

Bally Professional

ARCADE™

POINT-OF-SALE "ACTION" DISPLAY

Fully operational

Pilfer-proof storage for 188 cassettes and accessories, with Jewel case locks

Space for demonstration cassette

Sturdy steel legs and adjustable glides

Simulated wood grain sides
67" high x 48"
wide x 30" deep



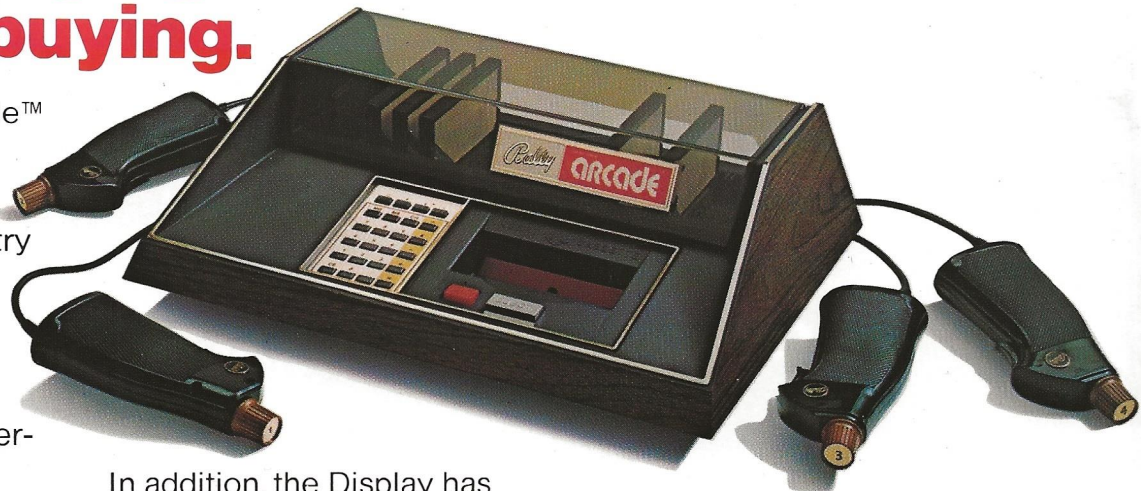
Backlighting header panel

Seeing...is trying. Trying...is buying.

The Bally Professional Arcade™ practically sells itself in this eye-catching, custom P.O.P. Display. Passing shoppers can't resist it, and once they try their hand at the Bally "magic," they want to buy.

A specially prepared Demonstration Cassette gives potential buyers a 2-minute (approximately) overview of the Bally Arcade. It highlights some of the exclusive Bally features, and briefly shows the built-in games in action... GUNFIGHT, CHECKMATE and SCRIBBLING.™ It also lists optional Videocade™ Cassettes that are now available.

The Display unit includes space for the "pistol-grip" hand controls and the Arcade itself so that prospects can actually operate it and play the games as they would at home.



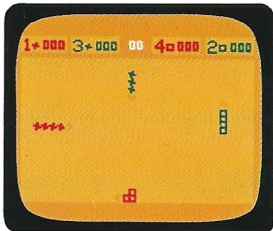
In addition, the Display has space for up to 188 cassettes plus add-on accessories. This pilfer-proof storage is all under lock and key.

Designed for maximum use of minimal space, the Display is also highly attractive and soundly constructed. It can be charged 100% to co-op accrual, and can be ordered:

**FOB Bally
Consumer Products Division
10750 Grand Avenue
Franklin Park, Illinois 60131**

One of the most advanced and powerful video game/home computer systems on the market. Built for superior performance today, and constantly expandable for tomorrow.

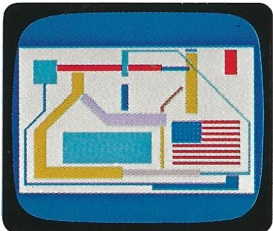
In addition to the 3 Arcade-Tested games already programmed into the Arcade unit, Videocade™ cassettes are also available in Action/Skill, Sports, Educational and Strategy series.



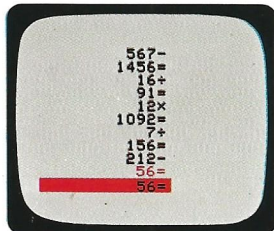
CHECKMATE™



GUNFIGHT™



SCRIBBLING™



CALCULATOR

Bally Professional
ARCADE™

THE HOME COMPUTER
WITH THE BALLY BRAIN



Bally makes the games people play

Bally Consumer Products Division
10750 West Grand Avenue
Franklin Park, Illinois 60131
(312) 451-1360
(CABLE MIDCO) (TELEX 72-1596)

Printed in U.S.A.