



VIDEO GAMES FOR FUN AND PROFIT YEAR ROUND

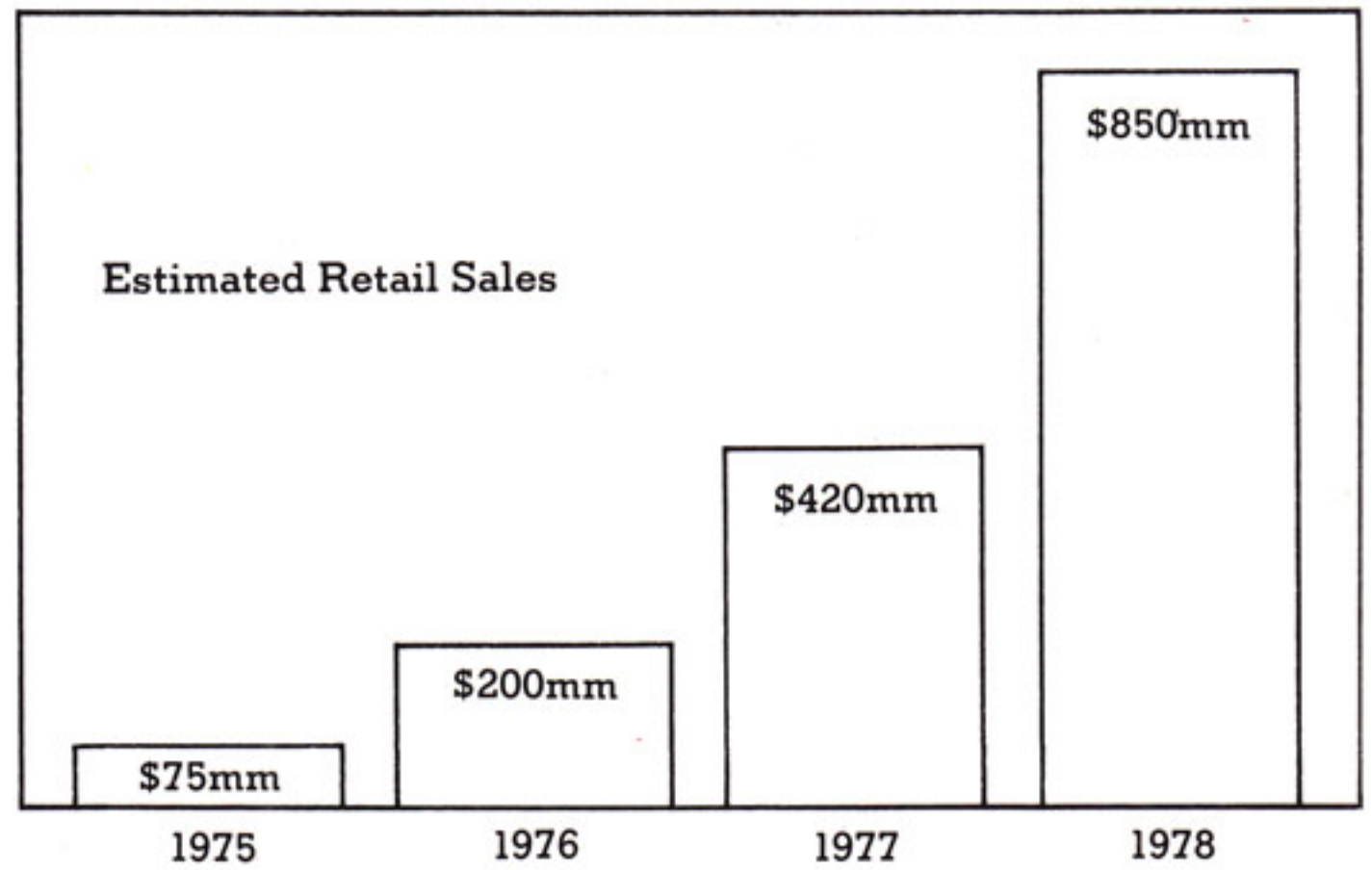


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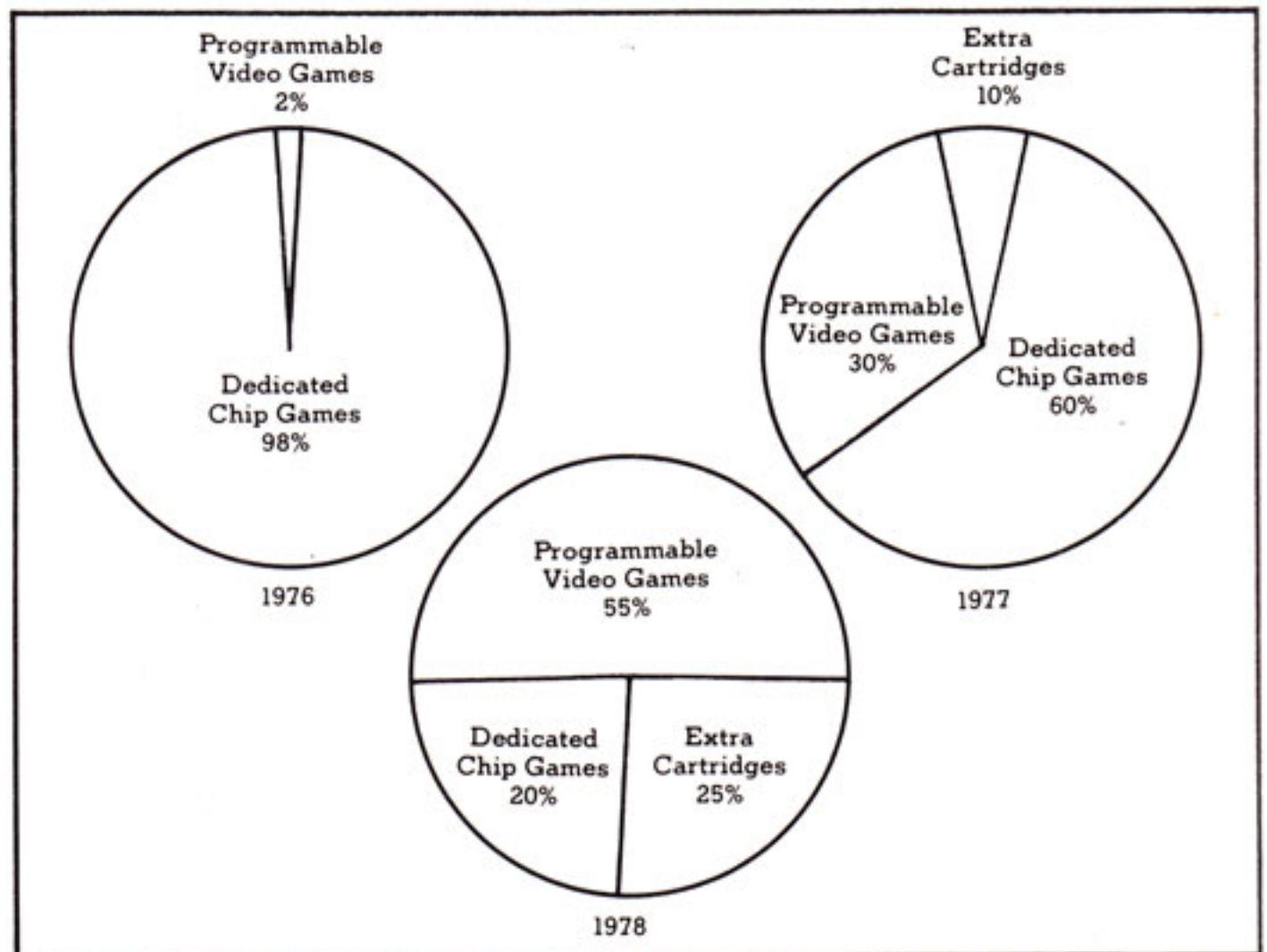
Three years ago it was just PONG.TM Look what's happening today...

VIDEO GAME MARKET PROFILE: 1978

Estimated video game sales in 1978 will more than double for the fourth straight year:



Estimated sales mix will reflect heavy gains for programmable systems and cartridges:



Plan Your Video Game Sales Strategy In Terms Of These Major Trends...

... **Year-Round Video Game Sales.** Consumers now perceive programmable video games as an upscale, year-round leisure activity. The sales boom should continue throughout the entire year as consumers build their cartridge libraries.

... **Big Increase In Cartridge Sales.** New video game technology will be marketed most frequently in the form of cartridges, or "software." Owners of programmable systems will be able to enjoy the new games at relatively low cost.

... **More Sophisticated Consumers.** A new breed of affluent video game hobbyists will be looking for retail stores with comprehensive inventories of cartridges and adequate display/demonstration facilities.



Cartridge Display Module, floor unit



Cartridge Display Module, counter unit



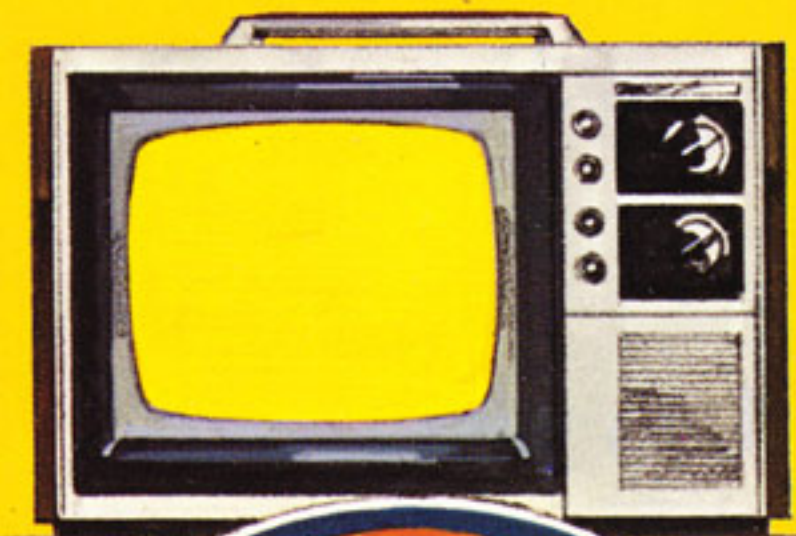
Technicolor "Show-mate" Projector



Cartridge Trays



Electrostat



Counter Card



Cartridge Booklet



Exhibit Card

TOTAL MERCHANDISING MEANS EXTRA SALES AND PROFITS!

Profit-Boosting Merchandising Suggestions

Tested formats for video game departments produce top sales with low labor costs.

Attractive Cartridge Display Modules

Versatile units adapt to every merchandising need... and build impulse cartridge sales. Available at no cost with commensurate cartridge order.

Effective Point-Of-Sale Materials

Exhibit cards explain... and sell... the Video Computer System™; counter cards with take-one booklets stimulate cartridge sales; electrostats encourage consumers to try the demonstrator unit... and more.

Continuous Loop Rear Projector

Technicolor "Showmate" unit delivers a four minute sales pitch at the touch of a button by the consumer. This "automatic salesperson" is available on a rental basis for about \$65 per month.

Custom Ordering/Delivery Plan

The ATARI "total title mix" concept allows you to custom-tailor orders precisely to your needs. UPS Blue Service delivery guarantees next day arrival.

Co-Op Ad Plan

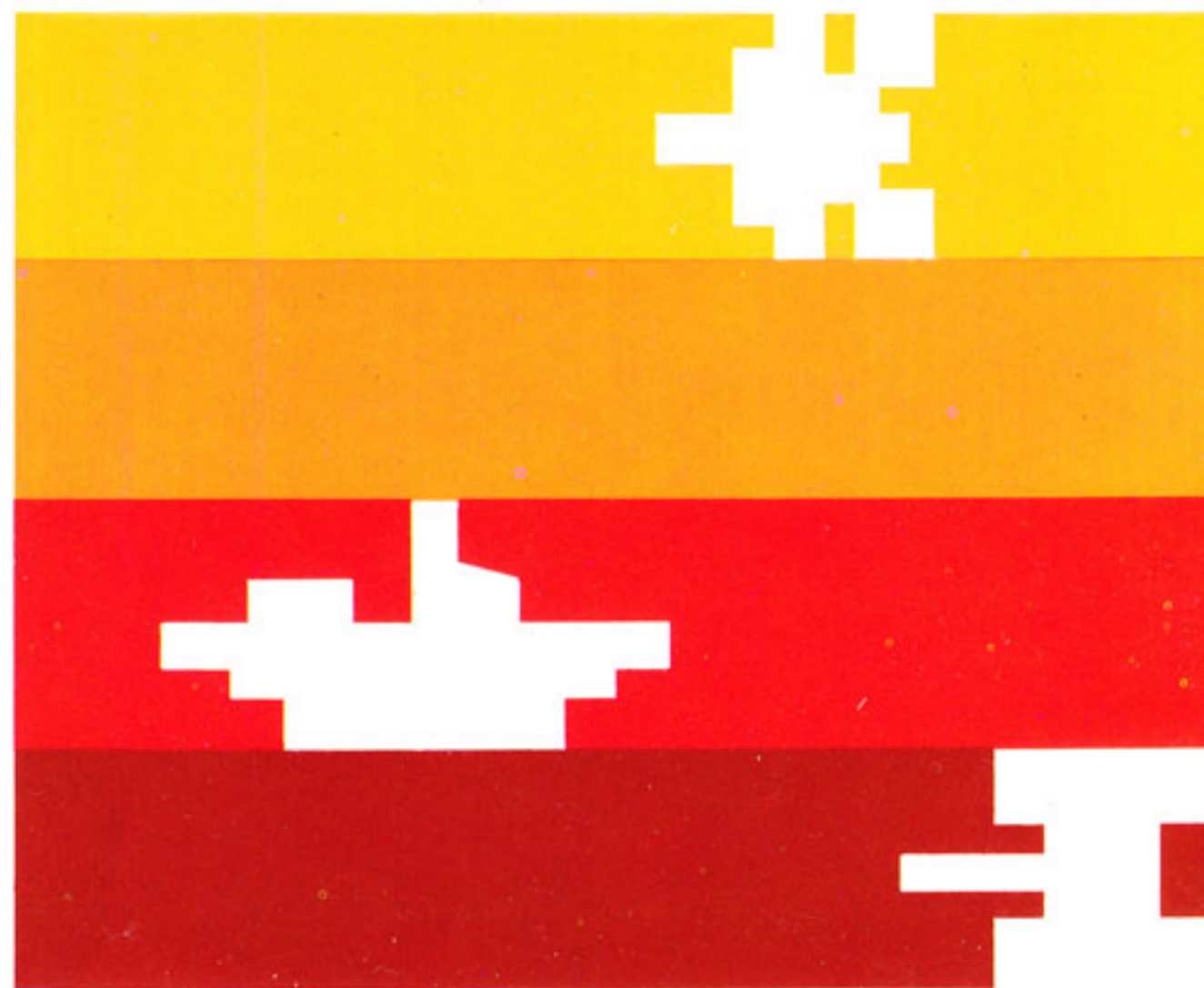
The most aggressive co-op ad plan in the industry for media support of your video game merchandising program.

On-Target Promotions

Major consumer promotions in spring and summer, as well as during the holidays, will generate incremental Atari sales.

Fast-Moving Products

Thorough consumer pre-testing of all Atari game cartridges assures you of a fast-moving inventory. Further, our recommended title mix helps you eliminate lost sales due to out-of-stock.



ATARI'S TOTAL MERCHANDISING PROGRAM HELPS SUSTAIN STRONG YEAR-ROUND SALES WITH...

...Profit-Boosting Merchandising Suggestions

...Attractive Cartridge Display Modules

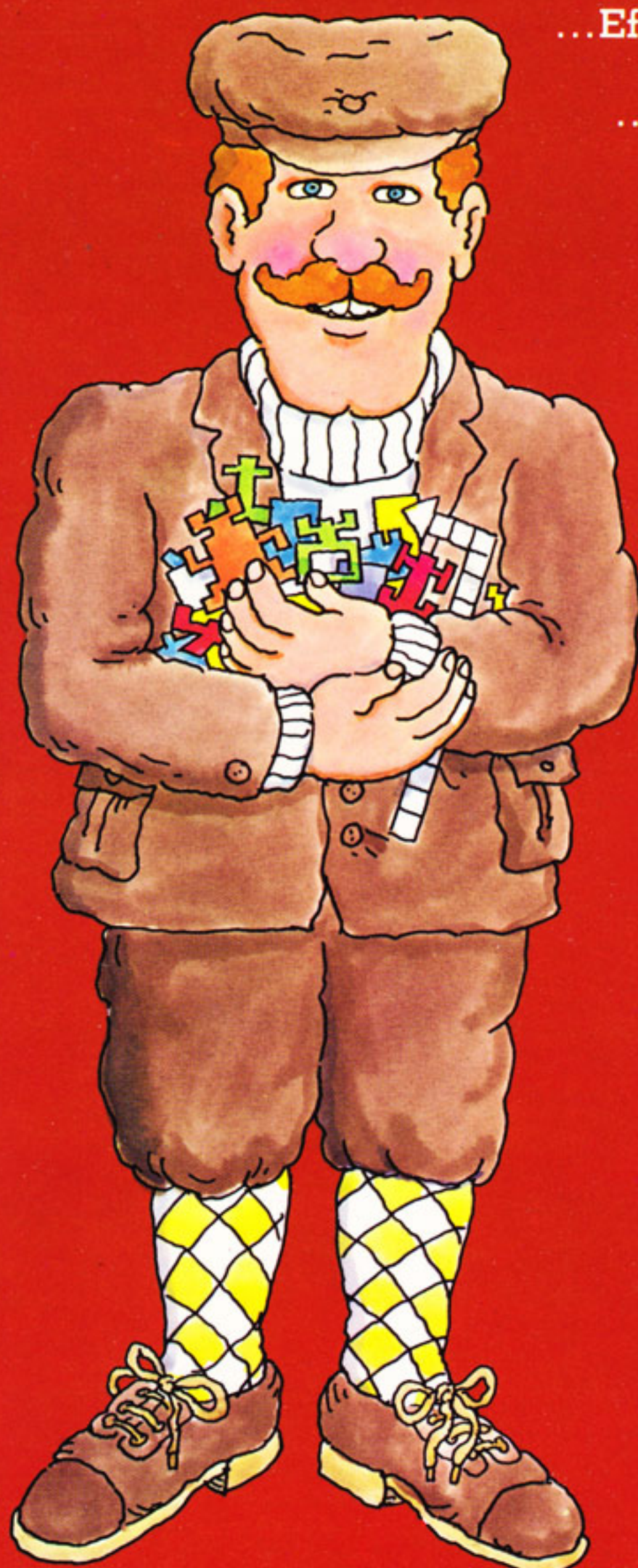
...Continuous Loop Rear Projector

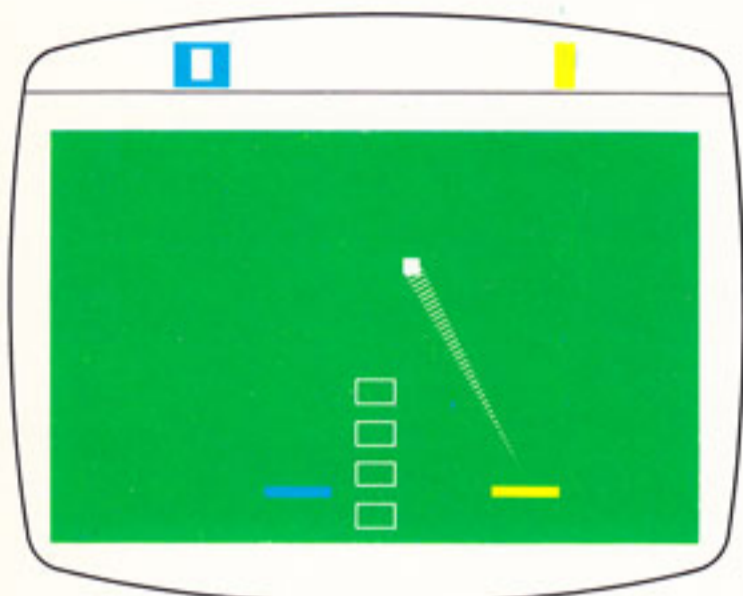
...Effective Point-Of-Sale Materials

...Traffic-Building Advertising and
Promotion

...Fast-Moving Products

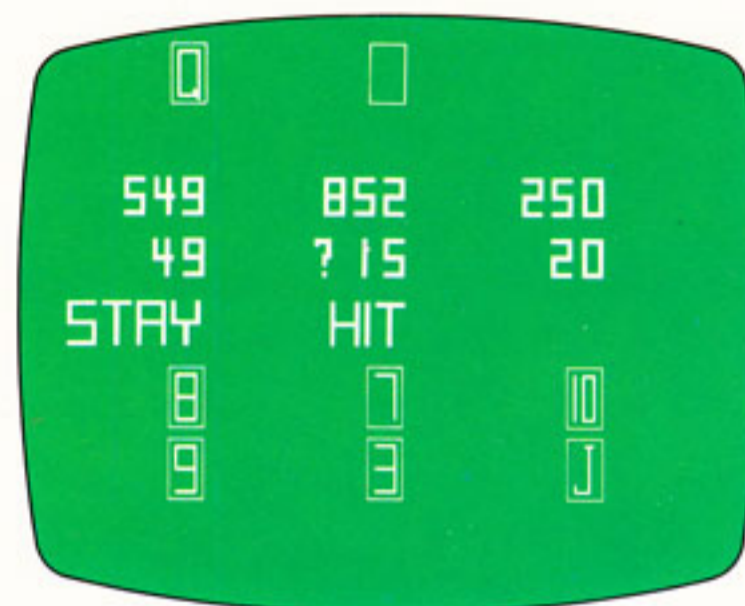
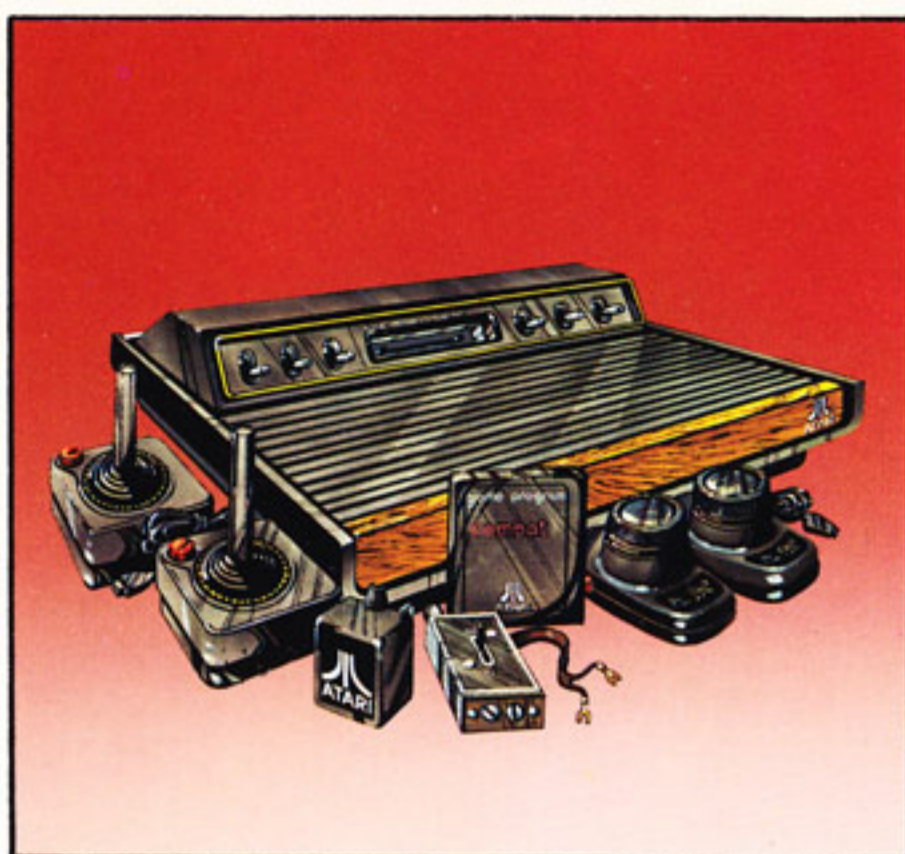
**GRAB YOUR SHARE OF
THE VIDEO GAME BOOM!**





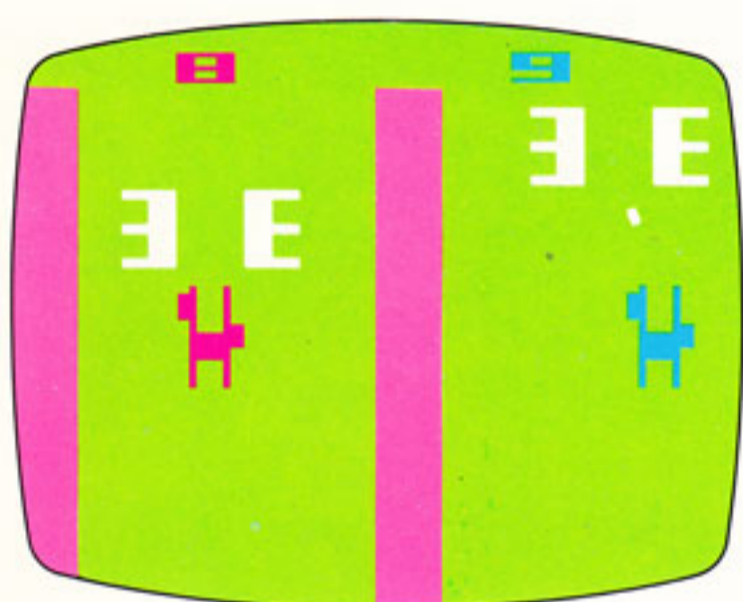
Video Olympics™

Leap high in the air... spike the volleyball for the winning point.



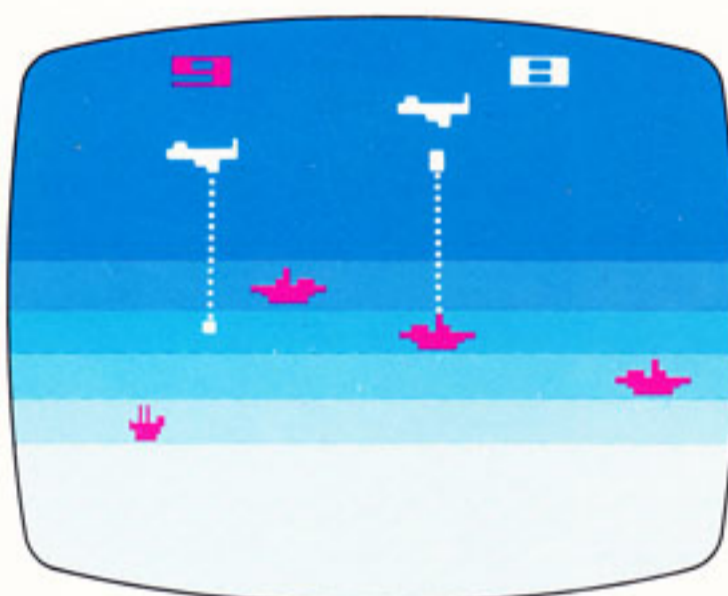
Blackjack

Split a pair of aces... hit 'em both and break the bank.



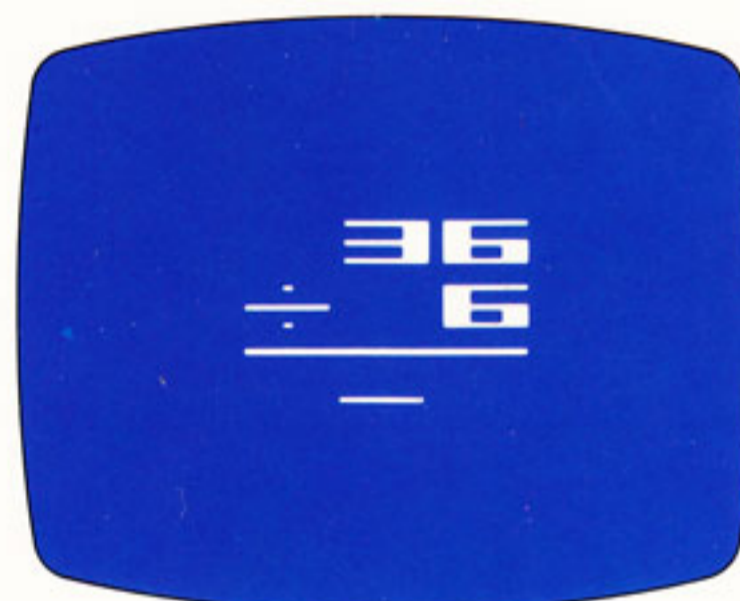
Street Racer™

Maneuver the giant screaming scooper... capture the moving target.



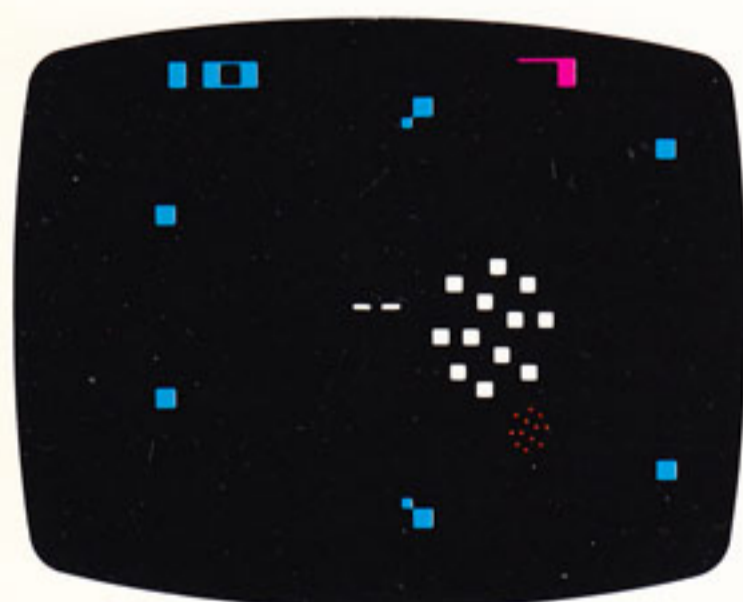
Air-Sea Battle™

Dodge the bombs and mines... then blow the bomber out of the sky.



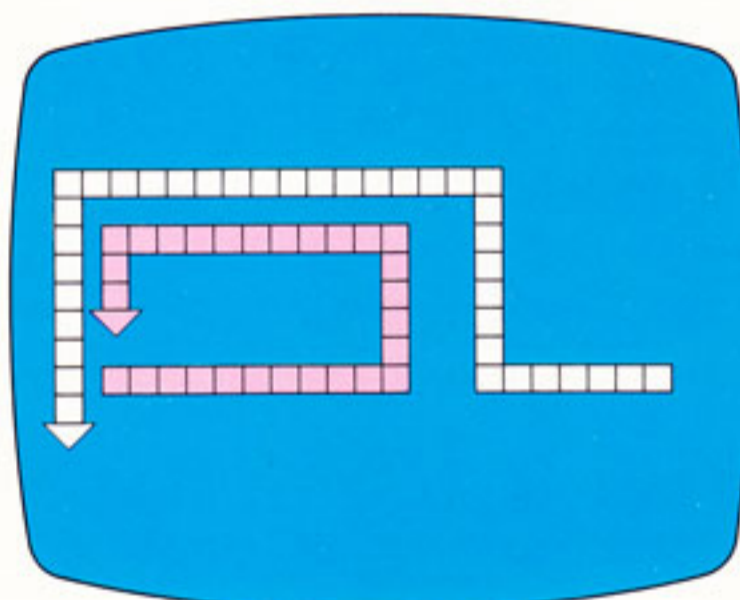
Basic Math

Get the correct answer in six seconds... then go to the head of the class.



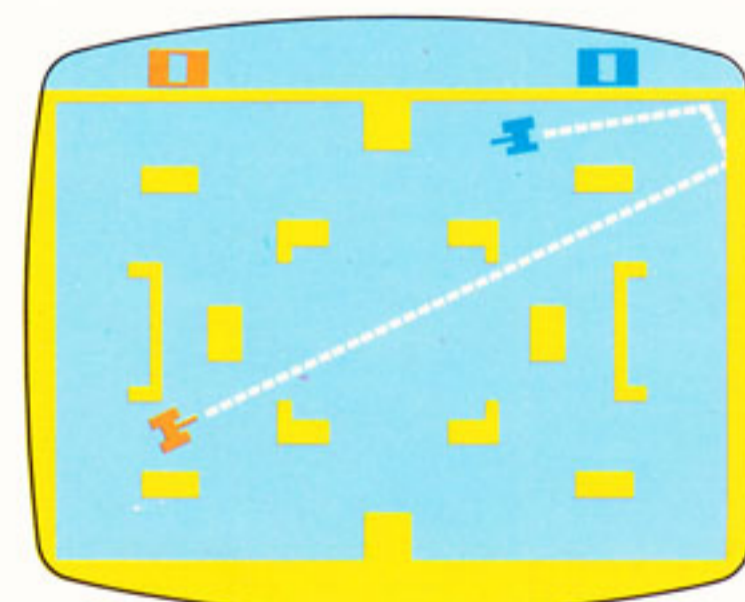
Starship™

Hot on the trail of an alien spaceship... amid a dangerous asteroid shower.



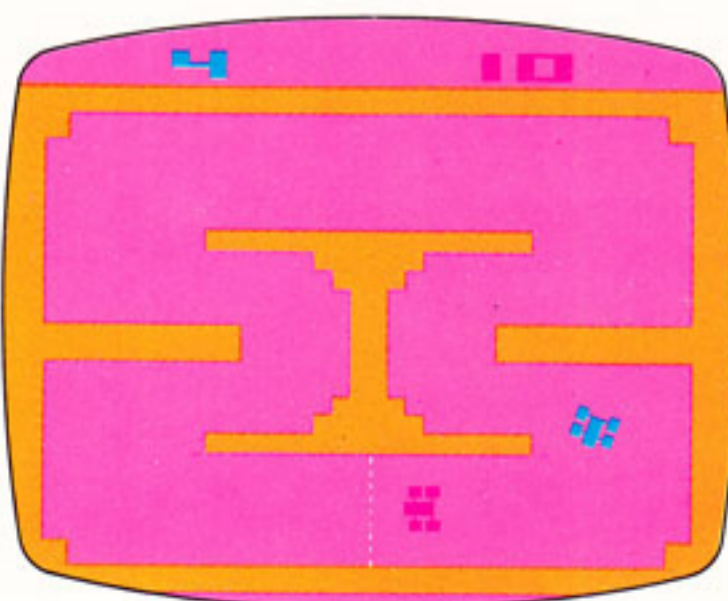
Surround™

Wrap the leader all around the opposition... choke off all paths of escape.



Combat™

For a quick change of pace from everyday life, go blow up a tank.



Indy 500

Screech around the last turn... roar to the finish line.





TOTAL MERCHANDISING PROGRAM

Cash in on the all-year-long
1978 programmable video game boom. Here are
some proven section layouts, display
techniques, and promotional ideas
to help you make top profits.

ATARI SYSTEM HELPS CROSS-SELL PROJECTION TV's

DARKENED ALCOVE
FOR ADDED EFFECT

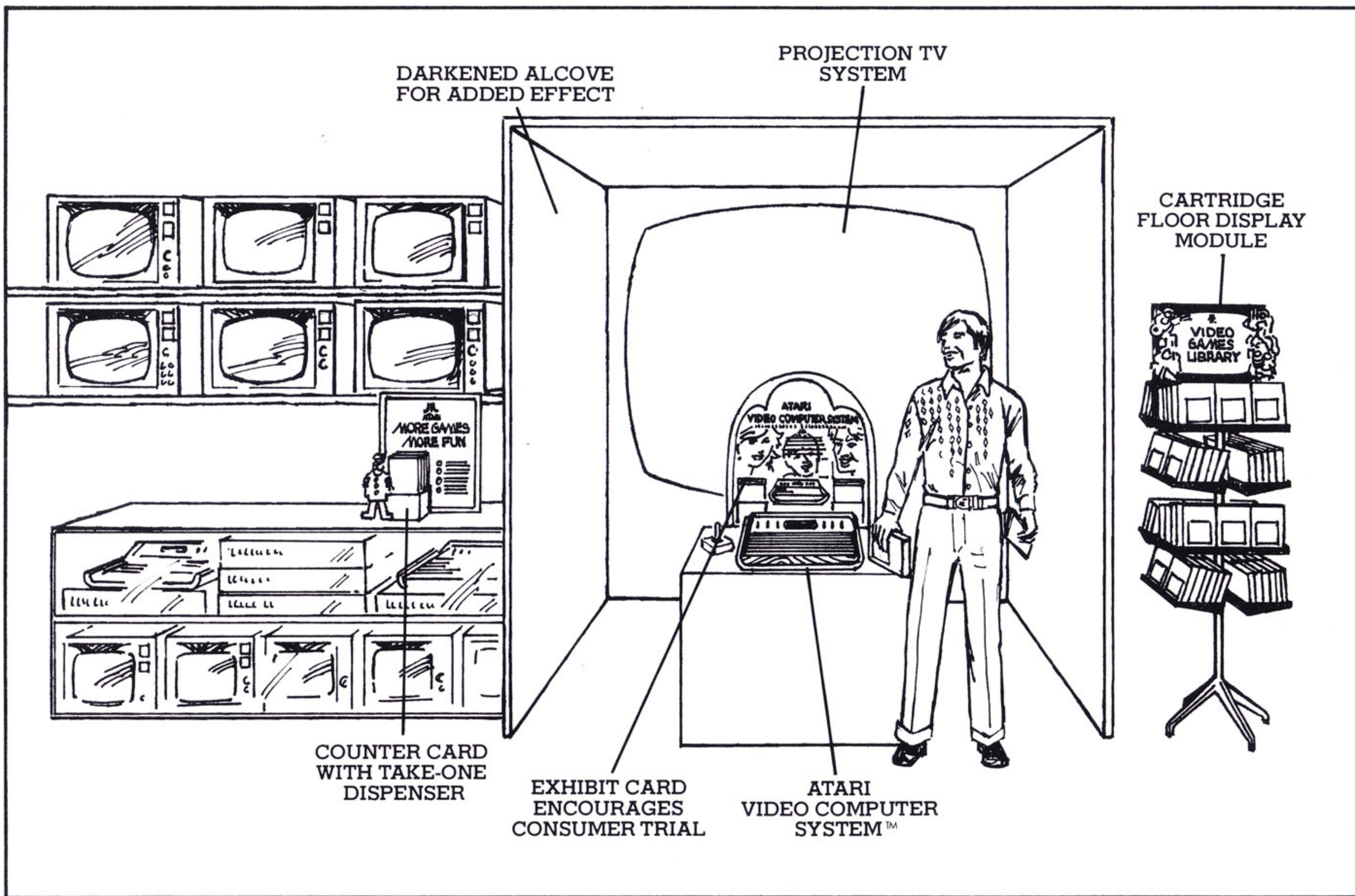
PROJECTION TV
SYSTEM

CARTRIDGE
FLOOR DISPLAY
MODULE

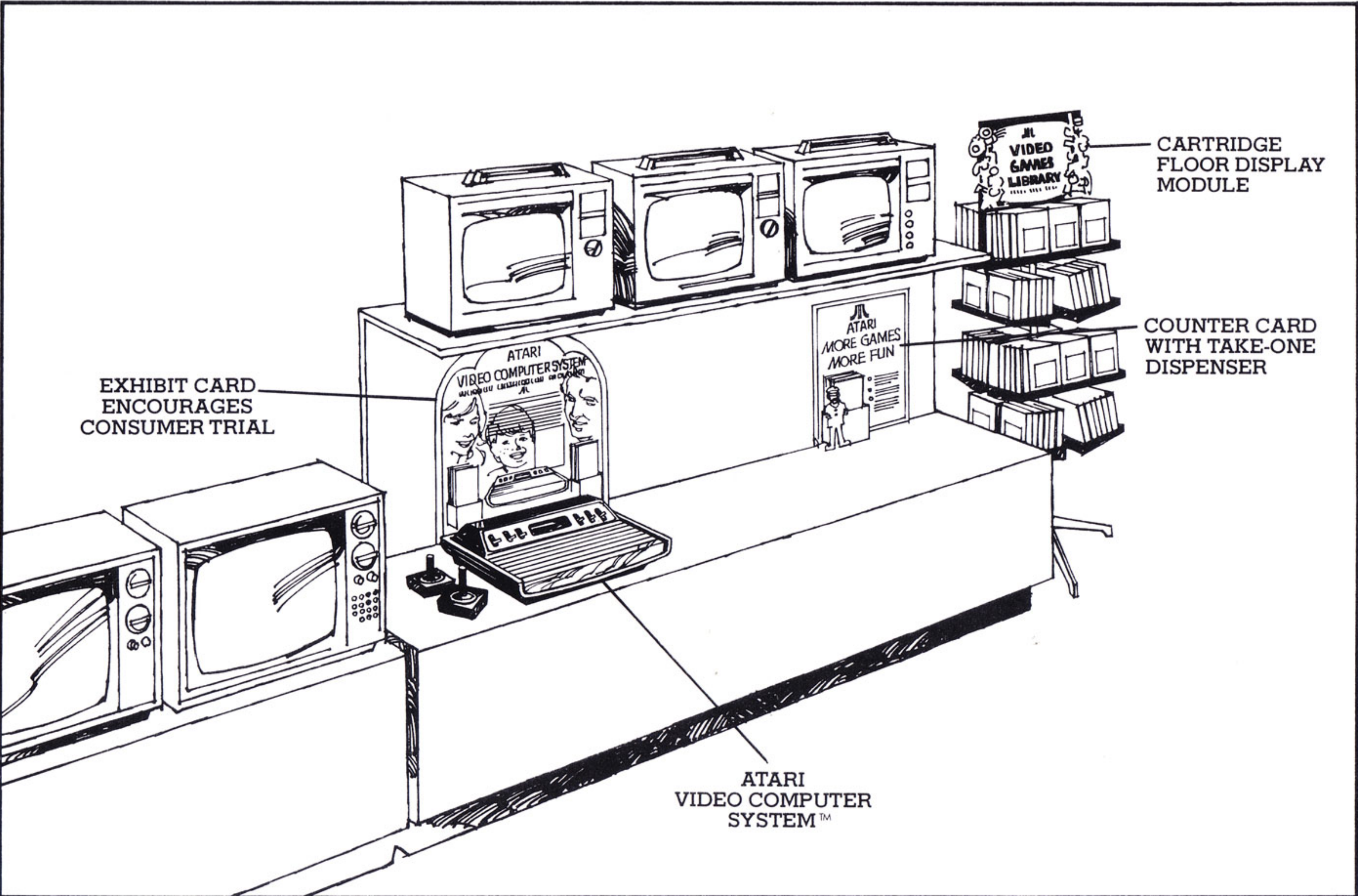
COUNTER CARD
WITH TAKE-ONE
DISPENSER

EXHIBIT CARD
ENCOURAGES
CONSUMER TRIAL

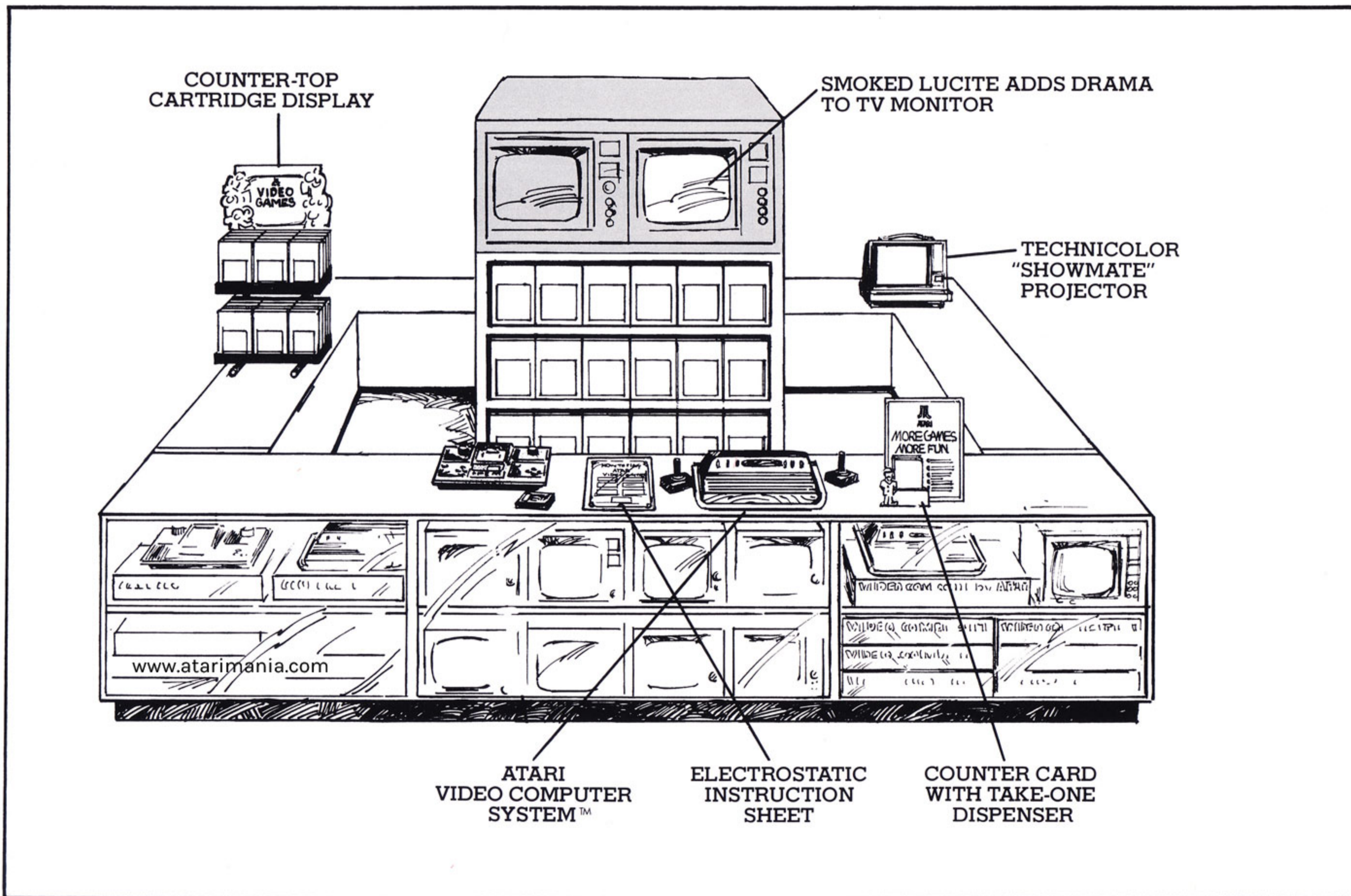
ATARI
VIDEO COMPUTER
SYSTEM™



AN EFFECTIVE VIDEO GAME DISPLAY IN THE TV DEPT.



TOTAL MERCHANDISING BUILDS SALES AND TRAFFIC



THIS YEAR THE ATARI® VIDEO COMPUTER SYSTEM™ WILL OUTSELL ALL COMPETITION...AGAIN.



ATARI® IS READY TO DELIVER THE MOST GAMES, CARTRIDGES, AND CUSTOMERS...NOW.

1978 is the year of the programmable game. Consumers' attitudes toward video games have matured considerably. Now they're buying advanced electronics, sophisticated features, and, most of all, a great selection of challenging games. In fact, we're predicting that programmable video games will outsell non-programmables 3 to 1 this year. That's why Atari is totally committed to the production and expansion of the Video Computer System.

Atari has games and cartridges ready for immediate delivery. This summer we plan to have 16 Game Program™ cartridges, containing over 1000 games and variations, ready to ship. And by the Christmas holidays, we expect to add at least 4 exciting new cartridges.

New Keyboard Games add another dimension in play value. Now the Video Computer System has keyboard data entry. Strategy game hobbyists will welcome the calculator-style controllers. Like our other controllers, they're interchangeable and plug in easily. We've also made sure that the new keyboard games appeal to today's more demanding video game consumer. Fascinating, as well as

fun, the first two keyboard Game Program cartridges are available for delivery now.

The Video Computer System is the most thoroughly pre-sold video game ever marketed. Atari starts by making a superior product with the best video game cartridges ever invented. Then we make sure that consumers know it. With heavy network and spot television beginning well before your key selling season. And with major consumer print in opinion-leading publications like *People*, *Playboy*, and *Sports Illustrated*.

The Atari Video Computer System delivers profits year round. Of course we're gearing up for the traditional holiday rush. We're also making sure that existing Video Computer System owners come back for new cartridges all the time. What's more, we're finding that lots of people can't wait for Christmas and treat themselves to an early present and that means your Christmas can be year round, too.

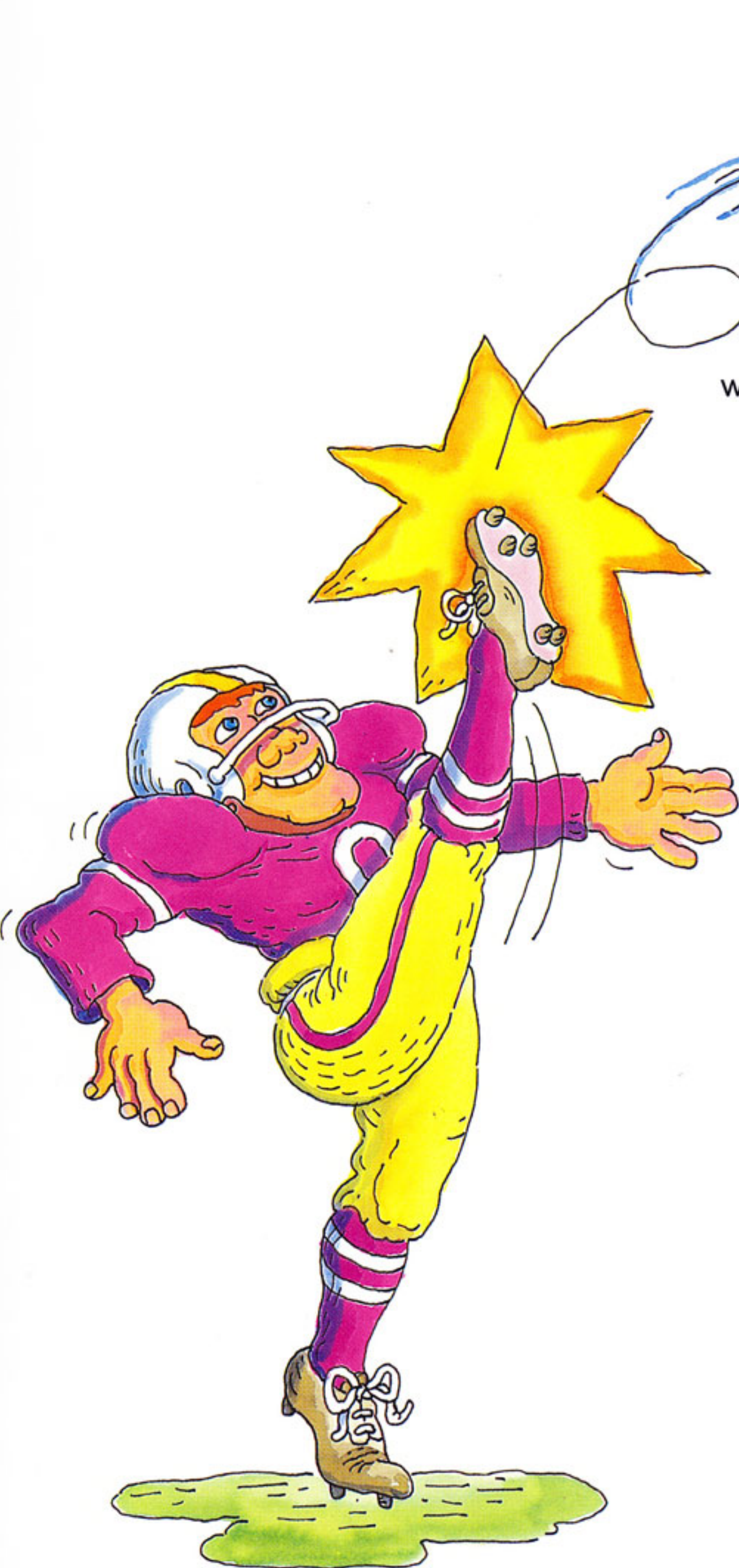
Now's the time to stock up thoroughly and merchandise aggressively. You'll be amazed how soon you have to reorder.


ATARI®
Innovative
leisure

 A Warner Communications Company

MORE ADVERTISING

LETS YOUR CUSTOMERS KNOW THAT ATARI® HAS MORE GAMES, MORE FUN.



Last year, hard-hitting consumer advertising helped make the Video Computer System™ the top-selling programmable on the market.

This year's advertising campaign pressure will more than double 1977's program. Over 95% of U.S. TV households will be reached regularly by Atari sales messages on programs such as:


Monday Night Football
Prime Time Movies
NCAA Football
Wide World of Sports
Leading Comedy Shows
Sunday NFC Football
Saturday NFC Football
Grand Prix Bowling
Prime Time Adventure Series
Sunday AFC Football
Saturday AFC Football
Sports Spectacular
PLUS... Big spot buys in the top U.S. markets!

MAGAZINE: Leading publications like:

**People • Playboy
Sports Illustrated**

PLUS... More full color, full page ads in other leading national magazines!


ATARI
Innovative
leisure

 A Warner Communications Company

Announcing Keyboard Data Entry... a whole new dimension in compute power for the Atari Video Computer System™



New Keyboard Controllers add amazing power and versatility to the Video Computer System.™

Just a few years ago they called it **Science Fiction**...an affordable home computer that could entertain, educate, perform time-saving calculations. Now Atari has put it all together: the versatile Video Computer System™ with Keyboard Data Entry and a new generation of program cartridges.

Keyboard Data Entry means that the Video Computer System™ can do more than play games. This "alphanumeric" controller plugs in easily to the console and permits the user to communicate


specific numbers...like banking information, geometric coordinates, musical notation, and on and on. Three new cartridges have already been developed for use with Keyboard Data Entry...

- an educational program involving pattern recognition,
- an entertaining memory-training game for both kids and adults,
- a fascinating and addictive code-breaking strategy game.

The sky's the limit...Atari engineers say they can design just about any program that consumers want. They're already talking about such mind-boggling new cartridges as a chess game, income tax computer, horoscope charter, and algebra tutor.

With the Atari Video Computer System™, a set of Keyboard Data Entry Controllers, and a library of program cartridges, it's like a science fiction dream-come-true...a powerful and sophisticated home computer which almost anybody can afford, operate and enjoy.


ATARI®
MORE GAMES.
MORE FUN.

 A Warner Communications Company