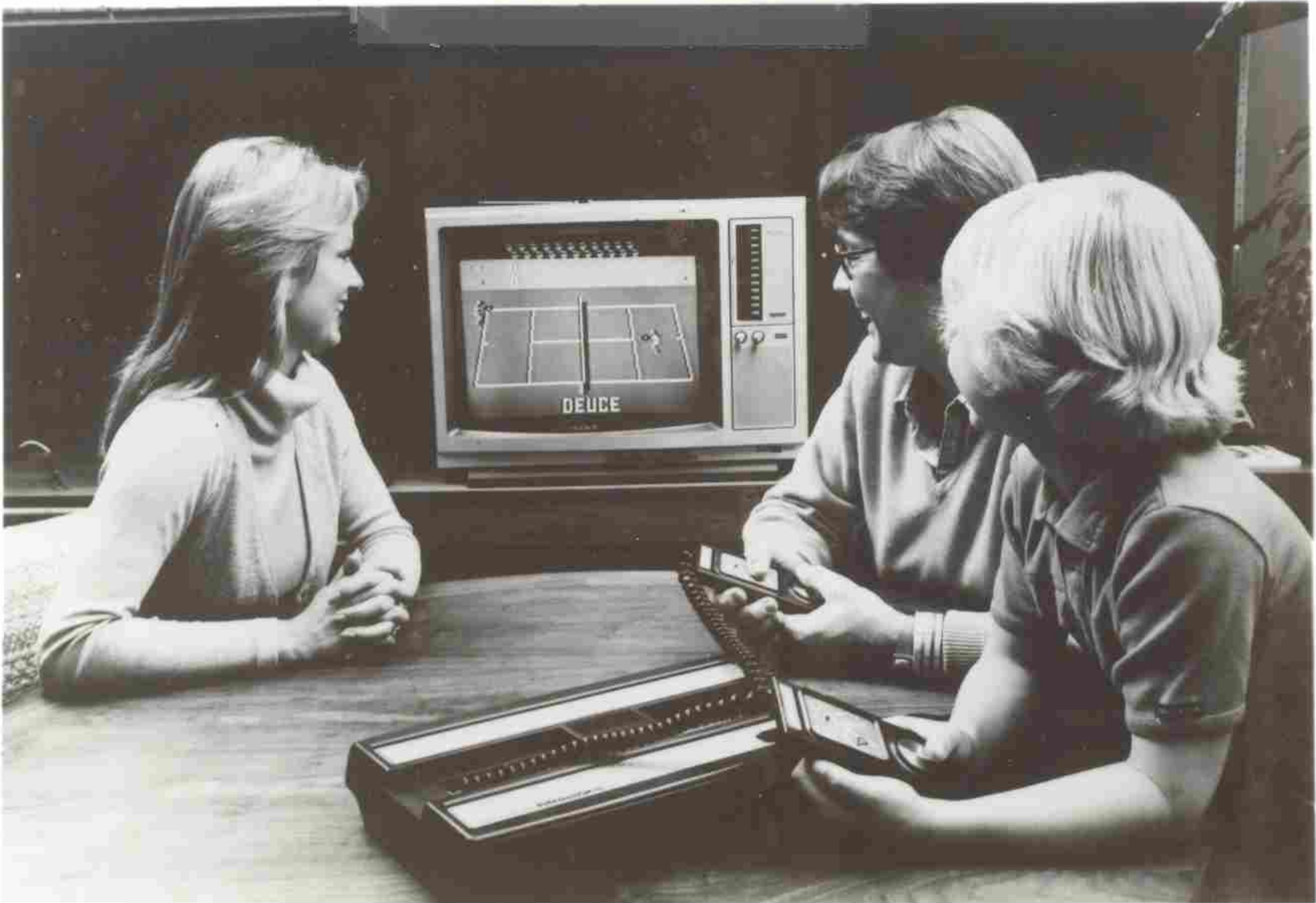


# MATTEL ELECTRONICS®





FROM: Daniel J. Edelman, Inc.  
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FOR: MATTEL ELECTRONICS  
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PHOTO CAPTION

INTELLIVISION<sup>TM</sup> INTELLIGENT TELEVISION -- MATTEL ELECTRONICS

INTELLIVISION<sup>TM</sup> Intelligent Television home computer system. The Master Component is currently available. The Keyboard Component will be introduced in 1981. (Each sold separately).

# MATTEL ELECTRONICS

## NEWS RELEASE

DANIEL J. EDELMAN, INC.  
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FOR IMMEDIATE RELEASE  
February 1981

### MATTEL ELECTRONICS PRESENTS A PREVIEW OF 1981 PRODUCTS

Electrifying excitement is in store for the entire family with the announcement of MATTEL ELECTRONICS 1981 line of products.

MATTEL ELECTRONICS, a division of Mattel, Inc., is a pioneer in the field of electronic games, introducing in 1977 the world's first self-contained, hand-held electronic games -- the highly popular Football and Auto Race.

Four years later, the tremendous growth in MATTEL ELECTRONICS technology is evident in its presentation of 12 new products.

With the 1981 line, MATTEL ELECTRONICS plans to expand its leadership position in the lifestyle/leisure time electronics industry in two major directions.

The first will be the national introduction of the INTELLIVISION<sup>TM</sup> Intelligent Television Keyboard Component (to be available in 1981) which, when combined with the Master Component (introduced in 1980), will create a fully integrated home computer system.

The addition of the Keyboard Component represents a distinct departure from other home computer systems because it offers a library

- more -



of software cassettes which are designed for application by the entire family. The pre-programmed cassettes, requiring no knowledge of computer language, provide the user extensive interaction with the computer.

The full computer system challenges the user to take part in a variety of sports, action and strategy games as well as foreign language, financial management and personal enrichment programs to make life easier, more enjoyable and more rewarding.

The second major direction is the extension of MATTEL ELECTRONICS leadership in the self-contained sports, action and strategy game area.

MATTEL ELECTRONICS will be expanding its leadership position in the sports category with the introduction of three new sports games.

WORLD CHAMPIONSHIP Football and WORLD CHAMPIONSHIP Baseball represent MATTEL ELECTRONICS "state-of-the-art" technology, offering a vacuum fluorescent display using home/visitor colors and realistically shaped players for instant comprehension of the field positions.

MATTEL ELECTRONICS Bowling game introduces a unique mechanical play feature which allows the user to control the movement of the ball by manually tilting the unit.

MATTEL ELECTRONICS has established expertise in the strategy game category with Brain Baffler, Computer Gin and the newest sensation at race tracks throughout the nation, the Thoroughbred HORSE RACE ANALYZER. The technology associated with these games paved the way for the development of TICKER TAPE FEVER, which simulates the

real-life stock market with the players trying to make \$1 million as fast as possible by judicious trading of stock.

Another key entry into the strategy game field is a creative electronic version of the popular role-playing fantasy game, DUNGEONS & DRAGONS.

Following the successful 1980 introduction of Computer Gin, MATTEL ELECTRONICS presents two new electronic versions of age-old favorites -- Computer Backgammon and Computer Chess. Both games challenge even the sophisticated and experienced player to beat the computer, and Computer Chess offers the added dimension of allowing the player to opt to play against either the "thinking" computer or an opponent.

MATTEL ELECTRONICS newest addition to its self-contained action line is I.A.N., the INVISIBLE ALIEN NEUTRALIZER, which combines both imagination and innovation. Designed for the player to search out, detect and neutralize unseen aliens invading the earth, I.A.N. allows the participant to be in motion unlike other self-contained electronic games.

#### PRODUCT DESCRIPTIONS

### INTELLIVISION<sup>TM</sup> Intelligent Television Home Computer System

With the introduction of MATTEL ELECTRONICS INTELLIVISION Intelligent Television Keyboard Component in 1981, the home computer comes of age. MATTEL ELECTRONICS INTELLIVISION Intelligent Television consists of two components which are sold separately. The Master

Component is currently available and utilizes cartridges providing a variety of sports, action and strategy games and learning programs. The five new cartridges to be introduced in 1981 include:

- USCF Chess
- Adventure
- PBA Bowling
- Motocross
- Submarine Battle

The Keyboard Component, with pre-programmed cassettes, will be introduced in 1981. When combined with the compatible Master Component, it will increase the entertainment and educational opportunities of the system. This newly created system invites users to interact personally with the computer. The programs are geared to entertainment, education, personal improvement and financial management. (Cartridges and cassettes each sold separately.)

The cassettes to be introduced in conjunction with the Keyboard Component require no programmer skills or knowledge of computer language. They will include:

- Chartcraft Stock Analysis
- Conversational French
- Jack LaLanne's Physical Conditioning
- BASIC Computer Language -- cartridge and cassettes also work in conjunction with:
  - Checkbook Balancing (under development)
  - Educational Tutoring Series (under development)
  - Crossword Puzzles (under development)
- Super NFL Football (under development)
- Conversational Spanish (under development)

SELF-CONTAINED, NON-VIDEO ELECTRONIC PRODUCTS

SPORTS GAMES

WORLD CHAMPIONSHIP Line

MATTEL ELECTRONICS WORLD CHAMPIONSHIP Football and WORLD CHAMPIONSHIP Baseball may represent the ultimate in technological sophistication for self-contained sports games. The games provide players the exciting challenge, competition and strategy of being the coach on a professional team. They are physically larger than the traditional self-contained sports games and offer the following innovative features:

WORLD CHAMPIONSHIP Football

- Designed for one or two players
- Play against either the "thinking" computer or an opponent
- "Thinking" computer allows player to make all strategy decisions like a real coach, including calling plays and controlling the action of the players
- Realistically shaped and animated players
- Home/visitor color-coded jerseys
- Option to choose from five offensive formations
- Ability to program patterns for primary and secondary receivers
- Passes, interceptions and hand-offs
- Totally self-contained, table-top unit

WORLD CHAMPIONSHIP Baseball

- Four playing speeds
- Designed for one or two players

- Play against either the "thinking" computer or an opponent
- Realistically shaped and animated players with color-coded uniforms. Batter and pitcher are fully articulated.
- Choose the line-up from a 15-man roster (which provides full statistics for each player) or select standard line-up
- Can substitute players, replace pitchers and employ pinch hitters and pinch runners
- Can pick players off bases, throw to other players and lead off and steal bases
- Choice of six pitches
- Choice of three batting strengths
- Sound effects include homerun anthem, outs, end of innings and scoring
- Totally self-contained, table-top unit .

#### Bowling

MATTEL ELECTRONICS self-contained Bowling game simulates the scoring and action of real-life bowling. Key features include:

- Seven levels of game play
- Designed for one or two players
- The built-in "thinking" computer takes into account the angle of the ball to determine the number of pins knocked down
- Ball-throwing is controlled by two side flippers, with hooks and curves effected by tilting the game unit as the ball heads down the alley
- Realistically-shaped balls and pins
- Sound effects signal the ball rolling and the pins dropping
- Totally self-contained hand-held unit



Strategy Games -- Self-Contained

MATTEL ELECTRONICS moves traditional board games into the computer age with two of the first totally self-contained units that combine classic themes and electronic features. Geared to players from the beginner to the expert, Computer Chess and Computer Backgammon include the following unique features:

Computer Backgammon

- Six skill levels for superior game play
- Complete portability
- L.C.D. (Liquid Crystal Display) -- no separate pieces
- Doubling option
- Computer or player input dice roll
- Sound effects integrated with game highlights
- Totally self-contained hand-held unit

Computer Chess

- Four skill levels for outstanding game play
- L.C.D. (Liquid Crystal Display) -- no separate pieces
- Complete portability
- Three playing modes: player vs. computer, computer vs. computer, player vs. player
- Capability to take back previous moves and ask computer's advice
- Player can enter piece positions
- "Save-a-game" option to store in-progress play
- Totally self-contained hand-held unit

TICKER TAPE FEVER

MATTEL ELECTRONICS introduces Ticker Tape Fever, an easy-to-play computer stock market game where the ticker tape never stops until someone's a millionaire. Players of all ages can experience the thrills and excitement of the real world of high finance.

- One to four players
- Simultaneous play -- no need to take turns
- Individual motor-driven electronic ticker tape display
- Individual computer keyboard controls
- "Thinking" computer controls outside economic factors, adjusts prices and dividends, tracks players net worth and all transactions
- Four skill levels offer fun and challenge to youngsters and adults from level one, with basic buying and selling stocks, to level four with short selling, options and the chance to gain control of companies listed on the big board.
- Economic model, developed by a leading economist, simulates real world effects on stock price trends
- Lists real stocks on the New York Stock Exchange from large corporations.
- Table-top size

DUNGEONS AND DRAGONS COMPUTER LABYRINTH GAME

MATTEL ELECTRONICS DUNGEONS & DRAGONS is a fantasy adventure game played on an electronic touch sensitive board. Find and steal the dragon's treasure and you win. It is based on the original Dungeons and Dragons fantasy role-playing game which has become a national phenomenon.

- Computer-generated mazes
- Touch-sensitive electrical switch playing field
- Die-cast game pieces include dragon, treasure and two warriors
- "Thinking" computer controls major aspects of the game
- Electronic sound effects which guide player through the maze are keyed to the individual, the dragon, the treasure and game victory
- Table-top size

### ACTION GAMES

#### I.A.N., INVISIBLE ALIEN NEUTRALIZER

MATTEL ELECTRONICS introduces an incredible action game with I.A.N., the INVISIBLE ALIEN NEUTRALIZER, a futuristic self-contained unit that combines action, speed, imagination and sensory feedback to create an atmosphere of fun and suspense. Earthlings must search and destroy "unseen invaders" from outer space. Among its unique features:

- Active player interaction with environment
- Audio-response game play
- L.E.D. (Light-Emitting-Diode) display window
- Computer-generated random aliens
- Totally self-contained, hand-held unit

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## NEWS RELEASE

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FOR IMMEDIATE RELEASE  
February 1981

### INTELLIVISION<sup>TM</sup> Intelligent Television

Communication between computers and the human beings who operate them has always been in the computer's language. That is, until now.

MATTEL ELECTRONICS has devised a way for people to have their computers and talk with them, too -- the INTELLIVISION<sup>TM</sup> Intelligent Television home computer system.

The INTELLIVISION two-component system converts the color television set into a home computer center with the flexibility to entertain, inform and make life easier for members of the family.

The INTELLIVISION Master Component, currently available, utilizes a wide array of cartridges to provide entertainment and learning experiences.

MATTEL ELECTRONICS has just added seven new games to the growing library of Master Component cartridges. Sea Battle, Auto Racing, Tennis, U.S. Ski Team Skiing, The Electric Company's Word Fun, PGA Golf and Horse Racing are joining 12 existing Master Component games. A Boxing cartridge will soon be available. Scheduled for release in 1981 will be: USCF Chess, Adventure, PBA Bowling, Submarine Battle and Motocross.

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The new Keyboard Component, scheduled to be available in the second quarter of 1981, in combination with the Master Component (sold separately), enables users to "talk" with the INTELLIVISION computer -- in English -- through a variety of personalized, programmed cassettes.

The INTELLIVISION Keyboard Component requires no special programming skills or knowledge of computer language. An easy-to-use, typewriter-like keyboard links the user directly to the computer.

The personalized cassettes designed for use with the Keyboard Component open up a world of computer-assisted learning made more meaningful by the give-and-take interaction between the INTELLIVISION system and users.

INTELLIVISION will also teach conversational French and Spanish, its pre-recorded "instructor" pronouncing each word so students may listen and repeat. A BASIC Computer language cartridge is also planned for 1981 which allows for creating individual programs. For use with the Basic language cartridge, there will be Checkbook Balancing, the Educational Tutoring Series for children six to 13 years of age, which will include math, English and history, and a Crossword Puzzle program.

The Chartcraft Stock Analysis program checks stock market conditions.

Jack LaLanne's Physical Conditioning program custom-tailors exercise plans to fit each family member's needs and goals -- and provides built-in progress reports. And, just for fun, Super NFL Football allows players to be like big-time, professional coaches as they program their own plays into the system before gametime.

The potential for INTELLIVISION will increase year by year as MATTEL ELECTRONICS introduces additional cartridges and cassettes to meet an even greater number of learning, entertainment and organizational needs.

The Master Component, Keyboard Component, cartridges and cassettes are each sold separately.

MATTEL ELECTRONICS, based in Hawthorne, California, is a division of Mattel, Inc., and is a leading manufacturer of fine quality self-contained electronic products in major sports, action, strategy and educational game areas, as well as the INTELLIVISION<sup>TM</sup> Intelligent Television home computer system.

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### FACT SHEET

#### BACKGROUND:

Football and Auto Race became the world's first hand-held electronic games when Mattel, Inc., the leading international toy manufacturer, introduced them in 1977. Their successful sales foreshadowed the growth of the electronic game industry.

Predicting the great public acceptance of electronic games and the demand for home computer technology, Mattel formed a new division, MATTEL ELECTRONICS, in 1978. They expanded their line of electronic games to 10 and began to develop the INTELLIVISION™ Intelligent Television home computer system. MATTEL ELECTRONICS took on undisputed leadership in hand-held sports games and is now presenting personal improvement products, strategy and action games and the two-component INTELLIVISION system.

#### THE PRODUCT:

Self-contained  
games

The new 1981 MATTEL ELECTRONICS self-contained games include the exciting WORLD CHAMPIONSHIP™ Football and WORLD CHAMPIONSHIP™ Baseball. A "tilt" action Bowling game is also new.

These join MATTEL ELECTRONICS highly successful Football 2, Basketball 2, Soccer 2 and Baseball currently on the market.

In the strategy game field, MATTEL ELECTRONICS adds these new entries in 1981: TICKER TAPE FEVER™, and exciting computer stock market game which provides all the thrills of the real



world of high finance; Computer Chess, the classic game with an electronic twist, and Computer Backgammon, the new electronic version with six skill levels of play. MATTEL ELECTRONICS also introduces DUNGEONS & DRAGONS™, a fantasy adventure based on the popular role-playing game that has swept the nation.

Rounding out the new additions for 1981 is I.A.N.™, the INVISIBLE ALIEN NEUTRALIZER™, which allows earthlings to seek out and destroy "unseen invaders" from outer space. It is MATTEL ELECTRONICS contribution to the self-contained action game category.

MATTEL ELECTRONICS currently offers three well-received products: BRAIN BAFFLER™, an intriguing word and number game, COMPUTER GIN™, a challenging card game, and, in the recreational area, the Thoroughbred HORSE RACE ANALYZER helps the player analyze a horse race.

The self-contained games all operate on batteries (not included). Some work with MATTEL ELECTRONICS Super AC Adaptor (sold separately).

THE PRODUCT:  
INTELLIVISION™  
Intelligent  
Television

The INTELLIVISION™ Intelligent Television system consists of two components (each sold separately)--the Master Component (currently available) utilizes cartridges and the Keyboard Component (to be introduced in 1981), combines with the compatible Master Component and uses pre-programmed cassettes. The unit attaches to any color television set and offers a variety of games and services to the consumer. The cartridges range from sports, gaming and strategy to action and children's learning. Many of these are licensed by such organizations as the National Football League and the American Backgammon Players Association.

Cartridges for the Master Component (each sold separately) include:

Major League Baseball	American Backgammon Players Association Backgammon
NFL Football	
Auto Racing	Checkers
Tennis	The Electric Co. Math Fun
U.S. Ski Team Skiing	The Electric Co. Word Fun
PGA Golf	Armor Battle



NASL Soccer	SEA BATTLE™
NHL Hockey	SPACE BATTLE™
NBA Basketball	Las Vegas Poker and Blackjack (packed with the Master Component)
Horse Racing	Las Vegas Roulette

New additions in 1981 will include:

United States Chess Federation Chess	Adventure
Professional Bowlers Association Bowling	Motocross
Submarine Battle	Boxing

The Keyboard Component, available in 1981, enables the user to program individual information into the system on a 60-key typewriter-like keyboard which requires no programming skills or knowledge of computer language.

Cassettes for the Keyboard Component (each sold separately) will include:

Chartcraft Stock Analysis

Jack LaLanne's Physical Conditioning

BASIC Computer Language -- cartridge and cassette also work in conjunction with:

- Checkbook Balancing
- Educational Tutoring Series
- Crossword Puzzles

Super NFL Football (under development)

Conversational Spanish (under development)

RETAIL  
AVAILABILITY:

The INTELLIVISION Master Component and cartridges are currently available at major department and video stores throughout the nation. The Keyboard Component and cassettes will be available in mid-1981. The Thoroughbred HORSE RACE ANALYZER, BRAIN BAFFLER, Computer Gin, Football 2, Baseball, Soccer 2 and Basketball 2 are currently available in the stores, while the new line of self-contained games have targeted introductory dates throughout 1981.

THE COMPANY:

MATTEL ELECTRONICS is a division of Mattel, Inc.  
and is headquartered in Hawthorne, California.

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