

ATARI 5200



ATARI 5200  
GRAPHICS  
GAME PLAY

ATARI<sup>®</sup> 5200<sup>™</sup>



# A NEW SALES OPPORTUNITY FOR YOU!

NOW YOU CAN OFFER YOUR CUSTOMERS WHO DEMAND THE VERY BEST THE TOP OF THE LINE ATARI GAME SYSTEM THEY'VE BEEN WAITING FOR.

Five reasons why the ATARI® 5200™ will be a super seller for you:

1. The ATARI 5200 features the very best arcade quality graphics and action with a new line of sophisticated game cartridges that make full use of the powers of this new system. ATARI 5200 game cartridges feature new games (not available on the ATARI 2600™), and

upgraded 2600 games that are more challenging, more realistic and more fun than ever! New ATARI 5200 game releases will be announced through quarterly bulletins.

2. The ATARI 5200 features the very best engineering for top performance and reliability. The 5200 is built around





a proprietary graphics chip and 16K Random Access Memory—both dedicated to producing the highest quality entertainment available.

3. The ATARI 5200 is as exciting to look at as it is to play with built-in storage areas for the cord and controllers, and other streamlined high-tech design features.

4. The ATARI 5200 controllers combine a 360° analog Joystick, Paddle capacity, a twelve button Keypad, and Start, Reset and Pause buttons. The Pause feature freezes action on command.

5. The ATARI 5200 is compatible with exciting peripherals, like, • TRAK-BALL™ (modelled after the high-tech arcade controller) • A voice synthesizer • An adapter that will allow the ATARI 5200 to play all ATARI 2600 series software and more exciting options, coming soon!









ATARI 5200



A NEW ERA  
IN GAMING  
HAPPY TAPES



ATARI® 5200™



# ATARI<sup>®</sup> 5200<sup>™</sup>

## ATARI NAME

This tells you that the 5200 is built with strict ATARI quality standards and backed by a national network of ATARI Service Centers.

## HIGH TECH DESIGN

The 5200 has a sleek, streamlined appearance, enhanced by a deluxe switchbox, and built-in cord and controller storage areas.

## SOPHISTICATED CIRCUITRY

The 5200 features a proprietary graphics chip and 16K of Random Access Memory—both dedicated to producing the highest quality graphics and game play available.

## AUTOMATIC SWITCHBOX

For no-effort switching between TV viewing and game play

## SENSATIONAL SOFTWARE

An advanced line of 5200 cartridges featuring realistic arcade quality graphics. SUPER BREAKOUT<sup>™</sup> game cartridge comes with the ATARI 5200.

## FOUR CONTROLLER PORTS

Many 5200 game cartridges can be played by up to four players simultaneously.

## PAUSE FEATURE

Freezes action on command.

## ATARI 5200 ADAPTER

### VOICE SYNTHESIZER

### TRAK-BALL<sup>™</sup>



## EXCITING PERIPHERALS TO COME!

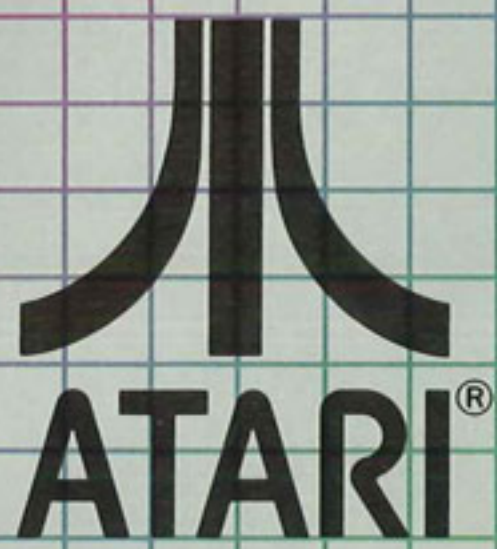
- TRAK-BALL (modelled after the arcade controller)
- Voice Synthesizer
- Adapter (allows ATARI 5200 to play all ATARI 2600<sup>™</sup> software). And more!

## PRECISION ALL-IN-ONE CONTROLLERS

A 360° analog joystick, a twelve button Keypad, a paddle controller, plus Start, Reset and Pause buttons are all on one convenient controller. Controllers are human engineered for comfort.









ATARI 5200



A NEW ERA  
IN GAMING  
SOFTWARE

ATARI 5200™



The ATARI® 5200™ brings the realism of high resolution arcade-quality graphics right into your living room with a collection of favorites like PAC-MAN<sup>3</sup>, GALAXIAN<sup>4</sup> and many others!

The television screen will come alive with action, color and excitement. Realistic sound effects add to the fun, with booms, blasts and bangs that will make you feel like you're really there.

Players can enjoy upgraded 2600 favorites, plus new games unique to the 5200 system. The options for fun are unlimited because ATARI will continue to support the 5200 with a rapidly expanding library of sophisticated cartridges.

The ATARI 5200 comes with the SUPER BREAKOUT™ game cartridge.

1 Trademark of Bally Midway Mfg. Co., licensed by Namco-America, Inc.

2 Trademark of Taito America Corp.

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

4 Trademark of Williams Electronics, Inc.





### STAR RAIDERS™

After mastering the basics of flight simulation and computer training, players advance to the STAR RAIDERS™ fleet for real action.

### MISSILE COMMAND™

Players must employ quick thinking and super strategy to fight off an enemy missile attack.



### CENTIPEDE™

(Coming in January, 1983) This colorful game features a slithering centipede, mushroom laying flea, pesky spider—and all the excitement and fun that helped make the original version an all time arcade classic.



### PAC-MAN™

(Coming in November) This game cartridge looks and sounds exactly like the arcade original and is just as much fun to play! (It even has an intermission between games.)

### SPACE INVADERS™

In a simulated attack situation, new enlistees in the Earth Defense Corps practice defending their planet from an onslaught of aliens.



### SOCCER

(Coming in November) Atari 5200 sports games feature action, realism and excitement in sophisticated versions of many favorites, starting with this action packed game.

### FOOTBALL

(Coming in December) A realistic video challenge for true grid fans.



### DEFENDER™

(Coming in November) Kidnapping aliens hover over a realistic cityscape in this home version of the arcade hit. Players will be thrilled with the way the Atari 5200 delivers all the action and realism that make this game an arcade favorite.

## ATARI 5200

### MISSILE COMMAND™



## ATARI 5200

### GALAXIAN™



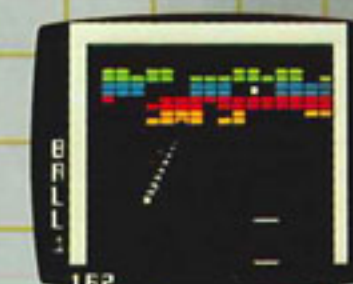
## ATARI 5200

### CENTIPEDE™



## ATARI 5200

### SUPER BREAKOUT™

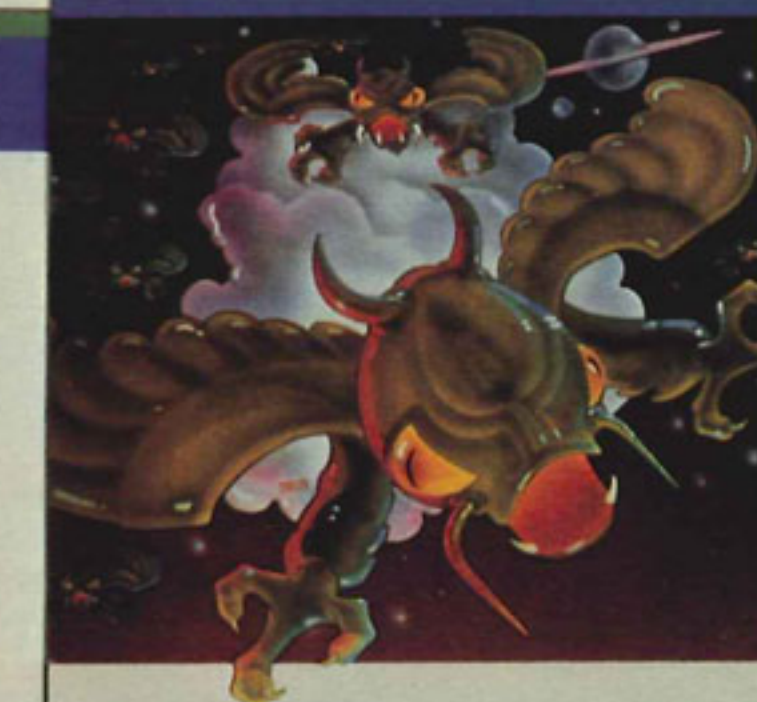


### SUPER BREAKOUT™

(Packed with the Atari 5200) The challenge here is hefting a metallic sphere and hurling it through layers of glowing iridium bricks. Super sound effects add to the fun.

## ATARI 5200

### SPACE INVADERS™







PAC-MAN<sup>3</sup>

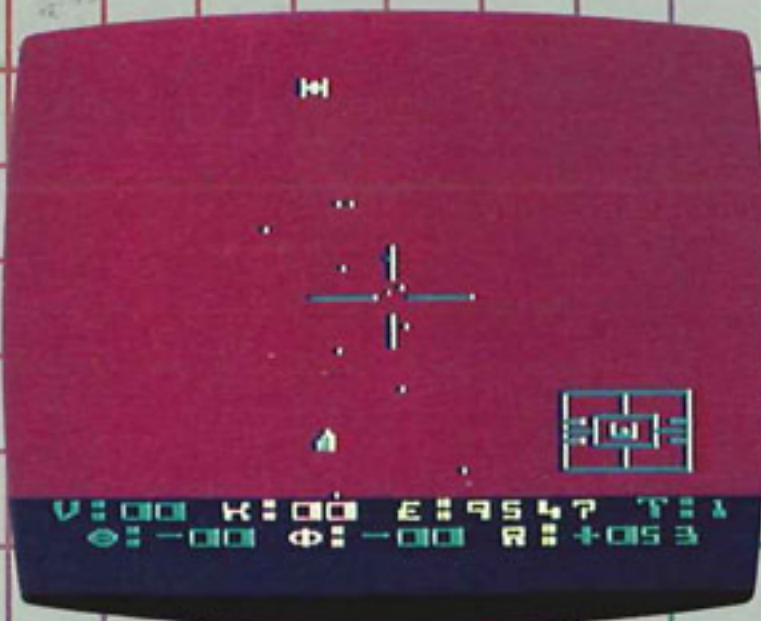
# SOPHISTICATED SOFTWARE MAKES FULL USE OF THE POWERS OF THE ATARI® 5200™



SPACE INVADERS<sup>2</sup>



MISSILE COMMAND™



STAR RAIDERS™



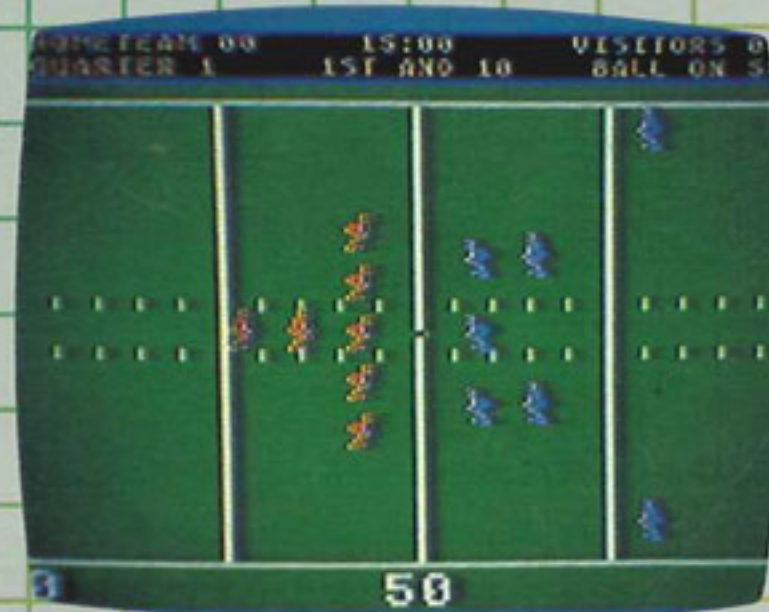
CENTIPEDE™



SOCCER



GALAXIAN<sup>1</sup>



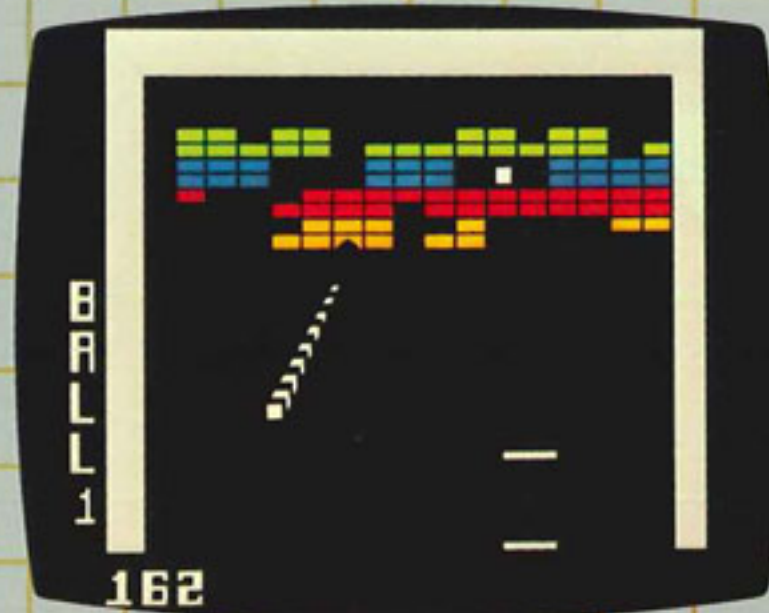
FOOTBALL



DEFENDER<sup>4</sup>



BASEBALL



SUPER BREAKOUT™







ATARI 5200

ADVERTISING  
SUPPORT



# ATARI<sup>®</sup> 5200<sup>™</sup>

A specially designed group of display materials reflecting the special qualities of the ATARI 5200 will be available for your merchandising needs. Ask your ATARI Sales Representative for details.

## ADVERTISING

Atari will spend approximately \$3 million in 4th Quarter advertising support for the introduction of the new 5200 game system.

## CO-OP ADVERTISING

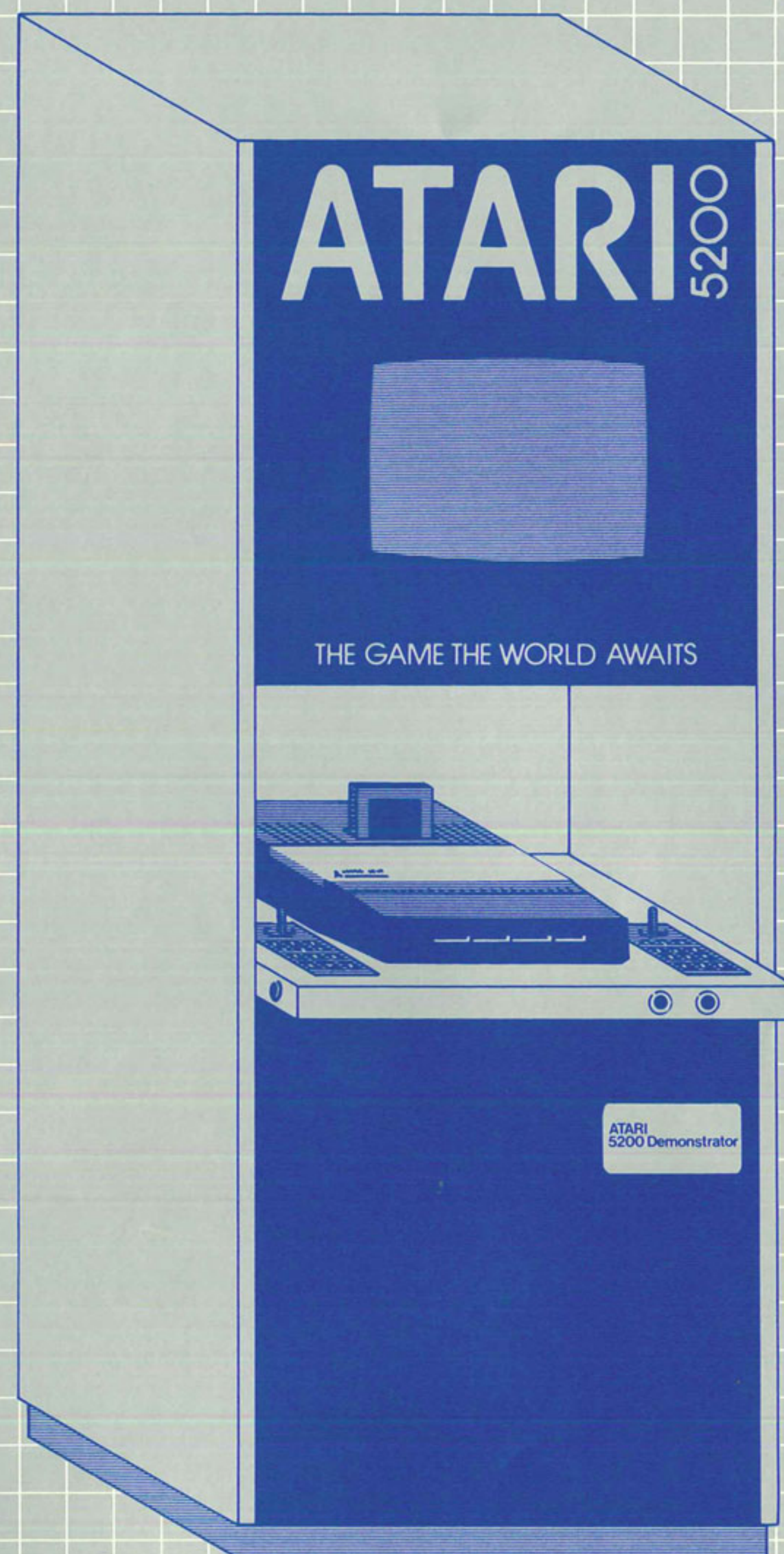
Check with your product merchandiser about the co-op ad slicks available from Atari. Dealer versions of all 30-second TV spots in 25 and 5-second versions are available also. Contact retail promotions in Sunnyvale for your copies.

## PRINT

In November and December, Atari will run a splashy two-page, four-color ad introducing the 5200 game in top publications like Newsweek and Time.

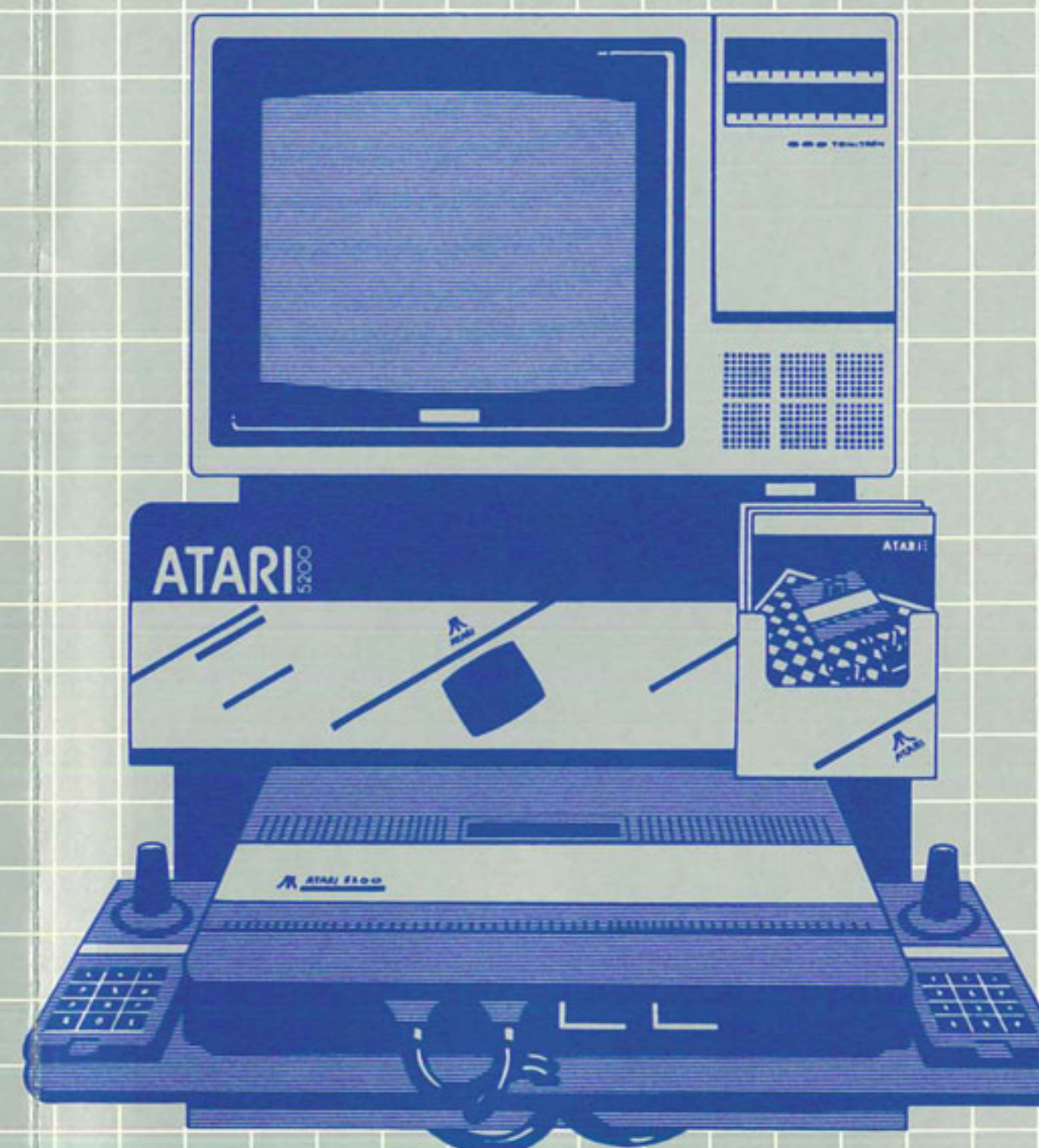
## TELEVISION

During November and December, Atari will air 30-second and 60-second spots on network TV. In mid-October, the 5200 game system will be featured in Atari commercials aired during the World Series telecast.



## FLOOR DEMONSTRATOR

Create an ATARI "arcade" in your store and let the ATARI 5200 game cartridges sell themselves. This free-standing floor unit features, • A built-in television monitor • A shelf that secures the game console and controllers.



## COUNTER DEMONSTRATOR

This high tech 5200 hardware and software merchandiser features, • Top platform securing 13-inch television • Bottom platform with built-in frame for the 5200 game console, and two controller cradles • Back card features promotion copy and simple playing instructions.

Dimensions: 24½ inches deep, 21 inches wide, 10 inches high.



## TENT CARD

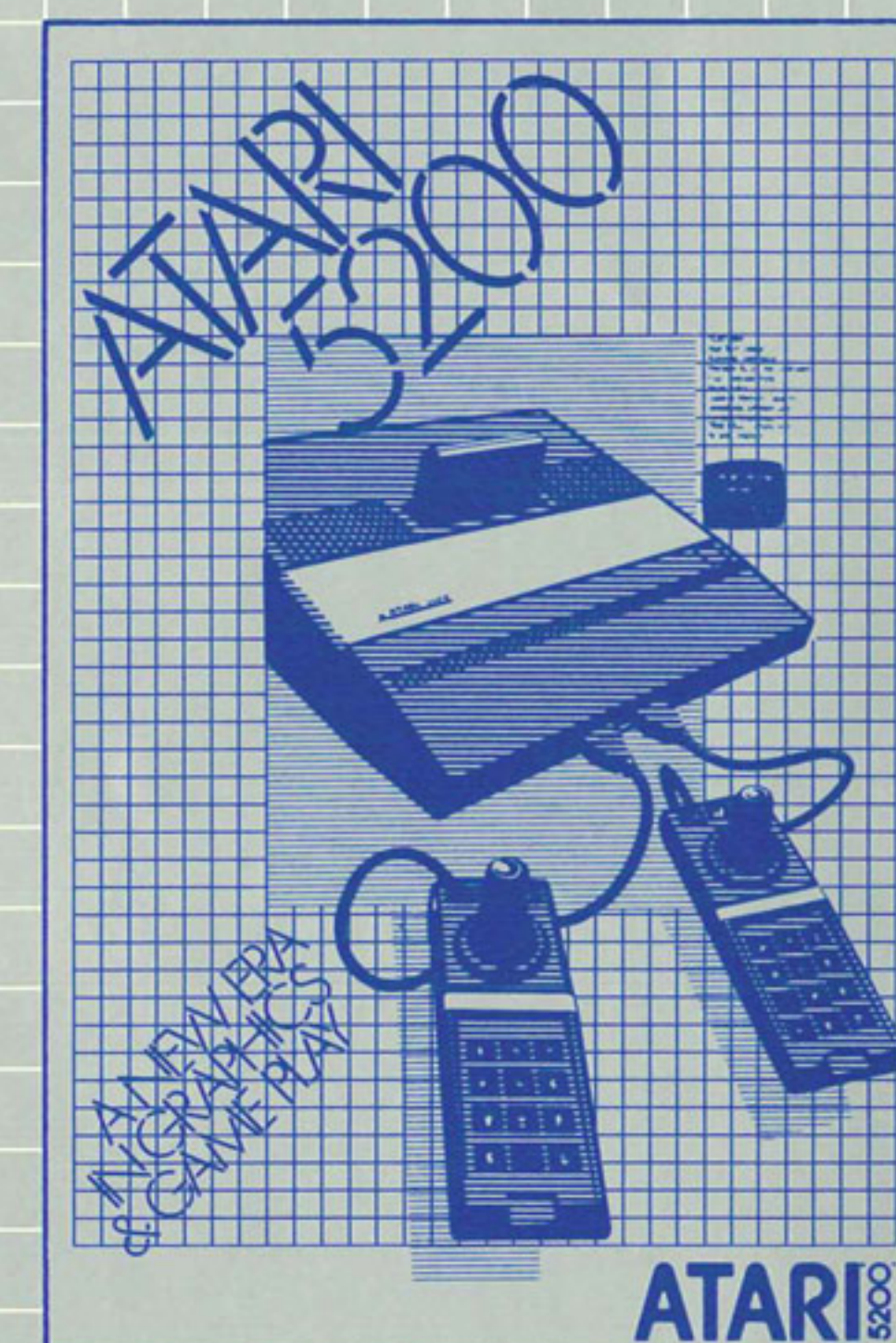
This double-sided counter display will feature color photographs detailing the features of the 5200 game system.

Dimensions: 9½ inches wide, 14 inches high, free-standing.



## CATALOG

An introduction to the features and benefits of the ATARI 5200 and a listing of the game cartridges currently—and soon to be—available.



## POSTER

The high tech look of this silver tone poster matches the spirit of the 5200 game, and highlights the special features of the system. Dimensions: 20 inches wide, 30 inches high.







# ATARI 5200

## PRICE LISTS/TERMS

### REGULAR TERMS

All ATARI® 5200 shipments are net 30 days from date of invoice. No warehouse allowances are available on ATARI 5200 shipments.

### SHIPPING TERMS

All products are FOB ATARI Distribution Center: Sunnyvale, California. The terms are freight collect from Sunnyvale.

### ORDER PROCEDURES

Three (3) ATARI 5200 base units or three (3) game cartridges. Incremental units must be ordered in case lot quantities, of three (3) units for both base and cartridges.

### PRICE LIST

Prices are subject to change without notice. Products are not price protected. Products are invoiced at prices in effect at time of delivery. ATARI reserves the right, in its sole discretion to accept or reject any or all orders—in part or in whole—not shipped as of December 31, 1982.

### PRICE LISTS

CODE #	ITEM	RETAILER COST	SUGGESTED RETAIL
CX5200	ATARI 5200™	\$185.00	\$269.95

### GROUP I CARTRIDGES

CX5202	MISSILE COMMAND™	21.00	31.95
CX5203	SUPER BREAKOUT™	21.00	31.95
CX5204	SPACE INVADERS <sup>1</sup>	21.00	31.95
CX5207	FOOTBALL (est. avail. 12/82)	21.00	31.95
CX5209	BASEBALL (est. avail. 4/83)	21.00	31.95
CX5210	COUNTERMEASURE™ (est. avail. 1/83)	21.00	31.95
CX5212	QIX <sup>1</sup> (avail. 1st quarter 83)	21.00	31.95
CX5213	SOCCER (est. avail. 11/82)	21.00	31.95

### GROUP II CARTRIDGES

CX5205	STAR RAIDERS™	24.00	39.95
CX5206	GALAXIAN <sup>2</sup>	24.00	39.95
CX5208	PAC-MAN <sup>2</sup> (est. avail. 11/82)	24.00	39.95
CX5215	CENTIPEDE™ (est. avail. 1/83)	24.00	39.95
CX5218	DEFENDER <sup>3</sup> (est. avail. 11/82)	24.00	39.95

### ACCESSORIES

CX52	Controller	19.50	29.95
CX521	Power Adapter	8.00	12.95
CX522	Switch Box	8.00	12.95

<sup>1</sup> Trademark of Taito America Corporation.

<sup>2</sup> Trademark of Bally-Midway Mfg. Co. licensed by Namco-America, Inc.

<sup>3</sup> Trademark of Williams Electronics, Inc.