

The Atari logo is centered in the upper half of the image. It consists of the word "ATARI" in a bold, white, sans-serif font with a registered trademark symbol (®) to its upper right. The text is set against a background of a blue sky with white clouds. This central image is framed by a thick yellow diamond shape, which is itself surrounded by a red square border. The entire composition is set on a background of a green and dark blue checkerboard pattern.

**ATARI**®

**ATARI VIDEO  
COMPUTER SYSTEM™  
MERCHANDISING TIPS**

A POCKETFUL OF FACTS  
TO HELP YOU SELL  
MORE ATARI VIDEO GAMES.

## THE QUESTIONS CUSTOMERS ASK MOST ABOUT ATARI.<sup>®</sup>

AND ANSWERS TO MAKE YOU AN EXPERT.

### What is ATARI<sup>®</sup>?

ATARI is the leading manufacturer of home video games. In fact, we *started* the video game industry, with the creation of *Pong*,<sup>®</sup> in 1975. ATARI is a subsidiary of Warner Communications, Inc., a company that brings you lots of excitement with movies like *Superman*,\* records and cable TV.

### What is the ATARI Video Computer System<sup>™</sup> (VCS)<sup>™</sup>?

It's a "programmable" video game that transforms an ordinary television set into an interactive family center for education and entertainment. The VCS comes with:

- VCS game console
- Two sets of controllers (Joystick and Paddle)
- Power adapter
- TV antenna switch box
- Owner's Manual
- Combat Game Program*<sup>™</sup> cartridge

The *Combat* cartridge features 27 game varia-

### Is the VCS easy to install?

Yes. All you do is attach two wires between the VCS and your television set. All you need is a screwdriver. The Owner's Manual gives you simple instructions.

### Is the VCS for children or adults?

ATARI has games that appeal to players of all ages. Many games include simplified versions for young children. (Look for a small bear symbol on the cartridge box.)

### Why should I buy an ATARI VCS instead of some other home video game?

The ATARI Video Computer System offers you many important advantages:

- Colorful images and realistic sound effects *plus* plenty of stimulating action. (Not just pretty pictures with limited movement.)
- Difficulty switches that let novices and

tions to start you off with a bang! You can take it from there, choosing from our growing library of Game Program cartridges in eight categories. Each game gives you a different way to play your VCS.

### Is the VCS easy to operate?

Very! Loading a game is as easy as plugging a tape into a cassette recorder. Easy-to-use controllers help you gain confidence quickly.

### Will the VCS harm my television set?

No. Our engineers have added something called an attract mode, which prevents any chance of burn-in from the game screen.

### Is the VCS durable?

ATARI products are built under strict quality control standards to give you years of reliable performance. And, to insure that your game continues to run smoothly, we've established a network of Independent Service Centers. For the service center nearest you, contact your Regional Service Center (listed in the Owner's Manual).

pros play challenging games together.

- Easy-to-use controllers.
- An "arcade connection" that lets ATARI transform your favorite video arcade games (like *Pac-Man*,\*\* *Missile Command*,<sup>™</sup> *Asteroids*<sup>™</sup> and many others) into Game Program<sup>™</sup> cartridges for home play.
- More Game Program cartridges to choose from, and countless game variations. Many ATARI cartridges include more than one game (*Video Olympics*<sup>™</sup> for example, gives you 50 different games to choose from!) To check out all the options for fun in the VCS library of games, see the game list on the next page.

\**Superman* is a trademark of DC Comics, Inc.

\*\**Pac-Man* is licensed by Namco-America, Inc.

## THE ATARI LIBRARY OF GAME PROGRAM™ CARTRIDGES

ATARI has more Game Program cartridges than any other manufacturer, and new games are being added all the time. In 1982, ATARI will introduce exciting new Game Program cartridges all year long.



### Combat Zone

Combat  
Outlaw®  
Air-Sea Battle™  
Canyon Bomber®  
Warlords™



### Sports Arena

Basketball  
Bowling  
Football  
Golf  
Home Run™  
Pelé's Soccer™  
Video Olympics™

### Classics Corner

Backgammon  
Casino™  
Othello<sup>2</sup>  
3-D Tic-Tac-Toe  
Video Checkers™  
Video Chess™



### Adventure Territory

Adventure  
Haunted House  
Superman<sup>3</sup>



### Skill Gallery

Breakout®  
Circus ATARI®  
Human Cannonball  
Maze Craze™  
Pac-Man<sup>1</sup> (estimated availability, March, 1982)  
Sky Diver™  
Super Breakout™ (estimated availability, January, 1982)  
Video Pinball™  
Surround™

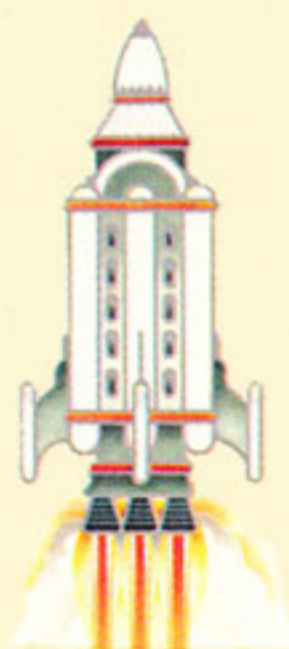


### Race Track

Dodge' Em™  
Indy 500  
Night Drivers®  
Slot Racers  
Street Racer™

### Space Station

Asteroids™  
Defender<sup>4</sup> (estimated availability, June, 1982)  
Missile Command™  
Space Invaders<sup>5</sup>  
Yars' Revenge™ (estimated availability, May, 1982)  
Space War



### Learning Center

Basic Programming  
Brain Games  
Codebreaker™  
A Game of Concentration  
Hangman™



1 Licensed by Namco-America, Inc.

2 Othello® is a registered trademark at CBS, Inc. for its strategy disc game and equipment.

3 Trademark and © of DC Comics, Inc. 1979.

4 Trademark of Williams Electronics, Inc.

5 Trademark of Taito America Corp.

## BOOST YOUR SALES WITH A-I-D-A

(ATTENTION, INTEREST,  
DEMONSTRATION AND ACTION)

**A**ttention  
*Opener:* Ice breaker statement. Overcome customer's fear, uncertainty, and doubt. Make customer feel welcome, comfortable. ("Hi! Let me show you some great new ATARI Game Program cartridges.)  
*Arouse* the customer's curiosity.

**I**nterest  
*Empathy:* Put yourself in customer's place. *Questions:* Zero in on customer's needs/wants. ("Would you like to look at a game that's both fun and educational?") *Support* customer's favorable comments ("Yes, *Hangman* does help build language skills.")

**D**esire  
*Demonstrate* the product. *Encourage* the customer to try it. Identify great ATARI features, product advantages. Stress the *benefits*, the ways the product will serve the customer's needs. ("See how the Difficulty Switches let a rookie play a good game

against an ace?")  
*Offer proof:* ("The ATARI Video Computer System™ game is our best seller. We are continually re-stocking cartridges.")  
*Secure Agreement* ("Can you see what a lasting value the ATARI Video Computer System game really is?")

**A**ction (The Clincher...)  
*Summarize* Benefits: watch for buying signals. *Give reason to act now.* Assume the sale ("Cash or charge?")  
*Thank and assure* ("Thanks, you'll love this game.")

**REMEMBER!**  
ATARI is number one in the industry. The pioneer in video games. And you are the one who must move the product the last two feet across the counter. You're the key link between us, your store, and your customers. We'll never forget it.



**SELLING SKILLS**

## MERCHANDISING TIPS

Here are some ideas which other retailers have used to successfully sell the ATARI Video Computer System™ game and Game Program™ cartridges. The more attractive and enticing your display, the greater the enthusiasm you'll generate at the retail counter. So set them up, and watch the fun!

### 1 Take advantage of all the ATARI point-of-purchase materials.

Colorful catalogs, appealing counter cards and special sale displays are always available from me, your service representative, or directly from ATARI.

### 2 Display the game with an action packed and colorful cartridge.

*Breakout*®, *Space Invaders*\* and *Basketball* (to name just a few): Have bright crisp colors that are instant attention getters.

\**Space Invaders* is a trademark of Taito America Corp.



### 6 Neatly project the ATARI Game Program cartridge boxes facing outwards.

Show off the outstanding selection of smartly illustrated cartridge boxes. Replace old worn display boxes with fresh new packages for a clean, attractive appearance.\*

\*Ask your representative for a variety of ways to do this.

### 7 Make a list of your customer's special requests and most popular Game Program cartridges.

### 3 Become an ATARI expert.

Familiarize yourself with at least one game on each of the ATARI Game Program cartridges.

### 4 Watch for ATARI television and print advertising.

We'll provide you with a schedule of shows in your area featuring exciting ATARI advertising.



### 5 Inform your customers about new Game Program cartridges that will be out soon.

They'll know what to ask for next time they come in. And if you run short, be sure to record their names and telephone numbers so you can call them back when new stock comes in.

Then let your ATARI representative supply you with these.



We hope these suggestions make your selling experience as easy and as enjoyable as the ATARI games are to play. If you have any questions, ideas, or feedback regarding the merchandising/selling of ATARI Game Program cartridges, we would like to hear from you. I can be reached periodically at your store, or at the number on the next page.



## DIRECTORY

Customer Service

**800-538-8555 or  
800-538-8556**

(United States)

**800-672-1404**  
(California)

Return Merchandise

**800-538-8492 or  
800-538-8493**

(All areas)

Product Merchandiser's Name/  
Address/Phone



1399 Moffet Park Drive  
Sunnyvale, CA 94086  
(408) 745-2200

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