



IMAGIC

TRICK SHOT

DEMON ATTACK

STAR VOYAGER

TRAVELING TO TOMORROW



Games of Tomorrow

Journey with us where you will... into outer space, beneath the sea, inside the human body, to the darkest dungeons...

With Imagic's new generation of challenging cartridges, video software comes of age. Intriguing game concepts that tap the potential of Atari®, Intellivision® and, in the future, Odyssey® and the Atari 400™ and 800™.

Your customers will appreciate the unrivaled creativity of fantasies, adventures, and competitions that spark and engage their imaginations.

Join us in a realm of true product innovation. Today.

Intriguing Game Concepts

The industry's most advanced graphics. Unmatched sound effects. And challenging action that is pure fun!

Atari VCS Compatible



ATLANTIS IA3203

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!



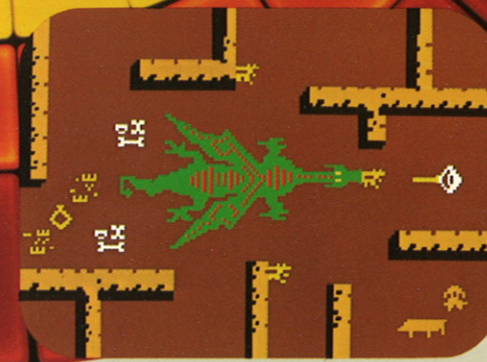
RIDDLE OF THE SPHINX™ IA3600

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.



DEMON ATTACK™ IA3200

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!



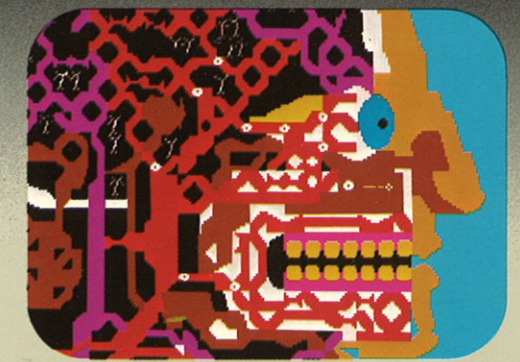
SWORDS & SERPENTS IM7602

You are the White Knight, exploring a maze-like dungeon... discovering silver, diamonds and gold! But will you live to enjoy them? Black Knights attack, swords rend armor... you stagger on alone. More treasure awaits, but so does danger... dragons, gargoyles, booby traps and an army of enemy knights! A friendly wizard joins you. Can you protect him until he learns the spells that may save you both?



ATLANTIS IM7203

Alien spacecraft bombard the underwater city of Atlantis. Centuries of progress seem doomed. But you can't let them win... you won't! You man the defense installations, firing missiles with your crosshair sights... a direct hit! But the battle rages on. Night falls: blinded by rage, you scramble into Atlantis' last defensive spaceship and fly into enemy-filled skies. How long can one ship survive against so many?



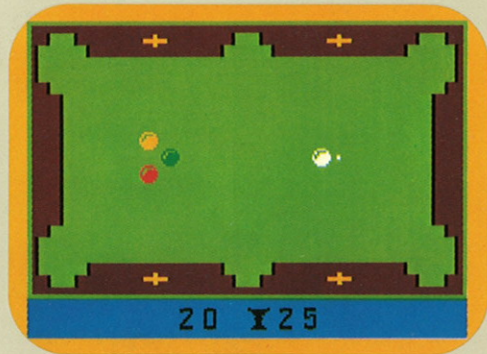
MICRO SURGEON IM7601

The patient is critically ill! Scientists shrink your vessel to microscopic size and inject you into the patient's body. You navigate the blood stream, outmaneuvering white blood cells that attempt to destroy you as foreign matter. Remove a tumor from the brain, a blood clot from near the heart and nicotine deposits from the lungs. Now, you must cleanse the intestinal tract of tapeworms... but hurry! To save the patient's life, you must finish within the hour!



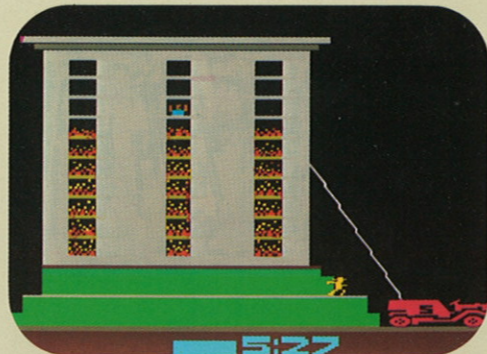
STAR VOYAGER™ IA3201

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 IA3000

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.



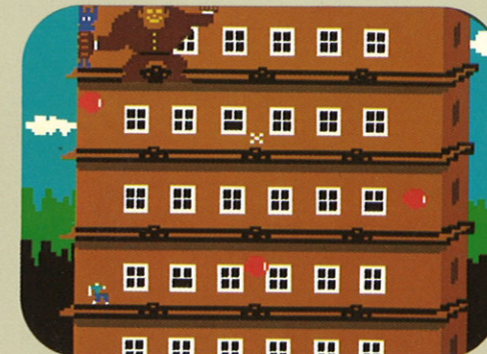
FIRE FIGHTER™ IA3400

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!



DEMON ATTACK™ IM7200

An awesome array of demons attack a scientific colony on the Moon. You maneuver your laser cannon across the Moonscape, returning fire and destroying an entire army of cunning demons. Now you have but one choice... seek out the demons' home base and end their treachery forever! But as you approach their monstrous lair, your blood chills at the sight of an unspeakable horror, perhaps the last sight you'll ever see!



COMING SOON! IM7401

That big bully's got the girl. It's you to the rescue. Climb the building, floor by floor. But watch out! Our fearsome foe is angrily tossing boulders. Dodge them. Or squash them to score points. The higher you go, the harder the going. Best time to the top wins the game.

COSMIC ARK™ IA3204

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 beasts 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.



Mattel Intellivision Compatible

VIDEO STORAGE CENTER™ For Atari or Intellivision Consoles

Organizes, protects and stores the Atari® Game System (or Sears Video Arcade) and 15 cartridges; or Intellivision® (or Sears Super Video Arcade) and 18 cartridges. Durable plastic construction, sturdy black base, simulated woodgrain panel, smoke-tinted dust cover. IC5000



You won't be traveling alone.

Television Advertising

Every kid in America will be talking about Imagic's "game designers"—Gorp, the Star Voyager and Vultar, the Demon. These characters deliver Imagic's powerful selling story in an unforgettable manner, proving that Imagic video games truly are "created by experts for experts."

Each Imagic commercial is consumer tested before it goes on air. The result: commercials that are proven winners... commercials that will pull kids into your stores. And this is just the beginning. Imagic will extend this campaign to include even more games by Christmas!

Media Support

- Imagic will blitz consumers' homes and challenge the competition with network, spot and print advertising.
- \$7,000,000 media expenditure October through February!
 - Annualized rate of \$17,000,000!
 - 90% of boys 6-17 will see our commercials over 5 times per month!
 - 500 grps per month for 5 months!
 - Shows like MASH, Dukes of Hazzard, Monday Night Football and many, many more!



Media Schedule	OCT.	NOV.	DEC.	JAN.	FEB.
Prime Time Network Television	•	•	•	•	•
Early Fringe Television	•	•	•	•	•
Sports Programming	•	•	•	•	•
Cable Television	•	•	•	•	•
Consumer Magazines	•	•	•	•	•

Consumer Promotions

On target consumer promotions, like the exciting "Defend Atlantis" contest, will be great fun for everyone... except perhaps the clerks who must keep Imagic cartridges in stock. These programs have been specifically designed to create immediate awareness and stimulate mass trial of new Imagic games.



Merchandising Aids

Imagic offers a full line of in-store selling aids:

Counter Cards

Beautiful full color pieces that contain the Imagic cartridge catalog. If your customer takes one home, he'll soon return to buy video games.

Shelf Talkers

These eye catchers will enliven any in-store display or shelf arrangement.

Mobiles

The ultimate attention grabber. Why not let your stores be the video game headquarters?



The quality of Imagic video games is matched only by the advertising and promotional support each will receive. Imagic is executing a complete and continuous merchandising program that will guarantee consumer demand.

Co-op Program

Our generous advertising program lets you create the spark to ignite your customers' desire for Imagic games. Use your 100% paid co-op funds to tie in with Imagic corporate TV advertising.



The "Numb Thumb Club"

Your customers will be sold on the Imagic "Numb Thumb Club." Poster, wallet card and regular editions of the "Numb Thumb News" go out to all members. It's for those really serious about their games!

Display Units

These beautiful display units are an attractive addition to any store:

- 288 piece Floor Stand
- 192 piece Shelf Display
- 72 piece Counter Spinner
- All Units Lock to Prevent Theft

Imagic Representatives

**Maine, New Hampshire, Vermont,
Massachusetts, Rhode Island,
Connecticut**

Finn Associates
670 Old Connecticut Path
Framingham, MA 01701
(617) 877-7791

Upstate New York

W. S. Owen Co.
306 Lakeside Rd.
Syracuse, NY 13209
(315) 468-4264

**No. New Jersey, Metro New York,
Puerto Rico, Hawaii**

Imagic
981 University Ave.
Los Gatos, CA 95030

**E. Pennsylvania, So. New Jersey
R-K Marketing**

1930 Lawrence Road C-12
Havertown, PA 19083
(215) 446-6400

W. Pennsylvania, West Virginia

JPS - Owen
858 Fourth Ave.
Coraopolis, PA 15108
(412) 262-9170
(412) 655-2600

**Maryland, Delaware,
Washington, D.C.**

Taylor Marketing
9797 #3 Good Luck Rd.
Seabrook, MD 20706
(301) 794-7077

Virginia

Southern Trading
7108 Wheeler Road
Richmond, VA 23229
(804) 359-0656

**No. Carolina, So. Carolina,
Tennessee, Georgia, Alabama,
Mississippi**

Dean Cooper Co.
1710 Wilwat Dr. #H
Norcross, GA 30090
(404) 448-5460

Florida

Second Generation Inc.
15490 N.W. 7th Avenue
Miami, FL 33169
(305) 685-7245

Ohio

Astro-Kam Marketing
672 Alpha Drive
Cleveland, OH 44143
(216) 461-4500

Indiana, Kentucky

Green-Wissler Sales Co., Inc.
6214 Morenci Trail, Ste. 220
Indianapolis, IN 46268
(317) 291-2232

Michigan

Sobey Marketing Inc.
25308 Witherspoon Rd.
Farmington Hills, MI 48018
(313) 476-4064

No. Illinois, E. Wisconsin

First Delta Group Inc.
700 Industrial Dr. #1-E
Bensenville, IL 60166
(312) 595-8517

**Minnesota, No. Dakota,
So. Dakota, W. Wisconsin**

Bill Kirsch Assoc.
7384 Washington Ave.
Eden Prairie, MN 55344
(612) 944-3355

**Missouri, Kansas, Nebraska,
Iowa, So. Illinois**

Mel Cotlar & Assoc.
8523 Olive Blvd.
St. Louis, MO 63132
(314) 997-7711

**Texas, Oklahoma, Arkansas,
Louisiana**

Van Guard Sales
6205 Pine View
Dallas, TX 75248
(214) 239-1750

**Colorado, Utah, Montana,
Wyoming, So. Idaho**

Pike Marketing Inc.
970 South Oneida
Denver, CO 80224
(303) 399-5927

**So. Nevada, Arizona,
New Mexico, Texas (El Paso)**

Progressive Marketing
906 So. Priest Rd. #104
Tempe, AZ 85281
(602) 968-9447

**Washington, Oregon, Alaska,
No. Idaho**

Barnsley-Weis Assoc., Inc.
P.O. Box 10508
Yakima, WA 98909
(509) 248-7250

**No. California, No. Nevada
Hal Abrams**

1206 So. Amphlett Blvd. #1
San Mateo, CA 94402
(415) 349-6153

So. California

On Target Marketing
383 Promontory Dr. West
Newport Beach, CA 92660
(714) 675-6521
(714) 857-4444

