

Timeline 99 Newsbyte

Copyright 1983 The Nihon Keizai Shimbun

The Japan Economic Journal

March 29, 1983

TEXAS INSTRUMENTS SECURES VIDEO GAME SOFTWARE

Data East Co., a leading game machine manufacturer, has granted Texas Instruments Inc. right to produce and market its software on video games for personal computers.

The major U.S. electronic equipment maker approached the Tokyo company with the aim of stepping up its personal computer sales by expanding sales of software on video games. This is the first instance of a Japanese game machine company providing software to Texas Instruments. Data East said it will provide five different video games which are very popular at arcade playgrounds.

Under the agreement, Data East is responsible for even development of programs for personal computers. The agreement has fixed no specific sales zone, meaning that the U.S. company will be permitted to undertake sales all over the world, including Japan. Texas Instruments thus is expected to launch a major drive in selling personal computers in Japan in the future by capitalizing on the Japanese-made software.

The Japanese maker has given its software technology on racing video games to Mattel Inc. of the U.S.

Japanese and American video game markets are becoming increasingly competitive with exclusive video companies, computer manufacturers and toymakers engaging in a stiff battle. More tie-ups between Japanese and U.S. companies are expected to take place in the future.