

**A Guide to  
Buying and  
Understanding  
Video Games.**

**SEGA™**

**CONSUMERS' GUIDE**

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The name Sega™ is derived from **S**ervice **G**ames.™ And that is what Sega does best—providing top-of-the-line **service** coupled with quality **game** play. At Sega we never forget that the name of the game is the game. And to make our game play unequalled, we continue to push the limits of gaming technology to the NEXT LEVEL.

Sega has become the recognized leader in the home video entertainment industry by offering the most technologically advanced products on the market. Here are just a few of the innovations we have introduced:

- First consumer video game machine, the SG1000 (1983)
- First 16-bit video game unit, Genesis™ (1989)
- First handheld color portable, Game Gear™ (1991)
- First consumer CD game unit, Sega CD™ (1992)
- First full-body game controller, Activator™ (Fall 1993)



**If you are looking for  
a video game system,**

**ASK YOURSELF  
THESE KEY  
QUESTIONS...**



## Why should I buy a Sega game system?

In a word...**FUN!**

Sega products are just plain fun to play. The winning combination of awesome graphics, outstanding software and advanced technology has made Sega number ONE in video game entertainment. Sega games are fun for kids and adults alike, delivering hours of entertainment, exploration and creativity right into your home. Video games can provide a safe, educational and interactive experience.

## What is the Video Game Experience?

Players interact with a wide range of characters and fantastic environments made possible by SEGA's unmatched graphics, game play and sound effects. SEGA products put arcade quality technology in your home at an affordable price.

## Why buy a Sega system over those other video game products?

- Sega has the world's largest game library.
- Sega Genesis is the best-selling 16-bit game system.
- Game Gear is the best-selling color handheld portable unit.
- Sega CD is the best-selling CD ROM unit on the market (the other guys don't even have a CD unit).
- Faster game play thanks to **Blast Processing** technology.
- **DPA™** – Dynamic Play Adjustment, the game gets harder as you get better (and easier when you are having difficulties).

## Can the systems become obsolete?

Sega designs its products so that new technology is compatible with existing products. This means, once you've joined our family of products, we provide an easy, affordable upgrade path of hardware and software products.

- The Genesis and Game Gear systems support the SEGA Master System's 8-bit titles, through an optional adaptor.
- Sega sees the Genesis as the launch pad for interactive entertainment.
- Sega CD, Menacer and Activator all plug into the Genesis system.

W E L C O

## Once someone has played a game, will they want to play it again?

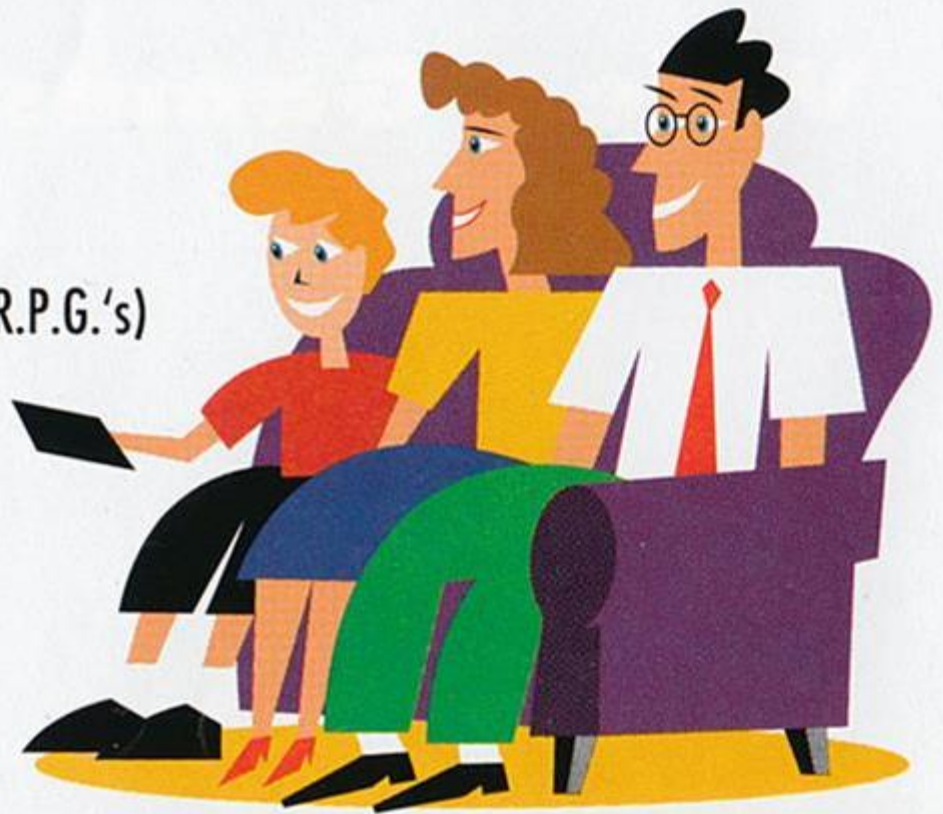
Because of all the hidden levels and surprises in our games, players want to play over and over. For example, in some games, like Kid Chameleon™, there are 125 different levels. Other games, such as World of Illusion starring Mickey Mouse and Donald Duck, contain several different endings. It's a new adventure each time you play.

## Aren't video games just for kids?

Hardly! Whether young or old, female or male, everyone will find hours of enjoyment from a Sega game system. "Non-gamers" will appreciate **DPA** – Dynamic Play Adjustment, a Sega exclusive. With DPA, the game adjusts to a player's gaming ability.

**Sega has it all!** Hundreds and hundreds of software titles to choose from.

- Sega Sports
- Sonic Series
- Role Playing Games (R.P.G.'s)
- Action
- Family
- Puzzle/Strategy
- Adventure
- Kids



## Do video games have any educational value?

Video games can create exciting educational opportunities that enhance a child's reading, concentration and problem solving abilities. When challenged by various stimuli in a game situation, a child becomes motivated and develops logical sequential thinking skills. The confidence level and self-esteem of a child can be reinforced through the completion of challenging levels within a game environment. It's interactive fun that emphasizes concentration, perseverance and often, cooperation as players team up to achieve goals. Quality educational software has been developed to teach such subjects as history and geography. Video games are more than entertaining—they make learning fun.

M E T O T

## How do I decide what games are right for a child?

Sega is the **very first** company in the video game industry to recognize the need for a video game rating system. We are sensitive to the concerns of our consumers who need a standard for evaluating the age appropriateness of video games for children.

All games published for Sega systems will carry a rating to help guide adults on selecting games for their children. These ratings will appear on all new Sega game packaging:

**GA** Appropriate for all audiences

**MA-13** Mature Audiences  
(parental discretion advised)

**MA-17** Adults (not appropriate for minors)



Game ratings are issued by the Videogame Rating Council.

To learn more about the Sega Videogame Rating System, just call:  
1-800-379-KIDS.

## What does the Sega CD do for video gaming?

The Sega CD takes the gamer to the next level of video game entertainment. A compact disc can hold 200 times more information than the standard 16-bit game cartridge. This means longer game play, more characters that are larger and move faster, plus even better graphics. Actual film footage can be digitized and incorporated into CD game play. In addition, the Sega CD plays all standard music CD's and CD+G (CD's with graphics). When you hook up a Sega CD and Genesis to your stereo system, you have a complete multimedia entertainment system.

## How easy is it to hook-up a Genesis system to my TV?

It only takes a few quick and easy steps to connect the Genesis unit to any television set. The auto RF switchbox lets players automatically switch between playing Genesis and watching TV. The optional video monitor cable accommodates most newer TV sets that have separate audio and video signals.

H E N E X T

## What if I need help installing my Sega system, or if I need help getting through a game?

Remember Sega stands for **S**ervice **G**AMES. Sega's dedicated staff of Game Counselors are just a phone call away, seven days a week.

For system hook-up, warranty or repair information, call the **CONSUMER SERVICE** helpline by dialing **1-800-USA-SEGA**.

In Canada, call Sega Canadian Consumer Service at **1-800-872-7342**.

If you are looking for information on upcoming Sega products or if you find a Sega game a little too challenging, you can get **game tips and gaming strategy** from Sega game experts by calling the **GAME PLAY** line at **(415) 591-PLAY**.

## How can I find out more about Sega's exciting hardware and software products?

Sega publishes a quarterly magazine called *Sega Visions*. For up-to-the-minute news on Sega products, upcoming event information, game tips, and special interviews with Sega Staff members, *Sega Visions* cannot be beat. For more information on this Super Sonic magazine call the Game Play line (415) 591-PLAY.



**SEGA™**

**L E V E L™**

# SEGA SHOPPING WISH LIST

## Hardware and Peripherals

- I already have:
- Game Gear™
  - Genesis™
  - Sega CD™
  - Menacer™
  - Activator™
  - Accessories \_\_\_\_\_
- 

- I would like to have:
- Game Gear™
  - Genesis™
  - Sega CD™
  - Menacer™
  - Activator™
  - Accessories \_\_\_\_\_
- 

## Software

- My favorite Sega software is:
- Sega Sports™
  - Role Playing Games
  - Action/Adventure
  - Puzzle Games
  - Kids
  - Anything Sonic
  - Martial Arts

The games I would most like to have are:

Game Gear	Genesis	CD

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