

Presenting the IBM® of Personal Computers.

IBM is proud to announce a product *you* may have a personal interest in.

It's something that could soon be on your desk, in your home or your child's schoolroom. It's a personal tool that can help you—something that can make a surprising difference in the way you work, learn or otherwise approach the complexities (and some of the simple pleasures) of living.

It's the computer we're making for you.

DOING OUR HOMEWORK.

We've been working toward this moment for a long time. In the past 30 years, the world has seen the computer become progressively smaller, faster, less complicated and less expensive. And IBM has contributed heavily to this remarkable evolution.

Today, a lot of what we know about computers has gone into the new IBM Personal Computer. It's a product that has reached a truly personal scale in size, flexibility and ease of use. And a truly affordable starting price: less than \$1,600* for a system that, with the addition of one simple device, hooks up to your home TV and uses your own audio cassette recorder.

Today, as well, there are growing numbers of people who want to use such a tool in their personal, professional and business pursuits. Whoever these people might be, the IBM Personal Computer can help them be more productive and creative.

It can help a business forecaster improve his planning ability just as surely as it will help a small child improve his vocabulary. And so engaging is this computer, as both users pursue their goals, they might well discover that getting there is half the fun.

A THOUGHTFULNESS OF DESIGN.

The IBM Personal Computer is a tool that is easily learned and readily expanded to take on bigger jobs. For example, memory can be added up to 256KB. Or a printer added for word processing.

As with a well engineered car, the IBM Personal Computer has been built for both novice and expert, with features to please everyone—like high resolution color graphics or ten, user-defined function keys.

One may write his own programs in BASIC or Pascal. Or choose from a growing list of superior programs such as VisiCalc,™ selected by IBM's Personal Computer Software Publishing Department to match the quality and thoughtfulness of the system's total design. Instructional material for both hardware and software is clearly written and easily followed.

For flexibility, performance and ease of use, no other personal computer offers as many advanced capabilities. The box below quickly explains how:

IBM PERSONAL COMPUTER SPECIFICATIONS *ADVANCED FEATURES FOR PERSONAL COMPUTERS

User Memory 16K - 256K bytes*	Display Screen High-resolution (720h x 350v)*	Color/Graphics Text mode 16 colors*
Permanent Memory (ROM) 40K bytes*	80 characters x 25 lines Upper and lower case Green phosphor screen*	256 characters and symbols in ROM*
Microprocessor High speed, 8088*	Diagnostics Power-on self testing* Parity checking	Graphics mode 4-color resolution. 320h x 200v* Black & white resolution 640h x 200v*
Auxiliary Memory 2 optional internal diskette drives, 5¼", 160K bytes per diskette	Languages BASIC, Pascal	Simultaneous graphics & text capability*
Keyboard 83 keys, 6 ft. cord attaches to system unit*	Printer Bidirectional* 80 characters/second 12 character styles, up to 132 characters/line* 9 x 9 character matrix*	Communications RS-232-C interface Asynchronous (start/stop) protocol Up to 9600 bits per second
10 function keys* 10-key numeric pad Tactile feedback*		

IBM believes that the age of the personal computer has arrived. And we welcome the opportunity to apply what we know to something we believe in. So with this announcement comes a new IBM commitment: this new product is our idea of what a personal computer should be.

COMING TO A STORE NEAR YOU.

The IBM Personal Computer will be sold largely through selected, independent retail channels which meet our professional criteria—including strong post-sale customer support and service.

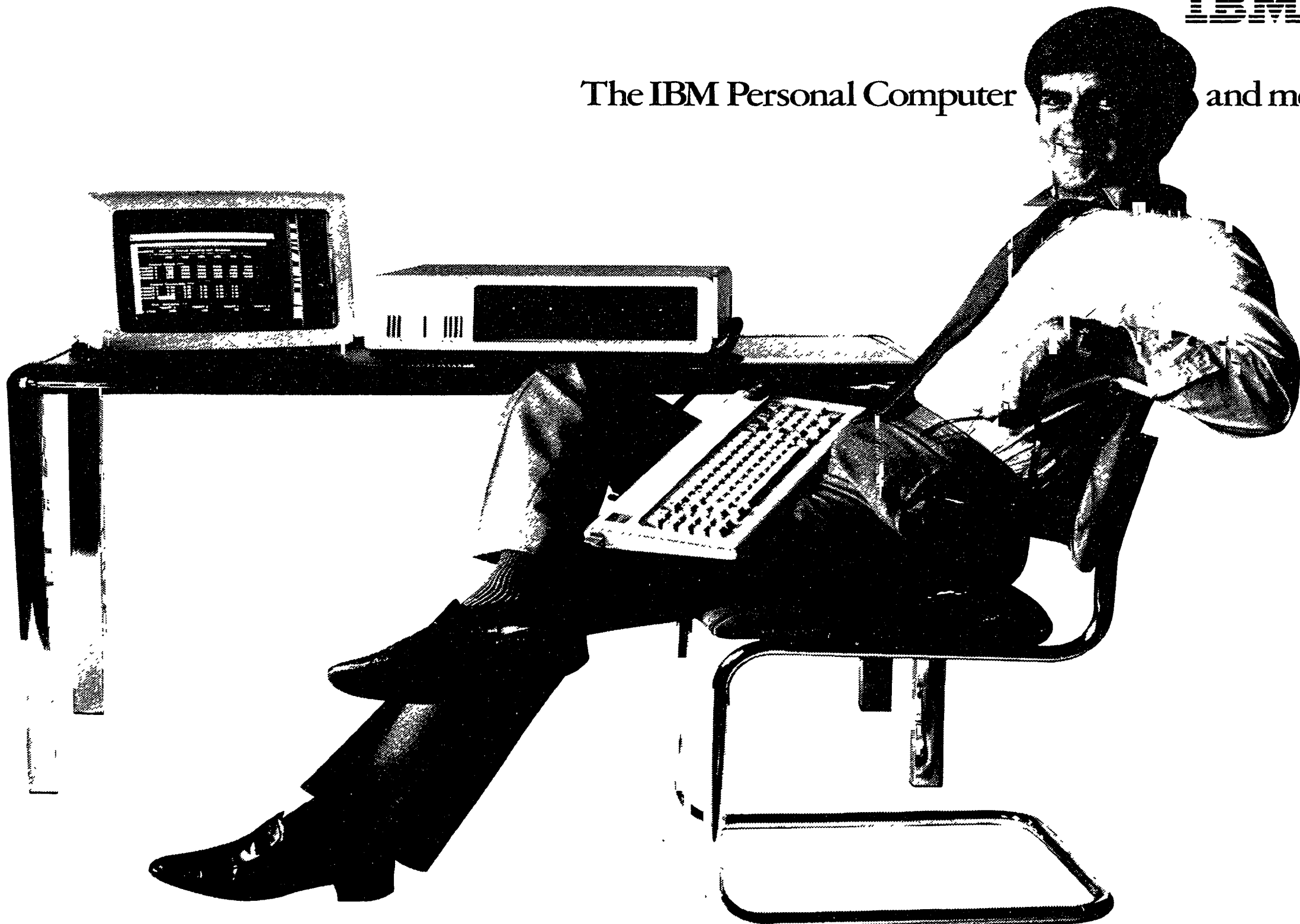
We're proud to say that the first two channels are: the nationwide chain of 150 ComputerLand® stores; and Sears, Roebuck and Co.'s new business machines stores. Our IBM Product Centers will also sell and service the system. And the IBM Data Processing Division will service its customers who want to purchase the IBM Personal Computer in quantity orders.

In October, the IBM Personal Computer will be available for purchase. But don't wait until then to see the system in action. Soon, you can stop by the retail location nearest you for consumer demonstrations of the business, professional, home and word processing applications for the IBM Personal Computer.

You'll be able to talk with people who know personal computing and have studied our product at a special training program. And when you try the IBM Personal Computer, you'll not only be surprised at how quickly you feel comfortable with it—but

impressed with what it can do for you. **IBM®**

The IBM Personal Computer and me.



VisiCalc is a trademark of Personal Software, Inc.
*This price applies to IBM Product Centers. Prices may vary at other stores.

For professional and technical inquiries, write: IBM Personal Computer, P.O. Box 1328-P, Boca Raton, Florida 33432