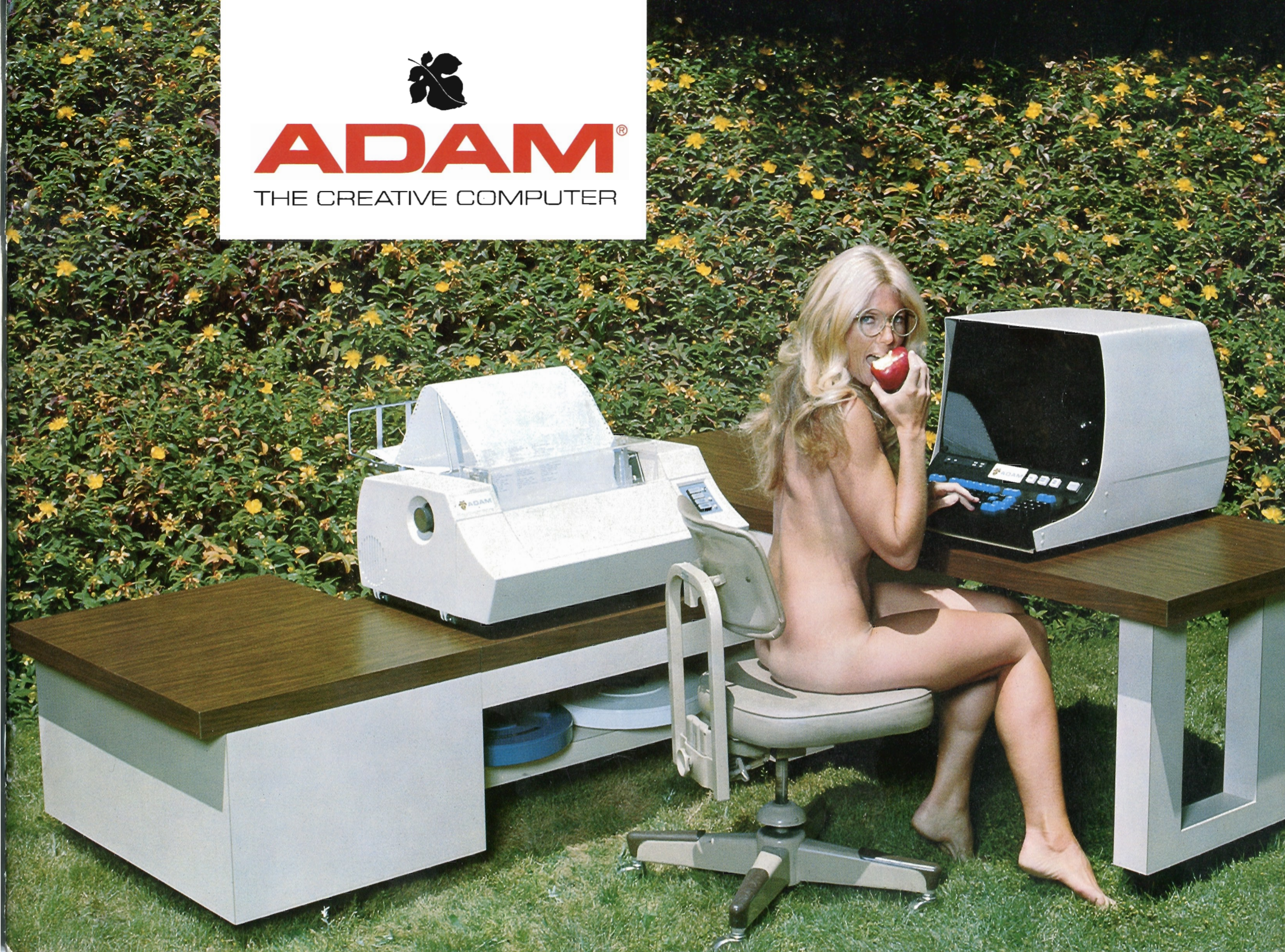# Why Adam®?

The business world for years has considered the computer somewhat of a necessary evil. Competitively forced to install one, business was stuck with an installation they didn't comprehend. Understanding the computer was hard, so they had to hire an expensive professional programmer who did understand the computer. From that moment on their business methods were restricted to computer and professional programmer domination.

Actually, business people do not want to understand how computers work, they just want to use them. Just as they never worry how a transmission works when they drive a car, or how the TV tube works when they watch Kojak. Yet, they know they control the car and control the TV set. Business people want this same feeling of control when they approach a computer. They don't want to change their way of doing business to fit a computer's program or the directions of a professional programmer. They want a solution to *solve* their business problems, not a solution that creates bigger problems.

With this simple philosophy as a base, we created ADAM®: an office-styled computer which cuts out the professional programmer middleman. ADAM® can be "taught" by any competent office personnel. This is possible because the ADAM® computer *is* very *understandable.* ADAM® works in the English language using verbs and nouns and requires no previously set programming. All this means you know immediately how you CONTROL the computer. In other words, ADAM® does what it's told and in your language. The idea of switching any established method of doing business never comes up. Your business is *still* your business.

That's why ADAM.®

The world's first "no software" business computer.

There's *no more* "software" with ADAM.®This new, low-cost computerized business system, which, for the first time ever, does not need a special computer language (like Cobol, or Basic or Fortran) and does not need prepared "software."

The creative computer!

ADAM® is creative, because ADAM® is the only computer in the world that knows *no language barrier.* It will learn from you in English. Or French or Polish or any language, if that is required. But, more importantly, ADAM® cooperates with *every business language*. And, *to* the demands of each individual business language. For example: a banker has his language, the building trades theirs, the distributor his, the printer his, the truckers theirs—the list goes on and on and on. ADAM® is not confused. It will understand each one, because each business does its own teaching of ADAM® in their own business language. If you're creative in your method of business, ADAM® will be creative with you.

Professional Programmers not wanted!

Instead ADAM® learns directly from you, what you want it to do. ADAM® learns *your* work, using *your* terminology.

As a result, you need not hire professional programmers. And, since there are no programmers, you do not produce any "software." Incredible, but it's true!
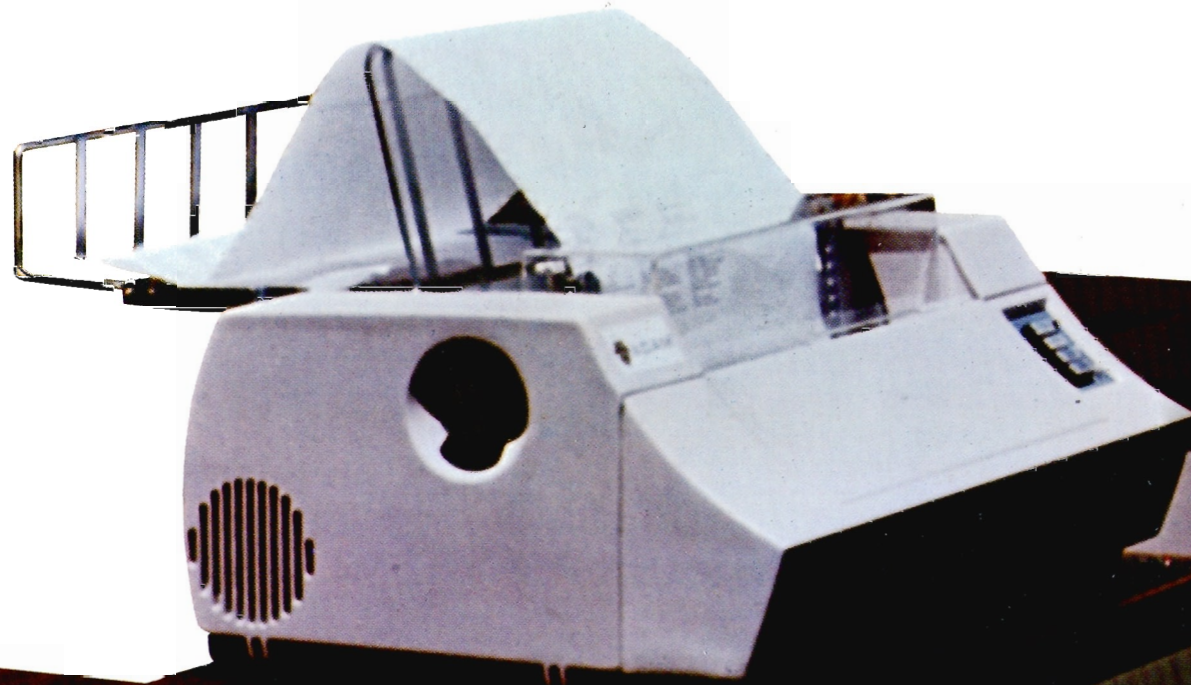
ADAM® is an apt student of the English language.

We can teach you, or a member of your staff, how easy it is to "instruct" ADAM.®Takes about two days.

Thereafter, you will be able to teach ADAM® new jobs (like general ledger, accounts payable, invoicing, cost accounting or inventory control, etc.) all in about four days—even less if it's a simple job. When business changes are required, it's easy to change ADAM®—takes about one hour. All this is done *by you*, or your operator.

In a nutshell, here's how ADAM® works:

ADAM® is manufactured so that it learns the meaning of new words, in terms of previously learned words. The words are taught to ADAM® via a keyboard. ADAM® is taught the difference between verbs and nouns as well as structure (similar to sentences). For example, it knows the meaning of words like multiply, file, if, difference, total. About fifty words in all. From then on every time you use a word ADAM® has not seen before, it will ask you to teach it the meaning of that word, until all words are inter-defined and thus have meaning to ADAM.®It's just like teaching a selective dictionary to someone who already understands English. ADAM®'s electronics work so fast that even when pushed to working flat out, they're only busy 40% of the time. Making ADAM® work and making ADAM® work as hard as you want is no problem. This capability sure makes it economical and easier for you.

What jobs will ADAM® do?

For a manufacturing company, it will do payroll, purchase orders, inventory control, work-in-process, labor distribution, job costing, order entry, accounts receivable, etc. In other words, whatever business you're in, ADAM® will help you run your business, without your having to change the way you run things.

ADAM® is wonderfully easy to use.

Straightforward ADAM® works on English words, through its typewriter-styled keyboard. All of ADAM®'s replies are shown in English on its TV screen. Simple. There are no codes, no assemblies, no punched cards, no punched tape. Just ADAM® using English.

ADAM® is compact and unobtrusive.

Not much larger than an L-shaped desk, there are no flashing lights or high heat output. Nor many of the other annoying things normally associated with a computer. In fact, just about anywhere you'd locate a typist would be OK for ADAM® No special power, no special humidity, no special filter requirements, no special cooling, etc. Just plug in to regular power and switch on.

ADAM®'s flexibility has almost no limits!

ADAM® holds 5,000,000 characters (that's about 15,000 records—customers, inventory, etc.). And, in a second, ADAM® can find any record in the 15,000. Each 5,000,000 character file is removable. So you can have as many separate 5,000,000 character files as you want. ADAM® prints at 165 or 330 characters a second. That's an eight inch line of typing in about ½ second. Yet, ADAM® requires only one operator. ADAM® is ideal for business employing between 10 and 200 people.

With ADAM® it's not necessary to change your existing system.

Right. You teach ADAM® to do what you do right now without changes. ADAM® will do it quickly, and without error, and keep on doing it, day in and day out.

Control of requirements is kept with you. But, when you do want to change things, it's a snap. And, always, it's under your control.

ADAM® provides its own security.

With ADAM® you have security of duplicate files—there's always a spare. You can protect privileged information, so only key employees can get at it. You can make important sequences completely unchangeable. And so on. ADAM® is security all under your control.

The maintenance of ADAM®

What little there is, we take care of. As we said before, you want a solution to *solve* a problem, not a solution that is a problem.

The cost?

Virtually nothing. If ADAM® cannot save you money—you really don't need ADAM® Users of ADAM® save money, directly and indirectly.

What all this means to you.

It means eliminating the costly expenses of programmers and software. It means no delays in getting jobs done. No security problems. No punched cards. Savings to you of tens of thousands of dollars initially, and thousands of dollars a year, every year, in low operating costs. Plus, you keep control of your company in your hands. Just a few days after you take delivery of ADAM® you'll be doing your invoicing, your statements, your purchase orders.

As we said before incredible, BUT TRUE.

And remember, when you want to change something you can.

As a result of your needs, *not* the needs of the computer.

We'd like to show you first hand how ADAM® can help you!

We invite you to come to a demonstration AND BRING ONE OF YOUR JOBS—invoicing, purchase orders—something.

We will teach ADAM® to do your job in a morning or afternoon. Obviously, there is no obligation. Your only cost is your time. The potential savings are enormous. And, you can tell everyone you've "programmed" the world's first no software business computer!

Phone or write.

JOHN PEERS & COMPANY, INC.
887-A MITTEN ROAD • BURLINGAME, CA 94010 • (415) 692-4970

ADAM®

INDIVIDUAL UNIT SPECIFICATIONS

Central Processor
- Proprietary design for ADAM® functions
- 16 bit parallel operations
- 30 registers
- 200 nano-second instruction time
- 32 thousand bytes of working store
- Automatic detection and recovery from power failure
- Data transfer rates of 1.25 million bytes per second
- Four interrupt modes
- "Hard" self-testing

Matrix Printer
- 165 C.P.S., 65 to 200 L.P.M.
- Options up to 300 L.P.M.
- 7 x 9 matrix
- 96 character set, upper/lower case
- 132 characters per line
- Variable width stationery
- Up to 5 copies
- Vertical format control

Data Entry Display Terminal
- 96 character set
- 5 x 9 dot matrix for characters
- 16 lines of 80 characters
- 4800 baud
- Keyboard includes extra numeric cluster as standard
- Audible alarm as operator nears line limit
- Inverse-video switching by character
- Full duplex

Disk Drive
- Removable cartridge design, for unlimited off-line storage
- Additional fixed-disk standard
- Usable capacity—10.6 million bytes
- Average access time 35 milliseconds
- Data reliability 1 in 10^{12} bits transferred
- Hardware sector address check
- Hardware read-after-write and parity checks
- Built-in cooling and double air filtration, for use in non-controlled environment

General Specifications
- Air conditioning not normally required
- Power requirements—dedicated 'clean line' grounded circuit, standard 60 cycle, 110-120 volts, 20 amps, optional 50 cycle, 220-240 volts, 10 amps
- Size—75" depth, 84" width, 26" height (see page 5)
- Temperature operating 70°F ± 10°. Change in temperature not to exceed 2°F per hour. Non-operating 0°F to 90°F.
- Humidity—from 10 to 90% absolute, non-condensing
- ADAM® is protected from power failure. When power is restored ADAM® resumes what it was doing when the power failed.
- Specifications subject to change without notice
- For detailed environment limits, see installation manual