

Bally Professional

arcade™

One of the most powerful
video game/home computer systems
on the market.



Exclusive Features

- Bally Brain
- 5-function, 10-memory electronic tape calculator
- 256 color variations
- 4-player action with total remote control
- Stop-action pause control
- Automatic shut-off

Plus

- Superior graphic resolution for incredible clarity and animation
- On-screen instructions and scoring
- Electronic sound effects/music
- Constantly expandable with programmable Videcade™ cassettes and accessories



Introducing Fun & Brains™— The new Bally Professional Arcade.™

It entertains

Three of Bally's most popular "arcade-tested" games are already programmed and built into the Bally Brain. Others are available right now on Bally Videocade™ Cassettes and more will be added every month. There's practically no limit to what you can expect. Action/Skill, Sports, Strategy and Education are all in Bally's "game plan," now and for the future.

It teaches

The Bally Brain can be programmed to challenge the student by teaching him material as a school teacher would, step-by-step. The computer instantly determines a user's ability, then adjusts the learning level of the program by continuously posing more difficult problems.

It offers an exciting future

Soon, Bally will introduce hardware to expand the Bally Brain's capacities and capabilities. With optional accessories, it will help balance the books, keep valuable records, aid children's education, store and dial phone numbers, control heat and lights—even talk to other computers by phone.

For business, the Bally Brain will help do bookkeeping functions, payroll, inventory control and billing.

Additional modules and software will soon expand its capabilities. Among them: a typewriter keyboard, high-speed printer, acoustical coupler, and digital magnetic tape decks, each with an additional 250,000 bytes of storage.

BALLY EXCLUSIVE FEATURES

Bally Brain—This powerful micro-processor, in conjunction with Bally's custom-designed Brain Cells, creates a memory library of more than 12,000 bytes (instructions). With each cassette, up to 64,000 more

bytes are added. So it has far more power and expansion capability than other video game/home computer systems on the market.

5-Function, 10-memory electronic tape calculator—allows the user to do computation electronically, and also electronically scroll figures up and down his TV screen to double-check and correct his entries.

256 color variations—This superior color is achieved by covering the entire spectrum with 8 ranges of each of the 32 basic colors.

4-Player action with total remote control—Specially-designed "Pistol-grip" hand controls fit the hand naturally for easy operation. Attachment to unit by cords lets you change games without leaving your chair.

Stop-action pause control—lets player stop and resume action at will without losing sequence of action.

Automatic shut-off—Even when you forget, the Bally Brain remembers to shut off the unit at regular intervals.

BALLY "PLUSSES"

Superior graphic resolution for incredible clarity and animation—Bally's picture image consists of more than 16,000 dots, compared to approximately 4,000 on most other video games. This greater resolution means that Bally offers finer detail, clarity, color and motion in a picture that's actually more functional. And more fun.

On-screen instructions and scoring—Unlike other video games, Bally gives the user instructions right on the screen, and also lets him "know the score" while he's playing.

Electronic sound effects/music—create "fun" moods and help put the player in the spirit of the games.

Constantly expandable with programmable Videocades and accessories—The Bally Arcade is uniquely designed to accept electronic advances

as they become available. Adding these components will increase the Arcade's power, applications and usefulness. And because of the Bally Brain's greater memory library, more of each cassette's power is devoted to making the game more true-to-life, interesting and playable.

Backed by the best—the technical research and innovative design techniques of Bally Manufacturing Corporation, world's leading producer of leisure time amusement games. Designed to be ahead, and to stay ahead, of all competition.

LIMITED WARRANTY

Bally Manufacturing Corporation, Consumer Product Division, 10750 West Grand, Franklin Park, Illinois 60131 (the "Warrantor") hereby warrants to the original purchaser only, that this BALLY ARCADE will be free from defects in materials and workmanship, under normal use, for a period of 90 days from the date of purchase. In addition, Warrantor will replace all defective parts for a period of one year from the date of purchase with customer incurring all labor costs after the initial 90 day warranty period. Our obligation assumed under this warranty is limited to the repair or replacement of parts, without charge, which are defective and which have not been misused, carelessly handled, or defaced by repairs made or attempted by others.

In the event that you desire to obtain performance of any warranty obligation, please return the product and all original equipment packaged in the initial purchase to the dealer from whom purchased or to any Bally Authorized Service Center with transportation charges prepaid.

When requesting performance under the terms of this warranty, the original purchase date must be established by the customer by means of a bill of sale, invoice, or other acceptable documentation.

This warranty gives you specific legal rights, and you may also have other rights which vary from state to state.

**SELL THE PRESENT
AND THE FUTURE
WITH THE**

Bally Professional
ARCADE™

THE HOME COMPUTER
WITH THE BALLY BRAIN

Bally makes the games people play

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