

# IMAGE

## COMPUTER PRODUCTS, INC

### Corporate Objectives and Personnel

Image Computer Products' objective is to establish itself as the foremost publisher of quality personal computer software.

We plan to accomplish this by attracting the nation's most talented software designers with our offerings of:

- Expertise in the area of Retail Marketing
- Guaranteed large volume sales through well structured, aggressive national distribution
- Competitive royalties
- A highly technical consumer orientated staff which assists in program concept design and helps insure the success of all programs published through Image Computer Products, Inc.

Image Computer Products, Inc., is a division of The Image Producers, Inc. which has spent the last nine years as an advertising/marketing agency providing a complete range of services to manufacturers of highly technical products and electronic equipment.

Recently Image Producers has evolved into a micro computer marketing and software agency. It's emphasis is in creating computer simulations and developing interactive computer systems. Maintaining creative responsibility and an active role in program marketing and management sets them apart from a standard software house.

Current products include educational courseware, retail software, demonstration programs, computer languages and documentation as well as sales and product training programs.

Maintaining an in-house staff of professional management and marketing personnel and relying on outside talent for technical consulting back-up and programming support gives Image Producers the flexibility to quickly respond to the individual needs of each customer.

In the past, Image Producers has created over fifty software packages specifically designed and produced for over-the-counter sales to computer stores. Image has already created software for some of the most popular personal computers, such as:

APF IM-1  
 Apple II  
 Atari 400 and 800  
 Bally Arcade  
 Exidy Sorcerer  
 Radio Shack TRS-80  
 T.I. 99/4

This history of software design and development has already established the Image "label" as a name synonymous with quality personal computer software.

#### IMAGE COMPUTER PRODUCTS MANAGEMENT

Bill Moulds, President, created The Image Producers, Inc. in 1971 as a marketing communication and design agency. With seven years of prior account service and management experience, Bill has accumulated sixteen years of background in the communications industry. Two of those years were spent as Advertising Consultant to a division of ITT with total responsibility for sales promotion and marketing. Recently Bill completely restructured the company and tailored it to provide marketing and software services for the micro-computer industry. As President of Image Computer Products, he has now assembled an impressive staff of professionals to cover all areas of product marketing from design and development to national sales management.

Dick Ainsworth, V/P Creative Director, has been working with Image Producers as a free-lance writer and editor for the past six years. His background in education and electronics has provided the technical writing support necessary to effectively market high technology products and services. While attending the University of Georgia, Dick authored several major pieces like "Educating the Exceptional Child" for the Georgia State Department of Education. He also attended Georgia Tech where he did a short stretch as an instructor in the chemistry department. Dick's consulting background includes Emory University Medical School, the University of Chicago and the Atlanta Speech School. As a free-lance writer he worked for Encyclopedia Britannica, the Atlanta Magazine and Coronet Educational Films. His commercial publishing experience began as Editor of Electronic Packaging Magazine. Later he published numerous articles in Electronics, Electronic Design and Design News. Dick has lectured on "communications design" at U.I.C.C. and "application of computer graphics" at the Art Institute of Chicago. His most recent accomplishment was in April at the World Symposium on Humanity in Los Angeles where he spoke on "New Dimensions in Education."

Al Baker, V/P Programming Director, has been working with Image Producers the past year and has recently assumed responsibility for the entire programming staff. Al has spent the previous seven years at Standard Oil of Indiana in the area of large scale control software analysis and design. He has programmed in over twenty programming languages and has developed an extension to PL/1 called TL/1. Since coming to Chicago to get his degree in Mathematics at IIT, Al has sold more than 20 articles on aspects and uses of micro-computers. He is currently developing high level programs and simulations for our retail software customers and is one of the primary forces behind the development of our "self-teaching" language called IMAGE BASIC. In December of '79, Al began a column in Interface Age called "Al Baker's Game Corner" in which he shows how to do various types of game programming on each of the currently popular personal computer systems.

Dick Schultz, National Sales Manager, is responsible for establishing and maintaining a national sales organization of reps and distributors capable of providing complete sales and service for retailers. After receiving his Bachelor Degree from Northwestern Illinois University, Dick did a short stretch selling insurance and then chemicals and commercial cleaners. He finally joined Bally Mfg., where he spent a total of seven years in various management positions. During the last three years at Bally, Dick was responsible for product, sales and service training for the Consumer Products Division, specifically home pinball machines and the Bally Arcade. His involvement with the personal computer industry and retail sales promotion provide needed depth to the management staff of Image Computer Products.

All the marketing and technically orientated expertise in the world can't produce success unless they are backed by an equally experienced development and production staff and this is the primary area where Image Computer Products excels.

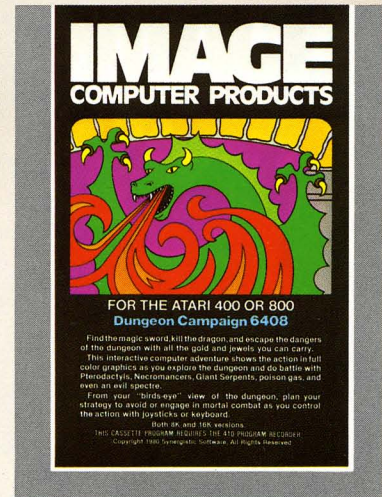
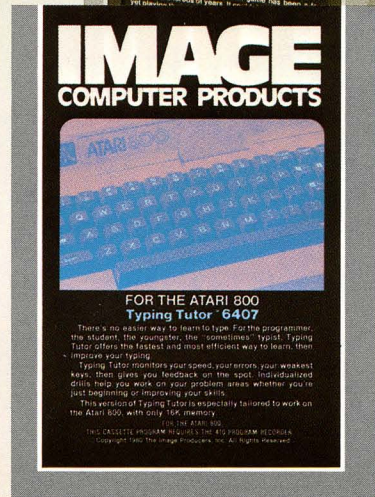
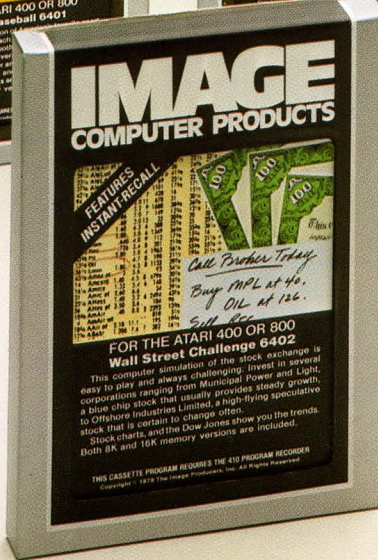
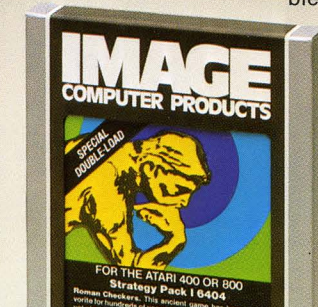
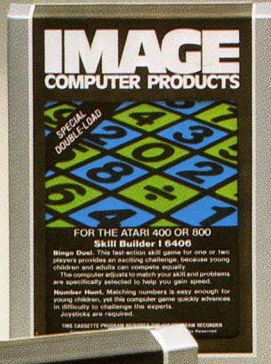
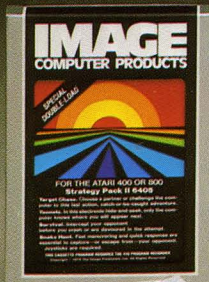
Our tape duplicating facility (over 24,000 square feet) has the proven capability of producing tapes and disks at a lower drop-out rate than anyone we know of. This can primarily be attributed to the fact that most of our high-speed duplicators are our own patented design, and allow us to control aspects of digital duplication that most people haven't even discovered yet. When you consistently exceed the quality requirements of Sears and Radio Shack, you must be doing something right.

Printing, packaging, assembly and shipping are also essential parts in the production of quality software products, and again we have an edge on the rest of the industry. Our printing and fulfillment plant near downtown Chicago handles all of these critical aspects of production under one roof, which maintains a high level of efficiency and speed in order processing.

All this capability combines to give Image Computer Products the ability to process orders in large volume with excellent quality and a lead-time measured in hours, not weeks.

# Put an **IMAGE**™ on your **ATARI**\* personal computer system

This new line of Image cassette programs will introduce you to the full range of color, sound and computing power of your Atari Personal Computer System. All eight of these products require the 410\* program recorder.



## Mind Master 6403

This classic strategy game involves logic and speed, as you cleverly unravel the secret codes designed by the computer. Several players can compete with each other or with the computer in each of the four levels of difficulty. Both 8K and 16K versions.

## Skill Builder I 6406

**Bingo Duel.** Players compete equally as the computer adjusts to match your skill. Problems are specifically selected to help you gain speed. Number Hunt — Matching the numbers becomes increasingly difficult as the computer quickly advances the skill level of the game. Joysticks are required. 8K only.

## Strategy Pack I 6404

**Roman Checkers.** This ancient game requires skill, cunning and strategy as you try to out-think your opponent. 8K only.

## Strategy Pack II 6405

**Target Chase.** A "catch-or-be-caught" adventure. **Tunnels.** Electronic hide-and-seek. **Survival.** Intercept your opponent before you crash or are devoured. **Snake Hunt.** Capture or escape from your opponent. Joysticks are required. 8K only.

## All Star Baseball 6401

Enjoy the fast action fun of computerized baseball where each player has the choice of being pitcher or batter. Check your progress on the official scoreboard which keeps track of innings, errors and the score. Both 8K and 16K versions.

## Wall Street Challenge 6402

This computer simulation of the stock exchange allows you to invest in several corporations ranging from Municipal Power and Light, a blue chip stock that usually provides steady growth, to Offshore Industries Limited, a high-flying speculative stock that is certain to change often. Stock charts, and the Dow Jones show you the trends. Both 8K and 16K memory versions are included.

## Typing Tutor 6407

Learn how to type quickly and easily with the Atari 800 Typing Tutor. The computer monitors your speed, your errors, your weakest keys, then gives you individualized drills to help with problem areas. 16K only.

## Dungeon Campaign 6408

Journey through a dungeon in an exciting quest for gold with this full color, interactive computer adventure. You control the action with joysticks or keyboard as you and your warriors do battle with the terrifying creatures who guard the gold. (Sound effects included!) Both 8K and 16K versions.

\*Indicates Trademark of Atari, Inc.  
Dealer Inquiries Accepted

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## COMPUTER PRODUCTS, INC

615 ACADEMY DRIVE, NORTHBROOK, IL 60062  
312/564-5060

# Put an IMAGE on your T.I.

This new line of IMAGE cassette programs will introduce you to the full range of color, sound, and computing power of your Texas Instruments system.

All six of these cassettes require the dual cassette cable and a standard recorder.

Wildcatting, Wallstreet Challenge, and Mind Master are each 16K to match your system's full capability.

Strategy Pack I, Tournament Brick Bat, and Skill Builder I are special cassettes with multiple programs for extended play and value.

Time Response Monitoring\* and interactive programming make these games easy for children to play and enjoy—and also create a continuing challenge that expands to match your experience, creativity, and skill.

\*TRM and Time Response Monitoring are trademarks of The Image Producers, Inc.



## Tournament Brick Bat 9401

This fast-action skill game may be played against the computer or with a friend. Choose competition mode and challenge another player. Or select the cooperative mode and work as a team while the computer acts as your opponent.

Whether you select solo play, competition, or cooperation, the computer keeps score and increases the challenge as your skill improves. Joysticks are required.

## Wall Street Challenge 9402

This computer simulation of the stock exchange is easy to play and always challenging. Invest in several corporations ranging from Municipal Power and Light, a blue chip stock that usually provides steady growth, to Offshore Industries Limited, a high-flying speculative stock that is certain to change often. Stock charts, and the Dow Jones show you the trends. Both 8K and 16K memory versions are included.

## Wildcatting 9403

This computer program simulates a hidden oil deposit which you will try to find. Select a location on the map that looks promising. The geological survey will show the probability of striking oil below that spot and also estimate the cost per meter to drill.

Just like the professional wildcaters, try to strike oil early for maximum profits. The computer creates a different oil deposit each game and shows the view as you drill.

## Strategy Pack I 9404

**Roman Checkers.** This ancient game has been a favorite for hundreds of years. It couldn't be easier to play, yet playing the game well takes skill, cunning, and strategy as you try to out-think your opponent.

**Frame Up.** Try to out-manuver your opponent or play against the computer in this game of wits and calculated strategy. You will alternate selecting numbers and controlling your opponents choices. Joysticks are optional.

## Mind Master 9405

This classic strategy game takes on a new dimension as the computer designs the hidden problems and reports the results of each guess.

Multiple players may compete against the computer and each player may select the level of difficulty that matches their skill, ability, and patience.

This program also contains a formula for solving logic problems. Create the answer and watch the computer use deductive logic to discover the secret code.

## Skill Builder I 9406

**Bingo Duel.** This fast-action skill game for one or two players provides an exciting challenge, because young children and adults can compete equally.

The computer adjusts to match your skill and problems are specifically selected to help you gain speed.

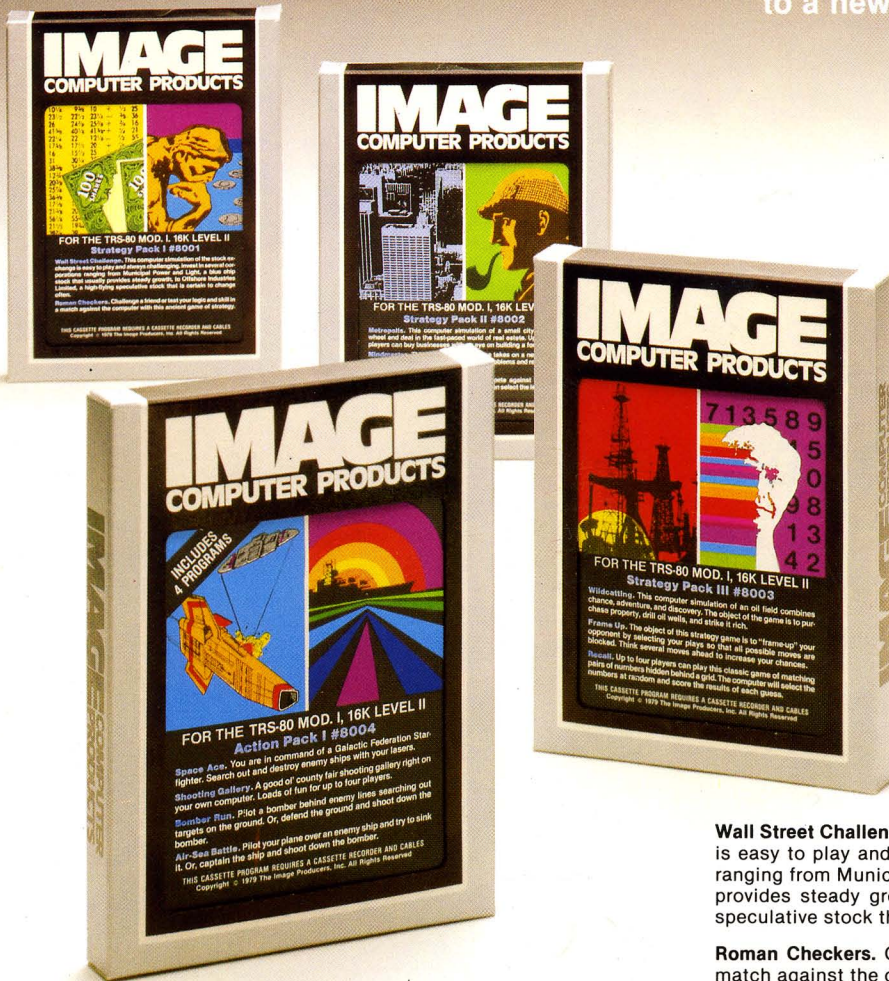
**Number Hunt.** Matching numbers is easy enough for young children, yet this computer game quickly advances in difficulty to challenge the experts. Joysticks are required.

ALL THESE CASSETTE PROGRAMS REQUIRE A CASSETTE RECORDER AND CABLES

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# Put an IMAGE™ on your TRS-80

These cassette programs will introduce you to a new generation of quality software for your 16K Level II TRS-80.



Everything from Fast-action animated skill games through mind boggling Strategy and Simulation programs is included in this software collector's series.

Each package contains a quality program cassette in a protective storage box, and complete operating instructions.

These programs run on a 16K Level II TRS-80 Model I.

### Strategy Pack I #8001

**Wall Street Challenge.** This computer simulation of the stock exchange is easy to play and always challenging. Invest in several corporations ranging from Municipal Power and Light, a blue chip stock that usually provides steady growth, to Offshore Industries Limited, a high-flying speculative stock that is certain to change often.

**Roman Checkers.** Challenge a friend or test your logic and skill in a match against the computer with this ancient game of strategy.

### Strategy Pack II #8002

**Metropolis.** This computer simulation of a small city lets you wheel and deal in the fast-paced world of real estate. Up to eight players can buy businesses with an eye on building a fortune.

**Mindmaster.** This classic strategy game takes on a new dimension as the computer designs the hidden problems and reports the results of each guess.

**Wordmaster.** Multiple players may compete against the computer to find the hidden word. Each player can select the level of difficulty that matches his individual skill.

### Strategy Pack III #8003

**Wildcatting.** This computer simulation of an oil field combines chance, adventure, and discovery. The object of the game is to purchase property, drill oil wells, and strike it rich.

**Frame Up.** The object of this strategy game is to "frame-up" your opponent by selecting your plays so that all possible moves are blocked. Think several moves ahead to increase your chances of winning.

**Recall.** Up to four players can play this classic game of matching pairs of numbers hidden behind a grid. The computer will select the numbers at random and score the results of each guess.

### Action Pack I #8004

**Space Ace.** You are in command of a Galactic Federation Starfighter. Search out and destroy enemy ships with your lasers.

**Shooting Gallery.** A good ol' county fair shooting gallery right on your own computer. Loads of fun for up to four players.

**Bomber Run.** Pilot a bomber behind enemy lines searching out targets on the ground. Or, defend the ground and shoot down the bomber.

**Air-Sea Battle.** Pilot your plane over an enemy ship and try to sink it. Or, captain the ship and shoot down the bomber.

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### DEALER PRICE SHEET

#### ATARI400/800

<u>CAT. NO.</u>	<u>DESCRIPTION</u>	<u>QTY PER CARTON</u>	<u>SUGGESTED RETAIL EA.</u>	<u>DEALER COST EA.</u>
6401	All Star Baseball	6	\$14.95	\$ 9.75
6402	Wall Street Challenge	6	14.95	9.75
6403	Mind Master	6	14.95	9.75
6404	Strategy Pack I	6	19.95	13.00
6405	Strategy Pack II	6	19.95	13.00
6406	Skill Builder	6	19.95	13.00
6407	Typing Tutor	6	19.95	13.00
6408	Dungeon Campaign	6	24.95	16.25

#### TEXAS INSTRUMENTS 99/4

9401	Tournament Brick Bat	6	19.95	13.00
9402	Wall Street Challenge	6	14.95	9.75
9403	Wildcatting	6	14.95	9.75
9404	Strategy Pack I	6	19.95	13.00
9405	Mind Master	6	14.95	9.75
9406	Skill Builder I	6	19.95	13.00

#### TRS-80 LEVEL II

8001	Strategy Pack I	6	\$19.95	\$13.00
8002	Strategy Pack II	6	19.95	13.00
8003	Strategy Pack III	6	19.95	13.00
8004	Action Pack I	6	19.95	13.00

#### APPLE II

2004	Time Manager	6	99.95	64.95
2006	Monitor Extender	6	19.95	13.00
2007	Disk Fixer	6	29.95	19.50

Prices subject to change without notice  
1/1/81

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6401	All Star Baseball	6	\$14.95	\$ 7.80
6402	Wall Street Challenge	6	14.95	7.80
6403	Mind Master	6	14.95	7.80
6404	Strategy Pack I	6	19.95	10.40
6405	Strategy Pack II	6	19.95	10.40
6406	Skill Builder	6	19.95	10.40
6407	Typing Tutor	6	19.95	10.40
6408	Dungeon Campaign	6	24.95	13.00

#### TEXAS INSTRUMENTS 99/4

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9406	Skill Builder I	6	19.95	10.40

#### TRS-80 LEVEL II

8001	Strategy Pack I	6	19.95	10.40
8002	Strategy Pack II	6	19.95	10.40
8003	Strategy Pack III	6	19.95	10.40
8004	Action Pack I	6	19.95	10.40

#### APPLE II

2004	Time Manager	6	99.95	51.95
2006	Monitor Extender	6	19.95	10.40
2007	Disk Fixer	6	29.95	15.60

Order in Multiples of six (6)  
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