

The reviews are pouring in.

Knoware™ IS A HIT!

Knoware is the first educational software package that is really two products in one.

First, Knoware teaches you how to use a personal computer within hours without the frustrations often experienced by computer novices.

Second, Knoware gives you eight starter kit applications so that you can use your PC effectively as soon as you've mastered the basic skills.

Bottom line, Knoware is one of the most innovative educational software products ever developed.

■ **The Wall Street Journal**

"Using sound, colorful graphics and a step-by-step approach, the \$95 Knoware program teaches novices what the computer can do without looking at a written manual."

■ **The New York Times**

"...limiting the printed instructions to simply getting the software up and running is definitely an idea whose time has come."

■ **Datamation**

"Many microcomputer literacy or training packages can be deadly dull or unhelpful to executives who need to learn but who don't want to be taught at the level of clerical workers. One package worth a look is called Knoware, from Knoware, Inc."

■ **Microcomputing**

"Business professionals who want to learn how to use a personal computer within hours should try Knoware. The program requires no experience or manual, and it comes with an easy-to-read keyboard tutorial and three floppy disks."

■ **The Los Angeles Herald Examiner**

"Within as little as an hour and a half, someone using Knoware will become confident, comfortable and effective in using the personal computer."

■ **Boston Herald**

"Knoware's initial product integrates entertainment, education and introductory applications software for personal computer users."

■ **Financial World**

"Setting Knoware apart from most of its competitors is the lack of written instructions, forcing users to learn by doing."

■ **ESPN Business Times**

"Knoware is the first product of its kind in a market – the business computer training market, which is projected to grow to \$400 million in two years. Less costly and cumbersome than seminars or tutorials, educational games software of this kind has obvious potential appeal to corporate customers."

PERSONAL SOFTWARE

FEBRUARY 1984

THURSDAY, SEPTEMBER 27, 1983

THE WALL STREET JOURNAL

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BUYER'S GUIDE TO COMPUTER LITERACY

COMPUTER LITERACY: IS IT WORTH THE EFFORT?

BY ERNEST BAXTER, Managing Editor

When I was a kid, one of the worst things I could do was to do anything that would get me into trouble. I was a kid, one of the worst things I could do was to do anything that would get me into trouble.

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Archie McGill Goes Knoware Following AT&T Departure

His New Software Firm Plans Diskette on How to Use IBM Personal Computer

BY WILLIAM M. BURKLEY
Staff Reporter of The Wall Street Journal
CAMBRIDGE, Mass., Last June, Archie McGill left his high

McGill left his high position of the 18,000-employee 8-Telephone self-manipulated business. Since then he's been Mr. McGill has been Knoware Inc., a provider of educational software and computers. He of Rothschild & Venture Capital and of Rothchild Inc., a New York securities firm that is part of the international financial empire of the Roth-

increase its investment in a second round financing totaling \$5 million, Mr. McGill says.

Knoware, founded by two Massachusetts Institute of Technology professors, will start marketing its first product next month. The product is a computer diskette that teaches business people how to use the International Business Machines Corp. personal computer and contains a variety of programs.

Some managers who have seen the new Knoware program are impressed. "I think the concept is right on," says Hank Alford, product manager for Wang Laboratories Inc.'s professional computer class of business people are scared stiff of computers.

John J. Donovan, one of the MIT professors who developed the concept and serves as chairman of the executive committee of Knoware, says the program is designed to combine entertainment with education and useful applications programs. Users follow a career path from mail clerk to board chairman through different computer applications. Each time they master an application,

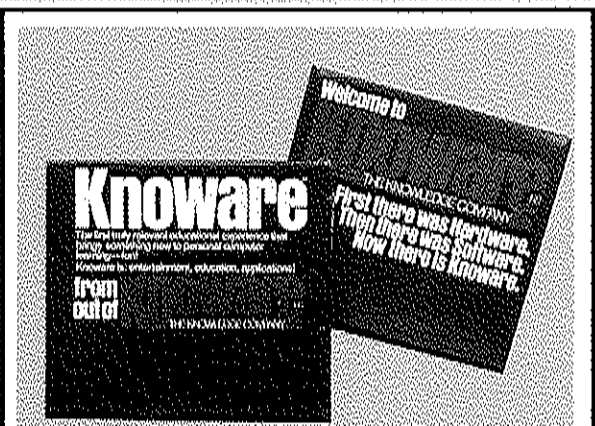
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WHEN YOU CAN SIT DOWN AT YOUR COMPUTER AND MAKE IT DO WHAT YOU WANT IT TO DO, YOU'VE ACHIEVED COMPUTER LITERACY.



Knoware is for IBM or Apple beginners who want to get a taste of real computer applications as they learn

MICROCOMPUTER

January 1984

Knoware on IBM

Business professionals who want to learn how to use a personal computer within hours should try Knoware. The program requires no experience or manual, and it comes with an easy-to-read keyboard tutorial and three floppy disks.

Knoware integrates enjoyable learning with program applications. While you are being challenged by the "game" aspects of Knoware,

Business professionals who want to learn how to use a personal computer should try Knoware. The program requires no experience or manual, and it comes with an easy-to-read keyboard tutorial and three floppy disks.

IBM PC or XT costs \$1,995. Knoware, Inc., 301 Cambridge, MA 02142. Order Service number 1-800-368-3683.

The Boston Herald

The Boston Herald, Friday, September 23, 1983

COMPUTER EDUCATION CAME OUT OF KNOWARE

By LYNN KETTLESON
The day of computer hobbyists is past. The market is now reaching

Knoware's initial product due out this fall for IBM and Apple personal computers will integrate entertainment, education and introductory applications software for personal computer users.

Children need to be taught how to use computers. The software will leave behind the introductory applications so users will be able to use their computers for word processing or spreadsheet analysis.

Then the software will leave behind the introductory applications so users will be able to use their computers for word processing or spreadsheet analysis.

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DATAMAT

DECEMBER 1984

Many microcomputer literacy training packages can be dull or unhelpful to executives who need to learn but who don't want to be taught at the level of clerical workers. One package worth a look is called Knoware, from Knoware Inc.

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guidance in product planning and development. Archie J. McGill, president of Rothchild Ventures, the venture capital arm of Rothchild Inc. and a former president of AT&T's advanced information systems division, is chairman of Knoware.

LOS ANGELES HERALD EXAMINER

From out-of-Knoware comes a personal computer solution

For many people, the mere thought of learning how to use a personal computer produces symptoms of anxiety. And then those who already own personal computers are to resist them because they don't quite understand them.

From out-of-Knoware is emerged. Introduced in 1983 in Boston, Knoware educational software, Knoware Inc., the "knowledge" created in business men knoware teaching the how to use a personal computer that becomes as fun to learn as it is educationally sound.

It requires no prior experience, manuals, no classes, and very little money. Even an easy-to-read manual is included. The within as little as an hour, someone using it become confident and effective in using a computer.

able because Knoware educational software separate enjoyable learning applications programs while you're being the "game" aspects of a computer. of the most applications.

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conveniently, says Dumoulin. But how does the new user overcome the frustrating aspects of new technology and use it effectively on a daily basis? According to the professor, "The answer is to 'let Knoware

... within as little as an hour and a half, someone using Knoware will become confident, comfortable and effective in using the personal computer.

on a video screen in simple, everyday language.

To begin, the Knoware learning experience starts follow a career path from mail clerk to chairman of the board, and in doing so learn each of the six computer applications mentioned above along the way.

For example, on your first day as a mail clerk, a thief breaks into the mailroom and begins "stealing" the mail. Your objective is to trap the thief as he runs back and forth across the screen carrying away important packages. But, it's the professor's objective to teach you simple basic graphic commands in order to enable you to accomplish your goal. When you succeed in snaring the culprit, you are rewarded a promotion and the knowledge that you've learned, by doing, how to use basic graphics. This process goes on until you understand how to use all of the computer applications contained in Knoware.

As an added attraction, after each promotion, you get a chance to invest your salary and bonuses in stocks and bonds. Here you get a chance to accomplish your second goal — that of becoming a millionaire. Along the way, your confidence in using a computer is building, while your fear and anxiety fades.

You can't sell software like soda, right? Wrong

By David Wisel Globe Staff

The day of the soft sell in the selling of software has passed.

But only just. Barely two years after the birth of the industry, the selling of software for personal and home computers is becoming more and more like the selling of cigarettes, both pop and soap.

At long last, are you selling. Marketing with kids are being hired from such places as Bristol Myers, Glaxo and Procter & Gamble. Now companies are using public relations firms long before they have a product to push. One Cambridge graduate has an ad agency almost at the same time it hired a chief executive.



The "Knowledges" for workers outside the Cambridge office of Knoware Inc., a small software company with a big ad budget. Chuck Thomas II, Towers, the president, in front with white shirt, and Archie McGinn, the chairman, half way back with white shirt.

"I think there has been a real realization that a company selling consumer-oriented boxes can be very successful. Today's market is not just for those who were quick to add. They are staying. When very first software was introduced last month, it had 224 pages and ads from 154 software companies and dealers.

In all, Towers figures Knoware will spend around \$2.25 million in advertising by the end of 1984 and another \$1.5 million on other marketing such as booths at trade shows. That's 40 to 50 percent of all its expenditures, he says. "It's the biggest piece."

The significance of the change is that companies, no matter how clever products, will find it very tough to sell into the business unless they are big enough to afford big, flashy advertising campaigns.

Marketing and distribution strategy and technological development, are among the make-break factors of 80's, says Carolyn B. Merrill, who is the marketing director for Arthur D. Little Inc., a Cambridge-based consultant firm.



The transformation of the software market has been seen in many other industries. The speed of the change has been remarkable.

After all, the launch of the business was launched only when VisiCalc of San Jose, Calif. to sell a financial analysis called VisiCalc. But the demand for it was so high that it was sold out in a matter of days.

Inscribed on chips, disk software, like a computer's software, is sold in a matter of days. It's about 100 times as fast as the old software. Without the software, companies are not selling. Today, there are about 1500 companies and thousands more individual authors writing software for personal and home computers, according to the software industry, a Texas market research firm.

In the early days, all we needed to do was make people aware there was

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InfoWorld

The Newsweekly for Microcomputer Users October 31, 1983

Business studies go Knoware

Software game teaches business computer users

By Michael Wierzbicki BOSTON, MA—When members in MIT...

Teaching business users how to use personal computers is its purpose. It has no manual; the complete Knoware program is on disk. Knoware will also offer a disk version for the home-education market later this year...

users in their first training sessions. In the business and market, their mistakes are corrected. It's a game for...

DATA TRAINING

VOL 3 NO 1 DECEMBER 1983

The Monthly Newspaper For Information Trainers

KNOWARE TO BE FOUND

The first educational software package from Knoware, KNOWARE is a program aimed at teaching business people the fundamentals of how to use a personal computer through hands-on experience. Six business applications are covered, including spreadsheets, basic program database management, spreadsheet applications, text editing, and financial decision making. When a user completes the learning experience,

When a user completes the learning experience, he may independently use eight introductory applications programs that are a part of each KNOWARE package, including spreadsheet, database manager, Text Editor, Individual Retirement Account (IRA) Planner, Financial Decision Support, Calendar, pie and bar charts, and metric to English measurement conversion.

It and the IBM PC and XT personal computers, KNOWARE costs \$95. Knoware Inc.

Financial World

December 31, 1983

PEOPLE

Going somewhere with software

Setting Knoware apart from most of its competitors is the lack of written instructions, forcing users to learn by doing.

Architects who are looking for a way to go beyond the traditional boundaries of software are finding a new way to go. They are looking for a way to go beyond the traditional boundaries of software. They are looking for a way to go beyond the traditional boundaries of software.

Knoware differs from other educational software products in that it comes with applications programs. When you complete the learning experience, you can independently use eight starter-kit applications programs that are part of each Knoware software package, including:

- Spreadsheet
- Database Management
- Text Editor
- Calendar
- Pie and Bar Graphs
- Metric to English Measurement Conversion
- Individual Retirement Account (IRA) Planner
- Financial Decision Support

Knoware[™]
INC
THE KNOWLEDGE COMPANY