



COIN CONNECTION™

The Dawning of the Next Decade at the AMOA Expo



Our first decade changed the way people play and created an industry. Our next decade will continue the vision into an advanced dimension of electronic entertainment. The future holds startling new technologies combined with challenging game concepts created by the most talented designers from Atari and throughout the world. It promises the expansion of major motion pictures and special events into new video game experience to produce an exciting extension to the Atari adventure. And it will deliver so much more.

The Next Decade was glimpsed by approximately 10,000 attendees at the Chicago AMOA Show in mid-November. The newly designed "high-tech" exhibit—a massive structure of chrome, overhead track lighting, and smoked plexiglass—provided a complimentary setting for "state-of-the-art" game technology. A unique feature of the booth design was

the incorporation of a gallery with poster-sized, backlit photos showing the engineering processes involved in the building of a coin video game. Glass enclosed sales offices provided the appropriate ambiance for the transaction of business.

A special "Treasure Chest" promotion was held for the full run of the show. Market Research personnel conducted approximately 150 interviews of operators. For participation in responding to the fifteen-minute verbal questionnaire, each operator was given an ATARI key chain with a possibly "lucky" key attached. He then ventured to the information booth where a treasure chest was displayed to take a turn at trying to open the box with his key. If his effort proved successful, he was awarded with another "lucky" drawing of one of the following prizes from Atari: an ironstone beer stein, a Tenth Anniversary mug, an ornate coaster, a quartz desk clock, a tri-functional deskset, and—for top winners—an ATARI VCS™ game console.

Public Relations personnel were busily conducting press conferences with major broadcast and print media, including *The Washington Post*, *Chicago Sun Times*, *Business Week*, and *Cable News Network* as well as our own industry's trade journals. They also had the opportunity to discuss with operators first-hand the effects of the Atari Community Awareness Program which is being implemented nationwide through our distributors. Operators in their respective territories are pulling together to combat

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Next Decade at AMOA continued

negative legislation. In an ongoing effort, Atari Public Relations releases these localized success stories to the trade publications. If you have a news story of your own, please write in to the attention of Ms. Jamie Pinto, Media Relations Specialist.

stop the advancing hordes of larger-than-life insects... hundreds of them. He risks the sting of defeat, but the challenge is undeniable. Players can now select a starting score level from Novice to Expert. Once upon a time there was

"Dial-a-Planet" feature, the player can select his beginning level of play with each new game.

And the uniquely featured Quantum™ where the player probes the subatomic world trying to capture stray atoms without getting zapped by deadly particles. Using a Trak-Ball™ controller, he guides a "sparkler" over the screen to ensnare particles by drawing a complete

OPERATOR OF THE '80s Arnold Kaye of Westport, CT



A very lavish amusement center, owned and operated by Mr. Arnold Kaye, just opened in the affluent area of Westport, Connecticut. "It's one of the finest arcades in the nation," says Kaye. The exterior of Arnie's Place is covered with chocolate brown high-gloss tiles which give it immediate visibility, even though it's situated on a full two acres of land. On the inside the burgundy carpet is accentuated by a unique assortment of brass fixtures. Even the track lighting, ceiling and planters are brass. In addition to the magnificent track lighting, an eight-foot skylight lends its own impact in keeping Arnie's Place well lit.

"We built the amusement center with a teen-age clientele in mind, and we've found that they are very respectful of the establishment and treat it accordingly. Because of the lavishness of the center, though, we seem to have encouraged more adults. Most of our clients are over twenty-four years of age," Kaye says.

There are fifty video games at Arnie's Place, and each game is ingeniously set back in a booth made of laminated butcher block and oxidized brass. Each player with his game is set apart from his neighbor by the semi-enclosure.

The arcade has a lounge area with seats; however, there is not a food counter. Besides the video games there is an area of foosball and air hockey.



Arnold Kaye is no stranger to the game industry. Before opening his location, he owned Irving Kaye Co., which is now Kaye Industries, a division of U.S. Billiards in Long Island which makes air hockey, foosball, and some video games.

Kaye did encounter some difficulties in acquiring his license for an amusement center in Westport. After twenty-six hours of hearings and enlisting the support of some town officials as well as police chiefs from surrounding areas, the



High Scores

Thank you for the many high scores you all have sent in during the past year. We have had an overwhelming response to the Atari Official High Score Program, but are delighted to keep track of your ever-increasing points! We would like to continue awarding high score certificates in honor of your achievements and, beginning in January of 1983, we will be sending a new Atari Collector pin along with the certificate. If you achieve a record score on an ATARI game, please send your name, age, points scored on which game, arcade location, arcade validation, and phone number on a 3x5 card to Linda Summers, Atari, Inc., 790 Sycamore Drive, Milpitas, CA 95035. Good luck in the upcoming year!

license was granted. It was a major breakthrough for the video industry and created quite a bit of publicity. In fact, it was the first case to be televised in the state of Connecticut.

Kaye's priorities for this establishment focus upon maintaining concerned management, long-term promotions, and the clear image of his arcade as a business. "We put a large investment into our arcade and consider ourselves an institution in the community. We run long-term promotions and work at being an asset to the town." Kaye has held community service functions for the handicapped, Cerebral Palsy and Easter Seals.

"It is very important that people feel comfortable and secure coming into our arcade. Concerned parents have visited Arnie's Place and gone away with a confident feeling about where their children spend their time."

"We have one attendant for every bank of twelve machines as well as people in the change booth. At all times there are five uniformed male attendants inside in addition to three uniformed off-duty police officers to direct traffic."

The sound business practices of Arnold Kaye and his strict policy regarding supervision make Arnie's Place distinctive in the industry.

Promotion for Profit

The new year opens up a particularly satisfying opportunity to express your appreciation of continued player patronage. In this case, you'll want to "ring in the old as well as the new." Send a personal "thank you" card to each member on your mailing list with an enclosed coupon good for free games... perhaps specifying and encouraging play on those newly acquired games for 1983. You might also develop a "buddy system" promotion if you have a membership club which could run the full length of the year. The player credited with bringing in the most new members by the end of 1983 could be awarded with a substantial cash or product award.

The first New Year's resolution on your own list should be to seriously work out a detailed promotional budget, including both the advertising and public relations aspects. The new year often signals the tightening of the proverbial belt, but leave a notch open for "incentivizing" your business... it will pay off in the end. An effective way to spread the word is the distribution of monthly calendars to your player clientele showing all promotional events planned for that period. A standard calendar format could be used for the direct mailing piece... add a touch of artistic design so that a player will want to hang it up on a bedroom wall or locker for ready reference throughout the month. Make sure you post several copies throughout your game room, too.

Commit yourself to promotion for 1983, and just watch the players and profits it will pump through your portals.

The Twelve Days of an Atari Christmas

The first day of Christmas
my true love sent to me
A free token to start off '83.

The second day of Christmas
my true love sent to me
Two new Trak-Ball controllers
and a free token to start off '83.

The third day of Christmas
my true love sent to me
Three Joysticks,

The fourth day of Christmas
my true love sent to me
Four fall-safe shields,

The fifth day of Christmas
my true love sent to me
Five PC Boards. . .
Two new Trak-Ball controllers
and a free token to start off '83.

The sixth day of Christmas
my true love sent to me
Six Dig Dugs™ a-mazing,

The seventh day of Christmas
my true love sent to me
Seven Kangaroos™ a-boxing,

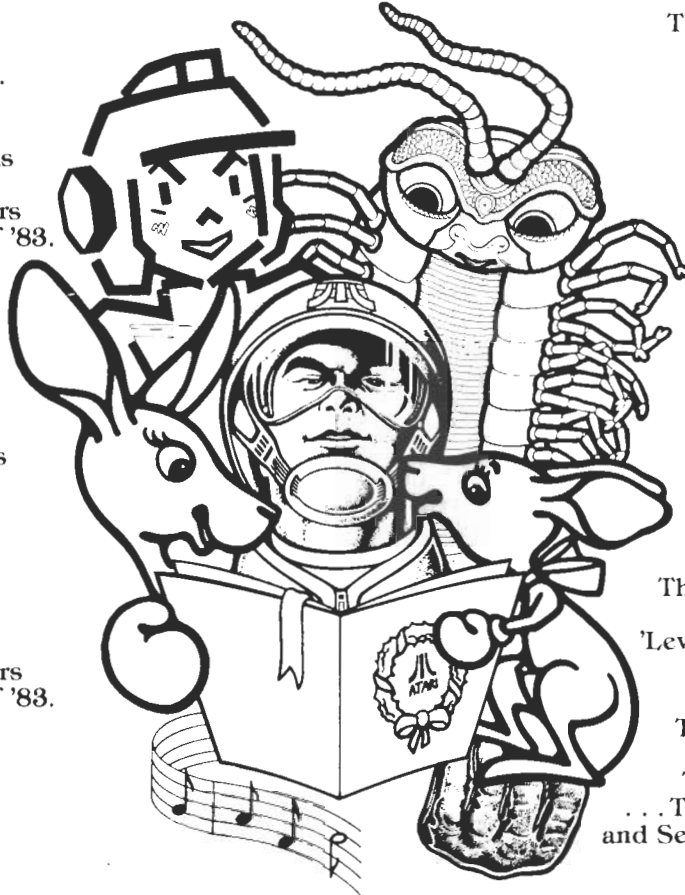
The eighth day of Christmas
my true love sent to me
Eight Gravitars™ a-fueling,

The ninth day of Christmas
my true love sent to me
Nine Quants™ ensnaring,

The tenth day of Christmas
my true love sent to me
Ten Pole Positions™ a-racing,

The eleventh day of Christmas
my true love sent to me
'Leven Liberators™ emancipating,

The twelfth day of Christmas
my true love sent to me
Twelve Millipedes a-creeping
. . . Two new Trak-Ball controllers
and Season's Greetings from Atari.



Coin Connection Staff—Editor: Laura Burgess. Art Director: Brian Balistreri.

*Dig Dug is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. **Kangaroo is manufactured under license from Sun Electronics Corporation.

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