

CABLE COMES

ALIVE!

...AND YOU'RE IN THE
CENTER OF THE ACTION!



Subscribing to PlayCable[®] is a very smart move. It's the most intelligent way to enjoy some of the most sophisticated computer games around: Intellivision[®] by Mattel Electronics[®]. When you subscribe to PlayCable, you'll play a terrific selection of 15 games per month for far less than the price you'd expect to pay for a single game cartridge. New games join continuing and returning favorites for great fun — great value!

You, your family and friends will enjoy the playing options of these games. What control! You can steal second base. Coax your horse onward to win. Put the blitz on and sack the quarterback. Slalom through hairpin turns. Wedge your way out of sand traps. Even command armies on land, at sea, and in space. Imagine! Golf when it's cold and rainy. Bowling in the family room! Hockey at 2 a.m.! All these games and more for a fraction of their retail price from the evergrowing, everchanging PlayCable library!

As a PlayCable subscriber, you'll not only receive a starter program kit with overlay cards and instruction books, you'll receive quarterly updates sent directly to your home! The fun just keeps on coming! And we'll be working to make this a super entertainment experience for you. After all, we take your fun very seriously!

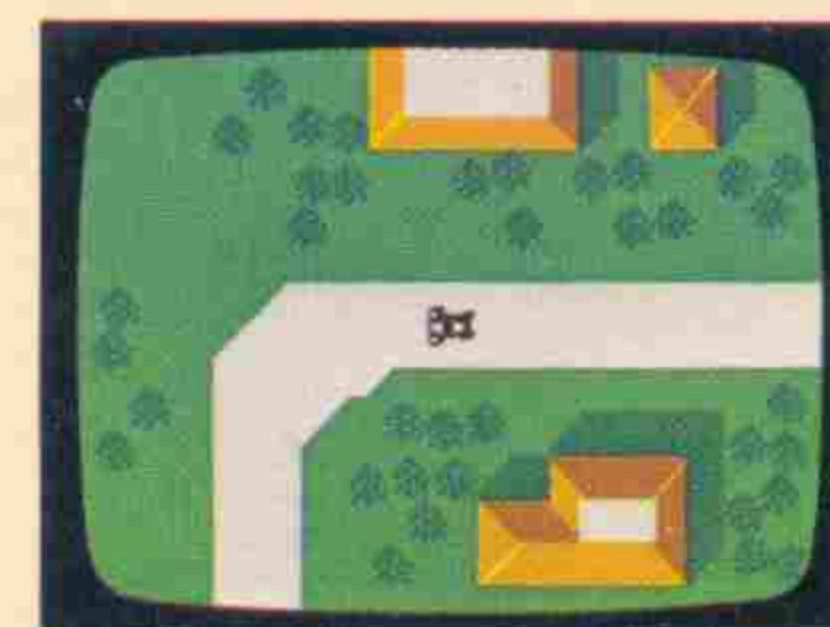
And, if you happen to be reading this and haven't subscribed, you should. It's so simple: just buy the Mattel Electronics Intellivision Master Component, the amazing 16 bit computer brain, and subscribe to PlayCable through your local cable company. All told, PlayCable just may be the greatest entertainment value in America. You owe it to yourself to find out more by calling your local cable system. We've just given you a few good reasons: here are 25 more!

The PlayCable Company

The PlayCable Company



FOOTBALL Your chance to quarterback a championship team! Choose from over 180 plays—it's as much a game of strategy as execution. Full realistic detail and timing.



AUTO RACING Grand Prix style racing on five different tracks, five cars. Race against opponent or the clock. Stay on the right track—or you could wind up in the drink!



BOWLING You choose ball weight, lefty or righty, slickness of alley. Place your bowler, use the arrows to aim, add curve and loft. Great pin action. . .no "gimmies!" Automatic scoring. Form a league!

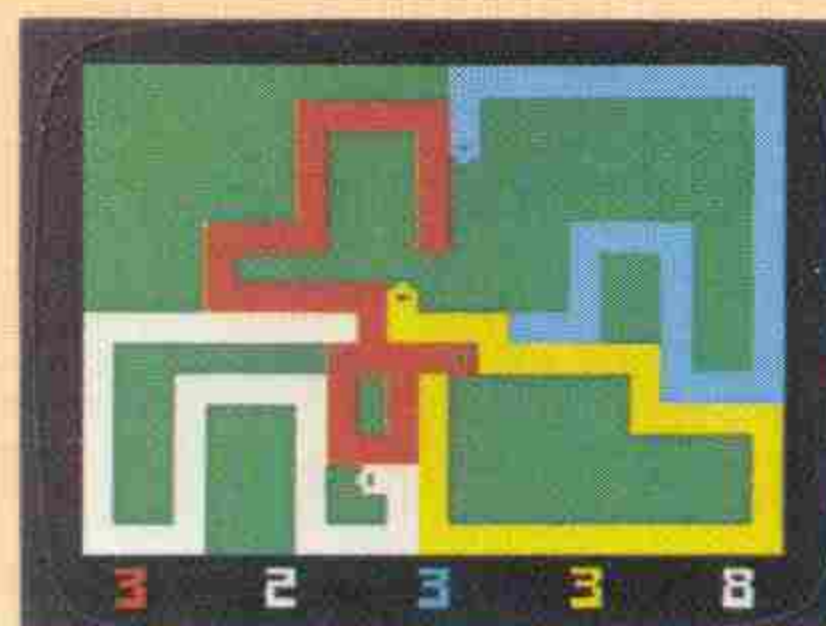
NOW YOU CAN ENJOY THE WORLD'S MOST SOPHISTICATED COMPUTER GAMES



ARMOR BATTLE[®] Hundreds of terrains to conquer as you lay mines, move stealthily through woods, fields, water to blast your opponent! Don't get cornered!



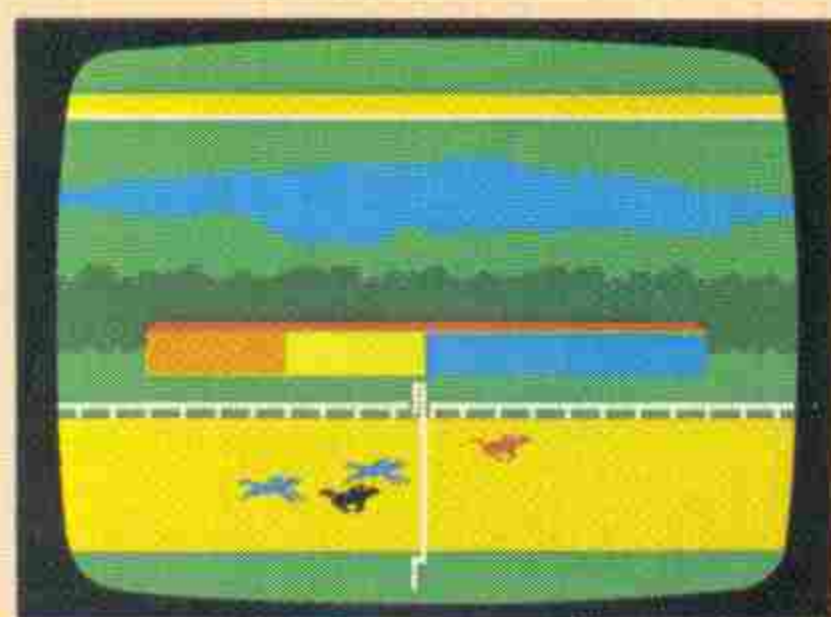
SEA BATTLE[™] You command a fleet of 13 ships—eight different kinds! Set a strategy...lay mines...blow your opponent out of the water with shells, torpedoes, the works! Long range and close-up views. Realistic sound!



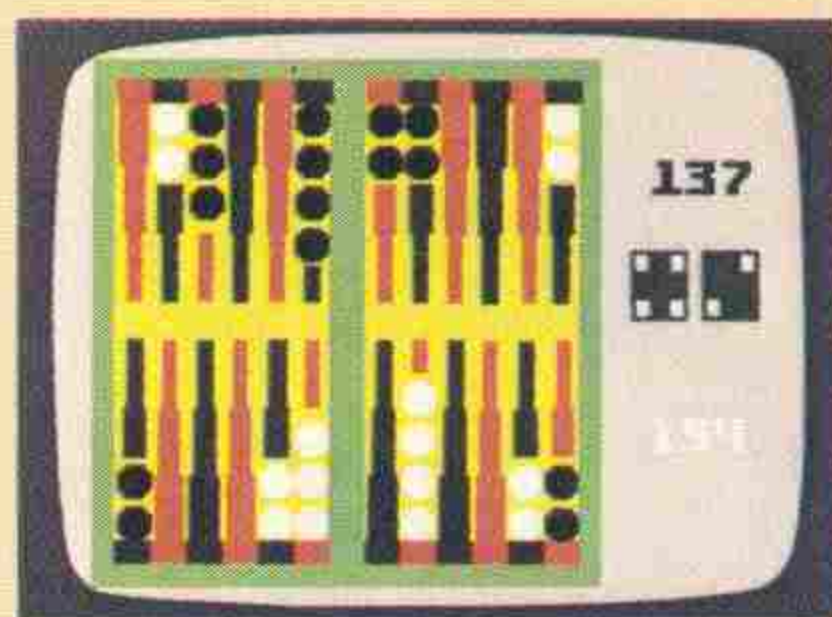
SNAFU[™] You each start off with little lines that start to grow. They writhe and wiggle; you're at the controls, trying to enclose your partner. Hesitate or slip—and you'll be surrounded.



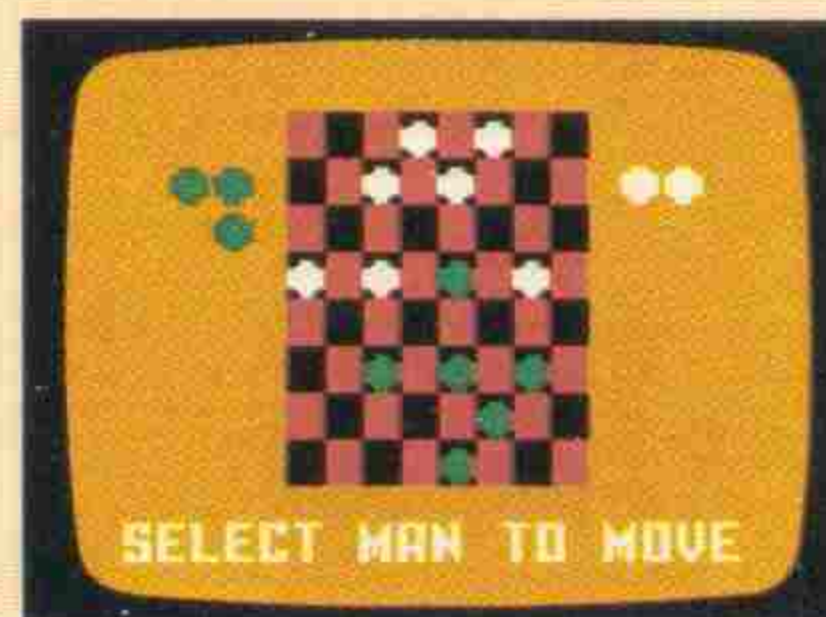
TRIPLE ACTION[™] An arcade full of fun with three classic games! Racing cars, battle tanks, and bi-planes...three times the fun!



HORSE RACING Pick your ponies, then handicap 'em with the tout sheet. Place your pretend bet...coax your favorite along. Bet big, win big—maybe 15 to 1!



BACKGAMMON Play against friends or a cunning computer! Two levels of computer play to hone your skills! Random dice roll, "pip" count appears on screen.

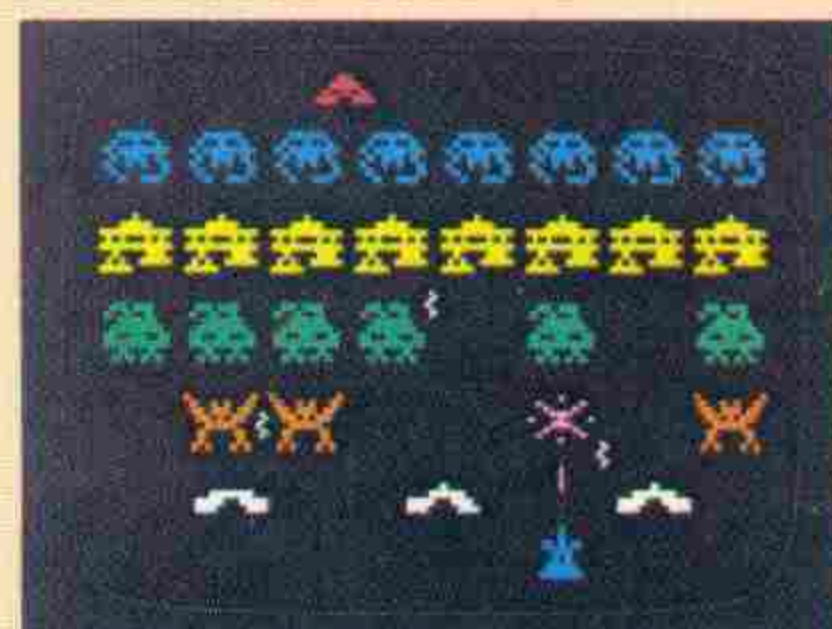


CHECKERS An old favorite is up to new tricks with games you can play against a friend—or the computer! High and low skill levels, "bail out" button lets you ask computer for advice!

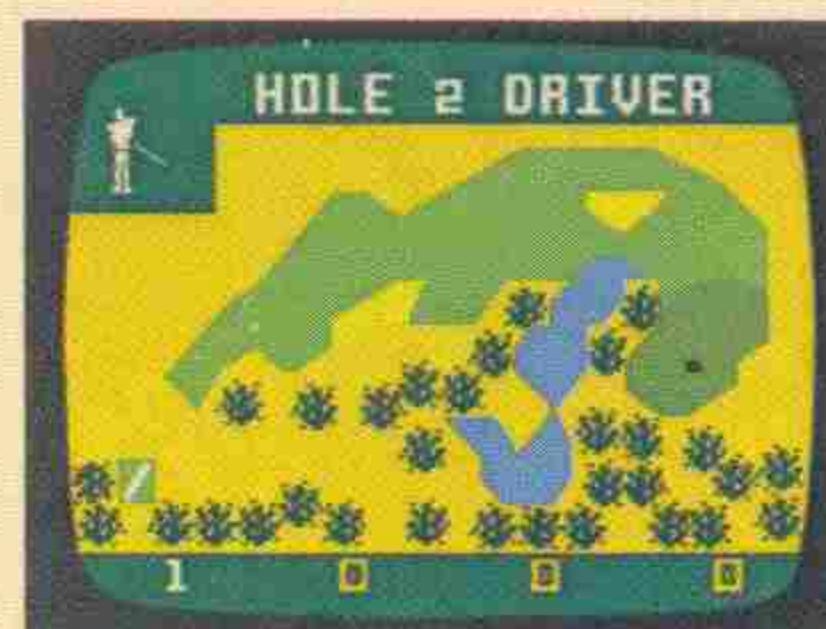
MONTH AFTER
PlayCalc
 THE ALL GAME
HOME TO



ASTROSMASH[™] Intergalactic thrills as you battle aliens and tumbling asteroids. Hyperspace to safety! Unlimited scoring potential, unlimited excitement!



SPACE ARMADA[™] You defend Earth against the unrelenting attack of alien warlords. Wipe out their light brigades, and they'll try guided missiles and even more fiendish devices! Super sound!

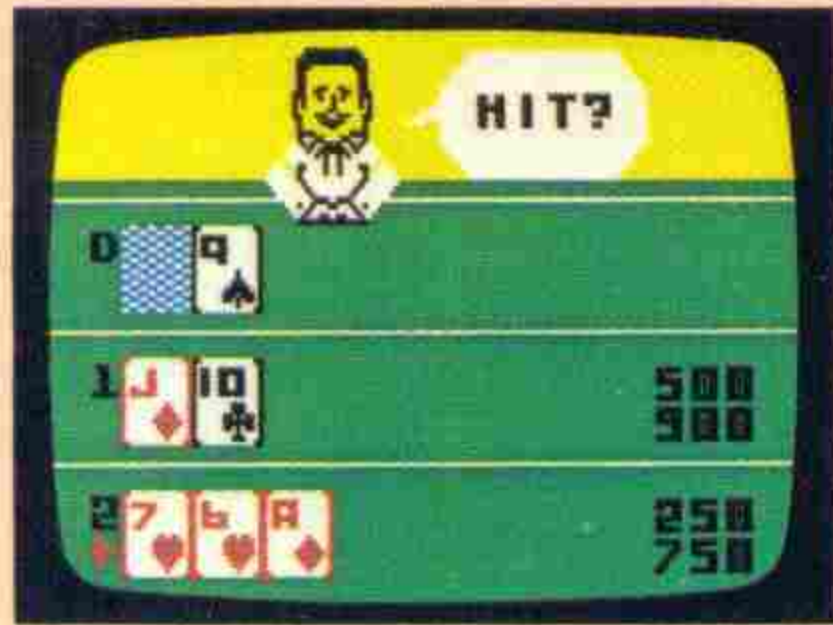


GOLF The thrills and frustrations of the real thing! Water, sand traps, pitched greens. 9 clubs. Hook or slice. Long, medium, short swings. 9 holes. And trees that move from game to game!



***MATH FUN[™]** Math that makes you laugh! Two gorillas race along river bank as players race to solve problems. Increases level of challenge as players are ready for it. Wide range of learning levels.

GAME LIBRARY AT YOUR FINGERTIPS . . . 24 HOURS A DAY . . . OVER CABLE!



POKER/BLACKJACK Play five card stud, draw, seven card stud, black-jack with tough, shifty-eyed dealer! He raises, drops, even bluffs! Double down when you feel hot!



ROULETTE A great party game with all the sound and color of a real casino! Place your pretend bet: be conservative and play the reds, or be daring and play the corners!



SKIING Down the slope you'll go . . . laughing all the way! Jump moguls, edge through turns, race downhill . . . or crash into trees and fall down with knee-wrenching sounds. 15 degrees of slope, two runs.

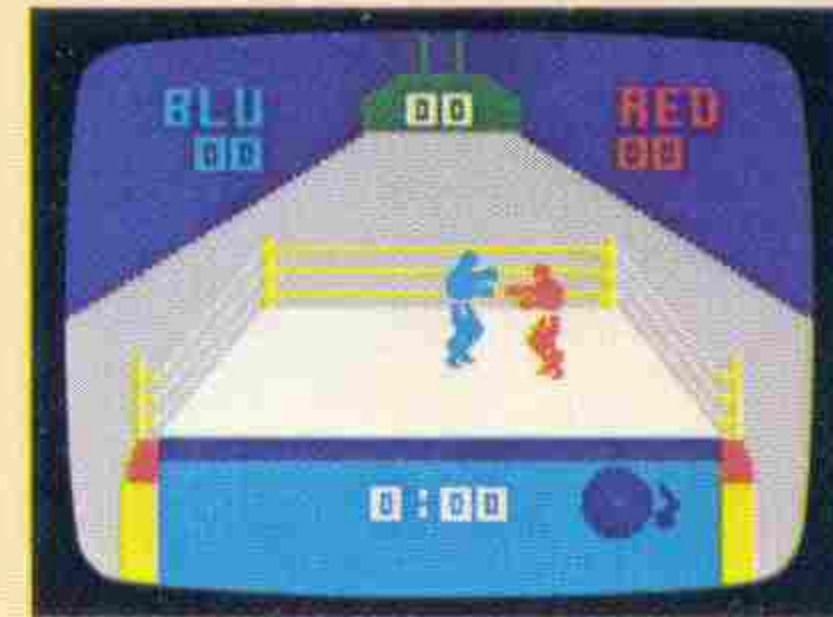


BASEBALL Steal bases, tag men out! Full control of fielding, base running, batting. 16 different pitches! Nine full innings! And wait'll you hear the umpire!

EVERY MONTH, BRINGS THE FUN TO YOU!



SPACE BATTLE™ The armada is closing in on your Mother Ship . . . you're awesomely outnumbered, so you attack in a game within a game. Radar and cockpit views. Super space action!



BOXING Go the distance with lightning fast action. Feint, duck, block, then move in for a quick combination. Takes brains as well as brawn! 15 rounds, KO's, point decision endurance limits.



TENNIS You lob, volley, smash your way to victory with full control of ball placement, velocity, strategy. Full 3 set matches, cheering crowd!



***WORD FUN™** Three fascinating word games: Find a Word, Word Hunt, and Word Rocket—with funny monkeys kids go ape over! A spell-down that entertains as it educates.



SOCCER Everything but black and blue shins! Corner, goal, and free kicks . . . juke, whirl, and pass to teammates. Screen pans for close-up action. Pinpoint passes!



BASKETBALL Pass, steal, rebound, fast break; jump and set shots, block shots. Remarkable realism from jump ball through four action-packed quarters! Even overtime! 24 second clock, too!



HOCKEY Wham! A screaming slap shot whips past the goalie for the score! Face offs, interception, penalty box are all part of the game. You can even trip your opponent!

THE INTELLIVISION MASTER COMPONENT BRINGS YOU ALL THIS FUN BECAUSE . . .

- It's a 16K microprocessor-based unit.
- Hand controllers feature 12-button numeric key pads, four action keys, 16 direction object movement disk for high degree of control of the action.
- Capabilities include 3-part harmony sound, finely detailed graphics, and 16-color palate for realistic and exciting play.
- Teamed with the PlayCable Adapter, it's your cable connection for fun!



PlayCable™
THE ALL GAME CHANNEL