

Rogers & Associates

Public Relations
Marketing Communications

2049 Century Park East, Suite 4060
Los Angeles, California 90067
Telephone (213) 552-6922

News Release

for further information:
Sean Fitzgerald

for: GENERAL CONSUMER ELECTRONICS CORP.
233 Wilshire Blvd. #220
Santa Monica, CA 90401

FOR IMMEDIATE RELEASE

GCE VECTREXTM ARCADE SYSTEM FULLY REPLICATES

REAL COIN-OPERATED ARCADE EXPERIENCE IN THE HOME

CHICAGO, June 6, 1982-- Although the current rationale and promotional thrust of most major home video game manufacturers is the duplication of the real coin-op arcade experience in the home, none have been able to fully deliver the excitement and challenge of a real arcade video game. No matter what software is applied, a standard television screen is technologically incapable of replicating the three dimensional effect and high resolution of professional arcade video games.

The VectrexTM Arcade System is a fully self-contained unit with its own screen. The inherent bother and confusion of other home video game systems that require attachment to the family television set are totally alleviated by Vectrex. And since the unit can be played anywhere there is a standard electrical outlet, Vectrex owners need not compete with other family members for time on the television set.

more . . .

GCE VECTREX REPLICATES COIN-OP ARCADE EXPERIENCE--2--2--2--2

The convenience and portability of Vectrex are unique qualities for a home video game system, but it's the electronic hardware of the product that really differentiates the system from any of its competitors and provides the amazing replication of actual coin-operated arcade games.

Retailing for approximately \$200, the Vectrex Arcade System will include the following features:

- * An 8-bit microprocessor that offers more speed and power than some arcade video games.
- * Executive ROM (64K) that incorporates a resident game (Mine StormTM) and the realistic sounds and effects used in all games (music, crowd cheers, explosions, etc.).
- * Special visual effects capabilities (3-D rotation, zoom, etc.) on the 9" diagonal black-and-white vector monitor screen.
- * Screen overlays accompanying each game cartridge that provide excitement and information for each game.
- * Built-in sound system utilizing the same chip as many arcade games which creates effects that are not achievable on conventional television sound systems. Includes volume control and on-off sound option.
- * Control Panel with four action buttons and a full 360° self-centering joystick. Panel can be used directly against the unit or from a more remote position with the four-foot extended cord. Panel fits neatly into the unit and remains out of sight when not in use. Optional additional control panel can be attached for simultaneous two person play.

Utilizing the nine-inch diagonal vector screen, (the same type used in many coin-operated arcade video games), Vectrex fully duplicates the graphic qualities and three dimensional effect of real arcade games. In fact, the unit so closely duplicates real coin-operated arcade game play that GCE has already been able to obtain licensing rights to seven actual coin-op arcade games.

more . . .

- * Armor AttackTM
- * Space WarsTM
- * Star HawkTM
- * Rip-OffTM
- * Solar QuestTM

All licensed from Cinematronics, Incorporated.

* ScrambleTM
Licensed from Konami Industry Co., Ltd.

* BerzerkTM
Licensed by Stern Electronics, Inc.

* Star TrekTM
Title Trademark of and © 1982 Paramount Pictures Corporation
Game conceived and developed by General Consumer Electronics.

GCE has also developed a number of its own game cartridges that provide real arcade game challenge and excitement.

- * Mine StormTM (the Vectrex resident game)
- * Blitz!TM (A football action game)
- * Clean SweepTM
- * HyperChaseTM (An auto race game)
- * Cosmic ChasmTM

All thirteen games will be available for shipment beginning in August, 1982, as will the Vectrex unit. Cartridges will retail for around \$30. Vectrex will hit the retail shelves in mid-October, 1982, in seven introductory markets--New York, Boston, Philadelphia, Chicago, Los Angeles, San Diego and San Francisco. National distribution is planned for early 1983.

General Consumer Electronics Corporation, founded in 1980 by a select group of former Mattel, Hunt-Wesson and Procter & Gamble marketing executives, is headquartered at 233 Wilshire Blvd., Santa Monica, Cal. 90401. During the June CES, the company will be displaying at booth #2147. ##