

COIN CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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THE SKY RAIDER™ SUPERHERO



"Pilot to Base: This is Sky Raider™; we are approaching enemy fuel storage area . . . decrease speed, aim fire." "It's a hit!" The player becomes a superhero piloting his own combat jet over enemy terrain in this exciting one-player video game. Players release missiles over the bombing run to hit oil tanks, electrical towers, bridges, buildings and enemy aircraft appearing at random, flying over the terrain. Target scores range from 350 to 800 points depending upon difficulty level.

Players can vary the speed and direction of their aircraft with realistic steering controls. The challenge of hitting as many targets as possible in the time allowed is intensified by the high score display on the screen. Operator optional extended time which can be set high or

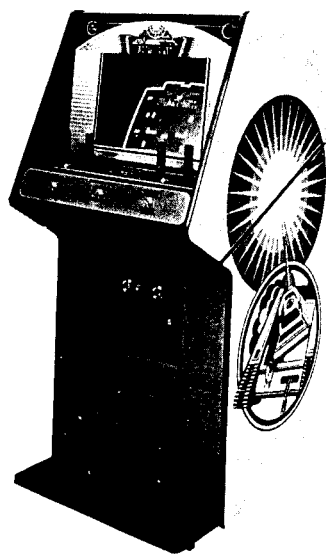
low at the selected time (60, 80, 100, or 120 seconds) also is an added incentive for high replay.

The three-dimensional colorful cabinet design attracts players to view the moving terrain and try their skill. As the engines roar and bombs explode, the player becomes totally absorbed in the realism of this game. They are in control as pilot of Sky Raider. Players young and old will fly into the action.

Sky Raider is built for combat. Atari's Durastress™ tested solid state electronics and durable construction will cover many thousands of miles of tough play. The game will be shipped in a new stress-tested container to alleviate any potential damage in transit. The easy-access self-test switch inside the coin door

(Continued on page 4)

ULTIMATE... ULTRA TANK™



As the name implies, Ultra Tank™ is the ultimate in tank games from Atari. Advancing on the ever popular theme of the original Tank™, Ultra Tank has added unique versatility: One or two can play with intriguing strategy options that make it eight different games in one. For the tank enthusiast, the operator-optional extended play will be a further inducement for high replay.

The "robot" tank takes on any one-player challenges, which introduces a new dimension and more profit opportunities to Ultra Tank. There is intensity of competition and challenge with all the strategy options available. Larger, more maneuverable tanks add to the realism and skill level.

The invisible tank option gives the player the choice of using camouflage where the tank only appears when shells

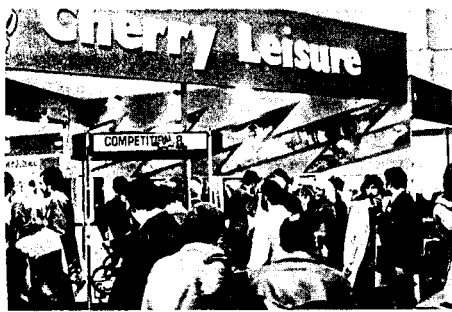
are fired or when hit. Players can also play with the traditional visible tanks. Rebounding shells (which ricochet against the barriers and walls) or guided missiles (directed with player controls) can be selected for two different strategies. Another exciting option for the players offers two contrasting battlefields. One is an open field where speed and maneuverability can determine the winner, while the other option has barriers, which allow an escape from oncoming shells, and mines which add an element of danger.

Simple switches on the front panel of the game are used to select the combination of options the player prefers. The eight different tank game options can be changed during the game for experimentation if the player desires.

For efficient serviceability, Ultra Tank

(Continued on page 4)

ATARI AT A.T.E.



Atari was represented at the Amusement Trades Exposition in London, January 24-26, with the Cherry Group, the Atari distributor in Great Britain. This event held at Alexandra Palace was one of the largest international trade shows in the industry. Amusement people from all over the world were in attendance.

It was the premier showing of Sky Raider™ and Tournament Table™, Atari's newest products. The efficient 2 Game Module™ was also on display, together with Sprint 4™, Ultra Tank™, Destroyer™, Sprint 1™, and more. Competition 8™, a future Atari product currently being tested, was also previewed at ATE. "The show was most successful," reported Sue Elliott, International Marketing Administrator. "Our international customers showed much interest in the new products and the order activity from the show is extremely high."

The Atari cocktail party held at the elegant Hotel Inter-Continental was also a tremendous success. Everyone enjoyed the food, drink, and hospitality at the Wednesday evening event.

A GAME CENTER PROMOTION

Players in the game center are handed a score card with a list of 10 games and the score to beat for each game. The score should be a little higher than an average score. When the player achieves this score, he gets a star by that game, which is put on or punched out, by the center attendant. When the player fills up the card with stars on all the games, he wins. The prize could be a T-shirt, \$5.00 in free games, or some other appropriate item of value.

This one will keep them putting in a lot of quarters to beat the scores and fill up the score card.

(Continued on page 4)

DEFIANT CANYON BOMBER™



The players are intense, each has two misses left and the canyon has about 20 targets left. Black has a low flying fast plane. One, two, three . . . bomb dropped hit 2. White is flying at medium height, but slow. Wait for the targets on the far side . . . hit three in a row. There's still three targets in the center; Black is going to try for them . . . it's close . . . a miss! The competition heightens. Black has

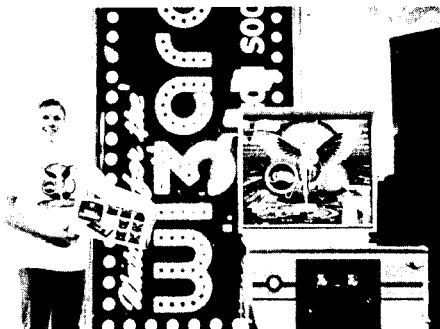
only one miss left. White hits two more; Black gets one; white misses and it's even again!

This exciting game ends with only five targets left and White beat Black by 4 points. They must try again to beat the defiant Canyon Bomber™.

Two more quarters and they are off again. The players are determined to empty the canyon - they have come so close to that goal. It's a matter of timing, patience and skill. They try a new strategy this game. Empty the center part of the canyon first. The blimps can hit eight targets at once, so work on those first. Then come the bi-planes that can hit up to 4 targets per bomb. Maximize their potential and clear out the center area. Only 3 left in the center: White hit all three in one attempt. Now for the sides. As it gets closer to the end, competition intensifies as both players have three misses to go and the canyon is almost empty. Three more . . . Two . . . One . . . Got it! What do you know, the canyon is filled once again and the players have a new goal: empty it twice.

This one or two player video game is beginning to attract more and more determined players who will continue to meet its challenges. Canyon Bomber defies you to empty the canyon. It can be done.

TIME 2000™ TOURNEY



The competition was high in the Time 2000™ pinball tournament held at Pinball Wizard Game Center, Davenport, Iowa, on January 26th. There were sixteen finalists competing for the top score on Atari's Time 2000 game.

The winner was Steve Behrens, 19, of Davenport with an outstanding score of 213,630. The top prize was an Atari home Video Pinball game, a Time 2000 T-shirt and a game pass from Pinball Wizard. Other prize winners included the

top five runners-up and one for the lowest score.

"The Time 2000 tournament was a success; it brought a lot of people into the game center," said Dick Galloway, President of Pinball Wizard. "These tournaments are a good way to increase player enthusiasm and they stimulate interest in the sport of pinball."

Pinball Wizard Game Centers in Iowa are modern, family amusement arcades located in high volume shopping areas. They have been quite successful with their aggressive promotions and marketing approach. "Atari pinballs have been the top money making pinball games in our centers. The players are attracted to the games by the unique sound effects. They really like the different appearance of the games with the artwork and wide playfield," reported Galloway.

Tournaments like the one held in Davenport make excellent promotion to bring players to the game center and increase overall interest in the games.

INVITATION TO A TRADE SHOW

Atari will be displaying products at the Canadian Restaurant, Hotel-Motel Show in Toronto, Canada on April 23-26. There will be thousands of representatives from many potential new game locations for operators. If you would like to obtain more information on this show or receive an invitation to attend, write to:

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BEHIND THE SCENES: SALES PROCESSING

Atari ships thousands of games world wide so players can play and operators can enjoy the profits in thousands of different places. In order to get these games to their destination, many hours are spent implementing the schedules and processing the orders. Jeanne Angelo and her staff, Kim Widmer, Joyce Kramer and Melissa Rudolph, are the people who make it happen.

The sales order processing staff puts everything in order so the games will reach the distributors and be available for operators and their profitable locations. Sales Order Processing is the key link between marketing, manufacturing and shipping and a very important part of the overall procedure to deliver products to our customers. Jeanne, Kim, Joyce and Melissa are valuable "behind the scenes" people who do a fabulous job of keeping up with the fast pace of Atari games.



The Sales Order processing staff. Seated: Jeanne Angelo; left to right: Joyce Kramer, Kim Widmer, Melissa Rudolph.

ATARI SHOWS TO THEATER OWNERS

Atari games were on display at Show West '78 in San Diego, February 12, 13 and 14. Approximately 700 theater affiliates played the latest video and pinball games and learned the profit opportunities of these coin-operated products in their locations. Many theater owners showed strong interest in the concept of games in their lobbies and concession areas of drive-ins. Several people also suggested that they would like to look into a separate game room adjacent to their theaters. These theater people were referred to the Atari distributors in their areas to learn more about coin-op games as a profit center, and for referral to operators in their area.

"Atari exhibited at this show to help promote the concept of coin-op games in new and expanding markets such as the

theaters," said Frank Ballouz. "The owners of theaters expressed interest in the profit opportunities of games. Game operators should follow through on this and pursue new theater locations," he added.

According to the U.S. Department of Commerce, there are approximately 16,000 theaters in the country; 78% of these are indoor theaters with lobbies and 22% are drive-ins. Both types of theaters offer opportunities for coin-op games. The current trends in theaters indicate a growth in multiple screen facilities for both indoor and outdoor locations. This represents greater potential for larger theater lobbies and concession areas as well as more space available for games. Many outdoor theaters are successfully using their facilities for flea markets and other daytime activities to supplement the utilization of their locations. This also increases the profitability of their concession areas.

George Aurelius, Coordinator of Show West and a respected member of the theater industry for the past 50 years, said, "The games, together with other new income resources, are a welcome opportunity to bring more profit to theaters. I believe that the coin-operated games are just one indicator of the continuing growth potentials to make money in theaters."



TECHNICAL TIP

PINBALL GAMES

Symptom: Game lockups, intermittent operations, and score display inconsistencies (segments missing, etc.).

In many cases these problems can be corrected on location.

Check for the following:

1. Remove the CPU (microprocessor chip) from the socket. Inspect the leads to assure that they are clean. A standard pencil eraser can be used to clean the leads.
2. Harness edge connectors: Inspect closely the pins of the edge connector plugs to make sure they are not bent or flat (pins should be slightly curved). If any pins are bent or flat, either carefully restore the correct shape or

replace the pin.

3. Score Display: Check that the edge of the score panel is inserted all the way into the socket. Make sure all the pins make contact to the score panel. To check for contact, press down on each contact pin when it is in place with the eraser end of a pencil or similar insulated instrument. (Note: There are 100 volts on each pin.) If the score display is corrected when pressure is applied to a contact pin, this indicates which pin is not making full contact. Remove the glass score panel and double check that pin to assure that it is clean and has sufficient tension for contact. You can bend the contact pin down slightly to assure contact. Reinstall score panel and check again for proper operation.

HOME REC ROOMS: A GROWING USED GAME MARKET

An article in the *Minneapolis Tribune* (1/1/78) explored the revolutionary craze in leisure entertainment. The article, which ran a full page and a half, exemplified the many exciting delights to be found in home recreation rooms which are sweeping across the nation.

The article entitled, "Revolution in Game Room: A Long Way From Parcheesi", explains that the days of checkers and parcheesi are long gone. The leisure world has flourished and today an estimated three out of ten families have access to home rec room facilities (as estimated by a Minneapolis game-room supplier). The article explains that replacing the more traditional home game room equipment of a pool or bumper-pool table, ping-pong table, radio and TV, today are commercial pinball, video games, and foosball tables. It also points out that people are purchasing these items reconditioned from operators and distributors of coin-operated games. Several years ago the trend was for families to buy commercial pool tables for their rec rooms, and now this same phenomenon is turning to demand for used video and pinball games.

The article speaks of the revolution in game rooms: "It's hard to label the new trend because it embraces the new and "old" — the old including pre-World War II slot machines, penny arcade "peekers" and other antique mechanical equipment — the new advancing through electricity, electronics and solid-state computers."

All kinds of used amusement machines are in demand for family rec rooms. This

demand is growing due to articles like the one in the *Minneapolis Tribune* and other similar positive publicity. It is excellent for our industry, not only for growth of the used game market, but it also increases the overall player market for newer games. People will enjoy the games in home rec rooms, and then will go out to try the newer games in commercial locations.

Game Promotion (Continued from page 2)

EXAMPLE:

GAME CENTER SCORE CARD

	Score to beat for a star	STAR when get score*
1. Starship 1™	3,500	★
2. Super Bug™	80	★
3. Canyon Bomber™	400	
4. Airborne Avenger™	50,000	★
5. Breakout™	200	
6. Sprint 2™	90	★
7. Time 2000™	40,000	
8. Destroyer™	2,500	
9. Night Driver™	300	
10. Ultra Tank™	15	

*Game center attendant to put on star.

When all ten games have a star, turn in card for
VALUABLE PRIZE!

These scores are only examples, and should be adjusted to the skill levels of your location.

Sky Raider (Continued from page 1)

allows for simplified troubleshooting and checking of circuitry, switches and controls. The remote volume control is just inside the coin door for easy adjustment to location needs.

"Sky Raider will be a super attraction game. Field tests showed it to be an excellent money maker on location," said Frank Ballouz. "It was first previewed at the ATE show in London where the overall reaction was superb," he added.

Sky Raider will certainly be a superhero's game. It has all the action and challenge features to entice players. The visual attraction is terrific. And it has Atari's built-in reliability and service features. See the new Sky Raider game soon at all Atari distributors' showrooms and learn how its exciting play features show high earnings in all types of locations.

Ultra Tank (Continued from page 1)

has Atari's built-in self-test system and a remote volume control for adjustment to the location needs with easy access switches inside the coin door.

Ultra Tank is designed to be suitable for all types of locations. Its sleek cabinet design and modern explosive graphics are an impressive attraction for players of all ages. "Ultra Tank has variety in game play features and location flexibility that will bring strong consistent collections for operators," said Frank Ballouz, National Sales Manager.

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