



SEGA®

THE ARCADE EXPERTS

**YOU DON'T
GET TO BE
THE LEADER
IN VIDEO GAMES
BY SITTING
ON YOUR
SOFTWARE.**

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GET TO BE
THE LEADER
IN VIDEO GAMES
BY SITTING
ON YOUR
SOFTWARE.**

SEGA[®]

WE SET UP 20,000 MISSILES WITHOUT THE APPLICATOR



MISSILE BASES IN AMERICA APPROVAL OF CONGRESS.



While the House of Representatives was debating the fate of the Cruise Missile in Congress, the House of Sega® was installing 20,000 Zaxxon™ missile bases in arcades across the land.

Zaxxon. Sega's amazing multi-dimensional video game that took off like a rocket in 1982. And captured the hearts of millions of video game players overnight.

Because Sega isn't just another company entering the video race today. Sega is a video pioneer.

A quiet giant, that's been providing manufacturing leadership and technological innovation in the field of coin-operated amusements, for decades. Now even stronger since its affiliation with Paramount Pictures.

An affiliation that's brought results that are every bit as incredible as the popularity of video games.

LAST YEAR OUR GAMES TOOK IN MORE THAN \$500,000,000. A QUARTER AT A TIME.

During the past 18 months Sega introduced Turbo™, one of the most graphically outstanding car race games ever created.

Frogger™, the cartoon frog game that accounted for close to 1 billion quarters during the year.

And Zaxxon, the #1 arcade game in America during the previous summer. Now entering Stage 2 with Super Zaxxon™, in 1983.

Three games that achieved an extraordinary level of technological achievement. And financial success.

But for Sega these successes are just the beginning. During the next year we plan to capitalize on our new 3-D graphics, our Voice Simulator, and our experimental Inter-Active Laser Disc (recently demonstrated by Sega in Chicago and Japan) by introducing one new blockbuster after another.

And by introducing new technology that will help keep the world of video games in its dominant position as America's biggest grossing form of paid entertainment.

Sega.
It's too bad America's space program isn't as profitable as ours.

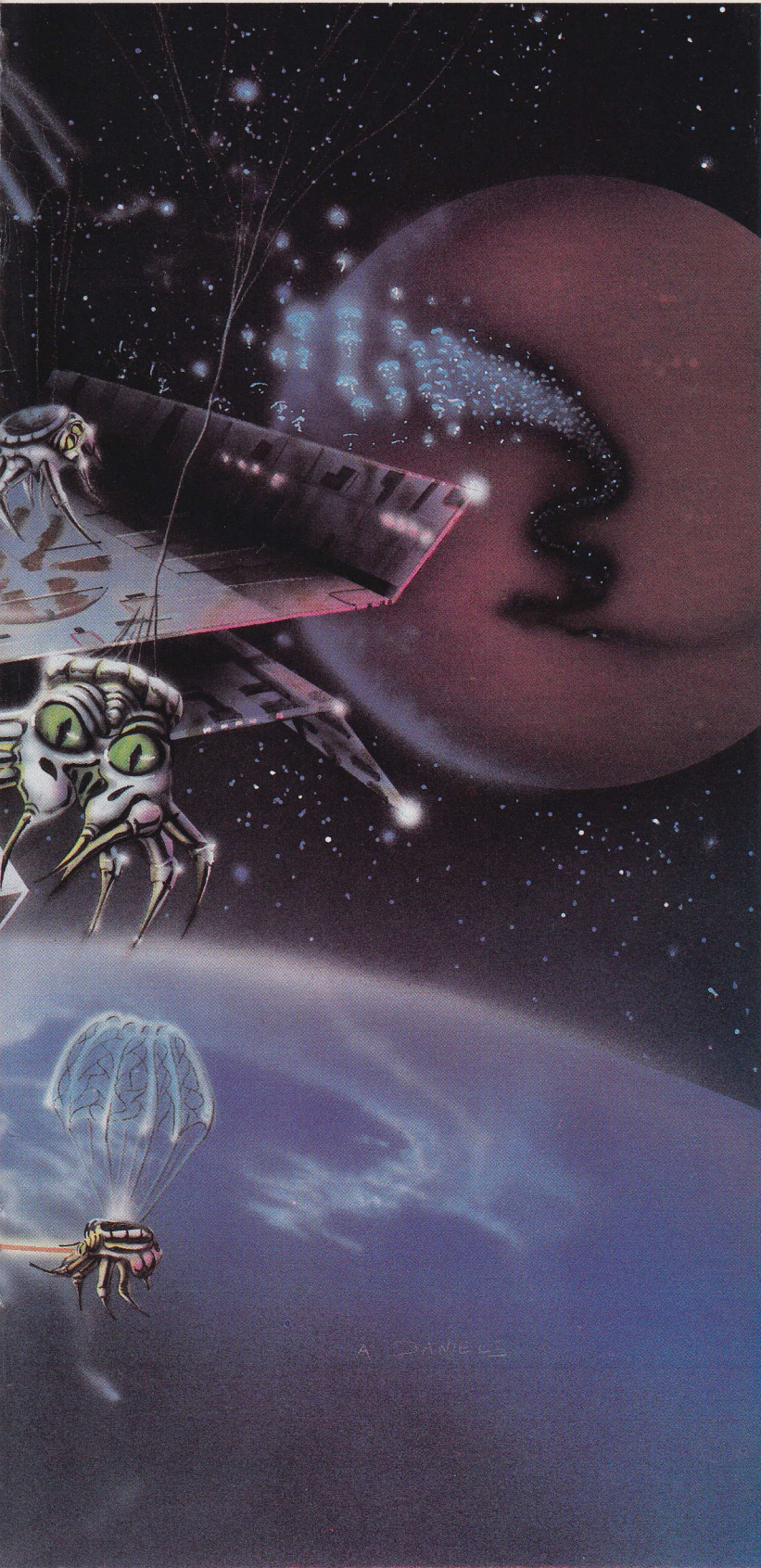


SEGA®

THIS YEAR AMERICAN HO INTERPLANETARY WAR, FOLLOW



GAMES WILL BE FACED WITH FROGGED BY AN INVASION OF SPIDERS.



BEGINNING JANUARY 20, 1983 SEGA LAUNCHES VIDEO GAMES FOR THE HOME.

While Sega may be known as a major force in video games for arcades, we're no stranger to home entertainment.

Last year companies like Coleco and Parker Brothers did a substantial amount of business selling home versions of Sega games like Zaxxon, Frogger, Carnival, and Turbo.



A business so substantial, that we've finally decided to enter the home video game market ourselves, by launching a major new line of home video games. Compatible with Atari and Sears video game systems.

A new generation of space games like Tac Scan, and War of the Worlds.

Exciting new adventure games like Subterfuge, and Buck Rogers' Marathon of Zenda, The Caverns of Zagreb, and The Secrets of Zadar.

And unique new cartoon games like Muffett, where a pretty young Ms. sitting on a tuffet is attacked by millions of spiders.

But these seven games are just the beginning.

BEHIND EVERY SEGA GAME STANDS THE CREATIVE RESOURCES OF PARAMOUNT PICTURES. BACKED BY THE RESOURCES OF GULF & WESTERN.

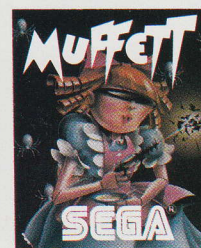
We're smart enough to know that as more and more companies begin marketing video games for the home, only the leaders will prosper and grow.

So at Sega, we've decided to start out big.

Instead of beginning with one or two of the best games we could create, we're planning to begin with 15 of the best video games ever created.

Games that capitalize on our success as a giant in arcades. And games that have a built-in following from Paramount's most successful movies.

All backed by the kind of technological innovations you'd expect from Sega.

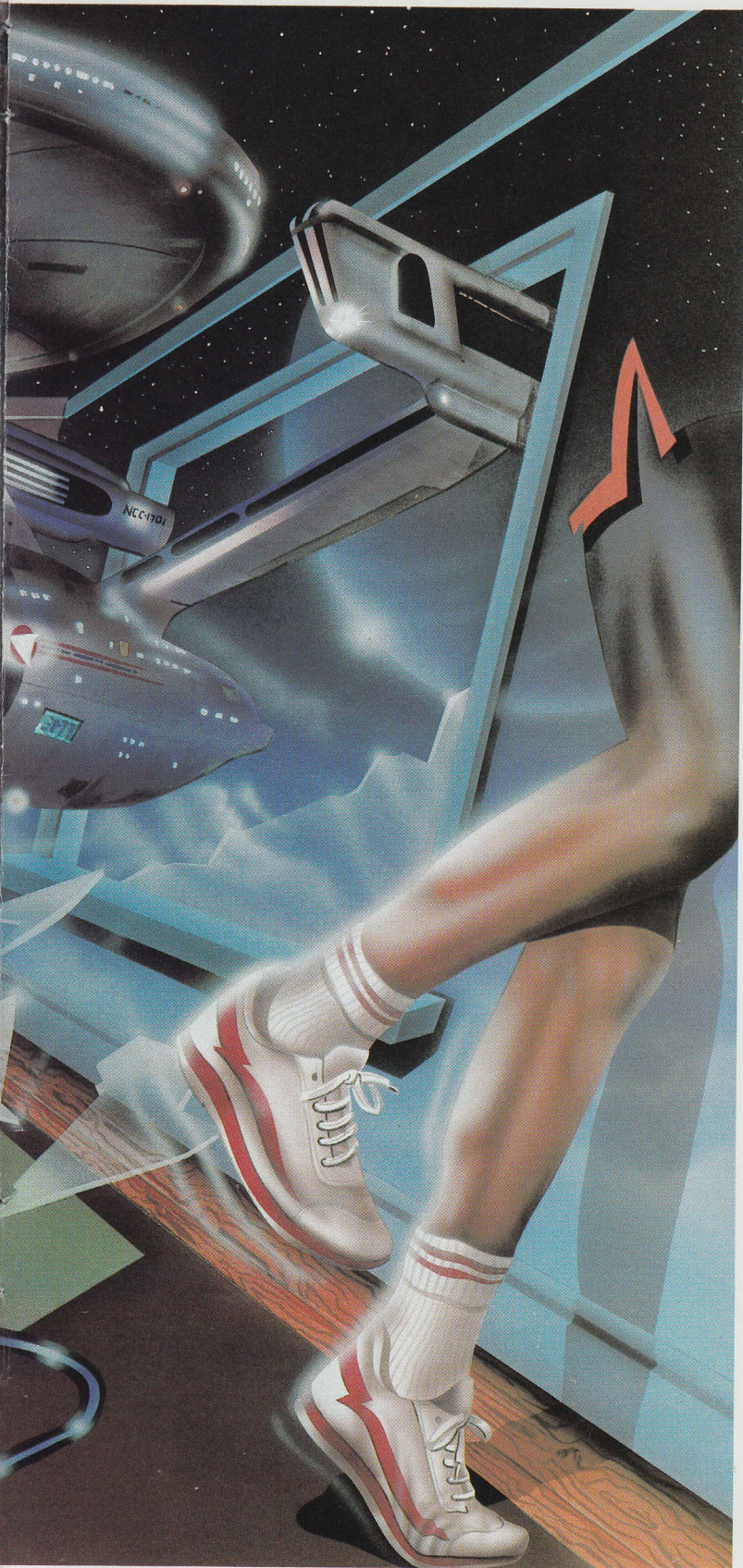


SEGA

HOW TO OUTRUN THE MARATHON AND ACCOMPLISH THE IMPOSSIBLE



MAN, DEFEND THE ENTERPRISE IMPOSSIBLE WITHOUT LEAVING HOME.



PARAMOUNT MOVIES THAT HAVE BECOME HOUSEHOLD NAMES SOON WILL BECOME HOUSEHOLD GAMES.

As a company that's affiliated with Paramount Pictures, you'd expect Sega to enter the home video games market with some video games based on movies.

What you wouldn't expect, is for Sega to start out with 9.

But today, there's nothing hotter than home video games based on arcade games and movies. And in movies, there's nothing hotter than Paramount Pictures.

Paramount Pictures that give us video games based on box office favorites like Marathon Man™, Airplane™, Friday the 13th™ and Mission Impossible™.

Video games based on classic space films like Star Trek™, War of the Worlds and Buck Rogers.

As well as video games based on new and recent movies like 48 Hours™ and Dragonslayer™.

Video games with a built-in following of movie lovers all over the country. Most of them 8 to 21. But that's just the beginning.

YOU DON'T GET TO BE THE LEADER IN VIDEO GAMES BY SITTING ON YOUR SOFTWARE.

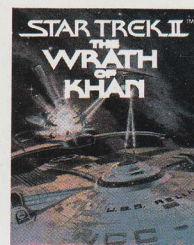
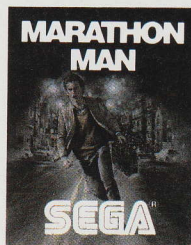
At Sega we won't be resting on our laurels.

We're committed to a research and development program that's second to none. A program that will ensure the continuance of Sega technological breakthroughs like our 3-D Graphics, Voice Simulator and Color Beam™.

We're committed to a program of market development and research that will enable Sega's home video games to continue to anticipate the market.

And we're committed to a program of introducing one new blockbuster after another. So that the biggest Sega games in arcades, the biggest Paramount movies in the theatres, and some of the biggest name properties and personalities, will constantly become Sega video game hits at home.

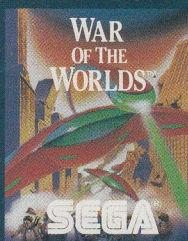
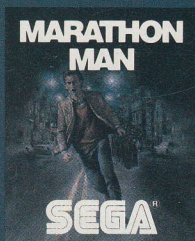
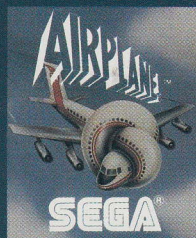
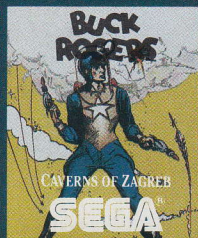
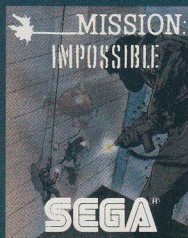
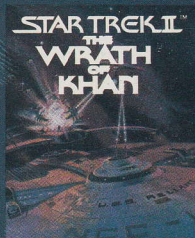
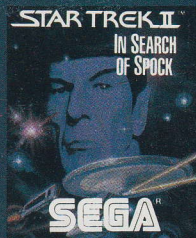
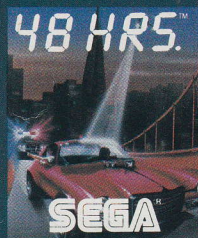
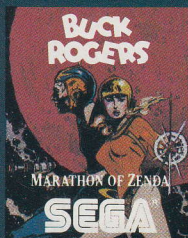
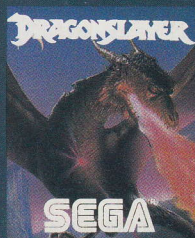
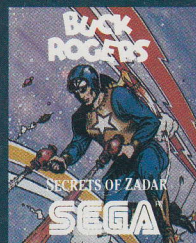
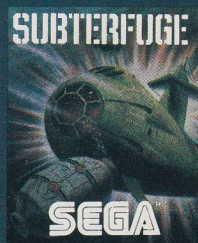
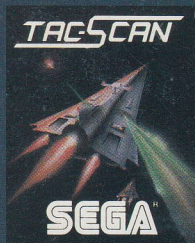
Because we know that as great as our new Marathon Man is, we can't expect him to keep running forever.



SEGA®

SOON TO BE PLAYING ON A HOME VIDEO SCREEN NEAR YOU.

The first 15 home video games from the arcade experts at Sega.



SEGA®

AT BOOTH 425

SEGA[®]

THE SEGA SAGA

New

It all began thirty years ago, when a small American company named Sega decided to import U.S. amusement games into Japan. The Japanese reaction, "domo arigato." Then in the late '60's when U.S. manufacturers couldn't satisfy the voracious Japanese appetite for new games, Sega decided to do it themselves. Utilizing the latest electro-optical and electro-mechanical technology, Sega introduced games like "Periscope[™]" and "Grand Prix[™]." The world's reaction, "domo arigato."

And Sega responded by designing games with the latest solid state video electronics. The latest microprocessing technology. Games that helped make the amusement game business a major force in the entertainment industry. And as the amusement game industry grew, so did Sega's position as an industry leader. A pioneer in technical research and development, creative design, manufacturing and marketing of computer-based amusement games. In 1970, they became part of the Gulf & Western Industries, and their affiliation with Paramount Pictures afforded them an even greater entry into the world of entertainment.

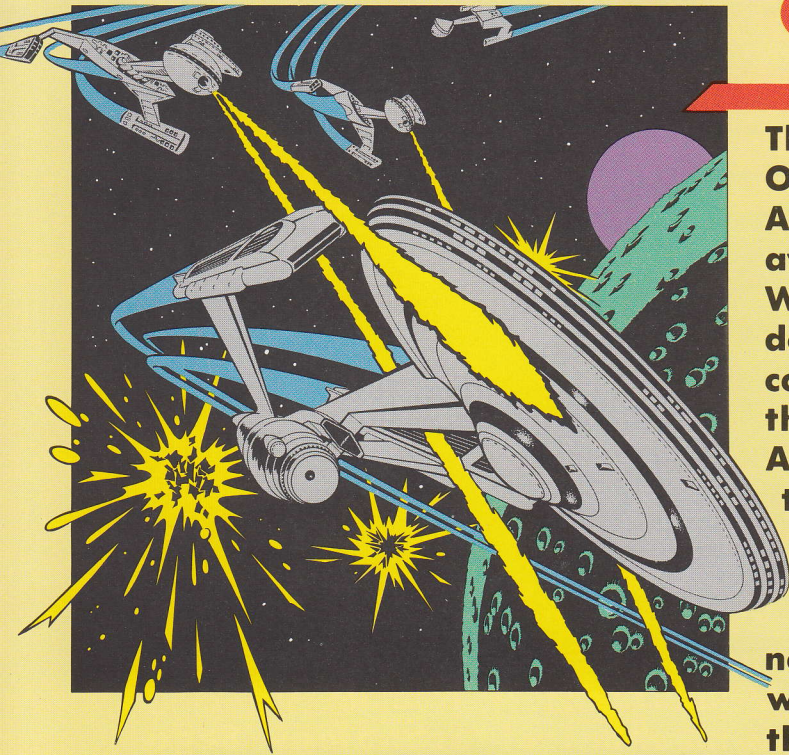
Arcade games like "Frogger[™]," "Turbo[™]" and "Zaxxon[™]" became classics. Soon the home versions were appearing on the "top ten" lists all over the country. It was time for Sega to come home!

In 1982, Sega entered the home video software arena and began to design, manufacture and distribute video games compatible to the Atari[®] 2600[™] VCS system.

Following in their tradition as leaders in the industry, Sega now announces its "ALL SYSTEMS GO." Sega home games will be available for every major video game and computer system in the marketplace today. Enabling even more customers to share their expertise in game development and understand why Sega will always be...the Arcade Experts.

AND THE SAGA CONTINUES...

STARDATE 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 Operation Simulator home video game. A game that will give players control of the awesome powers of the Starship Enterprise. Warp Drive, Impulse Power, Photon Torpedoes and Phasers. Weapons they'll need to combat the Federation's deadliest enemies, the dreaded Klingons.

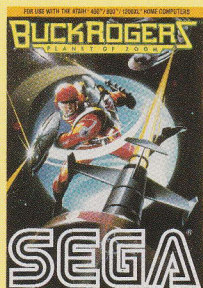
An entire generation of people have wished they could command the legendary Starship Enterprise, and now they'll have their chance. But we're warning you right now, if the Klingons have their way you're in for a lot more than just fun and games. You're in it for your very existence.



ZOOM AHEAD 400 YEARS AND EXPERIENCE THE VIDEO GAME OF THE 25TH CENTURY.

Unlike the fictitious Buck Rogers™, the people at Sega have no intention of waking up at some point in the future only to discover they're behind the times.

On the contrary, The Arcade Experts at Sega are out there right now, pioneering the new frontiers in video games. And this time it's with Buck Rogers Planet of Zoom. In Planet of Zoom, the player is Buck Rogers. And the video screen, the player's cockpit window to excitement. Through enemy infested surface channels and Smasher tunnels. Around life threatening city spires. Against an endless array of bizarre alien ships. The player is pilot. And the pilot is the only one who can terminate the evil enemy Source Ship. Buck Rogers Planet of Zoom. Sega has seen the future in video games. And they're bringing it to you today.



INTRODUCING THE TOP BANANA



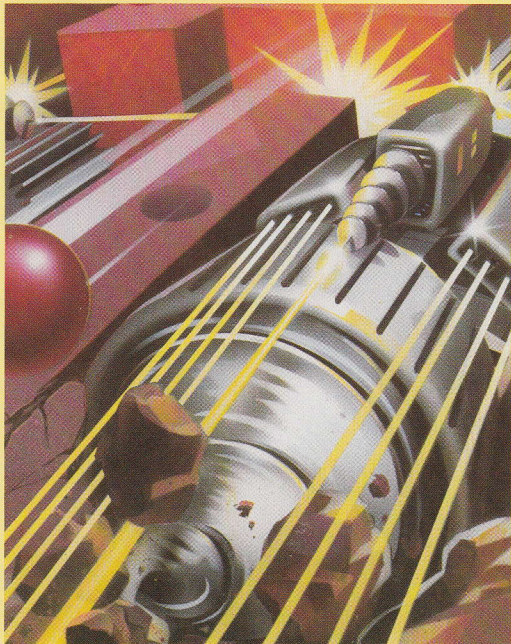
IN VIDEO GAME MONKEY BUSINESS

here they go again. Those ominous jungle drums warning of the dangers that lie ahead. Treacherous cliffs to climb. Deadly scorpions. Poisonous reptiles. Herds of charging Rhinos. How many times you've wanted to turn back. But you've come too far to turn back now. You're in this game to capture the mischievous jungle gorilla, CONGO BONGO.^{TM†} Video game cartoon adventures. They outperform all other video games because they deliver more of what games are supposed to deliver, FUN. And leave it up to the Arcade Experts at Sega to come up with the most hilarious, most challenging cartoon adventure of them all, CONGO BONGO. A new home video game guaranteed to drive you bananas with fun.

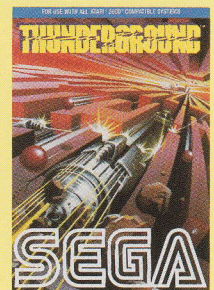


EARTH SHAKING

EXCITEMENT IS TUNNELING ITS WAY INTO YOUR HOME



Deep beneath the surface of the Planet Vector, a core capsule is on a desperate mission to tunnel its way to the cratered surface and destroy the enemy nuclear bases. Sega's new Thunderground^{TM†} explodes on the screen with action as deadly enemy tanks relentlessly pursue player's core capsules through a maze of underground tunnels. For players, making the right moves and making them fast is a must if they're to succeed in destroying all the enemy bases. For Sega, making the right moves seems to be a habit as they introduce another action-packed adventure game for home video systems.

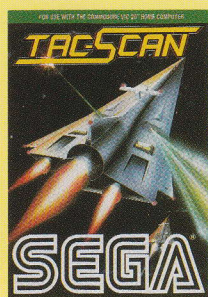


INTERPLANETARY WAR RAGES ON! CATCH ALL THE ACTION ON YOUR TELEVISION SCREEN TONIGHT.

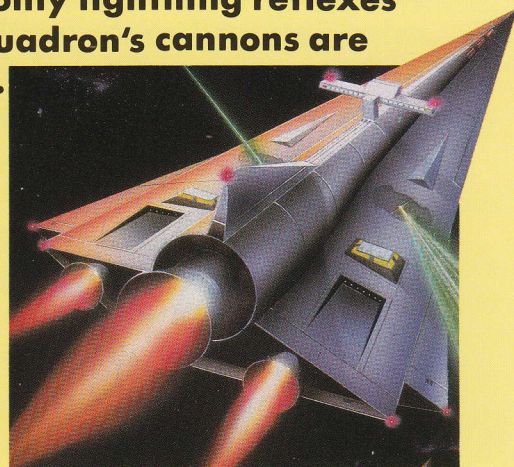
S streaking across the galaxy at Mach 24, the five star fighters of the U.S. Bravo Squadron have been confronted by a deadly superfleet from the ghastly planet of Ahm.

The glare of laser cannons illuminate the darkness of space as wave after wave of the laser-firing Ahmins charge the brave young fighters. The action is fast and furious. And only lightning reflexes and 300 round per minute firing capacity of the squadron's cannons are keeping the Ahmins from taking over the universe.

The game is TAC-SCAN.^{TM†} One of the major success



stories in video arcades, destined to be an even bigger success in home video. TAC-SCAN is the first home video game to allow you to deploy ships from a reserve fleet, choose your squadron size and command multiple ships. It's available now, from the Arcade Experts at Sega.









†TM designates a trademark of Sega Enterprises, Inc.

IN SEGA'S WORLD OF HOME VIDEO, IT'S "ALL SYSTEMS GO!"

Becoming a leader in computer-based video games wasn't a matter of luck with Sega. It was a matter of giving people what they wanted. And in the arena of home video games we plan to continue this policy. And if people want Sega games that will fit their systems, then that's what we'll give them. Sega home video games for virtually every home video computer system in use. That includes the Atari[®] 2600[™] and 5200[™] video game systems, the Intellivision[®] systems, the Atari[®] 400[™], 800[™] and 1200[™] home computers, the VIC-20[™] computer and the Texas Instruments 99/4A computer.

And, to help people select the correct game cartridge for their system, Sega is introducing the Sega Color Coding Key. A packaging concept that will make choosing the correct cartridge fast and simple. Another first from the Arcade Experts at Sega.

-  ATARI 2600
-  ATARI 5200
-  ATARI 400/800/1200
-  VIC 20
-  TEXAS INSTRUMENTS 99/4A
-  INTELLIVISION



ARCADE TIPS:
THE HOTTEST NEW GAMES!

POLE POSITION • POPEYE • RIVER RAID

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JUNE / JULY 1983
\$2.95

THE MAGAZINE OF VIDEO LUNACY!

WON™

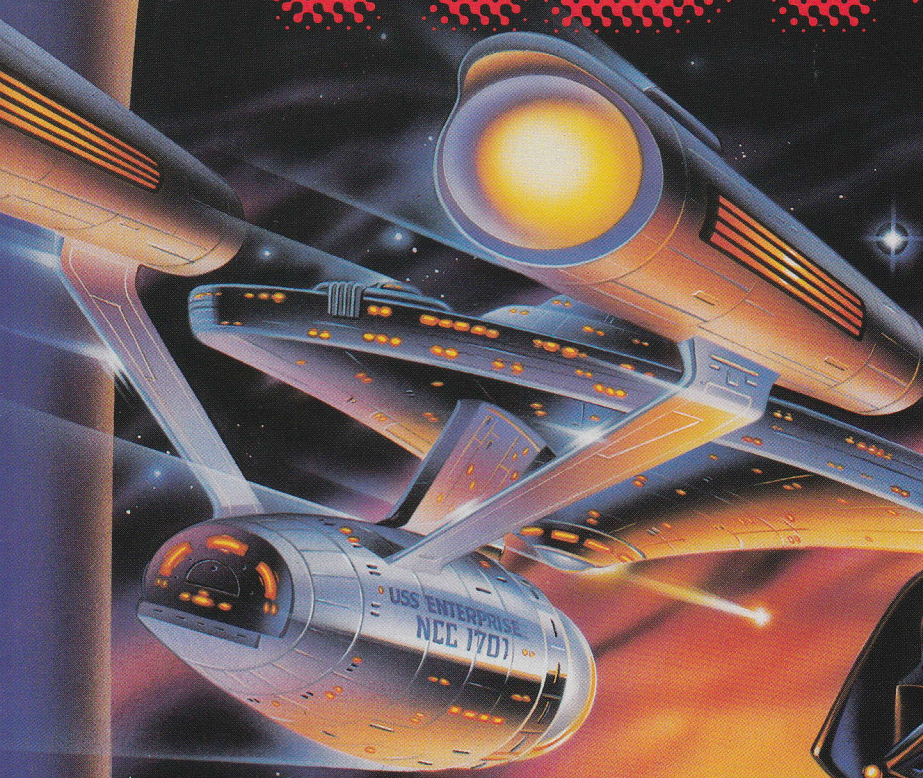
SPACE WARS

THE VIDEO BONANZA

STAR TREK

VS.

THE JEDI



JOYSTICKS
HOME COMPUTERS
VIDEODROME
AND MORE!

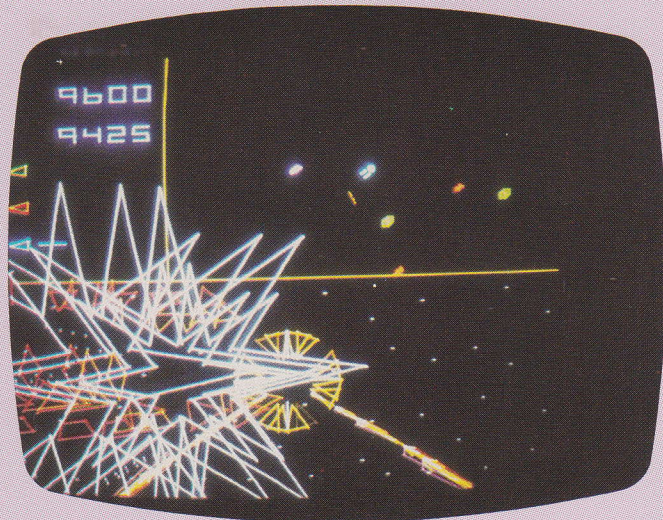


CIGGARELLI

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DICK CLARK'S ROCK TV • BE AN MTV VJ!

VID-KID OF THE MONTH
GENE SIMMONS / KISS



ARCADE ACTION CLOSE-UP

Little in life could ever be so predictable as the inevitable arrival of the Star Trek videogame. It was only a matter of time that the two forms met formally, shook hands, and put us all in Captain James T. Kirk's driver's seat.

After all these years, it's both an honor and a challenge to be asked to fill those boots.

The big surprise is that none of the famous television characters appear on the screen of Sega's difficult and sophisticated game. No Kirk (We're supposed to be Kirk). No Scotty. No Uhura, or Sulu, or Dr. McCoy, or pointy-eared Mr. Spock. No dapper costumes. No "beam me up." Not even a Khan or a Tribble.

Star Trek is remarkably free of cute or multi-layered graphic composition; concentrated effort has been put into the design of game action itself, not in giving the player a visual show.

The U.S.S. Enterprise looks like a dime-sized dogtag floating in screen space, encountering Klingons of various colors and power. Once every sector, the screen is cleared to admit the deadly distributor of space mines, the Nomad. Mission: Destroy Nomad while avoiding Klingons and purple Anti-Matter Saucers.

Attempts to involve the player as the character stretch beyond the lack of any face on screen. The game is clearly designated as a Strategic Operations Simulator, not a fantasy story enactment. The idea is that the player, as a would-be Kirk or Kirkian successor, must train himself in the fighting operation of the U.S.S. Enterprise.

Nothing so trivial as "points" are accumulated; the trainee earns Strategy Training Units (STU's) for his victorious endeavors.

"Welcome aboard, Captain," Mr. Spock's electronically simulated voice welcomes us into every training session. At the drop of the quarter, the theme song also blares forth triumphantly.

The video screen is divided into three separate parts. The smallest rectangle, upper left, keeps inventory of the available shields, photons, warp time, and STU's accumulated (for one or two players). When all these weapons are depleted, the simulation is complete—the game ends.

Unlike most mere games, Star Trek captain trainees have only one ship to operate. When you lose the Enterprise, you hang up the controls. The series is canceled, so to speak.

Because shields automatically protect the Enterprise until they are depleted, some misunderstand the game and believe that two-person play is impossible. Not so. Play (excuse me, training) proceeds by sectors. When the Klingons or Nomad in one sector have been eliminated, training resumes for the second in command.

Sector 1.1 has three Klingons and one Starbase, each introduced in large scale before shrunk down to pinhead size for fighting. The battlefield in space takes place in the upper right third square of the screen, an overview of the Enterprise and everything around it. Most trainees observe this part of the screen during battle simulation, unlike Stargate and other multi-control games in which the specific partial view gets the most attention.

The lower half of the screen provides a subjective viewpoint, looking out the Captain's window on the war. Distant stars pass by with every thrust of the ship. Klingons and Saucers come into distant view and loom large as they are approached. The Starbase, for docking, refueling, and repairs, welcomes the player aboard.

Although the graphics on the lower window screen are the best in the game, few can fight successfully by paying close attention to it. For one thing, you can't see what kinds of Klingons are readying to attack from the rear.

But learning to use the bottom screen for accurate aim, and to quickly dodge Klingon phaser fire, is a must. Double vision or acute peripheral ability comes in handy.

Sectors 1.2, 1.3, 1.4, 1.5, and 1.6 increase the numbers and kinds of Klingons attacking the Enterprise and the Starbase docking stations. Sector 2.1 is the trainee's first encounter with the Nomad, a white speck which moves in a jagged fashion across space, leaving blue explosive flyspeck mines behind him. Shooting the Nomad without setting off a chain reaction of mines, which would in turn destroy the Enterprise if it fires from within close range, earns the trainee 30,000 STU's, and Sector 2.2 begins. Every new Sector is an encounter with a Nomad.

The player has four shields to begin. As Klingon fire scores against the Enterprise, the shields automatically engage until they are depleted. When all shields go, any hit incurs damage and getting to a Starbase is imperative. After shields go, then the powerful exploding photon bombs are depleted, and finally warp power is used up. When supplies are gone, the Enterprise dies.

Starbases increase in number with the Sectors, and docking adds to all supplies as well as allowing the Enterprise wounds to be patched. "Damage repaired, sir," Sulu's voice informs us. (Note: a representative from Sega swears the voice is Scotty, but it sounds like the wrong accent to me. I think it's Sulu talking.)



Docking may be a priority when supplies are sinking, but it might be advantageous to kill the Klingons and get through some Sectors without using the privilege. For every Starbase still standing unused at the completion of a Sector decimal, 1000 STU's times the number of the round are added to the score. Only 250 STU's times the number are added for used Starbases and no bonus is awarded when Red Klingons have totally destroyed it by repeated fire. In other words, every Starbase standing unused in Sector 1.3 (or round three) adds 3000 points to the score, versus 750 for three used Starbases. Sector 2.2 counts as round 8.

Depending upon how your Simulator is rigged, bonus shields, photons, and warp time are added every 10,000 to 40,000 STU's. Average machines offer them at 30,000.

Although the storage inventory part of the screen only shows up to 4 shields, a total of 255 can be won. If anyone out there manages to do this, however, he's probably a Venusian.

So, you may be asking, what's the difficulty? You shoot the Klingons and bomb the Nomads, right?

Wrong. The playing board for Star Trek involves at least two hands, four fingers, and the aforementioned dual vision to operate successfully. For the left hand, a smooth spinning knob controls the direction of the Enterprise. It takes several turns (or whizzed spins) of the knob to make the ship maneuver in a 360 degree motion. On the right, an index finger button controls thrust, a middle or third finger button operates phaser fire. A little lower near the thumb, a photon bomb button waits for orders, and in the middle up for grabs is the warp mechanism button, which jets the Enterprise at a speed only deadly White Klingons can begin to approach.

It takes more than one training session to get the feel of the instruments at your disposal. A practiced player runs his hands over the instrument panel like Liberace playing "Humoresque." It's a sight to see.

The first Sectors are slow enough to allow you some time at bat. Red Klingons tend to ignore the Enterprise and attack Starbases. They are easier to kill from the rear. Purple Klingons come after the ship, sometimes from the rear. The Enterprise can only fire in a forward direction, whether shooting phaser fire or aiming longer distance photon bombs out to massacre any particular cluster of Klingons.

Purple Klingons turn white after too much time is spent in any one Sector. They roll around in space, attack suicidally toward the Enterprise, and are real nasty in groups. If one hits you, you lose two shields. They mean trouble, and unless you are facing them, they'll ram you mercilessly. The best defense is to warp to a safe distance, turn and fire a Photon, and without waiting for detonation, spin out and away.

Actually, that tactic is useful throughout the game. Warp is one of the most useful tools in the game for positioning the ship to good advantage, even though it's hard to reach at first and

means removing your finger from the fire button. Get used to using Warp, and you'll last much longer.

During Nomad rounds, steer clear of the mines, looking for wider pastures in space. Timing isn't as important; sometimes waiting pays off. The mines tend to explode after a time because of the pressure of no oxygen in outer space. The chain reaction, if conveniently at a distance, gives more maneuvering time and lets you wait until the Nomad zigs your way for a clean shot at it. But, it's best to obliterate it as soon as possible. That's the mission, after all. No STU's are awarded for the destruction of mines.

The Anti-Matter Saucer is a purple diamond which appears at random, moving through space in a confusing manner. It takes a photon to destroy, but if it attaches to the Enterprise, it drains all the warp out of it. Smashing it with a well placed photon earns 5000 STU's.

Every Klingon, regardless of color, dies to earn you STU's, increasing by 25 per round. Most games start giving 100 STU's per Klingon in round one.

Because STU's don't mean more ships, only shields, many players prefer to concentrate on docking on the Starbases for the replenishment of shields. But earning as many STU's as possible also adds to the length of the game. It's up to you to decide when it may be better to dock or to hope a round ends with an unused, more valuable Starbase.

Dodging with ease of maneuverability is really the name of the game in video Star Trek. Once you've mastered the aim and avoid capabilities that the bottom screen gives you, you'll find the simulation exercise to be an invigorating experience.

Sega's even taken care to duplicate the sounds of the phasers, the photons, and the warp, so that your turn as Captain is as authentic as possible.

Welcome aboard, Captain. As thousands attest, Star Trek is a way of life, and Sega's video game is an extension of that phenomenon.



STARDATE 1983:

"OUR MISSION, TO 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 Operation Simulator home video game. A mission where the word fail simply does not compute.

Our targets include the over 54 million Star Trek Movie viewers. The countless millions of Trekkies who've supported the television series for nearly two decades. And every earthling willing to take on the challenge of one of the most exciting video games ever designed.

Our weapons for the mission: close to a billion television commercial, radio commercial and magazine advertising impressions designed to reach all potential targets; an on-going merchandising campaign featuring widespread media tie-ins and giveaways; but most important, the Sega game itself. A game that pits the Enterprise in a fierce battle against the Federation's deadliest enemies, the dreaded Klingons. A game where tactical use of the Enterprise's Warp Drive, Impulse Power, Photon Torpedoes and Phasers is the player's only chance of survival. And a game guaranteed to carry the Star Trek success story into new frontiers.

Star Trek, coming home where it belongs. And this time, Sega is going to keep it there.

SEGA®

THE ARCADE EXPERTS

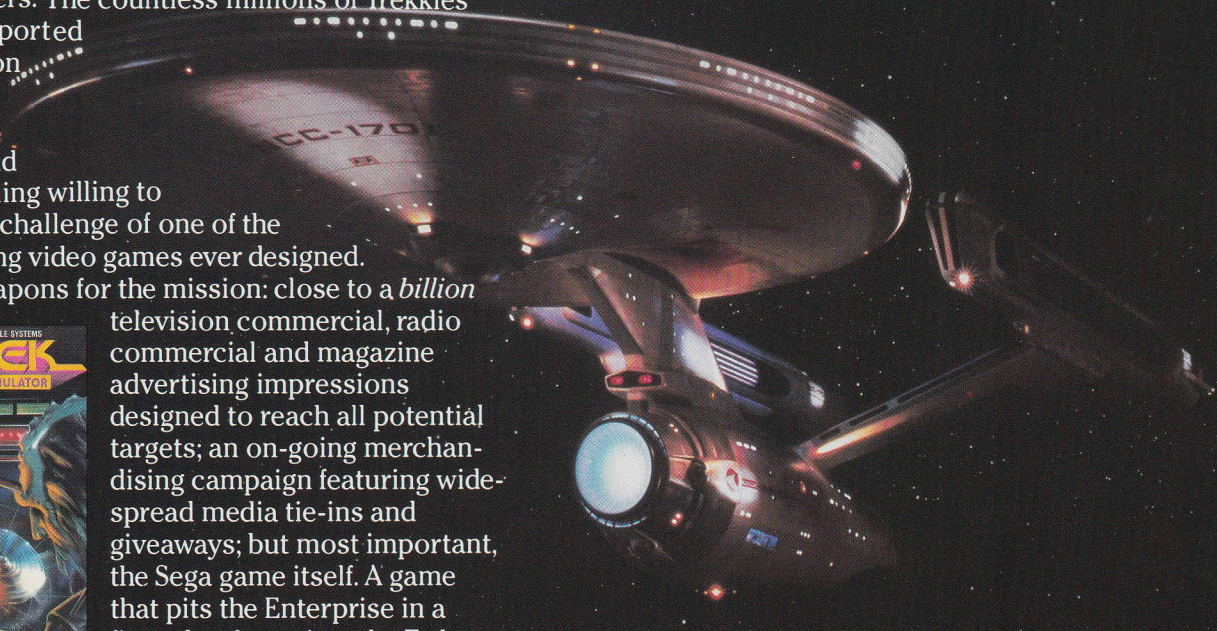
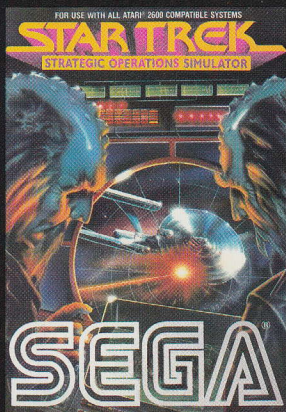
AVAILABLE FOR THE ATARI® 2600™, AND 5200™ GAME SYSTEMS. THE ATARI® 400™, 800™ and 1200XL™ HOME COMPUTERS. THE COMMODORE VIC-20™ HOME COMPUTER, THE TI-99/4A HOME COMPUTER AND THE INTELLIVISION® OR THE INTELLIVISION® II MASTER COMPONENT.

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STAR TREK™

STRATEGIC OPERATIONS SIMULATOR



SEGA®
THE ARCADE EXPERTS

5555 MELROSE AVENUE, LOS ANGELES, CALIFORNIA 90038 (213) 468-4800

STAR TREK™

STRATEGIC OPERATIONS SIMULATOR



SEGA®

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 even better than the Star Trek movies or television series ever did. 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 Arcade game. And for the home version we're planning close to a *billion* television commercial, radio commercial and magazine advertising impressions to sell this one game.

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

Order now. You can have product on your shelves in the Fall of 1983. Don't order, and you may have to encounter the wrath of Trekkies everywhere.

SPECIFICATIONS:

ITEM	NAME	QTY.	WEIGHT*	SIZE (INCHES)	CUBE
			LBS.	L-W-H	INCHES
004-01*	STAR TREK MASTER	48	8	18 x 13 1/4 x 12 1/2	2981.
	INNER	6	2	6 1/4 x 5 3/4 x 8 1/2	292.
	RETAIL	1	—	8 1/8 x 5 3/4 x 1	44.

*Applies to Atari 2600 format only.

CALL YOUR REGIONAL SEGA SALES MANAGER FOR MORE INFORMATION.

NORMAN STEIN	BRUCE NEYLAND	RUSS SHERRIFF	JAY BARCUS	RON MILLER
27 White Birch Drive	2232 W. Lake Sammamish Rd., N.E.	9 Cheviot Road	9210 Martin Road	1001 Central Road
Pomona, NY 10970	Redmond, WA 98052	Arlington, MA 02174	Roswell, GA 30076	Glenview, IL 60025
(914) 354-1838	(206) 641-1181	(617) 646-8211	(404) 992-6267	(312) 724-5600

SHIPPING/RETURNS LOCATION	MOTOR FREIGHT CLASSIFICATION:	ORDER/INVOICE LOCATION	WARRANTY RETURNS:
Sega Consumer Products 3185-A Airway Blvd. Costa Mesa, CA 92626	NMFC 63025 "Semi-conductors, Devices, NOI" Shipped per sub 1—class 100— "Release value not exceeding \$3 per pound" unless otherwise requested.	Sega Consumer Products 16250 Technology Drive San Diego, CA 92127	120 day warranty. Consumer return directly to Sega.

AVAILABLE FOR ALL ATARI® 2600™ COMPATIBLE SYSTEMS (004-01)

AVAILABLE FOR THE ATARI® 5200™ GAME SYSTEM (004-02)

AVAILABLE FOR THE ATARI® 400™/800™/1200XL™ HOME COMPUTERS (004-03)

AVAILABLE FOR THE COMMODORE VIC-20™ HOME COMPUTER (004-04)

AVAILABLE FOR THE TEXAS INSTRUMENTS TI-99/4A HOME COMPUTER (004-06)

AVAILABLE FOR THE INTELLIVISION® OR INTELLIVISION® II MASTER COMPONENT (004-07)

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Intellivision is a trademark of Mattel, Inc.

SEGA®
THE ARCADE EXPERTS

BUCK ROGERS™

PLANET OF ZOOM



SEGA®

ZOOM AHEAD 400 YEARS AND EXPERIENCE

THE VIDEO GAME OF THE 25TH CENTURY.

Unlike the fictitious Buck Rogers,TM** the people at Sega have no intention of waking up at some point in the future only to discover they're behind the times.

On the contrary, The Arcade Experts at Sega are out there right now, pioneering the new frontiers in video games.

The same people who lead the market with games like Zaxxon,TM† Frogger,TM‡ Star Trek,TM‡ and Congo Bongo,TM‡ now bring you Buck RogersTM Planet of Zoom. A game that redefines Space-Action Adventure.

In Planet of Zoom, the player *is* Buck Rogers. And the video screen, the player's cockpit window to excitement.

Through enemy infested surface channels and Smasher tunnels. Around life threatening city spires. Against an endless array of bizzare alien ships. The player is pilot. And the pilot is the only one who can terminate the evil enemy Source Ship.

Buck Rogers Planet of Zoom. Sega has seen the future in video games. And they're bringing it to you today.

PROMOTION/MERCHANDISING

Sega will be promoting Buck Rogers with an advertising campaign as exciting and intense as the game itself. And our spot television, radio and national magazine media schedule is sure to reach all your best customers.

Designed with the competitive market in mind, packaging features graphics consistent with all of Sega's great games.

Exciting graphics showcase the exciting game play.

We are planning great in-store posters, mobiles and counter cards that will reinforce the impact that this great Sci Fi legend has already established for himself.

AVAILABILITY

Order now. You can have Buck Rogers zooming to your shelves in the fall of 1983.

SPECIFICATIONS:

ITEM	NAME	QTY.	WEIGHT*		SIZE (INCHES) L-W-H	CUBE INCHES
			LBS.	OZ.		
005-01*	BUCK ROGERS MASTER	48	8	2	18 x 13 1/4 x 12 1/2	2981.
	INNER	6	2	2	6 1/4 x 5 3/4 x 8 1/2	292.
	RETAIL	1	—	2 1/2	8 1/8 x 5 3/4 x 1	44.

*Applies to Atari 2600 format only.

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27 White Birch Drive
Pamona, NY 10970
(914) 354-1838

BRUCE NEYLAND
2232 W. Lake Sammamish Rd., N.E.
Redmond, WA 98052
(206) 641-1181

RUSS SHERRIFF
9 Cheviot Road
Arlington, MA 02174
(617) 646-8211

JAY BARCUS
9210 Martin Road
Roswell, GA 30076
(404) 992-6267

RON MILLER
1001 Central Road
Glenview, IL 60025
(312) 724-5600

SHIPPING/RETURNS LOCATION

Sega Consumer Products
3185-A Airway Blvd.
Costa Mesa, CA 92626

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
16250 Technology Drive
San Diego, CA 92127

WARRANTY RETURNS:

120 day warranty.
Consumer return directly to Sega.

AVAILABLE FOR ALL ATARI® 2600™ COMPATIBLE SYSTEMS (005-01)

AVAILABLE FOR THE ATARI® 5200™ GAME SYSTEM (005-02)

AVAILABLE FOR THE ATARI® 400™/800™/1200XL™ HOME COMPUTERS (005-03)

AVAILABLE FOR THE COMMODORE VIC-20™ HOME COMPUTER (005-04)

AVAILABLE FOR THE TEXAS INSTRUMENTS TI-99/4A HOME COMPUTER (005-06)

AVAILABLE FOR THE INTELLIVISION® OR INTELLIVISION® II MASTER COMPONENT (005-07)

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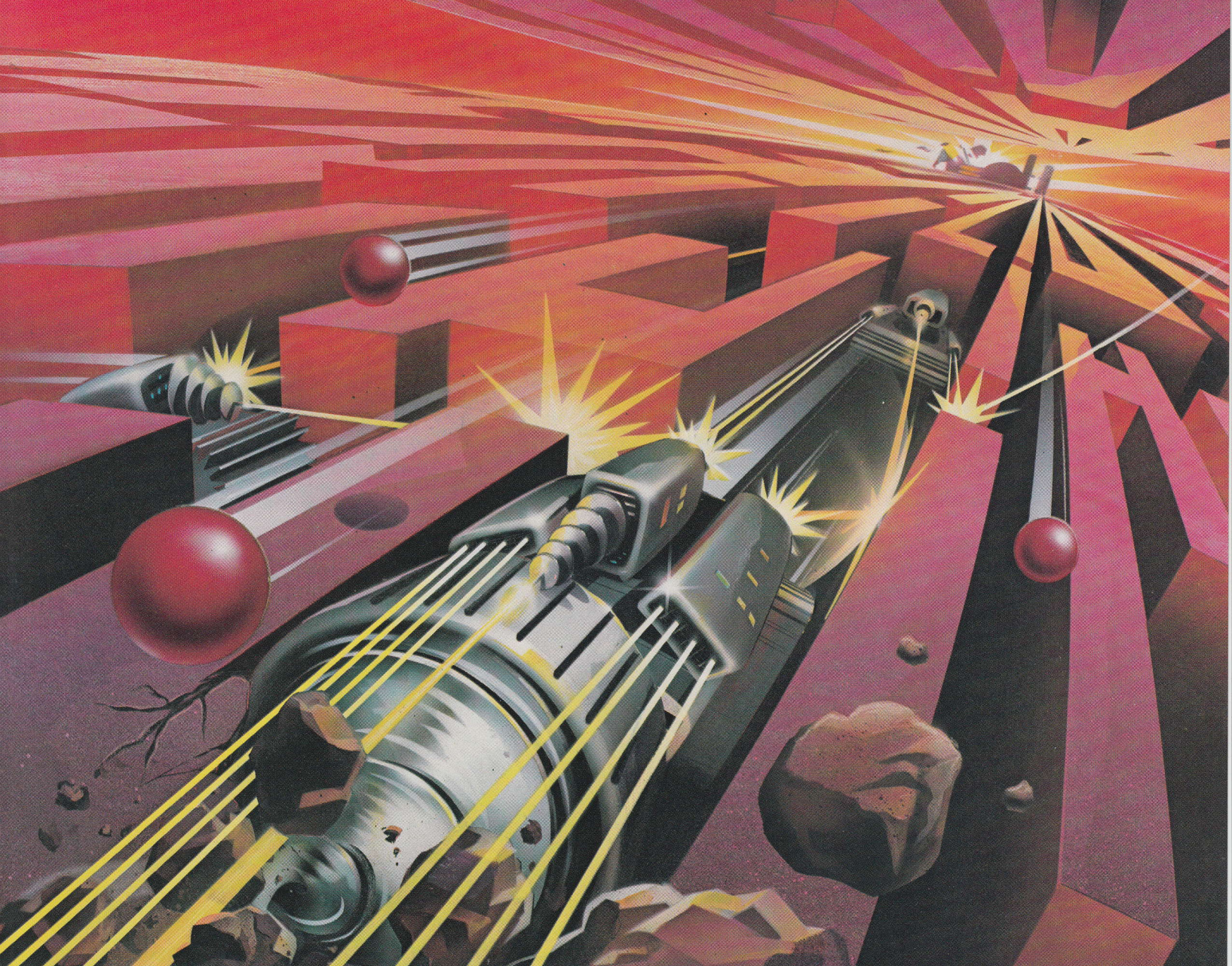
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** TM designates trademark of The Dille Family Trust.
‡ TM designates trademark of Paramount Pictures Corporation.
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THUNDERGROUND™ THUNDERGROUND



SEGA®

INTRODUCING THUNDERGROUND™**

THE FIRST HOME VIDEO TUNNELING GAME TO SURFACE.

The Arcade Experts at Sega announce another first, THUNDERGROUND™, the first home video game designed to give players the tunneling capabilities which have become so popular in arcade games.

Presenting players with the seemingly simple task of eliminating enemy nuclear bases. Thunderground explodes on the screen as deadly enemy tanks relentlessly pursue player's core capsules through a maze of underground tunnels.

For the players, making the right moves and making them fast is a must. For you, having enough Thunderground games on hand will be a must. Because like all the other great Sega games, Thunderground is going to shake up the market.

PROMOTION/MERCHANDISING

The advertising program is guaranteed to make Thunderground and Sega household words. Because the advertising campaign is as thrilling and intense as the game play. And the media schedule is designed to reach your best customers through spot television, national magazines and spot radio.

It all begins in September. So be prepared.

Designed with the competitive market in mind, packaging features graphics and giveaways unlike any other game on the market.

Exciting graphics showcase the dynamic game play.

We are planning explosive in-store support materials to attract your customers to this unique video game. Posters, counter cards, ad banners featuring imaginative graphics and game play will highlight Thunderground's appeal.

AVAILABILITY

Order now. You can have product on the shelves in March, 1983.

SPECIFICATIONS:

ITEM	NAME	QTY.	WEIGHT*		SIZE (INCHES) L-W-H	CUBE INCHES
			LBS.	OZ.		
003-01*	THUNDERGROUND MASTER	48	8	2	18 x 13 1/4 x 12 1/2	2981.
	INNER	6	2	2	6 1/4 x 5 3/4 x 8 1/2	292.
	RETAIL	1	—	2 1/2	8 1/8 x 5 3/4 x 1	44.

*Applies to Atari 2600 format only.

CALL YOUR REGIONAL SEGA SALES MANAGER FOR MORE INFORMATION.

NORMAN STEIN
27 White Birch Drive
Pamona, NY 10970
(914) 354-1838

BRUCE NEYLAND
2232 W. Lake Sammamish Rd., N.E.
Redmond, WA 98052
(206) 641-1181

RUSS SHERRIFF
9 Cheviot Road
Arlington, MA 02174
(617) 646-8211

JAY BARCUS
9210 Martin Road
Roswell, GA 30076
(404) 992-6267

RON MILLER
1001 Central Road
Glenview, IL 60025
(312) 724-5600

SHIPPING/RETURNS LOCATION

Sega Consumer Products
3185-A Airway Blvd.
Costa Mesa, CA 92626

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
16250 Technology Drive
San Diego, CA 92127

WARRANTY RETURNS:

120 day warranty.
Consumer return directly to Sega.

AVAILABLE FOR ALL ATARI® 2600™ COMPATIBLE SYSTEMS (003-01)

ATARI and 2600 are trademarks of Atari, Inc.



Congo Bongo™



SEGA®

INTRODUCING THE TOP BANANA IN

VIDEO GAME MONKEY BUSINESS.

Video game cartoon adventures. Outperforming all other video games because they deliver more of what games are supposed to deliver, FUN.

And leave it to the Arcade Experts at Sega to come up with the most hilarious, most challenging cartoon adventure of them all, CONGO BONGO™ **

Congo Bongo bounces onto the screen with the same state-of-the-art 3-dimensional graphics that made Sega's Zaxxon™ ** one of the world's most successful games.

Graphics that will have players climbing impossible cliffs, crossing treacherous lakes, dodging coconuts, leaping over poisonous snakes and outsmarting charging Rhinos. All to capture Congo Bongo—the most mischievous gorilla to hit the video game scene.

PROMOTION/MERCHANDISING

Sega will be promoting Congo Bongo with an advertising campaign as exciting and intense as the game itself. And our spot television, radio and national magazine media schedule is sure to reach all your best customers.

Designed with the competitive market in mind, packaging features graphics and giveaways consistent with all of Sega's great games.

Exciting graphics showcase the hilarious game play.

Sega is planning creative in-store posters, hanging displays and banners to help bring home the fun and excitement already generated by this successful arcade game.

AVAILABILITY

Order now. You can have Congo Bongo bouncing on your shelves in the fall of 1983.

SPECIFICATIONS:

ITEM	NAME	QTY.	WEIGHT*		SIZE (INCHES) L-W-H	CUBE INCHES
			LBS.	OZ.		
006-01 †	CONGO BONGO MASTER	48	8	2	18 x 13¼ x 12½	2981.
	INNER	6	2	2	6¼ x 5¾ x 8½	292.
	RETAIL	1	—	2½	8½ x 5¾ x 1	44.

*Applies to Atari 2600 format only.

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SHIPPING/RETURNS LOCATION Sega Consumer Products 3185-A Airway Blvd. Costa Mesa, CA 92626	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 16250 Technology Drive San Diego, CA 92127	WARRANTY RETURNS: 120 day warranty. Consumer return directly to Sega.
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AVAILABLE FOR ALL ATARI® 2600™ COMPATIBLE SYSTEMS (006-01)

AVAILABLE FOR THE ATARI® 5200™ GAME SYSTEM (006-02)

AVAILABLE FOR THE ATARI® 400™/800™/1200XL™ HOME COMPUTERS (006-03)

AVAILABLE FOR THE COMMODORE VIC-20™ HOME COMPUTER (006-04)

AVAILABLE FOR THE TEXAS INSTRUMENTS TI-99/4A HOME COMPUTER (006-06)

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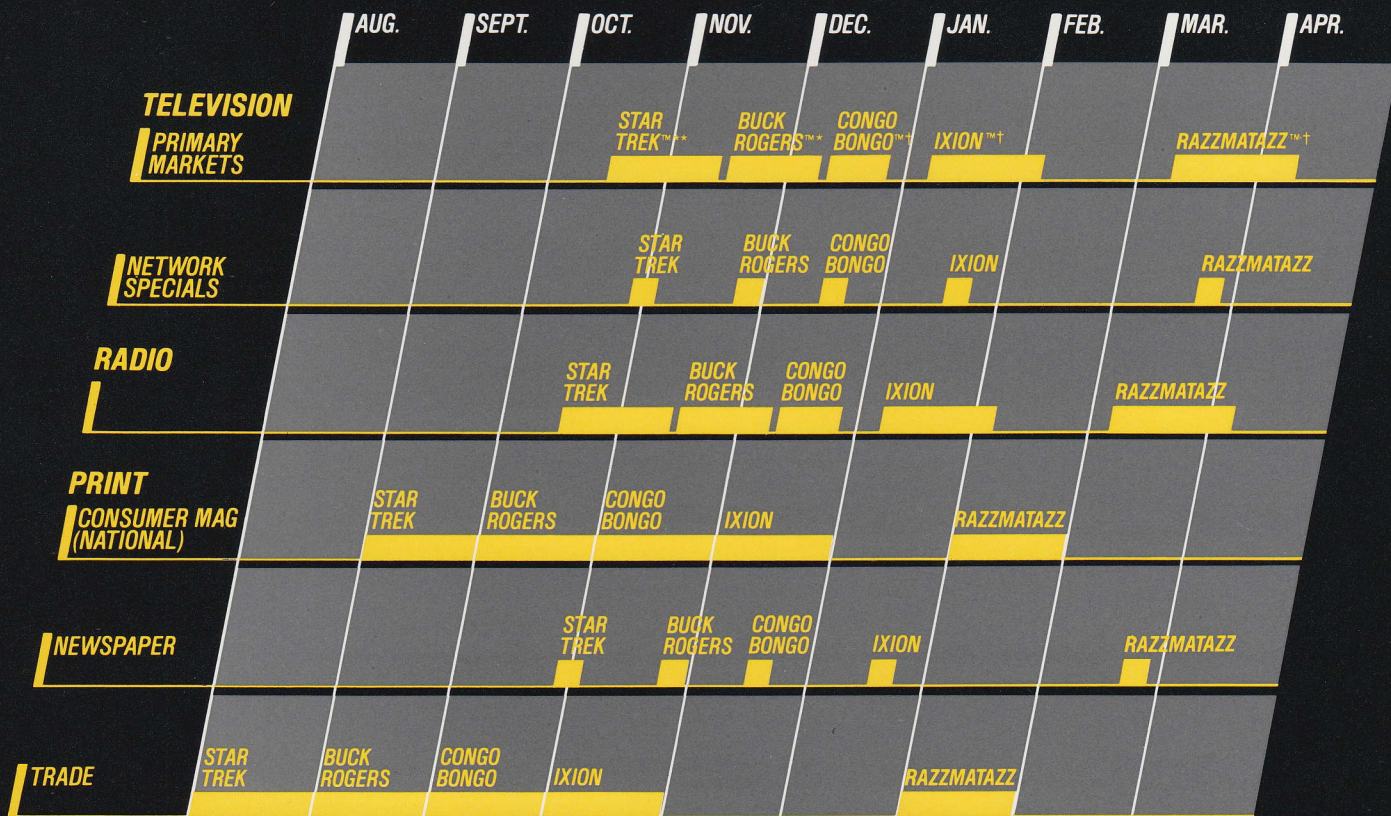
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TITLE	ATARI 2600	ATARI 5200	ATARI 400/800 1200XL	VIC 20	TI 99/4A
TAC-SCAN™†	NOW	8/22/83	8/22/83	8/22/83	
THUNDERGROUND™†	7/25/83				
STAR TREK™**	9/5/83	9/19/83	9/19/83	9/19/83	9/19/83
BUCK ROGERS™*	10/31/83	10/31/83	10/31/83	10/31/83	10/31/83
CONGO BONGO™†	11/7/83	11/7/83	11/7/83	11/7/83	11/7/83

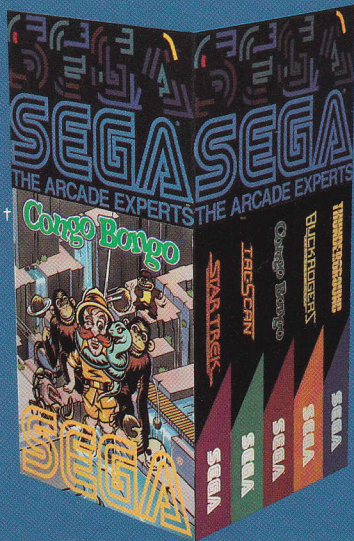
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SPOT MARKETS/TV & RADIO

- | | |
|------------------|----------------|
| NEW YORK | GRAND RAPIDS |
| PHILADELPHIA | INDIANAPOLIS |
| BALTIMORE | ATLANTA |
| WASHINGTON, D.C. | DALLAS |
| BOSTON | HOUSTON |
| PITTSBURGH | MIAMI |
| CHICAGO | LOS ANGELES |
| CLEVELAND | SAN FRANCISCO |
| DETROIT | PORTLAND |
| KANSAS CITY | SEATTLE |
| ST. LOUIS | DENVER |
| MINNEAPOLIS | SALT LAKE CITY |
| CINCINNATI | PHOENIX |

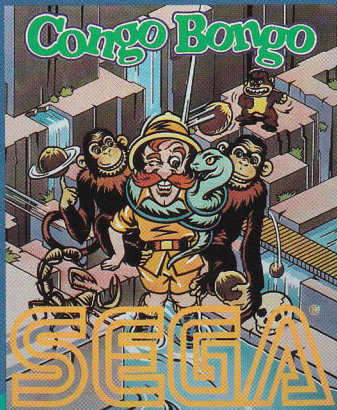
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COUNTER CARD



MOBILE



POSTER



STICKER



SEGA[®]

THE ARCADE EXPERTS