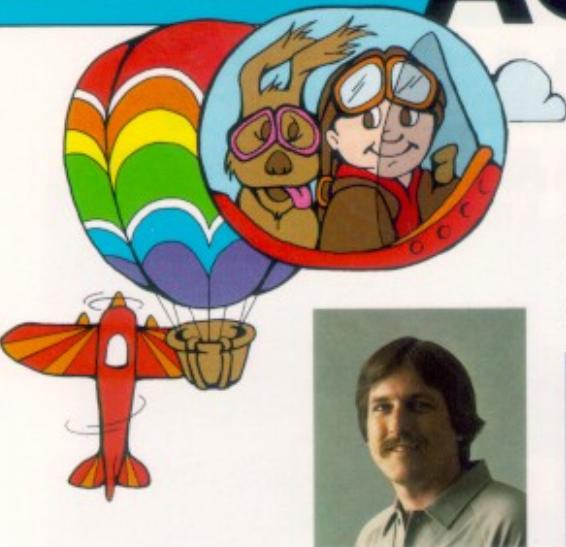
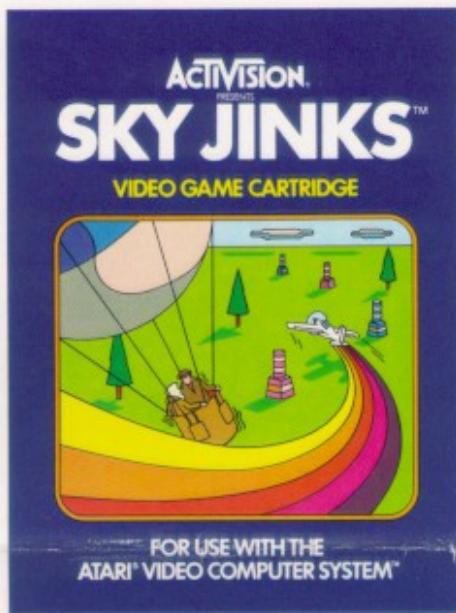


ACTIVISIONS

DECEMBER
1982
VOLUME 5



Conceived and Designed by
Bob Whitehead



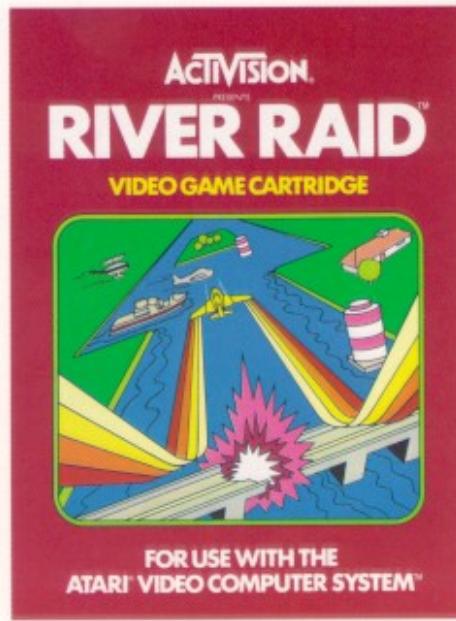
RIVER RAID™

The River Is Waiting

The Mission: To seek out and destroy enemy gunships, helicopters, jet maraud-



Conceived and Designed by
Carol Shaw



You are soaring across the sky on a sunny spring afternoon. Clouds are passing lazily over lush, green fields. Your P41 feels incredibly responsive as you accelerate to full throttle, bank and turn. You are ready. It's the finals of the National Air Races, and you must steer your racer through a tricky course of red and blue pylons to win the championship.

But wait! Just as you enter the course, dozens of colorful hot air balloons drift into your path. They won't stop you, however. With courage and skill, you dodge the balloons, careen around the pylons at breathtaking speed, and pilot your way to victory.

Created by Bob Whitehead, SKY JINKS™ has the delightful graphics and unique game play that you have come to expect from the designer of BOXING, SKIING, STAMPEDE™, and CHOPPER COMMAND™. SKY JINKS™, available in November, will transport you into the charm and challenge of old-time air racing.

ers, bridges and oil depots along a treacherous river.

The Strategy: Fly your B1 strato-wing assault jet beneath enemy radar and penetrate enemy territory.

The Game: RIVER RAID™ a new battle adventure game coming from Activision in December.

RIVER RAID™ is the first Activision game by designer Carol Shaw. A classic battle confrontation with arcade-like graphics, it will demand all your skill, strategy, and stamina.

You have the tools. Your assault jet—equipped with rapid-fire guided missiles—responds at the touch of the Joystick. Can you steer through a flight corridor as narrow as your wings? Can you blast your way through a sky choked with choppers and enemy jets? Will you find a depot before you exhaust your fuel?

It's up to you. The River is waiting.

ACTIVISION ALLEY

16-Year-Old Trounces Top-Ranked Tennis Pro at TENNIS

Just being a ball boy for a major tennis tournament would be exciting enough for most high school students, but Brian Robinson recently experienced the additional thrill of defeating the 8th ranked tennis pro in the world at a game of TENNIS.

Brian's victory was on the TV screen, however, not center court.

In a special championship held during the Transamerica Open Tennis Tournament at the Cow Palace in San Francisco, Brian defeated Eliot Teltscher, who was seeded third in the tournament behind Jimmy Connors and John McEnroe. And the match wasn't even close. Brian humbled Eliot, 6-0, in a one set match, and walked off with the grand prize of a complete, 18-game cartridge library from Activision.

Brian played some tough matches before Eliot, however. The high school junior from San Anselmo, California, defeated seven other ball boys and girls.

The Transamerica Open is one of the largest tennis tournaments in the West. To entertain the big crowds, Activision set up 10 television sets in "Activision Alley." Thousands of spectators played Activision games throughout the tournament. Even

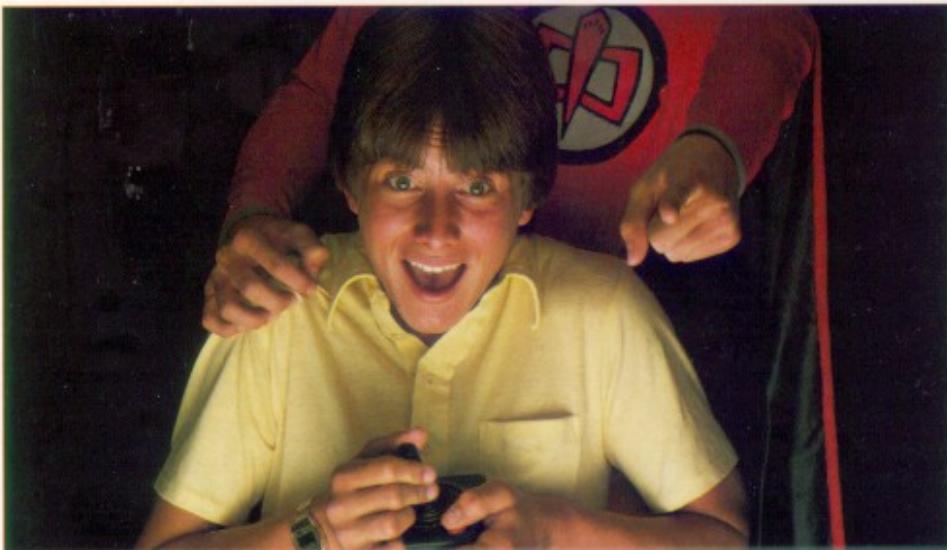


It takes practice, Eliot—Brian Robinson shows tennis star Eliot Teltscher how to play Activision's TENNIS at the Transamerica Open Tennis Tournament.

the professionals joined in the fun. Players relaxed and played with games in the player's lounge between their matches.

Special attractions were PITFALL!™ Activision's smash hit, and MEGAMANIA™ our latest release.

Six Heroes — On Their Way to Hollywood



Although bruised and battle-weary, the galactic fighters in Activision's StarMaster Challenge have all returned safely from deep space. And Starship Command reports good news—six age-group winners will soon be on their way to Hollywood to meet the stars of the hit television show, "The Greatest American Hero."

The high scorers in each age group on STARMASTER™ played at the "Starmaster" level were:

Ages 6-7	George Gibson III, 7	Bensalem, PA
Ages 8-9	Wayne Judkins, 8	Pounding Mill, VA
Ages 10-11	Christian Burns, 11	Maryville, TN
Ages 12-13	Mark Canady, 12	Anchorage, AK
Ages 14-16	Todd Jacobsen, 14	Everett, MA
Ages 17+	Edward M. Semrad, 33	Waukesha, WI



INSIDE ACTIVISION



Three Actimates On A Bridge

In case you didn't know, an Actimate is any member of the Activision family. These three—(from left to right) Dan Hernandez, Faith Heath, and Cathy Jackson—are the newest additions to the Consumer Relations Department (they don't work outside, but we just wanted you to share and enjoy some of our California sunshine).

Many of you have already spoken to Cathy, and Faith (who recently had a baby boy, Andrew Michael), and Dan sees most of the mail before anyone else, because he opens and processes it. So keep the pictures and letters coming—Dan never gets enough. And everyone at Activision loves to hear from you.

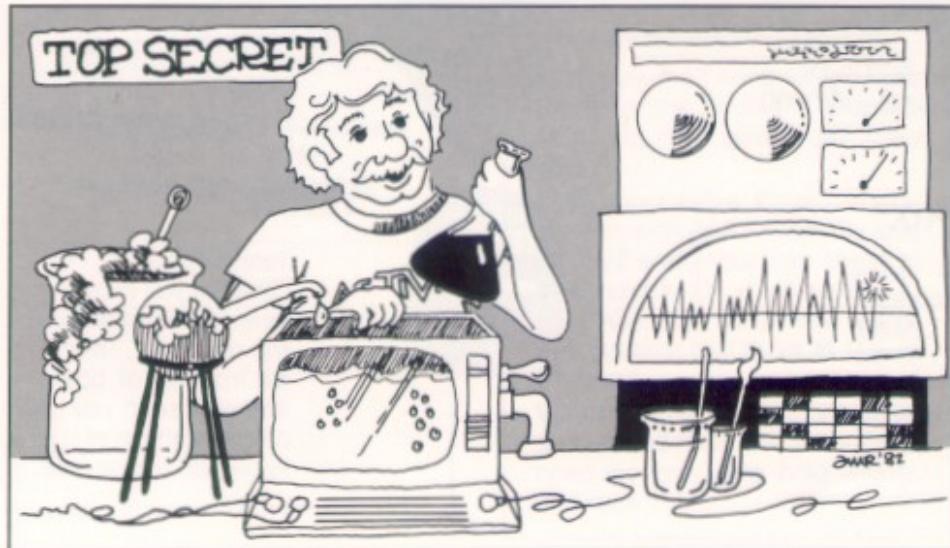
A Woman and Her Dog

Although we are very busy *making* Activision games, we do find the time to *play* them. Proof of that is Pam Levins, Activision's mail services clerk, who is pictured here with her Airedale, Rusty. Pam is the one member of the Activision family who is also a member of *all* the clubs.

Pam has worked at Activision for about a year. In her spare time, she camps, tends to the tropical fish in her 140-gallon aquarium, and, of course, plays Activision video games. Currently, her favorite is MEGAMANIA™. Rusty says he likes them all.



Rumors – Two Whispers From The Lab



From deep within the Activision game labs, where computers whirr and television screens dance with great new game ideas, comes secret word of two new releases.

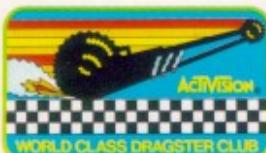
The first, arriving in January, will demand all the game playing skills you've ever learned. If you think you're an expert, try this one, and find out how good you *really* are. Want a hint? What's quick and deadly and attacks your fruit bowl?

The second game is Steve Cartwright's latest creation. If you liked his BARNSTORMING™ and MEGAMANIA™, you'll love his _____. Thought we'd let the name slip, didn't you? Well you'll have to wait until February for Steve's game, but, in the meantime, here is a clue: what's filled with salami and cheese and dives beneath the sea?

THE ACTIVISION SCOREBOARD

World Record Scores

Here are the Activision World Records, challenging marks against which you can test your skills. Can you make your mark before the next issue of Activision?



DRAGSTER®

Members—5,477
Record Scores—5.51



SKIING

Members—5,564
Record Scores—
Level 3: 27.54



LASER BLAST™

Members—18,246
Record Scores—1,000,000



FREEWAY™

Members—6,413
Record Scores—
Level 3: 34
Level 7: 34



KABOOM!™

Members—14,765
Record Scores—999,999



STAMPEDE™

Members—5,213
Record Scores—157,000



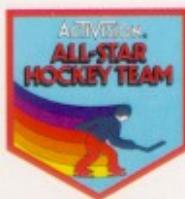
GRAND PRIX™

Members—5,800
Record Scores—
Level 1: 0:29.49
Level 2: 0:50.93
Level 3: 1:13.97
Level 4: 1:35.64



BARNSTORMING™

Members—1,879
Record Scores—
Level 1: 32.74
Level 2: 49.98
Level 3: 52.42



ICE HOCKEY

Members—13,161
Record Scores—
Beat the computer
on game number one



STARMASTER™

Members—3,211
Record Scores—
Level 1: 3971
Level 2: 5935
Level 3: 7917
Level 4: 9793



CHOPPER COMMAND™

Members—1,896
Record Scores—999,999



MEGAMANIA™

Members—Still Counting
Record Scores—
No record yet, so
come on gang.



PITFALL!™

Members—Still Counting
Record Scores—114,000



TENNIS

Tennis Pros—
Okay, all you racquet
fans. It's time to whip
the computer. Take a
set from the ol' boy,
and we'll send you the
official emblem of the
Activision tennis pros.



THE CLUB GALLERY

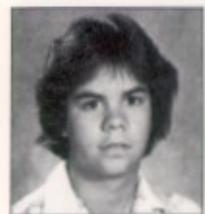


New World Record Holders

KABOOM!™

(Not Pictured)

Sean R. Morrison, Cincinnati, OH



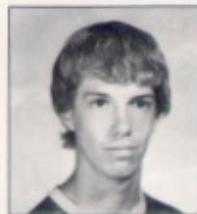
Joe Allessi, 15
Lawndale, CA



Bob Collins, 15
Falls Church, VA



Greg DeGeneffe, 18
Valparaiso, IN



Bryon Holland, 18
Francis, WI



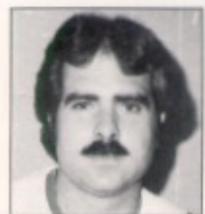
Doug Stadler, 14
Cincinnati, OH



Chris Walck, 15
Falls Church, VA

Since the last issue of *Activisions*, several of our World Records have toppled. Here are the names and pictures of the new champs.

DRAGSTER®



William Stewart, 31
McKeesport, PA



Kevin Kopaczewski,
19, Milwaukee, WI

GRAND PRIX™



Mike Ratledge, 27
Folly Beach, SC



Todd Rogers, 17
Bridgeview, Illinois

PITFALL™

Todd Rogers, 17

BARNSTORMING™

Todd Rogers, 17

STARMASTER™

Mike Ratledge, 27
Frank Walters, 44 (Not Pictured)
Panama City, FL

CHOPPER COMMAND™



Rick LeBlanc, 13
New Boston, MI

Special Note: Although Rick was the first, there are more than 100 commandos who have scored 999,999 points on CHOPPER COMMAND™. Thank you all for sending *Activisions* your photos.

MOVED?

If you have changed residences and want to have *Activisions* sent to your new address, please fill out this form and send it to:

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

NAME _____

NEW ADDRESS _____

CITY _____

STATE _____

ZIP _____

TV Photography – It's Easy

Here's how to take a crisp, clear picture of your winning game score on the television screen.

First, you don't need a flash—the light from the TV should be sufficient. Just hold steady and snap away.

If you shoot with a 35mm camera, use film with ASA 64, set the lens for F-22 and expose for three to five seconds. Or, you can use film with ASA 100, select the widest lens opening and shoot at 1/30 of a second.

With an Instamatic 126 or 110, insert a dead flash bar (or bulb) to open the lens wide, hold steady, and click.

ACTIVISION WANTS YOU!

Thousands of Activision fans have joined our 14 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



Dear Jan,

Each week we receive thousands of letters and photographs from Activision fans from all across the United States and world. Here is a sample of that mail we prize so highly.



It Takes Skill, Not Age—Standing at attention is Ben Tobian, our youngest Laser Blaster at four years of age. Ben broke the 100,000 mark on LASER BLAST™ just one day after his parents brought home the game. His father, Jeff, reports that Activision games have increased Ben's math skills and hand-eye coordination.

LETTERS

Dear Jan: "A member of my congregation has indicated he will donate \$100 to the church's organ fund if I wear my new Starmaster patch on my pulpit robe on Sunday. I plan to do that! Thanks for providing us with some family fun." —

Pastor William M. Schwein,
Southport, IN.



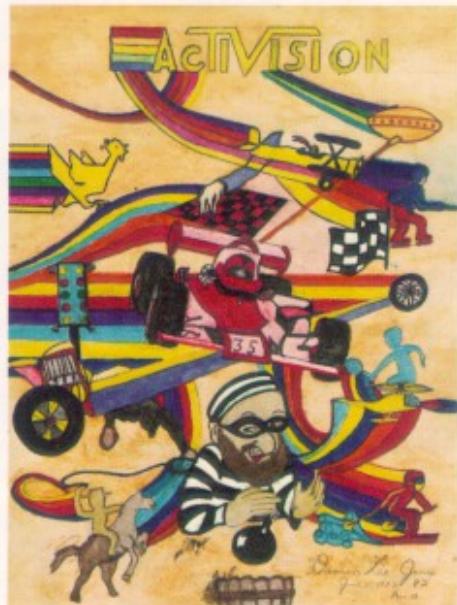
Hats On—Ernest Sevener and some other members of Activision Addicts show a young Pitfall Harry adventurer how to win at PITFALL!™ during a video game day at a Michigan hospital.

Activision Addicts, a Michigan-based video game club, recently held a game day for the pediatrics ward of the Bi-Community Hospital in Warren, Michigan.

About 15 children, from age 3 to 17, received Activision T-shirts, hats, pens and belt buckles, and competed in a video game contest. Ernest Sevener, club president, says the children were delighted with the event. It was such a success, he says, that his club will hold another video game day at a different hospital at Christmastime.



Star Struck—You might say that David C. Tuttle from Mooers, New York, becomes a little "starry-eyed" when he plays STARMASTER!™ If this was his first game, can you imagine what he would look like after he played the game at the "Starmaster" level?



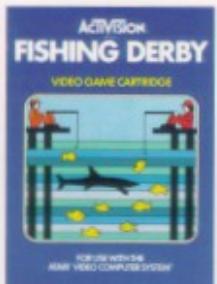
Work Of Art—Special recognition goes to Damon Lee Jones, a 13-year-old from Compton, California, who drew for us this composite picture of Activision video games. Can you pick out your favorite game?



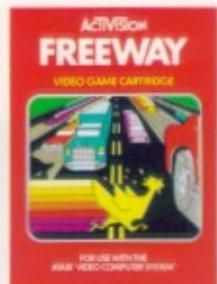
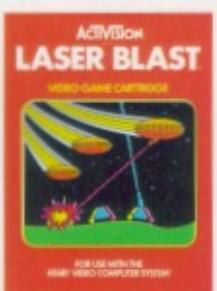
DESIGNER'S CORNER



1981 Arcade Alley
Award Winner,
Best Audio and Visual Effects.



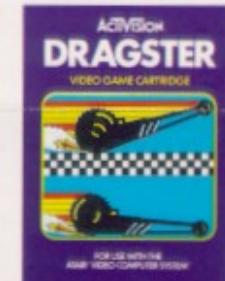
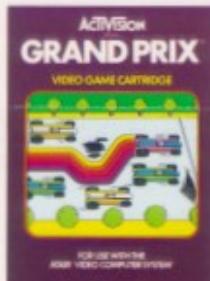
Honorable Mention, 1982
Arcade Alley Awards:
Best Science Fiction Game.



Honorable Mention, 1982
Arcade Alley Awards:
Most Innovative Game.



1983 Electronic Games
Magazine, Award Winner,
Best Adventure Game



David Crane - Senior Designer

Creating An Award-Winning Video Game Takes Imagination And Plain Hard Work

Like the writer, the painter, and the composer, the video game designer for the most part works alone, according to David Crane, an Activision co-founder. David is recognized as one of the finest and most prolific video game designers in the world. From start to finish, a game typically requires 500 to 700 hours of intensive effort. David starts by creating a game's concept and rules, sketching drawings, and transferring his ideas to the computer TV screen.

And then the real, painstaking work begins. David is both a creative artist and a skilled technician. Using all his knowledge of computers, physics, and art, he creates

every colorful detail and imaginative feature of the game, and then translates them into computer language. That will be followed by more long hours of play-testing and de-bugging.

Then, when the game appears to be finished, the solo work ends and the group participation begins. The designers gather in the lab to evaluate the game, and make suggestions. Because the designers share 30 to 40 years of game experience between them, this group testing is an essential part of the game design. "Activision games wouldn't be Activision games without the group interaction we have here," David says. "Eventually, everyone contributes something to every game we develop."

David's contribution is usually his considerable artistic ability. He mastered math and computers at the DeVry Institute of Technology in Arizona, but he also took many art lessons while growing up in Nappanee, Indiana. An expert at cartooning and animation, other designers often ask for his advice on game graphics.

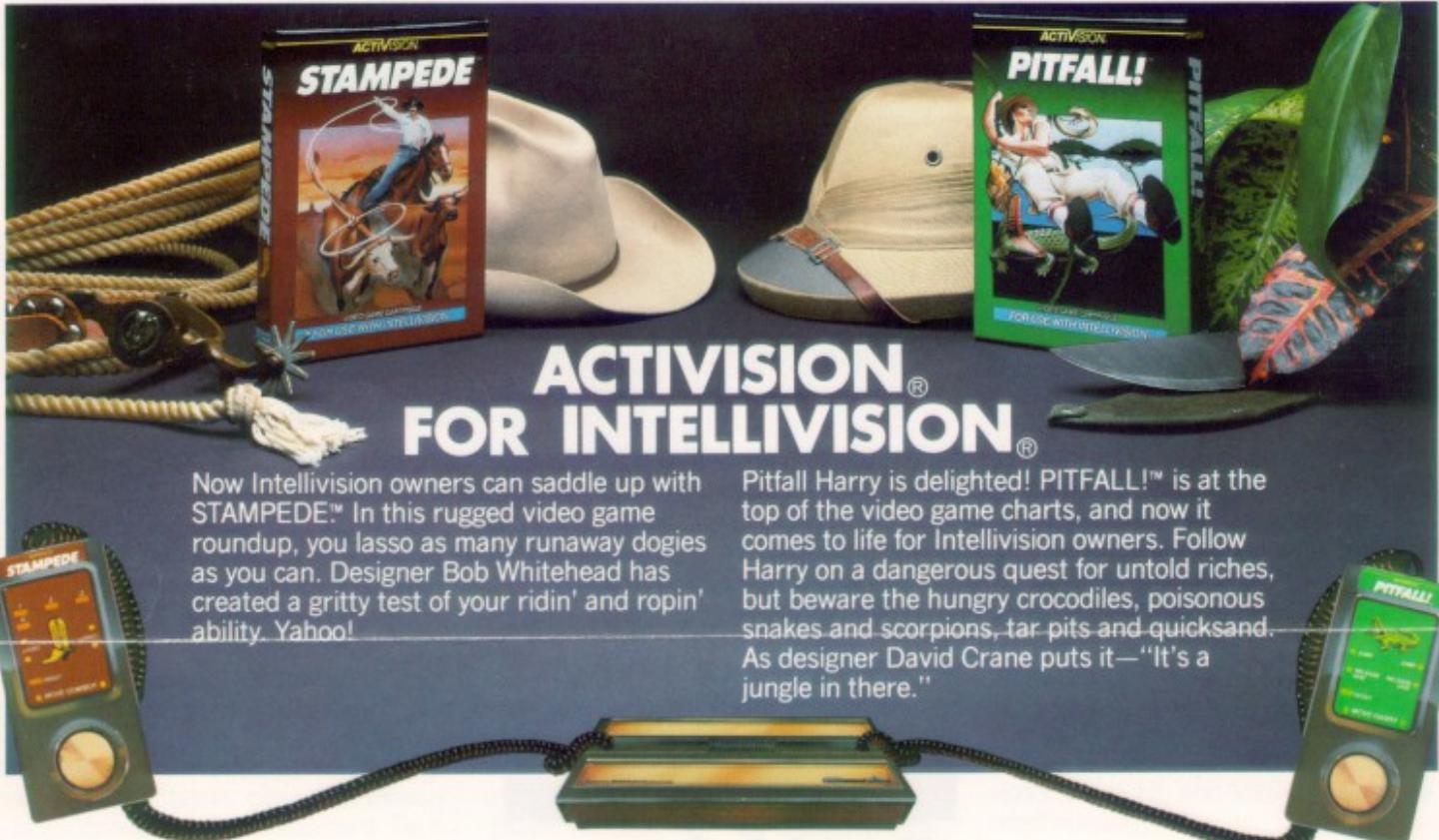
Although David, who is 28 and single, is usually busy designing hit game after hit game, he does find time for other interests—especially tennis. David is a highly-regarded amateur tennis player, and he is on the courts every day. Even hard-working game designers need time to play.

INTRODUCING!

Starting in November, you will have many more friends who can enjoy Activision games, when Activision introduces its first

two games available for play on Intellivision® the home video game system from Mattel Electronics®. The first games are

STAMPEDE™ and PITFALL!™ and there will be many more in 1983. Watch for new releases in future issues of Activision.



Now Intellivision owners can saddle up with STAMPEDE™. In this rugged video game roundup, you lasso as many runaway dogies as you can. Designer Bob Whitehead has created a gritty test of your ridin' and ropin' ability. Yahoo!

Pitfall Harry is delighted! PITFALL!™ is at the top of the video game charts, and now it comes to life for Intellivision owners. Follow Harry on a dangerous quest for untold riches, but beware the hungry crocodiles, poisonous snakes and scorpions, tar pits and quicksand. As designer David Crane puts it—"It's a jungle in there."

HAPPY HOLIDAYS



Season's Greetings
from
Activision Consumer Relations

Bottom Row: (Left to Right) Cathy Jackson, Robin Bolin, Dan Hernandez, Kevinanne Myers and Jan Marsella. Top Row: (Left to Right) Eve-Lynne Banks, Beverly Desmond, Joe Kelley, Ria Drahmann, Vivian Varela and Faith Heath.