

MATTEL ELECTRONICS®

# PRINTER 40

## THERMAL PRINTER

Retains and high-speed prints  
computer generated information  
displayed on your TV screen



SPECIAL  
OFFER!  
**\$199<sup>95</sup>**  
plus freight

While supplies last.  
For INTELLIVISION® Keyboard  
owners only. Offer NOT  
available at stores.

Now *Mattel Electronics*® adds high-speed professional printing to the *Intellivision*® System. For an exceptionally attractive special price, you can retain and reproduce on paper almost anything you develop using the *Intellivision* BASIC Cartridge.

Numbers, characters, symbols, graphs... the *PRINTER 40* captures it and prints it, *fast*. You can use any standard thermographic paper — roll or fan-fold feed.

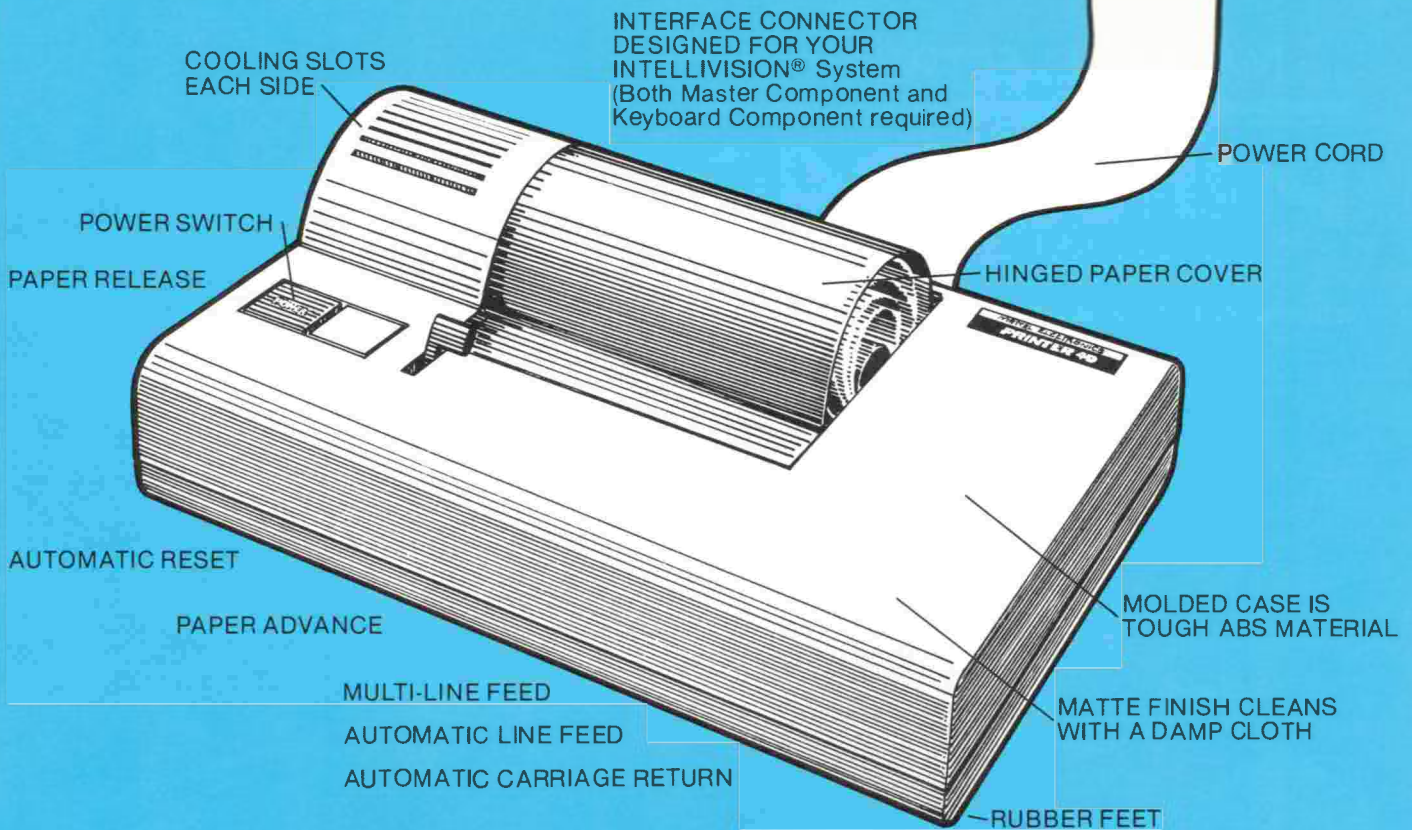
The *PRINTER 40* high-speed thermal line printer is one of the most reliable printer units ever introduced. Its virtually fool-proof printing mechanism is backed by field experience with more than a million similar units in industry, government, education.

You'll find the *PRINTER 40* a welcome addition to the family room. It stands just four inches high, runs *quietly* on next to nothing in the way of electrical power (Only about three watts worth).

Simplicity of design permits the use of a low-voltage DC motor for low power consumption, easy-to-control starts and stops. Dot impressions are created by heating thermal sites. At the point of "contact," a special coating on the paper produces visible impressions. The *PRINTER 40* is capable of 10,000 dot impressions every second!

Of course your *PRINTER 40* thermal printer comes with a limited 90 day warranty. If servicing is required after this period, your unit can be returned to locations listed in the owners manual.

Don't delay! This is a limited-time opportunity. This is your chance to add a professional thermal printer that's been adapted for use with your *INTELLIVISION*® System at *substantial savings*. Mail us the coupon with your check today!



The MATTEL ELECTRONICS PRINTER 40 is a highly reliable printer/plotter that operates with low power consumption and provides long-life expectancy. Connector provided will interface with your INTELLIVISION® Keyboard Component.

**High-speed print:** Up to 240 full 40-character lines per minute!

**Low power consumption:** PRINTER 40 operates on about 3 watts. Unit outputs 30 watts. 117VAC, 50-60 Hz.

**Uses standard paper:** Standard thermographic printing paper, roll or fan-fold pack (NCR 130 or Olivetti 205033R35).

**90 Day Limited Warranty:** A copy of the warranty is enclosed with the Printer or may be obtained free by writing to:

**PRINTER 40**  
 c/o Alphacom, Inc.  
 2323 South Bascom Ave.  
 Campbell, CA 95008

## AN EXCEPTIONAL VALUE:

Your special offer price of \$199.95, plus nominal freight charges represents substantial savings. The PRINTER 40 regularly retails for up to *twice* that amount... This special offer is for INTELLIVISION® Keyboard owners only.

It is for a limited time only.  
 Offer NOT available at stores.

**Quiet operation:** No chatter. No clatter. Printing process uses special inks built into the paper.

**Full Line Buffering:** Provides full 40-character line buffering.

**Full Character format:** Print mode is forty 5 x 8 dot matrix characters per line. Complete 96 ASCII upper and lower case characters. Graphic mode: full 280 x n Dot Matrix.

**Compact, Simple:** Stands just 10½" wide by 7½" deep, 4" high. Simple, rugged design with exceptionally few moving parts. High reliability.

This mail-in certificate must accompany request. Enclose check or money order for \$199.95 plus \$3.50 postage and handling (California residents add 6% sales tax) to:

**PRINTER 40**  
 Drawer #675  
 Milwaukee, Wis. 53278

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Zip Code \_\_\_\_\_

Allow 6-8 weeks for delivery. Offer expires 5/1/82.  
 Offer void where prohibited, taxed or otherwise restricted. Offer good only in U.S.A.