

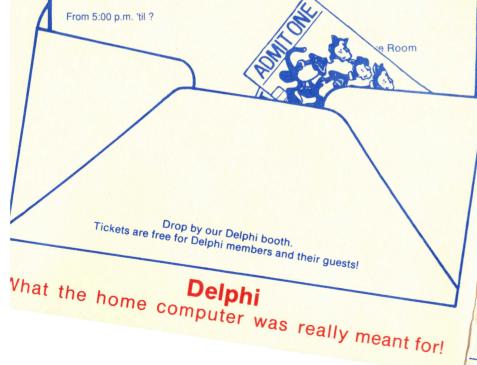
CoCo Cat, eat your heart out!

Delphi Saturday Night!

At the end of the day, when the RAINBOWfest crowd leaves the exhibit hall and after the seminar sessions are over, wouldn't it be good to just sit down, relax and get to know each other (even match on-line "usernames" with faces). Let's do it!

— Saturday Evening —

Delphi Saturday Night is our new backyard fence sort of get-together where you can - at last - find your friends, find a chair and find time to talk (in real time <qrin>), There 's no formal program at all: Delphi just wants to be neighborly. You've heard of "host computers" haven't you! We'll provide the meeting place and free refreshments and if we don't CoCo Croon, maybe we'll just howl at the moon!



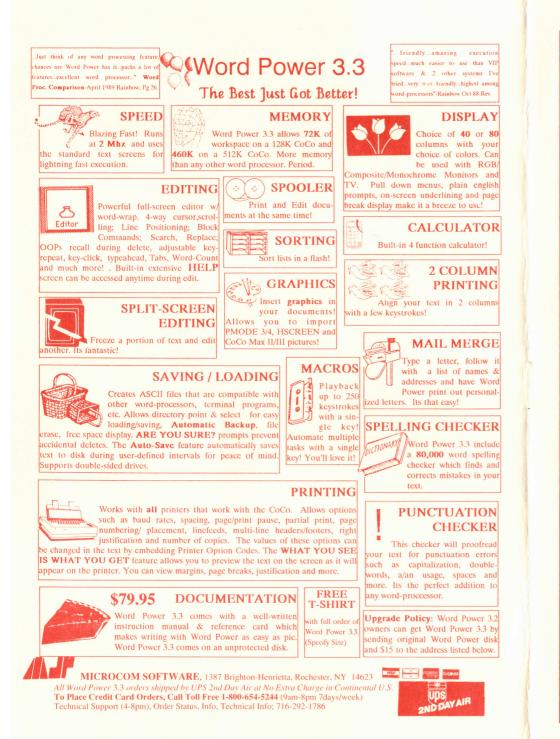
Hyatt Regency M

RAINBOWFES1

CHICAGO '91

SHOWGUIDE

APRIL 26-28



Microcom Software Complete Selection of CoCo Products Word Processors 059 Word Power 3.3: #1 Best Seller RSB: Run Basic under OS9 Telewriter 64: For CoCo 2 **BBS / Terminal Software Utility Software RSDOS** Utilities File Transfer Utilities CIII Pages: Best Desktop Publisher Word Processors & much more. RSB: Run Basic under OS9 VIP Calc III: Best Spreadsheet Upgrades VIP Database III: Best Database CEBBS: Best BBS! 512K Upgrades (Best Upgrades with the absolute lowest prices) BIG BASIC: Get up to 490K from Basic! Music / MIDI Software & Interfaces 64K Upgrades for CoCo 1/2 **Color Schematic Designer** 512K Backup/Printer Lightning Drives Max 10 & CoCo Max III Fujitsu Floppy Drive Systems ADOS 3, MJK DOS & RGB DOS Seagate Hard Drive Systems CoCo Util II / Xenocopy Hard Drive Accessories Autoterm Modem Software RGB Patch Keyboards & Extension Cables Maillist Pro **Eprom Programmers & Erasers** Computerized Checkbook 7 1200/2400 Baud Modems CoCo 3 Screen Dump **DISTO®** Controllers & Accessories EDTASM Assembler Cables SOURCE Disassembler Chips **CBASIC** Basic Compiler COCO-DOS Window Master Magnavox 8CM515 Color Monitor **Over 100 Educational Programs!** Color Computers and much much more! **Printers GAMES Galore** for CoCo Diskettes, Disk Cases, Ribbons, Books Joysticks & other accessories Pokes, Peeks 'N Execs Series VISA **Unravelled Series** Start OS9 for the beginner Call **716-292-1786** or write to: Assembly Language Programming 1387 Brighton-Henrietta Rainbow Guides to OS9 Books Rochester, NY 14623 Service Manuals for your **FREE CATALOG**.

GREETINGS FROM THE PUBLISHER

EXHIBITS

with the SmartWatch or Disto realtime clock); key repeat; different numbers of tracks (35, 40, or 80) on different drives; moving and copying ranges of lines in BASIC programs; text screen dump; configurable auto-boot of a default file or OS-9 at power-up. SpectroSystems is also featuring the SmartWatch, a real-time clock for *Extended ADOS-3* and/or OS-9 that piggybacks with the ROM in the disk controller.

Sundog Systems

Sundog Systems continues to bring you the ultimate in CoCo entertainment software and is now proud to present the "New for '91" line. Featured are the hit 128K/ 512K arcade/adventure, The Quest for Thelda; the spectacular 512K arcade game, The Contras; and the lightening-fast space-action games, Crystal City and Zenix. Sundog Systems is showing Kyum-Gai: to be Ninja (OS-9 Version), an incredible programming achievement from some of the top talent in the CoCo community. Also featured is the entire family of Sundog Systems software for the CoCo 1, 2 and 3 including Sinstaar, Kyum-Gai (RS-DOŠ), and SoundTrax, along with new hint books and instrument disks. Stop by the booth and chat with the authors of some of your favorite programs and

check out the unprecedented RAINBOWfest specials and the presentation of a surprise new game for the CoCo 3!

Supersoft

Supersoft is demonstrating and running a multi-media presentation. Also at the booth is Supersoft's full line of graphics-printing software, including drivers for the "new" 24-pin printers. Don't miss Supersoft's picture gallery. At its first show in Chicago is *Sprite BASIC*, which gives the CoCo Sprite capabilities. And there is a limited supply of Rascan units available at the show.

T & D Software

A long-standing company in the CoCo Community, T&D Subscription Software is featuring its new giant collection of MS-DOS converted graphic disks for the CoCo. T&D is also displaying 105 issues of back issue software, including 1050 programs, as well as over 650 shareware disks. Also available is miscellaneous new/ used hardware and accessories for the CoCo and IBM-compatibles. elcome to RAINBOWfest Chicago! For you first-timers, this is the 20th gathering of the CoCo Community under THE RAINBOW banner.

RAINBOWfest features many delightful surprises, and it's a great opportunity to see and examine lots of new and innovative commercial software and hardware products for the very first time. You'll be able to get the jump on new capabilities for your Color Computer in exhibit after exhibit; there are demonstrations, seminars and many opportunities for hands-on experience as well as the special RAINBOWfest prices that will save you money!

If you're one of the many people who have attended our previous shows, you know RAINBOWfest is much, much more than just a show. It's a *people* event. RAINBOWfest has been described by at least one attendee as a "love feast" because of the amount of commercial hardware and software available, the wealth of information and most of all, the unbridled camaraderie.

As part of our efforts to make RAINBOWfest a people event, we've arranged to have many of our magazine's personalities present, so you can meet and get to know them.

I hope you'll pay close attention to the seminar and exhibit descriptions included in this program guide. There's so much to see and experience in such a short time, and we know you won't want to miss anything.

Please be sure to stop by the RAINBOW booth. We'd like to get to know you and hear your ideas on our publications and products. We're always open to suggestions and ideas.

Most of all, we want you to enjoy RAINBOWfest! And, if you need assistance, don't hesitate to ask our staff. We want you to have fun and to consider your weekend a worthwhile investment and a memorable experience.



Lawrence C. Falk RAINBOW Editor and Publisher

GENERAL INFO

Location of All Activities

All regular RAINBOWfest activities will take place at the Hyatt Regency Woodfield. Exhibits are located in the Regency Ballroom, and seminars will be conducted in the Aigner, Atcher and Sarah's Grove suites.

RAINBOWfest Hours

Friday, April 26, 7 p.m. to 10 p.m. Saturday, April 27, 10 a.m. to 5 p.m. (CoCo Community Breakfast at 8 a.m.) Sunday, April 28, 11 a.m. to 3 p.m.

CoCo Community Breakfast

Separate reservations, at \$13 each, are required for the CoCo Community Breakfast/Keynote session on Saturday. The breakfast will be held at 8 a.m. in Sarah's Grove, Kessel and Aigner suites.

Exhibit Badges

Exhibitors and guest speakers may pick up their badges at the registration desk at the entrance to the Regency Ballroom. Badges must be worn at all times for admission to the exhibit area.

Conference Registration and Admission Fees

Registration and admission for the general public is \$9 per day or \$13 for all three days.

Conference Notices

Notice of changes in sessions, special events, etc., are posted at both the registration desk and the RAINBOW booth in the Regency Ballroom.

Food Service

Refreshments and soft drinks may be obtained at the refreshment area

located in the ballroom foyer on Saturday and Sunday from 11:30 a.m. until 1 p.m.

Current Issues of THE RAINBOW and PCM

Copies of the latest issues of THE RAINBOW, *The Color Computer Monthly Magazine*, and PCM, *The Premier Personal Computer Magazine for Tandy Computer Users*, are available at the RAINBOW booth.

RAINBOW BOOKSHELF

You may also purchase a variety of books at the RAINBOW booth from the Rainbow Bookshelf, including The Rainbow Adventure Book Series, The Rainbow Simulations Book Series, The Rainbow Introductory Guide to Statistics, The Complete Rainbow Guide to OS-9 and A Full Turn of the Screw. Tapes and disks, including The Complete Rainbow Guide to OS-9 Level II Volume I disk package, are also available from the Rainbow Bookshelf.

RAINBOW ON TAPE and RAINBOW ON DISK

Copies of RAINBOW ON TAPE and RAINBOW ON DISK may be obtained at the RAINBOW exhibition booth, as well.

RAINBOWfest T-Shirts

RAINBOWfest T-shirts may be purchased for \$7 each at the Glenside CoCo Club of Illinois booth. prices are a number of products, including Microcom's recordbreaking word processor — Word Power 3.3. Other items include games, utilities, OS-9 software, disk drives, EPROM programmers and erasers, disk controllers, chips and books — you name it, Microcom has it.

NMSA Computer Group

The NMSA Computer Group presents The Cat for your inspection. The Cat is the home the CoCo 3 should have — an ATstyle case with the new sevenpack bus interface, a 200W power supply and cables for access to CoCo 3 inputs.

Radio Shack/Tandy

This is Radio Shack's biggest RAINBOWfest ever. Choose from our large selection of CoCo games, OS-9 and hardware — all at super discount prices. Also choose from MS-DOS computers and laptops as low as \$199.00. While in Chicago visit our new outlet store at 300 E. North Ave. in Villa Park.

RAINBOW Magazine

Be sure to stop by the RAINBOW booth to meet the people behind

the RAINBOW. While at the booth, make sure to check out the many show specials on all items on THE RAINBOW bookshelf, as well as special show renewal rates on one- and two-year subscriptions. Also available at show prices are RAINBOW back issues and their counterpart, RAIN-BOW binders.

Second City Software

The spotlight at the Second City Software booth is an all new version of the popular music program, *UltiMusE III*. In addition, there are many new surprise products available at the '91 Chicago RAINBOWfest. Enter our drawing to win our One-of-Everything contest. Stop by the Second City Software booth for complete details.

SpectroSystems

SpectroSystems is featuring Extended *ADOS-3*, a product designed to extend the powers of *ADOS-3* by sharing space with it in a 16K EPROM. This includes a built-in Ramdisk; a MENU command that permits using the arrow keys to select files to execute, copy, kill, or scan; a backup command that works more than twice as fast as normal; wildcard COPY and KILL; dating of files in the directory (or date and time

SYSTEM IV

EXHIBITS

taire and LaBelle Lucie card games; Games Pack I and Armchair Admiral (family favorites); Zeni and Crystal City, fast-paced arcade games; Riddle of the Ring, a classic adventure game; and Tazman, an OS-9 game of exploration and trade among the stars. Eversoft Games also introduces some new computer games previously unannounced in THE RAINBOW magazine. Additionally, Eversoft Games has T-shirts and computer joysticks for sale.

Frank Hogg Laboratory

Established over 15 years ago, FHL has supported OS-9 with its products longer than any other company. FHL is showing its line of Tomcat computers — both the TC9 and TC70 systems are on display, as are some surprises. The TC9 is currently the only CoCo-compatible computer, and the TC70 is the only 68000-based computer compatible with the TC9. The Tomcat is a computer designed for the future but built for today. Also at the FHL booth is software for both OS-9 and OSK.

Glenside CoCo Club of II.

The Glenside Color Computer Club of Illinois, official host club for the '91 Chicago RAIN-BOWfest, is handing out club newsletters and membership information. In addition, they are selling RAINBOWfest T-shirts.

Granite Computer Systems

Granite Computer Systems is on hand to present its latest version (3.0) of *GCS File Transfer* utilities for both OS-9 & OSK. GCS is also offering the complete line of modems by Zoom: Data, fax, data-correcting, error-correcting (V.42/V.42 BIS); 9600 (V.32).

Interactive Media Systems

Stop by the Interactive Media Systems, Inc., booth to see the exciting MM/1 and the new software for it. We have VED, games, productivity software, animation files created by Autodesk Animator, and a lot more. The MM/1 Extended is designed to be the best upgrade alternative for Color Computer users. It comes with OS-9/68000, Microware BASIC, C, and lots of utility software, including programs for communications, script processing, graphics, text editing, and more!

Microcom Software

Microcom is exhibiting a complete array of software, hardware and cables for the Color Computer. At RAINBOWfest sale



PERFORMANCE FLEXIBILITY VERSATILITY

THE SYSTEM IV is a high performance computer system based on the Motorola 68000 microprocessor operating at a clock speed of 16 MHz. Microware's Professional OS9/68000 operating system is included with the SYSTEM IV providing an efficient multi-user and multi-tasking environment. It has been designed to provide maximum flexibility and versatility making the SYSTEM IV ideal for both home and small business applications. Additionally, the SYSTEM IV provides a viable low-cost solution for many industrial control applications and as an OS-9 development system. The SYSTEM IV features from 1 to 4 MBytes of 0 wait state dram, 4 serial ports, 2 parallel ports, battery-backed real-time clock, HD floppy controller, socket for a 1772 floppy controller and 7 PC/XT compatible expansion slots. Special requirements such as A-D/D-A, multiplexing, net-working, special video, sound, midi, etc. are easily handled with readily available PC/XT boards which can plug into the SYSTEM IV expansion slots. As requirements change or improved special function boards become available, they may be added or replaced at the user's option.

SYSTEM IV pricing starts at \$999.00 for a ready-to-use system. Contact Delmar Co for additional options. The SYSTEM IV has a one year parts and labor warranty.





Middletown Shopping Center - PO Box 78 - Middletown, DE 19709 302-378-2555 FAX 302-378-2556

SPECIAL EVENT!

CoCo Community Breakfast

Keynote Session

Saturday, April 27, 8 a.m. Aigner

Chris Burke

Color Computing has been the ultimate adventure for Chris Burke, who chose the wild and unknown territory of the Color Computer over the mediocrity of other computer markets. Take a trip down memory lane and discover how we'll build future memories as Chris offers his insights on why working with the Color Computer is so fun and rewarding. So come and join the excitement with Chris and THE RAINBOW staff at the CoCo Community Breakfast!



Burke & Burke

Burke & Burke is pleased to present its affordable line of Color Computer hardware & software products at this year's Chicago RAINBOWfest. In addition to its well-known CoCo XT hard disk interface and OS9 software products like RSB & File System Repack, Burke & Burke will be showing their new line of "CoCo 4" OS9 products for the first time. We hope you'll stop by the Burke & Burke booth, and that you'll enjoy Chris Burke's keynote address at the CoCo Community Breakfast on Saturday.

CoCoPRO!

CoCoPRO! offers an extremely wide variety of software and hardware for the CoCo, with a minimum of 250 different items (new and used) in stock at all times. We will be featuring show specials on Alpha, Disto, Danosoft, Zebra, and several other popular lines. And there will be numerous other bargains, too. Stop by and register to win one of the five last copies of *Marty's Nightmare*, autographed by both Marty Goodman and Steve Bjork.

Delmar Co.

Delmar is spotlighting the System IV computer manufactured

by Peripheral Technology. The System IV now has MS-DOS capability - the plug-in ALT 86 board opens the window for a vast quantity of MS-DOS software that can be run on the System IV. Existing hardware and software enhancements to the System IV will also be demonstrated. These include M6809, a 6809 emulator/interpreter which provides CoCo capability by Bob Santy; REXDOS, a low cost single-user operating system by Dan Farnsworth: and Sculptor by MPD.

Delphi/GVC

A division of General Videotex Corporation and home of THE RAINBOW's CoCo and OS-9 Online SIGs, Delphi combines electronic mail and other realtime communications capabilities with valuable information and helpful services. Membership allows users to communicate directly with THE RAINBOW's editors and writers, to download software and to exchange information and ideas with other Color Computer owners.

Eversoft Games, Ltd.

Eversoft Games, Ltd., is featuring its complete line of game software for the CoCo 2 and CoCo 3. Products include: *Classic Soli*-

The Rainbow Bookshelf

Fill out your CoCo library with these selections

The Complete Rainbow Guide to OS-9

Dale Puckett and Peter Dibble show you how to take advantage of OS-9's multitasking and multiuser capabilities. An-easy-to-read, step-by-step guide packed with hints, tips and free software in the form of program listings. Book \$12 2-Disk Set \$19 Book/Disk Combo \$29

The Windows and Applications Disk for The Complete Rainbow Guide to OS-9 Level II, Vol. I

Puckett and Dibble have done it again! Here are all the great programs from the first volume of the Level II guide. Clever new ready-to-run applications. Book \$14 Disk \$19

The Rainbow Book of Simulations

Twenty award-winning entries from THE RAINBOW's first Simulations contest. You are a Civil War commander, an air traffic controller, a civil defense coordinator, or a scientist on Mars . . . your wits are on the line. Book \$3 Tape \$3 Book/Tape Combo \$4

The Second Rainbow Book of Simulations

The 16 winners from our second Simulations contest. Fly through the dense African jungle, bull your way down Wall Street, lead a bomb squad or try your hand at Olympic events. Test your skills and talents. Book \$4 Tape \$4 Disk \$4 Book/Tape Combo \$8 Book/Disk Combo \$8

The Rainbow Introductory Guide to Statistics

Dr. Michael Plog and Dr. Norman Stenzel give a solid introduction to the realm of statistical processes and thinking for both the beginner and the professional. (An 80-column printer is required for running the stats program.)

Book \$2 Tape \$2 Disk \$2 Book/Tape Combo \$4 Book/Disk Combo \$4

The Rainbow Book of Adventures Contains 14 winning programs from our first Adventure contest. Includes *Sir Ran*- dolph of the Moors, Horror House, One Room, and more. Plus hints and tips on solving Adventures. Book \$2 Tape \$2 Book/Tape Combo \$3

The Rainbow Second Book of Adventures

Featuring 24 of the most challenging Adventure games available. Meet The Beatles, find a hidden fortune, or win the heart of a mysterious princess. Book \$6 Tape \$6 Book/Tape Combo \$11

The Rainbow Third Book of Adventures

The excitement continues with 19 new Adventures. Discover backstage intrigue at the London Theatre, attempt a daring space rescue, or defeat evil in the year 2091 as a genetic android. Book \$6 Tape **\$6** Disk \$7

Book/Tape Combo \$11 Book/Disk Combo \$12

The Rainbow Fourth Book of Adventures

A gathering of 14 winning entries from our fourth Adventures contest. Includes *Term Paper* and *Life: An Everyday Adventure* for the CoCo 3. Also features *Captain Rodgers, Aandark II, Superspy* and many more! Book \$7 Tape \$6 Disk \$11 Book/Tape Combo \$13 Book/Disk Combo \$18

A Full Turn of the Screw

This book is the complete collection of "Turn of the Screw" articles from *Rainbow Magazine*, January 1983 through July 1989. Rainbow columnist Tony DiStefano takes you through the nuts and bolts aspects of the

Color Computer hardware. Book \$19

PROGRAM SCHEDULE

<u>Time</u>	Event	<u>Speaker</u>	Location		
Friday, April 26					
7 p.m 10 p.m.	Exhibits Open (No Seminars)				
Saturday, April 27					
8 a.m.	CoCo Community Breakfast	Key Note Speaker Chris Burke	Aigner		
11 a.m.	Music & MIDI Advancements	Mike Knudsen	Aigner		
11:30 a.m.	OS-9 For Absolute Beginners	Greg Law	Sarah's Grove		
Noon	Adding Features to the BASIC ROM	Art Flexser	Atcher		
l p.m.	OS-9 68K Open Forum	Ed Gresick Frank Hogg Paul Ward	Aigner		
2 p.m.	Graphics Applications for the CoCo	Eric Wolf	Atcher		
2:30 p.m.	CoCo Consultations Live	Marty Goodman	Sarah's Grove		
3 p.m.	OS-9 Q&A Open Forum	Kevin Darling	Aigner		
Sunday, April 28					
J1 a.m.	Exhibits Open				
11:30 a.m.	BreakPoint Live	Greg Law	Sarah's Grove		
Noon	CoCo Consultations Live	Marty Goodman	Aigner		
1 p.m.	Delphi Bureau Live	Eddie Kuns	Atcher		
I p.m.	Behind the Rainbow	Cray Augsburg	Sarah's Grove		

SEMINARS

ADDRESSES

Mike Knudsen **Music & MIDI Advancements** Saturday, 11 a.m. Aigner

Mike Knudsen compares the features of several popular low-cost MIDI keyboards you can interface to the Color Computer. Using the latest in CoCo software, Mike shows the MIDI power of multi-tasking by scoring music while tweaking the synthesized instrument sounds from a separate OS-9 window.

The author of UltiMuse III, Mike is a professional programmer, a versatile amateur musician, and a CoCoNut since 1983.

Greg Law **OS-9** For Absolute Beginners Saturday, 11:30 a.m. Sarah's Grove

THE RAINBOW's Technical Editor, Greg, Law, explains the fundamentals of this sophisticated operating system in terms the OS-9 novice can understand. The focal point of the discussion is the treelike directory structure of OS-9 and how to move between the directories. Questions are encouraged.

Art Flexser Adding Features to the BASIC ROM Saturday, Noon Atcher

Art Flexser talks about how the CoCo's BASIC is enhanced by the addition of new capabilities. He considers the design of an enhanced replacement for the Disk BASIC ROM in the form of an EPROM chip inserted in the disk controller. Discussion focuses primarily on the development of Extended ADOS-3.

Art is the owner of SpectroSystems and is the author of ADOS and ADOS-3.

Ed Gresick, Frank Hogg, Paul Ward **OS-9 68K Open Forum** Saturday, 1 p.m. Aigner

Join Ed Gresick (Delmar), Frank Hogg (Frank Hogg Laboratories) and Paul Ward (IMS) as they discuss how their machines will affect the market. Each speaker will, in a limited amount of time, discuss the development and features of his company's computer, after which time the floor will be opened to rebuttal, comments and questions from those attending. This is sure to be an informative gathering for those interested in new directions.

Eric A. Wolf Graphics Applications for the CoCo Saturday, 2 p.m. Atcher

Eric Wolf discusses the use and development of graphics applications on the Color Computer. Included topics are the implementation of graphics in desktop publishing, games and other applications. The programming aspects of graphics are also considered as actual code and techniques are discussed.

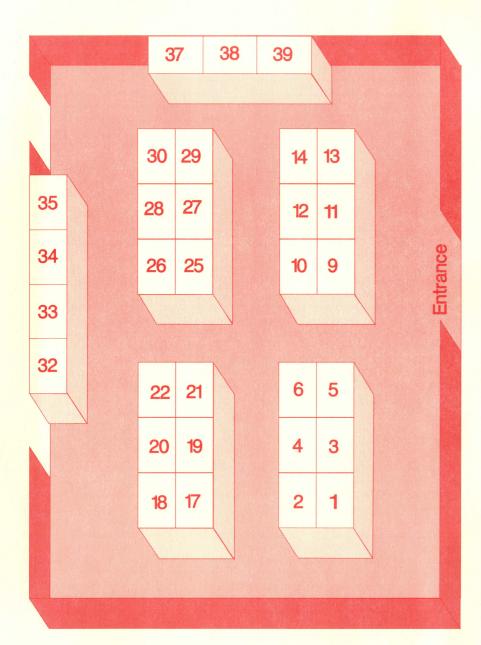
Eric is a high school student and a free-lance software developer whose accomplishments include The Newspaper desktop publishing system and The Quest for Thelda.

Marty Goodman **CoCo** Consultations Saturday, 2:30 p.m. Sarah's Grove

Dr. Marty Goodman addresses your hardware and software questions

Burke & Burke 25737 215th Ct SE Mapple Valley, WA 98038	3	Microcom Software 1387 Brighton-Henrietta Rochester, NY 14623	38-39
CoCoPRO! 1334 Byron Ypsilanti, MI 48198	21-22	NMSA Computer Group Box 1718 Merrimack, NH 03054	19
Delmar PO Box 78 Middletown, DE 19709	30	Radio Shack/Tandy 700 One Tandy Center Fort Worth, TX 76102	9-14
Delphi/GVC 3 Blackstone Street Cambridge, MA 02139	25	Rainbow Magazine 9509 Us Hwy 42 Prospect, KY 40059	32-35
Eversoft Games, Ltd. 12804 48th Ave. NE Marysville, WA 98270	20	Second City Software 8 W. Stevenson Drive Glendale Heights, IL 60139	27,29
Frank Hogg Laboratory 204 Windemere Road Syracuse, NY 13205	1-2	SpectroSystems 11111 N. Kendall Dr. A108 Miami, FL 33176	28
Glenside CoCo Club of II. 119 Adobe Circle Carpentersville, Il 60110	37	Sundog Systems PO Box 766 Manassas, VA 22111	26
Granite Computer Systems 571 Centre Road Hillsboro, NH 03244	17	Supersoft 363 Oakwood Ave. Jackson, MI 49203	4
Interactive Media Systems 238 Catawaba Ave. Davidson, NC 28036	18	T&D Software 2490 Miles Standish Holland, MI 49424	5-6

THE EXHIBIT HALL



about the Color Computer. Celebrity quests often assist Marty in fielding questions and sharing anecdotes about the machine and its history.

Marty, who writes "CoCo Consultations" and has written numerous feature articles in THE RAINBOW, has worked with the Color Computer almost since its introduction.

Kevin Darling OS-9 Q&A Open Forum Saturday, 3 p.m. Aigner

Kevin Darling and friends conduct a question-and-answer session for all levels of OS-9 programmers and users, along with demonstrations of the applications and graphics possible under Level II.

Kevin is an independent OS-9 contract programmer and developer, the author of *Inside OS-9 Level II* and a CompuServe OS-9 Forum Assistant SysOp.

Greg Law BreakPoint Live Sunday, 11:30 a.m. Sarah's Grove

THE RAINBOW's Technical Editor, Greg Law, explains the fundamentals of programming with the sophisticated OS-9 operating system. The focal point of this discussion is using high-level languages such as BASIC09 and C to create sophisticated programs and some of the standards you should follow. Questions are encouraged.

Marty Goodman CoCo Consultations Sunday, Noon Aigner

Dr. Marty Goodman addresses your

hardware and software questions about the Color Computer. Celebrity guests often assist Marty in fielding questions and sharing anecdotes about the machine and its history.

Marty, who writes "CoCo Consultations" and has written numerous feature articles in THE RAINBOW, has worked with the Color Computer almost since its introduction.

Eddie Kuns Delphi Bureau Live Sunday, 1 p.m. Atcher

Eddie Kuns discusses how to get the most out of your Delphi online time in terms the telecommunications novice can understand. The seminar consists of a question-and-answer session covering how to upload and download files, use forum, and send EMail.

Eddie is the OS-9 SIG Database Manager and a writes "Delphi Bureau" each month for THE RAINBOW. He's a fulltime student at Rutgers University working on his PhD in physics and doing his thesis research at Fermilab.

Cray Augsburg Behind the Rainbow Sunday, 1:30 p.m. Sarah's Grove

RAINBOW Managing Editor Cray Augsburg holds an open forum for those interested in writing for and wanting to dicuss the direction of THE RAINBOW. Come by and discuss your qualifications and submission ideas with him before you actually write your manuscript and/ or programs for evaluation. Submission guidelines and RAINBOW's editorial calendar are available. Even if you're not a writer or programmer, Cray welcomes any ideas you have.



awrence C. "Lonnie" Falk had no way of knowing that the purchase of a Tandy Color Computer in December 1980 would help him fulfill a lifelong dream of running his own publishing firm. A prolific writer with a

fondness for electronic innovations, Falk says he purchased the computer primarily to improve his word processing capability.

À few months later, Falk started THE RAINBOW a small newsletter that grew from only four pages to become the premier magazine for the Tandy Color Computer. THE RAINBOW, a slick, full-color publication with subscribers in every state in the union, every country in Central and South America, every province in Canada, all seven continents, and even ships at sea. A foreign edition is also distributed in Australia.

Soon after launching THE RAINBOW, Falk formed Falsoft, Inc., which now publishes one other personal computer magazine: PCM, *The Premier Personal Computer Magazine for Tandy Computer Users*, a monthly that focuses on the Tandy portables and MS-DOS computers. Falk is also publisher of SCORE**CARD**, a weekly tabloid focusing on the nationally prominent University of Louisville athletic program.

Falk's entry into the publishing field began when he set up his Color Computer in a spare bedroom at his Prospect, Ky. home. Anxious to learn all he could about his personal computer, Falk devoted much of his spare time to the machine, but it was only after linking up (via the telephone) with other Color Computer users on the CompuServe Information Service that he became fully aware of the incredible potential of his Color Computer.

"A lot of very valuable information was being passed along CompuServe, but, at that time, very few Color Computer owners were even using modems," Falk recalls. "Somebody suggested that a newsletter was needed to help retain the information base. I was the journalist in the crowd, and the idea appealed to me."

The first newsletter was mailed to a total of 25 people, which included only eight paid subscribers.

THE RAINBOW'S appeal has been so strong that Falsoft has been in a state of constant expansion — moving from the bedroom of Falk's house to the dining room, then to the kitchen, the basement, and out of the house into office space in a nearby shopping center. Previously, two Falsoft office suites sandwiched the Prospect Post Office. Now, the company's 60-plus employees work in the 25,000 square-foot Falsoft Building, which is adjacent to the shopping center.

A typical issue of THE RAINBOW includes programs and articles about games, utilities, education, home management, small business applications, music and graphics, technical advice, hardware projects, question-and-answer columns, and more than a dozen product reviews.

Programs written by a worldwide pool of contributors are also offered on monthly RAINBOW ON TAPE cassettes and RAINBOW ON DISK saving readers hours that would be required to manually key in lengthy program listings.

There are many Color Computer users, especially those who purchased their machine during the early '80s, who will argue vehemently that the model might have gone the way of the Texas Instruments TI/99, the VIC 20 and the Timex computers had THE RAINBOW not been around.

After it's initial introduction, the Color Computer had limited software support, supplying only a few games and some elementary word processing and filing utility programs. The lack of commercial software, combined with the growing circulation of THE RAINBOW, opened up numerous possibilities for small thirdparty suppliers. Their remarkable growth, in turn, continually reinvigorates THE RAIN-BOW, which remains strong while many other computer publications ceased publication altogether.

Falk attributes much of THE RAINBOW'S success to the magazine's ability to show readers the real capabilities of the Color Computer, which he believes are often overlooked because of it's low purchase price.

The support market for the Color Computer is still fertile, Falk believes. Hence, the publishing company's Rainbow Bookshelf, which is a commitment to a variety of new books destined to fill the gaping holes in local bookstores where Color computer owners find very few offerings.

The first two books off the press included award-winning Adventure games and computer Simulations submitted in two of THE RAINBOW'S annual programming competitions. The third offering, *The Complete Rainbow Guide to OS-9*, is devoted to a sophisticated disk operating system for the Color Computer. Another book of award-winning Adventures, *The Second Rainbow Book of Adventures*, and a second Simulations book. More recent releases include *The Third Rainbow Book of Adventures*, *The Rainbow Introductory Guide to Statistics, The Complete Rainbow Guide to OS-9 Level II* and *A Full Turn of the Screw*.

The Rainbow Bookshelf editorial approach is a step-by-step, down-toearth process, which, compared to the technical manuals accompanying many computer enhancements, makes familiarization easy for consumers.

It's an editorial philosophy that has reaped huge dividends for THE RAINBOW'S readership, and the same formula is paying off for the readers of PCM.

We are magazine publishers first because most of our staff has an editorial background," Falk explains. "We think this is a great advantage to our readers. As communicators, our job is to get to the bottom line and convey information in a way that is easily understandable. If we can make it fun for the reader, so much the better. I think that explains the affection that many readers feel for our publications."

THE FALSOFT STORY