ATARI: PERSONAL COMPUTER

START WITH A BETTER COMPUTER.

Atari personal computers have built-in capabilities you can't even add on to many other personal computers. Three programming formats (slip-in ROM cartridges, disk and cassette). A 57-key upper/lower case ASCII keyboard with 29 keystroke graphics . 128 colors

and hues. Four separate sound channels and a built-in speaker. Four game and graphics controller ports. A built-in RF modulator. FCC approval for connection to any TV. Plus, nationwide Atari Authorized Service Centers. And more.

ADD MEMORY.

The ATARI 800™ comes with 16K of memory. Expand up to a full 48K of memory with 8K or 16K RAM Memory Modules™ you install yourself. In less than a minute. The ATARI 400™ is supplied with 8K of RAM which can be expanded to 16K at Authorized Service Centers. Both models may be expanded to 26K of ROM with slip-in ROM cartridge programs.

ADD PERIPHERALS.

Atari peripherals are specifically

designed to complement your system. Add the ATARI 410™ Audio-digital Program Recorder. Add disk drives (single or dual double-density*). The ATARI 800 individually accesses up to four drives. Add the ATARI 850™ RS232 Interface Module. Add high-speed 40 or 80-column dot-matrix printers, or, a 40-column thermal printer. Add an acoustic modem for remote data access. Add a light pen.* And there are more Atari peripherals on the way.

ADD PROGRAMS.

Atari's rapidly expanding software library includes some of the most useful, enlightening and entertaining programs available. (Some programs may require more than 16K RAM.)

• **Personal Finance and Record Keeping.** Sophisticated investment analysis programs, including bond analysis, stock analysis, stock charting and mortgage and loan analysis.
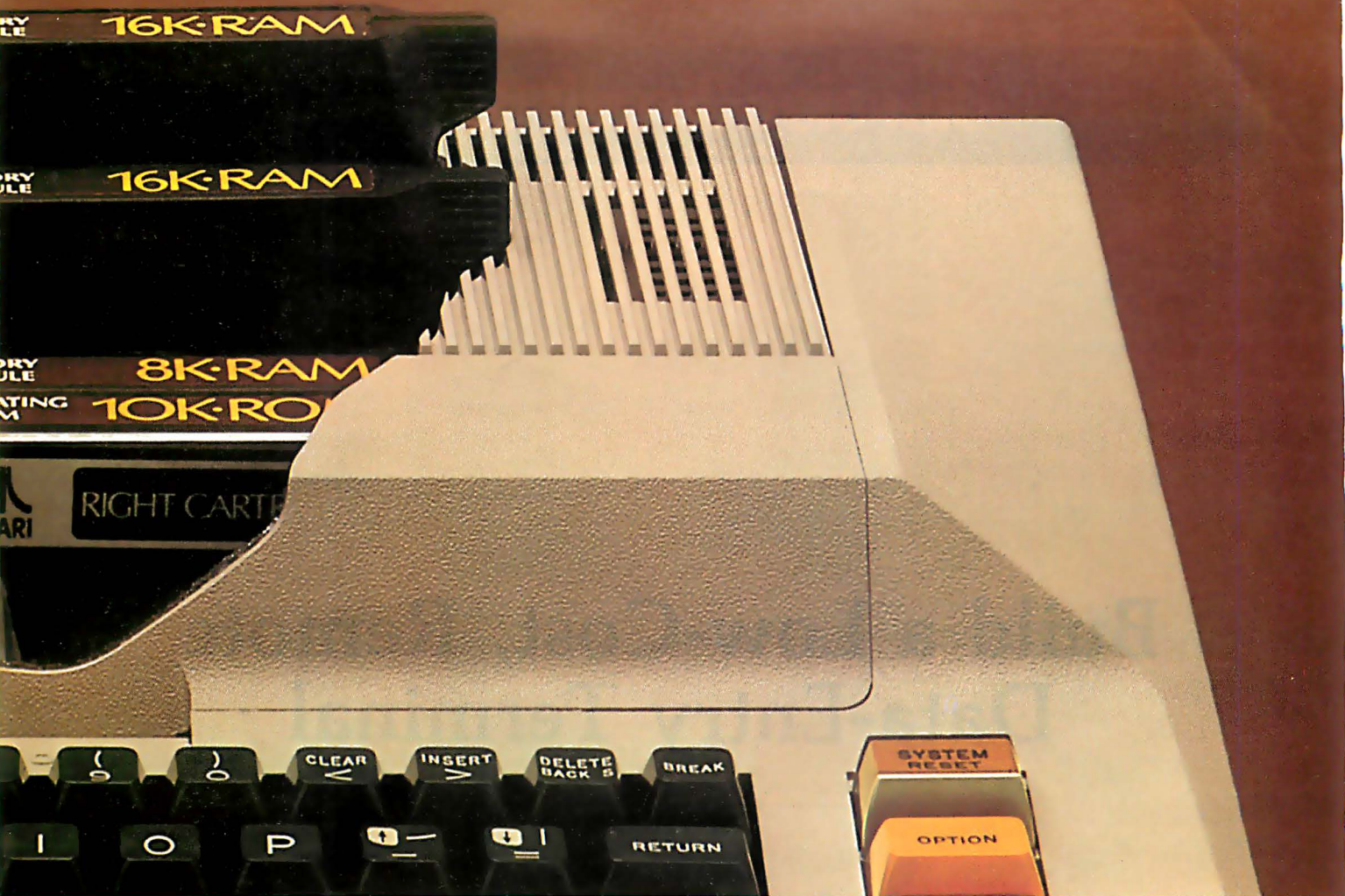
*Available Fall, 1980

SYSTEMS THAT GROW WITH YOU

- **Personal Interest and Development.** Conversational languages.* Music composition. Touch typing. Biorhythm. And more.

- **Professional Applications.** Graphics, statistics and programmable calculator programs. Plus VisiCalc,† the "what if" problem solving program.

- **Education.** ATARI Talk & Teach™ programs offer instruction from primary through college level. Plus, instructive games for all ages.

- **Information & Communication.** Turn your Atari into an interactive terminal. Access stock quotations, news services and other useful data banks. Transmit and receive data over regular phone lines. And more.

- **Entertainment.** Colorful, exciting programs include Star Raiders,™ Chess, Blackjack...and many more.

  †Trademark: Personal Software, Inc.

- **Programming Languages.** An ATARI BASIC cartridge is included. An Assembler/Editor Cartridge is available for the advanced programmer. PILOT, extended BASIC and Pascal will be available in 1981.

- **Small Business Accounting.** General Ledger. Accounts Receivable. Accounts Payable. Inventory Control. Order Entry.

ADD IT UP FOR YOURSELF.

Compare the Atari to any personal computer in its price range. Compare built-in features. Compare expandability. Compare peripherals and accessories. Compare programming and formats (ROM cartridge, disk or cassette). And if you run a business, ask your Atari retailer about the Atari Accountant,™ the complete, computerized accounting system for small businesses. At Atari we're building computer systems you won't outgrow.

ATARI®
PERSONAL COMPUTERS
1265 Borregas Avenue, Sunnyvale, CA 94086
Call toll-free (800) 538-8547 (Except Alaska and Hawaii)
(In California: (800) 672-1404) for the name of your nearest Atari retailer.