


Epson bursts the myths
of personal computer buying.





Before you buy any personal computer, watch the Epson QX-10[®] poke holes in a few popular myths:



Myth #1:
Computers are difficult to learn.

Myth #2:
Apple[®] and IBM[®] have the most advanced technology.

Myth #3:
Apple and IBM are the only computers with extensive software available.

Myth #4:
A good computer is expensive.

Before the Epson QX-10, those myths may have been true. Fortunately, they're not true today.



Fact #1:

Today, the QX-10 with Valdocs® integrated software can be mastered almost entirely by pressing the plain-English keys on the HASCI® keyboard and reading the plain-English instructions on the screen. No classes or lengthy manuals are required.

Fact #2:

The hardware technology incorporated in the QX-10 places it among the most sophisticated microcomputers on the market. For example, using a number of internal specialized computers called "support processors" makes the QX-10 as fast or faster than comparable computers on the market.

Fact #3:

The QX-10 is the only computer available today that features an integrated software system including sophisticated word processing, scheduling, information indexing, electronic mail, calculations and business graphics.

And, because it uses the industry-standard CP/M® operating system, the QX-10 is able to tap into one of

the largest libraries of application software programs on earth. This includes literally hundreds of programs for business applications like word processing, accounting, spreadsheet and graphics, as well as a host of educational and recreational programs.

Fact #4:

A good computer is expensive. But for a lower cost than a good Apple or IBM, you can have the exceptional Epson QX-10.

Are computers hard to learn?

Not the QX-10.

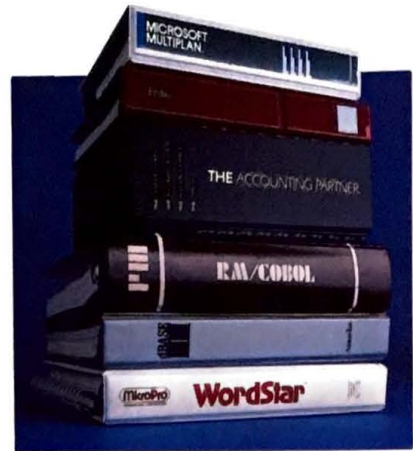
Even if you've never sat down at a computer before, you can be productive on the QX-10 in just a few minutes.

The reason is the combination of the Valdocs software with the innovative HASCI keyboard. On the QX-10, keys are labeled in English, so common sense tells you which key to press: CALC to calculate, SCHED to schedule appointments, DRAW to make charts and graphs and HELP if you don't know what to do next.

Valdocs and the HASCI keyboard reduce to an absolute minimum the time required to make your computer useful.



Epson makes more printers for personal computers than anyone.



The whole world of CP/M software, from business to education to games, is available to QX-10 users.

Epson technology.

Epson is the largest manufacturer of printers for personal computers on earth. More Epson printers are used with computers of all brands than any other. And that's only part of the Epson story.

Epson is also one of the world's leading manufacturers of Liquid Crystal Displays (LCD's) and a pioneer in the low-power CMOS technology that made portable computers like the Epson HX-20 Notebook Computer™ possible. Epson is part of the same company that makes world famous Seiko watches. And our manufacturing and quality control techniques are among the most advanced in the world.

Printer RX80 FT
100cps
T&F
\$349.-

1985
2365

With a heritage like that, would we skimp on the QX-10? Hardly.

Here's an example.

The dual floppy disk drives contained in the QX-10 are only a fraction as tall as most drives available today. This allows for the QX-10's sleek, low-profile design. Despite the slim design, each one provides 380K bytes of storage space.

That's a lot of storage—enough for the average paperback novel. And it's more than either Apple or IBM.

Another example is the QX-10's expansion capabilities. Many computers have a few expansion slots built onto the main circuit board. These allow the addition of optional circuit boards for expanded capabilities.

The IBM PC requires one slot to connect a monitor and printer and another to connect the standard disk drives.

The Apple requires the use of an expansion slot to get a standard 80-column display on the screen; another for the printer and still another for the disk drives.

And both Apple and IBM require an expansion slot to connect a telephone modem for telecommunications.

On the Epson QX-10, both a serial and parallel printer port are built in. The QX-10 monitor is controlled by a built-in graphic display controller. And with the QX-10, an external direct-connect modem requires no expansion slot.

In other words, with the QX-10, the space required for expansion with future capabilities isn't taken up by *today's* applications.

Smarter is faster.

The QX-10 is faster than many comparable computers because Epson engineers were smarter with its design. A faster computer means more productivity for you.

The brain or core of a computer is called the Central Processing Unit (CPU). As part of their regular duties, most CPU's must "check" the keyboard to see if a key has been pressed, "check" the input/output ports (I/O) for signals from, say, the printer and "check" the status of the monitor to see if it needs to be updated. A single CPU, however, can only perform one task at a time.

Most computer manufacturers have addressed this issue by trying to make the CPU operate faster.

Epson has gone further. The QX-10 utilizes a support processor in the keyboard, one for the input/output ports and one for the monitor. In simple terms, these are small computers dedicated for these functions.

With Valdocs, business graphics like this pie chart are a snap to do, and the QX-10's high-resolution screen draws them sharp and clean.



Human engineered.

The engineering that went into the "brains" of the QX-10 is certainly a laudable feat. But far more important to most users is the engineering that makes the Epson QX-10 easier and more pleasant to use.

First is the high-resolution monitor. On the QX-10, the display is composed of 256,000 points of light to give you one of the highest-resolution, easiest-to-read displays of any computer on the market. And because the monitor is a separate component, you can move or angle it to wherever it suits you best.



Unlike Apple and IBM, the QX-10 doesn't need its expansion slots to add a modem, a printer, disk drives or a monitor—it's all built in.

Next, anyone who types will recognize the Selectric™ style keyboard. This makes the transition from typing to computing on the QX-10 easier than on any other computer.

Additionally, we've separated the function keys, cursor controls and numeric keypad. This groups similar commands and functions in easy-to-locate areas.

And like the monitor, the QX-10's keyboard is a separate component that may be moved about and angled to the position that is most comfortable for you.

This is your computer.

Epson would be the first to agree that both Apple and IBM make perfectly acceptable computers.

Until you sit down and really compare.

To get capabilities comparable to the QX-10, an Apple or an IBM will cost you more.

You don't have to take our word for it. We urge you to ask your computer dealer to show you all three. Compare the ease of use, the video display, the keyboard and the software. Compare the styling. Then compare the price.

The Epson QX-10 personal computer. Myths only prevail until the facts come to light.



This is why Valdocs is so easy to learn: all you have to do is follow the plain-English instructions on the screen.

```
Select a function by its letter or moving the cursor then press RETURN
<H>elp with using this editor          <L>ook-for (find, replace, etc.)
<W>in-screen (centering, margins etc.) <P>age (goto #, new page, etc.)
<B>lock (move, copy, store, etc.)     <D>iscellaneous
<W>orks (Experts only)
<U>ndo to resume editing <2:00 P>
```

The QX-10 monitor is made up of 256,000 points of light to give you one of the highest-resolution, easiest-to-read displays on the market.

Each ultra-thin disk drive can store 380K bytes of information—enough to hold the average paperback novel. That's more than Apple, more than IBM.

This cord allows you to put the detachable QX-10 keyboard anywhere you like—even in your lap.

All the function keys on the remarkable HASCI keyboard are labeled in English, so common sense tells you which one to push.

The comfortable Selectric-style keyboard makes the transition from typing to computing easier on the QX-10 than any other computer.

These keys allow you to change from normal to bold to italic (or even bold-italic) type, change spacing and underline right on the screen.

A handy 10-key pad simplifies data entry.

Like the function keys and the 10-key pad, the cursor controls are separated from the main keyboard to make the QX-10 easier to use.



SPECIFICATIONS

CPU and Memory		Interfaces	
Main CPU	Z80A Microprocessor, 4 MHz Clockrate	Serial	RS-232 Programmable, DB-25 Connector, Synchronous or Asynchronous Standard Parallel
Main Memory	64K to <u>156K</u> RAM	Printer	
CMOS Memory	2K RAM Battery Backup	Light Pen	
IPL	Up to 8K	Option slots	Five
Controllers		Speaker	Controlled by Countertimer
Video/Graphic	NEC 7220 Graphic Display Controller	Environmental Requirements	
Disk	Double Density Floppy Disk Controller	Temperature	Operating Range 41° to 104°F (5° to 40°C) Storage Range 22° to 158°F (-30°C to 70°C)
DMA	Programmable DMA Controllers 1 Main System } 7 DMA Channels 1 Option Slot }	Humidity	Operating Range 10% to 80% Non-Condensing Storage Range 10% to 90% Non-Condensing
Interrupt	Programmable Interrupt Controllers (15 Interrupt Levels)	Physical Characteristics	
Control/Timer	Two Programmable Interval Timers	Size	CPU Monitor Keyboard
Printer I/F	Programmable Parallel Interface	Width	20.3 in (508mm) 12.4 in (312mm) 20 in (510mm)
Serial I/F	Multi-Protocol Serial Controller	Depth	13.6 in (340mm) 13.6 in (340mm) 8.9 in (224mm)
Clock	CMOS Realtime Clock/Calendar with Battery Backup	Height	4.1 in (103mm) 10.6 in (266mm) 1.9 in (49mm)
Display	12" Green Monochrome High-Resolution Monitor 640 x 400 Pixels 80 characters x 25 lines Non-Glare Screen Dedicated Memory 32K or 128K	Weight	20.6 lb (9.4kg) 12.1 lb (5.5kg) 5.5 lb (2.5kg)
Mass Storage	Two 5¼-inch, Double Sided Floppy Disk Drives; Capacity: 380K Per Disk	Power Requirements 115 VAC, 60 Hz; with Switching Power Supply 100 Watts	
Detachable Keyboards	ASCII HASCII		

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 Selectric is a trademark of International Business Machines Corp.



EPSON
 EPSON AMERICA, INC.

2780 Lomita Boulevard • Torrance, CA 90505 • (213) 539-9140

To find out who to contact in your area, please call (800) 421-5426. In California call (213) 539-9140