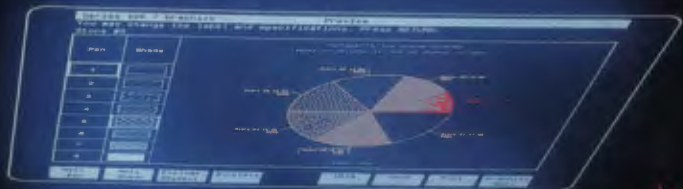


```

=====
**          DIVISION: 001
**          PART-NO: 12345678
**          PREV QUANTITY: 1000
**          NUM SHIPPED: 1000
=====
  
```



# The Joystick Comes of Age



# Kraft leads the way

Success is the sum of many things done well. For Kraft this is the result of a 25-year dedication to performance and reliability, establishing us as Number One in our field.

Now Kraft enters the expanding world of personal and business computers.

And we intend to move ahead with the same dedication. By providing more advanced products, and building upon the quality features we've pioneered.

## In Kraft Premium Joysticks

- Microtouch gimbals for accurate and effortless control.
- Linear potentiometers to provide instantly precise cursor response.
- Dual axis trim controls for fine tuning of cursor position.
- Fully compatible and color matched with major computer systems.
- FCC type cable for shielded protection against static.
- Ergonomic design for comfort and ease of use.
- Patented "center-lok" mode selector for spring-centered or free-floating operation.
- Life cycle tested to over 2 million cycles without a failure.



## In Standard Kraft Joysticks

Positive stick mechanism for lightning-fast fingertip control.

Rapid fire buttons for quick response and fatigue-free operation.

- Exclusive MazeMaster switches instantly to 4-way or 8-way operation.

■ Rugged design shaped for comfort, high performance, durability.



■ Plug compatible with all popular game and computer systems.

■ Eight foot cord provides extra length for easy installation.

■ Color coordinated to complement computer hardware styling.

## And Now Kraft Has Software

- Support programs exclusively developed by Kraft engineering.
- Expertly coordinated to perform best with Kraft Joystick products.
- Fully field-tested for complete compatibility with your system.
- Backed by the Kraft Warranty, as are all of our products.

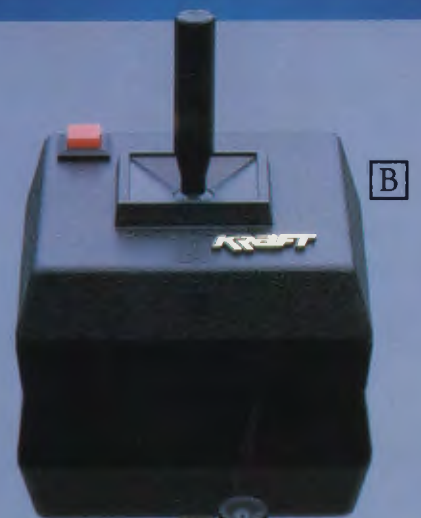
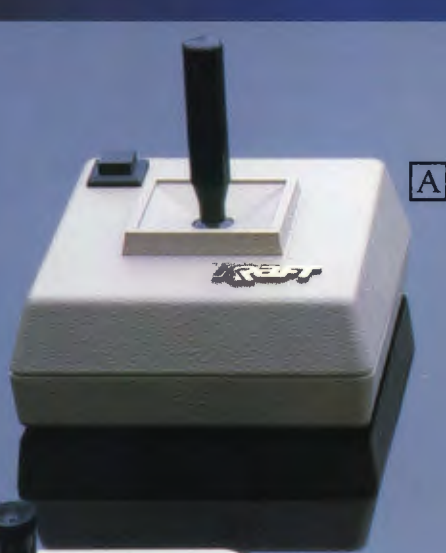
These and more innovations assure ongoing quality programs and products that are second to none.

For in tomorrow's growing computer world, we will do more than succeed. Kraft shall continue to lead the way.



**KRAFT**<sup>®</sup>  
SYSTEMS

# to a New Generation of Joysticks



# Performance



**A Commodore Joystick**—Color matched to Commodore 64 computer. Includes MazeMaster selector for 4-way or 8-way operation, positive stick mechanism, rapid fire button and extra long 8-foot cord. P/N 820013-20. Also available in Switch-Hitter model for left and right hand play. P/N 820014-20.

**B Atari Joystick**—Color-coordinated with Atari 2600. Same features as above, including MazeMaster—flip of the switch permits 4 or 8 way operation over a wide range of programs. P/N 820013-00. Switch-Hitter model also available. P/N 820014-00.

**C Apple Paddles**—Color-matched to Apple II, II+, IIe. Twin paddles with quick response linear potentiometers, rapid fire button. Miniature design for fast action, ease of use. Equipped with 16 pin connector. P/N 820011-10.

**D IBM PC Paddles**—Color compatible with the IBM PC. Pair of high performance mini-paddles offering similar exclusive features as above model. P/N 820011-11.

**E IBM PC Premium Joystick**—Equipped with exclusive Microtouch gimbal and patented “center-lok” mode selector. Includes high flexibility FCC type cable, gold plated connector contacts, newly designed trim controls. Color matched to the IBM PC. P/N 820002-11.

**F Apple IIe, IIc Premium Joystick**—Offers full compatibility with latest generation Apple computers. FCC type high-flex cable with 9 pin “D” connector, gold plated contacts. Microtouch gimbal with “center-lok” is housed in color coordinated case. P/N 820008-10.

**G Apple II, II+ Premium Joystick**—Includes similar advances as above model. Plug compatible with earlier Apple models using 16 pin connector. P/N 820001.

*Advanced connector design on our latest Premium Joystick. Exceeds industry standards, utilizes premium-grade hardware and gold plated contacts for highest degree of performance.*



Zelda

The smarts  
of a mouse

The speed  
of a joystick



# QuickStick

Once, there was either the mouse for Mac, or the joystick for Apple.

At last they're combined in a single precision control, QuickStick. And in versatility and value, there's nothing quite like it.

Flick the switch and QuickStick works like a mouse, tracks like a mouse.

But the beauty is, it doesn't drag like a mouse. There's no ball to re-position or clean, and no desk space you're glued to.

Flick the switch again, and instantly it's a joystick—up and ready for your favorite software.

Use it either way, switch back and forth, and you save time. You save money. Because QuickStick is the alternative to shopping for two controls.

It's the one to get when you want to get ahead of the game.

QuickStick-Mac P/N 820030

QuickStick-IIc P/N 820031

# It speaks to your IBM software and carries a little stick

Hunt and peck. Codes and keystrokes.  
There ought to be an easier way to  
motivate a cursor.

And now Kraft has it. A system that lets  
your business software know who's boss  
with a little joystick. At very little cost.

Just point the stick and your cursor  
responds. Zoom it to the menu selection  
you want; move it freely. Settle back and  
use the two programmable buttons for  
scrolling, editing, entering data.

And it comes with this bonus; it speaks  
Joystick Macro to your Lotus 1-2-3. Put  
away your manual; from now on com-  
mands and functions appear on screen.  
Special pop-up menus speed you through  
the program. Lets you move, scroll, sum,  
edit, copy, print, delete, even customize  
your menus without slowdowns.

Complete system includes software and  
joystick; P/N 820026. Software sold  
separately; P/N 820024.



*Latest version offers enhanced compatibility.  
Works with even more programs and PC  
compatibles, and also includes joystick  
driver for IBM's TopView.*

Lotus 1-2-3, trademark of Lotus Development; TopView, trademark of International Business Machines

Kraft Systems 450 West California Avenue, P.O. Box 1268 Vista, California 92083. Telephone (619) 724-7146.

**KRAFT**<sup>®</sup>  
SYSTEMS