

# The Story of ADAM



“Hello, I’m ADAM.  
I think like you do, so you don’t  
have to think like a computer.  
I can interact with you in words  
and graphics you understand.”

## ADAM



Left: A Coleco technician inspects the ADAM SmartWRITER printer.

Above: Coleco’s graphic artists complete the design of the self-merchandising ADAM package.

At the Consumer Electronics Show in June 1983, Coleco introduced the ADAM Family Computer System. Immediately recognized as a new direction in home computer marketing, ADAM generated extraordinary media coverage and consumer interest.

Unlike most competitive products in the same price range, ADAM is a complete, useful and easy-to-operate home computer system that provides the consumer with all the necessary capacity, peripheral hardware and software. ADAM addresses in a unique way the primary uses for the home computer: entertainment, information management and education.

ADAM’s design reflects almost two years of extensive planning and development. ADAM was created at the same time as ColecoVision, thereby making it possible for the advanced video game system to become a powerful home computer, demonstrating the obvious advantages of a system that is both expandable and upwardly compatible.

ADAM is comprised of an 80K RAM memory console with a built-in digital data drive, a letter quality daisy wheel printer and a professionally styled keyboard. The word processing program is built in, and two additional pieces of software, SmartBASIC and Buck Rogers Planet of Zoom are included.

ADAM is available in two models — as the complete Family Computer System with the ColecoVision video game system built in, and as the Family Computer Module, which enables the ColecoVision owner to expand his video game system to the complete Family Computer System.

ADAM has been produced at Coleco’s upstate New York manufacturing facilities. The Company originally planned to begin shipments of ADAM in late August or early September and to ship approximately 500,000 units by year-end. However, delays of various kinds caused the initial shipments to be postponed about six weeks, and Coleco began revising downward its estimated production for 1983.

By the end of the year, Coleco had developed the capacity to maintain high volume production of *ADAM*. However, as a result of this accomplishment coming approximately 60 to 90 days later than originally planned, total shipments of *ADAM* in 1983 were limited to around 95,000 units.

Some early production units caused users to experience various difficulties, many of which resulted from instruction manuals which did not offer the first time user adequate assistance. *ADAM's* early production problems have been solved, and the units currently being produced meet the high standards of quality and performance expected by trade customers and consumers. Recently Coleco doubled *ADAM's* warranty to six months as a sign of confidence in its reliability. The Company's customer service department continues to offer *ADAM* purchasers appropriate operational assistance, and an ongoing survey of *ADAM* owners continues to reveal their high level of satisfaction with the system and their willingness to recommend it to others for purchase.

To ensure *ADAM* owners that the high quality and performance standards of *ADAM* will be maintained in use, Coleco and Honeywell Information Systems, Inc. have agreed to develop a nationwide network of *ADAM* service centers. Many centers are currently in operation, and others will be opened during the balance of the year.

At the January 1984 Consumer Electronics Show, Coleco announced a number of hardware peripherals for *ADAM* that broaden the versatility and appeal of the system. Introduced were a second digital data drive, a 5¼" disk drive, a 64K memory expander which increases the memory capacity of the system to 144K RAM, and the *ADAMLink* telephone modem which enables users to receive and send data to information services such as CompuServe, The Source and Dow Jones.

Other new *ADAM* products include the *ADAM* accessory kit which contains a variety of supplies and the printer tractor feed which permits use of continuous feed fanfold paper.

Coleco also announced the upcoming availability of a substantial number of software programs for *ADAM*, designed to fulfill the needs of all members of the family.

The family learning category includes programs for children which incorporate the familiar *Dr. Seuss*, *Richard Scarry* and *Smurf* characters into educational and entertaining contexts, Homework Helper programs that provide tutorial assistance and Self-Improvement programs that help users improve their general knowledge skills.

The languages and programming aids category includes programs and tools that open new horizons to the *ADAM* user. Offered are *SmartLOGO*, an unusually simple to use, highly advanced language; Digital Research Inc.'s *CP/M* operating system for *ADAM*; and *SmartBASIC II*, an extended and enhanced Basic program.

The entertainment category features a broad range of licensed arcade and adventure games as well as the Best of Computer Software packages which contain two or three of the most popular software titles from the top computer software publishers.

The home information management category includes word, information and graphics processing programs designed to organize all the data in the home.

Many major independent software manufacturers are developing and marketing educational, entertainment and applications programs for *ADAM* under their own names. Their software support is indicative of the recognition *ADAM* has received as an important system in the home computer industry.

Coleco remains firmly committed to *ADAM* and will intensify its efforts to develop and market new and appropriate hardware peripherals and software products.

The Company will continue to support *ADAM* with an extensive consumer advertising campaign and with trade customer programs designed to maximize *ADAM's* sales potential.

Coleco sees the home computer industry as an opportunity that is just beginning to unfold, and is determined to develop a meaningful market position.

*Right: The ADAM Family Computer System is complete in one box and easily taken home.*

**ADAM**  
THE COLECOVISION FAMILY COMPUTER SYSTEM

EVERYTHING YOU NEED IN ONE PACKAGE!

Word Processing

Super Game Play

BASIC Programming

COLECO