A Personal Integrated Media System

Most computer manufacturers seem to think that the real world is black and white, or drawn from a limited palette of colors. That sounds are nothing more than lo-fi noises. And that the real world consists of people who don't care about cost, compatibility of new machines with older software, or "improved" operating systems that cause problems instead of solving them, and who never need to work on more than one task at a time.

At Atari, we know better. Atari's world includes a vision in which advanced technology meets cost-effective production to create not just a computer, but a great Personal Integrated Media System (PIMS). We built the Atari Falcon030™ as a PIMS for the real world - a world with vibrant colors, crystal-clear sound, and people who want a computer to make their lives easier, not harder. Our PIMS allows manipulation of video, audio, text animation, and telecommunications - easily and affordably on a quality home system. Atari's PIMS for consumers is what multimedia systems *should be* for business people.

The Atari Falcon030 is a "musical instrument". A "special F/X optical bench" for video. A better-than-CD-quality "digital recorder". An electronic canvas with more than a *quarter million* possible colors. A graphics workstation. An animation studio. A multimedia production center. An unflagging helpmate around the house. An experience that you've never experienced before. Simply stated, the Atari Falcon030 is the first system that makes personal integrated media possible. Here's why.

Proven Technology, Proven Software

The Atari Falcon030's heart is a Motorola 68030™ processor (the same blazingly fast chip used in computers other companies sell for thousands more.) It's teamed with a 32MHz Motorola 56001™ Digital Signal Processing and a special Atari custom chipset that delivers state-of-the-art audio quality for music, speech, or special effects. With most computers, this kind of extraordinary audio capability is an expensive add-on (if it's available at all). But in a PIMS, we design in quality audio from the beginning. The Atari Falcon030 delivers audio power without the price.

For video, the Atari Falcon030 doesn't just offer Super VGA graphics, but also true color 16-bit mode (up to 640 x 480 resolution and up to 65,536 on-screen colors). It accepts external video sync for high-quality genlock, and - thanks to a unique overlay mode - makes titling and special effects a breeze. Graphics are fast, too, because of a dedicated, high-speed graphics coprocessor chip. Unlike computers that require costly (and sometimes temperamental) optional hardware to do pro-level video, the Atari Falcon030 already includes what you need.

This level of integration and performance is what you'd expect from a company that has been making personal technology products since 1985. Yet, as the Atari Falcon030 looks forward to the new generation of creativity and productivity, it hasn't forgotten the past. It will run virtually all programs for the industry-standard Atari ST (as Europe's #1 computer during the 80's, a vast selection of pro-level ST programs are already available.) But, that's not all: there's standard MS-DOS file compatibility, and a wealth of ports for

made for the Real World.

with today's musical instruments, recording devices, and stage lighting. Atari made the first computer to offer a built-in MIDI interface, which for all other computers requires an extra card or external box. Now Atari has upped the ante by adding the next logical step: integrated, high-quality digital audio. Whether you're a musician in need of digital audio recording or synthesis, a video producer who requires the ultimate sound track for a video production, an executive who saves time with voice mail messages, or a speech therapist rehabilitating children, the Atari Falcon030's digital audio capabilities can provide the answer to your needs.

Yet even that just scratches the surface. Digital Signal Processing can produce special effects such as reverberation or echo, and hook into your home entertainment system to provide options like synthesized concert hall ambience. Professional-quality speech compression and decompression, also available out of the box, are essential tools for those who need to fit sound to picture. For digital recording, the Atari Falcon030 handles 8 discrete tracks at a time, without add-on boards or issues of compatibility. Between MIDI, digital recording, and multi-

tasking, the Atari Falcon030 provides the same - if not superior - functionality to digital recording systems costing literally thousands of dollars more.

A Colorful Sight

Artists can never have enough colors. That's why the Atari Falcon030 can display more than 65,000 colors from a palette of 262,144 colors, and all of this can - if needed - be genlocked to professional video equipment. Corporate presentations take on astounding vibrancy. New vistas open up for the electronic artist. Programs become more intuitive, thanks to the sophisticated use of color. And entertainment - well, let's just say you've never seen this kind of richness before on any system. You no longer have to settle for anything less than a virtual rainbow of color.

communicating with existing peripherals - as well as optional soon-to-be-released '386 PC emulation, or Macintosh emulation, and several other exciting new types of peripherals third parties have planned for the future. In short, Atari has combined all of the ingredients for a true PIMS for use at home - or at the office.

A Sound Investment

MIDI is the world-wide standard that allows technology products to communicate

Built-In Disk Drive

Enhanced Controller Ports

MIDI In and Out

LocalTalk™ Compatible Network Port

Modem

Printer

TV

Monitor

**SCSI-II with Direct Memory Access**

Microphone

Headphone

DSP 56K™

The Fun Factor

The best tools should be fun to use, and the Atari Falcon030 is just that. Already, major software developers are so excited about this stunning PIMS that they've committed to providing programs that take advantage of the Atari Falcon030's ground-breaking capabilities; we're not just talking ports from other platforms. You think you've seen flight simulators before? Just wait.

The Atari Falcon030 finally delivers on the promise of a true PIMS for the home - that's equally comfortable adding surround-sound to your VCR, delivering interactive education, running a home security system, or simply providing entertainment after a day's work.
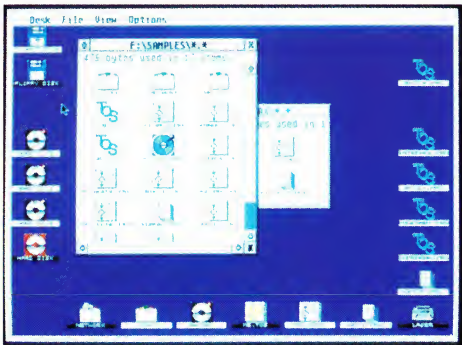
Power Without the Price

Atari is dedicated to bringing high technology into the real world, for real people. We don't charge more than we need to just because we can get away with it. Our audience is not pinstripe clones or "blind lemmings", but those everyday users who want powerful, efficient, cost-effective tools.

The Atari Falcon030 has been years in the making. It marries the business experience we've gained with the Mega and TT line, the musical edge that the ST series has always had, and the incredible color and speed that remain the hallmark of our video game technology. From these three apparently divergent sources, we've crafted a platform that's ready for your most challenging creative tasks - where color and sound blend seamlessly into a system that can truly be any kind of personal, creative tool you want.
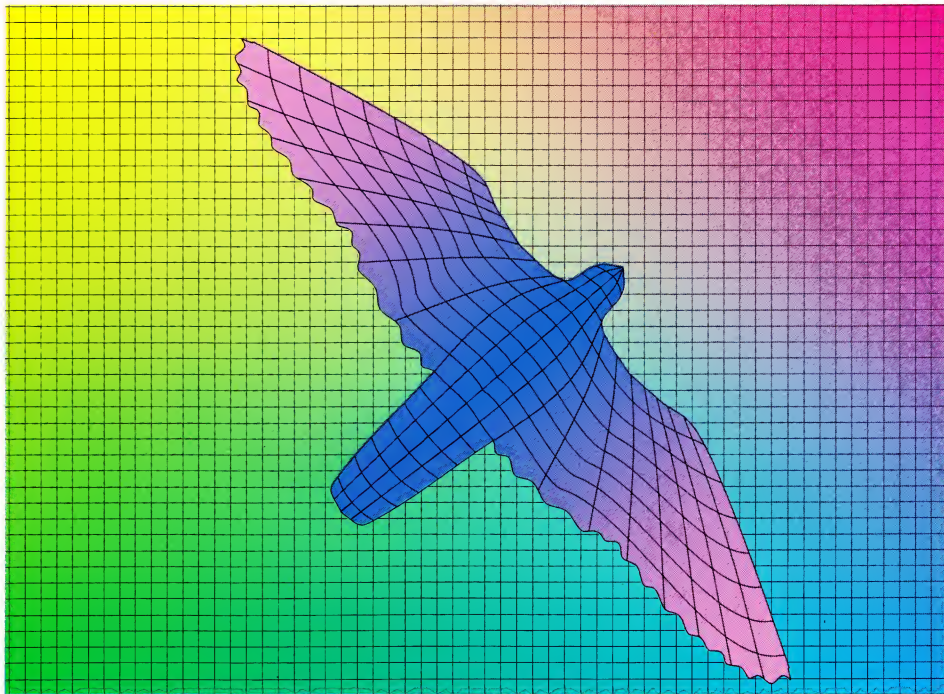
Atari Falcon030 Specifications

System Architecture
- CPU: Motorola 68030 operating at 16 MHz.
- On-chip demand-paged memory management.
- Separate on-chip 256-byte instruction and data caches.
- Independent address and data buses for increased performance.
- Pipelined architecture.
- BUS: 32-bit data; 32-bit address.
- FPU: Optional Motorola 68881/2 operating at 16 MHz.
- RAM: 1, 4, or 14 MB configurations.
- ROM: 512 KByte internal; 128 KByte external cartridge.

Digital Signal Processor
- Motorola 56001 DSP operating at 32MHz.
- 16 MIPS performance at 32 MHz.
- 32 KWords of 0 wait-state static RAM..
- DSP connector allows easy connection of low-cost fax/data modems, voice mail systems, direct-to-disk digital audio recorders.

Expansion Bus
- Internal direct processor slot for 286, 386, and 486SX processor boards to run DOS and Windows™ applications, DMA coprocessors, etc.

Graphics
- Super VGA: 640 x 480 256 colors.
- True color 16-bit mode: allows display of up to 65,536 colors.
- Accepts external video sync signal to allow high-quality genlocking.
- Overlay-mode for easy video titling and special effects.
- Optional overscan.
- 262,144 possible colors.
- Hardware-assisted horizontal fine scrolling.
- BLiTTER™ graphics coprocessor.

Sound
- Eight 16-bit digital audio DMA record and playback channels with up to 50 KHz sampling rate.
- Stereo 16-bit digital DMA audio output.
- Stereo 16-bit digital DMA audio input.
- SDMA sound/DMA coprocessor.

Standard Ports
- SCSI II port with Direct Memory Access (DMA).
- High-speed LocalTalk®-compatible LAN port.
- Connector for VGA, composite video, RF, or broadcast analog RGB.
- Bi-directional parallel printer port (also suitable for image scanners).
- Cartridge port (128 KByte capacity).
- MIDI IN / MIDI OUT.
- Stereo microphone input: miniature stereo plug.
- Stereo audio out: miniature stereo plug.
- Two 9-pin joystick connectors.
- Two 15-pin enhanced digital/analog controller and light pen connectors.

Data Storage
- 1.44 MByte floppy disk drive.
- MS-DOS® format compatibility.
- Optional internal IDE hard drive.

User Interface
- Standard QWERTY keyboard layout. Low profile, sculptured ergonomic design.
- 94 keys; 10 function keys. Separate numeric and cursor keypads.
- Keyboard processor to reduce CPU overhead.
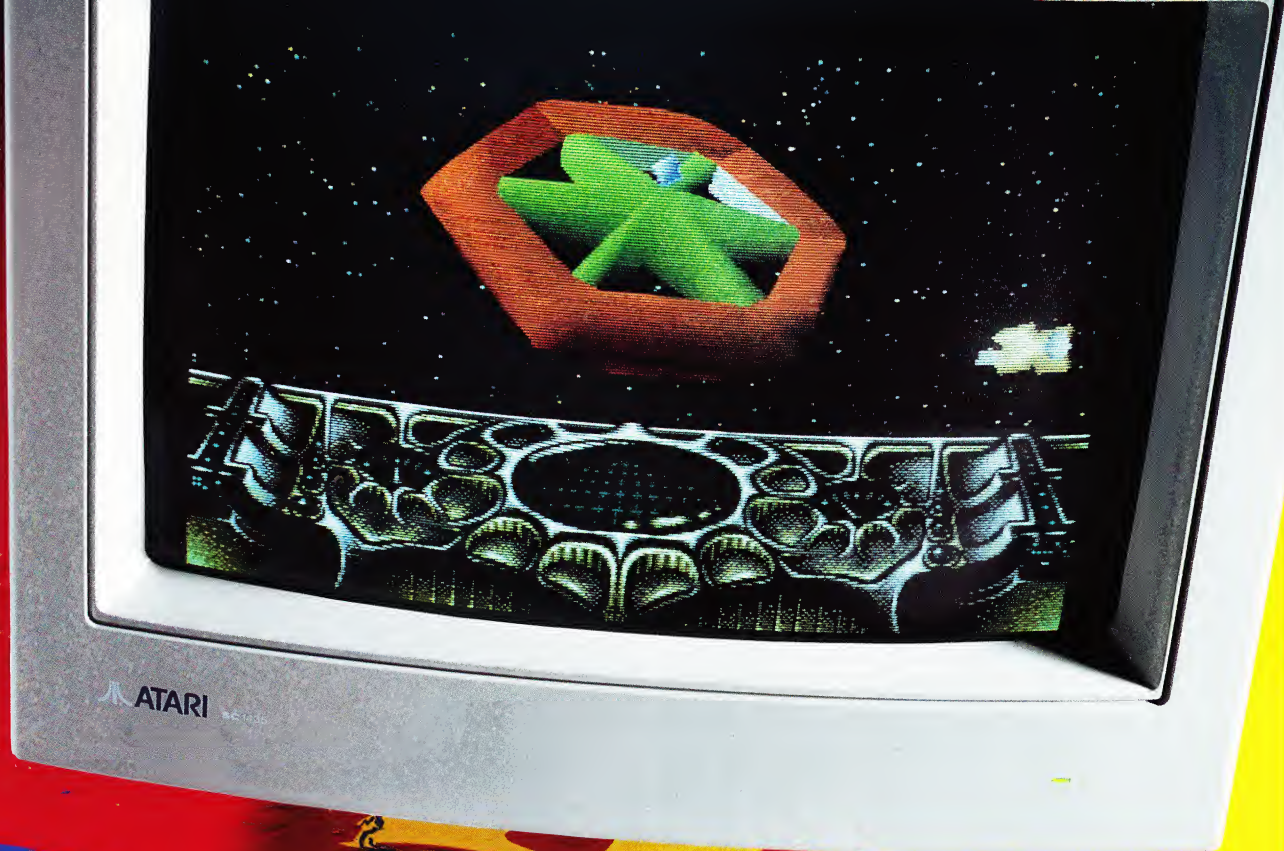- 2-button mouse supplied as standard.

System Software
- Pre-emptive multitasking with adaptive prioritization (MultiTOS).
- Inter-process communication through MultiTOS messages and pipes.
- TOS in ROM.
- Hierarchical file system with sub-directories and pathnames.
- Icon-based graphical user interface, with self-explanatory command functions.
- On-line help.
- Multiple window user interface with icons and drop-down menus.
- NewDesk™ desktop and eXtensible Control panel allows customization by user.

╱╲ ATARI®