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FOR IMMEDIATE RELEASE

INTELLIVISION® FEATURED IN VIDEO GAMES EXHIBITION AT SMITHSONIAN AMERICAN ART MUSEUM

Hermosa Beach, California – March 9, 2012. Four classic Intellivision video games were chosen for the “The Art of Video Games” exhibition at the Smithsonian American Art Museum in Washington, D.C., opening March 16. The exhibition showcases the 40-year evolution of video games as an artistic medium, focusing on striking visual effects, the creative use of technologies, and highlighting the most influential artists and designers.

“Intellivision is honored to be part of this groundbreaking exhibition,” states Keith Robinson, former Mattel Electronics programmer and current President of Intellivision Productions, Inc. “In the 80’s, Intellivision mastered the unique challenge of animating blocky pixels, resulting not only in an engaging game experience, but true works of art.”

The exhibition will be kicked off by “GameFest,” a three-day celebration of the genre featuring panel discussions, playable games, live bands and movie screenings. Mr. Robinson will participate in the *Evolution of Video Games: Pioneers* panel.

“Keith is a master storyteller and as much a part of video games history as the games themselves,” states Emily Reichbach Rosenthal, Director of Marketing and Communications at Intellivision Productions, Inc. “He offers an old-Hollywood retrospective of the game design process and—as an artist himself—he can speak to the importance placed on the games’ visual style.”

In web voting, the public selected the 80 games featured in the exhibition from 240 nominees categorized by era, game type and platform. The winning Intellivision titles were:

- Utopia (Genre: Tactics)
- Star Strike (Genre: Target)
- TRON Maze-A-Tron (Genre: Action)
- Advanced Dungeons & Dragons—Cloudy Mountain (Genre: Adventure)

“The Art of Video Games” will be on display from March 16 through September 30, 2012 and will travel to several cities in the United States through 2015. An electronic version of the exhibition and event press kit can be found here: <http://americanart.si.edu/pr/kits/#taovg> and a detailed schedule of all activities and links to webcasts can be found here: <http://americanart.si.edu/multimedia/webcasts>

About Intellivision Productions, Inc.

Intellivision Productions, Inc. is dedicated to preserving the fun and history of classic video games. Formed by members of the Blue Sky Rangers original Intellivision development team from the 1980s, Intellivision owns and licenses dozens of games from that era, including award-winning titles *Astrosmash*, *Utopia*, *Star Strike*, and many others. Its publishing partners, who have included Activision, THQ, Microsoft, and MTV Networks, have released games for modern systems such as Windows, Mac, PlayStation, Xbox, Nintendo DS, iPhone and iPad. Beyond games, Intellivision promotes and licenses its world-famous trademark through releases in music, publishing, and other merchandising.

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Keith Robinson will be available for interviews in the Media Lounge in the Smithsonian American Art Museum’s Luce Foundation Center, 3rd Floor, on March 16 and 17, 2012.