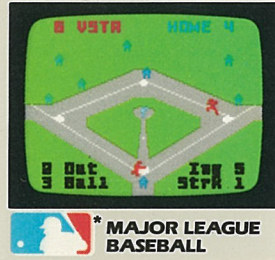


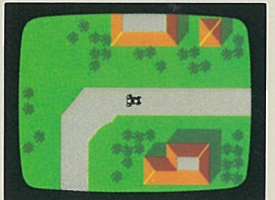


Entertainment Cartridges

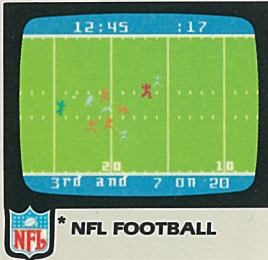
An ever-changing variety of play situations and player decisions are yours. No boredom here—whether you play against the computer or another player, there's always a challenge! Engage in Sports, Strategy, Action, Gaming or even Children's Learning with the Master Component alone or with the Keyboard Component in combination. Each cartridge sold separately.



† * MAJOR LEAGUE BASEBALL



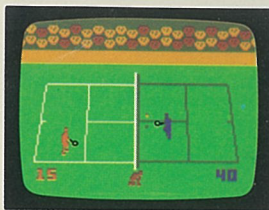
† * AUTO RACING †



† * NFL FOOTBALL



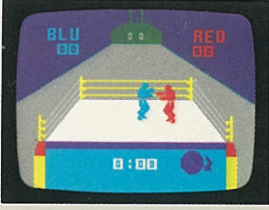
† * PGA GOLF †



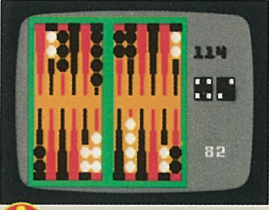
† * TENNIS †



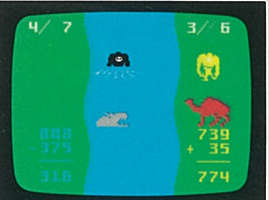
† * SKIING †



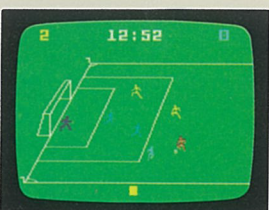
† * BOXING †



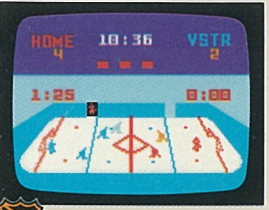
† * BACKGAMMON



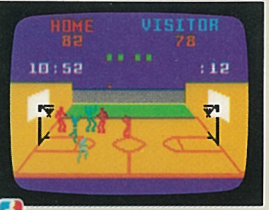
† * MATH FUN †



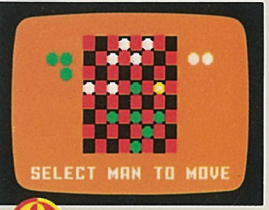
† * NASL SOCCER



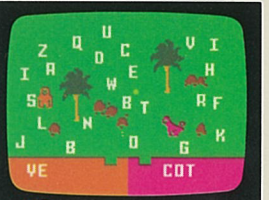
† * NHL HOCKEY



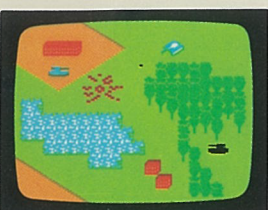
† * NBA BASKETBALL



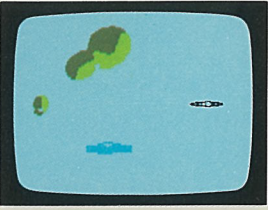
† * CHECKERS



† * WORD FUN †



† * ARMOR BATTLE †



† * SEA BATTLE †



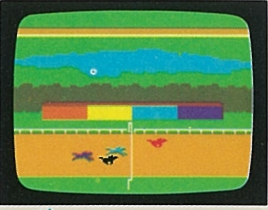
† * SPACE BATTLE †



† * POKER & BLACKJACK



† * ROULETTE



† * HORSE RACING †

Mattel Electronics, Intellivision, Armor Battle, Space Battle & Sea Battle. All U.S. Trademarks of Mattel, Inc.

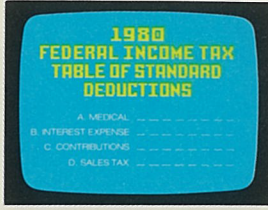


The Keyboard Component, when added to the Master Component transforms Intellivision into a simple-to-use home computer.

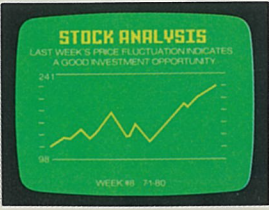
Personal Computer Cassettes

They provide a wide range of programs that educate and instruct. And, no programmer skills or computer language are needed! For use with the Master Component** and Keyboard Component** in combination. Each cassette sold separately. Let Intellivision grow along with your family's needs. Financial • Personal Improvement • Self Education

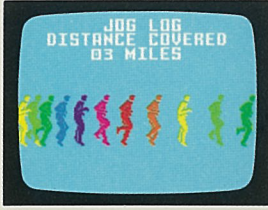
**Each sold separately.



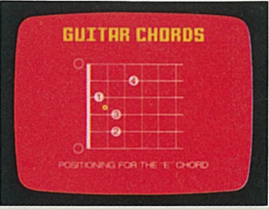
† * J.K. LASSER'S 1980 FEDERAL INCOME TAX PREPARATION



† * STOCK ANALYSIS



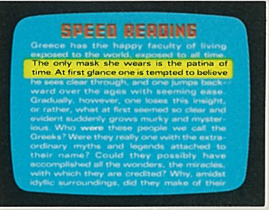
† * JACK LaLANNE'S PHYSICAL CONDITIONING



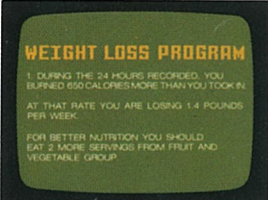
† * GUITAR LESSONS & MUSIC COMPOSITION



† * JEANE DIXON'S ASTROLOGY



† * SPEED READING



† * DR. ART ULENE'S WEIGHT LOSS PROGRAM



† * CONVERSATIONAL FRENCH

*Trademarks used under license from designated owners.

Intellivision

Intelligent Television



MATTEL ELECTRONICS

†These cartridges coming soon.

©1980 Childrens Television Workshop, Inc.



Intellivision™ Intelligent Television The new home video system from Mattel Electronics that can change your family's life!

Have you ever wanted to learn a foreign language? Or learn how to speedread? Ever wished you had professional stock analysis? Or computing help on your income tax? Soon there will be a simple way to have these things and more. A way so revolutionary, it can change your family's life.

Intellivision.

Intellivision is the new computer based system by Mattel Electronics. Begin with the Master Component (available now) for entertainment and education, then add the Keyboard Component (available this summer) for programs of self-improvement and financial planning. A range of programs designed to put a whole new world at your family's fingertips. And right on your own television screen!

Compute your income tax and unload an NFL bomb.

Intellivision can help you compute your Federal Income Tax. Let the renowned J.K. Lasser Institute go to work on your return. They ask you questions, you type in the answers. It's never been simpler.

Yet, even some complicated forms like itemized deductions or income averaging can be computed for you. All without the usual manuals or handbooks. In the privacy of your own home. (Of course, professional assistance may still be required for certain tax problems.) Plus, your Intellivision not only performs the math calculations, it can even help you choose your most favorable filing status. Then, line-by-line, it displays the information to put on your form. Nothing short of miraculous.



Now, get into the incredible action of the only officially licensed NFL Football video game. Life-like players and over 180 offensive and defensive plays put our football game in a league above the rest. Blitz is on... gotta scramble... throw... Touchdown!

Take French lessons and follow your personal exercise program.

Introducing a better way for you to learn French. Intellivision. It's a private lesson that can teach you the essentials of conversational French. "Comment allez-vous?" asks your TV in perfect French. "Comment allez-vous?" you repeat into the Keyboard microphone. Now you listen, first to the French voice, then yours. You compare, improve, perfect. Next time, your French sounds more French.

Now that you've stimulated your mind, let the Jack LaLanne Physical Conditioning program help shape your body. With an exercise program custom-tailored to fit your needs, and your goals. It even gives you progress reports. In a few short months, you'll be ready for any beach, including St. Tropez.

Kids sharpen up math skills and launch a galactic space attack!

Here's a breakthrough. Kids can now watch TV and improve their math skills at the same time. The Electric Company Math Fun program starts the action. Two gorillas race alongside a jungle river while math problems pop onto the screen. Right answers keep a gorilla on his feet. Wrong answers...into the river! Our computer automatically graduates

your kids through 18 increasingly difficult levels of addition, subtraction, multiplication and division. Since Intellivision is easy and fun, they can do it alone.

After learning comes more action, when Space Battle transports their imaginations into the stars. Squadron leader maps a strategy to protect Mother Ship from the aliens. Look out! Zap! Zap!

Simple to hook-up. Simple to use. In-home service, too.

Intellivision attaches to any TV easily. Then, simply turn on the power, insert a cartridge or cassette and you're ready.

It's just that easy. We designed our programs to do the hard work for you. You respond in plain English. And you don't even have to know how to type. Plus, service on Intellivision is performed by the General Electric Factory Service Network. Simplicity of operation. Variety of programs. Convenience of service.

Together, they make Intellivision the one video system every member of the family can fully enjoy starting the day you bring it home.



Discover how Intellivision can change your family's life.

We invite you and your family to experience Intellivision in person. You'll see the full variety of programs we offer now and learn about the exciting new programs coming soon. The Intellivision computer-based home video system. See it demonstrated now. Find out how much it can do for your family.

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 disk.

Sound: Sound generator capable of producing 3 part harmony.

Color: 16 colors.

Program Material: Accepts all Mattel video ROM cartridges.

Video Resolution: 192 vertical x 160 horizontal picture elements.

Master Component and Keyboard Component Combined

CPU: Two processor system:

- 16 bit microprocessor/Master Component
- 8 bit microprocessor/Keyboard Component

Memory: 16K RAM resident (10 bit) words, memory can be expanded up to 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 video cassettes.

Video Resolution: Standard; 160 horizontal, 192 vertical picture elements. High resolution graphics; 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.

Intended Peripherals: Forty column printer; telephone modem; voice synthesizer (planned for 1981 introduction, subject to change).