

Ultravisión

UltraneWS

Ultravision™

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ULTRAVISION UNVEILS COMPREHENSIVE DEALER PROGRAM
TO BACK-UP THRILLING NEW PRODUCT INTRODUCTIONS

Arcade Video Game/ Computer/TV/Self-Contained Color Console
Introduced Along With Accessories And Software Line

Ultravision, the most exciting and most advanced video arcade hardware, software, and accessories manufacturer is launching its new product introductions at WCES along with a comprehensive dealer back-up program. "This high-impact merchandising program translates into visibility and profits for our sales network," says Al Orosa, Executive Vice President of this Florida-based firm.

"Our product line is a sure-winner for dealers," he explained. "We've taken the word 'obsolete' out of our plans, and are coming to market with a completely self-contained unit with its own 10" diagonal high-resolution color screen that is not only a fast-action 'life-like' arcade-style video game, but since it also includes a 64K RAM memory and Z80 microprocessor, it is computer capable and expandable. If

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these features aren't exciting enough...the Ultravision console also includes a conventional TV which runs on a separate system...and you can also play Atari VCS compatible games on this unit.

What does this mean for the dealer? "Easy, it opens a Pandora's box of unlimited repeat sales," he commented, "since consumers will want to buy:

- exciting new Ultravision software
- Atari VCS software
- Ultravision accessories for the Ultravision console as well as for the Atari VCS system and other game and computer hardware
- computer peripherals as well as computer games and application software

In order to help the dealers sell-through, Ultravision is offering an 8-point back-up program:

A complete range of point-of-purchase materials is available for both in-store use as well as for dealer give-aways:

- in-store display unit for the Ultravision console that lets you create a "real" arcade experience in your store
- posters with colorful graphic re-creation of the Ultravision games
- four-color mailers, stuffers and attention-getting counter-card holders for these brochures
- co-op advertising allowance: 3% of net sales
- spec sheets/catalog sheets detailing in easy-to-understand English all of the console's exciting features and functions
- attractively packaged software--making it suitable for on-the-floor display, or easily stackable in your storeroom
- a full advertising/promotion campaign aimed at building traffic. It will be a hard-hitting trade and consumer

campaign with a heavy print schedule. The advertising program will be kicked-off at WCES with 4-color, 2-page advertising spreads appearing in leading trade publications

For additional information contact Susan Schreiner at Schreiner Associates, (617) 353-1143.

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ULTRAVISION INTRODUCES FIRST SEMI-COMMERCIAL JOYSTICK
FOR CONSUMER MARKET CONTAINING TWO FAST-ACTION
FIRING BUTTONS ON ONE STICK

Ultravision's New Line Of Accessories Pack More Fun
Into Video Games Plus Profits And Repeat Business
For Retailers

Ultravision is coming to WCES not only with the most advanced arcade video game system available to consumers, but also is introducing a full line of accessories to complement and enhance this exciting game experience. Several of these accessories are also compatible with other game and computer systems, notes this Florida-based firm.

The Ultravision accessories lineup introduced at WCES includes:

- **JOYSTICKS.** The biggest news in video games are Ultravision's arcade-style, fast-action joysticks. "now you can beat any video game single handed," says Al Orosa, Executive Vice President. These are the only semi-commercial joysticks on the consumer market that contain two firing buttons on one stick--controllable with your thumb and index finger. These 16-position, comfortable, easy-grip, self-centering joysticks accomodate even the largest hand. Players may position these joysticks against the console

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IT'S A GAME. A COMPUTER. A COLOR TV.
ULTRAVISION INTRODUCES THE ONLY PORTABLE,
COLOR ARCADE VIDEO GAME SYSTEM THAT UPGRADES:
NOT OBSOLETE

Don't Get Caught With Out-of-Date, Incompatible Home
Video Game Software Again. Ultravision Plays Almost
All Existing Game Software, Plus Instantly Hooks-Up
To Home Computer, VCR and Video Camera

Ultravision is revolutionizing the video game industry this January with the introduction of the only self-contained, video game/ TV/ personal computer system that brings home the sights, sounds and excitement of real arcade games--like no other game-only system. Since the TV runs on separate inputs, users get video game/computer resolution far superior to that commonly available through a standard TV, according to Al Orosa, Executive Vice President of this Florida-based firm.

The only home arcade game system on the market with semi-commercial

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arcade controls, Ultravision expands to become compatible with any personal computer, includes its own UHF/VHF TV, and plays most existing software designed by other game manufacturers. Since it has an expandable 64K RAM memory and a game expansion module you can play more software than on any other system. You can play 16K and 32K games--Atari VCS compatible software such as: Imagic, Activision, Parker Brothers, U.S. Games, etc. And, if you're playing Ultravision's own software, you'll know immediately that you're not playing an ordinary game. Plus, you can even play computer games or educational software via your hooked-up computer.

The only arcade video game system to offer this much compatibility with other game and computer systems, Ultravision plans to introduce a line of computer peripherals in early '84--making it the only game system that grows in sophistication with its user. This is one game/computer system that will not obsolete!

GET TWO SYSTEMS IN ONE CABINET

Ultravision is a one-piece console with a built-in 10-inch diagonal, high-resolution color display monitor/TV tuner. Computer and video games input directly into the monitor to the RGB elements through composite video inputs. Viewers are treated to superior graphics' definition and color as well as stunning screen effects similar to those available on coin-operated games, such as 3-D rotation and zooming in and out.

Special sound and video effects (music, crowd noises, cheers, explosions) are stored in the game's memory system. A built-in, dual speaker sound system produces simulated stereo, and enhances special effects far beyond that available via TV--such as reverberation and echo. Headphone jacks (for private listening, if desired) and volume controls (to define and project special sound effects are

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also built-in.

PLUS...THE POWER OF A COMPUTER

Ultravision incorporates solid state electronics powered by an advanced Z80 microprocessor. "This Z80 is the same chip that powers the TR-80, Xerox 820, DEC Rainbow 100 and other expensive personal computers," notes Orosa. When used as a computer for games or programming, Ultravision's monitor connects directly to computer peripherals such as graphic printers, multiple disc drives, cassette decks, telephone modems, telecommunication devices, memory expanding modules, etc.-- through I/O (Input/Output) ports. Ultravision is compatible with CP/M software and its primary language is BASIC and Z80. Other languages, such as PASCAL, FORTH, FORTRAN and COBOL are optional. In addition, Ultravision plans to introduce its own line of application software early this Spring. The system offers a 64K RAM user-memory that is expandable to 128K; 12K ROM; and produces impressive graphics in 16 colors.

OTHER VERSATILE USES

Because Ultravision comes with its own self-contained high-resolution color monitor, the system is also ideal for use with VCRs and cameras, and for home security monitoring when connected to a CCTV (closed circuit) video camera.

ACCESSORIES ALSO INCLUDED

The Ultravision console comes with several unique accessories:

- two, fast-action, 16-position, two firing buttons on one-stick game controls plus additional built-in keys on the front panel for playing computer games or running computer programs
- one pair of headsets

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- this portable unit operates on AC/DC currents. A cigarette-lighter adapter cord is included--for playing your Ultravision on-the-go, on your boat or in your van or car

(for additional details see accessories release)

MISC. SPECS

Weight: under 10 lbs.
Power Consumption: 70 watts major
Dimensions: 15"H x 15"W x 19" depth
Suggested Retail: \$595.95

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ULTRAVISION RETURNS TO ORIGINAL OWNERS

Ultravision, Inc. has undergone a reorganization, resulting in the appointments of new officers.

The Board of Directors has elected Jorge Azel, President and Al Orosa, Executive Vice President.

This reorganization reflects a return of the organization to its original owners and to private ownership.

For a brief time, the company's organization consisted of numerous stockholders. The majority of the stock has now been returned to the original owners.

Ultravision, Inc. is revolutionizing the consumer electronics business with its introductions at WCES of a new concept in game hardware, software and accessories. The hardware is a self-contained, 10"-diagonal, high resolution console that brings the sights, sounds and excitement of real arcade games to the home-user, in addition to being computer compatible and expandable and containing a color television. This Florida-based firm is also introducing a line of software and accessories compatible with its hardware, exclusively; as well as another line that is Atari VCS compatible.

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ULTRAVISION LAUNCHES BROAD LINE OF SOFTWARE FORMATS
AT WCES ALONG WITH INTRODUCTION OF MOST SOPHISTICATED
HOME ENTERTAINMENT SYSTEM

Innovative, Exciting Consumer Warranted Game and Computer
Software Translates Into Increased Profits For Dealers

Not content with revolutionizing the home arcade game/video field at WCES with their newly introduced self-contained home entertainment system, Ultravision is also generating excitement with the introduction of the broadest line of software program-formats in the industry, according to Al Orosa, Executive Vice President for this Florida-based company. "We don't believe in second best or planned obsolescence," he continues. "We believe in taking the state-of-the-art to its limit." The Ultravision console contains a video arcade game format, TV, computer compatibility plus a 10" diagonal high-resolution color monitor--all in one portable unit! (see product release for additional information) "We've built-in reliability and quality from beginning to end," Orosa says.

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Ultravision packs the thrills and slam-bang action of coin-op games into its games--that consumers will play over and over again in the comfort of their own living rooms.

Ultravision software is guaranteed to expand dealer profits, he notes. Its profitability is attributable to Ultravision's introduction of a full-range of exciting software product lines--for both the game and consumer markets. One line of games will be compatible with the Ultravision console only, while another line will be, for instance, Atari VCS compatible.

ULTRAVISION'S SURE-FIRE SOFTWARE:

- GAMES BY ULTRAVISION FOR ULTRAVISION. "State-of-the-art hardware demands state-of-the-art software," comments Orosa. Ultravision software is designed to take full advantage of the extraordinary capabilities of the Ultravision hardware. They are designed to keep pace with the rapid advancements in computer technology--since the Ultravision console contains a 64K RAM and Z80 microprocessor. The excitement and visual action previously available only at coin-op arcades now comes into your home: simulated stereo-sound, animated three-dimensional color images, zooming in and out, 3-D rotation, crowds cheering, explosions, reverberation, plus much, much more... Several action-packed, challenging games will be introduced at WCES, such as UNEXPECTED DANGER, DARE DEVIL DRIVER, AIR/SEA ATTACK, SPACE WAR, B-52 BOMBER, BASEBALL, SWIM-MEET, QUEST FOR THE IDOL, EMERGENCY II, CONDOR ATTACK II, AND KARATE II. Other title introductions are planned throughout the year.

Suggested Retail: \$49.95

- ULTRAVISION'S ATARI VCS COMPATIBLE SOFTWARE. The excitement of Ultravision-designed games will also be available to owners of Atari VCS and Sears Tele-Game Systems. "Since it is estimated that more than eight million Atari VCS consoles have been sold, this Ultravision compatible software will certainly generate more walk-in and repeat sales. It will revitalize dealer sales to Atari VCS owners bored with run-of-the mill games," says Orosa. On the heels of the newly introduced, innovative CONDOR ATTACK and KARATE, at least four additional titles will be introduced in time for WCES: SPACE ROBOT, ASTRO BATTLE, SEA HAWK, and EXOCET. Ten to twelve exciting new games will be announced

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later this year. With an Ultravision expansion module, these games will also be compatible with the new Ultravision console. Suggested retail: \$34.95

- COMPUTER GAMES. Ultravision will introduce a series of computer game software later this year. "But in the interim," comments Orosa, "the consumer can play a wide-range of pre-existing games on our console on their e.g. Apple, Commodore or Atari 800 computer since our console features a 64K RAM and Z80 microprocessor."
- COMPUTER APPLICATIONS SOFTWARE. While one can use widely available Apple and CP/M-based software, Ultravision plans to market its own line of applications software, in time for their consoles' March 1983 delivery.

PACKAGING AND OTHER FEATURES ADD TO SALES

Ultravision is the first manufacturer offering consumers a seven-day satisfaction guarantee. PLUS:

- specially designed T-bar handle to make Ultravision cartridges distinct and easy to identify
- attractive high-tech packaging that generates maximum appeal for Ultravision software, among all age groups
- each Atari VCS compatible game pack contains an abbreviated storyboard comic strip
- easy-to-understand, illustrated, four-color game instruction pamphlets tucked into each game pack

Orosa concludes, "Ultravision is offering the dealers an unbeatable package of products and plans that translates into profit-winners."

For additional press information, contact Susan Schreiner at Schreiner Associates (617) 353-1143.

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WHAT IS ULTRAVISION ?

- • • only the most revolutionary home entertainment system

1. HARDWARE:

WHEN ULTRAVISION INTRODUCES THE ONLY PORTABLE, SELF-CONTAINED, COLOR, ARCADE-STYLE, VIDEO GAME/COMPUTER/TV SYSTEM, OTHER VIDEO GAME MANUFACTURERS WILL HANG-UP THEIR JOYSTICKS AND GO HOME

- completely self-contained 10-in. diagonal, high-resolution color monitor
- special sound and video effects
- simulated stereo sound system
- frees-up your other household TVs
- and more...

ULTRAVISION IS COMPUTER COMPATIBLE AND EXPANDABLE

- powered by a Z80 microprocessor
- contains an 8-Bit chip
- 64K Byte RAM
- add-on computer peripherals through the monitor's I/O port:
accommodates graphic printers, multiple disc drives, cassettes,
telephone modems, etc.
- even CP/M and Apple software compatible

INCLUDES A TELEVISION

- runs on a raster-scan system distinct from the game/computer monitor

OTHER USES

- hook-up your VCR and camera to the monitor
- home security monitoring applications when connected to a CCTV (closed circuit video camera)

II. SOFTWARE:

ULTRAVISION RUNS MORE SOFTWARE FORMATS THAN ANY OTHER SYSTEM, PLAY:

- Ultravision games designed specifically for the Ultravision console
- Ultravision action games, compatible with Atari VCS systems
- Atari VCS compatible games on your Ultravision console through the Ultravision external expansion module
- computer application software, including CP/M
- computer game software

III. ACCESSORIES:

MANY ULTRAVISION ACCESSORIES ARE INCLUDED IN THE HARDWARE PACKAGE OR SOLD SEPARATELY. MANY ARE ALSO ATARI VCS COMPATIBLE. THEY INCLUDE:

- most advanced, fast-action, two button one one stick, 16-position, self-centering, comfortable joysticks
- the above joystick features plus a computer control panel*
- headset*
- external expansion module
- coiled cords for playing away from the console
- car lighter adapter cord for playing on a boat, van or car*
- plus lots more...

(* included with console)

IV. DETAILS:

- fully portable, runs on AC or DC current
- weighs under 10 lbs.
- suggested retail of console including extras: \$595.95

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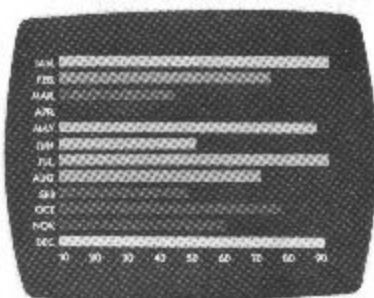
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**Ultravision
helps you
beat the odds**

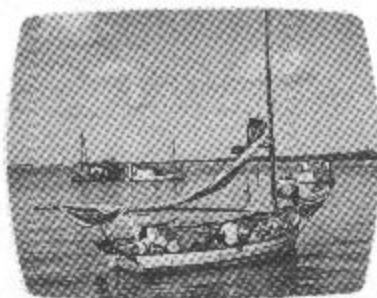


Ultravision™ puts it all together for you!

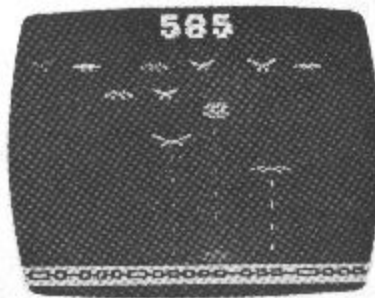
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It's a Color TV,



It's an Arcade,



It's Ultravision!
And it's portable!

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If winner cannot claim their prize at the
show, it will be mailed following the show. No
purchase necessary. Only one entry per per-
son per day during the show.

Employees of Ultravision, Inc., its divisions,
suppliers, advertising agency and affiliated
media are not eligible.

Ultravision

"We put it all together just for you."

See it at Booth 4606



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