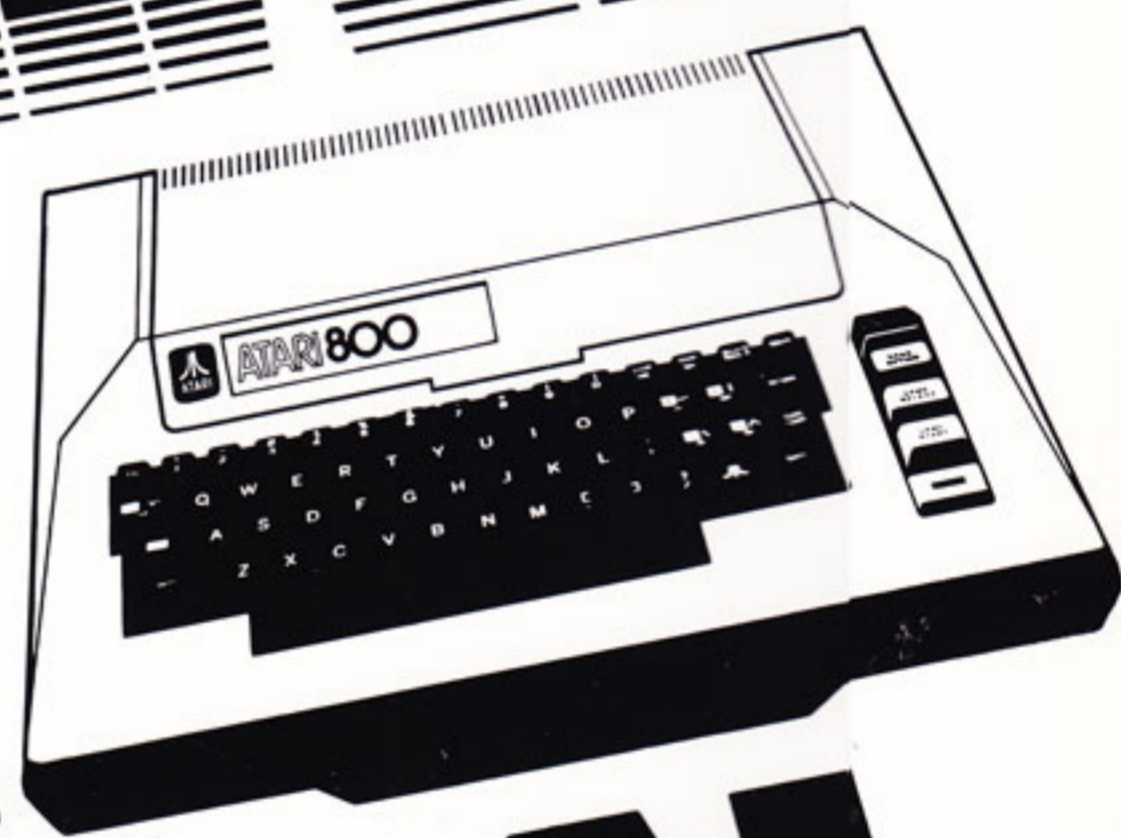
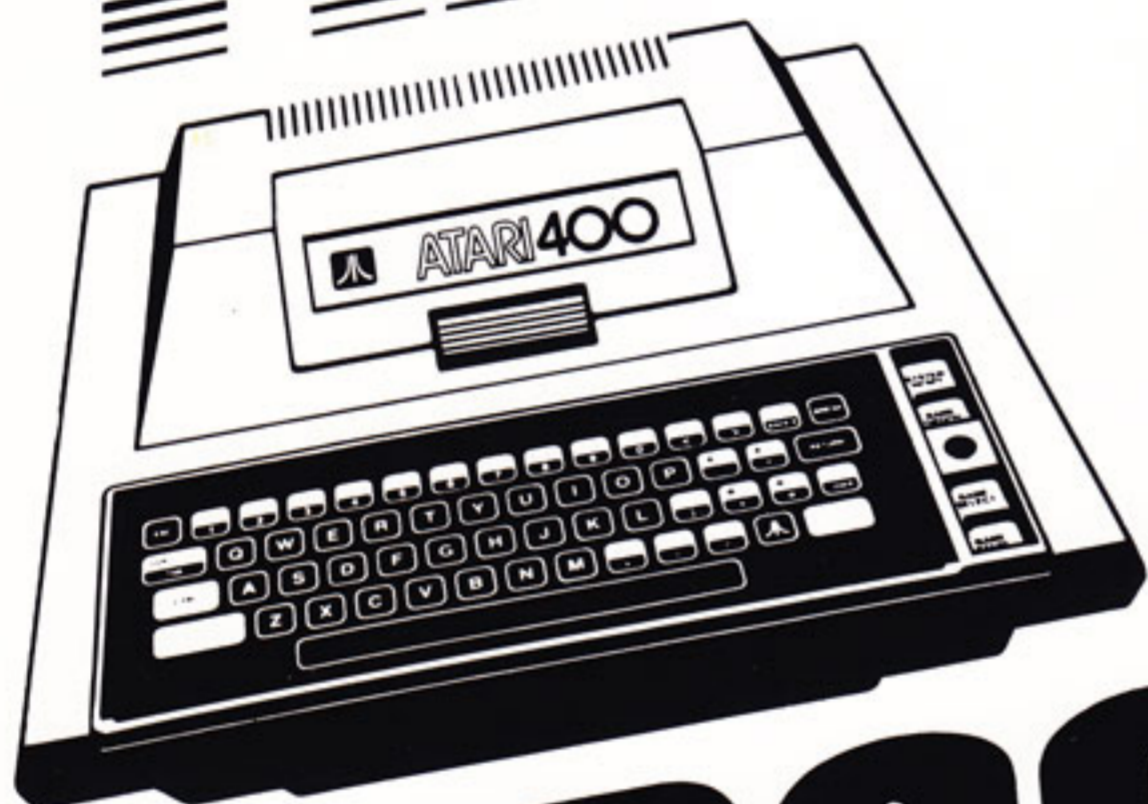


INTRODUCING THE ATARI



PERSONAL COMPUTER SYSTEMS

ATARI®

ATARI AT A GLANCE

PONG!

When Atari made its revolutionary breakthrough in the amusement industry in 1972, it was a PONG™ heard 'round the world.

Like all of Atari's subsequent video games, PONG was an electronic video game in which semiconductor logic circuits were used to generate images displayed on a television screen.

Since its start in 1972, Atari has grown into a company with about 2,000 employees and annual revenues approximating \$150 million.

Atari's world headquarters and manufacturing facilities are located in Sunnyvale, California.

Today, Atari's two principal classes of products are coin-operated games and consumer games.

more

Atari's coin-operated games are self-contained units designed for placement in bowling alleys, arcades, hotel lobbies and similar locations.

Atari's consumer video game products are functionally similar to coin-operated games but are designed to be used with the player's own television set.

TAKING ATARI HOME

Atari opened the door of a new marketplace in 1975 when it developed the home version of PONG. Two years later, a new, innovative consumer product was born, the Video Computer SystemTM, a programmable unit for which 30 Game ProgramTM cartridges have been developed, with even more on the drawing boards. Included in the cartridges are games which appeal to all segments of the marketplace -- there are sport games, mind games, educational games, and just plain fun games. Now millions enjoy the marvel of the electronics game industry in their own homes.

SUCCESS SECRET - CREATIVITY AND EXPERTISE

Atari's management team believes its success can be attributed to two factors: creative understanding of the games people like to play and the technological competence necessary to convert an innovative concept into a game that can be manufactured and sold at a popular price.

As a testimony to this policy, Atari maintains the largest engineering and research and development staff in the industry whose primary activities consist of the development of new games and other electronic products.

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ATARI INC. - A SUBSIDIARY OF WARNER COMMUNICATIONS INC.

Atari added another chapter to its success story in October 1976, when it became a subsidiary of Warner Communications Inc. Warner Communications Inc. is engaged in the communications and entertainment businesses through operations in recorded music and music publishing (Warner Bros. Records, Elektra/Asylum Records, Atlantic Records, WEA Corp., WEA International and Warner Bros. Music), motion pictures and television (Warner Bros. Pictures, Warner Bros. Television, Panavision and Licensing Corporation of America), publishing and related distribution (Warner Publishing, Warner Books, Independent News, Mad Magazine, DC Comics), cable communications (Warner Cable), toys and electronic games (Atari Inc., Knickerbocker Toy and Malibu Grand Prix), fragrances (Warner/Lauren), and sports (Cosmos soccer).

HOME COMPUTER SYSTEMS

Atari unveiled its new ATARI 400TM and ATARI 800TM Personal Computer Systems at the Winter Consumer Electronics Show in January, 1979. These personal computer systems are designed to accommodate the needs of people with no prior computer familiarity as well as those with experience and more sophisticated needs and requirements.

Both the Atari 400 and 800 systems allow the consumer to utilize the benefits of the computer revolution in their homes and offices at an affordable price.

And that's the secret of Atari.

FOR IMMEDIATE RELEASE

ATARI®

FEDERAL COMMUNICATIONS COMMISSION

APPROVES ATARI PERSONAL COMPUTERS

SUNNYVALE, CALIFORNIA -- Atari Inc., a division of Warner Communications Inc. and the leading manufacturer of programmable video games, has received Federal Communications Commission Type I approval for its new personal computers -- the ATARI 400™ Personal Computer System and the ATARI 800™ Personal Computer System.

FCC approval permits owners of Atari's personal computer systems to legally connect their computer directly to any TV set. Unlike many other personal computers on the market, Atari units produce no detectable interference with local radio and television reception.

This event represents the culmination of 3 1/2 years of research and development efforts. Three large scale integrated circuits were custom-designed to give the ATARI 400 and the ATARI 800 the most advanced color and graphics capability of any personal computer currently available. The ATARI 800 also features user add-on memory (up to 48,000 bytes of Random Access Memory) to keep pace with the changing needs of the user.

The ATARI Program Recorder, a custom-designed cassette tape recorder used for storage and retrieval of computer programs, received FCC Type I approval at the same time as the two personal computers.

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FCC APPROVES ATARI PERSONAL COMPUTERS

(continued)

The Program Recorder is included with the ATARI 800 console and optional equipment for the ATARI 400.

With FCC approval, Atari is free to sell and advertise the personal computers. Both systems will be distributed this fall to a mix of computer specialty retailers as well as several major national retail chains.

This approval is the 29th consecutive ATARI product approval by the Federal Communications Commission.

Contact: Ginny Juhnke
(408) 745-2883

6/15/79



WARNER COMMUNICATIONS INC.

Press Release

FOR IMMEDIATE RELEASE

ATARI INC., DIVISION OF WARNER COMMUNICATIONS INC.,
ENTERS PERSONAL-HOME COMPUTER INDUSTRY

New York. - Atari Inc., a division of Warner Communications Inc. and the nation's leading manufacturer of sophisticated computer-controlled video games, is entering the personal-home computer industry, it was announced by Emanuel Gerard, Office of the President, WCI.

Atari will shortly introduce two new personal computer systems that have been developed for use by both those people with no prior computer experience and those with experience and sophisticated needs and requirements.

Mr. Gerard said, "The ATARI-400™ Personal Computer, the general purpose system and the ATARI-800™ Personal Computer, a specialized system, allows consumers to reap the benefits of the computer revolution in their own homes and offices, at affordable prices."

The Atari Personal Computer Systems were created over three years and thousands of man-hours of research and development at Atari's Sunnyvale Research and Development Center. Mr. Gerard stated, "These Personal Computer Products are a natural evolution of Atari's technological expertise, planning and ongoing consumer research."

According to Atari's Don Kingsborough, Director of Sales & Marketing, "Atari, by introducing its line of personal computers, is the first major consumer

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electronics manufacturer to demonstrate a commitment to the three paramount needs of both the consumer and retailer: effective hardware; effective software and effective peripheral components."

The Atari line of personal computers will have a substantial library of computer software consisting of applications such as: Personal Financial Management; Income Tax Preparation; Household and Office Record Keeping; Computer Aided Instruction in over 20 subject areas, including Math, English, History, Literature, Economics, Psychology, Auto Mechanics and many others.

Besides this use, in the entertainment sphere Atari will offer a sophisticated series of action and thinking games for one to four players, such as Basketball, Chess, Life, and a variety of simulation games including Kingdom, Lemonade Stand, Fur Trader and Stock Market. The Atari Program Library will be continuously expanded by a full-time staff of professional programmers.

The Atari computers contain unique electronics design featuring custom integrated circuits for superior color graphics display, superior sound and music synthesis, slots for instantaneous use of preprogrammed solid state cartridges and compatibility with a custom tape recorder for program storage and retrieval. They are UL Approved and connect directly to a standard color or black and white television.

Both the ATARI-400TM System and the ATARI-800TM System are programmable by the user in the most popular language for personal computers, BASIC. Other programming languages will become available on preprogrammed solid state cartridges.

The general purpose ATARI-400TM System allows an easy transition from video games to a full-fledged personal computer. The System features a 57 key monopanel keyboard, single cartridge slot for solid state programs of up to 8,000 bytes of memory, cassette recorder capability and an internal audio speaker.

The specialized ATARI-800TM System features dual cartridge capability, user expandable random access memory up to 48,000 bytes, a series of optional peripheral devices including a high speed floppy disc for mass data storage and retrieval, and a 40-column printer utilizing standard paper. The versatile and expandable nature of the ATARI-800TM System allows the consumer to select components tailored to their specialized needs. Other peripheral devices, including telecommunications capabilities are currently under development.

Warner Communications Inc. is engaged in the communications and entertainment businesses through operations in recorded music and music publishing (Warner Bros. Records, Elektra/Asylum Records, Atlantic Records, WEA Corp., WEA International and Warner Bros. Music), motion pictures and television (Warner Bros. Pictures, Warner Bros. Television, Panavision and Licensing Corporation of America), publishing and related distribution (Warner Publishing, Warner Books, Independent News, Mad Magazine, DC Comics), cable communications (Warner Cable), toys and electronic games (Atari, Inc., Knickerbocker Toy and Malibu Grand Prix), fragrances (Warner/Lauren), and sports (Cosmos soccer).

#

Contact: Jonas Halperin (212) 484-8936

PERSONAL COMPUTERS BY ATARI®

BASE UNITS

For delivery: Fall, 1979

• ATARI 400™ PERSONAL COMPUTER SYSTEM

Suggested retail price\$549.99

Packed with:

- Computer Console
- BASIC Language Cartridge
- BASIC Language Programming Manual (Wiley)
- 400 Operator's Manual with Note Book
- Power Supply
- TV Switch Box

• ATARI 800™ PERSONAL COMPUTER SYSTEM

Suggested retail price\$999.99

Packed with:

- Computer Console
- BASIC Language Cartridge
- Education System Master Cartridge
- BASIC Language Programming Manual (Wiley)
- 800 Operator's Manual with Note Book
- Atari 410 Program Recorder
- Guide to BASIC Programming Cassette
- 8K RAM Module
- Power Supply
- TV Switch

SOFTWARE

- | | SUGGESTED
RETAIL
PRICE |
|--|------------------------------|
| • ROM CARTRIDGES | |
| CXL4001 Education System
Master Cartridge | \$34.99 |
| CXL4004 Basketball | \$49.99 |
| CXL4005 Life | \$49.99 |
| CXL4006 Super Breakout™ | \$49.99 |
| CXL4008 Super Bug™ | \$49.99 |
| CXL4002 Atari BASIC | \$69.99 |
| CXL4003 Assembler Debug | \$69.99 |
| CXL4007 Music Composer | \$69.99 |
| CXL4009 Computer Chess | \$69.99 |
| CXL8001 Home Finance | \$69.99 |
| • EDUCATIONAL SYSTEM
CASSETTE PROGRAMS | |
| CX6001 U.S. History | \$39.99 |
| CX6002 U.S. Government | \$39.99 |
| CX6003 Supervisory Skills | \$39.99 |
| CX6004 World History (Western) | \$39.99 |
| CX6005 Basic Sociology | \$39.99 |
| CX6006 Counseling Procedures | \$39.99 |
| CX6007 Principles of Accounting | \$39.99 |
| CX6008 Physics | \$39.99 |
| CX6009 Great Classics (English) | \$39.99 |
| CX6010 Business Communications | \$39.99 |
| CX6011 Basic Psychology | \$39.99 |
| CX6012 Effective Writing | \$39.99 |
| CX6013 Auto Mechanics | \$39.99 |
| CX6014 Principles of Economics | \$39.99 |
| CX6015 Spelling | \$39.99 |
| CX6016 Basic Electricity | \$39.99 |
| CX6017 Basic Algebra | \$39.99 |
| • BASIC GAME AND
PROGRAM CASSETTES | |
| CX4101 Guide to BASIC Programming | \$24.95 |
| CX4102 Basic Game Programs | \$24.95 |
| • ADD-ON MEMORY (800 only) | |
| CX852 8K RAM Memory Module | \$124.99 |
| CX853 16K RAM Memory Module | \$249.99 |
| • DISKETTES | |
| CX8100 Blank Diskettes | n/a |
| CX8101 Disk File Manager | n/a |
| • ACCESSORY CONTROLLERS | |
| CX20-01 Driving Controller Pair | \$19.95 |
| CX30-04 Paddle Controller Pair | \$19.95 |
| CX40-04 Joystick Controller Pair | \$19.95 |

PERIPHERALS

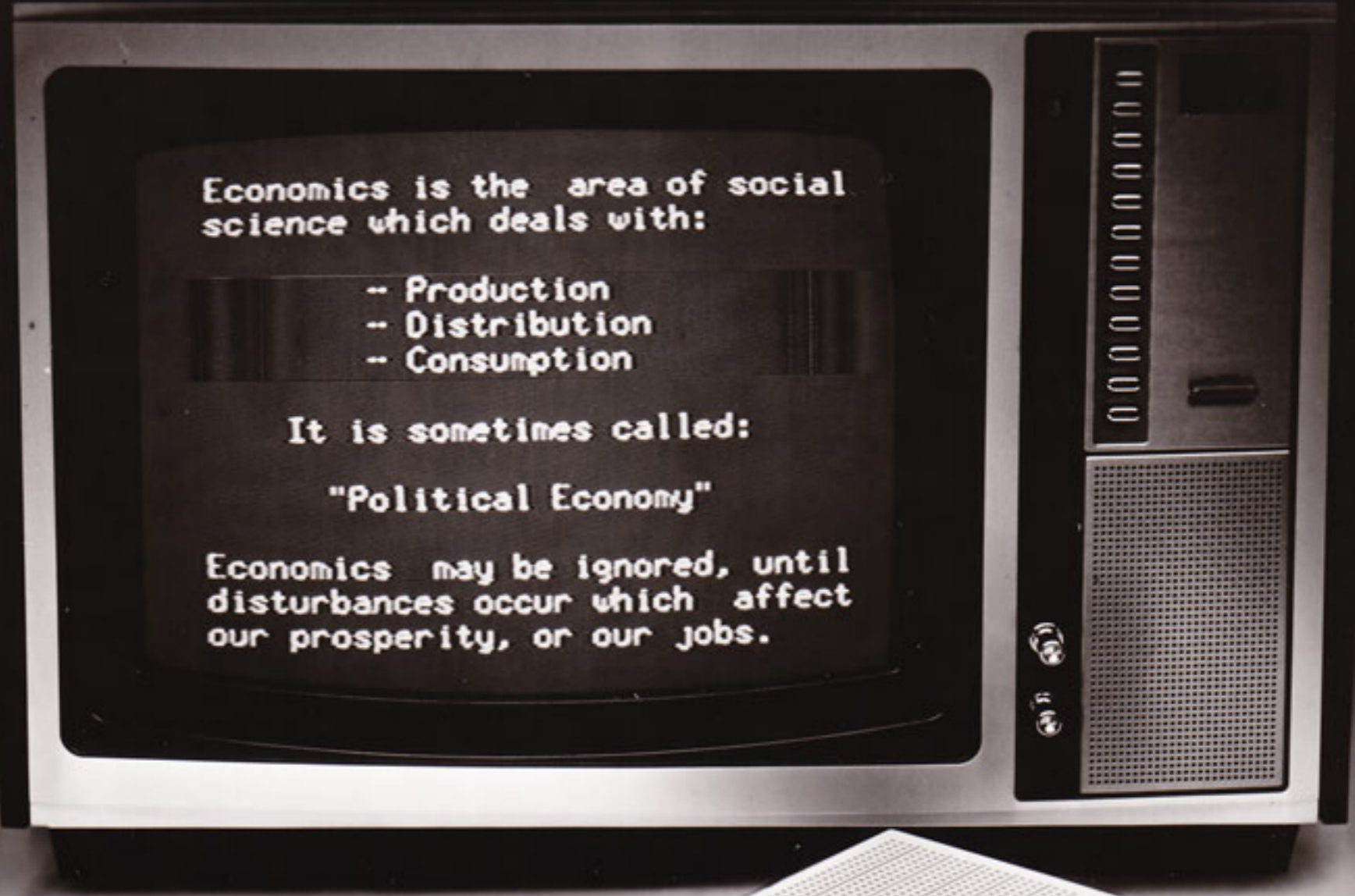
- | | |
|--------------------------------------|------------------------------|
| • ATARI 810™ DISC DRIVE | SUGGESTED
RETAIL
PRICE |
| Suggested retail price | \$749.99 |
| • ATARI 820™ PRINTER | |
| Suggested retail price | \$599.99 |
| • ATARI 410™ PROGRAM RECORDER | |
| Suggested retail price | \$ 89.99 |

Note: These are suggested retail prices and subject to change without notice.



 A Warner Communications Company

ATARI CONSUMER DIVISION
1265 Borregas, Sunnyvale, CA 94086
(800) 538-8547
IN CALIFORNIA: (408) 745-2200



Economics is the area of social science which deals with:

- Production
- Distribution
- Consumption

It is sometimes called:
"Political Economy"

Economics may be ignored, until disturbances occur which affect our prosperity, or our jobs.

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ATARI 400

MODEL NO. C7000

CONTROLLER JACKS



ATARI 400

PERSONAL COMPUTER SYSTEM




It doesn't take a computer background to learn how to use the **ATARI 400™**. This "general purpose" personal computer can be used for:

- Business and Household Management
- Educational Applications
- Entertainment

It's affordable and it's easy to use. The **ATARI 400** will bring creative and exciting uses ranging from music, art, education, and extraordinary entertainment to the entire family.



 A Warner Communications Company

Business & household management

The **ATARI 400™** provides a streamlined method for managing business and household affairs. Specialized programs are available from Atari on plug-in cartridges and cassette tapes. BASIC language programs are entered into the computer through the keyboard and used immediately or stored for future use on the optional Program Recorder. Examples of practical applications include:

- Income Tax Preparation Guide
- Record Keeping of Books, Serial Numbers, and Insurance Policies

Educational applications

The exclusive **ATARI 400 Educational Library** contains over 20 subjects, including:

- Algebra
- Economics
- Auto Mechanics
- Sociology
- U.S. History
- Vocabulary Builder
- Basic Psychology
- Spelling
- Spanish
- Accounting
- Carpentry
- World History
- Counseling Procedures
- Zoology
- Great Classics
- Statistics
- Basic Electricity

Direct interaction with the computer takes place through the keyboard, television screen, and speaker. This running dialogue between the user and the computer is highlighted by immediate feedback on accuracy and understanding.

Entertainment

The **ATARI 400** features the most exciting and sophisticated games made possible only by "state of the art" electronic design including superior color graphics, advanced sound synthesis circuitry, fine resolution, and high reliability. The **ATARI 400 Game Library** will include:

Thinking Games

Chess
Backgammon
Business Simulations
Stock Market Simulation
Space Adventure

Action Games

Four-Player Basketball
Superbug™ Driving Game
Game of Life
Super Breakout™

Key features

Central processing unit: 6502; 0.6 microsecond cycle time

Random access memory (RAM): 8,192 bytes

Read only memory

(ROM): 8,192 bytes built in. Expandable to 16,384 bytes with user installed solid state Cartridge Programs.

Keyboard:

57 key monopanel keyboard with upper and lower case alphabet, graphic symbols and full screen editing functions. Four separate function keys.

Four audio channels:

for realistic sound generation

Four controller input jacks:

for up to four controllers (such as Joystick Controllers)

Educational computer programs:

with narrative audio track.

Three custom designed, large scale integrated circuits:

including a programmable display microcontroller chip for high resolution color graphics.

Programmable in BASIC,

the most popular language for personal computers.

Connects to home television

This device has not been approved by the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased until the approval of the FCC has been obtained.

TV switch box (Included)

AC power adapter (Included)

Channel 2-3 selector (Included)

Built-in speaker (Included)

Comprehensive, four-color system operating manual (Included)

Accessories: Program Recorder - 300/600 Baud with custom designed electronics for high reliability, automatic motor, volume, and tone control, and dual audio/digital information tracks.

Warranty: 90-days for parts and labor

"All product illustrations and specifications are based on authorized information. Although all descriptions are believed correct at publication approval, accuracy cannot be guaranteed. Some of the equipment shown on the product illustrations is optional at extra cost. Atari Consumer Division reserves the right to make changes from time to time, without notice or obligation, in prices, specifications, colors and materials, and to change or discontinue models."

ATARI, INC.
1265 Borregas Avenue
Sunnyvale, Ca 94086



 A Warner Communications Company

ATARI® 800™

PERSONAL COMPUTER SYSTEM



The **ATARI 800™** is a top-of-the-line personal computer system. Its expandable memory, advanced peripheral components, comprehensive software library, and modular design assure that it will never become obsolete.

Whether it's for business and household management, education, or entertainment, the **ATARI 800** can be tailored to specific needs and has been designed to change as those needs change. This "timeless" computer system can be used by people with no previous computer experience, although it doesn't compromise capability for the sophisticated user.

The system

The **ATARI 800™** system provides easy access to a wide variety of household information. Uses such as music composition, electronic art, and household security control are all planned applications for the **ATARI 800** system. The educational and entertainment value built into the system is endless.

For professional use, the **ATARI 800** is expandable to keep up with the needs of most small businesses, and with the needs of large businesses where the central computer is overloaded.

Business & household management

- **Personal Financial Management** Income and expense record keeping keyed to rapid retrieval for income tax purposes.
- **Record Keeping** Books, records, serial numbers, insurance policies.
- **Charge Account Management** (With check printing).
- **Personal Capital Investment Management** Stocks, bonds, real estate, with stock quotation service.
- **Mailing List/Address Book** (With printing).
- **Computerized Appointment Calendar**
- **Inventory Management**
- **Accounts Payable**
- **Touch-typing Trainer**
- **Payroll**

Educational applications

The exclusive **ATARI 800 Educational Library** on audio/digital cassettes, contains over 20 subjects, including:

- Algebra
- Economics
- Auto Mechanics
- Sociology
- U.S. History
- Zoology
- Counseling Procedures
- Vocabulary Builder
- Basic Psychology
- Spelling
- Spanish
- Accounting
- Carpentry
- Great Classics
- Statistics
- Basic Electricity
- World History

Direct interaction with the computer takes place through the keyboard, television screen, and speaker. This running dialogue between the user and the computer is highlighted by immediate feedback on accuracy and understanding.

Entertainment applications

The **ATARI 800** is capable of playing sophisticated thinking and action games. The **Entertainment Program Library** consists of:

Thinking games

- Chess
- Backgammon
- Business Simulations
- Stock Market Simulation
- Space Adventure
- Strategy Games

Action games

- Four-Player Basketball
- Superbug™ Driving Game
- Game of Life
- Super Breakout™

Features & technical specifications

Console (Processor and Memory)

- High Resolution Color Graphics.
- 57 full stroke, double-shot keys, 4 separate function keys.
- Built-in RF Modulator (for use with standard television).
- Composite video output (for use with high resolution monitor).
- Power indicator/low voltage light.
- 4 controller ports.
- Power on/off switch.
- Channel 2-3 selector.
- Internal speaker (in addition to audio channel through television).
- Two easily accessible cartridge slots for rapid program insertion.
- Four internal cartridge slots for expandable memory cartridges.
- Custom designed video display microcontroller chip for superior color graphics capability.
- High Speed serial input/output port for connection to all peripheral devices.
- 6502 Microprocessor.

Program Recorder (Included with console)

- Automatic motor control
- 2 Channel (digital data and audio track)
- 3 Digit tape counter
- Pushbutton controls for rewind, fast forward, stop, record, play, and eject
- Audio track plays through television
- Digital track 600 bits per second
- Cassettes play on both sides
- AC powered, UL Approved
- Automatic volume and tone control for record and playback
- Single cassette connector
- 100,000 bytes of data storage per 60-minute cassette

Printer (Optional)

- High resolution, dot matrix, impact printer
- Standard roll paper and ribbon
- UL Approved
- 40 characters per line, one line per second
- Power switch and indicator light
- Paper advance button
- Built-in microprocessor (smart printer)
- Crystal controlled for data accuracy

Disk drive (Optional)

- Uses standard 5¼ inch diskettes
- 92K bytes storage on each side of diskette
- Up to 4 disks can operate with a system
- Disk busy indicator
- Automatic standby (built-in microprocessor)
- Crystal controlled for accuracy
- Average data access time/236 milliseconds
- Each disk drive is individually accessible
- Average data transfer rate 6,000 bits per second

System features

- Disk drives (drives up to 4 simultaneously)
 - Printer (40 characters per line)
 - Program Recorder*
 - Acoustic modem
 - Light Pen
- * Available upon retail introduction of unit.

Memory

- Shipped with 8,192 bytes of RAM
- Expandable to 49,152 bytes of RAM
- Shipped with 8,192 bytes of internal ROM and 8,192 bytes of ROM in cartridge (BASIC)
- ROM cartridge slots (2) for total of 32,768 bytes of ROM
- Cassette memory; more than 100,000 bytes per 60-minute cassette
- Disk memory: 92,000 bytes for each diskette. Up to 4 disk drives can be used in the system.

Software

- Solid state Program Cartridges - two cartridge slots provide expanded program versatility.
- User programmability - ATARI BASIC

This device has not been approved by the Federal Communications Commission. This device is not, and may not be, offered for sale or lease, or sold or leased until the approval of the FCC has been obtained.

Warranty: 90-days parts and labor .

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