SELLING THE ATARI® 400™ AND 800™ HOME COMPUTERS
WHY ATARI STANDS OUT FROM THE OTHERS...

The ATARI™ 400™ Home Computer

The ATARI™ 800™ Home Computer

- **Color! Graphics! Sound!** More colors than any other home computer, 12 different text and graphics modes, and complete sound effect and music capabilities put ATARI Home Computers way ahead of the competition.

- **Thousands of Programs,** including a full library of high quality software direct from ATARI. Programs and accessories are available now, not just promised for the future.

- **ATARI Home Computers are Compatible!** Other companies also offer two computers, but ATARI is the only one that has made them both compatible. All the programs and accessories that your customers purchase for their ATARI 400 Computer can also be used on the ATARI 800 Computer.

- **Service and Reliability.** State-of-the-art technology, hours of careful testing, and a dedicated manufacturing team ensure reliability. Once they reach your customers, ATARI Home Computers are backed by a customer service program complete with toll-free information numbers, over 1500 ATARI Factory Authorized Service Centers, and an advanced warranty program.

- **Full Memory.** With ATARI Home Computers, your customers won’t have to buy more memory as soon as they get home. The ATARI 400 Home Computer comes standard with 16K, not 4 or 5K. The ATARI 800 Home Computer comes as a complete 48K system. Accounting, word processing, and advanced programming can be done with this computer right away. Remember, there is no need to purchase expensive memory upgrades.
A computer is only as good as the programs you put into it...

Don't let your customers be fooled by long lists of software titles. Some companies try to be everything to everybody, but ATARI stresses software quality. The competition claims to be a powerful business system one minute and an advanced game machine the next.

Let's face it, if you spread yourself too thin, your software won't be very good. By concentrating its software development in those areas which are in most demand for home computing, ATARI lets its "computer experts" zero in to produce the best software in the home computer business.

ATARI offers software now. Why disappoint your customers with future or unfulfilled software promises.

In addition to the high quality ATARI programs, hundreds more are available from independent companies. With over 2000 software titles, you can assure your customers there should be no problem finding programs to meet every one of their home computing needs.

But your customers are not limited to pre-written programs. They can write their own with ATARI BASIC, ATARI Microsoft BASIC, PILOT, ATARI Pascal, Fig-FORTH, ATARI Assembler Editor, and ATARI Macro Assembler.

APX, the ATARI Program Exchange, provides your customers with hundreds of low cost user-written programs.

ATARI has incredible games that can't be found on any other home computers; titles like PAC-MAN®, Centipede®, Galaxian®, Defender®, QIX®, Star Raiders™, E.T. Phone Home®, and soon...Donkey Kong™.

If your customers can't decide where they want to begin, ATARI offers money saving starter kits containing programs and accessories in different computing categories.

...and ATARI has the best software.

2. Trademark of Williams Electronics, Inc.
3. Indicates trademark of and licensed by Taft America Corporation 1981
4. E.T. and E.T. characters are trademarks of and licensed by Universal City Studios, Inc. © 1982 Universal City Studios, Inc. All rights reserved
5. Trademark licensed by Nintendo of America Inc.
All forms of software!

Software for home computers can come in three different forms - in cartridges, on cassette tape, and on floppy diskettes. Cartridges are great for games and programming languages, cassettes are good educational tools, and diskettes are best for the home office. Each of these forms has its distinct advantages, so ATARI offers them all.

1. **CARTRIDGE PROGRAMS.** ATARI pioneered this form of software storage with the cartridges for the ATARI Video Computer System™, and has produced millions of them. But ATARI Home Computer cartridges go far beyond game play. They can also contain computer languages like BASIC and PILOT, plus special application programs like TeleLink™ and Music Composer™. Without buying a single peripheral, customers can write their own programs, compose music, and play the most popular video games. ATARI Program Cartridges are sturdy, quick, easy to use, and every one of them may be used on both the ATARI 400 Computer and the ATARI 800 Home Computer.

2. **CASSette Programs.** ATARI Cassette Programs are unique. As with other home computer systems, cassettes are used to save and load programs. But with ATARI Cassette Programs, part of the tape can also be used to play pre-recorded voice or music through the TV speaker. This is what makes special programs like An Invitation to Programming™ and the conversational language series possible. ATARI Cassette Programs are used with either the ATARI 400 or ATARI 800 Home Computer, and the ATARI 410™ Program Recorder.

3. **DISKette Programs.** Diskettes are the preferred form of program storage for the home office, where speed and efficiency are important. Work saving programs like The ATARI Word Processor, The Bookkeeper, and The Home Filing Manager™ are sold on diskette. The advantage of diskettes over cassettes is that files can be accessed instantaneously and hundreds of them can be stored on the same diskette. They're used with the ATARI 800 Home Computer, and require the ATARI 810™ Disk Drive.

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**THE ATARI 410™ PROGRAM RECORDER**

The ATARI 410 Program Recorder is specially designed for ATARI Home Computers. There is no need to adjust the volume or set controls each time you want to load a program. The unique dual track play-back means the ATARI 410 Program Recorder can do what the competition can't.

It's easy to use since it connects directly to the computer; no special adapters are necessary, and it can't be plugged in the wrong way.

It's economical. Customers who want to save their own programs, can do so using standard audio cassette tapes.

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**THE ATARI 810™ DISK DRIVE**

The ATARI 810 Disk Drive is faster and more efficient than cassette program recorders. Saving programs or switching from one to another takes only seconds and programs or files can be accessed directly using simple commands. It plugs right into the ATARI 800 Home Computer. Unlike much of the competition, it needs no special adapters or printed circuit boards.

The ATARI 810 Disk Drive allows storage of 88,000 characters of information, almost twice as much as the computer's full memory.
Additional Accessories

Expandability is a key feature of the ATARI Home Computer System. As your customers learn all that home computers can do for them, they can add to their ATARI Home Computer with the following accessories:

- **The ATARI 830™ Acoustic Modem**, to link an ATARI Home Computer to other computers and information services over the telephone.
- **The ATARI 850™ Interface Module**, used to connect an ATARI Home Computer to the ATARI 830 Acoustic Modem or ATARI 825 Printer. The ATARI 850 Interface Module uses a popular electronic standard, so customers can use it to connect their ATARI Home Computer to a wide variety of special computer accessories.
- **The ATARI 825™ 80-Column Printer**, for printing full sized pages in different type styles, and for use with The ATARI Word Processor or The Bookkeeper program.
- **Joysticks**, the controllers that operate most ATARI computer games, and can be used with programs like Speed Reading and Graph It™.
- **Paddle Controllers**, used with Super Breakout™, many APX programs, and programs customers write at home.

State-of-the-art technology, advanced manufacturing equipment, and a dedicated work force produce the ATARI 400 and 800 Home Computers.

ATARI Home Computers are manufactured under strict standards. In fact their RF shielding and “screen protect mode” have set standards far beyond what is required.

ATARI Home Computers are thoroughly tested at every level of manufacturing. The ACTS equipment (pictured here) ensures excellence and reliability.

**ATARI Manufacturing Quality**
Both ATARI Home Computers share these great features...

- A 40 character screen display
- UPPER and lower case letters
- 3 text modes for different size letters
- 9 graphics modes - for a variety of designs and illustrations
- 256 colors in one graphics mode - 128 in all others
- 4 separately programmable sound generators
- 256 different musical notes
- A wide range of sound effects

ATARI knows what makes computer programs come alive: sound, color, and motion. So ATARI Home Computers have unique sound and graphics engineering. For example, the GTIA chip provides for multi-colored 3D displays not possible with any other home computer.

And here are the important differences your customers will want to know about...

**The ATARI 400 Home Computer**
- 16K of memory
- Monopanel easy-to-clean keyboard
- Connects to any black and white or color TV
- The ATARI 400 Home Computer is for those who want to start computing at a very low cost.

**The ATARI 800 Home Computer**
- 48K of memory
- Typewriter-like keyboard
- Both TV output and monitor output
- The ATARI 800 Home Computer is for customers who want to be able to use all ATARI computer programs, and appreciate what the extra memory will do for them.

A good salesperson knows the value of having satisfied customers. It means more job satisfaction and greater profits for your store. When you sell ATARI Home Computers, you know you’re selling the best!
Why buy an ATARI™ 400™ Home Computer instead of a Commodore VIC-20?

- □ The ATARI 400 Home Computer comes with more than three times the memory built in than the VIC-20, so it can run more advanced programs right away.
- □ There are also many more programs and accessories readily available right away.
- □ The ATARI 400 Computer.
- □ Compatibility - All programs for the ATARI 400 may also be used with the Commodore 64 Computer.
- □ The ATARI 400 Computer displays almost twice as many characters across the screen, and more dots of color (greater resolution for more detailed drawings) than the VIC-20.
- □ The ATARI 400 Computer has more colors, more text modes, and more graphics modes than the VIC-20 Computer.
- □ The ATARI 400 Computer also has the most popular video games.

Why buy an ATARI™ 800™ Home Computer instead of an Apple II Plus?

- □ Even though it's just as powerful and has the same amount of memory, the ATARI 800 Home Computer costs much less than the Apple II Plus.
- □ It's easier to connect accessories, like printers and disk drives, to the ATARI 800 Computer.
- □ The Apple II Plus doesn't use program cartridges. With ATARI Program Cartridges, and the ATARI 800 Home Computer, you can do a lot without buying a single peripheral.
- □ Cassette programs that "talk", like Conversational French and An Invitation to Programming, are available for the ATARI 800, but not for the Apple II Plus.
- □ The ATARI 800 Computer works with any TV; the Apple II Plus requires special equipment for this.
- □ The ATARI 800 Computer has much better sound, color, graphics and text capabilities; the Apple II Plus doesn't even have lower case letters or graphics characters.

Why buy an ATARI™ 800™ Home Computer instead of a Commodore 64?

- □ There are thousands of programs and many computer languages available for the ATARI 800 Home Computer, but very few for the Commodore 64 Computer.
- □ There are also more accessories currently available for the ATARI 800; many Commodore 64 peripherals are not on the market yet.
- □ Compatibility - All programs and accessories for the ATARI 400 Computer may also be used with the ATARI 800 Home Computer; VIC-20 programs and accessories are not compatible with the Commodore 64.
- □ The ATARI 800 Home Computer has more colors, more graphics modes, and more text modes than the Commodore 64.