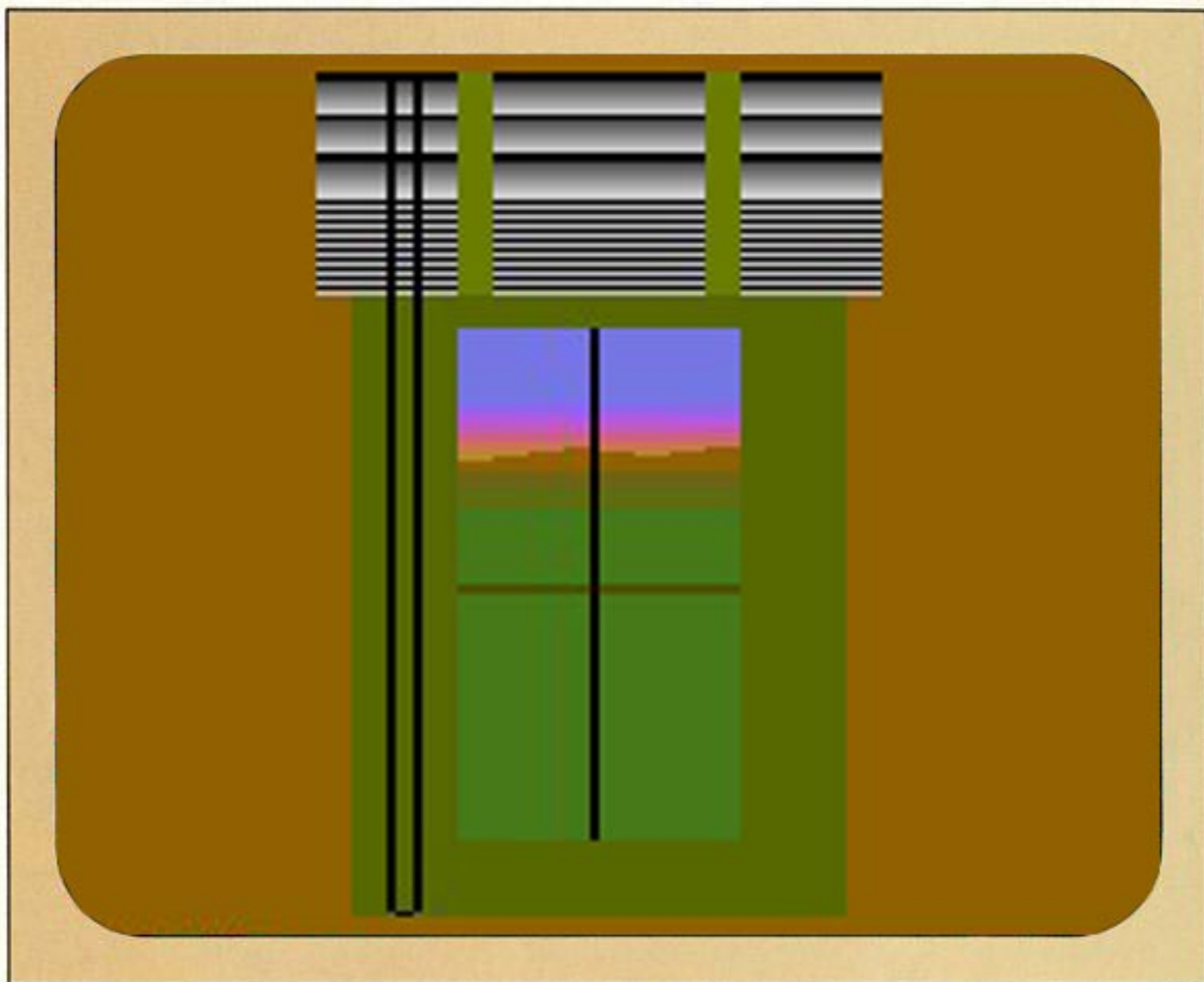


ACTIVISION™

VENETIAN BLINDS™

INSTRUCTIONS



This is one of the Activision video games that is fun to play even if you don't know the rules. So go ahead! Use your Joystick Controllers. And Good luck!

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VENETIAN BLINDS BASICS

1. Hook up your video game system. Follow manufacturer's instructions.
2. With power OFF, plug in game cartridge.
3. Turn power ON. If no picture appears, check connection of your game system to TV, then try steps 1-3 again.
4. Select game with game select switch.
Game 1: You against the Activision computer
5. Hold Joystick Controller with red button at upper left. Move your Joystick up and down to move your Blinds up and down
6. Scoring (top of screen):
There is No Scoring

Venetian Blinds demo isn't a game, but a short program that simulates a pair of Venetian blinds! The joystick can be used to raise and lower the blinds by pushing up or down. When the blinds are raised a nicely done sunset is visible out the window.

HOW TO BE A CHAMPION VENETIAN BLIND OPENER

Tips from David Crane, designer of Venetian Blinds Demo



David Crane, formerly a senior game designer at Atari, also designed Dragster for Activision. He believes in taking on game assignments that everyone else says are impossible — and always gets them done.

The story behind the Venetian Blind demo is rather interesting. As you may or may not know, Activision was founded by several ex-Atari employees who had left due to Atari's policies on programmer recognition (or the lack thereof). One of these employees was Bob Whitehead, creator of the

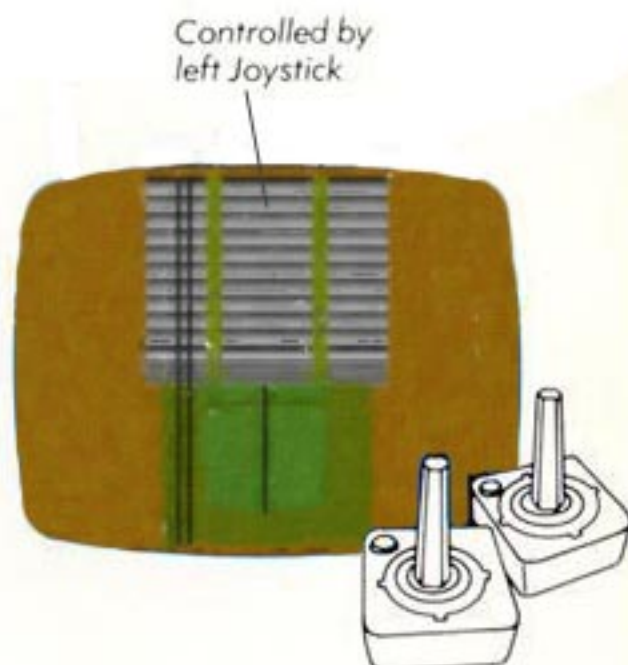
"Venetian Blinds" technique, which was first used in Atari's Video Chess to display eight objects in a row instead of the normal six. Even though Activision had never used the Venetian Blinds technique in any of their games, that didn't stop Atari from threatening to sue Activision for "stealing" the technique along with other various proprietary information.

Now Activision knew that they hadn't stolen anything from Atari, but rather than get into a nasty legal argument about it they decided to play it smooth. According to David Crane, when the Atari's lawyers questioned them about the "stolen" Venetian Blinds technique David showed them this demo and said "Is this what you guys are referring to?". As you can imagine this pissed Atari off to no end and they went through with the lawsuit. In the end Atari ended up losing the case and Activision went on to become the most successful of the 2600 third party companies.

Although Activision never made a game out of this demo it didn't go completely to waste. The sunset was later used in the background of Barnstorming.

"Venetian Blinds™ is a game designed to be fun for everyone in the family. Now you won't have to get rained on or sunburned. I'd like to hear how you like it."

David Crane



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