

# COIN CONNECTION

ATARI INC., 1265 BORREGAS AVENUE, SUNNYVALE, CALIFORNIA 94086

**New  
Missile  
Command  
Posters  
Available**



To help extend the excitement and increase player awareness of Atari's new Missile Command video game, the company is making available free, a limited number of full color posters.

These 23" x 34" posters dramatically depict the challenge and exciting missile battle action of the game as well as help tell players you have the country's latest video hit.

Use them to add visual excitement to your location, give them away as prizes or use them as incentives. Whatever use you have, order them from your Atari distributor now. Quantities are limited.

**Missile  
Command  
Now Available  
in Cocktail  
and Cabaret™  
Models**



New location versatility, new profit opportunities. That's the big news about the new Cabaret™ "mini" and Cocktail versions of Missile Command, the industry's latest hit.

Commenting on the release, Frank Ballouz, Atari's Director of Marketing, said: "Our research as well as feed-back from our distributors and operators, both domestic and international, has shown that these new cabinet models offer a whole new world of different location opportunities."

"The combination of a highly popular video like Missile Command in a cabinet style that can be placed in a wider variety of locations greatly increases the operator's profit potential."

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## Cocktail and Cabaret™ Missile Command

continued

Missile Command Cocktail is compact and lightweight. It is height adjustable from 21½" to 27 7/8" with overall dimensions of 32" x 24" and 14" color raster monitor. With the same exciting player attracting play action as the upright, this space-saving cabinet is ideal for sophisticated lounges, restaurants, special arcade "sit-down" areas... the possibilities are endless.

Missile Command Cabaret™ is a breakthrough concept. This "mini" standup cabinet requires only four square feet of floor space. Overall dimensions are 55" high, 20.5" wide and 25" deep and 14" color raster monitor. It is the perfect configuration for locations where the excitement of the larger upright is desired in a smaller cabinet size.

Because of the Cabaret's compact size and sophisticated appearance, this game opens the door to a wide

variety of new markets.

Now aggressive operators have location possibilities in industries such as restaurants, convenience stores, transportation centers, institutions, virtually anywhere people spend leisure time.

Missile Command is a highly challenging one or two player missile defense battle action game played in full color.

Features include Trak-Ball™ target control, play-attracting sound effects, high score table video display, bonus scoring opportunities and operator-adjustable options including eight extended play levels, four adjustable game times, adjustable coinage options including 50¢ single play and multiple languages.

Missile Command. In all three configurations, it's the ultimate battle action experience, the ultimate profit weapon.

## Cabaret Research Raffle

### What is a Cabaret?

The Cabaret™ game, Atari's latest innovation in cabinet design, is currently in distribution. ASTEROIDS™ is the first game to be produced in this mini-cabinet which occupies only four square feet of floor space. The cabinet was developed to enable operators to expand into new markets or into new locations where economy of floor space is critical. All operators are strongly encouraged to evaluate the benefits of a Cabaret game in terms of new opportunities for their business.

### What is a Research Raffle?

Atari would like operators to tell us what they think about the Cabaret concept... "What has the Cabaret game done for your business?"... "What changes or suggestions do you have?" Responses to these types of questions will enable Atari to evaluate the operator's outlook on the demand for more games in the Cabaret cabinet.

Operator reports on the Cabaret

game have been given to all Atari domestic and international distributors. By filling out the form, you will be helping Atari understand and meet your needs. Operators who return a completed Cabaret Report will automatically be eligible for a drawing for a new Cabaret game and will receive a free give from Atari.

**Note:** The questionnaire does not have to be completed in order to be eligible to win a Cabaret game. To qualify for the raffle, Cabaret game operators need only submit the name of the principal/president, the address, and the phone number of the operating company.

The mail-back questionnaires are available through your Atari distributor or contact Atari at (408) 745-2500. All raffle entries must be received by September 15, 1980. The winner will be announced in the November Coin Connection.

## Atari Promotes New Cabaret Cabinet Concept



**\$22.50 per square foot bonus! Every week.**

Believe it or not, a coin-operated amusement game can earn an average weekly gross of \$60-\$200 depending on the location or the game itself. In one industry study\* of over 450 game operators, the average weekly gross earnings of a pinball game was reported as \$80.00, while a video game produced an average of \$90.00 per week.

**The Cabaret Concept: new profit power for video games.** That's because we've RE-DESIGNED the video game with the special needs of convenience stores in mind. Re-designed to generate more earning power in less space than ever before.

It's our revolutionary space-saving CABARET™ cabinet style combined with ASTEROIDS™, the world's number one earning game. This unique "mini" cabinet is a power-pack of profit potential. It uses only four square feet of floor space so it can be placed virtually anywhere in the store. (Based then on "average video earnings" of \$90 per week (Asterooids does considerably better). ASTEROIDS CABARET can generate income of over \$120 per square foot per year!

A pinball using the \$68 average weekly gross, which uses twelve square feet, can earn an annual income of \$381 per square foot.

**We're playing your game.** As the world's leading manufacturer of video games, we can offer more reliability, more innovation and more new games. And more complete service backup from the industry's largest most experienced distributor network. Don't miss this exciting bonus profit opportunity. If your stores are already being serviced by an Atari distributor or operator, make sure your managers ask to see the new ASTEROIDS CABARET or any of the latest top earning Atari games. If not, contact us for referral and more information at Atari, Inc. 1215 Boregas Ave., Sunnyvale, CA 94086. 408-745-2500.

**ATARI**

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Atari is advertising to various market areas outside the coin-operated games industry as part of a marketing support program for the company's new compact Cabaret™ cabinet style video game.

The ad shown is currently appearing in "Convenience Store News", one of that industry's major trade publications.

Describing the program, Frank Ballouz, Atari marketing director, said: "The combination of a popular high-earning video game with a cabinet design that requires only four square feet of floor space is an ideal profit combination for both operators and for locations where floor space is limited."

"The ad program is aimed at various potential market areas to increase awareness and stimulate demand for the Cabaret style video game as a high potential contributor to profits and to help open the door for aggressive operators to new profit opportunities," he added.

Convenience stores are just one of many industries Atari market research has shown to be excellent potential Cabaret game markets. Among primary targets Atari includes restaurants, especially chains, transportation centers, bars/taverns, amusement parks, bowling alleys, theatres, skating rinks, hotel/motel, and college unions.



## Operators of the Eighties August Profile: Dan Zelinsky, San Francisco, California

Musée Mécanique is the name of a company with a unique and interesting operating profile. Not only are the company's locations exceptional, but their mix of coin-operated equipment would be hard to find anywhere else in the world.

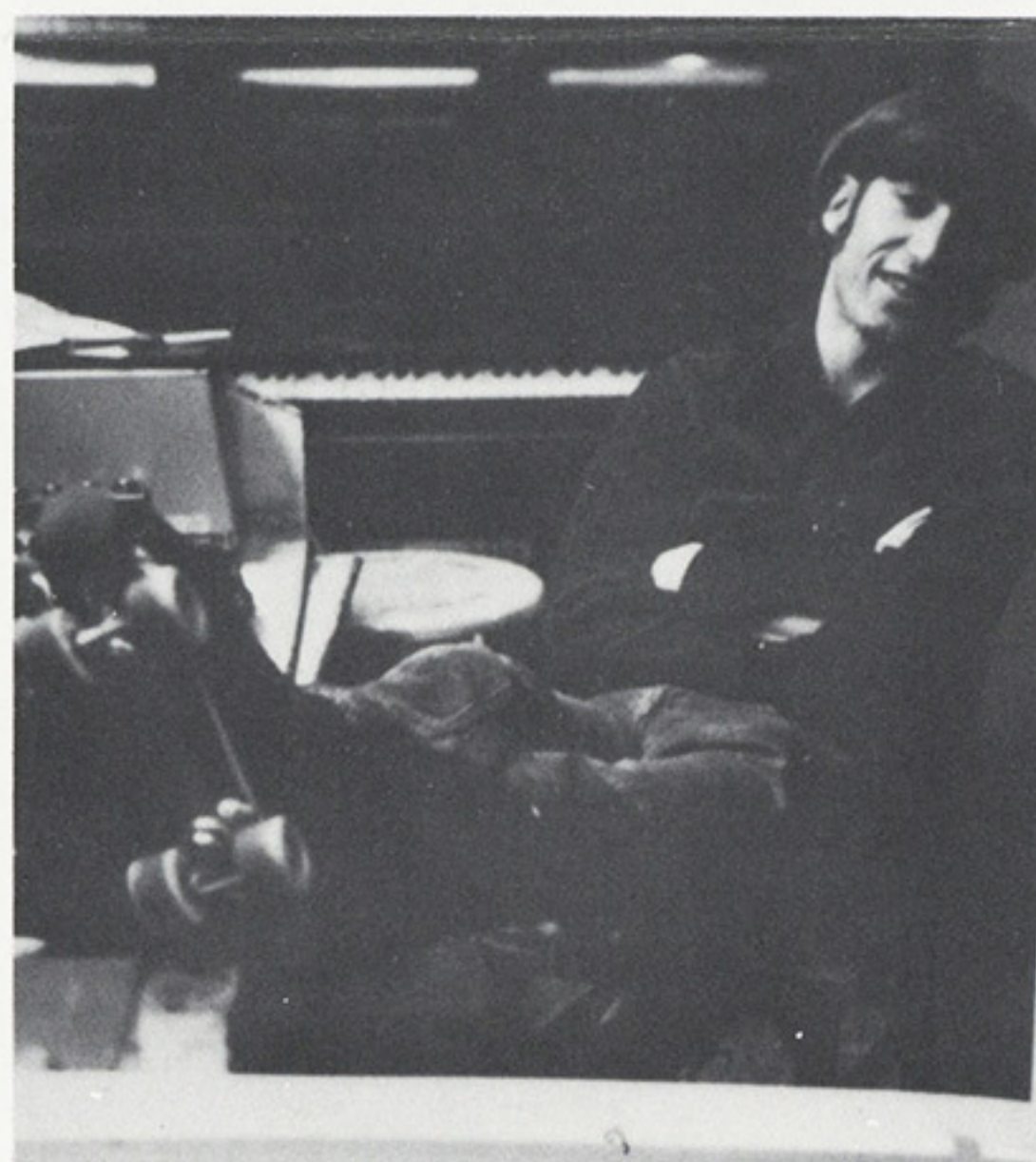
Dan Zelinsky manages the Musée Mécanique arcade in the renowned Cliff House which has been a San Francisco landmark since 1897. The Cliff House is recognized as a national recreation site and is one of the city's favorite tourist attractions. In a one-week period, Dan estimates between 50,000 and 70,000 tourists as well as local residents visit his location.

Dan's father, Ed, founded Musée Mécanique and the company currently operates three high-traffic locations in San Francisco. Ed Zelinsky has been a collector of antique coin-operated games and musical instruments for 40 years. His collection includes some of the world's most nostalgic types of coin-operated equipment.

In the Cliff House location, the 'mechanical museum' mixes the old with the new... there are 70 coin-operated musical antiques and approximately 40 new electronic games. This rare mix offers something for everybody. Above the

arcade museum are two popular restaurants and bars. Visitors can easily enjoy the entertainment downstairs while waiting to be seated upstairs.

The high traffic level at this location demands conscientious management. Dan refers to himself as an "all-around arcade attendant who does everything from managing to making change to tuning pianos and servicing games". "By the way," Dan noted, "I wear roller skates while working to help get to



everything that needs to be done!"

One of Dan's priorities is to keep the games in top condition. Also, current games are consistently added to the mix of games, which includes 30 videos and 8 pinballs. Dan also commented that the earnings from the games pay for the servicing of the antique instruments.

In commenting about the future outlook of the business, Dan said, "When I first started working here eight years ago, there was no restaurant here, just the museum with 60 antique instruments. This was before PONG® was around. Since then, business has been getting better all the time. Now we have all the best games and more people are playing the games."

Ed Zelinsky is still collecting antiques and he hopes to expand into new locations in the future. He plans to continue mixing nostalgia with modern day technology.

If you're ever visiting San Francisco, the Musée Mécanique would be a place well worth remembering.

### Promotions for Profits

#### Arcade & Street Locations

Don't rely solely on word-of-mouth to spread the news of the introduction of a new game to your location. The addition of a new game to your arcade or street location is a great time for a promotion.

For instance, when you order your new MISSILE COMMAND™ game, put up posters and signs inside and outside of your location announcing "MISSILE COMMAND IS COMING!" This will stimulate your clientele's interest even before you receive your MISSILE COMMAND game. When the game arrives, put up signs that read "MISSILE COMMAND IS HERE!" "MISSILE COMMAND IS HERE!" posters are available through your local distributor or from Atari.

Draw players into your location by placing an ad in the entertainment section of local newspapers. A coupon for a free game of MISSILE COMMAND can be included as part of the ad. (This may also lessen initial player resistance to the 50¢ price.) Free plays usually encourage players to deposit additional coins into the featured game or other games in the location.

### New "Profit Power" Idea Book Available

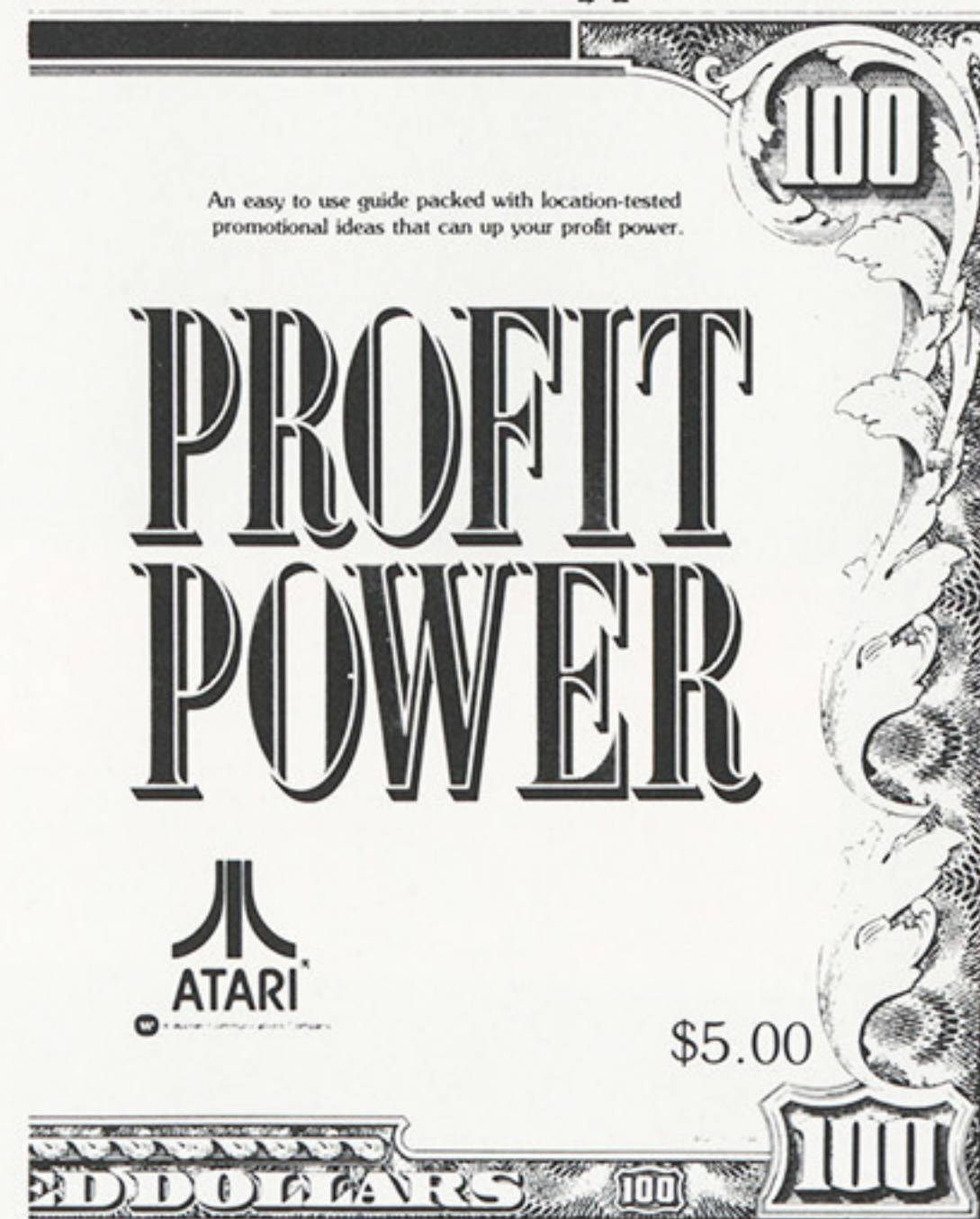
"Profit Power", a new promotions idea booklet, is now available to operators from Atari. The booklet is packed with useful, imaginative ideas that are easy to implement.

The booklet is ideal for large and small game operators. It contains ideas ranging from simple promotional ideas to large scale tournaments, as well as terms and procedures for local area advertising and public relations programs.

Over a year in the making, "Profit Power" is a handbook of ideas gathered from operators throughout the world who have used them successfully. There are also original concepts designed to increase operator's potential profit in street locations, game centers, amusement parks, anywhere games are played.

This useful "how-to" booklet is a must item for any operator. They

can be ordered from your Atari Distributor while supplies last.





## TECHNICAL TIP

### Help Us Help You!

When ordering parts for the Electrohome QuadraScan™ monitors used in ASTEROIDS™, please make sure you are ordering parts for the correct monitor.

Game serial numbers below 18900 used the G05-801 monitor. Games with serial numbers 18900 and above use the G05-802 monitor.

The G05-801 monitor has two PCB's with large black heatsinks on the right side of the chassis. The G05-802 monitor has only one PCB which is mounted on the right side of the chassis.

**Note:** The PCB assemblies are NOT interchangeable.

## Field Service Seminar Program

The following dates complete the field service seminar program. The current schedule is as follows:

<u>SEPT. 1980</u>	<u>CITY</u>	<u>DISTRIBUTOR</u>
8-9th	Springfield, NJ	Mondial Int'l. Corp.
11th	Nashville, TN	Sammons Pennington Co.
16th	Dedham, MA	Bally N.E. Dist. Co. & Rowe Int'l Inc.
18th	Charlotte, NC	Brady Dist. Co.
23-24th	Orlando, FL	Southern Music Dist. Co.
25th	Jacksonville, FL	Rowe Int'l Inc.
30th	New Orleans, LA	New Orleans Novelty Co.
<u>OCTOBER 1980</u>		
9th	Richmond, VA	Brady Dist. Co.
16th	Toronto, Canada	New Way Sales

## Customer Service Award Presented

Dan Morales, a three year veteran with Southwest Vending Sales, Oklahoma City, Oklahoma, was the most recent recipient of the ATARI Customer Service Award of Merit. This award was in recognition of Dan's efforts and successes in providing quality service and many innovative ideas that have resulted in the advancement of the industry.

Dan's past experience working for an operator has given him an understanding of the many problems and frustrations they face. This knowledge has enabled him to help Southwest Vending Sales



become more attuned with their operator's needs. In the short time of Southwest Vending Sales existence both the distributorship and Dan have grown and advanced together. Southwest has recently expanded their service to include an additional branch office in San Antonio, Texas for the convenience of their customers.

It was with great pride that this award was presented to Dan Morales at the headquarters of Southwest Vending Sales in Oklahoma City by Carleen Erickson, ATARI Customer Service Supervisor.

**Atari, Inc.**  
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