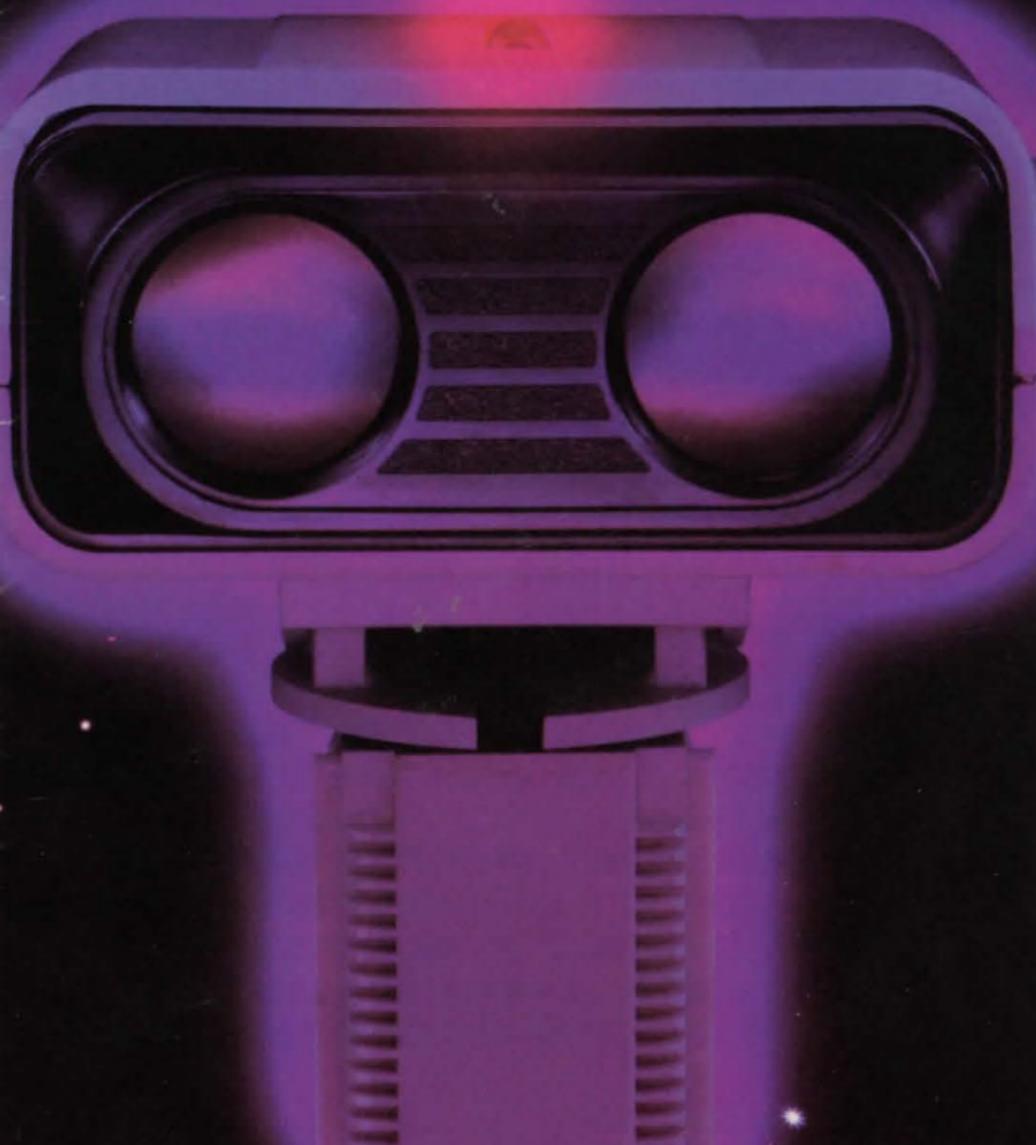


**WE'RE CHANGING  
THE FACE OF  
HOME  
ENTERTAINMENT.**



# THE NINTENDO ENTERTAINMENT SYSTEM.

# WHERE VIDEO TECHNOLOGY IS MORE THAN A GAME.



Deluxe Set shown here includes Control Deck with Controllers, R.O.B. The Robot, Zapper Light Gun and Gyromite and Duck Hunt Game Paks.

Home video entertainment is about to enter a whole new fascinating dimension.

Introducing The Nintendo® Entertainment system — fully equipped with the most progressive video components ever developed — including a robot, a light sensing video gun, true-to-life graphics and a vast library of games that never stops growing.

And when the name of the game is video entertainment, we know more about advancing its technology than anyone else. Fact is, Nintendo is the world's leading electronic game manufacturer.

## **IT'S NOT JUST KID STUFF. IT'S FAMILY STUFF TOO.**

At Nintendo, we're a proponent of the theory that says video entertainment should be for everyone.

Which is why the Nintendo Entertainment System is the one video system that's both simple and sophisticated enough to challenge the abilities of everyone in your family. What's more, many Nintendo Game Paks allow

two members of the family to play simultaneously. And at many different levels.

## **NINTENDO'S CONTROL DECK. THE BRAINS BEHIND THE SYSTEM.**

Inside the Nintendo Control Deck are two microchips. Not just chips off the old block, mind you. It takes more than standard microchips to run R.O.B.™, activate The Zapper™ gun and to display such realistic graphics.

That's the reason Nintendo pioneered and developed two highly unique microchips to run this system. You won't find microchips like these anywhere else.

Outside the Nintendo Control Deck is a front loading system that takes a load off your mind when it comes to fast and easy loading and unloading of Game Paks.

Once you see for yourself how efficiently the system works, you'll see why it takes brains to be the brains behind the system.





**THE SYSTEM THAT  
FEATURES A FRIEND  
TO PLAY WITH.**

When you buy our entertainment system you can also get a buddy to play with. His name is R.O.B. (Robotic Operating Buddy).

He's your teammate. Send him signals by way of the TV screen and he will obey your every command. Together you can tackle the video challenge at hand. It's the first opportunity to experience video action in a whole new dimension, in a whole new place—off the screen.



**THE LIGHT GUN THAT'S  
LOADED WITH THRILLS.**

Through our breakthrough light sensing technology, we've created an exclusive light gun. The Zapper. Never before has there been a video gun of this caliber.

For fast paced game playing, it's heavy artillery. To use it, you have to be a very sharp sharpshooter. In fact, you must possess pin-point accuracy to hit your target, whether you're shooting at ducks or gangsters.

But hit or miss, The Zapper is always loaded with thrills.

**NOW THE EYES HAVE IT. SUPERIOR GRAPHICS.**

Everybody promised you arcade graphics. We deliver. Nintendo graphics are perfectly equal to arcade graphics. Instead of seeing 16 colors on the screen, The Nintendo System offers an astounding 52 colors, an enhancement that results in brilliant tone refinements, realistic 3-D images, convincing depth of field and actual shadows.

So when you play a Nintendo game, get ready to do some incredible sightseeing.



**KUNG FU**

**GAMES, GAMES, GAMES, AND MORE GAMES.**

Our game plan is to supply you with as many arresting games as possible. Then we'll supply you with even more games.

We already have an extensive library of games—with more games on the way. Choose from our authentic Sports Series, high flying Action Series, R.O.B. The Robot Series, Light Gun Series. There's even our revolutionary Programmable Series that lets you program games yourself, by varying obstacles and changing the sequence of events. So a game is never played the same way twice. In all, it's more than games, it's a variety of incredible series to choose from.



**YOU'LL USE IT NOW. YOU'LL USE IT LATER.  
YOU'LL USE IT MUCH LATER.**

We've spent a lot of time and research developing a system that would last for years. That's why we'll constantly be creating new components and new games to keep the thrill of the Nintendo Entertainment System growing.

And that's also why, as years go by, you'll be as wide-eyed about the System as you were the day you bought it.

You can purchase the Nintendo Entertainment System as a *Deluxe Set*, or buy the components separately—R.O.B. The Robot, Zapper Light Gun, or Control Deck with controllers. Plus, the Control Deck comes with a Super Mario Bros. Game Pak *absolutely free!* It's the most spellbinding adventure ever created!

# THE SIGHTS. THE SOUND. IT'S ALL PART OF NINTENDO'S OF ACTION-PAC

# UNDS. THE ACTION. EVER-EXPANDING LIBRARY KED GAME PAKS.



**GYROMITE**  
(included in Deluxe Set)

## ROBOT SERIES

The action comes off the screen when R.O.B. becomes your playing partner.

Gyromite™  
Stack-up™



**DUCK HUNT**  
(included in Deluxe Set)

## LIGHT GUN SERIES

Take aim, fire and score! With Light Gun Game Paks that are light years ahead of anything you've ever played.

Duck Hunt™  
\* Gumshoe™  
Hogan's Alley™  
Wild Gunman™



**EXCITEBIKE**

## PROGRAMMABLE SERIES

For once, you can design a game so it's never the same game twice.

Excitebike™  
\* Mach Rider™  
Wrecking Crew™



**GOLF**

## SPORTS SERIES

You'd have to play on a course, a diamond or a field to play games more realistic.

Golf  
Baseball  
Soccer  
Tennis  
10-Yard Fight

© Irem Corp. 1983, 1985

## ACTION SERIES

Here's game pak action that doesn't stop until you do.

Super Mario Bros.™  
\* Balloon Fight™  
Clu Clu Land™  
Ice Climber™  
Kung Fu  
© Irem Corp. 1984  
Pinball  
\* Urban Champion™

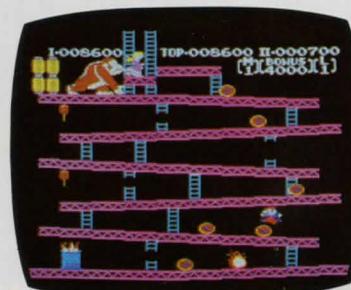


**SUPER MARIO BROS.**  
(included with Control Deck)

## \* ARCADE CLASSICS SERIES

Now you can play the most popular arcade games right at home.

Donkey Kong®  
Donkey Kong Jr.®  
Donkey Kong 3®  
Mario Bros.®  
Popeye  
© 1982 King Features  
Syndicate, Inc.

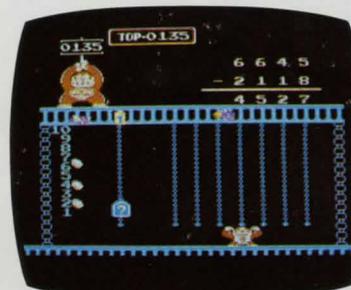


**DONKEY KONG**

## \* EDUCATION SERIES

Learning is fun when you make a game of it.

Donkey Kong  
Jr. Math™



**DONKEY KONG JR. MATH**

## AND MORE GAMES ON THE WAY!

This is just a sampling of the Game Paks available through your Nintendo dealer. There's an even wider selection of Game Paks scheduled to be released during the coming year. All of them guaranteed to challenge and entertain the entire family.

\*Coming soon.

**YOU'VE GOT OUR GUARANTEE ON IT.**

Behind every Nintendo Game Pak and accessory there's our Quality Seal. Look for it. It represents Nintendo's commitment to bringing you only the highest quality products.

Items not carrying this seal have not been approved by Nintendo, and do not meet our standards of excellence in workmanship, reliability, and most of all, entertainment value.

For more information, talk to your authorized Nintendo dealer. He'll be happy to tell you all about the Video System that's changing the face of home entertainment.



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**ENTERTAINMENT SYSTEM**

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