Activisions™ Newsletter

FALL 1983 VOLUME 7

SPACE SHUTTLE: A JOURNEY INTO SPACE™

Coming in November

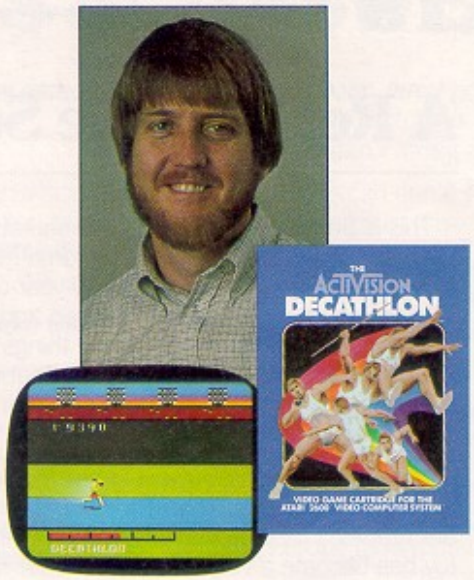
On April 20, 1981, the first space shuttle, Columbia, rose on a plume of fire and smoke through the dawn sky over Cape Canaveral, Florida. With astronauts Crippen and Young at the helm, Space Transportation System 1 (STS 1) thundered into aviation history on three liquid-fuel rocket engines, each with a rated thrust of 375,000 pounds.

Now, in Steve Kitchen's SPACE SHUTTLE: A JOURNEY INTO SPACE, *you* pilot the shuttle Discovery (STS 101) on its maiden voyage. Your mission: launch and achieve orbit; match the trajectory of an orbiting satellite; dock; re-fuel; and then re-enter the atmosphere and land at Edwards Air Force Base in California on a proper glidescope—all at speeds of up to Mach 15 (fifteen times the speed of sound).

This, obviously, is no ordinary video game. It is a realistic simulation, designed by Steve in close cooperation with NASA scientists. All of the elements in SPACE SHUTTLE—velocities, altitudes, temperatures, glidepaths . . . even pitch, yaw and roll—are absolutely realistic, re-created from actual NASA shuttle missions.

SPACE SHUTTLE: your ticket to the thrill and challenge of an orbital journey!





THE ACTIVISION DECATHLON™

Available Now

The huge Los Angeles stadium is hushed. You breathe deeply and take your mark. The starter raises his pistol. It is an electric moment, a moment of intense drama and legendary significance. Because these are the Olympic games. And ahead lies perhaps the greatest athletic challenge known to man.

Do you feel like a champion?

Then go for the gold with David Crane's newest achievement, THE ACTIVISION DECATHLON. You run the 100, 400 and 1500 meter races as well as the 110 meter hurdles; you put the shot and throw the javelin and discus; you attempt the high jump, long jump and pole vault. A gauge measures your performance against a scale of maximum potential. If you can score 1,000 or more points on any event, a trumpet fanfare sounds.

But the best part is David's innovative gameplay. *The faster you move the joystick, the better you perform.* And up to four players can face each other in spirited, head to head competition.

We think you'll find THE ACTIVISION DECATHLON a challenge fit for champions.

FROSTBITE™

Coming In October

His exploits are legendary. Roaming the blue wasteland above the Arctic Circle—a world bounded only by ice, peril and polar bears—he is Frostbite Bailey, an intrepid little hero with a heart as big as the winter night is long.

FROSTBITE is the latest creation of Steve Cartwright . . . who, this time, has unleashed his wacky sense of humor on the frozen tundras of the north. Your job is to help Frostbite Bailey gather ice blocks to build an igloo that he must enter before the temperature drops from 45 to 0 degrees. If he fails . . . well, have you ever seen a raspberry popsicle?

Bailey collects the blocks by leaping on them as they float by on the Arctic currents. He gains strength by gobbling an occasional fish or two . . . but killer clams and Alaskan king crabs also lurk amongst the ice floes, waiting to pull him in. In addition, low-flying snow geese just love to nudge him into the frigid waters. And worst of all: a huge polar bear camps hungrily near the igloo.

But be cool. Go with the floe. The iceman cometh. And we think FROSTBITE will leave you shivering with delight.



Dear Jan,

Letters

Jan Marsella, who directs Consumer Relations, is once again delighted to share some of the mail she receives. If you have art, poetry, a question or anything of interest for other Activision game fans, send it to:

Consumer Relations, Activision Inc.
Drawer No. 7287,
Mountain View, CA 94039

BOMBS AWAY



Where does the Mad Bomber of KABOOM!® go when you turn off the television set? To Bloomfield Hills, Michigan? Perhaps. But recent reports that the Bomber is stalking sleepy suburbs have been greatly exaggerated. The truth is, we caught this impostor in a mug shot. Also Known As: Jana Kovacs. But why is such an innocent young thing wearing prison stripes? Ah. Of course. Halloween. (Or so we hope.) Or maybe she's heard that the Bomber is on the loose again in our new adaptation of KABOOM! for the Atari home computers.

A Remarkable Summer



This is Summer Thompson, a remarkable young lady. Last January in Akron, Ohio, she won a PITFALL!™ cartridge in a local contest by defeating a 29-year-old disc jockey at RIVER RAID.™ Summer is only seven and, according to her mother, "has had problems seeing things correctly and has been privately tutored for a reading disability." Since her discovery of video games, however, Summer has made strides that even Pitfall Harry would envy.

"I've seen an improvement in her reading and overall attitude," writes Mrs. Thompson, "and it is showing up in her grades. I thought you'd like to know that this so-called toy has become a very useful tool in our house. It has helped in reading large numbers, distinguishing right and left, and overall cooperation when the kids play together."







Matt Towler, of Worcester, Massachusetts, drew this poster of PITFALL!™ perils. Believe it or not, it is all original art.

?'s & Answers

Q: *Dear Jan: I have a great idea for a new game and want to send it in. Would you accept it?*
—Dina Myers, Rome City, IN

A: Unfortunately, we can't, Dina. Only our Activision designers can provide us with game ideas. But thanks for your offer. And remember: we love your poems, drawings and letters, and often reprint them here in *Activisions*.

Q: *Dear Jan: if I have a question or problem with a cartridge function, who can I contact?*
—Steve Miller, Toledo, OH

A: Steve, you should call Jean Daniels, toll-free, at (800) 633-GAME, or write to: Activision, Inc., Attn: Replacement Cartridge, 2350 Bayshore Frontage Rd., Mountain View, CA 94043.

Q: *Dear Jan: Do the Intellivision-compatible Activision games have their own clubs?—Tracey Lenz, Northridge, CA*

A: You bet, Tracey. They have their own patches, too.

Q: *Dear Jan: I got a world record score on STARMASTER™ but the picture is blurry. Does it still count?*
—Megan Finney, Wichita, KS

A: We can enroll you in the Order of the Supreme Starmaster, but we *must* have a clear photo for a world record.

Q: *Dear Jan: I lost my instruction booklet. Can I get another one?—Jimmy Lee, Los Altos Hills, CA*

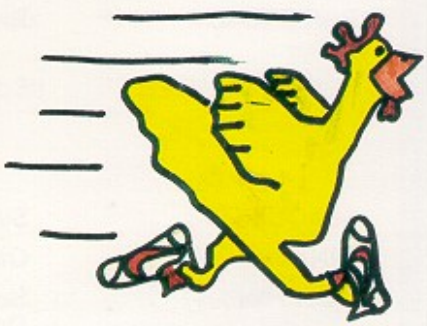
A: Of course, Jimmy. Write to us at the above address and specify INSTRUCTION BOOKLET on the envelope.

Q: *Dear Jan: Can I use a cartridge in Europe that I bought in the United States?—Michael O'Brien, Surry, England*

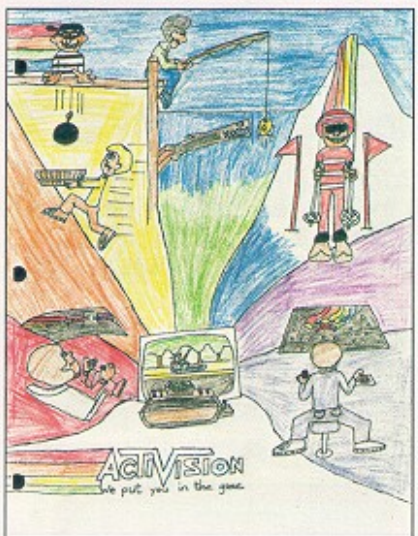
A: No, Michael, because television sets in the United States work on a standard called the NTSC system, while those in Europe (and many other countries) work on the PAL or SECAM systems. The technology is so different that it is impossible to interchange your games between the two systems.

the gallery

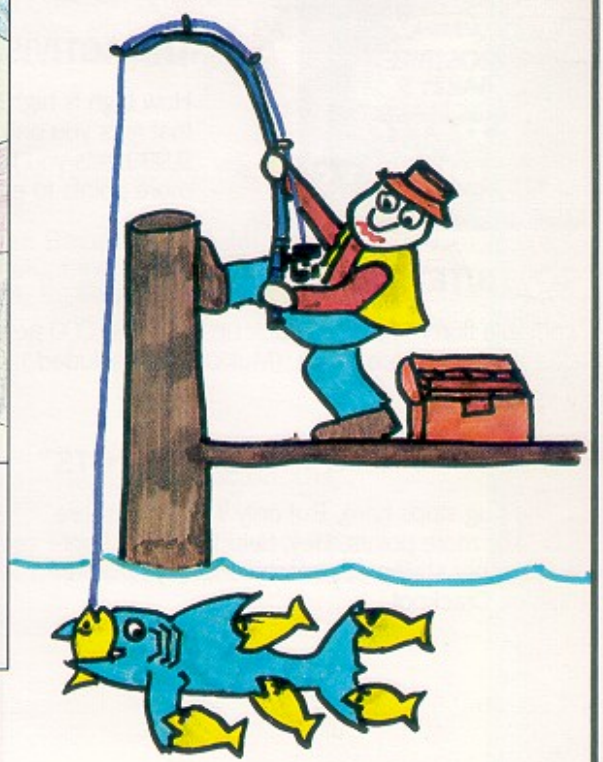
Every month, we receive fantastic Activision Art from ActiKids all across the country. Most of it is so good, we've decided to make it a regular feature of *Activisions*.



Jon Bogensberger, of Stonybrook, New York, created the four cartoons gracing the gallery this issue. A unique sense of humor guides his hand: note the chicken's footgear (above), the goalie's name (lower left), the ski-bitten tree (upper left) and the fish-bitten shark (right).



Andy Babb, of San Luis Obispo, California, writes that, someday, he'd like to draw illustrations for our boxes.



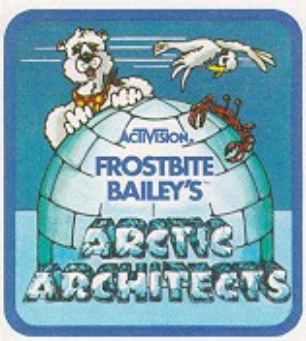
NEW PATCHES—Below is a first look at our four new patches. Our clubs continue to expand, and your response to them has been nothing short of fantastic. *Everybody* who has fun is a winner—but, as J. Denise Farr of Syracuse, New York writes, "By establishing these 'clubs,' you have given your games a special sense of challenge, which makes them, for us, so much more exciting to play . . ."



SPACE SHUTTLE: A JOURNEY INTO SPACE™

Fuel count is critical; the more you save the more you score. 5,001-7,999 makes you a Pilot. But to earn your Wings and become a Commander you need over 8,000 points. Good luck. You'll need it for this one.





THE ACTIVISION DECATHLON™

How high is high? Try 8,600–8,999 points. But that gets you only the Bronze medallion. 9,000–9,999 gets you the Silver. It takes 10,000 or more points to earn the Gold. Now *that's* high.

FROSTBITE™

A veritable flurry of action. Rack up a cool 60,000 points, be an Arctic Architect, and we'll send you an Ice Patch. (Mukluks not included.)

CRACKPOTS™

The bug stops here. But only if you can score 75,000 or more points. Hey, help Potsy the Rooftop Gardener stamp out infestation, willya? Be an Activision Crackpot.



GAME	CL
SKIING™	Ski Te
FREEWAY®	Save Found
KABOOM!®	Bucke
ICE HOCKEY	Hocke
TENNIS	Tenni
GRAND PRIX™	Drivin
CHOPPER COMMAND™	Chopp Comm
STARMASTER™	Order Supre
MEGAMANIA™	Megal
PITFALL!™	Pitfall Explo
SKY JINKS™	Sky S
RIVER RAID™	River
SPIDER FIGHTER™	Spide
SEAQUEST™	Sub C
OINK™	Oinke
DOLPHIN™	Secre Dolph
KEYSTONE KAPERS™	Billy C
ENDURO™	Road
PLAQUE ATTACK™	Pl
HAPPY TRAILS™	Trail
ROBOT TANK™	Medal

SCOREBOARD

UB	RECORD	WORLD RECORD HOLDERS
ım	27.51 seconds	Brent Metcalf, West Jordan, VT
ne Chicken ation	34 crossings	31 co-holders
: Brigade	999,999	B. Gowen, Chowchilla, CA; Wade Wittmer, Topeka, KS; Rick Bryan, Taylorville, IL; Anthony Ramos, Sheffield Lake, OH; Todd McLain, Hartford City, IN
y Team	beat the computer	14,167 skaters
Pros	beat the computer	512 pros
g Team	level 1—0:29.49 level 2—0:50.81 level 3—1:13.88 level 4—1:34.33	Todd Rogers, Bridgeview, IL Todd Rogers Todd Rogers Todd Rogers
er andos	999,999	143 co-holders
of the ne Starmaster	game 1—3,972 game 2—5,940 game 3—7,927 game 4—9,793	Jeff Lomison, Howard, PA Jeff Lomison Jeff Lomison Frank Walters, Panama City, FL
Maniacs	999,999	John M. Bartish, Hot Springs, AR; Glen Doughney, Baltimore, MD; Missey Gibson, Salt Lake City, UT; Jeff Scott, Kintnersville, PA; Bob Rusin, Buffalo, NY; Chuck Johnson, Grand Junction, CO
Harry's ers Club	114,000	David Yancey, King George, VA; Frank P. Walters, Panama City, FL; Mike Ratledge, Folly Beach, SC; John Coggeshall, Portsmouth, RI; Mike Wood, Kingsport, TN; Brian Schaller, Philadelphia, PA; Steven Dasinger, Newport, NC; Mike Lee, King George, VA; Michael Salinsky, Brooklyn, NY
ars	31.64	Stephen C. Tokich, Cheswick, PA
Raiders	1,000,000	Chris Chin, Alameda, CA; Doug Leighty, Rimersburg, PA; Tim Ellis, Cupertino, CA
Fighter	900,000	Doug Newman, Columbus, MS; Steven Bogal, Detroit, MI; John Dzubira, Bloomingdale, NJ; Norbert B. Kaminski, Lawtons, NY; Tony Palloni, Batavia, NY; Jerry Pierce, Stonington, IL; Greg C. Meador, Ponca City, OK; Robert Rusin, Buffalo, NY
ub	388,000	Kenny Vance, Las Vegas, NV
's	999,999	Rick Bryan, Taylorville, IL
Society of ns	(secret message)	Mike Corwin, Reynoldsburg, OH; Greg Swarthout, San Jose, CA; Mike Mavilla, West Mifflin, PA; Steve Chapman, Coshocton, OH; Corey B. Clinton, Wilmington, DE
lub	1,000,000	David Yancey, King George, VA; Stacey Ellis, Perris, CA; Jeff Platt, Racine, WI; Ernest A. Wilbur, Gretna, LA; Todd Rogers, Bridgeview, IL; Wayne Taylor, Rahway, NJ
Busters	26 days	Daniel Wong, Kerman, CA
que ck	63,725	Dominic X. Chick II, Alexandria, VA
lazers	161,587	Harry Chojnals, Australia
of Merit	55 Tanks	James Burton, New Hyde Park, NY

NEWS

THE COACH DUO

Every team needs a coach . . . but sometimes, when you're as big a team as the Activision family, you need *two* coaches. And here they are, Dan Hernandez and Jim Hilsabeck, the official Activision Game Coaches. Call them on our toll-free hotline number (800-633-GAME) during a weekday with questions about club qualifications, world record scores or anything about the games.



Jim is a man of many talents. An artist and writer, he spent fifteen years in the broadcast industry—seven on the air as a disc jockey—before coming to Activision. He also enjoys horseback riding.

Dan, 20, was born in Michigan. He likes visual entertainment: he collects modern art, attends the San Francisco Art Institute for photography classes and, of course, loves video games.

Go For The GOLD GLOVE

THE ACTIVISION DECATHLON™ is no ordinary game; it's a unique and physically demanding athletic event. For that extra edge, you need the Bruce Jenner Signature Game Glove. It's gold with a reinforced palm designed specifically for THE ACTIVISION DECATHLON. Official order cards inside each box let you order glove size and which hand. Do it. Go for the gold.



Under Our Rainbow

And you thought California was sunny. It rained so hard at our World Headquarters in Mountain View this past spring (you can't see it, but there's even an Activision rainbow in the sky) that we had to bring out the Activision umbrellas to take this photo of two more members of our Consumer Relations Department.

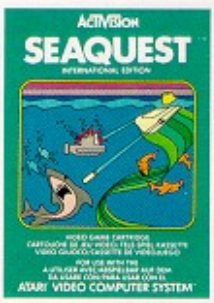
Say hello to Jean Daniels and Eve-Lynne Banks.

Eve-Lynne (on the right) is a real video game enthusiast, so naturally she handles our blossoming club enrollments and consumer game inquiries. She is also a star basketball player for Ohlone College.

Jean (left) is the one to contact if you have a question or problem with a cartridge function. Call her at 800-633-GAME if outside California, or at 415-940-6044/45 within California. Jean was born in Wimbledon, England, and grew up in London. But she likes California—and loves Activision!

By the way: what do you think of our new "World Headquarters" sign?

INTERNATIONAL UPDATE





Finally! Europe and the rest of the world are now learning what Americans have known for years: that Activision puts you in the game. No matter where you are.

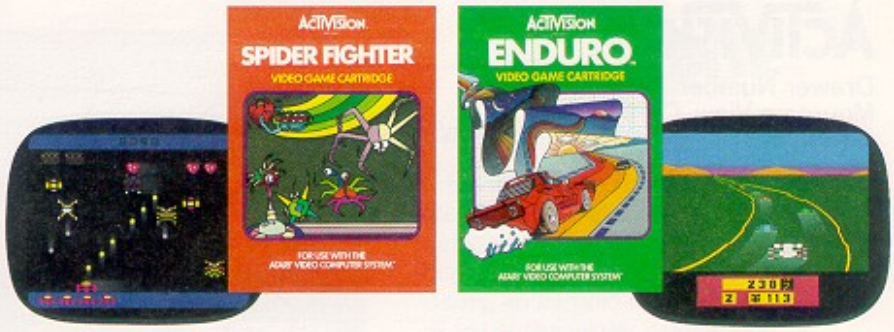
Activision, International, which began spreading the fun around almost two years ago, reports that Activision cartridges are now being sold in over 40 countries—on every continent except Antarctica. In fact, PITFALL!™ is the number one seller in West Germany—and word has it that our favorite crocodile hopper, fearless Pitfall Harry, will soon be *numero uno* all over Europe.

Here are the international box designs for PITFALL!™ and SEAQUEST.™ Although the titles are familiar, everything else is translated into four languages—French, German, Italian and Spanish. Sometimes the title is changed, too: for example, in West Germany, FREEWAY™ was changed to *Das Verruckte Huhn*—or, The Crazy Chicken!

DESIGNERS CORNER

LARRY MILLER





One day in 1981, while working as a biomedical researcher, Larry Miller—sailor, skier, pianist and 37-year-old creator of SPIDER FIGHTER™ and ENDURO™—began to putter around with his computer. With a PhD in elementary particle physics and more that thirteen years of assembly language programming behind him—well, let's just say he knew what he was doing.

Six months later, Larry had a three-dimensional space game and a new calling: video game designer.

And since joining Activision in 1982, he has become one of the very best. Larry likes to create games which are playable time and again, understandable without an instruction booklet and filled with visual surprises—such as the bugs in SPIDER FIGHTER,™ which open and close their legs as they pounce.

When he designs a game, Larry spends the first month or so just thinking. "It's the most frustrating part of the process," he says. But when he finally gets something on the screen, "that's when the fun begins." It *must* be fun—Larry sometimes puts in 100-hour weeks, designing from morning to midnight.

Larry has some advice for future game designers: "Get your hands on a computer." He suggests you learn assembly language as well as BASIC programming. "Join a computer club," he says, "and take as many math classes as you can."



RUMORS

According to the dictionary they are "cubes of meat marinated and cooked with vegetables on a skewer." We beg to differ. They are much cuter than that (or so envisions Rex Bradford in his first game for Activision).

Meanwhile, Garry Kitchen (brother of Steve "SPACE SHUTTLE" Kitchen and Dan "CRACKPOTS" Kitchen) was not satisfied that KEYSTONE KAPERS™ was one of the hottest summer hits. So he went back to the Kitchen kitchen and "cooked" up something for your holiday enjoyment.

But what are the wise old Founders of Activision doing? Well, here's something marked SHHHHHHH. It's true that David Crane is at it again. But no, he wears no trenchcoat. He's just been playing Bob Whitehead's new game. Are you mystified? Good.

ACTIVISION.
Drawer Number 7287
Mountain View, CA 94039

BULK RATE
U.S. Postage
PAID
Mt. View, CA
Permit #273

ENDURO™ QUIZ

Okay, the summer of 1983 is over, the results are in, and the runaway winner of the vacation video derby is none other than Activision's stunning road racing game, ENDURO.

For those of you who've racked up a few miles on your scrolling odometer . . . weaved at dizzying speeds through the stream of Formula One racers . . . braved the intensity of night, the miles of snowpacked peril and the blinding fog . . . here's a little quiz for you.

For those of you who haven't? All we can say is this: Get your hands on ENDURO. Start your engine. And let the race begin.

1 Ladies and Gentlemen, start your _____. E_____

2 The four environmental sequences of Enduro are day, snow, _____, and fog. N_____

3 The turbo-charged race car sponsored by Activision is made by _____. (hint: look at the photograph) D_____

4 From coast to coast, Enduro's brutal endurance circuit takes you across the _____ _____. (two words) U_____

5 If you can endure Enduro for four days or more, you can become an elite member of the _____. R_____

6 The miles you cover in Enduro are recorded on an _____. O_____

ACTIVISION SPONSORS DATSUN RACING TEAMS.

To celebrate Larry Miller's super game, ENDURO,™ Activision is sponsoring this turbo-charged Datsun 280ZX, driven by IMSA (International Motor Sports Association) champion Don Devendorf, in races all across the country this season.

Activision is also sponsoring four other cars, including one driven by film star Paul Newman of the Bob Sharp racing team.



ANNOUNCING!

THE ACTIVISION HOME COMPUTER CLUB

We've announced our first two home computer entertainment software packages—RIVER RAID™ and KABOOM!®, adapted for the Atari home computers—and we think both are in keeping with Activision's great tradition of putting you in the game.

And now, in keeping with another great tradition, we're also announcing a new club, the ACTIVISION HOME COMPUTER CLUB.

If you'd like to become a charter member and receive regular news about our offerings for home computers, fill out the form below and send it to:

THE ACTIVISION HOME COMPUTER CLUB
% Activision, Inc., Drawer No. 7287
Mountain View, CA 94039

THE ACTIVISION HOME COMPUTER CLUB
MEMBERSHIP FORM

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

Does your family have a home computer? ☐ YES ☐ NO

If so, which brand _____ and model _____

Do you have access to a computer in school or elsewhere? ☐ YES ☐ NO

If so, which brand _____ and model _____

If you give us the names of two friends who own or have access to a computer, we'll make them club members too.

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COMPUTER BRAND _____ MODEL _____

NAME _____ AGE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

COMPUTER BRAND _____ MODEL _____

ACTIVISION®

FOR ATARI®
HOME COMPUTERS

Coming in October!



RIVER RAID™

Below: the blue water glitters, and the mountains are etched sharply against a hostile dawn landscape.

Ahead: gunboats silently prowl the currents; helicopters and jet marauders patrol the skies; and deadly attack tanks wait in ambush along the rugged shores.

You bank your B1 Strato-wing assault jet into the heart of the river canyon and press the red fire button. It will be intense. This mission will be tougher than ever before.

But you already know that. Because this is RIVER RAID by Carol Shaw.

"A terrific computer game . . . I'd say it was the best action for a computer that I've ever seen."
Easy Home Computer Magazine

And now it has been adapted for the Atari home computers. Taking advantage of the increased power and memory of these computers, Carol has really enhanced her classic battle game.

Some new additions:

- The tanks blast at you from the shore and patrol the bridges; the helicopters now shoot back, too
- Hot-air reconnaissance balloons hover in your path
- Vivid river canyon graphics and cacophonous battle sounds heighten the sense of realism
- This game is an immediate challenge for both beginner and expert—advanced players can select more difficult river sections
- An expanded control panel displays the last highest score and which bridge the player is attacking
- A pause feature stops the game in mid-stream

Can you make it, RIVER RAID? Or will the River of No Return live up to its name?

Coming in October!



KABOOM!

Holy explosions! Get out your water buckets, the Mad Bomber is back!

And he's craftier than ever. Because that crazy cartoon convict is now dropping his TNT on the Atari home computers . . . and he's got everyone "sizzling" with excitement.

KABOOM! received the 1982 Arcade Alley Award for best Audio-Visual Effects.

As in the original design by Larry Kaplan, KABOOM! features the notorious Mad Bomber, who roams the rooftops dropping bombs with lighted, crackling fuses—up to 13 per second. Your job: catch the cascading munitions with water buckets to douse the fuses. If you miss . . . well, you know the name of the game, don't you?

Paul Willson's adaptation for the home computers has all the frantic action, and more. For example, there is a Pitch and Catch game variation for two players. That's right: now you can either choose the role of the Bomber (and fulfill your hidden fantasies) or play the buckets.

"The pitch-and-catch variation transforms the game into a new and even more playable one."
Enter Magazine

And—for you classical music buffs—a tone sounds when a bomb is caught. As the action grows more hectic, the combination of tones recreates the 1812 Overture. We think Tchaikovsky would be proud.

But don't take our word for it. The real authority is the Mad Bomber himself, who says: "I love it! KABOOM! for home computers is a *real blast!* Ha ha ha ha!"