

Astrovision enters video space wars

COLUMBUS, OH—Astrovision is about to fire its first salvo in the “video space wars” that are taking place between the various video game manufacturers.

Flushed with what the company terms “the success of the 1981 commercial that helped sell out the company’s entire production capacity of video games,” the Columbus, OH-based concern is launching a \$10 million TV advertising campaign. The campaign premiered during the recent WCES in Las Vegas.

The commercial features a tiny man inside three of the forthcoming Astro Professional Arcade (nee Bally Professional Arcade) video games—Coloring Book with Light Pen, The Wizard, and Munchie—nearly getting “munched” in the process. The newest series of



Astrovision ad has computer tie-in.

video games are being billed by the firm as “the first to combine commercial arcade coin-op realistic action with the intrigue of home computer ‘adventure’-style games.”

Creators of the campaign, KRJ Advertising of Melville, NY, report the commercial will be aired in 50 major TV markets throughout the U.S. and target an “adult-oriented, family audience.”