

PREMIER
ISSUE

CHALLENGE

THE TEAM SEGA® NEWSLETTER

Winter, 1988



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* Discover the fantastic world of SegaScope™ 3-D—page 8

* Raise your level of play with tips from Sega experts—pages 6-7

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CHALLENGE

Hi! Welcome to the challenging world of Sega.

As a member of Team Sega, you are now entitled to a FREE 1-year subscription to "Challenge": The Team Sega Newsletter. And this exciting edition, with the action-packed road rally *Out Run™* on the cover, is your first issue.

I've also enclosed an official Sega Challenge iron-on patch. (It's on the next page.) Now everyone will know that you're a true Sega Challenger.

As you read "Challenge," you'll discover facts about our fast-paced Sega games that challenge your imagination and your intelligence. For example, you'll get a preview of our latest game, *Out Run*, on page 4. You'll learn how to increase your level of play with tips from the experts and the Sega Team on pages 6 and 7. And you'll enter a new dimension when you read about our state-of-the-art 3-D technology called *SegaScope™ 3-D* on page 8.

You'll also see how you compare to your fellow Sega Challengers with our Top 5 Scores. If you think you can do better, send me your highest score. (You can find out how on page 9!) If your score is published, I'll send you a free Sega T-shirt!

So what are you waiting for? You have your instructions. Take the "Challenge!"

Sincerely,



Ron Elliot
"Challenge" Team Commander

P.S.— Don't forget to trim your Sega iron-on patch around the edges before you iron it on!

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SEGA®

Spotlight

Meet Steve Hanawa, a Real Sega Expert

What do you do if you're having trouble hooking up your Sega Master System to your TV? Or what if you're having trouble reaching the next level of your favorite Sega game?

One of the people who knows the answers to these and many other questions is Steve Hanawa. Steve is Sega's Research and Development Manager, and he's also the subject of this issue's Sega Spotlight.

Besides being in Research and Development, Steve also works in Sega's Customer Service Department. And Steve is a real Sega expert; in fact, he's been working at Sega for the past 11 years!

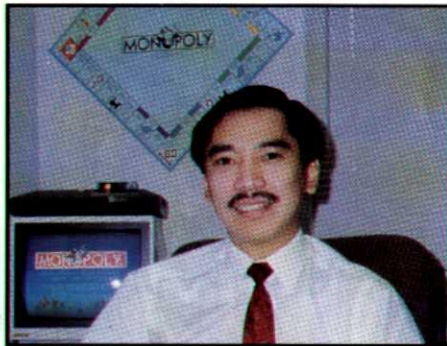
"That may sound like a long time, but in Japan, where I come from, it's really not that long," said Steve, who's 33 and lives in Sunnyvale, California.

Steve attended a university in Tokyo, and majored in Electronic Communications. After graduation, he began working as a production engineer for Sega in Japan. He worked in that position for 2 1/2 years, then transferred to Research and Development, and was involved in the programming of many Sega games, including *Turbo*, a popular arcade game.

"Programming games was a lot of fun, but I'm afraid I'm getting too old for it now," Steve said, with a



Here's Steve behind his desk at Sega of America. His friend is a giant-sized Opa-Opa, the hero of *Fantasy Zone*™.



laugh. "Customer Service is a lot easier -- all I have to do is answer questions!"

Steve has only lived in the United States for five years, but he said he loves it. "The United States is really great, and I like California a lot," he said. "It's just very different from Japan; it's much more 'laid back.'"

Besides lifestyles, the United States also differs from Japan in computer games, according to Steve. "In Japan, the games are mostly action/role-playing types of games," he said.

Steve said that Japanese games also have certain hidden features that are not found in the instruction manuals. "For example, in some Japanese games, if you move the joystick up three times, then down three times, you get something, like 'invincible mode,' where you become invincible to the enemy," he explained.



When you go into Steve's office, you'd better have good news or he may shoot you with his Light Phaser!

In keeping with that theme, some Sega games have hidden features, too. "Even Sega hardware has hidden features," Steve said. "There's a maze-like game called *Snail* that you can play without using a Sega card or cartridge. Just turn on your Sega System, push the control pad

up, and press Buttons #1 and #2 at the same time. Then *Snail* will appear on your screen and you can play."

Steve is a real computer expert, too. In fact, he has 8 different computer and video game systems at home, and over 400 American and Japanese games!

"I have all these games, but I don't have the time to play them because I'm so busy!" he said.

When he does get the time to play, one of Steve's favorite games is *Fantasy Zone*™. "I liked it so much that I brought the arcade version back with me from Japan," he explained. "I like it because it's different from the other games. When you kill something, you get money and can buy weapons. I also like the pastel colors and the music, too."

Not surprisingly, another of Steve's hobbies is toys. "I love toys, and my favorites are a radio-controlled off-road buggy and glider. I'm just like a big kid with all my toys!" he said.

And what about the future of computer games? According to Steve, video versions of board games, which are currently being developed by Sega in the U.S., will become more popular. "As a matter of fact, right now I'm developing the game *Monopoly*® for the Sega System," he said.

"Also, 3-D software will be more fully developed," he continued. "And the European market will expand, because computer games are now becoming very popular in Europe."

NOTE:

If the mailing information on the back cover of your "Challenge" issue is incorrect, just write your correct name and address on a piece of paper. Then send it, along with the mailing label from the back of your newsletter, to:

Sega of America, Inc.
573 Forbes Blvd.
So. San Francisco, CA 94080
ATTN: Customer Service

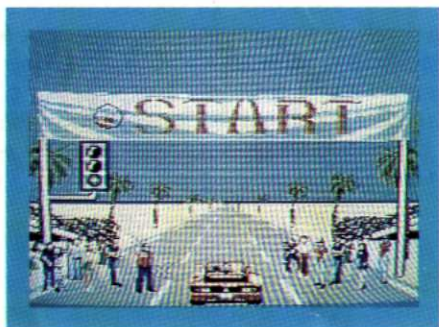
Out Run™

Hits the Streets

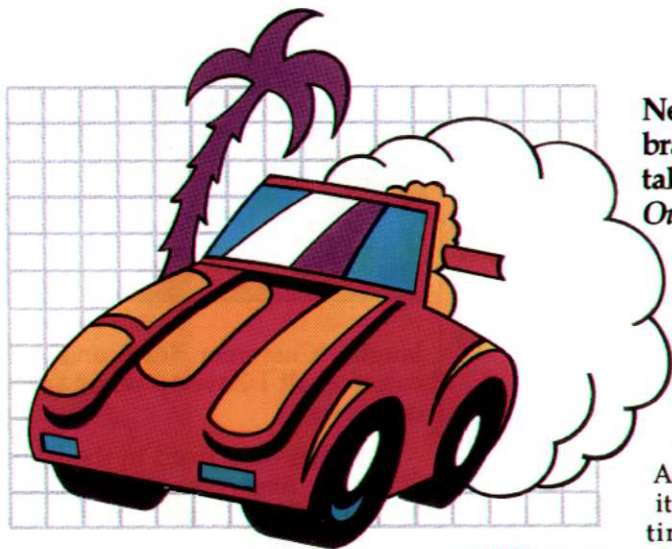
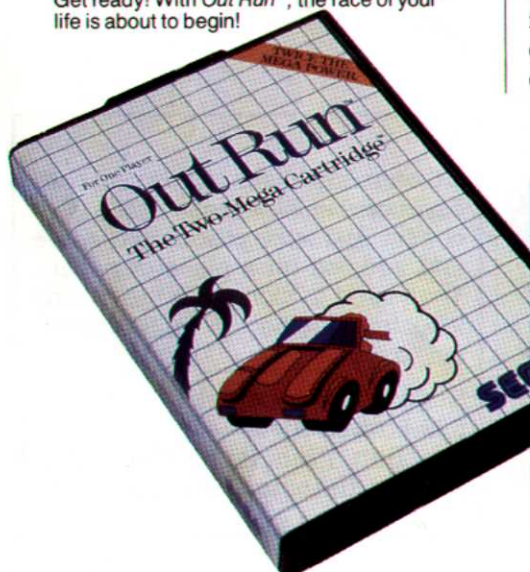
Fasten your seatbelts! Hold on to your control pads! *Out Run*, Sega's smash arcade hit, is now available as a Two-Mega cartridge for the Sega game system. You can find it at your nearest Sega dealer.

You asked for it... and now it's here!

Out Run is a direct translation of its arcade big brother. The challenge is to speed your way through 15 different courses, each with 16 roadways that lead to one of five finish lines. And just like the arcade version, *Out Run* pulls you into every curve, dip and tunnel...at over 290 kilometers per hour! (That's 180 miles per hour!)



Get ready! With *Out Run*™, the race of your life is about to begin!



Nerve, skill and brains are what it takes to beat the *Out Run* course.

With 15 different courses and 16 roadways, you decide which roads to take...and where you end up. And you have to do it with split-second timing! At 290

KPH, turns and forks in the road

When you hit the start button, *Out Run* lets you select your cruisin' music.

You can choose "Magical Sound Shower," "Splash Wave" or "Passing Breeze," the songs made famous by the *Out Run* arcade game. With music blasting from your radio, you line up at the starting gate.

***Out Run* features the hottest car in Coconut Beach!**

The fire-engine-red convertible -- which looks a lot like a Ferrari Testarossa -- has high and low gears, 290+ KPH speed, and rapid acceleration. This machine is built for one thing...speed! That's what counts. When the checkered flag drops, you're off!



Out Run™ has 15 exciting courses and 16 different roadways!

come up fast. One mistake and you wipe out. But hit it just right...and you're into the next stage of the race.

The road dips and turns. Suddenly you see another car on the track. Pass him and earn 20,000 points. Slip up and you eat dust! Are you good enough to make it to the finish?

Out Run. It's hot, and it's ready for your Sega System. But are you ready for *Out Run*?



Watch out for passing cars! Shift into high gear and leave them behind!



How many of our 38 games do you own?

Here's a list of Sega games for your reference. Check off the ones that you own. Ask your Sega game dealers for the ones you don't have!

Arcade Translations

- Out Run™
- Choplifter™
- Space Harrier™
- Enduro Racer™
- The Ninja™
- Quartet™
- My Hero™
- Wonder Boy™

Sports Games

- Great Baseball™
- Great Football™
- Pro Wrestling™
- Great Basketball™
- Great Volleyball™
- Super Tennis™
- Great Golf™
- Great Soccer™
- Sports Pad Football™
- Great Ice Hockey™

Shooting Games

- Gangster Town™
- Shooting Gallery™
- Marksman Shooting/Trap Shooting™

Adventure Games

- Rocky™
- Rambo™
- Black Belt™
- Kung Fu Kid™
- Transbot™
- Alex Kidd in Miracle World™

Action Games

- GhostBusters®
- Ghost House™
- Zillion™
- Fantasy Zone™
- Fantasy Zone II™
- Action Fighter™
- Astro Warrior™
- Teddy Boy®

Driving/Flight Simulation

- F-16 Fighting Falcon™
- World Grand Prix™

3-D Games

- Missile Defense 3-D™



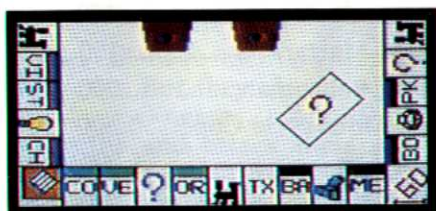
Defeat the Marshmallow Man in *GhostBusters!*



Destroy the evil Dragon Boss in *Space Harrier!*



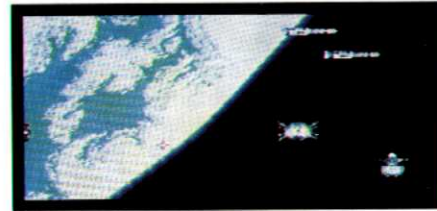
Fly the hostages to safety with *Choplifter!*



Coming Soon!
Monopoly®



Coming Soon!
Penguin Land™



Coming Soon!
Global Defense™

MASTER OUR FEATURE GAMES WITH ADVICE FROM THE EXPERTS

We highlight three of this season's most popular games, with tips from our Sega experts to help you improve your scores.

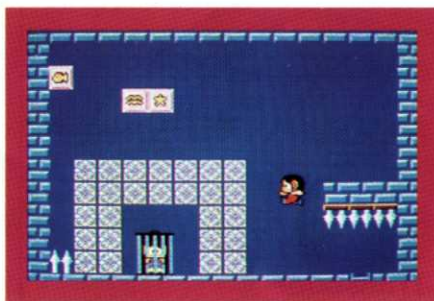
Alex Kidd in Miracle World™

You're Alex Kidd, and you live on the planet Aries. You have courage. A karate chop that shatters rocks. And a big job to do.

The peaceful city of Radaction is in grave danger. All your skills and talents are desperately needed to help. But how do you get there?

Your only clues are a puzzling map and a medallion made of Sun Stone. But will that be enough to solve the riddle of the pathway?

The only way to find out is to journey through The Miracle World looking for the answers. There are 11 levels through which



Alex's twin brother Egle is trapped in the Castle! Use your powerful punch to save him!

you must travel, and each holds its own special beauty and unique dangers.

You face the obstacles. Solve the mysteries. Learn the secrets as you

go along. But there's high adventure around every corner. So be prepared!

Helpful Hints

- You can get a bonus board by defeating the first octopus! Take him out and then put Alex on the pot the octopus was sitting on, and press down. You did it! There's your bonus board!

- If you lose all your Alex lives, you can still continue to play. When the "game over" screen is displayed, press the "up" button and press Button #2 on the control pad eight times. This will work as long as you have at least 400 =U= (Alex Dollars)!

RAMBO™

You are Rambo, the super hero of the movies. You are deep in enemy territory, but you must penetrate it even further to rescue your fellow countrymen from concentration camps.

Along the way, you must battle infantrymen, artillerymen, knife soldiers, snipers, flame throwers, rocket launchers, and more!

You're equipped with an M-60 and a five-hit supply of Arrowbombs. Beyond that, all you have is your savage strength and steel nerves.

You can play by yourself, or, with another player, you can play with both Rambo and Zane at the same time. You'll enter six different levels in all -- each a different terrain. There's a jungle, forest, swamp, desert, mountain, and a seacoast. At the end of each round, destroy the part of the barricade that changes color with your Ar-



Rambo and Zane are surrounded by enemy marksmen. Your M-60 should take care of them!

rowbomb. Only then will the road to the next level be revealed.

Helpful Hints

- Level Six: To destroy the wall in this level (it looks like an old man's head), shoot five Arrowbombs to the left side of the wall face, then shoot five Arrowbombs to the right side, then five Arrowbombs directly toward the face. But watch out! The eyes in the wall shoot back!

Additional Scoring

Commando (Round Six).....	100 points
82 MM Mortar.....	150 points
Rolling Policeman.....	200 points
Speed Motorcycle Cop.....	500 points
Patrol Car.....	1,000 points
Pop-Ups.....	500 points
Rifle.....	150 points
Bazooka.....	150 points



Black Belt™

A nuclear war has devastated the Earth. And the bad guys are taking over. You must use your Black Belt standing to try to restore order to a chaotic world.

You're Riki, the good guy in the white gi. And your beautiful Japanese girlfriend, Kyoko, has gotten herself into a beautiful Japanese mess. In order to rescue her, you must first get through a tireless army of enemies.

Some enemies are little -- like Chinese Kung Fu men, wrestlers, Jujitsu men in red, the Eagles, the Ninja, and the dark women.

And then there are the big guys -- like Ryu, a Kung Fu Master. Hawk, a whip and knife slinger. Gonta, the Jujitsu man in black. ONI, the Ninja with a red whip and sword. Rita, the flamethrower. And finally, Wang, the Kung Fu Master with the same training as yours!

They all have their own special strengths. But they also have personal weaknesses. Avoid their strengths and attack their weaknesses, and you'll have a fighting chance to come out on top!

To save the world and rescue Kyoko, you must go through six dif-



Those evil henchmen just keep on coming! Defeat them with expert kicks and punches.

ferent levels. Or are there more? The only way to find out is to start playing!

Helpful Hints

- To defeat Rita: The only way to defeat Rita is to kick her while she is in the air and descending at you at an angle. When you kick her in the air, she will stay momentarily suspended. Then hit her six times fast! Keep it up and remember -- her weakness is her feet!
- To defeat ONI, you must get to the left side of the screen as fast as possible. When ONI hits you, kick him right back -- but not a high kick! Keep kicking him every time he hits you, one for one. You'll beat him!

Tips from the Team

Thanks for sending us the questionnaires we mailed to you in November. We really appreciate all the tips you sent about your favorite Sega games. Here are just a few. Try them - they may help you improve your scores!

Quite a few Sega Challenge Teammates have discovered *Snail*, our secret maze game that can be played without a Sega card or cartridge! Just turn your Sega System on, push the control pad up, and press Buttons #1 and #2 at the same time. The maze game will appear on your screen!

"In *Black Belt*, to beat the last guy you have to trap him in the corner and keep punching."

Scott Hamilton, Age 15
Denville, New Jersey

"In *Rambo*™, when playing doubles, if someone gets all their men killed and you haven't, they can press Button #1 and they'll get more men."

Cameron Eoff, Age 9
Springfield, Missouri

"In *My Hero*™, if you jump over a knife thrower's head without kicking him and then punch him in the back, you will receive an extra man."

Steven Caton, Age 12
Irvine, California

"In *Great Football*™, you don't have to select a formation. When the quarterback gets the ball, wait two seconds, then press Button #2 and move the joystick to the right. Then the quarterback will throw to whomever is open."

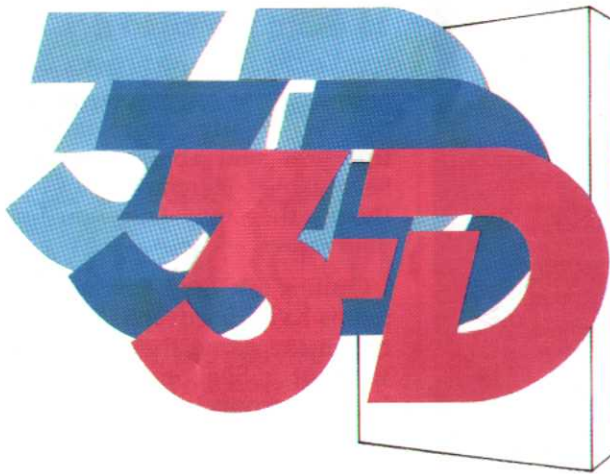
Stephen Airo, Age 16
Brooklyn, New York

Now it's your turn to help your Sega Teammates. Print your tips on a piece of paper, and send them along with your name, address, age and date of birth, to:

Tips from the Team
Sega of America, Inc.
573 Forbes Blvd.
So. San Francisco, CA 94080

Send in your tips today, and you may see them in future "Challenge" issues!

A NEW DIMENSION



SEGA SCOPE™ 3-D

The days of cardboard glasses are over. Sega's taking over with high-tech hardware and software.

Ever wonder what it's like to stare eye-to-eye with a cruise missile...to fly at ground level through an alien fortress...to look down through a creature-filled maze at the blackness of space? Sega is about to take you there and more...with new SegaScope™ 3-D technology!

With SegaScope 3-D, you get a new dimension in video gaming.

In the past, the only way to get 3-D effects was to wear the old-fashioned cardboard, cellophane-lens glasses. But Sega has started a 3-D revolution with the new Sega 3-D Glasses™.

The 3-D Glasses, which plug into your Power Base with a special



Sega's hot new 3-D glasses make 3-D games even more realistic!

adapter, have liquid crystal shutters which synchronize in precision timing with the double images generated by the game software. The resulting 3-D effect is called SegaScope 3-D. And it's awesome! When you plug in a Sega 3-D game



Protect your city from hostile invaders with *Missile Defense 3-D*.

and put on the 3-D Glasses, what you see are intense 3-D special effects with bright, neon-like colors and the clearest, cleanest 3-D images you can find.

The sleek, black wrap-around frames look like something out of a sci-fi movie. The technology it took to create them has also been used in research by NASA. It's the kind of technology that puts Sega light years ahead of the competition!

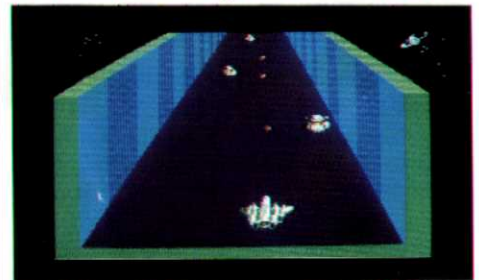
What's next? Sega's hot new 3-D Games!

Sega's first 3-D game, *Missile Defense 3-D™*, has been a super hit with Sega System gamers coast to coast. And after playing *Missile*

Defense 3-D, it's easy to see why.

From secret launch bunkers and silos, cruise and ICBM missiles are launched by Eastern and Western cities. It's KABOOM for sure unless you stop the missiles with your Sega Light Phaser™, wearing your 3-D Glasses. It really gets wild when the missiles change course and head for you!

Missile Defense 3-D is hot... and it's just the first. Sega will be releasing seven more 3-D games in 1988, including arcade translations of your favorite games. Right now, *Zaxxon 3-D™* and *Space Harrier 3-D™* are in the design stages. Some of the other 3-D games include *Maze*



One of the exciting scenes from *Zaxxon 3-D*, now being developed by the Sega experts.

Hunter™, a 9-level, 27-stage 3-D maze full of nasty creatures. The 3-D effect is so intense, you'll want to wear a seatbelt when you play!

SegaScope 3-D is video gaming's new wave. Get a pair of Sega 3-D Glasses and check it out!

Help your friends become Sega Team members!

Give your friends a new "Challenge." If they would like to become a member of our Sega Team, just fill out the information below and send it to us. Then we'll send your friends a FREE 1-year subscription to "Challenge," starting with the next issue.

Please print the information below, and mail to:

New Sega Members
 Sega of America, Inc.
 573 Forbes Blvd.
 So. San Francisco, CA 94080

Your Name _____
 Address _____
 City _____
 State _____ Zip _____
 Telephone (____) _____
 Age _____ Date of Birth _____
mo. day yr.

Friend's Name _____
 Address _____
 City _____
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SEGA® SCOREBOARD

Can you beat the Sega Top 5?

We received a lot of your questionnaires in the mail, and we'd like to thank everybody for taking the time to write down their scores. Here are this season's Top 5 Scores from Team Sega Members! Did you make the list?

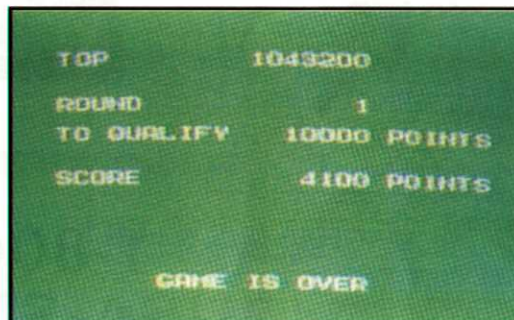
- | | | | |
|----------|---|--------------------------|-----------------------|
| 1 | Joseph Lech IV, Age 12
Lawrenceville, New Jersey | 1,580,320,010,784 | <i>Wonder Boy™</i> |
| 2 | Ronald Ciaccia, Age 15
Brooklyn, New York | 7,563,602,185 | <i>GhostBusters®</i> |
| 3 | Scott Rickels, Age 13
Faribault, Minnesota | 2,000,000,000 | <i>Black Belt™</i> |
| 4 | Byron Murff, Age 15
Country Club Hills, Illinois | 411,038,960 | <i>Space Harrier™</i> |
| 5 | J. R. Peña, Age 9
San Antonio, Texas | 200,456,700 | <i>Quartet™</i> |

If you make the Sega Top 5, we'll send you a free T-shirt!

NEXT ISSUE: Send us your highest score for *Out Run™*!

In our next "Challenge" issue, we'll feature the Top 5 scores for *Out Run*. When you reach your highest score on *Out Run*, take a photo of your TV screen with your score showing (see photo of *Safari Hunt* screen from Thomas Gallina, Staten Island, NY). Then, on the back of the photo, print your name, address, age, date of birth, T-shirt size (S, M, L, or XL), and your *Out Run* high score. Then send your photo, with the above information on the back, to:

Sega Scoreboard
 Sega of America, Inc.
 573 Forbes Blvd.
 So. San Francisco, CA 94080



Send us a photo of your TV screen showing your high score!

What would you like to see in future "Challenge" issues?

Tell us what you would like to see in upcoming issues of "Challenge." Just fill in the information below and send it to:

Future "Challenge" Ideas
Sega of America, Inc.
 573 Forbes Blvd.
 So. San Francisco, CA 94080

In future "Challenge" issues I would like to see: _____

Name _____

Address _____

City _____ State _____ Zip _____

Telephone () _____ Age _____ Date of Birth _____

CHALLENGE THE SEGA MASTER

The Sega Master answers questions from Team Sega Members

Q: *Where can I find game cartridges in my area?*

A: See your local department, electronic, or toy store. Or you can order directly from us when you use the handy order form on the back page of "Challenge."

Q: *Why are the game instruction booklets written without a lot of information?*

A: One of the reasons our games are so challenging is because we don't give all the secrets away! We allow the players to figure things out for themselves.

Q: *What games can you choose the rounds you want to play?*

A: You can choose the rounds on *Teddy Boy*[®], *Choplifter*[™], *Enduro Racer*[™] and *Wonder Boy*[™].

Q: *In The Ninja*[™], *where are the five green scrolls located?*

A: They're located on screens #1, #4, #6, #8 and #9.

Q: *In Quartet*[™], *is there a bonus round in level #4 in the game?*

A: Yes. Destroy the snail in the center of the screen located on the block in the underworld. Then enter the warp door located on the left side.

If you have any questions for our Sega Master, just print them on a piece of paper and send them, with your name, address, age and date of birth to:

Challenge the Sega Master
Sega of America, Inc.
 573 Forbes Blvd.
 So. San Francisco, CA 94080

Have a question? Call the **Sega** **Hotline**

Having trouble connecting your Sega System to your TV? Can't get beyond the first level on your new Sega game? Want to know where to get the latest Sega game?

Then call our Sega Hotline at 1-800-USA-SEGA, and speak to one of our experts. They know everything there is to know about Sega, and will be happy to help with any questions or problems you may have.

**HOT
 LINE**



**1-800-
 USA-SEGA**

TAKE ON NEW CHALLENGES

Order all these Sega games and accessories!

you can order all the Sega games and accessories you've looking for!

you can be a real Sega Challenger when you order the official Sega cap and T-shirts. The blue Sega cap (one size fits most) cloth front and mesh back, and has "Sega" printed in white.

poly/cotton-blend T-shirts come in two awesome styles. The "Challenge" T-shirt is white with blue lettering. And the "Out Run" T-shirt is white, with the Out Run racer printed on the front. Both T-shirts are available in kid sizes Small, Medium, and Large, and adult sizes Small, Medium, Large, and X-Large. (When ordering X-Large, please add \$.50 to list price.)

It's easy to order! Just fill out the form and send it with your check or money order (no cash, please) to:

SEGA Challenge
P.O. Box 4270
Monticello, MN 55365

This offer expires December 31, 1988, or while supplies last. So order today! Please allow 6-8 weeks for delivery. Offer good only in the United States, except where prohibited by law.

Please print the information below.

SG-01

Name _____

Address _____

City _____

State _____ Zip _____

Age _____ Date of Birth _____ month _____ day _____ year _____

Form of Payment: Check Money Order

Make check or money order payable to: **Sega Challenge**

ORDER NOW!
While complete selection is available.



Item No.	Description	Price	Quan.	Total
<i>Software</i>				
#01-45055	Action Fighter™	\$32.99		
#02-45067	Alex Kidd in Miracle World™	\$32.99		
#03-45069	Astro Warrior™	\$32.99		
#04-45054	Black Belt™	\$32.99		
#05-45051	Choplifter™	\$32.99		
#06-45077	Enduro Racer™	\$32.99		
#07-44005	F-16 Fighting Falcon™	\$26.99		
#08-45052	Fantasy Zone™	\$32.99		
#09-47004	Fantasy Zone II™	\$39.99		
#10-45074	Gangster Town™	\$32.99		
#11-44002	Ghost House™	\$26.99		
#12-45065	GhostBusters®	\$32.99		
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