Radio Shack
A Division of Tandy Corporation

FRANCHISE INTERNATIONAL 817-390-3381
1600 ONE TANDY CENTER, FORT WORTH, TEXAS 76102

TO: ALL RADIO SHACK ASSOCIATE STORES (List N)
CC: List AA

FROM: J. Colella

DATE: January 6, 1985

SUBJECT: SPECIAL TRADE-IN OFFER TO SCHOOLS

Radio Shack has announced a special trade-in offer to schools in an ad run December 29th. In addition, we are making a special mailing to our school list this week announcing this promotion. (Brochure enclosed.)

The promotion is as follows:

Schools may only trade-in specified computers for a 25-1002 Tandy 1000, 256K 2 disk computer (retail price, $1,449.00). In addition to the trade-in allowance listed in the following paragraphs, a 20% discount is allowed per school.

Schools may trade-in an Apple II, IIe, IIc or a TRS-80 Model 1 and receive $200.00 credit toward a 25-1002 Tandy 1000, 256K 2-disk computer.

The school can include one disk drive with the Apple CPU or Model 1 and the school receives an additional $50.00 credit on the above Tandy 1000.

Example:

25-1002 - 256K, 2 disk Tandy 1000	$1,449.00
20% discount	289.80
	1,159.20
Apple (or Mod I) Trade-in Credit (Serial #___)	200.00
	959.20
Disk Drive Credit (Serial #____)	50.00
Total	$ 909.20

Schools may trade-in a Commodore, Atari or TI and receive $100.00 credit toward the above Tandy 1000 machine. No disk drive credit for these machines.

(over)

Radio Shack Presents a Rare Opportunity:

Swap your Apple® for a Tandy® 1000 that can run both MS®-DOS *and* Apple Software!

Trade in Your Apple Computer for a New Tandy 1000—Today's #1 PC Compatible.

Through Radio Shack's 90-day limited offer, your school can trade in your Apple computers to receive credit towards new Tandy 1000 computers and get a special discount. You can even continue using your Apple software with an optional emulation feature!

Trade in Your Apple® Computer for a Tandy 1000 at a Special Radio Shack Low Price for America's Schools

Now as a special offer to schools, you can trade in your Apple II, IIe or IIc and get $200 credit on a new Tandy 1000 computer. If your Apple computer has a disk drive, an additional $50 credit will be given (only one drive credit per computer). And to top it off, we're offering a special discount of 20% to schools, bringing the cost of a 256K, 2-disk Tandy 1000 (25-1002, Reg. $1449) to just $909.20 (monitor not included).

Or, if you have another brand . . .

We are also offering the same $200 trade-in credit on your TRS-80® Model I (plus $50 credit if equipped with disk drive). You can also get a $100 trade-in credit for your Commodore®, Atari®, or TI®.

Switch to the Number One PC compatible—the Tandy 1000

Today, so many programs are based on the MS-DOS operating system that it has become a virtual industry standard. The Tandy 1000 is software/hardware compatible with the IBM® PC, and uses the MS-DOS technology that your students will be presented with in their future working environments.

We protect your software investment

If you are currently using Apple computers, either in curriculum or administration, you won't have to start over. With an optional TRACKSTAR™ board, you can continue using Apple software on your new Tandy 1000, while opening up a whole new world of power and applications.

Don't miss this opportunity

Call or come by your local Radio Shack Computer Center to take advantage of this terrific offer. Or call Radio Shack's Education Division at 800-433-5682, toll free. In Texas, call 800-772-8538. **But hurry—this special offer is only good from January 1 through March 31, 1986.**

256K, 2-Disk Tandy 1000	**$1449.00**
Less 20% Discount	**–289.80**
	1159.20
Apple Trade-In Credit or TRS-80 Model I	**–200.00**
	959.20
Disk Drive Credit	**–50.00**
Total*	**$909.20**

*Monitor not included. Trade-in credit is on a unit-traded for unit-purchased basis. Apple trade-in credit is for computer (cpu) only—you may keep your Apple monitor and use it with your new Tandy 1000. Apple® and the Apple logo are registered trademarks of Apple Computer, Inc.

The Tandy 1000 can be expanded to use your current Apple software, as well as today's most popular MS-DOS programs.

Continue Using Your Apple Software with the MS-DOS-Based Tandy 1000 and Get the Best of Both Worlds

The TRACKSTAR Apple II + emulation board is now available for Tandy 1000

Just because you can use MS-DOS software with the Tandy 1000, don't think you have to discard your old software. We've made it possible for you to convert to MS-DOS, the new standard for operating systems, while retaining the ability to use Apple software.

By a special arrangement with Diamond Computer Systems, Inc., the TRACKSTAR Apple II + emulation board for the Tandy 1000 personal computer is now available to schools through the Tandy/Radio Shack Education Division.

What is TRACKSTAR?

TRACKSTAR allows the Tandy 1000 user to run computer software designed for the Apple II family of computers. With the TRACKSTAR board, a Tandy 1000 can run almost all of the software designed to run on an Apple II + computer.

TRACKSTAR supports Apple DOS 3.3, Pro-DOS® and Apple Pascal, giving the Tandy 1000 user direct access to the extensive library of Apple educational software.

TRACKSTAR offers a full 80-column mode, both RGB and composite-video output and support of language card features. The board supports parallel and serial ports and all Apple text and graphics modes. It interfaces to two floppy disk drives, allowing you to use either the internal Tandy 1000 drives in Apple format or one external Apple-compatible drive and one internal drive.

What Apple software can you use?

Almost all software that runs on an Apple II + will run on the TRACKSTAR. Software which does not use a sector copy-protection scheme on the diskette media will run on TRACKSTAR, using the Tandy 1000's built-in disk drives. Sector copy-protected software will run on TRACKSTAR if an Apple-compatible external drive is added.

More than ninety percent of all MECC® Apple software titles run on the Tandy 1000 with TRACKSTAR.

Ordering information

Retail price is $375.00, plus shipping. Educational discounts are available to schools through our National Bid Department, 1400 One Tandy Center, Fort Worth, Texas 76102. For more information, contact the Radio Shack Educational Coordinator in your area.

Maximize Your Tandy 1000 in a Complete Shared Learning System for Efficient Classroom Control

Our Network 4 shared learning system is the most up-to-date standard for a flexibile, cost-effective shared educational networking system available. The system is designed with the student in mind, giving him or her independent access to programs and data maintained and controlled by the instructor. The Shared Learning System uses our most advanced networking technology to make shared computer learning practical for small and large groups of students.

The Network 4 system currently lets you connect as many as 63 Tandy Model III or 4 computers to a single, central Model 4 host computer to eliminate the need for disk drives, printer, and diskette handling at the student stations. Beginning in early spring, 1986, Tandy 1000 computers can join the network system as student stations. You can even mix Model III/4 and Tandy 1000 computers in a single network. Network 4 support for the Tandy Color Computer and the Tandy 1200, 2000 and 3000 will follow.

A striking example of the Network 4's potential is in the Worcester, Mass. Public Schools, where a Network 4 is present in each of their 48 schools. Worcester Superintendent Dr. John E. Durkin says, "We have taken a gradual but steady approach to a K-12 systemwide plan to utilize the multiple capabilities of computer equipment. In particular, we are pleased with the cost effectiveness of Radio Shack's Network 4. In an urban/suburban community such as ours, the issue of access for all students is a crucial one. This network allows the quick and efficient delivery of many services to all of our students."

Here's how the system works

The Network 4 system has been carefully designed so that each station emulates a "stand-alone" disk-based system. Instructors use the system manager's program to create student "accounts" for individuals or groups. These accounts allow students access to programs and data. There can be many different accounts in the system at once, so that different groups of students have access to different programs. Each account can be password protected.

The network's mass storage has been partitioned into small sections called "volumes." Each volume can be thought of as the equivalent of a diskette. Some volumes contain the Network 4 TRSDOS 1.3 operating system, some contain programs and data files, and others may be blank like data diskettes. Like a diskette, each volume has a name. A simple command lets the student see a list of volume names available for his or her account. The student may gain access to a volume simply by asking for it by name.

Teachers control student stations from a central master station with hard disk

We Combine Superior Systems with Superior Support and Training to Give You the Most from Your Equipment

Our newest course: Personal Computer Applications

Our Personal Computer Applications course uses a hands-on approach to introduce the concepts of today's most widespread personal computer applications: word processing, spreadsheet analysis, database uses and integrated applications. It also provides general computer familiarity and covers introductory programming concepts. We have reviewed many states' requirements or guidelines on teaching computer literacy and have designed the course accordingly. Students learn skills that will benefit them in their future studies and may help them gain future employment.

"Computer education has progressed from the point of teaching computer awareness and literacy to that of teaching the application of computers in such areas as word processing, database management and spreadsheets."

Walter Smith
Superintendent, Los Alamos Schools
Los Alamos, New Mexico

The course has been developed around the Tandy 1000 and DeskMate®, an integrated applications program included with each Tandy 1000 system. No additional software is required.

"This course on computer applications has been designed to introduce students to the kinds of uses they will most likely be making of the computer, both during their academic years, and in the years to follow.

Dr. Norman T. Bell
Michigan State University
Coauthor of Personal Computer Applications with Dr. Lee Droegemueller

The Personal Computer Applications course is available in two parts (Part One, 26-2590; Part Two, 26-2592). Each course is only $500. Both are organized into nine units, with each unit designed to take from one to two weeks to cover.

These teaching packages use a proven, structured teaching format that makes it easy for teachers to teach and for students to learn. Each package includes transparencies for an overhead projector, teaching notes for each transparency and 25 student workbooks (extra workbooks available for only $4.95 each). The student workbooks include a note-taking guide, quizzes and hands-on computer activities.

Learn more about our easy-to-use educational courses

Our educational courses are comprehensive and have been developed and tested by professional educators. These courses are designed to meet the needs of teachers and students. Over 400,000 teachers have already attended free introductory computer classes, using our courses at Radio Shack Computer Centers across the country.

"Education is at the next stage in the utilization of the microcomputer in the instructional program. It is only in moving in the direction of applications that we will be able to enhance and assist the instructional process."

Dr. Donald Dearborn
Superintendent, Galloway Township Public Schools
Smithville, New Jersey

Beginning on January 15, 1986, you can call the following toll-free numbers for scheduling information, or to enroll in one of our free classes for teachers. Call 1-800-433-5682 (in Texas, call 1-800-772-8538).

DeskMate/Registered TM Tandy Corporation. Apple and Pro-DOS/Registered TM Apple Computers. MS/TM Microsoft Corp. IBM and PCjr./Registered TM International Business Machines Corp. TRACKSTAR/TM Diamond Computer Systems, Inc. Commodore/Registered TM Commodore International Corp. Atari/Registered TM Atari Corporation. TI/Registered TM Texas Instruments, Inc. MECC/Registered TM Minnesota Educational Computing Corporation.