

THE ACTIVISION DECATHLON

1983 INTERNATIONAL SPECIAL OLYMPICS

JULY 12 - 17, 1983

# *The Activision Decathlon Lounge*



**1983**

***International Special Olympics***

***Baton Rouge, La July 12 - 17***



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ACTIVISION PARTICIPATES IN 1983 SPECIAL OLYMPICS

MOUNTAIN VIEW, California, July 11, 1983 -- Activision<sub>R</sub>, Inc., a leading developer of home computer entertainment software, is sponsoring The Activision Decathlon Lounge at the 1983 International Summer Special Olympics in Baton Rouge, La., July 12 - 14.

"The Special Olympics is one of the most inspiring events held in the U.S.," said Activision president and CEO, James H. Levy. "We feel greatly honored to be a part of it."

Housed in a large tent adjacent to the Olympics site, The Activision Decathlon Lounge is a social center where participants in the Special Olympics can relax and have a good time playing Activision home video games. Music will be provided and free soft drinks will be served. And on July 14, all Special Olympians will have the opportunity to play the company's soon to be released title, The Activision Decathlon, against a number of Special Olympics celebrities.

# # #

**NEWS**

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## ACTIVISION HOSTS PARTY FOR SPECIAL OLYMPIANS

Baton Rouge, La., July 14 --- More than 500 athletes competing in the 1983 International Summer Special Olympics were the guests of Activision<sub>R</sub> at a party held in The Activision Decathlon Lounge here.

Culminating a three-day sponsorship of the lounge by Activision, a leading manufacturer of computer software, the party was attended by sports and entertainment celebrities, who joined national and local dignitaries in praising the efforts of the Special Olympic athletes, their families and coaches.

"Inspirational, is the only word that describes this event," said a spokesman for Activision. "We feel honored to have been a part of it."

Housed in a colorful tent adjacent to the site of the Games, The Activision Decathlon Lounge served as a social center where participants in the Special Olympics relaxed from the rigors of competition. Free soft drinks and music were provided daily throughout the Olympics, and the athletes were invited to play The Activision Decathlon, the newest creation of award-winning video game designer David Crane, and

other Activision titles.

All athletes who visited the tent throughout the week were invited to the closing party, where they were entertained by Chuck Credo and the Basin Street Six, a noted New Orleans Dixieland Jazz band. They dined on unlimited supplies of hot dogs, popcorn, ice cream and soft drinks.

"Our aim was simply to provide an entertaining social environment for these youngsters," said James H. Levy, president of Activision. "It was a modest contribution, and we are pleased that it added something to the excitement of the Special Olympics."

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## ACTIVISION'S DECATHLON LOUNGE

### A HIT AT 1983 SPECIAL OLYMPICS

Baton Rouge, La., July 15 --- "Best thing here," was one of the descriptions of The Activision<sub>R</sub> Decathlon Lounge, the recreation tent provided for participants in the 1983 International Summer Special Olympic Games held in Baton Rouge, La., July 12 to 14, by Activision, a leading manufacturer of computer software.

More than 2,000 Special Olympic athletes frequented the Activision lounge during the 3-day event to relax from the rigors of competition. Free soft drinks and music were provided, and the athletes were invited to play The Activision Decathlon, newest creation of award-winning video game designer, David Crane.

On the final night of the games a party honoring 500 of the athletes and their families was held in The Activision Decathlon Lounge, where they dined on hot dogs, popcorn, ice cream and soft drinks, and were entertained by Chuck Credo and the Basin Street Six, a noted Dixieland Jazz Band from New Orleans. A highlight of the party was a free raffle, where Activision presented 10 lucky winners with an Atari Video Computer

System and an assortment of Activision video games.

"This is one of the most exciting sporting events in the country," said a spokesman for Activision. "There are no losers here. Witnessing the joy and courage of these young people is an awesome experience. We feel honored to have been a part of it."

The Activision Decathlon Lounge was open daily from 9 a.m. to 4 p.m. It was staffed by special education students from Louisiana State University, retained by Activision to assist the competitors with the video games and provide a friendly and relaxed atmosphere. Celebrity visitors to the Lounge included: Eunice Kennedy Shriver, Maria Shriver, Robert Kennedy, Jr., former Olympians Bruce Jenner, Rafer Johnson, ex-heavyweight champ Mike Weaver, and actress Susan St. James.

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GREENWICH OLYMPIAN WINS BIG AT THE ACTIVISION DECATHLON LOUNGE

Baton Rouge, La., July 15 --- Muffy Curtis, son/daughter of Mr. and Mrs. John Curtis of 1145 Calhoun Drive, Greenwich, was a winner in the Activision<sub>R</sub> Decathlon raffle held here during the 1983 International Summer Special Olympics Games, taking home an Atari Video Computer System and an assortment of Activision video games.

A leading manufacturer of home computer software, Activision was a participating sponsor of the Special Olympics, hosting athletes and their families at the Activision Decathlon Lounge, a social center where participants relaxed from the rigors of competition. Free soft drinks and music were provided daily throughout the Olympics, and the athletes were invited to play The Activision Decathlon, newest creation of award-winning video game designer, David Crane.

The drawing for the raffle was held during the post-olympic party at the Decathlon Lounge, where Muffy and more than 500 other Special Olympics athletes were entertained by Activision and applauded for their performances in the Summer Games. The prize was presented by Clifton E. Crowder, Director of Sales Development, Activision, Inc.

# # #

**NEWS**



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PLAY **THE ACTIVISION<sup>®</sup> DECATHLON<sup>™</sup>**

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WITH ALL THE THRILLS OF THE REAL THING!

JOIN US AND PLAY SOME VIDEO GAMES,

RELAX WITH A SODA AND MEET YOUR FELLOW OLYMPIANS

JULY 12, 13, 14  
9 a.m. — 4 p.m.

THE ACTIVISION DECATHLON LOUNGE  
OLYMPIC TOWN

JULY 12, 13, 14  
9 a.m. — 4 p.m.

ACTIVISION WELCOMES YOU

JOIN US AND PLAY SOME VIDEO GAMES,  
RELAX WITH A SODA AND MEET YOUR FELLOW OLYMPIANS

AN EXCITING NEW VIDEO GAME

ACTIVISION

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THE ACTIVISION DECATHLON LOUNGE  
OLYMPIC TOWN

PLAY THE ACTIVISION DECATHLON™

DECATHLETE

PLAY THE ACTIVISION DECATHLON™  
AN EXCITING NEW VIDEO GAME



*...where the name of the game is*

**FUN!**













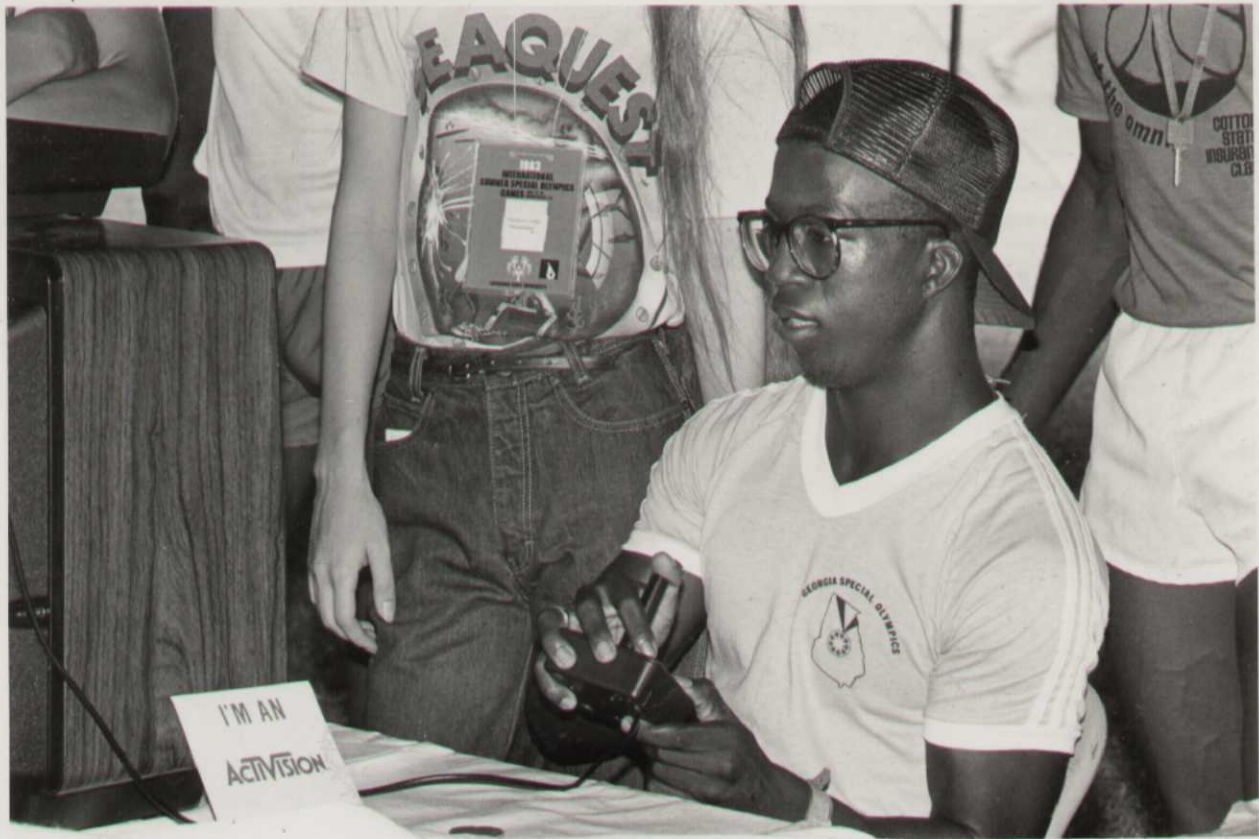
I'M AN

ACTIVISION®

DECATHLETE









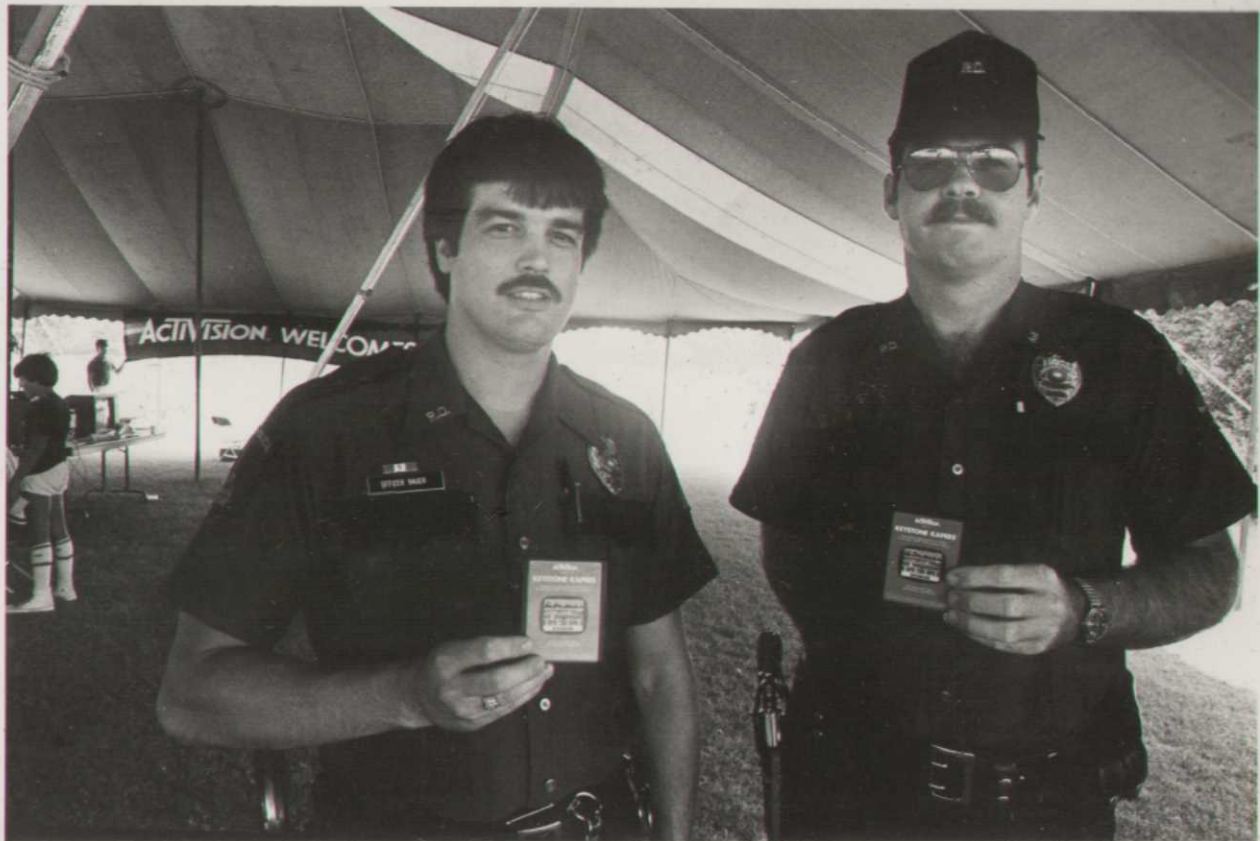












ACTIVISION WELCOME

STEVE WOOD

STEVE WOOD  
ACTIVISION

STEVE WOOD  
ACTIVISION





1960 Olympic Decathlon  
Gold Medal winner Rafer  
Johnson tries his wrist  
on The Activision Decathlon





Ex-heavyweight champion  
Mike Weaver knocks 'em  
out in Boxing by Activision



# *The Activision Decathlon Party*







Executive Director of the  
International Special  
Olympics, Eunice Shriver,  
enjoys the festivities at  
The Activision Decathlon  
party





































# Publicity



McGrath/Power Associates, Inc.

500 Fifth Avenue/New York, New York 10110/(212) 730-0680

COVERAGE OF THE ACTIVISION DECATHLON LOUNGE AND PARTY

\*WBRZ-TV (ABC)  
Baton Rouge

WAFB-TV (CBS)  
Baton Rouge

WRBT-TV (NBC)  
Baton Rouge

WDSU-TV (NBC)  
New Orleans

BATON ROUGE MORNING ADVOCATE TIMES PICAYUNE/STATES ITEM  
New Orleans

WGSO-AM  
New Orleans

\*WBRZ-TV taped for Good Morning America and Wide World of Sports



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500 Fifth Avenue/New York, New York 10110/(212) 730-0680

## RADIO PUBLICITY

Two segments for national radio distribution were produced to feature The Activision Decathlon as well as Activision's philanthropic involvement with The Special Olympics. Because MPA wrote and therefore controlled the messages, we were able to include strong plugs for the title. Cliff Crowder served as spokesperson on one of the spots.

Top 40 and adult contemporary rock stations were targeted and pick-up was excellent. A breakdown of results follows and a sampling of actual stations that used the segments is available on request.

### AUDIOLINE

<u>2</u>	Number of Reports
<u>847</u>	Total Station Broadcasts
<u>9,056,900</u>	Total Audience

### INDIVIDUAL STATION FEEDS

<u>72</u>	Total Station Broadcasts
<u>3,354,000</u>	Total Audience

### TOTAL FOR ALL REPORTS

<u>919</u>	Total Station Broadcasts
<u>12,410,000</u>	Total Audience

Had radio time been purchased, the dollar value of the air-time of these broadcast reports is estimated at \$24,822.00.

# ACTIVISION

## Shreveporter wins big in game industry

By BOBBY LAMB  
Times Business Writer

Shreveport area residents might best remember him as a young 1960-era summertime disc jockey named Jim White, Dick Neosho or Bruce Hayes.

His howling voice cracked the airwaves one time or another on KJOE, KREB or KRMD.

Today, however, his voice commands a business empire and he is known simply by one name. He's Jim Levy, a founding father and president and chief executive officer of Activision Inc., the booming video game cartridge maker — a business Levy calls "one of life's great little accidents."

It's not that Activision stumbled into becoming a \$66 million million business; that has come from skillful planning and popular game products. But it was somewhat of an accident that Levy, a businessman with a marketing background, and four video game designers bumped into each other back in 1979.

Levy, then a marketing manager and vice president of GRT Corp., was preparing to buy an operating software publishing company. His lawyer just happened to be contacted by four game designers from Atari who were interested in getting into business for themselves. The lawyer told the four to go home, sit by the phone, and when they answered the next call, it would be Levy. And so a business was born.

"This thing must have been meant to be," Levy, the son of Shreveporters Dr. Harold and Betty Levy, said. "When you think of all the attorneys these guys could have talked to ...."

After 90 days of getting to know each other and mapping their strategy, the five founders put Activision into being Oct. 1, 1979, as the first independent company to design, manufacture and market video game software.

Four games, all compatible with Atari's video computer system, were introduced in March 1980. The firm had 13 employees in a 1,750-square-foot headquarters in Sunnyvale, Calif. Another four games were marketed in 1981, when annual sales reached \$6.2 million, and net income was \$744,000.

Revenues in 1982 jumped 960 percent to \$65.9 million, and net income soared 1,600 percent to \$12.9 million. The company also was marketing cartridges compatible with Mattel Electronics' Intellivision system, and had distribution going

through Sears, J.C. Penney and Montgomery Ward. Employment grew to more than 131 and the headquarters moved to larger facilities in Mountain View, Calif.

Activision, with 16 game titles to its name, carved a 20 percent market share, compared to 5 percent in 1981.

The rise of Activision often is referred to as a "Cinderella" story, which Levy doesn't dispute. Luck and taking advantage of luck have contributed in many ways to the firm's success. "We did get kissed by a handsome prince somewhere along the way," he said.

But all is not luck. The business, Levy said, has been run very cleanly, not to overcomplicate it. Activision has concentrated on those fundamentals that need doing right and let other things fall into place.

"As the market grows you will get your fair share and that's what has happened here."

The firm's personnel are "not a bunch of high trash-and-trash-let's-go kind of operators," he said.

A number of things have gone into Activision's success story, Levy said, but a primary concern has been giving each game designer the "freedom to explore his own imagination."

"The creative guys and I made a deal a long time ago," Levy said. They create the games; he runs the business.

In looking back, Levy says it's not hard to figure out how he ended up in the business he's in.

He had always been interested in three areas: publishing, broadcasting or music. Thus the summertime stints as a DJ on the three local radio stations.

Born in Texas, but Shreveport grown, Levy said, "I spent 18 great summers in Shreveport. I come back from time to time — but not in July" — a reference to the summer heat and humidity. He attended Creswell Elementary, Broadmoor Junior High and was a 1961 graduate of Byrd High School.

College took him off to Carnegie Tech in Pittsburgh.

"I thought I wanted to be an engineer," he said, because that was a time "when all high school students who knew two and two were supposed to be engineers."

He spent only 1½ years in engineering and finished out college in business, earning a bachelor's and master's degree in industrial ad-

ministration.

From there he went to work in marketing for Hershey, the chocolate maker, for 2½ years; and Time Inc. for 4½ years, working with both Time magazine and Time-Life Audio, before becoming involved with a mail order subsidiary. Then he hitched up to GRT Corp. in the mail order record division, and later became business affairs manager and vice president, negotiating product deals with artists and producers. In his last year he was exposed to home computers.

"They were all businesses related in some way to information or entertainment publishing," Levy said.

His exposure to home computers set him up for the founding of Activision.

As it turns out, the timing was perfect. Activision caught the video game industry right at the beginning of a growth cycle.

"We predicted what would happen but we didn't predict how big it would be," Levy said. Original projections had put Activision's revenues at \$35 million by 1985. Revenues this year are estimated at \$100 million. "The world is never what you expect it to be," Levy said. "At least if you have a plan you have a better chance of getting there."

Levy said his industry is at a crossroads, a transitional period.

He breaks the industry's growth into two phases — 1977 (when home video game systems were introduced to the masses) to 1982 and 1982 to 1987.

Home video game systems dominated the hardware industry for the first five years, paving the way for home computers.

"What we're finding is that the mainstream of the market is gradually switching over to a more sophisticated system," said Levy. It's much like the progression in the recording industry from 45 rpm records to 33½ rpm LP's, then tapes, from high fidelity systems, to stereo, to digital audio.

That just opens more doors for Activision. "The better the system, the more we can do with it," Levy said.

In that vein, Activision has begun to translate video game software for use on Atari home computer systems.

And the company will be looking at other systems, trying to hit the broadest possible audience.

"Although we've grown rapidly, this basically is just the beginning. All we've done is lay the base for the future," Levy said.

This fall Activision will introduce Decathlon, based on the Olympics' 10-part sporting event; and something tentatively called Space Shuttle, a re-creation of the famed space craft's missions.

Levy said games go through cycles, all looking alike at one point or another, "but someone is always cracking through." And one thing always is in Activision's favor, Levy said, "People never tire of playing games."

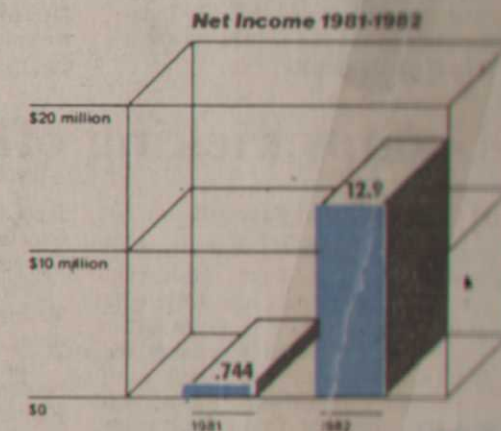
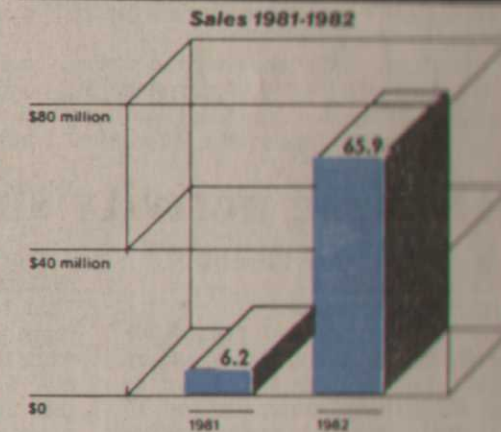


Chart shows Activision's success