July 21,1980

Dear Fred,

        Your latest issue just arrived, and I thought I'd better get
the subscription off before I forget - like last year.

        I notice that you have gone to the yellow paper, I guess as
a deterrent to the repro route. How much of a problem is that???

        I would like to open a line of communication with you
regarding various peripherals now (and future) in the works.
It seems to me that our prime responsibility is to the poor
Arcade owner, most of whom bought their machine in anticipation
of some sort of Bally add-on. We, together, should ensure that
the "things" we are working on are compatible with each other
and probably should not be exact duplicates. Let me expand a bit.

        I note that you are working on a keyboard, as I am also. Near
as I can tell, they are certainly not identical pieces of end-item,
may even "attach" to the Bally by different methods, and as such,
will provide the owner with a choice, and therefore be beneficial
to him.

        In the area of memory, language, etc., I think it would be
detrimental to the owner if what we provide separately is not
compatible. For example, if memory access space is at a totally
incompatible address location. We are using 6000H as a starting
address in our Blue Ram scheme, and the new language cartridges
we are working on will be compatible with that. I would strongly
urge that anything you have planned - that needs a specific ad-
dress - be at a minimum value of 6000H, so that the owner will
find as much flexibility as possible for his buck. If you have
any similar requirements, we'd like to hear about it.

        By the way, I'd appreciate the following ad in your paper:

" The ARCADIAN has been published for BALLY owners since Nov.1978.
  Tutorials, programs, and hardware data are included. Free sample
  issue. Subscription is $10/yr. 3626 Morrie Dr. San Jose CA 95127 "

        Lokking forward to your comments,

                                        Yours truly,

                                        Bob Fabris