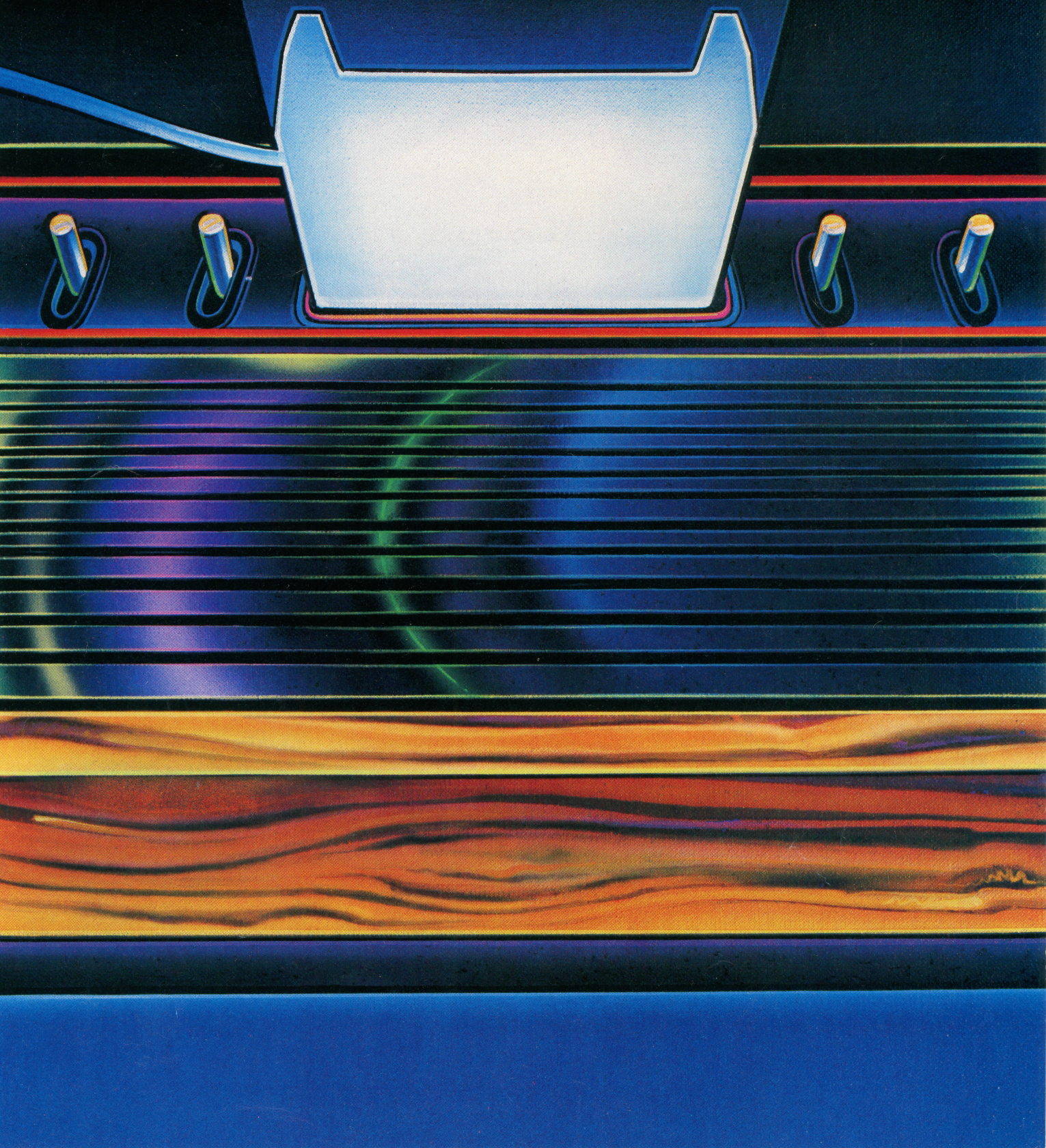


**INTRODUCING
THE GREATEST THING TO HAPPEN
TO VIDEO GAMES SINCE
THE JOYSTICK.**



GAMELINE™

GameLine brings an endless stream of video games into your home. Through your telephone! The latest and the greatest, plus previews of tomorrow's hottest games that aren't even in stores yet—for about the cost of just two game cartridges.

Connect the GameLine Master Module™ and you've added a whole new dimension to your video gaming for about 10¢ a game.

It's simple. Just insert the GameLine Master Module into your Atari® VCS 2600™, Sears Video Arcade™, ColecoVision™ (with Expansion Module #1), or Coleco Gemini™ and hook it up to a telephone. After registering on our toll-free number, you become part of the first and only complete home video game network of its kind.

Simply use your joystick and fire button to enter your personal identification number and to select a game



from the dozens available. Then play until your thumbs are sore. Your games will be automatically charged to your credit card at \$1 for about 10 plays. You can play for up to an hour or more, depending on the game and your skill. If you're *really* good, you can play a game all day!

Zap monsters your friends haven't even heard of.

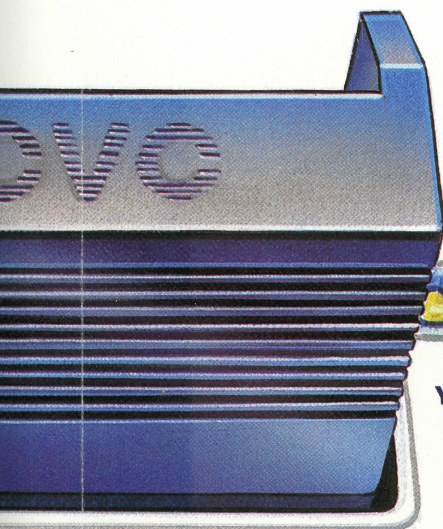
With GameLine, you can play games so new they aren't even in the stores yet. You'll get 'em *before* they're hot. And have them mastered before your friends can play them once. Or you can give games a "screen test."



Try them at home so you'll know what to look for in the store.

Think you're pretty good because you can roll three games? Try rolling *dozens*! Pick from a variety of categories: Action, Classics, Sports, GameLine's Top Ten, Adventure, Education, Strategy and more. Play them all! We plan to introduce at least six new games every month. So if the maze craze turns into the space race, GameLine will keep you ahead of the game. 24 hours a day. 365 days a year.

Plug your Atari® VCS 2600™ or VCS™-compatible game system into the first nationwide network of video games, competitions, prizes, and much more.



You're the best gamer on your block. But how do you rank in the country?

The GameLine network gives you the chance to compete against other GameLiners anywhere in the country.

There are two GameLine contests every month. You can enter your best scores and see instantly how you rank locally, regionally—even nationally. Then, if you're a master zapper, you could compete in the Regional Play-offs or the World Video Championship and win terrific prizes like free play, arcade games, special t-shirts, audio/video gear, home computer systems, and even sports cars, or a full 4-year college scholarship.

It's the ultimate challenge. Find out how good you *really* are.

GameLine lets you play games as you've never played them before.

Q & A for Parents and other Payers:

Q: What does it take to become a GameLiner?

A: Just a GameLine Master Module, a television, a telephone outlet, a VCS-compatible game system, a major credit card, plus a raging mania for video games (Know anyone like that?). We'll supply the rest.

Q: Will my phone be tied up during play?

A: No way! After the selected game has been transmitted to the memory bank in your Master Module, the phone is free again. The whole process takes less than a minute. And all GameLine calls are either local or toll-free.

Q: How much will GameLine *really* cost me?

A: As part of our limited Charter Membership offer, the GameLine Master Module is being made available for \$49.95. There will normally be a \$15 one-time membership fee that you, as a Charter Member, won't have to pay if you order now. All games are charged to your credit card on a pay-per-game basis at about 10¢ per game, or \$1 for up to an hour or more of play. A skilled player may be able to play a game all day! Contest games also cost \$1, plus there's a 50¢ charge to enter a score.

Q: What's to stop my family from running amok, charging games on my credit card?

A: Have no fear! You can limit the amount of money your family spends GameLining by establishing a weekly credit allowance for each family member. Only you can adjust the credit allowance with a toll-free call.

Q & A for Players:

Q: How do I get instructions for all the new games GameLine offers?

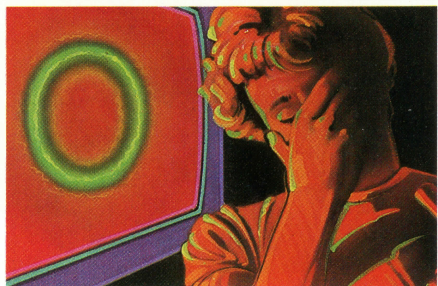
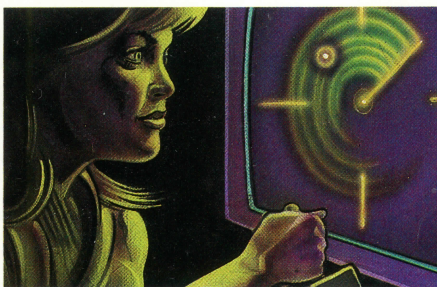
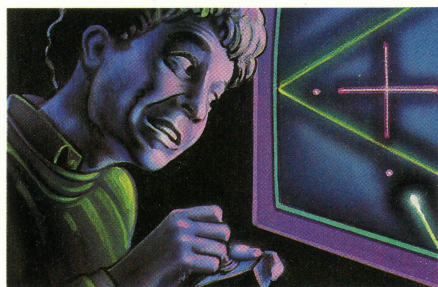
A: Instructions for the six or more new games we plan to introduce each month will appear in *GameLiner Magazine* which you get free for your first year as a Charter Member. (A \$24 value.) You'll find instructions for all other games in the Master File which we'll send you when you join.

Q: What'll happen if I *don't* join GameLine?

A: Eventually, you'll be the only one on your block without GameLine. Your friends will have mastered new games before you even hear about them. Are you willing to take that chance?

Q: All right, all right. How can I try GameLine in my own home?

A: Turn the page.



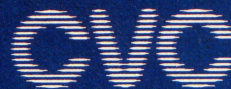
CALLING ALL MAZEMASTERS, DRAGONSLAYERS, SPORTS FREAKS, LASER BLASTERS, STAR PILOTS, AND JOYSTICK JOCKEYS.

Become a Charter Member of GameLine.™

For just \$49.95 you get:

- 30-day home trial of Master Module™. Satisfaction guaranteed or your \$49.95 back. Pay only for the games you play.
- Membership fee waived. A \$15 savings!
- \$25 worth of free play time.
- Free one-year subscription to *GameLiner* Magazine, the official GameLine monthly with a complete games directory, new game instructions, scoring tips, interviews, contest information and more. (A \$24 value.)
- GameLine Master File of game instructions.
- Voting membership in the GameLine Academy of Video Arts.
- Official GameLine Poster.

This offer is limited to the first 10,000 who qualify. So be the first to play the best. Join GameLine today. For credit card orders only, call our toll-free hotline: 1-800-CVC-2100. We'll handle the rest. Or, if you want to practice your penmanship, send in the coupon.



CONTROL VIDEO CORPORATION

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Mail to: **GameLine™ CONTROL VIDEO CORPORATION**
8620 Westwood Center Drive, Vienna, VA 22180

I want to be the envy of my neighborhood. Send me the GameLine Master Module and make me a Charter Member for \$49.95 (plus \$5 for shipping and handling. Virginia residents, add 4% sales tax.) Offer limited to residents of continental U.S.

Name

Address

City State Zip

Phone: Area Code Number

Payment: ☐ Money Order ☐ Check (Make payable to CVC-GameLine. Sorry, no COD's.)

Please note: Although we will accept personal checks or money orders for the Master Module and Charter Membership, use of the GameLine system requires a major credit card.

Charge to: ☐ MasterCard™ ☐ VISA® ☐ American Express®
☐ Diner's Club® ☐ Carte Blanche®

Account No.

Interbank No.

(MasterCard) (Small number immediately above name)

Expiration date

Please allow 4-6 weeks for delivery.