



WWW.ATARIMANIA.COM

ATARI.[®]
THE FUN
IS JUST
BEGINNING



THE FUN IS JUST BEGINNING! ATARI'S VIDEO GAME REVITALIZATION PROGRAM WILL ENERGIZE THE INDUSTRY, WITH...

- NEW! ADVANCED ATARI 7800™ PROSYSTEM WITH COMPUTER EXPANDABILITY
- NEW! NEXT GENERATION ATARI/LUCASFILM GAMES
- NEW! "SUPER-CHIP" SOFTWARE TECHNOLOGY FOR THE ATARI 2600™ VCS™
- NEW! THE ATARI MINDLINK SYSTEM, AN EXCITING BREAKTHROUGH IN THE VIDEO GAME EXPERIENCE



ATARI®

- NEW! INNOVATIVE,
CHALLENGING SOFTWARE
RELEASES ACROSS ALL
SYSTEMS

- NEW! DYNAMIC
ADVERTISING AND
CONSUMER PROMOTIONS
DESIGNED TO CAPTIVATE
AMERICA

WHILE IT CERTAINLY HAS ITS PROBLEMS, THE VIDEOGAME INDUSTRY CONTINUES TO DEMONSTRATE UNDERLYING STRENGTH...

- STRONG 1983 RETAIL
SALES:

76.5 MILLION CARTS*

5.9 MILLION GAME SYSTEMS*

\$2.6 BILLION RETAIL SALES*

- STRONG YEAR-ROUND
CONSUMER DEMAND:

	1983 UNIT RETAIL SALES (%)			
	1ST	2ND	3RD	4TH
GAMES	22	15	13	50
CARTRIDGES	30	19	17	34

ATARI WILL CONTINUE TO LEAD THE INDUSTRY

■ VIDEO GAME MARKET SHARE*

	JANUARY 1983	DECEMBER 1983
HARDWARE		
TOTAL ATARI	59%	70%
2600	52%	54%
5200	7%	16%

■ MAJOR MANUFACTURERS*

	JAN 1983	DEC 1983	POINT CHANGE VS. JAN 1984
ATARI	31	34	+ 3
COLECO	14	12	- 2
ACTIVISION	14	11	- 3
PARKER BROS.	5	11	+ 6

*Audit and Surveys

THE
NEW AGE
OF
ATARI

ATARI®

CONSUMER INTEREST REMAINS STRONG

- **UNAIDED AWARENESS OF THE ATARI NAME IS AN AMAZING 88%**
- **ATARI MEANS QUALITY, FUN AND VALUE TO YOUR CUSTOMERS**
- **VIDEO GAME OWNERSHIP IS SUBSTANTIAL:**
20 MM HOUSEHOLDS (24% U.S. PENETRATION) 72% OWN AN ATARI GAME SYSTEM*

- **CONSUMER SATISFACTION REMAINS HIGH:**

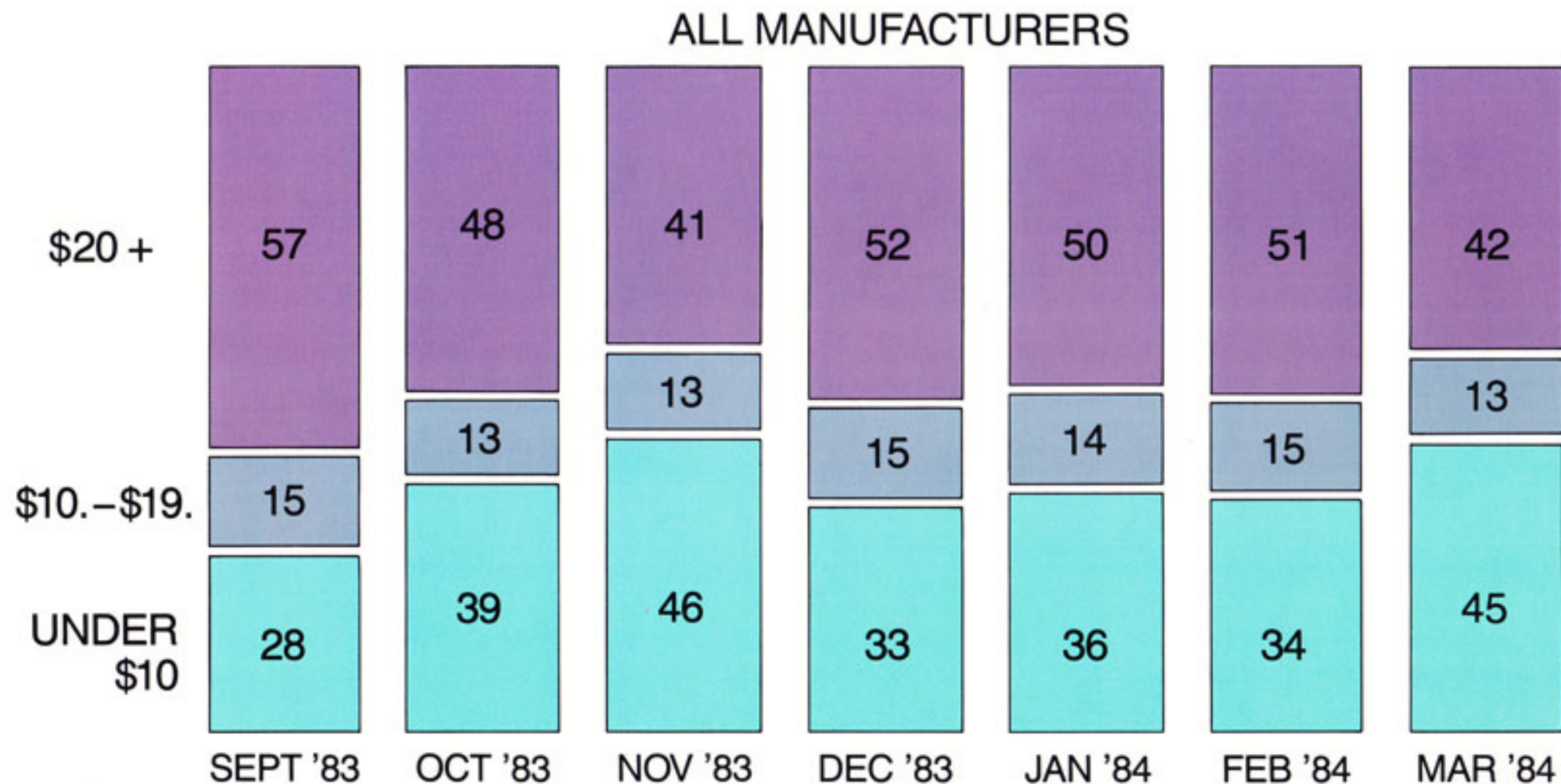
67% VCS OWNERS
EXTREMELY/VERY SATISFIED**
APPROXIMATELY 75% OF ATARI VCS
GAMES STILL IN USE**
VCS USAGE IS UP TO 21 HOURS PER
WEEK**

*GALLUP

**VCS OWNERS SURVEY
MARTIZ MKT. RESEARCH STUDY

STRONG CONSUMER DEMAND FOR FULL- REVENUE CARTRIDGE

FULL REVENUE CARTS MAINTAIN
SIGNIFICANT SHARE



OUR REVITALIZATION PROGRAM IS DESIGNED TO SATISFY CONSUMER DEMAND FOR:

- CREATIVITY AND INNOVATION
- GREATER CHALLENGE
- MORE EXCITEMENT
- ALL-FAMILY APPEAL
- FUN AND LEARNING
- ADVANCED, EXPANDABLE SYSTEMS



ATARI®

**WE HAVE ANALYZED THE MARKET...
WE HAVE LISTENED TO
YOUR CUSTOMERS AND YOU...
AND WE HAVE DEVELOPED
THE STRONGEST AND MOST
THOROUGHLY TESTED PRODUCT
LINEUP AND SUPPORT PROGRAM
IN THE HISTORY OF THE INDUSTRY...**

THE FUN IS JUST BEGINNING!

THE FUN BEGINS WITH...

**THE ATARI 7800™
PROSYSTEM**



ATARI®

ATARI 7800 PROSYSTEM

KEY SELLING FEATURES:

- **WORLD'S MOST ADVANCED GRAPHICS**
- **EXPANDABLE INTO A HOME COMPUTER**
- **PLAYS ALL 2600 CARTRIDGES—WITHOUT AN ADAPTER!**

PLUS...

- **PACKED WITH POLE POSITION II* (ONBOARD)**
- **NEW DURABLE, PRECISION ENGINEERED PRO-LINE™ CONTROLLERS**
- **COMPATIBLE WITH ALL ATARI 2600 AND HOME COMPUTER CONTROLLERS**
- **EXPANSION INTERFACE PORT FOR COMPATIBILITY WITH FUTURE GAME TECHNOLOGIES**

ATARI 7800 PROSYSTEM MARKET RESEARCH:

- **WE KNOW YOUR CUSTOMERS WANT AN ATARI 7800 PROSYSTEM:**
IT RECEIVED THE HIGHEST MARKET RESEARCH RESULTS IN ATARI HISTORY
75% OF CONSUMERS EXPRESSED POSITIVE PURCHASE INTENT
41% DEFINITELY WOULD BUY
34% PROBABLY WOULD BUY
- **WE KNOW 7800 PROSYSTEM CUSTOMERS WILL BE HEAVY SOFTWARE PURCHASERS:**
CONSUMERS STATED THEY WOULD BUY 6.9 GAME CARTRIDGES WITHIN THE FIRST SIX MONTHS!

- **THE RESEARCH IS CLEAR: YOUR CUSTOMERS WANT AN ADVANCED GAME SYSTEM**

ADVANCED VIDEOGAME SEGMENT

	1982	1983	CHANGE
UNIT SALES	2.2MM	2.7MM	+ 22%
UNIT SHARE	35%	50%	+ 15 POINTS

ATARI 7800 PROSYSTEM

IT ALL ADDS UP TO A COMPLETE PROGRAM FOR PROFITABILITY AND GROWTH

- **PROVEN ADVANCED
VIDEOGAME OPPORTUNITY**
- **CONSUMER TESTED
PRODUCT FEATURES**
- **SPECTACULAR 7800
PROSYSTEM RESEARCH
RESULTS**
- **EXPANDABLE INTO A HOME
COMPUTER**
- **COMPATIBLE WITH
EXISTING AND FUTURE
ATARI PERIPHERALS/
ACCESSORIES**
- **OUTSTANDING NEW
INTRODUCTORY SOFTWARE
LINEUP AT INTRODUCTION**
- **EXCITING NEW
PERIPHERALS SUPPORTED
BY A COHESIVE PRODUCT
ROLLOUT**

THE ATARI 7800 PROSYSTEM IS EXPANDABLE INTO AN INTRODUCTORY HOME COMPUTER WITH:

- **FULL-STROKE
PROFESSIONAL KEYBOARD**
- **COMPATIBILITY WITH ATARI
HOME COMPUTER
ACCESSORIES**
- **PACKED WITH 2 HOME
APPLICATION SOFTWARE
PROGRAMS**



ATARI®

PLUS OTHER EXCITING 7800 PROSYSTEM PERIPHERALS...

• HIGH SCORE CARTRIDGE

AUTOMATICALLY STORES HIGH GAME
SCORES

FUN FOR FAMILY COMPETITION

STORES UP TO 65 GAME SCORES
AND PLAYER NAMES

• ATARI 7800 PROSYSTEM ADAPTER

UPGRADES THE ATARI 5200™ TO PLAY ALL
7800 PROSYSTEM AND 2600 CARTRIDGES

COMPATIBLE WITH ALL 7800
PROSYSTEM, 2600 AND ATARI HOME
COMPUTER ACCESSORIES

ATARI 7800 PROSYSTEM SOFTWARE

SOFTWARE THAT SETS A NEW STANDARD
FOR EXCITEMENT!

INNOVATIVE ORIGINALS

- ATARI/LUCASFILM GAMES:
BALLBLAZER
RESCUE ON FRACTALUS
- DESERT FALCON*

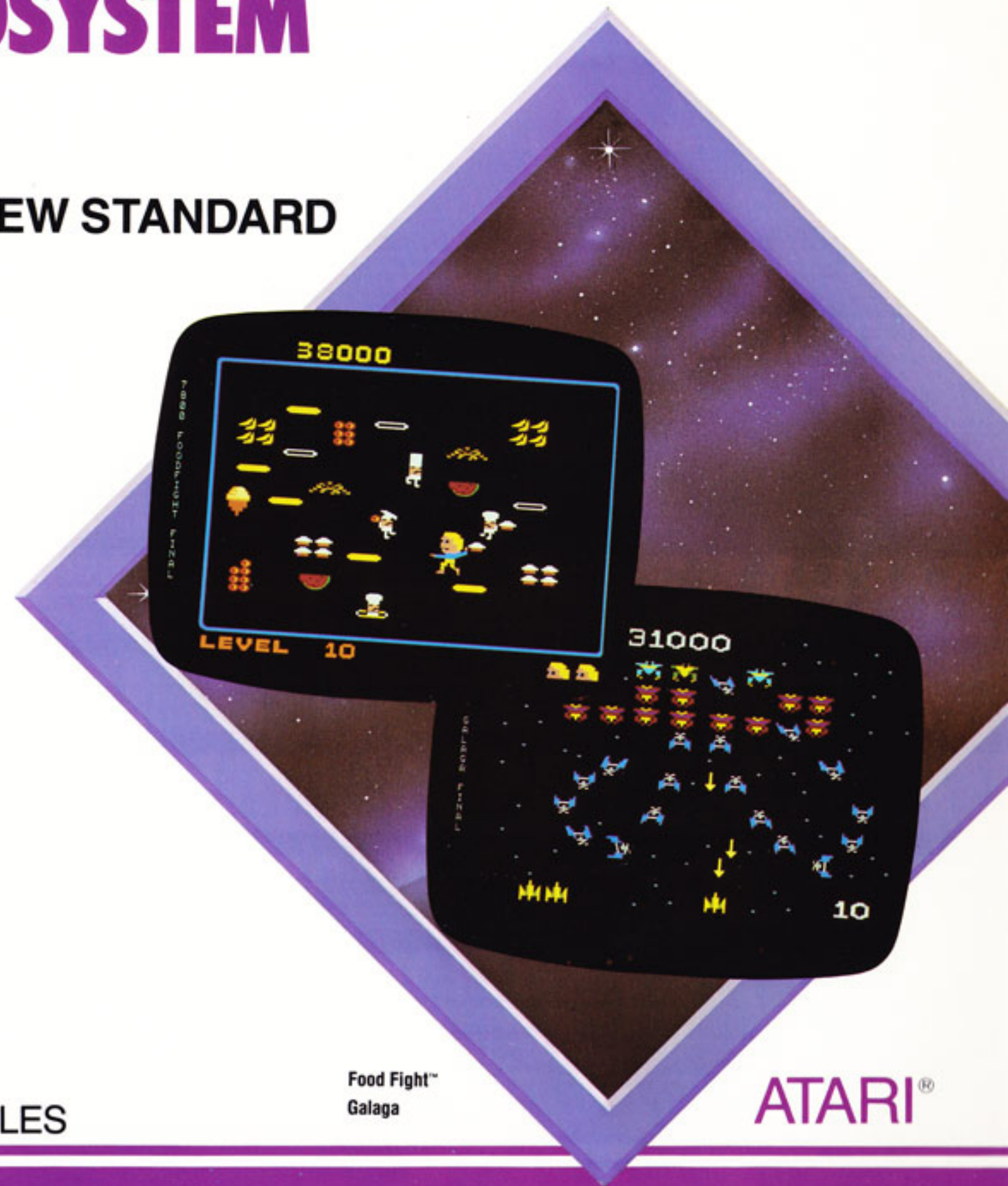
ALL-FAMILY ARCADE HITS

- POLE POSITION II*
- MS. PAC-MAN
- DIG DUG
- CENTIPEDE™
- FOOD FIGHT*

SERIOUS GAMERS' GAMES

- GALAGA*
- XEVIOUS*
- 3-D ASTEROIDS™
- JOUST
- ROBOTRON:2084

*7800 PROSYSTEM EXCLUSIVE TITLES



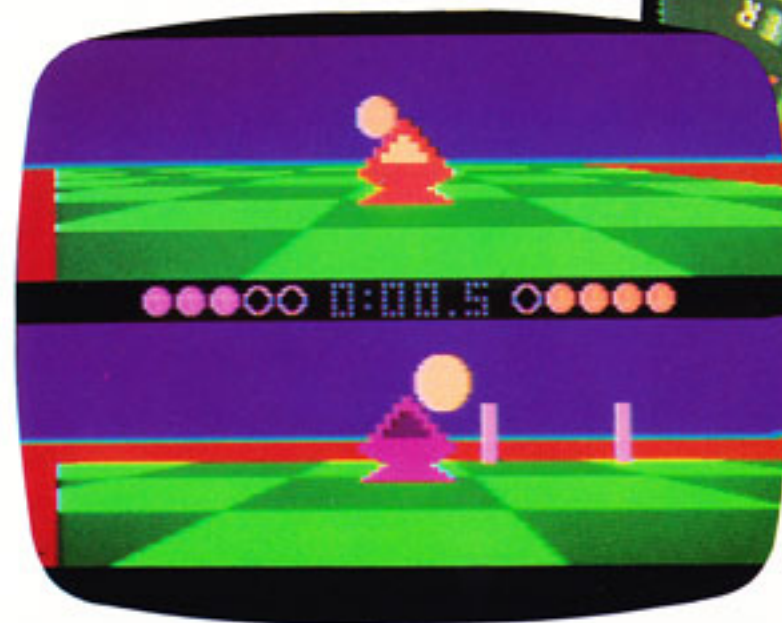
Food Fight™
Galaga

ATARI®

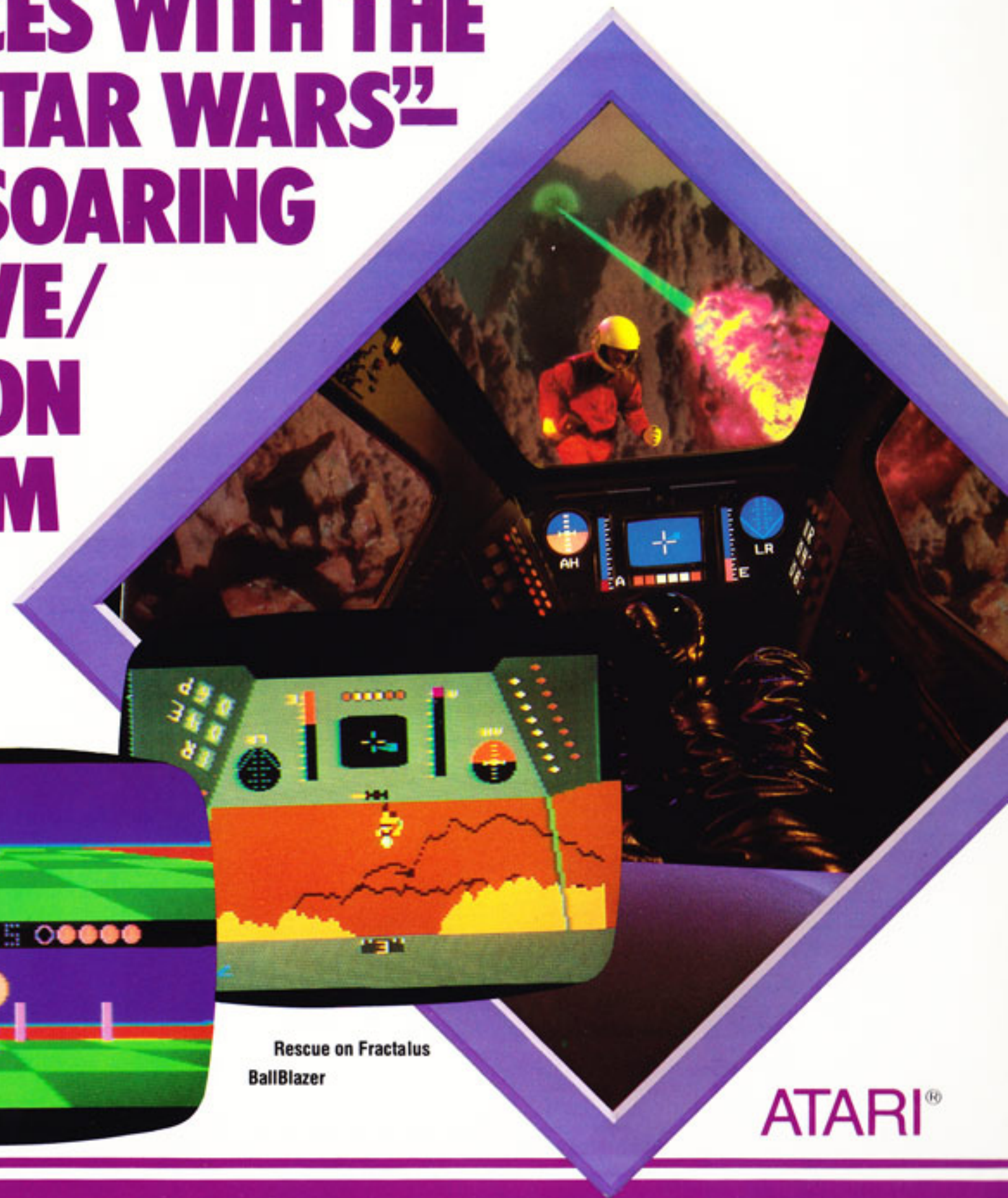
ATARI'S SOFTWARE REVITALIZATION STRATEGY WILL:

- **EXCITE CURRENT USERS
AND ATTRACT NEW USERS**
- **UTILIZE NEW SUPER
CHALLENGE, SUPER CHIP
2600 GAME CARTRIDGES**
- **REKINDLE EXCITEMENT
WITH ATARI/LUCASFILM
GAMES**
- **MAXIMIZE PROFITS WITH
FEWER RELEASES BACKED
BY FULLY COORDINATED
SUPPORT**

**WE JOINED FORCES WITH THE
CREATORS OF "STAR WARS"
TO SEND SALES SOARING
WITH INNOVATIVE/
NEXT GENERATION
ATARI/LUCASFILM
GAMES!**



Rescue on Fractalus
BallBlazer



ATARI®

BALLBLAZER

- first person futuristic sports game
- unique split-screen playfield
- involving original music; high resolution graphics
- competitive one-on-one play

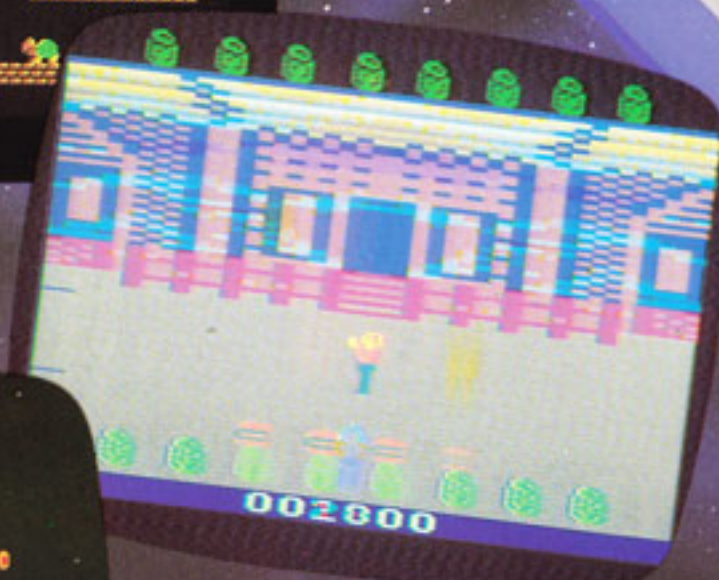
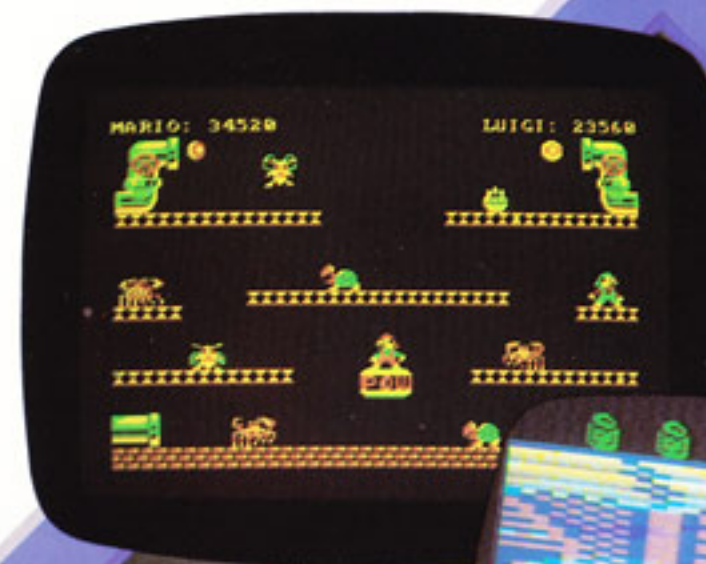
RESCUE ON FRACTALUS

- first person rescue fantasy
- realistic flight simulation/instrumentation
- involving original music
- breakthrough 360° mathematically generated graphics/gameplay

**THESE ATARI/LUCASFILM
INNOVATIONS WILL BE
INTRODUCED WITH AN
ENORMOUS PUBLICITY
AND ADVERTISING CAMPAIGN!**

NEW SOFTWARE THAT APPEALS TO THE WHOLE FAMILY:

- MARIO BROS. BY NINTENDO
- GREMLINS
- MILLIPEDE™
- JR. PAC-MAN
- CRYSTAL CASTLES™
- TAZ
- DONKEY KONG JR. BY NINTENDO
- ELEVATOR ACTION



***“THE BEST VERSIONS OF THE MOST
POPULAR GAMES!”***

Mario Brothers
Gremlins
Millipede

ATARI®

TITLE:	PLAYABLE ON:	2600	5200	COMPUTER
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MARIO BROS. BY NINTENDO

- unique simultaneous two-player option
- hilarious battle with pipe-dwelling pests

✓ ✓ ✓

MILLIPEDE™

- deluxe version of top selling CENTIPEDE
- arcade mega hit with over 10,000 units sold
- new "SUPER CHIP" technology
- excellent playtest results (6.6 out of 9.0)

✓ ✓ ✓

GREMLINS

- character driven skill and action game
- BIGGEST MOVIE OF 1984 BY STEVEN SPIELBERG
- STRONG CONSUMER PLAYTEST RESULTS (6.1 out of 9.)
- MAJOR NATIONAL PROMOTIONS BY 15 COMPANIES
- capitalizes on \$200 million in merchandising media

✓ ✓

JR. PAC-MAN

- challenging scrolling playfields
- NEW arcade mega hit (8,000 units/5 months)
- new "SUPER CHIP" technology
- capitalizes on successful PAC-MAN series

✓ ✓

CRYSTAL CASTLES™

- unique maze chase STARRING Bentley Bear and colorful villains
- strong arcade performance with over 8,000 units sold
- new "SUPER CHIP" technology

✓ ✓

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PAC-MAN®, MS PAC-MAN, JR. PAC-MAN and characters are trademarks of Bally Midway Mfg. Co., sublicensed to Atari, Inc. by Namco-America, Inc.

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TITLE:	PLAYABLE ON:	2600	5200	COMPUTER
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TAZ

- a funny junk food binge
- based on "THE TAZMANIAN DEVIL," popular cartoon character



PINBALL WIZARD

- multi-challenge realistic pinball game
- replaces popular ATARI "Video Pinball"
- high resolution graphics



DONKEY KONG JR. BY NINTENDO

- excellent sequel to popular DONKEY KONG
- stunning arcade rendition with every challenging screen
- high resolution, arcade graphics
- easy to understand, hard to master



ELEVATOR ACTION

- NEW ARCADE MEGA-HIT (OVER 8,000 units sold in 1984)
- thrilling, top-secret spy mission
- increasing difficulty levels
- exciting two-player action



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DONKEY KONG and DONKEY KONG, JR. BY NINTENDO are trademarks and © Nintendo 1981, 1982, 1983.

JUNGLE HUNT and ELEVATOR ACTION are trademarks and © of Taito America Corporation 1982, 1983.

ATARI

TITLE:	PLAYABLE ON:	2600	5200	COMPUTER
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GARFIELD ON THE RUN



- favorite cartoon character with teens and pre-teens
- original adventure game; search for Garfield's lost pal
- new "SUPER CHIP" technology

TRACK & FIELD



- the realism and challenge of actual olympic competition
- special arcade-controller included
- head-to-head competition for up to four players

**PROVEN GAMEPLAY APPEAL;
#2 ARCADE HIT OF 1984!**

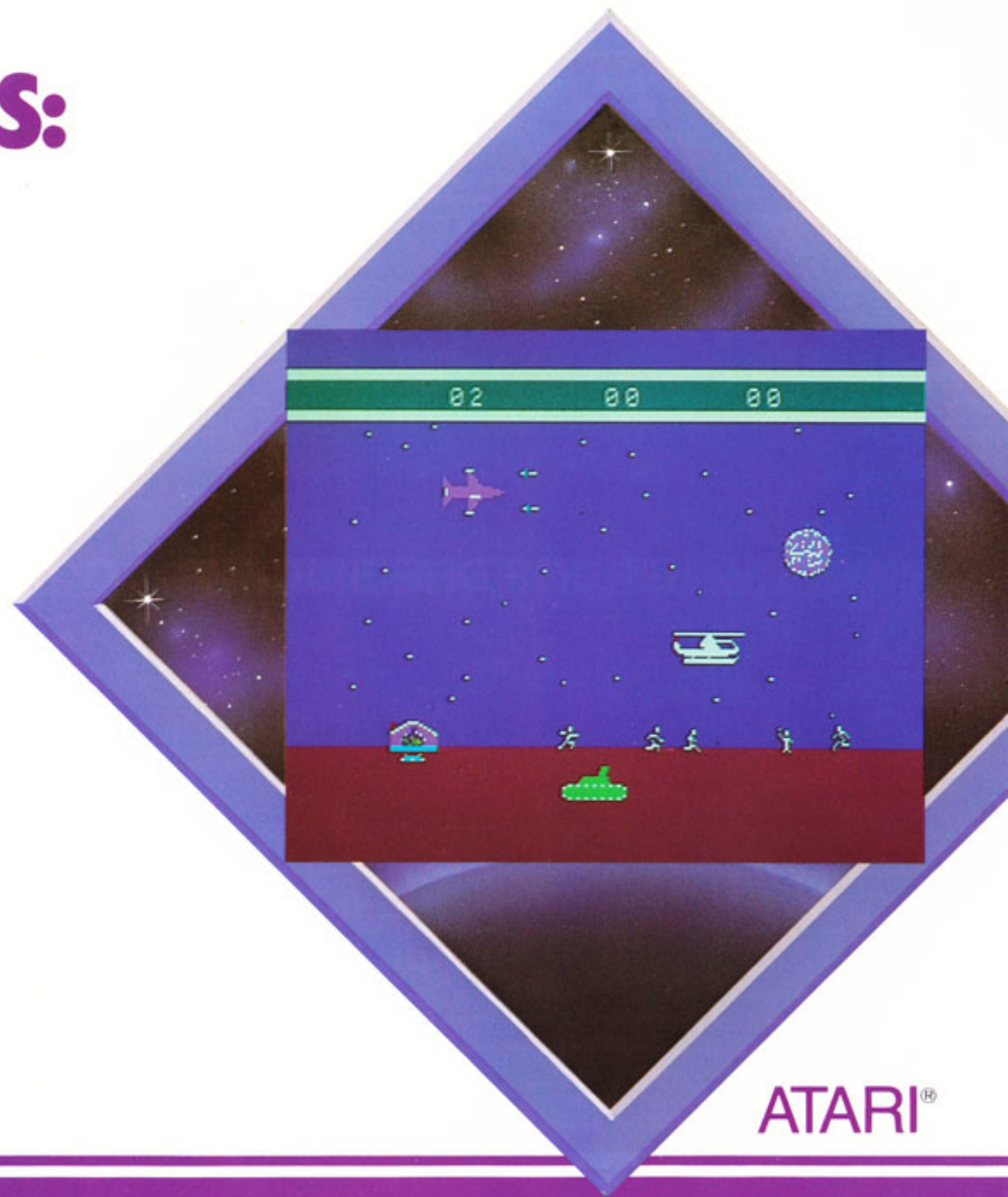
**CAPITALIZES ON THE AWARENESS
OF THE 1984 OLYMPIC GAMES**

CHARLIE BROWN and GARFIELD are trademarks of United Feature Syndicate, Inc.
TRACK & FIELD is a trademark of Konami Industry Co., Ltd., manufactured under license. © 1983 Konami.

MORE FUN FOR SERIOUS GAMERS:

- CHOPLIFTER!
- FINAL LEGACY™
- STARGATE

***“TRUE TO LIFE GRAPHICS
AND GAMEPLAY”***



ATARI®

TITLE:

PLAYABLE ON: 2600 5200 COMPUTER

FINAL LEGACY



- original “three-front” war strategy game
 - three simultaneous games in one
 - OUTSTANDING CONSUMER PLAYTEST RESULTS (7.1 out of 9.0)
 - combines strategy with skill and action
-

CHOPLIFTER



- gripping “real-life” rescue adventure
 - 1983 computer game of the year
 - 99 progressively challenging levels
 - realistic gameplay increases player involvement
-

STARGATE



- state-of-the-art space adventure
- second generation of classic DEFENDER series
- new “SUPER CHIP” technology
- HIGH RESOLUTION GRAPHICS
- infinite gameplay challenge

CHOPLIFTER is a trademark of Broderbund Software, Inc.
STARGATE and DEFENDER are a trademark and © Williams 1982, manufactured under
license from Williams Electronics, Inc.

SUPER NEW EDITIONS TO THE ATARI KID'S LIBRARY:

- OSCAR'S TRASH RACE
- PEEK-A-BOO
- GOOD LUCK,
CHARLIE BROWN

***“ATARI JOINS FORCES WITH THE
BEST KNOWN AND BEST LOVED
CHILDREN'S LICENSORS”***
*(DISNEY, MUPPETS, UNITED
FEATURES SYNDICATES,
CHILDREN'S COMPUTER
WORKSHOP)*



Oscar's Trash Race

ATARI®

TITLE	PLAYABLE ON:	2600	5200	COMPUTER
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OSCAR'S TRASH RACE



- fun and funny counting game
- kids ages 3–7 practice counting and matching skills
- excellent in-home playtest and focus group results
- newest addition to THE POPULAR ATARI-SESAME STREET LIBRARY

“PEEK-A-BOO”



- early education game for ages 12–36 months
- DEVELOPS IMPORTANT PRE-READING AND MOTOR SKILLS
- created by leading child psychologist Dr. Lee Salk
- uses specially designed KID'S CONTROLLER

GOOD LUCK, CHARLIE BROWN



- realistic kite flying action
- favorite cartoon character with all age groups
- varying difficulty levels
- gameplaying variety

OSCAR'S TRASH RACE and MONSTERCISE were developed by ATARI, INC. and the CHILDREN'S COMPUTER WORKSHOP

CHARLIE BROWN and GARFIELD are trademarks of United Feature Syndicate, Inc.

OUR NEWEST BRAINCHILD... THE ATARI MINDLINK™ SYSTEM

**AN ENTIRELY NEW AND EXCITING WAY
TO USE ATARI GAME SYSTEMS AND
COMPUTERS:**

- PLACED AROUND FOREHEAD, YOU "THINK" THE MOVEMENT OF OBJECTS ON SCREEN
- WORKS ON EMG TECHNOLOGY— (MEASURES MUSCLE ACTIVITY)
- TRANSMITS TO GAME CONSOLE VIA INFRARED REMOTE CONTROL—NO WIRES ATTACHED
- EXCITING, VERSATILE, EXPANDABLE
- OPENS UP ENTIRELY NEW AREAS TO VIDEO GAMING
- REWARDS RELAXATION AND CONCENTRATION
- INCREASES COMPUTER AND GAME SYSTEM INTENT TO PURCHASE
- INCLUDES INFRA-RED TRANSMITTER, RECEIVER, HEAD BAND AND ONE SOFTWARE CARTRIDGE

***"THE STATE OF THE ART
FOR THE STATE OF YOUR MIND!"***



ATARI

▪ THE ATARI MINDLINK SUPPORT PROGRAM

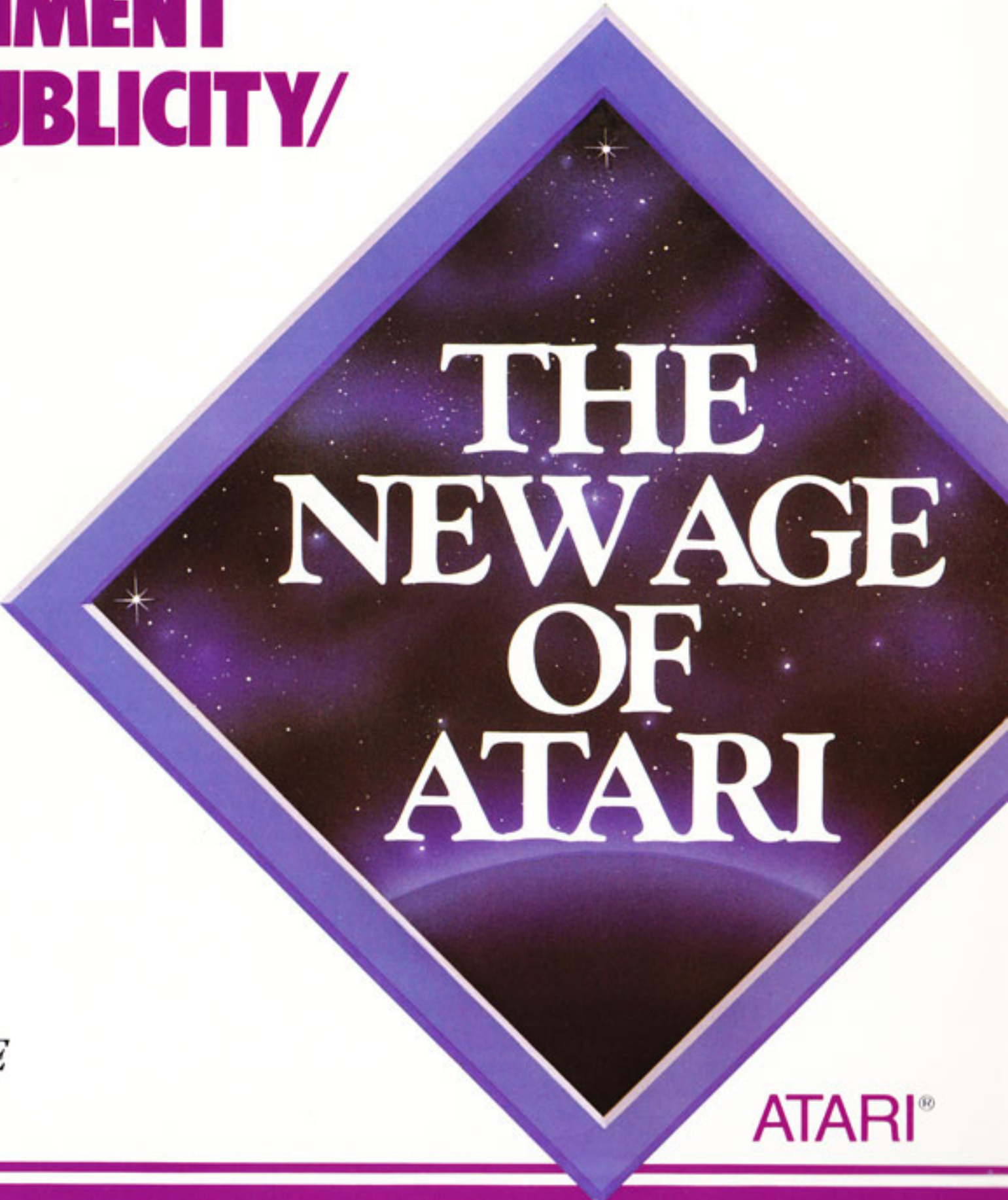
- MINDLINK WILL BE PART OF THE EXCITING NEW ATARI ADVERTISING CAMPAIGN
- BROAD AWARENESS ACHIEVED THROUGH MULTI-MILLION DOLLAR TELEVISION AND PRINT ADVERTISING
- HUGE PUBLIC RELATIONS CAMPAIGN
- OCTOBER-DECEMBER 1984 CONSUMER SWEEPSTAKES PROMOTION

▪ MARKET RESEARCH CONCLUSIONS

- OUTSTANDING CONSUMER RESPONSE FROM BOTH ADULTS AND CHILDREN
- HIGH CONSUMER PURCHASE INTENT
- WILL DRIVE ATARI GAME CONSOLE SALES

ATARI ENTERTAINMENT ADVERTISING/PUBLICITY/ PROMOTIONS

- OUTSPENDING ALL THE COMPETITION COMBINED!
 - MOST EXCITING, MEMORABLE AND EFFECTIVE ADVERTISING IN THE INDUSTRY
 - SATURATING ALL MEDIA:
TV (PRIME TIME, SPOT, KID VID, MTV)
RADIO
MAGAZINES
NEWSPAPERS
- “CREATING—AND
RE-INFORCING—PURCHASE
INTENT”*



THE
NEW AGE
OF
ATARI

ATARI®

#1 ADVERTISER ON MTV

- REACHES 21,000,000 U.S. HOUSEHOLDS
- 62% OF AUDIENCE IS BETWEEN 12-29 YEARS OLD
- 63% MTV VIEWERS LIVE IN HOUSEHOLDS WITH ANNUAL INCOMES EXCEEDING \$25,000
- 45% OF HOUSEHOLDS RECEIVING MTV OWN VIDEOGAMES—MORE THAN DOUBLE THE NATIONAL ADVERTISING AVERAGE


1984 PRELIMINARY SOFTWARE PROMOTION PLAN

	J	F	M	A	M	J	J	A	S	O	N	D
CONTINUITY												
INPACK COUPONS (TBD)												
MARIO BROS. BY NINTENDO												
MTV PRODUCT LINE												
SUMMER RADIO (TBD)												
BACK TO SCHOOL (TBD)												
XMAS EXTRAVAGANZA (TBD)												

RADIO
CALL-IN TRIAL

MTV JACKET \$19.95 (VALUE \$50.)
W/P.O.P. \$5 BOUNCEBACK COUPON

W/P.O.P. FREE
ALBUM



ATARI[®]
TAKES YOU
WHERE NO HOME
COMPUTER
HAS GONE
BEFORE

YOU'LL SELL MORE WITH ATARI HOME COMPUTERS!

- **A PROVEN INDUSTRY**

1983: 3.8 MILLION BASE UNITS SOLD
SALES = \$1 BILLION
PERIPHERAL AND ACCESSORY
SALES = \$750 MILLION

- **A CONTINUING CHALLENGE**

1984: A 40% PROJECTED INCREASE IN
COMPUTER SALES **PLUS** INCREASING
SALES OF PERIPHERALS

- **AN IMPORTANT MARKET WE
KNOW HOW TO REACH . . .**



ATARI®

■ **THE HOME COMPUTER MARKET:**

8% OF U.S. HOUSEHOLDS NOW HAVE
A HOME COMPUTER

12% OF NON-OWNERS ARE LIKELY,
OR VERY LIKELY, TO PURCHASE IN 1984
(9.2 MILLION HOUSEHOLDS)

■ **CUSTOMER PROFILE**

- 25-34 YEARS OF AGE
- INCOME OVER \$25,000
- COLLEGE EDUCATION
- WHITE COLLAR
- HAVE SCHOOL AGE CHILDREN

■ **MOST FREQUENT CUSTOMER USE**

-CHILDREN'S EDUCATION	17%
-ENTERTAINMENT	16%
-BUSINESS/OFFICE "HOMEWORK"	11%
-ADULT EDUCATION	11%
-HOME BUSINESS RECORDS	11%
-WORD PROCESSING	6%

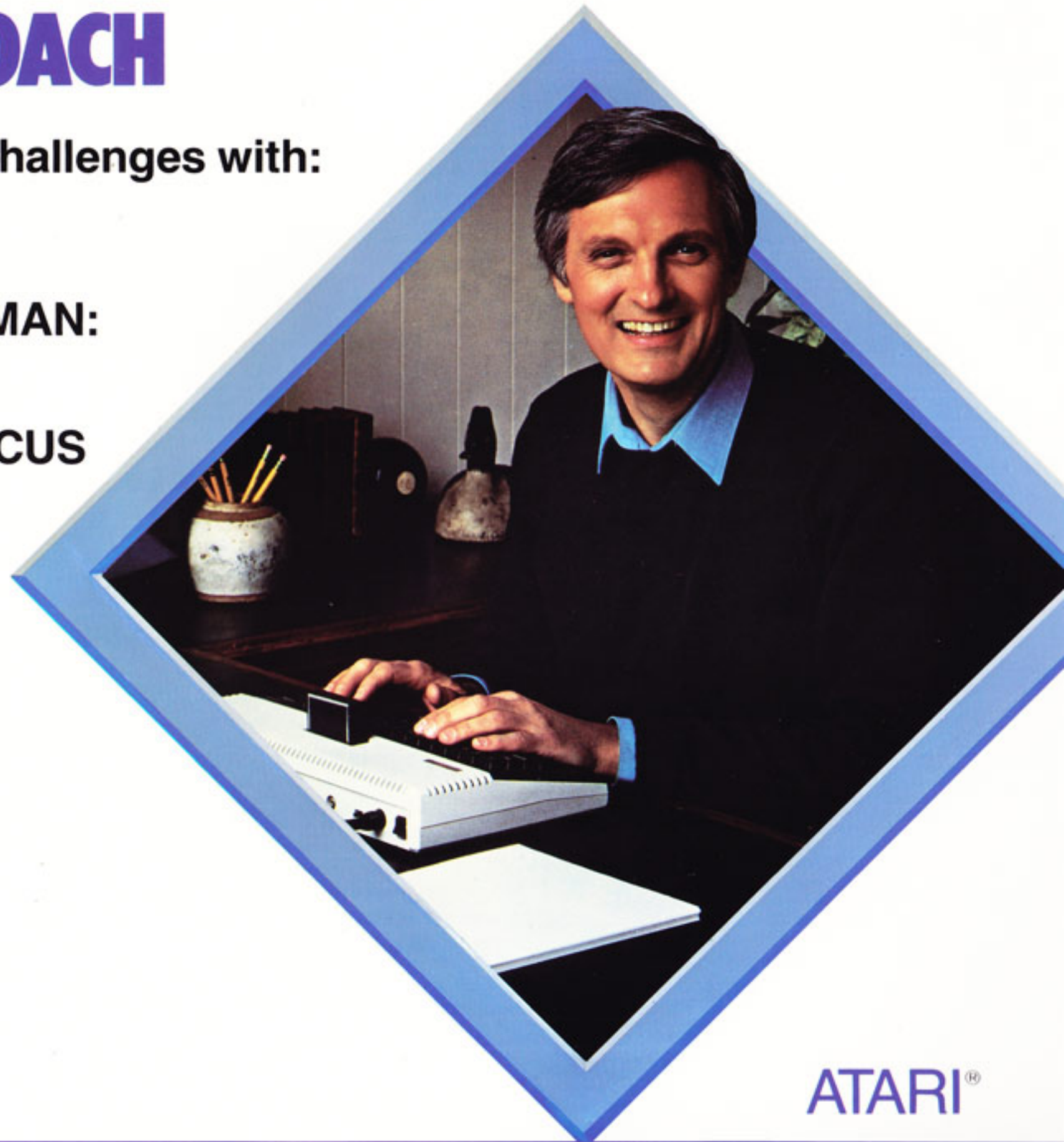
SOURCE: GALLUP



A NEW APPROACH

We're meeting today's challenges with:

- SUPERIOR PRODUCTS
- A POWERFUL SPOKESMAN:
ALAN ALDA FOR ATARI
- A NEW MARKETING FOCUS



ATARI®

ATARI HOME COMPUTERS EXCELLENT PRODUCT ADVANTAGES

- REAL COMPUTER POWER!
 - The most advanced color graphics (256 colors)
 - The broadest, highest-quality software selection
 - Easiest to use
 - The most expandable home computer—we won't leave our customers behind!
- COMPATIBILITY OF SOFTWARE AND PERIPHERALS
 - Existing as well as new—all the pieces fit
- NATIONAL SERVICE NETWORK
 - Product support with toll-free 800 phone lines plus User's Groups
- LOWEST RETAIL RETURNS IS PROOF OF OUR QUALITY!

POWERFUL, BELIEVABLE ADVERTISING

- DELIVERED BY ALAN ALDA: ONE OF THE WORLD'S MOST CREDIBLE SPOKESMAN
- DELIVERED TO OVER **95%** OF THE ENTIRE COUNTRY AN AVERAGE OF **40 TIMES** = CREATING OVER **4 BILLION** TOTAL HOUSEHOLD IMPRESSIONS!
- ACCOMPLISHED VIA THE LARGEST HOME COMPUTER MEDIA BUDGET IN ATARI'S HISTORY

A NEW FOCUS ON TWO MARKET SEGMENTS

- EDUCATION
- HOME MANAGEMENT

BACKED WITH NEW PRODUCTS!



ATARI HOME COMPUTERS ARE WAY AHEAD WITH COMPATIBILITY, PERFORMANCE AND PROMOTION!

- **ATARI 800XL™**

*Your imagination is the only limit!

- **ATARI 600XL™**

*Ranked #1 by a leading consumer magazine over the TRS 80, Commodore 64 and Coleco Adam!



ATARI®

ATARI 600XL

- 16K RAM
- 256 COLORS, 4 SOUND VOICES
- BUILT-IN ATARI BASIC
- COMPLETE ATARI SOFTWARE COMPATIBILITY
- EXPANDABLE TO 64K WITH THE 1064™ MEMORY MODULE
- GRAPHICS, DESIGN AND SOUND CAPABILITIES FAR SUPERIOR TO THE COMPETITION
- COMPATIBLE WITH ALL ATARI PERIPHERALS

ATARI 800XL

- 64K RAM
- 256 COLORS, 4 SOUND VOICES
- BUILT-IN BASIC
- COMPLETE ATARI SOFTWARE COMPATIBILITY
- GRAPHICS, DESIGN AND SOUND CAPABILITIES FAR SUPERIOR TO THE COMPETITION
- COMPATIBLE WITH ALL ATARI PERIPHERALS
- MONITOR OR TELEVISION



ATARI PERIPHERALS AND ACCESSORIES GIVE YOU:

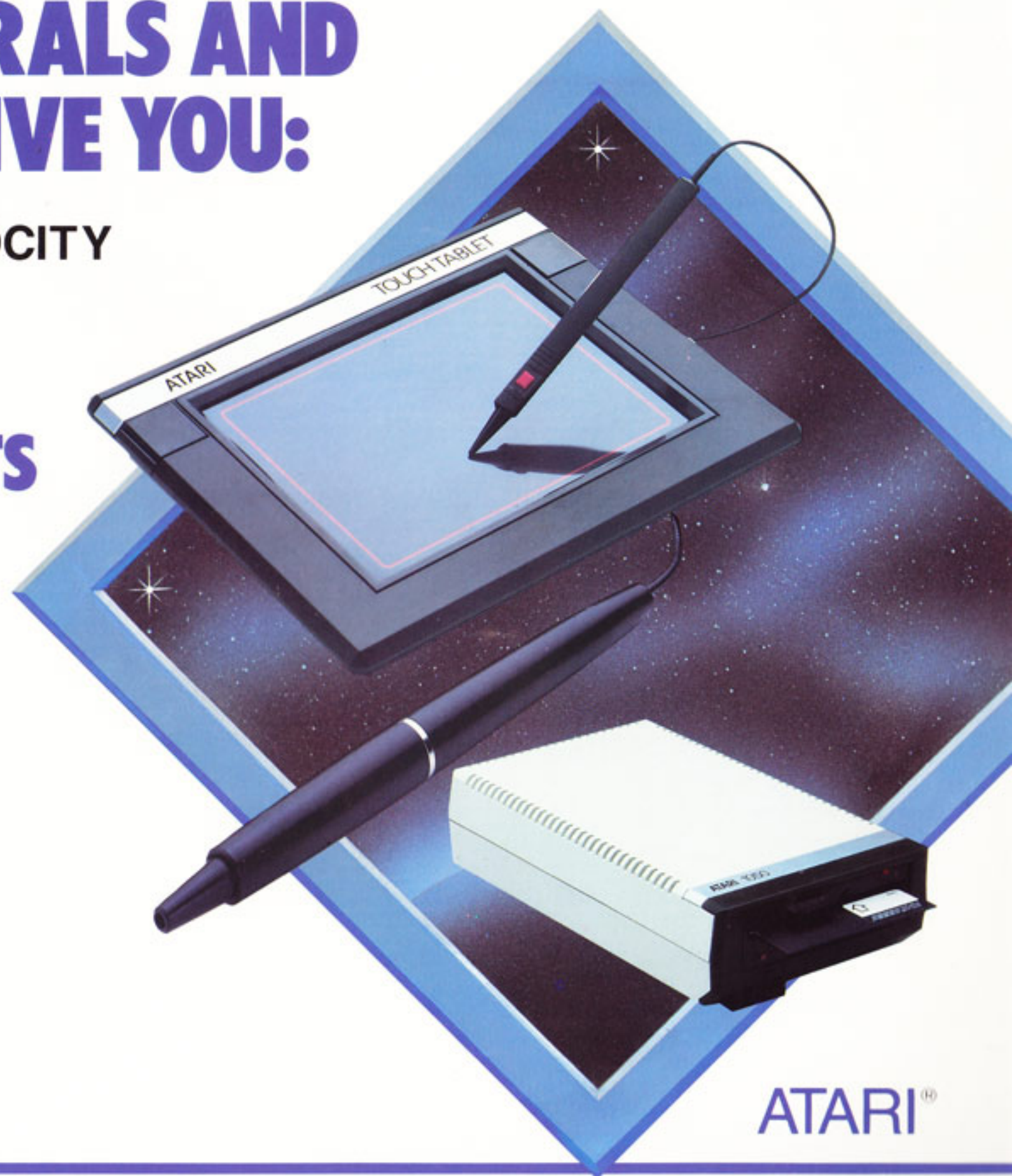
- INCREASED SALES VELOCITY
- HIGH MARGINS
- ADD-ON SALES

WITH NEW PRODUCTS

- ATARI TOUCH TABLET
- ATARI LIGHT PEN
- 1050™ DISK DRIVE

AND A STRONG EXISTING LINE IN

- PRINTERS
- STORAGE PRODUCTS
- MODEMS



ATARI®

**"EASILY THE HOTTEST NEW PRODUCTS
OF THE YEAR!"**

**ATARI TOUCH TABLET with AtariArtist™
Software Cartridge**

- art, education and entertainment value
 - easy access to a whole new area of creativity
 - 128 colors at your fingertips
- Now Shipping

**ATARI LIGHT PEN with AtariGraphics™
Software Cartridge**

- dynamic new art medium
 - incredibly easy to use
 - for all ages
- Now shipping

1050 DISK DRIVE

- for data base and word processing applications
 - key to hundreds of diskette-based programs already available for Atari Home Computers
 - now with DOS 3 for true dual-density —50% more capacity
- Now shipping



THE NEW SOFTWARE FOCUS:

- EDUCATION
- HOME MANAGEMENT/ENTERTAINMENT

*“**E**NTERTAINING, HIGH
QUALITY PRODUCTS THAT
HELP PEOPLE OF ALL AGES
DEVELOP DESIRABLE, USEFUL
SKILLS AND KNOWLEDGE.”*



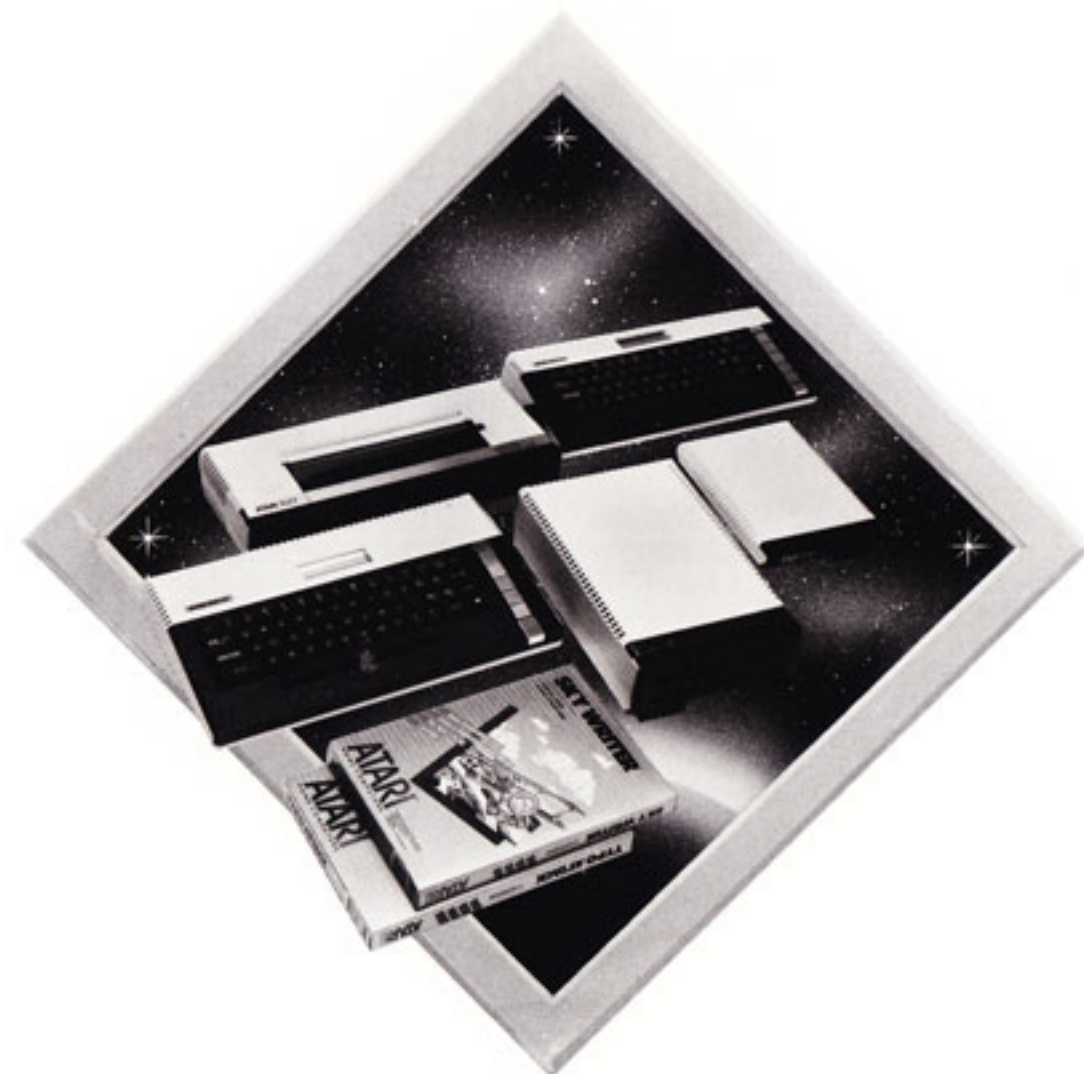
SynTrend
Typo Attack

ATARI®

**YOUR CUSTOMERS BUY A HOME
COMPUTER FOR:**

1. EDUCATION
2. WORD PROCESSING
3. HOME MANAGEMENT
4. ENTERTAINMENT
5. COMMUNICATIONS

**ATARI OFFERS TOP QUALITY SOFTWARE
TO ADDRESS EACH OF THESE
EXPRESSED NEEDS.**



EXTRAORDINARY NEW EDUCATION SOFTWARE:

- THE FUTUREMAKERS™
- LETTER TUTOR™
- WORD TUTOR™
- SKYWRITER
- TYPO ATTACK
- COMING ATTRACTIONS!

“**ATARI** TAKES YOU WHERE
NO HOME COMPUTER HAS GONE
BEFORE . . .”



ATARI®

THE FUTUREMAKERS

- a unique, thrilling and easy to use space-learning experience with technically accurate space principles
- teaches basic principles and theories of science and space
- exceptional sound and 3-D animated graphics provide realistic perspectives
- joystick controlled flight activity speeds up real time to make encounters with planets frequent and exciting

The first two titles of the ATARI FUTUREMAKERS are:

- **THIS IS GROUND CONTROL**
- **THROUGH THE STAR BRIDGE**

Available: September 1984

INTERACTIVE, ENTERTAINING USEFUL SKILL BUILDERS:

- **WORD TUTOR**—reinforces spelling skills
*Works with the ATARI LIGHT PEN or TOUCH TABLET or Joysticks
- **LETTER TUTOR**—teaches how to print letters and numbers
*Works with the ATARI LIGHT PEN
- **SKYWRITER**—builds vocabulary skills

AND . . . A NEW, EXPANDED VERSION OF THE BEST SELLING HIT . . .

- **TYPO ATTACK**—turns the learning of touch typing skills into a challenging, fun filled experience

COMING SOON:

New software products in the following areas:

1. natural science
2. music
3. art
4. computer literacy
5. language development.



ATARI DELIVERS THE BEST HOME MANAGEMENT SOFTWARE!

THREE NEW WINNERS FROM SYNAPSE:

- SYNCALC
- SYNFILE +
- SYNTREND

AND, A TOP-RATED WORD PROCESSING TEAM:

- ATARIWRITER™
- PROOFREADER™

“POWERFUL PERFORMERS ON THE COMPUTER—AND AT RETAIL!”



ATARI®

**THE NEW ATARI SYNAPSE SERIES:
"NOW YOUR ATARI! COMPUTER GETS
DOWN TO BUSINESS!"**

- easy and full integration—data can be shared between all three programs and ATARIWRITER sorts and calculates faster than current competitive offerings
- offering on-screen commands with easily understood prompts

SYNCALC—an advanced spreadsheet for calculating and forecasting

SYNFILE + —a flexible database for filing and record keeping

**WORD PROCESSING WINNERS:
ATARIWRITER**

"AMONG THE NICEST, SIMPLEST
WORD-PROCESSORS WE'VE TRIED."

Rated by a leading consumer's magazine

- the *only* 16K cartridge word processing program on the market
- the only word processor that can save data on disk or cassette
- compatible with the ATARI Synapse Series Software

PROOFREADER

- spelling checker designed exclusively for ATARIWRITER
- 36,000 word electronic dictionary
- create a personal dictionary for frequently used words—up to 800 words on each diskette



OUR NEWEST BRAINCHILD... THE MINDLINK SYSTEM

A NEW WAY TO USE ATARI GAME
SYSTEMS AND COMPUTERS:

- EXCITING, VERSATILE,
EXPANDABLE
- REWARDS RELAXATION AND
CONCENTRATION
- BROAD CONSUMER
APPEAL
- INCREASES COMPUTER
AND GAME SYSTEM
BUYING INTENT

***"THE STATE OF THE ART FOR
THE STATE OF YOUR MIND!"***



ATARI®

THE MindLink™ SYSTEM:

- CONTROLS AN ATARI GAME SYSTEM OR COMPUTER IN A FASCINATING NEW WAY!
- WORKS ON EMG (SENSES ELECTRIC CHARGES IN MUSCLES IN THE FOREHEAD)
- PLUGS INTO THE COMPUTER'S JOYSTICK PORT
- THE BASE UNIT INCLUDES AN INFRA-RED TRANSMITTER, RECEIVER, HEADBAND AND ONE SOFTWARE CARTRIDGE

ESTIMATED AVAILABILITY:

SHIPPING 3RD QUARTER 1984—THE
BASE UNIT PLUS 3 SOFTWARE
(CARTRIDGE) TITLES

SUPPORT:

TV & PRINT ADVERTISING
PUBLIC RELATIONS CAMPAIGN
PROMOTIONS

NUMEROUS APPLICATIONS

- VIDEOGAME PLAY
- RELAXATION MONITOR
- MIND GAMES (MEMORY/ESP/STRATEGY)
- LEARNING
- SIMULATIONS
- CREATIVITY
- AND MORE!

CONSUMER FOCUS GROUP RESPONSE:

- STRONG BUYING INTENT AMONG ATARI OWNERS
- INTENT TO PURCHASE AN ATARI COMPUTER **TRIPLED** AMONG NON—OWNERS UPON VIEWING THE FEATURES OF THE ATARI MINDLINK



ATARI LEARNING SYSTEMS

ATARI'S COMMITMENT TO EDUCATIONAL EXCELLENCE: WITH NEW PRODUCTS

- APPEALS TO STRONG MARKET FOR EDUCATIONAL SOFTWARE
- FEATURES EXCLUSIVE MEDALLION SERIES (ATARILAB™, THE LEARNING PHONE™)

*“THE SOFTWARE THAT CLOSES NEW HARDWARE SALES . . .
... AND REKINDLES EXCITEMENT FOR EXISTING OWNERS.”*



ATARI®

**ATARI LEARNING SYSTEMS PRODUCTS
ARE AN OPPORTUNITY TO REACH THE
CONSUMER AND INSTITUTIONAL
SEGMENT LOOKING FOR EDUCATIONAL
SOFTWARE!**

(INCLUDING SCHOOLS)

- EDUCATION IS THE MAJOR REASON CONSUMERS BUY HOME COMPUTERS!
- 6 MONTHS AGO EDUCATIONAL SOFTWARE ACCOUNTED FOR 20% OF APPLICATION SALES. NOW IT'S 33% AND CLIMBING FAST!

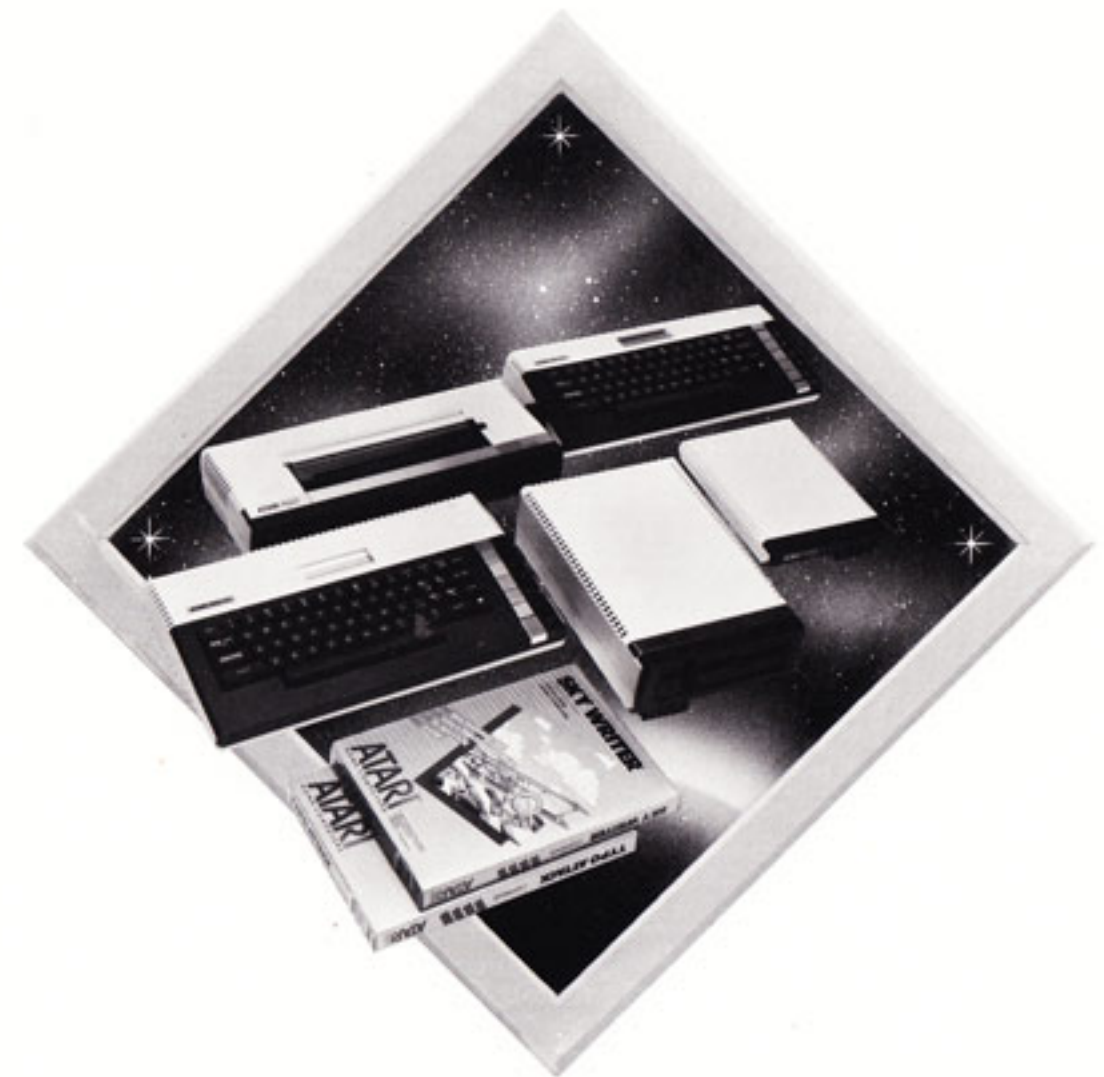
**ATARI LEARNING SYSTEMS OFFER THE
BEST EDUCATIONAL SOFTWARE**

To meet a good cross-section of needs, of titles at affordable prices.

- **MEDALLION SERIES**—a limited group of very special software that expands the user's and the computer's horizons
 - AtariLab™ —A breakthrough in scienceware!
 - LABMATE**—includes 100 experiments kids will perform in the classroom
 - ATARI LOGO**—the premier introduction to computer literacy
 - THE LEARNING PHONE**—ATARI access software to Control Data's PLATO Homelink

▪ **THE REVIEW SERIES**

SOLID, BASIC SKILL BUILDERS—over 50 tested titles for every subject



AtariLab is developed by Dickinson College.

ATARI® Logo implementation was designed and manufactured for all ATARI HOME COMPUTERS by Logo Computer Systems, Inc. of Montreal.

ATARI LEARNING SYSTEMS PRODUCTS KEEP A HIGH PROFILE!

- CONSISTENT TOP REVIEWS
FROM THE CRITICS
- SATURATION ADVERTISING
—STARRING ALAN ALDA
- POWERFUL PUBLIC RELATIONS
AND PROMOTION CAMPAIGNS



ATARI®

ATARI LEARNING SYSTEMS PRODUCTS ARE THE CRITICS' CHOICE:

"(AtariLab) is the most creative product to come along in years."

POPULAR COMPUTING

"The AtariLab Series is an innovative approach, and one of the best ideas in educational computing we've seen."

COMPUTERFUN

"AtariLab provides the depth and utility computer users want . . . and is one of the reasons to buy an ATARI computer. This one's a winner!"

ANTIC MAGAZINE

"ATARI LOGO—Best Microcomputer Software of the Year Award, 1983"

THE LEARNING PERIODICALS GROUP

"ATARI LOGO is one of the best examples of the easy-to-learn LOGO programming language."

"SIMULATED COMPUTER II takes a dry topic and presents it in a format where learning is exciting, challenging and best of all, open-ended."

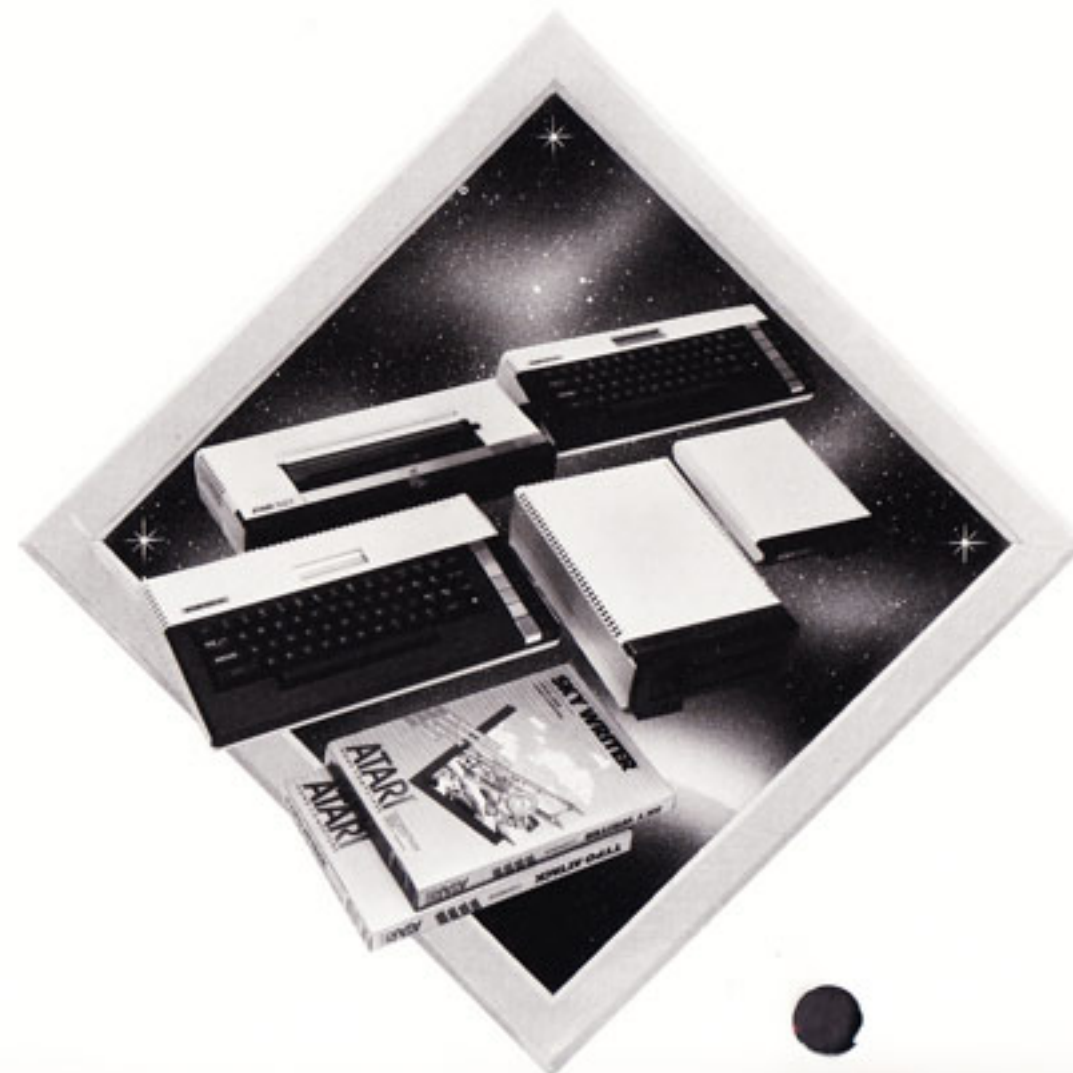
ELECTRONIC LEARNING

"Introductory computer students . . . should have something like (SIMULATED COMPUTERII) in their software libraries."

BYTE MAGAZINE

ATARI LEARNING SYSTEMS—MEDIA/PROMOTION ADVERTISING:

- TV ADVERTISING—ALAN ALDA ON EDUCATION
- MAJOR FALL "BACK TO SCHOOL" PRINT CAMPAIGN
- OUTSTANDING SCHEDULE OF PUBLIC RELATIONS AND PROMOTIONAL EVENTS



ATARITM OFFERS

- THIRD PARTY SOFTWARE FOR 6,000,000 HOME COMPUTERS
- BEST GAME LICENSES
- BEST ARCADE TITLES
- PROVEN CATEGORY LEADERSHIP
- PROVEN SALES SUCCESS
- AND NOW—
NEW OPPORTUNITIES . . .



Crystal Castles

ATARI[®]

ATARISOFT MARKET POTENTIAL:

	IBM OWNERS	APPLE II OWNERS	COMMODORE 64 OWNERS	VIC 20 OWNERS
VARIOUS APPLICATIONS (AVERAGE HOURS PER WEEK)				
Entertainment/games	1.24	5.00	4.82	5.29
Education/Learning	1.82	3.82	4.21	3.79
■ MONTHLY USE PER HOUSEHOLD (AVERAGE HOURS PER MONTH)	97	92	84	65
■ ENTERTAINMENT SOFTWARE OWNED:	5.2	16.5	8.0	7.1
■ ENTERTAINMENT SOFTWARE PLANNED TO BUY IN NEXT 12 MONTHS:	1.1	7.4	5.1	5.5
■ EDUCATION SOFTWARE PLANNED TO BUY IN NEXT 12 MONTHS:	1.0	4.0	3.4	3.9

COMING SOON FROM ATARISOFT:

- THE BEST SELLING EDUCATION AND HOME MANAGEMENT SOFTWARE

ATARISOFT ADVERTISING REACHES THE RIGHT AUDIENCE WITH:

- TARGETED CREATIVE MESSAGES AND MEDIA
- ONE OF THE LARGEST PRINT CAMPAIGNS IN THE INDUSTRY
- OVER 125,000 CUSTOMER INQUIRIES GENERATED ABOUT ATARISOFT PRODUCTS IN FIRST MONTHS OF INTRODUCTION

ATARISOFT GIVES YOUR CUSTOMERS ALL THE HITS THEY'RE MISSING ON:

COMMODORE 64

COMMODORE VIC 20

APPLE

IBM PC

IBM PC JR

TI 99/4A

COLECOVISION

INTELLIVISION



MS. PAC-MAN
TYPO ATTACK

ATARI®

ATARISOFT AVAILABILITY THROUGH JULY 1984:

	COMMODORE 64	COMMODORE VIC 20	APPLE	IBM PC	IBM PC JR	TI 99/4A	COLECOVISION	INTELLIVISION
DEFENDER	NOW	NOW	NOW	NOW		NOW	NOW	NOW
DIG DUG	NOW	NOW	NOW	NOW		NOW		
ROBOTRON:2084	NOW	NOW	NOW	NOW				
STARGATE			NOW	NOW				
JOUST	6/15		5/15	5/15				
JUNGLE HUNT	NOW	NOW	NOW	NOW		NOW	NOW	
MOON PATROL	NOW	NOW	NOW	NOW 7/15		NOW		
POLE POSITION	NOW	NOW	NOW	NOW		NOW		
GALAXIAN	NOW	NOW	NOW	NOW			NOW	
MS. PAC-MAN	NOW	NOW	NOW	NOW 7/15		NOW		
BATTLEZONE	NOW	NOW	NOW	NOW				
CRYSTAL CASTLES	7/15	7/15	7/15	7/15				
DONKEY KONG JR.	6/15	6/15	6/15	6/15				
MARIO BROS.	7/1	7/1	7/1	7/1				
TRACK & FIELD	6/15		6/15	6/15				
TYPO ATTACK	6/15	6/15	6/15	6/15 7/15				
PAC-MAN	NOW	NOW	NOW	NOW 7/15		NOW	NOW	NOW
CENTIPEDE	NOW	NOW	NOW	NOW 7/15		NOW	NOW	NOW
DONKEY KONG	NOW	NOW	NOW	NOW 7/15		NOW		

(DATES INDICATE APPROXIMATE PERIOD OF THE MONTH ONLY)