

**ISN'T IT FUNNY  
HOW PEOPLE  
WEREN'T  
BUYING HOME  
COMPUTERS  
UNTIL  
A CERTAIN  
COMPANY  
STARTED  
SELLING THEM?**

# IN MORE HOMES THAN ANY OTHER HOME COMPUTER.

Think back.

Not too far back, maybe a couple of years.

Remember personal computers then? They were being sold only in specialized computer stores, mainly to guys who pulled up in limousines. Or mad-scientist types who spent lots of time in basements.

Then it all changed.

Suddenly, personal computers became the Great American Passion. People began to buy them. Not just rich people. Or whiz-kid people. But people people.

And, funny, this occurred right after Commodore introduced a certain personal computer. It was priced like a game machine. But it was a real, honest-to-goodness, full-keyboard computer.

It was called the VIC 20™.

Which poses a question. With personal computers selling in the thousands of dollars, and the VIC 20 selling for under \$300, was it mere coincidence that a computer revolution suddenly happened?

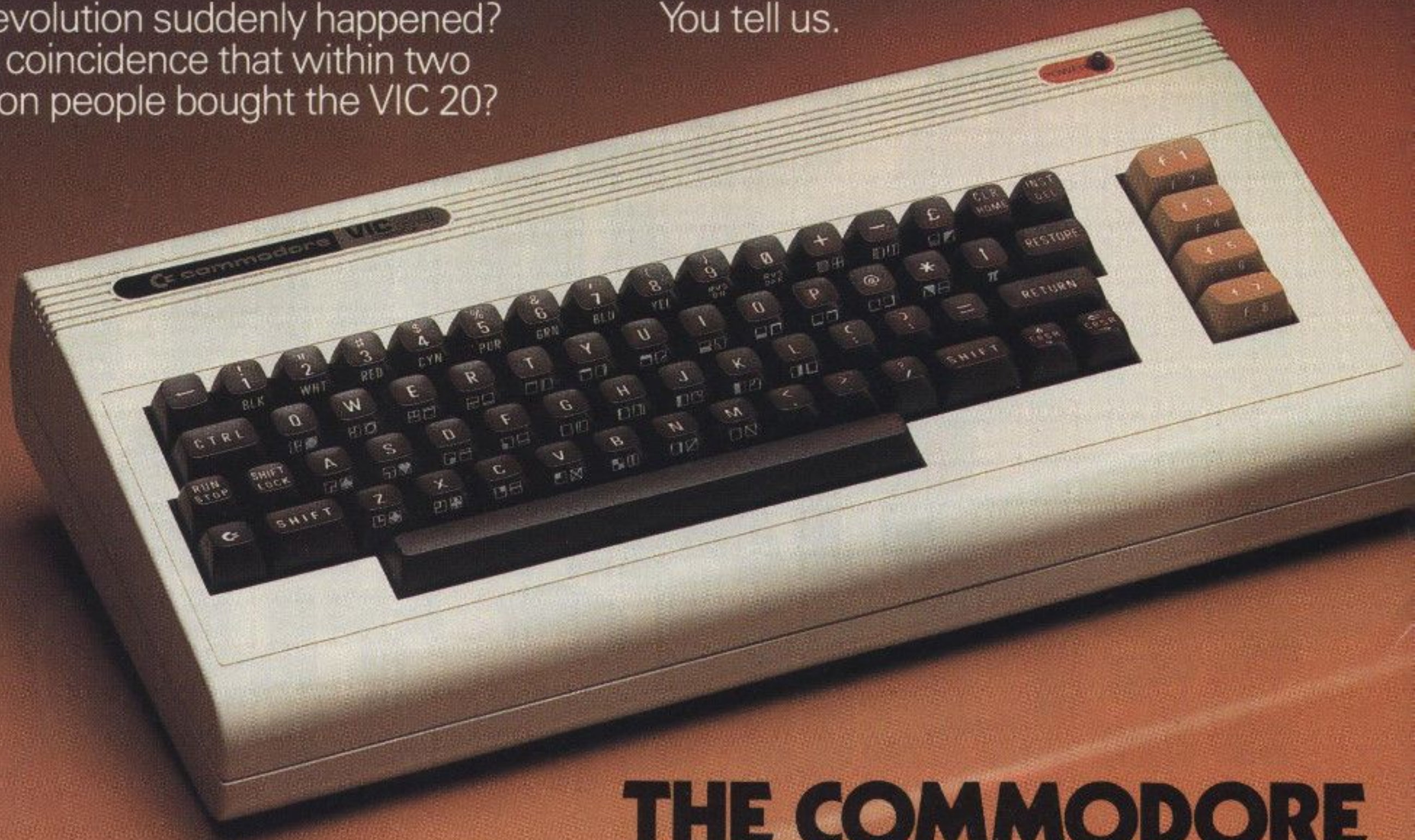
Was it coincidence that within two years a million people bought the VIC 20?

FEATURES	COMMODORE VIC 20	TEXAS INSTRUMENTS TI 99/4A*	ATARI* 400™
<u>Computer</u>			
Typewriter keys/feel	<b>YES</b>	no	no
Color control keys	<b>YES</b>	no	no
Graphics on keys	<b>YES</b>	no	no
Programmable function keys	<b>YES</b>	no	no
Built-in BASIC	<b>YES</b>	YES	no
Extended BASIC	<b>YES</b>	extra	extra
Language access w/o cartridge	<b>YES</b>	no	YES
<u>Cassette Deck</u>			
Named programs & files	<b>YES</b>	no	no
<u>Disk Drive</u>			
Capacity of 5¼ in. floppy	<b>170KB</b>	90KB	88KB
<u>Modem</u>			
Direct-connect	<b>YES</b>	no	no
Price of modem	<b>\$109.95</b>	\$224.95	\$199.95
Modem interface	<b>included</b>	224.95	219.95
<u>Expansion Prices</u>			
Extended BASIC	<b>included</b>	99.95	49.95
Recorder	<b>75.00</b>	69.95	99.95
Recorder cable	<b>included</b>	14.95	included
Peripheral expansion system	<b>not needed</b>	249.95	not needed
Disk drive	<b>399.00</b>	399.95	599.95
Disk controller	<b>included</b>	249.95	included
Total system price (including modem/interface)	<b>\$583.95</b>	\$1,534.60	\$1,169.75

Was it coincidence that soon after the VIC 20 began to sell, manufacturers started to lower their prices?

Might one say, therefore, that the VIC 20 was the single most important force behind the computer revolution?

You tell us.



## THE COMMODORE VIC 20™

# YOU CAN'T BUY A BETTER COMPUTER AT TWICE THE PRICE.

FEATURES	COMMODORE 64	APPLE <sup>®</sup> IIe	ATARI <sup>®</sup> 1200XL <sup>™</sup>	IBM PC <sup>®</sup>
List Price	<b>\$595</b>	\$1,395	\$899	\$1,355
<b>Computer</b>				
Color control keys	<b>YES</b>	no	no	no
Graphics on keys	<b>YES</b>	no	no	no
Programmable function keys	<b>YES</b>	no	YES	YES
Built-in user memory	<b>64K</b>	64K	64K	64K
Built-in BASIC	<b>YES</b>	YES	YES	YES
Real time clock	<b>YES</b>	no	no	YES
Built-in RF modulator	<b>YES</b>	YES	YES	extra
<b>Cassette Deck</b>				
Named programs & files	<b>YES</b>	no	no	no
Digital circuitry	<b>YES</b>	no	YES	no
Price	<b>\$75</b>	N/A	\$99.95	N/A
<b>Disk Drive</b>				
Capacity of 5¼ in. floppy	<b>170KB</b>	140KB	88KB	160KB
First drive price	<b>\$399</b>	\$645	\$599	\$509
<b>Modem</b>				
Direct-connect	<b>YES</b>	no	no	YES
Price of modem	<b>\$109.95</b>	\$199	\$199	\$195
Modem interface	<b>included</b>	\$225	\$29.95	\$120

In case anyone thought Commodore would sit back and relax after the success of the VIC 20, the Commodore 64™ proved otherwise. For here was a computer that offered double, and even four times, the power of the competition's machines.

Yet it cost less than half the price.

It showed that a powerful home computer could appeal to the mass market.

It forced our competition to revise their rather outrageous price structures and bring down their price points to a more

reasonable level (although, at this writing, the Commodore 64 is still hundreds of dollars less than the nearest competitor).

In other words, we shook the industry to its roots once again.

In the coming months, we plan to introduce even more powerful computers. And each will become the price/value leader.

You see, in every business, there is one company that can take an esoteric product and put it into the hands of millions of people.

In the business of personal computers, the company happens to be Commodore.



## THE COMMODORE 64™

# WE FULLY SUPPORT OUR PRODUCTS. AND OUR DEALERS. HERE'S HOW:

At Commodore, we don't feel our responsibilities end the moment a computer is shipped from our factory.

We throw our full support behind our product line, with major media advertising. Including network television, radio, magazines, and newspapers.



Commodore is proud to sponsor television shows such as "Monday Night Football," and specials like "The Thorn Birds" mini-series and the "Motown Special."

In addition, our commercials appear on such highly regarded (and highly rated) television programs as "60 Minutes," "Hill Street Blues," "Quincy," "Fame," and "CHiPs."



In the print medium, our ongoing magazine advertising schedule includes People, Sports Illustrated, Business Week, Newsweek, and many others.

Thus, you'll find the awareness of Commodore and Commodore products to be extremely high. Which makes a Commodore computer that much easier to sell.

We also provide you with a wide range of dealer advertising material. Such

as dealer newspaper ads, dealer television and radio commercials, plus product brochures, counter cards, window displays, and a lot more. And you'll find that our co-op allowances can really stretch your advertising dollar.

Commodore now has an extensive inventory of software packages. And we are producing more and more every day, for home, business, and educational purposes. With more third-party software manufacturers than ever jumping on the bandwagon and producing programs for our computers.



We think you'll find our growing variety of

software packages most impressive. And very easy to sell.

If you are already a Commodore dealer, be assured that our support will be ongoing and our commitment to you unwavering.

If you are not a Commodore dealer as yet, we invite you to fill out and mail the coupon below for further information.

After all, we realize the most important component of any computer is the dealer who sells it.

Commodore Business Machines, P.O. Box 500T, Conshohocken, PA 19428			
Yes, I want more information about the advantages of being a Commodore dealer.			
Name _____	Title _____		
Company _____			
Address _____			
City _____	State _____	Zip _____	
Phone _____			

Canadian Address: 3370 Pharmacy Avenue, Agincourt, Ontario, Canada M1W2K4

 **commodore**  
COMPUTER