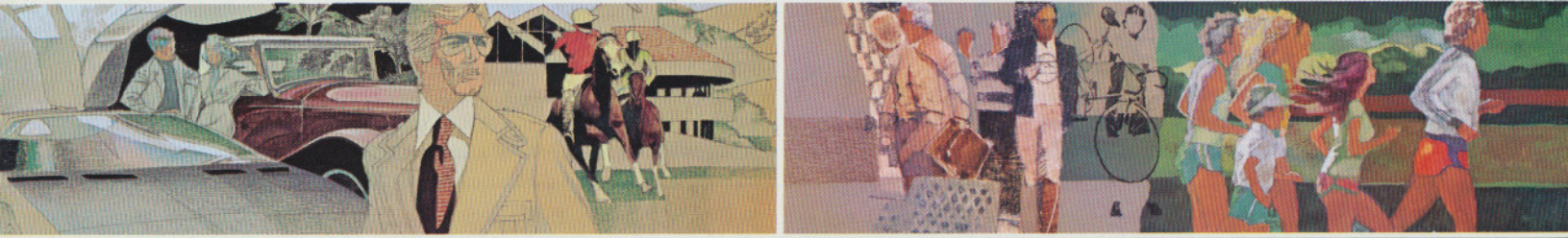


Texas Instruments Watch Collection

1981

January-June



Men's Quartz Analog Watches/Alarm Chronographs

For the man who prefers the classic styling of an analog watch but still demands quartz accuracy, Texas Instruments multi-function, high-technology analog watches are today's answer. They're the future face of time, with "hands" that sweep around the dial with liquid

crystal display (LCD) brightness, accuracy — and no moving parts to break or wear out. Moving LCD markers show day of the week, date and sweep seconds at a glance, combining traditional timekeeping with the efficiency and longevity of solid-state electronics. For the man who

Series 831. Quartz analog LCD hands show hour, minute, sweep seconds indicator, day of week and date. Backlight.

831-41: Golden tone metal, matching bracelet.

831-31: White metal, matching bracelet.

831-21: Golden tone metal, brown simulated leather strap.

831-11: White metal, black simulated leather strap.

Series 862. Nine-function alarm chronograph with LCD analog display and constant readout of day of week, alarm and chronograph status and seconds or date. Chronograph automatically repeats every 12 minutes with 1/10th second accuracy. Pleasant sounding 24-hour alarm with 5-minute snooze feature, hourly chime and backlight, too.

862-41: Golden tone metal, matching bracelet.

862-31: White metal, matching bracelet.



831-41
\$80.00



831-21
\$70.00



862-41
\$90.00



831-31
\$70.00



831-11
\$60.00



862-31
\$80.00



requires the extra efficiency of alarm and chronograph functions, we also offer fine quartz analogs with information-packed digital displays.

862-21: Golden tone metal, brown simulated leather strap.
862-11: White metal, black simulated leather strap.



862-21
\$80.00



862-11
\$70.00

Introducing...

A new packaging concept *tells the story* of the Texas Instruments quartz analog. This bright, informative display explains the features and shows how easy it is to use the watch. It's a simple demonstration in a box for each quartz analog...and an elegant gift package, too.



The Wrist Instruments

The ultimate precision time/information device: so much more than a watch, you'll call it a wrist instrument. Now Texas Instruments packs all the advanced functions of tomorrow's precision technology into a valuable time-management tool that puts a world of useful information at

your fingertips today. At the touch of a button, check alarm settings, chronograph reading, and more. Best of all, the wrist instrument is easy to operate and useful every day.

Series 808. Eleven-function wrist instrument shows constant display of hours, minutes, seconds, date and day of week. Indicators show status of dual time zones, dual alarms, countdown/timer and chronograph with 1/100th second accuracy. Backlight.

808-41: Golden tone metal, matching bracelet.

808-31: White metal, matching bracelet.

Series 809 Functions

push one button to see all functions



7-day programmable alarm shown set for Monday through Friday.



countdown/timer



chronograph with lap time



Series 808 Functions

push one button to see all functions



chronograph



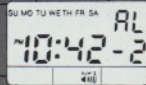
alarm 1



countdown/timer



alarm 2



hourly chime status



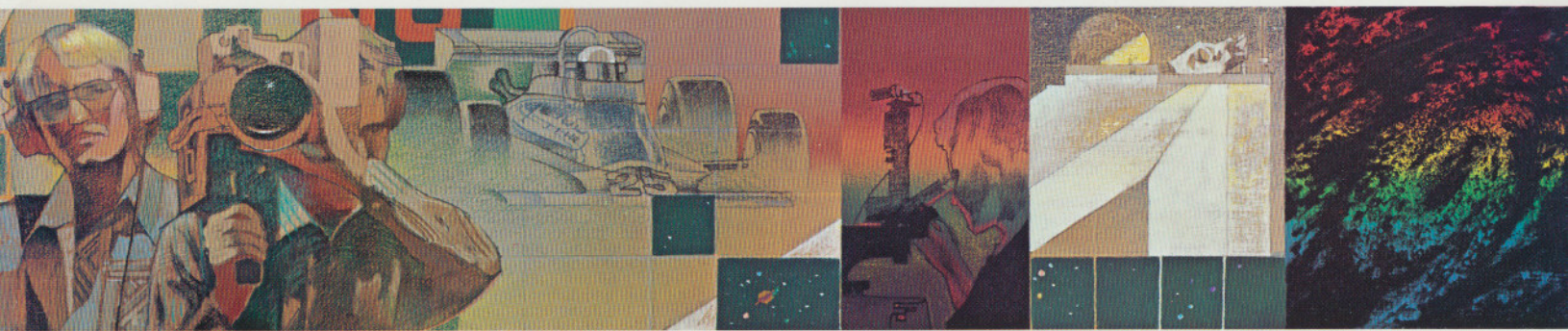
push to see time in another time zone



808-41
\$80.00



808-31
\$70.00



Series 809. One setting will program the wrist instrument alarm to sound only on selected days of the week. The nine-function alarm chronograph shows constant display of hours, minutes, seconds, month, date and day of week. Also includes chronograph with 1/100th second accuracy, countdown/timer, hourly chime and backlight.

809-41; Golden tone metal, matching bracelet.

809-31; White metal, matching bracelet.

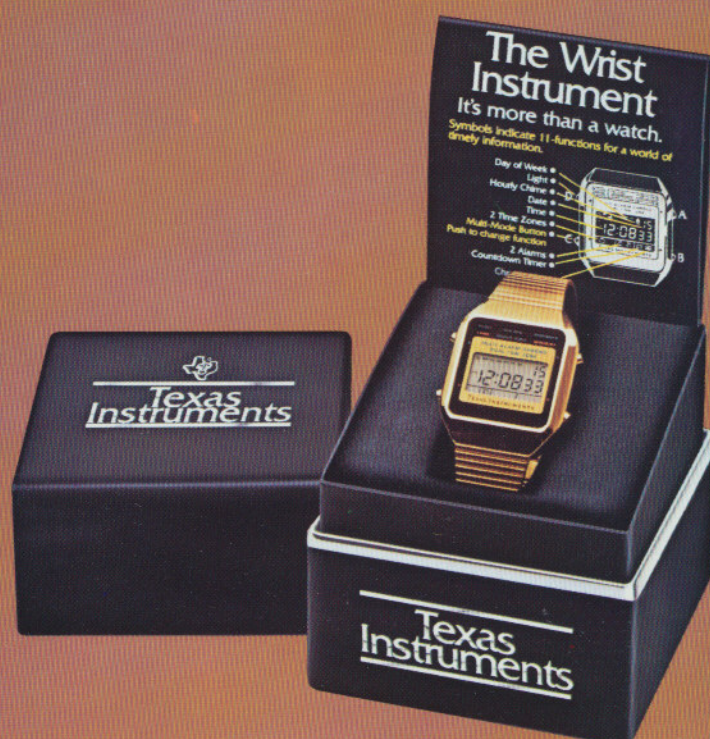


809-41
\$90.00

809-31
\$80.00

Packaging for the wrist instruments...

Wrist instruments are all packaged for easy demonstration. The display card *tells* how to operate chime, chronograph, or countdown/timer. A simple demonstration in an elegant gift box.



Men's and Ladies' Quartz Alarm Chronographs

Texas Instruments quartz alarm chronographs offer the time-keeping capabilities of many watches costing much more in exciting packages of precision, sleek styling and convenience. They offer the second-by-second information you need with bright, continuous liquid crystal displays for

time, month, date and day of week. Pleasant-sounding alarms can be set to any time, day or night, as important reminders for appointments, meetings and phone calls. Convenient stopwatch functions measure lap and elapsed times up to 24 hours in tenths or hundredths of seconds.

Series 801. Twenty-four hour chronographs with constant backlight, month/date reversal, military time (24-hour display) and adjustable bracelet.

801-2: Golden tone metal, matching bracelet.

801-1: White metal, matching bracelet.

Series 806. Twenty-four-hour alarm with 12-hour chronograph and incandescent backlight, adjustable bracelet.

806-41: Golden tone metal, matching bracelet.

806-31: White metal, matching bracelet.



801-2
\$110.00



801-1
\$90.00



806-41
\$70.00



806-31
\$60.00



Series 804. Quartz chronograph with 24-hour alarm, 12-hour chronograph, alarm on/off display, incandescent backlight, adjustable bracelet.

804-41: Golden tone metal, matching bracelet.

804-31: White metal, matching bracelet.

Ladies' Alarm Chronographs

Series 264. Twenty-four hour alarm and 12-hour chronograph with lap times, standard time functions plus month, date, day of week, and alarm indicator. Incandescent backlight.

264-41: Golden tone metal, matching mesh bracelet.

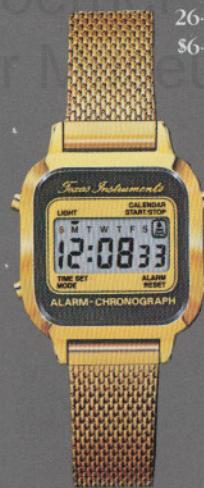
264-31: White metal, matching mesh bracelet.



804-41
\$60.00



804-31
\$50.00



264-41
\$64.00



264-31
\$54.00

Men's and Ladies' Quartz Alarms

Handsome, easy-to-set alarm watches for today's busy men and women. Set them to any time of day; they'll provide a gentle reminder, not a harsh buzz. They feature a bright liquid crystal display showing eight functions: hours, minutes, seconds, month, date, day, year and alarm with adjustable metal bracelets.

Series 363. Men's 8-function quartz alarms with incandescent backlight.

363-41: Golden tone metal, matching bracelet.

363-31: White metal, matching bracelet.



363-41
\$50.00



363-31
\$40.00

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Date with Calculator Museum



Series 262. Ladies' 8-function quartz alarms with incandescent backlight.

262-41: Golden tone metal, matching mesh bracelet.

262-31: White metal, matching mesh bracelet.

Series 263. Ladies' 8-function quartz alarms with incandescent backlight.

263-41: Golden tone metal, matching bracelet.

263-31: White metal, matching bracelet.



262-41
\$52.00



262-31
\$42.00



263-31
\$45.00



263-41
\$55.00

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LCD Quartz Watches for Men

Texas Instruments Lite Era* watches combine dress watch styling with sports watch durability. And a special "light" retail price. The secret? An innovative watch case plating process that resists scratching and corrosion and is comfortably light. Another winner from TI!

Each watch has the quality and value you expect from Texas Instruments, the leader in solid-state technology. Handsome, compact dress watches with crisp, finely detailed lens graphics. Durability. Precision.

Series 441. Six-digit liquid crystal display continuously shows your choice of time with seconds or date. Also shows month, date and day of week on command. With constant backlight and TI exclusive Lite Era* corrosion and scratch resistant case.

441-4: Golden tone Lite Era* case, matching bracelet.

441-3: White Lite Era* case, matching bracelet.

*Trademark of Texas Instruments

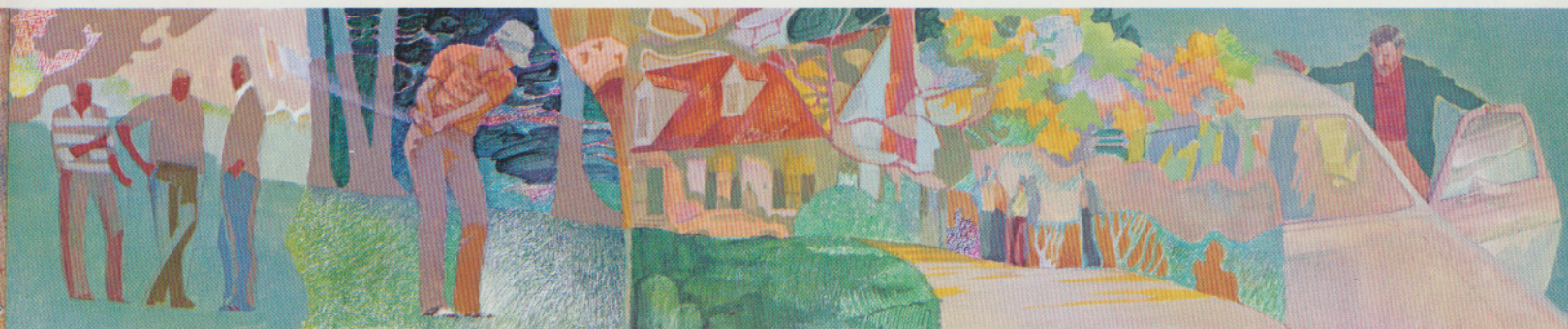
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Datamath Calculator Museum



441-4
\$43.00



441-3
\$33.00



Series 558. Men's 5-function watches indicate hours, minutes, seconds, month and date in large, liquid crystal display. All with TI exclusive Lite Era* corrosion and scratch resistant case. Constant backlight.

558-4: Golden tone Lite Era* case, matching metal bracelet.

558-3: White Lite Era* case, matching metal bracelet

558-2: Golden tone Lite Era* case, brown plastic strap.

558-1: White Lite Era* case, black plastic strap.



558-4
\$25.00



558-3
\$20.00



558-2
\$20.00



558-1
\$19.00

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Datamath Calculator Museum

Ladies' Five-function Watches

Elegant, finely detailed watches with large, easy-to-read liquid crystal displays. Lightweight and compact for a true fashion look — there's a beautiful style for most any taste. Unique eye-catching lens graphics feature brilliant highlights and pin stripes.

Lite Era* watches. Texas Instruments Lite Era watches combine dress watch styling with sports watch durability. And a special "light" retail price. The secret? An innovative watch case plating process that resists scratching and corrosion and is comfortably light. Another winner from TI!

Series 741. Four-digit display shows hours, minutes, seconds, month and date. Constant backlight.

- 741-4: Golden tone Lite Era* case, matching mesh bracelet.
- 741-3: White Lite Era* case, matching mesh bracelet.
- 741-2: Golden tone Lite Era* case, black plastic strap.
- 741-1: White Lite Era* case, black plastic strap.

Series 742. Five-function watches in today's fashion colors. LCD display shows hours, minutes, seconds, month and date.

- 742-20: Brown plastic case, matching strap.
- 742-30: Navy blue plastic case, matching strap.
- 742-40: White plastic case, matching strap.



741-4
\$40.00



741-2
\$30.00



741-1
\$26.00



741-3
\$30.00



742-30
\$25.00



742-40
\$25.00



742-20
\$25.00



656-40
Super Thin
\$36.00



656-30
Super Thin
\$30.00

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Super thin watches. The elegant, close-to-the wrist styling of women's super thin watches reflects new achievements in electronic technology. Their compact design is both sleek and comfortable.

Series 656. Durable 5-function watches in Lite Era* and super thin cases. Features hours, minutes, seconds, month and date in large liquid crystal displays.

656-40: Golden tone Lite Era* case, matching bracelet.

656-30: White Lite Era* case, matching bracelet.

656-25: Golden tone Lite Era* case, navy blue plastic strap.

656-20: White Lite Era* case, black plastic strap.

656-15: White plastic Super Thin case, matching strap.

656-10: Navy blue plastic Super Thin case, matching strap.

Series 255. Elegantly styled Super Thin watches with five functions: hours, minutes, seconds, month and date.

255-40: Golden tone metal, matching integrated bracelet.

255-30: White metal, matching integrated bracelet.

255-20: Golden tone metal, brown plastic strap.

255-10: White metal, black plastic strap.



656-25
Super Thin
\$30.00



656-15
Super Thin
\$23.00



255-40
Super Thin
\$45.00



255-20
Super Thin
\$35.00



656-20
Super Thin
\$26.00



656-10
Super Thin
\$23.00



255-30
Super Thin
\$35.00



255-10
Super Thin
\$30.00

Youth/Active/Sports Watches

Rugged, durable watches—perfect for joggers, athletes, coaches, spectators ... or anyone who leads an active lifestyle. Designed to give you years of reliable service, our collection of multi-function sports watches combines Texas Instruments solid-state dependability with features you'd expect to cost far more.

Series 555. Bright liquid crystal display shows hours, minutes, seconds, month and date.

555-10: Black plastic case, matching strap.

Series 562. The jogger's watch. Rugged wristwatch/stopwatch shows hours, minutes, seconds, month and date. Fifteen-minute stopwatch with automatic continuation and one-second resolution.

562-10: Black plastic case, matching strap.

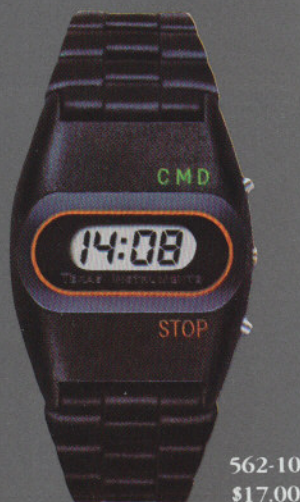
Series 576. LCD digital alarm watch with eight functions in 3 continuous display modes. Built-in 40-year calendar automatically compensates for leap year. Incandescent backlight.

576-11: Black plastic case, matching strap.

Series 584. Men's chronograph with two time zones and 24-hour alarm. Displays hours, minutes, seconds, month, date, day of week, am/pm, alternate time zone, alarm and stopwatch. For added convenience, the 584-11 has a 5-minute snooze alarm.



555-10
\$15.00



562-10
\$17.00



576-11
\$30.00



584-11
\$35.00



584A-11
\$35.00

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feature and 24-hour chronograph. 584A-11 has 13-hour chronograph. Both with incandescent backlight.

584-11: Black plastic case, matching strap.

584A-11: Black plastic case, matching strap.



The TI Fitness Kit



574-FK
\$35.00

Time is the key to many fitness activities, and the TI-574 chronograph watch helps you monitor any kind of exercise. Included in this kit are:

- 574 chronograph with hours, minutes, seconds, month, date and day of week, plus chronograph with lap timer.
- Popular fitness book, *The Aerobics Way*, by Kenneth H. Cooper, M.D., M.P.H.
- Personal Progress Chart to record week-by-week accomplishments.

574-FK. Black plastic case, matching strap.

The Underwater Watches.



131-11
\$28.00

131-21
\$28.00

For swimmers, snorkelers, sports enthusiasts and everyone who gets his watch wet.

- Tested water-resistant to a submerged depth of 81 feet, 3 atmospheres.
- Extra tough LEXAN[®] polycarbonate bezel and stainless steel back.
- Top mounted sealed sensor switches.
- Long-life lithium battery for years of dependable, accurate service.
- Features: hours, minutes, seconds or date, day-of-week and incandescent backlight.
- Matching strap.

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(602) 249-1313

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Costa Mesa, California 92626
(714) 540-7311

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El Segundo, California 90245
(213) 973-2571

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San Diego, California 92123
(714) 565-0406

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Sunnyvale, California 94086
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(201) 574-9011

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Dayton, Ohio 45432
(513) 258-3877

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Beaverton, Oregon 97005
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Salt Lake City, Utah 84120
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All prices shown are TI's suggested retail.

Watches not shown actual size.

Due to the difficulty in photographing watch readouts, displays shown are simulated.

See price list for complete watch description.

For more information on TI consumer products, such as
learning aids, calculators, and the home computer, contact:

Texas Instruments
Consumer Relations
P.O. Box 53
Lubbock, Tex. 79408



TEXAS INSTRUMENTS
INCORPORATED