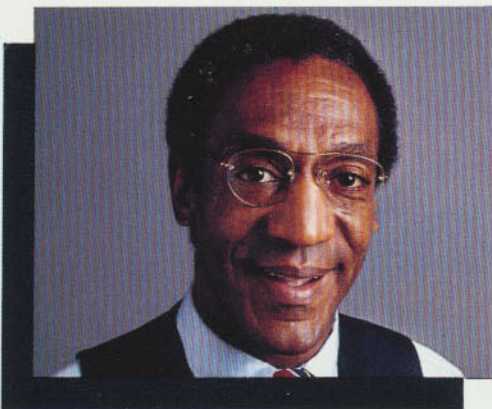


TEXAS INSTRUMENTS EDUCATIONAL PRODUCTS

Texas Instruments
makes learning
what it should
be...fun!



1982



"Nobody knows what kids like better than Texas Instruments."

Texas Instruments. Using a simple philosophy, very effectively.

If you make the learning process fun for a child, you'll have a child who wants to keep on learning. And learning. And learning.

Since first pioneering the concept of electronic learning aids over 6 years ago, Texas Instruments has proven this philosophy time and again.

In this brochure, you'll see a family of products that makes the learning process an individual, completely rewarding experience, for children from 2 to 13 years old.

What exactly is an electronic learning aid? At first glance you could mistake one for an electronic toy—both are kid-sized, colorful, sturdy and portable. But that's where the similarities end, because

each of our electronic learning aids has been designed to help further a child's learning skills.

That's the reason that TI electronic learning aids do far more than entertain. They captivate, leaving a gift of knowledge that's with a child for life.

Learning aids, not toys. Entertainment, and education.

All Texas Instruments learning aids provide the kind of excitement and motivation that keep children intrigued and challenged. Time-honored methods of learning are enhanced through the genius of today's electronic advances, such as our Solid State Speech™ technology.

Solid State Speech—Talking Intelligence.

A unique TI innovation that took several years to develop, Solid State Speech Technology electronically duplicates human speech—without a pull string, record or tape recording. It does it with a tiny integrated circuit (another TI invention). The voice maintains human inflection, tone and fidelity.

When any of our talking learning aids are keyed to speak, a word is assembled from a built-in computer-like memory, processed through a tiny integrated circuit, and then spoken electronically through a speaker. End result: sight, sound and touch working together, making a strong impression.

For example, flash card drills and repeat-after-me exercises reward correct responses and correct mistakes in positive ways, encouraging children to try again. And our electronic learning aids keep score, so child and parent can see progress being made and set goals for the future.



Our learning aids grow with your children.

You don't have to worry about your children outgrowing Texas Instruments learning aids. Progressive levels of challenge are built-in, which increase in difficulty to correspond with your child's skill development.

And for many of our learning aids, an ever-expanding choice of additional books and plug-in modules is available to extend their capabilities. New reading levels. New spelling words. New objects, letters, numbers, and discoveries.

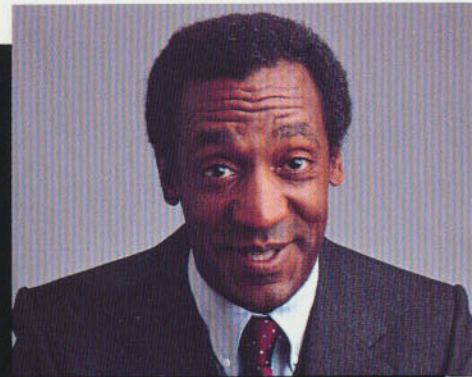
Books and modules that complement and reinforce what your child learns in school. As you use them to give your child a learning advantage, they help make the entire learning process an enriching experience.

Keep another practical consideration in mind when you're looking at our learning aids: They're built for kids—tough, with a full year limited warranty, and made of sturdy, non-toxic plastic. They're easy to clean, and easy to carry around, allowing your child to learn anywhere, at home, or on the go.

They even turn themselves off after several minutes of non-use to prevent excessive battery use.

Texas Instruments learning aids. A very simple philosophy for a very unique products: They make learning what it should be... Fun.





"Listen to this breakthrough, from the people who wrote the book on electronic learning technology."

Magic Wand Speaking Reader,[™] an exciting new product that reads and speaks written words on a book page, for beginning readers age 4 and up.

The newest in a long line of firsts from Texas Instruments, the *inventors* of synthesized speech. The Magic Wand Speaking Reader unlocks the world of reading for your child by making words, phrases, even complete sentences

come alive. It actually reads a bar code located below the words in books to transform written materials into spoken words, songs, fun sound effects, stories, and learning activities.

Developed with the help of experienced educators, Magic Wand Speaking Reader builds on important reading activities shared by parent and child, even when you can't participate.

Your child passes the wand over printed material. Sounds of a word, phrase, or sentence are then linked with its written form. As the child sees a phrase and hears it spoken simultaneously, his comprehension is greatly reinforced.

Magic Wand Speaking Reader also speaks with varying intonation. For example, when it reads a question, the inflection of the electronic voice rises, making it *sound* like a question. Pronunciation of words change depending on their use or position in a sentence.



A variety of available books for unlimited learning potential.

A complete library of books is offered for use with Magic Wand Speaking Reader, to help your child explore a wide range of interesting

subjects while the child learns to read. The books feature special activities and topics that stimulate the child's interest in discovery.

Some activities require the child to put items in numerical or alphabetical order. Others require

matching, or encourage the child to construct words using phonetic "pieces." Each book offers flexibility for the learning child, because he may listen to sentences, phrases, or go through the story to pick out words he knows, gradually building his reading skills.

The Magic Wand Speaking Reader—now books talk and come alive, expanding your child's world.





"Here are two fun ways to approach spelling, plus a new module that's out of this world."

Speak & Spell,[™] electronic learning aid, for grades 1 through 8.

The *original* speaking electronic learning aid, designed to help students become better spellers.

Speak & Spell was created with the help of leading educators, to keep students involved in three ways: hearing the word, spelling the word, and seeing the word. With Speak & Spell, students progress at their own pace, through a primary vocabulary of over 150 frequently used words which don't follow normal spelling rules. A child may choose any of four levels of challenge, all of which encourage

when mistakes are made and praise when correct. The child has two chances to spell a word before Speak & Spell offers the correct spelling. Modules are available to extend primary vocabulary learning.

In addition to providing spelling and pronunciation drills, Speak & Spell keeps score, providing your child with valuable feedback on his progress.

Speak & Spell comes with a colorful 32-page activity book and an earphone for quiet practice.

Speak & Spell[™] Compact, electronic learning aid, for grades 2 through 6.

An even more portable version of the original Speak & Spell. The Speak & Spell Compact does not have a visual "readout," so it provides a quiz-like approach to learning spelling. Speak & Spell



Speak & Spell's optional word modules and activity books are interchangeable with Speak & Spell Compact.

Compact accepts Speak & Spell modules, too.

Challenging games and a colorful activity book make the Speak & Spell Compact its own kind of fun.

Additional modules spell growth with a capital "G."

A wide variety of new and different spelling modules are available that fit both Speak & Spell and the Speak & Spell Compact. They can be used to continually upgrade the capabilities of these valuable learning aids. As a parent, you can plug in new challenges for your child's inquisitive mind, to keep his interest at a high level. A complete list of modules can be found on page 13.

Optional battery-saving AC adapters are also available for both Speak & Spell models.

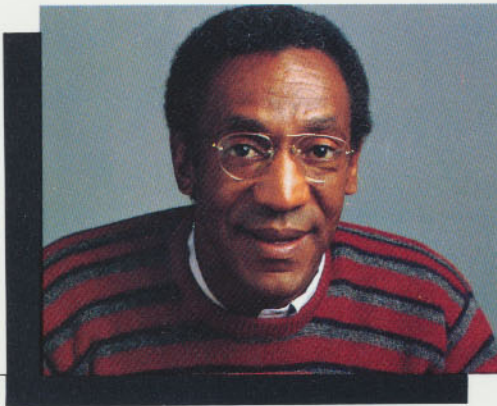
E.T. Fantasy Module. New excitement for Speak & Spell.

Now, your child can enjoy added Speak & Spell excitement with E.T. & Me. This captivating new module is based on *E.T., The Extra Terrestrial in His Adventure on Earth*,TM a Universal City Studios Movie directed by Steven Spielberg. The E.T. Fantasy Module is available two ways: As a plug-in module to be used with an existing Speak & Spell or Speak & Spell Compact, or as a part of a

set which includes the E.T. Fantasy Module and a Speak & Spell. Speak & Spell is featured in this story about a boy and a creature from outer space.

The E.T. Fantasy Module helps make learning a continually fun experience through exercises drawn from the movie's plot. The module features a photo-filled activity book, a movie poster, and an iron-on T-shirt decal with E.T., Speak & Spell and Elliott, a main character in the production.





"This is how you make math something to look forward to."

Speak & Math™, electronic learning aid for grades 1 through 6.

Speak & Math expands the mathematical horizons of any child. It puts its electronic voice to work in more than 100,000 random and preprogrammed problems, giving students valuable practice in addition, subtraction, multiplication and division. It also poses word problems.

"Number Stumper" is a math game that helps stimulate logical thinking. Other Speak & Math activities, such as practice in the

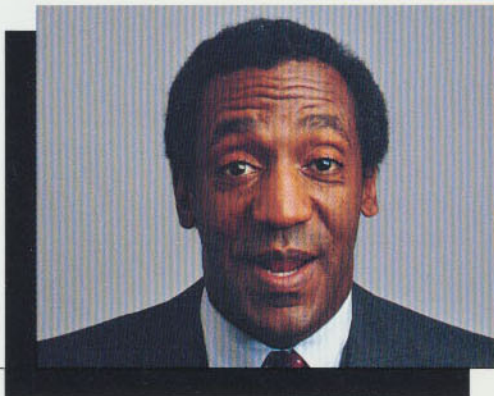
writing of spoken numbers, help strengthen recognition of common mathematical expressions. And "greater than/less than" exercises build students' abilities to compare number values. Each of the activities has three levels of challenge to grow with your child's ability level.

Correct answers are always praised, and perseverance is encouraged when mistakes occur.

Speak & Math's activity book adds to the fun and helps reinforce classroom instruction.

An earphone is included for private practice, and an optional adapter, the AC-9199, is available to replace batteries.





"Here's how kids can really get in touch with early learning."

Touch & Tell™ electronic learning aid, for preschoolers ages 2 to 5.

Touch & Tell electronic learning aid combines touch, sight, and sound to help children ages 2–5 learn to recognize and name a wide variety of colors, shapes and familiar objects. Touch & Tell uses interchangeable picture panels placed on its touch-sensitive surface.

When a child touches an object on the front panel of Touch & Tell, a synthesized voice identifies the object and asks your child to find the other pictures.

We've also built in musical tones and special sound effects to add excitement to the learning process. Touch & Tell is designed for you to use with your child, or for children to enjoy alone and with friends.

With new modules, Touch & Tell grows with your child's awareness.

Touch & Tell comes with its own home storage library, built to hold an ever-increasing selection of modules and picture panels that keep learning fresh and enjoyable. The most recent additions to the Touch & Tell library include "The World of Transportation", featuring exciting facts about travel by air, by sea, on land, and in space, and "Little Creatures", which introduces children to fish, birds, insects and other animals as seen in their natural surroundings. These and other Touch & Tell modules offer a variety of stimulating ways to start and continue your child's early education.



New modules for the Touch & Tell Library are "The World of Transportation" and "Little Creatures".



“Reading and arithmetic are fun with these two great approaches.”

Speak & Read,[™] electronic learning aid for preschool through grade 3.

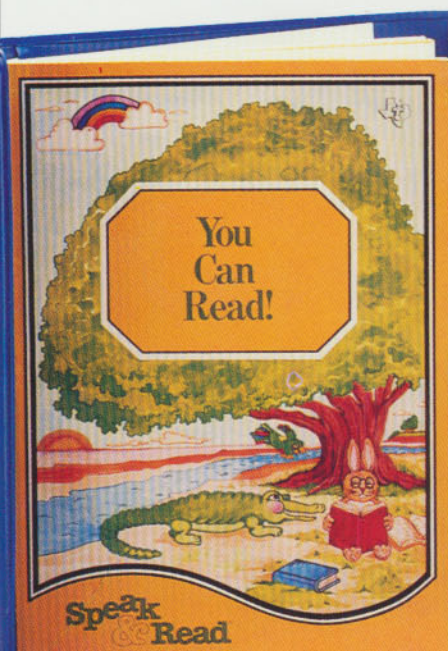
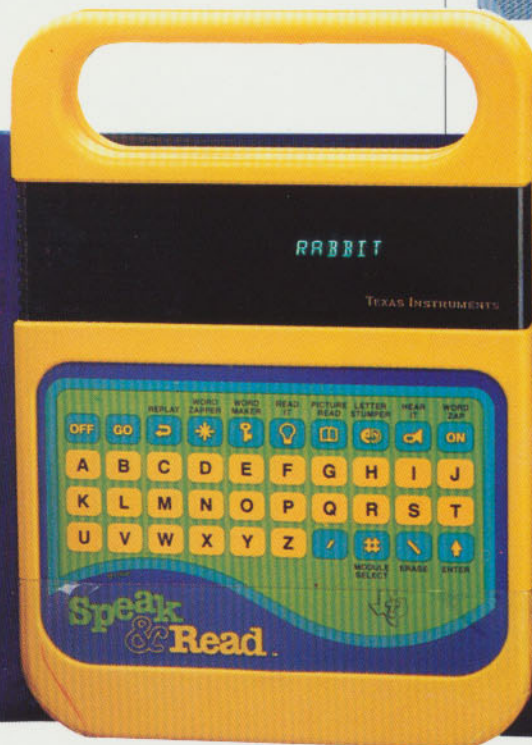
The electronic voice and carefully planned activities of Speak & Read help children build reading skills by using a combination of the most important educational methods in reading development. More than 250 basic words are introduced through activities such as “Word Zapper” and “Hear It,” which help children recognize words and letters. “Picture Read” develops vocabulary skills and appreciation of word meanings, while “Read It” aids comprehension and logical thinking. Most activities

have three selectable levels of challenge to motivate continued learning.

Speak & Read comes with a 64-page activity book, an earphone, and a sturdy carrying case. Additional reading word modules are available to expand its capabilities as your child grows. Each features a new vocabulary list and a 64-page book designed to improve reading skills progressively through third grade levels. An adapter, the AC-9199, is optional.



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Datamath Calculator Museum

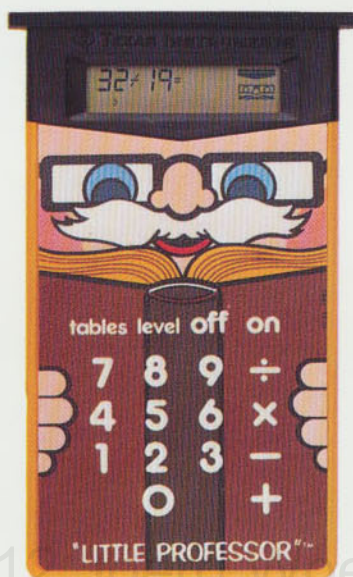


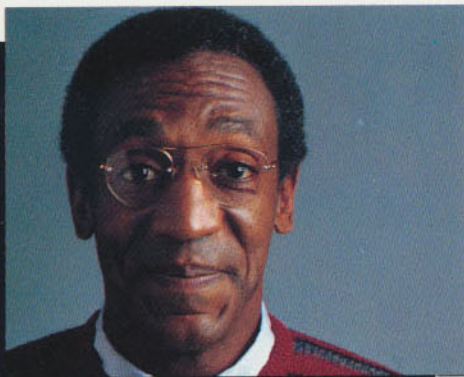
The New Little Professor.™ One of our most popular learning aids for elementary age children. Now even better!

The fun way to practice addition, subtraction, multiplication and division, made easier to read with a new liquid crystal display that also extends battery life to about 2,000 hours. It has 50,000 preprogrammed problems that work the same way math flash cards do, presenting problems at four selectable levels of challenge. An animated display rewards correct answers, keeps score, and adds fun to the learning.

A child has two chances to solve a problem before Little Professor gives the correct answer. Students may also practice math tables with Little Professor, by simply selecting their choice on the "Math Tables" mode. Little Professor asks the question, the student answers, and the Little Professor gives the score.

This extremely popular learning aid comes with the Little Professor Activity Book, designed to provide a variety of enjoyable early experiences with mathematics.





"This is why kids don't out-grow Texas Instruments learning aids."

Modules for Speak & Read.

Contain additional word lists which can further reinforce the reading skills the learning aid can build. It also can help develop word and sentence comprehension, progressively, through the third grade level.



Modules for Speak & Spell and Speak & Spell Compact.

Help children master troublesome spelling areas, such as homonyms, verb endings, vowel patterns and more. Each plugs easily into the back of the learning aid, and comes with its own activity book.

Modules for Touch & Tell.

Include additional picture panels designed to increase preschoolers' vocabulary and awareness levels, helping children to distinguish and identify objects, words, letters, and numbers. These modules are friendly guides that lead your child from the familiar environment of self and home to an exploration of the outside world.



Family of Modules for Touch & Tell

Each module provides an electronic extension to Touch & Tell's built-in vocabulary. Additional picture panels provided with each module help combine the senses of touch, sight and hearing to assist with language/vocabulary development and visual discrimination.

MODULE

LEARNING OBJECTIVES

Alphabet Fun

A friendly voice helps children identify letters by making use of objects whose names begin with the letters. For example, "Find the O for Octopus."

Animal Friends

Intriguing sound effects add life to the animals as children learn the names and the sounds that some animals make. For example, "You found the turkey—gobble-gobble."

Number Fun

Introduces numbers in an interesting and involving way. The electronic voice helps children recognize numbers and quantities featured on the picture panels.

All About Me

Young pre-schoolers just discovering themselves can learn clothing and parts of the body. Spoken phrases like, "Do you see the nose?" can make learning fun.

Family of Modules for Speak & Spell and Speak & Spell Compact

MODULE	LEARNING OBJECTIVES	GENERAL GRADE RANGE
Basic Builders*	Concentrates on the early spelling of basic words to help make future reading/writing assignments less troublesome. Special emphasis on confusing words that can't be sounded out, like KNOW and LITTLE, and abstract concepts, such as WHY and AWAY.	2-3
Vowel Power*	Helps students recognize and manage different vowel patterns that form the basic building blocks of the entire English language, such as PITCH, PAINT and TAUGHT. Offers four different vocabulary categories in 140 words.	2-3-4
Super Stumpers*	Tackles problem words that frequently stump 4th, 5th, and 6th graders. Highlights irregular spellings, silent letters, double consonants and other common stumbling blocks, such as NICKEL, REASONS and SWIMMING.	4-5-6
Mighty Verbs*	Focuses on active verbs that change spelling according to tense, troublesome verb forms and changes in verb endings: DRY, DRIES and DRYING.	4-5-6
Noun Endings	Focuses on the difference in meanings and spellings of plurals, singular possessive and plural possessive noun forms, like FARMERS, FARMER'S and FARMERS'.	4-5-6
Magnificent Modifiers*	Compares spellings and meanings of endings for adjectives and adverbs, such as READY and READILY. Shows students how to form modifiers: FAST, FASTER, FASTEST.	4-5-6
Vowel Ventures*	Practice in troublesome vowel combinations that represent long vowel sounds such as CHALET and PLATEAU.	6-7-8
Super Stumpers*	Zeroes in on the words 7th and 8th graders use often, and often misspell, like MORTGAGE, CAMPAIGN and AUDIENCE. Helps prepare students for the more difficult writing assignments they'll face in high school.	7-8
Homonym Heroes*	Words that sound alike but are different in spelling and meaning, such as THEIR, THERE and THEY'RE. Familiarizes students with both the spelling and definition of homonyms to help them quickly associate the right word with the right spelling.	7-8

Family of Modules for Speak & Read

MODULE	LEARNING OBJECTIVES	GENERAL GRADE RANGE
Dog on a Log†	Each module introduces beginning reading skills for a specific grade level. A colorful book, accompanying each module, offers reading exercises in word and sentence comprehension, word recognition, and word formation through sight and sound activities. Familiarizes 1st graders with rhyming words, like HIT-FIT, words with plural endings, such as BOX-BOXES, and words with possessive endings, like MOTHER'S and SISTER'S.	1
On the Track†	Provides practice with a variety of initial consonant blends.	1
Who's Who at the Zoo	Word exercises and stories center on a zoo theme. Includes practice with contractions, using IS and NOT, and word endings, such as ING, ED, ER, S, and ES.	2
A Seal That Could Fly†	Shows 2nd graders how to read words with comparative endings: LONG, LONGER, LONGEST.	2
The Third Circle†	Acquaints 2nd graders with r-controlled vowels, such as the IR in circle, and with suffixes FUL and -LY.	2
Sea Sights	Word activities and stories focus on seaside theme. Includes exercises with syllables, word endings, and compound words, such as SHIPMATE, SUNBURN, SEAFOOD.	3
The Ghost in The House†	Acquaints 3rd graders with prefixes, such as RETOLD and UNKIND.	3
The Millionth Knight†	Shows 3rd graders letter/sound relationships, such as KN in knee, and suffixes, including -TH -MENT and -OUS.	3

†Developed in conjunction with Scott, Foresman and Company.

Specifications—Touch & Tell

	TOUCH & TELL
Learning purpose	Basic vocabulary building
Grade levels	Preschool (ages 2-5)
Basic operations	2 operations build vocabulary by identifying pictures when touched or by asking child to identify pictures
Expandable with plug-in modules	yes
Capacity	40 words, plus plug-in expandability
Levels of difficulty	Varies with different picture overlays
Tries at correct answer	Infinite
Score given after	N/A
Special functions/features	<ul style="list-style-type: none"> ✓ 4 overlays (2 double-sided) ✓ Verbal reinforcement ✓ Sound effects ✓ Home library for modules ✓ Parent's guide
Built-in learning games	N/A
APD™ automatic power down	yes
Batteries	2-D cell (not included)
Size (inches)	1.5 x 10.0 x 14.5
Weight (unit with batteries)	2 lbs.

Specifications—Little Professor

	LITTLE PROFESSOR
Learning purpose	Math drill
Grade levels	Preschool-4th
Primary operation	<ul style="list-style-type: none"> ✓ It presents random problems ✓ Child gives answer ✓ It indicates right or wrong
Capacity	Over 50,000 random problems
Levels of difficulty	4
Tries at correct answer	2
Score given after	5 problems
Special functions/features	<ul style="list-style-type: none"> ✓ 24 page activity book ✓ Math tables ✓ Animated display
Built-in learning games	N/A
APD™ automatic power down	yes
Batteries	2 AA's (not included)
Size (inches)	5.0 x 3.1 x 1.2
Weight (unit with batteries)	6 oz.

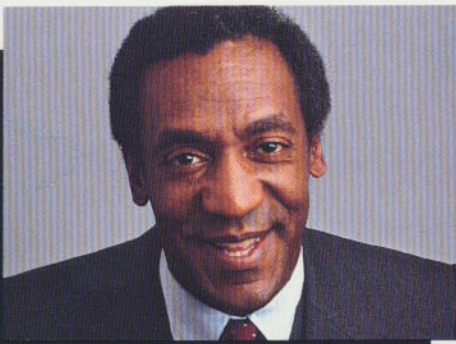
Specifications—Talking Learning Aids

	MAGIC WAND SPEAKING READER
Learning purpose	Reading development skills
Grade levels	Preschool-3rd grade
Basic operations	Unlimited
Expandable with plug-in modules	Yes, with printed books (no plug-in modules needed)
Capacity	Unlimited number of words and sentences, multiple character voices—sound effects, songs, music
Levels of difficulty	Unlimited
Tries at correct answer	Not applicable
Score given after	Not applicable
Special functions/features	<ul style="list-style-type: none"> ✓ 56 page book with story narration, games, activities ✓ Talking tracks™ ✓ Fiber-optic reading wand ✓ Musical tones and verbal reinforcement ✓ Free talking poster available
Built-in learning games	Unlimited
APD™ automatic power down	Yes
Batteries	4-D cell (not included)
Size (inches)	11.0 diameter, 2.0 thick
Weight (unit with batteries)	3.1 lb.

Specifications—Talking Learning Aids

	SPEAK & READ	SPEAK & MATH	SPEAK & SPELL	SPEAK & SPELL COMPACT
Learning purpose	Reading drill	Math drill	Spelling drill	Spelling drill
Grade levels	Preschool-3rd	1st-6th	1st-8th	2nd-6th
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	3 operations for building spelling and word recognition skills
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	Over 140 words, plus plug-in expandability
Levels of difficulty	3	3	4	4
Tries at correct answer	2	2	2	2
Score given after	5 words	5 problems	10 words	5 words
Special functions/features	<ul style="list-style-type: none"> ✓ 64 page activity book ✓ Pronunciation/reading practice ✓ Musical tones and verbal reinforcement ✓ Earphone ✓ Carrying 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"> ✓ 22-page activity book ✓ Musical tones and verbal reinforcement ✓ Stores missed words for additional review
Built-in learning games	2	1	3	1
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	1 9-volt cell (not included) Optional AC 9182 Adapter
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	8.5 x 5.4 x 1.4
Weight (unit with batteries)	1.2 lbs.	1.2 lbs.	1.2 lbs.	1 lb.





"Learning aids are just a small part of Texas Instruments' world."



Anything you do with numbers, Texas Instruments can help you do better.

There's a Texas Instruments calculator for almost every situation numbers can get you into...for doing simple calculations at home, in the office, or at the store...for doing the home budget or breezing through tax returns...for solving complex mathematical and scientific formulas...even for keeping track of your day, or the fuel efficiency of your car.

In fact, no one offers a wider line of calculators than we do. For all the numbers in your life, there's a TI calculator ready with an answer.

This is THE Home Computer

It teaches. It entertains. It's the most fascinating thing to ever happen to leisure time at home. The easy-to-use Texas Instruments Home Computer. It's ready to pass on to you and your family the knowledge contained in over 80 TI programs.

A variety of exciting personal learning programs are available, for ages from preschool to adult. And the Home Computer is more than a teacher: It can help you manage your home and professional life. It can counsel you on investments. Even challenge you in chess and the latest electronic games.



**TEXAS
INSTRUMENTS**

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