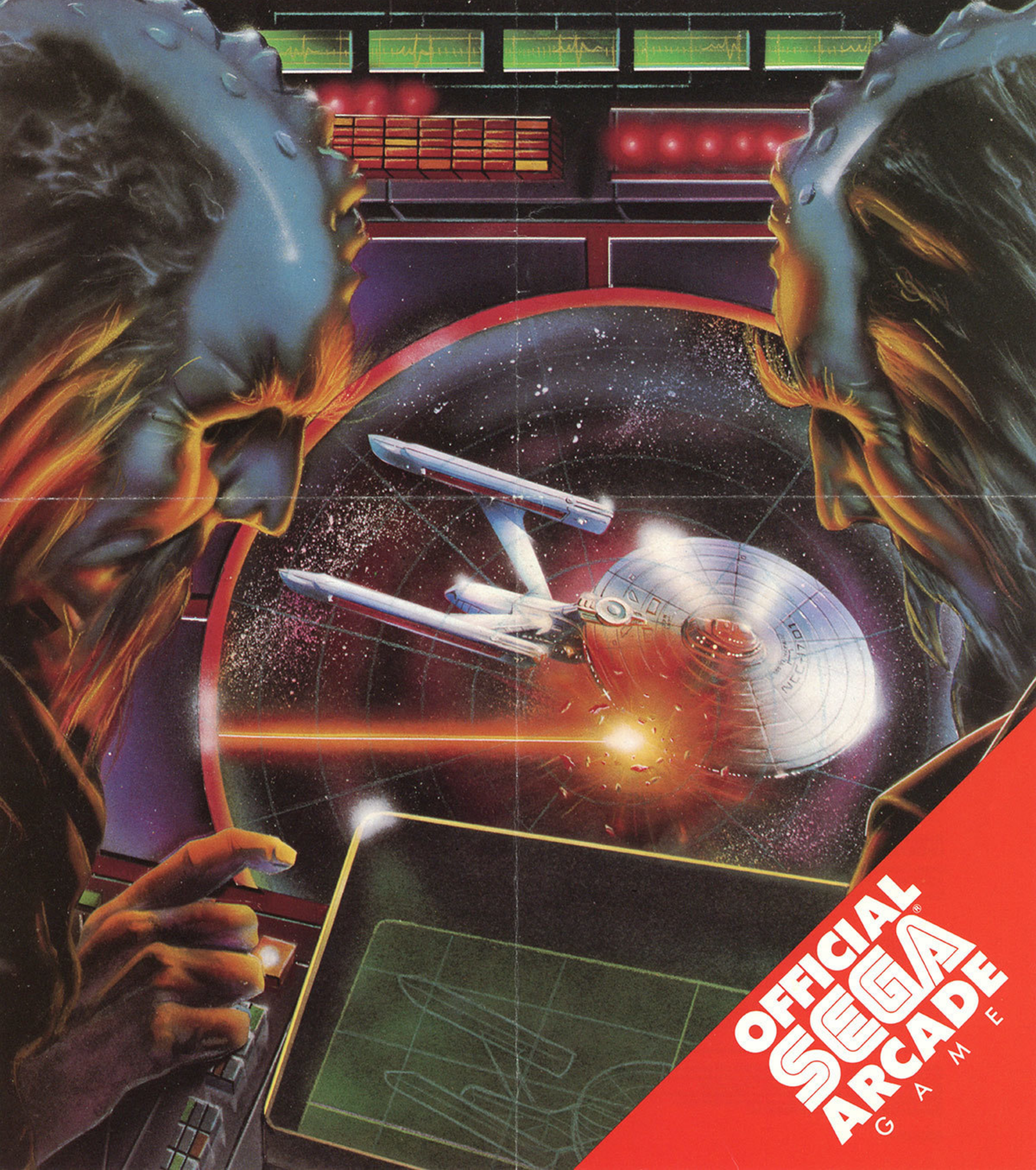


STAR TREK™

STRATEGIC OPERATIONS SIMULATOR



OFFICIAL
SUSUMUGA®
ARCADIE
G A M E

STAR TREK™

STRATEGIC OPERATIONS SIMULATOR

STAR TREK III™
OPENING NATIONWIDE
JUNE 1, 1984

STAR DATE 1983: 'OUR MISSION...LAND THE ENTERPRISE IN EVERY HOME IN AMERICA!'

Sega is about to embark on one of the greatest missions in the history of science fiction adventure. The launching of the STAR TREK™ STRATEGIC OPERATIONS SIMULATOR home video game. A mission where the word fail simply does not compute.

What does compute is one of the most exciting home video games ever designed. A game that simulates the operation of the Starship Enterprise. And in this version, you command the Enterprise.

You and you alone decide when, where and how to use Enterprise's Warp Drive, Impulse Power, Photon Torpedoes and Phasers as you battle with the dreaded Klingons, the Federation's deadliest enemies.

Sega's Star Trek. With your know-how and our technology, we just might land the Enterprise in every home in America.

PROMOTION / MERCHANDISING

We've already launched a massive campaign, including contests, TV, radio, newspaper and even movie theater commercials, for the Star Trek game. And the excitement will continue with the launch of the STAR TREK™ III movie and a nationwide promotional tie-in with Procter & Gamble.

Like we stated earlier, this mission is destined for success.

The history of Star Trek merchandising speaks for itself. And the Star Trek home video game will carry that tradition into new frontiers.

Packaging will feature the ever popular Star Trek graphics in new and exciting ways.

We will support Star Trek above and beyond the normal tour of duty.

Sega is planning innovative posters, counter cards and mobiles which will highlight game play, and take full advantage of the massive appeal of Star Trek; the movie, the television series, the arcade game.

AVAILABILITY

SYSTEM	ATARI® 2600™	ATARI® 5200™	ATARI® COMPUTERS	VIC 20™	COMMODORE 64™	APPLE*	IBM*/PC	COMMODORE 64™	ATARI® COMPUTERS
FORMAT	CARTRIDGE	CARTRIDGE	CARTRIDGE	CARTRIDGE	CARTRIDGE	DISK	DISK	DISK	DISK
STAR TREK™ Strategic Operations Simulator	004-01	004-02	004-03	004-04	004-05	004-08	004-09	N/A	N/A
WEIGHT (MASTER CARTON)	18 LBS.	20 LBS.	16 LBS.	20 LBS.	18 LBS.	15 LBS.	15 LBS.	15 LBS.	15 LBS.

SPECIFICATIONS

	QTY.	SIZE (INCHES) L-W-H	CUBE INCHES
MASTER	48	18x13¼x12½	2981.
INNER	6	6¼x5¾x8½	292.
RETAIL	1	8½x5¾x1	44.

SHIPPING/RETURNS LOCATION

Sega Consumer Products
1345 Norwood Avenue
Itasca, Ill. 60143

MOTOR FREIGHT CLASSIFICATION:

NMFC 63025
"Semi-conductors, Devices, NOI" Shipped per sub 1—class 100—"Release value not exceeding \$3 per pound" unless otherwise requested.

ORDER/INVOICE LOCATION

Sega Consumer Products
360 N. Sepulveda Blvd., Suite 3000
El Segundo, CA 90245

WARRANTY RETURNS:

120 day warranty. Consumer return directly to Sega.
360 N. Sepulveda Blvd., Suite 3000
El Segundo, CA 90245

CALL YOUR REGIONAL SEGA SALES MANAGER FOR MORE INFORMATION.

MID WEST

Ron Miller
2238 Greenwood Road
Glenview, IL 60025

MID-ATLANTIC

Norm Stein
27 White Birch Drive
Pomona, NY 10970

NEW ENGLAND

Russ Sheriff
9 Cheviot Road
Arlington, MA 02174

WEST COAST/ROCKY MOUNTAIN

Bruce Neyland
2232 West Lake Sammamish Road, N.E.
Redmond, WA 98052

NATIONAL ACCOUNTS

Stuart Hess
1107 Broadway, 7th Floor
New York, NY 10010

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THE ARCADE WINNERS