



NEWSLETTER

NUMBER 6
MAY 1, 1978

TEXAS INSTRUMENTS

SR-60A

SR-60A personal computer/calculator

REAL ESTATE SOFTWARE SERIES

Dealer training in the operation and sales of the SR-60A Real Estate Software Series was completed in April and shipments of software have begun to those dealers who have signed dealer software licensing agreements. During the six week period between March 16 and the end of April, 150 dealer salesmen at fifty-five dealerships were given this training. Realtors' response to initial sales calls has been encouraging with several sales already closed.

Our first seminars are being scheduled for the week of May 22. This along with dealer newspaper announcements and TI press releases two weeks prior to the seminars should generate potential leads and increase seminar attendance. Your TI Field Marketing Specialist (FMS) will be working with you in order to arrange seminars in your area. These should be scheduled as soon as possible because of the six to eight week lead time.

The dealer sales tracking form should be in dealers' offices at this time. These sales reports will be used to generate statistics which will be published in the SR-60A monthly newsletter. It is important to turn these reports in to your FMS or local TI salesman on a weekly basis so that market information can be generated for our sales and advertising effort.

If you haven't executed a dealer software licensing agreement, see your Field Marketing Specialist to expedite agreements so that your REPAK-60 units can be shipped.

Remember - we need to identify sales objections and how you are overcoming these obstacles in order to close sales. This information will also be relayed to dealers through the SR-60A Newsletter.

SR-60/SR-60A FIELD SERVICE MANUAL

A new, comprehensive service manual, specifically designed for dealer field service personnel, is in the final stages of preparation and will be distributed to all authorized dealers the first week in July, 1978.

This manual takes the technician through the steps of receiving phone complaints, uncovering the source of trouble, fixing the problem expeditiously, and, if a service visit was necessary, walking out of the customer's door within one hour.

NEW SR-60A PACKING PROCESS

As SR-60A calculators come off the production line this month, they will be packaged with a new "foam in place" process. The resultant two piece foam cushion and smaller shipping carton will provide superior protection during transit to dealers, can be re-used by customers when transporting their calculator, and will eliminate the additional inner carton, Pelaspan "peanuts", and foam corners.

HANDLING SR-60A REPAIR MODULES

In Response To Your Requests

The Consumer Products Repair Center in Lubbock has started returning various SR-60A boards to dealers via Air Parcel Post. This procedure replaces the slower surface shipments.

We have also improved the way we track boards and other returned products through our Repair Center. Our TRACK II system can follow a returned unit through repair, burn-in, quality control, and shipping operations and enables us to pinpoint where in the system the unit may be and how long it has been at that stage. This latter capability has a "Slow Move" function which automatically advises of hold-ups and identifies a unit which should be replaced in lieu of repair.

The TRACK II system will help us provide optimum throughput and better visibility of our problem areas. Dealers will realize better service and quicker turnaround via TRACK II.

To Return A Module For Repair

The SR-60A Module Exchange Address which will transfer your components to our Consumer Repair Center most quickly is P.O. Box 53, Lubbock. We suggest that you use this address as shown below. If you prefer to use a freight service, then ship to the alternative address.

SUGGESTED:

Texas Instruments, Inc.
P.O. Box 53
Lubbock, Tx 79408

Attn: SR-60A Program

ALTERNATIVE:

Texas Instruments, Inc.
2301 N. University M/S 5842
Lubbock, Tx 79408

Attn: SR-60A Program

NEW PRODUCT MARKETING ENGINEER

Ray Capp, Product Marketing Engineer, has joined the SR-60A Product Marketing team in Lubbock and will be happy to assist you. Ray can be reached at (806) 747-3737, ext. 2395.

PLASTIFORM MAGNETIC VIEWER, MODEL BX-1022

The "Plastiform" Brand Magnetic Viewer provides a fast, clean way to make visible the recorded signals on a magnetic card. It is a good alternative to Mag View Spray because it requires no chemical spray and leaves no residue on the card. This viewer sells for approximately \$40.00 and is available from the following distributors:

PERMAG SIERRA CORP.
1159 Sonora Ct.
Sunnyvale, Ca. 94086
Tel: (408) 738-1080

PERMAG MAGNETICS CORP.
2960 South Avenue
Toledo, Ohio 43609
(419) 385-4621

PERMAG CORP.
88-06 Van Wyck Exp
Jamaica, NY 11418
Tel: (212) 657-1818

PERMAG PACIFIC CORP.
5541 West 104th St.
Los Angeles, Ca. 90045
Tel: (213) 776-5656

PERMAG NORTHEAST CORP
10 Fortune Drive
Billerica, Ma. 01821
Tel: (607) 273-2890

PERMAG-DIXIE
1919 Hills Ave. NW
Atlanta, Ga. 30318
Tel: (404) 351-0994

PERMAG SO.WEST CORP.
2720 Taylor Street
Dallas, Texas 75226
Tel: (214) 748-6909

PERMAG CENTRAL CORP.
1213 Estes Avenue
Elk Grove Village, Ill. 60007
Tel: (312) 956-1140

REMOVE PHOTO OF PERIPHERALS FROM YOUR SR-60A MANUALS

A photograph of SR-60A peripherals is featured opposite page vi in your SR-60A Operating/Programming Manuals. We suggest that you cut this page out of the manual to minimize attention drawn to these products. This picture is being removed from all manuals in our inventory prior to any new shipments to dealers.

SR-60A MEMORY

Like any other microcomputer, the SR-60A has basically two types of memory - ROM and RAM. ROM (Read Only Memory) is preprogrammed memory containing all algorithms and functions built into the computer. RAM (Random Access Memory) is memory that can be written into or read from. When you load a magnetic card, the contents of the card are written into RAM.

The basic unit of memory is a "bit" (Binary digit), which can either be a zero or a one. Eight bits make up a "byte". One program step takes one byte, while one data register takes eight bytes. Two to the tenth power, or 1024, bytes make up one K byte.

Having approximately 12K bytes of ROM and 2.7K bytes of user RAM in the basic machine, the SR-60A is expandable to more than 6K bytes of RAM with Memory Option-2 and 9K bytes of RAM with Memory Option-3.

With memory capabilities comparable to most microcomputers on the market, the SR-60A is truly a personal microcomputer.

PROGRAMMING TIPS

Four labels in addition to those mentioned in the SR-60A Operating/Programming Manual, are available to the user. These are BSTEP, INSRT, DLETE, and LEARN. These are not mentioned in the manual because they cannot be keyed in directly. However, they can be keyed in using the method described below.

Let's use INSRT as an example (BSTEP, DELETE, and LEARN are used in the same manner). As you are keying in your program and come to the place where you want to key in LABEL, INSRT, key (in LEARN MODE) the following: LABEL, ALPHA, INSRT, ALPHA, BSTEP, BSTEP, BSTEP, DLETE, STEP, DLETE. Then key the rest of the program. Use the same technique as above to key in references to label INSRT (for example, IF POS, INSRT).

CURRENT SR-60A PUBLICATIONS

<u>PUBLICATION</u>	<u>IDENTIFICATION</u>
SR-60A Product Bulletin	CL-342 *
SR-60A Program Libraries	CL-325 *
Real Estate Slim Jim	CL-343 *
Co-Operative Advertising Program	CL-298 *
SR-60 Service Manual	SVCMAN-60 *
Price List	March 28, 1978 **
Service Bulletin	January 30, 1978 #2001 **
Dealer Software Exchange List	December 7, 1977 **
Previous SR-60A Newsletter (Limited Quantities)	Issues 3 thru 5 **

* Can be ordered through your local TI Field Sales Office

** Available from: SR-60A Product Marketing
P.O. Box 10508 M/S 5890
Lubbock, Texas 79408