

COIN CONNECTION

Space Duel™ is New Video Challenge

Space Duel is the latest entry from ATARI® in the coin-operated games arena. Equipped with the spectacular QuadraScan™ Color monitor display system and new 4-speaker sound, this fantastic space challenge is actually four games in one.

Fighters is either a single player or two-player game where the player controls a space ship. Players must dodge space mines and saucers, all the while trying to hit and destroy mysterious targets which split in half when hit the first time. A single player battles for high score, while two players play competitively.

In the two player version of **Fighters**, one player can shoot

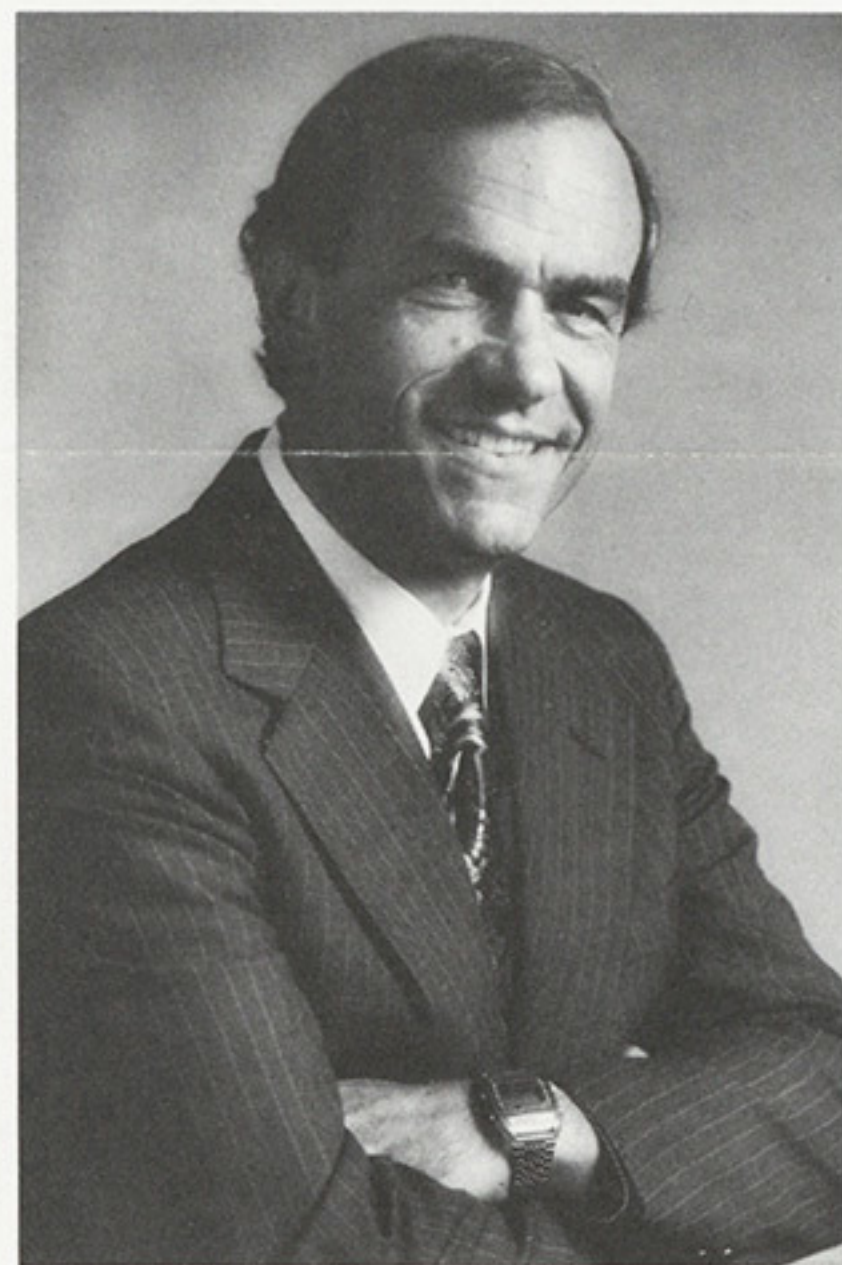
the other player, temporarily eliminating the hit player from the screen. The hit player's ship will return in about five seconds, however, and will receive automatic shield protection while reentering.

Space Stations can also be played by one or two players. Players control a space station, two ships linked by a fuse, trying to avoid mines and saucers and hit the splitting targets. Single players control both ships with one set of controls, but in the two player version, players must work cooperatively to achieve high scores.

Targets appear on the screen in waves, each wave introducing more targets. Targets also

continued on next page

New President Named for ATARI Coin-Op Division



Kenneth K. Harkness has joined Atari, Inc. as President of the Coin Operated Games Division. Raymond Kassar, Chairman and Chief Executive Officer of ATARI, announced the appointment, commenting:

"Harkness has tremendous expertise in the marketing and sales areas. His experience will be of great value as ATARI continues to lead the industry in technological advancement and innovation."

For the two years prior to joining ATARI, Harkness was president and chief executive officer of Revell, Inc., one of the largest toy companies in Europe. Before that, he spent ten years at the Racquet Sports Division of Wilson Sporting Goods, where he mapped out the strategic direction of Wilson's tennis business. There, he held various management positions and eventually became president of the division.

Harkness received his bachelor's degree in economics from Williams College in Massachusetts and received his master's from Harvard University. He and his family will reside in Ather-ton, California.



Space Duel *continued*

increase in speed as the game progresses. There are 7 splitting targets.

An onslaught wave is initiated each time all of the targets during a wave are eliminated by the player. A low humming will be heard and suddenly the screen is framed by a border which prevents players from "wrapping around." The humming increases in pitch while stars, fuzzballs and saucers appear as targets for the player. The onslaught wave is over when the player has destroyed all of the objects on the screen at one time, or when the humming has reached its highest pitch.

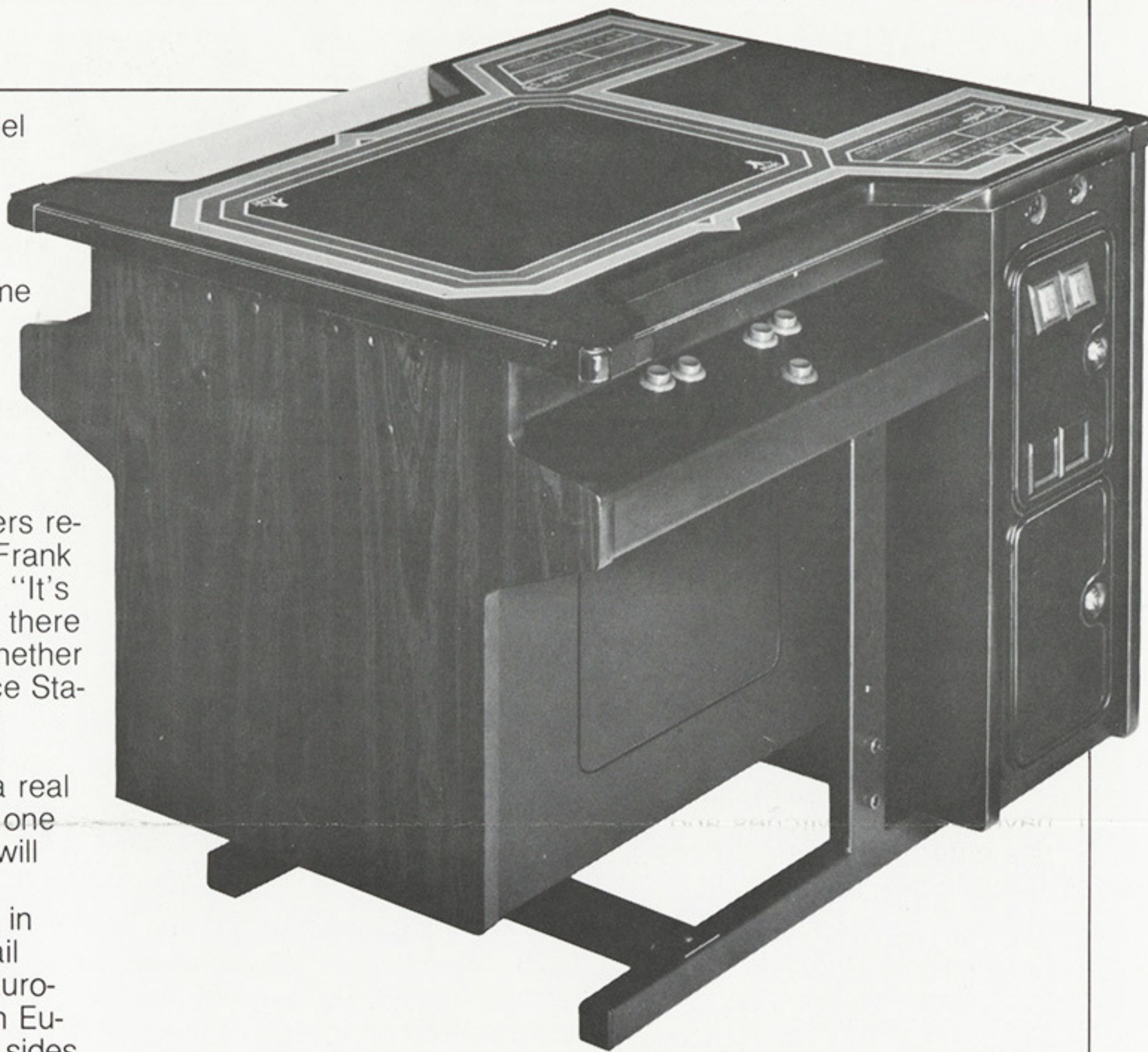
Some of the features that make Space Duel an instant hit with players are the new 4-speaker sound and the Quadra-Scan Color display. Two speakers under the control panel and two speakers under the attraction panel enhance the life-like feeling of the game and give the players the sensation of the "real thing". The electrifying graphics display of the Quadra-Scan Color monitor adds to the

realism, making Space Duel impossible to pass up.

For operators, there is a special operator accounting display which shows the total time a game has been on, along with the average game times, the number of games played by type, and the total seconds each game has been played.

"With Space Duel players really have a choice," said Frank Ballouz, V.P. of Marketing. "It's an exciting game whether there are one or two players, whether they play Fighters or Space Stations. And the spectacular graphics and powerhouse sound make Space Duel a real game playing experience, one that any video enthusiast will enjoy."

Space Duel is available in standard upright or cocktail cabinet models. A new "European" cabinet, available in Europe only, has wood grain sides with optional side panel decals available from the factory for a nominal charge.



Did You Know?

ATARI conducts an annual operator study during the AMOA. At the 1981 AMOA Show, 860 U.S. operators were interviewed.

A significant number of new operating companies have entered the amusement machine

business since the upsurge of interest in video games.

Close to one out of every four operators interviewed represented companies that have been in this business for two years or less.



Number of years in business.

Asteroids Deluxe™, Tempest™ Receive CSA Certification

ATARI® has received certification from the Canadian Standards Association on two of its most recent games, Asteroids Deluxe and Tempest. ATARI is currently pursuing CSA certification for Centipede™ also, and will practice a policy of acquiring CSA certification for all future games.

The Canadian Standards Association is an organization similar to Underwriters Laboratories, Inc., the U.S. company that inspects manufactured items for safety features. ATARI is the first company in the video game industry to acquire the CSA certification.

"We are eager to receive CSA certification along with the Underwriters Laboratories approval of



our games," said Frank Ballouz, V.P. of Marketing. "In this way we can assure our customers both in the U.S. and Canada that our games will meet the highest safety standards.

ATARI Product Safety is also checking into the process of getting approvals from V.D.E. and other European safety groups.

Update: UL Listing

In the September 1981 issue of the Coin Connection, we told you that Centipede™ was the first UL-listed video game. We also stated that we would continue to seek UL approval on all future ATARI games. In that same issue, our Promotion for Profit article suggested that operators of games in convenience stores might install headphones on the games to minimize the noise during game play.

We would like to make sure that operators are aware that

any change made to a game will void the UL listing. So, although adding headphones to games would certainly solve some problems for convenience store owners, managers and employees, this addition may affect the safety of the games.

We thank those readers who pointed out this fact to us. And we still continue to receive UL listing on our current games. Just remember that any tampering with a game does void the UL certification.

OPERATOR OF THE '80s Stewart Burch of Cotati, CA

Stewart Burch, 29, could be the Pied Piper of Cotati, a small town north of San Francisco where he owns the Encounter Zone. After visiting about one hundred arcades throughout California, Burch came up with a fresh approach for an arcade.

"We converted a large warehouse into quite a plush arcade. The floors and walls are carpeted in deep blue. The overhead lights are turned off and we've installed track lights and lamps along the partitions. We have dimmer switches and we use different colored lightbulbs in the lamps. We've tried to create a classy atmosphere. All the employees are required to wear dress shirts and have a clean appearance," Burch explains. The stereo sound system at the Encounter Zone has a microphone attached which is used to call any player to the phone in case his or her parents call.

The Encounter Zone has 38 video games and 3 pinball machines. "We like the newest and latest games here—the customers expect it," he said.

"The Encounter Zone always has an adult on duty. Either myself or another adult is here at all times. I only allow smoking and food in the snack bar area," Burch says. The Encounter Zone, in an attempt to counter truancy from school, has set up a rule sheet that is strictly followed. Every person 17 years or younger must show his or her membership card to get in before 3:30 p.m. Monday through Friday. Membership cards cost \$1.00 per year and contain information on the school the youth attends and his or her school hours. "That way, as soon as the kids come in we can check to see if they should be in school or not," says Burch.

The membership card also allows the patron to qualify for the "Yahoo Break", an important part of the happenings at the Encounter Zone. "These are members-only breaks when two free tokens are given out for showing a membership card. The kids really get excited. They form two lines to get the tokens. The excitement generated by the Yahoo Breaks definitely maintains interest in the games," Burch claims.

Another excitement gener-



A typical evening at the Encounter Zone in Cotati, California.

ating Encounter Zone classic is the "All American Token Grab." Everyone is eligible to participate in this one.

"I announce on the microphone that the All American Token Grab is about to take place and the fun begins. We move all of the chairs and tables from the snack bar area. All the kids run over to the area, and if it's an exceptionally large group, I separate the girls from the boys. All at once I yell 'Yahoo' and toss a bunch of tokens in the air. Everyone can catch a token in the scramble and the kids enjoy the hoopla caused by the All American Token Grab. Besides, it gives the kids who don't have any money a chance to play the games," explains Burch.

Burch is acutely aware of the potential problems of teenagers with a lot of time on their hands. "I talked to a fifteen year old girl whose plan for New Year's Eve was to go to every party she could find that night and drink as much alcohol as she could get," he said. Burch decided to try to combat some of the drug and alcohol dangers by offering the kids an alternative.

"Instead of closing at our usual 11:00 p.m. on New Year's Eve, I decided to stay open until 1:00 a.m. and have our local radio station, KPLS, broadcast live from the arcade. People came in droves, and I like to think we kept a lot of kids from getting into trouble. Kids and adults had a great time without drugs or alcohol!" Burch said.

Burch has combined his knowledge of teenagers and a keen business sense to come up with an arcade his community is proud of.

Encounter Zone Rule Sheet

As an official member of Encounter Zone you are entitled to participate in all contests. You are also required to obey all rules all the time.

The rules are:

1. Smoking, food, & beverages in snack bar only.
2. No foul language.
3. No students during school hours unless accompanied by parent or guardian.
4. No loitering in laundromat or parking lot areas.
5. You must have your membership card to count your high score. You must have your card with you anytime you're in the center. This is to show you are a member in good standing and your high score can be counted.

Bonus for members only: show your membership card and your report card and get two tokens for each A and one token for each B.

If these rules are not followed it will result in loss of membership card and privileges. Repeat offenders will be permanently barred from coming on the premises.

This may sound harsh, but if the place is not kept clean and neat the city will take away my permit to do business and there will never again be an Encounter Zone. Let's have fun, stay out of trouble, win a bike or two and stay friends a long time.

I have read and understand the rules.



Some enthusiastic game players participate in the "Great American Token Grab".

TECHNICAL TIPS

Wells-Gardner Color X-Y Display

For optimum reliability, three picture parameters must be periodically checked, as well as always checked after transportation. These three parameters are the size, centering and brightness. Proper adjustments will prolong the life of the yoke driver transistors and help prevent a fuse from popping.

Use the size and centering procedures listed on Sheet 2,

Side B of the Tempest schematic DP-190-02.

For brightness adjustment, refer to page 4 of the X-Y display service manual TM-183.

Electrohome GO7-904 Color Monitor

You may have found the video B+ Diode D503 to be burned. The cause could be on the CRT PCB. Check and make sure that capacitor C107 is not touching the adjacent terminal.

Promotion for Profit

A great way to stimulate activity in an arcade is to have a membership club. The fee to join the club could be \$1.00 a year, and members bringing in new members could be entitled to a fixed number of free tokens. Another bonus for being a member might be a special discount on beverages or a free


token at predetermined hours for all members in the arcade. "There's an increase in activity when we give out free tokens, and this generates a marked improvement in our business for at least two hours," says Stewart Burch, this month's featured Operator of the '80s.

WE'VE MOVED!

We have recently moved our Sales and Marketing offices and have installed a new telephone system. Our new address is: 790 Sycamore Drive, P.O. Box 906, Milpitas, CA 95035. Our new phone number is: 408-942-3100. We apologize for any inconvenience you may have experienced in trying to reach us. We'll give you more information on our new home next month.

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POSITIVE PUBLICITY

\$1,000.00 Game Promotion



Centipede™ and Tempest™ games are a new addition to the Signer-Cram Buick showroom floor.

Signer-Cram Buick of Fremont, California, a progressive car dealership, is sponsoring a promotion using ATARI coin-operated games to benefit the March of Dimes. The rules are simple: Any driver 21 or over can play an ATARI video game and qualify for a chance to win a crisp, new \$1,000 bill. The last five digits of a contestant's score are recorded, and the

contestant whose score is closest to the last five digits of the serial number on the \$1,000.00 bill wins the bill. In case of a tie, a drawing will be held. Donations to the March of Dimes are collected in the contest area.

This innovative promotion has drawn many customers into the dealership as well as helped create goodwill for the games within the community.

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