

WITH THE ATARI® 800™ AND VISICALC,* DEVELOPING BUSINESS PLANS FOR APRIL WON'T TAKE YOU UNTIL JUNE.



When you're working with mountains of numbers, just moving a decimal can mean an all-day job refiguring everything. Even with the best memory calculators.

But an ATARI 800 Personal Computer and VisiCalc software program can make hundreds of business calculations just by pressing a few keys.

VisiCalc is a versatile, easy-to-use electronic ledger book that lets you tailor its powerful calculating ability to your business needs. And you don't have to know anything about computer programming to use it.

FAST FORECASTS

What happens when you've figured your profit projection for next month and you find out shipping costs went up one percent? You have to recalculate everything.

With the Atari 800 and VisiCalc, you just enter the new variable and your profit projection is automatically

refigured. Including all the intermediate steps.

INVENTORY AT YOUR FINGERTIPS.

Say you want to increase production of widgets next year.

VisiCalc can tell you how many different parts must be ordered, in what quantities, at what prices. It can even tell you how much extra space and how many extra man-hours the parts will require, or any aspect of inventory that can be quantified.

All with a few keystrokes.

INSTANT ANALYSIS

VisiCalc takes the pencil work out of everything from taxes to market demographic research.

Just punch in the variables that have changed and you'll get an instant picture of your business situation.

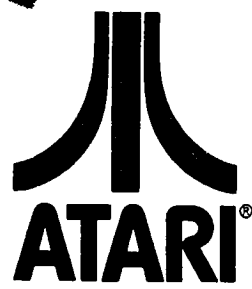
IT ALSO HELPS AROUND THE HOUSE.

The Atari Computer System with VisiCalc doesn't quit at 5 pm.

You can also use VisiCalc for household budgets, record keeping, stock analysis, personal taxes and much more.

And the ATARI 800 Personal Computer can be used for education, entertainment, communication and access to useful data banks.

Ask your Atari dealer about the ATARI 800 Personal Computer and VisiCalc. He'll show you how easy it is to develop your business plans in plenty of time to use them.



PERSONAL COMPUTER SYSTEMS

SEE THE ATARI PERSONAL COMPUTERS AT THESE DEALERS TODAY.

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 New York
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 New York
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 575-5000

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 New York
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