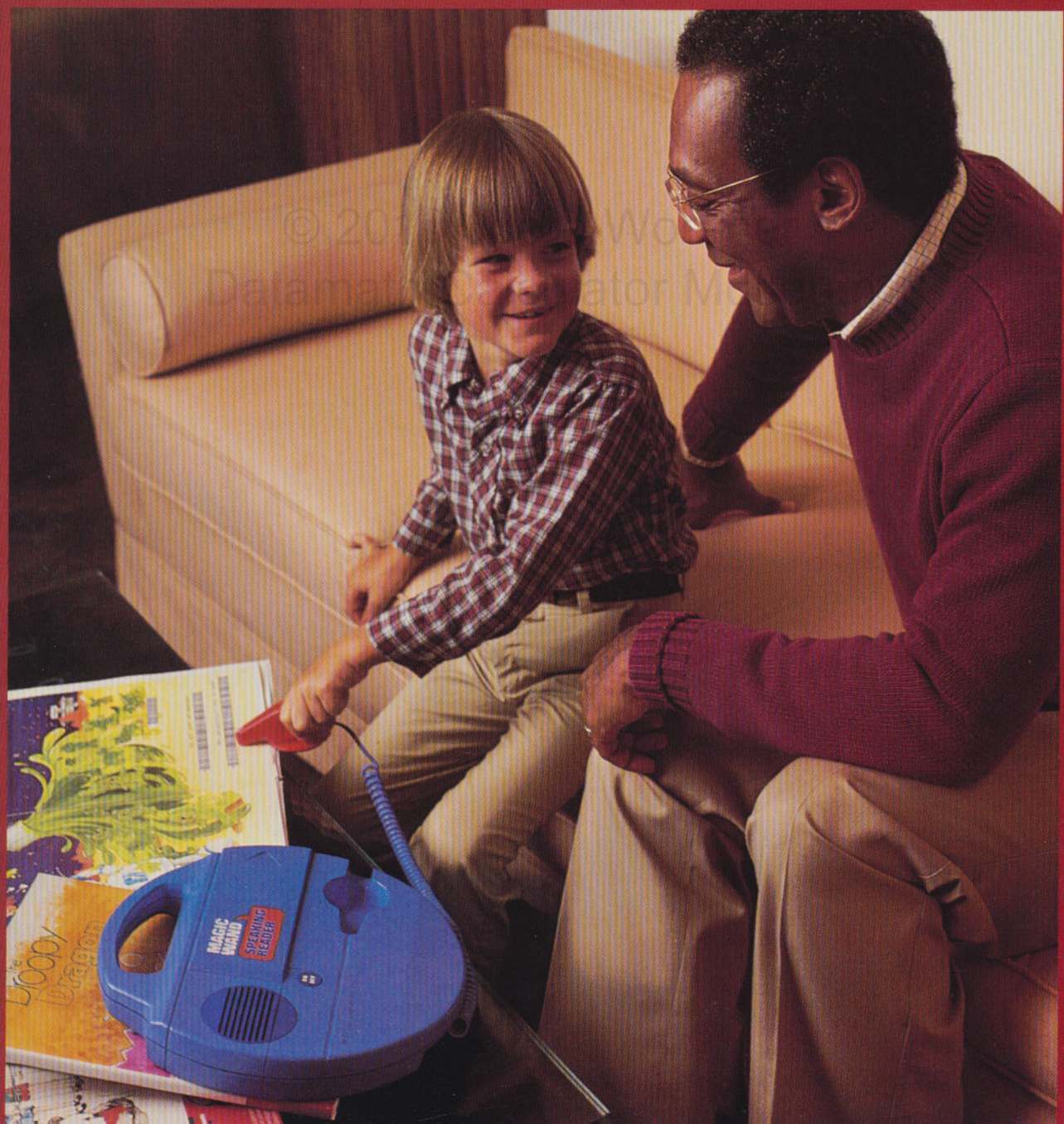


TEXAS INSTRUMENTS 1983 EDUCATIONAL PRODUCTS

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



Texas Instruments makes learning come to life.

Bright, lively young minds need bright, lively ideas to capture youthful imaginations. And turn tiring, repetitive exercises into child's play.

It takes colorful, involving and imaginative challenges. And to that end, all Texas Instruments learning aids...from the Magic Wand™ Speaking Reader to Speak & Spell™...from Speak & Math™ to Touch & Tell™...and from Speak

& Read™ to The Little Professor™...embody one very important principle: to keep a child learning, you must first capture his imagination. And the best way to capture a child's imagination...is to make learning come to life.

Solid State Speech.™ A friendly voice for children.

The voices of TI learning aids have personality. Duplicating not

only the vocabulary of human speech...but its emotions, phrasings, subject characterizations and exciting background sound effects, as well.

With the help of a tiny integrated circuit (another TI invention), our voices have human inflection, tone and fidelity. So whether it's Speak & Spell rewarding the child with "You win!" or Speak & Math encouraging a child to "Try again," it's the voice of an easily identifiable friend.



And there's a library of books and cartridges to grow on.

From their tough, non-toxic and brightly colored plastic forms to an ever-expanding library of books, study aids and program cartridges, each Texas Instruments learning aid is designed to last. With strength and educational longevity built in.

Progressive levels of challenge increase difficulty to correspond with your child's skill development. And for most of our learning aids, an ever-expanding library of additional books and/or speech cartridges is

available to present new ideas and learning adventures.

Additional cartridges and lively picture panels for Touch & Tell take preschoolers from basic animal and shape identification/vocabulary lessons to learning the alphabet, numbers, clothing and even types of transportation. For older children, additional word cartridges give Speak & Spell an educational range from second and third grade basics to advanced junior high school homonyms and tricky spellings.

For our innovative Magic Wand Speaking Reader, there's a full library of storybooks, from the basics of "The Noisy Number Robots" and

"The Alphabet Zoo" to E.T.[™]*, Spider-Man[®]**, and the timeless antics of the Berenstain Bears[™]. And soon, there will be additional books from the popular worlds' of Disney and Sesame Street.

New reading levels, spelling words, objects, letters and discoveries are all part of TI's commitment to the growth of young minds through the adaptability of our products. And we're careful that each additional skill and level of achievement complements and reinforces the best being taught in today's schools.



*E.T. and the E.T. character are a trademark of and licensed by Universal City Studios, Inc.

**The Amazing Spider-Man and the distinctive likeness thereof is a trademark of the Marvel Comics Group, a division of Cadence Industries Corporation, and is used with permission.

Magic Wand

The Magic Wand Speaking Reader makes the written word come alive. (Preschoolers age 4 and up.)

Starting with its own 56-page companion storybook, the innovative Magic Wand Speaking Reader unlocks the world of the written word for children 4 years and older. By making words, phrases, complete sentences and entire stories come alive.

The newest in a long line of TI innovations, Magic Wand Speaking

Reader actually reads printed books, posters, cards and games. For the first time, a young child can hear a book read aloud without a parent or teacher. The child simply passes the electronic wand over the Talking Tracks™ bar codes printed beneath the words in the book and individual words, whole phrases and complete sentences are read aloud.

Since word pronunciation should vary with usage and position in the sentence, TI's Magic Wand technology changes inflection and

emphasis depending upon word use. When the text asks a question, the electronic voice makes it sound like a question. And fun-filled vocabulary, music, plus a family of different voices add up to learning games that actually increase the time a child spends reading.

An expanding universe of subjects and activities give Magic Wand Speaking Reader years of bright, child captivating fun.

An educator-developed line of challenging activities and delightful children's literature gives Magic Wand Speaking Reader a wide range of lessons and levels. Popular characters like E.T.™, the Berenstain Bears™, Disney, Sesame Street and Spider-Man®, as well as other specially designed and written books offer new learning experiences for a wide range of ages and abilities.

And while learning to read is an exciting, important Magic Wand Speaking Reader function... it is only the beginning. The possibilities and horizons for educational fun with this innovative product are endless.



Reading, vocabulary, spelling, arithmetic, rhyming, grammar, alphabetizing, ordering, memory skills, music, computer skills... the range of activity types and levels are only beginning to be developed. In an effort to provide the most comprehensive and child-captivating electronic learning aids, Texas Instruments is continuously working to expand our products' versatility. Adding new software that will take Magic Wand Speaking Reader from basic reading skills to an unlimited wealth of educational possibilities.

TEXAS INSTRUMENTS BOOKS

My First Animal Book: Home, farm, forest, sea and jungle animals frolic through 48 pages of read-a-long and matching activities. Includes exciting sound effects and realistic environments.

Zany Zingers: Teaches through tongue-twisters, riddles, jokes and sound effects.

Sprites' Adventures at the Circus: The Sprite family from outer space turn the Big Top topsy-turvy, teaching vocabulary, sentence structure, phonetics.

Monsters Everywhere: Reading fun that takes the 'scare' out of childhood fear and imaginary monsters.

Wings, Wheels and Waves: A delightful trip through the history of transportation includes songs and games.

Mac's Big Surprise: Reinforces reading and listening comprehension and sight-word vocabulary development through the adventures of an animated diesel truck.

The Wonderful Sound Store: A moose and a raccoon search for the 'perfect sound.' Sound/object/word identification for beginning readers.

The Droopy Dragon: A baby dragon's search for a friend takes beginning readers on a variety of learning adventures.

The Alphabet Zoo: From acrobatic ants to zigzagging zebras, sound effects and charming alliterations introduce the alphabet to beginning readers.

The Noisy Number Robots: Rib-tickling robots reinforce number words, numerals and counting in this fantasy.

The Sprites' Adventures on Earth: Outer space children teach vocabulary skills, word identification and reading fun.

TEXAS INSTRUMENTS CHARACTER SERIES

Spider-Man® and the Disappearing Zoo: Exciting sound effects and fast paced dialogue bring this adventure-mystery to life.

The Amazing Spider-Man® in The Skyscraper Capers: The popular super hero makes reading fun in this action-packed, living adventure.

Talking E.T.™ Wordbook: Favorite scenes from the movie are brought to life with E.T.'s voice and special sound effects.

The Berenstain Bears™ Olympics: Adjective and adverb fun at the Bears' fun-filled Olympics. Who is the fastest? Who jumps higher? Action-packed learning.

The Berenstain Bears™ on the Job: Children discover just how many jobs need to be done and help the Bears decide on their careers.

The Berenstain Bears™ on the Moon: On a fun-filled trip to the moon, the Berenstain Bears learn scientific concepts like gravity, moon geology and more.

The Berenstain Bears™ and the Big Road Race: Action-packed road rally teaches colors, vocabulary and imaginative fun.

The Great Monster Party: Wonderful sound effects and spooky fun at "The Count's 1000th Birthday Party."

Time of the Dinosaurs: Rhyming history lets children explore the fascinating subject of dinosaurs.

THESE BOOKS HAVE BEEN PRODUCED IN COLLABORATION WITH GOLDEN® BOOKS, WESTERN PUBLISHING COMPANY, INC.

Addition Magician: An amazing magician uses his magic wand to teach basic number concepts and simple arithmetic problems.

Where, Oh Where, Is Baby Bear?: A "Hide and Seek" bear introduces preschoolers to words that tell where things are, such as inside, outside, up and down.

We Can, Can You?: Delightful animal characters bring to life action words such as color, count, dust and more for early readers.

Friendly Faces: A happy group of friends, family members and workers use sentences and sound effects to teach reading, role identification and more.

The Little Red Hen: The children's classic brought to life.

Puppy on the Farm: Discover animal sounds and new words on a delightful romp with a playful puppy.

Quiz Yourself Silly: Funny riddles, clever picture puzzles and fascinating brain teasers teach basic skills.

Ask Me A Question: Fascinating questions and answers teach children about the universe they live in.

Crash Landing On the Planet Zirkon: Two courageous young space scouts in their scary adventures on the planet Zirkon.

Disney Ghost Chasers Game: Play the part of Disney characters and probe your way through a haunted house trying to find the most ghosts.

The Sesame Street Letter and Number Games: Two ABC DE-lightful games of talking letters and numbers.

And more ... including additional books from the popular worlds' of Disney and Sesame Street.



* American Broadcasting Companies, Inc.

Speak & Spell

Speak & Spell brings spelling exercises to life.

(Grades 1 through 8.)

The most popular electronic learning aid, TI's Speak & Spell tackles the usually dull, repetitious memorization chores of spelling drills and turns them into lively, exciting games.

Created with the help of leading educators and kept interesting and up-to-date with new cartridges and companion activity books, Speak & Spell keeps children involved—and learning—three ways, using the senses of sight, touch and sound: One, the child hears the word. Two, he spells the word. And three, he sees the word written.

Progressing at their own pace, children 'play' their way through a primary vocabulary of over 150 frequently used words which don't follow normal spelling rules. There are four levels of challenge to choose. And all along, the friendly voice of TI's Solid State Speech technology encourages the child to learn through mistakes, and offers immediate verbal reward for correct answers. Throughout each exercise, Speak & Spell keeps score, giving parents and children a good measure of progress made and identifying areas which need more concentration.

Accompanied by a colorful 32-page activity book, Speak &

Spell offers children a fun-filled alternative to dull drills and rote memorization. And it comes complete with an earphone for quiet practice with an electrical adapter available as an option.

Speak & Spell™ Compact is like a spelling coach you can hold in your hand.

An electronic update of the old-fashioned spelling bee, Speak & Spell Compact takes the oral quiz approach to spelling. It offers similar appealing activities, word cartridges and accompanying books as the original Speak & Spell, but without a visual readout.

Since the progressive word program cartridges are interchangeable, both Speak & Spell learning aids provide a good range of words and activities. With Speak & Spell Compact posing the additional difficulty factor of not being able to see the word as it is spelled out, it's great spelling bee practice for grades one through eight.



Speak & Spell comes with its own library of word program cartridges to keep growing young minds interested.

With a difficulty range from grades 1 to junior high school, TI's Speak & Spell progressive challenges allow these learning aids to grow with your child. Speak & Spell's cartridge library—which fits both regular and Speak & Spell Compact models—ranges in difficulty to keep your child's attention right through junior high school. It provides spelling and vocabulary problems like active verbs, tricky

spelling/pronunciation combinations and word endings.

Couched within creative formats that include an imaginative E.T.™ Fantasy Cartridge which uses the popular movie story to present spelling and word exercises, Speak & Spell cartridges and activity books don't settle for typical, predictable approaches which can leave children bored and uninvolved. And no matter where in the skill range a child may fall, there's a Texas Instruments Speak & Spell activity to keep him wanting to learn more.

Speak and Spell Cartridges

CARTRIDGE	GRADE RANGE	LEARNING OBJECTIVES
Basic Builders	2-4	Basic words are often hard to spell. Let Basic Builders help you master those troublesome critters!
Vowel Power	2-4	With Vowel Power on your side, different vowel combinations can be a snap to pronounce and spell.
Super Stumper	4-6	Blast those Super Stumpers and jump high over the hurdles of irregular spellings, silent letters, and double consonants!
Mighty Verbs	4-6	Tackle mighty troublesome verb forms that change their spelling from present to past tense.
Noun Endings	4-6	Put an end to sneaky stumbling blocks by practicing the spelling of singular and plural possessive noun forms.
Magnificent Modifiers	4-6	Learn just how magnificent modifiers can be by practicing the spelling of their various forms!
Vowel Ventures	6-8	Conquer troublesome vowel combinations and perfect the spelling of words with long vowel sounds.
Super Stumpers	6-8	Zero in on those spelling demons—commonly misspelled words—and prepare for more difficult writing assignments ahead.
Homonym Heroes	6-8	Be a hero! Learn the differences in spelling those words that sound alike but have different meanings.

Speak & Math and Speak & Read

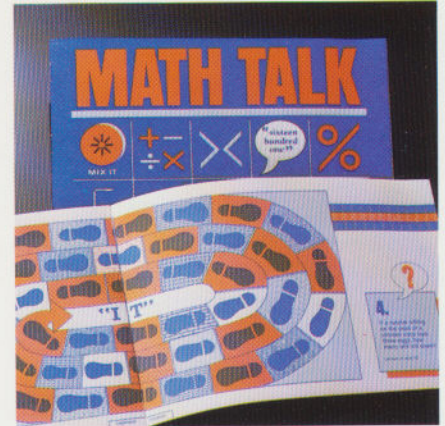
Speak & Math makes arithmetic fun. (Grades 1 through 6.)

Speak & Math uses the voice of TI's Solid State Speech technology and its colorful activity book to breathe life into the often dry routine of elementary mathematics.

Using more than 100,000 random and preprogrammed problems, Speak & Math gives students valuable practice in addition, subtraction, multiplication and division. It uses numerical and word problems to keep students interested and involved, motivating them to find the correct answer.

Math games such as "Number Stumper" help stimulate logical thinking while other Speak & Math activities, such as the writing of spoken numbers, help strengthen recognition of common mathematical expressions. "Greater than/less than" exercises build the student's ability to compare number values. And each type of learning activity has three levels of challenge to grow with the child's ability level. As with Speak & Spell, correct answers are always praised and improvement is encouraged when mistakes are made.

An earphone is included for private practice and an optional adapter, the AC-9199A, is available to replace batteries. Speak & Math is a practical, permanent learning



experience to challenge your child at home, in school or—using batteries—in transit.



Speak & Read introduces the wonderful world of words. (Preschoolers through grade three.)

Using a combination of the most important developments in reading education, Speak & Read uses a friendly electronic voice and carefully planned activities to help children build reading skills.

More than 250 basic words are introduced through activities like "Word Zapper" and "Hear It," helping young children recognize letters and words alike. "Picture Read" develops vocabulary skills and establishes a sound appreciation of

word meanings. "Read It" is a fun way to aid reading comprehension and logical thinking. And most Speak & Read activities have three selectable levels of challenge to keep youngsters on their toes and learning.

Complete with its basic 64 page activity book and earphone, Speak & Read, like most TI educational aids, is designed for additional, interchangeable program cartridges. These increase difficulty levels and educational challenges, letting children grow in ability and understanding. Each cartridge features a new, expanded vocabulary list and

its own activity book to improve reading skills progressively through third grade levels. The optional AC-9199A electrical adapter is also available.

Speak & Read Cartridges

Each cartridge introduces beginning reading skills for a specific grade level. A colorful book accompanying each cartridge, offers reading exercises in word and sentence comprehension, word recognition, and word formation through sight and sound activities.

CARTRIDGE	GRADE LEVEL	LEARNING OBJECTIVES
Dog on a Log†	1	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.
On the Track†	1	Provides practice with a variety of initial consonant blends.
Who's Who at the Zoo	2	Word exercises and stories center on a zoo theme. Includes practice with contractions, using IS and NOT, and the Zoo endings, such as ING, ED, ER, S, and ES.
A Seal That Could Fly†	2	Shows 2nd graders how to read words with comparative endings: LONG, LONGER, LONGEST.
The Third Circle†	2	Acquaints 2nd graders with r-controlled vowels, such as the IR in circle, and with suffixes -FUL and -LY.
Sea Sights	3	Word activities and stories focus on seaside theme. Includes exercises with syllables, word endings, and compound words, such as SHIPMATE, SUNBURN, SEAFOOD.
The Ghost in The House†	3	Acquaints 3rd graders with prefixes, such as RETOLD and UNKIND.
The Millionth Knight†	3	Shows 3rd graders letter/sound relationships, such as KN in knee, and suffixes, including -TH, -MENT and -OUS.

†Developed in conjunction with Scott, Foresman and Company.

Touch & Tell

Bright, colorful pictures and a friendly voice start preschoolers loving to learn the TI way.

Using brightly colored, interchangeable picture panels on a touch-sensitive surface, Touch & Tell gives preschoolers the kind of educational challenge they can enjoy—and learn from. By teaching young children to recognize and name a variety of colors, shapes, letters, numbers and familiar animals and objects.

When the child touches an object on one of Touch & Tell's delightfully illustrated panels, a friendly voice identifies each object, asking the child to find (and identify) other pictures. And to keep very young imaginations interested and intrigued, Touch & Tell uses musical tones and special sound effects to add excitement—and involvement—to the learning process.



An entire gallery of lively panels and voice cartridges keeps Touch & Tell going—and growing—with preschoolers ages 2 to 5.

Starting with basic numbers, letters and parts of the human face and body, Touch & Tell's gallery of interchangeable panels and cartridges are designed to teach young children a vocabulary with which to communicate. And the panels—and vocabulary—grow in detail and sophistication with the child through the early, formative years.

With an ever-increasing selection of program cartridges and picture panels, Touch & Tell will challenge—and delight—preschoolers with lively picture themes that utilize fanciful, practical and popular themes such as E.T.[™], transportation, underwater life, birds, insects and other animals in their natural surroundings. Each additional panel teaches the correct names for objects children will hear about and see in their lifetimes. Providing a solid beginning vocab-



ulary for conversation and a springboard for more advanced learning in the future.

Touch & Tell comes complete with a home storage library that holds up to four program cartridges with picture panels.

Touch & Tell Cartridges

Alphabet Fun	Conquer the alphabet by identifying objects that start with particular letters.
Animal Friends	With colorful pictures and catchy sound effects, learning about animals is great fun!
All About Me	What's more exciting than learning about yourself? Discovering labels for body parts, clothing and toys means learning fun!
Number Fun	Imagine how much fun counting can be with these number activities!
Little Creatures	The smaller the size, the greater the fascination. It's Little Creatures for big learning fun!
World of Transportation	If there's a way to get there, it's represented here. Take a trip using these traveling scenes.
E. T. [™]	Delight at the sound of E. T.'s voice while reliving scenes from the movie.

E.T.TM

Texas Instruments and E.T.TM team up to make children want to learn.

The key to keeping children involved is being able to capture their imagination. And very few things have captured the imaginations of as many children as have Texas Instruments electronic learning aids and the Universal City Studios/Steven Spielberg movie E.T.TM, The Extra Terrestrial.

Together, Texas Instruments and E.T.TM have combined technology and creativity in a very special way for Speak & Spell, Touch & Tell

and Magic Wand Speaking Reader program cartridges and activity storybooks. Together they make learning come alive by capturing the imagination with livable, lovable programs that teach children to read, spell and study in the most creative and successful way.

Written, designed and illustrated in consultation with leading educators each T.I./E.T.TM educational program is a creative, child-identifiable way to learn—and enjoy learning—through the imaginative use of familiar child fantasies. Through E.T.TM and others, Texas Instruments makes learning what it should be... fun. By bringing learning to life with intelligence and imagination.



Little Professor

The Little Professor is a young math student's best friend.

TI's ever-popular Little Professor mathematical tutor is a lively, kid-sized learning aid that helps youngsters practice addition, subtraction, multiplication and division.

The Little Professor's 50,000 pre-programmed problems work the same way math flash cards do, presenting problems at four selectable levels of challenge. And an animated liquid crystal display rewards correct answers with a wiggle of the professor's mustache and shooting stars as well as displaying the problems and answers. At the same time keeping score and giving the Little Professor a personality all his own.

Patience and simplicity are the key to keeping math activities enjoyable for elementary school children. To this end, The Little Professor gives the child two chances to solve each problem before he gives the correct answer. He asks



the question, lets the student answer, and then gives the score.

All-in-all, this pint sized learning aid encompasses the best of educational fun for preschoolers through 4th grade. Presenting random problems for hours of child-pleasing educational fun. And Texas Instruments reliability is built into every feature—including a new TI innovation that extends battery life up to two years.



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"> ✓ 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—Touch & Tell

Learning purpose	TOUCH & TELL
Grade levels	Basic vocabulary building
Basic operations	Preschool (ages 2-5)
Expandable with plug-in cartridges	2 operations build vocabulary by identifying pictures when touched or by asking child to identify pictures
Capacity	yes (7)
Levels of difficulty	40 words, plus plug-in expandability
Tries at correct answer	Varies with different picture outlays
Score given after	Infinite
Special functions/features	N/A
Built-in learning games	✓ 4 overlays (2 double-sided) ✓ Verbal reinforcement ✓ Sound effects ✓ Home library for cartridges ✓ Parent's guide
APD™ automatic power down	N/A
Batteries	yes
Size (inches)	2-D cell (not included)
Weight (unit with batteries)	1.5 x 10.0 x 14.5
	2lbs.

Specifications—Family of 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	1st-8th
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 cartridges	yes (8)	no	yes (10)	yes (10)
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 	<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 9199A Adapter	4-C cell (not included) Optional AC 9199A Adapter	4-C cell (not included) Optional AC 9199A Adapter	1 9-volt 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	8.5 x 5.4 x 1.4
Weight (unit with batteries)	1.2 lbs.	1.2 lbs.	1.2 lbs.	1 lb.

Specifications—Magic Wand Speaking Reader

Learning purpose	Reading development skills
Grade levels	Preschool—ages 4 and up
Basic operations	Unlimited
Expandable	Yes, with library of talking books and games (36)
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.



**Anything you do with numbers,
TI can help you do better.**

There's a Texas Instruments calculator that can help you with almost anything you do which involves numbers.

Whether you need calculations for classroom, office or the store; household budgets or tax returns; sophisticated analysis for business, finance and scientific formulas—you'll find a TI calculator that saves time and effort. We can help you do better, whatever you do with numbers.

**TI computers give you two ways
to get more out of your leisure
time at home.**

There's no limit to the learning and entertainment a TI computer brings to your home. Our 99/2 Basic Computer can teach you how to program and feel at home with computers.

With the 99/4 Home Computer, you can choose from hundreds of games and programs, for preschoolers through adults. It can help you manage your home and professional life, guide you in your investment choices, sharpen your skills in chess and challenge you in thoughtful electronic games. Nobody offers more useful software than the TI Home Computer. And no other computer does as much for the entire family.




**TEXAS
INSTRUMENTS**
Creating useful products
and services for you.