ATARI INCORPORATED

Consumer Electronics Show Review

June 1982

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Date: June 21, 1982

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Consumer Electronics Show Review

June 1982

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1982 JUNE CES

EXECUTIVE SUMMARY

INTRODUCTION

The 1982 June Consumer Electronics Show, held June 6-9 in Chicago, witnessed the introduction of many new competitors to the video game market and the aggressive expansion of those firms already entered. Clearly, the video game market was shown to be one of the few growth areas of consumer electronics.

KEY FINDINGS

Atari's Consumer Electronics Division is facing competition on three fronts:

- software (12 companies now offer Atari-compatible cartridges)
- hardware (9 companies offer different systems)
- low-priced home computers (a future, rather than immediate threat).

The biggest challenge to Atari market share is in the software area.

The sheer number of Atari-compatible offerings will guarantee a solid Atari hardware base while at the same time begin to erode the superior position Atari has enjoyed in the software category to date.

Several key trends have emerged in this area:

- The entry of major firms with access to vast corporate resources which will enable them to competitively support their product line (e.g., 20th Century Fox, Parker Brothers).
- A proliferation of licensing agreements by software manufacturers with major coin-op and film companies (e.g., Coleco with Sega-Gremlin, Mattel with Walt Disney).
- The entry of already-established hardware manufacturers into the Atari-compatible software market (i.e., Mattel).
- The introduction of Mattel-compatible software by firms already well-established in the Atari-compatible software market (i.e., Activision, Imagic).

We believe these are software manufacturers which should be watched:

- Activision - is a strong competitor which continues to produce and preview excellent games. They have made a commitment to heavy advertising and promotional support.
- Fox Video Games Inc. (20th Century Fox) - Already well-known in the entertainment and home entertainment field, a natural extension of their product line is home video games. Although their initial offering of four games is somewhat weak in concept and game play, the company may become a viable contender should they proceed in developing games based on their inventory of film hits.
- Imagic - This company's software is superior in game concepts, graphics and game play. The sheer quality of their products will, we predict, insure their success among consumers.
- Mattel MNetwork - The entry of Mattel into the Atari-compatible software market adds to the competitiveness of the category. We believe the company will put a substantial amount of weight behind this series in an attempt to undermine Atari's market share.
- Parker Brothers - will bring their game expertise to the home video game category. They have already licensed mass-appeal titles (i.e., James Bond, Spiderman, Star Wars).

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- Spectravision - has aggressively plunged into the software market with five Atari-compatible games offering interesting game concepts, good graphics.
- Vidtec - has the resources of U.S. Games/Quaker Oats and is marketing a good library of eight games.

The biggest challengers to Atari hardware market share are Mattel and Coleco.

Mattel will, we judge, continue to support its hardware entry with heavy advertising and promotion. Further, the manufacture of Intellivision-compatible cartridges by other software forces such as Activision and Imagic will insure the build of Mattel's hardware base. Coleco, with its Colecovision unit, Atari and Intellivision module cartridge adaptors, licensing agreement with Sega-Gremlin, the introduction of Donkey Kong for home video games, Atari- and Intellivision-compatable cartridges and distribution agreements with Sega and Paramount will pose a fierce and formidable challenge to Atari.

Small computer manufacturers may potentially cut into Atari's overall market share, in the long term.

Of particular note is the trend to emphasize video game capabilities of home computers such as the Commodore VIC-20. Commodore is also planning to introduce the Commodore MAX machine, a home computer positioned as a video game machine. Further, the entry of such low priced computers as the two Sinclair home computers leave open an area for competition especially in view of the availability of inexpensive modem accessories. These will be able to connect the consumers' computer to such futuristic possibilities as game networks on which the consumer can rent game time and compete with other players around the country/world.

IMPLICATIONS

We may draw the following conclusions:

- Competition for shelf space ("facings") will be fierce at the retail level. Buyers will be forced to cherry-pick and take only the winners under pressure to turn maximum dollar per square foot. There will be no investment spending and little risk-taking on unknown titles.
- Trade advertising and point-of-purchase displays will be of utmost importance in making a competitive impact on retailers. These two vehicles will become necessities in maintaining solid distribution and reaching the consumer at the store level.
- Distribution will be key in serving to maximize software sales. Those competitors without good distribution channels will fail.
- Software availability may exceed demand, placing a further squeeze on titles.
- The fight for hardware supremacy will take place among the "secondary" competitors in the market. Atari hardware will still remain the dominant force, given the sheer number of Atari-compatible titles.
- There is an opportunity for Atari to develop accessories for their hardware units, thereby generating an additional source of volume. Firms such as GCE and WICO show that a market does exist for these products.
- New Atari products such as the 5200 will keep competition from low-priced computers at arms length, especially if peripherals for this machine are introduced.
- Overall, Atari must maintain leadership at the counter level, among the retailers and consumers. We believe the marketing/advertising programs in development for second half 1982 are designed to do just that, and will succeed in maintaining the leadership Atari has thus far enjoyed in this category.

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1982 JUNE CES

MANUFACTURERS AT A GLANCE

COMPANY	PARENT COMPANY	VIDEO GAME PRODUCT(S)	COMPATIBILITY	# OF TITLES**	RETAIL PRICING
ATARI-COMP. SOFTWARE MFTRS.					
Activision*	Same	Video Game Software	Atari VCS	18	$20.00 - $32.00
			Intellivision	2	Unknown
Apollo	NCC, Inc.	Video Game Software	Atari VCS	6	$22.95 - $31.95
Coleco*	Coleco Industries, Incorporated	Video Game Software	Colecovision	22	$25.00 - $39.00
			Atari VCS	9	Unknown
			Intellivision	11	Unknown
		Colecovision Unit (hardware)	-	-	$200.00
Comma Vid	Same	Video Game Software	Atari VCS	4	Unknown
Data Age	Same	Video Game Software	Atari VCS	5	Unknown
Fox Video Games*	20th Century Fox	Video Game Software	Atari VCS	4	$29.95 - $34.95
Imagic*	Same	Video Game Software	Atari VCS	7	$30.00
			Intellivision	4	$35.00
Mattel Electronics*	Mattel, Inc.	Video Game Software	Atari VCS (MNetwork)	11	Unknown
			Intellivision	42	$30.00
		Intellivison Unit (hardware)	-	-	$299.00
		Intellivoice Voice Synthesis Module	Intellivision Unit	-	$100.00
		Intellivision Computer Keyboard	Intellivision Unit	-	$500.00

*Judged to pose competitive challenge to Atari.
**Includes new titles announced at CES

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COMPANY	PARENT COMPANY	VIDEO GAME PRODUCT(S)	COMPATIBILITY	# OF TITLES**	RETAIL PRICING
Parker Brothers*	Same	Video Game Software	Atari VCS	9	Unknown
Spectravision*	Spectra Video Inc.	Video Game Software	Atari VCS	5	Unknown
Tigervision*	Tiger Electronic Toys, Incorporated	Video Game Software	Atari VCS	5	$22.95 - $31.95
Vidtec*	U.S. Games/Quaker Oats	Video Game Software	Atari VCS	10	$25.00 - $30.00
OTHERS					
Arcadia Corp.	Same	"Supercharger" - memory expansion module	Atari VCS	-	$69.95
		Game cassettes	"Supercharged" with cassette player	11	$14.95
Arcadia-2001	Emerson Radio Corp.	Video Game Unit	-	-	$100.00
		Video Game Software	Arcadia-2001 Unit	20	Unknown
Astrocade	Bally Manufacturing Incorporated	Astrocade Video Game Unit	-	-	$299.00
		Video Game Software	Astrocade Unit	30	Unknown
Creativision	Video Technology Ltd. (Hong Kong)	Creativision Video Game Unit	-	-	Unknown
		Video Game Software	Creativision Unit	10	Unknown
General Consumer Electronics Corp.	Same	Vectrex Arcade System (self-contained screen)	-	-	$200.00
		Video Game Software	Vectrex Arcade System	25	$30.00
		Firepower Joystick	Atari VCS	-	$14.95
Odyssey^2	Magnavox/North American Phillips	Odyssey^2 Video Game Unit	-	-	$199.95
		Odyssey^2 Voice Synthesis Module	Odyssey^2 Unit	-	$99.95
		Odyssey^2 Video Game Software	Odyssey^2 Unit	50	$14.95 - $49.95

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COMPANY	PARENT COMPANY	VIDEO GAME PRODUCT(S)	COMPATIBILITY	# OF TITLES**	RETAIL PRICING
Tryom	Same	Tryom Video Game Unit	-	-	$139.95
		Tryom Video Game Software	Tryom Unit	26	$14.50 - $25.00
WICO	Same	Joysticks and Trackball	Atari VCS Commodore Computer Odyssey^2 Unit Apple Radio Shack Texas Instruments Computers	4 models available	$29.95 - $69.95
HOME COMPUTERS					
Commodore*	Same	VIC-20 Home Computer	-	-	$299.95
		VIC-20 Software	VIC-20 Computer	19	$29.95 - $39.95
		MAX Machine Home Video Game/Computer	-	-	$199.95
		MAX Software	MAX Machine	17	$9.95 - $29.95
		Commodore 64K Computer	-	-	Unknown
		Commodore 64K Software	Commodore 64	unknown	Unknown
Epyx	Automated Simulations, Incorporated	Home Computer Game Software	Atari 400/800, IBM Apple, Commodore, Radio Shack	23 (14 for Atari)	$19.95 - $49.95
Sinclair*	Timex	Sinclair ZX81	-	-	$149.95
		Timex Sinclair 1000	-	-	$99.95
Texas Instruments	Same	TI Home Computer	-	-	Unknown
		TI Software	TI Computer	unknown	$29.95 - $69.95
Thorn EMI	Same	Home Computer Game Software	Atari 400/800 Commodore VIC-20	21 (19 for Atari)	Unknown

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1982 JUNE CES

CES NEWS HIGHLIGHTS

The June, 1982 Consumer Electronics Show in Chicago was the most successful venture in the organization's history. By the close of the event on Wednesday, June 9th, over 70,000 registrations were recorded.

While the magnitude of exhibitors' offerings reached nearly unmanageable proportions, the home video game category represented perhaps the greatest segment of competitive product growth, as compared with last January's CES.

At the June CES there were nearly 20 home video game manufacturers present. All appeared to offer a somewhat different variation to the existing product theme. And, if the plethora of video game cartridges with corresponding hardware compatibility became overwhelming to the outside observer, the respective announcements made by companies during the show only added fuel to the fire. A brief sampling is included below:

- ATARI :WEA to distribute video games and cartridges to free-standing recorded music outlets.
  - :Joint venture with Lucas film for video game development.
  - :Purchase of a $1.2 MM interest in Namco Ltd.
  - :Preview of AVES 5200.
  - :Promotions with McDonald's and Coke.
  - :Examination of patent/license/trademark infringements.
- MATTEL :Preview of MNetwork game cartridges, compatible with VCS 2600.
- ACTIVISION :Addition of east coast office and six new game designers.
  - :Preview of game cartridges, compatible with Mattel.
- ODYSSEY^2 :Father's Day promotion, with free Baseball cartridge.
  - :Summer sweepstakes with Kellogg's Cereal.
- TWENTIETH CENTURY-FOX :Preview of video games, compatible with VCS 2600.
  - :Pending merger with CBS.
- ARCADIA :Preview of "Supercharger", to expand RAM memory, thereby significantly increasing the data processing capabilities of VCS 2600.
- COLECO :Preview of new Colecovision game system with expansion modules to accept Atari and Mattel software, and Coleco, Atari and Mattel cartridges.
  - :Announcement to ship its new Colecovision video game system in July.
  - :Paramount and Sega Enterprises, in joint video game distribution venture, to handle Coleco game cartridges.
- CBS :To ship two video games in December for the VCS 2600.
  - :To market Intellivision video games in the First Quarter, 1983.

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- ASTROCADE/BALLY :Filed suit against Atari and Commodore, for alleged patent infringement.
  :Purchased small equity interest in Namco Ltd.
- IMAGIC :Projected $50 MM in sales during fiscal year.
  :Preview of new Atari and Mattel game cartridges.
  :Announcement to manufacture Odyssey^2 game cartridges in 1983.
  :Announcement to manufacture Atari 400 game in Fourth Quarter, 1982.
- SPECTRAVISION :To offer five game cartridges during summer, for VCS 2600.
- WICO :Previewed video game controllers for Atari systems.
- APOLLO :Predicted $30 MM in sales by September.
  :To produce Atari and Mattel games during this year.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: ACTIVISION

Product(s):

Video game software

Compatibility:

Compatible w/Atari VCS; new line compatible w/Intellivision

Product Line:

Current: Boxing, Skiing, Fishing Derby, Tennis, Dragster, Ice Hockey, Grand Prix, Bridge, Checkers, Stampede, Freeway, Laser Blast, Kaboom, Barnstorming.

Most Recent: Chopper Command, Star Master. Both translations of Atari games (Defender and Star Raiders, respectively).

Coming (Fall): Megamania, Pitfall for Atari VCS
Pitfall, Stampede available for Intellivision

Special Features:

(Product): Star Master game uses difficulty switch to access galactic chart.

Pricing:

VCS Games - $20 - $32
Intellivision - Not known at this time

Trade Promotion:

- Excellent POP material available
- Full range of co-op materials available
- Promotion with "Greatest American Hero" TV show to hype Star Master game
- "Fall Dating Program" - order according to requirements by June 15, but pay half in November, and balance in December.

Advertising:

For the period April - December 1982, Activision is using a combination of network, spot, and cable TV, as well as radio, magazines, and Screenvision Theater advertising.

The bulk of the network television buy is in sports, reflecting the sports software skew in their library. Spot television is used to provide extra support in key markets, plus :10 teaser announcements for upcoming games. Screenvision is used in June to introduce Star Master and Chopper Command, and in November for an undetermined purpose.

Strengths:

- Games have excellent graphics - many have unique/imaginative game play.
- Advertising is very good.

Weaknesses:

- Not enough of the games require strategy in order to develop high scores, merely hand/eye coordination and memorization of the games patterns. Judgementally, the games quickly lose their challenge.

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Evaluation:

- We judge that the combination of provocative advertising, a sound product, and good trade support will make Activision a formidable software competitor in 1983.

Implications for Atari:

Currently, we are doing the right things to address the competitive pressure from Activision: Integrated promotions and advertising to successfully launch new cartridges; the progressive use of a unified print advertising theme to line disparate software offerings and development of new and unique games such as the SwordQuest series.

One area for future exploration is consumer's buying criteria - the tradeoffs involved in the software purchase. As market penetration increases, are new consumers more interested in excellent graphics at the expense of dozens of game variations?

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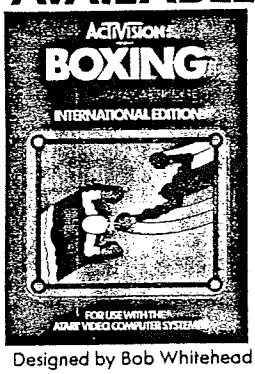
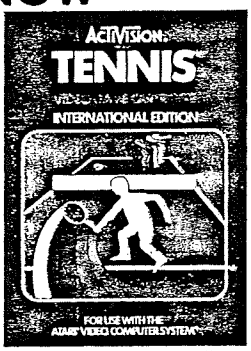


Designed by Bob Whitehead



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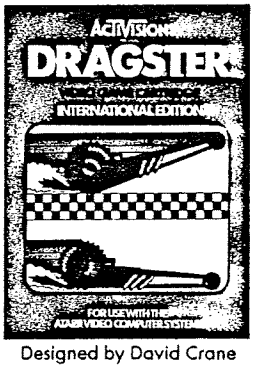

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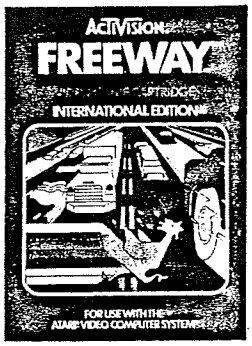

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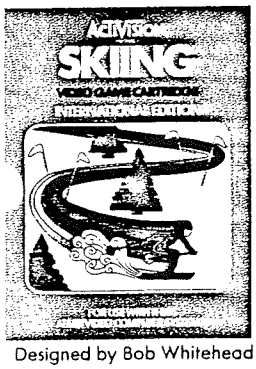

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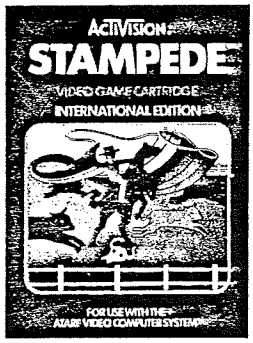

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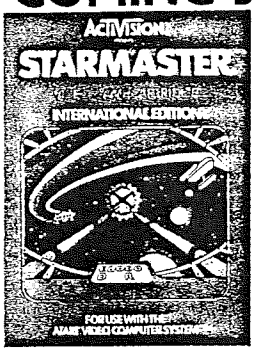
COMING SEPTEMBER



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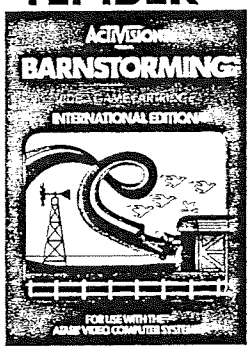

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COMING NOVEMBER

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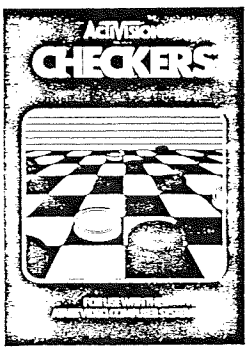

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ACTIVISION
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Drawer No. 7286
Mountain View, CA 94042 USA
Phone: 415-960-0410
Telex: 172758 ACTVISION MNTV

AUSTRALIA/NEW ZEALAND
Futuretronics Australia Pty. Ltd.
1076 Centre Road., So. Oakleigh
Victoria 3167, Australia
Phone: 3-579-2011
Telex: AA36252 FUTURE

CANADA
Irwin Electronics
165 No. Queen Street
Etobicoke, Ontario M9C 1A7
Phone: 416-533-3521
Telex: 06219752 IRWINSPEC TOR

FRANCE
JB Industries, SA
B.P. 117
06802 Principal Cedex
Cagnes Sur Mer (Nice)
Phone: 93-20.17.17
Telex: 461387 JBI

INDONESIA
P.T. Standard Video Rama
Jalan Industri No. 19
P.O. Box 3535 Jkt.
Jakarta Pusat
Phone: 21-630-307
Telex: 41466 STD IA

ISRAEL
Keren & Co.
P.O. Box 6257
Tel-Aviv 61-062
Phone: 3-241-082
Telex: 35770-1 COIN IL

GREECE
Astir, S.A.
P.O. Box 213
Athens, 122
Phone: 1-360-3570
Telex: 215921 TSA GR

KUWAIT
al Alamiah
Ussama Bldg., Fahed Al Salem Str.
P.O. Box 23781
Safat
Phone: 417-140
Telex: 22694 EIL KT

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Denko International
P.O. Box 592974 AMF
Miami, Florida 33159 USA
Phone: 305-643-3785
Telex: 514713 DENKO MIA

SAUDI ARABIA
al Alamiah Electronics Est.
Al Qurashi Bldg., Abdul Aziz Street
P.O. Box 1720
Al Khobar
Phone: 2-895-3892
Telex: 671366 EIL SJ

SOUTH AFRICA
Frank & Hirsch
350 Bree Street, P.O. Box 1803
Johannesburg 2000
Phone: 11-28-3020
Telex: 8-7574 SA

SPAIN
Proein, S.A.
Velazquez, 10
5.0 Dcha.
Madrid-1
Phone: 1-276-2208
Telex: 45041 PRIE E

SWITZERLAND
Elepro AG
Wiesenstrasse 2
CH-8374 Dussnang (Zurich)
Phone: 73-41-1841
Telex: 883345 ELE CH

UNITED KINGDOM
Computer Games Ltd.
CGL House, Goldings Hill
Loughton, Essex 1G10 2RR
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Telex: 8951665 CGLLDN G

AVAILABLE SOON IN:

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Activision International Distributors as of 5/1/82

PAG-DL-5/82

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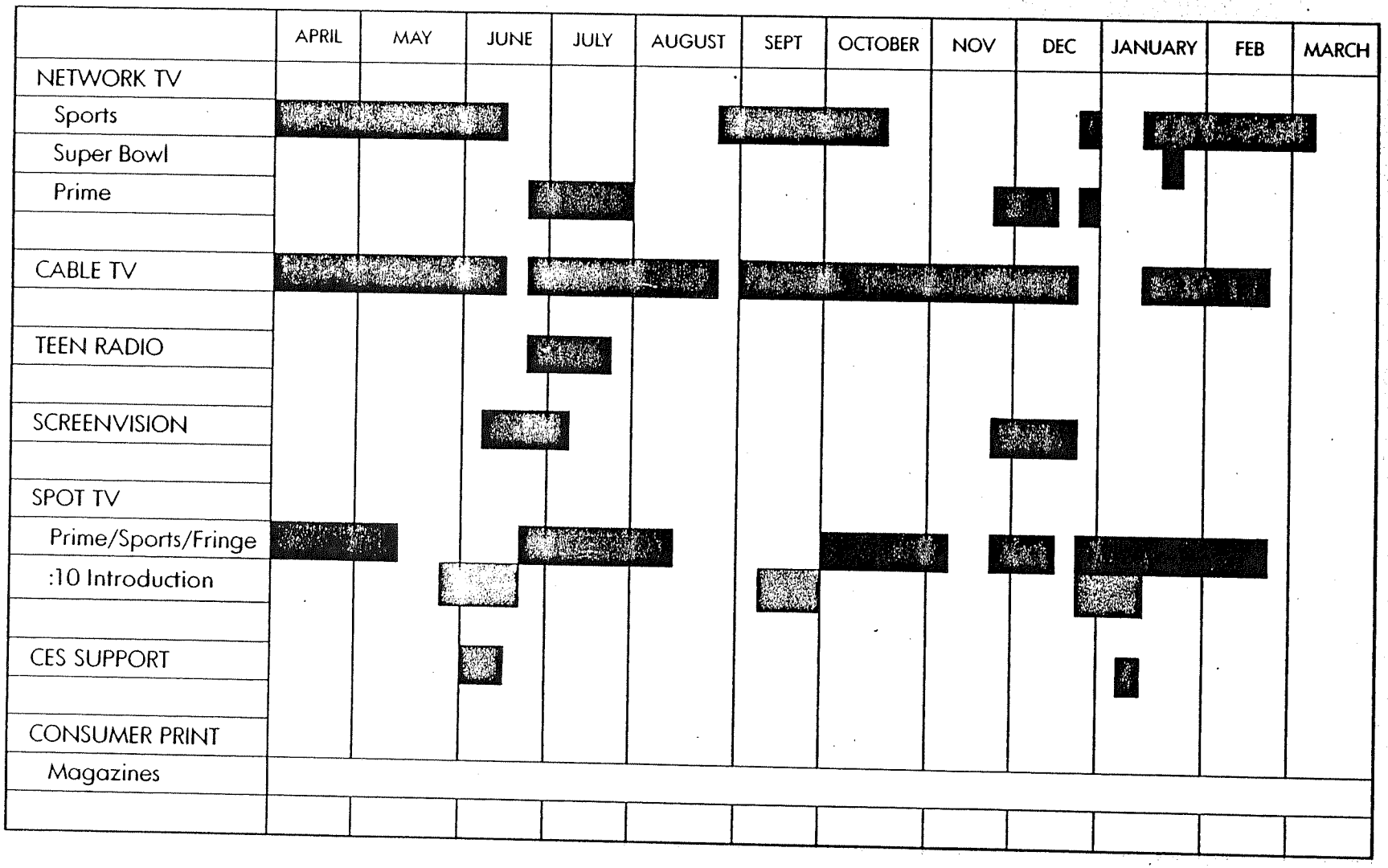
ACTIVISION®

FY '83 MEDIA PLAN



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HOW TO GET THE MOST FROM THE SUMMER OF '82

There's a lot happening this summer from Activision, and we don't want you to miss any of it. This Presentation Folder gives you the latest information available on Catalogue Titles, the Fall Dating Program, upcoming sales promotion and new release activities, merchandising support programs, product publicity, and our advertising plans.

NEW RELEASES (JUNE)

StarMaster™ and Chopper Command™ are the two titles consumers will be asking for this summer. Make certain good stocks are available at retail. An updated Sales Order Form is enclosed.

NEW FALL RELEASES (SEPTEMBER)

Pitfall!™ and MegaMania™ are Activision's latest for the Atari Video Computer System. Trade Release #8 has all the details. A separate order form for writing these titles is enclosed.

FALL DATING PROGRAM

All orders must be received by June 15. A separate order form and sales sheet gives complete details.

GREATEST AMERICAN HERO PROMOTION

We've joined forces with one of television's top shows to find Activision's "Greatest American Hero". It's extra support for StarMaster™ this summer--see promotion sheet for all the facts.

Catalogue Titles

To re-acquaint you with some old friends, we have prepared special product information sheets for each game. In them, you'll find descriptions of the key selling features of each, the "personality" of the game, the audience to which it is most likely to appeal, and the reproductions of the box and screen art. Also included are new Trade Catalogs and price lists.

Merchandising Support

New P.O.P. displays are available on StarMaster™ and Chopper Command™ as well as on some favorites in the catalog. See our "New P.O.P" materials description sheets and Sales Material Order Form.

Co-Op

New slicks on StarMaster™ and Chopper Command™ are ready.

National Advertising

Reprints of our current print campaigns for Barnstorming™, Grand Prix™, StarMaster™ and Chopper Command™ are included, as well as an overview of our national media advertising program.

Product Publicity

Reprints from current articles will give you an idea of the kind of press coverage we're getting.

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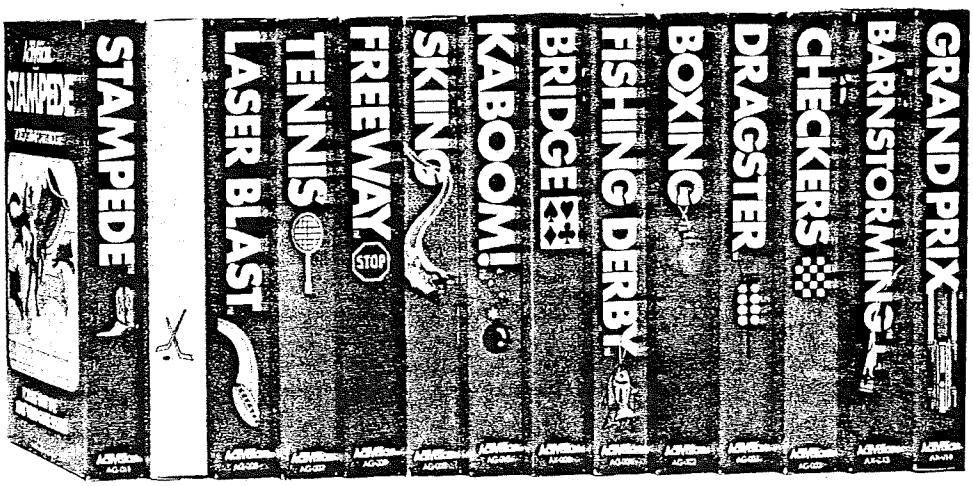
ACTIVISION®

FALL CATALOGUE SALES PROGRAM



Here's your chance to stock up early on a full selection of Activision's hot-selling video game cartridges to be ready to roll during the fall season . . . and pay for them when the snow flies.

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PRODUCTS

- Activision catalogue titles AG-001 through AX-014 only (see attached order form).

ORDER DATES

- One order only per customer must be received at Activision *no later than* June 15, 1982, to qualify.

MINIMUM QUANTITIES

To qualify for this program, you must:

- order *at least* 8 of the above titles.
- order *at least* 300 units of each title.
- order *at least* 4200 units total.
- order in multiples of 60 units per title.

SHIPMENTS

- Each order should specify *one shipment only* during August or September.
- Activision has the option of splitting shipments during program period.
- Scheduling of shipments will be at Activision's discretion, subject to product availability.
- All backorders as of 9/30/82 will be cancelled.

CO-OP AND MERCHANDISING

This program will be backed by specially prepared cooperative advertising and merchandising support materials. The supporting program elements will be mailed to you before your order ships.

SPECIAL DATING TERMS

For all qualifying program orders shipped, payment will be due as follows:

- 1/2 November 10, 1982
- 1/2 December 10, 1982

All shipments of Activision titles AX-015 through AX-018 and all shipments made during August and September from orders not qualifying for this program will be invoiced at normal terms.

PROGRAM DETAILS

This Fall Catalogue Sales Program extends special invoice dating terms on current Activision catalogue cartridges, titles AG-001 through AX-014. *One* order must be submitted before June 15, specifying shipment in August or September. All orders must be written at prices prevailing at time of shipment (see price list effective July 1, 1982). Activision has the option to split shipments on any order as necessary. Invoices on qualifying shipments are due as specified under "SPECIAL DATING TERMS." Any backorders not shipped by September 30, 1982, will be cancelled.

ADDITIONAL CONDITIONS

- All orders subject to acceptance by Activision.
- All orders subject to credit approval at the time of shipment.
- Any revision to any program order after June 15, 1982, *will result in the loss of special dating terms*.

ORDER EARLY! STOCK UP NOW!

ACTIVISION®

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SALES MATERIAL AVAILABLE LIST
(6/1/82)

CODE #	DESCRIPTION	DATE PRINTED
AG-RPL-1006	Dealer Price List (7/1/82)	4/82
AG-DPL-1006	Distributor Price List (7/1/82)	4/82
AG-SOF-1003-4/82	Sales Order Form (4-part)	4/82
AG-940-09	Summer Consumer Catalog	5/82
AG-REL 8-5/82	Release Sheet No. 8	5/82
AG-DM 8-5/82	Distributor Mailer No. 8	5/82
AG-TC-5/82	Trade Catalog (18 games)	5/82
AG-CO-OP(B/S)-10/81	Boxing/Skiing Ads (camera-ready art)	10/81
AG-CO-OP(D/FD)-10/81	Dragster/Fishing Derby Ads (camera-ready art)	10/81
AG-CO-OP(T/LB)-10/81	Tennis/Laser Blast Ads (camera-ready art)	10/81
AG-CO-OP(F/K)-10/81	Freeway/Kaboom! Ads (camera-ready art)	10/81
AG-CO-OP(S)-10/81	Stampede Ad, Package Art, Screen Art (camera-ready art)	10/81
AG-CO-OP(IH)-10/81	Ice Hockey Ad, Package Art, Screen Art (camera-ready art)	10/81
AG-CO-OP(PA-1)-10/81	Package Art (Games 001-006) (camera-ready art)	10/81
AG-CO-OP(PA-2)-10/81	Package Art (Games 007-010) (camera-ready art)	10/81
AG-CO-OP(SA)-10/81	Screen Art (Games 001-010) (camera-ready art)	10/81
AG-CO-OP(B/GP)-2/82	Barnstorming/Grand Prix Ads	2/82
AG-CO-OP(B/GP)-3/82	Package Art, Screen Art (Games 013-014)(camera-ready art)	3/82
AG-CO-OP(CC)-4/82	Chopper Command Ad, Package Art, Screen Art (camera-ready art)	4/82
AG-CO-OP(SM)-4/82	StarMaster Ad, Package Art, Screen Art (camera-ready art)	4/82
AG-CO-OP(L/T)-4/82	Logos/Taglines (camera-ready art)	4/82
AG-CO-OP(X)-10/81	Christmas Ads (camera-ready art)	10/81
AG-POP-F-4/82	Freeway Counter Card	4/82
AG-POP-K-4/82	Kaboom! Counter Card	4/82
AG-POP-KM-10/81	Kaboom! Mobile	10/81
AG-POP-XW-10/81	Christmas Wreath Mobile	10/81
AG-POP-LBC-10/81	Laser Blast Counter Card	10/81
AG-POP-LBP-10/81	Laser Blast Poster	10/81
AG-POP-TC-10/81	Tennis Counter Card	10/81
AG-POP-TD-3/82	Tennis Plastic Shelf Talker	3/82
AG-POP-SKC-11/81	Skiing Counter Card	11/81
AG-POP-SC-4/82	Stampede Counter Card	4/82
AG-POP-SP-12/81	Stampede Poster	12/81

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SALES MATERIAL AVAILABLE LIST

(Page 2)

CODE #	DESCRIPTION	DATE PRINTED
AG-POP-SD-3/82	Stampede Plastic Shelf Talker	3/82
AG-POP-IHC-4/82	Ice Hockey Counter Card	4/82
AG-POP-IHP-12/81	Ice Hockey Poster	12/81
AG-POP-IHD-3/82	Ice Hockey Plastic Shelf Talker	3/82
AG-POP-BC-2/82	Barnstorming Counter Card	2/82
AG-POP-BD-3/82	Barnstorming Plastic Shelf Talker	3/82
AG-POP-GPC-5/82	Grand Prix Counter Card	5/82
AG-POP-GPD-3/82	Grand Prix Plastic Shelf Talker	3/82
AG-POP-GD-3/82	Generic "Parasite" Plastic Shelf Talker	3/82
AG-POP-AVC-5/82	Accordion Vision Counter Card (Chopper Command & StarMaster)	5/82
AG-POP-CCC-5/82	Chopper Command Counter Card	5/82
AG-POP-CCP-5/82	Chopper Command Poster	5/82
AG-POP-CCM-5/82	Chopper Command Helicopter Mobile	5/82
AG-POP-SMC-5/82	StarMaster Counter Card	5/82
AG-POP-SMP-5/82	StarMaster Poster	5/82
AG-POP-SMM-5/82	StarMaster Mobile	5/82
AG-POP-DE-5/82	Display Easel (6 games w/3 headers & 12 inserts)	5/82
AG-POP-SMOF-12/81	Sales Material Order Form	12/81

(Please discard list dated 12/81)

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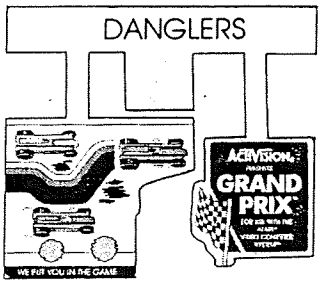
NEW P.O.P. FOR SUMMER 1982

DANGLERS

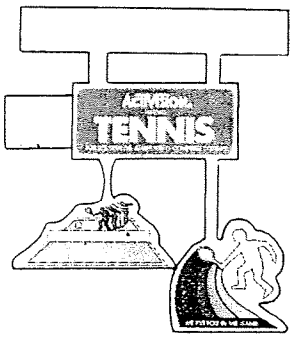


AG-POP-GPD-2/82

AG-POP-GD-5/82

AUTHORIZED DEALER DECAL

AG-POP-ADD-6/82



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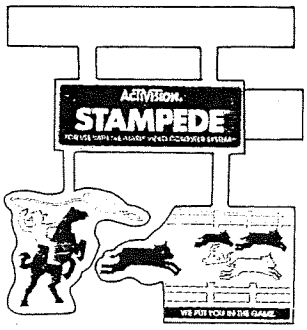

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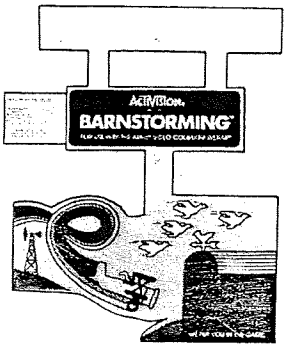

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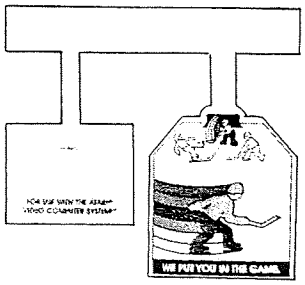


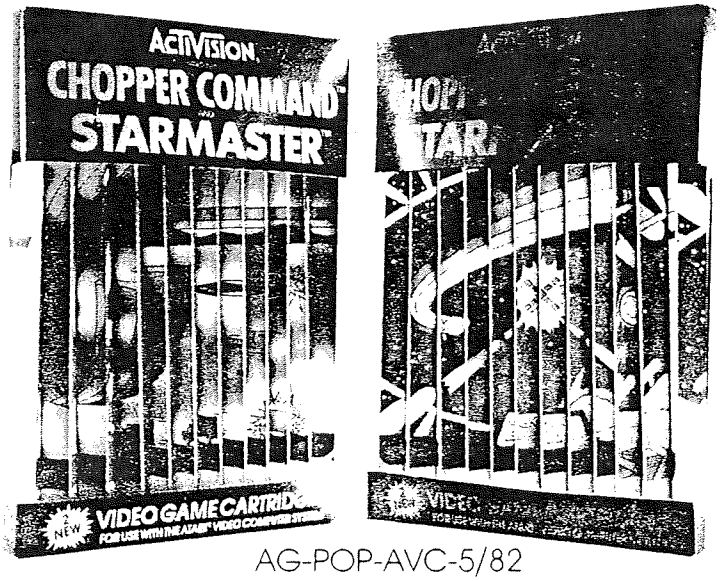
AG-POP-IHD-3/82

ACCORDION-VISION

COUNTER CARD

VERSATILE DISPLAY PIECE

A unique new P.O.P. concept that will attract attention — subject matter changes as you walk by



AG-POP-AVC-5/82

COUNTER CARDS

AG-POP-CCC-5/82

COUNTER CARDS

AG-POP-SMC-5/82

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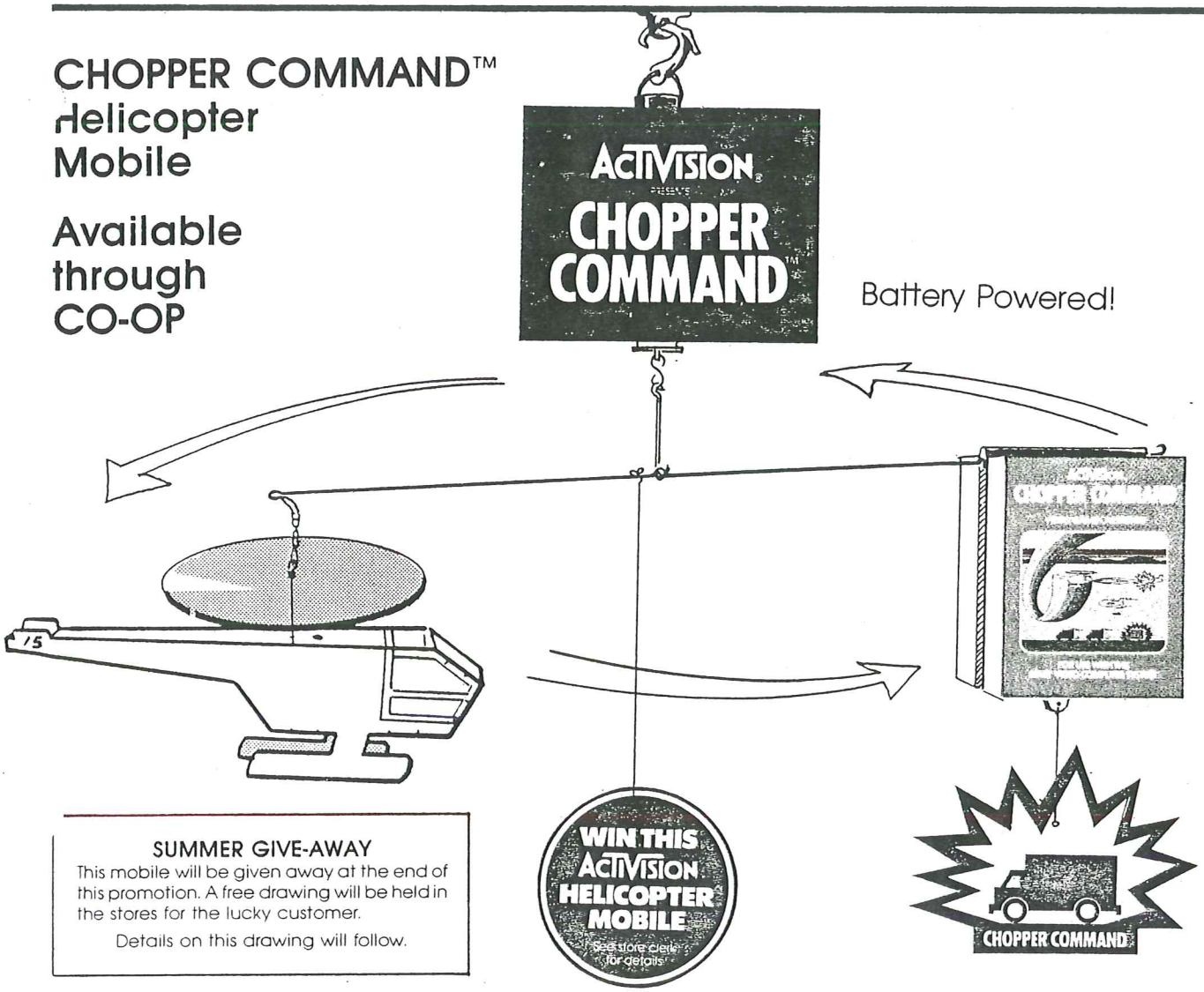
CHOPPER COMMAND™ Helicopter Mobile

Available through CO-OP

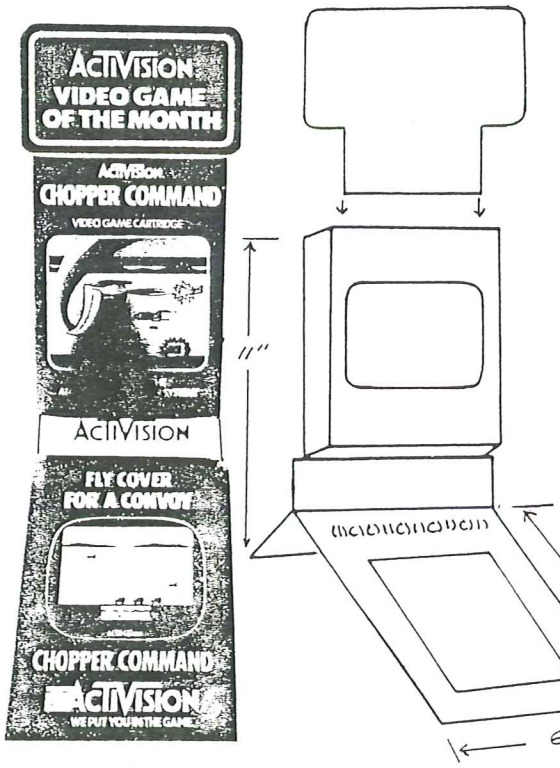


Battery Powered!

SUMMER GIVE-AWAY

This mobile will be given away at the end of this promotion. A free drawing will be held in the stores for the lucky customer.

Details on this drawing will follow.



SHOWCASE COUNTER

DISPLAY EASEL

This versatile easel kit contains:

SIX different empty video game packages. Stampede™, Ice Hockey, Barnstorming™, Grand Prix™, Chopper Command™, and StarMaster™.

TWELVE 6" x 8" 4/color Insert Sheets showing screen art of all six video games mentioned above.

THREE Die-cut header cards to change the sales themes.

AG-POP-DE-5/82

3 DIE-CUT HEADER CARDS

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: APOLLO

PARENT COMPANY: NCC, INCORPORATED

Product(s):

Video game software

Compatibility:

Atari VCS

Product Line:

- Space Cavern
- Lockjaw
- Spacechase - Daytime/Nighttime Battles
- Racquetball
- Lost Luggage
- Skeet Shoot

Special Features:

Game Matrix showing player options on cartridge box insert.

Pricing:

Skeet Shoot - $22.95 Retail
Spacechase - $31.95 Retail
Space Cavern - $31.95 Retail
Racquetball - $31.95 Retail
Lost Luggage - $31.95 Retail
Lockjaw - $31.95 Retail

Introduction Dates:

Introduced in Spring '82

Strengths:

Good graphics (realistic).
Several unique game concepts (i.e., Racquetball uses three-dimensional game play and shadow under ball).

Weaknesses:

Limited number of games, weak game play

Evaluation:

Can become a more viable contender with the addition of more original games, and improved game play.

Implications:

Distribution will play key role in degree of success, currently, company has spotty distribution. Should this and their product line not improve, the company will cease to be a factor in the software market. Given the software competition, this direction is more than likely.

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GAMES BY APOLLO PRICE LIST

	Dealer	Retail
AP-1001 (Skeet Shoot)	$14.50	$22.95

Pull! The trap springs, and the clay pigeon--alive with flight--soars away from you at an unexpected angle. With a fluid motion, you raise your gun to your shoulder as you pivot toward your target. You lead your pigeon, finger on the trigger...your mind racing...challenged by the speeding target before you. Will your reactions be too slow? Too fast? Or right on course? Suddenly you squeeze the trigger!

AP-2001 (Spacechase)	$20.00	$31.95

You left Planet Earth just moments ago for routine moon-based primary-satellite scout duty. You are commanding a squadron consisting of three heavily armed Mark 16 Starcruisers. Suddenly you are attacked by alien enemy raiders energizing from the ether...obviously molecularly energized from a distant galaxy. They fire neutron missiles which will destroy your Starcruiser upon impact.

Your mission is to destroy the alien enemy ships until reinforcements can arrive from Planet Earth. These arrive at the approximate rate of one Starcruiser every 10,000 points. The enemy's arsenal also consists of Laser Directed Heat-Seeking Proton Missiles which are fired sparingly.

AP-2002 (Space Cavern) Market Date:4-15-82	$20.00	$31.95

You are in command of a space ship in an uncharted quadrant of outer space. You land on a mysterious planet and encounter a monstrous hydra with tenacles that generate electrical charges capable of disentegrating you. Your photon ray pistol is activated by the joystick and fire button. You first see the hydra's irredescent eyes as it appears and disappears, stalking you as you stalk it. If the monster's tenacles touch you, they will turn you into a glowing skeleton within your space suit, as you disintegrate.

AP-2003 (Racquetball) Market Date:5-15-82	$20.00	$31.95

You are a racquetball player participating in a speedy game on an excellent court with a capable opponent.

AP-2004 (Lost Luggage) Market Date:5-15-82	$20.00	$31.95

You are in the airport trying to retrieve your luggage from the carousel when it goes amuck, throwing off suitcases which you try to catch using the paddle wheels. If you fail to catch the luggage it will burst open, spilling out your clothes which may be trampled by the next planeload of passengers.

AP-2005 (Lochjaw) Market Date:5-1-82	$20.00	$31.95

In the early sixteenth century a treasure galley carrying a fortune in diamonds foundered and sank during a fierce storm. The diamonds now lay hidden in a vast bed of kelp protected by schools of sharks and a mysterious monster who lives in the depths and devours anyone who tries to reclaim the treasure. Defy the menacing sharks and savage monster as you collect a fortune in diamonds.

A Division of NCC, Inc.

1300 E. ARAPAHO RD./RICHARDSON, TEXAS 75081/214-690-8366

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: COLECO

PARENT COMPANY: COLECO INDUSTRIES INC.

Product(s):

Colecovision (hardware) video game unit. Video game software for both Mattel & Atari VCS.
Colecovision (software) game cartridge.

Compatibility:

Coleco hardware can accept Atari software with the purchase of a Coleco "expansion module".
Coleco cartridges for both Atari and Mattel hardware.

Product Line:

1. 2400 Colecovision Video Game System
2. Expansion module #1
3. Driving module #2 (coming soon) for driving games. Includes steering wheel, accelerator pedal; joystick fits into dashboard to become gearshift.
4. Expansion module for converting Coleco into a home computer. (coming soon)
5. Portable PAC-MAN, Galaxian, Donkey Kong, Frogger

Special Features:

Controller:
- 12 function keyboard
- Speed roller for speed control
- 8 direction joystick
- 2 fire buttons

Background:

Coleco plans to develop cartridges for the following seven categories: Arcade, Sports, Fantasy, Action, Casino, Strategy, Play and Learn.

Pricing:

$200 retail (approx.) for Colecovision unit
$25 - $39 retail (approx.) for Colecovision software
$60 retail (approx.) for expansion module #1
$100 retail (approx.) for expansion module #2

Promotional Considerations:

8 new commercials, national support, network, spot cable TV, and print, substantial media budget increase.

Introduction Dates:

For advertising: Hand-held PAC-MAN/1st Quarter
Galaxian & Smurf cartridges/3rd. Quarter
Atari & Mattel cartridges/ 3rd Quarter
Colecovision hardware & software/3rd Quarter - Ship late June
In-store late July

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Strengths:

Flexibility:
- Module configuration permits extensive utilization of competitive software; also home computer capability.
- Coleco software manufactured for Atari/Mattel.
- Very realistic graphics; Smurf games and Donkey Kong (arcade hit).
- Agreement with Sega-Gremlin (arcade game mftr.) to manufacture home versions.
- Sega and Paramount to distribute all Colecovision cartridges.

Weaknesses:

- Unclear corporate position (want to be all things to all people).
- Has always promised heavy ad and promo support and never delivered.

Evaluation:

Potentially a very strong competitor particularly with respect to hardware, as result of the software flexibility it offers and cartridge adapters.

Implications:

One to watch.

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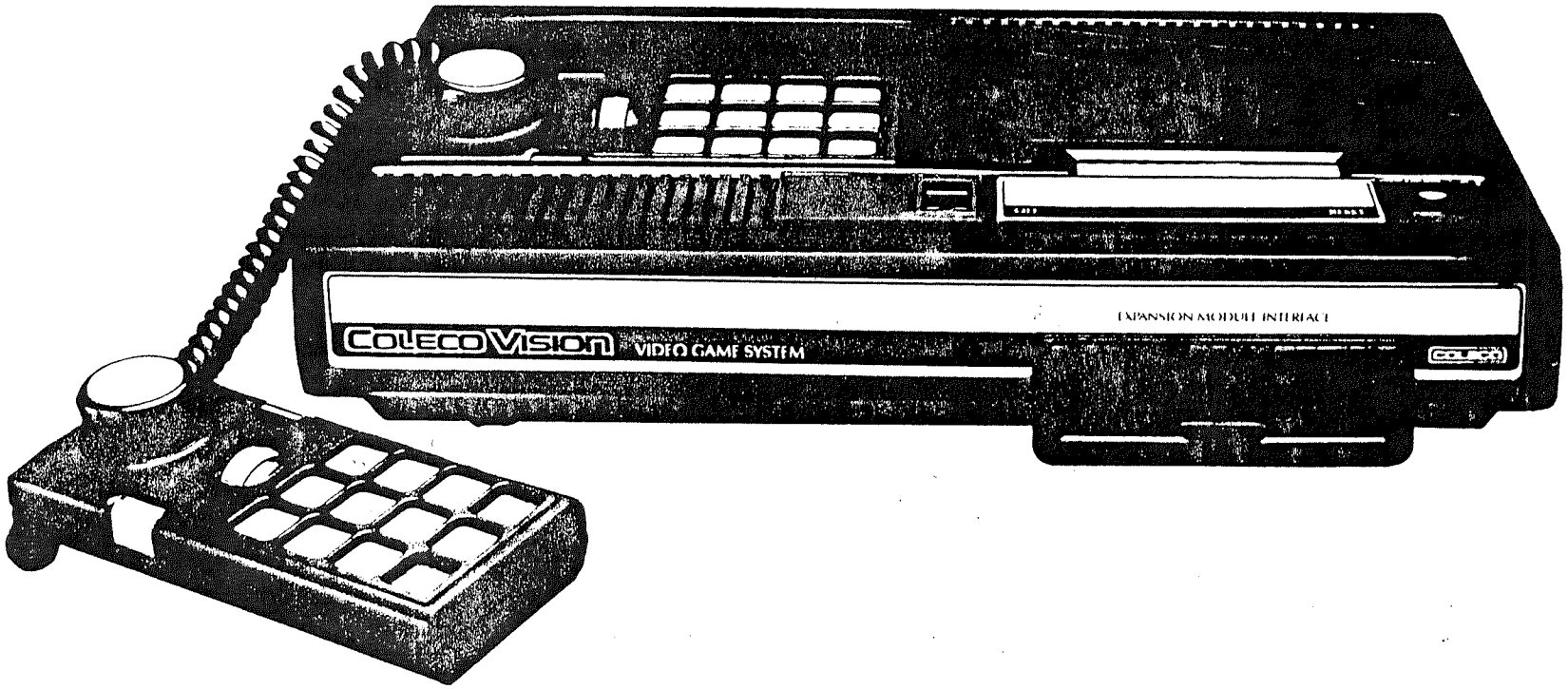

COLECO

© 1982 COLECO INDUSTRIES, INC.

2400 COLECOVISION™ VIDEO GAME SYSTEM

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COLECO INDUSTRIES, INC.

Executive Offices:

945 ASYLUM AVENUE HARTFORD, CT 06105 (203) 278-0280

FOR IMMEDIATE RELEASE

June 1, 1982

CONTACT: Cindy Ornstein
Richard Weiner, Inc.
(212) 582-7373

Barbara Wruck
Coleco Ind., Inc.
(203) 278-0280

COLECO ENTERS PROGRAMMABLE VIDEO GAME MARKET WITH 3RD GENERATION COLECOVISION™

Hartford, CT -- Coleco Industries Inc., a leader in electronic game technology, has entered the programmable video game market with ColecoVision™ - a 3rd generation state of the art video game system. Coleco is also offering a wide variety of video game cartridges for use with the system.

In 1981, the video game market exploded into a billion dollar wholesale market. Consumers purchased over four million game systems, and over thirty million video game cartridges. The market has expanded four-fold since 1980.

In response to this increasing demand, Coleco, making use of the most advanced technology available today, has developed the revolutionary ColecoVision™ system.

Coleco's unit is outstanding in three areas. First, ColecoVision™ is unsurpassed in graphic resolution - the game action is clear, precise, realistic and totally defined.

The second area of superiority is that of player control. ColecoVision™ features a unique speed control roller that offers

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more precise control over the game action than competitive models. Using Coleco's unique speed roller, players have the ability to change the speed of the action during the game play. In addition to this unusual feature, there is an eight direction joy stick, a push button keyboard and two, independent fire/action buttons.

But ColecoVision™ doesn't stop there. Coleco has designed a system for today...and for tomorrow! An expansion module interface - built into ColecoVision™ - provides for expansion capabilities, so that as new technology is developed, it can be added-on simply, by the consumer. ColecoVision™ will remain the state of the art system!

The first example is a remarkable expansion module (available separately) that transforms ColecoVision™ into the first video game system on the market that accepts cartridges from other manufacturers.

With Expansion Module #1, ColecoVision™ owners can enjoy the entire library of existing and future game cartridges that are compatible with the Atari® Video Computer System™ and the Sears Video Arcade™. It also provides Atari® Video Computer System™ and Sears Video Arcade™ owners the opportunity to upgrade their systems to ColecoVision™ without discarding their cartridges.

Additional expansion modules (purchased separately) will be available soon. There's Driving Module #2 that converts Coleco-Vision™ into the cockpit of a high performance race car and provides realistic motor sports action. Included with this module is the Turbo™ cartridge - an exciting arcade race game. Other driving cartridges for use with this module will be offered.

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Coleco's game cartridges are equally advanced and feature many of the most popular games in the arcades today. Coleco has entered into exclusive licensing agreements with a number of leading arcade game suppliers and has developed exciting game cartridges that play, sound and score like the actual arcade hits. DONKEY KONG™ - the game that has rapidly risen to the number one position in arcade game popularity - is the included cartridge with the ColecoVision™ system.

To suit every age and interest, Coleco has developed exclusive licensed cartridges in seven categories - Arcade Games, Sports Games, Fantasy Games, Play 'N Learn Games, Action Games, Casino Games and Strategy Games.

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The cartridges in each category include:

ARCADE GAME CARTRIDGES

- Donkey Kong - Nintendo (included with ColecoVision)
- Venture - Exidy
- Spectar - Exidy
- Rip Cord - Exidy
- Side Trak - Exidy
- Lady Bug - Universal
- Zaxxon - Sega
- Cosmic Avenger - Universal
- Mouse Trap - Exidy
- Carnival - Sega
- Space Fury - Sega
- Turbo - Sega (included with Driving Module #2)

SPORTS GAME CARTRIDGES

- Head to Head™ Football - Coleco
- Head to Head™ Baseball - Coleco
- Skiing - Coleco

FANTASY GAME CARTRIDGES

- Tunnels & Trolls - Flying Buffalo

PLAY 'N LEARN GAME CARTRIDGES

- Smurf Educational Game - Peyo

ACTION GAME CARTRIDGES

- Smurf Rescue Game - Peyo
- Mr. Turtle - Coleco

CASINO GAME CARTRIDGES

- Fidelity's Horse Racing - Fidelity
- Ken Uston's Blackjack/Poker - Ken Uston

STRATEGY GAME CARTRIDGES

- Fidelity's Chess Challenger - Fidelity

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Coleco Ind., Inc.
(203) 278-0280

COLECO INTRODUCES VIDEO GAME CARTRIDGES FOR THE ATARI® VIDEO COMPUTER SYSTEM™ AND MATTEL ELECTRONICS' INTELLIVISION™

Hartford, CT -- Coleco Industries Inc., one of the largest manufacturers of self-contained electronic games, has entered the video game cartridge market. Coleco is offering a line of video game cartridges for use with the Atari® Video Computer System™ and another line for use with Mattel's Intellivision™. The cartridges can also be used with the Sears Video Arcade™ and the Sears Super Video Arcade™ (respectively).

This market in 1981 is estimated at $500 million at wholesale and has increased four-fold since 1980. Over 30 million video game cartridges were sold in 1981 and the dollar sales volume on cartridges is expected to exceed that of video game base units in 1982.

Coleco's line consists initially of arcade game cartridges. The arcade segment represents over 60% of all cartridges now being sold and is the fastest growing.

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Under exclusive licensing agreements with major arcade game companies, Coleco is making available cartridges that duplicate the action, sounds and scoring of the most popular arcade games. For the Atari® Video Computer System and Sears Video Arcade™, Coleco is offering Nintendo's DONKEY KONG™, Exidy's VENTURE™, Exidy's MOUSE TRAP™, Universal's COSMIC AVENGER™, Universal's LADY BUG™, Sega's CARNIVAL™, Sega's TURBO™, Sega's ZAXXON™ and Peyo/Wallace Berry's SMURF™. For use with Mattel Electronics' Intellivision™, Coleco offers Nintendo's DONKEY KONG™, Exidy's VENTURE™, Universal's COSMIC AVENGER™, Exidy's MOUSE TRAP™, Exidy's SIDE TRAK™, Exidy's RIP CORD™, Universal's LADY BUG™, Sega/Gremlin's CARNIVAL™, Sega/Gremlin's ZAXXON™, Sega/Gremlin's TURBO™ and Peyo/Wallace Berry's SMURF™.

A Coleco spokesperson reports that this initial introduction of cartridges will be followed with the release in 1983 of additional game cartridges covering a variety of game subjects.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: COMMA VID, INC.

PARENT COMPANY: Same

Product(s):

Video game software

Compatibility:

Atari VCS

Product Line (Titles/Hardware):

- Cosmic Swarm
- Room of Doom
- Mission Omega
- Mines of Minos

Background:

Formed by group of professionals from computing and the physical sciences. They solicit reactions to games and suggestions for new games or other computer based consumer products from consumers (Information in corporate brochure).

Strengths:

Descriptions of Games make them sound complex.

Weaknesses:

Only 4 cartridges have been developed.
Not supported by major corporation, therefore limited marketing resources available.

Implications:

Appears to be a small company. Not likely to be a serious contender in near future.

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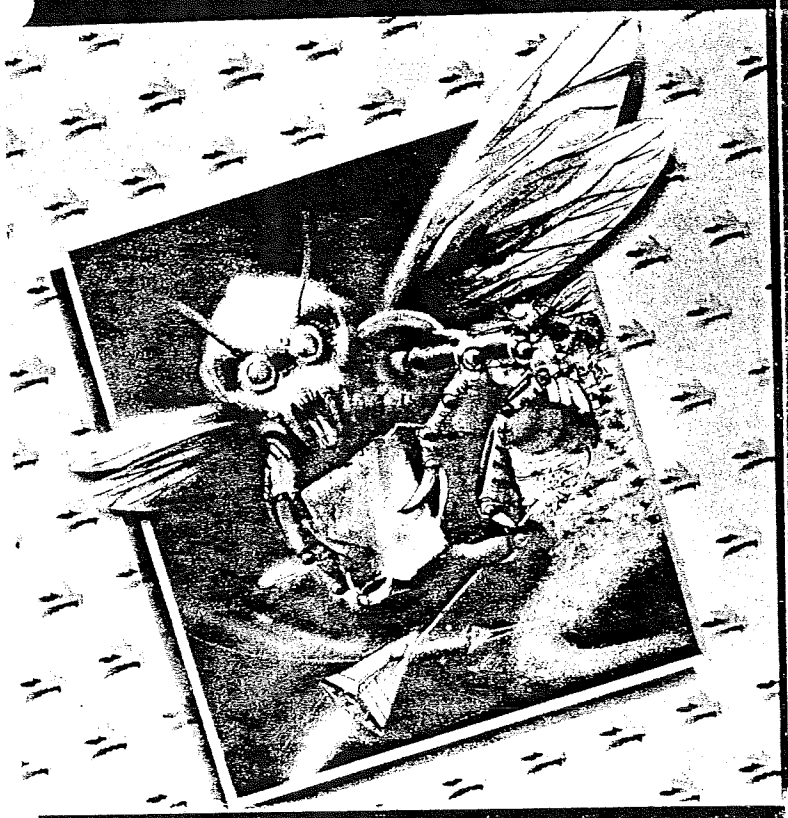
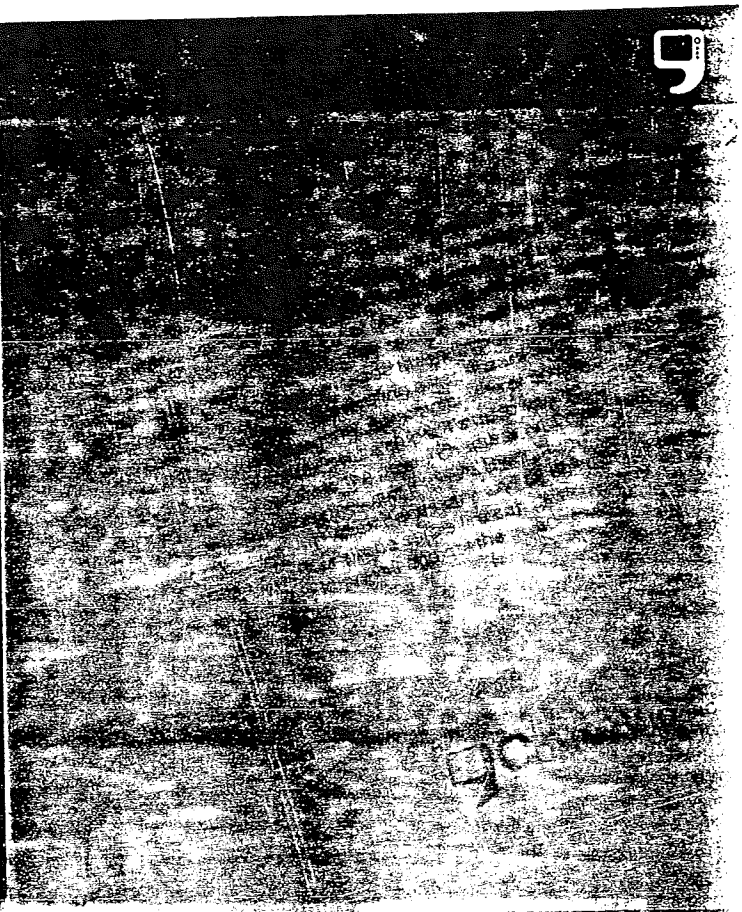
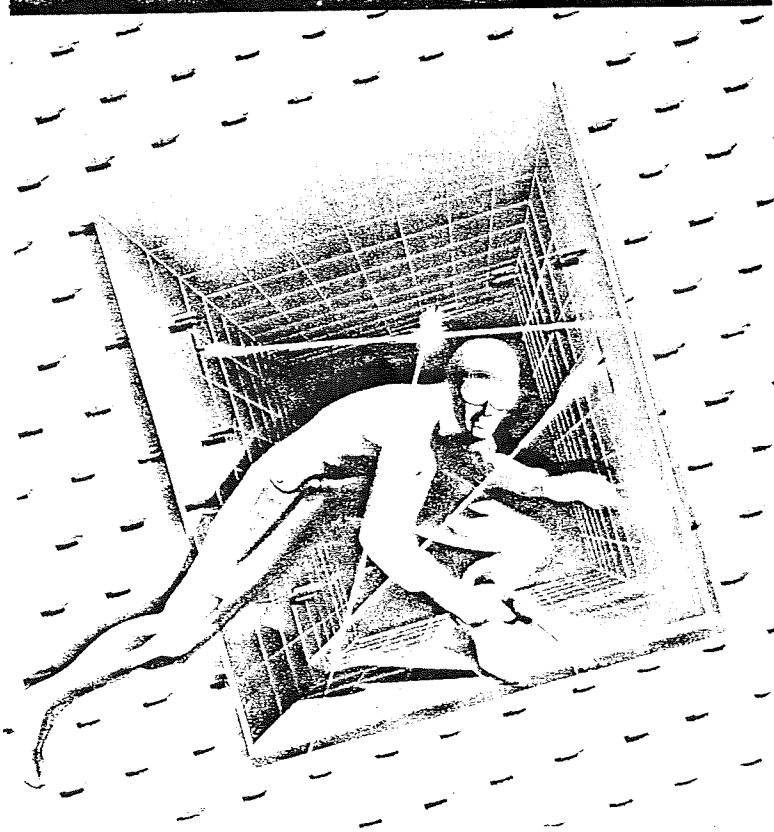
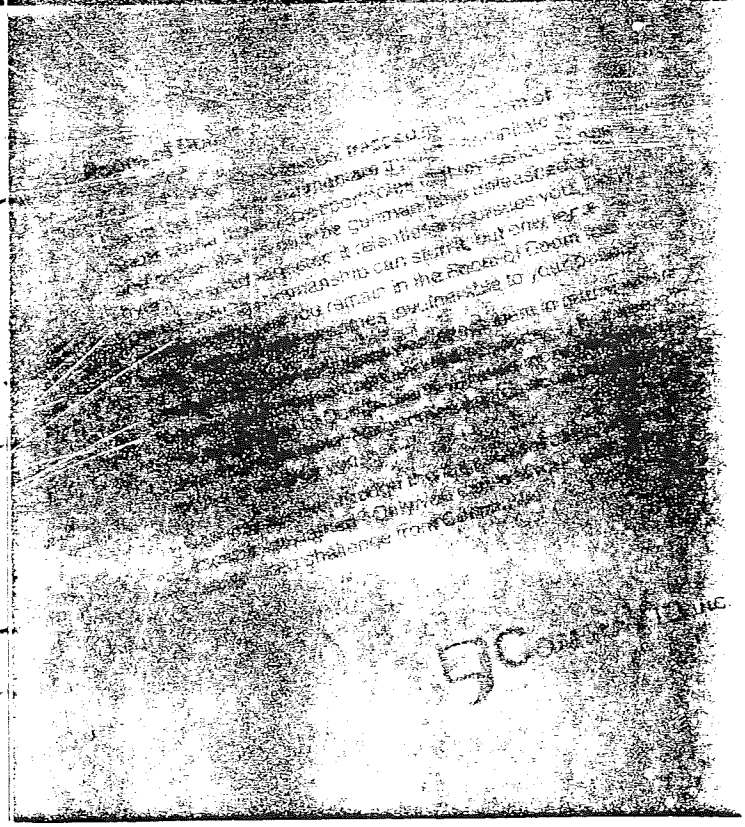
COSMIC SWARM





ROOM OF DOOM





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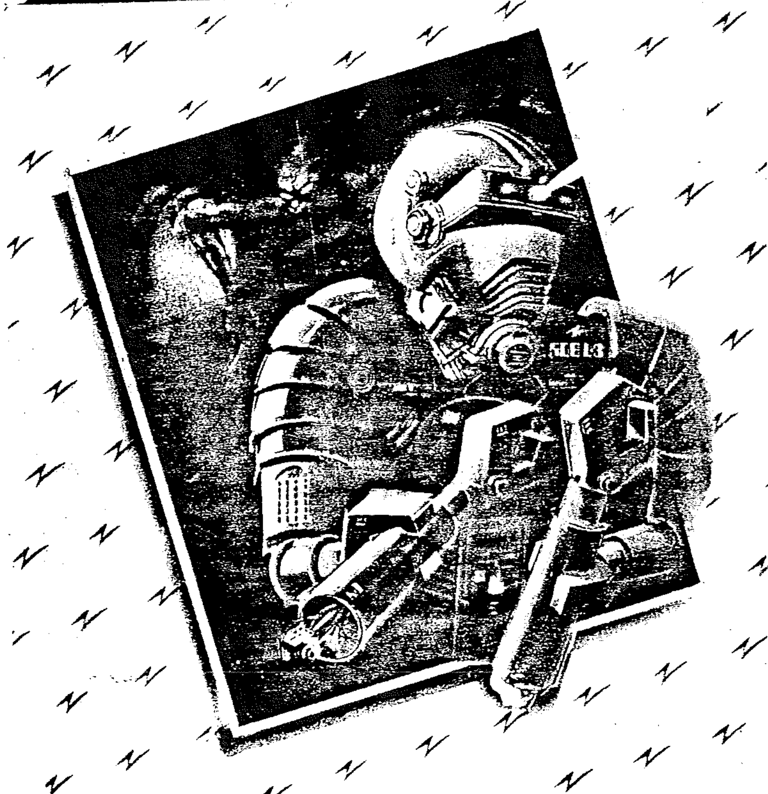
MINES OF MINOS

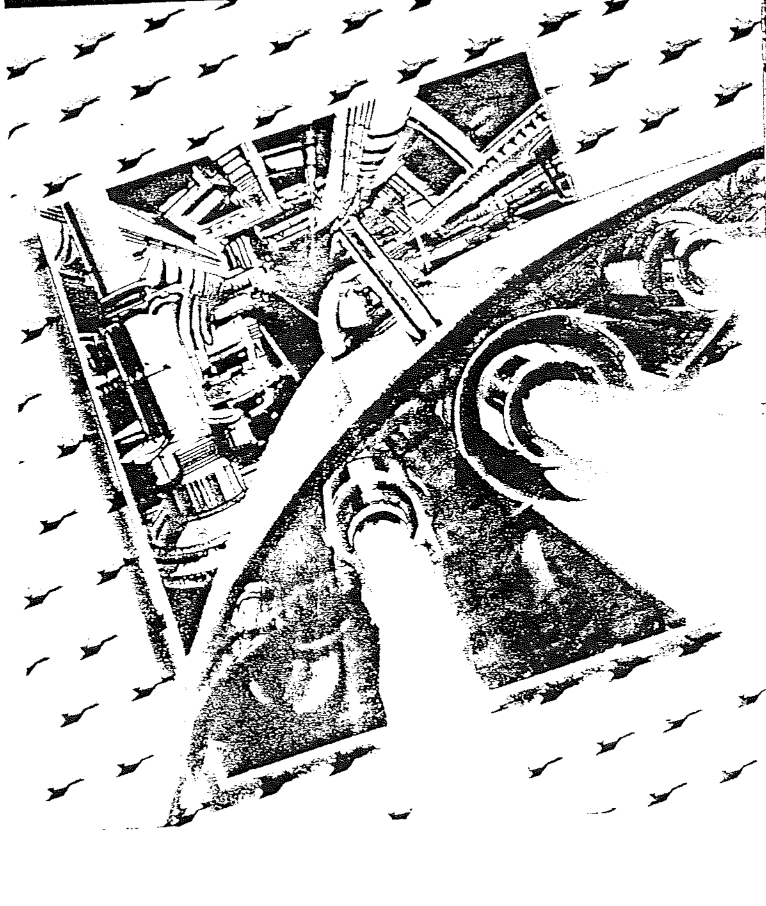


[illegible] corridors [illegible]
[illegible] battle them. Desperately [illegible]
[illegible] the pieces of his [illegible]
[illegible] this mine while [illegible]
[illegible] assemble a large enough robot [illegible]
[illegible] alive to fight his way down to [illegible]
[illegible] and even destroy the alien [illegible]
[illegible] lowest level. But if the aliens [illegible] robots [illegible]
[illegible] only weapon against them [illegible] Find [illegible]

Can you avoid the monsters and [illegible]
to expel the alien invaders from [illegible]
[illegible] this latest video challenge [illegible]

CommaVid Inc.

MISSION OMEGA



Mission Omega

[illegible] world, built to travel through [illegible]
and space, carrying the population [illegible]
whole planets across the galaxy for [illegible]
colonization. But the immense [illegible] Now [illegible]
BlackHeart has been redirected [illegible]
destruction of a star.

[illegible] the last mission from Earth, Mission Omega,
[illegible] have penetrated the outer skin of BlackHeart and are
[illegible] among the support columns under its surface.
You must avoid its defensive fire and [illegible]
[illegible] ships sent to blast [illegible]
long enough and your pilot [illegible]
to inflict the damage needed to [illegible]
destroying the solar system. [illegible] BlackHeart [illegible] and
collapse that will cause BlackHeart [illegible]
make the whole universe safe.

CommaVid Inc.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: DATA AGE

PARENT COMPANY: Same

Product(s):

Video game software

Compatibility:

Atari VCS

Product Line (Titles/Hardware):

- Warp Lock
- S-S-S-Snake
- Survival Run
- Encounter at L-5
- Airlock

Special Features:

S-S-S-Snake description sounds like Centipede.

Introduction Dates:

October 1, 1982

Strengths:

Descriptions of games sound as though they are very action-packed.

Weaknesses:

They won't be out until October. No media schedule was available at CES so there's no way of telling if the effort is being backed by a big advertising thrust. Only 5 games will be available in October per promotional piece. Lacks support of large corporation.

Evaluation:

Potential competitor. Games being described in advance of their introduction sound challenging and exciting.

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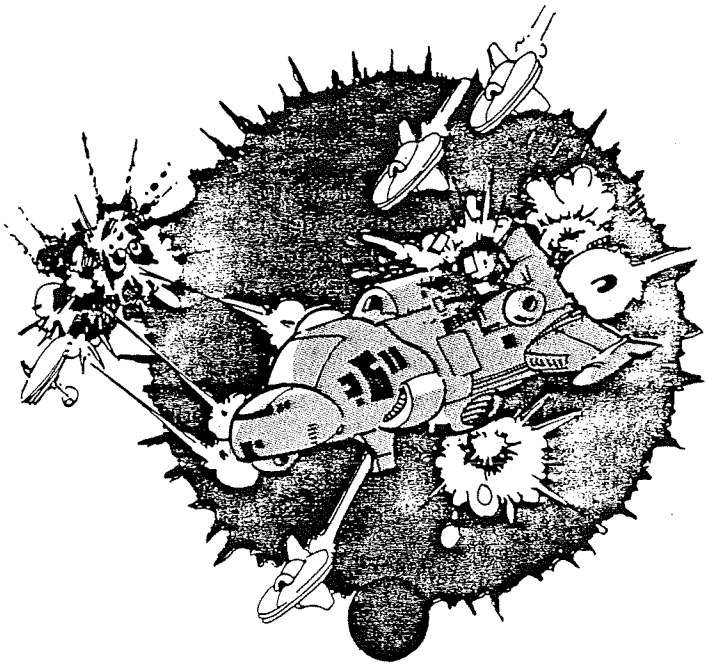
VIDEO GAMES
For the ATARI® Video Game System
Atari ® is a trademark of Atari, Inc.
In this age only the strong SURVIVE!

VIDEO GAMES

WARP LOCK™



You venture to the very edge of the galaxy on the fringes of hyperspace and hypertime. Your ship becomes entrapped in a bizarre spacetime warp, and falls victim to a band of space marauders. Fortunately, your tachyon launcher is still operational, but you're going to have to be quick to outwit this foe. They move randomly and each new assault brings more powerful artillery.

The rich starfield against the black background provides an uncanny realism. CAUTION: IF YOU DARE! Turn off the lights during this confrontation and be ready for a heart-pounding experience.

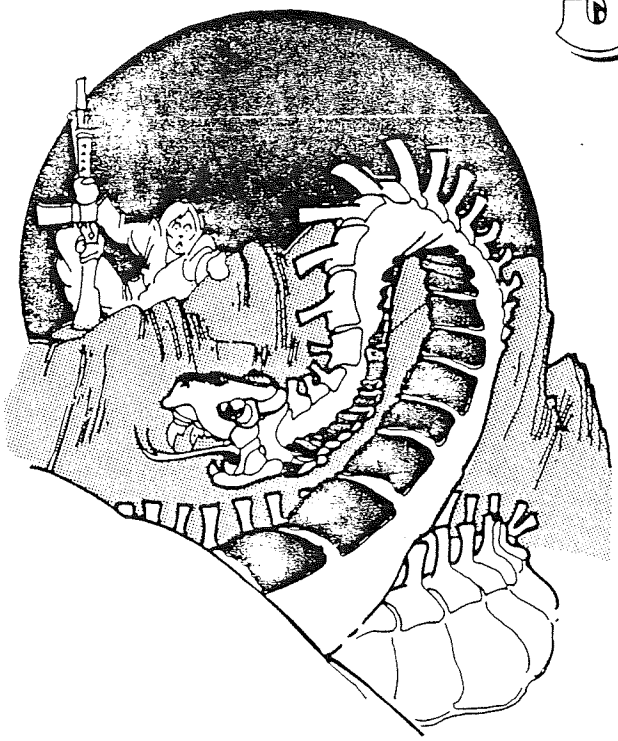
Glossary:

Hyperspace . . . . space beyond the known three dimensions of length, width and height.

Hypertime. . . . . extremely compressed time.

Tachyons . . . . . particles that travel faster than light.

SSSnake!™



You are a daring big game hunter; you venture far off into the heart of the Amazon's legendary lost world. Without warning you find yourself enclosed in a trap while pterodactyls, trachodons and other prehistoric creatures surround you. Suddenly a heart stopping hissing sound grabs your attention, and you encounter the largest snake you have ever seen. As it slithers across the ground and closes in on you, you desparately fire your weapon, but the jungle is full of obstacles, and the serpentine creature is not easy to kill. Cut the large snake in half, and it becomes two smaller snakes continuing the attack. Now, it's two of them and **only one of you.** It's going to take some special agility as well as good shooting to get out of this one. We find it hard to call this a game.

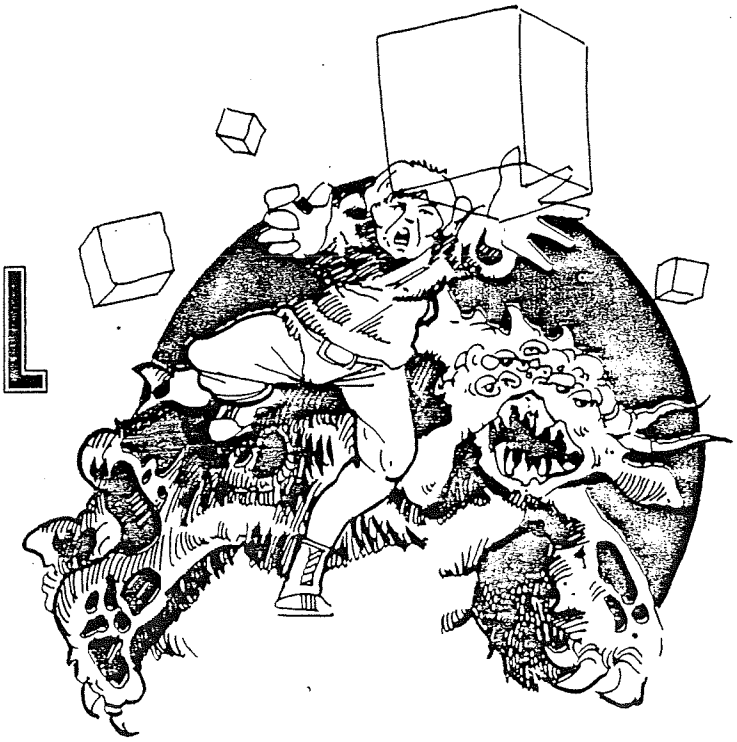
A sounds like centipede

In th

www.atarimania.com

Hurl across space and time only to find yourself trapped in a bizarre spacetime warp, then pitted against a variety of space creatures with only one objective....destroy **you** the intruder. But you must survive! You're the only one who can save the L-5 space colony from the ruthless Megalyte invaders. Then return to Earth and discover a strange prehistoric jungle. Survive all this and you may very well find yourself in a desparate heart-pounding race against time in the bowels of a sunken submarine. But the excitement hasn't ended yet. There is still another Universe to explore where your survival requires the consumption of Korbinian Cubes -- an energy rich diet guarded by a diabolical ammonia breathing creature bent on your destruction.

SURVIVAL RUN™



No one has ever returned from the deadly cosmic portal, yet driven by intense curiosity you enter. Suddenly you plunge into a negative universe and find yourself on a labyrinth of narrow walkways spanning a sea of deadly liquid nitrogen. You let out a sigh of relief a moment too soon as the sharp pain in your throat tells you that the air is as deadly as the sea. Your only hope for survival is the Korbinian cubes---an energy rich diet that will also neutralize the poisonous air. In sheer desparation you run for your life to the nearest cube.

Just then you confront the diabolical Dylak, an ammonia breathing monster lurking in the dark corners. His purpose; guard the Korbinian cubes and destroy the intruder. With only seconds of life remaining, you must avoid Dylak and retrieve the cube. You make it just in time. As you absorb its energy, you achieve superstrength, possibly enough to push Dylak into the deadly sea. But beware! Your strength is short lived. Soon you will need another cube.

; age, only the strong survive!

1982 Data Age®

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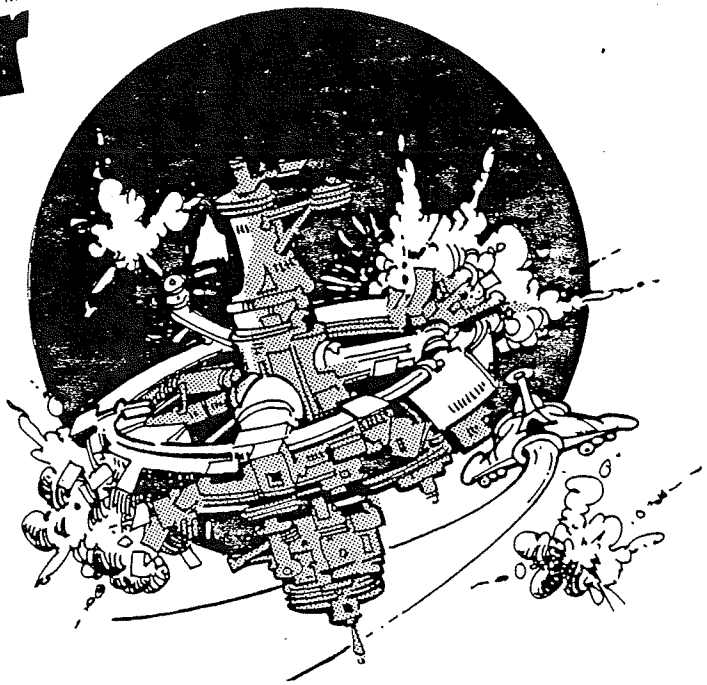
Encounter at L-5™



Beyond the orbit of the moon, a defenseless space colony is under heavy attack from the ruthless Megalytes. **You** are their only hope. Armed with packets of anti matter, you take control of the launcher. Suddenly the sky is ablaze with Megalyte ships. You must destroy them before their formidable particle beams destroy the peace loving colonists of L-5. It can be done but it will take every ounce of skill and cunning at your disposal.

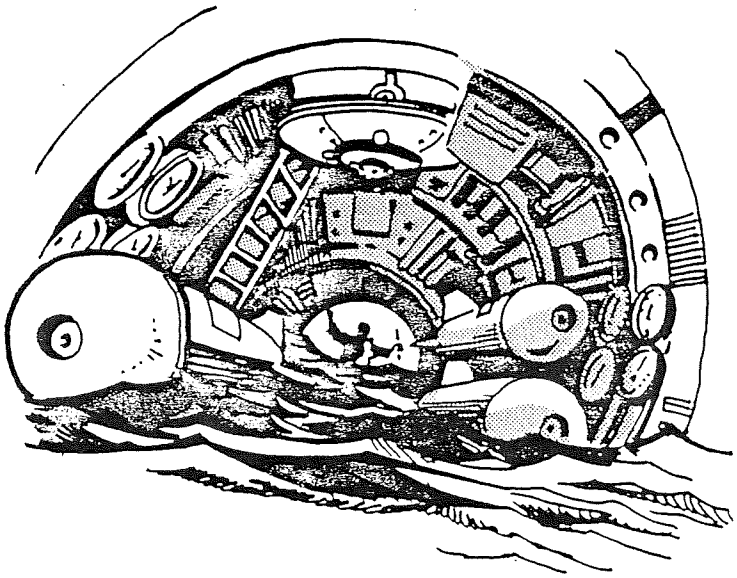
Only the strong survive.

Glossary:

L-5 . . . . . a gravitationally stable zone within the Earth/moon space.

Megalytes . . . . . a villianous race of beings from the Megalon star system.

Antimatter . . . . a form of matter that means total annihilation when coming in contact with ordinary matter.



AIRLOCK™

You are trapped in the lowest level of your sunken nuclear submarine. Your compartment is flooding. TIME IS RUNNING OUT! Your only hope for survival is to retrieve the hatch keys and make your way to the upper levels before you drown or your air runs out and you suffocate. But watch out! The hatch keys must be retrieved in the proper order. Make one mistake and you're trapped forever. Sound easy? Try it! This calls for all your agility, strength and luck, but beware of the armed torpedoes that perilously slide across your path robbing you of precious time.

DATA AGE
14583 Big Basin Way · Saratoga, CA 95070 (408) 867-2960

©1982 Data Age

VIDEO GAMES

In this age, only the strong survive!

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: FOX VIDEO GAMES INCORPORATED/SIRIUS SOFTWARE, INCORPORATED

PARENT COMPANY: 20TH CENTURY FOX FILM CORPORATION

Product(s):

Video game software, "Games of the Century"

Compatibility:

Atari VCS

Product Line:

- Beany Bopper - 1 person play
- Deadly Duck - 1 person play, 6 play options
- Worm War I - 1-2 person play/cooperatively or competitively, 9 play options
- Fast Eddie - 1 person play, 8 skill levels

Special Features:

- Cooperative 2 player play on Worm War I
- Black and White TV switch on Atari VCS unit used as pause control for Beany Bopper

Background:

"The formation of Fox Video Games is a natural extension of our Company's objective to be a prime software supplier to the home video video market. We intend to take advantage of the burgeoning business opportunities in all facets of home video entertainment."

Pricing:

Suggested retail price / cartridge $34.95

Promotional Considerations:

Network TV - September-December - Heavy
Spot TV - September-Mid October - Heavy / Mid October-Mid November - Light / Mid November-December - Heavy
Cable TV - September-December - Light

Introduction Dates:

Introduced CES Chicago
Available for release - 4th Quarter 1982

Strengths:

- Ready access to licensing rights for 20th Century film releases.

Weaknesses:

- Game play weak, judgementally somewhat boring. Very poor packaging, could be detrimental to image.

Evaluation:

There will likely be additional Worm War cartridges offering upgradable game play on what would seem to be a challenging & innovative game.
Likelihood that Fox will develop software based on 20th Century film properties.
Fast Eddie good translation of Donkey Kong game concept, will probably be the company's best seller.

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Implications:

Regarding the above...Atari's association with Lucas films should match any competitive challenge posed by 20th Century software introductions. May become a contender should 20th Century develop games based on film hits.

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Price

SUGGESTED RETAIL PRICE LIST

Units/Pkg.	Game Title	Product Code	Est. Weight	Cube per Master Carton	Suggested Retail Price
6	**WORM WAR I**	11001	1.8	2.0	$34.95
6	**BEANY BOPPER**	11002	1.8	2.0	$34.95
6	**FAST EDDIE**	11003	1.8	2.0	$29.95
6	**DEADLY DUCK**	11004	1.8	2.0	$29.95

Prices: All orders accepted are subject to billing at prices prevailing at time of shipment. Prices and availability subject to change without notice.

Terms: F.O.B. Freight collect: Fox reserves the right to ship from any warehouse where product is available.

TWENTIETH CENTURY-FOX VIDEO
23434 Industrial Park Court
Farmington Hills, Michigan 48024

FOX VIDEO GAMES, INC.
P.O. Box 794
Saratoga, California 95071

www.atarimania.com

BBDO/West

THE FOX VIDEO GAMES ADVERTISING PROGRAM:

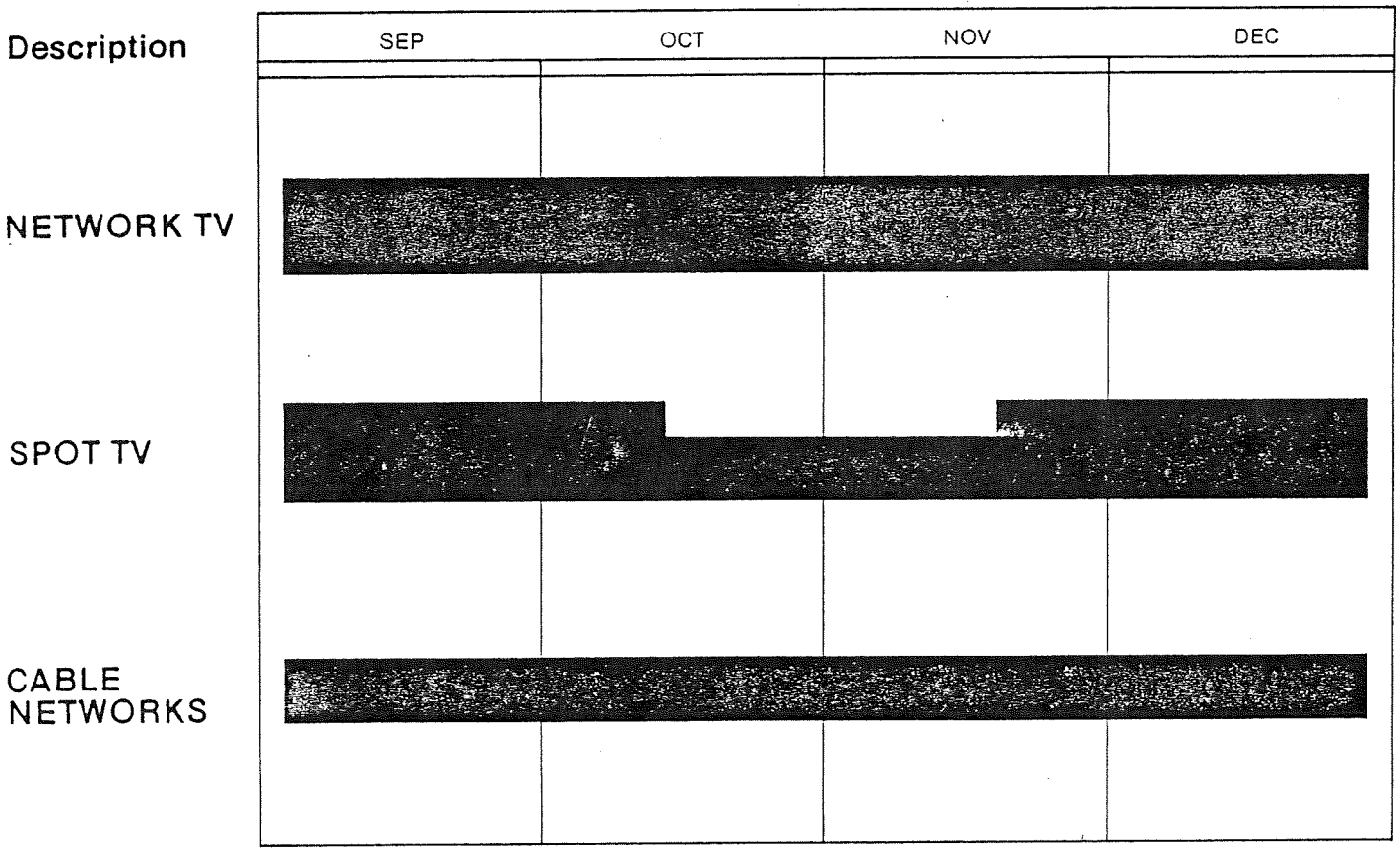
- Network television prime time & sports.
- Spot television in key cities.
- National cable networks.

20th CENTURY FOX

GAMES OF THE CENTURY

ADVERTISING FLOW CHART

1982



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BBDO/West

Fox Video Games will be in all the right places for teens. Representative programs:

- Magnum P.I. (CBS)
- NFL Football (ABC)
- Dukes of Hazzard (CBS)
- Happy Days (ABC)
- Saturday Night Live (NBC)
- The Fall Guy (ABC)
- College Football (CBS)

Plus exciting new shows with teen appeal.

SPOT TELEVISION

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NEWS

Fox Video Games, Inc.

P.O. Box 900
Beverly Hills, California 90213
(213) 203-1241

Phillip I. Myers
Vice President, Public Relations

FOR IMMEDIATE RELEASE

June 6, 1982

FOX ENTERS VIDEO GAME SOFTWARE BUSINESS

Chicago, IL -- Twentieth Century-Fox Film Corporation has entered the video game industry with the formation of Fox Video Games, Inc., it was announced today by C. Joseph LaBonte, Fox president, who will be responsible for the operation of the new venture. Based in Saratoga, Calif., the new company will market its products under the name of "Twentieth Century-Fox Games of the Century."

Fox Video Games initially will develop, produce and market video games which will be compatible with the ATARI VCS home game system.

LaBonte said, "The formation of Fox Video Games is a natural extension of our Company's objective to be a prime software supplier to the home video market. We intend to take advantage of the burgeoning business opportunities in all facets of home video entertainment."

Frank O'Connell has been named president of the new company. He formerly was senior vice president, sales and marketing of Mattel's Electronics Division.

O'Connell said that his primary objective will be to build a unique, leading international company which will provide consumers a wide variety of software for home electronic systems. "Our initial introduction of products will be at the June, 1982 Consumer Electronics Show in Chicago where we are introducing four new innovative games for release in the fourth quarter of 1982," O'Connell said. "The intro-

(more)

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duction of our games will be backed by a substantial advertising and promotional campaign."

Fox Video Games will be located at the Twentieth Century-Fox Video booth (no. 410) at CES.

In addition, Paul G. Carter has been named senior vice president of Fox Video Games. Carter has an extensive financial background and formerly was director of corporate finance for Nutech.

Fox Video Games is a wholly owned subsidiary of Twentieth Century-Fox Film Corporation.

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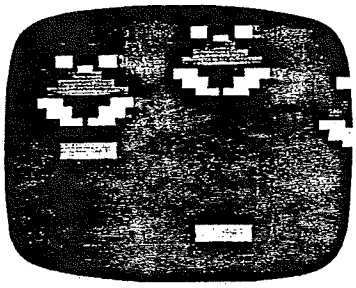
GAMES OF THE CENTURY

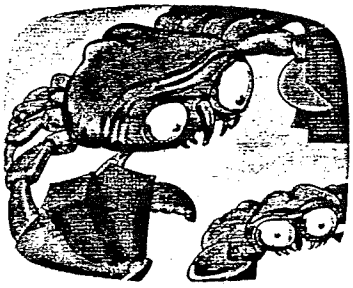
GAMES OF THE CENTURY

DEADLY DUCK
:30 TV COMMERCIAL

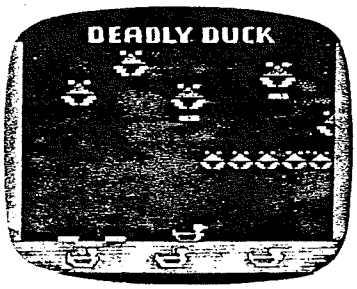
Compares Animation & Simulated Game Play



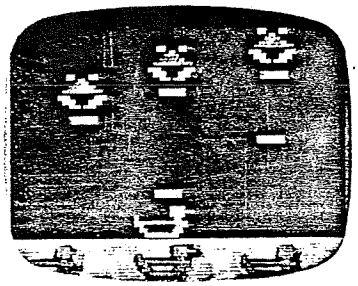
(SFX: GAME NOISES, EXPLOSIONS, ETC.)
VO: Not long ago, some land-grabbing crabs



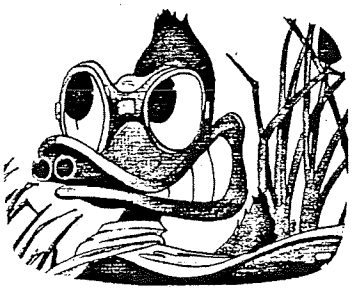
took over this once peaceful pond,



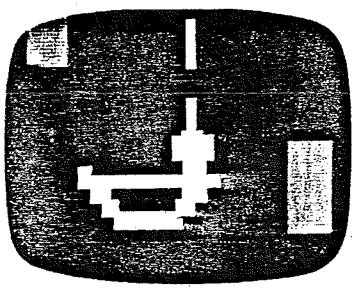
scaring away everything—everything, that is, except Deadly Duck...



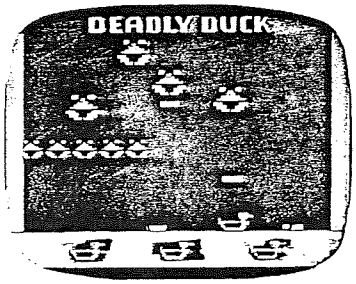
who fights back skillfully, dodging bricks and ducking bombs



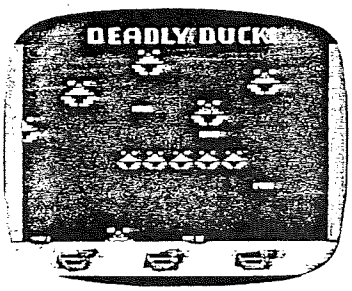
while blasting bullets thru his gun barrel bill...



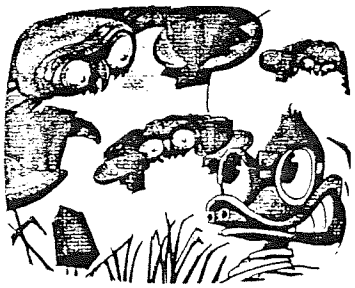
cracking crabs right and left in his battle



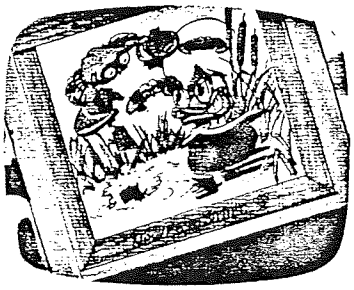
to take back the pond and leave the crabs without a leg to stand on.



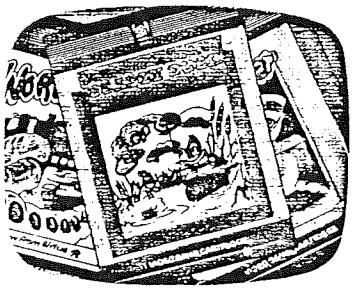
It takes more than luck to play Deadly Duck.



For your Atari® Video Computer System™



So why bother with the games of today, when now you can play the "Games Of The Century"...



Deadly Duck. New, from 20th Century - Fox.

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Sirius Is A Trademark Of Sirius Software, Inc.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: IMAGIC

PARENT COMPANY: Same

Product(s):

Video game software and Video Storage Center.

Compatibility:

Software with Atari VCS.
Software with Mattel Intellivision
Video Storage Center with Atari and Mattel Video Game Systems.
New software is being developed which will be compatible with Odyssey, Atari 400 and 800.

Product Line (Titles/Hardware):

Atlantis	ATARI	VCS	Compatible	(Priced approx. $30)
Riddle of the Sphinx	"	"	"	
Demon Attack	"	"	"	
Star Voyager	"	"	"	
Trick Shot	"	"	"	
Fire Fighter	"	"	"	
Cosmic Ark	"	"	"	

Swords & Serpents	Mattel	Intellivision	Compatible	(Priced approx. $35)
Atlantis	"	"	"	
Micro Surgeon	"	"	"	
Demon Attack	"	"	"	

Coming Soon:

Yet to be named King Kong cartridge - unknown compatibility.

Special Features:

Impressive graphics. Challenging/exciting gameplay.

Background:

Former Atari and Mattel engineers and marketing personnel.

Promotional Considerations:

Television schedule

Prime Time	Oct.	Nov.	Dec.	Jan.	Feb.
Early Fringe	"	"	"	"	"
Sports Programming	-	Nov.	Dec.	Jan.	Feb.
Cable Television	Oct.	Nov.	Dec.	-	-
Consumer Magazines	Oct.	Nov.	Dec.	Jan.	Feb.

Extensive Merchandising Aids
Co-op Program

Introduction Dates:

Available now. More software compatible with Odyssey and Atari 400/800 is promised for near future delivery.

Likelihood:

Additional titles for Atari VCS and Mattel will be introduced sometime before end of year.

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Strengths:

- Impressive graphics and excellent game play.
- Compatibility with all major systems.
- Good selection of titles available.

Evaluation:

Strong contender for software market. One to watch.

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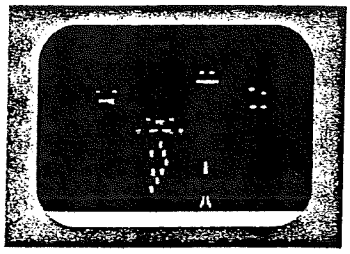
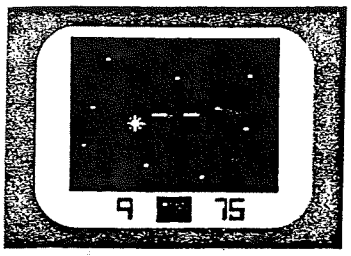
Imagination, and a touch of magic. Imagic video game cartridges add a new dimension of excitement to your Atari® Video Game System. Superb graphics, sensational sound effects and action that **never** lets up—Imagic's cartridges are in a class by themselves! Whether you are looking for risky adventures, dangerous rescue missions or the challenge of time-tested competitions, Imagic has the game for you—with more on the way.



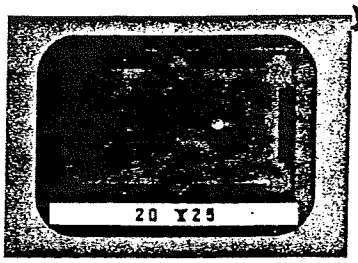
DEMON ATTACK

Pulsating creatures scream overhead. They attack in waves. Fend them off with your laser cannon. Survival gets tougher—each barrage hits harder! Some tricky demons divide and keep coming! It's a split-second test of reflexes and instinct. Blink—but only if you must! Don't let these clever creatures catch you off guard. It's either you—or them!



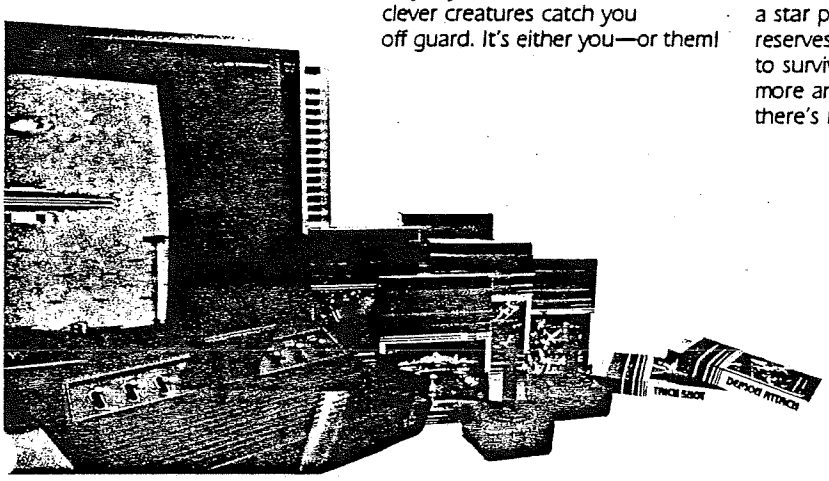
STAR VOYAGER

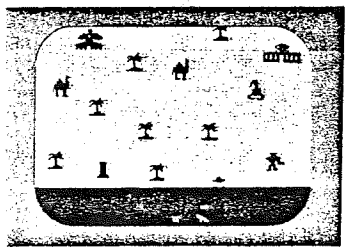
You pilot the Astro-Cruiser Star Voyager through treacherous space. Your mission: penetrate the seven star portals. Radar tells you where star portals lie—and fierce enemy ships. Blast them with laser fire or photon torpedoes. Keep energy levels up—or risk destruction! Only passing through a star portal restores energy reserves. One or two players battle to survive. Each passage becomes more and more perilous. But there's no turning back!



TRICK SHOT

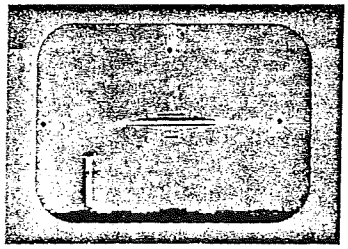
Name your game: Pool, English Billiards or Trick Shot combinations will tax any expert. One or two players compete for the winner's trophy. Authentic game play and sounds pull you irresistibly into the action. Cushion shots and just the right touch of "English" increase the challenge. Test your poise and accuracy as you chalk up your stick for some pool hall action.





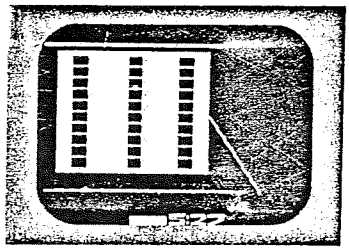
RIDDLE OF THE SPHINX

You wander through Egypt's Valley of the Kings, seeking to solve the Riddle of the Sphinx. Pyramids, palm trees and temples dot this parching desert. A flaming phoenix appears—and beware the god Anubis! Defend yourself. Collect priceless treasures and artifacts—they'll help you on your journey to the mysterious Sphinx. A must for strategy game enthusiasts. *



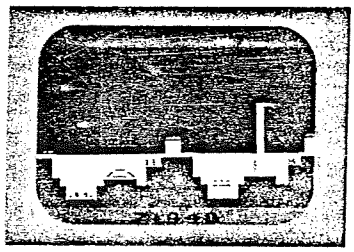
COSMIC ARK

The Cosmic Ark races to bring back creatures from distant planets. The awesome Ark glides through alien space. Foes attack from every side. Destroy them—or be blasted! Reach strange and distant worlds. Send a satellite to capture the skittish beasties in your tractor beam. They may duck away. Keep trying! Transport them to the Ark before another foreign horde attacks. Your mission—to seek and save. *



FIRE FIGHTER

Fire Alert! Battle raging flames before they scorch a panicked victim. He's trapped in the building. He races for the roof. The blaze climbs quickly. Reach him with your ladder. Douse flames with your hose. Only you can save him! But hurry! You haven't much time. Action-packed with red-hot suspense, Fire Fighter calls for nerves of steel. It's Hero-Time! *



ATLANTIS

The submerged city of Atlantis battles an unrelenting enemy assault and struggles to survive. Waves of flying foes batter the city's defenses. You command the Atlantean forces. Your three missile installations guard the skies, thick with alien aircraft. Make every shot count. Track and destroy them, or knock out their flagship and pulverize the fleet. Atlantis needs your help now! *

*Available starting August, 1982.
Sign up at retailers now!

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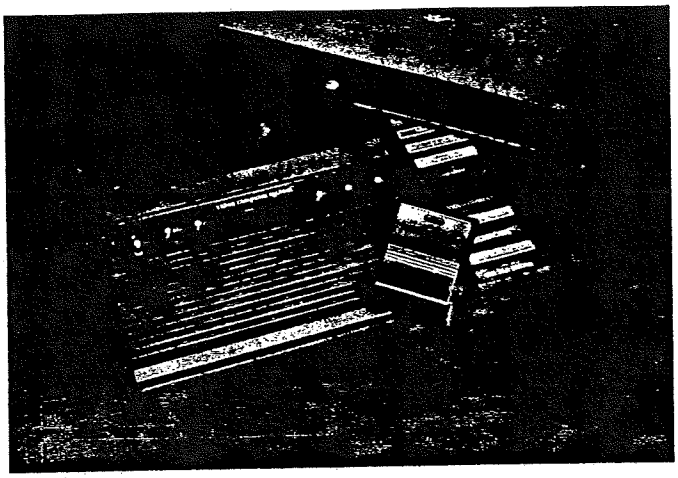


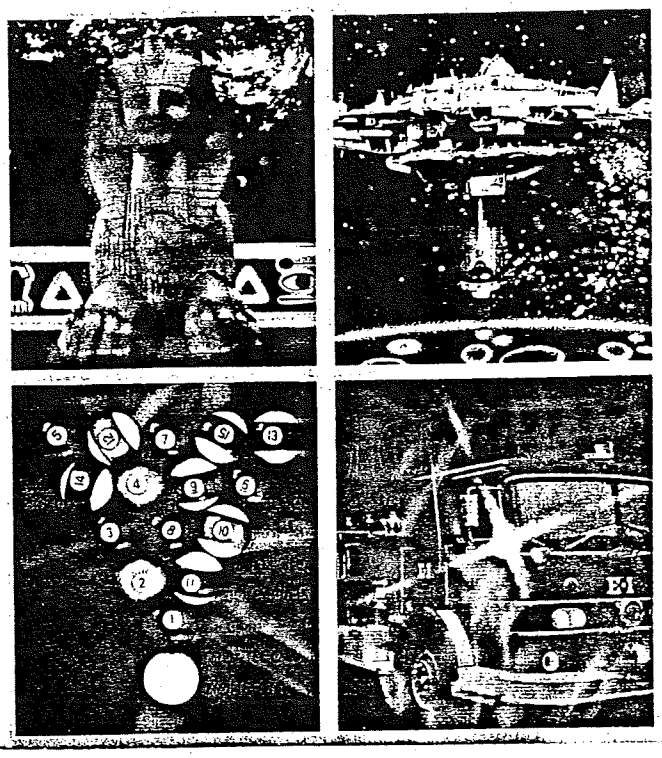
VIDEO STORAGE CENTER™

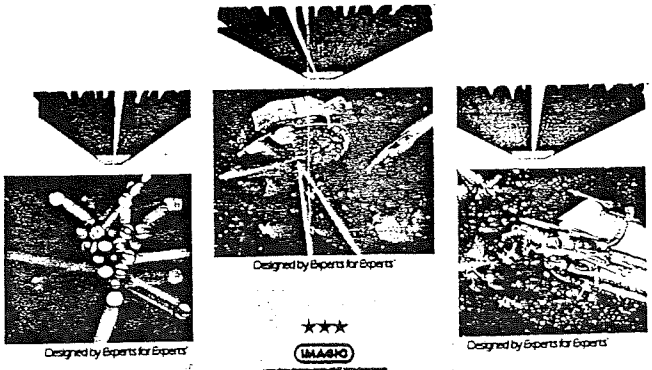
Organizes, Protects and Stores

- Atari® Game System (or Sears Video Arcade) and 15 cartridges
- Intellivision® (or Sears Super Video Arcade) and 18 cartridges
  - durable plastic construction
  - sturdy black base
  - simulated woodgrain panel
  - smoke-tinted dust cover

Ask for it wherever you buy video games.

VIDEO GAME CARTRIDGES





JOIN US!!!

Imagic
Numb Thumb Club™
Take a shot at a lot of fun.

We'll send you
- ★ A poster of your favorite Imagic game
- ★ A personal wallet-size club card

PLUS
A subscription to Numb Thumb News, a publication featuring:
- ★ Special club contests
- ★ Features on high game scorers
- ★ Tips from Imagic's designers
- ★ Exclusive accessories* (including posters)
- ★ New cartridge announcements

*available for purchase.

Imagic Numb Thumb Club—Where sore thumbs are a way of life.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: MATTEL ELECTRONICS

PARENT COMPANY: MATTEL, INCORPORATED

Product(s):

Video game hardware and software (Intellivision); Intellivision computer keyboard attachment; Intellivoice voice synthesizer system; MNetwork video game cartridges; hand-held electronic games; DietTrac hand-held personal diet computer system; Synsonics hand-held electronic drum sound synthesizer; Teach 'N Learn Computer.

Compatibility:

- Intellivision hardware compatible only with Intellivision game cartridges.
- Intellivision computer keyboard turns Intellivision game unit into a computer.
- Intellivoice synthesis module attaches to Intellivision unit.
- MNetwork game cartridges compatible with Atari VCS only.

Product Line:

- Total Intellivision titles = 42
- New Intellivision titles:
  - Bomb Squad - Intellivoice
  - B-17 Bomber - Intellivoice
  - Tron Solar Sailer - Intellivoice
  - Lock 'N Chase
  - Frog Bog
  - Tron Deadly Discs
  - Tron II
  - Night Stalker
  - Sub Hunt
  - Reversi
  - Tron Mazeton
  - Utopia
  - Advanced Dungions & Dragons
  - Chess
  - Space Hawks
  - Royal Dealer
- New MNetwork titles = 11
  - Armor Ambush
  - International Soccer
  - Astroblast
  - Frogs and Flies
  - Dark Cavern
  - Super Challenge Football
  - Lock 'N Chase
  - Sea Battle
  - Super Challenge Baseball
  - Tron Deadly Discs
  - Space Attack

Special Features:

- Intellivoice voice synthesis module generates human-sounding voices which are an essential part of game play.
- Needs special Intellivoice cartridges but can be used with regular Intellivision cartridges which will give game play without sound.
- Intellivision computer keyboard turns Intellivision unit into a computer to run programs like French Teacher and Jack La Lane exercise. Graphics and voices very realistic.

Background:

Mattel Intellivision, introduced in 1980, has been one of Atari's most formidable and persistent competitors in the race to gain market share of total hardware units. To date, the company has become will-established and well-known among consumers. Intellivision is best known for superb graphics and exciting sports games. The company has been using advertising, with George Plimpton as spokesperson, which directly compares Intellivision to Atari, and cites the superiority of Intellivision on the basis of better graphics.

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Pricing (all suggested retail):

- Intellivision unit - $299
- Intellivision computer keyboard - approx. $500.
- Intellivoice system - $100

Promotional considerations:

- Latest consumer offers-
  - To current Intellivision owners, a direct mail campaign containing a letter from George Plimpton and coupon for $2.50 good on next cartridge purchase. Coupon valid through December 31, 1982.
  - To MNetwork cartridge purchasers - a mail-in offer to receive a $2.00 or $5.00 coupon good on next purchase of MNetwork cartridge. This offer begins in September 1982. Consumers who participate in this offer receive another coupon (amount unspecified) towards next MNetwork purchase effective January 1983.

Advertising:

- Media - latest intelligence indicates Mattel bought a sponsorship of the All-Star game on July 13. We suspect the MNetwork cartridges will be introduced at this time.
- Creative - MNetwork has one :30 introductory spot so far (shown at booth). Commercial positions Atari games as being somewhat boring; MNetwork cartridges introduced as providing more exciting play and better graphics. Spot uses a couple playing an Atari unit with large hand breaking through a wall to offer them the new MNetwork cartridges. George Plimpton is not used, breaking from standard Intellivision format. This indicates Mattel is positioning the MNetwork cartridges as separate and distinct from the Intellivision line. MNetwork game featured in this spot is Baseball, Mattel's perceived strongest game. Judgementally...the commercial is weak in positioning the MNetwork cartridges and irritating in presentation.

Introduction Dates:

- MNetwork suspected introduction is mid-July, September for certain.
- Intellivoice - third quarter 1982.
- Intellivision computer keyboard - currently in test is 7 markets.
- New Intellivision Cartridges - on-going throughout 1982.

Strengths:

- Intellivision (hardware and software) - still provides outstanding graphics. Mattel is rounding out their software line to include good selections of space, sport, adventure and strategy games.
- The Tron series of Intellivision games may benefit from the promotion of movie and other licensed products.
- The Intellivoice will provide added interest to the game play.
- The MNetwork promotional program will probably motivate a lot of consumers to purchase. Heavy advertising support is also anticipated.

Weaknesses:

- Intellivision hardware (i.e. keypad controllers) still remain complex and difficult to learn. Once mastered, the controllers still require a lot of the players' concentration which detracts from concentration on the game.
- Value of Intellivoice voice synthesis module is questionable in terms of what it adds to game play. It's success remains to be seen.

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Weaknesses (continued):

- Intellivision software continues to be weak in game play. Mattel designers have sacrificed allocation of memory for game play in favor of graphics; good graphics do not make a game, exciting game play does. Also, most Intellivision games require two players (the sports games in particular) versus Atari games which all have one player capacity.
- There is no difficulty switch or provision for varying skill levels; therefore two-player games must have players of equal skill.
- The Intellivision computer keyboard attachment is prohibitively priced; other micro-computers are available for much less money, offering superior capability.
- The MNetwork cartridges are patterned after the Intellivision games in that memory for game play has been sacrificed in favor of graphics. The game play is judged to be weak overall.

Evaluation:

Judgementally, Mattel is here to stay. They have established a good hardware base (latest estimate approaches 1 million units), and will continue to maintain a steady market share via a strategy which includes strong consumer advertising/promotion and regular introduction of new game titles. Mattel will also continue to try to gain share of the 2600-compatible software market via aggressive promotion of the MNetwork series.

Implications:

Atari will need to compete with Mattel on two fronts: hardware and software. Given that Mattel will continue to knock Atari games/hardware in directly competitive commercials, Atari will need to maintain its pre-emptive/leadership positioning. Mattel's hardware position will be further strengthened with the availability of Intellivision compatible software made by other companies (see Imagic, Activision).

Secondly, Mattel will continue to pound away at Atari's software share of the market via the MNetwork series. Therefore, Atari will need to heavily support its software line as a whole and cartridge introductions individually, promoting its major advantage over Mattel, i.e., excellent game play.

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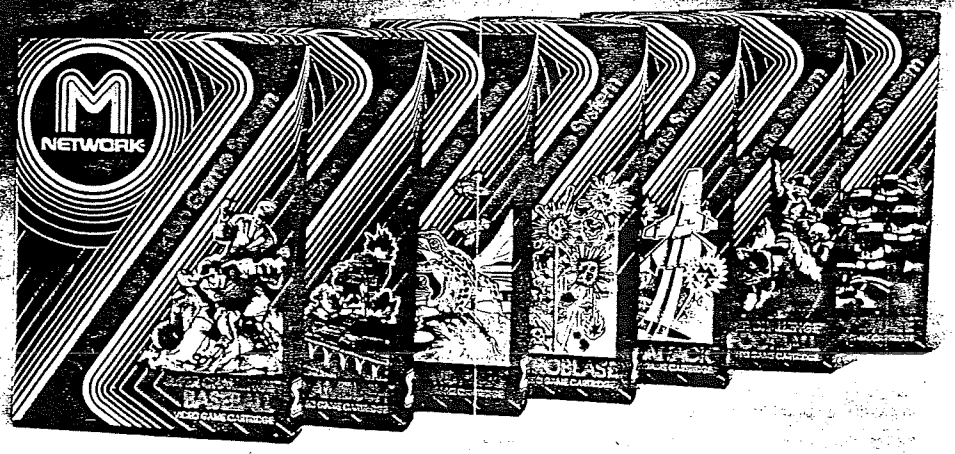
INTRODUCING M NETWORK™ GAME CARTRIDGES

YOU WON'T BELIEVE IT'S THE SAME ATARI® VCS!
More action! More detail! Just insert any M Network™ game cartridge into your Atari® VCS and you've opened up a whole new world of fun!

You get exciting play options with Super Challenge™ Football; full attack squadron maneuverability with Space Attack,™ and unexpected surprises with Lock 'N Chase.

Test yourself. See if the M Network™ challenge doesn't keep you playing longer. Your whole family can now enjoy the expanded world of M Network™ video games for their Atari® VCS.

Expect the best from Mattel Electronics®
Their engineers and programmers have powered M Network™ game cartridges with exciting action, vivid colors and realistic sounds that put you right in the playing picture. It's what you've come to expect from Mattel Electronics.®



(DEALER STAMP)

IT'S A WHOLE NEW CHALLENGE FOR YOUR ATARI® VCS!

M NETWORK

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0007-429GA

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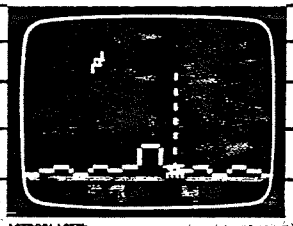
MORE FUN FOR THE WHOLE FAMILY IN SPACE, ACTION, SPORTS AND STRATEGY!

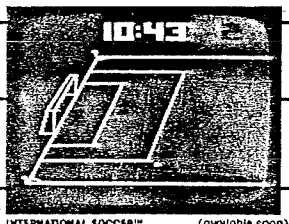
M NETWORK



ASTROBLAST™
- Defend your planet from falling meteors, missiles & enemy spacecraft
- One player game, two difficulty levels

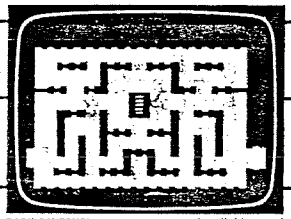
ARMOR AMBUSH™
- Two player game
- Total tank control: maneuvering, & fire control sequences
- A new battlefield every time

FROGS AND FLIES™
- One or two player game
- Complete control of frog's jump & scoring action
- Great for young children, challenging for everyone



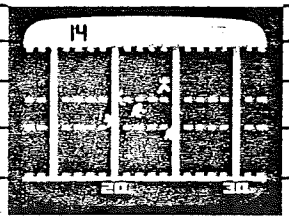
INTERNATIONAL SOCCER™ (available soon)
- Two player game
- Realistic field action
- Exciting sound effects

Each Cartridge Sold Separately



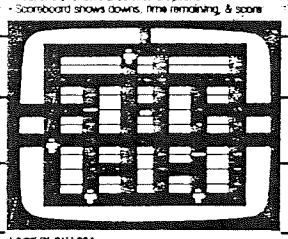
DARK CAVERN™ (available soon)
- One player game
- Relentless robot attackers
- Challenge increases as game progresses

™Trademc

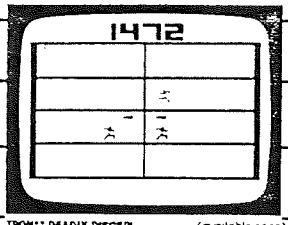


SUPER CHALLENGE™ FOOTBALL
- Two player game
- Realistic offensive & defensive options
- Scoreboard shows downs, time remaining, & score

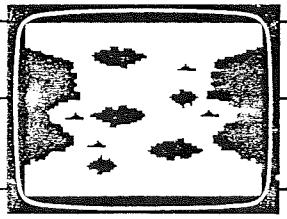
SUPER CHALLENGE™ BASEBALL
- Two player game
- Nine full innings with extra innings if necessary
- Pitch curve balls, hit & run, even steal a base



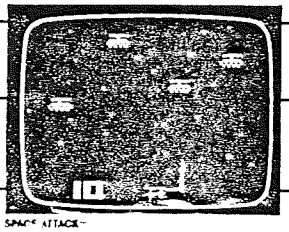
LOCK 'N CHASE™
- Collect gold bars & escape from the police
- Build defensive barricades to aid in your escape
- One or two player game



TRON™ DEADLY DISCS™ (available soon)
- From the upcoming Disney movie
- Intense strategy in action
- Ricocheting discs



SEA BATTLE™ (available soon)
- Two player game
- Deploy your fleet to destroy the enemy
- Exciting visual action



SPACE ATTACK™
- Radar screen pinpoints alien squadrons
- Then go to close-up, pilot's view
- One player game, two difficulty levels

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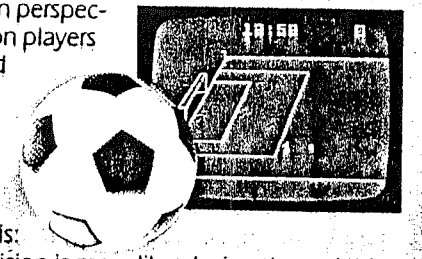
DISCOVER INTELLIVISION®

by Mattel Electronics

Experience the challenge and excitement of home video entertainment available only from Intellivision.

Discover realism.

Intellivision playing fields look like real playing fields. They're even in perspective. Intellivision players have arms and legs like real players. What's more, they're in proportion. The plain fact is: Playing Intellivision is more like playing the real thing.



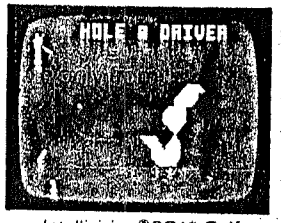
Discover action.

Still pictures can't show you how Intellivision players run, kick and hit more realistically. Ask your Mattel dealer for a demonstration. You'll see the difference in the realistic sound, vivid color and excitement.

Intellivision® NASL* Soccer players

Discover challenge.

If you've found other video games too easy to play, wait'll you try Intellivision. Take PGA Golf, for example. You face the hazards and challenges of real-life golf courses with a bagful of clubs. Or, try the new action-packed space games. Enter a universe of aliens and asteroids with exciting and challenging Astrosmash™, intense combat in Space Battle™, and the quick maneuvers of the new Star Strike™ cartridge. You'll find even more challenges as you look through this brochure.



Intellivision® PGA* Golf

Discover variety.

Intellivision offers you an entire library of challenging games with interest and fun for the entire family. Choose from major league sports excitement, Las Vegas-style gaming, rousing battle action, adventures in outer space, children's learning programs and classic strategy games.

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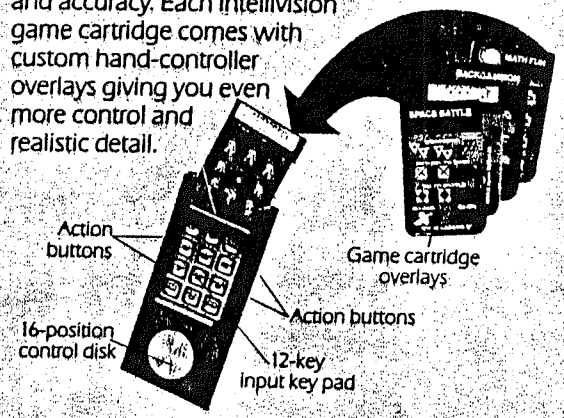
Discover control.

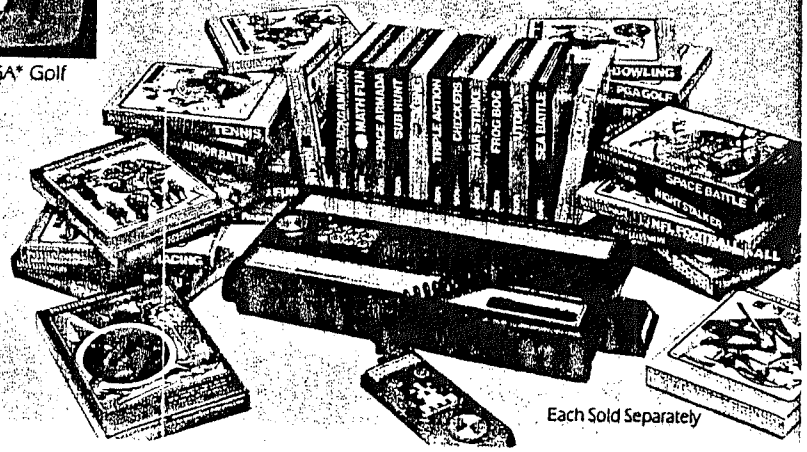
If you've ever played a video game, you know how important hand controllers are. Intellivision hand-controllers feature directional discs with 16 positions. That means you can move players and objects in every direction. The two controllers that come with Intellivision Master Components are all you'll ever need to play all Intellivision games with precision and accuracy. Each Intellivision game cartridge comes with custom hand-controller overlays giving you even more control and realistic detail.



INTELLIVISION ® Hand Controller

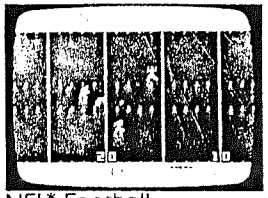
Discover quality and value.

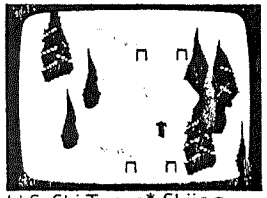
Terrific graphics. Sensational sound effects. Vivid color. More realistic game action. They're all the result of beautifully engineered products that will provide years of fun, games and family entertainment.

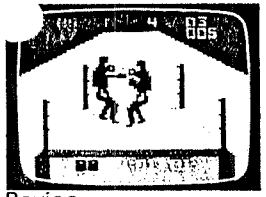


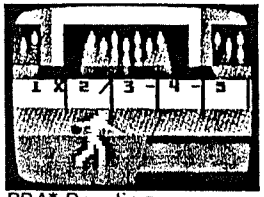
Each Sold Separately

Major League Sports Network

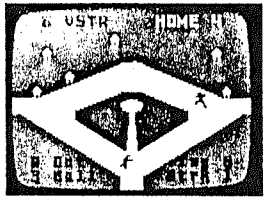

NFL* Football

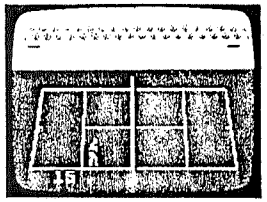

U.S. Ski Team* Skiing

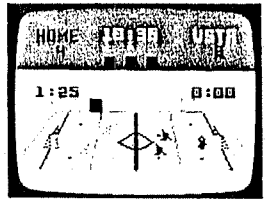

Boxing

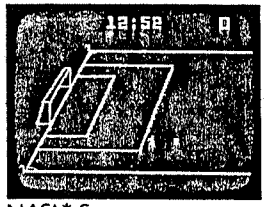

PBA* Bowling

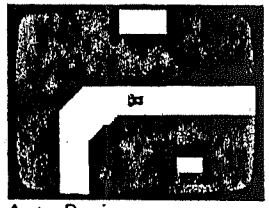
PGA* Golf


Major League* Baseball


Tennis

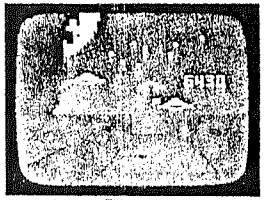

NHL* Hockey

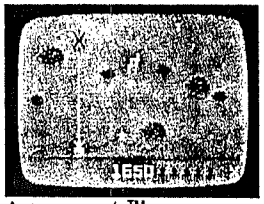

NASL* Soccer

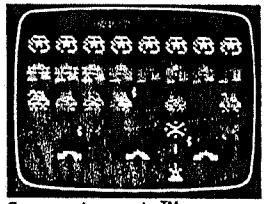

Auto Racing

Space Action Network

Space Hawk™

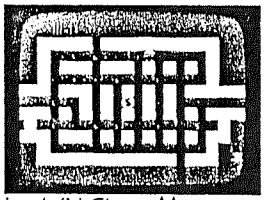

Star Strike™

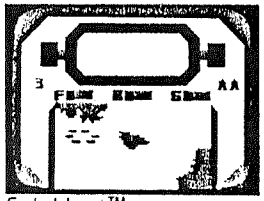

Astrosmash™

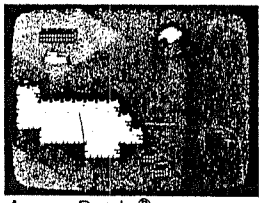

Space Armada™

Space Battle™

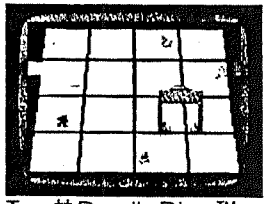
Action Network

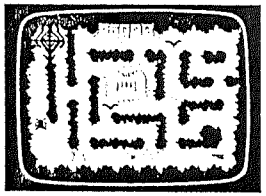

Lock 'N Chase△△
(Available Soon)

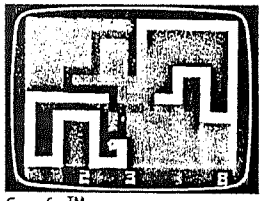

Sub Hunt™


Armor Battle®

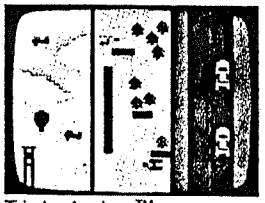
Frog Bog™ (Available Soon)

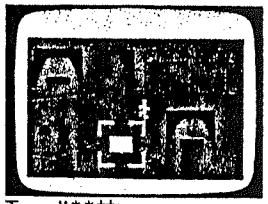

Tron†† Deadly Discs™
(Available Soon)


Night Stalker™

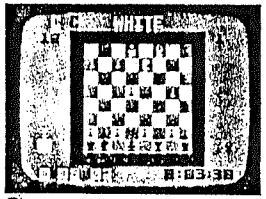

Snafu™

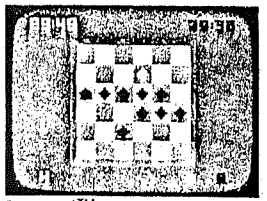
Sea Battle™

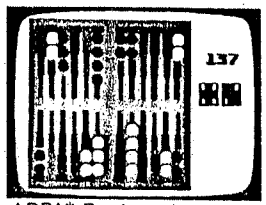

Triple Action™

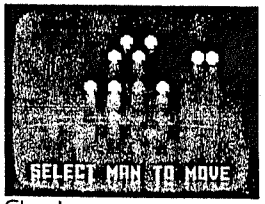

Tron II**††(Available Soon)

Strategy Network

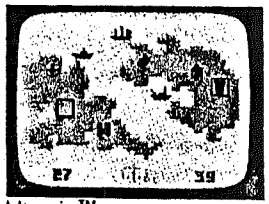

Chess (Available Soon)


Reversi™


ABPA* Backgammon



Checkers


Utopia™

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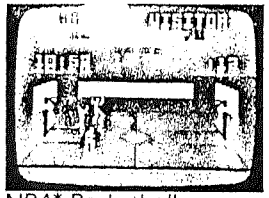
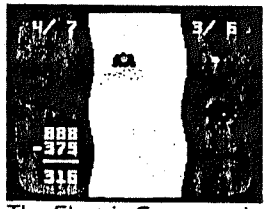


NBA* Basketball

Children's Learning Network

The Electric Company† Word Fun*



The Electric Company† Math Fun*

ADVANCED DUNGEONS & DRAGONS™ Δ - Cartridge (Available Soon)

For Color TV Viewing Only.

*Trademarks used under license from designated owners.

**Name Subject to Change.

†© 1981 Children's Television Workshop, Inc.

††© 1981 Walt Disney Productions

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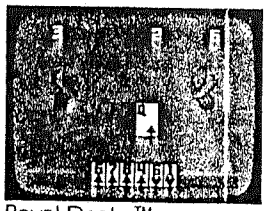
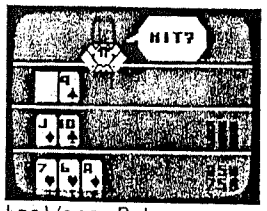
ΔΔ©1981, 1982, Data East, Inc.

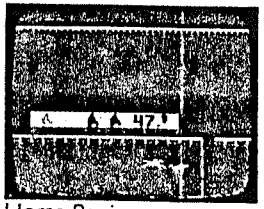
Gaming Network



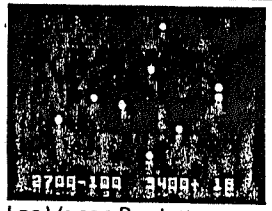
Royal Dealer™



Las Vegas Poker & Blackjack



Horse Racing



Las Vegas Roulette

Each cartridge sold separately.

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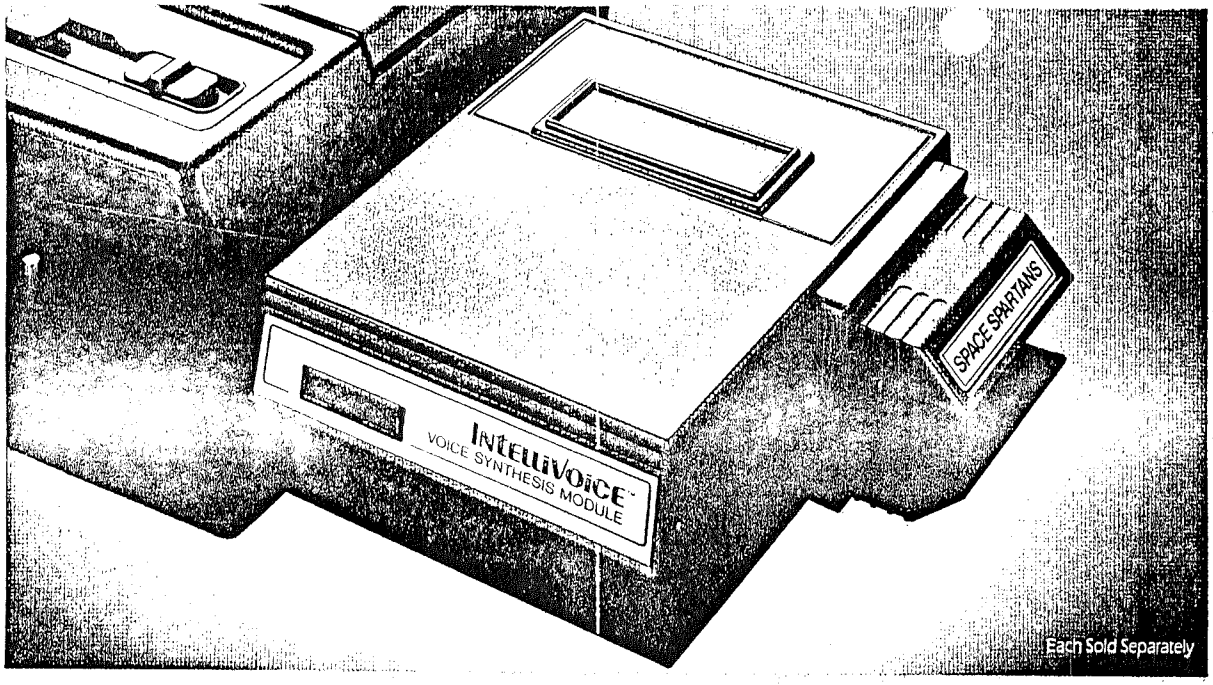


DISCOVER INTELLIVOICE™

Voice Synthesis Module

Now Intellivision® talks to you.

IntelliVoice is an all-new Intellivision feature — a voice synthesis module and special voice cartridges. It generates human-sounding voices which are an essential part of game play. You concentrate on the visual action while your IntelliVoice component keeps you aware of depleting energy levels, shield damages and attacking fighters. IntelliVoice adds yet another dimension to Intellivision realism.

Voices that sound human.

IntelliVoice produces voices with personality. All instructions, directions and announcements are crisp and clear. IntelliVoice is your computer voice partner in game play.

Not just effects.

Voices generated by IntelliVoice give you important game playing data. The IntelliVoice comes in throughout the game, keeping you informed at all times.

Added realism.

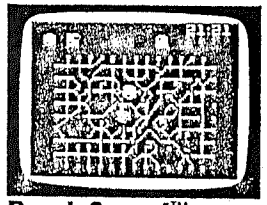
The IntelliVoice feature adds important new dimensions in realism. For example, IntelliVoice seems to put headphones on you as you command a B-17 Bomber over enemy territory, contending with attacking fighters, navigation requests and tower instructions.

Easy add-on Installation.

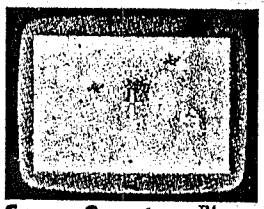
Simply plug your IntelliVoice™ unit into the cartridge outlet on your Intellivision Master Component. IntelliVoice cartridges plug into the IntelliVoice unit.

Special IntelliVoice cartridges are required to operate the module and add human voice to game play. (Regular Intellivision cartridges may also be plugged into the IntelliVoice unit and will give you game play without voice, as if they were plugged directly into the Master Component.)

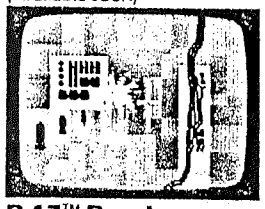
Each cartridge sold separately.



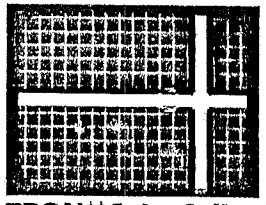
Bomb Squad™
(Available soon)



Space Spartans™



B-17™ Bomber
(Available Soon)



TRON†† Solar Sailor
(Available Soon)

(DEALER STAMP)

INTELLIVISION®

Intelligent Television

Mattel Electronics,® Intellivision,® Armor Battle,® Space Battle,™ Astrosmash,™ Space Armada,™ Triple Action,™ Snafu,™ Night Stalker,™ Sub Hunt,™ Frog Bog,™ Star Strike,™ Sea Battle,™ Utopia,™ Space Hawk,™ Reversi,™ Royal Dealer,™ Deadly Discs,™ IntelliVoice,™ Space Spartans,™ B-17™ Bomber, and Bomb Squad™ are U.S. Trademarks of Mattel, Inc.
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Hawthorne, CA
90250
0007-3300G3

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: PARKER BROTHERS

PARENT COMPANY: PARKER BROTHERS

Product(s):

Video game software

Compatibility:

Atari VCS

Product Line:

Amidar - (Arcade)
Super Cobra - (Arcade)
*Star Wars (TM Lucas Film Ltd)
*Frogger - (Arcade game by Sega)
Sky Skipper - (Arcade)
Reactor - (Arcade)
Spiderman
Tutankham - (Arcade)
James Bond Agent 007

*Only working games displayed at CES

Background:

Board game manufacturers

Promotional Considerations:

Bumper Stickers for "Frogger" included in promotion package.
Software is packaged in silver coated stock boxes.

Strengths:

Acknowledged expertise in creating, challenging, widespread appeal board games.
Access to licensing priviledges of Stratego and Monopoly.
An aggressive licensing program, i.e., James Bond 007, Star Wars, Spider Man, Sega arcade game manufacturers.

Weaknesses:

Poor game play, somewhat boring.

Evaluation:

Star Wars "Empire Strikes Back" cartridge available from Parker Brothers could cause consumer confusion with regard to Atari's recent licensing agreement with Lucas film Ltd., i.e., will Atari introduce a "Star Wars - Empire Strikes Back" cartridge also??

Implications:

One to watch.

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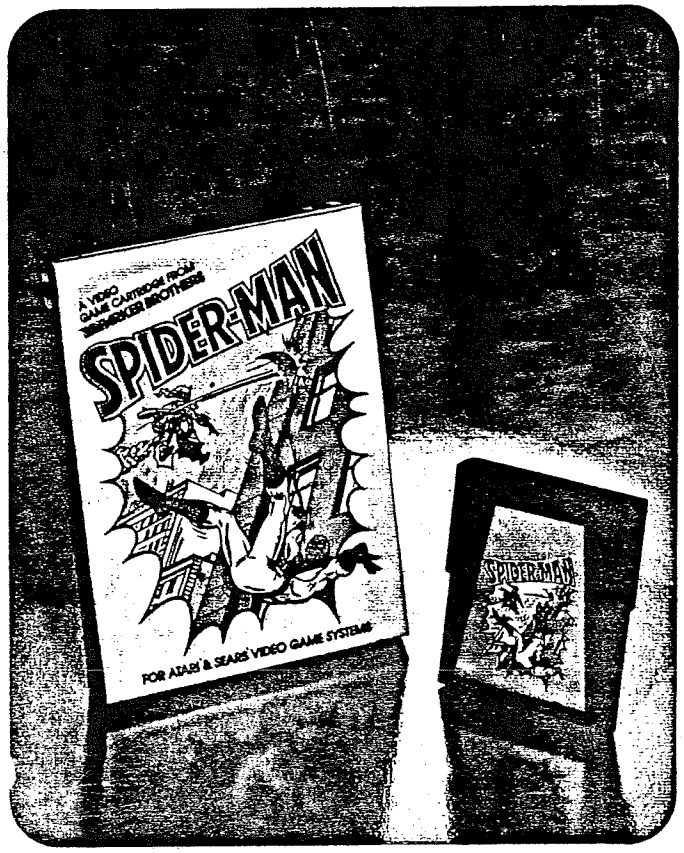

Spiderman must save the city from his arch enemy, The Goblin. Players shoot out webs and swing Spiderman from building to building in search of time bombs The Goblin has hidden. Spiderman must climb the high voltage towers to defuse "super bombs". Meanwhile, criminals are lurking everywhere, bent on Spiderman's destruction.

Spiderman™ is for use with the Atari Video Computer System™ and the Sears Video Arcade.™

1 or 2 players.

No. 5900. Item size: 7½" × 5½" × 15/16" 5.5 oz.
Pack: ½ dozen
Ct. size: 7¾" × 6¼" × 5¾" .2 cu. ft. 2.3 lbs.
Shrink wrapped. Box bottom game description.

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Players wander King Tut's Tomb in search of fabulous treasure. Keys are used to unlock passageways to the treasure. But the spirits of the tomb will guard it at all costs. With lasers and flash bombs, players defeat the protectors of the tomb and use a warp zone to escape with the loot.

TUTANKHAM™ is for use with the Atari Video Computer System™ and the Sears Video Arcade.™

1 or 2 players.

No. 5340. Item size: 7½ × 5½ × 15/16 5.5 oz.
Pack: ½ dozen
Ct. size: 7¾ × 6¼ × 5¾ 2 cu. ft. 2.3 lbs.
Shrink wrapped. Box bottom game description.

Tutankham game graphics © 1982 Konami Industry Co., Ltd. Tutankham is a trademark of Konami Industry Co., Ltd. and used by Parker Brothers under authorization.

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® **PARKER BROTHERS**

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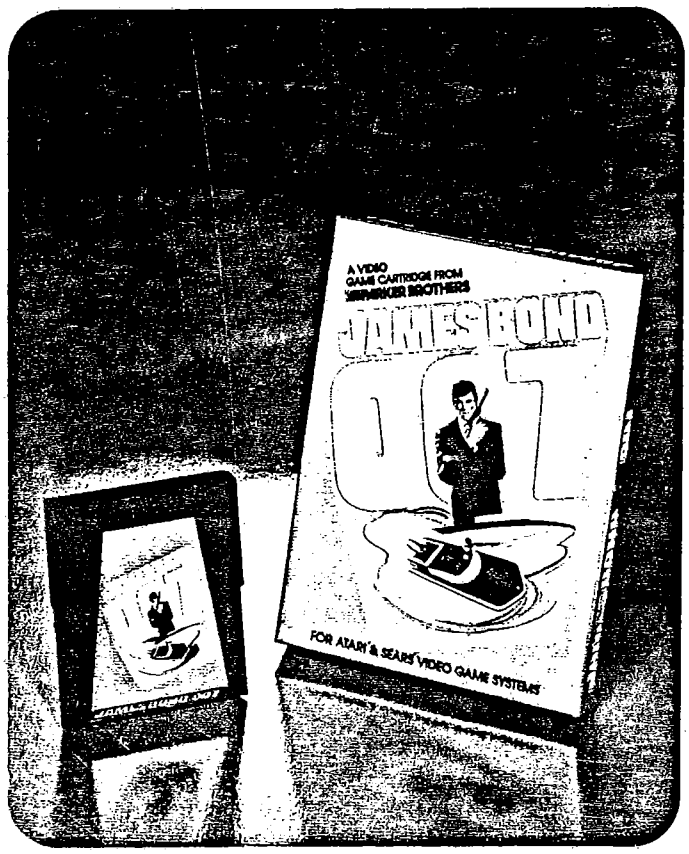

Players guide JAMES BOND (Agent 007) on a world wide adventure. Bond is solving an incredible mystery and collects clues wherever he goes. But he is constantly chased by notorious villains. The chase continues by boat, by car, by airplane; even on foot. Players use a special compass and an arsenal of weapons to out-smart the crooks and solve the mystery.

JAMES BOND™ is for use with the Atari Video Computer System™ and the Sears Video Arcade.™

1 or 2 players.

No. 5110. Item size: 7½ × 5½ × 15/16″ 5.5 oz.
Package: ½ dozen
Ct. size: 7¾ × 6¼ × 5¾″ .2 cu. ft. 2.3 lbs.
Shrink wrapped. Box bottom game description.

James Bond likeness and related material © Eon Productions Ltd. Glidrose Publications Ltd. 1982.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: SPECTRAVISION

PARENT COMPANY: SPECTRA VIDEO INCORPORATED

Product(s):

Video game software

Compatibility:

Atari VCS

Product Line:

Cross Fire
China Syndrome
Gangster Alley
Planet Patrol
Tape Worm

Special Features:

Cross-Fire - Upgraded version of "Planet Patrol"
- Temperature and Fuel Gauges

China Syndrome - Problem is "Eminent Meltdown". Player must recover radioactive particles and thus, save the world
- Reactor temperature guage.

Gangster Alley - Quick-Draw; Shoot-Em-Out Game.
- Cast of Characters
- Background Graphics
- Daylight & Night Graphics
- Ability to Lose Points if you hit innocent citizens
- Negatively Interactive - i.e., If you lose, the entire gang comes out of door and laughs at you

Planet Patrol - Ace fighter destroying missiles before being destroyed by mother ship
- Daylight & Night Graphics
- Ability to Rescue other Drowning Pilots
- Refueling stops/Fueling stations
- Background Graphics

Tape Worm - "Slinky" the "Spectraworm" manuevers through maze; Eats Fruits and troublesome "Jumping Beans". Jumping Beans make "Slinky" longer. "Slinky" has ability to become tangled-up and Jumping Beans can keep multiplying.

All Games Claim - More Realistic Sound Effects
- More Colorful Graphics
- More Action and Challenge
- Introduction opening, demonstration of game play, and ending
- Bonus Points
- Difficult Skill Levels

Strengths:

Good graphics, interesting game titles.

Weaknesses:

Games chide a player when he does poorly, weak game play.

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Evaluation:

Likely Spectravision will expand list of titles.

Implications:

They could become a software manufacturer of comparable stature to Activision; one to watch

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SPECTRAVISION™

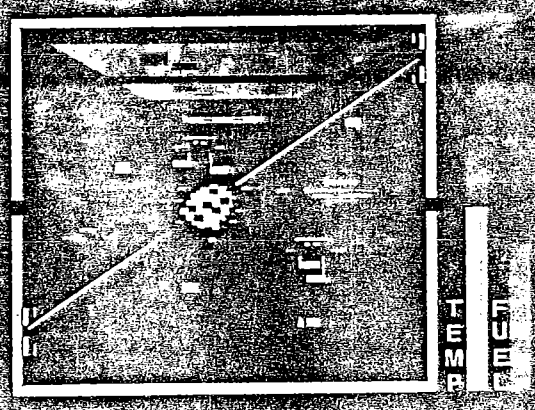
VIDEO GAME CARTRIDGE

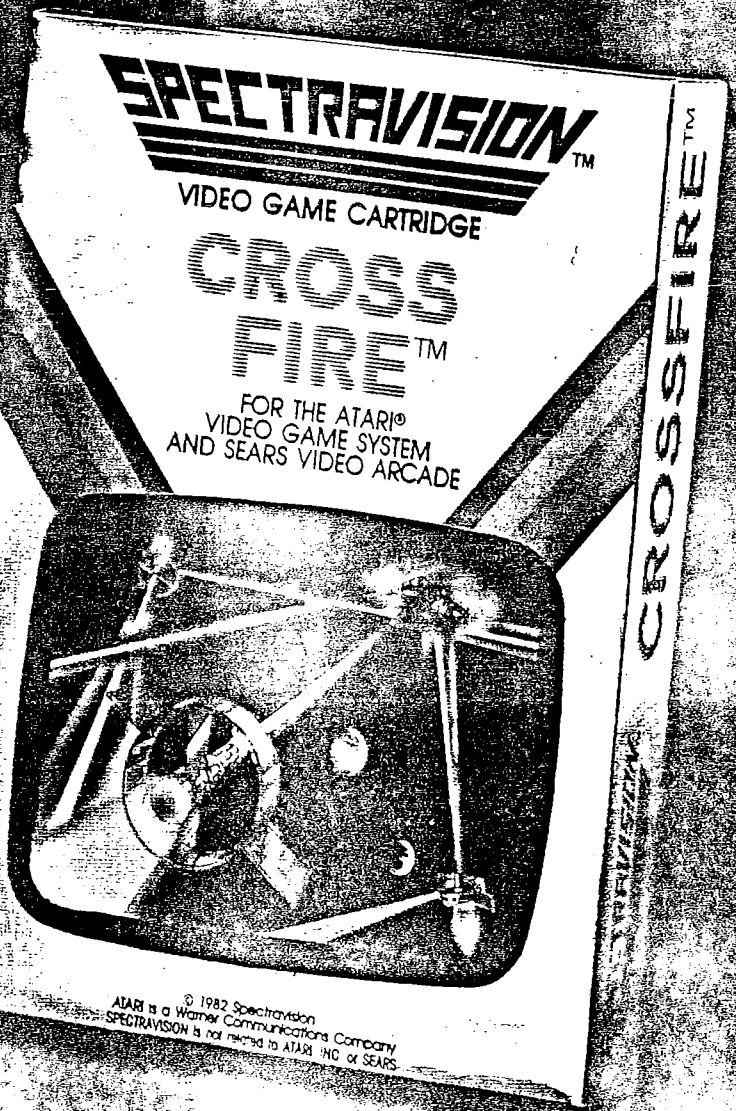
CROSS FIRE™

SA-203

MEET THE CHALLENGE:

For zeons and zeons, the evil "Morpuls" from the planet "Tzoris" have been terrorizing the far corners of our galaxy, leaving a trail of havic and destruction. Our clever scientists have developed a new powerful weapon called "Spectron." Your recent success on your last mission "Planet Patrol™" makes you the ideal choice to deploy our new power against the evil forces. Get ready for some far out action — but don't get caught in a cross fire!





DON'T GET CAUGHT IN A CROSS FIRE!

SPECTRAVISION™ games have:

- MORE REALISTIC SOUND EFFECTS
- MORE COLOREUL GRAPHICS
- MORE ACTION AND CHALLENGE
- INTRODUCTION OPENING DEMONSTRATION OF THE GAME AND ENDING
- DIFFICULT SKILL LEVELS
- BONUS POINTS

SPECTRAVISION™ 39 W. 37th Street New York, N.Y. 10018 (212) 869-7911

FOR THE ATARI® GAME SYSTEMS AND SEARS VIDEO ARCADE®

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SPECTRAVISION™

VIDEO GAME CARTRIDGE

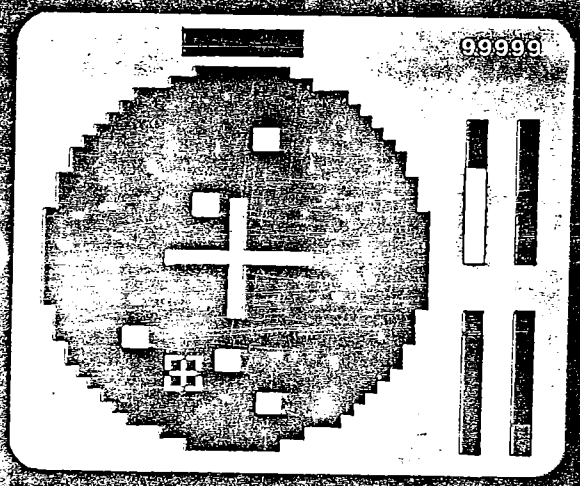
CHINA SYNDROME™

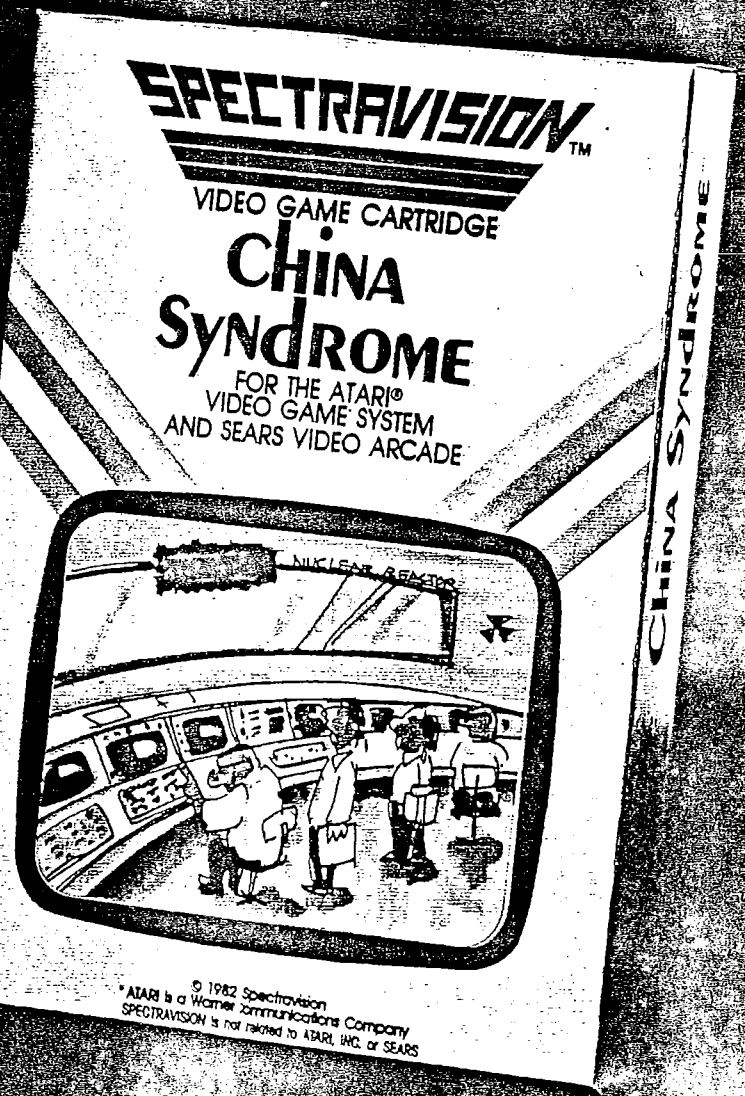
SA-205

MEET THE CHALLENGE:

For years the nuclear power plant at "SPECTRA ISLAND" has provided safe and efficient power for the people of Spectraville. Now a devastating earthquake has changed everything. The "Core" has been damaged from the last tremor. Radioactive particles are loose and threaten to overheat the reactor and threaten the lives in SPECTRAVILLE. The envitable event will take place—The Meltdown.

Take the situation in your hands... only your expertise and skillfull hands can save the day. Take control of the joystick and move the decontamination diffusion vacuum and start picking up those radioactive particles. It's challenging and at times frustrating. If you can't save the day, no one else can.





GET READY FOR A MELT-DOWN!

SPECTRAVISION™ games have:

- MORE REALISTIC SOUND EFFECTS
- MORE COLORFUL GRAPHICS
- MORE ACTION AND CHALLENGE
- INTRODUCTION, OPENING, DEMONSTRATION OF THE GAME AND ENDING
- DIFFICULT SKILL LEVELS
- BONUS POINTS

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SPECTRAVISION™

VIDEO GAME CARTRIDGE

GANGSTER ALLEY™ No. 2001

Meet LEFTY, SCAR FACE, MUGSY, SHIFTY and the most sinister and deadly of them all — "NITRO ED". They're out to challenge you to the most exciting quick-draw shoot-em out game that has ever appeared on the screen. Your assignment is to meet them on their turf — "GANGSTER ALLEY". You are equipped with bullet proof vests and a gunsight. Your mission is to outdraw them and collect the monetary rewards before they shoot you. They actually appear out of the windows at random to take shots at you and "NITRO ED" sneaks up from the roof top and drops bombs. Periodically, innocent citizens appear from the window and if you accidentally hit them, you'll lose points. The shoot-out switches from day time to night. The game gets tougher as it progresses. Realistic sound effects and graphics make this a true to life battle. The game is over when "NITRO ED" succeeds in dropping the bomb. If you lose, the entire gang comes out of the door and they all laugh at you.

SPECTRAVISION™ games have:

- MORE REALISTIC SOUND EFFECTS
- MORE COLORFUL GRAPHICS
- MORE ACTION AND CHALLENGE
- INTRODUCTION OPENING DEMONSTRATION OF THE GAME AND ENDING
- DIFFICULT SKILL LEVELS
- BONUS POINTS

- CAST OF CHARACTERS MUGSY, SCAR FACE LEFTY, SHIFTY AND NITRO ED
- BULLET INDICATOR AND BULLET PROOF VEST INDICATOR
- BOMB
- [illegible]
- [illegible]
- [illegible]
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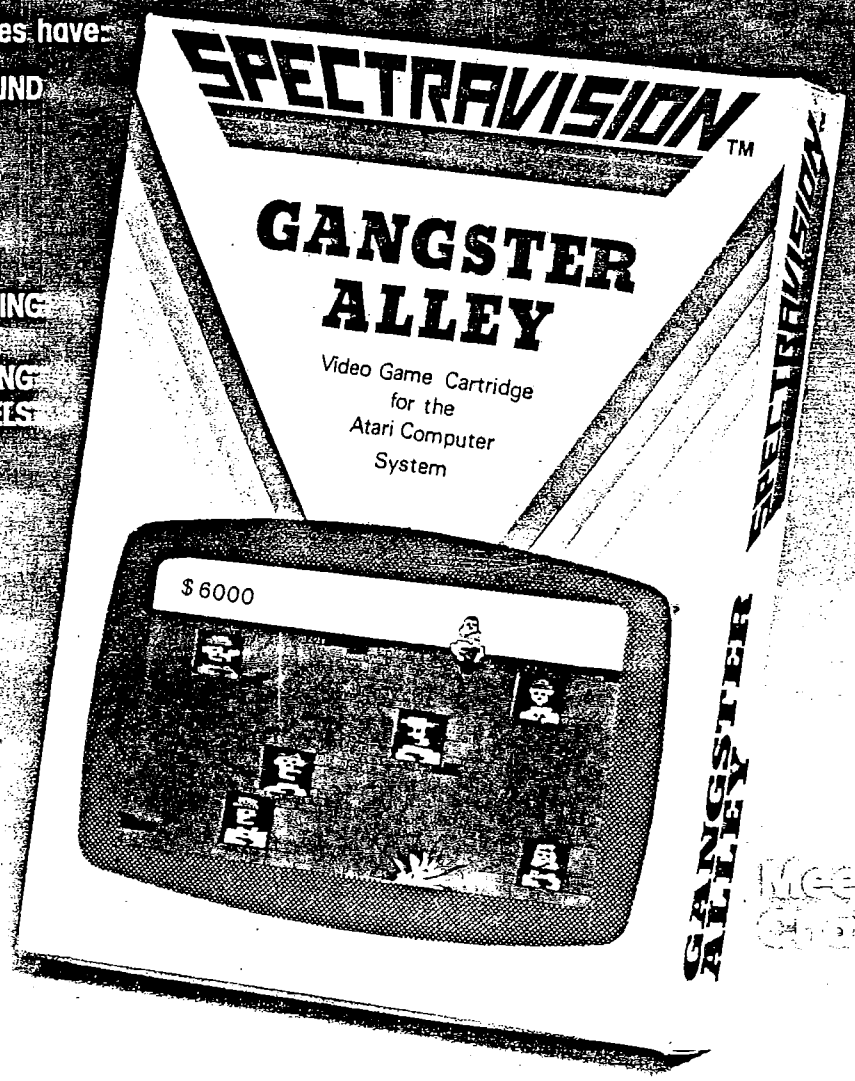

FOR THE ATARI® GAME SYSTEMS AND SEARS VIDEO ARCADE

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REWARD

LEFTY

SCAR FACE

MUGSY

SHIFTY

NITRO ED

WANTED

VIDEO GAME CARTRIDGE

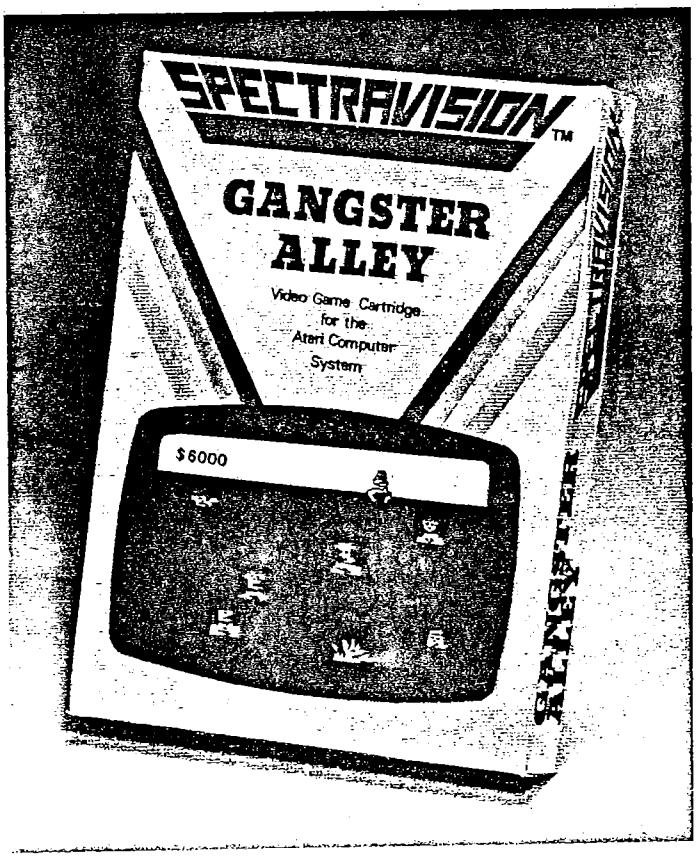
Meet the gang—LEFTY, SCAR FACE, MUGSY, SHIFTY and the most sinister and deadly criminal of them all—"NITRO ED." They're out to challenge you to the most exciting quick draw shoot-out game that has ever appeared on the video screen. Your assignment is to meet them on their turf—"GANGSTER ALLEY." You are equipped with bullet proof vests and a gun-sight. Your mission is to out-draw them and collect the monetary rewards before they shoot you. They actually appear out of the windows at random to take shots at you, and "NITRO ED" sneaks up from the roof top and drops bombs. Periodically, innocent citizens appear from the windows and if you accidently hit them, you'll loose points. The shoot out switches from day to night time. The game gets tougher as it progresses. The game is over when "NITRO ED" succeeds in dropping the bomb. If you lose, "NITRO ED" comes out and laugh at you.

The graphics and sound effects are sensational. Your biggest reward will be when you see your sales soar.

Come see and meet the challenge at Booth #2081 at the 1982 SUMMER CES SHOW at McCormick Place, Chicago— June 6th thru 9th.

SPECTRAVISION™

39 W. 37th Street New York, N.Y. 10018
(212) 869-7911



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SPECTRAVISION™

PLANET PATROL™

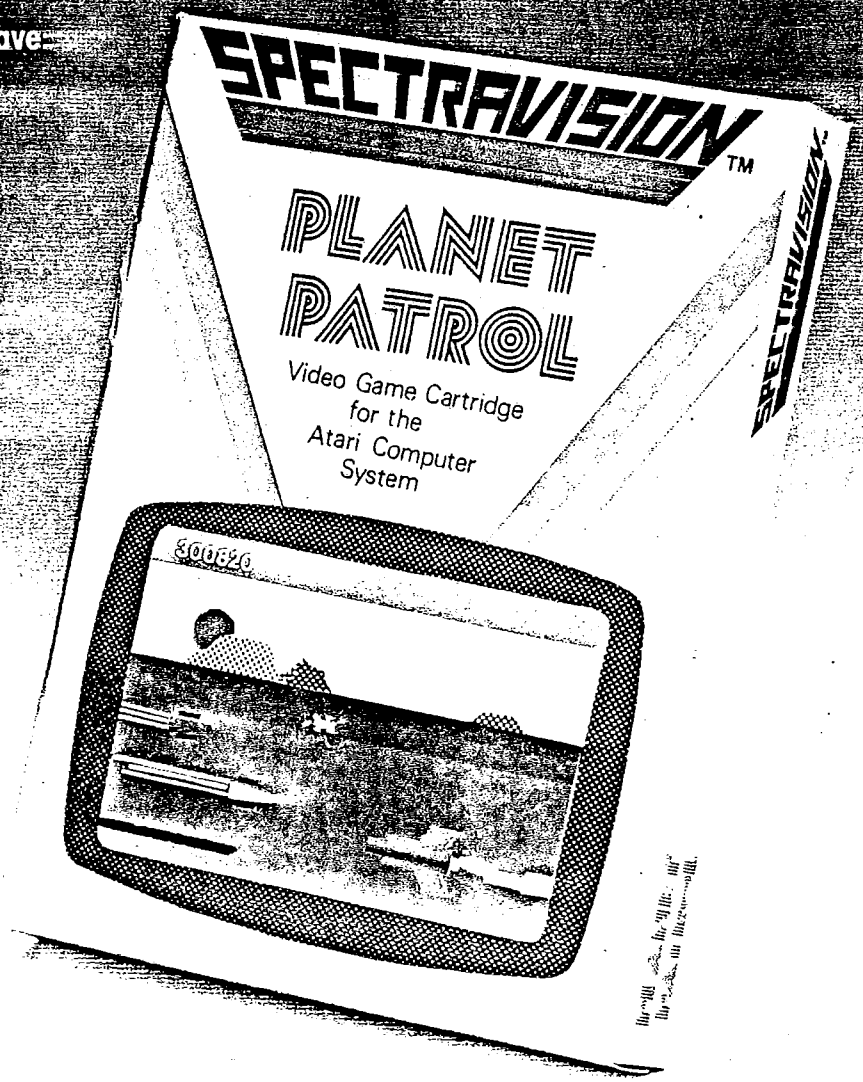
No. 2002

Meet the Challenge

You're an ace fighter pilot patrolling and protecting the galaxy. You are constantly being attacked by evil forces who fire missiles at your craft. As you guide your ship across the colorful terrain you dodge oncoming missiles and you fire back. The object of the game is to destroy as many missiles and the mother ship before it destroys you. Your assignment takes you from daylight to night missions and in your encounters you have to rescue downed pilots. Periodically you have to make re-fueling stops. The Graphics are true to life. The game is over when the mother ship is destroyed. Planet Patrol is destined to become a universal hit.

SPECTRAVISION™ games have:

- MORE REALISTIC SOUND EFFECTS
- MORE COLORFUL GRAPHICS
- MORE ACTION AND CHALLENGE
- INTRODUCTION OPENING DEMONSTRATION OF THE GAME AND ENDING
- DIFFICULTY SKILL LEVELS
- BONUS POINTS



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SPECTRAVISION™

VIDEO GAME CARTRIDGE

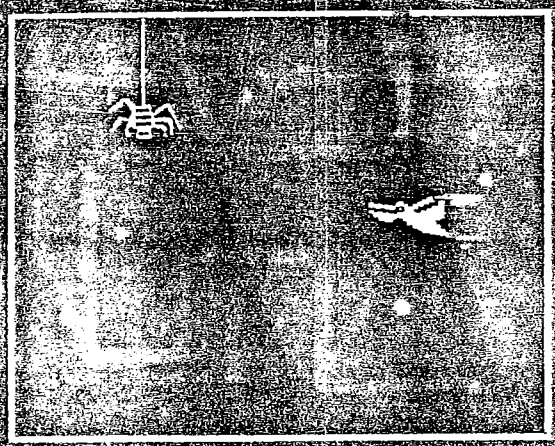
TAPE WORM™

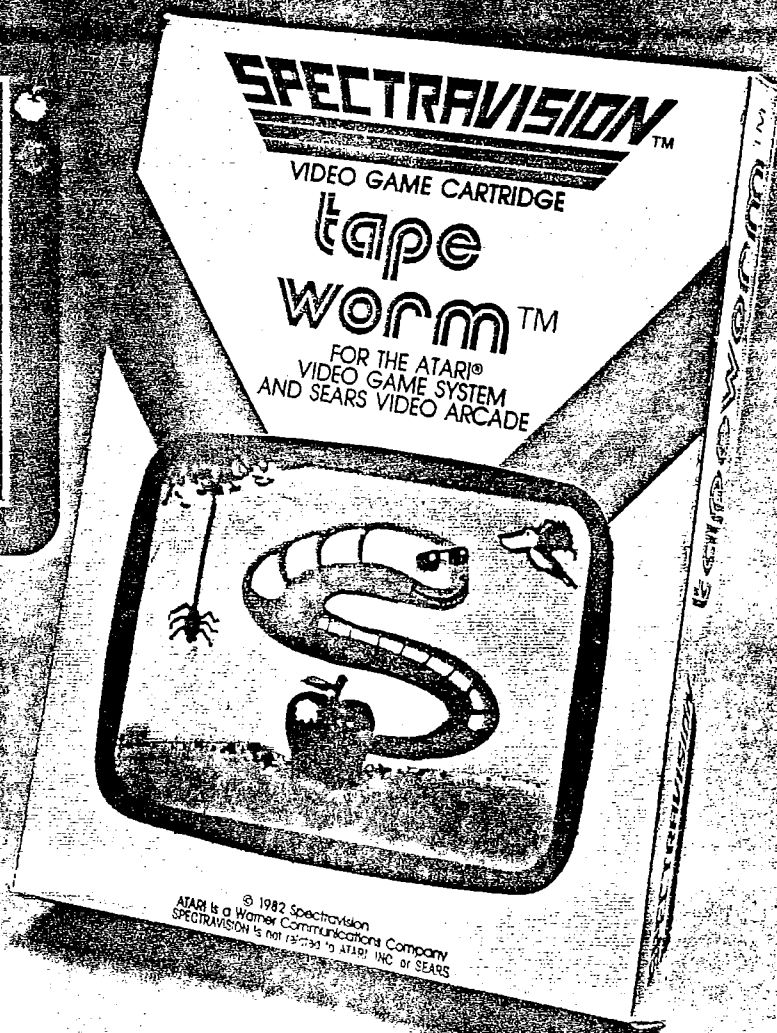
SA-204

SPECTRAVISION INTRODUCES "SLINKY", THE "SPECTRAWORM"

What? You don't know what a "Spectraworm" is? Well... Spectraworms are the little critters that live behind your TV set and they eat up all those fruits left over from those other video games that you play. To "Slinky," its more than just a game. It's real hard work, because you control Slinky's course with your joystick. Through the game, you'll come across "Spanky" the spider and "Beeky" the Bird. You have to use your mental and visual concentration on this game.

"Slinky," the "Spectraworm," just loves fruits. Promise him fruits, and he will eat up those troublesome "Jumping beans" for you. Every time "Slinky" eats a bean he gets longer! And sometimes he gets all tangled up... and those silly beans just keep multiplying if you don't get rid of them in time. To make things worse, "Spanky" the spider and "Beeky" the bird are trying to make a meal out of "Slinky." Sounds like a lot of fun and games... It certainly is!





SPECTRAVISION™ games have:

- MORE REALISTIC SOUND EFFECTS
- MORE COLOREFUL GRAPHICS
- MORE ACTION AND CHALLENGE
- INTRODUCTION OPENING DEMONSTRATION OF THE GAME AND ENDING
- DIFFICULT SKILL LEVELS
- BONUS POINTS

SPECTRAVISION™ 39 W. 37th Street New York, N.Y. 10018 (212) 869-7911

FOR THE ATARI® GAME SYSTEMS AND SEARS VIDEO ARCADE®

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: TIGERVISION

PARENT COMPANY: TIGER ELECTRONIC TOYS INCORPORATED

Product(s):

- Atari compatible cartridges:
  - King Kong
  - Jawbreaker
  - Threshold
  - River Patrol
  - Marauder
- Mini Arcade Electronic Games
- LCD Clock Games
- Self-Contained sports games (table top electronic sports games)
- Pocket-size computer games
- Childrens hand-held electronic games
- Educational electronic talking computers - w/expandable advanced learning cartridges
- Talking picture books - w/expandable modules
- Mickey Mouse - cassette player
- PAC-MAN AM Radio with headphones

Special Features:

- Units are self-contained
- Portable
- Battery-operated
- Children's educational units utilize association with Mickey Mouse & Sesame Street

Pricing:

Video games - retail $22.95 - $31.95

Strengths:

- This company's products targeted strictly to children's market.
- Strong educational benefits emphasized.
- Previous experience in marketing products for children.

Weaknesses:

- Graphics, game play and game concepts for Atari-compatible cartridges weak and simplified. Strictly for younger children.

Evaluation:

Not likely to be a serious contender in "bread and butter" VCS cartridge market (i.e., arcade hits, complex adventure/strategy game concepts), however, may steal some share of children's video game software market. Will continue to be perceived as a kids toy maker.

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TIGERVISION™

TIGERVISION PRICING – DEALER

Effective June 1, 1982

Model No.	Title	Dealer Cost	Suggested Retail	Pack
7-001	**King Kong™**	**$18.50**	**$31.95**	**6**
7-002	**Jawbreaker™**	**$18.50**	**$31.95**	**6**
7-003	**Threshold™**	**$14.50**	**$22.95**	**6**
7-004	**River Patrol™**	**$14.50**	**$22.95**	**6**
7-005	**Marauder™**	**$14.50**	**$22.95**	**6**

Terms: 2% 30 days net 60 days

All orders are subject to final acceptance by Tiger Electronic Toys, Inc. at its home office, Mundelein, Illinois.

Prices are subject to change without notice.
Products are not price protected.

Six Package Shipper: 6⅝" × 5⅝" × 7⅝",
Cubic Measurement 0.16 Cubic Feet.
Est. Shipping Weight 2.0 lbs.

TIGERVISION, Division of
Tiger Electronic Toys, Inc.
909 Orchard
Mundelein, Illinois 60060
Telephone: (312) 949-8100
Telex 210042 TIGR UR

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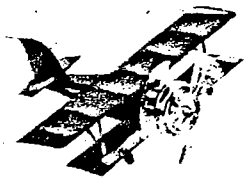
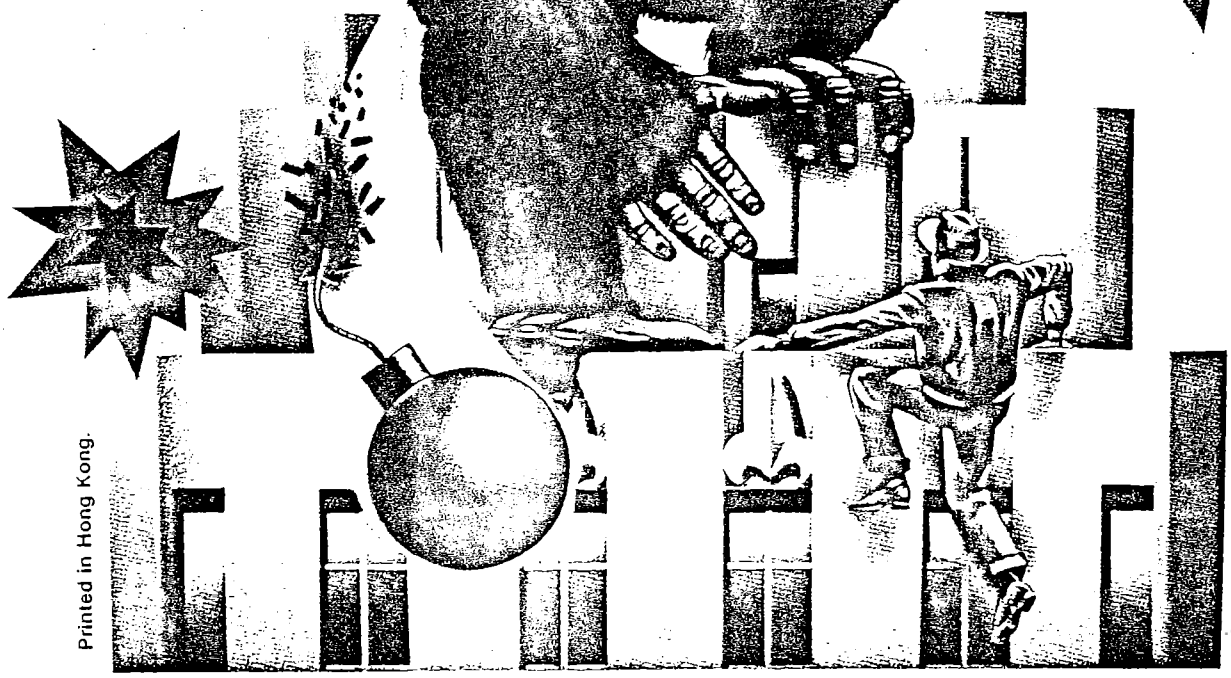
TIGERVISION®

KING KONG™



Rescue the lady from King Kong's clutches atop the Empire State Building. You must climb to the top of the building while avoiding (jumping) the bombs King Kong is throwing at you. The quicker you save her the greater your bonus.



Printed in Hong Kong.

King Kong Trademark of Universal Studios Inc. © 1982 Universal City Studios, Inc.

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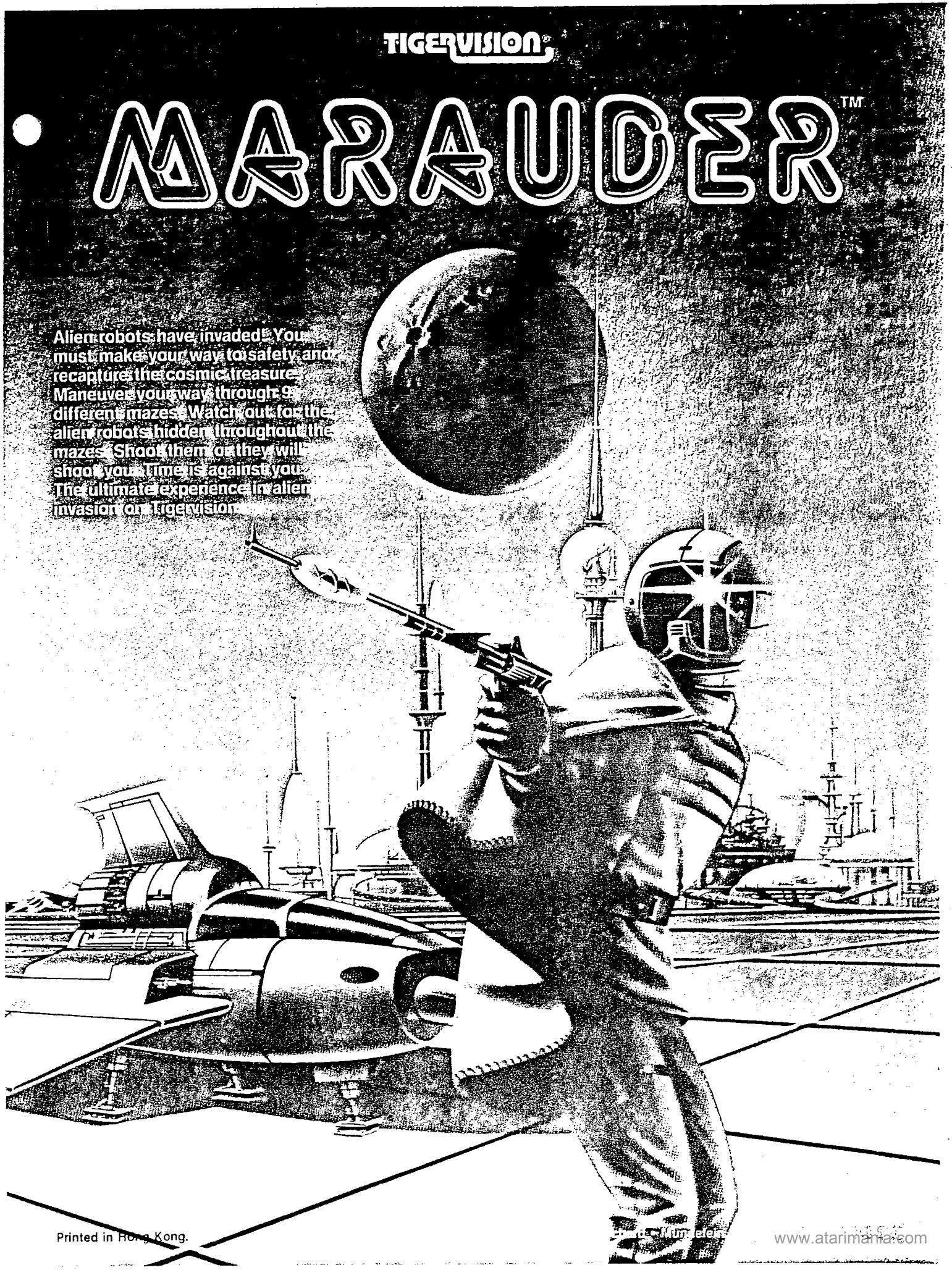
TIGERVISION®

MARAUDER™

Alien robots have invaded. You must make your way to safety and recapture the cosmic treasure. Maneuver your way through 9 different mazes. Watch out for the alien robots hidden throughout the mazes. Shoot them or they will shoot you. Time is against you. The ultimate experience in alien invasion on Tigervision.



Printed in Hong Kong.

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TIGER VISION

RIVER PATROL

Pilot the leaky boat up the river. Realistic steering action with thrust control. Be careful to avoid the obstacles; logs, aligators, swirling whirlpools and the river banks. Try to save as many people as you go to collect bonus points. Complete the course before you take on too much water or your boat will sink. Great piloting for the entire family.

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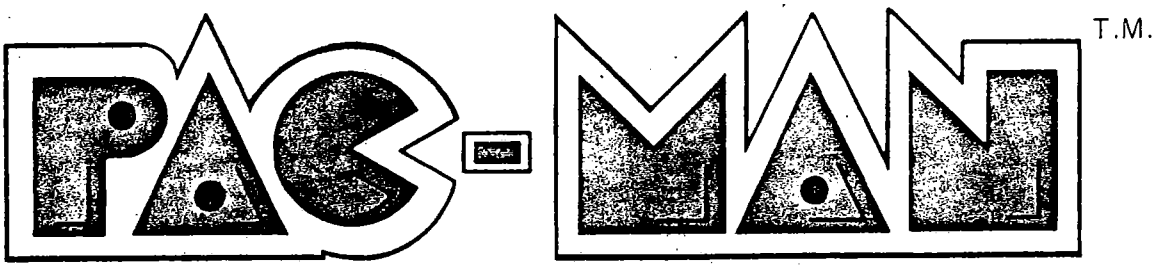
Printed in Hong Kong.

TIGERVISION
You're loose in a candy factory. Quickly
move the chomping set of teeth to eat up
all the candy bars. When you're not eating
you lose energy and speed — be careful
the happy faces may get you. Clear the
screen and its time for some quick
hygene — a tooth brush will clean your
teeth to get you ready for your next romp
through the candy factory. Tigervision fun
at its sweetest.
Mundelein, Illinois 800

TIGERVISION
THRESHOLD
TM
1474
You're in command of an exploring space attack ship. Be prepared to fire on invading space enemies — you can progress through the gallexy and encounter up to 12 different enemy forces!!! Be alert — for the narrow tunnels you must fly your ship through. Blast off for a super space adventure from Tigervision.
Tiger Electronic Toys, Inc. • 909 Orchard • Mundelein, Illinois 60060 • 312-949-8100
Printed in Hong Kong

X

Tiger Electronic Toys



T.M.

AM Radio With Head Set

AM radio with head set may be used with or without head set. Uses one 9 volt battery (not included).

Model	Description	Pack
7-330	Pac-Man™ Radio	12

TIGER ELECTRONIC TOYS

909 Orchard
Mundelein, IL 60060
(312) 949-8100

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY: VIDTEC

PARENT COMPANY: U.S. GAMES CORPORATION, SUBSIDIARY OF QUAKER OATS CO.

Product(s):

Video game software

Compatibility:

Atari VCS

Product Line:

No hardware.
8 cartridges, hope to expand to a library of games. Mostly adventure/strategy games.
Titles -
- Space Jockey
- Sneak 'N Peek
- Word Zapper
- Commando Raid
- Weird Bird
- Towering Inferno
- Gopher Attack
- Maze Chase

Pricing:

$25 - $30 retail list.

Strengths:

Excellent graphics, strong library of games. Resources of Quaker Oats Company.

Weaknesses:

Unsophisticated software: i.e., limited number of game variations; weak game play.

Implications:

Could cut into Atari software sales, simply by presence in the marketplace. Could pose serious threat should one of their games become a hit. Is a company to watch.

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CONFIDENTIAL DEALER PRICE LIST

June 6, 1982

VIDEO CARTRIDGES
Playable through Atari® Video Computer System™

MODEL	TITLE	MASTER PACK	DEALER COST	SUGGESTED RETAIL
VC 1001	Space Jockey™	60	$14.88	$24.95
VC 1002	Sneak 'n Peek™	60	$18.50	$29.95
VC 1003	Word Zapper™	60	$18.50	$29.95
VC 1004	Commando Raid™	60	$18.50	$29.95
VC 1005	Weird Bird™	60	$18.50	$29.95
VC 1006	Squeeze Box™	60	$18.50	$29.95
VC 1007	Untitled	60	$18.50	$29.95
VC 1008	Guardians of Treasure™	60	$18.50	$29.95
VC 1009	Towering Inferno™	60	$18.50	$29.95
VC 1010	Gopher Attack™	60	$18.50	$29.95
VC 1011	Maze Chase™	60	$18.50	$29.95

Minimum Qualifying Order: Initial order—600 units assorted.
Reorders—240 units assorted.

All orders must be in master pack quantities.
(Each master pack contains 10 individual shelf packages of six cartridges.)

- **FOB:** Santa Clara, CA
- **FREIGHT:** Surface freight prepaid subject to minimum qualifying quantities.
- **TERMS:** 2% 15, Net 30 Days.
- **COOPERATIVE ADVERTISING:** 5% accrual of net purchases. Subject to Co-op Policy.
- **WARRANTY:** Limited 90 days—one way freight paid by sender.
  All returns will require an authorization number from U.S. Games.
- Price subject to change without notice.

ORDER ACCEPTANCE SUBJECT TO TERMS OF SALE (see reverse side) AND APPROVAL OF U.S. GAMES CORPORATION.

U.S. GAMES CORPORATION
A subsidiary of The Quaker Oats Company
1515 Wyatt Drive / Santa Clara, California 95054
Telephone (408) 748-9800 / Telex 171136

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STANDARD TERMS

Terms are 2% 15 Net 30. Terms are from date of shipment not receipt of goods or receipt of invoice. The cash discount is offered for payment within 15 days. To earn the discount, payment must be received by U.S. Games at our office in Santa Clara, California, or at the remit to address on our invoice, prior to the 21st day after shipment. Discounts taken on payments received the 21st day or after, from date of shipment must be refunded to U.S. Games.

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In placing an order with U.S. Games, unless otherwise indicated by customer at the time of order, customer affirms that all merchandise inventory and accounts receivables are free and clear of liens or encumbrances of third parties. U.S. Games reserves the right, at its sole discretion, to demand immediate payment of all customer indebtedness, whether or not then due, in the event of an undisclosed existence of, or subsequent placement of, a lien or encumbrance by a third party on customer's merchandise inventory or accounts receivable.

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All freight loss and damage-in-transit claims must be filed by the consignee with the delivering carrier.

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Vidtec™

Vidtec is a word that we coined to reflect the foundation of our business. Our thrust is to focus advanced technology on video products, thus providing increased consumer entertainment from home video equipment. Technology and Video. Video and Technology. Vidtec.

Approach

First and foremost, we are in business to provide home entertainment for families and individuals. We intend to provide this service by developing a library of games suitable for play by youngsters, youths, and adults, and marketing these games at competitive prices.

Team

Our first priority has been to assemble a team of knowledgeable, experienced game designers to develop concepts. These concepts were then refined into games with enhanced playability ... prolonged interest and challenge for players of various ages and skill levels, superlative graphic animation, and scoring excitement.

The next step in bringing a superior product to the consumer marketplace involved the skill and experience of engineering and manufacturing personnel. Here again, we have brought together a team with vast experience in translating the wonders of semiconductor technology into enjoyable, high quality products.

Research

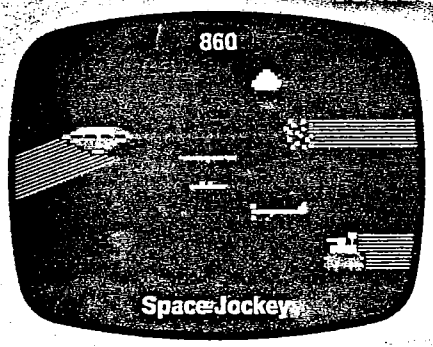
Our next priority is to carefully research our potential market to ensure that our games provide maximum fun and entertainment. Our affiliation with The Quaker Oats Company will expand our data base and sharpen our insight into developing products that match the diverse interest of the consumer marketplace.

Products

But actions speak louder than words. Our initial offering of games accurately reflects our consumer service and value philosophy, as well as demonstrates the "library of games" concept. *Sneak 'n Peek*, based on the traditional children's activity hide-and-go-seek, provides hours of fun for one or two youngsters. *Word Zapper* can be played by youngsters, but with 24

Space Jockey™

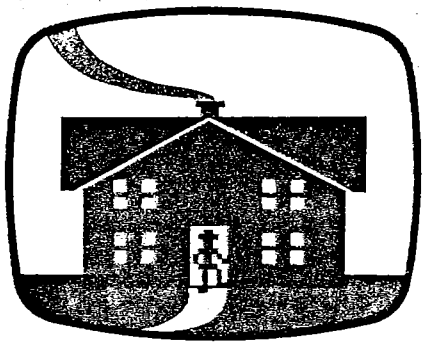
VC-1001



Video fans get set ... the hottest new game in the cosmos has arrived. All new and packed with action, *Space Jockey* puts you at the controls of a supercharged Attack Saucer. Think fast ... move swiftly ... you'll be doing battle with hordes of helicopters, waves of frenzish jets, even prop planes, balloons and tanks. Think [illegible] move up to the next level for a far out challenge you never thought came in a video game.

Sneak 'n Peek™

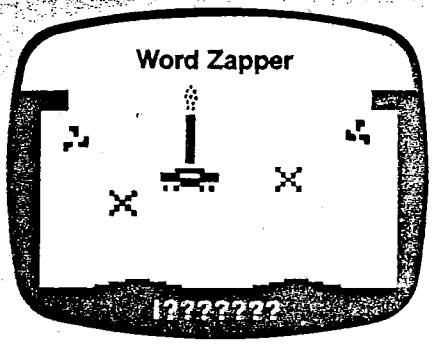
Time for hide and seek supreme with VIDTEC's own *Sneak 'n Peek*. Tripide around a mansion filled with furniture till you find a good place to hide. Make sure you explore all the rooms, plus outdoors ... each has its own dazzling graphic display. Your opponent (or the computer) races against the clock to find your secret hiding place ... it could be almost anywhere. Upbeat background music makes the chase more intense ... you've never heard anything like it before. A video adventure beyond compare for youngsters ... as well as the young at heart.



VC-1002

Word Zapper™

VC-1003



Flash! You've got to be quick to play *Word Zapper*. Flash! A word appears on the screen ... now it's done. Can you put it back together? You're given lots of letters and blank spaces, but there's one catch: you must fire your letter into place with the aid of a Word Cannon. If you miss the computer lets you know loud and clear. A new mind-twisting challenge guaranteed to learn you spellbound.

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game variations also provides an ample adult challenge. *Space Jockey*, *Commando Raid*, and *Towering Inferno* are a sampling of our highly animated, action games for players of all ages, particularly the youth market.

Advertising

Strong products deserve powerful promotional support, and that's just what we intend to do. We'll support the Vidtec brand name and individual game titles with heavy national advertising in magazines and on television. We'll supply high visibility point-of-purchase material and unique merchandising programs. Plus, we're setting up a generous cooperative advertising program, providing funds for the local retailer to convert consumer awareness into sales.

Distribution

Being sensitive to consumer wants and designing and manufacturing products to fill those wants is still not enough. Our products must be readily available to consumers in convenient retail outlets. Hence, we are developing a broad network of distributors and retailers. Our policy toward this invaluable distribution network is simply to be fair and forthright, as we share the benefits of our planned growth.

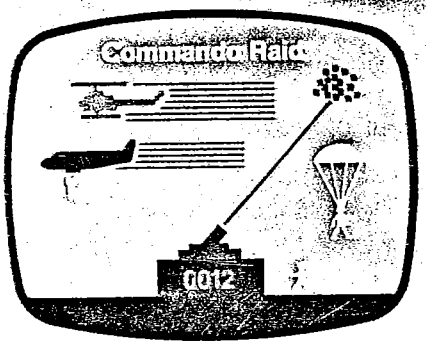
Future

And we do plan to grow. We believe that our approach through research of consumer wants, interpreted and utilized by experienced game designers and technologists, will result in a library of games with superior playability and consumer interest. These extraordinary products, promoted by carefully targeted, highly creative promotional programs and presented to consumers through appropriate retail channels, will establish Vidtec home video games as the marketplace leaders.
Come join us!

U.S. Games Corporation

Commando Raid™

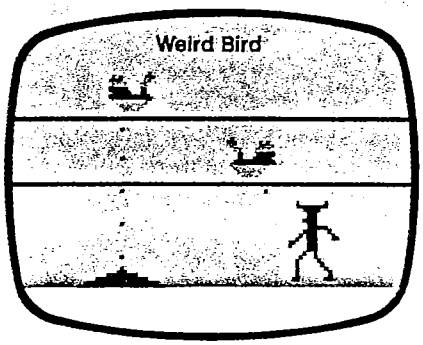
VC-1004



[illegible] the enemy is [illegible] the sounds of the siege [illegible] and it's up to you to [illegible] at all costs. Out [illegible] bombers para[illegible] fighters [illegible] shoot them [illegible] before they annihilate you! If a [illegible] lands, he will advance [illegible] with enough reinforcements [illegible] by storm. [illegible] all ages.

Weird Bird™

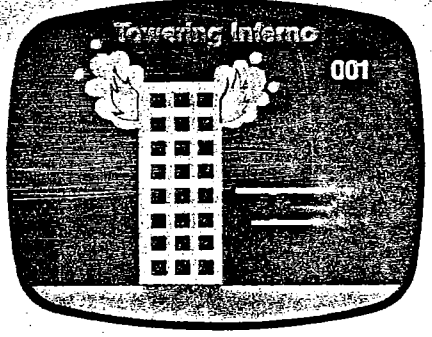
It's the strangest lookin' varmit you've ever seen — it's *Weird Bird*. *Weird Bird* just loves to lay eggs, so watch out! If an egg hits the floor before you can catch it, the yolk's on you. Think you've got a clear shot at the crafty critter? Have a ni, and watch those feathers fly. Get *Weird Bird* mad enough, and he moves in even closer — now you're in big trouble. *Weird Bird* is High Flying egg-citement for the whole brood.



VC-1005

Towering Inferno™

VC-1009



Sirens blare. Alarms sound. The Plaza Skyscraper is ablaze and hundreds are trapped on its upper floors. A veteran firefighter, you race to the scene and take a helicopter to the rooftop. Quickly, you dispatch your men to battle the deadly flames. Smoke engulfs the passageway — flames crackle and dance dangerously close to you. When the passage clears, flee to the rooftop helicopter [illegible] as many survivors as possible. *Towering Inferno* is one game guaranteed to heat you up.

Coming Soon—

VC 1006 Squeeze Box • VC 1007 Untitled • VC 1008 Guardians of Treasure
VC 1010 Gopher Attack • VC 1011 Maze Chase

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY: ARCADIA CORPORATION

Product:

"Supercharger" memory expansion module; game cassettes.

Compatibility:

Compatible with the Atari VCS

Special Features:

The Supercharger plugs into the cartridge slot, hooks up to a regular cassette player which is used to load the program via cassette. The system offers superior graphic resolution vs. the VCS, as well as enhanced game play.

Product Line:

- Supercharger
- "Phaser Patrol" in-packed in original purchase
- Games available: "Communist Mutants From Outer Space", "Fireball", and "Excalibur".
- Games available soon - "Frantic", "Killer Satellites", "Jungle Raid", "Clone Attack", "Sword of Saros", "Labyrinth", "Last Line of Defense".

Pricing:

- Supercharger/Phaser Patrol - $69.95 suggested retail.
- Other games (on cassette) - $14.95 suggested retail.

Introduction:

- August, 1982.

Promotional Considerations:

- Offers a cooperative advertising program - 5% accrual fund of net cost of goods shipped and paid for media costs for "qualified advertising", or ads that next general requirements is credited against the accrual fund.
- Each game cassette contains sample game play for other games in product line.

Strengths:

The Supercharger delivers what's provided - excellent graphics and game play which are comparable to the Atari 800 games. Additionally, the relatively low cost of hardware, and software make the system an attractive peripheral.

Weaknesses:

One major potential weakness could develop if a full complement of games are not available during the Christmas season. It is our judgement that the consumer will not invest money in a new system unless he sees the company's commitment to developing a full product line.

Product Evaluation:

Overall the Supercharger appears to be an excellent product.

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Advertising:

Arcadia tentatively plans to employ spot television in 10 of the top 11 markets (including Boston) for three flights during the September-December period. Additionally, a combination of video game buff books and general audience magazines are to be used during the same period.

Creative Evaluation:

- Arcadia included one television execution in photoboard form. Interestingly, Andy Breyer, the 1981 Atari Asteroid competition champ is used as spokesman for the product.
- The execution deliberately does not explain how the Supercharger works, but instead attempts to use the excellent graphics and game play as the "line" to get the consumer to the store.
- We judge that this approach does not adequately communicate the unique benefits of the Supercharger system, and consequently, the product is not differentiated from other Atari VCS compatible software.

Implications:

The Arcadia Supercharger is a unique and powerful peripheral for the Atari VCS. Properly marketed, we judge it could be quite successful. Indeed, it is a peripheral Atari should consider offering, perhaps with Atari 5200 quality games.

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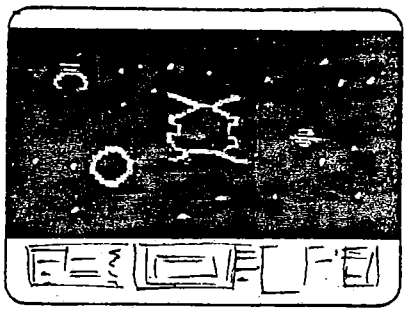
:30" "BREYER"

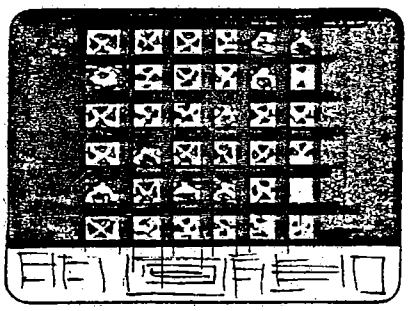
1. Hi, I'm Andy Breyer. Last year I won the International Atari® Asteroids™ Championship...

2. ...but that was kid stuff...

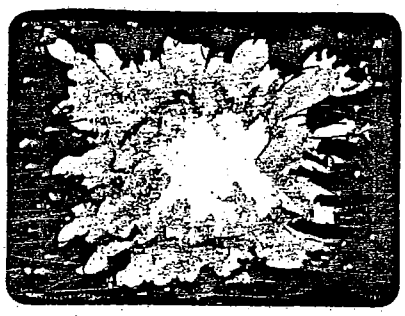
   SFX: Click!



3. SFX: Warp drive sound builds.
   (Voice of God)
   ...now it's Phaser Patrol!™...
   V/O: The first Supercharger™ game for the Atari® Video Computer System™...
   Andy: Shields on...
   V/O: ...more graphics,

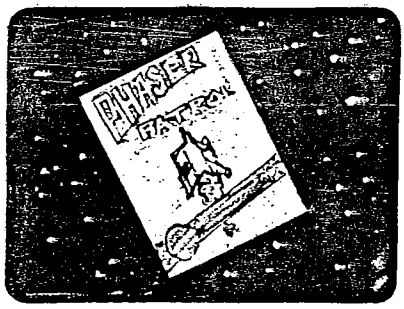


4. Andy: Red Alert
   V/O: ...more realism,
   Andy: Computer lock on...fire...
   V/O: ...more challenge...
   Andy: Got 'im.



5.

6. V/O: ...Arcadia™ supercharges your Atari® set with extra power and action...



7. V/O: ...with Phaser Patrol™ and all the exciting Arcadia™ Supercharger™ games at your favorite store.

8. ANNCR: Arcadia™

9. Arcade action comes home.

ARCADIA™

ARCADE ACTION COMES HOME©

Atari®, Asteroids™, and Video Computer System™ are Trademarks of ATARI, INC.
©1982 ARCADIA CORP.

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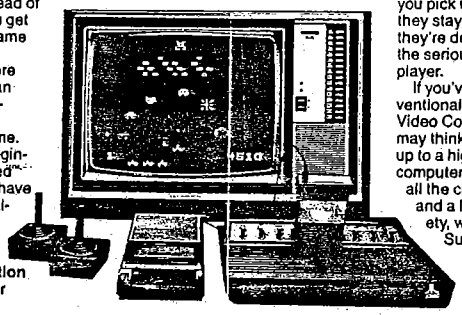
SUPERCHARGE YOUR ATARI®
VIDEO COMPUTER SYSTEM™

Arcadia™ has gone one giant step beyond great video games. By making your Atari® set an even greater video game machine.

The Arcadia™ Supercharger™
Slip the Supercharger™ into the game slot of your Video Computer System.™ You've added advanced electronics and increased the computer memory many times over. Your Atari® set can now do things it could never do before.

The graphics generator can now scan every line of the TV screen—instead of every other line. So you get sharper, more lifelike game characters. The bigger memory can handle more complex games. You can now have two totally different, but interrelated, screens for a single game.

And this is just the beginning. With Supercharged™ Arcadia™ games, you'll have more options, more challenge levels, and more enduring fun.



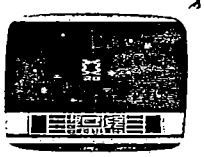
The Cassette Connection
Plug the cable from your Supercharger™ into the earphone jack of any standard cassette player—portable, console, or deck. Place an Arcadia™ game cassette in the player, press the "play" button, and watch the action begin on the TV screen.

You'll soon prefer our cassettes to conventional cartridges. For openers, cassette tape is less expensive than the memory chips in video game cartridges. So you'll pay less for more game action.

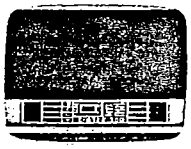
A special feature nobody else offers is the "live action" previews of other games. Instead of rewinding the tape after loading a game, press play again. You'll be treated to a whole series of full color, full action looks at other games in the Arcadia™ library.

Games you can take seriously
You'll find Arcadia™ games involving the first time you pick up the joystick. And they stay involving, because they're designed to challenge the serious video game player.

If you've mastered the conventional games for the Atari® Video Computer System,™ you may think you need to move up to a high-powered personal computer. Not so. You'll find all the challenge you want, and a lot more game variety, with your Arcadia™ Supercharger.™ It's the best way to bring arcade action home.



Blistering enemy attacks



Strategic sector-hopping

PHASER PATROL™
(Comes with the Supercharger™)

Your mission: exterminate the Dracon armada before you run out of torpedoes or energy. Or luck.

The Dracon attackers are tough, and you can make them tougher with the flick of a switch. You can also tempt fate by letting your shields down or cutting your energy reserves fine before you return to starbase.

Plan your strategy on the galactic sector map. Warp-hop to a sector full of aliens. Or head back to your starbase for supplies and repairs.

When you're awarded the rank of Hero, level one, you'll know you're just about ready for the real thing.

SPECIAL OFFER!
Full color Communist Mutants from Space™ poster. Only $3.50.

Get this incredible 14" by 20" poster by famous artist Alton Kelley (of Journey album cover fame). We'll mail it to you postpaid, and put you on a list for free catalogs of new Arcadia™ games. But order today, because the offer expires when our supply of posters runs out.

WOW! Send me a Communist Mutants from Space™ poster immediately. I've enclosed a $3.50 check made out to "Arcadia Poster Offer." I'm willing to wait 4 to 6 weeks, but I really want it sooner.

Offer void where restricted or prohibited by law.
Mail to:
ARCADIA™ POSTER OFFER
P.O. Box 2070
Saratoga, CA 95070

Name _____

Address _____

City _____

State _____ Zip _____

Number of Atari® cartridges owned _____

Select your game option from an on-screen "menu."

COMMUNIST MUTANTS FROM SPACE™

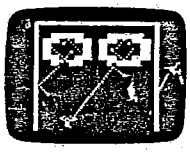
Your mission: vaporize the mutant warriors before they overrun your home planet.

Those Commie Mutants are crazy! Wipe out wave after wave of them, and they keep on coming. And the more you vaporize, the meaner they get.

Well...you've got a few tricks up your sleeve, too. The "shields" option lets you deflect their bombs with a tug on the joystick. "Time warp" lets you gain back lost ground when necessary. And "penetrating missiles" and "guided missiles" let you mow them down in style.

But the real trick is to keep your planet safe for democracy without using any special features.

Up to four can play, and the screen keeps track of the highest score. Just to make sure the heroes get the recognition they deserve.



Don't let the fireball get past your shield.

FIREBALL™

Your mission: smash wall after wall of bricks with the red hot fireball.

The Roman gladiators had to face lions, but never a wildly bouncing fireball. Use your shield to deflect the fireball back toward the wall of bricks. Rack up points as you pulverize the wall.

You can score up to 1 million points, and you can turn the game over indefinitely. When you get too good at one wall arrangement, move on to another.

Up to four can play, and up to six fireballs can roar around the screen at once. Chances are you'll get burned from time to time with this game.

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COMING SOON FROM ARCADIA™

More Supercharged™ Games For Your Atari® Video Computer System™

FRANTIC™

You're a master juggler, but how many more burning batons can you keep in the air? The situation is getting *frantic!*

KILLER SATELLITES™

They're armed with lethal particle beam cannons, and they've gone out of control. Your only hope is to deflect their attack until they run out of energy. But here come some more!

JUNGLE RAID™

You'll have to fly low under their radar. Skim the tree tops. Watch the terrain closely. And lay your bombs right into their supply dumps. But be careful, they know you're coming.

CLONE ATTACK™

Mow them down and more than twice as many spring up. And meaner than ever. Just when you think you've got their number, they'll throw something *really* weird at you.

SWORD OF SAROS™

The wizards are at war, and you're caught in the middle. You can get back home, if you can get the Sword of Saros. You get it by sneaking into a virtually impregnable castle...

LABYRINTH™

Corridors, huge and identical, loom in all directions. You're lost in a monster multi-dimensional maze. Somewhere, there's a way out. But lurking between you and freedom is a cunning sentinel.

LAST LINE OF DEFENSE™

Your town is under heavy armoured attack. You have one tank left, but you won't surrender. If you can hold out just a while longer, they'll repair another tank for you. Meanwhile, you're the last line of defense.

A deadly struggle deep within the human body.

SUICIDE MISSION™

Your mission: hold off the killer virus invasion until the antibody army arrives.

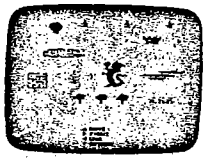
It's the ultimate battleground, the human body. The invaders are savage strains of deadly virus. They've broken into the bloodstream. Soon they'll swarm into the heart and paralyze it.

Unless your warrior leucocytes stop them.

The body is desperately producing powerful antibodies to destroy the invaders. But that takes time. It's up to you to buy that time.

This is arterial warfare at its finest. Crush one virus attack, and they'll break through another lymph barrier. Each time, a little closer to the heart. And every second, their army grows.

Here's one game guaranteed to keep your heart pounding. If you're good enough. Plenty of difficulty options to keep you constantly challenged.



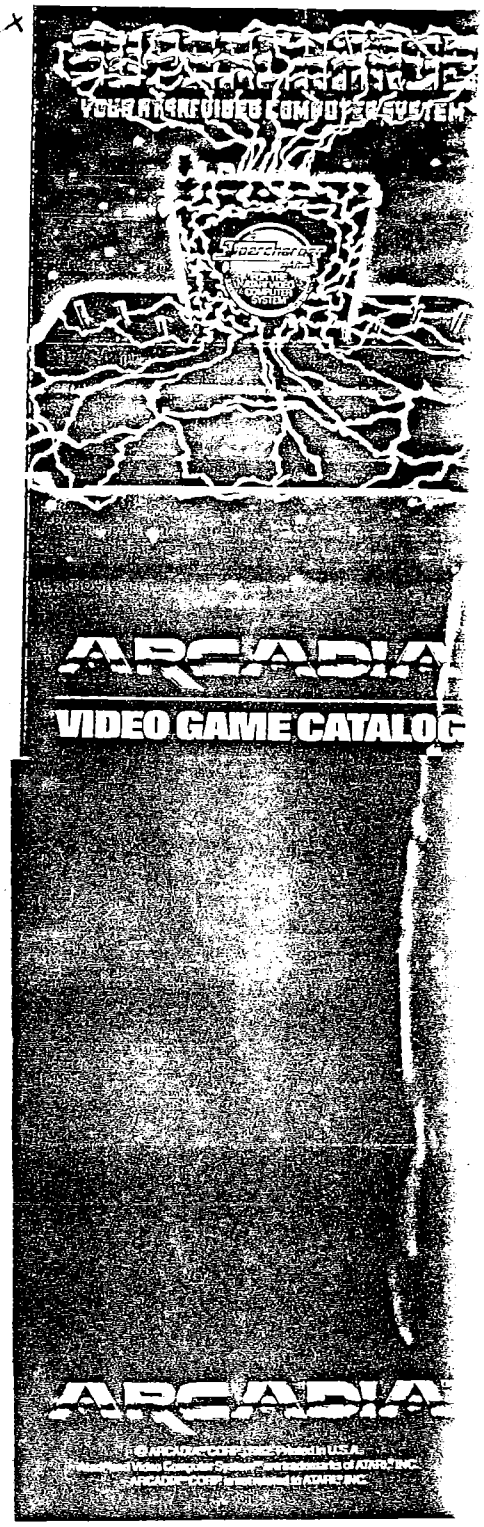
Beneath the peaceful surface there is magic brewing.

EXCALIBUR™

Your mission: Follow the ancient trail of enchantment back to the edge of eternity.

You've been swept through a time tunnel, back to the age of warlocks and wizardry. Your quest begins. There are clues, but some are ambiguous. There are peaceful lakes and forests, but there are also perils. And lurking somewhere is a vengeful dragon.

There are many rewards along the way. Treasures. Surprises. And knowledge. But few will reach the final goal, the edge of eternity. Will you?



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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: ARCADIA-2001

PARENT COMPANY: EMERSON RADIO CORPORATION

Product(s):

Video game console with computer keyboard, hand controllers and removable joy stick.
Video game software

Compatibility:

Self-contained. *Promotional materials claim cartridges will play on any TV system...but no specific system is named.

Product Line:

- Video Game Console
- Video Game Software
  - 3-D Bowling*
  - American Football
  - Soccer*
  - Baseball*
  - Cat-Trax
  - Space Vultures
  - Space Raiders
  - Creeping Crawler
  - Space Attack*
  - Escape
  - Alien Invaders*
  - Space Mission
  - Missile War
  - Breakaway
  - Ocean Battle*
  - Capture*
  - Star Chess*
  - Maxit
  - Brain Quiz*
  - Hangman

*On display at CES; others in brochure only.

Special Features:

- Cat-Trax appears to be similar to PAC-MAN.
- Space Raiders appears to be similar to Star Raiders.
- Breakaway appears to be similar to Breakout.
- Alien Invaders appears to be similar to Space Invaders.

Pricing:

Estimated retail is $100 for unit.

Strengths:

- Good graphics in games
- Good selection of games

Weaknesses:

- Hardware is flimsy and difficult to operate.

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Evaluation:

Games are "knock-offs" of Atari and other major manufacturers games. Therefore, questionable contender in video game market.

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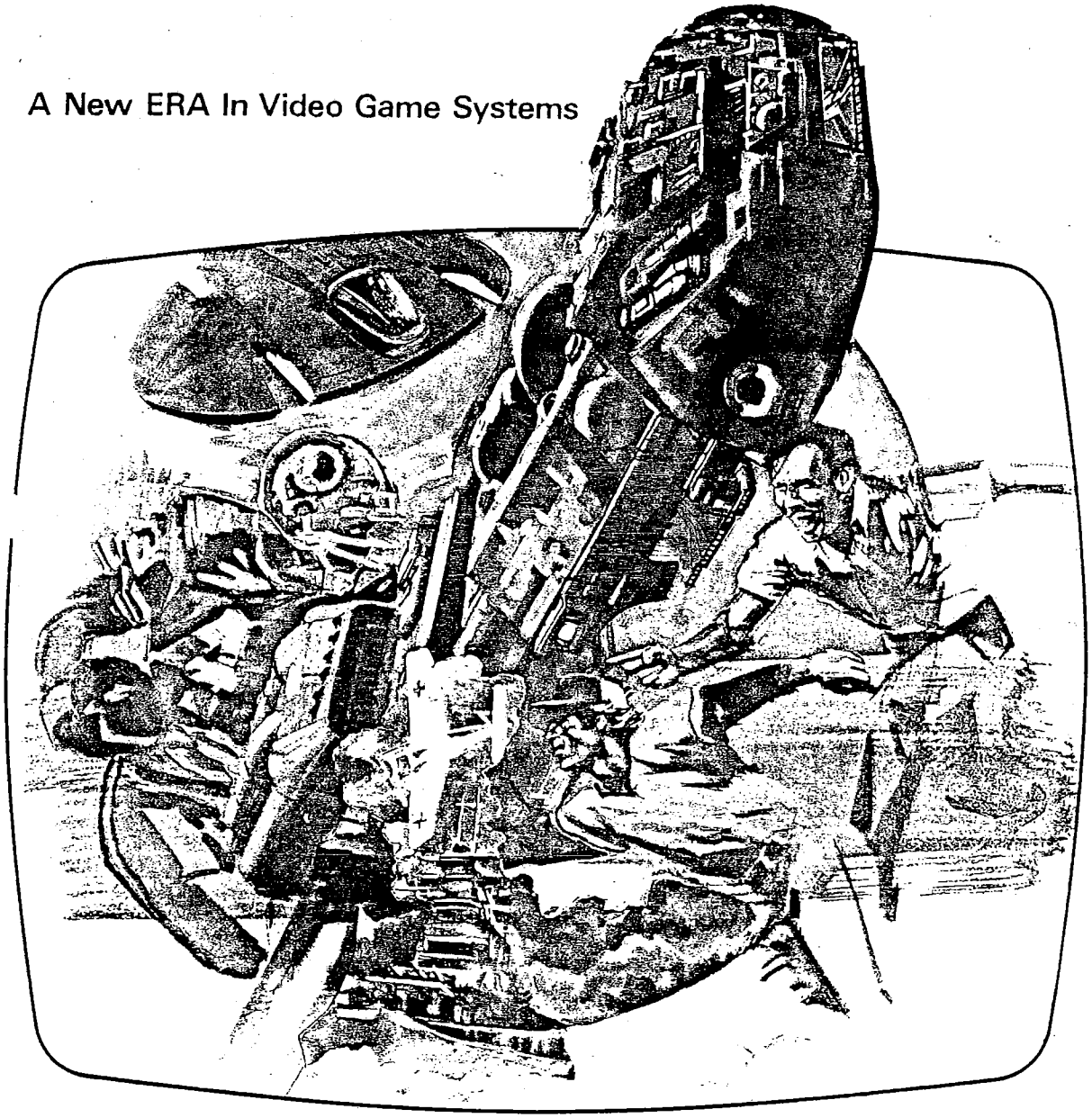
ARCADIA-2001™

BY Emerson

A New ERA In Video Game Systems



- Arcade Games
- Sports Games
- Brain & Skill Games

Emerson ....the trusted name in electronics - as long as you can remember

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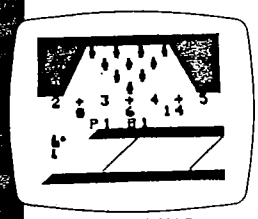
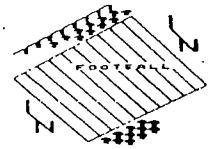
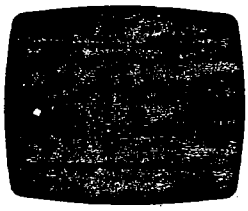
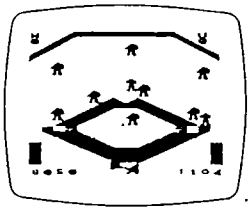
ARCADIA-2001™

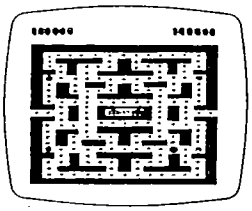
BY Emerson

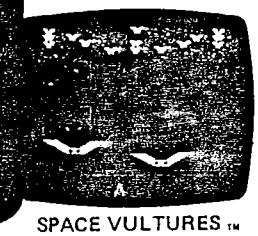

3D BOWLING™

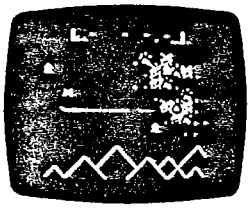

AMERICAN FOOTBALL

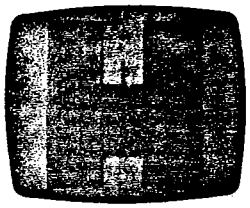

SOCCER

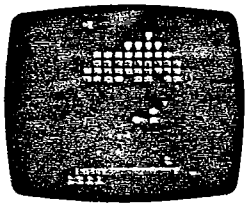

BASEBALL

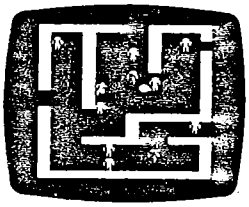

CAT-TRAX™

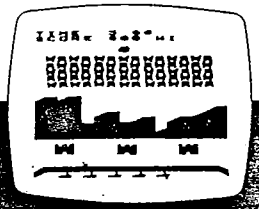

SPACE VULTURES™

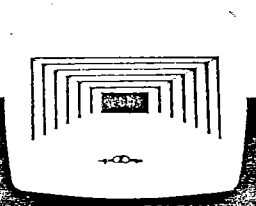

SPACE RAIDERS™

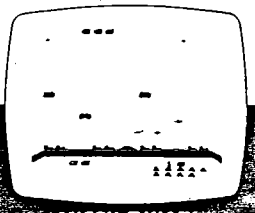

CREEPING CRAWLER™

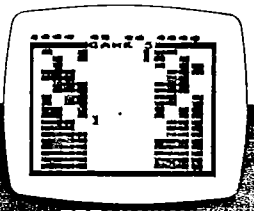

SPACE ATTACK™


ESCAPE™

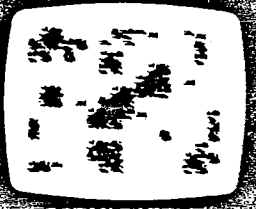

ALIEN INVADERS

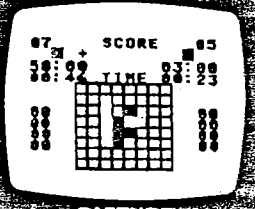

SPACE MISSION


MISSILE WAR

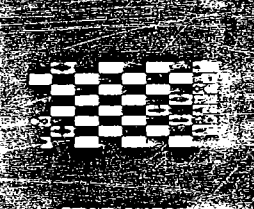

BREAKAWAY™

AND MORE GAMES COMING


OCEAN BATTLE



CAPTURE


STAR CHESS

MAXIT

BRAIN QUIZ

HANGMAN

- ARCADIA—2001™ attaches easily to any color or black & white television.
- Full color play on color television—full action play on black and white television.
- Game cartridges simply plug into console to program the microcomputer.
- Action sounds heard through the TV speaker.
- Hand controllers use convenient disc control or optional "Joystick" may be attached.
- Hand controllers use professional telephone type coil cables.
- Computer keyboard on each hand controller.
- Turns your TV set into an arcade game center.
- Endless fun and entertainment for all ages.
- External 12 volt DC power supply provided. May easily be used with portable TV, boats or mobile homes.
- Convenient ON/OFF power indicator.
- Operates on standard household voltage.
- NTSC, PAL, SECAM systems available for worldwide TV use.
- Game cartridge will play on any TV system.
- Packing Information:

	Console	Game Cartridges
Unit Meas. (with gift box)	13-1/8" x 4" x 13½"	5-7/8" x 5¼" x 9⅛" (4 pcs/inner)
Units per master carton	4 pieces	12 pieces (3 inners)
Measurement	16½" x 13-5/8" x 14½"	16½" x 6-3/8" x 10-3/8"
Cube	1.9 cu. ft.	0.6 cu. ft.
Approx. Gross weight	17 lbs.	12 lbs.

Model No. ADV—[illegible]

ARCADIA-2001™

BY Emerson

Model No. ADV-1

Coming Soon!

New games for ARCADIA - 2001™

- Arcade's hottest new games converted to home video usage
- Brain Teaser and Brain Scramblers to keep you riveted to your game console
- Sports Action as you have never seen on a screen with other video games

Emerson's ARCADIA-2001™ Video Game Console

Features:

- LED power "on" indicator
- Computer keyboard hand controllers for more game action
- Removable joy stick allows user option of using joy stick or disc to control direction
- 12 volt power system (adaptor included)
- Adaptable to car/boat/mobile home use with optional adaptor (adaptor not included)
- Antenna switch box either 300 ohm or 75 ohm (cable ready)
- Sharper graphics on TV screen due to larger microcircuitry capacity
- More action per game

Emerson Radio Corp.
One Emerson Lane, Secaucus, NJ 07094 (201) 865-4343
West Coast Branch:
10465 Arminta St., Sun Valley, CA 91352 (213) 875-2332

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Printed in Hong Kong

www.atarimania.com

ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: ASTROCADE, INC.

PARENT COMPANY: BALLY MANUFACTURING, INCORPORATED

Product:

Astrocade

Product Line (Titles/Hardware):

- Astrocade -- The professional arcade (comes with 4 built-in games)
- Video game cartridges (30 titles)

Special Features:

Controller: Pistol grip, 8-way joystick with knob and trigger, 4 player capability.
Built-in cartridge storage. Built-in keypad. 3 Built-in games & calculators.
Separate processors for I/O CPU, and video -greater power, enhances play.
Graphics: 256 color variations.
Sound: 3 octave , music syntheszer and sound effects.
Computer capability via special adaptor cartridge and cassette storage.
Advanced computer possibility via hardware add-on.
Light pen connector.

Pricing:

Astrocade unit - $299 retail

Promotional Considerations:

Software, functional, educational, actual/skill. Sports, strategy (e.g. creative crayon using light pen and "music maker").

PR emphasis on "Incredible Wizard"

Introduction Dates:

Magazines & Spot TV beginning in May. $10 million in top 40 markets. Emphasis on sports programing.

Strengths:

Numerous hardware features. See above.
Good educational software.

Weaknesses:

Lack of popular/high quality software.
Clumsy joystick - hurts gameplay.

Evaluation:

Improvements in software and/or the liscensing of popular hits could make Astrocade a tough competitor.

Implications:

Like Coleco Astrocade has endeavored to integrate the video game/home computer technology v.s. add-on capability.

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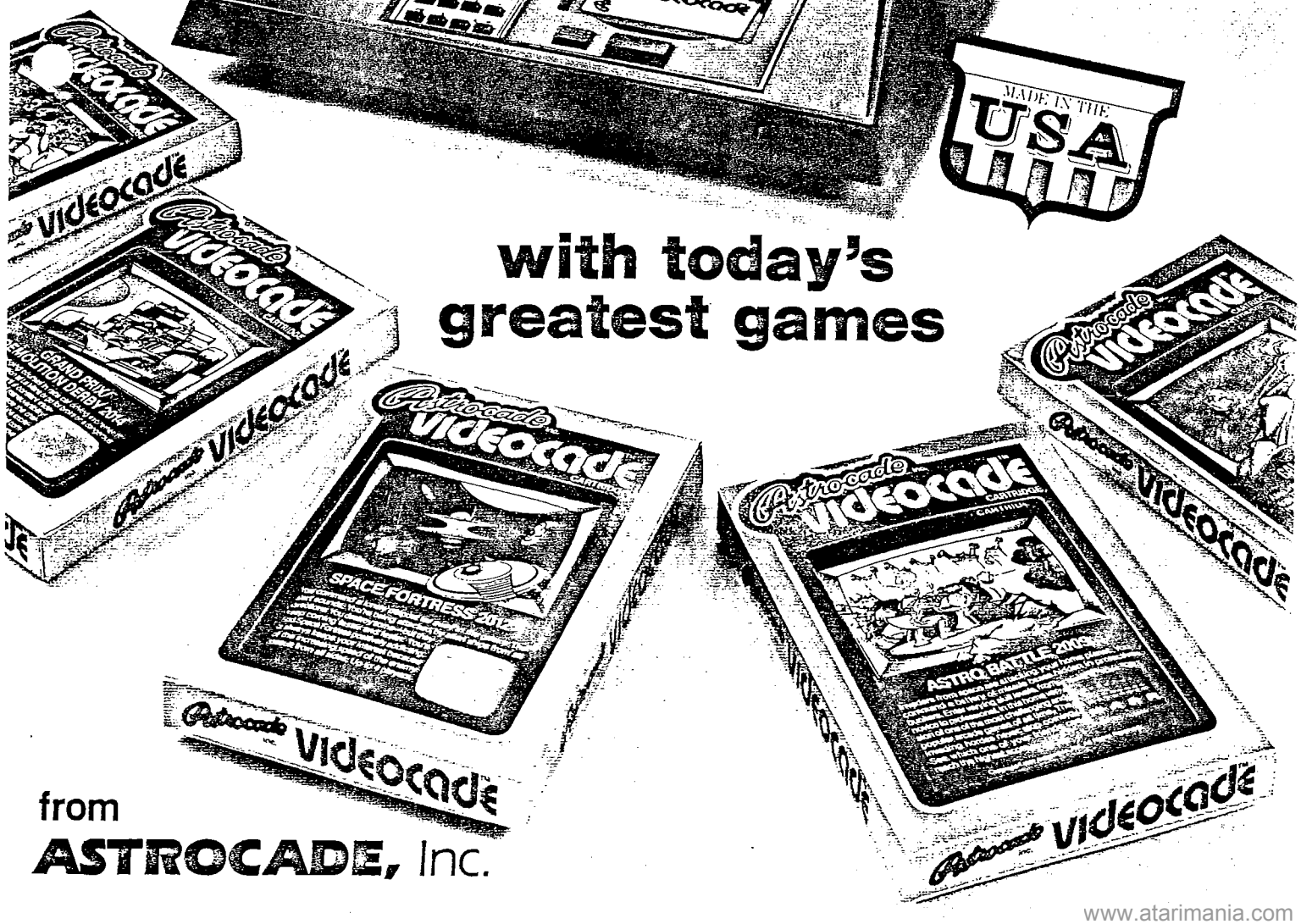
astrocade™

The Professional Arcade

Expandable Computer System

MADE IN THE USA

with today's greatest games



from **ASTROCADE,** Inc.

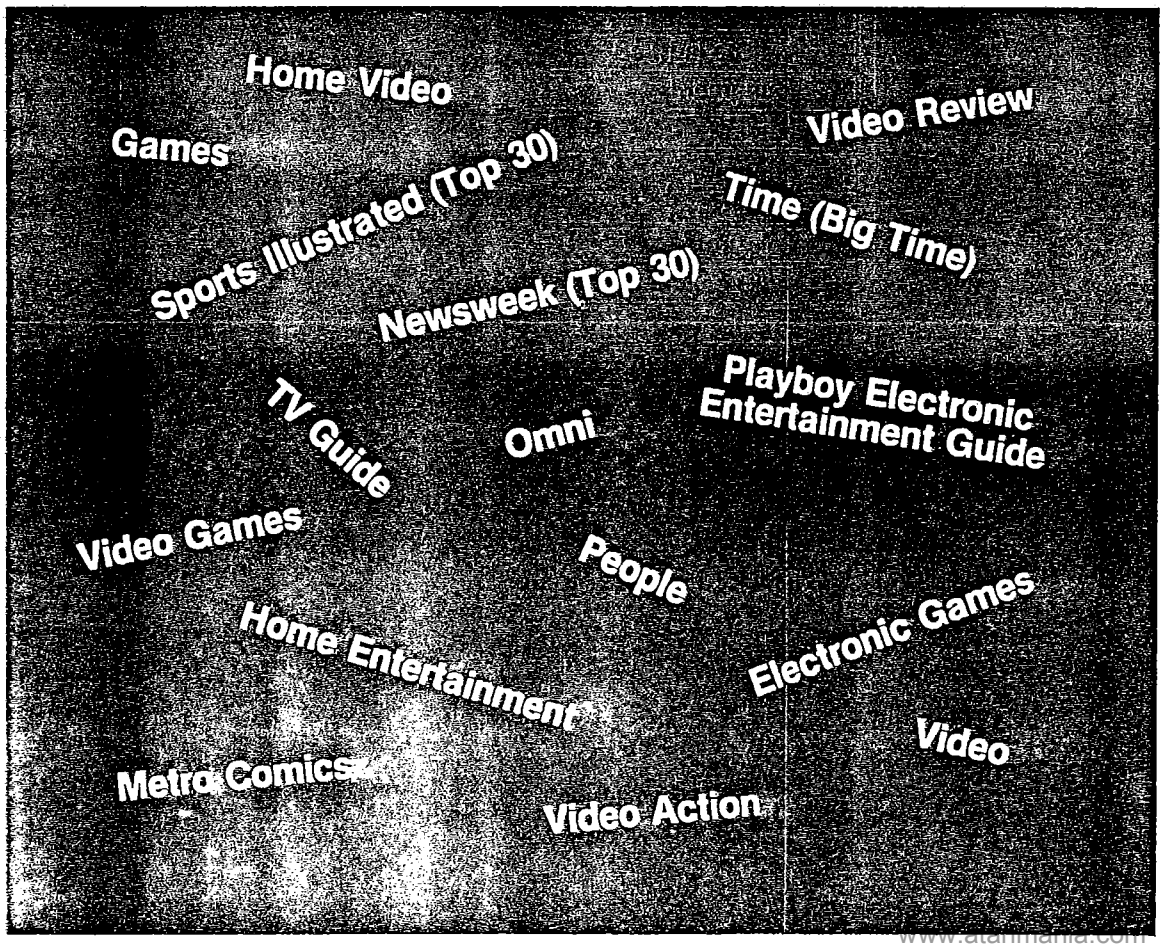
www.atarimania.com

astrocade™

the Professional Arcade

1982 Consumer Ad Campaign in these magazines

- New York
- Boston
- Philadelphia
- Washington DC
- Baltimore
- Miami
- Los Angeles
- San Francisco
- Chicago
- Denver
- Salt Lake City
- Memphis
- Dallas
- Houston
- Atlanta
- Buffalo
- Kansas City
- Detroit
- Minneapolis/St. Paul
- St. Louis
- Albany
- Seattle
- New Orleans
- Norfolk
- San Diego
- San Antonio
- Cleveland
- Cinncinati
- Portland, Oregon
- Shreveport
- Nashville
- Little Rock
- Oklahoma City



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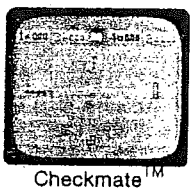
Astrocade

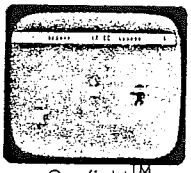
means more games

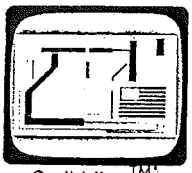
Developed by the leader in commercial arcade games,* Astrocade, the Professional Arcade, is now available from Astrocade, Inc.

Software includes the Astrocade classics: Gunfight,™ Checkmate,™ Astro Battle,™ Football, and many more. New cartridges now in production will continue this leadership with the best in sports, space simulations, and strategy games.

The ASTROCADE maintains its leadership because it is more interactive, with the only 8-way joysticks with knob and trigger. More colors with 256 choices. Three-octave music and sound effects synthesizer. And highest realism with fast action, and the best software designs in the business.

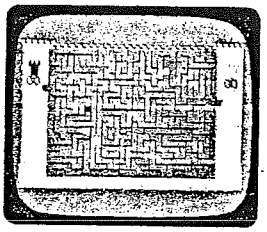

Checkmate™

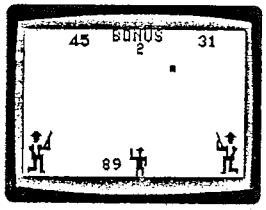

Gunfight™


Scribbling™*

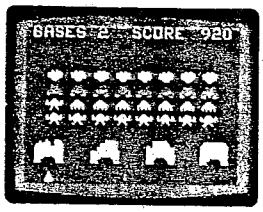
Calculator

These four built-in programs provide instant fun and lasting value.

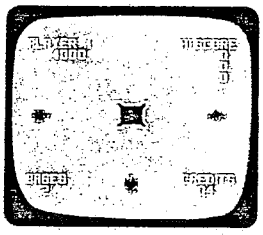

5001-Amazing Maze

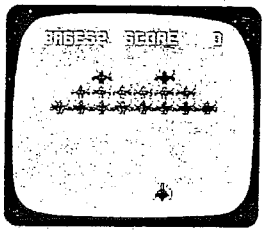


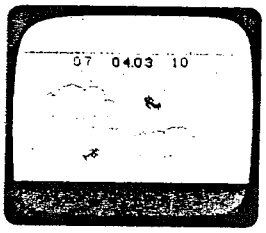
2010-Dog Patch



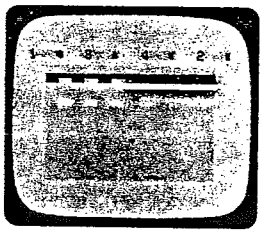
2009-Astro Battle

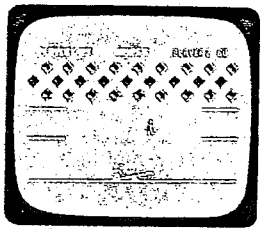

2012-Space Fortress

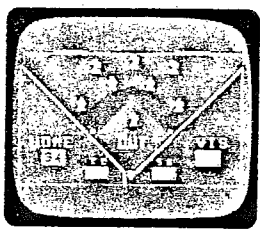

2007-Galactic Invasion

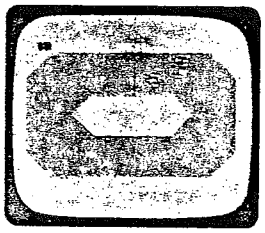


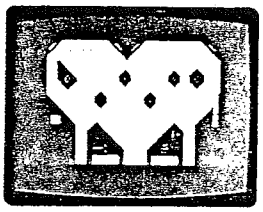
2003-Red Baron™*


2004-Brickyard™*

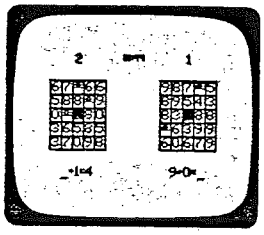

2004-Clowns™*


3001-Tornado Baseball™*


2014-Grand Prix


3005-Astrocade Pinball™*

4003-Music Maker


4001-Bingo Math™*

*Manufactured under license from Bally Mfg., Inc.

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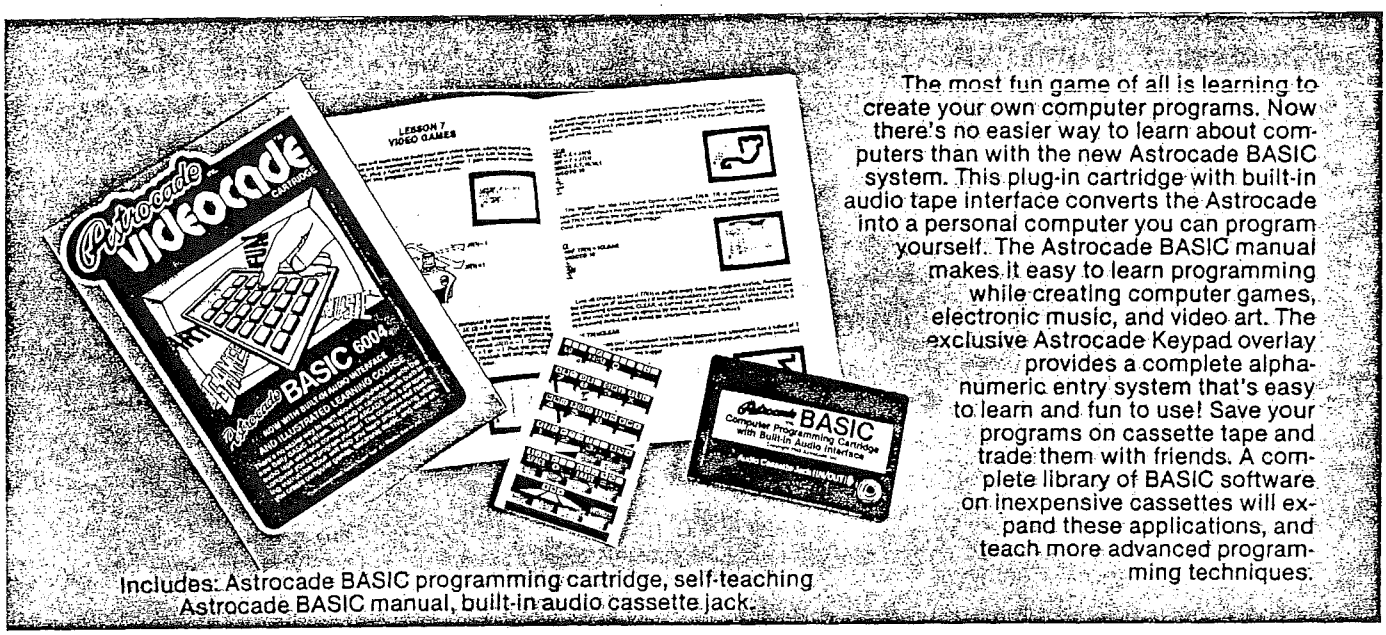
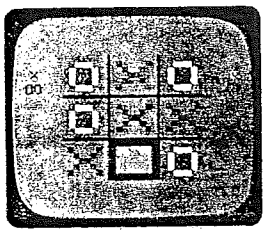
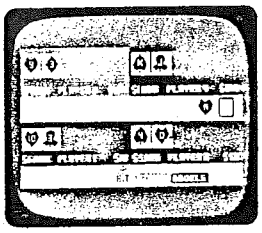
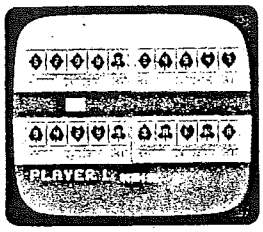


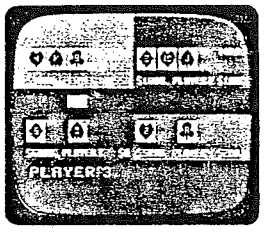
The most fun game of all is learning to create your own computer programs. Now there's no easier way to learn about computers than with the new Astrocade BASIC system. This plug-in cartridge with built-in audio tape interface converts the Astrocade into a personal computer you can program yourself. The Astrocade BASIC manual makes it easy to learn programming while creating computer games, electronic music, and video art. The exclusive Astrocade Keypad overlay provides a complete alphanumeric entry system that's easy to learn and fun to use! Save your programs on cassette tape and trade them with friends. A complete library of BASIC software on inexpensive cassettes will expand these applications, and teach more advanced programming techniques.

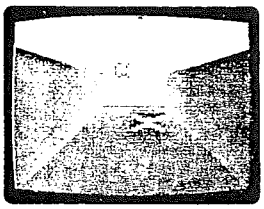
Includes: Astrocade BASIC programming cartridge, self-teaching Astrocade BASIC manual, built-in audio cassette jack.

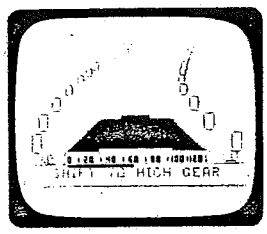

5001-Tic-Tac-Toe

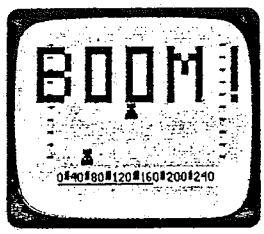

5002-Blackjack


5002-Poker

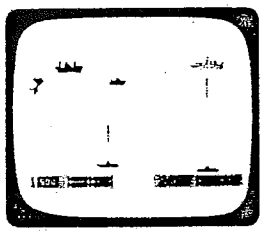

5002-Acey-Duecey

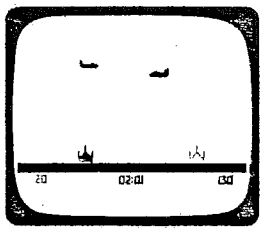

2005-Star Battle

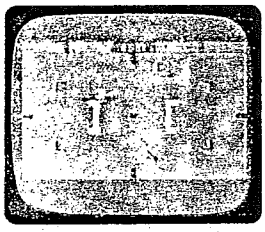

2001-280 Zzzap™*

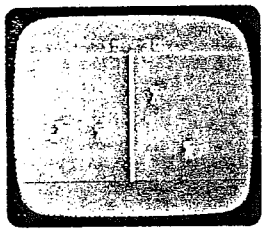


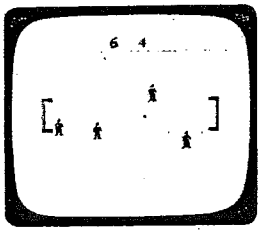
2001-Dodgem™*

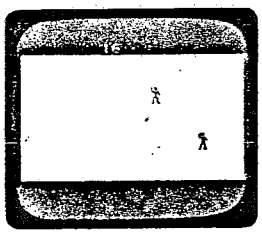

2002-Seawolf™*

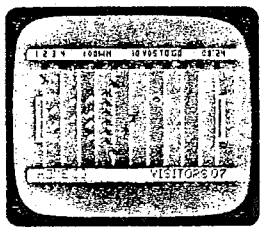

2002-Missile

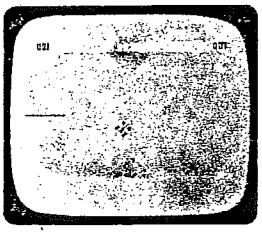

2003-Panzer Attack™*

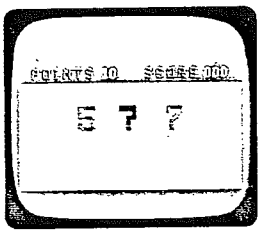

3001-Tennis


3001-Hockey

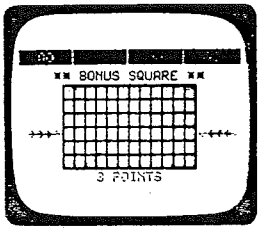

3001-Handball


3002-Football

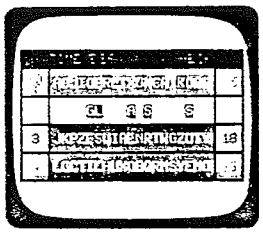

2014-Demolition Derby

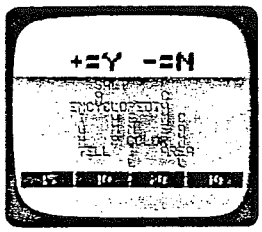


4001-Speed Math™*

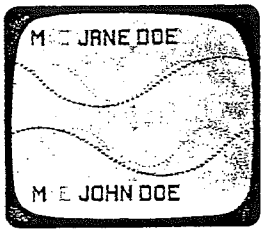


4002-Letter Match™*


4002-Spell 'N Score™*



4002-Crosswords



4004-Biorhythm

*A Trademark of Astrocade, Inc.

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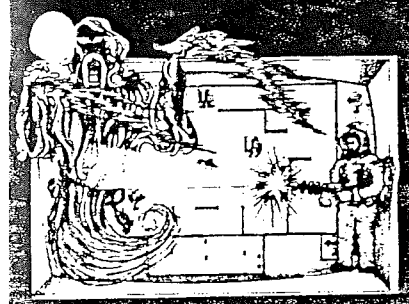
More New Cartridges from Astrocade™

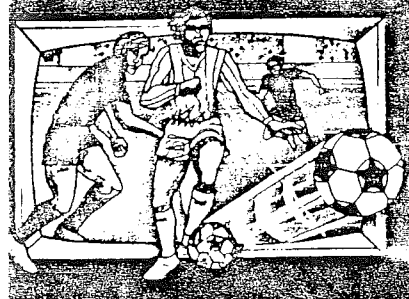


THE INCREDIBLE WIZARD 2017

Challenge the Incredible Wizard and his creatures in their treacherous dungeons! Shoot the Incredible Wizard and experience the tremor of the entire dungeon as his magic wavers. Fantastic sounds and bonus players make The Incredible Wizard just like coin-op games!

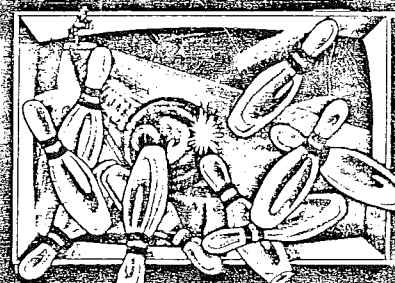
CREATIVE CRAYON 4005, 4005P

Tickle your creative fancy with all the tools of a professional graphics machine. People of all ages can enjoy the thrill of creating beautiful art. Use the optional Light Pen or Joystick control to draw boxes and circles, fill enclosed areas, or draw free-hand. Record your pictures on cassette tape, overlay more than one picture on a screen. Choose from 256 colors, 4 at any one time.



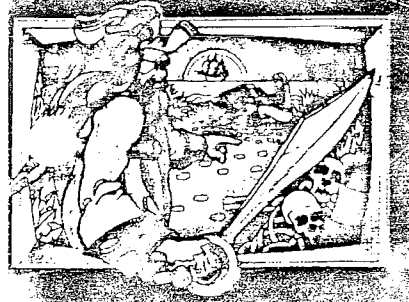
SOCCER 3007

America's fastest growing sport plays on your video screen. Dribble up field, pass to your teammates, shoot for the goal. Watch out for interceptions and blocking by the opposition. Up to 4 players.



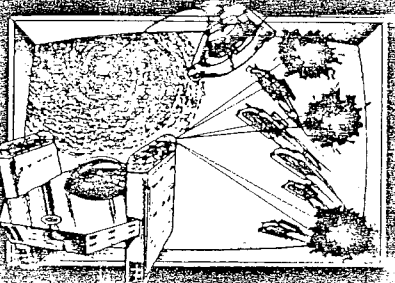
BOWLING 3006

It's like actually being at the alley. The game has all of the action and sounds of the real thing. Make strikes, spares... but watch out for splits and gutter balls! Keeps score according to offical rules. Try your hand at a perfect score! You can play alone or up to 4 players.



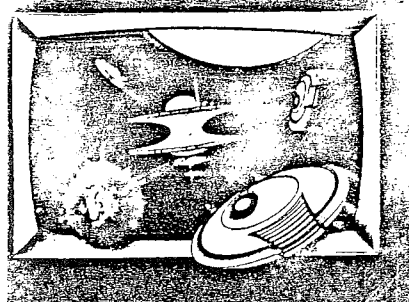
PIRATE'S CHASE 2015

Yo ho ho and a bottle of rum! Race to scoop up as many gold doubloons as you can carry, but watch out! The pirates are on your trail! How much of the treasure can you collect before Long John Silver collects you? Score points for every doubloon and treasure chest you can steal from the pirate crew! A frantic, fast paced game, and the action never stops. 1 or 2 players.



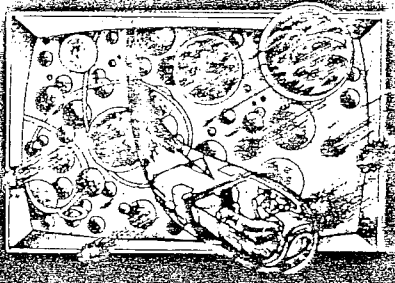
COSMIC RAIDERS 2019

In deep space lies the alien sector Larkin. You are there on a mission to obtain energy sources that have been seized by the evil Larkins. Radar and a superior guidance system help you to avoid attacking fighters and Kamikaze ships. The energy stars are near the Larkin command ship, you must retrieve them before you can leave the enemy sector.



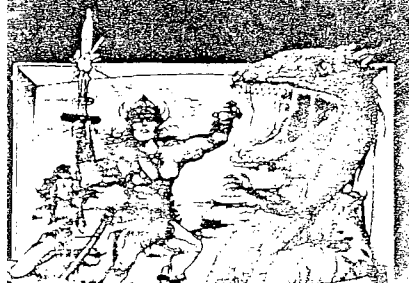
SPACE FORTRESS 2012

You command a lonely outpost far away in the galaxy. The alert sounds. You're being attacked by alien ships from all directions. You destroy some... but they keep coming faster and faster. You'll find Space Fortress positively addicting. It always keeps your interest because of the increasing speed of the enemy assault from all sides. Up to 4 players.



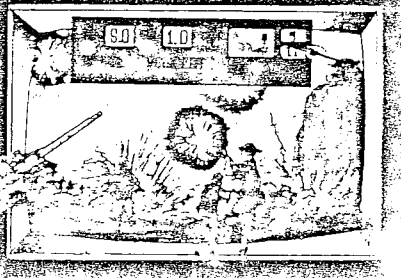
SOLAR CONQUEROR 2018

Conquer solar systems while avoiding wandering asteroids and enemy spaceships that try to foil your efforts. Speeding comets challenge your flying and shooting skills. Space warp shuttles you to new challenges in other solar systems. This is your opportunity to dominate the Galaxy!



CONAN THE BARBARIAN 5004

Fearsome monsters give chase through a series of mazes as Conan, armed with his sword, battles them. Various levels allow you to play this adventure game with skills ranging from novice to professional. See how many monsters you can [illegible] 1 or 2 players.



ARTILLERY DUEL 5005

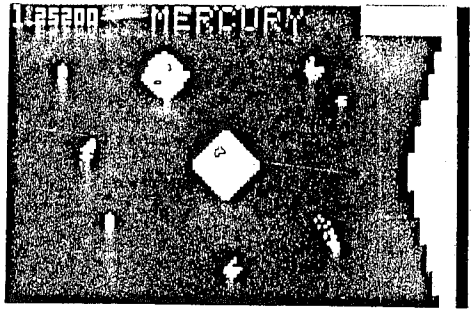
Take your military positions, set your cannon and fire at the opposition. You must allow for elevation and wind to properly aim your piece. Sound effects and video take on a comic strip kind of realism. Up to 4 players.

ASTROCADE, Inc.
6460 Busch Blvd., Suite 215
Columbus, Ohio 43229

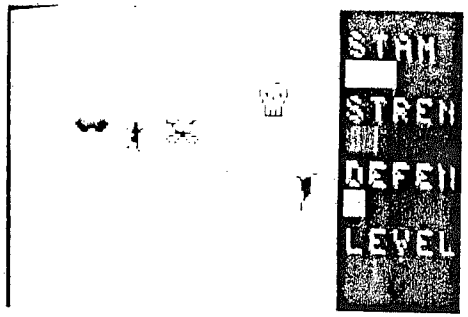
Manufactured under license from Bally | www.cafemania.com

Astrocade Videocade™

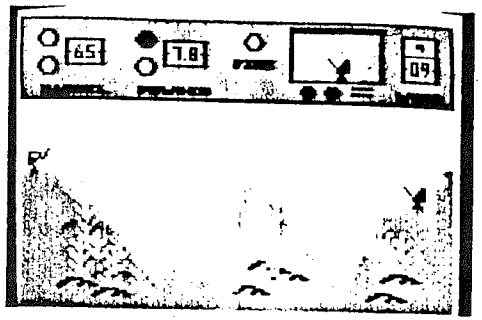
NEW GAME CARTRIDGES



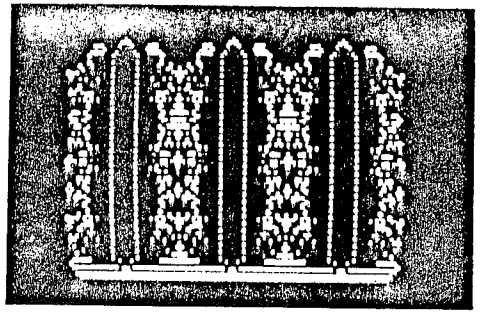
SOLAR CONQUEROR



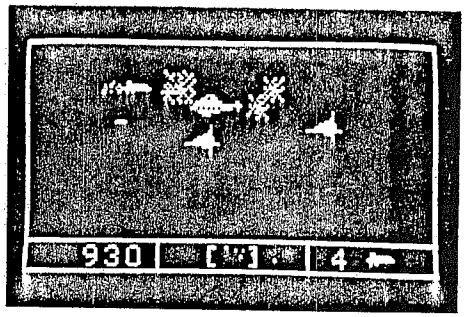
CONAN



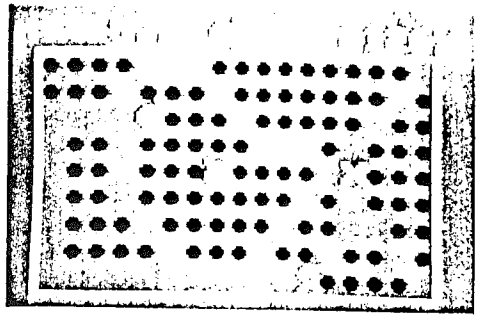
ARTILLERY DUEL



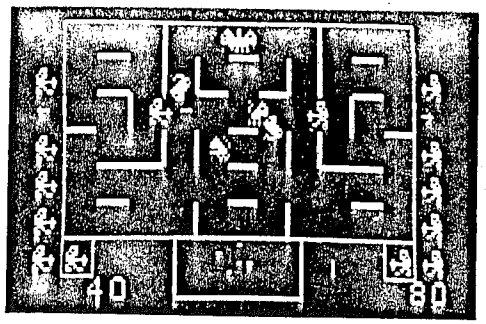
CREATIVE CRAYON



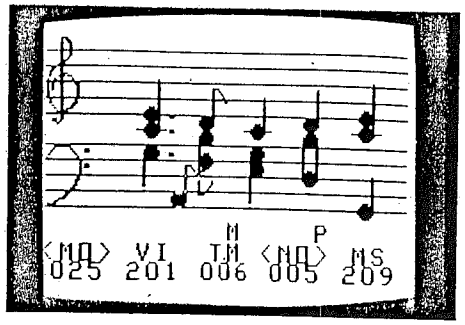
COSMIC RAIDERS



PIRATE'S CHASE



THE INCREDIBLE WIZARD



MUSIC MAKER

SPACE FORTRESS

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: CREATIVISION

PARENT COMPANY: VIDEO TECHNOLOGY LTD. (Hong Kong)

Product(s):

- Creativision home entertainment/personal computing system (video game system)
- Time and Fun wristwatches (plays games as well)
- Time and Fun Units (clock plus games)
- Electronic Mini-Game Machine (hand-held)
- Electronic Tini-Arcade (table top game)
- Electronic Basketball

Compatibility:

All products self-contained units. Creativision is video game hardware unit that hooks up to TV.

Product Line:

- Creativision games :
  - Crazy Chewy
  - Sonic Invader
  - Tennis
  - Skiing
  - Space Hawk
  - Tank Attack
  - Auto Chase
  - Planet Defender
  - Air/Sea Attack
  - Monkey Jump
- Time and Fun Wristwatch (each individual, four watches available in all):
  - Cheese
  - Pancake
  - Moonie Q
  - Burglar
- Time and Fun Unit (alarm clock with individual game):
  - Monkey
  - Escape
  - Banana
  - Pancake
  - Sleepwalker
  - Pirate
  - Safari
  - Condor
- Electronic Tini-Arcade:
  - Crazy-Chewy
  - Monkey Jump

  (each arcade is an individual game).
- Electronic Mini-Game Machine:
  - Gran Prix
  - Black Jack
  - Code Hunter
  - Sub Hunt
  - Basketball
  - Bowling
  - Soccer
  - Ditto
  - Memory Tune
  - Pathfinder
  - Bounce
  - Galactic Invaders
  - Lesson One

Background:

This is the only company at CES showing video games that is based in Hong Kong - All others were domestic manufacturers.

Introduction Dates:

September 1982

Strengths:

- Good graphics, fairly good game play on all products offered
- Creativision can convert to personal home computer; Basic language cartridge available.

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Weaknesses:

- Many of the games are literal translations ("knock-offs") of currently existing Atari titles, i.e., Crazy Chewy = PAC-MAN; Sonic Invaders = Space Invaders.

Evaluation:

This company may see some limited success with their smaller electronic items (watches, clocks, mini-game machines). However, Creativision is just another entry into the video game hardware market. Their corporate/marketing resources are unknown and therefore questionable.

Implications:

We believe they will not pose a serious competitive threat to Atari. However, we believe the close translation of such Creativision video games as Crazy Chewy and Sonic Invaders merits investigation by Atari Corporate Legal on the basis of possible copyright infringement.

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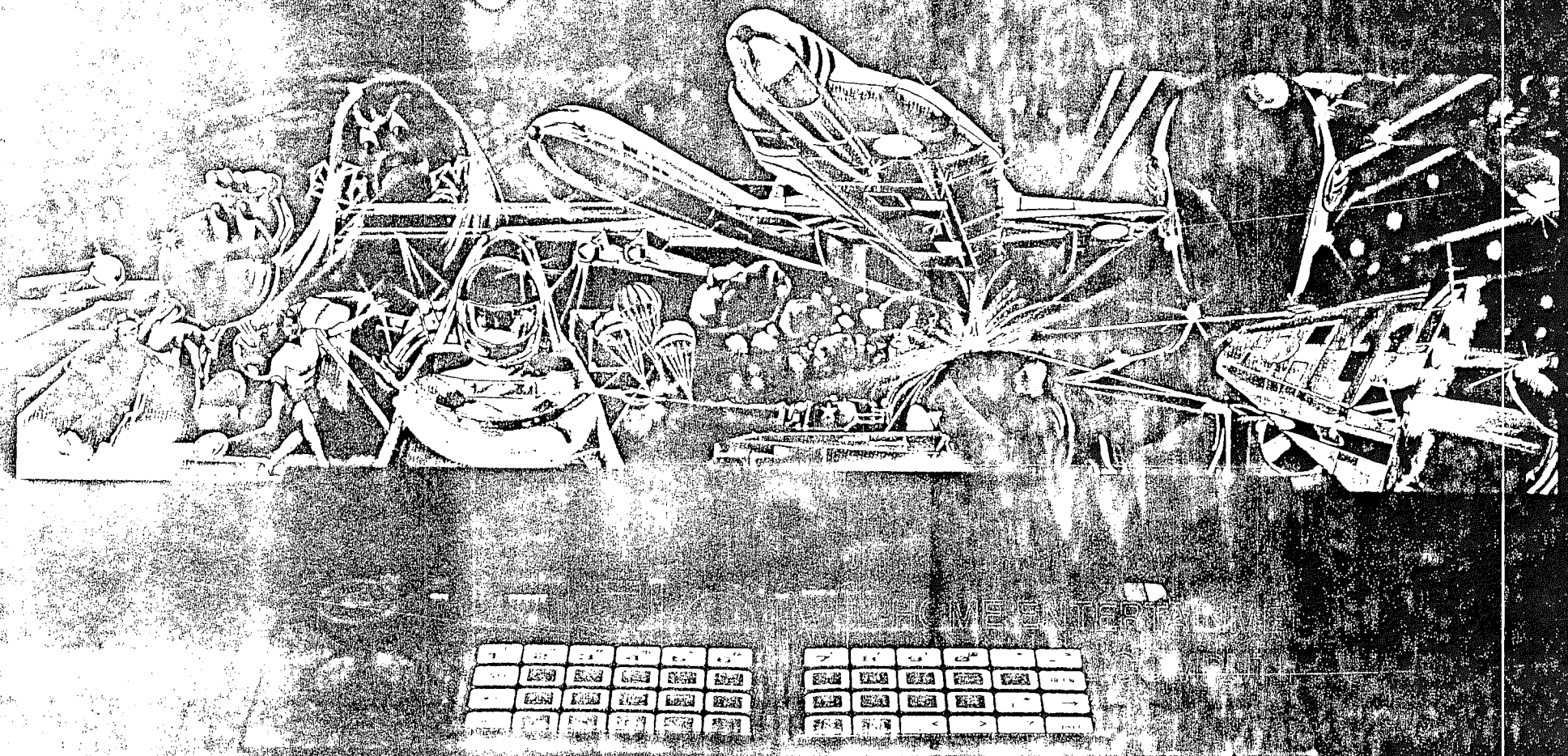
CREATIVISION

HOME ENTERTAINMENT AND PERSONAL COMPUTING SYSTEM



VTECH

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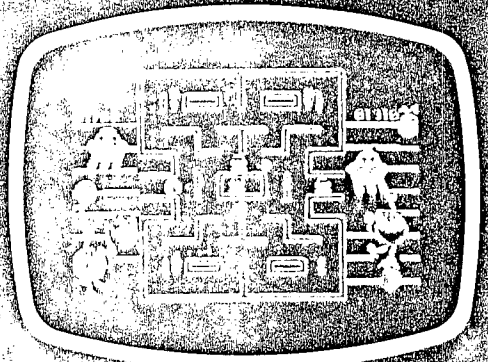
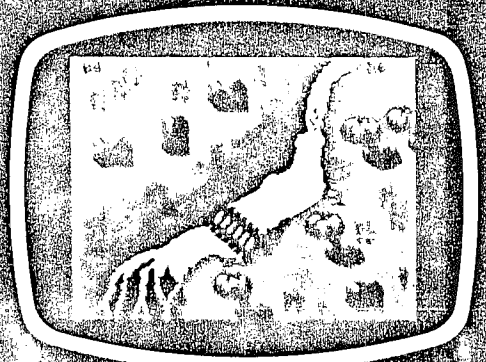
'CREATIVISION' home entertainment and personal computing system is a computer-based system that brings creative games, entertainment, education and personal information processing into your family. When used as a HOME ENTERTAINMENT SYSTEM/TV GAME: Supplied with the main unit is a game program used for game playing purpose. Game programs of different interests are being developed which provide choices for optional purchase now and in the future.

When operated as a PERSONAL COMPUTING SYSTEM/ HOME COMPUTER: One important feature of this unit is its capability to expand to a personal computer simply by insertion of the 'CREATIVISION BASIC' (To be supplied as optional extra); no other accessories are necessary. Already built-in the main unit are: 16k bytes of dynamic random access memory, 1k bytes of static random access memory and, a 48-key alpha/numeric electronic keyboard; these will be adequate for data processing. Further expandability will be made possible by the following optional extra purchase:— 'CREATIVISION CASSETTE INTERFACE' for massive program storage. 'CREATIVISION MEMORY MODULE' for more memory capacity.

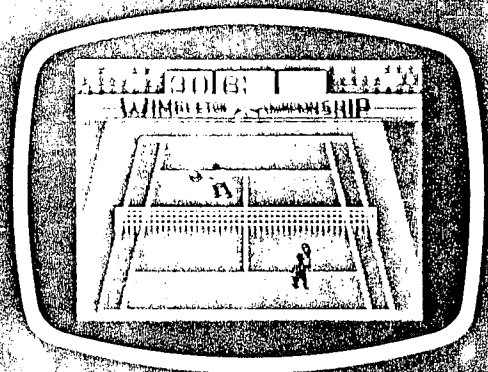


CRAZY CHEWY 8001

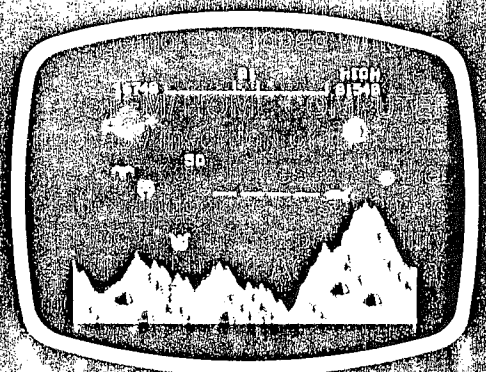


TANKATTACK 8002

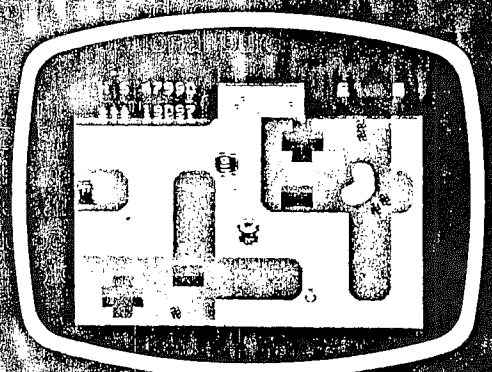
SONIC INVADER 8003



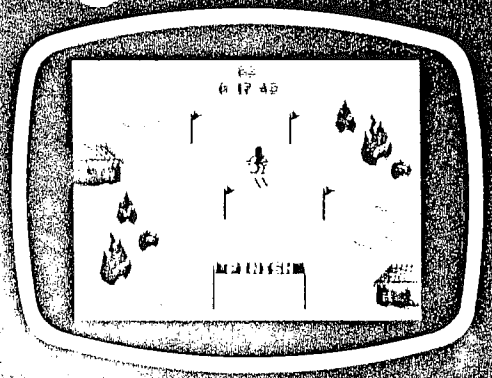
TENNIS 8004



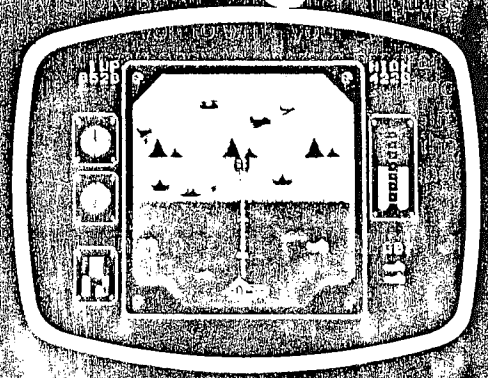
PLANET DEFENDER 8005



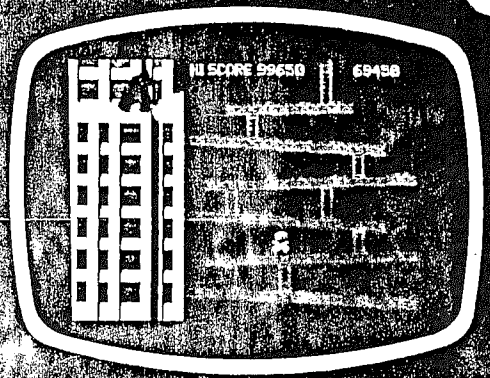
AUTO CHASE 8006



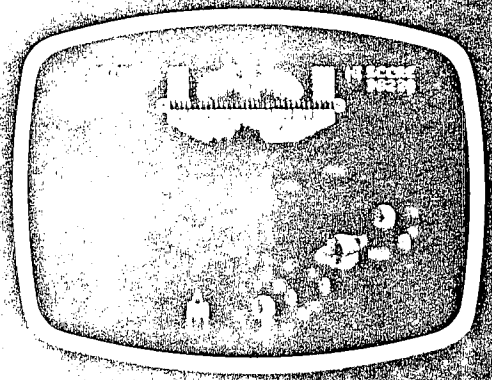
SKIING 8007



AIR/SEA ATTACK 8008

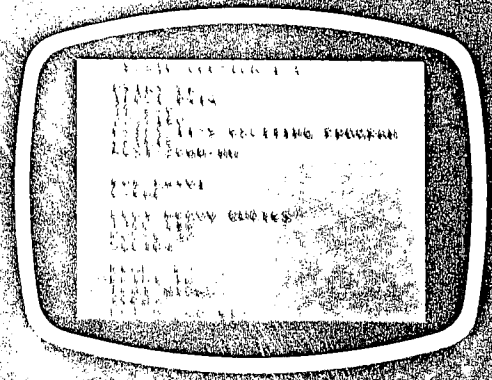


MONKEY JUMP 8009



SPACE HAWK 8010

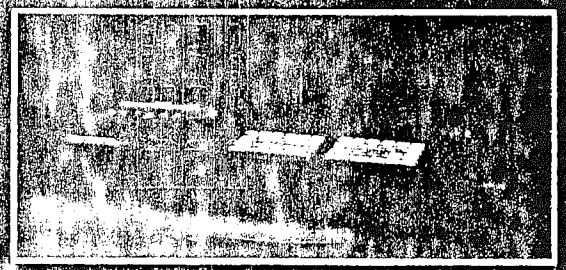
AND MANY MORE ....



CREATIVISION BASIC 8011

In addition to the standard game software, our 'CREATIVISION BASIC' computer language cartridge allows you to write your own programs. It is an easy-to-operate program which you can write in BASIC — a common language in computer programming. A simple, step-by-step manual takes you through the fundamentals of BASIC computer language.

You can set up your own BASIC program library by making use of the 'CREATIVISION CASSETTE INTERFACE' which can be purchased separately for massive program storage.



AVAILABLE IN SEPT. 82

General Features:

Colour	—	16 colours
Graphic	—	High resolution graphics consisting of 256 x 192 dots. Three dimensional effects visualized by overlapping of different patterns.
Text	—	30 X 24 characters.
CPU	—	6502A Microprocessor, 2 MHz, 8-bit
Memory	—	Resident 16K bytes of Dynamic Random Access Memory and 1K bytes of Static Random Access Memory. Expandable to full 64K bytes.
Language	—	'CREATIVISION BASIC' cartridge
I/O	—	Serial input/output port. (Cassette interface for mass storage)
Power	—	Operated on 110/200V AC adaptor (either included)

CREATIVISION PAL (5.5 MHz) UHF SYSTEM ITEM NO. 80-0169-00	CREATIVISION PAL (6 MHz) UHF SYSTEM ITEM NO. 80-0169-01	CREATIVISION PAL (5.5 MHz) VHF SYSTEM ITEM NO. 80-0233	CREATIVISION NTSC SYSTEM ITEM NO. 80-0224	CREATIVISION SECAM SYSTEM ITEM NO. 80-0225
Suitable for use in the following countries: W. GERMANY, SWITZERLAND, SPAIN	Suitable for use in the following countries: UNITED KINGDOM, HONG KONG, IRELAND	Suitable for use in the following countries: AUSTRALIA, NEW ZEALAND	Suitable for use in the following countries: U.S.A., CANADA, HAWAII	Suitable for use in the following countries: FRANCE, U.S.S.R., GREECE

General Specification:

	Creativision Home Entertainment System	Creativision Cassette Interface	Creativision Game Cartridge
Unit Dimensions	35 x 24 x 6 cm	15 x 24 x 6 cm	6 x 8 x 2 cm
Weight	3 Kg (included AC Adaptor)	1 Kg	50 g
Gift Box Dimensions	47 x 30 x 11 cm	18 x 27 x 9 cm	19 x 14 x 2 cm
Carton Dimensions	48 x 47 x 32 cm (4 Pack)	38 x 29 x 21 cm (4 Pack)	31 x 26 x 22 cm (24 Pack)
Gross Weight	16.5 Kg	6 Kg	3.5 Kg

Video Technology Ltd.
4th Floor, Flat F, G, H, Freder Centre, 68 Sung Wong Toi Road, Tokwawan, Kowloon, Hong Kong.
Cable: VITECHNO Hong Kong. Telex: 85305 VITEC HX. Tel: Marketing Dept. (3) 654534, (3) 654484.
Facsimile: CCITT Gil # (3) 650048

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VIDEO TECHNOLOGY LTD.

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68, SUNG WONG TOI ROAD, TOKWAWAN, KOWLOON, HONG KONG.
TEL: (3)654484, (3)654534 TELEX: 85305 VITEC HX CABLE: VITECHNO

Effectove January 1, 1981.

MEMO TO ALL BUYERS

We are pleased to enclose our catalog and price list, and we would draw your attention to the following operational matters:-

The illustrated catalog has been designed to facilitate fast reference and easy use. All products are listed with an item number to aid in instant recognition.

Please refer to the back of the catalog for its relevant German, French, Italian translation.

1.0 PACKING

Packing and cube shown are nominal and are subject to slight changes from time to time. Order quantity should comply with our standard packing.

2.0 PRICE

Unless otherwise specified, all prices are quoted on a F.O.B. basis. We reserve the right to change prices without notice.

3.0 F.O.B.

F.O.B. point is Hong Kong.

4.0 BRANDNAME AND PACKAGING

Products are to be manufactured under our own brandname and packaging.

5.0 SAMPLES

Except as otherwise stated, all samples are to be charged on a full F.O.B. price basis.
To prevent a delay in processing sample orders, please specify:

A) Sample Order No.
B) Quantity/Item No.
C) Banker for payment collection.

Unless otherwise instructed, all samples are to be shipped on an "AIRFREIGHT COLLECT" basis.

For postal delivery of samples, please send advance payment (incl. postage) when ordering.

Advance Payment to be sent by Bank Draft or Telex Remittance thru. Hang Seng Bank Ltd., (Telex No. 73311 HASEB).

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6.0 LEADTIME

Unless otherwise stated, products are normally available in approx. 8-10 weeks lead time after receipt of L/C. We will keep buyers appraised of any change in lead time.

7.0 ORDERS

All orders will be confirmed by our Sales Contract. To assure prompt and efficient handling of orders, please also refer to "PAYMENT TERMS" below.

8.0 PAYMENT TERMS

8.0.1 Purchase over US$4,000.00 :
By irrevocable Letter of Credit in U.S. funds.

1) Letter of Credit must be raised by "Telex".
2) The Letter of Credit must affirmatively state all of the following:-
   a) Beneficiary: Video Technology Ltd., Flat F,G,H, 4th Floor, Freder Centre, 68 Sung Wong Toi Road, Tokwawan, Kowloon, Hong Kong.
   b) Advising Bank: Hang Seng Bank Ltd., 77 Des Voeux Road, Central, Hong Kong.
   c) Terms: Irrevocable Letter of Credit at sight.
   d) Item Number - Description - Quantity each for models ordered - Unit Price per model - Total Amount.
   e) Partial Shipments/Transhipments allowed.
   f) Stale Bill of Lading/Through Bill of Lading/Combined Transport Bill of Lading acceptable.
   g) Insurance to be covered by buyer. Freight rate payable at destination.
   h) Negotiation and payment through advising Bank. Negotiation of documents must not be restricted to any bank in Hong Kong.
   i) Other documents required:-
      -In case of sea shipments
      1, Certificate of Origin
      2, Packing List
      3, Commercial Invoice
      -In case of air shipments
      1, Copy of Certificate of Origin (original to accompany shipment)
      2, Packing List
      3, Commercial Invoice
      4, Airway Bill consigned to L/C issuing bank, notify Buyer, freight payable at destination. House way bill acceptable.
   j) Expiration date must be a minimum of 21 days after last ship date.

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k) For lead time purpose, last ship date must be a minimum of 70 days after Letter of Credit opening.

l) i) GSP FORM A to be provided if goods comply with the criteria specified by country of destination.

ii) Should additional documents, e.g. special consular invoices be required by buyer (this is especially common with South American countries), buyer should pay fees for their preparation/execution, if any.

8.0.2. Purchase under US$4,000.00

By Bank Draft in our favour to be sent through the Hang Seng Bank Ltd., 77 Des Voeux Road, Central, Hong Kong. To prevent any delay, when ordering, buyers are requested to state clearly their requirements (quantity per model), and relevant shipping instructions. On receipt of the order and Bankdraft, we will acknowledge receipt respectively. All relevant shipping documents will be forwarded to Buyers, as soon as the shipment has been made.

In case of F.O.B. purchase, buyers are requested to cover the necessary insurance by themselves.

Note: Should special consular invoices/additional documents be required by Buyer (this is especially common with South American countries), Buyer should pay fees for their execution/preparation, if any.

9.0 GUARANTEE

Whilst we are working on an internationally recognized 'Acceptable Quality Level', however, we guarantee products manufactured under our own brandname and packaging against any defect in workmanship for a period of 120 days from date of shipment. All products found to be defective upon factory inspection will be replaced or repaired, at our discretion, free of charge, no labor or consequential damages allowed. Goods are not returnable without our prior consent. All freight charges are for the account of Buyer.

10.0 SHIPPING

Choice of carrier will be ours unless otherwise specified and available.

11.0 SHIPPING MARK

We will provide shipping marks, unless otherwise specified by Buyer when ordering.

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TEL: (3)654484, (3)654534 TELEX: 85305 VITEC HX CABLE: VITECHNO

12.0 COMMUNICATION

Please communicate with us in the English language.

13.0 COPYRIGHT

All catalogues, photographs, price lists and other printed materials are protected by copyright.

14.0 DESIGNS

All products are protected by Industrial Property Rights and in some cases, by Patents.

Designs and specifications are subject to change, discontinuance or additions without notice.

Anne Leung
Marketing Manager

AL/lt

Encl:

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: GENERAL CONSUMER ELECTRONICS CORPORATION

PARENT COMPANY: Same (GCE was founded by former Marketing executives from Mattel, Hunt-Wesson and Proctor & Gamble)

Product(s):

- Vectrex Arcade System - Fully self-contained unit designed to duplicate graphic qualities and 3-dimensional effect of actual arcade games. Table-top model/ plug-in unit; complete with joystick, firing buttons console attached to Vectrex monitor. B/W screen with plastic overlay.
- Pocket Claculators - that play space arcade games as well as performing calculator functions.
  - Chase-N-Counter (3 game versions)
  - Space-N-Counter (3 game versions)
- Quartz Watches - that play sports (Sportstime), action (Gametime) and arcade (Arcade Time) games as well as telling date and time (4 games can be played on each watch version).
- Firepower - Joystick to be used with Atari VCS System.

Compatibility:

- Vectrex Arcade System is self-contained including screen.

Special Features:

- Vectrex - simulates 3-dimensional arcade game play; self-contained units; Library of approx. 25 games.
- Pocket calculator games are self-contained units.
- Quartz watches are self-contained units.
- Firepower - Joystick can be operated with one hand (option to fire with thumb or trigger finger)
  - Joystick that claims to move objects on screen more quickly and more accurately
  - Joystick that does not require pressure to operate. Claims that this feature dramatically reduces the probability of product failure, works on gravity.

Pricing:

- Arcade units retail approx. $200
- Cartridges approx. $30
- Firepower with joystick list retail price of $14.95
- Watches and calculators retail $40

Promotional Considerations:

- Advertising - spot TV against teens/adults in Fall using prime time, early and late fringe (:30's). Print ads in Games, Electronic Games, TV Guide, and People also promised.
- Merchandising - in-store demonstration units
- Promotion - Vectrex Owners Club free to all purchasers, includes newsletters and other incentives on Vectrex cartridges.
- Co-op advertising - fully-paid co-op allowances; ad slicks provided.

www.atarimania.com

Introduction Dates:

Vectrex to ship August 1982, retail introduction mid-October, 1982 in 7 markets. National in 1983. Watches and calculators to ship third quarter 1982 (nationally).

Strengths:

- Vectrex Arcade System offers excellent 3-dimensional graphics and game play.
- Since Vectrex reproduction is arcade quality, company has been able to negotiate licensing with arcade game manufacturers such as Konami, Stern and Cinematronics. Of particular interest is licensing of Berzerk by Stern, a title already licensed by Atari.
- Good selection of Vectrex games, mass appeal titles. 13 games in all.
- Innovative electronic game items other than video games.

Weaknesses:

- Not backed by large corporation, therefore extent of support resources questionable.
- Have licensed titles already licensed by other home video game manufacturers, leaving open the possibility of lawsuits which will deplete company resources.
- Vectrex system screen very small (9 inches)
- No color graphics; screen is black and white and each game comes with color screen overlay.

Evaluation:

This company is offering a good product at a good price, but has several inherent weaknesses which may slow or prevent its success in such an intensely competitive market. We believe the company may enjoy moderate success with its other innovative electronic items (watches, calculators) and joystick, particularly around Christmas-time. However, these are "fringe" items, and sales of them may not contribute to a strong enough base to support the company's main line, Vectrex.

Implications:

This company's hardware offering will add to the confusion of hardware systems already on the market. We do not believe they will pose a major threat either to Atari's already established base of users or potential purchasers since they do not have the resources to compete against those already in the market. These marketing executives from Mattel, Hunt-Wesson and Proctor and Gamble will have to use all of the marketing savvy they can muster.

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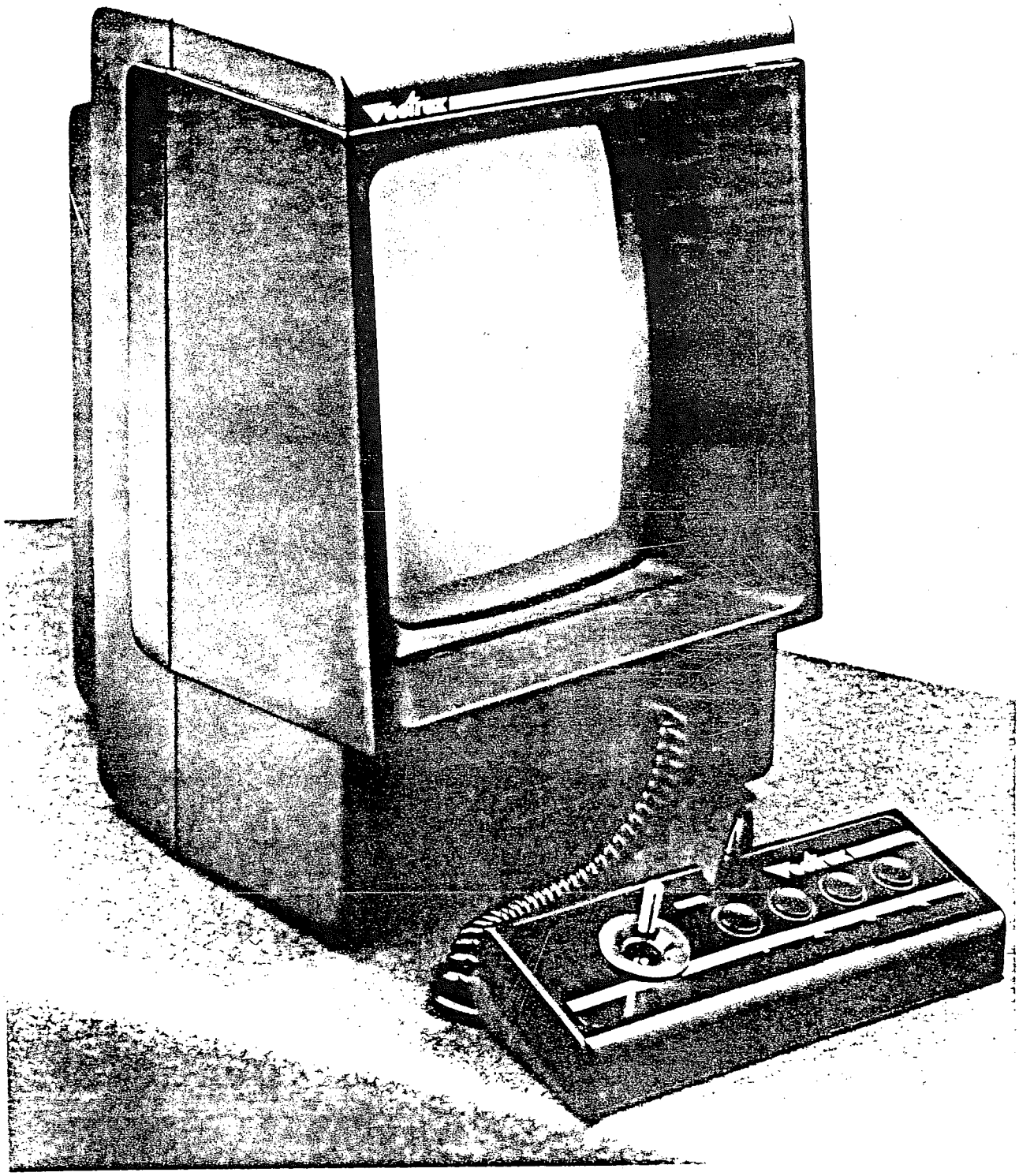

The excitement, action and graphic realism of arcade games can now be brought into the home with the new Vectrex™ Arcade System from General Consumer Electronics Corp. The fully self-contained unit duplicates the graphic qualities and three dimensional effect of real arcade games.

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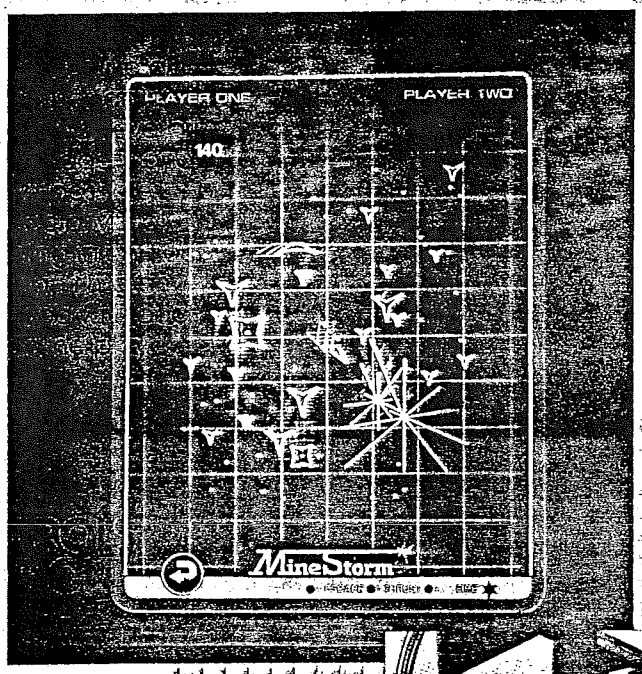
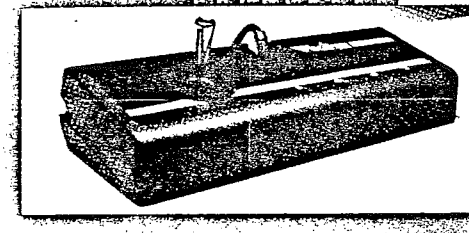
AN EXCLUSIVE BUILT-IN SCREEN MAKES THE Vectrex DIFFERENCE.



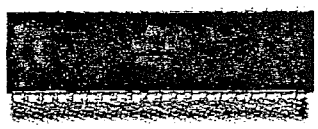
Vectrex has its own 9-inch screen. Unlike a conventional TV screen, Vectrex uses an advanced display technology to achieve brilliant, high resolution on-screen imagery and superb game play never before possible. The Vectrex display provides special visual effects too—3-D rotation, zooming in and out, and more—which regular TVs can't match. Color screen overlays are provided with each cartridge to further enhance game play.

REAL ARCADE CONTROLS, SOUNDS AND ELECTRONICS.

Vectrex has a built-in sound system that uses the same sound chip as many real arcade machines. Vectrex sounds and effects are more realistic and exciting than possible with the conventional TV sound systems used in other home video games. And the volume can be adjusted up or down, or turned off completely.



Vectrex has a unique control panel, similar to those used in many real arcade games, with four concave action buttons and a full 360° self-centering joystick. The control panel has a 4-foot coil cord for optimum player flexibility and is detachable. When not in use, the panel fits neatly into the console, out of sight. A second control panel can be purchased separately for use in simultaneous 2-player games. (HP-3050)



Vectrex has solid state electronics, with an advanced state-of-the-art microprocessor that has more speed and power than either of the leading home video game systems. It's even more powerful and flexible than the microprocessor used in the many real arcade machines.

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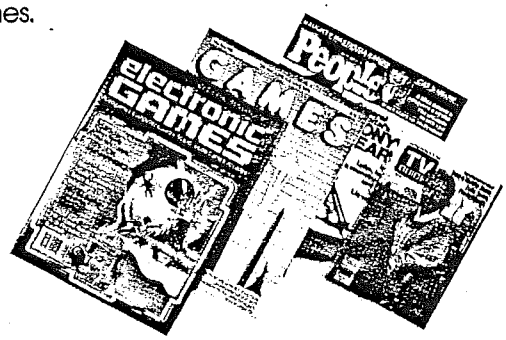
Vectrex HAS HARD-HITTING ADVERTISING...

Strong spot TV support against teens and adults in introductory markets during the Fall pre-Christmas period. Advertising in prime time, early fringe and late fringe will reach nearly every potential purchaser.

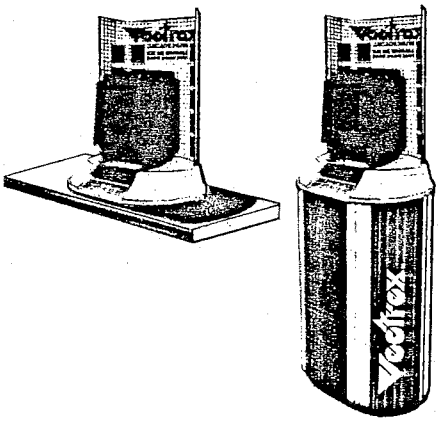
Powerful 30-second introductory advertising explains how Vectrex brings real arcade play home and why this new system is superior to other video games.



Full-color print ads explain all the features of the Vectrex Arcade System in more detail to the primary target audience. Special interest publications like Games, Electronic Games, TV Guide, People, and more.

...ATTENTION-GETTING MERCHANDISING

Seeing is believing... and trying is even better. The best way to get customers' hands on a Vectrex Arcade System is with these functional in-store demonstration units. The free-standing unit displays and stores the complete line of cartridges, yet only takes up 3 square feet of floor space. The top section is removable for use on a counter. Either way, these functional displays let customers experience the fun and challenge only Vectrex can offer, an experience they'll want to take home with them.



...AND MUCH MORE!

PROMOTION

Special tie-in programs to generate rapid awareness among target users and purchasers. Membership in the Vectrex Owners Club—free to all purchasers—includes newsletters and special discounts and other incentives on Vectrex game cartridges.

PACKAGING

All Vectrex packages are designed for maximum impact and memorability at point-of-sale, and establish a high quality value impression.

PUBLICITY

Informative press kits for all major media. Planned interviews on TV and radio talk shows, feature articles, and special projects and events, all designed to generate rapid awareness, excitement and demand for Vectrex.

CO-OP ADVERTISING

Fully-paid co-op advertising allowances. Full variety of ad slicks.

www.atarimania.com

Rogers & Associates

Public Relations
Marketing Communications

2049 Century Park East, Suite 4060
Los Angeles, California 90067
Telephone (213) 552-6922

Release News

for further information:
Sean Fitzgerald

for: GENERAL CONSUMER ELECTRONICS CORP.
233 Wilshire Blvd. #220
Santa Monica, CA 90401

GENERAL CONSUMER ELECTRONICS CORPORATION - FACT SHEET

CORPORATE HEADQUARTERS:

233 Wilshire Boulevard
Suite 220
Santa Monica, CA 90401
(213) 458-1730

OFFICE LOCATIONS:

405 Lexington Avenue
New York, NY 10174
(212) 661-7063

General Electronics International, Ltd.
64 Hoi Yuen Road
5th Floor
Kwun Tong, Kowloon
Hong Kong
3-430141

CORPORATE OFFICERS:

Edward M. Krakauer
CHAIRMAN and CHIEF EXECUTIVE OFFICER

Norman H. Block
VICE PRESIDENT, FINANCE and ADMINISTRATION

Lee A. Chaden
VICE PRESIDENT, MARKETING and PLANNING

Roy S. Haugen
CONTROLLER

Sheldon F. Morick
PRESIDENT, GCE MARKETING SERVICES

John F. Rall
VICE PRESIDENT, OPERATIONS

Gerald A. Smith
VICE PRESIDENT/SECRETARY

FOUNDED: 1980

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PRINCIPAL INVESTOR & GENERAL PARTNER: Marketing Corporation of America (A diversified Westport, CT-based marketing services company with total revenues approaching $100 million.)

MANUFACTURING BRANCH: General Electronics International, Ltd. (Based in Hong Kong, and a division of General Electronics (H.K.) Ltd., the company is known and respected for the production of consistently high quality electronic products for companies such as Radio Shack, Rockwell, Phillips and many others.)

PRODUCT LINES:

GAME WATCH

GameTime™
ArcadeTime™
SportsTime™

GAME CALCULATOR

Chase-N-Counter™
Space-N-Counter™

ARCADE SYSTEM

Vectrex™ Arcade System

(Current Game Cartridge Library)

Licensed: Scramble™ (Konami Industry)

Star Trek™ (Paramount)

Rip-Off™
Solar Quest™
Space Wars™
Star Hawk™
Armor Attack™
(Cinematronics, Inc.)

Berzerk™ (Stern Electronics, Inc.)

GCE Developed:
Mine Storm™
Clean Sweep™
HyperChase™
Cosmic Chasm™
Blitz!™

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GCE FACT SHEET--3--3--3--3

PUBLIC RELATIONS:	Rogers & Associates 2049 Century Park East Suite 4060 Los Angeles, CA 90067
ADVERTISING:	Ketchum Advertising 55 Union Street San Francisco, CA 94111
AUDITORS:	Arthur Young & Co. 515 South Flower Street Los Angeles, CA 90071
COUNSEL:	Selan & Schaeffer One Century Plaza 2029 Century Park East Los Angeles, CA 90067

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Rogers & Associates

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for: GENERAL CONSUMER ELECTRONICS CORP.
233 Wilshire Blvd. #220
Santa Monica, CA 90401

FOR IMMEDIATE RELEASE

GCE VECTREX™ ARCADE SYSTEM FULLY REPLICATES REAL COIN-OPERATED ARCADE EXPERIENCE IN THE HOME

CHICAGO, June 6, 1982-- Although the current rationale and promotional thrust of most major home video game manufacturers is the duplication of the real coin-op arcade experience in the home, none have been able to fully deliver the excitement and challenge of a real arcade video game. No matter what software is applied, a standard television screen is technologically incapable of replicating the three dimensional effect and high resolution of professional arcade video games.

The Vectrex™ Arcade System is a fully self-contained unit with its own screen. The inherent bother and confusion of other home video game systems that require attachment to the family television set are totally alleviated by Vectrex. And since the unit can be played anywhere there is a standard electrical outlet, Vectrex owners need not compete with other family members for time on the television set.

more . . .

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The convenience and portability of Vectrex are unique qualities for a home video game system, but it's the electronic hardware of the product that really differentiates the system from any of its competitors and provides the amazing replication of actual coin-operated arcade games.

Retailing for approximately $200, the Vectrex Arcade System will include the following features:

* An 8-bit microprocessor that offers more speed and power than some arcade video games.

* Executive ROM (64K) that incorporates a resident game (Mine Storm™) and the realistic sounds and effects used in all games (music, crowd cheers, explosions, etc.).

* Special visual effects capabilities (3-D rotation, zoom, etc.) on the 9" diagonal black-and-white vector monitor screen.

* Screen overlays accompanying each game cartridge that provide excitement and information for each game.

* Built-in sound system utilizing the same chip as many arcade games which creates effects that are not achieveable on conventional television sound systems. Includes volume control and on-off sound option.

* Control Panel with four action buttons and a full 360° self-centering joystick. Panel can be used directly against the unit or from a more remote position with the four-foot extended cord. Panel fits neatly into the unit and remains out of sight when not in use. Optional additional control panel can be attached for simultaneous two person play.

Utilizing the nine-inch diagonal vector screen, (the same type used in many coin-operated arcade video games), Vectrex fully duplicates the graphic qualities and three dimensional effect of real arcade games. In fact, the unit so closely duplicates real coin-operated arcade game play that GCE has already been able to obtain licensing rights to seven actual coin-op arcade games.

more . . .

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* Armor Attack™
* Space Wars™
* Star Hawk™
* Rip-Off™
* Solar Quest™

All licensed from Cinematronics, Incorporated.

* Scramble™
Licensed from Konami Industry Co., Ltd.

* Berzerk™
Licensed by Stern Electronics, Inc.

* Star Trek™
Title Trademark of and © 1982 Paramount Pictures Corporation
Game conceived and developed by General Consumer Electronics.

GCE has also developed a number of its own game cartridges that provide real arcade game challenge and excitement.

* Mine Storm™ (the Vectrex resident game)
* Blitz!™ (A football action game)
* Clean Sweep™
* HyperChase™ (An auto race game)
* Cosmic Chasm™

All thirteen games will be available for shipment beginning in August, 1982, as will the Vectrex unit. Cartridges will retail for around $30. Vectrex will hit the retail shelves in mid-October, 1982, in seven introductory markets--New York, Boston, Philadelphia, Chicago, Los Angeles, San Diego and San Francisco. National distribution is planned for early 1983.

General Consumer Electronics Corporation, founded in 1980 by a select group of former Mattel, Hunt-Wesson and Procter & Gamble marketing executives, is headquartered at 233 Wilshire Blvd., Santa Monica, Cal. 90401. During the June CES, the company will be displaying at booth #2147. ##

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INTRODUCING...

FIREPOWER™

The new action joystick that makes Atari® games more fun to play.

A 1-2-3 PROGRAM FOR SUCCESS

1. ENORMOUS POTENTIAL

There are millions of Atari® Video Computer System™ units in American households—a large target market that is primed for an improved joystick that will make their Atari® games more fun to play. There's even more potential because Firepower™ is also compatible with the Sears Tele-Game® Video Arcade® and the Atari® 400 and 800 computer systems.

2. COMPETITIVELY SUPERIOR PRODUCT

The Firepower™ action joystick offers many advantages vs. the standard Atari® joystick controller:

- IT'S EASIER TO USE—Firepower™ can be operated with ONE hand. Two fire buttons are built right in, offering the option to fire with the thumb or trigger finger. No more need to hold the base and press the fire button with one hand while operating the joystick with the other hand. Less hand fatigue too.
- IT'S MORE RESPONSIVE & ACCURATE—With the Firepower™ action joystick, the player can move objects on the screen more quickly and more accurately.
- IT'S MORE RELIABLE—A unique switch mechanism (patent pending) is built into the Firepower™ controller so it does not require pressure to operate as does the standard Atari® controller. This dramatically reduces the probability of product failure.
- IT'S INEXPENSIVE—The Firepower™ action joystick is priced to sell at retail for about $14.95, roughly half the cost of an average Atari® game cartridge—a small investment to improve the playability of all Atari® joystick games.

3. MARKETING SUPPORT

- CO-OP ADVERTISING—Fully-paid 10% co-op advertising allowances. Full variety of ad slicks.
- POINT-OF-SALE MATERIALS—Counter cards, window banners and other in-store sales aids.
- PROMOTION & PUBLICITY—Informative press kit mailings to all major media, feature articles and other special programs.

AVAILABILITY

Firepower™ will be available for shipment starting October 1982, coinciding with the traditional Christmas surge in demand for Atari® game systems, cartridges and accessories.

PRICING

The list price for the Firepower™ action joystick is $7.00 (FOB Taiwan). At a retail price of $14.95, trade margin is over 45% (after landing costs are paid).

Atari® and Video Computer System™ are trademarks of Atari, Inc. Tele-Game® and Video Arcade® are trademarks of Sears, Roebuck and Co.

GCE™

ENTERTAINING NEW IDEAS™

General Consumer Electronics Corporation 233 Wilshire Boulevard, Santa Monica, CA 90401 (213) 458-1730

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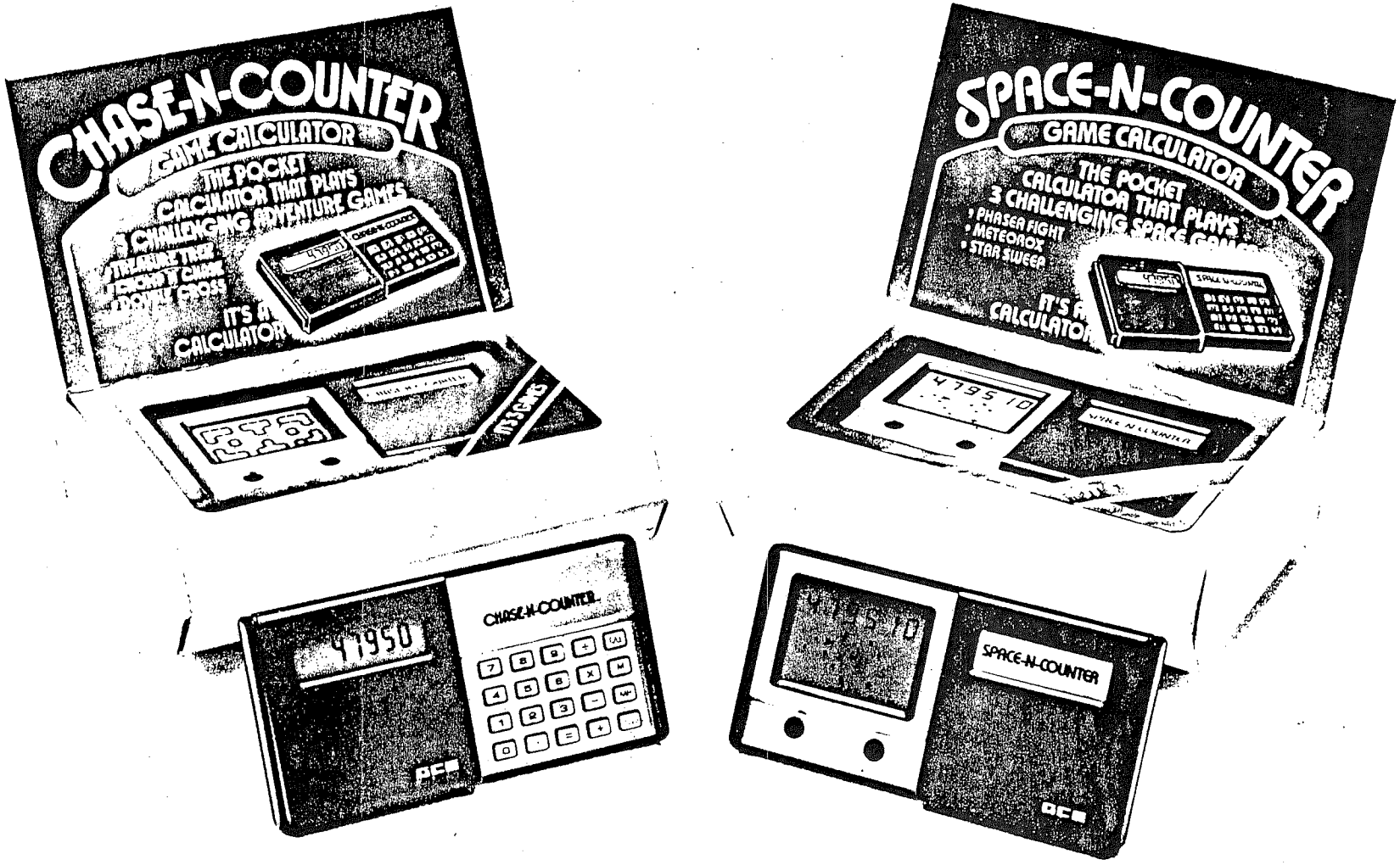

The new game calculator line from General Consumer Electronics Corporation includes Chase-N-Counter™ and Space-N-Counter™ Both feature full function calculators and a selection of three challenging arcade-style games played with a responsive joystick control. They will be available for national distribution beginning Summer, 1982.

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General Consumer Electronics Corporation's popular GameTime™ game watch will be joined in 1982 by two new additions to the line--ArcadeTime™ and SportsTime.™ All three feature a selection of challenging games--each with its own unique sound effects. The game watch line will be available for national distribution beginning Summer, 1982.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: ODYSSEY^2

PARENT COMPANY: MAGNAVOX/NORTH AMERICAN PHILLIPS

Product(s):

- Odyssey^2 Video Game (Hardware)
- Odyssey^2 game cartridges (software)
- Odyssey^2 voice synthesis module

Compatibility:

With Odyssey^2 products only

Product Line:

- See above
- Total of 50 titles including 5 for voice synthesis module
- New titles introduced at CES:
  - Pick Ax Pete
  - KC's Crazy Chase (voice synthesis) - maze game where player chases a centipede and tries to eat it from the back.
  - Spellbinder (voice synthesis)
  - Type N Tell (voice synthesis)
  - Nimble Numbers (voice synthesis)
  - Smithereens (voice synthesis)
  - Master Strategy Series (includes Quest for the Rings, Conquest of the World, Great Wall Street Fortune Hunt)

Special Features:

- Voice synthesis module generates human-sounding voice which is not necessarily an integral part of the game but is supposed to add to the fun. Needs special cartridges.
- Master strategy series games are keyed into keyboard and sold with board playing pieces, game direction book. Game play depends on use of all items.

Background:

One of the original entrants in video game market. Currently holds very small market share

Pricing:

- Odyssey^2 video game with adaptor (game can run on batteries), free game cartridge - Suggested retail $199.95.
- Voice module - suggested retail $99.95
- Cartridges - suggested reatil ranges from $14.95 - 49.95. Average price is $22.95.

Promotional Considerations:

- Billed as Official Video Game of 1982 World's Fair
- Theme line is "The keyboard is the key to greater game excitement".

Strengths:

- Good selection of games in all categories, space, adventure/strategy, sports.
- Master strategy series concept similar to Atari's SwordQuest series in that it employs a game book as part of the game play.
- Self-contained keyboard presents future opportunity to convert to small computer should company decide to pursue this positioning.
- Hardware unit is one of the best on the market.
- Pricing competitive to Atari 2600 VCS.

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Weaknesses:

- Company positioning is weak. Has not exploited its technological strength (hardware). Is continuing to position its hardware/software as just a game. Has become a follower of the market, not a leader.
- Graphics and game play weak. Has not done enough with available memory to develop its potential in this area.
- Voice synthesis module used poorly in that it is an expensive accessory, not part of the game play.
- Keyboard complicated and master strategy series very confusing.

Evaluation:

- This company has lost its lead in the market forever. It has fallen too far behind to catch up to Atari or Mattel. Should it continue to maintain its current positioning, the company will insure its own demise.

Implications:

Will not be a strong competitor for Atari in the video game market.

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ODYSSEY²

RETAIL PRICE LIST

All Prices Effective May 15, 1982 — Subject to change without notice.

THE KEYBOARD IS THE KEY TO GREATER GAME EXCITEMENT.

QTY.	MODEL	RETAIL	SUGGESTED PER UNIT
_____	7600	Odyssey² Video Game — Packed with No Charge Adaptor and One Free Game Cartridge 9400 — Speedway, Spin-Out, Crypto-Logic	$199.95
_____	7605	The Voice of Odyssey² — Voice Module only, easily inserts in Master Unit.	99.95

NOTE: All mainframes packed 4/master carton.

			SUGGESTED RETAIL
_____	9401	Las Vegas Blackjack	22.95
_____	9402	Football	22.95
_____	9403	Armored Encounter / Sub Chase	22.95
_____	9404	Bowling / Basketball	22.95
_____	9405	Math-A-Magic / Echo	22.95
_____	9406	Computer Intro	39.95
_____	9407	Matchmaker / Logix / Buzzword	22.95
_____	9408	Baseball	22.95
_____	9410	Computer Golf	22.95
_____	9411	Cosmic Conflict	22.95
_____	9412	Take The Money And Run	14.95
_____	9413	I've Got Your Number	14.95
_____	9414	Invaders From Hyperspace	22.95
_____	9415	Thunderball	22.95
_____	9416	Showdown in 2100 A.D.	22.95
_____	9417	War of Nerves	22.95
_____	9418	Alpine Skiing	22.95
_____	9419	Helicopter Rescue / Out of This World	22.95
_____	9420	Hockey / Soccer	22.95
_____	9421	Dynasty	14.95
_____	9422	Volleyball	22.95
_____	9423	Electronic Table Soccer	14.95
_____	9424	Pocket Billiards	22.95
_____	9425	Pachinko	22.95
_____	9426	Casino Slot Machine	22.95
_____	9427	Blockout / Breakdown	22.95
_____	9428	Alien Invaders — Plus	22.95
_____	9433	Keyboard Creations	22.95
CHALLENGER SERIES			
_____	9430	UFO	32.95
_____	9432	Monkeyshines	32.95
_____	9436	Freedom Fighters	32.95
_____	9437	Pick Axe Pete	32.95
_____	9444	Four In A Row*	32.95
CHALLENGER SERIES WITH VOICE			
_____	9441	Smithereens With Voice	34.95
_____	9442	K.C.'s Krazy Chase With Voice	34.95
_____	9443	Acrobat With Voice*	34.95
_____	9445	Creature With Voice*	34.95
_____	9446	Arcade With Voice*	34.95

*Descriptive Name

VOICE SERIES			
_____	9440	Type & Tell	39.95
_____	9438	S.I.D. the Spellbinder	39.95
_____	9439	Nimble Numbers N.E.D.	39.95
MASTER STRATEGY SERIES			
_____	9429	Quest for the Rings	49.95
_____	9431	Conquest of the World	49.95
_____	9434	The Great Wall Street Fortune Hunt	49.95

ODYSSEY
N.A.P. CONSUMER ELECTRONICS CORP.
P.O. BOX 6950 • KNOXVILLE, TN 37914

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: TRYOM INCORPORATED

PARENT COMPANY: Same

Product(s):

- Tryom Video Computer System
- Tryom game cartridges
- Intelligent Games (self-contained single-game units)
- Personal computers

Compatibility:

With Tryom products only.

Product Line:

- See above
- 26 video game cartridges available
- 5 single-unit games
- Personal computer, modular printer, modular interface.

Pricing:

- Video game unit - sugg. retail $139.95
- Video game cartridges - from $14.50 - $25.00
- Intelligent Games - from $39.88 - $299.95
- Personal computer - $149.95
- Printer - $179.95
- Interface - $149.95

Strengths:

- Competitive pricing
- Good selection of games across all categories
- Innovative use of technology for single-unit games

Weaknesses:

- Limited appeal of single-unit games (Backgammon, Bridge, Chess)
- Did not seem to have impactive presentation at CES therefore, attraction of new customers is questionable.

Evaluation:

Not a strong contender in video game market.

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TRYOM INC.

PRICE SHEET

January 1, 1982

VIDEO GAMES	Master Pack Quantity	Unit Price	Suggested Retail	Wt. Of Case	Cu. Ft. Case
VCS-300 Tryom Video Computer System	6	$115.00	$139.95	37#	4.4
Cartridges:					
Level A	10	14.50	*	4#	.26
Level B	10	20.00	*	4#	.26
Level C	10	25.00	*	4#	.26

Level A Cartridges:
#301 Soccer
#302 Capture
#303 Basketball
#307 Math Logic
#309 Video Chess
#310 Bowling
#311 Bustout
#312 Sea Battle
#314 War Zone
#315 Poker/Black Jack
#318 Circus
#319 Concentration
#320 Auto Race

Level B Cartridges:
#304 Space Mission
#305 Baseball
#306 Alien Commander
#308 Football
#326 Horse Racing

Level C Cartridges:
#313 Missile War
#316 Gobblemen
#317 Insanity
#321 Chess
#322 Space Vulture
#323 Space Squadron
#324 Star Chaser
#325 Ascender

Availability of Cartridges: March 1st Delivery - 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313
May 15th Delivery - 314 and 315
August 1st Delivery - 316, 317, 322, 323
October 15th Delivery - 318, 319, 320, 321, 324, 325, 326

INTELLIGENT GAMES	Master Pack Quantity	Unit Price	Suggested Retail	Wt. Of Case	Cu. Ft. Case
BG-400 OMAR I LED Computer with 9" Magnetic Board	12	$28.00	$39.88	25#	1.85
BG-500 OMAR II LED Computer with Deluxe 11" Magnetic Board	12	49.50	79.95	37#	3.06
GAMMONMASTER X GM-301 New Gammonmaster w/LED readout/doubling cube	6	44.50	69.95	24#	2.41
GOREN BRIDGEMASTER GB-2000	6	175.00	299.95	32#	3.2
ELECTRONIC CHESS CC-700 LED Computer with 9" Magnetic Board — 7 Levels of Play	12	28.00	39.88	17.1#	1.36

PERSONAL COMPUTERS	Master Pack Quantity	Unit Price	Suggested Retail	Wt. Of Case	Cu. Ft. Case
PEAR - PR-100 Personal Expense Account Recorder	12	$74.97	$149.95	8#	.75
PEAR Modular Printer - PR-101 Accessory Printer Attachment for PR-100	12	84.97	179.95	6#	.75
PEAR Modular Interface - PR-102 Accessory Interface with Home Computer Systems	12	74.97	149.95	6#	.75

Prices subject to change without notice.

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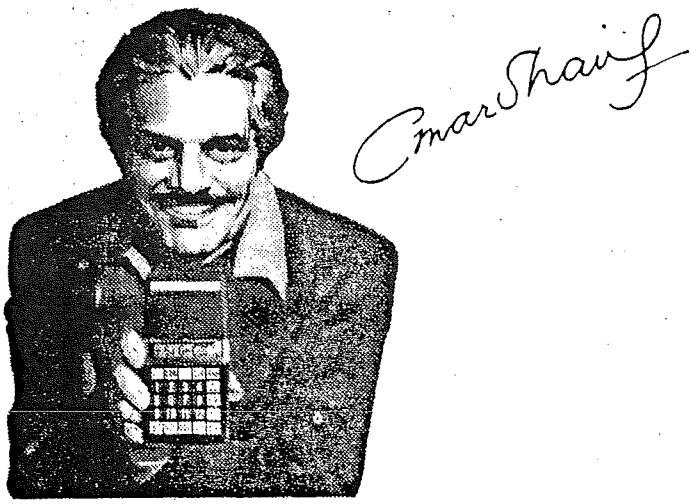
TRYOM INC.

INNOVATORS IN MICROPROCESSOR TECHNOLOGY

23500 Mercantile Road, Cleveland, Ohio 44122 (216) 464-8918, Telex 985402 MARSMEN

PRICE LIST

January 1, 1982



TERMS AND CONDITIONS OF SALE

WARRANTY AND DEFECTIVE GOODS POLICY: Products received from Tryom, Inc. and found to be defective may be returned for exchange upon receipt of written authorization. Any returns must be prepaid. This policy relates to the electronic unit only. Tryom reserves the right to substitute comparable models. The warranty policy does not cover those products which failed due to mis-handling, abuse or internal tampering of the electronic unit.

OVER THE COUNTER EXCHANGE: The electronic products sold by Tryom, Inc., carry with them a limited warranty period of 90 days from the date of purchase. The dealer is authorized to exchange the defective electronic unit with the consumer provided the warranty conditions are in effect. Should the dealer accept back the entire set with components or accessories missing, a credit will be issued only for the true value of the item received. The consumer should be encouraged to promptly register their warranty card with Tryom, Inc.

ADVERTISING PROGRAM: An advertising allowance is offered based upon the net purchases of an account. All claims must be forwarded to Tryom no later than 60 days following the date of advertisement. In order to get more detailed information as to how this program affects your firm, contact either your sales rep or Tryom, Inc. offices.

PRODUCT SALES POLICY: All sales are final and do not have return privileges. The only conditions which would be excluded, is in the event of an error in shipping or should the products be defective in some form (refer to defective goods policy for details). Any shipment errors must be established as valid before any goods may be returned. Once the claim is established, goods may only be returned when a written Return Goods Authorization (RGA) is issued by Tryom, Inc.

UNAUTHORIZED RETURNS: Products returned to the factory which are unauthorized will be assessed a 15% handling charge plus any other appropriate charges required by Tryom, Inc. to restore the products to a resaleable condition.

TERMS: Net 30 Days.

FREIGHT: F.O.B. Cleveland, Ohio.

Merchandise becomes the property of consignee upon receipt of goods by common carrier. Any freight claims or shipping errors should be resolved by consignee and carrier.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: WICO

PARENT COMPANY: WICO CORPORATION

Product(s):

Video Game Accessories:
1. Command Control Joystick
2. Command Control Famous Red Ball Joystick
3. Command Control Joystick Deluxe
4. Command Control Trackball

Compatibility:

1,2, & 3 come equipped with extra long 5 foot cord for direct hook-up with Atari, Sears and Commodore home video games and computers.
1,2, & 3 are also compatible with Odyssey (plug-in controls), Apple, Radio Shack and Texas Instruments video games and home computers by utilizing the appropriate adaptor.
4 - 72-4545 model is compatible with Atari, Commodore and Sears home video games and computers
4 - 72-4555 model is compatible with Odyssey Video Games (plug-in controls).
4 - 72-4550 model is compatible with Radio Shack TRS80 Color Monitor.
4 - 72-4521 model is compatible with Apple Home Computers.

Special Features:

1,2, & 3 - 2 Fire buttons (one on handle/one on base)
- 8-way directional action
- grip pads for table-top play
3 - 2-position slide-switch for one or two-handed arcade response and feel.
4 - 360° movement, controls speed of objects on screen.
All models are backed by a one-year limited manufacturer's warranty.

Background:

WICO claims to be world's largest designer and manufacturer of control devices for commercial arcade games. In business - 42 years.

Pricing:

1 - $29.95
2 - $34.95
3 - $39.95
4 - $69.95

Promotional Considerations:

Published trade information claims that every phase of WICO product development has been researched among a select sample of nearly one-thousand Atari owners among all age groups, both male and female.

Published trade information claims a major advertising program to be launched in near future. Also a co-op program that includes both print and broadcast advertising plus sell-through items like point-of-sale displays, informational booklets, and ad sticks. Finally, a PR program to multiply impact of advertising program.

Strengths:

- Durable Construction
- Bat handle grip
- Double-option fire button
- Rubber grip pads for better table-top play

Weaknesses:

The positioning of these products as arcade-quality accessories may mislead players, re. improved performance in game play.

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Evaluation:

The WICO Accessory products offer Atari VCS owners options in their control modules and do so at a price which is competitive with Atari-manufactured accessories.

Implications:

Atari may have to state disclaimer, re. The use of these adjunct products will not significantly alter game play on Atari VCS hardware.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: COMMODORE COMPUTER SYSTEMS

PARENT COMPANY: None

Product(s):

- VIC-20 home computer
- MAX Machine home video game
- Commodore 64K home computer

Compatibility:

Not compatible with Atari VCS. MAX software is compatible with Commodore 64K home computer.

Product Line:

VIC-20 - Hardware
- Basic Computer
- Datasette Tape Recorder
- Telephone Modem
- Printer
- Disk drive
- Joysticks/Paddles
- 3k extra memory
- 8k extra memory

Software
- Programmers Aid cartridge
- "Super Alien", "Midnight Drive", "Jupiter Lander", "Superslot", "Five Adventure Games", "Radar Race", "Vic Avenger", "Sargon II Chess", "Draw Poker"

MAX - Hardware
- Hand controllers
- Data cassette tape recorder
- Light pen to draw on screen

Software
- "Gorf", "Spiders of Mars", "Jupiter Lander", "Mole Attack", "Visible Solar System", "Board games", "Omega Race", "Menagerie", "Radar Rat Race", "Home Babysitter", "Lightpen Artist", "Music Programming", "Wizard of War", "Avenger", "Midnight Drive", "Math Teacher", "Ace of Aces".

Special Features:

VIC-20: 5k memory expandable to 32k
MAX: 2k memory - Includes music synthesiser capabilities.

Background:

Commodore Home Computer products are considered Atari video game competition because of competitive pricing, and "video game-plus..." positioning.

Pricing:

VIC-20	Hardware:	Computer $299.95 Peripherals (per attached)
	Games:	$29.95 - $39.95
MAX -	Hardware:	$199.95
	Software:	$9.95 - $29.95

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Strengths:

- The Commodore computers are a low cost alternative to hardware that only allows video game play.
- The "games-plus" aspect of the product is judges mentally a consumer noticeable benefit.

Weaknesses:

- The "game-plus" positioning is potentially harmful in that it degrades the product's true home computer capabilities. Unless Commodore strategically manages their product line, clearly separating the Commodore 64, as well as other upper line home computers, from the VIC-20 and the MAX, future sales development could be jeopardized.

Evaluation:

We judge that the Commodore VIC-20 and the MAX could pose a competitive threat to Atari video games, and should be watched.

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COMMODORE VIC-20 PRICE LIST

ORDER NUMBER	PRODUCT NAME AND DESCRIPTION	RETAIL PRICE
THE VIC 20 SYSTEM HARDWARE AND PERIPHERALS		
VIC20	**VIC 20 — The Friendly Computer** Commodore's revolutionary personal computer features color, sound, graphics, programmable function keys, built-in BASIC, expandable memory, low-priced peripherals and more! Connects to any TV or monitor. Includes RF modulator, switchbox, cables and self-teaching instruction book.	$299.95
VIC1530	**Commodore Datassette** Provides handy economical storage of user-written or pre-recorded programs using ordinary audio tape cassettes. Works like standard tape recorder, includes tape counter.	75.00
VIC1540	**VIC 1540 Single Disk Drive** Fast, high capacity storage and retrieval of data on standard 5¼-inch floppy diskettes. Stores up to 170K on each diskette, with read/write compatibility with PET/CBM computer systems.	599.00
VIC1515	**VIC Graphic Printer** Economical dot matrix printer makes paper copies of BASIC programs, letters, business data and graphic displays. Connects directly to the VIC, prints all characters including letters, numbers and graphics. Prints 80 columns wide, 30 characters per second. Reliable tractor feed mechanism, Device 4/5 and test switch. Accepts sprocketed 8-inch roll or sheet paper.	395.00
VIC1600	**VICMODEM (Telephone Interface)** Lets VIC owners communicate by telephone, access telecomputing and timesharing services. VICMODEM cartridge plugs into the VIC's user port, connects to any modular-jack phone handset. Includes VICTERM I terminal program on tape. (Software included)	109.95
VIC1311	**JOYSTICK** Single joystick for playing computer games, remote control computing. Connects to VIC Game Port.	9.95
VIC1312	**TWO PLAYER GAME PADDLES** Double paddle controllers for two player game action. Full rotation with "fire button." Connects to VIC Game Port.	19.95
MEMORY EXPANSION CARTRIDGES		
VIC1210	**VIC 3K Memory Expander Cartridge** Plugs directly into the VIC's expansion port, expands memory to 8K RAM total.	39.95
VIC1110	**VIC 8K Memory Expander Cartridge** 8K RAM expansion cartridge plugs directly into the VIC.	59.95
VIC1111	**VIC 16K MEMORY EXPANDER CARTRIDGE** For use with VIC 20 and/or VIC1010 EXPANSION MODULE.	109.95
INTERFACE CARTRIDGES		
VIC1011A	**RS232C Terminal Interface** Provides interface between the VIC 20 and RS232 telecommunications modems. Connects to the VIC's user port. (Not required for modem)	49.95
RECREATIONAL GAMES ON CARTRIDGE		
VIDEO ARCADE SERIES		
VIC1901	**VIC AVENGER** It's an invasion of space intruders and you're the VIC "Avenger." Space action for arcade enthusiasts.	29.95
VIC1904	**SUPERSLOT** Colorful slot machine game works just like the real thing! Great music and sound effects!	29.95
VIC1906	**VIC SUPER ALIEN** You're trapped in a maze and your only defense is the "alien buster". Can you capture the aliens before they zap you?	29.95
VIC1907	**JUPITER LANDER** Pilot you "Jupiter Lander" through the treacherous crevices of a mysterious planet. Variable rocket thrust, anti-gravity, horizontal retros.	29.95
VIC1908	**DRAW POKER** Casino-style poker recreates the real thing! Superb animation and sound effects add to the fun, mystery and luck.	29.95
VIC1909	**MIDNIGHT DRIVE/ROAD RACE** Authentic night driving simulation provides thrills, chills and . . . spills? An unusual computer challenge.	29.95

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ORDER NUMBER	PRODUCT NAME AND DESCRIPTION	RETAIL PRICE
VIDEO ARCADE SERIES (continued)		
VIC1910	**RADAR RAT RACE** The magical mystical mouse maze makes for a fast-paced, challenging game of wit, strategy and reflexes. Excellent graphics.	29.95
VIC1913	**RAID ON FORT KNOX** You're scurrying through a complex of tunnels below Fort Knox. Just ahead you spot the gold . . . now grab it and try to escape before the guards find you!	29.95
VIC1919	**SARGON II CHESS** SEVEN challenging play levels. Called the "best" microcomputer chess program by experts, SARGON II makes the VIC a challenging chess opponent.	39.95
VIC1920	**PINBALL SPECTACULAR** The most action-packed video pinball game available, complete with bumpers, free balls, crawling monsters, spinner, drop targets, bonus multipliers, and spectacular sound effects!	39.95.
VIC1923	**GORF* (The smash-hit arcade game!)** Midway's incredible coin-operated game is now on cartridge for the VIC! Includes 4 completely different games, multiple levels of difficulty, some of the best cartoon graphics ever devised for video games. Invaders, gorfies, death ships, saucers, aliens...it's terrific!	39.95
VIC1924	**OMEGA RACE* (The smash-hit arcade game!)** The ultimate space game. One of the most popular coin-op games of the year! You've got one Omegan fighter maneuvering against droid ships, command ships, death ships, photo mines and vapor mines. Fantastic "rubber band" boundaries, multiple levels of difficulty...all the features that made the Bally/Midway game so successful! 1 or 2 players.	39.95
SCOTT ADAMS ADVENTURE GAMES		
VIC1914	**ADVENTURE LAND ADVENTURE** The premiere Scott Adams "Adventure" game ideal for beginning "Adventure" players. Formerly available only on larger, more expensive computers. All Adventure games are decoded to "talk" on the "TYPE N TALK™ voice synthesizer (available from VOTRAX).	39.95
VIC1915	**PIRATE COVE ADVENTURE** Yo, ho, ho and a bottle of rum . . . much more in this treasure island of excitement. Decoded for TYPE N TALK™ by Scott Adams.	39.95
VIC1916	**MISSION IMPOSSIBLE ADVENTURE** Your mission is to disarm a volatile nuclear reactor. Tense, challenging fun. Decoded for TYPE N TALK™ by Scott Adams.	39.95
VIC1917	**THE COUNT ADVENTURE** You're trapped in Count Dracula's castle and you have 3 days to find and destroy the vampire. Decoded for TYPE N TALK™ by Scott Adams.	39.95
VIC1918	**VOODOO CASTLE ADVENTURE** Count Yorga has been cursed and you have to free him from the curse. Voodoo statues, crystal balls and magic rings. TYPE N TALK™ by Scott Adams.	39.95
CHILDREN'S FUN SERIES		
VIC1911	**THE SKY IS FALLING** Help Chicken Little by catching pieces of the sky as they fall! A great "first game" to teach motor skills . . . fun and challenging.	29.95
VIC1912	**MOLE ATTACK** A colorful "cartoon action" game. You're trying to keep those nasty moles underground where they belong but they keep popping up! How many can you clunk before time runs out? Fast, fun, frantic!	29.95

PROGRAMMING AID CARTRIDGES

VIC1211A	**VIC 20 Super Expander** Everything Commodore could pack into one cartridge — 3K RAM memory expansion, high resolution graphics plotting, color, paint and sound commands. Graphic, text, multicolor and music modes. 1024 x 1024 dot screen plotting. All commands may be typed as new BASIC commands or accessed by hitting one of the VIC's special function keys. Includes tutorial instruction book. Excellent for all programming levels.	69.95
VIC1212	**Programmers Aid Cartridge** More than 20 new BASIC commands help new and experienced programmers renumber, trace and edit BASIC programs. Trace any program line-by-line as it executes, pause to edit. Special KEY command lets programmers redefine function keys as BASIC commands, subroutines or new commands.	59.95
VIC1213	**VICMON Machine Language Monitor** Helps machine code programmers write fast, efficient 6502 assembly language programs. Includes one line assembler/disassembler.	59.95

*Bally Midway games developed under Commodore's licensing agreement with Bally Manufacturing Co.

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ORDER NUMBER	PRODUCT NAME AND DESCRIPTION	RETAIL PRICE

TEACH YOURSELF PROGRAMMING SERIES

VL102	**Introduction to BASIC Programming — Part I** A gentle but thorough introduction to BASIC programming. Excellent first book for any new computerist. Tutorial lesson tapes included.	24.95

APPLICATION PROGRAMS ON TAPE

The following prerecorded programs are designed for use with the Commodore Datassette Tape Recorder. Programs on tape come in several varieties and are color coded by category as follows: Recreation (red), Education (blue), Business/Calculation (green), Home Utility (orange) and Computing Aid (black).

VT106A	**Recreation Program Pack*** Car Chase — Fast-paced road action VIC 21 — Casino-style blackjack Blue Meanies From Outer Space — Space game Biorhythm/Compatibility — Compare biorhythms Spacemath — Math improvement grades 1-6 Slither/Super Slither — dexterity game	59.95
VT107A	**Home Calculation Program Pack*** Personal Finance I — Home budget Personal Finance II — Home budget VIC Typewriter — Word processor for home use Expense Calendar — Income, expenses, appointments Loan & Mortgage Calculator — Decision-making aid Home Inventory — Home belongings list.	59.95
VT164	**Programmable Character Set/Gamegraphics Editor** Lets the VIC user create up to 64 programmable characters and use them in BASIC programs. The Editor takes only one-half kilobyte of program space, works with tape, disk and printer.	14.95
VT232	**VICTerm I — Terminal Emulator** A handy VIC terminal program on tape which converts any VIC to a terminal for use with a telephone modem. (See RS232 Interface)	9.95

VIC 20 BOOKS AND MANUALS

VM100	PERSONAL COMPUTING ON THE VIC 20 The "friendliest" computer instruction guide available. This owner's manual comes free with every VIC 20 but is also in demand by teachers who use it in the classroom, and by "VIC families" who want more than one guide for each family member.	5.95
VM110	VIC 20 PROGRAMMERS REFERENCE GUIDE The master VIC 20 reference manual includes information on VIC BASIC, 6502 Machine Code Programming, Input/Output ports, VIC microprocessing chips, and tips for all levels of programmers. Indispensable.	16.95

ACCESSORIES AND REPLACEMENT PARTS

VIC1515P	VIC GRAPHIC PRINTER PAPER 1000 sheet pack, tractor feed, 15 lb. bond	15.00
VIC1515R	VIC PRINTER RIBBON CARTRIDGE for VIC Graphic Printer	9.95
VIC90477801	TV SWITCHBOX	7.95
VIC90510101	RF CABLE	2.95
VIC902505	POWER SUPPLY	19.95
VIC32145301	MODULATOR	19.95

*Suggested retail price of six pack tapes sold separately is $14.95.

Prices are subject to change without notice.

Commodore Business Machines, Inc.
Consumer Products Division
487 Devon Park Drive, Wayne, PA 19087 (215) 687-9765

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PRODUCT SHIPPING SPECIFICATIONS

Product	Master Pack Quantity	Master Pack Weight	Master Pack Dimensions (Inches)	Master Pack Cube Ft.	Reshipper Pack Quantity	Reshipper Pack Weight	Reshipper Pack Dimensions	Reshipper Pack Cube Ft.	Individual Weight	Individual Dimensions	Individual Cube Ft.
VIC 20	4	42 lbs.	26.5 x 18 x 12.5	3.45	—	—	—	—	10 lbs.	17.5 x 13 x 5.5	.72
VIC 1011A	12	7 lbs.	11.5 x 17 x 6	.68	6	3.5	11.5 x 8.5 x 6	.34	.5 lbs.	11 x 8.25 x .75	.04
VIC 1110	12	7 lbs.	6.75 x 18.5 x 7	.51	6	3.5	6.75 x 9.125 x 7	.25	.5	11 x 8.25 x .75	.04
VIC 1111	12	7 lbs.	6.75 x 18.5 x 7	.51	6	3.5	6.75 x 9.125 x 7	.25	.5	6.125 x 1 x 8.5	.03
VIC 1210	12	7 lbs.	6.75 x 18.5 x 7	.51	6	3.5	6.75 x 9.125 x 7	.25	.5	6.125 x 1 x 8.5	.03
VIC 1211A	12	7 lbs.	11.75 x 12 x 8.5	.69	6	3.4	11.75 x 6 x 8.5	.34	.5	8 x .75 x 11	.04
VIC 1212	12	7 lbs.	11.75 x 12 x 8.5	.69	6	3.4	11.75 x 6 x 8.5	.34	.5	8 x .75 x 11	.04
VIC 1213	12	7 lbs.	11.75 x 12 x 8.5	.69	6	3.4	11.75 x 6 x 8.5	.34	.5	8 x .75 x 11	.04
VIC 1311	24	20 lbs.	10 x 10 x 24	1.39	—	—	—	—	.75	12 x 3.5 x 4.75	.11
VIC 1312	24	25 lbs.	29.5 x 7.5 x 16	2.05	—	—	—	—	1 lb.	5.5 x 2.75 x 7.5	.07
VIC 1515	4	45 lbs.	22 x 21.5 x 18	4.93	—	—	—	—	10 lbs.	17 x 10.5 x 10.25	1.06
VIC 1530	18	40 lbs.	18.5 x 14 x 19	2.85	—	—	—	—	2 lbs.	9 x 6.75 x 3.75	.13
VIC 1540	4	50 lbs.	23 x 17 x 12.5	2.83	—	—	—	—	11.5 lbs.	16.25 x 11.5 x 5.5	.59
VIC 1600	24	16 lbs.	17.5 x 12.75 x 24.25	3.13	4	2.5 lbs.	11.75 x 6 x 8.5	.34	.6	8.75 x 6.5 x 1	.03
VIC 1900 Series	24	15 lbs.	9.3 x 14 x 13.5	1.02	6	2.5 lbs.	9.3 x 7 x 6.75	.25	.6	8.75 x 6.25 x 1	.03
VT 106A	24	24 lbs.	15 x 15 x 15	1.95	—	—	—	—	1 lb.	13.25 x 4.5 x 1.75	.06
VT 107A	24	24 lbs.	15 x 15 x 15	1.95	—	—	—	—	1 lb.	13.25 x 4.5 x 1.75	.06
VT 164	12	2.52 lbs.	13.25 x 4.5 x 3.5	.12	—	—	—	—	.15 lbs.	3 x 5 x 1	.01
VT 232	12	2.5 lbs.	13.25 x 4.5 x 3.5	.12	—	—	—	—	.15 lbs.	3 x 5 x 1	.01
VL 102	12	24 lbs.	12 x 12 x 12	1.0	—	—	—	—	2 lbs.	12 x 9 x 1	.06
VIC 1515P	3	22 lbs.	11.5 x 8.5 x 12.5	.71	—	—	—	—	—	—	—
VIC 1515R	—	—	—	—	—	—	—	—	2 oz.	3.5 x 2.5 x 1	.01
VM 100	12	10 lbs.	4 x 13 x 10	.3	—	—	—	—	.75 lbs.	8.5 x 5.75 x .25	.01
VM 110	12	10 lbs.	4 x 13 x 10	.3	—	—	—	—	.75 lbs.	8.5 x 5.75 x .25	.01

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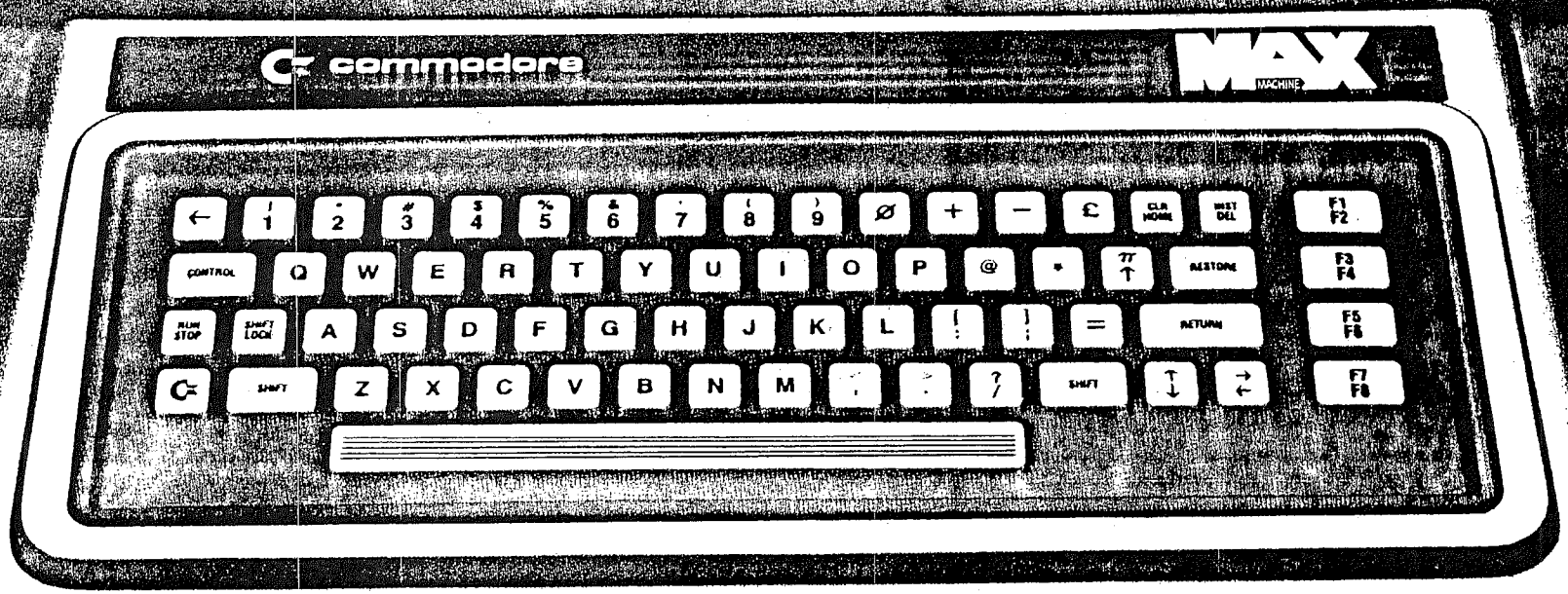

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COMMODORE
ANNOUNCES THE
THIRD GENERATION
GAME MACHINE:

A TRUE COMPUTER
AND MUSIC SYNTHESIZER
THAT WILL OUT-ZONK, OUT-ZAP,
OUT-SING, OUT-THINK, OUT-PROGRAM,
OUT-TEACH, AND OUT-SELL
THE COMPETITION.

INTRODUCING THE COMMODORE MAX MACHINE™

From here on in, all video games can be divided into two categories: the Commodore Max Machine and all the others.

What's so special about the Commodore Max?

IT'S A TRUE COMPUTER.

Unlike other game machines, the Max Machine is a programmable computer. It can be used for simple record-keeping, filing, even for programming your own games, all of which can be stored in a Commodore Datassette Recorder.

Don't know how to program a computer, you say?

The Max will teach you, simply and comprehensively.

As computers are fast becoming the standard means of worldwide communication, a working knowledge of programming is essential. No one offers an easier introduction to this world than the Max.

IT'S THE ULTIMATE GAME MACHINE.

The very same challenge, sound, graphics, and colors that make arcade games so popular are now available in your home through the Commodore Max.

As a matter of fact, you'll find the very same games found in the arcades: GORF, OMEGA RACE, and WIZARD OF WOR, to name just a few names.

IT'S A MUSIC SYNTHESIZER.

Instead of a few measly boings and beeps, the Max contains the sound of a $500 music synthesizer. You can compose your own music by recreating the sounds of real musical instruments (harpsichord, trumpet, piano, drum, organ, violin, cymbal), as well as the sounds of instruments not yet known to mankind. Or womankind, for that matter.

The musical capabilities of the Max are so unique, we could write a whole chapter on them (which we did, and you can read it a few pages ahead).

ALL THIS FOR UNDER $200.

Why not?

Amazing value is typical of any Commodore computer. The reason is we don't have to buy anyone else's technology. We develop our own, make our own chips (the heart of a computer), and pass the savings along to you.

In the late 1400s, Gabriel Biel said, "You get what you pay for." In 1982, Commodore says that to get it, you don't have to pay more.

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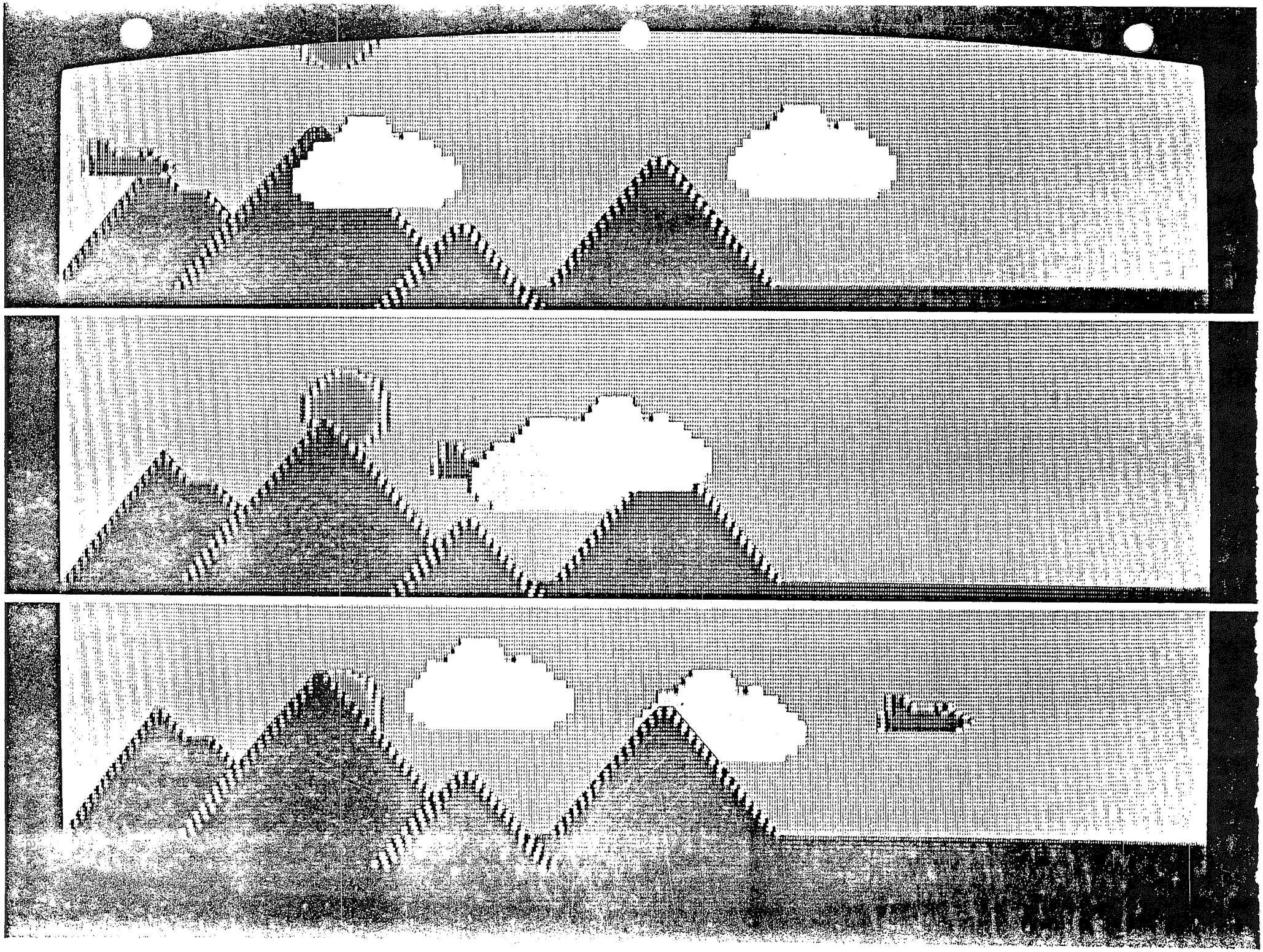

THE WORLD OF VIDEO GAMES IS NO LONGER FLAT.

You are about to enter another dimension. A dimension of 3D sight. 3D sound. 3D color.

COMMODORE SPRITE GRAPHICS.

With other video machines, you plug in their cartridge which locks you into their graphics, their colors and their games. The Commodore Max, however, being not only a game machine but a true computer as well, encourages you to use your imagination.

With Sprite graphics, the choice is yours. Our Sprite Graphics Display chip is what makes it possible for you to make up your own games. Experiment with 255 possible border/background color combinations.

Dazzle yourself with not 8 colors (which the competition offers), but 16 colors which can be used simultaneously.

You also have the option of creating 8 independently movable display objects.

Like the excitement of a good crash? Collision detectors will tell when one object hits another. You can even control objects by moving them in front of or behind each other. (Giving you the ability to literally run circles around the competition.)

THE SOUNDS OF MUSIC SYNTHESIS.

Think the video capabilities are exciting? You ain't heard nothing yet. At least not until you've hooked the Max up to your hi-fi speakers and heard the effects of our music synthesizer through your own sound system.

Comparing the sound of the Max to the competition is like comparing a kazoo to a symphony orchestra. (If you happen to love the kazoo, don't worry. We can play that as well.)

However, sound isn't the only incomparable feature of the Max:

Feature	COMMODORE MAX	ATARI VCS	INTELLIVISION
Video Game Options:			
Cartridge Games	Yes	Yes	Yes
Joysticks	Yes	Yes	No
Paddles	Yes	Yes	Yes
Lightpen	Yes	No	No
Home Computer Option:			
Keyboard (Included)	Yes	No	No
Programmable	Yes	No	No
BASIC Cartridge	Yes	No	No
Cassette Storage	Yes	No	No
Music Synthesizer:			
Sound Generator	Yes	Yes	Yes
Polyphonic Tones	Yes	Yes	No
Music Synthesizer Cartridge	Yes	No	No
Hi-Fi Audio Output	Yes	No	No

Preliminary release information. Specifications subject to change.

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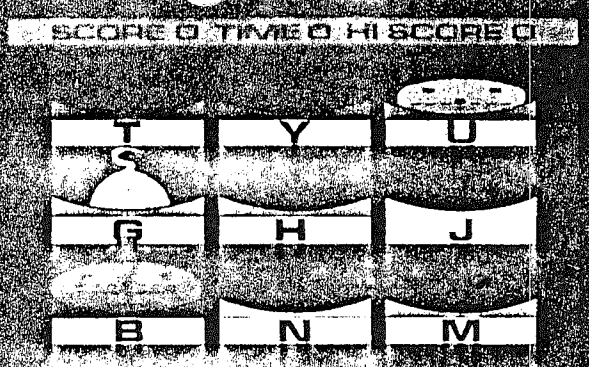
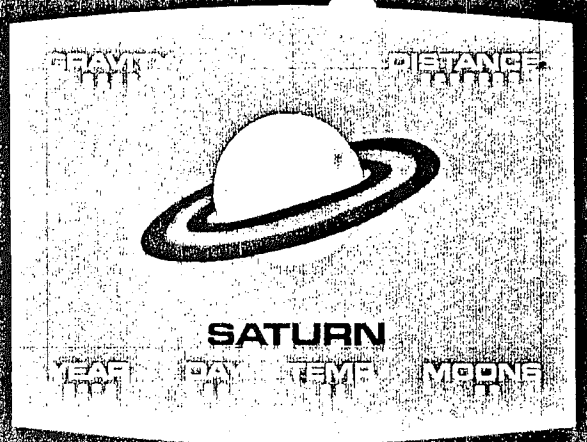
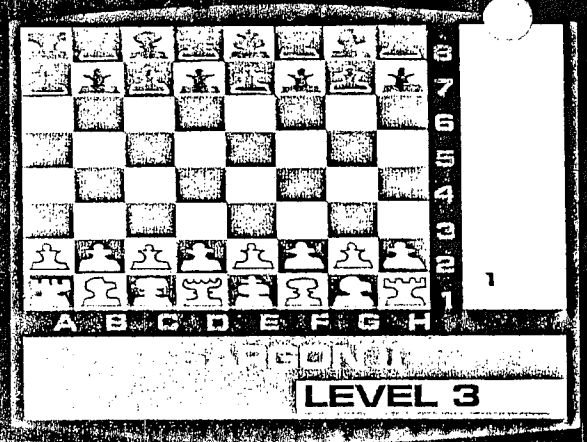


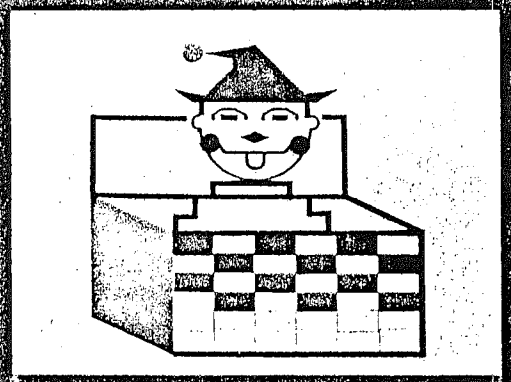
MOLE ATTACK



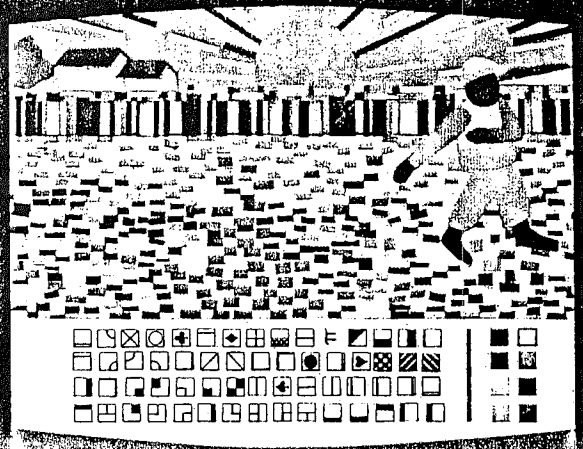
VISIBLE SOLAR SYSTEM



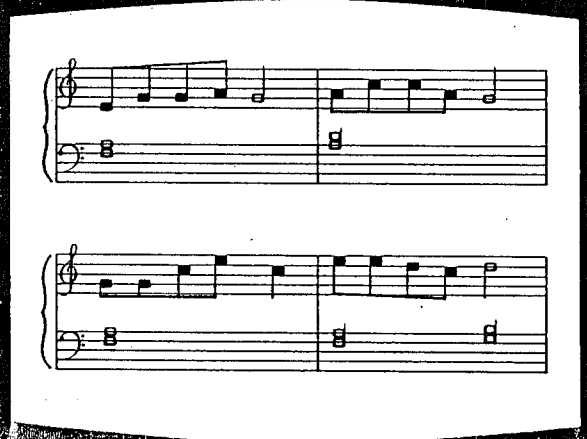
BOARD GAMES



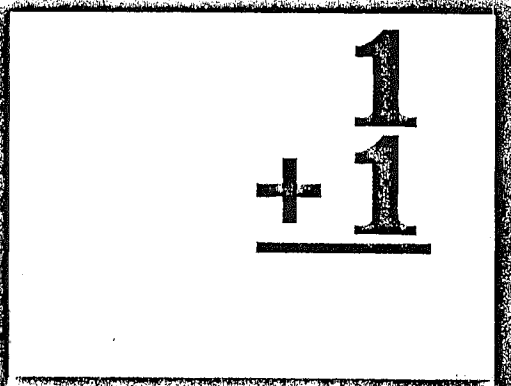
HOME BABYSITTER



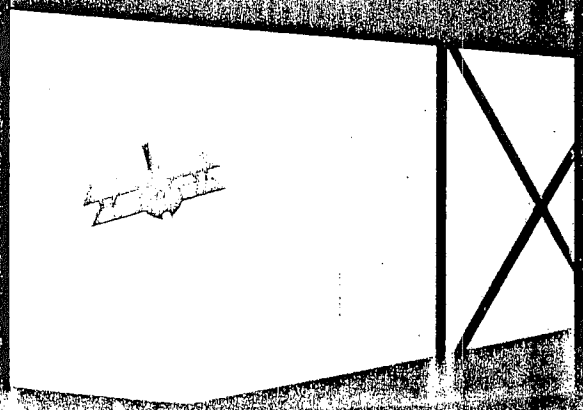
LIGHTPEN ARTIST



PROGRAM YOUR OWN MUSIC.



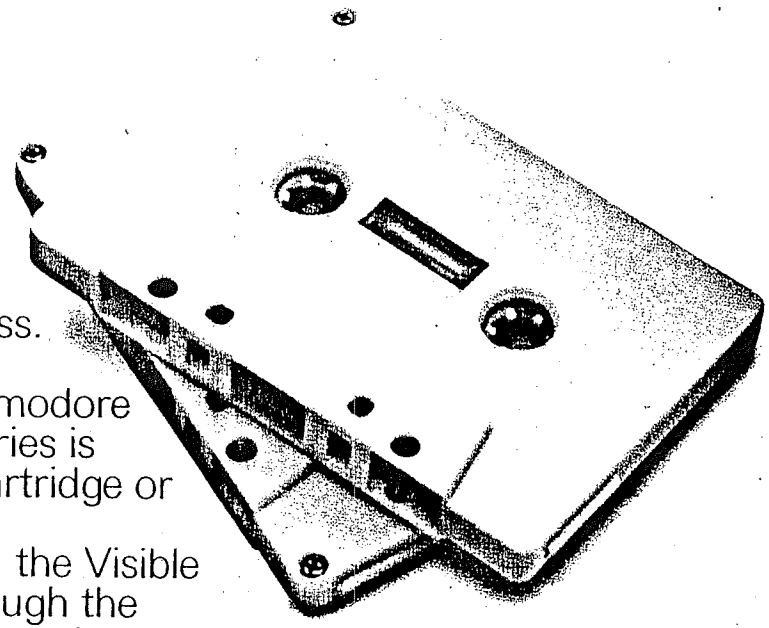
MATH TEACHER



ACE OF ACES

PROGRAM YOUR OWN GAMES

FOR UNDER $30, YOU CAN SEND YOUR KIDS TO PRIVATE SCHOOL.



No yearly tuition.
No blazers or pleated skirts to press.
No parent/teacher conferences.

The only prerequisite for the Commodore Max Machine's Children's Learning Series is $29.95 on down to $9.95 for each cartridge or cassette.

The game on the left, for example, the Visible Solar System, allows you to travel through the solar system, using the computer keyboard as a spaceship console to learn the vital statistics on all the planets. You can also launch a "probe" to the planet of your choice and obtain surface data.

The education series goes from pre-school (counting and alphabet games) to elementary grades (math improvement tutor) through high school (with games like the Visible Solar System).

So despite what most parents think, thanks to Commodore, it's now possible to study in front of the television. You just have to make sure it's tuned in to the right program.

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FOR THE PRICE OF THE MAX MACHINE, YOU GET THE EQUIVALENT OF A $500 MUSIC SYNTHESIZER.

THE SOUNDS OF MUSIC.

We've taken the incredible versatility of a professional music synthesizer, put it into a microchip, and included it in each Max Machine.

The music circuit consists of 3 synthesizer voices with a 9-octave range which can be used independently or in conjunction with each other to create complex sounds.

With music cartridges, you can control the pitch, harmonic content and volume to recreate a wide range of musical instruments, as well as developing a unique sound of your own.

COMPOSE YOURSELF.

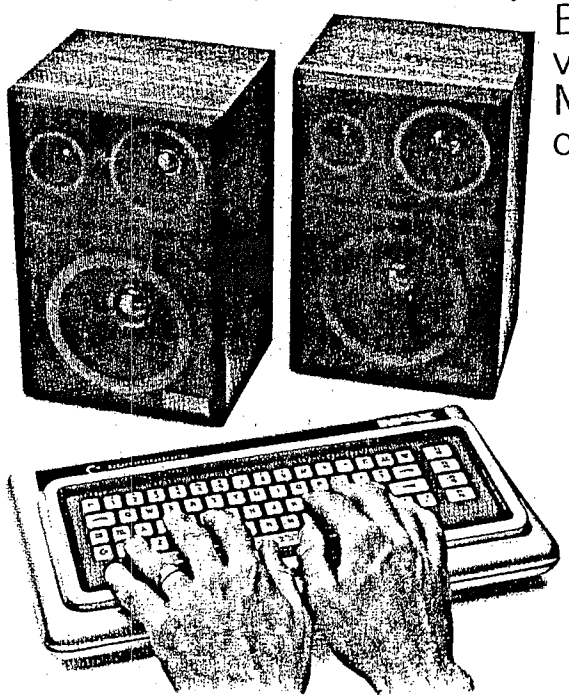
All those years of music lessons won't be wasted on the Max. Use a music cartridge and hook the Max up to a Commodore Datassette Recorder, compose your own music on the Max keyboard, and immortalize your great works on tape. If you'd like to improve the sound of your composition, just hook the Max up to your own hi-fi speakers. (The competition is flat by comparison.)

The Max is also noteworthy to those of you who love the idea of making music, but have no formal music background.

MAX THE MUSIC TUTOR.

One of the learning cartridges available for the Max is a Music Tutor. Just plug in the Music Tutor cartridge and accompany yourself on the Max console to learn what you're playing as you play. As you see on the left, the notes will appear on the screen as the tutor takes you, step by simple step, up and down the scales.

No video game out today can touch the 3D sound quality and versatility of the Max Machine. Because no other video game has the Max's built-in appreciation for music.



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WHY YOUR KIDS WILL START HANGING OUT AT HOME.

"You're wasting your money."
"You're in with a bad crowd."
"Your homework is more important."

Let's face it. These three popular guilt-provoking reasons for pulling kids out of arcades don't usually work. One look at the Commodore Max should.

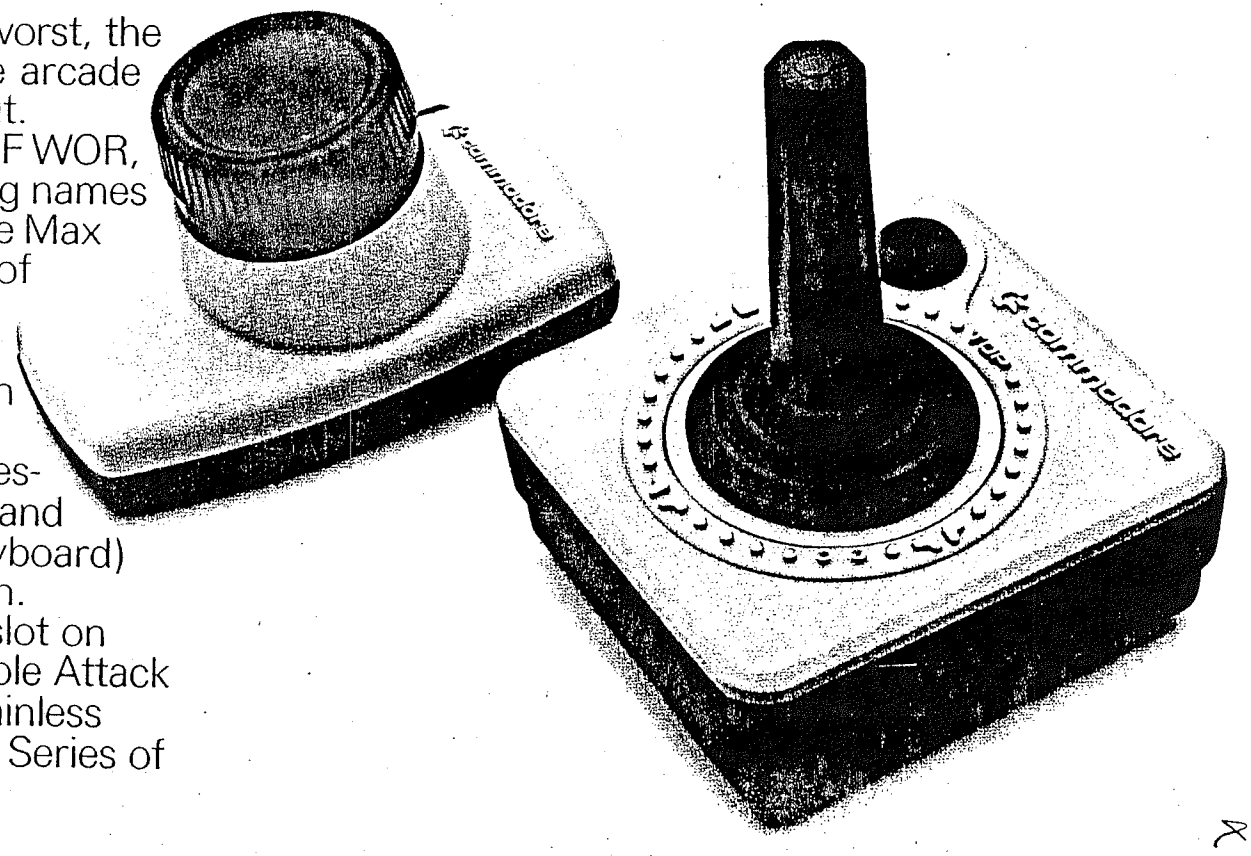
The reasons are quite simple. At worst, the Commodore game cartridges rival the arcade games. And, at best, beat them flat out.

GORF, OMEGA RACE, WIZARD OF WOR, KICK-MAN are just a few of the exciting names you can drop into the Max. (In fact, the Max Machine unfolds a whole new world of video challenges as one look at our games fold-out should tell you.)

And unlike other video games which tend to disappoint you when you get them home, Commodore's graphics resolution, colors, sounds, challenge level, and ease of controls (joysticks, paddles, keyboard) are just as exciting on the home screen.

Kids too young to reach the coin slot on arcade games can enjoy games like Mole Attack from our Children's Fun Series, and painless learning through our Home Babysitter Series of education games. (There's even a computerized "Mr. Potato Head.")

However, judging by the number of adults seen going in and out of the arcades unaccompanied by children, you obviously don't have to be under 18 to fully appreciate the Max.



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FROM GAME MACHINE TO COMPUTER WITH A FLICK OF THE WRIST.

Do you think any amount over $25 is too much money to spend on something just for kids to play with?

Well, consider the fact that the Commodore Max Machine is not a toy.

HOW TO TELL A REAL COMPUTER FROM A GAME MACHINE.

Does it have a built-in keyboard? (The Max does.) Can it speak the BASIC language of computers? (Max can.) Can a data storage device be attached? (Yup.) Can the user save and load programs? (Yup again.)

Next to the Max Machine, all other video games are just video games.

NEVER TOUCHED A COMPUTER? MAX WILL BE GENTLE.

Learning how to program a computer is a little like learning how to drive a stick shift: It takes a little practice.

You won't find a more patient teacher than the Max.

All you have to do is get a Max BASIC learning cartridge. With it comes a simple-to-follow, step-by-step guide to BASIC language (the language computers speak) and computer programming.

Just flick the cartridge into the Max console, open the manual, and let the Max take you through the simplicities of a home computer.

After you've seen how you can control color, sound and graphics, you can put them to practical use.

CONGRATULATIONS. YOU'RE A COMPUTER PROGRAMMER. NOW WHAT?

Unless you happen to run a major corporation out of your home, you don't need a big-business computer. What you can use is the Max's capabilities to develop charts, keep records, plan budgets and store lists. Children can use it as a tool for doing homework, or for avoiding homework, by making up their own games.

But let's say you can do your own budgets

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with a pencil and paper. And your kids don't need any help with math. This brings up another question.

CAN ONE LIVE A FULL LIFE WITHOUT COMPUTERS?

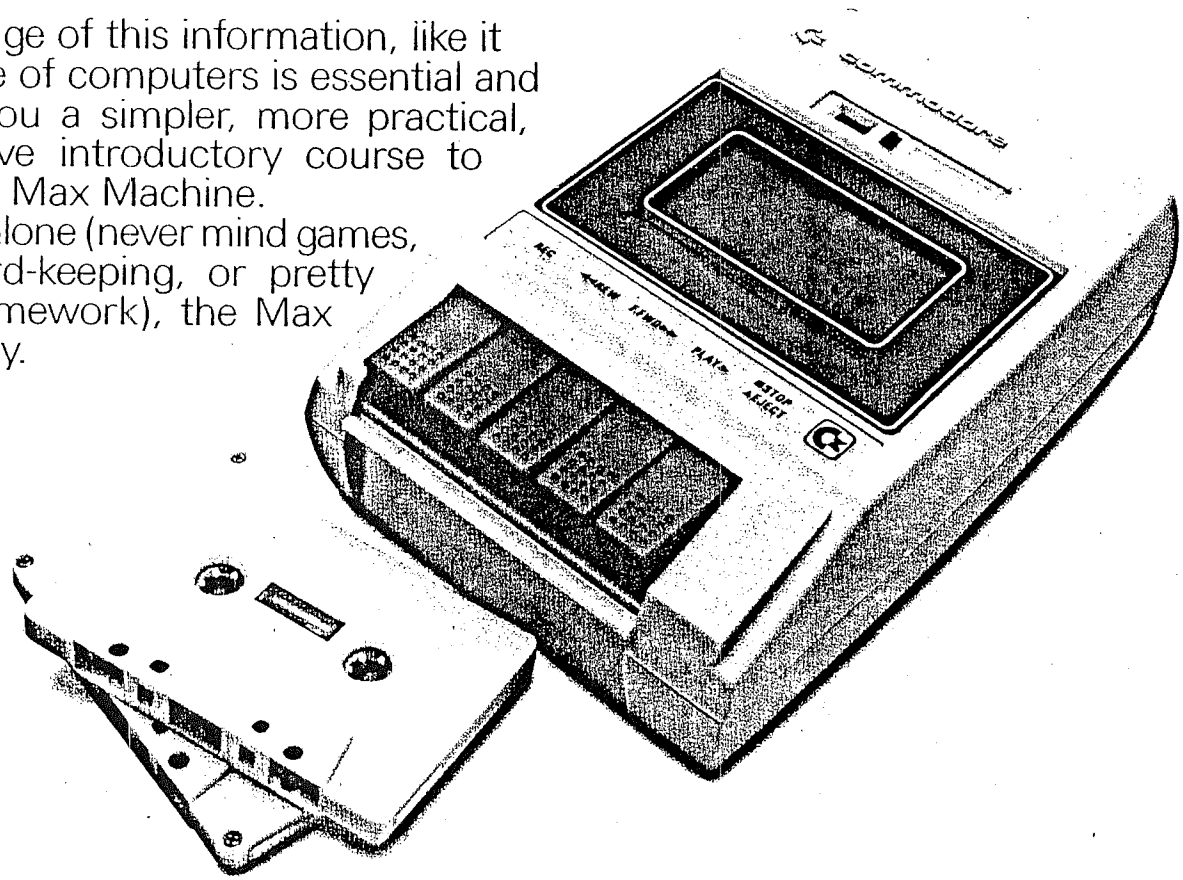
In Bora Bora, maybe.

But in a 9 to 5 world where we deal with banks, airlines, ready-cash machines, credit bureaus, supermarkets, etc., the answer is no.

The time will come, and soon, when every bit of information we need will be stored in computers.

To take advantage of this information, like it or not, a knowledge of computers is essential and nothing can give you a simpler, more practical, more comprehensive introductory course to computers than the Max Machine.

For this reason alone (never mind games, or music, or record-keeping, or pretty colors, or math homework), the Max is worth every penny.



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HOW MUCH IS THE MAX MACHINE REALLY CAPABLE OF DOING? YOU TELL US.

We don't define the limits of the Max Machine. You do. That's the real beauty of it.

The Max is not just a game machine, not just a true computer, not just a music synthesizer. What it is with its cartridges is a combination of all three, giving you one of the most versatile home entertainment centers you can buy.

BEYOND THE HORIZON.

Computer technology is racing ahead and we don't plan to allow the Max to fall behind.

At this very moment, we're adding new games, designing new learning programs and working on ideas to further extend the versatility of the Max.

We've thought far enough ahead to realize that someday you may need a more complex computer than the Max, say the Commodore 64, for example.

With that in mind, we designed the Max cartridges to be compatible with the Commodore 64.

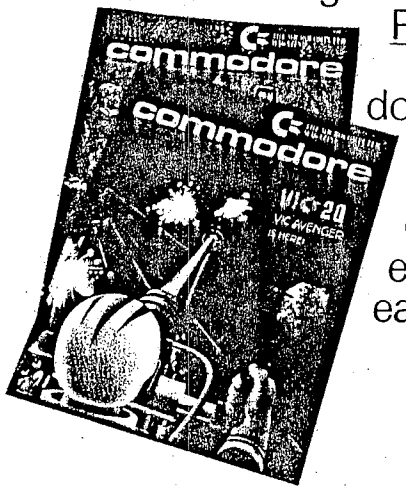
THINK COMMODORE IS TERRIFIC? JOIN THE CLUB.

Want to learn how to get the most out of your Max Machine?

Need programming advice?

Looking for a meaningful new friendship, object program swapping?

Then join the thousands of Commodore users, in clubs all over the world, who keep in touch through Commodore's two microcomputer enthusiast magazines: Commodore and the new Power Play.



Ask your nearest Commodore dealer where to write away for your subscription.

Or, better yet, buy a Commodore Max Machine. We enclose a subscription offer in each box.

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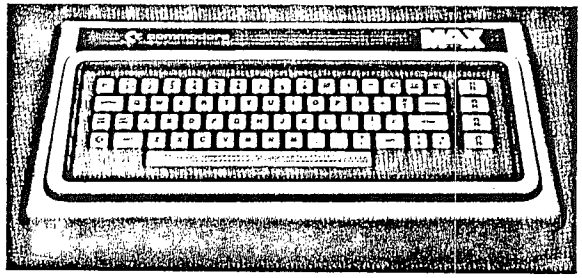
YOU CAN GET A VIDEO GAME FOR $150. A MUSIC SYNTHESIZER FOR $500. A PERSONAL COMPUTER FOR $300. OR THE CAPABILITIES OF ALL THREE IN THE COMMODORE MAX MACHINE FOR UNDER $200.



OR, TO BE MORE SPECIFIC:

OVERALL FEATURES OF THE MAX.

66-key keyboard, including four programmable function keys, editing keys, cursor control, text color selection, and program controls.
Built-in RF modulator (channel 3 or 4).
Direct audio and video output.
Commodore Datassette Interface.
Cartridge Slot.
Dual Control Ports for two joysticks, four game paddles, or lightpen.

MAX MEMORY.

2K internal plus additional memory as per cartridge specifications.

MAX DISPLAY/GRAPHICS.

Text Display: 40 columns by 25 lines. 16 Simultaneous Text Colors.
Graphics: 320 by 200 Pixels (dots) Resolution. 255 Border/Background Color Combinations. 16 Simultaneous Colors. 8 Movable Sprites (expandable along horizontal and vertical axes).

MAX SOUND.

3 Independent Voices, 9 Octaves each. Programmable ADSR (Attack, Decay, Sustain, Release). Envelope Generator. Programmable Filter. Master Resonance & Master Volume Control.

MAX PERIPHERALS.

Datassette Recorder. Joystick. Paddle. Lightpen.

MAX MINI BASIC CARTRIDGE OPTION.

With the Mini BASIC cartridge, you can learn the language and start writing your own programs using simple BASIC commands. This BASIC, which is upward compatible with the BASIC on all Commodore systems, is capable of handling everything from word strings to math functions.
Its 9-digit numeric accuracy and math functions (ABS, INT, RND, SGN, SQR, etc.) allow you to write really useful programs.
You also have data handling commands, arrays, and color control (text, screen border and background).
Numeric error codes help to identify programming errors.
Other more advanced BASIC cartridges with additional commands and RAM capacity are planned.

Preliminary release information. Specifications subject to change.

commodore COMPUTER

Commodore Business Machines, Inc.—Computer Systems Division, 487 Devon Park Drive, Wayne, PA 19087.

COMMODORE MAX MACHINE

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: EPYX

PARENT COMPANY: AUTOMATED SIMULATIONS, INC.

Product(s):

Home computer game software.

Compatibility:

Atari
IBM
Apple
Commodore
Radio Shack

Product Line:

23 games - 14 available for Atari.
6 more planned for Fall '82.

Pricing:

Suggested retail from $19.95 - $49.95.

Promotional Considerations:

- Heavy trade advertising claimed at CES using 4-page, 4-color insert
- Positioning is "computer games thinkers play".

Strengths:

- Good selection of games offered, interesting titles
- Games available for all the established computer manufacturers.
- Game descriptions appear to offer challenge, and excitement.
- Good start on distributor network.

Weaknesses:

- Not yet an established name in the business.

Evaluation:

Will be a strong aggressive competitor in computer game market.

Implications:

One to watch.

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SUGGESTED RETAIL PRICE LIST – Currently Available

Stock Number*	Title	Hardware Requirements	Suggested Retail
111C	Starfleet Orion	PET 8K	24.95
112C	Starfleet Orion	TRS-80 Level II 16K	24.95
112D	Starfleet Orion	TRS-80 32K	24.95
113C	Starfleet Orion	APPLE Integer BASIC 16K	24.95
113D	Starfleet Orion	APPLE Integer BASIC 48K	24.95
120C	Invasion Orion	TRS-80 16K—ATARI 24K	24.95
120D	Invasion Orion	TRS-80 32K—APPLE 48K	24.95
124D	Invasion Orion	ATARI 24K	24.95
2C	Temple of Apshai	TRS-80 16K	39.95
214C	Temple of Apshai	ATARI 32K	39.95
210D	Temple of Apshai	TRS-80 32K—APPLE 48K	39.95
214D	Temple of Apshai	ATARI 32K	39.95
215D	Temple of Apshai	IBM 64K	39.95
222C	Hellfire Warrior	TRS-80 16K	39.95
220D	Hellfire Warrior	TRS-80 32K—APPLE 48K	39.95
230C	Upper Reaches of Apshai	TRS-80 16K—ATARI 32K	19.95
230D	Upper Reaches of Apshai	TRS-80 32K—APPLE 48K	19.95
234D	Upper Reaches of Apshai	ATARI 32K	19.95
235D	Upper Reaches of Apshai	IBM 64K	19.95
242C	The Keys of Acheron	TRS-80 16K	19.95
240D	The Keys of Acheron	TRS-80 32K—APPLE 48K	19.95
250C	Curse of Ra	TRS-80 16K—ATARI 32K	19.95
250D	Curse of Ra	TRS-80 32K—APPLE 48K	19.95
254D	Curse of Ra	ATARI 32K	19.95
255D	Curse of Ra	IBM 64K	19.95
262C	Danger in Drindisti	TRS-80 16K	19.95
260D	Danger in Drindisti	TRS-80 32K—APPLE 48K	19.95
302D	Introductory 3-Pack	TRS-80 32K	49.95
[illegible]3D	Introductory 3-Pack	APPLE 48K	49.95

(Introductory 3-Pack: Morloc's Tower, Rescue at Rigel and Datestones of Ryn)

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X

Stock Number*	Title	Hardware Requirements	Suggested Retail
310C	Datestones of Ryn	TRS-80 16K—ATARI 32K	19.95
310D	Datestones of Ryn	TRS-80 32K—APPLE 48K	19.95
314D	Datestones of Ryn	ATARI 32K	19.95
322C	Morloc's Tower	TRS-80 16K	19.95
320D	Morloc's Tower	TRS-80 32K—APPLE 48K	19.95
331C	Dragon's Eye	32K PET	29.95
333D	Dragon's Eye	APPLE 48K	29.95
334D	Dragon's Eye	ATARI 40K	29.95
342C	Sorcerer of Siva	TRS-80 16K	29.95
340D	Sorcerer of Siva	TRS-80 32K—APPLE 48K	29.95
410C	Rescue at Rigel	TRS-80 16K—ATARI 32K	29.95
410D	Rescue at Rigel	TRS-80 32K—APPLE 48K	29.95
414D	Rescue at Rigel	ATARI 32K	29.95
424C	Star Warrior	TRS-80 16K—ATARI 32K	39.95
420D	Star Warrior	TRS-80 32K—APPLE 48K	39.95
424D	Star Warrior	ATARI 32K	39.95
430C	Crush, Crumble & Chomp!	TRS-80 16K—ATARI 32K	29.95
430D	Crush, Crumble & Chomp!	TRS-80 32K—APPLE 48K	29.95
4D	Crush, Crumble & Chomp!	ATARI 32K	29.95
510D	Tuesday Morning Quarterback	TRS-80 48K—APPLE 48K	29.95
520C	Ricochet	TRS-80 16K—ATARI 16K	19.95
520D	Ricochet	TRS-80 32K—APPLE 48K	19.95
524D	Ricochet	ATARI 32K	19.95
533D	Fore!	APPLE 48K	29.95
610D	Jabbertalky	TRS-80 32K—APPLE 48K	29.95
615D	Jabbertalky**	IBM 64K	29.95
814D	King Arthur's Heir**	ATARI 32K	29.95
824D	Escape from Vulcan's Isle**	ATARI 32K	29.95
834D	Crypt of the Undead***	ATARI 32K	29.95
844D	The Nightmare***	ATARI 32K	29.95

* Last letter of stock number indicates type of medium C = Cassette D = Mini Floppy Disk
** Available July
*** Available August

AUTOMATED SIMULATIONS, INC.
1988 Leghorn Street
Mountain View, California 94043
(415) 964-8021

Effective June, 1982

www.atarimania.com

Dealer Terms and Conditions

Dealer Discount

40% off the suggested retail price on orders totalling under $1,000 retail. 45% off the suggested retail on orders over $1,000 retail.

Minimum Order Quantity

An order will not be accepted for less than 12 games.

Terms

All orders must be prepaid or shipped C.O.D. All non-U.S. orders must be prepaid.

Shipping

Continental U.S. Orders are shipped U.P.S. unless otherwise requested by the dealer. All orders are FOB Mountain View. Shipping charges are 3% of net.

Canada, Hawaii and Alaska Shipping charges are 6% of net. Canadian customers may request C.O.D. shipments to their U.S. customs broker, otherwise all orders must be prepaid.

Other Prepaid only. Shipped air freight collect.

Exchange Policy

Items in good condition may be exchanged on a dollar-for-dollar basis. If we must repackage the merchandise, there will be a $1.00 per game service charge.

Warranty

Defective merchandise under warranty will be replaced at no charge. Return expenses must be prepaid by the dealer. Warranty period is 90 days from date of purchase by the consumer and 180 days from date of purchase by the dealer.

Effective February, 1982.

Automated Simulations
P.O. Box 4247
Mountain View, Ca. 94040
(415) 964-8021

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AUTOMATED SIMULATIONS
U.S. DISTRIBUTORS AS OF 5/10/82

CALIFORNIA

ARMAGEDON DISTRIBUTORS
2950 SAN PABLO AVE.
BERKELEY, CA 94702
(800)227-0166

BALBOA GAME COMPANY
630 W. WILLOW ST.
LONG BEACH, CA 90806
(213)424-3180

COULTER BENNETT
12158 HAMLIN ST.
NORTH HOLLYWOOD, CA 91606
(213)980-1887

MALLORY DISTRIBUTORS
130 E. GRAND AVE.
SOUTH SAN FRANCISCO, CA 94080
(415)761-2674

MICRO DISTRIBUTORS
17406 MT. CLIFFWOOD CIRCLE
FOUNTAIN VALLEY, CA 92708
NATIONAL: (800)854-6801
CALIFORNIA: (800)432-3129

S.K.U.
2600 TENTH ST.
BERKELEY, CA 94710
(800)227-1118

SOFTSEL
8295 S. LA CIENEGA BLVD.
INGLEWOOD, CA 90301
(800)262-4242

COLORADO

HIGH COUNTRY MICRO SYSTEMS
9551 GREEN COURT
WESTMINSTER, CO 80030
(303)427-9036

DISTRICT OF COLUMBIA

COMPUTER SOFTWARE DISTRIBUTORS
4200 WISCONSIN AVE.
WASHINGTON, D.C. 20016
(800)424-3708

FLORIDA

MAKOMP
4355 N.W. 128TH ST.
MIAMI, FL 33054
(305)685-6595

ILLINOIS

HOBBY GAME DISTRIBUTORS
3215 WEST LAWRENCE AVE.
CHICACO, IL 60625
(800)621-6419

JMC HOBBY DISTRIBUTORS
1025 INDUSTRIAL DR.
BENSENVILLE, IL 60106
(312)595-0210

MARYLAND

THE ARMORY
4145 AMOS AVE.
BALTIMORE, MD 21215
(800)638-3888

MASSACHUSETTS

APEX RESOURCES, INC.
17 SAINT MARY'S CT.
BROOKLINE, MA 02146
(617)232-9686

HAYLOFT
118 B MAGAZINE ST.
CAMBRIDGE, MA 02139
(617)547-1710

MICHIGAN

GREENFIELD HOBBY DISTRIBUTORS
1112 N. VERMONT
ROYAL OAKS, MI 48067
(313)547-0355

NEVADA

FANTASTIC SOFTWARE
3110 POLARIS, SUITE 3
LAS VEGAS, NV 89102
(702)362-1457

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NEW HAMPSHIRE

RAM WORKS
6 SOUTH ST.
MILFORD, NH 08570
(800)258-1790

NEW JERSEY

MOBIL SOFT
R.D. #1-3D HIGHWAY 34
MATAWAN, NJ 07747
(201)566-3883

NEW YORK

CARDINAL ELECTRONICS
5069 BROADWAY
NEW YORK, NY 10034
(212)942-7000

C.F. MARKETING
485 LEXINGTON AVE.
NEW YORK, NY 10017
(212)687-5000

JFA ELECTRONICS
8 BRUNSWICK RD.
TROY, NY 12180
(518)273-8411

SOFTWARE DISTRIBUTION SERVICES, INC.
1280 MAIN ST.
BUFFALO, NY 14209
NATIONAL: (800)828-7250
NEW YORK: (800)462-8488

STRAIGHTLINE MARKETING
131-27 FOWLER AVE.
FLUSHING, NY 11355
(212)445-4225

NORTH CAROLINA

ALPHA ET CETERA
210 W. MARION ST. SUITE 305
SHELBY, NC 28150
(800)438-0676

OKLAHOMA

UNITED MARKETS, INC.
4681 S. 83RD EAST AVE.
TULSA, OK 74145
(800)331-9131

PENNSYLVANIA

RPC ELECTRONICS
620 ALPHA DR.
PITTSBURGH, PA 15238
(800)245-2519

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EPYX
COMPUTER GAMES THINKERS PLAY

To our EPYX dealers everywhere:

Now is the time to back the winner and make a lot of money.

Automated Simulations—now EPYX brand—is a pioneer and a leader in computer game software. But, as the man said, "you ain't seen nothin' yet!" We've got so much to talk about, so much that is going to *make you money.*

- **Now is the time to buy EPYX game software.** *Right now.* We will be giving away thousands of games: **one free with your purchase of three (or four) games.** But we are not changing the retails. So that means a lot more profit for you. **And you won't have to pay until September.** So, the earlier you buy, the more time you'll have to sell... and

  ...imagine what this will do for your cash flow.

  So there you have it: our best prices ever, when you figure in the free goods, *and* exciting dating. *How can you miss?*

  (Especially when you remember that our unique unconditional exchange program will still be in effect.)

- We are announcing *a real first:* **EPYX will deliver six game cartridges starting this fall**... many in time for the Christmas selling season. Think of the volume potential: you—our dealers—have already sold thousands and thousands of EPYX disks for the Atari. Yet the disk represents perhaps 20% of the total installed base. *And the installed base of Atari computers will hit 1,000,000 units this year.*

  Great games for the largest installed base of computers in the world. *That's got to be unbelievable action!*

- Next month, in a number of trade magazines, you're going to see this insert:

  Razor Blades Revisited... or How to Sell Software for Fun and Profit.

  4-color, 4-pages with this message: The dealer who sells computer software is going to sell it like razor blades. And the brand to carry is EPYX. The reprint enclosed tells the story. Sure, it may take you a few minutes to read, but we think it's worth reading.

- *Are you going to be at the Consumer Electronics Show in Chicago, June 6-9?* It's significant that the microcomputer industry and the software business now looks upon CES as the major show. *Our industry has become a consumer industry.* And that means the potential marketplace is 90,000,000 computers... and only God knows how many billion software programs.

  We will be in Booth 3210. We hope you will be there; we would love to meet you in person.

And all this is just the beginning.

Best regards,

1988 Leghorn Street • Mountain View, California 94043 • Telephone (415) 964-8021

www.atarimania.com

ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: SINCLAIR

PARENT COMPANY: TIMEX

Product(s):

- Sinclair ZX 81
- Timex Sinclair 1000

Special Features:

- Sinclair ZX 81 is very small, campact (about the size of an open paperback book), very sleek-looking.
  - Touch-sensitive keyboard.
  - Lacks color graphics
  - 1k memory
  - Add-on module will expand memory to 16k.
  - Can be used to program simply in BASIC only (no add-on features available)
  - Self-contained screen displays two lines.
- Timex Sinclair 1000 also is tiny, compact (weighs just 12 ounces)
  - 2k memory
  - Add-on module will expand memory to 16k.
  - Modem available for telephone hook-up
  - Black and white capability only (no color graphics)
  - No disk drives, audio cassette-driven only
  - Touch-sensitive keyboard
  - User-friendly programs
  - 15 programs already available
  - Self-contained screen displays two lines of information

Pricing:

- Sinclair ZX 81 suggested retail $149.95
- Timex Sinclair 1000 suggested retail - $99.95

Background:

Sinclair is a British company founded by Clive Sinclair, an inventor and electronics wizard. Recently purchased by Timex.

Strengths:

- Positioned as introductory model for the first-time computer user; conjures up a positive connotation of computers for those who fear them.
- Company going for mass appeal.
- Company already producing over 50,000 units per month for worldwide distribution. Demand is far outstripping supply.
- U.S. retail sales are estimated at 15,000 per month.
- Sinclair known as one of the first companies to offer a build-your-own computer kit for under $100.00.
- Resources and name of Timex.
- Low price.

Weaknesses:

- Extremely limited computing capacity.
- No disk drive capability.
- Slow computing speed.
- Limited screen display.
- No color graphics.
- Very limited software. Useful to learn BASIC only.
- Questionable credibility of efficacy of these machines, i.e., knowledgable consumers will not be fooled by their limitations.

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Evaluation:

These are "toy" home computers which will have mass appeal among those who want to try the latest gadgets and want to try computers but are afraid of them.

Implications:

These machines present a major advantage for Atari in that they will open up the home computer market. The machines will familiarize consumers with computers and will be sold-in on a mass basis. As soon as consumers become familiar and comfortable with the Sinclairs, they will realize the machines limitations and look to trade up to...what else?... an Atari home computer.

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ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: TEXAS INSTRUMENTS

PARENT COMPANY: Same

Product(s):

- TI Home Computer
- Maximum memory expansion modules (to 52k)
- Disk drive
- Printer
- Telephone coupler modem
- Interface
- Speech synthesizer
- Program software

Product Line:

- Program software includes educational games, personal financial programs (tax planning, investment record keeping), home entertainment games.

Special Features:

- Speech synthesizer allows computer to "talk" to children too young to read.
- TI Logo (language) available

Pricing:

Software suggested retail from $29.95 - $69.95.

Promotional Considerations:

- Bill Cosby used as spokesman.
- TI Computer Advantage club for kids 8-15.

Strengths:

Resources of TI and strong positive quality image a strength. Company known as pioneer in harnessing micro-processor technology for consumer use (i.e., one of first to market hand-held calculators).

- Good selection and quantity of software
- Competitive pricing
- Strong educational positioning a positive

Evaluation:

Will be strong contender in home computer market. Directly competitive to Atari 800.

Implications:

One to watch.

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X

The Home Computer's product features

99/4A Console: 9900 family CPU, 16 bit microprocessor, 16K bytes for RAM (expandable to 52K) 26 bytes of internal ROM, up to 30K bytes of external ROM, (Solid State Software™ Command Cartridges), total combined memory: 76K bytes. Typewriter style keyboard, sound features 3 simultaneous tones from 110 HZ to 40,000 HZ, video resolution: 256 x 192 upper and lower case capability, single line overlay for second function. Control key and function key. Graphics in 16 colors with 4 modes and sprites, power 60 HZ, 20W, 110V.

Solid State Speech™ Synthesizer: Resident vocabulary of over 300 words (with use of Speech Editor Solid State Software™ Command Cartridge or Pascal, unlimited vocabulary with Terminal Emulator II.
Disk memory drive and controller: Utilizes single-sided, single density floppy disk, 1 to 3 disk memory drive capability, store up to 90,000 bytes of information and define up to 127 files on each diskette. (Note: disk controller has capability to operate double sided disk drives.)
Memory Expansion: Adds 32 bytes of random access memory to the Home Computer's console. (TI Extended BASIC, P-Code Peripheral Editor Assembler, Mini-Ram, or TI LOGO required)

RS-232 interface: Baud rates up to 9600, all parameters software programmable, two bi-directional serial ports (EIA RS-232C standard) RS-232 card includes Centronics compatible parallel port.
Telephone Coupler Modem: Data rate: D-300 BPS EIA RS-232C, Bell 103 compatible.
RAM Expansion: 32K bytes of Random Access Memory.
80 column printer: Speed of 80 characters per second, 9 x 9 dot matrix printhead, 40, 66, and 132 column printing, programmable lines spacing, vertical and horizontal tabulation, and a programmable buzzer, both normal and real density graphic modes.

	TI 99/4A	APPLE II PLUS	IBM PERSONAL COMPUTER	ATARI 400	COMMODORE VIC-20	TRS 80 COLOR COMPUTER
Memory Size	16K	16K	16K	16K	5K	4K
Typewriter Style Standard Keyboard	Yes	Yes	Yes	No (Mylar)	Yes	No (Calculator Style)
Basic Language Built In	Yes	Yes	Yes	No	Yes	Yes
Color Grahics	Yes	Yes	Yes	Yes	Yes	Yes
Animated Graphics	Yes	No	No	Yes	No	No
Music	Yes	Optional	Yes	Yes	Yes	Limited
Solid State Speech Capability	Yes	No	No	No	No	No
Display Size (Characters x Rows)	32 or 40x24	40x24	40x24	40x24	23x22	32x16
Solid State Software	50+	No	No	−15	−15	−27
Expandability: Maximum Memory	52K	64K	256K	16K	32K	32K
Disk Drives	Yes 1-3	Yes 1-2	Yes 1-2	No	Yes 1-5	Yes 1
Communications (RS 232)	Yes	Yes	Yes	Yes	Yes	Yes
Printer Port	Yes	Yes	Yes	Yes	Yes	Yes
Programming Languages BASIC	Ansi Standard	MicroSoft	MicroSoft	Atari	MicroSoft	Tandy
Pascal	Yes	Yes	Yes	No	No	No
Assembly Language	Yes	Yes	Yes	Yes	Yes	No
rocessor	16 Bits	8 Bits	16 Bits	8 Bits	8 Bits	8 Bits
Word Processing	4Q82	Yes	Yes	No	No	Yes
Cassette Interface	Yes	Yes	Yes	Yes	Yes	Yes
Logo	TI Logo	Apple Logo	No	No	No	No
Electronic Spreadsheet	Freeform	VisiCalc	VisiCalc	No	No	No

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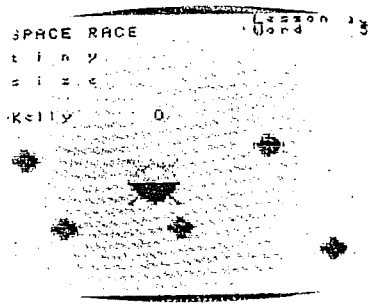
"The TI Home Computer programs make learning so easy it's fun."

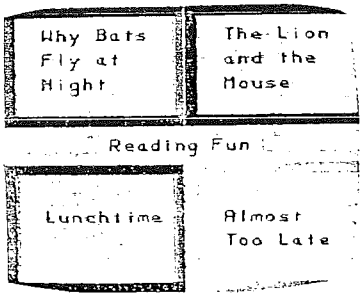
Choose from TI's large library of pre-programmed cassettes, disks or TI's exclusive Solid State Software™ Command Cartridges and show your family how easy and fun learning can be.

Educational



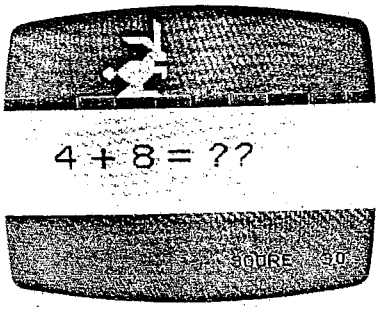
Scholastic Spelling

Individual programs for 4 different student levels contain exercises and lessons to develop spelling proficiency. Each level offers 36 lessons and three spelling games with 16 or more spelling words in each lesson. Speech Synthesizer is required.



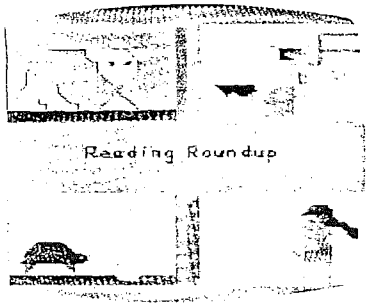
Reading Fun:

Developed in conjunction with respected educational publisher Scott, Foresman and Co., four stories and three practice drills with color graphics and speaking aids help grades 1-3 level readers build vocabulary and reading skills. Speech Synthesizer is recommended.



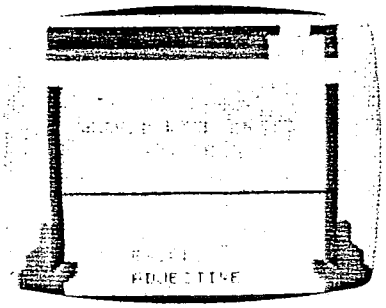
Number Magic

Full color graphics and sound provide exciting drills and practice in math basics. Fun and learning in the style of the popular TI Little Professor™ and Dataman™ learning aids for ages 6 and up.



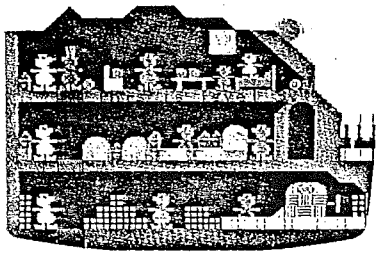
Reading Round Up:

Three stories teach 4th grade level readers idioms, figures of speech and work meanings in context. A wrap up "treasure hunt" story reviews all three new skills. Speech Synthesizer is recommended.



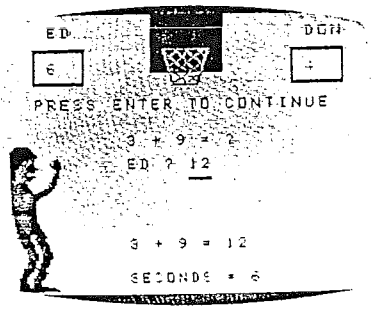
Beginning Grammar

Color graphics and games provide a fun introduction to the basics of speech and how they are used to build sentences for grades 2-5.



Reading Flight

For 6th grade level readers, three stories with special exercises to teach summarizing, classifying and outlining reading skills. Speech Synthesizer is optional.



Computer Math Games II

Developed by leading educational publisher Addison Wesley, this cartridge offers challenging math games for grades 1 thru 9.

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TEXAS INSTRUMENTS
INCORPORATED

presents the

TI Computer Advantage Club

for young people 8-15

THE ACTUAL PROGRAM . . .

The TI Computer Awareness Program is a 10-hour "hands-on" computer experience. Each session is 2½ hours in length and meets Monday through Thursday in the morning (9-11:30) or in the afternoon (12:30-3). Parents are invited to attend one evening during the week (7-9). This is an optional time for Club Members to share their newly-acquired computer skills.

A qualified TI Instructor and assistant will provide individual and group training. There will be one TI Home Computer System for every two children, and the curriculum will allow for introductory and review work in a variety of problem-solving, entertaining and educationally exciting formats.

PROGRAM OUTLINE . . .

- Familiarization with the TI Home Computer and computer terminology
- Programming in two languages
  - -TI LOGO
  - -TI BASIC
- Use of Solid State Software™ command modules in these areas:
  - -Education (including dynamic speech capabilities)
  - -Music
  - -Entertainment
- Understanding of system expandability and uses in everyday life
- And above all . . . **it's fun!**

The TI LOGO computer language for children was developed by the Massachusetts Institute of Technology in conjunction with TI. It simplifies programming, builds basic computer skills, develops spatial relationship skills and strengthens hand-eye coordination.

TI BASIC, built into the TI Home Computer, is an easy-to-learn language that enables the beginner to incorporate dynamic speech, color, sound, music and graphics in a single program, thus enhancing a child's ability to interact with the computer and receive positive feedback during the learning experience.

For more information or credit card registration, call toll free:

Outside Texas.	1-800-858-4069
In Texas:	1-800-692-1318

TI COMPUTER ADVANTAGE CLUB
Metropolitan Areas Served

In the West

San Francisco
Los Angeles
Seattle
Phoenix
Denver
Minneapolis
Chicago
St. Louis
Houston
Dallas
Lubbock

In the East

Detroit
Philadelphia
Pittsburgh
Boston
Long Island
New York City
Washington, D.C.
Miami
Orlando
Tampa
Atlanta
Baltimore
Cleveland
Buffalo

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INCORPORATED
Box 3261, Dallas, TX 75286

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TEXAS INSTRUMENTS
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The computer is clearly an instrument for success in the future. Ultimately, every child's life will be enriched by the advantages of the computer.

Learning to use the computer can and should start early. The TI Computer Advantage Club features a Computer Awareness Program which has been developed through consultation with Computer Camps International. It is an innovative introduction to the fascinating world of computers for young people between the ages of 8 and 15 who will discover the excitement, the languages and the challenges of computers.

Beginners will receive individualized and group instruction, as well as extensive "hands-on" experience. Members will create programs in both TI LOGO and TI BASIC and will move quickly beyond familiar video games into an understanding of the computer advantage.

MEMBERSHIP INCLUDES . . .

- 10-hour "hands-on" computer experience
- TI Home Computer Activity Book
- Membership Card
- Quarterly Newsletters
- Club T-Shirt

A 1-year membership in the TI Computer Advantage Club with all its benefits is only $65 ($50 for each additional family member).

You will receive written confirmation at least 10 days before your child's session begins. This confirmation will include the exact facility location and time of day. Facilities for this program will generally be a school, community center or YMCA. They will be conveniently located in several communities in your metropolitan area. *See reverse side of registration form for metropolitan areas served.*

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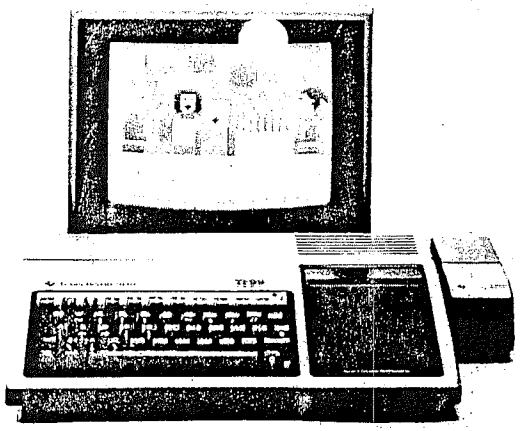

THE TI-99/4A HOME COMPUTER SYSTEM . . .

- Easy-to-use with outstanding color, sound, music and graphics
- Over 60 plug-in software modules available in 5 areas for the entire family:
  - -Education
  - -Home Management
  - -Arcade Entertainment
  - -Data Base Access
  - -Computer Programming
- Numerous peripherals and accessories available to expand the TI Home Computer capabilities
  - -Speech Synthesis
  - -Memory Expansion
  - -Mass Memory Storage
  - -Devices to enable communication with other computers
  - -And many more

Detach along dotted line and return to TI.

REGISTRATION FORM

Please print legibly in the blocks.

(Child's Last Name) (First Name)

T Shirt Size ☐ Small ☐ Medium ☐ Large Age ☐☐

(Child's Last Name) (First Name)

T Shirt Size ☐ Small ☐ Medium ☐ Large Age ☐☐

(Parent's Last Name) (First Name)

Address

City State

Zip Code Phone

Schedule desired (write a "1" beside your first choice, a "2" beside your second choice, and a "3" beside your third choice) 4 days for 2½ hours per day.

	Morning	Afternoon
1. June 28 - July 1		
2. July 6-9		
3. July 12 - 15		
4. July 19 - 22		
5. July 26 - 29		
6. August 2 - 5		
7. August 9 - 12		
8. August 16 - 19		
9. August 23 - 26		

$65 for first membership & $50 for each additional family member. Total fee must be enclosed with application. Mail immediately to:

Texas Instruments
TI Computer Advantage Club
P.O. Box 3261
Dallas, Texas 75286

Type Payment: (Do not send cash) Total enclosed: $

Master Card Exp. Date Mo. Yr.

Visa Exp. Date Mo. Yr.

Signature of Cardholder

Check or Money Order
(Make checks payable to: "Texas Instruments, Incorporated")

NOTE: You may register up to the time of the course; however, do not come to a session without confirmation. If confirmation has not arrived before the selected course date, contact TI's registrar by toll-free telephone.
WHAT TO DO WHEN YOU MUST CANCEL OR TRANSFER: Cancellations and transfers will be accepted until 10 days before the session. This advance notice entitles registrants to a full refund. Confirmed registrations cancelled less than 10 days before the session are subject to a $25 service charge. Confirmed registrants who fail to attend are liable for the entire fee unless they contact TI's registrar prior to such cancellation. Another child may be substituted.
TI accepts registrations irrespective of race, sex, color and national or ethnic origin.

ATARI INCORPORATED
1982 JUNE CES
Competitive Evaluation Sheet

COMPANY NAME: THORN EMI

PARENT COMPANY: Same

Product(s):

Home computer game software

Compatibility:

Atari 400/800 home computers
Commodore VIC-20

Product Line:

Total of 21 games available, 19 of which are for Atari 400/800.

Background:

Thorn EMI is a major British company, known best in the U.S. for Capitol Records, EMI America/Liberty Records. The company has also supplied equipment for NASA.

Strengths:

- Resources of a multi-million dollar world-wide conglomerate.
- Already well-established in home entertainment industry.

Weaknesses:

- Game titles appear to have limited appeal.

Evaluation:

- Could potentially be a strong contender in home computer game market.

Implications:

One to watch.

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HOME COMPUTER SOFTWARE

We are proud to be able to introduce you to this, the first of many, THORN EMI Video Programmes Home Computer Software catalogues.

In it we feature our new range of exciting titles, a range that we will be adding to regularly in the coming months and years, building a catalogue of programs for all major home computers that will be second to none.

Many of the programs in this catalogue have been under development for some time, and you may already have heard of our superb "Submarine Commander" and "Jumbo Jet Pilot", both of which are more like real-life simulators than games.

And if those sound too 'cerebral' for your tastes, then try the fast action games "River Rescue", "Kickback" or "Soccer".

We also have Nursery Rhyme computer puzzles developed especially for children, but which at the higher levels of skill will keep adults occupied for hours.

We have "Figure Fun", which could be described as an educational program, but which is also entertaining – and entertainment is the key to all our products.

Whether your favourite pastime is playing pool or darts, doing jigsaws or the household accounts, or even composing music, we have a program for you.

And we are committed to bringing you the highest quality programs for your home computer, whatever it may be.

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† Trademark of Commodore International

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THORN EMI is a major British company with worldwide interests.

The Company's business embraces home entertainment – music, and video software, movies, leisure, consumer electronics, television rentals; electronics and engineering; domestic appliances; retailing; lighting. The total sales, worldwide for the Company for the year ending 31 March, 1981, was $4,992m, with a pre-tax income of $240m.

The Company has a strong presence in America; home entertainment – Capitol Records and EMI America/Liberty Records; movies – EMI Films and EMI TV Programs Inc and video software – THORN EMI Video Programming Enterprises Inc; engineering – advanced equipment for NASA's space shuttle and space lab programmes, domestic appliances – THORN EMI gas appliances; THORN EMI Lighting and others are all included in sales in 1981 of $576m.

Worldwide, THORN EMI sells its products in 140 countries, has subsidiaries in nearly 40, and has around 95,000 employees.

THORN EMI Video Programmes was formed in 1980 and has rapidly risen to become the largest distributor of pre-recorded video product in the UK. It has more recently launched successful video companies in Germany, France, Holland, Scandinavia, Australia and New Zealand. This distribution network which is still being expanded will carry all forms of home entertainment software, be it cassette, cartridge or video-disc.

For further information about home computer software contact

for North America:
Nicholas P. Santrizos
Vice President Marketing
THORN EMI Video Programming Enterprises,
1370 Avenue of the Americas
New York
N.Y. 10019
Tel. (212) 977 8990
Telex. 422383

for all other territories:
Nicholas Alexander
Marketing Manager Home Computer Software
THORN EMI Video Programmes Ltd.
THORN EMI House
Upper St. Martin's Lane
London WC2H 9ED
Tel. 01-836 2444
Telex. 24184/5

All products will be available winter 1982.

Notes: Certain of the component parts of the cartridge products in this catalogue are manufactured in Japan; other parts of the product & packaging for both cartridge & cassette titles may be manufactured in the UK.

Warning: All rights to the products in this catalogue are owned by THORN EMI Video Programmes Ltd. Unauthorised copying, hiring, lending, public performance, radio or TV broadcasting or diffusion of these products is prohibited.

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ATARI INCORPORATED VCS
1982 JUNE CES
TRADE ADVERTISING SUMMARY

Parent Company	Mattel, Inc.	Mattel Inc.	Mattel Inc.
Company	Intellivision	Intellivision	Intellivision
Product	MNetwork Video Games Software/for Atari VCS	Star Strike Software/Hardware	Intellivoice Hardware with Voice Synthesis
Medium	Leisure Time Electronics Video	Leisure Time Electronics Electronic Games	Leisure Time Electronics
Size	SPD 4C	4C SPD	4C SPD
Campaign	It isn't how they work, It's where they work.	Best Space Game Ever.	Others Stand Speechless.
Headline	The Most Amazing thing About Mattel Electronics New Video Games isn't how they work, It's where they work.	Either this is their Best Space Game Ever, or my living room is Going 165 MPH.	You can tell the difference between Intellivision and Atari with your eyes closed.
Strategy	Stress use on Atari VCS	True-to-life - Clear Winner	Only Intellivision talks.
Executional Considerations	Illustration with Atari VCS with hand inserting cartridge and pile of new games.	Large illustration of Star Strike game screen.	Photograph of Intellivision unit with voice synthesis module & controller.
Theme	MNetwork Video Games for Atari.	We think You'll Agree.	You won't have to say a word.

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Parent Company	Activision	Activision	Activision	Quaker Oats Company
Company	Activision	Activision	Activision	Vidtec
Product	General software/on Atari VCS	Star Master Software/on Atari VCS	Grand Prix Software/on Atari VCS	Software/on Atari VCS
Medium	CE Show Daily Leisure Time Electronics	Games	Video	CE Show Daily
Size	SPD 4C	PG 4C	PG 4C	PG 4C
Campaign	Sounds like Activision	Never seen/heard/felt anything like it.	Real Life Translations	Super Video Games
Headline	AAAARRGH!!!	You Can't Beat It	Gentlemen...Start your Engines	Coming at you
Strategy	Sounds like Activision has a couple of new games.	Illustrates Activision as most demanding game of its time.	Illustrates the Real Life excitement of the game.	Illustrates the excitement of hottest games to make the scene.
Executional Considerations	Black background w/AAAARRGH! in bold blue/yellow bordered script type across SPD.	Headline major portion of page with cartridge box and game screens.	Photograph of Racing Driver with supporting copy/inset of cartridge & screen of of game play.	Visuals of game play screen graphics of game objects super-imposed overhead.
Theme	Activision-We put you in the game.	Activision-We put you in the game.	Activision-We put you in the game.	Ready to make 1982 a Banner Year.

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Parent Company	Games by Apollo, Inc.	Games by Apollo, Inc.	Spectravision	North American Phillips
Company	Apollo, Inc.	Apollo, Inc.	Spectravision	Odyssey^2
Product	Software/on Atari VCS	Software/Variety of Games	Software/on Atari VCS	Hardware
Medium	Electronic Games	CE Show Daily Leisure Time Electronics	CE Show Daily	CE Show Daily Leisure Time Electronics
Size	PG 4C	PG 4C	PG 4C	PG BW
Campaign	Challenge for years to Come	Profits	Meet the Challenge	Million dollar Opportunity
Headline	Defy the Loch Ness Monster.	Four Exciting New Games from Apollo.	Reward Wanted Gangster Alley.	The Keyboard is the key to your Million Dollar Opportunity.
Strategy	Place yourself within the game - feel the terror and dangers.	Highlights success of past two games.	Illustrates the demand for Gangster Alley video games due to challenges/excitement.	Highlights quotes citing Odyssey^2 as best value.
Executional Considerations	Cartridge box-Loch Jaw in puddle of water with illustrations of each game available.	Visuals of 4 cartridges with copy description of each.	Illustration of gangsters positioned as Wanted Poster with 1 4PG inset of cartridge.	Illustration of Product with favorabl quotes from Video Specialty magazines.
Theme	Games by Apollo.	Games by Apollo.	Sales Soar.	The Keyboard is the Key.

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Parent Company	Magnavox/North American Phillips	Bally Manufacturing Corporation	20th Century Fox	Imagic
Company	Odyssey^2	Astrocade Professional Arcade	Games of the Century	Imagic
Product	Hardware/software Great Wall Street Fortune Hunt Video Game	Hardware/software	Software	Demon Attack Software/Intellivision
Medium	Games	CE Show Daily	CE Show Daily	Consumer Electronics Monthly Leisure Time Electronics
Size	PG BW	PG 4C	PG 2C	PG 4C
Campaign	Learn to Play the Game.	Astrocade Gives you more.	Games	Leave your customers defenseless.
Headline	How People Who Play the Market Play.	Gives you More!	The Games of Today have just been surpassed by "The Games of the Century".	Now Nobody is Safe.
Strategy	Illustrates the Real Life excitement of a challenging video game.	Highlights more features, excitement, profits, etc.	Highlights 20th Century as Games of the Century.	Now your customers can't get away.
Executional Considerations	Photograph of two business-men in front of game screen playing game.	Photograph of unit with inset of game play screens and cartridges.	All type ad with large logo - 20th Century Fox, Games of the Century.	Photographs of Children playing Atari/Odyssey^2 and Intellivision with Demon attack cartridge inset.
Theme	The excitement of a game. The mind of a computer.	Astrocade gives you more.	Games of today have been surpassed.	Customers can't get Away.

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Parent Company	Coleco Industries, Inc.	Coleco Industries, Inc.	Commodore Computer System	Commodore Computer System
Company	Coleco Vision	Coleco Vision	Commodore VIC-20 Computer	Commodore VIC-20 Computer
Product	Hardware/software	Hardware/software	Home Computer VIC-20 Hardware/Software	Hardware Home Computer VIC-20 Hardware/soft.
Medium	Consumer Electronics Monthly	Leisure Time Electronics	Leisure Time Electronics	Video
Size	3PG 4C	4PG 4C	BW SPD	PG 4C
Campaign	Coleco Vision is Rolling Out for July.	Coleco Delivers.	William Shatner Competitive.	William Shatner Competitive.
Headline	Coleco Vision is Rolling Out for July Delivery.	Coleco Delivers exclusive, licensed Arcade Cartridges for Atari VCS, Intellivision and Coleco Vision Systems.	The Commodore VIC-20 Advertising Blast-Off!	Why buy just a Video Game?
Strategy	Stress year-round heavy advertising.	High Ratings.	Stresses advertising dollars spent to make VIC-20 a Profitmaker of the 80's.	Illustrates usefullness of the computer with learning skills and enjoyment for same cost as VGS.
Executional Considerations	Shot of Coleco Game System with insets of cartridges, table-top games and $ signs.	1st Pg - Photographs of stacks of cartridges. Inner SPD-photograph of Video Game System with insets of products available.	Photographs of William Shatner as Spokesman with quote inset plus Commodore VIC-20 and game screen.	Photograph of Children using computer with William Shatner as Spokesman inset of game play and chart VIC-20-us -Atari & Intellivision
Theme	Coleco Delivers.	Coleco Delivers.	Grow with Commodore.	The Wonder Computer of the 1980's.

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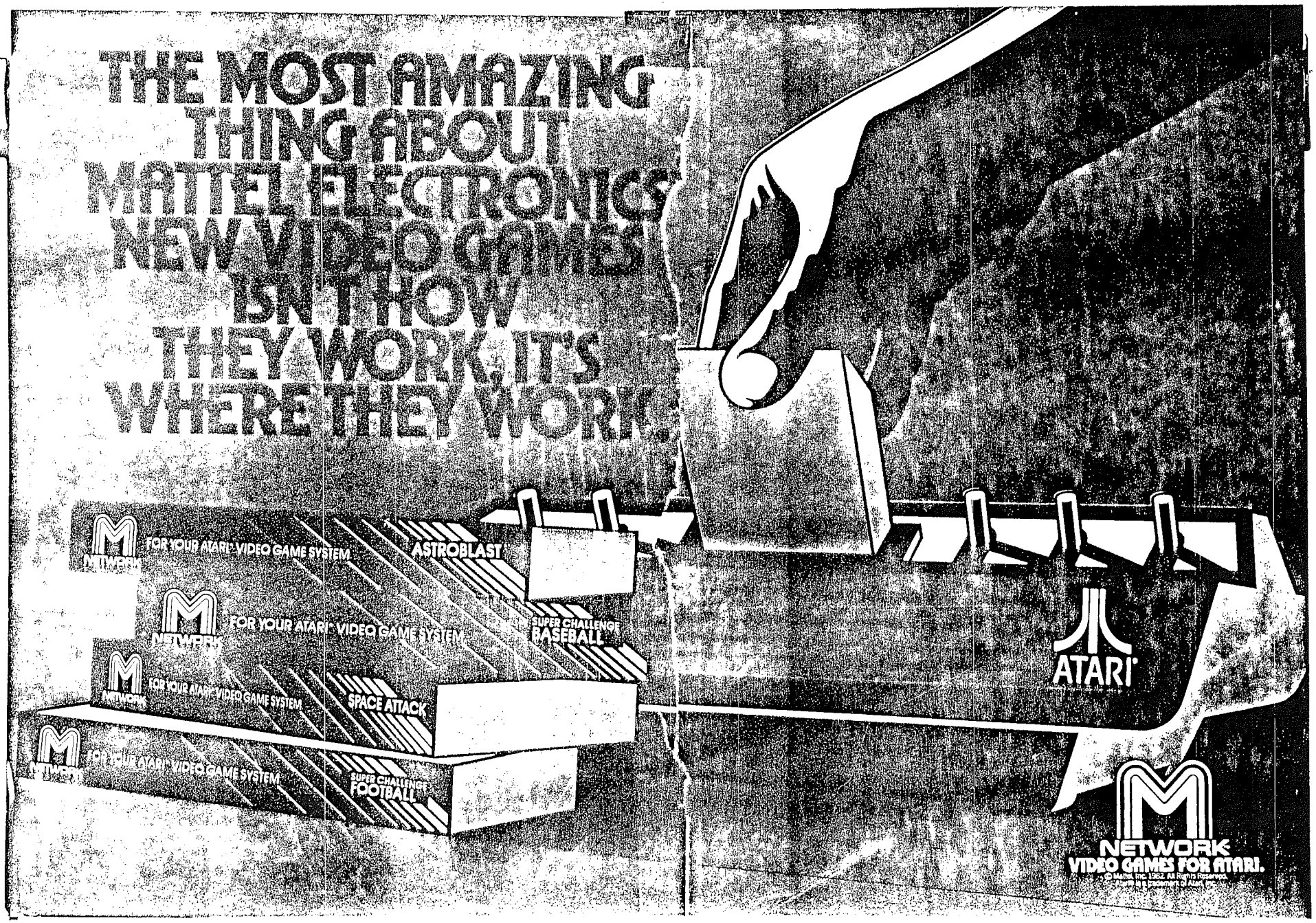
THE MOST AMAZING THING ABOUT MATTEL ELECTRONICS' NEW VIDEO GAMES ISN'T HOW THEY WORK. IT'S WHERE THEY WORK.



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"EITHER THIS IS THEIR BEST SPACE GAME EVER, OR MY LIVING ROOM IS GOING 165 MPH."

Aliens up ahead. Aliens attacking from the rear. Alien ships on every side. Meanwhile, the earth is moving steadily into range of enemy missiles, as the alien planet rushes by below.

Presenting Star Strike™. The exciting new space game complete with brilliant colors, gripping tension, and special effects so realistic they appear three-dimensional. So you almost feel like you're flying.

Be careful, though, and don't lose your concentration. You've got to destroy the enemy planet. Before it destroys the earth.

Play Intellivision® Star Strike. Then, when the battle's over and the dust is clear, compare it to other space games. We think you'll agree that color, excitement and special effects make Star Strike the clear winner.

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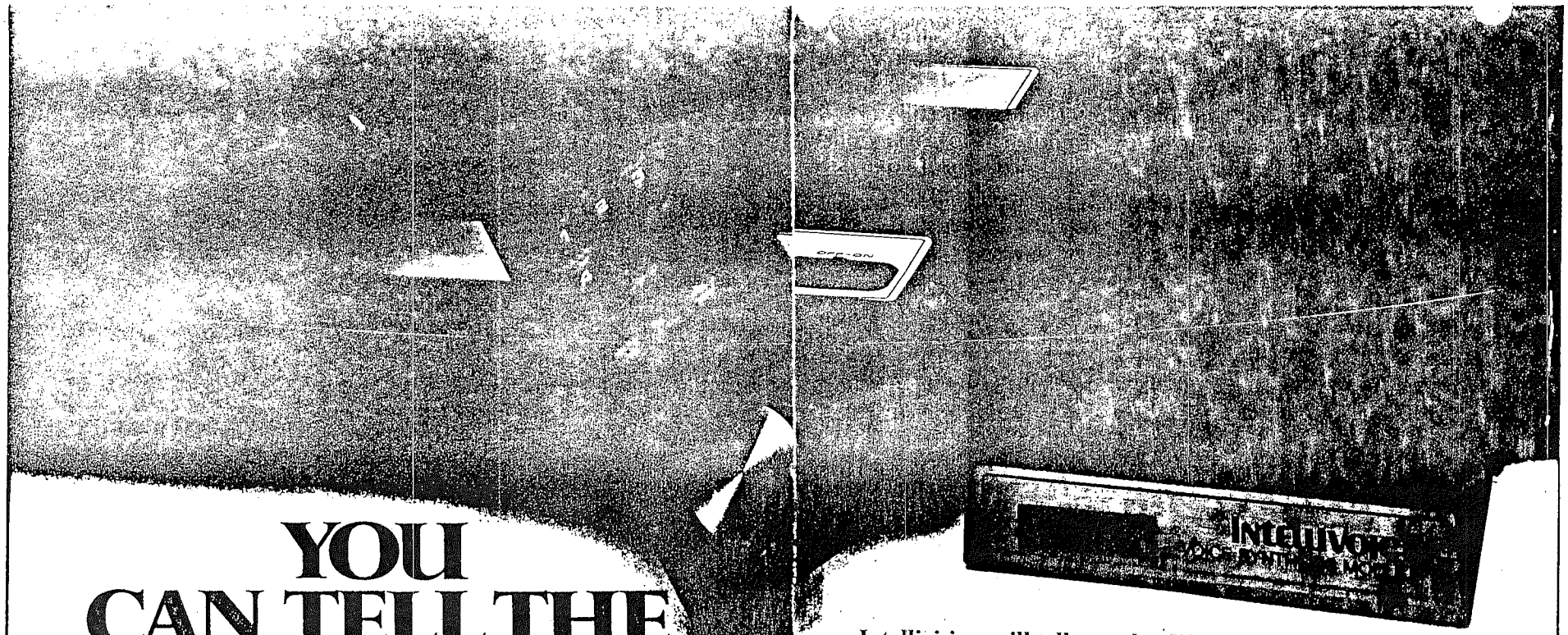

YOU CAN TELL THE DIFFERENCE BETWEEN INTELLIVISION® AND ATARI® WITH YOUR EYES CLOSED.

Intellivision will tell you the difference. In plain English. While the others stand by speechless. Because only Intellivision talks.

Intellivision has always had the most lifelike graphics. But now we're adding a whole new dimension of reality. With verbal status reports. Feedback. And instructions. Which become an essential part of the game play.

The IntelliVoice™ voice synthesis module, available late summer, attaches quickly and simply to the Intellivision Master Component.

And to start with, we'll be introducing the exciting new Space Spartans™ cartridge. Then, by year-end, B-17™ Bomber and Bomb Squad.™ All of which feature a varied and lifelike cast of characters.

And contribute towards making Intellivision the most sophisticated and realistic video game system by far.

IntelliVoice. From Mattel Electronics for Intellivision. When you show it to your customers, you won't have to say a word.

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Intellivision and IntelliVoice voice synthesis module required for voice game cartridges all sold separately

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AAAA RRGH!

Sounds like Activision™ has a couple of new games. Tricky little devils sure to draw a whole chorus of OOOHS, AAAHS, and AAAARRGHS from anyone who plays them.

Also certain to attract a good deal of attention: Activision's advertising, publicity and promotion. And for good reason. We're out to astound consumers by breaking brand new ground in a very big way.

So, find out what all the commotion's about. Come see us at the CES Show in Chicago. Play our new games. See our plans. And meet our designers. Learn why Activision is the industry leader in home video games.

ACTIVISION®

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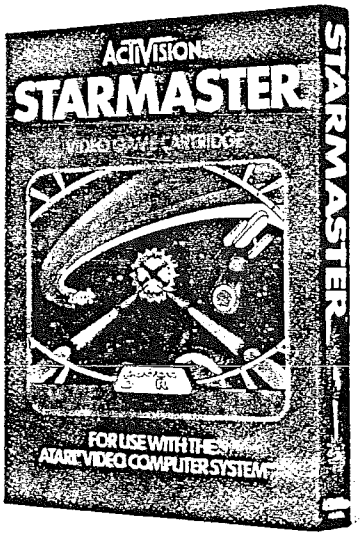
YOU CAN'T BEAT IT.



The most demanding video game of its kind. It offers the challenge and sophistication you never thought possible on the Atari® Video Computer System.™
With computer readouts. Radar. Galactic Charts. And more.
You've never seen, never heard and never felt anything quite like it.
StarMaster™ by Activision.® Flat out, it can't be beat.

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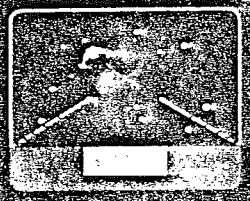
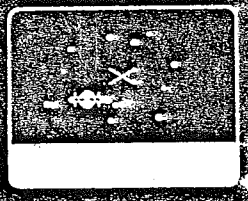
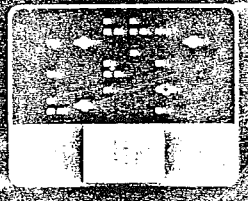

ENEMY BATTLE ACTION


DOCKING SEQUENCE


GALACTIC CHART

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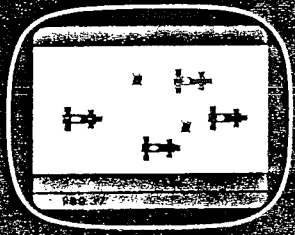
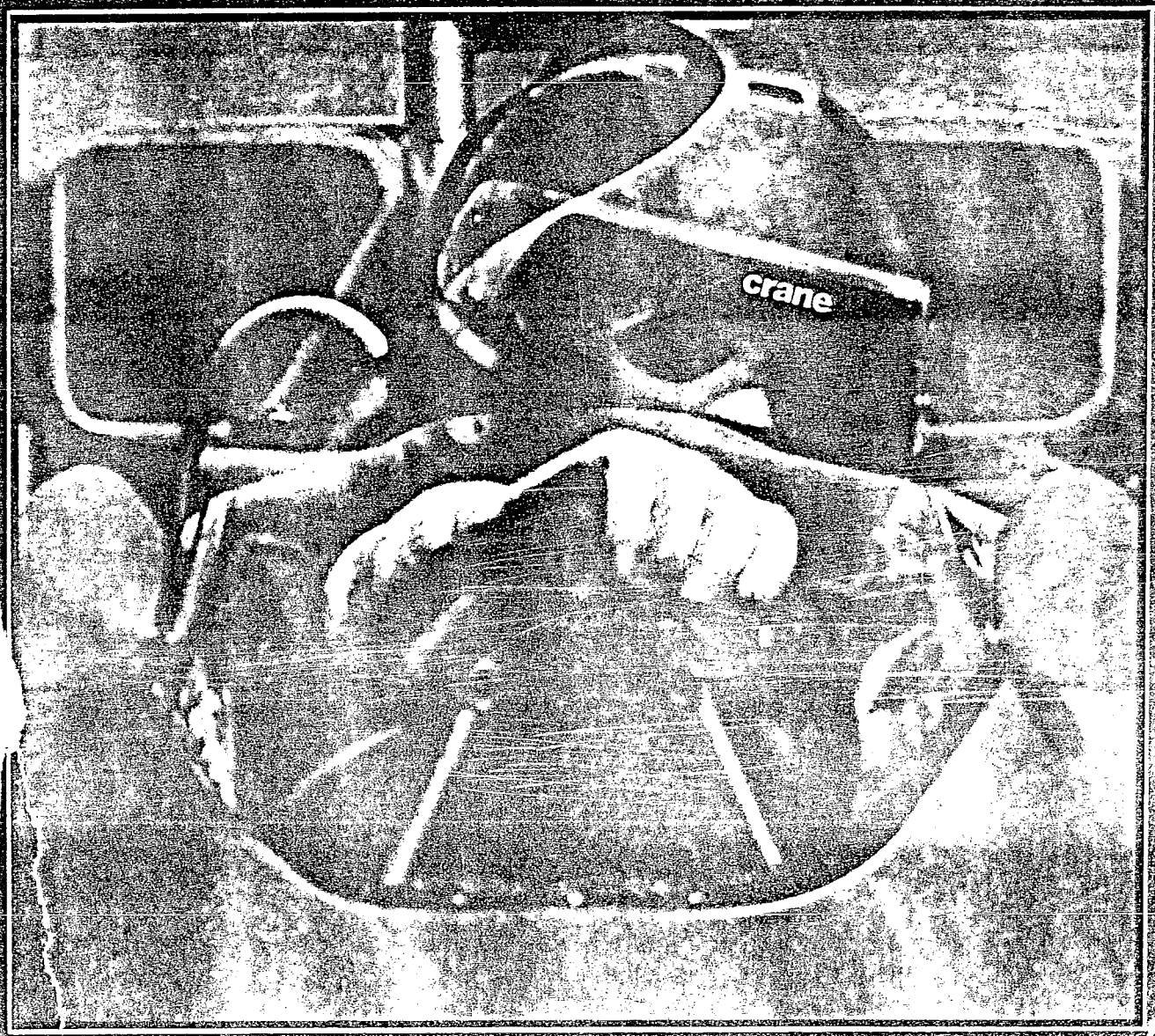


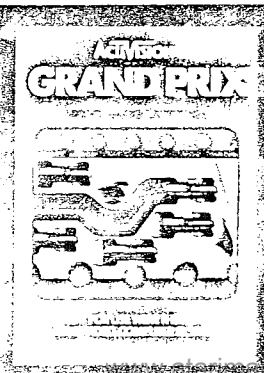
You've finally qualified for the classic. The Grand Prix.

Grand Prix™ by Activision.® A racing game for use with the Atari® Video Computer System™. Every other video racing game was a trial run. For Grand Prix. Grand Prix explodes off the screen with all the sound and fury of the real thing. Accelerate off the line. Weave through the pack. Anticipate treacherous oil slicks, and push yourself and your car to the limit. It's you against the clock in the ultimate video racing game.

"Gentlemen...start your engines."



GRAND PRIX™



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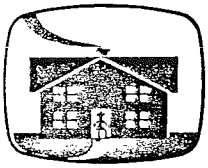
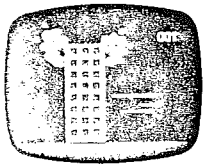
COMING AT YOU!

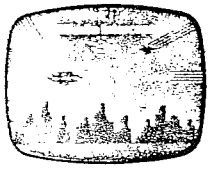
First Space Jockey™...
Now more super video games from vidtec™!



It's the hottest line of action-packed video cartridges to make the scene this year. Space Jockey.™ Missile Intercept.™ Commando Raid.™ The list goes on.

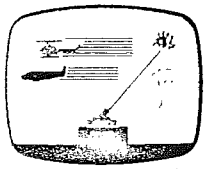


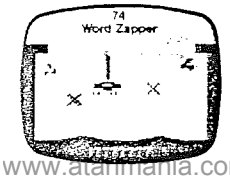
Graphics that grab. Sound that sizzles. Product that *sells*. The name is VIDTEC™ by U.S. Games...a Quaker Oats subsidiary. It's a name you'll want to remember, because your customers won't forget.



Merchandising support...national advertising...inventory when you need it. It's all part of our game plan.

Ready to make 1982 a banner year? It starts with VIDTEC cartridges for the Atari® Video System.™ Who knows where it ends?





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LOCH NESS MONSTER
Experience the terror of
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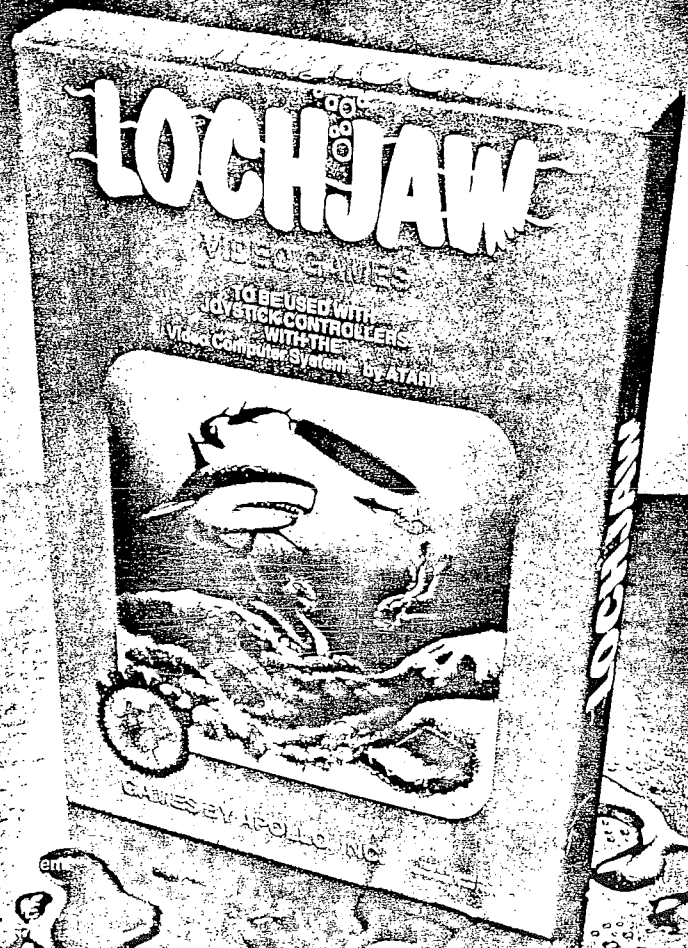

A terrifying treasure hunt.
Here's a game so terrifying it will haunt you deep into the night. Elude the menacing sharks, slay the ferocious monster, win the glittering treasure! So many dangers, so many traps it will challenge you for years to come.

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For use with the Atari® 2600 Video Computer System™.
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SPACE CAVERN
Fly to an [illegible] galaxy and battle a [illegible] hydra whose very [illegible] kill you!

LOCHJAW
Evade the sharks and slay the [illegible] sea monster to recover a fortune in diamonds from the briny deep!

These four new games, like Apollo's already tremendously successful SPACECHASE™ and SKEET SHOOT™ are so exciting, dramatic and appealing they will sell as quickly as you get them. And remember Apollo is delivering immediately so that you can quickly take advantage of our attractive profit packing program. We back our dealers with a comprehensive support package – advertising, POP, publicity – the works.

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REWARD

LEFTY

SCAR FACE

MUGSY

SHIFTY

NITRO ED

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GANGSTER ALLEY

VIDEO GAME CARTRIDGE

Meet the gang—LEFTY, SCAR FACE, MUGSY, SHIFTY and the most sinister and deadly criminal of them all—"NITRO ED." They're out to challenge you to the most exciting quick draw shoot-out game that has ever appeared on the video screen. Your assignment is to meet them on their turf—"GANGSTER ALLEY." You are equipped with bullet proof vests and a gun-sight. Your mission is to out-draw them and collect the monetary rewards before they shoot you. They actually appear out of the windows at random to take shots at you, and "NITRO ED" sneaks up from the roof top and drops bombs. Periodically, innocent citizens appear from the windows and if you accidently hit them, you'll loose points. The shoot out switches from day to night time. The game gets tougher as it progresses. The game is over when "NITRO ED" succeeds in dropping the bomb. If you lose, "NITRO ED" comes out and laugh at you.

The graphics and sound effects are sensational. Your biggest reward will be when you see your sales soar.

Come see and meet the challenge at Booth #2081 at the 1982 SUMMER CES SHOW at McCormick Place, Chicago— June 6th thru 9th.

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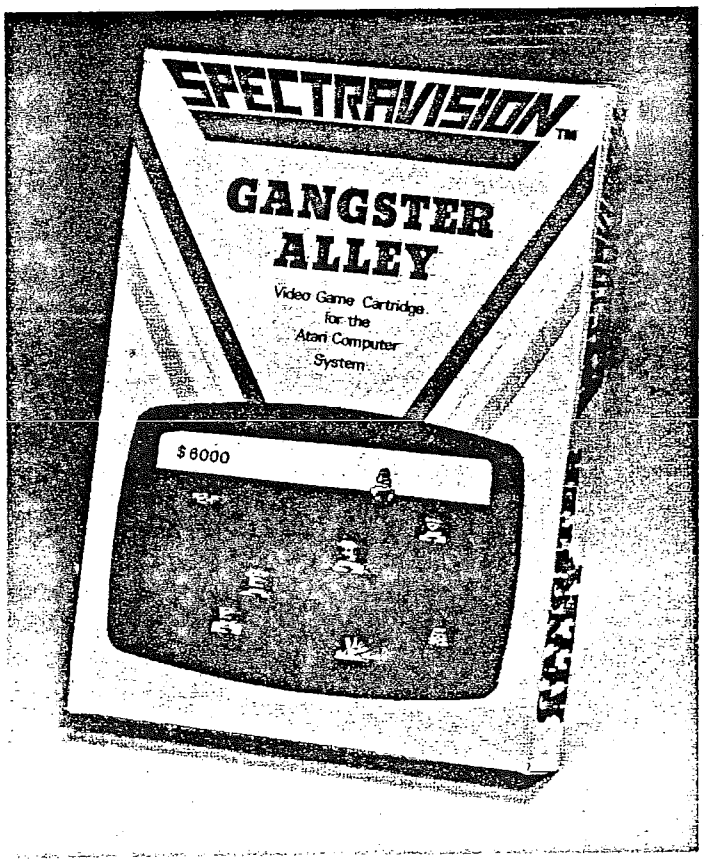

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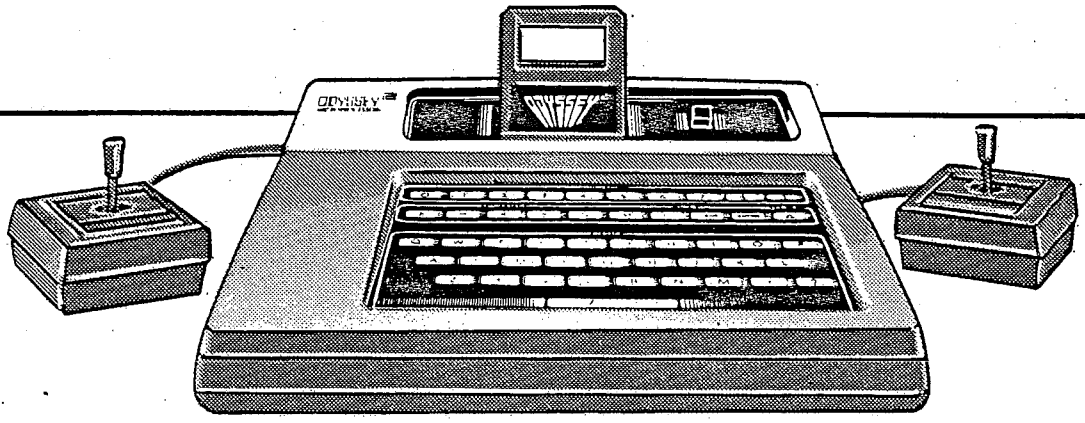
ODYSSEY²

THE KEYBOARD IS THE KEY. TO YOUR MILLION DOLLAR OPPORTUNITY. Read what game reviewers say:



MAIN UNIT VALUE! *"Odyssey² is the first programmable game machine from Magnavox . . . The company has evidently labored long and hard to create a truly outstanding state-of-the-art home arcade. In fact,* ***this machine may well be the best value in its price class."*** *(VIDEO, Jan. 1980)*

"If you're interested in an inexpensive video game, compare: ***Odyssey² has better hand controllers . . . Odyssey² comes with an alphanumeric keyboard . . ."*** *(GAMES, Nov./Dec. 1980)*

WHAT THE EXPERTS SAY ABOUT ODYSSEY² GAME CARTRIDGES:

"The SPEEDWAY/SPIN-OUT/CRYPTO-LOGIC game comes packed with the Odyssey² *and is a good showcase for the machine's capabilities. The trio of contests provides a pleasing variety of action well calculated to whet the arcade addict's appetite for more." (VIDEO, Jan. 1980)*

"QUEST FOR THE RINGS is a giant step ahead of other video games *in richness and complexity." (ELECTRONIC GAMES, Winter 1981)*

UFO, rated best science fiction game *in VIDEO Magazine's 3rd Annual Arcade Awards: "Odyssey² designers have always had a special affinity for science fiction themes, and this cartridge is definitely one of their greatest triumphs." (VIDEO, Jan. 1982)*

"Odyssey² has capitalized on the flexibility of keyboard input *to introduce true programmability to games. . . . That's right, arcaders can custom-design their own mazes!" (ELECTRONIC GAMES, Winter 1981)*

"ALIEN INVADERS-PLUS is the most difficult video game *I have ever encountered—bar none, and that includes the larger and sometimes more sophisticated games . . . ALIEN INVADERS-PLUS gets this reviewer's unqualified nomination for the most captivating video game around." (VIDEO ACTION, June 1981)*

"Among Odyssey²'s special features are, to put it simply, ***an incredible number and variety of games!"*** *(WHERE, Dec. 6, 1980)*

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Mail to: Odyssey² Headquarters, P.O. Box 6950, Knoxville, TN 37914

ODYSSEY²
The keyboard is the key.

The Official Video Game of the 1982 World's Fair.

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If you want to make a fast killing on Wall Street, you have to learn how to play the game. The Great Wall Street Fortune Hunt video game, one of the Master Strategy™ series from Odyssey².

The Great Wall Street Fortune Hunt is a computerized model of the real investment world in the form of a mind-challenging video game that the whole family can enjoy. It's designed to duplicate the excitement of Wall Street as closely as possible. You can amass a fortune using the same techniques you would use in the market. Or you can lose your shirt and have fun doing it.

Using the Odyssey² keyboard and hand control, you program the computer by typing in orders to buy and sell stocks of real companies, to add Treasury Bills to your portfolio, to buy on margin, and to buy and sell Stock Options. You play against and with real life situations, changes in the Gross National Product, world events, political events, and changing interest rates.

DIVERSIFY YOUR PORTFOLIO.

The Great Wall Street Fortune Hunt is just one of over 40 arcade, sports, educational and other exciting Master Strategy games available from Odyssey². Each one exciting in a different way. So when you buy the Odyssey², you're not putting all your eggs in one basket. You can diversify with all our other game cartridges.

For more information on The Great Wall Street Fortune Hunt and all our other games, fill in the coupon.

The Great Wall Street Fortune Hunt. From now on, the greatest financial fortunes won't be made on the street, they'll be made in the living room.

ODYSSEY²

The excitement of a game. The mind of a computer.

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☐ Yes, I am interested in making a fast killing on Wall Street. Please send a prospectus on The Great Wall Street Fortune Hunt.

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GAMES OF THE CENTURY

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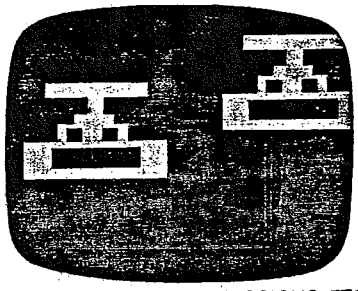
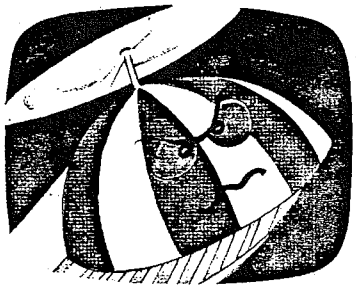
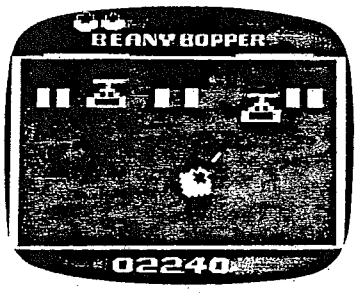
:30 TV COMMERCIAL



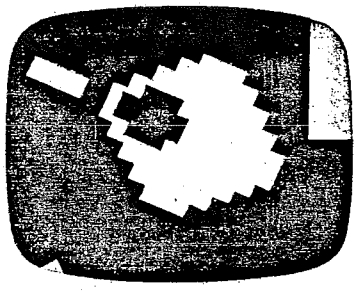
(SFX: GAME NOISES, EXPLOSIONS, ETC.)
CHORUS: Meany Beanies...meany beanies... meany beanies...



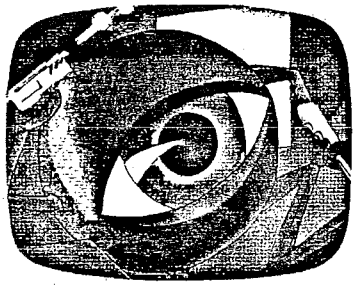
VO : They're out to get you...
CHORUS : Meany beanies...meany beanies... meany beanies...



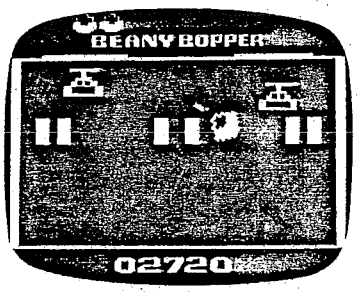
VO : So you better be quick.
And there's only one weapon that can stop 'em—the Beany Bopper.



And when you take control of the Beany Bopper's 360 degree rapid-fire laser it's up to you...

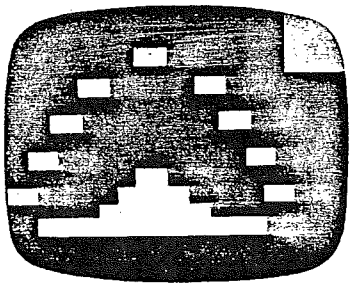


whether you bop the meany beanies

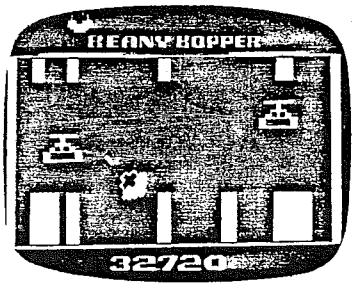


or the meany beanies bop you.

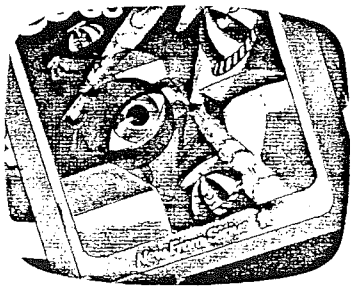
That's Beany Bopping... and once you start playing



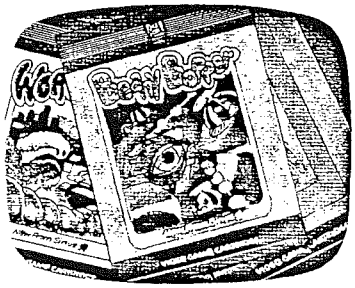
there's not any stopping.



For your Atari® Video Computer System.™



Why play the games of today when now you can play the "Games Of The Century."



Beany Bopper.
New, from 20th Century - Fox.

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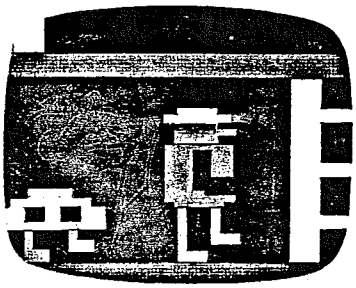
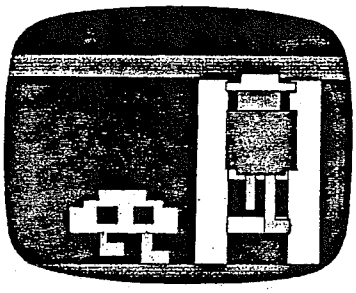
GAMES OF THE CENTURY

FAST EDDIE
:30 TV COMMERCIAL

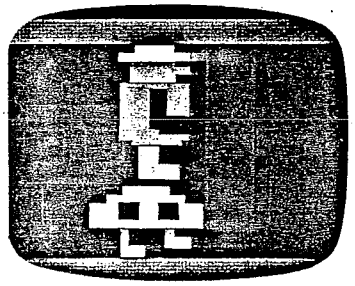


(SFX: GAME NOISES, EXPLOSIONS, ETC.)
VO: You've got to be quick and you've got to be steady,

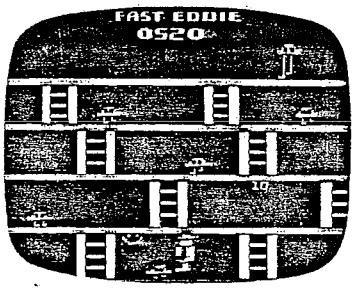


the skills you need to play Fast Eddie.

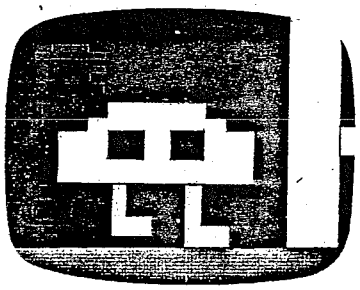
He's on his way to the top



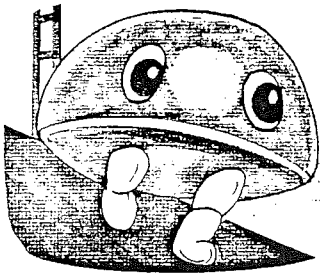
and man can he hop... and when you think you're the master,



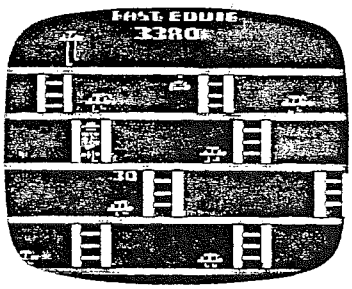
you face a disaster...



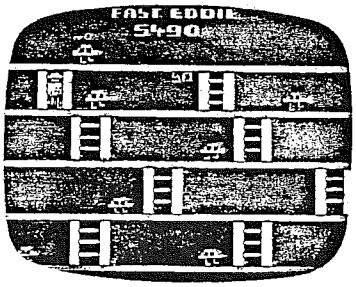
'cause the sneakers are coming



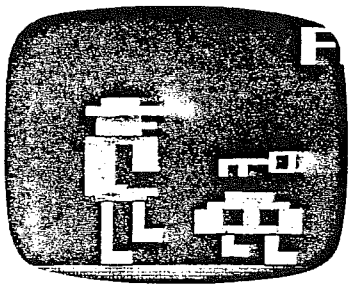
so you better get running.



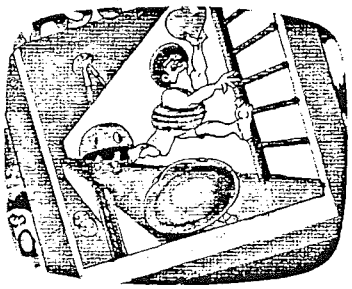
And when you catch all the prizes



there're even more sizes . . .



cause when you get to the top and go after the key, you can still get stomped by Hi-top, you see.



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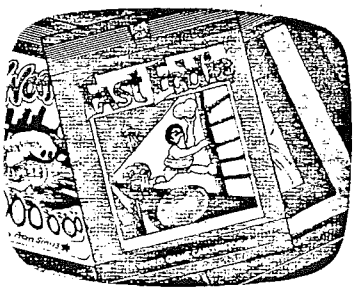

when now you can play
the "Games Of The Century.
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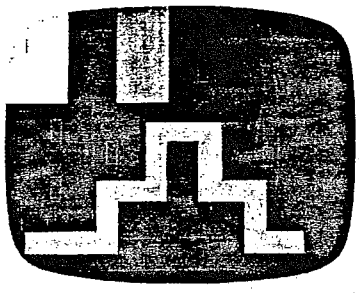
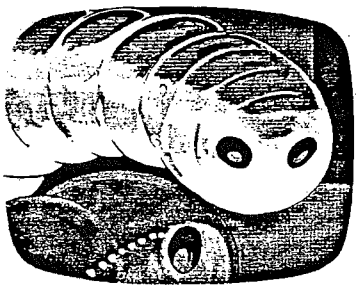
GAMES OF THE CENTURY

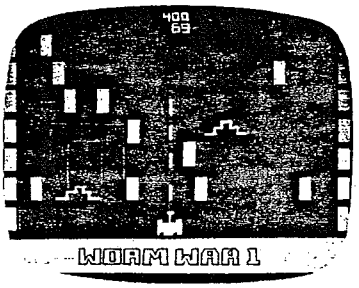
WORM WAR I
:30 TV COMMERCIAL



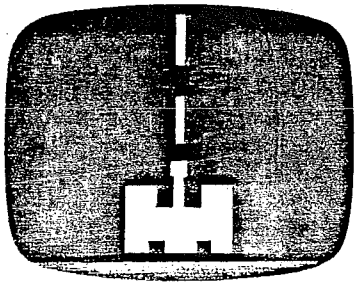
(SFX: GAME NOISES, EXPLOSIONS, ETC.)
VO : There's a new threat to civilization.



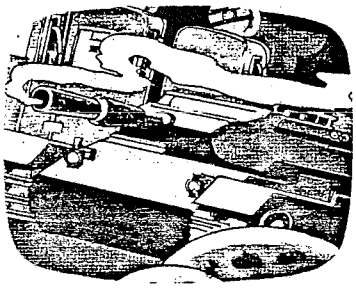
Hordes of gigantic slithering worms descending on our cities



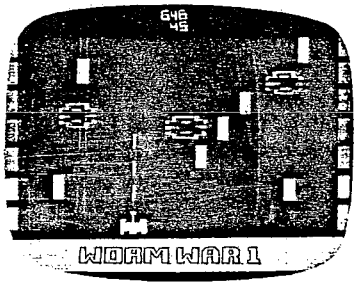
in the battle of the century...Worm War I.



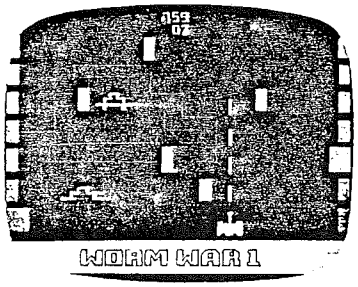
The only defense???
You...and your joystick skill



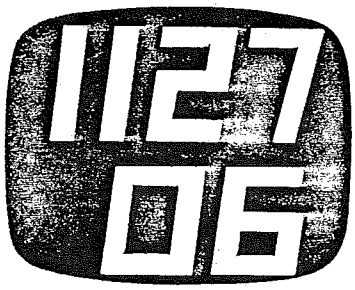
in maneuvering your tank and firing the deadly worm rays.



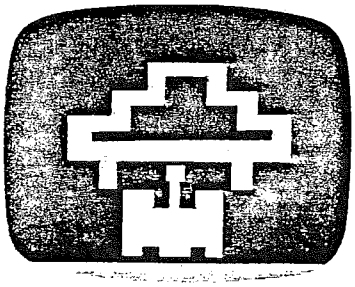
And the better you shoot, the faster they come.



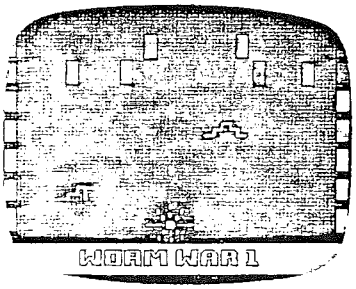
Worm, after worm, after worm...
But watch out,



you're running out of fuel,

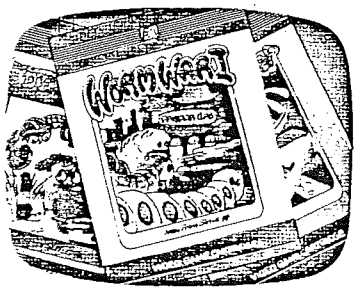


so don't blow up your new supply or you'll never wiggle out of this one.



Worm War I. For your Atari® Video Computer System.™

Why play the games of today, when now you can play the "Games Of The Century."



Worm War I. New from 20th Century - Fox.

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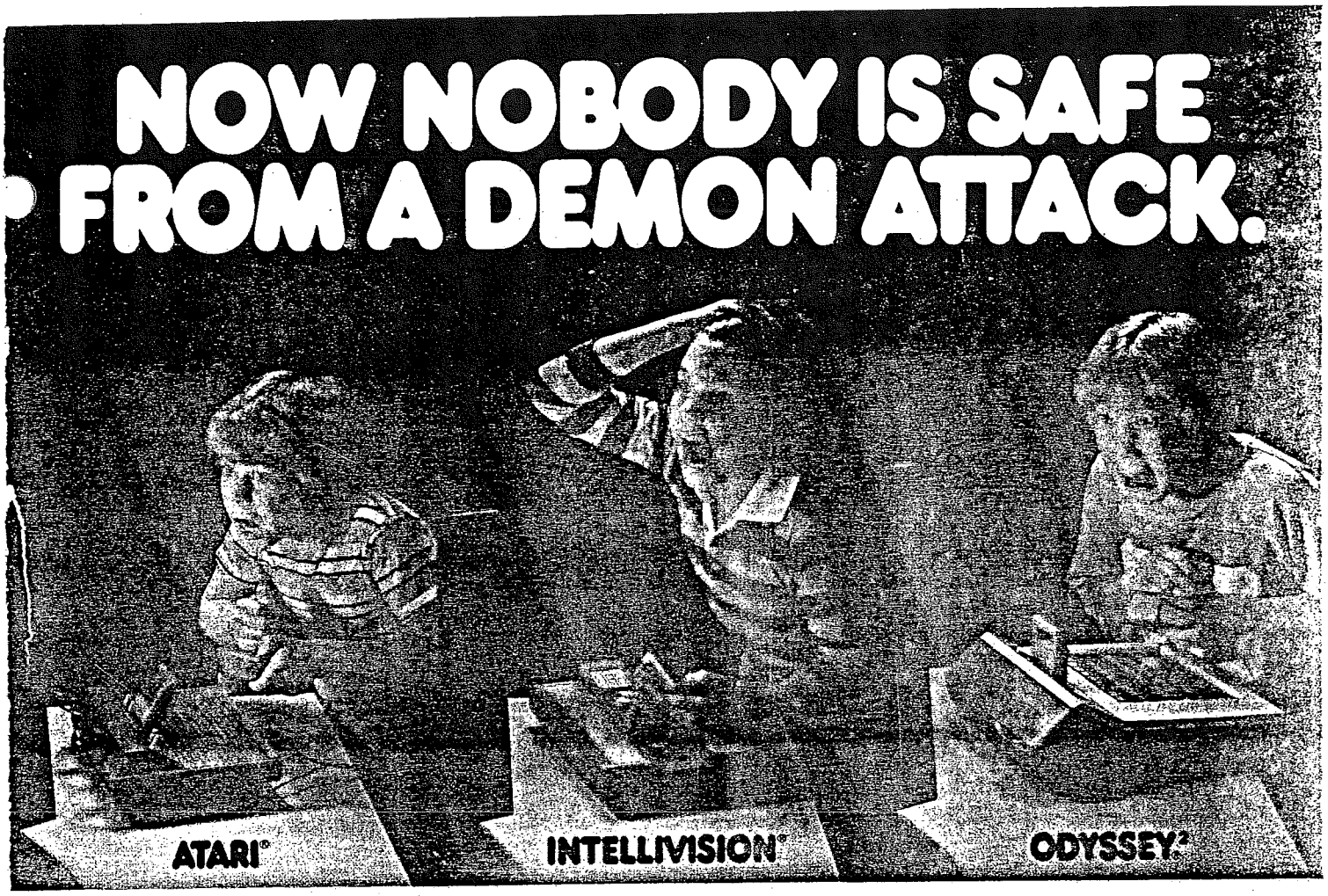
NOW NOBODY IS SAFE FROM A DEMON ATTACK.



Up until now, only your customers with an Atari video system could get chased, zapped, blasted, and beaten by Imagic's Demon Attack.™

But now, there's a Demon Attack cartridge just for your Intellivision customers.

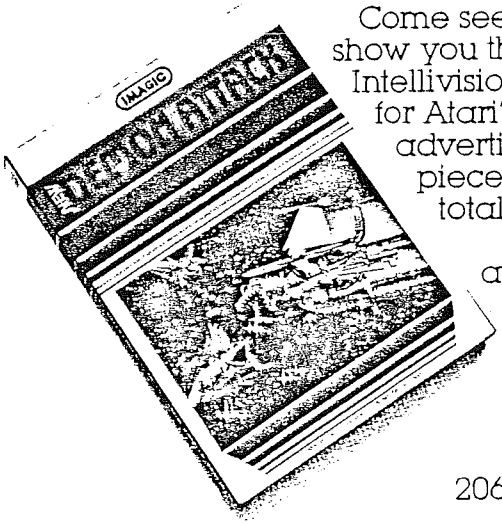
(And don't let your Odyssey buyers get a false sense of security. We'll have a Demon Attack for them by January.)

Think of it. One cash register-wrecking video game that you can sell to every cartridge-crazy kid who walks through your door.

This is the first year it's ever been done. But then, this is the first year Imagic's been here.

Come see us at the June CES. We'll show you three awesome new games for Intellivision, four new joystick-breakers for Atari's system, and some packaging, advertising, and point-of-purchase pieces that'll leave your customers totally defenseless.

Now your customers can't get away. Nobody's safe from Imagic.



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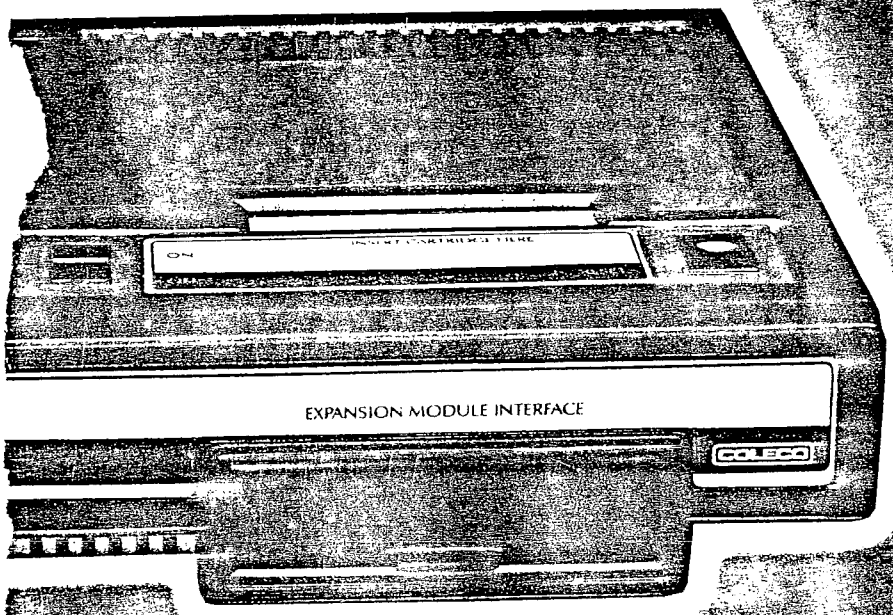
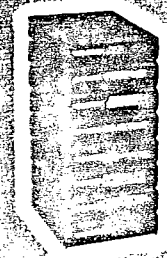
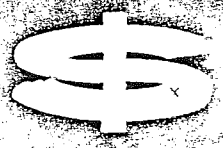
IS ROLLING OUT FOR JULY DELIVERY.



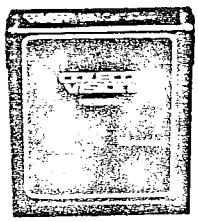
COLECOVISION DELIVERS EXCLUSIVE ARCADE LICENSES IN HIGH-RESOLUTION SOFTWARE



COLECOVISION DELIVERS A THIRD-GENERATION SYSTEM AT A FIRST-GENERATION PRICE



COLECOVISION DELIVERS "DONKEY KONG" AMERICA'S #1 ARCADE GAME INCLUDED WITH THE ORIGINAL PURCHASE



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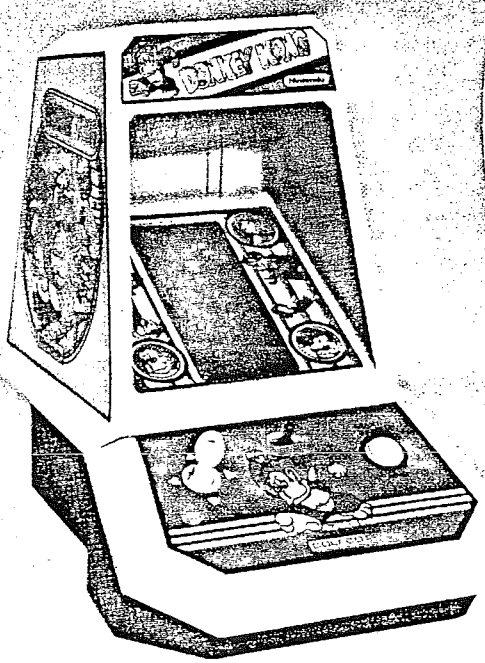

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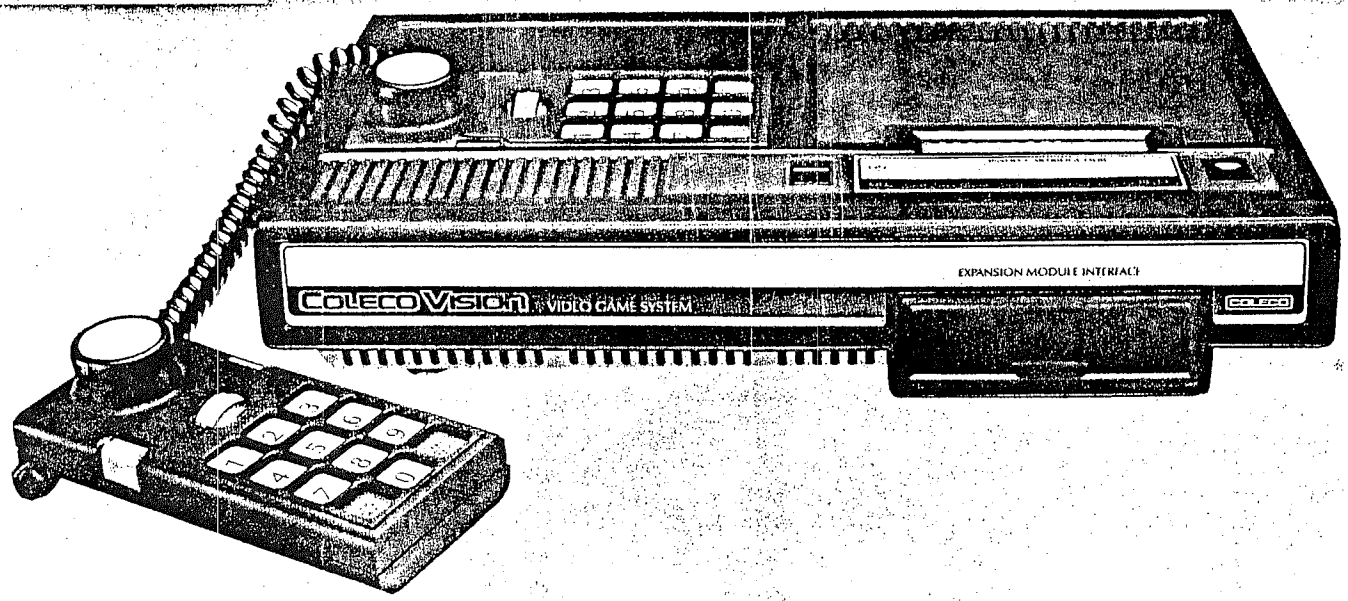
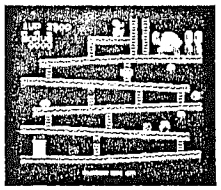


COLECOVISION DELIVERS SUPERIOR RESOLUTION WITH ARCADE-QUALITY GRAPHICS



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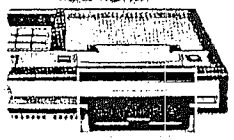

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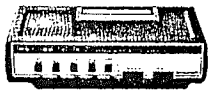

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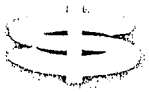

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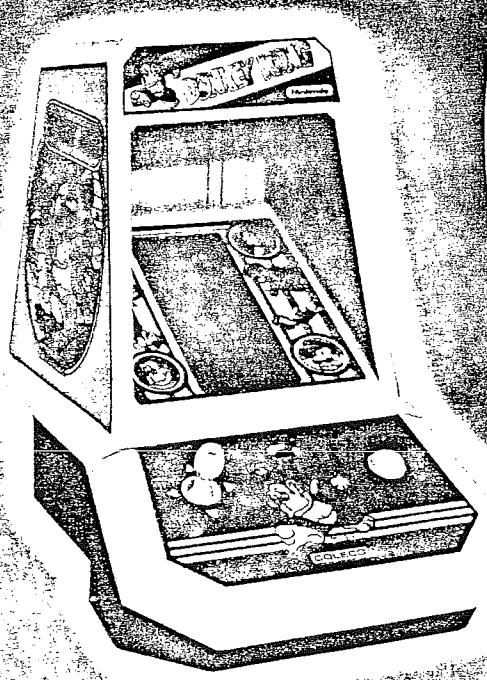

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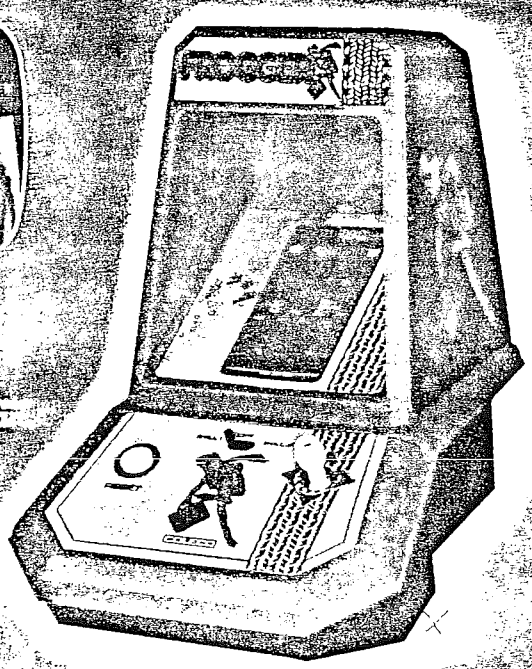

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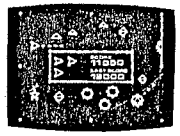
- Fully expandable to grow into a true business or professional system.
- With an instruction manual so simple even a child can be computing in minutes.


OMEGA RACE

The advertising campaign of the 1980s.
Guaranteed to build incredible buying traffic:

- Featuring William Shatner, one of America's most credible star-spokesmen.
- Hard-hitting TV, radio commercials and full-color print ads.
- Reaching every prospect in America with high frequency.
- TV series: 20/20, The Tonight Show, Chips, Hart To Hart, and lots more. Specials: The American Country Music Awards, Dean Martin... Sporting Events: Saturday baseball, championship tennis, golf, boxing, racing, cable TV and lots more.
- Heavy print schedule: Omni, Discover, Byte, Popular Computing and lots more.
- Multi-media co-op program.

High impact merchandising programs: Complete range of point-of-purchase materials give VIC-20 high in-store visibility. Simple, plug-in cartridges and cassettes make VIC-20 easy to demonstrate, easy to sell.

The profit-maker of the 1980s. Never before has a computer generated such tremendous consumer demand with such tremendous 3-way profit potential for you:

Substantial margins *with every VIC-20 sale, with every peripheral sale* (as VIC customers realize what their computer can do, they'll want to upgrade their system), *and with every software sale* (VIC customers can choose from a wide and growing range of programs).

VIC-20 from Commodore, the world's leading manufacturer of a full range of desktop computers. Support the VIC-20—the wonder computer of the 1980s—by stocking the VIC and participating in our hard-hitting co-op program. Why sell just a video game? Make the VIC-20 the profit-maker of the 1980s for you.

*VIC-20 is a trademark of Commodore

VIC-20

STOCK THE VIC-20 GROW WITH COMMODORE

Commodore Consumer Products Division
681 Moore Rd., King of Prussia, PA 19406

DEALER PRIORITY SERVICE

☐ Rush me more information.
☐ Have a sales representative contact me.

Name .....
Title .....
Company .....
Address .....
City ..... State ..... Zip .....
Phone ( ) .....

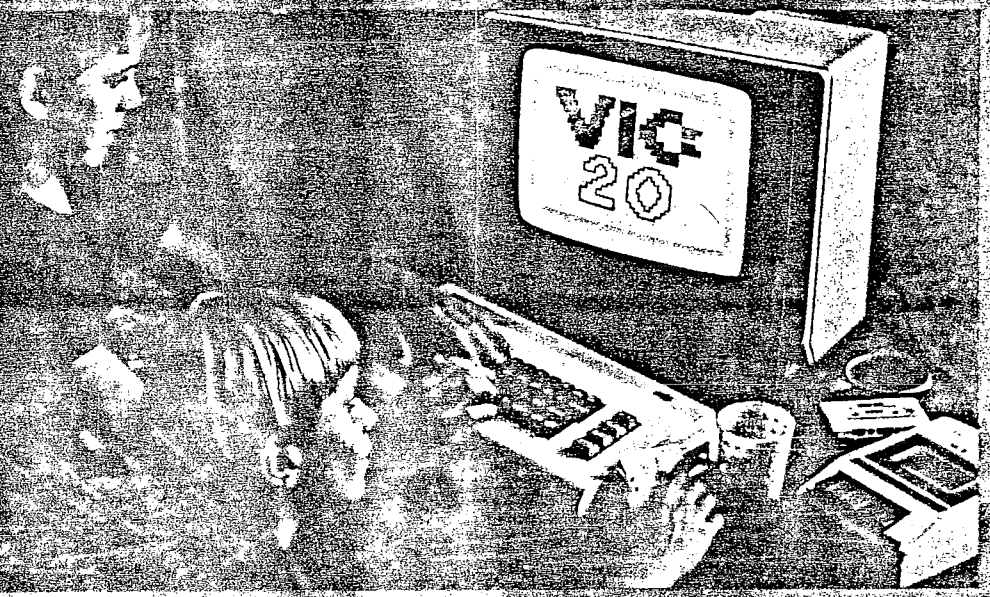
commodore COMPUTER

Circle No. 50 on product card

www.atarimania.com

WHY BUY JUST A VIDEO GAME?

FOR UNDER $300 GET THE COMMODORE VIC-20, THE WONDER COMPUTER OF THE 1980s.



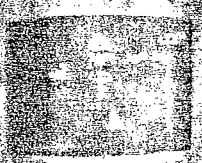
"An investment that grows with your family needs."

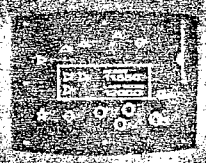
...ontrol the cost of ... game, you can own the ... home VIC-20 ... computer that's so easy to use ... computing in minutes.

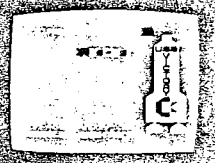
Sure it plays the games kids love. But the VIC ... can also improve ... skills. In fact, it uses the same computer language taught in school on the Commodore PET®. So students learning on the PET, in class, can practice computing at home on the VIC.

Unlike video game machines, the VIC-20 has many practical applications, such as financial planning and word processing. And the VIC-20 grows with your needs. Because unlike video machines, it's completely expandable. With low priced accessories, including a tape recorder and disk drive, to store and retrieve your information, games and utilities, including new VIC MODEM — which lets you communicate with outside information sources.

The wonder computer of the 1980s — VIC-20 from Commodore. Under $300. At your Commodore dealer and selected stores.







Mattel Intellivision

VIC-20 VS. THE VIDEO GAMES

Product Features	VIC-20	Atari VCS®	Mattel Intellivision®
Under $300	YES	YES	YES
Plays Cartridge Games	YES	YES	YES
A Real Computer	YES	NO	NO
Full-Size Computer Keyboard	YES	NO	NO
Basic Computing Language Built-In	YES	NO	NO
Expandable Memory Capability	YES	NO	NO
Self-Teaching Programming Manual	YES	NO	NO
Works With Printer	YES	NO	NO
Also Works With Disks and Cassettes	YES	NO	NO

For additional information, circle No. 12 on Reader Service Card.

VIC-20 COMMODORE COMPUTER

Commodore Computer Systems
681 Moore Rd., King of Prussia, PA 19406 V6
Canadian Residents: Commodore Computer Systems
3370 Pharmacy Avenue, Agincourt, Ontario, Canada, M1W 2K4

Please send me more information on the VIC-20.

Name _____

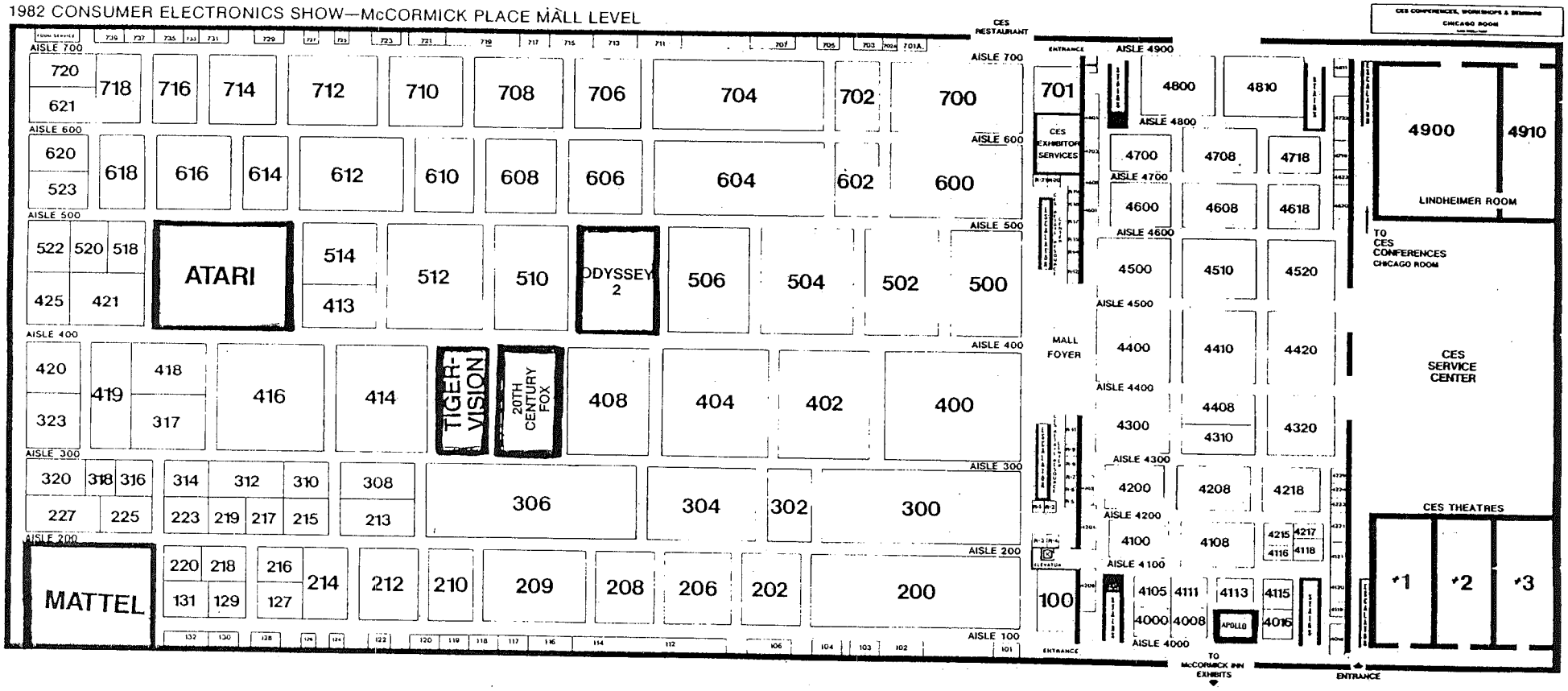
Address _____

City _____ State _____ Zip _____

Phone _____

www.retromagia.com

1982 CONSUMER ELECTRONICS SHOW—McCORMICK PLACE MALL LEVEL



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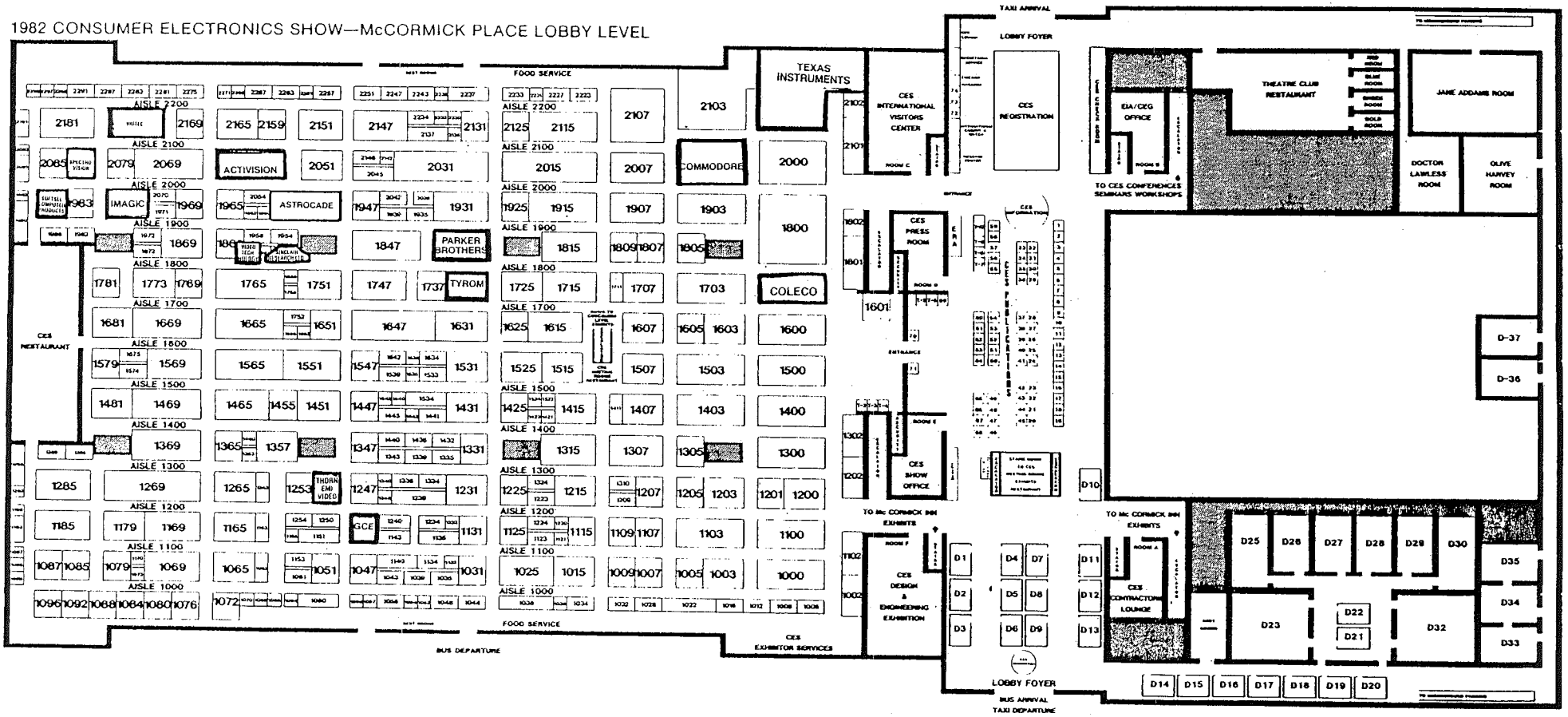
1982 CONSUMER ELECTRONICS SHOW—McCORMICK PLACE LOBBY LEVEL



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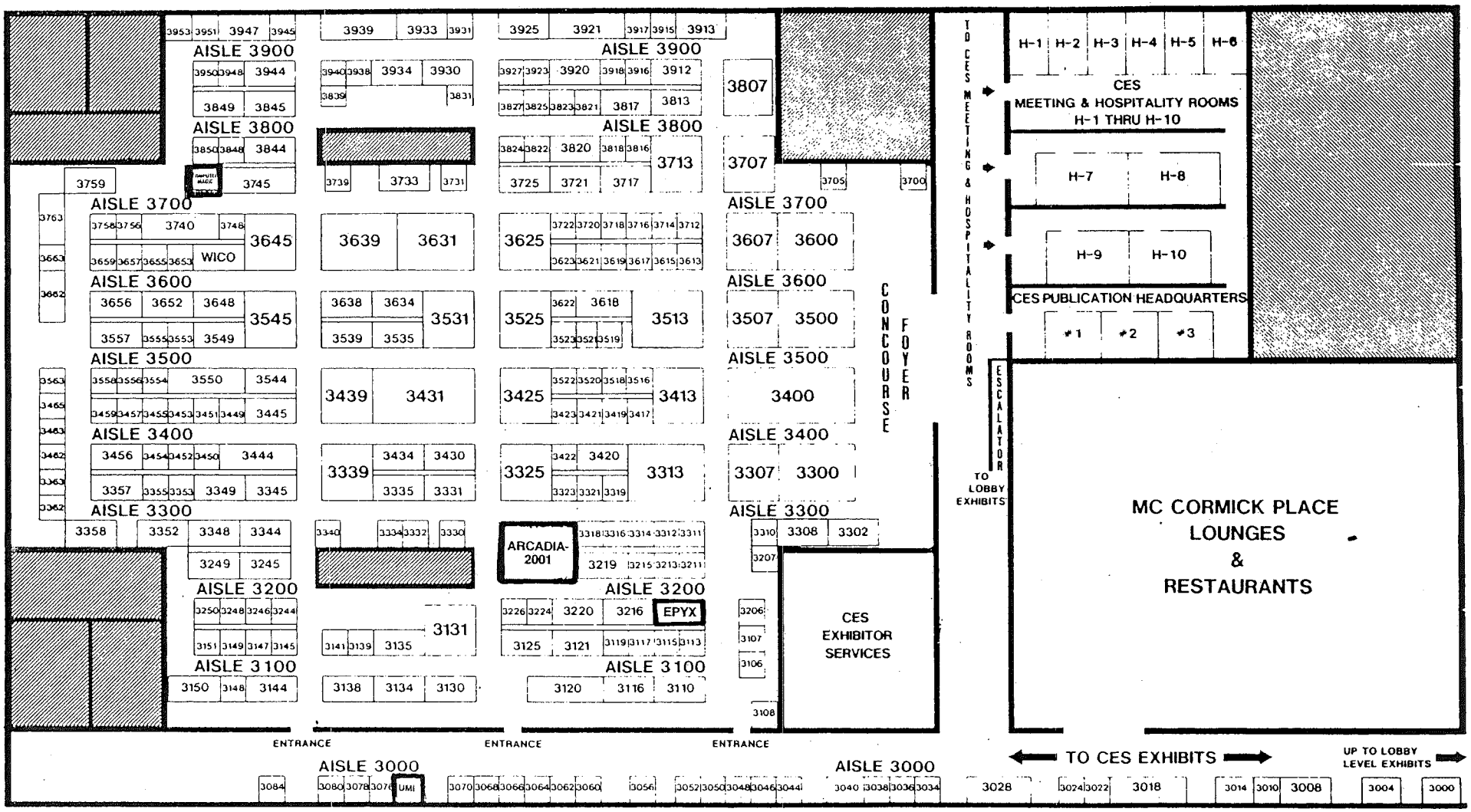
1982 CONSUMER ELECTRONICS SHOW—McCORMICK PLACE CONCOURSE LEVEL



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