

# TEXAS INSTRUMENTS 1983 EDUCATIONAL PRODUCTS

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





# The fun and fascination of Texas Instruments Educational Products help children discover the joy of learning.

**Texas Instruments Educational Products are dedicated to the sound philosophy that good teachers and smart parents have known all along . . . learning can be fun!**

Each TI Learning Aid brings a bright, fun approach to basic learning tasks. But learning is a serious business, too. Although TI Learning Aids are full of fun and fascination, each has been designed to meet strict educational criteria and standards. And each is based on specific learning objectives that support a child's progress in the basic critical skills areas.

This combination of solid educational concepts with electronic fun and excitement keeps children intrigued and challenged — this means more motivation to learn.

**Cows go moo. Cars go beep, beep. And a friendly voice talks to your child.**

TI's breakthrough Solid State Speech™ technology actually reproduces human speech electronically. So a friendly voice can reward the right responses, amiably correct mistakes and always encourage another try. This same voice can tell stories and even sing songs. But that's not all. A wide range of sound effects means that rockets really roar, horns honk and horses go clippety-clop.

TI Learning Aids are designed to provide lasting value with sturdy, non-toxic, plastic cases . . . bright, colorful graphics . . . and keyboards that are specially scaled to accommodate little fingers. And, because they're battery operated, you can turn virtually any place — from the backseat of the family car to Grandma's house — into a happy "classroom."

Best of all, TI Learning Aids are patient, tireless and constantly attentive to every learner. They offer an exceptional opportunity for you to help your child discover the joy of learning.

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# TI's library keeps it going

TI's family of Learning Aids is a total learning system . . . with a wide variety of books, cartridges and picture panels that enrich and expand your child's learning experience.

They are bright, colorful, entertaining, appealing and developed with the same high standards and sound educational criteria as the Learning Aids themselves.

## A well-rounded educational program.

TI Learning Aids offer valuable learning experiences over a broad range of important basic skills: Reading, Vocabulary, Spelling, Arithmetic, Grammar, Alphabetizing, Ordering, Memory Skills, Matching, Pronunciation, Logical Thinking, Problem Solving, and more.

## Increasing levels of challenge keep pace with growing skills.

TI Learning Aids allow a child to progress at his own pace, offering increasing levels of challenge as skills grow. So, a child can continue to discover the joy of learning — because the fun is always fresh, the challenge always new.

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**An enchanting educational activity system for children 2-8 — lasting learning fun spanning a broad spectrum of basic skills. A system that grows with your child.**

It talks. Sings. Reads. Makes sound effects. It engages, enchants and entertains. It captivates children. Makes learning delightful. Exciting. Fun.

Magic Wand Speak & Learn offers your child useful educational experiences, not only in reading, but also in Math, Science, Social Studies, Language Arts, Spelling and more.

A library of specially printed books, — spanning many subjects, interests, and skill levels — makes the Magic Wand Speak & Learn a complete educational system. A system that grows with your child.

To hear the friendly space-age voice of Magic Wand Speak & Learn, the child simply passes the electronic wand over the Talking Tracks™ bar codes printed beneath the words and pictures. And sound effects make it come alive. Dogs go bow-wow, cats go meow, and drums go dum-ditty-dum.

And learning becomes what it should be . . . fun.

Experienced educators agree that pronunciation should vary with usage and position in the sentence. The voice of Magic Wand Speak & Learn changes inflection and pitch, so questions sound like questions, answers like answers.

Magic Wand Speak & Learn operates on 4D-cell batteries (optional AC adapter available) and has a colorful, rugged, non-toxic plastic case.

Magic Wand Speak & Learn is designed to make learning a great adventure for every child — from toddler to early elementary school student.





**The Magic Wand Speak & Learn library offers a variety of subjects and activities for a wide range of ages and abilities.**

**Familiar characters, charming stories, exciting adventures.**

They're here. The lovable, instantly identifiable characters of childhood. Magical, mystical people and cute, cuddly animals. Perennially popular characters like E.T.<sup>™</sup>, the Berenstain Bears<sup>™</sup>, Spider Man<sup>®</sup>, Scooter Computer and Mr. Chips<sup>™</sup>, Picture Pages<sup>®</sup> and Mr. Rogers<sup>®</sup>.

The Magic Wand Speak & Learn educational system has these basic subject categories available now for your child: Reading, Math, Language Arts, Spelling, Science, Social Studies and Vocational/Technical. Within these subject areas are activities such as Alphabetizing, Matching, Create A Tune, Make A Sentence, and much more.

As you can see, there's a big choice of popular characters, interesting stories, and colorful graphics to fascinate and entertain your child. And, a big choice of educational subjects to give your child a well-rounded learning experience.

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.  
Scooter Computer and Mr. Chips is a trademark of American Broadcast Companies, Inc.  
Picture Pages is a trademark of Picture Pages, Inc.





# Magic Wand Speak & Learn™

**There's a broad choice of basic skills, three skill levels and many different entertaining stories and activities — so you can make the right choice for your child.**

The Magic Wand Speaking Library is carefully created to promote learning in three basic skill levels for children 2–8. (See chart on opposite page.)

**Level I** — These speaking books are specially designed to promote parent-child interaction. Tall, narrow Talking Tracks™ are best suited to the motor abilities of children at this age level and delight the child by allowing participation in making the books talk!

**Level II** — Exciting learning activities and appropriate subject areas provide appeal for preschoolers. These talking books help develop improved eye-hand coordination and enrich playing alone time! Along with fun Children are introduced to subjects they will later see in school.

**Level III** — The interests and abilities of the beginning school age child are reflected in this selection of books. At this point, the child is recognizing some words in print and interested in the challenging activities provided in the form of spelling, matching, and memory skills.





## Magic Wand Speak and Learn Books and Cartridges

TITLE	DESCRIPTION
<b>Level I</b>	
Mr. Rogers® Planet Purple	One of the adventurous puppets from Mister Rogers' Neighborhood, visits a strange planet on a space voyage. Everything on the planet is purple—and exactly the same!
My First Animal Book	Each page of this colorful book introduces new animal friends and their delightful sounds!
<b>Level II</b>	
The Droopy Dragon	Beginning readers follow the growth of a baby dragon from the moment it cracks out of its egg! Droopy's search for a friend provides the adventure.
Talking E.T.™ Wordbook	Words and scenes from the popular movie recount the special story of abandonment, friendship, and the eventual rescue of E.T.
Berenstain Bears™ Olympics	Papa Brother and Sister Bear compete in many events including running, jumping, climbing, and diving. It's action packed excitement with plenty of chuckles!
The Alphabet Zoo	One by one, animals from acrobatic ants to zigzagging zebras introduce children to the letters of the alphabet.
The Noisy Number Robots	A fantasy trip to Earth involves the robots bringing animals or objects in quantities from 1-20.
Picture Pages® Makes Science Simple	The subject of science fascinates small children, and there's no better way of presenting it than with the Magic Wand Speak & Learn!
<b>Level III</b>	
The Sprites' Adventures on Earth	The Sprites arrive on earth where everything is so strange—they can't decide whether to convert to cars, buildings, or people!
The Wonderful Sound Store	Two comical characters, a moose and a racoon, search for the "perfect sound" for a birthday present. A friendly bear shows them a variety of gayly wrapped presents.
The Amazing Spider-Man® in the Sky Scraper Caper	Spider-Man discovers wrong-doing in a high level adventure atop a partially constructed skyscraper.
The Berenstain Bears™ on the Job	Take a tour of Bear Country and help the Bears decide on their careers. Children explore the question, "What shall we be when we grow up?"
The Monster Party	A curious brother and sister and a mysterious mansion at the edge of town are the focus of this exciting story describing Count Dracula's birthday party.
Zany Zingers	Join in the fun with tongue twisters, riddles, jokes, activities, and lots of silly sound effects!
Scooter Computer and Mr. Chips™	Mastering the computer is not only useful, it's fun! Scooter and his computer pal, Mr. Chips prove this fact on every page.



# Touch & Tell™

**Bright, colorful pictures and a friendly voice make preschoolers love to learn.**

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

When the child touches a picture 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.





A gallery of lively panels and program 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 is designed to teach young children how to communicate. As the panels grow in detail and sophistication the child's vocabulary expands.

Touch & Tell will challenge and delight preschoolers with lively picture themes that utilize fanciful, practical and popular themes such as E.T.<sup>TM</sup>, transportation, underwater life, birds, insects and animals. This provides a solid beginning vocabulary and a springboard for advanced learning.



### 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. <sup>TM</sup> *	Delight at the sound of E.T.'s voice while reliving scenes from the movie.

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



# Speak & Spell™

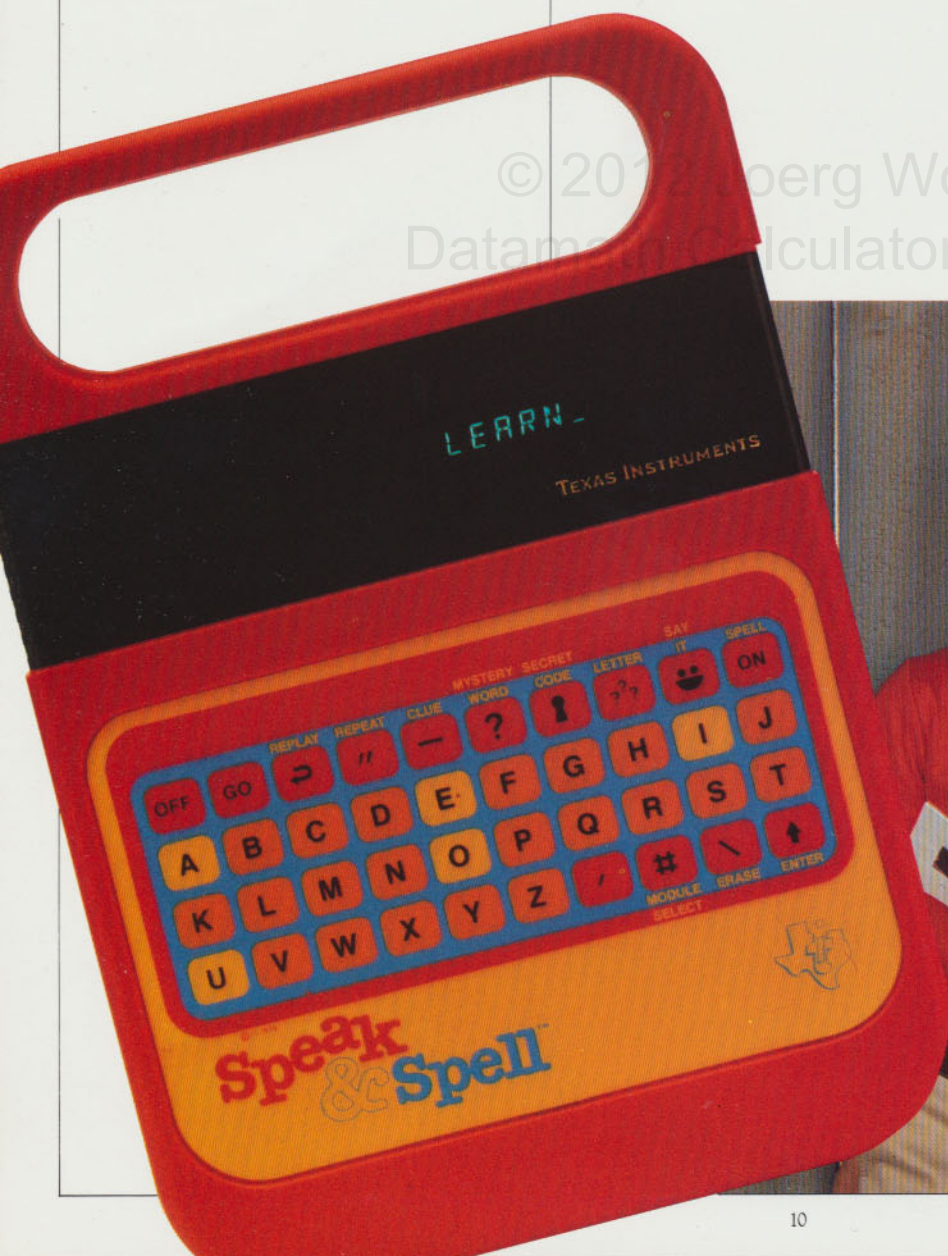
## Speak & Spell brings spelling exercises to life. (Grades 1 through 8)

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. 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 presses the keys to spell the word. And three, he sees the word.

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 from which to choose. And all along, the friendly voice 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 and identifying areas which need more concentration.

Accompanied by an activity book, Speak & Spell offers children a fun-filled alternative to dull drills and rote routines. It comes with an earphone for quiet practice. An AC adapter is available as an option.





**The Speak & Spell library of word program cartridges keeps growing young minds interested.**

With a difficulty range from grade 2 to junior high school, the Speak & Spell cartridge library lets Speak & Spell grow with your child. It provides spelling and vocabulary

practice with verb forms, vowels, modifiers, noun endings, homonyms, and more.

Creative formats include an imaginative E.T.<sup>TM</sup>\* Fantasy Cartridge which uses the popular movie story to present spelling and word exer-

cises. Speak and Spell cartridges and activity books keep your child interested and wanting to learn more.

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



**Speak & 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.
E.T. <sup>TM</sup>	2-8	Relive those special times with E.T. and learn to spell new words.



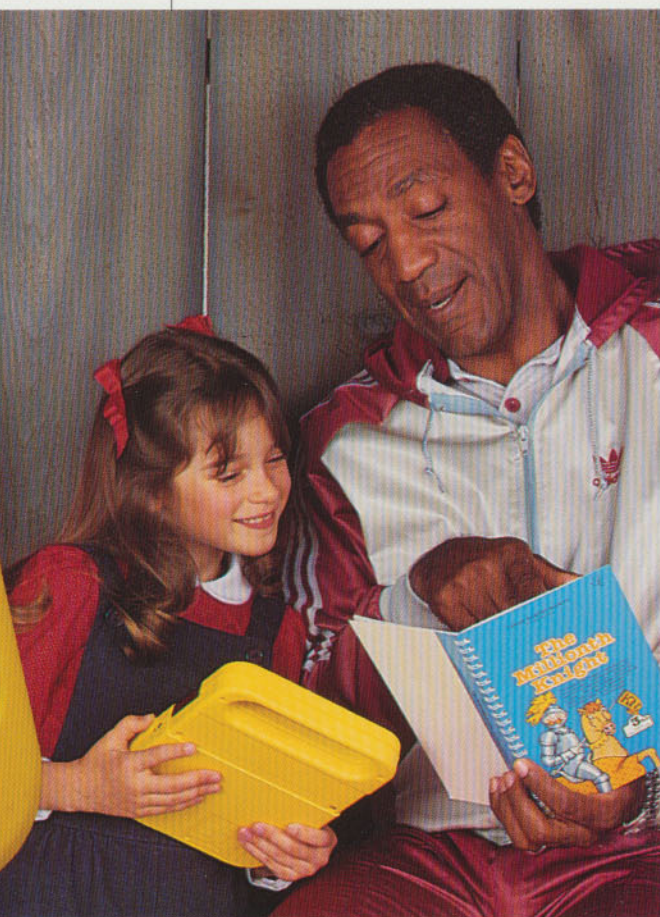
# Speak & Read™

**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 is designed for additional, interchangeable program cartridges. Increased difficulty levels and educational challenges let 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. An optional AC adapter is 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.



# Speak & Math™

## 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. Correct answers are always praised, improvement always encouraged.

An earphone is included for private practice. An optional AC adapter is available.





# Little Professor™

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

TI's 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. 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.



Patience and simplicity are the key to keeping math activities enjoyable for elementary school children. 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 kid-sized learning aid encompasses the best of educational fun for preschoolers through 4th grade.

## Specifications

### Little Professor

Age Level: 5-9

Learning Purpose: Math Drill.

Size: 5 x 3.1 x 1.2"

Weight: 6 oz.

Batteries: 2 AA's (not included).

### Speak & Read

Age Level: 4-8

Learning Purpose: Build reading comprehension, sight vocabulary and phonic skills.

Size: 9.9 x 6.9 x 1.3"

Weight: 1.2 lbs.

Batteries: 4 C's (not included) AC adapter optional.

Available Books-Cartridge Sets: 8

### Touch & Tell

Age Level: 2-5

Learning Purpose: Basic Vocabulary Building.

Size: 10 x 14.5 x 1.5"

Weight: 2 lbs.

Batteries: 2 D's (not included).

Available Panels-Cartridge Sets: 7

### Speak & Math

Age Level: 6-12

Learning Purpose: Build math skills in problem solving, reasoning, and abstract concepts.

Size: 9.9 x 6.9 x 1.3"

Weight: 1.2 lbs.

Batteries: 4 C's (not included) AC adapter optional.

### Speak & Spell

Age Level: 6-14

Learning Purpose: Build spelling and word recognition skills.

Size: 9.9 x 6.9 x 1.3"

Weight: 1.2 lbs.

Batteries: 4 C's (not included) AC adapter optional.

Available Books-Cartridge Sets: 10

### Magic Wand Speak & Learn

Age Level: 4-8

Learning Purpose: Build basic skills across a broad area of subjects, including: math, reading, language arts, spelling, science, social studies and vocational/technical.

Size: 11" diameter x 2"

Weight: 3.1 lbs.

Batteries: 4 D's (not included) AC adapter optional.

Available Talking Books: 15





### **TI Compact Computer 40 Small. Powerful. Professional.**

The Compact Computer 40 has enough memory and power for even the most complex business and science application, with a broad selection of useful software programs in either Solid State Software™ or Wafertape™ cartridges.

There's a full complement of compact peripherals, too — including a four-color printer/plotter, a Wafertape™ Drive, our RS-232 Interface, a telephone modem, and a video interface.

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

In the classroom, the office, the store or at home — no matter where you have to solve problems — having a calculator with the right capabilities will make the job faster and easier.

That's why Texas Instruments makes so many different kinds of calculators.

Whether it's a printer/display, scientific, programmable, business function or handheld — there's a TI calculator for everything you do with numbers.



### **This is THE Home Computer.**

Dollar for dollar, feature for feature, the TI-99/4A delivers more for your money than any other home computer.

There's plenty of memory for powerful programs, a big choice of useful software — educational programs that make learning fun, home management and personal finance programs, exciting arcade-style games for the whole family.

Powerful. Easy to use. Affordable. That makes it THE Home Computer ... from Texas Instruments.



# **TEXAS INSTRUMENTS**

Creating useful products  
and services for you.

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