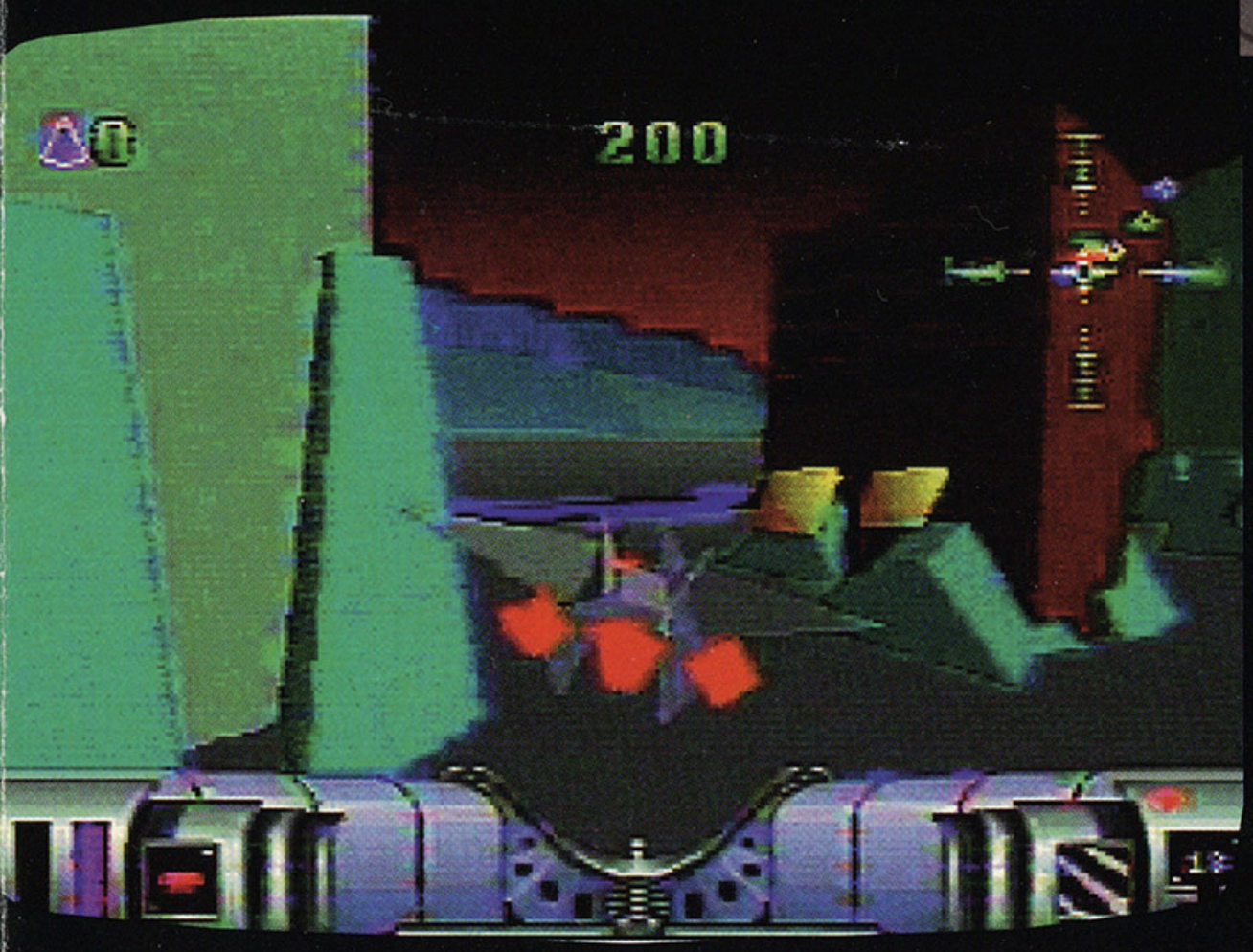
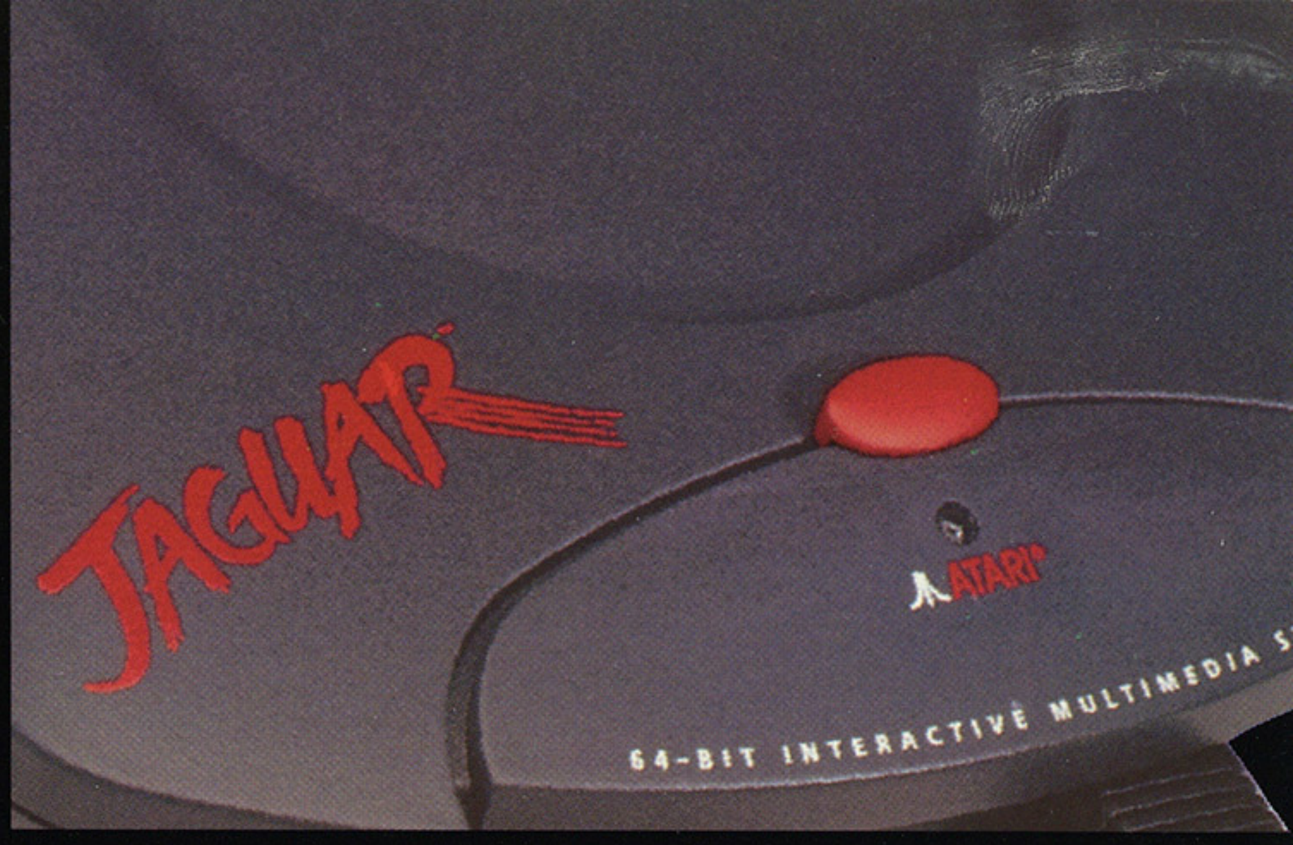
YOU'VE NEVER SOLD GAMES LIKE THIS





JAGUAR™

64-BIT

INTERACTIVE MULTIMEDIA SYSTEM

with FEATURES like this

there's nothing like Atari Jaguar, **the first and only 64-bit interactive multimedia system.** Boasting horsepower of 55 MIPS, it's up to **100 times faster than 16-bit platforms** like the Super Nintendo and the Sega Genesis. Jaguar's super-high-speed rendering and **16.8 million screen colors** make possible truly **photorealistic 3D graphics.** And Jaguar breaks the sound barrier with **CD-quality 16-bit stereo audio** enhanced by digital signal processing for the most complex, lifelike soundtracks in the history of video games.

Hardware	Jaguar	3DO	SNES	Genesis
System Architecture	64-Bit	32-Bit	16-Bit	16-Bit
Rendering Speed (millions pixels/sec)	> 850	64	1	1
Number of colors on-screen	16.7 million	16.7 million	256	64
Processors	Five: GPU DSP Object Blitter MC68000	Four: ARM60 DSP Graphic (2)	Two: 65C816 DSP	Two: MC6800 Z80
Object Processor	Yes	No	No	No
16-Bit CD-quality sound	Yes	Yes	No	No
S-Video	Yes	Yes	Yes	No
RGB	Yes	No	Yes	Yes

with a FUTURE like this

Jaguar stands **at the center of electronic entertainment,** television, communications, and creativity. Jaguar's 64-bit data bus transfers **106.4 Mbytes per second among its five processors,** and the integrated high-speed synchronous serial port is **ready to connect to modems, cable TV and fiber optic networks—it even connects Atari's hand-held Lynx.** Additional accessories available now include **an additional controller,** an **S-Video cable,** an **RGB video cable** and a **composite video cable.** The **Jaguar double-speed CD drive,** to be unleashed in early summer 1994, will accomodate **Karaoke CD, CD+G and audio CDs as well as Jaguar CD game titles.** Other options planned include a **virtual reality helmet** and an **MPEG cartridge** that will allow Jaguar to play CD-based videos.

with SOFTWARE like this

Jaguar is the system of choice for **the next generation of games:** more dazzling graphics, more breakneck speed, more action and more fun than gamers can get on any other platform. Major publishers have secured their license to produce Jaguar games, ensuring a **growing library of 64-bit Jaguar software.** Expect to see hits from the arcade and PCs, sports titles, and hot titles licensed from the film and TV industries in the coming year, all **rendered as never before** in dazzling 32-bit true color graphics with full-motion animation and digital sound.

with SUPPORT like this

the Atari Jaguar has enjoyed one of the highest-profile introductions in the history of consumer electronics. A **comprehensive PR program** has generated industry awareness and consumer demand. Atari is supporting Jaguar with an **aggressive print media schedule** in leading video game enthusiast publications and **a multi-million-dollar TV campaign,** from Jaguar's launch through the national roll-out and beyond. And **point-of-purchase interactive displays** at major chains and retailers allow consumers to experience for themselves the power of Jaguar.

Dimensions & Weights	Inner Case	Master Case
Atari Jaguar		
W" x H" x D"	19.5 x 11.4 x 4.5	23.5 x 19.9 x 14.5
Cubic Feet	.58	3.92
Weight	6 lbs.	39.5 lbs
Additional Controller		
W" x H" x D"	6.6 x 6.2 x 1.9	13.8 x 13.3 x 7.4
Cubic Feet	.046	.792
Weight	.75 lbs.	9.8

ORDER like this

and begin selling the most revolutionary system in the history of interactive electronic entertainment. Call Atari directly, or contact your local Atari sales representative.

Jaguar master cartons contain six units. The UPC code number is 077000-04004-6.

Additional controller master cartons contain 12 units, and the UPC code number is 077000-40005-5.

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