

COLECO VISION®

# EXPERIENCE

The Magazine of Computerized Entertainment

Winter 1984 \$2.00

**EXIT**

## COLECO GOES TO THE MOVIES! MOVIES!

THE MAKING OF  
WAR GAMES (THE GAME).

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KIDS  
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# EXPERIENCE

VOL. 1, NO. 3

WINTER 1984

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Adam is also available as an expansion module for your ColecoVision® Video Game System. If you already own ColecoVision all you have to do is plug in the Adam computer module, and begin working with the most sophisticated family computer system you can buy.





**COLECO**<sup>®</sup>

To Our Readers:

Welcome to the Winter '84 issue of *EXPERIENCE*.

The theme of our latest is games: the excitement of Coleco's new Super Game Family, the making of a magazine based on the hot news, hot games, a full length for microcomputer column "Our Home" and an interview with eleven-year-old computer columnist and Entrepreneurian Dan, Steven Simoni.

In our Fall '83 issue we introduced *AGM*, the revolutionary new Collaboration Family Computer System. *AGM* and Super Game Family bring video game play to whole new levels of "skillz and thrills!" The new Super Games are previewed on page 8, and many more are coming your way in the months ahead.

The easy-to-use *AGM* opens the door to new business opportunities at home for people of all ages. Our "Big Kids" feature every so page 14 profiles several teenagers who have already turned their computer skills into profits. Maybe you can, too...with *AGM*!

And don't be slow. In this issue we announce our brand new magazine for 1984, *AGM Family Computing*. In addition to regular updates on all the exciting new *AGM*-compatible hardware, software, advice and video games, *AGM Family Computing* will profile hundreds of *AGM* users who've already *easy-to-follow* instructions for using *AGM* games.

So look forward to "See Here in '84"...from Coleco!

Sincerely,



Alfred Kahn  
Sr. Vice President, Marketing  
Coleco Industries, Inc.

COLECO MAGAZINE

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**FREE**

# ColecoVision News

**FINAL**

## Coleco Cops Vid-Games Awards

WHAT DO COLECO'S DONKEY KONG™ video game cartridge and Coleco President Arnold Greenberg have in common? Both were winners at Billboard Magazine's First Annual Video Game Award Ceremony held earlier this year in San Francisco. Coleco's DONKEY KONG cartridge was named (what else?), "Game of the Year" and Mr. Greenberg was named (what else?), "Video Superstar of the Year." The DONKEY KONG cartridge, which is an authentic reproduction of Nintendo's® Americas smash hit arcade game, has been the No. 1 best-seller on Billboard's video game chart since it was established in 1982. Mr. Greenberg won his award in recognition of the major contributions that Coleco has made to growth and creativity in the video game industry. We're betting that when Billboard gets around to having a "Computer Superstar of the Year" award, Greenberg will be a shoo-in for the introduction of the revolutionary new ADAM™.

In a related development, at the Consumer Electronics Show in Chicago this summer, Adams West, Star of TV's Batman series, presented Coleco with two Videogaming Illustrated Software Thrust Awards (VISTA). ZAXXON™ won for Best Graphics and DONKEY KONG JUMBO™ won for Best Humor Game.

Plus: Video Games Player Magazine presented Coleco with four Golden Joystick Awards: Best Arcade Adaptation and Best Ladder Game for DONKEY KONG™; Best Children's Game for SMOUR™; RESCUE IN GAR-GAMEL'S™ CASTLE and Best Graphics for ZAXXON.

## COLECO AND SCHOLASTIC ANNOUNCE NEW ADAM™ COMPUTER MAGAZINE



SCHOLASTIC, INC., PUBLISHER of Scholastic, Microkids, and Family Computing magazines, will publish ADAM™ Family Computing for Coleco's ADAM Family Computer System.

The magazine will be published quarterly and will be available through subscriptions and at newsstands. A free one-year subscription will be offered in the ADAM package to all purchasers of the ADAM Family Computing System and ADAM Family Computer Module who send in the warranty card. Each issue will highlight user activities, such as home financial management, homework help, word processing, games and programming, as well as feature interest stories, do's and don'ts, and reviews of upcoming products.

## Donkey Kong™ At Harvard

IT'S NICE TO KNOW THAT THE geniuses at Harvard have figured out what we know all along...that video games are not only great fun, but good for you, too. At a conference on video games, sponsored by the Harvard Graduate School of Education, researchers and scientists went so far as to suggest that—as Time Magazine put it—"video games may turn out to be one of the most powerful teaching tools ever devised."

And: ColecoVision™ swept all the major awards in Electronic Fun With Computers and Games Magazine's "Hall of Fun" Awards. Presented at a ceremony held in New York during the recent Electronic Fun Expo, winners were selected through a reader poll conducted by the magazine. DONKEY KONG JUMBO™ was voted Most Fun Game, Best Climbing Game, and Best Arcade-to-Home Transfer. Other ColecoVision winners were TURBO™ for Best Driving Game

## COLECO ENTERS DRAGON'S LAIR™

COLECO INDUSTRIES, INC. AND Majesco, Inc. have recently signed a licensing agreement granting Coleco the exclusive worldwide rights to manufacture a home computer software version of DRAGON'S LAIR™—the first fully-animated video arcade game.

DRAGON'S LAIR is a breakthrough in video game design and is the first video arcade game to combine advanced computer technology with full animation. It is a revolutionary new form of entertainment—the "participatory movie."

and ZAXXON for Best Action and Best Graphics.

"The consumer's selection of Coleco for these awards is evidence of their enthusiasm for our product," said Al Katz, senior vice-president, marketing, at Coleco. "We are gratified to be honored by them in this way."

## Ring! Ring! Video Games Calling

BETTER START POLISHING UP your playing skills, there are a awful lot of players out there in telephonic-land to match video game wits and reflexes with!

Leave it to Coleco to think of a new way to enjoy videogaming. AT&T and Coleco have announced an agreement to develop a joint venture for an interactive game and entertain-

ment service. Using existing telephone lines and a special AT&T/Coleco modem, consumers who own home computers or video game systems will be able to use the phone to play the latest in interactive and strategy games, including arcade favorites and other entertainment software. The service should be available to subscribers in 1984.



# WHAT'S NEW?

## SUPER GAME PACKS FOR YOUR ADAM™ COMPUTER SYSTEM



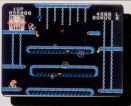
### DONKEY KONG JUNIOR™ Super Game by Nintendo®

All four screens from the arcade are here: the vines, chains, jumpboards, and treacherous maze of pipes. Move Junior™ along the pipes, but watch out for the electric spikes. Junior can defeat them with fruit or jump over them, but if he jumps too high, he falls flat head. If you get past the fourth screen, you return to the first screen—this time at a higher level of difficulty. There are cartoon intermissions, plus an opening cartoon in which the Mario™ brothers haul up the caged Donkey Kong!™ Like most Super Games, each player can select his or her own skill level. DONKEY KONG JUNIOR also features a pause button and print out Hall of Fame screen.



### BUCK ROGERS™ PLANET OF ZOOM™ Super Game by SEGA®

The BUCK ROGERS Super Game has all the action of the arcade game and more. In the totally new Roadway sequence, you must fight enemy tanks, planes and alien walkers as you fly beneath tunnels fortified with relentless gun batteries. Tranches now have walls that block your path, and asteroids present new hazards in space sequences. You must still destroy all four engines of the Command Ship and hit its gate in order to vanquish it, but the Buck doesn't stop there. Navigate through the deadly Space Warp Tunnel and reach the energizing station where you are issued a new, sleeker fighter and sent back out to protect the galaxy. Super BUCK features a Hall of Fame scoreboard which can be printed out, a pause button, and super-enhanced graphics and sound effects.



### ZAXXON™ Super Game by SEGA®

ZAXXON Super Game has six (count 'em) asteroids, three space sequences, and two floating fortresses in space. And if you thought you finally figured out how to destroy Zaxxon™, think again. This time, there's a whole slew of Zaxxon robots which emerge from the walls of the Galactic headquarters. Demolish the robots and destroy the base; you'll be honored in a victory sequence, complete with lanterns and fireworks. Multi-level Asteroid—another new screen—features a split level space city full of alien skycrapers, force barriers, and deadly flame casters. Other enemies include flak launchers, radar towers, fields of missile sites and anti-gravity ships. Also, beware the treacherous dragon's breath! More color and sound enhance this fast-paced two-player game. You can also play head-to-head ZAXXON, and the print out Hall of Fame screen and pause features are sure to be favorite additions.



NEW CARTRIDGES FOR YOUR COLECOVISION® OR ADAM® COMPUTER SYSTEM

## THE DUKES OF HAZZARD®

by Warner Brothers, Inc.

You're going to have to do some hard driving to catch Jeremiah Slagle before he leaves the county. In **THE DUKES OF HAZZARD**, you are behind the wheel of the General Lee. Ahead of you, Slagle is making off with evidence that can take away the Duke's homestead forever. In your rearview mirror, Boss Hogg is gaining on you. Use your Expansive Module #2 and all of your driving skills to avoid pot-holes and oncoming cars—or jump creeks and outrun trains. Watch those curves and sharp turns as you race against time. The thrill of being able to see both in front and behind you adds new dimensions to driving games. Scatter a few bugs on your windshield and turn up the radio to go whole hog—or should we say, Hogg!



## WAR GAMES® by MCM/UA

This multi-screen simulation comes so close to duplicating the experience of the movie, you'll find yourself craving popcorn! When you play a war game simulation against the WOPR computer, the only real casualty will be your nerves. Your mission: to defend civilian and military targets in the U.S. against attack. Keep track of your enemy's movements on seven map screens. Quick—enemy missiles, bombers and submarines are moving in on you. Mobilize your defenses! You control top secret subs, interceptor jets, anti-ballistic missiles and killer satellites. But hurry, beat the time limit or you lose the game. And don't let the emergency coach DEEDON One or its bye, bye, Boston—farewell, Phoenix.

## SUPER ACTION® FOOTBALL

by Coleco

Strategy is the key in this football simulation for the Super Action™ Controller. Program your linemen ahead of time with your keypad. When the action begins, use the four color buttons to control your backfield. Play against the computer or a live opponent. The scrolling field gives you a grandstand view of the contest. Most real life passing and running plays can be used in this game. The scoreboard shows the time, down, quarter, and yards to go. You control the running speed with a special speed roller, and a release gives the signals and the crowd goes when you score. Why risk life and limb on the field when you can play like a pro without leaving your living room?



## WHAT'S NEW?



### FRONT LINE™ by Iain,

Old soldiers never die—they just press game reset. Old and young soldiers alike will go for this battlefield classic which features the same huge, scrolling background as its arcade parent. You start on the familiar Roadway, a lone infantryman armed only with rifles and grenades. Reach the next battlefield and nab yourself a tank. Watch those big tanks—they may be slow, but they're deadly. Cross the hedgerow fields, the desert and the river to reach your final objective—the enemy fort. But watch out for the machine guns in the bunkers, they're not in the arcade version. The battlefield changes with each game so you never know where the bunkers and enemy tanks will be. Aim and fire with the buttons on your Super Action Controller. The joystick has eight-directional movement.

### OMEGA RACE™ by Billy Mickey,

Weightlessness has its ups and downs, and in OMEGA RACE it has its ins and outs as well. Your drifting ship is trapped in a walled space sector and must kill or be killed by enemy Droids, Command Ships and Death Ships. There are a few places to hide, such as the Tunnel and the Astro Gates, if you're clever enough to drift into them. Based on the vector graphics arcade game, this ColorVision™ version offers four levels of difficulty and up to five different play options, including: Fast Bounce, Tunnel, Astro Gates, Reflective Walls, and Long Game. In Fast Bounce, bouncing off the wall becomes dangerous. Careful—each time you bounce, your ship speeds up, increasing your chance of colliding with the enemies you seek to destroy! A real control challenge. Plays on the Roller Controller for real fingertip control of game action!



### STRAWBERRY FRENZY™

If you never liked those yellow happy-faces ("Have a nice day!"), here's your chance to get revenge. As the homicidal command in FRENZY, you must avoid or eliminate the bouncing happy-face, as well as less cheerful skeletons and robot tanks. Like the arcade version, the maze is different every time. Some of the walls of the maze can be shot away; others deflect bullets. But Evil Otto, the happy-face, can pass right through walls, leaving a trail of destruction. Destroy all the tanks and robots and you will advance to a harder screen. Destroy Evil Otto and he will be replaced by a faster Otto. One special target will destroy all robots. Another will release four Otcos on you at once. (But don't panic—you can always press the pause button. Players start with three Commandos (or five Commandos in skill level one).





# WAR GAMES

by Timothy Bay

Creating a cartridge  
is more than fun and games.

Enemy subs are lying off the coast of Oregon, poised to launch their ICBMs. Missiles are streaking across northern Canada, headed straight for Strategic Air Command (SAC) headquarters in Cheyenne Springs, Colorado. Your defense system is on red alert. Submarines are mobilized to strike down the incoming cargo of death, and ABMs (anti-ballistic missiles) are ready to be unleashed from their silos. Will you have enough time to destroy the missiles heading towards the SAC command post? Can you prevent the enemy submarines on the coast from launching a devastating attack on Denver, Seattle, or other major cities in the Northwest region? The safety of the whole United States lies at the mercy of your agility and strategic savvy.

Fortunately, this is not nuclear war! But the action seems real enough because you are playing **WAR GAMES**, the new ColecoVision® game cartridge that puts you in the Strategic Air Command hot seat.

Coleco—through an exclusive licensing agreement with MGM/UA—has obtained the right to turn the popular movie, *War Games*, into a home-video game and home computer software.

Obtaining the rights to the enormously successful *War Games* film was a coup, designing the game itself proved even more of a challenge. The idea was to create a game that would reflect the spirit of the film while appealing to a fairly sophisticated video game player. It was also decided that the game would try to evoke the high stakes excitement of war games, without dwelling on the nightmare aspects of a nuclear war.

The plot of the movie provided all the inspiration that Coleco game designers needed. A diabolical state-of-the-art computer is pitted in a battle of wits against an ingenious high school computer whiz. The hero,

David Lightman (played by Matthew Broderick), is an engaging youngster whose love for computers leads him first into a great deal of mischief, and then into an unprecedented chain of events.

One day, while David is foraging through the electronic underground, his computer inadvertently links up with "Joshua," an electronic brain lying at the heart of the Strategic Air Command defense system. Joshua, more commonly known as WOPR (War Operations Plan Response) is the electronic nervous system of the entire U.S. defense network. David innocently starts Joshua on a relentless series of war game scenarios. Unfortunately, David doesn't realize this isn't a game. Every possible Russian attack and American response runs through its circuits. The Strategic Air Command officers think that a real attack is underway—the SAC War Room lights up, the whole network of defense bases and command officers go on red alert, while the missiles stand poised in their silos awaiting the fateful countdown.

"The film ends with the message that nuclear war is a game that nobody wins, and we wanted to carry through on that theme," said one of the game designers on the project. "We all agreed that **WAR GAMES** would not capitalize on the gruesome possibilities of nuclear war—there would be no mushroom clouds, no body counts for scoring or devastated cities to compare up Doomsday visions. The game would be a strategic one, and the player would adopt a defensive role. So the point of the game would be to block off the enemy attack, rather than lay waste to your opponent."

"We wanted something more than the standard arcade-type game," recalls one of the designers on the project. "We didn't want any simple maze games or shoot-'em-ups, but one that would require a feeling for

**"We all agreed that... the point of the game would be to knock out the enemy attack, rather than lay waste to your opponent."**

strategy and take advantage of the dramatic theme of the movie.

Finally, it was decided that the war game simulations would be the focus. It was also decided that the game should carry out the theme of the movie—player matching wits against computer. The game was designed to start with a high tech dialogue in which the computer welcomes the player and asks him or her to choose a skill level.

It occurred to Coleco game designers that it might be possible to incorporate the DEFCOM alert system into the game. In the movie, the state of America's willingness to wage nuclear war is measured by a number code called Defense Condition, or DEFCOM. DEFCOM Five represents the normal peacetime state of vigilance, while succeeding stages of Four, Three, and Two indicate escalating stages of tension and impending conflict. DEFCOM One means all-out war. Following the defense strategy outline in early story conferences, the designers decided that a player would earn bonus points at the end of the game for keeping DEFCOM at a low level. Similarly, the player would also get points for preventing cities and military targets from being blown up. "The idea is that you reward the player for preventing

the country from going to war," explained one of the designers of WAR GAMES.

Meanwhile, research was underway to help give the game authenticity. One of the two chief designers had a background in war gaming and had helped develop several board games involving military strategy. He knew a good deal about the U.S. air defense system—including the probable locations of civilian and military targets.

A Coleco graphic artist spent many hours poring over maps of the United States in order to make the play screens as accurate as possible. The major mountain ranges and coastal outlines and rivers were indicated on the play screens of the different geographical sectors. The amount of territory available in the game system and cartridge dictated certain choices as to which features had to be changed or modified. Once the geography was correct, the designer had to decide what symbols to use for the various game elements—cities, submarines, missile bases—and how to best arrange the elements of the DEFCOM scoreboard on the screen.

The pieces of the WAR GAMES cartridge were now coming together. The game was ready to be passed on from the game designers and graphic

artists to the programmers, who employed sophisticated video game programming techniques to bring WAR GAMES to life. They took the designers' detailed specifications and the artists' graphics and put them into a mathematical code for their computers. With this code the computer would build complex video images out of thousands of bits of light called "pixels"—the building blocks which form the computer graphic stages. It took Coleco programmers more than four painstaking months to develop the game from the blueprint provided by designers and artists.

Normally each new game at Coleco is described in the most minute detail by the game designer so programmers know precisely what the designer has in mind. For the WAR GAMES cartridge, the game designer presented programmers with 117 pages of specifications. Every detail was accounted for: the speed of the incoming missiles and the time interval between attack waves; the level of difficulty in each of the game skills; the difference in the challenges presented by each of the screens as well as the length of the games themselves; the sounds made by a missile demolishing the player's targets and the way the game "songs" should sound. In addition to these hundreds of specifications, the programmers consulted the drawings of the graphic artist in order to understand exactly how and where each element of the game was intended to appear. By the end of the programming stage, the game designer was working closely with the programmers to fine tune the game cartridge.

As the production deadline for WAR GAMES approached, the chief designer kept a close watch while the finishing touches were applied. Each modification of game play or difficulty was carefully weighed. Before sending the cartridge into the world, Coleco designers make every effort to insure that it measures up to Coleco's standards and to the idea of the game as it had involved during countless story conferences and long hours of the drawing board.

Meanwhile, back at the Big Board... the DEFCOM shows that you are entering a critical phase. Will you be able to get your satellites in position to ward off the next enemy attack wave—and outwit Joshua at its deadly game?

**"Editor's Note:** All Coleco video and computer games are designed by professional designers. Coleco does not accept game ideas from the general public. ■



"Great news, Colonel... we've gained access to a video attack in downtown Milwaukee."

**T**he room was dark. There were no windows to let in the midday light. Despite the air-conditioning, beads of perspiration stood out on the young man's forehead, his sandy hair was tousled, his tie loosened over an open collar. Beside him stood a confident and smirking older man, his security badge catching a faint glimmer of artificial light.

"You lose!" said the executive with icy detachment.

Is this a scene from a spy thriller? The interrogation room of the CIA? No. This is Coleco's War Room... the inner sanctum of videogameedom where Coleco designers pit their skills against the latest arcade games in order to find out what makes them tick and, ultimately, to convert them into home video hits. The War Room is the place where video game playing becomes a science and an art.

Coleco's War Room doesn't have an armed guard standing outside it, but it definitely has the feel of a "top secret" installation. It's tucked away in an obscure corner of the company's West Hartford, Connecticut headquarters, and its unmarked door is always kept locked. Once inside, the rest of the world ceases to exist. The only sound you hear is the tiny chatter in the muted boom of torpedoes exploding or the matching of snapping electronic jaws. Players speak softly in words of encouragement. Occasionally a cheer will ring out in the darkness. Turning on the lights in the videogamer's sanctuary is likely to draw sharp glances and harsh words. Magic lives in the dark. And the cool, dark room has the magic of a Zen monastery on a cloud-covered mountain.

For ColecoVision® designers, playing games is hard work. "When we're designing a new cartridge based on an arcade game, we'll spend 11 or 12 hours in there, playing it over and over," says one designer. "We try to get a handle on all of the gameplay options, features, movement patterns and point values. It's not like we plug into an arcade machine and pull out the elements we want. We have to start from scratch, generating new characters that look and move like the arcade versions."

# THE WAR ROOM

The top secret bunker where Coleco designers work... and play.

by Marc Berman

Although the War Room is far removed from the typical neon lights of a trendy boardwalk arcade, it has the same tension, rivalry and excitement found wherever people gather to play video games. Coleco designers and other executives are continually battling for high scores which are recorded on sheets of paper stuck on cabinets around the room.

A certain unnamed gamer from Advanced Research and Development has an ongoing battle raging with a female competitor from Product Development on the game MR. DO™. Whether it will lead to "M. I. DO" is anybody's guess, but in the meantime, it's less expensive than dating.

An unexplained war for preeminence on SARA'S HOLLOW™ went on for weeks between two game evaluators. Says one, "I'd come in each morning and see her initials on the machine. So at lunch I'd go in and play and I beat her score. Then after work I'd go back and had she'd been there and had beaten me and put her initials back on!"

Arcade games currently in Coleco's War Room include FREZZY™, FRONT LINE™, BUCK ROGERS™, PLANET OF ZOOM™, ROC 'N' ROPE™, COWBOY KING JUNIOR™, SUPER D-D™, TURBO™ and JUNGLE KING™. New ones are brought in about once a month and old ones are shifted to other rooms or stored. Veterans of the War Room

include PEPPER II™, SCORPION™, TIME PILOT™ and OMFDS RACE™.

A dedicated amateur can rapidly become a pro in this private arcade where there are never any lines and you don't have to spend a single quarter. It's not unusual to find marketing execs, bookkeepers and mailroom clerks slipping in for practice during their lunch break.

Says one Coleco executive, "The War Room started out as a research facility but has become a real morale builder, a lot of fun and a great fringe benefit."

One Coleco designer recently put it another way: "The War Room makes working nights and weekends easier to bear. It's a great place to unwind after work." ■







**A**llen Lipper has been teaching computer science courses at Scarsdale High School in New York, while maintaining a lucrative sideline as a consultant in computer instruction. This summer, Lipper went to London to take a job programming computers for a stock and commodities brokerage company. Allen Lipper is sixteen years old.

Jeff Gold of Sonoma, California, is president of his own company, Double-Gold Software, which provides protection against computer piracy by offering copy-protect software. The company grosses more than \$2,000 a week and, according to some people, is a leader in the industry for copy-protection. Jeff Gold is sixteen years old.

There was a time when high school students worked after school at the neighborhood luncheonette or gas station to earn money for college. Today's high school students, however, are just as likely to be developing computer software as balancing books or changing tires to bankroll their future education.

This is hardly surprising. The current generation of teenagers has taken to computers as if the micro-processor had been created just for them. With teenagers all over America on a honeymoon with their hardware, it naturally follows that a new breed of budding entrepreneurs is appearing in the marketplace—computer whiz kids who have turned their talent into a money-making business.

Some of the kids write game programs, others help develop educational software, while still others make good money teaching their elders how to operate these machines.

Wesley Price, a 17-year-old freshman at Stony Brook University, is one of those who has made a tidy profit teaching others how to work with the

newest technology. This electrical engineering major started young—he's been working with computers since the 9th grade. It also helps that his father works with the "number crunchers"—he is a senior computer operator at Kennedy International Airport.

During his high school career at Hempstead High School on Long Island, Price became something of a celebrity because of his wizardry with electronic brains. He helped the school purchase 78 computers, trained teachers to operate them, and wrote software for the system. Price has also sold programs to a New York firm, American Peripherals.

This past summer, Price was a co-instructor at Stony Brook, teaching PCs—many of them more than twice his age—how to use computers. Price, however, is an old hand at explaining this new science to professionals; he has been a consultant to about 30 school districts and helped Bermuda's minister of education set up a computer program. Only occasionally is his age an obstacle, he says. A few years back, a group of PCs from Hofstra University approached Price with an offer to write software for a reading program. That was no problem, but when they asked him to become a partner in their firm,

he had to turn down their offer. He was underage.

Price is in great demand by companies because of his expertise. According to Stanley Silverman, computer coordinator at Hempstead High, Price has "been recruited as if he was a seven-foot basketball player." He has also become something of a hero among his peers. "I've recently spoke at his own elementary school," notes Silverman, "and it was like Rocky. The kids were standing up and cheering. The object of all this attention is a lot more modest about his accomplishments. A lot of kids around here, if they put their minds to it, can go on to things I've never done," Price says.

Often a group of young people will band together to quarry their programming talents into a profitable sideline. For example, eighteen-year-old Alon Gonen is attending his freshman year at Yeshiva this fall, paying most of his tuition with money made from his company, Microvisions, Inc., founded last year with three other partners, all students at Great Neck (New York) High School. The company became an immediate money-maker. The youths sold over 500 games to one game distributor. Microvisions also provided high-paying jobs to about 30 students. (The old man of the crew is 29.) Those writing programs for the games were paid an average of \$400 for each program, and up to \$2,000 for more complex games. The star designer of the company, Alon, made about \$20,000. Microvisions, however, was recently disbanded—the four partners were leaving home for college.

Tom Ball is only seventeen and a freshman at Cornell, but he has already sold two games to national distributors, earning him some \$50,000 which will go a long way

by Timothy Bay

**For some teens,  
computers  
have replaced the  
newspaper route as  
the road to riches.**

# BIZKIDS

## "A lot of software distributors are interested in what young kids have to offer... since young kids are their main market."

toward paying his way through school.

Like many in the computer generation, Ball first became intrigued by computers when *SARGE INVADES!* hit the arcade in 1979, and won the hearts (and quarters) of young people everywhere. Right away, Ball wanted to know how computers could create the magic of video games. His formal introduction came shortly afterward when he took a six-week course in BASIC, the computer language, at the Northfield-Mt. Hermon School's summer session in Massachusetts.

Once again, it was a partnership that helped get this entrepreneur rolling. With a classmate, Eric Varsanyi, Ball began creating video games. He says now that his trial-and-error experience helped him develop his programming skills. Ball also feels that programming is not all that hard. "I've learned to think in logical steps. Doing that, just about anybody can learn the skills needed to program."

After months of work coordinating the graphics and programming structure, the designers approached a new software marketing company, Piccadilly, with their game *RALCOWS*™ based on an arcade game called *PHOENIX*™. Since Piccadilly was new to the business, they were particularly receptive to young designers. Ball says,

In nearly two years, about 13,000 *RALCOWS* were sold. It continues to sell at the rate of 150-200 a month—a more than respectable figure for a computer game program. The success enabled the young designers to invest in some new equipment, and paved the way for their new game, *WIMP DESTROYER*™, also marketed by Piccadilly.

The design team has now split up. Eric is pursuing his technical bend as an electrical engineering major at Rensselaer Polytechnic Institute and Tom is continuing his career as a game designer while attending Cornell as a Computer Sciences major. At present, Tom is working on a new game, *RAJAH RIDER*™, which he hopes to sell soon.

Ball feels that the stereotype of the young computer enthusiast as an

obsessed, non-social eccentric is not accurate. In fact, he says that his work with computers has helped him in many unrelated areas. "Studying computers has helped me to think more clearly. It's helped me in Math and English, it makes learning music easier, and I've had fun. Except for one crazy week when we programmed most of *RALCOWS*, computers haven't dominated my life."

Jonathan Dubman formed his own company, Aristotle Software, at the age of 14 with fellow Chicagoan, Kay Borzomy, 13. They marketed several computer graphics programs through local outlets and mail order. Jonathan is now selling game programs on his own.

Like many computer whiz kids, Jonathan got an early start working with these machines. He received his first computer when he was 12, and with it he won first prize in a state science fair. He also had a familiarity with the technology because of his father, who tests hardware for Bell Labs.

The time was right for an enterprising young man to learn and market his programming talents. Dubman says, noting that he was learning during a period when the whole industry was developing. "The software industry was really just getting underway, and there was a terrific excitement in being part of a young industry. What I quickly discovered was that my own skills, which developed rapidly, were soon keeping pace with what was going on throughout the industry. The relative youth and innovative nature of the software industry makes it very receptive to young designers," Dubman says. "A lot of software distributors are interested in what young kids have to offer. It stands to reason, since young kids are their main market."

Dubman agrees with Tom Ball that video games provided many kids with a natural introduction to computers. "Kids will see something that they want to create themselves." He also says that there is nothing mysterious about the growing sophistication of kids with computers. "The more you learn, the more you want to know and once you really get into it, the more

you discover that there is so much more to know. It's very exciting that my kids naturally respond to that excitement. In my own case, my interest in computers just grew like a chain reaction."

"We are a computing family," says Leslie Grimmer, president of The Learning Company, which publishes educational software for kids from pre-school to junior high age. Her daughter Cori, 10, is a graphic artist who helps design educational software, and Cindy, 16, tests software programs. Both girls work for their mother's company. Dad works in computers, too, as a technician for a major computer manufacturer.

Cori first got involved professionally with computers at the age of ten, when her mother took some of her computer graphic sketches and put them in a program called *IMAGiC SPELLER*™. The wizards, castles, demons, and treasures that flowed so freely from Cori's imagination were now etched in programs that appeared on video display screens in many homes. Young Cori gets royalties from a variety of other programs as well, including *MOPTOWN PARADE*™, which features a cast of 16 little creatures divided into bobbies and goblins.

Bobbies have big noses and big feet. They're green. Goblins have little curly tails. Cori explains,

Leslie is impressed with both her daughters and the way they have adapted to the computer. She meets many young people with an extraordinary attitude for the technology. "I have hired local high school students to do conversions of programs from one computer model to another. They have done some really fine work in this area. This is a real skill, since it requires that the person doing the work be very familiar with the programs and mechanics of two very different machines."

Children, however, have no inhibitions when it comes to computers, she observes. "They are just not intimidated. They start punching keys and experimenting, until they get the hang of it. Adults are more afraid. They think that they might break the machine if they don't know precisely what they are doing. Kids love learning things and are very flexible in their understanding. They have no fear when it comes to computers—for them, it's just a new game."

A new game, maybe. But it's obvious from the experiences of the kids profiled in this article that mastering computer skills is also a new way to make money! ■

A nationally syndicated video columnist...and he's only 11 years old!

# VID KID

RAWSON STOVALL

by Timothy Bay

**T**eens are known for doing things big, but 11-year-old Rawson Stovall, who hails from Arizona, is remarkable even by the standards of the Lone Star state. At an age when most kids are still struggling to master the basics of grammar and spelling, Rawson writes about video games in a weekly column carried by 35 newspapers across the country.

Rawson's column is called "The 'vid Kid," and its popularity with readers of all ages has turned this youngster into something of a "media whiz." He has been profiled in dozens of newspapers and magazines, and has appeared on such nationwide TV programs as "The Today Show" and "That's Incredible!" In addition, Cable News Network is considering a weekly TV program based on Rawson's column.

The success of "The 'vid Kid" has also led to a substantial contract with a major New York publishing house. slated for a 1984 release, Rawson's book promises to be a game player's bible. It is no surprise that industry "biggies" look to Rawson Stovall for an inside track on what turns video-gamers on these days.

Rawson's "Vid Kid" column covers both the arcade game beat and the home front. So far, Rawson has reviewed over two hundred game cartridges, interviewed "arcade ace" for tips on playing the games, and kept his readers posted on the latest breakthroughs.

Since buying his first game system two years ago, he has accumulated almost a dozen home game systems and computers. Rawson spends two, sometimes three, hours a day checking them out. But he is the first to admit that he is no video game virtuoso. "I'm just a fair player myself," Rawson says. As for the writing side of his job, he says, "It's never boring. There are new games all the time and technological advances every week."

A few months back, Rawson received a ColecoTronizer™ Video Game System and cartridges, and has since become a Coleco convert. He has given both the system and the cartridges high marks in his columns, and talks enthusiastically about the qualities that set Coleco apart from its competitors. He is most impressed with the versatility of the system. "All these different features—the expansion modules, the Atari™ adapter, the Super Game Pack—make the Coleco system really exceptional," he declares.

Rawson is currently learning computer programming, mastering the stepping stones of BASIC and actively working out several game concepts. For Rawson, video games provided a natural bridge to his blossoming interest in computers. As he puts it, "After playing the games, I wanted to know how they worked. I think that this is true with a lot of kids. It's really a whole lot more fun playing video games if you know how they work—and to know how they work, you have to know something about computers."

How did Rawson get started on the road to becoming "spokes kid" for the video game generation? With remarkable professionalism for someone his age, that's how. A year and a half ago, he simply walked into the offices of his local paper, the Abilene Reporter-News, and asked to see the executive editor. He was chatting with him four sample columns and an outline for a year's worth of articles. Recognizing that Rawson really understood the subject, the editor gave him his break and

the young journalist was soon off peddling his columns all across the West and Southwest. He succeeded in selling "Vid Kid" to ten newspapers before it was picked up by the United Press Syndicate.

This kind of industriousness, however, is typical of Rawson. Last year, he raised \$5,480 in one month for Abilene's Mental Health Association, earning him the Governor's Award for Outstanding Volunteer Service. Two years ago, he won the Top Salesman Award for selling a record number of raffle tickets for the local PTA. In fact, he bought his first video game from money he earned collecting, shelling, and selling pecans door-to-door.

And what does this plucky life-grader and entrepreneur plan to do when he grows up? Rawson has a characteristically practical answer to that question. "I have four choices in mind for when I get older," he says. "That's to be a public relations person, continue as a columnist, become a game designer, or be the president of a famous game company."

At the rate he's going, Rawson will probably excel in all four careers! ■



## STRATEGY TIPS FROM MARK AND SUE

Our Experience reporter read with Coleco's resident game testers, and heard these helpful hints.



by Universal

**Mark:** I always go for the treats, to rack up points, and I use apples only when there's a monster there to get them. Otherwise, they go to waste.

**Sue:** But you should use all the apples, 'cause once they're gone, that's when the diamond comes out.



by B&B

**Sue:** I always go for the ships in the sky 'cause they're worth more points.

**Mark:** I see you've been reading the instructions.

**Sue:** That's not all. To get the green fighter planes, it's best to work from side to side — left to right or right to left.

**Mark:** Easier said than done.

**Sue:** Maybe, but I never stay in one place in the water too long, 'cause you're a sitting duck for torpedoes.

**Mark:** Speaking of ducks, when missiles are coming at me, I duck rather than try to fight them, because you don't get any points for destroying them.



by Billy Midway

**Sue:** In the laser attack scene, you know that little guy who fires the laser?

**Mark:** Not personally.

**Sue:** Listen, Mr. Comedian, the best way to get him is to wait until the last of a laser passes by you, then fire on him — 'cause he stays in place for an extra second, long enough to get him.

**Mark:** What a killer instinct.

**Sue:** And to destroy the Mother Ship, I clear as much of the force field as possible and then get ahead of her. She'll move right into your bullets.

**Mark:** Just like in the Invader scene. When you've only got a few left, go in the direction they're going, but a little ahead of them, and they'll run in to your bullets.

**Sue:** I'll make a fighter out of you yet.



by B&B

**Sue:** If I have a problem killing which planet you can't fly around.

**Mark:** It's just a matter of playing a lot and remembering where they are. As a rule though, I fly low through the planets, because it gives me more room to maneuver.

**Sue:** What do you do with the saucers?

**Mark:** Well, when they come out from the side, I stay on the top of the screen.

**Sue:** Right, but when they come circling up from the left bottom corner...

**Mark:** Then I stay in the center, 'cause they'll come right into my line of fire.



by Konami

**Mark:** If there are a lot of heat seeking missiles, I start to circle, 'cause they'll follow and I can lead them right off the screen.

**Sue:** Actually, I prefer to fly in one direction, 'cause when you fly in circles, you tend to get surrounded by planes.

**Mark:** Yeah, but sometimes you have to turn around to get the clusters of planes for extra points.

**Sue:** True, but don't follow them off the screen or anything else, for that matter, 'cause they disappear.



by Century II

**Sue:** I like to get the dinosaur as soon as he appears, otherwise he leaves cactus all over and it's a drag cleaning up after him.

**Mark:** And I especially keep the bottom of the screen clear of cactus so the snakes don't suddenly come down on me.

**Sue:** Oh, so you stay off the bottom, mostly?

**Mark:** Yeah, it keeps you from being surrounded.

**Sue:** Another trick for beating SLITHER is to get real close to the prehistoric when you kill him. You get more points the closer you are.



by Billy Midway

**Sue:** There's a trick to staying alive.

**Mark:** You mean the movie?

**Sue:** No, larky — in OMEGA RACE, if you come up from behind and blast the droids you won't get as many points, but you'll stay alive longer.

**Mark:** Right. And if the droid starts on the left they'll move clockwise, and if they start on the right they'll go counterclockwise.

**Sue:** Since when can you tell time?

**Mark:** Since now. It's time we get back to work.

# READER TIPS

## SPACE PANTS

by Universal

Try this if you're trapped by a creature and have no ladder and no time to dig a hole. Dig one time in front of the creature. When the creature falls into the partial hole, push the joystick to run towards the creature and hold it. Your spaceman runs in place until the creature starts coming out of the hole, then runs safely through the creature. NOTE: This only works for one creature at a time.

Charles McGrew, Bellingbrook, IL

Congratulations! You win a free cartridge for the best tip! —Ed

## ZAXXON

by SEGA

I have an almost unbeatable way to destroy Zaxxon. Before Zaxxon enters the screen, move to the 2½ altitude mark and move all the way to the right. When Zaxxon fully enters the screen, move a little to the left and fire away!

Doug Oberle, Burke, VA

When approaching an asteroid, your plane doesn't have to be all the way at the top of the screen to get over the wall. It will clear the wall when your high-low meter is just a tad above the third notch from the top. That gives you more time to swoop down and shoot the two bad tanks at the beginning of the asteroid!

Richard Zimmerman, Chicago, IL

## Loopy

by Universal

When you first start a screen, before you add any of the letters, set the hearts for maximum point values. Also, keep trying to spell "EXTRA" as many times as you can, since on higher levels you will need as many lives as you can get.

Bastley P. Robinson, Sacramento, CA

## Loopy

by UNIVERSAL, INC.

When you're over the hole where the ball was, bring the plane straight up so it will bounce off the top wall. On the way down, keep shooting. This way you will hit the ball and it will be safe to go in the inner room. Then duck on the line that says "END" and start over.

Gregory S. Strangward,  
Halifax, Nova Scotia

## DONKEY KONG

by Nintendo

Normally, grabbing the hammer and hitting barrels isn't advisable because of the time you have to spend heading onto the hammer. But when you feel you have gained enough points from the hammer, there is a way to get rid of it ahead of time. If you run Mario off the edge of the second or third floor and he falls onto the floor below, the hammer will disappear and Mario will not die. Using this strategy, I have been able to attain scores of up to 4,000 on the first screen.

Steven Pogle, Baltimore, MD

I call this trick the "Black Hole" in the Gender screen when the game starts, move Mario to the first broken ladder. Climb all the way up the broken ladders, then climb back down and take two steps to the left. Then jump to the right, and Mario will go straight through the bottom of the screen. Mario will appear on the next screen, the Rivet screen. On the way, the DONKEY KONG cartridge that came with the system in 1982 is a little different. The difference is that it will take ten seconds longer and you do not start on the Rivet screen right away. Instead, Mario will land in front of the two ladders that are in front of Donkey Kong. Move to the left and climb the ladders as usual.

Paul Chang, Flushing, NY

On the Rivets screen, rack up a lot of extra points by moving up to the second girder, grabbing the hammer, hitting a close fireball and staying

right there. The fireballs come out there and it's easy to get about 1,500 points by standing still. Also, it's possible to grab the girl's hat by running to the right on the first girder and jumping to where the hat is on the second girder. On the Elevator screen, you can embarrass Donkey Kong by standing close to him and jumping up and down. His face will turn brown.

Dean Olsen, Santa Clara, CA



Always jump off the edge of the screen in the fields so that if there is a 300 point bluff on the next screen, you can super jump it immediately.

Jason Demerski, Springfield, MA

## CARNIVAL

by SEGA

When a duck begins flying to the bottom of the screen, move beneath it and fire. If you miss, don't panic—don't even move! Inevitably, the duck will make another pass across your line of fire and you'll have an easy shot. Never follow its flight path because you'll waste shots and often not even hit the duck at all.

David Lutz, Granada Hills, CA

## SPACE FURY

by SEGA

Always thrust (with short bursts) straight up, without turning. You'll go off the screen at the top and reappear at the bottom. Maintain rapid firing at all times. The advantage you will gain is due to the fact that your bullets will now wrap around the screen, giving you kills in front as well as behind you. This nearly doubles your effective firing power.

Dick Pichard, Oak Creek, WI

—Frank K. Steve

## COMPUTER CORNUCOPIA

**Q:** Will Coleco be making accessories for ADAM™ that will enable owners to use additional hardware and software?

**A:** Yes, Coleco plans to add continuously to ADAM's capabilities. Already announced are an RS-232 interface which will make ADAM compatible with most standard hardware peripherals, a disk drive, an additional digital data drive, a clock/calendar, a "smart" phone reader and an electronic sketch pad. Plus, of course, the 64K RAM expansion package. And there's more to come!

## GAGGLE OF GAMES

**Q:** Now that ADAM is here, will Coleco continue to make new cartridges for the ColecoVision™ Video Game System?

**A:** Yes, Yes, Yes! Many ColecoVision videogamers have asked this question. As you can see in this issue of *EXPERIENCE*, there are a lot of new carts in the works. And don't forget that all cartridges and modules work on ADAM.

## THE COLECO CONNECTION

**Q:** I own a ColecoVoice and I have talked my parents into investigating the ADAM. I want to know if I need to buy a whole new system, or if I can hook it up to my ColecoVision. Also, does it consume more energy than just the ColecoVision.

**A:** ADAM can be purchased as an Expansion Module for the ColecoVision Video Game System for about \$150 less than the stand-alone system. Both units use less energy than a 100 watt light bulb.

## MICROVISION

**Q:** The main reason I bought a ColecoVision is that I heard you were working on a computer keyboard that will turn it into a home microcomputer. My idea of the ultimate computer is to have a 10 to 20K ROM memory, 16 to 40K RAM memory, a 60 to 70 key typewriter style keyboard with upper/lower case, cursor movement, inverse video, full screen editing, and disk input; a printer later on; languages such as BASIC and PLOT and ASSEMBLY; communications capability; optional speech synthesizer; 8-bit or 16-bit microprocessor; adapters that will accept software from others; a screen size of 40 x 24 characters; or a narrow/wide switch—8x80 x 24 or 8x campus; sound with 4 voices/5 octaves each with a variable volume and tone; white noise generator for sound effects; and 16 screen colors. . .

All these specs should make the computer keyboard expansion unit so versatile that buying any other microcomputer (except the 64K ones) would be a mistake.

**A:** Wow! Sounds a lot like ADAM to us. . .

## HORSE 'N' BUGGY

**Q:** How many levels are there to LADY BUG™ and what is the last vegetable?

**A:** There are four selectable skill levels with 18 progressively more difficult "boards" in each LADY BUG. (The designers claim that the game will count up to 99 boards, but beyond that, who knows!) The last vegetable is a horseradish. Eat your heart out!

## BYTE BY BYTE

**Q:** How much program memory can a ColecoVision video game hold?

**A:** A typical ColecoVision video game has a program memory of 16 to 20K. One K is equal to 1024 characters or bytes of computer information.

## DELAY OF GAME

**Q:** When I turn on my ColecoVision, why is there a few seconds delay before the video game menu appears?

**A:** There is a 1/2 second pause at the start of each ColecoVision video game to "advertise" the game name.

## ADD 'EM TO ADAM

**Q:** Can I use the ColecoVision Expansion Module #2 with the ADAM?

**A:** You sure can. ADAM is the best video game player you can buy. ADAM accepts all ColecoVision expansion modules and cartridges, plus the Super Games which include all the arcade screens, all the bonuses, all the intermissions, and even a Hall of Fame.

## OK!

**Q:** How much "K" of RAM does the ColecoVoice unit store have? And how much will it have when the expansion modules are inserted into the unit?

**A:** The ColecoVoice Video Game System has 16K of RAM. ADAM, the ColecoVoice Family Computer Expansion Module, has an additional 64K of RAM, and can be expanded to 144K with the purchase of the optional 64K memory module, due out soon. Expansion Modules #1 and #2 do not have their own RAM memory.

## ARCADIA

**Q:** Can you tell me what new arcade titles will be available in video games for ColecoVision?

**A:** MARZAK! FREZZ!™ THE DURE'S OF HAZZARD™ SUPER ACTION™ FOOTBALL™ and FRONTLINE™.

**Get the Coolest T-Shirt for  
Playing the Hottest Video Games.**

**The ColecoVision T-Shirt.**

**Only \$4.50!**

**H**

ere's the T-Shirt that everyone is going to want. The "Gotta get home to my ColecoVision" T-Shirt. It's great to wear when you deal with Donkey Kong.<sup>™</sup> Or take on Zaxxon.<sup>™</sup>

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# COLECO QUIZ

## COLECOVISION CARTRIDGE WORD SEARCH

by Jeffrey Hall



Answers

Here's a word search quiz specifically designed to test how much you know about the exciting and ever-expanding list of video games made by Coleco. Designed by Experience reader and Coleco fan, Jeffrey S. Hall, of Charming, IL, this word search chart is hiding the names of 19 popular video games by Coleco—all arranged so their names are spelled vertically, horizontally, diagonally or backwards and—once—at a right angle.

Jeffrey calls his people "nice and hard," so we're giving you a headstart by circling the game name MYL DOG™ for you. All you've got to do is find and circle the 22 other great game names on this chart, then check your answers with our key below by holding this page up to a mirror. See how well you match up with other Coleco pros. And check your own game collection against our list so you won't miss any of the fun of video games by Coleco.

A J S D H G O S T O C Q N O P Q Z X X J S H Y B  
 C K M Z E M U E F B N P B T I A H J O Z P C A S  
 J N V O Y S D B O X C Z A Q J H Z B A Y D Z P O  
 N Z M Q U T T I Y R O C K Y H O K N U T B A X B  
 O K H B X S A R W D E Y J N G K L O N O C B P Z  
 P A J V N Z E D U Y A T M I Z E M L O E A J Q O  
 O F L I A B R T O C X L L A B T O O F L T S W B  
 Z P H D C K U U R U T B O X K J A U B A J H Y L  
 L T P F B O T O Z A N I B G N H R G Z T Z L L A  
 O D O W M N A H O P M D Y K Y U R A A S H Z C  
 O P O P K L E Z Y W D J R M O S A S K L H X O K  
 P M M N L A Y I C T O R J Z D A H X R Y O Y J J  
 I E Z R Q H O B N D N S J N A E O T Y S P L S A  
 N O P C X T A N I I K H O O S N R Y X O T O H C  
 G Z H P I J R V O L E A L J H Y A B K N O P L K  
 U S B X E N H V R M Y D T A J B Y X Y F U C H P  
 B M A W L R A Q W Z K C I H V A T L O R Y U Y O  
 O U C Y Y R T P R X O E L S N I M Z L O Z R M R  
 K R E Y W N E W E P N I G C O J N O M G T P H K  
 M F M Z O X R G O C O R N Z B S A R N P L P O E  
 O R L C W O E S N T A Z I L N H Z P A G O C L R  
 N E V N G O R C J E D P K Q L B H Q Z C G O O N  
 Z S O D A G Z M O S V Y S X Z A Y S Y L N O P C  
 Y C U M R F N R G O A A Z T O K B Y T O P O Y C  
 O U T P O T O C Z P X U C Y J L N E O D S Y M X  
 Q E O X N C P F M E Y M O I H O B L S Y T N M B  
 A J M T O P J M A B H D N M Z C N L A Y Y Z M  
 Z S D E M W Y K P D U V H J O S A O Y A B Z Y L  
 E H A O X Z V H B R N E S I Z A O Y Z P A M X X  
 G N O I J B Z Q W U R V N S L E K C M O U P Z Q

Hold page up to mirror for answers.



## VIDEO MART



### DOUBLE YOUR FUN

This combination joystick and paddle controller is designed especially for your Atari® 2600 VCS, ColecoVision Expansion Module #1 or Gemini™ Video Game System. The eight-directional joystick is more responsive than standard joysticks. Rotary paddle control is engineered for smooth action and the multi-function side button is placed for minimum response time. Check it out, whenever Coleco products are sold.



### QUARTER FLASK

Tired of reaching in your pocket for a quarter and getting a handful of wedged-up Kleenex? Never again with the Video Coin Holder from Nejolett Productions. The velcro-sealed pouch conceals a clear plastic quarter dispenser, capable of holding 40.00 in quarters. It attaches securely to any belt and comes in six imaginatively named colors: Galactic Red, Electric Blue, Lunar Lavender, Cosmic Black, Military Camo, and Orbit Green. The pouch sells for around \$7.95. For more info, write to Nejolett Productions, P.O. Box 2818, Newport Beach, CA 92663.

### CLEAN SWEEP

You wouldn't wash your face with a dishrag. Likewise, you wouldn't clean your new ADAM™ computer with a dirty old kitchen sponge. This computer care kit from RSI provides lint free cloths, flexible wands, and treated wipes for cleaning keyboards, magnetic heads and monitors. There are 25 wands per pack. Extra wands, cloths, and anti-static sprays and cleaners are also available. For details and prices, write to RSI, 4001 North Ravenswood Avenue, Chicago, IL 60612.



### STASHING THE GOODS

Getting "benched" for the game wouldn't be so bad if it was the Video Game Bench from Recreational Products. Padded seat lifts off to store your ColecoVision accessories and up to 60 cartridges. Console can remain in the removable tray during use. Sturdy wood cabinet is finished in washable walnut-grained vinyl and features deluxe casters. Write to Recreational Products for more details. While you're at it, ask about their custom video game storage center with disc cover. Recreational Products Mfg. Inc., 2142 W. Fullton, Chicago, IL 60612.



## VIDEO MART



### KID VID™

Coleco introduces the TALKING video game system designed for kids. The complete educational and entertainment package includes a video game console which will play Atari® 2600 VCS compatible cartridges as well as new "Play 'n Learn" games. It also features the Kid Vid voice module which doubles as a portable cassette recorder/player. The "Play 'n Learn" game set, "SMOWFS" SAUC PHE DAF, featuring three separate games, is also included, and a DONKEY KONG™ cartridge is an added bonus. Voice module requires four "C" size batteries (not included), but you can save money by using Coleco's PowerPower™ adapter. Ask your local ColecoVoice dealer about Kid Vid.



### PACKING IT IN

Show your allegiance with ColecoVision® Back Pack, Barrel Bag or Shoulder Pack from Classic Covers, division of Onicon Industries. Back Pack has added straps, comes in royal blue or silver and costs \$12.99. Barrel Bag measures 9 by 19 inches, also comes in royal and silver and goes for \$5.99. Shoulder Pack is 12 by 16 by 7 inches, comes in red or silver with adjustable straps and costs \$12.99. All three bags are made of durable nylon. To order call Classic Covers toll free number (800) 932-9670, and ask for Mr. Pitts. Visa and Mastercard are accepted. Classic Covers also makes anti-static vinyl covers for the ColecoVision and ADAM computer systems, from \$7.99.

### HANDI CONTROLLER

The FingerTip Controller from KY Enterprises is designed with the handicapped player in mind. Its joystickless operation allows all functions to be controlled by one hand. Model 201, pictured here, features 8-directional action, fire and bomb buttons, unbreakable case, and a two-year warranty. Gamers who have tried it report that it's easy to control and very responsive. To order by mail, send a check or money order for \$23.95 plus \$3.00 for shipping and handling to KY Enterprises, 195 Claremont #208, Long Beach, CA 90803.



### SOFT TOUCH

For cold winter nights at the arcade, for blister-free digits, or for just plain looking cool, try the Velcro™ Game Glove from Nancy & Company. It's got a callitrix palm, net back, and velcro wrist fastener and is available in left or right-handed models. There are

small, medium, and large sizes in men's, women's and kid's categories. You'll never be out of fashion in one of these three designer colors: navy, white or gold. To order by mail, send a check or money order for \$6.99 plus \$2.00 each for shipping and handling to Nancy & Company, 20164 Mission Blvd., Suite 302, Hayward, CA 94541.



# WHEN YOU COMPARE FEATURES AND PRICE THERE'S NO COMPARISON.

COMPARE*		The retail price for ADAM™ the ColecoVision™ Family Computer System is the total price for the whole system.			With all other computer companies the base price is just the beginning.	
ADAM COLECOVISION FAMILY COMPUTER SYSTEM	TRIAS INSTALMENTS '81, '84	COMMODORE 64	ATARI® 800	APPLE® IIe	IBM® PERSONAL COMPUTER	
Console with 60K RAM	Console with 128K RAM	Console with 64K RAM	Console with 48K RAM	Console with 64K RAM	Console with 64K RAM	
<b>INCLUDED:</b> Mega memory storage drive with FAST READER™ circuitry <b>INCLUDED:</b> SmartWriter™ word processing built in <b>INCLUDED:</b> "Letter-quality" daisy-wheel printer <b>INCLUDED:</b> 2 joystick game cursor controllers with built-in numeric keypad <b>INCLUDED:</b> Coleco's SmartBasic™ program <b>INCLUDED:</b> The Official BUCK ROGERS™ PLANET OF ZOON™ arcade-quality video game	<b>EXTRA:</b> Expansion/inter-face box <b>EXTRA:</b> Extra Ram <b>EXTRA:</b> Printer interface <b>EXTRA:</b> Printer cable <b>EXTRA:</b> Daisy-wheel printer <b>EXTRA:</b> Mass memory drive <b>EXTRA:</b> Joysticks (pair) <b>EXTRA:</b> Mfg's word processing software <b>EXTRA:</b> Hit arcade game	<b>EXTRA:</b> Printer interface <b>EXTRA:</b> Printer cable <b>EXTRA:</b> Daisy-wheel printer <b>EXTRA:</b> Mass memory drive <b>EXTRA:</b> Joysticks (pair) <b>EXTRA:</b> Mfg's word processing software <b>EXTRA:</b> Hit arcade game	<b>EXTRA:</b> Letter quality printer <b>EXTRA:</b> Mass memory drive <b>EXTRA:</b> Joysticks (pair) <b>EXTRA:</b> Mfg's word processing software <b>EXTRA:</b> Hit arcade game	<b>EXTRA:</b> Printer interface <b>EXTRA:</b> Printer cable <b>EXTRA:</b> Daisy-wheel printer <b>EXTRA:</b> Mass memory drive <b>EXTRA:</b> Joysticks (pair) <b>EXTRA:</b> Mfg's word processing software <b>EXTRA:</b> Hit arcade game	<b>EXTRA:</b> Printer interface <b>EXTRA:</b> Printer cable <b>EXTRA:</b> Daisy-wheel printer <b>EXTRA:</b> Mass memory drive <b>EXTRA:</b> Joysticks (pair) <b>EXTRA:</b> Mfg's word processing software <b>EXTRA:</b> Hit arcade game <b>EXTRA:</b> BASIC programming language	

\*Comparison information obtained by survey taken August 29, 1983.

For actual retail comparison, charge for a daisy wheel printer alone. Adam gives you an 80K computer, a word processor, a printer, a memory drive, a daisy wheel professional quality keyboard, and a

super game system. All in one package. Ready to use. The most incredible price/ value package ever. Use the chart above when you go to buy Adam to compare what you'll have to spend for this package

with any ordinary frame computer.

And discover that now you can afford to command the powers of a complete computer system for the whole family. Adam.



## ADAM™

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