# 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

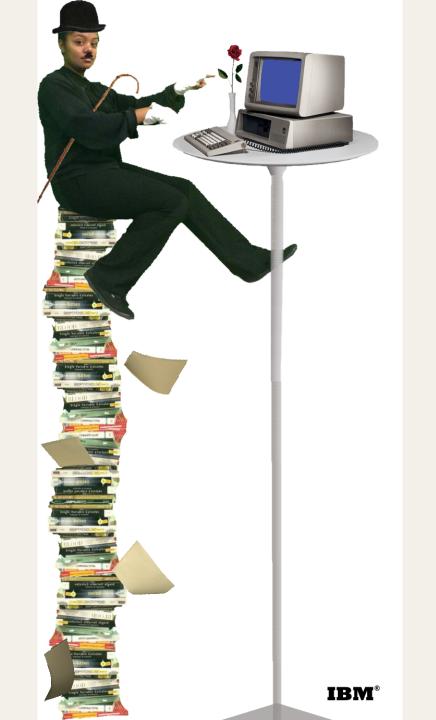


In advertisements such as their 1984 "Big Brother" ad, Apple attempted to portray IBM as being very corporate and impersonal, and themselves as exciting and fun. In response, LGFE wanted to find a new spokesperson who would give IBM an image of being more friendly and entertaining. After considering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

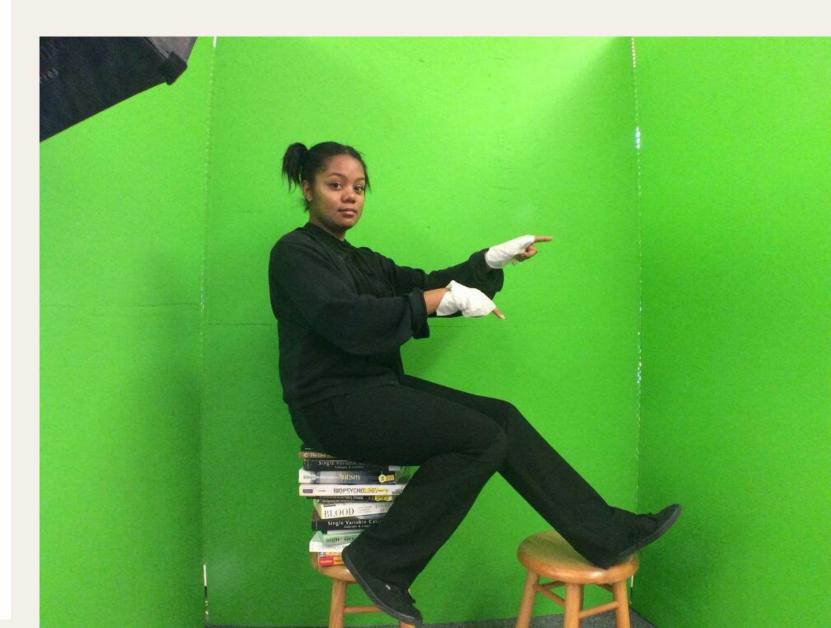


Our group decided to recreate one of IBM's "Little Tramp" advertisements. The advertisement chosen featured Scudder in the classic "Tramp" outfit, sitting atop a very tall pile of books and papers, typing on the IBM PC.









### **Other Charlie Ads**



#### 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 256 KB of user memory (expandable to 512 KB and a slimiline double-sided 544" 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\*of portable personal computers. Make no mistake about it, this is a true IBM PC.

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

dependable family as the IBM Personal IBM Computer, the IBM PC/XT and the new T IBM PC/r. And that means you can use 1-800 many IBM Personal Computer Software call 1

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. 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,

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