

BALLY DEBUTS THREE-LEVEL COMPUTER SYSTEM AT CES

Bally's Consumer Products division introduced a three-level expandable computer system at the Winter Consumer Electronics Show held January 6-9, 1979, in Las Vegas. Built around the Bally Arcade, the system can be expanded to include 32K of ROM and 20K of RAM, with dual audio cassette and capability of interfacing to external printers, disk drives, and other devices.

The System Level I is the Bally Arcade unit introduced last year. It consists of a Z-80 microprocessor, 4K of RAM, and 8K of ROM, as well as a calculator keypad and two 8-way control handles. In this configuration, it accepts only pre-programmed ROM cartridges, but has 256 color video output with 16K dot picture resolution. In addition, it has a 5-function, 10-register calculator accessible through the built-in keypad. With three arcade games and a 24-key calculator, the 2-player model has a suggested retail price of \$299.95; the 4-player model, \$329.95.

The Computer System Level II adds the Bally Basic programming cassette and Bally Audio Cassette Interface to the console. Bally Basic, a self teaching programming cassette, enables users to create their own games, art, and electronic music. Complete with keypad overlay with words, symbols, numbers, and letters, Bally Basic has a 3-octave range music synthesizer and complete color capability. Suggested retail price is \$49.95.

The Bally Audio Cassette Interface enables the user to connect his own cassette tape recorder and gain permanent storage of all programs created. \$49.95 is the suggested retail price.

The Videocade Cassette library from Bally features 17 cassettes with 36 games in a series including Action/Skills, Sports, Education, and Strategy. Future Videocades, available on a continuing basis, will expand the unit's applications in fields ranging from home finances to menu planning.

Level III of the system is the Bally Computer System Programming Keyboard, a 60-key ASCII alphanumeric typewriter-style keyboard that completes the evolution of the system from video game to fully operational home computer. Containing 20K bytes of RAM and 32K bytes of ROM, the complete Bally Computer System (video console and programming keyboard) offers extensive program storage capacity. In addition to Basic, the machine utilizes a custom graphics language, Grafix™, which operates with the System's 256-color output to provide an extensive graphics capability.

Bally has not yet announced prices on the Level III system, but it is expected to retail for approximately \$650. For further information, contact Bally Consumer Products division, 10750 West Grand Ave., Franklin Park, IL 60131; (312) 452-5200.

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