

The number one video game company invites the computer at home

Preview/Avant-première at SICOB boutique Booth 162-163

Since Atari launched its first video game in 1972, and thanks to the technological revolution represented by the microprocessor, gaming computers have conquered the world.

The forerunner, Atari, now controls 75% of the US market.

It is the most exceptional rise in the history of the American game computer industry, with sales exceeding 1 billion dollars in 1981.

On the strength of its experience, and thanks to an unprecedented research budget, Atari logically launched itself in 1979 on the home microcomputer market. It was a triumphant success in the USA, with sales increasing tenfold in less than three years.

Now the Atari 800 and Atari 400 computers are about to attack the French market with a whole range of peripherals and software adapted or created for the needs of French homes. Atari will present a preview at SICOB and in front of the CNIT.