

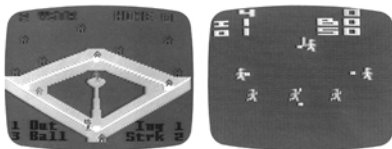
WELCOME TO THE 1980s . . .

TWO PICTURES ARE WORTH A THOUSAND WORDS.

Alert us, Intellivision? Nothing I could say would be more persuasive than what your own two eyes will tell you. So compare for yourself! Come for game, feature for feature. I think you'll find Intellivision is clearly superior.
—George Plimpton—

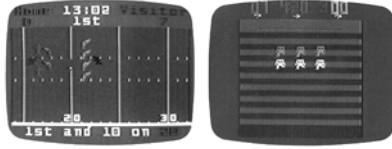


ATARI® HOME RUN™ BASEBALL **INTELLIVISION® MAJOR LEAGUE BASEBALL™**



88% Preferred Intellivision! 2% Preferred Atari!

APPARENTLY, GEORGE PLIMPTON ISN'T THE ONLY ONE WHO CAN SEE THE DIFFERENCE.



75% Preferred Intellivision. 2% Preferred Atari.

“EITHER THIS IS THEIR BEST SPACE GAME EVER, OR MY LIVING ROOM IS GOING 165 MPH!”



STAR STRIKE™

Presenting Star Strike! The exciting new space game with brilliant colors, gripping tension, and special effects so realistic they appear three-dimensional. Compare it to other space games. We think you'll agree that color, excitement and special effects make Intellivision® Star Strike the clear winner.

MATTEL ELECTRONICS®
INTELLIVISION®
Intelligent Television



NOW YOU CAN TELL THE DIFFERENCE BETWEEN INTELLIVISION AND ATARI WITH YOUR EYES CLOSED.

The difference has always been easy to see. Intellivision has brilliant graphics, lifelike figures and realistic gameplay. Intellivision has the hand controller with 16 positions. The Atari VCS has a joy stick with only half as many.

The Intellivision system is expandable. But now, the difference is even more obvious. In case you haven't heard, Intellivision actually talks.

It's true. Just attach the new Intellivoice® voice synthesis module. Plug in any one of our new talking cartridges. Then, concentrate on the visual action. While Intellivoice gives you up-to-the-second verbal status reports, feedback, and instructions which are essential to your game strategy.

Voice is just one innovation, though. If you like arcade maze games, you'll love new Lock 'N Chase! And wait until you see Night Stalker, with its relentless one-eyed robot.

Of course, your dealer can show you the difference between Intellivision and Atari. For your nearest dealer, call toll free 1 (800) 323-1715. In Illinois, 1 (800) 942-8881. Or shut your eyes, and let Intellivision speak for itself.

MATTEL ELECTRONICS®
INTELLIVISION®



Mattel Electronics: We've got the most going for you.

1983 was a tough year for all of us, but judging from the last three months, 1984 promises to be better.

In October 1983, we began a powerful, well-integrated marketing program. It combined hand-billing advertising with a process software promotion. The results were strong. Intellivoice® Master Component and software sales, reminiscent of the good old days.

For 1984, we're continuing the momentum with new software technology that will establish us as a leading innovator in the industry. Plus our great selling arcade games.

games, SuperTime™ and Bump 'N Jump™ in Concoction™ software and expanding our offering for Apple® and IBM® PCs.

There is also the Intellivision II and the new System Changes. Together they play more games than any other system. The most games. The best selling games.

And that's not all. We've turned a great game playing system into an even greater entertainment system. A Computer Keyboard and a Music Synthesizer. And we're not just making progress. We're making statements.

We've got the software and the hardware to put you ahead of the game. And we're planning high powered advertising and promotion programs to keep you there. This year we're got everything going for us, and everything going for you.

See us at **WCES Booth 623.**

MATTEL ELECTRONICS®
INTELLIVISION II
IT'S GOT THE MOST GOING FOR IT



INTELLIVISION™

INTELLIVISION PRODUCTIONS INC.

The classic 1980s video game system, now for play on your PC or Mac!

Intellivision Lives!



Arcade • Sports • Strategy • Space • and More!

OVER 50 CLASSIC GAMES!

Intellivision has been brought back by the original programmers — members of the world-famous **Blue Sky Rangers!** We've dug into our personal archives to uncover never-before-seen treasures. **Intellivision Lives!**, a CD-ROM collection of around 70 released and unreleased classic games, is available now for PC and Mac. Later this year, **Activision, Inc.** will release **Intellivision Classics** for **PlayStation®**. And soon we'll release **Intellivision Lives! Volume 2** for PC and Mac, featuring Intellivision games first released by Activision and Imagic. We're **Intellivision Productions**, dedicated to the preservation of videogame history because, well, we were there.

www.intellivisionlives.com