

## **Finding Aid to the Leonard Herman Press Kit and Marketing Collection, 1981-2003**

### **Summary Information**

**Title:** Leonard Herman press kit and marketing collection

**Creator:** Leonard Herman (primary)

**ID:** 113.2963

**Date:** 1981-2003 (inclusive)

**Extent:** 0.1 linear feet (physical); 26 GB (digital)

**Language:** The majority of this collection is in English, with some company materials in Japanese and German. Materials in languages other than English will be denoted in the Contents List section of this finding aid.

**Abstract:** The Leonard Herman press kit and marketing collection includes six CDs containing digitized press kit materials for various paper and electronic gaming companies from 1981-2003.

**Repository:**

Brian Sutton-Smith Library and Archives of Play at The Strong  
One Manhattan Square  
Rochester, New York 14607  
585.263.2700  
library@museumofplay.org

### **Administrative Information**

**Conditions Governing Use:** This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, he has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

**Custodial History:** The Leonard Herman press kit and marketing collection was donated to The Strong in June 2013 as a gift from Leonard Herman. The materials were accessioned by The Strong under Object ID 113.2963.

**Preferred citation for publication:** Leonard Herman press kit and marketing collection, Brian Sutton-Smith Library and Archives of Play at The Strong

**Processed by:** Julia Novakovic, March 2016

### **Controlled Access Terms**

**Personal Names**

- Herman, Leonard

**Corporate Names**

- Activision (Firm)
- Atari (U.S.) Corp.
- Atari, Inc.
- Atari, Inc. Home Computer Division
- CBS, Inc.

- Coleco Industries, Inc.
- CommaVid, Inc.
- Data Age, Inc.
- Imagic (Firm)
- Mattel, Inc.
- Milton Bradley Company
- N.A.P. Consumer Electronics Corp.
- Parker Brothers, Inc.
- Spectravideo, Inc.
- Starpath (Firm)
- Tiger Electronics, Inc.
- Twentieth Century Fox Home Entertainment Ltd.

**Subjects**

- Computer games industry
- Computer games--History
- Electronic games industry
- Electronic games--History
- Games--Hardware
- Games--Research
- Games--Software
- Video games industry
- Video games--History

**Biographical Note**

Leonard Herman is an American author, technical writer, publisher, and video games historian. In 1994, he established Rolenta Press, which specializes in books and software related to video game history.

Herman authored *ABC to the VCS: A Directory of Software to the Atari 2600* (1996, 2005) and *Phoenix: The Fall and Rise of Videogames* (1994, 1997, 2001). He also edited and published Ralph H. Baer's autobiography, *Videogames: In the Beginning* (2005). Herman has written numerous articles on video game history for magazines such as *Game Informer*, *The Official PlayStation Magazine*, *Electronic Gaming Monthly*, and *Edge*. Herman continues to collect video games and research the history of the video games industry.

**Collection Scope and Content Note**

The Leonard Herman press kit and marketing collection is a compilation of digitized press kit and other marketing materials from electronic and traditional gaming companies. Six CDs comprise the physical collection. The scanned materials range in date from 1981 through 2003. Additional scope and content information can be found in the Contents List section of this finding aid.

The Leonard Herman press kit collection is arranged in one series. The physical materials are housed in one archival document box. Copies of the digital files are accessible via the internal network of The Strong.

**System of Arrangement**

Series I: Digitized press kits and marketing materials, 1981-2003

## Contents List

### Series I: Digitized press kits and marketing materials, 1981-2003

**Scope and Content Note:** Beginning in the 1980s, Leonard Herman collected numerous press releases and catalogs from both traditional and electronic gaming companies. This collection of six CDs covers early public relations materials from major electronic game companies such as Atari, Activision, Coleco, Konami, Mattel, Milton Bradley, Parker Brothers, Sega, Spectravideo, Tigervision, Unitronics, VTech, and dozens of others. According to Herman, these digital scans are duplicates of materials he donated to the Videogame History Museum. Material type descriptions and featured games/products are indicated in parentheses after the company folder name in this Contents List.

The scanned items are on six separate CDs, available for research access at The Strong. The files are also accessible via the internal network at The Strong.

#### Box 1

##### Object 1

Disk 1 - "Classic Gaming Archive #1," n.d.

Folders include:

- "20th Century Fox" [119 files: includes ad photos, catalogs, fliers, letters, manuals, and photographs relating to 20th Century Fox "Games of the Century," 1981-1983 and n.d.; games include *Beany Bopper*, *Crypts of Chaos*, *Deadly Duck*, *Fall Guy*, *Fantastic Voyage*, *Fast Eddie*, *Flash Gordon*, *MASH*, *Meltdown*, *Porky's*, *Revenge of the Beefsteak Tomatoes*, *Save the Whales*, *SpaceMaster X-7*, *The Earth Dies Screaming*, *Worm War I*, and others in catalogs]
- "Activision" [368 files: includes catalogs, fliers, letters, news releases, Activision newsletters, and photographs relating to Activision, Inc. games, 1983-1988 and n.d.; games include *Beamrider*, *Dolphin*, *Kabobber*, *Keystone Kapers*, *MegaMania*, *Oink*, *River Raid*, *Thwacker*, *Worm Whomper*, and others in catalogs]
- "Amiga" [93 files: includes press kits, catalog, letters, company history, and ads for Amiga Corporation, 1983-1984; products include the Power System line, Joyboard, Power-Stick]
- "Androbot" [50 files: includes photographs, press kit, article, and ads for Androbot, Inc., 1983-1985; product includes "robots" B.O.B., Topo, F.R.E.D., and Androman]
- "Answer Software" [13 files: includes brochure, manual cover, letter, and photographs for Answer Software Corporation, 1983]
- "(Games by) Apollo" [25 files: includes catalogs, articles, order forms, letter, and photographs for Games by Apollo, 1981-1984; games include *Lochjaw/Shark Attack*, *Lost Luggage*, *Racquetball*, *Skeet Shoot*, *Space Cavern*, and *Spacechase*]
- "Avalon Hill" [64 files: includes catalogs, envelopes, fliers, letters, news releases, brochures, and articles on Avalon Hill Video Game Company/Microcomputer Games, Inc., 1983-1984; games include *Death Trap*, *London Blitz*, *Wall Ball*, and others in catalogs]

- “Bally Astrocade” [35 files: includes cropped scans of 1982 catalog for Astrocade, Inc., 1981]
- “Bandai” [23 files: includes photographs and 1983 catalog for Bandai, 1982 and n.d.] [in Japanese]
- “Broderbund” [4 files: includes press release for Brøderbund “Special Edition” line of VCS games, 1983]
- “CBS Electronics” [117 files: includes press kits, sketches, fliers, photographs, and video advertisements for CBS Electronics games for VCS and Intellivision, 1982-1983 and n.d.; games include *Mountain King*, *Solar Fox*, *Tunnel Runner*, and *Wings*; also hardware examples]
- “CommaVid” [101 files: includes advertisements, instructions, letters, press kits, draft article, and other photographs for CommaVid, Inc., 1982-1983 and n.d.; games include *Cakewalk*, *MagiCard*, and *Stronghold*]
- “Computer Magic” [3 files: includes flyer for Computer Magic, Ltd.; n.d.]
- “Cuma Tech” [18 files: includes brochure, letters, and other photographs for Cumma Technology Corporation, 1983-1984 and n.d.; software includes *MetaWriter*]
- “CVC” [44 files: includes brochure, letters, and other photographs for Control Video Corporation (CVC), 1983 and n.d.; products include GameLine and Master Module]
- “Data Age” [73 files: includes catalogs, fliers, letters, manuals, press kits, audio recording, and other photographs for Data Age, Inc., 1982-1983; games include *Bermuda Triangle*, *Frankenstein’s Monster*, *Journey-Escape*, *Mindscape*, and *Mr. Bill’s Neighborhood*]
- “DataMost” [9 files: includes catalog for DATAMOST, Inc., 1982]
- “Datasoft” [20 files: includes 1983 catalog for Datasoft, Inc., 1982]

Object 2      Disk 2 - “Classic Gaming Archive #2,” n.d.

Folders include:

- “Coleco” [337 files: includes advertisements, catalogs, fliers, press kits, press releases, screenshot slides, and other photographs for Coleco Industries, Inc., 1981-1984 and n.d.; products/games include Activity Card Sets, Call-Me Phone, ColecoVision, Gemini, Quiz Wiz, *Carnival*, *Donkey Kong*, *Donkey Kong Junior.*, *Frenzy*, *Looping*, *Mouse Trap*, *Mr. Do!*, *Ms. Pac-Man*, *Pepper II*, *Rocky*, *Smurf*, *Smurfette’s Birthday*, *Turbo*, *Venture*, *Wild Western*, *Zaxxon*]
- “Emerson” [2 files: includes business card scan for Emerson Radio Corp., n.d.]
- “Entex” [64 files: includes catalog, brochures, fliers, press releases, letters, and other photographs for Entex Industries, Inc., 1981-1983; products include Adventure Vision, Loc Blocs, Piggyback, and others in catalog]
- “Epyx” [42 files: includes catalog, fliers, letters, press kits, and photographs for Epyx, Inc., 1988 and n.d.; games include *Head-On Baseball*, *Head-On Football*, *VCR California Games*, *VCR Football*, *VCR Golf*, and others in catalog]

- “First Star” [47 files: includes advertisements, fliers, letters, press kits, reviews, and other photographs for First Star Software, Inc., 1982-1984; games include *Astro Chase*, *Boulder Dash*, *Bristles*, and *Flip Flop*]
- “Gakken” [7 files: includes fliers for Gakken Co. Ltd., n.d.; games include *Jungler*, *Pooyan*, and *Strategy X*]
- “Gameworld” [5 files: includes brochures pages for Gameworld, n.d.]
- “GCE” [97 files: includes advertisements, catalogs, press kits, press releases, and other photographs for General Consumer Electronics, Inc. (GCE), 1983; articles from 2001-2003; products include Vectrex Arcade System and related games]
- “Great Game Company” [6 files: includes letter, pamphlet, and other photographs for Great Game Company (IJE International), 1983]
- “Hirsch” [10 files: includes brochures, flies, press kits, and other photographs for HirschCo. Inc., 1983; electronic games/toys featured in brochure]
- “Imagic” [431 files: includes catalogs, folders, letters, press releases, a manual, newsletters (Numb Thumb Club), slides of advertisements and artwork, and other photographs for Imagic; 1982-1994; games include *Atlantis*, *Cosmic Ark*, *CubiColor*, *Demon Attack*, *Dragonfire*, *Fathom*, *Flap!*, *Laser Gates*, *Microsurgeon*, *Nova Blast*, *Quick Step*, *Solar Storm*, *Tarantula*, *Wing War*, and others in catalogs]
- “Individeo” [3 files: includes business card and hardware photograph from Individeo, Inc., n.d.]
- “Konami” [7 files: includes catalog for Konami of America, Inc., n.d.]
- “Micro Fun” [4 files: includes advertisements for MicroFun/MicroLab, Inc. games for ColecoVision, n.d.; games include *Miner 2049er*]
- “Mythicon” [8 files: includes advertisement, letter, and photographs for Mythicon, Inc., n.d.]
- “Panda” [10 files: includes advertisements, price lists, and other photographs for Panda Corporation, 1983-1984; games include *Dice Puzzle*, *Forest*, *Galactic Invaders*, *Nightmare*, *Skindiver*, *Space Canyon*, and *Tank Brigade*]

Object 3      Disk 3 - “Classic Gaming Archive #3,” n.d.

Folders include:

- “Mattel” [316 files: includes full catalogs, press kits, brochures, timeline, and other photographs for Mattel Electronics, 1981-1984, 1999; products include *Aquarius*, *Intellivision*, and *M-Network* for VCS]
- “Milton Bradley” [309 files: includes full catalogs, press kits, marketing schedules, brochures, and other photographs for Milton-Bradley Electronics, 1981-1984; products include *Expander*, *MBX*, and other arcade board games; also some Milton-Bradley board games]

Object 4      Disk 4 - “Classic Gaming Archive #4,” n.d.

Folders include:

- “NAP” [132 files: includes catalogs, press kits, fliers, brochures, *Odyssey Adventure* magazine issue, and other photographs for N.A.P. Consumer Electronics Corp., 1982-1983; games include *Adventures of the Pink Panther*,

*Conquest of the World, The Great Wall Street Fortune Hunt, K.C.'s Krazy Chase, P.T. Barnum's Acrobats, The Quest for the Rings, and others in catalogs]*

- “Parker Brothers” [456 files: includes advertisements, employee lists and internal records, catalogs, folders, press kits, newsletters, draft paper, and other photographs for Parker Brothers, 1981-1984; games include *Chess, Death Star Battle, Frogger, Gyruess, James Bond, Popeye, Q\*bert, Star Wars*, and others in catalogs; also some Parker-Brothers board games]
- “PlayAround” [16 files: includes fliers, letters, article, and other photographs for PlayAround, 1983; products include 2-in-1 adult video games cartridges]
- “RJP Electronics” [14 files: includes brochure, fliers, and other photographs for RJP Electronics, Ltd./Computrex, 1983 and n.d.; games include *Missile Control, Mission Survive, Steeplechase, Surfer's Paradise, and Treasure Below*]
- “Romox” [9 files: includes 1983 catalog for Romox, Inc., 1983]
- “Romscanner” [3 files: includes brochure for RomScanner by Marjac Technology, Inc., 1983]

Object 5 Disk 5 - “Classic Gaming Archive #5,” n.d.

Folders include:

- “Sanders” [62 files: includes court transcript (Magnavox v. Activision, 1985), letters, and press releases for Sanders Associates, 1982-1985; product ideas noted for VCS Add-ons]
- “Sega” [34 files: includes catalog, box artwork, a brochure, a newsletter, and other photographs for Sega Enterprises, Inc., 1983]
- “Selchow & Righter” [82 files: includes catalog, press releases, newsletter, and other photographs for Selchow & Righter Company, 1983-1984; board games include *Ipswich, Pronto, Scrabble, and Trivial Pursuit*]
- “Sierra On-Line” [13 files: includes 1983 catalog for Sierra On-Line, Inc., 1983]
- “Spectra Video” [132 files: includes advertisements, catalogs, media kits, and other photographs for Spectravideo, Inc., 1982-1984; games include *China Syndrome, Cross Force, Gangster Alley, Planet Patrol, Tape Worm*, and others in catalogs]
- “Starpath” [102 files: includes articles, catalogs, press kits, and other photographs for Starpath Corporation, 1982-1983; products include Supercharger]
- “Sunrise” [6 files: includes press releases and business card for Sunrise Software, Inc., 1984]
- “Technotel Corp” [17 files: includes fliers, press releases, and other photographs for Technotel Corp., 1983; products include Pop Game series]
- “Technovision” [4 files: includes fliers for Technovision/Video Technology Ltd., 1983]
- “Telegames catalog” [9 files: includes catalog for Telegames, n.d.]

- “Telesys” [12 files: includes 1983 catalog, fliers, and other photographs for Telesys, 1983; games include *Coconuts*, *Cosmic Creeps*, *Demolition Herby*, *Fast Food*, *Ram It*, and *Stargunner*]
- “Thorn EMI Video” [16 files: includes catalog, fliers, and other photographs for Thorn EMI Video, 1982; games include *Fourth Encounter*, *Major League Hockey*, *Mutant Herd*, *River Rescue*, *Save the Seven Seas*, *Submarine Commander*, and others in catalog]
- “Tigervision” [104 files: includes catalogs, press releases, letters, and photographs for Tigervision/Tiger Electronic Toys, Inc., 1982-1983; products include tabletop arcade games, electronic toys, and game cartridges; games include *Changes*, *Espial*, *Jawbreaker*, *King Kong*, *Marauder*, *Miner 2049er*, *Polaris*, *River Patrol*, *Scraper Caper*, *Sky Lancer*, *Springer*, *Super Crush*, *Threshold*, and other games in catalogs]
- “U.S. Games” [37 files: includes fliers, press releases, and other photographs for U.S. Games Corp., 1983; games include *Commando Raid*, *Eggomania*, *Entombed*, *Gopher*, *MAD*, *Name this Game*, *Picnic*, *Piece O’Cake*, *Raft Rider*, *Squeeze Box*, *Towering Inferno*, *Word Zapper*]
- “Ultravision” [37 files: includes brochures, membership cards, letters, fliers, and other photographs for Ultravision, Inc., 1983 and n.d.; products include Ultravision Computer Video System]
- “Unimex” [10 files: includes price lists, articles, and other images for Unimex Unicom, 1984] [English and German]
- “Unitronics” [34 files: includes brochures, press kits, and other photographs for Unitronics/Unitoys, Inc., 1983; products include Pathfinder modem, Sonic computer, and V-20 Expander]
- “Universal Gamex Corp” [1 file: includes flier for Universal Gamex Corp., 1983; game shown is *X-Man*]
- “V Tech” [43 files: includes brochures, fliers, catalog, order forms, and other photographs for VTech/Video Technology, Inc., 1983-1988; products include tabletop arcade games, handheld electronic games, VZ200 personal computer, and other products in catalog/brochures]
- “Venturevision” [6 files: includes fliers, article, and game descriptions for VentureVision, n.d.]
- “Wizard Games” [14 files: includes fliers, game instructions, letter, and other photographs for Wizard Video Games, 1982-1983; games include *Flesh Gordon*, *Halloween*, and *Texas Chainsaw Massacre*]
- “Xonox” [28 files: includes catalog, press releases, letters, and other photographs for XONOX, 1983; products include Double-Enders line of cartridges: *Artillery Duel/Chuck Norris Superkicks*, *Sir Lancelot/Robin Hood*, *Spike’s Peak/Ghost Manor*, and *Thundarr*]



Object 6 Disk 6 - "Classic Gaming Archive, Atari Folders," n.d.

Folders include:

- "Atari 2nd half 1983" [155 files: includes contents of marketing binders for Atari Consumer Electronics Division, 1983; products include Atari 2600, Atari 5200, computer hardware, and related Atari-published games/software]
- "Atari Advantage 1989" [24 files: includes press releases and photographs for Atari Entertainment/Atari Corporation, 1989; products include Lynx and related games]
- "Atari Business Systems" [28 files: includes brochures, fliers, and other photographs for Atari Business Systems/Atari Corp. (UK), n.d.] [English and German]
- "Atari Research - Sept 1982" [26 files: contents of folder "Atari Research, September 1982" (includes corporate information on Atari Institute, New York Lab, Children's Products group, Atari Research, Cyan Engineering, Corporate Design Research, Research Engineering, Special Projects), 1982]
- "Consumer Electronics Division 1983 folders" [113 files: includes fliers, press releases, and photographs for Atari Consumer Electronics Division, 1983; products include Atari 2600 VCS, Atari 5200 Super System, add-on modules, and software]
- "Electronic Entertainment 1981" [33 files: includes fliers, letters, and photographs for Atari Consumer Division, 1981; products include Remote Control Video Computer System, Cosmos tabletop computer game, and other game cartridges]
- "Kid's Library" [29 files: includes brochures, fliers, press releases, and other photographs for Atari/Children's Computer Workshop products, 1983]
- "New Age" [66 files: contents of binder "The New Age of Atari" (includes sections on Atarisoft, computer hardware, computer learning systems, Mindlink, software, advertising, Kids' Library, and more), 1984]
- "There's Magic Inside" [57 files: includes brochures, letters, fliers, and other photographs for Atari, Inc., 1982-1983; games include *Choplifter*, *Dig Dug*, *Joust*, *Mario Bros.*, *Millipede*, *Moon Patrol*, *Pengo*, *Pigs in Space*, *Pole Position*, *Sesame Street Library*, *Snoopy and the Red Baron*, *Sorcerer's Apprentice*, and *Taz*]