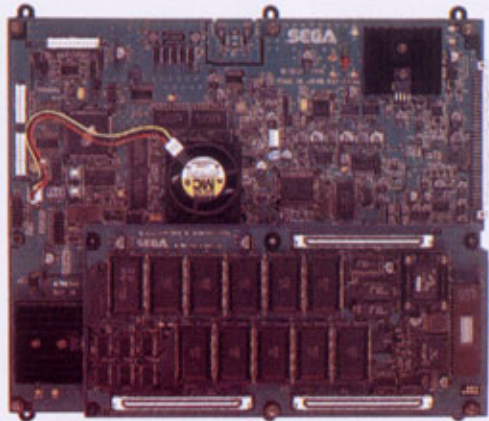


# NAOMI™



## THE BIRTH OF NAOMI

Since our establishment, Sega's objective has been to 'create entertainment for the enjoyment of all'. 'NAOMI' has been developed to meet the constantly changing needs of the customer and the demands of operators and licensees who must strive to keep pace with the game development environment.

The new system breaks free from existing preconceptions and is based on a hardware specification developed using all our wealth of experience. We believe that, with its versatility and expandability, it will be the start of a world of 'new games' which will survive through future generations.

The aim in developing 'NAOMI' was to provide licensee companies with a lower-cost but high-grade software development environment and obtain the co-operation of many software makers, thereby achieving a rich and comprehensive software line-up.

With a view to minimising the costs of introduction in order that as many people as possible can enjoy the new entertainments provided by 'NAOMI', the CG board offers previously unattained cost-performance figures. We are certain that it will satisfy operators with respect to both specification and cost.

We look to you to ensure that 'NAOMI' enjoys strong growth in the AM industry. As a high tech entertainment enterprise, Sega will continue to provide new entertainment to all.



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