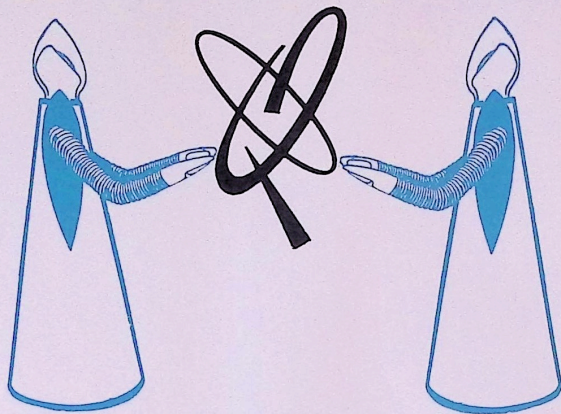


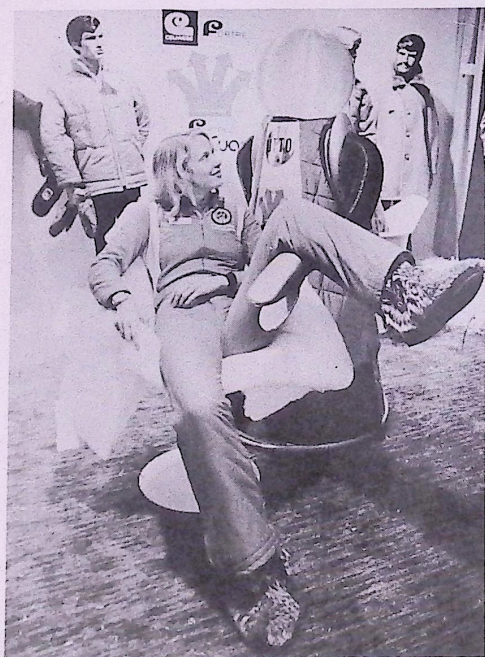
ROBOTS
BY
JAEAR

THE SALES PROMOTIONAL ANDROID

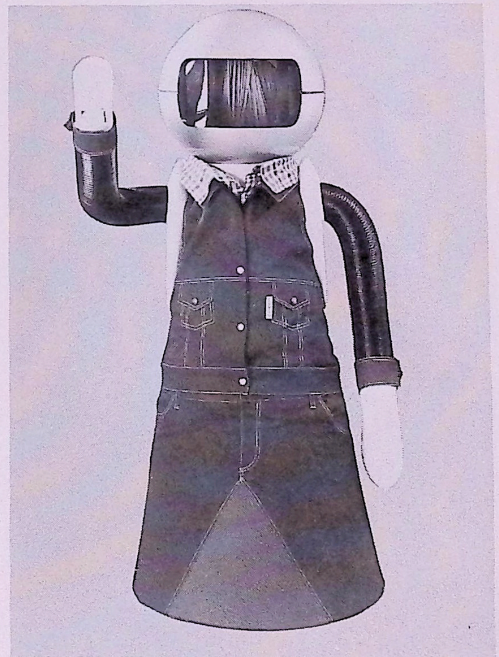


ROBOTS BY QUASAR.

INDUSTRIES, INC.

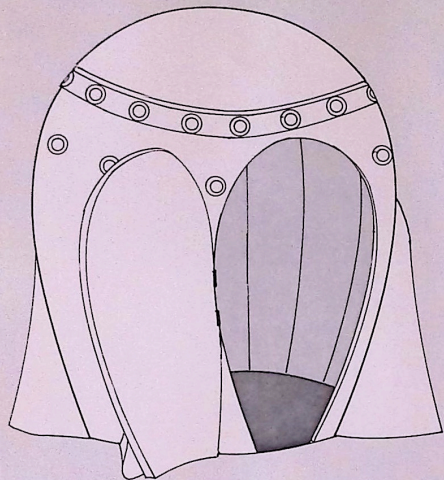


"OTTO" - KING OF THE SLOPES



"LARRY LEVI'S" - T.V. & RADIO STAR

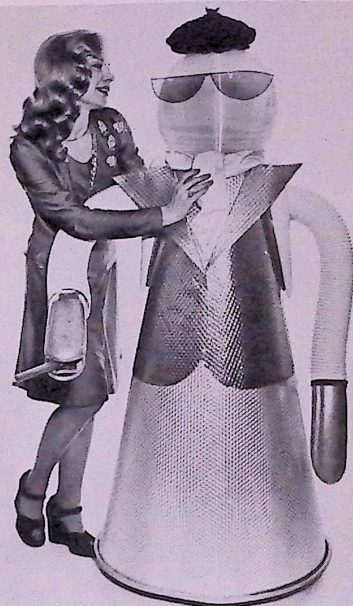
IT'S ABOUT TIME!



FOR THE

QUASAR TIME CAPSULE

© Quasar '76



REGGIE X. N. DEMYLLIS II
MOVIE PRODUCER, DIRECTOR AND TALENT SCOUT

© Quasar '76

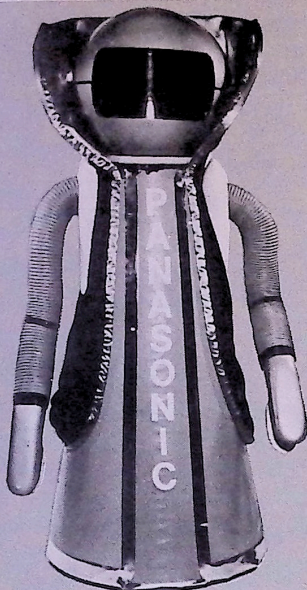


GEORGE — THE JETSET ROBOT

© Quasar '72



DR. DONT — "DIRECTOR OF NEW THINGS"

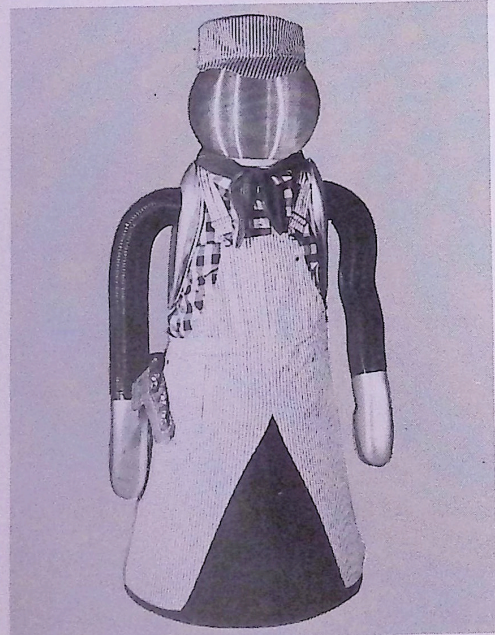


THE WIZARD



"BERNZO" — THE SUPER HERO

© Quinonez '74



CASEY — THE LOCO ROBOT

© Quinonez '73

QUASAR ROBOT BANKS

A miniature reproduced to 1/9th exact scale, using approved nontoxic vinyl and finished in five distinct colors, have a proven past show message retention factor of over one full year, with a turnable head, moveable arms and hands that can hold things; this fantastic message bearer has the added ability of serving as a savings bank, with slot in rear body area, an ample area allowed for identification label and message, this bank will keep the marketing message alive in the customers mind for years after the promotion has been completed.



7" TALL, CUSTOMIZED ROBOT BANKS

THE QUASAR SIMULON

Robots are built to simulate humans. NOW Quasar simulates Robots.

Quasar Simulons are full size (52" x 30"), free standing, full color prints, die-cut on 70 point board of any Robot personality.

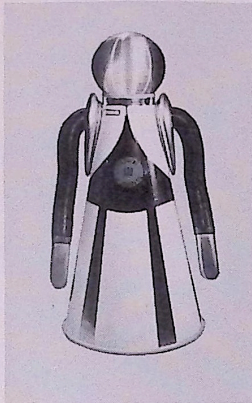
A special removable "message disc" is placed in an eye captivating area on the Simulon proclaiming the forthcoming arrival of your Robot. These discs, available in a variety of sizes and colors are changeable in seconds and can be assisted by an optional "live" audio message.

When located in hotel lobbies, exhibits, retail traffic areas and business offices Simulons create unprecedented enthusiasm for your total promotion. Post show utilization can be effected with distribution to special interest customers for further use at point-of-purchase, or follow-up trade or sales conference displays.

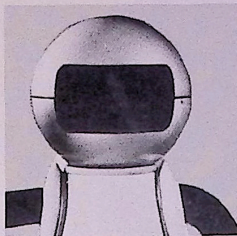
Your specific message can be carried with more sustained impact than any other vehicle in the medium.

At last, a promotional medium that performs BEFORE, DURING and AFTER your promotion.

Contact: Arts & Graphics Division - Quasar Industries, Inc., for specific details on how Simulons can help you.



THE VISTA-SPHERE



Quasar's Robots have made merchandising history TELLING you what was on their programmed, commercial mind; now they can SHOW you as well.

The Vista-Sphere is a special optional Robot head enclosing a self-contained rear screen slide projector with a carousel capacity of 12 color slides. A distinctive "day-light" screen displays vivid

projections, on cue, with appropriate audio-sync upon request. Slides may be changed in a matter of minutes to accommodate the most varied type of performance.

When not in "Projection Mode", the Visor Screen pulsates with lights in cadence to the Robots normal dialog.

To accommodate the most ambitious personal appearance schedule, the Vista-Sphere can be removed when the performing Robot leaves the show area, and placed on a special operating console for uninterrupted audio-visual presentation.

Our Sales Promotional Androids, when equipped with a Vista-Sphere have the ability at an exhibit or point-of-purchase, to continually draw and effectively perform to a group of 20 to 30 spectators at a time, holding their sustained interest in excess of 10 minutes per group.

Audio or visual portions of the presentations can be interrupted on cue, to allow Spontaneous Dialogue, between Robot and Spectators.

30 Days notice is required for preparation of any required special audio track.

For Specific Data, Contact: Klatu, rsm-Quasar Industries, Inc., 59 Meadow Road, Rutherford, N.J. 07070 201-935-3640

QUASAR GENERAL PROMOTIONAL SERVICES

■ PUBLICITY DEPARTMENT

Full media coverage, Television, Radio and Newspaper interviews; Pre-Show and follow-up P.R. releases. Trade Press interviews and Publicity.

■ Phototronics Department

Photography; studio or our location, stills or motion; Static or animated displays.

■ Pegasus III

Freight Expediting of Robot Teams and your Display or Exhibit Structures, worldwide. Complete on-site show management and coordination.

■ Robot Premiums and Liquidators

Stock items and custom design: Your special Robot celebrity duplicated in Banks, Toys, Premium Specialties; A distinctive line of Android inspired Jewelry is also available.

■ Quasar Random Selection

A fantastic evolution in the area of spectator participation, thru the use of a special snap-on computer input console allowing three winning numbers to be selected at random, dispensing custom coupons for drawings, lead cards, prizes, special admittance, etc. Winning percentages are adjustable to suit specific needs.

SPA-7 (Sales Promotional Android - Seven Feet Tall) TOWERING OVER ANY HAPPENING

Big promotions require really big Robots. Our regular SPA line now includes SPA-7. This impressive mechanical giant towers SEVEN FEET over competition commanding the center of attention at promotional happenings where space is not a restriction.

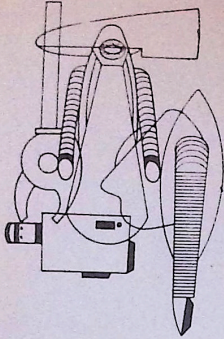
With almost limitless body space for logos and copy SPA-7 can carry your message where no one will miss it.



Our electronic Goliath can serve you for any particular part of a show schedule with his "little brother" functioning in areas and at times more conducive to a standard size SPA.

The SPA-7 maintains maximum effectiveness in large, open areas where vast numbers of spectators are expected. He is safe performing on stage or directly in a crowd. The resulting effect is absolutely fantastic.

SPA A PROMOTION EVOLUTION



Sales Promotional Androids are programmed Mechanical Humanoids designed primarily to function in the areas of General Promotion and Entertainment, and have unquestionably proven their versatility since 1969.

These Robots have served with distinction at Grand Openings, Trade Shows, Conventions, Sales and Management Meetings, General Retail Promotions and other HAPPENINGS where the basic purpose was to stimulate public or trade interest.

The SPA possesses a very special charisma that when professionally exploited, will achieve for a sponsor not only better than average patron attendance but priceless, newsworthy, local and national media exposure as well, resulting in a post-show message retention, in some cases surpassing ONE YEAR.

Utilizing mobil, electro-mechanical animation coupled with direct Intelligent Conversation, SPA can effectively entertain and stimulate any age group under any weather or technical conditions. Through a multiplex system of specialized personality programming interfaced with sponsor product knowledge and supporting technical and local colloquialisms, SPA creates SPONTANEOUS CONVERSATION with spectators for maximum audience participation.

SPA is scientifically designed to achieve maximum impact in virtually any market, while allowing a sponsor maximum flexibility in any area of controlled exposure.

A few distinctive features are:

HEIGHT: 5 feet, 4 inches; just the CORRECT SIZE for maximum psychological appeal, and to logically show SPA is a TRUE ROBOT (not an animated prop).

WEIGHT: 240 pounds, light enough for almost any method of TRAVEL (air, sea or surface); scientifically balanced to be TOTALLY SAFE in any human show or promotion environment.

MOBILITY: able to transverse any relatively level surface, perform on/off stage or within a crowd of spectators, move in any direction with independent function arms, elbows and hands, fully programmed and monitored. Several forward speeds are available.

AUDIO: 4800 word vocabulary (English standard, ALL other Earth Languages and dialogues optional), with a distinctive HUMANOID VOICE projecting up to 30 watts of output power. Full "PERSONALITY PROGRAMMING" available along with a complete range of Robot Sound and Background effects. THREE separate interfaced audio systems standard on all SPA'S.

VISUAL: Standard, translucent sphere, emanating pulsating, attention holding light beams in sync with VOICE.

Optional: VISTA-SPHERE, with self-contained rear screen slide projector; and Pyrex CONDOME for ultra special effects on stage.

PHYSICAL: Conical body providing up to 15 SQUARE FEET of commercial message area. Custom "product theme" bodies available upon request.

SPA Teams consist of a programmed performing ROBOT with basic specified body color, a back-up Robot and support equipment; one Quasar Robot Master, a professional with at least three years Show experience and an assistant Monitor Technician. These teams can be available for performance anywhere in the world with minimum notice. Successful promotions, however, require reasonable planning time.

Sales Promotional Androids are produced ONLY by Quasar Industries, Inc., the first company in the world to mass-produce Humanoid Robots. Contact: KLATU, our Robot Sales Manager for specific details at:

Quasar Industries, Inc.

59 MEADOW ROAD RUTHERFORD, NEW JERSEY 07070 201 935-3640



CORPORATIONS:

I T T
NEW YORK, N.Y.

I T T HARPER
MORTON GROVE, ILLINOIS

CELANESE FIBERS MARKETING
NEW YORK, N.Y.

FIBER INDUSTRIES, INC.
SALISBURY, NORTH CAROLINA

CHEMSTORE CHEMICALS
NEW YORK, N.Y.

BERNZ-O-MATIC CORPORATION
ROCHESTER, NEW YORK

CLARIOL, INC.
NEW YORK, NEW YORK

BROWN FORMAN DISTILLERS
LOUISVILLE, KENTUCKY

PANASONIC
DES PLAINES - NEW YORK - MIAMI

E.I. DUPONT
WILMINGTON, DELAWARE

NEWSWEEK
NEW YORK, NEW YORK

HYTEK CORPORATION
CHICAGO, ILLINOIS

AMPHENOL
CICERO, ILLINOIS

HARLAN INCORPORATED
PHILADELPHIA, PENNSYLVANIA

BEROL USA
EAGLE PENCIL
DANBURY, CONNECTICUT

DELTA AIRLINES
ATLANTA, GEORGIA

AMERICAN AIRLINES
NEW YORK, N.Y.

AEROMEXICO AIRLINES
MEXICO CITY, MEXICO

PIPER AIRCRAFT
LOCK HAVEN, PENNSYLVANIA

MOBIL CHEMICAL
MACEDON, NEW YORK

RETAIL:

FIBRE METAL PRODUCTS
BETHELHEM, PENNSYLVANIA

C R BARD, INC.
MURRAY HILL, NEW JERSEY

MAREMONT INDUSTRIES
CHICAGO, ILLINOIS

STANDARD OIL
CHICAGO, ILLINOIS

COLLINS AIKMEN
NEW YORK, N.Y.

SYNTHETIC THREAD
BETHLEHEM, PENNA.

U.S. INDUSTRIES
EUROPEAN HEALTH SPAS
WAYNE, N.J.

RAYMOND EQUIPMENT
GREENE, N.Y.

MC CORMICK SPICES
BALTIMORE, MARYLAND

WAMSUTTA MILLS
GLEN COVE, L.I.

W.T. GRANTS
NEW YORK, N.Y.

J.C. PENNYS
NEW YORK, N.Y.

MAY COMPANY STORES
LOS ANGELES, CALIFORNIA

SEAR ROEBUCK COMPANY
CHICAGO, ILLINOIS

STERNS DEPARTMENT
PARAMUS & WAYNE, N.J.

R. H. MACY AND COMPANY
NEW YORK, NEW YORK

BAMBERGER'S
NEWARK, NEW JERSEY

RICH'S STORES
ATLANTA, GEORGIA

BURDINE S STORES
MIAMI, FLORIDA

GIMBELS
NEW YORK, NEW YORK



TELEVISION AND RADIO:

ELVIS - ALOHA FROM HAWAII NETWORK
SPECIAL - NBC APRIL 4, 1973

NEW ORLEANS, LA.

WDSU - AM/FM	RADIO
WNOE - AM/FM	RADIO
WTIX	RADIO
WSMB	RADIO
WVUE	CHANNEL 8
WDSU	CHANNEL 6
WWL	CHANNEL 4

SEATTLE, WASHINGTON

KING TV	CHANNEL 5
KIRO, INC.	CHANNEL 7
KOMO TV	CHANNEL 4

LOS ANGELES, CALIFORNIA

KNBC	CHANNEL 4
KTTV	CHANNEL 11
KCOP	CHANNEL 13
KHJ-TV	CHANNEL 9

NEW YORK AREA

WNEW	CHANNEL 5
WABC	CHANNEL 7
WNJU-TV	CHANNEL 47

BANKS:

BROAD NATIONAL BANK
NEWARK, N.J.

MARINE MIDLAND BANK
NEW YORK, N.Y.

PEOPLES SAVINGS BANK
ROCKVILLE, CONN.

PORTLAND SAVINGS BANK
PORTLAND, MA

FRANKLIN STATE BANK
SOMERSET, N.J.

FIRST NATIONAL BANK
OF CHICAGO
CHICAGO, ILLINOIS

ENTERTAINMENT:

CBS
NEW YORK, NEW YORK

RCA RECORD TOURS
HOLLYWOOD, CALIFORNIA

ALL STAR SHOWS
COLONEL TOM PARKER
LAS VEGAS, NEVADA

LAS VEGAS HILTON
LAS VEGAS, NEVADA

HILTON HAWAIIAN VILLAGE
WAIKIKI, HAWAII

HOLIDAYS INNS OF AMERICA

SHOPPING MALLS:

OXMOOR MALL
LOUISVILLE, KENTUCKY

COVERLEAF MALL
RICHMOND, VIRGINIA

WILLOWBROOK MALL
WAYNE, N.J.

J.M. FIELDS SHOPPING PLAZA
PARSIPPANY, N.J.

ANSONIA MALL
ANSONIA, CONN.

PHILLIPS MALL
JACKSONVILLE, FLORIDA

WHITE PLAINS MALL
WHITE PLAINS, N.Y.

PLAYBOY TOWERS HOTEL
CHICAGO, ILLINOIS

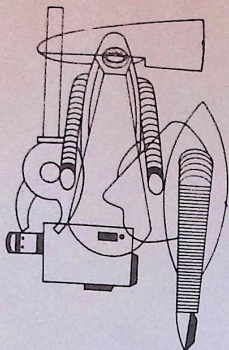
CHARITABLE ORGANIZATIONS:

NATIONAL SOCIETY FOR THE
PREVENTION OF BLINDNESS
NEW YORK, N.Y.

NATIONAL HEART ASSN.
NEW YORK, N.Y.

CUB SCOUTS OF AMERICA
NEW YORK & NEW JERSEY

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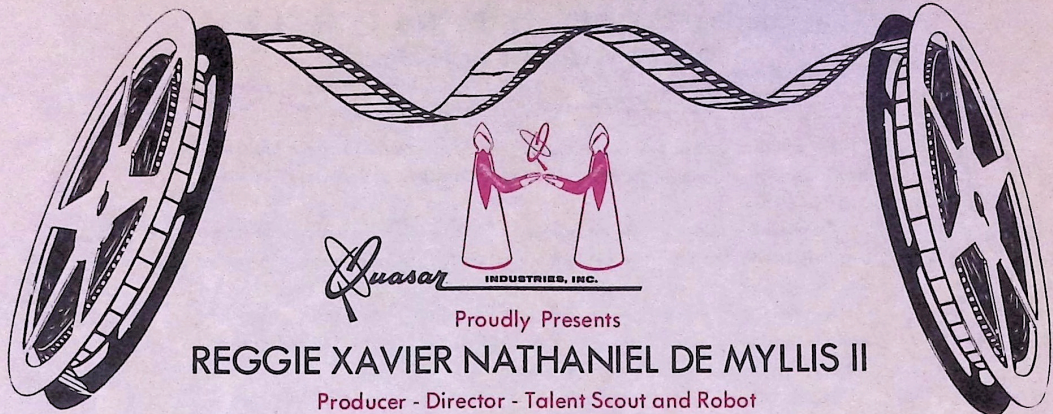
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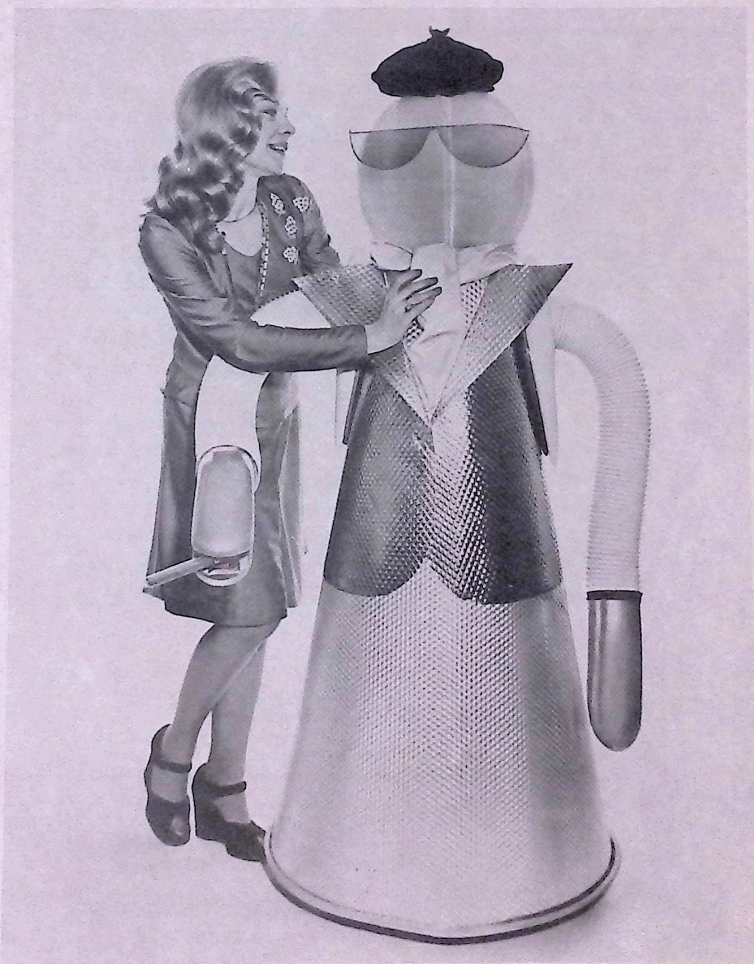
Quasar Industries, Inc.

59 MEADOW ROAD RUTHERFORD, NEW JERSEY 07070 201 935-3640



REGGIE XAVIER NATHANIEL DE MYLLIS II

Producer - Director - Talent Scout and Robot



Introducing **REGGIE X. N. DE MYLLIS II** Publicity Wizard Extraordinaire

Reggie and Company is, after extensive field successes, the most fantastic traffic builder and media sorcerer since the introduction of the ROBOT 'KLATU' back in 1969.

Costumed in the flamboyant garb of a 1930's movie magnate and programmed with the peppery personality to match, Reggie literally invades your target market with the newsmaking effect of a genuine superstar.

Reggie will complete television and radio guest appearances, hospital benefit shows and news interviews thoroughly saturating the target market with the name and location of his sponsor.

Local colleges and high schools will be visited by Reggie and Company signing up students and faculty for special "screen tests", to aid in the Robot's search for a local unknown to star in his upcoming "Epic Screen Spectacular."

At your target location, Reggie creates in grand style, all of the awe and excitement of a Hollywood premiere. Equipped with full 16mm camera and audio crew or optional color television production crew, Reggie's highly vocal and animated antics as "director" coaching and cueing the aspiring actors and actresses through their lines, results in a spectacular traffic builder throughout the entire program.

The Reggie promotion combines two extremely successful spectator attracting mediums: the performing Quasar Industries Robot and the "on location" production of a movie, with maximum audience participation.

All scripts used during the screen tests incorporate products or services merchandised by the sponsor. Applicants, their families and friends will flock to your business location for the ensuing, live, public screen tests, creating for you, a "cast-of-thousands."

When you take advantage of the full color television production crew, with camera, video tape recorder, monitor, lights, the "Instant Happening Now" effect is created with sustained interest and possible further coverage by your local television news.

Quasar is ready now to quote and provide Reggie and Company promotions anywhere in the world on reasonable notice for business and retail promotions, public or your industry's trade shows.

Quasar Industries, Inc.,
Post Office Box 1852
South Hackensack, New Jersey 07606
(201) 935-3640

For further information contact:
or your local Quasar Industries, Inc., Sales Promotional Android representative



LONDON
TRANSIT

BILL'S LONDON TRANSIT · 3275 EAST COLONIAL DR. · ORLANDO, FL. 32803

April 23, 1976

Quasar Industries, Inc.,
380 Main Street
Hackensack, New Jersey 07601

Dear Gentlemen;

In regard to your letter received April 22, 1976, we answer your questions on a positive note.

The imaginative concept and the professionalism by which it was carried out was extremely impressive. But, even more impressive was the increase in sales and recognition of Bill's London Transit as a high-above-average retail mens store.

We are absolutely certain that 'Reggie' and the whole crew has helped keep Bill's on top in the Orlando area.

Thank you...

Sincerely yours,
Bill Barnes
Manager

SAMPLE SCHEDULING FOR TRADE SHOW PROMOTIONS

FIRST DAY:

YOUR ROBOT CELEBRITY ARRIVES AT THE EXHIBIT FACILITY FOR AN OFFICIAL "CHECK-IN" AT THE REGISTRATION DESK TO PICK-UP HIS BADGE. AFTER A SHORT LOBBY PERFORMANCE, HE PROCEEDS TO THE EXHIBIT BOOTH FOR APPROXIMATELY FIVE HOURS, ON SITE, PERFORMANCE. THIS WILL BE FOLLOWED BY AN EVENING PERFORMANCE IN THE LOBBY AT THE ENTRANCE TO A PLANNED BANQUET, COCKTAIL PARTY, OR HOSPITALITY SUITE, ETC., SUCCESSFUL "SPONSOR IDENTIFICATION" PERFORMANCES HAVE TAKEN PLACE WITHIN THE COCKTAIL LOUNGE OF THE MAJOR HOTEL CATERING TO THE TRADE SHOW.

SECOND DAY:

THIS DAY COMMENCES WITH AN EARLY MORNING APPEARANCE OF YOUR ROBOT CELEBRITY IN A HOTEL BREAKFAST DINING AREA WHERE HE ENJOYS HIS SPECIAL "MORNING AFTER" DRINK, 90 PROOF MOTOR OIL AND TOMATO JUICE.

AFTER "BREAKFAST" YOUR ROBOT CELEBRITY WILL MEANDER THROUGH THE LOBBY TO THE EXHIBIT BOOTH TO "GO TO WORK" LIKE EVERYONE ELSE. THE BALANCE OF THE DAY SHOULD BE SPENT AT THE EXHIBIT SITE, PERFORMING, COUPLED WITH SEVERAL TRADE PRESS INTERVIEWS EITHER IN THE PRESS ROOM OR THE LOBBY OF THE EXHIBIT BUILDING. {NOTE: THE FOREGOING WILL BE AN "EXCUSE" TO LEAVE THE EXHIBIT BOOTH WITH THE ROBOT GAINING ADDITIONAL EXPOSURE AND P. R.}.

THIRD DAY:

NOW THAT YOUR ROBOT PERSONALITY HAS BEEN GENERALLY ESTABLISHED AS THE RESIDENT SHOW "CELEBRITY", HE SHOULD NOW BE SEEN IN VARIOUS SPOT APPEARANCES THROUGHOUT THE TARGET MARKET AREA, IN THE MORNING INVITING PEOPLE TO YOUR BOOTH, VIA SPECIAL CARDS OR COUPONS DISPENSED VIA HIS Q. R. S. SYSTEM. THESE COULD BE EXCHANGED FOR SPECIAL GIFTS WHEN BROUGHT TO THE EXHIBIT BOOTH. YOUR ROBOT PERSONALITY ARRIVES AT THE EXHIBIT SITE AND PROCEEDS TO DISTRIBUTE GIFTS, TO THE SPECTATORS PRESENTING THE SPECIAL Q. R. S. CARDS, ALONG WITH HIS GENERAL PERFORMANCE. THE ROBOT WILL LEAVE THE EXHIBIT BOOTH SLIGHTLY BEFORE CLOSING TIME FOR A SHORT "STOP" AT THE LOUNGE FOR HIS REGULAR DAILY LIQUID LIBATION, 90 PROOF MOTOR OIL.

FOURTH DAY:

YOUR ROBOT PERSONALITY IS SEEN EARLY A. M. MEANDERING THROUGH THE EXHIBIT AREA AND HALLS ASKING SPECTATORS WHERE TO FIND YOUR BOOTH, EXPLAINING THAT HIS "DIRECTIONAL MEMORY BANK" WAS LOST IN A POKER GAME THE NIGHT BEFORE (OR SOME OTHER EQUALLY UNBELIEVABLE EXCUSE). UPON ARRIVING AT THE EXHIBIT SITE, YOUR ROBOT PERSONALITY, ACTIVATES HIS Q. R. S. SYSTEM WITH A NEW SET OF CARDS TO BE USED FOR A "DRAWING" AT THE END OF THE DAY. THESE CARDS WILL BE FILLED OUT BY SPECTATORS AND PLACED IN A SUITABLE BOX, FROM WHICH A WINNING TICKET WILL BE DRAWN. THIS GIVES YOUR REPRESENTATIVES A SUITABLE LEAD LIST TO FOLLOW-UP AFTER THE SHOW.

November 8, 1977

Marilyn Rosen
Marketing Supervisor
(212) 350-2210

Mr. Tony Reichelt
Quasar Industries
59 Meadow Road
Rutherford, N. J. 07070

Dear Tony:

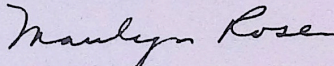
As we discussed several weeks ago, the Newsweek Branch Manager's meeting in Innsbruck, Florida was very much enhanced by the appearance of "Nemo."

The efficiencies and concern of both the gentlemen involved made for a very smooth running and successful meeting. And, I might add a "fun" cocktail party.

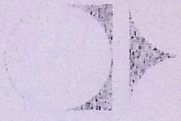
Tony, we are in the process of setting up several presentations in December -- two will be in New York and several out of the city (Chicago, Louisville and possibly Hartford). I will call you next week to give you all the details.

Best regards,

Cordially,



Marilyn Rosen



albert a. kohler company, inc. - advertising

15 Wilmet Lane - Riverside, Connecticut 06878 - (203) 437-708

November 22, 1977

Mr. Tony Reichelt
QUASAR INDUSTRIES INC.
59 Meadow Road
Rutherford, NJ 07070

Dear Tony:

What can a guy say after you put on a show like the one at the OLA in Chicago? To murmur a low-key "well-done" is insulting; to shout hosannahs is bombastic. How about a "gee, Tony, you guys were great"?

To put it mildly, your little pal, Klatu, made the meeting, not only for Liberty, but for all the others in attendance as well. I am certain that we'll be seeing each other again, so don't throw away your notes on Liberty -- and especially on the ophthalmic industry and its professions.


In the meantime, keep us posted on the shades for the Rock Group -- work through us on this, because we think we have a better appreciation of your needs.

Enclosed is Henny Youngman's list of cleaner stories; perhaps some of them might be useful to you.

By the way, I have a hot radio contact for you in San Francisco, so if you're scheduled there soon, get in touch and I'll fill you in.

Cordially,

ALBERT A. KOHLER COMPANY, INC.


Albert A. Kohler, President

AAK/ra

encl.



albert a. kohler company, inc. - advertising

15 wilmot lane - riverside, connecticut 06031-0371 708

November 23, 1977

Mr. Klatu
Quasar Industries Inc.
59 Meadow Road
Rutherford, NJ 07070

My jockey shorts have tire tracks, Klatu ...

... and all because I tried to make love to your sister, the Roto-Tiller. How was I to know, you bubble-headed bundle of switches and relays, that she, too, had tires?

But we jest, old buddy. Your performance, from airport arrival to hotel registration through lobby and booth appearances left nothing to be desired (unless it might have been Eileen's presence). And though there was little room to manoeuvre while at FACES, you did your usual fine job in enthralling Liberty's guests. Besides, you had no need for the fine array of fresh oysters, sliced beef and the like, which no doubt suited some people just fine.

If we were any more satisfied, you truncated fugitive from an electronics factory, that empty sphere you call a head would be too large even for you! To put it succinctly, we want your body again ... somewhere. All that remains is for our client to spew out the dates.

Hopefully, your attendant will continue to keep the notes from the Optical Laboratories Association Show. These notes will be just as valid at the next show as they were for this one.

All of us here -- myself, Howard Dickstein and Dr. George Kane -- look forward to seeing you soon again. In the meantime, please keep us posted on your rock group so that we might promote for you the shades with up-lifting lenses, through the good graces of our client, Liberty Optical.

Beep-beep.

Cordially,

ALBERT A. KOHLER COMPANY, INC.

Albert A. Kohler, President

AAK/ra



November 23, 1977

Mr. Tony Reichelt
Quasar Industries, Inc.
59 Meadow Road
Rutherford, N.J. 07070

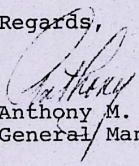
Dear Tony:

Thanks for helping make Liberty the hit of the show! You, Tom, Al and Jimmy handled Klatu's schedule expertly.

In the near future, I will be in touch with you regarding future plans for Quasar.

Please extend my regards to Eileen and the others. I look forward to speaking with you soon.

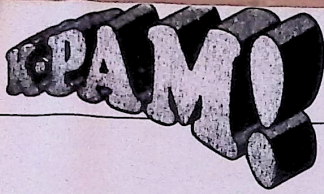
Regards,


Anthony M. DiChiara
General Manager

AMD:lg
cc: Al Kohler

Tony - JUST GREAT!!





Radio 97 fm • 14 am

October 25, 1977

Quasar Industries, Inc.
59 Meadow Road
Rutherford, New Jersey 07070

Dear Quasar Androids:

On October 16th, your Co-Android "KPAM" arrived in Portland, Oregon to an airport filled with many excited fans.

"KPAM" was everything we expected him to be..POLITE - WELL GROOMED and of course WITTY! Otherwise, "KPAM" was a super success for our Fall Promotion, "The Best Of Both Worlds".

"KPAM" made many personal appearances while visiting our "City of Roses". He was in such demand, that we are still receiving telephone calls from people asking where and when they can see "KPAM" again.

We at K-PAM RADIO want to thank Quasar Industries and their terrific Androids for starting our Fall Promotion off to a complete success.

Again, Thanks to all the Androids of New Jersey and the Quasar people.

KPAM FM & AM
PORTLAND, OREGON

Wally Rossmann
Pres.

AIR TIME INC.

January 12, 1978

Klatu
Quasar Industries, Inc.
59 Meadow Road
Rutherford, N.J. 07070

Dear Klatu,

Per your request, following is an input of data regarding our degree of satisfaction with your appearance at Les Mouches on December 20, 1977. Comments ranged from:

"Adorable!" to,

"Scary!" to,

"Fantastic!" to,

"Unbelievable!" to,

"A great idea!"

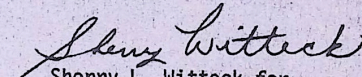
And finally: "That robot was the highlight of the party!"

Get the picture?

You were a hit. And, your personal attention to the "right" people did just what we wanted it to-- it harassed them!

Thank you for your services. I'm sure many of the people who met you will never forget you. Perhaps they'll be calling you!

Sincerely,


Sherry L. Witteck for,

Alan Zaretsky



THE SALES PROMOTIONAL ANDROID

AT

POINT OF PURCHASE

QUASAR INDUSTRIES, INC., CAN PROVIDE A REMARKABLE EXPERTISE, BASED ON OVER SIX YEARS OF PROFESSIONAL EXPERIENCE IN THE RETAIL FIELD, WITH UNIQUE AND EXCITING PROMOTIONAL EVENTS DESIGNED AROUND THE PROVEN TALENTS OF OUR SALES PROMOTIONAL ANDROIDS.

QUASARS INTERNATIONALLY SUCCESSFUL MECHANICAL HUMANOID ROBOT CAN OFFER TO A SHOPPING MALL OR CENTER, RETAIL STORE OR CHAIN THE FOLLOWING:

1/ A PROVEN FORMULA FOR PRE-SHOW PUBLICITY, WITH CELEBRITY TYPE INTERVIEWS AND PRESS CONFERENCES WITH LOCAL TELEVISION, RADIO AND NEWSPAPERS, ATTRACTING FANTASTIC ATTENTION AND PUBLIC AWARENESS IN YOUR ENTIRE TARGET MARKET AREA. TELEVISION NETWORK PROMOTIONAL EXPOSURE COMMENCING SEPTEMBER, 1974 THROUGH JUNE OF 1975. CREATION AND DISTRIBUTION OF PRE-SHOW PUBLICITY PORTFOLIOS TO ALL COVERING MEDIA AND CIVIC ORGANIZATIONS OF SPECIAL INTEREST.

2/ PROFESSIONAL AND RESPONSIVE AUDIENCE PARTICIPATION PERFORMANCES RUNNING SIX FULL HOURS PER DAY, AND ADJUSTED FOR PEAK SHOPPER TRAFFIC TIME PERIODS. OUR ROBOTS HAVE BEEN KNOWN TO "ENTERTAIN THE CHILDREN" WHILE THE PARENTS COULD CONTINUE UNHARRIED SHOPPING.

3/ THE ROBOT INCORPORATED WITH A "SHOW STOPPING" PERFORMANCE EVOLVED FROM SIX YEARS POINT OF PURCHASE EXPERIENCE, HAS AN IMPRESSIVE HISTORY OF DRAWING BETTER THAN 20% REPEATED DAILY ATTENDANCE, FROM BOTH ADULTS AND CHILDREN.

4/ "KEEPING EVERYBODY HAPPY" IS OFTEN A HERCULEAN TASK, AND QUASARS ROBOTS HAVE DEVELOPED A SYSTEM OF WHEN AT A SHOPPING COMPLEX, TO PERSONALLY VISIT AND CONDUCT SPECIALIZED INDIVIDUAL PERFORMANCES IN-FRONT OF, AND/OR WITHIN THE ACTUAL STORE OR OFFICE OF EACH AND EVERY PARTICIPATING MEMBER MERCHANT, WITH SPECIAL EMPHASIS ON "PROBLEM LOCATIONS". BY THE COMPLETION OF A GIVEN SERIES OF PLANNED PERFORMANCES EVERY MEMBER WILL HAVE EXPERIENCED THEIR OWN INDIVIDUAL ROBOT "HAPPENING", WITH YOUR MECHANICAL CELEBRITY ANNOUNCING SALES AND COAXING PASSING SHOPPERS INTO STORES.

5/ THE QUASAR RANDOM SELECTION SYSTEM, WHEN UTILIZED IN CONJUNCTION WITH A PERFORMING QUASAR SPA PROGRAM, WILL LITERALLY IMPEL PASSING CASUAL SHOPPERS FROM THE GENERAL MALL OR SIDEWALK AREA INTO A GIVEN PARTICIPATING STORE. THIS SYSTEM CAN BE UTILIZED INTERFACED WITH: AWARDS, PRIZES, DRAWINGS, ETC., GEARED TO GENERATE FUTURE LEADS AND SPECIAL DISCOUNT SALES. THE BASIC MOTIVATION IS SCIENTIFICALLY DESIGNED TO ACTIVATE THAT SEGMENT OF THE HUMAN EMOTIONAL SPECTRUM REFERRED TO AS "THE ELEMENT OF CHANCE" [WITHOUT PERSONAL RISK.]

6/ RETENTION FACTOR.....MARKET RESEARCH SURVEYS IN ALMOST EVERY AREA OF THE COUNTRY HAVE INDICATED THAT THE EXPOSED PUBLIC INVOLVED WITH AND IN A QUASAR ROBOT ORIENTATED PROMOTION RETAIN THE ROBOT-LOCATION-STORE AWARENESS FOR ATLEAST SIX TO NINE MONTHS AFTER THE LAST SHOW DAY.

Meis Bros. Co., Inc.

624 wabash avenue
terre haute, indiana 47808
(812) 234-5511



Paul E. Denehie
vice president

March 14, 1978

Quasar Industries
59 Meadow Road
Rutherford, New Jersey 07070

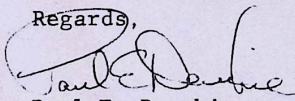
Dear Sirs,

We recently completed the Grand Opening of our Mattoon, Illinois store and, without a doubt "Klatu" was the hit of the opening. So much so, we plan on using him again when we open another store in October of 1978 in Marion, Indiana.

I will be in touch with you as soon as we have a definite date in order to firm up the appearance.

Again, thanks for a great show!

Regards,



Paul E. Denehie

PED/dj



Children's *Specialized* Hospital

NEW PROVIDENCE ROAD, WESTFIELD-MOUNTAIN SIDE, N. J. 07091 • 201-233-3720

May 18, 1977

Mr. Tony Reicheot
QUASAR
59 Meadow Road
Rutherford, New Jersey

Dear Mr. Reicheot,

Clay II was a big success. The children enjoyed him so much, they have not stopped talking about him. The staff was quite entertained by Clay as well. After the kind of day we had had, Clay II was a welcomed pleasure.

Now that I have seen the positive response of the children to the Robot, I most certainly will be contacting you in the future for a return visit.

On behalf of the children and staff at Children's Specialized Hospital, I would like to say thank you, and look forward to seeing you again soon.

Sincerely,

Linda M. Tibaudo

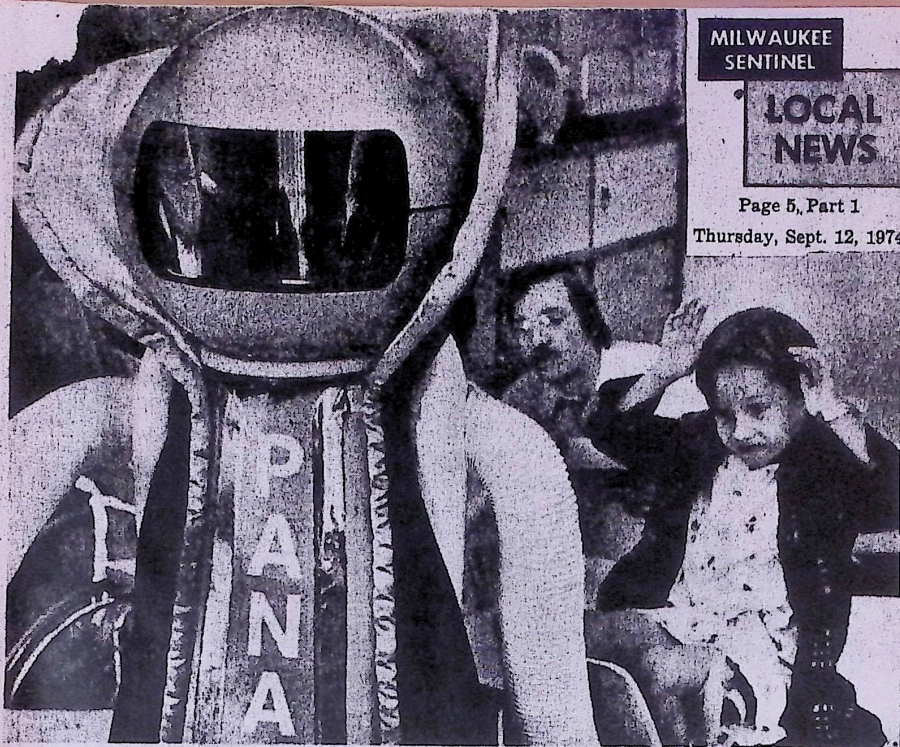
Linda M. Tibaudo, Chief
Recreational Therapy

LMT/cd



Page 5, Part 1

Thursday, Sept. 12, 1974



On a visit to Children's Hospital Wednesday, The Wizard, a mechanical man, surprised Roger Preske, 6, of

1404 W. Madison St., when it backed into him. The robot visited the hospital's playroom.

—Sentinel Photo by George P. Koshollak Jr.

Robot Clicks as Good Medicine

By MARK TORINUS

Seven year old Scotty told his doctor Wednesday afternoon that he has just seen a real robot but his doctor did not believe him.

Scotty, who is in the Milwaukee Children's Hospital for complicated heart surgery, was right. He had seen a robot.

The mechanical man's name is "The Wizard" and Gimbels Downtown Store arranged for him to visit the sixth floor playroom of the hospital. The robot is in Milwaukee on a publicity campaign for Panasonic electrical goods.

The kids liked "The Wizard." They said so.

Lisa, 6, said she liked the robot because, "He talks funny and he looks funny." She added, "He's a funny man, I mean a funny robot. He tickled me."

Lisa is being treated for a leg puncture wound she received when she fell on a needle.

Rodney, 11, who has kidney problems, said he liked the robot because, "He's smart."

He said he asked the robot, "What's a million times two million, and he gave a smart answer."

The mechanical man runs on a special dry cell battery pack and can move from place to place on its own. It has a 4,800 word vocabulary and can speak in several languages.

Anthony Reichelt, "robot master" for Quasar Industries, the machine's builder, said the robot really is quite sensitive and always flies first class in its travels across the nation.

It has its own flight ticket, special seat belt and American Airlines credit card.

The mobile computer has a sense of humor. At one point, "The Wizard" explained it had a sore throat and the children all yelled it should be in a hospital.

He smartly replied that he was.

The robot quizzed the children on their geography, numbers and history. When one child blurted a question at him, he returned, "I'm asking the questions, you answer them."

Miss Norma Smith, occupational therapist for the hospital, said preparation for the robot's afternoon appearance had started that morning. The children were all asked to draw a picture of a mechanical man and to think of questions to ask him.

She said they were most interested in knowing if robots were boys or girls, whether they slept, and if they went to school.

She also explained the therapeutic value of the visit.

"Children in a hospital very seldom have a group feeling," she said. "Something like this is good because they all could do it together."

She added, "This is the thing they'll remember about the hospital. The sickness and shots will fade."

"The Wizard" will be at area Gimbels stores for about the next week. It will be at the downtown store from 11:30 a.m. to 1:30 p.m. Thursday.

The robot will make a guest appearance for the Wisconsin Society for the Prevention of Blindness at 1:30 p.m. Monday at the Greendale Intermediate School, 6800 Schoolway, Greendale. He will be part of an eye safety program for the school's students.

Talkative Robot

Wisdom From Mr. Wizard

Jostling through crowds of adult suburbanites and pausing to shake hands with children closer to his own age, a man-size robot took control of a Dadeland department store the other day.

While the kids were content to listen to him whistle and honk and count to ten in 22 languages, their parents pressed him for bits of advanced wisdom.

"What is the meaning of life?" someone asked.

"Take the money," he replied without missing a beat, "and run."

swers to

Mr. Wizard'

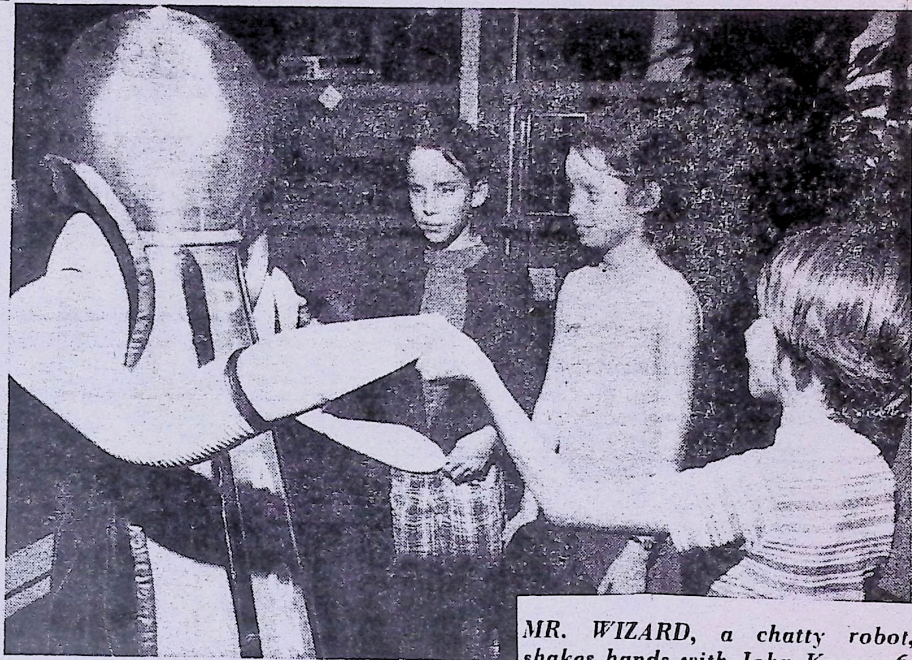
"WELL, what do you expect from a Sales Promotion Android (SPA)?" said robot Master Tony Reichelt, who has spent the greater part of the past five

years traveling across the country with the five-foot-four, 240-pound machine that answers to 'Mr. Wizard.'

Mr. Wizard is one of 22 SPAs created since 1969 by a New Jersey engineering firm. The family or fleet or whatever entertains at hospitals, opens trade shows and appears at promotional events like this week's "Things of the Future" extravaganza in Burdine's Dadeland TV department, where he shares attention with such indispensables as an inch-and-a-half TV set and a floating radio.

The robot can field just about any question, though it may take him a minute to locate the right phrase in his 4,800-word English vocabulary.

Programmed
To Serve



MR. WIZARD, a chatty robot, shakes hands with John Keane, 6, while John's twin sisters Eileen and Jacque, 10, study the machine.

Mr. Wizard can chat for 20 hours at a time before requiring a pit-stop at the nearest wall socket.

HE HAS been programmed for logical human response and is fully prepared to comment on such diverse topics as the relative desirability of cocktail waitresses over stewardesses. Robots are not likely to take over the world, he assured, since they are programmed to serve their human masters.

Reichelt, who wears a large robot-shaped medallion and extends regular human courtesies to Mr. Wizard, travels on public transportation and checks into hotels with his fully assembled charge.

"To become a Robot Master," he explained, "you have to eat, sleep and drink robots for five years. Then they give you a medallion and a lot of money. It beats selling pencils."

—BILL HUTCHINSON







QUASAR INDUSTRIES, INC.TM
59 MEADOW ROAD
RUTHERFORD, NEW JERSEY 07070



THE DOMESTIC ANDROID

BY

QUASAR INDUSTRIES, INC.,

For almost half a century writers, producers and actors have depicted the concept of a mechanically constructed "person" as an ultimate companion and servant to mankind.

Just a decade ago, eight determined scientists and engineers embarked upon a project to literally turn science fiction into factual science. The task of assembling equipment, parts and procedures into a reliable, operating Robot would take until Spring of 1977 when the final "breakthrough" was achieved in completing a workable link with the on-board Q-16 computer, animation precision and programming on a level of simplicity that could be controlled by a non-scientific consumer.

Within the next 22 months, Quasar Industries, Inc., of Rutherford, New Jersey, USA, will commence production of a Series Two Domestic Android, at a projected rate of 125 finished units per day.

Each Domestic Android will be equipped with the general program capacity of basic household tasks, to be further "educated" upon installation into the habitat.

Weighing 180 pounds and standing 5' 2" tall, the Mechanical Servant will be finished with a cone shaped body, a distinctive "tear drop" head, and tubular arms 36" long with functioning elbows, wrists and Tri-Pincer hands (three fingers.) The operating fingers will be fabricated from steel re-inforced Teflon to insure strength and gentleness, and allow the Robot to tilt and average couch or carry an egg with equal efficiency.

Standard Functions will include:

1. Entrance Monitor:
Answering the door when guests arrive, storing garments and announcing visitors.
2. Service Program:
Utilizing a standard equipped tray, serve pre-mixed drinks, hors d'oeuvres or meals.
3. Habitat Maintenance:
Utilizing several accessories, upon command vacuum rugs, polish floors and dust general living areas, by pre-learned program.
4. Habitat Security:
Monitor the average home or apartment for fire, smoke or unauthorized entry at any required time period.

5. Fuel Efficiency Monitor (F. E. M.)
Data storage of Q-16 on-board computer is sensitized to habitat security and mean temperature averages to constantly monitor, advise or adjust the heating and air-conditioning units for family comfort and fuel consumption efficiency.
6. Personal Monitor Service:
The Domestic Android is programmed with a play area, sleeping arrangement or relative rest positions of children, elderly or convalescing persons. Any pre-planned substantial change in acceptable behavioral patterns or positions send the Robot throughout the habitat sounding an alarm.
7. Personality:
Each DA-2 will be available with a 250 word vocabulary, standard and recognize up to six persons in the family by their individual voice patterns, programmed into the Robot's computer upon installation. The Type and tone of verbal responses will determine sex, ethnic lineage and resulting "personality." Changes in personality can be achieved by local technicians upon request.
8. Culture Education:
Provisions for specially produced culture and educational tapes and solid state data memory modules, allowing the family members to receive information and instruction in a variety of scholastic and cultural subjects. Association in planning and structuring language, history, geography, chemistry and math, etc., programs will be established recognized and competent professionals to achieve an efficient complimentary assist to the children's learning process or furthering education and cultural awareness.
9. Quicon:
Domestic Androids when fully programmed for a specific habitat environment will be "controlled" via the Quasar Quicon, which can call up various programs from the established memory.
10. Charging Station:
A specially designed system mounted in minutes to any standard wall outlet within the habitat, will insure power supply replenishment to the functioning Domestic Android. Quasar has carefully designed this power re-charging system to be totally safe to any humans or pets. The engineering incorporated into the functional design of the charging station allows only the weight and simultaneous forward pressure exerted by the Robot on the station to activate current. This system will, of course, be UL approved.

The Domestic Android, by the time it reaches the general consumer in mid-1979 will actually be a product of not only over 12 years of Research and Development, but more important be the result of 10 years of actual Field Usage of almost all the various critical sub-systems and moving mechanical parts. For example, the main steering assembly was tested under the most demanding obstacles and conditions in at least three foreign countries and throughout the United States for over 2000 operational hours before it was accepted as "reliable for DA-2 standards."

The degree to which quality system standards has been established and maintained for the DA-2 model will be continued as a dedicated policy of Quasar Industries, Inc., As Robots are sent to homes throughout the world, Service Personnel will have been carefully trained and equipped to insure the new owners years of smooth, trouble-free operation. From the time of installation, detailed maintenance and service records will be maintained by the local dealers, with duplicate data transmitted to the Company's main service computer. Manufacturer Warranty will cover the Main Power Supply System for two years, with other mechanical, electronic and optional systems for periods of .25 to one year.

Quasar Industries, Inc., Domestic Android Dealers will be established in major metropolitan areas, staffed and managed by local resident personnel. Extremely careful screening and selection will take place over the next three years of persons and corporations with only the highest degree of business experience and reliability. Each Dealership facility will have a suitable showroom, service and parts areas to competently serve the given market area. Service Technicians will be trained directly by Quasar Industries, Inc., by actually serving on assembly lines, parts flow and quality control sections.

Upon installation of a Domestic Android into a habitat, visits will be completed on a complimentary basis by a qualified technician assigned to that customer. Service contracts insuring regular monthly service will be available for approximately \$45.00 per month, which will provide uninterrupted smooth service year after year. The estimated mean-time-to-failure of a DA-2 Model Series is projected at 25 years. Above all else the Company will always insist that, "Our Robot Doctors will make House Calls!"

An example of precisely how the average consumer would command the Domestic Android's programming could be explained as follows:

On a given morning, you decide that several rug covered areas in your home require vacuuming. During breakfast, before you leave for work, pick-up the Quicon programmer and switch it on. Pushing a second button calls the attention of the Robot. Your Personal Servant will then be ready to receive the days orders. By numerically inputting the date, time and function code, the Robot, will confirm the selected program by replying, "August 4th, 1977....vacuum rugs one and two!...ThankYou." You are now assured the correct program has been selected. Numerous selections of this nature are acceptable by the DA-2's on-board Q-16 computer.

Equipped with the foregoing Standard Program Functions, Domestic Android will retail for just under \$4,000. each. This conservative figure is projected based on the determined plans of the Company to institute mass production of the DA-2 within 22 months, at the awesome rate of 125 per day.

As people around the world are different as their finger prints, so will an array of options be available to the Domestic Android to individualize the Robot to the owners Personality. A partial list of optional features and systems are as follows:

1. Telephone Answering Monitor
2. Remote Telephone Call Command
3. C C T V On-Board Monitor
4. Video Habitat Monitor
5. Personal Security System
6. Outdoor Security Alarm
7. Lawn and Hedge Trimmer
8. Household Canine Service
9. On board telephone receiver
10. Rough terrain travel package
11. AM/FM Tuner Receiver with Remote Speakers
12. Increased vocabulary 1200 to 5200 words
13. Foreign language vocabulary
14. Second level travel assist
15. Personal Data Computer Bank
16. Master Computer Data Link
17. Beverage Dispenser
18. Full Conversation Logic System
19. Priority Time Reminder System
20. Sub-Conscious Teaching Mode
21. Advance Memory Direct Order
22. Remote "Nanny" system
23. VTR Educational Data Mode
24. Personality separation reply system

The Research Staff of Quasar Industries, Inc., is currently working on the adaptation of forty additional options and special use systems for the Domestic Android. There are, of course, physical and power limits to the given number of options that can be designed into a given DA-2 model series. However, for special circumstances, larger homes and/or institutions, a remote programmed console can be installed to efficiently handle a more sophisticated variety of services, data storage, vocabulary and general memory functions.

Daily Mail, Friday, August 12, 1977

PAGE 3

QUASAR CONQUERS THE TOURISTS AT THE PALACE

MY TRANSISTORS AND I...



From Quasar at the palace, a regal wave to the people.

QUASAR lorded it at Buckingham Palace yesterday after revealing that even the most impeccable of gentlemen's gentlemen can be a bit of a lad in the local.

He rightly commanded royal attention when he suddenly emerged whirring and flabbering at the end of the flag-bedecked Mall.

Smashing

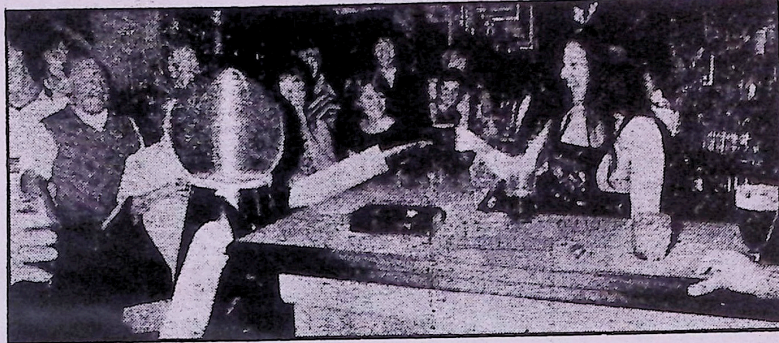
'This is my birthday,' he announced to a group of giggling girls from the 3rd Alexandra Park brownies. 'And the Queen has sent me her good wishes.'

Then, without losing any of his poise, he added: 'I am happy to be here and I am sure President Carter joins me in passing on the best regards of all American people.'

'Ooooo! Isn't he smashing,' said pixie-faced Joanna McCloud, seven. 'I'd love him for a brother. Just think of all the things that you could do with him. Can he do homework? I bet he doesn't make a cup of tea like my mums'.

Quasar obligingly let Alex Stewart, 11, of the Elephant and Castle ride on his powerful shoulders, right past the Palace gates.

'That's the best piggy-back I've



A pint, please: Rose Alsweiler serves a strange customer

By PHILIP FINN

ever had,' gasped Alex, with scores of other youngsters envying him every second of the ride.

It was Quasar's first look at the capital since I flew in with him from his birthplace in Rutherford, New Jersey, where Quasar Industries Inc. are certain he will become the first of a production line of domestic androids.

His principal inventor, 37-year-old Tony Reichelt, has spent ten years with 15 computer and engineering wizards on a programme aimed at taking all the human backache out of housework.

Quasar has been geared to

have the most perfect manners, but his behaviour slipped somewhat when he made a stop at that most British of all institutions—the pub.

His visit to the hangout locals call the Mucky Duck (or White Swan) caused a near-riot. He showed a lot of English qualities by madly rushing to the bar.

His huge arms pinned Mrs Mary Miller to the counter. 'Oh, you sauce box,' screamed Mrs Miller, who had slipped in from

her nearby office for a quick lager with friends.

'I think you are very beautiful,' he intoned. 'I like attractive English women. I would like to take you out to dinner tonight.'

But Mrs Miller didn't take him up.

'I don't think my husband would approve,' she said, and all her friends roared with laughter. Quasar then ordered a frothy pint from barmaid Rose Alsweiler, a 22-year-old New Zealander.

One little old lady who had seen the commotion outside the pub asked Quasar: 'Can you do washing up?'

Pictures: NICK ROGERS

Before the robot got a chance to answer, another woman in the packed bar said: 'Course not. He's a man, silly.'

Later, at the Palace, one policeman guarding the entrance said Quasar was by far the most impressive visitor so far this summer.

'I've seen everything now,' said one. 'Suddenly a robot walks by, talking. I thought I must be drunk on duty.'

While still at the Palace, Quasar showed his usefulness by kindly delivering some film for the ITN 'News at 10' programme to despatch rider Peter White, 33, from Uppminster, Essex.

Recharged

Quasar, who is able to respond to conversations by picking on certain key words and phrases in his own carefully orchestrated repertoire, got his day off to a screaming start.

He was quietly having his batteries recharged at his suite in the Dorchester Hotel when maid Nella McEvoy walked in.

'Oh my God,' she shrieked. 'It's someone from Outer Space. I don't believe it.'

Quasar's next call was a champagne reception at the Daily Mail office.

He slipped in a side entrance, up the service elevator to avoid welcoming crowds and into the office of editor David English.

'Thank you for bringing me to London, said Quasar. 'I think you are a very distinguished gentleman.'

Impeccable. Quasar, impeccable.

Foiled...by the vital spark

By DENNIS ELLAM

ONE snag stopped Bill Cairns's plan to win a rates cut with a film show.

He arrived at the valuation court with colour slides and tape recordings of the noisy bottling plant opposite his bungalow.

The court at Wigan agreed to look and listen while Mr Cairns presented

his evidence in sound and vision... but they could not agree that he should use the court's electricity.

They told him he couldn't plug in his projector and recorder without written permission.

'I know councils are trying to save money, but this seemed ridiculous,' Mr Cairns, 40, of North Street, Ashton-in-Makerfield, said yesterday.

Mr Cairns was claiming a rates rebate for the nuisance caused when houses near his home were demolished, leaving his garden overlooking the bottling plant. He told the court that the noise from the plant upset his family and caused domestic troubles.

The valuation panel will present their decision next week.

A mother's phantom fear

THE MOTHER of a six-year-old girl tried to hoodwink doctors into believing that her daughter had a serious kidney or urinary disease.

She tampered with the girl's samples and falsified her symptoms.

In today's *Lancet* Dr Roy Meadow of Secroft Hospital, Leeds, tells the incredible

story of Kay, the little Yorkshire girl who, because of her mother, was submitted to 12 spells in hospital, 18 major investigations, a host of assorted treatments and the attention of 16 consultants.

Many of the 'crises' her mother created resulted in immediate admission to hospital—often at weekends and holidays.

All the time there was

nothing wrong with her. It was her mother who was ill.

According to Dr Meadows, the mother was the first recorded case of Munchausen's disease by proxy.

In Munchausen's syndrome patients fantasise major illnesses, falsifying symptoms that they take from hospital to hospital, often with differing stories that can result in dangerous and unnecessary treatment.

The Quasar Industries' Robot

A Dream That Came True

By Gene Beley

Android Amusement Corporation

Robots are going to be part of our everyday lives, and Quasar Industries seems to have a head start on getting us there.

Gene presents the story of Quasar in a light-hearted fashion, and whets the imagination for future developments.

—Editor

Nine years before *Star Wars* jetted through the movie theaters of the world, introducing two lovable robots, Quasar Industries, Inc. of New Jersey gave birth to a full-size working 'roid, Klatu. Even though Klatu was the result of more than 40 designs submitted by an eight-man team of engineers and scientists, of whom nearly all succumbed to death or serious illnesses before his successful completion, there was no worldwide media fanfare. In fact, Klatu was quickly put to work to help pay R&D costs. From the very beginning, Quasar Industries began leasing the robot out to corporations and others for an attention-getting marketing tool.

To this day, Klatu and his 31 brother and sister robots lend their 15-square-foot conical-shaped bodies for displaying various graphics and logos of major corporate clients like Panasonic, Ingersoll-Rand, I.T.T., major banks, and others who can afford their star-billing rates. Currently, they are leasing for \$700-\$1500 a day, plus expenses. These robot stars fly first class on commercial jets when they travel to engagements. Moreover, each robot is accompanied by two robot technicians wherever they travel.

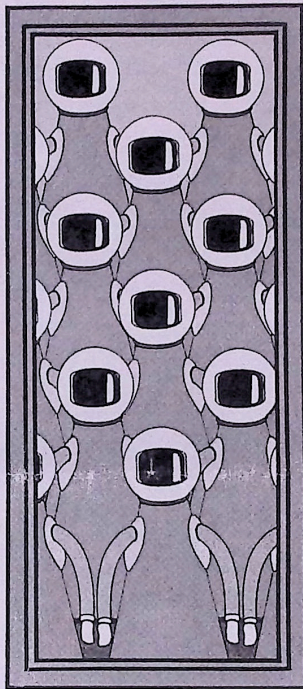
Quasar Industries now has 32 working 'roids, which they call Sales Promotional Androids, or SPAs for short. In addition, Quasar Industries has working prototypes of the Domestic Android, robot-servant, which will be marketed within two years for approximately \$4,000; a seven-foot high security-guard robot with a \$75,000 price tag; and a Para-Medic Robot that will work in hospitals that can afford the \$50,000 tariff.

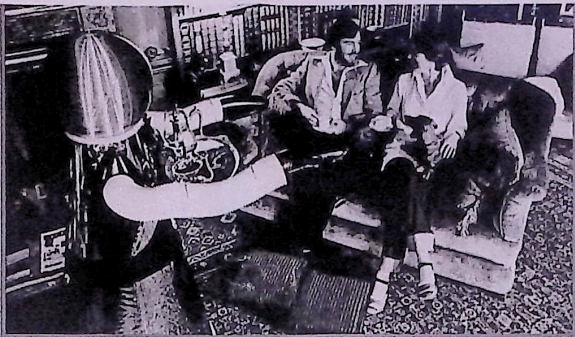
HOW IT ALL BEGAN

Anthony Reichelt, who has an engineering, design and marketing background, started to make a 30-inch toy robot that would speak about 25 words on cue. He quickly learned, after much research, that would be too expensive to market as a toy. However, he decided there was a market for domestic androids.

"We began with an eight-man team of scientists and engineers who set goals of developing three basic robots: the Domestic Android, Century guard robot, and the Sales Promotional Android," Reichelt said. "Due to the state of technology eight years ago and the economic factors, the Sales Promotional Android received the top priority.

"In 1968 we produced the first SPA series robot. To give you an idea of how far we've come since then, we are now working with our SPA 20 series, which represents many technical advancements."





That first eight-man research and design team was made financially possible through the predecessor company and a small stock issue in New Jersey to form Quasar Industries, Inc. "We organized for the specific purpose of making mechanical humanoids," said Reichelt, "and that has continued to be our exclusive business to this very day."

The SPA's are five feet, four inches tall, which the company found was the best height for maximum psychological appeal in promotional events. The SPA's weigh 240 pounds, which make them light enough for almost any method of travel. The conical-shaped bodies provide the proper balance necessary for working sixteen 'droids to operate in a crowd without tipping over.

Quasar Industries' robots do not have any facial features. Reichelt's staff long ago learned, though, that there was a psychological advantage: their robots didn't get type-casted into a set image. They were identified with the sponsor.

Underneath the exterior costumes and "stage" names beats the heart of Klatu's Q-16, special robotic computer, designed from scratch and capable of voice recognition and audio responses. Reichelt explains that the SPA rolls on hidden tines underneath its conical-shaped body and can go in any direction at various speeds. Arms, elbows, and hands are fully programmed and can operate independently. Though the SPA can't see in the same sense as humans, its sensors detect shades of light to determine mass. In an uncluttered area, the SPA's can move with great freedom. When the crowd gets too big, it will go to sensory overload, stand still, until it is able to act again. Air-filled rubber rings encircling the conical base of the robots provide sensors to prevent bumping into objects. The SPA has a top speed of about 20 miles an hour.

Quasar Industries started to design a five-digit hand but rejected it because of overall cost and power requirements to build six motors necessary to operate each assembly. The final two-digit system in use today required almost one year of revisions before it was perfected. The steel tube arms with elbow, wrist, and motor drives are covered with flexible tubes (that look like common vacuum cleaner hoses). Original additional movements included rotation of the head and waist, but have been rejected for power, space, and practical requirements.

"No one will ever know the total frustration and discouragement we suffered in our small lab creating Klatu," sighed Reichelt. "Weeks, or even months of exhausting work would be completely wasted with the push of a button or inserting a plug.

"There was no manual or reference book to follow. The team was literally writing the book as they went along."

Thus it becomes more understandable why Reichelt attempts to maintain company secrecy about the inner-workings of his robots. Although he has made some television appearances and gives occasional interviews, he prefers to remain in the background, or out on the road with his robot teams, as "that is where the real R&D is being done today."

The original research team was hampered by constant daily problems of where to find parts, system adaptation and body design. But these were only minor problems. "Fate seemed to strike one blow after another, as if someone, or some unknown force, was trying to block our progress," Reichelt remembers.

"The physicist working in the area of subsystems compatibly suddenly died," he continued. "Before the team could recover from that shock, the professor, with a Doctorate in Engineering, and specialist in inertial guidance systems, went blind."

More medical problems hampered the team. The laser specialist developed a serious kidney disease; the mechanical engineer working on the interrelated mechanical systems retired because of multiple sclerosis. And two more members of the team, the research specialist for parts analysis and the power applications engineer, died before Klatu was completed.

That left only two original team members to see Klatu leave the lab under his own power. Inside he contained the desire, dreams, and dedication of eight human beings. Klatu finally could walk, talk, and perform well enough to be leased out for promotional events. As time progressed, the voice was further developed to include inflections. A lightning-bolt-like streak of light illuminates its head when it talks.

Quasar Industries feels, now that the public has accepted robots, it is time to move into Phase II of their master-plan. The Rutherford, New Jersey robot factory is now gearing down to manufacture the Domestic Android (trademark) within 18-24 months. Reichelt projects they will produce 125 such robots a day that will sell for

approximately \$4,000. The Domestic Android will be programmable via a computer control on its right hand to serve dinner, vacuum, baby-sit, answer your front door, or serve drinks. A 250-word vocabulary will be sufficient to impress your friends and insult your enemies.

Of course, this is straight out of the first chapter in Isaac Asimov's book, *I, Robot*, which tells about the robot babysitter. The child's mother grew concerned when she felt the child should have something like a dog that could return love and pressured her husband to get rid of the robot. The child became despondent over the loss of her robot friend, and the story continues about the search for her mechanical babysitter.

Perhaps the answer, according to a poem by Ray Bradbury, would be a robot grandmother, one who could give "equal love" to her grandchildren. Bradbury, the science-fiction author and father of four daughters, wrote "Robot Grandmother" while observing the personal frustrations of parents trying to give equal love.

REACTIONS OF HUMANS TO ROBOTS

In Los Angeles, California, senior citizens visiting a department store where the SPA, Klatu, was modeling jackets for a ski parka company, looked in disbelief at what they were seeing. "What is it?" one dares to ask a sales clerk.

"A robot," the clerk replies, with a wide smile, rather nonchalantly.

"Now I've seen everything," mumbles one of the senior citizens, shuffling away. "Now I can die in peace."

In Scranton, Pennsylvania, at a hospital charity benefit, the SPA was whirring up and down the hallways, in and out of the rooms. The robot was playing and joking with the children. However, upon arriving at a room marked "Do Not Disturb," Robot Master and Quasar Industries' President Anthony Reichelt asked a doctor what was wrong with the child in the room. Reichelt learned the child had been in an auto accident. Although the boy had recovered from a coma and was capable of speaking, he had chosen not to speak, probably because he was still in shock.

"The doctors and staff psychologists hadn't been able to get the boy to speak," Reichelt recalls. "I obtained his permission to allow the robot to go into the room with the boy, alone."

"Why are you feeling so sorry for yourself?" the robot asked the boy. And then they began trading insults, like the robot's threatening to "put fire tracks" on the boy if he didn't begin speaking. Within 30 minutes, the boy was babbling away with the robot.

This rewarding experience led Reichelt to observe the need for a Para-Medic Robot, which he now has built and trademarked. It is designed for doctors to use in psychiatric cases, especially with children, and will be specially padded and easily programmed by the doctors behind a one-way mirror.

The preceding represent the wide range of emotions humans project upon seeing a real robot for the first time. Reichelt, who understandably prefers to travel with the robots, versus "flying a desk," could probably write a book on the reactions of humans to robots over the past nine years.

On the more fun side of the fence, the London Daily Mail newspaper invited Quasar Industries to bring the Domestic Android prototype to Great Britain. "We had the robot buy his own ticket at the airport," chuckled Reichelt, "and board a British Airways jet to London with myself and the London Daily Mail photographer.

"We were about 2,000 miles out over the Atlantic Ocean and the stewardess was getting ready to serve breakfast. Phil, the photographer, asked me to have the robot serve breakfast. It took several minutes to pro-

gram the robot, and it began going up and down the aisle serving grapefruit to passengers that morning."

"And how was your flight, Aunt Maude?" Britische were probably greeting relatives landing at the airport.

"You won't believe it — a robot served breakfast! In the stewardess this morning," passengers were heard to reply. Just as the relatives or friends were wondering if they should call a doctor, off walked the robot, with the photographer taking pictures. Few celebrities get the kind of attention a robot commands upon landing at a major airport.

OCCUPATION: ROBOT TECHNICIAN

There are a handful of humans in the United States today who list that occupation on their official Intern. Revenue tax returns. Of course, 25 years from today, the number will greatly multiply. In the not-too-distant future, colleges will undoubtedly institute formal degree courses in robotics — a word barely coined now.

The entire technology is already taught in college, but no one has put it together in a precise course, would undoubtedly consist of computer and mechanic technology; physics, geometry, and a wide degree of experimentation, according to Anthony Reichelt. Although he is hesitant to divulge his technicians' names "because the press would interfere with them getting the normal work accomplished" and "competitive reason in a dog-eat-dog world," he consented to divulge his training system to INTERFACE AGE for this special issue on robotics.

"We've taken people from all walks of life — not just the scientific or technical fields," Reichelt begins. "A example is an oceanography student I met who took liking to the robot. We hired him part time on his college vacations, and he eventually changed his major to computer technology. He graduated and now works full time for Quasar Industries."

"A beginner starts as a trainee, whom we call a Mani factor's Helper in the shop. We tend to develop specialization within each person. Eventually, they reach the level of Assistant Monitor Technician, which is simply an Assistant Technician.

"Next comes Technician, then Command Programmer. The Command Programmer is in charge of one or more shows where the robot is appearing.

"After about 4,000 hours of actual robot performance time, the accompanying Command Programmer is eligible for the ultimate title of Robot Master. He then may have as many as four different Command Programmer under his supervision."

Reichelt himself wears a gold "Robot Master" emblem made especially for him by a jeweler in Beverly Hills. It is the greatest task-master and perfectionist of them all. When they are traveling on the trade show and promotional event circuit, although they may enjoy attending client parties at night, Reichelt, the Chief Robot Master can always be seen in the wee hours of the morning, back in the motel room, touching up small scratches on the robot's conical-shaped body with a can of spray paint and checking out the mechanical functions for the next day's show. Naturally, there is an element of show business to the bookings, scheduling and behind-the-scenes somewhat quailing life on the road. Reichelt who is fortunate to have wife Eileen as Marketing Director at the New Jersey headquarters, is proud of the record: in nearly 10 years, they have never missed a contracted performance.

This has not been easy. One time, with a show scheduled in Chicago, he told his two robot technicians to leave New Jersey Friday in a van with the show robot "Although the show wasn't until Monday, I told them I get there, set up and then fool around."

"They called me in Pennsylvania and said they were

snowbound. I asked them the telephone number in the pay phone booth and told them I'd call right back.

"I got out maps on our kitchen table that night and began pinpointing their location. I called them back and told them to double back and take a road south."

"How far South?" asked the technician in the cold, snowy phone booth.

"Until you run out of snow," Reichelt replied in his typical fashion.

Fortunately, the technicians had credit cards and some cash to sustain them. Reichelt ordered them to call him at his home throughout that night, every hour as close to the hour as possible, so he could calculate the speed of their travels and project their progress.

"I called a friend that operates a chartered Lear jet service," continued Reichelt, himself a pilot and aviation enthusiast. "I told him to have the Lear jet at a particular airport, ready to go to Chicago, in case we needed it. As it turned out, my crew was able to circle around the snowstorm by surface roads and made it to Chicago in time for the show."

This type of philosophy and perfectionism has gained Quasar Industries the great respect of clients, from a cross section of smaller companies that use the Sales Promotional Androids to compete for attention with the corporate giants, to the Fortuna 500 type clients themselves, who love the robots.

Although it isn't something Quasar Industries will readily publicize, the life of a robot technician can be quite glamorous on the road. Since the robots get star-billing fees and fly first-class to many destinations, they frequently work for clients who stage elaborate parties at night. Even if the robot doesn't attend, the technicians are almost always invited. Another fringe benefit, not listed on the Internal Revenue tax returns, are those beautiful models most companies hire in trade show booths. You see, robots are very good at getting the pretty young gals turned on with come-ons like, "Okay, Baby, give me a kiss." But it still takes the human touch to satisfy those very human desires. Although it isn't in the basic training course, Klatu has told INTERFACE AGE the younger technicians are very good at taking over where he leaves off.

WHAT'S AHEAD FOR QUASAR INDUSTRIES' ROBOTS?

"Bubble-memory, as soon as it becomes practical from a cost standpoint," commented Reichelt. "This technological advancement will greatly increase the capacity of the robot and its ability to do different things."

Century I, a robot designed to function as an automated security guard for banks or military installations, was recently introduced at the annual seminar of the American Society for Industrial Security. At 7 feet, 650 pounds, with a bullet-proof exterior and equipped with all sorts of "restraining systems," Century I means business. Its single purpose will be to find and immobilize intruders. Sensors in the robot can detect movement, body heat, or noise, and then begins stalking the human. Reichelt said its restraining systems are "nonlethal."

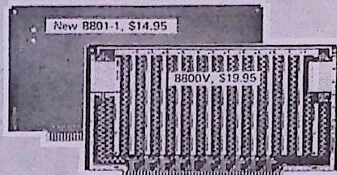
So when the day comes that Klatu may gain his deserved super-star status, or his descendants start a robot rock group, they will have their own robot security guards. With Quasar Industries, such science-fiction sounding products exist today and will be in the marketplace sooner than you may think. As for the robot rock group, keep tuned into your local radio and TV stations. And remember, INTERFACE AGE predicted it, in April, 1978. □

Anyone who might be interested in finding out more about the Quasar robots can contact Geri Beley at: Android Amusement Corporation, 2324 Lenia Lane, Arcadia, California 91006, (213) 445-5330.

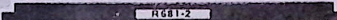
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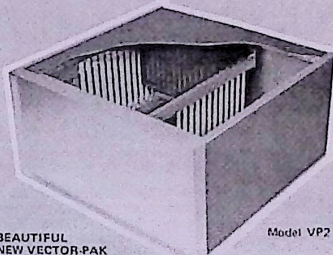
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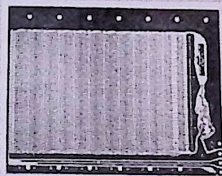


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