

# Atari Marketing



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ATARI INC., 1265 BORREGAS AVE., SUNNYVALE, CA 94086

## PARACHUTE ACTION WITH SKY DIVER™



Atari presents Sky Diver™, a totally new concept in video games that will amuse first-time players and continue to thrill those who become experts. There is always a challenge to be met. Skill and timing are needed to make a successful jump to maximize the score on this one or two player competitive game.

The action starts as the planes approach the target area. Push the "Jump" button and the jumper begins his fall. As the jumper freefalls, the target value increases and the size of the target area decreases for the ultimate challenge. Before it's too late, pull the ripcord! When the parachute opens, the jumper floats safely to the ground as players guide the direction left or right toward the target. If the chute is not pulled in time, the jumper will crash and an ambulance arrives to take the unlucky jumper away.

Even accomplished Sky Divers will be challenged. The wind direction indicated by a wind sock near the target becomes another element to consider in planning each jump. Timing and control become more difficult as the score gets higher and the planes fly lower over the target area to gradually increase the skill needed for a successful jump. A spectacular bonus SKY DIVER spellout feature is included to double the score possibilities. When the "Jump" button is pressed, a letter flashes on the screen. If the jump is successful, the letter stays lit. When all letters of SKY DIVER are lit, it doubles the target score, and a musical fanfare lets everybody know.

Operators can adjust Sky Diver for 3, 4, 5, or 6 misses per game. Optional extended play can award a replay to skillful jumpers who achieve the pre-set score.

Sky Diver's authentic ripcord controls, realistic animation, new sound effects including musical tunes, and the added spellout bonus assures a unique game that will provide hours of adventure for players. Sky Diver will be arriving soon at Atari distributors' showrooms. Don't miss this exciting new game.

## DOUBLE YOUR PROFITS

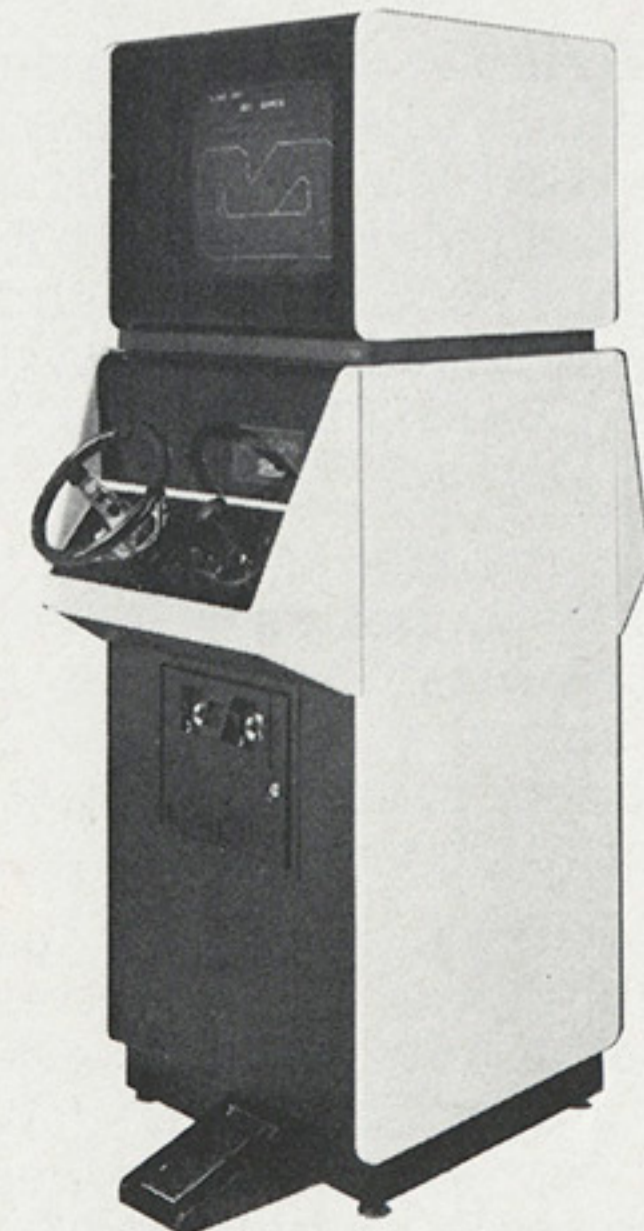
Atari's 2 Game Module™ is now available, expanding the market with new profit opportunities and even more fun for game players. The revolutionary concept of the 2 Game Module offers two different game combinations: In one model, the popular Super Bug driving game and the new profit-maker, Avalanche™ are together; the other model has the classic winner, Breakout™, back to back with the racing excitement of Sprint 1™. All these games have exceptionally high player appeal and profit power.

The 2 Game Module has a unique space-saving cabinet design with a contemporary appearance which adds to its installation and location versatility. In an area less than 6½ sq. ft. it can double the revenues of a single cabinet game in the same amount of floor space. The 2 Game Module is ideally suited for a wide variety of locations from the most sophisticated restaurant or lobby to the game room environment. It can literally be placed anywhere to appeal to a completely new group of potential players.

To determine the marketability of the product, a test unit has been exhibited at industry and location trade shows as well as on location. "The games that have been built into the 2 Game Module and this new concept have been thoroughly tested and met with high demand and favorable encouragement by operators and location representatives," acknowledges Frank Ballouz, Atari's National Sales Manager.

Both models of the 2 Game Module include Atari's exclusive self-test system for on-the-spot checking. Easy access to components, durable construction and reliable pre-tested solid state electronics assure longer trouble-free operation in any location.

Be one of the first to take advantage of this revolutionary opportunity by contacting your Atari distributor now. Or contact Atari Marketing at (408) 745-2500 for referral.



## SKY DIVER™ POSTER AVAILABLE



An exciting Sky Diver™ action photo highlights this new poster available from Atari. The thrilling action of the game is depicted by a full color photo of a formation of jumpers defying the skies. The poster will soon be placed in each new game. If you did not receive one with your game and would like one, please write to the Atari Coin Connection.

## GAMES AT A SCHOOL CARNIVAL



Todd Erickson, an innovative operator in St. Paul, Minnesota, recently donated the use of three Atari games for a carnival at Adams Elementary School. Enthusiastic and eager players were lined up all day to play the Super Bug, Starship 1™, and Sprint 2™ games.

Erickson realizes that donating the use of games is not only beneficial to the community, but also to the operator and the industry. It is a valuable opportunity to attract many new potential players.

"I would like to see other operators making similar efforts to strengthen public relations with their community," states Erickson. "It is an excellent way to build business and promote the coin-op industry."

## MANDI & MIDDLE EARTH™ GO OVER 140 HOURS

Mandi Martin, record producer and songwriter, played Atari's Middle Earth™ pinball game for 140 hours and 32 minutes. She passed the previous world record of 138 hours on Saturday, July 1, in Los Angeles at the University of Sound Arts. Her high score during the marathon was over 321,400 points.

There was extensive news coverage of the six day marathon on radio and television as well as national newspaper reports on her success. The strict rules enforced by the famous Guinness organization were followed. Witnesses and a notarized log documenting Mandi's hours of play are being submitted for inclusion as the official world record.

Mandi, a long-time pinball enthusiast, said, "The Middle Earth game was a superb game to use in achieving this record. It provided exciting play action throughout the event." Mandi mentioned that after the record-breaking marathon and about 12 hours of sleep, she returned to play for a couple of hours the next day. "After playing Middle Earth for so many hours, I find that I really prefer Atari's wide playfield," Mandi reported. "The other games almost seem too small now," she added.

Frank Ballouz, Atari's National Sales Manager, was there for the record breaking moment and reported that Mandi was in good spirits. "She was all smiles and seemed to be thoroughly enjoying the game even after six days of continual play," he said. "Atari is pleased that she selected Middle Earth as the game for her record breaking achievement."



Frank Ballouz encourages Mandi to keep playing through the record breaking hour.

### JUNE 22, 1978

HAPPY BIRTHDAY! Atari is 6 years old. We want to thank all the Atari distributors, operators, and other supporting members of our family for helping us reach the happy and healthy age of 6 years.

## ATARI TO NEW INTERNATIONAL MARKET

Leisure & Allied Industries has been appointed as Atari's exclusive distributor for the Southeast Asian area with the exception of the Philippines. Headquartered in Perth, West Australia, Leisure & Allied is the largest distributor of coin-operated equipment in the country. They have their own production capabilities, complete service, and a network of branch offices throughout the country.

Leisure & Allied maintains superior relations with their customers. Service seminars are conducted on a regular basis, and Atari technicians visit their offices once or twice a year to lead service schools. A publication is distributed monthly to keep local operators informed of industry news.

"Excellent support for Atari products has been demonstrated by Leisure & Allied in their market. We are confident that they will provide the same superior representation for Atari in Southeast Asia," commented Sue Elliott, International Administrator at Atari. Their close proximity to their new market area, along with the outstanding services they provide makes the Australian firm highly qualified to support Atari product sales in Southeast Asia.

## PR FOR FUN AND PROFIT

Public Relations (PR) is more than giving to charity, sponsoring a local softball team, or inviting a science class to learn how a pinball game works. PR is developing a good reputation and rapport in your community. It is a very effective way to promote your business overall.

Contributing to your community and customers is part of PR. Another important part is getting recognition for doing these things. Positive publicity is one of the tools to get this recognition.

Have you ever sent a press release to the local community newspaper?

If you do something special, like have a party for a charity fund raising, or donate a used game to a religious or social organization, etc., it's NEWS. Take pictures (black and white are best), write the story, and send it to the local papers. Or call to notify the papers ahead of time; they may send a reporter.

Games in a new location is NEWS also. Send an announcement with pictures to the local press. Media coverage helps to bring new customers to any location.

Smaller community newspapers are often looking for fun stories to interest their readers. PR with games is fun and the public should know about it. Try sending press releases and talking to the editors. You deserve recognition for your PR efforts.

## ATARI SERVICE SCHOOL SCHEDULE

Fred McCord, Field Service Manager, has been busily arranging more Atari Service Schools around the country. If you are interested in attending, contact your local distributor to confirm details.

The following schools are now scheduled:

Aug. 1 & 2	Rowe, Kansas City
Aug. 3 & 4	Rowe, Denver
Aug. 14	Struve, Great Falls, Montana (at Montana Operator's Meeting)
Aug. 14 & 15	Central Omaha, Nebraska
Aug. 16	Struve, Salt Lake City
Aug. 17 & 18	Pioneer Sales Menomonee Falls, Wisconsin
Wk. of Aug. 28	Rowe & Robert Jones, Syracuse, NY Rowe & Robert Jones, Dedham, MA
Sept. 11 & 12	Brady Dist. Raleigh,
Sept. 13 & 14	Brady Dist. Charlotte, NC

## LOCATION PUBLICITY

"The hottest item in convenience stores in the Southwestern Virginia Piedmont is a five-minute game of pinball." This is the introduction to a terrific article in the June 15th issue of Convenience Store News. It goes on to say, "Now, it is a well respected, legal money-maker for large convenience store chains such as 7-11, Hop-In and 7 Days Foodline."

The article also describes the profit potentials and how the operator-location arrangement can work. It might be an excellent article for an operator to use when trying to obtain a new convenience store location. If you would like a copy, write to the Coin Connection.

## TECHNICAL TIP

### Avalanche™

**Symptom:** When the paddle gets small, it won't go far enough to the right.

**Solution:** Replace the Resistor (R25) on the PCB changing it from 110 K ohm to 150 K ohm.

### TEC Monitor

**Symptom:** Monitor picture is blank, fuse is blown and when replaced, it blows instantly (no High Voltage).

**Solution:** Capacitor (C416) may be shorted. Replace this capacitor (C416) .0033 MF (microfarad) with 1.5 K V (voltage rating). Then replace the blown fuse.

## PROMOTION IDEA: HANDBILLS & WOODEN QUARTERS

Charles O. Mathias, operator of Flipper O'Farrell's game center in Harrisonburg, VA, sent this promotion idea to the Coin Connection.

Mr. Mathias has designed an intriguing handbill (5½" x 8½") which he frequently puts on windshields of cars in school parking lots. He reports that it has been most effective and "There's no cheaper way of advertising." These could also be distributed at nearby movie theaters, discos, or other social gathering places.

Flipper O'Farrell's also has unique "Wooden Quarters" that can be redeemed for a free game at the center. Mathias said, "We give them out through schools, record shops, fast food restaurants, etc. They can be color coded to show where the customers received them. As you know, nobody can stop playing after one free game." These "Wooden Quarters" are inexpensive and quite clever. They are an attention-getter that will bring players to the location.

These are excellent ideas that can work for many different types of locations where games can be played. Thank you, Charles Mathias, for sharing your ideas.

## RESTAURANT LOCATIONS TO GROW

Atari's recent showing at the National Restaurant Show stimulated much new location interest in coin-operated games. Atari representatives spoke with hundreds of interested people who requested further information on games for their food service locations. These leads are being referred to Atari distributors to be passed on to local operators.

"Atari's attendance at the NRA is part of our overall marketing objective to stimulate expansion of the game market," commented Frank Ballouz, Atari's National Sales Manager. "The response from this show was exceptionally promising to help meet these objectives."

The current growth of the food service industry is one indicator of the new potential locations for coin-operated games. According to Institutions Magazine, there are approximately 416,000 commercial food service locations in the United States, and this number is expected to increase by 20,000 over the next two years. The National Restaurant Association and a 1977 study by Arthur D. Little both project an annual sales growth of 11% in the food service industry. This is attributed to new location growth and to a substantial increase in consumer away-from-home meals.

Avalanche™, Sprint 1™, Starship 1™, Sky Raider™ and Tournament Table™ were among the currently popular video games on display at the show. Atari's pinball games, Middle Earth™, Airborne Avenger™, and The Atarians™ also attracted much atten-

tion. The new 2 Game Module™ was of special interest for those locations that are restricted by space availability. Two new game design concepts were presented at the show: The Wall Unit, which is another space saving game format, and a prototype Game Booth, now being developed primarily for food service locations, were on display to obtain reactions from restaurant representatives.

(Continued on Page 4)



## AVALANCHE™: THE PLAYER'S VIEW



"This looks easy enough," as the player first approaches the game. "Rumble, rumble... blip, blip" as the rocks are caught when they begin to fall. "Lost a paddle!" "They're falling faster!" The knob turns faster and faster to keep up with the falling avalanche. Smaller rocks are starting to fall. "Ping, ping, ping" as they are caught, then "Bzzzzzz" -- missed. Ready, push "Serve" to try for more.

The ultimate goal is to catch all of the rocks on the six rows. "It only takes four or five tries to get that far." But watch out, it starts again -- this time with even fewer paddles. "Gotta break 1,000!" That takes a few more tries. Then clear the screen again.

Avalanche is an intriguing challenge. "Keep going for more." "The high score is over 2500, try for that." As the player develops some expertise, the drive for achieving even higher scores builds. The Avalanche enthusiast becomes a dedicated player who is eager to play again and again.

NRA Show (Continued)

The high interest in games expressed at the NRA show is part of a popular trend in the industry to emphasize entertainment in restaurants. This is a key indicator that operators should contact more restaurants for possible new game locations.

## CANADA GRAND OPENING

J.E. Weatherhead Distributors, Ltd. held their grand opening party in Burnaby, British Columbia, on June 23. About 85 operators and manufacturer representatives attended the afternoon cocktail party in honor of Jim Weatherhead and his new Canadian distributing business.

Everyone enjoyed the festive occasion at the new, modern offices. Cocktails and hors d'oeuvres were served and the latest games were on display. Atari's new Fire Truck™ video and Middle Earth™ pinball games attracted much attention. Fred McCord, Lenore Sayers and Frank Ballouz were present representing Atari.

"We are pleased to have J.E. Weatherhead as our distributor in Western Canada," said Frank Ballouz. "Jim Weatherhead has shown excellent support for Atari and his operators in the first months of business. The opening was a tremendous success and we wish him the best in the future," he added.

## WE DONATED

An Atari game and three hours of unlimited play for 10 kids "of any age" in the Atari game room were donated to the local public television station, KQED. These items were extremely popular at their annual fund raising auction. In addition to being excellent for community relations, Atari received recognition for the gifts on public television and in the local newspapers.

Public education TV auctions are popular events in most cities. You should consider supporting these events and obtaining the positive publicity from them.

## BOWLING & GAMES

Atari's latest video and pinball games were on display at the Bowling Proprietor's trade show June 26-28. Fire Truck™, Sky Diver™, Avalanche™ and Sprint 4™ video games, together with the spectacular Middle Earth™ pinball attracted much attention at the exhibit.

The growth of new bowling recreation centers was evident as proprietors of new locations expressed interest in the profit opportunities of coin games. Also many bowling center owners were enthusiastic about the concept of special tie-in promotions between the games and bowling. Game operators in bowling centers should discuss this idea further with the location management and use more promotion to help maximize collections.

Bowling centers are one of the better game locations. "Speaking with the bowling proprietors at the show, we learned that many of the locations are interested in having more games and promoting them," reported Don Osborne, Western Regional Sales Manager for Atari. "The new growth in popularity of bowling as a sport, and the trend for bowling centers to expand their recreation services, indicates even more strong potential growth for games in these locations," he added. Leads obtained at the BPAA will be referred to local Atari distributors.




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