Welcome To The New Era In Home Computers.

Until now, people had to adapt to computers. You had to spend a long time learning their language and learning how to use them. And until now, you had to spend thousands of dollars in added peripherals to "make" your computer functional. But from now on it will be different. Let us introduce ADAM, Coleco-Vision's Family Computer System. In developing ADAM, Coleco focused on one simple premise: computers should think like you, so you don't have to think like a computer. ADAM is so smart that it takes little or no training to operate. It's designed so everyone can work with it instantly. It's the perfect system for business, home, school, or super arcade game play. But the best part is that it's a **complete system.** For one low price (only $675.00) you get a number of firsts for the industry. ADAM has an **80K RAM** memory built-in (expandable to 144K). It comes with a **professional keyboard,** an 80-column bi-directional **letter-quality printer,** and a fast **mass-memory drive.** It's the first computer with a **built-in word processing program,** plus Smart Basic and Buck Rogers Planet of Zoom game cartridge. In fact ADAM incorporates four computers working in harmony with one another. Each component is microprocessor-driven. As a result, while one component is working on one task, ADAM's other components are automatically taking care of others. The difference in efficiency between ADAM and the other home computers is extraordinary.

ADAM is "head and shoulders" above the competition! Let's compare ADAM with the rest of the home computers you could buy. Because ADAM is a complete system, there are no added peripherals to purchase. The biggest frustration in buying a home computer is that once you get it home and plug it in, it's virtually useless. You soon find out it's no more than an electronic typewriter with memory. You need peripherals and software to make it do what you want it to do and those peripherals (if available) are **expensive!** With ADAM everything you need to operate a true computer is right there in the box. Just plug it in and you have an electronic typewriter keyboard, a fantastic word processor and the most advanced video game system ever developed.

Let's talk about price. First you could buy one of those inexpensive key-

boards you see advertised every week. But consider the true cost of upgrading their systems to the capabilities of ADAM. For example, with the Texas Instruments 99/4A® you get 16K RAM, add the peripherals to expand the memory, add word processing, a letter-quality printer, a mass-memory drive and everything else you would need to match ADAM and you're talking a cost of $2500.00. With the Commodore 64® (with 64K) a $1900.00 cost, the Atari 800® (with 48K) a $2500.00 cost, the Apple IIe® (with 64K) a $3180.00 cost and the IBM PC® (with 64K) a cost of $3625.00. All costs are based on manufacturers' suggested retails as of May 1, 1983. Compare ADAM At $675 to the competition and **there is no comparison!**

Another first—word processing built-in! ADAM is the only system that comes with word processing hardware and software included. Word processing—especially the way Coleco has designed it—turns all kinds of writing tasks; homework, reports, letters, into a simple, fun experience. Because the word processor is built into its fixed memory (ROM) and because Coleco includes a letter-quality printer in the basic package, you receive a system that's equal to—or better than—some business systems that cost thousands of dollars. You can type, erase, delete, insert, print, store and retrieve all your data. You can even scroll off the screen and change the background colors (you're not stuck with black on green as with most other systems). ADAM's keyboard features 6 Smart keys so you just can't make a mistake. But if you do, don't worry—there's an UNDO key that gets you back to where you were.

Plus ADAM is the world's finest video game system! ADAM is available in two formats as a Family Computer System or as an expansion module for your ColecoVision. Either way all the components are the same (if you already own a ColecoVision you save $140.00). And either way you own the world's finest video game system. A system that's capable of recreating the arcade experience precisely. All present and future ColecoVision cartridges can be enjoyed. In fact, Coleco has created for their digital data packs added screens that even surpass what you'll find in the arcade. And all the expansion modules, the roller controller, and the super action controller plug right into ADAM and the Computer Expansion Module.

Coleco Promised—And ADAM Delivers.

Last fall when we first featured ColecoVision in our catalog, we promised a computer add-on module. For those of you who were lucky enough (and smart enough) to buy a ColecoVision, you can expand your system with the ADAM expansion module and save $140.00 in the process. The expansion module adds 64K to the existing 16K of your ColecoVision (you didn't know you already owned a computer did you?) And as a bonus you've already enjoyed the world's finest video game system for a year!

You get all the components, all the versatility, and all the capabilities of ADAM with the computer expansion module. Everything is included: the built-in word processor, the mass-memory storage system, the keyboard and the letter-quality printer.

ColecoVision is still available separately. What's that? You're not ready for a computer yet, but you still want to own the best video game system? You're in luck, too! ColecoVision, with all its exciting graphics and playability is available at a very special price—only $149.95!

Now you can own the Rolls Royce of the industry at an affordable price.

And when you're ready for the ADAM computer module or any of the many other add-on peripherals, Coleco is ready for you. No other system on the market today offers such versatility, such expandability. It's the game system that's built for today and tomorrow!

COL2404 (ADAM Expansion Module) . . $535.00
COL2400 (ColecoVision) $149.95
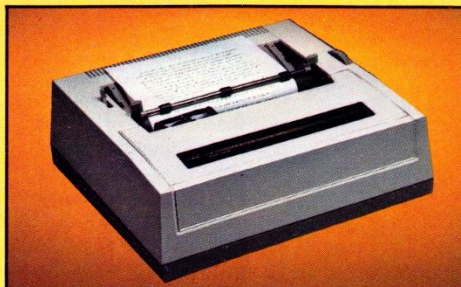
Arcade Classics For ADAM And ColecoVision.

COL2622 Mr. Do (New Release)	$29.95
COL2603 Looping (New Release) . . .	$29.95
COL2633 Time Pilot (New Release) . .	$29.95
COL2605 Pepper II (New Release) . . .	$29.95
COL2417 Venture	$29.95
COL2445 Carnival.	$29.95
COL2419 Mouse Trap	$29.95
COL2415 Space Fury	$29.95
COL2433 Lady Bug	$29.95
COL2439 Blackjack/Poker	$29.95
COL2434 Cosmic Avenger	$29.95
COL2447 Space Panic	$29.95
COL2435 Zaxxon	$49.95
COL2449 Gorf	$29.95
COL2443 Smurf Rescue	$29.95
COL2601 Donkey Kong Jr.	$29.95

From The Leading Software Manufacturers The Best Games For The Best System.

Miner 2049er (Micro Fun)—An all-time classic with an incredible 11 screens of action.
MFMCL101 . . . . $49.95

Q•Bert (Parker Bros.)—The newest arcade sensation for the entire family. PB9800 . . . . . $39.95

Popeye (Parker Bros.)—From the creators of Donkey Kong—their newest arcade hit.
PB9810 . . . . $39.95

Coleco plans for the future! Just as with ColecoVision, ADAM was built with the future in mind. Not a system that will be obsolete in a year, but rather a system that can be expanded on as new technology, new horizons are achieved. Just look at this list of items that will be available late 1983, early 1984 for your system! A Smart Telephone Modem, a CP/M-compatible disk drive, a 64K RAM expansion module, and an electronic sketch pad. Plus tons of software including a Smart Filer Spread Sheet, Smart Logo, ADAM's Typing Tutor and Homework Helper, and ColorForms Electronic Crayons.

ADAM is the most incredible home computer ever built. The computer that will change an entire industry. Because this product is so advanced, so ahead of its time and because production of this product will be limited for the balance of the year, please order early to insure delivery. Orders will be filled on a first come, first served basis. Please allow up to six weeks for delivery.

COL2410 (ADAM Computer System) **$675.00**
COL2404 (ADAM Expansion Module) **$535.00**

The Keyboard—A professional easy-to-use 75-key typewriter keyboard with its own microprocessor. 21 function keys make learning quicker. 6 Smart keys make this system virtually foolproof. Each Smart function is visible on the screen. It even blinks at you when it needs attention. You have 6 options that take you forward, back, or UNDO what you've done. It couldn't be easier.

The Memory Console—Two memory systems—solid state RAM and magnetic digital data pack drive. It has two microprocessors for fast accurate transfer. It contains 80K RAM (expandable to 144K). The digital data pack drive lets you store up to 500K bytes of program data (the equivalent of 250 pages of double-spaced type). Operates at extremely high speed as a result of exclusive fast transfer circuitry (that is comparable to the speed of a 5¼" disk drive). ADAM is designed to be CP/M®-compatible, and the most popular CP/M® programs will be made available on digital data packs. The Memory Console also contains expansion slots and ports for all ColecoVision cartridges and modules.

The Smart Writer Printer—This component sets ADAM apart from every other home computer on the market. Most letter-quality printers cost more than our complete system. It features bi-directional printing at the rate of 120 words per minute. Prints on any paper up to 9½" wide, including fanfold computer paper. Optional tractor-feed mechanism will be available soon. Uses standard 96-character daisy wheels, available in many typefaces. The popular Pica 10 daisy wheel is included.

Smart Software—ADAM comes with three pieces of Smart Software: The Smart Writer Word Processor program that's built-in. A Smart Basic digital data pack, which is source code compatible with Applesoft Basic, and a super game pack, Buck Rogers Planet of Zoom, with high quality resolution and super graphics. Software currently available is listed below.

ADAM Peripherals, Software, And Accessories.

COL2409 (Extra Data Drive)	**$149.95**
COL2564 (Blank Data Pack)	**$12.95**

Family Learning Data Packs.

COL7600 (Smart Logo)	**$79.95**
COL7651 (Dr. Seuss Reading, 3-5)	**$31.95**
COL7652 (Dr. Seuss Fun With Numbers, 3-5) . . .	**$31.95**
COL7653 (Dr. Seuss Storymaker)	**$31.95**
COL7654 (Smurf Fun With Numbers, 5-7)	**$31.95**
COL7655 (Smurf Reading Adventures, 5-7)	**$31.95**

Adventure Data Packs.

COL7700 (Tunnels & Trolls)	**$39.95**
COL7701 (Swords & Sorcerer)	**$39.95**
COL7702 (Ulysses & the Golden Fleece)	**$39.95**
COL7703 (Cranston Manor)	**$39.95**
COL7704 (Trolls Tale)	**$39.95**

Arcade Data Packs.

COL2623 (Zaxxon)	**$31.95**
COL2627 (Smurf Rescue)	**$31.95**
COL2628 (Donkey Kong)	**$31.95**
COL2629 (Donkey Kong Jr.)	**$31.95**
COL2644 (Turbo, requires Expansion Module #2) .	**$31.95**
COL2649 (Gorf)	**$31.95**

Expansion Modules
For Your ADAM And ColecoVision Systems.

A) Turn your Coleco System into a high-performance race car. Expansion module No. 2 includes an arcade-style steering wheel, a floor-operated accelerator and **Turbo,** the arcade favorite. **COL2413** $69.95

Destructor—You're in a death race with Insektoids from outer space. A new action cartridge for your driving module. **COL2602** $29.95

B) Now enjoy the best of both worlds! With expansion module #1 you can play the entire library of existing and future Atari 2600 games. Plus all the great cartridges from Activision, Imagic, and Parker Brothers, to name a few. **COL2405** $69.95
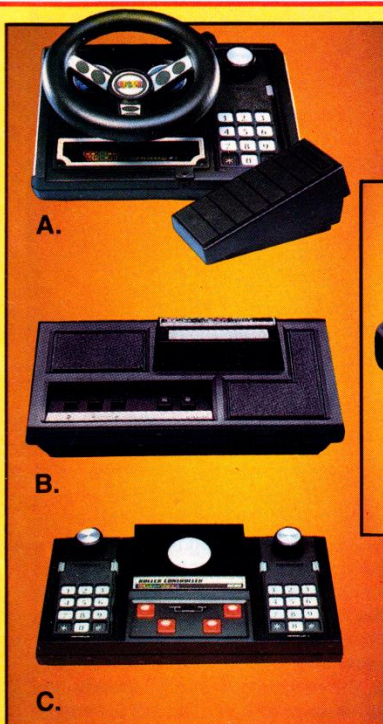
C) Get ready for real arcade excitement with Coleco's new Roller Controller. A full 360-degree field of movement is at your command. Includes the arcade favorite **Slither** game cartridge. **COL2492** $69.95

Two new arcade favorites are available for use with the Roller Controller: **Victory,** and **Omega Race.** Plus there are more arcade sensations on the way.
COL2446 (Victory) $29.95 **COL2448** (Omega Race) $29.95

D) Coleco introduces the most advanced video game controllers ever. These custom grip controllers feature an arcade quality joystick, a speed roller, a 12-button key pad and color-coded player select triggers. Included with each set of controllers is Coleco's **Super Action Baseball.** Next to this cartridge, all other sports games are strictly minor league. **COL2491** $69.95

Plus two totally new sports action games are available for use with the Super Action controller, **Rocky Super Action Boxing** and **Super Action Football.**
COL2606 (Rocky) $29.95 **COL2422** (Football) $29.95

A.
B.
C.
D.

Turbo

Slither

Super Action Baseball