



konix
MULTI-SYSTEM
EXPERIENCE THE REALITY

IT'S A CAR, IT'S A PLANE, IT'S A BIKE.

The Konix Multi-System is three 'simulator' games in one.

The control unit becomes a car steering wheel, aircraft controls or bike handlebars.



Sitting behind the wheel, you're in a Formula One racing car, in complete control. Turn the wheel and it responds instantly to your every move.

Not only that, but you'll actually feel the vibration of the wheels on the tarmac.

Convert it into 'plane' mode, pull back on the controls and you're piloting an aircraft, actually feeling the plane's every response.

Then change the aircraft controls into motorbike handlebars and you'll get all the nerve-rattling sensation of screaming around a race track.

FEEL IT, SEE IT, HEAR IT.

Just as the Konix Multi-System responds to every movement of the control unit, so it does to the unique dual control foot pedal.

Put your foot down to accelerate away or brake hard as you approach a corner and the response is immediate.



For added realism, there's a gear shift mounted on the right-hand side of the control unit for even better performance.

It won't just feel like you're really there with the Konix Multi-System either.

The graphics displayed on your monitor or TV achieve exceptional quality.

That's thanks to a 33 bit co-processor that can actually generate over 4096 colours with stunning clarity. For better than the 'flat' pictures you're probably used to with other systems.

Added to which, you'll get CD quality stereo sound through speakers or headphones!

A BETTER SYSTEM IN EVERY SENSE

As if that's not enough, just see what else the Konix Multi-System has to offer.

For control games, there are five buttons mounted on the control unit in just the right position. It also has ports where you can plug in joysticks for other computer games.

And there are a host of other accessories you can attach or plug in to make even more of the system.

In fact, whatever way you look at it, the Konix Multi-System is nothing short of sensational!

THE SOFTWARE

Your Konix Multi-System will come complete with game programmes. And, better system itself, it's quite simply the best there is.

All the software for the Multi-System has been specially commissioned from the world's leading software houses, and we'll be adding as many as ten new ones a month to increase your enjoyment of the Konix Multi-System still further.

THE HARDWARE

Your Konix Multi-System consists of the console unit with handlebar (or car) control and a steering wheel for car games. You also get the unique dual foot control.



There's a 3 1/2" disc drive unit included for loading games which has full 'game safe' facility.

To give you an even greater variety of games to choose from, we also give you a free Konix joystick with every Multi-System.

In fact, once you own a Konix Multi-System, all you need to get it up and running is a TV!

THE GRAPHICS

Forget all those 'flat' computer game pictures you're probably used to.

The Konix Multi-System produces graphics that are virtually three-dimensional. The clarity and detail will astonish you, especially as the system can generate up to 4096 colours!

Based on a 33 bit custom co-processor, the system achieves incredible realism, so you'll really feel you're there.

Experience the reality today - with the Konix Multi-System.

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THE KONIX MULTI-SYSTEM POWER CHAIR.

Literally puts you in the driving seat.

Sit in the Konix Multi-System Power Chair and you'll feel every sensation.

Powerful motors in it respond to your driving in an unimaginably realistic way.

As you corner, it tilts, tilt a kerb and you'll feel the bump, bank steeply in a 'plane' and the chair banks too.

The TV is mounted on the chair so that it moves with you for even more realism.

For full security, there's a seat belt attached and the wide base with low centre of gravity gives maximum stability.

There's also an optional full size cover you can add which 'wraps round' you, putting you in your own private world.

And, to complete the effect, you can even add a special customising pack which includes styling panels and stereo speakers for realvrooom.



THE KONIX MULTI-SYSTEM HELICOPTER STICK.

Puts more games at your fingertips.

Add a Helicopter Stick and your Konix Multi-System gives you even more games to choose from.

It simply screws into the control unit and plugs into one of the joystick ports.

The Helicopter Stick will then not only let you move left or right, forward or back, but also rotate.

Being made by Konix you can also be sure it's very robust, precision engineered and really reliable.

Exactly what you'd expect in fact from the manufacturers of the world's No. 1 joystick - the Konix Speedstick.

THE KONIX MULTI-SYSTEM LIGHT GUN.

Gives you more fire power.

Plugged into one of the joystick ports on your control unit, the light gun has space-age styling that really looks the part.

It has real recoil action too, so you'll feel it as you fire it.



You can clip on a hand grip and belt as well to convert it into a rifle.

With its 'auto fire' switch, it even becomes a machine-gun, giving you all the fire power you need to get out of the tightest spots.

And, coming from Konix of course, it's not only well designed and well made, it's doubly accurate.



KONIX
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CONSCIOUSLY REALITY

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EXPERIENCE THE REALITY OF EFFECTIVE ADVERTISING

To help you sell the Konix Multi-System, we will be mounting an intensive advertising campaign throughout October, November and December.

This is obviously the key period for our target market, and this is one of the reasons the campaign is twofold.

Firstly, we must stimulate demand amongst the end-user, that is children aged between 4 and 13 who will be busy compiling their Christmas lists.

And secondly, we need to influence the actual purchasers by persuading adults that the Konix Multi System is the best thing to buy a child and should come TOP of the list.



THE PURCHASING INFLUENCE

Full page colour advertisements in national newspaper supplements and television journals will run concurrently with the television campaign to influence the adult purchaser.

The ads will appear in the Sunday Times and Sunday Mirror colour magazines, the local on Sunday's You magazine, Radio Times and TV Times.

This will give 73% coverage of all adults, a total of 24 million potential purchasers. Each will have an opportunity to see an advertisement 4.5 times, giving a total of 101 million impacts.

THE END USER

A television campaign using 30 second spots will run from October to December 1989 on TV AM, CHANNEL 4 and the ITV network.

This will give 85% coverage of all children aged between 4 and 13 years.

There are 74 million of them!

On average, the children will have three opportunities to see the commercial, which gives a total of 22 million impacts.

All of which should make stocking the Konix Multi-System a really rewarding experience for you.



ITV

The Konix Multi-System is available at selected retail outlets only.

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