

WE KEEP ON  
SELLING YOU

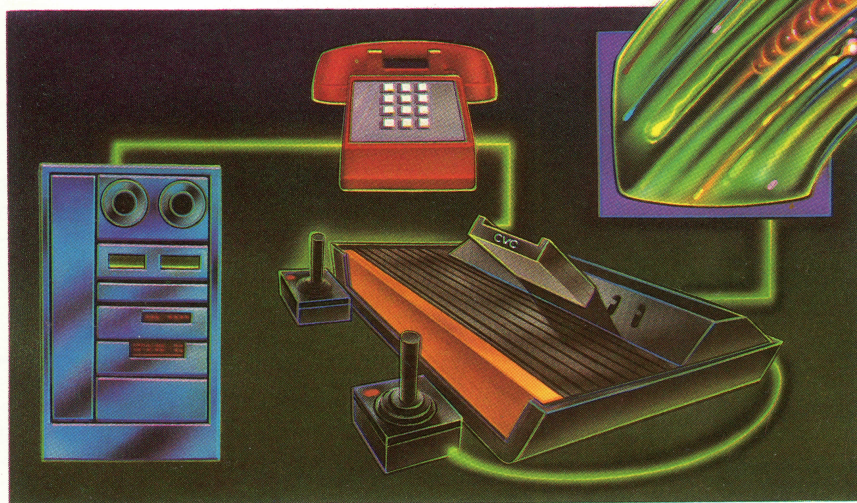
YOUR  
STORE  
MESSAGE

INCREASED TRAFFIC  
TREMENDOUS CONSUMER ENTHUSIASM  
ACCELERATED SOFTWARE SALES  
PROFITS! PROFITS! PROFITS!

# GAMELINE™

## THE TELEDelivery SYSTEM BUILT WITH YOU IN MIND

DOWNLOADING! ELECTRONIC DISTRIBUTION!  
Everyone's talking about it. Now, you have an opportunity to be part of it and make it work for you. That opportunity is GameLine—the first interactive telecommunications delivery system for video games, videotex and other software to the 12–15 million Atari® VCS™ and VCS™-compatible video game consoles already in homes across the country. It's the teledelivery system built with you in mind. Games are only the beginning. When today's joystick jockies turn into tomorrow's information "junkies"—you'll be there to profit.



### HOW GAMELINE WORKS

- GameLine dealer buys and registers his Master Modules.
- Consumer buys Master Module and calls GameLine Customer Service toll-free on

**1-800-CVC-2100**

to register and begin service. Registration requires a one-time fee.

- For his registration fee, the customer receives a Master File of game instructions for games on the system and a one-year subscription (\$24.00 value) to GameLiner Magazine.

### WHAT GAMELINE REQUIRES

- The Master Module, which consists of an auto-dialer (both tone and rotary), an integrated 800–2000 baud adaptive speed modem, digital interface, 8K RAM memory bank and battery-powered CMOS memory . . . and which plugs into . . .
- A standard Atari® 2600 VCS™ or VCS™-compatible game console (exactly like a standard game cartridge) and is also connected to . . .
- A standard telephone via a modular jack.
- A standard television set.
- A major credit card.

- After registration, the first time the customer uses GameLine, his Master Module is automatically downloaded with his permanent account number, personal identification numbers (PINs), and credit limits for each member of his family, as well as local auto-dial access number and back-up INWATS number.
- Prior to each session, the GameLiner is led through a series of screens, all changeable on-line, to determine choice of game or videotex service.
- Once the game or service is selected, GameLine's host computer is automatically called (consumer does no telephone dialing), and the software is downloaded in less than a minute into the Master Module on a pay-per-play basis. The phone is never tied-up for more than a minute.

# YOU SELL US . . . WE K

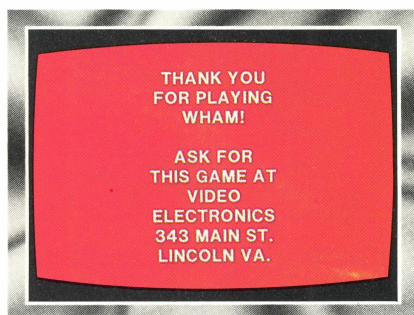
It's more than a catchy slogan . . . it's a fact. The Washington Post suggested that " . . . GameLine could be the most successful consumer electronics product launched this year."

Quite frankly, we're flattered. We know that GameLine is exciting . . . irresistibly innovative . . . and timely. We also know that to turn the "could be" into "is" depends a great deal on you—the video game and consumer electronics distributor and dealer.

And the way we figure it, if we're going to offer your customers a breathtaking new product—we damn well ought to try first to get a few gasps of joy out of you (okay, maybe a smile . . .) with a distribution and sales support program as unique as our product.

You'll play a major role in GameLine—a continuing role—because GameLine is, in fact, more than just another high-tech product. It's a whole carefully designed system—designed from the chips up, with you in mind. It's a service that keeps working for you, long after you've sold a Master Module.

## IT WORKS FOR YOU

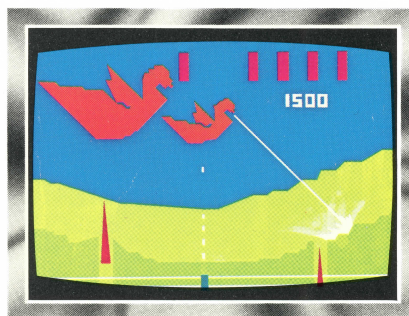


First of all, you may have noticed a store sales message screen on the inside cover. With our state-of-the-art technology, we actually put your store sales message on your customer's TV after each and every game session.

With every Master Pak of Master Modules you buy (six to a Master Pak) comes a self-addressed, pre-paid postcard with the serial number of each Module. Put your store stamp on the card and mail it back. Our computer does the rest—matching Master serial numbers (and stores) with purchased and registered Master Modules.

Once you sell a Master Module, your customer will never forget where he bought it. Or where he can buy his game cartridges and accessories!

Our research shows that GameLine is not viewed



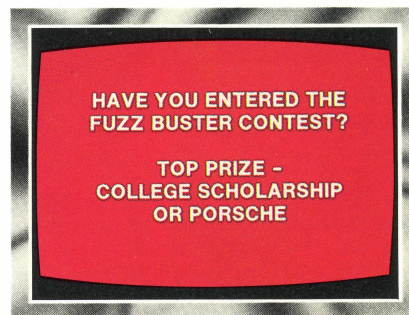
GameLine will not only stimulate new cartridge demand but also can extend the market life of older

by existing game buyers as a displacement for cartridges. On the contrary, they look upon GameLine as a way "to try, then buy."

With two contests a month and "sneak previews" of games just coming on the market

games as well. At \$1.00 for a regular or contest game session, it's likely that if a GameLiner enjoys a game or wants to practice for a contest, he'll buy the cartridge—from you!!

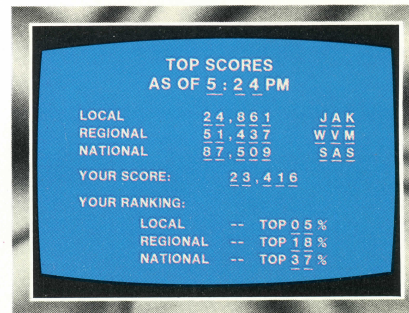
## INCREASED STORE TRAFFIC



And just to make sure your GameLine customer keeps coming back, each Master Module Master Pak also carries six GameLine Video Game Master Certificates and stickers. Here's how they work:

The first time your customer scores in the top 50% of any monthly contest, we send him a postcard directing him to pick up his Certificate at your store.

Every time he makes it into the top 50% thereafter



(a total of 12 times), he is asked to come back to get a colorful sticker put on his Certificate. Talk about building store traffic and repeat business!

## PROMOTIONAL SUPPORT

Until we reach full national distribution, we'll be tagging our print, cable and broadcast ads with a toll-free 800 number to be called for the GameLine dealer nearest the interested consumer. Being a Gameline dealer, you'll get that referral!



# KEEP ON SELLING YOU

For video game buyers, there's the GameLine Buyer Preview Program. We provide the Master Modules to qualified buyers. Our game manufacturer partners will subsidize the service—and video game buyers get a chance to see and play pre-release games in the comfort and privacy of their offices or even their own homes.

You'll also be able to advertise directly to your local GameLiners via MailLine™, a companion "electronic mail" service. Everyone likes to get personal mail, and MailLine makes for irresistible reading—and the most cost-effective direct advertising medium possible.

For national, and eventually regional, advertising, there's GameLiner Magazine, which every GameLine household receives monthly with instructions for all new games, contest rules and prizes and much more.

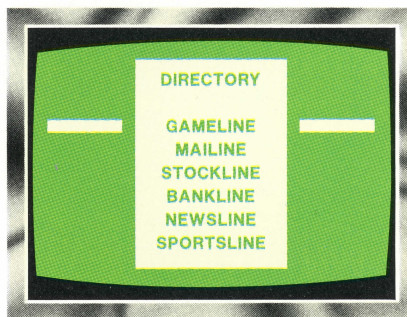
And these are just the fringe benefits of selling GameLine and the Master Module.

The Master Module itself couldn't be easier to buy, display, demo and sell. It comes in shippable Master Paks with six Master Paks to a Master Carton. It's a single SKU in a dramatic, eye-catching box (rackable) that has "high-tech quality" written all over it. And this single unit is compatible with the Atari® VCS™ or other

VSC™-compatible game systems, including Coleco-Vision™ and Intellivision™ (with VCS™ adapters).

Colorful advertising that sells the GameLine story in highly-targeted fashion to kids, older video game "buffs" and the all-important heads of household, will generate the walk-in interest. In addition to a co-op advertising and promotional allowance, distinctive P-O-P material aimed at both the "players" and the "payers," together with a self-contained demo Master Module (for qualified dealers)—requiring only a VCS™ or VCS™-compatible game console and standard TV—will close the sale with a resounding ring of the cash register.

## EVEN MORE NEW CUSTOMERS!



We also plan to offer a wide range of non-game services in addition to GameLine and MailLine™:

SportsLine™, StockLine™, NewsLine™, home banking via BankLine™ and InfoLine™ among

others. And that means even more new customers for your Master Modules and game consoles. With the Master Module, your customers can turn their inexpensive game consoles into sophisticated communications terminals!

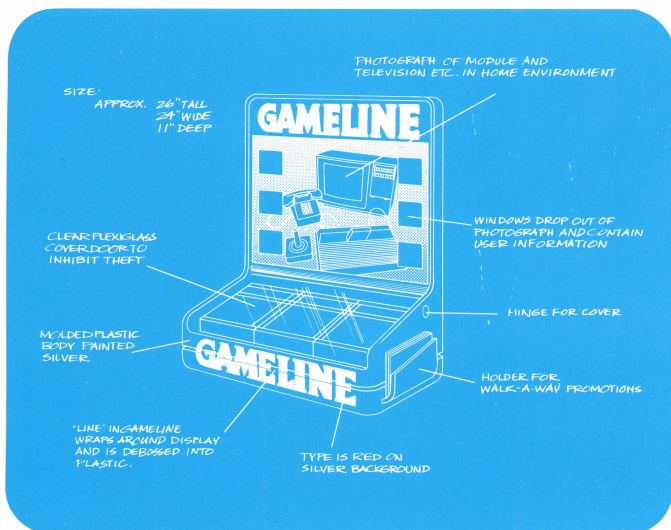
## LAST & BEST!

**Not only will GameLine attract new customers and keep them coming back—but you'll also get in on the action even when they're home, playing!**

**Qualified GameLine distributors and dealers will receive what is truly a first in electronics industry: a continuing revenue stream from every Master Module you register and sell! To be specific—we're talking 2.5% for dealers and 1.0% for distributors out of every paid game session from every Master Module they sell. That could mean an additional profit of up to \$100,000 or more!**

**As we've said, GameLine is more than just a product. It's a total system that keeps on working for you! With a lot of smart dedicated people and a one year warranty to back it up.**

**Join us. Together we can turn what The Washington Post said "could be" the most successful consumer electronic product introduced this year, into the most successful consumer electronic product of the decade!**



Artist's Conception

# "THE CONSUMER ELECTRONICS PRODUCT OF THE DECADE"

## CONSUMER BENEFITS

- Large selection of video games available each month (50+), including currently popular, classics, new games and "sneak previews" of games just coming on the market—all available "by phone" in the comfort of one's own living room.
- The ability to try games before buying the game cartridges; \$1.00 per game session and the contests provide rationale for buying favorite games in cartridge form to practice less expensively "off-line."
- Competition with valuable prizes.
- GameLiner Magazine.
- The ability to turn a relatively inexpensive game console, already in the home, into a sophisticated communications terminal capable of receiving CVC information services.

## CONSUMER ATTITUDES TOWARD GAMELINE

Our extensive field research indicates the following consumer attitudes:

- GameLine has a strong appeal for older game "buffs" and households with children.
- GameLine is not viewed as a substitute for buying game cartridges. Rather, it is viewed as a way to "try, then buy." The general feeling among game buyers is that they will still buy the titles they like, especially after trying them on GameLine.
- The benefits of GameLine, perceived as most attractive were:
  - + The large selection and variety of games.
  - + Ability to preview games, especially new games just coming on the market.
  - + Contests and other competition.
  - + Belonging to a "network." (Membership.)
  - + Receiving GameLiner Magazine.

