

SPREADSHEET PRODUCTS

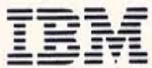
VISICALC

VISICALC ADVANCED VERSION

DESKTOP/PLAN

BUSINESS FORECASTING MODELS





## SPREADSHEET PRODUCT REQUIREMENTS

- NEED TO PERFORM NUMBER CRUNCHING . . .
  - FAST AND ACCURATE
- NEED TO QUICKLY EVALUATE IMPACT OF CONSTANT CHANGES IN BUSINESS CONDITIONS.
- NEED TO SHARE DATA BETWEEN DEPARTMENTS & INDIVIDUALS.
- MUST REQUIRE MINIMAL TRAINING AND LITTLE KNOWLEDGE OF COMPUTERS.
- BE ECONOMICAL TO JUSTIFY A P.C.



VISICALC

INSTANTLY CALCULATING ELECTRONIC WORKSHEET

"ELECTRONIC WORKSHEET TO  
SOLVE NUMERIC PROBLEMS"

REPLACES PAPER, PENCIL AND CALCULATOR

- SOLVE PROBLEMS IN SECONDS INSTEAD  
OF HOURS

ASK "WHAT IF"

- CHANGE ANY NUMBER AND INSTANTLY  
RECALCULATE ALL NUMBERS

EXPLORE MORE ALTERNATIVES

- ANALYZE IMPACT OF DECISIONS BEFORE  
YOU MAKE THEM

SHARE DATA WITH OTHER PRODUCTS E.G. VISIFILE,  
VISIWORD.





BUSINESS FORECASTING MODELS

- A SET OF SEVEN INTERRELATED VISICALC TEMPLATES
  
- INPUT DATA SUCH AS:
  - SALARIES
  - DEPRECIATION
  - EXPENSES
  
- GENERATE FINANCIAL REPORTS SUCH AS:
  - BALANCE SHEET
  - INCOME STATEMENT
  - CASH-FLOW ANALYSIS
  
- USED BY:
  - SMALL TO MEDIUM DEPARTMENTS OR ORGANIZATIONS  
TO PRODUCE PROFESSIONAL REPORTS

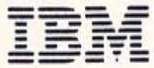




VISICALC TEMPLATE MARKET

- A TEMPLATE IS A VISICALC MODEL PRE-DESIGNED FOR A SPECIFIC APPLICATION E.G. INCOME TAX PREPARATION, REAL ESTATE, ACCOUNTING, FARMING, . . .
- HUNDREDS OF TEMPLATES AVAILABLE FOR VISICALC
- NUMEROUS BOOKS AVAILABLE FOR VISICALC
- ALL TEMPLATES ARE COMPATIBLE WITH:
  - VISICALC ON ANOTHER P.C.
  - NEW RELEASES OF VISICALC





DESKTOP/PLAN

- COMPREHENSIVE FINANCIAL AND BUSINESS PLANNING.
- THE PROGRAM THAT MAKES IT EASY TO ORGANIZE AND AUTOMATE FINANCIAL PLANNING.
- REPLACE EXPENSIVE TIME SHARING SERVICES FOR FINANCIAL PLANNING.
- GENERATE QUALITY REPORTS INCLUDING LINE CHARTS AND BAR GRAPHS.



DESKTOP/PLAN

- PROVIDES PROFESSIONAL LOOKING REPORTS THAT CAN CONTAIN LIMITED LINE CHARTS OR BAR GRAPHS
- ESPECIALLY EASY-TO-LEARN FOR THOSE WHO ARE FAMILIAR WITH TIME-SHARING FINANCIAL SYSTEMS
- PARTICULARLY USEFUL IN AUTOMATING ORGANIZED, REGULAR FINANCIAL MANAGEMENT - E.G. MONTHLY FINANCIAL STATEMENTS, QUARTERLY BUDGETS OR LONG-RANGE FORECASTS.





VISICALC

MARKET DEVELOPMENT

PERFORM INDIVIDUAL TASKS MORE EFFICIENTLY

- PLANNING
- BUDGETING
- FORECASTING
- CASH FLOW ANALYSIS
- FINANCIAL STATEMENTS
- TAXES
- COST ESTIMATES
- INVESTMENTS
- REAL ESTATE
- STRUCTURAL DESIGN
- NEARLY ANYTHING NUMERICAL!

ONE USER, ONE MACHINE, ONE MODEL



VISICALC

MARKET DEVELOPMENT

- FIRST "ELECTRONIC" WORKSHEET
- SIMPLE USER INTERFACE
- "GENERIC" SOFTWARE
  - (USERS CAN CREATE OWN MODELS WITHOUT PROGRAMMING).
- THOUSANDS OF "TEMPLATES" AVAILABLE. (E.G. REAL ESTATE, INCOME TAX, . . .)
- QUALITY PRODUCT (PERFORMANCE, DOCUMENTATION, RELIABILITY)
- BEST TRAINING AND SUPPORT AVAILABLE
- EUROPEAN LANGUAGE TRANSLATIONS
- WHAT NEXT? . . .





VISICALC ADVANCED VERSION  
FOR THE  
CORPORATE ENVIRONMENT

- TWO DIFFERENT USERS:
  - EXPERIENCED USERS (ACCOUNTANTS, MANAGERS, . . .)
  - NOVICE USERS (SECRETARIES, CLERKS, . . .)
  
- THESE GROUPS HAVE DIFFERENT NEEDS.





VISICALC ADVANCED VERSION  
CORPORATE REQUIREMENTS

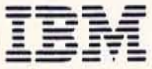
- SIMPLER FOR THE NOVICE
- UNIFORM AND CONSISTENT USE
- ADDITIONAL FUNCTIONALITY
  - FOR EASE OF USE
  - BUILD MORE COMPLEX MODELS
- EASIER TO CONSOLIDATE DATA
- ESSENTIAL TO PRODUCE PROFESSIONAL REPORTS



VISICALC ADVANCED VERSION  
"PRODUCERS" AND "USERS" OF TEMPLATES

- TEMPLATE IS A PRE-FORMATTED MODEL
  - TITLES, FORMULAS BUILT-IN
  
- TEMPLATES EASY TO USE BY A NOVICE
  - VIRTUALLY NO TRAINING REQUIRED
  
- PRODUCE THESE TEMPLATES FOR COMPLEX MODELS
  - EASIER TO DEVELOP AND TEST
  
- PRODUCER AND USER COULD BE SAME PERSON





VISICALC ADVANCED VERSION  
EASE OF USE FOR THE NOVICE USER

- STEP-BY-STEP GUIDANCE
- KEYSTROKE MEMORY
- DATA PROTECTION
- INFORMATION HIDING
- DATA CHECKING
- HELP

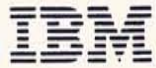




VISICALC ADVANCED VERSION  
FEATURES FOR THE EXPERIENCED USER

- CREATE COMPLEX MODELS
- MAKE TEMPLATES EASY TO USE
- SHORTEN AND SIMPLIFY A COMMAND SEQUENCE
- GREATER FLEXIBILITY
- PROFESSIONALLY FORMATTED REPORTS
- UPWARD COMPATIBLE WITH VISICALC MODELS





## WHAT TO SELL IN A CORPORATE ENVIRONMENT

- EVERYONE NEEDS VISICALC
  - FIRST TIME USERS
  - "ANY CALCULATION PERFORMED MORE THAN TWICE"
  - FINANCE, ACCOUNTING, ENGINEERING, . . .
  
- BFM
  - SMALL & MEDIUM SIZE BUSINESSES FOR PREPARING BALANCE SHEETS, INCOME STATEMENTS, . . .
  
- DESK TOP/PLAN
  - REPLACE EXPENSIVE TIME SHARING SERVICES FOR FINANCIAL PLANNING
  - REPORTS WITH LINE CHARTS & GRAPHS.
  
- VISICALC ADVANCED VERSION (VAV)
  - VISICALC USERS WILL GROW INTO VAV
  - FOR ORGANIZATIONS TO SHARE & CONSOLIDATE DATA
  - FOR NOVICES TO USE "TEMPLATES".





VISICALC

MARKET POSITION

- APPROXIMATELY 400,000 COPIES SHIPPED
  - (ESTIMATE OVER 1M USERS).
  
- OVER 70% OF MARKET SHARE
  - (PER FUTURE COMPUTING CONSULTING)
  
- #1 SELLER IN PERSONAL COMPUTER SOFTWARE
  
- BEST OVERALL PRODUCT
  - QUALITY SOFTWARE & DOCUMENTATION
  - SUPPORT FROM VISICORP & "OTHERS"
  - TRAINING
  - PRODUCT UPGRADES: MAINTENANCE AND ENHANCEMENTS
  
- AN INTEGRAL PART OF VISISERIES





VISICALC

ELECTRONIC WORKSHEET WHICH SOLVES NUMERIC PROBLEMS

BENEFITS

EASY TO USE AND  
FLEXIBLE MODEL DESIGN

BUILDS MODELS  
FASTER

AUTOMATICALLY  
CALCULATES

LET'S YOU PLAY  
"WHAT IF"

USES INFORMATION CREATED  
IN VISICALC TO PLOT GRAPHS,  
(VISITREND/PLOT) MAINTAIN  
RECORDS (VISIFILE), ETC.

FEATURES

SINGLE KEY COMMAND  
ACTIVATION

REPLICATION DUPLICATES  
ENTRIES AND FORMULAS

MATH CAPABILITIES

RECALCULATES RELATED  
FIGURES

ABILITY TO TRANSFER  
DATA BETWEEN VISI PRODUCTS



DESKTOP/PLAN

COMPREHENSIVE BUSINESS AND FINANCIAL PLANNING

BENEFITS

EASE-OF-USE, WELL LAID OUT REPORTS.

AVOID HAVING TO LEARN ALGEBRAIC FORMULAS'.

ADD FLEXIBILITY TO TYPES OF ANALYSIS/CALCULATIONS THAT CAN BE DONE.

PRODUCE SUMMARY REPORTS

CREATE POWERFUL, VISUAL REPORTS USING GRAPHICS

QUALITY REPORTS

SAVE TIME FOR REGULAR, PERIODIC ANALYSIS AND REPORTS.

UTILIZE POWER OF VISICALC ALONG WITH DESKTOP/PLAN, AVOID DUPLICATE DATA ENTRY.

FEATURES

MENU DRIVEN, WELL-DEFINED SEQUENCE OF STEPS

STANDARD CALCULATIONS RULES

USER-DEFINED CALCULATION RULES

CONSOLIDATE IDENTICAL SUB-MODELS AND TRANSFER LINES FROM OTHER MODELS

GRAPHIC (LINE CHARTS AND BAR GRAPHS)

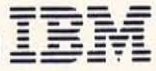
AUTOMATIC FORMATTING

RECALCULATION OF MODEL VALUES

ACCEPTS DATA FROM VISICALC







*Personal Computer*

VISITREND/PLOT  
DEFINITION

GRAPHICS PRESENTATION

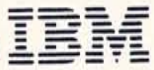
WITH

STATISTICS & ANALYSIS



**VISICORP**  
PERSONAL SOFTWARE



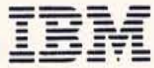


VISITREND/PLOT

TARGET MARKET

- BUSINESS PROFESSIONALS WHO ANALYZE AND FORECAST DATA.
- BUSINESS PROFESSIONALS WHO GIVE PRESENTATIONS USING CHARTS AND GRAPHS.





VISITREND/PLOT

CORPORATE ENVIRONMENT

USES:

- CONVERT INFORMATION FROM TABULAR NUMERICAL FORMATS TO EASY TO COMPREHEND CHARTS AND GRAPHS
- SPOT TRENDS QUICKLY
- ENHANCE COMMUNICATIONS AND PRESENTATIONS
- ANALYZE RELATIONSHIPS BETWEEN TWO OR MORE DATA SERIES
- ANALYZE HISTORICAL DATA
- FORECAST THE FUTURE BASED ON THE PAST
- BETTER UNDERSTAND THE UNDERLYING VARIABLES THAT AFFECT YOUR BUSINESS





VISITREND/PLOT

BUSINESS FORECASTING WITH GRAPHICS AND STATISTICS

CREATES AND STORES TIME SERIES

- CREATE, EDIT, INSERT, DELETE
- INTERPOLATE
- GENERATES DATA: ARITHMETIC, GEOMETRIC PROGRESSION
- INTERCHANGES DATA WITH MOST VISISERIES PRODUCTS

GRAPHICS

- LINE, BAR, AREA, HI-LOW-CLOSE, PIE AND X-Y FORMATS
- GRIDS, TITLES, LEGENDS
- TEXT-ONLY GRAPHICS: LARGE, SMALL, BOLD AND NORMAL FONTS

ANALYSIS

- DESCRIPTIVE STATISTICS
- REGRESSION AND FORECASTING
- TIME SERIES ANALYSIS: MOVING AVERAGE, EXPONENTIAL SMOOTHING, % CHANGE, CUMULATIVE TOTAL, LEAD AND LAG TIME SERIES
- TRANSFORMATIONS





VISITREND/PLOT

MARKET DEVELOPMENT

STATISTICS

MEAN      STANDARD DEVIATION  
 AVERAGE   HI, LOW

ANALYSIS

REGRESSION      SMOOTHING  
 MOVING AVERAGE   % CHANGE  
 CUM TOTAL

OUTPUT TYPES

LINE    PIE  
 BAR    HI-LO-CLOSE  
 AREA    X-Y  
 TEXT ONLY

S  
C  
R  
I  
P  
T  
I  
N  
G  
\*

S  
C  
R  
I  
P  
T  
I  
N  
G  
\*

PRESENTATION

GRIDS    SYMBOLS  
 LEGEND   COLOR\*  
 TITLES   FONTS

OUTPUT

VIDEO  
 PRINTERS  
 PLOTTERS\*  
 35MM\*

G  
R  
A  
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\* GROWTH PATHS



**VISICORP**  
 PERSONAL SOFTWARE

VISITREND/PLOT

BUSINESS GRAPHICS WITH FORECASTING AND STATISTICS

BENEFITS

ALLOWS A VARIETY  
OF VISUAL  
REPRESENTATION

EASE OF LEARNING  
AND USE

ENABLES  
COMPARISONS OF  
DIFFERENT TYPES OF  
INFORMATION

CREATES PRINTED  
COPIES OF GRAPHICS

FEATURES

SIX GRAPH TYPES

"MENU" WALKS YOU THROUGH  
INSTRUCTIONS. AUTOMATIC  
SCALING CREATES X—Y  
AXIS BASED ON THE DATA

"OVERLAY" DISPLAYS MORE  
THAN ONE TYPE OF GRAPH  
AT A TIME

"PRINT" CAPABILITIES GRAPH  
DIRECTLY TO PRINTER





VISITREND/PLOT

BUSINESS GRAPHICS WITH FORECASTING AND STATISTICS

BENEFITS

REDUCES ERROR AND  
SAVES TIME ON  
BUSINESS MATH  
OPERATIONS

"CUSTOMIZED"  
CALCULATIONS

ENABLES  
FORECASTING  
OF TRENDS

MULTI-PURPOSE  
INFORMATION

FEATURES

AUTOMATIC STATISTICAL  
CALCULATION OF MIN, MAX,  
STD ERROR, STD DEV, VAR

AUTOMATIC ANALYSIS: SMOOTHING,  
MOVING AVG, % CHANGE, CUM  
TOTALS, LAG AND LEAD

COMPLEX ARITHMETIC OPERATIONS  
ALLOW YOU TO DEFINE YOUR  
OWN CALCULATIONS

MULTIPLE LINEAR REGRESSION  
PRODUCES ANALYSIS OF TRENDS

ABILITY TO TRANSFER  
DATA AMONG VISIPRODUCTS



VISITREND/PLOT

CAPACITIES

- UP TO 16 DATA SERIES TOTALLING UP TO 2000 DATA POINTS CAN BE HELD IN MAIN MEMORY.
- A SERIES CAN CONSIST OF UP TO 250 DATA POINTS.
- UP TO 6 SERIES CAN BE SELECTED FOR PLOTTING.
- MULTIPLE REGRESSION ALLOWS UP TO 5 INDEPENDENT VARIABLES.
- PIE CHARTS MAY HAVE UP TO 8 SEGMENTS.





WHAT IS VISIDEX?

THE PERSONAL INFORMATION & CALENDAR MANAGEMENT PRODUCT.

DESIGNED FOR INSTANT RECALL OF INFORMATION

USED FOR:

- SALES CALL REPORTS
- INDEXING PERIODICALS
- APPOINTMENT SCHEDULER



WHAT DOES VISIDEX DO?

AS AN INFORMATION MANAGER:

- ACCEPTS FREE FORM INPUT
- CROSS REFERENCES INFORMATION

AS A CALENDAR MANAGER:

- KEEPS TRACK OF APPOINTMENTS





WHAT'S SPECIAL ABOUT VISIDEX?

FLEXIBILITY

- FREE OR STRUCTURED INPUT
- KEYWORD OR NON-KEYWORD ACCESS
- DATA, TEXT, OR CALENDAR MANAGEMENT



A COMPARISON  
OF  
INFORMATION MANAGERS

	<u>VISI</u> FILE	<u>VISI</u> DEX
INPUT:	STRUCTURED FORMAT	FREE FORM
RETRIEVAL:	INDEX ACCESS	KEYWORD ACCESS
SORT:	POWERFUL	LIMITED
REPORTING:	FLEXIBLE	LIMITED
OTHER:		CALENDAR MANAGEMENT





VISIWORD

MAKES WRITING AND WORD PROCESSING EASY

AVAILABLE Q1, 1983

WORD PROCESSING SELLS PERSONAL COMPUTERS

VISIWORD WILL BE THE LEADING WORD PROCESSING  
PRODUCT IN THE PERSONAL COMPUTER INDUSTRY

WHY?

VISIWORD TAKES FULL ADVANTAGE OF THE IBM PERSONAL  
COMPUTER

VISIWORD IS EXTREMELY EASY TO LEARN AND USE

VISIWORD WORKS INTEGRALLY WITH THE VISISERIES

VISIWORD IS COMPLETE



**VISICORP**  
PERSONAL SOFTWARE

VISIWORD FILLS A CORPORATE NEED

USER

SECURITY ANALYST

MARKETING MANAGER

BANK OFFICER

SALESPERSON

APPLICATION

RESEARCH REPORT

COMPETITIVE ANALYSIS

CREDIT REVIEW

TRIP REPORT





WHO WILL USE VISIWORD?

USER

NEED

BUSINESS PROFESSIONAL

TIME SENSITIVE

- MARKETING MANAGER

- PRESENTATION TO  
COMMITTEE

- SALESPERSON

- LAST MINUTE  
CHANGES TO PROPOSAL

- FINANCIAL ANALYST

- BASED ON OUTPUT  
OF OTHER VISI-PRODUCTS

ASSISTANT OR  
SECRETARY

NOT TIME SENSITIVE



WHY WILL THEY PREFER VISIWORD?

USER TYPE

REASONS FOR PREFERENCE

BUSINESS PROFESSIONAL

- EASY TO LEARN AND RELEARN FOR CASUAL USER
- WORKS WITH THE VISI-SERIES
- EASY TO CUT AND PASTE

ASSISTANT OR  
SECRETARY

- LEARN IN 20 OR 30 MINUTES
- EASY TO USE
- POWERFUL FORMATTING, AUTOMATIC FILL-IN, SPELLING CHECKER





VISIWORD IS EASY TO LEARN AND RELEARN

ALL TEXT EDITING FUNCTIONS SELECTED WITH

- PROGRAM FUNCTION KEYS
- MOVING CURSOR MENU SELECTIONS

HELP IS ALWAYS AVAILABLE

USER ALWAYS HAS A WAY OUT

VISIWORD PROTECTS USER FROM HARMING DOCUMENTS BY  
ACCIDENT



VISIWORD IS EASY TO USE

WHAT YOU SEE IS WHAT YOU GET

MOST OFTEN USED FUNCTIONS ON IBM PROGRAM FUNCTION KEYS

EDITING FUNCTIONS INVOKED WITH A SINGLE KEYSTROKE

VISIWORD IS HIGH PERFORMANCE, FAST RESPONSE

DISPLAY IS UNCLUTTERED





VISIWORD IS POWERFUL

ALL IMPORTANT WORD PROCESSING COMMANDS FOR BUSINESS USERS

FULL PAGE FORMATTING

CENTERING, JUSTIFICATION, CHANGEABLE RULERS

SUPPORTS ALL MAJOR PRINTERS

PRINTS ONE DOCUMENT WHILE EDITING ANOTHER

PAGE WIDTH UP TO 255 CHARACTERS



VISIWORD IS PART OF AN INTEGRATED SET OF TOOLS

VISIWORD -- VISISPELL

VISIFILE



VISICALC

VISITREND/PLOT





VISIWORD CAPABILITIES

Q1, 1983

- FULL FUNCTION WORD PROCESSOR
- FORM FILL-IN WITH VISIFILE
- INCLUDE VISICALC MODELS
- SPELLING CHECKER

FUTURE

- GRAPHIC (MID 1983)
- "PUBLICATION" FORMATTING (MID 1983)
- FIT INTO IBM OFFICE ENVIRONMENT



## COMPETITIVE ADVANTAGES

### Vs. EASYWRITER

- WORKS WITH OTHER VISIPRODUCTS
- NUMERIC COLUMN OPERATIONS (WORKS WITH SPREADSHEETS)
- WINDOWS
- NO "MODES"
- REGULAR DOS FILES

### Vs. WORDSTAR

- WORKS WITH OTHER VISIPRODUCTS
- EASE OF LEARNING
- NO CONTROL KEYS
- WINDOWS





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# VISICALC<sup>®</sup>

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INSTANTLY CALCULATING 'ELECTRONIC WORKSHEET'

ADVANCED VERSION



VISICORP<sup>™</sup>  
PERSONAL SOFTWARE<sup>™</sup>

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# VISI CALC ADVANCED VERSION

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More than a quarter million business professionals have discovered how much help our VisiCalc® program can be.

Our new VisiCalc Advanced Version program will help even more. Because it extends the problem-solving power, speed and accuracy of "electronic worksheets" throughout your organization.

Now individuals and departments can quickly develop their plans in a uniform manner and consolidate them into an overall company plan—the way successful businesses like to. And everyone involved in the planning process can work smarter, better, faster—the way successful businesspeople want to.

With VisiCalc Advanced Version you or your planners can create powerful prefor-

matted worksheets, or "templates", for others in your company to use. Templates for estimates, budgets, forecasts, plans—nearly anything numerical.

Then, you and others in your company simply "fill in the blanks." In seconds, the program performs all the complex calculations built into the worksheet, and displays the answers to problems that could have taken hours to solve by hand.

The VisiCalc Advanced Version program protects any areas of a worksheet you don't want changed. You need not worry about someone accidentally changing a formula, title or any other important feature. It also provides comprehensive on-screen help, with the "?" key, to assist users in completing their worksheets.

What's more, you and others can ask "What if...?". Change any number on a worksheet and see the new results instantly. You can analyze the impact of decisions before you make them.

VisiCalc Advanced Version makes it easier to achieve multisheet consolidation, totaling worksheets from various groups, departments or divisions into concise presentation-quality reports for management use, all with a minimum of keystrokes.

And the worksheets you've already developed with your VisiCalc III program on your Apple III are upward compatible with the VisiCalc Advanced Version program.

Ask your computer store salesperson to show you how easy it is to use the VisiCalc Advanced Version program for problem-solving, company-wide.



# EXPANDS YOUR CAPABILITIES.

## All the features of VisiCalc:

- Wall-sized worksheet 63 columns wide and 254 lines deep; usable space depends upon the computer's RAM memory size.
- Powerful Recalculation feature lets you change any number or formula and immediately all numbers affected by that change are recalculated and displayed.
- Replicate feature duplicates any entry—label, number of formula—anywhere else on the worksheet without you having to retype it over and over.
- Window feature splits the display into two parts or "windows", either horizontally or vertically, to view separate portions of the worksheet.
- Variable format sets any or every number to integer, floating point, dollars and cents, left or right justified, or histogram (simple graph) with just three keystrokes.
- Extensive commands and functions, including the Choose function, logical functions (True, False, And, Or, Not, If) and arithmetic comparison operators (>, <, =, >=, <=, <>).
- Automatically performs simple math functions (+, -, ×, ÷, ^) and built-in functions (Sum, Average, Net Present Value, Count, Minimum, Maximum and more).
- Engineering math functions include a full set of trigonometric functions: scientific notation is automatic, eleven-digit precision is standard.
- Prints full worksheets as well as lists of worksheet formats and formulas.

## And all these features, too:

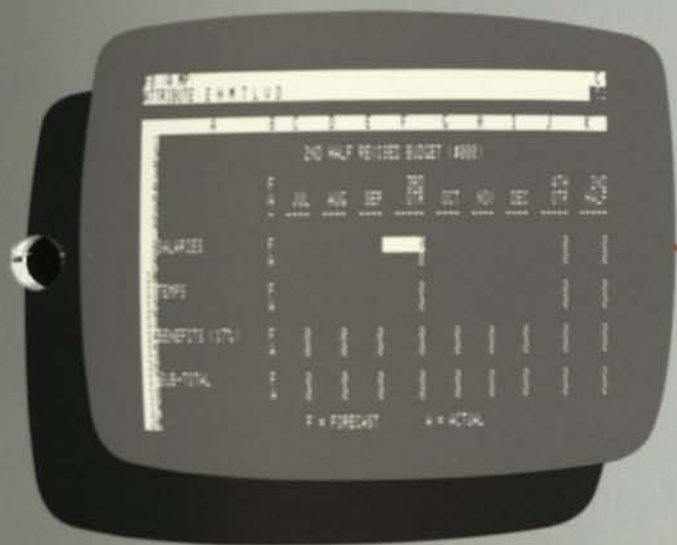
- Very sophisticated worksheets are easy to use even for a novice, thanks to:
  - Protected cells, preventing accidental loss or change of information.
  - Tab, automatically guiding users, jumping from one space to the next.
  - Hidden cells, allowing sensitive or confidential information to be built in without being seen by users.
  - Datatype checking, safeguarding against the entry of the wrong type of information. (For example, if a label entry is required, a numeric value will not be accepted.)
  - And more ease-of-use capabilities.
- Greater formatting flexibility, with:
  - Floating \$ sign.
  - % sign.
  - Commas for large numbers.
  - Control of significant digits.
  - Parentheses ( ) for negative values.
  - Debit (DR) and Credit (CR) symbols.
  - Justification and centering.
  - Cell margins (gutters).
  - And more flexibility.
- Variable column widths.
- Expanded replicate command for quicker, easier duplication of rows, columns or blocks.
- Full financial capabilities including internal rate of return, and calendar functions.
- Extensive on-screen help available at any stage with the "?" key.
- Easily invokes complex or frequently used commands with a minimum of keystrokes.

- Multi-sheet consolidation made easier, totaling various worksheets or sections of worksheets with a minimum of keystrokes.
- Comprehensive formatting capabilities to produce presentation-quality reports.
- Display or print formulas at individual cell locations or for the entire worksheet.
- Move, insert, or delete as many rows or columns as you want to, in one step.
- "Label" and extended "choose" functions to display results in words as well as numbers.
- Additional math functions including modulo, round and extensions/weighted average calculations.
- Worksheets developed with the VisiCalc III program on Apple III will run with the VisiCalc Advanced Version.

## Computer Requirements:

Apple III with 128K RAM, and at least one external disk drive. Printer recommended. See your dealer for compatible printers.

# TAKES THE WORK OUT OF WORKING



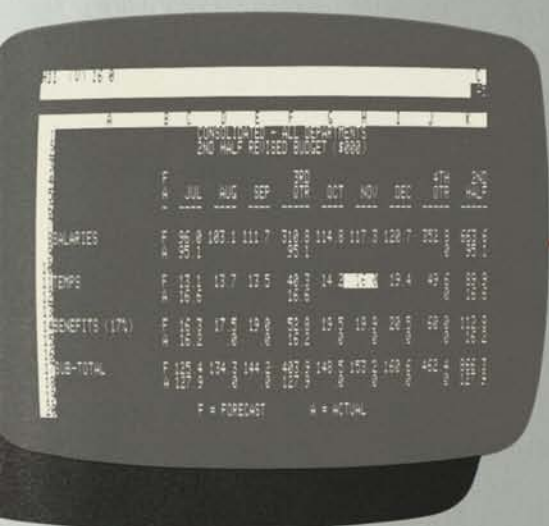
**Step One:** Create a preformatted worksheet, or "template", that is complex, yet easy-to-use.

**Step Two:** Distribute templates to others for completion in uniform manner. They simply "fill in the blanks", program does all calculations instantly, accurately.

St  
sh  
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# WITH NUMBERS, COMPANY-WIDE.



CONSOLIDATED - ALL DEPARTMENTS  
2ND HALF REVISED BUDGET (\$000)

	F	JUL	AUG	SEP	3RD QTR	OCT	NOV	DEC	4TH QTR	2ND HALP
SALARIES	F 96.0 A 95.1	103.1	111.7	310.8 95.1	114.8	117.3	120.7	352.8 .0	663.6 95.1	
TEMPS	F 13.1 A 16.6	13.7	13.5	40.3 16.6	14.2	16.0	19.4	49.6 .0	89.9 16.6	
BENEFITS	F 16.3 A 15.2	17.5 .0	19.0 .0	52.8 15.2	19.5 .0	19.9 .0	20.5 .0	60.0 .0	112.8 15.2	
SUB-TOTAL	F 125.4 A 126.9	134.3 .0	144.2 .0	403.9 126.9	148.5 .0	153.2 .0	160.6 .0	462.4 .0	866.3 126.9	
TRAVEL	F 7.5 A 9.1	7.5	7.5	22.5 9.1	10.5	8.5	8.5	27.5 .0	50.0 9.1	
CONSULTANTS	F 5.0 A 5.0	5.0	.0	10.0 5.0	.0	.0	.0	.0 .0	10.0 5.0	
MERCHANDISING	F 3.5 A 6.3	3.5	3.5	10.5 6.3	4.5	4.5	4.5	13.5 .0	24.0 6.3	
OTHER	F 2.2 A 2.5	2.3	2.4	6.9 2.5	2.5	2.6	2.7	7.8 .0	14.7 2.5	
SUB-TOTAL	F 18.2 A 22.9	18.3 .0	13.4 .0	49.9 22.9	17.5 .0	15.6 .0	15.7 .0	48.8 .0	98.7 22.9	
T O T A L	F 143.6 A 149.8	152.6 .0	157.6 .0	453.8 149.8	166.0 .0	168.8 .0	176.3 .0	511.2 .0	965.0 149.8	

F = FORECAST      A = ACTUAL

Step Three: Consolidation of various worksheets achieved easily with a minimum of keystrokes.

Step Four: Produce presentation-quality reports for management use.





VISICORP™  
PERSONAL SOFTWARE™

2895 Zanker Road, San Jose, CA 95134 (408) 946-9000



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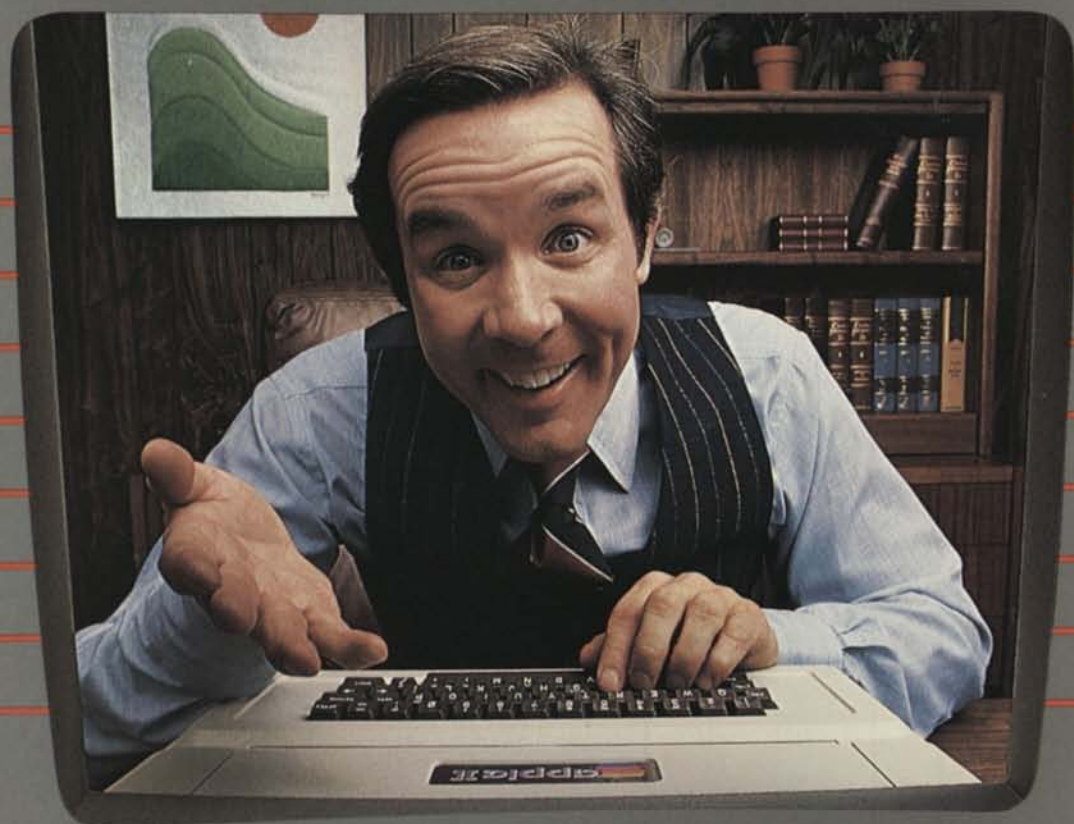
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THE VISISERIES FROM VISICORP



*That's It!*

There's nothing quite like that feeling you get when you know you've got the solution.

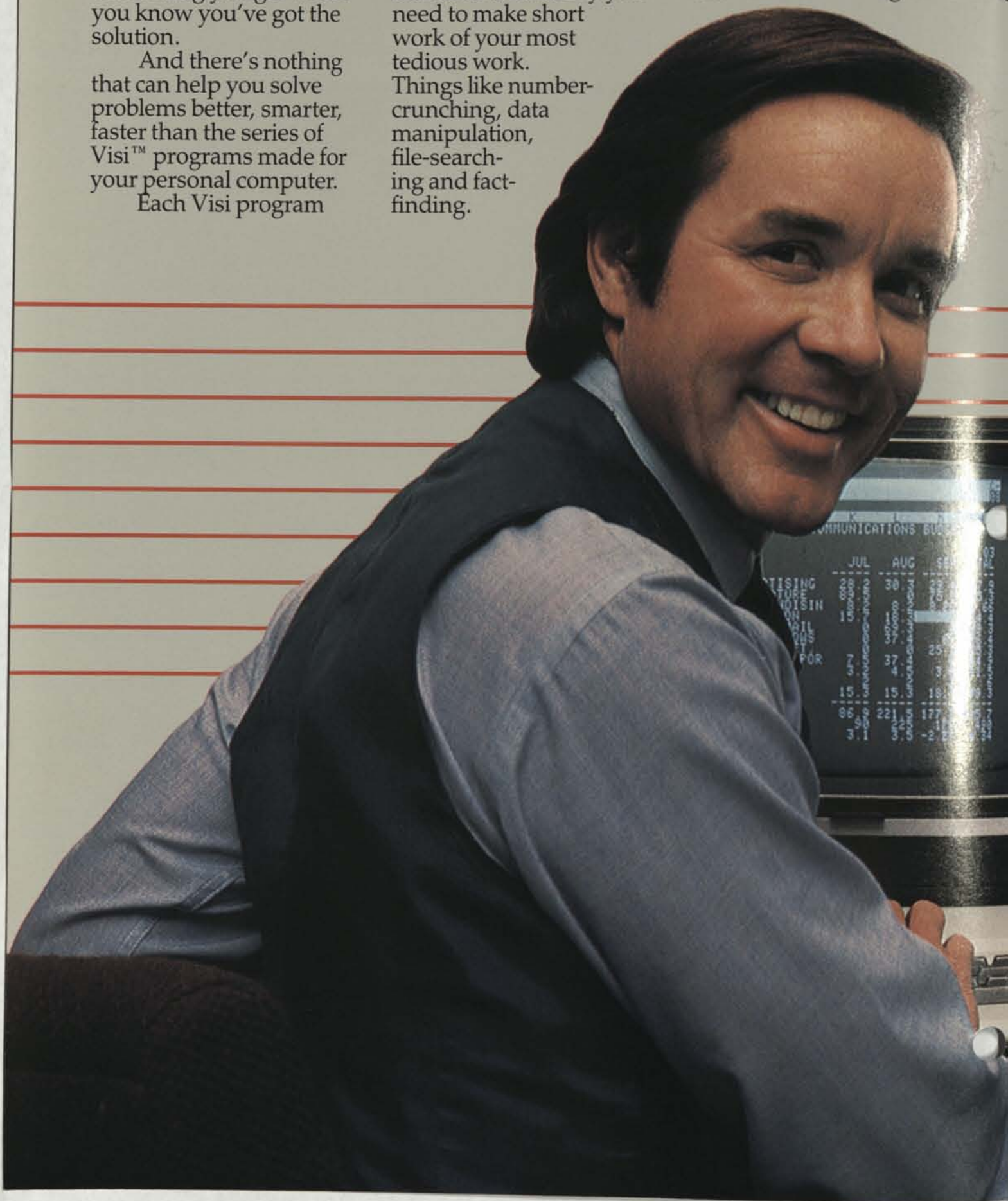
And there's nothing that can help you solve problems better, smarter, faster than the series of Visi™ programs made for your personal computer.

Each Visi program

provides the speed, convenience and reliability you need to make short work of your most tedious work.

Things like number-crunching, data manipulation, file-searching and fact-finding.

And every program in the Visi series strengthens





your ability to concentrate on the work where your experience, skills and intuition can do the most good. Things like thinking, planning, and managing.

But the Visi programs are far more than individual problem-solvers. They're all inter-related, just like your needs and

tasks, to give you a fully-integrated solution.

All of the Visi programs work in much the same way, so it's easy to learn and use any of them.

They automatically interchange data, so you can work with the same information in many different ways, without repetitious

data re-entry.

And they're all brought to you by VisiCorp. The one company whose only business is helping you make the most of the personal computer in your business.

Just look at all the ways we can help you do all the things you're intent on doing...





## VISICALC® ADVANCED VERSION

More than a quarter million business professionals have discovered how much help our VisiCalc® program can be.

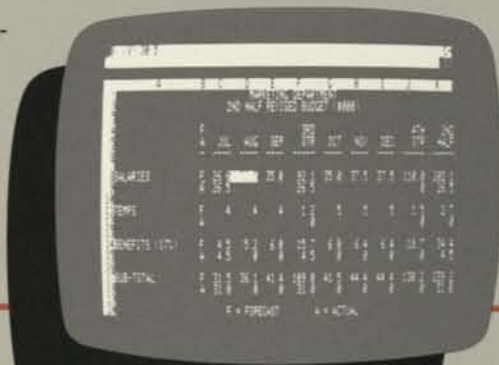
Our new VisiCalc Advanced Version program will help even more. Because it extends the problem-solving power, speed and accuracy of "electronic worksheets" throughout your organization.

Now individuals and departments can quickly develop their plans in a uniform manner and consolidate them into an overall plan—the way successful businesses like to. And

everyone involved in the planning process can work smarter, better, faster—the way successful businesspeople want to.

With VisiCalc Advanced Version you or your planners can create powerful preformatted worksheets, or "templates", for others in your company to use. Templates for estimates, budgets, forecasts, plans—nearly anything numerical.

Then, you and others in your company simply "fill in the blanks."



### Step One:

Create a preformatted worksheet, or "template", that is complex, yet easy-to-use.

### All the features of VisiCalc:

- Wall-sized worksheet 63 columns wide and 254 lines deep; usable space depends upon the computer's RAM memory size.
- Powerful Recalculation feature lets you change any number or formula and immediately all numbers affected by that change are recalculated and displayed.
- Replicate feature duplicates any entry—label, number or formula—anywhere else on the worksheet without you having to retype it over and over.
- Window feature splits the display into two parts or "windows", either horizontally or vertically, to view separate portions of the worksheet.

### Step Two:

Distribute templates to others for completion in uniform manner. They simply "fill in the blanks," program does all calculations instantly, accurately.

- Variable format sets any or every number to integer, floating point, dollars and cents, left or right justified, or histogram (simple graph) with just three keystrokes.
- Extensive commands and functions, including the Choose function, logical functions (True, False, And, Or, Not, If) and arithmetic comparison operators (>, <, =, >=, <=, <>).

### Step Three:

Consolidation of various worksheets achieved easily with a minimum of keystrokes.

- Automatically performs simple math functions (+, -, ×, ÷, ^) and built-in functions (Sum, Average, Net Present Value, Count, Minimum, Maximum and more).
- Engineering math functions include a full set of trigonometric functions: scientific notation is automatic, eleven-digit precision is standard.
- Prints full worksheets as well as lists of worksheet formats and formulas.

### And all these features, too:

- Very sophisticated worksheets are easy to use even for a novice, thanks to:
  - Protected cells, preventing accidental loss or change of information.
  - Tab, automatically guiding users, jumping from one space to the next.



In seconds, the program performs all the complex calculations built into the worksheet, and displays the answers to problems that could have taken hours to solve by hand.

The VisiCalc Advanced Version program protects any areas of a worksheet you don't want changed. You need not worry about someone accidentally changing a formula, title or any other important feature. It also provides comprehensive on-screen

help, with the "?" key, to assist users in completing their worksheets.

What's more, you and others can ask "What if...?". Change any number on a worksheet and see the new results instantly. You can analyze the impact of decisions before you make them.

The VisiCalc Advanced Version program with its Keystroke Memory™ feature makes it easier to achieve multisheet consolidation, totaling worksheets from various groups, departments or divisions into concise presentation-quality reports for management use.

And the worksheets you've already developed with your VisiCalc III program on your Apple III are upward compatible with the VisiCalc Advanced Version program.

Ask your computer store salesperson to show you how easy it is to use the VisiCalc Advanced Version program for problem-solving, company-wide.

CONSOLIDATED - ALL DEPARTMENTS  
1987 BUDGET SUMMARY (1987)

	F	JUL	AUG	SEP	OCT	NOV	DEC	1987	1987
								BUDGET	ACTUAL
<b>SALARIES</b>	F	88.2	101.1	111.7	118.8	114.8	117.3	108.7	102.4
	A	85.1			85.1				85.1
<b>TRIPS</b>	F	12.1	12.7	12.3	12.3	14.1	14.0	14.4	14.4
	A	14.4			14.4				14.4
<b>RENTS</b>	F	14.1	17.1	19.1	22.1	19.1	19.1	19.1	11.1
	A	15.1			15.1				15.1
<b>SUB-TOTAL</b>	F	125.4	134.2	144.2	153.2	148.1	155.2	148.4	142.4
	A	124.4			124.4				124.4
<b>TRAVEL</b>	F	7.1	7.1	7.1	22.1	19.1	8.1	6.1	21.1
	A	9.1			9.1				9.1
<b>CONSULTANTS</b>	F	5.0	5.0	.0	10.0	.0	.0	.0	10.0
	A	5.0			5.0				5.0
<b>MERCHANDISING</b>	F	3.1	3.1	3.1	12.1	4.1	4.1	4.1	12.1
	A	4.1			4.1				4.1
<b>OTHER</b>	F	2.1	2.1	2.4	4.1	2.1	2.4	2.7	14.7
	A	3.1			3.1				3.1
<b>SUB-TOTAL</b>	F	18.2	18.2	17.4	49.2	17.2	17.4	17.2	49.2
	A	19.2			19.2				19.2
<b>TOTAL</b>	F	143.6	152.4	161.6	162.4	165.2	172.6	165.6	161.6
	A	148.4			148.4				148.4

F = FORECAST    A = ACTUAL

PAGE 1

#### Step Four:

Produce presentation-quality reports for management use.

- Hidden cells, allowing sensitive or confidential information to be built in without being seen by users.
- Datatype checking, safeguarding against the entry of the wrong type of information. (For example, if a label entry is required, a numeric value will not be accepted.)
- And more ease-of-use capabilities.
- Greater formatting flexibility, with:
  - Floating \$ sign.
  - % sign.
  - Commas for large numbers.
  - Control of significant digits.
  - Parentheses ( ) for negative values.
  - Debit (DR) and Credit (CR) symbols.
  - Justification and centering.
  - Cell margins (gutters).
  - And more flexibility.

- Variable column widths.
- Expanded replicate command for quicker, easier duplication of rows, columns or blocks.
- Full financial capabilities including internal rate of return, and calendar functions.
- Extensive on-screen help available at any stage with the "?" key.
- Easily invokes complex or frequently used commands with a minimum of keystrokes.
- Multi-sheet consolidation made easier, totaling various worksheets or sections of worksheets with a minimum of keystrokes.
- Comprehensive formatting capabilities to produce presentation-quality reports.

- Display or print formulas at individual cell locations or for the entire worksheet.
- Move, insert, or delete as many rows or columns as you want to, in one step.
- "Label" and extended "choose" functions to display results in words as well as numbers.
- Additional math functions including modulo, round and extensions/weighted average calculations.
- Worksheets developed with the VisiCalc III program on Apple III will run with the VisiCalc Advanced Version.

#### Computer Requirements:

Apple III with 128K RAM, and at least one external disk drive. Printer recommended. See your dealer for compatible printers.



## VISICALC®

**It takes the work out of working with numbers.**

The VisiCalc® program is the powerful "electronic worksheet" that replaces paper, pencils and calculator to help you solve number problems.

In just seconds, the VisiCalc program can calculate and display the answers to involved problems you could have spent hours doing by hand.

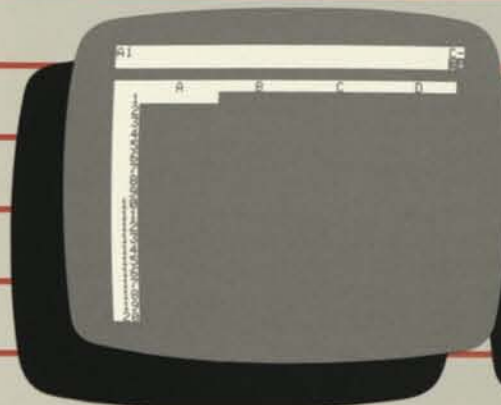
The speed and versatility of the VisiCalc program make it easy for you to explore more alternatives. You can ask "What if...?". Just change any number in your problem and instantly the program recalculates all the numbers and displays the new results. So you can readily analyze the impact of decisions before you make them.

Whether you're working with investments, cash flow, inventory, cost estimates, budgets, plans—nearly anything numerical, the VisiCalc program can help you work better, smarter, faster.

And while the VisiCalc program does a lot by itself, it can do even more for you when used with other Visi™ programs. For example, transfer your data to our VisiTrend/Plot™ program for forecasting, statistics, charts and graphs.

Ask your retail computer store salesperson for a demonstration of the VisiCalc program. See how easy it is to take the work out of working with numbers.

### VisiCalc Step-by-Step



**Step One: A blank worksheet.**

Your VisiCalc worksheet is ready for virtually any number problem you have in any form you need, and it can handle as many problems as you want—just store one worksheet and start the next.



**Step Two: Type in your problem.**

VisiCalc's row and column format is simple to use. Simple and advanced math, plus business formulas are built in. An on-screen editor allows you to rearrange numbers, words and formulas to fit your required printout.



**Step Three: Play "What if...?".**

Once your problem is on the worksheet, use VisiCalc's powerful Recalculation feature to analyze it. Change one number anywhere on your worksheet and instantly see the results. Sensitivity analysis, projections, estimates and hundreds of other decisions become clearer, more easily understood.

#### VisiCalc Features:

- Wall-sized worksheet 63 columns wide and 254 lines deep; usable space depends upon the computer's RAM size.
- Powerful Recalculation feature lets you change any number or formula and immediately all numbers affected by that change are recalculated and displayed.
- Replicate feature duplicates any entry—label, number or formula—anywhere else on the worksheet without you having to retype it over and over.
- Window feature splits the display into two parts or "windows," either horizontally or vertically, to view separate portions of the worksheet.
- Variable format sets any or every number to integer, general, dollars and cents, left or right justified, or histogram (simple graph) with just three keystrokes.

- Now with expanded commands and functions, including the Choose function, logical functions (True, False, And, Or, Not, If) and arithmetic comparison operators (>, <, =, >=, <=, <>). Apple II and IBM only.
- Automatically interchanges data with other VisiSeries products, Apple II and IBM.
- Automatically performs simple math functions (+, -, ×, ÷, ^) and built-in functions (Sum, Average, Net Present Value, Count, Mini, Maxi and more).
- Engineering math functions include a full set of trigonometric functions; scientific notation is automatic, eleven-digit precision is standard.
- Prints full worksheets as well as lists of worksheet formats and formulas.

#### Computer Requirements:

Apple II and II Plus, 48K, 16-sector compat-

ible, with or without Language System, single disk drive. 40-column display. Printer recommended.

Atari 800: 32K, single disk drive. 40-column display. Printer recommended.

Commodore: PET or CBM 2001, CBM 8032, and CBM 8096 models with BASIC ROM versions 3.0 and 4.0; 2040, 4040 and 8050 disk drives. 2001 has 40-column display; 8032 has 80 column. Printer recommended.

IBM Personal Computer: IBM DOS diskette, 64K, one disk drive. 40- or 80-column display. Printer recommended.

For a demonstration of the VisiCalc program, please see your VisiCorp dealer.



# VISI-CALC® BUSINESS FORECASTING MODEL™

It makes it easy to analyze your business and plan its future.

The VisiCalc® Business Forecasting Model™ package is a fast-and-easy way to use your VisiCalc program to generate all those numbers you need to manage a business better.

You get a set of seven inter-related VisiCalc templates that will quickly and easily provide you with the financial information most vital to business analysis and planning.

With these templates you can produce Income Statements, Balance Sheets, Statements of Cash Flow,

Financial Ratios, Sales & Cost-of-Goods Summaries, Salaries Reports, and Assets & Depreciation Statements.

Thanks to the speed and power of the VisiCalc program, you can ask "What if...?". Just change any number on a worksheet and instantly the program recalculates all the numbers and shows you the new results. So you can analyze the impact of your decisions before you make them.

Another important benefit of the VisiCalc Business Forecasting Model is its ability to automatically transfer data from one worksheet to another. This saves you the time and trouble of

tedious data re-entry, and reduces the chance of error.

Whether you're summarizing actual results for analysis, or making plans for the future, the Business Forecasting Model will help you get the numbers you want faster, better, smarter.

Ask your retail computer store salesperson for a demonstration of the VisiCalc Business Forecasting Model. Discover how easy it is to get all those numbers you need to manage the business better.

Produce these and four other important financial reports

PRODUCT	JAN	FEB	MAR
PRODUCT 1	1000	1100	1200
PRODUCT 2	2000	2100	2200
PRODUCT 3	3000	3100	3200
PRODUCT 4	4000	4100	4200
PRODUCT 5	5000	5100	5200
PRODUCT 6	6000	6100	6200
PRODUCT 7	7000	7100	7200
PRODUCT 8	8000	8100	8200
PRODUCT 9	9000	9100	9200
PRODUCT 10	10000	10100	10200

	JAN	FEB	MAR
SALES	10000	11000	12000
COSTS	3000	3400	3800
GROSS PR	7000	7500	8200
OPERATING EXPENSES			
SALARIES	4000	4000	4000
ADVERTISING	0	0	0
AUTO EXP	300	330	360
TRAVEL	0	0	0
PHONE	200	220	240
COMMISSIONS	0	0	0

	JAN	FEB	MAR
CASH-BEGIN	2000	3500	700
CASH RECEIPTS			
A/R COLL	22000	23000	26000
LINE/CDT	3500	5500	4000
STK SALE	0	0	0

## Sales and Cost-of-Goods Sold.

Summarize monthly Sales and Cost of Goods Sold data. This information is automatically fed into the Income Statement.

## Income Statement.

Prepare pro-forma or actual Income Statements. Data feeds automatically into the Income Statement from the Sales and Cost of Goods Sold worksheet, Salaries worksheet and Assets and Depreciation worksheet.

## Statement of Cash Flow.

Analyze cash requirements (including borrowing needs) with this statement. This worksheet gets data automatically from the Income Statement and Balance Sheet.

## VisiCalc Business Forecasting Model Features:

- All the power, performance and capabilities of the VisiCalc program, in seven inter-related templates for business analysis and planning.
- Instantly and accurately generates the seven financial reports most needed for business analysis and planning:
  - Income Statements, 28 operating expense items.
  - Balance Sheets: Assets: Cash, Accounts Receivable, Inventory, Prepaid Expense, Fixed Assets, and Other Assets. Liabilities & Equity: Accounts Payable, Accrued Expenses, Notes Payable, Capital Stock, Retained Earnings, and Income Year-to-Date.

- Cash Flow: Cash Beginning, Cash Receipts: Accounts Receivable Collections, Line of Credit, and Stock Sale. Disbursements: Purchases, Operating Expenses, Notes Payable, Fixed Assets, and Other Assets. Cash Ending.
- Financial Ratios: current ratio, quick ratio, debt to assets, debt to equity, times interest earned, profit margin, receivables and payables in days, inventory turns, fixed assets turns, income to assets, and income to net worth.
- Sales & Cost-of-Goods, for up to 15 products.
- Salaries, (including commissions) up to 40 employees.
- Assets & Depreciation Schedules, 15 line items, using straight line depreciation.

- Automatically transfers data from one worksheet to another.
- Interactive display instantly shows the impact of any change in data, allowing you to ask "What if...?", and investigate alternatives.
- Reports displayed or printed out.
- User's guide leads you step-by-step from start-to-finish.
- Worksheets may be customized to specific user needs.

## System Requirements:

VisiCalc program version 202 or higher.

Apple II and II Plus, 48K, 16-sector compatible, with or without Language System, single disk drive. 40-column display. Printer recommended.

For a demonstration of the VisiCalc Business Forecasting Model program, please see your VisiCorp dealer.



# VISITREND/PLOT™

**It makes it easy to analyze data and plot the results.**

The VisiTrend/Plot™ program enables you to easily input, transform and project time series data and quickly see the results in professional-looking charts and graphs.

It will automatically produce line, bar, pie, area, x-y and hi-low charts with numerous variations and options.

The VisiTrend/Plot program will help you simplify statistical calculations, understand cause and effect relationships between data series, and anticipate future trends. And with charts and graphs to add visual strength to your reports and presentations, you can better communicate your data to others.

You decide what analysis to do, choose the calculations you need, and the VisiTrend/Plot program does all the "number-crunching" for you. It automatically performs multiple linear regression, trendline forecasting, percent change, lead, lag, mov-

ing averages, smoothing and many other transformations.

The VisiTrend/Plot program can also easily interchange data with VisiCorp's other Visi™ programs. For example, transfer worksheet summaries from our VisiCalc® program and perform further statistical forecasting.

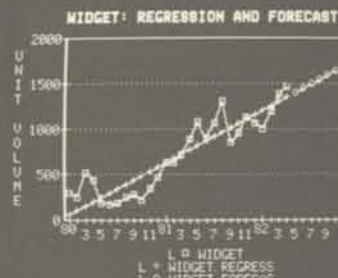
Ask your retail computer store salesperson for a demonstration of the VisiTrend/Plot program. See how easy it is to understand the past so you can predict the future.

## VisiTrend/Plot Step-by-Step



### Step One: Analyze and create data series.

Create data series with the program's powerful editor. Compute functions of these series like moving average, cumulative total, lead or lag.



### Step Two: Use the VisiTrend/Plot program as a powerful forecasting tool.

Perform a multiple linear regression on your past sales, then forecast future sales using the results.

### MARKETING PRESENTATION

- ADVERTISING
  - Consumer Publications
  - Trade Publications
- PROMOTION
  - Sales Contests and Incentives
  - Point of Sale
  - Literature and Catalogs
- TRAINING AND EDUCATION
  - Dealer Demonstrations
  - Video Tapes
  - Product Notebooks

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### Step Three: Create "text-only" presentation material.

The VisiTrend/Plot program lets you create text-only graphics to accompany the charts and graphs you have created. It provides a total graphic solution to your presentation material needs.

### VisiTrend/Plot Features:

- Full graphics package for plotting: Line Charts, Area Graphs, Bar Charts, Pie Charts, High-Low Charts, X-Y Graphs. See the VisiPlot program for more details on graphing.
- Automatic legend shows chart type, plotting symbol and data series name for up to six data series simultaneously.
- Create "text-only" displays and printed output for presentations using upper and lower case, normal and bold fonts.
- Save and retrieve charts, graphs & text-only screens.
- Linear multiple regression with up to five independent variables.
- Trend line forecasting.
- Cumulative total, lead, lag, percent change.

- Smoothing and moving average.
- Functions—perform complex arithmetic operations on two or more time series.
- Simple statistics such as mean, average, minimum, maximum—and more.
- Powerful "editor" allows you to alter your data series.
- Automatically interchanges data with the VisiCalc®, VisiPlot™, VisiFile™, and VisiTerm™ programs, and accepts data from the VisiSchedule™ program. Apple II only.
- The plotting function of the VisiTrend/Plot program can hold up to 16 data series in memory with a total of 645 data points; a single series can contain 150 data points.

### Computer Requirements:

Apple II or II Plus: 48K, Applesoft BASIC, (two disk drives), 16-sector compatible with or without Language Sys-

tem. Printer recommended; graphs may be printed directly to Apple Silentype, Trendcom 200, Centronics 739, NEC Spinwriter 5510, 5520 and 5530, Qume Sprint 5/45, Epson MX-80 (must include GRAFTRAX 80 option) and MX-100, and IDS Paper Tiger 440, 445, 460/460G (must include Dotplot option) and 560/560G (Dotplot option). Consult the manual for specific supported interface cards.

IBM™ Personal Computer: 128K, one disk drive; IBM Color/Graphics adapter card is required. Printer recommended, two disk drives recommended; graphs may be printed directly to IBM printer with Epson GRAFTRAX 80 option, Epson MX-80 (with GRAFTRAX 80 option) and MX-100, NEC Spinwriter 3530, 5530, 7730, Okidata 83A.

For a demonstration of the VisiTrend/Plot program, please see your VisiCorp dealer.



## VISIFILE™

### It makes managing business information easy.

The VisiFile™ program is a comprehensive electronic filing system that makes it easy to organize, maintain and more effectively use all the information your business needs.

It will instantly and accurately do just about everything you want done with the information you file. Store, search, sort, retrieve, display, calculate, and print reports, lists, even mailing labels.

As your information needs change, our exclusive FlexFormat™ feature allows you to change your file formats easily, without time-consuming re-entry.

You can file almost any kind of information: name and address lists, prospect and customer files, personnel records, parts lists, merchandise inventories—and do it faster, better, smarter with the VisiFile program.

And you can do more than just file, because VisiFile data can be transferred automatically to VisiCorp's other Visi™ programs. For example, transfer data to our VisiCalc®

program for computing and planning, or to our VisiTrend/Plot™ program for statistical analysis and graphing.

Ask your retail computer store salesperson for a demonstration of the VisiFile program. See how managing information can be made very manageable.

### VisiFile Step-by-Step



#### Step One: Define your file.

Tell VisiFile what kind of information you want to file including file name and the name, number of characters and data type of each item in the file.

#### VisiFile Features:

- Sort alphabetically or numerically, in ascending or descending order, by up to 10 fields at a time.
- Calculate formulas between fields with automatic recalculation if a number is changed.
- Automatic printer configuration lets you print tabular reports and non-tabular reports with free-form output, and store those formats for later use. Print mailing labels, too, up to five labels across.
- Exclusive FlexFormat™ feature lets you automatically change any file's structure, such as expanding the zip code from five

#### Step Two: Enter your information.

Data entry is easy. You can also edit or delete entered data and search your files for specific information.

digits to nine, without re-entering existing data. Merge files, create partial files for faster data entry—all without rekeying. Use multiple criteria to print or copy only selected records from files.

"Moving cursor" menu displays instructions for every function, making VisiFile easier to learn and to use. Almost like having an instruction manual on the screen.

Automatically interchanges data with the Apple II VisiCalc®, VisiPlot™, and VisiTrend/Plot™ programs, and accepts data from the VisiSchedule™ program. Data may also be exchanged through the VisiTerm™ program to other computers. Programmers can also access VisiFile data files to develop unique application programs.

#### Step Three: Define and print reports.

You can get multi-line reports with a few simple keystrokes, including titling, heading text lines, page numbering, totaling, selecting the records to print and their order.

All records of a file are stored on one disk, which will hold about 1,000 single page records. A file can store about 120,000 letters and numbers.

Each record holds up to 232 characters, divisible among up to 24 fields (line items). Maximum length of a numeric field is 38 characters. Print up to 255 characters per line. Each record can print on up to six lines.

#### Computer Requirements:

Apple II or Apple II Plus; with Applesoft BASIC, 48K memory and one 16-sector disk drive. Two drives and a printer are recommended.

For a demonstration of the VisiFile program, please see your VisiCorp dealer.



# VISILOT™

**It lets you see what your numbers say.**

The VisiPlot™ program adds a striking new visual dimension to all your financial analysis, forecasting, budgeting and business planning.

It takes all those hard-to-grasp numbers and automatically turns them into easy-to-comprehend charts and graphs, right before your eyes.

You get "presentation quality" graphs and charts that will help you

understand business information, and add clarity to your reports and proposals.

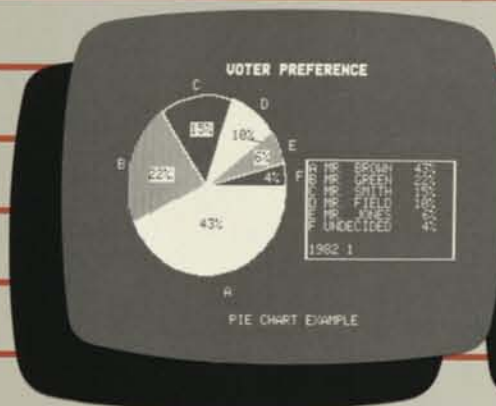
The VisiPlot program makes it fast and easy to produce all kinds of charts and graphs: line charts, bar charts, area graphs, high-low graphs, x-y plots and pie charts.

The VisiPlot program automatically generates plotting symbols and legends, x-y axis dimensions, horizontal and vertical grids, and provides the flexibility of both fixed and movable titles, plus six-color on-screen impact.

And the VisiPlot program can do even more for you, because it can automatically interchange data with VisiCorp's other Visi™ programs. For example, transfer numerical data from our VisiCalc® program to create charts and graphs.

Ask your retail computer store salesperson for a demonstration of the VisiPlot program. Discover how easily you can produce easy-to-understand charts and graphs.

Produce these and many other high quality graphs



Pie chart.



High-Low chart.



Comparative bar chart.

### VisiPlot Features:

- Plots data against time.
- A variety of display formats are available to suit your needs, including: Line graphs, Bar graphs, Area chart, Pie charts, High-Low chart, X-Y plot.
- VisiPlot automatically scales its graphs to your data—there are no complex instructions.
- Pie chart allows you to display data for identical periods in proportion to their value—for example, a pie made up of distributor, dealer and retail sales for the same month.
- Charts and graphs display in color if your display device has that capability.

- Automatically interchanges data with the VisiCalc®, VisiTrend/Plot™, Visi-File™, and VisiTerm™ programs, and accepts data from the VisiSchedule™ program. Apple II only.
- Powerful VisiPlot "editor" lets you alter and create your data; interpolate between points for example.
- You can "overlay" graphs for more than one data series—multiple line graphs, or cumulative bar charts for example.
- You can "split" bar graphs for side-by-side comparisons.
- "Window" command lets you display two graphs based on different data at the same time—top-and-bottom or side-by-side.
- Up to 16 data series with a total of 645 data points can be held in memory; a single chart can contain 150 data points.

### Computer Requirements:

Apple II or II Plus: 48K, Applesoft BASIC, one disk drive (two disk drives recommended), 16-sector compatible with or without Language System. Printer recommended; graphs may be printed directly to Apple Silentype, Trendcom 200, Centronics 739, NEC Spinwriter 5510, 5520 and 5530, Qume Sprint 5/45, Epson MX-80 (must include GRAFTRAX 80 option) and MX-100, and IDS Paper Tiger 440, 445, 460/460G (both must include Dotplot option) and 560/560G (Dotplot option).

For a demonstration of the VisiPlot program, please see your VisiCorp dealer.



# VISI SCHEDULE™

## It makes short work of scheduling projects and estimating costs.

The VisiSchedule™ program is a powerful project planner that gives you both the overview and the details you need to control projects, meet deadlines, level resources, and beat cost targets.

It instantly shows you skill levels, costs and the critical path among your project's tasks. It allocates all costs, specifies earliest and latest start dates, slack times, holidays, prerequisites and deadlines for each task.

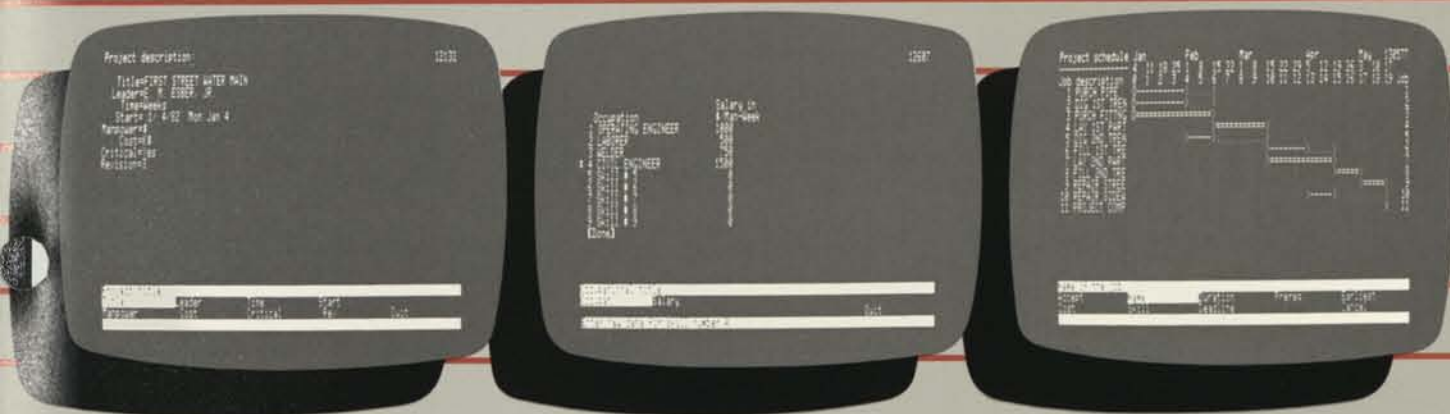
The VisiSchedule program also produces comprehensive summaries, calendar time charts, milestone and other reports.

The speed, versatility and interactive display of the VisiSchedule program make it easy to develop your project as you enter data, and to investigate tradeoffs between manpower, costs and time. You can ask "What if...?". Just add, move, slip or change any task, skill level or cost, and the program instantly displays the impact. This feature also makes it a snap to keep schedules and costs current.

Another important benefit is the ease of transferring data to VisiCorp's other Visi™ programs. For example, transfer your project's cost data to our VisiTrend/Plot™ program to analyze the data and plot the results.

Ask your retail computer store salesperson for a demonstration of the VisiSchedule program. You'll see how easy it is to make short work of planning and budgeting projects.

## VisiSchedule Step-by-Step



### Step One: Define project.

Enter project description, information such as title, start date, manpower occupations and costs, direct cost units, time units and holidays.

### Step Two: Define manpower, occupations and costs.

Enter up to nine occupations and salary costs for use in your project. You can allocate Manpower and Direct Costs to each job in a project to accurately calculate a project's cost.

### Step Three: Enter project data.

Enter task specifications such as name, duration, prerequisites, earliest start date, direct cost, manpower level per occupation and deadline.

## VisiSchedule Features:

- Automatically displays the critical path, identifying tasks that cannot be delayed without affecting entire project.
- Easy to learn—leads you step-by-step from start to finish, easy to use—fewest possible keystrokes required.
- Interactive display instantly shows the impact of changes in data, allowing you to ask "What if...?", and investigate trade-offs.
- Calculates, displays and prints out nine skill categories and their costs per task, total manpower and direct costs, manpower levels, and the start, completion and deadline dates for each task.
- Allocates up to nine skill and cost categories per task, and automatically adjusts the project schedule to level resources.
- Slip any task and all dependent future tasks are automatically adjusted. In addition,

an entire project can also be automatically aligned to a different date.

- Comprehensive reports displayed or printed out on your entire project or any part of it sorted in the order you need.

## Specifications:

- Entire project on single disk.
- Tasks per project—Apple II and II Plus: 160 with Language System or RAM Card (64K); 50 without Language System or RAM Card (48K). Apple III from 145 to 300 tasks depending on memory and SOS driver installed.
- Time units: day or week.
- Holidays: up to 24 days plus 24 weeks off when using day units; up to 24 weeks off when using week units.
- Skill categories and costs: up to nine per task.

- Task prerequisites: up to nine per task.
- Task duration: up to 999 time units.
- Costs: whole, thousand or million currency units.

## Computer Requirements:

Apple II or II Plus: 48K user memory, two 16-sector disk drives, with or without Language System or Apple RAM card. Printer recommended: compatible with Apple Silentype; Qume Sprint 5/45; Epson MX-80, MX-100; NEC Spinwriter 5520, 5530; Trendcom 200; Centronics 737, 739; IDS Paper Tiger 440, 445, 460, 560.

Apple III: 128K user memory, one external disk drive (may use Apple ProFile™ or Corvus® for data storage). Printer recommended.

For a demonstration of the VisiSchedule program, please see your VisiCorp dealer.



# VISIDEX™

## It helps you manage your time and information.

The VisiDex™ program makes it easy to organize your personal information and manage your valuable time.

It will enable you to file away any kind of information, and instantly recall it whenever you want. It will print out lists, notes and memos. And it will keep track of your daily calendar, and alert you to upcoming events.

The VisiDex program gives you total flexibility. No structured formats to bother with. File anything, any

way you want to: names, addresses, new ideas, important numbers and dates, things-to-do lists, meeting notes, report highlights, tax and stock records—anything.

You can retrieve exactly what you want, in an instant, because the VisiDex program "thinks" the way you do: receiving information randomly and using it in different forms. It gives you unlimited cross-referencing, so you can find everything faster. It's like having "total recall," not just for one piece of information, but for every other related piece of data.

Say, for example, that a market planner received a new 1985 sales es-

timate for a competitor's product. He can store that information under specific "keywords" such as the product name, the competitor's name and others, as well as under general "keywords" such as sales forecasts and 1985. Later, when he needs that information, by simply typing any of those keywords he will see displayed that sales projection plus all other information stored under that keyword.

Ask your retail computer store dealer for a demonstration of how the VisiDex program can help you keep all the facts at your fingertips.

## VisiDex Step-by-Step



### Step One: Enter Your Information.

Treat VisiDex as an electronic index card. You can get about as much information on a VisiDex screen as you can a typical 3"x5" card.



### Step Two: Save Your Information.

Quick VisiDex commands let you pick keywords, phrases or numbers for later recall. Now save your VisiDex screen on diskette.



### Step Three: Recall Your Information.

VisiDex software can recall your information a number of ways, including by date, keyword, phrase or number.

## VisiDex Features:

- Free-form or structured input with instant retrieval by keyword—or by non-keyword if you don't remember the keyword under which it is stored.
- You can cross-reference your information by keywords; for example, 36 six-letter keywords in the Apple version, 69 six-letter keywords in the IBM version—fewer if your keywords are longer, more if they're shorter.
- VisiDex can display a summary calendar for any month between the years 1900 and 2000 in the Apple version (1970-2000 in the IBM version), and highlight any memos you may have stored by date during that month.

- You can have VisiDex automatically store its screens in a custom format by pre-set keywords, so that particular lists may be stored and retrieved simply and quickly.
- On-screen editing commands allow you to rewrite or rearrange your text, then store it to the same or different keywords.
- You can review on-screen information associated with one or more keywords.
- Print individual items or an entire disk of information in the order you specify.
- Place your text in inverse, flashing or normal (white-on-black) video for visual highlighting.
- Keywords, phrases and dates are all designated with quick keystroke commands.

## Computer Requirements:

Apple II or II Plus: 48K, one disk drive; 16-sector compatible with or without Language System. Operates calendar function with California Computer System Clock Calendar Module Model 7424 card and Mountain Computer Inc. CLOCK card. Thunderware and Superclock also work if you make required hardware changes. Printer recommended.

IBM Personal Computer: 64K, one disk drive, IBM DOS diskette. Printer recommended.

For a demonstration of the VisiDex program, please see your VisiCorp dealer.







# DESKTOP/PLAN™

## It speeds and automates financial and business planning.

The Desktop/PLAN™ programs are highly organized financial planning, budgeting and analysis packages that guide you from the original layout of your financial model through computerized calculations to the final printout of a boardroom-quality report. It can produce its own line charts and bar graphs, too, for greater visual clarity.

Complex and frequently used financial calculations—even multi-step operations using chains of tests and

formulas—become easier, quicker to handle. And Desktop/PLAN can handle very large financial “models,” too. It is especially useful for transferring individual lines from several budgets into a summary budget, and for consolidating identical departmental budgets into an overall company budget with ease and simplicity.

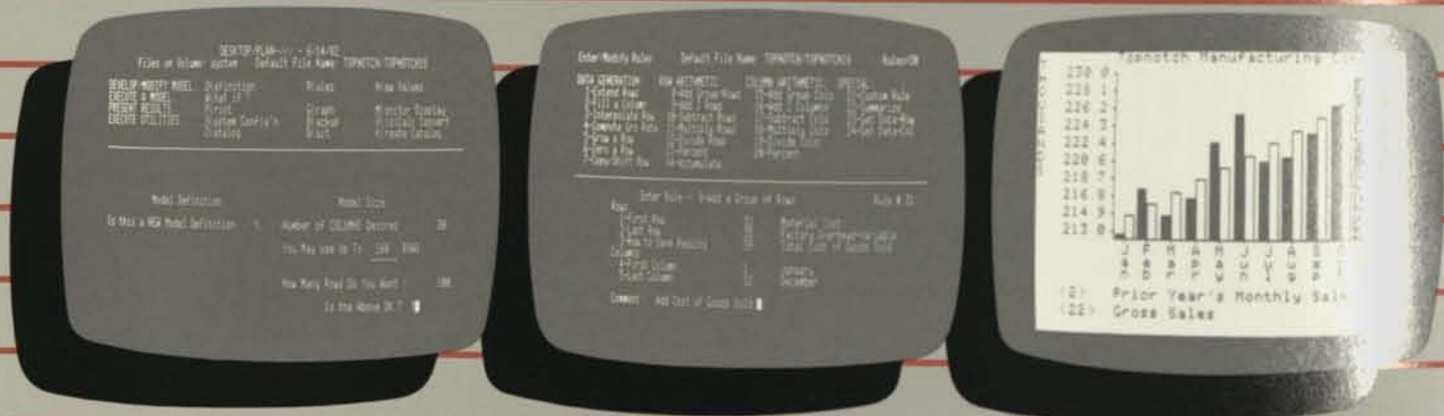
If you currently use timeshared financial modeling programs, you’ll find Desktop/PLAN familiar and easy to use—and no more monthly timeshare bills! If you’ve never done financial modeling, Desktop/PLAN can introduce you to an easier and

more productive way of financial planning and budgeting than the laborious manual methods of the past.

Desktop/PLAN can also receive information from our VisiCalc™ program—an interchange capability giving you greater combined usefulness.

Ask your retail computer store salesperson for a demonstration of the Desktop/PLAN program. See how quickly you could have real planning power for all your business plans.

## Desktop/PLAN Step-by-Step



### Step One: Develop your model.

Desktop/PLAN “menu” begins your planning session. You define the size of your model, calculation rules (how each row and column position should be modified) and enter the starting values from which your calculations will be performed.

#### Desktop/PLAN Features:

- Consolidates identical sub-models into one larger model, and transfers individual lines from other models into a summary model.
- Powerful calculation capabilities include 20 built-in functions.
- For the sophisticated user, up to 20 different “custom calculation rules”—including program “looping” and IF-THEN logic—may be added by the user to handle calculations in specific ways.

### Step Two: Execute your model.

After you define the calculation rules and enter the starting values, Desktop/PLAN computes the desired model values. Different starting values may be tried to help you in analyzing possible outcomes of business decisions.

- Plotting feature produces bar graphs with up to two data series. Line charts can be produced with up to two data series with Desktop/PLAN II, up to three data series with Desktop/PLAN PC, and up to four data series with Desktop/PLAN III.
- Model size is dependent on available memory and relationship of columns to rows desired. For example, with Apple II 64K you can have up to 18 columns or up to 300 rows; with IBM 96K you can have up to 100 columns or up to 990 rows; and with Apple III 128K you can have up to 300 columns or up to 1,000 rows.
- Automatically formats printed report.
- Desktop/PLAN III and Desktop/PLAN PC take advantage of features such as 80-column screen, upper and lower case letters, expanded keyboard and more user memory.

### Step Three: Present your results.

Desktop/PLAN presents the results of your computations in four ways. Display your model in tabular form on the computer’s monitor screen, or print in tabular form on your system’s printer. You may also display Desktop/PLAN charts and graphs on your computer’s screen or print them on your printer.

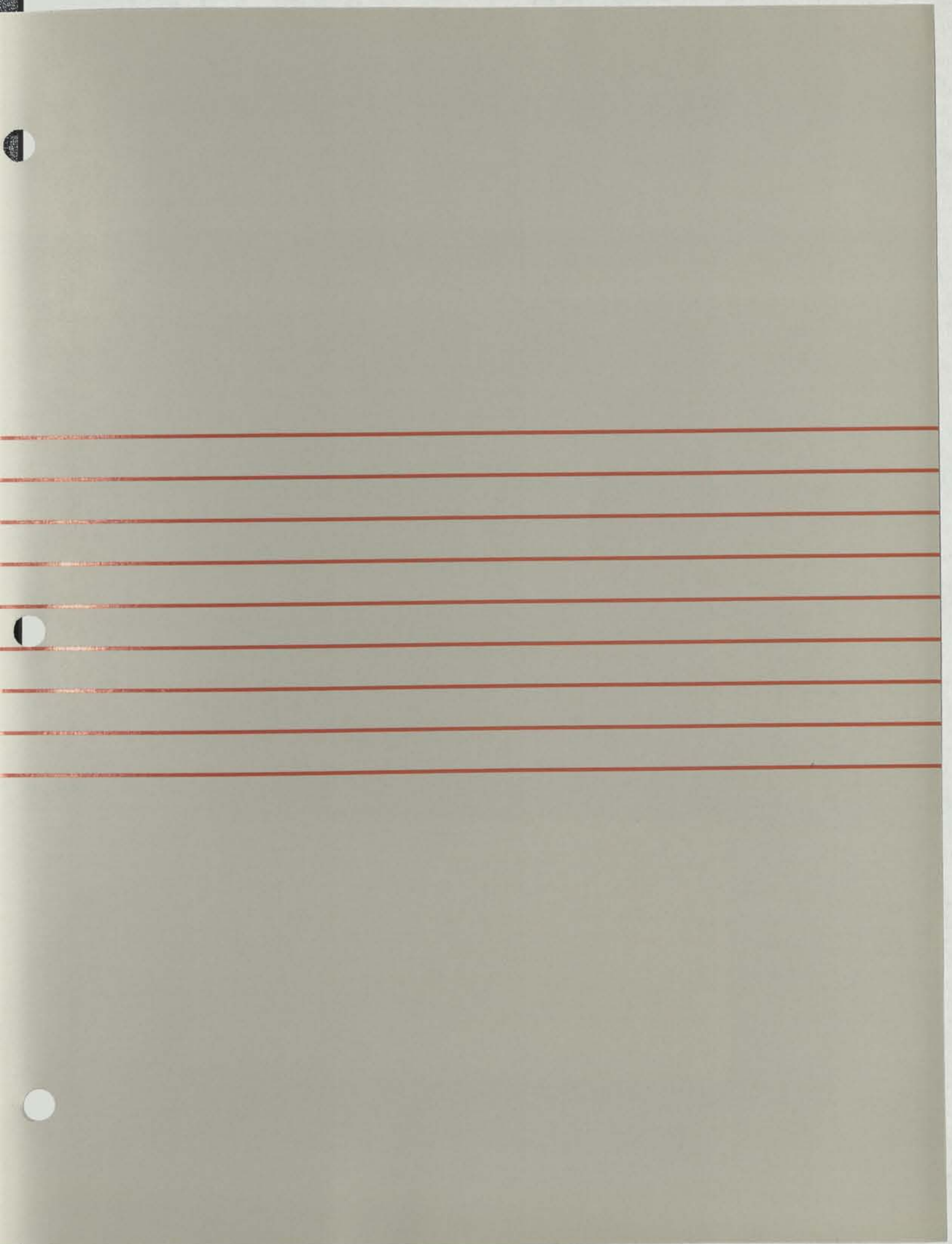
#### Computer Requirements:

**Desktop/PLAN II:** Apple II or II Plus, 48K, Applesoft BASIC, one or two disk drives; 16-sector compatible with or without Language System. A printer is recommended.

**Desktop/PLAN III:** Apple III, 128K, one external disk storage device (Apple Disk II, Disk III or Profile). A printer is recommended.

**Desktop/PLAN PC:** IBM Personal Computer, 64K, two disk drives, IBM DOS diskette. A printer is recommended. A color adaptor card is needed for hi-res graphics.

For a demonstration of the Desktop/PLAN program, please see your VisiCorp dealer.

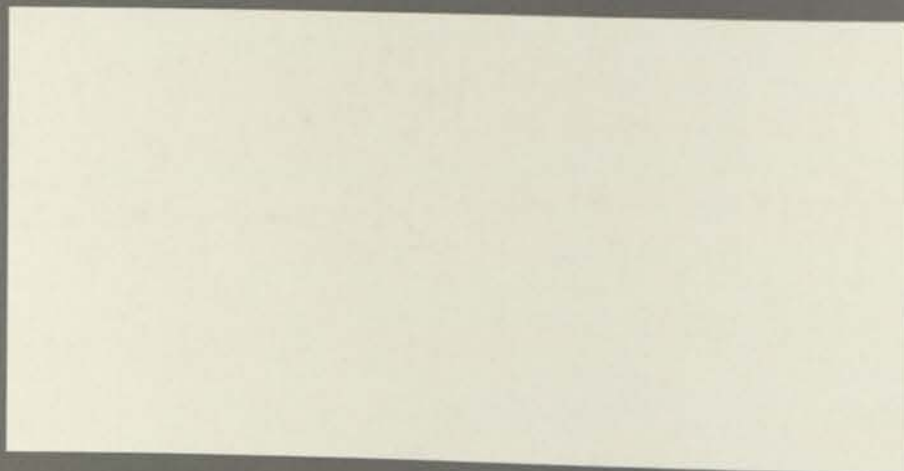






VISICORP™  
PERSONAL SOFTWARE™

2895 Zanker Road, San Jose, CA 95134 (408) 946-9000



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# VISICORP™

*VisiGram*

## VISISERIES FAMILY FOR IBM® PERSONAL COMPUTER

Four of the popular VisiSeries products have joined the VisiCalc program on the IBM Personal Computer.

The products are the VisiFile, VisiTrend/Plot, VisiDex and Desktop/PLAN programs. With the VisiCalc program, these products form the core of a product family that answers the business person's needs for financial modeling, record keeping, trend analysis, statistics, charting and graphing on the IBM Personal Computer.

Together, they present an opportunity for the retail dealer to sell a proven family of top selling programs for the business user of the Personal Computer.

The Desktop/PLAN is immediately available. VisiDex will be available in June, VisiTrend in July, and VisiFile

in August. The suggested retail price for the VisiFile program is \$300; \$300 for the VisiTrend/Plot program; \$250 for the VisiDex program and \$300 for the Desktop/PLAN program.

### Added Power

All four of the new programs take advantage of such IBM Personal Computer features as expanded memory, 80-character wide display, high resolution graphics, 25th status line and function keys.

Additionally, the programs are able to work together. By exchanging data, the products make it unnecessary for the user to re-enter the same information into more than one program.

### Route to:

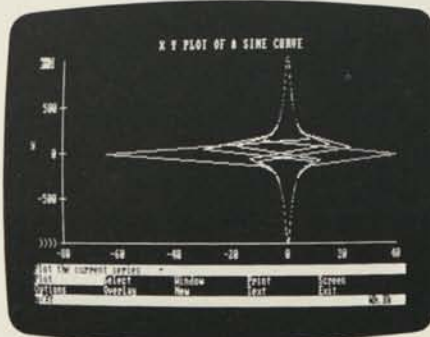
Name \_\_\_\_\_ Initial \_\_\_\_\_



VisiDex program is a non-restrictive approach to a personal business filing system. The program behaves like a giant set of index cards that may be cross-referenced thousands of ways. A pre-formatted template may be created for entry of identical sets of data. Storage and retrieval by "keyword" and "keydate."



VisiFile program stores business records in flexible format. A maximum of 32,000 records can be stored in each file. Record size is 1024 characters on a 64K machine and 2048 on a 128K machine. Each field may hold up to 255 characters. A maximum of 48 fields on a 64K machine, and 128 fields on a 128K machine are allowed. Program offers password protection, locked fields, data type checking, file reorganization.



VisiTrend/Plot program requires IBM Color Adapter for high resolution charting and graphing. Plot printout supports IBM 80 cps printer, Epson MX-80 with Graftrax, Epson MX-100, or NEC Spinwriter 3530, 7730 and 5530. Program allows up to 645 data points in memory at one time, divided among up to 16 data series. Up to six series are graphable simultaneously. Performs regression, simple statistics, functions on data series.



Desktop/PLAN program is a highly organized approach to financial modeling. The program uses a series of menus to guide the user step by step through a modeling session. A finished Desktop/PLAN model may have a maximum of 100 columns; the maximum number of rows is calculated by the computer. The program provides twenty powerful built-in calculation rules and twenty additional calculation rules that are user-definable.







## HOW THE VISISERIES PRODUCT FAMILY HELPS YOUR SALES

How does having the VisiSeries product family on a personal computer help increase your sales — beyond the simple fact of providing more products to sell?

The answer lies in the nature of the personal computer market.

### Once Not Enough!

The VisiCalc program is widely credited with unlocking the door to the business market for personal computers. In fact, many dealers report that the program BY ITSELF is enough to sell a system. Once the system is in place, however, end users begin to imagine other applications for their computers.

The ability to answer the requirements for those typical business functions is the idea behind the VisiSeries products. They are a way that the dealer can anticipate — and answer — the needs of the customer as they arise. In the hands of a sales person who knows the needs of the customer, the VisiSeries products become even more potent than the VisiCalc program alone in closing a systems sale, or in supporting the continuing dealer-customer relationship.

### Communicative, too

Having an unrelated set of functions is one thing; but the VisiSeries products go further. They incorporate similar user-interfaces so that the end user needs less time to become familiar with each separate program.

Also, the products, which logically work together, can exchange data. This way, they minimize the time and effort an end-user needs to get information into the computer, so that it can be analyzed, graphed, sorted or stored.

With the VisiSeries products, the dealer has a battery of applications which can be used to close the systems sale with people in a variety of businesses — and when the customer begins to think of more applications, you'll be able to meet them with a ready-made family of products.

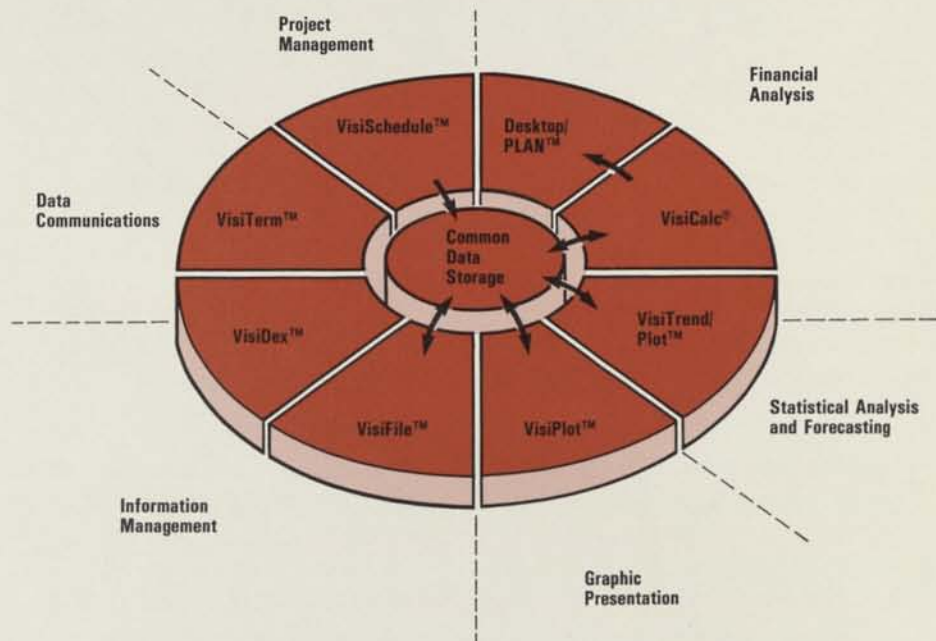


Chart showing the typical business functions which the VisiSeries products can perform.

	To	VisiCalc	VisiTrend/Plot	VisiFile	VisiPlot	VisiSchedule	Desktop/PLAN
<b>From</b>							
VisiCalc		<input type="checkbox"/>	Y	Y	Y	N	Y
VisiTrend/Plot		Y	<input type="checkbox"/>	Y	Y	N	N
VisiFile		Y	Y	<input type="checkbox"/>	Y	N	N
VisiPlot		Y	Y	Y	<input type="checkbox"/>	N	N
VisiSchedule		Y	Y	Y	Y	<input type="checkbox"/>	N
Desktop/PLAN		N	N	N	N	N	<input type="checkbox"/>

### From/to chart

Which VisiSeries products can share data. The VisiDex program cannot share its data; the VisiTerm program acts like a terminal and can transfer VisiSeries data, but not use it.

## VISICALC PROGRAM TO SUPPORT COMMODORE ADD-IN RAM

The VisiCalc program for Commodore machines has been enhanced to enable the same program package to serve the different combinations of Commodore personal computers and disk drives.

The VisiCalc program package is now available to operate on 32K PET, CBM and 8032, with or without the Commodore 64K RAM memory upgrade, and compatible with Commodore disk drive models 2040, 4040, or 8050.

Two disks are supplied in the package; one each for single and double density drives. Commodore computer ROMs version 3.0 or 4.0 are required.

Users should contact VisiCorp for upgrade details.



## PRODUCT QUESTIONS AND ANSWERS

By Ric Bret  
VisiCorp™ Customer Support

**Q:** I've just completed a VisiCalc template and have run head long into a snag. The worksheet I've developed is globally formatted to dollars (/GF\$), and I need to reformat one entire column of labels to right justify (/FR). If I were to format the top cell coordinate individually, and replicate that coordinate down the column, that label entry would be replicated also — which I do not want! Am I stuck with individually reformatting an entire column?

**A:** If the entry were a formula that had already been replicated down the column, this would be a simple procedure. You would simply reformat the first entry and replicate the formula again down the length of the column. With labels which change at each entry, simple replication obviously will not work — but these steps will:

- 1) Save the current version of the worksheet, noting position of the first coordinate and the range of the column (or row) you wish to reformat.
- 2) Clear the model (/CY).
- 3) Format the blank coordinate at the top of your desired range and replicate that format down the column.
- 4) Load your worksheet back into the computer without clearing the screen — your labels should now be right justified.

This procedure makes use of the "overlay" feature of the VisiCalc program. Overlays occur when a new model is loaded into the computer without first clearing out any previous model. Entries from the previous model will show on screen wherever the contents of a newly-loaded coordinate does not take its place. Formats from the previous model will format the new entries whenever those entries do not have individual formats.

**Q:** My customers have been telling me that their diskettes for the IBM version of the VisiCalc program have failed to boot. Can there be that many bad copies of the program in the field, or are my customers doing something wrong?

**A:** Unlike the VisiCalc program for other computers, the version for the IBM Personal Computer is NOT supplied with its own copy of IBM DOS for booting. Users may configure their disks to be self booting by transferring the DOS image to their VisiCalc program diskette. The procedures for this are found on pages 1-8 and 1-9 in the VisiCorp program manual, and on pages 1-10 and 1-11 in the green IBM manual. These steps configure the screen display for 40 or 80 columns and transfer the DOS and systems files to the VisiCalc diskette. Of course, there is the possibility that the diskette may indeed be defective — in which case consult the User Support Plan booklet for the proper procedure for replacement.

**Q:** Is there a way I can print the character fonts I've created with the VisiTerm program?

**A:** The short program below, in Applesoft BASIC, will allow a user to print a complete screen of information as displayed by the VisiTerm TERMINAL mode. The program uses the VisiPlot graphics drivers and should work with VisiPlot-supported printers. The program may be added to the VisiTerm program diskette with the name SCREENPRINT. The VISIPLLOT.DRIVER file must also be copied to the diskette with SCREENPRINT on it.

Use the VisiTerm program in the standard manner. When you have a screen of information which you wish to print, follow these steps:

- 1) Send a stop character to your host computer.
- 2) Type ESC<shift>1 to move to the OPTIONS menu.
- 3) Type X for execute; type SCREEN-PRINT in response to the prompt.
- 4) Follow the SCREENPRINT prompts.

When you exit the program, it automatically reruns the VisiTerm program; however, your TERMINAL screen will be empty. Simply send a start character to the host and you're back on line. Note: lines 80 and 90 may be omitted; these turn on the screen during printout.

```

10 REM :: SCREENPRINT ::
20 HOME : INVERSE : PRINT "VISITERM
  SCREENPRINT PROGRAM" : NORMAL
30 PRINT : PRINT "PLEASE WAIT... DRIVER
  LOADING..." : PRINT
40 PRINT CHR$(4)"BLOAD VISIPLLOT.DRIVER,
  D1,AS98C3"
50 PRINT "PLEASE READY PRINTER..." : PRINT
  "PRESS RETURN TO START"
60 INPUT AS
70 POKE 39118,1
80 HGR2 : REM EMBER — THAT'S HI-REZ 2!
90 POKE 16300,0
100 POKE 230,32
110 PRINT CHR$(4)"PR#1"
120 CALL 39125
130 PRINT CHR$(4)"PR#0" : TEXT
140 HOME : PRINT "TYPE T FOR VISITERM
  PROGRAM" : PRINT
150 PRINT "TYPE P TO PRINT AGAIN"
160 GET GS
170 IF GS = "P" THEN GOTO 10
180 PR#6
190 END

```

### Correction:

VisiSchedule program task limits were incorrectly given in the May VisiGram. The VisiSchedule program can support from 145 to 300 tasks on the Apple III computer, depending on SOS drivers loaded.

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VisiCalc is a registered trademark, and VisiTrend/Plot, VisiPlot, VisiTerm, VisiFile, VisiSchedule, VisiDex, VisiGram, VisiSeries, VisiCorp and Personal Software are trademarks of VisiCorp.



VISISCHEDULE  
DEFINITION

PROJECT MANAGEMENT





VISISCHEDULE  
CORPORATE ENVIRONMENT

PEOPLE WHO NEED TO MANAGE A PROJECT  
(PRODUCT IS NOT A CALENDER/TIME MANAGER)

- ANALYZE TRADEOFFS BETWEEN MANPOWER,  
COSTS AND TIME
- COMPREHENSIVE REPORTS GIVE YOU BOTH  
THE OVERVIEW AND THE DETAILS YOU  
NEED TO CONTROL PROJECTS.
- MEET DEADLINES
- OPTIMIZE LABOR COSTS
- BEAT COST TARGETS



VISISCHEDULE

PRODUCT DEFINITION

AUTOMATIC PROJECT SCHEDULING AND JOB COSTING

- DEFINE PROJECTS
  - PREREQUISITES
  - DURATION
  - EARLIEST START
  - COST
  - SKILL CATEGORY
  - DEADLINE
- ALLOCATE RESOURCES
  - SKILL CATEGORIES
  - FIXED COSTS
- MONITOR PROGRESS
  - COMPLETE JOBS
  - SLIP JOBS
  - OBSERVE CRITICAL PATH
- LEVEL RESOURCES





VISISCHEDULE

MARKET DEVELOPMENT

- ADD PROJECT CONSOLIDATION, SUMMARY,  
AND EXPLOSION
  
- ADD ADDITIONAL CAPABILITY
  - PROJECT COSTING
  - PROJECT STATUS
  - RESOURCE ALLOCATION/LEVELING
  
- INCREASE JOB CAPACITY
  
- BOTTOM LINE:
  - EXCELLENT BROAD APPEAL PRODUCT TODAY



VISISCHEDULE

AUTOMATIC PROJECT SCHEDULING AND JOB COSTING

BENEFITS

EASY TO LEARN AND USE  
FEWEST POSSIBLE KEYSTROKES  
GUIDES YOU THROUGH EACH  
FUNCTION

NO PRE-PLANNING NEEDED  
DEVELOP THE PROJECT AS YOU  
ENTER DATA

FLEXIBILITY—LETS YOU PLAY  
"WHAT IF"

FEATURES

MOVING CURSOR MENU

INTERACTIVE PROJECT  
DEVELOPMENT

UPDATE OR CHANGE DATA  
ANYTIME





VISISCHEDULE

AUTOMATIC PROJECT SCHEDULING AND JOB COSTING

BENEFITS

ALLOWS YOU TO SEE THE MANY ASPECTS OF YOUR PROJECT

REFLECTS REAL WORLD

KEEP INFORMATION CURRENT

USE INFORMATION CREATED IN VISISCHEDULE TO MAKE GRAPHS, FORECAST FUTURE COSTS, (VISICALC, ETC.)

FEATURES

ON SCREEN AND HARD COPY REPORTS

INCLUDES ALL PERTINENT DATA  
MAKES PROVISIONS FOR DELAYS AND ADJUSTMENTS

COMPLETE AND UNCOMPLETE JOBS

ABILITY TO TRANSFER DATA BETWEEN VISI PRODUCTS



VISISCHEDULE CAPACITY

PROJECT

- 50 JOBS 64K
- 150 JOBS 96K OR MORE

TIME UNITS

- DAY OR WEEK

HOLIDAYS

- UP TO 24 DAYS PLUS 24 WEEKS OFF - IF USING DAY UNITS
- UP TO 24 WEEKS OFF - IF USING WEEK UNITS

EACH JOB

- UP TO 9 PREREQUISITES
- UP TO 9 SKILL CATAGORIES AND COSTS
- DURATION TO 9999 TIME UNITS

COST IN WHOLE, K OR M CURRENCY UNITS

ALL NUMBERS LIMITED TO 4 DIGITS

REPORT WIDTHS 79 TO 160 CHARACTERS

ONE WAY DATA INTERCHANGE FROM VISISCHEDULE





WHAT IS VISIFILE?

THE BUSINESS INFORMATION AND FILE MANAGER

DESIGNED TO

- ORGANIZE
- STORE
- RETRIEVE
- UPDATE
- MODIFY
- SORT
- PRINT

} INFORMATION



HOW DO PROFESSIONALS USE VISIFILE?

A WIDE RANGE OF USES, INCLUDING . . .

- SALES REPRESENTATIVES —
  - TO BUILD CLIENT FILES
  
- SALES MANAGERS —
  - TO MONITOR SALES PERFORMANCE
  
- PERSONNEL MANAGERS —
  - TO STORE EMPLOYEE RECORDS
  
- PRODUCTION SUPERVISORS —
  - TO MONITOR INVENTORY LEVELS
  
- ACCOUNTANTS —
  - TO TRACK ACCOUNTS RECEIVABLE





WHO IS THE VISIFILE OWNER?

- OWNS VISICALC
- KNOWS OF VISICORP
- MAY OR MAY NOT BE COMPUTER LITERATE
- WILL PAY FOR VALUE



WHAT DOES THE VISIFILE OWNER WANT?

- WANTS ADVANCED FEATURES
- WANTS EASE OF LEARNING AND USE
- WANTS GOOD DOCUMENTATION
- WANTS ROOM TO GROW AS NEEDS EXPAND
- WANTS SOFTWARE PRODUCTS TO BE ABLE TO WORK TOGETHER







VISIFILE IS POWERFUL

- OFFERS PASSWORD PROTECTION
- HANDLES SPECIAL DATA TYPES
- PROVIDES CONDITIONAL AND LOGICAL SEARCHES
- PERFORMS GLOBAL VIEW, REPLACE, DELETE
- SORTS ON MULTIPLE FIELDS
- PERFORMS CALCULATIONS ON NUMERIC FIELDS



VISIFILE IS FLEXIBLE

- CUSTOMIZE SCREEN SET-UP FOR DATA INPUT
- REORGANIZE FILE STRUCTURE
- PRODUCE CUSTOMIZED REPORTS
- RETRIEVE DELETED RECORDS





VISIFILE IS EASY TO USE

- MENU DRIVEN
- EASY DATA ENTRY
- ON LINE HELP INFORMATION
- SUPERIOR DOCUMENTATION
- "AUTOMATIC" MAPPING & REPORT DEFINITION



VISIFILE IS PART OF THE VISISERIES

USE WITH VISIWORD —

- TO CREATE "PERSONALIZED" FORM LETTERS

USE WITH VISICALC —

- TO PERFORM "WHAT IF" PROJECTIONS

USE WITH VISITREND/PLOT

- TO ANALYZE & GRAPH RAW DATA





WHO IS THE COMPETITION NOW?

TOTAL INFORMATION MANAGEMENT/INNOVATIVE SOFTWARE

- FULL FUNCTIONALITY
- W/P INTERFACE
- LIMITED INPUT MAPPING
- SLOW EXECUTION
- NO REPORT CUSTOMIZATION
- POOR ERROR HANDLING

COMDATA/COMSEN (ALIAS "THE DATA HANDLER")

- NOT USER FRIENDLY
- LIMITED FLEXIBILITY
- POOR DOCUMENTATION
- NO SEARCH CAPABILITIES
- NO W/P INTERFACE



WHO IS THE COMPETITION SOON TO BE?

PFS/SOFTWARE PUBLISHING

- EASY TO LEARN & USE
- EASY TO DEMO
- TWO PART PRICING
- LIMITED FUNCTIONALITY
- LIMITED REPORT CUSTOMIZATION

DB MASTER/STONEWARE

- VERY POWERFUL
- MULTIPLE DISKETTE FILES
- CUSTOMIZED MAPPING & REPORTING
- NOT EASY TO USE





WHAT'S NEXT FOR VISIFILE?

VISIFILE HARD DISK

- AVAILABLE 1Q83
- MORE CAPACITY
- FASTER
- FORMS CAPABILITY



VISIFILE

THE BUSINESS INFORMATION AND FILE MANAGER

BENEFITS

SAVES TIME WHEN MAKING MULTIPLE CHANGES, CHANGE ALL THE RECORDS YOU SPECIFY WITH ONE COMMAND.

CHANGE FILE STRUCTURE AS INFORMATION NEEDS CHANGE WITHOUT RETYPING DATA.

FASTER DATA ENTRY AND BETTER DATA SECURITY BY DISPLAYING ONLY NECESSARY FIELDS TO EACH ENTRY CLERK.

ADAPT TO CHANGING NEEDS AND DIFFERENT REPORTING REQUIREMENTS. PRODUCE COMPLETE REPORTS WITH HORIZONTAL & VERTICAL TOTALS.

AUTOMATIC COMPUTATION OF FORMULAS CONTAINING UP TO 10 LEVELS OF PARENTHESIS.

FEATURES

GLOBAL VIEW, REPLACE, & DELETE.

REORGANIZE EXISTING DATA.

CREATE CUSTOM MAPPING.

CUSTOMIZE REPORTS AND PRINT INFORMATION IN ANY ORDER.

PERFORM CALCULATIONS ON NUMERIC FIELDS.



**VISICORP**  
PERSONAL SOFTWARE



VISIFILE

THE BUSINESS INFORMATION AND FILE MANAGER

BENEFITS

FLEXIBLE OUTPUT. PROVIDE YOUR OWN TITLES, HEADINGS, FOOTNOTES.

CUSTOMIZE FORMS UNTIL THEY'RE JUST RIGHT. ANY DEFINITION CAN BE REVIEWED AND CHANGED.

DESIGN YOUR OWN OUTPUT FORMS.

INSTANT ACCESS TO HARD COPY OUTPUT.

SEND MAILINGS TO INDIVIDUALS IN DATABASE AND INCLUDE RELEVANT INFORMATION FROM DATABASE.

WILL SATISFY VERY LARGE APPLICATION NEEDS.

FEATURES

PRINT REPORTS AND LABELS IN ANY FORMAT.

MODIFY REPORT AND LABEL FORMATS, FILE DEFINITIONS, AND CUSTOM MAPS.

PRINT A SINGLE RECORD ON UP TO 25 LINES. PRINT LABELS ON UP TO 99 LINES.

PRINT ANY SCREEN.

PRINT FORM LETTERS. (USED IN CONJUNCTION WITH ASCII WORD PROCESSOR). ALSO WORKS WITH VISIDEX.

PC WITH 64K CAN HAVE RECORDS UP TO 40 FIELDS AND A TOTAL OF 1000 CHARACTERS. PC WITH 128K ALLOWS FOR 128 FIELD RECORDS UP TO 2048 CHARACTERS.



**VISICORP**  
PERSONAL SOFTWARE

VISIFILE

THE BUSINESS INFORMATION AND FILE MANAGER

BENEFITS

ACCESS ANY RECORD INSTANTLY FOR VIEWING, CHANGING, COPYING, DELETING, OR PRINTING.

SORT YOUR RECORDS DIFFERENTLY FOR DIFFERENT APPLICATIONS.

CAN SORT AND SEARCH ON ANY DATA ITEM.

NO NEED TO KEEP TRACK OF SORT INDEXES WHEN YOU UPDATE YOUR FILE.

KEEPS TRACK OF WHEN RECORDS WERE LAST UPDATED.

LETS YOU REPRESENT YOUR TYPE OF DATA ACCURATELY.

FEATURES

SEARCH A FILE FOR A GIVEN RECORD (INCLUDES UNLIMITED CONDITIONAL & RELATIONAL SEARCH, '&', 'OR', WILD CARD, RANGE, AND ALSO SPECIAL PHOENETIC SEARCH).

SORT ON UP TO 10 FIELDS OR PARTIAL FIELDS AT ONCE.

INDEX ON ALL FIELDS.

AUTOMATIC INDEXING OF NEW RECORDS.

AUTOMATIC DATING FOR RECORD INPUT AND MODIFICATION.

MANY DATA TYPES, INCLUDING DATE, AUTODATE, AND \$ TYPES.



**VISICORP**  
PERSONAL SOFTWARE



VISIFILE

THE BUSINESS INFORMATION AND FILE MANAGER

BENEFITS

PREVENTS ACCIDENTAL LOSS  
OF VALUABLE INFORMATION.

DATA SECURITY - ONLY AUTHORIZED  
USERS CAN ACCESS DATA FILES.

EASE OF USE

TRANSFER DATA TO VISICALC OR  
VISITREND/PLOT FOR ANALYSIS.

FEATURES

FIELD PROTECTION.

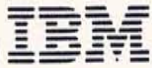
PASSWORD PROTECTION.

USER FRIENDLY INTERFACE

INTEGRATED DIF INTERFACE.



**VISICORP**  
PERSONAL SOFTWARE



## VISIFILE CAPACITY

### FILE

- CONTAINED ON A SINGLE DISK
- MULTIPLE FILES ON A DISK
- NAME UP TO 10 CHARACTERS
- UP TO APPROXIMATELY 1,000 RECORDS

### RECORD

- UP TO 1024 CHARACTERS WITH 64K, 2048 CHARACTERS WITH 128K
- UP TO 40 FIELDS WITH 64K, 128 FIELDS WITH 128K
- MAXIMUM ALPHANUMERIC FIELD - 255 CHARACTERS
- MAXIMUM NUMERIC FIELD - 16 DIGITS
- FIELD NAME UP TO 30 CHARACTERS

### INDEX

- UP TO 18 INDICES PER FILE WITH 128K, 9 WITH 64K
- UP TO 10 SORT FIELDS PER INDEX

### PRINTING

- UP TO 5 MAILING LABELS ACROSS
- MAXIMUM PRINT LINE - 255 CHARACTERS

