



*A Universe of Excitement
at Your Fingertips!*

Vidtec™

Vidtec is a word that we coined to reflect the foundation of our business. Our thrust is to focus advanced technology on video products, thus providing increased consumer entertainment from home video equipment. Technology and Video. Video and Technology. Vidtec.

Approach

First and foremost, we are in business to provide home entertainment for families and individuals. We intend to provide this service by developing a library of games suitable for play by youngsters, youths, and adults, and marketing these games at competitive prices.

Team

Our first priority has been to assemble a team of knowledgeable, experienced game designers to develop concepts. These concepts were then refined into games with enhanced playability ... prolonged interest and challenge for players of various ages and skill levels, superlative graphic animation, and scoring excitement.

The next step in bringing a superior product to the consumer marketplace involved the skill and experience of engineering and manufacturing personnel. Here again, we have brought together a team with vast experience in translating the wonders of semiconductor technology into enjoyable, high quality products.

Research

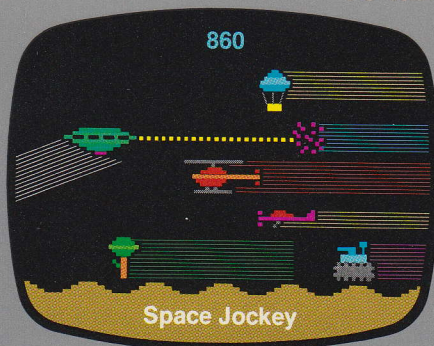
Our next priority is to carefully research our potential market to ensure that our games provide maximum fun and entertainment. Our affiliation with The Quaker Oats Company will expand our data base and sharpen our insight into developing products that match the diverse interest of the consumer marketplace.

Products

But actions speak louder than words. Our initial offering of games accurately reflects our consumer service and value philosophy, as well as demonstrates the "library of games" concept. *Sneak 'n Peek*, based on the traditional children's activity hide-and-go-seek, provides hours of fun for one or two youngsters. *Word Zapper* can be played by youngsters, but with 24

Space Jockey™

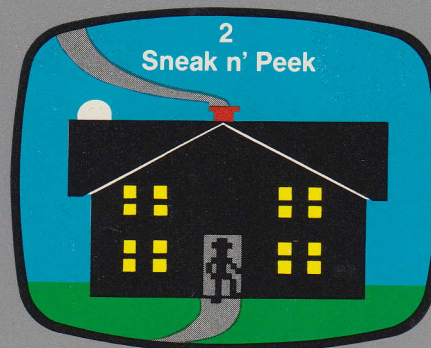
VC-1001



Video fans get set ... the hottest new game in the cosmos has arrived! All new and packed with action, *Space Jockey* puts you at the controls of a supercharged Attack Saucer. Think fast ... move swiftly ... you'll be doing battle with hordes of helicopters, waves of fiendish jets, even prop planes, balloons and tanks! Think you've mastered the enemy? Just move up to the next level for a far-out challenge you never thought came in a video game!

Sneak 'n Peek™

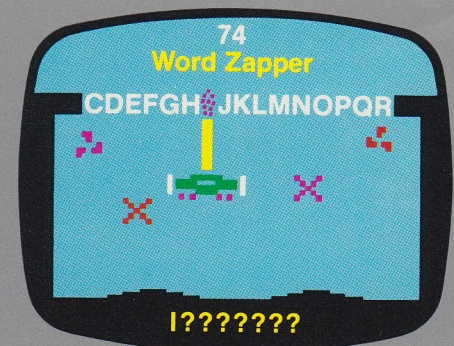
Time for hide and seek supreme with VIDTEC's own *Sneak 'n Peek*! Tiptoe around a mansion filled with furniture till you find a good place to hide. Make sure you explore all the rooms, plus outdoors ... each has its own dazzling graphic display! Your opponent (or the computer) races against the clock to find your secret hiding place — it could be almost anywhere. Upbeat background music makes the chase more intense ... you've never heard anything like it before. A video adventure beyond compare for youngsters — as well as the young at heart!



VC-1002

Word Zapper™

VC-1003



Flash! You've got to be quick to play *Word Zapper*. Flash! A word appears on the screen ... now it's gone. Can you put it back together? You're given lots of letters and blank spaces, but there's one catch: you must fire your letter into place with the aid of a Word Cannon. If you miss, the computer lets you know loud and clear! A new mind-twisting challenge guaranteed to leave you spellbound.

game variations also provides an ample adult challenge. *Space Jockey*, *Commando Raid*, and *Towering Inferno* are a sampling of our highly animated, action games for players of all ages, particularly the youth market.

Advertising

Strong products deserve powerful promotional support, and that's just what we intend to do. We'll support the Vidtec brand name and individual game titles with heavy national advertising in magazines and on television. We'll supply high visibility point-of-purchase material and unique merchandising programs. Plus, we're setting up a generous cooperative advertising program, providing funds for the local retailer to convert consumer awareness into sales.

Distribution

Being sensitive to consumer wants and designing and manufacturing products to fill those wants is still not enough. Our products must be readily available to consumers in convenient retail outlets. Hence, we are developing a broad network of distributors and retailers. Our policy toward this invaluable distribution network is simply to be fair and forthright, as we share the benefits of our planned growth.

Future

And we do plan to grow. We believe that our approach through research of consumer wants, interpreted and utilized by

experienced game designers and technologists, will result in a library of games with superior playability and consumer interest. These extraordinary products, promoted by carefully targeted, highly creative promotional programs and presented to consumers through appropriate retail channels, will establish Vidtec home video games as the marketplace leaders. Come join us!

U.S. Games Corporation

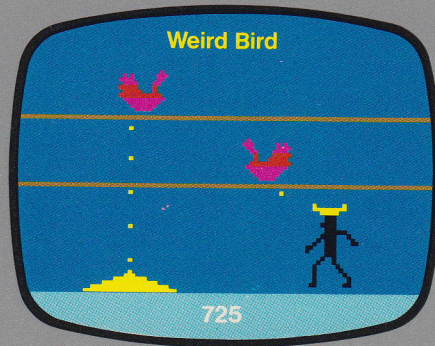
Commando Raid™
VC-1004



The battle rages on ... the enemy is everywhere ... the sounds of the siege surround you ... and it's up to you to protect your position at all costs. Out of the sky they come — bombers, paratroopers, jet fighters — shoot them down before they annihilate you! If a paratrooper lands, he will advance on foot ... with enough reinforcements, he will take your post by storm! *Commando Raid* is front line fun for warriors of all ages.

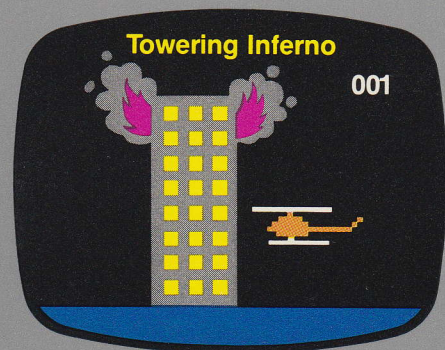
Weird Bird™

It's the strangest lookin' varmit you've ever seen ... it's *Weird Bird*! *Weird Bird* just loves to lay eggs, so watch out: if an egg hits the floor before you can catch it, the yolk's on you! Think you've got a clear shot at the crafty critter? Have at it, and watch those feathers fly! Get *Weird Bird* mad enough, and he moves in even closer ... now you're in big trouble. *Weird Bird* is High Flyin' egg-citement for the whole brood.



VC-1005

Towering Inferno™
VC-1009



Sirens blare. Alarms sound. The Plaza Skyscraper is ablaze and hundreds are trapped on its upper floors! A veteran firefighter, you race to the scene and take a helicopter to the rooftop. Quickly, you dispatch your men to battle the deadly flames. Smoke engulfs the passageway ... flames crackle and dance dangerously close to you. When the passage clears, flee to the rooftop helicopter and escape with as many survivors as possible. *Towering Inferno* is one game guaranteed to heat you up!

Coming Soon—

VC 1006 Squeeze Box • VC 1007 Untitled • VC 1008 Guardians of Treasure
VC 1010 Gopher Attack • VC 1011 Maze Chase



By U.S. Games Corporation
A subsidiary of The Quaker Oats Company

1515 Wyatt Drive
Santa Clara, California 95054
Telephone (408) 748-9800
Telex 171136

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VC-1001



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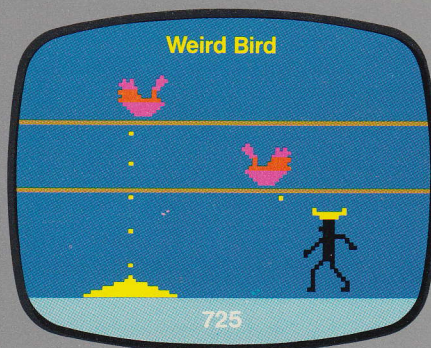
VC-1004



The battle rages on ... the enemy is everywhere ... the sounds of the siege surround you ... and it's up to you to protect your position at all costs. Out of the sky they come — bombers, paratroopers, jet fighters — shoot them down before they annihilate you! If a paratrooper lands, he will advance on foot ... with enough reinforcements, he will take your post by storm! **Commando Raid** is front line fun for warriors of all ages.

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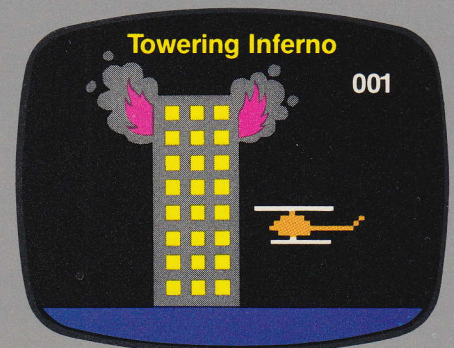
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VC-1005

Towering Inferno™

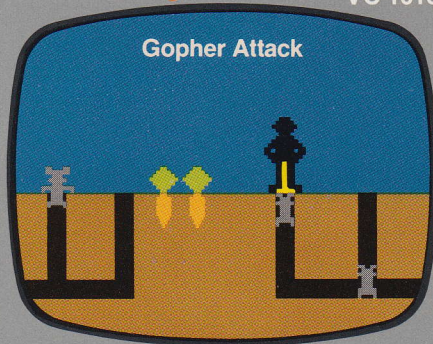
VC-1009



Sirens blare. Alarms sound. The Plaza Skyscraper is ablaze and hundreds are trapped on its upper floors! A veteran firefighter, you race to the scene and take a helicopter to the rooftop. Quickly, you dispatch your men to battle the deadly flames. Smoke engulfs the passageway ... flames crackle and dance dangerously close to you. When the passage clears, flee to the rooftop helicopter and escape with as many survivors as possible. **Towering Inferno** is one game guaranteed to heat you up!

Gopher Attack™

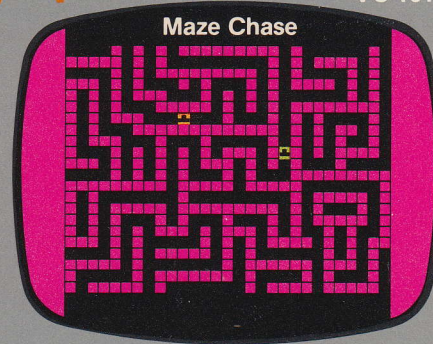
VC-1010



It's subterranean sabotage! Your entire crop of carrots is under siege by a pack of the meanest, hungriest, sneakiest gophers you've ever seen. These terrors of the terra know no fear, so be careful they don't eat you out of house and home. Got your Gopher Bonker ready? Deal that gopher a nasty blow, but don't miss, or he'll tunnel even closer and faster to your precious produce. **Gopher Attack**. . . you'll really go-ph-er this one!

Maze Chase™

VC-1011



There's no escaping **Maze Chase**! Miles beneath the surface of the earth lie the eerie catacombs of an ancient alien civilization. Suddenly, you find yourself trapped within its never-ending walls. In the darkness lurks a diabolical opponent who wants nothing more than to wall you in forever. Can you outwit his clever ploys? Or will you be locked in limbo until the end of time? Sneak down a secret path, but keep a sharp eye out. . .there's danger at every turn. **Maze Chase** is a life-or-death challenge guaranteed to a-maze and entertain you for hours.

LIMITED NINETY DAY WARRANTY

U.S. Games, Corp. warrants to the original consumer purchaser that your Vidtec video game cartridge is free from any defects in material or workmanship for a period of ninety days from the date of purchase. If any such defect is discovered within the warranty period, U.S. Games, Corp. will repair or replace the cartridge free of charge on receipt of the cartridge, with proof of date of purchase, postage paid, at:

U.S. Games, Corporation
1515 Wyatt Drive
Santa Clara, CA 95054

This warranty does not apply to defects resulting from abuse, alteration, or unreasonable use of the cartridge.

Any applicable implied warranties, including warranties of merchantability and fitness, are hereby limited to ninety days from date of purchase.

Consequential or incidental damages resulting from a breach of any applicable express or implied warranties are hereby excluded. Some states do not allow limitations on how long implied warranties last and do not allow exclusion of incidental or consequential damages, so the above limitation and exclusions may not apply to you.

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

SERVICE AGREEMENT

If, after the ninety day limited warranty period, your Vidtec cartridge requires service, U.S. Games, Corp. will service the cartridge on receipt, postage paid, with proof of date of purchase, with your check in the sum of \$5.00.



By U.S. Games Corporation
A subsidiary of The Quaker Oats Company

1515 Wyatt Drive
Santa Clara, California 95054
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Telex 171136

CONFIDENTIAL DEALER PRICE LIST

June 6, 1982

VIDEO CARTRIDGES

Playable through Atari® Video Computer System™

MODEL	TITLE	MASTER PACK	DEALER COST	SUGGESTED RETAIL
VC 1001	Space Jockey™	60	\$14.88	\$24.95
VC 1002	Sneak 'n Peek™	60	\$18.50	\$29.95
VC 1003	Word Zapper™	60	\$18.50	\$29.95
VC 1004	Commando Raid™	60	\$18.50	\$29.95
VC 1005	Weird Bird™	60	\$18.50	\$29.95
VC 1006	Squeeze Box™	60	\$18.50	\$29.95
VC 1007	Untitled	60	\$18.50	\$29.95
VC 1008	Guardians of Treasure™	60	\$18.50	\$29.95
VC 1009	Towering Inferno™	60	\$18.50	\$29.95
VC 1010	Gopher Attack™	60	\$18.50	\$29.95
VC 1011	Maze Chase™	60	\$18.50	\$29.95

Minimum Qualifying Order: Initial order—600 units assorted.
Reorders—240 units assorted.

All orders must be in master pack quantities.
(Each master pack contains 10 individual shelf packages of six cartridges.)

- **FOB:** Santa Clara, CA
- **FREIGHT:** Surface freight prepaid subject to minimum qualifying quantities.
- **TERMS:** 2% 15, Net 30 Days.
- **COOPERATIVE ADVERTISING:** 5% accrual of net purchases. Subject to Co-op Policy.
- **WARRANTY:** Limited 90 days—one way freight paid by sender.
All returns will require an authorization number from U.S. Games.
- Price subject to change without notice.

ORDER ACCEPTANCE SUBJECT TO TERMS OF SALE (see reverse side) AND APPROVAL OF U.S. GAMES CORPORATION.



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STANDARD TERMS

Terms are 2% 15 Net 30. Terms are from date of shipment not receipt of goods or receipt of invoice. The cash discount is offered for payment within 15 days. To earn the discount, payment must be received by U.S. Games at our office in Santa Clara, California, or at the remit to address on our invoice, prior to the 21st day after shipment. Discounts taken on payments received the 21st day or after, from date of shipment must be refunded to U.S. Games.

TERMS ACCELERATION

In placing an order with U.S. Games, unless otherwise indicated by customer at the time of order, customer affirms that all merchandise inventory and accounts receivables are free and clear of liens or encumbrances of third parties. U.S. Games reserves the right, at its sole discretion, to demand immediate payment of all customer indebtedness, whether or not then due, in the event of an undisclosed existence of, or subsequent placement of, a lien or encumbrance by a third party on customer's merchandise inventory or accounts receivable.

U.S. Games reserves the right, at its sole discretion, to demand payment of all customer indebtedness, whether or not then due, in the event of any delinquency which remains unpaid ten days after receipt by customer of a registered letter from U.S. Games announcing intent to accelerate terms under the provisions of this clause.

FREIGHT CLAIMS

All freight loss and damage-in-transit claims must be filed by the consignee with the delivering carrier.



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**Doing Business
with
U.S. Games**

A reference guide to policies, terms
and conditions for Distributors.



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Doing Business with U.S. Games Corporation

First and foremost, U.S. Games is in business to provide home entertainment for families and individuals. We intend to provide this service to consumers by developing a library of video games suitable for play by youngsters, youths, and adults, and marketing these games at competitive prices.

Being sensitive to consumer wants, and designing and manufacturing products to fill those wants, is still not enough. Our products must be readily available to consumers in convenient retail outlets. Hence, we are developing a broad network of distributors and retailers. Our policy toward this invaluable distribution network is simply to be fair and forthright, as we share the benefits of our planned growth.

If you currently distribute our games, thank you for your support. If you are considering our line of games, this brochure will give you a brief description of our programs and policies. If you need more information, please feel free to contact us.

WHO IS A DISTRIBUTOR? A distributor is a business organization which maintains inventory, serves local retailers, employs outside sales personnel, extends credit to retailers, and is recognized as a source for consumer electronic products. If this description matches your organization, we believe that our products and policies may enable us to develop a mutually beneficial business arrangement.

PRODUCTS. Our product development strategy is to bring to the marketplace a library of home video games which provide fun and entertainment for the entire family. Space Jockey™ and Towering Inferno™ are just two of our fast-paced action games. Word Zapper™ is a unique, highly animated action/letter game which provides hours of entertainment for youngsters ... these are only a sample of our continuously expanding line. All our games feature extraordinary graphics and animation, challenge for players of all skill levels, and scoring excitement. Our goal is to offer state-of-the-art, premier quality products.

NATIONAL ADVERTISING. We'll support the Vidtec brand name and individual game titles with heavy national advertising in magazines and on television, and supply high visibility point-of-purchase material and unique merchandising programs. Our intent is to pre-sell consumers to ensure rapid turnover and profits for retailers and our distributors.

CO-OP ADVERTISING. To heighten the impact of our national advertising in your trade area, we provide a cooperative advertising fund of 5% of your net purchases. This fund is designed to support your dealer's advertising in local media including newspapers, radio, television, or other advertising and special promotions.

Claims, along with proof of performance and appropriate cost substantiation, must be submitted within 60 days of the advertising and, when approved, will be paid by credit memo. Advertising claims cannot be deducted from remittances without a credit memo. Our "Co-op Program for 1982" contains pertinent details.

FREIGHT AND ORDER SIZE. Orders are shipped surface freight prepaid, FOB Santa Clara, California; therefore, freight claims are the consignee's responsibility. Minimum order requirements, for shipment at one time, are an initial order of 900 games and reorders of 300 games, any assortment, in master packs of 60 units per model.

PRICE PROTECTION. In the event that dramatic cost increases occur, or market conditions dictate, we will advise you 60 days in advance of a published price change. This advance notice allows ample time for buy-in or orderly inventory adjustment.

STOCK ADJUSTMENT. Based on your business pattern, you may balance inventory of current models once each calendar year. Our requirements are that 1) products are in factory-sealed master cartons, inventoried by our local sales representatives prior to the issuance of a return authorization; 2) an offsetting order of equal dollar value is placed, and 3) the return is made freight prepaid.

WARRANTY. We directly provide consumers with a limited 90 day warranty from date of purchase for repair or replacement of any game found defective due to materials or workmanship. The service charge for out-of-warranty products is \$5.00. Our warranty statement, included in each game, provides full details.

SUMMARY. We've designed our policies to be fair and to serve our mutual best interests. If you have any questions or wish to have our local sales representative contact you, please let us know.

Come join us ... the future looks very bright!



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vidtec™

Advertising Program



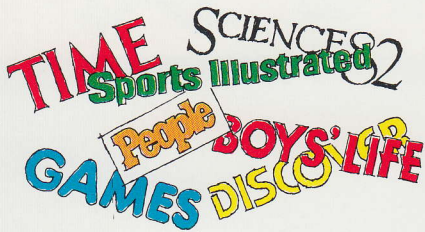
MILLIONS of viewer impressions...
MILLIONS
of reader impressions.

COMING AT YOU!

A Comprehensive National Advertising Program

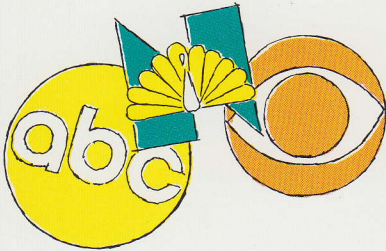
It's simple. Dynamite products deserve dynamic promotional support, and that's what we intend to do. With strategically placed advertisements aimed at generating brand awareness and loyalty, we're going to make the VIDTEC line of video cartridges the hottest new game in town. Have a look at what's in store for 1982...

NATIONAL MAGAZINE ADVERTISING...



Full page. Full color. High visibility and prestige. *Time*. *People*. *Sports Illustrated*. *Boy's Life*. *Science '82*. *Games*. *Discover*. *Scholastic Magazines*. The list goes on. We're going to be in the right place at the right time. Total readership of our ads: 174,740,290. And that's only the beginning.

TELEVISION IN KEY MARKETS...



Lights! Camera! Action! Vidtec game titles will be backed by a highly creative, carefully targeted national television campaign. Our TV plan calls for a "peak season blitz"...giving you strong support when you need it most. Reach and frequency. Millions of viewer impressions waiting to be converted to sales.

CO-OP MADE EASY...



We've changed the face of co-op advertising for good by making it usable and easy to understand. We start by giving you a healthy co-op allowance. All you have to do is follow some simple guidelines, and we'll take care of up to 100% of the tab. Artwork. Ad slicks. Copy. Everything you need to put together your own super campaign. It's co-op designed with the retailer in mind.

IN-STORE MERCHANDISING, TOO!



You'll love our sizzling banners and posters, and so will your customers. For every game title, we'll supply you with material that's both versatile and functional. When you're through, you may even want to use our posters as giveaways...they're going to be collectibles someday!

Look for details on our forthcoming promotional programs and contests, like "Name That Game"...all designed to generate foot traffic and keep those registers ringing.

Super product. Dynamic advertising support. It's a winning combination. We're going to make it happen in 1982...come join us!

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