



*Thomas E. Kurtz, co-inventor of BASIC announces*

## ***Site License Breakthrough!***

True BASIC Board of Directors Authorizes

# ***Unlimited*** **Academic Site Licenses**

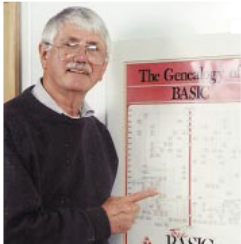
for **True BASIC Bronze** Edition



1,000 Licenses Authorized for 2000-2001 Academic Year

*see inside pages 4-5 for full details . . .*

# True BASIC Invests in Education!



*Thomas E. Kurtz and the late John G. Kemeny invented BASIC in 1963 for use in their math and computer science courses at Dart-*

*mouth College, in Hanover, NH. 37 years later it remains the most widely used programming language in the world. Here Thomas E. Kurtz tells us about True BASIC's new, liberal site license program:*

## **Q: Why have the Directors of True BASIC Inc. authorized low-cost, unlimited academic software site licenses?**

**A:** We are responding to the requests of schools and colleges who tell us they would like to outfit their computer labs with True BASIC, but don't have the budget to do it. Now they either have to limit the number of computers on which a programming language is installed, or they run more copies than what they pay for.

The roots of our company are academic, and we understand the dilemma of our academic clients. We decided to do something about the situation.

At our last company Board Meeting, we were presented with a radical proposal to offer schools and colleges two special low-cost **Unlimited Site Licenses**. This can save a typical school \$7,000-15,000 over the next five years.

**We think this is a great investment for True BASIC to make.**

We plan to move forward and do whatever it takes to make True BASIC the **standard** for academic computer programming.

## **Q: Is this program a promotional gimmick?**

**A:** Absolutely not! Our program is very simple and straightforward.

There are two simple options:

[1] For a one-time cost of **\$495**, the school or college receives an unlimited license to equip every computer on site with the True BASIC programming language.

[2] The second option, for a one-time cost of **\$895**, also gives each license holder a **KEY** which allows any staff member or student to download their own personal fully functioning copy of True BASIC.

## **Q: Will this initiative adversely affect the future financial stability of your company?**

**A:** No! While other software companies have come – dazzled – and disappeared, True BASIC continues to get stronger and stronger. Our balance sheet has no debt and strong cash reserves. Since 1983, we have had a single focus – creating and maintaining the world's best programming language.

At the same time we know that only 1% of computer users will try their hand at programming. So, we use our marketing resources wisely and focus on the education market – the place where programming is still being taught.

## **Q: With such a small market, isn't the future of True BASIC in jeopardy?**

**A:** No. Again we clearly look at the future and plan accordingly.

Eventually the assets of True BASIC will be administered by a **non-profit foundation**, insuring that this valuable resource will *always* be available to the US and international education markets.

Remember that the use of BASIC and True BASIC is worldwide in scope. In the years ahead you could see various national education ministries adopt True BASIC as their standard. Creating various 'localized' versions is an important future priority.

## **Q: Isn't going back to FREE or Almost-FREE software completing a cycle for you?**

**A:** That's the beauty of it! In 1963 when John Kemeny and I were teachers at Dartmouth College, I came up with the revolutionary idea that *"if the use of the library is free, then the use of the computer should also be free."* That was at a time when the Trustees were facing the high cost of adding computers to the curriculum and were advised to charge a 'lab fee' if a student used the mainframes.

Then, when we invented BASIC, the common wisdom was that Dartmouth College should recapture some of its costs by selling the programming language to other schools.

Instead, Kemeny and I urged that it should be made freely available



to every school or college who wanted to use it.

I remember how exciting it was as thousands of schools and colleges adopted BASIC. It is no mystery how it became the international standard – it was freely available.

So, it's very satisfying to again offer this powerful programming tool, at a token price, to anyone who can make good use of it.

**Q: Earlier you talked about True BASIC becoming a STANDARD. Is it technically capable of assuming that place?**

**A:** Absolutely! The next time someone tells you that BASIC (especially True BASIC) is not sophisticated enough for modern programming, you know they aren't keeping up with the real world.

When I attend trade shows, folks come to our booth and say, "True BASIC, huh. I didn't know BASIC was still being used."

I then ask if they have ever used True BASIC. Often they reply, "No, BASIC is not powerful enough to do what I need."

Then the fun begins. They describe a typical programming need and in a few minutes, often while we are still talking, I am able to create a working example to show them how powerful True BASIC really is.

They ask to look at the code and see that in just a few lines I was able to create an elegant solution.

They move on with a new appreciation of a venerable standard.

Programming languages are much like religion. People get very committed to a certain 'belief' and it is hard for them to consider anything else. However, we are gaining all the time. More and more people are using True BASIC and are *getting things done* while others jump from new, to newer, to newest and accomplish very little!

*For a school or college, these unlimited site licenses should be a dream come true.*

*But that's just the first step.*

*We will continue to build up the True BASIC Institute.*

**Q: Why do you continue to promote True BASIC as the 'ideal first language'?**

**A:** Because this is what we hear again and again from teachers who are on the 'frontlines' of education. If a student gets results from a program they are writing, they are encouraged to continue. This is why *more real learning* takes place with True BASIC than with most other language.

The most important thing you need to learn as a programmer is to break down a task into a step-by-step process and plan for all eventualities. When you write a True BASIC program it is much like an easy-to-read script narrative of how to solve a problem.

Some of the newer programming languages divide code into event clumps and 'hide' portions behind the scenes. This makes it difficult for the programmer to really understand the full scope of the source code they have written.

With still other languages you have to learn so many 'rules' before you even start that it destroys any interest that a student might have.

People who know several languages keep coming back to True BASIC as the tool they use when they want to get the job done quickly and effectively.

**Q: What's ahead??**

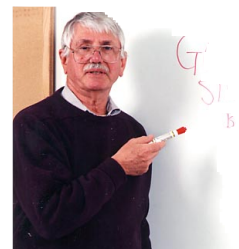
**A:** For a school or college, this new site license offer should be a dream-come-true.

But that's just the first step.

We will continue to build up the **True BASIC Institute**. This is our website-based resource for how-to and what's new solutions.

We are also working on new **textbooks** for programmers, enhancing several **converter programs**, preparing **lesson plan outlines** for instructors, and an exciting new **BasicC book** and **tool** which converts True BASIC programs to the C language.

Only 1,000 of these site licenses have been authorized for this initial period. 240 are already spoken for, so please contact us early!



# *Unlimited Site License*

## **Option 1**

### **Unlimited Site License A**

*You can install the True BASIC **Bronze** Edition  
on **every** computer in your school or college  
for a one-time fee of only*

**\$495**

*This Unlimited Site License includes:*

Master CD with the **True BASIC BRONZE** Edition  
*containing Windows, WindowsNT, MacOS, and OS-2 versions*



*plus*

Discounts on Textbooks



True BASIC **DiscoveryPak**



1-Year Paid Membership in  
**True BASIC Institute**

*Institute Membership  
Gives You These Benefits*



*Site Member  
Annual Fee: \$125*

Semi-Annual CD-ROM • FREE Software Updates  
Programming Tutorials • Sample Code • Lesson Plans • Book Discounts  
Member-only Access to True BASIC Institute Website

## Option 2

### Unlimited Site License B

Install the True BASIC **Bronze** Edition on *every* computer in your school or college, **and** provide students and faculty with a **free download key** for

**\$895**

The Unlimited Site License B also includes a Lab copy of the **True BASIC SILVER** Edition containing Windows, WindowsNT, MacOS, and OS-2 versions



plus

Hundreds of Compiled Subroutine Libraries in the **SILVER** Edition



Discounts on Textbooks



True BASIC **DiscoveryPak** with 54 ready-to-use How-To Programs



1-Year Paid Membership in **True BASIC Institute**

## Questions and Answers about Unlimited Site Licenses



**Q: Are there any 'fine print' restrictions to your Site License Option A or B ?**

**A:** No. License A allows you to install True BASIC on every computer in your school or college. License B also gives you a KEY which allows your students or faculty to download fully-functional copies of the True BASIC BRONZE edition.

**Q: What comes with each of the two Unlimited Site License Packages?**

**A:** If you purchase **License A:**

- A copy of the Bronze manual, the True BASIC DiscoveryPak, and a master CD with all of the currently available versions of the BRONZE edition ready for installation.

If you purchase **License B:**

- A copy of the Silver Edition manual, Bronze manual, the True BASIC DiscoveryPak, and a master CD with all of the currently available versions of the BRONZE and SILVER editions ready for installation. With this package you also receive the downloading KEY number assigned to your school or college.

**Q: How does the Free Download KEY work on Site License Option B ?**

**A:** Any student or faculty member of your school or college can log on to our website and click on the FREE & DEMOS section. Within that section they will see a SITE KEYS option. Here they enter your school's unique site KEY, complete the registration information, and the download will commence.

The download for the BRONZE edition is a file of 1.8MB in size and should not be a problem, even for folks who have a slower internet connection.

**Q: What does True BASIC consider to be a site?**

**A:** Our definition of SITE is a unique location. Each school or college location is considered to be a site.

**Q: What is the cost if a school DISTRICT wants a True BASIC Site License for each location?**

**A:** The table below shows the cost of True BASIC Unlimited Site Licenses issued for district-wide use:

Total Number of Students in District	Site License:	
	A	B
up to 2,499	\$ 495	\$ 895
2,500-9,999	870	1570
10,000+	1,485	2,685

**Q: Is a school who buys an Unlimited Site License obligated to renew its annual True BASIC Institute membership?**

**A:** No. However, Site License holders will find this option to be the most cost-effective way to continue receiving automatic software updates and have access to the Institute section of the True BASIC website. The annual renewal fee of \$125 should be within the budget means of most schools.

**Q: Does our purchase of an Unlimited Site License include free upgrades ?**

**A:** Yes, for the first year. If the True BASIC Institute membership is maintained, automatic, free upgrades for the True BASIC software continue.

**Q: Will our Free Download KEY still work if we let our Institute membership lapse ?**


**A:** Renewal notices for the True BASIC Institute are sent each August. Download KEYS will continue to operate through the month of September. If a renewal has not been received by October 1, anyone seeking to use that KEY will be notified that the key is not currently active.

**Q: How do we prove that we have an Unlimited License ?**

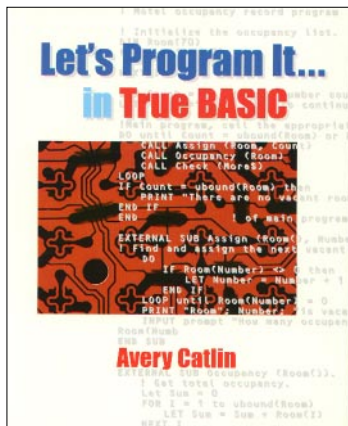
**A:** We include a signed certificate with each License stating that your use of True BASIC is unlimited.



## True BASIC® Booklist

Textbooks and manuals play an important role in education. Here is the True BASIC booklist. Books marked with  contain a CD with program files.

We also list the special **Discount Prices** available to holders of Site License A or Site License B.



### Let's Program It... in True BASIC!

Avery Catlin,  
True BASIC Press, 416 pp.  
3rd Edition 1996.  
(ISBN 0-939553-34-1)

Catlin bases his text on years of practical classroom interaction with students new to programming. He makes no assumptions of previous knowledge and covers

an impressive array of fundamental programming techniques.

He also shows how True BASIC can be used on both Macintosh and MS-DOS computers. The book covers all the foundational subjects such as variable names, numbers, arithmetic operations, strings, READ, PRINT, DO and LOOP; IF and ELSE. Most keywords or functions are illustrated with practical example programs.

Later chapters present a more ambitious database project that uses indexed records. Catlin also covers the subjects of plotting, graphs, drawing shapes, using pictures, transforming pictures, MAT statements, binary searches, string and file conversions, and how to efficiently utilize table lookups.

Each chapter also contains a Summary of Important Points, Common Errors, Self-Test Questions, and Practice Programs. A companion teacher's guide is also available, on request, for each school that uses this text as a course adoption (10+ copies).

**70-BK22:**  with MacOS & Windows files **\$29.95**

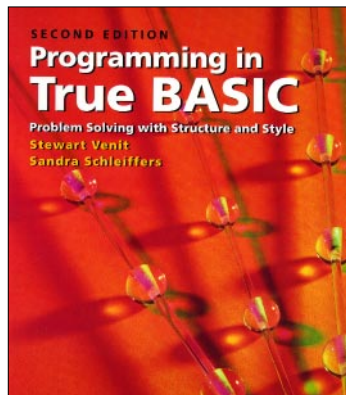
### Discount Book Prices

for holders of True BASIC Site Licenses

Book	Retail	- Quantity Prices -	
		2-10 ea.	10+ ea.
<b>7221: BRONZE</b> Edition Manuals	\$ 9.75	8.75	7.75
<b>7231: SILVER</b> Edition Manuals	39.95	35.95	32.00
<b>70-BK22: Let's Program It in True BASIC</b>	29.95	26.95	23.95
<b>70-BK32: Problem Solving with Structure &amp; Style</b>	59.95	53.95	48.00
<b>70-BK15: TB by Problem Solving</b>	39.95	35.95	32.00

Purchase Orders, noting your Site License Number, are required to secure these prices.

### Programming in True BASIC: Problem Solving with Structure and Style



Stewart M. Venit & Sandra Schieffers; PWS Publishing  
2nd Edn. 544 pp. 1998  
(ISBN 0-534-95351-4)

Ideal for school use or self-learning. This **second edition** has been expanded to include how-to information on the new libraries of graphical objects, menus, buttons, dialog boxes, and windows.

This makes it an ideal introductory aid to begin mastering the new features of the Silver Edition.

To recreate 'real-world' programming situations, a problem is presented and the learner is taught how

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# Bulletin

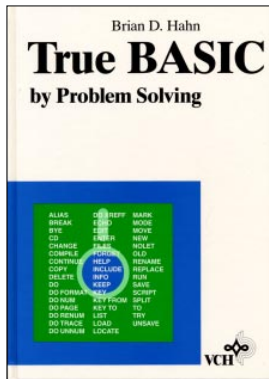
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to apply problem analysis and top-down, modular program design to the task. To reinforce the learning, additional related exercises are assigned at the end of each chapter.

Style Pointers appear throughout the text to teach good programming style. Programming Pointers call attention to subtleties and help avoid common errors. There are also many diagrams illustrating how best to construct your programs for efficiency and accuracy.

This large format textbook highlights key points throughout. Each chapter carries a review section with appropriate questions. Instructions cover both Windows and MacOS computers. A **Teacher Guide** is shipped with each adoption (10+ copies).

**70-BK32:**  **\$49.95**  
with MacOS & Windows files




## **True BASIC** *by Problem Solving*

Brian D. Hahn.  
VCH Publishers, 337 pp. 1988  
(ISBN 3-527-26863-4)

An accomplished mathematics teacher wrote this book and uses practical everyday examples to teach the more advanced concepts of computer programming. The simulations, matrices and numerical methods presented

will appeal to the intermediate or advanced student who is looking for elegant solutions to scientific and technical problems.

### **Important Note!**

Each of the True BASIC Textbooks marked with a  includes a **CD** with files in versions for both MacOS and Windows operating systems.

Each CD also contains **TBFree**, a starter edition of the True BASIC Programming Language in both MacOS & DOS versions.

Each chapter contains exercises to test how well you understand the concepts.


**70-BK15:**  MacOS & Windows **\$39.95**

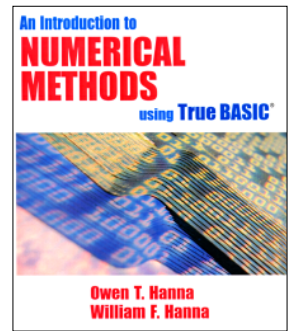
## **An Introduction to Numerical Methods**

Owen T. Hanna & William F. Hanna  
True BASIC Press, 232 pp. 1999  
(ISBN 0-939553-41-4)

This reasonably priced book with its CD are valuable resources for students taking courses in the sciences, engineering, statistical analysis, and quantitative business areas, such as economics. It assumes no previous experience with computer programming and introduces practical and important approaches to writing programs for use of numerical methods to solve scientific problems.

Topics covered include linear algebraic equations, Taylor expansions, interpolation, least squares approximation, numerical differentiation, non-linear equations, optimization, evaluation of integrals, differential equations, data analysis, statistics, and Richardson extrapolation.

**70-BK29:**  with MacOS & Windows files **\$39.95**



*It is Easy to Order Your Unlimited Site License  
Use the Enclosed Order Form and Envelope  
and mail it to*

# **True BASIC Inc.**

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<http://www.truebasic.com>

Shipping Information: **USA:** Regular UPS or Priority Mail - add \$8. • NextDay Service - add \$25.  
**Canada and International Shipments:** Actual shipping and insurance fees added to total order.