



# CHARILE CHAPLIN & IBM

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# IBM's first personal Computer

- IBM continued to put forth new technological innovations for decades to come, including the UPC barcode, magnetic stripe technology, the hard disk drive, and dynamic random-access memory. One field they had yet to venture in, however, was the home computer. In 1977, Apple Computer released their Apple II, an 8-bit home computer that proved to be a big hit. In an attempt to keep up with this competition, IBM created a task force to develop their own home computer. In 1981 the IBM Personal Computer was released, thus commencing the technology war between Apple and IBM.

In 1981 the IBM Personal Computer



In advertisements such as their 1984 “Big Brother” ad, Apple attempted to portray IBM as being very corporate and impersonal, and themselves as exciting and fun. In response, LGFE wanted to find a new spokesperson who would give IBM an image of being more friendly and entertaining. After considering many options such as Kermit the Frog and Alan Alda, they decided on Charlie Chaplin’s “Little Tramp” character.



Our group decided to recreate one of IBM's "Little Tramp" advertisements. The advertisement chosen featured Scudder in the classic "Tramp" outfit, sitting atop a very tall pile of books and papers, typing on the IBM PC.



IBM®



**IBM®**







# Other Charlie Ads

**The IBM Personal Computer XT.  
More power to the person.**

Plenty of muscle. That's what the new IBM Personal Computer XT means to a person with heavyweight data to manage. Because one of the XT's many strong points is a 10-million-character fixed disk drive that helps give you the power to pump more productivity into your business. What's so special about a fixed disk? Exactly that. It's *already* fixed inside the system, with the capacity to store the facts, figures, names and numbers you need to work with. (Rather than go from diskette to diskette, store up to 5,000 pages of text or up to 100,000 names and addresses in one place.) Yet there's more built into the XT than its fixed disk. Reliability and quality are built in as well. Plus more than 30 years of IBM experience.

A new level of price/performance. And a remarkable compatibility of both software *and* hardware with the original IBM Personal Computer. So, with the introduction of XT comes a special tool designed to help you be more productive in high-volume applications.

**WHAT'S THE DIFFERENCE?**

<b>IBM Personal Computer</b>	<b>IBM Personal Computer XT</b>
Basic System* User Memory 128K (expandable to 640K)	Basic System* User Memory 128K (expandable to 640K)
Auxiliary Memory Up to one 5 1/4" floppy disk drive or one 5 1/4" 360K diskette drive (optional)	Auxiliary Memory One 10 megabyte fixed disk drive and one 5 1/4" 360K diskette drive (optional)

\* An expansion unit can also be added to both the IBM PC system for 6 more memory expansion slots. Added to the IBM Personal Computer, it can house two 5 1/4" floppy disk drives. Added to the IBM Personal Computer XT, it can house one additional fixed disk drive for a total of 20 megabytes.

Another tool for modern times to keep you going strong.

To find out where you can see the IBM Personal Computers, call 800-447-4700. In Alaska or Hawaii, 800-447-0890.

**IBM**

Circle 196 on inquiry card.

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**How to move with modern times  
and take your PC with you.**

**Introducing the IBM Portable Personal Computer.**

It's a complete PC. In a case. With a handle. And a welcome addition to the family.

The IBM Portable Personal Computer is the first IBM PC system you can pick up and take with you. Across town or across the hall. Or put away easily for another day.

It's a powerful system, with 256KB of user memory (expandable to 512KB) and a slimline double-sided 5 1/4" diskette drive (and room for another). Plus a built-in

9" monitor with easy-to-read amber characters. Text and graphics capability. And an 83-key keyboard.

All fitted into a sturdy, transportable case that's easy to handle. And park.

The IBM<sup>®</sup> of portable personal computers. Make no mistake about it, this is a true IBM PC.

Which means it is part of the same dependable family as the IBM Personal Computer, the IBM PC/XT and the new IBM PC/x. And that means you can use many IBM Personal Computer Software

programs to help you reach your goals. All this and five expansion slots, ready to accept expanded memory, printers and other useful IBM Personal Computer options. Which should keep you rolling far into the future.

**Pick one up at a store near you.** You can see the new IBM Portable Personal Computer at any authorized IBM PC dealer or IBM Product Center.

To find the store nearest you, call 1-800-447-4700. In Alaska or Hawaii, call 1-800-447-0890.

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