ACTIVISIONS

WINTER 1982 VOL. 2 TM

BARNSTORMING IN LAS VEGAS



Pictured in the seat of a vintage biplane is Steve Cartwright, designer of Activision's new video game, *Barnstorming*.™ You can tell Steve is serious about what he creates. He's in the cockpit of the kind of classic biplane which inspired his game. Shown with Steve is real, open-air pilot, Lonnie Autry.

Barnstorming had its beginnings in the 20's and 30's, when pilots who learned the basics of early aviation during the Great War, decided it was time to get the rest of our country off the ground. In the best "seat-of-the-pants" tradition — since there was no radar, radio, or adequate instruments in the good old days — they'd fly from town to town, avoiding birds and barns, offering rides in their planes.

Steve has re-created the excitement of the way flying was *before* you had to make airline reservations! At the Winter Consumer Electronics Show in Las Vegas, Activision created that same kind of excitement when Lonnie and Steve taxied their biplane down one of the city's main streets from the airport to the convention center.

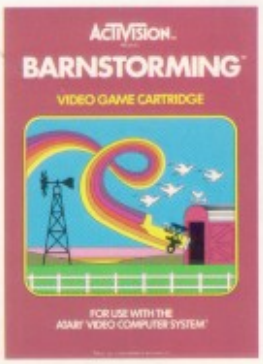
Barnstorming was gone for more than 50 years until Steve brought it back to Las Vegas. He designed a video game so real you can almost feel the wind in your face. Maneuvering a biplane through barns *(through barns?)*, over windmills and around flocks of pesky geese may sound simple . . . until you fly it at full throttle.

Jim Levy, Activision's president, says, "*Barnstorming* is a remarkable game. The graphics give a you-are-there feeling which takes you back to an era long gone." □

COMING SOON

BARNSTORMING™

Fasten your seatbelt! *Barnstorming* is full of daredevil action like buzzing through barns, over windmills, and around flocks of geese. It's the greatest thing to happen to aviation since the propeller.

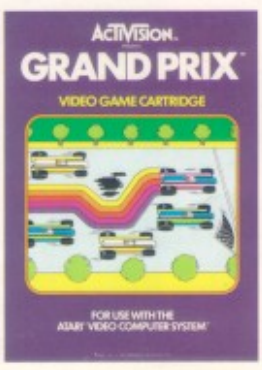


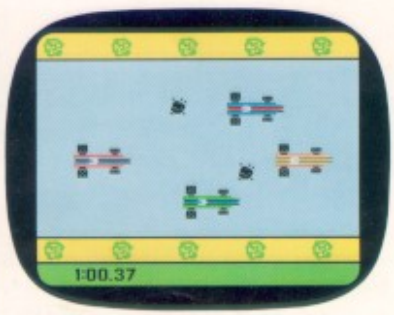


Conceived and designed by Steve Cartwright.

GRAND PRIX™

Drive a turbocharged, perfectly balanced, racing machine past competitors, around treacherous oil slicks, across bridges. All the sound and the fury of the real thing are yours as you accelerate to beat the clock and emerge as champion of the world's greatest auto race, *Grand Prix*.





Conceived and designed by David Crane.

DATELINE

Barnstorming & Grand Prix

These two exciting new Activision cartridges will reach stores around the country in March. Get ready for the sound of whirling propellers and screeching tires.

ACTIVISIONS

FEDERATION OF LASER BLASTERS



1,000,000

"Federation" members are now 7,000 strong, double the number we reported in the Fall newsletter. And, of that number, over 1/4 have scored 1,000,000 - truly a phenomenal achievement! □

THE ACTIVISION SKI TEAM



Todd Rogers



27.64

The "Activision Ski Team" has grown to 2,300 members. Todd Rogers has clocked an almost unbelievable 27.64 on the "slalom" (game 3), and is also one of three record holders at 5.57 in the *Dragster* Club. Todd is 17 years old, a high school senior and lives in Bridgeview, Illinois. □

SAVE THE CHICKEN FOUNDATION



Thomas DeWolfe



34

"Chicken Foundation" members have been hard at work; 1,200 have managed to get 20 or more chickens across the freeway. Our world record holder, Thomas Russell DeWolfe, is 15 years old and comes from Arlington, Texas. He has saved 34 feathered friends. □

ICE HOCKEY ALL-STARS



Believe it or not, there are already 2,000 members of the "All-Star Hockey Team," and the game has only been available since mid-December. Can you beat the Activision computer and join the "All-Stars?" □

HALL O

THE ACTIVISION



Jay Press



Brian Press



Michael Smithson



Joe O'Hara



• 9 9 9



HOW TO . . .

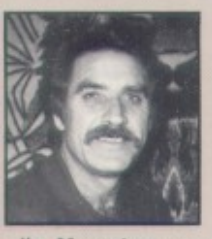
JOIN A CLUB

Seven of the twelve Activision games offer club membership. To become a member, you must fulfill the scoring requirements of one of the seven games and send a photo of your accomplishment to Activision.

Note: If you can't take a picture, don't despair! Write and tell us your score. Be sure to enclose your address and phone number so we can get in touch with you. □

F FAME

BUCKET BRIGADE



Jim Muensterman

What do all these people have in common? They're all record holders in the Activision "Bucket Brigade," at 999,999.

Jay and Brian Press, 12 and 9 year-old brothers, collaborated to obtain their score of 999,999 in two hours, with five minute breaks in between. The brothers live in San Pedro, California.

It took Jim Muensterman only 95 minutes to reach his goal of 999,999. Jim is 46, single, and enjoys bowling, cooking and backgammon. He lives in Napa, California.

Michael Smithson of Grand Island, Nebraska, the fourth record holder in the "Hall of Fame," is 22 and an audio-video specialist, and works in a photo-art studio.

Yuba City, California is home to 14 year-old Joe O'Hara, a 999,999 record holder in the "Hall of Fame" and a member of the "Laser Blast Federation."

9 9 9 •



1982 Super Bowl Champs challenge the "Bomber." San Francisco 49ers Willie Harper and Danny Bunz are pictured at left playing *Kaboom!*™

WORLD CLASS DRAGSTER CLUB





5.57

Todd Rogers



Greg Nichols



Tony Armstrong

The 3,500 members of the "World Class Dragster Club" now have three record holders tied at 5.57.

More of Todd Rogers' exploits are noted in "The Activision Ski Team." Todd is a double record holder who has a variety of interests, including a collection of 3,000 comic books.

Greg Nichols, from Hudson, Indiana, is 20 years old and was valedictorian at Prairie Heights High School. When he is not breaking Activision records, he enjoys sports and coin collecting.

Tony Armstrong is a 37 year-old Sales Engineer. He is married and has a nine year-old son. Tony spends his spare time playing the piano and working as a ham radio operator. □

STAMPEDE TRAIL DRIVE





22,000

Dennis Kerchner



18,652

Kenny Vance

One of Activision's newest games, *Stampede*,™ already has 300 members of the "Trail Drive" who have scored 3,000 or over. Record holders Dennis Kerchner and Kenny Vance are in the lead.

Dennis, who has scored over 22,000, calls his Activision horse "Moose." In addition to riding "Moose," he's an avid letter writer, and we really enjoy being on the receiving end of his correspondence.

Kenny Vance was Fall record holder of the Activision "Bucket Brigade." He's done it again with *Stampede*,™ and he has also found time to design his own *Kaboom!* T-Shirt. □

R U M O R S

FROM THE LAB

Alan Miller and Bob Whitehead have just completed two new games which will be out in June. Be prepared to leave behind the earth as you know it when you take the helm in Alan's *StarMaster*.™ With Bob's *Chopper Command*,™ you'll earn your wings with every game. □

• MEET THE ACTIVISION FAMILY

• JAN'S CORNER

RIA DRAHMANN



I'd like to introduce Ria Drahmann, pictured above, who joined Activision as my assistant last fall. Many of you have already talked with her on the phone.

In addition to reading the interesting letters you send, there are extra efforts that really brighten my day; I want to share a few with you.

Special recognition goes to David Fenster for his drawings of fantasy Activision game boxes, and to John Kopke for his cartoons. David's drawings and John's cartoons are part of Activision's permanent scrapbook.

Bob Russin sent me a picture of his collection containing *all* of the Activision emblems and the *Dragster*® certificate. Let me know if more of you have such complete collections.

Thanks to Mike Schoop of California for his innovative use of Activision video games to improve the eye-hand coordination of "special kids."

Tina Stonebarger became Santa's star elf when she rushed out Christmas Eve to buy film to record daughter Karen's *Laser Blast*™ score. In honor of the event she dashed off a three page poem which is also a winner.

Besides all of your wonderful letters, we also get scores of new game ideas. Thanks! We appreciate the effort, but Activision policy requires that all ideas for video games originate within the company.

In closing this letter, Ria and I think you will be interested to know that in addition to spending about half our days on the phone, we read and responded to over 11,000 letters in January. Keep the letters coming. We all love to hear from you. □

Jan

"DEAR JAN"

"I have been so unbelievably bad at so many games I was getting a complex. I found my niche with *Laser Blast*—I'm a winner."

"Your games are great because they bring enjoyment to both the young and old (not to mention those in between)."

"This letter is for my long lost husband who I only see when his 'buckets' are all gone and he passes by on his way to the fridge for more carrots (he says they're great for better vision)."

"I'm a 45 year-old kid who lay around for three months with a cast on my leg. *Skiing* saved me from going bananas."

"Through much diligent practice, I have managed to save 21 of our fine feathered friends from becoming *Freeway*™ fricasees."

"Thanks for a severe case of temporary insanity! I have saved the world from the 'mad bomber,' destroyed alien outposts in my spaceship and with much less success attempted to get a daredevil chicken across a *Freeway*."

"My goal in the last seconds delivered the coup de grâce. Whoever designed *Ice Hockey* obviously played for Boston College. I am a Boston University alumnus myself."

"I could have shot that chicken. Not one picture turned out. Would you consider letting me join the 'Save the Chicken Foundation' anyway? I have suffered enough tragedy in my life. To be rejected by a chicken club would be the ultimate disaster." (The call for help did not go unheeded and this intrepid chicken saver is now enrolled! *Jan.*) □

DESIGNER

LARRY KAPLAN



Larry Kaplan, pictured above, is one of the original founders of Activision.

The road to video game design began while Larry had a summer job with the U.S. Forest Service where he had access to a computer. During his spare time, he discovered intriguing and challenging game applications.

His curiosity and imagination led Larry to perfect games to play with his fellow workers. This resulted some years later in the diverse and sophisticated designs of *Bridge* and *Kaboom!* and made him an award-winning designer.

Kaboom! received the 1982 Arcade Alley Award for Best Audio-Visual Effects and was named to OMNI magazine's list of Ten Best Games of 1981.

To Larry, games are more than just fun. He is concerned that the games he creates have a positive effect on kids. He believes that video games bring the family together through an active use of the TV set; he's found good examples in his own home with his wife and two sons.

Looking ahead, he predicts that eventually every American home will have some sort of computer game capability for educational and recreational use. □

ACTIVISION®

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