ACTIVISIONS
FALL 1981
VOL. 1

WELCOME TO THE FIRST ISSUE OF ACTIVISIONS



THE TENNIS TOURNEY

Pictured at left are players Jim Levy, President of Activision, and Harold Solomon, President of the Association of Tennis Professionals. Barry McKay, Director of the Transamerica Open Tennis Championships, calls a shot "out" in Activision's video game, *Tennis*.

Players on the courts and on the screens were winners at the September Transamerica Open Tennis Championships at San Francisco's Cow Palace.

Activision, an official corporate patron of the tournament, provided "Activision Alley" where video game cartridges were available for tennis spectators to test their skills between matches.

"Activision Alley" was so popular that people waited in line, sometimes 5 deep, to play. *Tennis, Laser Blast,*™ *Fishing Derby,*™ *Skiing, Dragster,*™ *Boxing, Bridge, Checkers,* and the two newest Activision game cartridges—*Freeway*™ and *Kaboom!*™—were available to tournament spectators.

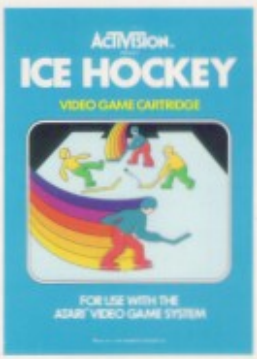
The Transamerica tennis players had the same ten game cartridges available in the players' lounge. One of the tennis pros became so infatuated with *Kaboom!* that he came by at every opportunity in order to score 3,000 points and become a member of the "Activision Bucket Brigade."

Continued on Page 3, column 2

C·O·M·I·N·G · S·O·O·N

ICE HOCKEY

Get ready for some fast action. Face off—then look out! The competition in Activision's *Ice Hockey* gets as fierce as the game on ice. There's passing, checking, stick handling, even tripping. It will knock you off your skates!





Conceived and designed by Alan Miller

STAMPEDE™

You'll have to ride fast and rope even faster. Here comes *Stampede* by Activision. The little "dogies" seem to be everywhere, and they're all worth points! So, hold onto your hat, pardner, and prepare for action!





Conceived and designed by Bob Whitehead

DATELINE

Ice Hockey & Stampede

These two great new Activision cartridges will be reaching stores around the country this December. Look for them!

C · L · U · B · N · E · W · S

Activision is proud to announce the leading performance to date in *Kaboom!* Even the Activision designers are amazed by his performance. Ken Vance, from Las Vegas, Nevada holds the record for *Kaboom!* Can anyone beat him? □

"Federation" members, 3,600 strong, have scored 100,000 points or better. At least ¼ of those "Laser Blasters" have scored 1,000,000! Now hold on to your lasers. Check the ages and the scores of the boys pictured below. The current fastest performer is Janet Stuckey, who reached 1,000,000 points in just 2½ hours! (See "Activision Hall of Fame.")

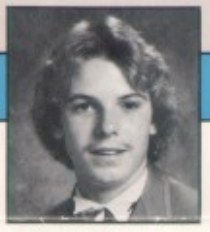
The "Activision Ski Team" has 1,800 members who have run the slalom course in under 28.2 seconds. Until recently, fifteen members of the team shared a record time of 27.96. The new and sole world record holder on the ski team, with a score of 27.94, is Don Clark of Spokane, Washington. □

THE ACTIVISION BUCKET BRIGADE



Ken Vance

160,866



FEDERATION OF LASER BLASTERS



Jason Valetutto
Age 5



Craig Wensell
Age 5

154,890 157,000



1,000,000 1,000,000



Jason Nichols
Age 6



Stephen Nichols
Age 5

LASER HALL OF FAME

1,000,000

in 2½ hours
Janet Stuckey



THE ACTIVISION SKI TEAM



Don Clark
Lowest Slalom



27.94

WORLD CLASS DRAGSTER CLUB





Chuck Hunter, Sr. 5.61 Chuck Hunter, Jr.

The "World Class Dragster Club" has 2,900 members. And, the club has the only record jointly held by a father and son—5.61 seconds. (See "Activision Hall of Fame" for more news of the Hunter Family.) □

SAVE THE CHICKEN FOUNDATION





There are a lot of chickens waiting to be saved in Activision's new game, *Freeway*. Send us a picture of your latest score so we can add it to the tabulations. We'll review some outstanding performances in our next newsletter. □



ACTIVISION HALL OF FAME

In this, our first newsletter, we are introducing the "Activision Hall of Fame" to recognize the outstanding and unique achievements of some of our game players. In future issues, we will be recognizing "special" performances with this "special" award.

No matter how the Hunter family of Enon, Ohio plays the game, they come out winners. Chuck Sr. and Chuck Jr. set the "World Class Dragster Club" record of 5.61 seconds. They hold another record—running against each other—of 5.64 seconds simultaneously. June, a high school freshman, Dale, the youngest son, and Pat, the mother of the family, all zoom past the winner's flag at under 6.00 seconds. We welcome the Hunters as charter members of the "Activision Hall of Fame"!

Activision also welcomes Janet Stuckey as a charter member of the "Hall of Fame." Janet hails from Indianapolis, Indiana. Her *Laser Blast* score of 1,000,000 points in 2½ hours is going to be hard to beat. □

HOW TO JOIN A CLUB

Five of the ten Activision games offer club membership. To become a member, you must fulfill the scoring requirements of one of five games and send a photo of your TV screen showing your accomplishment to Activision.

DRAGSTER—Run the video quarter-mile at under 6 seconds and you are eligible for the "World Class Dragster Club."

LASER BLAST—A score of 100,000 or more points on Game 3 will admit you to the Activision "Federation of Laser Blasters."

SKIING—If you run slalom course 3 in under 28.2 seconds, you may enroll as a member of the "Activision Ski Team."

KABOOM!—3,000 or more points enables you to join the "Activision Bucket Brigade."

FREEWAY—Successfully guide your chicken through traffic at least 20 times in Game 3 or Game 7 and you can become a member of the "Save the Chicken Foundation." □

(Tennis-continued from Page 1)

Some of the Transamerica tennis players who competed in the privacy of their own lounge had practiced on the Activision games in the players' lounge at the U.S. Open Tennis Tournament in New York.

While the action of Activision's *Tennis* is remarkably similar to the real thing, the video game is actually a way to relax. All matches can be played sitting down, and that's a lot easier on the feet than the court at a tournament.

"Activision is proud to have been a part of the biggest tennis tournament in the West," said Jim Levy. □

TAKING A PICTURE OF THE TV SCREEN

We've had a number of you write to us for tips on how to take better pictures of your TV screen. Here are some important things to remember.

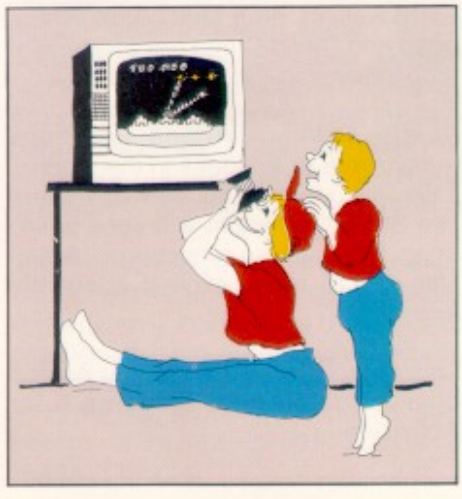
Do not use a flash bulb. In most cases the light from the screen is enough. When in doubt, turn on all the lights in the room.

For a 35 mm camera, there are two methods we have used. If you find another, let us know.

1. Use film with an ASA reading of 64; set lens on F-22 and expose film for 3 to 5 seconds. Use a tripod.
2. For film with an ASA of 100, shoot at 1/30 of a second using the widest lens opening. Hold steady.

Instamatic cameras — 126 and 110: insert a dead flash bar (bulb). This forces the camera lens to open wide. Hold steady.

Polaroid — The film has an ASA of 3000. The light from the TV should be sufficient. Hold steady. □



RUMORS FROM THE LAB

Steve Cartwright and David Crane are working on a couple of new games which would really challenge The Red Baron and A.J. Foyt. Look for them next Spring. Bob Whitehead and Alan Miller will have two exciting new games ready for next summer.

MEET THE ACTIVISION FAMILY



The current Activision family picture shows us as we are today —forty employees strong —and growing!

Activision was formed on October 1, 1979, when five veterans of the video game and home entertainment industries pooled their talents.

"Activision entered the market with the goal of creating highly original video games," says Jim Levy.

A lot of hard work and original planning has gone into the development of the ten Activision games now on the market.

The Activision senior game designers, Larry Kaplan, Alan Miller, Bob Whitehead and David Crane are award-winning leaders in the industry today.

"Larry, David, Alan and Bob have many more great ideas in the works," says Jim Levy. "And new designers like Steve Cartwright will continue to bring fresh game concepts to Activision. We're really excited about the future."

This newsletter will keep you posted on new game developments from Activision. □

ACTIVISION

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JAN MARSELLA

YOUR REPRESENTATIVE

Jan Marsella, Customer Relations Representative at Activision, is the person to whom the over 2,000 letters we receive each week are routed for reading and distribution.

Jan sees that your letters reach the proper person at Activision and keeps in touch with the people who write. All letters to Activision are answered.

"My favorite fan," says Jan, "is a 'special' child who calls me every week. His mother called in April to tell us that the Activision game she bought him was the first game he had ever been able to play by himself. I asked to say hello. His mother was surprised when he answered because he had not talked on the phone before. Now he calls once a week, and he has learned to play more of the Activision games."

Originally from Evanston, Wyoming, Jan has lived in Salt Lake City and New Orleans, and has been in San Jose, California for the past fifteen years. She is married and has two sons.

Many of you have spoken to Jan on the phone, and all of you have received letters from her.

If you have an interesting story about your Activision game exploits, Jan would love to hear from you. □

THE BEST OF LETTERS TO ACTIVISION

Dear Jan...

"Being the 'Macho' type, I bypassed the beginner's slopes...and would you believe it? Within one minute I had knocked down 10 flags and become close friends with three trees."

"After a week of serious attempts, I finally achieved a score of 181,980 on your excellent cartridge, *Laser Blast*... suffering the malady I call 'Laserblast Callous' inside the palm of my left hand."

"...some of us have the Peter Pan Syndrome and never want to grow up. This 39 year-old obstetrician/gynecologist managed to make 5.87 seconds on *Dragster*..."

"...my son got 5.91 seconds on the *Dragster*. He is thirteen years old and is legally blind. He uses the games a lot as the doctor says it helps improve his eye-hand coordination." □