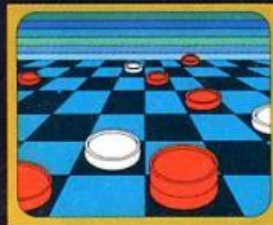
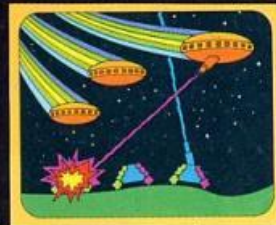
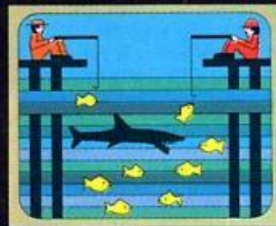


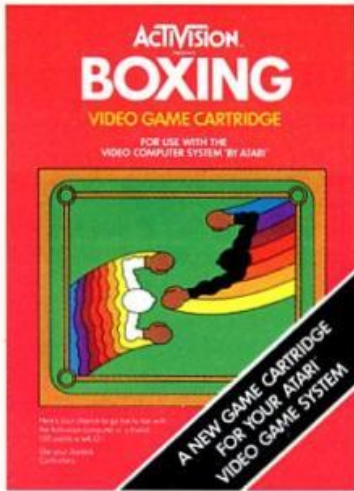
ACTIVISION™

VIDEO GAME CARTRIDGE CATALOG

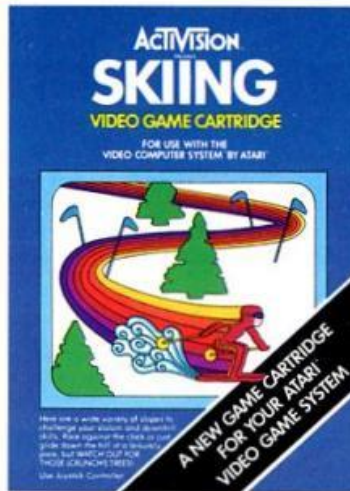


BEATS THE REAL THING.

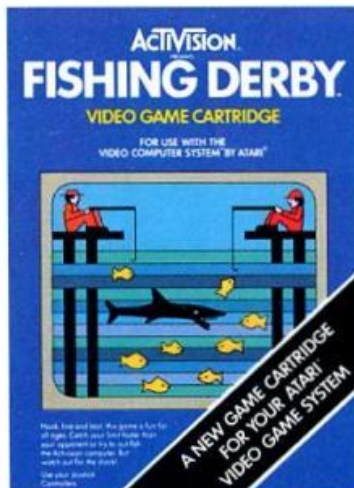
SPORTS CHALLENGES



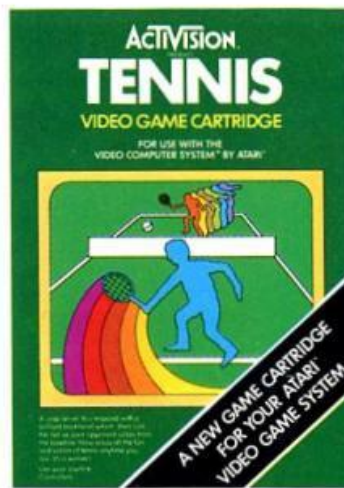
Designed by Bob Whitehead. At the sound of the bell, come out swinging. Go toe to toe with the Activision computer or a friend. Jab, punch, bob and weave. Listen to the thud of those gloves. It's fast and furious action that's sure to leave you exhausted. But be careful! Don't get pinned to the ropes. Knock-outs are part of the action, too!



Designed by Bob Whitehead. Challenge yourself to a wide variety of high speed downhill or slalom runs. Trees and moguls rush by as you race through the courses. Designed for everyone from novice to pro. Why, even if you hate the snow, you'll love the fun of Skiing by Activision!™



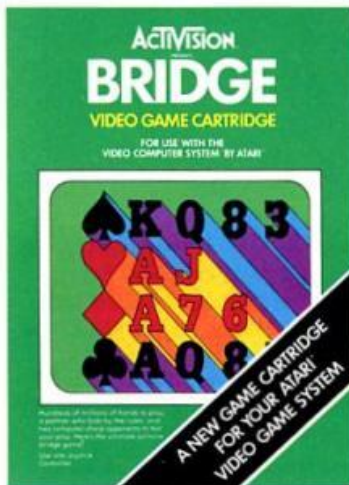
Designed by David Crane. A relaxing afternoon at the ol' fishing hole? Not quite. The bay's full of beautiful sunfish alright, and all you have to do is land 'em faster than your opponent. But there's just one small hitch. Watch out for that shark! His voracious appetite makes Fishing Derby™ by Activision a constant challenge.



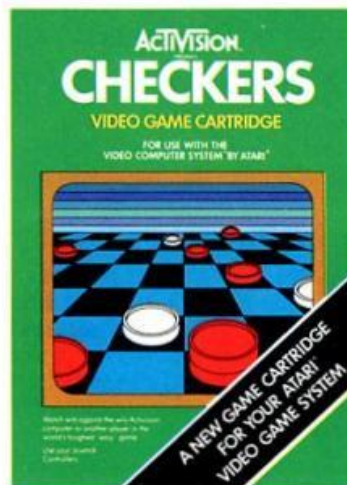
Designed by Alan Miller. Never wait for a court again. Tennis by Activision™ offers all the challenge and excitement of remarkably real tennis right on your own TV. Charging players can crush the net, lay back and play the baseline or roam the court. It's tennis action so real, the ball's even got a shadow. Loads of fun for all game fans!

CHOOSE YOUR CHALLENGE!

STRATEGY GAMES



Designed by Larry Kaplan. Presenting the ultimate solitaire bridge game. It deals hundreds of millions of hands at random and provides a computer partner who bids by the rules. After you've established a contract, the computer plays as your opponent. Never be without a bridge game again. It's heaven!



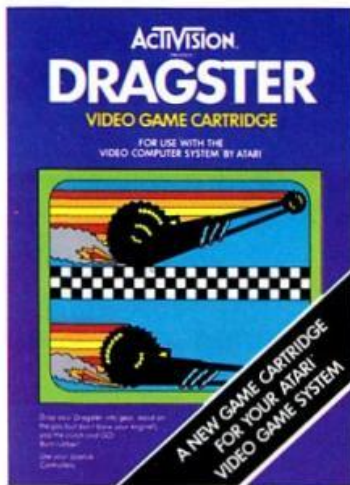
Designed by Alan Miller. Remember good ol' checkers? Well, Checkers Activision-style is a whole new challenge. There are three different skill levels to choose from. Warm up with novice, and then when you're feeling brave, try and tackle the tougher levels. We're sure you'll find the Activision computer a more-than-worthy opponent.

ACTIVISION™

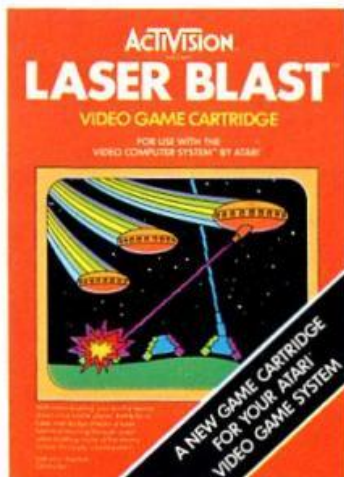
VIDEO GAME CARTRIDGES

For the dealer nearest you, write: Activision
Customer Relations Dept.
3255-2 Scott Blvd.
Santa Clara, CA 95051

ACTION GAMES

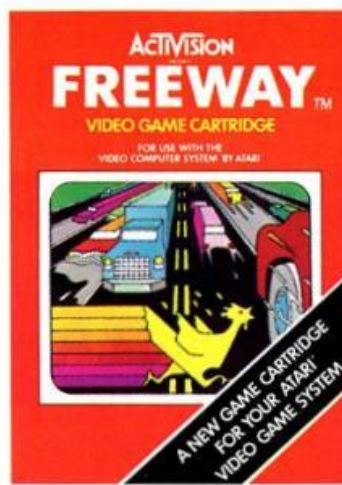


Designed by David Crane. Watch the count-down, shift gears, pop the clutch and burn rubber. You're in the driver's seat. You can rev your engine but be careful or you'll blow it. True-to-life sound effects and gruelling competition bring all the action of the dragstrip right into your living room. It's a race to the finish with Dragster™ by Activision.

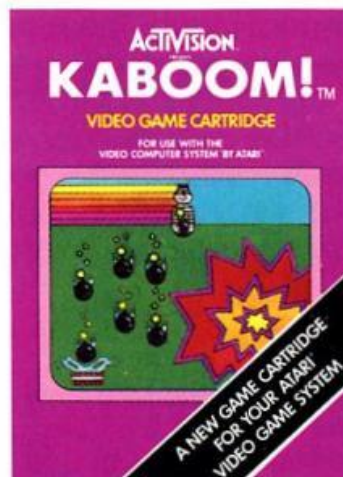


Designed by David Crane. Presenting a space shoot-out the likes of which you've never seen or heard before. As Commander of a fleet of intergalactic spacecraft, you come upon some very unfriendly alien types. Get them before they get you and you're awarded points. Brilliant colors and startling sound effects put Laser Blast™ light years ahead of any other space video game.

COMING SOON



Designed by David Crane. You see, there's this chicken. And he decides he wants to cross the road. Familiar story, right? Except this time the road is a freeway and it's rush hour! Your task is to guide the poor chicken to the other side of the freeway. Get the picture? And if you get the game, you'll agree there's never been anything like Freeway™ by Activision. Available Summer 1981.



Designed by Larry Kaplan. It looks very simple. You have three buckets of water. The cute little guy up on the wall has a whole bunch of bombs. He tosses the bombs and you catch them. Like we said, "Very simple." P.S. Before you know it, bombs are falling at a rate of 13 per second! Is the hand really quicker than the eye? Try Kaboom!™ by Activision and find out. Available Summer 1981.

SUPER GAME CARTRIDGES FOR YOUR ATARI® VIDEO COMPUTER SYSTEM.™

READY FOR A CHALLENGE? This is it. Presenting the complete catalog of exciting video game cartridges from Activision.™

Love the thrill of realistic sports competition? Then, better warm up. Got your sights set on a little intergalactic space squabble? O.K., prepare for blast off. Or, maybe you just live for a good game of bridge or checkers? If so, grab a chair. Because your every wish is just an Activision game cartridge away.

HOW IT'S DONE. The Activision game designers are probably the world's leading innovators in the field. Each designer brings to his creations a unique, personal touch. The result? Well, you might say each Activision game has a real personality all its own.

THE PROOF'S IN THE PLAYING. It's just impossible to describe exactly how realistic Activision video games really are. So, you'll just have to see for yourself. With such incredible games, we're sure you'll quickly see why we say Activision beats the real thing!

This is the Video Computer System™ by Atari®. Activision game cartridges are designed for use with this system and are also compatible with the Sears Tele-Game™ Video Arcade®.



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Tele-Game™ and Video Arcade® are trademarks of Sears Roebuck & Co.

THE WORLD'S LEADING DESIGNERS OF VIDEO GAMES.



ALAN MILLER. A true competitor. Maybe Alan's so good at creating challenging games because he loves to play them so much. He's the designer and undisputed champion of Checkers and Tennis by Activision™—and there's nothing like a man happy in his work.



DAVID CRANE. You could say David has a vivid imagination. His first two games, Dragster™ and Fishing Derby™ were instant hits. Then David went up into space to create Laser Blast™ and came back to street level for Freeway™. David loves to tackle assignments that seem impossible.



LARRY KAPLAN. Larry is a game design perfectionist. You'd have to be to design Bridge by Activision™ which has millions of variations. After completing Bridge, Larry then created the new and hilarious video game, Kaboom!™ So he's gone from bridge to bombs. Nobody ever accused Larry of having a one track mind.



BOB WHITEHEAD. Bob's games are particularly popular with those folks who enjoy realistic sports action. Take Boxing and Skiing. Both games truly capture the thrills and occasional spills of the real thing. Keep your eyes peeled for his newest creation to be unveiled in the Fall of 1981.