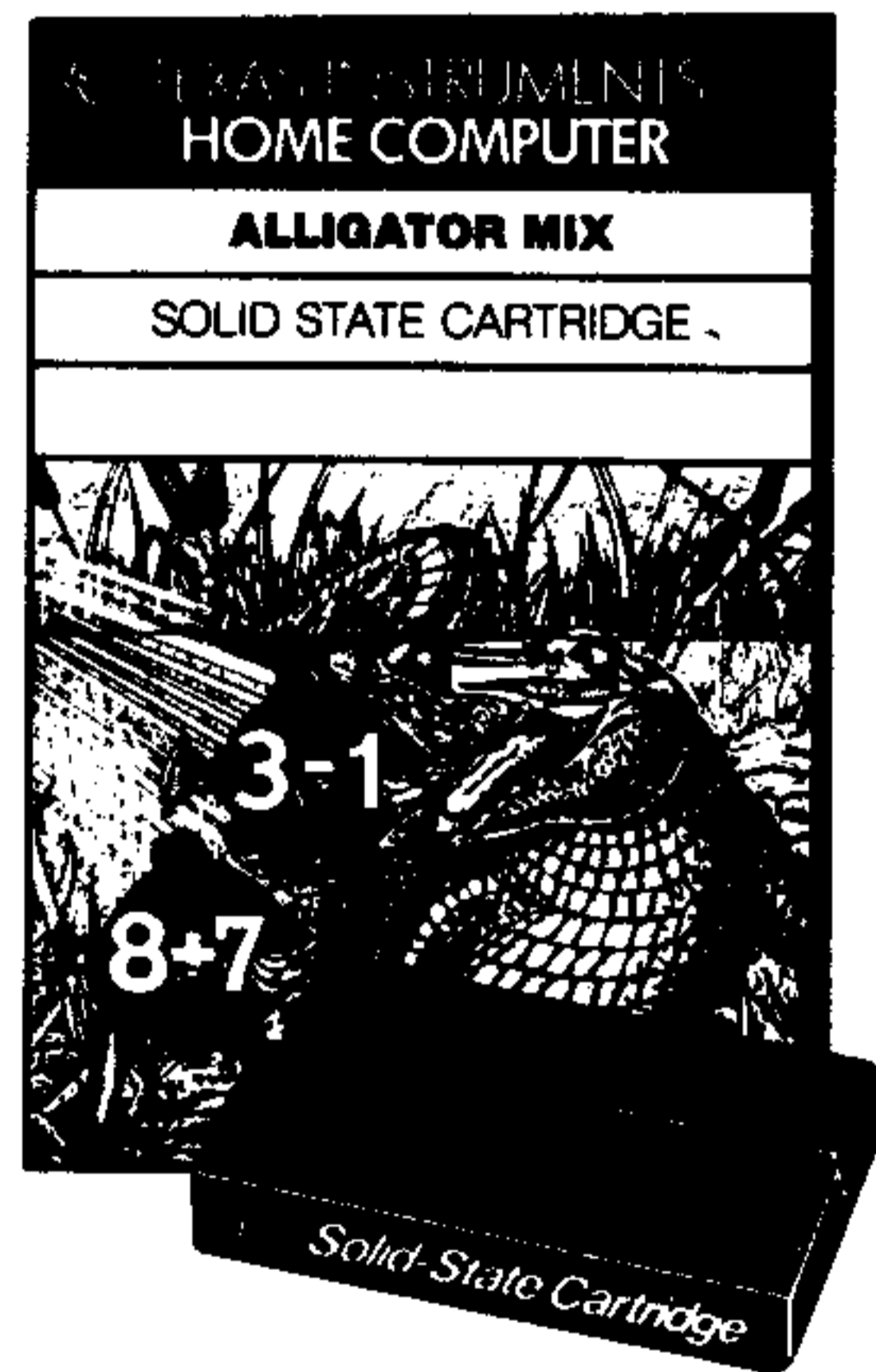
TEXAS INSTRUMENTS
HOME COMPUTER

ALLIGATOR MIX

SOLID STATE CARTRIDGE

3-1

8+7

Solid-State Cartridge

STORE IMPRINT

REPRODUCTION LINE ART

(This line art has been prepared to fit a standard newspaper column width. It may be resized moderately or surrounded by additional white space to meet specific production requirements. Excessive resizing may be detrimental to successful reproduction.)

COPY SOURCE

TI-99/4A
Home Computer Software
SUGGESTED HEADLINES

Home Management, Personal Finance, Education, Arcade-type games — all in the big Texas Instruments Home Computer software library.

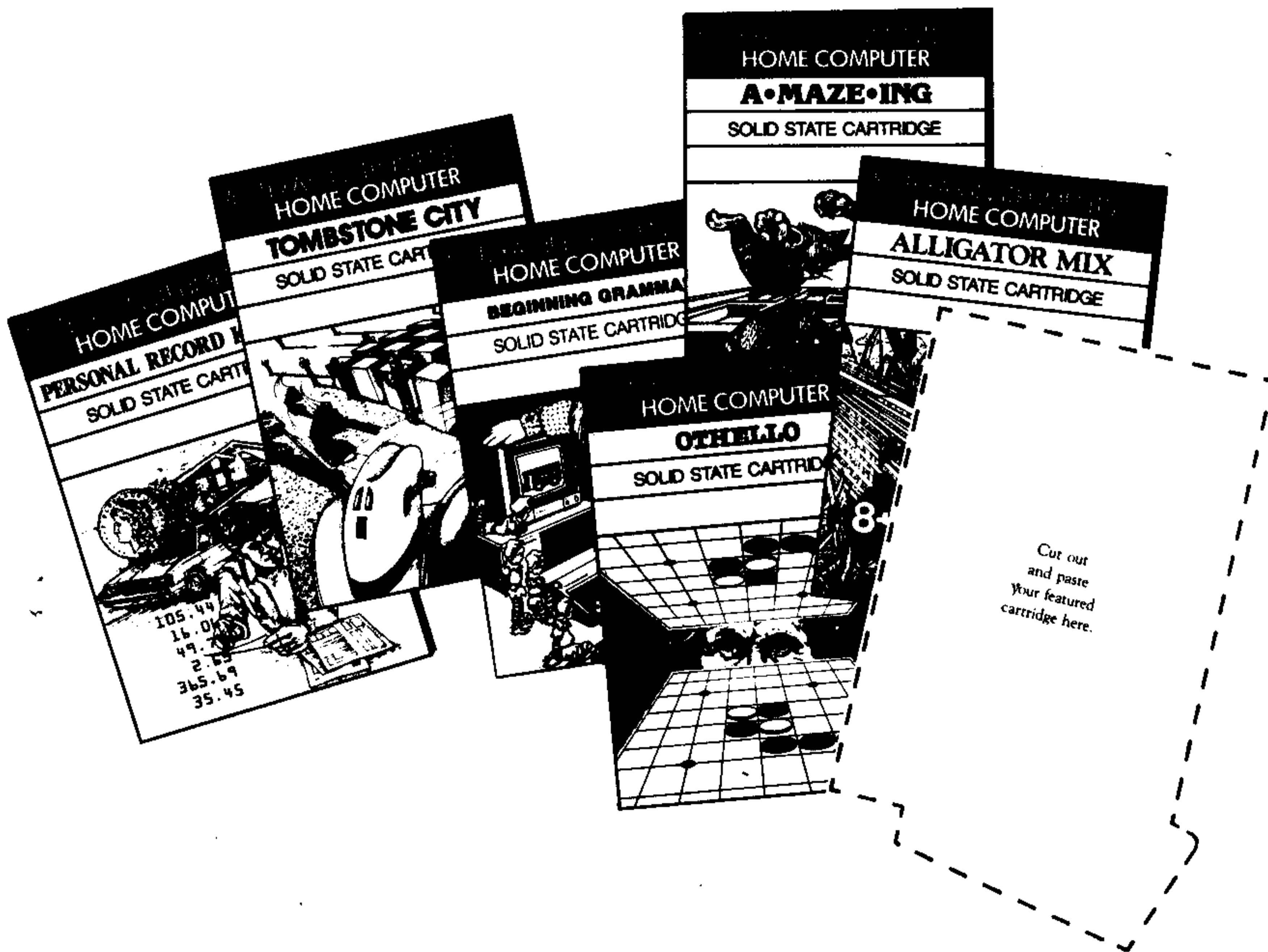Easy-to-use, plug-in software cartridges for the Texas Instruments TI-99/4A Home Computer.
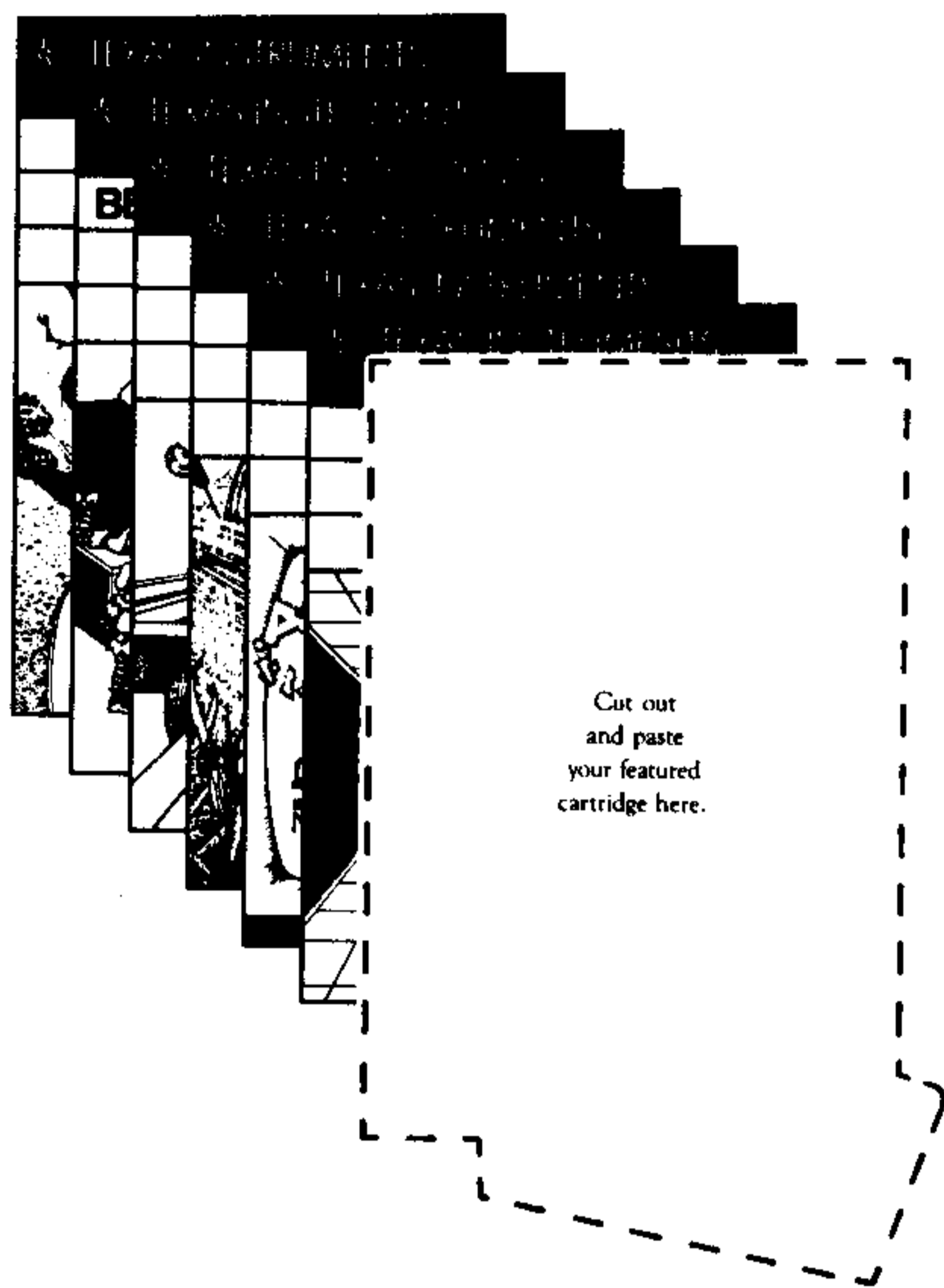
Programs for everyone in the family — come in and browse through our big library of Texas Instruments Home Computer software.

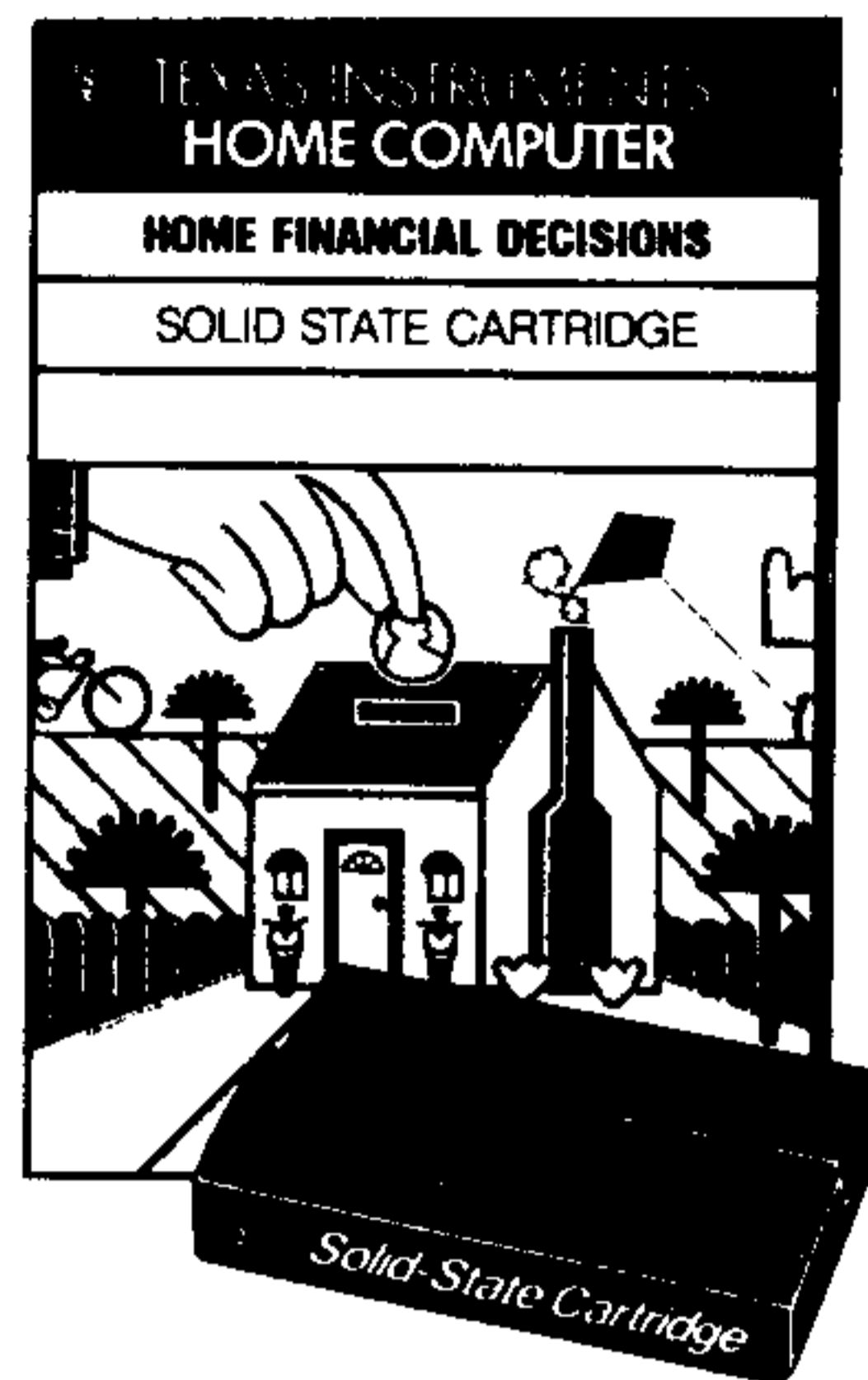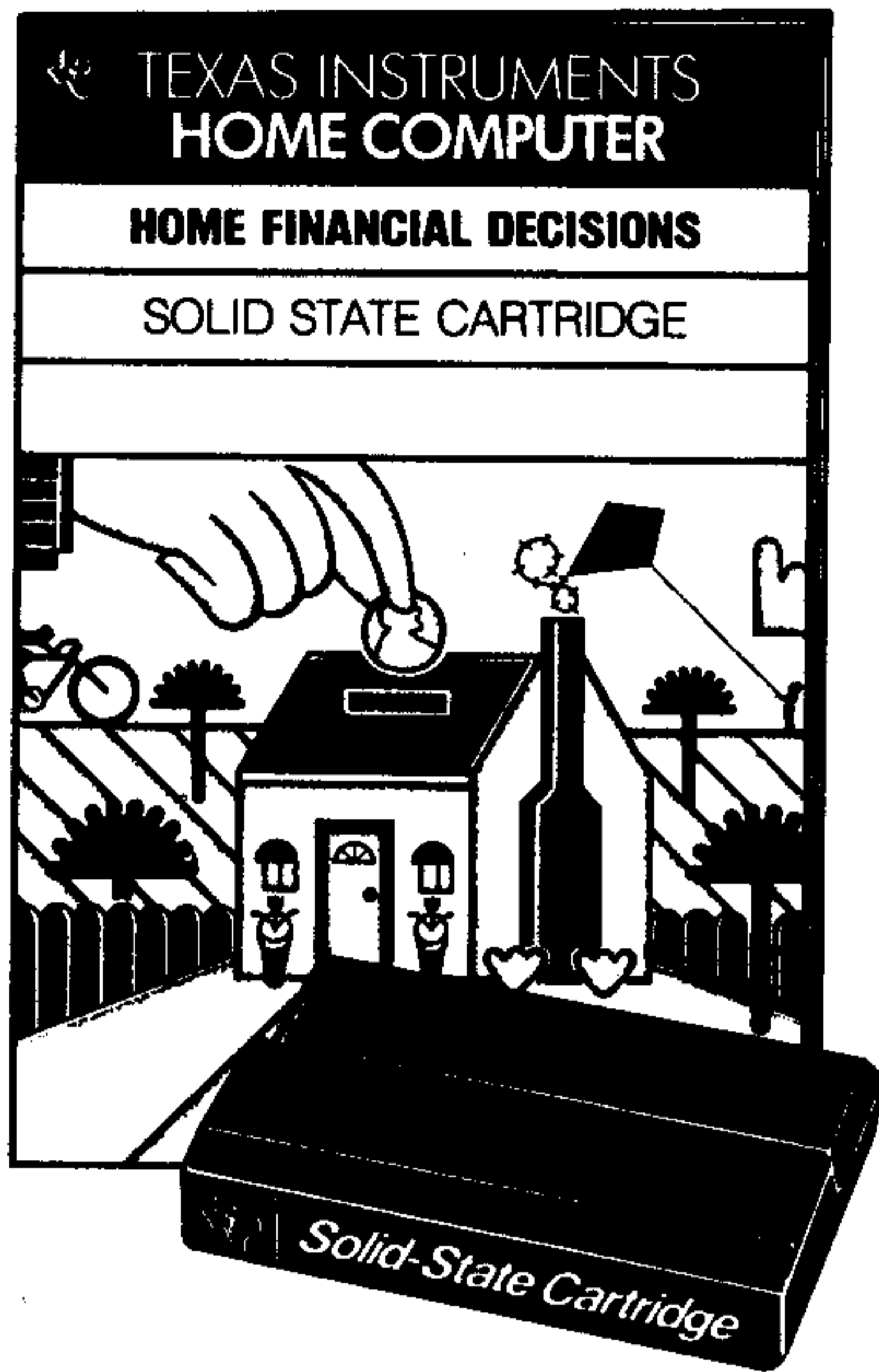**TI Home Computer Software**
SUGGESTED COPY POINTS

- TI Home Computer software is available in three easy-to-use formats: Solid State Software™ cartridges which plug directly into the computer console, disk programs which require the use of a disk memory system, and cassette programs which require a cassette tape recorder and connecting cables.

- Solid State Software™ cartridges make it easy for anyone to use the TI Home Computer, even if they've never used a computer before. Snap one in place and the program is instantly available for use, with on-screen instructions to guide you.

- A fast-growing library of more than 75 cartridges includes programs in education, home management, personal finances, exciting arcade-type games, and more.

- There are educational programs for all ages, even preschoolers. They make learning easy, entertaining, and fun. Subjects include reading, spelling, math, science, and more. Programs have been developed in cooperation with some of the most respected names in American education, including Scott, Foresman; Scholastic; Addison-Wesley; Milliken; and DLM Arcademics.

- Home management and personal finance programs cover such subjects as home financial decisions, household budget management, securities analysis, record keeping, taxes, investments, and real estate.

- An exciting array of arcade and mind-challenging games offers fun for the whole family. Parsec. Munch Man. TI Invaders. Tombstone City. Chess. Othello. Adventure — and many, many more.

REPRODUCTION LINE ART

Cut out
and paste
your featured
cartridge here.

HOME COMPUTER

A•MAZE•ING

SOLID STATE CARTRIDGE

HOME COMPUTER

TOMBSTONE CITY

SOLID STATE CART

HOME COMPUTER

ALLIGATOR MIX

SOLID STATE CARTRIDGE

HOME COMPUTER

BEGINNING GRAMMA

SOLID STATE CARTRID

HOME COMPUT

PERSONAL RECORD

SOLID STATE CART

HOME COMPUTER

OTHELLO

SOLID STATE CARTRID

105.44
16.0
49.7
2
365.69
35.45

8

Cut out
and paste
your featured
cartridge here.

Information Management

Home Financial Decisions
Helps you make informed decisions regarding general loans, home and car buying, and personal savings. Cartridge.
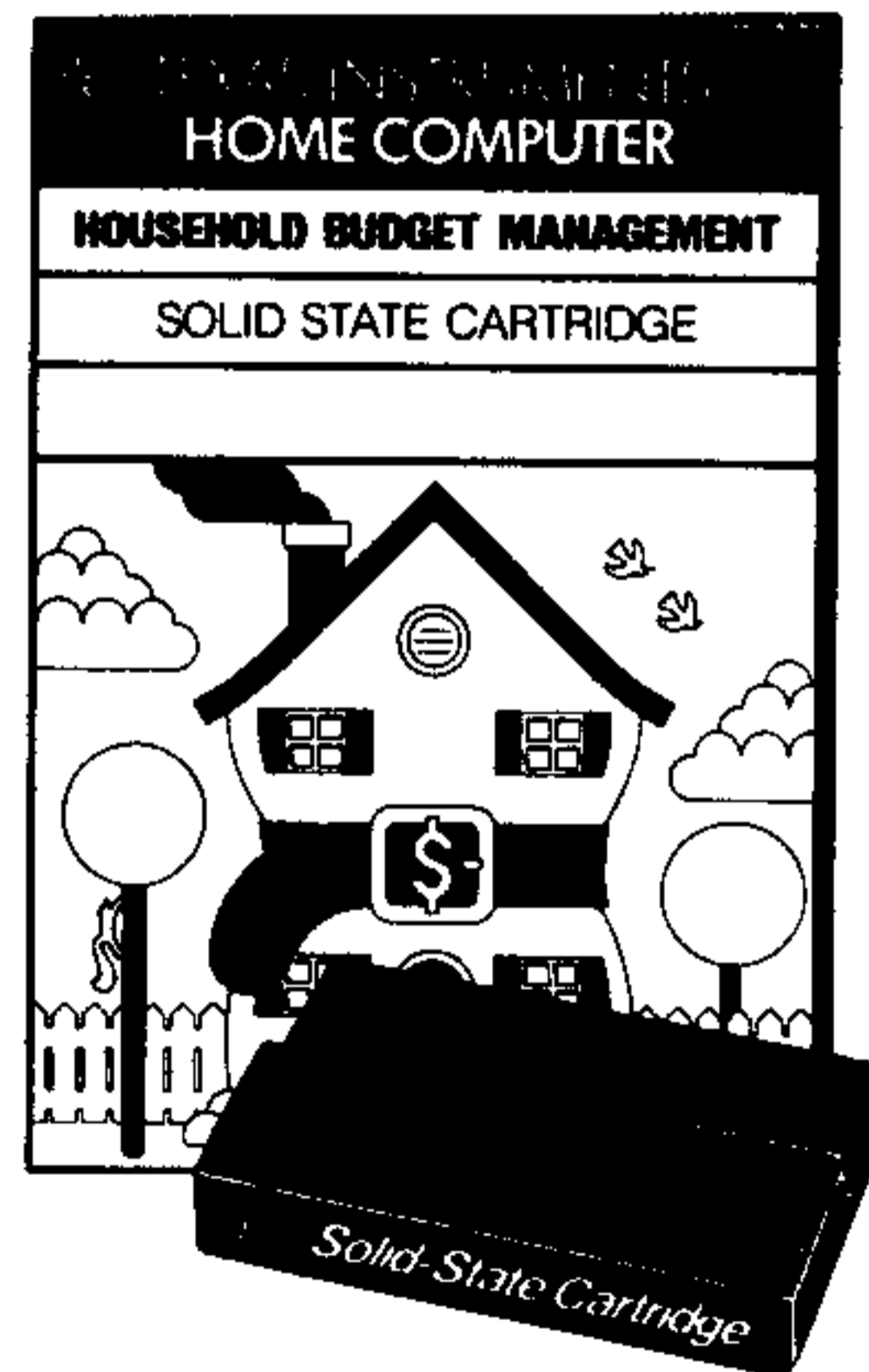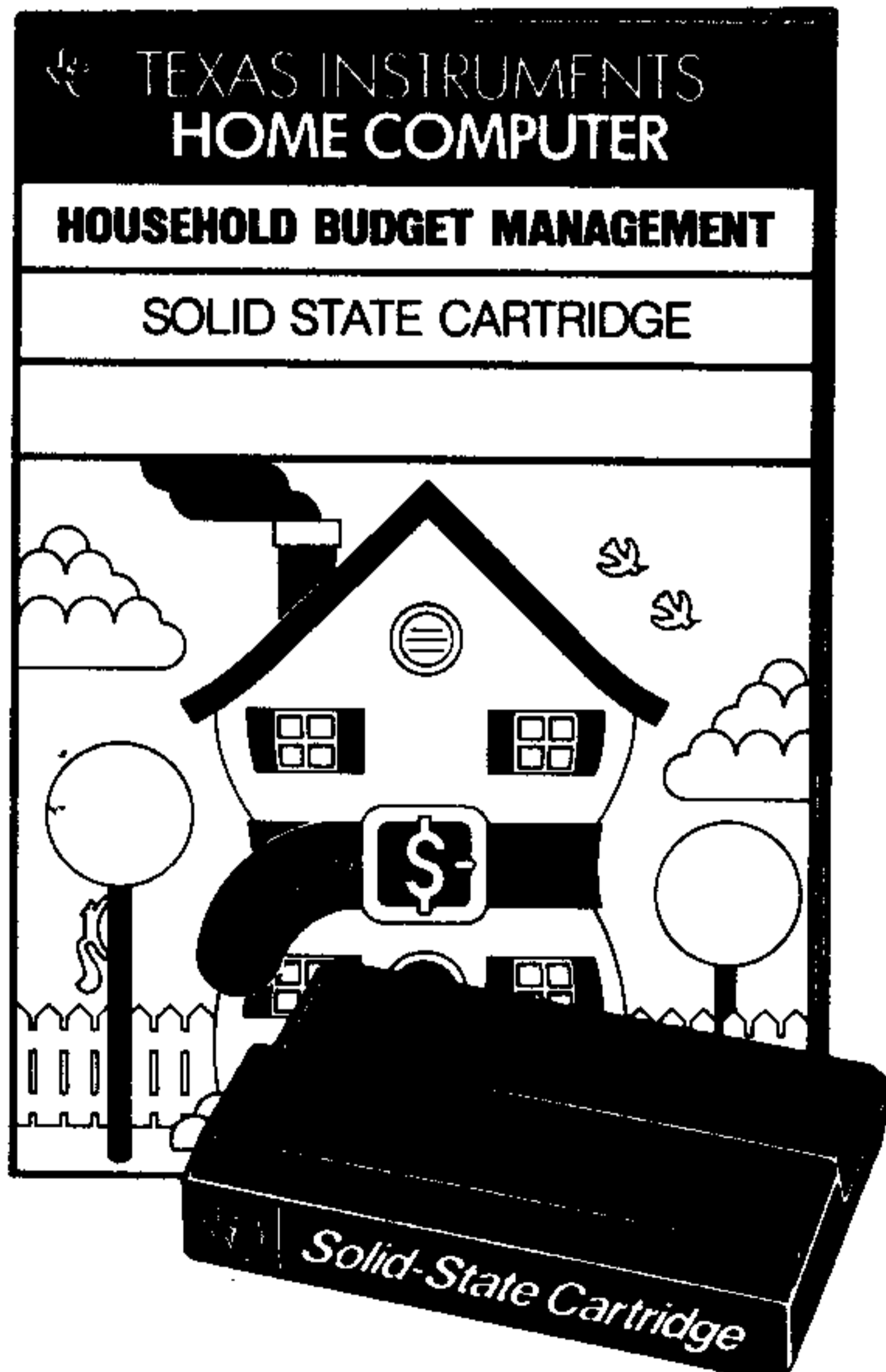
Household Budget Management
Helps set budget guidelines, track income and expenses, and keep easily accessible records. Cassette or Disk Data storage system required. Cartridge.

Microsoft* Multiplan
Second-generation electronic worksheet with many advanced features and built-in ease of use. Requires disk drive and controller, and 32K Memory Expansion Unit. 99/4A only. Printer and RS-232 Interface recommended. Cartridge and Disk.

*Microsoft and Multiplan are trademarks of Microsoft Corporation.

Personal Record Keeping
Create a computer-based filing system—home inventory, car maintenance records, medical and dental records, etc. Cassette or Disk Data storage system recommended. Cartridge.
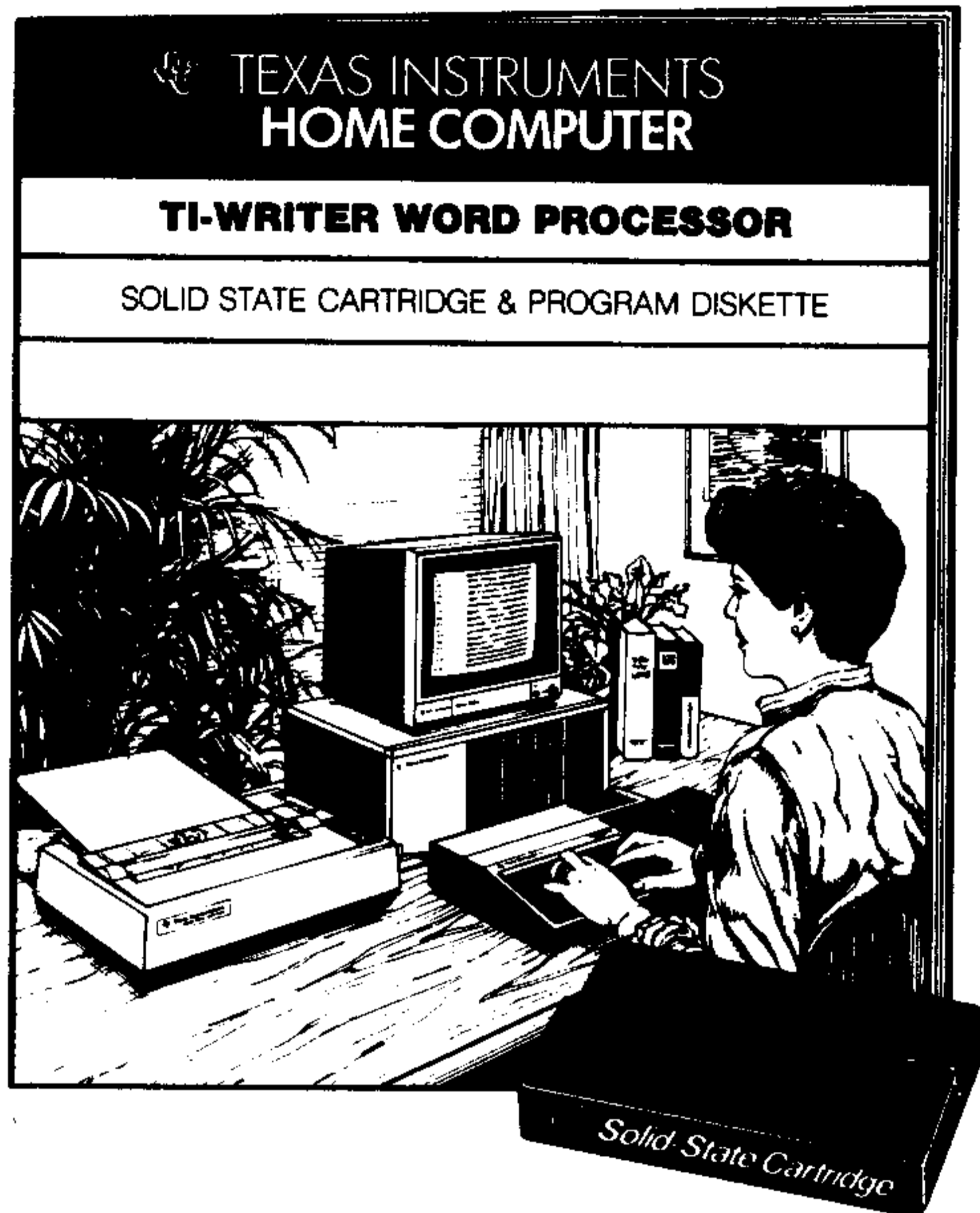
TI Writer
Word processing system exclusively for the TI-99/4A. Provides many features of word processors costing much more. Requires disk drive and controller, 32K Memory Expansion Unit, Printer and RS-232 Interface. 99/4A only.
Cartridge and Disk.

Education

TEXAS INSTRUMENTS
HOME COMPUTER
ADDITION & SUBTRACTION 1
SOLID STATE CARTRIDGE

PLUS MINUS

Solid-State Cartridge

TEXAS INSTRUMENTS
HOME COMPUTER
ADDITION & SUBTRACTION 1
SOLID STATE CARTRIDGE

PLUS MINUS

Solid-State Cartridge
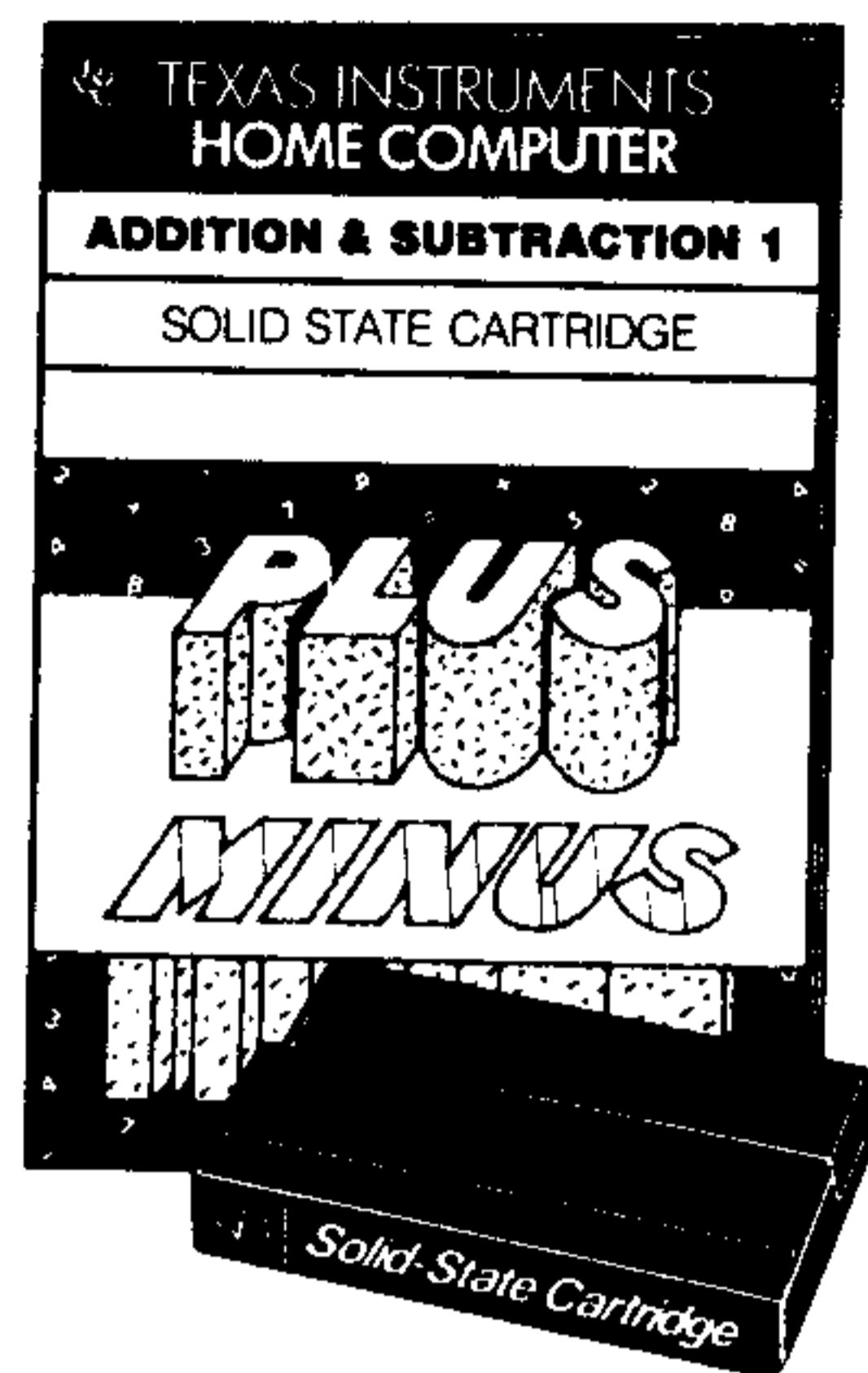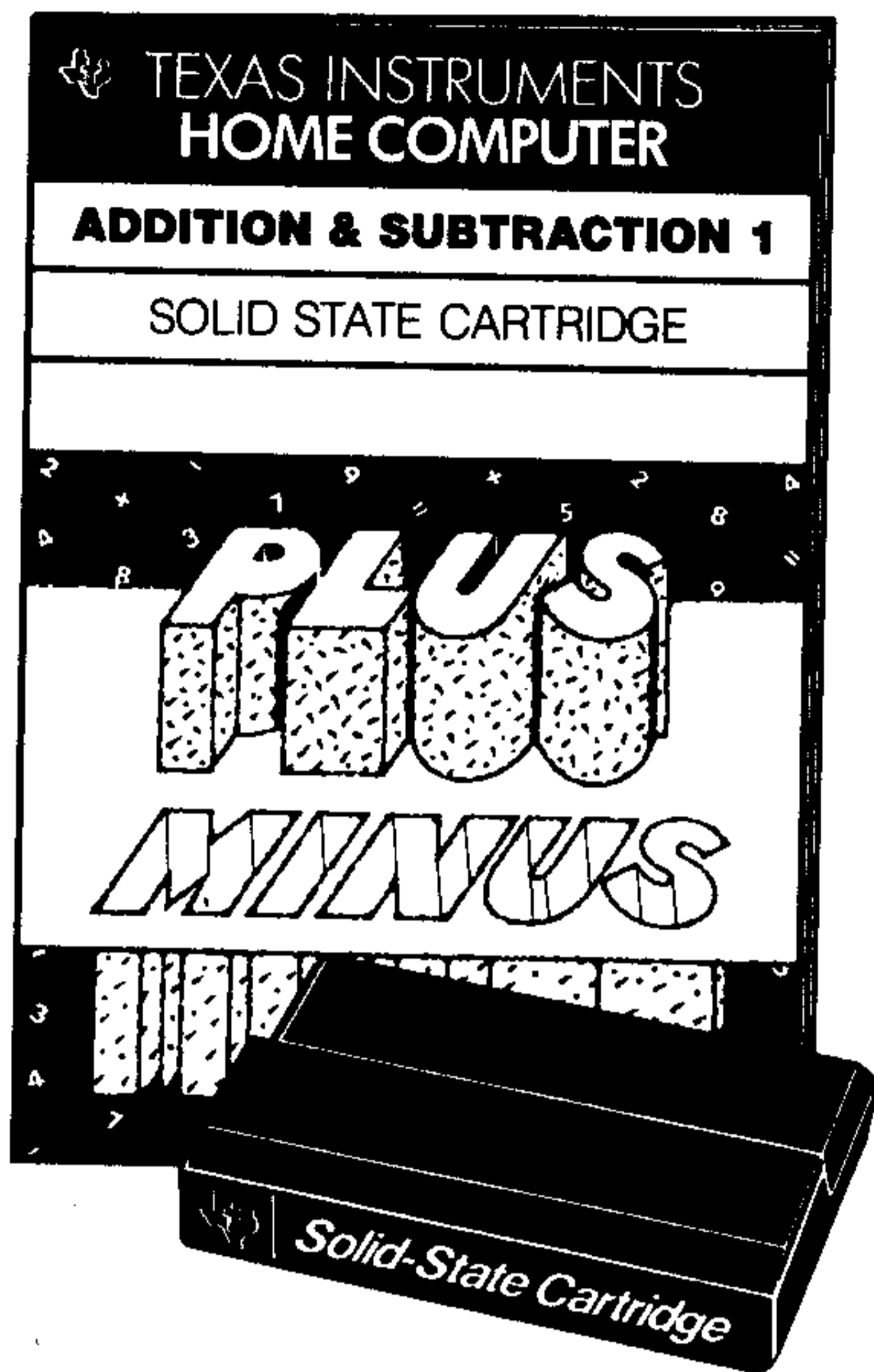
Addition/Subtraction 1
Teaches basic arithmetic skills and provides drills
for reinforcement. Grade level 1. Speech Syn-
thesizer recommended. Cartridge.

TEXAS INSTRUMENTS
HOME COMPUTER
ADDITION & SUBTRACTION 2
SOLID STATE CARTRIDGE

Solid-State Cartridge

TEXAS INSTRUMENTS
HOME COMPUTER
ADDITION & SUBTRACTION 2
SOLID STATE CARTRIDGE

Solid-State Cartridge
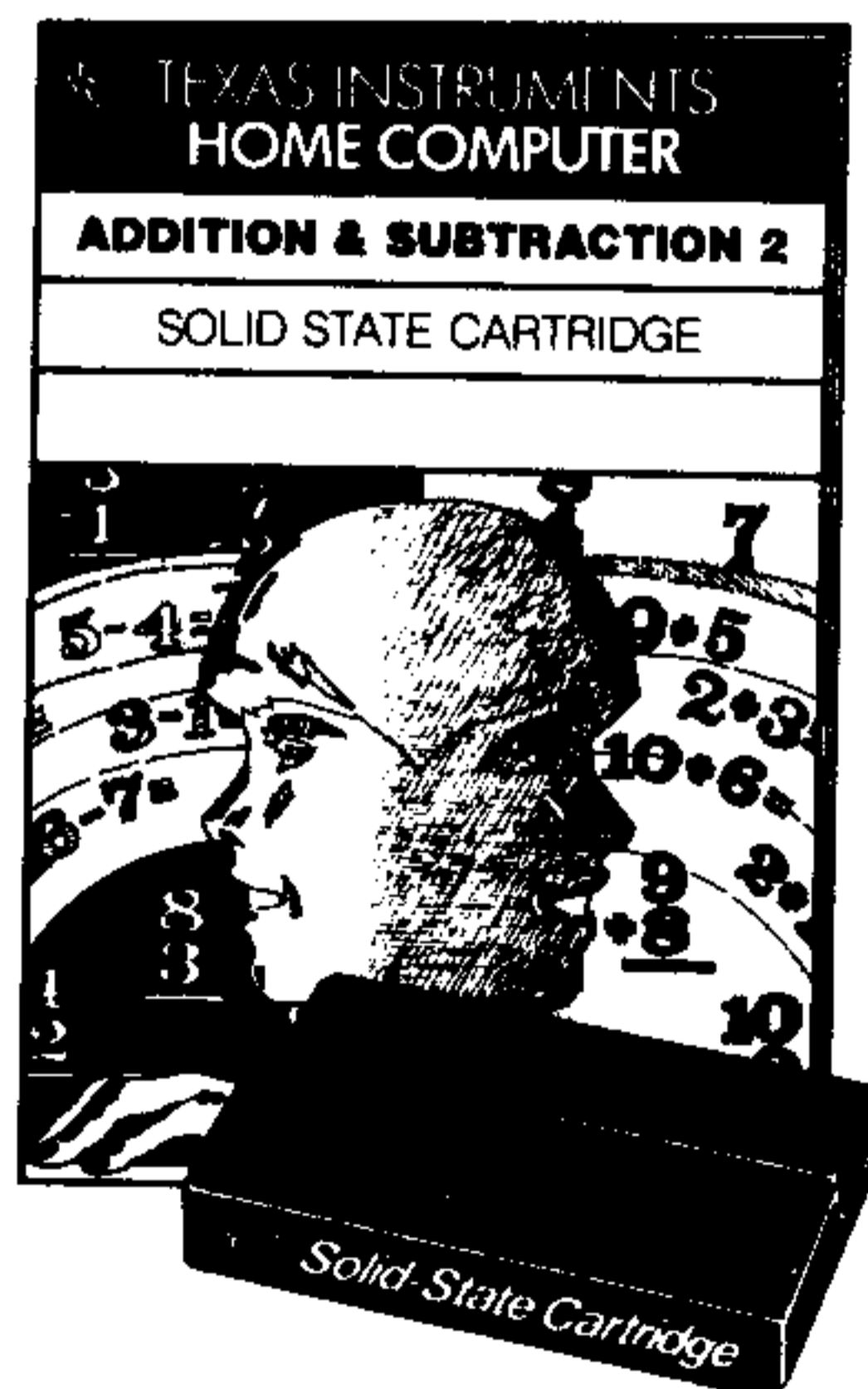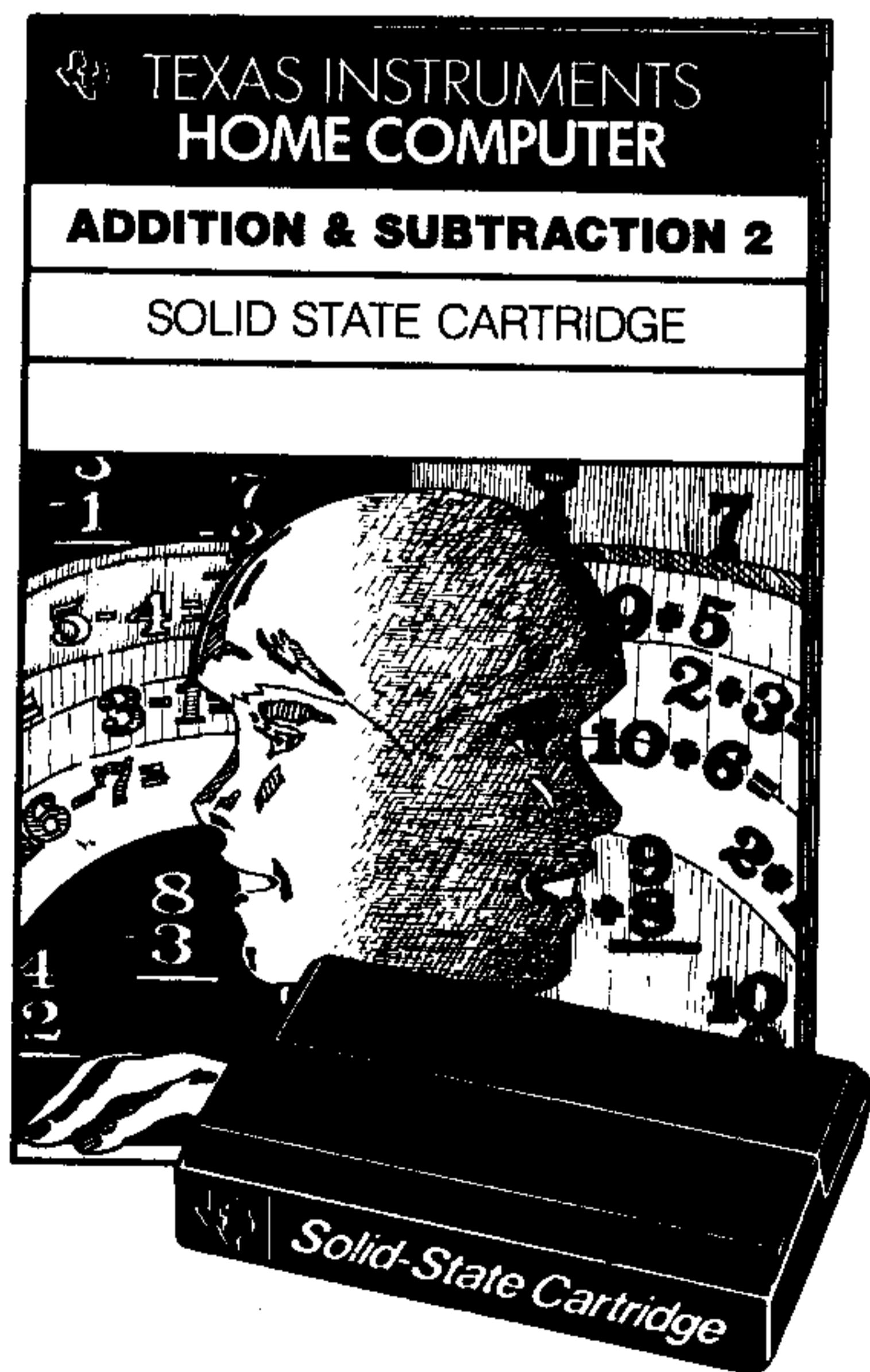
Addition/Subtraction 2 (Speech)
More difficult problems and techniques than
found in Addition/Subtraction 1. Grade levels
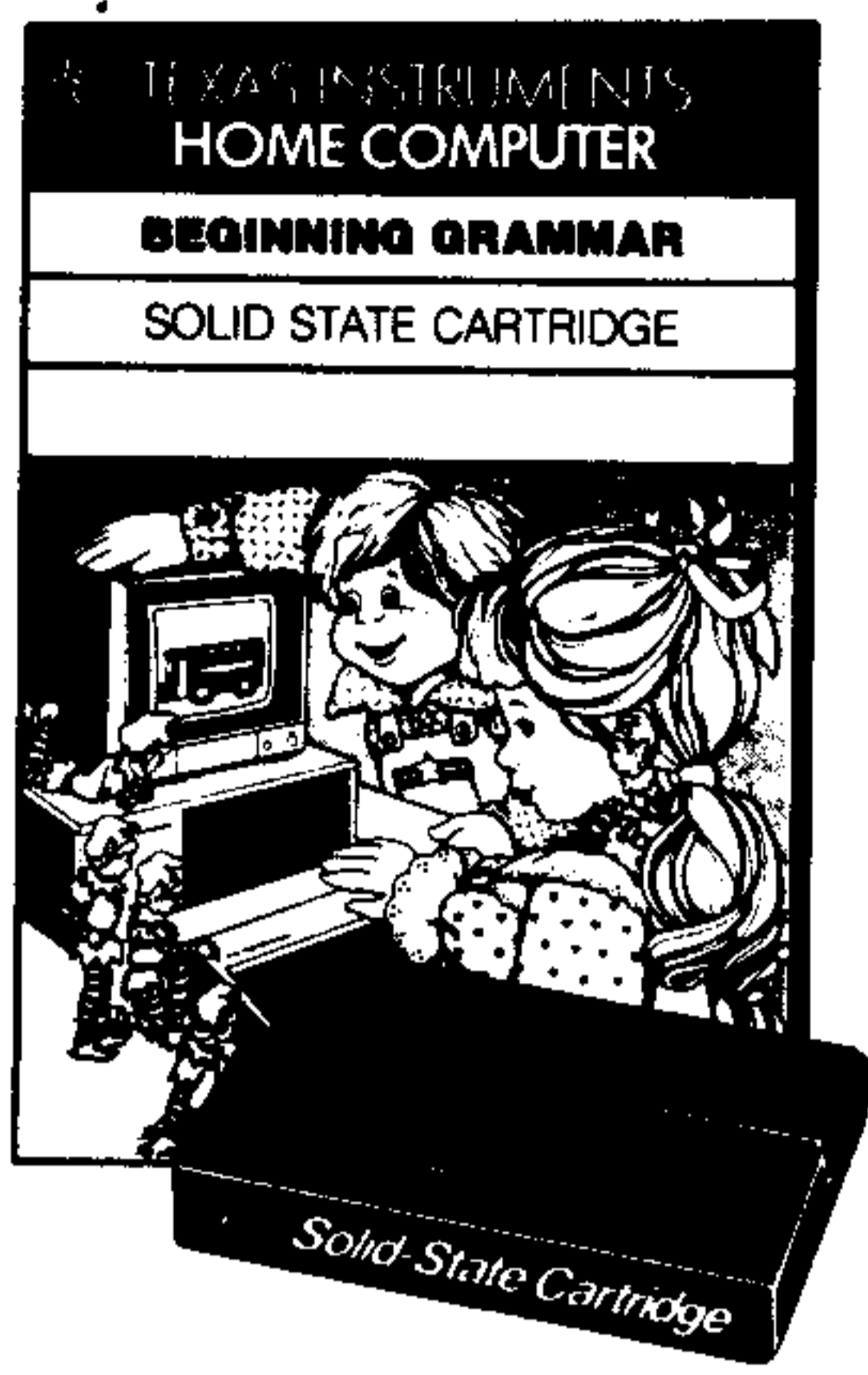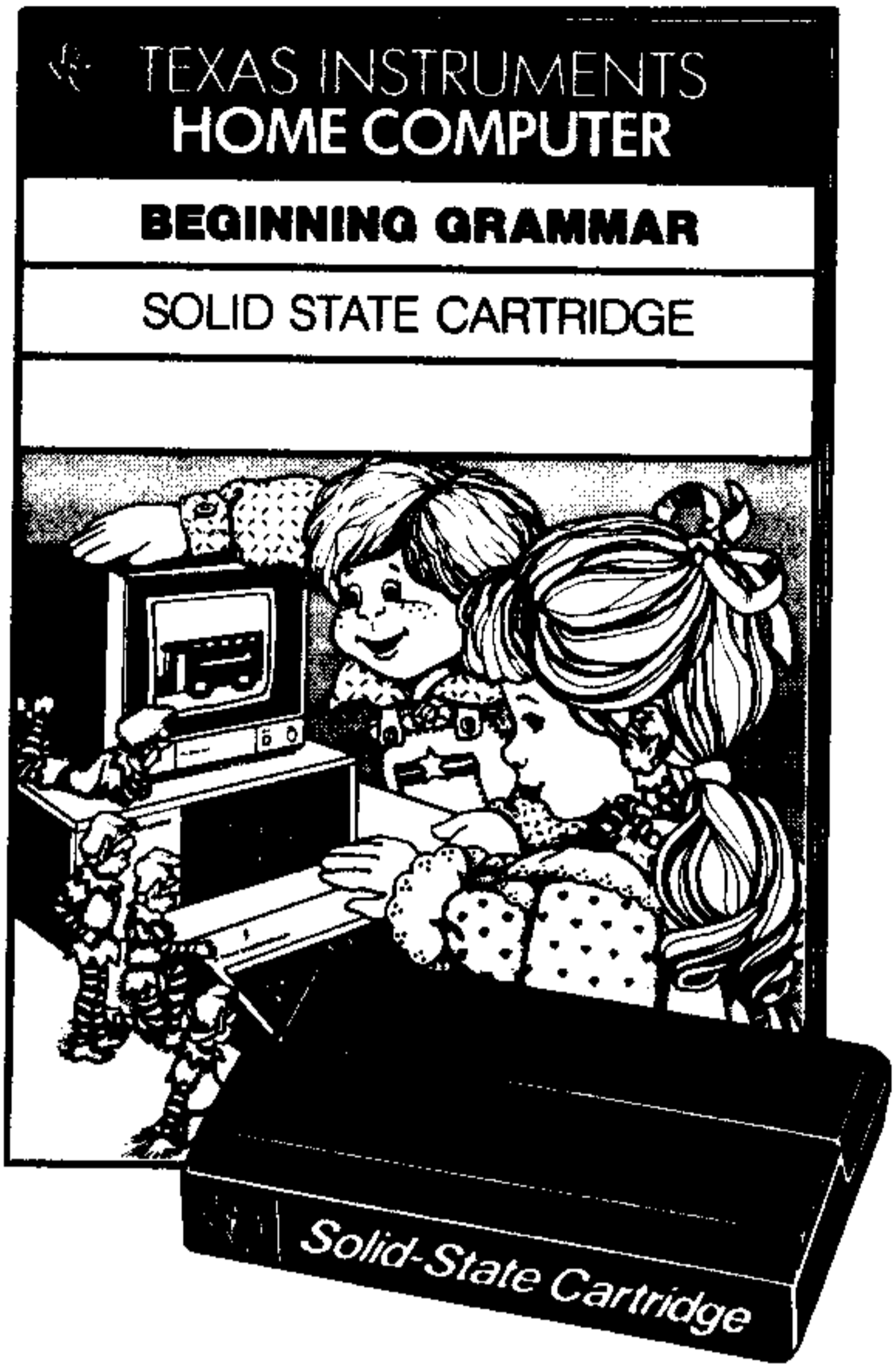1-2. Speech Synthesizer recommended. Cartridge.

REPRODUCTION LINE ART
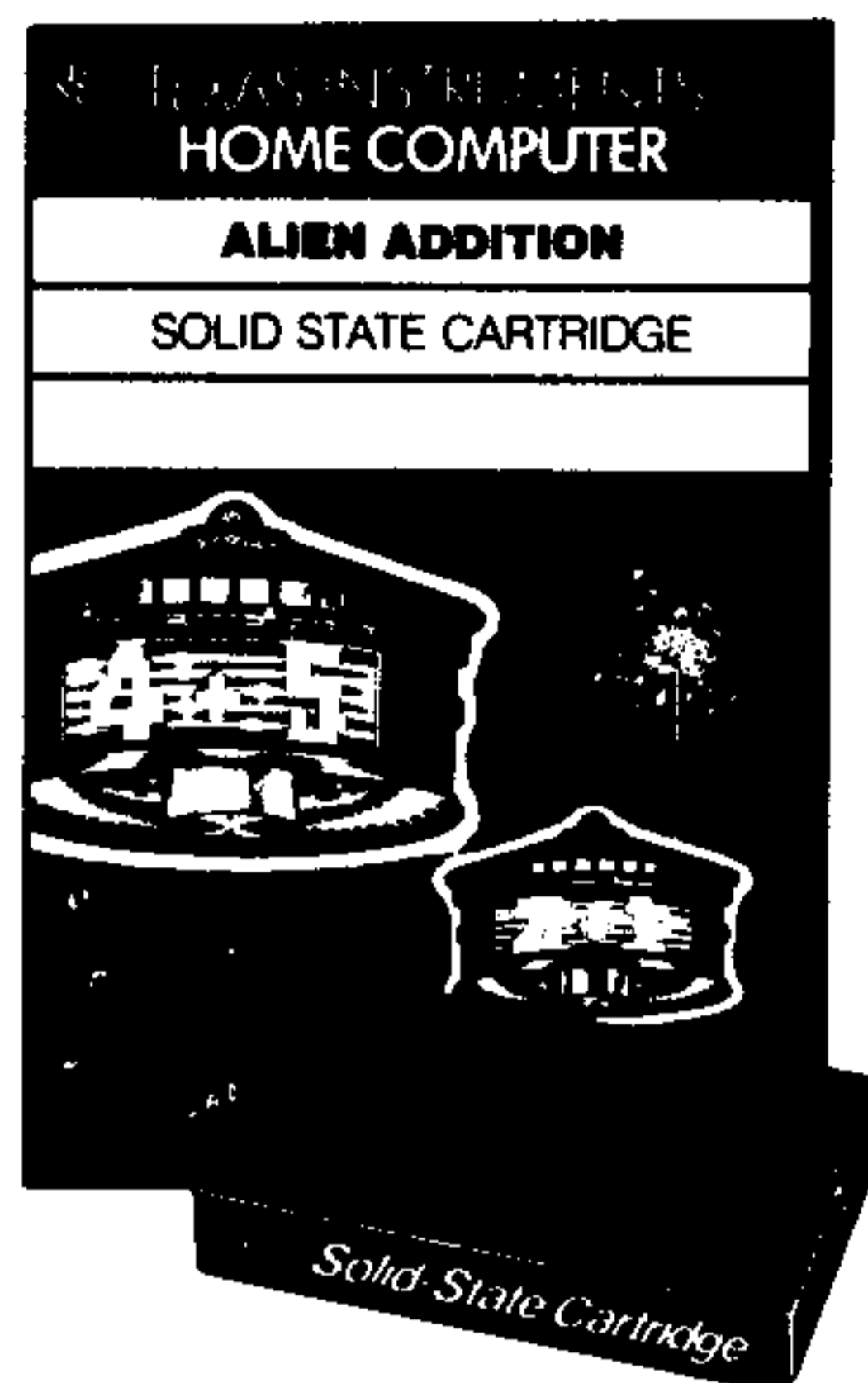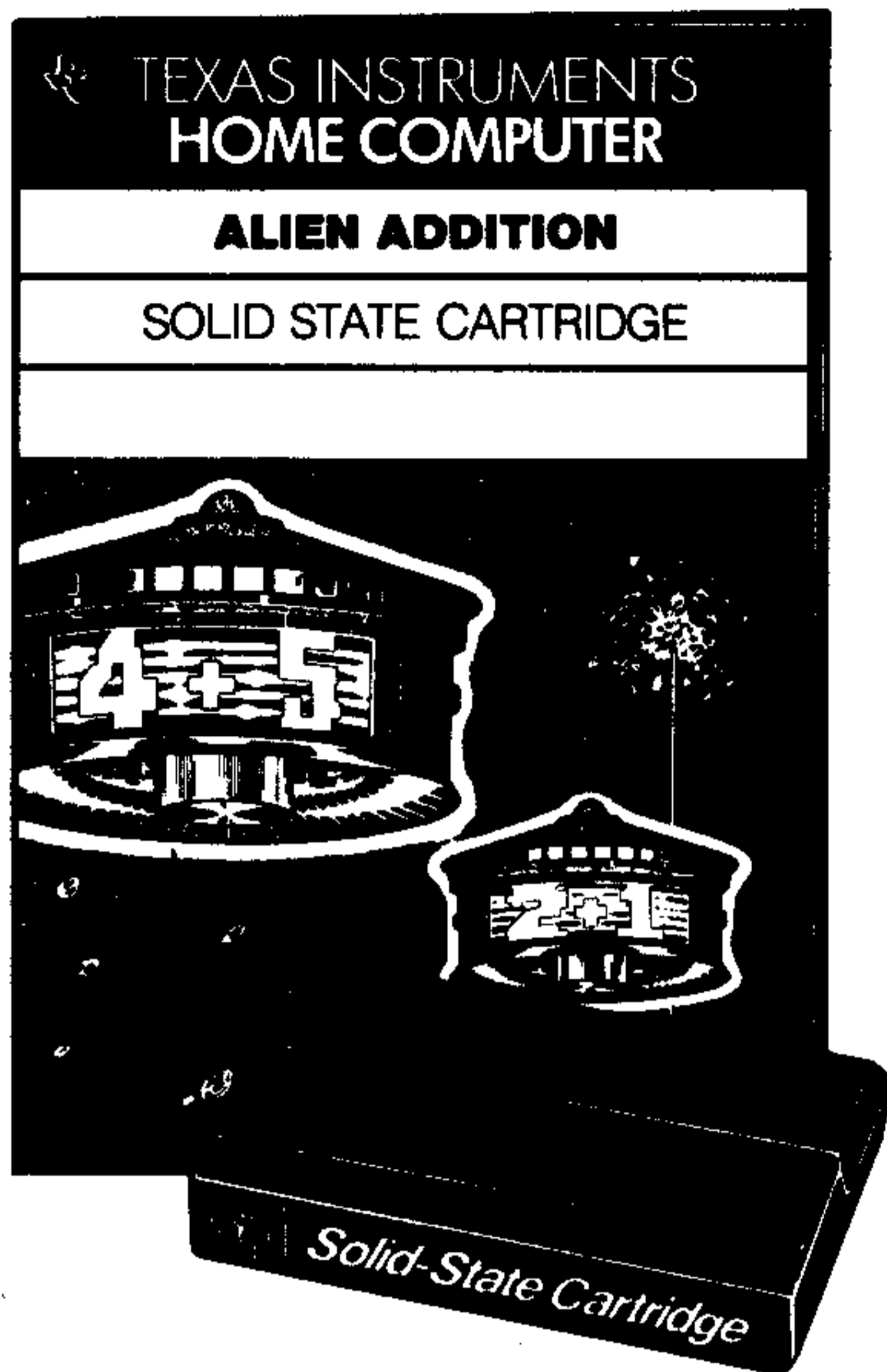
Alien Addition
Alien invaders can be stopped only by firing a
laser cannon which "equalizes" the enemy with
correct answers to addition problems on the alien
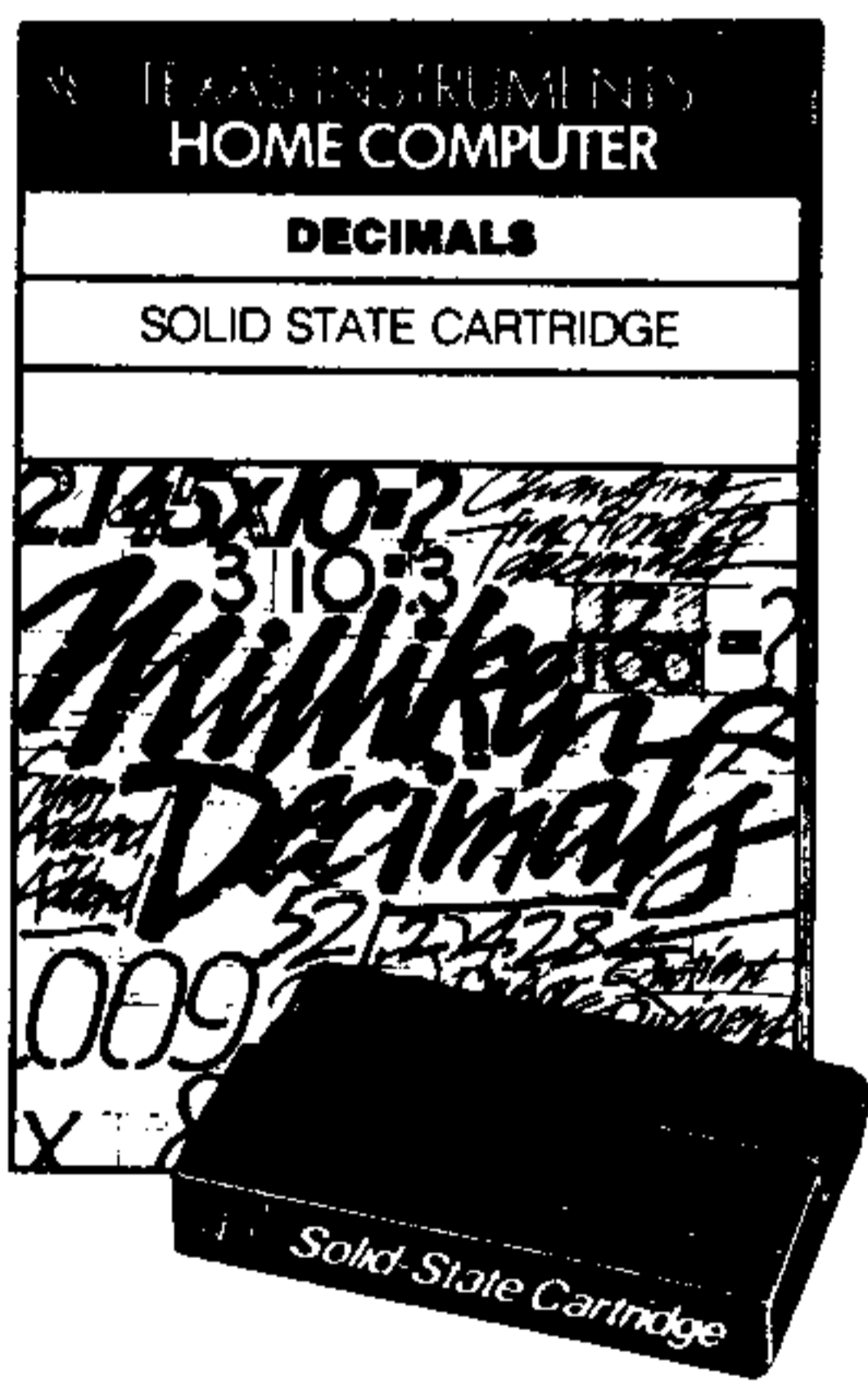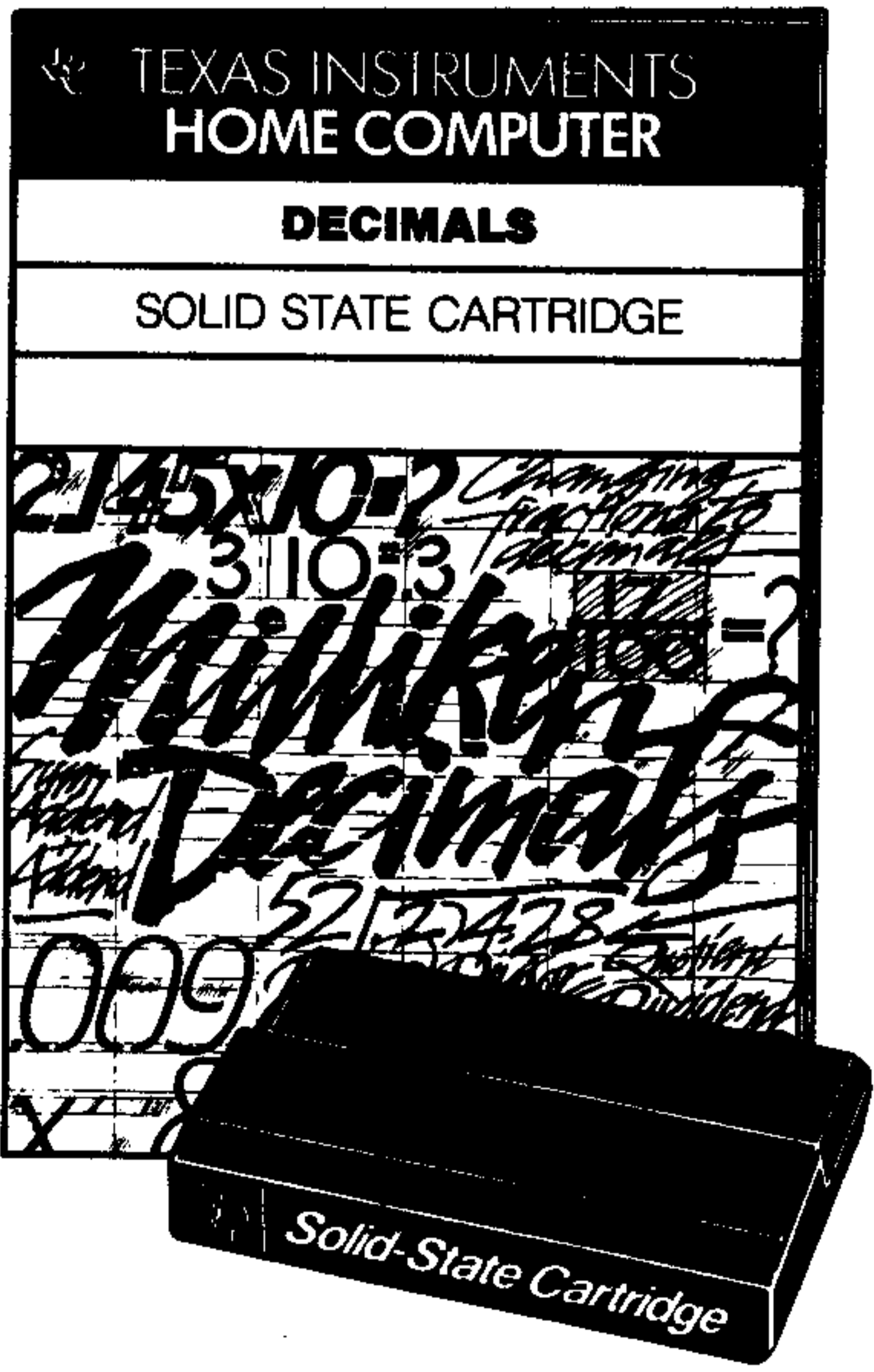spacecraft. Cartridge.
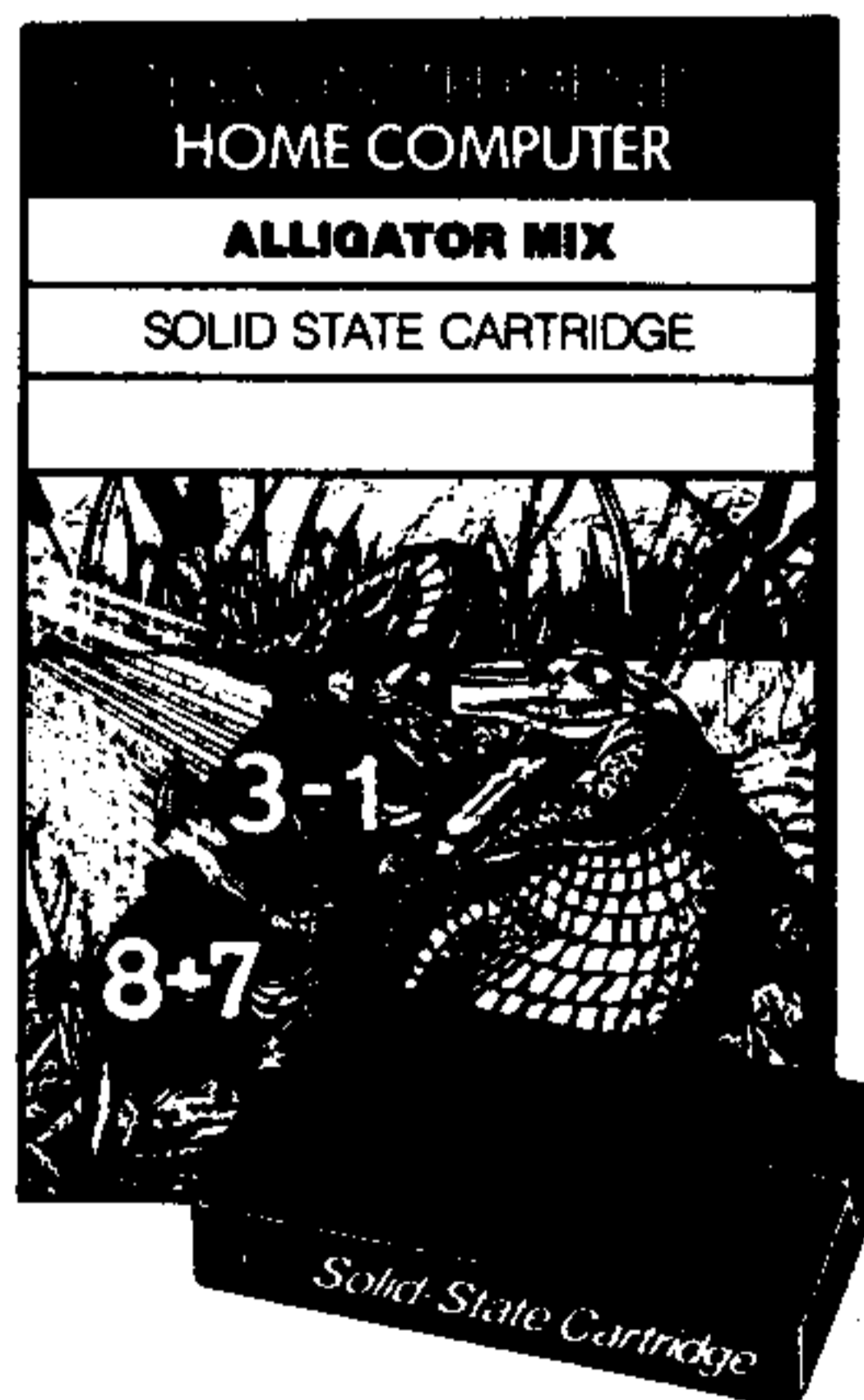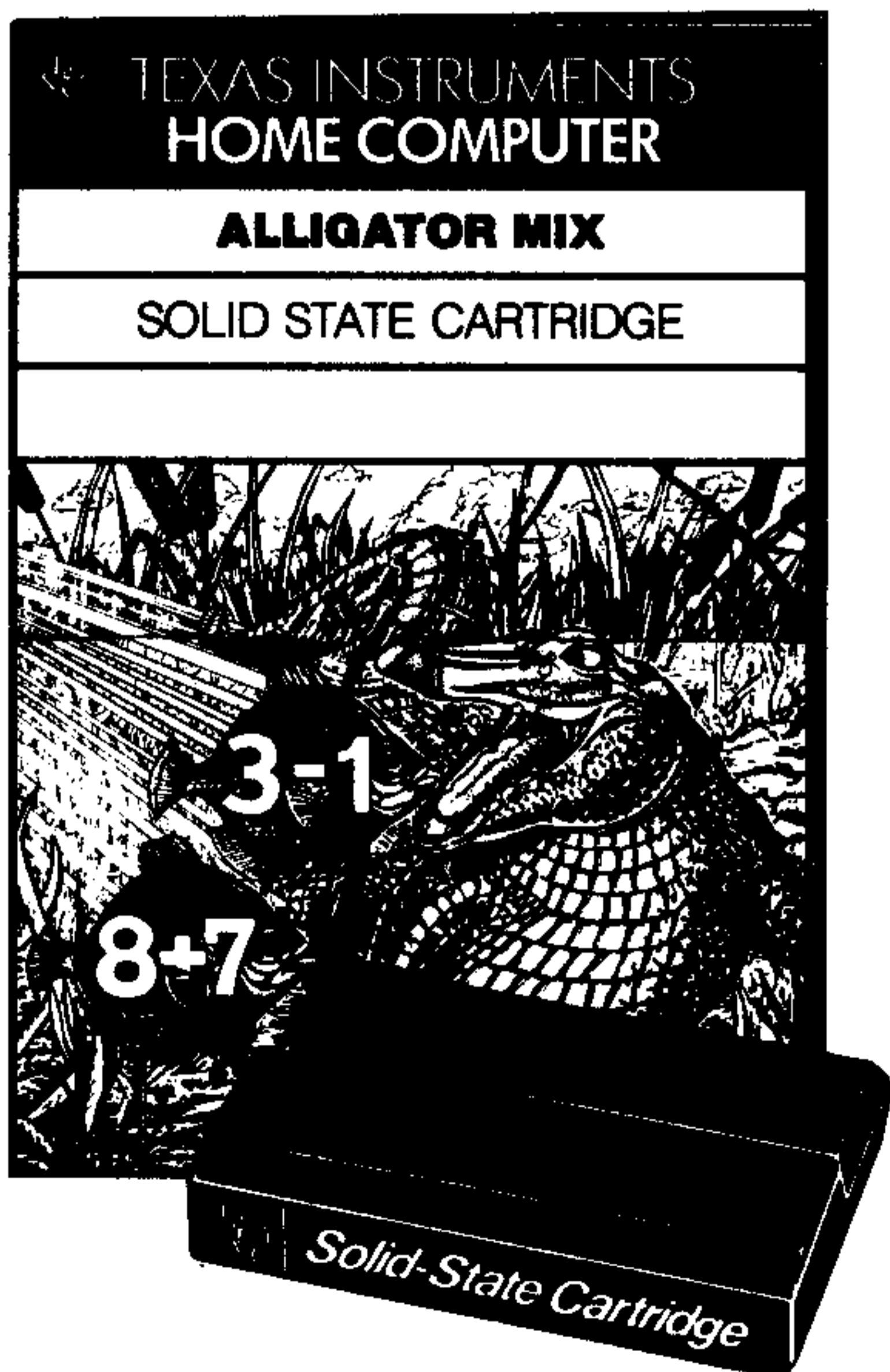
Alligator Mix (For discrimination skills)
Hungry alligators must be fed—but they only eat
apples which bear the correct answers to the ad-
dition or subtraction problems which appear on
their stomachs. Cartridge.

TEXAS INSTRUMENTS
HOME COMPUTER

BEGINNING GRAMMAR

SOLID STATE CARTRIDGE

Solid-State Cartridge

TEXAS INSTRUMENTS
HOME COMPUTER

BEGINNING GRAMMAR

SOLID STATE CARTRIDGE

Solid-State Cartridge

Beginning Grammar
Introduces the basic parts of speech and how
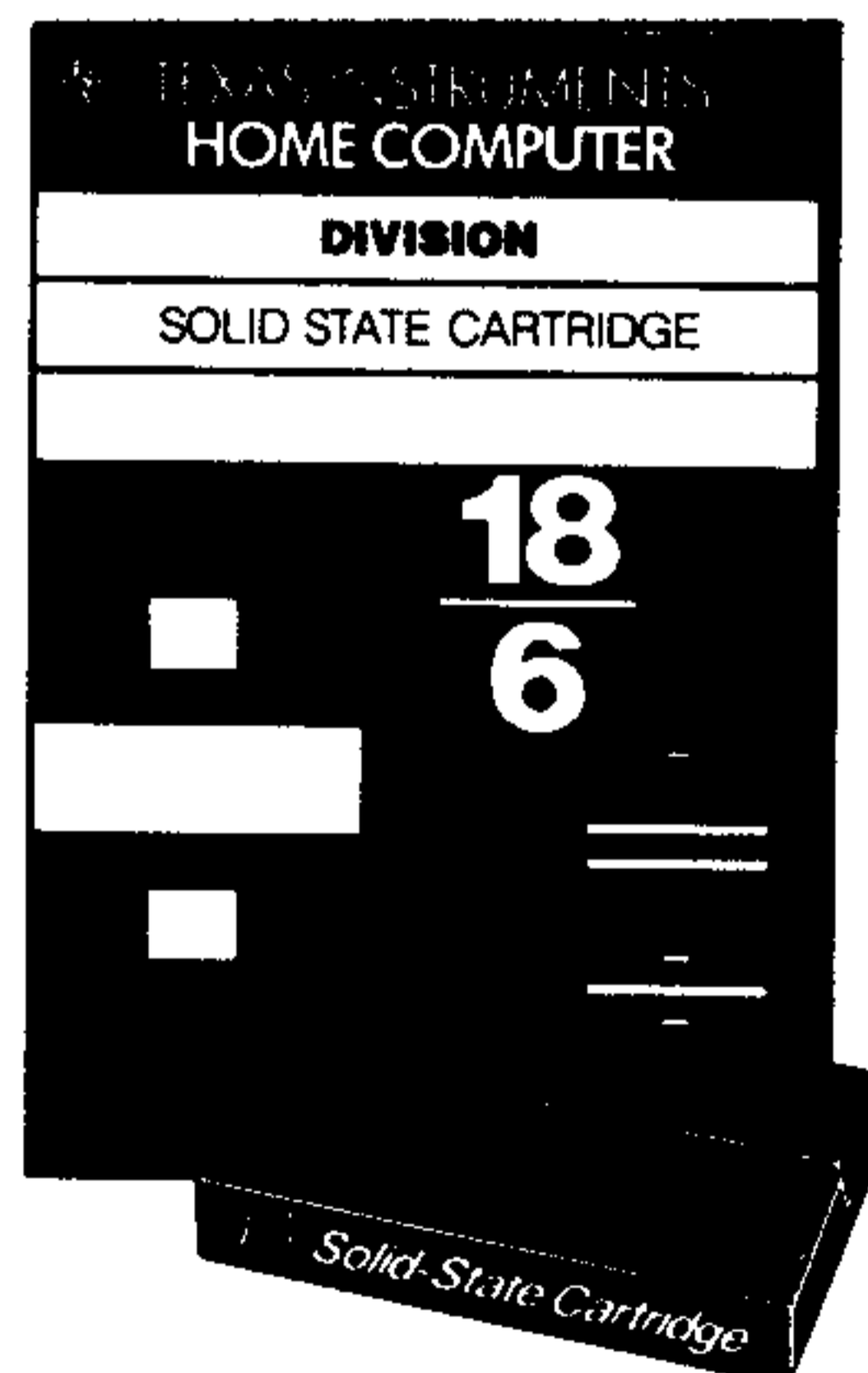they are used to build sentences. Grades 2-5.
Cartridge.

TEXAS INSTRUMENTS
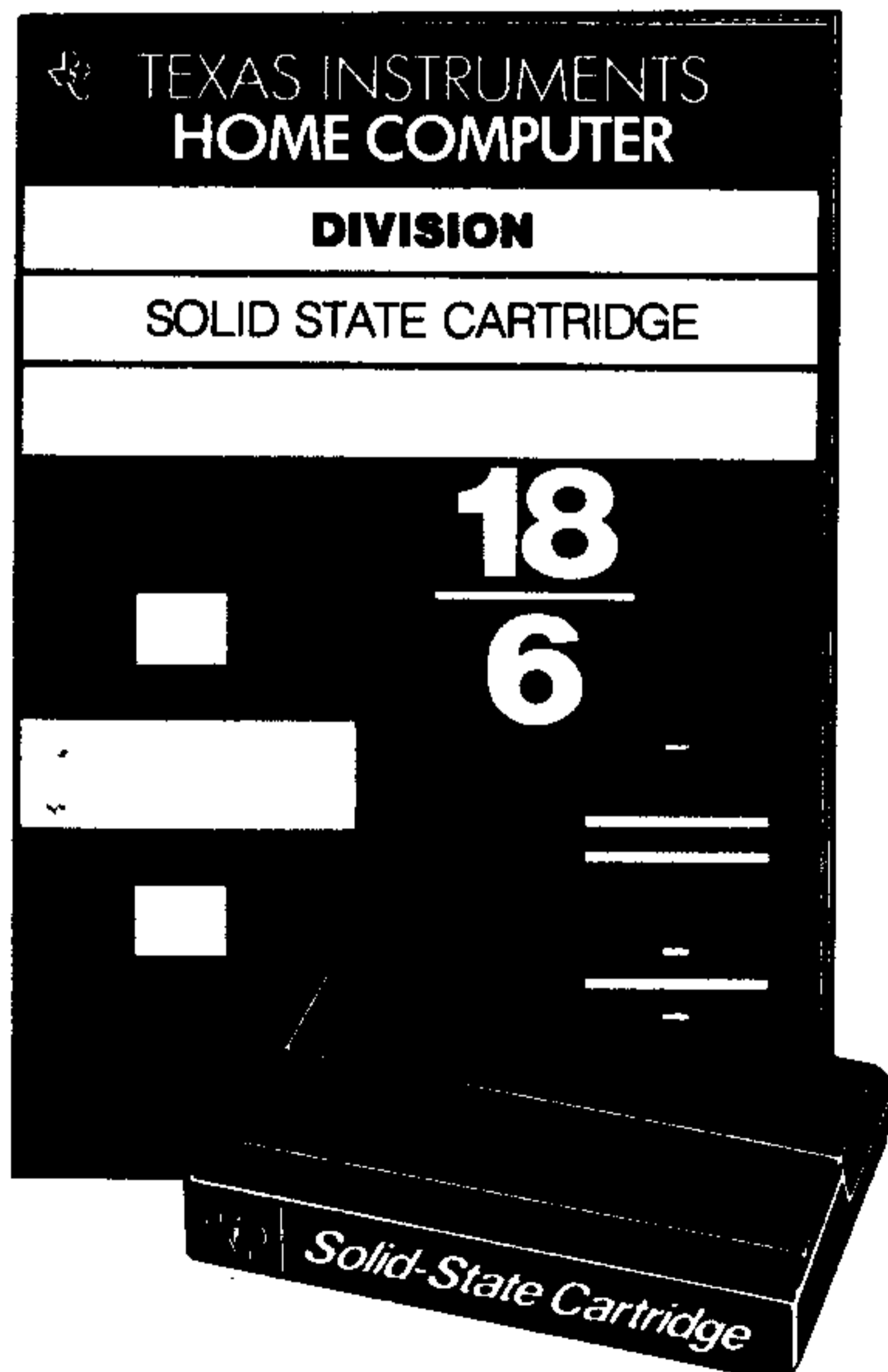**HOME COMPUTER**

DECIMALS

SOLID STATE CARTRIDGE

Solid-State Cartridge

TEXAS INSTRUMENTS
HOME COMPUTER

DECIMALS

SOLID STATE CARTRIDGE

Solid-State Cartridge

Decimals
A self-paced "tutor" which presents a variety of
math problems involving decimal numbers.
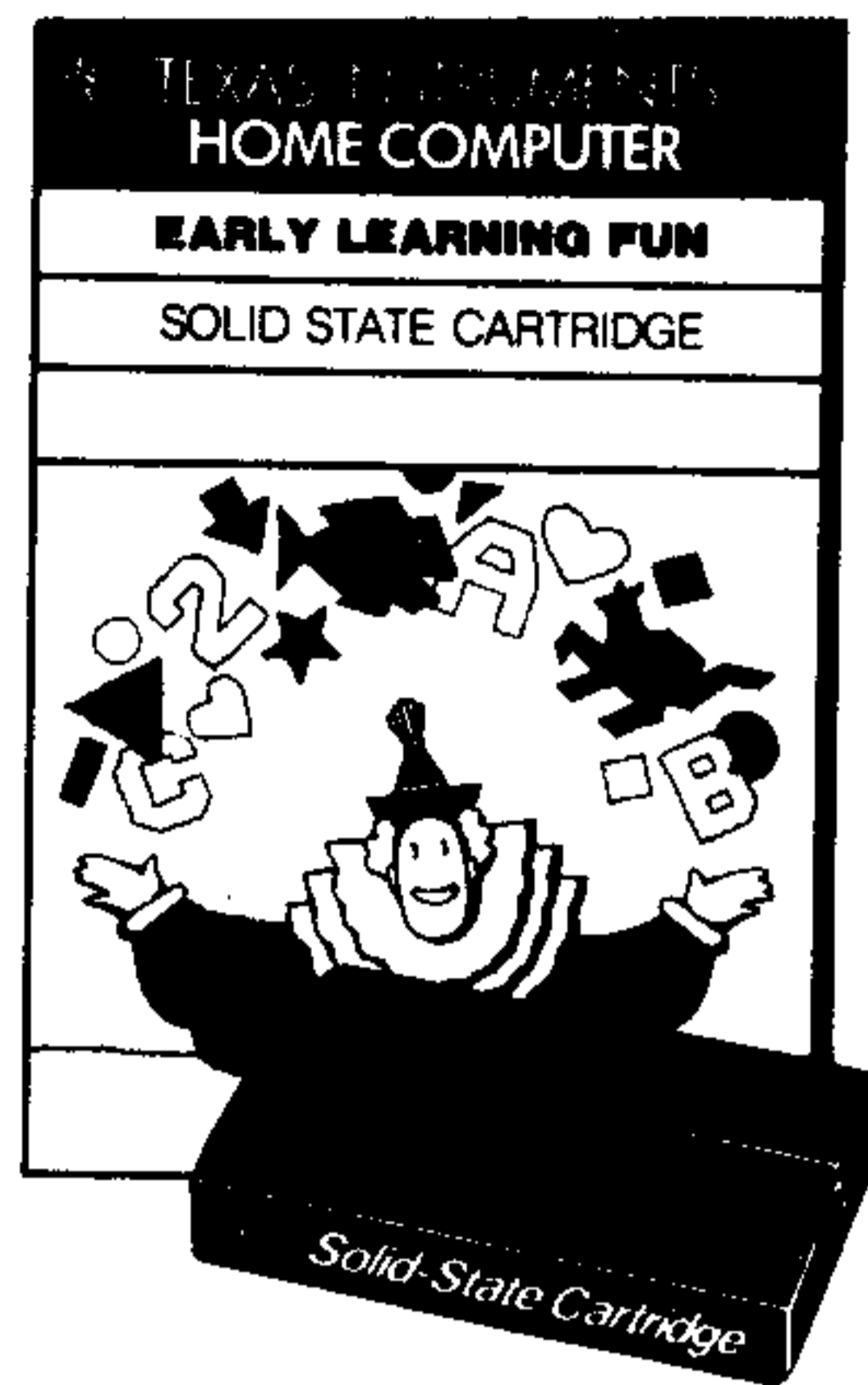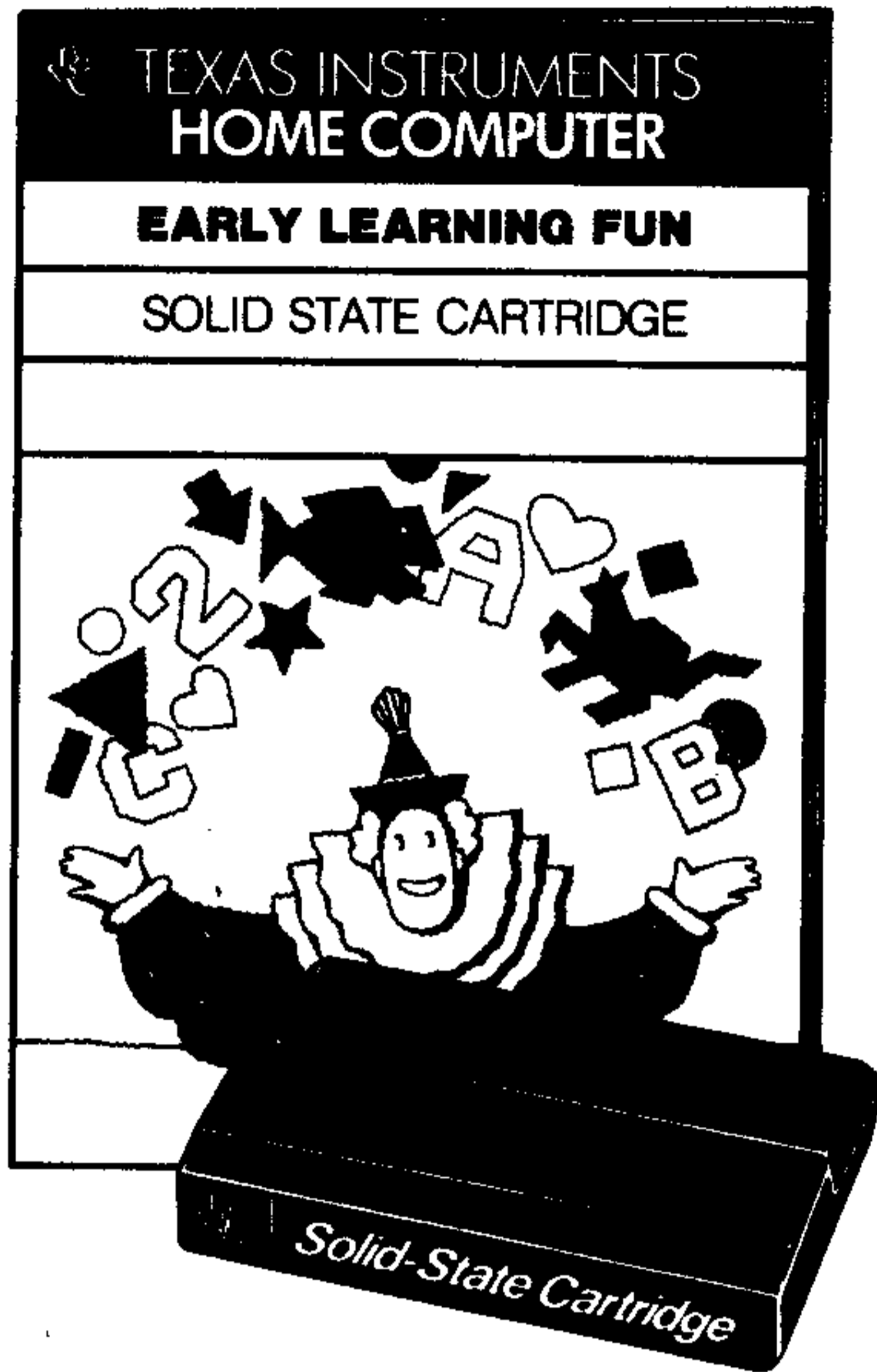Suitable for children from grades 5 through 8.
Cartridge.
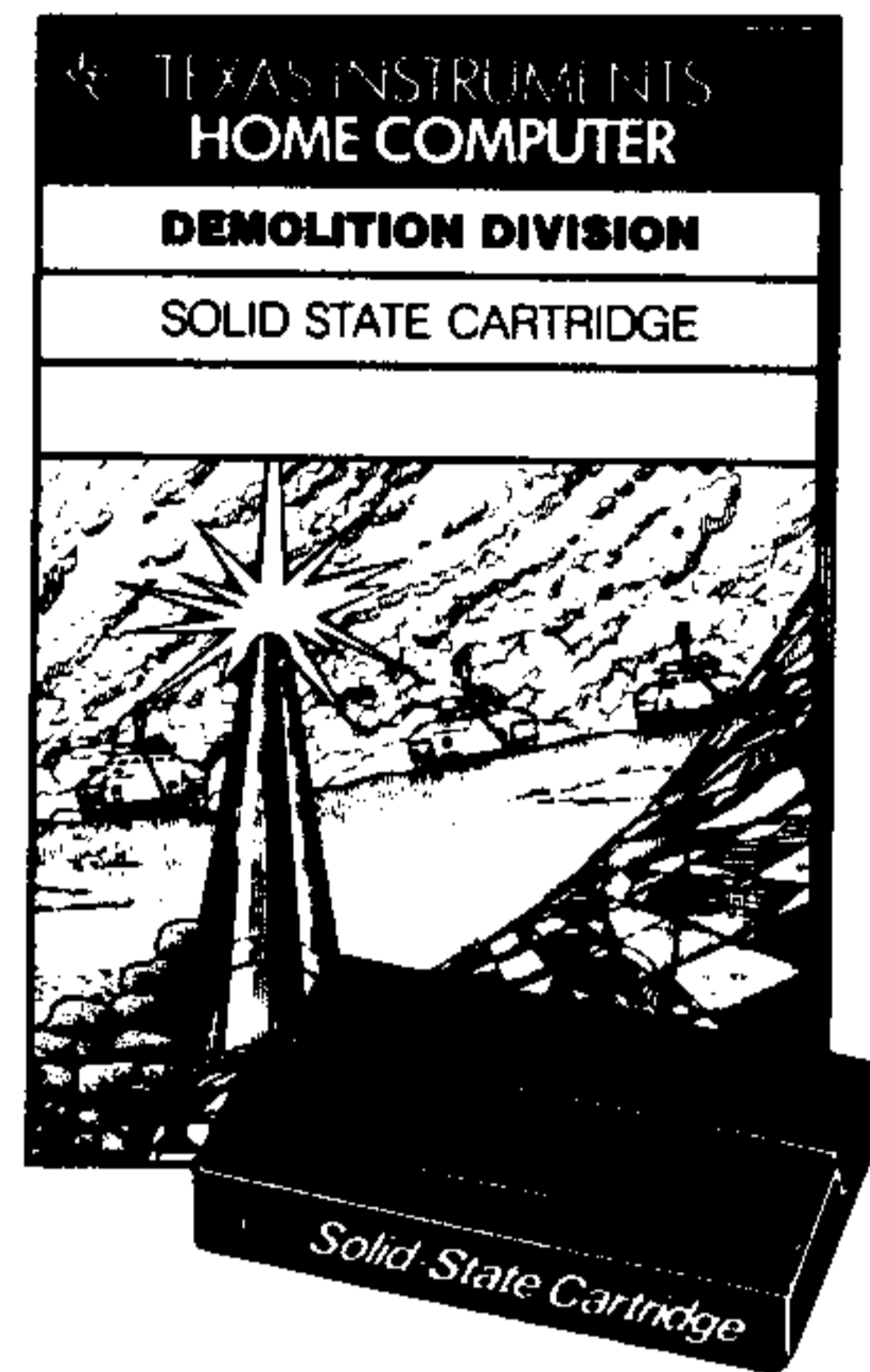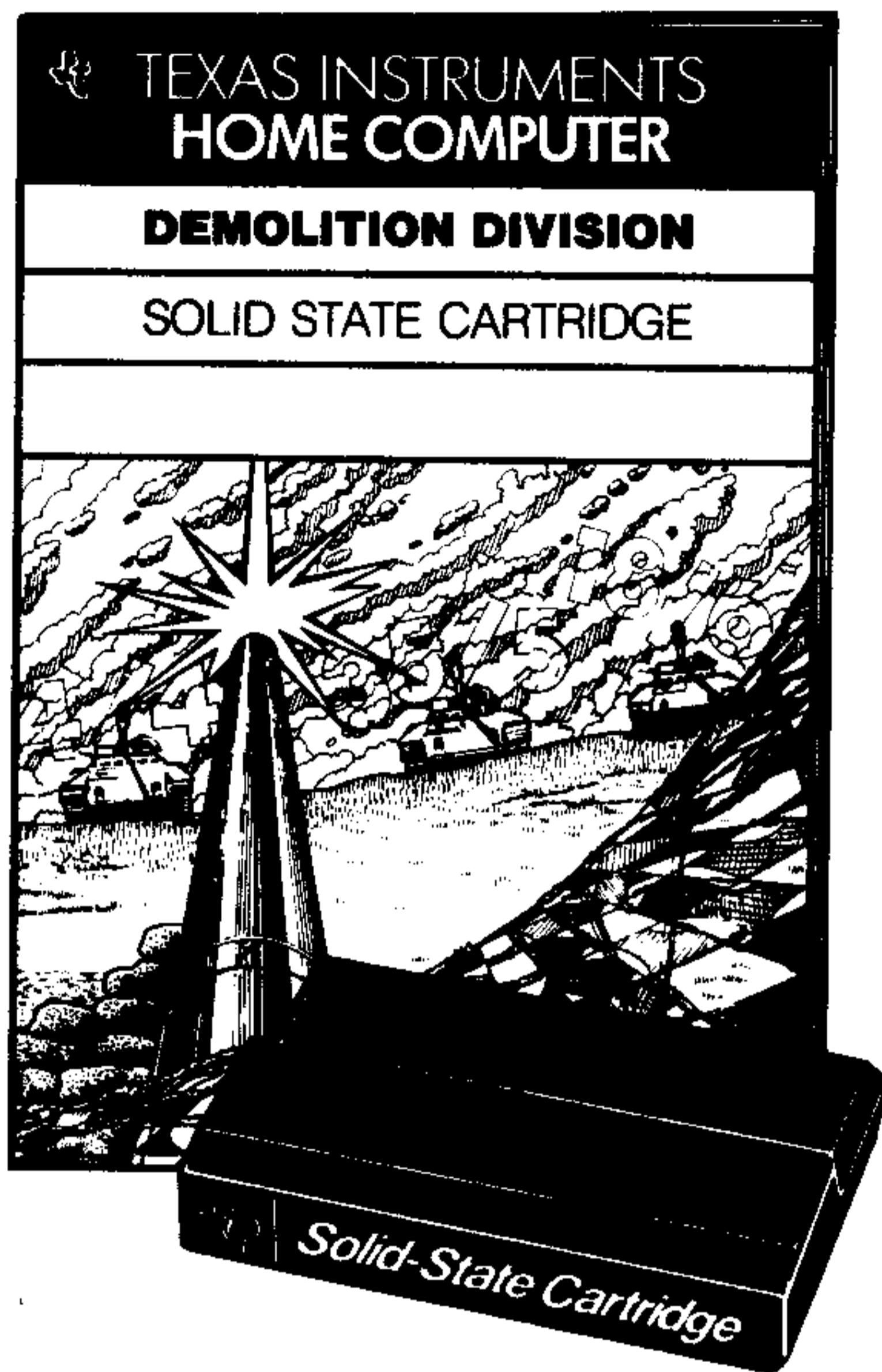
Demolition Division (For division skills)
Four tanks, each carrying a division problem, advance toward barricades which protect your cannons. Your only ammunition is the correct answer to the division problem which each tank carries. Cartridge.
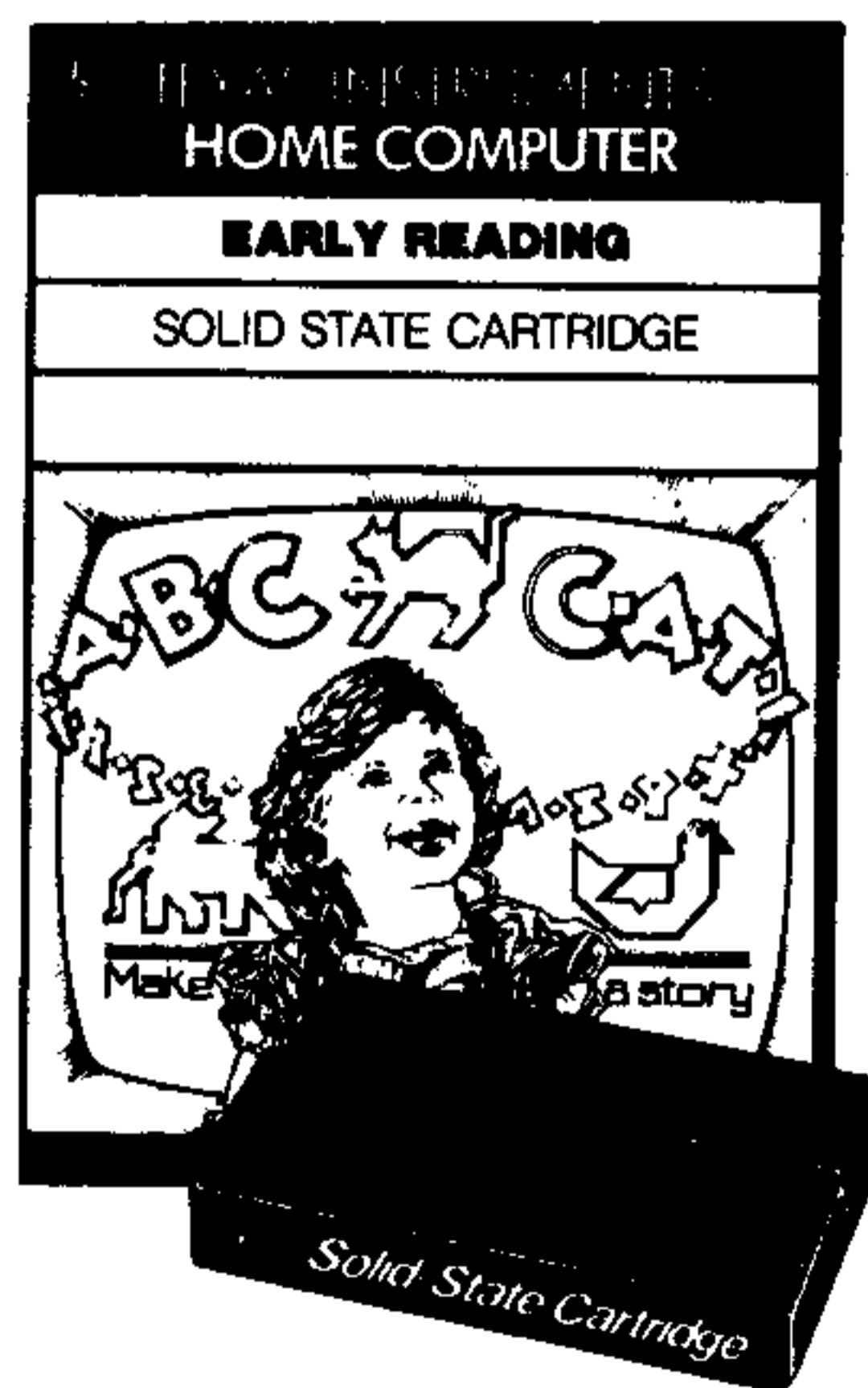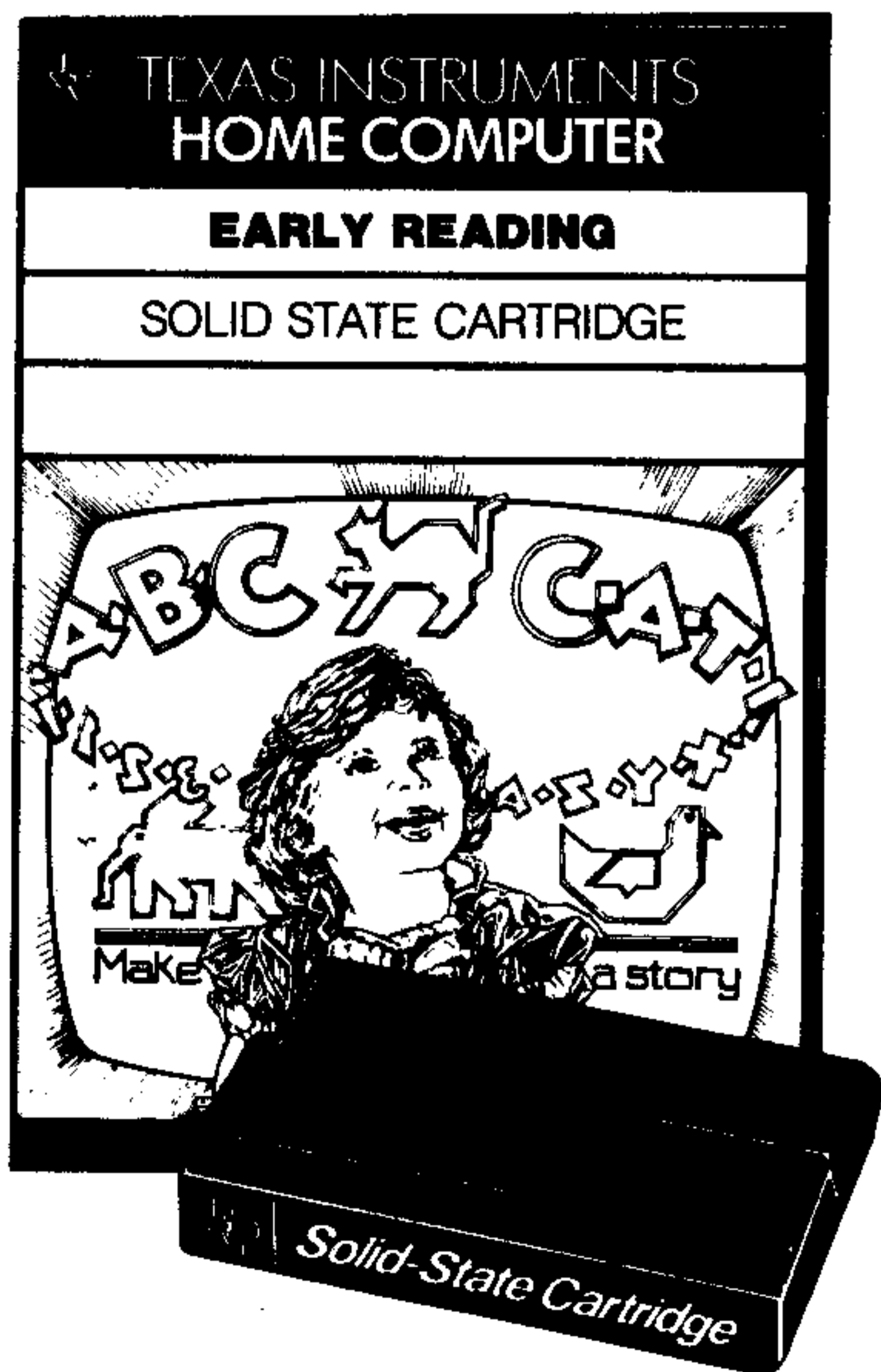

Division
A self-paced division "tutor" to help your child develop strong math skills to meet today's and tomorrow's challenges. Suitable for children from grades three through eight. Speech Synthesizer recommended. Cartridge.

REPRODUCTION LINE ART

TEXAS INSTRUMENTS
HOME COMPUTER

EARLY LEARNING FUN

SOLID STATE CARTRIDGE

Solid-State Cartridge

TEXAS INSTRUMENTS
HOME COMPUTER

EARLY LEARNING FUN

SOLID STATE CARTRIDGE

Solid-State Cartridge

Early Learning Fun
Helps teach shape, number and letter recognition, counting, sorting, and the alphabet—as well as teaching first computer skills. Ages 3-6. Cartridge.
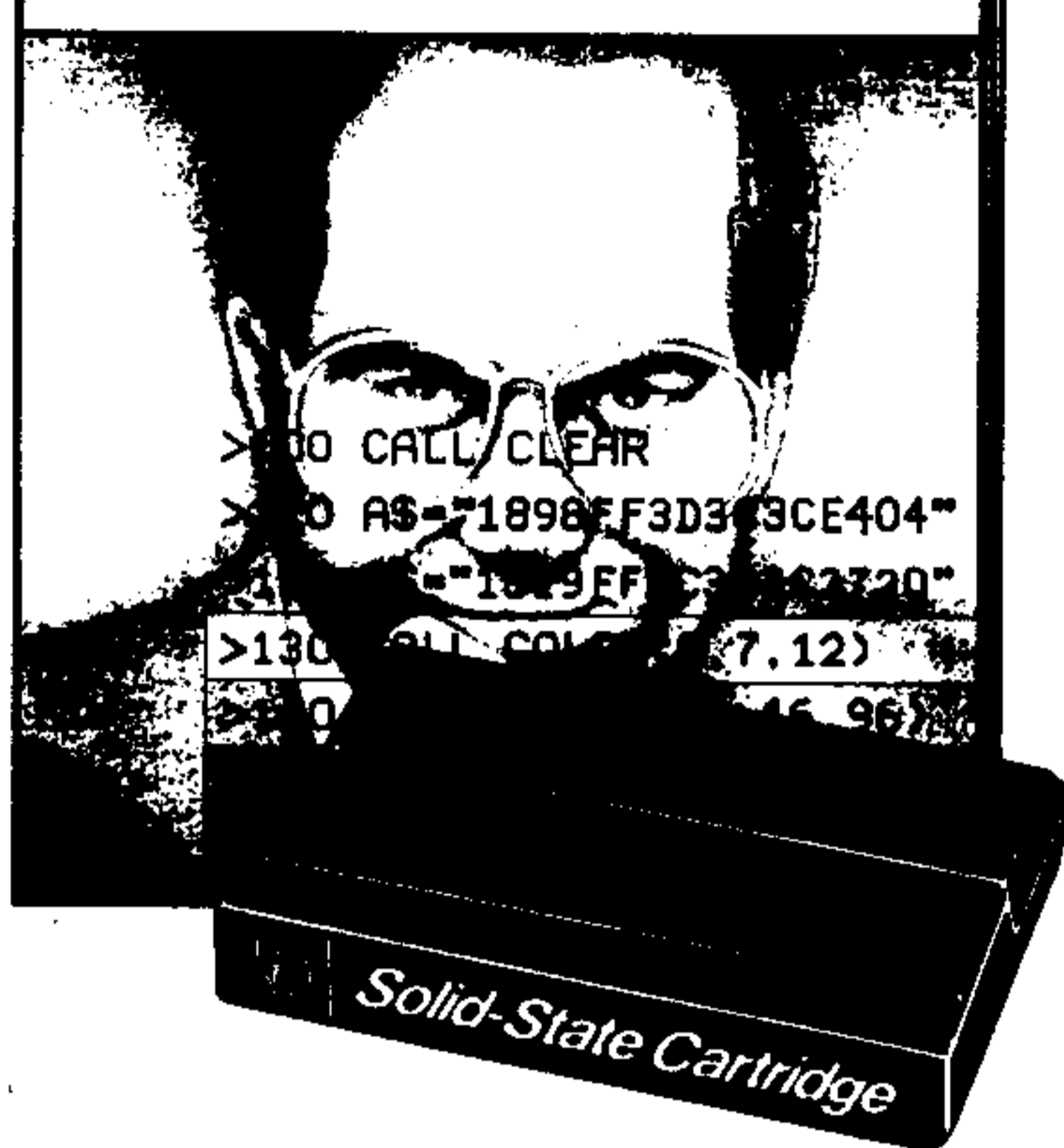
TEXAS INSTRUMENTS
HOME COMPUTER

EARLY READING

SOLID STATE CARTRIDGE

A B C CAT
Make a story

Solid-State Cartridge

TEXAS INSTRUMENTS
HOME COMPUTER

EARLY READING

SOLID STATE CARTRIDGE

A B C CAT
Make a story

Solid State Cartridge

Early Reading (Speech)
Engaging color graphics and computer speech introduce and reinforce important reading skills. Speech Synthesizer required. Cartridge.

REPRODUCTION LINE ART
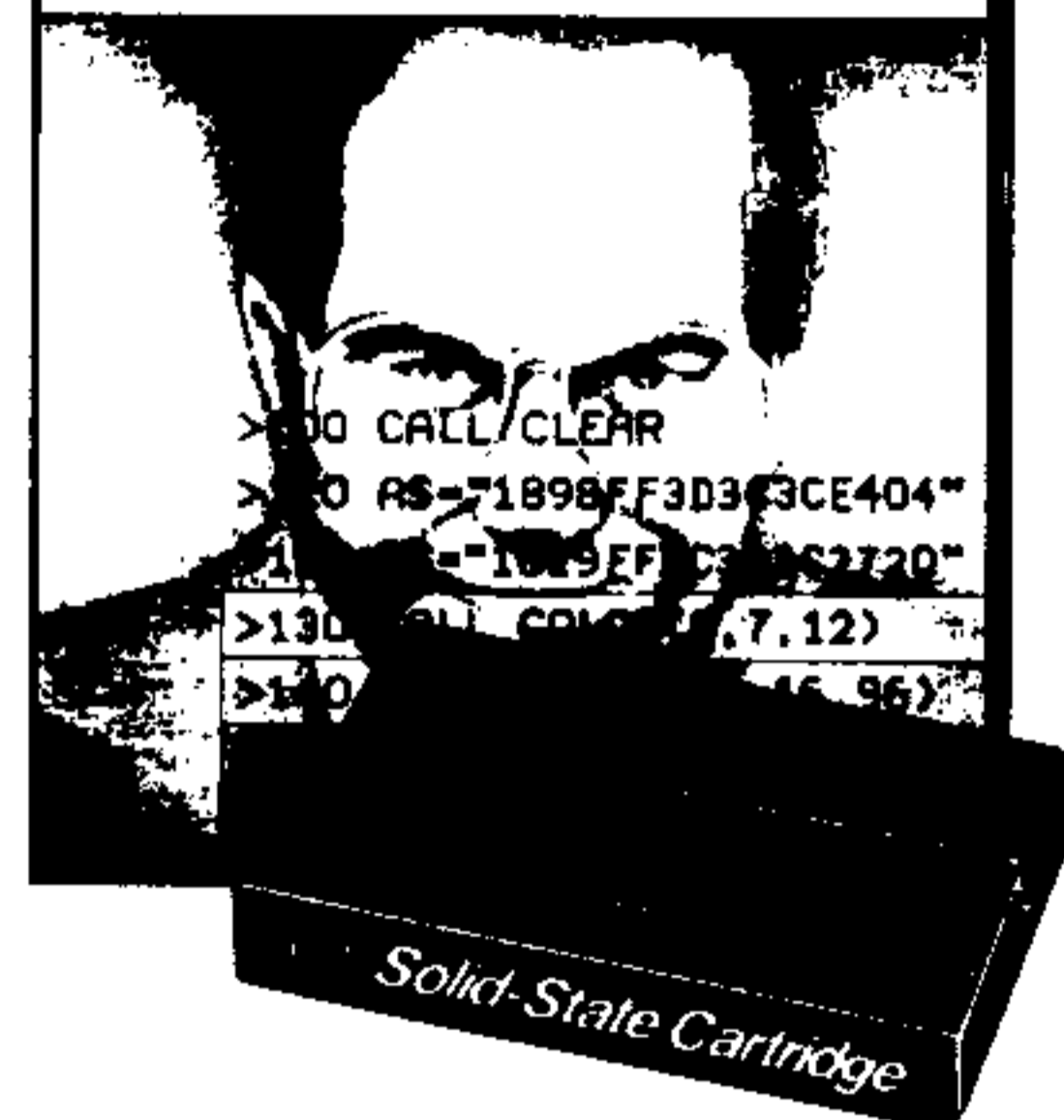
TI Extended BASIC
Programming language compatible with TI-99/4A BASIC.

Mini-Memory
Add 6K bytes of graphics GROM, 4K bytes of ROM, and 4K bytes of RAM by plugging in one cartridge. Built-in battery retains memory even when cartridge is unplugged. Cartridge.

TEXAS INSTRUMENTS
HOME COMPUTER

MINUS MISSION

SOLID STATE CARTRIDGE

Solid-State Cartridge

TEXAS INSTRUMENTS
HOME COMPUTER

MINUS MISSION

SOLID STATE CARTRIDGE

Solid-State Cartridge
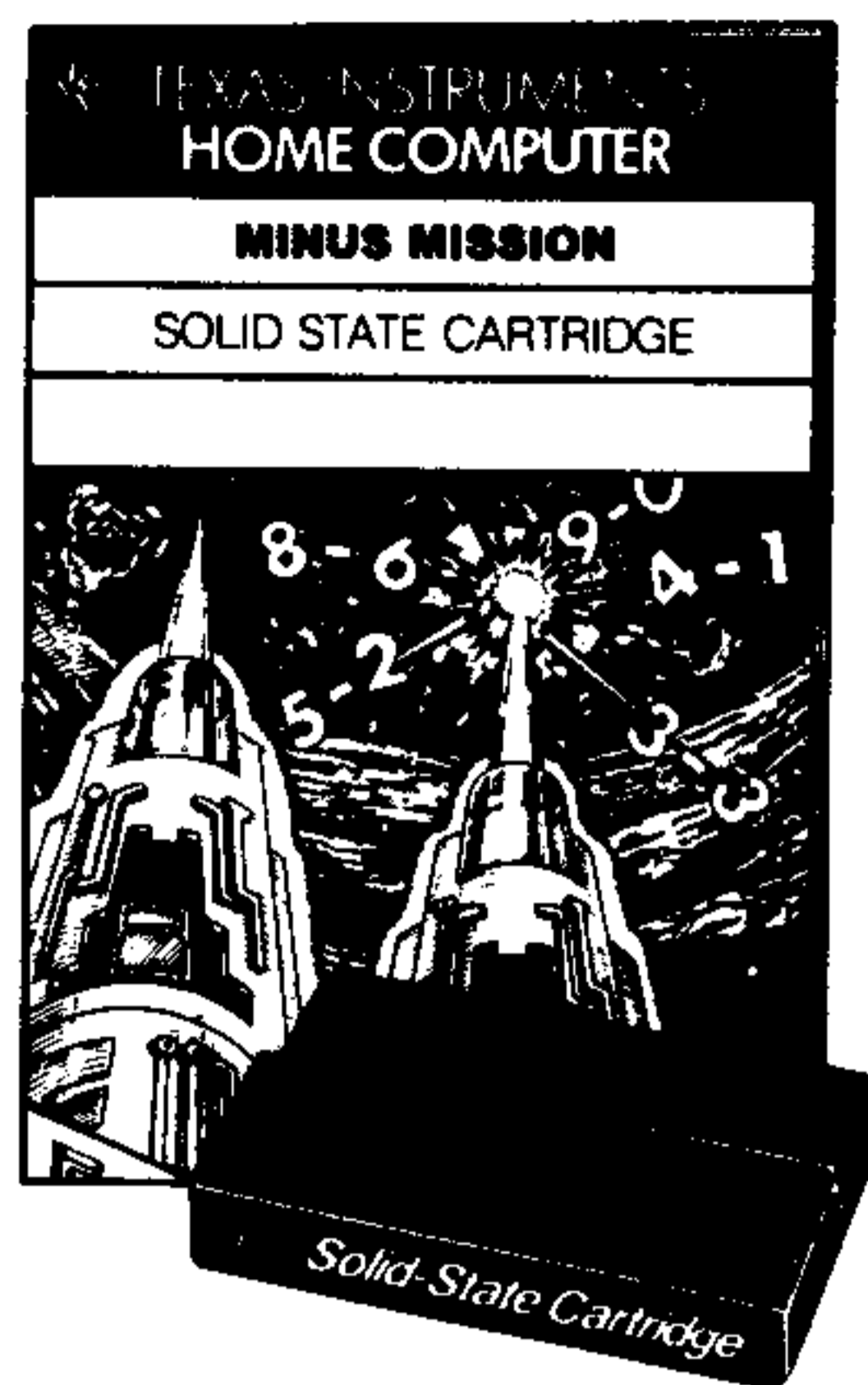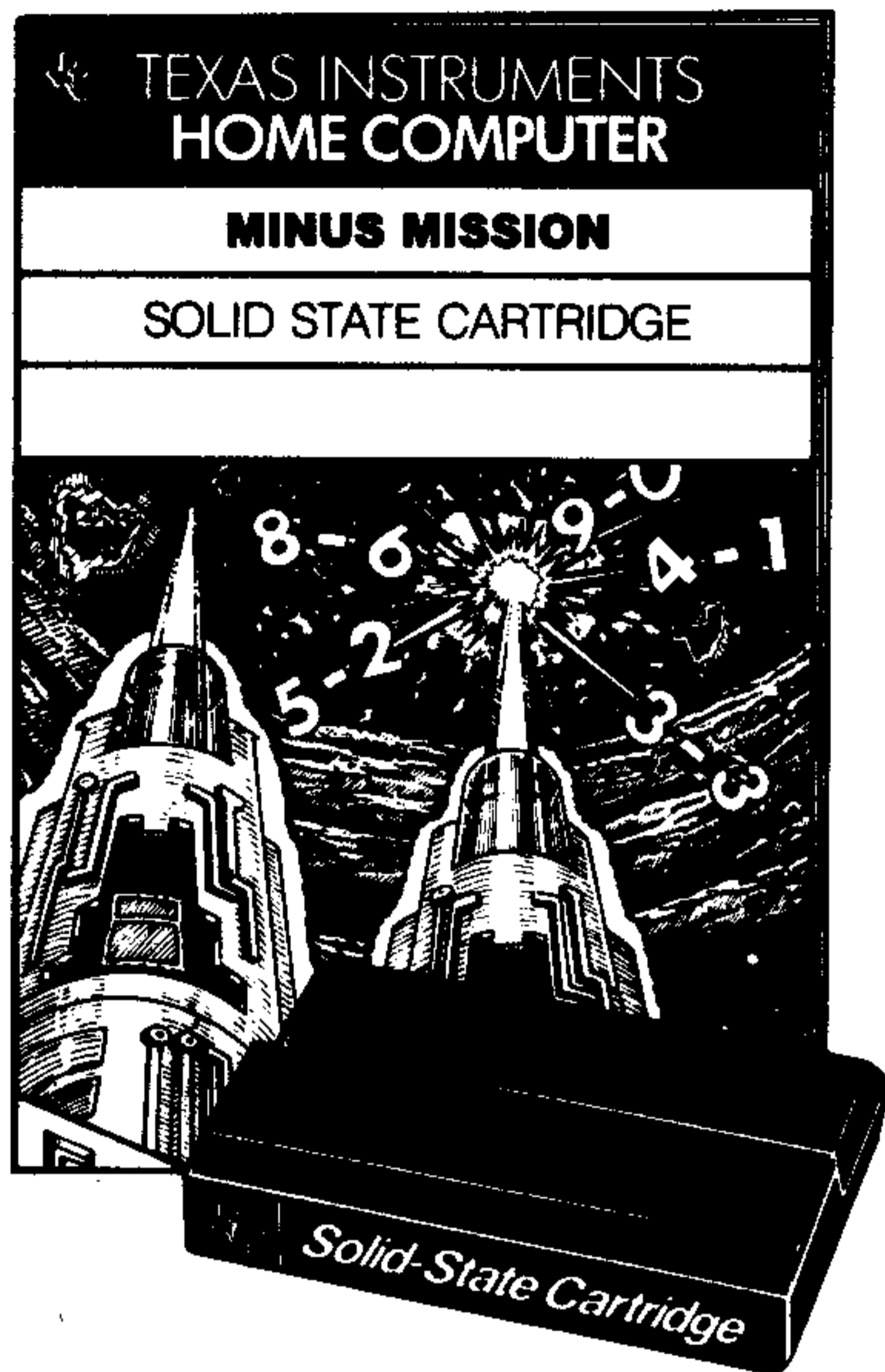
Minus Mission (For subtraction skills)
A robot defends its territory from the "creeping
slime." Blobs of slime carrying subtraction prob-
lems can be destroyed only if you provide the
robot with the correct answers. Cartridge.

TEXAS INSTRUMENTS
HOME COMPUTER

MULTIPLICATION 1

SOLID STATE CARTRIDGE

Solid-State Cartridge

TEXAS INSTRUMENTS
HOME COMPUTER

MULTIPLICATION 1

SOLID STATE CARTRIDGE

Solid-State Cartridge
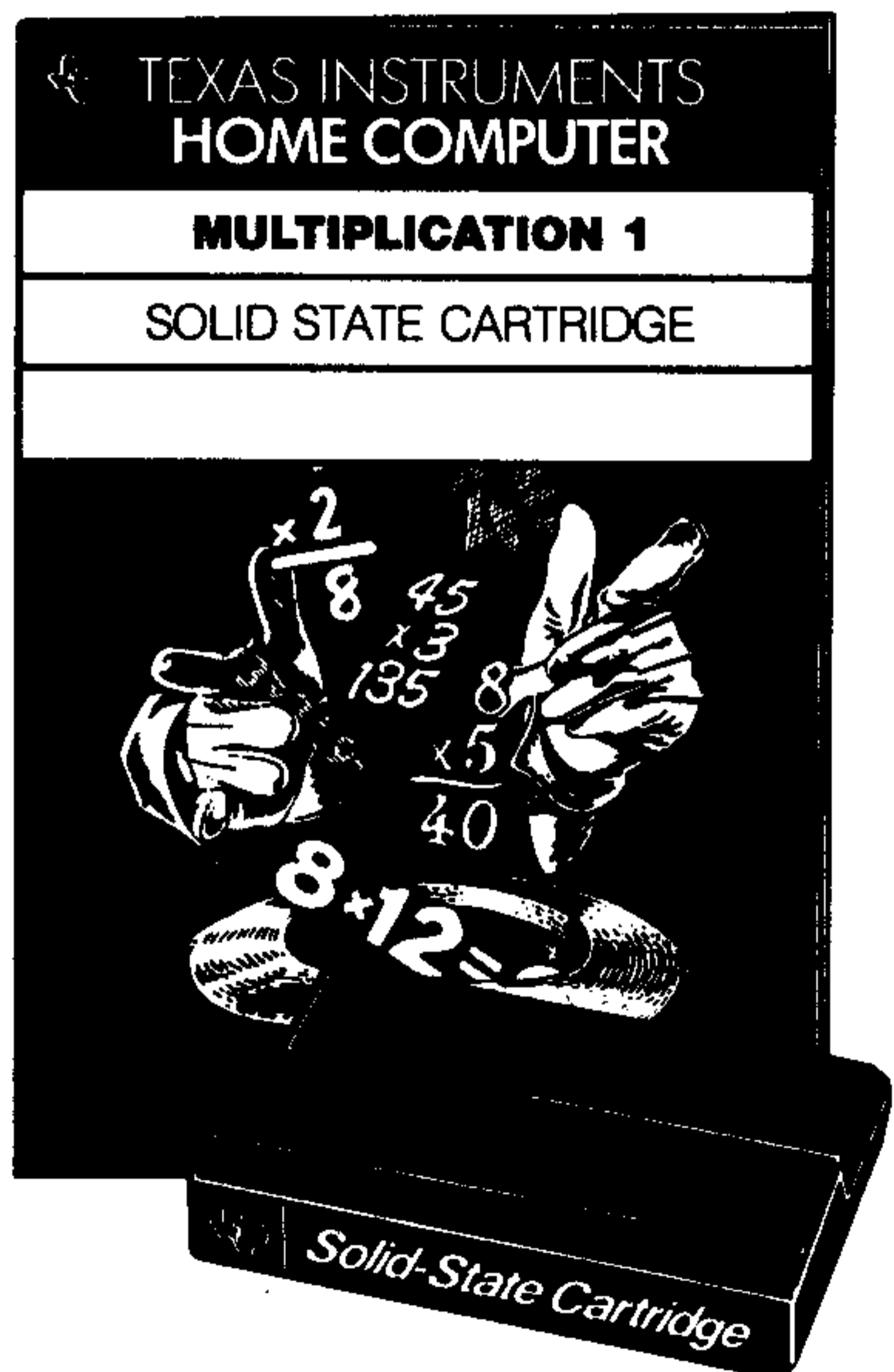
Multiplication 1 (Speech)
Teaches the basics of multiplication. Grade levels
3-4. Speech Synthesizer recommended. Cartridge.

TEXAS INSTRUMENTS HOME COMPUTER
NUMBER MAGIC
SOLID STATE CARTRIDGE

TEXAS INSTRUMENTS HOME COMPUTER
NUMBER MAGIC
SOLID STATE CARTRIDGE
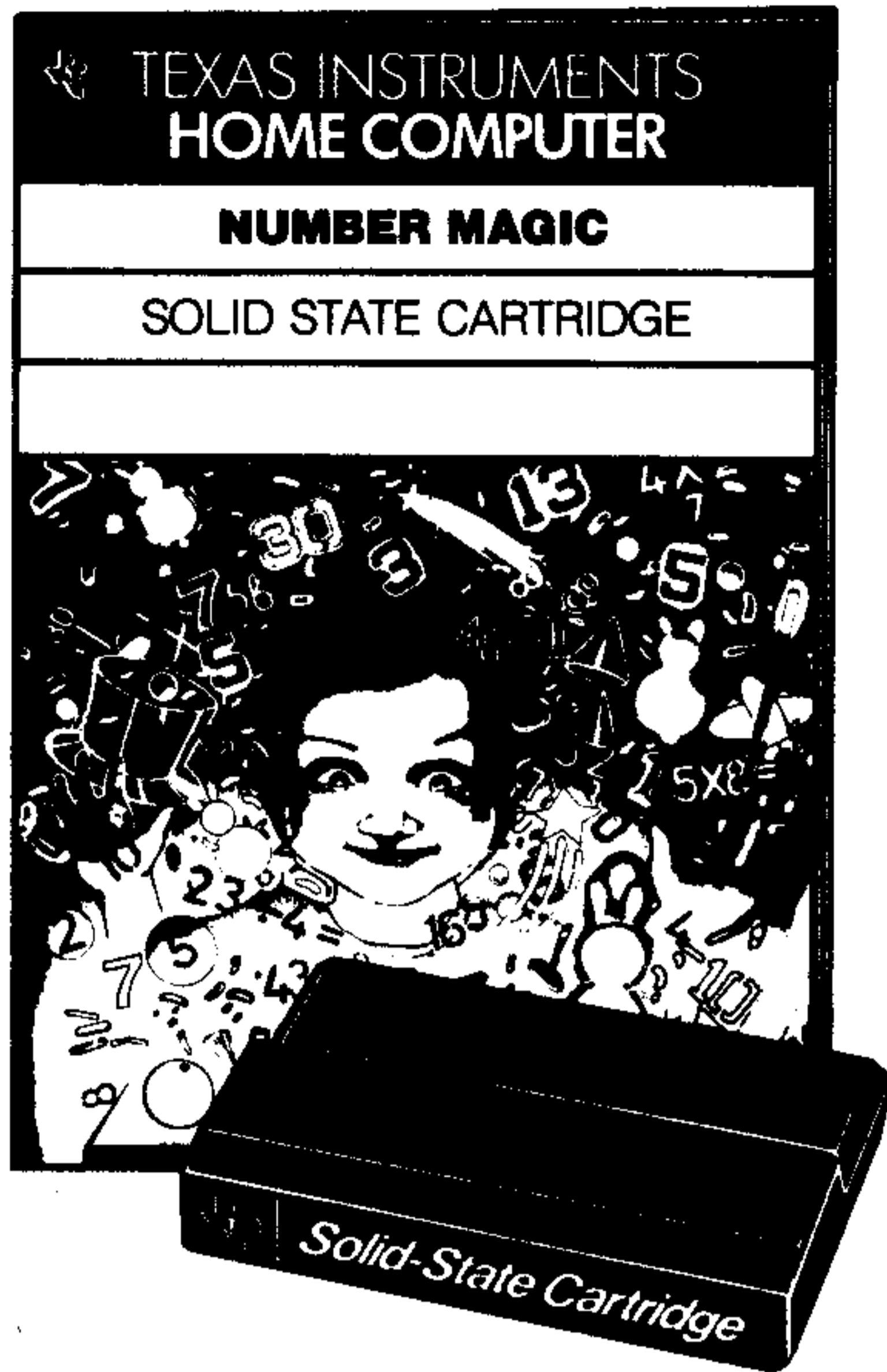
Number Magic
Provides enrichment, drill and practice in basic mathematics. Ages 6 and up. Cartridge.

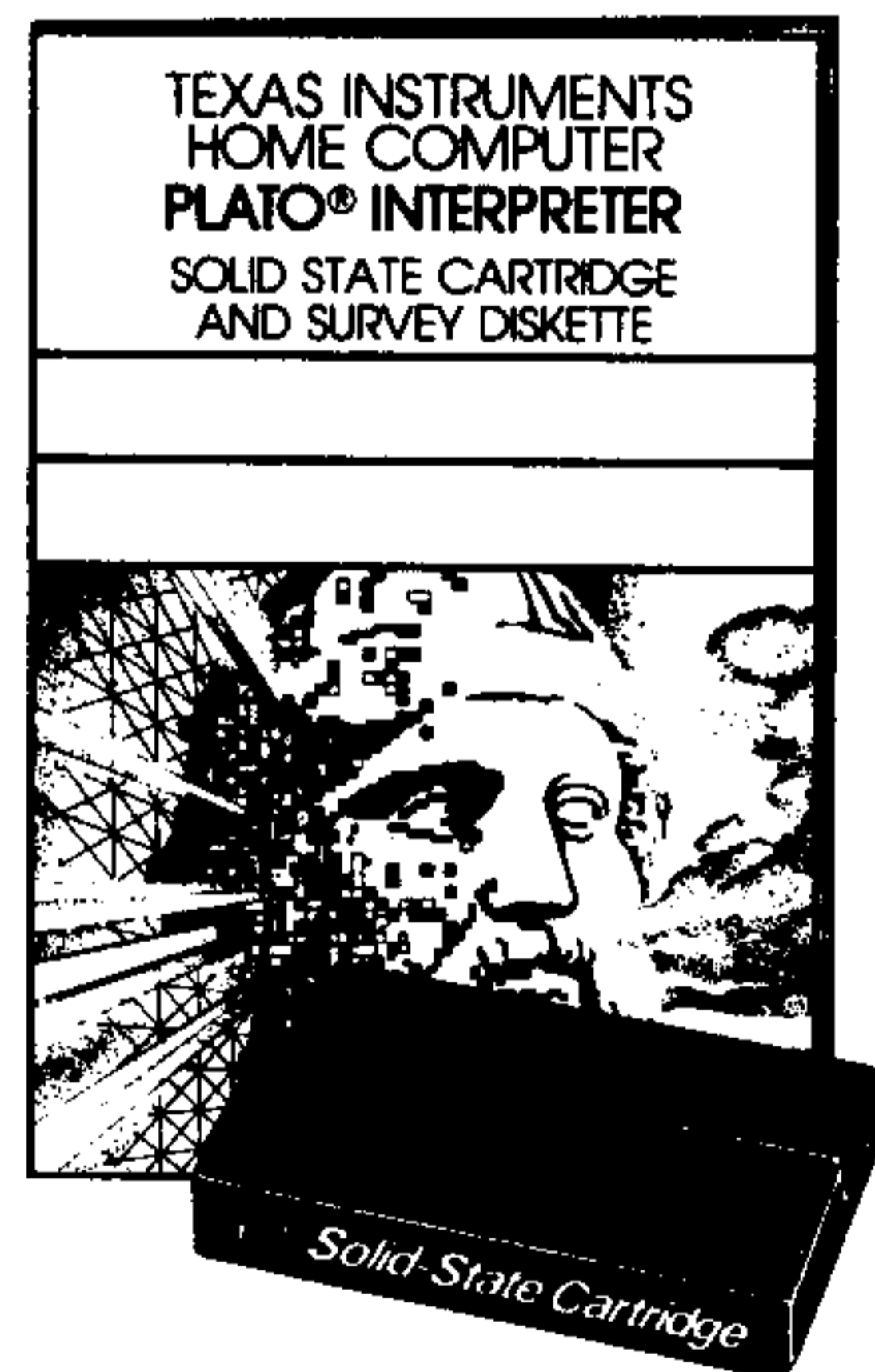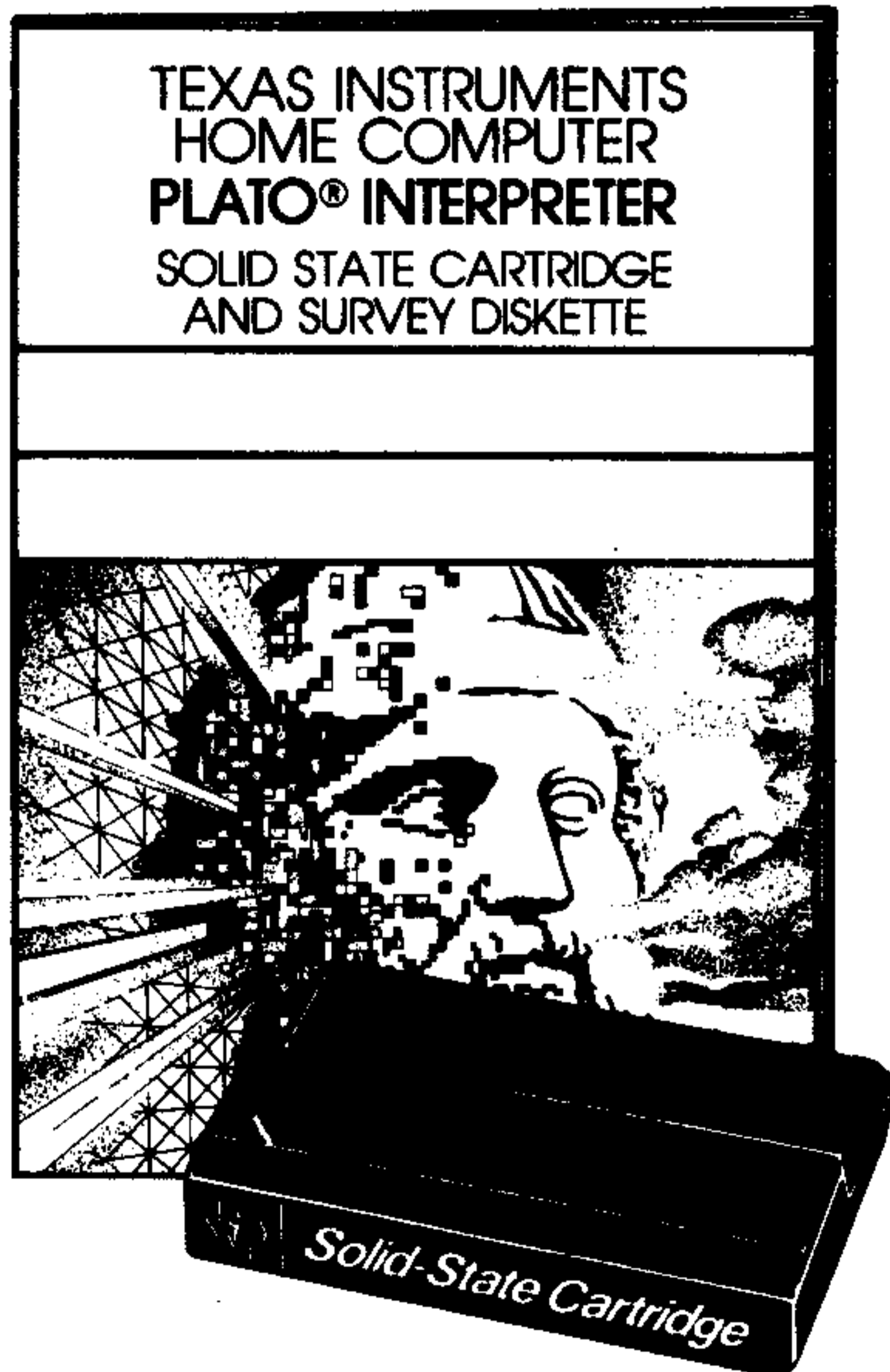**TEXAS INSTRUMENTS HOME COMPUTER PLATO® INTERPRETER**
SOLID STATE CARTRIDGE
AND SURVEY DISKETTE

TEXAS INSTRUMENTS HOME COMPUTER PLATO® INTERPRETER
SOLID STATE CARTRIDGE
AND SURVEY DISKETTE

Plato® Interpreter
With the PLATO Interpreter Cartridge, you can use any of the PLATO Courseware Diskettes available for grades 3 through 12. The Survey Diskette helps you evaluate skills to select appropriate PLATO Courseware in Mathematics, Reading, and Grammar.

PLATO® is a registered trademark of Control Data Corporation.
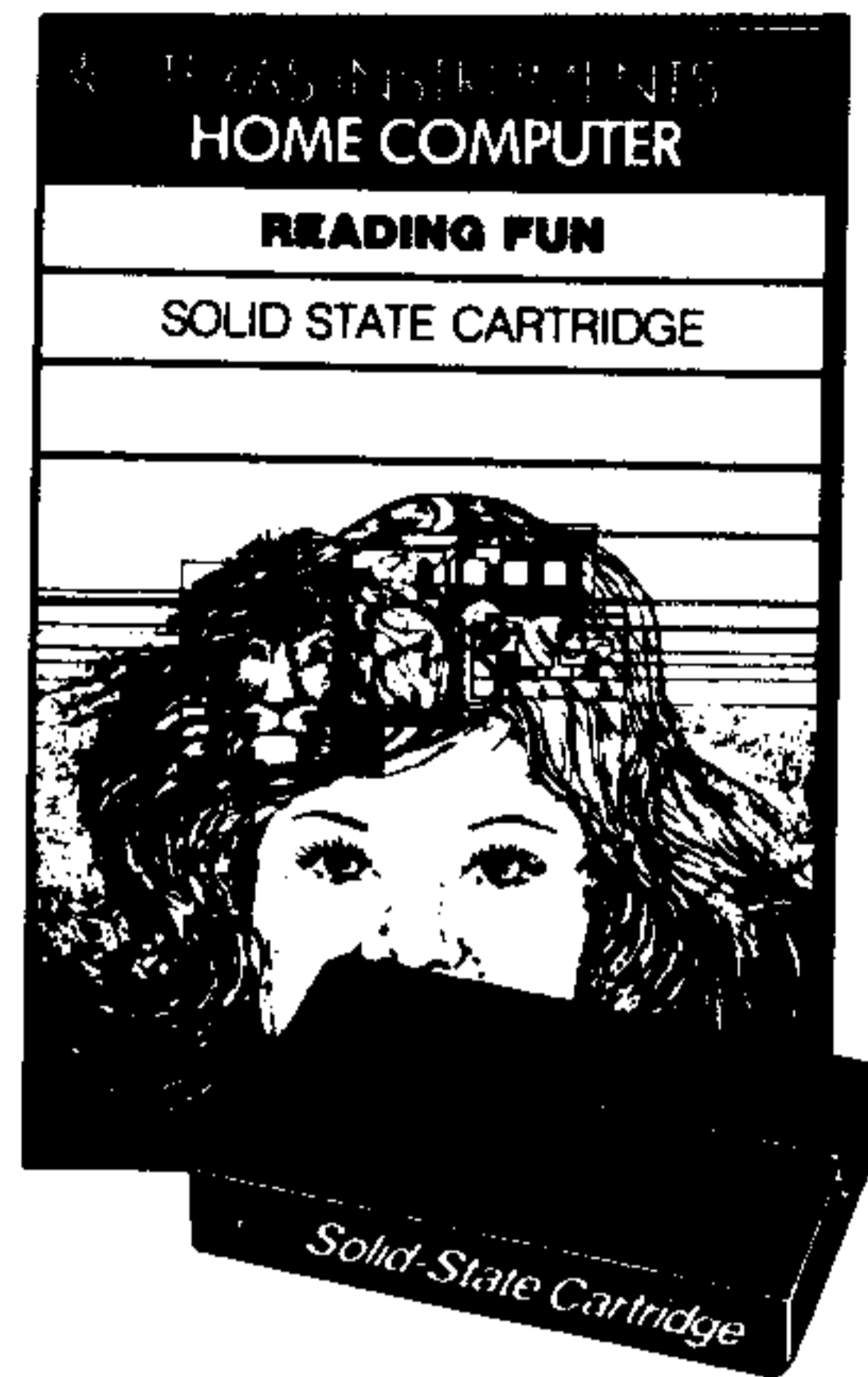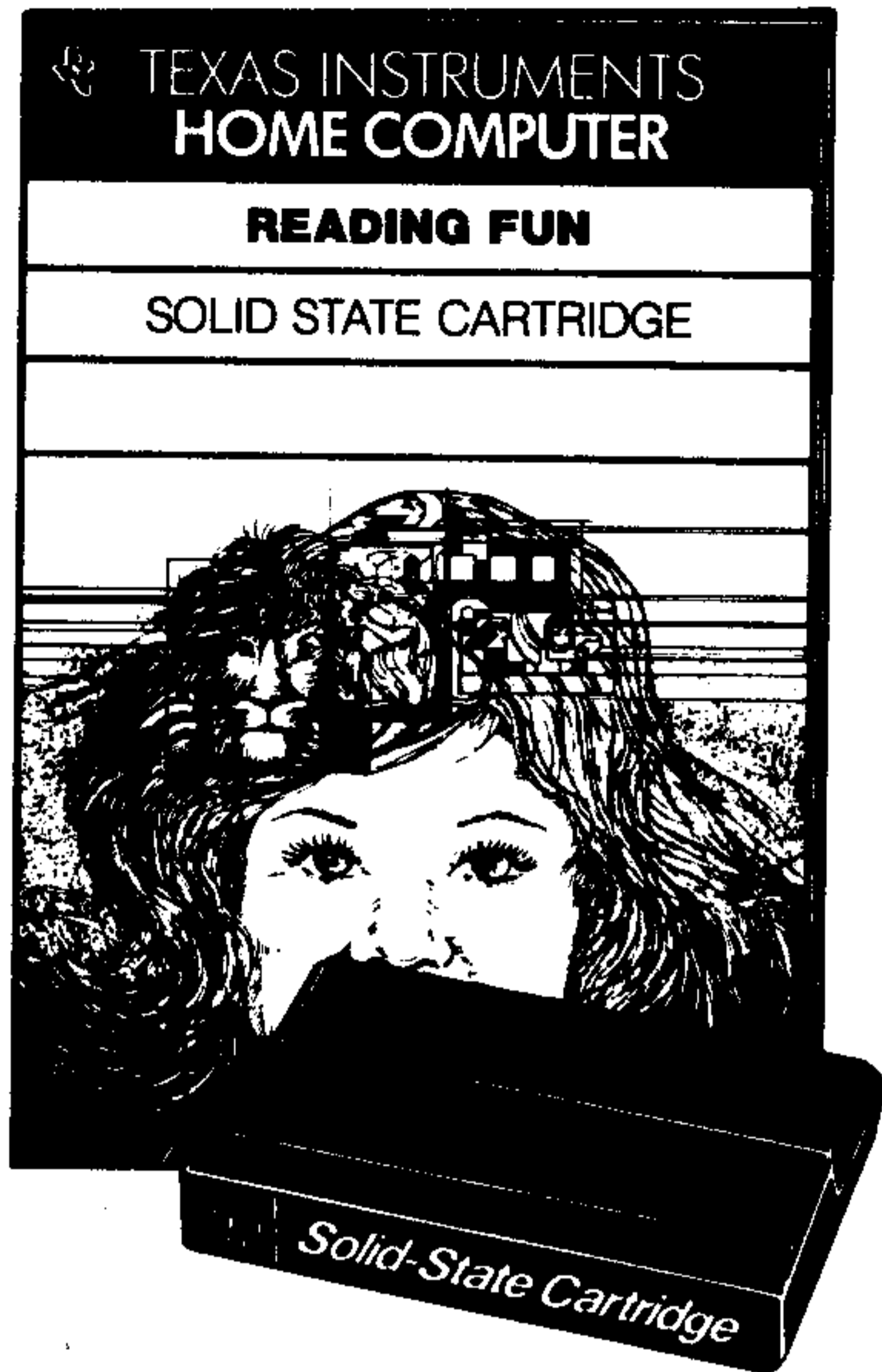
Reading Fun (Speech)
Stories and practice drills help build vocabulary and reading skills. Grades 1-3. Speech Synthesizer is recommended. Cartridge.
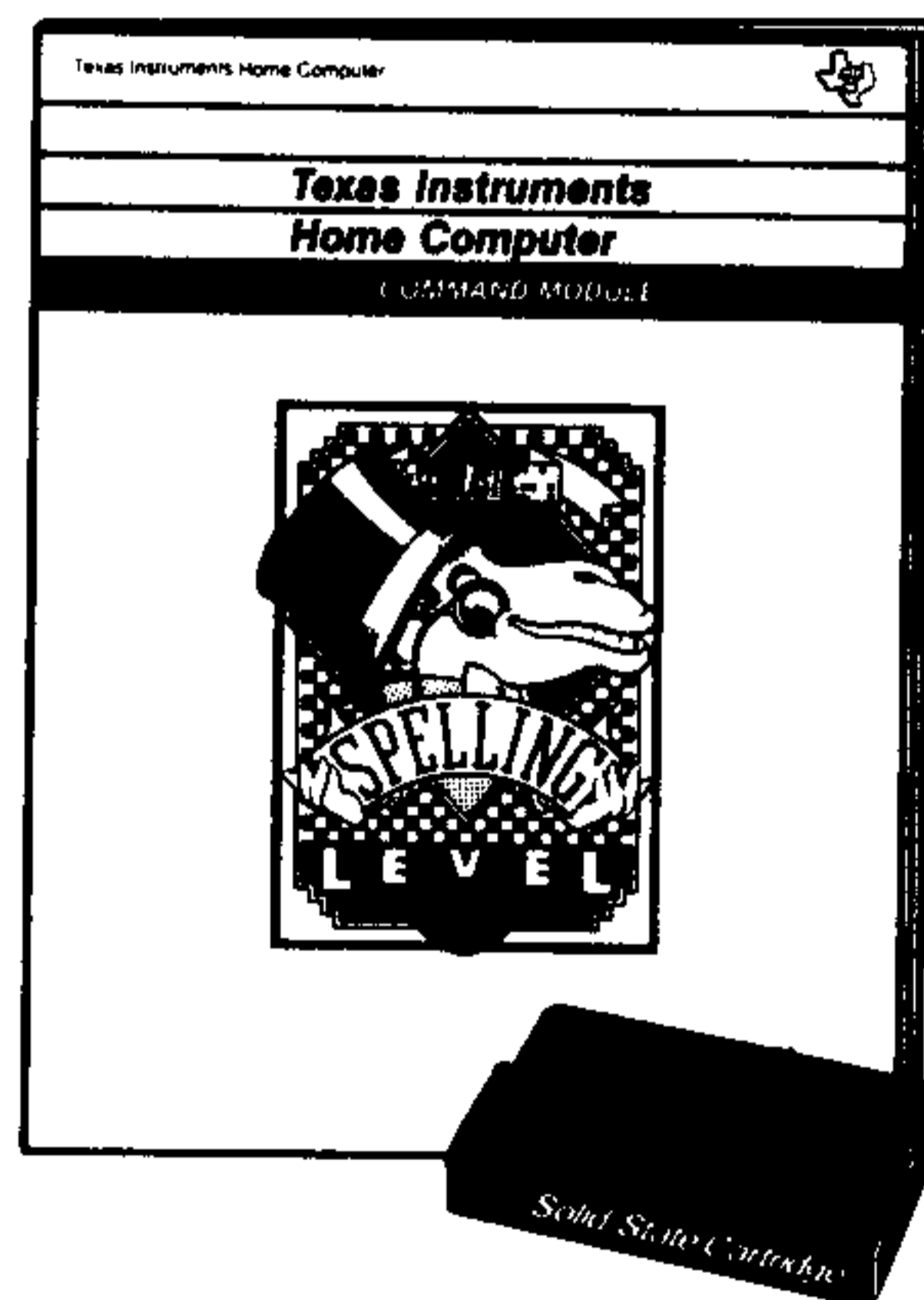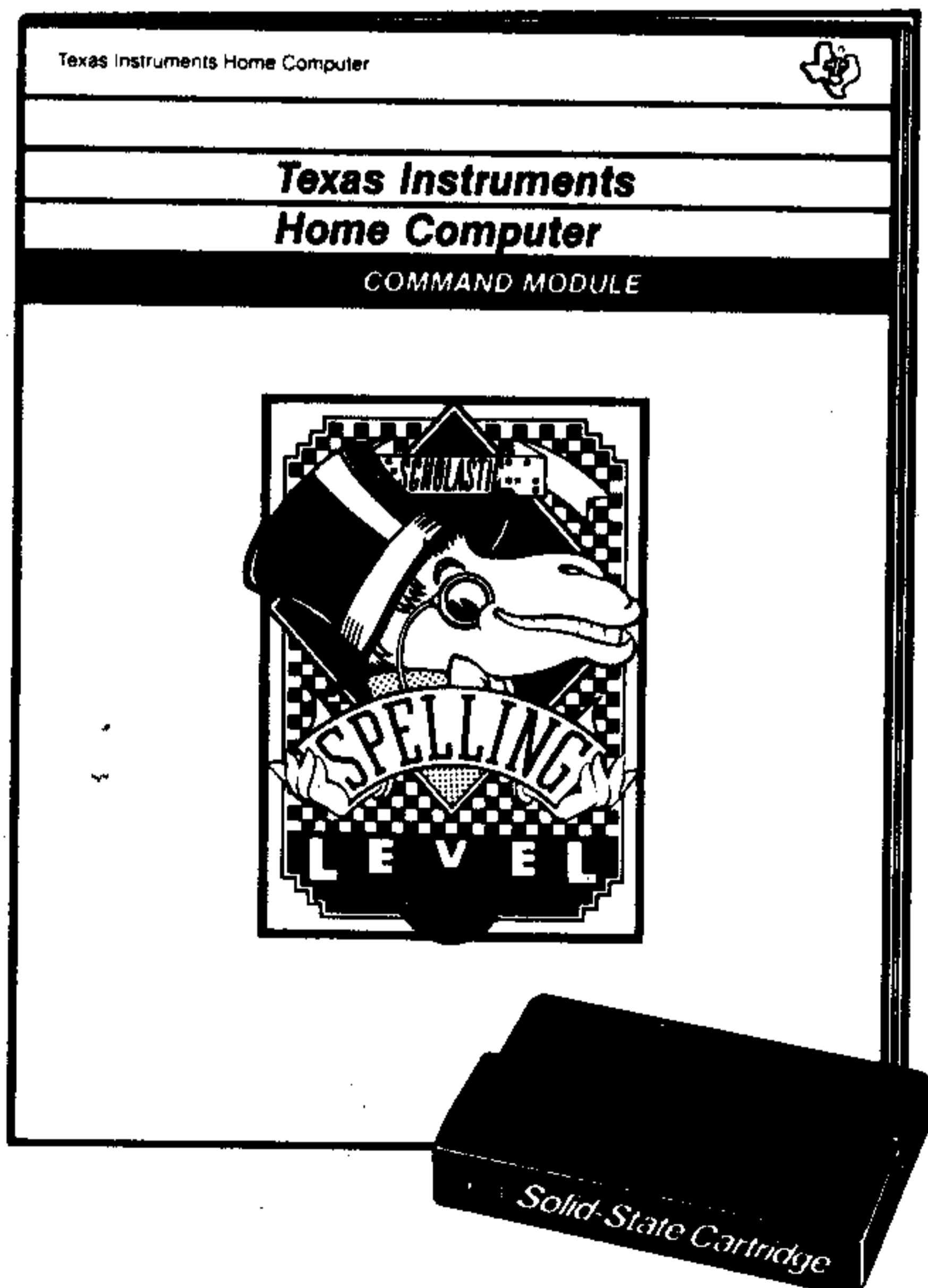

Scholastic Spelling* (Speech)
Individual programs for 4 different student levels contain exercises and lessons to develop spelling proficiency. Speech Synthesizer is required. Cartridge.

*Developed by Scholastic, Inc.

REPRODUCTION LINE ART
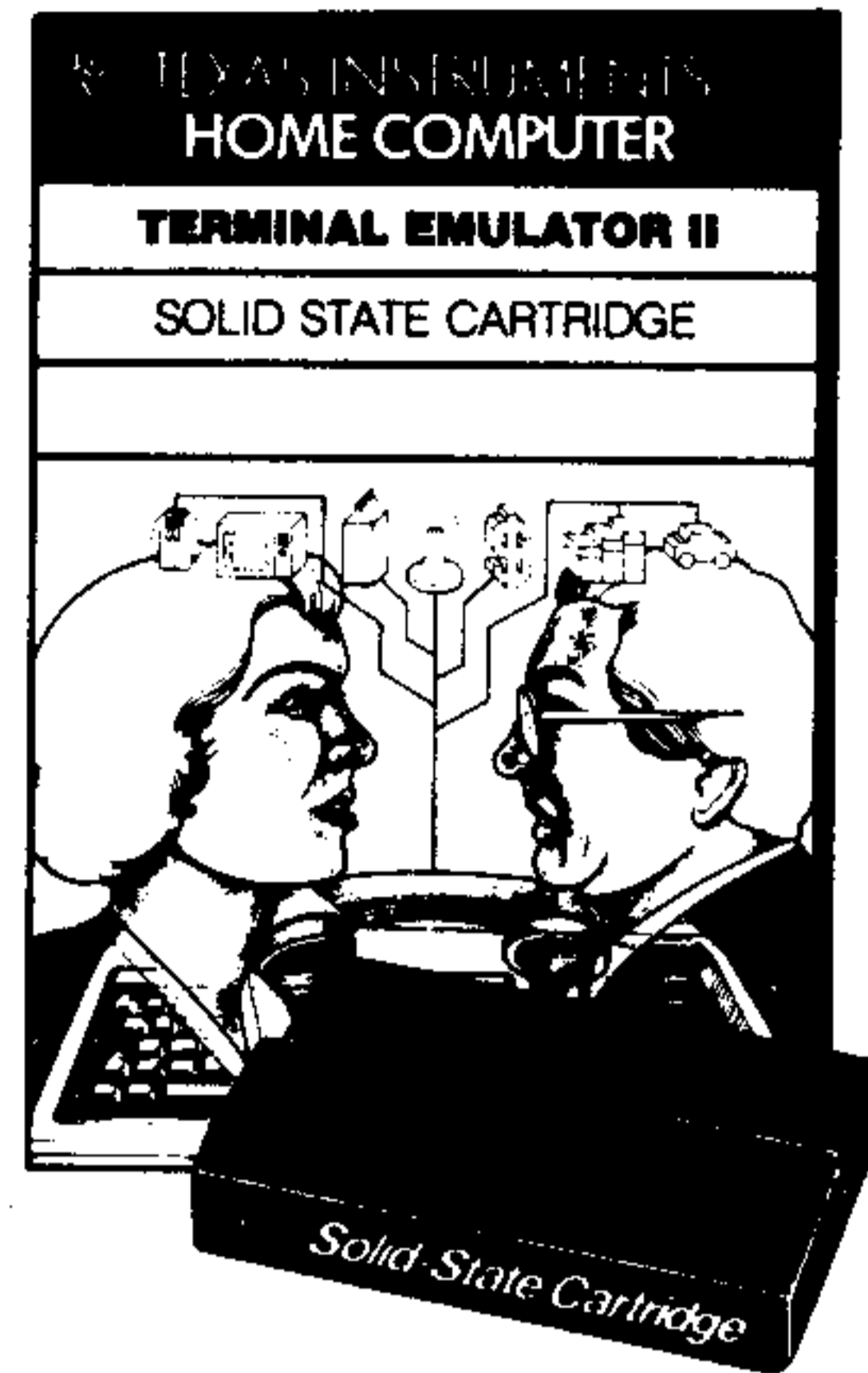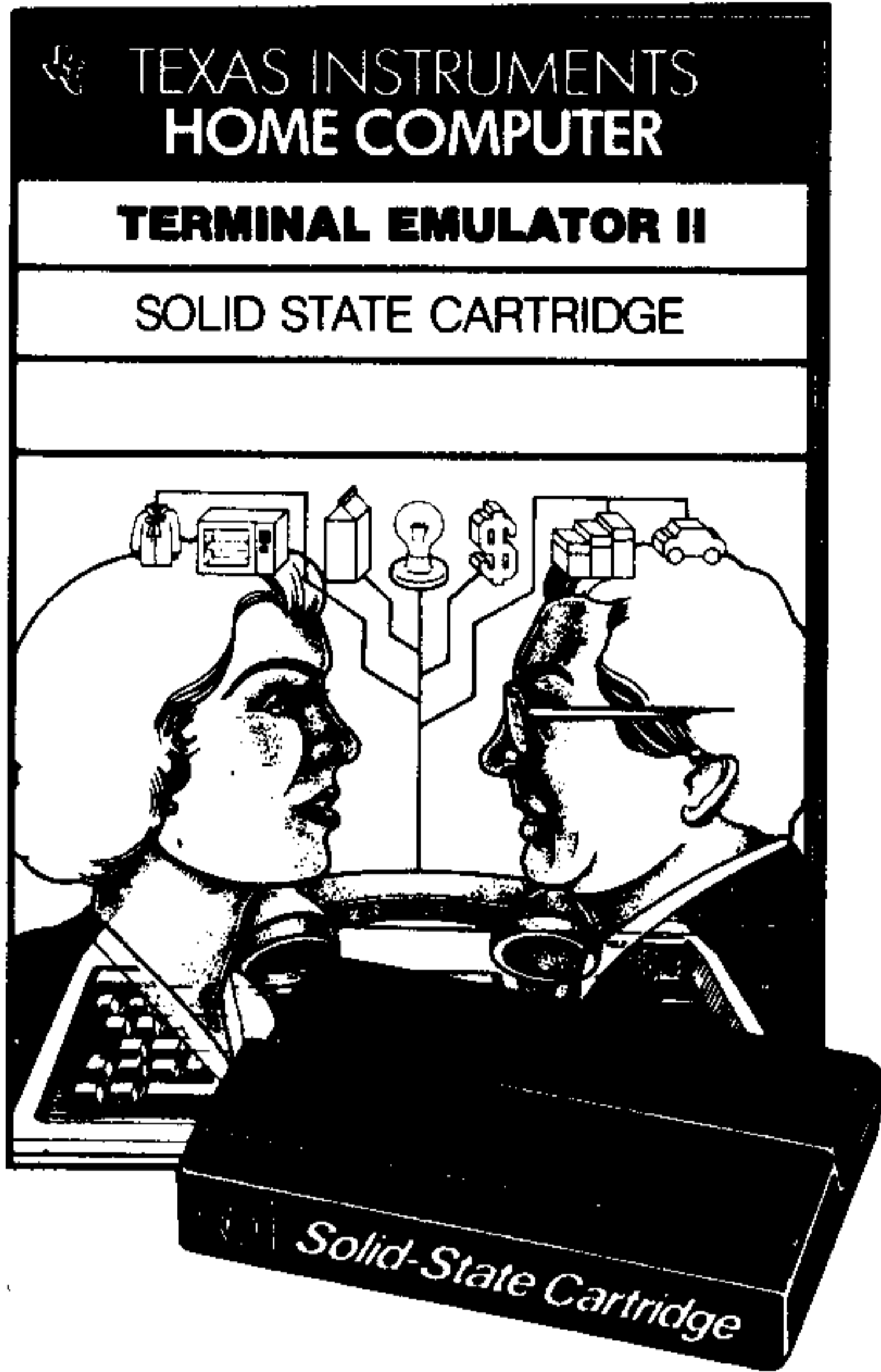

Terminal Emulator II
Links your home computer to the telecommunications world—accessing subscription data services and time-shared computer systems. Plus access of text-to-speech from user-written programs. Cartridge.
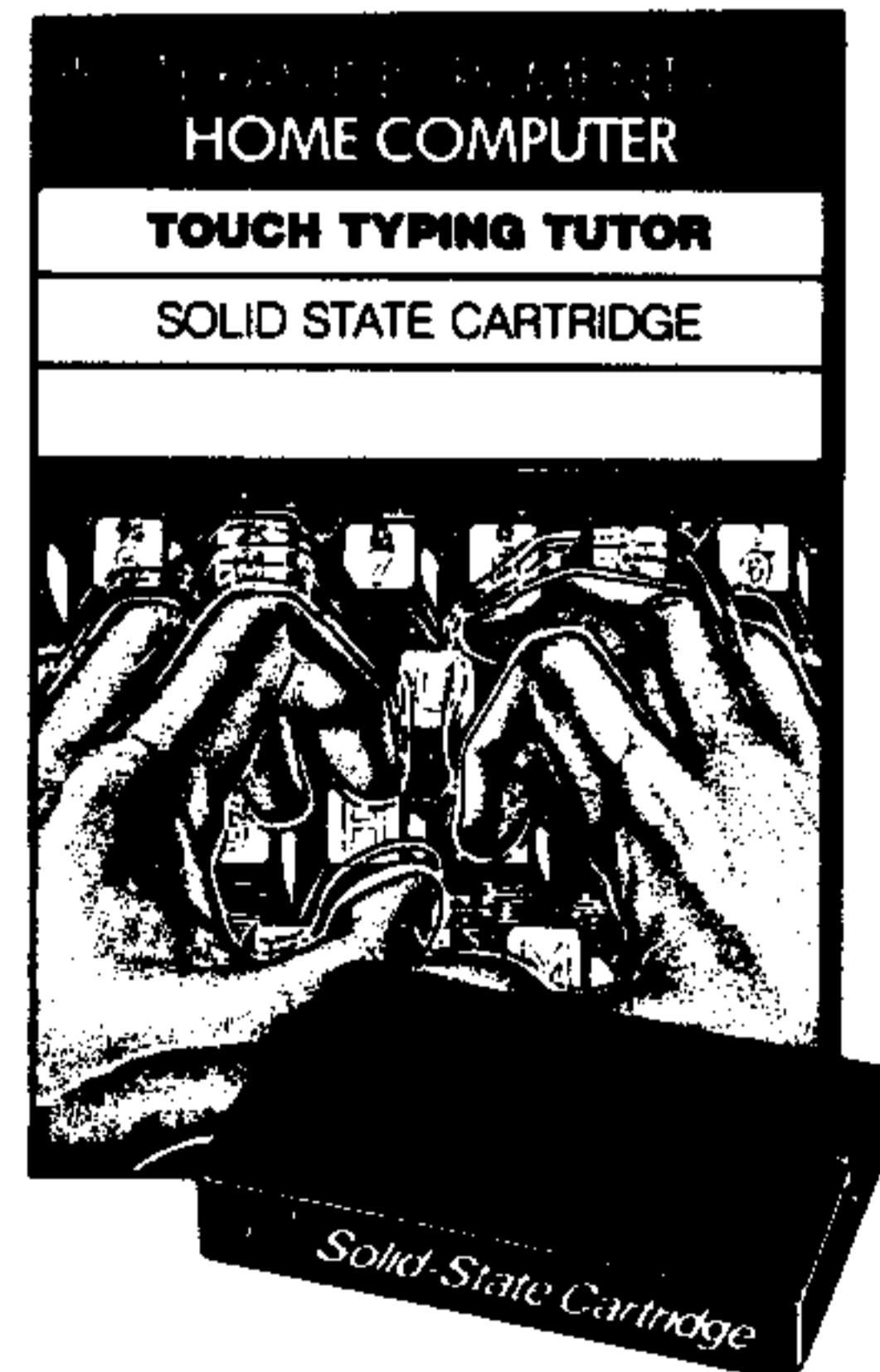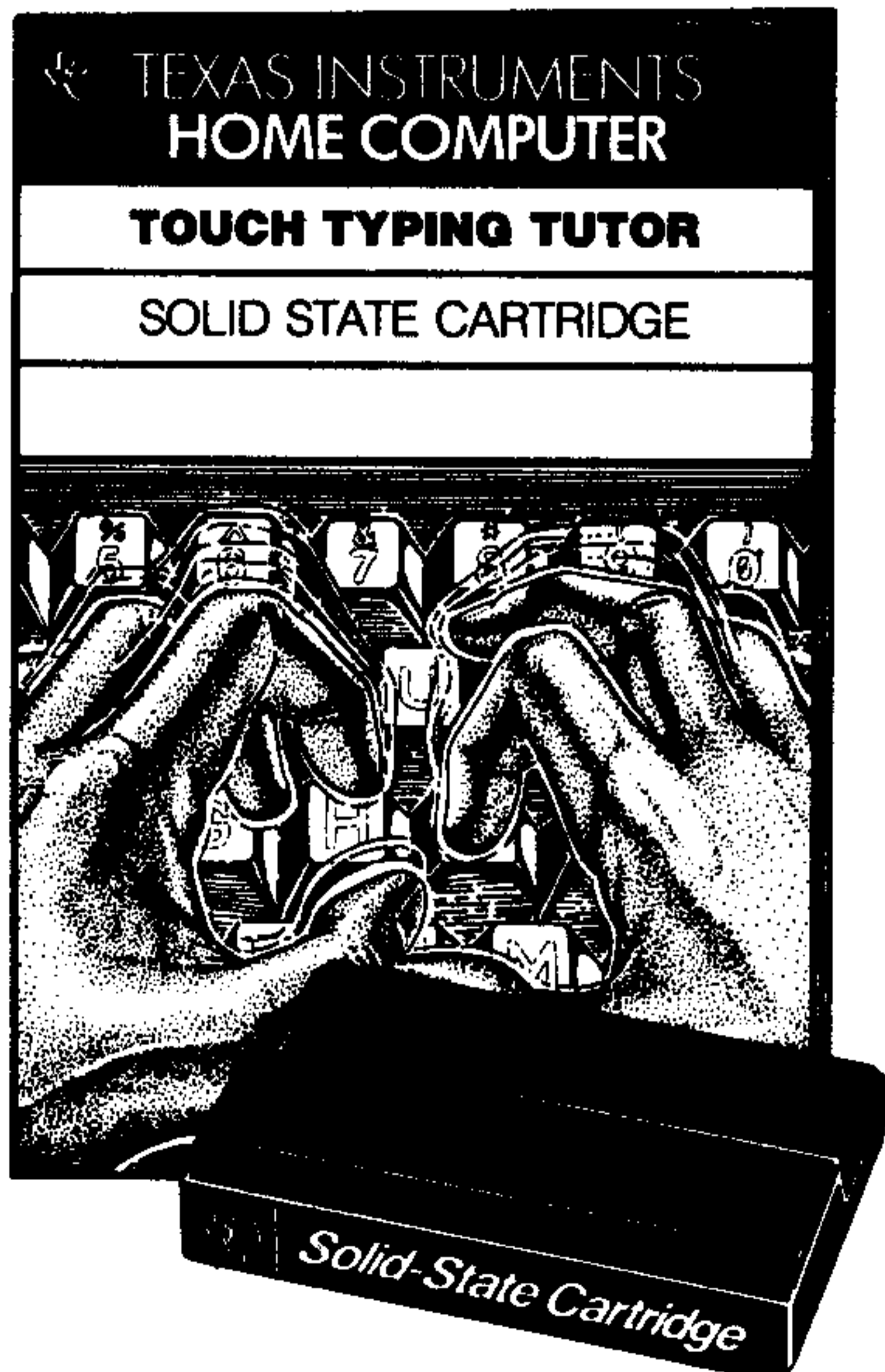
Touch Typing Tutor
Teaches touch typing on the 99/4A Home Computer keyboard. Measures and improves typing speed and selects appropriate exercises. 99/4A only. Cartridge.

Home Entertainment
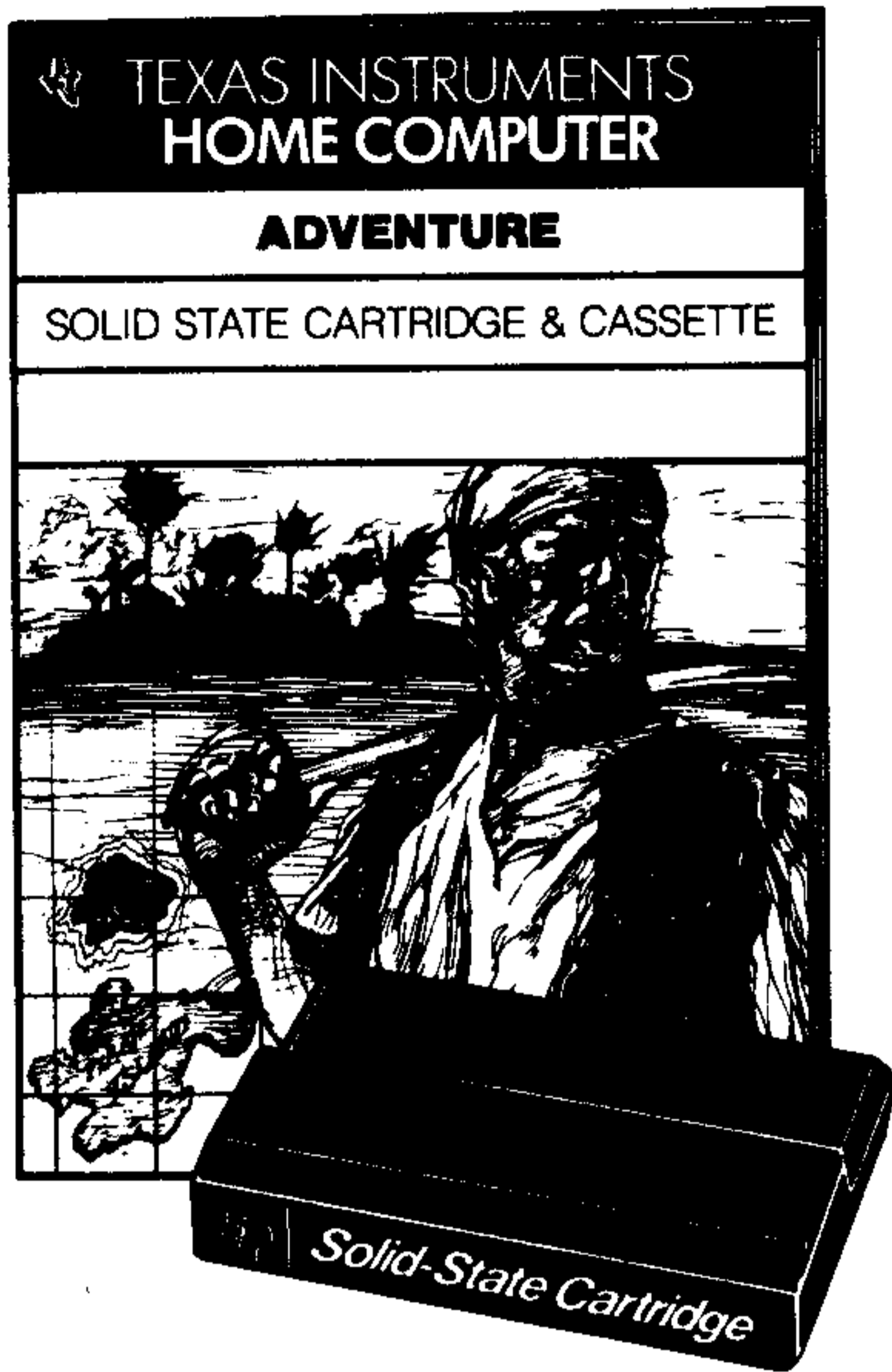
Adventure*
Play 11 exciting Scott Adams Adventure games with the Adventure Command Cartridge. Pirate Adventure comes free with the cartridge. Ten additional games are available in cassette or disk versions. (Program Recorder or Disk Memory System required.)

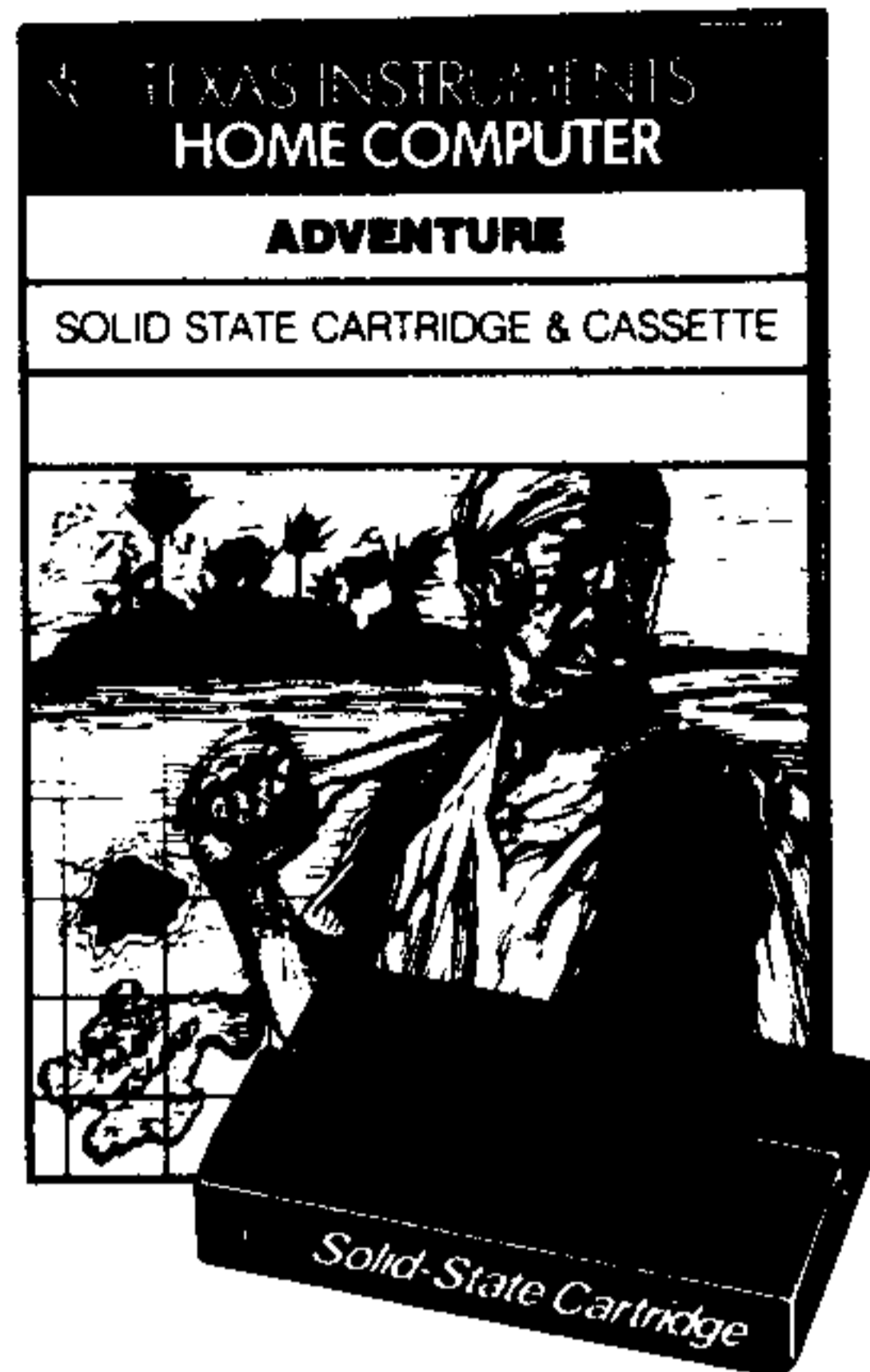*Developed by Scott Adams.
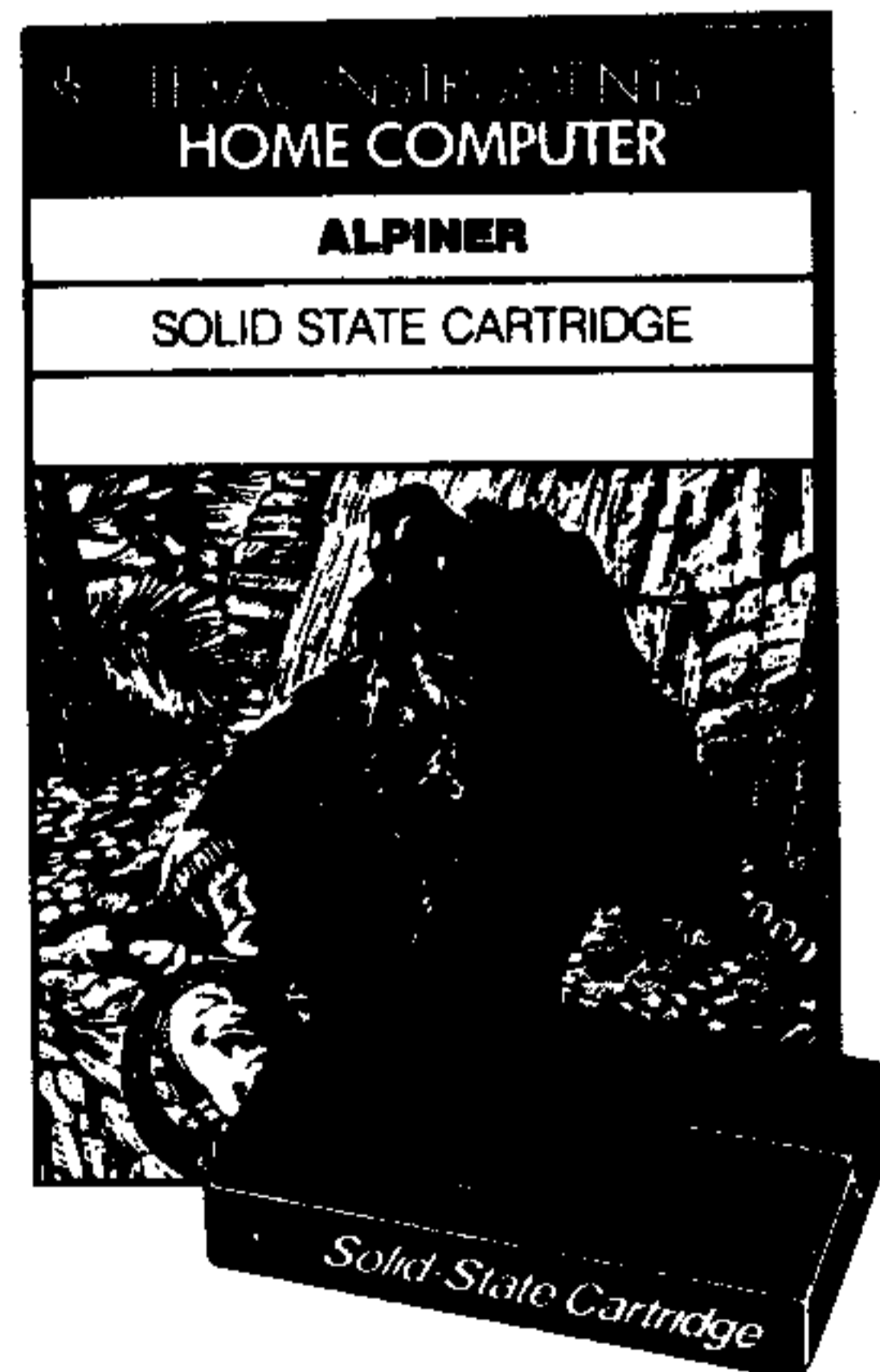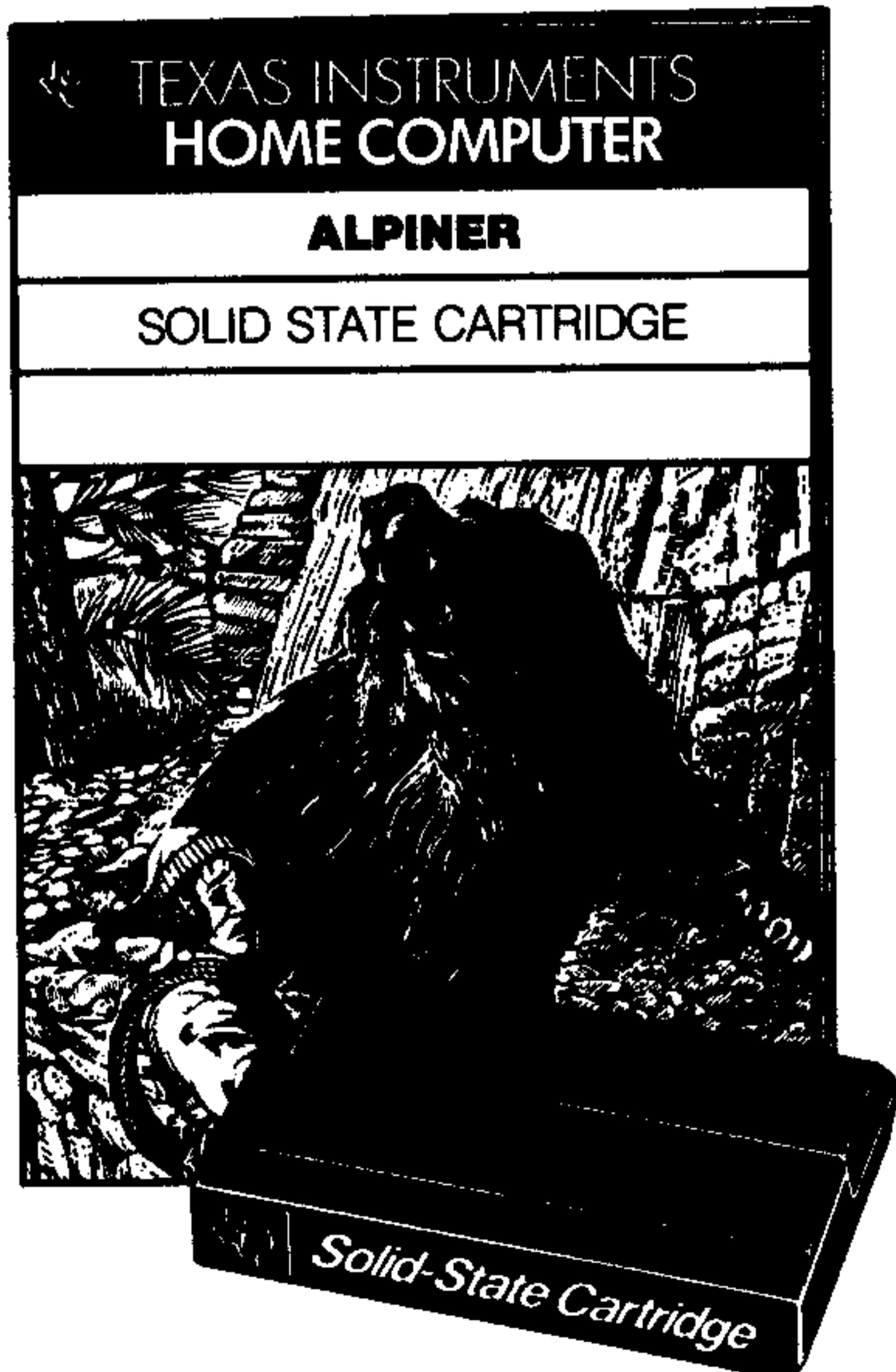
Alpiner (Speech)
Climb Everest, McKinley, Hood, Garmo, Kenya and the Matterhorn. Overcome obstacles such as lions, bears, skunks, avalanches, forest fires, and many more. Exciting color graphics, sound and music. ARCADE style. TI 99/4A only. Speech Synthesizer optional. Cartridge.
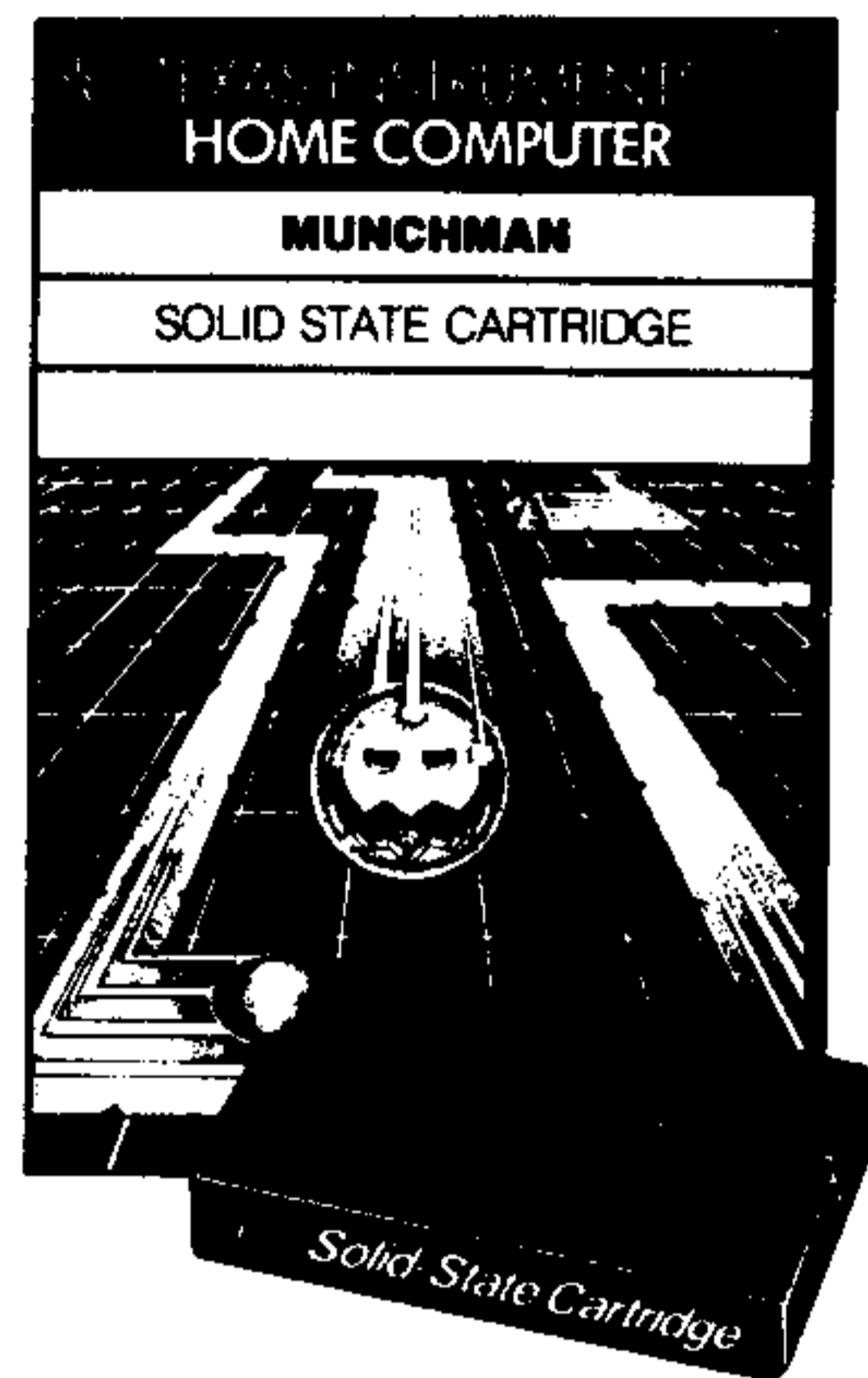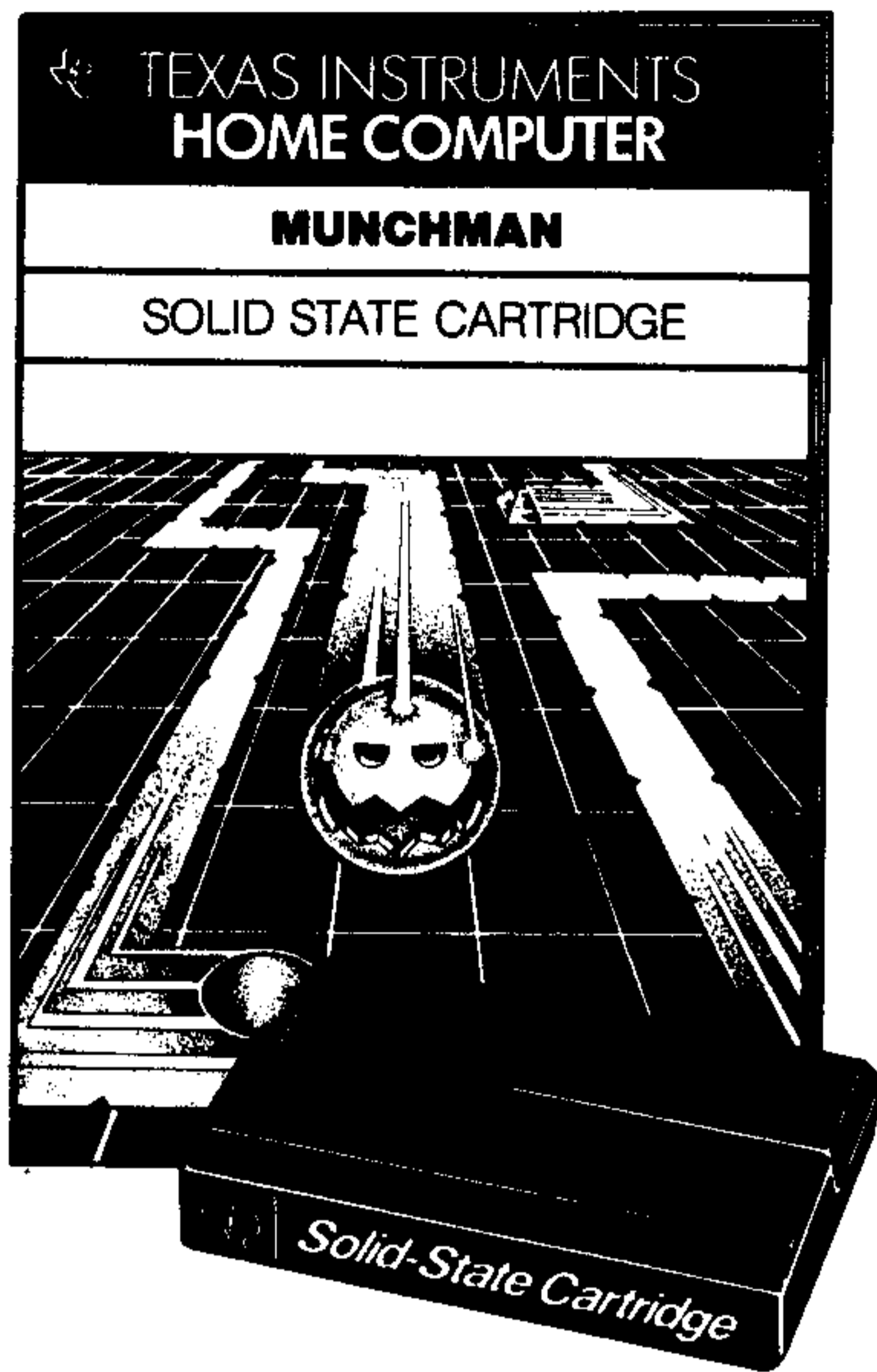
MunchMan

You must move quickly to out-maneuver cunning hoonos while connecting maze passages with a chain. Exciting maze game. ARCADE style. Cartridge.
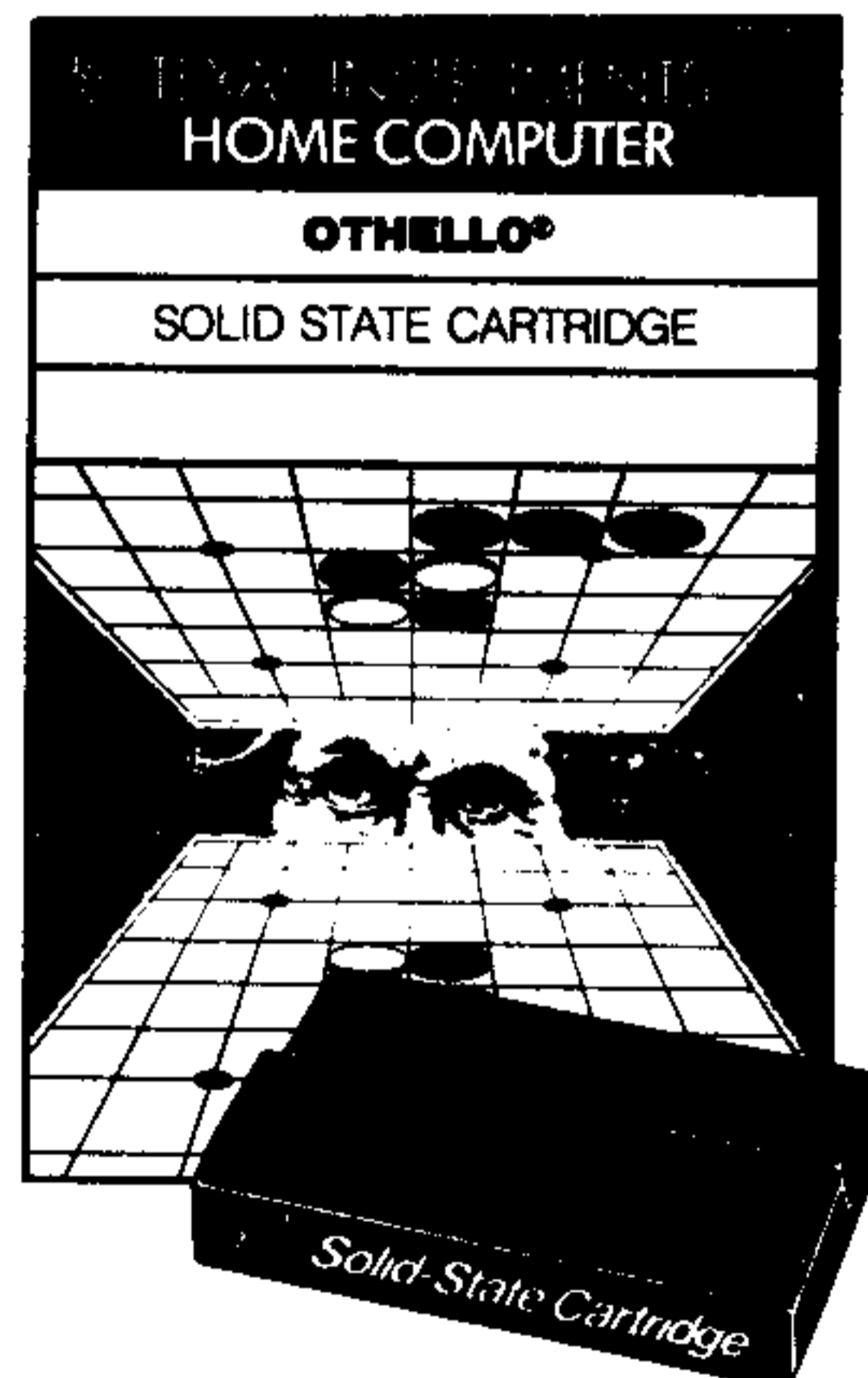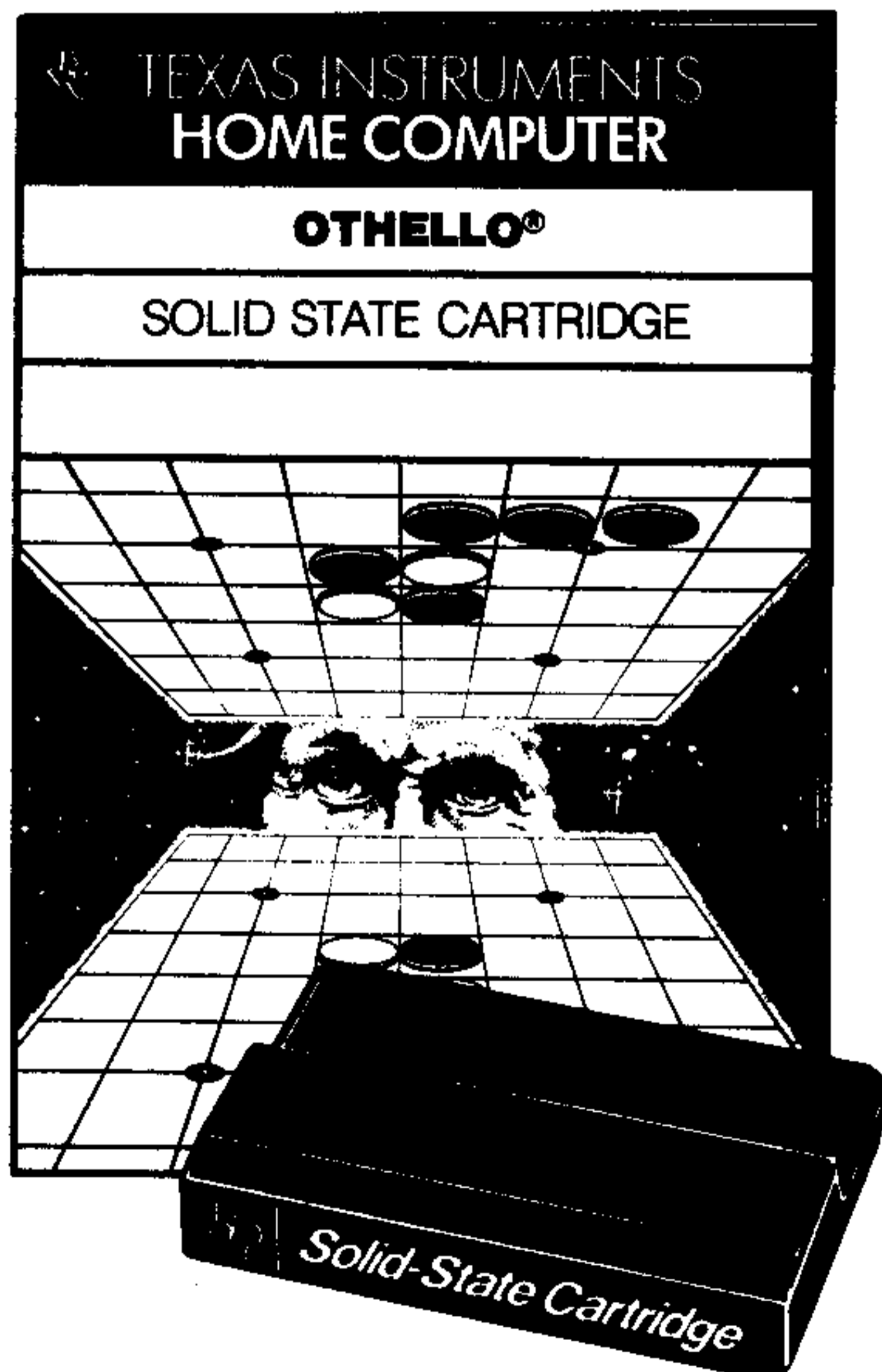
Othello®

A board game demanding clever strategy to outflank your opponent and capture his discs between yours. Play against the computer or a human opponent. A classic. Cartridge.

OTHELLO® is a registered trademark of CBS Inc. for its strategy disk game and equipment.

REPRODUCTION LINE ART
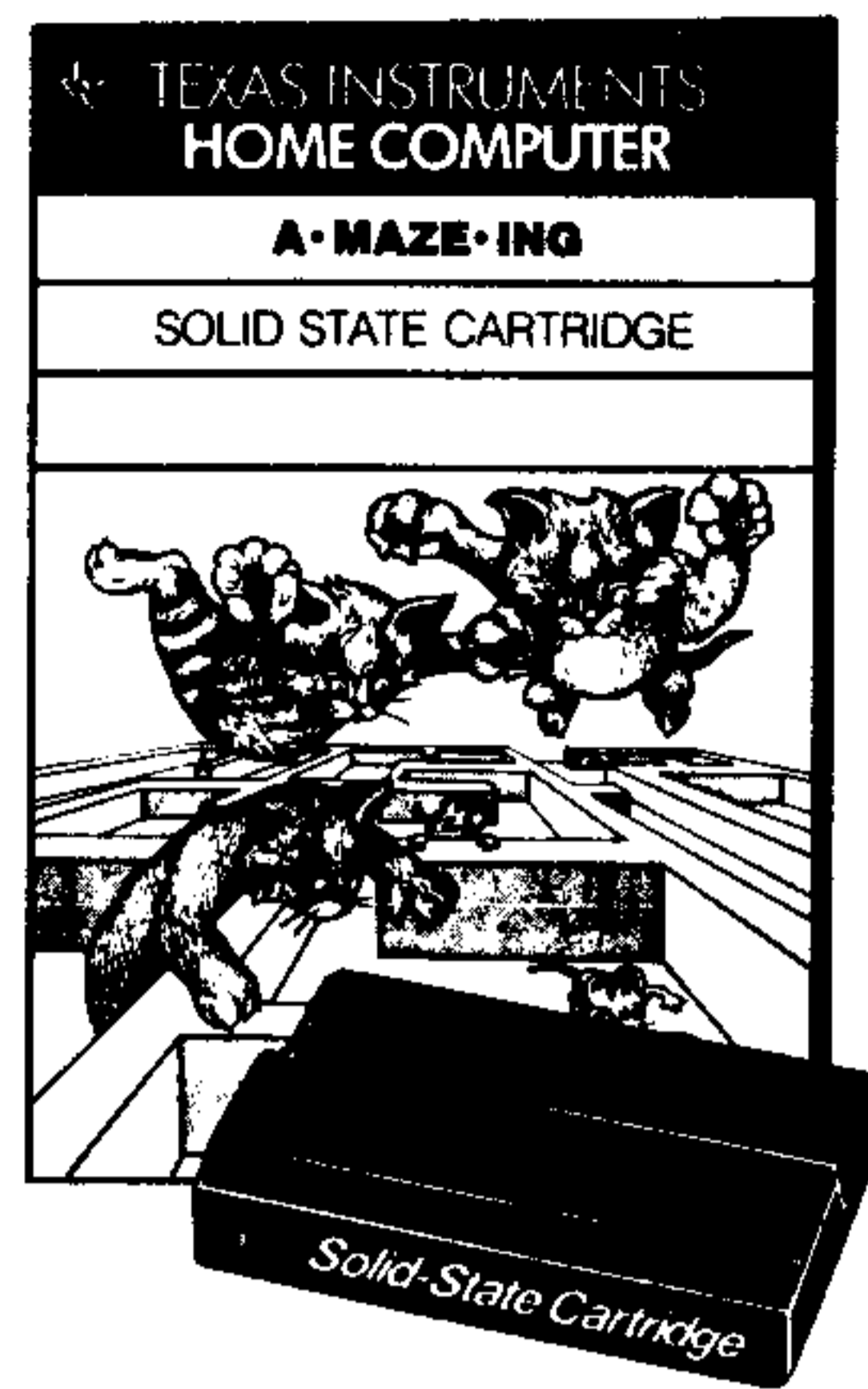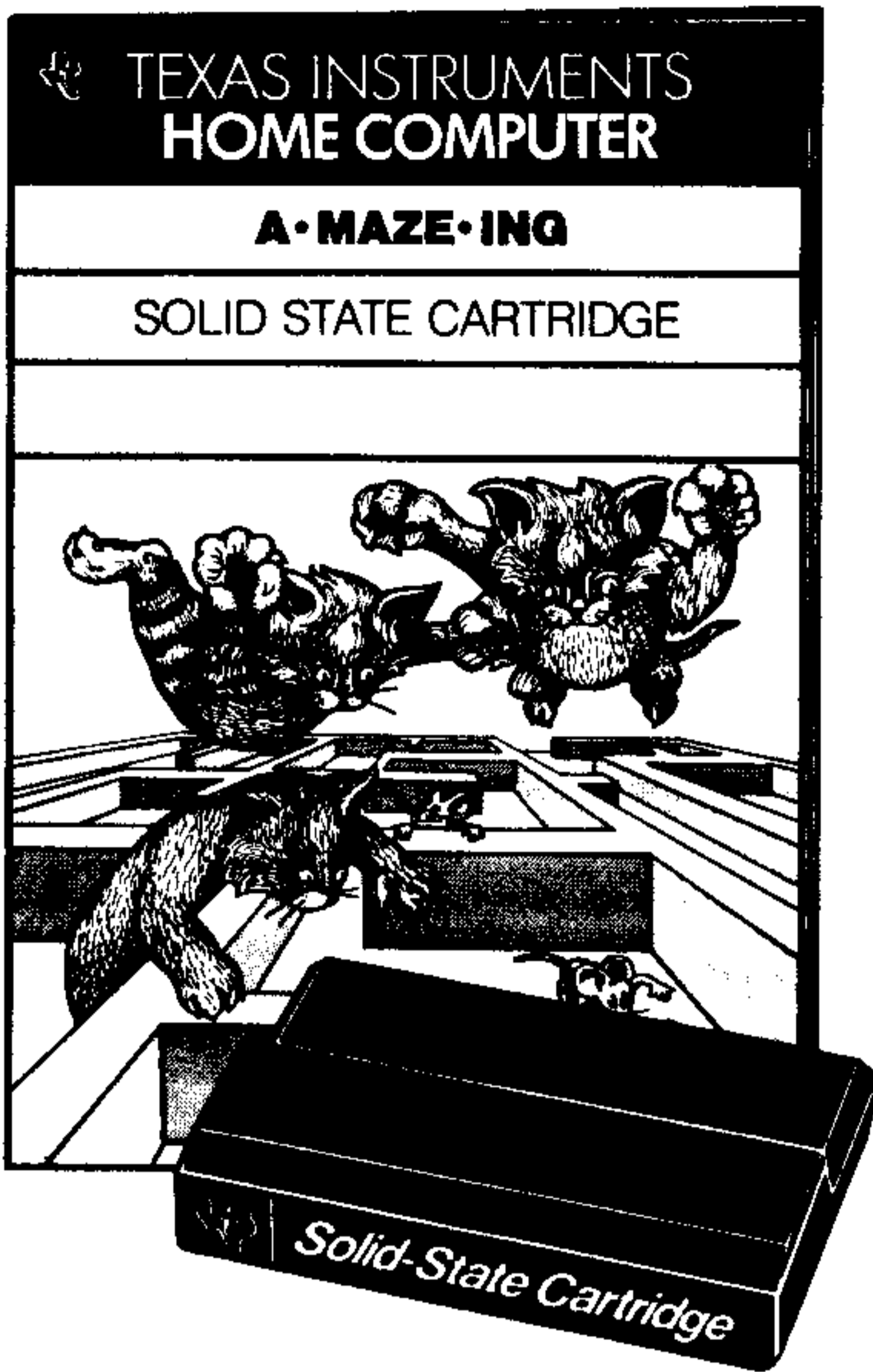
A-Maze-Ing
From simple mazes to a cat-and-mouse chase situation. Thirteen options with a total of 5,200 different variations are possible. ARCADE style. Cartridge.
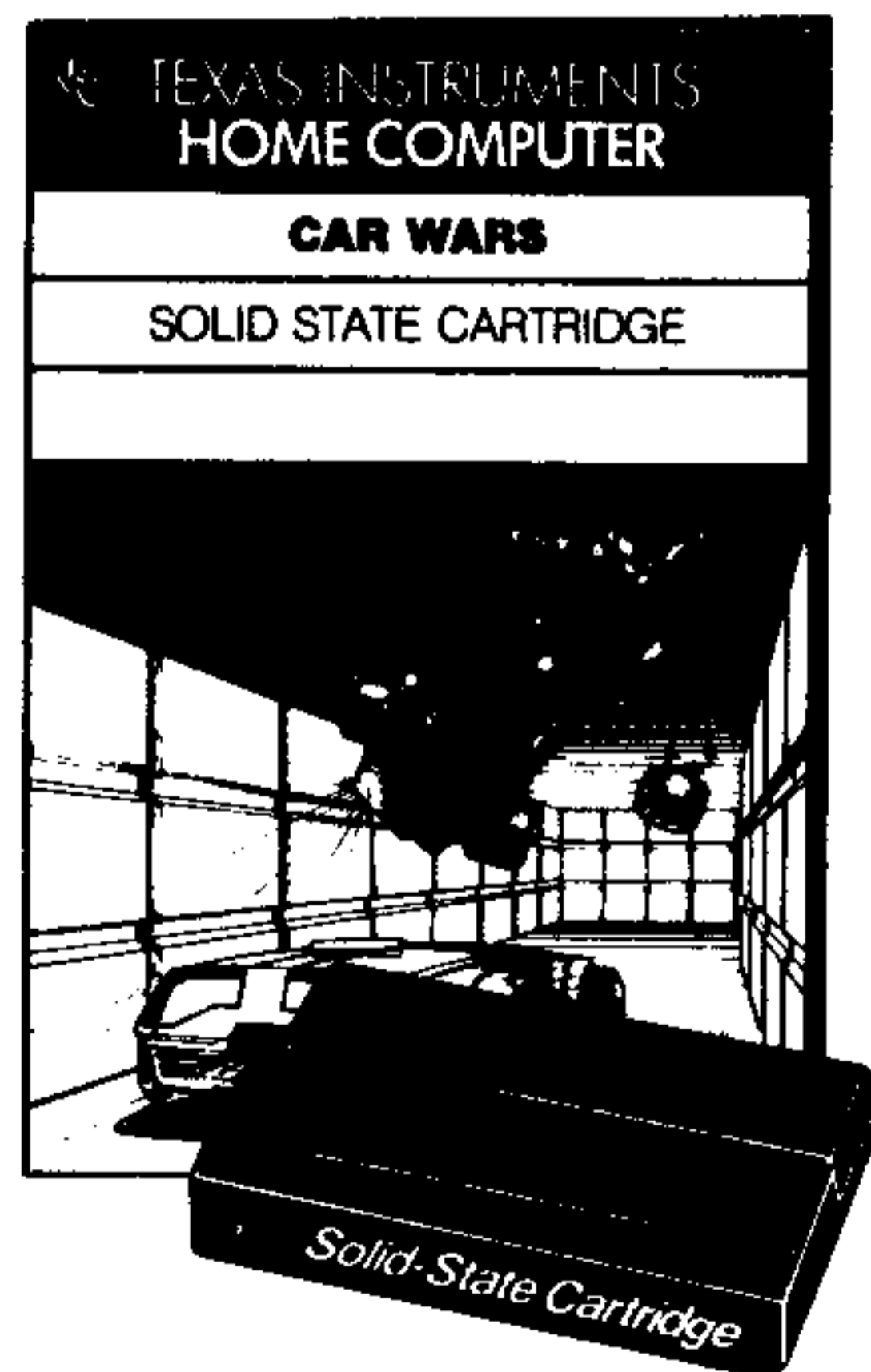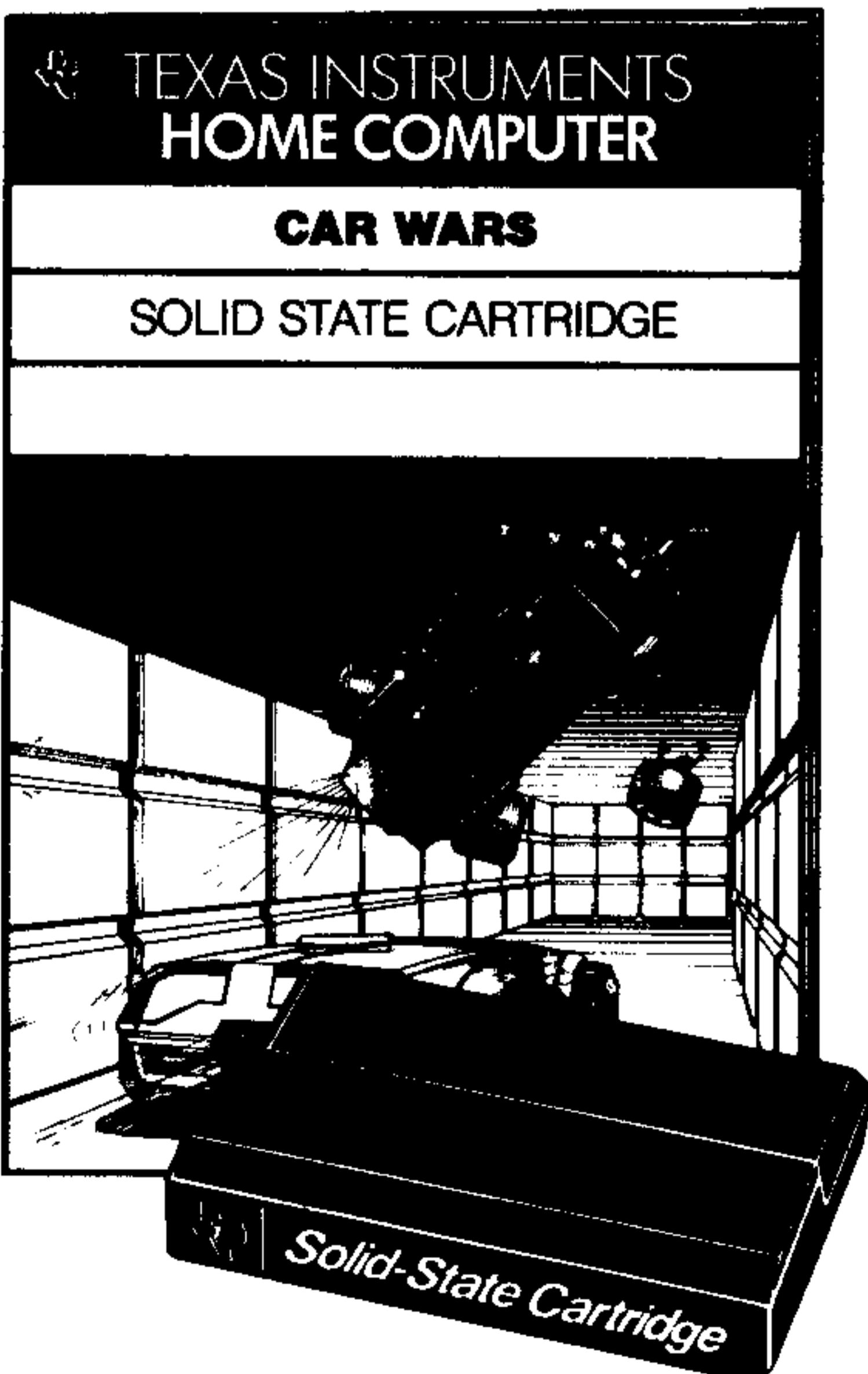
Car Wars
The excitement of high speed racing is combined with the challenge of getting a car around the track without crashing with computer cars. AR-CADE style. Cartridge.

REPRODUCTION LINE ART

TEXAS INSTRUMENTS
HOME COMPUTER

PARSEC

SOLID STATE CARTRIDGE

TEXAS INSTRUMENTS
HOME COMPUTER

PARSEC

SOLID STATE CARTRIDGE
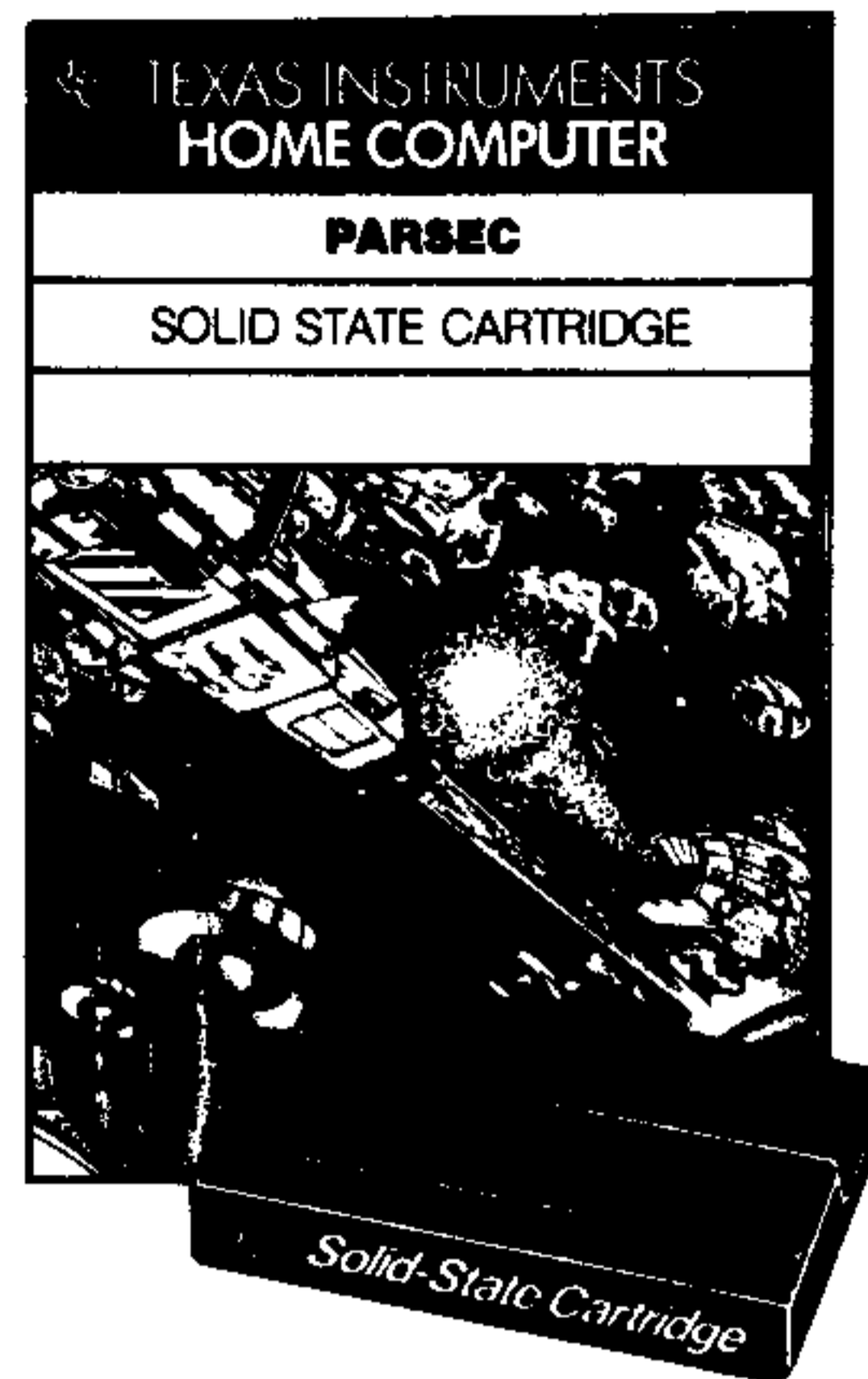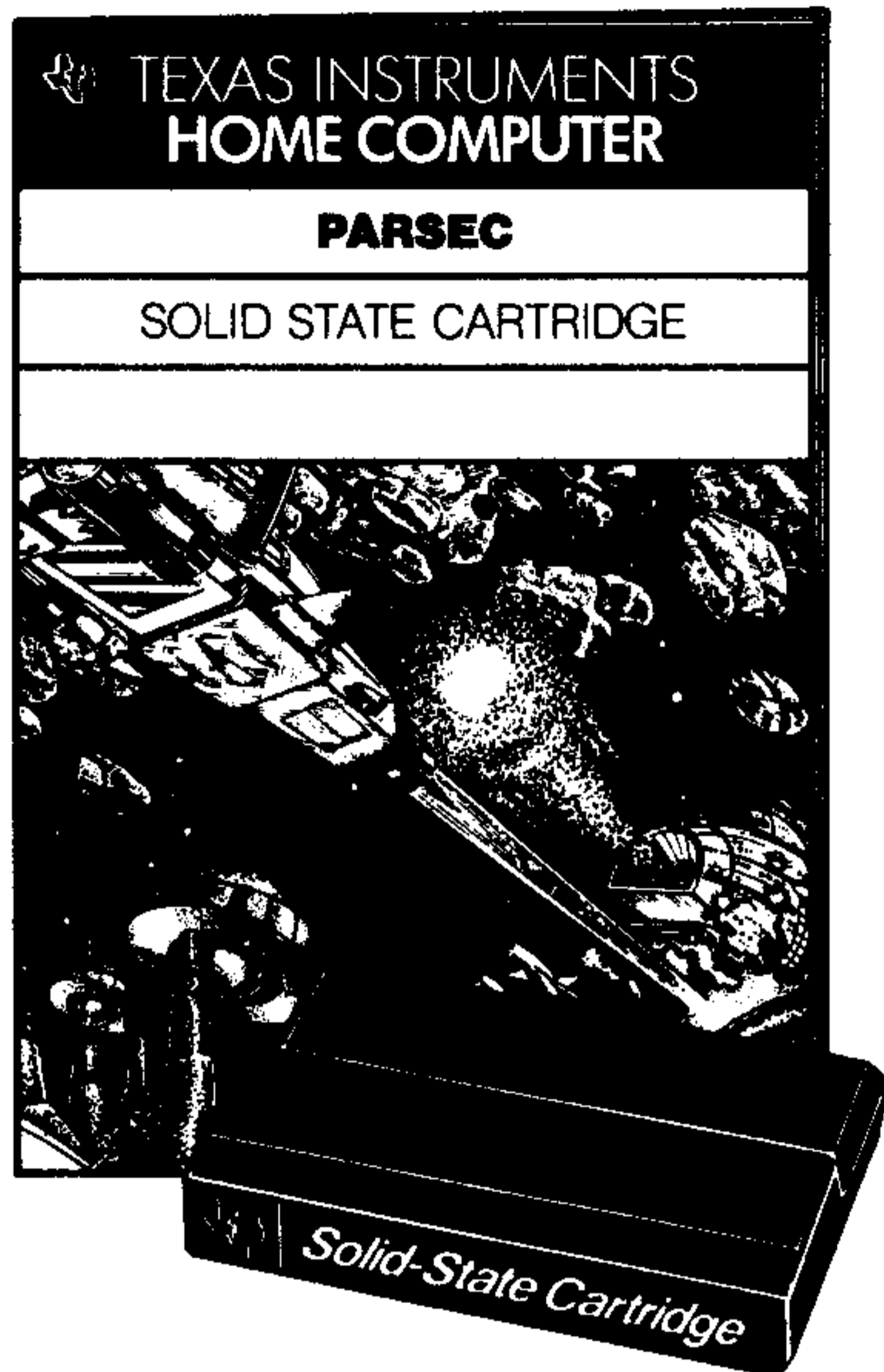
Parsec (Speech)
Battle a variety of alien attack ships as you lead
your space squadron in defense of a distant out-
post. ARCADE style. TI 99/4A only. Speech
Synthesizer optional. Cartridge.

TEXAS INSTRUMENTS
HOME COMPUTER

THE ATTACK

SOLID STATE CARTRIDGE

TEXAS INSTRUMENTS
HOME COMPUTER

THE ATTACK

SOLID STATE CARTRIDGE
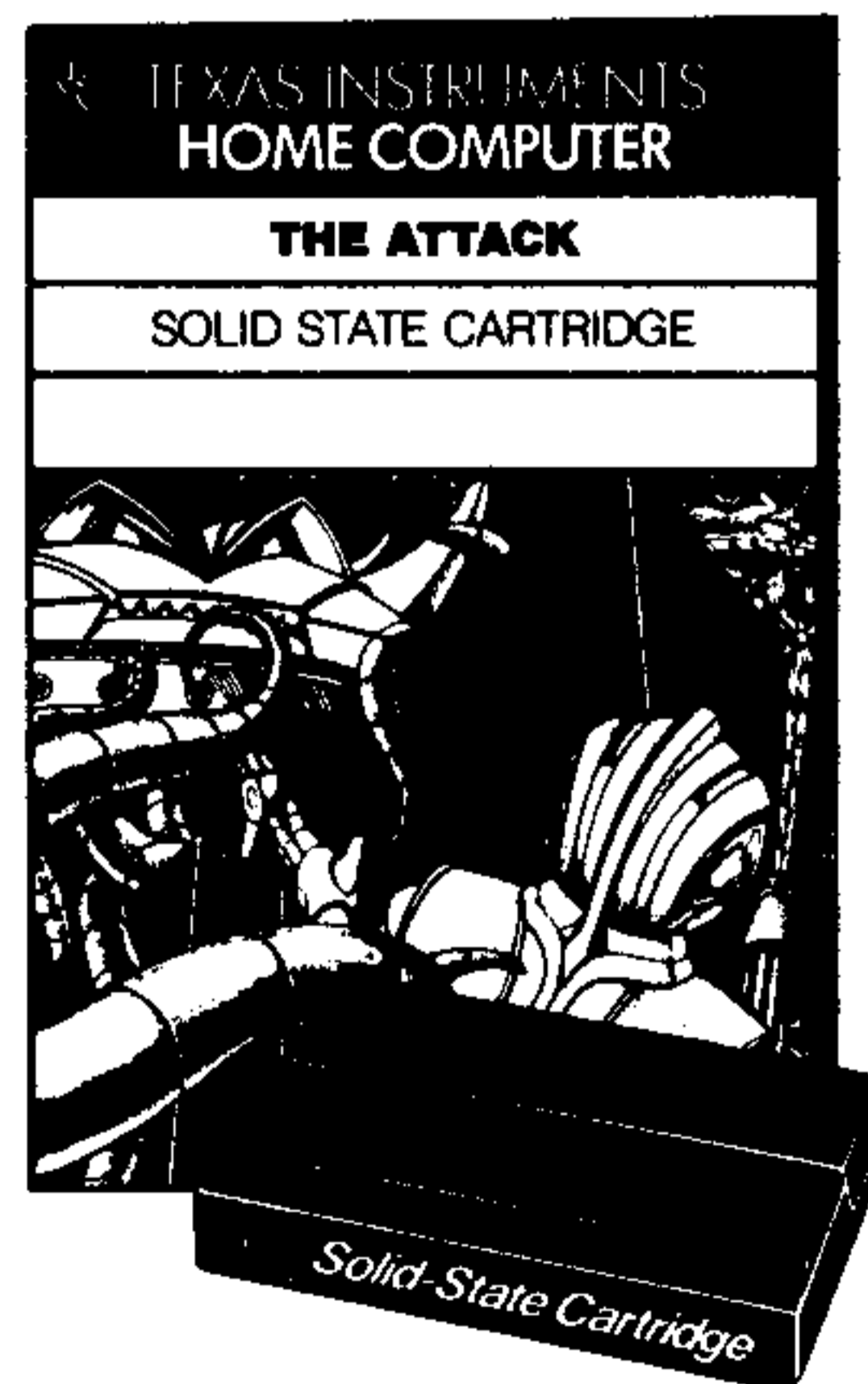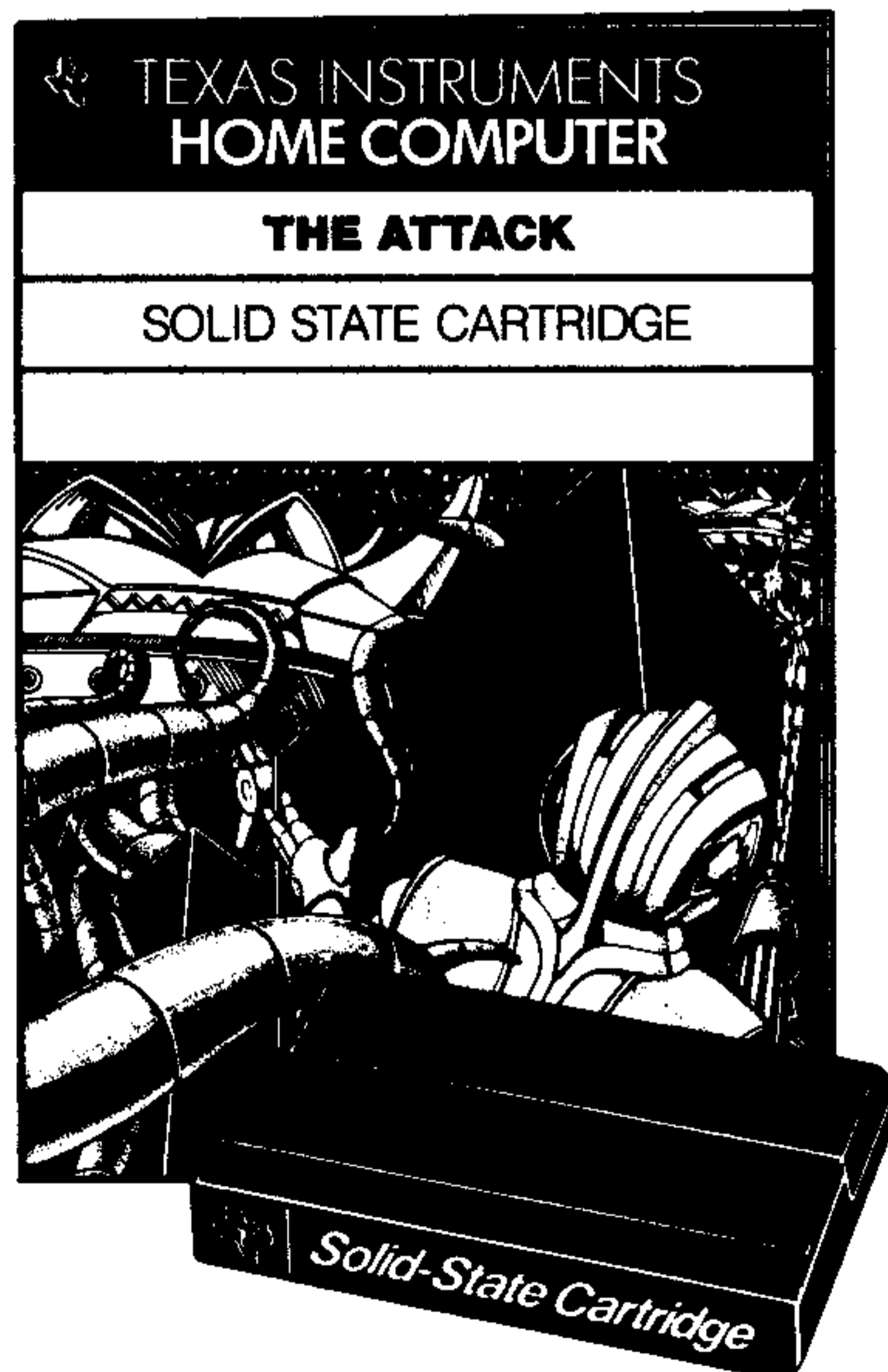
The Attack*
Play the commander of a ship in a region of
space infested by "spores" and "aliens" which
must be destroyed. ARCADE style. Cartridge.

*Developed by Milton Bradley. Trademark of Milton Bradley.

REPRODUCTION LINE ART

TEXAS INSTRUMENTS
HOME COMPUTER

TI INVADERS

SOLID STATE CARTRIDGE

TEXAS INSTRUMENTS
HOME COMPUTER

TI INVADERS

SOLID STATE CARTRIDGE
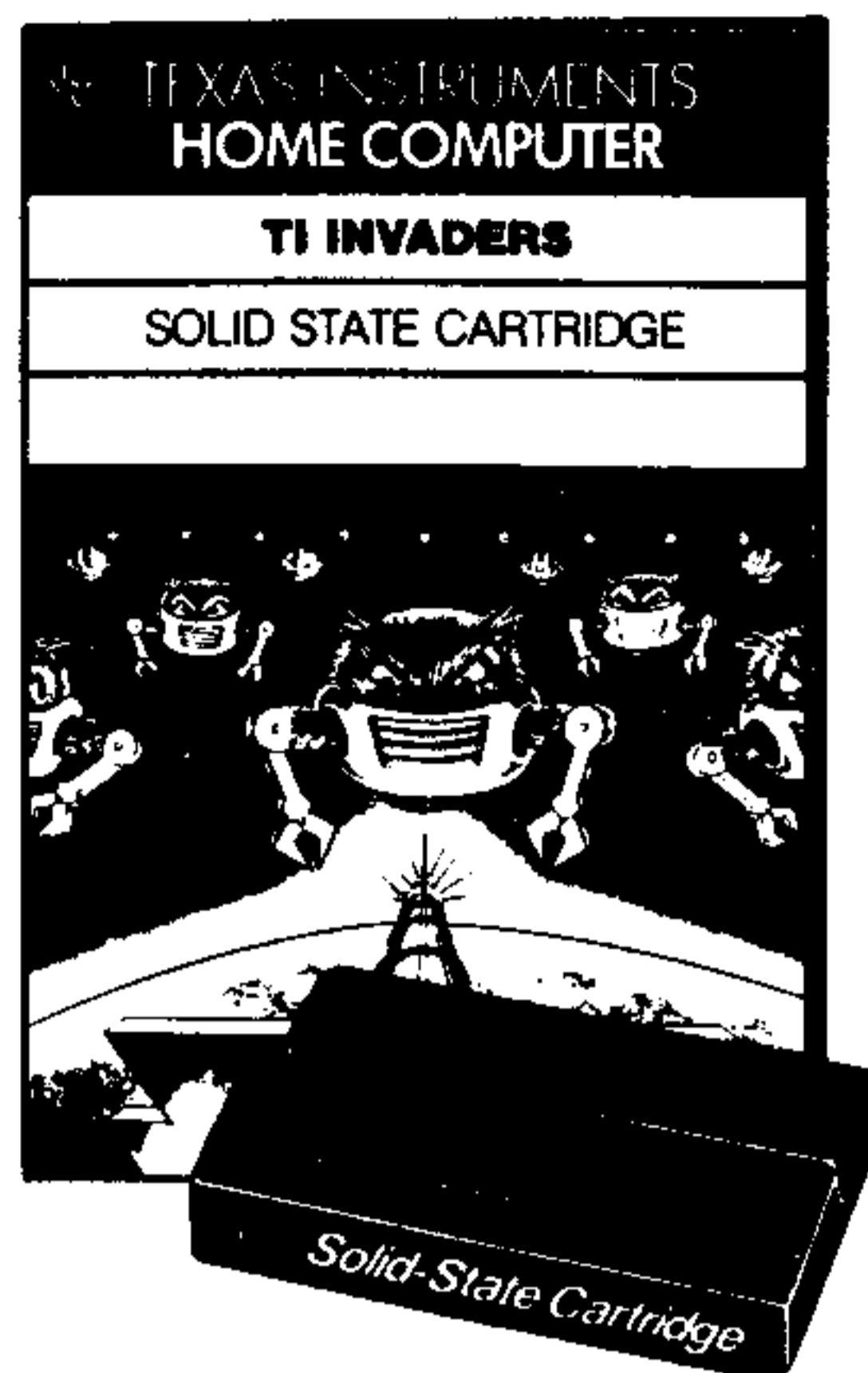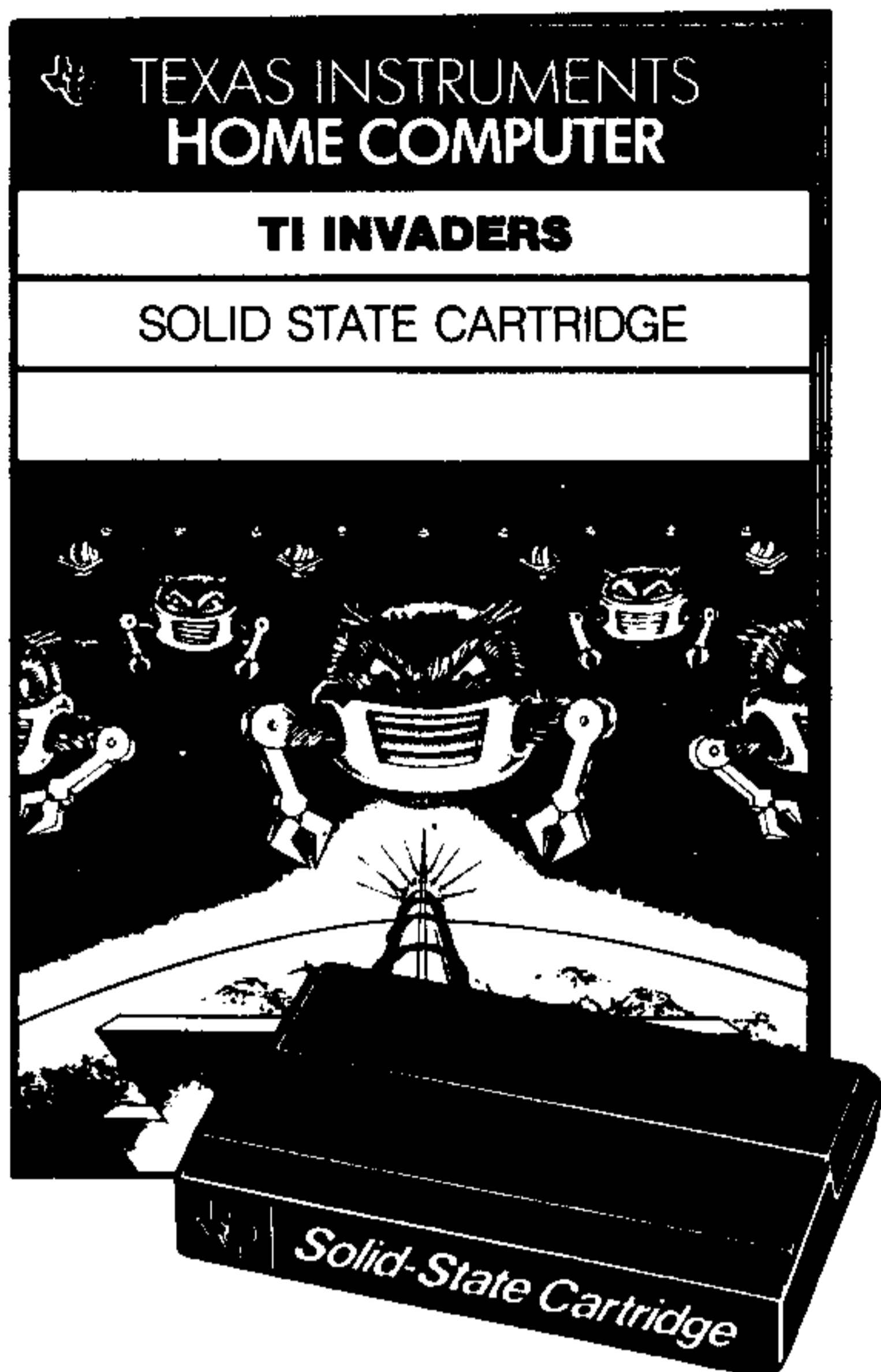
TI Invaders
Your world is attacked by a hostile horde. You
have to destroy them with your missiles, if you're
fast enough. A classic. ARCADE style.
Cartridge.

TEXAS INSTRUMENTS
HOME COMPUTER

TOMBSTONE CITY

SOLID STATE CARTRIDGE

TEXAS INSTRUMENTS
HOME COMPUTER

TOMBSTONE CITY

SOLID STATE CARTRIDGE
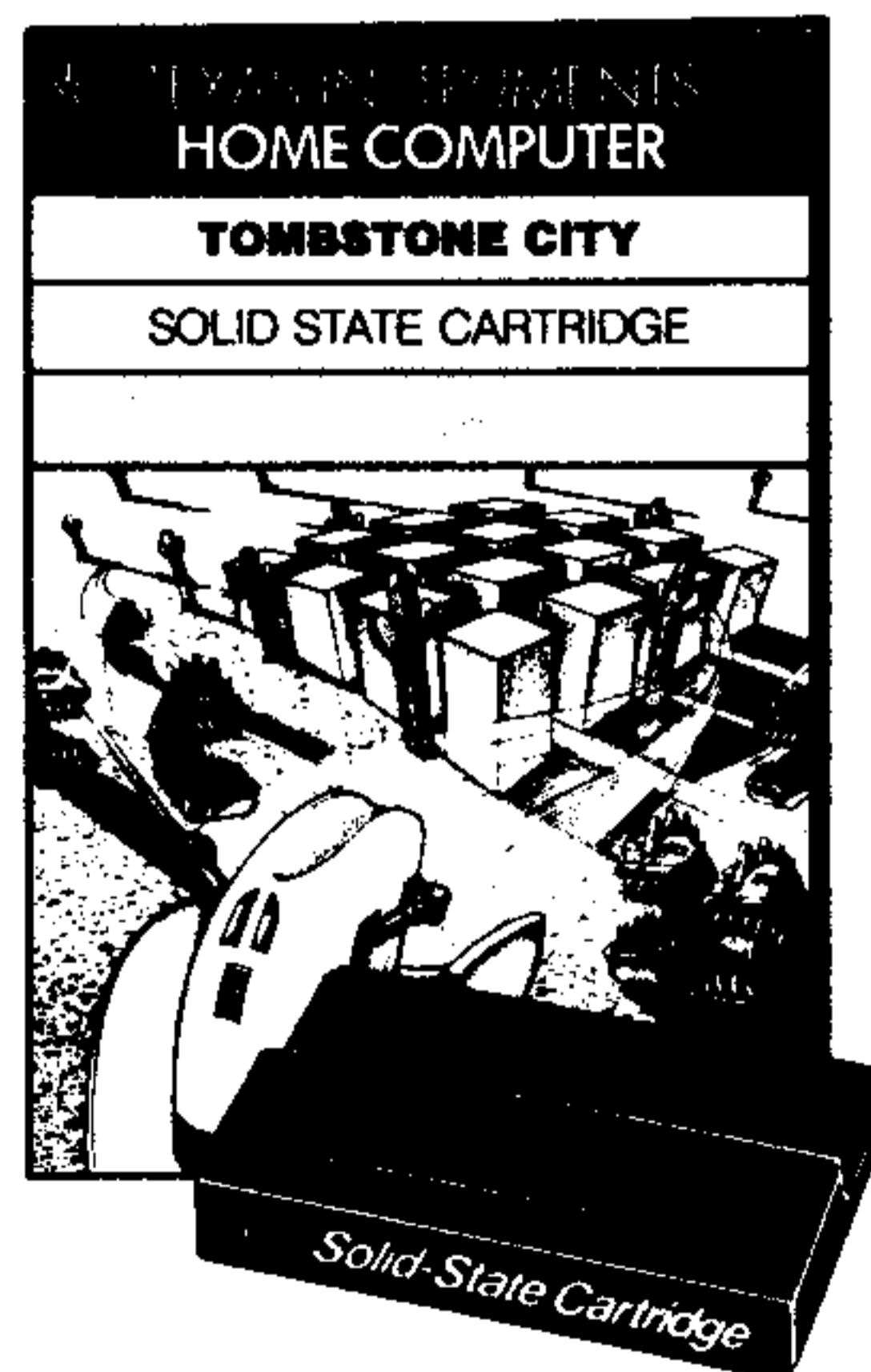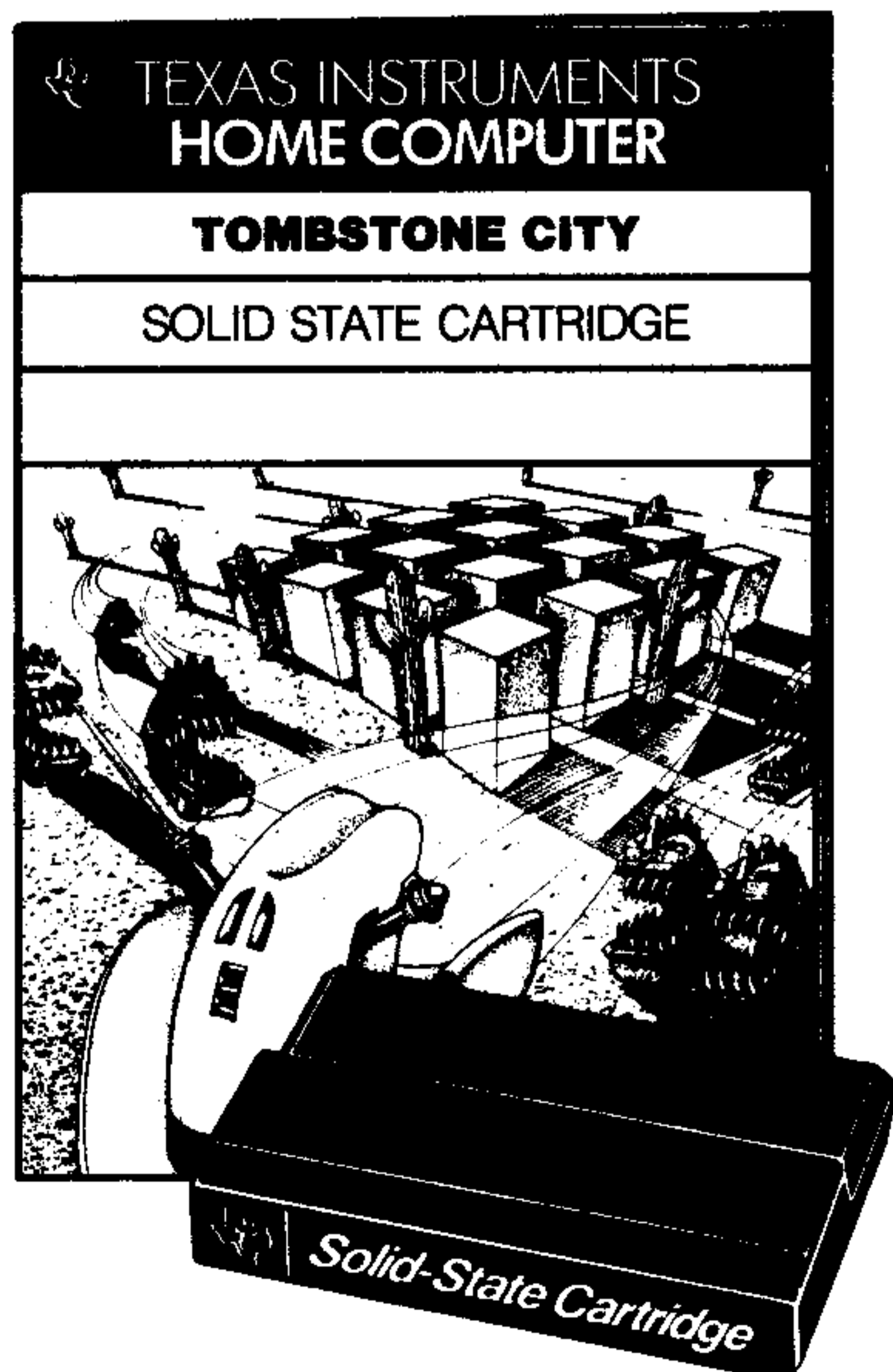
Tombstone City: 21st Century
A fight for one player against an invading horde
of alien morgs in an Old West ghost town. AR-
CADE style. Cartridge.

DISTRIBUTOR OR DEALER USE OF TEXAS INSTRUMENTS IDENTIFICATION IN RETAIL ADVERTISING

USE THE TI NAME IN YOUR ADVERTISING

The Texas Instruments name has proven to be a powerful asset in retail advertising of advanced electronic products. TI supports that brand with extensive advertising and encourages its retailers to make the most of it in merchandising TI consumer products. Prominent use of the Texas Instruments name can be important to the effectiveness of your retail ad.

LIMITS ON USE OF TEXAS INSTRUMENTS IDENTIFICATION

The name Texas Instruments and its representation by the initials TI, the corporate signature, and the corporate monogram are among our most valuable assets. Prudent protection of TI's valuable trademarks demands that we limit their use by others.

Texas Instruments grants permission to use the name, initials, signature, and monogram only under the following conditions:

- That the advertiser be a bona fide distributor or dealer for Texas Instruments consumer electronics products.
- That the name be used in such a way as to identify the *product* advertised but in no way be confused with the company sponsoring the advertisement (i.e. the advertiser must be prominently identified as the source of the message).
- That use of TI's name or representation thereof be properly presented, as shown below under Cooperative Advertising Program Requirements, whether or not reimbursement for the ad under the Texas Instruments Consumer Products Cooperative Advertising Program is anticipated.

COOPERATIVE ADVERTISING PROGRAM REQUIREMENTS

THIS IS THE CORPORATE SIGNATURE:

TEXAS
INSTRUMENTS

For advertising to qualify for reimbursement under the TI Consumer Products Cooperative Advertising Program, the name Texas Instruments, in some approved form, must appear prominently in all print media advertising copy separate from the body copy.

1. If used as shown above, it is a stand-alone symbol and should never be used in its official typeface as part of a sentence, headline, or other statement.
2. The name Texas Instruments may be used in conventional type styles. In this form, use within headlines and phrases is proper. In no case should the name be used in another typeface which is so distinctive as to suggest that it represents an official signature.
3. If Texas Instruments is used in headlines, this satisfies the requirement.

THIS IS THE CORPORATE MONOGRAM:

A. The corporate monogram may appear any one of three ways in print advertising:
   - For black/white reproduction — 70% screen *only* (use line screen specifications requested by the publication).
   - For color reproduction — O/STI Brown RL-5033 CAL-INK.
   - For 4-color reproduction — No single formula fits all processes. Specify results closely matching ink referenced above.
B. The corporate monogram shall not touch or appear as part of any other design or trademark and shall not be enclosed within circles, squares, hexagons, or other design elements. However, the monogram can be used as an appropriate design element in advertising, it is not part of the corporate signature.
C. Use of the corporate monogram alone does not satisfy cooperative advertising requirements. The corporate signature requirements must be met.

NOTE: For additional print advertising requirements and for specific requirements for local radio and TV advertising, refer to your Texas Instruments Consumer Products Cooperative Advertising Program policy and procedures booklet.

(For monogram reproduction see previous page.)