

AN ATARI 800™ HOME COMPUTER AND A FATHER'S LOVE COMBINED TO HELP CHILDREN EVERYWHERE.

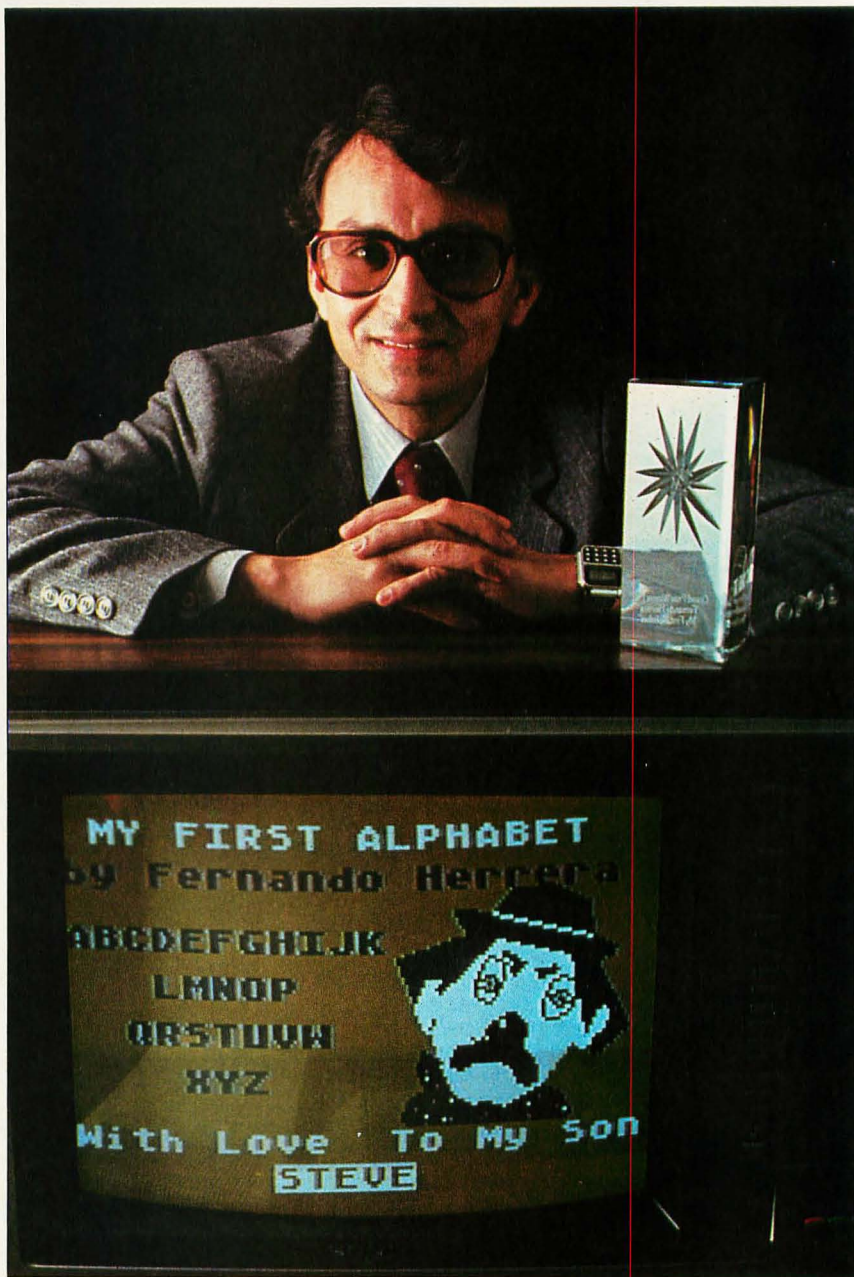
Fernando Herrera became the first grand prize winner of the ATARI Software Acquisition Program (ASAP) competition because he believed in computers, his son and himself.

The story of Herrera's success began with his son's sight problems. Young Steve Herrera had been born with severe cataracts in both eyes and, naturally, his father was concerned. Herrera reasoned that the boy's learning abilities could be seriously affected by growing up in a world he could not see.

Having just purchased an ATARI 800 Home Computer, it occurred to Herrera that this could be the perfect tool for testing Steve's vision. So he wrote a program simply displaying the letter "E" in various sizes.

Success! It turned out that 2-year-old Steve could see even the smaller "E's" without special lenses. Herrera was first relieved, and then intrigued when he discovered that not only could his son see the "E's," but he would happily play with the computer-generated letters for hours. So Herrera added a picture of an elephant to go with the "E," and then more letters and pictures. Thus, "My First Alphabet" was born, a unique teaching program for children two-years and older consisting of 36 high resolution pictures of letters and numbers.

Herrera submitted the program to the ATARI Program Exchange, where it became an instant best-seller. ATARI was so impressed with the outstanding design, suitability and graphic appeal of "My First Alphabet," that the program is being incorporated into the ATARI line of software.



In addition to his grand prize winnings of \$25,000 in cash and an ATARI STAR trophy, Herrera also automatically receives royalties from sales of his program through the ATARI Program Exchange.

But Fernando Herrera wasn't the only software "star" that ATARI discovered. Three other ATARI STARS were awarded at the ASAP awards ceremony for software submitted to the ATARI Program Exchange and

judged by ATARI to be particularly unique and outstanding.

Ron and Lynn Marcuse of Freehold, New Jersey, teamed up to write three winning entries in the Business and Professional category for home computers: "Data Management System," "The Diskette Librarian" and "The Weekly Planner."

Sheldon Leeman of Oak Park, Michigan, captured an ATARI STAR for his exceptionally well-engineered "INSTEDIT" character set editor.

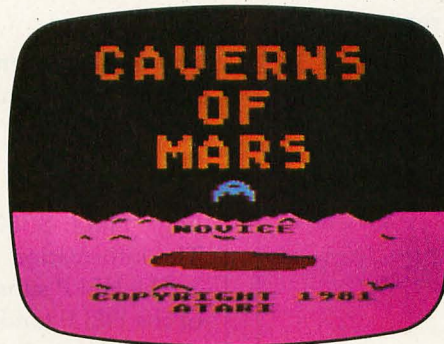
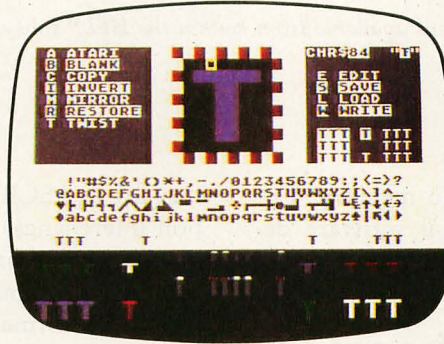
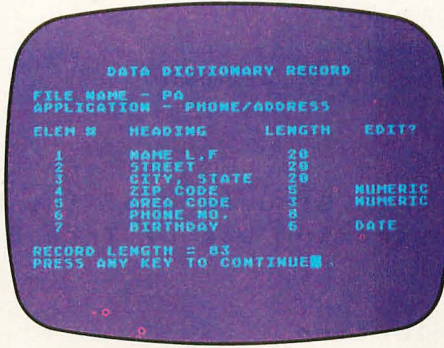
Greg Christensen of Anaheim, California, became our youngest ATARI STAR winner at the age of 17.

Christensen designed the clever "Caverns of Mars" game program, which also will be incorporated into the ATARI product line. Greg designed the program in 1½ months after owning his ATARI Home Computer for less than a year.

Every three months, ATARI awards ATARI STARS to the writers of software programs submitted to the ATARI Software Acquisition Program and judged first, second and third place in the following categories: Consumer (including entertainment, personal interest and development); Education; Business and Professional programs for the home (personal finance and record keeping); and System Software.

Quarterly prizes consist of selected ATARI products worth up to \$3,000, as well as an ATARI STAR, plus royalties from program sales through the ATARI Program Exchange. The annual grand prize is the coveted ATARI STAR trophy and \$25,000 in cash.

To be eligible, your software idea must be accepted by the ATARI Software Acquisition Program. Your program can have a broad application or serve a very specific purpose.



After submittal, consultation from ATARI is available if you need personal assistance with sound, graphics, or other technical aspects of your program.

To make your job easier, ATARI provides some 20 software development tools through the ATARI Program Exchange. A list and description of the various system software is published quarterly in the ATARI Program Exchange Catalog. These tools enable you to utilize all the ATARI resources and software, including the six ATARI programming languages.

Fernando Herrera had a great idea that made him a star. ATARI would like to give you the same opportunity.



Circle 37 on inquiry card.

Enter the ATARI ASAP competition and you could win \$25,000 in cash, royalties, some great prizes and an ATARI STAR.

SUBMIT TO: ATARI® Software Acquisition Program
Dept. C1R, P.O. Box 427
155 Moffett Park Dr., B-1
Sunnyvale, CA 94086

OR CALL: 800-538-1862; in California, 800-672-1850.
I'm reaching for the stars. Please send me an entry form today.

Name _____
Address _____
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