

COIN

CONNECTION

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INTRODUCING THE SPECTACULAR SPRINT 8™

The all new eight player driving game, Sprint 8™, is now available through Atari distributors. Sprint 8 is sure to be the ultimate in high attraction, high earning arcade games. Atari has combined the competitive features of Indy 800™ and added challenge and action of Sprint 2™, together with many new features, to assure optimum play appeal and reliability in Sprint 8.

"Indy 800 was introduced in 1975 and is still considered to have extraordinary earnings. The return on investment for Indy 800 set new industry records," says Marshall Caras, Director of Marketing. "The market demands for a new high attraction eight player driving game are met with Sprint 8."

Referring to the Sprint 2 game, Frank Ash of Active Amusement Co., Philadelphia said, "Sprint 2 is earning extremely well in this area and it has shown the longevity that we feel will surpass many of the other video games. Initially we were a bit skeptical because the price was higher, but when income reports started coming in and stayed high, it became evident that the income definitely justifies the cost of the game."

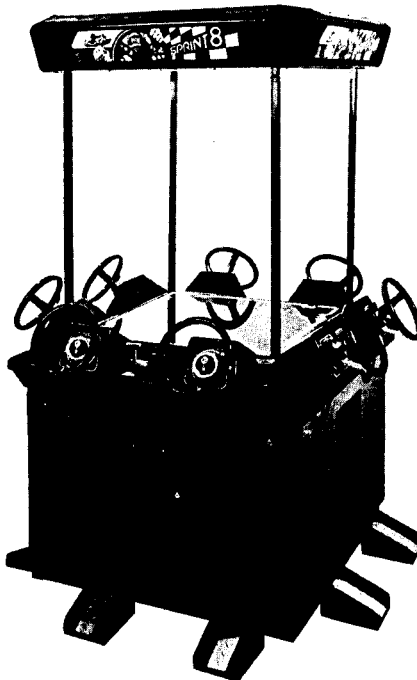
"Because of the proven record of Indy 800 and Sprint 2 in the field, we are confident that Sprint 8 will once again verify Atari's leadership in producing the highest income games in the industry," said Gene Lipkin, Vice President of Marketing at Atari.

Up to eight players select one of five tracks for the competition, using the track change button. Each player, with a different color car, races at top speeds, skidding around corners, shifting, and crashing into barriers. If there are less than eight players, white computer controlled cars compete and give the

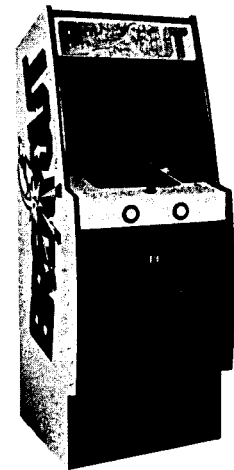
added challenge of traffic on the track. A durable 2-speed shift, gas pedal and steering wheel provide fast acceleration and precise control of the cars.

Sprint 8 will attract even more players with the five tracks flashing in rotation while not in play. Once a coin has been inserted, there is a 10 second count down for the competitors to choose a track and for other players to join in. Each player scores 5 points per lap. The score is displayed in front of each player's position, in the same color as his car, with the leader's score flashing to add to the excitement and challenge.

Atari has combined the best play
(Continued on back page)



HAPPY BIRTHDAY BREAKOUT™



Breakout™ was born on May 13, 1976. He had a rough time at first because only a few people believed in his potential. He knew he was strong. It wasn't very long before the players let the operators know that Breakout was one of the most popular guys on the block. Of course, the operators helped Breakout gain his reputation of being one of the richest and most versatile video games ever born.

Now Breakout is one year old and his reputation is still strong. He fits in just about anywhere. His popularity never seems to diminish. He always seems to provide new challenges for enthusiastic players.

The Rice University paper, *The Rice Thrasher*, February 1977 issue, summarizes the Breakout reputation saying, "The success of this game has been astounding. Breakout addicts poured in over \$300 in quarters in one week in their attempts to conquer the electronic wall." They have dubbed it "A Perfect Game."

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HANDICAPPED CHILDREN ENJOY ATARI GAME

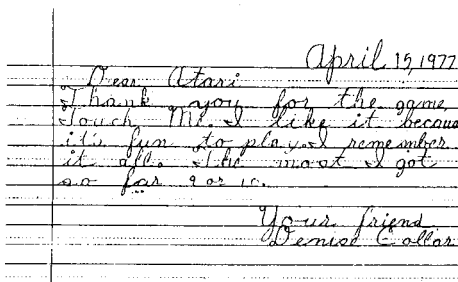
The children at Camp Costanoan, sponsored by the Crippled Children's Society, and educationally handicapped at Union Hill School are enjoying their new learning aids, Touch Me™ games donated by Atari. It is evident that the games are becoming more popular among teachers, physicians and therapists for use in rehabilitation and as teaching aids for the disabled. These are only two examples of the many areas where electronic games have been used for these purposes.

Greg Dannis, Program Director at the Crippled Children's Society said "I have seen for myself that the Touch Me game is quite a learning experience, as well as an enjoyable pastime. The game encourages the development of good memory, heightens visual perception... It's a pleasure to see our campers learn while they're having fun. At our respite camp in April, 40 young developmentally disabled children spent hours on the game".

Mary Ann Maloney, Special Educational Teacher at Union Hill Elementary School, commented that the educationally handicapped children in her classes have benefitted from the game. "Not only do my students enjoy the game, it helps them to develop concentration and

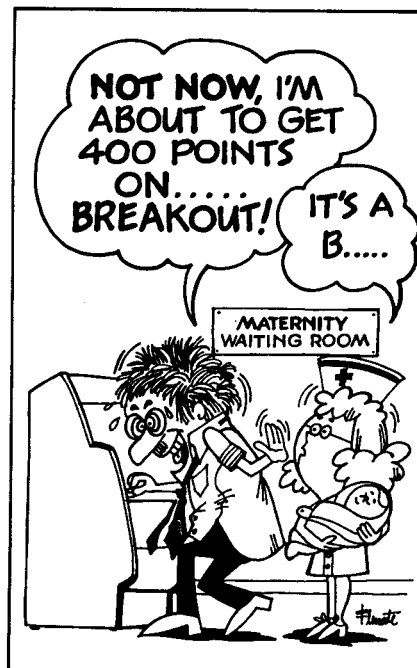
the ability to remember. The children have progressed quickly on the game because they can easily recognize the rewards for their efforts," she said.

Ms. Maloney's students wrote special letters thanking Atari for the game. (Denise Collar's letter pictured). Another student writes, "Dear Atari, thank you for the game Touch Me, it's a good game. It helps us to remember things better and like it I really do, your friend Donna".



There were seven other similar letters which show that the games are more than "an enjoyable pastime for the average young person" they can benefit the disadvantaged as a fun learning experience.

Game donations like these can have a positive public relations effect as well. The "story" and photos appearing in the local newspapers are good for the image of our industry and represent positive publicity.



LOCATION PROFILE: GAMES IN THE MUSEUM

Coin operated games can be placed in museums either in a game area for patrons or as part of an exhibit. This has been successfully done in the Franklin Institute and the Living History Museums in Philadelphia for example. Elliot Rosen of Philadelphia, and Elmer Schmidt of Chicago are two progressive operators who have worked with the management of these prestigious museums to effectively place games in their locations.

Elliot Rosen said, "I am proud to be able to service this kind of location. It represents a positive impact on the image of our industry by emphasizing the educational and cultural appeal of the games. In addition this is helping to contribute to the community by providing additional revenues to support the museum".

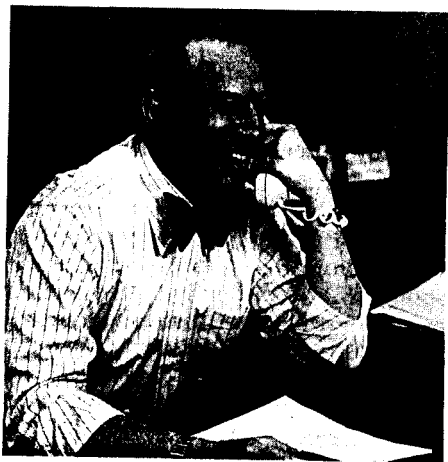
Both Mr. Rosen and Mr. Schmidt indicated that they had to be more selective in choosing games which would be appropriate in the museum than in most other types of locations. Mr. Schmidt indicated that in some cases he has arranged for games to be modified especially for the museum to be displayed in special exhibits.

The concept of games in museums is not limited to any particular type of museum as indicated by the San Francisco Fine Arts Museum selecting a video game as part of a current exhibit. (See article on page 4). It is evident that large museums with thousands of interested and curious passing through (including many families) could potentially be an exciting location for games. Placing games in a culture and education oriented location might encourage people who have not previously been exposed to games to try them. This would definitely help to expand the target market. Once people try games and find them challenging and just plain fun, they frequently join the ranks of gameplayers!

WHAT IF...

GAMES WERE PLACED IN WAITING ROOMS AND PATIENT LOUNGES IN A HOSPITAL.

OF MEN AND MACHINES



By C. Marshall Caras

(Mr. Caras joined Atari in April after being General Manager of Rowe International, Dedham, Mass. He has been in sales-marketing for over 20 years. We are proud to have him as our new Director of Marketing — Editor.)

AND MONEY. After all, that's what it's all about. Profits. A fair return on the number of your dollars invested in your business. The answer may well be **MERCHANDISING.**

One of the most successful not-so-secret techniques used in retailing is the short-run special. Bloomingdale's Department store in New York — a legend in its own time — this past Christmas installed a special perfume and make-up counter in a normally dead-space between 2 escalators — and did phenomenal volume on a super high mark-up item. Many a wise old-time juke box operator slides in a whole row of Sinatra or Bing Crosby records (worth 'nothing') every time Frank or Bing hits the front page. Extra dollars from dead space. Every move you make costs money — but when was the last time you plugged a 'winner' back into a location just for a few weeks of flash play?

When was the last time you moved a piece when it was still earning well but on the down-side of its income curve? Why not capitalize in two ways by moving it to a secondary location — something 'new' — before it has worn out its welcome in a territory and replacing it with what's current — and hot. Don't be guilty of battle fatigue. Many territories across the country are still getting a strong play on cocktail tables — but are now demanding a change. Smart merchandising, by way of balanced buying, would give the operator the kind of flexibility he needs to change and

maximize income. This is only achieved by testing-the-water with new ideas and new products.

Maybe the manufacturer is sometimes at fault for not tooting his horn loud enough. Breakout™ is a classic example. I wonder how many tens of thousands of dollars have been lost and are being lost today because of bad merchandising.

If every operator in America who decided that Breakout™ was just another paddle game or who placed it in a rough-and-tumble bar room and saw mediocre to good earnings had been convinced that it was a cerebral (thinking-man's-game) and placed it in a college type or swinging discotheque type location — he would have seen prolonged superior earnings. Not for believing.

How many thousands of pieces are earning good money today simply because a wise operator decided that a given machine was *NOT* just an arcade piece — but had top earning capacity in a bowling alley or 5-10 piece game center. We all become prejudiced. Our natural inclination is to prejudge equipment and to decide that it *will only* go here or it *won't* go there. Let's try to break out of that kind of unproductive thinking. Many drug store chains and variety stores learned long ago not to put cigarettes smack-dab at the front door — but rather draw people into the center of the store. Yet, how many game rooms have you seen with a brand new high-impact driving game right at the entrance, enough to trip one on entering, and with 5 and 6 year old pins and tired paddle games relegated to a 'deadsville' corner. We know of one smart game room operator in a small town who uses radio spot announcements to advertise a new "Special-of-the-Month-Piece" and then, when he has created *INTEREST* and *DEMAND*, he moves it to a different spot about every three or four days. The experienced or adventuresome players seek it out, but many of his seasoned pieces win those extra dollars as players change their walking habits. He's a merchandiser.

And there are other things to merchandise besides the machines. The operator who works with a local service organization such as Kiwanis or the Knights of Columbus, to place a game in the lobby of a bank with a proper sign to let the public know that the proceeds of a drawing for the machine or the income, if it is on coin-play, will benefit the

community, just might find a little sympathy with an anti-game selectman or licensing board member. How many churches have small game centers for the kids — kids who are off the street corners?

This kind of merchandising is being done every day: — it might not make you wealthy in that particular instance — but it is merchandising your industry — your business and your own credibility in the community.

Maybe the secret is not merchandising, but conditioning. Condition yourself to develop new habits. Periodically "break-out" from your buying and operating cycle, which by now is mostly habit, and try applying a few new rules and ideas to your business pattern. Walk into your location as if you were a stranger and take a fresh view of your machines and your placement of equipment. Change, just for the sake of change, is one of the techniques of smart retailers — to entice, excite and interest the consumers. You are a retailer, your consumers are your quarter-dropping players. What have *YOU* done lately? Let's hear from you.

TECHNICAL TIPS

QUIZ SHOW

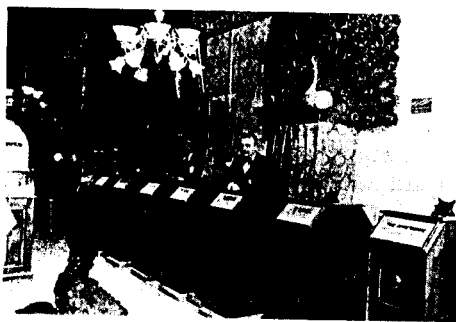
SYMPTOM: Game locks up during play and can only be reset by turning the game off and on.

SOLUTION: You do not have the latest modification which is a simple substitution of a chip on the P.C.B. The new chip is P/N 005464-5C which replaces the chip located at grid K1 on the main P.C.B. Contact your distributor for this modification.

SYMPTOM: While in play, questions or answers sometimes become unreadable.

SOLUTION: This condition is a result of improper information reaching the computer board. Common causes are worn tapes, dirty or worn tape heads or improper head height adjustments.

COIN-OP FINE ART



Peter Bacigalupi's Kinetoscope Parlor, 1894-1897, San Francisco.

Coin-op nostalgia is on display, together with a video game of today, at a special exhibit on moving images by The Fine Arts Museum of San Francisco. A poster photo of the first Kinetoscope Parlor in the west, dating from 1894, provides the background for a display of early coin-operated kinetoscopes and mutascopes, more commonly known as "the peep show."

Patrons of the exhibit turn the crank to view "My Girls Go West" where a lady shows her stocking and a "strip" show where the most you see is a distorted shadow. They laugh and affectionately acknowledge this as history and nostalgia. However, also on display is a newspaper clipping about the arrest of an operator for showing "indecent" kinetoscopes to turn-of-the-century San Franciscans. "Today's standards have changed somewhat, there is enough turn-of-the-century indecent on 1970's TV to arrest the entire television industry!" one patron commented.

The exhibition explores the profound

changes wrought by moving images on a dynamic society. From the Victorian Parlor and the early "Magic Lanterns Shows", through movies, early television shows of the '50's, to contemporary laser and holograms and video games, the museum has created a most interesting display of the evolution of moving images. The coin-operated amusement industry had a significant role in the history with the early kinetoscopes and mutascopes and again today with video games.

Atari provided a Dominos™ video game for the six week exhibit in the museum's downtown center. Michael Lerner, curator for the show said, "The Dominos game fits in well with the theme of our show as an example of the current uses of moving images. Additionally both the patrons and employees of the museum have enjoyed playing the game."

Over 700 people attended the grand opening of the exhibit on May 6th. Many representatives of the press and influential members of the community were



Dominos™ is displayed together with the Kinetoscope and Mutoscope at the Special Moving Picture Exhibit by the San Francisco Fine Arts Museum.

present for the occasion. The exhibit will continue until June 18th and is free to the public. If you are in San Francisco during this time, you should plan to attend The Moving Picture Show by The Fine Arts Museum of San Francisco, Downtown Center, 651 Howard Street.

Sprint 8 (Continued from front page)

features from their top driving games in Sprint 8. Additionally, the built-in self-test program for troubleshooting any potential problems assures maximum income potential. Sprint 8 is engineered for the highest reliability with fewer parts and rugged construction for durability.

Sprint 8 is certainly a spectacular arcade game which is ready to set more income records for operators. For further information contact your Atari Distributor or Frank Ballouz, Atari National Sales Manager, for referral.

Breakout (Continued from front page)

Breakout is proud to be a year old. He is working very hard to keep on challenging new players and share his wealth and popularity with operators. His next goal is to break into even more new locations.

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