

“The power is within your reach” says this *1982 TV Commercial* introducing the [Timex Sinclair 1000](#), that is [Sinclair ZX81](#), to US computer users.

Actually, the TS1000 was the US-version of the well-known ZX81, which was selling hot in Europe.

Few changes were made to the ZX81 architecture: 2Kbytes of RAM instead of the standard 1K, NTSC video output instead of PAL and a below-the-case switch for TV-channel.

Besides these features, *the two computers were almost identical and ran the very same software.*

The \$99 price tag was crucial to most users: the TS1000 was actually the very first fully working home computer to sell under \$100.

This ignited a price war for US companies like Commodore - its VIC20 street price fell almost immediately, even though somehow related to the Commodore 64 introduction. [According to Timex, some 600,000 TS1000 units were sold in USA](#): quite a good achievement considering the minimal hardware (compared to other US computers) and the dreaded keyboard.

These are mine, just for comparison: as you can see, it's almost the same unit.



Fancy a **ZX81 online emulator**?

Timex Sinclair 1000 (AKA ZX81) TV Commercial

Here we are, just click this great [Jtyone Online ZX81 Emulator](#) and enjoy full browser-based ZX81 features - along with some games too.