

# ATARI GOING CONNECTION

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



The radar screen display shows the location of enemy tanks... "Enemy in range" appears on the screen... the player positions his tank, aims, fires and the enemy tank is blown away!

This is Battlezone™, over a year in development, the latest in Atari's line of ultra-exciting combat video games. It's a battle of wits and skill between the player and computer-controlled enemy tanks and missiles. It's competition in a world beyond the stars.

Battlezone is a totally new, one-player, first person game, with the player in control of a

supertank. The player must maneuver his tank to dodge enemy tank fire. Enemy missiles and saucers also appear to be shot down for added points.

This game features Atari's exclusive Quadra-Scan™ display system, along with spectacular "3-D" screen graphics and exciting sound effects. The 1812 Overture is played at special bonus levels. There are four operator-adjustable game times, four operator-adjustable bonus levels, and over one hundred coin options.

continued on last page

# Atari presents StarGate 80 Frontiers of the Future at AMOA



Crossing the frontier into the future, Atari will be presenting "StarGate 80" at the 1980 AMOA Show in Chicago with many exciting new events planned for this year's exhibit.

Introduced at the AMOA for the first time will be Atari's latest combat sensation, Battlezone™ (see article on front page). The game play is challenging and player response collected from our field test locations has been very enthusiastic.

Also featured at the "StarGate 80" exhibit will be Missile Command™, the ultimate battle action challenge. Missile Command is Atari's current hit, a game that requires high strategy thinking from the player, who must defend his missile bases from attacking waves of ICBMs.

We will be running Special High Score Tournaments on both of these exciting games, where players will be able to compete against Atari experts. This is your chance to challenge the people who design and build the Atari product.

Atari's Customer Service and Field Service groups will have a special thirty foot exhibit, where representatives of each group will

answer questions and display some of the new promotional products. Field Service will conduct demonstrations on the latest Atari test equipment, showing how you can check out your games and keep them running longer, and how to quickly locate and diagnose problems should they come up.

Once again, the Marketing Research team will be conducting a Tellus™ survey. Since last year's Tellus survey was such a success, this year they have expanded their area within the exhibit so that they will be able to talk to even more of you. Results of this year's survey will be published in future issues of the Coin Connection.

Customer Service will also be polling distributors and operators in order to better determine how to serve your needs completely.

And specially designed for presentation at "StarGate 80" is the Gold Anniversary Asteroids. Asteroids has been in production for a year, and the success of the game has been phenomenal. It was the year's top-selling video game. Players have literally been playing the game in every corner of the world. The excitement, together

with its availability in upright, cocktail and the "mini" Cabaret™ cabinets, has attracted players to every conceivable location. The popularity of Asteroids has also fostered worldwide publicity and high score tournaments, and has increased the awareness of video games more than any other game in history. Asteroids Gold is a celebration of this tremendous success.

All in all, Atari's AMOA exhibit promises to be bigger and better than ever. Come and see all that Atari has to offer at "StarGate 80"—your gateway to the future.

## **"Profit Power" The Key to Higher Earnings**

How do you make high profits a reality in your location? Read the exciting "Profit Power" booklet from Atari, and find out the answer. This booklet is a complete mini-encyclopedia of successful, easy-to-do promotions and advertising ideas designed to increase profits.

We have collected ideas from operators all over the world and came up with what could be the best, most complete guide to profit-making promotions in the industry.

Inside are ideas ranging from simple off-hours incentive programs and tie-in promotions to full scale game tournaments. Ideas that can be used by virtually any type and size of game operation.

"Profit Power" is part of Atari's on-going marketing services program. It emphasizes the need for location promotion and is designed to help you promote yourself and your games. The book has ideas that can publicize locations, draw new players, enhance player loyalty and generate more game play.

Order this special "Profit Power" booklet for \$5.00 from your Atari distributor today, and begin to apply the ideas that can turn your location into a high-profit center.

## Dick Needleman and Howard Rubin Appointed to New Marketing Posts

Don Osborne, Atari's National Sales Manager, recently announced the appointment of Dick Needleman to the position of Regional Sales and Promotion Manager. At the same time, Frank Ballouz, Marketing Director, named Howard Rubin to the post of Special Markets Manager.

Mr. Needleman, who formerly served as Manager of Atari Leisure Industries in Florida, has an extensive background in the leisure and



amusement industries in Florida. In his new position, Mr. Needleman will be responsible for marketing and promotion efforts in the southeastern area of the U.S.

Commenting on Needleman's appointment, Osborne said: "We are very pleased to have Dick join our marketing team. His creative promotional talents make him a valuable asset to Atari, and his many contacts in the coin industry will help us to expand our marketing base in the Southeast. Dick will provide an effective liaison between the factory and our distributors and operators."

One of Needleman's special efforts in the past involved introducing the first video game, Atari's Lunar Lander, to the Kennedy Space Center. He will continue to operate from his base in Homosassa Springs, Florida.

In his new position as Special Markets Manager, Howard Rubin, whom many of you may remember as Atari's East Coast Regional Sales Manager in New Jersey, will operate out of Atari headquarters in Sunnyvale, California.

Frank Ballouz noted that "Howie will be a great addition to the marketing staff. As Special Markets Manager he will work with operators to open new locations such as convenience stores, recreational and amusement parks and other areas where coin-operated games have not been seen before."

We congratulate both Dick and Howie on their new positions, and wish them continued success in their new ventures.



### INTERNATIONAL NEWS

## Sue Elliott Announces New Australian Distributor

Sue Elliott, Atari's International Sales Manager, has announced the appointment of A. Hankin and Company of Newcastle, NSW, Australia as an Atari Distributor for Australia. The appointment will be effective October 10, 1980.

A. Hankin has been in the games business in Australia for more than twenty years and is currently operated by Peter and David Hankin, sons of the founder of the company. As well as serving as a distributor of video games, A. Hankin manufactures pinball games. Their latest pinball effort is "The Empire Strikes Back", based on the recent hit movie.

Ms. Elliott, who recently visited the A. Hankin facility, said, "We would like to welcome A. Hankin and Company to the Atari distributor family. With their extensive background in the game industry in Australia, they will help us to serve

our Australian operators more completely. We look forward to our association with them."

A. Hankin and Company will join Leisure and Allied Industries as distributors for Atari's coin-op products in Australia.



## 3 Top Asteroids™ Scorers

Last month in the Coin Connection we told you about Shawn Davies of Murray, Utah, who scored 10 million points on Asteroids in 21 hours and 50 minutes.

Frank Ballouz, Atari's Marketing Director recently announced two other top scorers on Asteroids. They are Duncan Brown of Charlottesville, Virginia, with 7,200,620 points and Salvador Cordova of Falls Church, Virginia, with 7,111,000 points.

Commenting on these top scores, Ballouz said: "We congratulate these players on their skill and perseverance in attaining such high scores. Asteroids continues to be a super challenge, and we encourage other players to try to best these current high scores."

High Score tournaments are a great promotional idea. If you have some Asteroids players in your location that would like to try to break the current record, set up a tournament for them. Call the local press to cover the event. And send the verified high scores to Atari.

**TECHNICAL TIP**

# Electrohome 19" Color Monitor Convergence

Static convergence (in the center of the monitor) is achieved by manipulating four magnets located on the neck of the CRT nearest the base of the tube. The middle pair of rings adjust the red and blue crosshatch. The rear pair of rings adjusts the blue/red to the green crosshatch lines. Dynamic Convergence is

handled by tilting the yoke up, down, left and right, then securing it with wedges. Refer to the game schematic for Diagnostic Tests that generate crosshatch and background colors.

A. Tilt the yoke up, down, left and right to achieve convergence around the edges. Secure with one temporary wedge.

B. Rotate the center rings to adjust the red and blue separation.

C. Rotate the rear rings to adjust the magenta (red-blue) and green separation; when best results are obtained, seal the rings with nail polish.

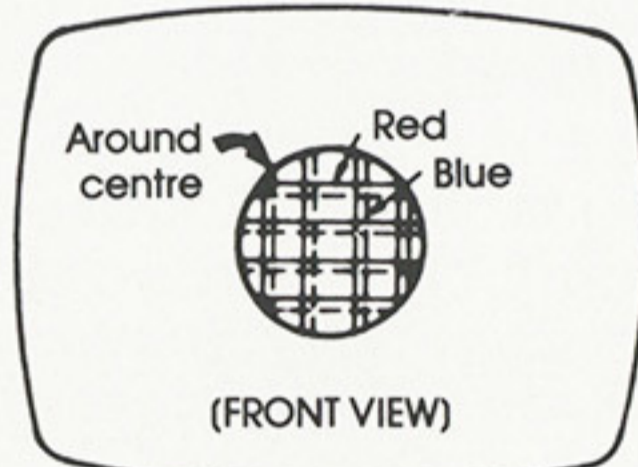
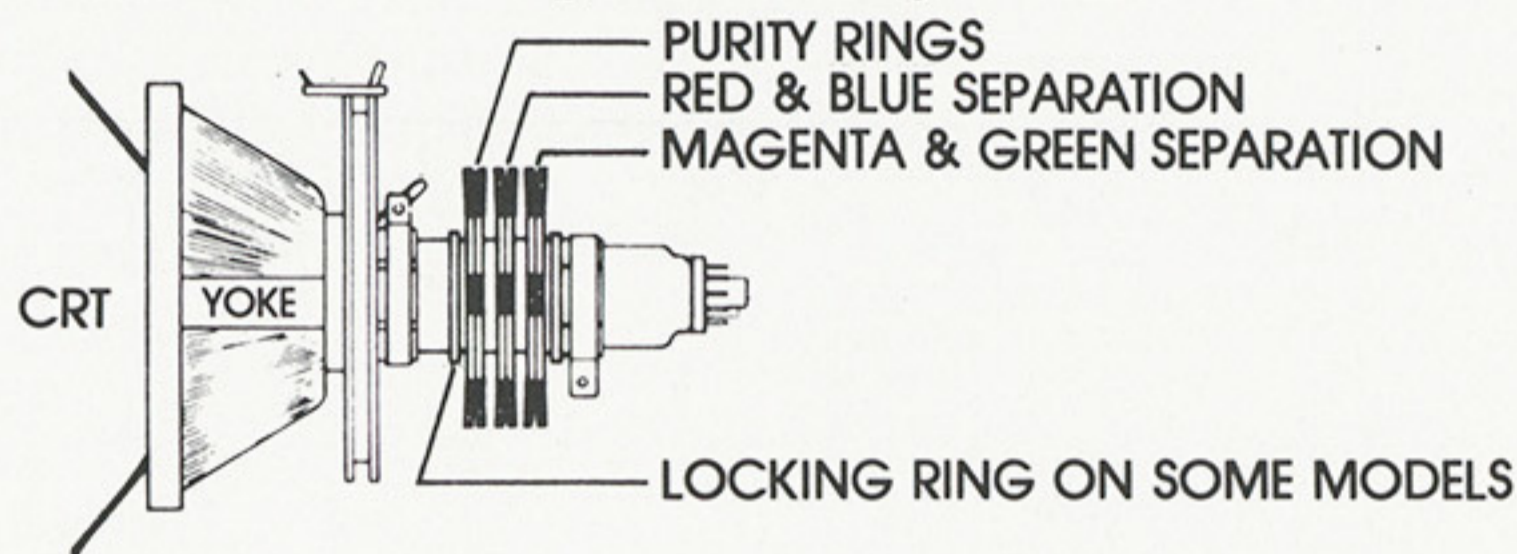
D. Remove the temporary wedge from the yoke. Tilt the yoke again to adjust the edges of the screen for minimum separation and insert three new wedges. These should have adhesive added to hold them permanently.

## Introducing Battlezone continued

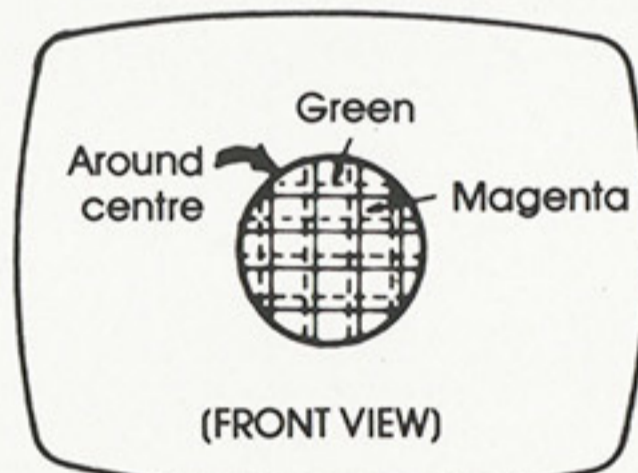
Also featured is Atari's High Score display, which allows the top ten players to enter their initials next to their high point total. A special tank symbol will appear next to the initials of any player scoring 100,000 points or more.

According to Frank Ballouz, Director of Marketing for Atari, "Battlezone is the latest in Atari's line of innovative combat games. The rapid-fire play action and exciting visual effects make this game an automatic replay challenge. With both standard upright and new "mini" Cabaret™ cabinet models available, together with all of the operator-selectable options, this game is an exciting new profit opportunity for any location."

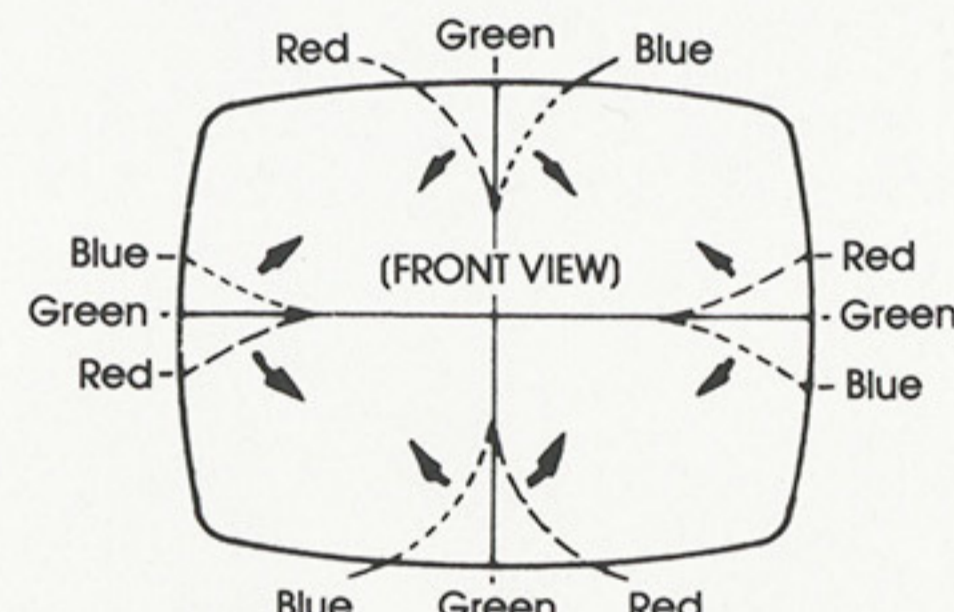
Along with the release of the Battlezone game, we will also be offering Battlezone T-shirts and posters. Both of these items depict the dynamic game play, and both are excellent for promotional giveaways and to enhance location play.



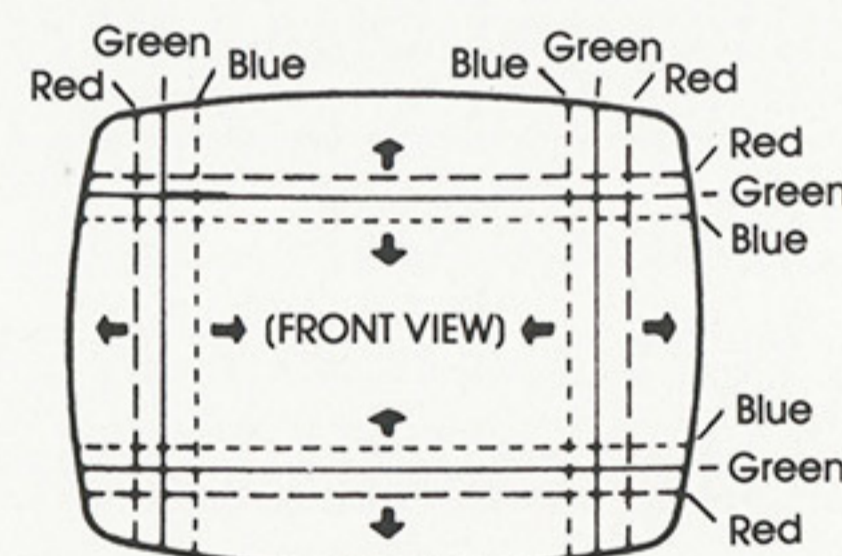
Let the red and blue lines come in line by turning two 4-pole magnets.



Let the green and magenta lines come in line by turning two 6-pole magnets.



Tilting the yoke upward will move the lines as shown with the arrows.



Tilting the yoke to the right will move the lines as shown with the arrows.

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