



YOU SAY IT'S YOUR BIRTHDAY?!?

WE'RE CELEBRATING OUR 42nd BIRTHDAY!



Today we celebrate the 42nd birthday of Intellivision!

It was December 3, 1979, when Mattel Electronics released the very first Intellivision console for home use. Intellivision — a portmanteau of "intelligent television" — was a fresh and innovative competitor to the popular Atari 2600, which had been on the market for two years.

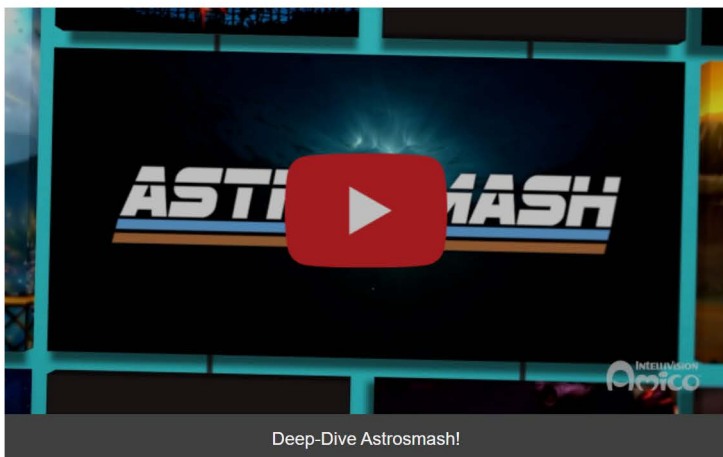
Intellivision's retail price of \$299 (equivalent to about \$1,150 in 2021!) was significantly steeper than Atari's, but the additional cost delivered a more capable console that delivered robust graphics — up to 16 colors could be displayed on the screen simultaneously — and better sound.

The Intellivision controller was also more sophisticated than the 2600's joystick or button controller. Mattel equipped it with a built-in keypad, four side buttons, and a 16-way directional pad. Games were sold with unique overlays that were slid over the keypad for gameplay. And, the console didn't just play games. Intellivision was offered with add-ons that included a voice synthesizer, a computer module, and an adapter that allowed Intellivision to play Atari 2600 games.

More than four decades after our favorite console's first introduction, the team at Intellivision Entertainment is preparing to introduce a new generation to family gaming — Happy Birthday Intellivision!

NEW AMICO DEEP-DIVE SERIES

Following on the heels of our Tank Battle Deep-Dive, join hosts Tommy Tallarico and John Alvarado as we continue our new deep-dive video series with Astromash. The video is packed with history, insight, tips and tricks about gameplay and we hope you enjoy it. Stay tuned for more information on our next installment!



CHECK OUT OUR NEW AMICO SPOTLIGHT!



If you are interested in finding out more about Amico and how it plays, please watch this incredible video from someone who attended our event in Boston a few weeks ago.

OUR BIRTHDAY GIFT TO YOU!

As part of way to celebrate our birthday and as we enter the holiday season, we wanted to extend a 20% discount on our merchandise to you and your family! Take a look at <https://intellivision.com/shop> and use code BIRTHDAY20.

Thanks for celebrating with us!

[Find Out More](#)



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