





# ELEVEN ACTION PACKED M NETWORK™ GAME CARTRIDGES TO CHALLENGE THE MOST DEMANDING VIDEO GAME PLAYER



## ASTROBLAST™

- Defend your planet from falling meteors, missiles and enemy spacecraft
- Automatic and semi-automatic firing sequences
- One player game, two difficulty levels



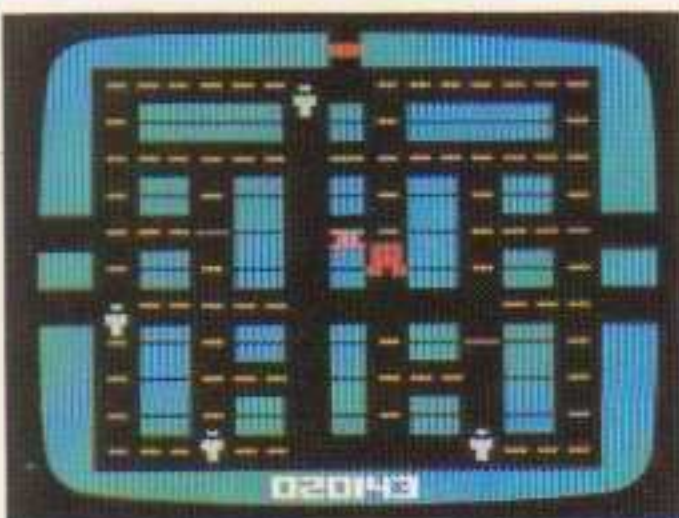
## FROGS AND FLIES™

- Complete control of frog's jump and scoring action
- Great for young children; challenging for everyone
- One or two player game



## SUPER CHALLENGE™

- FOOTBALL
- Realistic offensive and defensive options
- Scoreboard shows downs, time remaining and score
- Two player game



## LOCK 'N CHASE™

- Escape your pursuers
- Set up temporary defensive blocks
- One or two player game



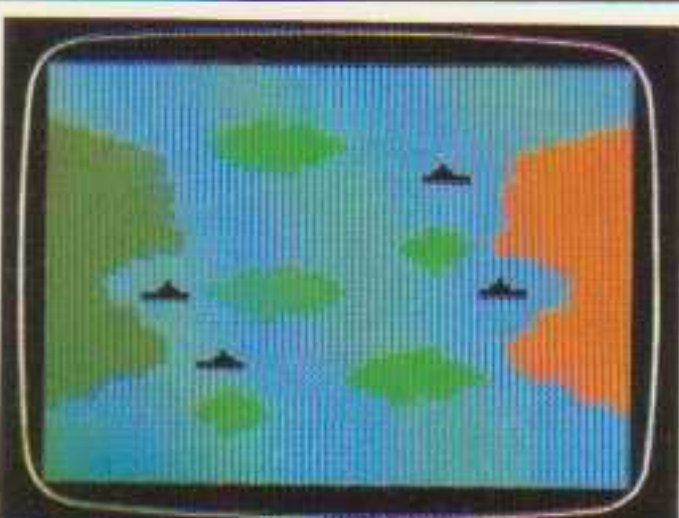
## SPACE ATTACK™

- Radar screen pinpoints alien squadrons
- Then go to close-up pilot's view
- One player game, two difficulty levels



## SUPER CHALLENGE™

- BASEBALL
- Nine full innings, extra innings, if necessary
- Pitch curve balls, hit and run, base stealing



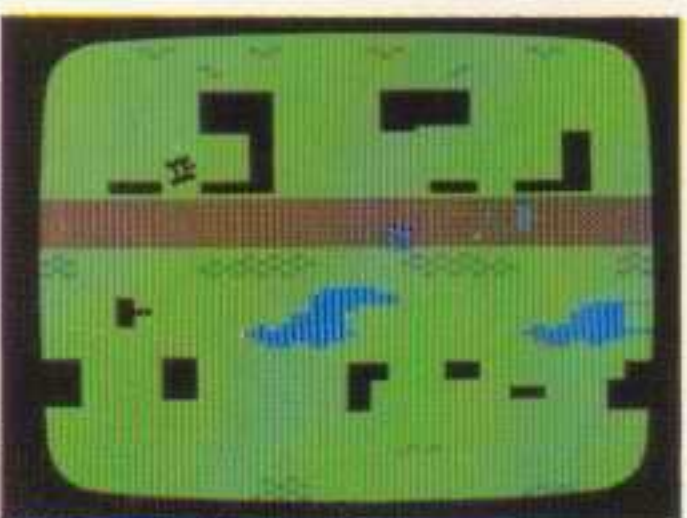
## HIGH SEAS™

- Two player game
- Deploy your fleet to destroy the enemy
- Exciting visual action



## INTERNATIONAL SOCCER™

- Realistic field action
- Exciting sound effects
- Two player game



## ARMOR AMBUSH™

- Total tank control; maneuvering and fire control sequences
- A new battlefield every time
- Two player game

## COMING SOON



## TRON™ DEADLY DISC™

- From the Disney movie
- Intense strategy in action
- Ricochetting discs



## DARK CAVERN™

- Relentless robot attackers
- Challenge increases as game progresses
- One player game.

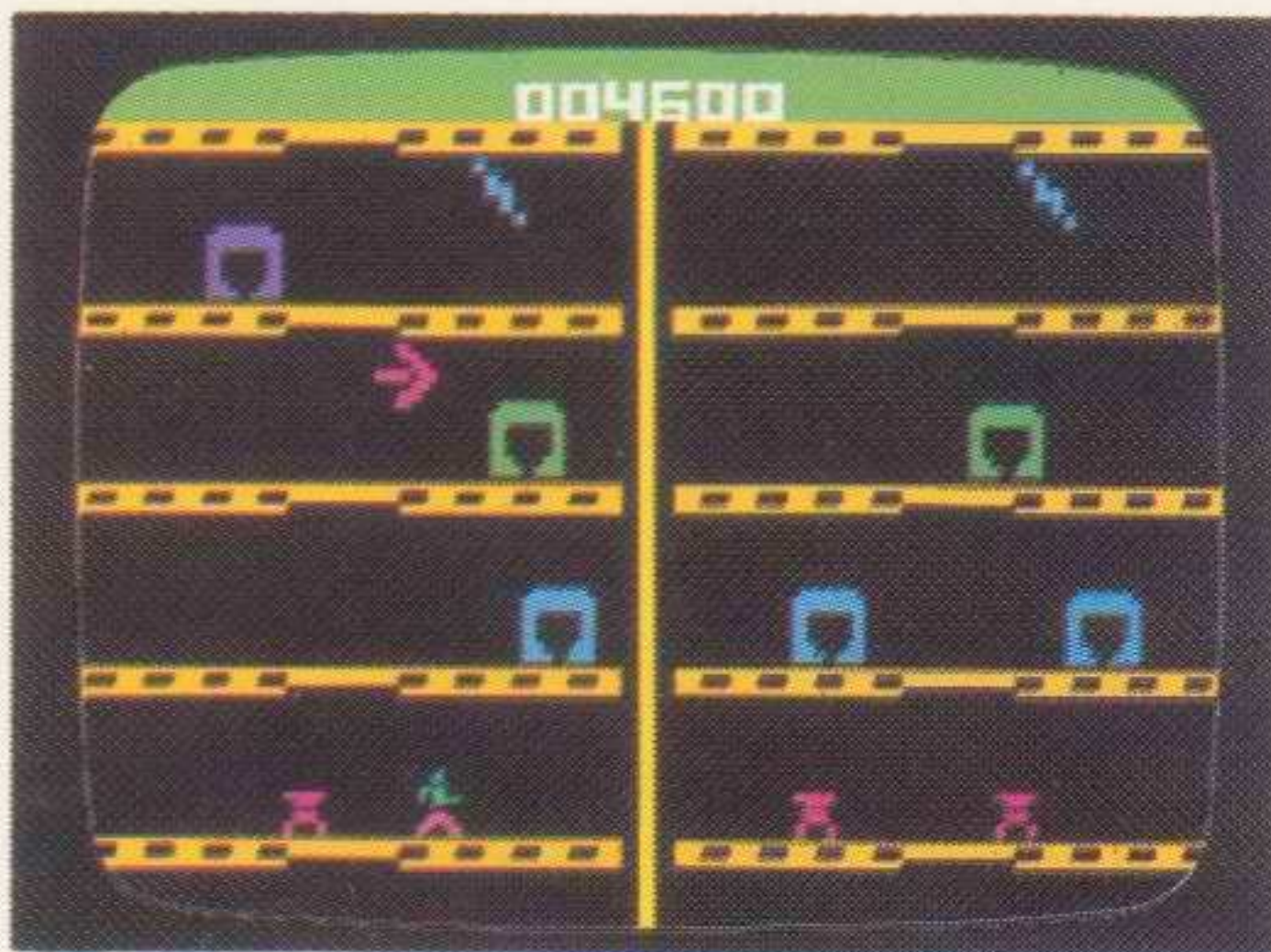
\*Trademark used under license from DATA EAST, INC. © 1981, 1982 DATA EAST, INC.  
\*\*Trademark used under license from Walt Disney Productions. © 1982 Walt Disney Productions.



YOU CAN'T BEAT THEM



# MORE UNBEATABLE GAME CARTRIDGES PLANNED FOR 1983



## ADVENTURES OF TRON™\*\*

- One player game
- From the Disney movie
- Outwit the Master Control Program
- Fight off recognizers, grid bugs and cannon-firing tanks



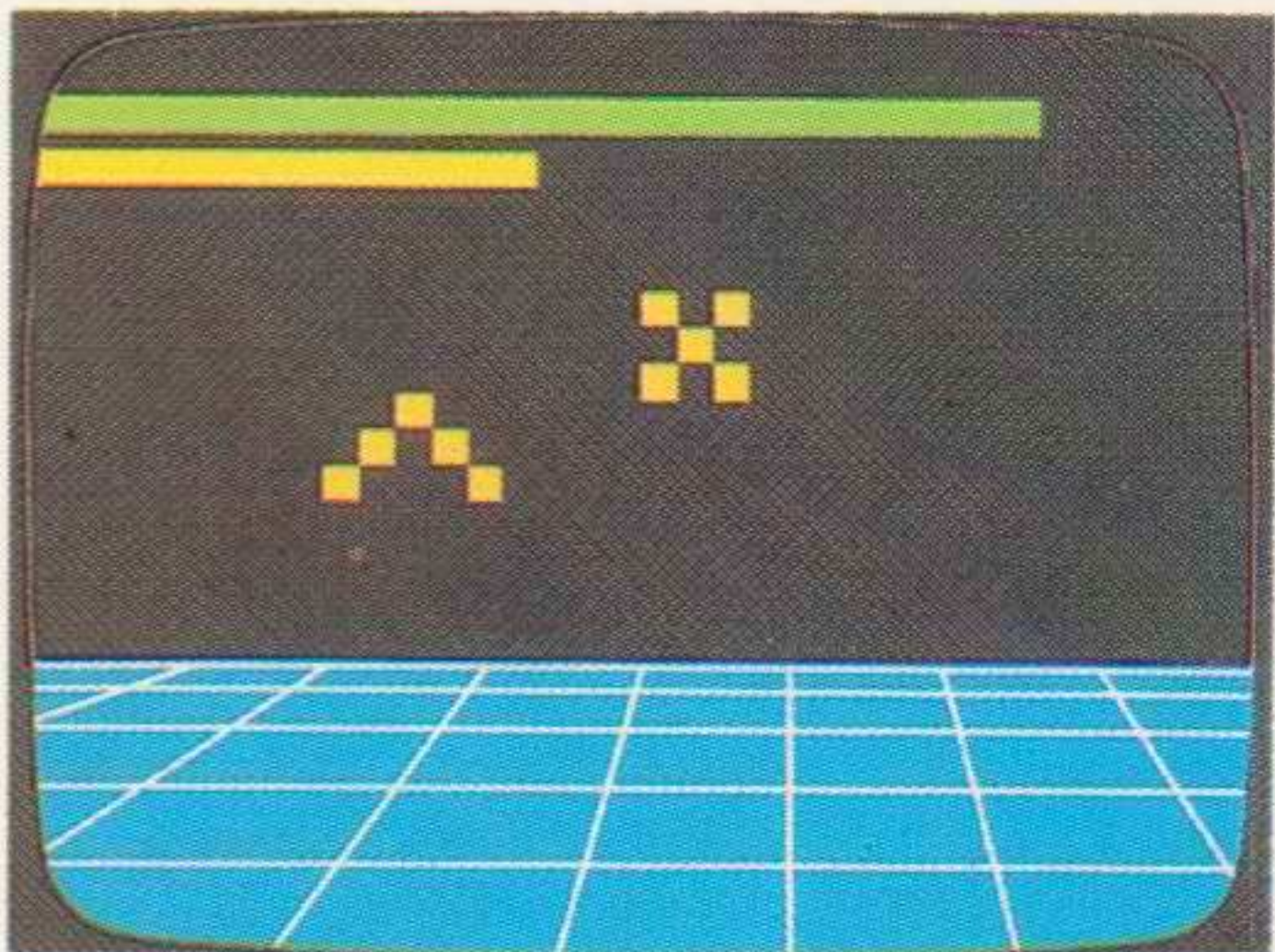
## AIR RAIDER™\*

- One player game
- A fighter pilot on a secret mission
- Fight off enemy planes, avoid enemy flak
- Take-off and land again to refuel



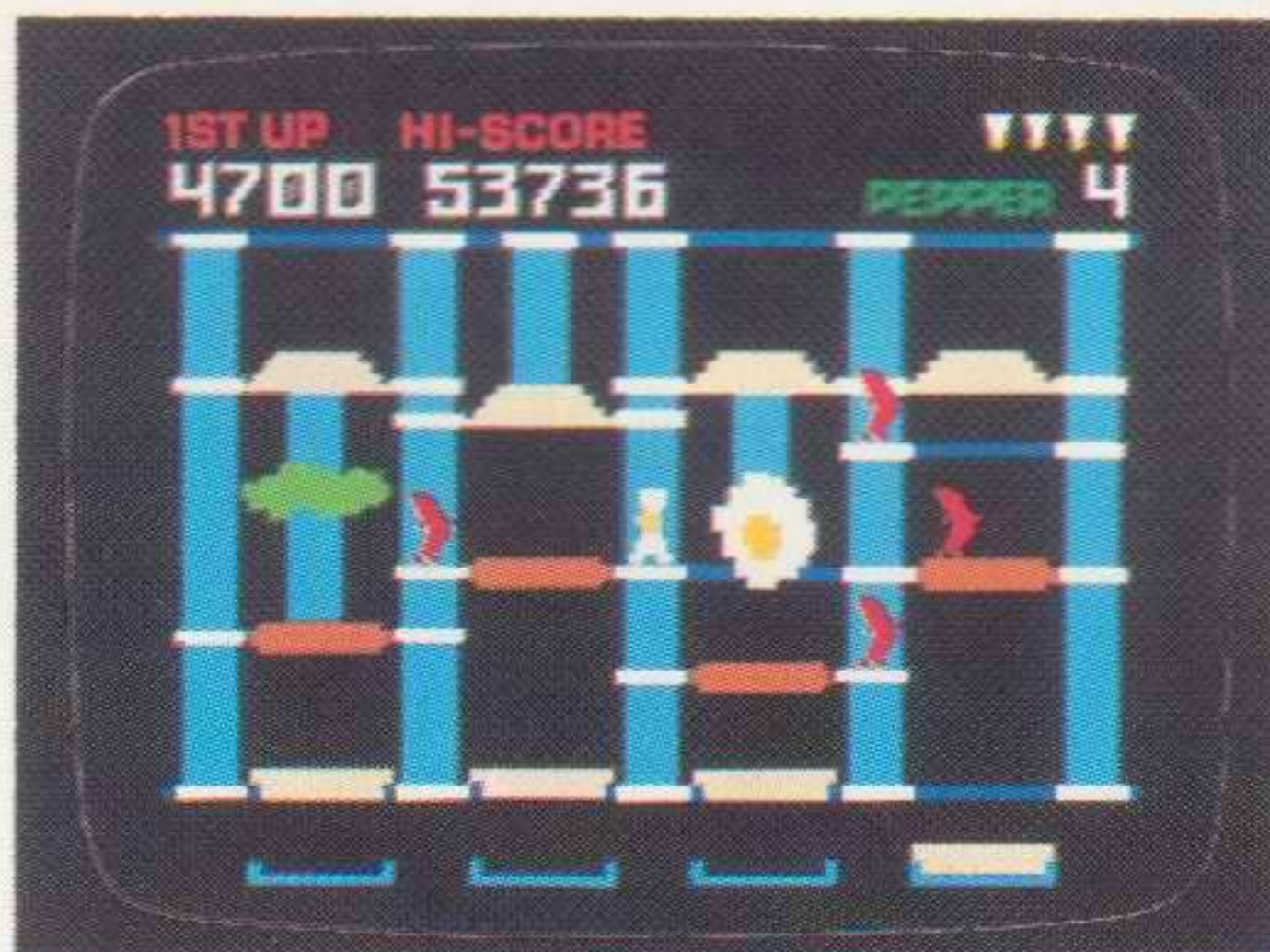
## STAR STRIKE™\*

- One player game
- 3-D action
- Attack and destroy alien silos defended by enemy squadrons



## COMPUTER REVENGE<sup>o</sup>

- One player game
- Defend the human race
- Fight off hostile computers on different planets



## BURGER TIME†

- One player game
- Based on "Burger Time" arcade game.
- A cook weaves through a vertical maze building a perfect burger.
- To score points, shoot hot dogs, pickles, and other edible obstacles.

\*Trademark of Mattel, Inc.

\*\*Trademark used under license from Walt Disney Productions

†Used under License from DATA EAST.

<sup>o</sup>Working name

xTrademark of Hanna Barbera

■Trademark of Walter Lantz.

## M NETWORK™ WILL BE INTRODUCING A LINE OF GAME CARTRIDGES FOR CHILDREN 4 - 8 IN 1983

M Network™ introduces a line of games for children 4-8 years old. These games incorporate high quality graphics and gameplay with popular cartoon characters.



## SCOOBY DOO<sup>x</sup>

- Scooby Doo has been a top rated Saturday cartoon show for fourteen years.



## WOODY WOODPECKER<sup>■</sup>

- The Woody Woodpecker Show is syndicated nation-wide.
- 150 new cartoons will air this year.



## MASTERS OF THE UNIVERSE\*

- This popular new action figure series from Mattel is doing very well with boys 4-11.
- It even has its own comic book.



YOU CAN'T BEAT THEM



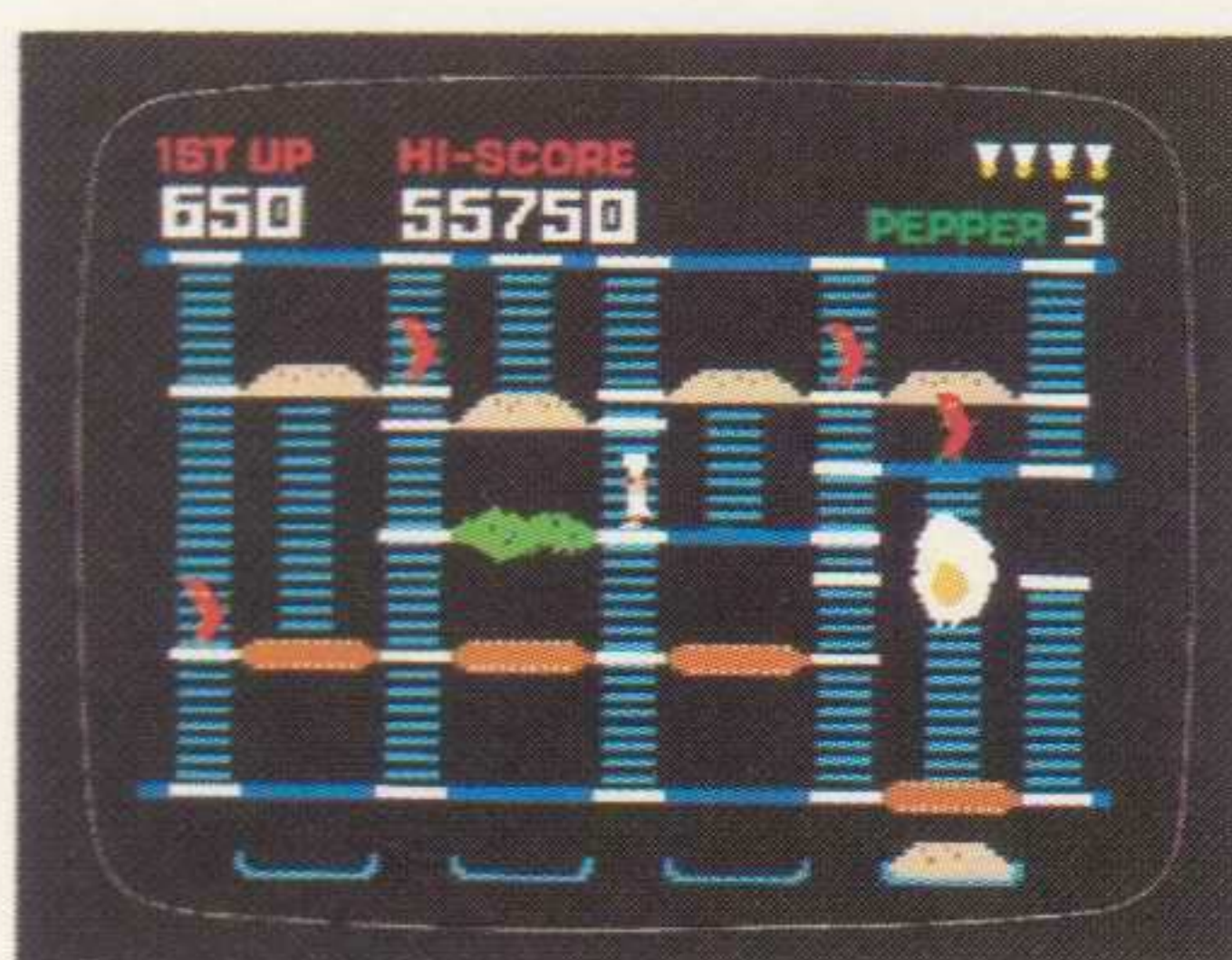
# M NETWORK™ PLANS A LINE OF CARTRIDGES FOR IBM AND APPLE IN 1983

In 1983 M Network™ will be expanding into the computer software market. M Network™ will offer high quality graphics and excellent game play for the IBM and Apple home computers. A product line of 5 video cartridges for each computer system will be introduced.



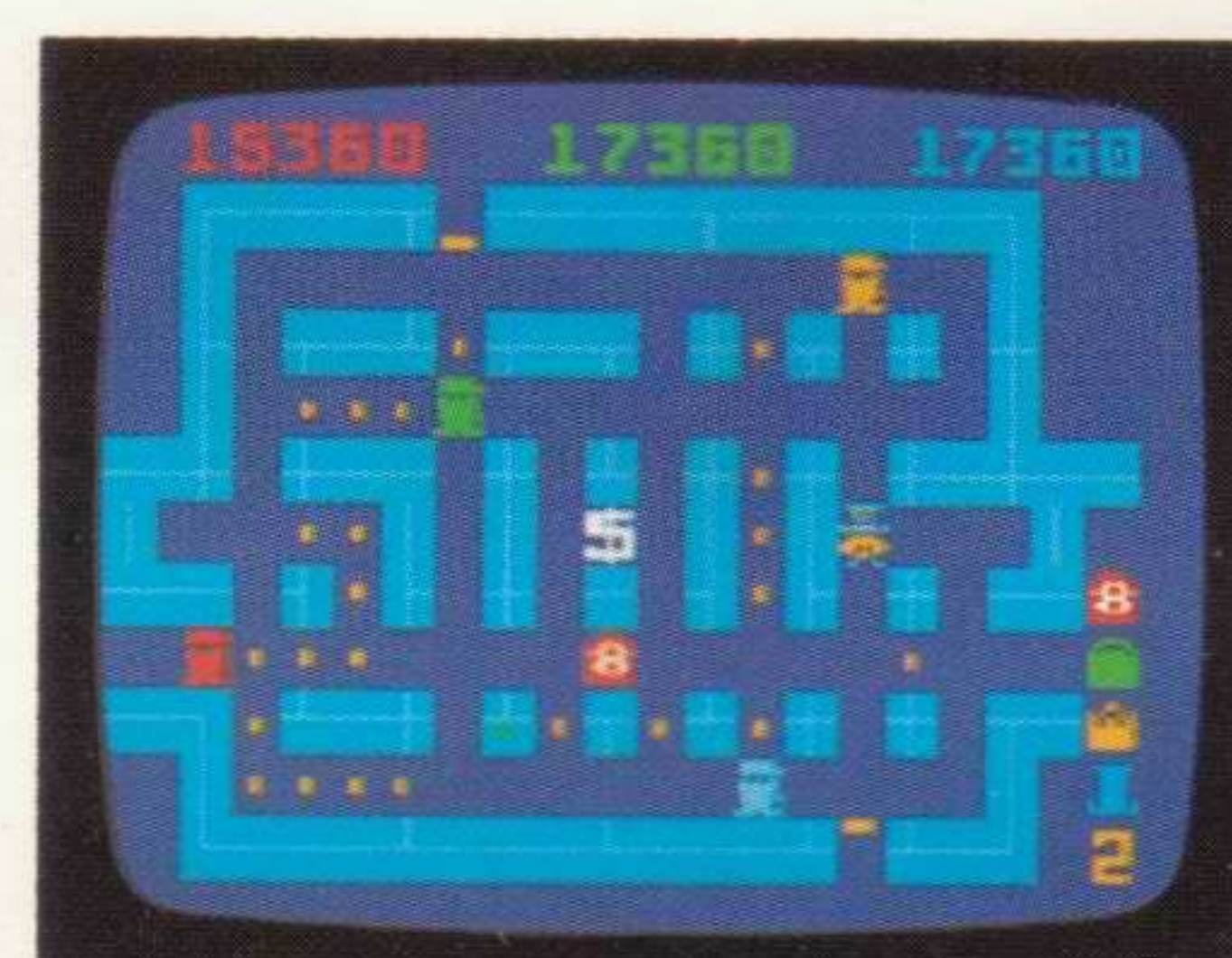
## SPACE BATTLE\*\*

- This is mortal combat in outer space as you do battle against the computer-controlled alien invaders.
- Study the map and deploy your defensive forces.
- You fire lasers from your cockpit command post.



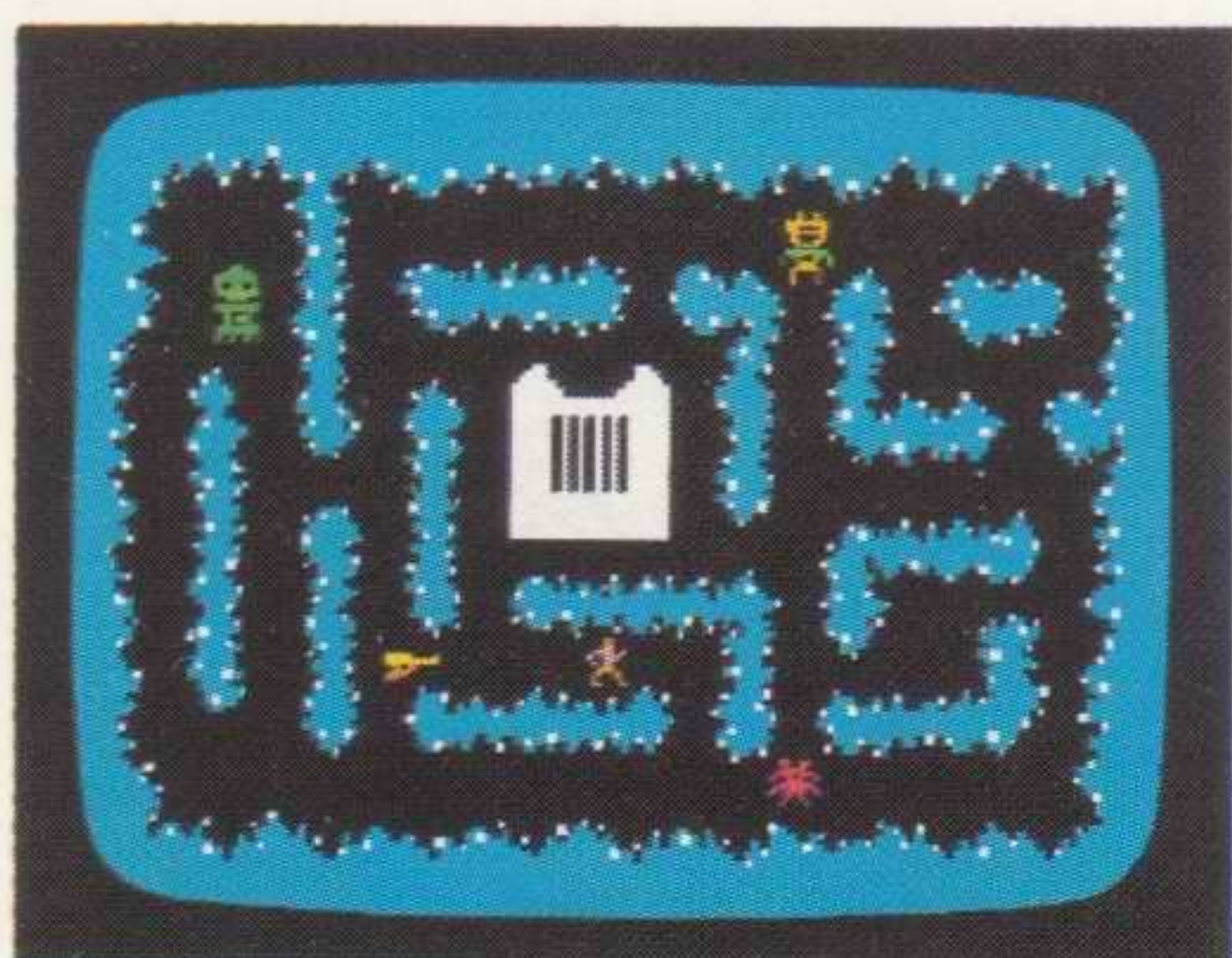
## BURGER TIME\*

- One player game
- Based on "Burger Time" arcade game.
- A cook weaves through a vertical maze building a perfect burger.
- To score points, shoot hot dogs, pickles, and other edible obstacles.



## LOCK 'N CHASE\*

- Escape your pursuers
- Set up temporary defensive blocks
- One or two player game



## NIGHT STALKER\*\*

- In a dark and sinister cavern in a maze deep underground a man emerges from a cage.
- He tries to find his way out of the maze, but he is attacked at every turn by deadly bats, poisonous spiders and robots trying to kill him with laser guns.
- Your job is to help him destroy these enemies with his laser gun.



## Super Challenge Baseball\*\*

- Two 9 man teams playing 9 full innings.
- Extra innings when needed.
- Hear the crowd roar as you call the plays—walks, hits, runs, a full variety of pitches.
- The computer keeps score.

\*Trademark used under license from Data East, Inc.

\*\*Trademark of Mattel, Inc.



YOU CAN'T BEAT THEM

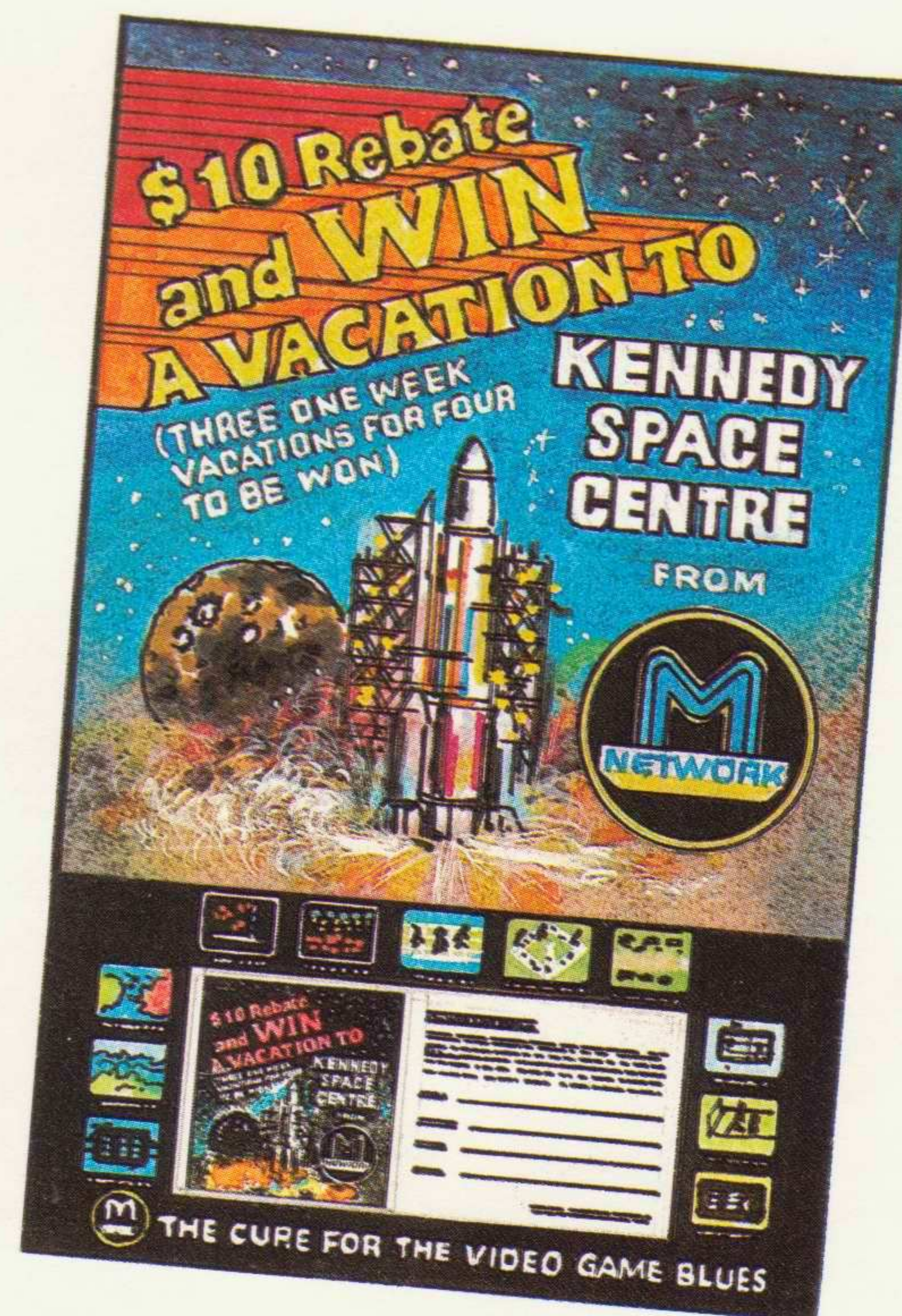


# UNBEATABLE PROMOTION TO GENERATE TRIAL

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## \$10 Rebate and Win A Trip To Kennedy Space Centre

- Mattel Electronics® will conduct a direct mail programme to over 2.5 million households in March 1983.
- Households will receive \$10 worth of coupon rebates. Consumers sending in their rebate coupons and two proofs-of-purchase from M Network™ cartridges will receive \$10. The first \$5 coupon rebate is designed to stimulate trial and the second \$5 coupon rebate is designed to stimulate repeat purchase.
- Consumers sending in for their rebates will automatically be entered into a sweepstakes where they can win one of 3 one week all expense paid vacations for four to The Kennedy Space Centre in Florida.
- All consumers purchasing an M Network™ cartridge are also eligible to enter the sweepstakes.
- Timing: Direct mail - March 1983  
Sweepstakes - March - July 1983



YOU CAN'T BEAT THEM

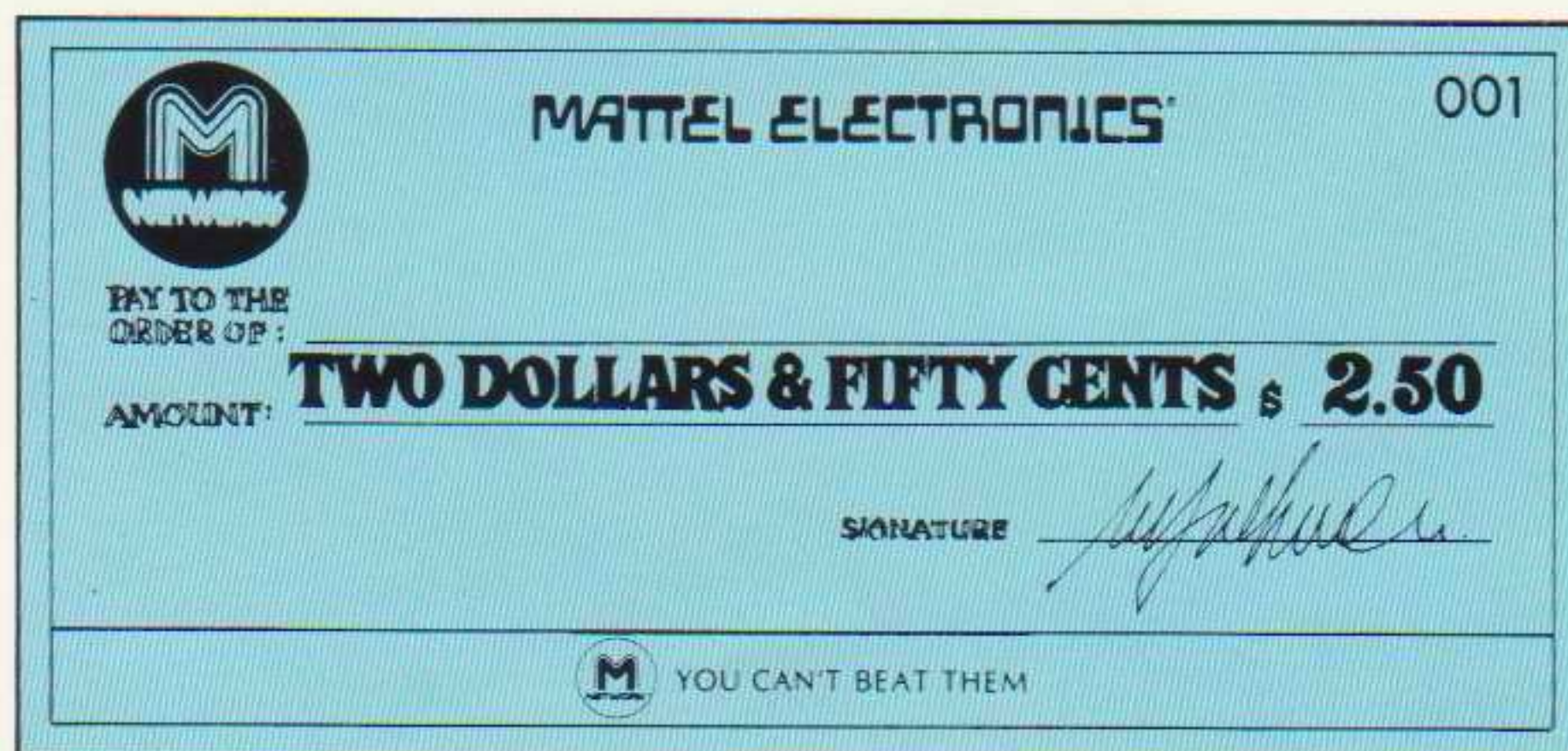


## MORE UNBEATABLE PROMOTIONS TO GENERATE REPEAT PURCHASE

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### \$2.50 Cash Rebate

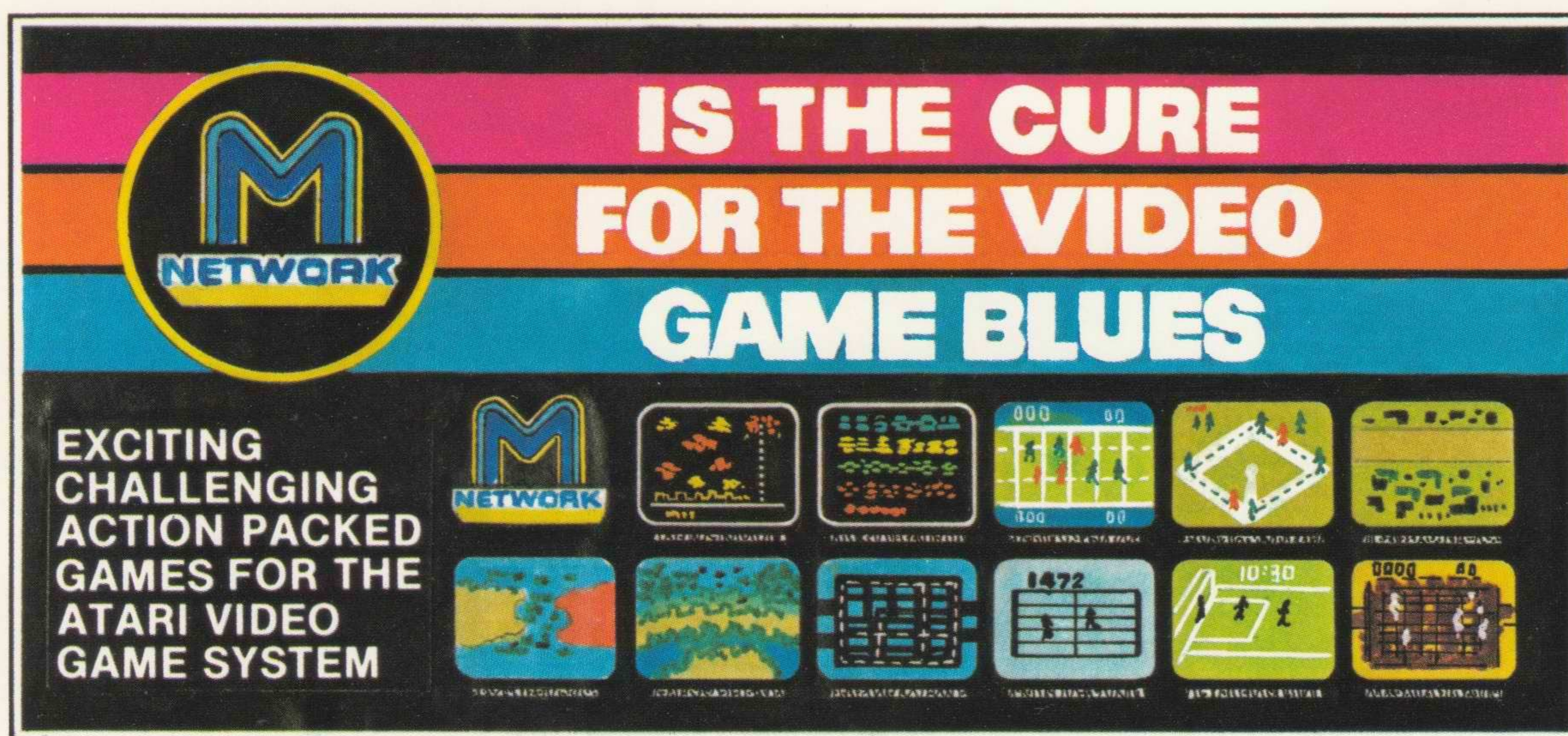
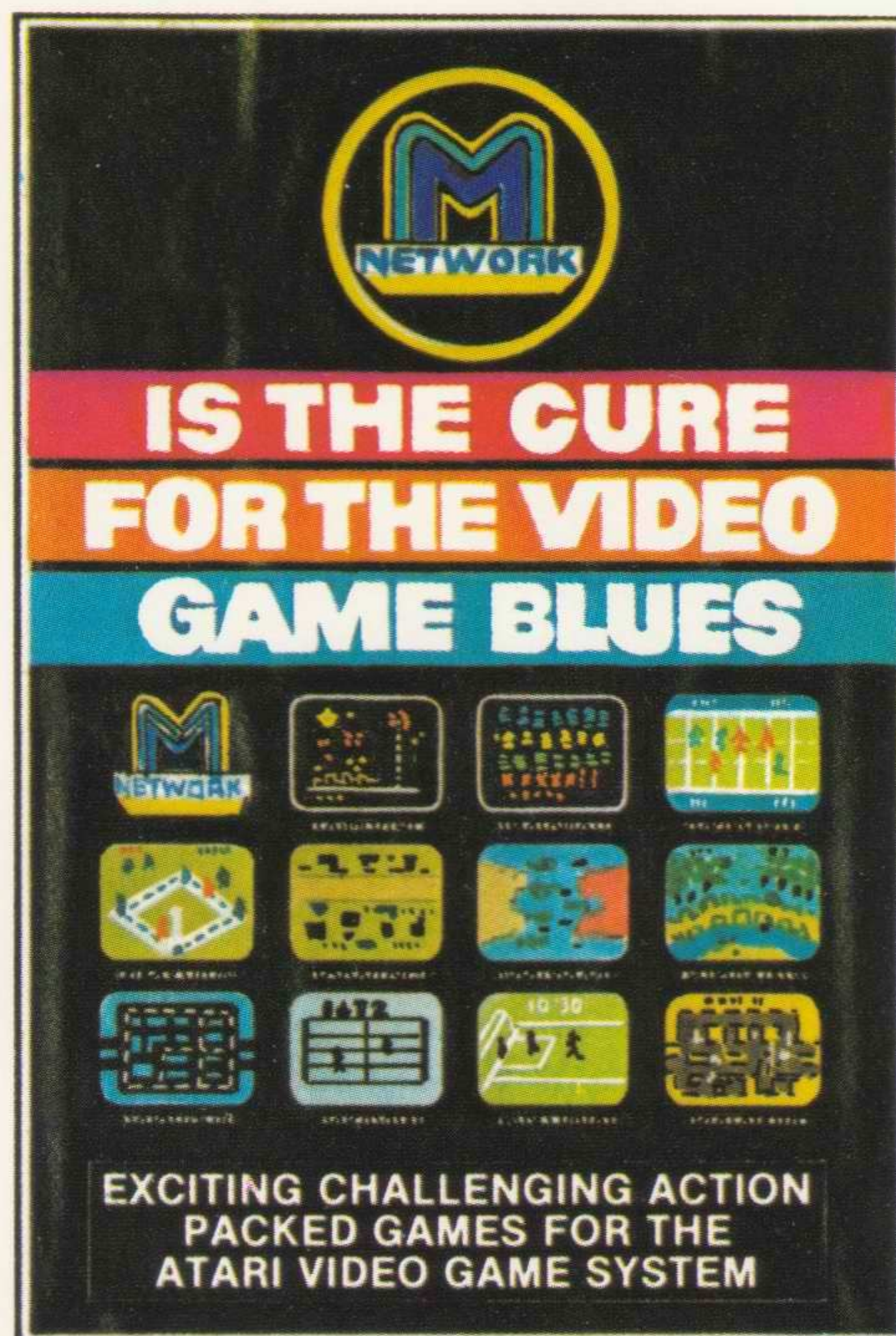
- Consumers sending in their name and address along with a proof-of-purchase from an M Network™ cartridge will receive a \$2.50 coupon good on their next M Network™ cartridge.
- Consumers sending in the coupon, along with a proof-of-purchase from an M Network™ cartridge will receive \$2.50.
- This promotion stimulates multiple purchase and continuity of purchase.
- Promotion starts late Summer 1983 and runs indefinitely.
- Communication by leaflet packed in all M Network™ cartridges.



YOU CAN'T BEAT THEM



# ATTRACTIVE, ATTENTION GETTING IN-STORE POINT-OF-SALE MATERIAL

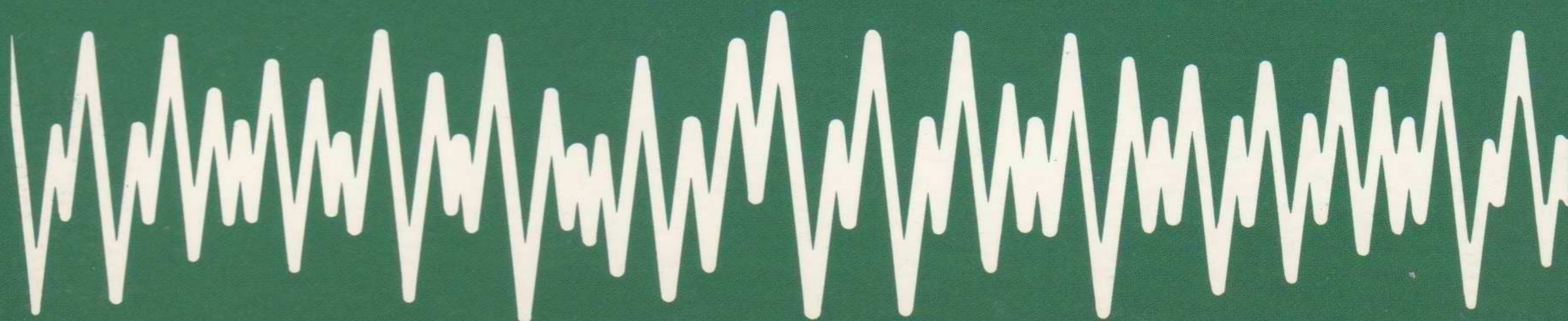


YOU CAN'T BEAT THEM



# IntelliVoice™

VOICE SYNTHESIS MODULE





# INTELLIVOICE™ Voice Synthesis Module

#1



INTELLIVISION® Expansion System A (for Atari® VCS Cartridges)



# INTRODUCING FOUR NEW, EXCITING INTELLIVOICE™ CARTRIDGES

## Space Spartans™

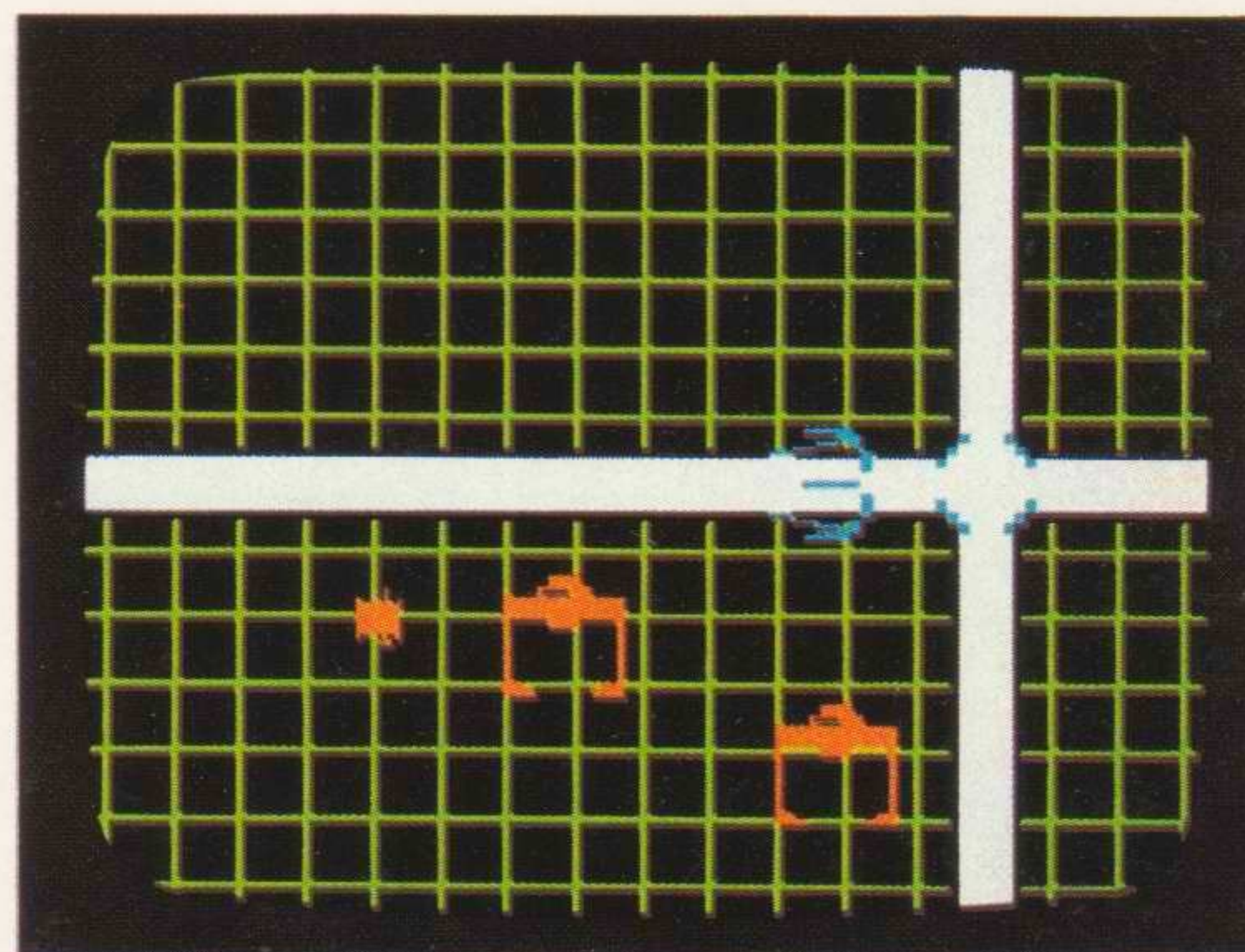
Possibly the most sophisticated space game of them all! You are commander of a spaceship exploring the intergalactic arena. Suddenly you are under attack from an invasion force of a hostile galaxy. You've got to hold them off until your Federation can prepare its defense. You've got shields to survive hits and you can hyperwarp across space, but you're outnumbered. The battle computer warns you of your ship's damages as the aliens try to destroy you. Save the Federation!



## TRON† Solar Sailor\*

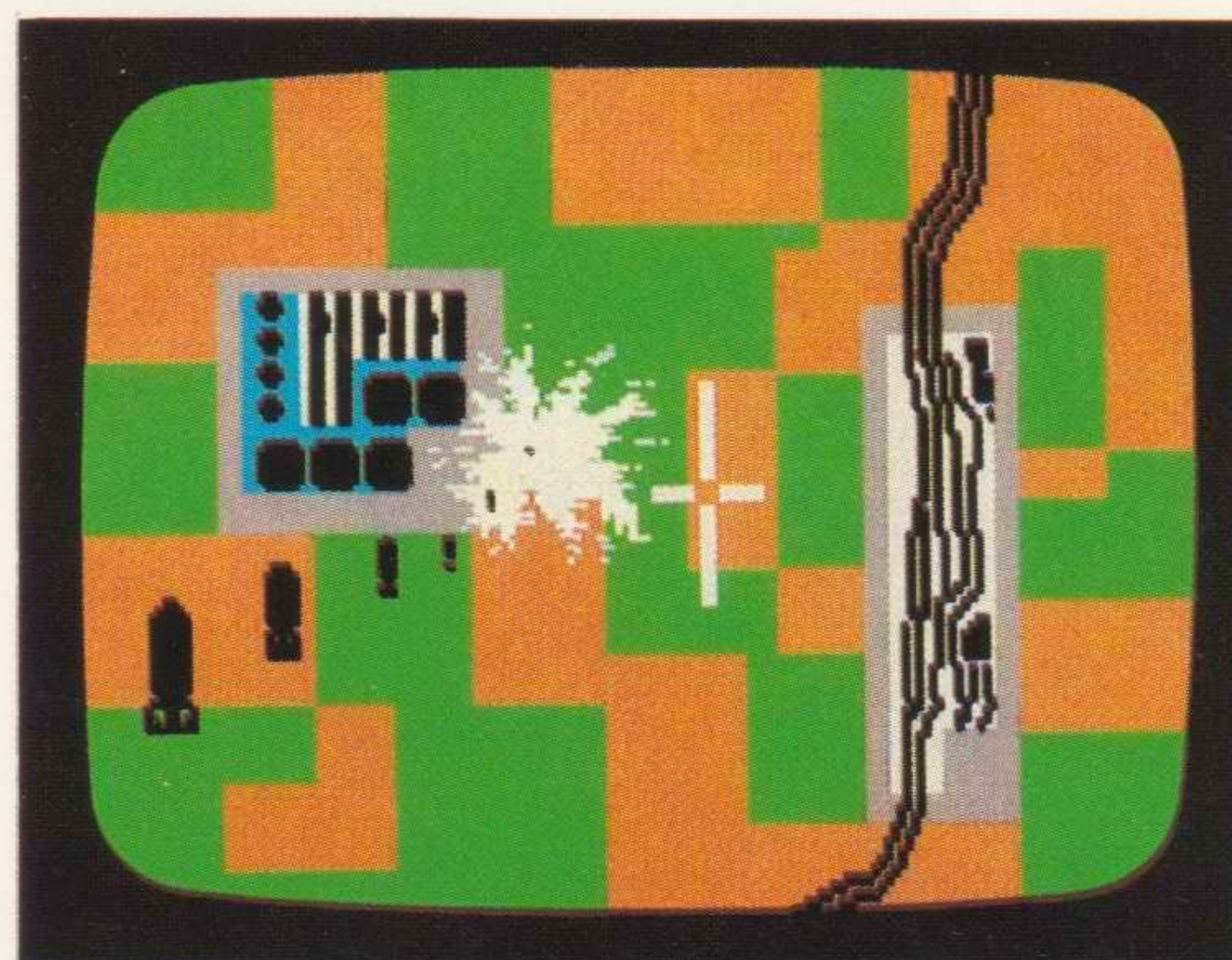
Another exciting game derived from the plot action of TRON† movies from Walt Disney Productions. You are riding inside a "Solar Sailor," traveling along an energy beam in search of the Master Control Program. Choose your route as the screen scrolls to reveal new avenues. "Recognizers" try to latch on and battle tanks attack as the MCP defends itself. Computer voices keep you advised of energy beam levels and antagonists.

(COMING SOON)



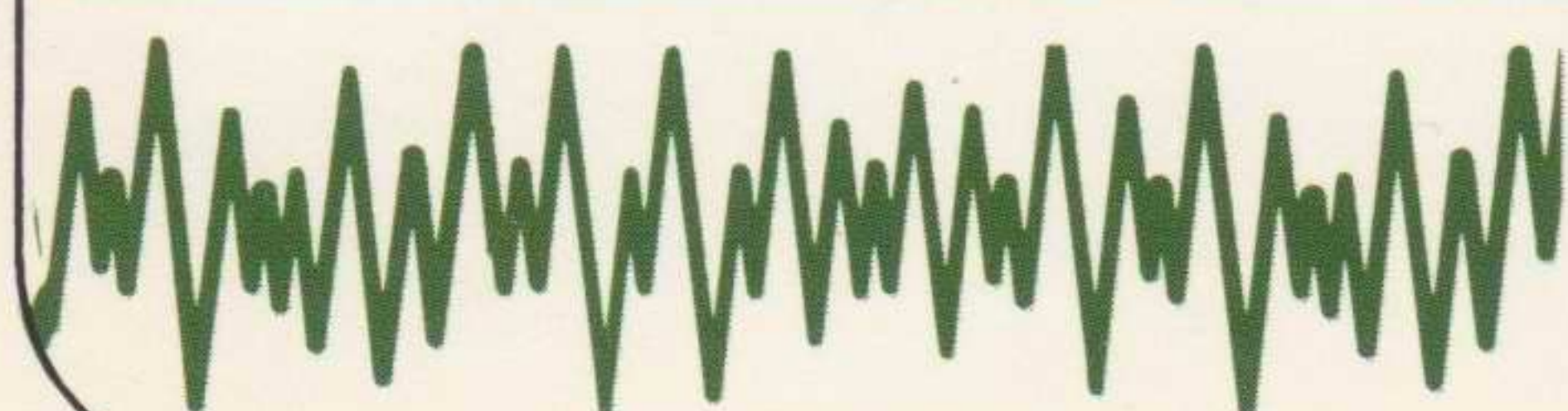
## B-17™ Bomber

World War II action at 12 o'clock high as you go on a bombing mission deep inside Fortress Europe. You select the target. The farther you go the more points you gain, but the closer you get to the target, the more flak and enemy planes you encounter. Constant radio chatter among the crew members heightens the tension. The action shifts from pilot to gunner to navigator to bombardier as you assume their roles.

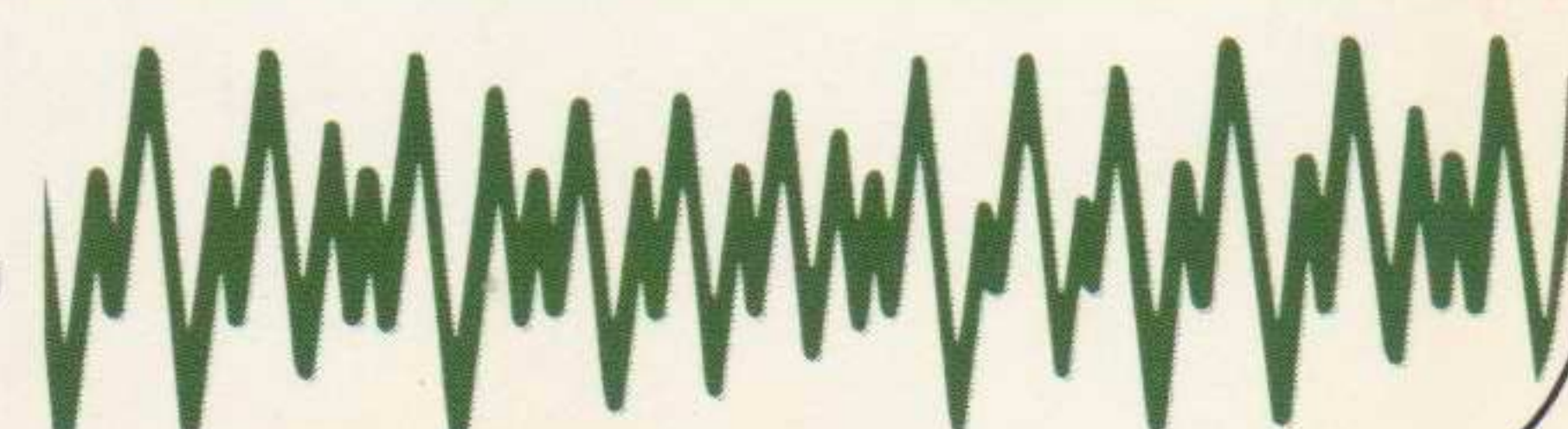


## Bomb Squad™

It's a race against time as you attempt to disarm the terrorist bomb before it goes off! You must guess a code programmed into the bomb in order to disarm it. On the screen you see the bomb circuitry. You receive verbal background information that will help in your attempt to neutralize the bomb before it explodes. The timing device ticks away as you work. Be careful but hurry—other lives, besides your own, hang in the balance!



**INTELLIVOICE™**  
VOICE SYNTHESIS MODULE

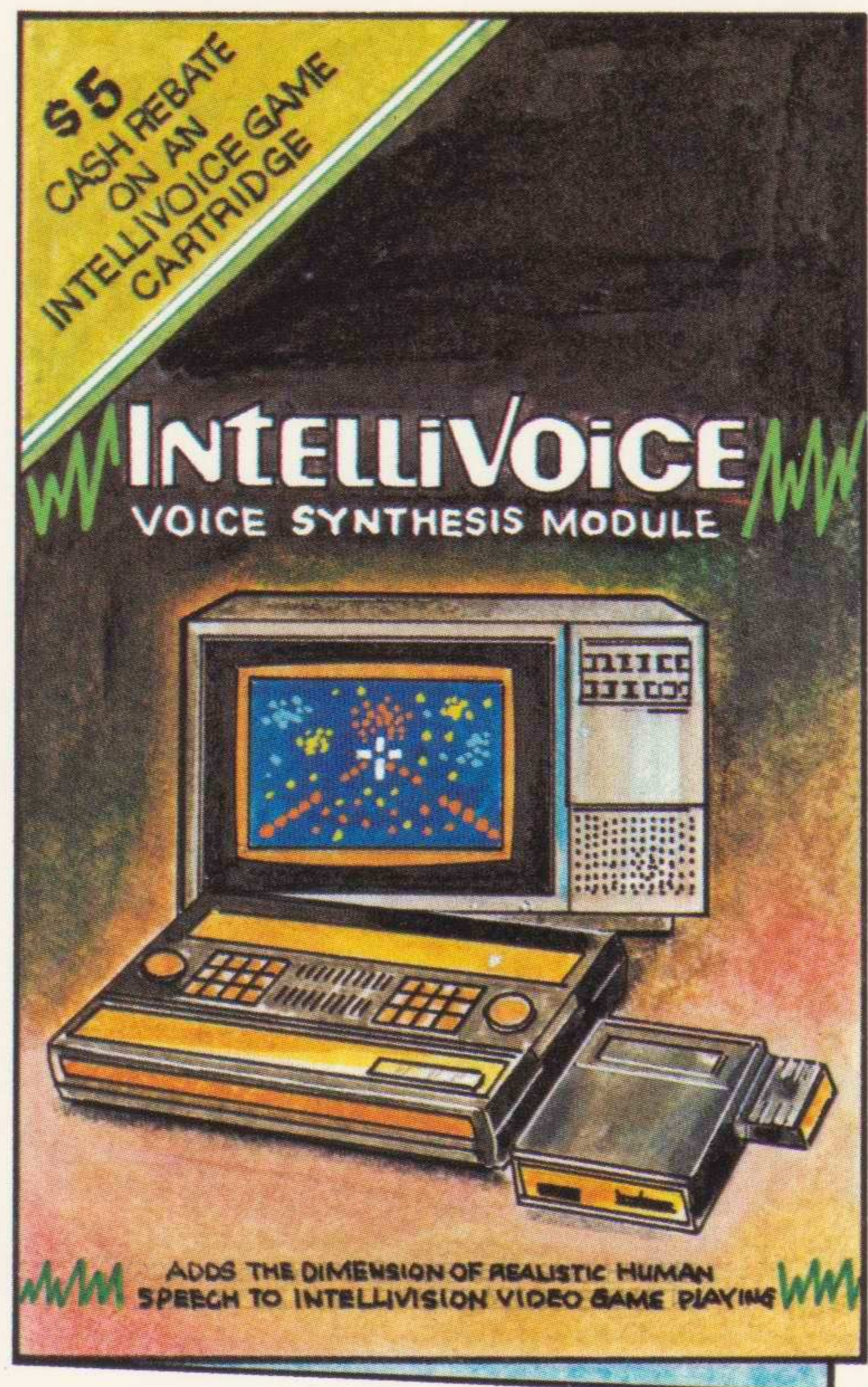




# INTRODUCTORY PROMOTION TO GENERATE IMMEDIATE SALES

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- Direct mail programme to Intellivision® owners, giving them a \$5 coupon good on the purchase of any Intellivoice cartridge.
- Direct mail programme will also make Intellivision® owners aware of the advantages of Intellivoice™ and the exciting game cartridges available.



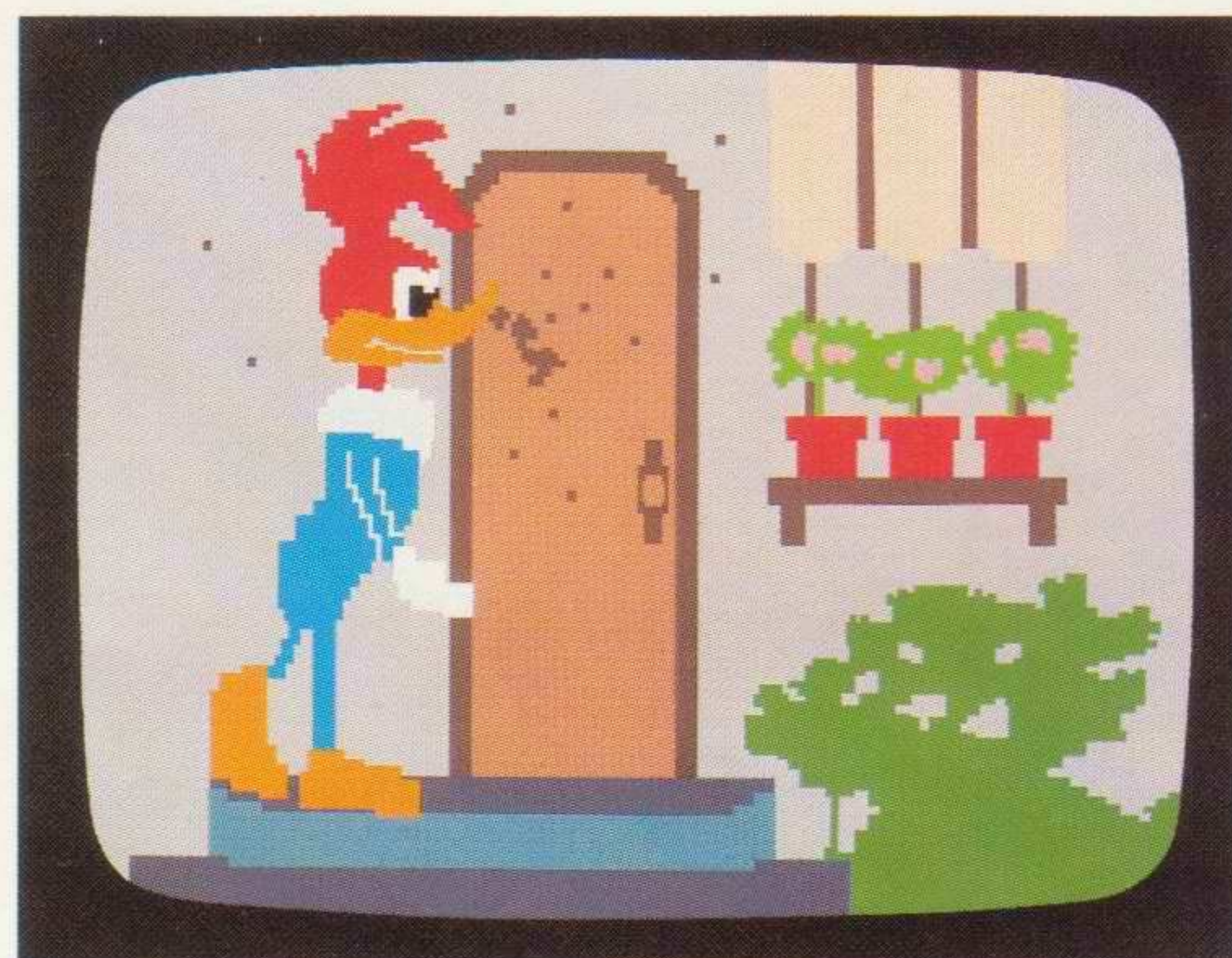


# MORE NEW INTELLIVOICE™ CARTRIDGES PLANNED FOR 1983

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## Woody Woodpecker\*†

A talking game for the whole family! Woody's famous laugh adds to the enjoyment of the game action. His voice will give you tips and instructions, but he may try to fool you too!



## Space Shuttle†

Exciting space game puts you at the controls of a Space Shuttle from launch to landing. Perform tasks such as repairing satellites and refueling, while ground crew and crew members keep you informed. Multiple viewpoints from positions around the Shuttle help you accomplish your mission and make a safe landing.



\*©1982 Walter Lantz Productions, Inc.  
†Names subject to change.

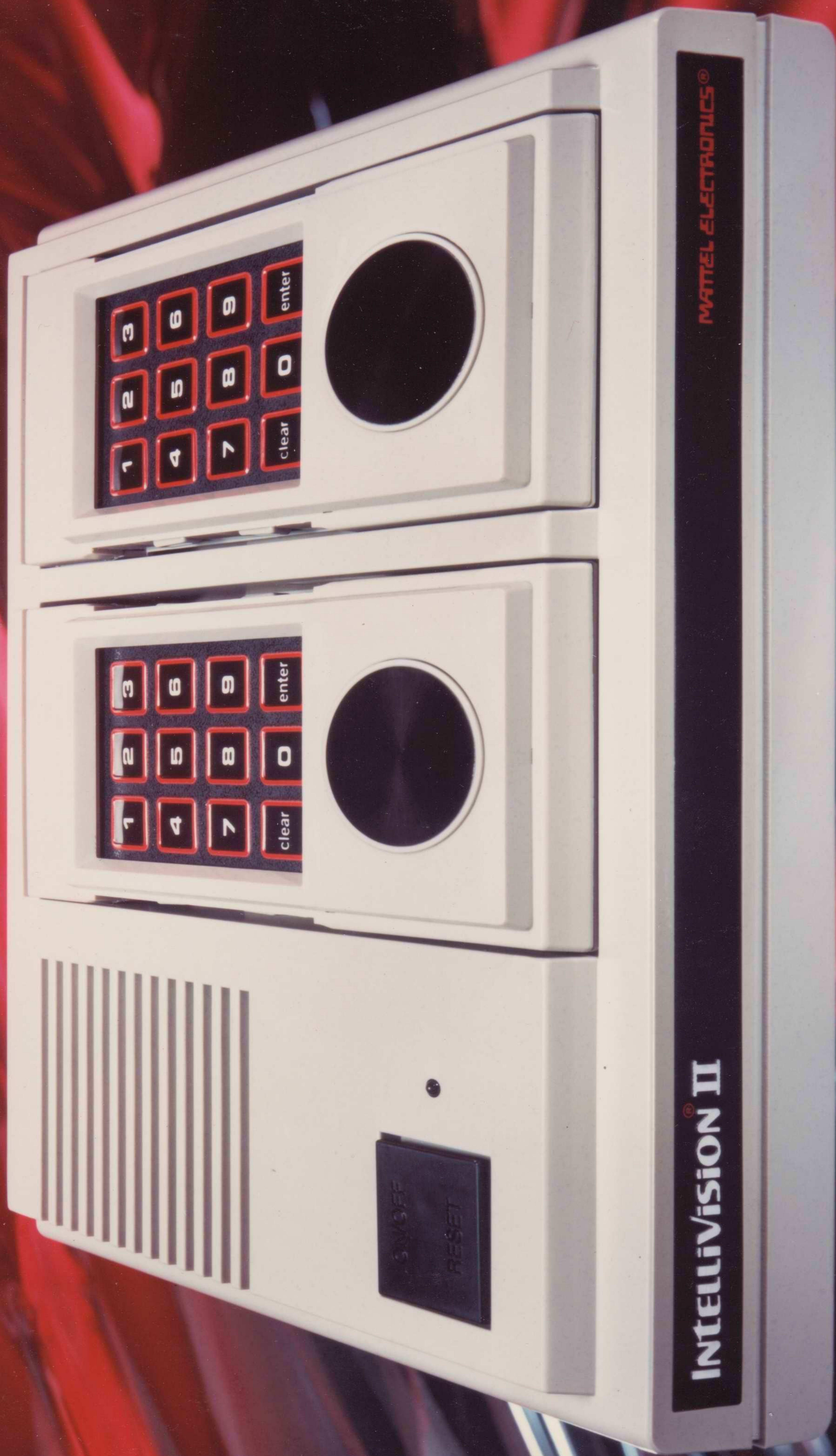


# IntelliVision® II

SECOND TO NONE







Intellivision II

MATTEL ELECTRONICS®



# THE MOMENTUM CONTINUES

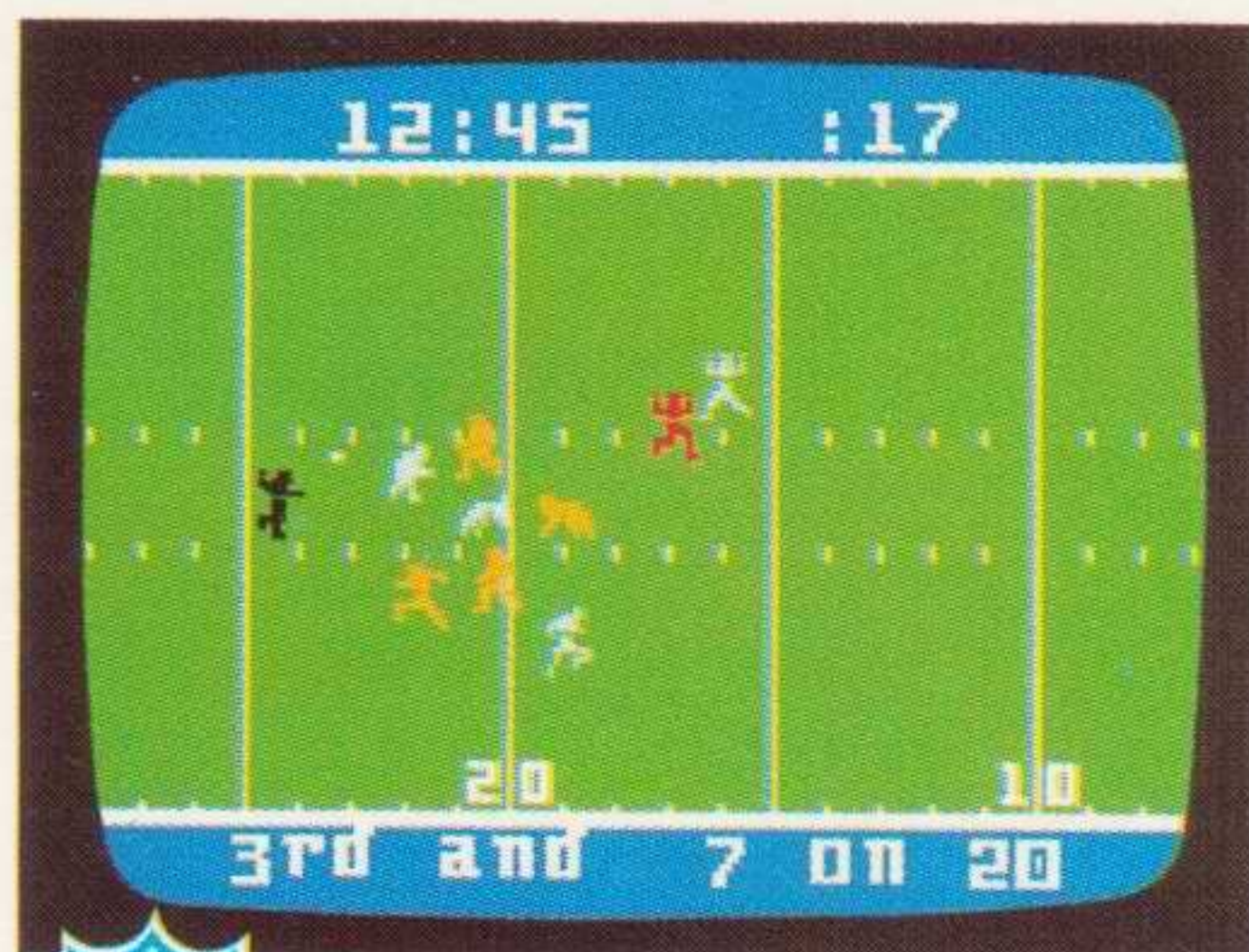
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**Intellivision® II**  
SECOND TO NONE



# INTELLIVISION® SPORTS NETWORK



## \* NFL FOOTBALL

Amazingly realistic NFL football excitement with 2 animated teams. Two full halves. 60 simulated minutes of fast moving gridiron action. You are the coach and you call the plays. Offense, defense, punts, passes, runs, all with game sounds and music. Over 180 offensive and defensive plays.



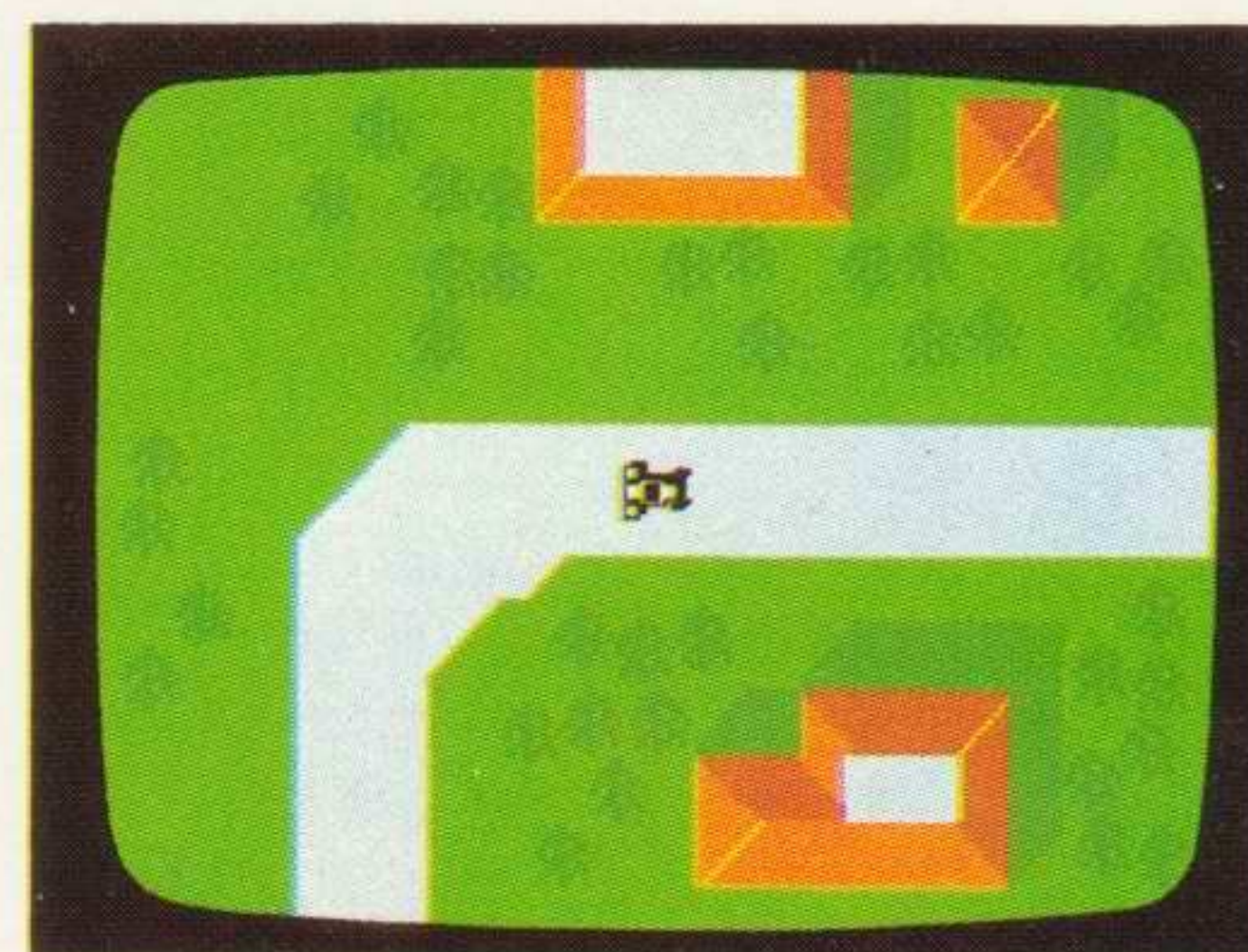
## \* U.S. SKI TEAM SKIING

Go hurtling down the slopes in a challenging slalom or downhill course. Shoot out of the starting gate and plunge down at break-neck speed around obstacles that put you to the test. All the thrills and dangers of world class skiing. You have a variety of courses. Race against the clock or another skier. Enjoy break-neck action with no broken bones!



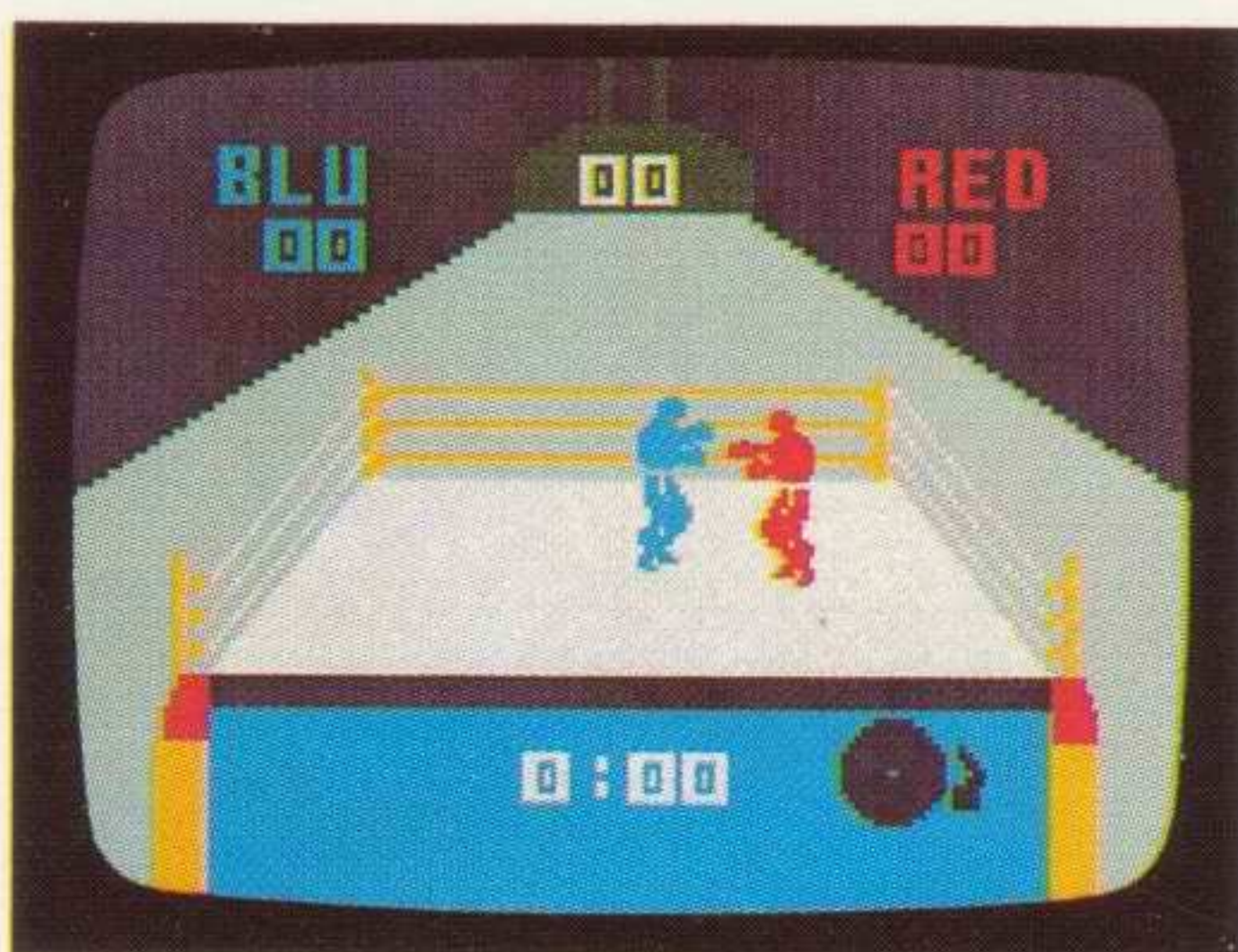
## \* MAJOR LEAGUE BASEBALL

Two 9 man teams playing 9 full innings. Extra innings when needed. Hear the crowd roar as you call the plays—walks, hits, runs, a full variety of pitches. The computer keeps score.



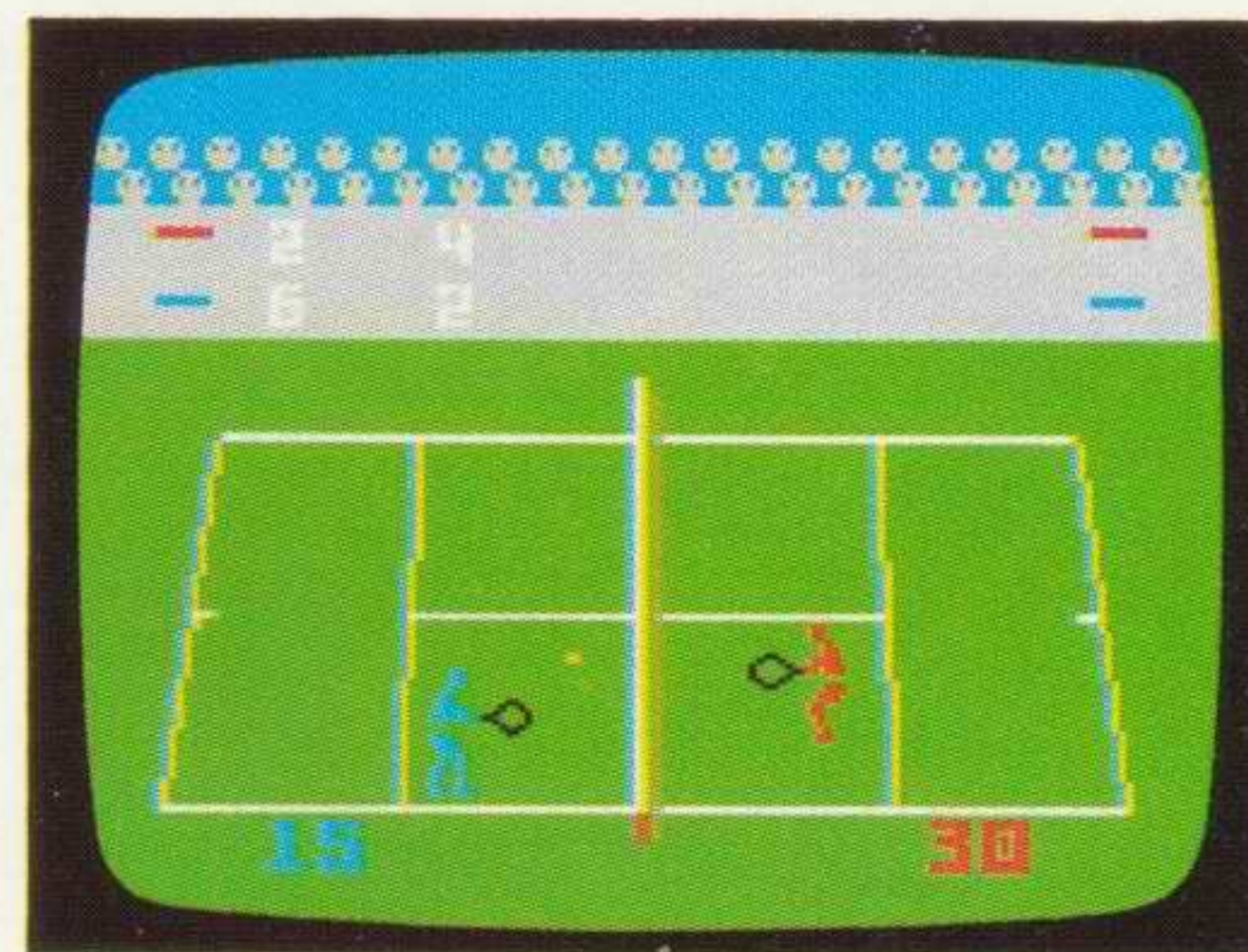
## \* AUTO RACING \*

Climb into the driver's seat and get ready for the race of your life. You have a choice of demanding courses. There are hazardous turns that demand split second coordination. All the thrills and challenges of championship racing—if you can cut it. Gentlemen (and ladies) start your engines!



## \* BOXING \*

Be a contender! All the thrills and excitement of championship boxing. The computer keeps score as punches are traded. Knockdowns and knockouts. Hit the mat and take a knee-count. Bore in, shoot combination punches. The buzzer sounds the rounds and you come out punching. It's the main event!



## \* TENNIS \*

It's all here! You hear the cheer of the crowd and watch their faces turn as they follow the action. There are backhands, lobs, forehands and serves. The computer keeps score. You'll need all your skill to beat your opponent in this extremely realistic re-creation of a championship tennis match.

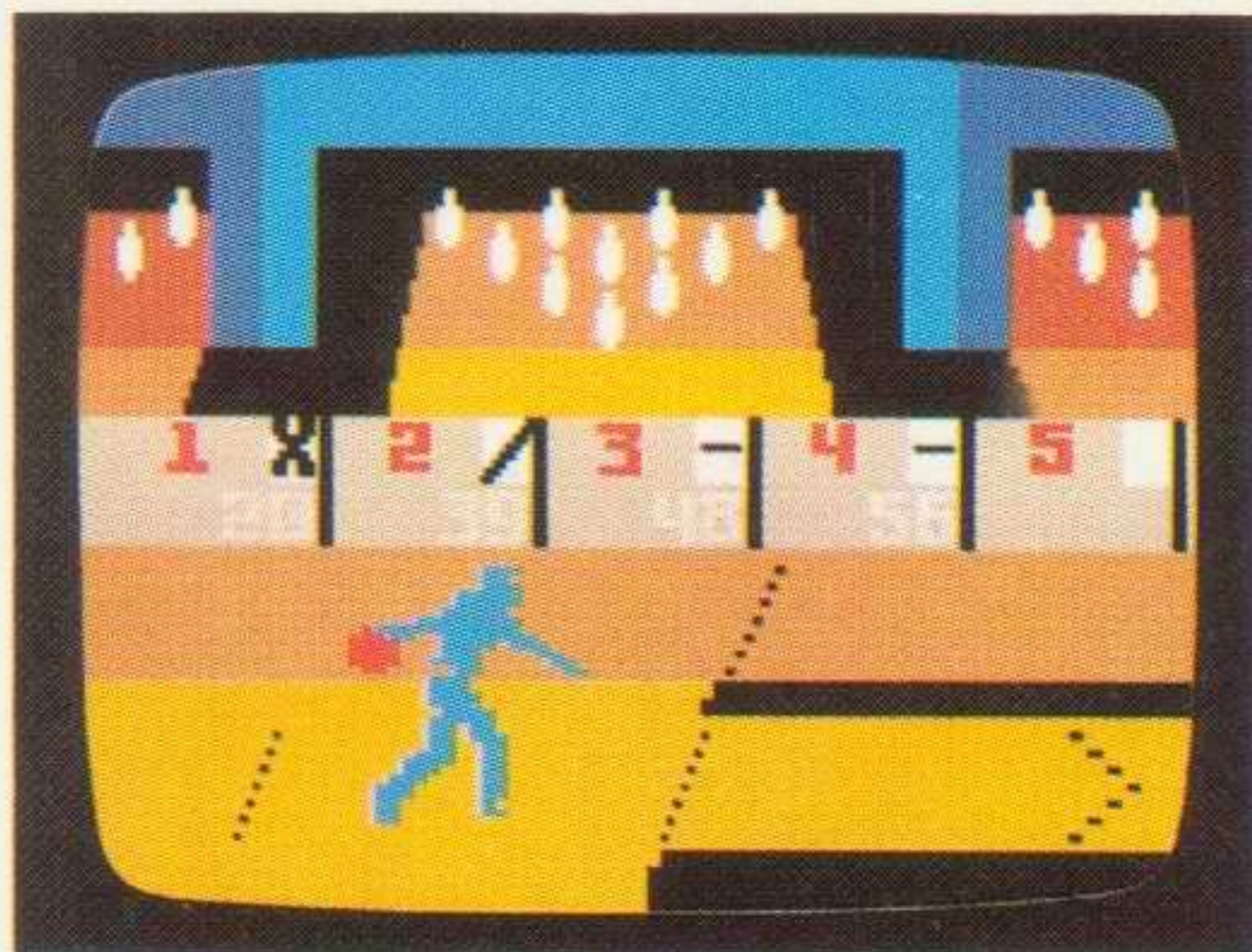
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# INTELLIVISION® II

## SECOND TO NONE



# INTELLIVISION® SPORTS NETWORK



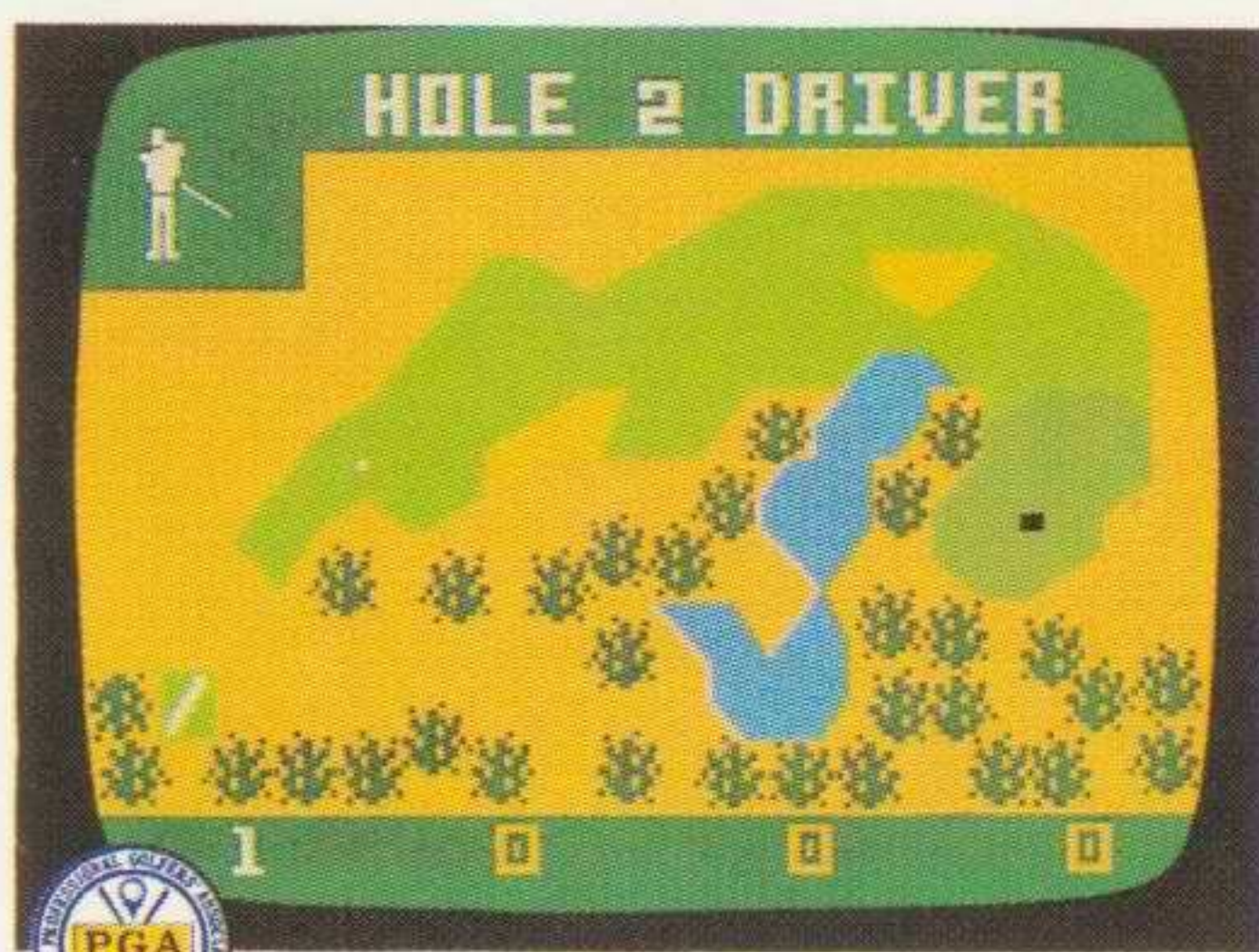
## PBA BOWLING

Bowl with the champions in this authentic PBA bowling game. You get real PBA action and scoring. For 1 player or as many as 4 players. Choose your comfortable ball weight and bowl your game. You could score a strike or send the ball into the gutter. It all depends on taking your time and concentrating.



## NBA BASKETBALL

Put your team through 4 quarters of action-packed NBA basketball. Running, passing, dribbling, fast breaks, jump and set-shots, rebounds and turn-overs. The action never stops as the simulated crowd yells with excitement and the clock ticks away. It's NBA court action that will test your skill!



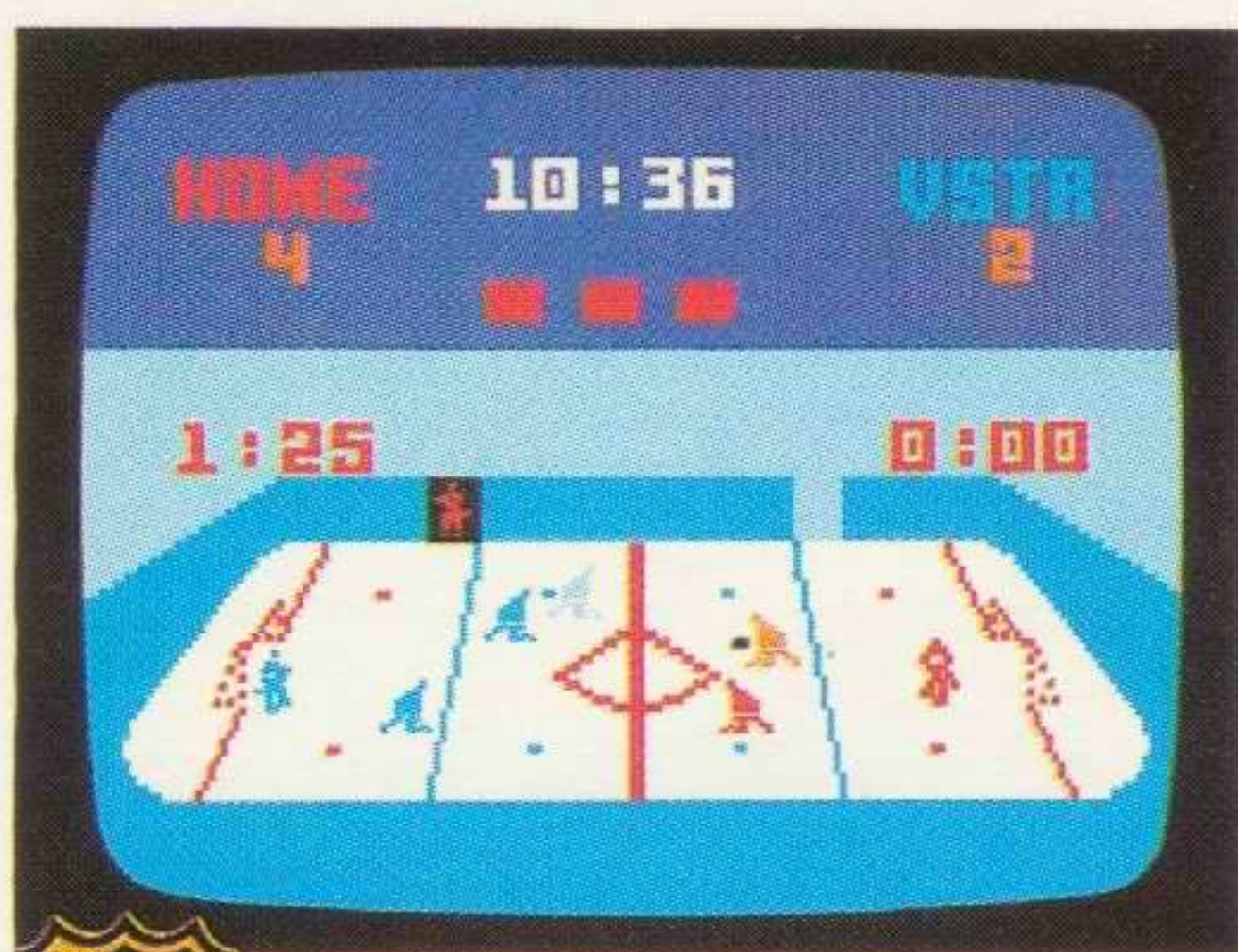
## PGA GOLF

Play 9 holes on a tough course! Concentrate, choose your club carefully. Shoot your way out of the rough. All the realism of an actual golf course. You get the fun of an actual game of golf without the sunburn. And you can use your knowledge of golf strategy to play a winning game.



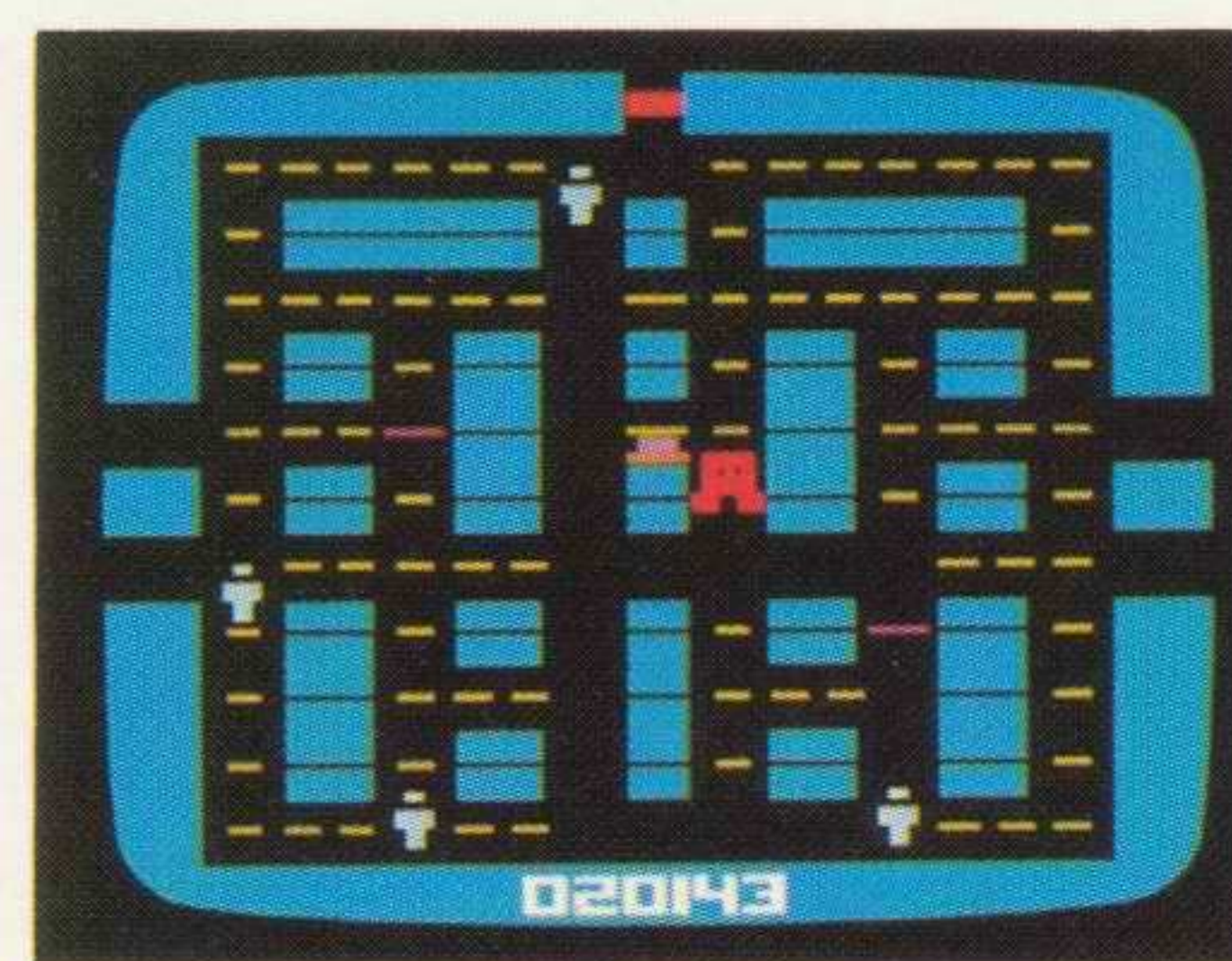
## NASL SOCCER

Soccer fans will love this one. All the surprises, thrills and action of real NASL Soccer! Dribbling, passing, goal kicks, throw-ins, corner kicks. You hear the roaring crowd, the ref's whistle, the buzzer. The action never stops for 2 simulated 45-minute periods as the 2 teams battle to a final score.



## NHL HOCKEY

All the grueling excitement of a real NHL Hockey game. Fast-paced action as you listen to cheers, buzzers and whistles. It's fast and full of surprises as you experience the thrill of playing in an NHL Hockey game.



## LOCK 'N CHASE\*

Your thief is robbing the local bank! Four police officers are hot on his trail! Grab gold coins and treasures on the run! Keep one jump ahead of the law. When the cops close in...lock a door...make tracks in another direction. Run smack into a cop and you're "caught". There is nowhere to hide.

\*Trademark used under license from designated owner

**Intellivision® II**  
SECOND TO NONE

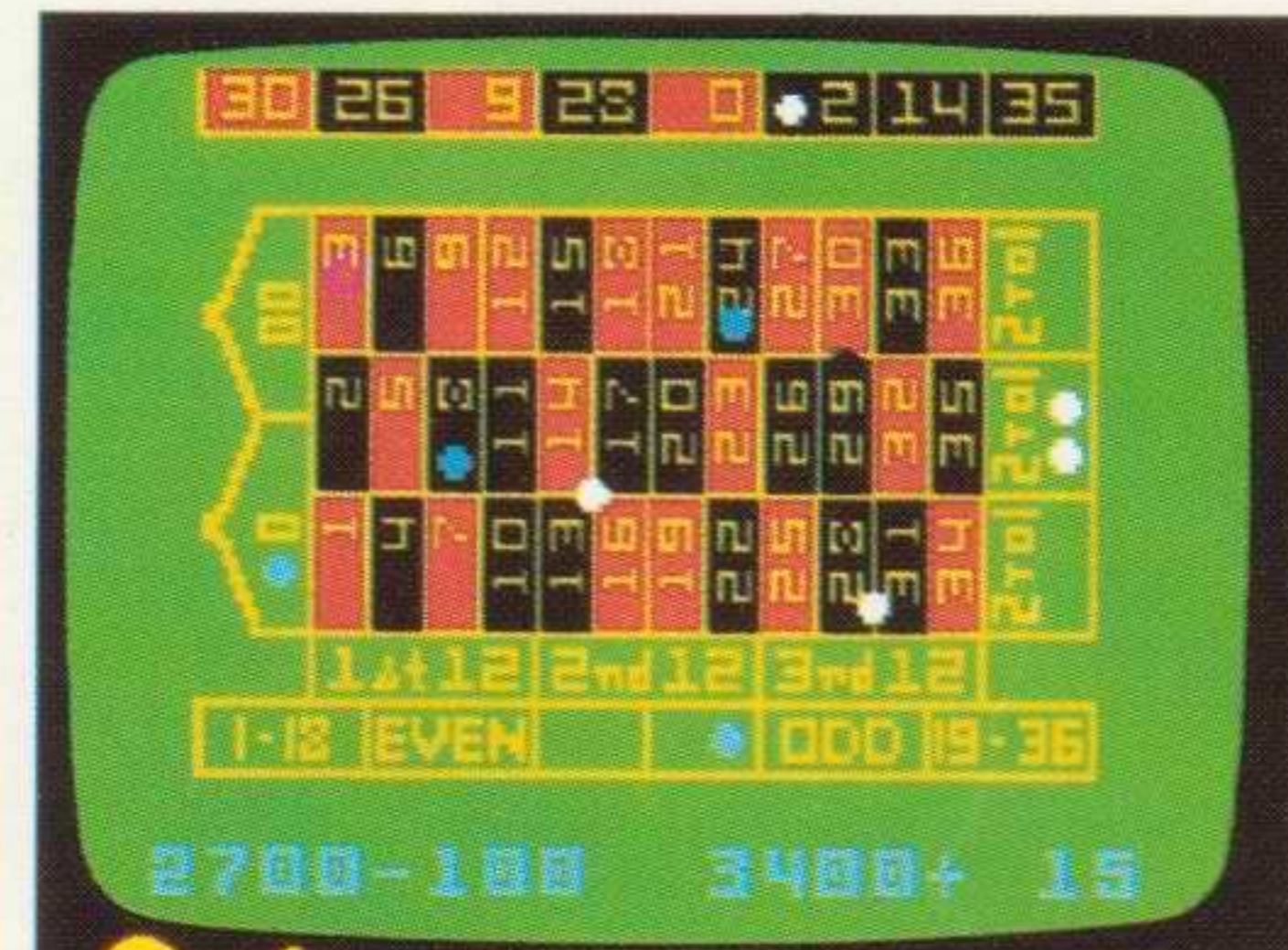


# INTELLIVISION® ACTION GAMING & STRATEGY NETWORKS



## NIGHT STALKER™\*

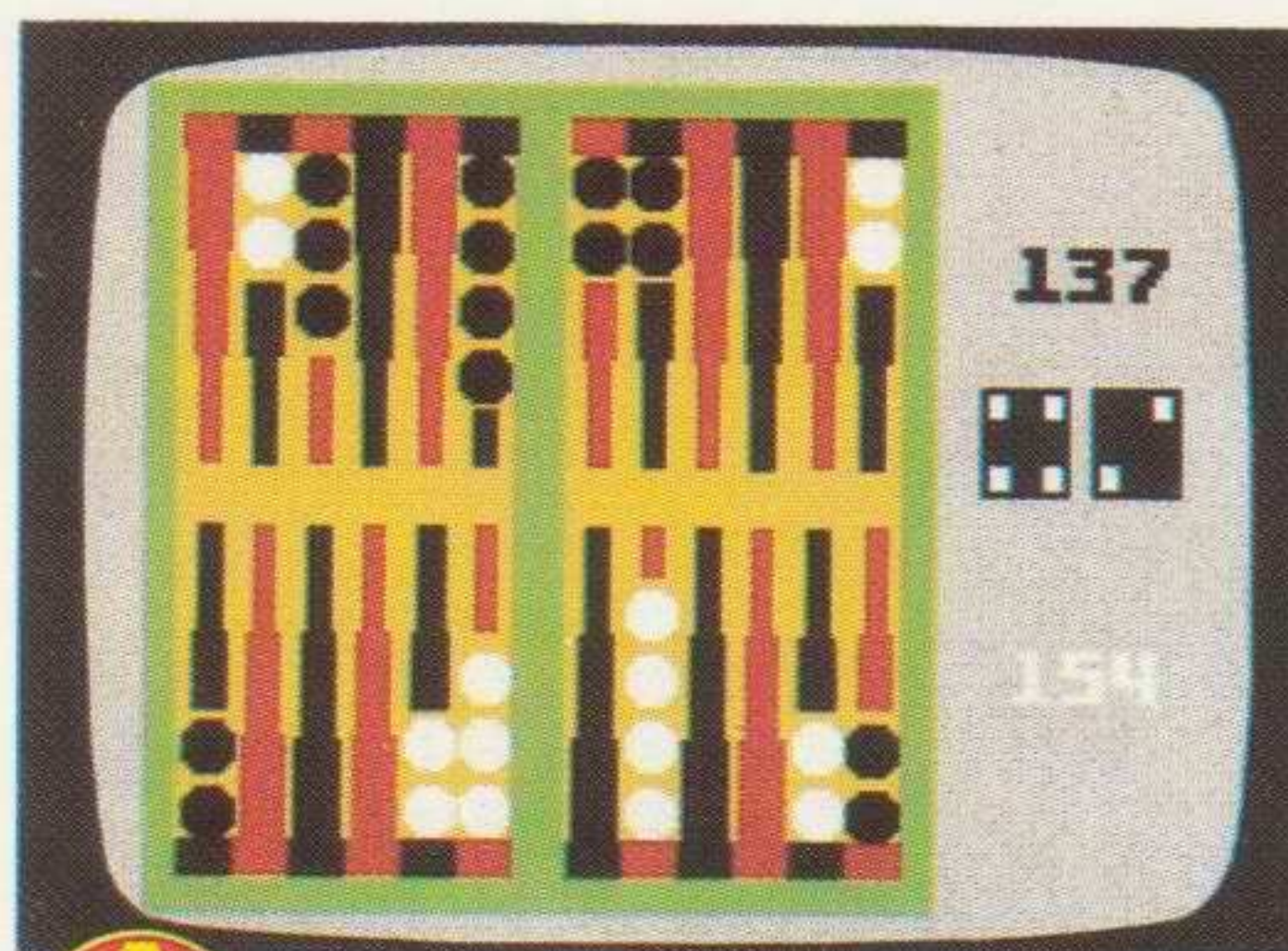
In a dark and sinister cavern in a maze deep underground a man emerges from a cage. He tries to find his way out of the maze, but he is attacked at every turn by deadly bats, poisonous spiders and robots trying to kill him with laser guns. Your job is to help him destroy these enemies with his laser gun.



*Las Vegas*

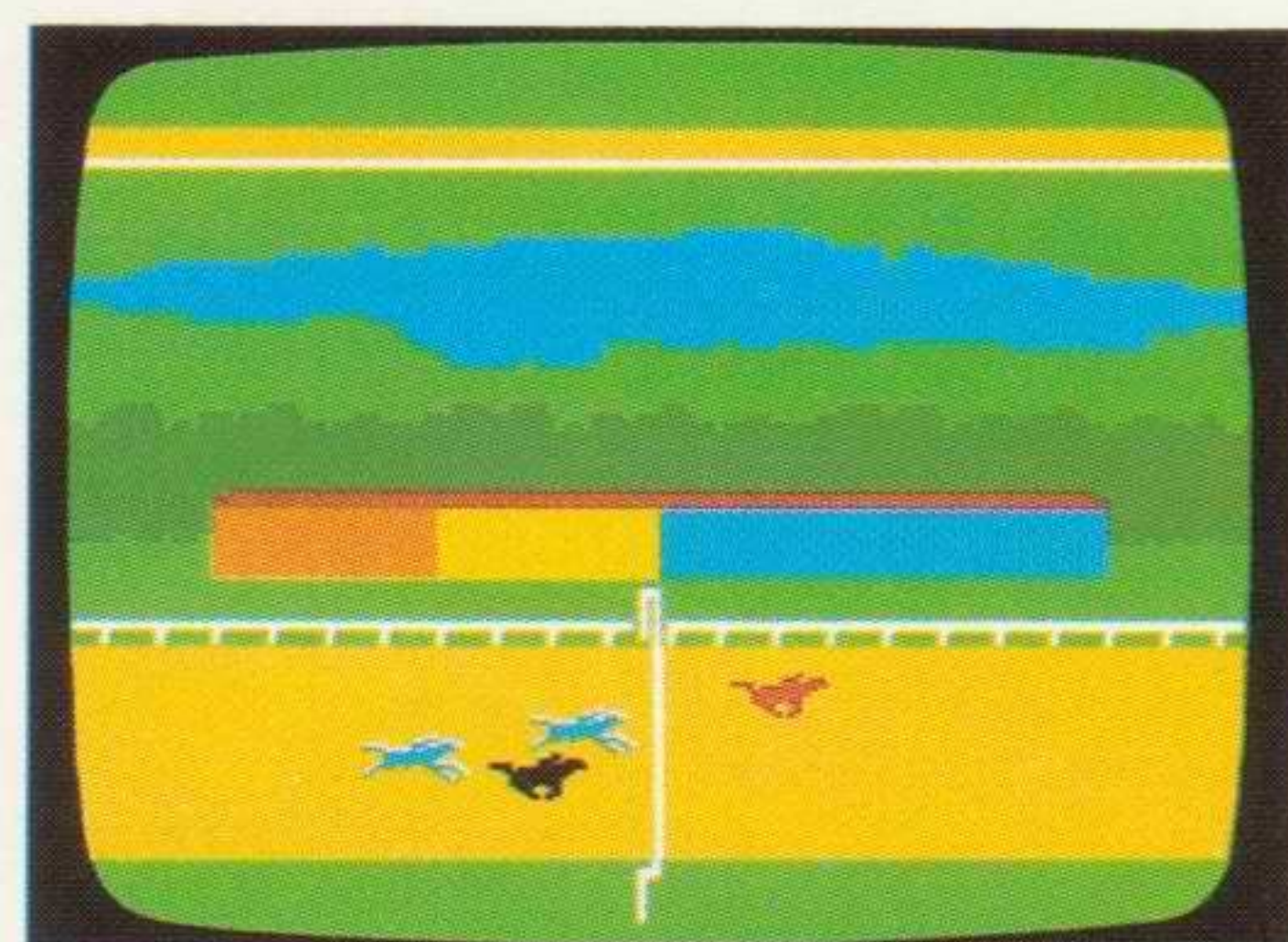
## LAS VEGAS ROULETTE\*

Big-time casino action with the roulette wheel. This is one roulette game you can afford to play. The action is fast and the betting is fierce. The electronic croupier calls the winning numbers. You could win a fortune or lose your shirt, but its all make believe. Great fun for the entire family.



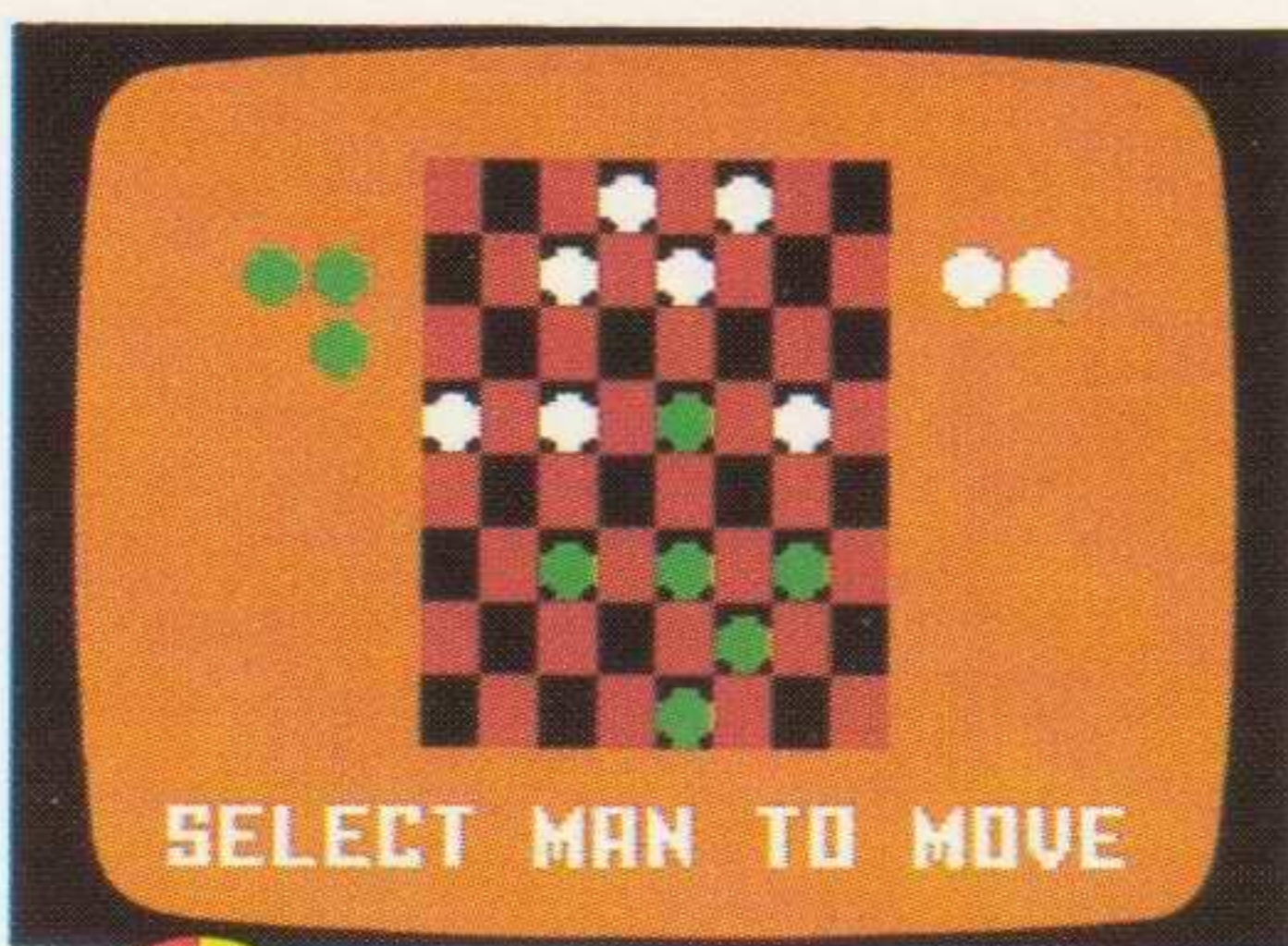
## ABPA BACKGAMMON

This is backgammon for everybody, from the novice to the master. If you've always wanted to learn backgammon, this game will teach you. If you are an experienced player, you'll improve. If you're a master you'll be tested to the limit.



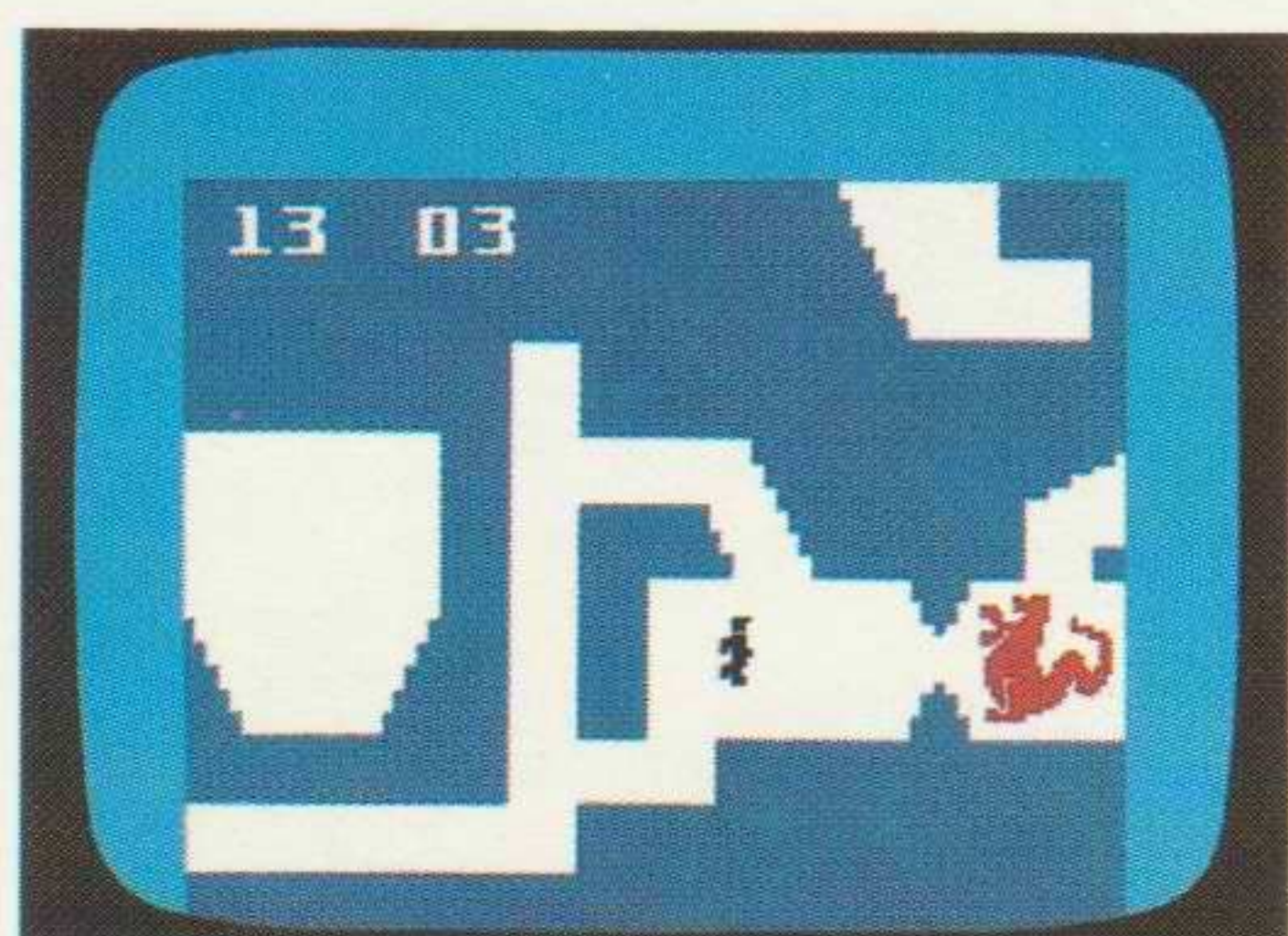
## HORSE RACING\*

A great game of make-believe for up to 6 players. It's like spending a day at the races. Study the tout sheet. Pick a winner—or a loser. The odds will change. Go for a long shot or play it safe. They're off and the excitement begins. Cheer your horse on. You could clean up—on paper. A fun party game.



## CHECKERS\*

The ancient game of checkers with a modern-day twist! It's man against computer. If you're an accomplished checker player, you'll be tested to the max. However, you can win, but you've got to play as you've never played before!



## ADVANCED DUNGEONS AND DRAGONS™\*

Move into an underground world of fantasy! In this game you are searching for the treasure hidden in a subterranean vault. As you move through the network of dungeons you'll be challenged by monsters lurking around every bend.

\*Trademark used under license from designated owner

■Dungeons & Dragons is a trademark owned by and used under license from TSR Hobbies, Inc.

**INTELLIVISION® II**  
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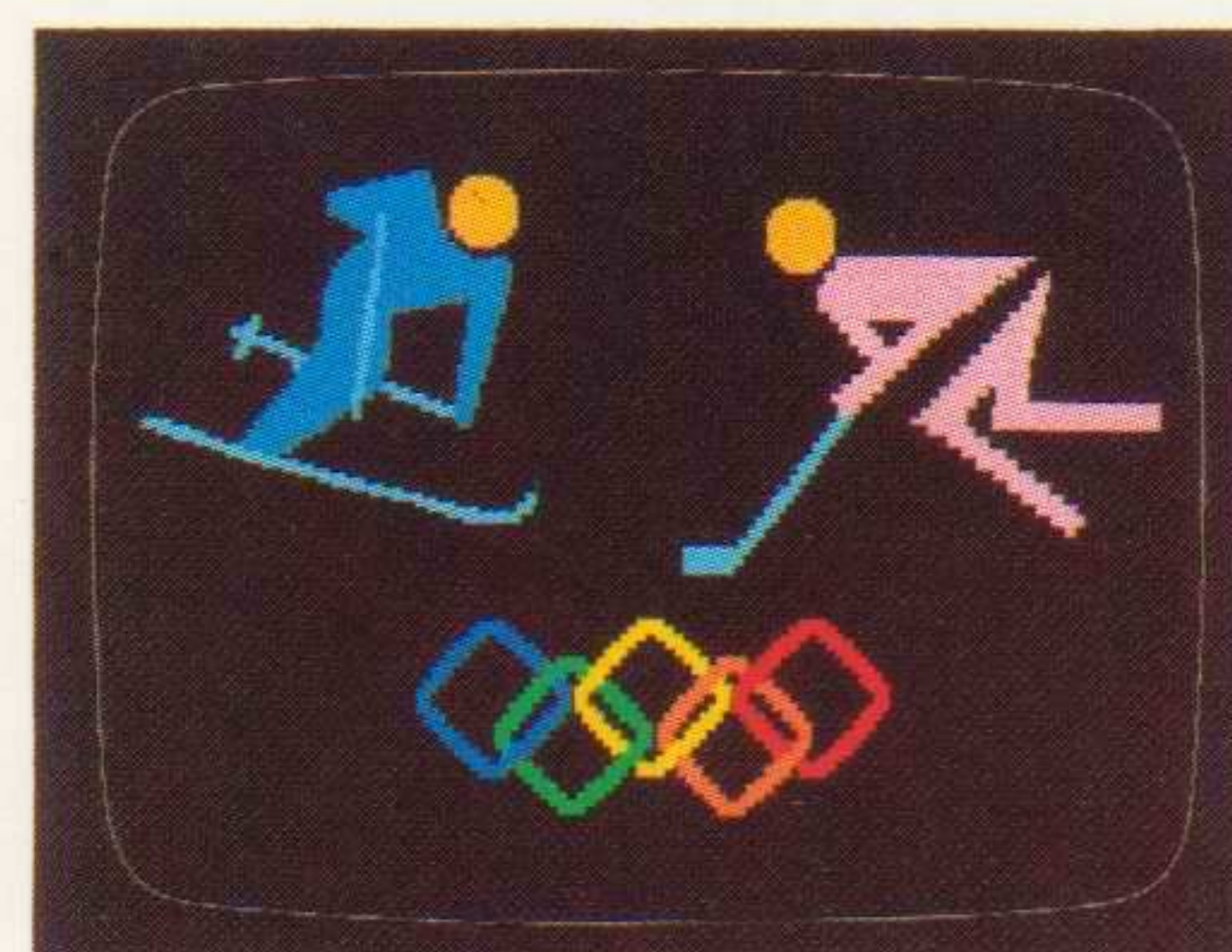


# NEW ACTION PACKED CARTRIDGES FOR 1983 FROM MAJOR LEAGUE SPORTS NETWORK™



## Shark! Shark!™\*

- A one or two player game where each player controls a small fish. The object is to "eat" smaller fish while avoiding larger fish, crabs and lobsters. The most dangerous enemy of all is the Shark! Eat more fish and the player's fish grows! Game requires quick reflexes and concentration



## XIV Winter Olympics\*†

- Catch the excitement of Olympic competition! Use your winter sports' skills against an opponent or the computer to score the most points or post the fastest time! A 1 or 2 player game with realistic Winter Olympic action.

# NEW CARTRIDGES FOR 1983 FROM THE STRATEGY NETWORK™



## USCF Chess\*

An intriguing video version of one of the world's oldest strategy games. Choose the difficulty level, play against the computer or another person. Beginners can learn to play this "game of kings" while advanced players can play world class chess. Licensed by the United States Chess Federation.

\*Trademark used under license from designated owner.

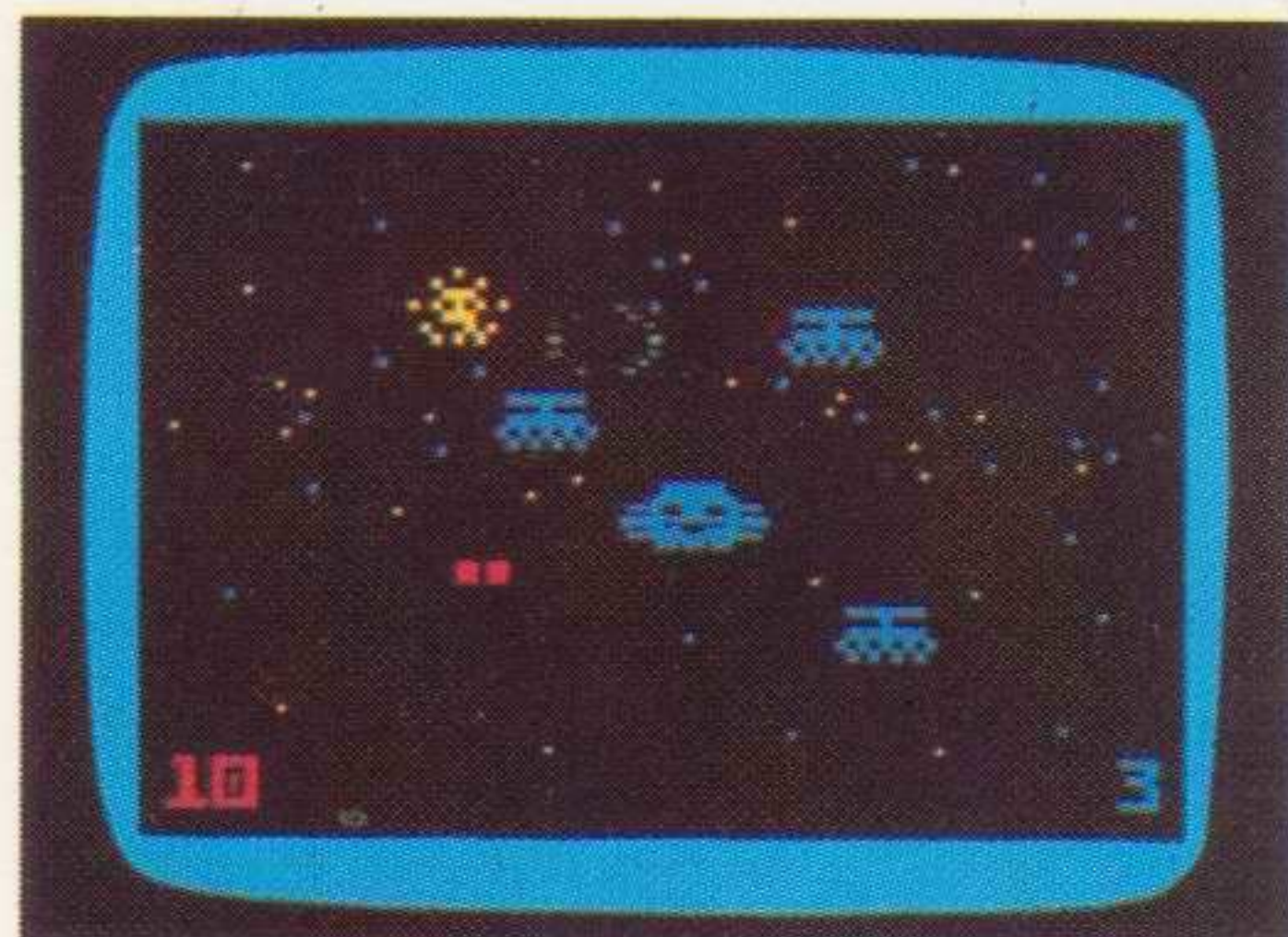
\*©1982 XIV Winter Olympics Sarajevo 1984.  
†Names subject to change.

**Intellivision® II**  
SECOND TO NONE



# INTELLIVISION®

## SPACE ACTION NETWORK



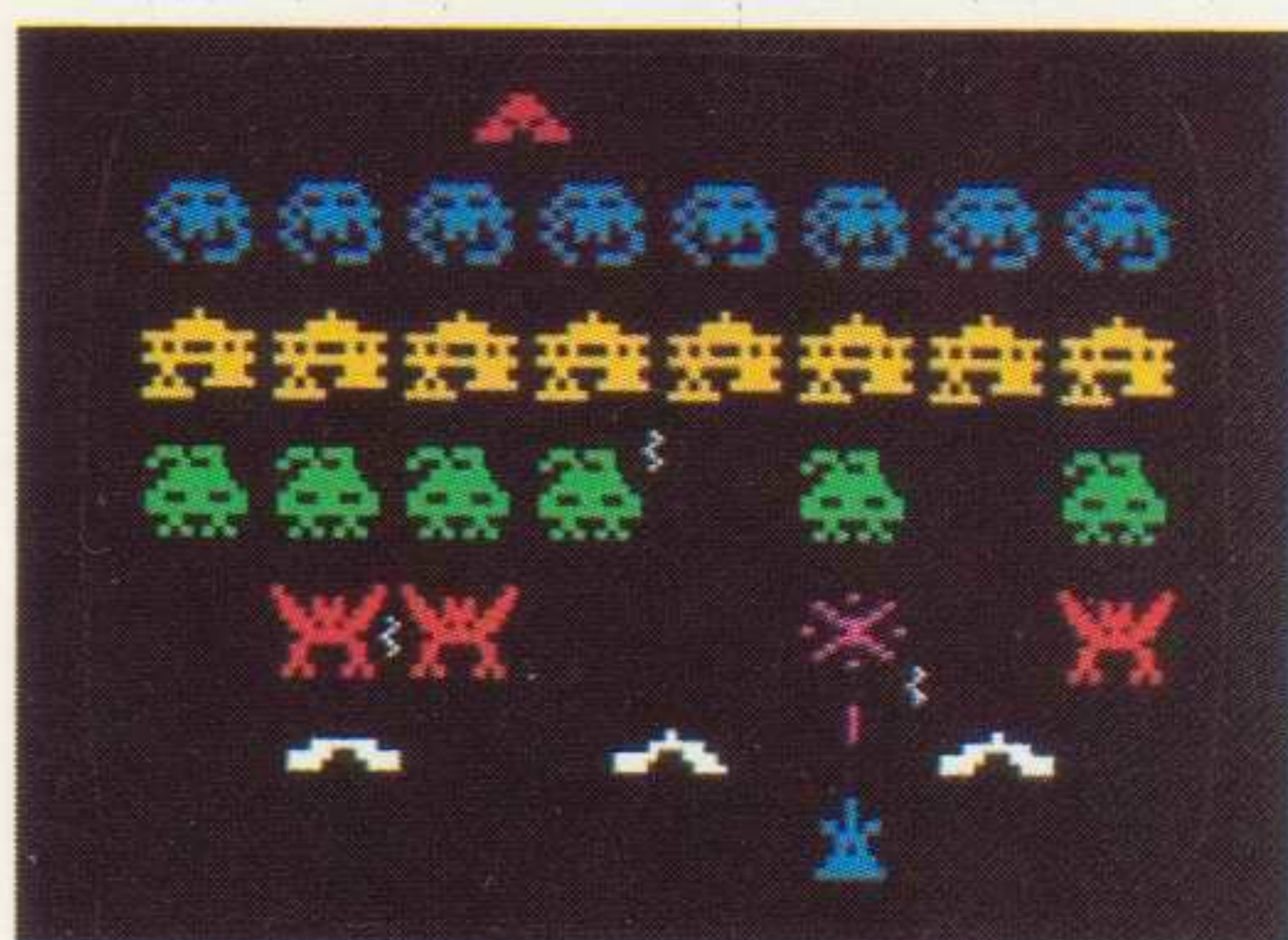
### SPACE BATTLE™\*

This is mortal combat in outer space as you do battle against the computer-controlled alien invaders. Study the map and deploy your defensive forces. You fire lasers from your cockpit command post. The sounds of outer space combat heighten the action.



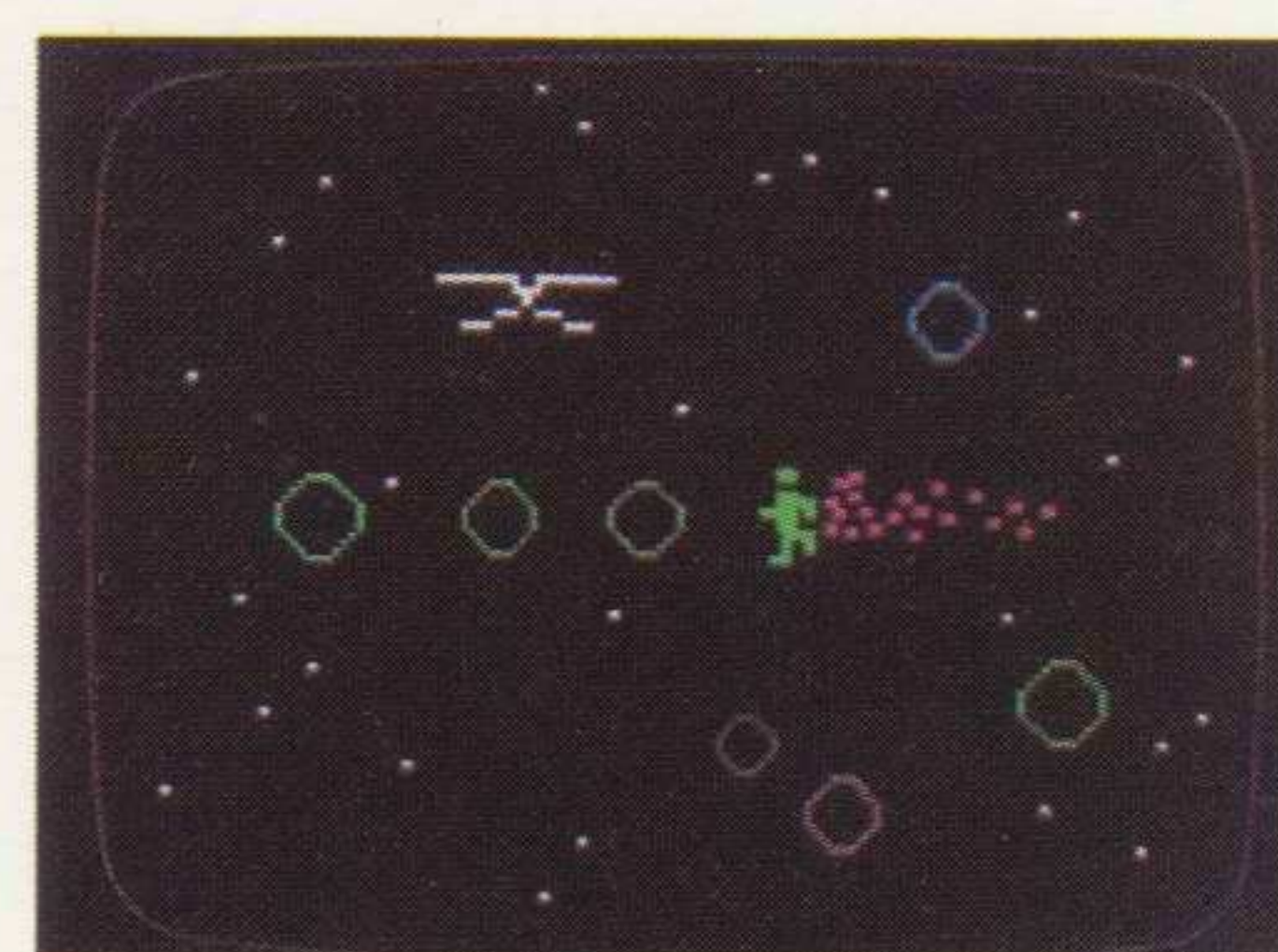
### ASTROSMASH™\*

It's a fight to the finish to defend your space station against attacking forces. Hostile spaceships, meteors and bombs keep you in a constant state of alert as you attempt to knock them out. You have to dodge them and eliminate them with your lasers before they destroy your base.



### SPACE ARMADA™\*

You're under attack from an armada of 32 spacecraft. They bombard your bunkers to destroy your laser guns. You zap them only to find your defenses under attack from a new armada with different attack surprises. It calls for split-second timing and the higher you score the more difficult the game becomes.



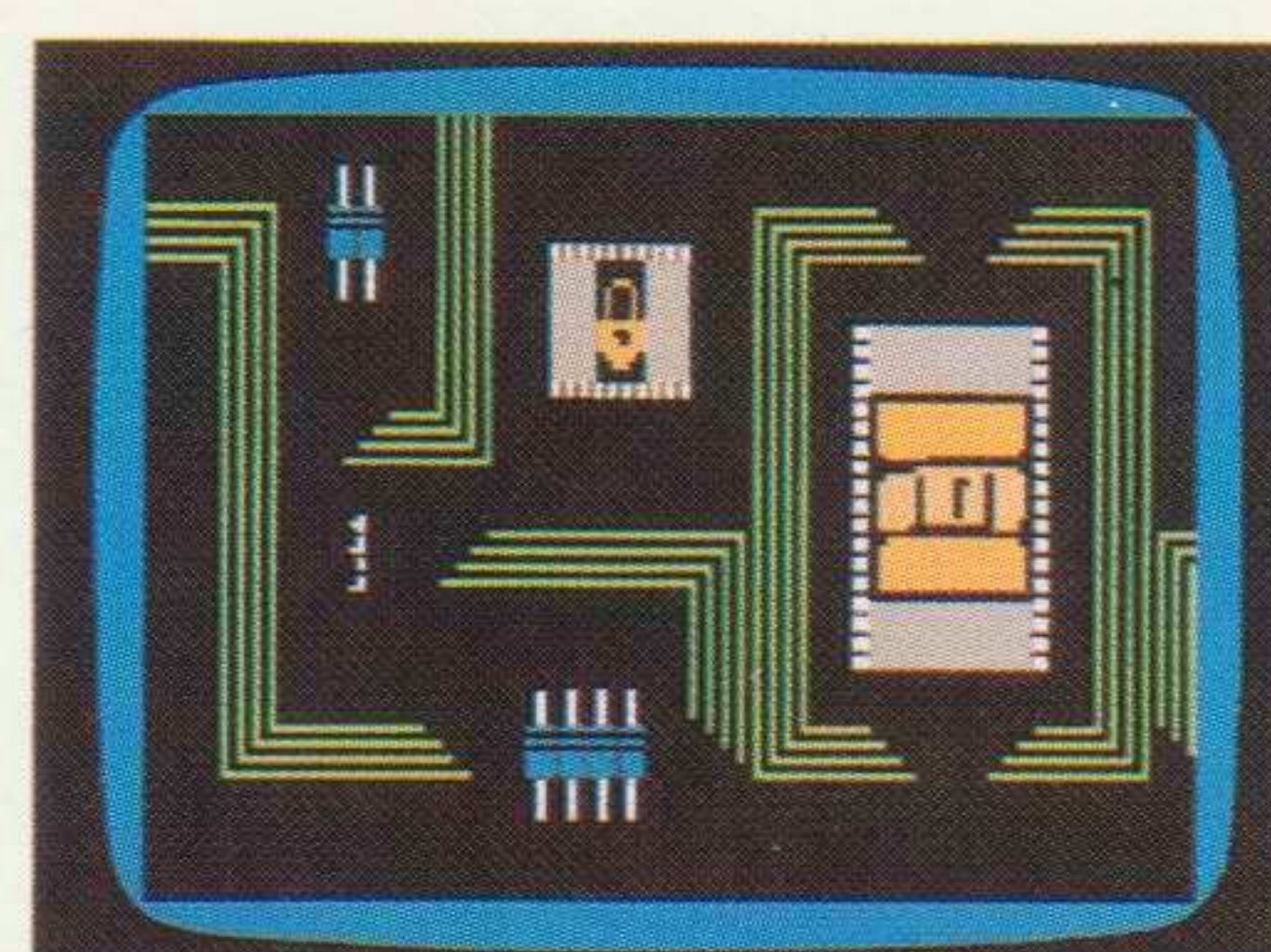
### SPACE HAWK™\*

There are 4 levels of difficulty in this game as you maneuver the Space Hawk across the limitless void of space. He is powered by a propulsion pack and is armed with a laser gun to defend himself against enemy craft, comets, space amoebae and rainbow bubbles filled with deadly astrogas.



### STAR STRIKE™\*

This game offers hair-trigger action as you hurtle your spaceship through a trench to destroy the alien force that is threatening the planet Earth. Enemy spacecraft hurl themselves at you and attempt to shoot you down. If you crash or are hit too many times, our planet is destroyed.



### MAZE A TRON™\*

Based on the Disney movie TRON, this is a great action game for 1 or 2 players. You are engaged in a deadly struggle to penetrate the inner circle of the Master Control Program. Watch out for the deadly "bits". You've got to destroy them to reach your goal and accumulate the most points.

\*Trademark used under license from designated owner.

▲1981 Walt Disney Productions

# INTELLIVISION® II

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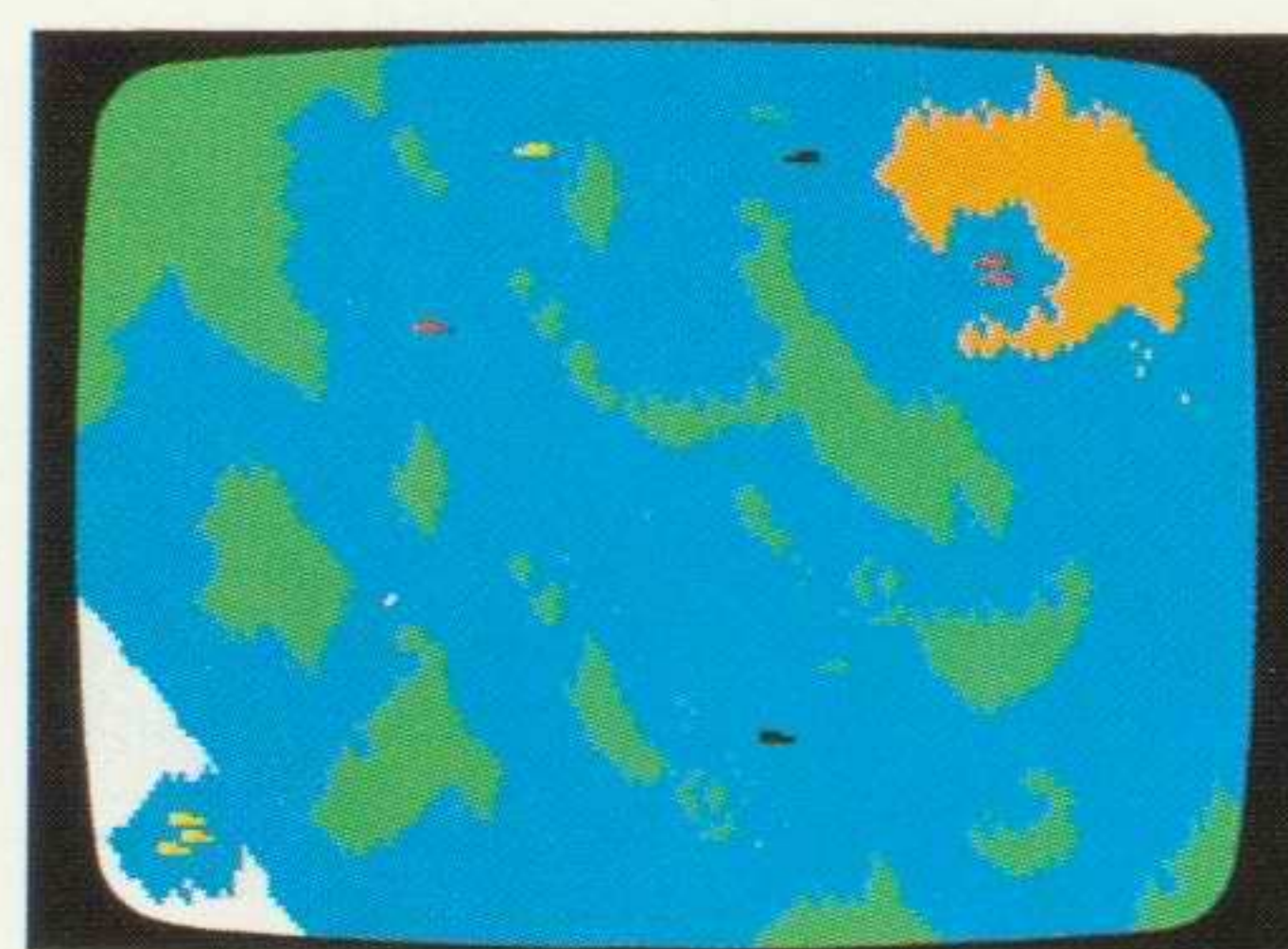


# INTELLIVISION® ACTION NETWORK



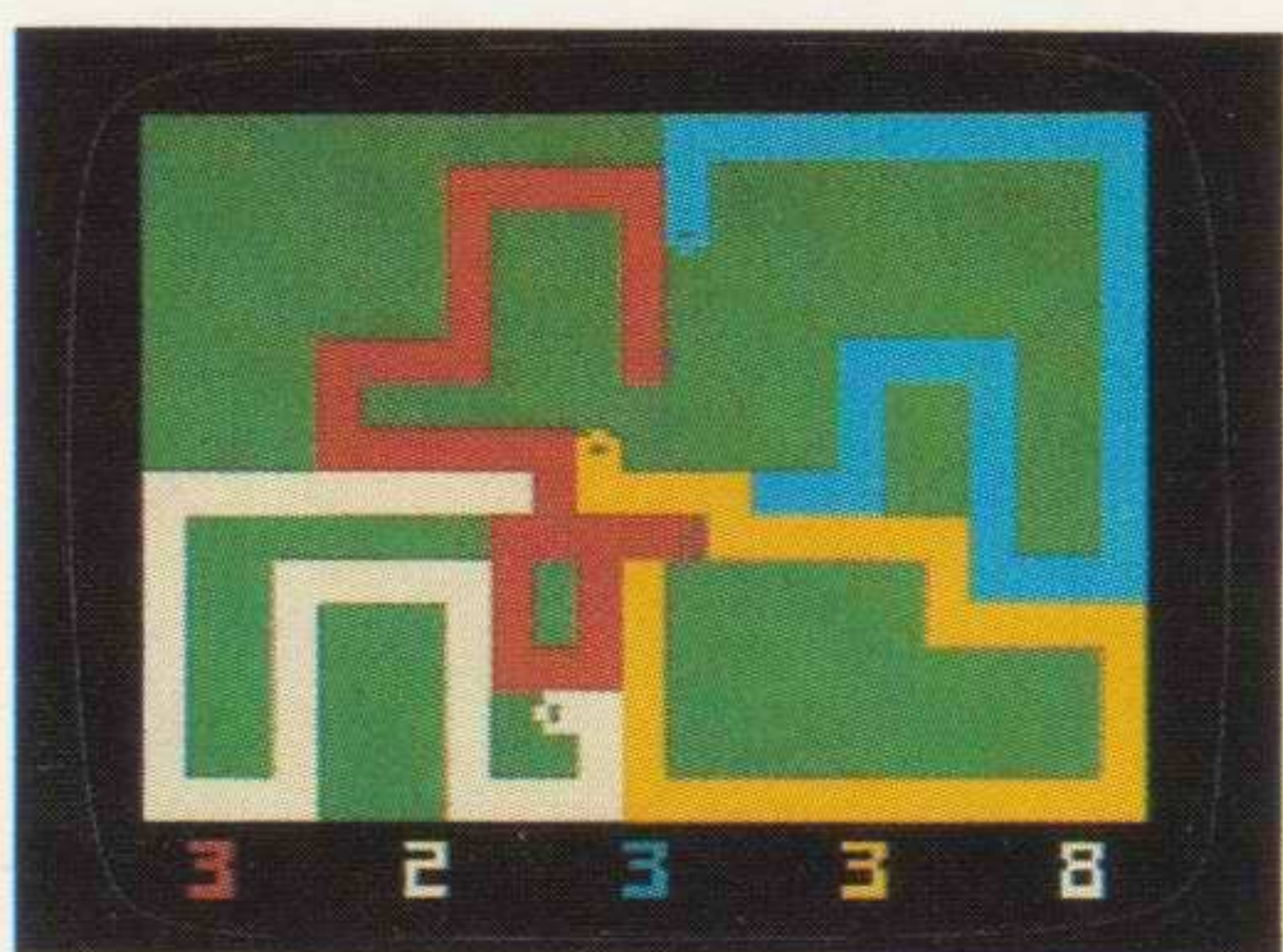
## ARMOR BATTLE® \*

It's fast moving combat action in the Armored Cavalry as 2 players take over as tank commanders to search and destroy each other. Each of them must maneuver, lay a mine and try to avoid obstacles. There are hundreds of possible terrains to fight over, each requiring a different strategy shift.



## SEA BATTLE™ \*

Deadly tactics on the high seas! As ranking officer on the bridge you deploy your fleet to engage with the enemy. Lay hidden mines anywhere on the oceanic map. You have a full flotilla of ships to perform different tactical missions. Rebuild your ship if she's damaged. Strike at the enemy and don't give up the ship!



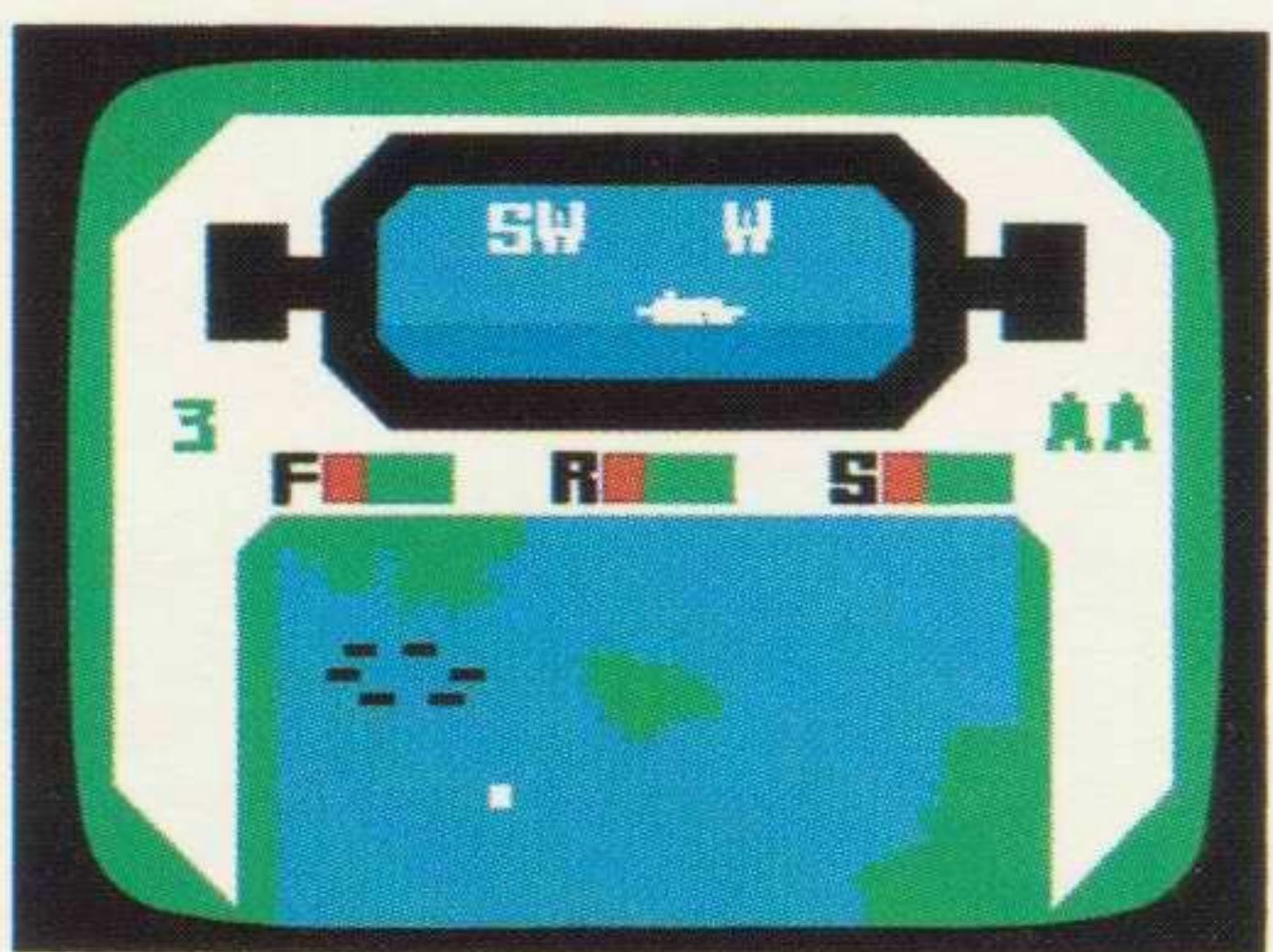
## SNAFUTM \*

Don't get cornered by the moving stripes of color! Your opponent is trying to box you in. Trap him and paint him in with your moving stripe before he gets you. The moving stripes are relentless, so you've got to move fast. Back him into a corner.



## TRIPLE ACTION™ \*

Tanks! Planes! Racing cars! Take your pick. This is three-action fun in one cartridge. Be a tank commander in a deadly duel with enemy armored forces. Test your skills on the highway and race against the clock, but watch out for the rest of the cars on the road. Take your plane up as you soar through the skies. It's a lifetime of excitement.



## SUB HUNTM\*

An enemy naval force is attacking your shore. You steer by compass. Your torpedoes are ready. You hear the sound of a depth-sounding device as you stalk the enemy ships. You've got to sink them but watch out for their depth charges and artillery.



## FROG BOG™ \*

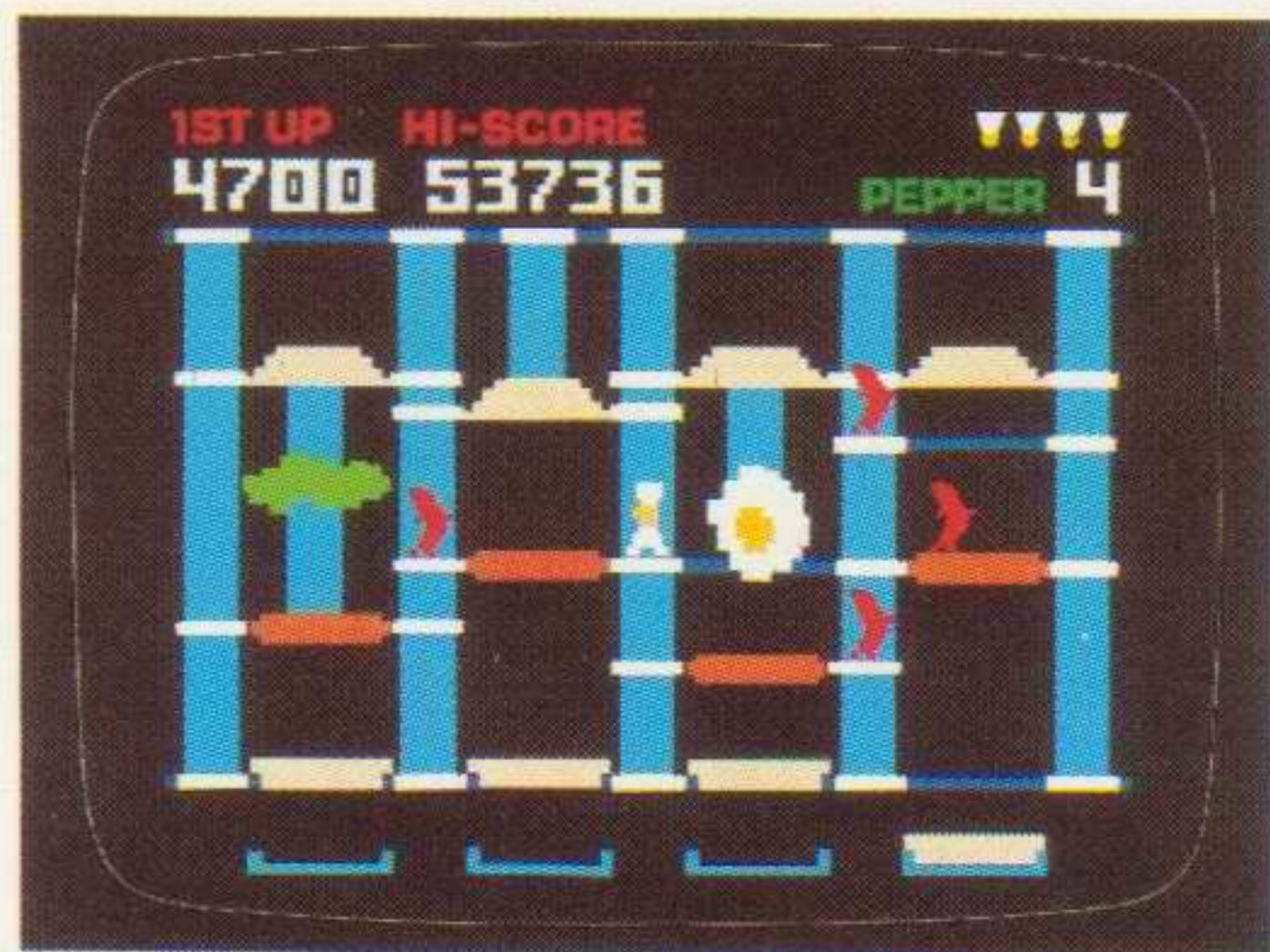
Great fun for kids! Two frogs are sitting on a lily pad. Each player controls a frog. As dragon flies soar by the frogs must jump in the air and catch the flies with their tongues. The frogs can even jump from lily pad to lily pad to eat more flies. The frog that gobbles the most flies wins!

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# CHALLENGING NEW CARTRIDGES FROM ACTION NETWORK™



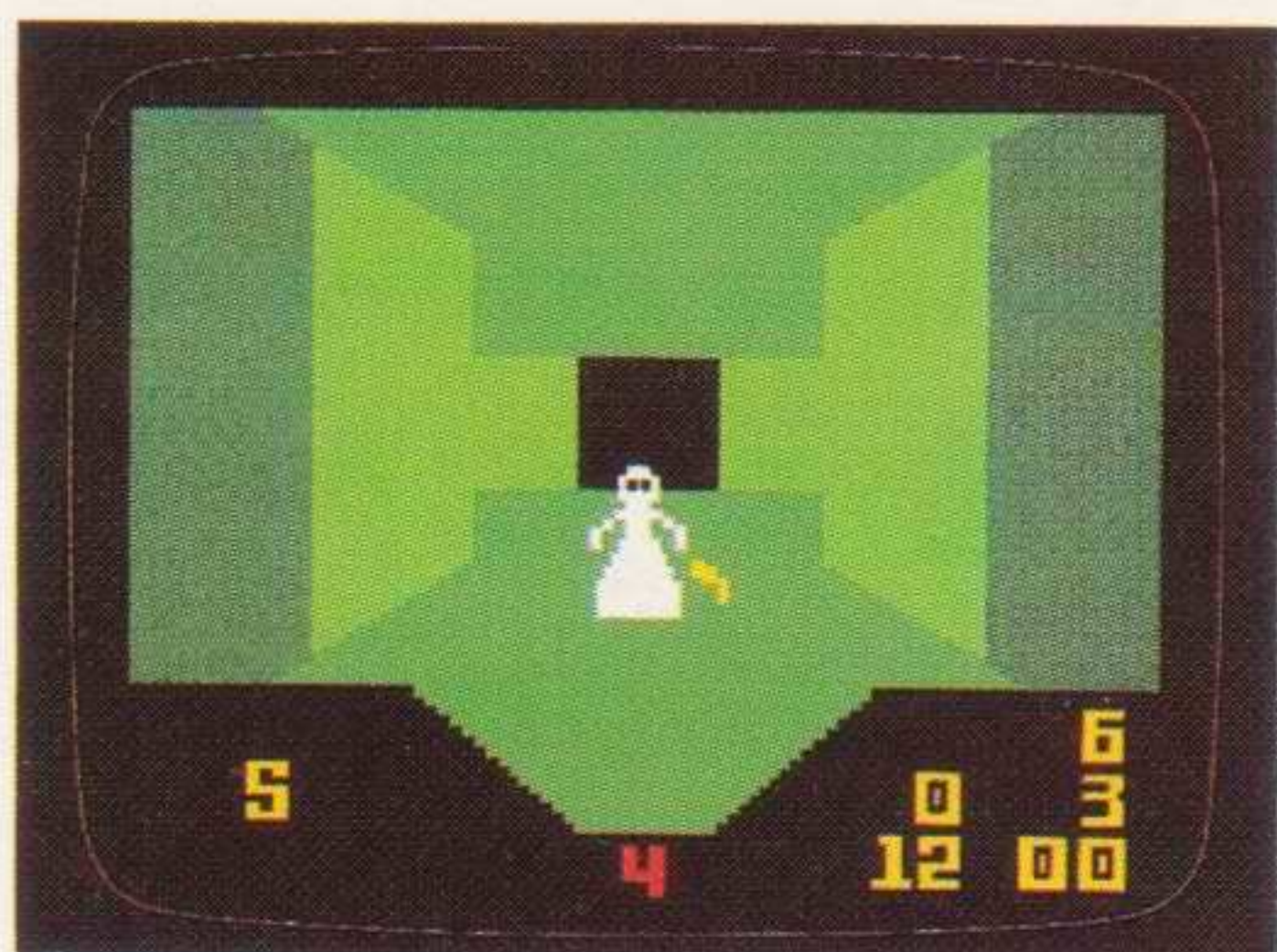
## **Burger Time\*\***

Based on "Burger Time" arcade game. Player controls a cook, who must run through a vertical maze to assemble the parts of a burger (bun, patty, lettuce, etc) on platters. Cook can overrun or shoot hot dogs, pickles and other edible obstacles to score points and build "perfect burgers."



## **Magic Castlet**

Medieval fantasy game with a knight in armor and dragons to be slain. Guide the knight through forests, castles and dungeons and accumulate points by eliminating dangerous creatures along the way. Challenging 1 player game.



## **Advanced Dungeons & Dragons™ Treasures of Tarmint Cartridge**

One or two player game. You begin play in a complicated dungeon maze, with your goal being to capture the treasure and escape from the dungeon before the evil forces living in the dungeon get to you. A variety of magical objects are available to assist each player. The outstanding feature of this game is the eye-level perspective and three-dimensional graphics.



## **Mission X\***

Based on "Mission X" arcade game. Players fly bombing missions on a scrolling screen. Several different targets, day and night missions, and enemy fighters add to the challenges!

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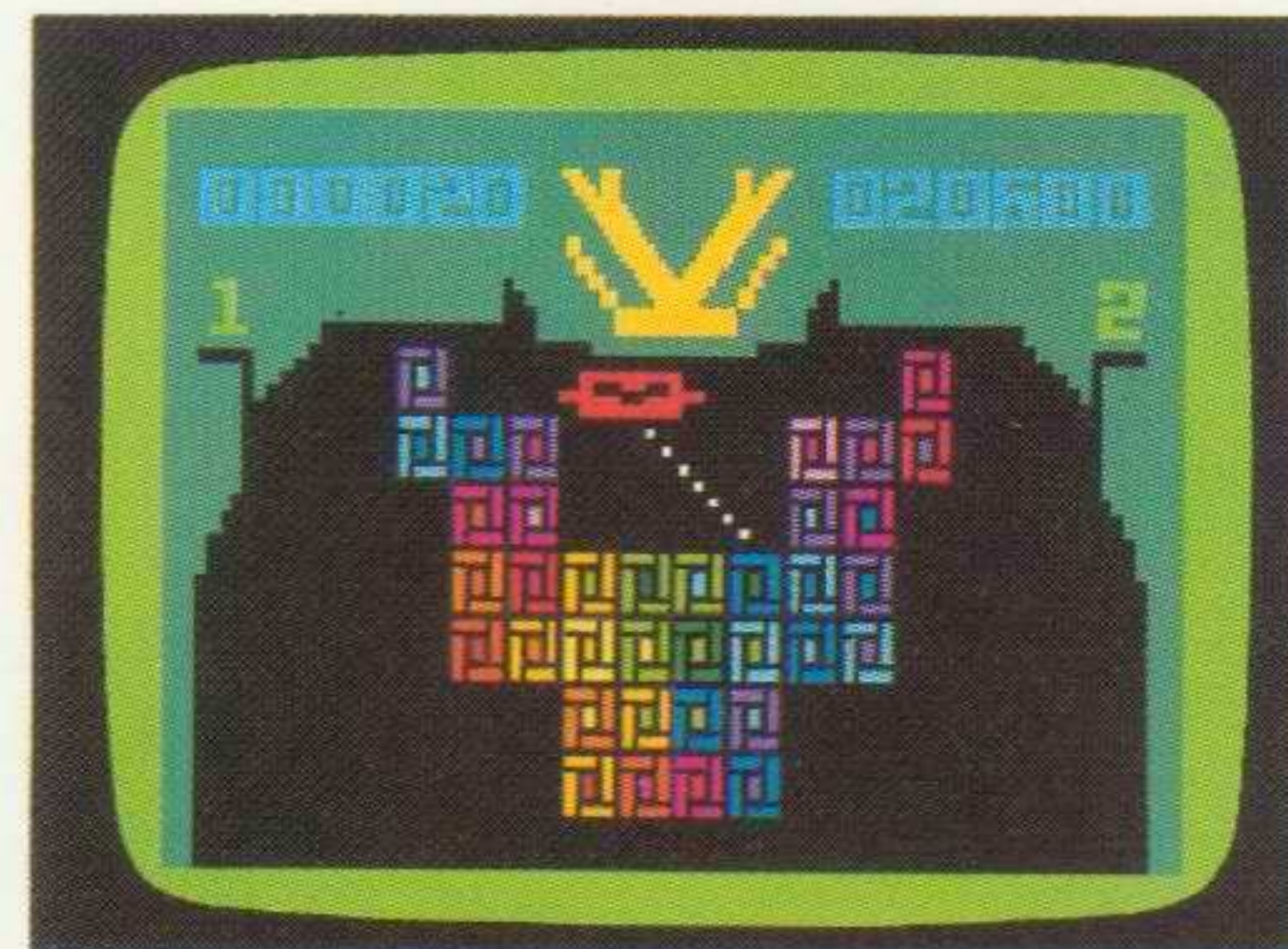


# CHALLENGING NEW CARTRIDGES FROM ACTION NETWORK™



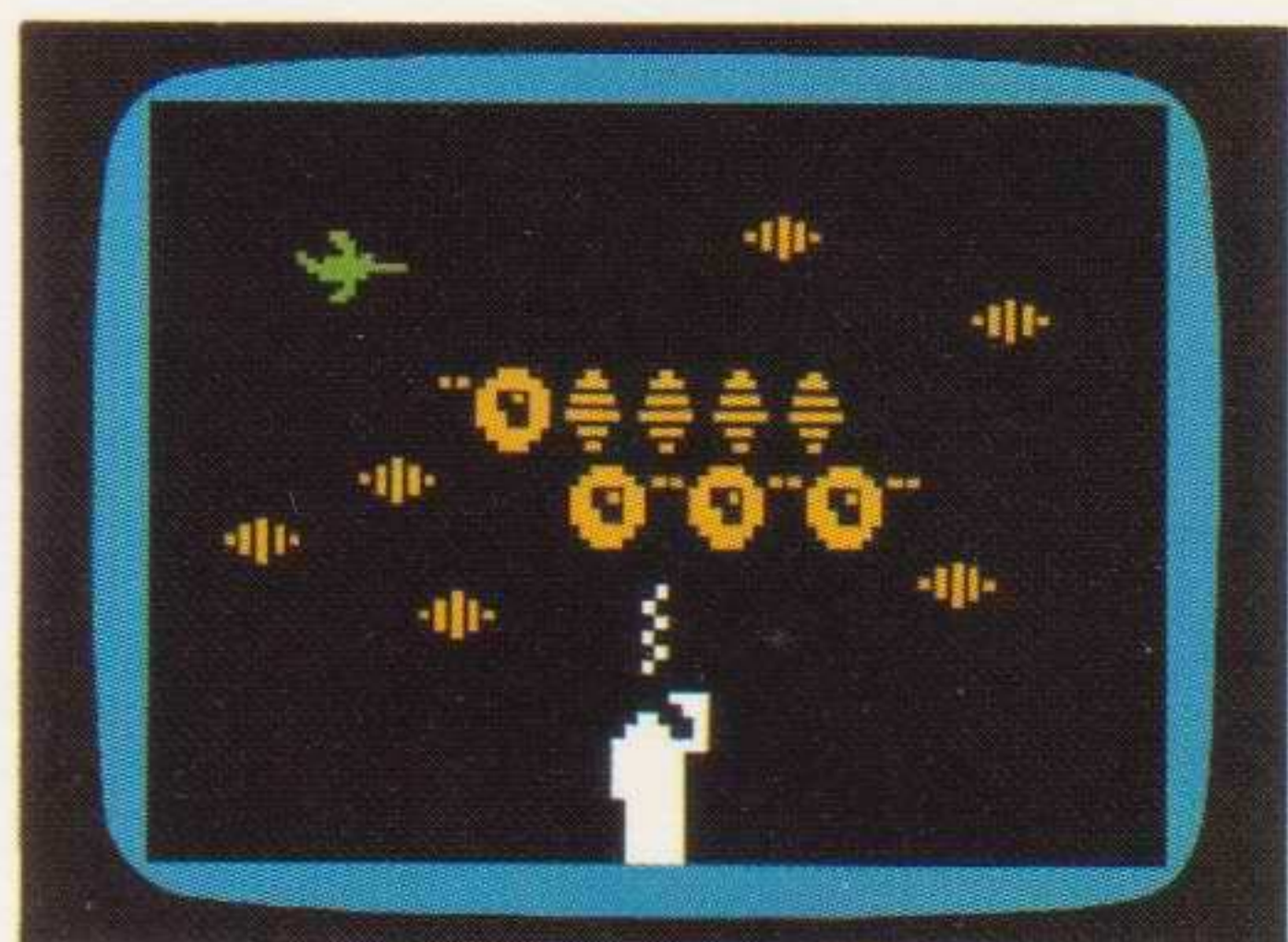
## Sharp Shot™

Four completely different games for one or two players! Target shooting excitement: Hit the pass receiver! Hit the spinning spacecraft! Hit the navy ships! Hit the maze monsters! For video game beginners aged 4 and up.



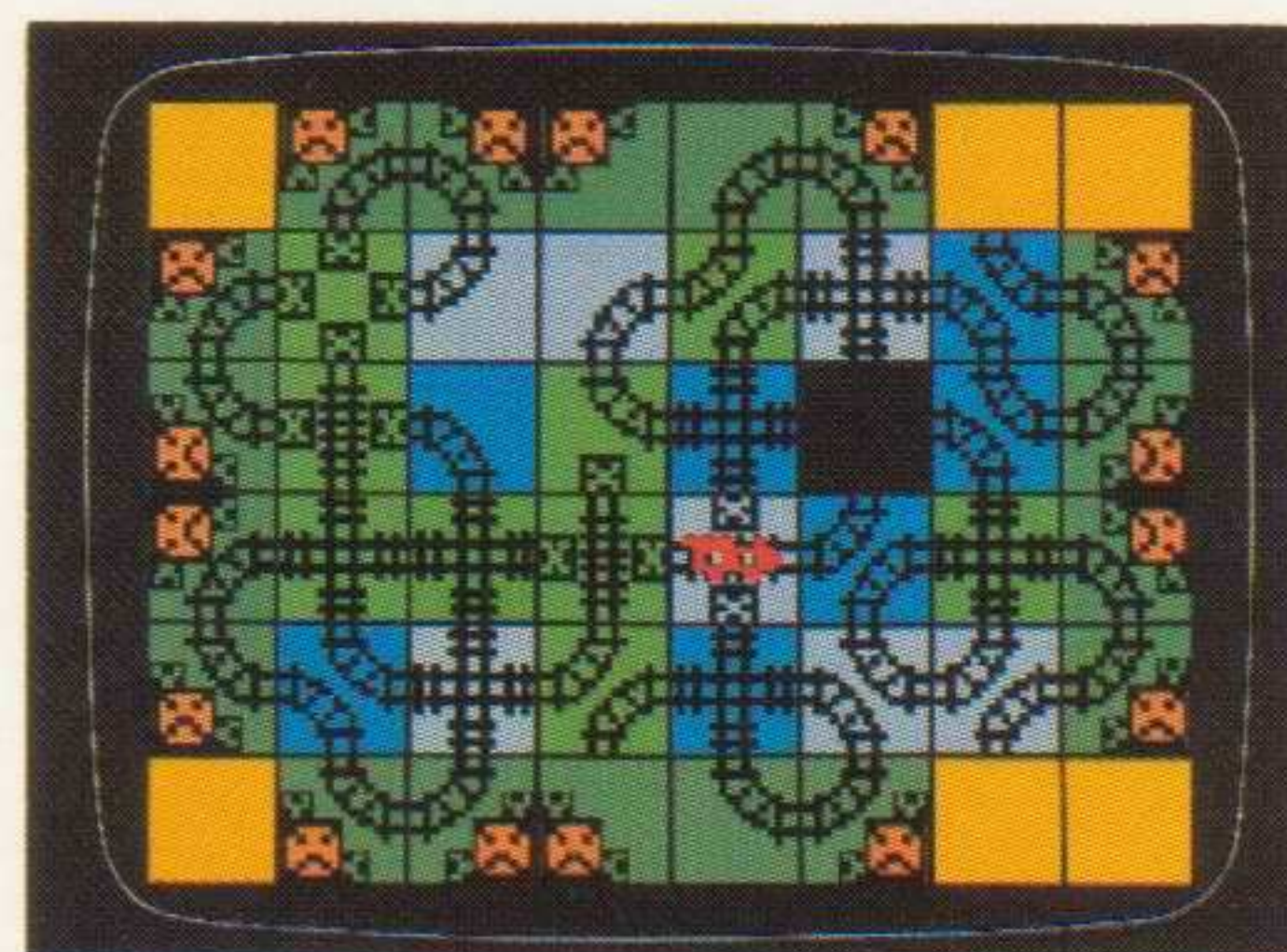
## Vectron

Challenge the computer to play this exciting arcade action game! Abstract, colorful graphics and unique sound effects. The progressive skill levels require quick reflexes and strategy.



## Buzz Bomberst

Action arcade game for 1 or 2 players. Honey bees are the targets—hit them and they become pieces of honeycomb. The more honeycombs, the larger the hive and the more points you score!



## Locomotion\* ©†

Based on "Locomotion" arcade game. 1 or 2 player game features moving train with scrambled track. Players score points by avoiding collisions, picking up passengers and beating a time schedule. Progressive skill levels require strategy and quick action by players.

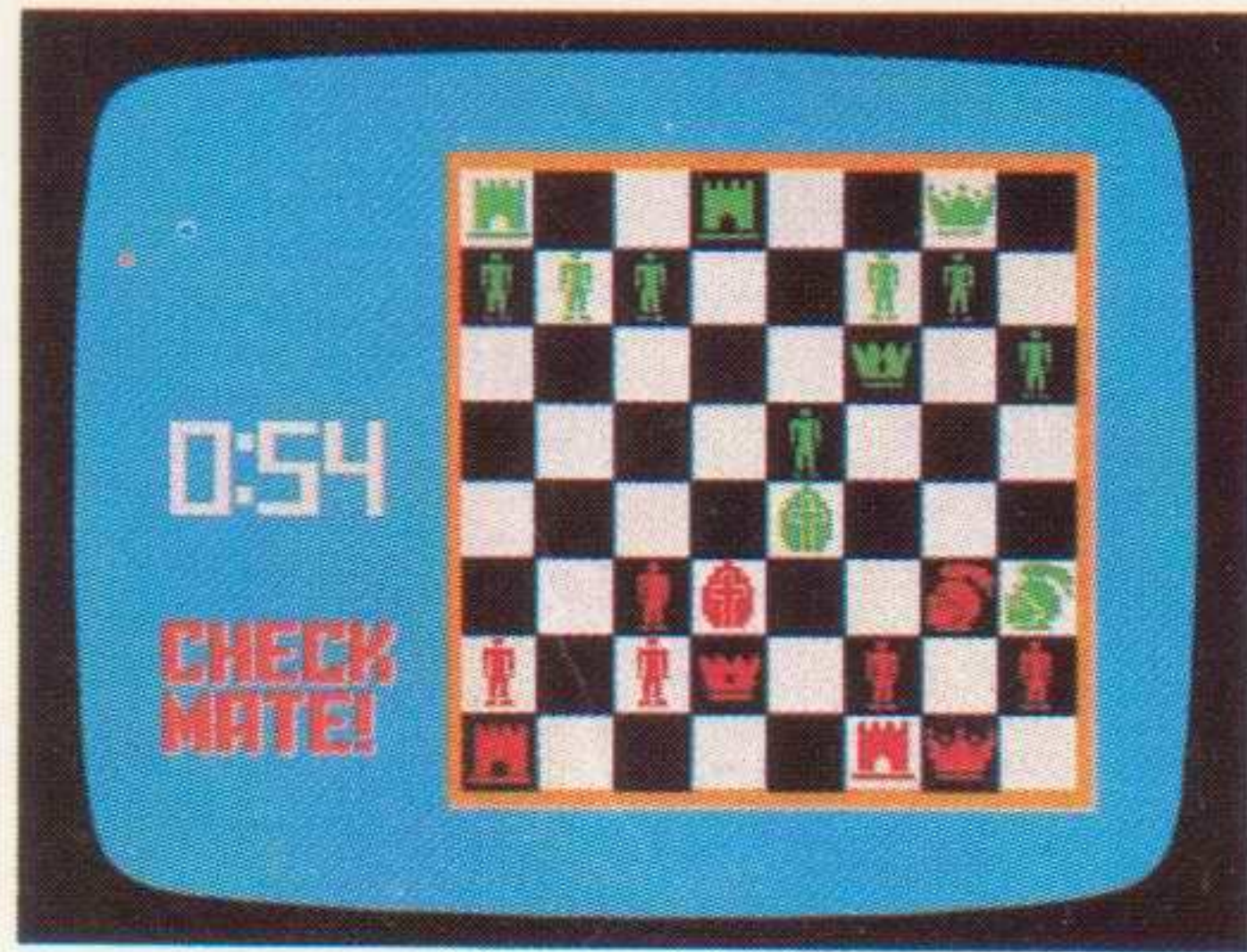
†Names subject to change.

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# INTELLIVISION® STRATEGY & CHILDREN'S LEARNING NETWORKS



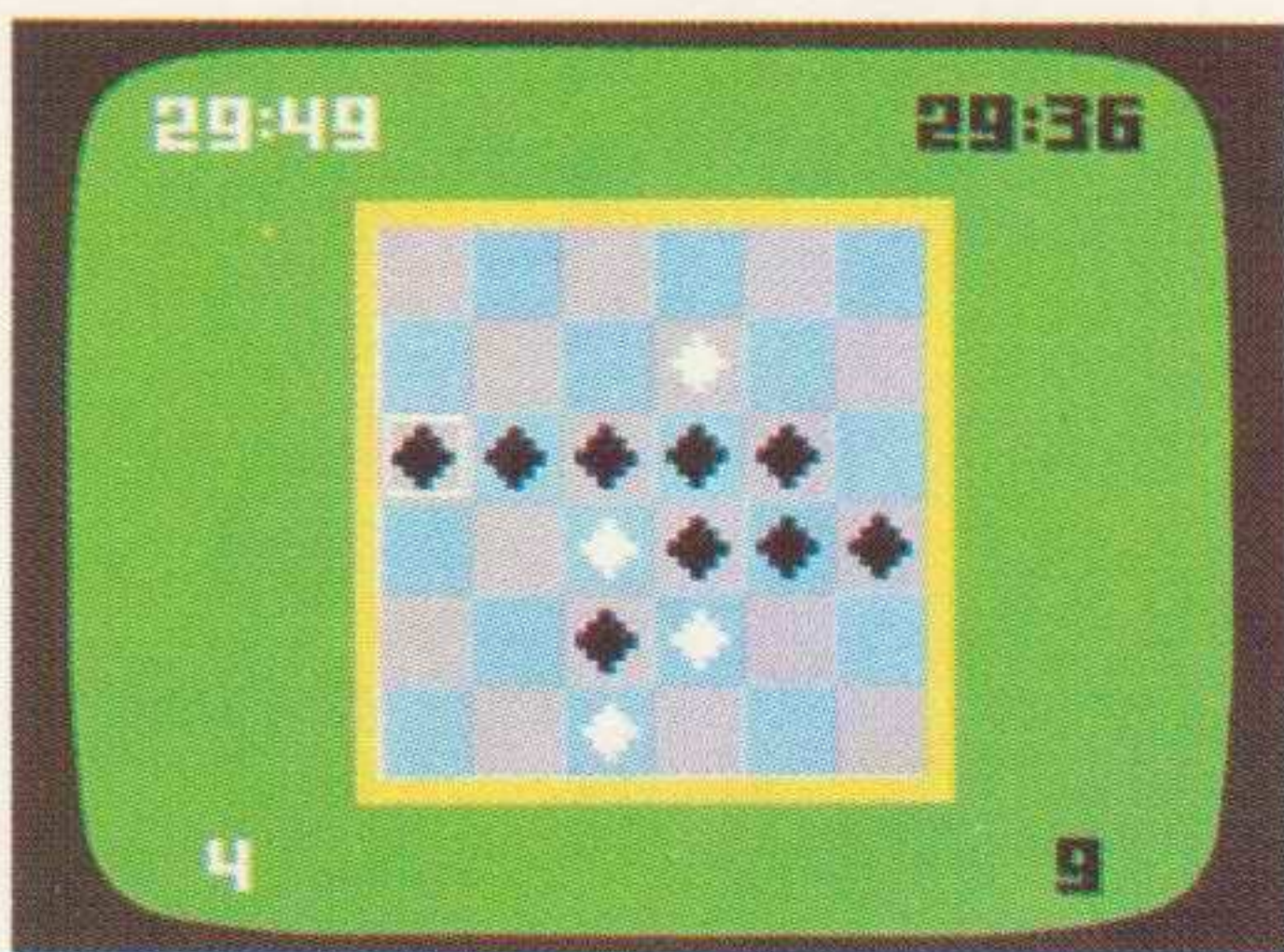
## USCF CHESS

This is the perfect game for a chess player, novice or master. You pit your skill against the computer. Select the degree of difficulty and the time limit on moves. Move up in skill as you play more. You can even switch places with the computer and put it on the defensive. A great learning tool.



## UTOPIA™

How would you like to be ruler of an island? There are 2 islands in this game, each one ruled by a different player. Each player can build factories, plant crops or build fishing fleets. Each activity scores differently depending upon conditions within the frame. Players can even plant rebels on their opponent's island.



## REVERSI™

Based on the 19th century game of strategy. Reversi pits you against the computer for control of the board. The object is to imprison your opponent's counter between two of yours and capture it for your own. There are 3 different size boards to play on and 5 levels of increasing difficulty.



## ROYAL DEALER™

There are endless hours of enjoyment in this game. It's a game of 4 different card games for 1 player. You play against 1, 2 or 3 computer-controlled opponents. You get your choice of Hearts, Crazy Eights or any one of 2 varieties of Rummy. Great practice and the computer will keep score for you.



## MATH FUN™

Two pint-sized players can learn math while having more fun than a couple of gorillas. Race two gorillas through the jungle against animal obstacles and a variety of problems in addition, subtraction, multiplication and division. Determine the skill level and the computer automatically adjusts the problem.

\*Trademark used under license from designated owner



## WORD FUN™

Learning spelling can be entertaining with this cartridge. There are three multiple word games that increase verbal awareness and develop spelling skill. You determine the game to be played and let the cartridge do the rest as it helps turn your child into a proficient speller.

©1981 Children's Television Workshop, Inc.

# IntelliVision® II

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# CONSUMER PROMOTIONS WHICH ARE SECOND TO NONE

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## TWO FREE GAME CARTRIDGES

- Consumers sending in a proof-of-purchase, serial number and warranty card from Intellivision® II, will receive two free Intellivision® video game cartridges by mail.
- Consumers can select from six different cartridges. Lock 'n Chase, Night Stalker, Snafu, Star Strike, Boxing and Horse Racing.
- The two cartridges have a retail value of over \$80.
- Timing: March - April 1983



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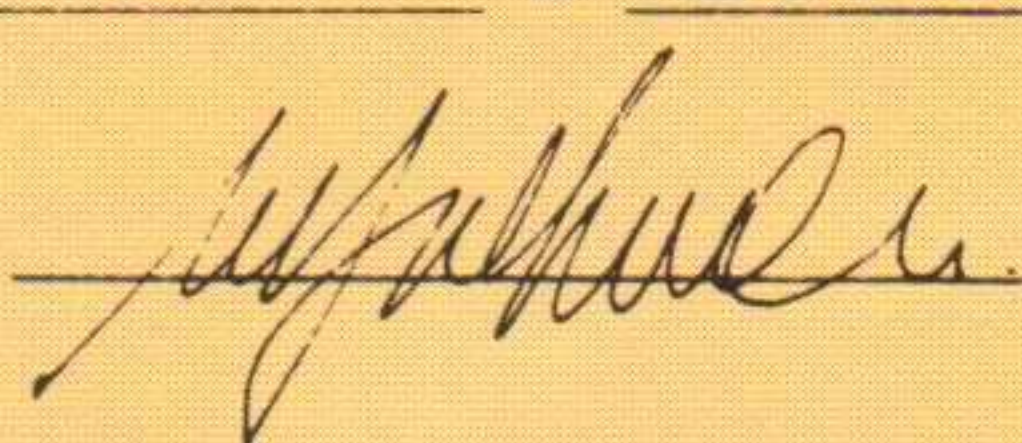


## CONSUMER PROMOTIONS WHICH ARE SECOND TO NONE

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### \$5.00 REBATE COUPON ON A CARTRIDGE WITH PURCHASE OF INTELLIVISION® II

- Consumers sending in their warranty card from an Intellivision® II Master component receive a \$5.00 rebate coupon good toward the purchase of any Intellivision® game cartridge.
- Consumers will receive \$5.00 when they send in the coupon, along with a cartridge proof-of-purchase.
- This promotion will provide an additional incentive to purchase the master component.
- Promotion starts Summer 1983 and runs indefinitely.
- Communication by in-pack leaflet in all master components.

<b>INTELLIVISION® II</b>		<b>MATTEL ELECTRONICS®</b>	001
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PAY TO THE ORDER OF:			
AMOUNT:		<b>FIVE DOLLARS</b>	<b>\$ 5.00</b>
		SIGNATURE	
		<b>INTELLIVISION® II</b>	
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## CONSUMER PROMOTIONS WHICH ARE SECOND TO NONE

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### **Intellivision's® Lock 'n Chase and Dr. Pepper Great Canadian Video Game Tournament**

- Trans Canada video game tournament held in major malls in 16 cities from Vancouver to Halifax.
- All entrants will receive a certificate and free Dr. Pepper.
- Winners of each round will receive Intellivision® posters and hats.
- Grand Champions in each city will receive an Intellivision® master component, Intellivoice™ and Lock 'n Chase cartridge.
- The promotion will be communicated by radio and transit advertising.
- Timing: May - June 1983

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## CONSUMER PROMOTIONS WHICH ARE SECOND TO NONE

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### **Dr. Pepper and Intellivision's® Lock 'n Chase® Instant Win & Sweepstakes**

- Consumers purchasing Dr. Pepper will be eligible to instantly win Intellivision® master components, game cartridges, discount coupons good on the purchase of Intellivision and free Dr. Pepper.
- Consumers can also enter a sweepstakes to win a number of Intellivision® master components and Lock 'n Chase cartridges.
- The promotion will be communicated on over 10 million tins and bottles and will be supported with extensive point of sale material and radio and transit advertising.
- Timing: June - September 1983

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# YEAR ROUND CONSUMER PROMOTION SUPPORT TO STIMULATE PURCHASE

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PROMOTION	MAR	APRIL	MAY	JUNE	JULY	AUG
Two Free Cartridges						
\$5.00 Coupon Rebate in Master Components						
Intellivision® & Dr. Pepper video game tournament						
Intellivision® & Dr. Pepper Instant Win & Sweepstakes						

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# INTELLIVISION® Expansion System A (for Atari® VCS Cartridges)



\*Atari is a trademark of Atari, Inc.



# INTELLIVISION® Entertainment Computer System

#3



The Intellivision® Entertainment Computer System is compatible with the Intellivision and Intellivision II master components and consists of the Computer Adaptor, the Program Expander (plugged into the top of the Computer Adaptor), the Computer Keyboard and Music Synthesizer. The system works with two additional hand controllers and most audio cassette recorders.