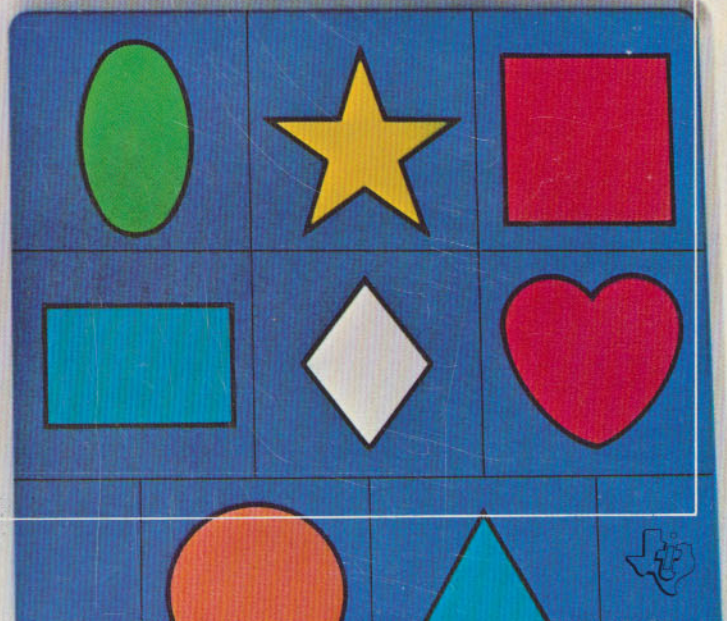


**Texas Instruments
Educational Products
1981 July-December**

**"TI makes learning
what it should be...
fun."**

Touch & Tell

TEXAS INSTRUMENTS



It's fun to discover new worlds with today's electronics.

There's a wonderful process of discovery called learning. It can be a joyful journey into new, mind-expanding worlds. That's the idea behind the Texas Instruments Learning Center.* It's dedicated to a philosophy that good teachers and smart parents have practiced all along: learning is easy when students are having fun.

Each of the learning aids in the growing Texas Instruments Learning Center family brings a bright, new, fun approach to basic learning tasks. Although our learning aids offer fun and fascination, they are not toys. Each has been designed with the help of expert educators to support your child's progress in critical basic skill areas, such

as reading, spelling and arithmetic. They are not designed to take the place of a teacher, but provide valuable supplemental drill and practice that can enhance a student's progress in pre-school, elementary school, high school and even college.

All Texas Instruments learning aids offer built-in excitement and motivation to keep the children intrigued and challenged. Technical advances, such as Solid State Speech* technology, are applied to time-honored methods of learning; for example, flash card drills and "repeat-after-me" exercises.

All TI learning aids reward correct responses and correct wrong ones in positive ways, encouraging students to try again. Electronic scoring can actually help child and parent see progress being made. And when learning becomes

fun, children are apt to practice longer and more often. They'll be less likely to tire of their new learning aids, too, because each learning aid offers levels of challenge that increase in difficulty as your child's skills develop.

Several of our speaking learning aids even have a family of plug-in modules that further extend their capability and allow you to tailor a home-study program to your child's specific needs. Each module features a bright, colorful activity book that adds to the value of your purchase with helpful hints for parents, exciting new games and additional activities to extend the learning experience.

Texas Instruments Learning Center products are designed to provide lasting value. Each learning aid has a full year's limited warranty and is made with a sturdy, non-toxic plastic case. TI learning aids are completely portable, allowing your child to learn virtually anywhere...at home or as you travel. They also turn off automatically after several minutes of non-use to prevent accidental battery drain. And all have the famous Texas Instruments reliability built right in.

It is our hope that you'll discover the many exciting ways Texas Instruments technology can bring more fun to your child's world of learning.



Bill Cosby

Spokesman for
Texas Instruments
Consumer Products

The learning aid with a magic touch.

Touch & Tell*

For pre-schoolers,
ages 2 to 5

Our newest talking learning aid combines touch, sight and sound to help your child associate the right words with corresponding

pictures. It also expands your child's vocabulary while teaching early learning concepts (colors, shapes, familiar objects, etc.).

The touch-sensitive keyboard is designed to respond to the touch of a small hand, and the variety of colorful pictures attracts and holds your child's attention. The voice created through our modern Solid State Speech* technology identifies the picture as soon as it is touched, and prompts your child to find the picture that goes with the spoken word.

We've also built in special sound effects and musical tones to add excitement to the learning process.

Touch & Tell* is fun for the child alone but ideal when parents or friends participate. You can expand on the given words and pictures, encourage your child to add descriptions, or tell stories and nursery rhymes about each topic.

Besides the two double-sided picture panels provided with Touch & Tell, you receive a home storage library. Use it to store additional learning modules and picture panel sets which you can purchase to further broaden your child's horizon and vocabulary. The versatility, ease of use and fun of Touch & Tell make it an ideal tool for introducing your child to the new worlds of learning.



Building basics in a whole new way.

Imagine a learning aid that spells out a word, letter by letter, then pronounces it correctly so your child can hear it in a warm, life-like human voice. Think of it as a friendly, patient, private "tutor" that rewards your child's correct responses, amiably corrects wrong ones and encourages another try with virtually infinite patience.

These are just some of the learning experiences made possible by Texas Instruments Solid State Speech* technology. More than 10 years in the making, Solid State Speech actually reproduces human speech electronically. There's no tape recording, no pull-string or record to wear out.

In addition to this new technology, our unique talking learning aids provide learning concepts that help your child build a solid foundation in the critical skill areas of reading, spelling and arithmetic. Each uses time-proven learning techniques (such as flash card drills and fill-in-the-blanks) in these basic areas. Additional plug-in solid state modules expand the capability of our talking learning aids for reading and spelling. All are designed to grow with your child's skills and allow you to build a flexible home study program.

**Speak
& Spell**

Grades
1 through 8

The first talking electronic learning aid with Solid State Speech*, Speak & Spell* has captured the imagination of parents and teachers everywhere. Speak & Spell can help the student become a better speller. Created with the guidance of leading educators, it involves the student in three ways... hearing the word, spelling the word, and seeing the word... reinforcing the learning process.

Speak & Spell lets students progress at their own pace through a primary vocabulary of over 150 words in four levels of difficulty.

These are frequently used words which don't follow normal spelling rules. In addition to spelling and pronunciation drills, Speak & Spell even keeps score, so your child can receive feedback on progress and be motivated to improve.

Speak & Spell comes with a colorful 32-page activity book and an earphone to let your child learn in private, if he so chooses. In addition, a whole family of optional plug-in Solid State Speech modules expand Speak & Spell's capabilities to fit your child's growing needs. An optional battery-saving AC adapter is also available.

**Speak
& Read**

Pre-school
through 3rd
grade

TI's Speak & Read* electronic learning aid duplicates the human voice, and helps children to build beginning reading skills. It introduces more than 250 of the most basic English words. Its many challenging activities are based on a combination of the most important educational methods of reading development. The "Word Zapper" and "Hear It" functions encourage children to recognize words and alphabet letters on sight as they hear the correct pronunciation. Bright, fun activities, such as "Picture Read" develop vocabulary skills and word meaning, while "Read It" helps develop reading comprehension and the ability to draw conclusions from clues within the context. And through its unique Solid State Speech* capability, Speak & Read can help the child learn to build words with



*Trademark of Texas Instruments Incorporated

sounds and syllables through word families such as cat/hat/sat.

Most of Speak & Read's activities have three selectable levels of difficulty, so that your child will continue to be challenged as his or her skills grow. And children are motivated to improve their skills with positive verbal reinforcement after each activity.

Speak & Read comes with a colorful 64-page activity-filled reading book, earphone, and sturdy carrying case. Additional plug-in modules are available to expand Speak & Read's capabilities even further. Each module contains an additional word list and 64-page book to improve reading skills progressively through third-grade level. An optional AC adapter for use with home electrical current is also available.

Speak & Math* Grades 1 through 6

For mathematics, TI's Speak & Math* electronic learning aid can make learning basic skills fun with exciting sight-and-sound activities that include the remarkable new dimension of the human voice. Students combine the senses of sight, hearing and touch to gain valuable practice with more than 100,000 mathematical problems in addition, subtraction, multiplication and division. Speak & Math also gives word problems and introduces beginning concepts in geometry and algebra.

Its fast-paced problem-solving drills, like the mind-teasing "Num-

ber Stumper", help stimulate logical thinking while they improve retention of the basic "tables". The "Word Problems" exercise helps strengthen recognition of common spoken expressions used in math concepts, such as decimals, remainders and terms from beginning geometry. "Greater Than/Less Than" helps the child build valuable skills in estimation, and "Write It" helps sharpen the ability to write spoken numerals. Speak & Math praises correct answers and encourages the child to try again when answers are wrong.

A colorful 32-page activity book adds to the fun and helps reinforce classroom instruction. And Speak & Math's large memory capacity provides a generous sampling of math problems taught in grades 1 through

6 in three levels of challenge, so that your child can continue to progress at his or her own pace. An earphone is included for quiet use, and an AC adapter for use with home electric current is also available.



Plug-in word modules expand your talking learning aids.

The TI Learning Center's growing families of plug-in Solid State Speech* modules for Speak & Spell, Speak & Read and Touch & Tell, add a valuable dimension to the usefulness and longevity of these learning aids. Each module is carefully designed with educator guidance to maintain your child's interest and continue to provide new challenges as his or her skills grow. Additionally, they offer a learning system that's flexible enough to correspond to and reinforce what is usually being taught in the classroom. Small enough to hold in the palm of your hand, each module simply slips into the back of your learning aid to offer a new vocabulary list that focuses on specific language arts learning objectives.

Modules for Speak & Spell, for instance, can help children master troublesome spelling areas such as

homonyms, verb endings, vowel patterns and more. Modules for Speak & Read contain additional word lists which can further reinforce reading skills and develop word and sentence comprehension progressively through the third-grade level. Modules for Touch & Tell include additional picture panels designed to increase a pre-schooler's vocabulary and awareness levels, helping the child to distinguish and identify objects, words and numbers. These modules are friendly guides that lead your child from the familiar environment of self and home to the world outside. All are fun introductions to the new world of learning.

This easy, expandable approach lets you build a broad home learning program, while it offers you an exceptional opportunity to share and shape your child's learning experiences. Grade and age level ranges are suggested for each module to serve as a parent's guide (see corresponding chart), but the system of modules can be used in any

sequence to provide valuable review or extra challenge. And all modules come with colorful, illustrated activity books or picture cards that stimulate learning and make it more fun for children and parents.



It's a whole new way to learn.

TI-99/4A Home Computer

The Texas Instruments Home Computer is a whole new way for you and your children to learn. Whether it's sharpening your children's math skills, advising you on household financial decisions or simply teaching you to win at chess, our Home Computer makes learning interesting and easy.

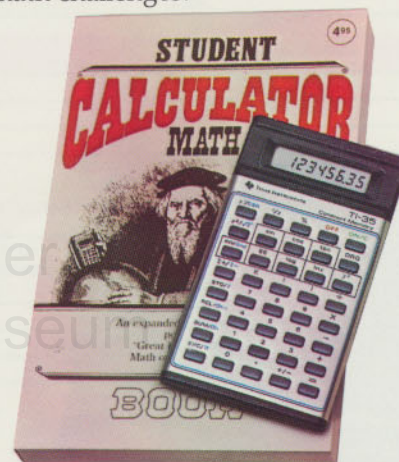
And, you don't have to be a computer expert to learn from our Home Computer. Just slip in the Command Module for the subject you want to study and instantly it's ready for you to watch and learn. It sounds easy because it is. It's like having an expert right in your home,

always within reach.

We have a wide range of subjects for you to choose from. And learn. We have programs for your children like spelling, math and reading. And programs for you such as financial planning and tax preparation. Even games like football, chess and bridge. It's a home computer designed to make learning any subject, at any level, interesting and easy for your entire family.

TI-35 Student Math Kit

The TI-35 Student Math Kit is a unique collection of tools for problem-solving in mathematics. As skills grow through high school to college and into career, this kit will continue to meet all but the more advanced math challenges.



The TI-35 Student Math Kit offers the powerful 54-function Slimline* TI-35 calculator with built-in roots, logarithms and statistical functions, displayed with an easy-to-read liquid crystal display.

The Student Math Kit includes "The Student Calculator Math Book". This expanded version of "The Great International Math on Keys Book" offers even more information on calculator math and the role it can play in everyday life.



An electronic language tutor and translator, ready to travel.

For the beginner. For the linguist who wants to brush up on old skills. For the traveler. TI's Language Tutor* makes developing a basic command of a foreign language as easy as un, deux, trois. It's specially designed to give you the words and phrases you need most, with special features that help you create your own sentences.

Language Tutor* Talking Language Aid

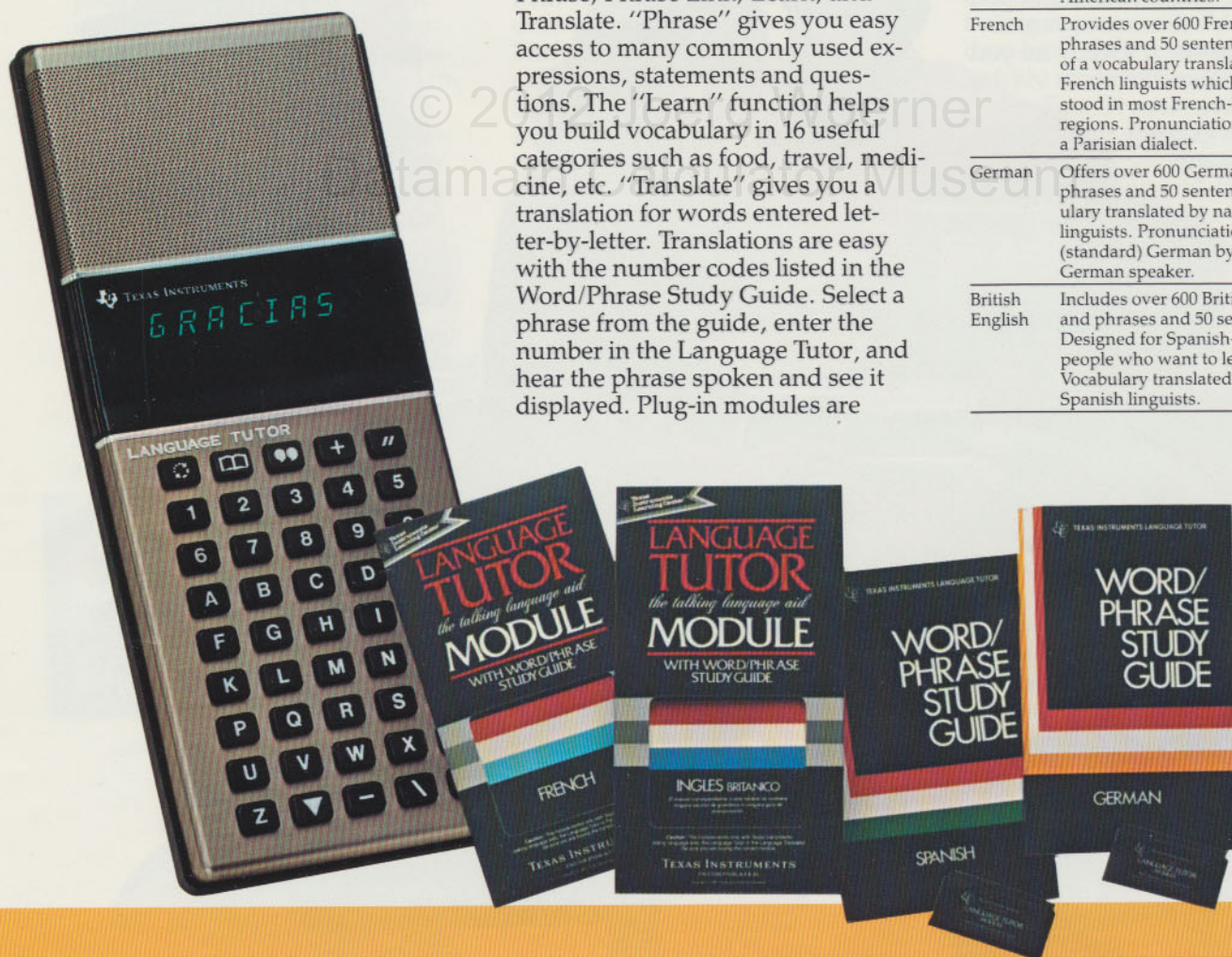
Through Solid State Speech* technology, the Language Tutor can actually speak words, phrases and sentences in a foreign language to aid you in proper pronunciation. It shows proper spellings, even complete sentences, in an easy-to-read display.

The Language Tutor lets you build your foreign language vocabulary with special functions: Phrase, Phrase Link, Learn, and Translate. "Phrase" gives you easy access to many commonly used expressions, statements and questions. The "Learn" function helps you build vocabulary in 16 useful categories such as food, travel, medicine, etc. "Translate" gives you a translation for words entered letter-by-letter. Translations are easy with the number codes listed in the Word/Phrase Study Guide. Select a phrase from the guide, enter the number in the Language Tutor, and hear the phrase spoken and see it displayed. Plug-in modules are

available in Spanish, French, German and British English. The module of your choice is included with the Language Tutor. The Language Tutor comes in its own padded, vinyl case, so it can travel with you anywhere. A 110 volt AC adapter is included.

Language Tutor Modules

Module	Learning Objectives
Spanish	Gives over 600 Spanish words and phrases that can be combined with approximately 50 sentences to make over 3,000 statements and questions. Contains a vocabulary translated by Spanish linguists and spoken in Mexican dialect that's understood in most Latin American countries.
French	Provides over 600 French words and phrases and 50 sentences. Consists of a vocabulary translated by native French linguists which is understood in most French-speaking regions. Pronunciations are in a Parisian dialect.
German	Offers over 600 German words and phrases and 50 sentences. Vocabulary translated by native German linguists. Pronunciations are in High (standard) German by a native German speaker.
British English	Includes over 600 British words and phrases and 50 sentences. Designed for Spanish-speaking people who want to learn English. Vocabulary translated by native Spanish linguists.



Specifications—Talking Learning Aids

	Speak & Read*	Speak & Math*	Speak & Spell*	Touch & Tell*
Learning Purpose	Reading drill	Math drill	Spelling drill	Basic vocabulary building
Grade Levels	Preschool–3rd	1st –6th	1st –8th	Preschool (ages 2-5)
Basic Operations	6 operations for building phonics, sight vocabulary and reading comprehension skills	5 operations for building skills in problem solving, reasoning and abstract concepts	5 operations for building spelling and word recognition skills	2 operations build vocabulary by identifying pictures when touched or by asking child to identify pictures
Expandable with plug-in modules	yes	no	yes	yes
Capacity	Over 250 words plus plug-in expandability	Over 100,000 random and preprogrammed problems	Over 150 words plus plug-in expandability	40 words, plus plug-in expandability
Levels of difficulty	3	3	4	Varies with different picture overlays.
Tries at correct answer	2	2	2	Infinite
Score given after	5 words	5 problems	10 words	N/A
Special functions/features	<ul style="list-style-type: none"> • 64 page activity book • Pronunciation/reading practice • Musical tones and verbal reinforcement • Earphone • Carry case 	<ul style="list-style-type: none"> • 32-page activity book • Spoken problems • Greater than/less than practice • Practice in writing spoken numbers • Earphone 	<ul style="list-style-type: none"> • 32-page activity book • Pronunciation practice • Musical tones and verbal reinforcement • Earphone 	<ul style="list-style-type: none"> • 4 overlays (2 double-sided) • Verbal reinforcement • Sound effects • Learning library for modules • Parent's guide
Built-in learning games	2	1	3	N/A
APD automatic power down	yes	yes	yes	yes
Batteries	4-C cell (not included) Optional AC 9199 Adapter	4-C cell (not included) Optional AC 9199 Adapter	4-C cell (not included) Optional AC 9199 Adapter	2-D cell (not included)
Size (inches)	9.9 x 6.9 x 1.3	9.9 x 6.9 x 1.3	9.9 x 6.9 x 1.3	1.5 x 10.5 x 14
Weight (unit with batteries)	1.2 lbs.	1.2 lbs.	1.2 lbs.	2 lbs.

Specifications—Other Learning Aids

	Little Professor*	Math Marvel*	Spelling B*
Learning purpose	Math drill	Math drill	Spelling drill
Grade levels	Preschool-4th	1st -6th	Preschool-3rd
Primary operation	<ul style="list-style-type: none"> • It presents random problems • Child gives answer • It indicates right or wrong 	<ul style="list-style-type: none"> • It presents random problems • Child gives answer • It indicates right or wrong 	<ul style="list-style-type: none"> • It displays number • Child looks up picture and spells word • It indicates right or wrong
Capacity	Over 16,000 random problems	Over 40,000 random problems plus design your own problems. Also stores problems answered incorrectly.	<ul style="list-style-type: none"> • 264 picture words • Additional words "Scramble" game
Levels of difficulty	4	2	3
Tries at correct answer	3	2	2
Score given after	10 problems	10 problems	5 words
Special functions/features	<ul style="list-style-type: none"> • 32-page activity book 	<ul style="list-style-type: none"> • 32-page activity book • Stores missed problems for additional review • Musical tones • Math tables and user – entered problems 	<ul style="list-style-type: none"> • 78-page activity book • User – entered words • Musical tones and melodies
Built-in learning games	N/A	2	4
APD automatic power down	yes	yes	yes
Battery	9 V alkaline (not included) Optional AC 9182 adapter	9 V alkaline (not included) Optional AC 9182 adapter	9 V alkaline (not included) Optional AC 9182 adapter
Size (inches)	5.0 x 3.1 x 1.2	6.3 x 3.4 x 1.1	6.6 x 4.6 x 1.7 (including book and case)
Weight (unit with battery)	6 oz	7 oz	12 oz (including book and case)

Specifications—Language Aid

	Language Tutor
Languages	Spanish, French, German, English
Solid State Speech* feature	yes
Modules available per language	1
Approximate words per module	3,000 words/phrases
Basic operations	Pronounces and displays foreign words, phrases and sentences
Batteries	4 AA batteries (not included)
Size (inches)	8.0 x 3.4 x 1.3
Weight (unit with batteries)	13 oz
Included	<ul style="list-style-type: none"> • Carry case • Translation guide • AC adapter and earphone

Texas Instruments reserves the right to make changes in materials and specifications without notice.

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Books add to the fun of learning.

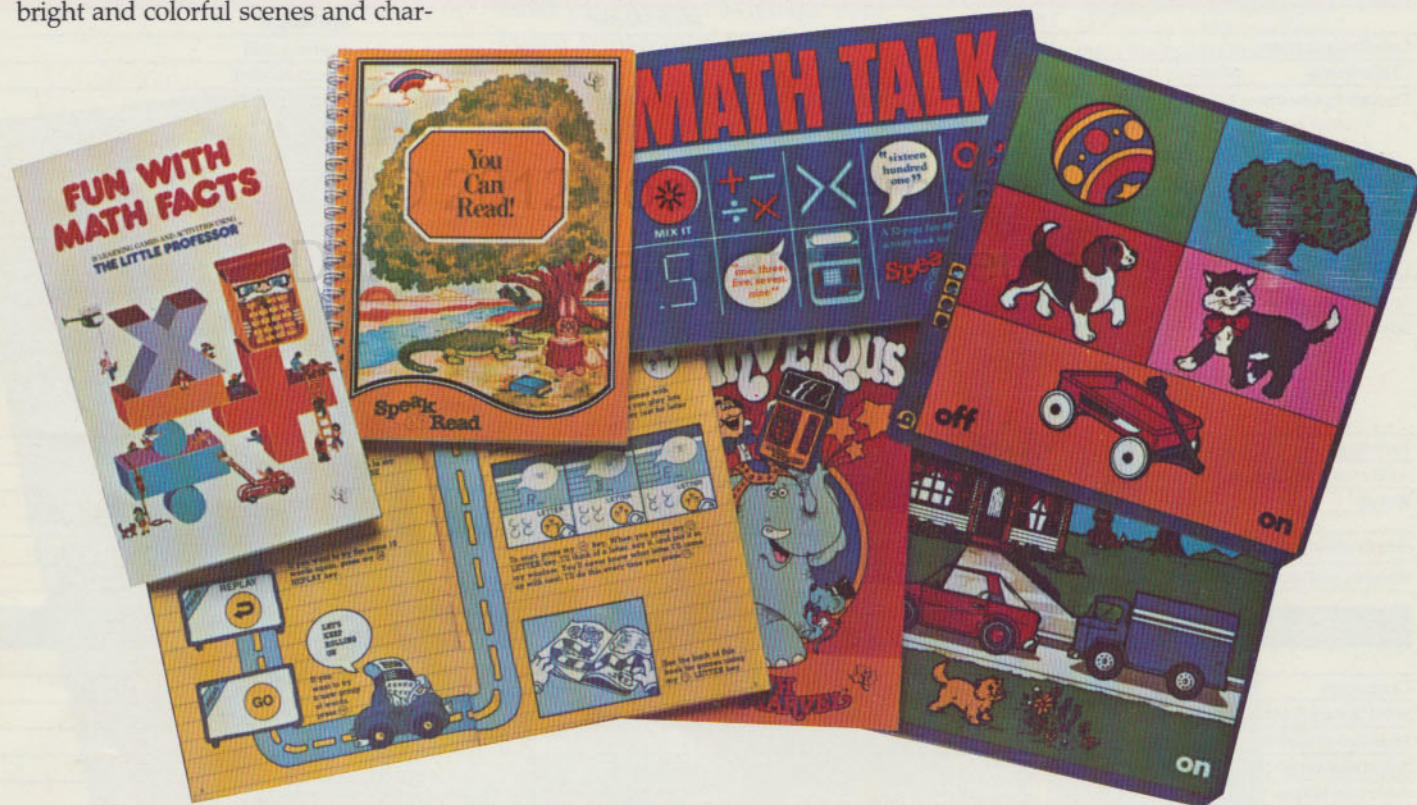
At the Texas Instruments Learning Center*, we consider the ways a child learns and design our products accordingly. That's why we developed a helpful array of activity books and related materials to work with and enhance our learning aids and plug-in solid-state modules. These bright, fun-filled books are an important part of your purchase, because they can enrich and extend your child's learning program in several important ways.

Intriguingly illustrated with bright and colorful scenes and char-

acters, the activity books challenge youngsters to further the skills they have begun to develop with their learning aids. Filled with games, stories, mysterious problems to solve and all kinds of additional activities, each book shows your child exciting new ways he or she can have more learning fun with a learning aid. This fun approach also encourages children to develop positive attitudes toward learning.

Finally, you as a parent are an important part of the way your child

learns, and we've included important information especially for you with each of our products. The parent's letter and activity books offer helpful hints on how to use the learning aids most effectively. And they'll show you ways that you can help extend the learning process and make it more vivid and meaningful to your child. Most importantly, they'll show you how you can share and enjoy your child's enthusiasm as he or she discovers the exciting world of learning.



TEXAS INSTRUMENTS
INCORPORATED

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Datamath Calculator Museum

Texas Instruments invented the integrated circuit, the microprocessor and the microcomputer which have made TI synonymous with reliability, affordability and compactness. TI Consumer Products carry on this tradition of technology leadership.