

Magnavox

TO: G. G. Martin

DATE: November 28, 1972

FROM: R. E. Fritsche

COPIES TO: R. E. Wiles

SUBJECT: ODYSSEY

As I mentioned to you last week, I have received a considerable number of very favorable unsolicited consumer comments about Odyssey. Below, I have selected a variety of the comments reflecting the extremely high consumer satisfaction with the product and in some cases, unique uses and adaptations being employed.

The comments have been received on the "Consumer Registration and Product Information Card", which has relatively little space for comments, also on the follow up "Consumer Questionnaire" which was mailed November 14. In addition to the information sheets we have initiated, many consumers have written or telephoned us.

Comments received on the Consumer Information Cards and Consumer Questionnaire are as follows.

"It's Magnavox products that I like. ODYSSEY is the best product on the market" J. Vankats, Ontario CR #21

"Fantastic Game Idea" S. Palaman, New Jersey CR #117

"The most unique product I've seen" D. Cole, Georgia CR #420

"The Odyssey is an extremely enjoyable and different concept in game playing" E. Mandel, Florida CR #464

"This game has got to be the greatest thing Magnavox has developed recently for family entertainment. We love it!!! Even my 4 year old child enjoys it as much as we do." N. Algor, Florida CR #497

"You've got a great thing!!! We also purchased 5 additional games." M. Markowitz CR #111 and 1188

"Fantastic! By far the game of the century" D. Berman CR #1308

"We like and think this game is the most fun and interesting thing we have owned. Thank you very much." G. Golemeske CR #738

"Since we purchased Odyssey, six of our friends have purchased sets from playing with ours." A. Elser, California CQ #1316

"Used Odyssey in my class for Mentally Retarded Teenagers. It has proven popular and my results even amaze me. With small adaptations it could serve the entire educational field" F. Scott, Kentucky CQ #535

"Very satisfied with my Odyssey. Thank you" R. Batten, Michigan CQ #670

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Unsolicited letters written by consumers are summarized as follows:

"Many thanks to Magnavox for Odyssey an outstanding contribution to family home entertainment." E. Brown, Illinois

"Just have to tell you what a fun thing you have in Odyssey. It is fantastic . . . we have had hours of fun with it. R. Larkins, Ohio

"Let me congratulate you on your inventiveness, courage and skill in coming up with Odyssey" Sludikoff, Lippman Associates, California

" . . . The concept, operation, ease of installation, design, graphics . . . the whole thing is put together with a sophistication of thought that is very unusual in this age of cold technology and rushing products to market. It's nice to know that there are still engineers around with this degree of imagination and companies that will follow a new idea through." B. Monement, Michigan

"As a form of family recreation and as an aid to training young people in rifle marksmanship, I think it is great.

I congratulate your Company on two counts. First for making this fascinating electronic game available and for your objective thinking in selling any recreational device including a gun. Odyssey is a fine educational as well as recreational device." Merrill Wright 2nd Vice President, National Rifle Association.

Following are summaries of unique and secondary uses for Odyssey which some consumers and institutions have employed.

Los Angeles Air Traffic Controller Training Center who trains new Air Traffic Controllers has purchased two units for use in their training program. They reduced the size of the player light and interfaced it with a multi light TV screen to simulate air traffic.

Veterans Administration in New York (Bio Engineering Research Service) has adapted current Odyssey units for Quadraplegic patients use. The patients are immobile from the neck down and have specially adapted chin and neck braces that are used to control or manipulate artificial limbs. The VA group has adapted our player controls to the patients chin and neck braces to allow the patient to control the Odyssey player light. A micro switch is affixed behind the head to activate the reset button.

The University of Kentucky has purchased two units for use in an experimental program involving motor responses as it relates to visual perception. They are measuring monkeys brain waves as the subjects maneuver the Odyssey lights on the screen

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An Optometrist (Dr. Bruce Rosenthal O.D.) in New Jersey has purchased a unit for use in his optometric visual and visual perceptual training program. He has modified the conditions under which Odyssey is used to better develop binocular, hand-eye, and other ocular skills. A few patients have already purchased Odyssey to supplement in office training.

Several High Schools are anxious to incorporate Odyssey into their Visual Training programs as part of new educational experimentation.

The State of Maryland's project Head Start is currently incorporating Odyssey into their visual teaching facility. Their coordinator is excited at the assistance and value Odyssey will add to the young children's eye-hand coordination and development.

The initial response by the consumers who have purchased and played with Odyssey for one to three months is that 87% of the 190 responses received to date are satisfied with the overall performance and value of their Odyssey. About 73% of the respondents still enjoy their product as much now as initially. Our survey also shows that on average the product owners use Odyssey one to two times a week for an average of two hours per session.



R. E. Fritsche