ACTIVISIONS
FALL
1982
VOL. 4

NEW GAMES FOR THE FALL



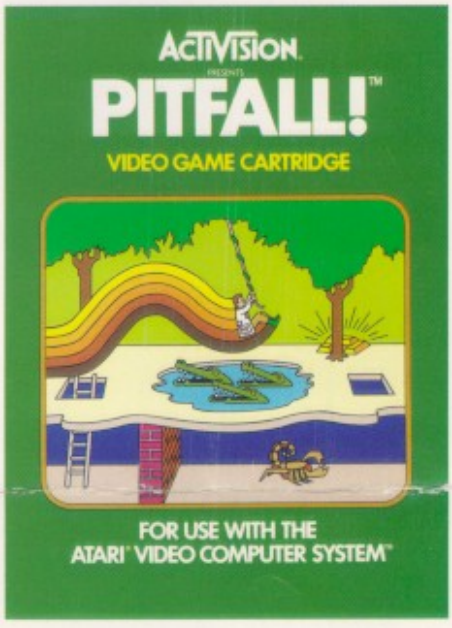
Conceived and Designed by David Crane



PITFALL!™

PITFALL HARRY'S JUNGLE ADVENTURE™

Move over Tarzan, there's a new king of the jungle, and his name is Pitfall Harry. He's the veteran guide and hero of PITFALL!,™ the newest game from Activision that places you inside a steaming video jungle.



You steer Harry as he searches for gold, diamonds, and other treasures on his jungle adventure. Before he finds a penny, however, he'll have to jump bottomless tar pits, swing on vines across crocodile-infested pools, and leap over fires, rolling logs, and deadly cobra-rattlers. Harry can use the underground passages, too; they're faster, but filled with treacherous scorpions and frustrating dead-ends.

Created by David Crane, who brought you DRAGSTER,® FISHING DERBY,® LASER BLAST,™ FREEWAY™ and GRAND PRIX,™ you know the adventure is non-stop. You have just 20 minutes to scour the jungle and bring home the treasure — if you survive. It won't be easy to make it back, even for Harry. As David Crane says: "It's a jungle in there." And it will be waiting for you at your favorite store in September.

MEGAMANIA™

A SPACE NIGHTMARE™

Maybe you've seen invaders fall from the sky before, but you've never seen anything like the wacky characters that tumble from MEGAMANIA,™ Activision's new action game coming in October.

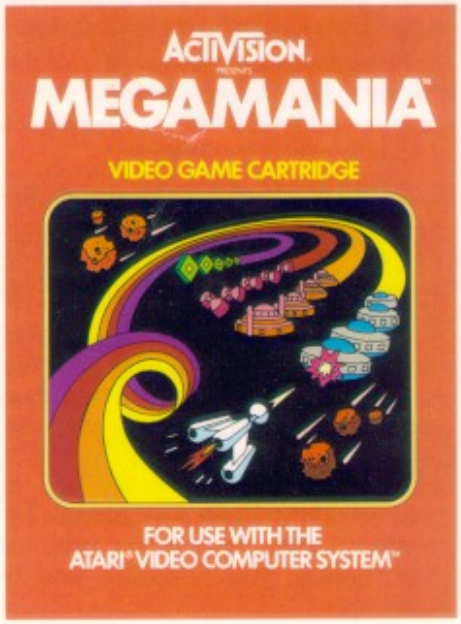
They're cute all right — hungry hamburgers, radial tires, dancing diamonds, steam irons, bow ties, and space dice — but they are deadly. They twist and spin and dart and dash and swarm, all the while dropping disintegrators at your mobile blaster. But designer Steve Cartwright, creator of BARNSTORMING,™ gives you a fighting chance — you can redirect your missiles in midflight to zap the enemy.

Wave after wave, they come after you, each swarm faster, smarter, and more evasive than the last. There's no time to rest, either. Steve gives you a limited amount of energy to do battle, and you must eliminate your foes before your energy bar runs dry. Chances are you'll be overcome. But that's not so bad, really — the explosion of your mobile blaster makes for a sizzling finish to this hot game.

Conceived and Designed by Steve Cartwright







GREATEST AMERICAN HERO



ARE YOU GOOD ENOUGH?

While you were playing STARMASTER,™ cruising through deep space and engaging enemy starfighters, you probably never thought you could win a trip to Hollywood and meet the stars of the hit television show, "The Greatest American Hero."

Well, start practicing! Activision's StarMaster Challenge gives you the chance to win an expense-paid tour of Hollywood for you and two members of your family or two friends.

Contestants in the Challenge must play STARMASTER™ at the "StarMaster" level. The highest scoring entrants in six age groups will be the winners.

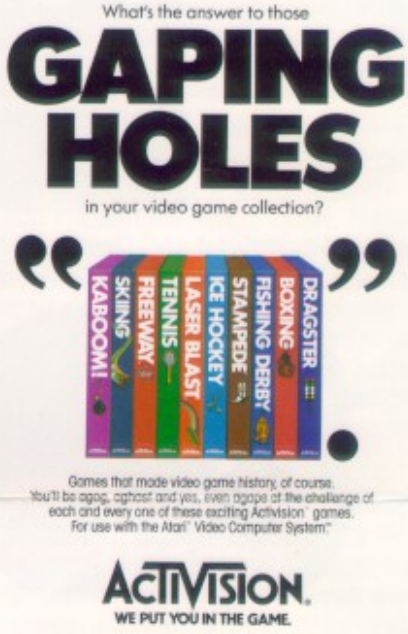
In Hollywood, you will visit with the stars on the set of "The Greatest American Hero." You'll be filmed with the cast of the show and receive a videotape copy of that filming. And, in case you don't have a videotape recorder at home to play the tape for your friends, you'll receive one of those, too.

Pick up an entry form and the official rules of the Challenge at your favorite store that carries Activision games. Carefully follow the rules and submit your entry to: Activision's "Greatest American Hero," P.O. Box 4148, Blair, Nebraska, 68004.

Don't hesitate. To be eligible, you must be six years old or older on September 20, 1982, and all entries must be postmarked no later than September 20, 1982.

GAPING HOLES

Have you noticed anything peculiar around your house, lately? Something missing? Something not quite right? Well, while you weren't looking, a "gaping hole" may have opened in your video game collection.



What is a "gaping hole?" It's all the challenge and excitement you're missing if you don't have all ten of these classic Activision games — DRAGSTER,® BOXING, FISHING DERBY,® STAMPEDE,™ ICE HOCKEY, LASER BLAST,™ TENNIS, FREEWAY,™ SKIING, and KABOOM!.™

Make sure you're not caught with any gaping holes this Christmas. Fill 'em up — and don't miss out on any of the fun.

ACTIVISION FAMILY KEEPS GROWING

If you are a smart cowboy, what do you do when there are so many steers in your corral you can't swing a rope?



Well, to prevent a stampede, you rassle up a bigger corral.

That's what Activision did when we found a bigger corral for our growing herd. In May, Activision moved its 150 employees from Santa Clara, California, to new headquarters in Mountain View, California. And we're getting bigger! By Christmas there will be 200 of us.

CLUB

Thousands of Activision fans have joined our 11 game clubs and membership climbs each month. Isn't it time for your achievements to be recognized? You will find the required score for admission to a club inside the instruction booklet of each game. Take a clear picture of your qualifying score and send it, along with your name, age, address and zip code, to:

Activision Consumer Relations
Drawer No. 7287
Mountain View, CA 94042

Your "special recognition" is waiting for you. Meanwhile, here's the latest update on our Activision clubs.

STARMASTER™



STARMASTER™ scores are pouring in from deep space. Next issue, Fleet Command will issue a full status report on membership in "The Order of Supreme StarMaster." Who will be the record-holders, the champions of the galaxy?

LASER BLAST™



The "Federation of Laser Blasters" doubled its membership — to 14,380 — since our last issue of *ACTIVISIONS*. Keep blasting away, all of you!

BARNSTORMING™



"The Flying Aces" now has 625 members and a new three-game record-holder in Jerry Kern (below), a 42-year-old father who works for a naval ship repair company in Albany, California.



Jerry delighted his 4-year-old son, Jeremy, with scores of 32.77, 50.07 and 52.60 in games 1, 2 and 3, respectively. When not handling a Joystick, Jerry enjoys building models and riding motorcycles.

GRAND PRIX™



Todd Rogers (lower left), our 17-year-old phenomenon from Bridgeview, Illinois, has added another world record to his growing list. He scored 0:29.49 and 0:50.95 in games 1 and 2. But watch out, Todd; there's strong competition out there from the other 1,178 "Grand Prix Driving Team" members.

Such as Mike Ratledge (lower right), a 27-year-old computer analyst and software engineer from Charleston, South Carolina. He has scored 1:14.24 and 1:36.13 in Games 3 and 4. Mike is education director of the Data Processing Management Association.





CHOPPER COMMAND™



It's our newest game club, but already the "Commandos" have 500 members, and seven commandos with scores of 999,999. They are:





Doug Newman (upper left), a 16-year-old junior at Lee High School in Columbus, Michigan. Doug is an avid motorcyclist and takes flying lessons when he is not playing his 62 video games, 14 of which are from Activision.

Mark Wilkins (upper right), an all-around athlete from Birmingham, Alabama. Mark, 14, swims competitively, cycles, jogs, skis, and plays ice hockey. When he needs a rest, he plays video games and collects comic books and coins.





Steve Cox (upper left), another 16-year-old, who is from Carmichael, California, the hometown of Activision game designer Steve Cartwright. Steve is a swimmer and plays the bass guitar.

Seth Restaino (upper right), a 13-year-old from Oakland, California. When Seth is

NEWS

not playing CHOPPER COMMAND, he practices his music or plays soccer and baseball.





Steve Gilstrap (upper left), from Fairfax, Virginia. Steve is 16 years old and likes to bowl and ride his bicycle, usually on his paper route.

Jeff Sessler (upper right), 16, a student at Alta Loma High School in Alta Loma, California. Jeff bowls and builds model railroads when he's not shooting them up on CHOPPER COMMAND.



Chris Furber (above), a 15-year-old from Colts Neck, New Jersey. He wrote to Activision and described his winning strategy. He congratulated designer Bob Whitehead on "a job well done."

ICE HOCKEY



It's not just another pretty game to the 9,992 "All Stars" who have laced up their skates and joined the club. Is there a better way to beat the summer heat?

FREEWAY™



There's no need to pity the poor bird: the "Save the Chicken Foundation" membership has doubled. There are four world record-holders with scores of 34, and 3,991 people have saved 20 or more chickens.





The record-holders are: Ronald Pitts of Apo, New York; Robert Gance of Lakewood, California; Kenneth Wenzel (upper left) of Bloomfield, New Jersey; and, Morris Bower (upper right) from Parkersburg, West Virginia.

SKIING



TWO record-holders now top the 4,198 members of the "Activision Ski Team." Atwell Shearer (below), a 15-year-old skier from Hudson, Indiana, has tied Todd Rogers' record of 27.54 in the slalom. When he's not skiing, Atwell plays miniature golf, solves puzzles and programs computers.



DRAGSTER®



More than 1,000 leadfoots have become new members of the "World Class Dragster Club." Membership stands at 4,440. Four speedsters hold the world record of 5.57. Can someone beat the record by next issue?

KABOOM!™



Four world record-holders have joined the "Bucket Brigade," running up scores of 999,999. They are Stefani Katzakian from Stockton, California, Bobby Polhamus (lower left) from LaVerne, California, Don Neumann of Escambebe, Michigan, and Rick Walker (lower right) from Christopher, Illinois.





STAMPEDE™



Cowboys and cowgirls, Kenny Vance is still the undisputed world champion roper. He lassoed 157,000 of the "dogies." Membership in the "Trail Driver" has hit 2,979. Get out there and russle up those cattle.

ACTIVISION'S EASTERN TEAM

As Activision grows, one of our needs is more great game designers. Activision answered that need recently when we added five new designers, who will work in our new Eastern Design Center in New Jersey.

With the addition of the newcomers — Kevin Kalkut, the brothers Garry and Dan Kitchen, John Van Ryzin, and Paul Willson — Activision now has 12 game designers. And you can expect some great games from them. As Tom Lopez, vice president, editorial development, says: "They represent the best new talent in the industry." In future editions of *ACTIVISIONS*, you'll learn more about the newest members of our design team.



There are Activision game designers on both coasts now. These five smiling men will create new games at Activision's new Eastern Design Center in New Jersey. They are, from left to right, Kevin Kalkut, Dan Kitchen, Garry Kitchen, Paul Willson, and John Van Ryzin.

ACTIVISION AROUND THE WORLD

The neighborhood store in the U.S.A. is not the only spot you can find your favorite Activision video games. You can now buy them in 32 other countries, and the number of nations that enjoy Activision games is constantly growing.

Activision exported its first two international games — TENNIS and BOXING — to the United Kingdom in August, 1981. In just one year, our games have spread to every continent but one — Antarctica. You can play TENNIS, for example, from Hong Kong to the Caribbean, from Brazil to Canada, from New Zealand to France and Israel in between.

It seems it won't be long before every nation is a member of the Activision family. We added Holland recently, and soon Germany, Italy, and Belgium will join the team.

Response to Activision games has been strong worldwide. More than 100 letters a week stream in from every corner of the globe, and our clubs are almost as popular around the world as they are in the United States.

ACTIVISION FOR INTELLIVISION®

Some of you out there have friends who don't play Activision games because they own Intellivision,® the home video game system from Mattel Electronics.® They've been missing out on all the Activision fun, but go tell your friends they won't be deprived much longer — Activision will start making games for Intellivision® this fall.

STAMPEDE™ and our newest game, PITFALL!,™ will be the first two Activision games available for play on Intellivision.® Activision's 16 current game titles are compatible with the Atari® Video Computer System™ and the Sears Tele-Games® Video Arcade.™ Now, many more people can join the Activision family, so expect some new competition on your block.

HOW TO

TAKE A PICTURE TO JOIN THE ACTIVISION CLUBS

When photographing your TV screen, *do not use a flash.*

35mm camera — Use film with ASA 64 (set lens for F-22 and expose 3 to 5 seconds. Use a tripod). Or, ASA 100 (shoot at 1/30 of a second using widest lens opening. Hold steady).

Instamatic 126 or 110 — Insert dead flash bar (bulb) to force lens open wide. Hold steady. Polaroid has an ASA of 3000. Light from the TV should be sufficient. Hold steady.

RUMORS

A little bird flew out of the Activision game lab recently. It told us that Bob Whitehead, who created BOXING, SKIING, STAMPEDE™ and CHOPPER COMMAND,™ is "buzzing" with activity.

Bob's newest game will "soar" into your living room in November. Watch for it.

DEAR JAN

"Dear Mr. President:
You knocked me out with BOXING,
Your TENNIS is a smash.
You broke my leg with SKIING,
FREEWAY made me crash!
You trampled me with STAMPEDE,
In FISHING I caught a snag.
You blew my mind with KABOOM,
DRAGSTER is no drag.
I had a blast with lasers,
and played hockey on ice.
You jumped with your CHECKERS,
You made BRIDGE with spice!
I've stayed up 'til 2 a.m.
playing all your games.
Everyone at Activision,
YOU'RE DRIVING ME INSANE!!!
So here I am at Bel-View,
With my T.V. set.
Waiting until the summer,
For your next cassette."

Sean Andrechak (Collinsville, Connecticut)

"LASER BLAST has changed my life. My wife is going to leave me if I don't stop playing the game. My children won't talk to me anymore, because I won't let them play the game. And my dog doesn't come to me anymore when I call him. But I am going to get 100,000 points if it is the last thing I do!!" Dale Hinton (Charlestown, Indiana)

The following special people earned impressive scores on Activision games: Darrell Smylie, Michael Duchin, Jr., Patti Beddie, Mark Mayer, Bob Rusin, Phil Romano, Erich Conrad, and Eric Harding.

Tennis players take heart! You won't be left on the court much longer without a club and club emblem. Watch for the announcement of our new TENNIS club in the next issue of *ACTIVISIONS*.



Pictured above are Robin Bolin (left) and Vivian Varela. Robin is our "game specialist," in charge of questions about LASER BLAST,™ DRAGSTER® and CHOPPER COMMAND.™ She also trains anyone working in consumer relations.

Vivian is the "smiling" voice on the phone regarding questions about BARNSTORMING.™ She also reads a lot of your mail.

Thanks to the class of Lincoln High School in Naperville, Illinois, for including Activision in their project.

Our appreciation for the photos from Steve Gillhouse, Stanley Takaki, Todd Rogers, Tracy Gross, J. Brokenshire and Mike Ratledge, showing complete collections of patches, certificates and Activision video games.

Special recognition goes to Richard R. Fuller, J. Kopke and Jon Bogensberger, who sent cartoons for our scrapbook.

Congratulations to Todd Bernstein on his Activision-style Bar Mitzvah.

Jan

DESIGNER
STEVE CARTWRIGHT



Before he was a game designer for Activision, creating BARNSTORMING™ and the new MEGAMANIA,™ Steve Cartwright was a quiet, typical high school student in Carmichael, California. He liked math and science, and turned his homework in on time. He built model airplanes, played some soccer, and assembled transistor radios. But, curiosity set him apart. He did not just want to build radios, he wanted to know *why* they worked.

That desire to know why things worked took him to the DeVry Technical Institute in Arizona, a rigorous engineering school, where Steve went to class six hours each day, year round, for three years.

Steve found time to play, however. At DeVry he met Activision co-founder, David Crane, and together they competed in all the local foosball tournaments. They also shared the same keen interest in electronics.

Back in California, after graduation, they discovered computers. But they did not just use them, they discovered uses for them never before considered. They tinkered constantly. "What if . . ." they kept asking themselves.

Last year, Steve, who is 26, joined David at Activision, where he turned his endless curiosity to the world of video games. Steve says he never stops trying to make his games better, searching to find new ways to add that extra feature or that one extra color.

"Extra effort and imagination," he says, "separates Activision from all the rest." The same could be said about Steve.