

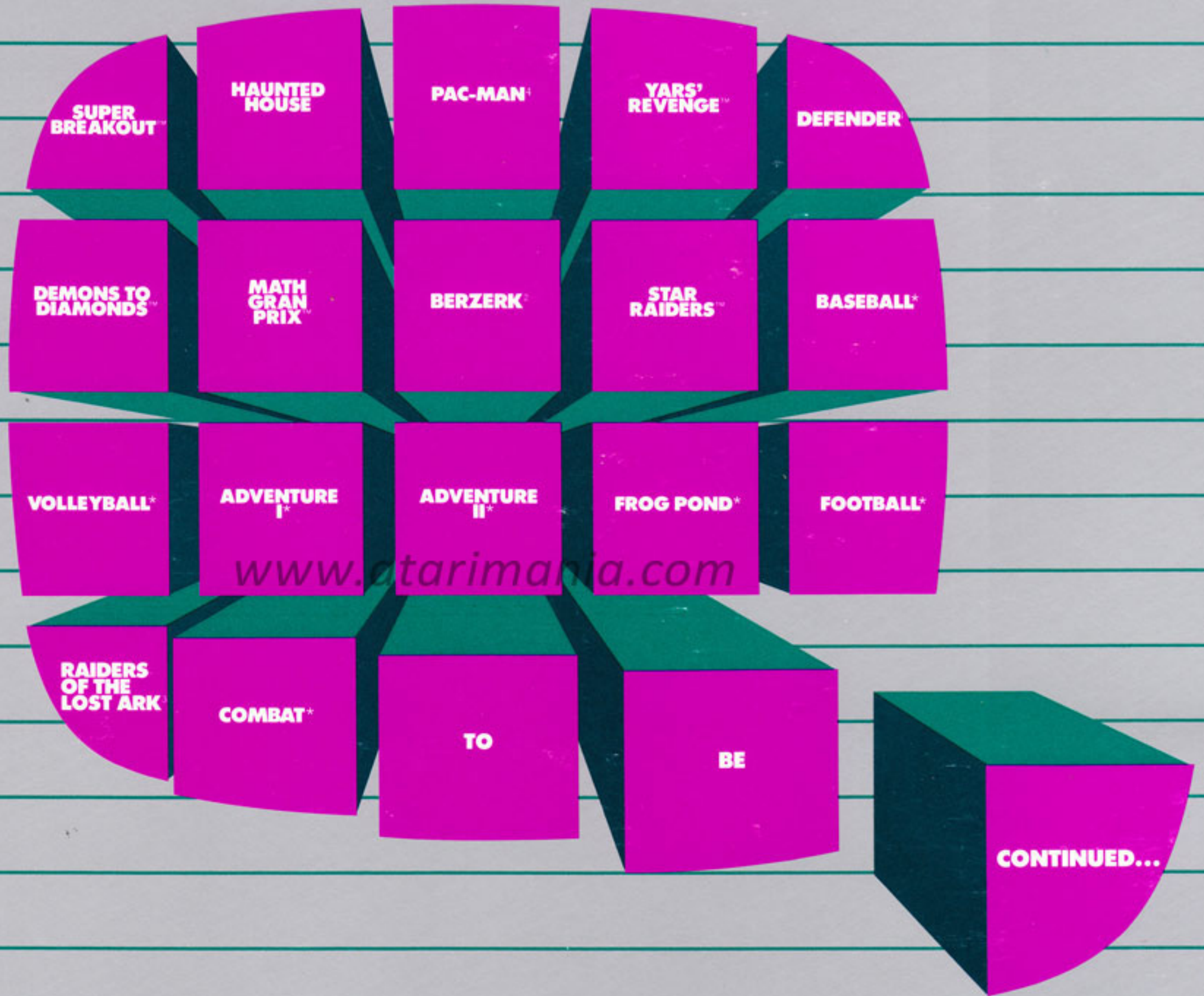
**ATARI® VCS**

**SALES PLANNER**

**A GUIDE TO HELP YOU FIT**

**ATARI'S NEW GAME PROGRAM™ CARTRIDGES**

**INTO YOUR SALES PLAN.**



[www.atarimania.com](http://www.atarimania.com)

**ATARI®**



**NEW ATARI®**  
**GAME PROGRAM™ CARTRIDGES**  
**FOR THE SECOND HALF**  
**OF 1982**

	PRICE GROUP	JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
<b>SPORTS ARENA</b>	<b>BASEBALL*</b> III				■	■	■	■
	<b>VOLLEYBALL*</b> III						■	■
	<b>FOOTBALL*</b> III						■	■
<b>LEARNING CENTER</b>	<b>MATH GRAN PRIX™</b> II		■	■	■	■	■	■
<b>ADVENTURE TERRITORY</b>	<b>ADVENTURE I*</b> V					■	■	■
	<b>ADVENTURE II*</b> V						■	■
	<b>RAIDERS OF THE LOST ARK<sup>3</sup></b> V							■
<b>SPACE STATION</b>	<b>DEFENDER<sup>1</sup></b> V	■	■	■	■	■	■	■
	<b>BERZERK<sup>2</sup></b> IV			■	■	■	■	■
	<b>STAR RAIDERS™</b> VI				■	■	■	■
<b>COMBAT ZONE</b>	<b>COMBAT*</b> II							4th Quarter
<b>SKILL GALLERY</b>	<b>DEMONS TO DIAMONDS™</b> III		■	■	■	■	■	■
	<b>FROG POND*</b> III						■	■

Use this chart to fit the excitement of ATARI's new Game Program cartridges into your sales plan. Your ATARI Sales Rep will help you with any additional information you may need.

■ = AVAILABLE

1 Trademark of Williams Electronics, Inc.  
 2 Trademark of Stern Electronics, Inc.  
 3 Trademarks of LUCASFILM LTD. used by ATARI, INC., under license  
 4 PAC-MAN is a trademark of Bally Midway Mfg. Co. licensed by Namco-America, Inc.  
 \* Name expected to change



Here is:

**A Preview Sheet,** describing our new 1982 Game Program cartridges.

**ATARI's 1982 Buying Guide,** showing the sales potential for each new game.

**A New Products Order Form,** so you can put that sales potential to work for you *now!*

ATARI is supporting these new game introductions with saturation advertising on television, radio and in national magazines and regional newspapers.

We're also building awareness with powerful promotions and exciting POP materials. You'll receive promotion details, in-store displays, and more, as soon as these materials are available.



**ATARI** is bringing out thirteen games in the next six months—a “baker’s dozen”—with all the right ingredients for super sales.

**JUNE**



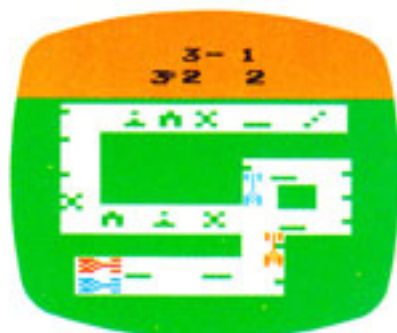
**DEFENDER**<sup>1</sup>  
 ⚡ Attacking aliens hover over a realistic cityscape, trying to kidnap humanoids! This conversion of the popular arcade game features an in-pack DC Comic.

**JULY**



**DEMONS TO DIAMONDS**<sup>TM</sup>  
 ⚡ Youngsters ages six to ten are encouraged to build hand/eye coordination in a fantasy carnival setting.

**JULY**



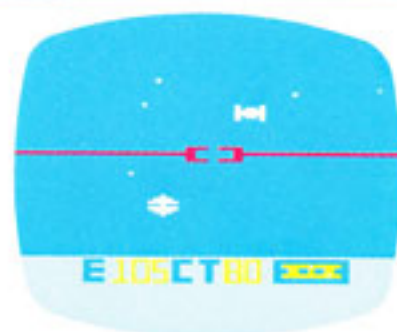
**MATH GRAN PRIX**<sup>TM</sup>  
 ⚡ Players solve arithmetic problems to move their race cars around the Gran Prix track. For children ages six to ten.

**AUGUST**



**BERZERK**<sup>2</sup>  
 ⚡ Players are chased through a maze by a gang of robot thugs. This home version of the arcade favorite features the second DC Comic in our ATARI FORCE<sup>TM</sup> series.

**SEPTEMBER**



**STAR RAIDERS**<sup>TM</sup>  
 ⚡ Players join up with the ATARI FORCE<sup>TM</sup> for a thrilling space adventure. The in-pack comic in this game is directly related to the game play.

**SEPTEMBER**



**BASEBALL**<sup>\*</sup>  
 ⚡ America’s favorite pastime, brought into the future with realistic graphic images.

**OCTOBER**

**VOLLEYBALL**<sup>\*</sup>  
 ⚡ The court is on a beach. Players leap and crouch realistically under a bright sun that sets at the end of each game.



**OCTOBER**

**ADVENTURE I**<sup>\*</sup>  
 ⚡ The first in a four part adventure epic that takes players on a quest for magic treasures.



**NOVEMBER**

**ADVENTURE II**<sup>\*</sup>  
 ⚡ Players use the skills they’ve mastered in ADVENTURE I to continue on this intriguing quest.



**NOVEMBER**

**FROG POND**<sup>\*</sup>  
 ⚡ A new children’s game that’s sure to make a big splash. Croaking frogs are sent leaping into the air to zap flies.



**DECEMBER**

**FOOTBALL**  
 ⚡ This game brings video football into the big league, with graphics more realistic than anything ever done before.



**DECEMBER**

**RAIDERS OF THE LOST ARK**<sup>3</sup>  
 ⚡ ⚡ Players help “Indiana Jones” search for treasures in mysterious places, while avoiding snakes and other obstacles.



**DECEMBER**

**COMBAT**<sup>\*</sup>  
 ⚡ This is another update of an old favorite, enhanced with super realistic graphics and sound effects.



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 2 Trademark of Stern Electronics, Inc.  
 3 Trademarks of LUCASFILM LTD. used by ATARI, INC., under license  
 \* Name expected to change



# 1982 BUYING GUIDE

	INTRO MONTH	MODEL NO.	PRICE GROUP	SUGGESTED RETAIL	SALES POTENTIAL	
<b>RACE TRACK</b>		DODGE 'EM™	CX2637	II	22.95	
		INDY 500	CX2611	VI	39.95	
		NIGHT DRIVER®	CX2633	III	26.95	
		SLOT RACERS™	CX2606	II	22.95	
		STREET RACER™	CX2612	I	12.95	
<b>SKILL GALLERY</b>		BREAKOUT®	CX2622	II	22.95	
		CIRCUS ATARI®	CX2630	III	26.95	
		DEMONS TO DIAMONDS™	CX2615	III	26.95	SAME AS VIDEO PINBALL™
	JUL	FROG POND*	CX2665	III	26.95	2 X AIR-SEA BATTLE
	NOV	HUMAN CANONBALL	CX2627	I	12.95	
		MAZE CRAZE™	CX2635	III	26.95	
		PAC MAN <sup>1</sup>	CX2646	V	37.95	
		SKY DIVER®	CX2629	I	12.95	
		SUPER BREAKOUT™	CX2600	IV	31.95	
		SURROUND	CX2641	I	12.95	
	VIDEO PINBALL™	CX2648	IV	31.95		
<b>COMBAT ZONE</b>		AIR-SEA BATTLE™	CX2602	II	22.95	
		CANYON BOMBER	CX2607	II	22.95	
		COMBAT	CX2663	IV	31.95	SAME AS WARLORDS™
	DEC	OUTLAW®	CX2605	II	22.95	
		WARLORDS™	CX2610	IV	31.95	
<b>CLASSIC CORNER</b>		BACKGAMMON	CX2617	III	26.95	
		CASINO™	CX2652	IV	31.95	
		OTHELLO <sup>2</sup>	CX2639	II	22.95	
		3D TIC-TAC-TOE	CX2618	I	12.95	
		VIDEO CHECKERS™	CX2636	II	22.95	
	VIDEO CHESS™	CX2645	III	26.95		
<b>SPORTS ARENA</b>		RealSports™ BASEBALL	CX2640	III	26.95	2 X CURRENT HOMERUN™
		BASKETBALL	CX2624	II	22.95	
		BOWLING	CX2628	II	22.95	
		FOOTBALL	CX2625	I	12.95	
		RealSports™ FOOTBALL	CX2668	III	26.95	2 X CURRENT FOOTBALL
	OCT	GOLF	CX2634	II	22.95	
		HOMERUN™	CX2623	I	12.95	
		PELE'S SOCCER™	CX2616	IV	31.95	
		VIDEO OLYMPICS™	CX2621	II	22.95	
	RealSports™ VOLLEYBALL	CX2666	III	26.95	3 X VIDEO OLYMPICS	
<b>LEARNING CENTER</b>		BASIC PROGRAMMING	CX2620	III	26.95	
		BRAIN GAMES	CX2664	II	22.95	
		CODE BREAKER™	CX2643	II	22.95	
		CONCENTRATION	CX2642	II	22.95	
		HANGMAN	CX2662	II	22.95	
		MATH GRAN PRIX™	CX2658	II	22.95	SAME AS CASINO
<b>ADVENTURE TERRITORY</b>		ADVENTURE	CX2613	IV	31.95	
		ADVENTURE I*	CX2656	V	37.95	1.5 X ADVENTURE
	OCT	ADVENTURE II*	CX2657	V	37.95	1.5 X ADVENTURE
	NOV	HAUNTED HOUSE	CX2654	III	26.95	
		RAIDERS OF THE LOST ARK <sup>3</sup>	CX2657	V	37.95	2 X ADVENTURE
	SUPERMAN <sup>4</sup>	CX2631	IV	31.95		
<b>SPACE STATION</b>		ASTEROIDS™	CX2649	V	37.95	
		BERZERK <sup>5</sup>	CX2650	IV	31.95	SAME AS ASTERIODS™
	AUG	DEFENDER <sup>6</sup>	CX2607	V	37.95	1.5 X ASTEROIDS™
	JUN	MISSILE COMMAND™	CX2638	IV	31.95	
		SPACE INVADERS <sup>7</sup>	CX2632	IV	31.95	
		SPACE WAR	CX2604	I	12.95	
		STAR RAIDERS™	CX2660	VI	39.95	SAME AS SPACE INVADERS*
	YARS' REVENGE™	CX2655	IV	31.95		

\*TENTATIVE TITLE

<sup>1</sup>PAC MAN IS A TRADEMARK OF BALLY-MIDWAY, MFG. LICENSED BY NAMCO-AMERICA, INC.

<sup>2</sup>OTHELLO IS A REGISTERED TRADEMARK OF CBS, INC. FOR ITS STRATEGY DISC GAME AND EQUIPMENT

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# 1982 NEW PRODUCTS ORDER FORM

ACCOUNT NAME	TELEPHONE NUMBER	CUSTOMER NUMBER
STREET ADDRESS	REP FIRM	
CITY	STATE	ZIP
ORDER DATE	CANCEL-BY DATE	SHIP DATE
BILL TO	SHIP TO	
SHIPPING INSTRUCTIONS	DATE	
SIGNATURE	P.O. NUMBER	

CODE	ITEM	JUNE	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
<b>CX2609</b>	<b>DEFENDER<sup>1</sup></b>							
<b>CX2615</b>	<b>DEMONS TO DIAMONDS™</b>							
<b>CX2658</b>	<b>MATH GRAN PRIX™</b>							
<b>CX2650</b>	<b>BERZERK<sup>2</sup></b>							
<b>CX2660</b>	<b>STAR RAIDERS™</b>							
<b>CX2640</b>	<b>RealSports™ BASEBALL</b>							
<b>CX2666</b>	<b>RealSports™ VOLLEYBALL</b>							
<b>CX2656</b>	<b>ADVENTURE I*</b>							
<b>CX2668</b>	<b>RealSports™ FOOTBALL</b>							
<b>CX2665</b>	<b>FROG POND*</b>							
<b>CX2657</b>	<b>ADVENTURE II*</b>							
<b>CX2659</b>	<b>RAIDERS OF THE LOST ARK<sup>3</sup></b>							
<b>CX2663</b>	<b>COMBAT*</b>							

NOT AVAILABLE

\*TENTATIVE TITLE

<sup>1</sup>TRADEMARK OF WILLIAMS ELECTRONICS, INC.

<sup>2</sup>TRADEMARK OF STERN ELECTRONICS, INC.

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