The Intellivision™ Intelligent Television System

Intellivision is a system of modularized hardware components and a broad spectrum of software that offers consumers benefits for now and in the years to come.

The heart of Intellivision is the Master Component. By itself it provides a variety of entertainment and game play through the use of preprogrammed ROM game cartridges. These are true to life in visual appeal, simulated sound effects, and variability. Games that challenge both mind and body:

Sport games • Las Vegas games • Strategy games • Action games • Children’s Learning Fun.

The addition of the Keyboard Component expands the system’s capabilities to provide the added benefits of programs in:

Family financial and tax management • Physical health and well-being • Self-education through the use of preprogrammed software featuring an expert consultant who actually talks to the consumer. The user responds in English using a familiar typewriter-like keyboard. There is no requirement for knowledge of a computer language. Truly, a computer for the home.

Intellivision . . . The Future Today!
The Master Component

Designed in a contemporary style of brushed metal with simulated wood-grain finish. Two hand controllers nest neatly in the top with all wires and cables stored out of sight when not in use. This gives the unit a sleek, "clean" appearance compatible with any room decor. Inside is a powerful 16-bit microprocessor, a full range of simulated sound effects including three-part harmony music, a broad color palette, and an extraordinarily high level of resolution.

The game cartridges offer a wide variety of challenging play that generate exciting realism. Many of these games carry impressive licenses like the NFL, NBA, and even The Electric Company. New cartridge introductions will provide ongoing game play value.

#2609

The Keyboard Component*

Adding the Keyboard Component to the Master Component dramatically opens the Intellivision system to a wide variety of educational and informational uses. It places a multitude of home computer applications — inputs and outputs, both digital and audio — at your finger-tips! And, no programmer skills or computer language are needed!

*Available in March

#1149

For color T.V. viewing only.
Master Component Features
Mattel Electronics has engineered a single component that combines keypad, object and action controls.

Input keys with exclusive "overlay" system...
Each game comes with customized printed overlays which fit directly over the keys. Game play without checking the instruction book.

Side mounted action buttons...Each controller has four action buttons—two on each side. For easy use by either right- or left-handed players.

Object control disk...Forget straight line joystick controllers for all time. On-screen objects can be precisely maneuvered in 16 different directions to simulate lifelike 360-degree movement.

Entertainment Networks
An ever-changing variety of play situations and player decisions are yours. No boredom here—whether you play against the computer or another player, there's always a challenge! Five cartridge networks can be used with the Master Component alone or with the Keyboard Component in combination.

Sports • Strategy • Children's Learning Fun • Action • Gaming

The Sports Network

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 first pitch! Play ball!

*NFL Football*®

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.

*Trademark of and licensed by Major League Baseball Corp.*
AUTO RACING

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—watch out for that pothole! Are you in a league with the champions? Find out. Fire up your electronic engine!

TELEVISION

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, even a ball boy to retrieve those strays. It's all here—backhands, forehands, lobs, serves—you name it. You get everything but the sunburn!

Skiing

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!

PGA GOLF

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—wind direction & velocity, distances, pars, club selection, shot direction and scores.

*Trademark of and licensed by Professional Golfer's Association of America

NASL SOCCER

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!

*NASL logo licensed to NASL Marketing, Inc. 1979 used under license

NHL HOCKEY

Welcome to the blazing speed and non-stop action of NHL hockey! Two teams square off on the ice! You're on 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!

*NHL logo licensed to NHL Services, Inc.
BOXING
The supercharged excitement of championship boxing! A clock keeps time, a bell brackets each round, the score is computed as the boxers build points for punches and knockdowns. Can you go the distance?

The Strategy Network

BACKGAMMON
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?

CHECKERS
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!

Children’s Learning Network

MATH FUN
Teaches as it delights! Two kids race their gorillas through the jungle, against animal obstacles and an array of addition, subtraction, multiplication and division problems. Both speed and accuracy count. Computer determines child’s skill level and automatically adjusts problem difficulty.

WORD FUN
Spelling fun for children! Intriguing, multiple-word games that entertain while sharpening spelling skills. Computer determines child’s skill level and adjusts degree of difficulty. It’s the spelldown that educates as it entertains.
**The Action Network**

**ARMOR BATTLE™**

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!

**SEA BATTLE™**

A battle to the end for naval supremacy! You and your rival Admiral deploy your fleets to defeat the other's navy. Home ports and land masses are captured, ships are scuttled, supply lines are severed! Randomly generated oceanic maps represent new seas that demand deft, tactical maneuvering.

**SPACE BATTLE™**

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.

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**The Gaming Network**

**POKER & BLACKJACK**

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.

**ROULETTE**

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 & 'round she spins! The electronic croupier gives you the news — good or bad!

**HORSE RACING**

Just like a day at the races! You watch the parade. 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 longshot!
Keyboard Component Features
The Keyboard Component, when added to the Master Component transforms Intellivision into a simple-to-use home computer.

The Keyboard Component features an easy-to-use, 60-key, typewriter-like keyboard with microprocessor control. A tape cassette mechanism accepts preprogrammed materials. There is also a microphone for programs involving the spoken word.

Personal Computer Networks
The networks, represented by an on-going series of cassettes, are programmed with both digital and full audio capabilities. They provide a wide latitude of materials that educate and instruct.

Financial — Personal Improvement — Self Education

Financial Network

1980 FEDERAL INCOME TAX PREPARATION

1980 FEDERAL INCOME TAX TABLE OF STANDARD DEDUCTIONS

A. MEDICAL
B. INTEREST EXPENSE
C. CONTRIBUTIONS
D. SALES TAX

J.K. LASSER'S *1980 FEDERAL INCOME TAX PREPARATION


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STOCK ANALYSIS
LAST WEEK'S PRICE FLUCTUATION INDICATES A GOOD INVESTMENT OPPORTUNITY

STOCK ANALYSIS
Buying? Selling? Watching the Big Board? If so, you need the counsel of this electronic broker! It will chart your stocks, enter their daily changes, record the Dow Jones Industrial Average. It will calculate weekly gains and losses. Using "technical analysis" the computer will advise you which stocks are good buys, just like a broker. You make the decisions.
JACK LaLANNE’S PHYSICAL CONDITIONING
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.

SUSAN’S ASTROLOGICAL FORECAST
CAPRICORN DEC 22 – JAN 19
DATE OF BIRTH
PLACE OF BIRTH
TIME OF BIRTH

JEANE DIXON* ASTROLOGY
Determine your personal horoscope—accurately, scientifically! World famous astrologer & prognosticator, Jeane Dixon, has recorded information for your entertainment that will allow you to calculate cycles, planet conjunctions and their influence upon relationships, finances, health, love, careers, etc.

WEIGHT LOSS PROGRAM
1. DURING THE 24 HOURS RECORD, YOU BURNED 600 CALORIES MORE THAN YOU TOOK IN.
AT THAT RATE YOU ARE LOSING 1.4 POUNDS PER WEEK.
FOR BETTER NUTRITION YOU SHOULD EAT 2 MORE SERVINGS FROM FRUIT AND VEGETABLE GROUP.

DR. ART ULENE* WEIGHT LOSS PROGRAM
Here’s weight loss through behavior modification, the only real way to take pounds off and not put them right back on! Also, watch your weight while maintaining healthful nutrition! You tell the computer what you eat and how much, what your physical activity is like. Computer will assess your progress and advise you how to count those calories!

GUITAR CHORDS
POSITIONING FOR THE "E" CHORD

GUITAR LESSONS & MUSIC COMPOSITION
Learn guitar and music composition at home! Just like a private lesson! Your computer-teacher will instruct you regarding fingering, fretting and all the other essential elements of beginner’s guitar. Also, you’ll learn the basics of musical composition—harmony, notation, melody and rhythm. Compose three-part harmony songs, right on the computer! A world of musical magic at your fingertips!

SPEED READING
Greece has the happy faculty of living exposed to the world exposed to all time. At first glance one is tempted to believe he sees clear through, and one jumps backward over the ages with seeming ease. Gradually, however, one loses this insight, or rather, what at first seemed so clear and evident suddenly grows murky and mysterious. Who were those people we call the Greeks? Were they really one with the extraordinary myths and legends attached to their name? Could they possibly have accomplished all the wonders, the miracles, with which they are credited? Why, amidst idyllic surroundings, did they make of their

REpondez, Oui...
Advertising and Promotional Support!

Mattel Electronics will cover the market place with a bold, broad and sophisticated support campaign.

**TELEVISION SATURATION**

Sales generating, 60 second network television commercials will reach millions of potential buyers.

High-impact television schedules will expose the prime time viewer to Intellivision — motivate him into your showroom.

Spot television will be leveled at the Big Dollar target markets.

**MAGAZINE COVERAGE**

Three page ads will alert, inform and intrigue the consumer about the exciting potentials of Intellivision.

Each ad will carry a Toll Free Number that the customer may call to easily locate your store.

Ads are scheduled to run in major publications like: Time, People, Newsweek, In-Flight Magazines.

**DEALER LEVEL AD ASSISTANCE**

Substantial co-op advertising funds, ad mats and slicks to every dealer.

**IN-STORE SALES STIMULATORS**

Unique demo display unit, with a special demonstration cartridge.*

Carousel type counter merchandiser that handsomely displays all software programs.*

Full color consumer brochures.

To assure complete product knowledge, Mattel Electronics will organize and support training sessions for your store personnel.

*Minimum purchase necessary
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.
Growing along with your family’s needs.

GAMES • ENTERTAINMENT • SELF-EDUCATION • PERSONAL IMPROVEMENT
INDIVIDUAL & FAMILY INFORMATION PROCESSING

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