

# COIN

# CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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## TRIPLE HUNT™ INTRODUCED AT DISTRIBUTOR MEETING

Triple Hunt™, Atari's new three shooting games in one unit, was first introduced at their Third Annual Distributor Meeting banquet on March 22nd. The three games included in this unit are HIT THE BEAR™, WITCH HUNT™, and RACOON HUNT™. The operator can select any one of the three games for his location and change it periodically merely by putting new graphic panels in and adjusting a switch on the P.C. board.

HIT THE BEAR is a modern video version of the classic bear shooting game. Realistically animated bears walk through a three dimensional green forest. When hit, the bear roars, stands up and turns to walk in the opposite direction.

The WITCH HUNT game changes the setting to a mysterious haunted house where players shoot at ghosts appearing in the windows and witches and bats flying across the screen.

In RACOON HUNT players shoot at racoons climbing trees in an Autumn forest. The objective is to keep the racoons from reaching the top of the

trees as they climb faster and faster as the score goes up.

Al Bettelman of C.A. Robinson Co., Los Angeles commented on Triple Hunt saying, "As usual, Atari has come up with something completely different from the ordinary game with three games in one unit. We are looking forward to Triple Hunt and believe it will be one of the top arcade pieces available."

Al Rodstein of Banner Specialty Co., Philadelphia said, "Triple Hunt is an attractive game with the three-dimensional target effect. The concept of being able to change the theme of the game at will should prolong the income producing life of the unit considerably. For very large arcades I would recommend placing three of the units in a bank. We plan to display them this way in our show room. On location I believe the strong impact of this type display will significantly increase the overall earnings."

When Pres Struve of Struve Distributing, Salt Lake City was asked about his

*(Continued on back page).*

## ATARI AWARDS PLATINUM BREAKOUT™



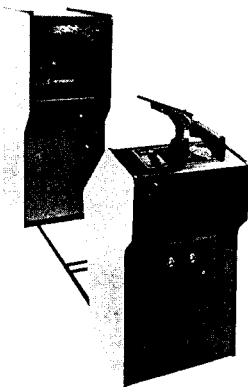
*Nolan Bushnell and Joe Keenan present Platinum Breakout to Lowen Automaten. Pictured (left to right) Ullie Schultz, Nolan Bushnell, Joe Keenan, Herbert Nack and Hans Rosenzweig.*

Lowen Automaten of Bingen/Rhine, West Germany was awarded a platinum Breakout™ game for outstanding sales of this product.

The "platinum" Breakout game was presented to Mr. Hans Rosenzweig, Mr. Herbert Nack and Mr. Ullie Schultz of Lowen Automaten during the banquet festivities at Atari's third annual distributor meeting held in Pebble Beach, California. "We were most pleased to award this special game in the tradition of platinum records to recognize the exceptional sales efforts by Lowen Automaten," said Gene Lipkin, Vice President of Marketing at Atari. "Breakout has been an outstanding game in the field and our German distributors have proven that through their sales efforts more operators can benefit from the profitability of this product," he adds.



*The Bettelmans of C.A. Robinson Co. take aim at new Triple Hunt™ at Third Annual Distributor Meeting.*



*Shown here is HIT THE BEAR™, part of the three shooting games in one unit from Atari's TRIPLE HUNT™.*

# COCA-COLA COMMERCIAL FEATURES GAME ROOM

The theme in one of The Coca-Cola Company's new television advertisements is young people in a game room setting with two players competing to determine who is the PONG™ video game "champ". This ad, which will be seen on national T.V. starting in April, marks another positive public relations reinforcement for the coin-operated game industry. The Coca-Cola Company, in their "Coke Adds Life To..." theme, portrays the image of people having fun and enjoying its product.

The Coca-Cola Company, whose products are identified with "All Ameri-



can fun," selecting a game room setting for one of their ads is a good indication that all the efforts to give our industry a similar image are working.

In the ad for Coca-Cola you see a group of young men in a cafe location laughing together. Then another group of young people come in led by a cute girl who's wearing a "champ" T-shirt. It happens that one of the men also has a "champ" T-shirt on. The challenge is made and everyone goes back to the game room for a match. It is a take-off on the Bobby Riggs vs. Billie Jean King tennis competition, however the game in the ad is Atari's PONG™ game. The girl wins the game 15 to 8. She and her friends are all excited. She feels a touch of sympathy for her opponent's loss and gives him a coke and a kiss.

The setting for the ad was especially built for the commercial. The game room was authentic with four pinball games, five video games, and a foosball table.

The set design was created by Mike Hartog of Whole Hog, a creative services company. Games were arranged through Atari, Inc. and C.A. Robinson, Los Angeles.

Games included in the game room are Atari's BREAKOUT™, SPRINT 2™, LE MANS™, and the new pinball, THE ATARIANS™, Bally's OLD CHICAGO™, CAPTAIN FANTASTIC™, and RO GO™, and a Tournament Soccer Foosball table.

McCann Erickson, Inc., the advertising agency for Coca-Cola, is responsible for the creation of this ad under the supervision of Larry Glucs, Account Executive, Peter Hamilton, Account Supervisor, and Paul Frahm, Art Director. The agency researched the coin-operated game industry prior to developing the ad. "Several of their representatives contacted me to obtain information on our industry to assure that the game room concept would fit into their 'Coke Adds Life To...' campaign theme," said Carol Kantor, Manager of Marketing Services, Atari, Inc.

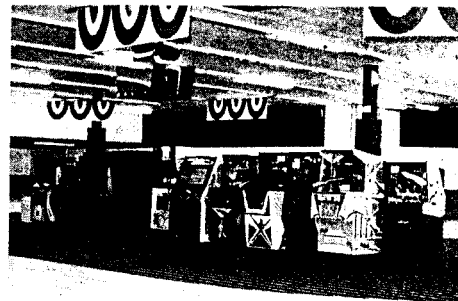
## HOW DID THEY SELL SO MANY BREAKOUT™ GAMES IN GERMANY



Auf das  
Verkaufs-  
instrumentarium  
kommt es an.  
Mein Instrument  
wird auch Sie  
überzeugen!

Hans Rosenzweig tells us "What counts is the sales instrument. My sales instrument will convince you too!!"

## LOCATION PROFILE: AN ISLAND ARCADE



If you were to go to United Skates of America in Wayne, New Jersey, you would certainly see one of the more unique game location ideas. In the center of this roller skating rink is an island game area with approximately 20 of the latest video and pinball games.

Ira Baer of H.E. Amusements, who operates the location said, "When the skating rink managers suggested the game island concept, I thought it wouldn't work. However, the collections showed a significant increase in income which proved it to be an excellent concept." He noted that the skating rink employees encourage skaters to "visit the island" during breaks. This skating rink is adjacent to a large shopping mall and there are two other game rooms in the general area. Nevertheless, the operator reports that the collections from the game island are above the average for similar type locations on his route.

Ira Baer has been operating games for 12 years and has several skating rink locations on his route. He recommends that games in a skating rink or other similar type locations be grouped in a central area rather than spread out. He noted that after trying game placement both ways, the locations with a central game area showed considerably higher collection rates. The visibility of the games is an important factor found to directly influence collections in this type location. The island of games in the center of the skating rink does provide maximum visibility.

After speaking to Ira about the skating rink game island, it was evident that he has many other creative ideas about locations and operating games. Possibly some of his other locations will be featured in the future.

## PINBALL POSTER AVAILABLE



The colorful, futuristic design of THE ATARIANS™ pinball game is now available on a special promotional poster free to operators who purchase the game. This dramatic design in bright and mysterious colors will draw additional attention to the game with its "Start Playing With Tomorrow" theme. The poster will also be a sure attraction when displayed in a game location.

A coupon for up to four free posters is provided in the operation manual which comes with the game. Operators can use the poster for a special promotion incentive, such as a high score player giveaway. Additional posters can be obtained through Atari Distributors for a minimal charge.



San Francisco Chronicle, March 20, 1977

## ATARI AND DISTRIBUTORS MEET

Atari Distributors congregated in Pebble Beach, California March 20th thru the 23rd for the Third Annual Distributor Meeting. In the relaxing environment of Del Monte Lodge, distributors attended business meetings on Customer Service, Sales and Marketing, Pinball Products and General Policy subjects. Following the meetings each day there were golf and tennis tournaments. There were also special tournaments for the ladies who attended. Those who did not participate in golf and tennis enjoyed visiting nearby Carmel and Monterey along the scenic 17 Mile Drive by the Pacific.

As usual, the sun was shining on Atari, the weather was warm and beautiful and everyone enjoyed themselves. The meetings were productive and the fun rewarding. Many prizes were presented to the "pros" on the golf course and tennis courts at the final banquet on Tuesday evening. Tom Portale and Ralph Cragen were the top winners in golf. Bob Haim and Ray Galante took the grand prizes for tennis.



Atari's new Triple Hunt™ and Sprint 8™ together with The Atarians™ pinball game were on display at the final banquet. Distributors were universally enthusiastic about the new products.

It would be difficult to pinpoint the highlight of the four day event. It would be somewhere between Dan Perrotta of All Coin, San Antonio, Texas, hitting a golf ball within 16" of the pin on the famous 7th hole overlooking the ocean, the awarding of a "platinum" Breakout to Lowen Automaten, or the competition between Al and Ira Bettelman of C.A. Robinson on Hit The Bear™. Everyone who attended indicated that it was an excellent four days and several decided to extend their stay. Many specific business subjects were covered, and as important, the meeting was an opportunity to promote better communication between Atari's management and the distributors.



## TECHNICAL TIPS

A few words from Customer Service. For more efficient P.C. board repair service, note the problem and attach a tag or strip of masking tape on the defective board indicating the problem or symptom in the game. This is especially important when a problem is not obvious such as "car disappears an hour after game is turned on" or "intermittent coin." The

more information, the better.

*Breakout:* To eliminate the flutter of the paddle in some games, place a 1 Microfarad, 15 volt Electrolytic Capacitor from Pin 5 of the 555 timer (Location C-9) to ground. The positive lead is on Pin 5.

# PINBALL MANUFACTURING READY TO GO FULL SPEED

Atari's new 50,000 square foot pinball manufacturing facility is ready to go full speed on The Atarians™. After the initial run of test games and a successful four month field testing program, one of the most exciting games in pinball history is rolling through Atari's progressively modern and up to date assembly lines.

The plant was designed to maximize the efficiency of the manufacturing process and improve on traditional methods of pinball manufacturing. This was done with the leadership of Bob Russell, Operations Manager, having over, four years experience at Bally Mfg., Bob Kolbus, Plant Manager, previously heading Atari's video manufacturing facility, and Jim Uszack, Manufacturing Engineer, previously with Teledyne. The expertise of these men, together with professional consultants has resulted in Atari's high effective system for building pinball games.

Parts are stocked in an orderly, well

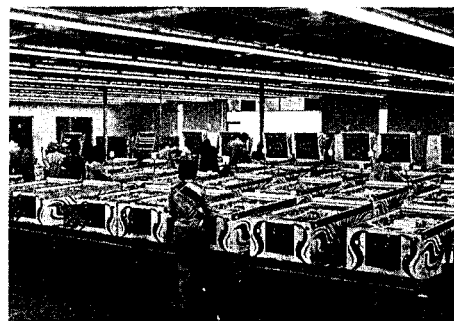


organized area. Materials are issued to assembly lines on mobile carts with bins, to assure every work station will have easy access to the parts needed. The plant utilizes a sophisticated conveyor system which facilitates optimum movement of games through production.

After the games are assembled they go into an extensive testing procedure. Each game is tested and re-tested for reliability before it is shipped to the customer.

"We are so convinced that reliability is the key to our success that we have dedicated nearly half of our facility to the testing process," said Bob Russell, Operations Manager of the Pinball Division. "Typically traditional pinball games have needed extensive rework by the distributor. Because of our testing program and use of fewer electro-mechanical parts, the need for re-working at the distributors is minimal," he adds.

After touring the plant, Ray Galante of Music Vend, Seattle, Washington said,



"It is a fantastic facility. Atari looks like they are gearing up for efficient production of pinball games. I was particularly impressed by the people testing each game individually and am looking forward to passing that level of quality on to the operators. It appears that Atari is in the pinball industry for keeps. It was impressive to see that the facility is designed with future expansion in mind."

*Triple Hunt (Continued from front page).*

reaction he said, "It is one of the finest shooting games introduced since the original Seeburg Shoot the Bear game."

All of the distributors at the meeting were enthusiastic about this unique shooting game. In addition to including three totally different games, the unit features 3-dimensional visual effects with blacklighted colors and realistic animation. The swivel mounted rifle has rapid-fire capabilities and an easy built-in method for sight alignment. Atari's exclusive built-in self-test program makes servicing easier. The game will also feature Atari's new trouble-free coin door.

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