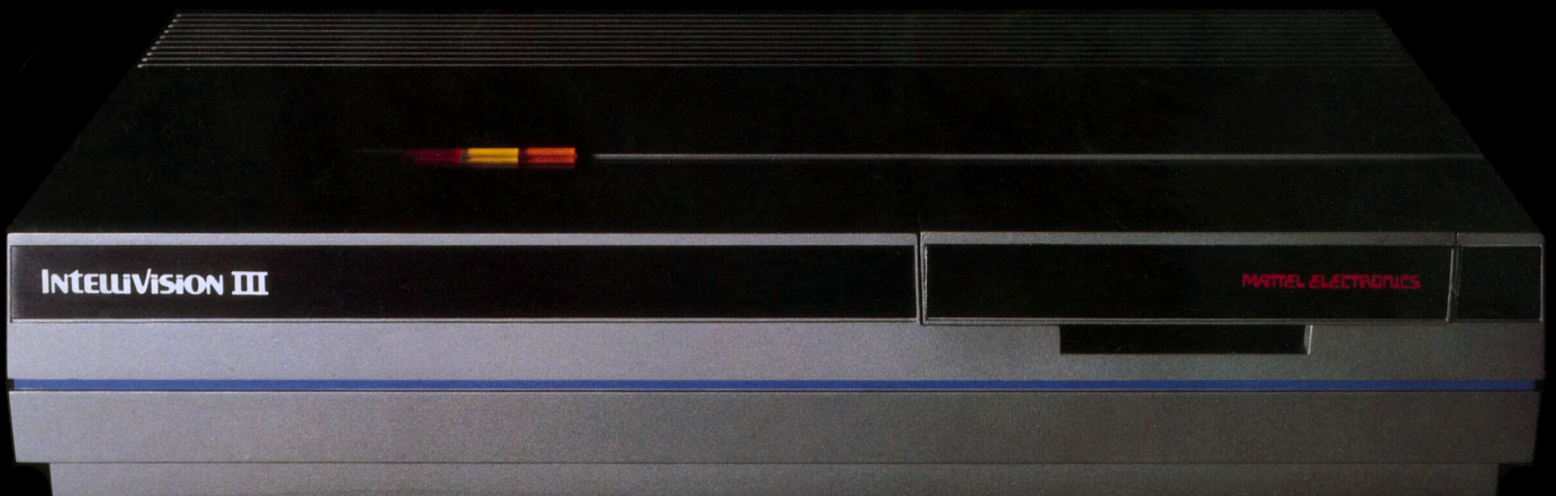
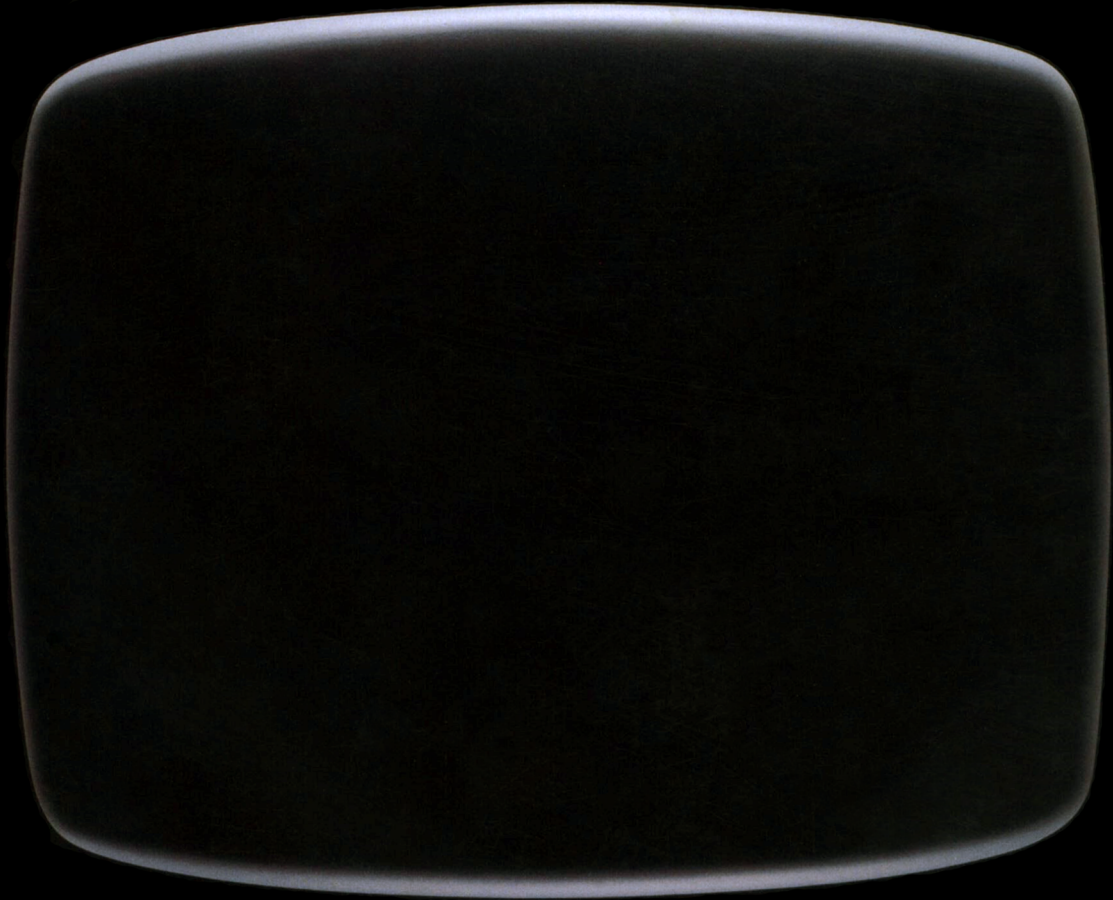


How to turn on your TV.



MATTEL ELECTRONICS®

Introducing Intellivision® III. The ultimate video game system.

Just when you thought you'd seen it all, Mattel Electronics announces the super video game system that's light years ahead of the rest.

Introducing Intellivision® III.

The graphics are almost unbelievable. Thanks to its advanced graphic resolution for the brightest, sharpest home video game picture a television can deliver. With more moving objects. Faster visual action. And

more color than any home video game system has ever produced. Intellivision III even gives arcade graphics a run for their money.

But there's more to Intellivision III than meets the eye.

We've also created a revolutionary new hand controller that features cordless, remote control operation. With an anatomically-designed joystick, keypad and action buttons, to put total game control in your hands.

Right where it belongs.

If you think Intellivision III sounds incredible so far, wait until you hear it. There's voice synthesis and three-channel sound built into the system. Plus a unique stereo

output feature to let you plug all the Intellivision III sound effects right into your home stereo.

Add accents like functional LED readout lights, sleek, high-tech styling, automatic antenna switching, and it all adds up to the most sophisticated video game environment ever created.

There's only one way to turn on your TV. Intellivision III.



The Remote Controller. Now nothing comes between you and the game.

One look at our new Intellivision® III hand controllers and you'll see a lot of new improvements. But perhaps the biggest improvement is what you won't see.

Cords.

That's because our hand controllers feature wireless, remote control operation. So you can play from across the room. Or move close to the screen. The only thing you'll get wrapped up in is the game.

And we designed our Remote Controllers around two very important things. Your hands.

They're engineered to put total control within your reach. With tactile-sensitive key-pads and enlarged input keys. Plus smooth tracking joysticks that feature the fire button mounted conveniently on the top. And four side action buttons to give you a choice of firing modes.

Be prepared to move fast. With our battery-powered Remote Controllers, response is instantaneous. And the joysticks shift into an overdrive position for even faster action. Then return to center position, every time. Our Remote Controllers even come

with their own attractive stands so you can store them right where you want them.

And since the Controllers use the original Intellivision® overlay system, they're completely compatible with all the great Intellivision® games.

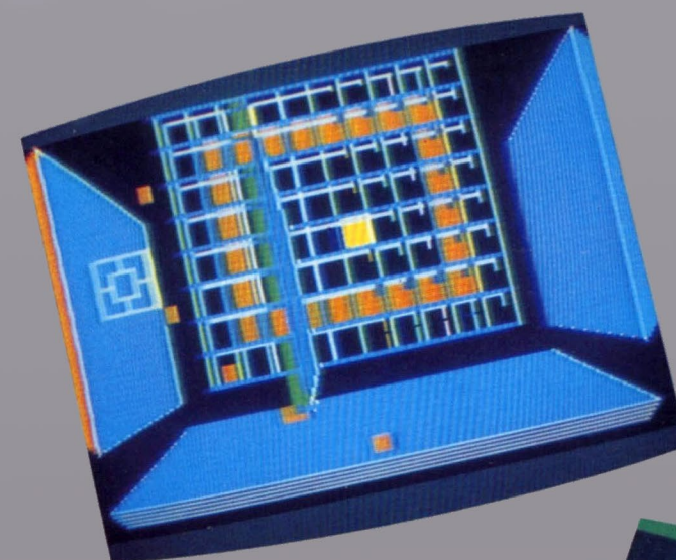
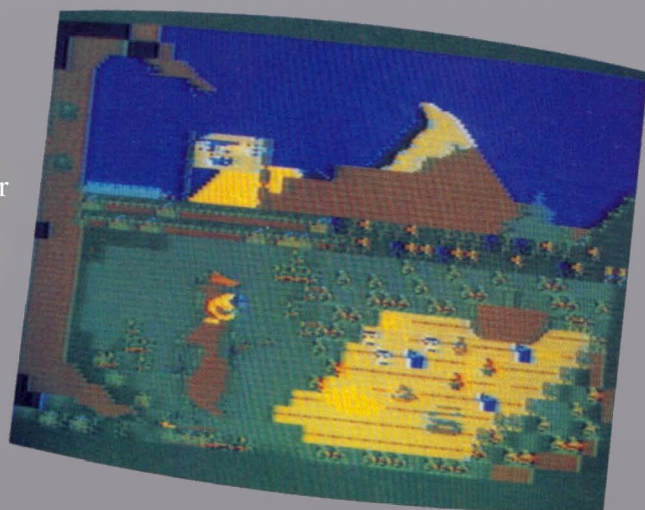
The Intellivision III Remote/Controllers. They'll give you a whole new kind of hands-on experience.



Intellivision® III Games. Get what you play for.

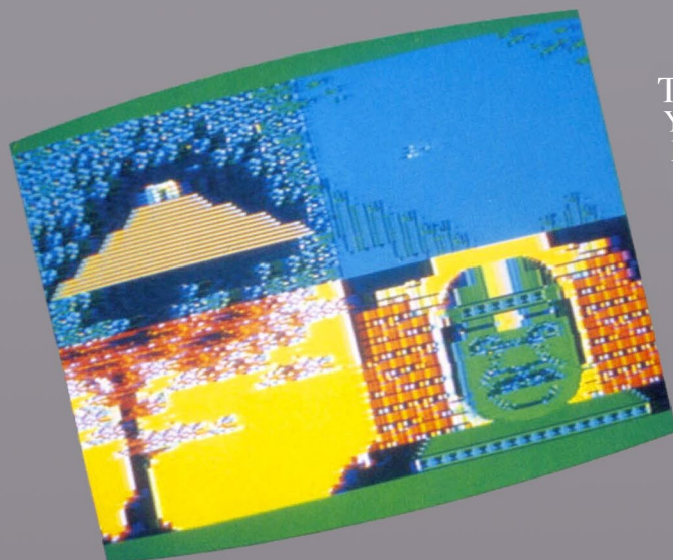
Yogi Bear's† Adventures*

As that mischievous Yogi, you and your friend Boo Boo are out to steal every picnic basket in the park. Yogi's theme song plays while you make your panoramic journey through the park snatching food. Watch out for Mr. Ranger!



Grid Shock*

A fast-paced, 3-dimensional action game for arcade excitement right in your living room. Create abstract, geometric patterns on the screen in a game of lightning quick reflexes. Colorful graphics and sound effects add to the action.



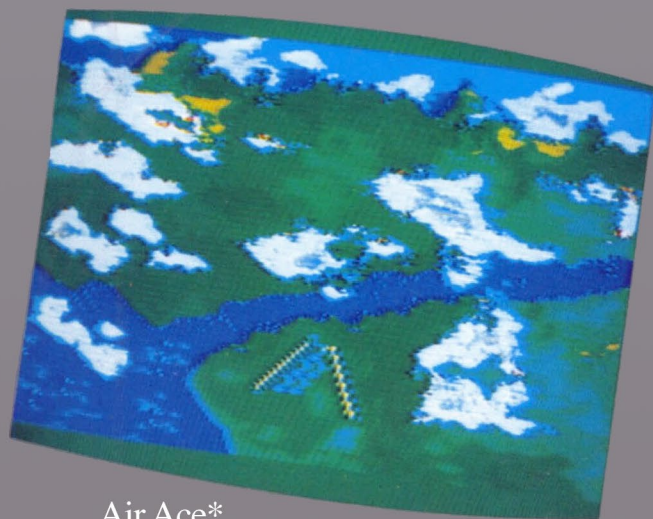
Treasure of the Yucatan*

You must retrace the steps of an ancient Mayan warrior to reclaim the lost treasure of the Gods. Your quest takes you through perilous obstacles as the talking spirit guides you ever closer to your final destination – the mythical Mayan Pyramid!



Space Siege*

It's up to you to defend your planet from the relentless alien attack. This space battle features 3-dimensional graphics and multiple views for arcade action that's out of this world! You can even see the scrolling surface of a planet.



Air Ace*

You're a World War I flying ace engaged in a colorful, 3-dimensional dogfight. Multiple views help you locate and fire at enemy biplanes. Swoop down for a strafing run across the countryside while enemy anti-aircraft guns and tanks fire flak.

Dark Castle*

Enter this enchanted castle and the drawbridge slams behind you. Inside, the corridors and rooms are revealed to you in realistic perspective. But only a step at a time. Careful, once you go in, you may never come out! Haunting sound effects.



*Names subject to change.

†Used under license from Hanna-Barbera Productions, Inc.

There's no limit to the fun you can have.

Some of the best features of our new Intellivision® III are all the things you can add onto it. Like our new line of Intellivision® peripherals that can help you turn the ultimate video game system into a computerized entertainment system.

Just plug the Intellivision® Computer Adaptor and Keyboard into the Intellivision® III Master Component and you've got all the power of a home computer. With all the fun of Intellivision®. Use the Computer Keyboard to learn computer programming, play educational games, even to program your own games.

Or add the Intellivision Music Synthesizer to the Computer Adaptor and learning music becomes fun and games. The full-size music keyboard can help you learn to read music, compose your own melodies, or learn to play your favorite songs by playing video games.

And the Intellivision Entertainment Computer System is expanding all the time, with more new accessories planned. So you can continue to add onto your Intellivision III Master Component in the future.

Because the fun never ends with Intellivision® III.





The video game system that
has no competition.

Intellivision III Summary

| | Intellivision III | Colecovision | Atari 5200 |
|---|--|---------------------------|----------------------------|
| Graphics | | | |
| Resolution (horizontal x vertical) | 320 x 192 | 256 x 192 | 256 x 192 |
| Color Choices | Colors are programable, nearly infinite selection | 16 colors | 128 colors |
| Moving Objects | | | |
| Number | 64 | 32 | 5 |
| Colors per object | 3 plus background | 1 plus background | 1 plus background* |
| Speed Factor** (Indexed) | 4 | 3 | 1 |
| Sound | | | |
| Stereo sound effects capabilities – | Yes | No | No |
| Built-in voice synthesis | Yes | No | No |
| Hand Controllers | | | |
| Standard wireless remote controllers – | Yes | No | No |
| Full size joystick with fire button – | Yes | No | No |
| Tactile feedback keypad and action button – | Yes | No | No |
| Component Features | | | |
| LED readouts for pause, cartridge insertion and sound level – | Yes | No | No |
| Size – | 12 1/2" x 6 1/2" x 2 1/2" | 14 7/8" x 9 1/2" x 3 1/8" | 14 7/8" x 13 7/8" x 4 1/4" |
| Color – | Silver/grey metallic | Black | Black |
| Expandability | | | |
| Optional adapter to play Atari 2600 cartridges – | Yes | Yes | |
| Expandable to home computer – | Yes | Yes | No |
| Expandable to music synthesizer – | Yes | No | No |

*As demonstrated in current software.
**Rate at which objects and background can move.

MATTEL ELECTRONICS®

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