

GAMES™

Atari®/Intellivision™ Newsletter

1st Quarter 1982

The CES Where Games Begin!!

Twice a year the electronics industry holds a convention to display its new products. The Winter Consumer Electronics Show is held in January in Las Vegas and the Summer Consumer Electronics Show is held in June in Chicago. We just returned from the Las Vegas show and have lots to report on.



The most important factor to come out of this show was the number of different manufacturers producing cartridges for the Atari and Intellivision Units. Last year, as you probably know, a company called Activision, made up of four engineers who left Atari to form their own company, became the first to produce cartridges for the Atari Unit. Once other companies and individuals realized that they too could make cartridges, the door

was opened for great things. In addition to Atari, Intellivision and Activision there are four other companies making cartridges and I'm sure there will be more.

You can look forward to 1982 being the year the arcade games come home. It seems that each manufacturer is trying to outdo the other by buying the rights to commercial arcade games and producing them in cartridges for the Atari and/or Intellivision.



NOTE: Cartridges and Video Game names are trademarks of their respective manufacturers.

Arcade Games in '82 Atari/Intellivision

Coleco has bought the rights to 6 popular arcade games, among them **DONKEY KONG** and **PHOENIX**. They are planning to produce all their cartridges in both Atari and Intellivision format. Their games will not be shipped until 3rd Quarter 1982. More information about these cartridges will be in subsequent newsletters.

IMAGIC is another new company comprised of ex-Atari and ex-Intellivision engineers who are designing cartridges for both Atari and Intellivision. The three announced Imagic cartridges for Atari are **DEMON ATTACK**, **STAR VOYAGER** and **TRICK**

SHOT. Demon Attack looks like Phoenix and has great graphics and play appeal. Star Voyager is a space game where you cruise through a star gate trying to clear a star path to get into the sector beyond. Trick Shot is a pool game where you can bank shots and hustle your opponent. Coming soon from Imagic for Intellivision is a dungeons and dragons type game where you are looking for precious jewels in an endless castle while warding off bloodthirsty demons, luring trolls and cave monsters. This cartridge was unavailable for previewing. IMAGIC plans to have 8 Atari cartridges and 4 Intellivision cartridges available by June 1982.



U.S. Games corporation is another new company that will be producing cartridges. As of now they only have plans to produce cartridges for the Atari Unit. The first 2 to be released are **SPACE JOCKEY** and **HIDE & SEEK**. Space Jockey is a Defender-type game where a space ship is shooting at objects that go across the screen. Hide and Seek was unavailable for viewing. Both these cartridges are slated to be shipped in Feb./Mar.

Computer Magic, the company who is making the **MAGIC CARD** for the Atari Unit, is in the process of making 2 more cartridges for the Atari and possibly a **MAGIC CARD** for the Intellivision Unit.

Atari in '82



Atari is planning to produce 12 new cartridges this year. The 3 that are planned for the 1st Quarter 1982 are: **SUPER BREAKOUT,**

HAUNTED HOUSE,
PAC MAN. Super

Breakout lets you blast your way thru a

mysterious force field.

Has 8 exciting sound effects. This

cartridge is now available

HAUNTED HOUSE

is an adventure like

cartridge that lets you wander

thru the dark hallways of an eerie mansion in search of the pieces of the golden urn. You encounter furry tarantulas, vampire bats, and a ghost... all guaranteed to scare you to death. This cartridge is scheduled to be out in February. **PAC MAN** — Guess who's coming to dinner? This is a one player only. Actually the energizing dots are squares in the four corners and the exit lanes are on the top and bottom. This is sure to be the hottest game this year! Pac Man is due in March. You can look forward to **DEFENDER** and **BEZERK** later this year. We previewed both and they are fantastic!

G.A.M.E.S. is The Place For All Games Odyssey 2 Now For Sale!

We are presently planning to carry **ODYSSEY-2** in all of our stores. Hopefully by the time you received this letter we will have sufficient stock in all our stores. Aside from the 40+ cartridges that are currently available for the Odyssey-2 Unit, they are coming out with a very clever set of games. They call them the Master Strategy Series and the first game is "The Quest For The Rings." This marks the beginning of a highly advanced era in video game systems. Players combine gameboard strategy with on-screen video action through the use of the computer keyboard. Another exciting plan for the Odyssey-2 is the voice and sound module. This will be available this summer.

Many people ask us which unit is the best. There is no **one** answer to this question. While each unit is good, they each seem to excel in one particular area. It is our opinion that the Atari is best for arcade games, Intellivision is best for sports games and Odyssey is best for strategy games. Believe it or not, many people buy all three!

A New Hot Line For All Your Questions!!

FLASH!!!! We have established a **HOT LINE** phone number that will have a 24-hour/day recorded message that will let you know which cartridges are in stock and which are expected. The number is (213) 901-1005. Please call that number instead of the store number to get information regarding the status of cartridges. If you would like to order any cartridges, please call the stores. We are always happy to take phone orders.

HOT LINE 213-901-1005

Our Atari & Intellivision clubs now have over 3000 members. With over 75 new cartridges scheduled for introduction in 1982, individual post card mailings for each new cartridge would be too expensive. So the arrival of each new cartridge will be announced on the **HOTLINE!**

Intellivision in '82

Intellivision is planning lots of new cartridges for 1982. The first to be released will be **STAR STRIKE.** You're

flying a rocket-powered fighter-interceptor trying to save the

Earth from alien rocket-craft. It's a one player game with six skill

levels. This cartridge was released in limited supply in January. **FROG BOG** lets you control a frog sitting on a lily pad. You score points when he catches flies on his tongue. This is a one or two player game. Frog Bog should be available in March. Later this year

Intellivision is adding a speech synthesis module to the unit which plugs in to the cartridge slot and then a cartridge plugs in which will add the dimension of speech to the cartridges. The 3 cartridges that have been announced are Space Spartans, Bomb Squad and B-17 Bomber. All three are great action games with the added thrill of speech.



New From Activision in '82

We now have in stock **ICE HOCKEY** and **STAMPEDE**, but they are going fast, so come on down to one of our stores and get them before their gone!



Activision is coming out in the Spring with **GRAND PRIX** and **BARNSTORMING**. Grand Prix looks as good as the commercial Monaco GP. It has great graphics. Barnstorming is flying an old bi-plane over a barn and under the telephone wires. A really cute game. Again, the classically good graphics we've come to expect from Activision. They are also coming out with 2 more cartridges:

Chopper Command and Starmaster. Both will be described in detail in future newsletters. We have also learned that Activision is planning Intellivision cartridges also.



A Super Joystick Manufactured by G.A.M.E.S.

How many of you have worn out your Atari joysticks playing Missile Command, or other great action games? We have the solution to your problems! G.A.M.E.S. has now manufactured its own joystick assembly. We believe it's the finest commercial quality joystick on the market, and its almost indestructible. It is unconditionally guaranteed by us for 1 year, but it should last forever in normal play. Just plug our joystick into the Atari connector & feel the more responsive action-No more missed high scores-Try a pair for a week and if you are not overjoyed, return it for a full refund-Only \$29.95 each.



Cases For Master Units Now Available!

We are having some cases made for the Atari and Intellivision Units. They will hold the Unit, Controllers, and Cartridges and have a hard plastic cover. We hope to have them in within 30 days. We still have the Atari and Intellivision cases and dust covers for the Atari Unit. Our regular price for the cases is \$17.95, but to club members, they are only \$12.95.

Coming in March 1982-Watches that play Pac-Man, Incredible and only \$34.95

Just In! Vid-Tari, a hard plastic cover for the Atari unit which holds the joysticks, paddles and 10 cartridges and their booklets. A handy accessory and very modestly priced at \$14.95.

Now in stock - "Rubics" type cubes with Figures that resemble Pac-Man, only \$7.95

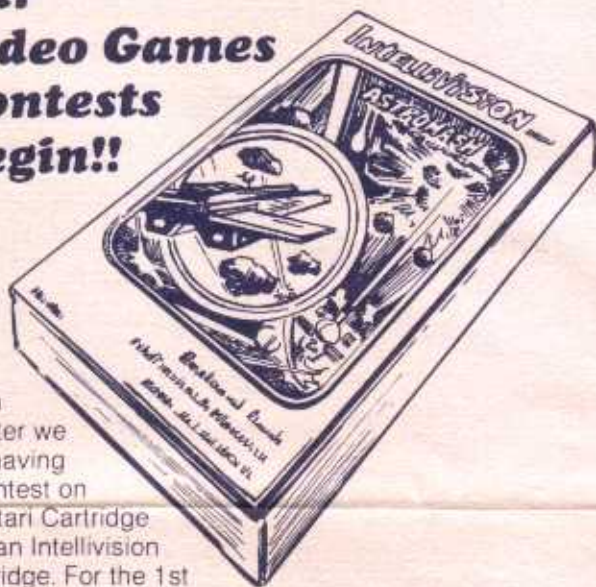
Coupon-Valid During March Only
Buy 2 cartridges, get a Pac-Man type
Rubics cube free (value \$7.95)
One cube per family only!

Wear Your Favorite Game!



Along with our Pac Man T-Shirts, we've just gotten in Donkey Kong, Defender and Centipede. All the T-Shirts are polyester and cotton and come in kids and adults sizes. The shirts are \$7.50 each. We also are getting in baseball caps in bright colors with game patches on the front: Pac Man, Space Invaders, Video Expert. They are only \$6.95 each.

Our Video Games Contests Begin!!



Each quarter we are having a contest on an Atari Cartridge and an Intellivision Cartridge. For the 1st Quarter 1982 we are having a contest on the Astrosplash cartridge for the Intellivision Unit and the Asteroids cartridge for the Atari Unit. After you have obtained your high score take a picture of your TV screen and send it to our Van Nuys store along with your name, address and phone number. All entries must be received by February 28, 1982. The winner will receive one FREE cartridge of their choice limited to stock on hand (a \$31.95 value for Atari and a \$34.95 value for Intellivision). Don't miss out on this. Get your entry in soon!

In addition to the cartridges that are coming out, I thought I'd mention the "self-contained" or "table top" electronic games that were introduced at the CES Show and that are coming for 1982. From Entex there is **CRAZY CLIMBER, TURTLES, SUPER COBRA, SPIDERS & DEFENDER**. From Coleco there is **PAC MAN, GALAXIAN, BEZERK, DONKEY KONG, FROGGER & OMEGA RACE**. None of these are available yet, but Pac Man and Galaxian should be the first released and are scheduled this month.

Previews of Coming Attractions

From Atari

Yar's Revenge, Defender, Math Gran Prix, Beserk, Star Raiders

From Activision

Chopper Command, StarMaster

From Mattel

Motocross, Night Stalker, Dungeons & Dragons, Utopia, Revisi, Card Fun, Space Hawk, Tron*1

From Coleco

(For Atari & Intellivision)

Mouse Trap

Vanguard

Venture

Round-Up

From U.S. Games

(For Atari)

Word Grabber, Missile Intercept, The Fly, Darts, Catch, Command Raid

From Odyssey

Monkey Shines, Wall Street Fortune Hunt, Conquest of the World

Phone Orders Now Accepted



For your convenience we are happy to accept phone orders. Please call all phone orders to our Van Nuys Store. Because of the large number of Atari and Intellivision Units we have sold, we expect many of the new cartridges to be in short supply. You may order any of the new cartridges by calling Van Nuys and we will ship them to you as soon as they are available.

G.A.M.E.S.™

San Fernando Valley:
6626 Valjean Avenue
Van Nuys
(213) 781-1300

Orange County:
10529 Ellis Avenue
Fountain Valley
(714) 964-2711

South Bay:
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