

The logo features the word "IntelliVision" repeated five times in a blue, sans-serif font, stacked vertically and slightly offset to the right. Below this stack, the word "IntelliVision" is written once more in a larger, white, sans-serif font. At the bottom, the tagline "Intelligent Television" is written in a smaller, white, serif font. The entire graphic is set against a solid black background.



**MATTEL ELECTRONICS®**





## **The *Intellivision*™** **Intelligent Television System**

Intellivision by Mattel Electronics is a revolutionary network of video hardware and software. Compatible with any color television set, we believe it will dramatically alter traditional notions of home entertainment, education and planning. The sophisticated video game and home computer applications of Intellivision provide an array of options, now and in the years to come. New programs and components will keep pace with changing interests and needs.

## **The Master Component:** **Video entertainment** **the whole family can enjoy**

The heart of Intellivision is the Master Component (available now). Utilizing up to 28 different game and learning cartridges, it provides a virtually endless variety of game play and involvement. Each cartridge has been thoroughly researched and developed to ensure the optimum in playing excitement. Intellivision video games offer a wide spectrum of color, sound and motion to keep your customers interested, involved and coming back for more.





#2609

## **The Master Component**

Lightweight and handsomely styled with simulated woodgrain finish, the Master Component features a sophistication of game play that has set the industry standard. The two hand controllers fit snugly into the top, keeping cables out of sight when not in use. Inside, a powerful 16-bit microprocessor provides a full range of sound effects, music,

color and an extraordinarily high level of resolution. Each game cartridge comes with its own pre-printed overlays for easy game play. Many programs have well known licenses such as the NFL, NBA and Major League Baseball. These licenses add authenticity and appeal your customers will recognize and appreciate.





Packed with Las Vegas Poker & Blackjack #2611.

## **The Master Component**

We have designed a number of features into the Master Component, making it one of the most versatile video game units available.

### **Our exclusive overlay system makes it easy**

Every game cartridge comes with two durable overlays which fit directly over the hand controller for easy and simple game play decisions. No additional controllers are needed.

### **Input keys call the play**

Special input keys allow each player to select different game functions and maneuvers, enabling them to choose the exact kind of programming each situation requires.

### **Side-mounted action buttons make it come alive**

Four buttons, two on either side of each hand controller, send action commands to the Master Component and make right or left handed use equally easy.

### **Object control disc keeps it moving**

Objects on the screen can be maneuvered with accuracy in 16 different directions, which provides a realistic simulation of life-like movement.

### **Entertainment Networks**

28 different game cartridges\* (7 of them new for this year!) put a world of challenging excitement at your fingertips. From home runs to space battles, Intellivision game cartridges deliver an unprecedented level of player involvement. All of the entertainment networks encourage both physical and mental dexterity while bringing a totally unique game experience. Each cartridge sold separately.

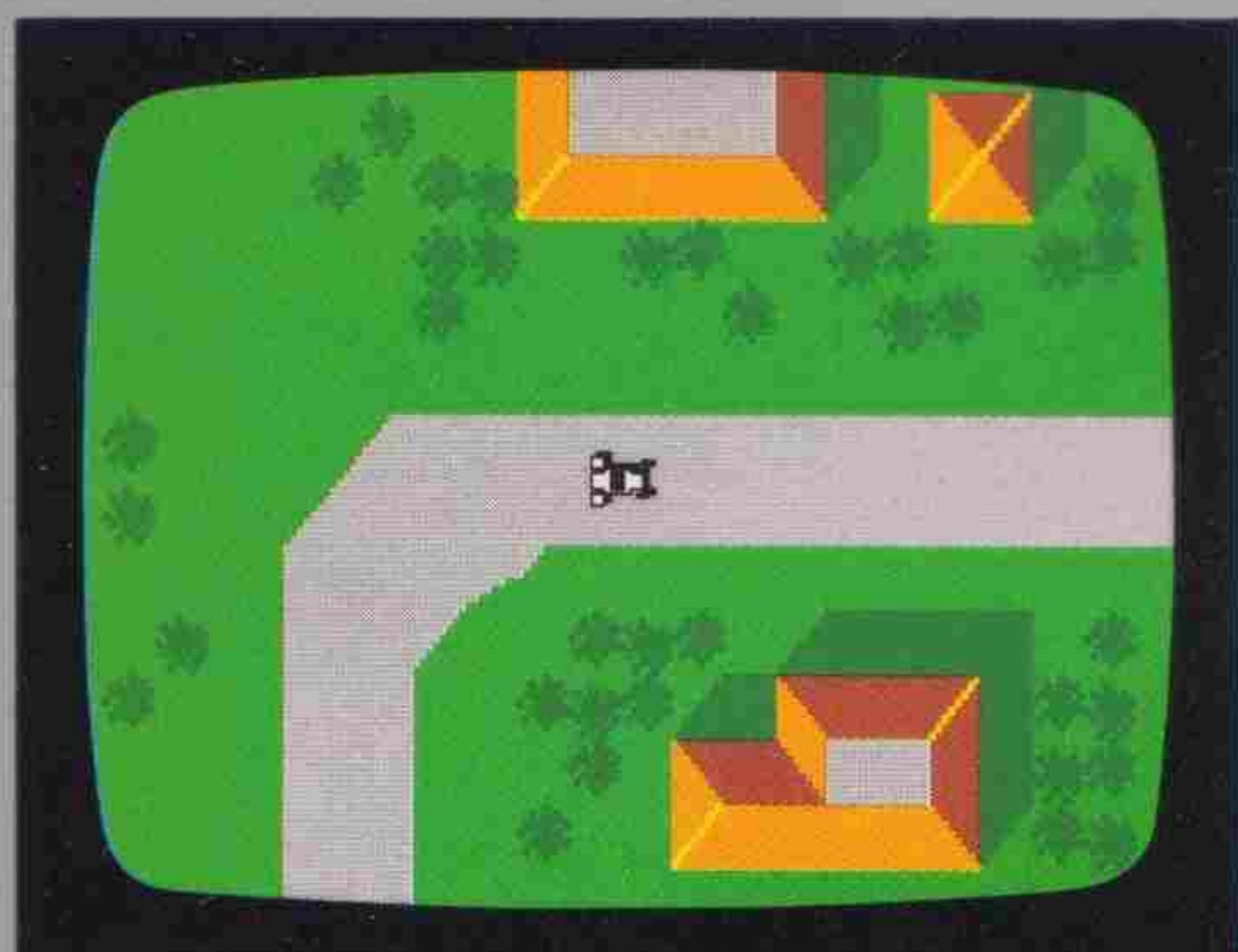
**Sports • Strategy • Children's Learning  
Action • Gaming**





## Major League \* Baseball #2614

Field two 9-man teams for 9 full innings (extra innings if needed) of Major League Baseball excitement. It's all here, right down to the tumult of the crowd. Everything—walks, hit-and-runs, grand slammers, a full variety of pitches—and you're in charge from the very first pitch! Play ball!



## Auto Racing #1113

You're in the driver's seat! You test your driving skill against time and obstacles. As you blaze forward along the demanding courses, you'll be required to react with split second timing to a variety of unexpected hazards! Are you in a league with the champions? Find out. Fire up your electronic engine!



## Tennis #1814

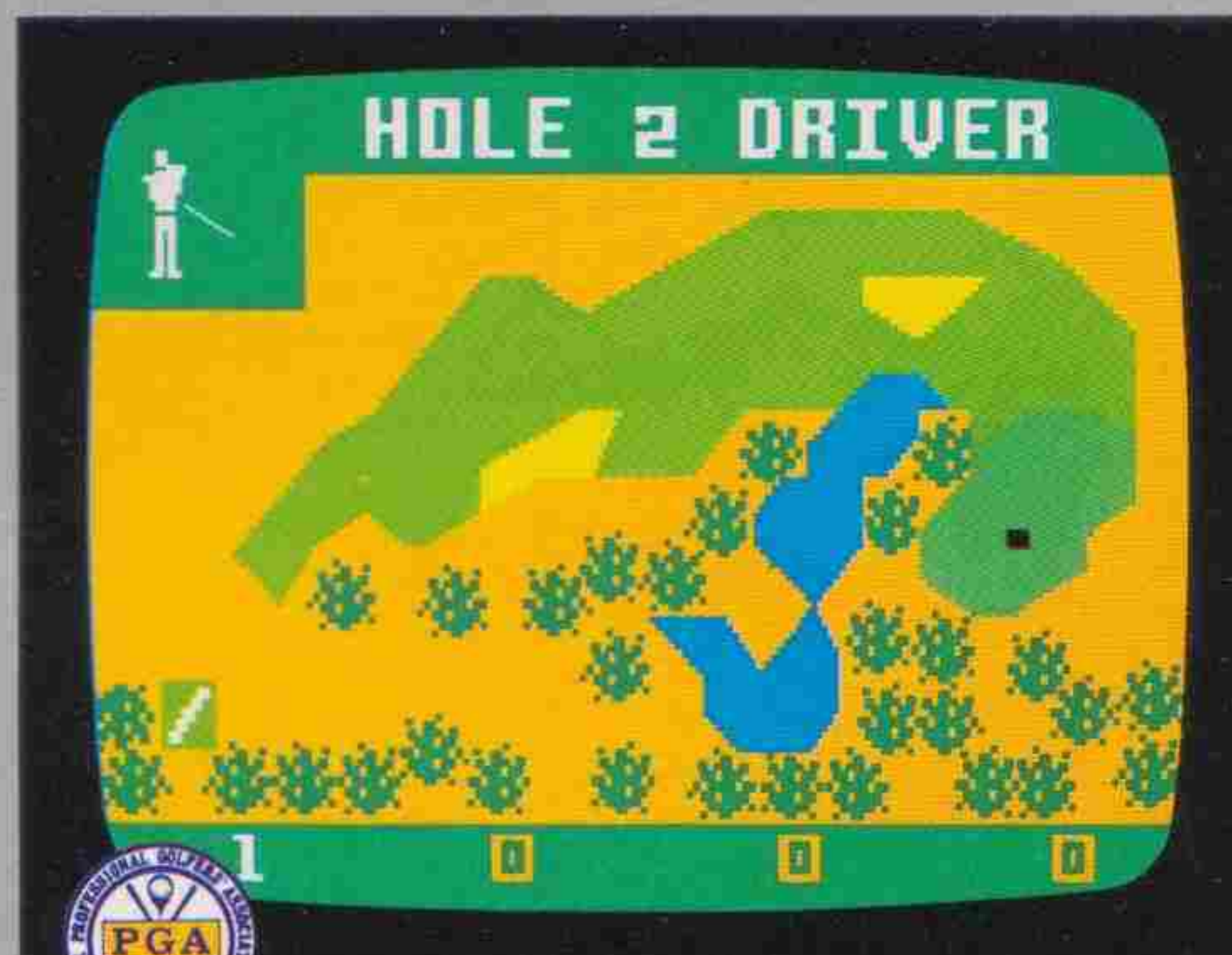
You're in the tie-breaker, serving for match point. Wham! An ace! All the realism of championship tennis has been recreated for this exciting game—a crowd whose cheers and faces follow the action. Authentic bouncing-ball sounds. It's all here—backhands, forehands, lobs, serves—you name it. You get everything but the sunburn!

\*Trademarks used under license from designated owners.



## NFL Football #2610

NFL action at your fingertips! Two animated teams. Two full halves. 60 exciting, simulated minutes of hard-hitting gridiron fun. Offense, defense, punts, passes, runs, computerized scoring, game sounds, music and much more. Every aspect of NFL competition has been electronically recreated to put you in the pressure cooker of big time football. Over 180 offensive and defensive plays.



## PGA Golf #1816

Exciting tee to green reality! The game of millimeters, concentration and touch! Manipulate your golfer through the fairways, bunkers and roughs! Players control golfer's positions and swings throughout match. Readouts indicate club selection, shot direction and scores.



## NASL Soccer #1683

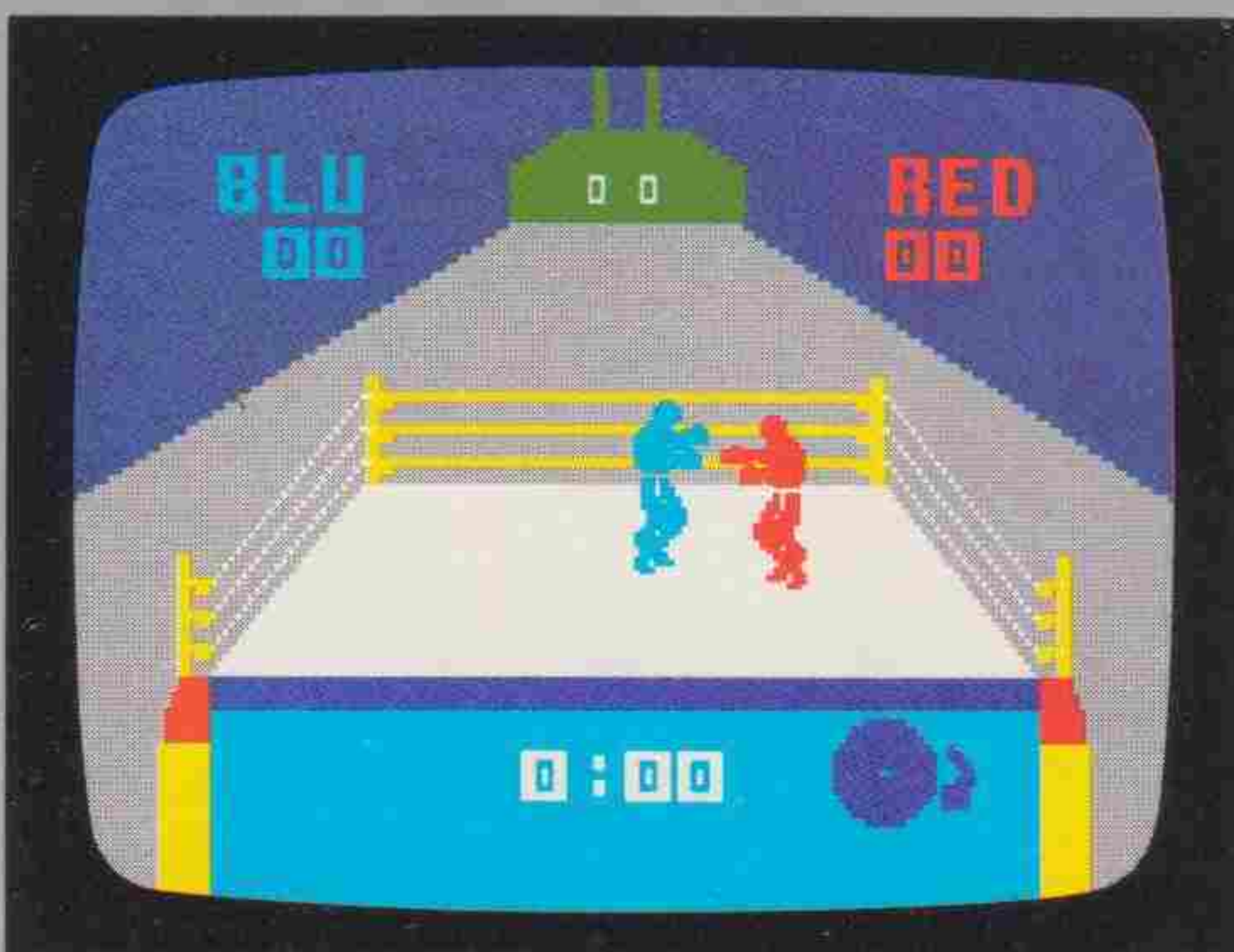
Kickoff! The ball is yours! You're in the heat of NASL Soccer action! It's all around you—the crowd roaring, the ref's whistle, the sound of the buzzer! Two teams, two simulated 45-minute periods, "Sudden Death" if needed. All the split-second action of professional soccer—dribbling, passing, throw-ins, goal kicks, corner kicks. A real test of skill and coordination.





### \* **U.S. Ski Team Skiing** #1817

Imagine! You're in the starting gate. You're anxiously awaiting the signal that will send you speeding down a demanding slalom course. All the excitement of world class skiing! Race an opponent or race the clock over a variety of courses. Thrilling! Stimulating! Breathtaking! And the snow is perfect all year 'round!



### **Boxing** † #1819

**NEW!**

The supercharged excitement of championship boxing! A clock keeps time, a buzzer brackets each round, the score is computed as the boxers build points for punches and knock-downs. Can you go the distance?



### \* **PBA Bowling** #3333

**NEW!**

Put a bowling alley inside your TV. Real PBA action and scoring. Play alone or with up to four people. Choose the ball weight that's right for you. Careful poise and concentration will send the ball straight or hooking toward the pins.



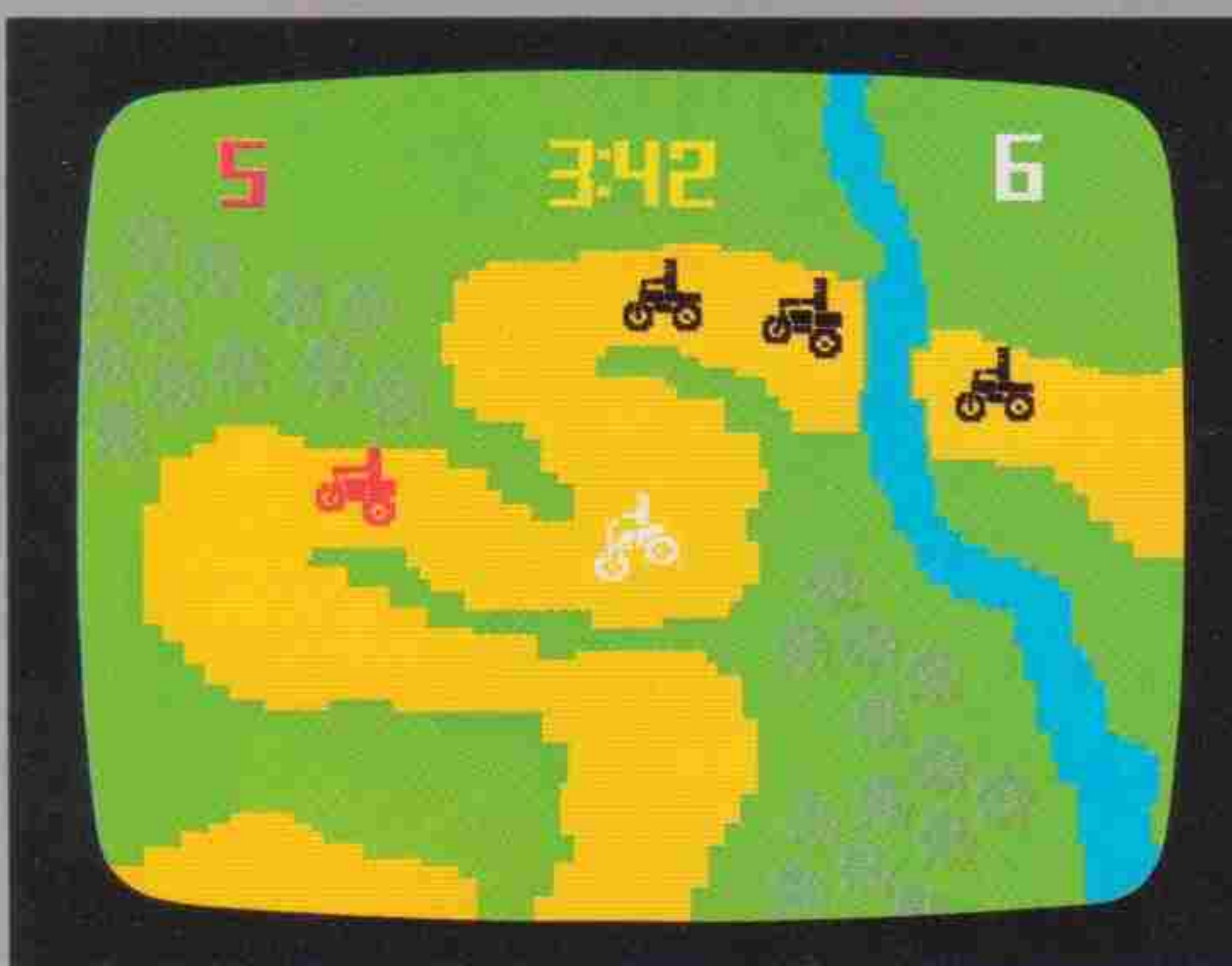
### \* **NHL Hockey** #1114

Welcome to the blazing speed and non-stop action of NHL hockey. Two teams square off on the ice! You're on the offense! You cross the blue line, but your opponent intercepts a pass and flashes toward your goal! Your goalie makes a great save! Breathtaking action, power plays, men in the penalty box. Simulated cheers, buzzers and whistles punctuate the play!



### \* **NBA Basketball** #2615

Two teams. Four quarters of fast-paced NBA play. Overtime if needed! Running, passing, dribbling, jump and set-shots, fast breaks, rebounds and turn-overs! Fight the 24-second clock as a simulated crowd cheers you on.



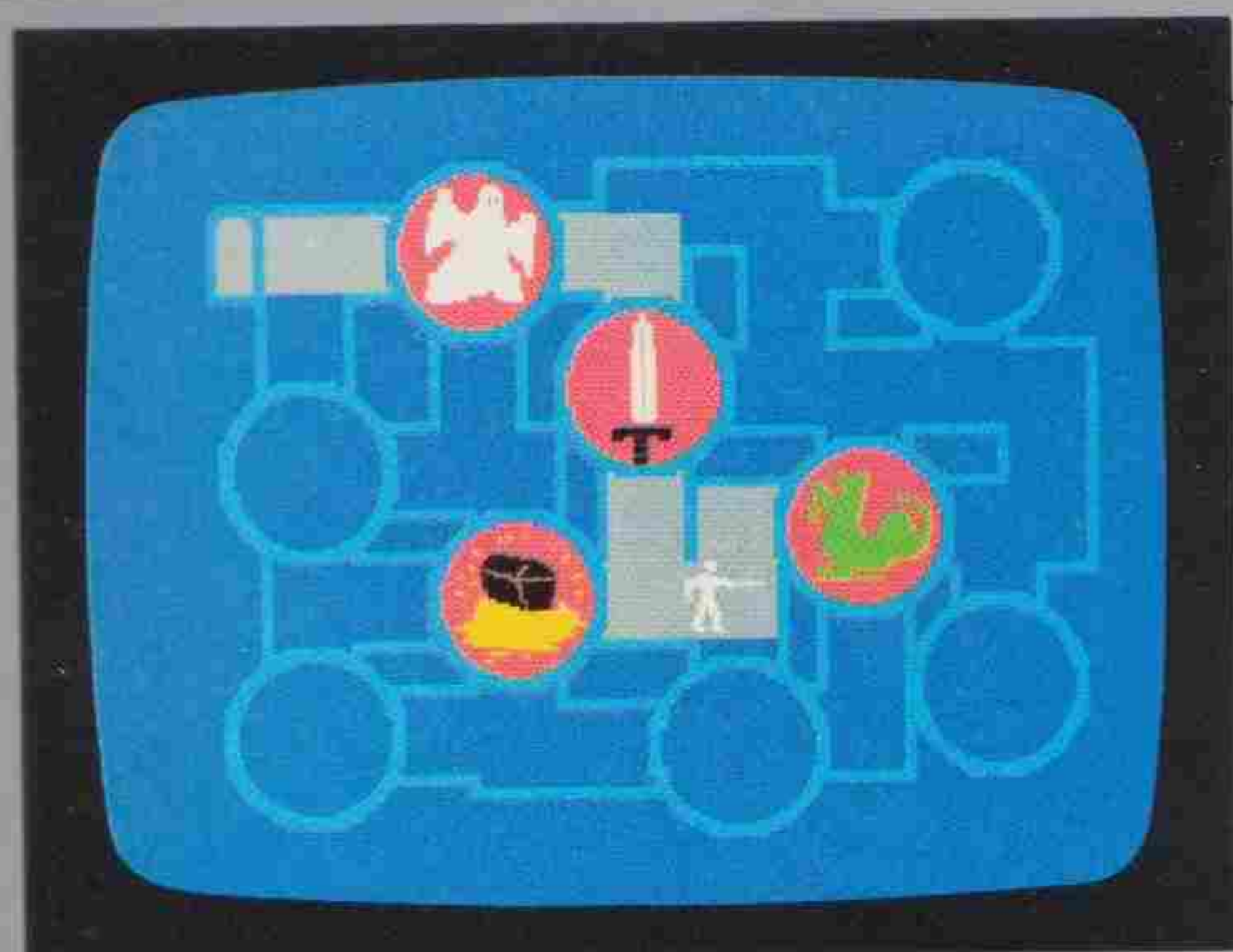
### **Motocross** † #3411

**NEW!**

The flag is dropped and you're off around a grueling track in the non-stop world of motocross racing. Hear the roar of the engine as you put your bike through its paces. Downshift for the turns and be sure to keep an eye out for obstacles along the way. A sudden crash could cost you the race!



## Strategy Network



### "To Be Announced" † #3410

**NEW!**

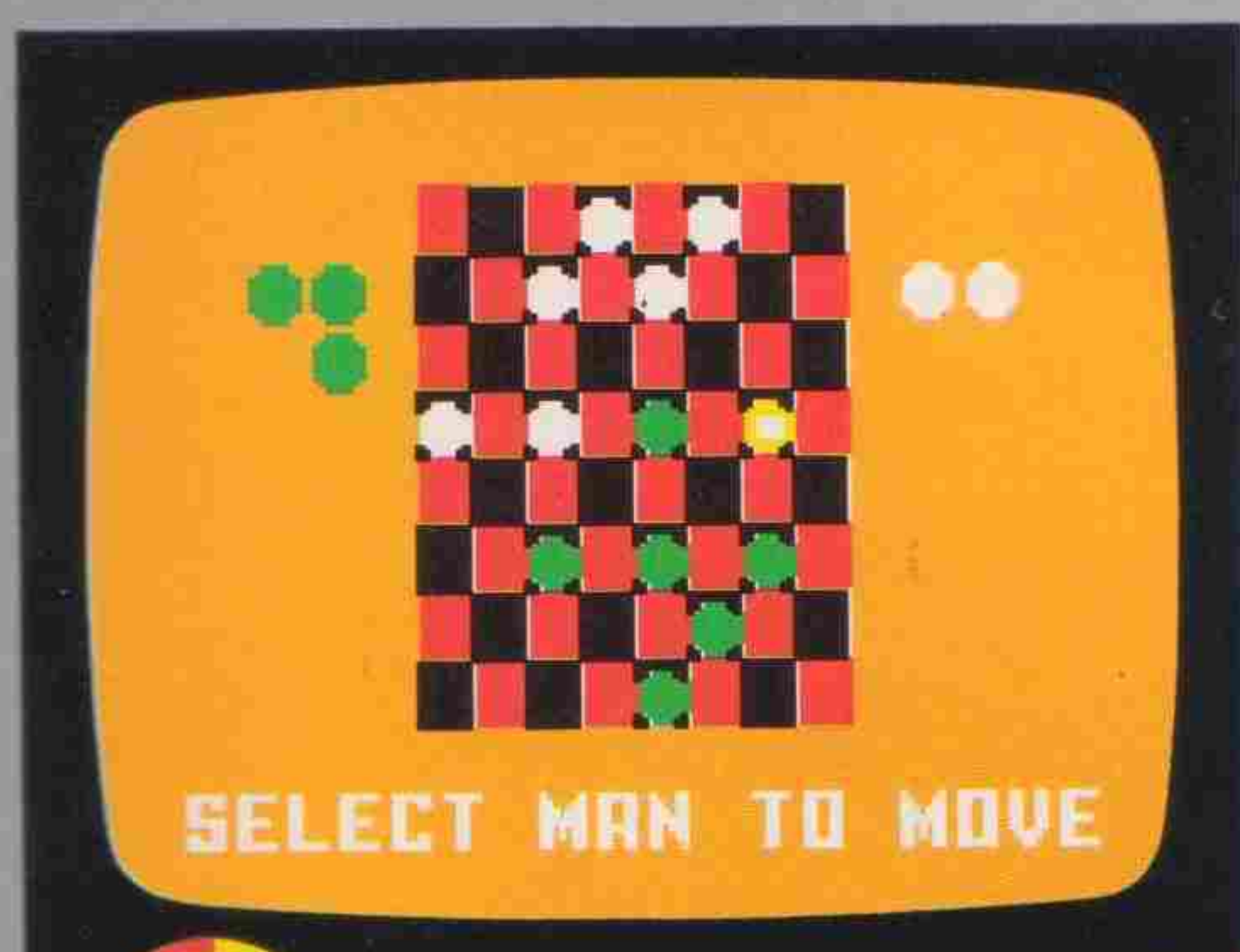
Open up a world of fantasy and adventure. Choose your team and weapons carefully because you'll be venturing into the depths of an underground dungeon in search of treasure. Be on the lookout for different monsters located throughout the maze. You can fight them or run away. But remember, any one of them could be protecting the treasure that wins the game.



### \* USCF Chess † #3412

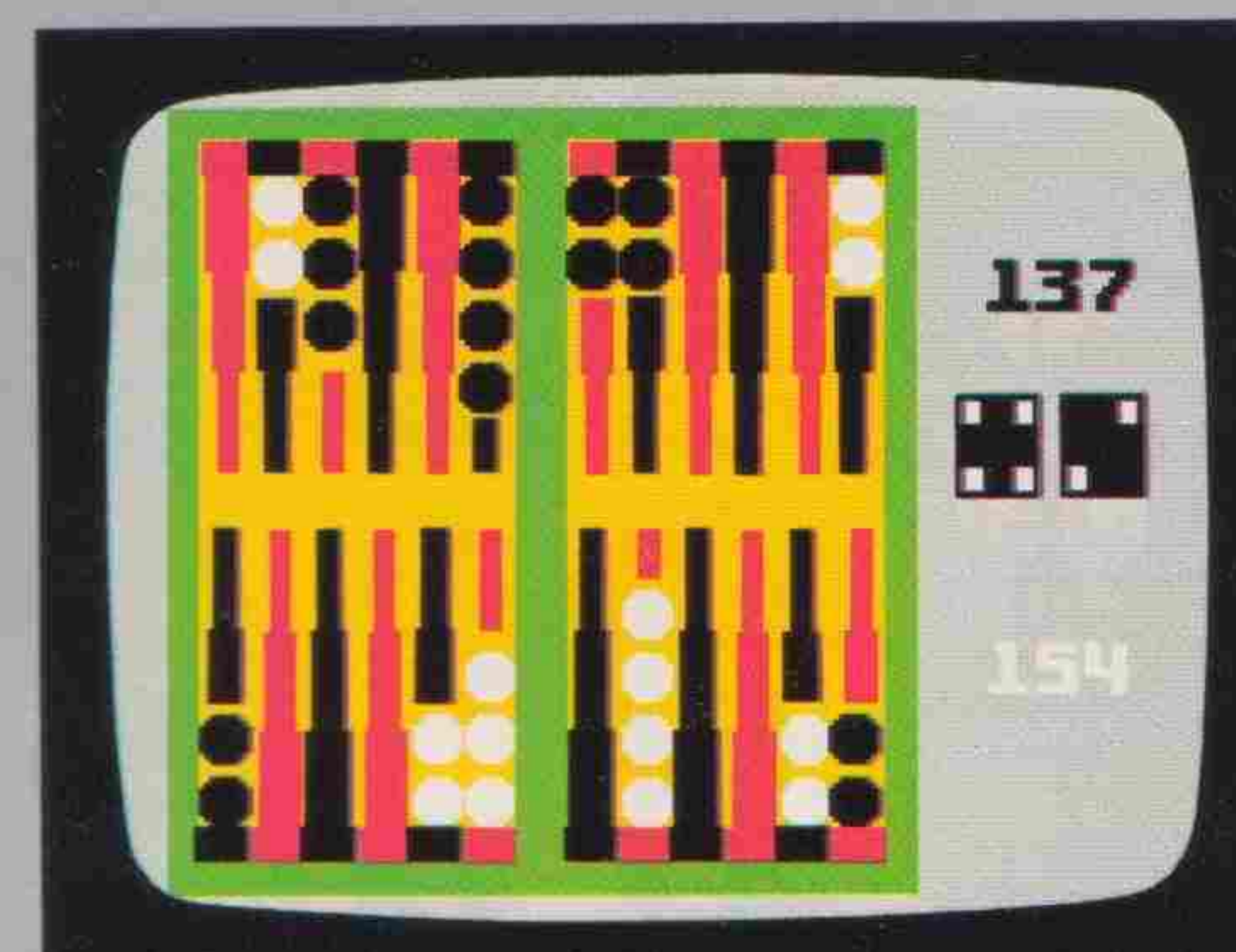
**NEW!**

Pit your skills against the computer in this timeless game of strategy and concentration. Select the degree of challenge and time limit for making moves that are right for you. Slow motion replays allow you to study moves in the previous match. If you seem to be off your game, you can even switch places with the computer and put it on the defensive.



### \* Checkers #1120

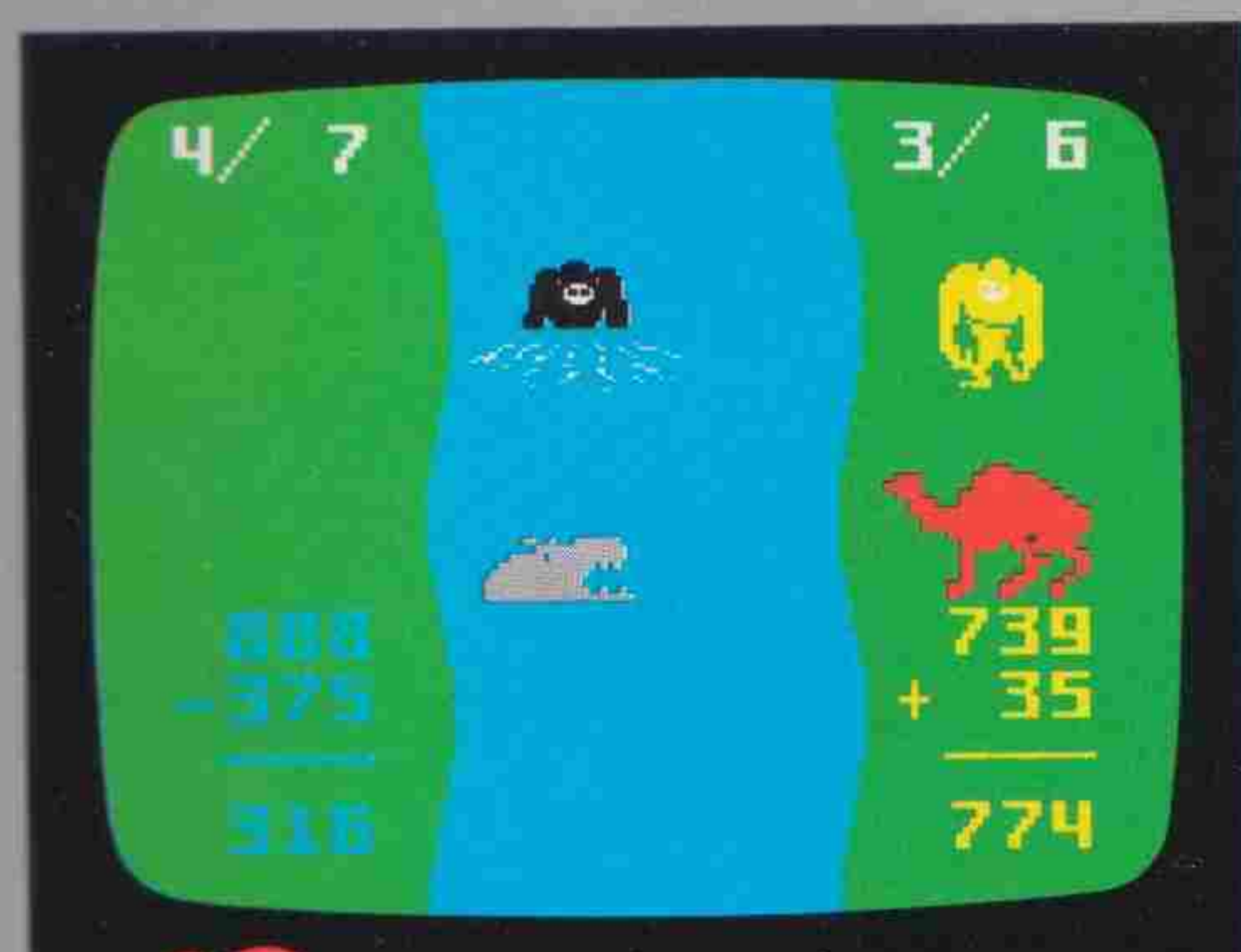
The classic game moves into the computer age! Yes, this time it's you versus the computer! And you'll be challenged to the limits of your skill. You can win, but you'll have to ponder every move. Because the sly computer "thinks" ahead!



### \* ABPA Backgammon #1119

It challenges the champion, teaches the novice! The computer is your opponent. It performs at different levels, depending upon player's skill. Beginners will learn and champions will be tested to the limit! Can you meet the challenge?

## Childrens Learning Network



### \* Math Fun #2613

Teaches as it delights! Two players race their gorillas through the jungle, against animal obstacles and an array of addition, subtraction, multiplication and division problems. Both speed and accuracy count. You determine the skill level and the computer automatically adjusts problem difficulty.



### \* Word Fun #1122

Spelling for children! Intriguing, multiple-word games that entertain while sharpening spelling skills. You determine one of three games all developed to truly enhance your child's verbal skills. It's the spelldown that educates as it entertains.



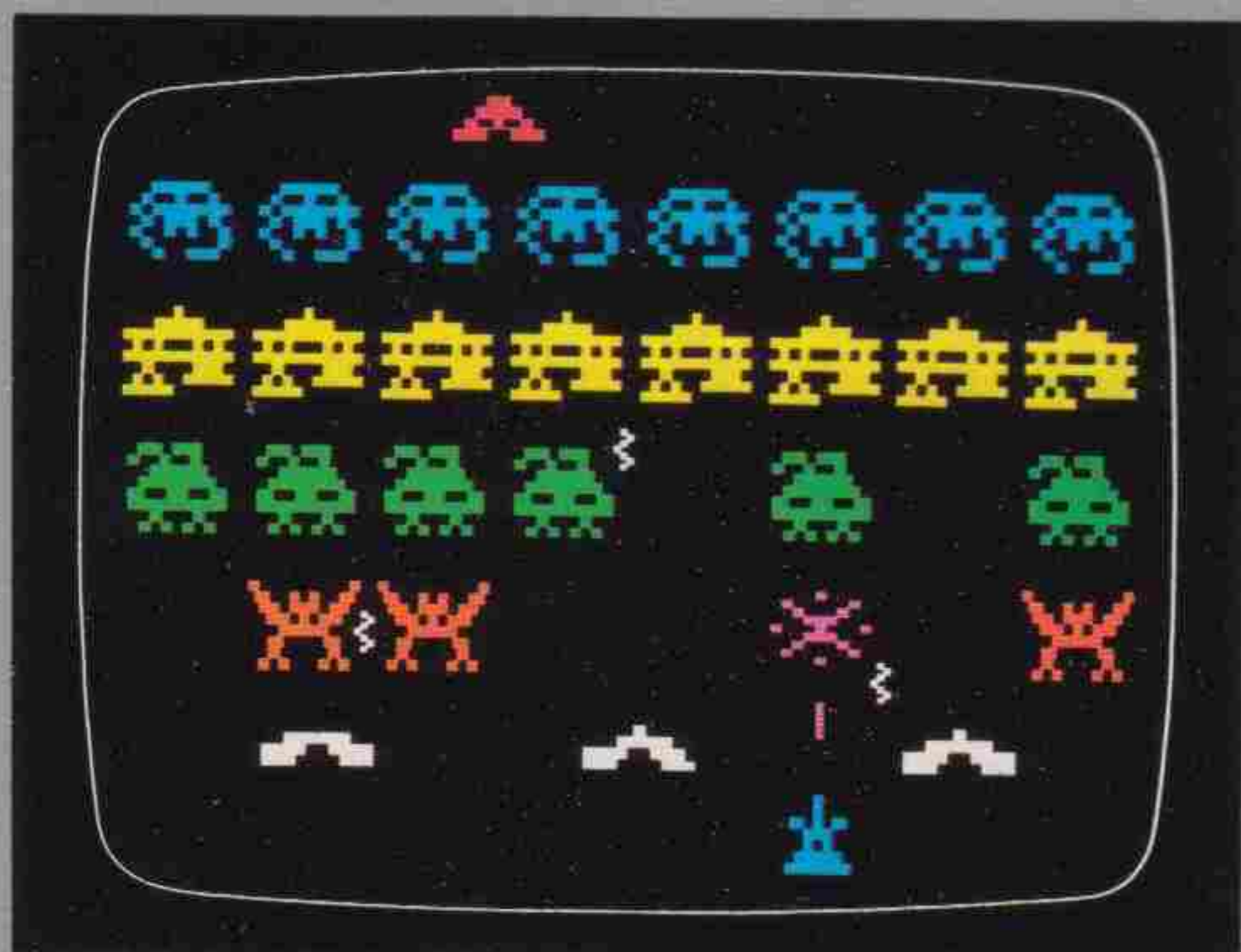
## Action Network



### Astrosmash™† #3605

**NEW!**

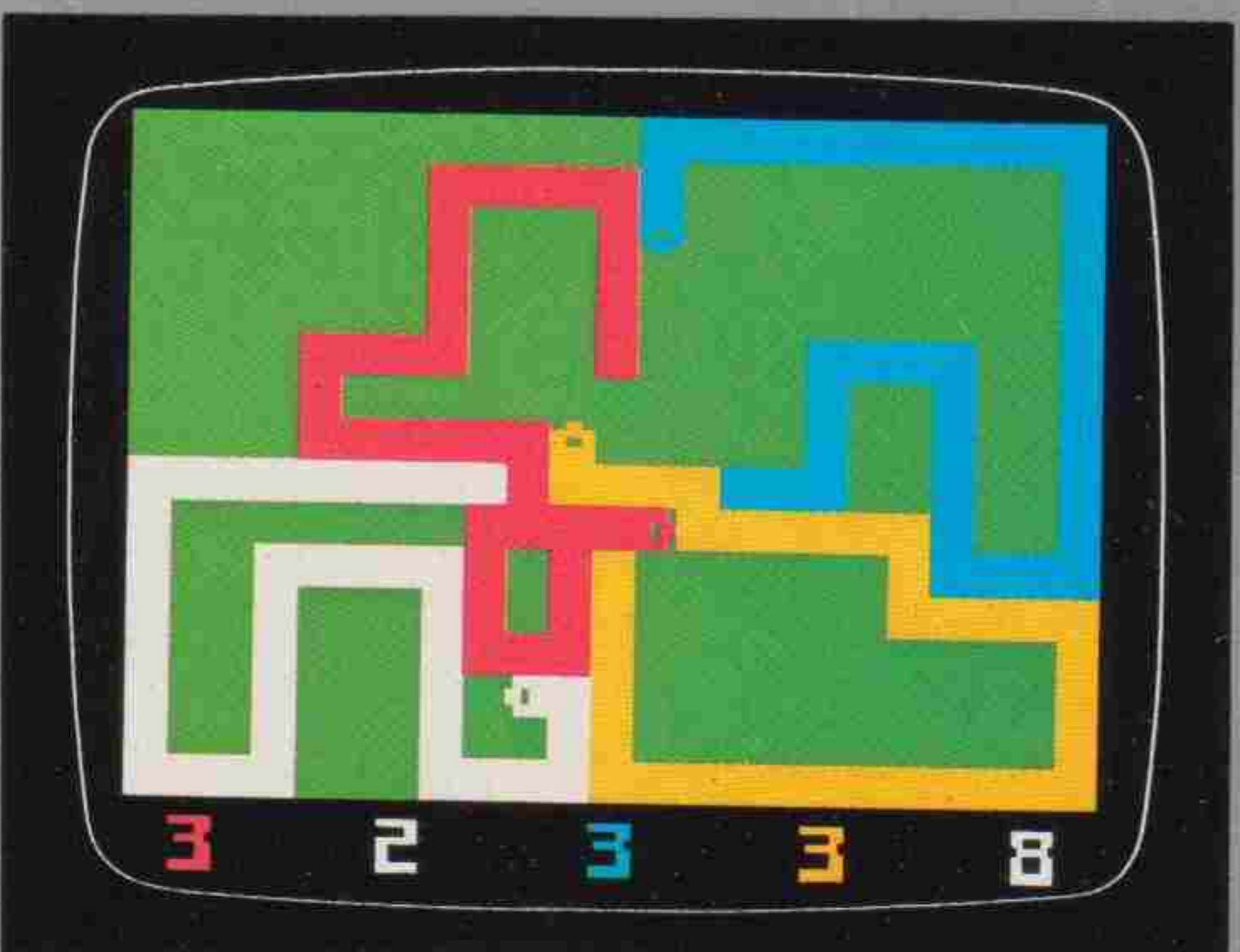
Contains two different "space war" games! Game 1 puts you at the controls of a space-ship, moving through trackless space and, suddenly, clouds of meteors! You have to move fast...cut in and out...fire your lasers to destroy them before they destroy you! Game 2 gives you command of 5 laser artillery pieces, and the chance to get more and roll up a big score by hitting meteors, bombs, guided missiles and fast-moving attack UFOs.



### Space Armada™† #3759

**NEW!**

An armada of 32 bomb-dropping, moving targets descend on your defenses. You have a supply of laser "guns" and bunkers that shield them from the air attack. Shoot your laser and clear the screen. Another armada appears, and it might surprise you with a new kind of attack! The higher your score, the more challenging the game becomes!



### "To Be Announced"† #3758

**NEW!**

Paint your opponent into a corner! Close him in and trap him tight—before you get trapped yourself. You'll need quick thinking and even faster reactions! The moving stripes of color keep spreading across your screen like burrowing moles. Bottle 'em up! Wrap 'em up! Keep 'em cornered! This is the claustrophobic game that lets you be bad to your heart's content.

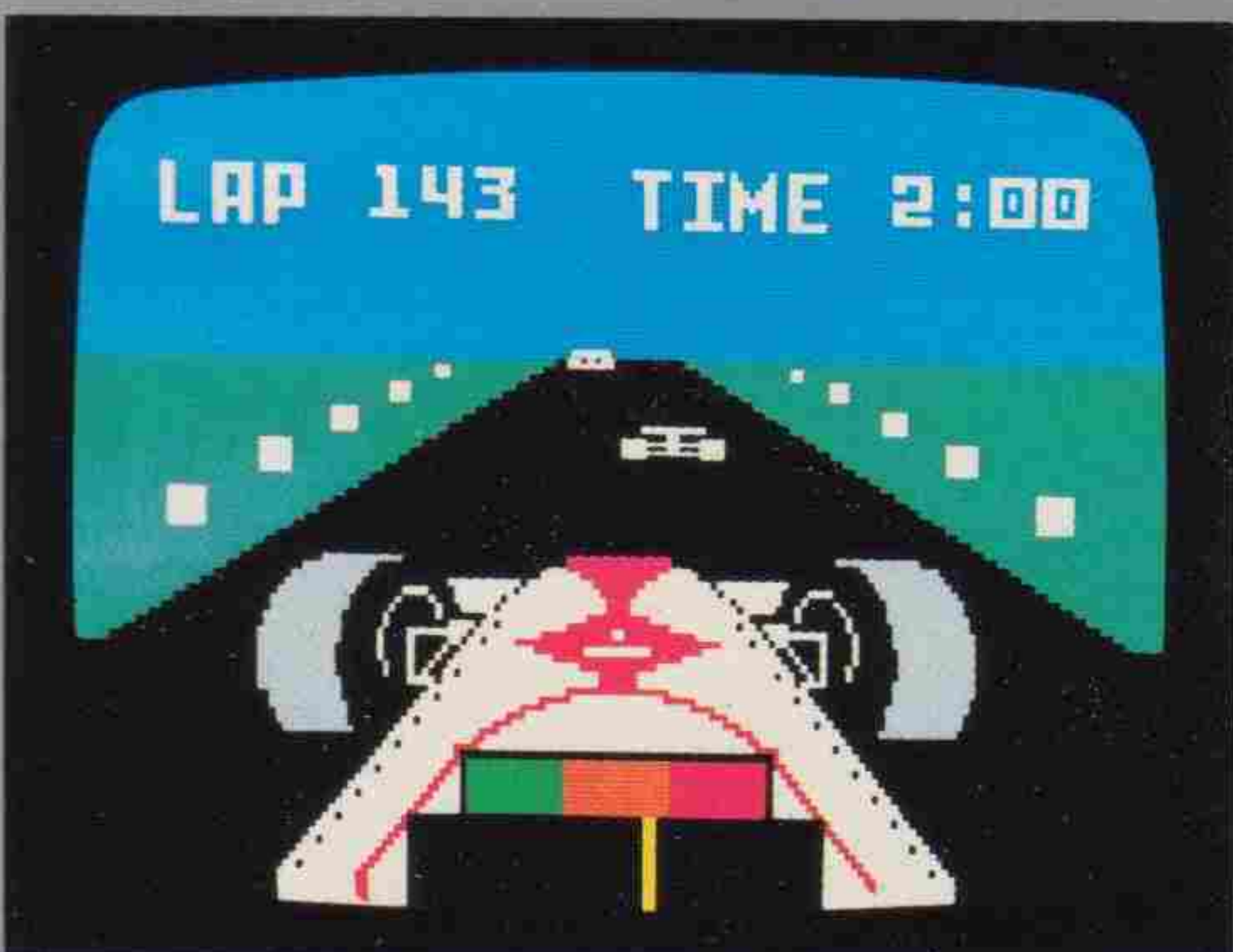
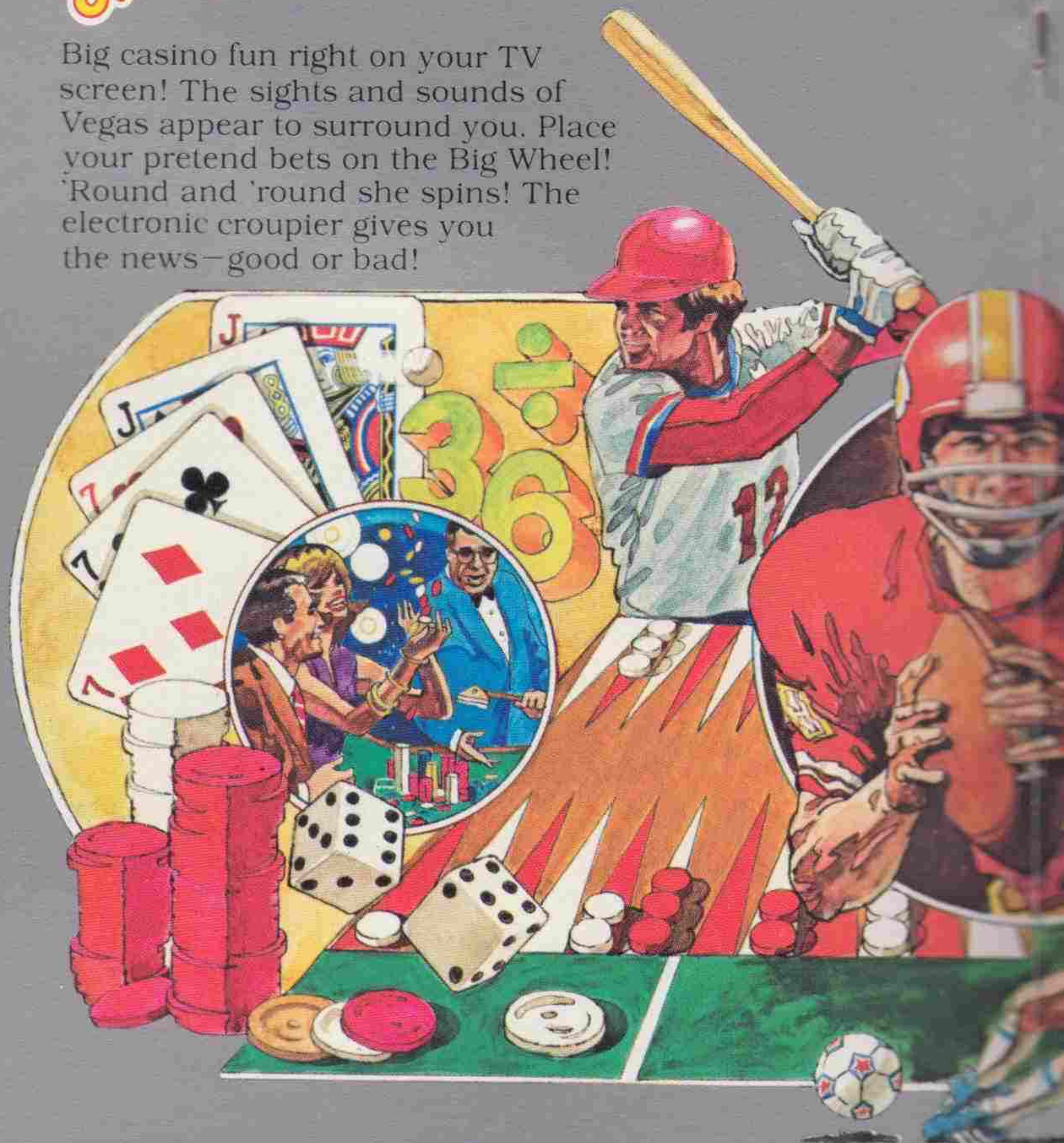
## Gaming Network



**Las Vegas**

### Roulette #1118

Big casino fun right on your TV screen! The sights and sounds of Vegas appear to surround you. Place your pretend bets on the Big Wheel! 'Round and 'round she spins! The electronic croupier gives you the news—good or bad!



### "To Be Announced"† #3760

**NEW!**

Three fun games in one action cartridge! You're a sharp-shooting tank commander on a search & destroy mission. Or you're at the "wheel" in a championship auto race against the clock and all comers! Or when flying airplanes is your game this one has it all. Tanks, Flying, Auto Racing...It's like having an arcade right in your family room!

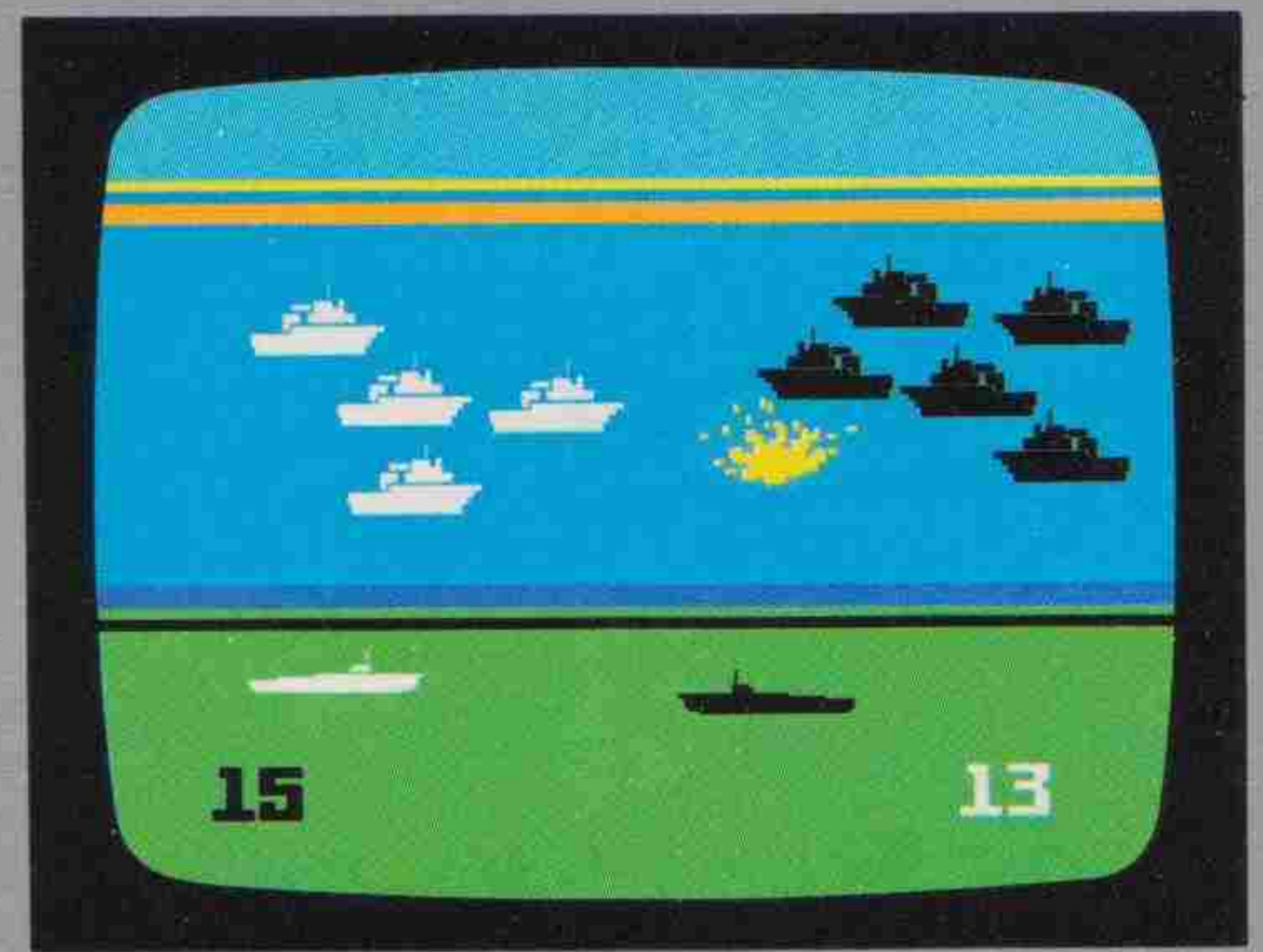


## Action Network



### Horse Racing #1123

Just like a day at the races! Handicap your picks from the tout sheet. You watch the odds change. You place your pretend bet. They're off! From your seat at the rail you're part of the fun! Pick 'em! Play the odds! Or take a long-shot! Up to 6 can play—a great party game!



### Submarine Battle ‡ #3408

**NEW!**

Tense action on the high seas! You and your adversary each command a convoy protected by a powerful submarine. Check the periscope to sight the hostile convoy. Points are scored for enemy hits, quick maneuvering and the number of your ships which survive. "Down 'scope" and full speed ahead!



### Sea Battle™ #1818

A battle to the end for naval supremacy. You deploy your fleet to defeat the other navy. Lay hidden mines anywhere on the oceanic map. Use different ships for different missions. Rebuild your ship if she's damaged. Go to battle.



### Armor Battle® #1121

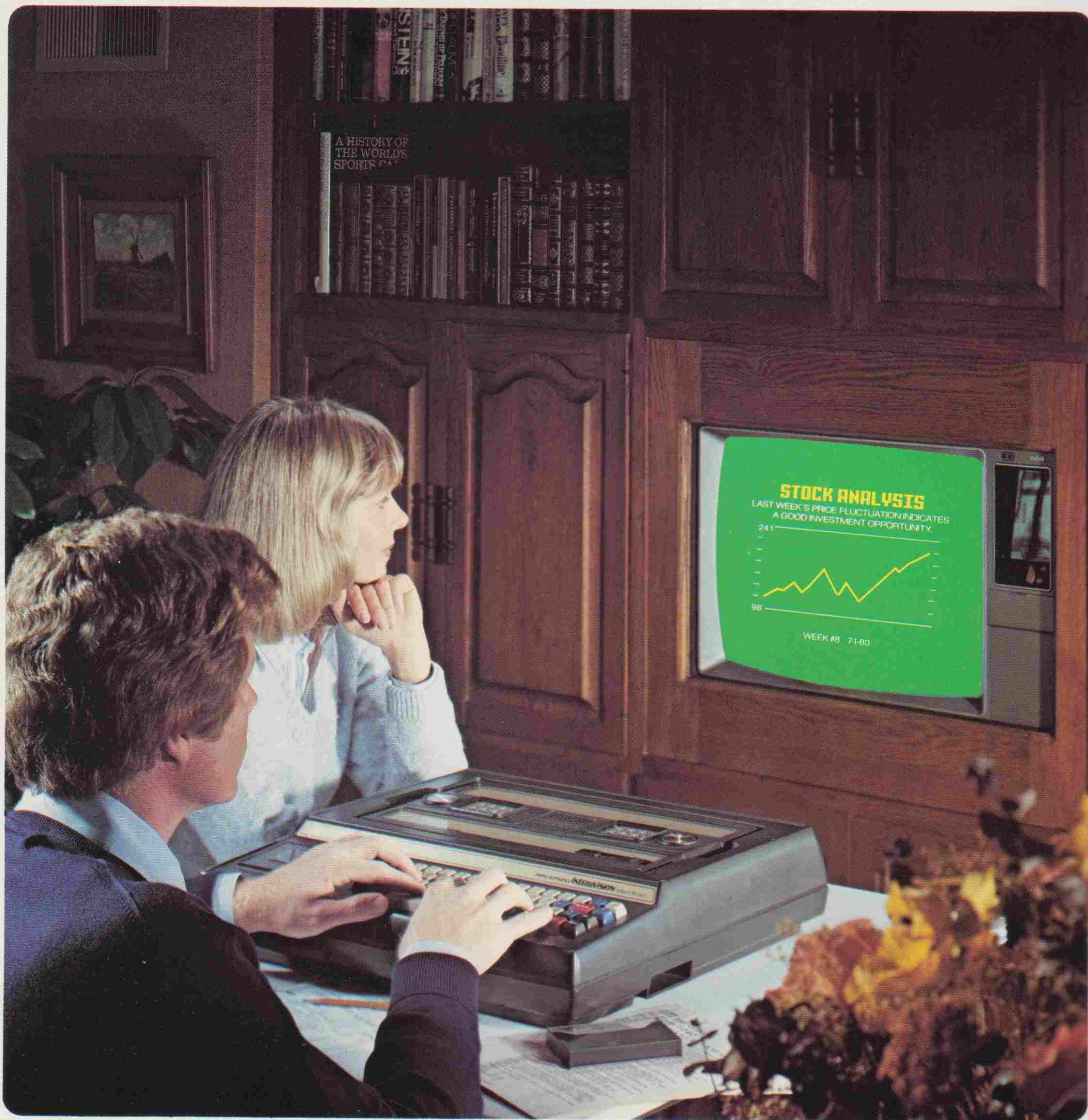
All-out tank combat! You and your opponent are rival commanders who must maneuver your machines, lay mines and try for tactical surprise! Battles are fought over different terrains, each requiring a shift in strategy. Hundreds of possible maps! Simulated battle sound effects!



### Space Battle™ #2612

Outerspace action! You must outwit the computer-controlled invaders! Consult the situation map, deploy the defense. Switch to a cockpit closeup. Fire lasers! Save the command ship! You do it all, amidst the simulated sounds of outerspace combat.





## ***The Keyboard Component takes the mystery out of using personal computers***

The Keyboard Component (available in limited supply in late 1981) has been designed to work in combination with the Master Component. Together,\* they become a lightweight, easy-to-use tool for family enrichment and entertainment. A familiar, 60-key typewriter-like keyboard makes operation as simple as typing a letter. A tape cassette device accepts a wide range of specially prepared material. There is also a microphone for programs involving the spoken word.

\*Each sold separately.

## ***Personal Computer Cassettes***

All computer cassettes are programmed with both digital and audio capabilities. They provide a wide range of materials from education and self-improvement to complex planning and analysis. Each cassette sold separately. All programs are in English and none of them require any computer knowledge.

***Financial Management • Self Education  
Personal Improvement • Entertainment***





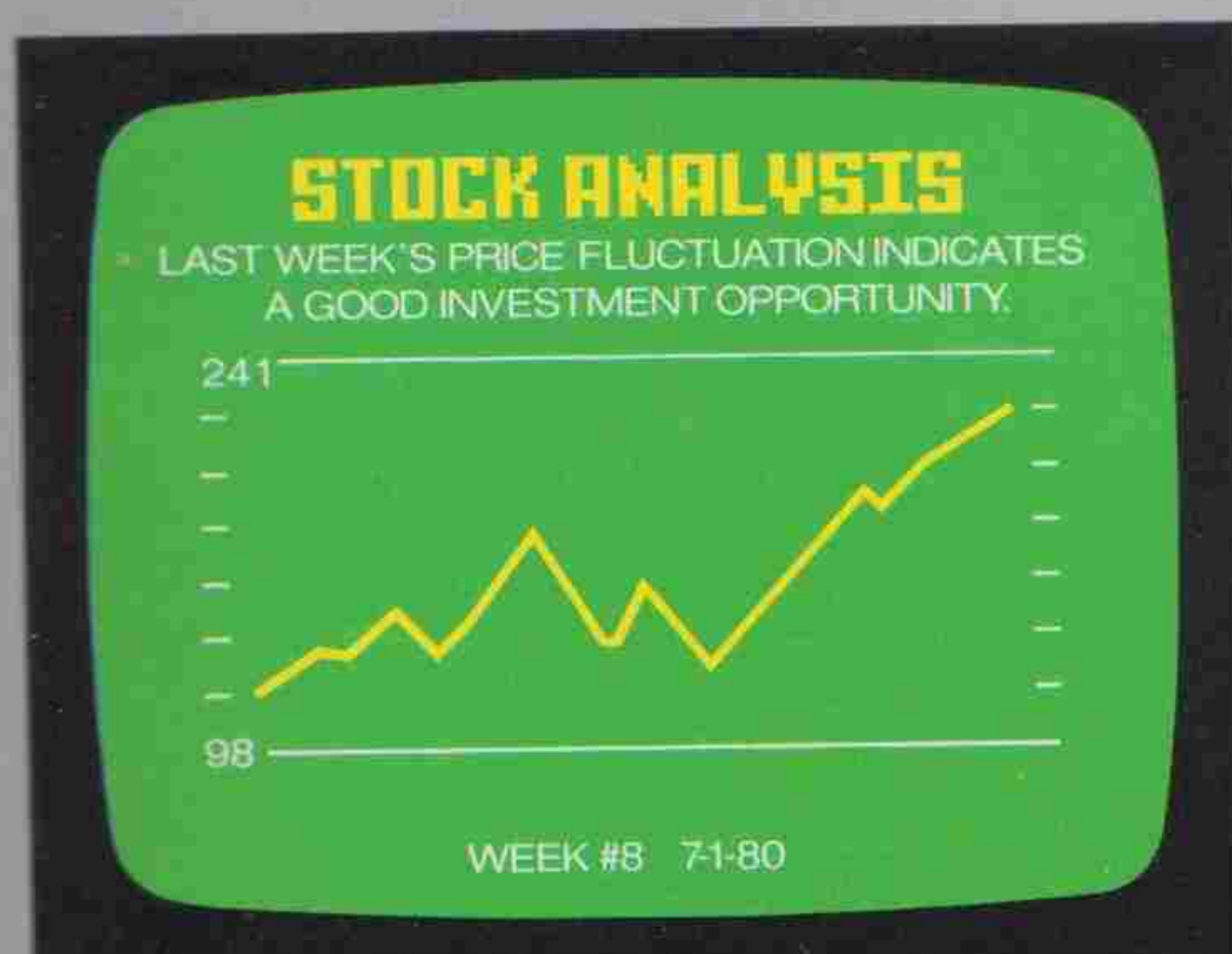
### Conversational French #1147

Learn a second language the way you learned your own—by listening and speaking! You speak the French word into the microphone and then check your pronunciation against the playback! Helps you master conversational French that you can practically apply to many situations. Work at home at your own speed. No stilted grammar! \*\*



### Super NFL\* Football #3422

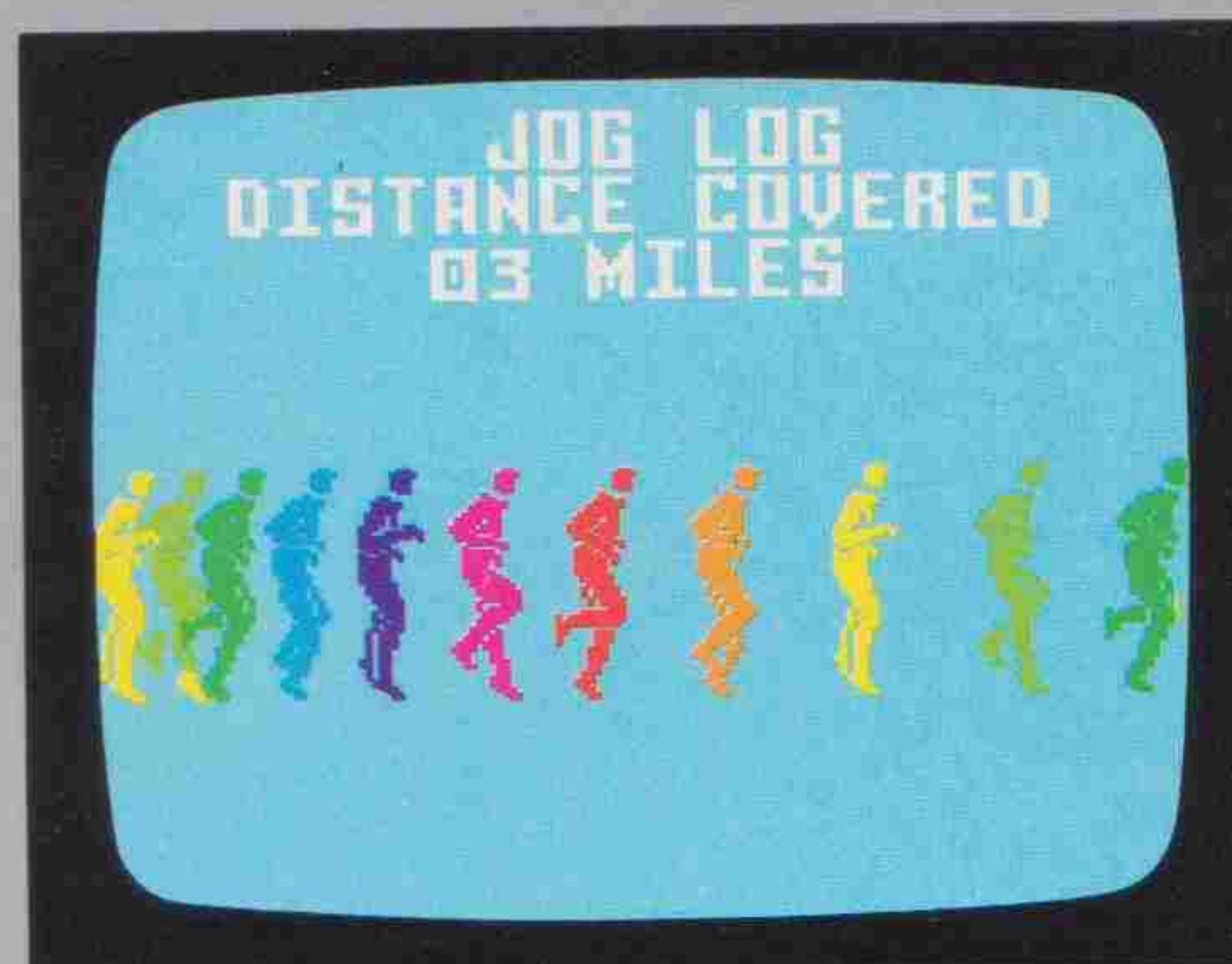
Here's incredibly realistic electronic gridiron action! Like a big time professional coach, you mastermind your own plays! You program your own playbook into the system before game time! Offense and Defense! There's a wide range of pass and run options. You also have audibles, handoffs and the full kicking game—onside kicks and punts included! Instant Replays, too! \*\*



### Chartcraft\* Stock Analysis #1851

Buying? Selling? Watching the Big Board? If so, you could use the capabilities of this electronic analyst! Enter their daily changes, and the computer will chart your stocks. It will remember weekly gains and losses. Using "technical analysis," the computer will highlight which stocks are good buys, just like an analyst. You make the decisions. \*\*

\*Trademarks used under license from designated owners.



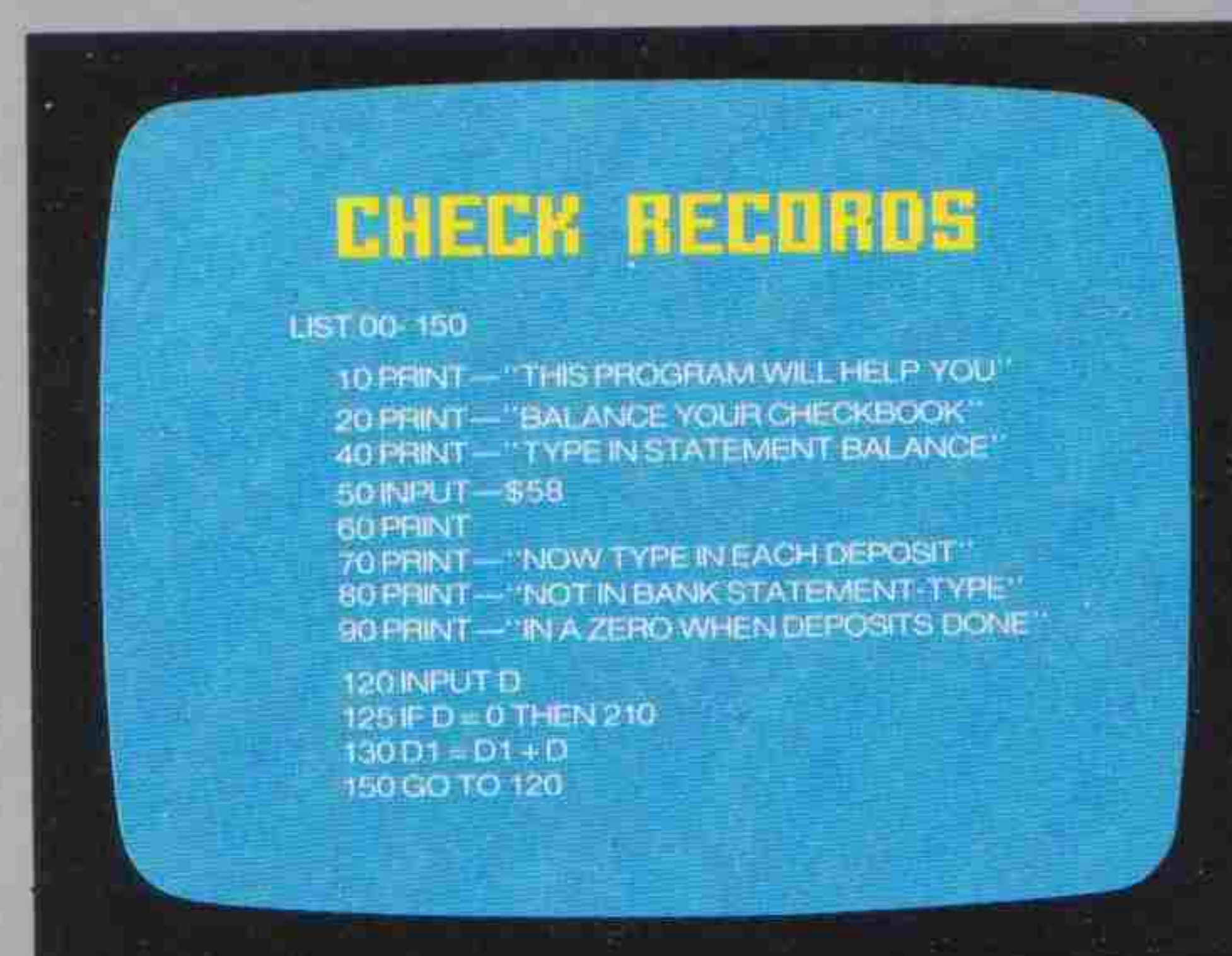
### Jack LaLanne's\* Physical Conditioning #1146

Shape up with the expert! Daily exercise, computer-tailored to your needs, capacities and pace! You input personal statistics and goals. Seconds later the computer outlines your daily program as recommended by Jack LaLanne, world renowned fitness authority! Animated instructor on your TV screen shows you how and counts 'em off! Consult your physician before beginning any exercise program. \*\*

## BASIC Computer Language

### Write your own ticket with the Intellivision Basic Language Cartridge

In addition to all of the software specially made for Intellivision, our BASIC Language Cartridge allows you to write your own programs. A simple, step-by-step manual takes you through the fundamentals of BASIC computer language. It also describes the many ways BASIC language programs can be used around the home. No advanced degree or previous experience is necessary. Can you use a typewriter? You can learn BASIC! \*\*



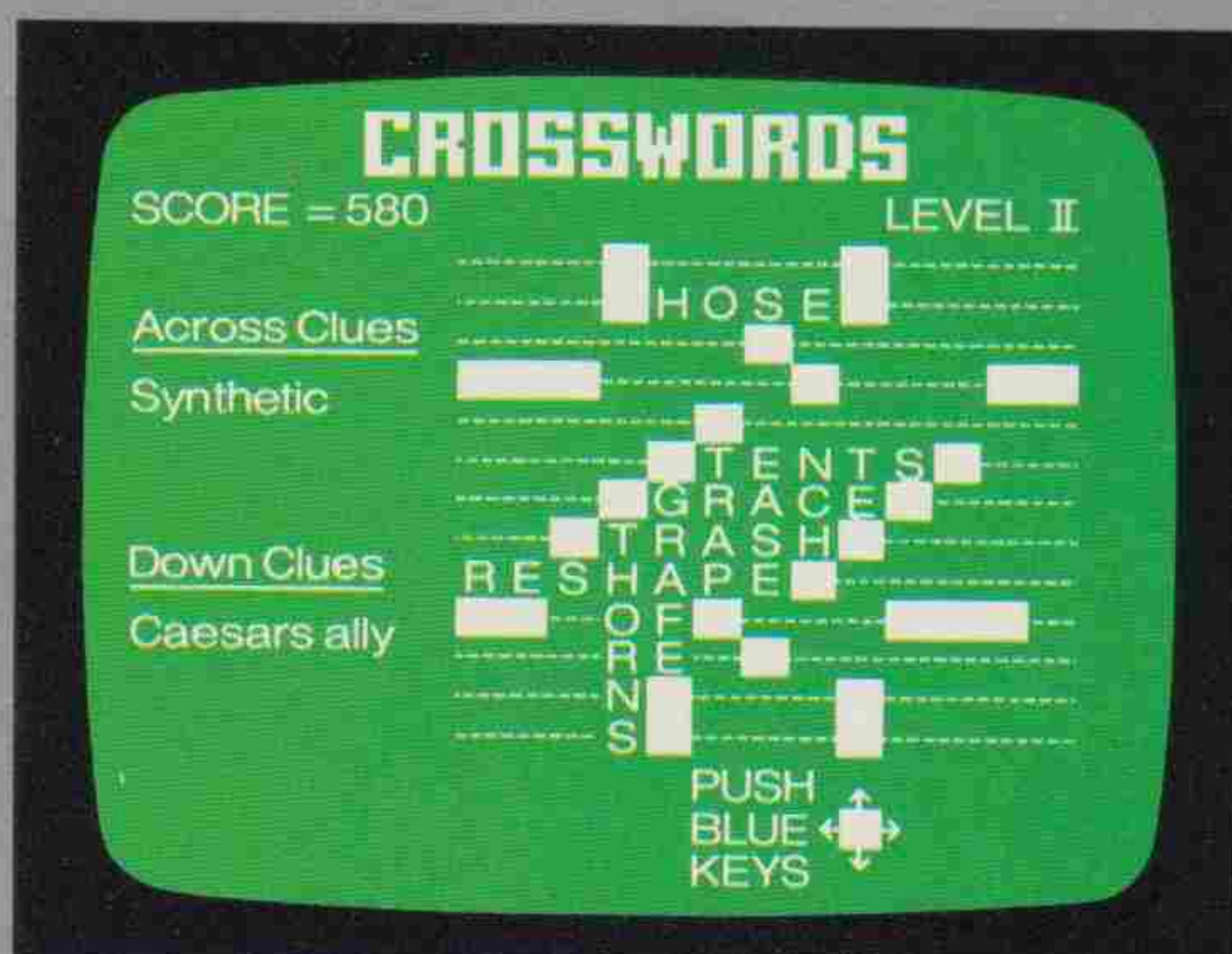
#3275

Data Storage Cassette packed two per package. Stock No. 3317





## Low Cost Cassettes



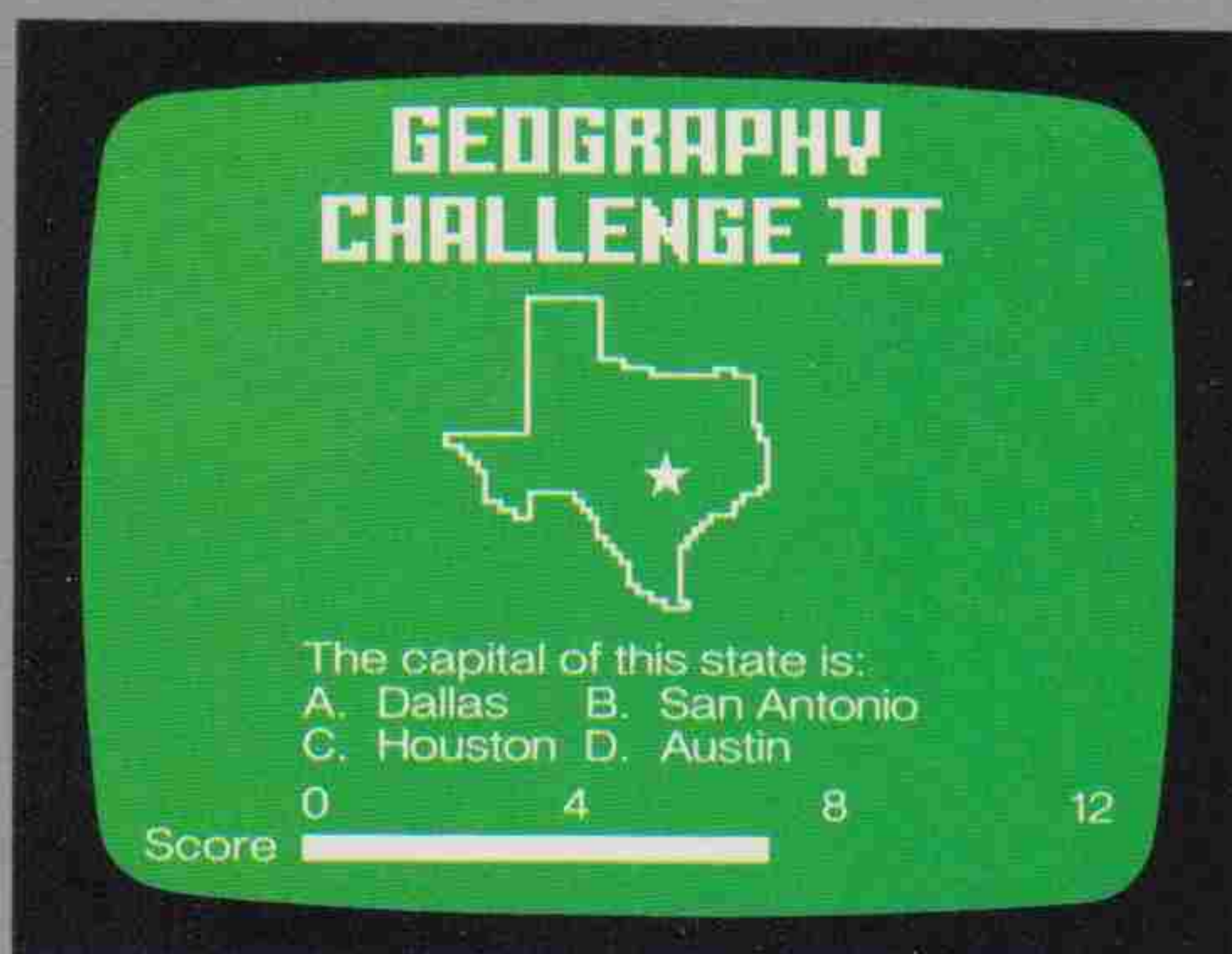
### Crosswords 1 #3764

Do Crossword Puzzles Electronically! The computer gives you the clues, draws the spaces, keeps score—and when you're finished, someone else can do the same puzzle! 3 levels of difficulty. You don't need an eraser—just the keys!\*



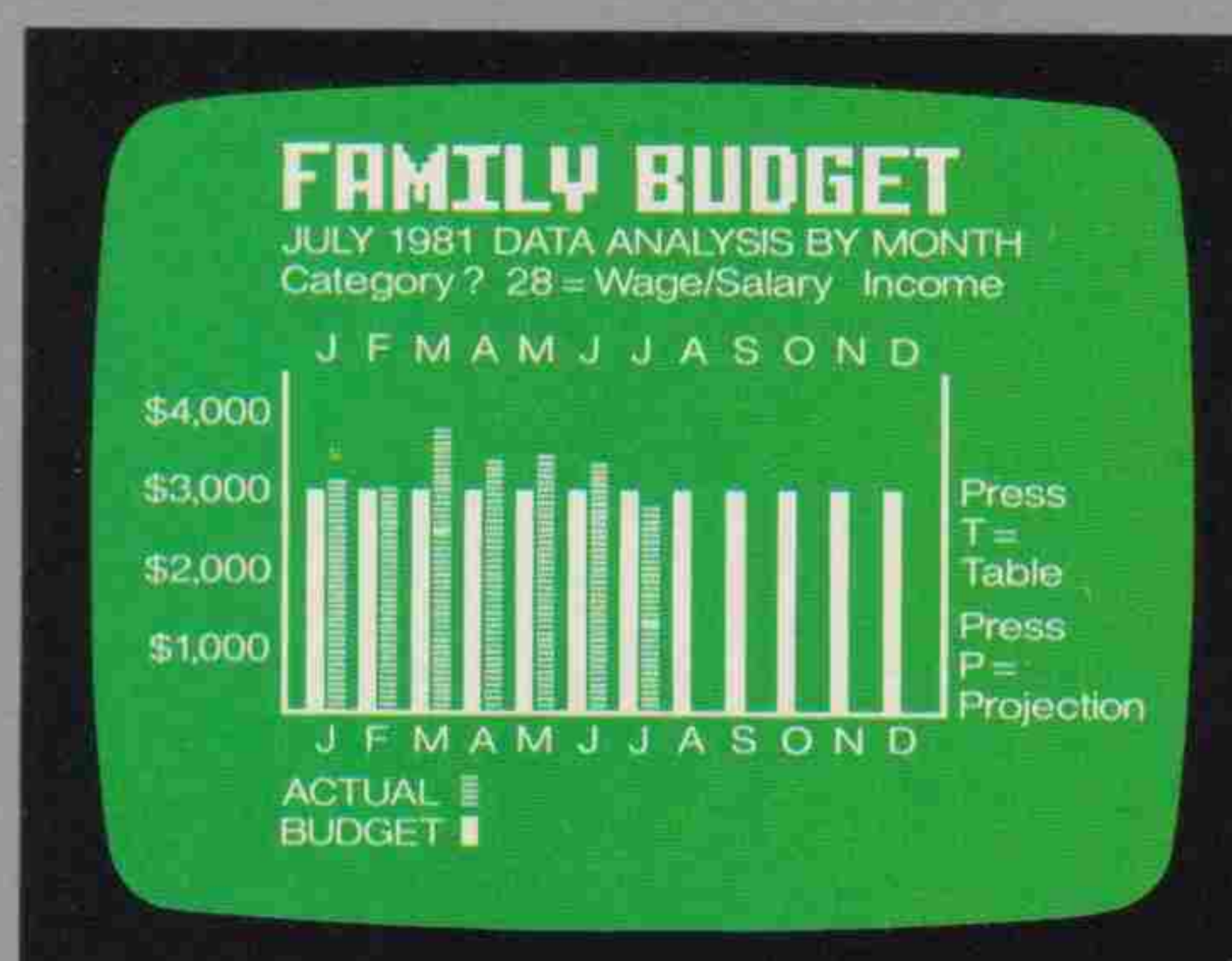
### Spelling Challenge #3762

Let the computer help you have a Spelling Bee, with words that are tailored for everyone! You can pre-record the words on the tape's audio track. The speller types them out with the keyboard. The computer keeps score for you. A delightful way to learn spelling!\*



### Geography Challenge 1 #3767

How much do you know about America—her state capitals, agriculture, natural resources, the history of the country's growth? Challenge yourself and your friends with 3 interesting quizzes! The computer will keep "Report Cards" for up to 6 people. See who goes to the "Head of the Class"!\*



### Family Budgeting #3419

Now you can easily, accurately keep track of where your money comes from, and where it's going! This program can really help you keep your finances organized! You don't have to be a CPA to account for every penny, and the computer will even show you graphic analyses, too!\*

\*Available in late 1981 or 1982.





## **At Mattel Electronics, we've got designs on the future.**

In recent years, computer technology has been expanding at an ever-increasing rate. New products and systems, already on the job in businesses throughout the world, will soon be put to work in the home. At Mattel Electronics, we systematically review major industry developments and evaluate their potential for Intellivision users. In the future, all consumers will be able to choose from a multitude of different components in building a home computer system of their own. And the advances being made today promise to increase the quality of life and change the way we all think, work and play. Here are some of the systems we have under consideration:

### **Telephone Modem**

Using an ordinary telephone, this device will enable users to transmit and receive information from other systems and centrally located data banks. As the eighties unfold, the modem will become an invaluable link to an expanding world; providing consumers with services like entertainment and travel schedules, news wire reports, electronic mail transmission and much, much more.

### **Printer**

For situations that call for having permanent and written information, a simple printer will be ideal. It provides hard copy printout of all program material.

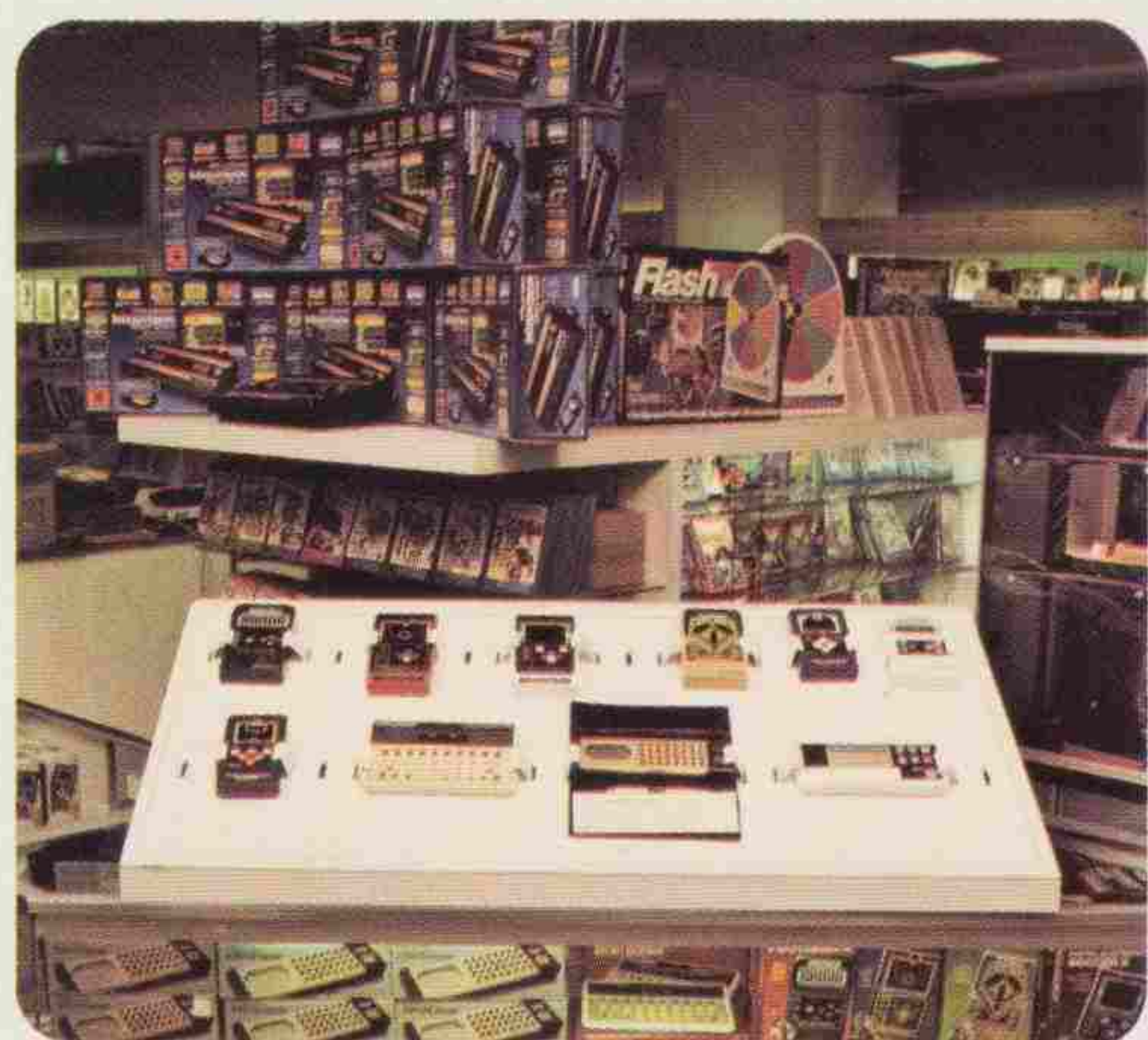
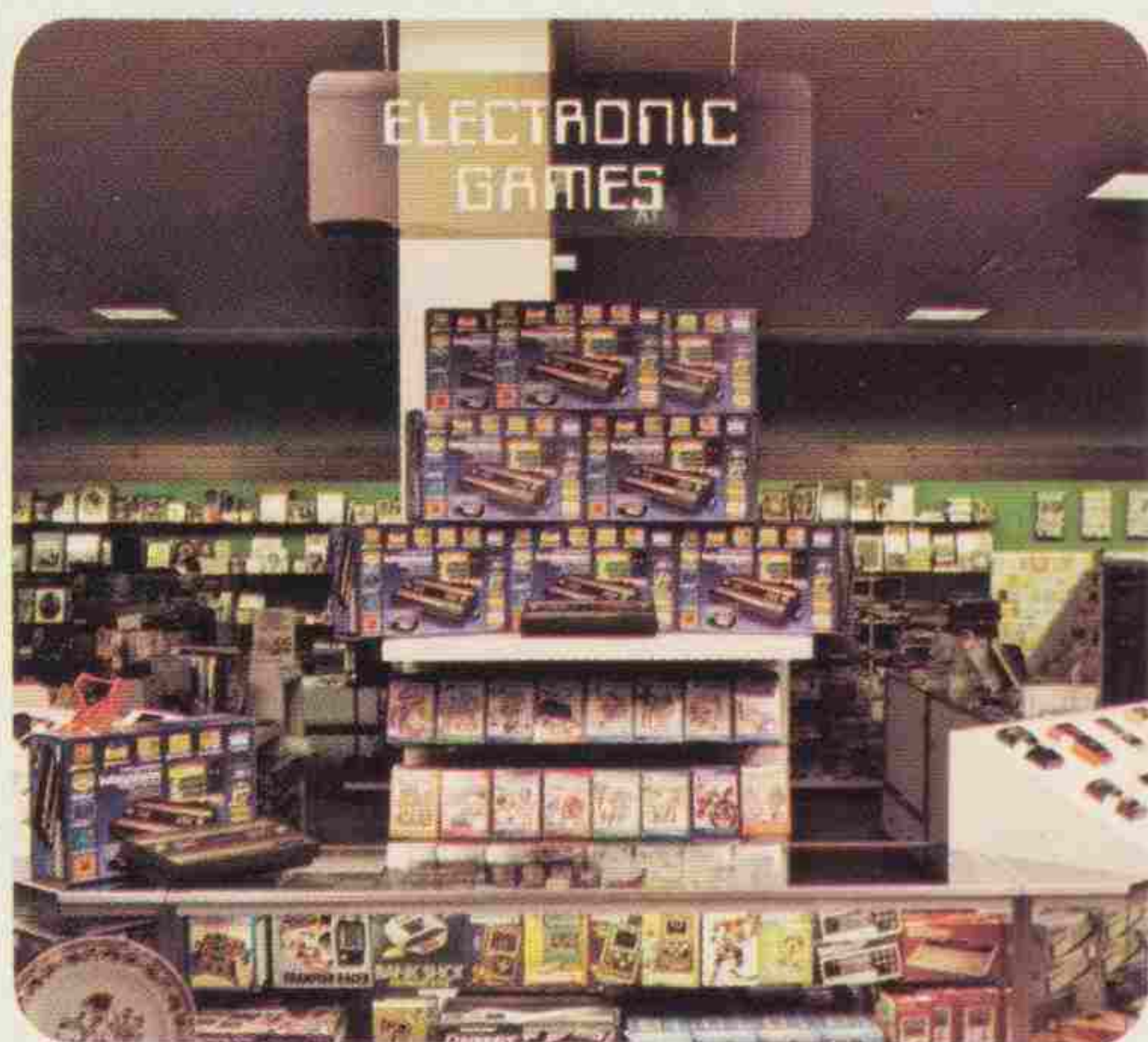
### **Voice Synthesizer**

Instead of giving a visual readout of requested information, this remarkable component will enable the home computer system to actually talk to the user. A voice recognition unit, which would let the user give verbal instructions and responses to the computer, is also on the horizon.

Since its inception, Intellivision has been designed as a system to satisfy a wide range of individual needs and interests. As the future unfolds, we will continue looking at new product developments as part of our commitment to make Intellivision America's leading video system.†

†The peripherals listed here are mentioned only as industry background information. Mattel Electronics does not guarantee the introduction of these products for the Intellivision system.





## ***A total marketing support package designed to make your job easier***

This year Mattel Electronics will cover the market with an aggressive and sophisticated support campaign. Television, magazine and dealer co-op advertising will combine with eye-catching displays and merchandisers to create excitement and increased sales.

## ***Magazine coverage***

Full color ads will alert, inform and intrigue the consumer about the multi-faceted potential of Intellivision. Each ad will carry a toll-free number that the customer may call to easily locate your store. Ads are tentatively scheduled to run in major national publications such as Time, Newsweek, People and in-flight magazines.



## **Specifications:**

**MASTER COMPONENT** (For Color TV Viewing Only)

**CPU:** GI 16 bit microprocessor

**Memory:** 7K internal ROM, RAM and I/O structures, remaining 64K address space available for external programs.

**Controls:** Two hand controllers; 12 button numeric key pad, four action keys, 16 direction object movement disc.

**Sound:** Sound generator capable of producing 3 part harmony.

**Color:** 16 colors.

**Program Material:** Accepts all Mattel Electronics video ROM cartridges.

**Video Resolution:** 192 vertical x 160 horizontal picture elements.

### **MASTER COMPONENT AND KEYBOARD COMPONENT COMBINED**

**Memory:** 16K RAM resident (10 bit) words memory can be expanded to more than 1000 8K pages (8 megabytes)

**Keyboard:** 60 key typewriter-like keyboard including specialized computer control keys. Upper/lower case.

**Tape Cassette Drive:** Built-in completely computer controlled. Records/plays two digital and two audio tracks in one direction. 30 minutes of program material and data storage. Drive accepts all Mattel Electronics video cassettes.

**Video Resolution:** Standard; 160 horizontal, 192 vertical picture elements. High resolution alphanumerics; 24 lines of 40 characters.

**Expandability:** Two parallel peripheral I/O expansion ports which allow addition of external memory, peripherals, plus access to CPU bus.

**Potential Peripherals:** Telephone modem, voice synthesizer, printer (planned for 1982 introduction; subject to change).

## **Television Advertising**

Sales-generating 30 second network commercials will reach millions of prospective buyers. High impact television schedules will expose the prime viewer to Intellivision and motivate him into your store. In addition, spot television schedules will be leveled at the big dollar target markets.

### **Dealer level ad assistance**

Substantial co-op advertising funds have been allocated to help you promote Intellivision in your area. This year's co-op program is going to be more aggressive than ever before. What's more, high quality ad mats featuring screened line art and suggested layouts will be available to all dealers.

### **In-store sales stimulators**

To keep the Intellivision message alive, Mattel Electronics has developed a series of merchandising aids for your use. Informative, full color brochures are also available to further acquaint your customers with Intellivision. All

new for this year is a deluxe in-store display module\*. Elegantly designed to stimulate customer interest and involvement, this unit will perform a variety of functions assisting your merchandising efforts. A special demonstration cartridge has been prepared to familiarize your customers with the product and give them actual hands-on-experience. To assure complete product knowledge and awareness, Mattel Electronics will also organize and conduct training sessions for your store personnel.

## **Mattel Electronics**

**Engineering**—Designed with sophisticated computer technology for easy home use.

**Marketing/Sales**—A company combining electronics "know how" with consumer marketing expertise.

**Manufacturing**—The highest qualities of material and workmanship providing consumer satisfaction for many years to come.

**Merchandising Support**—From point-of-purchase displays to in-store training, commitment to make your selling easier.

\*Minimum purchase required.



**IntelliVision**<sup>TM</sup> Intelligent Television

***Growing along with your family's needs***

Games • Entertainment • Self-Education

Personal Improvement • Financial Management

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