

# ATARI

## FLYING HIGH

VIDEO GAME CATALOG '87

# 2600



The world's best selling video game system at its new under \$50.00 retail price continues to be the industry leader. Over 20 million units are already in people's homes and are again selling at high velocity levels. The video game business is back. It accounted for major retail sales and profits in '86 and for '87 Atari is supporting it 110% with new products and national advertising.

New software titles for the 2600 are on the way from Atari and major software suppliers like Activision and Epyx. Great original games and top selling arcade and computer game conversions will be released on the 2600 during the summer and fall. The new and existing games are designed to sell for around \$10.00 while providing handsome profit margins.

The 2600 has now been cosmetically re-designed for a more compact size that consumers will love, along with a new box complete with carrying handle that gives this unit portability in keeping with its small size and light weight.

Promotion and major media support are sure to generate continued consumer awareness to insure that the buying public takes advantage of this fantastic value in family entertainment.



# 7800

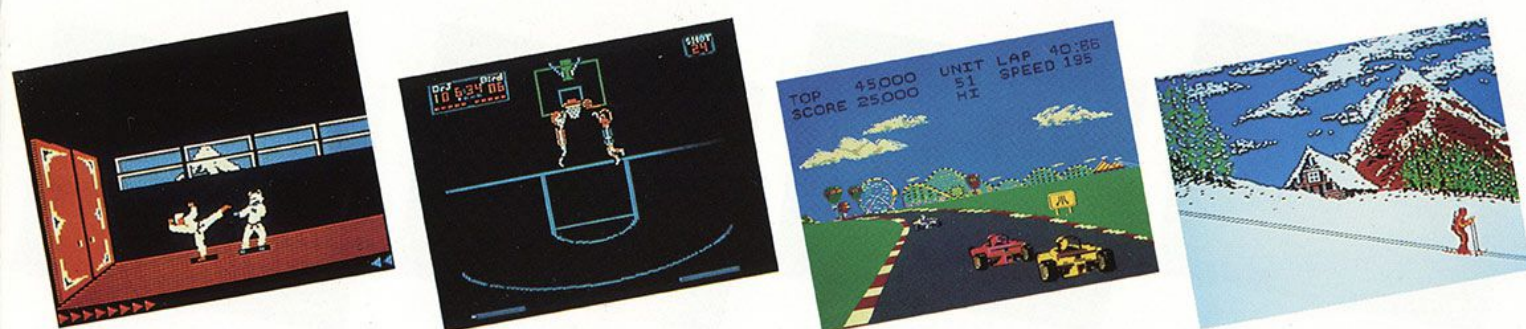


The 7800 system was a sell-out in 1986 and has started just as strong in 1987. With the combination of superior product performance in a mid-priced game system and software that is priced much lower than competition, the 7800 is sure to be a great seller again in 1987. The 7800 system has superb graphics, life-like animation, and high quality sound effects. Add to this a strong software library of licensed and original titles and you have the perfect trade-up product for your 2600 owners.

Along with high-resolution 7800 software titles, the console also plays exciting 2600 software from Atari and other video game suppliers—no adapter required. This gives the 7800 a very sizeable software library.

Atari continues to license the hottest game titles and translate them for this exciting system. Packed with the 7800 is Pole Position II, a best-selling arcade title exclusively available for the 7800.

The Atari 7800 video game system—the perfect trade-up product for over 20 million 2600 owners past and present. Stock this winner and watch your sales soar!



# New from ATARI The XE GAME SYSTEM



Introducing the Atari XE Game System. Everything for the sophisticated game player in one box. A slickly designed game console with an incredible 64 kilobytes of memory. That's as much power as a computer, to create the most lifelike graphics and animation ever.

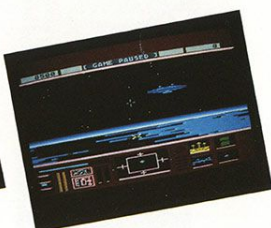
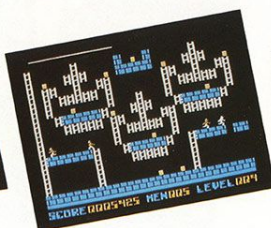
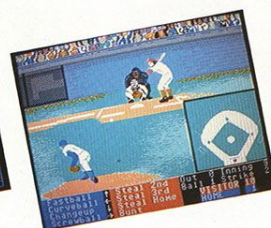
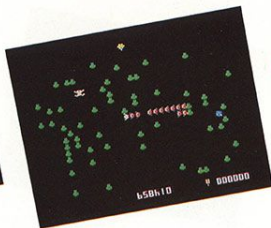
Add to that an attachable, game-playing keyboard for playing the most sophisticated arcade and computer games—games that require keyboard interaction. And a gun for playing the most exciting target and shooting games.

The award winning/top selling Flight Simulator II game plus Missile Command and a great new shooting game are all included free to the consumer with the XE Game System.

The XE Game System has a great existing library of sports games, adventure games, strategy games and arcade classics. And hundreds of XE and XL cartridges are playable on the new game system. And if the serious gamer wants to play disk-based software, an XE disk drive is available separately.

The XE Game System has been developed to provide you the retailer with the ultimate system at the very lucrative and profitable "high end" of the video game category. With appeal to kids, teens, and adults, we expect the XE System to be a major sales and profit generator for you. And with a large existing software base, you won't have to wait for after market sales—you can get them immediately.

The XE Game System. Another Atari breakthrough.



# ATARI VIDEO GAME ADVERTISING PLAN

The video game advertising program for 1987 is aimed at creating maximum awareness and purchase of Atari Video Game hardware and software among the target audience—kids 6-12 and teenagers. Our national advertising spending will be 4 times 1986 levels and will approach \$10 million. Attention getting, high impact advertising will run throughout the Fall on TV, on radio and in comics and is sure to generate incredible levels of in-store traffic for you.

Our Spring television advertising for the 2600 and 7800 game systems created noticeable and measurable volume increases for our customers. We expect our "beefed up" Fall '87 program to keep Atari in the number one position for retail unit movement in the busy September through December period.



## New Commercials

Three new 30 second television commercials have been produced and when added to our existing 2600 spot will comprise a pool of 4 memorable, high impact commercials. Two of the commercials will introduce the new XE Game System and position the XE as the system that "has it all." A new commercial for the 7800 system repositions the 7800 as the system that plays "more games than competition and at half the price." Exciting new radio spots and print ads in comics will add enormous creative clout to the video game presentation.

## National Media Exposure

Our 1987 media plan is designed to reach all possible video game customers and is truly national in scope. The combination of spot TV in the top 40 markets, national syndication and opportunistic network coverage will create extremely high levels of reach and frequency against kids and teenagers, and their parents. Added to the television media coverage, we will selectively utilize radio and comics against the kid/teen target audience. This widespread and complete multi-media program is sure to once again put the Atari name prominently in front of all current and potential video game customers.

## ATARI® Video Game Advertising Schedule—Fall 1987\*

SYSTEM	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
2600 SYSTEM	SPOT TV (Top 40 MKTS.)	SPOT TV (Top 40 MKTS.)	SPOT TV • NETWORK TV • NATIONAL SYNDICATION • SPOT RADIO • COMIC BOOKS	SPOT TV • NETWORK TV • NATIONAL SYNDICATION • SPOT RADIO • COMIC BOOKS
7800 SYSTEM	SPOT TV (Top 40 MKTS.)	SPOT TV (Top 40 MKTS.)	SPOT TV • NETWORK TV • NATIONAL SYNDICATION • COMIC BOOKS	SPOT TV • NETWORK TV • NATIONAL SYNDICATION • COMIC BOOKS
XE SYSTEM	SPOT TV (Top 40 MKTS.)	SPOT TV (Top 40 MKTS.)	SPOT TV • NETWORK TV • NATIONAL SYNDICATION	SPOT TV • NETWORK TV • NATIONAL SYNDICATION

\*Schedule subject to change at any time by ATARI.



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