

MATTEL ELECTRONICS®

PRINTER 40

THERMAL PRINTER

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



SPECIAL
OFFER!
\$199⁹⁵
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.

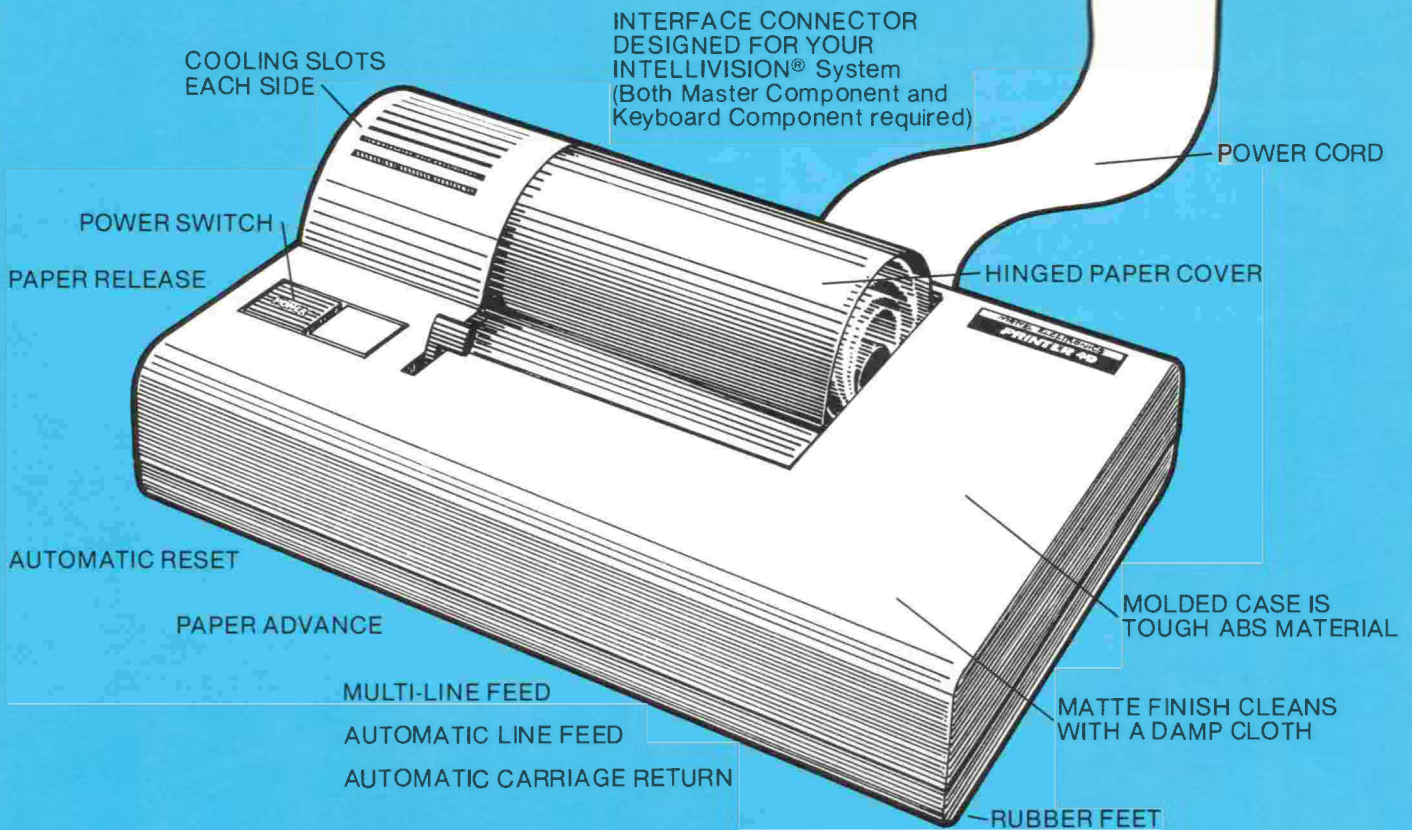
The PRINTER 40 high-speed thermal line printer is one of the most reliable printer units ever introduced. Its virtually fool-proof printing mechanism is backed by field experience with more than a million similar units in industry, government, education.

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.