

## DEALER'S DOWNLOAD

No. 2

September, 1984

**CONGRATULATIONS** to Bryan Waege of Ultra Systems in Watertown, South Dakota. His winning entry, "Dealer's Download", was adopted by our panel of judges after a lengthy deliberation and graces our masthead for the first time with this issue. The prize, \$100 worth of Victory's Software, based on our dealer's price schedule (list less 40%), is on the way.

We were really pleased with the number of responses we received, and the imagination that was shown. Thanks to each of you for taking time out to send in your suggestion.

**NEW RELEASES** Let's face it. New items are what will keep your customers returning to your outlet time after time. Here are four new ones now available, more on the way.

**ZETA-7** Battle stations! Zeta-7 is under attack and you are manning the last defense pod. You watch as the invaders approach from deep space, firing on you and your mother ship. You must react quickly and return their fire. The three dimensional view puts you right in the middle of the action. For Commodore 64.

**MUSHROOM ALLEY** Bug blasting at its finest! If you're squeamish about insects, grab your joystick and take revenge on a whole army of them. But where are these mushrooms coming from? For VIC-20 and Commodore 64.

**TREK** This is the classic game that has fascinated computerists for over a decade. Commanding the bridge of your starship, you explore the galaxy, fending off the Klingon invasion with your phasers and photon torpedoes, all the while conserving your limited time and energy. For Coleco ADAM.

**SAVINGS & LOAN** Need money for the down payment on a house, child's education or a trip? Here's an extremely easy to use home finance program that lets you pick the best loan to fit your budget. See what a difference a couple of percent makes on a 4 year car loan, or the devastating effect on a 20 year mortgage. You can also determine the amazing impact small additional payments on principal have in reducing the number of payments left on a mortgage.

By quickly and easily showing you all the options, you can save lots of money by making the best choice. For the Coleco ADAM.

**ADVERTISING AND PROMOTION** Knowing how important this kind of support is to you, we have a multi-faceted program under way:

**Advertising** You probably have seen our ads in MICRO, RUN, COMPUTER RETAILING, and HOME COMPUTER SHOWCASE, a sister publication of COMPUTER RETAILER. We strongly believe that the main purpose of a

promotional campaign is to bring customers for our products into your store, so more and more emphasis will be placed on consumer oriented publications as our advertising program expands.

**Strike while the iron is hot!** To help boost your volume we have developed several small, easel posters for point-of-sale counter use. Two current winners, now at the printer's promote **Coleco ADAM blank tape** and **Fire Ant**. To order yours, use the reply card. **They're free.**

**One in fifty!** We'd like to be like CRACKERJACKS and advertise "a prize in every box." However, starting immediately, we will include a coupon, similar to the enclosed sample, along with every fiftieth Victory program that we produce. Here's the way it works. When your customer finds a certificate in the package he purchased from you, he will bring it back to your store to redeem it for any Victory program you have in stock, **free of charge**. When you mail the signed certificate back to us, we will, **at no charge**, replace the program you gave to the customer, **plus** send you another Victory title, your choice, diskette or tape, **free**.

This promotion will continue until the end of the year when we will make the decision whether or not to extend it.

**Compact Counter Catalogs** Quite a number of you took advantage of the offer contained in our last issue and ordered a supply of Victory catalogs. Later, a few of you reported on their effectiveness in bringing customers back to your store for a second time, so we're making the offer again. They're attractive, they don't take up much space, and they help move product. Use the reply card to lay in a supply. No charge, of course.

**GOOD NEWS, BAD NEWS** You've had the good news on new releases and promotions. The bad news is that we've run into technical difficulties in converting GRAVE ROBBERS from Commodore 64 to ADAM, so we have put it on hold. Of course, GRAVE ROBBERS continues to be a good seller and available for Commodore 64 and VIC-20, but new orders cannot be accepted for ADAM.

**REVIEWS** from Merrie England, where FIRE ANT is a big hit:

"We had great fun playing FIRE ANT and compared to some of the arcade games currently flooding the market, this one had originality, wit and lots of action" . . . Commodore Games, London.

"We worked shifts on it for a whole weekend . . . on Monday I finally emerged triumphant. All in all, a great game" . . . Big K, London.

"FIRE ANT is compulsive and enduring entertainment, combining high quality graphics with a thoughtfully constructed plot" . . . PCN, London.

And VICTORY CASINO gets a boost; in the April issue of RUN magazine, reviewer John DiPrete of Cranston, RI states:

"If you like games of luck, Victory Casino is for you . . . plenty of action. One of the better programs available in its category."

VICTORY CASINO contains three games of chance: even-odd, dice, and high numbers. It is included as a **bonus game** with JACK AND THE BEANSTALK in ADVENTURE PACK I.

**COPY PROTECTION** You sell one copy of a really good game, expect your customer's friends to see it and come in to buy one of their own, but then see almost no resales. Why? Industry statistics claim one illegal copy is made for every game title sold. We think it's much higher than that . . . **maybe even 10 to 1!** It hurts both of us, but help is on the way! Effective with release #2 of Victory Software's two newest titles, FIRE ANT and ZETA-7, each program is shipped with a **dongle**, a little electronic device that plugs into a joystick port. The program must see it before it runs. Although disk copies can be made, without the dongle they won't run. It's not absolutely foolproof, but very difficult to defeat. For the price of the game it really is not worth it to most people. **We expect it will make a noticeable improvement in both your sales and ours!**

**DO YOU WANT TO CONTINUE** to receive Dealer's Download? Our mailing list has grown into the thousands and for economy's sake we find a purge is necessary. To this end we divided this mailing into two groups: those dealers with whom we have had contact since we began our mailings about six months ago, and those with whom we've had none. If you are reading **this** message, it means you are in the latter category. We don't want to arbitrarily remove your name from the list, so if you are still interested, please let us know by filling in the reply card. Otherwise . . .

**GOODNIGHT, MRS. CALABASH**, wherever you are. Well, again, that's it for Issue Number Two. Don't forget to use the reply card to order catalogs and counter posters, or to keep your name on the mailing list. And last, as we said before, send us your comments, ideas and suggestions to help us help you.

**VICTORY - QUALITY SOFTWARE AT A REASONABLE PRICE**



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A Division of Robinson-Halpern Company  
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**VIC-20 and C-64 \$19.95**

Adv. Pack I			
Adv. Pack II			
Annihilator			
Bounty Hunter			
Comper Man			
Fire Ant			
Galactic Conquest			
Grave Robbers			
Kongo Kong			
Metamorphosis			

**COMMODORE 64 \$19.95**

Cave Kooks			
Creator's Revenge			
Labyrinth			

**COLECO ADAM \$24.95**

Adv. Pack I			
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Bounty Hunter			
Grave Robbers			

**FORMATTED BLANKS \$4.50**

Coleco Adam			
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Quan Disc/Pre Total  
**VIC-20 and C-64 \$22.95**

Adv. Pack I			
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Bounty Hunter			
Chomper Man			
Fire Ant			
Galactic Conquest			
Grave Robbers			
Kongo Kong			
Metamorphosis			

**COMMODORE 64 \$22.95**

Cave Kooks			
Creator's Revenge			
Labyrinth			

Totals \_\_\_\_\_