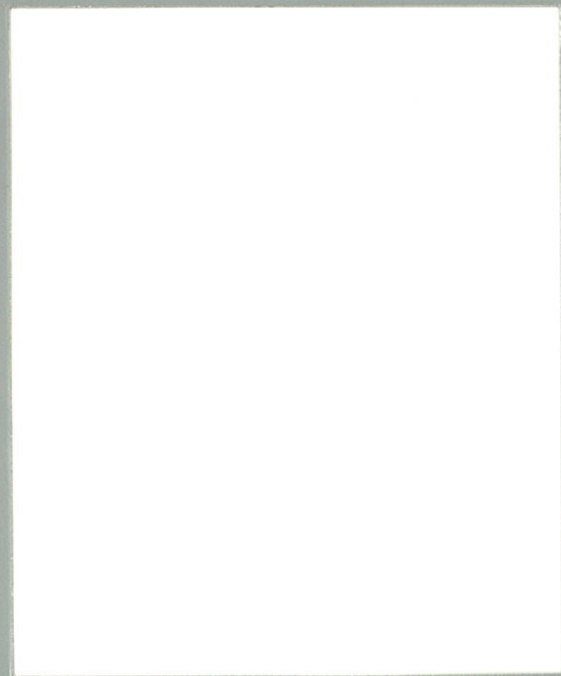
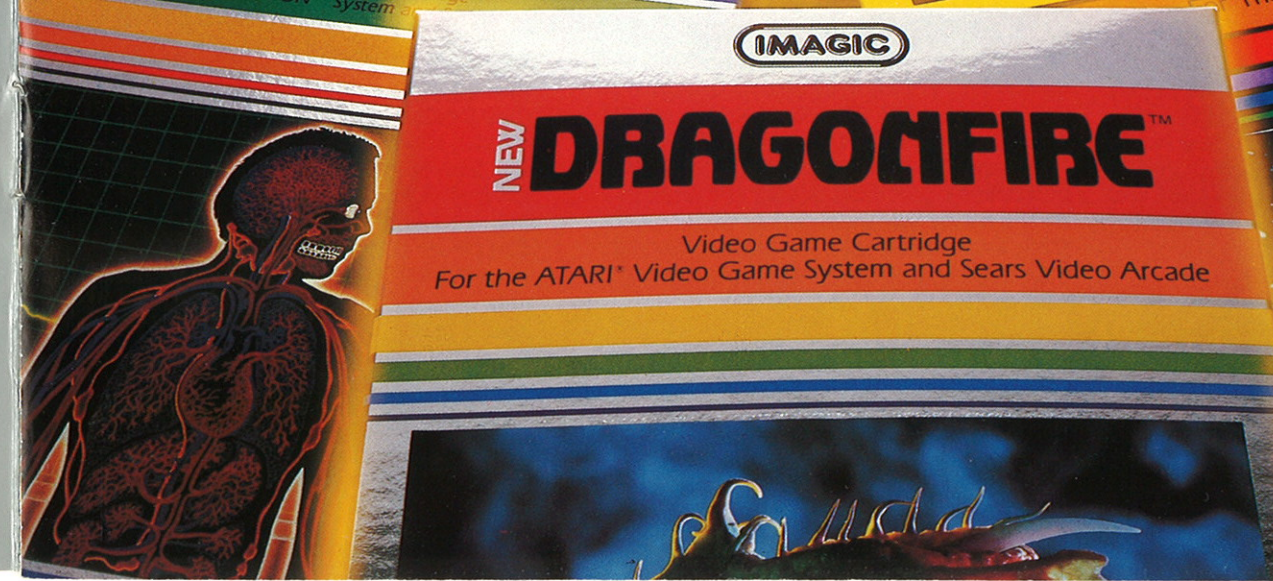


CREATED BY EXPERTS FOR EXPERTS



Imagic creates winning video games.
Our goal: Produce an entertainment
experience that sets new standards of
graphic realism and challenge.

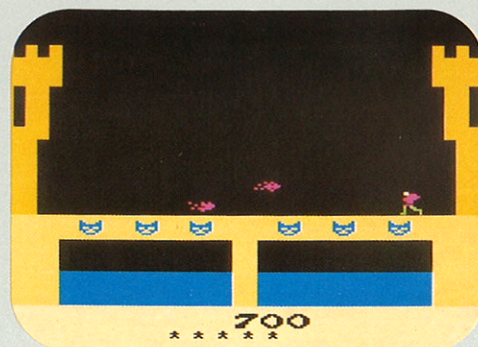
Imagic's creative team puts unbeatable
expertise into every game—the electric
ingredient that ignites the demand for
more! Discover Imagic—imagination,
and a touch of magic.



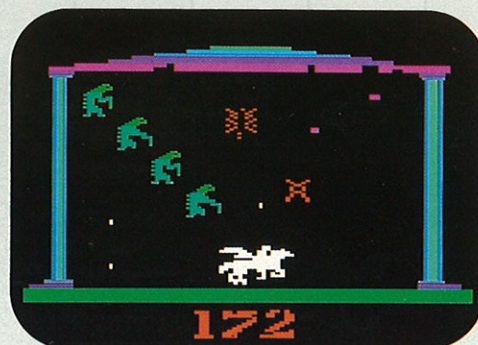
ATARI® 2600 COMPATIBLE CARTRIDGES

IA3611 NEW **DRAGONFIRE™**

Dreadful dragons control the King's castle! The young Prince wants them banished — but first he must reclaim the royal treasures. He has to cross castle bridges, dodging dragonfire as he goes. He leaps, ducks and sprints to reach the other side! Once across, the Prince enters a splendid storeroom. He can pocket every treasure he touches — diamonds, orbs, goblets and even golden harps! He must grab them all before he can escape. But he must beware the deadly dragons — they follow him with their fiery breath. Each dragon he meets is smarter and faster than the last — and some are almost invisible! How many bridges can he cross? How many storerooms can he empty?



DRAGONFIRE™



ESCAPE FROM ARGOS™

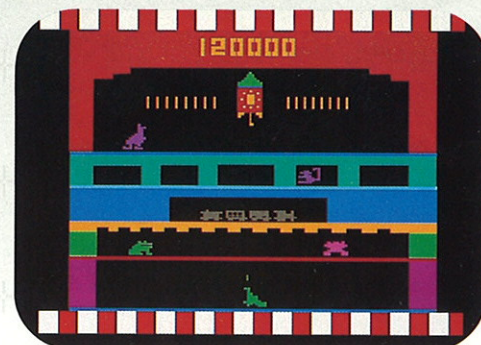


IA3203 **ATLANTIS**

The submerged city of Atlantis battles an unrelenting enemy assault and struggles to survive. Waves of flying foes batter the city's defenses. You command the Atlantean forces. Your three missile installations guard the skies, thick with alien aircraft. Make every shot count. Track and destroy them, or knock out their flagship and pulverize the fleet. Atlantis needs your help now!



SKY PATROL™

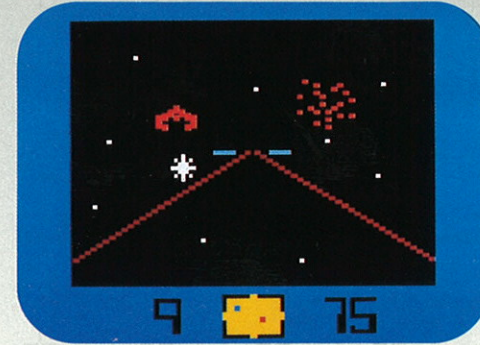


NEW **SHOOTIN' GALLERY** IA3410

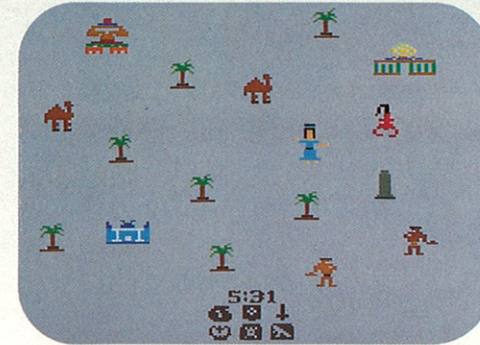
Step right up and take your best shot! Aim your popgun at the toy animals as they waddle and wiggle past. Monkeys, rabbits, kangaroos and seals make for fun targets — and a toy train rattles by for a special challenge. Can you keep the clock from running down? If not, that clever cuckoo will eat some of your ammunition! A delightful pleaser that youngsters will love. Perfect for ages 3 to 9.



DEMON ATTACK®

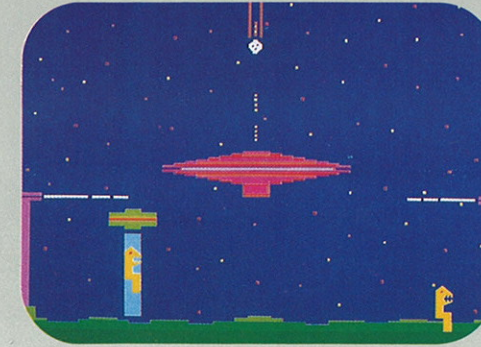


STAR VOYAGER®

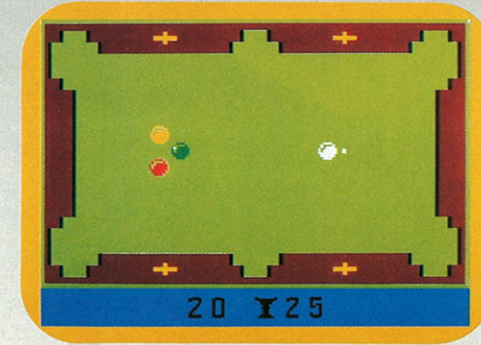


RIDDLE OF THE SPHINX™ IA3600

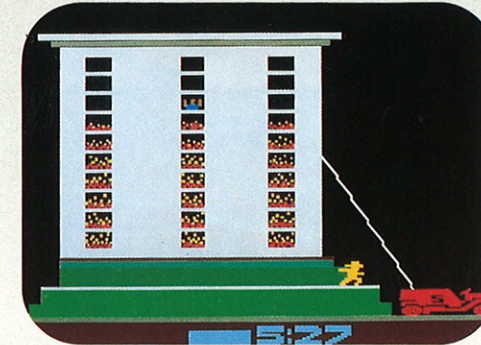
You wander through Egypt's Valley of the Kings, seeking to solve the Riddle of the Sphinx. Pyramids, palm trees and temples dot this parching desert. A flaming phoenix appears — and beware the god Anubis! Defend yourself. Collect priceless treasures and artifacts — they'll help you on your journey to the mysterious Sphinx. A must for strategy game enthusiasts.



COSMIC ARK™



TRICK SHOT



FIRE FIGHTER™ IA3400

Fire alert! Battle raging flames before they scorch a panicked victim. He's trapped in the building. He races for the roof. The blaze climbs quickly. Reach him with your ladder. Douse flames with your hose. Only you can save him! But hurry! You haven't much time. Action-packed with red-hot suspense. Fire Fighter calls for nerves of steel. It's Hero-Time!

DEMON ATTACK® IA3200

Pulsating demons scream overhead. They attack in waves. Fend them off with your laser cannon. Survival gets tougher — each barrage hits harder! Some tricky demons divide and keep coming! It's a split-second test of reflexes and instinct. Blink — but only if you must! Don't let these clever demons catch you off guard. It's either you — or them!

COSMIC ARK™ IA3204

The Cosmic Ark races to bring back creatures from distant planets. The awesome Ark glides through alien space. Foes attack from every side. Destroy them — or be blasted! Reach strange and distant worlds. Send a satellite to capture the skittish beasts in your tractor beam. They may duck away. Keep trying! Transport them to the Ark before another foreign horde attacks. Your mission — to seek and save.

STAR VOYAGER® IA3201

You pilot the Astro-Cruiser Star Voyager through treacherous space. Your mission: penetrate the seven star portals. Radar tells you where star portals lie — and fierce enemy ships. Blast them with laser fire or photon torpedoes. Keep energy levels up — or risk destruction! Only passing through a star portal restores energy. One or two players battle to survive. Each passage becomes more perilous. But there's no turning back!

TRICK SHOT IA3000

Name your game: Pool, English Billiards or Trick Shot combinations will tax any expert. One or two players compete for the winner's trophy. Authentic game play and sounds pull you irresistibly into the action. Cushion shots and just the right touch of "English" increase the challenge. Test your poise and accuracy as you chalk up your stick for some pool hall action.

MATTEL® COMPATIBLE CARTRIDGES

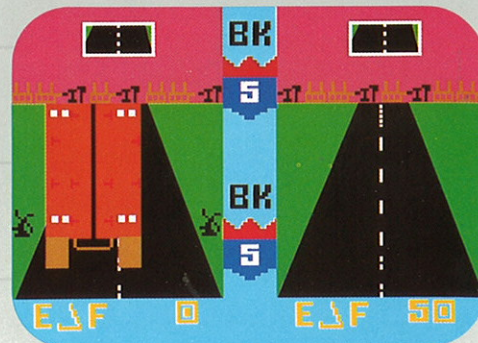
IM7607 NEW TRUCKIN'

Hey Big Buddy! Ride that rig! Your territory? Why, the four corners of the USA. Your job: deliver the goods on a tight schedule. Make strategic decisions about what cargoes to carry and which routes to pursue. Radio ahead. Find out what loads you need and where they're needed. Then power down that ribbon of highway.

You're ready to roll! Keep an eye peeled for turnouts — and for other truckers! They'll ace you out if they can. You've got to get where you're goin' — and get there first! You'll earn big bucks as you cover the map from sea to shining sea! One or two players compete against time — and each other. Go for it!



TRUCKIN'



SAFECRACKER™



IM7612 NEW SAFECRACKER™

You're the best bank robber in the business, and you're looking to get even better. Cruise down city streets in your black limosine. Keep an eye peeled for coppers — and for the next bank you'll burgle. And there it is, the perfect set-up. Slip inside for a little loot.

Can you crack the combination? Maybe you should blow it open, or would that bring the law down on you? Stash the cash. Cheese it! The cops! The chase is on. Can you keep ahead of them? Your Tommy gun says maybe so. But watch out! Innocent bystanders might get in the way — and your car careens mighty close to the curb. . . . Can you pull it off, or will you do time in the slammer?

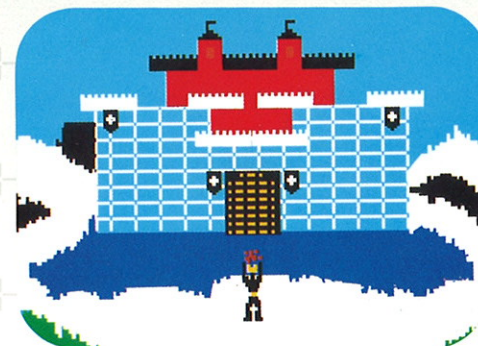
IM7604 NEW ICE TREK™

The legendary Nordic hero Thor travels toward the isolated castle of the Frost Giant. Thor must cross miles of frozen tundra. Massive herds of caribou thunder by him. He dodges left and right, trying to ski around them. They can gouge him with their antlers. If he must kill a caribou, the great and unforgiving Goddess of the Wilderness rises to avenge the loss!

His trials continue. He must bridge a frigid lake, using a huge hook to catch and link floating chunks of ice. Other icebergs will crash into his makeshift footbridge unless he destroys them first! When he finally reaches the Frost Giant's fortress, he assaults that loathsome castle with enchanted fireballs! Can he complete these formidable labors? If not he, then who?



ICE TREK™



IM7609 NEW NOVA BLAST™

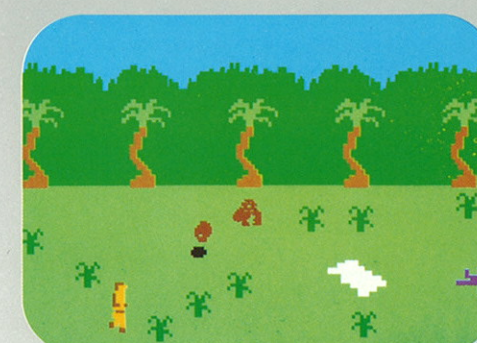
Pilot your Novon Skysweeper across the arid terrain of the planet. You must defend 4 cities in your quadrant from alien assault in the air and from the ground. Use your radar to detect enemy activity. Race to protect these civilized outposts. There isn't much time. Once a city's forcefield collapses, another direct hit will eliminate it! Engage the enemy in galactic dogfights. Locate anti-aircraft guns and destroy them. Beam up fuel as you run low. Only you can prevent catastrophic losses!



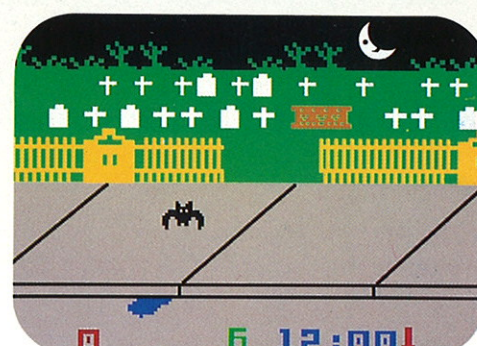
NOVA BLAST™



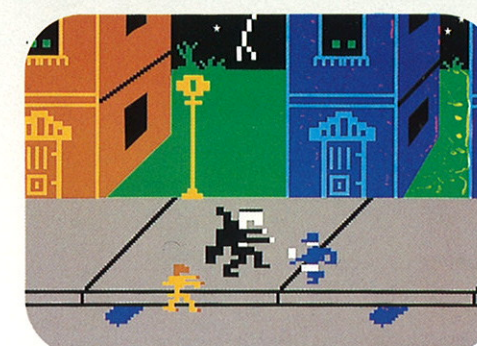
TROPICAL TROUBLE™



WHITE WATER!™



DRACULA



VIDEO STORAGE CENTER™ IC5000

For Atari or Intellivision Consoles
Organizes, protects and stores the Atari® Game System (or Sears Video Arcade) and 15 cartridges; or Intellivision® (or Sears Super Video Arcade) and 18 cartridges. Durable plastic construction, sturdy black base, simulated woodgrain panel, smoke-tinted dust cover.

NEW TROPICAL TROUBLE™ IM7605

You've been shipwrecked on a lonely South Sea island. Just the two of you, all alone, completely isolated. Or nearly. A huge beast appears suddenly and whisks away your favorite lady. Your course of action is clear: get her back! You've got to cross dangerous territory. Your life is in constant peril. Bruising boulders, flying coconuts, man-eating clams, vicious ferns and bubbling fields of lava block your way. The lady in distress leaves a trail of white hankies for you. They make you invincible for a time. But you've got to keep moving! Don't stand still — or you'll get clobbered! Rescue the girl of your dreams while there's still time!

NEW WHITE WATER!™ IM7610

Deep in a thick green jungle, you hear the road of a wild river. White Water! The challenge proves irresistible! And the treasures to be found are boundless! Race to the river and tempt fate. You pilot the raft with two other passengers on board. Boulders, plants, whirlpools — the obstacles on this savage waterway threaten your every move! But you persevere.

When you see a stretch of beach, you know you're close to priceless treasures. Navigate for shore. Are the natives friendly? They are until you are in the gold treasure! And where shall you begin this treasure hunt? You'd better find out quickly! Collect what you can — then head back to the river. Your adventure has only begun!

NEW DRACULA IM7606

You are Count Dracula, and you are thirsty. You need energy. And only one kind of nightcap will do. . . . Rise from your resting place in the graveyard and fly into the night! You may travel in two forms — as a man or a bat. White wolves hound you when you are in human form, but only as a man can you put the bite on some unsuspecting victim. Bats fly faster, but watch out for bat-eating vultures. You've got to sink your teeth into some thing soon. You're growing paler all the time, and slowing down. If a constable catches you, he'll throw stakes that'll stop you cold! Bite all the victims you can find, then return to your resting place before sunrise. All in all, it's a very grave undertaking.

MATTEL® COMPATIBLE CARTRIDGES

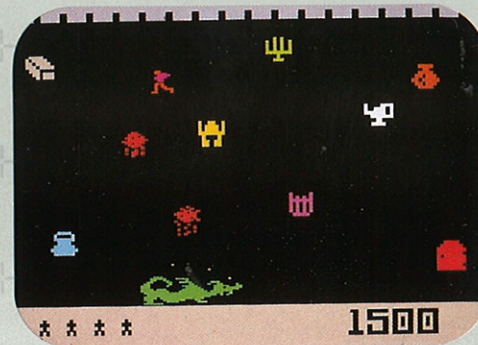
IM7603 NEW **DRAGONFIRE™**

Dragons rule the castle! The young Prince seeks to thwart them. He must reclaim his Kingdom's treasures. As he attempts to cross castle bridges, he dodges deadly dragonfire — and an archer's shower of arrows. One careless move and he'll splash into the moat!

Once across the bridge, the Prince finds a fabulous storeroom — and its ferocious guardian! He can take every treasure he touches — precious orbs, priceless jewels, golden goblets, and more! He must grab them all before he can escape. But the deadly dragons await him with an extra-warm "welcome!" Their fiery breath can fry his hide!



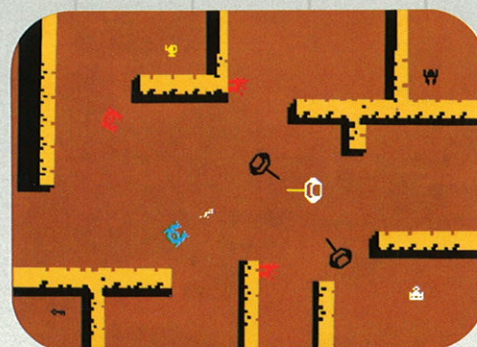
DRAGONFIRE™



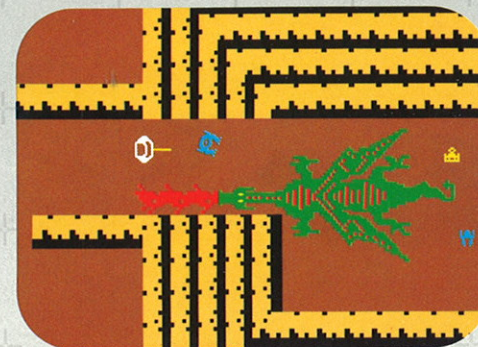
IM7602 NEW **SWORDS & SERPENTS™**

You're the White Knight, exploring a maze-like dungeon . . . discovering rare and magical treasures. But will you live to enjoy them? Black knights attack! They pass through thick walls. Swords rend armor . . . you stagger on. More treasure awaits, but so does danger!

A friendly wizard accompanies you on your quest. Together you penetrate the hidden regions of the dungeon. Can you protect the wizard until he learns the spells that may save you both? Will you uncover the ultimate secret of this dreary dungeon?



SWORDS & SERPENTS™



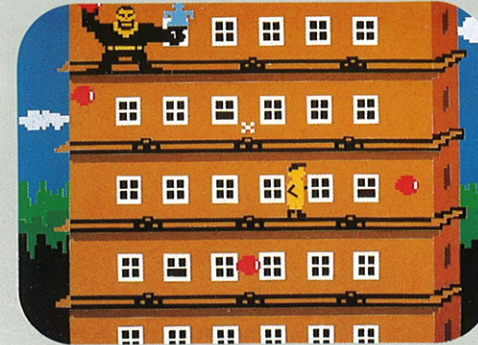
IM7601 **MICROSURGEON™**

The patient is critically ill! Check the patient's status chart to see which vital organs need immediate attention. Then navigate the tiny robot probe through the blood stream, outmaneuvering white blood cells that attempt to destroy you as foreign matter.

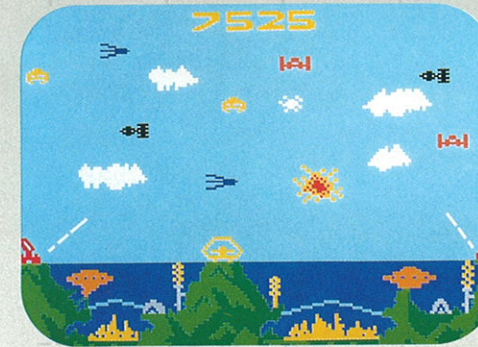
Eliminate brain tumors, cholesterol in the arteries, and tar deposits on the lungs. Get rid of kidney stones, gallstones, and cleanse the intestinal tract of tapeworms. Fight bacteria and viruses — but hurry! To save the patient's life, you must finish quickly!



MICROSURGEON™



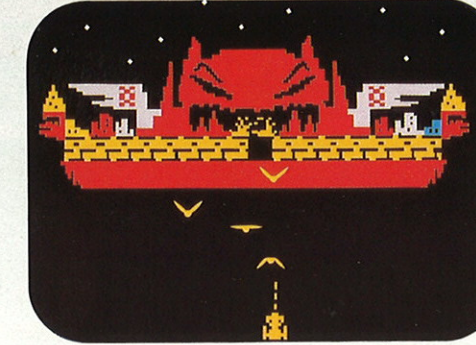
BEAUTY & THE BEAST™



ATLANTIS™



DEMON ATTACK™



BEAUTY & THE BEAST™ IM7401

Horrible Hank has run off with Tiny Mabel! Bashful Buford is in hot pursuit. He's got to save his girl! He climbs the Mutton Building floor by floor. Horrible Hank pelts Buford with boulders. Birds, bats and rats nearly knock him off the ledge — but he struggles on, and up! Tiny Mabel sends her heart out to Buford. If he catches her encouragement, he glows — nothing can stop him! How high can he climb? The higher Buford goes, the tougher the going gets. Can he reach the top and win back his lady love?

ATLANTIS™ IM7203

Alien spacecraft bombard the underwater city of Atlantis. Centuries of progress seemed doomed. But you can't let them win . . . you won't! You command the two defense installations, firing missiles by aiming with your cross hair sights. Hit the aliens before they get close enough to destroy Atlantis!

Soon dusk appears, and then night falls. Only the constantly moving searchlights allow you to see the enemy ships. Blinded by rage, you scramble into Atlantis' last defensive spaceship and fly into the enemy-filled skies. How long can one ship survive against so many? See how many days and nights you can protect Atlantis!

DEMON ATTACK™ IM7200

An awesome array of demons attacks a scientific colony on the Moon. You maneuver your laser cannon across the moonscape, returning fire in an attempt to destroy an entire army of cunning demons. The more demons you kill, the tougher the next wave of demons becomes.

Now you are left with but one choice . . . seek out the demons' home base and end their treachery forever! But as you approach their monstrous lair, your blood chills at an unspeakable horror, perhaps the last sight you'll ever see! Try to blast through the powerful forcefield and destroy the demons once and for all.

INTRODUCING IMAGIC ODYSSEY² VIC 20 AND ATARI[®] 400/800[™] COMPATIBLE CARTRIDGES

(ODYSSEY²) IO2200 **DEMON ATTACK[®]**

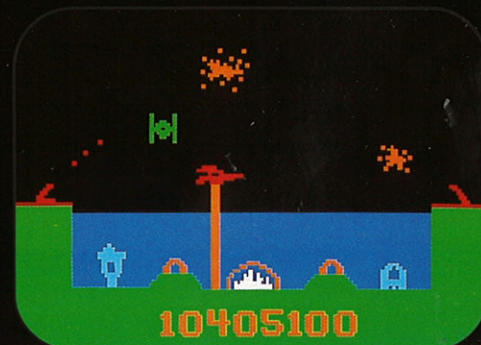
Vicious dive-bombing demons sweep the skies over the barren lunar plain. Thwart their attack with your laser cannon. Shoot into their ranks — but avoid their deadly shower of demon fire! Their barrage grows more and more intense. These eerie aliens sometimes split and keep coming! How long can you withstand their blistering barrage?

(ODYSSEY²) IO2203 **ATLANTIS**

You are Commander-in-Chief of Atlantean defenses. Your sacred trust: prevail against the Gorgon Fleet. Their vessels descend with unbelievably fierce intensity. You must destroy them — or watch as the Gorgon deathray reduces your beloved city to nothing but rubble and mud slugs. Your two missile installations must vanquish the Gorgon Fleet. Can you resist their onslaught?



DEMON ATTACK[®] (ODYSSEY²)



ATLANTIS (ODYSSEY²)



DEMON ATTACK[®] (VIC-20)



DEMON ATTACK[®] (ATARI 400/800)



ATLANTIS (ATARI 400/800)

DEMON ATTACK[®] IV5200 (VIC-20)

Legions of devious demons launch an aggressive assault on a peaceful lunar settlement. Fight them off with your laser cannon. Bloody their ranks with your expert aim. Outwit the dastardly demons — or meet your doom! As the action accelerates, the law of averages sides against you: can you beat these odds?

DEMON ATTACK[®] IZ4200 (ATARI 400/800)

A staggering array of winged warriors wreaks havoc from above! Only your laser cannon stands between you and oblivion! Blast those bizarre demons to smithereens. Your arsenal includes missiles, special tracer shots — and sheer intestinal fortitude. Are you equal to this colossal challenge? You'd better be!

ATLANTIS IZ4203 (ATARI 400/800)

Atlantis, aquatic metropolis and jewel of the ocean, battles the evil Gorgon Fleet. Legions of aircraft fly low over the ancient city, strafing its districts with the devastating Gorgon deathray. Defy them! You command Atlantean defenses. Use your two missile substations and the Acropolis Command Post to wipe out the Gorgon vessels — or Atlantis will become a watery grave!



TELEVISION ADVERTISING

Imagic's 1983 TV advertising will reach 95% of America's most enthusiastic video game experts — the core market of boys and men aged 8–24. They'll see our cast of expert "game designers" an average of 7 times a month. They include extra-terrestrial travellers, exotic creatures, even a dreadful dragon! These characters deliver Imagic's powerful selling story — **unforgettably!**

MEDIA SUPPORT

Imagic games get the full "star treatment." **Every game** will have specific media support with its own network, spot and print advertising. . .

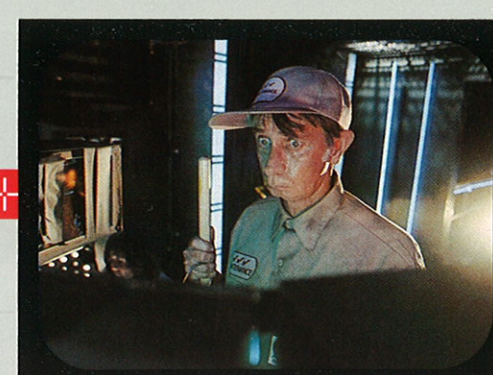
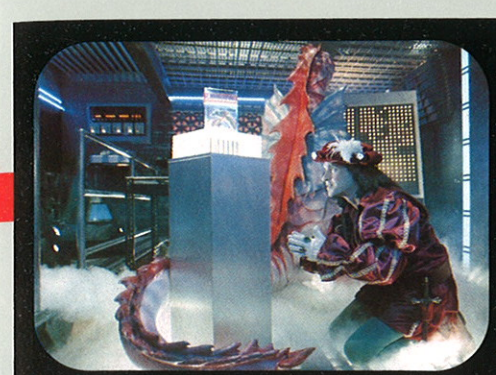
- \$25,000,000 in media expenditures throughout the year!
- Over **8.5 billion** gross impressions!
- Network shows include: **Happy Days**, **Powers of Matthew Star**, **Laverne and Shirley**, **Dukes of Hazzard**, **CHiPs**, **Diff'rent Strokes**, **Smurfs**, and **Walt Disney**.
- Plus strong coverage in **Sports Illustrated**, **National Lampoon**, **Games**, **Boy's Life**, **Video Games**, **Electronic Games**, **Senior Scholastic** and many more!

DISPLAY UNITS

These beautiful display units are an attractive and practical addition to any store:

- 72-piece Counter Spinner

All units lock to prevent theft.



MEDIA SCHEDULE	JAN	FEB	MAR	APR	MAY	JUN
Prime time network TV	■	■	■	■		
Spot TV	■	■		■	■	■
Sports programs	■	■		■		
Cable TV	■	■	■	■	■	■
Consumer Magazines	■	■	■	■	■	■



IN-STORE MATERIALS

Counter cards

Full color pieces that promote individual games, and others that hold the Imagic cartridge catalog. These eye-catching items reinforce our media campaign and provide a persuasive reminder to your customers.

Shelf Talkers, Light Boxes & Moblles

These attention-grabbers put life into any window display or shelf arrangement, and tell your customers that you have the premium line of video games!

CO-OP PROGRAM

Our aggressive advertising cost-sharing program helps you "bring the message home" and point the way to your store! Use your 100% paid co-op credits to tie in with Imagic's national media advertising.

CONSUMER PROMOTIONS

A wide range of consumer promotions: contests . . . posters . . . prizes . . . the "Numb Thumb Club" newsletter, all help to make real fans out of the people who buy Imagic's games — and bring them back again and again!

Game Previewer by Imagic

The ultimate proof of Imagic quality is in the playing! The Game Previewer is the most effective display demonstration unit available today. It holds 24 Atari compatible cartridges and connects to your Atari VCS. You control playing time and the cartridges you want to demonstrate. Now you can let your best games sell themselves. Let the buyer compare!



IMAGIC REPRESENTATIVES

Maine, New Hampshire, Vermont,
Massachusetts, Rhode Island,
Connecticut

Finn Associates

670 Old Connecticut Path
Framingham, MA 01701
(617) 877-7791

Upstate New York

W. S. Owen Co.

306 Lakeside Rd.
Syracuse, NY 13209
(315) 468-4264

New York City

Maureen Doyle

221 East 82nd St., #1B
New York, NY 10028
(212) 861-6029

Eastern Regional Sales Mgr.

Sal Morabito

31 Jones Drive
Highland Mills, NY 10019
(914) 928-7291

E. Pennsylvania, So. New Jersey

RK Marketing

1930 Lawrence Road — C12
Havertown, PA 19083
(215) 446-6400

W. Pennsylvania, West Virginia

JPS-Owen

617 West Main St.
Carnegie, PA 15106
(412) 279-7500

Maryland, Delaware, Washington, D.C.

Taylor Marketing

9797 #3 Good Luck Rd.
Seabrook, MD 20706
(301) 794-7077

Virginia

Southern Trading

7108 Wheeler Rd.
Richmond, VA 23229
(804) 359-0656

No. Carolina, So. Carolina, Tennessee,
Georgia, Alabama, Mississippi

Dean Cooper Company

1710 Wilwat Drive #H
Norcross, GA 30093
(404) 448-5460

Florida

Second Generation Inc.

15490 N.W. 7th Ave.
Miami, FL 33169
(305) 685-7245

Ohio

Astrokam Marketing

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Cleveland, OH 44143
(216) 461-4500

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Green-Wissler Sales Co. Inc.

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(317) 291-2232

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Farmington Hills, MI 48018
(313) 476-4064

No. Illinois, E. Wisconsin

First Delta Group Inc.

700 Industrial Dr. #1-E
Bensenville, IL 60166
(312) 595-8517

Minnesota, No. Dakota, So. Dakota,
W. Wisconsin

Bill Kirsch Associates

7384 Washington Ave.
P.O. Box 126
Eden Prairie, MN 55344
(612) 944-3355

Missouri, Kansas, Nebraska, Iowa,
So. Illinois

Mel Cotlar & Associates

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P.O. Box 21530
St. Louis, MO 63132
(314) 997-7711

Midwest Regional Sales Mgr.

Carl Crosler

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Louisville, KY 40207
(502) 893-2546

Texas, Oklahoma, Arkansas, Louisiana

Vanguard Sales

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Dallas, TX 75240
(214) 239-2901
(214) 239-1750

Colorado, Utah, Montana, Wyoming,
So. Idaho

Pike Marketing Inc.

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Denver, CO 80224
(303) 399-5927

So. Nevada, Arizona, New Mexico,
Texas (El Paso)

Progressive Marketing

228 Clark Dr. #102
Tempe, AZ 85281
(602) 968-9447

Washington, Oregon, Alaska, No. Idaho

Barnsley-Wels Associates, Inc.

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P.O. Box 10508
Yakima, WA 98909
(509) 248-7250

No. California, No. Nevada

HCM Consulting Inc.

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San Mateo, CA 94402
(415) 349-6153

So. California

On Target Marketing

232 Peralta Dr. #123
Laguna Hills, CA 92653
(714) 951-8892
(714) 857-4444

Hawaii

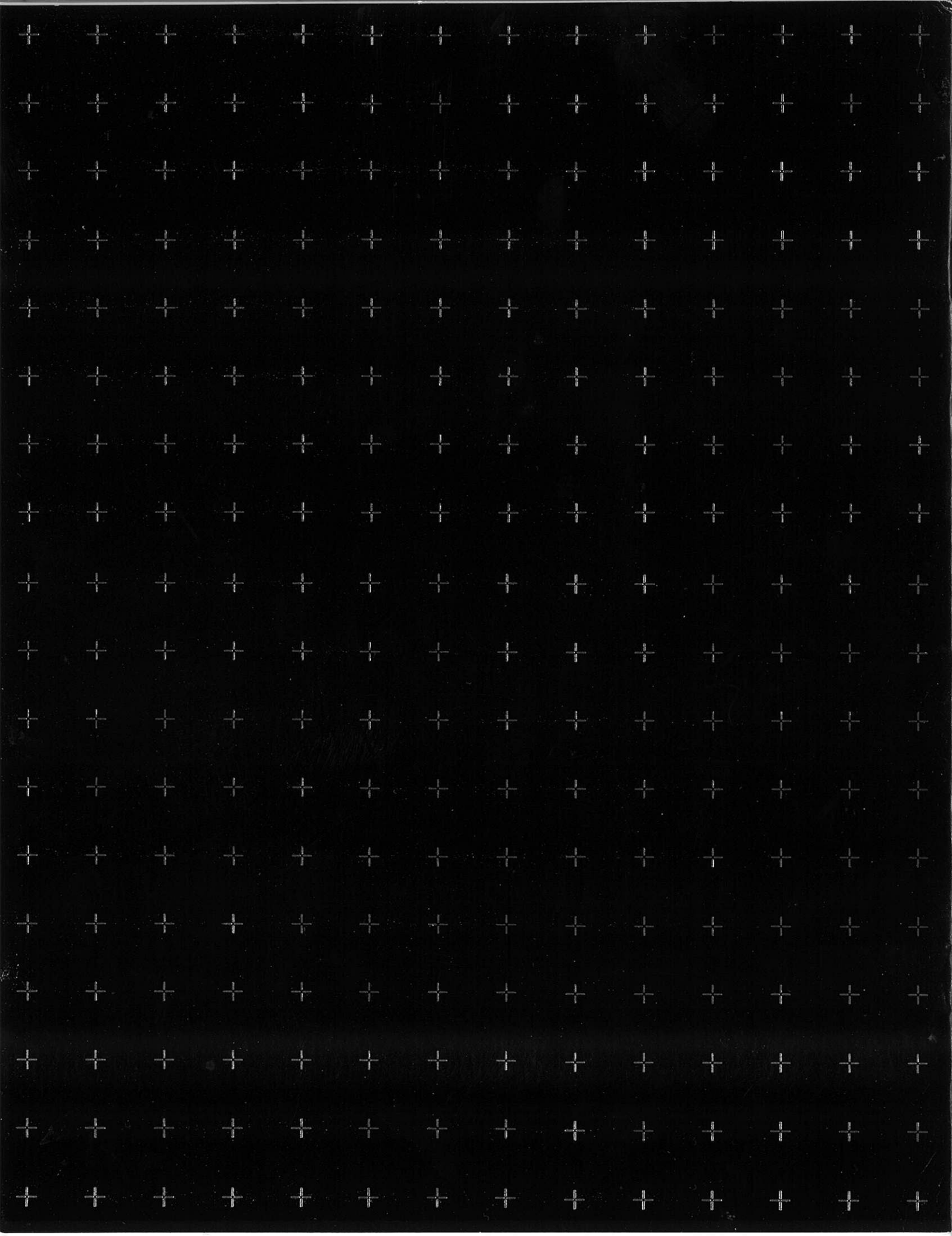
Imagic

981 University Ave.
Los Gatos, CA 95030
(408) 399-2200

Puerto Rico

Puerto Rico Agencies Co., Inc.

271 Hostos Avenue
Hato Rey, PR 00919
(809) 765-0792
753-6344
753-1680



NEW GAMES FOR INTELLIVISION I & II

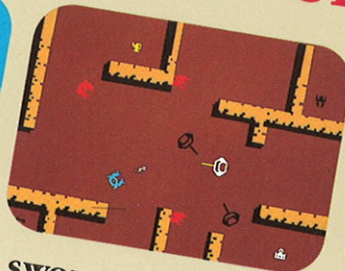
You may have overlooked Imagic's galaxy of great Intellivision games but others haven't. All our games are big stars. Just look at the GREAT reviews we are getting! Don't you wish you had all these in stock?



ICE TREK™

★★★★★/★★★★★

"This is a marvelously entertaining game — actually three games in one — with excellent graphics and sound effects. While we enjoyed the entire game, we were especially impressed by the ice bridge sequence.
Recommended."



SWORDS & SERPENTS™

★★★★★/★★★★★

"This is a must for the Intellivision owner hungry for a true fantasy-adventure game. The graphics with their overhead view of the Fortress are excellent, and there are some great sound effects, such as the metallic clank when swords clash. This is a game to return to again and again, each time for many hours of solid, intellectual gaming fun.
Recommended."



NOVA BLAST™

★★★★★/★★★★★

"This is a fast-paced, sophisticated, arcade-type space game for one player that has really stunning visuals. You haven't seen anything quite like this on your Intellivision before! NOVA BLAST is exciting, loaded with action, and has interesting features that make it worth adding to your collection. The graphics are absolutely dazzling.
Recommended."

EXPLANATION OF RATING SYSTEM:

First set of stars - quality of graphics

Second set of stars - quality of play action

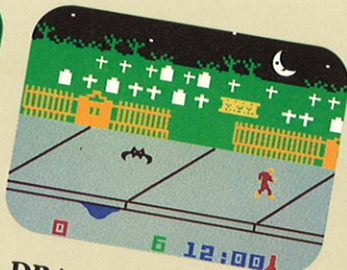
★★★★★ = Excellent
★★★★ = Good
★★★ = Fair
★★ = Poor



TROPICAL TROUBLE™

★★★★★/★★★★★

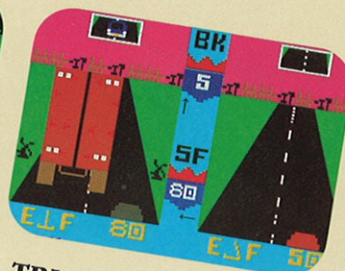
"The game is humorous and fun to play, and it can be very challenging at the higher skill levels when everything happens faster and obstacles litter the screen.
Recommended."



DRACULA

★★★★★/★★★★★

"DRACULA is a great idea in role-playing: you have a chance to star in your own horror story! This a delightful game to play. Overall, the graphics and sound effects are quite good: the houses and cemetery are all well done, and the occasional forks of jagged lightning across the night sky followed by thunderclaps add just the right ominous touch.
Recommended."



TRUCKIN'

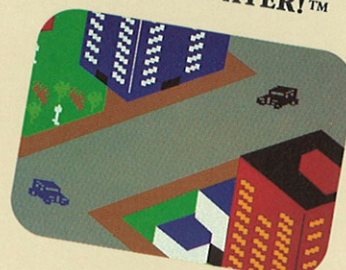
★★★★★/★★★★★

"This is a game with a wealth of options and the entire U.S. as your playing field. It will be good for many hours of playing time, and you just may improve your sense of direction and knowledge of geography while you're at it! Graphics are clean, crisp and colorful with lots of scenic highways. TRUCKIN' is a truly original game that deserves to be a big hit.
Recommended."

COMING IN JUNE:



WHITE WATER!™



SAFECRACKER™

So...stock up on Imagic's games now and you'll be seeing more than just stars!

