

Texas Instruments Learning Path

1989 Educational Products

TEXAS INSTRUMENTS



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Follow the Texas Instruments Learning Path

A step by step
introduction to the
Learning Path™ System
of TI educational products.

Now parents who want educational toys for their children can buy them with complete confidence that they are buying the best, most carefully researched, highly effective educational toys in the marketplace, simply by following the Learning Path.

Our commitment. We at Texas Instruments share parents' commitment to their child's learning. That's why, more than a decade ago, we created the speaking educational products industry with Speak & Spell™, a product that has helped millions of children to develop spelling skills. And that's why, today, we have developed the Learning Path system. The system is a line of toys that addresses the specific phases of learning a child naturally experiences. Our toys include proven learning principles and appropriate educational content, plus long play value.

A firm foundation. Each toy supports the development needs of children. This allows children to prepare for and, ultimately, do better

in school. And, with the Learning Path to follow, parents can move through the entire TI family of educational products confident that they're choosing the correct educational toys for their children.

Four learning phases. TI's products are grouped according to four childhood learning phases. First Learning, from birth to age 2; Early Learning, ages 2-4; Pre-School Learning, ages 4-6; and School-Age Learning, ages 6-12. Products in each phase are appropriate for the child in educational content and learning abilities, plus provide challenging learning fun.

Designed by experts. Each product on the Learning Path is designed with the help of educational and learning experts to deliver the things kids need to know, when they need to know them. Every product captivates, challenges and enables children to fully explore skills that are appropriate for their ages and developmental stages.

The Learning Path System

First Learning
Early Learning
Pre-School
Learning
School-Age
Learning

At every step on
the Learning Path,
you'll find proven
learning principles
and lasting value.

Ages
Early
Learn

Introduces social

Develops memory skills

Ages birth-2
First
Learning

Encourages exploration

Promotes awareness
of environment

Develops understanding of
cause and effect

Develops sensory and motor skills

Encourages early language skills

Early
Learning
Ages 2-4

First
Learning
Ages birth-2



Listen & Learn Farm
Animals 6-36 months.

A bright yellow ball, with
colorful pictures of farm
animals on each of twelve
sides. Roll it, and it plays
music. When it stops, a
friendly female voice iden-
tifies an animal and the
animal speaks.

Ages 4-6 Pre-School Learning

Develops reading

Supports number, letter
and word recognition

Promotes real-world skills

Develops manipulative skill

Encourages planning

Encourages creativity
and imagination

Promotes understanding
directions

Encourages color and
shape recognition

tion skills

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Datamath Calculator Museum

Pre-School Learning Ages 4-6



Ready . . . Set . . . Read!
Ages 3-7. Uses phonics
and sight-reading to help
kids learn basic reading
skills. A friendly Mom's
voice, reading books.
Expandable.



Words . . . To Go! Ages
3-6. Develops pre-reading
skills with 20 fun activities,
rewarding correct answers
with sound effects. Self-
paced, portable.



My Little Computer Ages
2-6. Introduces young
children to early learning
subjects and simple com-
puter skills. Computer-like
features such as flashing
lights, cursor keys, and
activity cards that kids
insert as they would com-
puter diskettes. Kids
answer questions, play
games and have fun, while
learning about shapes, col-
ors, letters, numbers, and
more. Expandable.



Touch & Discover Ages
2-5. Disney characters
help kids learn the
alphabet, numbers and
more. Synthesized voices.
Expandable.



Touch & Tell Ages 2-5.
Touch a picture. A friendly
voice identifies it and asks
the child to find another.
Music, sound effects.
Expandable.



Computer Fun Ages 4-8.
Keyboard, cursor keys and
display familiarize kids with
the world of computers.
Develops early math skills,
reading readiness and
more.

Ages 6-12
School-Age Learning

Encourages logical thinking

Develops comprehension

Promotes good study skills

Promotes school-subject learning

Provides fun through challenge

skills

School-Age Learning
Ages 6-12



Time . . . To Go! Ages 4-8. Develops time skills; 20 fun activities. Real working clock; alarm; built-in stand.



Speak & Read Ages 4-8. A friendly voice helps kids have fun learning words. Expandable.



Voyager Ages 5-9. The "headset computer" with voice recognition understands what kids say. Expandable.



Speak & Math Ages 6-12. Add, subtract, multiply and divide with 100,000+ problems.



Super Speak & Spell Ages 6-12. Vocabulary and spelling fun. 1-2 players. Words commonly taught in school. Expandable.



Math Star Ages 6-11. Develops basic math skills. For one or more players.



Little Professor Ages 5-9. Add, subtract, multiply and divide with 50,000 problems.



Math . . . To Go! Ages 5-9. 50,000+ problems develop 3 critical math skills. It's a calculator, too.



Speak & Spell Ages 6-14. Hear a word, spell it and see it displayed. Expandable.



Spelling B Ages 5-12. Five exciting games that develop reading and spelling skills.

NEW FOR 1989

Listen & Learn Farm Animals

Ages 6-36 months



- Helps develop gross motor skills
- Encourages crawling

Take a first step on the Learning Path with Listen & Learn™ Farm Animals, the first electronic educational toy designed for infants and toddlers. It's a sturdy, bright yellow ball, with colorful pictures of farm animals on each of twelve sides. Roll or turn it, and Listen & Learn Farm Animals plays music. When the ball stops, a friendly, mom-like voice identifies the animal on top, and the animal speaks—the cow moos, the pig oinks, the dog barks, the sheep baas. Each sound is authentic, each picture delightful. Listen & Learn Farm Animals will capture the attention and hold the interest of even the youngest children. Left alone, Listen & Learn Farm Animals attracts attention with a melody. If no further play occurs, the toy says "bye-bye" and turns itself off

automatically, saving on batteries. An innovative "quiet" switch turns the toy off for travel or storage.

Exploring simple objects through sight, sound, and touch are the joys of first learning. By playing with Listen & Learn Farm Animals, infants and toddlers learn to associate pictures of animals with their names and the sounds they make. They also develop hand-eye coordination and gross motor skills.

Safety was a prime consideration in the development of Listen & Learn Farm Animals. The product incorporates special safety features such as a battery compartment located in the middle of the ball, which can be accessed by adults.



**First
Learning**

NEW FOR 1989

My Little Computer

Ages 2-6



- Computer features
- Colorful activity cards
- Flashing lights & sound effects
- Optional expansion packs add more learning excitement

My Little Computer™ takes early learners another step along the Learning Path.

My Little Computer is an exciting toy designed to introduce young children to simple computer tasks. It challenges computer-users-of-the-future with its flashing lights, cursor keys and enter button, and its bright, captivating colors. Kids learn to insert activity cards as they would computer diskettes. And kids use computer-like keys to enter answers and move flashing lights. My Little Computer also introduces a variety of early learning skills, as it teaches about shapes, colors, letters, numbers, the seasons, occupations, music and much more.

Twelve colorfully illustrated double-sided activity cards contain 24 activities and more than 100 questions. Kids can run mazes, answer multiple

choice and matching questions, play a memory game and more. And because the cards are designed with increasing levels of difficulty, the challenges grow as kids grow. My Little Computer even has two optional expansion packs, each with 12 cards, and 48 additional games, covering spelling, sports, numbers, baby animals and other interesting topics.

Plus, it's fun. Press ON for a fanfare of lights and sounds. Insert an activity card, press a coding key, and a light flashes to begin play. Move through the card, pressing a key to enter each answer. Correct answers are rewarded with musical tunes and flashing lights.

Durable and easy-to-use, My Little Computer has a built-in grip-handle and a storage area for activity cards.



**Early
Learning**

Touch & Tell

Ages 2-5



Keep learning new:

- Alphabet Fun
- Number Fun
- All About Me
- Little Creatures
- World of Transportation
- Animal Friends

Touch & Discover

Ages 2-5



Add fun with:

- New Discoveries
- Advanced Discoveries
- 16 exciting activities each

Cows go moo, and cars go beep beep, as Touch & Tell™ helps develop critical Early Learning skills.

Touch & Tell offers pre-schoolers the kind of educational challenge they can enjoy, because it's so simple. Here's how it works: place a colorful picture panel on the touch-sensitive surface, and touch a picture. A friendly voice identifies the picture and asks the child to find another. Musical tones and special sound effects encourage kids to continue learning for hours.

Two double-sided panels are packaged with each Touch & Tell, and there's an entire library of optional expansion cartridges available, including Alphabet Fun, Animal Friends, Number Fun, All About Me, Little Creatures and World of Transportation.

For more Early Learning, step along to Touch & Discover™, the first electronic educational toy with synthesized voices of Mickey Mouse and other famous Disney characters. Mickey teaches the alphabet. Tinkerbell names the colors. Donald Duck, Goofy and others guide through eight self-paced, interactive games to help kids learn basic skills they'll need in school.

Touch & Discover is so easy to use that kids can insert colorful picture panels and play without extensive parental supervision. Touch a picture and the toy responds with fun Disney voices, tunes and exciting sound effects. It asks questions, rewards correct answers and even keeps score.

Eight Beginning Discoveries activities are included. Two expansion packs, New Discoveries™ and Advanced Discoveries™, each adds 16 new activities.

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Early Learning



Computer Fun

Ages 4-8



- True computer features
- Animated graphics
- 12 exciting games

Computer Fun™, the logical next step on the Learning Path, helps develop early math skills, reading readiness and creativity. And it puts kids on the path to discovering how much fun computers can be.

These days, it's very important for kids to become comfortable with computers, because they play an increasing role in school. Computer Fun combines the features of a true computer with the fun of learning games. A touch-sensitive keyboard, high-quality graphics, scrolling screens and directional cursor keys that move objects on an easy-to-read display draw kids into the amazing world of computers. And Computer Fun is the first electronic toy to use the friendly voice of a child.

Computer Fun is definitely user-friendly, with terrific animated graphics, a built-in microphone and two-word voice recognition that responds to spoken words. It encourages kids with music and sound effects, too, and is easy to use.

Twelve self-paced games are included with the product—kids can play Robot Moves, Digging Up Bones, Make-A-Word, Creature Creation, Fetch That Number and more. And, like a true computer, Computer Fun is interactive, encouraging imagination and exploration, rather than drill and practice. So kids will value it and play with it over and over.

With more true computer features than any other educational toy, plus durability and portability, Computer Fun is programmed for learning fun.



Pre-School Learning

Ready... Set...Read!

Ages 3-7



Reading Library I™
Reading Library II™

- 6 new modes of learning
- 50 exciting activities each

Speak & Read

Ages 4-8



- Expansion packages add fun and challenge

What learning task is more important than teaching kids to read? Ready...Set...Read!™ uses phonics and sight-reading, the two time-tested and approved methods, to reach and teach children. Kids learn everything from individual letter recognition to building complete sentences.

Ready...Set...Read! comes with four colorful activity books, including more than thirty games, for unlimited hours of learning. Kids press a touch-sensitive surface to interact with a gentle, reassuring mom-like voice which guides, asks questions and praises young readers.

Ready...Set...Read! and its expansion libraries have ten learning modes, including rhyming words, opposites, simple spelling, story-making and more. With two expansion libraries, kids can extend their vocabulary and reading skills step by step.

Speak & Read™ uses a friendly voice and carefully developed activities to help kids build reading skills. With more than 250 built-in words and a 64-page activity book, Speak & Read helps kids build confidence in their ability to recognize letters and words. Like every reading toy on the Learning Path, Speak & Read uses the best strategies ever devised to teach reading. And it makes it all fun, with games like Word Zapper and Hear It, Picture Read and Read It. Vocabulary, word meanings, reading comprehension and logical thinking can all be developed. And the Speak & Read cartridge library, with seven additional cartridges, can take kids even further down the path of reading and learning.

Pre-School Learning



NEW FOR 1989

Words... To Go!

Ages 3-6



Pre-reading for
pre-schoolers



Card storage built-in

NEW FOR 1989

Time... To Go!

Ages 4-8



Learning to understand
time



Card storage built-in

Words...To Go!™ lets children practice pre-reading basics at their own pace, anytime, anywhere. Kids use phonics and sight-reading to develop vocabulary, learn spelling and build confidence.

Colorful and portable, Words...To Go! comes with ten double-sided cards, presenting 20 fun activities, that can be stored in a built-in compartment. Place a card on the toy's touch-sensitive surface, and Words...To Go! is ready to go. There's letter recognition, beginning and ending letters, rhyming words and more. Kids can choose from seven different pre-reading skills, and a liquid crystal display prompts each activity. For example, when the word "bird" appears on the screen, the child picks the picture of a bird on the card. Words...To Go! rewards readers with tunes and sound effects for correct answers, encouraging beginners to try again if they enter an incorrect answer.

Time...To Go!™ offers kids a fun, portable introduction to the world of minutes and hours, with hours of play value.

Time...To Go! is a real working clock and alarm, with a built-in stand so it can stay on a child's bedside table. Presenting 20 different activities, ten colorful, double-sided cards from a built-in storage compartment fit onto a touch-sensitive panel, turning the clock into a time teacher. For example, when the digital display shows a time, kids are asked to find the picture of a clock showing the same time.

Kids learn to set the digital clock and alarm. They add and subtract time, relate A.M. and P.M. to time of day or night, and even develop a keener awareness of relative concepts such as "before and after" and "earlier and later."



**Pre-School
Learning**

Speak & Math

Ages 6-12



- Activity guide included
- Play challenging and fun math games

Speak & Spell

Ages 6-14



- Choose from a library of cartridges for even more learning enjoyment

You can count on Speak & Math™ to give young children valuable practice in addition, subtraction, multiplication and division. The challenges it offers are almost numberless: more than 100,000 random preprogrammed problems that keep kids interested and involved. And it keeps them motivated, too, with an encouraging voice and a friendly, portable design. Math games such as Number Stumper stimulate logical thinking. The exercises in Greater Than/Less Than make comparisons of number values. And with every activity, there are three levels, so Speak & Math will continue to challenge kids as their ability grows. Speak & Math comes with a colorful 32-page activity book.

Speak & Spell™ is the classic educational toy that teaches basic spelling skills. Educators helped create it, and millions of kids have made it wildly popular. Working at their own pace, kids hear a word in Speak & Spell's friendly voice, they spell the word, and they see the word displayed. There's a carefully selected basic vocabulary of over 150 frequently-used words, four challenging levels, and plenty of encouragement from Speak & Spell's musical tones and speech. And as the child spells, Speak & Spell keeps score, turning learning into a game. Speak & Spell comes with three built-in learning games that work on spelling and word recognition. Seven expansion cartridges keep the challenge going.

School-Age Learning



NEW FOR 1989

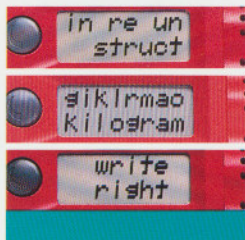
Super Speak & Spell

Ages 6-12



Add new challenges with

- Words, Words, Words™
- Words Around Us™



Eight challenging activities including:

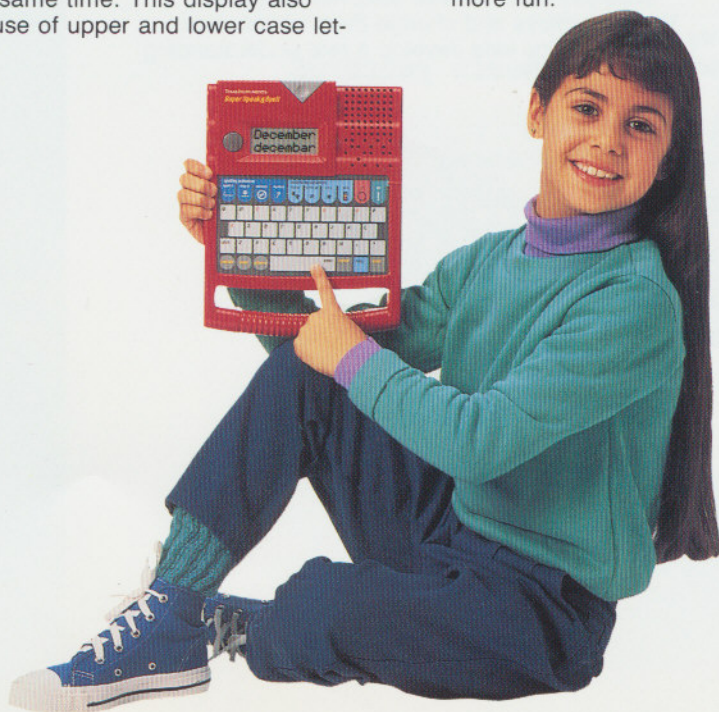
- Drop it
- Mix up
- Same as

Kids on the Learning Path learn the fundamentals. Super Speak & Spell™ helps kids practice spelling and build vocabulary at their own pace, with eight fun activities for one or two players. There are four spelling activities and four vocabulary activities, each developed by leading educators to help kids develop a deeper understanding of words. And, Super Speak & Spell gives kids a boost in school, because TI chose words from those most commonly taught in school and put them into Super Speak & Spell.

Super Speak & Spell uses advanced speech to obtain excellent speech quality. It uses a large, easy-to-read, two-line 16-character display to show the attempted spelling and the correct spelling at the same time. This display also allows for the use of upper and lower case let-

ters. It offers hints when a word is misspelled, automatically reviews words that have been spelled incorrectly, and has music and sound effects to entertain and encourage kids. It has a computer keyboard, with color-coded keys that are easy to use.

Prefixes, suffixes, contractions, abbreviations, word endings, sound-alike words, and visual memory are taught as games. Super Speak & Spell rewards correct answers with spoken praise and music, keeps score and records the high-scoring players. Plus, three levels of difficulty and optional expansion packs Words, Words, Words™ and Words Around Us™, will keep Super Speak & Spell fresh, with more words, more games and more fun.



School-Age
Learning

Voyager

Ages 5-9



- Two-word voice recognition
- 5 voices, sound effects
- Exciting new journeys available

Now kids can learn with the "headset computer" that understands what they say. The unique, award-winning Voyager™ headset computer is the first toy to react to spoken input, using two-word voice recognition. Kids simply put on Voyager and insert a cartridge, and they're ready to go on fascinating, self-paced learning voyages, using a 36-page activity guide.

Delightful to look at, sturdy and inviting to use, this is the Voyager that was voted by *ID Magazine* one of the best designed consumer products of 1988. It was singled out in *Business*

Week and *TIME* for its masterful blend of form and function.

Voyager takes kids on a journey beyond the "3 R's" of reading, writing and arithmetic to the "4th R" of reasoning. And Voyager's unique question-and-answer style helps kids develop logical thinking skills, encouraging them to compare, contrast and evaluate information.

Voyager's challenging questions keep learning fun. Using speech synthesis and sound effects, Voyager reacts, encourages, scores, rewards and keeps kids interested. Voyager understands a child's responses and plays question-and-answer games, for hours of challenges and creative learning.

Kids can even choose from five different Voyager voices and change them at will. And Voyager helps kids develop a real understanding



School-Age Learning

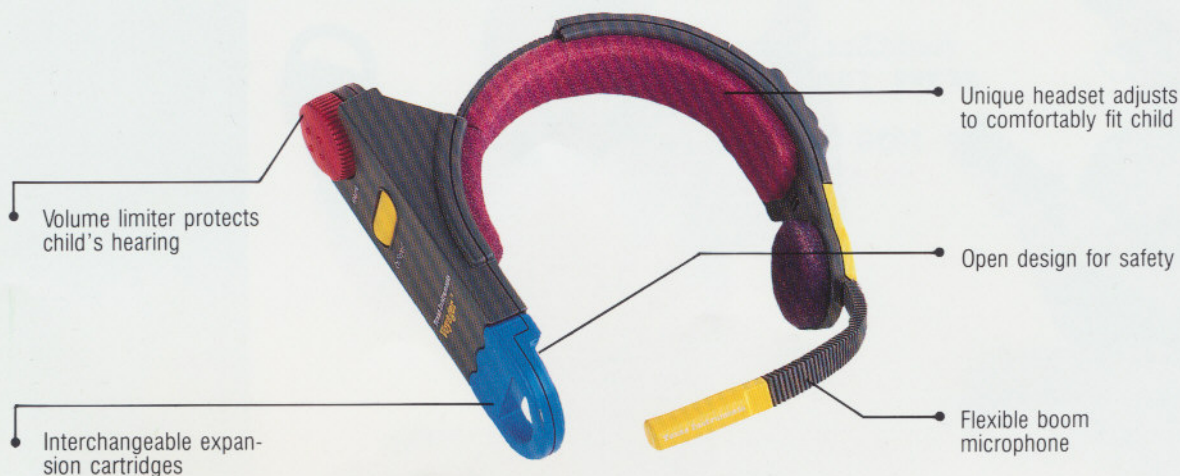
Voyager Expansion Library

Includes seven exciting journeys



of the subjects they select. Voyager comes with a Journey to the Prehistoric World™ cartridge and printed activity guide. Imaginative plug-in expansion cartridges let kids blast off with Journey into Space™, go on safari with Journey to Exotic Animals™, or travel with Journey Across the United States™. Also available are Journey to Birds and Reptiles™, Journey to the Language Arts™, Journey to Human Anatomy™, and Journey to U.S. Presidents™. Each pack contains two separate games and a creative 36-page guide.

Voyager has been designed and tested in cooperation with learning experts, and its journeys were selected to coincide with subjects commonly taught in elementary school. And Voyager's safe, with a volume control limiter and an open-ear design that lets kids hear outside sounds even with the headset on. So kids can comfortably explore new worlds with it, as Voyager takes them on the most important journey of all, down the Learning Path.



"Great design: playful and functional."
ID Magazine of International Design Annual Design Review, Best of Category

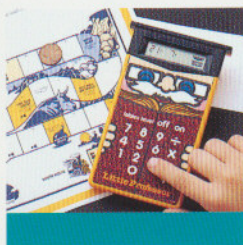
"Like all good designs, the Voyager elegantly explains itself."
TIME Best of '88 1/2/89

"Texas Instruments Voyager speech-interactive educational toy is a masterful blend of form and function."
Business Week The Best of 1988 1/9/89

NEW FOR 1989

Little Professor

Ages 5-9



- 50,000 preprogrammed problems
- Works like electronic flash cards

Math...To Go!

Ages 5-9



Math basics made fun



Take it anywhere!

Little Professor™ is a friendly, hand-held tutor who helps kids practice addition, subtraction, multiplication and division. Little Professor has plenty of smarts, with 50,000 preprogrammed problems and four levels of difficulty. And Little Professor's fun, rewarding correct answers with an animated wiggle of the Professor's mustache and shooting stars on its LCD display. Plus, it keeps score just for fun. It's like having 50,000 electronic flash cards, without the mess. Kid-sized Little Professor fits in the palm of a hand.

Colorful, compact, and portable, Math...To Go!™ was designed by learning experts to help kids have fun as they sharpen skills in basic arithmetic and pre-algebra math. There are over 50,000 math problems arranged in three challenge levels. These help develop three critical math skills in equation solving, math tables, and critical thinking problems. With Math...To Go!, kids get used to simple equations and tables and begin to develop the critical thinking skills they need in the classroom. They practice addition, subtraction, multiplication and division. Math...To Go! keeps score and rewards correct answers with musical tunes and graphics on an easy-to-read liquid crystal display. Math...To Go! is also a real calculator, with specially designed keys so it's easy for kids to use, and a seven-character display, so kids can use it to complete school lessons.

School-Age Learning



Math Star

Ages 6-11



- Activity book included
- Hours of fun and games for 1 or more players

Spelling B

Ages 5-12



- 5 challenging games
- Includes activity book with over 200 colorful pictures to practice spelling skills

Math Star™ can help kids master basic skills that are the foundation for learning advanced math. Its games are entertaining drills in basic math facts. As they play with Math Star, kids develop their accuracy, strategic thinking and logical responses. Math Star challenges them with different levels of play, displays flashing stars to encourage and praise correct answers and even comes with a built-in timer to add excitement and spur competitions for the fastest time. There are seven different activities for one or more players. Kids can store math problems, race against the clock, identify “secret” or missing numbers, play strategy games and more. Math Star comes with a colorful, game-filled activity book.

Spelling B™ lets kids play five entertaining games, for more fun with essential reading and spelling skills. Using a colorful activity book, kids practice naming, spelling, and reading. Two of its fast-paced games are word-picture associations. Other games develop logical thinking. Kids can fill in the missing letters of words, unscramble words, ask for help when it's needed and erase mistakes, while controlling the level of difficulty. Spelling B keeps score, offers encouragement and praise, challenges kids with progressively more difficult words (over 250 words in all) and makes the routine of spelling an occasion for real excitement.

**School-Age
Learning**



Texas Instruments Field Sales Offices

For more information
call (806) 747-1882

California

17891 Cartwright Road
Irvine, CA 92714
(714) 660-1200
Marriott Business Park
5353 Betsy Ross Drive
Santa Clara, CA 95052-8028
(408) 980-9000

Florida

2950 NW 62nd Street
Ft. Lauderdale, FL 33309
(305) 973-8502

Georgia

5515 Spalding Drive
Norcross, GA 30092
(404) 662-7930

Illinois

515 W. Algonquin Road
Arlington Heights, IL 60005
(312) 640-2954

Kansas

Suite 150
7300 College Blvd.
Overland Park, KS 66210
(913) 451-4511

Massachusetts

Suite 2800
950 Winter St.
Waltham, MA 02154
(617) 895-9122

Michigan

33737 W. Twelve Mile Road
Farmington Hills, MI 48018
(313) 553-1658

Minnesota

11000 West 78th
Eden Prairie, MN 55344
(612) 828-9360

New York/New Jersey

485 E. U.S. Route 1, So.
Parkway Towers, Bldg. E.
Iselin, NJ 08830
(201) 750-1050

New York (Upstate)

2851 Clover Street
Pittsford, NY 14534
(716) 385-6770

Ohio

Suite 140
4350 Glendale Milford Rd.
Cincinnati, OH 45242
(513) 563-0026

Pennsylvania

Suite 200
670 Sentry Parkway
Blue Bell, PA 19422
(215) 825-9500

Texas

Park Central VI
7800 Banner Drive
Dallas, Texas 75251
(214) 995-7589

Virginia

2750 Prosperity Avenue
Fairfax, VA 22031
(703) 849-1428

Premium Sales

7800 Banner Drive
Dallas, Texas 75251
(214) 995-1614

Canada—Alberta

912 12th Avenue, S.W.
Calgary, Alberta,
Canada T2R 1K7
(403) 245-1034

Canada—British Columbia

90-10451 Shellbridge Way
Richmond, British Columbia,
Canada V6X 2W8
(604) 278-4871

Canada—Ontario

41 Shelley Road
Richmond Hill, Ontario,
Canada L4C 5G4
(416) 884-9181

Canada—Quebec

9460 Trans Canada Highway
St. Laurent, Quebec,
Canada H4S 1R7
(514) 336-1860

Latin America

7800 Banner Drive
Dallas, Texas 75251
(214) 995-7113
International Telex:
470900 ISLA

Asia—Pacific

8330 LBJ Freeway
Dallas, Texas 75243
(214) 997-5481

Learning Path, Listen & Learn,
My Little Computer, Touch &
Discover, New Discoveries,
Advanced Discoveries, Touch &
Tell, Computer Fun, Ready...
Set...Read!, Words...To Go!,
Time...To Go!, Speak & Read,
Reading Library I, Reading
Library II, Speak & Spell, Speak
& Math, Super Speak & Spell,
Words, Words, Words, Words
Around Us, Voyager, Journey
into Space, Journey to Exotic
Animals, Journey Across the
United States, Journey to Birds
and Reptiles, Journey to the
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