

Leisure Time Electronics

Vol. 3 No. 2

The Buyers' Guide To All Leisure Electronic Products

February 1983



Video games were a major attraction at last month's CES, as they are across the country.

Video game dealers count on software

By Michael Antoniak

America's healthy appetite for video game systems, which set cash registers ringing from coast to coast throughout 1982, has left dealers the opportunity to boost their profits in the strong aftermarket for cartridge sales.

With the installed base of hardware systems estimated at 12 to 15 million units, the Electronics Industries Association projects sales of 70 million video game cartridges in 1983, up from 60 million units sold in 1982. The strength and appeal of the overall category continues to attract new manufacturers to the market. At

last month's WCES in Las Vegas, video game manufacturers were among the most numerous and visible show exhibitors.

The proliferation of cartridges and cartridge makers presents dealers with questions about which lines and how many titles to carry. Few can afford to stock every game title available, and many are taking a hard look at what a manufacturer will be doing to support his games before they consider carrying a line.

"I think you have to offer your customers a wide selection of games," states Dave Paris, video game buyer for 35 Danner's Inc. stores headquartered in Indianapolis, IN. "But to feel comfortable with what you're going to carry, you have to take a look at the total picture, including what titles the customers will recognize and want, and what the manufacturer will be doing to support both you and the product."

Other dealers stress the importance of manufacturer promotion in making their buying decisions.

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VCRs are displayed with TVs and software in Macy's department store in New York.

Profit can be made in VCR market

The bottom line in VCRs is that they not only will continue to sell very well, but that profits can be made by dealers who don't define merchandising as simply cutting prices to below the competitors'.

For instance, in Denver, Valas TV & Stereo's David Valas has been affected by the \$399 machines sold by his competition, but succeeds by offering wide selection, service and creative merchandising.

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Motivated staff can sell quality compact stereos

The compact stereo market is in a state of high confusion, but dealers who are capable of motivating their sales staff, and who stick with branded, quality merchandise, can still move product without alienating their customers.

Often, of course, it's a question of salespeople pushing what they themselves would rather have; and there's no denying the significance of a sales staff's enthusiasm.

An enthusiastic David Evans, electronics manager at one of the 147 Service Merchandise catalog showrooms, states that "We didn't sell out this Christmas, but I'd say that compacts are still strong. We carry several brands, from \$120 to \$400, and while portables are getting more popular as their quality improves, compacts still do real well, especially at around \$200 to \$250."

Another reason could be the sophistication of Service Merchandise's customers. According to Evans, "Sound is first with our customers, then features. The boom boxes are attractive, but price for price the compacts sound better." In addition, Evans' customers are record fans: "They want tape decks, sure, but they also want a record player."

Harry West, audio buyer for the Maryland-based 23 store Luskins chain, finds compacts to be "an

extremely viable product category."

West attributes much of Luskins' success to price and brand.

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In addition to video games, computers received a lot of interest in Las Vegas, with introductions of new hardware and software.

New computer units, programs boost sales

By William Silverman

A possible tripling of the home computer market this year led many buyers attending the Winter Consumer Electronics Show to seek

out new products and programs from suppliers.

"We will filter our open to buy from other areas, such as watches and calculators, that are mostly replacement, low-margin items," said Gimbels, Pittsburgh personal electronics buyer Vince Gaughan. "Not that computers are any better."

The store tries to stay competitive
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Portables now move year round

Personal stereos, with added features, lower price points, and reduced sizes, continue to provide leisure electronics dealers with steady sales and respectable profit margins.

Although their initial popularity was limited to the young and on-the-go segments of the consumer market, today the appeal of the mini-headphone units has so broadened that there is no such thing as the typical customer, points out Michael Graziano, assistant electronics buyer for 31 May Co. stores in California, and five operating as Diamond's in Arizona.

Along with developing into a widely accepted product, personal stereos have evolved into a year-round seller, from a product whose initial acceptance was judged to be the result of seasonal appeal as a

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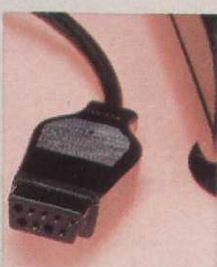
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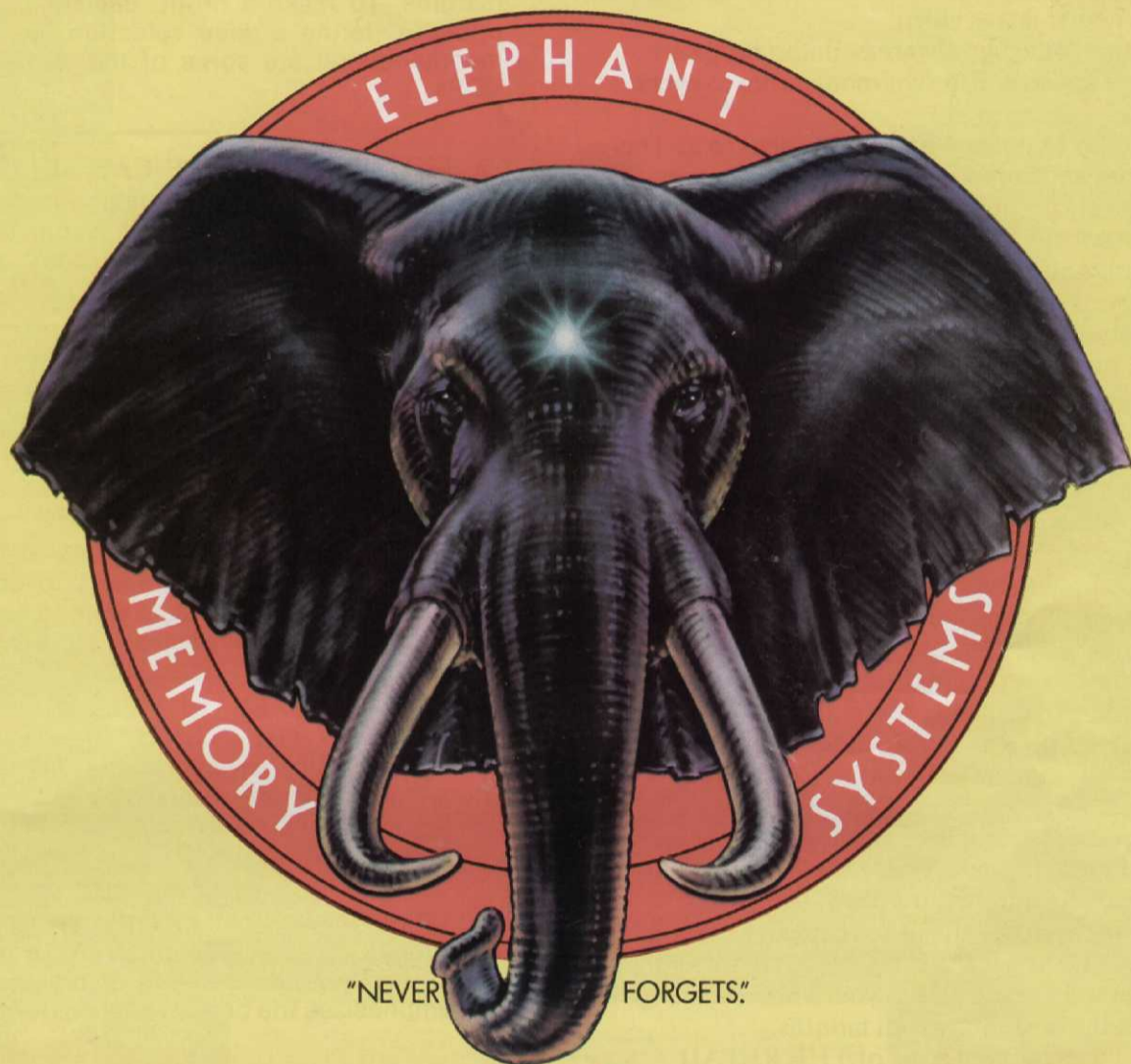


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But just who is "subcommittee X3B8" to issue such pronouncements?

They're a group of people representing a large, well-balanced cross section of disciplines—from academia, government agencies, and the computer industry. People from places like IBM, Hewlett-Packard, 3M, Lawrence Livermore Labs, The U.S. Department of Defense, Honeywell and The Association of Computer Programmers and Analysts. In short, it's a bunch of high-caliber nitpickers whose mission, it seems, in order to

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Circle No. 82 on product card

Hot categories should not cause us to neglect basics



At every CE show I've attended in the two years that I've been the publisher of LEISURE TIME ELECTRONICS, the focus has been shifted from one type of merchandise to another. Each category has had its moments in the sun. Whether it was video games, videocassette tapes, video hardware or audio hardware, each lent a different feeling and a different momentum to every show.

The Winter CES in Las Vegas again had a new focus to it. The tidal wave of video games and computers, and their software, which we at LTE predicted two-and-a-half years ago, seems to have finally begun to crest. And while I was gratified that our predictions that computers and games would become very important to the total electronics industry had come true, on the other hand, I began to think back to my days as a retail buyer in the toy industry. Then, no matter what hot category came and went, it seemed that the next show you attended the cry always became "Back to basics, back to basics."

Back to basics. What does it mean? Well, in our industry, it means remembering who you are as a retailer, and where you came from. It means consideration of what type of merchandise you sold, as well as what type of merchandise you are now selling.

This may be an overcomplication of a very simple premise—We came from the audio, radio, TV, hi-fi business, and when all the hoopla has come and gone we will probably still be an audio, radio, TV and hi-fi business. Even though we have new product categories like telephones, video games, computers, software and accessory items, all these simply serve to fill out our mix of product. I recommend that retailers keep this in mind when setting their open to buys.

As we have learned in the last couple of years, the hot categories don't always equal profit making categories. While you have to have them and carry them in your mix, it's always good to remember those lines and product categories that can earn you 35 to 40 percent markup. These are the categories that are going to give you the butter to put on the bread that you'll make turning over hot merchandise in the next nine to ten months.

In January, we introduced the first issue of THE RETAIL COMPUTER. In order to better serve the needs of the individual categories that we cover, LEISURE TIME throughout the year will publish a group of supplements relating to the computer, telecommunications and other industries. In this way, you can take a more in depth look with us at how to best meet your day in-day out merchandising needs. We're pleased and proud to serve you and will continue to be a growing, major force in the leisure electronics industry.—**Stephen Bentkover**

features

VIDEO GAME PROFITS ARE IN SOFTWARE: With dealers making little profit on the game consoles, they have to make their margins on cartridges—but the questions of which (and how many) games to buy are increasingly difficult to answer. . . . 1

PROFITS IN VIDEOCASSETTE RECORDERS OFTEN DEPEND ON VOLUME: VCRs sell like hotcakes, but at slim margins. To make a profit, dealers have to do more than cut prices. Offering a wide selection, service, and doing creative merchandising are some of the ways to increase margins on VCRs 1

MOTIVATED STAFF CAN SELL QUALITY COMPACT STEREOs: Despite confusion in mass market audio, stores can sell compacts (instead of boom boxes, portables or more expensive components) if they carry good brands and have a motivated sales staff. 1

NEW COMPUTER PRODUCTS AND PROGRAMS BOOST SALES: With the market for home computers set to as much as triple this year, new hardware, software and dealer support presented at WCES got the industry off to an encouraging start for 1983 1

PERSONAL PORTABLES NOW SELLING YEAR ROUND: No longer a seasonal item, and no longer limited to the young and active audiophile, portable stereos have new features, smaller sizes, low prices, steady sales . . . and respectable margins 1

WHO WILL BE BUYING 1.6 MILLION CORDLESS PHONES THIS YEAR? The answer, says Samuel Martin, manager of new products and markets for Electra Co., is educated customers with high standards of living. Martin also reveals other results of Electra's research into the cordless phone market 12

AUTOSOUND PACKAGES MEET CUSTOMER NEEDS: Richard Schaar, vice president of marketing for Jensen Car Audio, explains the benefits of one-brand autosound systems and emphasizes the bottom line: customer satisfaction 18

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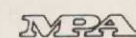
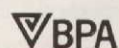
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TDK IS DRIVING A LOT OF HEAVY TRAFFIC YOUR WAY.



TDK's \$350,000 Pleasure Playback Instant Winner Game Is Coming To You With Greater Sales, Greater Profits And Heavier Store Traffic.

Every time your customers purchase specially-marked TDK multi-packs of D, AD, SA audio cassettes and T-120 video cassettes, they'll discover a "Pleasure Playback Instant Winner Game" card enclosed. Cards that give them the opportunity to win more than 65,000 valuable prizes instantly.

Grand Prize is a brand new, 1982 silver Corvette complete with a deluxe Alpine sound system. It's a win worth \$22,500! **First Prize** is a Panasonic VCR and Video Color Camera System. **Second Prize** is a deluxe Nakamichi Stereo Cassette Deck. **Third Prize** is 65,000 additional prizes including TDK AD, AD-X, SA, and SA-X audio cassettes.

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ENTER THE BONUS PRIZE DRAWING

Home Entertainment Center with Audio System and Projection TV. Retail value \$7,500. Mail in your game cards whether you've won an instant prize or not and they'll be entered in the Bonus Prize Drawing. Instructions on the back of game cards.

LOOK FOR THESE TDK PRODUCTS THAT CONTAIN GAME CARDS

Participating products: TDK 100, 100-A, 100-B cassettes — D-60 and 90, AD-60 and 90, SA-60 and 90, CA-10 and TDK video tapes — T-120 single pack and T-120 double pack.

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And that's not all. TDK even gives your customers a *second opportunity* to win a total audio and video home entertainment center valued at more than \$7,500. All major prizes will be awarded.

TDK is supporting this promotion with an extensive national advertising campaign in print and on radio. In addition, we are supplying all participating dealers with a full range of sales-stimulating POP support materials.

Don't miss out—cash in on your share of this exciting event. Contact your TDK Sales Rep today for complete details.

TDK leads the way to winning customers...instantly.

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Record turnout helps make WCES a success

LAS VEGAS—Record attendance, new products and interested buyers combined to make this year's WCES a most successful event.

A host of new computer products, video games and telephones were the most visible products at the show, while personal robots, Beta Hi-Fi,

lightweight stereo VCRs and cameras also attracted a lot of attention.

In audio, the imminent availability of Compact Disc hardware and software was the big story, while the movement of high-end audio companies into the autosound market made news of its own.

Manufacturers attending were unanimous in their praise of the event. "I sense a high degree of optimism; a feeling that 1983 is a new year with new opportunities," commented Michael Wertman, senior vice president of marketing and sales, Gusdorf Corp., St. Louis. "The traffic at the show has

been the best in my memory."

'Best Show Ever'

Fisher Corp. president Howard Ladd termed the show "the best Winter CES ever, in terms of attendance and orders written. I think it will be one of the best years in the history of consumer electronics."

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In
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Late-breaking news stories:

Innovative video products will boost sales in 1983, while intense price competition at retail will remain a critical factor in the market, according to Arnold Valencia, president, RCA Sales Corp. . . . Zenith Radio Corp. announces that it is getting out of the videodisc business . . . Initial Beta Hi-Fi models to be available by mid-year . . .

Betamovie will be introduced in the fall, although details on availability and pricing have not yet been announced. The self-contained unit uses a L-830 cassette in the Beta II mode for a recording time of three hours, 20 minutes. Playback is on any standard Betamax . . . The new Apple IIe, with 64K memory and an expanded keyboard, has a base price of \$1,395 . . . For the first time, the Custom Automotive Sound Association, Washington, DC, is making its 100-page guide to OEM car audio available to non-members . . . Pioneer Video moves into adult films with a "softened" version of *Insatiable* . . . Congress revives home taping bills as the Supreme Court hears arguments in the Betamax case.



RECORD CROWD: 78,000 turned out for the four-day WCES in Las Vegas last month, making it the biggest show to date. There was an air of optimism surrounding exhibits and in the aisles.

CBS/Sony Inc. planning Compact Disc facility

NEW YORK—CBS/Sony Inc., a corporation jointly owned by CBS Inc. and Sony Corp. of Japan, has announced plans to establish a manufacturing facility for the production of Compact Disc audio software in the United States.

The corporation currently manufactures Compact Discs in Japan, and plans call for CBS Records to begin marketing Compact Discs imported from that country in the U.S. during the first quarter of 1983.

Manufacture of discs here is expected to commence in 1984 at a facility whose location will be announced at a later date.

Describing the launch of the Compact Disc hardware system in Japan as "a great success," Sony president and chairman of CBS/Sony Inc. Norio Ohga predicts introduction of digital hardware in the American market will be much smoother "because a company of CBS Records' stature has committed itself to the Compact Disc."

Phone market to near \$1 billion in '83

LAS VEGAS—The telephone market will see an estimated 30 million units sold and leased in 1983, including 10 million new units, more than twice as many manufactured units as were sold in 1982, according to Alfred E. Franks, sales vice president, national accounts, American Bell Consumer Products, Parsippany, NJ.

Franks also told the telephone equipment conference at WCES that revenues from the sale of the 10 million new units will approach \$1 billion.

He also expects telephone answering machine sales to climb to one million units in 1983 from the 850,000 sold during 1982. And a shift will also increase market share for sales of standard telephones versus decorator models, according to Franks.

"Do-it-yourself accessory items are an important part of the total sales mix," Franks points out. "Add-on sales of supplies for wiring, modular jacks and cords can be an important source of revenue and

margin for retailers, leaving the door open for repeat business."

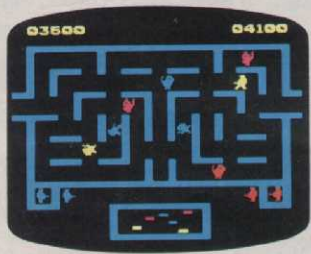
Features which he predicts will appear on new telephone models include calendars, electronic directories and datebooks, displays showing the number called, and clocks telling the time of day and the elapsed time of the call. Panelists and attendees attending the seminar also emphasized the importance of quality telephone equipment and the availability of fast, efficient service, to the retail telephone market.

How to Win the Video-Game Game.

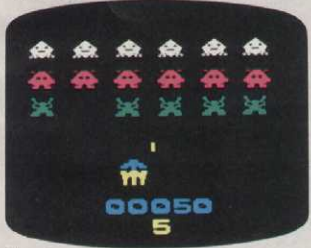
The rules have changed. The game has gotten tougher. And CBS is playing to win. Here's our strategy to make sure you come out a winner, too.

1. Make Sure You've Got the Right Ammunition.

CBS won't clutter the market—or your shelf—with duds. Our first two games, "Wizard of Wor"™ and "Gorf"™ were both big hits at the arcades and are now proving



Wizard



Gorf

themselves in your stores. Two new Bally/Midway arcade games are next: "Solar Fox"™ and "Blueprint"™. Following them will be two real eye-openers: "Wings"™ and "Tunnel Runner"™. Both will use new, CBS-developed technology to offer your customers state-of-the-art graphics and dazzling play action no existing cartridge can match.

2. Blast Through to the Consumer.

As the market matures, the sell-through gets tougher. So we enlisted John Madden to spearhead a multi-pronged



campaign on TV, in magazines and through these exciting promotions:

- Free "Maddeness" game with purchase of both "Wizard of Wor" and "Gorf." "Maddeness" is a game your customer will want and this is the only way he can get it.
- A money-back guarantee on any CBS video game. If your customer isn't challenged, he gets his money back. It's that simple.
- In-pack performance bonus in every game.

3. Use Teamwork.

We're on your side. So here's what we're doing to make your job easier:

- Controlling initial distribution. We'd much rather take a re-order.
- Self-selling package graphics. Our packages are bright and bold enough to zap a customer from thirty feet. And customers can see exactly

what they're getting on the front of each package.

- Putting UPC coding on all our packages. We're the only games supplier doing it.

4. Cover Your Flanks.

Right now, we're lined up squarely against all those millions of Atari® VCS™ owners. In March we go after Intellivision®, with versions of Wizard of Wor and Gorf. And Coleco will be selling Coleco-Vision® versions soon.

Personal computers? CBS Software is ready for them with games for the Atari® 400™ and 800™, Texas Instruments and Commodore personal computers.

There you have it: a winning game plan for a winning combination. CBS Video Games and you.

© 1983 CBS Inc. "Wizard of Wor," "Gorf," "Solar Fox" and "Blueprint" are trademarks of Bally/Midway Mfg. Co. "Atari," "Atari VCS," "Atari 400" and "Atari 800" are trademarks of Atari, Inc. "Intellivision" is a trademark of Mattel, Inc. and "ColecoVision" is a registered trademark of Coleco Industries, Inc.



CBS Video Games

The challenge is in playing our games. Not selling them.

CBS Video Games, 33rd Floor, 41 Madison Ave., N.Y., N.Y. 10010

Hold margins on new products with ads and public relations

The Winter Consumer Electronics Show was a dazzling display of the vitality of our industry. Another record attendance—almost 80,000—saw an unbelievable number of exciting new product introductions. There were important telephone expansions by such companies as Panasonic and AT&T; voice-controlled video games; several new computers with more “bang for the buck” than ever; the list goes on and on.



But if WCES was the most exciting show in some time for many, it is still important to take the time now to focus on how we can use those products and programs to maximize retail profit.

We must take the knowledge and insight gleaned at the show and translate it into intelligent merchandising strategies for the coming year. After deciding on which products to carry, for instance, we must also not forget about how important it is to tie into the enormous media exposure leisure electronics is receiving. This, in turn, can boost both sales and profits.

In recent months, consumers have been bombarded with information about our products via television, newspapers and magazines. The time is ripe to position your store in the public's mind as a place where the newest innovations can be found.

One way to do this that can be very effective is to take advantage of the co-operative advertising that manufacturers often make available. If he or your distributor do not advise you about this possibility, ask.

We at LTE have discussed the importance of co-op and other advertising in the past. In addition, each month our Media and Sales Aids selections help to keep you informed. We suggest that you continue to use these unique services, and that you also make liberal use of the reader service card to find out more about the products

and backup that the suppliers provide.

Beyond selecting new product and advertising it, though, other factors also play a crucial role in determining the retailers' success. Let us briefly mention one that many businesspeople use effectively, public relations. Just as manufacturers use it hand-in-hand with advertising, so should retailers.

For example, newspapers can provide a quick way to establish a local reputation, at no cost to you. Why not take a few minutes and write the local business and feature editors offering your services as a source for interviews and background about leisure electronics? Follow up this letter with a phone call or two. Perhaps invite the writer to visit your store headquarters, or get acquainted over a working lunch in which you fill him in on the latest trends.

Next, repeat this strategy with the local radio stations. Then call the television stations and find out who the proper people to contact are there. By planting the seeds for free publicity, you will be able to reap the benefits of better sales volume in the future.

Another important step in obtaining media exposure is the prerequisite of keeping abreast of the news. For example, when the local phone company begins to sell its phones, or when a leading magazine runs a story on computers, new opportunities arise.

In order to be sure of local coverage and high volume, in-store p.r. events can also be timed to take advantage of sales. Decorative banners and hands-on demonstrations (perhaps featuring company reps) can add fuel to the fire of discounted pricing. In fact, pricing becomes less important when other factors are used to their full advantage.

Which brings us to the bottom line. Rather than blowing out a ton of product and sometimes going home wondering how we could have made so little after setting new unit volume records, let's really stop and think what can be done to keep the profit figures where they should be. Public relations is one idea...there are others, which we shall present in the months ahead. And, of course, readers' ideas are most welcome, too.—William Silverman

ITA Audio/Video Update opens on March 6

NEW YORK—The opening speaker at the ITA 13th annual seminar in Hollywood, FL will be humorist Art Buchwald. Buchwald's address will be given in the opening session, immediately following the presentation of the Eighth Annual ITA/Time Magazine Man-of-the-Year Award. The Audio/Video Update will be held from March 6 to 9 at the Diplomat Resort and Country Club.

Workshops will encompass every area of the audio, video, communications and entertainment industry including a comprehensive program of topics covering all areas of home videotape and disc programming and equipment, video for business, industry and education, and three new areas of interest: video games, personal computers and computer software.

In addition to workshop sessions, more than 30 ITA member companies will display the latest in product and discuss services in the privacy of hospitality suites.

According to Larry Finley, vice president, membership/events, "Because of the current economy and the unsettled condition of our industry, speakers and panelists will offer innovative ideas and methods to meet the challenge in today's marketplace, and to keep attendees abreast of new technologies and to explore new areas of interest and opportunity."

For program and registration information, phone or write: ITA, 10

Columbus Circle, New York, NY 10019, (212) 956-7110.

Upcoming events also include:

Feb. 11-13—Hi Fi Stereo & Video Show, Washington Convention Center, Washington, DC. Contact: High Fidelity Music Show at (703) 363-5836.

Feb. 18-21—Second Annual Pacific Computer Expo, San Diego Convention and Performing Arts Center, San Diego. Contact: Carol Houts, at (800) 528-2355.

Feb. 21-23—1983 Office Automation Conference Civic Center, Philadelphia. Contact: AFIPS, at (703) 558-3624.

Mar. 6-9—13th Annual International Tape/Disc Association Seminar, Diplomat Hotel, Hollywood, FL. Contact: Henry Brief, at (212) 956-7110.

Mar. 11-13—1983 Houston Hi Fi Stereo & Video Show, Houston Convention Center, Houston. Contact: High Fidelity Music Show Inc., at (703) 363-5836.

Mar. 11-17—ERA 24th Annual Management Conference, Club Med, Cancun, Mexico. Contact: Janet L. Hipp, at (312) 649-1333.

Mar. 14-16—EIA Spring Conference, Shoreham Hotel, Washington, DC. Contact: Allan Schlosser, at (202) 437-4919.

Mar. 15—Government/Industry Dinner, Shoreham Hotel, Washington, DC. Contact: Allan

Schlosser, at (202) 437-4919.

Apr. 16-19—Professional Audio Retailers Association Conference, Sheraton Ocho Rios, Mallard Beach, Jamaica. Contact: Jerry Fogel, at (816) 444-3500.

Apr. 26-28—Info/Manufacturing and Hi-Tech Advanced Manufacturing Systems, McCormick Place, Chicago. Contact: Clapp & Poliak, at (212) 370-1100.

May 16-19—1983 National Computer Conference, Anaheim and Disneyland Hotel Convention Centers, Anaheim, CA. Contact: Ann-Marie Bartels, at (703) 558-3612.

May 22-25—International Program Marketplace, The Conference

and Market for Buying and Selling Videocassette, Disc, Pay and Cable Television Rights, New York Hilton, New York. Contact: Sheila Frank, at (800) 431-1880.

June 5-8—Summer Consumer Electronics Show, McCormick Place, Chicago. Contact: William Glasgow, at (312) 861-1040.

June 28-29—Licensing Industry Association exhibition and trade show, Grand Hyatt Hotel, New York. Contact: Pris Weadon, at (203) 227-2467.

July 31-Aug. 4—Third Annual APRO Convention and Trade Show, Caesar's Palace, Las Vegas, NV. Contact: Roy Duckworth, at (512) 327-8210.



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Sharp compacts play records and cassettes

PARAMUS, NJ—Sharp Electronics introduces two compact stereo systems that combine an AM/FM receiver, a cassette deck and a turntable.

Model SG-5, complete with an automatic record changer and magnetic cartridge, can stack up to five records. Its cassette deck features Auto Program Search System for locating selections on a tape, LED record level indicators for adjusting record levels and automatic stop.

The tuner has LED indicators for signal strength, station location and FM stereo broadcasting. The speakers are two-way bass-reflex, according to the manufacturer.

Suggested retail price for the SG-5 is \$259.95.

Model SG-3 features a rim-drive turntable with ceramic cartridge, a tuner with an LED dial pointer and stereo indicator, and controls including bass, treble and balance. The cassette deck is compatible with metal tape and has automatic stop.

Suggested retail price for the SG-3 is \$209.95.

Sharp Compacts—Circle No. 176 on product card



Audio-Technica's Mister Disc can play all sizes of records.

A-T's Mister Disc termed first portable turntable

STOW, OH—Audio-Technica introduces a personal portable turntable. Named Mister Disc, the turntable measures 11 inches long, four inches wide and 2.5 inches high, but can play standard LPs, EPs, and 45s.

Equipped with a dual-magnet cartridge, the turntable is powered by three C batteries or an optional AC adapter. Two jacks allow headphone listening, or it may be played through a stereo system, says the

manufacturer.

Mister Disc comes with lightweight foldable stereo headphones, a carrying pouch and a rubber chuck which is a spindle adaptor for 45s and a disc stabilizer for LPs.

The belt-drive turntable has a nationally advertised price of \$169.95.

Mister Disc Turntable—Circle No. 165 on product card

New Sony tape has improved specifications

PARK RIDGE, NJ—Sony Tape introduces the UCX Type II cassette tape. The chrome-equivalent tape has a suggested retail of \$5 for the C-60 length and \$7 for the C-90 length.

The same micro-fine particles developed for Sony's UCX-S high-bias tape are used in the UCX to provide a wider frequency response and higher output level. Sony measures retentivity (the tape's ability to retain the magnetic field) as 1,750 gauss, which Sony says is significantly higher than the figures quoted for other Type II cassettes.

The specs reflect a wide, flat frequency response and higher output, claims the manufacturer, with higher sensitivity and maximum output level than other tapes.

A non-abrasive head-cleaning leader tape keeps tape heads free of oxide build-up, and spare index labels are included in each purple-metallic package.

UCX Cassette Tape—Circle No. 187 on product card



Sony's new UCX C-90 tape boasts flat frequency response.

KEF's new Standard Series line includes \$150 speaker, Coda III

PALO ALTO, CA—KEF Electronics introduces the Standard Series speaker line, set to retail for between \$750 and \$300 per pair.

The line embodies design attributes of KEF's more expensive speakers, such as vertical driver alignment, low-diffraction baffles, computer-designed cabinet bracing and sophisticated crossover networks.

The Carlton II is a two-way system with a passive radiator. It requires 15 watts of power and has a suggested list price of \$750 per pair. The manufacturer gives specifications of 86 dB sensitivity (sound-pressure level at one meter on reference axis with pink noise input of one watt) and 47 to 20,000 Hz frequency response (± 2.5 dB, down 10 dB at 29 Hz and 30,000 Hz).

The Carina II combines a tweeter with two woofers in an acoustic-suspension cabinet. Suggested retail is \$500 per pair. Manufacturer's specs include sensitivity of 89 dB (SPL at one meter on reference axis with pink noise input of one watt), and a frequency response of 60 to 20,000 Hz (± 3 dB, down 10 dB at 45 Hz and 30,000 Hz).

At \$300 per pair suggested retail,

the Coda III speakers combine a woofer and tweeter in a sealed cabinet of simulated walnut. Minimum power required is 10 watts. The manufacturer gives a sensitivity of 87 dB (SPL at one meter on reference axis with a pink noise input of one watt) and a frequency response of 65 to 20,000 Hz (± 3 dB, down 10 dB at 50 Hz and 30,000).

Standard Series Loudspeaker Line—Circle No. 184



KEF's Coda III



PHOTO FINISH: Gusdorf is now manufacturing its VistaRak audio cabinet in its "high tech" Silverstone finish for a custom-built appearance, says the company. The slate-gray finish is used on the shelves, which are adjustable. With Gusdorf's model #5465, the finish complements the paradise hickory of the rest of the cabinet. The VistaRak features a glass-top canopy, a tempered glass door and a removable record divider. Approximate retail is \$150.—Circle No. 186 on product card

Aphex Aural Exciter adds harmonics to enhance music signal

LOS ANGELES—Aphex presented its Aural Exciter, a consumer version of a professional signal processor, at the Winter Consumer Electronics Show.

The company says that the device brightens and clarifies sound by providing greater intelligibility, presence and detail.

Aphex explains that the Exciter divides the signal into two paths, the first of which goes unmodified to the output. The second generates harmonics over a tunable range which are then added back to the main signal at a lower level. Since the enhancement signal is low-level high-frequency information, there is virtually no increase in power or level.

Aural Exciter—Circle No. 244 on product card

Pioneer tape deck features microcomputer

LONG BEACH, CA—The new Pioneer CT-9R cassette deck is a top-of-the-line unit featuring microcomputer operation, three-motor direct drive, a system that analyzes tapes and automatically matches the electronics, and a digital timer that computes remaining tape time, says the maker.

At the heart of the CT-9R is a transport system with three direct-drive motors, one each for the capstan, the take-up reel and the supply reel. A built-in microcomputer with a quartz servo system coordinates operation of the three motors, insuring consistent tape speed and transport reliability.

In order to meet the requirements of metal tape, Pioneer developed the Ribbon Sendust head. A special manufacturing procedure produces thin ribbons of sendust (an alloy of iron, aluminum and silicon). When these alloy ribbons are bonded, they allow high sensitivity, clear frequency response and excellent wear characteristics, claims Pioneer.

For quick reverse, Pioneer's "small window" erase head has a built-in photo sensor which detects changes in the intensity of infrared light as the dark magnetic-coated portion of a tape gives way to the translucent leader portion.

Setting correct recording levels is simple with the CT-9R's Auto BLE (Bias, Level, Equalization) Tuning System. In eight seconds, a microprocessor analyzes the properties of each tape and adapts the deck electronics for a perfect match. The result is the best possible performance from any type of tape used.

The "real-time" tape counter makes automatic computations with the use of a microcomputer and tells exactly how much remaining tape is available in minutes and seconds.

Finding and playing your favorite song is another easy operation due to features such as blank search, index scan, music search/skip and music repeat, says the maker.

Blank search simplifies continuous recording by looking for unrecorded space on the tape and automatically cueing to that spot, leaving a four-second space between songs. Index scan samples the first seven seconds of each song.

When you operate the music search/skip button and the rewind button, the song you were listening to is rewound to the beginning.

Other features on the CT-9R include Dolby B and C noise reduction, quick-reverse playback, one-touch record, and a 16-LED bar graph peak-display system for each channel. The suggested retail price of the CT-9R is \$675.

CT-9R Cassette Deck—Circle No. 251 on product card



Akai's AE-63 speakers

Akai's three-way loudspeaker bounces sound off the walls

COMPTON, CA—Akai America introduces a three-way speaker designed to radiate sound directly at the listener as well as reflect sound from the wall behind the speaker.

The AE-63 houses a 6½-inch woofer and a one-inch tweeter facing forward, with a 6½-inch passive radiator and a 1¼-inch mid-range facing backwards to reflect sound from a wall. The manufacturer says the speaker will handle 60 watts of power with a frequency

response of 60 to 23,000 Hz.

A control on the passive radiator varies the amount of reflected bass to compensate for room acoustics. The high-density enclosure is reinforced by a heavy metal baffle to dampen vibrations, says Akai.

Each AE-63 speaker weighs 13½ pounds. Suggested retail price is \$359 per pair.

AE-63 Speakers—Circle No. 150 on product card

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Circle No. 32 on product card

Loran boosts performance of new tapes

WARREN, PA—Loran Premium Audio Cassettes introduced a normal-bias and a high-bias tape at the Winter CES.

The company claims that performance specifications are equal to or better than those of the two leading high-end tapes. Both the Loran cassettes have Lexan shells that are resistant to warping from extreme heat, which makes them more suitable for car use.

Both tapes are made of improved formulations, says Loran. Fundamental improvement in the new Loran High Bias entry is increased headroom, +4.2 dB MOL at 315 Hz, resulting in significantly lower sound distortion, says Loran. Its output amplitude increases to -5.3 dB at 10,000 Hz, offering brighter high-end response and the dynamic range increases to 61 dB.

The new Loran Normal Bias I tape



Loran's new high-bias tape has a Lexan shell.

improves high frequency response to three dB down at 27,000 Hz, says the maker, with high-frequency headroom increasing to negative four dB at maximum input levels without tape saturation.

The signal-to-noise ratio of -55.8 dB is the highest of any Normal Bias I tape on the market, claims Loran.

Suggested retail for the high-bias 60-minute cassette is \$5.75, \$7.95 for the high-bias 90-minute. Suggested retail for the normal-bias 60-minute cassette is \$5.75, \$7.95 for the normal-bias 90-minute.

WCES '83 Introductions—Circle No. 255 on product card

Pilot introduces one-brands

NEW YORK—The Pilot audio systems division of Morse Electro Product Corp. introduced three systems for the Winter CES. Suggested retail prices range from \$639.95 to \$1,229.95.

The SKD8110/T27 system is made up of a combination receiver/changer/cassette deck/eight-track tape player in one unit, with separate speakers. It also includes a built-in five-band graphic equalizer and an audio rack. Suggested retail is \$639.95.

The D2520/62-5 system is a three-piece "studio module" with matching speakers and large casters for both the speakers and the included rack. The speakers house eight-inch woofers, an eight-inch passive radiator, and a two-inch tweeter, says Pilot.

The system, like the SKD8110/T27, can play both cassettes and eight-track cartridges. The Pilot/BSR record changer is separate from the electronics, unlike the less expensive system. Suggested retail is \$939.95.

The deluxe vertical rack system from Pilot includes a graphic equalizer, full-featured digital clock and large roll around casters.

The speakers of model C5100/37-11 house a piezo supertweeter, two three-inch midranges, an eight-inch woofer and a 10-inch passive radiator. Suggested retail price is \$1,299.95.

WCES Audio Systems—Circle No. 254 on product card



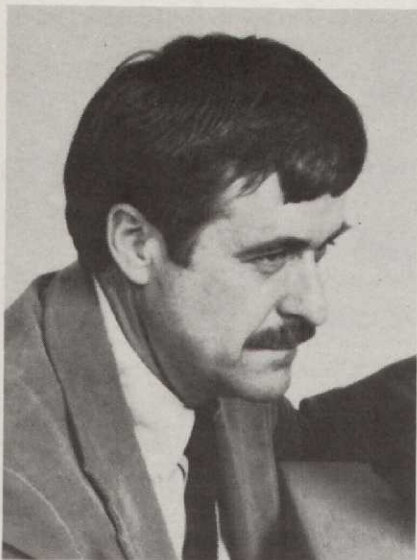
Pilot's SKD8110/T27

Who will buy 1.6 million cordless phones?

By Samuel Martin
Manager of New Products
and Markets
Electra Company

He's 35, earns \$35,000 or more per year, is a college graduate, and is married, with no children.

If you recognize this person, you really know your cordless telephone customers. Because, according to our latest research findings, that is the consumer who is most likely to purchase a cordless telephone.



Samuel Martin

During the past three years, the market for cordless telephones has expanded dramatically. From sales of 64,000 units in 1979, the industry grew to sales of 1 million units in 1982. In 1983, industry sales are projected at 1.6 million. And with Electra's research showing cordless telephones second only to standard telephones in consumer demand appeal . . . and that over 20 million U.S. households are interested in purchasing a cordless telephone . . .

the future looks very promising.

Like all manufacturers and marketers of cordless telephones, we are encouraged and optimistic about consumer acceptance and demand for cordless telephones. During the past year, we conducted extensive research to determine which persons are most likely to purchase a cordless telephone, and which groups need to be reached to expand the market. Here are some of our findings . . .

As most dealers can verify, the target consumer for cordless telephones is an easily reachable individual. This is because the typical consumer enjoys a high standard of living and level of education. Consider, for example, that 27.5 percent of all cordless telephone purchasers have attended college. An additional 25 percent are college graduates. And 22.5 percent have participated in post-graduate work.

Cordless Phones Still Luxury Item

Not only are these consumers educated, but they have the money to spend on whichever model and brand of cordless telephone they desire. Approximately 45 percent of the families purchasing a cordless telephone earn \$35,000 or more. Another 40 percent earn between \$20,000 and \$35,000 per year. When you compare those statistics to the national average (47.5 percent of the working force earns less than \$20,000 per year), the conclusion is obvious—consumer perception of the cordless telephone is that it is more of a luxury item than a necessity.

Another indicator to consider is that the product appeals primarily to white collar workers. Approximately 45 percent of the people who

purchase a cordless telephone are employed in managerial or proprietary positions. Another 22.5 percent are in a sales or clerical position. On the other hand, only 17.5 percent are blue collar workers.

Still another interesting statistic

"Over 20 million U.S. households are interested in purchasing a cordless telephone." —Samuel Martin, Electra

is the age of the typical consumer. Only 2.5 percent of the buyers who are classified as "head of household" are under 25 years of age. Thirty percent are between the ages of 25 and 35. 57.5 percent are aged 35 years or older. The type of household purchasing a cordless telephone seems to be either couples without children (40 percent), or single males (20 percent of sales). Only 5 percent of cordless telephone sales are made to single females.

At the moment, no one dominant retail establishment has captured the cordless telephone market. For instance, 17.5 percent of sales are made at discount stores. Fifteen percent are sold at catalog showrooms. Fifteen percent are sold at Radio Shack stores, 12.5 percent at radio and TV specialty shops, and 7.5 percent from mail order. The remaining 20 percent of sales is divided among department stores, autosound outlets, phone center stores and similar outlets.

How much are consumers willing to pay for their cordless telephones? 12.5 percent pay under \$100. 47.5 percent pay between \$100 and \$150. 17.5 percent pay between

\$150 and \$200 for their phones. At the top end of the scale, 22.5 percent pay \$200 or more for a cordless telephone.

What does this research suggest? Our contention is that the industry is doing a good job of selling

cordless telephones to upscale consumers. To continue expanding the market, the economy must improve, and the appeal of the phones must be broadened to more fully include the 45 percent of our country's population who earn less than \$20,000 per year. This will require repositioning the product to lower income groups by stressing its economical benefits.

Demonstration Is Key

One final point to consider is that no amount of advertising or public relations will be as effective in convincing consumers to purchase cordless telephones as the in-store sales efforts of dealers. Retailers report great sales success by giving consumers "hands-on" demonstrations of the product. During these demonstrations, they first try to qualify buyers to establish a price point, then stress a recognized brand name that meets the price point, and finally, demonstrate unique product differences. The hands-on demonstration is so effective, in fact, that 50 percent of the consumers who go to one of our dealers for a demonstration actually purchase one of the products. ■



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Which means you can now sell the world's two finest videocassettes. Fuji Fine Grain BERIDOX. And Fuji Super High Grade. The choice is your customers'. The profits are all yours.



Portables cutting into compact stereo sales

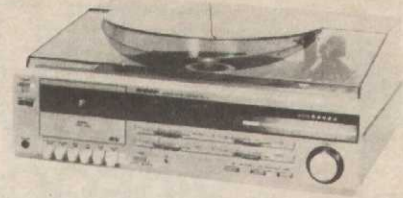
Cover Story

Continued from Page 1

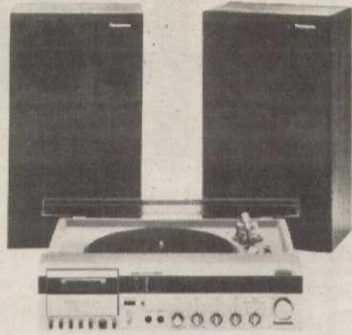
"The first-time buyer is looking for a combination of price, brand recognition and features. In the under-\$200 range a combination of, say, the Panasonic brand and a turntable, tape deck and tuner can be irresistible." West reports that boom boxes are strong at Luskins as well, but "they are a different product, for a different market."

In the over-\$200 area, many potential compact customers look at components: "The more sophisticated customer, who might have already owned a compact, is likely to look at one of the one-brand systems." In all, audio in every category pulls its weight at Luskins, including compacts.

Less sanguine about compacts is Gary Thorne, executive vice president, marketing, Team Electronics. According to Thorne, "between 1981 and 1982 the compact practically disappeared. In 1981 the boom box/compact mix was 60/40 in favor of boom boxes. In 1982 it



Sharp's SG-5 compact searches out songs on a cassette, and includes a magnetic cartridge.—Circle No. 310 on product card



Panasonic's SG-V05 has soft-touch tape transport controls and two-way speakers.—Circle No. 311 on product card



The M2724 compact from Philco combines a receiver, tape deck and turntable in one unit.—Circle No. 312 on product card

along with portables that are compatible with turntables. Either way, the customer winds up with lots more value than with a compact."

Dillard's, the department store, was selling compacts in the \$200 to \$300 range, which is somewhat higher than the "magic" price points concentrated upon by dealers who still enjoy success with the category.

From the manufacturers' standpoint the compact market is also in flux. While Zenith left the compact business altogether, Quasar entered it as recently as two years ago.

looking for lots of features at \$159, \$179, \$199 and are finding that it's hard to get them along with the security of a recognized brand."

Gold Star, the Korean company which provides compacts on an OEM basis for many brands, doesn't offer its own branded line in the U.S. A spokesman states that "Gold Star is building an excellent reputation for quality in this country, and our television dealers would love to carry Gold Star compacts. The ones we built for Zenith were very high in quality, and we could



The Stereo Component System by Sound-design—Circle No. 313 on product card



The Style 2000 compact from KingsPoint—Circle No. 314 on product card



Emerson's MC1250 compact stereo—Circle No. 315 on product card

was 90/10. To put it into perspective, in 1980 it was 40/60 in favor of compacts!"

One reason for this shift is the growing popularity of tape, and the waning interest on the part of some customers in discs: "A surprising number of our customers don't care at all about a record player," states Thorne. "That's why multi-use boom boxes, often with removable speakers, are so popular. Our customers are moving from single-purpose units to more flexible models, especially in the \$150 to \$200 price range."

Boom Boxes More Popular

The widening popularity of boom boxes has prompted Team to carry a wider selection of them, which in turn makes them a more viable purchase possibility. "Our salespeople find it easier to sell the boom boxes," states Thorne. "There's a wider selection, they're portable, and many of them—even at the lower price points—have turntable inputs for customers who want to play records. When it comes to credibility, we have a better time with the boxes."

Art Presley, electronics manager of Dillard's in Texas, still sells compacts, but that's only tempo-



Fisher's ICS-708 compact stereo—Circle No. 316 on product card



The M2684 compact from Yorx—Circle No. 317 on product card

rary: Dillard's is selling out its current stock and plans to concentrate on portable stereos and hifi components.

"Our customers are looking for more quality and versatility than they can get in a compact," reports Presley. "We sell pre-packaged component systems for not much more than a mid-line compact,

According to advertising communications manager Tom Lauterback, "It's tough to get into a market that's having problems, but we're gaining a foothold. One problem in this area is that there are so many different configurations."

Still, Lauterback is optimistic, mentioning that compacts are one segment of the business that will not be influenced by the digital audio disc.

The Future Of Compacts?

"What's to say," asks Lauterback, "that compacts couldn't evolve into bedroom entertainment centers, just as component stereos are developing into living room entertainment centers? These systems, running from \$100 to \$400, are for those who are not into hi-fi, but they perform the same functions. And how many people can hear the difference? Do people buy hi-fi sets just to impress their girlfriends?"

Less enthusiastic is Kevin Procter, national marketing manager, sound, at Toshiba. Procter finds that "the demand is for less expensive systems; the traditional price point for quality compacts is being eroded by \$200 to \$300 boom boxes with detachable speakers. Customers are

put our own name on them and sell them at a very attractive price, but their styling is dated, so they probably wouldn't do very well. If we brought out an up-to-date line, with equivalent quality, we would have to charge more than the Gold Star brand could command right now.

"Of course, we could offer our dealers a Gold Star line at rock bottom prices, but they have gotten used to a certain level of quality from us, and we feel that to compromise that level would be contrary to what we are trying to do with the Gold Star brand."

The beleaguered stereo compact, that faithful multi-function music system which saw a generation through college and beyond, is thus under pressure from several fronts these days. Manufacturers and retailers alike are having difficulty reestablishing a niche for a product which, according to some, has outlived its usefulness; others have given up trying. But while it can't be denied that the compact stereo business is no longer what it was, it is also true that much of the business lost in that area has been made up in one or more of the many product areas that are directly competitive. ■

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Circle No. 85 on product card



The TS-6907 is a four-way six-by-nine.

Pioneer's Maxxial line includes new four-way

LONG BEACH, CA—Pioneer Electronics introduces the Maxxial line of autosound speakers.

The highlight of the line is the TS-6907, Pioneer's first four-way six-by-nine speaker, which handles a maximum of 100 watts of power. The high-efficiency flush-mount speaker uses strontium magnets in the woofer, midrange, tweeter and supertweeter in a bridgeless construction for unimpeded dispersion of sound. Suggested retail is \$169.95 per pair.

The TS-6906 three-way six-by-nine speaker, at \$149.95 per pair, also handles 100 watts, while the TS-6905 six-by-nine, at \$119.95 per pair, handles 80 watts.

All three six-by-nines are housed in a durable frame and covered with an acoustically transparent rugged metal grille.

The TS-X8 is a three-way surface-mount speaker that handles 80 watts of power. The cabinet is finished in metallic gray, and suggested retail is \$149.95 per pair.

The TS-1011 (at \$34.95 list per pair) and TS-1611 (at \$39.95 list per pair) are dual-cone speakers designed for door mounting. Both able to handle 30 watts, the TS-1011 measures four inches while the TS-1611 measures 6-1/2.

Maxxial Autosound Speakers—Circle No. 239 on product card

Proton bows components at CES

TORRANCE, CA—Proton introduced three cassette radios, a graphic equalizer, an active crossover and six sets of speakers at the Winter Consumer Electronics Show.

The cassette radios all have the Sholtz Variable Bandwidth PLL Tuning Circuit and digitally synthesized circuitry. Model 207, a pre-amp unit with full-logic transport, has a suggested list price of \$475.95.

Model 204 has six watts of power per channel. The suggested retail for this cassette radio is \$299.95.

Model 212 is a high-powered version of the 204, with 12 watts per channel. Suggested retail is \$379.95.

The model 271 graphic equalizer has seven bands to boost or cut selected frequency ranges. Suggested retail is \$149.95.

Model 270 is an active crossover with a suggested retail of \$79.95.

New speakers include 10-inch and 12-inch woofers.

WCES '83 Introductions—Circle No. 180 on product card

JBL introduces drop-in replacement speakers

NORTHRIDGE, CA—JBL's T105 and T115 car speakers are designed as drop-in replacements for the original equipment in most domestic and imported cars. Installation requires no drilling or cutting, says JBL.

The small center cone of the speakers extends frequency re-

sponse to the upper limits of the audible range, while a compliant suspension and long excursion produce a clear, solid bass, claims the maker.

The T105 is a 3 1/2-inch speaker to replace standard dashboard units in most U.S. cars and the 87mm door-mount speakers in many

Three Grundig radios reverse automatically

NEW YORK—Grundig Autosound introduces three high-end cassette radios. All three are AM/FM digital models with auto reverse, locking fast forward and rewind, fader control, separate bass and treble and single-piece construction.

The top of the line GCE 9900 features a cassette player with Sendust heads, Dolby and a switch for metal tapes. It tunes electronically and has six AM and six FM station presets. The manufacturer gives a power rating of 28 watts. Featuring bi-directional seek, the 9900 has a suggested retail price of

\$399.

Model GCE 9700 has DNR noise reduction, a metal tape switch, night illumination, built-in noise suppression on FM, and seek/scan radio function. Suggested retail is \$349.

The leader model, GCD 8250, produces 30 watts of power, has soft-touch tape controls, switching AFC and stereo/mono control. Suggested retail is \$229.

GCE 9900, GCE 9700 and GCD 8250—Circle No. 172 on product card



Grundig's GCE 9900 includes Dolby noise reduction.

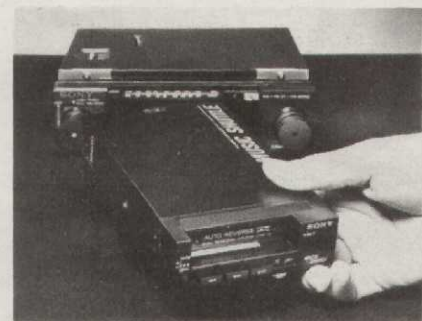
Sony cassette radio is also portable unit

PARK RIDGE, NJ—Sony introduces the XRM-10 Music Shuttle, an in-dash AM/FM stereo receiver with a removable cassette player that becomes a personal portable unit, complete with headphones.

In addition to combining car and portable use, the unit is protected from theft when removed from the car. When the cassette player is removed from the receiver, the radio in the car is still usable.

The receiver, cassette player, battery/headphone adaptor, carrying case and headphones can be purchased separately, allowing the same player to be used in different vehicles, for example.

The unit has outputs for two- or four-speaker systems, with a built-in fader and metal-tape compatibility. The auto-reverse cassette



The Music Shuttle's tape section removes for portable use.

player sustains jolts and bumps without audible wow and flutter, says Sony, because of a counter-inertial flywheel.

The amplifier section produces four watts per channel, with both channels driven into four ohms from 180 Hz to 10,000 Hz, with no more than 1.0 percent total harmonic distortion.

The Music Shuttle system has a suggested retail price of \$379.95.

XRM-10 Music Shuttle—Circle No. 179 on product card

speakers in American cars.

Manufacturer's specifications include a frequency response of 100 to 20,000 Hz, power capacity of 15 watts, nominal impedance of four ohms, sensitivity of 88 dB SPL, and a mounting depth of 1-13/16 inches. Suggested retail is \$39.95 per pair.

T105 and T115 Car Speakers—Circle No. 173 on product card

STAY TUNED FOR THIS YEAR'S HOT 100.

PIONEER
NEW PRODUCT PROFILE - 1983

MODEL NO.	TS-6907	PRODUCT NO.	1 of 103
DESCRIPTION	Maxxial 6"x9" Rear Deck Mount 4-way Car Sp	T. INTRO	1-'83
T. MP	End 11-'82		
DEVELOPMENT CONCEPT	<ul style="list-style-type: none"> *Achieve 100W power handling to beat com *Price point maintained *Give new hi-tech design to grille 		
SELLING POINTS	<ul style="list-style-type: none"> *100W high power handling (max. music midranges, lows *Hi-tech cosmetics 		
FEATURES	<ul style="list-style-type: none"> *Max. music power 100W *4 ohms impedance *Newly designed voice coil *Strontium magnet *Extra driver *Rear deck flush mount 4-way *Heat-resistant molded frame 		

#1 OF 103 NEW PRODUCTS

SCHEMATIC

DESIGNER: A. Miyano
ENGINEER: I. Yamata
Unit: mm(in.)

We're out to make 1983 an upbeat year in the music business. Because we're going to be introducing over 100 brand new and technologically different audio products. In home audio. Autosound. Portables. And systems. So stay tuned for products that are designed to make us Number 1 on the charts.

PIONEER
Because the music matters.

Autosound packages meet customers' needs

By Richard Schaar
Vice President of Marketing
Jensen Car Audio

Consumer satisfaction must be built into the car stereo dealer's game plan for 1983. Fulfilling the consumer's wants and needs is the whole ball game.

Keeping this notion in mind, dealers must remember that consumers want products that sound good. This "want" has not changed over the years, but what has changed are the type of automobiles that people drive. A few years ago cars were larger, providing us with lots of room to work with; today, cars offer less room to work with, but people still want to get that same type of big sound in their automobiles.

Today, leading autosound manufacturers are offering for sale both speakers and electronics that deliver this big sound in smaller packages. Dealers should consider this when deciding what type of product mix they want to carry.

Stock Quality Products

The products stocked must be of good quality; this goes for both electronics and speakers. The best sounding system for the money is what the consumer is after. When helping a person to choose the system that best fits his or her needs as well as the automobile that it will be installed in, the dealer

should make sure that the speakers match the electronics.

That's why dealers should be offering package systems. Package systems make sense because they assure the person that all the components are matched and will work together in harmony. Leading companies are starting to offer package systems to dealers, but there is an art in knowing how to design a package that will fit the individual needs of a customer, and mastering this art is a very

range satisfaction and performance. Therefore, they are spending more initially to get the system they feel will provide longer lasting satisfaction.

And while dealers should not abandon lower priced units, they should think about this upward consumer spending trend when deciding on price points.

The Best Advertising

Having the right products at the right price is important but if a

"When looking at price points, dealers should cover a wide range."

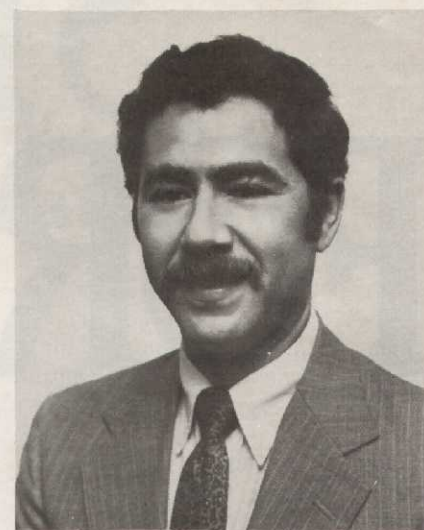
—Richard Schaar, Jensen Car Audio

important challenge to the dealer. An individual consumer's wants still must be kept in mind since not all people walking into your store will want an entire system. Dealers must therefore be able to react to what the market wants. Their product mix should reflect this by consisting of separate components as well as these packages.

When looking at price points, dealers should cover a wide range. An interesting item that we have noticed is that today consumers are gravitating towards better systems. Everyone has their price but people are thinking more in terms of longer

dealer wants to succeed he or she must get the customer into the store. Each dealer must decide the best way to do this whether it be an advertising campaign consisting of print, radio, TV or a unique type of promotion. The best type of advertising, though, is the consumer. Word-of-mouth is the strongest type of advertising and a satisfied customer automatically becomes a dealer's advertising agent.

In the end, consumer satisfaction is what a dealer must strive for. One excellent way to help accomplish this is by using a display. Displays allow people to see, hear and touch



Richard Schaar

the products they are buying. Leading car audio manufacturers offer these displays to dealers. In addition, these companies have helped spark an awareness of autosound with national advertising. Thanks to advertising, consumers have an idea of what type of system they are looking for and are pre-sold on car audio when they walk into your store.

Knowing what a consumer wants and having the product that fills these wants displayed so that the person can actually examine and hear the item he or she is considering all add up to a satisfied customer. Remembering this in 1983 will allow dealers to succeed handsomely in the new year. ■

Sanyo bows eight radios

COMPTON, CA—Sanyo introduces eight new in-dash cassette radios, with most models incorporating 9.5 watts per channel amplifiers and convenient auto-reverse tape transports.

Each new car stereo introduction features auto-reverse (with the exception of the FTV76, which offers auto-eject), and every new model also features convenient manual reverse, locking fast forward and rewind, and a local/distant switch.

Model FTC28 also offers, in addition to the above features, automatic FM stereo/mono switching, LED FM stereo and tape direction indicators, and separate tone and balance controls. It is rated at three watts per channel. Suggested retail is \$79.95.

The FTC38 incorporates a 9.5 watt (RMS) per channel amplifier capable of supplying ample power

without the need of an external amp or booster, claims Sanyo. Other key features include metal-tape capability, adjustable control shafts, LED tape-direction indicator, automatic up/down control for electric antennas, LED stereo indicator and only one percent THD at rated output. Suggested retail is \$99.95.

The FTC40 offers all of the features of the FTC38, with the addition of Sanyo's Automatic Music Select System. AMSS scans the tape (in forward or reverse) and reverts to play at the beginning of the next selection. Suggested retail is \$119.95.

The FTC68 adds such features as Dolby B noise reduction for virtually hiss-free tape playback. The unit also incorporates Sanyo's FM Optimizer, which automatically adjusts stereo separation, audio level, and



Sanyo's FTC28

frequency response as the quality of the received FM signal varies. Also found on the FTC68 is a fader control, separate bass and treble controls, a loudness switch, and line output jacks for connecting out-board power amplifiers, says Sanyo. Suggested retail is \$179.95.

The other four cassette radios have suggested retail prices of \$199.95 (model FTC70), \$79.95 (model FTV76), \$99.95 (model FTV80) and \$129.95 for cassette radio model FTV84.

FTC and FTV Cassette Radios—
Circle No. 272 on product card

Anes presents alarm, horns

VENICE, CA—Anes Electronics introduces an advanced auto security system and unveils a new line of specialty automotive horns.

The Pro 900 Plus is a computerized audible alarm combined with a personal pocket pager that provides the ultimate in vehicle protection systems, Anes says. The new concept incorporates sound sensors and a unique noise discriminator that actually hears a thief, scares him or her off, and notifies the owner of the attempted break-in through the paging system. Suggested retail is \$169.95.

Anes is also entering the specialty automotive horn field with the introduction of five models. Included are the Entertainer, an electronic musical horn that can be programmed for a wide range of electronic tunes; two new air horns named Big Blast and Xtra Big Blast; a diesel horn called Diesel Devil; and the Twins, dual air horns used for replacement. Suggested retail for the initial line ranges from \$9.95 to \$49.95. Anes plans to add new models to this line in the coming year.

Pro 900 Plus Security System—
Circle No. 274 on product card
Specialty Auto Horns—Circle
No. 275

Kraco introduces new Turbo auto speakers

COMPTON, CA—Kraco is broadening its high performance Turbo Series speaker lines with new product introductions.

The two new speakers are slimline models, says Kraco. The THP-545 is a 5¼-inch two-way speaker system for a maximum

power output of 50 watts with a 15 ounce barium ferrite magnet and 1½-inch mounting depth. The system also features an ultra-light woofer cone, convex uniroll suspension, aluminum voice coil, direct radiating midrange, high temperature grille and four-ohm impedance.

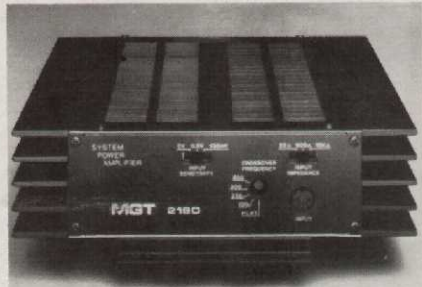
The THP-544 is a four-inch two-way slimline speaker system limited to 40 watts maximum power with a 10 ounce barium ferrite magnet.

Turbo Series Speakers—Circle
No. 273 on product card

Components introduced by MGT at WCES

TORRANCE, CA—MGT Audio Systems introduced electronic component car stereo products at the Winter CES.

The top of the MGT power-amp line is model 2180, a four-channel system amp. It provides 240 watts RMS, and includes a built-in crossover network, custom-extrud-



Providing 240 watts of power, the 2180 amplifier includes a built-in crossover network.

ed heat sinks, power-line noise filter, three-position input level and impedance selectors. The suggested retail price for the 2180 power amp is \$349.95.

Other power amps in the MGT line include model 2200 with 200 watts RMS, the 2150 with 150 watts RMS, the 2100 with 100 watts RMS, and the 2020 with 40 watts RMS.

Additional MGT electronics unveiled included model 4030, a three-band equalizer/preamplifier with dual-amp volume, peak-reading LEDs and input sensitivity adjustment. Its suggested retail price is \$84.95.

Other new entries from MGT Audio Systems included model 202,



Model 4030 is a dual-band equalizer/preamplifier.

a 60-watt equalizer; model 206, a 60-watt five-band equalizer/amplifier; and model 207, a 60-watt, seven-band equalizer/amplifier. Model 208, a 60-watt seven-band equalizer/amp was also presented at WCES.

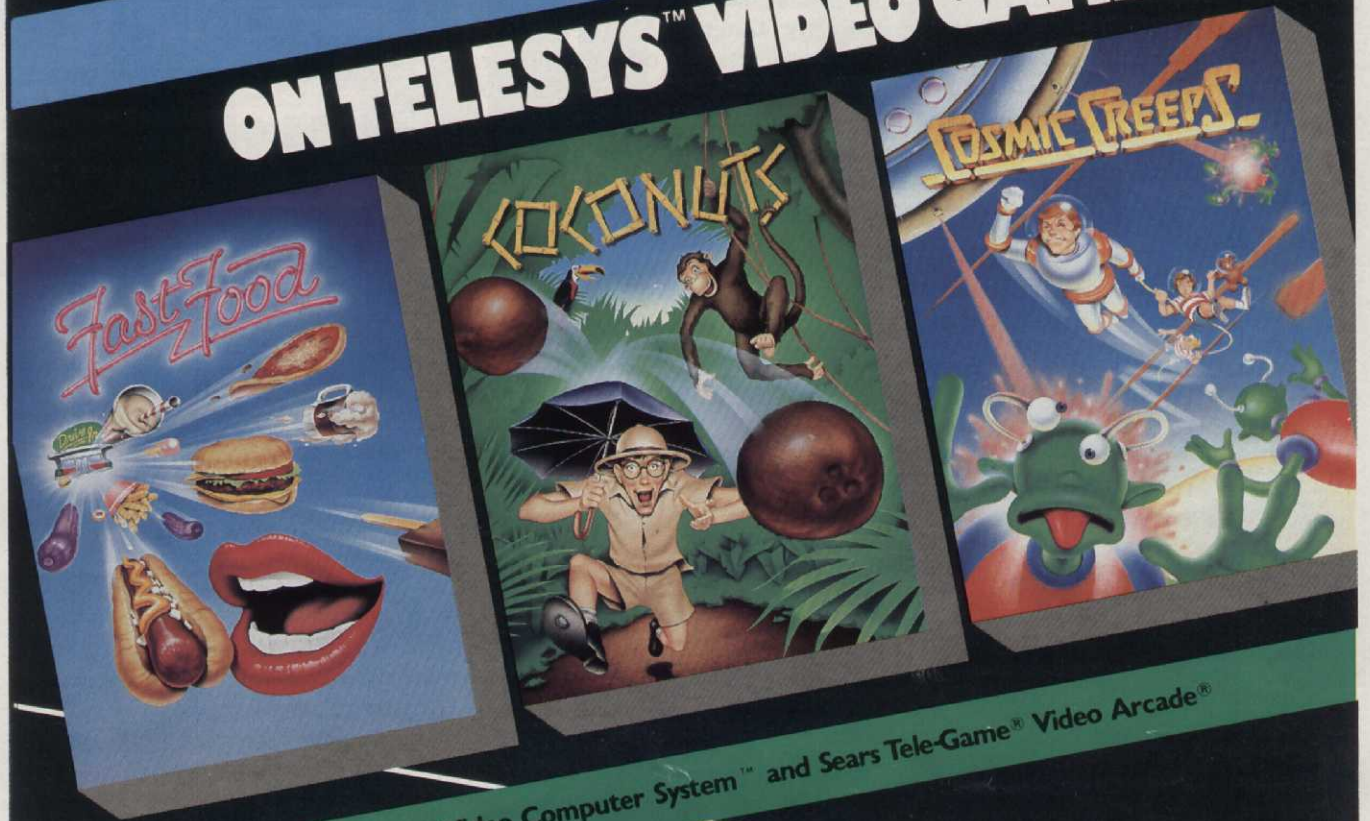
'83 WCES Introductions—Circle No. 182 on product card



Matching the electronic components is the W-206 two-way speaker.

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Along with these great games, Telesys will deliver customers; with a national T.V. and print advertising campaign; attention-grabbing packaging; and full point-of-purchase support. We'll also provide fast service and competitive pricing.

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Circle No. 34 on product card

Sega enters with three

LOS ANGELES—Sega Consumer Products enters the video game market with a line of game cartridges for the Atari VCS and Sears Video Arcade.

Three games comprise the initial offerings from the company: Subterfuge, Tac-Scan and Star Trek II.

In Subterfuge the player is in control of the only destroyer capable of destroying enemy submarines on a suicide mission to destroy the rest of the fleet. With an eye on the radar screen, and a finger on the trigger, the player must streak back and forth across the water's surface, laying down depth charges to destroy the enemy before it can succeed in its mission.

The challenge in Tac-Scan is to protect your space squadron from an attack by a superfleet of laser-firing Ahmins in an interplanetary war. The five starfighters of the Bravo Squadron must rely on expert marksmanship to defeat the Ahmins who fly faster and faster as the game progresses. Your weapons are laser cannons capable of firing 300 rounds a minute.

The third release from Sega, Star Trek II: The Wrath of Kahn is based on the recent movie. It, Subterfuge and Tac-Scan will be available for shipment in late April.

Sega Cartridges—Circle No. 276 on product card



Sega's Tac-Scan, Subterfuge and Buck Rogers game cartridges

Super Action Controller gives players feeling of game play

HARTFORD, CT—Coleco's new Super Action Controller lets the ColecoVision player actually feel sports game action in his hand as he plays, according to the company.

The Super Action Controller connects to ColecoVision and increases the player's participation in the game by putting him in physical contact with the action, states Coleco. The player grips the controller in his hand with his fingers grasping the four control triggers. By pressing the triggers the player is able to control specific areas of game play, and his grip on the controller lets him physically feel the action taking place on the game screen.

The controller is equipped with an eight-direction joystick which offers full field movement of characters, and a speed roller that provides control of the characters' speed. Multiple-use select buttons and keypad allow for innumerable play options.

Included with the Super Action Controller is Coleco's Contact Baseball cartridge, a one- or

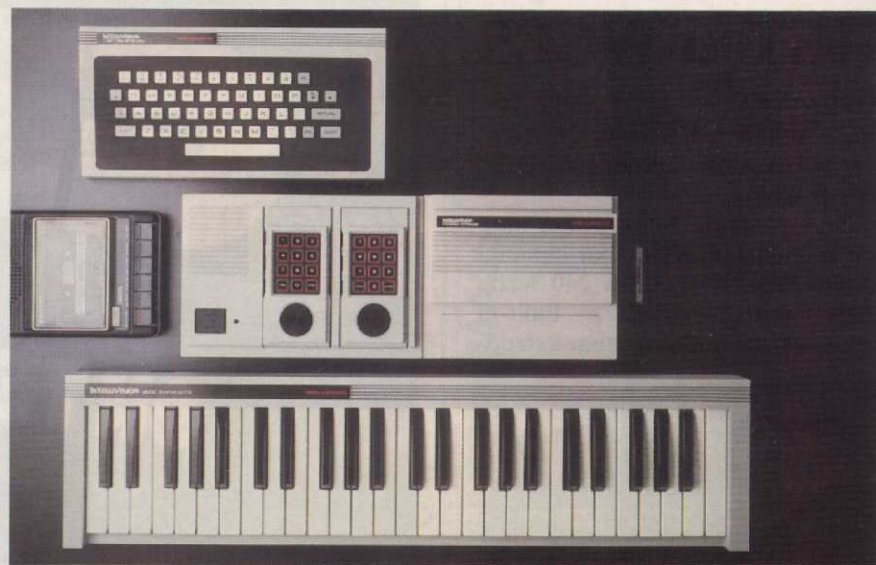


Super Action Controller

two-player sports game that maximizes the options provided by the controller. Players can plan sports strategies and execute the plays as if they were right on the field.

The Super Action Controller comes in a set of two and is for use with Coleco's sports game cartridges, including Contact Baseball, Contact Football and Rocky Battles The Champ.

Super Action Controllers—Circle No. 267 on product card



Mattel's Entertainment Computer System for Intellivision

Intellivision line expands

HAWTHORNE, CA—Mattel Electronics expands the capabilities of the Intellivision master component with introduction of the Entertainment Computer System.

The key component in the ECS is the Intellivision Computer Adaptor. This adaptor connects directly to the Intellivision and Intellivision II master components. It has 2K of additional RAM memory for enhanced manipulation of computer graphics, states Mattel.

The adaptor's 12K of additional ROM memory includes built-in Basic language and a sound generator increasing the master component's sound channels to six.

The Intellivision Computer Keyboard, which is included with the adaptor, plugs directly into the adaptor unit. This keyboard resembles a standard typewriter, with a 49-digit full-travel keyboard. It can be programmed to perform the functions of a home computer, states the company, with the Basic computer language that is built into the system. In addition, the computer keyboard can supplement

the unit's hand controllers by allowing the user to change any aspect of the game being played, including graphics, skill level and game action.

Also being introduced is the Intellivision Music Synthesizer, a full sized 49-key music keyboard. The synthesizer plugs into the computer adaptor, and once connected becomes a six-note polyphonic synthesizer.

Mattel also has available hand controller units which connect to the computer adaptor and permit up to four players to enjoy a video game together.

The Intellivision Program Expander is a cartridge that plugs into the top of the computer adaptor. This unit gives the user 8K ROM memory, including Extended Basic, and 16K RAM to write more sophisticated programs, process more information and play advanced video games.

Entertainment Computer System—Circle No. 266 on product card

Recoton adds game accessories

LONG ISLAND CITY, NY—Recoton expands its TV game accessory category with introduction of four new products for the TV game market.

Model V133 is a package of two Arcade Spheres designed for use with the Atari-style joysticks. The Spheres simply lock over the joystick, providing the user an arcade-quality feel when playing video games, states Recoton. Suggested retail price is \$5.99.

Models V127, suggested retail \$8.99, and V128, suggested retail \$11.99, are joystick extension cables also designed for use with Atari controls allowing the user to play the video games at a convenient distance from the TV set.

Model V129, suggested retail \$5.99, is a 56-inch replacement cable for Atari joysticks with color-coded leads and plug-in connecting pins, states Recoton.

Game Accessories—Circle No. 210 on product card



Joystick cables

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Circle No. 73 on product card



Tiger's Space Invaders

Tiger expands mini-game line

MUNDELEIN, IL—Tiger Electronics expands its line of Mini-Arcade Table Top Electronic games with the introduction of three titles: Space Invaders, Jawbreaker and Star Castle.

In the classic Space Invaders, the player must defend the earth by shooting down the oncoming aliens before they can land and destroy the player. Players can also earn bonus

points by shooting down the mother ship as it flies across the screen.

Jawbreaker sets the player loose in a candy factory where the challenge is to eat up all the candy bars. The player must direct a set of teeth on the game screen to this end, while avoiding the Happy Faces as they try to catch the teeth. Moving walls with holes leading to other portions of the screen challenge the player's game strategy. Bonus points can be earned by devouring the candy bar which appears at the center of the game screen.

Star Castle, an adaptation of the arcade game, challenges the player to destroy the defense rings of the Star Castle. These rings rotate to block the player's firepower, forcing him to maneuver his ship and aim carefully. The player must stay on the move throughout the game, or risk destruction by a laser shot from the Star Castle. One carefully aimed missile can accomplish the player's goal of destroying the Star Castle.

Mini-Arcade Table Top Games—
Circle No. 152 on product card

Game chip enhances VCS play

NEW YORK—CBS Video Games introduces two new video game cartridges for the Atari VCS which incorporate a CBS-developed game chip to enhance the game play and graphic capabilities of the game console.

The first of the games, Wings, is a flight simulation game which puts the player in the cockpit of a jet fighter. The object of the game is to protect your territory from enemy air attack. The player must use radar to detect enemy missiles while maintaining control over the plane's instruments and the three

types of armaments.

Tunnel Runner, the second game to use the new game chip, is described as a three dimensional maze game which tests a player's ability to think logically while avoiding an assortment of hazards and monsters. In order to win, the player must successfully negotiate five maze levels of increasing difficulty, and new mazes are created each time the game is reset.

Wings—Circle No. 231 on product card

Tunnel Runner—Circle No. 232

Starpath has Multi Loads

SANTA CLARA, CA—Starpath Corp.'s Dragonstomper is a Multi Load game for use with the company's Supercharger add-on hardware for the Atari VCS.

Starpath says its Supercharger increases the computing power of the VCS while also allowing video games to be stored on standard audio cassettes. The Multi-Load games, it explains, combine a series of games, based on a single theme, onto the cassette, like the chapters of a book.

In Dragonstomper, the player travels through a medieval land where he must battle demons and beasts, while also gathering gold and wares and increasing his strength. In the game's second load, the player crosses a bridge into a desert where he trades the gold and other possessions for potions, weapons and tools needed to make it through the dragon's lair and fight the dragon.

Once equipped, the player enters

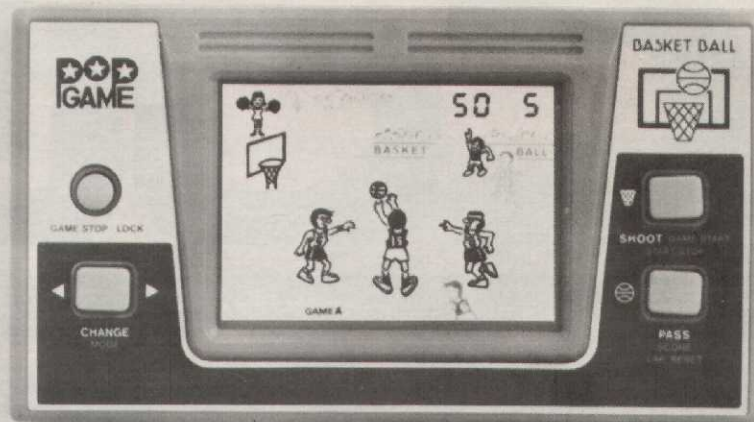


Dragonstomper

this lair in the third game load.

Supercharger—Circle No. 159
on product card

Dragonstomper—Circle No. 163



Basketball is one of Technotel's Pop Games.

Pop Games are also clocks

FOSTER CITY, CA—Pop Games, a series of compact electronic games, are now available from Technotel Corp.

Thirteen games are currently offered in the series. Each includes LC digital quartz time and alarm functions. Five of the Pop Games have a stopwatch feature, and three of the units include an AM radio.

Each game has two skill levels. A timing feature gives digital time readout in hours, minutes and seconds with an "A" to indicate a.m. or a "P" to indicate p.m. The alarm mode is also shown in hours and minutes with the a.m. or p.m. indicators.

Alarm and clock features are

included in Space Shuttle, Touch-down, Car Race and Inferno. Each game has a suggested retail price of \$24.95.

Savanna, Lasso, Basketball, Jaws and Soccer also include a stopwatch feature, at the same \$24.95 suggested retail price. Sky Invaders, with a dual display and added playability, is priced at \$29.95.

Three games feature an AM radio as well as clock and alarm functions: Emergency, Voyager and Barrier.

Each of the electronic games has a manufacturer's suggested retail price of \$39.95.

Pop Games—Circle No. 153 on product card

Parker Bros. adds Hulk and Strawberry Shortcake

BEVERLY, MA—Strawberry Shortcake Musical Match-Ups is a Parker Bros. Atari VCS-compatible video-game cartridge designed for young girls aged four through eight.

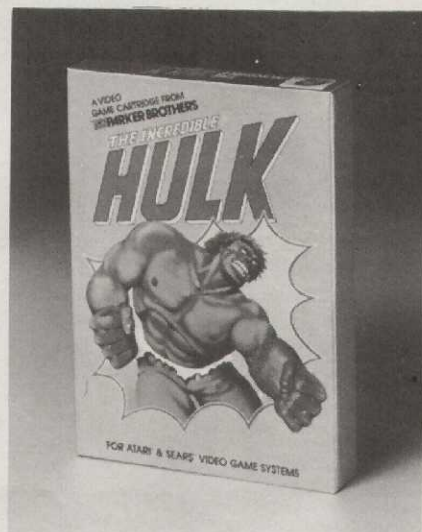
The player enters the world of Strawberryland where Strawberry Shortcake and her friends Lime Chiffon, Blueberry Muffin and Huckleberry Pie are staging a talent show. Purple Pieman is out to ruin the fun by scrambling the bodies of the four characters.

The player's task is to correctly unscramble and recreate each of the four dolls by mixing and matching the appropriate heads, torsos and legs. When the player has accomplished this, the playmates dance on the screen to a melody as their names appear on the screen. If they are mismatched, however, an unharmonious series of sounds is heard.

The Incredible Hulk, a video game cartridge scheduled for release later this year, has players striving to balance the two sides of the Marvel Comics character, Hulk. As mild-mannered scientist Bruce Banner, players encounter obstacles which, when the danger intensifies, propel them into the emotion-triggered green reaction that transforms Banner into a raging monster: the Incredible Hulk.

Parker Brothers says this game

cartridge capitalizes on the prime-time exploits of the TV hero, and that its realistic animation captures the look of the cartoon series based on the comic book superhero.

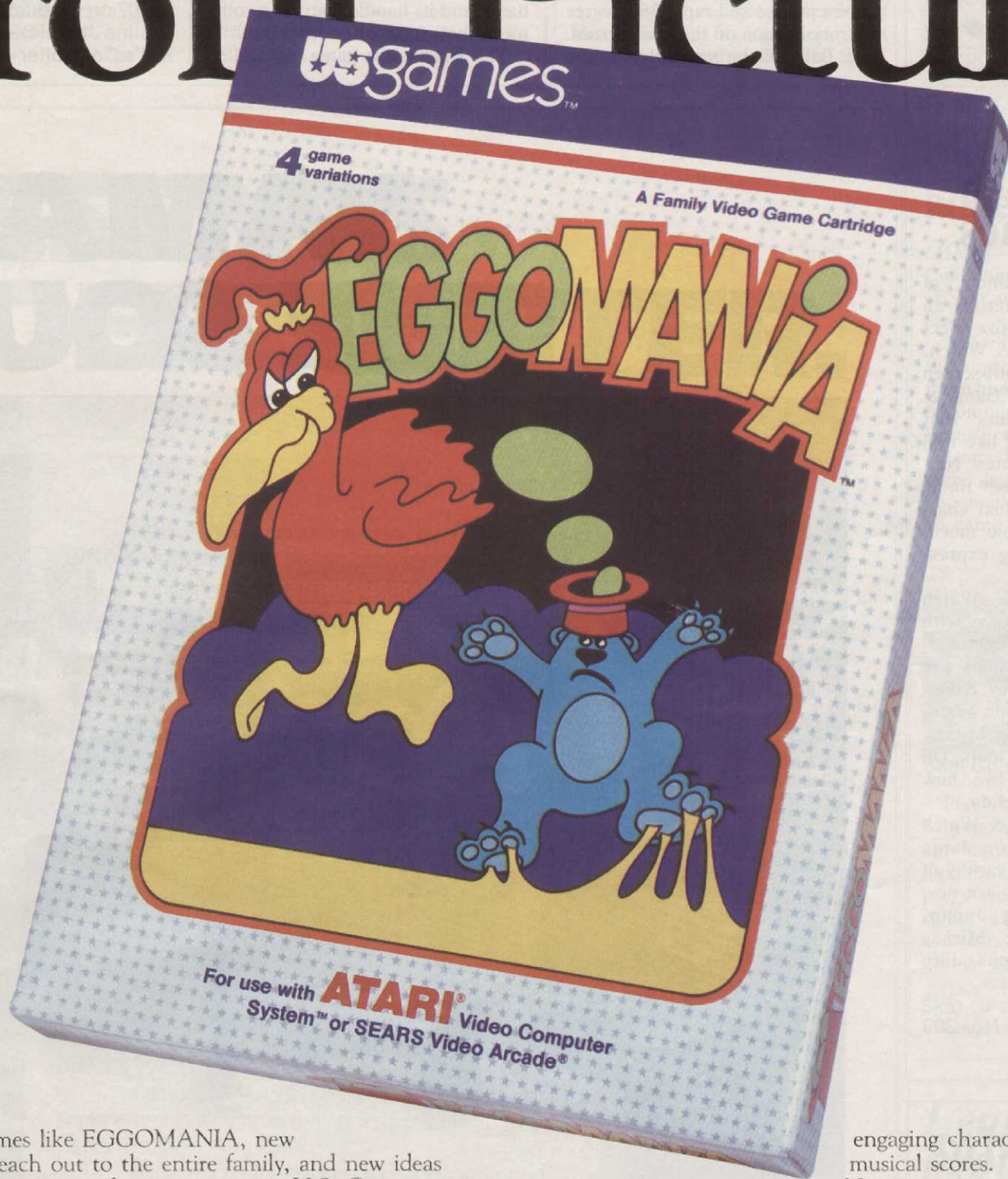


The Incredible Hulk

Strawberry Shortcake Musical Match-ups will be available in March, and The Incredible Hulk will become available during the summer, according to Parker Brothers.

Strawberry Shortcake—Circle No. 157 on product card
The Incredible Hulk—Circle No. 158

Egg-Citing Profit Picture!



With new games like EGGOMANIA, new directions that reach out to the entire family, and new ideas like the consumer satisfaction guarantee, U.S. Games assures dealer profits in 1983! Picture the U.S. GAMES plan: New marketing concepts to captivate the entire family including younger children, their moms and dads, and big brothers too. New games and bright new packaging featuring enticing graphics,

engaging characters and sprightly musical scores. New promotions to push the Family with the fabulous \$50,000 Name This Game Sweepstakes that will pull new faces into your store. And we still say, "You'll love our games or we'll buy them back." You'll never be caught with egg on your face!

Family Action Games: Gopher/Squeeze Box/Eggomania/Picnic/Piece O' Cake/Raft Rider/Entombed
 Action & Adventure Games: M.A.D. (Missile Attack and Defense)/Name This Game/Word Zapper/Commando Raid/Towering Inferno



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 1515 Wyatt Drive, Santa Clara, California 95054

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Circle No. 2 on product card

Atari introduces three game controllers

SUNNYVALE, CA—Atari adds three new game controllers to its line of video game products: the Trak-ball and proline joysticks; and the Kid's Controller for the Atari/Children's Computer Workshop line.

The company describes Trak-Ball as similar to the popular arcade rotating ball controllers which give players precise and rapid 360-degree control of action on the game screen. Trak-Ball will be available for the

Atari 5200 in May and for the VCS 2600 in June.

The new line of Proline Joysticks will also become available for the 2600 in June. Atari says this new line is engineered like an aerospace controller, with less movement required for quick response. The Proline Joystick is also designed to conform to the shape of the hand, and its handle features a solid metal shaft for greater durability.

The third new game controller

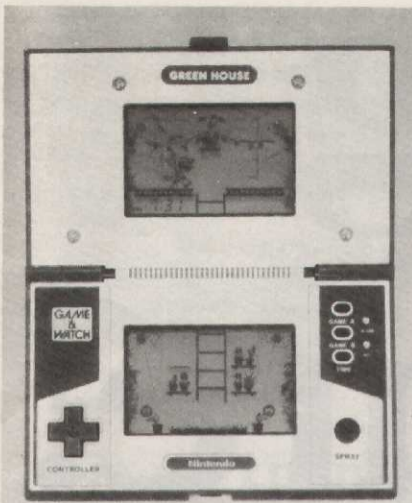
from Atari is the Kid's Controller, specially developed for use with the Atari/Children's Computer Workshop educational game series.

Atari says this controller is tailored to the needs of children aged three through seven. Its design is a five- by seven-inch keyboard.

Trak-Ball Controller—Circle No. 307 on product card

Proline Joystick—Circle No. 308

Kid's Controller—Circle No. 309



Nintendo's Greenhouse

Nintendo has pocket games

REDMOND, WA—Nintendo of America Inc. is now offering an extensive line of pocket-size electronic games called Game & Watch.

Available in both multi-screen and wide-screen models, Game & Watch features characters that actually look and perform like real cartoon personalities, states Nintendo. The graphics are finely detailed and each individual character is capable of multiple movements as well as amusing expressions.

Multi-Screen Game & Watch provides two play screens with different action occurring simultaneously on each. Four versions are currently available: Donkey Kong, which is based on the arcade game, Mickey & Donald featuring Mickey Mouse, Donald Duck and Goofy, Oil Panic and Greenhouse, two new game concepts from Nintendo.

The wide-screen Game & Watch has a single screen with a large viewing area and offers a variety of characters. Eight versions are now available: Donkey Kong Junior, Popeye, Snoopy Tennis, Mickey Mouse, Parachute, Octopus, Fire and Fire Attack.

Game & Watch—Circle No. 209 on product card

Organizer also a storage unit

HOUSTON—Westmark's Videopak is a video game organizer that serves as a game console storage unit, a carrying case and a storage unit for game cartridges.

Videopak is manufactured of high impact ABS materials with a "computer age" design and can hold Atari, Intellivision or Coleco-Vision game units. The game systems are placed on a playing console. Cartridges can be stored in manufacturer supplied boxes, or an insert is available.

Videopak—Circle No. 154 on product card

YAMAHA THE SOUND



Circle No. 7 on product card

Odyssey adds new terminal

KNOXVILLE, TN—The Odyssey Command Center video game console offers high resolution graphics and enhanced game play value, says the maker.

This new unit, representing the third generation of Odyssey video game products, also has computer terminal capabilities and Basic programming capability when used with optional modules.

Other features include a full



The Command Center

function computer keyboard, self-storing joysticks and an expansion port for game peripherals.

The Command Center—Circle No. 271 on product card

Mr. Bill is now a cartridge star

CAMPBELL, CA—Mr. Bill, the clay character who achieved fame on television's "Saturday Night Live," will finally be rescued from Sluggo and Mr. Hands when Data Age, Inc. introduces Mr. Bill's Neighborhood in the Atari 2600 VCS format.

Tentatively scheduled for release in May, Mr. Bill's Neighborhood will feature all the Mr. Bill film series characters, including arch-rival Sluggo, the good intentioned Mr. Hands, his helpless but sympathetic girlfriend Miss Sally,

his dog Spot and his mother.

The object of the game is to help Mr. Bill lead his family away from the neighborhood before he's caught by the menacing Sluggo. As Mr. Bill meets up with each character, he moves slower and slower, making his escape from the pursuing Sluggo and Mr. Hands more difficult. His travels are also hampered by street obstacles.

Mr. Bill—Circle No. 238 on product card

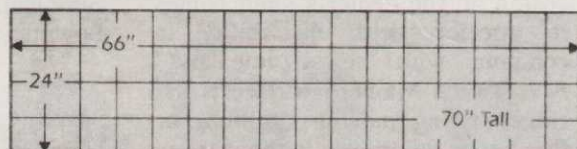
PRESENTS PROFIT CENTER.



Now you can show more profit and product per square foot with Yamaha's new compact Electronic Music Entertainment Center.

In just eleven square feet of floor space, Yamaha's Electronic Music Entertainment Center offers dramatic new opportunities for expanded retail earnings in the skyrocketing home entertainment market.

Each Center displays up to 16 sought-after, affordable Yamaha portable electronic keyboards. These easy-to-play keyboards offer instant musical fun and education for the entire family, plus value and satisfaction that's sure to continue for years to come.



pioneering features and unique musical heritage of nearly a hundred years.

But Yamaha doesn't rest on its laurels. Instead, a steady stream of new products and carefully timed introductions will create ongoing retail demand.

To increase your sales even more, Yamaha is launching a major marketing support and consumer advertising program. And highly trained Yamaha representatives will be available for in-store consumer demonstrations and product introductions.

Yamaha also offers extensive orientation and sales training assistance to boost your staff's performance.

Square foot for square foot, no one else in home entertainment matches the potential for sound profits offered by Yamaha's Electronic Music Entertainment Centers and these portable, affordable keyboards.

For more information, contact:
Yamaha International Corporation,
Specialty Products Division. Call (714) 522-9240
or write P.O. Box 6600, Buena Park, CA 90622.



Skat Challenger added by Fidelity

MIAMI—Fidelity Electronics' Skat Challenger lets you play the game of Skat at any time, even if you are alone.

According to the manufacturer, the unit can replace one, two or three human players, and is capable of communicating in either German, French or English at the push of a button. The Skat Challenger can play as either your partner or opponent, and it will keep scores for all game players.



Skat Challenger

Players can use real playing cards with the Skat Challenger, and it will automatically generate an unlimited number of random deals. The game plays according to DSKV or ISPA rules, and bids and plays suit contracts such as null, null ouvert, grand, grand ouvert and ramsch.

Skat Challenger—Circle No. 181 on product card

Leather unit protects games

HAVERHILL, MA—Savoy Leather Manufacturing Corp. introduces a storage unit for protecting video game cartridges from harm and loss.

The Savoy Video Games Storage unit 4132 is designed to hold 32 game cartridges, either Atari, Activision or Intellivision, and has a file pocket to store instruction booklets and other material.

The unit comes with a four-color display packaging and has a one-year warranty and a suggested retail price of \$24.95.

Game Storage Unit—Circle No. 151 on product card



Game cartridges offer repeat business

Cover Story

Continued from Page 1

According to Frank Mainero, vice president of marketing, Activision, Mountain View, CA, this is a direct reaction to the way the video game market has developed in the past year. "A year ago there were just a few game cartridge manufacturers, but suddenly last June, 20 new game companies entered the market, bringing with them a proliferation of titles. The question for dealers became 'How do we sell all those titles?' and a painful lesson was learned by the retailer."

"The retailers tried to carry the new titles," he continues, "but found that just because they had the title didn't guarantee success like it had in the past. This has forced them to change their buying patterns. A dealer may just order enough games to cover himself, and then follow the charts of *Billboard* and *Cash Box* to see which games develop into hits."

Are Titles Supported?

For Bob Harrell, owner/manager of Imperial House in Gainesville, FL, buying decisions are based on two factors. "When I'm considering buying a game cartridge for my store, I look at two things," he tells LEISURE TIME ELECTRONICS. "The first thing I look at is how much the manufacturer is doing to support the product in terms of national advertising and in-store promotion, and then I look at what they are promoting. If it's a hot arcade title, then I think it's almost guaranteed success." Harrell adds that he also consults with a

game business.

"There's no money in selling the hardware, and I've been hoping to make up some money on selling software. You have to account for your gross point sales at year's end, and the cartridges can improve the picture from all the hardware I had to sell at or near cost. I think it's time the dealers and distributors could make some real money in this area, instead of just the manufacturers."

The problem of dealer margins is not something that will be solved in the immediate future, according to Richard Taylor, president, Telesys, Fremont, CA. "I don't see the dealers' margins improving as long as the manufacturers continue putting out some games at \$5 over cost. It's getting extremely competitive in an overcrowded business. Price erosion, and what it does to

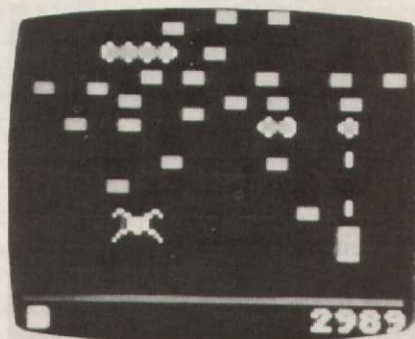
"Our customers tend to look for a household name when making a purchase." —Tudy Bowman, Zody's

the dealer, is a basic problem with the electronics business," he states.

With Atari the dominant hardware game manufacturer, it has attracted the most software support for its VCS, while some manufacturers also target their games for the Intellivision system. Others are adding games for the Odyssey and Coleco systems as well. The abundance of titles for the VCS and the fierce competition for cartridge sales inevitably leaves dealers stuck with titles that failed to generate enough consumer interest to move off the shelf.

Manufacturers attuned to the complaints of dealers have moved to alleviate this problem by offering price reductions on older cartridges that have run their cycle in the video game market. Atari has already cut pricing on some of its less popular titles, and companies like U.S. Games of Santa Clara, CA have also experimented in cleaning out their inventory.

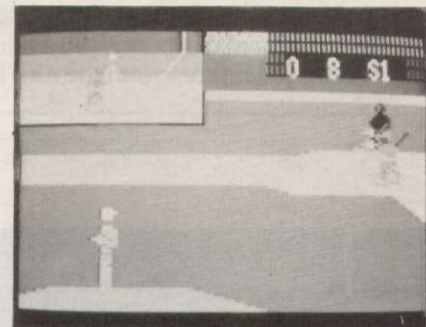
In the final days of the Christmas shopping season, the company began offering its five original releases at a price of \$4.99 retail.



Atari 2600 Centipede—Circle No. 279 on product card

Coupled with an advertised rebate of \$3 from the manufacturer, consumers could buy a game cartridge for a previously unheard of \$1.99. As U.S. Games vice president and general manager John Belden explains, "This Christmas sale was purposely set so it would not interfere with other

In response to the vast number of cartridges on the market, the chain has adopted a policy of limiting SKUs to 100, reports Bowman. "Sixty percent of our SKUs are Atari compatible. Our customers tend to look for a household name when making a purchase, so we are concentrating our inventory on the major companies like Atari, Mattel,



Intellivision World Series Baseball—Circle No. 282

Imagic, Activision and Parker Brothers."

The chain has also formed its own video game club in order to strengthen its business as well as to aid its future purchasing decisions. Members receive three coupons for \$3, \$5 and \$10 towards future game purchases when they make their first buy. In return, they asked to fill out a club application which asks for background information regarding the game system they use, what their interests are and what types of games they would like to buy. "The cartridge club will help us in deciding what we add to our game list in the future, based on what we can learn from the members," Bowman states.

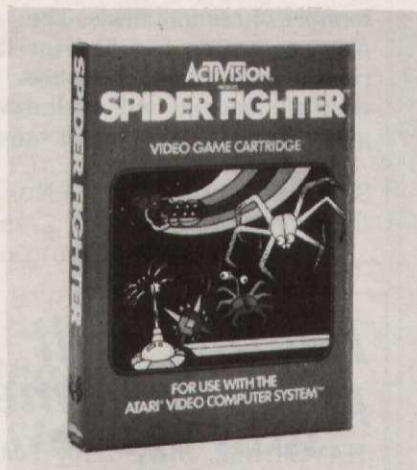
Stock Balancing

With so much product around from manufacturers, she also looks at what a company is doing in the stock balancing area before getting involved with a line. Mainero, as well, cites the importance of this type of program. "One of the difficulties for dealers is inventory problems with certain manufacturers, but they are not as acute as they once were," he states. "There is too much product out there by certain manufacturers and the manufacturers' stock balancing programs are becoming increasingly important for the dealer."

The overabundance of product is a problem limited to dealers preoccupied only with the Atari VCS, according to Jerry Michaelson, vice president, Odyssey, Knoxville, TN. "We can't talk about the video game cartridge market like the TV market," he observes, "because selling games for the Atari VCS is completely different from selling them for the Odyssey system. We're positioned to be more profitable for the dealer. Ours is still a profitable line for them to carry."

For Harrell of Imperial House, the problems are generic to the video game category. He carries

Continued on Page 30



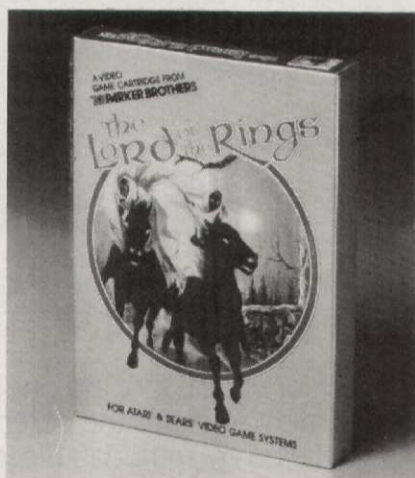
Activision's Spider Fighter—Circle No. 278

13-year-old video game fan "who gives me all the inside advice from his point of view. He seems to represent the interests of the market we're reaching for pretty well."

"A popular arcade title almost ensures success," agrees Ron Spradling, manager of Show Me Electronics in Rolla, MO. He carries Atari, Activision and U.S. Games cartridges and reports "good sales action" during the past year, especially at Christmas. Still, he has some complaints about the video

cartridge sales. It was a planned thing to clean out some of our old inventory with sensitivity to the pricing and margins of dealers. We reduced prices down to where we could get movement and also create traffic for the dealer."

Belden predicts "We'll see more of that from other manufacturers as the length of time a game spends sitting on the dealer's shelf comes to interfere with its ability to compete with newer releases." Activision's Mainero foresees cartridge pricing moving "to four or five price points, with the hottest



Parker Bros.' Lord of the Rings—Circle No. 281

selling titles able to maintain the best price."

Retailers generally report the games are selling for between \$20 and \$30, with the profit virtually out of the category at the low end of the scale. "Christmas margins were generally fair," states Tudy Bowman, video games buyer for the 50 store chain of Zody's headquartered in Los Angeles. "Some of the cartridges we sold in advertised sales at \$19.95 left us no profit margin," she adds.



Tiger's Miner 2049er—Circle No. 280 on product card

Here is the news from Technotel — a Pop Game that's a radio too!

We've got three exciting games right now (Voyager, Emergency and Barrier) and more to come.

Each one's an all-action game with two skill-levels. It tells the time, it's got an alarm, and it's a radio as well, complete with ear-piece and batteries. Pop Games with pop music!

They're made with precision and quality — just as you'd expect of products from **K. Hattori of Japan**, the world leader in quartz watches. And don't forget the other ten games in Technotel's Pop Games range — wide screen action and competitive prices, all backed with quality point-of-sale material.

Come and meet us at the American Toy Fair 1983, Feb. 13-15 at the Sheraton Center, N.Y.C., Booth 284 and get on the Pop Games wave-length!



For more information contact:

Technotel Corporation, 1151 Triton Drive, Foster City, California 94404

Phone (800) 528-8828 and (415) 571-0311 (Sole authorized USA and Canadian distributor)

Circle No. 5 on product card

Cartridge technology to improve in '83

Continued from Page 28

Odyssey games as well as Atari, Intellivision, Activision and Parker Brothers. "A year ago the theory was to use the game systems as a loss leader and make up for it on cartridge sales. Now we're seeing the hottest selling cartridges used as loss leaders, used as come-ons and advertised at cost. The profit has eroded but it's not the manufacturers' fault. It's a problem that has been created by the dealers. Once the mass merchandisers get involved with cutting prices I don't see how the other retailers can maintain their profit margins."

Getting caught up in price wars is the dealer's mistake, according to Mainero of Activision. "In terms of profit at retail, it's simply not in the best interest of the retailer to get caught up in a price war situation," he states. Dealers' margins could improve in general during the coming year, he believes, as "profit margins begin to contract at the manufacturing level."



Imagic's Video Game Previewer displays 24 cartridges.—Circle No. 283 on product card

As an increasing number of manufacturers strive to position themselves as forces in the video game cartridge market, established suppliers continue adding to their lines and strengthening their marketing strategies in order to maintain their identities as leading suppliers. Well-known spokesmen, slick commercials and licensed titles all play a role in their plans for capturing and holding a corner of the cartridge market.

The most important factor of all is the new titles a manufacturer is releasing, and how it uses the latest available game technology to generate consumer interest and purchases. "I think as the year progresses one thing we will see is a lot of development in the area of cartridge technology, as opposed to hardware-led research," states James Levy, president of Activision. His company, like several others, is considering production of RAM-ROM games this year, which utilize a game chip that can greatly improve both the playability and graphic capabilities of Atari's popular VCS.

With so many VCS game consoles already installed, the unit continues to attract the attention of the majority of cartridge makers as they search for new game concepts and themes, while their engineers and technicians try to find new ways to push its capabilities to the limit.

CBS Video Games, New York, has succeeded on both accounts with the introduction of two games, Wings and Tunnel Runner, which bring a high level of achievement to the VCS. As company vice president Rob Hunter explains, both cartridges incorporate the CBS-developed RAM-Plus chip which reportedly triples the VCS's play capabilities. Hunter predicts, "It will be a strong year for video games based on the technology we're putting into our new games. Until now the game market has been limited by the size of the VCS computer. Now, we've tripled its capacity. It does as much for the Atari VCS as Activision did when they first brought out their games. We're demonstrating for the consumer a new level of game play. Its value is simply a function of how well we use it."

Licensed Titles Hot

Besides new game technology, manufacturers are depending on licensed titles from every media to bring them the success they seek. Odyssey and U.S. Games will enter the licensed game arena in 1983 with Konami Turtles and MGM/UA's Pink Panther. "Now that we have the improved graphic capabilities of our Command Center game console we'll get more into arcade type games," states Odyssey vice president and general manager Mike Staup. "We'll be moving in that direction."

Atari is adding titles like Ms. Pac-Man, Vanguard and Centipede to its already strong roster of licensed arcade games for the VCS,



Fox Video Games—Circle No. 284 on product card

while it will also introduce game lines featuring popular characters from Sesame Street, the Peanuts comic strip and Walt Disney Productions. Data Age is preparing to ship games with themes of Frankenstein's Monster and the Bermuda Triangle, along with its Journey Escape cartridge, based on the popular rock group. And the company has also signed Saturday Night Live's Mr. Bill for a starring role in his own video game, along with his dog Spot and arch-adversary Sluggo.

Rocky and Bullwinkle, Scooby Doo, Mattel's He-Man and even the Kool-Aid pitcher will debut in Mattel Electronics' M-Network line of children's games for the Atari VCS.

The Incredible Hulk and Strawberry Shortcake are just two of the familiar characters joining the Parker Brother's game line, while

Fox Video Games is taking M*A*S*H from its file of available licensed titles for a TV show-to-video game translation. The arcade game company Sega is also getting into the cartridge market with home versions of its arcade winners Star

is "working on something that will put us in the forefront of licensing."

"At the present time there is a lot of enthusiasm for licensed game titles," adds Imagic's Goldberger. "My gut feeling is that there are going to be more losers in the

"If it's a hot arcade title, I think it's almost guaranteed success."

—Bob Harrell, Imperial House

Trek II, Tac/Scan and Subterfuge. "Sega's philosophy is that we will not put out any title without pre-sell already established for the game as an arcade game, a movie or a TV show," explains Brenda Mutchnik, vice president of communications.

Coleco's licensed lineup for 1983 includes Tarzan, Sylvester Stallone's Rocky, Donkey Kong Junior, Buck Rogers on the Planet of Zoom, Ken Uston Blackjack/Poker and Smurf Rescue. "I feel hot licensed titles, well known and recognized by the consumer, will be an important part of a healthy video game market this year," states Mike Katz, vice president of communications.

Some Question Licenses

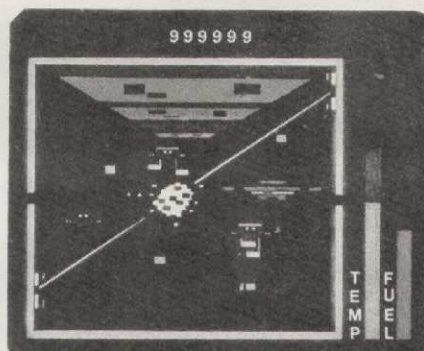
Others are less certain of guaranteed success for a licensed title, however familiar it may be to the consumer. "Just because it's a popular title doesn't necessarily mean it's going to be a hit at the retail level," states Zody's Bowman. "Some titles, like E.T. and Raiders of the Lost Ark, just never did like we were expecting," agrees Phil Breeding, owner of Okay Records and Sound Equipment in Effingham, IL.

"Licensing will always be an important part of the business," says Richard Hoag, Mattel's vice president of sales. "The type of license will be most important. It is difficult to translate a movie's popularity to video game popularity. Name similarity does not necessarily make for a good game." He says there will be much more licensing for Intellivision and hints the company

licensed business than winners, with arcade titles accounting for most of the successes. A popular movie or TV show doesn't really have anything to do with video game play."

The most important things for a dealer to consider, he says, are the quality of games a company is offering and its marketing expertise. "I would go with a company that will be supporting its game line as visibly as possible. Two minutes of advertising on television beats 20 weeks of having a game sit on the shelf."

The heavy advertising programs

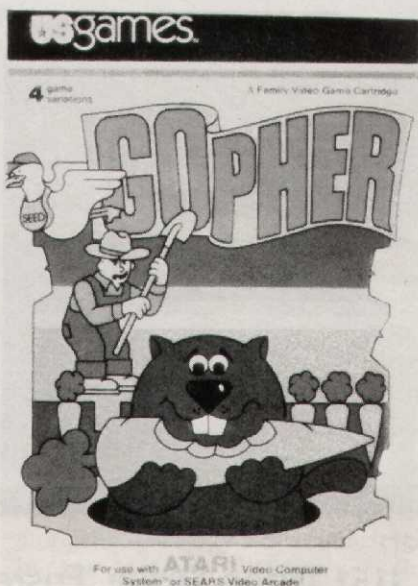


Spectravision's Cross Fire—Circle No. 286 on product card

which helped build the category's notoriety in 1982 will continue this year, with manufacturers relying on print and television to get their messages across. Some have added popular spokesmen to their ads for added sales punch. CBS Games will be touted by sports announcer John Madden, U.S. Games will emphasize its Family Fun concept with comedian Jonathan Winters, and George Plimpton will continue to present the glories of Intellivision.

At the retail level, manufacturers say they are adapting their support programs to the needs of dealers. Plenty of p-o-p materials, including posters, brochures and counter cards will be available, and some suppliers have even gone to the trouble of making it easier for the dealer to demonstrate and explain the product. At WCES, both Starpath and Imagic demonstrated new in-store displayers for the retailer. The Starpath in-store demonstration box explains the company's Supercharger and game cassettes, while the Imagic unit is designed to hold 24 game cartridges, regardless of make. Consumers can have any one of the 24 games demonstrated, or play them for a limited amount of time.

Continued on Page 32



U.S. Games' Gopher—Circle No. 285 on product card

Odyssey is about to change the name of the game.

You know how fast the video game business is changing. By the minute, if not faster. And, like the man said, "You ain't seen nothing yet."

Now, Odyssey[®] is introducing a whole new generation of products that are sure to expand the video game market. And more important, expand it to newer market segments.

If you want to get in on the action Odyssey is starting now, just send us the coupon below. We'll tell you how we're not only changing the name of the game—but how there's no other game like it in town.

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ODYSSEY

Circle No. 14 on product card

- Send me more information about the name of the game.
 Have your representative call me immediately.

Name _____

Company _____

Address _____

City _____ State _____ Zip _____

Mail to: Odyssey
Name of the Game
P.O. Box 6590
Knoxville, TN 37914

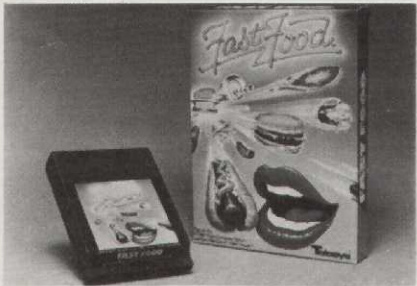
New titles, technology boost cartridge sales

Continued from Page 30

With an eye on where the video game market is headed, all the major game companies have announced plans to produce computer game software, in addition to video game cartridges, within the next year. "We never intended to be solely in the video game business," states Taylor of Telesys, echoing the sentiments of other manufacturers. "Since the beginning we have recognized the strong potential for computer software sales, and this represents the first step in that direction."

What increased stress on computer games could mean for game playing technology was illustrated at WCES by Milton Bradley's Expander for the Texas Instruments 99/4A computer. The unit gives players vocal control over the action on the game screen, because it is programmed to recognize speech. As demonstrated with Milton Bradley's Championship Baseball cartridge, players announce the name of each of the players on their teams at the start of the game, and then direct the defensive action by naming fielders who must make the play when the ball is hit.

While the growth of the video game market continues to attract new manufacturers and new innovations, talk of an industry shakeout persists. Many cite the well-publicized struggles at Games By Apollo as indicative of what can be



Telesys' Fast Food—Circle No. 287 on product card

expected from more companies as the year winds on. "We've already seen one company in trouble," states Activision's Levy, "and in the year ahead we'll see two things happening: more new people coming into the video game market, and some of the companies now in getting out."

"The cost of competing in this market is so high," adds Coleco's Katz, "that you've got to have the right titles, the right product in order to survive. We forecast a shakeout this year, and by the end of the year there could be just five or six major game suppliers." Activision's Mainero sees the likelihood that "the top five or six companies will basically control 75 percent of the market."

While manufacturers can do little to protect dealers from the price war cycles that continually plague them, Spradling of Show Me Electronics would like to see them "be more level in their advertising policies. There could be more cooperation between the manufacturer and the dealer regarding local advertising.

On the local level, the dealers know their own market better, and what it takes to sell there."

He takes a conservative view on the future of the video game market, and predicts "video games will never see growth again like they saw last year. The volume may increase, but the growth rate won't be the same. Still, video games will always be a good, steady market." Others agree with Katz that "this is still an entirely healthy market, with plenty of room for an increase in volume."

"Video games have a good future

as long as the price is right," adds Odyssey's Staup. The future looks good, agrees Mattel's Hoag, but "We, as an industry, must really understand that the game has to be a good game. So much of what happens in this business is word of mouth."

Looking at the entire market for game software, Imagic's president Bill Grubb concludes, "If in 1982 *Time's* man of the year was the computer, then the man of the year for 1983 has to be software." Video games have helped usher in the computer age, he states, "and

consumers have just begun to work up an appetite for software." ■

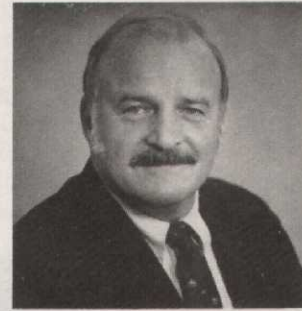


Milton Bradley's Expander—Circle No. 288 on product card

People

National picks Martin to head division

National Semiconductor Corp., Santa Clara, CA, names **David N. Martin** president of its wholly owned subsidiary, **National Advanced Systems**....**Tom Batton** assumes the post of eastern regional sales manager for **Akai America**, Compton, CA. Batton joins the company from **Craig Corp.**, where he held a similar regional sales position....**Fox Marketing**, Dayton, OH, names **Carolyn J. Walker** its show and promotions manager. The company also announces the appointment of **Shad E. Ramsey** as western regional sales manager....**Sparkomatic Corp.**, Milford, PA, announces the appointment of **James E. Minarik** as director of sales for Sparkomatic, Canada, Inc. Minarik has been with Sparkomatic since 1977 and most recently functioned as Midwest regional sales manager....**Herb Horowitz** joins **Cerwin-Vega**, Arleta CA, as vice president of sales and marketing, worldwide....**CBS/Fox Video**, Beverly Hills, CA, promotes **Frederick T. Jaworski, Jr.** to the new position of director, divisional affairs for CBS/Fox Video International Inc....**Wabash DataTech, Inc.**, Rolling Meadows, IL, appoints **Joseph P. Ganley** to the position of vice president of marketing. Ganley joins the company from Northern Data Systems, where he served as owner/officer since 1978....**Thumb Power**, the video game subsidiary of **AudioSource**, San Mateo, CA, names **Andrei Bargaonu** its national sales manager....**Michael R. Bart** joins **Sharp Electronics Corp.**, Paramus, NJ, as sales promotion manager for the company's consumer electronics division. Before coming to Sharp, Bart was



Stephen Kelly



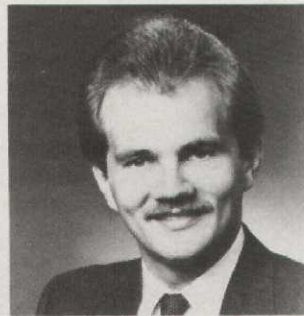
Shad Ramsey

Cherry Hill, NJ, names **Dan Davis** executive vice president....**Quasar Company**, Franklin Park, IL, realigns its TV division under the direction of general manager **Tony Mirabelli**, with **Jerry Hellmann** assigned as marketing manager, console TV and **K. Iori** as marketing manager, portable TV. In its handheld computer division, the company names **Jerry Greenwald** as sales manager....**Obie Reed** joins **Mattel Toys Hawthorne**, CA as product manager, educational toys....**COMSAT**, Washington, D.C., elects **Bruce D. Smith** president of COMSAT Technology Products, Inc. Before joining COMSAT, Smith served as chief executive officer of several advanced technology manufacturing companies....**Okidata Corp.**, Cinnaminson, NJ, appoints **Daniel J. Gillooly** vice president, programs. Gillooly joined the company in 1979 as vice president, operations, and was appointed vice president, engineering/operations in 1982....**Software Arts, Inc.**, Wellesly, MA, names **Laurie A. Whitley** as manager of marketing support. She was formerly the sales and service administration manager for **Bose Corp.**

General Consumer Electronics, Inc., Santa Monica, CA, names **Hope W. Neiman** director of marketing. She has been with the company since November 1981, serving as marketing manager....**Audiotronics Corp.**, North Hollywood, CA announces the election of **Charles A. Musson** as president and chief operating officer, and **Gerard R. Grindinger** as vice president of Audiotronics Communications. The company also announces the promotion of **Dr. Hai K. Lee** to director of engineering/R&D....**BASF Systems Corp.**, Bedford, MA, names **Ilse Evans** manager of sales planning and analysis for its audio/video products. Evans has been with the company since 1981 as an analyst for the audio/video marketing and sales department....**Court Shannon** joins **Karl Video Corp.**, Newport Beach, CA, as director of promotion and advertising. Shannon was formerly affiliated with IBM as a sales coordinator of special programs....**Viacom Enterprises**, New York, promotes **Royce E. "Ed" Wilson** from manager, south central division, to manager, Midwest division....**American Video Tape Manufacturing Co.**, Gardena, CA, announces the addition of **John M. Ethier** as vice president of operations; **Gene Canfield** as controller; and **Stephen F. Milam** as president.



Michael Bart



James Minarik

assistant to the international marketing manager at **Electro-Harmonix, Inc.**....**Mindy Storch** assumes the new post of product development manager for **Datasoft, Inc.**, Chatsworth, CA. She most recently served as production supervisor and training coordinator with **Alpha Therapeutic Corp.**

NEC Electronics U.S.A. Inc., Natick, MA, announces the appointments of **John Pennant-Jones** as key account manager and **Stephen S. Kelly** as sales manager, Northeast region. Pennant-Jones joins the company from **Honeywell** in Arizona, where he served as director of communications. Kelly was formerly with **Motorola**, where he held various senior level positions in sales and marketing....**The Video Software Dealers Association,**

Personal stereo market still growing

Cover Story

Continued from Page 1

popular summer or Christmas gift item. "They've become less of a seasonal item than other audio products," states Vince Wheeler, national sales promotion manager, Aiwa, Moonachie, NJ. "Personal stereos are selling well throughout the year, but continue to do best during the summer months and at Christmas."

Strong performance of the category during the 1982 holiday season gives Art Westburg, senior vice president of sales and marketing, Sanyo, Compton, CA, cause to be optimistic. "The high sell-through of personal stereos at retail during the Christmas season gives us reason to be encouraged about another boom year for the category in 1983," he states, adding, "Even though the growth of this product has been rapid, we don't yet feel we have reached the saturation point."

Industry sources indicate it is



Sony's WM-D6 Walkman Professional—Circle No. 299 on product card

difficult to determine exactly how many personal stereos have been sold in the past year. "Sales last year are tough to estimate because you can't nail down import figures," explains Mike Aguilar, assistant general manager of Panasonic's tape recorder/calculator division. "The category is showing big growth," he adds, "especially in areas like the Midwest, where the personal stereo had not really caught on until this past year."

At Sony, which pioneered the personal stereo concept in 1979 with the first of its Walkman models, corporate communications manager Fred Wahlstrom estimates the total market at five million units annually, with Sony enjoying worldwide sales of three million Walkman units per year. "The market is growing; we've only scratched the surface so far," he states. "We're seeing tremendous things happening at both the high end and low end of the market, in terms of pricing and features."

The rapid acceptance of personal stereos, and their growing popularity, is giving dealers a product that brings customers into their stores, whether it has been advertised or not. "People have a friend who has one, they see how it works, and then they come into the store looking for one just like it," reports Graziano. In Milwaukie, OR, Rich Costanzo, manager of the Great American

Stereo Warehouse, finds "People just come into the store pre-sold on a personal stereo. These units just seem to sell themselves," he continues, noting his typical customer is "anyone from eight to 80."

Manufacturers' advertising has helped build the category, but it is the sight of other consumers using and enjoying personal stereos which generates the interest that can mean a sale. Dealers recognize this, and back it up with their own price and feature advertising.

"Customers seem to be looking

for units in a price range of between \$99 and \$200," reports Graziano. In response, the chain uses newspaper ads stressing the "high fidelity in a small package" idea with emphasis on pricing of the Sony, Sanyo and Toshiba units it sells. "When we advertise a bottom-of-the-line model under the \$99 price point, that really draws in a lot of people," Graziano states. "The advertising helps because, even though the personal stereos are so popular, there are still a lot of people out there who aren't aware there is a

replacement for the boom box."

One 11-store Midwestern chain which advertises heavily was able to clean out its inventory during the Christmas season, according to a company spokesman. "We advertise heavily; we're on radio constantly and in newspapers two or three times a week, stressing price when we advertise personal stereos," he says, noting that "over \$100 it gets tough for us to make a sale in this category." The chain carries models by Sony, Panasonic,

Continued on Page 56

*"People readers want the latest...
from world affairs
to the world of consumer electronics."*

—Warren Zorek, Electronics Manager, Bloomingdale's, N.Y.



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Source: 1982 SMRB: PIB

"The Bloomingdale's customer wants to be up-to-date...from fashions to consumer electronics." Warren Zorek should know. He's been selling Bloomingdale's merchandise to the discriminating and the fashionable since 1956.

Armed with Bloomingdale's point of view, Warren recognizes People's contemporary approach to the human side of current events. And that this lively, articulate format attracts readers who will also be interested in state-of-the-art consumer electronics. From video games to home computers to component television.

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JEDI's Producer Previews

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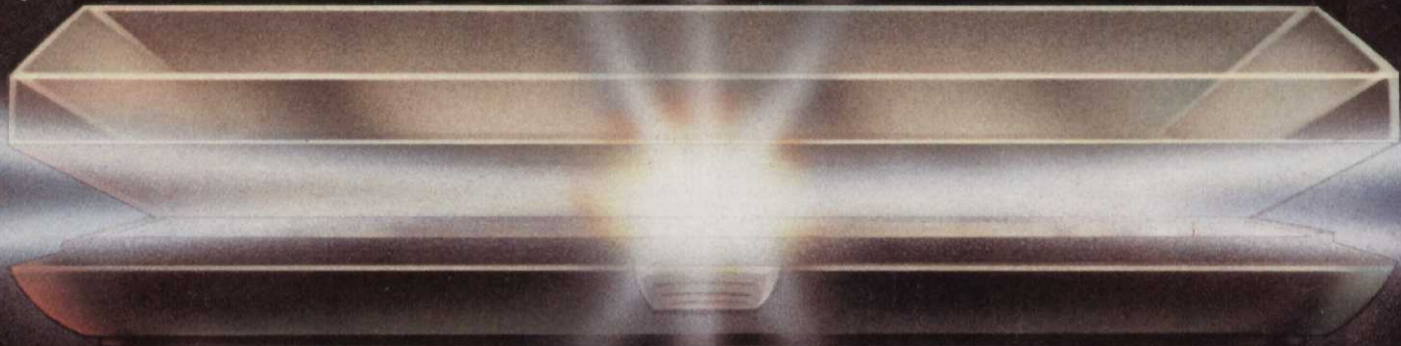
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Circle No. 11 on product card



Sampo's new console TVs include auto channel search.

Sampo console TVs have automatic capabilities

ELK GROVE VILLAGE, IL—Sampo Corp. of America's first color TV consoles offer auto channel search which automatically selects the next available local channel, either up or down; Mira Brite picture tube, producing a sharp picture; and an advanced circuit which corrects flesh tones from channel to channel automatically. The consoles also have electronic comb filters.

In addition, the units offer a special chassis which is said to reduce typical power consumption by 25 percent. The Sampo audio system, with treble and bass control, is said to provide a cleaner, crisper sound and improved amplification system. Automatic gain control prevents signal overload and automatic degaussing maintains color purity.

In addition to features shared by all four units, each color TV system has its own individuality. Sampo adds. Model A2503A contains auto channel programming and is housed in contemporary macon hickory.

Model A2501A is a traditionally styled console. This model offers a remote control enabling one to tune in the world from his easy chair.

The A2583A features 105-channel cable-ready, random access touch-tuning. The unit is designed in contemporary macon hickory.

Model A2508A also offers 105-channel cable-ready random access touch-tuning in a mediterranean style cabinet.

Console TVs—Circle No. 270 on product card

Showtime Video Ventures has mini-processor for cameras

TILLAMOOK, OR—Showtime Video Ventures introduces a miniature camera color processor. The device is designed to make possible taping of professional quality movies for both novice home-users and experienced videophiles—even when using non-professional video recording equipment.

The eight-ounce unit connects between a video camera and a portable VCR, to improve and balance colors at all brightness levels. It also allows the user to adjust light levels on the tape.

Color Processor—Circle No. 228 on product card



Showtime's color processor improves home videotaping.

Sharp TVs can interact with other sources

PARAMUS, NJ—Sharp Electronics Corp.'s "VI" (Visual Integration) series TVs feature burnished aluminum, silver-matted cabinets. Models 19H600 (19-inch diagonal screen) and 25H700 (25-inch diagonal) combine the traditional capabilities of a television with the advanced features of a monitor and an audio-video system capable of interaction with VCRs, videodisc players, computers and video game units, Sharp says. Both new "VI" models consolidate monitor, tuner and detachable random-access remote control into one package.

Three sets of audio-video input and output jacks are standard on both models. Two sets are located on the back of each model, and one is positioned in front in a revolving panel that camouflages front controls and remote unit.

Either regular UHF/VHF/cable channel selection or VCR/videodisc operation is accessed with a 19-function random-access remote control.

Both models feature 136 channel cable compatibility. Both also come equipped with comb filters that intensify visual resolution. Picture balance, high-cut tone, and sharpness controls are standard, as is the Sharp ACS-5 automatic color control system with indicator. The Linytron picture tube is also a standard



Sharp's 25H700

feature. A pair of top or side-mounted full-range stereo speakers, with a full five watts per channel output, enhance sound capabilities.

An additional feature is the new on-screen color-coded channel and time display. Different colors indicate operating mode. Green specifies traditional UHF/VHF operation; yellow designates CATV; and red indicates VCR or videodisc mode. Displays are activated when channels or operating modes are changed and remain visible for approximately 10 seconds.

"VI" models 19H600 and 25H700 will be offered with an optional stand, designed especially to coordinate with the contemporary look of the series. The stand, like the television units themselves, presents a slim silhouette with the additional feature of glass doors. And since tuners are integrated into the sets, the extra shelf space offered on the stand is available for any other type of video accessories.

Visual Integration TVs—Circle No. 202 on product card

Decorative looks, finishes add new sparkle to Gusdorf furniture

ST. LOUIS, MO—Gusdorf Corp.'s electronics furniture introductions for 1983 include a home entertainment center and an L-shape audio-video credenza with new looks and finishes.

Model 5495, which retails for approximately \$190, is an L-shape credenza. A tall audio component cabinet is partnered with a shorter video section at its left side. The new styling includes tambour wood-working in paradise hickory on the video cabinet doors, and gray Silverstone finished shelves highlighted by chrome trim and covered casters.

The decorative look created by the tambour facade is also featured in model 5445, a home entertainment center which has the capacity to house video and audio systems side-by-side. A slip-in compartment is reserved for a 19-inch color set with ample room above and below for VCR, cable box, game equipment, videocassettes and other software or accessories. The audio section features adjustable shelves behind a tempered safety glass door

with additional storage available below. Chrome trim on the horizontals strikes a balance with the vertical lines of the tambour and sets off the paradise hickory finish. The unit also is available in walnut and retails for approximately \$250.

Adding to its Compu-Table line of home computers furniture, Gusdorf also introduces model 1685. It is a functional desk topped by an optional abbreviated hutch.

Electronics Furniture—Circle No. 230 on product card



The 5495 credenza

Rack organizes 12 Beta or VHS videocassettes

MINEOLA, NY—A videotape home storage system that organizes and protects up to 12 videocassettes is available from Entertainment Accessories Ltd.

Model VID 305 can store, in individual compartments, any man-

ufacturer's VHS or Beta videocassette in its original paper or plastic sleeve packaging.

Constructed of sturdy, high impact injection molded plastic, with a hinged see-through smoked plastic cover, the VID 305 is designed to

protect cassettes against dust and other foreign matter.

The unit can be used free-standing or wall-mounted.

Videotape Organizer—Circle No. 226 on product card



The VID 305 has rubber feet.



Videophile Satellite Television

The possibilities of component audio come to satellite video.

Component equipment has become popular in the audio field for a lot of reasons. One reason is that the component philosophy allows a purist to upgrade any piece of a system as technology advances without having to replace the entire system at once. This basic idea has ushered in an era of specialty firms dedicated to advancing the art of a single link in the chain. They succeed because all of their efforts are focused on one discipline, not thinly spread over an entire system. EARTH TERMINALS™ brings this philosophy to satellite television. We concentrate on the single most important, most difficult element—the microwave receiver. No other part of the system has such a dramatic effect on picture quality.

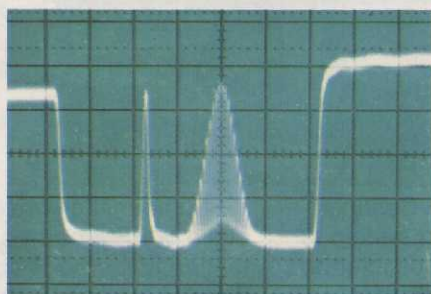
Quality You Can See

An EARTH TERMINALS receiver provides cleaner pictures with less granularity. Truer colors that don't smear. Less sparkling snow on weak programs. Complete absence of herringbones and waves. Superimposed lettering that doesn't tear at the edges. In fact, you haven't seen video this exciting unless you've been in a television studio. If you own a quality video projector, you'll be even more impressed.

Quality You Can Measure

Broadcast engineers are impressed with the accuracy of EARTH TERMINALS receivers too. Our VITS Sin² Pulse and video SNR test results are incom-

parable; actually the equal of most commercial grade receivers. We can also handle tough signals like Reuters data transmissions that give other receivers fits. It's no wonder then, that after exhaustive testing, some cable companies and television stations use EARTH TERMINALS receivers as their main source of satellite program material. They know value when they see it.



Unretouched Off-The-Air Sin² Pulse Test

It's Easy To Live With

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Tips On Value

There are plenty of satellite receivers that cost less than ours, but nearly all of them need bigger antennas and more exotic Low Noise Amplifiers for a picture free of sparkling snow. If you're on a budget, you can save money in other parts of the system by paying more for our receiver and come out even. You get high fidelity video in the bargain. If you're simply after the best picture money can buy, we can make it very affordable. Either way, give us a call or write us for the details.

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Circle No. 33 on product card

Switcher can control TVs

BURLINGTON, IA—Model VS-6004 video switch provides an inexpensive way to control, from one location, all TV or video signal sources connected to a TV set, Winegard says.

At a list price of \$41.75, it eliminates aggravating cable connecting and disconnecting and does away with messy behind-the-set cables, Winegard adds. By flipping a switch, up to four signal sources may be attached to a TV set and two to a VCR.

Viewers have at their fingertips access to off-the-air or cable programs, video games, VCRs, video-discs, satellite receivers or home computers. The switch also allows the viewer to monitor and edit programs being recorded on a VCR or copied from one VCR to another. High isolation switching circuits reduce interaction between signal sources and prevent interference, Winegard continues.

The completely passive device requires no AC power to operate



Winegard's video switcher

and is compact and lightweight. Bandpass is Channel 2 through 83. All connections are 75 ohm type.

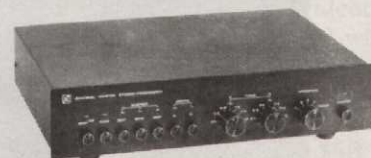
Video Switch—Circle No. 221 on product card

Channel Master processor adds stereo to video

ELLENVILLE, NY—A satellite stereo processing component from Channel Master gives its home TVRO users the capability of full stereo enjoyment of auxiliary audio services carried on the "birds."

The multi-mode stereo processor, model 6140, takes audio subcarrier signals from the satellite receiver and decodes them for use with an ordinary home stereo receiver system. It will allow monaural audio subcarriers to be heard through "hi-fi" speakers for added enjoyment of satellite programming.

Decoding of separate, multiplex or matrix stereo is accomplished via front panel, pushbutton selectors. Two independent tuning controls are provided for selecting the sub-carrier channel desired in the range



The 6140 stereo processor

of 5.5 MHz to 8.0 MHz. And, a selectable IF filter allows reception of programming with low distortion.

For easy tuning of favorite stations, four independently pre-set positions may be selected using the program switch. Popular subcarrier frequencies have been pre-programmed at the factory on all four of these positions. The tune position on this switch allows the selection of alternate subcarriers.

The styling of model 6140 Satellite Stereo Processor has been designed to match the look of the Channel Master satellite receivers. Suggested retail is \$359.

Satellite Stereo—Circle No. 222 on product card

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Circle No. 31 on product card

The Black Hole and others now on disc

BURBANK, CA—Three new titles from Walt Disney Home Video are being released on RCA SelectaVision VideoDiscs during the first two months of 1983.

Additionally, two more Disney Home Video titles have been newly licensed to RCA and will appear in the market soon.

The science-fiction thriller, *The Black Hole*, became available in January, followed in February by two tales of adventure and intrigue, *Swiss Family Robinson* and *Treasure Island*. Walt Disney Productions' *Tron* and *Alice in Wonderland*, have also been licensed to appear in videodisc format in January and February.

Disney Titles—Circle No. 227 on product card

KLM console remembers 50 satellite positions

MORGAN HILL, CA—Memory-Trak, a remote dish-control console that programs and recalls up to 50 satellite positions, has been introduced by KLM Electronics, Inc. The unit is designed for use with KLM's new X-11 satellite antenna and Polar-Trak motorized mount.

Memory-Trak's 50-satellite memory is operated from the console's front panel, eliminating any need for internal adjustments or trips to the dish, KLM says. A digital selection and readout panel keeps the viewer advised of the antenna's

position during programming, recall, or manual control. Other features include fully variable single-knob polarity control (compatible with Mag/Luly type polarizers), and full east-west manual control with travel readout.

Working with the low-voltage DC motor and unique tangential-drive tracking system of KLM's Polar-Trak mount, the Memory-Trak achieves almost horizon-to-horizon satellite coverage, KLM continues. A 10-turn sensing potentiometer located on the mount ensures accu-

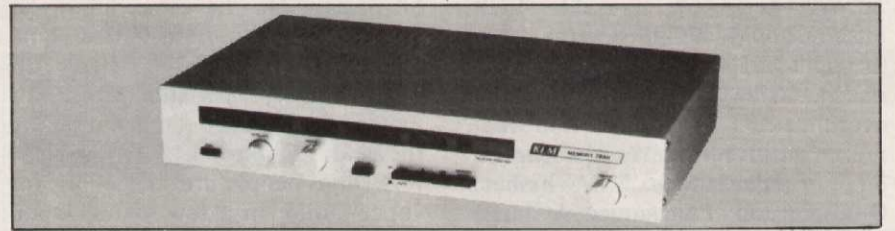
rate, repeatable tracking, it says.

Other Memory-Trak features include a memory safety lock which protects against accidental programming changes, eight-hour memory retention in the event of

power failure, and 0 to 180 degrees relative dish position readout.

The Memory-Trak is styled in brushed aluminum to match other KLM components.

Remote Dish-Control Console—
Circle No. 224 on product card



Memory-Trak is designed to match KLM's receivers and processor.

Videodisc lets viewers play detectives

CINCINNATI—*Murder, Anyone?* is a laser videodisc from Vidmas which is designed to be played as a game.

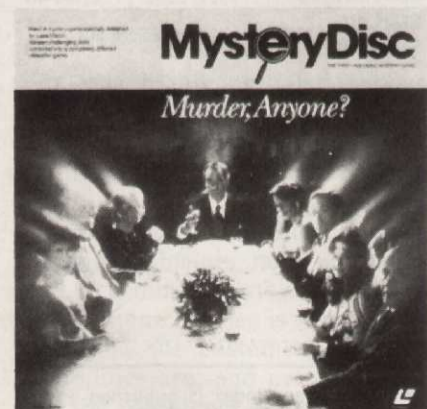
Various segments of the video and audio contents of the disc may be combined in a variety of orders so that sixteen different murder stories can be played by the viewers. Each story contains a different combination of clues, story contents and conclusions. The players are presented some evidence which may allow them to deduce a portion of the solution, such as who is not guilty and how and why the crime may have been committed. They then search out other evidence by means of random selection. Consequently, the play of the game involves skill and chance. The first player or team which correctly identifies the murderer, motive and method wins the game.

The game can be played by two to six players competing against each other, or as a team game with up to four teams of two players per team. The game has been designed for ages 14 and older and provides approximately 15 hours of entertainment value before any solution can be repeated.

The alternative endings in the MysteryDisc are made possible by making full use of all the special features currently offered on the laser videodisc system.

Murder, Anyone? comes with a suggested retail price of \$29.95.

Interactive Videodisc—Circle
No. 229 on product card



Murder, Anyone?

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Automatic VCR Cleaning Cassette with Clean n Toss™ Disposable Cartridges.

Circle No. 30 on product card

Volume one way to raise VCR margins: dealers

Cover Story

Continued from Page 1

"We do a big portable VCR business, with VCR/cameras from \$1,000 to \$1,400," he adds. "The margin isn't any better but the overall ticket is higher, and that makes a difference. We also carry a lot of brands: Hitachi, RCA, Fisher, Quasar, and Panasonic. A large selection lets us overcome resistance to a particular product."

Valas sells primarily VHS machines. The only Beta brand he carries is Sony, however.

He keeps a good-sized inventory on hand, and depends upon high turnover to keep VCRs viable in a store which carries everything from dish antennas to car stereo.

George Silverman, vice president and merchandising manager of

Appliance and TV City in Phoenix, AZ, is less one-sided, selling a good quantity of both Beta and VHS machines. "Sanyo's \$300 machine gave Beta a big boost," states Silverman. On the other hand, he doesn't feel that Beta Hi-Fi will be too significant a factor: "Beta Hi-Fi won't turn a lot of customers on. For most viewers the sound is limited by the sound quality of the TV set. At this stage people aren't looking for super audio. In a few years, when more people have component TV, then sound will be important."

Volume is the current answer to low margins, Silverman says. "We keep a big inventory for our 19 stores, and we sell a lot of machines. With products becoming obsolete so quickly we've got to turn over our inventory fast. The only people doing really well in VCRs right now are the customers," he adds.

Like many of his colleagues across the country, Franklin Karp, merchandising manager at New York's Rabson's and Stereo Ware-

traffic and service our audio customers. We sure don't give video a lot of floor space!"

Karp sells VHS over Beta nine to one, and doesn't expect that mix to change with the advent of Beta Hi-Fi. "Our VCR customers aren't audio buffs," he avers.

Taking some exception to these statements is Hess Brothers, a 29-store chain operating in Pennsylvania, New York, and Maryland. Video merchandising manager Dennis DeFraim reports a 50/50 VHS-to-Beta ratio. "VHS is gradually gaining a bigger share here, but we're a very big Sony dealer, and their name is still a big draw for Beta. Beta Hi-Fi should do well with the buffs, who are into recording, and with the second-time buyers trading up."

But DeFraim also notes the general price erosion, finding that his average customer is buying a VCR



NEC's VC-739E is a Beta Hi-Fi VCR, with AFM audio circuitry that uses FM technology.—Circle No. 303 on product card

house, finds video to be a high volume, low margin business: "Video right now is a retailer's nightmare, but offers phenomenal value to the consumer. We're in it to build



Panasonic's PV-6500 portable features Dolby noise reduction.—Circle No. 304 on product card

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Contact Jill Elias at (212) 953-0230.

in the \$400 to \$600 range. "With profits so low we try to merchandise higher ticket packages," says De-Frain. "We sell a system with a portable VCR and an auto-focus zoom camera for \$1,999 and have other combos for as low as \$1,299."

The general consensus among dealers, then, is that there's very little profit to be made in VCRs unless volume is kept up. There's some indication that they expect Beta Hi-Fi to make a big difference in Beta sales. And for most dealers VCRs are a traffic builder and a service to customers who spend money on other items, as well.

Manufacturers seem to be having an easier time of it. Tee Yakura, product manager of specialty products at Hitachi, discovered that "we had record months in VCR sales this past November and December. It was totally unexpected. We don't have 'leader' models, and don't go down to the low end, so our dealers did well."

Hitachi recognizes, of course, the demand for less costly machines, but prefers not to strip down a current model. "We'll build a lower priced machine from the ground up," says Yakura.

As for pressure from Beta Hi-Fi, Yakura doesn't see much of a threat. "If Beta Hi-Fi is a big success I'm sure that you'll see the VHS equivalent by the end of the year. The key will be software."



Sanyo's VCR 3900 has Betascan Search.—Circle No. 305 on product card

John Taylor, a spokesman for Zenith, one of the companies in the Beta Hi-Fi group, has no comment on that subject. "Our primary outlet is TV stores, with the leader models moving fastest," states Taylor. "That trend could change as consumer sophistication increases and modular TV becomes more popular, but for now it's the case."

Taylor also finds that portables do well for Zenith dealers: "We've had a 40 percent increase in portable sales this year."

Dealers Must Work Hard

RCA is highly optimistic about the VCR business, but that company's Judy Fleming warns dealers that they must work hard to make a profit.

"Price isn't everything," says Fleming. "Dealers must key into what a customer wants to do with a video system. Display is very important: show the customer what the possibilities are, and provide them with the confidence that you know what you're talking about!"

RCA has a good reason to be bullish: the company has been

correct in its market predictions for the past two years, and is confident that 2.7 million units will be sold in 1983, up from 2 million in '82.

"Portables are going to be even stronger in '83," states Fleming. "This will require more product knowledge and the ability to demonstrate effectively, but dealers who take the trouble to become expert will be able to combat the lowball price outlets."

While the lack of a single, agreed-upon format was one of the key factors in the death of four-channel sound, fortunately, the same problem hasn't had the same results in the videocassette recorder field. The Beta format, introduced by

Sony in 1975, coexists very nicely with VHS, debuted by JVC two years later. That two year head start, however, hasn't kept the VHS from sweeping past Beta in overall



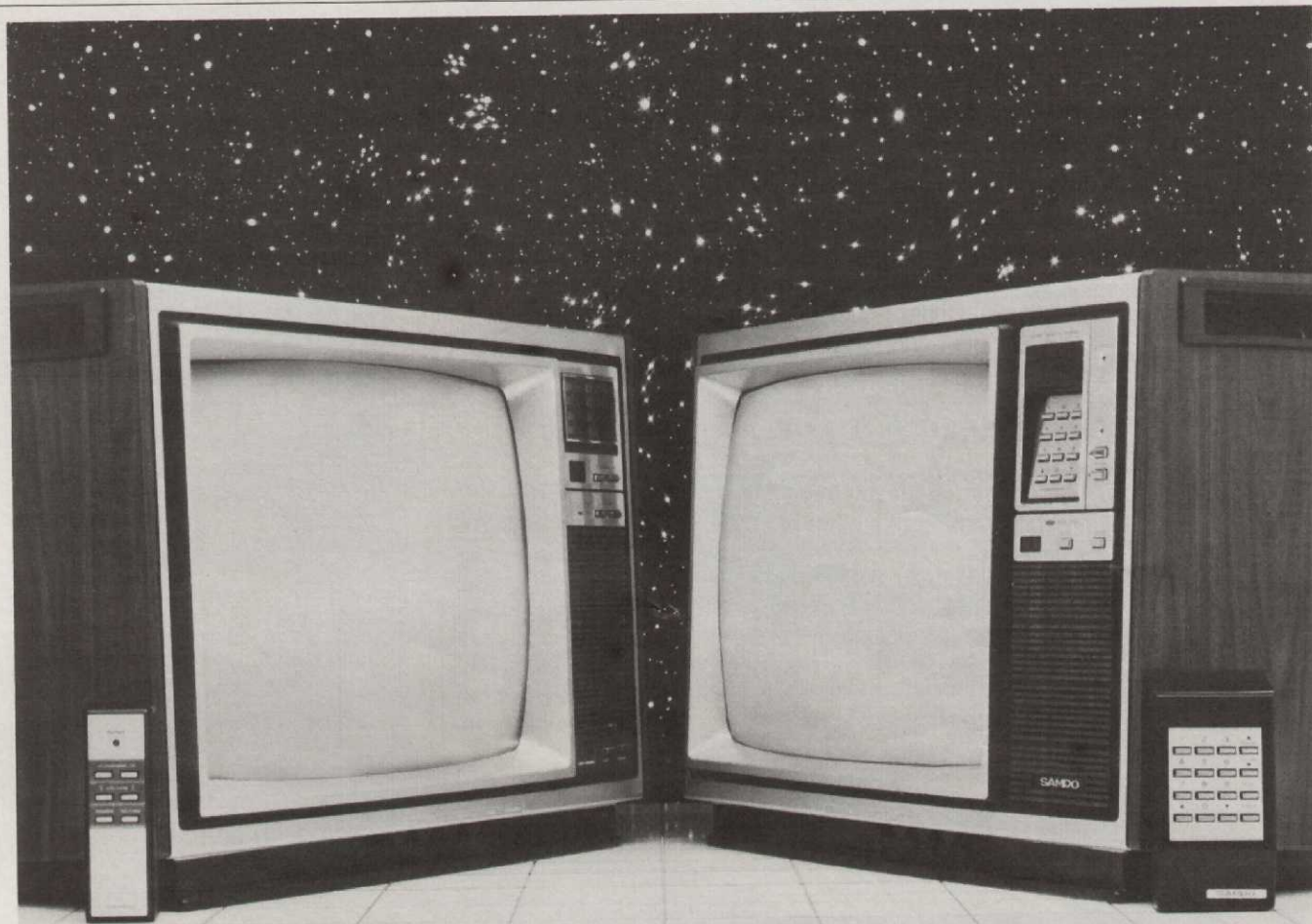
Quasar Model VPS435WQ—Circle No. 306 on product card

popularity. However, as it now stands it's not likely that one format will triumph overall, or that the VCR business will suffer too much from the lack of uniformity.

New Beta Developments

Still, the Beta group would like a greater share of the market, and a couple of new developments—Beta Hi-Fi and Betamovie—lead them to believe that they will achieve that goal.

But the question of format, quite naturally, still takes a back seat to that of profit margin in the minds of dealers who see VCRs as highly popular items on which too little money is being made. ■



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SAMPO has been manufacturing quality electronics for over 45 years — and our experience shows.

We have continuously grown because we put more features and more value into every product we make. The

KA-1919 105-channel cable ready remote control 19" color tv with random access tuning is one of the most sophisticated tv's of its kind on the market today. The KA-1926, a deluxe 19" color tv, also has remote control and offers 20-channel sequential tuning. Both come with all of

the exclusive Mira-Color features that make SAMPO so easy to sell-through. And most importantly, we back every SAMPO television with one of the most extensive service networks in the United States.

Also, since the opening of our Atlanta factory, one of the most advanced production facilities in the world, we can ensure continuous delivery.

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Circle No. 29 on product card



Aquarius stand-alone system

Mattel has Aquarius computer

HAWTHORNE, CA—Mattel introduces Aquarius, a stand-alone computer.

With a built-in 4K RAM memory, it will sell for under \$200. Presented as a system with printer, data recorder, mini-expander and

main unit, it can sell for under \$500. Aquarius will have a wide range of home management, personal improvement, educational and other software.

Mattel Computers—Circle No. 252 on product card

Executive Planning Kit for Timex 1000 teaches computer business applications

NATICK, MA—An Executive Planning Kit, designed to teach computer business applications with the Timex TS-1000 and Sinclair ZX81 computers, has been introduced by Mindware Inc.

The kit includes an audio tutorial cassette, interactive workbook, five business software programs, and a copy of Executive Planning with Basic.

The five programs in the kit

enable business users to perform relatively advanced calculations of break-even analysis, critical path, moving averages, financial ratios and discounted cash flow.

The Executive Planning Kit carries a suggested retail price of \$74.95, and will be available in March.

Executive Planning Kit—Circle No. 249 on product card

Entex converts VCS into home computer

COMPTON, CA—Entex 2000 Piggyback allows the Atari VCS to be used as a computer.

It has a standard fully tactile keyboard and will retail for about \$130.

The unit has a built-in Basic program and 3K bytes of RAM which can be expanded to 19K. Entex plans to make a wide variety of non-game software available.

Computer Add-On—Circle No. 247 on product card



Entex 2000 Piggyback



Datasoft's Zaxxon game

Datasoft intros Zaxxon game

CHATSWORTH, CA—Data-soft is introducing Sega's Zaxxon game both on diskette and cassette at a suggested retail price of \$39.95. The product is immediately available.

Moon Shuttle, licensed last summer from Nichibutsu of Japan, is also being introduced for delivery this month on both diskette and cassette for Atari, Apple and Radio Shack computers, at a suggested retail price of \$34.95.

Zaxxon and Moon Shuttle—Circle No. 245 on product card



Casio's handheld computer

Casio's FX-700P assists businessmen

FAIRFIELD, NJ—Casio's FX-700P Basic language computer has been designed for business and scientific work.

It features variable memories, a dot matrix display, program control and editing, and offers easy use, Casio continues.

Measuring 6½ inches long by 2-¾ inches high by 3/8 inches wide,

the computer retails for a suggested \$99.95. The built-in, non-volatile variable memory accommodates 1,568 program steps and up to 222 memories. In addition, a character variable can store up to 30 characters.

Handheld Computer—Circle No. 253 on product card

Unitronics Expander enhances graphics and memory of VCS

OAKLAND, CA—Unitronics, a wholly owned division of Unitoy, debuts the Expander, a 16K video game system designed for use with the Atari 2600. The Expander expands the memory capacity of the 2600 from 4K to 16K, thereby allowing for "more sophisticated" games with "improved" graphics. Unitronics will also have a line of video games for its Expander. The video games will be cassettes.

The Expander is part of a system of products that includes an alphanumeric keyboard. It comes in two versions: the Expander I basic system is used only for playing 16K video games loaded into the system through its built-in tape deck system. The Expander II, in addition to playing 16K video games, can interface with the Expander Keyboard, turning the Atari VCS into a 16K home computer with read and write capabilities. The Expander II uses its own Expander Basic language. Other features include the ability of



The Expander

the Expander II and its Keyboard to connect to the Expander Printer and Expander Modem, allowing the user to write his program onto a printer, talk to other systems or receive games over the phone.

Both the under-\$80 Expander and its compatible Keyboard (\$50 to \$70) will be extremely "user friendly," Unitronics adds.

Expander—Circle No. 248 on product card

Panasonic introduces the home computer with 32K RAM built in. Now, feed the power-hungry for peanuts.

The new Panasonic JR-200 color computer will satisfy even the most power-hungry customer.

And here's some food for thought. The JR-200 has 32K RAM built in. It also has 16K ROM with BASIC language. And your customers get all this memory at an affordable price.

With 32K RAM, a customer will have enough power as a beginner. And he'll have plenty of memory as he becomes more sophisticated.

The new JR-200 has a full-sized Sure-Touch™ keyboard with a truly amazing "feel." 63 keys with upper and lower case alphanumeric and graphic characters. 51 commands and statements needed for quick and easy programming are positioned above the keys, including an AUTO command that automatically assigns line numbers.

And there are even four separate cursor position controls.

The JR-200 has eight-color capability. And they all can be used simultaneously to create super graphics. Three separate sound generators, each with a five-octave range. All of which makes using our software enjoyable and rewarding.

Built-ins include two joystick ports. Printer interface. Cassette recorder interface. TV interface—so the JR-200 may be used with a home TV, video monitor or RGB monitor. An RS-232C interface port.

A built-in AC cord and RF converter. And to ease your

customers' minds, there's a one-year limited warranty on parts and labor.

A full range of software will be available for the JR-200: including educational, personal finance, both arcade-type and educational games and self-improvement.

Peripherals available at introduction will include an 80-column dot matrix printer. Three cassette players, even one that loads programs

four times faster than conventional cassette players. RS-232C interface. And an acoustic modem.

Future developments will include floppy discs and an ever increasing software library.

So talk to your Panasonic rep today. And find out more about the JR-200.

The home computer that feeds the power-hungry for peanuts.



Panasonic[®]
just slightly ahead of our time.

TI debuts Compact Computer and under-\$100 beginner model

LUBBOCK, TX—Texas Instruments announces the Compact Computer 40 (CC-40), the first member of a new series of computers for professionals. This computer has an integrated LCD display, is programmable in Enhanced Basic, and can run pre-programmed applications software loaded from either plug-in solid state cartridges or from small tape cartridges.

The system is battery operated and fits unobtrusively on a desk or into a briefcase alongside papers and documents, TI continues. It is designed to be used as a small personal desktop cordless computer and for data communications. Its small size and battery operation also provide extensive capability for portable computer applications. The computer is expected to find its way into a broad range of applications for professional, technical, and personal use.

The computer console has a 34K

byte built-in read-only memory (ROM) that contains a Basic language interpreter allowing operation in Basic immediately after power-on.

The Basic language built in the CC-40 is compatible with the TI Basic used in TI's home computer family. Calculator functions are available through immediate equation evaluation. The computer contains 6K bytes of user-addressable random-access memory (RAM) and can be expanded to 16K bytes.

The CC-40 has a suggested retail

price of \$259.95 and will be available in the first quarter of 1983.

A plug-in module port is provided for application software of up to 128K bytes of ROM. Three low-cost peripherals will also be available in the first quarter: an RS232 interface, a printer/plotter and a Wafertape digital tape drive.

Peripherals will also operate with the new TI-99/2 Basic Computer. This 16-bit machine uses solid state cartridges and cassettes, and will retail for under \$100. It is designed to appeal to computer novices.

Compact and Learning Computers—Circle No. 246 on product card



TI's Compact Computer has 6K of RAM.

Scotch provides disks for Apple drive systems

ST PAUL, MN—Scotch brand "Fileware" diskettes, compatible for use in the newest Apple flexible disk drive systems, have been announced by 3M's Data Recording Products Division.

The new Apple DuoFile and UniFile drives provide increased performance and data storage for the Apple III personal computer, 3M says. Diskette capacity is approximately 871 kilobytes (formatted), said to offer a significant increase in capacity and data-transfer rates over diskettes used in current Apple computers.

Scotch brand diskettes will be available in early 1983 through computer and office-supply distributors and retailers. 3M also plans to actively promote direct sales to software duplicators.

Scotch Brand Diskettes—Circle No. 262 on product card



Scotch Fileware

MTI has series of ZiMag diskettes and games

GARDENA, CA—Magnetic Tape International (MTI) has a line of ZiMag computer diskettes in 5¼-inch and 8-inch sizes.

The ZIMAG Computer Diskettes are marketed in 5¼-inch single

side-single density, single side-double density and double side-double density.

In addition to blank computer diskettes, MTI is introducing a series of ZiMag video games in

5¼-inch diskettes compatible with the Atari 400/800 computer and the Commodore VIC-20 equipment.

Computer Diskettes—Circle No. 263 on product card

HES produces software for Commodore

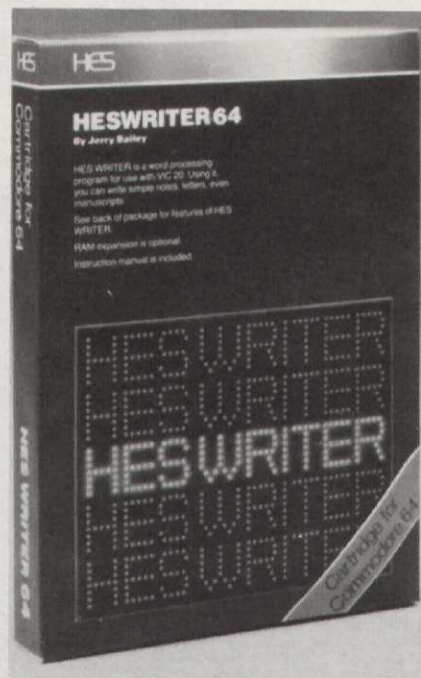
BRISBANE, CA—Human Engineered Software (HES) has introduced four new software products and a sound-enhancing peripheral for Commodore computers.

Soundbox is an enhancement device that improves the VIC-20's sound output for arcade games. In addition to the VIC-20, it can be used with Atari, Texas Instruments and other Commodore systems. Soundbox features include audio out, video out and audio in (for Commodore 64). Its suggested retail price is \$14.95.

HES's 6502 Professional Development System is a cassette-based assembler package that offers a one- or two-pass 6502 assembler using standard MOS and formats. It is available for the Commodore VIC-20 as well as the Commodore 64 and has a suggested retail price of \$29.95.

HESMON 64 is an adaptation of HES's HESMON cartridge for the Commodore VIC-20. It gives 64 owners the same machine language monitor with mini-assembler. HESMON 64 has a price of \$39.95.

Turtle Graphics II is an advanced version of David Malmberg's Turtle



HES software

Graphics that uses the full graphics features of the Commodore 64. It retails for \$59.95.

HESWRITER 64 is HES's new, sophisticated word processing package for the Commodore 64, based on the unique HESWRITER for the VIC-20. Its features include full-screen editing, and has a suggested retail price of \$44.95.

Peripheral and Software Products—Circle No. 260 on product card

Timex color computer retails for less than \$200

MIDDLEBURY, CT—Timex Corp. announces a 48K color computer with a suggested retail price of under \$200.

The Timex Sinclair 2000 personal computer also will be available in a 16K version.

Both 16K and 48K versions feature color and sound capability, moving-key keyboard, high-resolution graphics, and high-speed load and save for standard audio cassette software. The TS 2000 is scheduled to be available at retail in the spring.

Also introduced is the Timex Sinclair 2040 dot matrix thermal printer. The TS2040 features a 32-column width and prints at a speed of two lines per second. It can be used with both the TS2000 and the Timex Sinclair 1000.

Times has also expanded its catalog of cassette software by introducing new programs for home, business, entertainment and educational use.

New Timex Computer—Circle No. 256 on product card



A dot matrix printer can be used with Timex' computers.

New models could help triple computer sales

Cover Story

Continued from Page 1

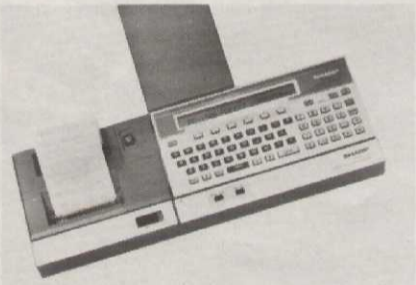
by selling systems. Hardware, peripherals and accessories are sold in a way that allows customers to get the computer up and running with a minimum of pain, Gaughan said. "This separates us from the mass merchandisers." Software is handled by a distributor, who rotates stock—"A top 100 kind of thing."

"Software is where I'll make the most money," projected Robert Richards, owner of Audio/Video Systems in Aurora, CO. "The best way is to go with a distributor," he agreed. Public confusion over incompatible formats will hold down computer sales somewhat, he added.

"Computers will be fantastic," said R.J. Pinto, electronics buyer for the Higbee Co. in Cleveland. "Profits are the question."

Selling computers for the past six months, Higbee's is interested in lines that are known by the public and offer a lot of software.

Ease of operation is another important factor, said Pinto. So far,



Sharp's EL-6200 Planning Computer budgets time.—Circle No. 289 on product card

customers have been strongly interested in the educational aspect of computing.

In peripherals, the store has been mostly involved with data cassette recorders and disk drives, and is looking toward modems. Higbee's also uses a distributor for software. "He helps direct us into lines that fit our needs," Pinto continued. "They exchange and rotate inventory."

"We've had little experience. We must make intelligent projections," Pinto summed up.

Market Could Triple

"We expect the home computer market to at least triple, and it could go higher, depending on the economy," said Atari Home Computer Division senior vice president of sales Keith Schaefer. In 1982, he estimates, between 1 million and 1½ million units were sold.

The Atari 400 will retail for around \$200 beginning immediately. The 800 model now costs around \$499, while the new, 64K 1200XL will be discounted much less and retail at about \$899, he says. It will at first be sold in fewer outlets, primarily those that have trained personnel.

Agreeing that the potential for

"We expect the home computer market to at least triple, and it could go higher." —Keith Schaefer, Atari

home computers is growing very fast was Mattel Electronics Home Computer Group vice president Bruce Donaldson. "Our latest information is that 20 percent or so of households state they have the intention to buy a home personal

computer sometime within the next 18 months," he said. Convinced that the biggest market will be for non-intimidating, low-priced, entry level systems, Mattel has debuted an under-\$150 Intellivision add-on
Continued on Page 50



Computer games drew interest at last month's WCES.

Our Knowledge
of the Industry
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in our Products
Allow Us
to Offer a

**5 year
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Quality and reliability have always been at the heart of every TG Product. The finest components and latest state-of-the-art technology are built into every computer accessory we manufacture. Because of this, we are confident that our products will out-perform and out-last any other computer accessory on the market. Now, TG Products puts this confidence in writing. We back every accessory we manufacture with a

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That's something you won't find attached to any other company's computer accessories.

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Circle No. 19 on product card

The remarkable SV-318 personal computer You'll grow into it, not



1983 Spectra Video, Inc.



SV-601 SUPER EXPANDER

The real value in any computer system lies in its ability to accommodate a large variety of input/output devices simultaneously. With the addition of the SV-601, the SV-318 can interface with as many as seven different devices at one time. Although lightweight, the SV-601 can support a 15" T.V. monitor. Special front view slots have been designed to monitor the operation of the different interface cards that are connected to the system.



SV-903 DATA CASSETTE

This feature-packed data cassette draws power from the SV-318, to which it is permanently connected. By using a stereo head, you can store data on one channel, and voice or sound on the other. This greatly enhances the usage of the stored data. Programs such as foreign language tutorials and voice-assisted training can be stored. The data cassette will be an integral part of your system even if you choose to expand into a disk drive. The cassette even has a built-in condenser microphone so you can write your own voice support programs.

Personal computer: Not out of it.



Man has only recently tested the waters of the home computer age, and he has found the waters to his liking. But with a brain capable of storing several trillion bits of information, he will be continually pushing his new found toy to greater limits. Will his machine live up to this challenge?

Sadly, many personal computers will become tomorrow's junk in the attic. The SV-318 is one that will not. Because as you get better, it gets better. It does so because of its capability and expandability—both far beyond those of any other affordable computer.

CAPABILITY. The SV-318 isn't just more capable. It's much more capable. No other computer at even twice the price combines all these extraordinary features: 32K ROM expandable to 96K; 32K RAM expandable to 144K; Extended Microsoft Basic (the industry standard); even Standard CP/M 80-column capability so you can immediately utilize over 10,000 existing software programs. The SV-318 also has a unique built-in joystick/cursor control—an immeasurably useful feature when it comes to playing your favorite video game.

EXPANDABILITY. As you become more and more skillful with computers, you'll love how the SV-318 "stretches" to meet your demands (and actually leads you in fascinating, new directions). For one thing, all eleven of our important peripherals are available immediately. With most other models, you have to wait months. For another, the SV-318 is beautifully designed to interface with new options as they become available.

AFFORDABILITY. The SV-318 is not only eminently affordable, it's the first true bargain of the computer age! Besides home budgeting, business applications, word processing, programming and self-teaching, the SV-318 is the best entertainment value in town. Not only can you use it with your TV to play hundreds of different video games, you can also use your SV-318 with a TV as a drawing tablet or music synthesizer. In play, as in work, the SV-318 will continually expand to meet your potential.

Whether you're just wetting your toes in computers, or fully asail on the waters, the SV-318 is a computer that will serve you for many, many years. You see, we believe that even in the computer age, you don't become an object of real value unless you're around for a while.

FOR UNDER \$300

SPECTRAVIDEO SV-318 COMPUTER COMPARISON CHART						
	SPECTRAVIDEO SV-318	APPLE II PLUS	ATARI 800	COMMODORE 64	NEC 8001	RADIO SHACK COLOR COMPUTER
BASE PRICE	\$299	\$1,540	\$899	\$595	\$399	\$299
COMPUTING POWER FEATURES						
BUILT-IN ROM	32K	12K	10K	20K	16K	8K
EXPANDABLE TO	96K	N/A	42K	N/A	32K	16K
BUILT-IN EXTENDED MICROSOFT [®] BASIC	YES	YES	ADDITIONAL COST	NO	YES	ADDITIONAL COST
BUILT-IN RAM	32K*	48K	16K	64K	16K	4K
EXPANDABLE TO	144K**	64K	48K	N/A	32K	16K
KEYBOARD FEATURES						
NUMBER OF KEYS	71	51	61	66	71	60
USER DEFINE FUNCTIONS	YES	N/A	NO	NO	NO	NONE
SPECIAL WORD PROCESSING	YES	NO	NO	YES	NO	NO
GENERATED GRAPHICS (FROM KEYBOARD)	YES	NO	YES	YES	NO	NO
UPPER/LOWER CASE	YES	UPPER ONLY	YES	YES	YES	YES
GAME/AUDIO FEATURES						
SEPARATE CARTRIDGE SLOTS	YES	NO	YES	NO	NO	NO
BUILT-IN JOYSTICK	YES	NO	NO	NO	NO	NO
COLORS	16	15	128	16	9	9
RESOLUTION (PIXELS)	256 x 192	280 x 160	320 x 192	320 x 200	256 x 192	128 x 64
SPRITES	32	N/A	4	5	3	N/A
SOUND CHANNELS	3	1	4	2	3	1
OCTAVES PER CHANNEL	8	4	4	9	8	10
A.D.S.R. ENVELOPE	YES	NO	NO	YES	YES	NO
PERIPHERAL SPECIFICATIONS						
CASSETTE	2 CHANNEL	1 CHANNEL	2 CHANNEL	1 CHANNEL	1 CHANNEL	1 CHANNEL
AUDIO I/O	YES	NO	YES	NO	NO	NO
BUILT-IN MIC	YES	NO	NO	NO	NO	NO
DISK DRIVE CAPACITY (LOW PROFILE)	256K	143K	96K	170K	N/A	170K
CP/M COMPATIBILITY (80 column programs)	YES	NO***	NO	NO****	NO	NO
CP/M 2.2	YES	NO	NO	NO	NO	NO
CP/M 3.0	YES	NO	NO	NO	NO	NO

* 16K user addressable plus 16K graphic support. ** 128K user addressable plus 16K graphic support. *** Apple II can accept modified 40 or 80 column CP/M. **** Commodore 64 accepts 40 column CP/M. Microsoft is a registered trademark of Microsoft Corporation. CP/M is a trademark of Digital Research, Inc.

TE

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grams.



SV-902 FLOPPY DISK DRIVE

This extremely compact, low profile unit uses standard 5 1/4" flexible diskettes. Its single side double density configuration allows a capacity of 256K bytes of data (unformatted). Linked to the Super Expander, the SV-902 is your key to the virtually unlimited scope of CP/M O/S as well as a complete variety of program languages such as LOGO, PASCAL, FORTRAN, COBOL and PL-1.



The Personal Computer You'll Grow Into. Not Out Of.

SPECTRA VIDEO, INC., 39 W. 37th St., N.Y., N.Y. 10018

Microsoft is a registered trademark of Microsoft Corporation. CP/M is a trademark of Digital Research, Inc.

Circle No. 35 on product card

Marketing plans set up for computers

Continued from Page 47

keyboard and an under-\$200 stand-alone machine.

The Aquarius stand-alone unit can be presented as a system with printer, data recorder, mini-expander and main unit at an under-\$500 tag. Intellivision II, together with a keyboard and a recorder, can be sold for under \$250. While the Aquarius unit is a computer that also plays some games, the Intellivision add-on component adds enough power to make video games more powerful than ever, and also can be used as a

serious computer. The initial "teaser" ad with George Plimpton showing off World Series baseball reflects this approach, said vice president sales Richard Hoag.

New Products And Strategies

Several other companies also showed off new computer products and discussed new marketing strategies. Timex Computer Co. showed its Sinclair 2000 models, featuring high-resolution color graphics, programmable sound and a movable-key, typewriter-format keyboard. A 16K version can retail

"Retailers are looking for a little more order in the marketplace."

—Bob Zangrillo, Panasonic

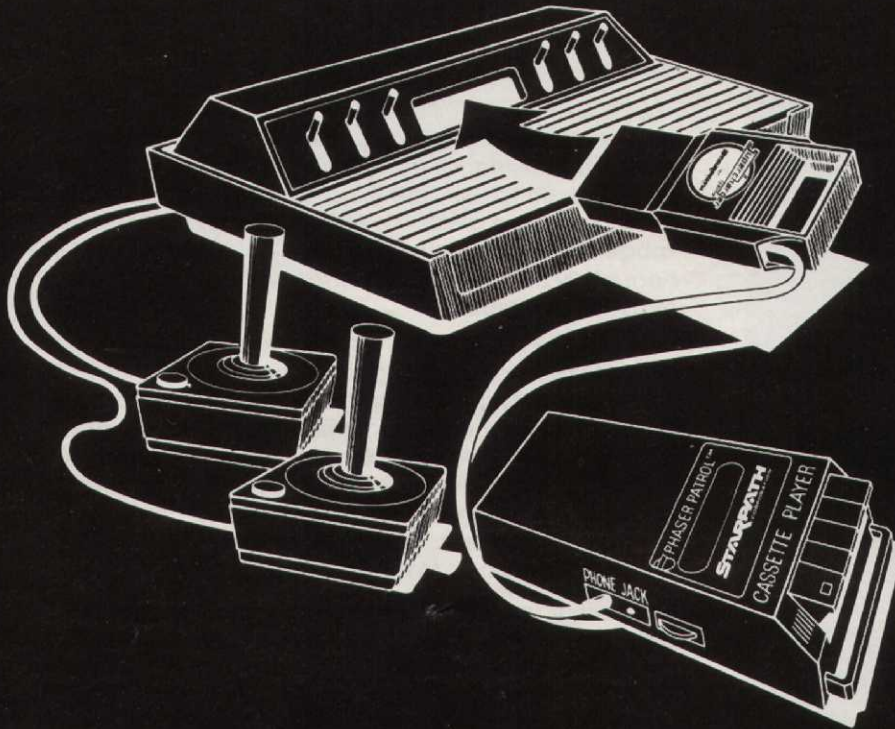
for \$149.95, while a 48K model has a \$199.95 suggested price, said vice president Dan Ross.

In addition, the 2040 dot-matrix printer can sell for \$99. It is compatible with the 1000 and 2000 computers. A first-quarter rebate on the 1000 allows retailers to sell it

for \$85 at full margin, Ross added. Software for the 1000 now numbers 50 titles, and the 24 initial offerings for the 2000 will expand to around 50 in the second quarter.

"The new model is not a replacement, it's part of a family," Ross said. A similar point was made by Atari's Schaefer, who advised retailers to look at breadth of line, price points in hardware and software, and variety of peripherals when choosing suppliers.

"Retailers will look for something that gives them margin and appeals to a wide base of customers," summed up Christine J. Good, NEC coordinator of software and dealer



TURN YOUR ATARI VIDEO COMPUTER SYSTEM INTO A STATE OF THE ART GAME SYSTEM—FOR THE PRICE OF A GOOD VIDEO GAME.

Why invest hundreds of dollars in a home computer when you can plug the Starpath™ Supercharger™ into your Atari® VCS™?

• What is the Supercharger™?

The Supercharger™ expands the game-playing power of your Atari® VCS™.

Inside the Supercharger™ are special digital electronics which multiply the VCS RAM memory 49 times!

Plus, an audio interface cable attached to the Supercharger™ plugs into the earphone jack of any cassette tape player.

• What does it do?

The Supercharger™ lets you play games with high resolution graphics, faster action, and far more complexity.

The Supercharger™ upgrades your VCS with state-of-the-art electronics.

Furthermore, Supercharger™ games come on economical cassette tapes, far less expensive than conventional game cartridges.

• Multi Load™ games.

Cassette tape lets Starpath offer unique Multi Load™ games. Games like Dragonstomper™ and Escape from the Mindmaster™ include several "loads" on one cassette.

Each load is like an entire conventional game. Multi Load™ games offer complexity and depth that no conventional Rom cartridge game can match. It is like owning an LP instead of a "45" single record.

• The Supercharger™ comes with the highly acclaimed and award winning Phaser Patrol™ game for a suggested list under \$45.00.

• Starpath games have a suggested list price under \$15.00; under \$18.00 for Multi Load games.

• Starpath games may be used with the Atari® VCS™ and the Sears Tele-games® Video Arcade™.

Electronic Games Magazine calls Supercharger™ computer games "one of the greatest products ever to enter the field of home videogaming." Video Review calls them "the hit of the holiday season."

You'll call them the most challenging games you've ever played.



Many more new games to be released in 1983.

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CORPORATION

(formerly Arcadia Corporation)

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Panasonic's JR-200 has 32K RAM and 16K ROM, and uses Atari-compatible joysticks.—Circle No. 290 on product card

services. The under-\$400, 16K RAM PC-6000's release will be accompanied by at least 30 software packages in games, home finance, education and other areas, she added.

Search For Order

"Retailers are looking for a little more order in the marketplace," commented Bob Zangrillo, Panasonic national sales manager for calculators and computers. "Our packaging concept for the JR-200 is to make it easier for the salesman and the end-user. Everything needed to make it operate comes in



Bush Industries' roll-about table and monitor platform—Circle No. 291 on product card

Circle No. 20 on product card

the box, including cassette cable, computer, TV connector and built-in Basic." Thirty programs will be offered with the \$349, 32K RAM model in June.

Opportunities and Problems

Also pointing out opportunities and problems for retailers was Casio consumer products division vice president of marketing Bob Gordon. Because of media exposure, the same thing will happen to computers this year as happened with video games in '82, he predicted.

This in turn will take a lot from buyers' open to buy, he pointed out. "However, retailers should not lose sight of the basic business they are in, whatever it may be. For instance, there were 27 million calculators sold last year. Maintain your share," he recommended.

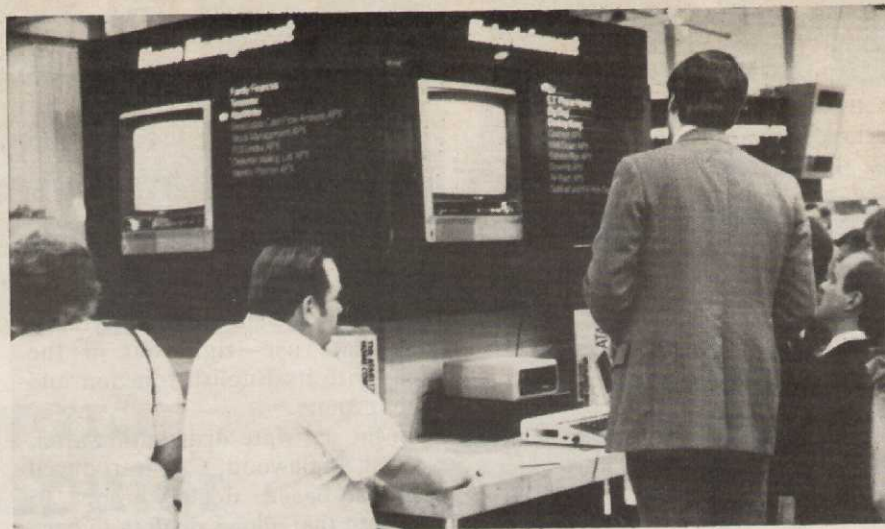
Casio showed three handheld computers. The FX700P has 1.7K of internal ROM and retails for around \$99.95. It performs all scientific functions, has ports for tape output and an adaptor for cassette. The FX802P includes a built-in printer for \$149.95. The similar PB100, without scientific functions, also sells for about \$149.95. In June, Casio will have three or four more

Atari 2600 to a 16K ROM personal computer. This product can "reach a market of people who just put a major investment in games and are not about to buy a regular computer," said president Harry Fox. In addition, a ColecoVision video game adaptor for the SV-318 will retail for less than \$70 in March.

Commodore Products Debut

Commodore, meanwhile, introduced more new products than at any other single event in its history. Three portable microcomputer systems have 64K RAM, built-in five-inch television display monitors

Continued on Page 52



Atari had new home management and entertainment software at CES.

Import or manufacture consumer electronics? Turn your receivables to cash the day you ship.

The consumer electronics industry is breeding fast-moving manufacturers and importers selling through fast-moving distribution channels.

And cash-lag isn't the only problem. Credit and collection costs are also a major concern.

Result: management spends more time worrying about finances than creating and selling new products.

What's the solution? In a word, Meinhard. Our financing method is pumping new life and growth into consumer electronics companies across the country.

Now firms manufacturing and importing radios, vcr's, stereos, personal computers, video games, calculators, clocks, watches, phone systems, hair dryers and other consumer electronics have access to a source of risk-free cash flow.

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Meinhard credits your account upon notice of shipment of your product. At that moment, funds

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Meinhard guarantees that you will get your cash on the due date of your invoice. If you need all or part of the balance right away, you can draw on it. Use the money for just the number of days you require—no pre-set period as with bank loans.

What does it cost?

Meinhard charges you a marginal commission on sales—normally no more than the bookkeeping and credit functions we replace.

What businesses use it?

Originally, it was the textile industry that took most advantage of this type of financing. Today we are involved not only with consumer electronics, but other industries including housewares, home furnishings and paper products—with new businesses in still other industries making contacts every day.

What size firms qualify?

Meinhard has provided services for business doing several millions in sales, as well as with companies in the \$20 million to \$100 million range. We have yet to find a company too big or too complex for us to service.

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Companies such as yours grow and prosper on your ability to develop new markets, create new products and service your customers. Meinhard gives you more time to concentrate on these vital areas of your business.

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Meinhard is a wholly-owned subsidiary of CIT, backed by CIT's years of experience and billions in assets. Meinhard is America's leading factor, with a 150-year history in the financial community.

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2. A brochure entitled "Factoring: The Financial Alternative."

Write to us today and we'll put yours in the mail. Or just call us collect. We'd like to hear from you.

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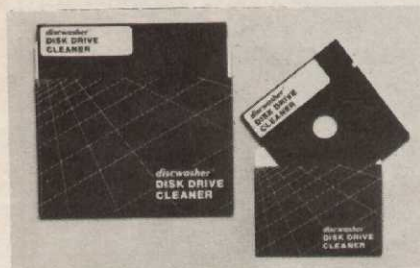
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Circle No. 21 on product card.



Discwasher's Disk Drive Cleaner
—Circle No. 292 on product card

handhelds, Gordon said.

"We are also very seriously in home and personal computers," he went on. Privately shown, the FP1100 personal computer is said to be similar to the Apple II. To be available in June, the base unit will retail for around \$800, \$2,000 including peripherals.

Texas Instruments had two new computers, both compatible with software and peripherals for the 99/4A. The under-\$100 TI-99/2 is a 16-bit machine designed to allow computer novices to learn to program in TI Basic and Basic-supported assembly language. It has 4.2 bytes of RAM and features an "elastomeric" typewriter-like keyboard with raised keys.

TI Bows Pro Unit

TI also announced the Compact Computer 40, the first member of a series of computers for professionals. It has an integrated LCD display, is programmable in Enhanced Basic and can run solid-state or tape software.

Featuring a large 32K ROM, 32K RAM memory, SpectraVideo's SV-318 will retail for under \$300 starting next month. It features a patented built-in joystick, ultra-high resolution graphics, CP/M compatibility and on-screen program status line.

The company also showed a \$99 keyboard add-on that converts the

Continued from Page 51 (two in color) as well as either one or two floppy disk drives. All three systems are Commodore 64-compatible as to software and peripherals. Depending on configuration, they are expected to retail from \$995 to \$1,545 within 60 days.

Other new products from Commodore include a printer/plotter priced at \$199.95 retail and a \$299, 13-inch color monitor.

New Software From IBM

IBM kept a low profile at the show, confining itself to a 660-square-foot booth, and introducing only two new software packages. It nevertheless attracted much inter-

**"Games and computers will get closer and closer together."
—Dale Berlau, Discwasher**

est, as did Epson, whose QX-10 desk-top computer allows virtually immediate use—right out of the box—with its English function and label groups.

In the software distribution area, Softsel, Inglewood, CA, introduced a broad-based dealer co-op ad program that allows dealers to earn three percent of the total dollar

volume of a variety of products. "Instead of receiving multiple small amounts from several vendors, dealers can now put the money together and run meaningful ads," said president Bob Leff. Softsel has also contracted with Pickwick Rack Services to provide in-store support and help retailers keep stock current.



A pair of pushbuttons on the TG Products joystick (JS-200) defeats the auto-centering system.—Circle No. 301 on product card

"The rack jobber approach will stick," said CBS Software vice president, sales, Allen Selby. "He has a role like in the record industry."

As computer prices have come down, video game sophistication has increased, he noted. "There's a very confused public trying to choose. In time, there won't be video games—there will be small computers with keyboards," Selby predicted.

"Games and computers will get closer and closer together," agreed Discwasher director of marketing services Dale Berlau. The company introduced a line of computer care accessories. "I think the public will want a unit that does both." ■

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- THE MIDDLE EAST CONSUMER MARKET
- CABLE AND PAY TV/ITS RELATIONSHIP TO HOME VIDEO
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- WHAT'S NEW IN SPECIALIZED ORIGINAL PROGRAMMING
- PUBLIC PERFORMANCE VIDEO/THE USE OF VIDEOCASSETTES AND DISCS FOR LICENSED PERFORMANCE EXHIBITION PURPOSES
- WILL VIDEO MUSIC ATTRACT YOUNGER BUYERS FOR TAPE AND DISC PLAYERS?
- INTERACTIVE CED VIDEODISC SYSTEM: HOW SOON/HOW MUCH?
- TARGETING PROSPECTS: A DIMENSION BEYOND DEMOGRAPHICS
- PIRACY IN THE EYES OF A PIRATE/TWO REVEALING INTERVIEWS
- THE ONGOING FIGHT AGAINST VIDEO PIRATES
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- INTERACTIVE CAPABILITIES OF VIDEO GAMES AND COMPUTERS/IS IT POSSIBLE TO RELATE TO HOME VIDEO?
- WALL STREET AND THE HOME VIDEO MARKET
- TECHNOLOGY UPDATE/NOW AND THE FUTURE
- STEREO TELEVISION/WILL DEREGULATION BE ITS DEATH KNEEL?
- COMPATIBILITY OF COMPUTER AND VIDEO GAME FORMATS/THE NEXT STEP
- WILL INCREASING POPULARITY OF PERSONAL COMPUTERS LEAD TO THE DEMISE OF VIDEO GAMES?
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Electronic Protection Devices offers surge protectors.—Circle No. 302 on product card

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with other formats to follow.

K-RAZY ANTIKS and K-STAR PATROL will also be available for the Commodore VIC-20™ in March 1983.)

FAST-BREAKING NEWS! Two new games —BOULDERS AND BOMBS™ and MOUNTAIN KING™—and one new educational math game —TIME TRIALS™—are heading the list of our new Spring 1983 releases. Make sure you stock up on these exciting programs. And, watch for more education, enrichment, entertainment and home management programs coming soon!

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Fast-action games like K-RAZY ANTIKS™, K-RAZY KRITTERS™, K-STAR PATROL™ and K-RAZY SHOOT-OUT™ are available now.

(Programs are available now as ROM cartridges for Atari® 400™ and 800™ computers,



Casiovision

Casiovision is mini-sized TV

FAIRFIELD, NJ—Casio unveils Casiovision, which the company claims is the world's smallest television.

The unit measures 3-3/16 inches by 4-11/16 inches by 1 inch and weighs only 12.35 ounces. Its screen measures 2-3/4 inches with the display element being a twisted nematic type of liquid crystal.

According to Casio, one of the advantages of the unit is that it can be seen clearly in the dark due to the development of an electroluminescent material for use as a backlight.

In addition to the clarity of the picture, features of Casiovision are its compact size and four-way power supply system, states the company.

Casiovision has a built-in speaker, eliminating the need to carry headphones while on the road. The unit will be ready for shipment in July and is expected to retail for approximately \$250.

Casiovision—Circle No. 234 on product card

Genesis telesystem offers multi-function console

PARSIPPANY, NJ—American Bell introduces its first major consumer electronics product, the Genesis telesystem.

At the heart of the Genesis telesystem is its multi-featured, multi-function console. It has a touch-sensitive keypad instead of buttons, and the console contains the system's processing power, intelligence and memory.

The console has a 20-character alphanumeric display that indicates the number dialed, and instructs the user on programming the console; a speaker to let the user initiate a call without lifting the handset; one touch calling, possible with three illuminated emergency buttons; and the unit enables the user to put calls on hold, to time calls using the elapsed timer, to set an alarm

reminder and to adjust the ringer to three volume levels, plus "off."

The console will be initially available in mid-1983 along with three cartridges. The Custom Calling Convenience Cartridge makes call waiting, call forwarding, and three-way calling faster, simpler, and easier to use, states Bell. The Deluxe Auto Dialer Cartridge makes it possible to continuously redial busy or unanswered numbers automatically.

An Electronic Padlock Cartridge allows the user to control who uses the telephone and how. It can prevent all dialed calls or unauthorized long distance or operator-assisted calls, states Bell.

Genesis—Circle No. 236 on product card



Genesis features a touch-sensitive keypad.



GTE's Linear phone comes in two versions.

Linear phone has line of keys

ST. PETERSBURG, FL—GTE's Linear model telephone is a two-piece electronic phone which provides convenience features for today's busy lifestyles, and has a sleek appearance made possible by its design.

Instead of the matrix keyset arrangement found on most push-button phones, the GTE Linear telephone has a line of keys, with easy-to-read symbols and numerals, across the bottom face of the instrument.

The GTE Linear desktop phone comes in two versions, one with a Universal Dialing Keyset (UDK) and the other with a Touch Calling one.

The UDK model, suggested price \$69.95, enables pushbutton operation on most private lines, without the need for Touch Calling service.

The Touch Calling Linear Telephone, suggested price \$79.95, provides rapid, easy dialing, plus the capability to gain access to many specialized communication services that require Touch Calling.

Linear Phones—Circle No. 215 on product card

Brother shows compact models

PISCATAWAY, NJ—Brother introduces two new electronic compact typewriters: the Correctronic 50 and a promotional model, the Correctronic 40.

The Correctronic 50 offers features such as triple-pitch typing selector (10, 12 and 15 pitches), full one-line correction memory, one-touch interchangeable cassette daisy-wheel ribbon system, automatic paper setting, repeat action on all keys and functions, decimal tabulation, an international keyboard and built-in carrying case.

It also has the capability to double as a printer terminal.

The suggested retail for the Correctronic 50 is \$499.95; and the promotional Correctronic 40 is \$429.95.

Compact Typewriters—Circle No. 214 on product card

Timex Healthcheck line tracks health

MIDDLEBURY, CT—Timex introduces its Healthcheck line of health monitoring equipment.

The company states that three products in the line are designed with the intention of enabling consumers to supplement personal fitness and preventive maintenance programs with moderately priced health monitoring equipment. Included are a blood pressure monitor, an electronic thermometer and an electronic digital scale.

The Healthcheck digital blood pressure monitor combines computer accuracy with easy to follow instructions, enabling the user to accurately measure blood pressure and monitor it throughout the year, Timex says. Suggested retail price is \$69.95.

An easy-to-read display provides users of the digital thermometer with accurate temperature readings in seconds, states Timex. Suggested retail price is just under \$25.

Priced at \$49.95, the Healthcheck

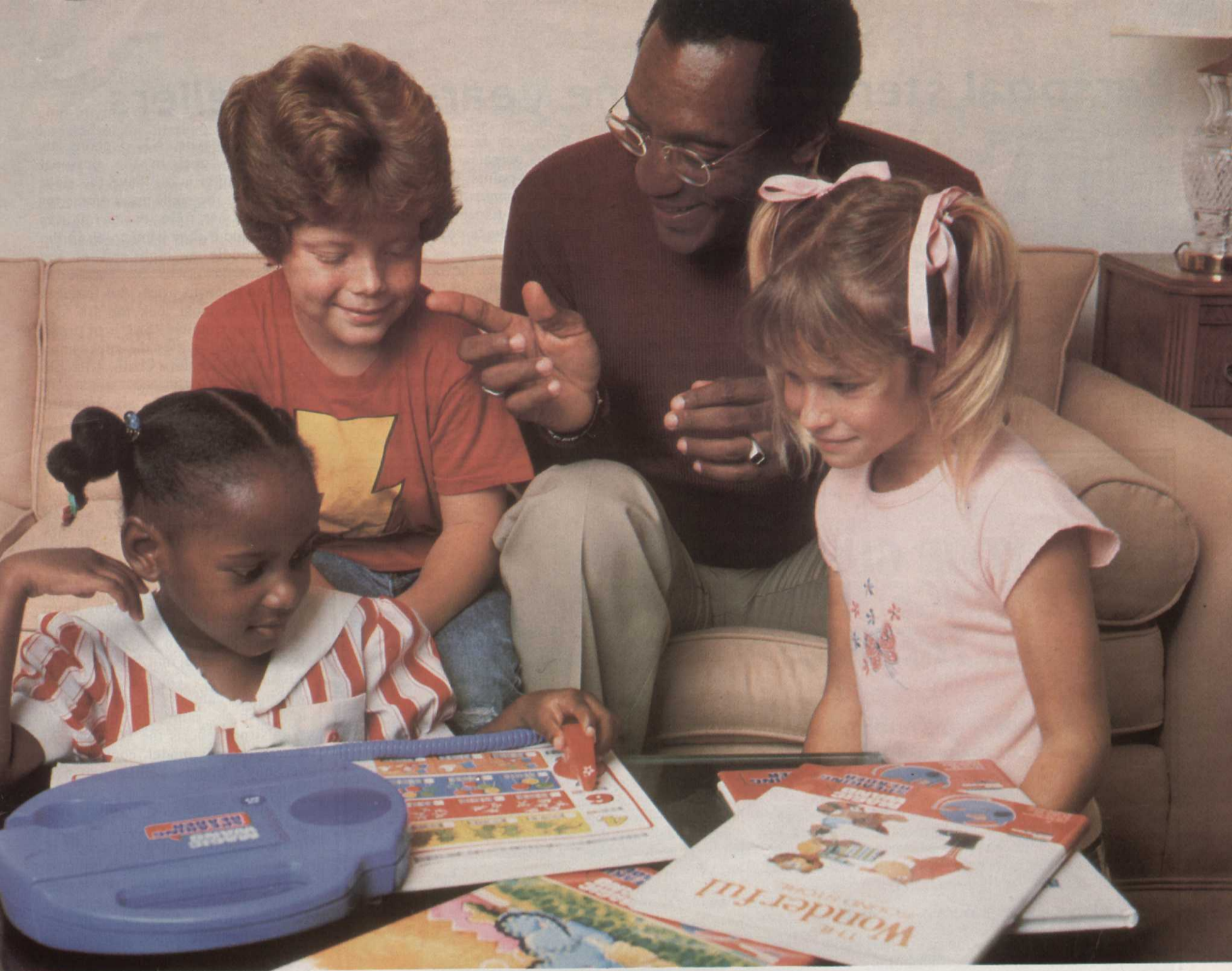
digital scale utilizes a micro-computer to measure temperature and humidity and takes these measurements into consideration

when measuring weight.

Healthcheck Products—Circle No. 233 on product card



Timex' Healthcheck line of health monitoring equipment.



TI's Magic Wand[™] Speaking Reader. The more it does for them, the more it will do for you.

Texas Instruments is opening doors to young minds and repeat business with the Magic Wand Speaking Reader—the electronic learning aid that grows with the child from basic reading skills through math, music, geography, spelling and board games.

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The Magic Wand concept is creating a new, profitable segment for after-market software. The low cost and wide appeal of the software books make



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Creating useful products
and services for you.



TEXAS INSTRUMENTS

Personal stereos become year-round sellers

Continued from Page 33

Koss and a private label which, he says, provides strong margins. "There's no real money for us in the major brands that everyone is carrying," he explains, "but with the low-priced label we can pick up profits and move a lot of units at lower price points."

"Cheapies do well," agrees Dale Carden, manager and owner of Cartridge City Electronics, Burlington, IA, which carries Toshiba and Unitec units. He has found anything priced in the \$50 range does well, with a lot of sales action in the \$30



Toshiba's KT-S3 with FM radio
—Circle No. 297 on product card

to \$40 range on radio-only models. Margins on sales average between 28 and 30 points. "The competition keeps you honest," he jokes, noting how broad distribution of personal stereo products has held down dealer margins.

The trend in the personal stereo market is either to "more features at a better price, or cheap product," according to Wheeler of Aiwa. "If you're not in one of the two areas, either with the cheapest or the best product available, then you're an also-ran." Kevin Procter, national marketing manager, sound, for

Toshiba, Wayne, NJ, explains his company's goal in the personal stereo market is to "have the right product at the right price points for the consumer." He advises retailers to "decide if they want to be in the low, middle or high end of the market."

In addition to price, the features consumers most look for are size and sound quality. "Size is of prime importance," states the spokesman for the Midwestern chain. "People also want features," adds Ed Piacenza, buyer for six Harvard Coop stores in Cambridge, MA. "They are looking for features in addition to tape playing, such as a cassette with FM, or built-in FM radio." He reports the \$99 price point is also a popular selling feature, but notes it can "cut into margins."

Customer Demands

"Customers are demanding more features," agrees Graziano, "and they are looking to get as much as possible in a small unit." Panasonic's Anguilar says, "The area of growth within the category is the cassette unit with the radio," while Sony's Wahlstrom reports the Walkman 2, a cassette only model, continues to be Sony's biggest selling personal stereo.

Features such as portability and radio options have created interest in the category that has brought it acceptance and will see its growth in the future. Lately, however, manufacturers have begun to incorporate features into their newer models that they believe are turning some present personal stereo owners into repeat customers for a second generation of product.

"At the high end of the product



Vhoom's E.S.C. 2000 with built-in speakers—Circle No. 298 on product card

lines we're finding there is a second-generation buyer," says Toshiba's Procter. "He's the person who has owned one of these units for a couple of years, and now wants Dolby noise reduction for his player." Aguilar also recognizes "a second-generation customer stepping up to smaller units with features like auto reverse and noise reduction."

The personal stereo market, as it is evolving, is heading towards a two-tiered market, according to Michael Koss, director of marketing, Koss Corp., Milwaukee, with product at the high end drawing second time buyers back into the market. "We're going after the second tier, which we classify as low-ticket luxuries. Dealers should

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stop buying down to reach for the low end of the market," he states, citing company research which shows 46 percent of people buying personal stereos are willing to go above the \$100 price point. "People will go the extra \$10 or \$20 to get the best piece for their money."

"There's nothing in the brand names, so we go with a private label for the profits."

The problem of slim margins could be a product of their own policies, though. "Dealers tend to advertise by price, creating an atmosphere which cuts into their

"Margins on accessories are better than on the units." —Ed Piacenza, Harvard Coop

Price point is not as important as it once was to personal stereo sales, agrees Panasonic's Aguilar. "People don't have to buy a model because of its low price point anymore. There's plenty of quality goods on the market within an affordable price range," he observes.

Pricing, size and features aside, the thing that actually sells the consumer on the personal stereo is hearing it play. For this reason, both dealers and manufacturers repeatedly stress the importance of display and demonstration. "You have to demonstrate it like any audio product; you can't keep it behind glass. It's essential to sales," states Graziano of the May Co.

"Unless the customer can listen to the unit—if he goes on price alone in making his purchase, he'll be getting less than he can for his money," notes Aiwa's Wheeler. Dealers have to make sure "the personal stereos can be easily demonstrated," adds Aguilar. "The dealer should listen to all the different products, and be knowledgeable so he can take out a unit and show its features to the customer."

For the most part, dealers have followed such advice. Most, like



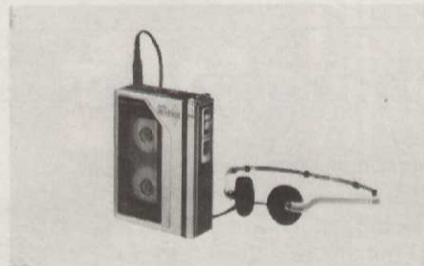
Audiopac—Circle No. 293 on product card

Rick Costanzo at the Great American Stereo Warehouse, Milwaukie, OR, keep the units displayed inside a locked case until a customer asks to see a particular model. Since theft of the small units can be a problem, some dealers keep them secured with a chain or cable when they are displayed on open shelves or on a counter top.

Margins at all levels of the personal stereo market have remained satisfactory for most dealers, although a few complain of too much competition on pricing. "It's tough to be competitive on price and still maintain your margins with a brand like Sony," complains the buyer for the Midwestern chain.

profits," observes Wheeler. "If a quality house can advertise a personal stereo based on its features and performance quality, then there is no reason the little guy can't do the same," he states.

One area which is providing retailers with adjunct sales and increased margins is personal stereo accessories. Now that the category has gained acceptance, manufacturers have introduced additional headphones, speaker units and carrying cases designed specifically for the personal sound units. "The accessories for these units are developing into a healthy category of their own," reports Bob Borchardt, president, Recoton Corp., Long Island City, NY-based manufacturer of a complete line of accessories.



Sanyo's MG100—Circle No. 294 on product card

"This is a high-profit area for the dealer, with products like speakers, headphones, cables and connectors the consumer is looking for," he says. "All you have to do is put them in the area where the personal stereos are, so the customer can see them when he walks in the store."

Accessories offer "add-on sales and healthy margins," states Procter of Toshiba. "Personal stereos offer a handy tool for add-on sales of related items, just like with selling stereos. "Margins on accessories are better than with the units" reports the Harvard Coop's Piacenza. "We're selling a lot of speakers. We sell them as an add-on sale at the time of the original purchase, and we also have people who already bought a personal unit coming back to purchase another pair of headphones, or the mini-speakers." Wheeler reports Aiwa hasn't been able to keep up with the demand for the speaker systems it introduced at the June CES, and sees the headphone accessory market as rapidly expanding. "These things are a natural add-on for anyone who has a personal stereo, and dealers should be playing catch-up" for the increased sales they offer, he advises.

Looking down the road in the personal stereo market, Wheeler says "microcassette units are the coming thing. Along with DNR, and all the other features that are appearing, we're moving beyond the traditional tape deck. Auto reverse is another feature that's catching on, and it tends to simplify matters for the user." Aguilar expresses reservations about the viability of the microcassettes "until prerecorded tapes are easily available for the units." Piacenza of The Harvard Coop agrees that before microcassette units catch on, quality tape will have to become available. "I think you're looking at the tip of the iceberg, in terms of sales, once the tape is available. Quality tape is the key to microcassettes catching on," he claims.



Koss Music Box—Circle No. 295 on product card

Another area of audio technology which could have major repercussions for the future of the personal stereo is the digital audio disc. According to Wahlstrom of Sony, in the future "use of the DAD in different formats is foreseeable. Initially, the DAD will be an audiophile product, but within five years it should have the mass consumer acceptance" that could lead to other applications of this technology, he states. "A single system for the home, car and personal stereo would be a good idea," he comments, noting that



Fisher's PH35—Circle No. 296 on product card

with such compatibility and the DAD, consumers would only have to purchase a single disc for use at home, on the road, or when walking.

Such developments are years away, however, and will have little impact on the personal stereo market as it is shaping up in 1983.

Speaking of the year ahead, Sanyo's Westburg observes "Now that the industry has responded to the needs of the market with strong product values at more popular price points, the momentum should continue for at least another year before leveling off. Additional new product introductions, incorporating features such as DNR and auto reverse, will attract a number of second-generation buyers."

"I think it's going to be a viable SKU for a while," adds Piacenza. "And I would look for new innovations to continually add sales."

"The direction this market is headed in is the direction to stay in at this point," sums up May Co.'s Graziano. "We used to tell customers the boom boxes are bigger and better, but now, with personal stereos, we've shown them to be bulky and cumbersome. Personal stereos are something everyone can enjoy." ■

This article was researched and written by Michael Antoniak.

RECOTON HAS HANG-UPS

THE NEWEST IN "BESTSELLER" IMPULSE STEREO HEADPHONE MERCHANDISING



The new series of Recoton Micro and Mini Stereo Headphones... ideal for all Audio locations, Record dealers, Mass Merchandisers and Drug Chains will produce volume impulse sales and high profits.

Our HANG-UPS are packed in 2 exciting display styles with 3 models in cassette boxes on blister cards and 3 models in see-thru vinyl storage holders. The headphones include full size models, Foldaway and Eargear versions, all of which are ideal for "people on the go".

Recoton HANG-UPS, the perfect way to cash in on the booming replacement stereo headphone market. Here is new BESTSELLER merchandising by Recoton.

For further information write Recoton Corp., 46-23 Crane St., Long Island City, N.Y. 11101 or call toll free number 1-800 223-6009

RECOTON
Circle No. 23 on product card

b r o a d c a s t

Commodore computers set for TV

KING OF PRUSSIA, PA—Television commercials for the VIC-20 and Commodore 64 are scheduled to run on CBS, NBC and ABC every month for the first half of the year. By choosing programming such as *NFL Football* and newsmagazine programs, Commodore says it can reach enormous numbers of the people who are most likely to want to own a microcomputer.

Informative magazine advertisements add strength to the TV campaign and reach the individual who views little television, the company continues. The schedule includes, among other publications, *Newsweek*, *People* and *Omni*, and enthusiast magazines such as *Computers & Electronics*, *Electronic Games* and *Creative Computing*.



Commercials for the VIC-20 and Commodore 64 are scheduled to run on CBS, NBC and ABC every month for the first half.

TDK goes onto radio airwaves via Solid Gold

PORT WASHINGTON, NY—Taking an aggressive mass-media approach to reach music-oriented consumers, TDK Electronics Corp. is hitting the airwaves with the most extensive radio advertising campaign in its history.

Starting in January, TDK has been the exclusive electronics sponsor of the new *Solid Gold* radio series in 275 markets across the nation. *Solid Gold*, one of the more popular contemporary music programs on TV last year, appeals to a large audience of 18-34 year olds who regularly listen to the weekly Top Ten program. TDK, which has been a sponsor of the TV-based *Solid Gold* almost from the beginning, will continue its sponsorship in both media.

In addition to *Solid Gold*, TDK is advertising on other nationally syndicated, music-oriented radio programs. These include live concerts, interview-formatted programs featuring major recording stars, and countdowns in major nationwide markets.

Centering on the new campaign theme, "Don't Just Tape It. TDK It," the company's aim on these

GE spends \$3 million on rechargeables

GAINESVILLE, FL—GE has targeted a \$3 million concentrated promotional campaign designed to change how consumers power their portable electronic devices. Its strategy has been to focus the GE rechargeable message at the peak battery selling period, from Christmas through late winter, when most battery-operated products are purchased.

First phase of this program began with the 1982 Christmas buying season. On Nov. 30, General Electric's Battery Department launched a 325 GRP network TV campaign. Airing nationally

through Dec. 31 were 20 prime time commercials that promote GE Rechargeables as the alternative to using up and throwing away dead alkaline batteries. BBDO, New York, prepared the two 30-second commercials. "Batteries," filmed by Phil Marco, New York, focuses on the vast number of alkaline batteries that are thrown away after use, unlike GE Rechargeables which can be recharged for up to four years. "Cottonballs," filmed by Joel Sedelmeir, Chicago, humorously portrays the number of batteries gobbled up by the new electronics products, such as

personal stereos, and stresses how convenient and economical GE Rechargeables are. With a reach of 83 percent and a 2.9 frequency, this value message is expected to have significant impact.

Through March, GE has planned a hard-hitting national consumer print program that emphasizes rechargeable value when contrasted with alkalines. Through a magazine blitz, readers are learning about the money-saving advantages of GE Rechargeables, and how two AA GE Rechargeables can replace 300 AA alkaline batteries in a personal stereo.

TDK LAUNCHES THE BIGGEST NATIONAL RADIO DEALER SUPPORT PROGRAM IN ITS HISTORY.



TDK is sponsoring national music broadcasts.

Jensen takes its message to MTV cable

SCHILLER PARK, IL—Jensen Sound Laboratories' car audio division plans to advertise on the popular MTV cable music channel. "We feel that MTV is a logical medium for us and for anyone else in leisure electronics," comments marketing services manager Russ Trenner. "We can target our message; it is very definitely rifle shot versus scatter gun approach."

Beginning in the spring, there will be at least two to three heavy promotional flights, Trenner continues. "It is a medium we feel can best reach our customers."



Besides MTV, Jensen continues its magazine schedule.

radio spots is to build upon its established brand recognition, said Doug Chatburn, national sales manager. "We want the consumer to associate TDK with the music he or she loves to hear. On another level, our theme tells the consumer that TDK tape has something special that sets it apart."

The new radio campaign, which carries over into TDK's national consumer print advertising, will be supported by the most extensive program of in-store promotional materials ever offered by a tape manufacturer, according to Chatburn. There is also a new series of pegboard-type wire rack product organizers and free-standing wire racks for both audio and video tapes that virtually any retailer can use successfully, he adds.

p r i n t

Timex Sinclair 2000 campaign scheduled to take flight in April

WATERBURY, CT—Beginning in April, millions of consumers will hear about the Timex Sinclair 2000 system through one of the strongest advertising campaigns in the industry, Timex says.

The program will utilize major national magazines, newspapers, and national and spot television.

The print campaign will provide national coverage of the mass audience and target selection, says the company.

There will be full-color single and double page ads in general interest and computer buff magazines.

Timex also says it has planned a prime time network schedule that will include some of the country's most popular programs.

The schedule will deliver the message to both sexes and all age groups, the company adds.

In all, more than 2.7 billion advertising impressions will be made, Timex estimates.



The one thing we never change.

During the last fifteen years, we've made a lot of improvements on our Advent speakers. 137 to be exact. We've redesigned woofers and tweeters. Crossover networks and phase plates. Cabinets and mounting hardware. Even screws. But there's one thing we haven't changed. That's the value. The ability of an Advent speaker to out-perform many speakers that cost more. How? By making changes that sound good not just look good. While other speaker companies have spent their time adding all manner of dials, knobs and wild grilles, we've quietly gone about the business of perfecting the two-way speaker.

For example, our newest change is the Advent "Direct Report" tweeter. It is a parabolic rather than hemispheric design. And the special phase plate for the tweeter has been tapered to improve dispersion. Stereo Review liked it as much as we did. They said, "We cannot recall ever having measured a front-radiating dome tweeter whose dispersion equaled that of the new Advent design."

We think you'll agree with Stereo Review. The new tweeter is indeed exceptional. The change substantially improved the sound quality. But it hasn't substantially changed the price. You see, value has always been a part of the Advent legend. And that's something we haven't changed... never will.

For the location of the Advent dealer nearest you, call toll free 800-323-1566. (In Illinois call 800-942-0502.)

ADVENT
The legend continues.

Advent claims it has perfected the two-way speaker.

Advent ad draws big response

SCHILLER PARK, IL—A new consumer ad by Advent has been highly successful in terms of response, says marketing services director Chuck Wendt.

"We (first) ran the ad in the November issues of *Stereo Review*, *Audio* and *High Fidelity*," he continues. "By mid-December we had received over 6,000 consumer inquiries, which indicates the response to this ad is really phenomenal."

Respondents are sent product literature and the location of his or her nearest Advent retailer.

"We're convinced that the unusually high response to this is a

definite sign that consumers continue to have a high degree of loyalty to the Advent brand name," he says. "That loyalty is exactly what we intended to appeal to when we designed the ad, which emphasizes Advent's tradition of quality sound and good value."

Another addition to the company's retailer support program is a 1983 co-op ad planner. "We designed the co-op ad planner to give Advent retailers as much assistance as possible in planning and designing local advertising," Wendt says. A four-color product brochure on the 5012 loudspeaker is also available immediately.

Phone-Mate stresses gift-giving theme

TORRANCE, CA—Phone-Mate's first-half schedule seeks to program ROP advertising and run television to maximize Mother's Day/Father's Day sell through.

The formula accounting for the company's success in the past year will be continued. This includes emotional ads that take advantage

of the consumer's love/hate relationship with the phone, tell why the Phone-Mate products are so smart and describe the gift-giving nature of the products. Local spot television (100 GRPs per week) concentrates on *Today*, *Good Morning America* and *CBS Morning News*.

Coleco joins with Pepsi

HARTFORD, CT—Coleco Industries, Inc. and Pepsi-Cola Co. have agreed to co-sponsor a promotion in which consumers can win video and arcade games with purchases of Mountain Dew, the nation's sixth largest selling soft drink.

The promotion kicks off this month.

It is aimed at teenagers and young adults—the target audience for both Mountain Dew and Coleco's video games—and will be backed by television and radio advertising developed for Pepsi-Cola Company by BBDO, Inc., New York. Consumers become eligible to win Coleco games by collecting specially imprinted caps and pull-tabs from Mountain Dew.

Michael V. Katz, vice president of Coleco, says, "We are delighted with our association with PepsiCo. It will create a major awareness with Mountain Dew consumers and for consumers of Coleco's electronic games. This is one part of a multi-faceted association we hope to have with Pepsi in the promotional area. It is one major promotion of several that Coleco has planned with significant partners in other consumer product categories for 1983."

Coleco has announced an expanded first-quarter TV advertising campaign for its line of home video game products.

In existing and two new commercials, it continues to promote ColecoVision—emphasizing the expandability and versatility of the system, and the availability of its library of compatible cartridges.

Coleco's line of video game cartridges for the system as well as its lines of cartridges for play on the Atari Video Computer System and the Intellivision Master Component will also be continuously promoted. New individual commercials, introducing three of Coleco's new arcade game cartridges—Donkey Kong Junior, Looping and Pepper II will be aired.

TV coverage of Coleco's line of self-contained, portable arcade games—Midway's Pac-Man, Midway's Galaxian, Donkey Kong and Frogger, will also be continued and expanded. Two new additions to the category—Ms. Pac-Man and Donkey Kong Junior, will each star in its own 30-second commercials, also to be aired in this period.

And Coleco's Perma Power Battery Eliminator/ AC Adaptor will be the subject of a new commercial, also slated for airing in the first quarter.

All of Coleco's commercials are created and produced by Richard & Edwards, Inc.

Beginning in the first quarter and continuing through the year, Coleco's scheduling will include network and spot TV placements on the highest rated prime time shows. The media budget for '83 will be more than double that of '82—the biggest ad budget in the company's history.



HOT MEDIUM: The Magnavox/Playboy team checks the press run of the first-ever 12-page, triple-gatefold advertising insert by Magnavox. The Audio Video Centre ad is running in the February issue of *Playboy*. Pictured, left to right, are Ken Thomson, vice president and general manager of Magnavox; Al Vargo, Playboy production manager; Jim Proud, Magnavox vice president of marketing; Rita Hutner, Magnavox advertising manager; David Eick, Magnavox accounting supervisor, Campbell-Ewald Company and Tom O'Boyle, Playboy advertising sales representative. In addition to the insert in *Playboy*, Magnavox will introduce its Audio Video Centres to the consumer via two-page spreads in *Money*, *Life*, *Working Woman* and *Home Entertainment Quarterly* magazines this month.



FAST-ACTION PROMOTION: A point-of-purchase display and an in-store merchandising kit are available at no charge to dealers who order a minimum number of fast-action games for the Commodore VIC-20 from Tronix Publishing. The Inglewood, CA company supplies a header card for mounting on the 12-pack or for use as a counter card. Other materials include three color posters and a window banner.—Circle No. 269 on product card

MGT targets dealers at WCES

TORRANCE, CA—MGT Audio Systems announces a six-month program to increase its dealer base and build awareness with the car stereo buying public.

The details of a number of dealer programs were unveiled at the Winter 1983 CES by Harry Omae, president of Magtone Electronics Inc., the manufacturer and distributor of MGT Audio Systems products.

One involves the purchase of 10 2180 system power amplifiers at the regular dealer price. The dealer will receive, free, 10 model 4030 three-band graphic equalizers.

Other programs involve substantial price breaks on some of MGT's best-selling speakers, amplifiers and equalizers.

Additional promotional plans involve an all-expense paid trip to Japan for key MGT auto stereo dealers who qualify by selling a certain quantity of MGT products between January and June 1983.

MGT will have new concepts for point-of-purchase displays and co-op advertising support for its retailers, says the company.

Six-Month Dealer Program—Circle No. 170 on product card

PD Magnetics increases 'Pure Chrome' sales aids

WILMINGTON, DE—PDMagnetics expands the sales aids promoting its Pure Chrome—High Grade Performance videocassettes.

A counter-top display shows off 48 videocassettes in a pilfer-proof plastic case, and an open counter case holds 10 tapes. For hanging display, a pegboard package holds the cassettes on a foil board which also includes a list of benefits and a playlength chart.

To attract customers' attention, PDMagnetics offers a videocassette dangler to be attached to a shelf or other surface. A shelf talker also attracts attention, and a colorful counter card dispenses product brochures with information about

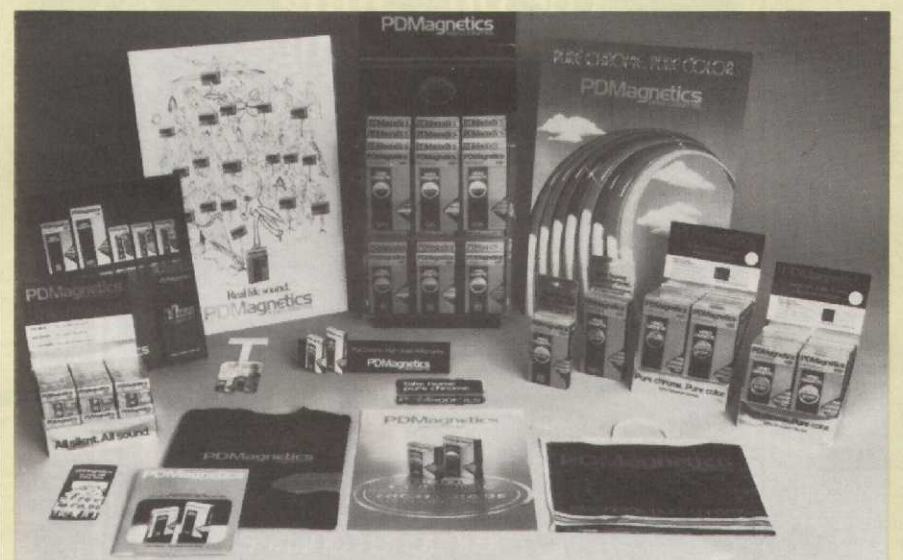
the entire tape line.

Videocassette specification folders provide a clear, concise technical presentation of the benefits of chromium dioxide videotapes, says PDMagnetics.

Also available are T-shirts, shopping bags, posters and window decals as well as the new "Pure Chrome—High Grade Performance" seal in sticker form.

For retailers of PDMagnetics audio cassettes, a counter-top display and a "Real Life Sound" poster are offered.

Expanded Merchandising Materials—Circle No. 190 on product card



These merchandising materials are available from PDMagnetics.



THE BIG PICTURE: The Beamscope II Profit Center is a p-o-p display designed to hold all three Beamscope II models, says the Port Richey, FL manufacturer. The three-tier wood laminate stand explains how the product enlarges the television picture.—Circle No. 168 on product card

Counter-top display holds National computer supplies

CLEVELAND—National Systems Corp. has a new addition to its line of computer supplies displays. The counter-top unit features supplies for home computers, including digital program cassettes, floppy diskettes and printer ribbons.

Measuring 16.75 inches wide and 16 inches high, the merchandiser can be hung from a pegboard as well as used on a counter, says National Systems.

Included with the display is computer paper packed in "Handy Packs" with carrying handles. The paper is displayed in a self-selling merchandiser with a compatibility chart to help customers select the



National System's p-o-p displays

proper computer supplies.

Counter-Top Supplies Merchandiser—Circle No. 183 on product card

Program aids Zoom dealers and distributors

BOSTON—Zoom Telephonics announces an expanded back-up program for dealers and distributors. It includes color counter cards, brochures, statement stuffers, co-op advertising, color packaging and a plexiglass display.

The counter card is designed to hold brochures that describe Zoom's Demon Dialer automatic dialer, while the statement stuffer features a sales pitch and an order form. Zoom's co-op ad program gives a "substantial" allowance to dealers who take advantage of print advertising, says the maker.

The Demon Dialer is packaged in silver and blue, with answers to common questions on the back. An actual model is displayed in the plexiglass unit designed for major retailers of office equipment and computers, says Zoom.

Expanded Back-Up Program—Circle No. 166 on product card

Guidebook helps customers to hook up phones

ROCKFORD, IL—GC Electronics offers a new guidebook it says takes the guesswork out of hooking up home telephone systems.

Simple instructions and diagrams

show how to wire a phone and convert standard systems to modular systems, as well as how to install modular connections throughout a home.

The guidebook also contains hints on buying a phone.

Phone Hook-Up Guidebook—Circle No. 174 on product card

'Wilderness' Sweepstakes has 200 prizes

LOS ANGELES—Media Home Entertainment, in conjunction with Wilderness Log Homes, will give away more than 200 prizes in a "Great Wilderness Give-Away Sweepstakes." The sweepstakes promotes MHE's nine "Wilderness" films.

Grand prize will be a complete pre-fab log cabin to be featured in Media's sweepstakes counter card. These were to be shipped to more than 6,000 retail video stores throughout the country the first week in January.

Home video stores are also receiving entry blanks, fact sheets and a four-color poster of four "Wilderness" films.

Additional prizes which will be available to the public via the "Wilderness sweepstakes" are:

A library of four "Wilderness"



A log cabin is the grand prize in MHE's Wilderness sweepstakes.

movies on videocassette; individual videocassettes of four different "Wilderness" films; a sleeping bag and back pack; one-year subscriptions to *Audubon* magazine; 25 "Wilderness Family" soundtrack albums; 100 "Wilderness Family" books; and five fine arts prints.

Winners will be selected from entry blanks at Media's Los Angeles offices on March 15, 1983. Entrants must be citizens of the United States over 18 years of age.

Wilderness Sweepstakes—Circle No. 188 on product card

New demo unit displays JBL auto speakers

NORTHRIDGE, CA—JBL Inc. introduces a new, improved version of its automotive product demonstration center. Developed to support JBL's five-model automotive loudspeaker line, the all-wood, walnut-veneered display cabinet suits a variety of showroom decors and demonstration methods.

Specially designed cutaway panels accept each of JBL's automotive loudspeakers. Additionally, the display accommodates JBL's multi-functional LT-1, suitable both for rear-deck mounting in automobiles, or for use as a remote home high fidelity system. The unit allows the speakers to be connected to as many as five separate electronics systems.

A removable graphics panel carries a cutaway illustration of the top of the line model T545, enabling customers to identify immediately the key features of the line.

Auto Speaker Demo Center—Circle No. 177 on product card

Book promotes auto security

VENICE, CA—Anes Electronics adds a fact book for consumers to its Auto Security Center. The book has wear-resistant plasticized pages, indexed by product models, which illustrate and describe the features of each system and how it operates. The book is designed for placement on a nine-inch projecting arm that fits on pegboard or shelf displays, says Anes. Other dealer-support material includes ad copy, ad slicks and layouts.

Auto Security Center—Circle No. 171 on product card



Anes' Security Center

Onkyo giving dealers full sales support

RAMSEY, NJ—Onkyo's dealer-support program includes in-store materials, multi-media sales-training programs, customer booklets, streamlined co-op advertising and the continuation of the Onkyo Tape Deck Clinic.

In-store materials feature a series of full-color posters. One series ties in to Onkyo's national advertising with the theme "Nobody Knows More About Audio Than Onkyo." The other posters deal with the features and benefits of Onkyo products.

Platforms with changeable graphics designed to fit between the components and shelves emphasize features of specific products.

A customer booklet singles out features in Onkyo's new line and explains them in clear, concise English, aided by color diagrams, says the company.

The Audio Specialist Program is an "understanding hi-fi" course designed to refresh current salespeople on the basics of high fidelity, and to introduce new personnel to the principles of good sound reproduction. The course comes with a notebook, tests and a personalized certificate of graduation on completion.

With the Tape Deck Clinic, Onkyo provides test equipment to dealers so customers can bring in any tape deck for testing. The clinics are organized with the "Onkyo Clinic Kit," which provides a checklist and suggested advertising copy.

Dealer Program—Circle No. 192 on product card



Crown's new PZM brochure

Retail brochure explains uses of PZM microphone

ELKHART, IN—Information about the PZM microphone by Crown International is now available in a two-color, 12-page brochure. The new brochure includes general specifications for Crown's full line of PZM microphones. Several application suggestions are also included and highlighted with accompanying photography, says the manufacturer.

The PZM brochure also features an explanation of the pressure recording process invented by Ed Long and Ron Wickersham which led to Crown's invention and introduction of the PZM microphone for recording, reinforcement, broadcasting and teleconferencing applications.

The PZM microphone brochure comes complete with a full complement of accessory information.

PZM Brochure—Circle No. 169 on product card



ELECTRONIC AUTHOR: Phil Wiswell, creator of a series of videocassettes called *How To Beat Home Video Games*, is being sent on a promotional tour by Vestron Video. He has been touring Playboy clubs around the country, teaching Playboy bunnies how to play video games, in preparation for an upcoming Vestron contest.—Circle No. 167 on product card

Wizware software comes color-coded for easy purchasing

NEW YORK—Wizware, a new line of computer software from Scholastic, will be supported by displays and packaging that are color coded for easy purchase.

The color coding helps purchasers find the software that is compatible with their home computer. Apple II Plus packages, for example, will be red. The age group for each program will be clearly indicated on the box, and convertible rack displays have been designed to accommodate a variety of store layouts, says Scholastic.

In addition to the Apple II Plus, programs are to be available for the Atari 400 and 800, the Texas Instruments 99/4A and the Commodore VIC-20.

Packaging And Displays—Circle No. 175 on product card

SELL THE SYSTEM THE



It's an Arcade System



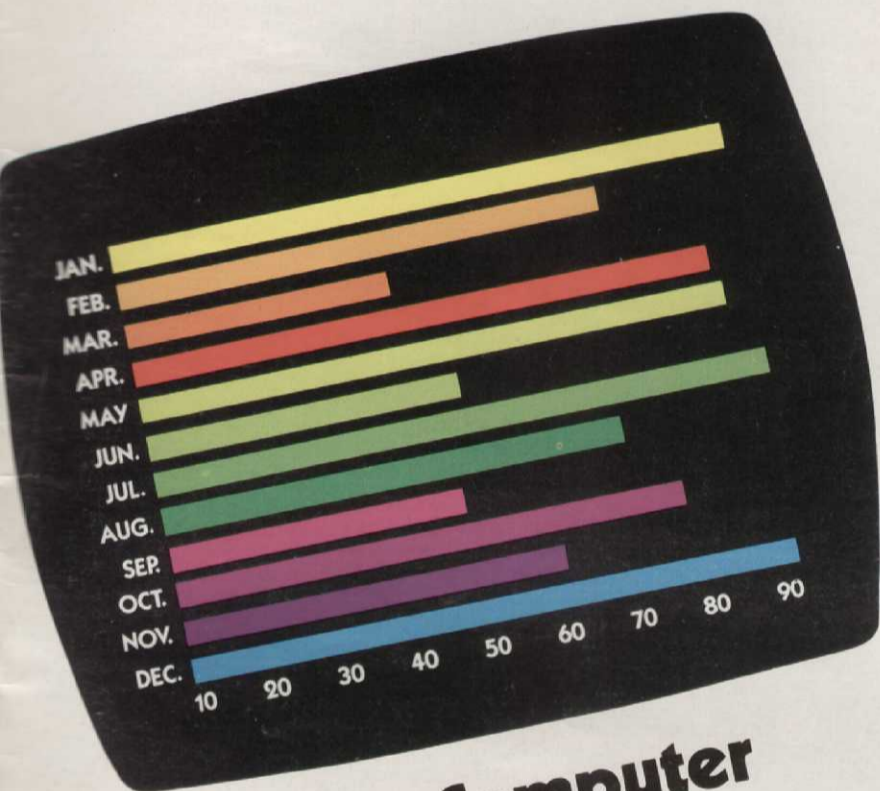
It's a Color TV

Atari® is a trademark of Atari, Inc.
ColecoVision™ is a trademark of Coleco Industries.

We've got two big hits of our own that will put you on the edge of your seat, "Condor Attack" and "Karate." Many more are scheduled for release in '83.



WHAT BEATS 'EM ALL!



It's a Computer

It's an Arcade System. The only thing the arcade games have that Ultravision doesn't have is a coin slot. This revolutionary new system doesn't just claim to duplicate the arcade experience...it surpasses it! And it's portable, A/C or D/C. Another plus is the 3 dimensional graphics, zoom, and other special visual effects. The unique built-in sound system simulates echo and reverberation for authentic reproduction of explosions, cheering crowds, music, etc. And, if you want, you can hear it all without disturbing others.

It's a Color TV. Better than most, with 2 independent systems to guarantee the sharpest resolution for the Computer/Game systems and TV viewing.

It's a Home Computer. When the game-playing is over and your ready for serious business, power-on to our optional Master Keyboard. Our state-of-the-art Microprocessor and the RAM packed (64K) internal components turn this baby into one of the most powerful personal computers on the market.



It's Ultravision™!

The games you can play. If you think coin-op arcade games are exciting, wait until you see the enthusiasm we develop with our dynamic visual effects. And if that's not enough, you can also play all Atari and ColecoVision™ compatible games through our external module. We've got two big hits of our own that will put you on the edge of your seat, "Condor Attack" and "Karate." Many more are scheduled for release in '83.

So...now you know why we say "Sell the system that beats 'em all!" And when you see Ultravision's advertising support for the '83 selling season, you'll want to join us. Give us a call or see us at the CES, booth 4606.

Ultravision™
 "Light years ahead of the rest."

ULTRAVISION, INC., 161 ALMERIA AVE., SUITE 100-E
 CORAL GABLES, FLORIDA 33134, (305) 446-0685
 Circle No. 72 on product card

HOW TO TAKE ON A FULL LINE OF VIDEO CUSTOMERS.



In today's booming video market, everyone's looking for something different.

Many people want the super-premium quality of Maxell HGX. So they can use their tapes over and over, and get a better picture at their machine's lowest recording speeds.

Others want Maxell's standard formulation. A lower-priced tape that produces a great picture under normal recording conditions.

And of course, some people need our VHS format tapes, while others require Beta.

Our point is simple. Unless you've decided to carry just one kind of video customer, don't carry just one kind of Maxell tape.

maxell
IT'S WORTH IT.

Maxell Corporation, 60 Oxford Drive, Moonachie, N.J. 07074

Circle No. 90 on product card