MEMO July 21, 1982

TO: ALL DEALER STORES; AREA DIRECTORS
FROM: NEIL SOULLIER, NATIONAL FRANCHISE MANAGER

TRS-80 COLOR COMPUTER COSTS LESS

For the month of August, the fellas in Merchandising have substantially chopped the price of the TRS-80 Color Computer, making it even more affordable.

The 4K model with Color BASIC is discontinued. In its place we are selling the 16K model with Color BASIC. For this month only, the price will be $549. After August, the price will revert to $599, the old price for the 4K model, and a permanent saving of $59.95.

The 16K model with EXTENDED Color BASIC will sell during August for $739. After that month the price will become $799, some $50 cheaper than the old price of $849.

When you are selling the Color Computer to a prospective customer, you may be asked what makes the Tandy model more expensive than the Commodore VIC-20, which was advertised as being $200 cheaper than the TRS-80.

The key is exactly that... The VIC-20 is a CHEAPER machine. That was argueable before our price cuts even though the price difference between both machines once they were upgraded became very close. (Just $10.50 for a 16K VIC-20 with Extended Basic, cassette recorder and RS-232 interface compared to the TRS-80 Color Computer with 16K RAM and Extended BASIC.

At our August Sale prices, the above Tandy system works out at $100.60 less expensive than the VIC-20; and even after the sale ends, the Tandy will cost $39.50 less than the VIC.

COST COMPARISON OF AN UPGRADED VIC vs TRS-80

VIC-20 5K RAM computer		$399.00
VIC Expansion Mother-Board		$199.00
3K RAM Cartridge		$49.95
8K RAM Cartridge		$79.00
RS-232C Serial Interface Board		$79.00
VIC Cassette Recorder		$99.00
		$909.45
16K Color Computer w/ Extended BASIC	$739.00	$799.00
CTR-80A Cassette Recorder	$69.95	$69.95
	$808.95	$869.95

With the TRS-80 Color Computer, the Customer Gets More

That's not just an empty slogan. Our Color Computer uses the modern state-of-the-art 6809E microprocessor, and couples it to a Synchonous Address Multiplexer ("SAM" chip). The CPU in ordinary computers is tied up for much of the time with internal "housekeeping" routines, such as controlling the sound and the colour video graphics. In the TRS-80 Color Computer, the SAM chip does all those tasks, thus freeing the 6809E microprocessor to get on with the job of computing.

The $549 TRS-80 Color Computer ($599 after August) is already a 16K machine, and will expand painlessly to 32K RAM, all of it including the Power Supply and TV Modulator is packed away tidily INSIDE the single case. The "cheaper" VIC-20 is only a 5K computer. It can be upgraded to 32K RAM like our Color Computer, but only externally.

Serious users who plan to use their personal computer for business will almost certainly need to install Disk Drives. The Tandy can accomodate one to four 5-inch drives, giving a maximum possible disk storage of more than 646,000 bytes of information. The VIC-20 can use ONLY ONE drive, with a capacity of 170,000 bytes.

Tandy already has serious programs such as Color Scripsit, Color File and Spectaculator. The only non-games VIC-20 software offered at the moment are on cassette, and at the time of writing this, were still "on their way". They were home budget; income, expense and appointments calendar; loan

and mortgage calculator, VIC Typewriter "word processor for home use", and home inventory programs at $14 each. When I asked in their Parramatta store to look at the non-games programs I was told none had arrived yet.

The VIC-20 does have a proper typewriter-like keyboard and their literature mentions it has lower-case characters. That's true, but few touch-typists will think too much of the VIC because the screen can only show CAPITALS or lower-case letters at one time; not together. Our system allows the user to view the whole screen at one time and highlights the capital letters. It may not be the best-looking way of doing lower-case, but it is practical, and at least it works.

Users planning to load and save programs or data to tape will find that the VIC-20 forces them to buy a Commodore cassette recorder at $99.00 because nothing else will work. Also, the recorder is useless for playing or recording voice or music. Tandy Color Computer owners can use their own recorders if they wish, though we recommend the CTR-80A at $69.95 which doubles as a normal recorder about the home or office.

Documentation with the Color Computer is vastly superior to that available to VIC-20 owners, both at beginner and advanced levels. While VIC owners receive a tiny 14x24cm 164-page manual (Personal Computing on the VIC-20), Tandy Color Computer purchasers receive an easy-to-read Quick Reference Card, a 31 page 25.4x20.3cm Operation Manual, a 308 page 27.5x21cm instructional book "Getting Started with Color BASIC"; and those with Extended Basic computers also receive the 214 page 27.5x21cm book "Going Ahead with EXTENDED Color BASIC".

Tandy is already world famous for its introductory manuals, and as if that weren't enough, we even market the Color Computer Learning Lab (269-3152, $59.95) --- the best hands-on self-teaching programming course available. We also market a technical manual which shows the inner workings of the TRS-80 Color Computer and its' accessories. That's something sorely lacking with the Commodore VIC-20. Why?

Remind the customer that the TRS-80 Color Computer is from Tandy, makers and retailers of the world's best-supported family of microcomputers. We back our product with the know how and service the others only dream about. This includes keeping customers up-to-date with our own magazine for TRS-80 users.

Tandy also provides a TRS-80 Hot Line customers can phone from anywhere across Australia for the cost of a local call. Nine times out of ten this is enough to get you going again, but if there's a hardware problem, our network of National Service Centres can get you back into action fast.

Tandy has at least one TRS-80 Service Centre and a Tandy Computer Centre in every major Australian capital city, plus a host of specialist computer departments among the 300-plus stores and dealers across the land. Every outlet has the means to get your TRS-80 to skilled help.

There's no doubt whatsoever, the TRS-80 Color Computer is the bargain --- at any price.

The trouble with comparison charts is that they read differently, depending what the retailer is trying to sell. Here's OUR version, and believe me, I have been a lot more honest than the original one which appeared in the national papers:

COMPARISON	TRS-80	VIC-20
STATE OF THE ART 6809E CPU	YES	NO Older 6502
EXPANDABLE INTERNALLY	YES	NO
INTERNAL TV MODULATOR	YES	NO
INTERNAL POWER SUPPLY	YES	NO
BUILT-IN RS232 INTERFACE	YES	NO extra $79
TWIN PROPORTIONAL JOYSTICKS	YES	NO
FULLY DOCUMENTED	YES	NO
SUPPORTED BY A USERS MAGAZINE	YES	NO
NUMBER OF POSSIBLE DISK DRIVES	4	1
MAXIMUM POSSIBLE DISK STORAGE	626K	170K
PRICE OF MANUFACTURER'S RECORDER	69.95	99.95
USE YOUR OWN CASS RECORDER	YES	NO
RECORDER GOOD FOR OTHER USES	YES	NO
SCREEN CHARACTERS PER LINE	32	22
MAXIMUM RESOLUTION ON SCREEN	256x192	160x160

NON-GAMES SOFTWARE

WORD PROCESSING	SCRIPSIT	NO EQUIVALENT
DATA BASE MANAGEMENT	COLOR FILE	NO EQUIVALENT
ELECTRONIC SPREADSHEET	SPECTACU-LATOR	NO EQUIVALENT