

WHEN WE ANNOUNCED THE COMMODORE 64 FOR \$595, OUR COMPETITORS SAID WE COULDN'T DO IT.

THAT'S BECAUSE THEY COULDN'T DO IT.

The reason is that, unlike our competitors, we make our own IC chips. Plus all the parts of the computer they go into.

So Commodore can get more advanced computers to market sooner than anybody else. And we can get them there for a lot less money.

WHAT PRICE POWER?

For your \$595,* the Commodore 64™ gives you a built-in user memory of 64K. This is hundreds of dollars less than computers of comparable power.

Lest you think that the Commodore 64 is some stripped-down loss leader, a look at its available peripherals and interfaces will quickly convince you otherwise.

SOFTWARE THAT WORKS HARD.

The supply of software for the Commodore 64 will be extensive. And with the optional plug-in Z80 microprocessor, the Commodore 64 can accommodate the enormous amount of software available in CP/M®.

Add in the number of programs available in BASIC and you'll find that there are virtually no applications, from word processing to spreadsheets, that the Commodore 64 can't handle with the greatest of ease.

PERIPHERALS WITH VISION.

The Commodore 64 interfaces with all the peripherals you could want for total personal computing: disk drives, printers and a telephone modem that's about \$100, including a free hour's access to some of the more popular computer information services. Including Commodore's own Information Network for users.

RUN YOUR BUSINESS BY DAY.

SAVE THE EARTH BY NIGHT.

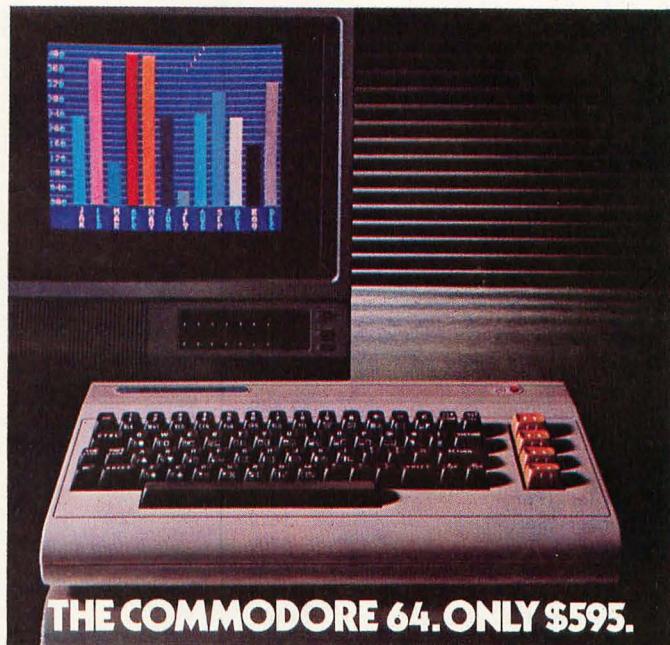
At the end of a business day, the Commodore 64 can go into your briefcase and ride home with you for an evening's fun and games.

Because of its superior video quality (320x200 pixel resolution, 16 available colors and 3D Sprite graphics), the Commodore 64 surpasses the best of the video game machines on the market. Yet, because it's such a powerful computer, it allows you to invent game programs that a game machine will never be able to play; as well as enjoy Commodore's own video game cartridges.

ATTACK, DECAY, SUSTAIN, RELEASE.

If you're a musicologist, you already know what an ADSR (attack, decay, sustain, release) envelope is. If you're not, you can learn this and much more about music with the Commodore 64's music synthesizing features.

It's a full-scale compositional tool. Besides a programmable ADSR envelope generator, it has 3 voices (each with a 9-octave range) and 4 waveforms for truly sophisticated composition and playback—through your home audio system, if you



THE COMMODORE 64. ONLY \$595.

wish. It has sound quality you'll find only on separate, music-only synthesizers. And graphics and storage ability you won't find on any separate synthesizer.

DON'T WAIT.

The predictable effect of advanced technology is that it produces less expensive, more capable products the longer you wait.

If you've been waiting for this to happen to personal computers, your wait is over.

See the Commodore 64 soon at your local Commodore Computer dealer and compare it with the best the competition has to offer.

You can bet that's what the competition will be doing.

Commodore Business Machines
Personal Systems Division
P.O. Box 500, Conshohocken, Pennsylvania 19428

Please send me more information on the Commodore 64™.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

Zip _____ Phone _____

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COMPUTER

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*Manufacturer's Suggested Retail Price: July 1, 1982. Disk drives and printers are not included in prices. The 64's price may change without notice.

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