

# coin-op



ATARI INC., 1265 BORREGAS AVE., SUNNYVALE, CA 94086  
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## It's the Atari Ballgame

FOOTBALL, BASEBALL and BASKETBALL, the games for all seasons, have now become a part of one of the biggest revolutions in coin-operated entertainment. The Atari Sports™ phenomenon is bringing players to the action, and action to the players. The first three entrants to the exciting Atari Sports product line have initiated enthusiastic player responses everywhere. ATARI FOOTBALL™, ATARI BASEBALL™, and ATARI BASKETBALL™ with proven popularity and profits have the Atari Sports action games among the best in industry history.

The TRAK BALL™ makes the difference. Player interaction, physical involvement, and direct competition are at a maximum with this ultimate control device and how it interfaces with the play action.

Atari Sports highlight realistic game play features and maximum control. In each sport simulated, the player is given the opportunity for a true test of skill and strategy in their favorite game.

The Season never ends with  
**ATARI SPORTS™**  
Football, Basketball, Baseball

## An Unusual Spot for Hercules™

In Baltimore County, Maryland, enthusiastic game players are heading to JR's, a pizza and submarine sandwich shop, to challenge the world's largest pinball game, HERCULES™. The small game room in the back of the food service area is an unlikely spot to find the giant game; however, "Hercules is certainly drawing new customers to the location," reported Marcia Reed, the

## Hercules™ Cards Available

Limited quantities of the colorful HERCULES™ postcards are available upon request. These 3½ × 5½ cards have an artistic color presentation of the giant game on the front and the message, "Hercules, The World's Largest Pinball Game from Atari" on the back. The cards can be mailed to notify the local media where the game is located by adding a note to the printed message. They can also be posted in location windows or bulletin boards.

If you would like some of the HERCULES postcards, write to Carol Kantor, Editor, Coin Connection, Atari, Inc., P.O. Box 9027, Sunnyvale, CA 94086 or call (408) 745-2501.



operator. "The game collections have been extremely good. Both HERCULES and the SUPERMAN\* pinball have been earning substantially higher than average at JR's Shop," she added.

The success of HERCULES in this small street location emphasizes the drawing power of the unique game. Marcia and Rod Reed, Romar, Inc., the operators, have been pleased by the response to the game. They have initiated excellent publicity for the game and the location. This includes an article in Baltimore Magazine for next month's issue and a segment on the Evening Magazine TV show. The exposure from their PR efforts will surely bring even more curious customers to try out "the world's largest pinball game" and most likely, they will stay for a meal.



Marcia Reed poses with the SUPERMAN\* and HERCULES games at JR's Sub Shop in Baltimore, MD.

\*SUPERMAN is a trademark and © of DC Comics Inc. 1979.

## PROMOTION IDEA

## The Wide World of Atari Sports

Invite the local youth baseball teams to participate in a special ATARI BASEBALL™ competition. Teams can compete against each other. Each player should bat and pitch one inning for their team. The number of members on the teams determines the number of innings. At the end of the game, the high scoring teams wins a prize.

Tickets to a professional baseball game make an ideal prize for this type competition. Possibly a local radio station would co-sponsor the event and a sportscaster could be on hand to report on the action.

Another option would be to use the event as a competition to "earn" sponsorship by the location. New uniforms with the location name is an excellent prize as well as being a good advertising medium. It also shows community support for the youth.

## Atari Service Schools

Atari's Field Service has scheduled the following service schools for the summer months.

These service schools will cover both video and pinball games.

<u>JULY 1979</u>	<u>CITY</u>	<u>DISTRIBUTOR</u>
16-17	New Orleans, LA	New Orleans Novelty
19-20	Shreveport, LA	S & H Distributing
23-24	Houston, TX	H.A. Franz
26-27	San Antonio, TX	Allcoin Equipment
30-31	Phoenix, AZ	Rowe International
<u>AUGUST 1979</u>		
2-3	Los Angeles, CA	C.A. Robinson
6-7	Chicago, IL	Empire Distributing
9-10	Grand Rapids, MI	Empire Distributing
13-14	Indianapolis, IN	Empire Distributing
16-17	Green Bay, WI	Empire Distributing
20-21	Dayton, OH	Monroe Distributing
23-24	Baltimore, MD	Banner Specialty
27-28	Louisville, KY	Kentucky Coin
29-30	Pittsburgh, PA	Banner Specialty

**TECHNICAL TIP**

**Hercules™**

Due to the types of components used on this game, there is a vibration in excess of that found on a standard pinball machine.

Therefore, a regularly scheduled preventive maintenance routine is required. Every two or three weeks, all playfield components should be checked. Particular attention should be given to areas subject to direct hits from the ball or action items such as thumpers, etc.

Your cooperation in this will decrease your downtime by minimizing nuisance-type service calls.

**A Tech Quiz**

**By: Fred McCord**

Answer the following questions; then unscramble the first letters of the answers to find the name of

someone key to Atari's development and growth.

**QUESTIONS**

1. Between PCB and Main Harness
2.  $1 \times 10^{-9}$  seconds
3. Pin #6 of A6502
4. A flip flop type
5. The crystal is one
6. The technology that dominates the industry
7. \_\_\_\_ = IR, OHMS LAW
8. Boolean \_\_\_\_\_
9. 1000 or  $10^3$

**ANSWERS**

1.  \_ \_ \_ \_ \_
2.  \_ \_ \_ \_ \_
3.  \_ \_
4.  \_ \_
5.  \_ \_ \_ \_ \_
6.  \_ \_ \_ \_ \_
7.
8.  \_ \_ \_ \_ \_
9.  \_ \_ \_

**A KEY ATARI PERSON**

Answers in next issue

**Legal Inquiry**

Atari would like to thank all of you who have replied to our recent request for information on any legal restrictions or pending legislation regarding coin-operated games. The correspondence received thus far has been informative. We would like to encourage more replies from other areas.

For example:

- Are any types of amusement games expressly prohibited?
- Are there limitations on the number of games in locations?
- Are games banned from specific types of locations?
- Is there a player age limitation?
- Is there a limit on the number of free games? Or are free games prohibited?
- Are there any special or ex-

traordinary taxes on coin-operated games?

-Have there been any positive changes in regulations regarding coin-operated amusement games?

Some very positive things have been reported. For instance, we learned that a recent court ruling in Hawaii has overturned the age restriction of 18 or older to play pinball games. In 1978, it was made legal in the State of Georgia for a pinball player to win up to 15 free games. Before this, pinball games were considered contraband. However, Athens and a few other communities in Georgia have local ordinances that prohibit flipper pinballs.

There are still some areas that have strict regulations and high

taxes. In Brockton, Massachusetts, pinball games are not allowed within ¼ mile of churches, schools, or municipal buildings. The State of New York has legalized flipper pinball games with add-a-ball only. However, the city of Buffalo has banned pinball games. (This issue will be on the November ballot.) In New Jersey, an operator can pay up to \$500 per year per machine for a license.

These are just a few examples. If you have further information on legal restrictions, taxes, pending legislation, or positive changes in your area, please contact us. The form below can be used, or call (408) 745-2501 for Carol Kantor or Colette Weil and tell us about the restrictions in your area.

**Local and Regional Restrictions on Coin Games**

Type Restriction (and on what type game)	Specify Territory Restricted (city/county/state)	Enforcement (Specify level: strict, moderate, or liberal)

# Ad Art

Because of the excellent response to the advertising art offer from Atari, two new ad layouts are now available. The camera-ready art has a space for the location name and/or logo to be inserted. It can be used as a regular ad in the local media or can be printed as hand-outs. All three have free play coupons as added incentive to encourage response.

The Atari Sports ad thru graphic presentation and copy highlights the realistic game action on each of the new sports games. It is an invitation to play with the pros that will entice players to come and try the games.

Any location with a HERCULES™ pinball would benefit from an ad that proclaims, "Challenge the Mighty Hercules", a headline to capture everyone's attention. An opportunity to play 'The World's Largest Pinball Game' is one that is certain to draw crowds.

The first general Atari ad art with SUPERMAN\*, FOOTBALL™ and driving game graphics is still available as well.

To obtain a copy of the ad art, fill in the coupon and mail to: AD ART, c/o Coin Connection, Atari, Inc., P.O. Box 9027, Sunnyvale, CA 94086.

# Letter from a Player

Dear Atari,

My name is Ray and I'm 17 years old. Ever since I was about 12, I've been an avid freak of video games. I've played many games from different manufacturers, but in all my years the one name that's stood apart from them all is ATARI.

Atari has come out with the most advanced, educational and all-around exciting games that I have ever seen. Your technology is a true mark of excellence which can be compared by none.

Sincerely,

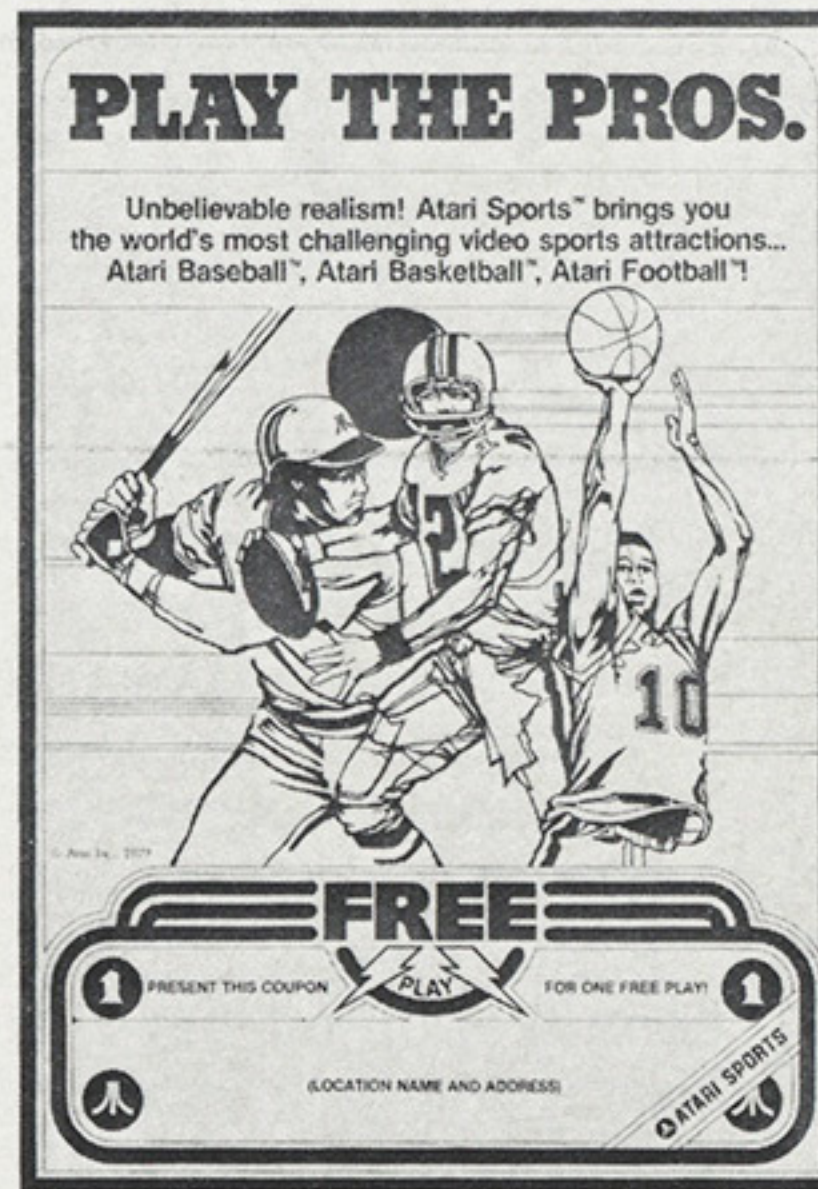
Ray Kataryniak,  
Super-Breakout Champ  
Piscataway, New Jersey



**Hercules**



**Atari Action**



**Atari Sports**

<u>AD ART</u>	<u>7 x 10</u>	<u>SIZE</u>	<u>5 x 7</u>
Atari Sports	<input type="checkbox"/>		<input type="checkbox"/>
Hercules	<input type="checkbox"/>		<input type="checkbox"/>
Atari Action	<input type="checkbox"/>		<input type="checkbox"/>

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City, State, Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_

# Address Corrections Please

If your address has changed or is incorrect, please send the mailing label and corrections to us. Also, if you are receiving more than one copy of our newsletter in error, send the label with a note that states it is an extra. This will help greatly in our attempt to keep the mailing list up to date.

Thank you!

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