

ATARI 5200TM

1ST QUARTER
1983 P.O.P.

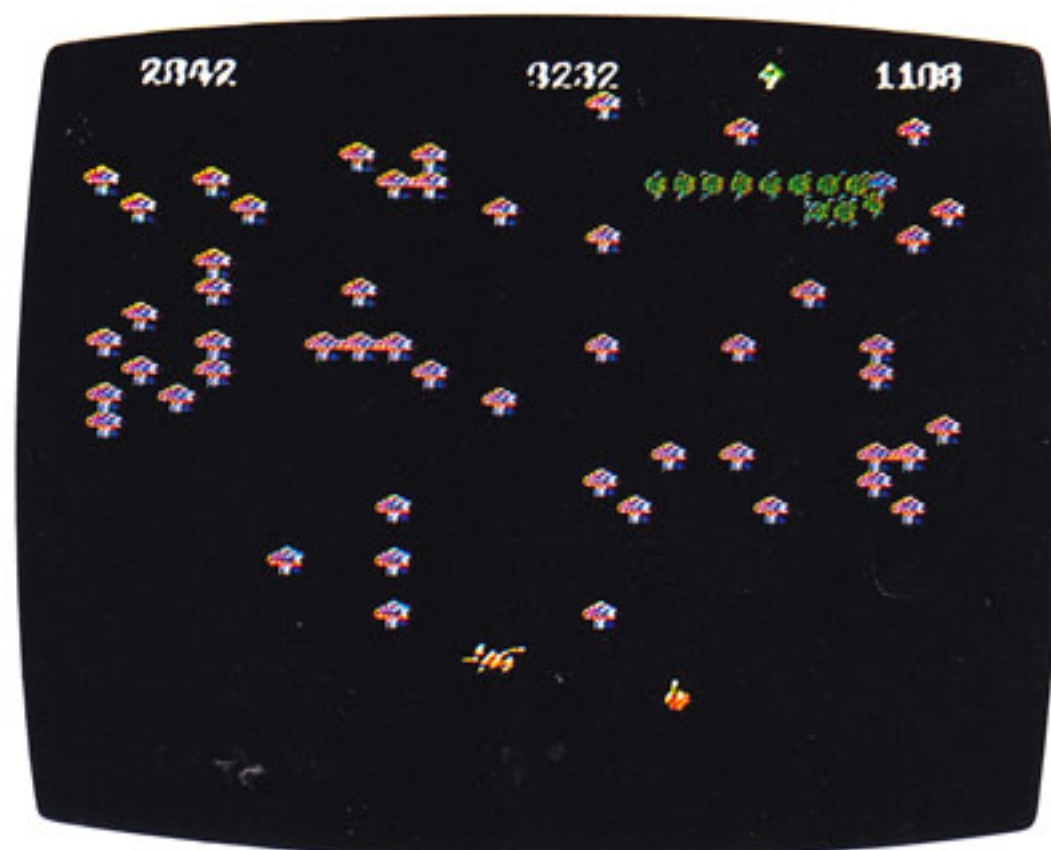
ATARI[®] 5200[™]

ATARI 5200TM

CENTIPEDETM

The ATARI[®] 5200 CENTIPEDE cartridge is nearly identical to the arcade version, which became the most successful ATARI coin video game of 1982. The 5200 CENTIPEDE features a slithering centipede, a mushroom-laying flea, a pesky spider, and all of the colorful excitement that helped make the original version an arcade classic. TRAK-BALL[™] controller option. **CX5215**

**Estimated Availability
for Cartridge**
2/15/83



Game Cartridge 3 Case Pack

Shelf pack 5 1/2" x 15 1/16" x 7 1/2"
38.78 cu. in.

Case pack 7 13/16" x 15 13/16" x 3 7/16"
156.10 cu. in.

Case weight 1.75 lbs.

P.O.P.



Easel Card
E-09-82-832



Poster
P-09-82-832



Mobile
M-09-82-832



Button
B-09-82-832

Marketing Rationale

The ATARI 5200 CENTIPEDE brings the colorful, high-resolution graphics, fast-paced action and fantastic sound effects of the arcade into the home! Based on the phenomenal success of its coin-operated counterpart, the ATARI 5200 home version of CENTIPEDE is sure to be a top seller.

ATARI 5200™

ATARI 5200 SUPER SYSTEM

The ATARI 5200™ SuperSystem brings the realism of high-resolution arcade-quality graphics right into your living room with a collection of arcade favorites like PAC-MAN¹, CENTIPEDE², QIX² and more! Realistic sound effects add to the fun, with booms, blasts and bangs that make you feel like you're really there. **CX5200**

Shipping Specs ATARI 5200 Base Unit

Shelf pack	25 ⁵ / ₈ " x 16 ⁵ / ₈ " x 6 ³ / ₁₆ "
	1.53 cu. ft.
Case pack	26 ¹ / ₁₆ " x 19 ¹ / ₁₆ " x 17 ³ / ₈ "
	5.0 cu. ft.
Case lot	3 units
Case weight	42 lbs.

P.O.P.



Easel Card
E-09-82-449



Poster
P-09-82-449



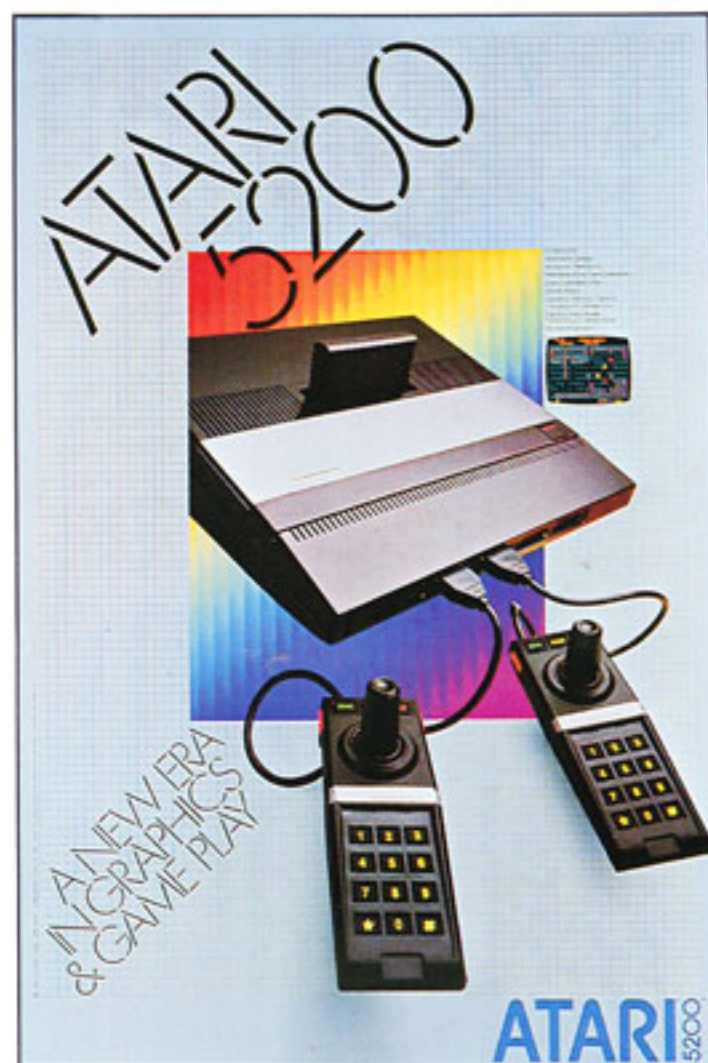
Sticker
S-09-82-820



Spec Sheet
SS-09-82-815



Catalog
C-09-82-415



Marketing Rationale

High-tech design, sophisticated circuitry, superior graphics, precision all-in-one controllers and exciting peripherals like the TRAK-BALL™ controller, make the ATARI 5200 the ultimate video game system! Backed by Atari engineering and supported by a line of sensational software, the ATARI 5200 SuperSystem will remain the state-of-the-art in video games for years to come.

¹PAC-MAN and characters are trademarks of Bally Midway Mfg. Co. licensed by Namco-America, Inc.

²Indicates trademark and © of Taito America Corporation. 1981.

ATARI 5200TM

QIX*

Think quick! Draw Stix. But watch out for Super Sparx* and crackling Fuses. The colorful QIX strikes like a bolt of lightning and he's storming over your territory, seizing land and power! **CX5212**

**Estimated Availability
for Cartridge**
3/15/83

Game Cartridge 3 Case Pack

Shelf pack	5 1/2" x 15 1/16" x 7 1/2"
	38.78 cu. in.
Case pack	7 13/16" x 15 13/16" x 3 7/16"
	156.10 cu. in.
Case weight	1.75 lbs.

P.O.P.



Easel Card
E-09-82-833



Poster
P-09-82-833



Mobile
M-09-82-833



Marketing Rationale

Adapted from a popular arcade classic and available only from Atari, the 5200 QIX is no ordinary video game. Preplanned strategy is the key element with multicolored Sparx, Fuses and deadly Spiral Death Traps making every move count! Strategy enthusiasts will love the sophisticated challenge of QIX.

*Indicates trademark and © of Taito America Corporation 1981.

ATARI 5200TM

COUNTERMEASURETM

Terrorists have captured a complex of missile silos in Washington D.C.! Can you uncover the failsafe code in time? If you enter a silo and input the correct code, you can save the world from nuclear war. Fail...and well, you'll see! **CX5210**

**Estimated Availability
for Cartridge**
2/15/83



Marketing Rationale

An original game concept from Atari, COUNTERMEASURE is the ultimate in military strategy games with multiple objectives like clue discovery, racing against time to complete the mission and survival. The 5200 COUNTERMEASURE features challenging military strategy and the most graphically compelling winning and losing sequences ever programmed into a video game! Quick reflexes and a knowledge of military strategy are necessary to master COUNTERMEASURE—a feature sure to hold tremendous appeal for advanced military video game enthusiasts!

Game Cartridge 3 Case Pack

Shelf pack	5½" x 15¼" x 7½"
	38.78 cu. in.
Case pack	7¼" x 15¼" x 3¾"
	156.10 cu. in.
Case weight	1.75 lbs.

P.O.P.



Easel Card
E-09-82-834



1st QUARTER P.O.P.

ORDER NUMBER

ORDER FORM

Customer Name

Ship to

Store Street Address

Address

City

State

Zip

City

State

Zip

Telephone Number
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Attention

(Party responsible for receiving and distributing sales support material)

NOTE: NO P.O.P. will be available for the introduction of 5200™ DEFENDER*** and 5200™ RealSports™ FOOTBALL in January.

Product	P.O.P. Materials	P.O.P. Release Date	Project Number	Quantity Requested	Quantity* Shipped
ATARI 5200™ Console (available now)	Easel Card	10-15-82	E-09-82-449		
	Poster	10-15-82	P-09-82-449		
	Catalog	11- 1-82	C-09-82-415		
	Sticker	10-15-82	S-09-82-820		
	Spec Sheet	12-20-82	SS-09-82-815		
CENTIPEDE™ (available 2/15/83)	Easel Card	12- 6-82	E-09-82-832		
	Mobile	12-20-82	M-09-82-832		
	Poster	12- 6-82	P-09-82-832		
	Button	12-20-82	B-09-82-832		
COUNTERMEASURE™ (available 2/15/83)	Easel Card	12-20-82	E-09-82-834		
QIX** (available 3/15/83)	Easel Card	1-25-83	E-09-82-833		
	Mobile	1-25-83	E-09-82-833		
	Poster	1-25-83	E-09-82-833		

*ATARI use only.
 **Indicates trademark and © of Taito-America Corporation. 1981.
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Release Dates Subject to Change; P.O.P. Subject to Availability.
 NOTE: Because of limited quantities of Point of Purchase material, we reserve the right to ship less than the specified quantities. We will make every effort to fulfill your request in its entirety as quickly as possible. No backorders.

Mail completed form to: ATARI, INC., 1399 Moffett Park Drive, Sunnyvale, CA 94086. Attn: Promotional Literature. (408) 743-4151

ATARI 5200™