



October 3, 1979

Mr. Herbert F. Hanna
Director, Video Systems
Consumer Electronics & Appliances Group
ITT Industries International, SA
67/68 New Bond Street
London W1Y 9DF England

Dear Herbert:

We enjoyed meeting with you and hope that a working relationship can be developed between our two companies. To confirm our discussions, if ITT decides to market Intellivision as of October, 1980, a decision will be required by March 1, 1980. The six months lead time is necessary to meet chip and production schedules.

As agreed, the following materials will be made available to help you reach a decision:

<u>MATERIAL</u>	<u>AVAILABILITY DATE - WEEK OF</u>	<u>RESPONSIBILITY</u>
- 5 samples of PAL version of master component	12/3	Al Secor
- Keyboard demonstration model	12/3	Al Secor
- 5 samples of working keyboard (220 volt/50 cycles)	1/7	Al Secor
- 5 samples of available cartridges suitable for German market: Basketball, Backgammon, Armor Battle, Checkers, Math, Las Vegas Poker and Blackjack	12/3	Al Secor
- Translation of Las Vegas Poker and Blackjack cartridges to German (E PROM)	12/3	Dave Chandier

continued...

Mr. Herbert F. Hanna
10/3/79
Page 2

- Available samples of cartridge packages including Las Vegas Poker and Blackjack in German	12/3	Al Secor
- Display rack and available point of sales material and brochures including German version of Intellivision brochure.	1/7	Jeff Rochlis
- Demonstration cartridges	12/3	Al Secor
- Video tape in German translation	12/3	Jeff Rochlis
- Technical comparison of Intellivision and other systems	10/4	Jeff Rochlis
- Technical description of Intellivision	10/4	Jeff Rochlis
- Summary of Jeff Rochlis' presentation to ITT	10/4	Jeff Rochlis
- Listing of U.S. software to be available in 1979 and 1980	12/3	Jeff Rochlis
- Definition of software creative factory requirements and costs	12/3	Jeff Rochlis
- Proposed terms of distributorship between Mattel and ITT	12/3	Ed Krakauer
- Proposed costs for component and cartridges	12/3	Ed Krakauer

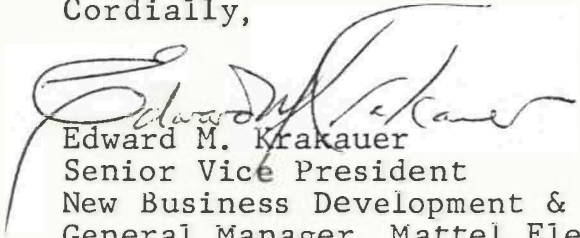
continued...

Mr. Herbert F. Hanna
10/3/79
Page 3

Herbert, I hope the list is inclusive. Please let me know if I have either missed anything or if you have any additional requirements.

Again, we would like to work with you. I appreciate your interest.

Cordially,



Edward M. Krakauer
Senior Vice President
New Business Development &
General Manager, Mattel Electronics

EMK:jj

cc: Dr. Andrich
Mr. Barth
Mr. Rochlis
Mr. Secor
Mr. Wagner
Mr. Ferris

cc D. Chandler



Edward M. Krakauer
Senior Vice President, Marketing

RECEIVED

OCT 22 1979

A. SECOR

October 19, 1979

Mr. Herbert F. Hanna
Director, Video Systems
Consumer Electronics & Appliances Group
ITT Industries International, SA
67/68 New Bond Street
London W1Y 9DF England

Dear Herbert:

We are experiencing an enormous work load at present. As a result, it will be necessary to revise the schedule that was provided to you in my letter of October 3rd. Please note the change in dates.

I apologize for the delay. If I can be of help in any way, please let me know.

Cordially,

Ed Krakauer
Edward M. Krakauer
MATTTEL TOYS

EMK:jj

- cc: Dr. Andrlich
- Mr. Barth
- Mr. Rochlis
- Mr. Secor
- Mr. Wagner
- Mr. Ferris
- Mr. Goldberger
- Mr. Taylor

<u>MATERIAL</u>	<u>AVAILABILITY DATE - WEEK OF</u>	<u>RESPONSIBILITY</u>
- 5 samples of PAL version of master component	12/3	Al Secor
- Keyboard demonstration model	1/15	Al Secor
- 5 samples of working keyboard (220 volt/50 cycles)	2/15	Al Secor
- 5 samples of available cartridges suitable for German market: Basketball, Backgammon, Armor Battle, Checkers, Math, Las Vegas Poker and Blackjack	1/15	Al Secor
- Translation of Las Vegas Poker and Blackjack cartridges to German (E PROM)	1/15	Dave Chandler
- Available samples of cartridge packages including Las Vegas Poker and Blackjack in German	1/15	Al Secor
- Display rack and available point of sales material and brochures including German version of Intellivision brochure	1/15	Jeff Rochlis
- Demonstration cartridges	1/15	Al Secor
- Video tape in German translation	1/15	Jeff Rochlis
- Technical comparison of Intellivision and other systems	completed	Jeff Rochlis
- Technical description of Intellivision	completed	Jeff Rochlis
- Summary of Jeff Rochlis' presentation to ITT	completed	Jeff Rochlis
- Listing of U.S. software to be available in 1979 and 1980	1/15	Jeff Rochlis
- Definition of software creative factory requirements and costs	1/15	Jeff Rochlis
- Proposed terms of distributorship between Mattel and ITT	1/15	Ed Krakauer
- Proposed costs for component and cartridges	1/15	Ed Krakauer

MATTEL ELECTRONICS

Jeffrey A. Rochlis
President

March 26, 1980

Mr. K. M. Speter
Manager, Market Planning
U.S. Telephone and Telegraph Corporation
Subsidiary of ITT
2 Broadway
New York, N.Y. 10004

Dear Mr. Speter:

This confirms that Mattel will make two presentations of Intellivision to ITT management, one each in the morning and afternoon of April 16. Participants from Mattel will include the following:

Ed Krakauer, General Manager - Mattel Electronics
Jeff Rochlis, President - Mattel Electronics
Dr. David Chandler, Director of Product Engineering

Dr. Chandler will coordinate with your office for the setup of demonstration materials. I will forward you an outline for the presentation by April 1.

If there are any questions in the meantime, please do not hesitate to call.

Best regards,


Jeffrey A. Rochlis

JAR:tv

cc: Ed Krakauer
Dave Chandler ✓



David Chandler

ATTACHMENT

1. Configuration of the computer:
(corresponding to Mattel's Intellivision)
 - CPU (16 bit)
 - Alpha numeric keyboard
 - 16 k built-in RAM expandable to 64 k
 - 10 k built-in ROM
 - Audio cassette deck with 4-track heads under control of the cpu
 - Firmware cassettes
 - Microphone
 - Loudspeaker
 - Game paddles with numeric keyboard
 - CTV

*for your
211 files*

- 1.1 Thinkable applications of this configuration
 - Games
 - Personal budget
 - Programme guided calculations
 - Teaching
 - Recipes
 - Modification of recipes for a different number of persons
 - Household effects (estimation of value for insurance)
 - Individual fitness programme
 - Financing (payment by instalment)
 - Reminder for shopping
 - Learning of computer languages (Basic, Pascal)

2. Further application can be achieved by introduction of additional features to the configuration described under 1

2.1 Real time clock

- Reminder
- time tables for school (which books, gym shoes)
- personal date block with automatic signalling of important dates
- birth control pill
- Time controls (digital outputs (switches) necessary)
 - heating
 - cooking
 - awakening
 - light (to trick possible burglars)
 - radio
 - TV
 - the computer's own monitor
 - accustical or optical alarms

2.2 Memory (Floppy disc)

- addresses
- telephone numbers (dialing by the computer if interface to telephone set available)
- administration of collections: diapositives, records, movie films, books, stamps
- time schedules
- personal date block
- censorship (average education)
- travelling utensils (annual call for vacation trip)
- menu arrangements (also for dietary)

2.3 Analog inputs (numeric or analog display on screen, initiation of a programme or signalling of a limited value

- temperature
- atmospheric air pressure
- air humidity
- mains: voltage, frequency, usage
- heating oil: storage, usage
- noise level (baby cries)
- outside luminousness (for light control)
- games

2.4 Digital - inputs

- control of doors, windows, lights fire, water, refrigerating and heating appliances
- control of equipment in combination with digital outputs or analog inputs (hobby, model railway, film projector (cutting and sounding)
- games
- telephone: (control from distant locations)
heating turned on, watering the garden, light, recorder or more sophisticated inputs using a modem
- door bell: to open the door when the button is actuated in a programme rhythm
- inputs for remote control purposes

2.5 Digital outputs (switches)

- applications under 2.1 - real time clock
- to open doors
- switching on/off household appliances
- to release telephone calls (to police)
- control of projector (sound picture show)
- light
- hobby
- administration of an inhouse communication system: intercom,

2.6 Voice input

- control of light
- doors
- TV
- Radio
- household equipment
- computer itself

2.7 Voice output

- indications, alarms, limiting value
- automatic emergency calls (burglary)
- signal output for blind time signal