

# INSIDE ATARI®

MONTHLY REPORT  
FOR ATARI RETAILERS  
& DISTRIBUTORS

## JANUARY CES SNEAK PREVIEW!

**W**hat do the Sesame Street Muppets, MS. PAC-MAN<sup>1</sup> and TRAK-BALL™ have in common? They'll all be part of the Atari exhibit at the upcoming Consumer Electronics Show!

Along with other industry insiders, you can get a sneak preview of these releases from Atari at the 1983 Winter CES, scheduled for Jan. 6-9, in Las Vegas.

**JUST FOR KIDS** In the 2nd Quarter, 1983, Atari will introduce a series of five CCW (Children's Computer Workshop) cartridges for children ages 3 to 7. Four of these five cartridges will feature Jim Henson's Sesame Street Muppets. All five cartridges will be played with a special children's controller. The special keypad controller and the five CCW Game Program™ cartridges will be on display at CES.

The release of the CCW cartridges will make Atari the first video game company to produce cartridges

and controllers specifically designed with preschool children in mind—an excellent selling point that will dramatically increase our consumer base and bring new customers into your store!

**ARCADE FUN AT HOME** Home versions of popular coin games like MS. PAC-MAN, CENTIPEDE™ and VANGUARD<sup>2</sup> will be on display at CES. Exciting game play and brilliantly colored high-resolution graphics will make these cartridges fast-selling items in your store. And Atari's "Woman of the Year," MS. PAC-MAN, will create more excitement than ever at retail as the focus of our first major 1983 marketing and advertising campaign.

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<sup>1</sup> MS. PAC-MAN and characters are trademarks of Bally Midway Mfg. Co. sublicensed to Atari, Inc. by Namco-America, Inc.

<sup>2</sup> VANGUARD is a trademark licensed by Centuri, Inc.

Jim Henson's Sesame Street Muppets will be featured on some of the new Children's Computer Workshop Game Program™ cartridges.

## VANGUARD...THE NEWEST ATARI STAR

**T**ake your customers on a space journey to the City of Mystery with VANGUARD, the newest ATARI 2600™ VCS™ Game Program™ cartridge!

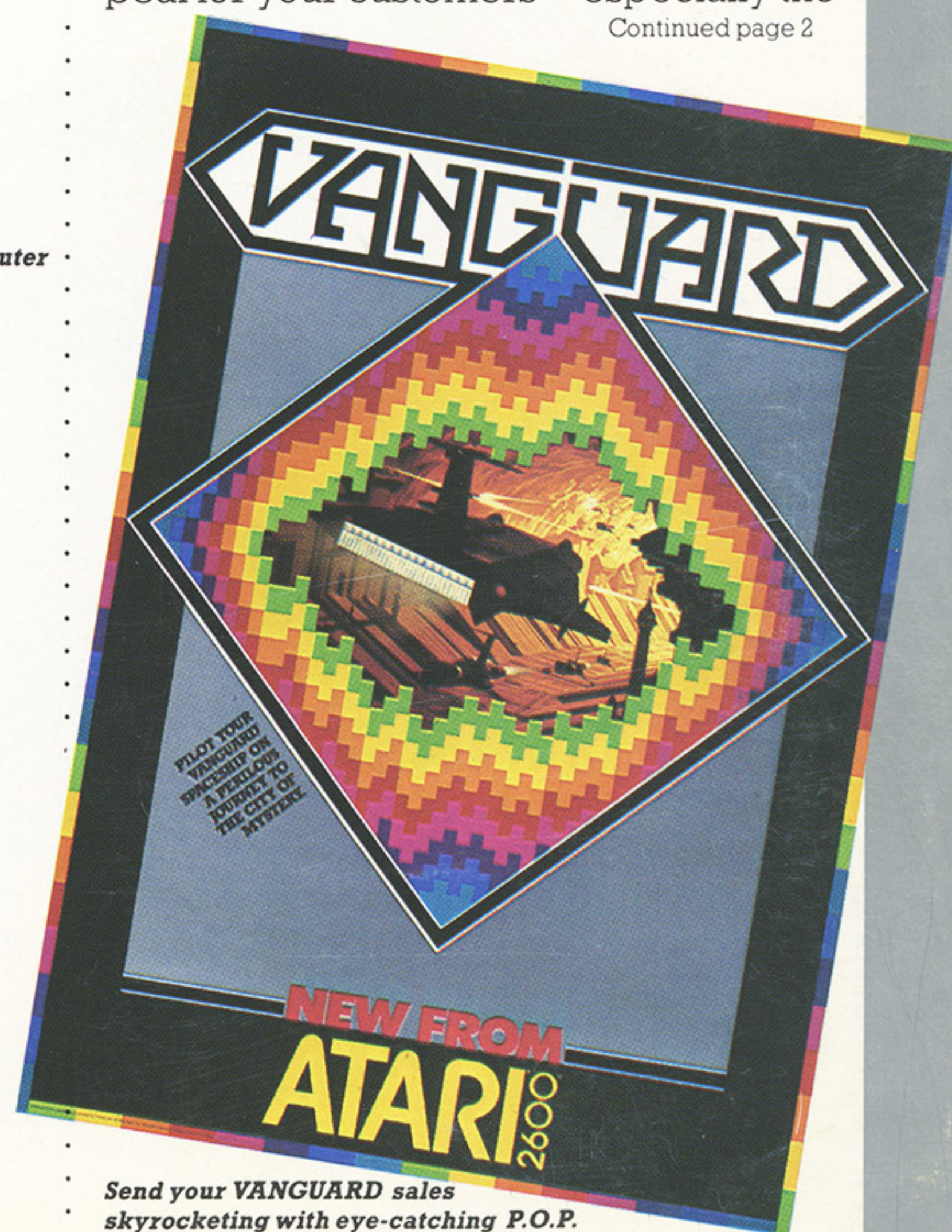
Players pilot the Vanguard spaceship through endless tunnel zones fraught with danger where ruthless enemies and deadly obstacles appear at every turn.

This exciting space action and strategy game features an invincible "attack mode." Players touch energy pods and zoom off with the temporary ability to crash into and obliterate the enemy.

Another unique feature—four-directional firing ability—lets players blast deadly Harleys and Mists, dodge Ammos and lethal Helm Balloons while maneuvering through the treacherous tunnel zones of the planet Aterria.

VANGUARD is one of the most colorful video games ever produced. This new cartridge typifies the latest high growth trend in gaming with nine separate action sequences overlaid on a strategy format. Adapted from the popular arcade game, the home version of VANGUARD will have tremendous appeal for your customers—especially the

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Send your VANGUARD sales skyrocketing with eye-catching P.O.P. materials like this colorful poster.



# Atari advertising reaches for the stars!

**B**right, creative Atari commercials will continue to shine this year on the TV shows your customers watch most. In the 1st Quarter, advertising from Atari will appear on top network shows like *60 MINUTES*, *MAGNUM P.I.*, *FANTASY ISLAND* and dozens more. Atari will be a major sponsor of the 16-hour ABC epic, *THE WINDS OF WAR*. And we'll rack up points for our products on sports broadcasts like the U.S. TENNIS OPEN.

In fact, chances are good that every time you turn on your television, you'll see Atari commercials selling our products for you!

We'll reach the star software purchasers—teens and young adults—through special media buys like *SATURDAY NIGHT LIVE* and *SECOND CITY* on television. We'll also run spots targeted to this market on network radio along with ads in special interest publications.

Children will see commercials (specially created for young audiences) that advertise ATARI game cartridges that are just for kids. These commercials will air during the prime child-watching times—Saturday and Sunday mornings.

And of course, Atari will maintain a presence in print—with four-color, full-page ads and two-page spreads in top consumer magazines like *PEOPLE*, *TIME*, *NEWSWEEK*, *LIFE*, *PLAYBOY*, *SPORTS ILLUSTRATED* and others.

Atari's advertising will support our 2600 VCS game and new 5200™ Super-System. Selected cartridge introductions will be promoted with 10-second previews, followed by 30-second spots once the products are actually on your shelves. Our commercials and print ads will also be used to build awareness for Atari's exciting array of 1st Quarter sales promotions—like the RealSports™ rebates, the \$150,000 SwordQuest™ Challenge, and our sure sales builder, the Buy Two, Get One Free offer.

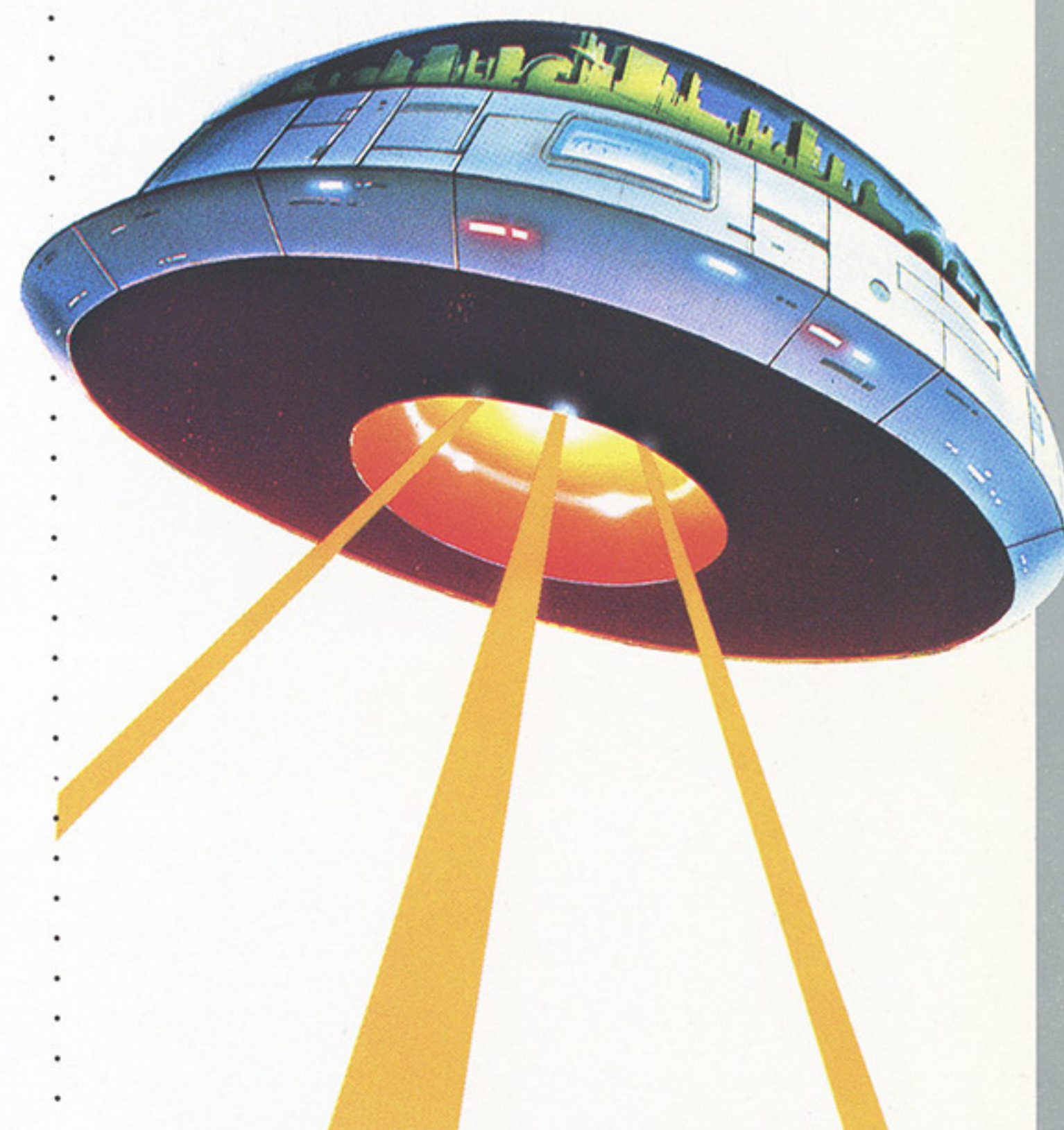
It all adds up to *billions* of 1st Quarter consumer impressions that will build store traffic and sales, and get the New Year off to a profitable beginning!

## VANGUARD Continued

dedicated space game player (ages 12 to 16).

Special Atari Point-of-Purchase display materials will help you send VANGUARD sales skyrocketing! These materials include a colorful easel card and poster.

Samples of VANGUARD P.O.P. items will be sent in the December P.O.P. PAK. To obtain additional quantities, please use the order form enclosed in the 1983 1st Quarter P.O.P. Folder.



## LAUNCH '83 SALES WITH ATARI "BLAST OFF"

**H**ere's a down-to-Earth display promotion designed to start your new year off with astronomical impulse sales!

Atari has created a special group of displays and give-aways centered around seven popular Space Station Game Program™ cartridges:

- ☐ MISSILE COMMAND™
- ☐ YARS' REVENGE™
- ☐ SPACE INVADERS
- ☐ STAR RAIDERS™
- ☐ ASTEROIDS™
- ☐ DEFENDER
- ☐ BERZERK<sup>10</sup>

These games are packed with all the action and imagination your customers are looking for. Some of the games are even packed with colorful comics that add to the fun!

Atari will help you promote our very sellable space games with exciting P.O.P. that makes the most of your space.

Watch for these displays, coming soon!

<sup>10</sup> BERZERK is a trademark of Stern Electronics, Inc.



**MONDAY**

**TUESDAY**

WEDNESDAY

THURSDAY

**FRIDAY**

**SATURDAY**

**TV**  
*Commercials Running in January:*

- ☐ 5200™
- ☐ RealSports™ FOOTBALL
- ☐ VANGUARD
- ☐ MS. PAC-MAN
- ☐ E.T.™<sup>9</sup> Kids' Commercial  
(weekend morning)

**PRINT**  
Magazine:  
☐ 5200  
☐ SwordQuest™  
☐ RealSports FOOTBALL  
Newspaper:  
☐ BUY-TWO, GET-ONE-FREE

**RADIO**  
Commercials Running in January:  
☐ VANGUARD

## New Year's Day

KID'S TV	KID'S TV	KID'S TV	KID'S TV
NETWORK TV	NETWORK TV	NETWORK TV	NETWORK TV
CONSUMER MAGAZINES		CONSUMER MAGAZINES	
CABLE	CABLE	CABLE	CABLE
NETWORK RADIO	NETWORK RADIO	NETWORK RADIO	NETWORK RADIO

<sup>9</sup> E.T. and the E.T. character are trademarks of and licensed by Universal City Studios, Inc. © 1982 Universal City Studios, Inc. All rights reserved.

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Consumer Electronics Show in Las Vegas (Jan. 6-9).

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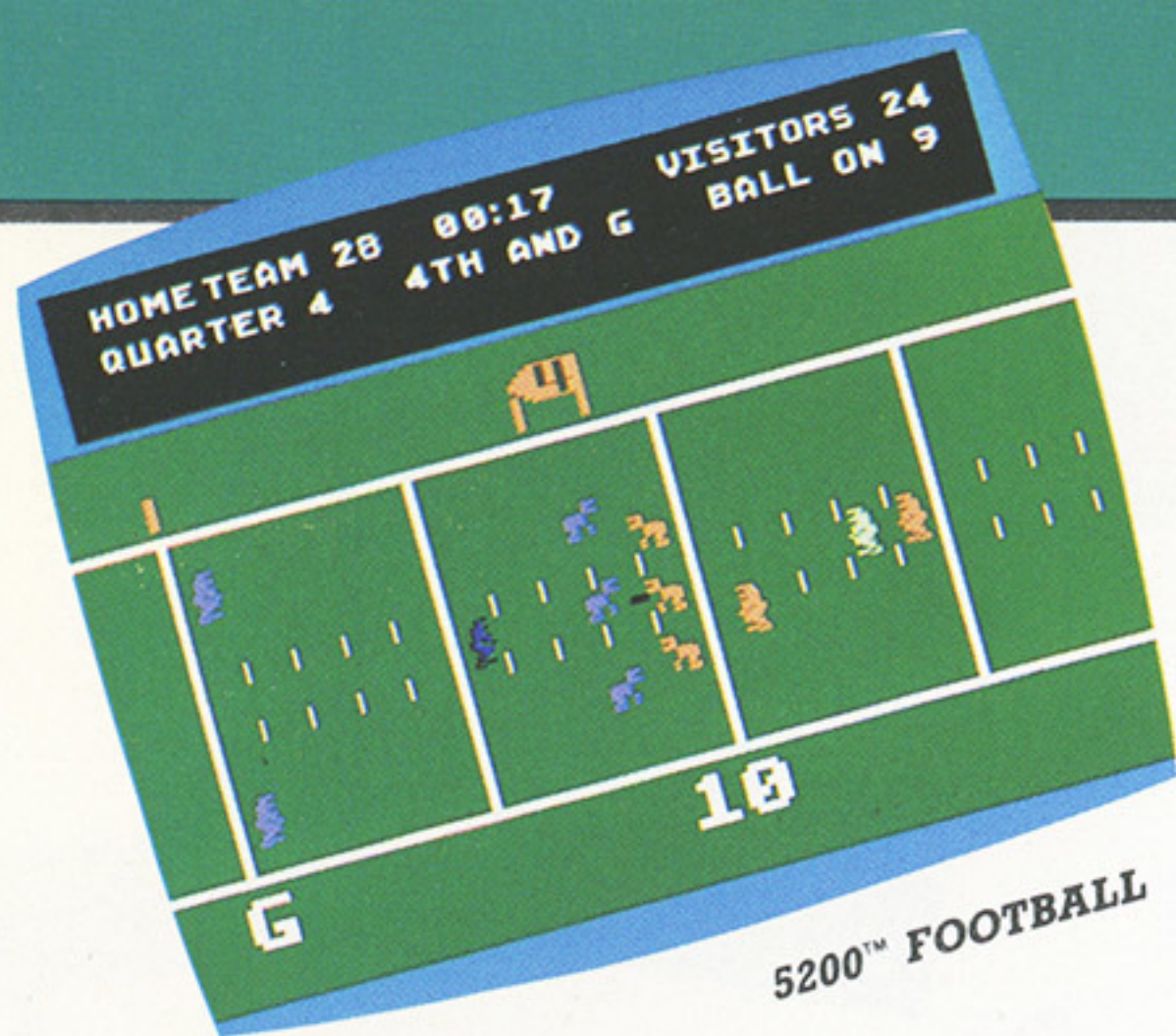
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## 1983 KICKS OFF WITH 5200™ FOOTBALL & DEFENDER<sup>3</sup>

This month Atari adds DEFENDER and FOOTBALL to the rapidly expanding library of ATARI 5200™ SuperSystem game cartridges.

The realistic sound effects and arcade-quality graphics of these new cartridges guarantee they'll be sure-fire hits with your customers!

**DEFENDER**—Kidnapping aliens hover over a changing landscape in this new home version of the popular coin game. Your customers will be thrilled with the way the ATARI 5200™ delivers all the action and realism that made this game an arcade favorite.

**FOOTBALL**—A realistic video challenge for true grid fans, this is the game your customers will be playing on their television screens on New Year's Day! ATARI 5200 FOOTBALL never goes on strike!

The ATARI 5200 SuperSystem comes packed with the SUPER BREAKOUT™ cartridge. Other games currently available for the 5200 SuperSystem include STAR RAIDERS™, MISSILE COMMAND™, GALAXIAN<sup>4</sup>, PAC-MAN<sup>5</sup>, SPACE INVADERS<sup>6</sup> and SOCCER.

<sup>3</sup> DEFENDER is a trademark of Williams Electronics, Inc.

<sup>4</sup> GALAXIAN is a trademark of Bally Midway Mfg. Co., licensed by Namco-America, Inc.

<sup>5</sup> PAC-MAN and characters are trademarks of Bally Midway Mfg. Co., licensed by Namco-America, Inc.

<sup>6</sup> SPACE INVADERS is a trademark of Taito America Corp.



## SENSATIONAL SALES PROMOTIONS FOR 1983

Here's what Atari has planned to help you build sales—and repeat sales—during the coming year!

**\$150,000 SwordQuest™ CHALLENGE** We'll be promoting the new SwordQuest series all year long with a contest that's guaranteed to send customers searching for SwordQuest cartridges in your store! A contest of adventure and skill, the \$150,000 SwordQuest Challenge spans the four new ATARI SwordQuest cartridges: EARTH WORLD™, FIREWORLD™, WATERWORLD™ and AIRWORLD™. The real SwordQuest treasures—four fabulous artifacts, created for Atari at a cost of \$25,000 each, and a Grand Prize specially designed for Atari at a cost of \$50,000—await players skillful enough to uncover the clues hidden in the SwordQuest games.

SwordQuest EARTH WORLD was released in October, the remaining three games in the series will be released in 1983.

**RealSports™ SAVINGS** The \$2 rebate promotion for ATARI RealSports FOOTBALL, BASEBALL and VOLLEYBALL

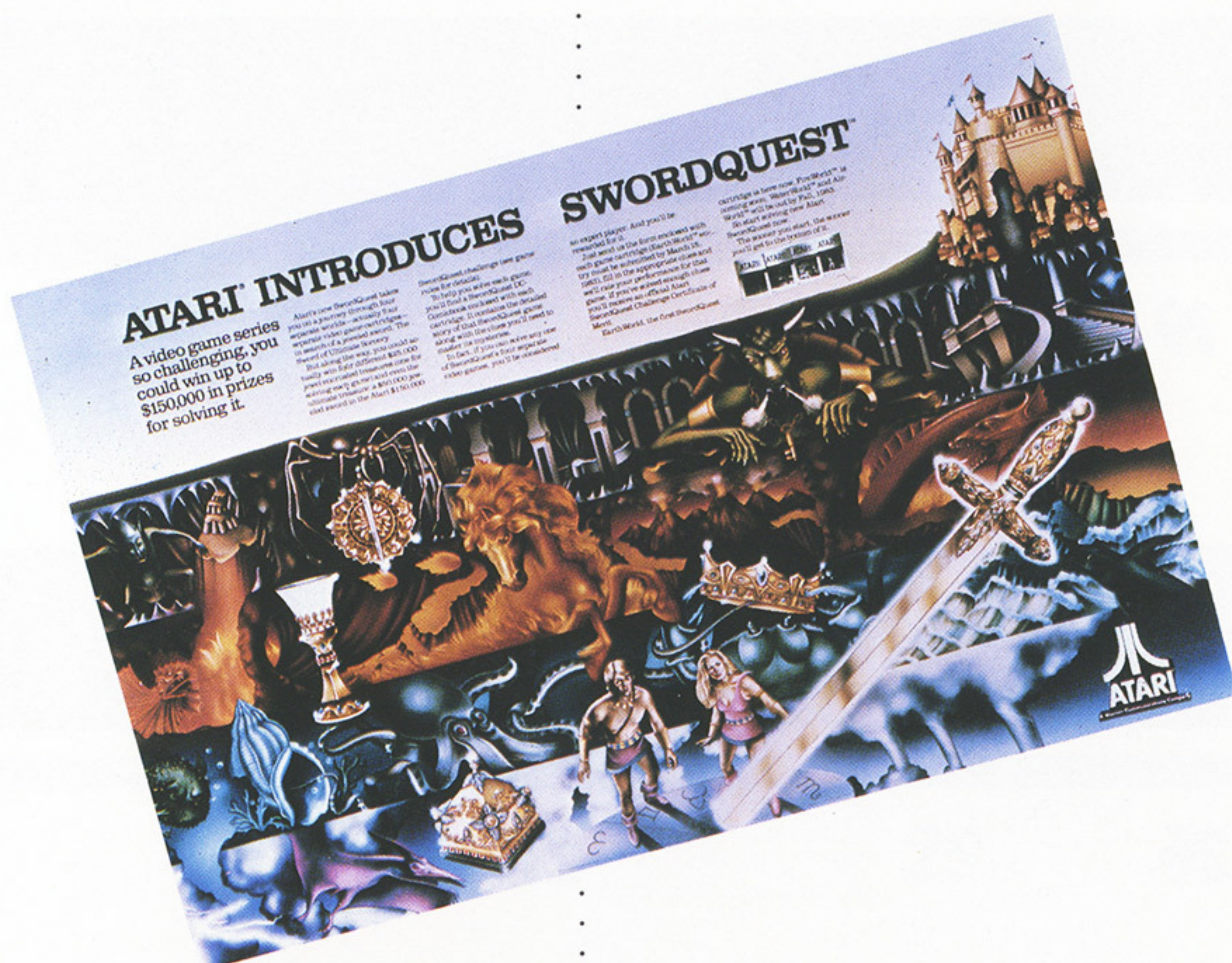
will continue through Jan. 31, 1983. And in April, we'll send your RealSports sales right out of the ball park with a special promotion for the introduction of three new ATARI RealSports cartridges!

**1983 COUPON CALENDAR** Atari has six months of savings for your customers with the 1983 Coupon Calendar. This exciting traffic builder is filled with \$25 worth of Atari coupons that will bring customers back to your store again and again through June, 1983!

**BUY TWO, GET ONE FREE!** Here's a terrific opportunity for you to build traffic and sales while your customers build their ATARI cartridge libraries!

Between Feb. 1 and Mar. 15, 1983, consumers who purchase two ATARI Game Program cartridges from a list

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This beautifully illustrated, 4-color, 2-page advertisement will announce the \$150,000 SwordQuest™ Challenge! The ad will appear in popular video game publications like Games, Video Games and Video and Arcade Games.



## SNEAK PREVIEW Continued

Atari will also preview three additions to the action-packed RealSports™ lineup—BASKETBALL, TENNIS, and SOCCER.

Upcoming software releases for the new ATARI 5200™ SuperSystem will also be on display at CES. By June, 1983, there will be 17 ATARI cartridges available for the 5200.

**EXCITING PERIPHERALS!** TRAK-BALL controllers for the ATARI 2600™ VCS™ and 5200 games along with the 5200 voice synthesizer module, will highlight the Atari CES accessories display. A prototype of the 5200 VCS cartridge adaptor—which allows ATARI 2600 cartridges to be played on the 5200 SuperSystem—will be up and working at CES. And the ATARI Pro-Line™ Joystick will be shown for the first time.

The new in-store 2600 Accessory Test Console and convenient Accessory Pre-Pak will also be on display. These merchandising units will allow customers to test their controllers and adaptors right in your store and purchase replacement accessories immediately.

## ATARI 1983 QUARTERLY P.O.P. OVERVIEW

**N**ow you can plan your Atari store displays *months* in advance! The new Atari Quarterly P.O.P. Folder is designed to give you a three-month overview of our new cartridges and their Point-of-Purchase materials.

Inside the Quarterly P.O.P. Folder you'll find quarterly advertising and promotion schedules along with individual specification sheets detailing the new game cartridges and merchandising displays. A P.O.P. order form is also enclosed for your convenience.

Attention-getting merchandising displays for our new cartridges will include easel cards, posters, banners, mobiles, and buttons or badges for your sales staff.

In addition to the Quarterly P.O.P. Folder, we'll continue to send you our monthly P.O.P. PAK with samples of each month's display items.

## SENSATIONAL SALES PROMOTIONS Continued

of favorites—like MISSILE COMMAND™ and ASTEROIDS™—will receive the cartridge of their choice from another inviting list absolutely free. Atari will mail the free cartridges directly to consumers who qualify, so all you have to do is sit back and enjoy the increased excitement.

Atari will advertise this great cartridge give-away with newspaper ads running in your market. Ad slicks will be available for you to customize, and eye-catching displays will announce the BUY TWO, GET ONE FREE offer at the point of sale.

The timing for this promotion is just right! Consumers who received new ATARI 2600™ VCS™ games as holiday gifts will be especially interested in adding to their fun. And mid-1st Quarter is a great time to boost your sales after the holiday season rush.

**2ND QUARTER HARDWARE PROMOTION** Atari will give your customers a free game cartridge with the purchase of an ATARI 2600 VCS or 5200 game during a six to eight week promotion scheduled for the 2nd Quarter, 1983.



Atari's E.T. advertising is hitting home! The saturation campaign includes prime time TV commercials, full-page newspaper ads, and targeted radio spots. The 10 and 30-second cartridge preview commercials feature a re-creation of the touching backyard scene from the film, "E.T. The Extra-Terrestrial." Your customers will hear about this wonderful new cartridge over and over again—nearly six hundred million impressions will be made in the E.T. advertising campaign!