

# ATARI<sup>TM</sup>

INSIDE

## •Report for Atari Retailers & Distributors•

MAY/JUNE 1983

VOLUME ELEVEN

### DRIVE HOME PROFITS WITH ATARI RealSports!

May is RealSports month and we've got a grand slam promotion to help you announce the addition of three cartridges to the RealSports line-up! You can let your customers take a swing at winning a free trip to the World Series while you take advantage of the extra traffic to drive home cartridge sales! This month we're introducing 5200<sup>TM</sup> RealSports TENNIS for play on the ATARI 5200<sup>TM</sup> SuperSystem. Also scheduled for May release are 2600<sup>TM</sup> RealSports SOCCER and 2600<sup>TM</sup> RealSports TENNIS cartridges.

#### The ATARI RealSports line-up:

For the 5200 SuperSystem:

- ☆ RealSports TENNIS
- ☆ RealSports FOOTBALL
- ☆ RealSports SOCCER
- ☆ RealSports BASEBALL (avail.7/83)

For the 2600 game:

- ☆ RealSports SOCCER
- ☆ RealSports TENNIS
- ☆ RealSports BASEBALL
- ☆ RealSports FOOTBALL
- ☆ RealSports VOLLEYBALL

And to create excitement at retail, we're promoting our RealSports

Sweepstakes which features a Grand Prize trip for two to the 1983 World Series. Other Sweepstakes prizes

include RealSports T-shirts and baseball caps. A POP counter card and Co-op advertising in *Sports Illustrated* (on sale April 18) and *Sport Magazine* (on sale May 15) will help spread the word. ***SWEEPSTAKES SALES INCENTIVE*** The Co-op advertising includes a four-color RealSports ad and a pullout booklet with a 1983 Major League Baseball season schedule and a RealSports Sweepstakes number. The names and addresses of partici-

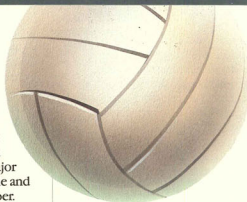


pating Atari dealers are listed on the back pages.

Consumers will bring the booklet into stores of participating dealers to compare their Sweepstakes number to the winning numbers featured on the POP counter card.

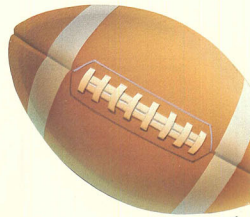
***SMASHING GAME PLAY*** ATARI 2600 and 5200 RealSports TENNIS let players enjoy a smashing

set of tennis without even raising a racquet! Both cartridges have one or two player options where players can compete with each other or the computer. The cartridges also feature a scoreboard that players can program their names into.



The 2600 RealSports SOCCER cartridge lets players control an entire team on a scrolling soccer field. But players can't score one on one. That takes teamwork, RealSports style. An exciting wrap-around feature heightens the action. RealSports SOCCER also features a one or two player option that lets players challenge the computer or a friend.

***CREATE RealSports FANS*** Between innings, the RealSports Sweepstakes will keep fans coming into your store. Supported by this excitement at retail, you'll score big with the new action-packed RealSports cartridges. And your customers will know that for real excitement, real competition and realistic graphics and game play, the name of the game is ATARI RealSports!



## ATARI TAKES THE WRAPS OFF NEW ARCADE PACKAGING

**B**eginning with the release of the 2600™ GALAXIAN<sup>1</sup> cartridge in June, ATARI packaging will reflect a new arcade look loaded with impulse appeal and bursting with selling power!

The new packaging will be used on both the 2600 and 5200™ game cartridges. On the front of the cartridge boxes, the game title is featured in an eye-catching headline that makes full use of each game's recognizable arcade logo. For consumers who are looking for the latest arcade hits, this will serve as an instant and familiar reference point.

**SURE-SELL FEATURES** A bold but simple illustration acts like a miniature billboard in gaining attention

and indicating game play. On the side of the cartridge box, a spine clearly shows the game title, ATARI logo and a smaller version of the illustration featured on the package front.

With artwork on both the front and sides of the package, the game title and illustration can be easily seen whether the cartridges are stacked or displayed side-by-side.

The separate color-coding of 2600 and 5200 products is maintained and a brief copy line tells the consumer exactly what is in the carton and for which game system it is intended. A larger game screen, along with a game play description, appears on the back of the box.

This all-around new packaging look is sure to attract consumer attention and that means additional sales and profits for you!

1 GALAXIAN is a trademark of Bally Midway Mfg. Co., licensed by Namco-America, Inc.

## PRO-LINE<sup>®</sup> CONTROLLERS— A PROFIT LINE FOR YOU!

**T**he anticipation is there. The market is waiting. And now the products are ready!

The ATARI PRO-LINE advanced controllers offer a complete selection of



2600 REMOTE CONTROL JOYSTICK

game controllers to help you take advantage of an exciting new after-market for game accessories.

### WATCH PRO-LINE PROFITS GROW

Think of all the ATARI 2600™ and 5200™ owners out there, clamoring for arcade-style controllers—and you'll see the opportunity that's here for you.

In April we unveiled our first PRO-LINE selection, the 2600 REMOTE CONTROL JOYSTICK. The all-new 2600 SPACE AGE JOYSTICK will be available in July. Both controllers are engineered to stringent ATARI specifications.

**NO STRINGS ATTACHED** The ATARI 2600 REMOTE CONTROL JOYSTICK is far and away the most convenient and innovative game controller you'll ever experience! In fact, you can control the action from as far away as 20 feet—with no wires!

This new high-tech controller is easy to use and features the familiar ATARI Joystick design. The remote control antenna is safety covered with flexible plastic. Each set includes two joysticks and a receiver.



These prototypes illustrate Atari's eye-catching new arcade packaging.

DIG DUG is created and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982.

KANGAROO is produced under license from San Electronics Corporation.

POLE POSITION is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982.

### HIGH PERFORMANCE CONTROLLER

Now when your customers come in to replace their worn out joysticks, you'll have an affordable trade-up option with sure-sell appeal—the ATARI SPACE AGE JOYSTICK! The ultimate high performance controller, the SPACE AGE JOYSTICK features a unique pistol grip and a self-centering control knob that allows for 8-directional movement on screen. The comfortable, contoured fit of the pistol grip nearly eliminates joystick fatigue. Suggested retail: \$14.95.

Soon we'll introduce PRO-LINE TRAK-BALL™ controllers for both the 2600 and 5200 game systems, along with the 2600 PRO-LINE JOYSTICK.



The Atari 2600 keyboard will be shipped to retail outlets nationwide by the 3rd quarter 1983.

## NEW KEYBOARD TRANSFORMS 2600 GAME INTO A REAL COMPUTER!

Now your customers can enter the computer age with a new low-cost ATARI keyboard unit that snaps right onto the ATARI 2600 VCS™ console!

This exciting innovation lets you tap into the gigantic market of more than 12 million VCS owners who'll want to expand their 2600 game systems into computers!

*A new line of ATARI software including bit arcade games will be introduced with the 2600 keyboard.*

The 57-key typewriter-style keyboard will be shipped to retail outlets nationwide by the 3rd quarter 1983.

Suggested retail price is less than \$90!

### POWERFUL HOME COMPUTER

The new keyboard turns the ATARI 2600 game into a powerful home computer. It offers 8K bytes of Random Access Memory—more than any comparably priced home computer currently on the market.

Additional features include raised tactile keys, built-in MICROSOFT® BASIC computer language, a full-color display (on color TV) and an expansion port which accepts additional memory (up to 32K) plus low-cost peripherals such as cassette drives, printers and

modems. A wide variety of software is being developed for the new computer with an emphasis on home management, education, programming and a new line of hit arcade games. The games will feature enhanced graphics because of the additional memory built into the computer.

**READY MARKET FOR KEYBOARD** With sales of home computers soaring to 2.2 million units last year, industry leaders are predicting that the home computer will become the hottest product of 1983. But marketing research indicates that rather than trading up to computers, owners of video game units are interested in expanding the capabilities of their current game system to some type of computer configuration.

The keyboard will allow VCS owners to do just that.

The 2600 computer keyboard represents an easy first step into the exciting world of computers. It can be installed in minutes by snapping it directly atop the 2600 game console, and it requires no prior knowledge of programming by its users.

Once it is connected to the VCS unit, the keyboard accepts all standard VCS game cartridges in addition to its own brand new software. Through its expansion port, the keyboard can connect to a standard portable cassette recorder to transmit and store data. The keyboard is also designed to work with telephone modems and other peripherals.

According to marketing research, millions of people are interested in purchasing a home computer solely for the purpose of learning how to use one. And Atari, with an installed base of over 12 million VCS owners, has the opportunity to make the computing experience available to this large audience at an affordable price.

# ATARI

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(800)672-1404 (in California)

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# ATARI ADVERTISING SCHEDULE

## May 1983

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 May is RealSports™ Month! CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	2	3	4	5	6	7 CHILDREN'S TV
8 Mother's Day CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	9	10	11	12	13	14 CHILDREN'S TV
15 CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	16	17	18 Sport Magazine (June issue with RealSports Co-op ad) on sale	19	20	21 CHILDREN'S TV
22 CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	23	24	25	26	27	28 CHILDREN'S TV
29 CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	30 Memorial Day	31	<b>RADIO</b> Commercials Running in May: • CENTIPEDE BUG-OFF Contest	<b>PRINT</b> Magazines: • MS. PAC-MAN® • GALAXIAN® • \$200™ • RealSports™ (Co-op ad running in Sports Illustrated and Sport)	• CENTIPEDE BUG-OFF Contest • PHOENIX® • CENTIPEDE (video game publications)	<b>TV</b> Commercials Running in May: • CENTIPEDE™ • \$200™ • POLE POSITION® • SUSTAINING SOFTWARE

## June 1983

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<b>PRINT</b> Magazine: • PHOENIX • MS. PAC-MAN • GALAXIAN • RealSports • \$200	<b>TV</b> Commercials Running in June: • GALAXIAN • SUSTAINING SOFTWARE • \$200		1	2	3	4 CES ATARI CUSTOMER DAY CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO
5 Consumer Electronics Show (Chicago) 5 <sup>th</sup> -9 <sup>th</sup> CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	6	7	8	9	10	11 CHILDREN'S TV
12 CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	13	14	15	16	17	18 CHILDREN'S TV
19 Father's Day CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	20	21	22	23	24	25 CHILDREN'S TV
26 CHILDREN'S TV NETWORK TV CONSUMER MAGAZINES CABLE TV NETWORK RADIO	27	28 Watch for our \$200 ads during Wimbledon!	29	30 Coming soon! ATARI SAFARI	1 GALAXIAN is a trademark of Bally Midway Mfg. Co., licensed by Namco-America, Inc. 2 MS. PAC-MAN and characters are trademarks of Bally Midway Mfg. Co., sublicensed to Atari, Inc. by Namco-America, Inc.	3 POLE POSITION is engineered and designed by Namco, Ltd., manufactured under license by Atari, Inc. Trademark and © of Namco 1982. 4 PHOENIX is a trademark licensed by Centuri, Inc.