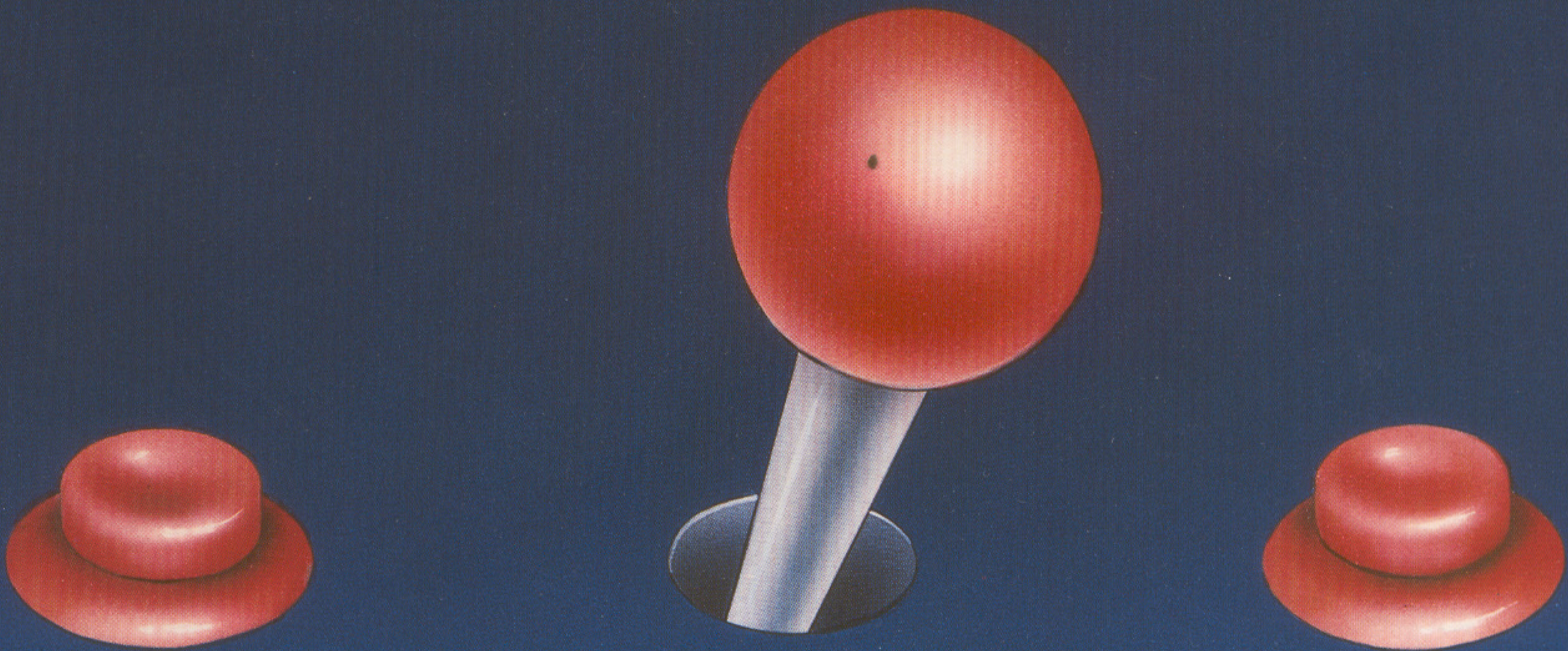
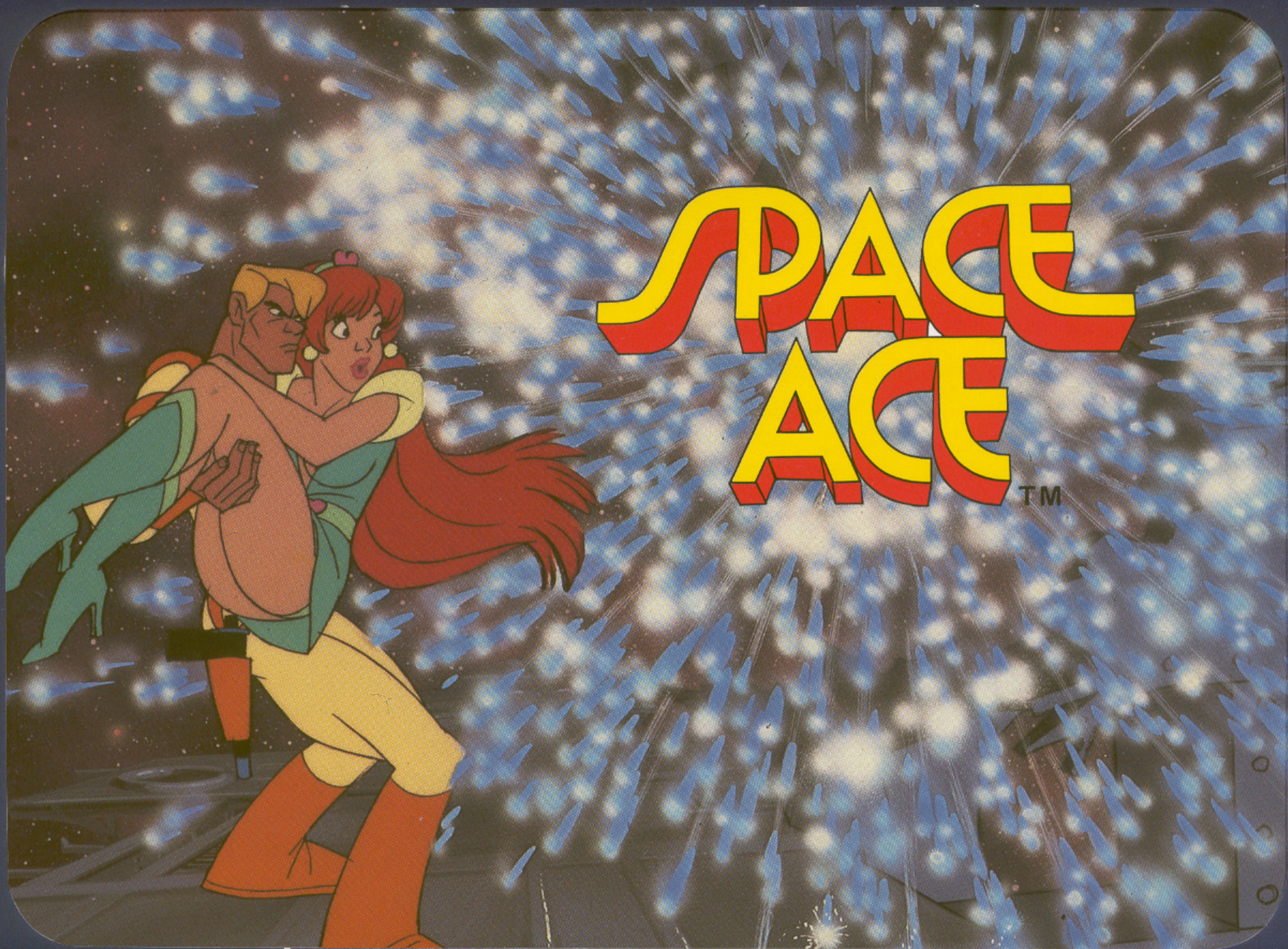
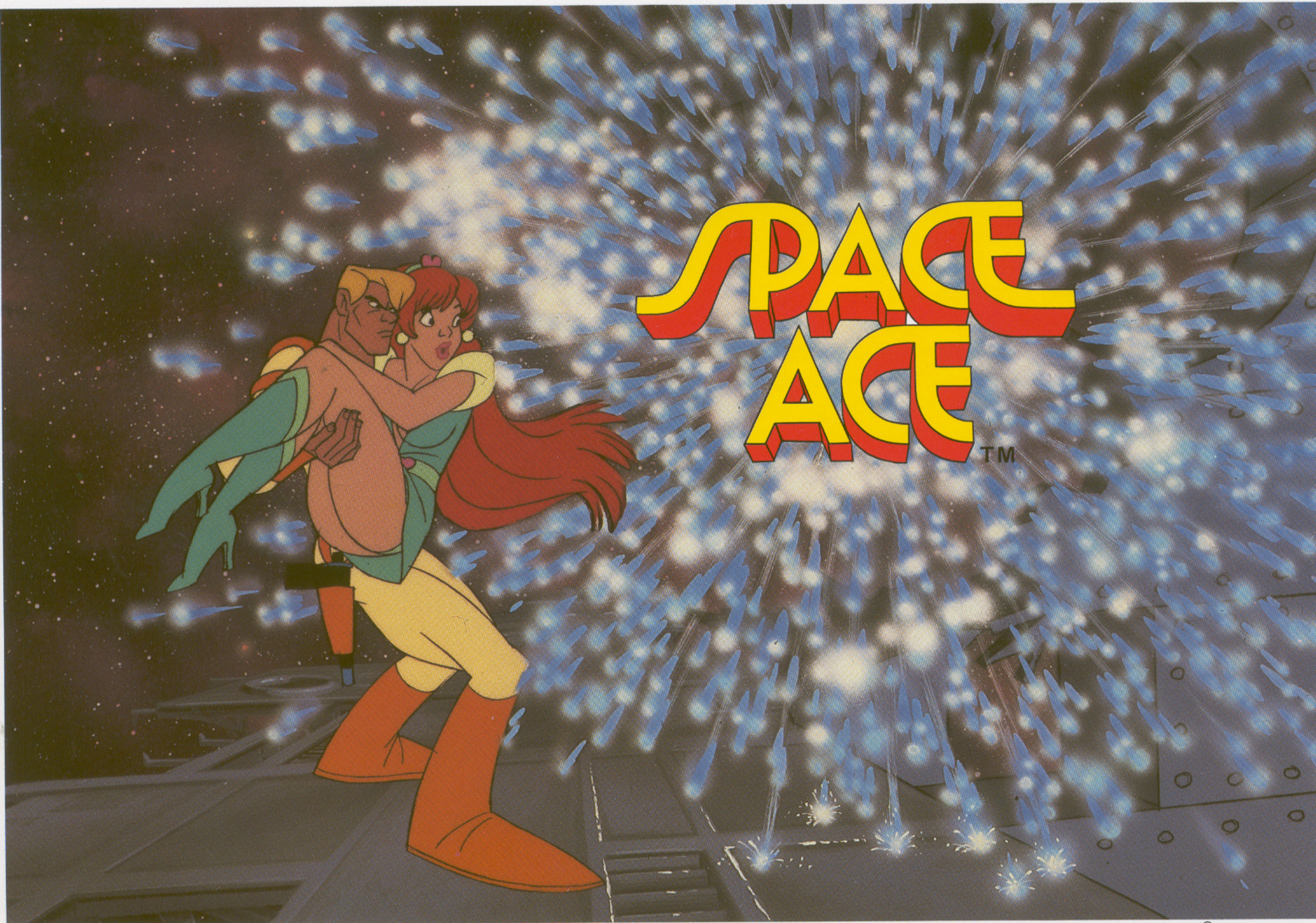


Don Bluth Animation



Puts You At The Controls!



© 1983 Don Bluth

...More **MAGIC** From **MAGICOM!**

In the past year, Magicom, Inc., (formerly known as Starcom) hit the arcade industry like a tidal wave with the first classically animated interactive laser-disc arcade games.

First came "Dragon's Lair," the legendary story of the hapless knight Dirk the Daring on a quest to rescue lovely Princess Daphne. "Dragon's Lair" has been hailed throughout the country for helping turn around the financial slump into which the arcade industry had fallen. After its introduction, many companies tried to imitate the winning combination of Total Resolution Graphics and game-play, all without much success.

Now comes Magicom's new game, "Space Ace," which promises to be an even bigger innovation, a bigger hit at the arcades, than "Dragon's Lair."

With it, the laser-disc will further install itself into the front lines of arcade hardware as the wave of the future. With it, the conversion kits offered to arcade operators become a reality and begin to change a system of economics. And with it also comes a streamlined method of operation whereby arcade operators will have at their disposal an entire support system needed so badly in the past.

FLY WITH ACE

Come fly with superhero Ace and his girlfriend Kimberley through the skies of the universe as they fight evil villain Borf and try to regain control of the Planet Earth.

Ace is suddenly attacked by evil Borf, who changes him into puny Dexter with the dread Infanto Ray, and kidnaps his girlfriend Kimberley. Borf's plan is to take over the Earth by changing everyone into babies. Dexter or Ace's mission, should you decide to accept it, is to struggle to regain Ace's manhood, save Kimberley, destroy the Infanto Ray and save Earth.

Players can move the joystick eight ways or use their Weapon/Energizer buttons to fight back or to energize Dexter into Ace for various periods of time throughout the game. As Ace, the player will have a harder time but will get more points. And only Ace can engage Borf in the final battle to save Earth.

NEW ARCADE SYSTEM

Improvements in "Space Ace" are everywhere. In the technology, the new Pioneer laser disc players offer the dissolution of black spaces caused by the search

time of the laser beam on the randomly-accessed point on the disc. In addition, the numbers of machines available for the game boxes will be more than adequate this time because an entire industry saw the value of the laser disc from "Dragon's Lair's" success. This means arcade operators will be able to purchase the machines they want without unduly long waiting periods. And the conversion kits, which will be offered first to those arcade owners who already have "Dragon's Lair," will be simple and easy to install and at a fraction of the cost of a new game. The kits include the new "Space Ace" disc, a newly programmed E-prom and new, colorful marquees for the game box. Also, as a special feature, Magicom is offering the arcade owner one of the new, improved laser players in exchange for his present one if he chooses.

CONTINUED IMPROVEMENTS

Though there are still many detractors from the worth of laser disc technology, Magicom is confident that the laser beam will continue to bring new light to the quality of game-play. With the technology harnessed and con-

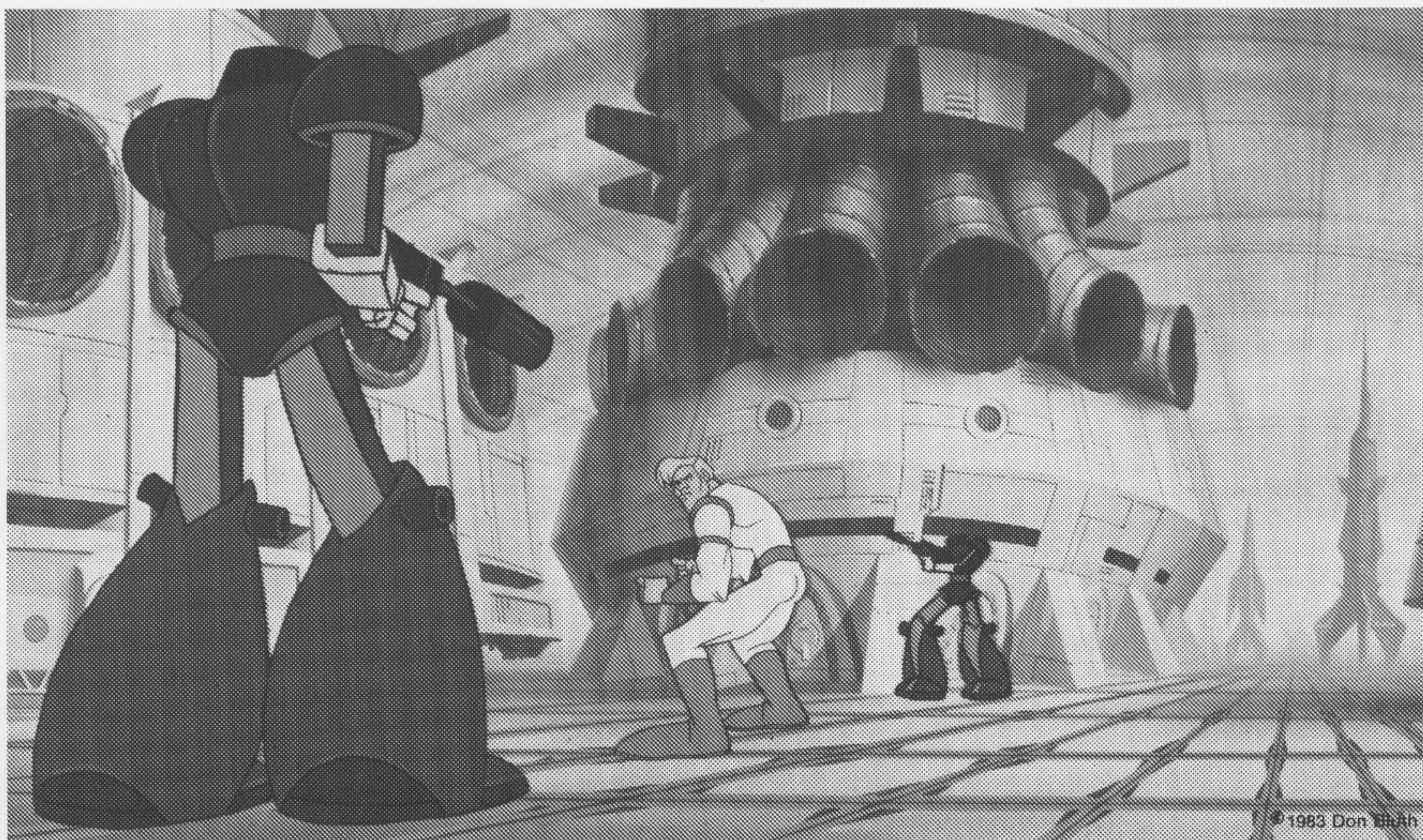
tinually improving, revelations continue to occur as to the kind of game that can be made. No one has to settle for stick-and-dot graphics any longer. Now art is possible, and with it, story, characters, music, dialogue and sound effects — participatory entertainment. And with each new game, there will be new and exciting developments.

The three companies which comprise Magicom take pride in accomplishing this feat. They are:

- Don Bluth, who did the game design and rich, classical animation;
- RDI, who did the engineering and concepts,
- and Cinematronics, who is doing the marketing and distribution of the game.

PERMISSION STRIP

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ACE fends off Robot Guards in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and distribute.

MAGICOM, INC.

MARKETING & MANUFACTURING

CINEMATRONICS
1841 Friendship Drive
El Cajon, CA 92020
(619) 562-7000

ANIMATION & GAME DESIGN

DON BLUTH
12229 Ventura Blvd.
Studio City, CA 91604
(818) 506-5440

CONCEPT & ENGINEERING

RDI
2261 Cosmos Court
Carlsbad, CA 92008
(619) 438-1818

DON BLUTH ANIMATION

12229 Ventura Boulevard, Studio City, California 91604 • (818) 506-5440

Dear Operator,

Enclosed, from the makers of "Dragon's Lair," is a promotional package. In it you will find tools for advertising, publicity and promotions to help you generate maximum revenue to your game location. The promotion kit surrounds the premiere of our new laser disc arcade game, "Space Ace."

Many of you have asked for promotional items and ideas to hook into our national publicity. We have prepared this package as our support to your needs. This will help you in creating renewed interest and new business clients for your establishment.

Please take time to study its contents as it is self-explanatory.

Everyone from Cinematronics, R.D.I. Video Systems and Don Bluth Studios wish you good luck with our latest game.

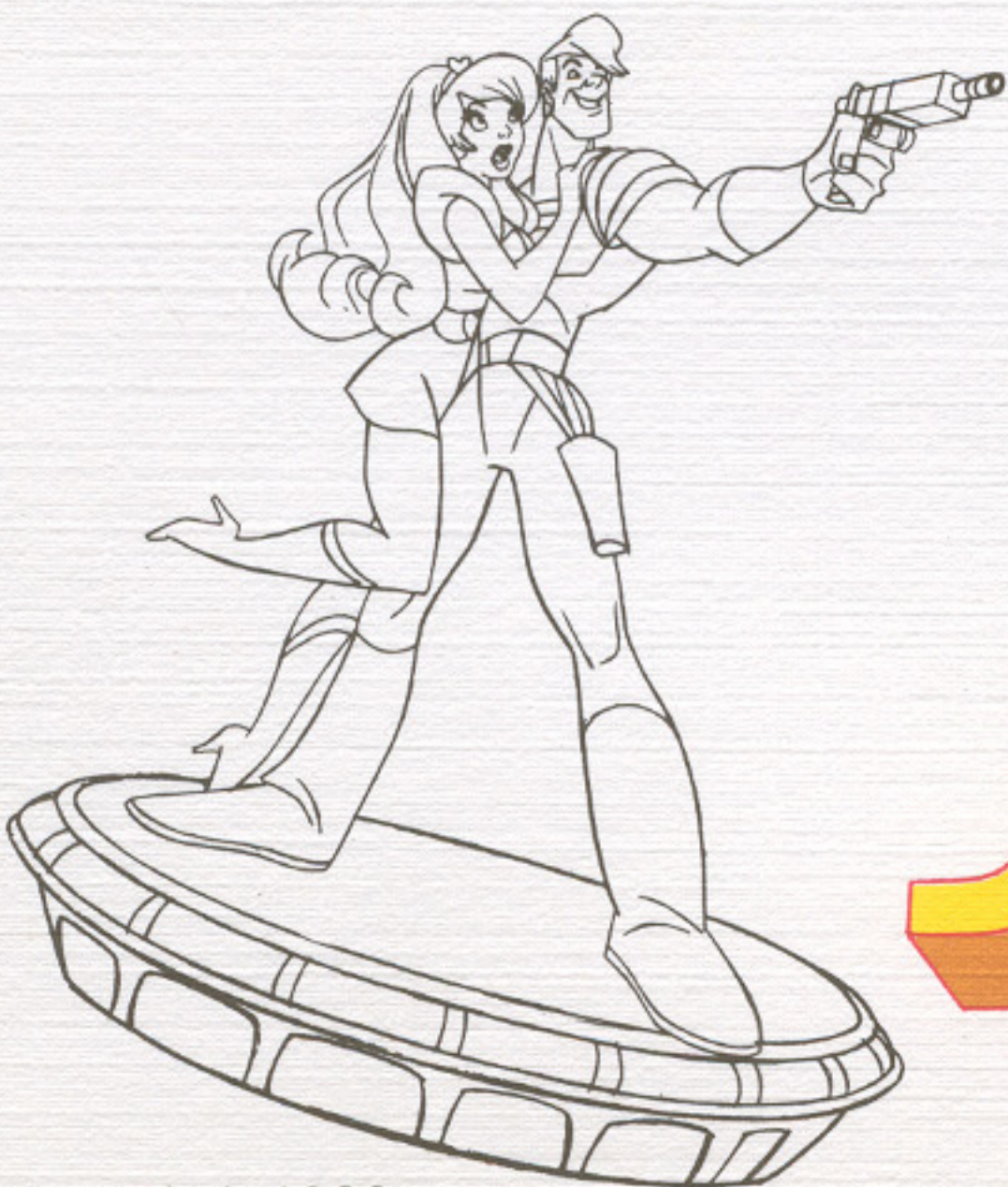
Sincerely,



Don Bluth
Producer/Director

DB:co

P.S. There is more to come, don't be left out.



SPACE ACE™

©1983 MAGICOM, INC.

ANIMATED INTERACTIVE ARCADE GAME

© Don Bluth 1983

...How To Sell



...and GET MORE DOLLARS IN RETURN

YOU'RE AT THE CONTROLS!

You can be part of the biggest arcade promotion in history with minimum effort and expense and guaranteed maximum results! For the first time ever, Magicom Inc., is offering you, with this book, the chance to take advantage of the best Total Marketing Support System ever devised. With the tools given to you in this special pressbook, you can saturate your marketplace with the right materials that garner public awareness and bring game lovers through your doors in droves!

This special kit puts you, the arcade owner, at the controls and on a path to hyperspace earnings with a publicity, promotion and advertising campaign that is OUT OF THIS WORLD! You can be commander of the ship and steer it to Success. You can seriously compete for today's tight entertainment dollars.

Use all, or one, of the ideas and suggestions in this merchandising manual and BLAST OFF to higher earnings! You'll have HAPPY LANDINGS when you SHOOT FOR THE STARS with "SPACE ACE."

All systems are go!

BE VALIANT, ARCADE OWNER.

THE FATE OF YOUR ARCADE IS IN YOUR HANDS!

HERE'S HOW TO USE THIS BOOK!

In the second section of the support pressbook, you will find ideas for promotions that you can initiate or sponsor with your local newspapers, radio stations and television stations or just around town through the use of placards and window signs. You will also find ideas for contests within your arcade or in the media, and suggestions for low-cost prizes that will make you THE SUPERHERO of your town's arcade business!

In addition, there are lists of licensees to contact should you want to have on hand supplies of the merchandise available on "Space Ace," or should you want to contact retail stores within your town who will be carrying "Space Ace" merchandise and will, perhaps, want to help you sponsor contests or promotions.

NOW ON TO ADVERTISING!

In the third section, there are newspaper publicity stories and photos READY FOR USE BY MOST NEWSPAPERS. Just take the stories to the local paper (either all at once or one every week!) and see if the editor is interested in publishing them. Perhaps he will choose not to use any of these but might use them as a springboard for a larger story from you. And remember, newspaper editors love to look for all the angles!

Also in this section of the pressbook, you will find a series of suggested sizes for newspaper ads, each of which leave room for the name and address of your arcade. All you have to do is choose the ad you'd like and take it to your local newspaper. These are READY FOR USE BY MOST NEWSPAPERS. There are sizes both for standard column and for narrow column width, so you have materials here for either format. There are also smaller ads to be used as follow-up support ads for your bigger ones.

As if that's not enough, we are giving you the full plans for our own National Support System. We believe that with every exposure "Space Ace" has to the American Public, each of us gains something. Therefore, we want you to be aware of all that's planned in nationwide publicity, advertising and promotion to help the public become aware of YOU, THE ARCADE OWNER, THE ONLY PERSON IN THE WORLD THAT CAN BRING OUR PRODUCT TO THEM! This national support system will aid you as well in selling your arcade on the local level.

AND NOW, FOR THE BEST SUPPORT SYSTEM!

We believe that you, too, deserve a prize for all your hard work. That's why Magicom is offering SHOWMANSHIP AWARDS, cash prizes to arcade owners with imagination. For those operators who show that certain spark of showmanship in contests and decoration of arcades, we will offer a total of more than \$10,000 in cash to winners of the Showmanship Awards.

And, finally, on the last page of the promotions section, you will find a listing of Support Merchandise you can order for your arcade to use as decor, giveaways, contest prizes or to sell. The items are marked for individual sale to you or, for a savings, in three kinds of kits. Items include teeshirts (which can be prizes or even gifts to arcade personnel and used as

their own walking advertisements!), posters, color pictures, buttons, animation flipbooks and colorful leaflets. Look the list over, and ORDER TODAY to begin gathering, you SPACE ACE SELLING SUPPORT SYSTEM which will make you part of the biggest arcade promotion in history.



©1983 Don Bluth

MAGICOM, INC.

MARKETING & MANUFACTURING

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1841 Friendship Drive
El Cajon, CA 92020
(619) 562-7000

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(818) 506-5440

CONCEPT & ENGINEERING

RDI
2261 Cosmos Court
Carlsbad, CA 92008
(619) 438-1818

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12-83

NOW, WITH THIS SPECIAL PRESSBOOK,
You can INCREASE your
EARNINGS
WITH INEXPENSIVE, EFFECTIVE IDEAS
DESIGNED TO POINT THE PUBLIC
TOWARD YOUR ARCADE!

Plan your own
Publicity
Promotion
and Advertising Campaigns
AND
TIE-IN WITH ALL THE NATIONAL
CAMPAIGNS BEING CONDUCTED
AT THE SAME TIME!

PROMOTIONS





© 1983 Don Bluth.

START YOUR CAMPAIGN OFF RIGHT WITH THE FOLLOWING SUGGESTIONS!

TEASER CAMPAIGNS

It's more fun to give something to people when they don't know exactly what's coming! It's also better for business.

That's exactly the point behind a teaser campaign to tell the world — through wildposting, classified ads, heralds, telephone messages, even your own marquee — that the Game of the Year is about to be revealed.

For example, take out a classified ad which reads, "What is a Borf and why is it chasing SPACE ACE? To find out, phone (your arcade's telephone number)."

Those who call, of course, hear a recorded message about fun, excitement and adventure waiting for them in the world of SPACE ACE.

Or put these words on your marquee...

"DISCOVER THE JOY OF GROOTES... HERE... ON (opening date)."

Or simply stencil the words...

"CARNICULA IS COMING..."

On sidewalks, fences, walls, anywhere you legally can, in the SPACE ACE title treatment letters. Arcade-goers will make the connection as your campaign heats up.

"PRIVATE SCREENINGS," SPECIAL PREVIEWS

What's a new entertainment attraction without pre-public reviews and private screenings?

That's the idea behind a screening program — maybe in a back room at your arcade, with the newly arrived SPACE ACE machine still in most of its shipping carton, or anywhere that makes people feel like they're getting to see it first and that they're part of a very select group.

High schools, junior highs and colleges have newspapers, and many of them have critics (or would get one the minute you extend such an invitation) who would love to come to your arcade and try out SPACE ACE. (Be sure to invite them back later, when the machine is in the arcade and surrounded by people, too!) Their reviews and stories will appear in school papers, camp newsletters and youth group flyers which are distributed to all students and families.

Then take the idea a step further, and improve public relations about the civic-mindedness of arcade owners. Invite the entertainment editor of a local daily newspaper to print a review by one of the student critics. Suggest, even, that the younger person's review appear side-by-side with the regular critic's more mature perspective on SPACE ACE.

Take the same approach with radio and TV stations, arranging for the youthful reviewers to give their reactions.

Then, invite teachers, PTA leaders, camp directors, everyone who welcomes absorbing entertainment for youngsters which is just as much fun for grownups. Cite the recent Harvard University study wherein doctors and psychologists are finding that people who play arcade games have nimbler, deeper memories. And take the chance for this screening to show off the clean atmosphere of your arcade, pointing out your restrictions about smoking, drinking, etc. It's important to include leaders of such groups when you make your special screening plans. Be sure your list contains schools, summer schools, camps, youth groups, day care centers, libraries, and any other organizations which sponsor activities for youths.

These screening programs will go a long way to spark word-of-mouth promotion and encourage more trips to the arcade.

OPENING DAY!

Don't miss the chance to make this a special event in your arcade!

Parties, more screenings (now that the machine is in place), refreshments, free games, giveaway prizes, even the local high school band — give a holiday atmosphere to announce the arrival of SPACE ACE. Try it and see the rewards it brings you later.

Make a ceremony about changing the "COMING SOON" banner to the "NOW PLAYING" one! Install a monitor on top of the machine so people can play along with the gameplayer. Put the machine in a special place to attract more attention. Remember the Berkeley, California, arcade owner who put "Dragon's Lair" on a raised platform, surrounded it with a red carpet and red velvet ropes and put folding chairs up to form an audience!

Such public relations in the beginning of an "engagement" can only make you the SUPERHERO down the line — while you begin to sit back and collect the quarters!

YOU HAVE OUR SUPPORT —

A Nationwide Network of Publicity, Advertising, Promotions and Merchandising To Help Focus Attention on You and Your "SPACE ACE" Games!

At the same time you are conducting your publicity, advertising and promotional campaigns on the local level, we will be conducting our campaigns on a national scale. The American public will know about SPACE ACE.

PUBLICITY—More than 2,000 specially prepared and printed press kits will go to newspapers, radio and TV stations, talk shows, dee jays and magazines of all sorts, from TIME and NEWSWEEK, through teen magazines, children's magazines, animation magazines and the ever-important arcade press.

Don Bluth, designer of the game and the man responsible for the lavish animation that makes SPACE ACE such an adventure, will be doing interviews from his studio and on special press tours and in personal appearances throughout the country with the national, regional and general interest press. Available for interviews on technical matters are Jim Pierce, president of Cinematronics, and Rick Dyer, president of RDI. As a special treat, we will have a special national radio promotion for interviews with Ace himself, and his girlfriend Kimberley and — even the evil Borf, if we can get him to cooperate!

Camera crews will be in and out of the animation studio, the manufacturing facility and the programming building, helping to bring our message — and yours — to the public.

PROMOTIONS—SPACE ACE, like DRAGON'S LAIR, will most likely be featured on several top television series. DRAGON'S LAIR was the focus of a national "THAT'S INCREDIBLE" seven-minute spot, as well as appearing weekly on "SILVER SPOONS" with Ricky Schroeder, a segment of "THE WHIZ KIDS," one of the shows on "STARCADE" and literally hundreds of national, syndicated and local news shows and magazine-type shows.

In addition, promotions are planned with several of the country's largest radio stations.

Also being planned now are special tours by Ace and Kimberley, costumed characters who can come to your arcade and meet the winners you choose for them to see!

ADVERTISING—Magazine advertising will reach an all-time high on SPACE ACE, within and outside of the arcade industry, all designed to focus public attention on you, the arcade owner who has the machine.

We will also have electronic press kits distributed to the radio and TV stations in your area, featuring interviews with Don Bluth and the artists who made SPACE ACE possible. And we will be offering to you special electronic advertisements for television and radio, open-ended, so you can include the name of your arcade! If you need these facilities, contact Kimberley Coy, Don Bluth Studios, 12229 Ventura Blvd., Studio City, CA 91604 or call at (818) 506-5440 to get a copy for your campaign use.

MERCHANDISING—SPACE ACE has already become the focus for a major licensed merchandising campaign, to make people aware of its colorful creatures and characters before they ever reach your arcade.

Major brand names, caught up in the excitement of the magic and make-believe, are featuring SPACE ACE characters on products that range from teeshirts to puffy stickers.

And they're backing the merchandise with dealer incentives, point-of-purchase displays, tie-in advertising and premium plans — so that the stores throughout America will be inundated with SPACE ACE fever.

Take advantage of these licensed products.

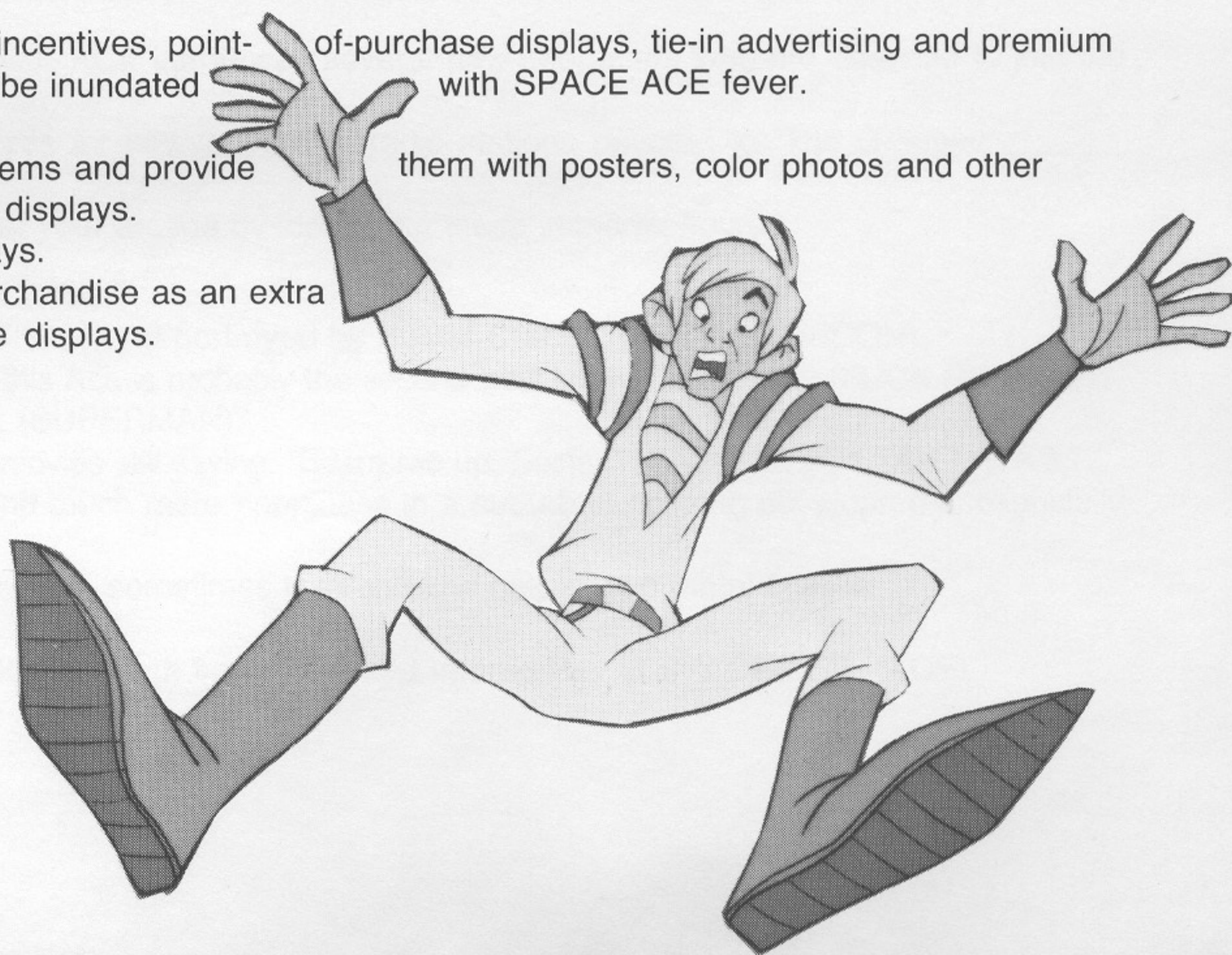
Contact stores which are stocking SPACE ACE items and provide them with posters, color photos and other accessories to create dynamic window and in-store displays.

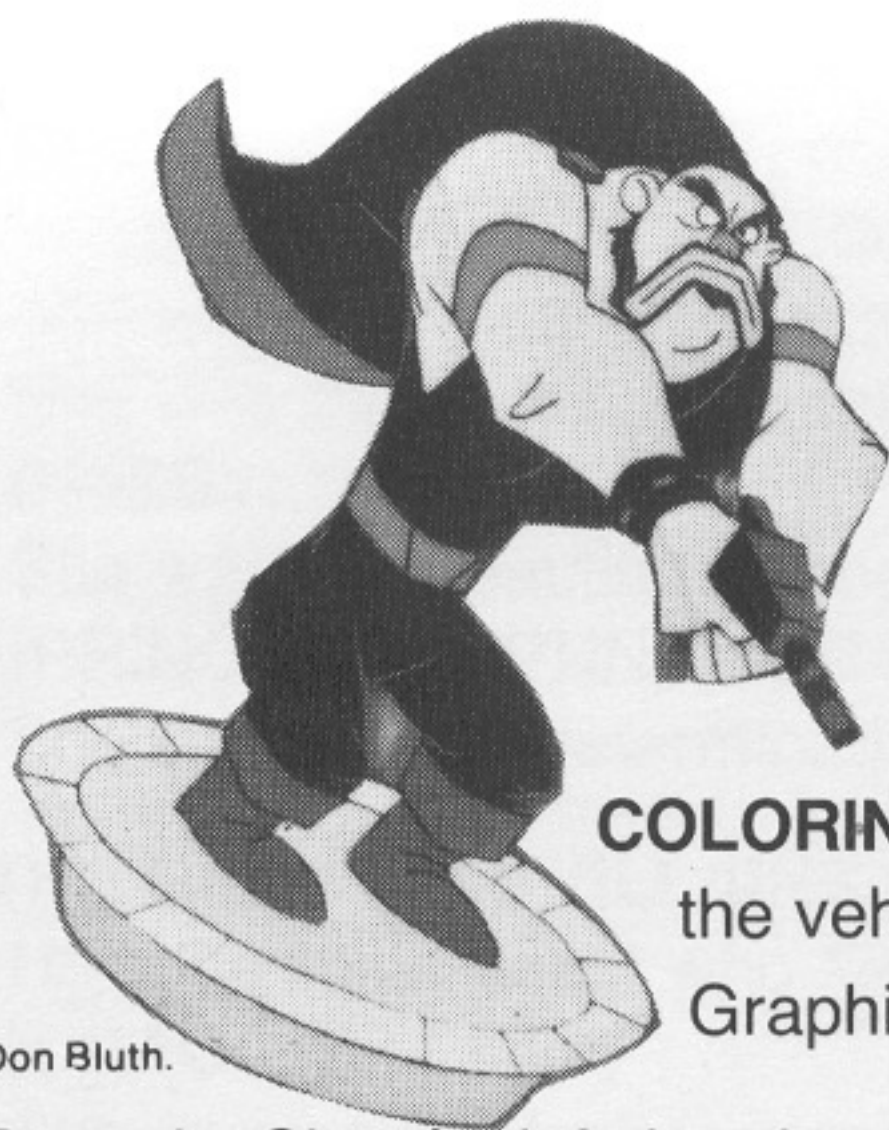
Use them as contest prizes, premiums or giveaways.

Arrange for concession sales of SPACE ACE merchandise as an extra source of profit. Integrate them into your own arcade displays.

For a list of merchandising contacts,

Call: Gary Goldman, President
Merchandising Division
Bluth Group Ltd.
12229 Ventura Blvd.
Studio City, CA 91604
(818) 506-5440





CONTESTS GALORE FOR RADIO TELEVISION AND NEWSPAPERS AND FOR YOUR ARCADE!

COLORING CONTEST—A new Arcade Age has dawned. There is new hope for the Arcade Industry, and the vehicle by which it is to blossom is the laser disc, which has made possible the Total Resolution Graphics seen in Magicom's newest game, "Space Ace."

© 1983 Don Bluth.

Done in Classical Animation, "Space Ace" features characters which seem three-dimensional... rich, brilliant colors... sunlight and shadow... the excitement of entering a story-book world where wonders happen with the stroke of a brush.

"SPACE ACE" is the most colorful arcade game ever made. Which makes a coloring contest a natural. On one of the following pages, you'll find a coloring slick, featuring Ace, his girlfriend Kimberley and evil Borf, which has been converted to "line art" so kids can go at it with felt-tip pens, crayons or water color brushes, coloring away to their heart's content.

You can use this slick in a variety of ways. Arrange for it to be reprinted by a newspaper (on the entertainment, youth or even classified pages), challenging readers to send their colorful entries to the paper's contest editor.

Give it to tie-in merchants to make into heralds and hold in-store contests.

Provide it to a radio station to send out to their listeners. Then hold the finals at your arcade or a nearby shopping center, hosted by one of the station's top dee jays and judged by a panel of experts (a newspaper cartoonist, the local school's art department head and yourself.)

Distribute slicks to day camps, schools, libraries — for contests which will keep youngsters busy and entertained.

Whatever approach you take, back it with a prize structure including free games of SPACE ACE at your arcade and licensed SPACE ACE merchandise for the winners.

And put the best coloring effort on display in your arcade, crediting the young Picasso who made SPACE ACE come to life — in color!

MAZE OF MADNESS—Also included is a slick for the MAZE OF MADNESS, which can be used in similar ways.

FUNNY DEFINITIONS—With all the strange and wonderful characters that abound in SPACE ACE, any one of these would make a wonderful Funny Definition Contest (if the contest runs early enough, don't expect anyone to get the right answers! Just have fun with the answers you get and give prizes on originality). What is a...

Carnicula? (carnivorous, alien plant with creeper vines to pull in its prey.)

Shag? (a horned wildebeest, the most deadly monster in SPACE ACE.)

Borf? (the villain with the Infanto Ray who kidnaps Ace's girlfriend Kimberley.)

Groote? (a snorting predatory monster who walks on two-feet.)

LeGrin? (a speed tunnel guard with a mustache.)

Grumlet? (a goblin-like soldier who guards Borf's laboratory.)

THE GREATEST..... WHO'VE NEVER LIVED—SPACE ACE introduces several new characters who are destined to join the ranks of fantasy favorites from Bugs Bunny to Superman.

To help celebrate that fact, here's a series of quizzes for newspapers or radio stations devoted to "The Greatest _____ Who've Never Lived!"

The idea is to challenge players to win free games at your arcade by identifying these immortal figures.

THE GREATEST SPACE ACES WHO'VE NEVER LIVED:

1. He was one of the first, seen in movies as early as 1938 and portrayed by Buster Crabbe. (FLASH GORDON)
2. Portrayed by the same actor in the next year, 1939, this Ace is probably the second best known in Eternity. (BUCK ROGERS)
3. Kryptonite and Lois Lane are his only weaknesses. (SUPERMAN)
4. The most popular television spaceman went on into movies still saying, "Beam me up, Scotty." (CAPT. KIRK, "STAR TREK")
5. He never intended to be a space traveler, and found much more happiness in a suburban housing development, especially on Halloween. (E.T.)
6. He chose to fight against The Dark Side of the Universe, sometimes with only the help of two metal friends. (LUKE SKYWALKER)
7. He's the strong powerful hero who must save the Planet Earth from the dread Infanto Ray in SPACE ACE. (ACE)

THE GREATEST HEROINES WHO'VE NEVER LIVED

1. She dreamed of a land far away, and when she got there, worked hard to get home to Kansas. (DOROTHY, "THE WIZARD OF OZ")
2. She was high-born and not used to harsh ways of the street, until a rake named Tramp came along and helped her to help herself. (LADY, "LADY AND THE TRAMP")
3. She was the jealous but fiercely loyal small companion to the boy who refused to grow up. (TINKERBELL, "PETER PAN")
4. She was the widowed mother of three who had to save her house and her family with the aid of some intelligent rats. (MRS. BRISBY, "THE SECRET OF NIMH")
5. She was the beautiful Princess, captured by an evil wizard and guarded by a huge and terrible dragon in a 38-room castle. (PRINCESS DAPHNE, "DRAGON'S LAIR")
6. She's the willful, determined heroine of SPACE ACE. (KIMBERLEY)

THE GREATEST VILLAINS WHO'VE NEVER LIVED

1. He's the huge beast who kept watch over the lovely princess until hapless knight Dirk the Daring could find her. (DRAGON, "DRAGON'S LAIR")
2. She was jealous for her own daughters and heaped on too many chores for the lovely bride-to-be of the Prince. (STEPMOTHER, "CINDERELLA")
3. She instructed her woodsman to cut out the heart of the one who was really "fairest of them all." (WICKED QUEEN, "SNOW WHITE")
4. He plotted the overthrow of the intelligent rats who wanted to move to Thorn Valley. (JENNER, "THE SECRET OF NIMH")
5. He tried to get control of Neverland and overthrow a young hero who could fly. (CAPTAIN HOOK, "PETER PAN")
6. He's never in a good mood, but, then again, he lives in a garbage can. (OSCAR THE GROUCH, "THE MUPPETS")
7. He's blue and mean and rides a speeder disc and is trying to capture Earth with the Infanto Ray. (BORF, "SPACE ACE")

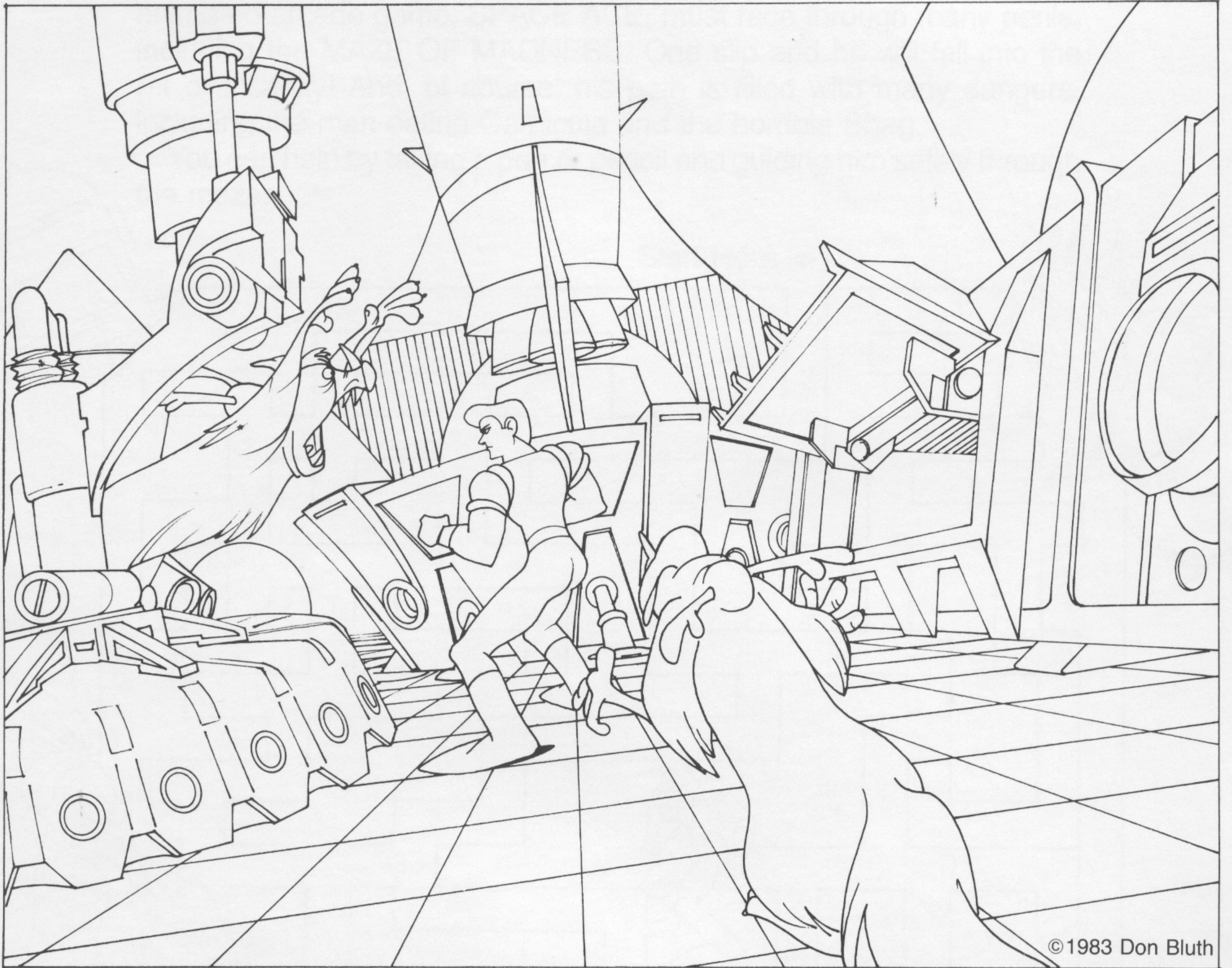
AND IN YOUR ARCADE!

Don't forget one of the best places of all to have contests — right in your own arcade. You can hold tournaments, look-a-like contests, costume contests or a variety of other events, and offer as prizes free games or some of the merchandise available to you. As an extra nice gesture (and one worth covering for most local newspapers), perhaps you could arrange for the look-a-like or costume contest winners to visit the children's wards of local hospitals or day camps!

Let your imagination soar!



COLORING CONTEST



©1983 Don Bluth

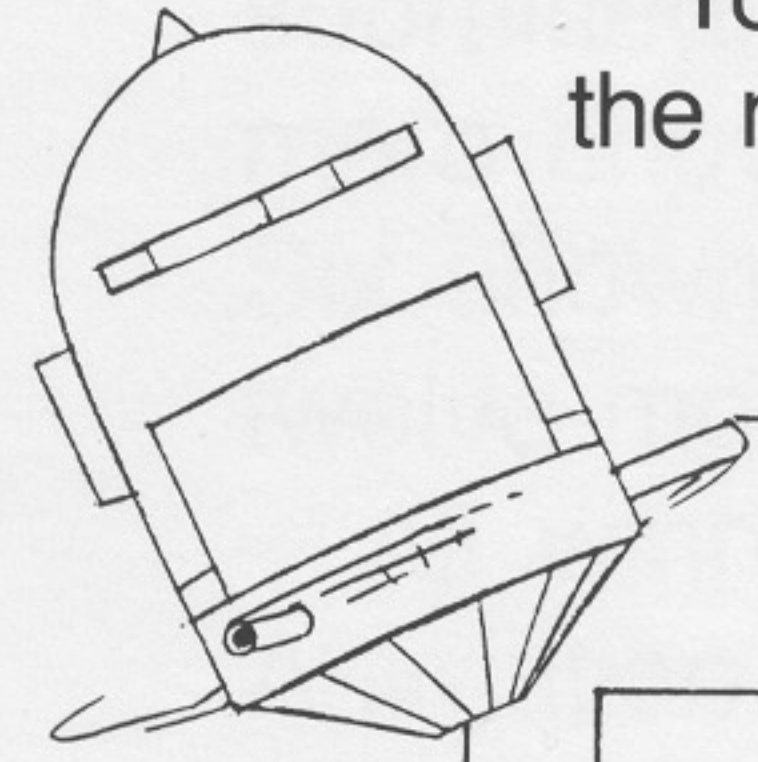
INSPIRED BY THE NEW ANIMATED LASER-DISC ARCADE GAME,
"SPACE ACE," NOW AT AN ARCADE NEAR YOU!
JUST SEND THIS ENTRY BLANK — AFTER YOU'VE
COLORED OR PAINTED IT — TO:



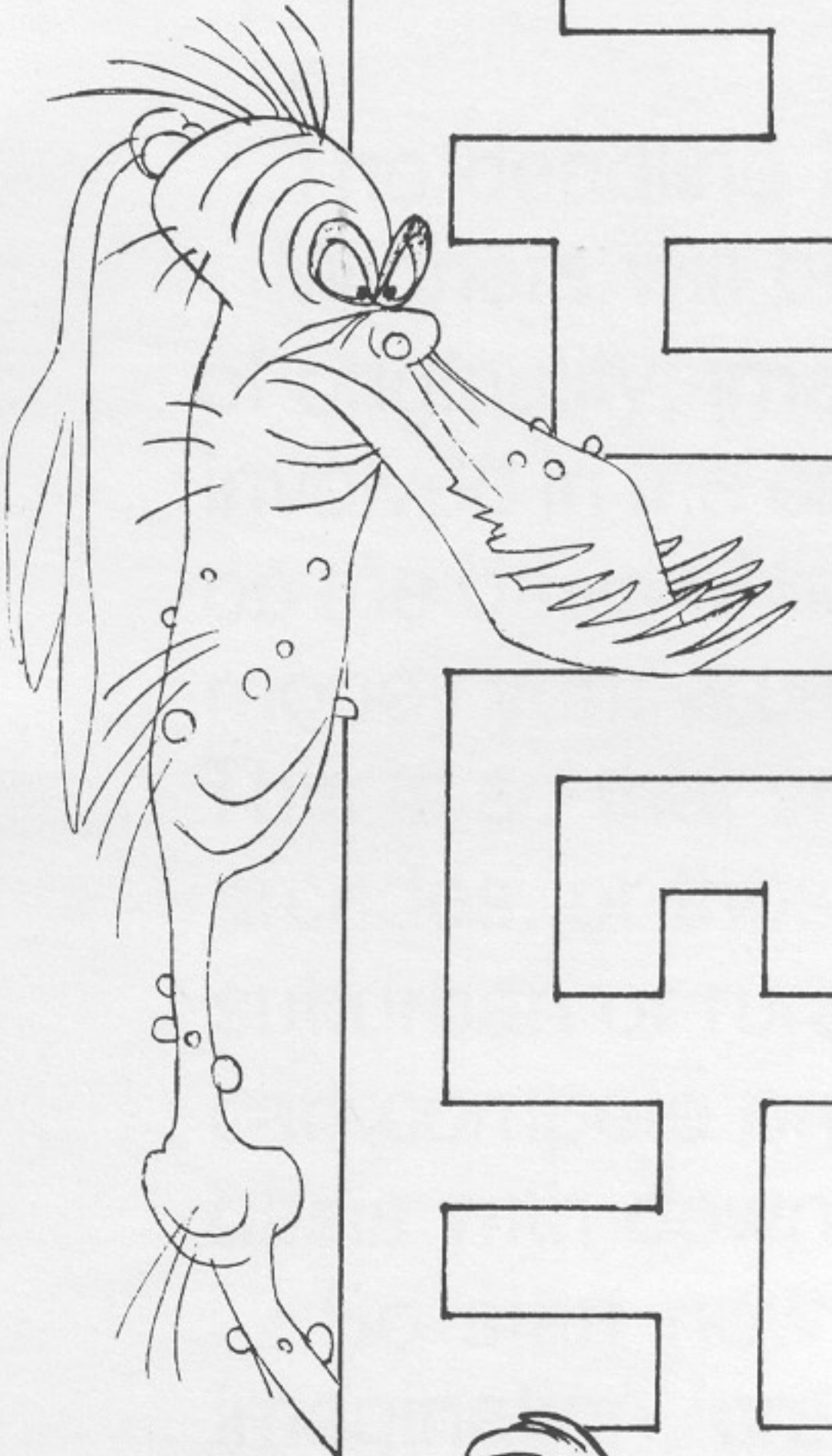
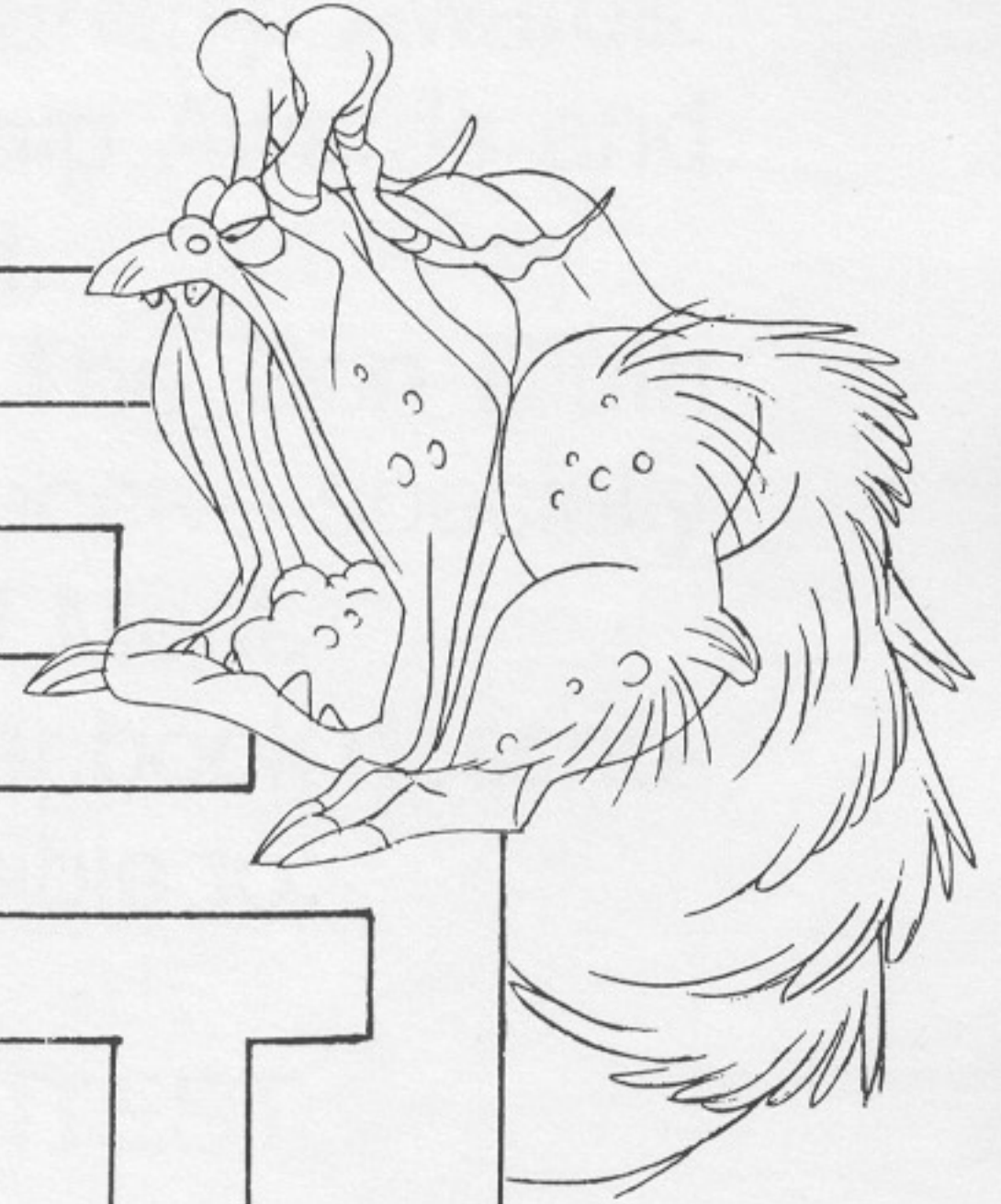
MAZE OF MADNESS CONTEST

In order to save the Plant Earth, Ace, the superhero of the new animated arcade game, SPACE ACE, must race through many perils, including the MAZE OF MADNESS. One slip and he will fall into the Pit of Insanity! And, of course, his path is filled with many dangers, including the man-eating Carnicula and the horrible Shag.

You can help by taking a pen or pencil and guiding him safely through the maze.



Start Here →



← Finish Here

WE BELIEVE YOU DESERVE \$OMETHING TOO!

SHOWMANSHIP always pays off, both in the numbers of customers in your arcade and in self-satisfaction. But now it can pay off in CASH — more than \$10,000 in cash that will be shared by winners of a contest being sponsored by Magicom Inc. for the best arcade promotions for "SPACE ACE."

The top Showmanship campaign, as selected by Magicom from all entries submitted, will receive a National Showmanship Award of \$2,000! Three more showmen will each receive \$1,000 Regional Showmanship Awards. Six showmen will each receive \$500 Regional Showmanship Awards and twelve more will each receive \$250 and Certificates of Merit.

All winners will be announced in the summer issue of The Don Bluth Animation Club Newsletter, the Exposure Sheet, and will receive specially inscribed Showmanship Award Certificates or Certificates of Merit.

To enter the contest, an arcade employee must send a scrapbook describing (with photos) the promotional campaign as fully as possible to:

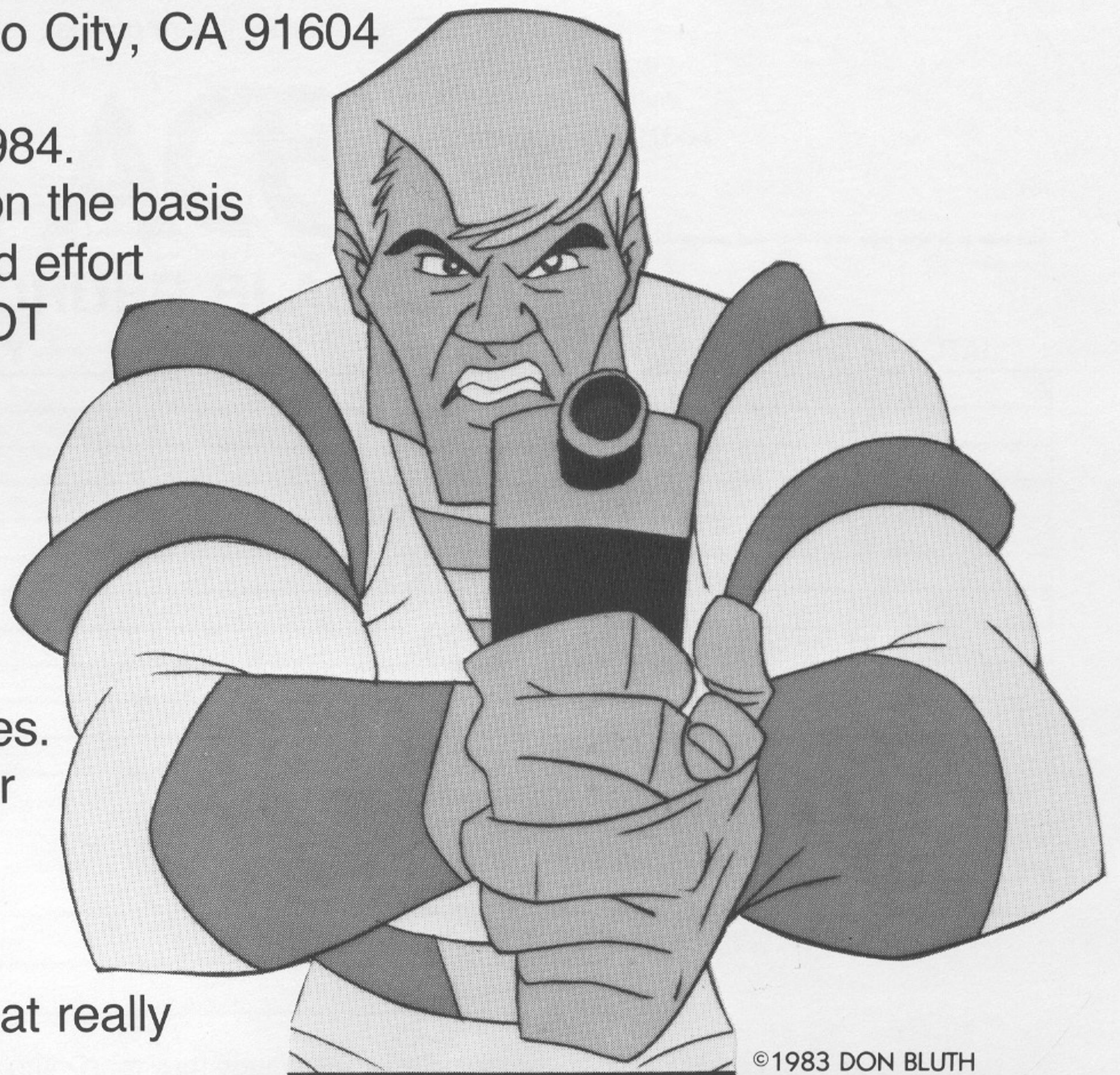
SPACE ACE SHOWMANSHIP CONTEST

% Don Bluth Animation
12229 Ventura Blvd.
Studio City, CA 91604

The deadline is May 1, 1984.

Winners will be selected on the basis of originality, imagination and effort involved in the campaign, **NOT** on the basis of how much money your arcade makes. This is so that smaller arcades, or those in suburban or rural areas, can compete on an equal basis with downtown arcades.

So start now to use your imagination, creativity and expertise, plus the ideas in this book, to develop an award-winning campaign that really pays in cash!



©1983 DON BLUTH

ORDER THESE PROMOTIONAL MATERIALS AND GET YOUR ARCADE IN THE GROOVE WITH THE LASER-DISC GENERATION!

Sell Them or Use Them as Giveaways or Contest Prizes!

HERE'S WHAT'S NEW!

OR ORDER AN EASY-TO USE PROMOTION KIT!

Item	Price
A. "Space Ace" Poster (27"x41")	\$2 ⁰⁰ /Ea.
B. Banners announcing "Coming Soon" and "Now Playing"	\$2 ⁰⁰ /Set of Two
C. "Space Ace" Color Pictures Set of 8, Size 11" x 14"	\$9 ⁰⁰ /Set
D. "Space Ace" Buttons Minimum Order - 1 doz.	\$6 ⁵⁰ /Doz.
E. "Space Ace" Animation Flipbooks Showing Scenes From The Game In Motion. Minimum Order - 1 doz.	\$6 ⁰⁰ /Doz.
F. "Space Ace" Flyers To Explain The Game. Minimum Order - 3 doz.	\$3 ⁵⁰ /3 Doz.
G. "Space Ace" Teeshirts (Specify Sizes) Child: 6-8, 10-12, 14-16 Adult: S, M, L, XL	\$4 ⁰⁰ /ea.

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PUBLICITY



SPACE ACE HITS LOCAL ARCADE

"Space Ace," Magicom's new animated laser disc arcade game, will arrive on _____ at _____.

The game, which promises to be more popular than its predecessor, "Dragon's Lair," begins after Ace, the superhero, is attacked by evil alien Borf, who zaps him with the dread Infanto Ray. Ace is zapped into weakling Dexter who sits stunned as Borf kidnaps his girlfriend Kimberley and threatens to take over the Earth. It is up to the game player to get Dexter moving.

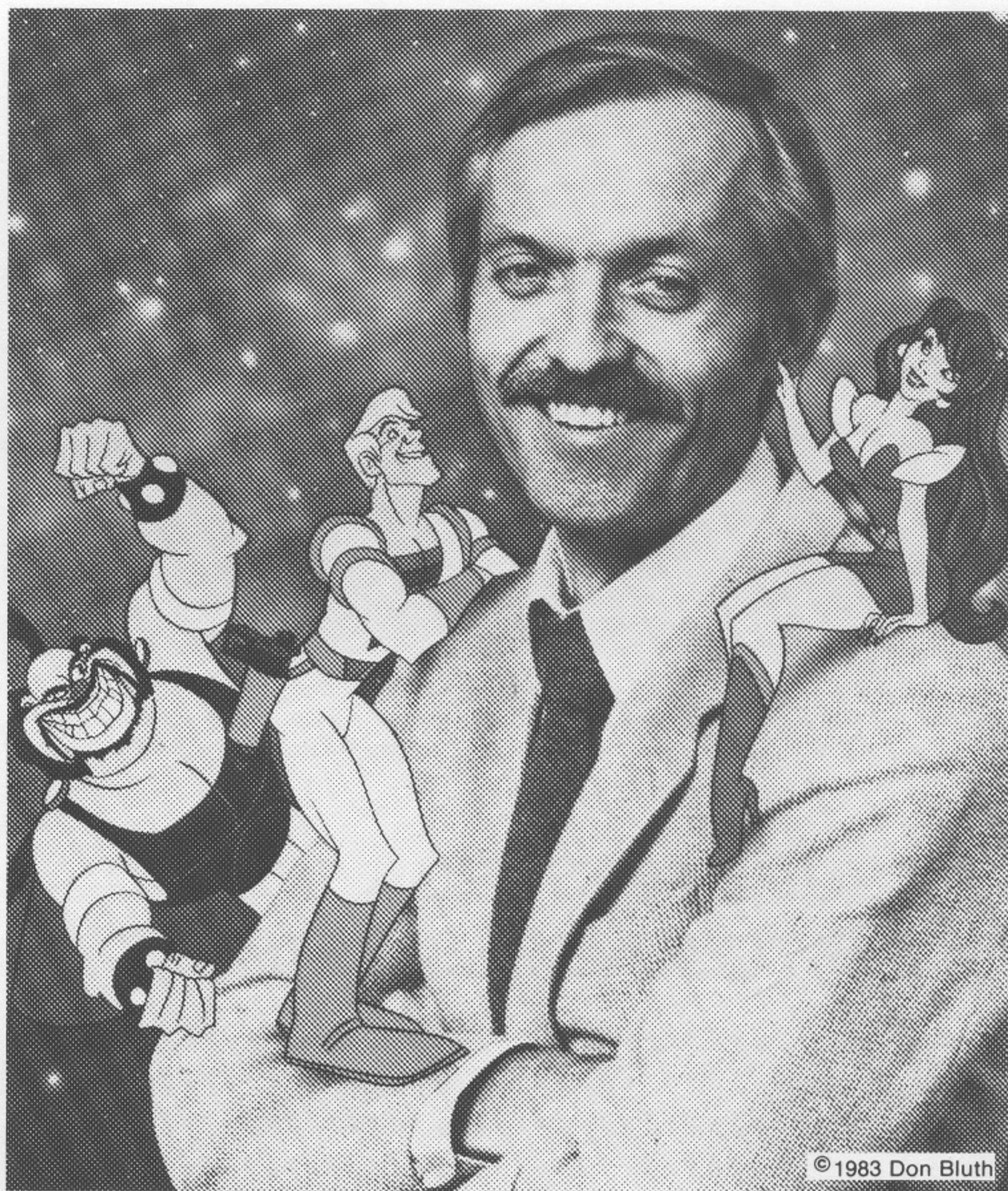
At certain points in the game, the player can, if he chooses, push the Weapon/Energize button and turn Dexter back into Ace for undetermined lengths of time. During the energized period, Ace's lot in life is much harder, but successful moves

gain bonus points. The player can, of course, opt for the safe route (and lower score) by refusing to energize and continuing play as Dexter, until the final battle. Only Ace can fight Borf himself and save Earth.

The game, which will be offered first in conversion kits, will be on sale later as a whole machine. The conversion kit, simple and easy to install, consists of a "Space Ace" laser disc, a newly-programmed E-prom, and new marquees for the box.

Magicom's first game, "Dragon's Lair," was the first animated laser disc arcade game. After its release last July, it became a nationwide smash hit.

"Space Ace" was designed and animated by Don Bluth. RDI did the engineering and concepts. Cinematronics is marketing and distributing.



© 1983 Don Bluth

Don Bluth with characters he created for "Space Ace," Magicom's newest animated interactive laser disc arcade game. From left, evil BORF, hero ACE, Bluth and KIMBERLEY.



© 1983 Don Bluth

ACE points his deadly laser ray gun in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and distribute.

BLUTH DEFENDS ARCADES' WORTH

Don Bluth, animation producer and game designer whose latest game, "Space Ace" is due for release, says he thinks arcades can be a "healthy outlet" for the nation's youth.

"Arcades are advantageous to youth in several ways," says Bluth, whose first game, "Dragon's Lair," was an instant nationwide success.

"Recent studies have shown that parents who feared their children would lose more than just their allowance by going to arcades all the time have nothing to be afraid of," Bluth says.

He continues, "Scientists are finding that children who frequent arcades and use home video systems are actually brighter and sharper than many of their peers."

There's good reason for this," the artist states.

Children, he says, especially teens, need peer acceptance and peer socialization. "Since time began, it is this age person who is pulling away from his parents. The idea is to support a place that the person wants to go which is unharmed to him. Most arcades now are clean, fun-filled places, somewhere to be seen by peers, and to win games."

Bluth adds, "The old ideas of what's wrong with arcades just don't fit. You can't play video games if you smoke, drink or take drugs. And most kids tell me you don't go to an arcade to pick up a date — you're too busy trying to beat a game."

"Space Ace" was designed and animated by Bluth. RDI did the engineering and concepts and Cinematronics is doing the marketing and distribution.

© 1983 Don Bluth



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ACE AND KIMBERLEY are showered by laser sparks on an alien ship in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and market.



©1983 Don Bluth

KIMBERLEY swings to safety in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and market.

"SPACE ACE" CONTINUES TECHNICAL REVOLUTION

Since when was slipping a disc considered cost effective?

Since Don Bluth began designing arcade games on laser discs.

It began last year with the release of "Dragon's Lair," the first animated interactive laser disc arcade game from Magicom which became a nationwide smash hit.

This year, there is "Space Ace," Magicom's new game about a superhero who must regain his manhood, free his kidnapped girlfriend and defeat an evil alien intent upon taking over Earth.

The secret of the Total Resolution graphics found on the game's screen is the laser disc, which allows an image like that of a television set or a movie to be seen.

The secret of the cost-effectiveness is marketing. Because the classically animated 25-minute film was transferred to videotape then to the surface of the disc itself, arcade owners can now install a new game in seconds by simply changing the record (disc) which is on the player inside their game boxes. They will have to also change the small plate called the E-prom, where the programming is stored, and the marquee on the outside of the box.

For the first time known in the history of video games, Magicom is offering this conversion package first, thereby allowing those arcade owners who supported them by buying "Dragon's Lair" to become the first to own "Space Ace."

Also with "Space Ace" there is a unique branching alternative offered to the player. The game begins after Ace has been zapped back to being a puny teenager, but at various points throughout the game, he is given the chance to energize back into the superhero for an indeterminate amount of time each occurrence. This energizing route is, of course, more difficult but it scores more points. At most places in the game, the player can stay as the puny teenager and go the safer route, though he'll get fewer points. Near the end of the game, however, he must energize into the superhero, for it is only the Ace who can defeat the villain, win the girl and save Earth.

"Space Ace" was designed and animated by Don Bluth. RDI did the engineering and concepts. Cinematronics is doing the marketing and manufacturing.



©1983 Don Bluth

DEXTER is attacked by vicious Grootes in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and distribute.



"SPACE ACE" ANIMATION-- FUTURE IN CLASSICAL STYLE

If the audience sees the brush strokes, the artist hasn't done his job, says animation producer Don Bluth, game designer and animator for "Space Ace," Magicom's new interactive laser disc arcade game.

Bluth says the game will be effective because of his use of Classical Animation in it. Classical Animation differs from other forms in several ways. There are still the clear plastic sheets called "cels" on which the characters are painted, and they are still photographed against painted backgrounds. But Classical Animation is more. It is not seen on Saturday morning television. Even most of the movies since the 1950s have not had the depth and richness of the truly classical style: strong characters, vivid colors orchestrated for emotional impact, unusual camera angles, richly detailed backgrounds and contact shadows under the characters or other special effects such as sparks from a laser blast, the white-hot glow around flames, the zapping of electricity, the rush of meteoroids.

There are more than 300 colors on the screen in "Space Ace," most of which were developed by Bluth's highly trained staff of technical experts from the special vinyl-based paint used in the movie game.

It took an estimated 750,000 drawings to complete "Space Ace." This number includes preliminary character sketches, storyboard sketches, final model sheets of the characters, and those drawings which were painted to be in the film.

There are more than 500 meticulously painted backgrounds, each of which is a work of art in itself. They are done in gouache and water color.

"Space Ace" uses the full orchestration of color throughout each sequence to achieve emotional impact. In high action scenes, there are fierce reds and yellows. When the action

calms for a moment, cool blues and greens are used.

In any film, there are 24 frames of film projected per second on screen. In Classical Animation, there are 24 drawings of each animated object per second when the camera is moving. When the camera is not moving, there are 12 drawings per second.

Lately, the drawn outlines around the characters were only in black and were often scratchy, so the characters often looked fuzzy. Now, as in the early days of animated features, the lines are in an array of nearly two dozen colors and are smooth.

"Space Ace" was filmed in its entirety four times: once in sketch form, once in rough drawings that are animated, once in final pencil animation and once in color. At this point, the film was transferred to video tape and programmed onto the laser disc that is placed on the player inside each "Space Ace" machine.

"Space Ace" was designed and animated by Don Bluth. RDI did the engineering and concepts. Cinematronics is marketing and distributing the game.

STAKES HIGH IN "SPACE ACE"

All he has to do is regain his manhood, free his girlfriend from her kidnapers and save the Planet Earth.

At least he has eight minutes to do it in.

"Space Ace," Magicom's new animated laser disc arcade game, will arrive _____ at the _____, and be ready for all game players who want to help hapless Dexter, the puny alter-ego of Ace, a superhero who was zapped with the dread Infanto Ray by evil alien Borf.

Despite confrontations with such unlikely creatures as The



DEXTER eludes badman Borf, on his speeder disc, in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and market.

Shag, the creeping Carnicula, the ferocious Grootes or the horned Grumlets, Dexter can energize into Ace, and face the final battle with Borf himself, the giant blue alien who is intent on taking over Earth by turning everyone into babies. Then Dexter can free his intelligent and voluptuous girlfriend Kimberley and destroy the Infanto Ray.

The game, which includes nearly 25 minutes of animation, will have several other special

features. The joystick will move in eight, instead of four, directions. And the weapon button will also include the energizing facility. A good game player will be able to make it through in eight or ten minutes.

"Space Ace" was designed and animated by Don Bluth. RDI did the engineering and concepts, and Cinematronics is marketing and distributing the game.



ACE energizes and tries to fend off the Grootes as the creeping Carnicula slithers nearby in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and market.



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THE SHAG, a woolly beast from the Dead Planet, stuffs hero Dexter in his mouth in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and market.

PUT ANOTHER QUARTER IN... LIKE A NICKELODEON!

It all started in the mid-1800s, when someone put a penny in a slot and got to see, through consecutive pictures flipped before his eyes, a short story.

They called them moving pictures.

From there, the road forked. In one direction was Hollywood, Cinemascope and "Gone With the Wind." In the other direction was the arcade, the center of game play for decades, up through Skee-Ball and pinball and on past "Space Invaders" and "Pac Man."

Now, the two worlds have met again, with the animated (moving pictures), interactive (game play) laser disc arcade game. Magicom, whose first game "Dragon's Lair," was an instant nationwide hit, is now releasing its second game, "Space Ace," the story/game about a superhero who must regain his manhood, free his kidnapped girlfriend and defeat an evil blue alien intent upon taking over the Earth. It was designed by animation producer Don Buth.

One of the reasons for the popularity of Bluth's games, he thinks, is the storyline.

"We give the player someone to identify with, someone each of us sees in ourself or would like to see there. Ace is this huge hunk of a man; he has a gorgeous, bright girlfriend. We'd all like to be that. He is also, after he gets zapped by the villain, a puny runt of a teenager, the hapless kid with the squeaky voice. We've all known that side of life, too."

He points out that arcade games are heading closer and closer to participatory movies and recalls what one arcade owner did when "Dragon's Lair" was first released.

"He put a monitor on top of his machine so spectators could see the screen. Then he put out a red carpet and red velvet ropes leading up to the machine, and then he put up groups of chairs. That's not the way arcades were run previously. That's theater! Participatory theater," Bluth says.

"Space Ace" was designed and animated by Bluth. RDI did the engineering and concepts and Cinematronics is marketing and distributing the game.



©1983 Don Bluth

BORF, evil alien intent on capturing the Planet Earth, stars in "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and market.



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DEXTER promised to help save kidnapped Kimberley in this scene from "Space Ace," Magicom's newest animated interactive laser disc arcade game featuring classical animation by Don Bluth Studios. RDI programmed and engineered the game. Cinematronics will manufacture and market.

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Design and Animation by DON BLUTH • Music by CHRISTOPHER L. STONE

Produced by DON BLUTH, JOHN POMEROY and GARY GOLDMAN • Directed by DON BLUTH

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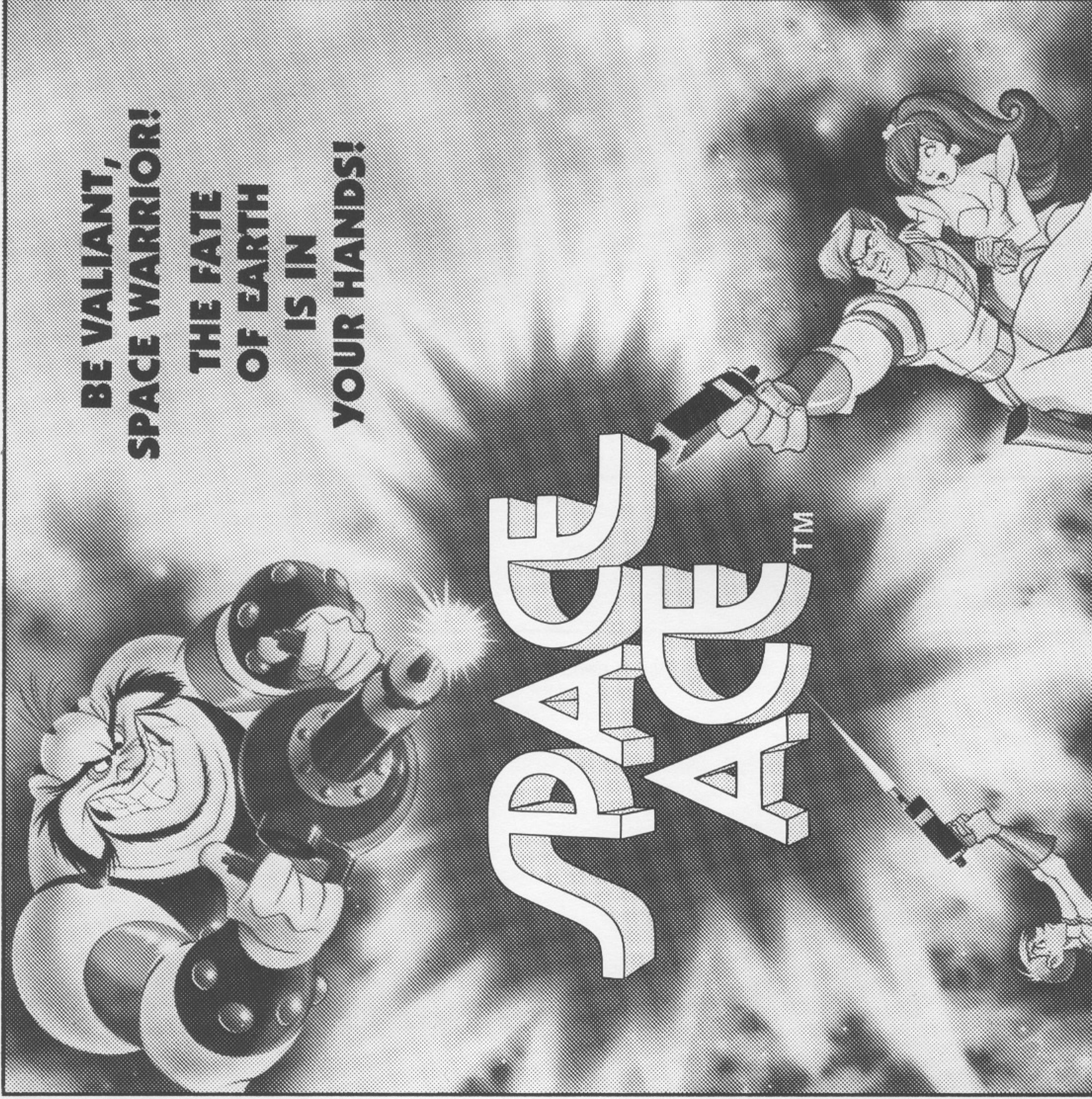
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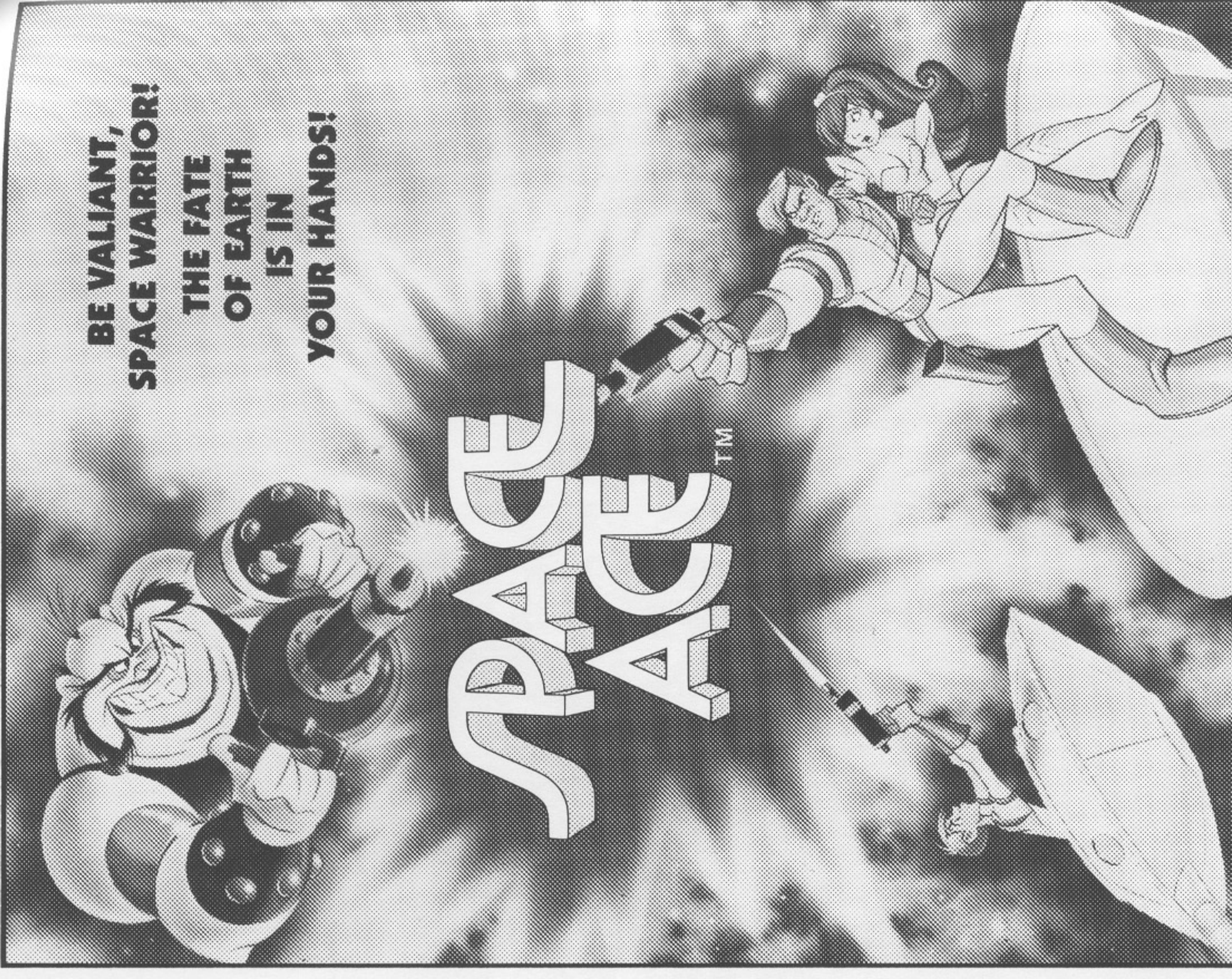
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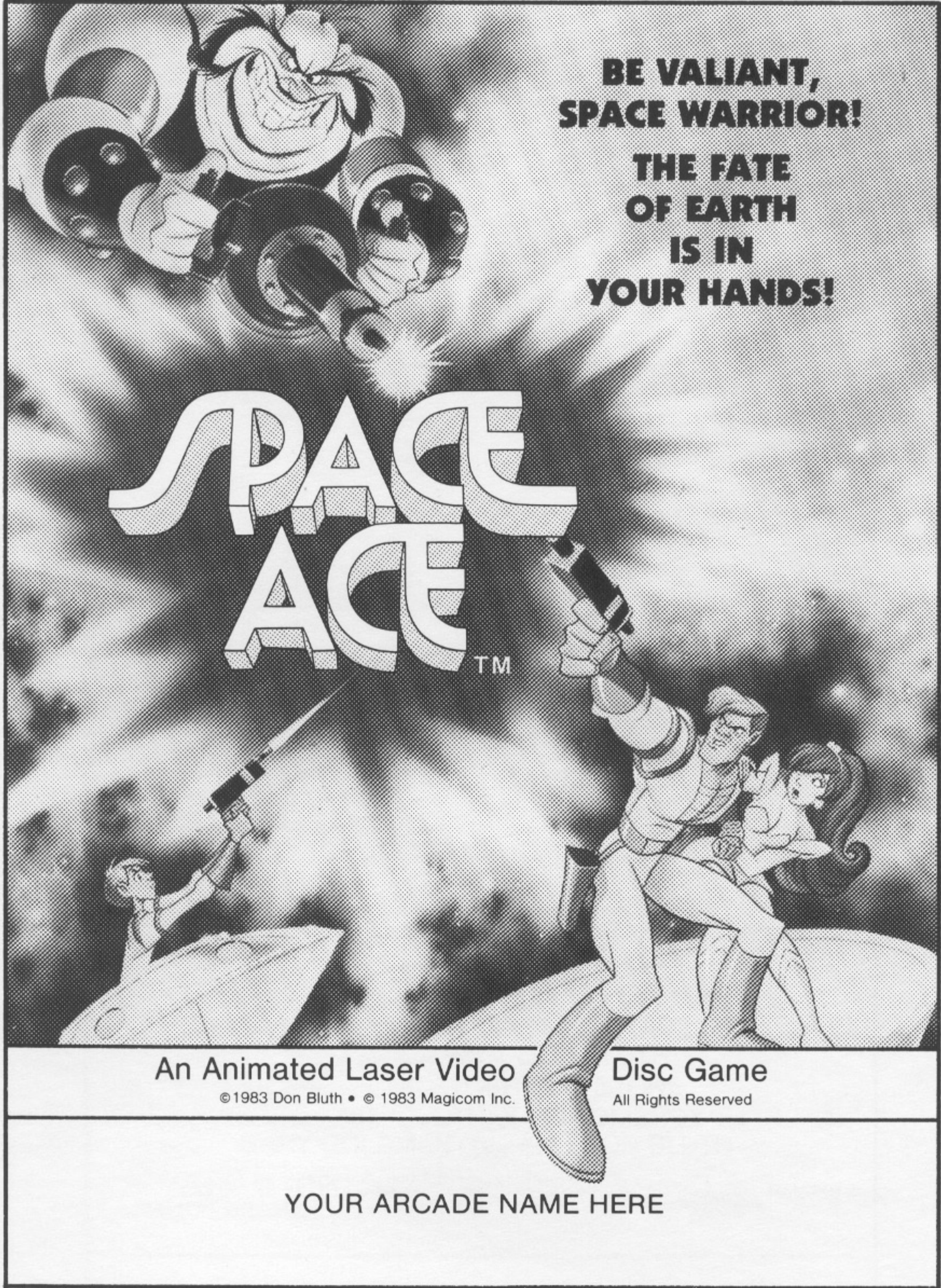
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A black and white promotional graphic for the video game 'Space Ace'. The background is a dynamic, swirling pattern of light and dark tones. In the upper left, a cluster of five alien heads with large, expressive eyes and various mouth shapes looks down. In the center, the title 'SPACE ACE' is written in a large, stylized, outlined font with a 'TM' symbol. Below the title, a male character in a space suit is shown in a dynamic pose, holding a laser gun. To his right, a female character with long hair is also in a similar pose. In the lower left, another character is visible, also holding a laser gun. The overall style is reminiscent of classic comic book art.

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AD 301 (XN) - 3 col. x 83 lines = 250 lines



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AD 204 (S) - 2 col. x 75 lines = 150 lines



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AD 203 (S) - 2 col. x 50 lines = 100 lines

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AD 201 (XN) - 2 col. x 14 lines = 28 lines

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AD 101 (XN) - 1 col. x
14 lines = 14 lines

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