

Brøderbund®

news

Vol. 1, No. 1

From Brøderbund/Synapse

Fall 1985

Free Software!

...From Brøderbund

When was the last time someone offered you something for free and really meant it? Maybe not until now.

We at Brøderbund and our Synapse division are interested in you: who you are, what you do, why you bought our product, who's going to use it, and how the users like it.

That's the information we ask on our response cards. And now, each time you fill out one and return it to us, you'll be eligible for a monthly giveaway of featured software—from the versatile Print Shop family to the wonderfully adventurous Electronic Novels.

The catch is **YOU MUST SEND US YOUR RESPONSE CARDS** to be eligible. The more cards you return, from each piece of Brøderbund or Synapse software purchased, the more chances you have of winning.

Even if you aren't picked in the

monthly drawing, you'll still be a winner. We'll keep in touch with you by letting you know about our newest products and by sending you this newsletter, free.

"We want to know more about you," says Brøderbund's Marsha Goodman. "Understanding our customers can help us with everything from product development to marketing.

"Filling out those response cards can help you, too. We want to do our best to give you exactly what you want," Goodman adds. "We're always open to suggestions, and we want to hear from you."

The September drawing winner is Therm W. Russell Jr. of Dallas, Texas, who chose Where in the World is Carmen Sandiego?™ as his free software.



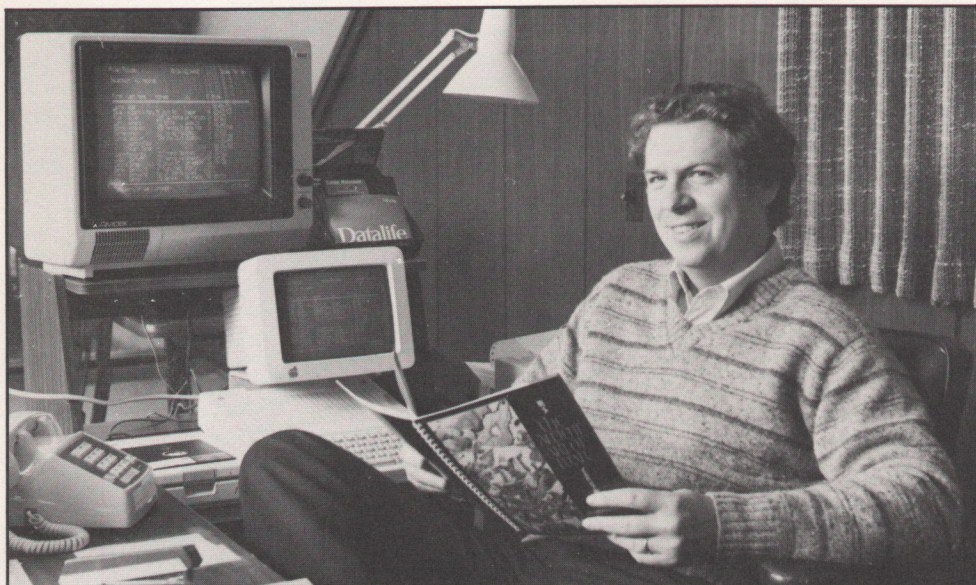
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Our First Issue

Hello and welcome! Our first issue of the Brøderbund News features a variety of items we think you'll find interesting. From new product announcements and user tips to personality profiles, the Brøderbund News has been designed with you in mind. Won't you please let us know what else you'd like to see?

Jane Risser
Director of Marketing



Doug Carlston directs Brøderbund, the largest home computer software company in the world, from its headquarters in San Rafael, just across the bay from San Francisco. A Harvard Law School graduate, Doug founded Brøderbund (which means "Brotherhood" in no particular language) with his brother Gary in 1980. They were joined a year later by their sister Cathy. Since then Brøderbund has grown to 150 employees.

Our High Standards

By Doug Carlston

The common bond that holds us together here at Brøderbund—and what brings us to work each day—is a shared commitment to create software products of real quality. This has a lot to do with our own values. From the founders on down, everyone feels personally associated with our products. We just wouldn't put something out on the market that we weren't very proud of.

And just as we go the extra step to assure a high standard of quality, we make sure our programs enable your computer to go the extra step for you.

You shouldn't have to learn how a computer thinks. The computer should be programmed to learn how *you* think—and to adapt to your way of doing things.

Say you want to draw a computer-generated picture, but you don't know the first thing about how a computer works. You should be able to sit down with our software—Dazzle Draw™ perhaps—move the cursor around and see something happen before you on

the screen. Programs should all be just that simple.

Some people call this making the software "user-friendly." Our basic principle is that a program should be written so that *absolutely no one* has to read the support manuals to get started. (Even so, we try to write our printed instructions so that they are valuable and everyone can understand them.)

Our focus is to create software that will make some aspect of your life easier—not more difficult.

At Brøderbund, we try to:

- Give you the tools to do something you couldn't do without a computer.
- Develop unique software.
- Give our customers the best value for the price.

That's our commitment to you, and I want you to know personally that we appreciate your loyalty and responsiveness.

We are always looking for new ideas or software improvements. Your comments, criticisms or suggestions will help immensely. Drop me a letter, won't you?

Helpful Hints

Will The Print Shop™ work with my printer?

The Print Shop will *only* work with the printers listed on the box label. Even printers that claim to be "completely compatible" may not work. Specifically, we know that The Print Shop will not work with: Commodore 1526 and 802, the Okidata 82 and 83, the Epson LQ-1500, the Gemini 10 and 15, or any of the Atari printers.

Why doesn't The Print Shop Commodore 64 version work with the KoalaPad?

This resulted from a hardware incompatibility that has been resolved with a new version of the disk. Send us your old disk with a note about the problem, and we will update it at no charge.

Will my Synapse cartridge work on my Atari XL computer?

No.

Will Synfile+™ work on the Rana 1000 and the Percom disk drives?

Yes, it should work with either. If you're having a consistent problem loading, you should return your disk to us, and we will replace it free with a new version that will be easier to load.

Using the Bank Street Writer™ with the Apple, how do I get special printer commands for my printer?

These commands are controlled through the utility program. The particular commands to control a printer's special functions are identified in the individual printer's user manual. The ASCII codes for each of your printer's special features must be entered once only into the Bank Street Writer's utility program. Then they're ready to use any time.

**Do you have a question?
Call Brøderbund's Customer Service Department:
(415) 479-1170**



WHAT'S NEW

In the **Synapse** *Line*

An Electronic Novel™ picks up where the printed word leaves off—with you in the center of the action of a constantly changing fictional universe. “We like to imagine tiny characters inside the computer, sharing this ‘real time’ adventure with you,” says Synapse’s Richard Sanford. “These games feature enhanced interaction—they’ll respond to your whims,” Sanford says. “And best of all, these are well-written stories by award-winning writers.”

Three new Electronic Novels are now available from Brøderbund’s Synapse division. Price: \$44.95 for the Apple, Macintosh and IBM versions; \$39.95 for the Atari and Commodore versions.

MINDWHEEL requires you to time travel into the minds of four deceased geniuses in your search for the Wheel of Wisdom—civilization’s only key to salvation. You’ll see this world through the eyes of each of these characters as you make your way through this adventure. Mindwheel is rated an intermediate challenge.

BRIMSTONE takes you back to Camelot with King Arthur’s Knights of the Round Table. You’ll be caught in the dream world of Ulro where you’ll pursue the Under-Demon Fum through a labyrinth of white apes, the treacherous Slough of Despond and the Maze of the Furies. In this easy adventure, Sir Gawain will accompany you on your quest for the five mystical words you need to escape this underworld.

ESSEX plunges you into a science fiction battle in deep space against the insidious Vollchons. To save the cosmos,

you must lead a mission from the colossal Starship Essex to rescue Professor Klein. He has theorized the mathematical construct necessary to defeat the Vollchons, but he has crash-landed on a remote planet in this difficult, highly challenging saga. Hurry, the door to the Essex is already sliding shut . . .

In **THE Print Shop** *Family*

The Print Shop family that lets you create your own cards, letterheads, signs and banners welcomes two new arrivals: The Print Shop Graphics Library™ Disk 3 and The Print Shop Companion.™

The Print Shop Graphics Library Disk 3 is a \$24.95 data disk for the Apple, Commodore 64 and Atari home computers that offers 120 new graphics for use with your original Brøderbund Print Shop disk. Disk 3 includes business graphics, international symbols, myth, fantasy, Christmas, and the four seasons. (Disk 1 provides 120 graphics for holidays, sports, school and astrology. Disk 2 covers jobs, hobbies, people, places, travel and health.)

In The Print Shop Companion—for Apple and coming soon for the Commodore 64 and IBM PC—Brøderbund includes dramatically different features that in effect upgrade your Print Shop program. “The Companion more than doubles the value of The Print Shop,” says Ann Kronen, product manager.

The Companion gives you 12 new type fonts, 50 new borders, 18 drawing commands to create your own graphics, and the capability—on the Apple version—to work with a mouse. You can use the \$39.95 Companion to produce personalized calendars, kaleidoscopic backgrounds, or amusing “creature” graphics.

Now available for IBM PC owners are The Print Shop and The Print Shop Graphics Library Disk 1, priced at \$59.95 and \$34.95.

In the **Bank Street** *Series*

For those who want to make their life easier, two new additions are available for Brøderbund’s highly popular Bank Street series. Bank Street Filer™ and Bank Street Mailer™ are helpful in the home, schools, small businesses and small organizations. These are available now for the Apple II+, IIe and IIc at \$69.95 each and for the Commodore 64 at \$49.95.

Brøderbund’s Bank Street Filer is a data management program that allows you to file information electronically that you might have kept on cards or lists until now. Anything from addresses and phone numbers to collections or school research projects can now be easily organized. Then you can quickly find specific items, sort or rearrange your files and print out custom reports with just the information you want.

Brøderbund’s Bank Street Mailer provides a full correspondence system, allowing you to organize your mailing list, write letters and automatically personalize form letters. The Mailer is perfect for letters of up to three pages (Bank Street Writer lets you write longer letters) and gives you storage space for about 250 names and addresses. The Mailer also sorts and prints your records in alphabetical or numerical order, includes letter-writing shortcuts and prints envelopes and labels in a variety of formats.

Misspellers with Commodore 64s will be happy to know that Bank Street Speller™ is now available at \$49.95, including a free backup disk.

**Having trouble finding a
Brøderbund or Synapse program?
We can help! Write to: Software
Direct, P.O. Box 12947, San Rafael,
California 94913-2947. Or call us at:
(415) 479-1185. (Sorry, we cannot
accept collect calls.)**



Rawson Stovall

—A Success

At Only 13

Three years ago, Rawson Stovall was just another kid in Abilene, Texas, wondering what to do after school. He didn't know he was destined for fame.

It happened one day when he found he needed money to buy video games. He followed the credo of all successful entrepreneurs before him — "Find a need and fill it" — to forge his future.

"There wasn't any information anywhere about video games — no magazines, newspaper columns or books," Rawson recalls. "At \$30 a pop for each game I bought, I was getting burned a lot. I imagined other people probably were too."

So at the age of 10 he went to work.

He combined his passion for electronic games with his enjoyment of writing to launch a career, reviewing his favorite games for his hometown newspaper, the *Abilene Reporter-News*.

Now, at 13, Rawson has become a veritable empire — writing a weekly review column for four newspapers and producing monthly articles for *young-*

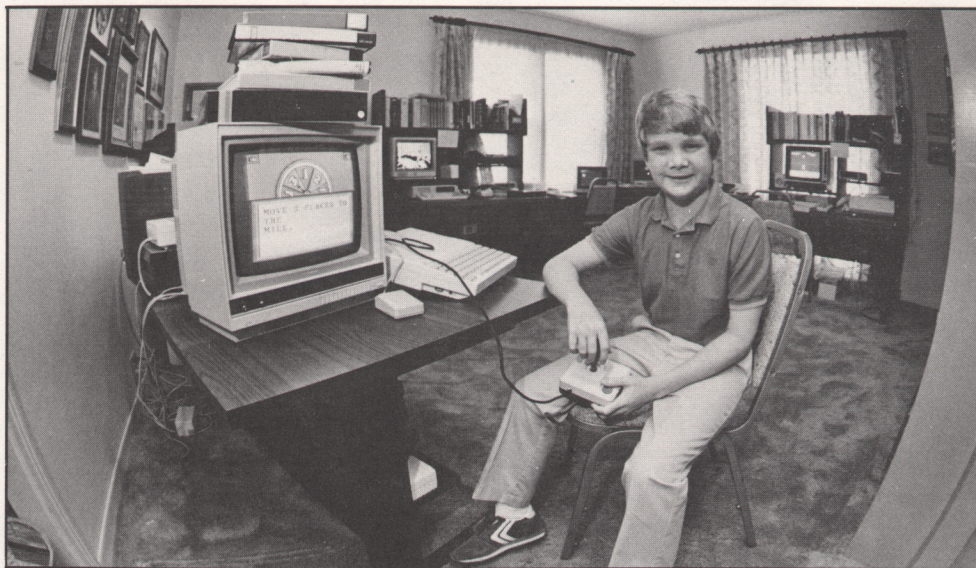


Photo by John Best

person magazine. Last year Doubleday published a compilation of his reviews in a book called *The Vid Kid's Book Of Home Video Games*. He is also working for a television show called *The New Tech Times* on the Discovery Channel, a new cable network. And this past summer, he reached a pinnacle in his career when he appeared on *The Tonight Show with Johnny Carson*.

But he's not letting it go to his head.

"I guess I'm kind of a celebrity, but I try not to be," says this eighth grader whose favorite class is American history. "I'm average in a lot of ways. I'm just a normal dresser, and I don't have any bodyguards or anything like that."

Rawson is anything but average when he turns out a review. His readers, and the computer software publishers, take him very seriously.

"I look for three factors: quality of graphics, challenge and originality," Rawson explains. "I'm a positive reviewer. I don't want to waste my time on the ones that are bad."

Among Rawson's current favorites are Brøderbund's Dazzle Draw and The Print Shop.

In the September issue of *young-person*, Rawson reviewed The Print Shop Graphics Library, Disk 2, noting: "It is easy. Just be sure you have plenty of paper and ribbons. You'll be making signs for every reason you can think of and cards for everyone you know."

Rawson says he sees The Print Shop as the leader in a move within the personal computer industry toward more useful home-activity kinds of software that go beyond games.

"The Print Shop is a marvelous invention," Rawson says. "Dazzle Draw

Thirteen-year-old Rawson Stovall lives with his family in Abilene, Texas, where he has turned his passion for computer "games" into a business.

is fun, because it's so easy.

"Brøderbund's software has a certain feeling to it," Rawson adds. "It's the kind of company that goes into different fields and masters whatever field they're into. If they go after a strategy-war game, like another favorite of mine, *The Ancient Art of War*,™ they do it right. If they do something like *The Print Shop*, they do it right, too.

"I think everyone appreciates that," says Rawson Stovall, the "average" 13-year-old who owns nine computers and has a home library of 500 software products.

What's ahead for Rawson? Just now he is looking forward to next semester at school, when he's finally scheduled to take a "computer literacy" class. He chuckles at the prospect of showing his teacher a thing or two.

"It's possible, I suppose," Rawson says with an impish grin. "Kids do seem to know a lot about computers."

Rawson Stovall's Shopping List

- ✓ **The Print Shop, by Brøderbund: "Everyone should have it."**
- ✓ **Fantavision, by Brøderbund: "Fascinating."**
- ✓ **The Ancient Art of War, by Brøderbund: "For kids 10-18. It's complicated, but not impossible."**

Write Us

We're trying to establish two-way communication with you through the *Brøderbund News*. We are very interested in what you have to say.

"I promise you that every letter received at Brøderbund is taken seriously, whether it calls for a response or not," says Doug Carlston, founder and president. "Every letter is sent to the appropriate department, where it is read and considered."

"I think of you as fellow enthusiasts," Carlston adds. "I really do want to know your criticisms and suggestions, because in this business, there's always room for improvement."

You can reach us at:

Brøderbund News
P.O. Box 12947
San Rafael, Calif. 94913-2947

Or you can call:
(415) 479-1185



Clamor in Tokyo

August, 1985

When it comes to playing Lode Runner™ in Japan, no one's a goldbrick. Everyone plays it, and they play it well. Over 15 authorized versions of the game are available in Japan, with more than one million copies sold. So this summer, Expo '85 in Tokyo played host to 50 of the country's best Lode Runner players—girls and boys, aged 9 to 14—with a day of intensive, frenzied competition.

Doug Smith, the game's creator, won't call Lode Runner Japan's national pastime, but he'll admit it's not far behind whatever's in first place. Doug developed this game of mind-boggling puzzles and good reflexes that takes you gold digging through 150 levels of mazes as you battle greedy enemies from the Bungeling Empire. This intricate game has captured the hearts and minds of the Japanese, and their fascination has continued unabated since it was first introduced in 1983.

"Sony came up with the idea for the competition," Doug explains. "They were unveiling the world's largest TV screen at Expo '85 this summer, and they needed different things to show every day."

Jumbo-Tron, as the giant screen is called, took a year to assemble and stands 86 feet across at the base. Displaying Lode Runner on this screen the size of Godzilla, the infamous Japanese film monster, made the game more real and more threatening than it ever seemed on a home computer monitor.

But the young Japanese competitors were undaunted. In groups of 15, the players had three minutes, beginning at

Level 1, to show their stuff.

"I played too," Doug says. "A local TV station wanted me to try it. I got up through most of Level 3, which was only the third-highest score. Two other kids were ahead of me.

"These kids—almost every one of them—knew every single level."

The finals narrowed it down to the ten best scorers. As the heavens opened into a deluge of rain, one boy and two girls were crowned victorious and awarded gift certificates for new computers.

"Obviously, these kids were really

Dear Friends: I'm here in Tokyo, Japan, for Expo '85, where my game, Lode Runner, is really reaching new heights—literally. The TV monitor it's being shown on is several stories high, with an elevator inside!

**Wish you were here,
Doug**



Good News From Dazzle Draw

Dazzle Draw, Brøderbund's novel graphics and illustration package, and the RGB color monitors seem to be a perfect match, but until now they weren't compatible.

Good news! An updated version of Dazzle Draw is now available for 100 percent Apple Computer-compatible RGB color adapters and monitors. The new version also supports Apple's new Imagewriter II with color printing capabilities, ColorMonitor IIe and IIc and Apple's Unidisk 3.5 disk drive when used as a data drive.

Dazzle Draw, which sells for \$59.95 and is designed for both beginners and serious artists, unlocks the fantastic graphic capabilities of the Apple IIc and 128K Apple IIe with Mac-like ease.

To receive your update from Brøderbund, send your old program disk and backup disk plus \$20 to:

**Software-Direct
Dept. DD
Post Office Box 12947
San Rafael, Calif. 94913-2947**

dedicated," exclaims Doug. "It's amazing how, at ages 9 to 14, they could be so dedicated to something."

Doug's trip as guest of honor at the "Lode Runner Nationals" was his third visit to Japan, a place quickly becoming his favorite foreign country.

"I like the people of Japan," he says, reminiscing about this last whirlwind trip as he relaxed at his Bellevue, Wash., home with his new wife, Cheryl. "There's an honesty among the people that is so refreshing—they would never think of pirating computer games, for instance.

"They're real high-energy people too."

It's that high-energy that brought them out to the Lode Runner national tournament and that keeps Lode Runner right on top as one of the top-selling games in Japan.



Fantavision: A Tool So Versatile You'll Think It's Magic

"It's like computerized Silly Putty."
"A revolutionary software breakthrough!"

"An electronic squirting flower for the eyes."

What *are* people talking about? Brøderbund's latest marvel: Fantavision™ —The Magic Motion/Special Effects Generator.

Fantavision is a wonderful creativity tool that lets you develop original movie sequences from scratch — without having to draw hundreds of separate frames. The computer will do all the hard work for you and make you look like a pro.

"Technically this is an object-oriented special effects generator," says Kay Wayland, Fantavision product manager. "But we call it electronic Silly Putty," she adds with a twinkle in her eye.

Fantavision lets your own creativity come alive on the computer screen, even if you can't draw a straight line. It lets you make your own "cartoons," just like a professional animator, with a revolutionary computer graphics process called "tweening."

Short for "in betweening," the tweening process makes your creations flow across the screen. And it does it in real time!

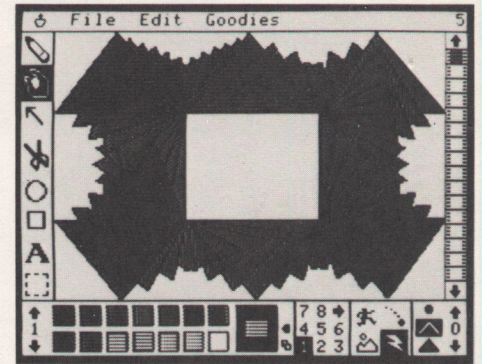
For example, you can draw a stick figure standing straight up in Frame 1, then draw the same figure touching its toes in Frame 2, and Fantavision will do

the rest. The tweening will add as many as 64 in-between positions so that your figure will appear to bend over slowly to touch its toes.

That's only the beginning.

Now you can take your stick figure and turn it, flip it, stretch it, move it or shrink it. The transformation feature even lets you change shapes. If you were to add a frog, say, as Frame 3, then the little stick figure would, after touching its toes, turn smoothly into a frog.

With Fantavision, you can produce a five-to-six minute "movie" or loop it together with other "movies" for a 30-minute feature. These "movies" can be used for demonstration purposes in



the classroom or in meetings.

"Nobody has anything like this in the home-computer market today," Wayland says.

Fantavision has just been released for the Apple II series and requires 64K of memory. It sells for \$49.95. A small price to pay for magic.

Brøderbund Ambassador *Bill Holt*

Bill Holt is a self-described "people person" and he loves traveling — *constantly*. This past year, he's logged hundreds of thousands of miles crisscrossing the country and meeting tens of thousands of people as Brøderbund's "Ambassador."

He visits "user groups" — computer clubs — and appears at department stores and computer stores nationwide as well as being a guest on television shows and radio programs. He talks about Brøderbund, previews new products from games to educational and personal productivity soft-

ware, answers technical questions and supplies author's kits to budding programmers.

"People want to feel a part of all that is happening in the industry," Bill says. "They deserve to be involved and informed, but in years past, they've been sort of ignored. Brøderbund is committed to changing all that, and I'm very happy to be helping."

Perhaps his next trip will be to your city. If you're a member of a user group and would like to invite Bill to visit you, please call (415) 479-1170.

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