

SUPER BREAKOUT™ HAS MORE



Breakout™ enthusiasts everywhere now have three new ways to test their skills at chipping away the brick wall with Super Breakout™. Players can select Double Breakout™, Progressive Breakout™ or Cavity Breakout™ on this new video challenge from Atari. Each of the three games in this unit provides a new and different strategy to one of the most popular player games ever.

Double Breakout gives players the added challenge of two balls in action at one time and two paddles. While the two balls are in play all scores are doubled to make the competition even more intense.

Progressive Breakout gives the player an opportunity to break through multiple walls that are continuously advancing toward the paddle. Speed and strategy become important play features on this version as the progression of the walls gets faster as the score goes up.

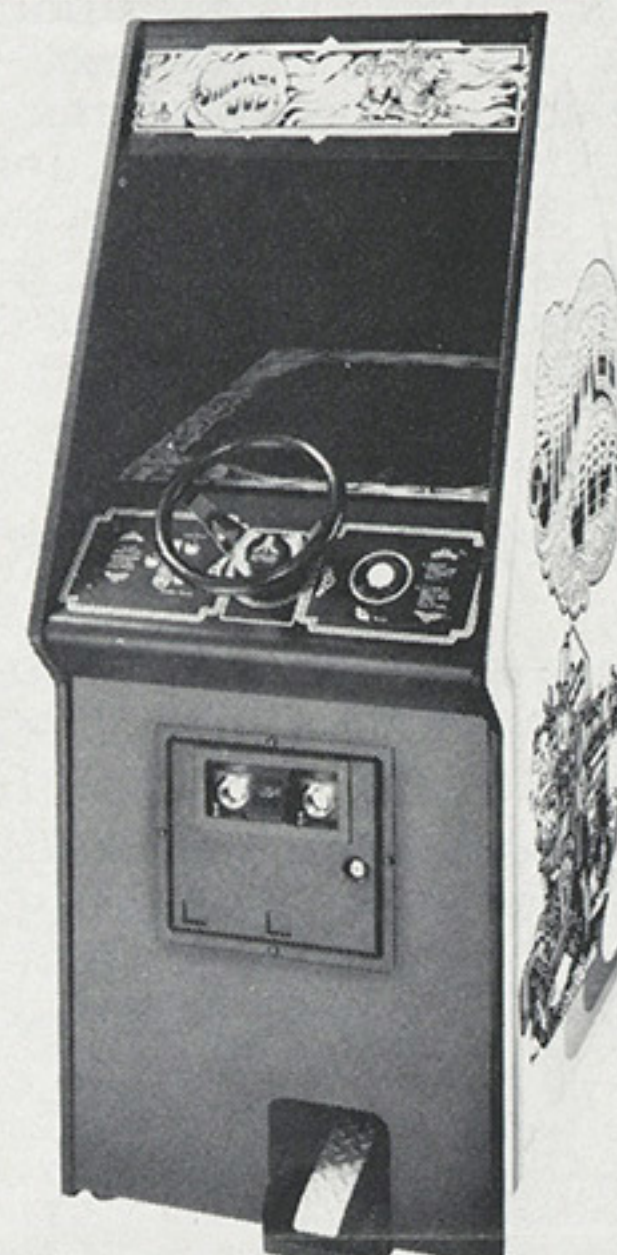
In Cavity Breakout there are two captured balls within the wall of bricks that go into action when the bricks around them are knocked out. Once released the second and third ball can be kept in play to double or triple the score of each brick hit.

Each of the three games gives players a new Breakout experience with the same favored skill challenges and determination to reach the objective. Super Breakout is a combination of all the superior features of the all-time favorite with opportunities for higher score, faster action, and a choice of different game play. With all of these added benefits this game is certain to show superior collections.

Super Breakout offers all the Atari options on game time, coinage, language and bonus play at different score levels. The built-in self test system can help to maximize its earning potential by allowing quick service diagnostics and troubleshooting on location.

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RACE TO THE FIRE WITH SMOKEY JOE™



Smokey Joe™ has the same action packed driving thrills of Fire Truck™ in a new smaller one-player version. Adding even more versatility for location placement, Smokey Joe™ has all of the player attractions. The hook and ladder fire truck races through city streets with the siren blasting as the player hits top speeds around the corners, avoiding parked cars and other obstacles along the way.

The player can choose to drive the cab or the trailer, similar to Fire Truck, and the computer takes over as

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VIDEO TEST FIXTURE AVAILABLE NOW



Atari's Computer Test Fixture, CTF-1, is a complete testing system for video game printed circuit boards. This is a self-contained benchtop unit designed to simulate field use of the games in a test environment. CTF-1 is the test unit that is used by factory technicians to troubleshoot all video PCBs. Field service technicians can now order this complete unit through Atari distributors.

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PINBALL, DOCTORS AND CHARITY

The National Pinball Wizard News, a pinball player and collectors publication, sponsored a contest for the best pinball story in various classifications (being editor of this newsletter I had an unfair advantage, so I decided to write the story for charity). With the permission of Peter Bilarczyk, Publisher and Editor of the Pinball Wizard News, the prize-winning story follows.

SURGEONS PLAY POST-OP PINBALL

The 13 staff surgeons at the National Heart Institute at the Clinical Center of the National Institute of Health, Bethesda, Maryland, typically end their busy days in the operating rooms with a friendly game of pinball in the office of Dr. Andrew G. Morrow at the hospital.



Dr. Morrow, Chief, Clinic of Surgery, received Gottlieb's Gaucho 4 player (1963) pinball game as an appreciation gift from the residents completing training under him in 1974. He placed the game in his inner office primarily for the use of the physicians on the Heart Institute staff. The type of surgery these doctors perform is usually long and tedious; the game is an excellent tension reliever for them. Dr. Morrow said, "We play the game for rest and relaxation after those long, hard days in surgery."

The medical staff also holds pinball tournaments three to four times a year. They set up a standard tournament grid, in the first rounds trying to match physician players of similar skill levels. The winners of 3 out of 5 games move to the next level challenge. The competition is friendly and adds a little extra fun and after-hours novelty to these doctors' busy days. Dr. Mark Hochberg is the current champion from the last tournament held.

A hospital computer engineer, Dr. Kenneth Kempner, maintains the game for Dr. Morrow and the staff. "His father is a game distributor in the New York area," reported Dr. Morrow. "Dr. Kempner worked for his father repairing games when he was younger and now he takes care of our game, as well as the computers we use in surgery at the hospital".

The pinball game is a much appreciated gift. There is a plate on the game recognizing the residents who

gave Gaucho to Dr. Morrow. As the hard working physicians shoot the steel ball and flip it into action, they enjoy the pinball experience and thank the residents of '74 for their gift to Dr. Morrow.

Pinball and video games seem to have superb therapeutic value to relieve tension brought on by the pressures of the professional world. More and more doctors, lawyers and business people are seen playing the games after a hard day at work. The steel ball and video action help to alleviate the worries of the real world for a few moments of pleasure in a challenging game.

The \$100 reward given by the National Pinball Association for this story is to be donated to the American Heart Association on behalf of Atari and Dr. Andrew G. Morrow.

Editor's Note: I want to thank Dr. Morrow and his staff for making this story real and sharing it with our industry. Also thanks to the Pinball Wizard News for giving me the opportunity to write it for a worthwhile cause, the American Heart Association.

OPERATORS TELL US ABOUT PROMOTION

Atari's Marketing Services Department conducted a survey earlier in the year in which over 300 operators were asked about promotion of their businesses. Almost half of the operators in the survey had some type of player promotion in the first three months of 1978. Most of these promotions were player tournaments or prizes for high scores on games. About 12% of the operators in the survey had advertised in local newspapers or other media.

The majority (70%) of operators in the sample felt that promotion and advertising were effective to increase collections.

The operators in the sample represent all sizes of routes and have games in all types of locations. There were some indications that more large operators have promotions than smaller ones. However, the effectiveness of promotions was the same for both large and small operators. Because of these findings it seems that more operators should consider the use of promotion to help increase collections.

Atari's operator surveys will be sent out two times a year from now on. To those of you who receive them, we appreciate your response. Atari learns much about operators and the coin-op business that helps us to continue to manufacture better games. We will feature some of these findings from time to time for your interest. Thank you again... Marketing Services.

TECHNICAL TIP

MIDDLE EARTH™

Symptom: Flippers sticking on Middle Earth™ game.

Solution: An update switch kit is now available from Atari distributors (at no charge for those who purchased the games) to alleviate this problem. Included in the kit is a set of heavy-duty open leaf switches, two .47 microfarad capacitors 100 V, and a hardware package including screws and back up plates to mount the switches. Instructions on how to install the switches are included in the kit.

FIRE TRUCK™

Symptom: Screeching sound in attract mode.

Solution: Tie A-6 Pin 8 to a 1 K Pull up resistor.

PROMOTION IDEA: HIGH SCORE MARATHON

This could be a one day or a one week promotion. Select three to five games in the location for the high score event. The winner is the player whose high scores on each of the games adds to the most total points for all the games.

Cards can be made up for the players to enter. Include the names of the games and a space for the scores on each with a total line (see example). An employee at the location should verify each score with an initial to make it fair. The player's name and phone number should be included on the card so the event can be extended over time and winners can be contacted.

You can give a prize to the highest total. A prize could also be given for a match number, that is, if the last 2 or 3 digits of the score match a 'mystery' number that is selected at random and not revealed until the end of the event. This gives less skillful players a chance to win and will encourage more participation.

ATARI SCORE-A-THON	
Player Name _____	Phone # _____
Player's High Score	
1. Middle Earth™	+ _____
2. Avalanche™	+ _____
3. Sky Diver™	+ _____
TOTAL	

Example Score Card

COIN CONNECTION CROSSWORD CONTEST

Complete the Coin Connection Crossword puzzle correctly and you can win the following:


- 1-1st prize Atari's Home Video Computer System
- 1-2nd prize Atari's Home Video Pinball game
- 5-3rd prizes Atari Windbreaker
- 25-4th prizes Atari's leather and brass belt buckles
- 30-5th prizes Atari jumbo no-nonsense pens

Winners will be selected from the correct answers to the crossword puzzle and the closest answers on the tie breaker questions. In case there is still a tie the winners will be selected by the earliest postmark date.

All entries must be received by September 20th. Correct answers and winners will be announced in the October issue of Coin Connection (Atari employees and their families are not eligible).

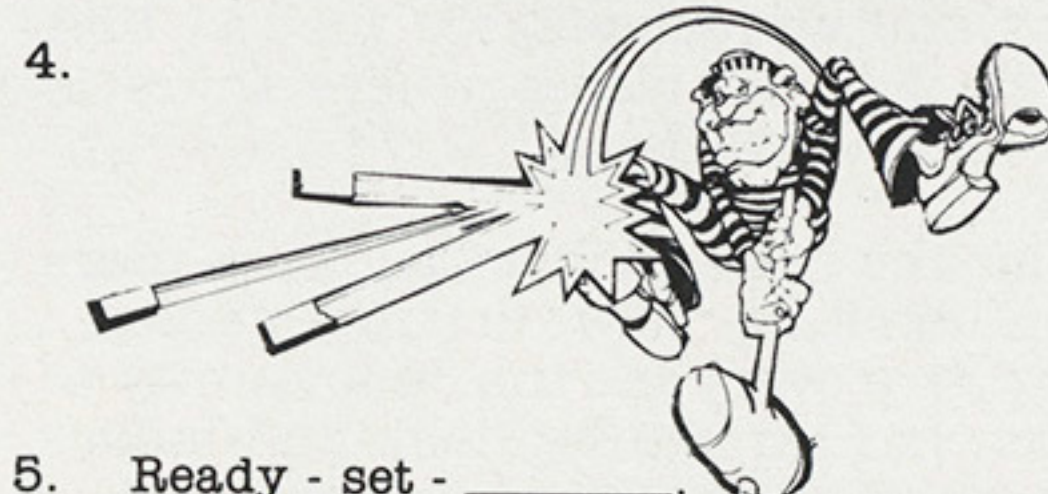
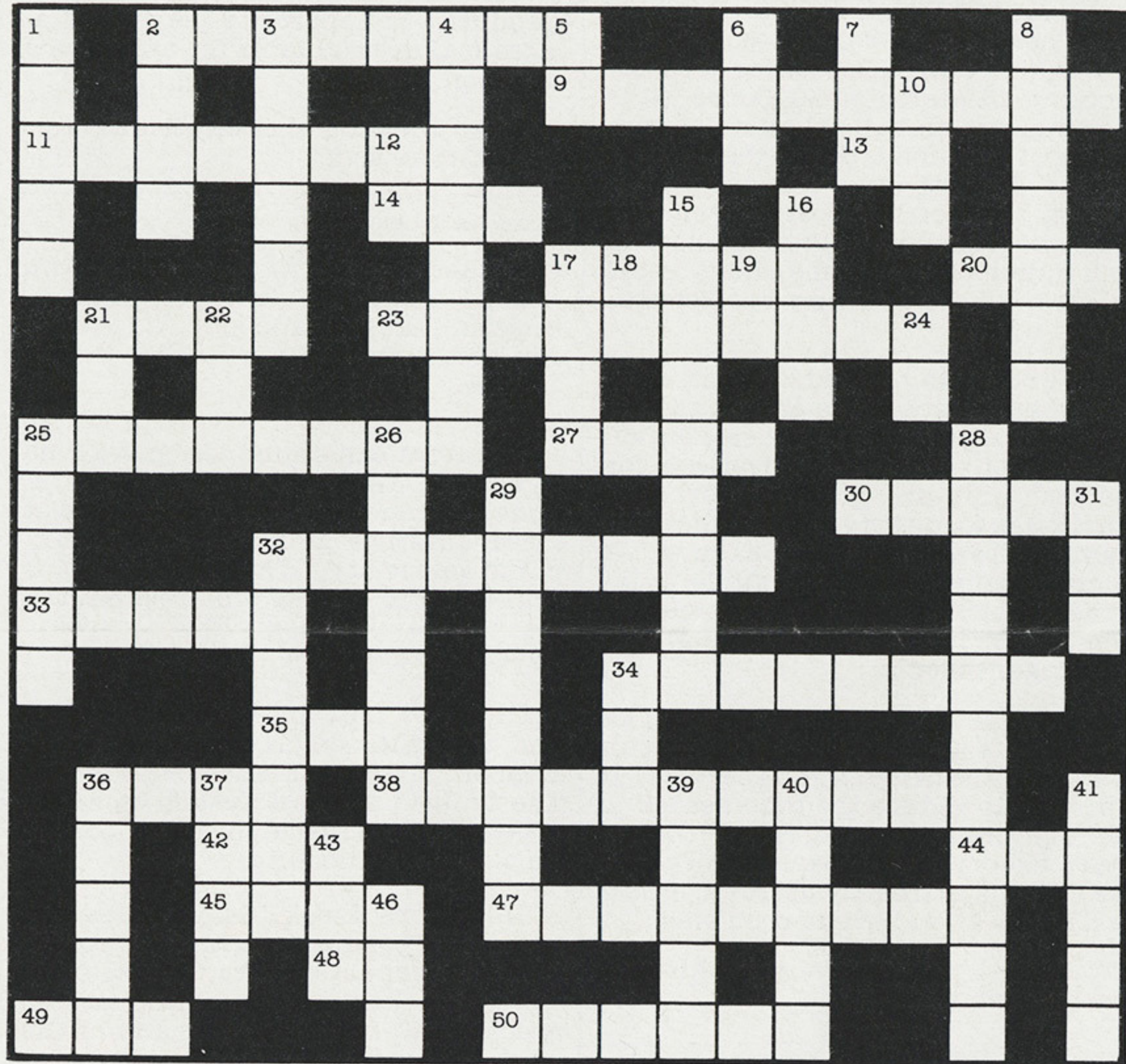
ACROSS



2. 
9. Atari customer service will help you alleviate this.
11. The captured ball highlights the action on _____ Avenger.
13. Self (new Atari pinball abbreviation).
14. If a player does this to a pinball he may tilt it.
17. Parachute thrills for 1 or 2 in SKY _____.
20. Players like the Special - When _____.
21. The one on Atari's coin door is a recessed wicket-type to minimize tampering.
23. The cocktail table with more games for the players to choose.
25. Activate this with the switch inside the coin door for troubleshooting.
27. The objective.
30. Atari's cashboxes are filled with them.
32. First cooperative 1 or 2 player driving game.
33. The player's opponent.
34. Atari's Customer Service toll-free numbers are called _____.
36. Atari's thrilling space adventure STAR _____.
38. This unit has 2 games in the space for one.
42. Players always try these games.
44. The spectacular designs that give Atari's games even more appeal.
45. One of the player's favorite pinball targets.
47. Pilot a combat jet in this game.
48. No Charge (abbrev.).
49. Where free games are not allowed Atari pinballs can be converted to _____ - A - Ball.
50. Number of different games included in 23 across.

DOWN

1. #1 coin-op game manufacturer
2. Confident
3. What Atari games make more of



4. _____
5. Ready - set - _____.
6. One player can race to the fire on Smokey _____.
7. The new portable test unit _____ RAM Tester.
8. Call (800) 538-1611 (West) or (800) 631-5374 (East) for help on this.
10. Fire truck color.
12. State where Atari's eastern office is (abbrev.).
15. Catch the falling rocks in this game.
16. The kind of games players try to win.
17. _____ Race.
18. The coins go _____ the cashbox.
19. Printer's measure.
21. View the game.
22. When the coin or back door is opened on Atari games the safety interlock switch does this to the game.
24. Important part of video games.
25. Players try to get this.
26. Double racing excitement with selectable tracks.
28. New pinball with double playfield action.
29. This game introduced Atari's Wide Body.
31. Atari playfield is _____ inches wider.
32. Another name for pinball.
34. First word in 29 down (article).
36. Atari introduced a unique attraction to their pinball games with this feature.
37. The first eight-player game by Atari, also made for 4 players.
39. Ethical.

40. Night Driver, Superbug, Sprint 1 and Smokey Joe have this in common.
41. Begin the game.
43. What a successful player did (past tense).
46. This makes electronic games work (abbrev.).

TIE BREAKER QUESTIONS

1. How many rocks are on the screen at the beginning of the Avalanche game?
2. How many teeth does the monster on the backglass of Middle Earth have?
3. How many targets fill the Canyon in Canyon Bomber?

Name _____

Company Name _____

Address _____

City, State, Zip Code _____

Phone: Area Code () _____

Type Business: Game distributor
 Street location operator
 Arcade operator Game location
 Amusement park operator
 Service Other — Please specify: _____

Mail to: Coin Connection Contest
 Atari, Inc.
 1265 Borregas Ave.
 Sunnyvale, CA 94086

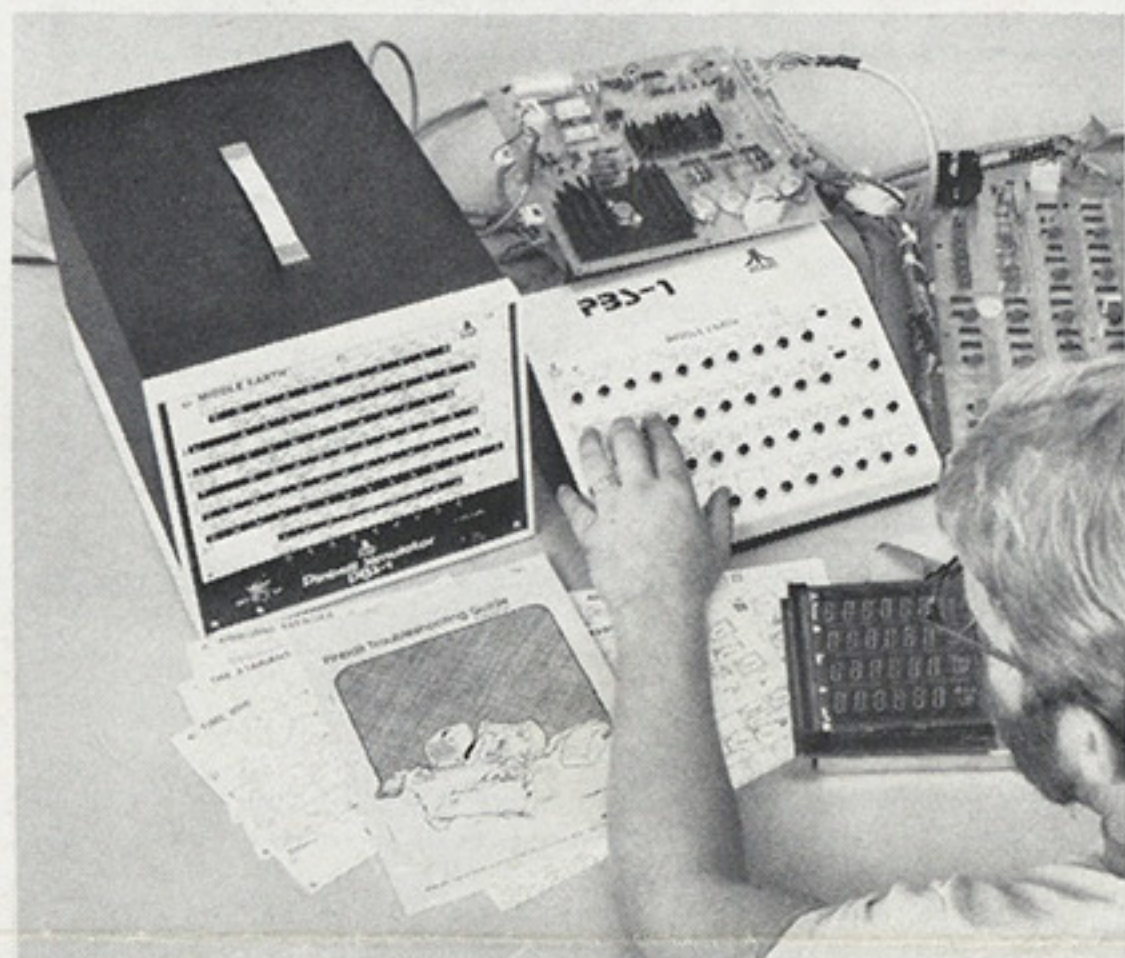
TEST PINBALLS WITH PBS-1

The new Pinball Test System, PBS-1, is a valuable service tool for troubleshooting all Atari pinball games. It is a complete pinball simulator consisting of two small, bench-top units, a Display Cabinet and a Selector Switch Cabinet. All of the boards from the game are attached to these units and each function of the game can be tested by pushing a button on the Selector Switch unit.

The PBS-1 can be used to check all of the switches, solenoids and lamp outputs as well as for proper scoring on each target. Cardboard overlays for the test unit are provided for each Atari game to identify the switches and readings from the display cabinet. A complete troubleshooting guide is included which gives the technician a step-by-step flow chart to assist in pinpointing problems.

Using the PBS-1 will allow service technicians to test all of the circuit boards on the game simultaneously. It will help to reduce the time needed to identify problems and repair them. Atari factory technicians report that the PBS-1 is extremely useful to quickly identify and alleviate problems.

The PBS-1 is now available through Atari distributors.



Super Breakout (Continued)

Three games in one and the best of Breakout attraction makes Super Breakout a spectacular, high earning product. Its appeal to players of all ages makes it suitable for any type of location.

Super Breakout can be seen at Atari distributors soon.

Smokey Joe (Continued)

the alternate driving partner. An "easy" or "hard" track can also be selected. Crashes and skids add to the fun as the firetruck winds its way to the fire.

Operators can adjust the game time to 60, 90, 120 or 150 seconds. Optional extended play can be awarded at three different skill levels for maximum versatility. When bonus level is achieved the screen will reverse the black and white images so the player is certain to notice.

There are four different coin modes and the video display can be set for English, Spanish, French or German. The built-in self-test system is easily accessible just inside the coin door for quick troubleshooting.

"Like Fire Truck, Smokey Joe has proven its popularity with high collections," reported Frank Ballouz. "Because Smokey Joe requires less space it can be placed in many of the smaller game centers and street locations and attract players just as Fire Truck does in places where there is more space available."

Smokey Joe and Fire Truck are more than exciting new driving games. They give everyone the opportunity to drive that intriguing hook-and-ladder fire truck and race to the fire.

Smokey Joe can now be seen at all Atari distributors showrooms. Don't miss the thrill of seeing the players of all ages who will try to be the best fireman in the area.

Text Fixture (Continued)

The CTF-1 can be used to test Atari video games, from the first Pong® to Sky Diver™ (all except Indy 800 and Indy 4) and on future video games. It is designed to operate using a standard electrical outlet (115V AC 60hz; 50hz outside U.S.). It can be used as an aid to quickly pinpoint circuit board problems.

The unit includes a 12" monitor, 8 amp DC power supply, a 50 amp DC power supply and two 2 amp AC supplies. A complete set of controls on the front panel can simulate all game play functions such as steering, gear shifts, paddle movement, coin deposits, ball serves, etc., depending on the board being tested.

Included with the CTF-1 unit is a Fluke model 8000A digital volt meter mounted in the front panel. It also comes with a two foot interface cable which connects the test PCB to the fixture. Other expansion modules are available for the CTF-1 to make it even more versatile.

Atari's Computer Test Fixture can be used to expand any service facility to insure quick troubleshooting on all video games. Blank connecting plugs can be adapted for the CTF-1 to test many games by manufacturers as well. It can significantly minimize down time and insure faster servicing of games.

WHAT IF

GAMES WERE PLACED IN TRAINS.

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