

NEWS FROM CHESTERFIELD

October, 1997

Trainmaster for everyone

LIONEL, L.L.C. today announced its intent to make its TrainMaster™ Command Control System technology available, free of charge, to all manufacturers of O gauge model trains. This will allow any participating manufacturer to offer its customers the option of upgrading their operating system to full TrainMaster Command Control capability, for use with the Lionel CAB-1 wireless remote controller.

Manufacturers will be provided with all necessary hardware and software specifications.



Consumers will then have the option of utilizing the manufacturer's operating system, or purchasing a patent license and signal receiver, at a manufacturer's suggested retail price of \$95, from a Lionel Authorized Dealer. The receiver will simply plug into the connector that comes with the locomotive and can be installed in just a few minutes without any soldering or programming.

Lionel President, Gary Moreau, predicts that this program will also lead to an explosion in the availability of TrainMaster Command Control upgrades for older locomotives from all manu-

facturers. Individuals or companies will be able to provide the capability for hobbyists to retrofit any locomotive without any upfront commitment of capital. "As has occurred in the computer

"upgrades for older locomotives from all manufacturers"

software industry, this program of "open architecture" should lead to a wide offering of products for the O gauge operator from large and small companies alike," said Moreau.

"The key to this program," says Moreau, "is our recent redesign of the TrainMaster components into a simple modular design".

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NEW FOR '98:
New Products, Great Values!

In response to requests from hobbyists and dealers alike, Lionel will again issue its annual "Toy Fair" catalog in January, 1998 - a

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That means that hobbyists will be able to purchase most Lionel locomotives "Command Ready", substantially lowering the initial cost of the locomotive, but providing the future opportunity to upgrade to full Command control whenever the hobbyist is ready.

Director of Engineering, Bob Grubba, heralded the announcement as a win-win for manufacturers and hobbyists alike. "This eliminates all of the debate about compatibility and digital standards in the O gauge market. As in other model train markets, consumers will be able to purchase the locomotive of their choice with the comfort of knowing that they can operate it with their system of choice." Manufacturers should incur little cost in providing the TrainMaster option, adds Grubba.

Information packets for manufacturers will be available on or about December 1, 1997. Lionel receivers will be available for public purchase on or about June 1, 1998. For more information, contact Lionel at 810-949-4100.



NEW FOR '98

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full 72 pages of locomotives, rolling stock, and accessories from Lionel's Classic collection. (A separate Heritage catalog will be available at the same time.) Says Sr. VP Judy Hoffman, "This is the catalog the hobby has been waiting for. There are brand new engines, brand new accessories, and brand new technology." In 1998, says Hoffman, Lionel will introduce several new locomotives in a variety of road names.

"We have some surprises - including scale contemporary diesels and small steamers outfitted with our new Odyssey motor," adds Hoffman.

New for '98 The Lionel Odyssey Motor



Introducing the new "Command Ready" modular TrainMaster electronic componentry (see the previous article), the catalog will feature locomotives at substantially reduced price points - as low as \$200 suggested retail. Says Lionel President, Gary Moreau, "The hobby will finally see the commitment that we have to the development of new product and continued leadership in design, quality, technology, and value!"

"Although 1997 is proving to be a year of tremendous growth and success," adds Moreau, "people will now begin to see the magnitude and the significance of our plans."

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