

Self-contained Electronic Products

Mattel Electronics 1981

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MATTEL ELECTRONICS[®] WORLD CHAMPIONSHIP FOOTBALL

It's electronic football for the avid fan! World Championship™ Football is fast-paced gridiron action; so real you'll think you're on the field.

New for '81!

You're the quarterback on a 5 member offensive team. Choose from five formations. Call an unlimited number of plays, including options. Finesse defense out of position. Throw the bomb! Or run it in for a touchdown! Punts, field goals and onside kicks are part of the action.

On defense, you're the safety with 3 other teammates. Position your backs and cover receivers. Make pass interceptions, blitz your safety and sack the quarterback!

See 8 yards of the regulation 100 yard field at a time. Players have shaped figures. Teams are distinguished by green & blue colors. Hear a "charge" tune at kick off and after a touchdown! Hustle through play calling when the 30-second clock begins to count down. If the clock runs out, it's an automatic 5 yard penalty.

Play against another football enthusiast, or play solo against the electronic superstars. Four different speeds. Separate controls for each team! Game operates on 6 C-Cell batteries or Mattel Electronics[®] Super AC Adaptor, each sold separately.

3202 Std. Pak 4



3202 WORLD CHAMPIONSHIP Football
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World Championship Football

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WORLD CHAMPIONSHIP BASEBALL

New for '81!

Electronic baseball for the baseball lover! World Championship™ Baseball is action and strategy on the diamond so real you think you're on the field! You'll select a 9-man Batting Order from a team roster of 15 players. Each has individual strengths and weaknesses—RBI's, Stolen Bases, Throwing Arm, etc. Pick a lineup and juggle it! Pinch hit for power.

Go with left vs. right-hand percentage. Computer "tires" the pitcher. Bring in a reliever. Hitters bunt, take a pitch, swing for a single, or the "fence." A homer makes the diamond light up to music. There are pick-off plays and double plays. And you get six pitches to work with—fast balls, slow balls, curves and combinations. Balls, strikes & outs are automatically displayed. Four playing speeds. You vs. electronic superstars. Or you against another baseball enthusiast.

6 C-Cell batteries, or Mattel Electronics® Super AC Adaptor, each sold separately.
3201 Std. Pak 4



3201 WORLD CHAMPIONSHIP Baseball
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Mattel Electronics 1981

World Championship Baseball

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MATTEL ELECTRONICS®

Look Alive!

New for '81!

Look Alive!™ self-contained electronic sport games give you a piece of the action! They're more fun to play with because the action is seen through your eyes. Shaped defensive players move around you! Each game is for one or two players against the computer-controlled defense. Each operates on a 9-volt alkaline battery, not included.

Football

You're on the field in the running back position. Run, kick, pass to the receiver. Computer-controlled defenders can block kicks, intercept passes and tackle you!

Basketball

You are on the court with simulated 24 "second" periods to shoot! Go for a lay up or outside jump shot! Dribble around computer defense. Ball turns over if you stay in one position 5 seconds. Lights and sounds signal baskets, turnovers, end of quarter.

Baseball

Bases are loaded. You're up at bat! Press "Pitch" and computer delivers one of eight different pitches! The ball is getting brighter as it gets closer to home plate... Will you hit a homer, base hit—or will the computer strike you out?

1996 Std. Pak 12

1997 Std. Pak 12

1998 Std. Pak 12



1998 LOOK ALIVE! Football

Mattel Electronics 1981

Look Alive! - Football - Basketball - Baseball

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Mattel Electronics 1981

Look Alive! - Football - Basketball - Baseball

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MATTEL ELECTRONICS®

FOOTBALL 2

Passing! Running! Kicking! You call the plays. Computer's on Defense. Watch out for interceptions, blitzes or a two-point safety! Football 2 by Mattel Electronics is like taking the field! You drop back to pass, scramble, hit the receiver downfield! Touchdown! Three-point field goals and punts. Kickoffs, too—even runbacks! This is the all-pro edition. Simulated game sounds include "Ref's whistle," "Charge," "Victory" tune for TD's & field goals. Status key gives down, field position & yards to go. Score key gives score & time remaining! Wide screen, 4 playing speeds, 4 directional keys!

1050 Std. Pak 6

Operates on 9-volt transistor battery, not included.

Pocket electronic game for 1 or 2 players.

1050 Football 2

BASKETBALL 2

It's the all-pro version of the original basketball game. Features provide real action—like the 3 point play, fouls & foul shots, 3 second violations and three different computer-controlled defensive options—man to man, zone and press. Plus there are two offensive players with passing between them. It's your ball! Clock's ticking. Move your player across the court. Fake left! Dribble right! Pass! Shoot! Score! Four different skill levels, plus digital game clock and scoring. Authentic sound simulations include: "Ref's whistle," "buzzers" and more! Basketball 2 game comes fully assembled with playing instructions.

1645 Std. Pak 6

Operates on 9-volt transistor battery, not included.

Pocket electronic game for 1 or 2 players.

1645 Basketball 2

SOCCER 2

The pro version of this international sport takes electronic soccer to new heights of skill, challenge, and fast-paced fun! Four levels of speed and complexity allow spirited competition between experienced and beginning players! With all the options it's your ball... Pass it to an offensive teammate! Make high and low kicks to pass and score. You'll have realistic soccer situations, kickoffs, corner kicks, goal kicks and throw-ins. Watch out for midfield turnovers as the computer-operated defense and goalie steal the ball! The action moves across a multi-segment field, with room for an almost endless variety of strategy plays! Simulated game sounds include whistles, buzzers, kicking signals and scoring tunes. It's fascinating!

1642 Std. Pak 6

Operates on 9-volt transistor battery, not included.

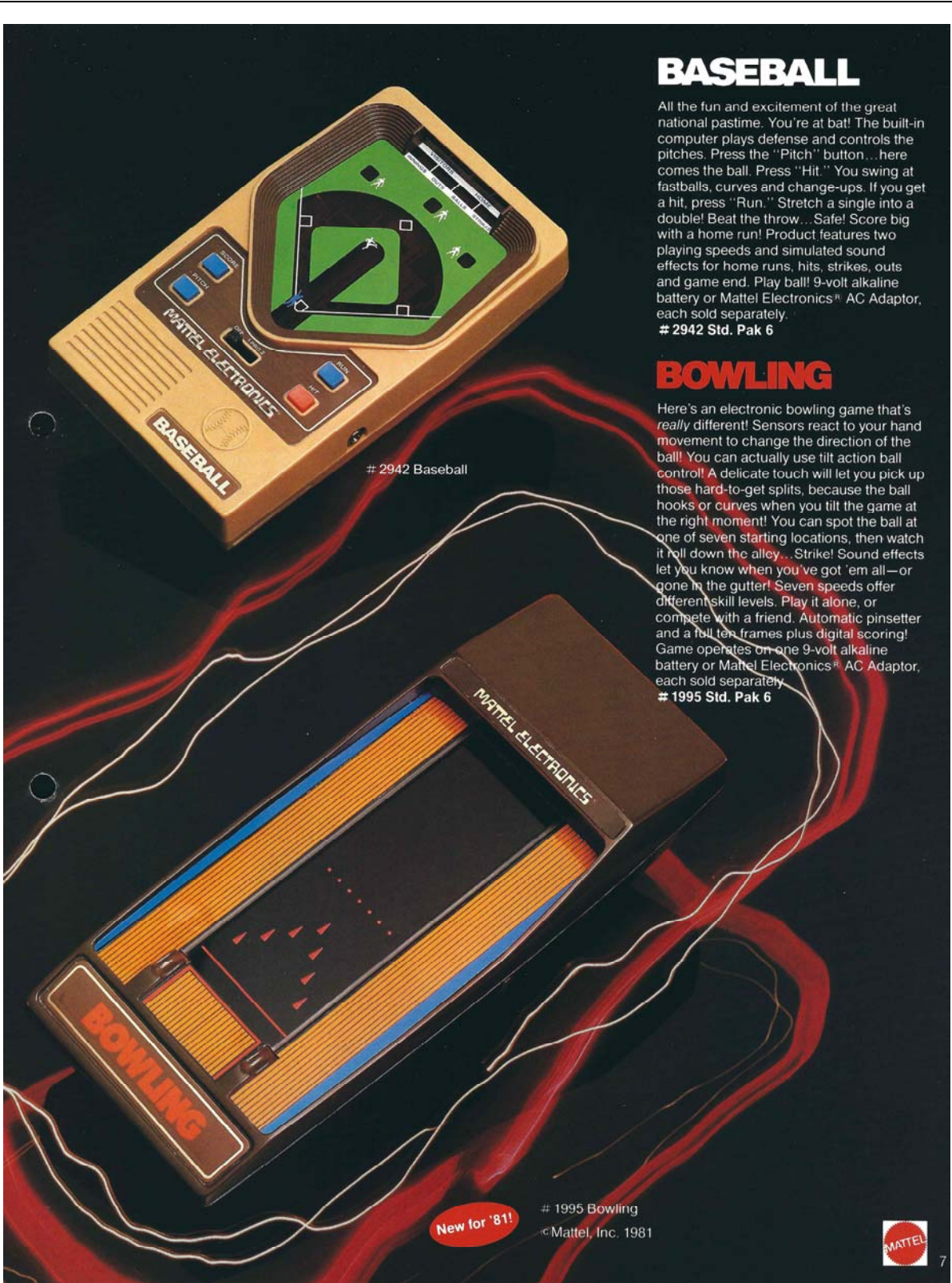
Pocket electronic game for 1 or 2 players.

1642 Soccer 2

Mattel Electronics 1981

Football 2 - Basketball 2 - Soccer 2

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BASEBALL

All the fun and excitement of the great national pastime. You're at bat! The built-in computer plays defense and controls the pitches. Press the "Pitch" button... here comes the ball. Press "Hit." You swing at fastballs, curves and change-ups. If you get a hit, press "Run." Stretch a single into a double! Beat the throw... Safe! Score big with a home run! Product features two playing speeds and simulated sound effects for home runs, hits, strikes, outs and game end. Play ball! 9-volt alkaline battery or Mattel Electronics® AC Adaptor, each sold separately.
2942 Std. Pak 6

2942 Baseball

BOWLING

Here's an electronic bowling game that's *really* different! Sensors react to your hand movement to change the direction of the ball! You can actually use tilt action ball control! A delicate touch will let you pick up those hard-to-get splits, because the ball hooks or curves when you tilt the game at the right moment! You can spot the ball at one of seven starting locations, then watch it roll down the alley... Strike! Sound effects let you know when you've got 'em all—or gone in the gutter! Seven speeds offer different skill levels. Play it alone, or compete with a friend. Automatic pinsetter and a full ten frames plus digital scoring! Game operates on one 9-volt alkaline battery or Mattel Electronics® AC Adaptor, each sold separately.
1995 Std. Pak 6

1995 Bowling
© Mattel, Inc. 1981

New for '81!



Mattel Electronics 1981

Baseball - Bowling

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MATTEL ELECTRONICS®



New for '81!

INVISIBLE ALIEN NEUTRALIZER™

Space age sounds lead you to your target in this electronic game of action and suspense. Imagine...invisible aliens have invaded the earth. They need your energy to survive. You must neutralize them before they take your energy and run.

Switch on I.A.N.™ Invisible Alien Neutralizer™. Pick a search frequency and an invisible alien closes in. Hear its "heart-beat" grow faster as it gets closer. Press both Search buttons and the hunt is on! A green light flashes! You found the alien. Fire! Electronic sounds tell you if you succeeded or if the alien escaped. You've got to be fast. If the alien reaches you first, it will take all your energy. Four aliens per game. Two skill levels. For indoor use only. I.A.N. electronic game operates on one 9-volt alkaline battery, not included.

1994 Std. Pak 6



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1994 I.A.N. INVISIBLE ALIEN NEUTRALIZER Electronic Game

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Invincible Alien Neutralizer (centerfold)

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Mattel Electronics 1981

Invincible Alien Neutralizer (centerfold)

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MATTEL ELECTRONICS®

Ticker Tape Fever

New for '81!

Mattel Electronics brings you the excitement of Wall Street to challenge your strategic thinking! One to four players each start with \$100,000. Think fast, take calculated risks, buy and sell the stocks on the move. You win if you're the first to make a million! Two high-speed electronic tickers show you "public" news and "private" information. You don't have to wait your turn. Simultaneous play allows everyone to buy or sell at once. Fun for the whole family (from ages 10 to adults). Here's your chance to learn the techniques that make some people wizards of the market! Eight stocks from 4 major industries add realism to this fast-paced electronic game. Four skill levels! Each step up brings added features—put and call options, short selling, borrowing, even wheeling and dealing in the companies you "control"! Operates on four "D" cells or Mattel Electronics Super AC Adaptor, each sold separately.
3214 Std. Pak 4



3214 TICKER TAPE FEVER Electronic Game

Mattel Electronics 1981

Ticker Tape Fever

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DUNGEONS & DRAGONS™

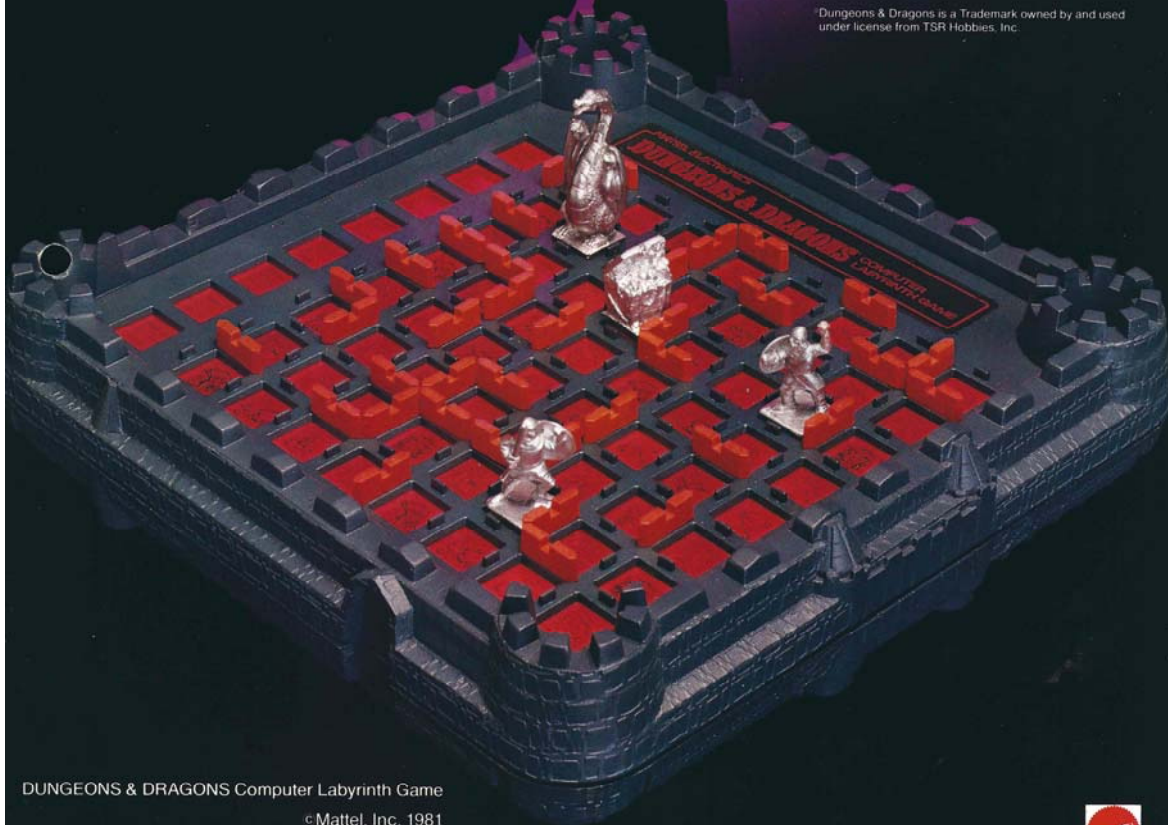
New for '81!

Computer Labyrinth Game

Enter an electronic world of strategy and adventure, with Dungeons & Dragons® computer labyrinth game. Your goal—to find and steal the dragon's treasure. Make your way through the dungeon labyrinth on a touch-sensitive electronic board. Exciting electronic sound clues help you locate labyrinth walls, warn you when the dragon is awake and after you. Quickly now! Grab the treasure and get back to your secret room before the dragon gets you. Play alone against the dragon computer or take on the dragon *and* a rival warrior. Two skill levels to choose from. Electronic playing board even looks like a dungeon, with special storage cell beneath the draw-bridge for game pieces and instruction book. Game includes electronic playing board, 4 diecast metal playing pieces (2 warriors, 1 dragon and treasure), 50 plastic wall pieces and playing instructions. Game operates on one 9-volt alkaline battery or Mattel Electronics® Super AC Adaptor, not included.

1991 Std. Pak 6

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DUNGEONS & DRAGONS Computer Labyrinth Game

©Mattel, Inc. 1981



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Mattel Electronics 1981

Dungeons & Dragons

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MATTEL ELECTRONICS®

COMPUTER BACKGAMMON

The relentless opponent you can take anywhere! Liquid crystal display lets you see the game play indoors or outdoors. No loose pieces to get lost—it's all electronic! SIX challenging skill levels developed by a World Class player allow beginners or experts to play against the computer! The game features an electronic doubling cube. Optional dice control allows you a choice between the computer's random dice roll or your own roll. It's compact! It's fascinating! Uses one 9-volt alkaline battery, not included.

1777 Std. Pak 4

New for '81!



1777 Computer Backgammon

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Mattel Electronics 1981

Computer Backgammon

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New for '81!

COMPUTER CHESS

Mattel Electronics' Computer Chess brings ultra sophistication to the game! Designed by a World Class Chess Master. Four skill levels take competition from novice to highly experienced! It's a totally self-contained game. The LCD playing board offers shape recognizable pieces visible indoors or out. No extra playing pieces! Moves are made electronically! If your game strategy fails, you can take back up to three moves. Ask the computer for help on your next move. Computer Chess can help you sharpen your game and improve your playing ability. Play against an opponent... Play against the computer... Or watch as the computer matches wits against itself. Use the special option to set up selected moves... mating threats, checks, or practice your attacking and retreating tactics. You can even save your unfinished game—for up to several days. It's the perfect game for the chess addict! Uses 4 "AA" alkaline batteries or Mattel Electronics Super AC Adaptor, not included.

#1992 Std. Pak 4



#1992 Computer Chess

© Mattel, Inc. 1981



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Mattel Electronics 1981

Computer Chess

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MATTEL ELECTRONICS®

BRAIN BAFFLER™

The electronic wizard that plays reaction and strategy games with human minds. Match wits with the computer or a friend. Eight challenging word and number games are fun for the family. You'll have to sharpen your skills to win against the advanced micro-computer—it controls the action, scoring, and game play. Try Anagrams, Build-A-Word™, Flash Word™, Copy That™, Go Hang™, or Concussion™. Educational as well as entertaining. Package is 4-color chip. Game features 38-character keyboard, 8-character l.e.d. alphanumeric display, complete instructions. Most are 2-player games, with Concussion for 1 player and Copy That for 1 or 2. Uses 9-volt alkaline battery or Mattel Electronics® AC Adaptor. Each sold separately.

1080 Std. Pak 6



1080 BRAIN BAFFLER Electronic Game

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Mattel Electronics 1981

Brain Baffler

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COMPUTER GIN™

Match your Gin Rummy savvy against a card-sharp computer! Two skill levels—beginner or advanced. Red and black miniature "cards" appear on the unique LCD display. Computer shuffles, deals, and keeps score. "Messages" light up on the screen to keep you informed of the computer's play. Follow standard rules to see if you can call "Gin!" before the computer. It's not easy. Your opponent is a master of the game! After each round, press a button and compare the computer's hand with your own. It's you against the computer in a total contest of card-playing skill. Hand held game operates on 9-volt alkaline transistor battery or Mattel Electronics™ AC Adaptor. (Each sold separately.) Complete playing instructions included. 4-color package.
1669 Std. Pak 6



1669 COMPUTER GIN Game



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Mattel Electronics 1981

Computer Gin

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MATTEL ELECTRONICS®

Thoroughbred HORSE RACE ANALYZER™

A sophisticated micro-computer that can help you analyze thoroughbred races, using key information from the Daily Racing Form. It takes you about 20 minutes to punch in the numbers for each race. The computer "prompts" you, so you won't forget anything, then gives you its ratings for the best 4 horses in the race! The Horse Race Analyzer™ was tested using available data from 1,000 races at American tracks. Although we cannot guarantee similar results, these tests indicated, among other statistical possibilities, that 90% of the time one of the 3 highest rated horses finished 1st, 2nd or 3rd... 53% of the time one of the 3 highest rated horses finished first... 51% of the time the highest rated horse finished 1st, 2nd or 3rd... 22% of the time the highest rated horse finished 1st. This handheld device is packaged with an attractive leather-like case, scratch pad and pen. For recreational purposes only.

1670 Std. Pak 6

Operates on 9-volt alkaline battery, not included.

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1670 Thoroughbred HORSE RACE ANALYZER Computer

Mattel Electronics 1981

Horse Race Analyzer

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