

# News Release



Atari Incorporated 1265 Borregas Avenue PO Box 427 Sunnyvale California 94086

Contact: Ginny Juhnke  
New York, NY  
(212) 741-1300

A.J. Sekel  
Sunnyvale, CA  
(408) 943-6789

## ATARI UNVEILS COMPUTER UNIT

### FOR 2600 VIDEO GAME

NEW YORK, New York, February 9, 1983 -- Atari, Inc. today unveiled a low-cost computer keyboard unit that transforms its 2600 video game player into a powerful home computer.

Called the 2600 Computer<sup>TM</sup>, the keyboard will be available at retail outlets nationwide by the third quarter at a suggested retail price of less than \$90. A substantial number of computer software titles also will be available by the third quarter.

The 2600 Computer offers 8K bytes of Random Access Memory—more than any other comparably priced home computer currently on the market.

Additional features of the computer include a keyboard with raised keys, built in BASIC computer language, a full color display (on color TV) and an expansion port which accepts additional memory (up to 32K) and low-cost peripherals such as printers and disc drives.

"The 2600 Computer will represent an easy first step into the exciting world of computers", said Michael J. Moone, president of Atari's Consumer Electronics Division, which will market the new device. "The Computer, which can be installed in minutes by snapping it directly atop the 2600 Video Computer System, requires no prior knowledge of programming by its users."

Once connected to the VCS, the 2600 Computer will accept standard VCS game cartridges as well as a new library of computer software titles featuring enhanced graphics and game play. Through its expansion port, the computer may connect with a standard portable cassette recorder to transmit and store data. The system is also designed to work with telephone modems and other peripherals, so the 2600 Computer expands with the growing needs of users. For now, though, the 2600 Computer is ideal for computer novices.

"Millions of people will buy a home computer in the next few years solely for the purpose of learning how to use one," said Moone. "With an installed base of more than 10 million VCS owners, we see an opportunity to make the computing experience available to a large audience at an affordable price."

Under development for the 2600 Computer is a wide variety of software titles, with emphasis on home management, education, personal development and a new line of hit games. Those games will feature enhanced graphics because of the additional memory built into the computer.

Atari also announced plans to introduce a keyboard unit for the firm's 5200 Advanced Game System™ later this year. Details of the plan were not revealed.

Atari is a leading designer and manufacturer of home video games, coin-operated arcade games and home computers, programs and peripherals for a variety of applications. Atari is a wholly owned subsidiary of Warner Communications, Inc., headquartered in New York.

# # # #

PRODUCT COMPARISON

FEATURE	ATARI 2600 COMPUTER	TIMEX-SINCLAIR 1000	TI-99/2	COMMODORE VIC-20
Price*	Under \$90	\$99	\$99	\$199
Full Color Display	YES (16 Colors)	NO (B & W)	NO (B & W)	YES (16 Colors)
Keyboard	56 Key Type- writer Style	40 Key Flat Membrane	48 Key Type- writer Style	66 Key Type- writer Style
Character Display Upper & Lower Case Resident RAM	32 x 24 YES 8K	32 x 23 NO (Upper Only) 2K	28 x 24 Data Not Available 4.2K	22 x 23 YES 5K
Total RAM Capability	32K	18K	36.2K	32K
ROM	16K	8K	24K	16K
Sound Generation	YES (2 Voices)	NO	NO	YES (4 Voices)
Graphic Resolution (pixels)	160 x 192	44 x 64	Data Not Available	176 x 184

\*Manufacturer Suggested Retail Price - 2/2/83