

ATARI®

COIN CONNECTION™

Space Duel™ Officially Introduced

Atari® distributors recently enjoyed a preview of Space Duel at special luncheon meetings held to officially introduce the exciting new space challenge game. The meetings were held in San Francisco, Chicago, and New York on February 16, 18, and 19, respectively.

Ken Harkness, President of the Coin-Operated Games Division welcomed the distributors at each meeting. Next they were



Laura Burgess of Marketing Services hands videotaped game play demonstration to Jim Weatherhead.



Ken Harkness, President of Coin-Op, introduces Space Duel to the audience of distributors in San Francisco.

given the opportunity to experience the Space Duel challenge for themselves. Everyone was impressed with the electrifying 3-D screen graphics and many commented on the exceptional realism of this game. After lunch, Don Osborne, Vice-President of Sales for the Coin-Op division described the game's special features including the spectacular QuadraScan™ Color monitor display system and new 4-speaker sound. Also on hand to speak with the distributors were Frank Ballouz, Vice-President of Marketing, and Mariann

Layne, Manager of Marketing Services. Every distributor office attending received promotional literature kits, Space Duel T-shirt, and a videotape demonstration of the game.

"The game preview program has proven to be very valuable," Don Osborne later commented. "It allows us to present our entire game package, from demonstrating game features to explaining our promotional and service support programs. And our distributors have enjoyed the opportunity to place orders for the latest games immediately."



Fred McCord, Field Service Manager, demonstrates Space Duel game play to Sandy Betteiman of C.A. Robinson.

ATARI On the Move

It all began back in the 1850's in "the little cornfields" 25 miles southeast of San Francisco, known today as Milpitas. In 1856, with a population of 825, the first school was built. A year later a hotel, general store and post office sprouted. In 1954 Milpitas was incorporated, and in 1975 a new post office was built. Today, Milpitas has grown to include a high school, 20 churches and, since January 1982, a new ATARI facility.

The Marketing, Sales, Finance and Personnel departments of ATARI Coin-Operated Games Division, as well as Final Assembly, the Woodshop and Silkscreen facilities have arrived!

For those used to the bustling Silicon Valley spread, Milpitas is definitely a change. A car heading toward the facility might pass a farmer's truck or two as opposed to the jam-packed freeways in the Sunny-

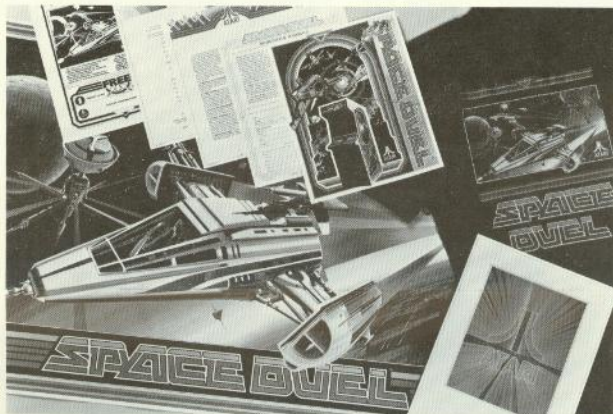


New ATARI facility in Milpitas, California.

vale area. Instead of rows of office buildings, you can see mountains from the ATARI buildings. The fields are open and spacious, and early mornings with the farmers out tending their crops resemble a scene from a Steinbeck novel.

Even more changes will be taking place soon. As Regina Dangelo, executive secretary, said: "I like keeping tabs on the progress of the new Coin-Op Engineering building across the street." ATARI has only just begun in Milpitas.

Space Duel Promo Items Available



Now available to operators and distributors are the special promotional items designed to highlight the dynamic play features of Space Duel, the latest video game hit from ATARI.

Naturally, there is a t-shirt, with the spectacular Space Duel graphics displayed on a navy blue background. The shirt is 100% cotton, machine washable, and it makes an excellent

prize for high score tournaments or other contests you can run in your location.

The Space Duel poster is really a knockout. It's 24" x 36" and depicts the game play with

a space ship blasting its way through a collection of space objects. The colors are so bright, the illustration so realistic that you'd think it was a photograph.

Along with the t-shirt and poster is a very valuable promotional packet, stuffed with good ideas for contests and publicity events that can increase business at your location and publicize Space Duel at the same time. Included in the promotional literature are sheets outlining different types of contests and tournaments and how to organize them effectively, a 60-second radio commercial script, and a guide on how to buy radio advertising time. The radio commercial is also available pre-recorded on cassette.

Order your Space Duel promotional packet by contacting Coin-Op Marketing Services, 790 Sycamore Drive, P.O. Box 906, Milpitas, CA 95035. There is a nominal charge for the t-shirt and the pre-recorded radio cassette, which are available through Coin-Op Customer Service, 1105 N. Fair Oaks Avenue, Sunnyvale, CA 94086.

Remember, promoting Space Duel is also promoting your location. Good promotions create goodwill within your community, and bring in new customers.

Atari Games #1 at Super Bowl

While the San Francisco 49ers and Cincinnati Bengals worked out and psyched up just prior to the Super Bowl, the city of Detroit was coming alive as never before. Thousands of fans and reporters poured into the city, eagerly awaiting the upcoming battle at the Silverdome. But some of those avid football followers soon found themselves engaged in a battle of their own...destroying alien enemies and fending off menacing insects.

Early Thursday morning, January 21, Hank Heiser and his crew from Empire Distributing, Inc. along with Bob Harvey, Atari's Regional Sales Manager, created a game room in the CBS hospitality suite at the Westin Hotel, CBS Super Bowl headquarters. The game room consisted of twenty pieces, all set on free play, featuring Tempest™ and Centipede™ among the ten ATARI® games. The initial concept was to provide CBS and Super Bowl executives, advertisers, and prominent fans with video games to play as part of the pre-Super Bowl activities. However, the response to the games was overwhelm-



Brent Musberger, of CBS Sports, enjoys a game of Tempest while Bob Harvey of Sales looks on.

ing. "We opened the suite at 5 p.m. Thursday evening, with the idea of closing it by 2:00 a.m.," explained Bob Harvey. "But the guests just didn't want to leave. We finally turned off the last machine at 4:30 Friday morning. The games were even more popular on Friday, Saturday, and after the game Sunday, with the room packed four deep on every machine throughout the night. It was really incredible!"

Such well-known figures as

California's Governor Jerry Brown and CBS sportscasters Brent Musberger, Irv Cross and Phyllis George were seen testing their skills on Tempest, Centipede and Asteroids Deluxe™.

"I was amazed at the tremendous interest in the games," Bob said. "It was much greater than we had expected. In fact, many people told me that playing the games was the best part of their Super Bowl trip."

Did You Know?

In 1981, amusement machine operators in the U.S. and United Kingdom reported similar growth in new location acquisitions.

Operators in both countries reported close to one-quarter of their total sites as new locations acquired in 1981.

This information was acquired through Atari's Operator Tellus surveys conducted annually at the AMOA show in the U.S. and at the ATE show in England.



Mary Takatsuno, Market Research Manager, assists operators at ATE Tellus Survey.

OPERATOR OF THE '80s

Mike McClelland and Gary Gullette of Los Angeles

Captain Video of Los Angeles, California is an arcade with real Hollywood style and old-fashioned interest in being actively involved with the local community. Together, the two qualities have produced an arcade that is respected by fellow businessmen and is popular with its clientele.

With a touch of Hollywood glamour, Captain Video, a colorful do-gooder costumed in black and red leotards, represents the arcade at various functions. He was chosen from about 200 job seekers who answered a "Help Wanted" ad looking for a "part-time superhero-type for West-side: person with pizzazz and chutzpah. Clean-cut, non-smoker, non-drinker to rep. a business and wear costume at promo events". The month long search ended when Mike Greene, a 32-year-old screenwriter, was discovered.

Captain Video believes that "good clean fun" is what video games are about. He is on hand for personal appearances at benefits sponsored by the arcade and he's been known to help little old ladies across the

street. As Mike Greene says, being a superhero is "not exactly your usual part-time job".

McClelland, 34, and Gullette, 39, started in the video business after they test-marketed games in their private racquetball club. Since they were the first to introduce the indoor private racquetball club to Los Angeles back in 1974, they were interested in new business concepts. In 1980 they placed some video games in the sports center. "The adults really enjoyed them", says McClelland. Because of the popularity of games, the two opened Captain Video's Games in April of 1981.

Since the arcade is not near any schools, a large percentage of Captain Video's customers are older, professional people. Doctors, lawyers, college professors, and office workers frequent Captain Video. There are about sixty games in the arcade.

"We like to present a positive image in the community," McClelland says. The arcade has been involved with many worthwhile projects. One event which particularly received a lot of public attention was the "Project Video". A local school which provides a personal and



Mike McClelland and Gary Gullette, owners of Captain Video's Games.



Captain Video's Games.

individualized learning program for adolescents needed help in raising funds to finance a television show based on an original play written by the students and their drama teacher. Captain Video donated a week's proceeds from two of their Asteroids Deluxe machines to help the students reach their goal.

Another event was an all-day free play benefit fundraiser for Learning Disabilities Month. The donations were distributed among the schools in the Los Angeles area. The arcade sponsors a youth soccer team in the American Youth Soccer Organization and has a booth at the annual St. Timothy's Carnival in West Los Angeles.

Because of Captain Video's active involvement with the community, the arcade has received acclaim from other businesses in the area as well as

from the city council.

The Captain Video character as well as the philosophy of the arcade are great models in presenting a positive image in the community.

Promotion for Profit

Forming a birthday club at your arcade can be a fun and easy way to bring in additional players and increase your mailing list. Register the name, address, and birthdate of your players under a specific age (i.e., 13, 15, 16 or whatever is appropriate for your location). Two weeks prior to the player's birthday, mail him or her a postcard good for 10 free games at your arcade.

Captain Video ready to conquer evil.

street. As Mike Greene says, being a superhero is "not exactly your usual part-time job".

The owners, Gary Gullette and Mike McClelland, hoped having a superhero who could go out into the community and do good would be a positive image for their arcade.



Video Games Make Cover of "Time"

"Time" magazine featured an article on video games as the cover story of their January 18, 1982 issue. The 8-page article, entitled "Games That Play People," focused on the astounding growth of the coin-operated games industry and the tremendous popularity of the games with people of all ages across the globe.

The article presents a comprehensive view of the industry from the advent of Pong® to speculation about video games of the future. One major point is that video games have captured the world's attention, that fascination with them knows few barriers. Interviews with players revealed that many teenagers and adults from all walks of life do indeed have something in common...both enjoy the challenge and excitement of playing video games.

Technical Tips

Centipede™

Trouble: (A) Game will not fire—intermittently. (B) Game will accept coin but no credit given—intermittently.

Solution: Change resistors R15, R117, R119, and R120 from 1K to 470 OHMS.

Asteroids®

Trouble: Invisible bars, dotted or distorted picture.

Solution: Bad DAC—D11 or B11.

Official ATARI High Scorers

as of March 31, 1982

Game	Player's Name	# of Points	Date and Time	Location
Asteroids®	Leo Daniels 20 years	40,101,910	2/6/82 36 hrs., 4 min.	Ocean View Corp. Carolina Beach, NC
Asteroids Deluxe™	Kevin Gentry	2,117,570	12/29/81 5 hrs., 25 min.	Court Jester Lake Charles, LA
Battlezone®	Al Hokeness	5,205,000	11/22/81 4 hrs., 30 min.	Univ. Game Room Madison, WI
Centipede™	Franz Lanzinger 26 years	2,999,999	12/6/81 6 hrs.	Central Park Center Mountain View, CA
Missile Command®	Tim Vargo 20 years	51,967,175	1/29-1/30/82 30 hrs., 40 min.	Play Palace Kent, OH
Tempest™	Michael Weisberg 27 years	638,651	3/23/82 50 min.	Space Port Arcade Philadelphia, PA

Tempest Competition Used in TV Pilot

Malibu Grand Prix recently filmed the pilot of a new syndicated television series that included a high score competition on Atari's Tempest game. Hosted by Don Drysdale, Jay Johnstone and Meredith MacRae, "The Grand Prix All-Star Show" featured competition between three celebrity/student teams on a variety of attractions found at the Malibu Grand Prix locations.

"Happy Days" stars Ron Howard and Erin Moran participated in the exciting competition along with Tony Danza of "Taxi" fame. While the three high school students challenged each other in the Tempest, waterside, bumper boat and batting cage events, the celebrities raced for fastest time on the Malibu track. Then the celebrities and students were matched to



Mariann Layne with "Grand Prix All Stars" participants Ron Howard and Erin Moran.

gether into teams for a final heat in the Grand Prix event.

Mariann Layne, Manager of Marketing Services, attended the filming. "The concentration and

enthusiasm of the participants were tremendous," she commented. "I feel the show will appeal to anyone who enjoys watching fast-paced sports competitions."

Atari, Inc.
1265 Borregas Avenue
Sunnyvale, California 94086



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