OGILVY & MATHER

5900 WILSHIRE BOULEVARD, LOS ANGELES, CA. 90036 (213) 937-7900 Client: MATTEL, INC.

Product: ELECTRONICS/INTELLIVISION

Title: "KEYBOARD" Comm'l No.: MAEL 6006 :60





GEORGE: You already know about the incredible entertainment intellivision brings into your home.



Well, now they're making it even more incredible.



Mimi, show them how you can teach me French.



MIMI: We will be teaching you French by taking you on a tour of France. GEORGE: Marvelous.



This new Keyboard actually transforms



your Intellivision into a



Home Entertainment Computer.



So now, you can do things you never dreamed of.



JACK: Like taking my Jack LaLanne exercise class? GEORGE: Exactly.



Show them how your program is going to whip me into shape.



JACK: First George took a fitness test,



then the program set up



a routine especially for him.



This week you'll jog about 5 miles.



And before you know it... you'll have run over 40.



GEORGE: 40 miles?



JACK: You know, that's about right...for a writer. (LAUGHTER)



GEORGE: As you can see, there are a lot of new things coming to you from Intellivision.



And I can't wait to see what's next.



Intellivision. Endless entertainment from Mattel Electronics.