

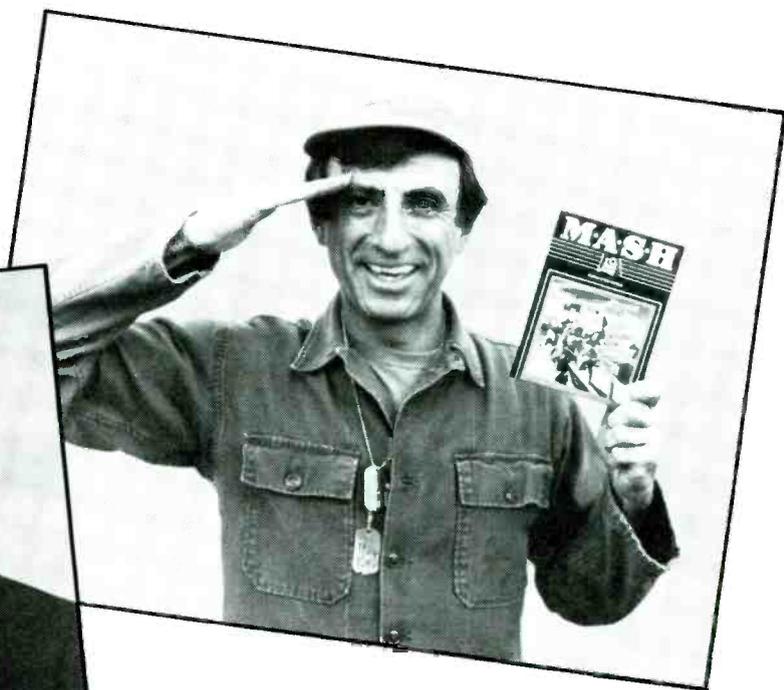
Top Systems Enhance Capabilities

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ognition, Big Bird's Egg Catch which helps develop a sense of timing and direction while using lively sound effects, Alpha Beam which helps improve a child's ability to recognize letters, and Grover's Music Maker which encourages children to develop creative music skills. The games will be available for the VCS 2600 in July. Atari will also make available a special keypad, simple enough for pre-schoolers. This summer Atari will release games for pre-teens that feature

verse, Rocky and Bullwinkle and Kool-Aid. Parker Brothers will market a game designed expressly for four to eight year-old girls. Called Strawberry Shortcake Musical Match-ups, the characters include Strawberry Shortcake, Lime Chif-

fon, Blueberry Muffin and Huckleberry Pie. The game develops color and tune, character and name recognition. Strawberry Shortcake Musical Match-ups is compatible with the Atari VCS and Sears Video Arcade, and by late summer will also



CELEBRITY ENDORSEMENTS: Sports caster John Madden for CBS Video Games, Jamie Farr for MASH, Jonathan Winters for U.S. Games at Winter CES in Las Vegas. Ad spokesmen spread the commercial message, but can Madden really play Gorf or just talk a good game?

"It Is Now Every Young Boy's Dream, Not To Be President, But To Be A Video Game Designer."

Mickey Mouse and other Disney characters. The fall releases for pre-teens will feature the well-known Peanuts characters.

Mattel will release a line of four games designed for children ages four through nine, available for play on the Atari 2600. Titles include Scooby Doo, Masters of the Uni-



be compatible with the Intellivision game system.

The new video games seem to involve more senses, not just eye-hand coordination, says Dan Gutman, editor of Video Games Player. He mentions an Activision game, Dolphin, which requires the player to use ear-hand coordination based

Licensing Means Quick Recognition, But The Game Has To Be Good.

on high, medium and low-pitched sounds. The Joyboard, a product made by Amiga, transfers the control of the video game to the player's entire body. The Joyboard is 18" by 12" and looks like a bathroom scale. The player stands on the Joyboard while it is attached to the VCS. As the player shifts his or her weight, the screen produces the illusion of skiing, in MogulManic, or of surfing in Surf's Up.

Titles associated with movies, films and well-known images, preponderance of educational games for young children and games involving senses other than eye-hand coordination, are some of the trends in the 1983 videogame market. Sophistication and improved game play are its watchwords.

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