

INTELLIVISION
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Intelligent Television



MATTEL ELECTRONICS

Direct Pricing

MATTEL ELECTRONICS

A Division of Mattel, Inc.
5150 Rosecrans Avenue
Hawthorne, California 90250

INTELLIVISION Intelligent Television

STOCK NO.	DESCRIPTION	STD. PACK	EST. WT.	CUBE PER MASTER CARTON	COST
HARDWARE					
2609	INTELLIVISION Intelligent Television w/Las Vegas Poker & Blackjack Cartridge	6	47.0	5.51	\$210.00
1149	INTELLIVISION Intelligent Television Keyboard Component	3	67.5	1.31	450.00
CARTRIDGES					
2610	NFL Football	6	3.0	.18	21.00
2614	Major League Baseball	6	3.0	.18	21.00
2615	NBA Basketball	6	3.0	.18	21.00
1114	NHL Hockey	6	3.0	.18	21.00
1683	NASL Soccer	6	3.0	.18	21.00
1816	PGA Golf	6	3.0	.18	21.00
1817	U.S. Ski Team Skiing	6	3.0	.18	21.00
1113	Auto Racing	6	3.0	.18	21.00
3333	New! PBA Bowling	6	3.0	.18	21.00
1819	New! Boxing	6	3.0	.18	21.00
2613	The Electric Company Math Fun	6	3.0	.18	21.00
1122	The Electric Company Word Fun	6	3.0	.18	21.00
1123	Horse Racing	6	3.0	.18	21.00
1118	Las Vegas Roulette	6	3.0	.18	21.00
1814	Tennis	6	3.0	.18	21.00
1120	Checkers	6	3.0	.18	21.00
1119	ABPA Backgammon	6	3.0	.18	21.00
2612	Space Battle	6	3.0	.18	21.00
1121	Armor Battle	6	3.0	.18	21.00
1818	Sea Battle	6	3.0	.18	21.00
3408	New! Submarine Battle	6	3.0	.18	21.00
3411	New! Motocross	6	3.0	.18	21.00
3410	New! Adventure	6	3.0	.18	21.00
2611	Las Vegas Poker & Blackjack	6	3.0	.18	21.00
3412	New! USCF Chess	6	3.0	.18	45.00
3605	New! Arcade	6	3.0	.18	21.00
KEYBOARD CASSETTES AND CARTRIDGES					
1146	Jack LaLanne Physical Conditioning	3	.6	.10	30.00
1147	Conversational French	3	.6	.10	42.00
3335	New! Conversational Spanish	3	.6	.10	42.00
1851	New! Chartcraft Stock Analysis	3	.6	.10	30.00
3275	New! Basic Computer Language Cartridge	3	.6	.10	42.00
DISPLAYS					
1923	Demonstration Keyboard	1	-	-	325.00
1682	Demonstration Cartridge	1	-	-	N/C

PRICES: All orders accepted are subject to billing at prices prevailing at the time of shipments. Prices are subject to change without notice.

TERMS: F.O.B. Factory Freight Collect.



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. Utilizing up to 26 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.

The Keyboard Component: **A home computer system**

The Keyboard Component, when added to the Master Component (each sold separately), transforms the system into a practical and easy-to-use home computer. An assortment of pre-programmed material will be available to help the user with everything from financial management to physical conditioning and self-improvement. No knowledge of computer language is necessary.



#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.



#1149

The Keyboard Component

Combining the Keyboard Component** with the Master Component (each sold separately) will open new worlds of convenience and efficiency for today's household. With its pre-programmed software, Intellivision is capable of handling a broad range of everyday tasks.

Everything from personal improvement to financial planning can be accomplished easily and accurately at home. A new BASIC computer language cartridge is now available for those wishing to write their own programs.



The Master Component

Mattel Electronics has 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

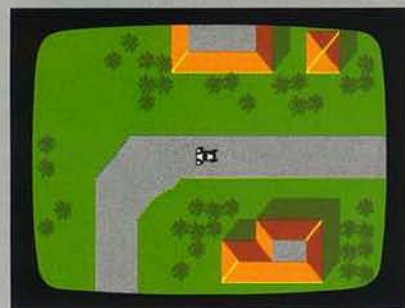
26 different game cartridges (6 of them new for this year!) put a world of challenging excitement at your fingertips. From home runs to space battles, Intellivision game cartridges deliver an unprecedented level of player involvement. All of the entertainment networks encourage both physical and mental 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!



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.



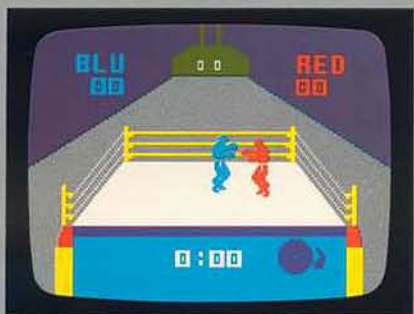
NASL Soccer #1683

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?



* **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.



* **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.



* **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. Down-shift 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



Adventure #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

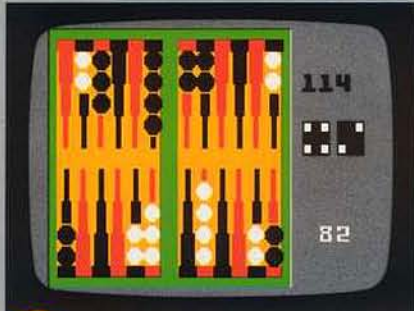
NEW!

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 spell-down that educates as it entertains.

Gaming Network



Las Vegas

Poker & Blackjack #2611

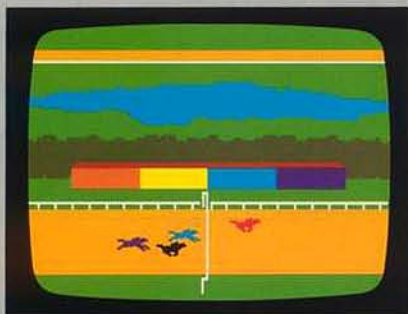
Casino style blackjack, five and seven card stud poker plus five card draw. Play against a shifty-eyed, computer-smart dealer. He calls, raises, drops—even bluffs! Watch your pretend fortune grow, or watch out, for your simulated bankroll may disappear. A marvel of simulated casino action, sounds and color.



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!



Horse Racing #1123

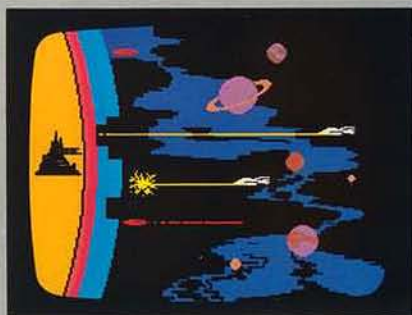
Just like a day at the races! Handicap your picks from the tout sheet. You watch the odds change. You place your pretend bet. They're off! From your seat at the rail you're part of the fun! Pick 'em! Play the odds! Or take a long-shot! Up to 6 can play—a great party game!



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!



Arcade #3605

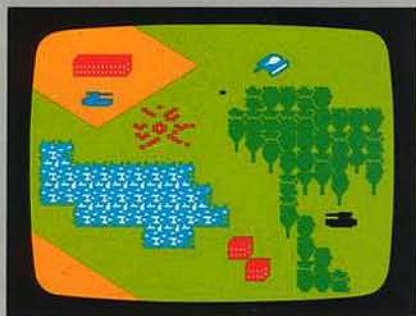
NEW!

Galaxian strategy! Hordes of oncoming aliens swoop down on your star-ship! You defend your position - parrying, blasting, avoiding their torpedoes! Wave after wave of them march down upon you...will you save the star-base? Only your command of strategy can help you!



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. Re-build your ship if she's damaged. Go to battle.



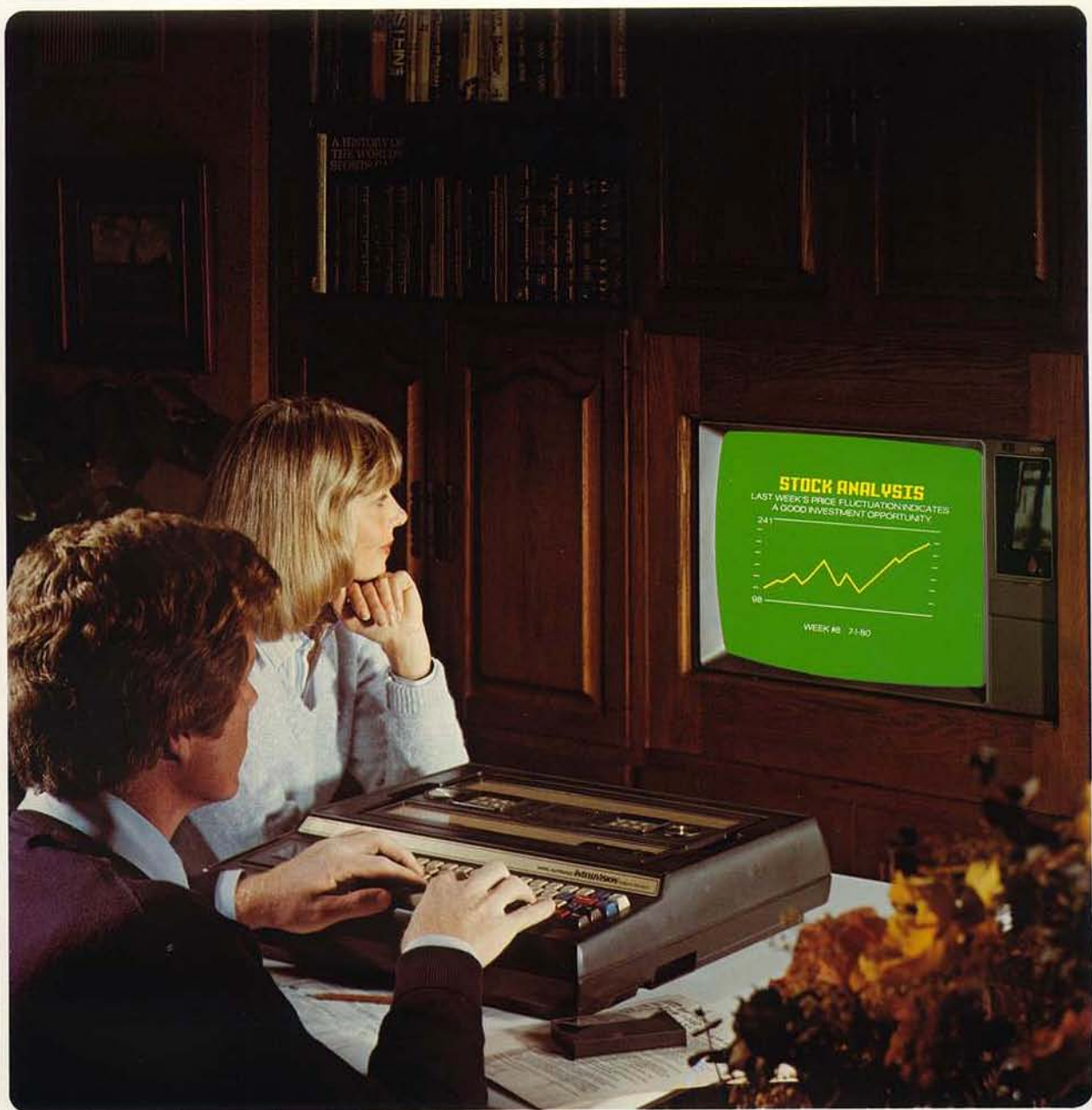
Armor Battle® #1121

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 has been designed to work in combination with the Master Component. Together, they become a lightweight, easy-to-use tool for personal enrichment. 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.

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 • Personal
Improvement • Self-Education**



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!



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.

Conversational English Series

Along with our French and Spanish cassettes, Intellivision plans to offer a series of cassettes that will help foreign visitors and businessmen learn "American" English! Japanese, German and Spanish visitors to the U.S. can quickly learn conversational English the way we learned it...by hearing and speaking! This program teaches words and phrases that are *useful*, and lets them practice their pronunciation by dynamic interaction with the system, so they can build their knowledge at the pace that's most comfortable for them—and have the help of memorable graphics that reinforce the lessons. This is the way to learn a language so they can use it!



Conversational Spanish #3335

Take an imaginary trip through Mexico, learning its romantic language as you go. Conversational Spanish teaches you the natural way—by listening and repeating. No grammar drills! Use the microphone to speak commonly used phrases...then check your pronunciation on the playback. Language fundamentals you can use wherever you travel in the Spanish-speaking world.



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.

Financial Series

We are planning a series of financial management programs for a broad spectrum of individual needs—investment monitoring, analysis and projections; tax records and planning aids; your own money management systems, and more! With today's complex, volatile economic conditions, you need to keep your financial affairs well organized so you can retrieve vital facts when you need them. With the Intellivision system you will be able to analyze real estate investment opportunities, do realistic economic planning for your family's future, and put sophisticated techniques to work to manage your finances better!



Write your own ticket with Intellivision's new Basic Language Cartridge

In addition to all of the software specially made for Intellivision, our new 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 learn to type? You can learn BASIC!

Programs with BASIC Crossword Puzzle

Imagine having two year's worth of your favorite crossword puzzles at your fingertips! That's what you'll have with Intellivision's Crossword Puzzle cassette. One hundred puzzles you can solve. Each one has a different theme. Ask the clue to any line. Can't solve it? Ask again—the system tells you a bit more! And you won't have to wait for next week's edition to find out the answers—they're already built in.

Checkbook

Do you put off balancing your checkbook every month, or lose patience when it doesn't come out right the first time? No more! The Intellivision checkbook program will help you "keep on top of your money"—so you'll always know where it's going and how much you have in your account. The computer will help you keep up-to-date, and let you have *fast* access to the facts you need—when you need them! Don't rely on the bank's computer when you have your own!



BASIC Computer
Language

#3275

Data storage cassettes packed two per package. Stock No. 3317

Educational Tutoring Series

Everyone needs help now and then. Intellivision's Educational Tutoring Series can sharpen and hone your child's knowledge of math, English, and history. Aimed at the child 6 to 13 years, the system can adjust to any skill level, and change the degree of difficulty accordingly. The programs involve both the child and the parent in an interactive format that is both educational and fun.



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 alphanumeric; 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 cassette 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.

MATTEL ELECTRONICS

LIFE STYLE ELECTRONICS....

....ENTERTAINMENT

....EDUCATION

....PERSONAL ENRICHMENT

Richard W. Hoag
V.P. Sales
5150 Rosecrans Ave.
Hawthorne, CA 90250
(213) 978-5193

Bruce Donaldson
Sales Director
5150 Rosecrans Ave.
Hawthorne CA 90250
(213) 978-5189

Buddy Paris
Sales Director
2 Penn Plaza
NY, NY 10021
(212) 594-9400

" TALK TO US WE HEAR THE SIGNALS"

IntelliVision™

Intelligent Television

Growing along with your family's needs

Games • Entertainment • Self-Education

Personal Improvement • Financial Management