

# More K's.



ATARI 800™. No price increase. Upgraded from 16K to **48K RAM.**

# Less £'s.



ATARI 400™. Reduced from £199.99 (S.R.P. inc. VAT) to **£159.99.**



<https://classic.technology>

# At prices like these, they must be worth a closer look. Here's a closer look.

From today, we've upgraded the ATARI 800 to 48K, but we haven't upped the price by a penny. It's still £399.99.

As for the ATARI 400 it's reduced by around £40. Now take a closer look.

## ATARI 800 and ATARI 400.

### The straight facts.

**Computer console:** FCC approved, with built-in RF modulator. Connects to any standard colour or black & white TV.

**Colour:** Choose from 16 colours, and 16 intensities.

**Sound:** Four independent sound synthesisers for musical tones or game sounds. Four octaves. Variable volume and tone for each channel.

**Display:** Three text modes: 24 lines of

40 characters; double-width characters. Nine graphic modes: from 40 columns by 24 rows up to 320 columns by 192 rows.

**Keyboard:** 57 alphanumeric keys plus 4 special function keys. Inverse video. Upper/lower case.

Full screen editing. Four-way cursor control. 29 graphics keys. Full stroke keyboard (ATARI 800) and mono panel keyboard (ATARI 400) for fast, easy data entry and interaction with the computer.

**I/O:** Serial input/output port for simple connection to peripherals. Four controller jacks for joystick and paddle controllers.

**Memory:** Includes a built-in 10K Read

Only Memory (ROM) Operating System with 48K Random Access Memory (ATARI 800) and 16K Random Access Memory (ATARI 400). ROM may be expanded with user-installed cartridge programs.

**CPU:** 6502B Microprocessor. 0.56 micro-second cycle. 1.8MHz.

**Language:** Atari BASIC Cartridge is included with ATARI 800. Also programmable in Atari Microsoft BASIC, PILOT, PASCAL, extended Fig. Forth and assembly language.

**Monitor:** With the ATARI 800, if desired, a monitor jack allows composite video output for connection to a colour or black and white monitor (in addition to a standard television set).

**Owner's guide:** Atari BASIC Self-Teaching Guide and Atari BASIC Reference Manual included with ATARI 800.

**Extended graphics functions:** Hi-resolution graphics. Multi-coloured character set. Software screen switching. Mixed text and graphics modes.

Multiple redefined character sets. Player missile (sprite) graphics. Fine screen scrolling in any direction. Changeable colour registers. Smooth character movement.

**Software:** Self-teaching programs with the unique voice-over. Home Management. Education. Programming aids.

And of course Atari's famous entertainment software.

**Peripherals:** A complete range of peripherals and accessories that are available now.

## Why you'll feel more at home with our computers.

Before we designed our computers, we thought about who was going to use them.

One day, our computers might be playing games; next, they're wrestling with household

budgets; teaching geography to an 8-year-old; or printing 2,000 letters.

In other words, we designed our computers and software for as many applications as a family has ideas.

(Now the ATARI 800 has 48K RAM, there's even more memory for even more applications.)

Next, we built in high-resolution graphics. Inside our computers, we have a microprocessor whose only job is to operate our graphics.

(All told, you can choose up to 16 different colours from a spectrum of 256 different shades.)

In fact, Atari computers divide the screen up into 60,000 tiny points, each one of which can be changed without affecting the other.

On screen, you can even blow up a line of type to quad size (invaluable if you're teaching a child to read).

We also looked at ways to make computers rather friendlier.

On the ATARI 400, we've incorporated touch-sensitive keys with ridges, so fingers won't slip; on the ATARI 800, we have keys much as you'd find on a standard typewriter.

You talk to your computer in a choice of languages, including ATARI BASIC, using software which you load in on cartridge, cassette, or disk.

At Atari, we have one of the largest software libraries in the world (some of our current titles are on display on this page).

No doubt you know all about our games, but we also boast home and office application software as well as educational programs to satisfy the most enquiring mind.

At the same time, through Atari's Program Exchange (APX), you can have access to a wide range of the most imaginative programs written by our users.

Or you can learn to write your own programs with the help of our 'Invitation to Programming'™ series, using our unique 'sound through' system.

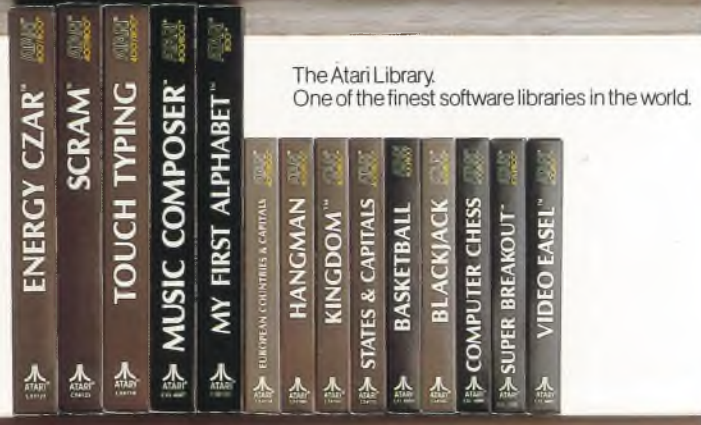
Surprisingly, you won't have to plough through a small library of manuals to do so, since most of the series is on software, not in hard books. Of course, we've always had just about everything you're looking for in computers.

From today, we've got even more.



# Home computers you'll feel at home with.

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One of the finest software libraries in the world.



The APX Library.  
A wide range of titles written by users.