IN-STORE DEMONSTRATION CARTRIDGE

INSTRUCTION GUIDE

ATARI

LET ATARI® HOME COMPUTERS SELL THEMSELVES

The ATARI® Home Computer In-Store Demonstration Cartridge is a fascinating and effective demonstration of the many capabilities of ATARI Home Computers. All you need to do is insert the cartridge in an ATARI computer and let the computer take it from there.

Although you don't need to do anything more, we'll explain the features that are highlighted in the demonstration program so you can explain them to your customers. We'll also give you some hints on how to sell the ATARI Home Computers.

These owner's guides explain how to insert a cartridge, but just in case you don't have a copy of the right Owner's Guide, we have repeated the instructions here.

1. Push the cartridge door release lever down to raise the cartridge door. Whenever you do this, the ATARI Computer automatically turns itself off. It turns itself back on when you close the door.

2. Insert the cartridge into the slot with the label facing you. Press down firmly. When you close the cartridge door, the

4. Toward the middle of this section, the computer inquires "Want to know more?" This encourages hands-on interaction by asking the viewer to type in his or her name and press the return key.

The computer waits a moment for a response and then continues.

The "Want to know more?" section can be accessed any time by pressing any key, except [SYSTEM RESET] [CTRL] or [SHIFT]. When you press the key, the computer displays the "Want to know more?" screen as soon as it finishes the current message.

The Demonstration Program can be restarted at the beginning any time by pressing the [SYSTEM RESET] key.

WHAT TO TELL THE CUSTOMER

Describe to the customer how easy it is to own an ATARI Com-

RUNNING THE DEMONSTRATION PROGRAM

If your ATARI 400™ or ATARI 800™ Computer is not set up and running yet, refer to *The Basic Computer™ Owner's Guide* that comes in the box with the ATARI 400 Computer or *The Atari 800™ Home Computer Owner's Guide*. It tells you how to get your computer working in ten easy steps.

red power indicator at the right of the keyboard lights up and the Demonstration Program immediately begins running. You should hear the music that accompanies the program. If you don't, turn up the volume on your TV set.

ABOUT THE DEMONSTRATION CARTRIDGE

3. The Demonstration Cartridge is a colorful and animated general demonstration of ATARI Computer features and uses.

puter. The components are packaged in kits that make selection easy. Dozens of games and prewritten programs mean he'll be able to use his computer right away even if he has never used a computer before. More experienced customers may also want to know some of the technical details.

1.

2.

3.

4.

How to Buy an ATARI Home Computer. Tell the customer that he'll need to buy an ATARI 400 Computer *and* one of the four kits, or an ATARI 800 Computer and software. Show him the ATARI flyers that describe these computers and a full product catalog.

You might even want to take a moment to describe the kits. To do this, you should have already read the flyer yourself. Ask the customer what he thinks he'll be using his computer for. Suggest the kit that seems to suit him the best, and describe what he gets with the kit and how he can use it. Remember to point out that once he has an ATARI Home Computer, he'll be able to do many more things with it just by adding another component or another program.

For example, if he buys the ATARI 400 Computer and The Educator™ kit, he'll be able to program in BASIC, because The Educator comes with an ATARI BASIC programming language cartridge. And, by adding a set of joysticks or paddle controllers and the games of his choice (or The Entertainer™ kit), he can also play games. With the ATARI 800 Computer, ATARI BASIC is included. It can be used with The Entertainer and The Educator or The Programmer™ kits as well as a variety of ATARI software.

Prewritten Software Makes It Easy. Many prewritten programs,

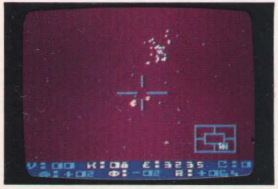
Why The ATARI Computer Is Considered So Advanced. If your customer is comparing computers or is just interested in some of the outstanding technical features of the ATARI computers, you might want to stress a few of the following key points:

Just for starters, ATARI makes an attractively styled computer that complements the decor of a home. It doesn't have that "out-of-place" business machine look.

TOUCH TYPING

STATES AND CAPITALS

STAR RAIDERS™



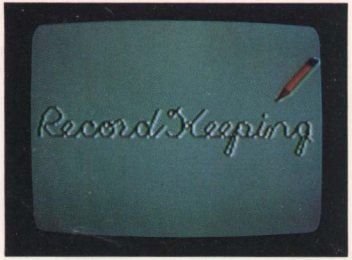
SPACE INVADERS*

such as the ones illustrated in the "Want to know more?" section are already available and many more are on the way. These programs come with easy-to-use instructions and "prompt" you for all the responses you need to make. This means you don't need to know anything about programming to be doing interesting and practical work on your computer the same day you take it home.

You'll find many games or educational and self-improvement programs listed in the ATARI 400 or ATARI 800 flyer. Some excellent games are Star Raiders,™ Asteroids™ and Space Invaders,* among others. Popular educational and self-improvement titles are SCRAM™ (A Nuclear Power Plant Simulation), Biorythm, Music Composer,™ Touch Typing and many more.

*Trademark of Taito America Corporation.

All the components are easily connected with special cables that plug together like stereo components. The cables can only go in one way, so there's no way to make a mistake. And, with an ATARI Computer, you can use your existing TV set.



ATARI Computers are well known for their excellent graphics and sound capabilities. The Demonstration Program contains examples of both. For example, notice the smooth, unblinking animation in the screen displays where the moving pencil appears. ATARI computers can also project a moving character in one color

Smooth scrolling is another salient feature of the ATARI computer. This feature is illustrated in the "Want to know more?" section as the text rolls smoothly up the screen. MANY other computers jump whole character lines at a time.

In addition to these advanced visual features, ATARI Computers also lead in sound capabilities. With an ATARI Computer, you write and play surprisingly sophisticated music. A good example of this is the computer-generated "sound track" that accompanies the Demonstration Program. The computer lets you play four musical or sound-effect

ANOTHER WAY YOU CAN LET THE ATARI COMPUTER SELL ITSELF

In addition to the Demonstration Cartridge, we also offer a 5-minute video tape show that delivers an enjoyable and informative talk about the ATARI 400, (The Basic Computer™) and all four of the Kits.

When ordering, specify Part Number CX302 (a two-hour 1/2" VHS format tape) or CX303 (a one-hour 1/2" Betamax format tape).

The ATARI Home Computer Product Catalog contains information on the complete line.

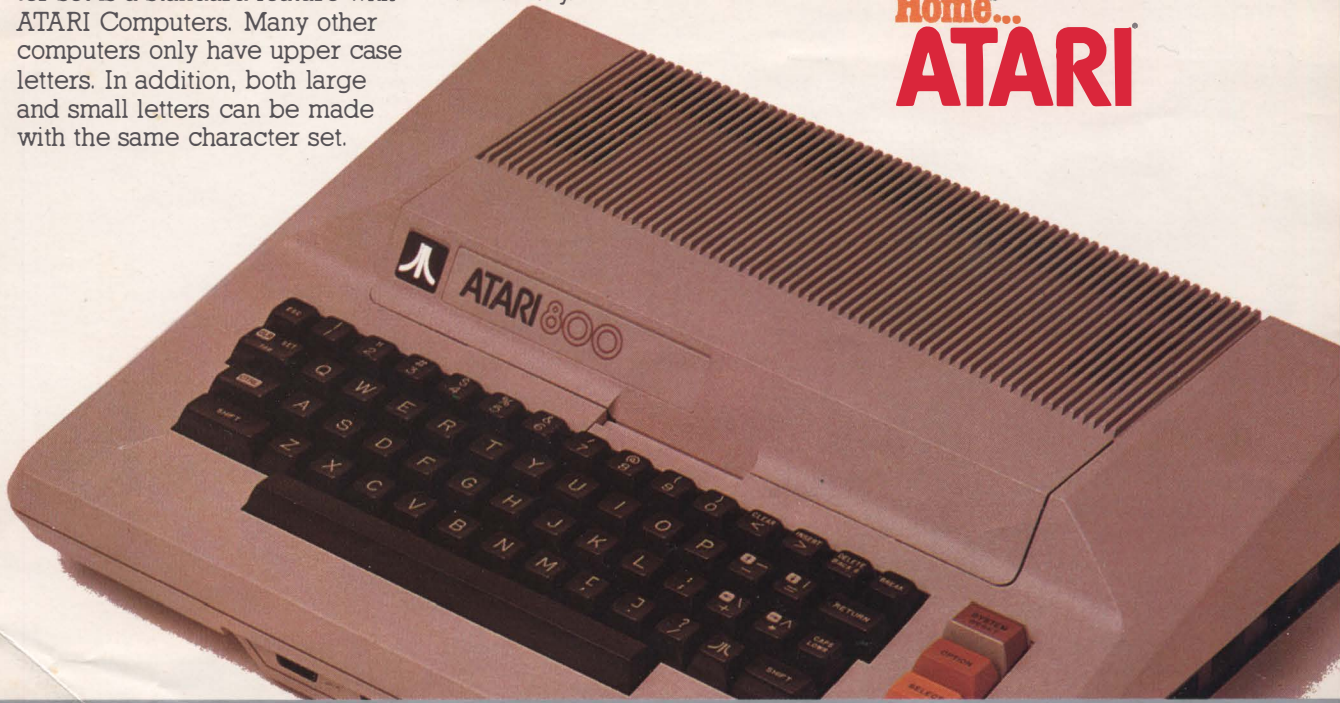
onto a background of another color. This feature is evident when the little girl walks from home to school.

An upper and lower case character set is a standard feature with ATARI Computers. Many other computers only have upper case letters. In addition, both large and small letters can be made with the same character set.

"voices" at one time and can also reproduce complicated chords. The Music Composer™ program lets you write and play music on your ATARI Computer as if it were a musical instrument with a memory.

We've Brought the Computer Age Home...™

ATARI®



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