

COLECO VISION™



THE EXPANDABLE
VIDEO GAME/HOME COMPUTER SYSTEM



GAME CARTRIDGE COUNTER CARD DISPLAYS



#2495

COLECOVISION™ POINT OF PURCHASE DISPLAYS

We've designed several exciting, informative displays that'll show your customers at a glance why ColecoVision™ is the Video Game/Home Computer System of the future!

COLECOVISION™ FREE-STANDING DISPLAY #2495

Brings all the excitement of the arcade right onto your selling floor! In fact, it's styled to look just like a bigger-than-life arcade game. It's a real traffic builder with space provided for a working ColecoVision™ Console. You can use it with any color TV up to 19". Once you give your customers the opportunity to experience the superior graphic resolution and arcade quality game play of ColecoVision™, they'll want to buy!

The roomy 48" Wx36" Dx84" H display gives you plenty of space inside for a good stock of cartridges, plus Consoles and Expansion Modules. The top panel features selling information on the system's highlights, as well as full color graphic illustrations of a variety of the video game screens. The panels can be interchanged, to allow you to update as new cartridges become available. And, best of all, it can be assembled in minutes.

The ColecoVision™ Free-Standing P-O-P Display . . . it could be your highest volume "salesman" for ColecoVision™ systems.

COLECOVISION™ COUNTER CARD P-O-P DISPLAYS COLECOVISION™ DISPLAY

This colorful 19" counter card gives customers the key facts on the ColecoVision™ system . . . and still takes only minimal counter space! It's illustrated with renditions of actual game screens. The perfect display for compact areas.

GAME CARTRIDGE COUNTER CARD DISPLAYS

These imaginatively illustrated 8½" x 11" counter cards are themed to show the close tie-in between the actual arcade games and the Coleco home versions of them. They include selling information on the game and also alert customers of the systems (ColecoVision™, Atari® VCS or Intellivision®) for which Coleco has them available.

COLECO

THE EXPANDABLE VIDEO GAME/HOME COMPUTER SYSTEM

From the very beginning, people were excited about ColecoVision™. And it's easy to understand why. After all, no previous home video game system had ever been capable of so authentically reproducing the thrill and challenge of popular coin-operated arcade games.

The experts who initially tested it were impressed by its high-resolution graphics and precision game play. Consequently, by the time ColecoVision™ hit the market, it had already compiled a considerable amount of favorable publicity. Coleco's high-visibility national TV campaign reached millions of potential customers, making it an instant hit with the public.

Within the space of a few short months, ColecoVision™ has emerged as one of the most important new products on the home electronics market. It's achieved international renown as the system that brought the arcade experience home. We're gratified by this exceptional response. But we feel we've only written the first chapter of a long success story. Because the best is yet to come.

You see, the ColecoVision™ console is more than just a great game system; it's actually an ultra-sophisticated computer. And the advanced electronics that we designed into ColecoVision™ make it the first truly **expandable** video game/home computer system.

With the introduction of Expansion Module #1, ColecoVision™ has become the first competitive system that can actually accept cartridges made for the Atari® 2600 VCS™. This gives ColecoVision™ owners the ability to choose from the largest combined library of video games available. And that's only the beginning.

In the coming months, Coleco will be offering more and more "keys" to unlock the full power of the ColecoVision™ system. Foremost among these will be the module that converts ColecoVision™ into a powerful home computer with an advanced keyboard. Besides being the system that **plays** the most, ColecoVision™ will become the system that **does** the most, too.

Yet no matter how sophisticated the ColecoVision™ system becomes, we'll never lose sight of its initial purpose; to help people have fun. And everything that's a part of Coleco-



Vision™ will be fun to use, including our Home Computer module. Speaking of fun, let's talk a little about the variety of entertainment and excitement you can already offer your ColecoVision™ customers.

We've gathered the cream of the arcade game crop. Just for starters, the ColecoVision™ Game System comes packed with America's #1 favorite, **DONKEY KONG™**. It features heroic Mario™, the carpenter trying to save his lady love from the clutches of Donkey Kong™, the ape. Complete the rescue, and go on to two more challenging, completely different screens.

DONKEY KONG™ is typical of the precision game play and challenge built in to our new line-up of ColecoVision™ cartridges. Arcade favorites, sports games, casino games, strategy and fantasy games... you'll find them all here... and all hot sellers!

But what good would it be to offer great games if you didn't have great controllers to go with them? We're justifiably proud of ours. The basic controller is a trim, compact design featuring an 8-direction joystick for fast, precise moves, a 12-button keypad that lets you select game options and control game action, plus two side-mounted fire/action buttons.

We'll also be offering* two new and exciting controllers... the **ROLLER CONTROLLER** for full-field movement and a **SUPER ACTION CONTROLLER SET** (also sold individually) with a Super Responsive Arcade Quality Joystick. This gives the player even more precise control and exciting game play with ColecoVision™ sports and action games.

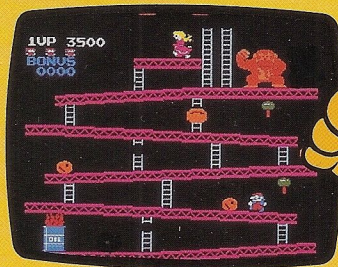
EXPANSION MODULES

(Each sold separately)

EXPANSION MODULE #1 gives ColecoVision™ customers and the millions of Atari® VCS™ owners the opportunity to enjoy the best of both worlds! When Expansion Module #1 is hooked up to a ColecoVision™ console, the full library of Atari® #2600 VCS™ compatible cartridges can be played. This includes VCS™ compatible cartridges by Atari®, Ac-



VISION™



Vision™, Parker Brothers™, Imagic™ and many others. Combine this with the selection of high-resolution ColecoVision™ cartridges available and the potential for fun is almost unlimited! Expansion Module #1 offers your customers the chance to choose from the largest combined library of games in the world!

EXPANSION MODULE #2 is the most driving excitement ever experienced this side of the Indy 500... only it can be enjoyed in the safety of your own family room! It comes complete with a steering wheel and accelerator foot pedal for driving and racing action they'll never forget! Also included as a bonus with Expansion Module #2 is the thrilling **TURBO™** by Sega® game cartridge, a hair-raising, heart-pounding timed car race with more than 40 vividly detailed roadway scenes!

EXPANSION MODULE #3* is our new **SUPER GAME MODULE**... and it's called that for good reason! It allows ColecoVision™ owners to play advanced Super Game Wafers. And if you think ColecoVision™ cartridges are exciting, wait 'til you see our Super Game Wafers. They capture all the subtle nuances of arcade games, right down to the intermissions and bonuses... these Super Game Wafers even do some things that you've never seen the arcade games do, including additional game variations! The **SUPER GAME MODULE** comes complete with a **SUPER DONKEY KONG™** Wafer that brings home the arcade experience with computer-age precision.

Naturally, we've got more expansion modules coming soon, including the Home Computer module, plus many other important developments waiting in the wings.

That's ColecoVision™. By making sure your customers have a lot to look forward to, we're also making sure that you'll be seeing a lot more of your customers... both now and for years to come!

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*AVAILABLE PENDING F.C.C. APPROVAL



EXPANSION MODULE #1



EXPANSION MODULE #2

*AVAILABLE PENDING F.C.C. APPROVAL



EXPANSION MODULE #3*

*AVAILABLE PENDING F.C.C. APPROVAL



SUPER ACTION CONTROLLER SET*

*AVAILABLE PENDING F.C.C. APPROVAL



ROLLER CONTROLLER*



WE'VE GOT THE WINNERS!

The hot licenses, the biggest arcade stars, they're all lining up to take their places in the COLECOVISION™ video game system library! **DONKEY KONG™**, and our other fast-selling arcade favorites are just the start of something big! See the sell sheets enclosed in this folder for an inside look at the big '83 line-up!

SUPER ACTION CONTROLLER SET*

(Also sold individually) Wrap your hand around the most advanced home video game control yet! The molded hand grip is designed for comfort and sure fit; the Super Responsive Joystick delivers arcade quality precision control and the Player-Select buttons give you instant control of up to 4 objects or characters on the screen. There's also a speed roller that lets you vary the tempo, plus a 12-button keypad for even more precise game control. It includes as a bonus, the COLECOVISION™ SUPER ACTION BASE-BALL CARTRIDGE (2491)

HIGH-SPEED ACTION? Just a roll away, with the new Coleco Vision™ **ROLLER CONTROLLER***, which includes a bonus COLECOVISION™ cartridge. Spin the Roller Controller for lightning-fast on-screen motion. (2492)

COLECOVISION

EXPANSION MODULE #1

Lets you play all Atari® 2600 VCS™ compatible cartridges on your ColecoVision™ Game System!



YOUR CUSTOMERS CAN PLAY THE BEST OF BOTH WORLDS!

Now ColecoVision™ owners can play all the new, hot arcade games made for the ColecoVision™ system and also enjoy the large selection of VCS™ compatible game cartridges made for the Atari® 2600 or Sears Video Arcade™. Expansion Module #1 lets them choose from the largest combined library of video cartridges available! Not only that... Expansion Module #1 will allow Atari® owners to upgrade their system to ColecoVision™ without having to discard their extensive collection of VCS™ compatible cartridges by Atari®, ActiVision™, Imagic™, Parker Brothers™ and many others.

It's so easy to use! Simply slide Expansion Module #1 into the expansion port of the ColecoVision™ console. No additional power source is needed. Expansion Module #1... it's the first giant step in the process of expandability that makes ColecoVision™ unique.

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COLECO VISION™

EXPANSION MODULE #2

Lets you play Arcade-Quality Driving and Racing Games on your ColecoVision™ Game System!



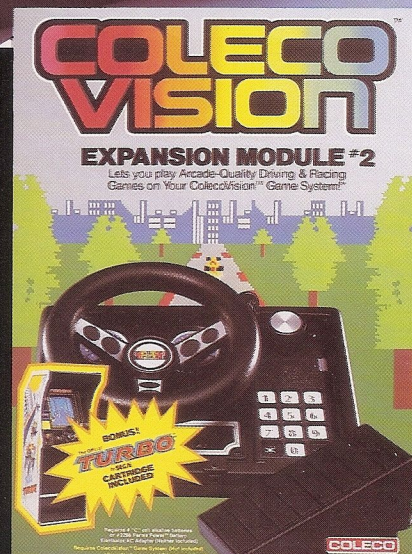
GET READY FOR LIFE IN THE FAST LANE!

EXPANSION MODULE #2 — Turn your ColecoVision™ Game System into the driver's seat of a high-performance race car! The module comes with a tabletop console that includes an arcade-style steering wheel and floor-operated accelerator foot pedal. The regular ColecoVision™ controller mounts in the driving module console and becomes the gear shift. The accelerator pedal can be stored neatly inside the console when not in use. Expansion Module #2 lets you experience the most exciting racing and driving games this side of the Indy 500 . . . in the safety of your home!

You control a high-performance car, speeding down the open road. There are more than 40 vividly-detailed scene changes as you go! Accelerate — change lanes — but watch out! While controlling the car's speed and direction, you've got to pass other racing cars, avoid treacherous obstacles, and still make it in record time!

Requires 4 'C' cell batteries or Coleco #2298 Perma-Power™ Battery Eliminator / AC Adapter.

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COLECO VISION™

SUPER GAME EXPANSION MODULE #3

Expands the memory capacity of your ColecoVision™ Game System to let you play even more realistic arcade games!



BONUS! Includes
SUPER DONKEY KONG™
 AND
SUPER GORF™
GAME WAFERS!

More than ever before, ColecoVision™ **EXPANSION MODULE #3** brings home the arcade experience with computer-age precision! This Super Game Module plugs right into the Expansion Port on your ColecoVision™ console and plugs you into a world of finer-than-ever game detail! After you've hooked it up, just slip in a Super Game Wafer and you're ready for the video game experience of a lifetime. Super Game Wafers capture every last detail of arcade games... the subtle nuances like "intermissions" and the special extras, too. You can even post the initials of the high scorers on the screen... just like in the real arcade games. In fact, they'll even do some things that you won't even see in the arcades, such as let you try your

hand at challenging new game variations.

EXPANSION MODULE #3 includes not one but two bonus wafers... a **SUPER DONKEY KONG™** by Nintendo® and a **SUPER GORF™** by Midway... both so true-to-the-arcade that you'll have to play them to believe them! We'll also be following these up within the next few months with seven additional vividly-detailed Super Game Wafers, plus many others to come.

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SUPER GAME WAFERS

for use with

EXPANSION MODULE #3

The Wafers That Do Everything Arcade Games Do
... And More!

#2623 Super
The Official



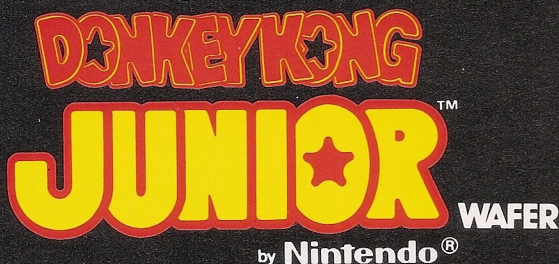
#2627 Super



#2645 Super
The Official



#2629 Super



#2648 Super



#2644 Super
The Official



#2630 Super



ColecoVision™ SUPER GAME WAFERS bring home the arcade experience with computer-age precision! When used with the new ColecoVision™ EXPANSION MODULE #3*, SUPER GAME WAFERS capture all of the detail of arcade games ... the subtle nuances like "intermissions" and the special extras, too. You can even post the initials of the high scorers on the screen. ... just like in the real arcade games. In fact, they'll even do some things that you won't see in the arcades, such as let you try your hand at challenging new game variations.

EXPANSION MODULE #3 includes a Super DONKEY KONG™ by Nintendo® WAFER, and we're introducing a line of these exciting new SUPER GAME WAFERS, starting with seven big winners,

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COLECOVISION™

ROLLER CONTROLLER

NEW! Now You're on the Ball For Even More Exciting High-Speed Action on Your ColecoVision™ Game System!



The fastest fun in home video enjoyment is just a spin away with Coleco's new Roller Controller! Just plug it right in to your ColecoVision™ console and you're ready for the kind of precise game control and speed that could previously only be found in the arcades. In games specially designed for the Roller Controller, its free-rolling control ball gives you a 360° field of movement in any direction you choose. Any direction you spin the ball moves your game character in the same direction. And the faster you spin the ball, the faster your on-screen character reacts.

Included as a bonus with the Roller Controller is the exciting new SLITHER™ game cartridge! It's an unforgettable encounter with deadly snakes and other creatures you must elude by maneuvering over a colorful desert landscape. And as you snake away from your serpentine pursuers, you must blast them out of existence before they corner you. Test your best moves with SLITHER™. Other exciting cartridges will be coming soon for use with the amazing Roller Controller.

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SLITHER™ © Century II
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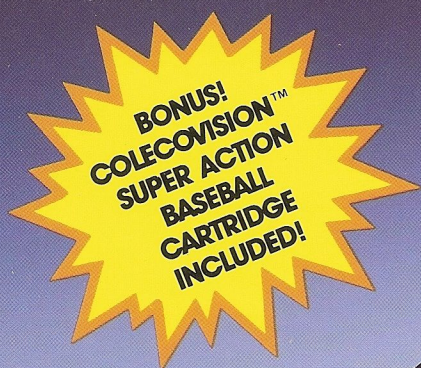


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COLECOVISION™

SUPER ACTION CONTROLLER SET

Hold the Winning Edge Right in Your Hand: Makes ColecoVision™ Sports and Action Games Even More Fun!



SUPER ACTION CONTROLLER SET

Experience the most dynamic action and precise game control that you've ever imagined! This set of two SUPER ACTION CONTROLLERS is designed with a special molded hand grip for sure fit and comfort. But that's just the beginning... they each feature a Super Responsive, arcade-quality 8-directional joystick for full-field movement. The special Speed Roller gives you extra control over onscreen character speed and the four multiple-use Player-Select buttons let you move up to four different characters or objects. The 12-button keypad gives you game play options and improved control, too.

In sports games, it lets you plan your strategies as if you were coaching the team and execute your plans with incredible

precision. And you can use these revolutionary controllers for any ColecoVision™ game cartridge that can be played with a joystick. You've got a new world of video game enjoyment right in your hands with the new SUPER ACTION CONTROLLER SET!

COLECOVISION SUPER ACTION BASEBALL

Authentic baseball action is right at your fingertips! You can play against an opponent or play it as a one-player game. Get your turn at bat, using all your major league skills! Hit, run, even steal bases, too! Out in the field, the ball's shadow helps you position your defense as you catch line drives, fly balls, grounders, and throw runners out. The scoreboard keep track of all the statistics, so it's batter up and P-L-A-Y B-A-L-L!!

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*Actual game screen may show variation from illustration above.

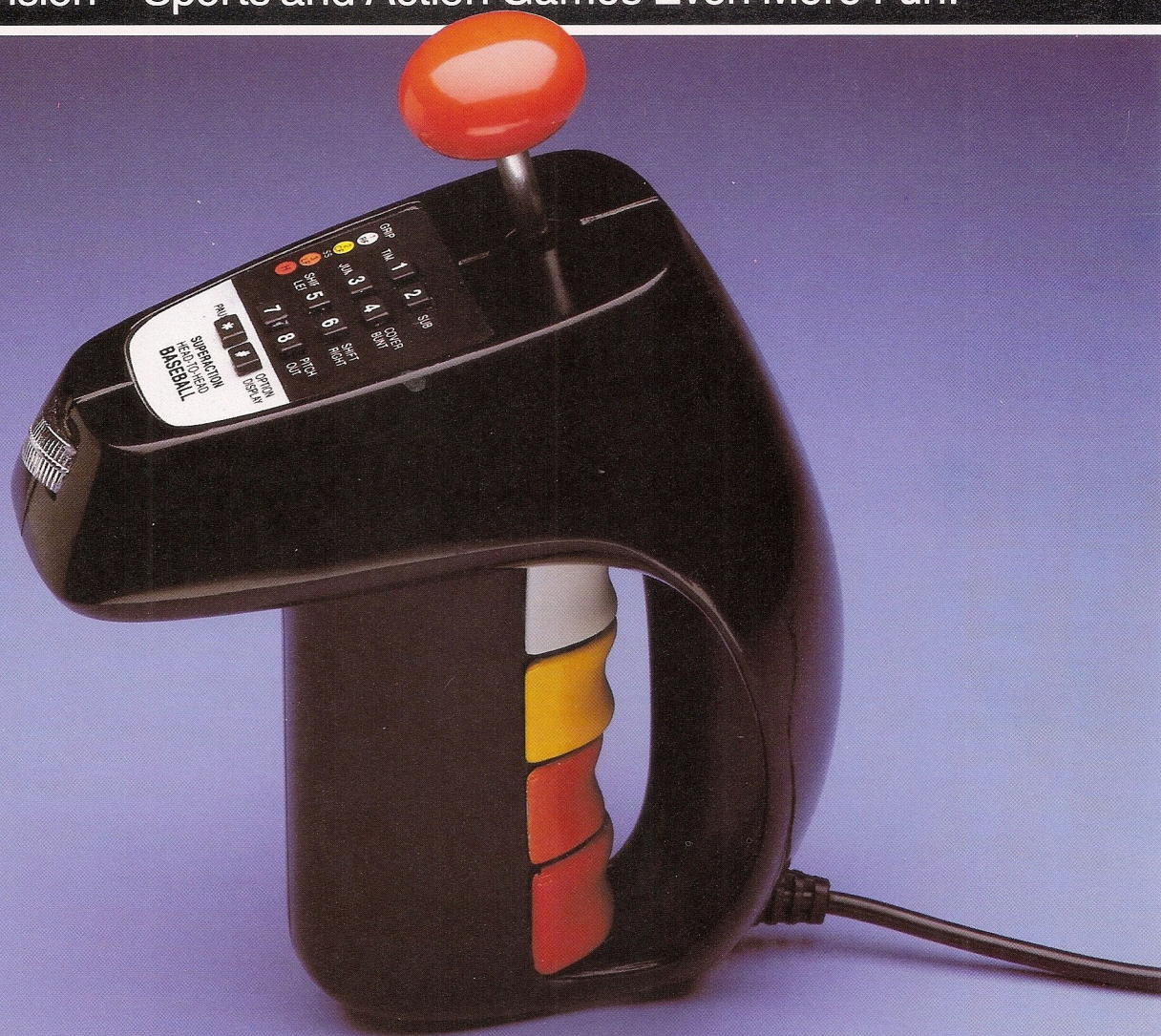


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The Official BUCK ROGERS™

PLANET OF ZOOM™

SEGA®

LICENSED
ARCADE GAME

TIME LEFT: ██ R01
SCORE 45000 UFO COUNT: 9 SECT 1



SPEED: 50

CAN YOU HELP BUCK ROGERS™ COMPLETE HIS MISSION?

Buck Rogers™ is out to save the galaxy, and only you can help him do it! Guide Buck Rogers™ ship at high speed, dodging the missiles and saucers that stream past you. You're the gunner and navigator as he attacks the alien mother ship over the Planet of Zoom™. Can you get him through?

*Actual game screen may show variation of illustration above.

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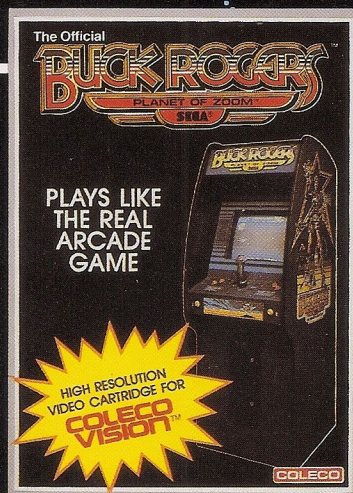
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A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

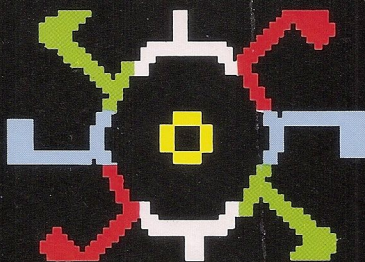
COLECO VISION™

COLECO



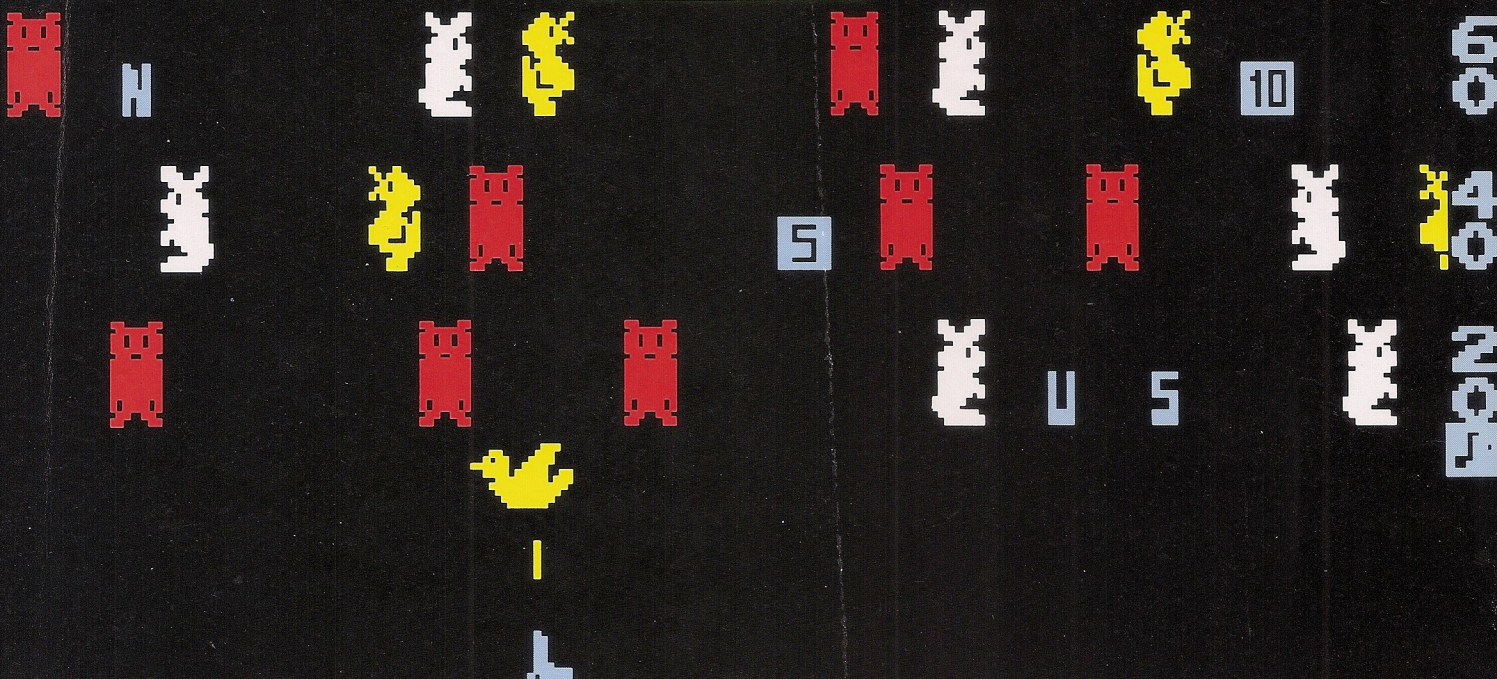
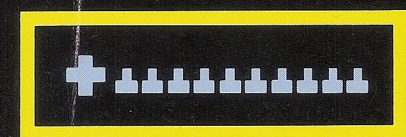
The Official CARNIVAL[®] by SEGA[®]

SCORE 1
4260



PIPES
500

BONUS
200



A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION[™]**

IT'S ANOTHER SURE-FIRE WINNER!

Hurry, hurry—try your luck! It's the closest thing to an old-fashioned shooting gallery. Ready... aim... fire! Test your marksmanship on a colorful promenade of moving targets, including rabbits, dancing bears, clay pipes and sitting ducks. But keep an eye on the ducks on the bottom row; they sometimes come to life and swoop down to eat from your limited ammunition supply! Your object: to shoot out all the targets before you run out of ammo. Are you game?

*Actual game screen may show variation of illustration above

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The Official
CARNIVAL[®]
by SEGA

PLAYS LIKE
THE REAL
ARCADE
GAME



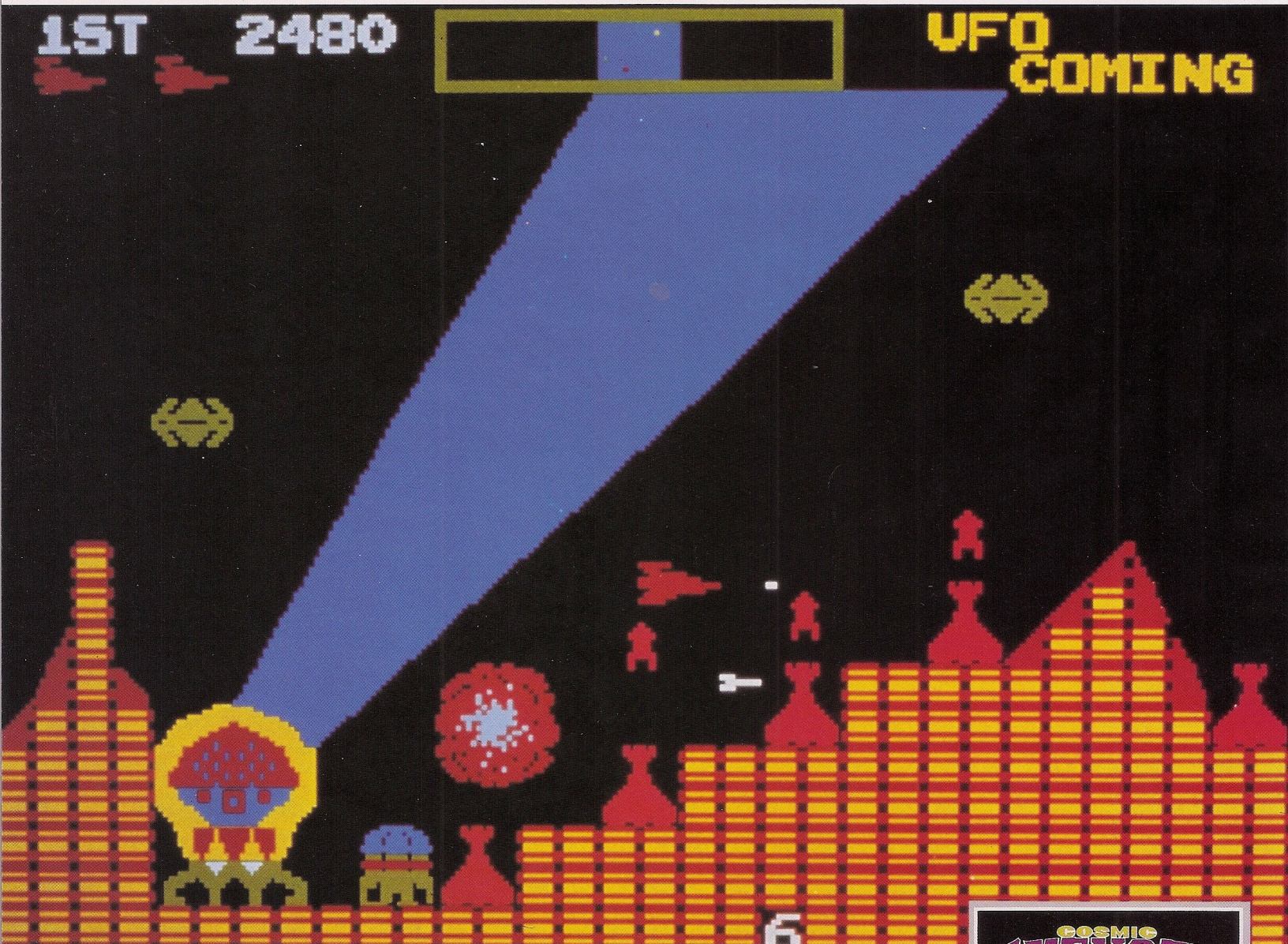
HIGH RESOLUTION
VIDEO CARTRIDGE FOR
**COLECO
VISION[™]**

COLECO

COSMIC AVENGER™

by UNIVERSAL

1ST 2480

UFO
COMINGA HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR
**COLECO
VISION™**

THE SPACE BATTLE GAME THAT'S OUT OF THIS WORLD!

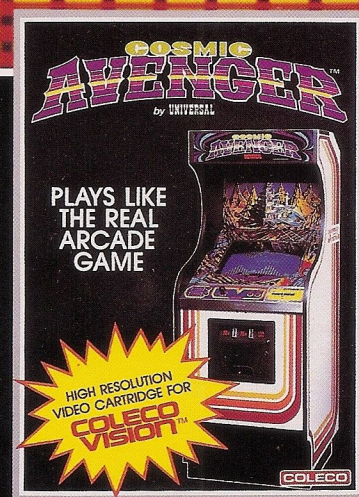
This futuristic battle game is fought between your ship and an advanced alien civilization. Maneuver your ship over complex, ever-changing enemy territory, firing as you go. Your goal? Destroy the enemy's installations while avoiding the relentless return fire! A dazzling challenge for lovers of space drama!

*Actual game screen may show variation of illustration above

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DESTRUCTION DERBY™

by **Exidy**™

LICENSED
ARCADE GAME

DRIVER 1 TIME
04 68

MORE
HARD-DRIVING
EXCITEMENT FOR
COLECOVISION
EXPANSION
MODULE
#2!



CRASH! SMASH! IT'S A BLAST!

Bump and disable as many cars as possible, making sure you avoid them once they're stalled, or you lose valuable time! Use the Expansion Module #2 steering wheel and accelerator foot pedal to maneuver and catch up to the crash cars, which careen crazily all over the screen. Fasten your seat belts for action, because in this game, the more cars you hit, the more points you score!

*Actual game screen may show variation from illustration above.

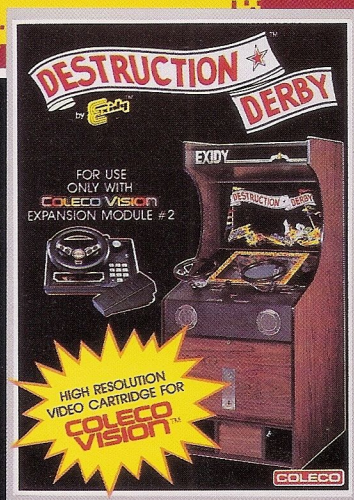
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A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

COLECO

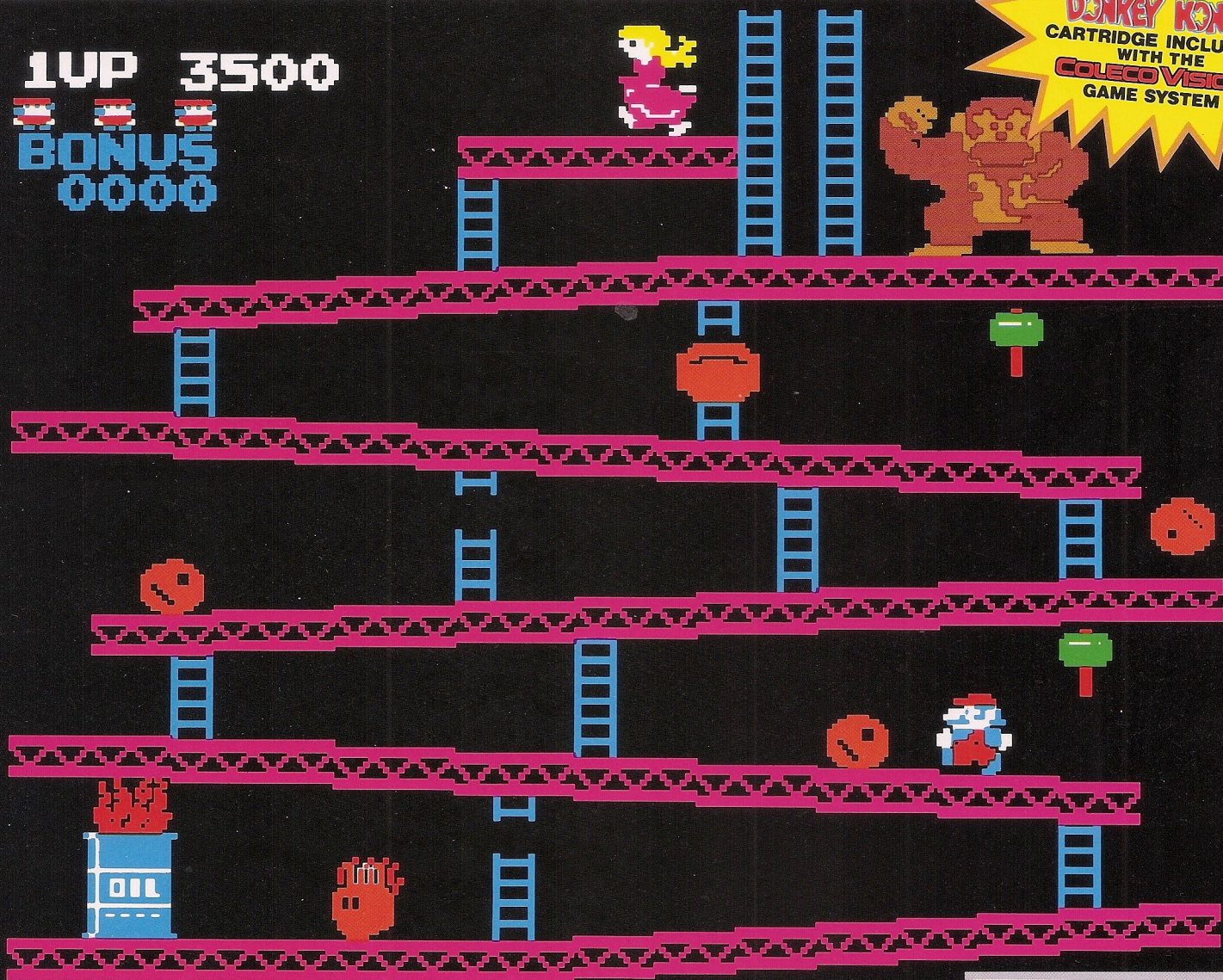


DONKEY KONG™

by Nintendo™

LICENSED
ARCADE GAME

1UP 3500
BONUS
0000



BONUS!
DONKEY KONG™
CARTRIDGE INCLUDED
WITH THE
COLECO VISION™
GAME SYSTEM

A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

YOUR CUSTOMERS WILL GO APE!

Mighty Donkey Kong™, the ape, has stolen Mario's girlfriend and taken her to the top of a steel fortress! Gallant Mario must get to the top to save her! You use the control stick to maneuver Mario across the girders and up the ladders. On Mario's way up, though, the ape throws barrels in his path to halt his progress, so use a side button to jump Mario over them. Can you help Mario rescue his damsel in distress? If you make it, you'll move ahead to two even more challenging screens.

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DONKEY KONG™
by Nintendo™

PLAYS LIKE
THE REAL
ARCADE
GAME



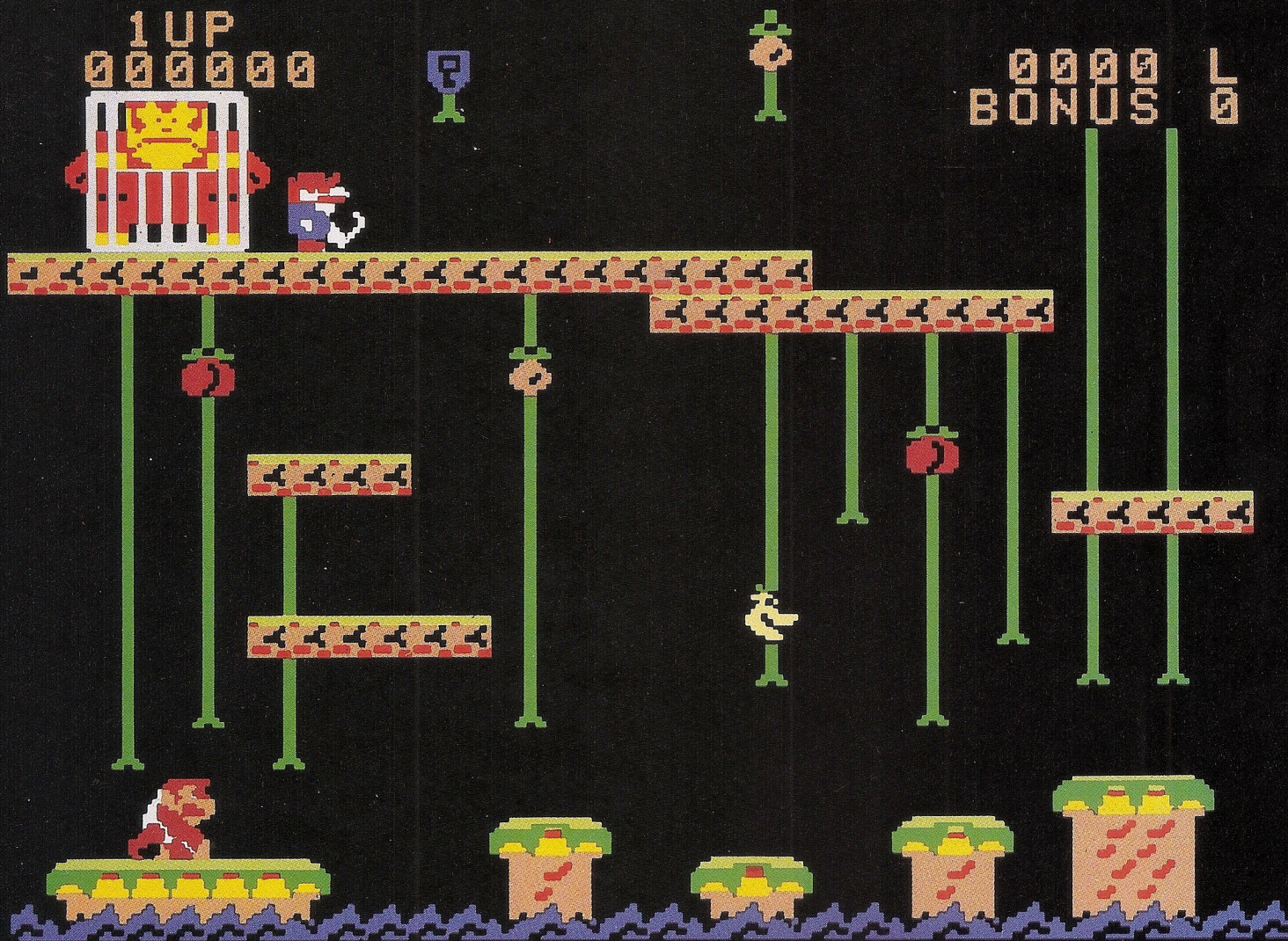
HIGH RESOLUTION
VIDEO CARTRIDGE FOR
COLECO VISION™

COLECO

DONKEY KONG JUNIOR™

by Nintendo™

LICENSED
ARCADE GAME



THE REVENGE OF MARIO™!

It's a different kind of rescue game! Mario's™ the villain who's got Papa Donkey Kong™ locked in a cage. Surrounded by snapping creatures, Donkey Kong Junior™ climbs and swings across vines to reach a special key. If successful, he advances to another screen and must pick up even more keys. He can earn extra points by plucking fruit to bonk his opponents, but his mission is to save Pop.

*Actual game screen shown

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FOR

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VISION™**

**DONKEY KONG
JUNIOR**

by Nintendo™

PLAYS LIKE
THE REAL
ARCADE
GAME

HIGH RESOLUTION
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VISION™**



DRACULA™

LICENSED
ACTION GAME

10F
00000



12:00
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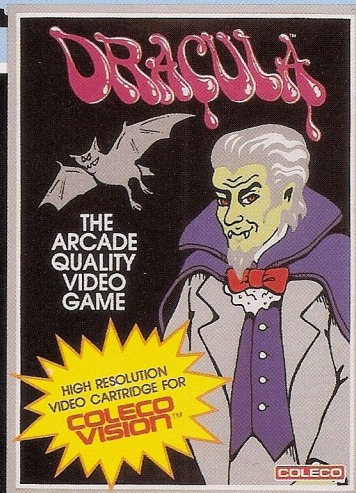
DRAC IS BACK AND ONLY YOU CAN STOP HIM!

So much fun, it's almost frightening! Dracula's loose in London, and you're the only detective who can halt his reign of terror! Defeat the monster and stop the horror! But be careful . . . the vampire count will use all his Transylvanian tricks to make you his next victim.

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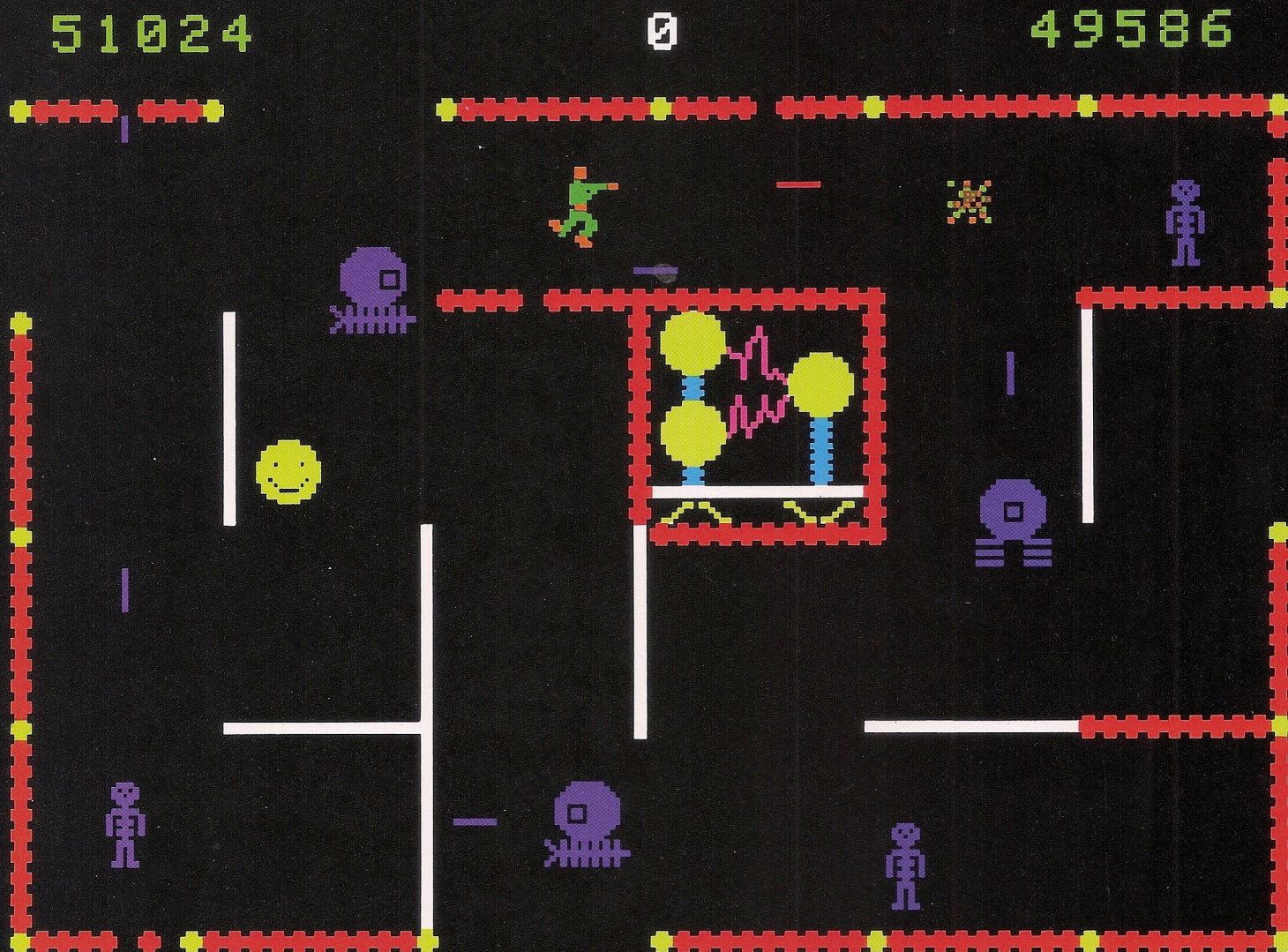
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FRENZY™

STERN®

LICENSED
ARCADE GAME



THIS GAME WILL DRIVE YOU BERSERK!

An exciting home version of the popular arcade favorite! The object is to have your humanoid shoot as many robots as possible and escape from the maze before Evil Otto™ catches him. You'll find two types of walls; one type lets you shoot right through them, but the other is reflective and sends your own shots back to zap you! There are two different robots to battle, and Evil Otto™ will pursue your humanoid at lightning speed! Can you handle this mind-boggling challenge?

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A HIGH RESOLUTION
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FOR

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PLAYS LIKE
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GAME

HIGH RESOLUTION
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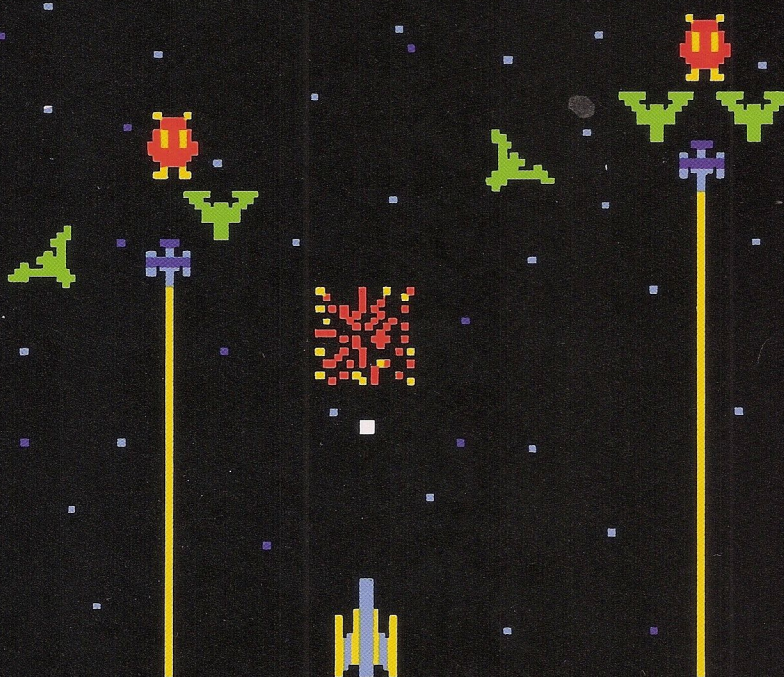
COLECO

GORF

LICENSED
ARCADE GAME

by MIDWAY

MISSION 2



LASER ATTACK

IT'S FIVE SPACE GAMES IN ONE!

Prevent the evil robot Gorf™ from conquering the entire galaxy! Defeat one fleet, and Gorf™ sends another! First, wipe out the Astro-Invaders. Succeed, and you'll battle a laser-firing fleet and diving robot ships. The next mission: facing deadly Galaxians™! Survive this far, and meet expanding robot ships that materialize from a space warp. Defeat them and go on to the ultimate challenge . . . a duel against the Gorfian™ flagship! It's five different games on one cartridge.

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FOR

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COLECO

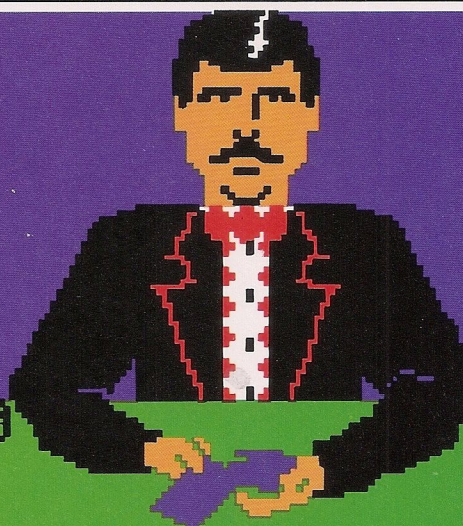
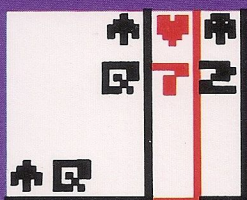
GORF
by MIDWAY

PLAYS LIKE
THE REAL
ARCADE
GAME

HIGH RESOLUTION
VIDEO CARTRIDGE FOR
**COLECO
VISION™**



COLECO

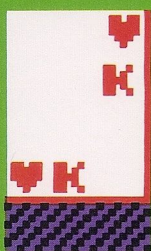
**KEN
USTON****BLACKJACK
POKER**

500

650

400

550


PLAYER 1
 245830

PLAYER 2
 303600

PLAYER 3
 182400

PLAYER 4
 263700
IT'S ALL IN THE CARDS!

You're right at the game table in this high-stakes game: A fresh deck is opened, and the dealer distributes the cards for one to four players. Will you "hit" or stand "pat"? Maybe you'd like to try your hand at poker — just name your game! An evening of "cards" was never this exciting before!

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A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

KEN USTON
BLACKJACK/POKER

ALL THE EXCITEMENT
OF A REAL CASINO!



HIGH RESOLUTION
VIDEO CARTRIDGE FOR
**COLECO
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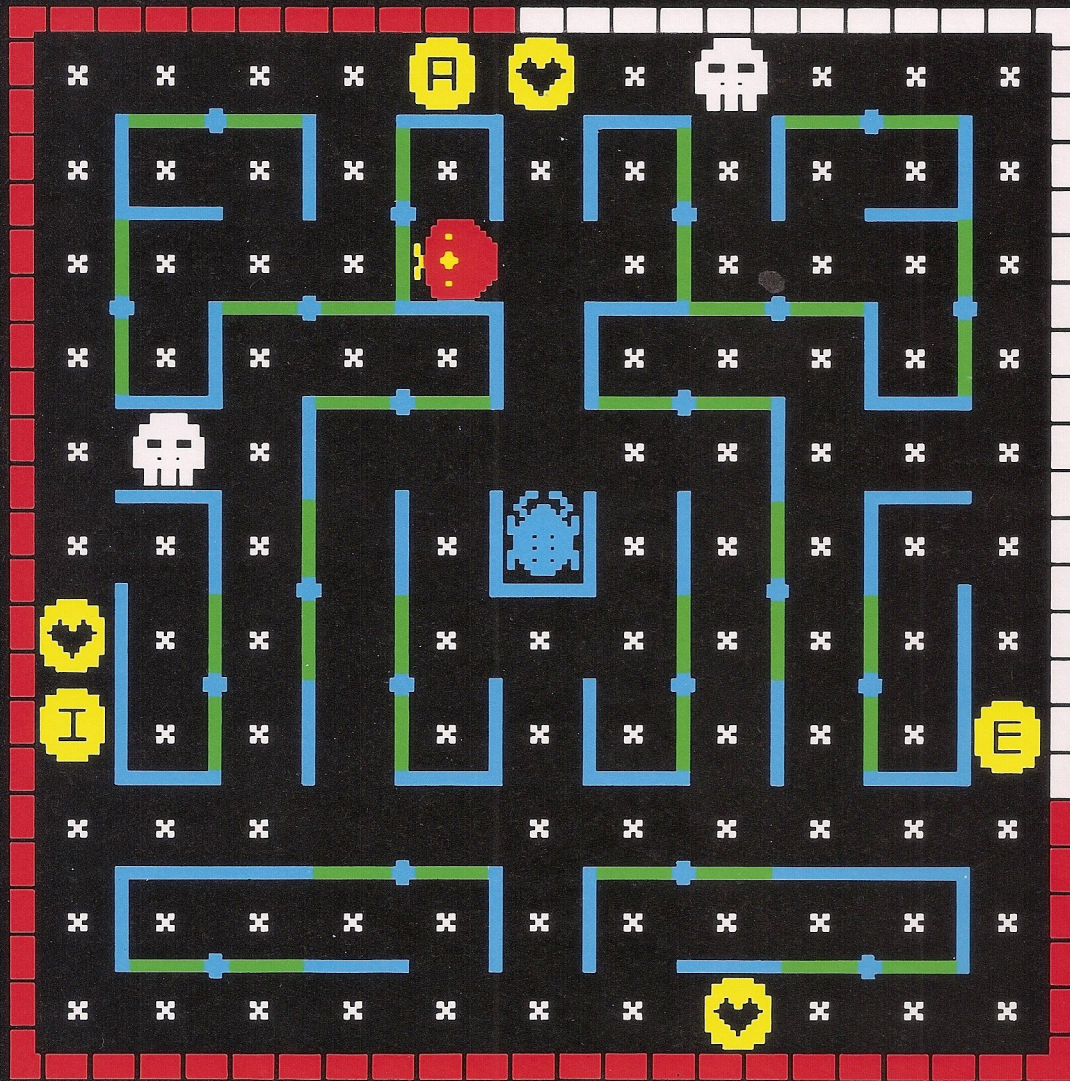
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LICENSED
ARCADE GAME

Lady Bug™

by UNIVERSAL



SPECIAL

EXTRA

2x 3x 5x

PLAYER 1
6400

L1



A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

COLECO
VISION™

DRIVE THEM BUGGY WITH LADY BUG™!

You're in control of a hungry Lady Bug. Using the control stick, help her traverse a tricky maze, gobbling up dots and letters. But watch out—also in her path are poisonous skulls and creepy bugs that chase her! Help her dodge these insidious insects by passing through turnstile-like doors, but hurry up or they'll sneak right through to continue the chase! It's up to you—will Lady Bug gobble up all the dots and move to another maze, or will she become one of the bad bugs' breakfast?

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Lady Bug™
by UNIVERSAL

PLAYS LIKE
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ARCADE
GAME



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VIDEO CARTRIDGE FOR
COLECO
VISION™

COLECO



442301

FLIGHT #1
GATE OPEN

766598



THE SKY'S THE LIMIT!

Get ready to loop, climb and dive your way on a dangerous airborne mission unlike any other! While dodging rising air balloons, you must release the gate controls secured inside a flight terminal. Once you've opened the gates, test your flying accuracy through an unearthly maze ridden with menacing enemies. It takes a real pro to reach "THE END"!

*Actual game screen may show variation of illustration above

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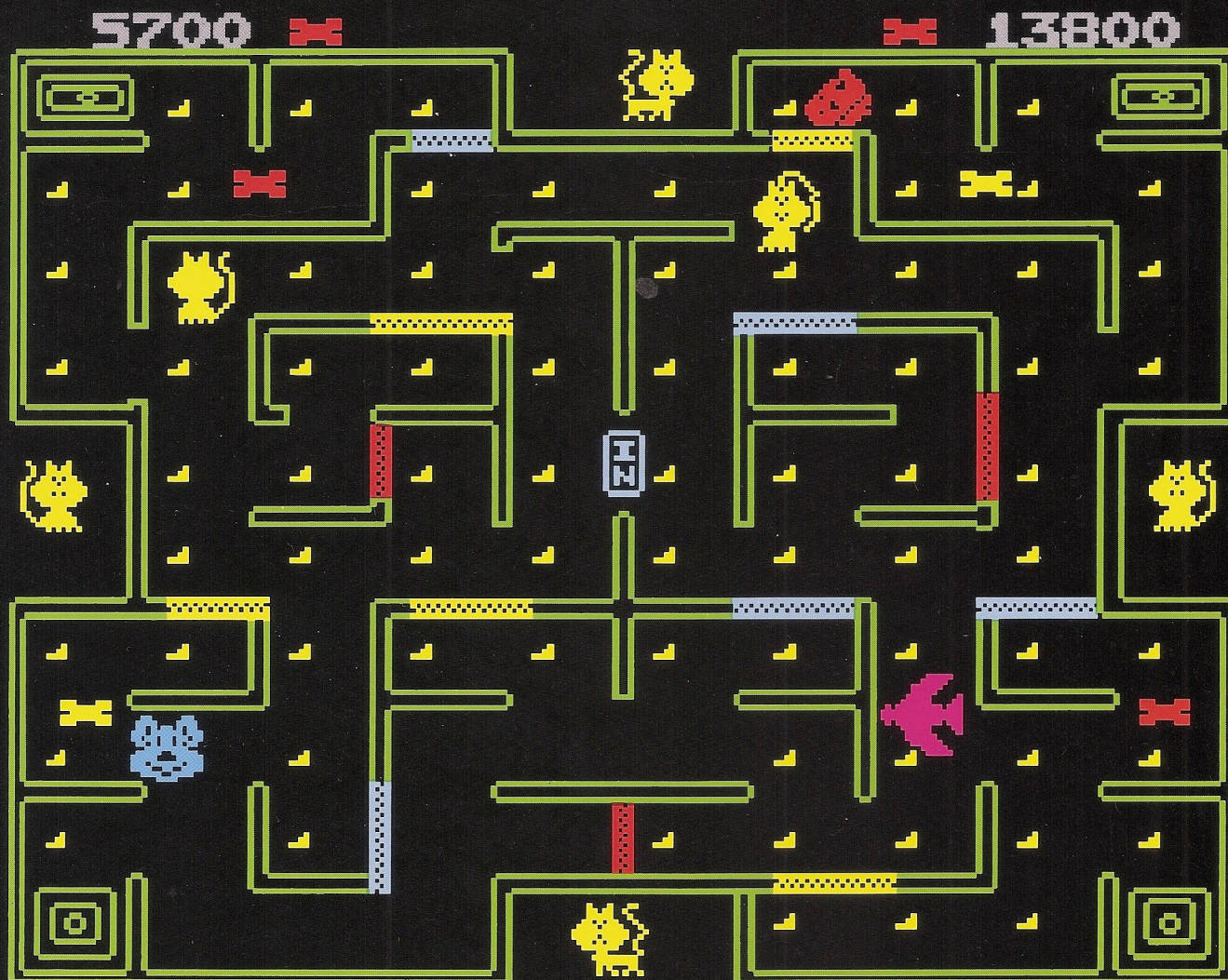
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Exidy's

MOUSE TRAP™

LICENSED
ARCADE GAME

A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

THE WILDEST CAT 'N MOUSE GAME!

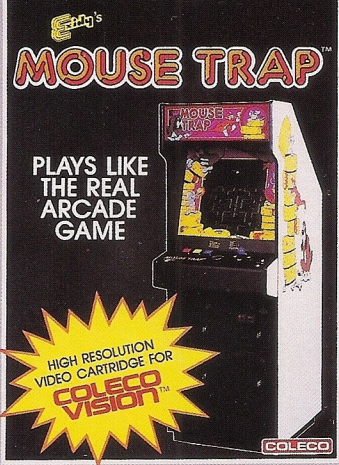
You're the brains behind a speedy mouse, zipping his way along a tricky maze, eating cheese bits. He has to eat and run, though, thanks to a posse of hungry cats. By eating bones, our rodent-on-the-run can temporarily change into a dog, turning the tables on the cats to score extra points. You can also open and close doors to change the maze and protect your little friend, but watch out for the hawk! It's up to you — will the mouse make it through, or become a snack for the cat or the hawk?

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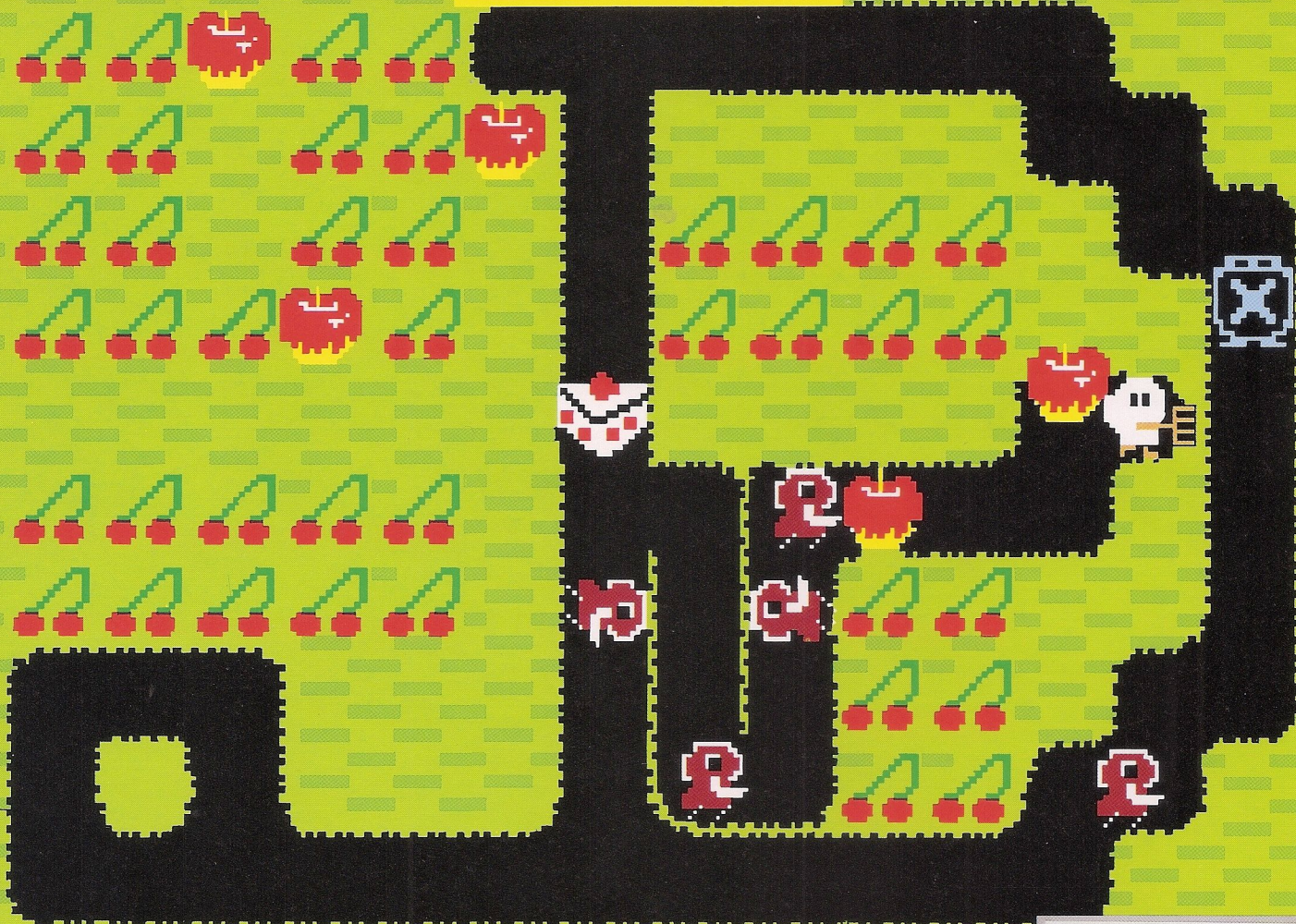


Mr. Do!

LICENSED
ARCADE GAME

15T000100

E T R A

SCENE
1

IS LIFE JUST A BOWL OF CHERRIES?

Mr. Do!™ needs your help to harvest the goodies in his orchard. Sounds easy, right? Wrong! Evil Badguys chase him every step of the way. Mow a path to the cherries and start picking . . . have Mr. Do!™ throw his Power Ball to eliminate some of his pursuers. More Badguys just keep right on coming, though, so push apples down to squash them flat! It takes skill, strategy, speed and planning to clear out the orchard, get special bonuses and advance to an even more challenging orchard screen.

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Mr. Do!
by UNIVERSAL

PLAYS LIKE
THE REAL
ARCADE
GAME

HIGH RESOLUTION
VIDEO CARTRIDGE FOR
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VISION™



COLECO

PAPA SMURF'S™

Treasure Hunt

LICENSED
ACTION GAME

PLAYER 1 ●●●●●●●● 450



JOIN A SMURF™ TREASURE HUNT!

The Smurf™ village is having a treasure hunt. Choose your favorite Smurf™ character, then send him to find the treasures. Beware of running into troubles along the way. Start by taking your hero out of the village in a car through the forest. Check for clues along the way. It sounds simple, but there are all kinds of dangers in your path. Once you find all the treasures, a party begins.

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FOR

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COLECO

Pepper II™

LICENSED
ARCADE GAME

by **Exidy**™



A MAZE GAME WITH A NEW ZIP!

Have a maze-crazy time guiding Pepper™ around a track, zipping rooms shut to earn points and treasures. Keep a close watch for vicious Roaming Eyes and a Zipper Ripper. Enclose a room containing a pitchfork and temporarily turn Pepper™ into an Eye-catching devil that eliminates opponents and stuns the Zipper Ripper for a few seconds. Lead Pepper™ through four mazes to earn a super bonus! It's zipping good fun for the fleet-fingered!

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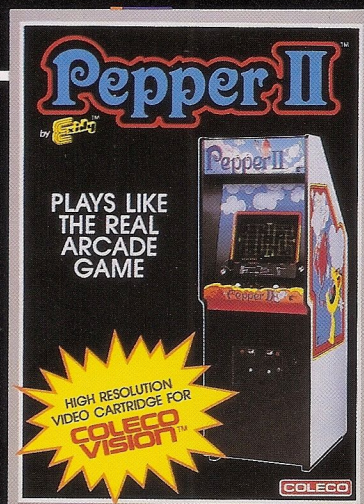
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A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR
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VISION™**

COLECO



ROCKY™

SUPER ACTION BOXING

5000



1500

08

USE THE
SUPER ACTION
CONTROLLERS
WITH THIS
CARTRIDGE



CHAMPIONSHIP BOXING ACTION!

Experience boxing as if you were right in the ring! Exciting action and incredible player control help you be the champ! Stage your own video slugfests competing against another player or battle it out one-on-one against the ColecoVision™ computer. Whichever way the decision goes, ROCKY™ SUPER ACTION BOXING is a knockout every time.

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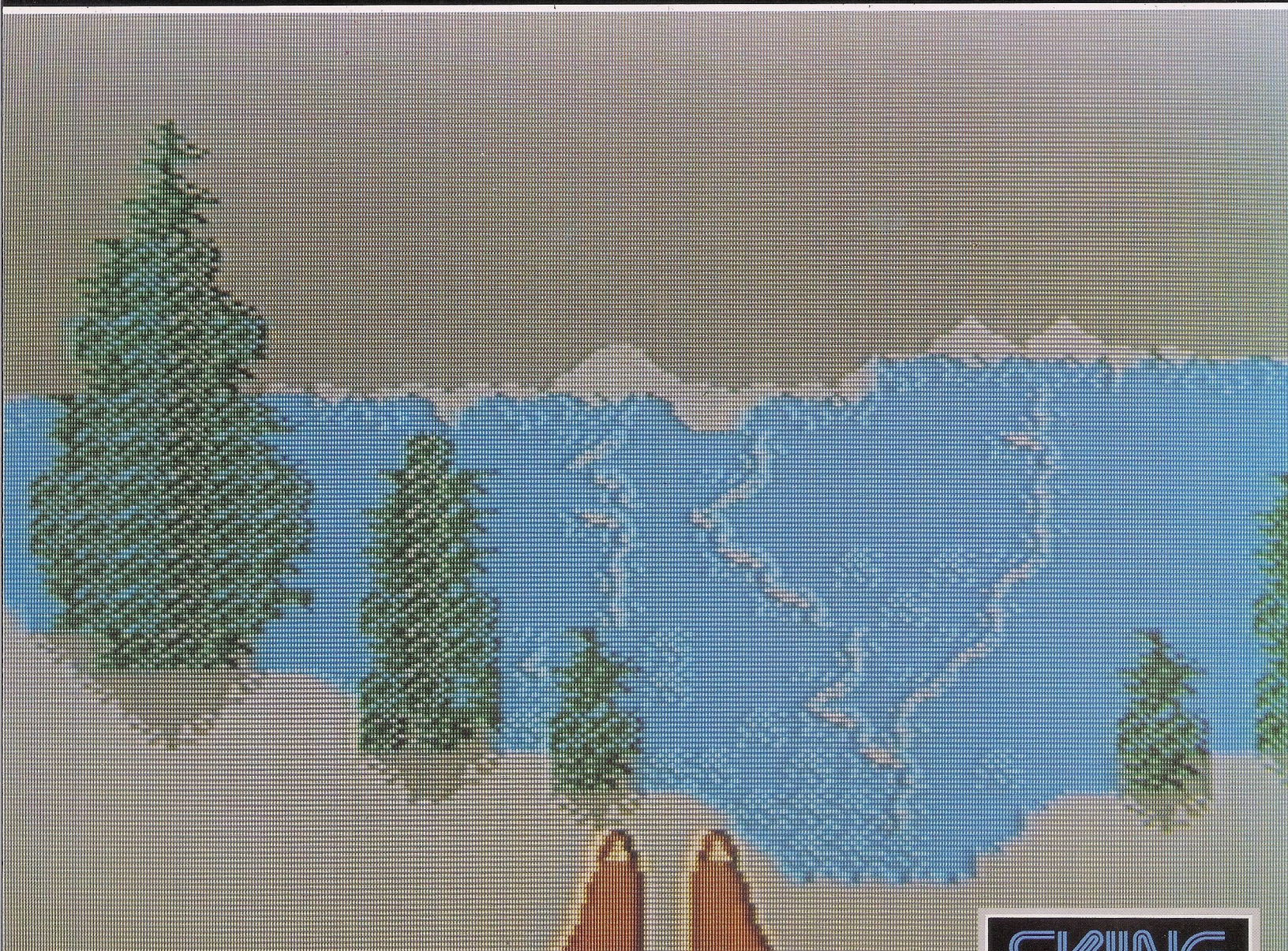
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SKIING



GET THE THRILLS WITHOUT THE CHILLS!

Coordination is vital in this fantastic 2-in-1 game cartridge that will test even the best hot-dogger! Schuss down open mountainsides in "SKI TRAILS" or swerve your way through the challenging "SLALOM" course. Either way, you get the real feeling of being on the slopes, because you see your ski tips in front of you as the scenery zips by at breakneck speed. It takes split-second timing to avoid the trees and tricky moguls, but watch out for the other skiers, who'll sometimes turn wildly across your path!

*Actual game screen shown

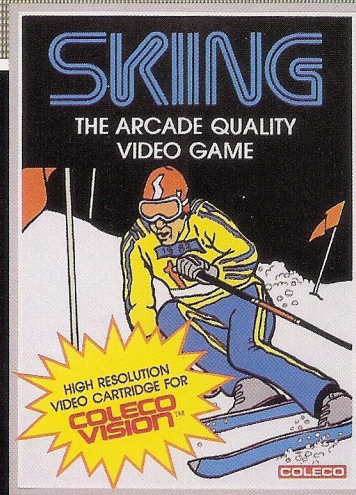
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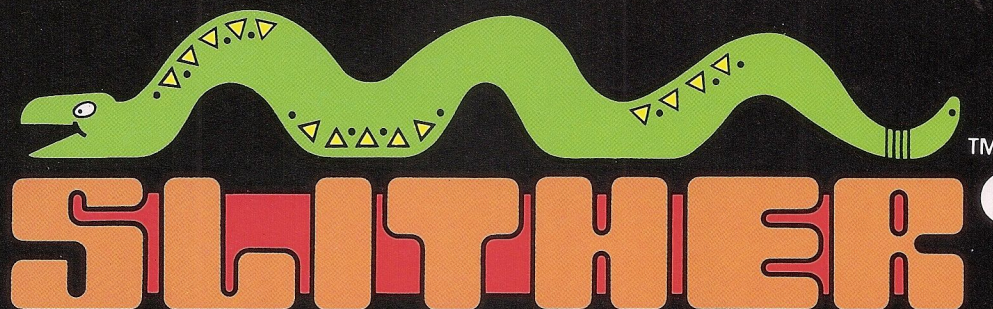
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SLITHER™

by Century II

PLAYER 1 420000 BONUS 0000

INCLUDED
WITH
COLECOVISION™
ROLLER
CONTROLLER

**WRIGGLE YOUR WAY OUT OF THIS ONE!**

It's you and your Roller Controller against a desert full of slithering, squiggling snakes; plus cactuses and other strange creatures. You can shoot the snakes, but if you don't blast them completely out of existence, they'll divide into little snakes and try to corner you! You've got a fighting chance to elude them, because your Roller Controller lets you maneuver in any direction . . . anywhere on the colorful desert landscape screen! How long can you snake away from your serpentine pursuers?

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SMURF™

LICENSED
ACTION GAME

Rescue in Gargamel's™ Castle (Peyo)



5

PLAYER 1

00

ENERGY



A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

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IT'S MORE THAN JUST KID STUFF!

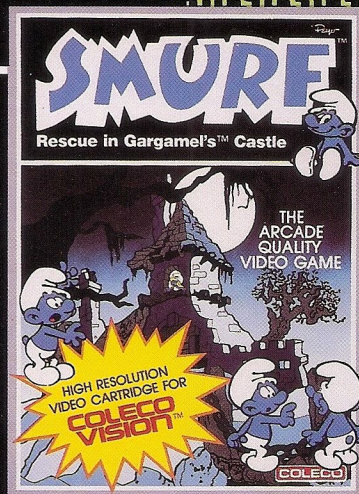
The true-blue Smurf™ shows his colors as he attempts to rescue Smurfette™ from the dank depths of Gargamel's™ castle. Walk him along the countryside, through stalagmite-ridden caves and other treacherous terrain on his way. Help him avoid low-flying birds and nasty insects — jump him over scary obstacles to save Smurfette™. It's up to you to make his mission successful, but it's not as easy as it looks. Good luck!

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The Official SPACE FURY™

by SEGA®

LICENSED
ARCADE GAME

PLAYER 1 BONUS PLAYER 2
285000 1500 110000



A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

BATTLE THE MEANEST ALIEN YET!

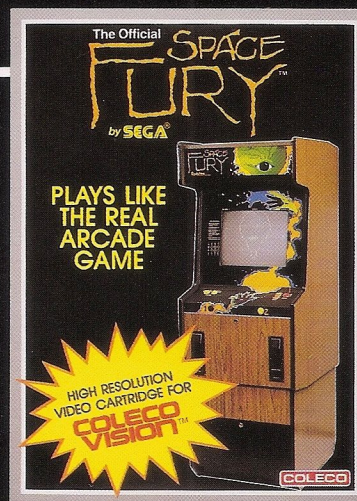
Meet the dreaded Alien Commander, whose fearsome face appears on the screen, challenging you to battle! His scouts zoom in; maneuver your fighter to blast them before they combine into a larger ship and shoot deadly fireballs. Then, dock with a mother ship to add the firepower necessary to fight it out with waves of cruisers and destroyers! How long can you hold off the furious forces of the Alien Commander?

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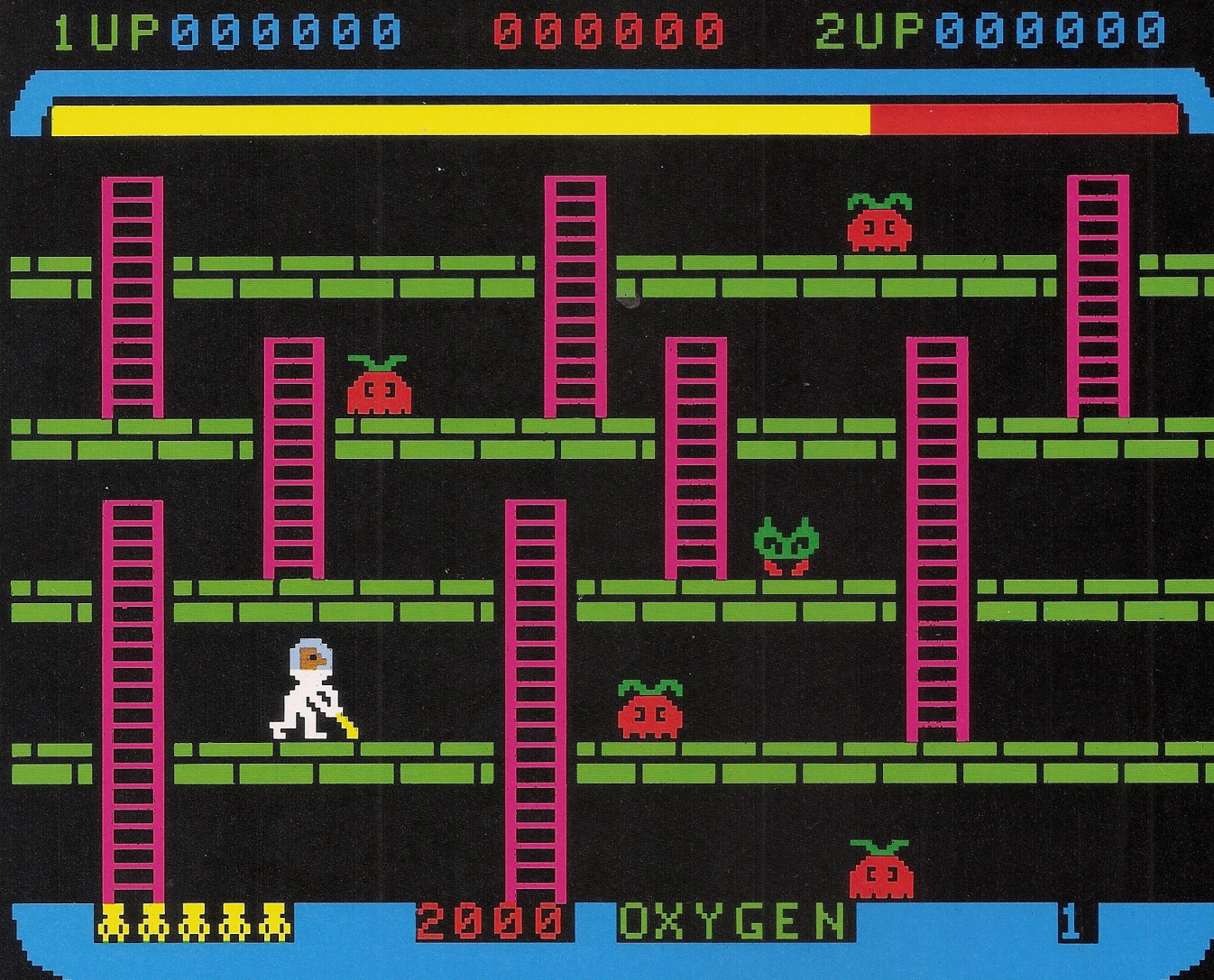
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SPACE PANIC™

by UNIVERSAL



A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

IT'S THE NEW SPACE RACE!

Your mission: eliminate the dreaded Space Monsters by racing your Spaceman along the floors of a giant girder structure. Climb up or down ladders from floor to floor, or leap through the holes for a quick descent, but don't let the Monsters attack your Spaceman! If you should defeat one of the Monster hordes, a more dangerous attack will follow! Can you defeat the Space Monsters before time is up?

*Actual game screen may show variation of illustration above

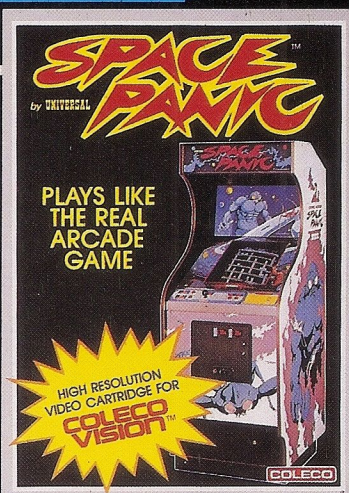
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The Official

SUBROC™

by SEGA®

LICENSED
ARCADE GAME
 PLAYER 015200
 ONE

 RD 1


 A HIGH RESOLUTION
 VIDEO GAME CARTRIDGE
 FOR

**COLECO
VISION™**

THE ULTIMATE AIR/SEA BATTLE GAME!

Skim your SUBROC™ fighter craft along the ocean's surface to fight it out with aggressive, elusive enemy ships. Avoid the torpedoes and depth charges they launch at you, then blow them out of existence! Then, climb to the stratosphere for high-flying dogfights with flying saucers and missile-firing spaceships. Maneuver up, down, left and right at amazing speed as you battle your way through a spectacular display of day, night, dawn and dusk combat scenes.

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SUBROC™
 by SEGA®

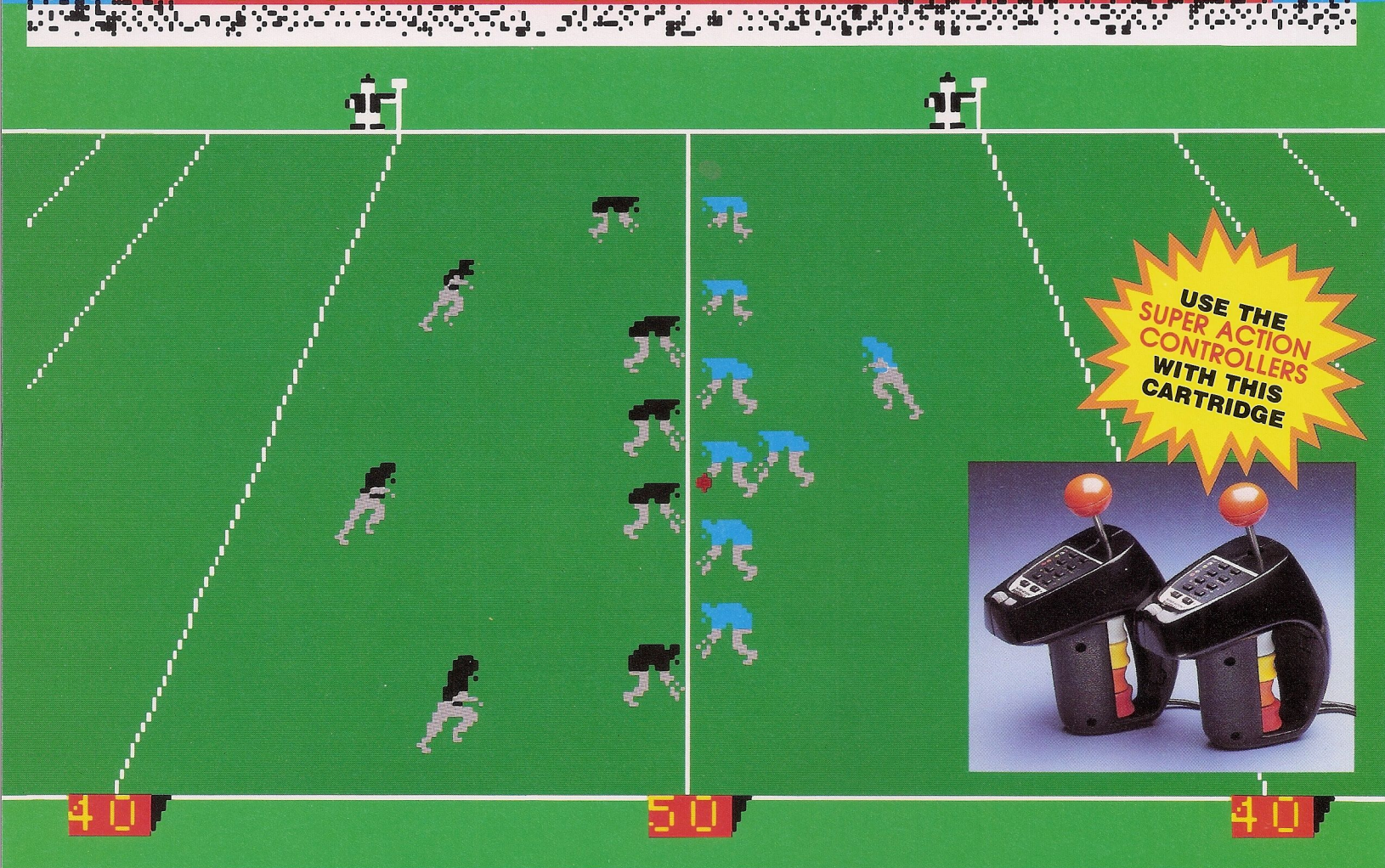
 PLAYS LIKE
 THE REAL
 ARCADE
 GAME

 HIGH RESOLUTION
 VIDEO CARTRIDGE FOR
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VISION™**

COLECO

SUPER ACTION football

	1	2	3	4	
HOME	07	07	07		14:22
QUISTOR	00	10	10		



MONDAY NIGHT QUARTERBACKS, THIS IS YOUR GAME!

All the action and strategy of the real game! Captain your team and control your backfield against all opponents. Pass, kick and run for first downs and high yardage gains—you'll hear the crowd scream while you push toward the goal line! Plan strategies—intercept—score that touchdown! It's the perfect game for Monday night quarterbacks—any day of the week!

*Actual game screen may show variation from illustration above.

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A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

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Sword and the Sorcerer™



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ENTER THE ENCHANTED CITY!

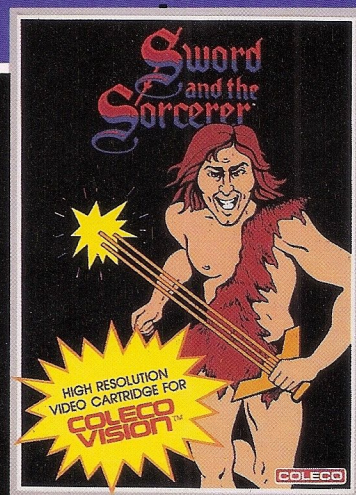
It's a magical multi-screen adventure! Help brave TALON™, wielder of the magic sword, rescue the fair ALANA™ from the evil sorcerer XUSIA™ and his allies. Fight your way past an evil king's soldiers to breach the gates of the magic city. Then, seek out a hidden key to get you into the sorcerer's foreboding castle. First, you'll have to battle frightening creatures in a dank tunnel. And once you put the key in the grate, TALON™ must race against time to save the lady . . . and himself . . . from XUSIA'S™ lethal serpent!

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TAC/SCAN

by SEGA®

LICENSED
ARCADE GAME

NEW FOR '83!

A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

COMMAND A SPACE SQUADRON!

You're the formation leader of a band of spaceships, hurtling through a hostile corridor of the galaxy! Boldly direct your squadron into battle, changing course at lightning speed to avoid the heavy enemy fire that comes from every angle. Use the combined firepower of your whole squad to eliminate the opposition. You can even add spaceships to the formation or replace ones you've lost... but your supply of these reinforcement ships is limited! If you defeat the initial wave of enemy craft, you'll test your flight skills by attempting to safely maneuver through a perilous Space Warp Tunnel.

*Actual game screen may vary from illustration shown above.

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Tarzan™

NEW FOR '83!

IT'S A JUNGLE OUT THERE!

Practice up on your Tarzan™ yell, because it's your turn to help the famous Ape Man save his jungle friends! Only you can guide him through the deep, dark, danger-ridden jungle, swing him safely across lethal waters, and give him the right moves to fend off and eliminate the evil intruders. Watch out for the hunters' weapons, deadly jungle beasts and other obstacles, but remember—one false move and you'll perish in the jungle!

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VIDEO GAME CARTRIDGE
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TimePilot™*

LICENSED
ARCADE GAME

NEW FOR '83!

A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

**COLECO
VISION™**

A FLIGHT . . . AND FIGHT . . . THRU TIME!

The barriers of time are at your fingertips . . . but you'll have to earn your wings first! You'll battle it out with aircraft from every era since the dawn of aviation. First, a wave of ancient biplanes pick away at your sleek jet. Destroy them all, and face faster World War II monoplanes and bombers. Your next dogfight is with modern-day helicopters, armed with deadly homing missiles. If you defeat them, you'll go up against today's sophisticated jet planes! The ultimate air duel is with UFO's from the future, with fearsome weapons. Will time be on your side?

*Actual game screen may vary from illustration shown above.

TIME PILOT™**

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TUNNELS & TROLLS™



CAPTURE THE FANTASY!

Escape for a while in this role-playing game of monsters, heroes and dungeons for one to four players. Enter a mysterious dungeon full of uncharted hallways and hidden chambers in search of glittering treasures. But the coast is far from clear — you'll have to fight an assortment of underground uglies that guard the treasure, using an ingenious mix of your wits, weapons and magic spells, too!

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TUNNELS & TROLLS

THE
ARCADE
QUALITY
VIDEO
GAME

HIGH RESOLUTION
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VISION™**

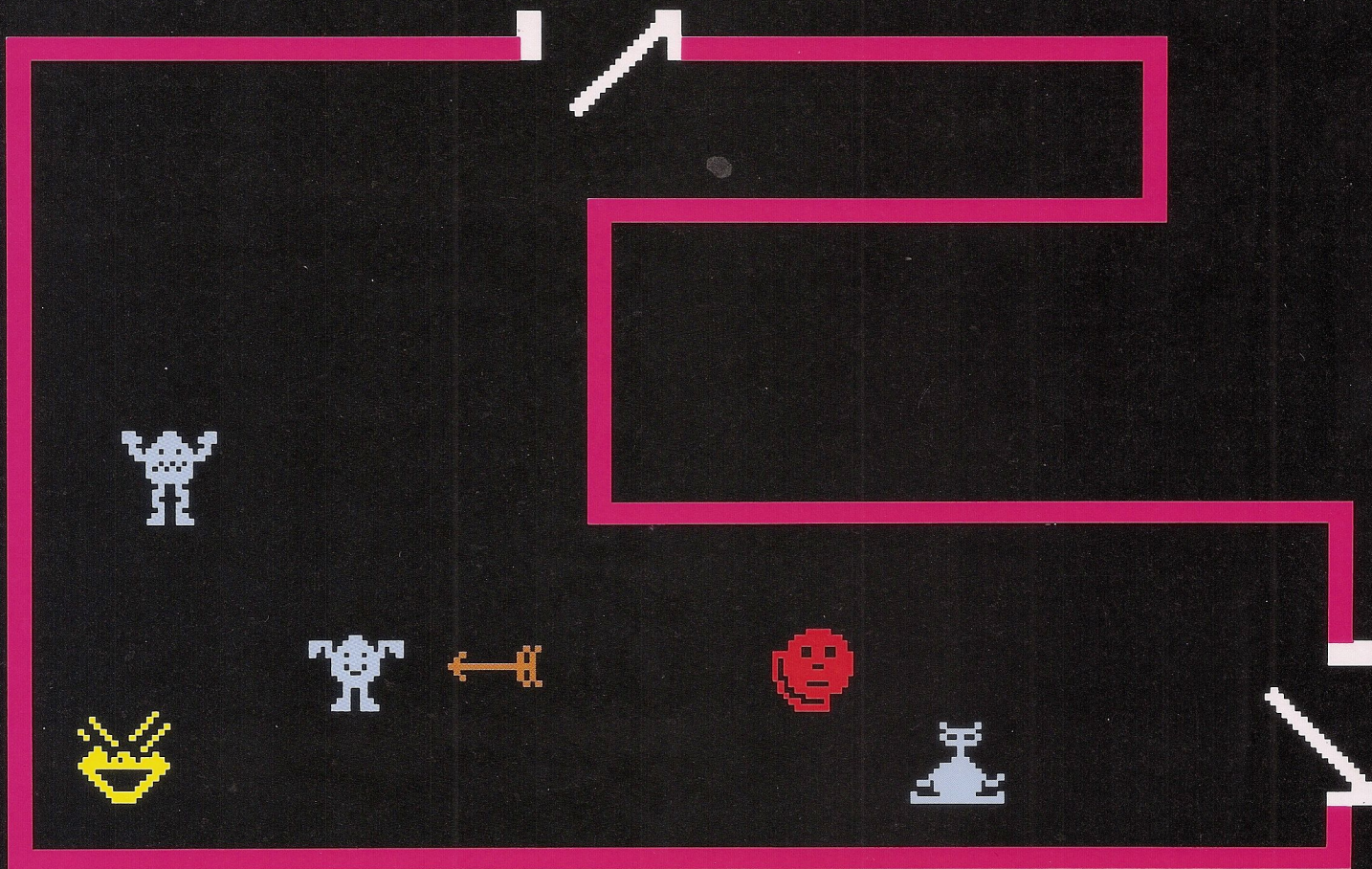
COLECO



LICENSED
ARCADE GAME

540
▲▲▲

GOBLIN ROOM
7



A HIGH RESOLUTION
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FOR

**COLECO
VISION™**

A BOLD TREASURE HUNT FOR DARING ADVENTURERS!

Lead Winky™, the spunky little explorer, into a dungeon containing treasure-filled rooms. The treasures are protected by an assortment of nasty monsters, and Winky™ must shoot them with his bow and arrows to claim the booty. If he is successful, the treasure hunt moves on to yet another room, with more treasures and more scary monsters. The more Winky™ ventures, the more he gains!

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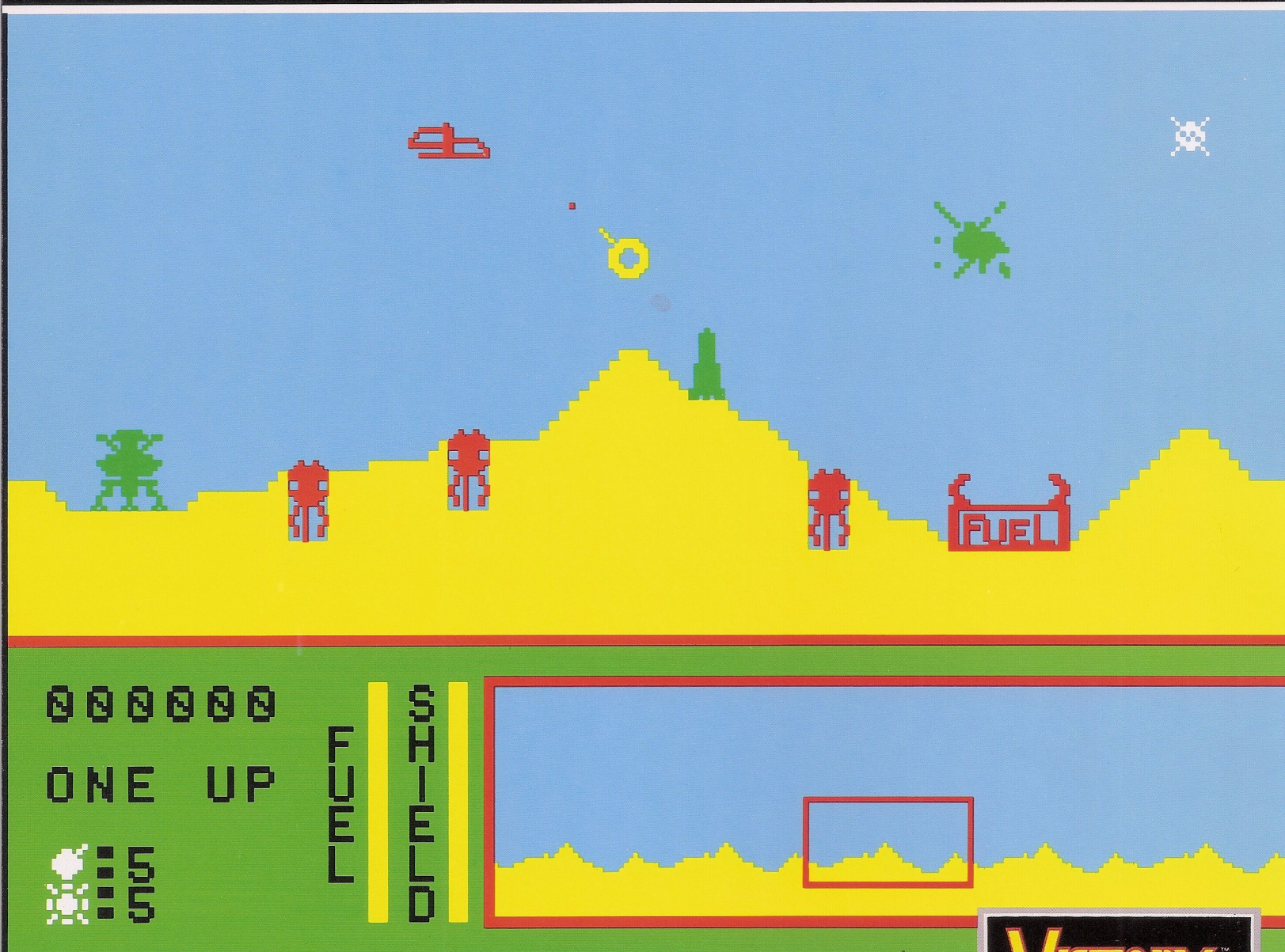


COLECO

VICTORY™

by Exidy™

LICENSED
ARCADE GAME



BLAST YOUR WAY TO VICTORY™!

You're in command of a Battlestar! Spin and fire in any direction to defend your planet against alien ships that try to get past you and drop paratroopers. You must stop them before they release the deadly quarks from their underground bunkers! Fire your lasers, put up your shields, or use your Doomsday Device, but be careful — your weapons supply is limited! As your skills grow, the challenges grow. Make VICTORY™ yours!

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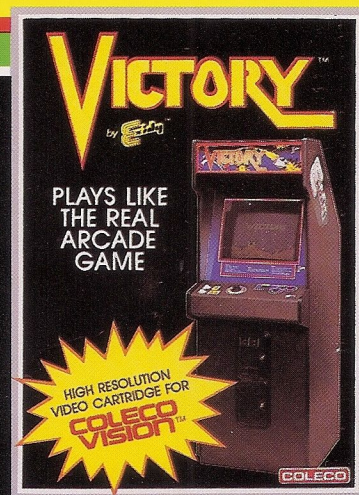
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A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR
**COLECO
VISION™**

COLECO



Wild Western™



LICENSED
ARCADE GAME

PLAYER-1
014230



SADDLE UP FOR A SHOOTOUT!

Help law and order prevail on the electronic frontier! Outlaws are out to ambush the train. You're the Sheriff who can stop them with your faithful horse, trusty six-shooter and your wits! You can't shoot over the train, but you can fall back and get the bandits from behind, or gallop on ahead of the train and shoot back over the shoulder at 'em! The Sheriff can go across the tracks or up on top of the train. There's a special bonus screen if you defeat those ornery sidewinders!

*Actual game screen may show variation from illustration above.

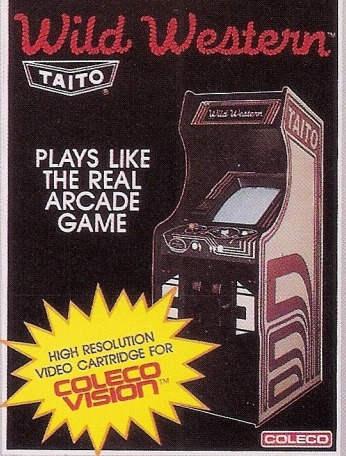
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A HIGH RESOLUTION
VIDEO GAME CARTRIDGE
FOR

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VISION™**

COLECO



WIZARD OF OZ™

NEW FOR '83!

DO YOU KNOW THE WAY BACK TO KANSAS?

Oh, no! Dorothy and Toto are trapped in the Land of Oz, and Dorothy wants to get back to Auntie Em and the farm! Help her get to the Emerald City and the great Wizard of Oz, her only hope for a return trip home. Dorothy and her friends encounter all kinds of dangerous obstacles, Oz-Land style, including the feared Monkey Men and the Wicked Witch. Will she ever get back home? This ColecoVision™ cartridge brings one of the most beloved stories to life on the screen . . . and you control the action!

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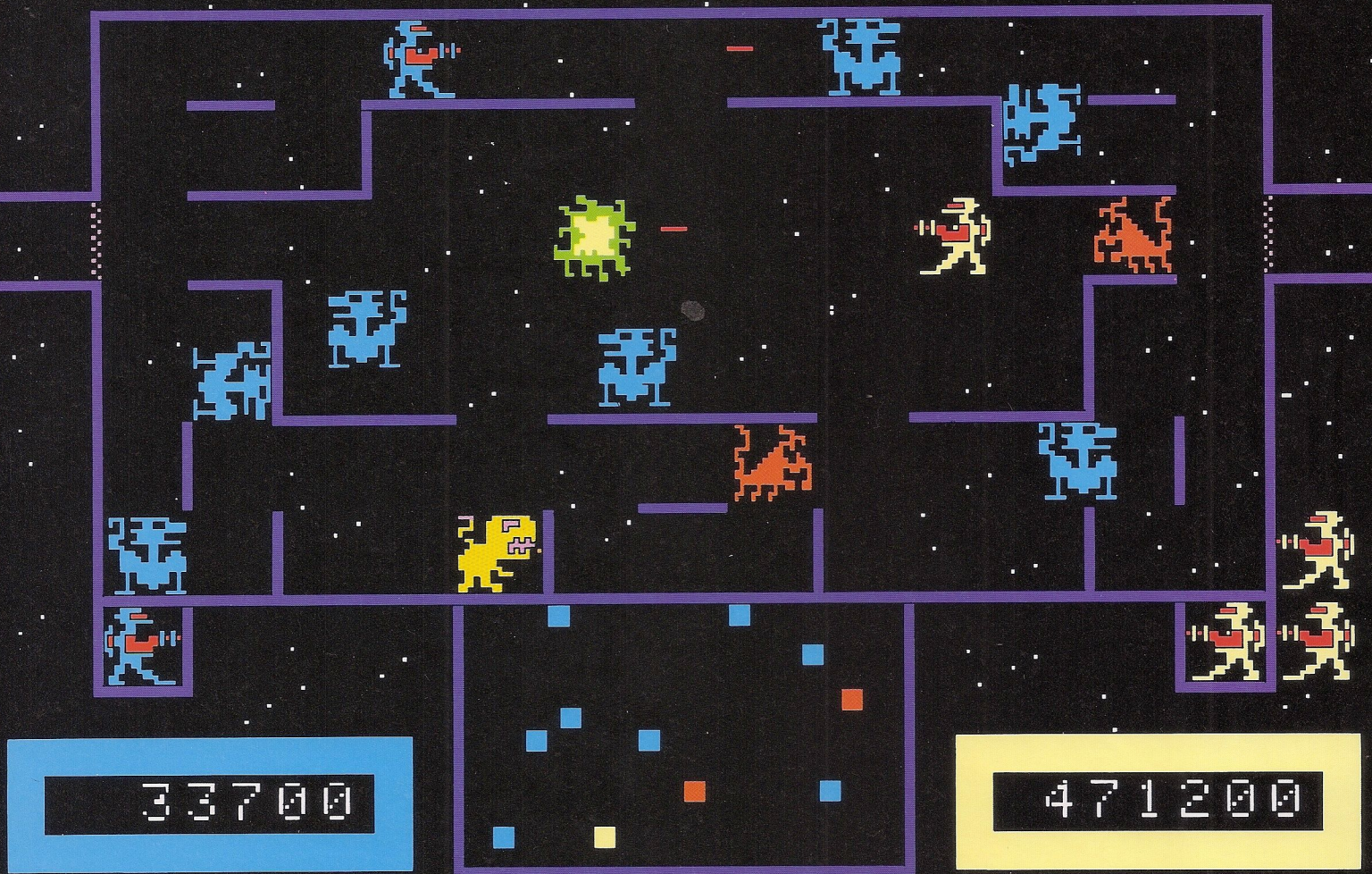
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VISION™**

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Wizard of Wor™

by MIDWAY



THE ARENA

YOU'RE OFF TO SHOOT THE WIZARD!

Enter the dreaded dungeons of Wor! Your first mission is to outshoot and vaporize the Burwors in the mazelike dungeons. Then, your Warrior must destroy visible and invisible Garwors and Thorwors. Use the radar screen to find them. Shoot down the winged Worluk before he gets out through the escape tunnels. The final chilling show-down is with the Wizard himself!

*Actual game screen may show variation from illustration above.

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Wizard of Wor™
by MIDWAY

PLAYS LIKE
THE REAL
ARCADE
GAME

HIGH RESOLUTION
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VISION™**



COLECO

The Official

ZAXXON™

by SEGA®

LICENSED
ARCADE GAME
 281900
 2ND098750


FUEL

 A HIGH RESOLUTION
 VIDEO GAME CARTRIDGE
 FOR

COLECO VISION™

A NEW DIMENSION IN VIDEO SPACE!

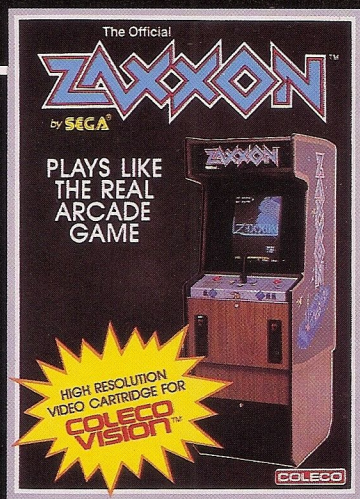
An adventure in state-of-the-art video gaming, this breathtaking 3-dimensional space battle game is light years ahead of the others! Your futuristic spaceship zooms over alien asteroids and dives down to attack enemy installations. Navigate over treacherous walls, dodge enemy fire, avoid the force fields and survive to face a final showdown with the mighty Zaxxon™ robot!

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COLECOVISION™

SERVICE

A NEW NATIONWIDE NETWORK OF SERVICE DEALERS KEEPS THE ACTION GOING FOR YOUR CUSTOMERS...AND FOR YOU!

Even the best electronic products are only as good as the service behind them. And here at Coleco, we're proud of our record of backing up quality products with quality service. So, when we started to put together our service team for ColecoVision™ and other Coleco electronic products, we were pretty careful about who we'd let take care of them. Now, after an extensive search, we've appointed two independent multi-unit service dealers to spearhead the new national customer and consumer service program.

The two highly-respected service organizations we've chosen are Sales and Service Corporation of America (SASCOA), headquartered in Fairfield, CT, with 30 service centers across the country and American Trans-Video (ATV), headquartered in Los Angeles, CA, with outlets throughout the state. Their coordinated efforts will enable consumers to have all Coleco video electronic items promptly and efficiently serviced in convenient regional locations. They will handle ColecoVision™ hardware and all Coleco software for ColecoVision™, the Atari® 2600 VCS™ and Intellivision®.

Coleco's comprehensive new service policy provides assistance for both the consumer and the dealer. A toll-free number 1-800-842-1225 will assist both parties. Each service dealer will carry a full line of parts and peripheral electronic items. Products that are under warranty and beyond the warranty period will receive the same type of quick attention and dedication to detail.

While SASCOA and ATV give us a solid service base, they will not be the only two companies involved in the nationwide service network. Other quality-oriented organizations will be added as necessary and within a short time, over 80% of the country will have service dealers in place.

Why are we so particular about establishing a top-flight national service network? Because we feel that if we design our games to be second to none, we couldn't settle for a service program that would be anything less. And besides, isn't keeping both the consumer and the dealer satisfied really the name of the game?

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Intellivision® is a trademark of Mattel, Inc.



Address all service correspondence to:
Coleco Industries, Inc., 1511 Black Rock Turnpike, Fairfield, Ct. 06430
Nationwide Service number: 1-800-842-1225

IF YOU THINK THAT
COLECO ADVERTISING AND PROMOTION
WERE EFFECTIVE IN '82...

THE BEST
IS YET
TO COME!

COLECO '83: NON-S

ColecoVision™, the first arcade quality home video game system, was an instant success! A sell-out!

And the same combination of heavy media dollars and exciting new commercials will insure instant

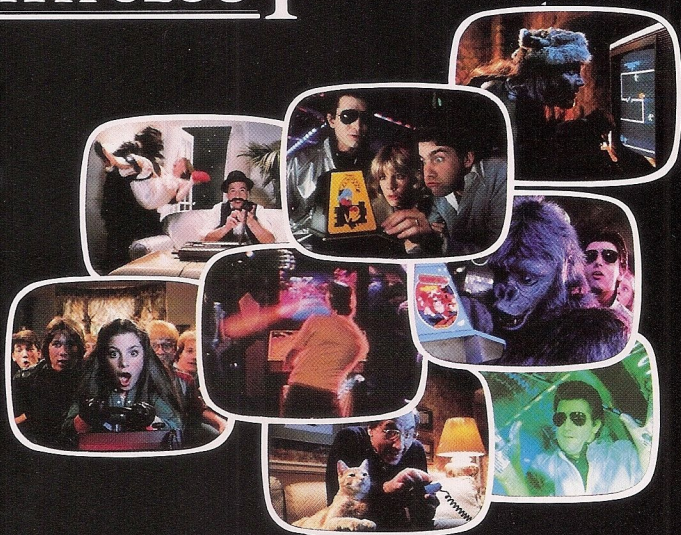
success for our new Cabbage Patch Kids™, Colorforms® Products and Ride-Ons.

So if you thought last year was great, wait 'till you see what we've got planned—for all of '83!

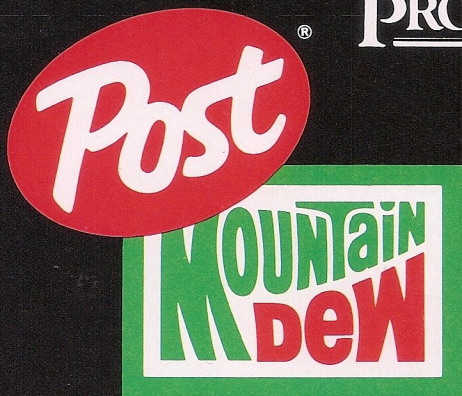
COMMERCIALS WITH CLOUT

Coleco's high impact TV commercials have become the benchmark for the electronics and toy industries. And though they tried to imitate us, the best of our competitors couldn't match the recall and effectiveness of our advertising.

In 1983, look for new commercials with even greater impact than in 1982. For ColecoVision™. For video game cartridges for the Atari® 2600 VCS™ and Intellivision® systems. For Self-Contained Arcade Games. For Cabbage Patch Kids™. For Colorforms® Products. And For Ride-Ons.



PROMOTIONS WITH PIZAZZ



We're breaking two major promotions in the first quarter of '83.

- 1) **Post® Cereals Instant Winner Game**—highlighted on 10,000,000 cereal boxes. Backed by an extensive ad campaign.
- 2) **Mountain Dew® "Under The Cap" Instant Winner Game**—supported by a multi-million dollar TV budget. With a special computer animation commercial.

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TOP PROMOTION!

NON-STOP MEDIA MUSCLE

SPOT TV	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
NETWORK/SYNDICATION	DEC	JAN	FEB	MAR	APR	MAY	JUNE	JULY	AUG	SEPT	OCT	NOV	DEC
COLECOVISION™													
CARTRIDGES													
SELF CONTAINED													
ATARI® COMPATIBLE HARDWARE													
CABBAGE PATCH KIDS™													
RIDE-ONS													
COLORFORMS®													
Ovens													
CARRIAGES & STROLLERS													
LEARNING ELECTRONICS													
PERMA POWER™													

In '82 Coleco spent the largest media budget in its history. In '83, we'll more than double it!

And, while other advertisers are sitting out the

first quarter of '83, we'll be flexing our media muscle non-stop-all year long!

PROGRAMS THAT PULL!

Last year we reached 92% of American homes time after time after time. This year we're out to do even better. In prime time programming. With the highest rated shows. Network and Spot. And all pin-pointed to build Coleco's share of the market.



COLECO'S TV BLITZ IS BLANKETING THE COUNTRY IN FIRST QUARTER '83

FIND YOUR MARKET HERE:

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 Albany, N.Y.
 Albuquerque, N.M.
 Alexandria, La.
 Amarillo, Tex.
 Anchorage, Alaska
 Atlanta, Ga.
 Augusta, Ga.
 Austin, Tex.
 Bakersfield, Cal.
 Baltimore, Md.
 Bangor, Me.
 Baton Rouge, La.
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 Bend, Utah
 Billings, Mont.
 Binghamton, N.Y.
 Birmingham, Ala.
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 Charleston, S.C.
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 Chatanooga, Tenn.
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 Cincinnati, Ohio
 Clarksburg, W. Va.
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Grand Rapids, Mich.
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