

When Lotus™ wanted better graphics for 1-2-3™, they chose a better graphics card—HERCULES.™



And then we became a standard.

When the IBM® PC was introduced over 2 years ago, the talented people at Lotus realized that it was limited by a lack of high resolution graphics. They knew that this was going to have an adverse effect on 1-2-3's graphics. And Lotus didn't want anything to hold back their revolutionary software.

So they turned to Hercules.

Lotus recognized that the Hercules Graphics Card delivered the performance they wanted. It offered high quality text and high resolution graphics on IBM's monochrome display. It completely replaced the IBM monochrome card. And it didn't cost an arm and a leg.

Since then, Hercules has sold a lot of Graphics Cards. So many that the Hercules Graphics Card has become the high resolution standard for the IBM PC. And this means that there is more high resolution graphics software available for Hercules than for any other graphics card you can buy.

Software like Microsoft® Word. Our high resolution makes Word's text much sharper and easier on your eyes. And there are other programs for business graphics, computer aided design, terminal emulation and programming.

Call for our free information kit. See why the company that made the first graphics card for the IBM PC still makes the best.



Hercules. We're strong on graphics.
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Address: Hercules, 2550 Ninth St, Berkeley, CA 94710 Ph: 415 540-6000 Telex: 754063 Features: IBM monochrome display graphics resolution of 720x348; parallel printer port; text mode software compatibility; free software for programming; 2 year warranty. Foreign distributors: Compuserve/Canada; Reflex/U.K.; Computer 2000/W. Germany; Edisoft/France; SourceWare/Australia. Trademarks/Owners: Hercules/Hercules Computer Technology; Microsoft/Microsoft Corp; IBM/International Business Machines; Lotus & 1-2-3/Lotus Development.