# The itty bitty machine co., inc.

August 1976

Hi, folks.

We are the Itty Bitty Machine Co., Inc.
We are about to change the world.
For years people have talked about the home computer, but nobody's been building it.
We are.
We know how it ought to be. And it will.
We think we know what the alert, well-educated family will be doing with its computers. (Yes, computers, plural.)
And we will have the complete package, hardware and unique programs. Soon. Together with a complete range of services in our franchised computer stores: time-sharing, mass memory, printout, program transfer, walk-up terminals. Perhaps someday there'll even be equipment for computer movie-making and the recording of computer-synthesized music. The works.
Presently, however, we are simply offering kits for hobbyists. (But only the best, only the best.) Our first store is just getting itself together. But boy do we know where we're going.
Tomorrow, the home computer.

Now we're not just thrashing around. We know what is possible and we know what we like. We happen to know about several very important developments that haven't gotten out to the world yet, including new computer superlanguages that make programming much easier and faster.
We're going to use these things and we're going to sell them. And those who think the best is not for beginners, those who say "you've got to walk before you can run," are in for a surprise. Do these same people cut the lawn with scythes? Why walk or run if you can fly? Tomorrow's kids will do more with their computers than today's programmers dream of. But not in Basic or Assembler. (You will notice that this catalog does not bother to list elementary software, though we have it.)

Now about marketing.
This is our first catalog. You may note that we have learned a few things from McDonald's, and from Frederick's of Hollywood. We think the rest of the computer world will learn from us. Not only do we intend to have complete home systems, and offer complete services in our stores, but to sell computers in ways that no one has ever sold computers before.
Of course we will be imitated in all these things. But we are not afraid of imitations: we need something to stand out against.
We hope to set a lot of things right. That there may dawn a day when people are better informed, more intelligent, happier. Closer to each other, with the help of computers. At ease with their faithful personal machines, at home, at work, on the bus-- soon.

We have been told we are going about this all wrong. The big market, they say, is commercial.
Maybe so. But it's all twisted and overcomplicated in the commercial area, and those guys in white shirts have everybody intimidated.
In our computer store We don't intimidate people. Come on in and browse, or chat. Or have a cup of coffee. Even if you've been afraid of computers.
Even if you're a commercial customer. One who's suspicious of the white shirts, tired of hearing about strange things with mysterious initials that sound so complicated.
Come on in. Buy from us. Or just learn from us.
You're welcome.

Bob, Jim, Paul, Ray, Bill & Ted
for the stockholders

1316 Chicago Avenue, Evanston IL 60201.    Tel. 312/ 328-6800

"From the Dream to the Nitty Gritty—
COUNT ON THE FOLKS
at Itty Bitty."

# THE GIBRALTAR OF HOBBY COMPUTERS

Most hobby computers today are of the "Altair" class—the 8080 computer chip wired up with a 100-line parallel bus system. Perhaps half a dozen such machines are presently on the market, allowing interchangeable memory, accessories and programs.

One machine of this class, the IMSAI®, is outstanding for its ruggedness, professional construction and sound engineering. Made by IMS Associates Inc., the IMSAI is in every sense a solid industrial-grade minicomputer.

Basic price includes power supply, front panel with 44 lights and 21 input switches. We recommend purchase of the 22-slot motherboard ("Big Mother"). Two edge connectors are included, for front panel and CPU card.

IMSAI 8080 with Big Mother, Assembled $850, Kit $650.

(With 6-slot motherboard: $800 Assembled, $600 Kit. Big Mother by herself, $50.) Additional edge connectors in Assembled Computer, $10; loose, $7 each.
FAN, nice and quiet, keeps computer cool, $20.
Extender boards: makes one circuit stand out above the others. $45 Assembled, $35 Kit.

Lovely plexiglas cover for your IMSAI or Altair, allows friends and relatives to ponder complicated circuitry when nothing else is demonstrable.

Smoked $55, clear $45. ## PLEX!

## Z80 FOR YOUR IMSAI!

For you hardware freaks who want the ultimate in Sheer Crunch Power. This scorcher from Technical Design Labs replaces the regular IMSAI board, runs all your 8080 programs but has zillions more hardware instructions *if you want to use them.* For sheer one-upmanship, this is the CPU. $350 Assembled, $269 Kit.

"From the Dream to the Nitty Gritty—
GET IT ON
at Itty Bitty."

# TO AND FROM THE REAL WORLD.

For input and output we offer, among other things, a board with two serial I/O ports, the SIO 2-2. (Our price includes the high-ticket 15″ cable to the rear of the chassis.) Assembled $300, Kit $175.

Plugs for RS-232 connections are $4 each, whether male (from external equipment) or female (installing in back of computer).

## SNOW WHITE AND THE SEVEN DWARVES

Want music? You can create two or more channels of music—indeed, send or receive any other signal that twitches or throbs—with our catchily-named little honey, the Cromemco D+7AI/O.™ This offers seven analog channels in and seven out, PLUS one parallel digital I/O so as to keep tabs on the little dears. $225 Assembled, $145 Kit.

## TAPE STUFF

To record on ordinary cassettes at high speed and high density, we recommend the Tarbell Interface; it saves a lot of time over the Byte/Lancaster system. (Can be cranked to over 1000 bpi—saves hours on repeat loadings.) Assembled $175, Kit $120.

For paper tape, there's certainly nothing like the Oliver OP-80 tape reader—"READS AS FAST AS YOU CAN PULL." $90 Assembled, $74.50 Kit.

## KEYBOARDS AND SCOPES

Keyboard (Texas Instruments), upper and lower case, assembled for IMSAI; ribbon cable included, $75. (Attaches to Processor Tech 3P+S board, unfortunately not listed in this catalog.)

Cromemco TV Dazzler™ THIS IS THE GADGET that puts glorious interactive animated movies on your TV screen. Unfortunately nobody seems to have programmed any yet, but it won't be long. Up to 128x128 picture cells on screen (requiring 2K bytes of memory). Requires monitor or TV modified to be monitor. Assembled $300, Kit $215.

Video Monitors (Sanyo), black and white, 9″ diagonal, Assembled, $185.

# MEM

We supply all memory ca
ing the chips to the cards is
IMSAI 4K bytes static: $2

Seals 8K RAM: Assemble

Cromemco BYTE SAVER
away smash. Unlike memor
computer is turned off, this o
on PROM chips (not include
eight sockets for PROMs; on
already supplied, the BYTE
the storage and readout of p
fill with chips you can swap
Kit $195. The PROM chips a
2708 chip) and $50 each for



"It's number crunchin' goo

"Very savery."

## ORY

rds with IC sockets. Solder-
s a very bad idea.
250 Assembled, $139 Kit.

d $375, Kit $295.

.™ This little guy is a run-
ries that fade when the
ne will store your programs
ed in base price). There are
ne is taken by a program
MOVER,™ which handles
programs. The others you
around. Assembled $250,
are $75 each for 1K (the
½K (the 2704 chip).

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If you want to leave the Altair-class world, there are two possible reasons, discussed on this page and the next.

One is that you want to do high-class hardware tinkering, and you need a brilliantly engineered system built for interchangeability and upgrade. You need:

# THE DIGITAL GROUP

This is not a blinky-light system; it looks quite innocuous. It was created for those who want superb engineering rather than a forest of peripherals. The design philosophy: whenever new computer chips come along, the memories and accessories will stay the same.

We offer both the Z-80 and 8080 versions.

Basic set: CPU board with Z80 computer chip and 2K memory; I/O board (four in, four out); TV readout and cassette interface; "Mini-Mother" board (four slots). Assembled $695, Kit $475.

Same with 8080 computer, $50 less.

Big Mother with nine slots, $15 extra. (Note that Digital Group equipment does not have the Grand Bus type of system; not all boards plug in all slots.) Additional 8K RAM, $250 Assembled and $200 Kit; when bought separately, $285 Assembled and $225 Kit..

AMAZING STORAGE SYSTEM: Digital Group offers the Phi-Deck cassette drive, permitting *read, write and reverse under computer control*—just like the grown-up computers and astoundingly low prices. And just consider these figures: 1280 bits per inch, 6400 true baud (bits per second). Loads memory in under two seconds per K.

The drive comes Assembled only, $115.

The controller is $195 Assembled, $135 Kit. One controller will handle up to four Phi-Deck drives.

d," says Itty.

"From the Dream to the Nitty Gritty—
WE HAVE IT ALL
at Itty Bitty."

The other reason for wanting to go to a non-Altair type system is that you want to *use* computers, not play with wires. What you want is a general-purpose computer to *use,* rather than tinker with. Ideally, it should function as a terminal as well, in case you can't break the big-computer habit. In that case we recommend the

# INTECOLOR ®

It's a terminal!
It's a computer!
It's a color CRT!

The Intecolor is a computer that looks like a terminal. It has a CRT screen, in color, and a detached keyboard. But it's not merely a terminal: in its little heart beats the 8080 chip, ready to zip.

We believe that this is the way most computers are going to look in a few years. And this finely engineered device from Intelligent Systems Co. offers upper and lower case, color, and unusual graphics—including such surprises as circle generation. Why wait?

"Why color?" our business customers ask. To which we reply: "At these prices, why not?" Until you think about it you may not realize all the different ways that color can simplify and clarify what you do at your computer screen.

We would like to recommend what we call the "Itty Bitty Special," a package including lower case, background color, graphic features, roll-up, insert and delete. *(Note that our higher-level software is being configured to this unit.)* $2600 Assembled, $1600 Kit.

Stripped versions come as low as $2400 Assembled, $1400 Kit.

Additional memory: $90 for $4K,  8K for $270 (sorry about that, but it's a tight package).



CONTROL SEA!

"IF COMPUTERS ARE THE WAVE OF THE FUTURE, DISPLAYS ARE THE SURFBOARDS."

— Computer Lib

"From the Dream to the Nitty Gritty—
GET ON IT NOW
at Itty Bitty."

# OUR SOFTWARE

USING A COMPUTER SHOULD ALWAYS BE EASIER THAN *NOT* USING A COMPUTER. We stand by this. Computers have been hard to understand and use for weird historical reasons which are about to blow away.

Think of your personal computer as a typewriter which remembers, interrelates, keeps track. Or which, at play-time, becomes an interactive television that extends your knowledge —or enacts your fantasies.

We believe we understand what tomorrow's computer programs for the home should and will be; and so we are moving directly to create them.

Nevertheless, there is considerable overlap between this planned home software and what people need for business; so we are creating business systems as well. (Considering that our principal marketing thrust has been to the home, the interest in our business systems has already proven extraordinary.)

The programs we have planned are very unusual. They are, above all, totally simple and clear; they are easy both to use and understand; they require no training, no priesthood. Like typewriters, anyone can use them.

Our systems are being offered both for single users or many people to use at once, either on 8080-type machines or the PDP-11* computer, which has the advantage of allowing very large files and multi-way interconnection between users.

An example of our multi-user system will show how different it is in style and philosophy from anything on the "straight" computer market. Suppose Harry is doing inventory on one terminal and Susie is composing a letter on another terminal. Harry can set aside his inventory work for a moment and send Susie a memo, perhaps signing it with his emblem, a red Model A Ford. His note, with the red car at the bottom, appears at the side of her screen; her work is not interfered with in any way. She can set aside her work and reply to the note, discard it or file it, all in an instant.

## THE GENERAL PACKAGE

What we call our General Package is the center of our software, a bunch of programs which we believe will be useful both in homes and offices.

Our programs are closely knit, and will not divide up easily. However, for explanatory purposes we may describe a number of "different programs." Those listed below are by no means the whole package.

Every person or company will have his, her or its way of relating to our general package and other programs: certain features to accentuate, drop or modify. This phase of personalization, or adaptation to a company, should last no more than a few days.

Here are some highlights of our general package.

UPDOC™ is a text editor or "word processing" package, but vastly different from any previously available. Specifically, it offers multicoupler and thinkertoy facilities (as described in Nelson's *Computer Lib*, p. 77). This permits complex and parallel indexing of a high order. Thus it is a high-power retrieval system as well.

SKEJ,™ the personal scheduler, combines a variety of facilities in a new and unusual way. In addition to task mapping (PERT and Critical Path), it provides for automatic reminding and list-keeping of a kind available only through the finest secretaries. In ordinary experience, it is difficult to schedule on paper because of varying postponement and "bump" possibilities and priorities, as well as shared resources and routes that tie tasks together. The data structure of SKEJ reflects these subtleties and permits rapid replanning through visual techniques.

ACK™ is a package to keep track of all phases of acquisition and possessions planning— lists of things you want, what you have, where the directions and warranty are stored, where to get it repaired, *who it is loaned to*, and the like.  ᵛof a thing

BILL JUGGLER™ is a program that assume it helps you balance what bills you can pay in called Resource Management.)

FUDGET,™ a program for Financial bUDGET plans easily—as well as remind you vividly of t set yourself. Again, the data structure represe real world.

GWHIZ,™ a general ledger system for keeping paid out. This includes an automatic checkbook you forget to make note of checks written, accid far-reaching mistakes.

## ... FOR BUSINESS

Our Business Software, then, consists of the g programs of no interest to home users.

The general package is directly applicable in doctors, dentists and lawyers may use it with li matic logging of user activity may be particula as there is no limitation in data base size, use in

Certain programs in our business package processing and inventory. Our inventory syst catalogue libraries or manage hardware stores

## ... FOR THE HOME

Many aspects of our general package will find may be used as a Guest Book and "Family Bi addresses, record albums and the like; or for ho like stamp collecting. The financial projection as a calorie counter. SKEJ may be used for jug and getting parties together.

## GAMES

We intend to launch a complete system of in "Games, Adventures and Simulations"—under t

They will be programmed particularly for bot Dazzler, though we will bind them to whatever use them on your own computer; later, through t games with others across the nation.

Three series are presently projected:

*Supertoy Science,*™ a system of explorable inte young and old. *Tentatively scheduled for prod* composed of animated visual overlays and text.

*Crossroads of History.*™ This is a series of gene several, that map to various situations in histor and cross-historical insight. A drumfire of head the mood. *Tentatively scheduled for production.* Viceroy battle for the hearts and minds of a color among a monarch (or chief executive), his heirs, FUTUREPLEX™ is the only game of this series simulates the predicament of mankind in the con studies), to which we are adding the nuclear arm zation and strategy. Object of the game: the sur save the world.

*The Adventures of You,*™ a series of action-adv the player, experience precarious situations an You may often choose what to do, and even have ters via the keyboard. Intended for pre-teenag YOUR MARS ADVENTURE; THE GANGSTER

*A registered trademark of Digital Equipment Corporation.

"From the Dream to the Nitty Gritty—
THERE'S LOTS OF BOTH
at Itty Bitty."

sumes you cannot presently pay all your bills; so
y in the most artistic manner. (This is sometimes

GETing, enables you to spin out alternative money
of the consequences of not following budgets you
resents the alternatives and contingencies of the

ping track of finances—moneys both received and
book system that is easy to straighten out even if
ccidentally recycle check numbers, or make other

the general package and certain other specialized

le in a number of modest businesses: for instance,
ith little or no adaptation. (Such features as auto-
icularly useful, say, for billing lawyers' time.) But
se in larger organizations is practical.

age are unique to business: in particular, order
system is completely general: it can be used to
ores and refineries.

find special uses in the home. UPDOC, for instance,
y Bible," or as a retrieval system for names and
or hobbies that involve complex intercomparison,
tion program, for another example, adapts easily
r juggling shopping and errands, planning menus

of interactive games—or, to put it more grandly,
der the brand name of Simulatrix.™

r both the Intecolor and the IMSAI with the Video
atever new systems become current. First you'll
ugh the Ittybitty Network, you can share and play

le interactive visualizations of scientific topics for
production: BOD,™ an explorable human body
text.

of generalized historical games, playable by one or
history. They are designed both for exciting play
f headlines and secret communiqués contribute to
uction: INSURRECTION,™ where Rebel Chief and
a colonial population. PALACE,™ a game of intrigue
heirs, ministers, advisors, captains and concubines.
series that does not map to anything in the past. It
he coming years (as suggested by the Club of Rome
r armamentarium and certain models of destabili-
he survival of mankind. Play against the house to

ion-adventure interactive cartoons in which "you,"
ons and vicarious exploits with exotic characters.
n have shallow "conversations" with other charac-
-teenagers. *Tentatively scheduled for production:*
STERS AND YOU; WACKY WIZARDS.

## TERMS OF LEASE

We intend to lease our software on a new and unusual basis. We will not sell programs in-
dividually, inasmuch as they do not divide up well and represent a philosophy which you
probably accept or reject as a whole anyway. But we hope to make the software available
*as a whole, at a low annual charge.*

For business users, we contemplate charging for the entire package on the basis of *what
you can get out of it*, i.e., number of terminals and type of mass storage facilities. This permits
us to offer smooth pricing transitions among systems *of all sizes.*
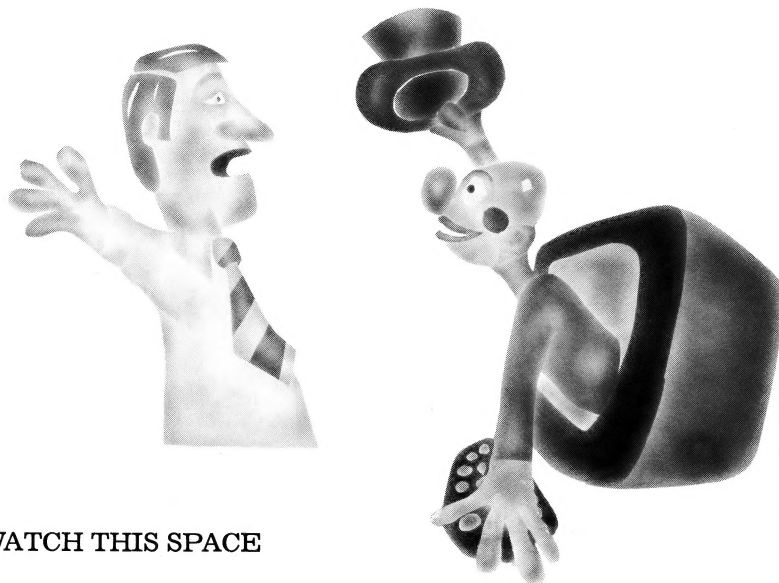


## WATCH THIS SPACE

Make no mistake, these packages are not ready yet; getting them going will take a lot of
our attention during the coming year. While programming plans are famously unreliable,
we think we have a lot going for us.

1. We are committed to the use of the hottest new computer languages (specifically, struc-
tured extensible interpreters of the Lambda-calculus type, such as SMALLTALK, LOGO and
our own language, FUNTRAN™). Our present plan is to begin by creating authorized pro-
grams for TRAC® Language, licensed by Rockford Research, Inc. This is Calvin Mooers'
outstandingly elegant, simple and powerful programming system, particularly well suited
to 8-bit computers. Conversion to other languages *within* this family of hot languages will be
simple when and if its seems advantageous.

2. We believe we, as a corporation, have a unique ability to make things simple, especially
computer systems. (This is called "human engineering" by people who don't know how.) The
technique is to work backward from the aesthetic level of how computers *should* behave,
the theatrics of presentational systems—what we call "fantics." First you decide how the
system should appear, behave, feel; then you see to it, without compromise, that it comes
out that way.

3. Our approach to problems is profoundly different from that of most computer people.
We don't start by oversimplifying first and nailing on complications later, but strive to seize
and vanquish a problem on its own terms and in its true complexity. This is contrary to most
training in the computer field, a reason so many existing computer systems are barbarous and
oppressive.

4. We believe in *talent,* and taking good care of it. Though Ittybitty is presently well staffed,
we are always interested in meeting persons of outstanding programming ability or literary
and graphic gifts.

Our software is ambitious and so are we. But we're not skulking; you've heard the plan.
A year from now you'll see for yourself how we did.

*AND WATCH FOR!*
*Lady Lovelace*™
*INTERACTIVE ARTWORKS.*

"From the Dream to the Nitty Gritty—
THEY MEET AT LAST
at Itty Bitty."

# AND NOW SOME PREVIEWS...

Frankly, folks, the engineering hasn't been done yet, but we are holding deposits pending availability of ...

# HEAVEN - 11™?

That, friends, is what we are calling our package of the LSI-11* with power supply and ALTAIR BUS.

That is why we are calling it the Heaven-11: it's the world's finest computer, effectively a PDP-11*, which few of us can afford: set up for the myriad weird and super accessories of the Altair world.

Our tentative price (kit, incl. LSI-11):
FIFTEEN HUNDRED BUCKS.

Now some of you may want a computer that looks really zippy. We are considering styled packages for the Heaven-11 that include —

A JUKE BOX!
AN ART DECO SKYSCRAPER!
SWEPT-LINE RACER STYLING!

and for you who like vans, we hope to produce the



# HEAVEN - ON - WHEELS™
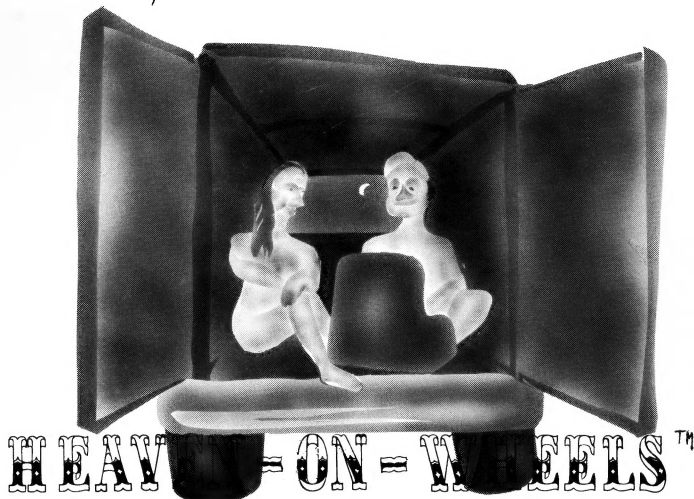
which offers optional power brakes and steering, positraction, shag rug interior, terminal, and van. May be financed through local automotive dealer.

*A registered trademark of Digital Equipment Corporation.

"From the Dream to the Nitty Gritty—
TAKE THE TRIP
at Itty Bitty."

# Is it a book?
# Or is it a way of life?

The answer is — YES!

# THIS IS A TIME WHOSE BOOK HAS COME.

IT'S COMPUTER LIB
by Ted Nelson

$7 postpaid.

(For quantity discounts contact Hugo's Book Service, Box 2622, Chicago IL 60690.)

"The best damned book on computer science I've ever seen."
— Carl M. Ellison, Professor of Computer Science, University of Utah

# ASK ABOUT OUR FRANCHISE

We think Ittybitty is going to go over big.

Can you get in on it?

Yes. If you qualify.

If you qualify, you can open a Second-Generation Computer Store in your city.

(In fact, guess who can come to your opening IN PERSON! Why, Itty and Bitty™ the Computer Clowns, Bill Juggler™ and Captain Computer™ *himself!*) #

The cost of opening an Ittybitty franchise depends on the location but is comparable to a small fast-food outlet store.

Our package of franchise information is $3 by mail. We regret charging for what is scarcely more than a pamphlet, but we do not want to have to send it to the idly curious.

# Clowns and other personnel subject to availability.

"From the Dream to the Nitty Gritty—
CARRY IT THROUGH
at Itty Bitty."

Thank you for looking at this catalog. Now we'd like to hear from you. We've told you our interests and ideas —how about yours?

Whether you are a hobbyist, a customer, or a passerby; whether you join our clubs and services or just look in now and then; or whether you actually join the Ittybitty family with an outlet of your own— we appreciate your interest, and we care about your problems.