

CONNECTION

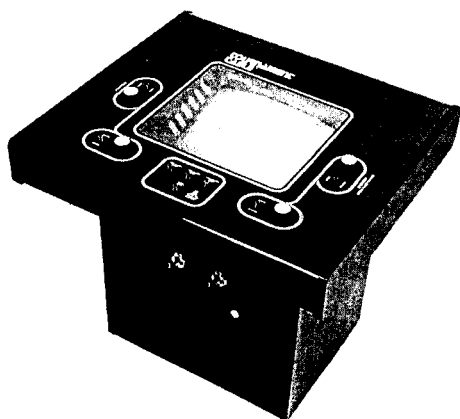
Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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ATARI'S NEWEST ATTRACTION: TOURNAMENT TABLE™



New from Atari: the spectacular Tournament Table™ fulfills an innovative concept in video cocktail tables. There is a one, two, or four player option with 12 different games to choose from (including Breakout™, Soccer, Fozz-pong, Volleyball, Basketball, Handball, and more). Tournament Table provides many hours of non-stop profit-making entertainment. This video game not only offers variety but also location versatility and alluring eye appeal — Tournament Table is built to be practical while sure to fascinate all who play.

Tournament Table has sleek, distinctive, contemporary features enriched by woodgrain side panels. The unique new table top is a tough, scratch resistant acrylic surface that has no joints or seams which prevents accidental spills or other foreign matter from penetrating to the interior of the game. The table top lifts easily for quick service accessibility. Tournament Table is designed to be free-standing or to fit against the wall, and its attractiveness will enhance any location decor.

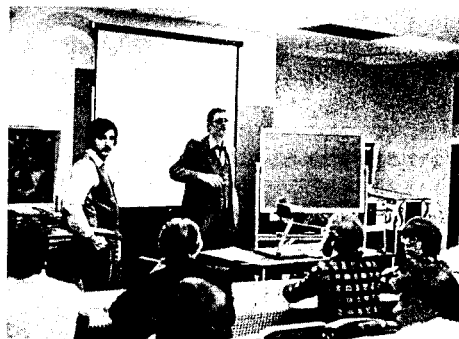
The variety of games and play features are easy to comprehend. Simple switches are used — each time the “game select” button is pressed, the 12 games appear individually and sequentially on the monitor along with the name of the game for identification and selection ease. For each game, an option button can be used for one of three special features. The *Whammy* option increases the speed of the ball; the *Catch* option holds the ball on the paddle; and the *Jump* option makes the paddles jump. These special features add creative challenge and excitement to each of the sports games.

The operator can set Breakout to award an extra credit at 5 different score levels. The extra credit can be used to play any of the twelve games. For the other games, the length of the play can be set at 11 or 15 points to win. There are 16 different coin modes that can be selected, including 1 or 2 plays per coin or 2 coins per play. The video display is available in four languages. In addition, Atari again minimizes service problems with its built-in self-diagnosis system for easy troubleshooting.

Tournament Table will assure a long earning life. Contact your Atari distributor for more information.



NEW JERSEY SERVICE SCHOOL



About 200 operators and technicians attended the three service schools held at Atari's New Jersey office. Fred McCord, Dave Tucker and Russ McDonald conducted the schools that covered the basic electronic technology, schematics and logic for troubleshooting and repair of Atari video and pinball games.

“I was very impressed with the service school,” said Charles H. Martin of CSSK Amusements, York, Pennsylvania. “I walked away with so much useful information. The digital logic was most informative. Other service schools did not go into as much detail as you did,” he added. Other operators and technicians reported that the Atari schools were superior due to the pertinent material

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GAMES AND BUSINESS

Coin-op games are a great attraction at business conventions, meetings and parties. An article in the February issue of Coin Connection suggested that operators consider short term rentals of games to businesses for this purpose.

Atlantic Recording Corporation placed Atari games in their hospitality suite at a recent trade convention. Bruce Tenenbaum of Atlantic said, "Our party was hailed as the best of the convention, and the Atari machines were undoubtedly the feature attraction."

The games are a benefit to businesses for attraction and public relations when used at their conventions, trade shows, etc. Operators can profit from renting the games to businesses at a rate which could be somewhat higher than average gross collections, plus pickup and delivery charges.

BEHIND THE SCENES: THE HEART OF MARKETING

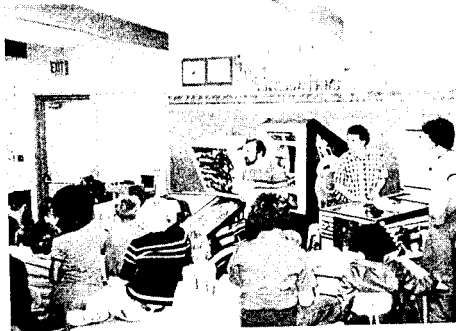
The phone may ring a thousand times, but there's always a pleasant "hello". The in-box may be piled to the sky, but the work always gets done. The special requests are answered; the orders are made; the information is filed; the Coin Connection goes to press . . . and so much more. Atari's Marketing Secretaries are the heart of the department.

Davia Mountney and Ruth Evans are the valuable behind-the-scenes people who put the marketing department into action each day. Their efficiency and creative contributions help make Atari's marketing efforts even better.



Ruth Evans and Davia Mountney, Marketing Secretaries, are the heart of the department.

GAMES AT A SCIENCE FAIR



The 5th and 6th graders at DeVargas School crowded around Starship 1™, solid state Airborne Avenger™ pinball, and an electro-mechanical pinball game displayed in their classroom. However, these children were not there only to play the games, they were there to learn how they work as part of the Science Fair sponsored by this Cupertino, California school.

Ted Olsen, President of Time Zone, and his technicians, Craig Wheelwright and Steve Coates brought the games to the school and spoke to about 70 children about how the games work. Jerd Ferrainolo, principal, said, "The children were extremely interested in the games presentation which, I am sure, helped to generate more enthusiasm for the Science Fair and for science itself."

As a result, Ted Olsen received many rewarding thank you notes from the students and has created an interest and enthusiasm for the games by many new potential players.

PLAYER PROMOTION IDEAS

A Reward for Good Grades

Game room operators can encourage students to get good grades in school and play more games by offering free games for A's and B's on their report cards.

Family Players

To encourage more families to go to game rooms together, offer a special of one free game each to a parent and child under 12 who come to play games.

Special Group

To broaden a game room's player base, free games given to youth groups, school clubs, civil and community organizations would encourage return visits. (Free games to charitable organizations are considered donations.)

PUBLICITY PACKAGE AVAILABLE

A Positive Publicity Package is now available from Atari on request. We have put together many of the positive articles written on games and arcades in newspapers, magazines, and other media around the country. These articles may be helpful in opening new locations that are hesitant due to the antiquated "bad image" philosophy. They may give you new ideas for special promotions or other new positive publicity for the industry.

If you would like copies of these articles, write or call (408) 745-2501:

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WE SELL FUN

"People rarely succeed at anything, unless they have fun doing it."

TECHNICAL TIP

SKY RAIDER™

For optimum visual effect, the M700 monitor PCB has been modified and an additional control for vertical centering has been mounted on the chassis. A sequence of adjustments must be followed to achieve the proper effect.

1. Switch game in test mode to obtain a stationary picture.
2. Adjust the vertical controls so the raster is approximately 15" high, leaving 1/2" on the top and 1" on the bottom black.
3. Turn vertical linearity control, squeezing bottom of picture until tail of plane is about 1/2" from the bottom black.
4. Adjust the horizontal width control and the vertical centering control to match up the terrain and alpha numerics with the bezel.

HIGHLIGHTS OF PEBBLE BEACH

Atari distributors met for three days of intensive business and fun combined to make one of the most successful events in coin-op history. Over 100 representatives from Atari distributors world-wide joined together at the luxurious Del Monte Lodge in Pebble Beach.

"After such an outstanding convention and in such an outstanding place, I think it would be an extremely hard act to follow each year. . . I think this year was even better than last year," said Chet McMurdie of Advance Automatic Sales Co.

At the early morning business meetings, Atari discussed new programs which will benefit the distributors and their customers. In the first day meeting on service support, Atari introduced new test fixtures: a pinball tester, RAM and ROM test equipment and the CTF-1. Service schools, self-test systems and other service functions were also discussed. The second day, the marketing department presented information from operator, distributor and player research, and discussed advertising, promotion and sales programs for the future.

"The distributor meeting was sensational and done with great class,"



Don Osborne and Gene Lipkin address the distributors at the morning meeting while Frank Ballouz, Steve Bristow, Dave Tucker and Howie Rubin stand by to answer questions.



Ed Shaffer prepares to tee off on the Pebble Beach Golf Course.

commented Arnold Kaminkow of Robert Jones International in Dedham, Mass. "A lot was accomplished in the business meetings and we thoroughly enjoyed the time at Pebble Beach," he added.

There were tournaments held in tennis, golf, putting and backgammon for fun and relaxation after the meetings. A sightseeing tour of the scenic and historic Monterey Peninsula was also provided. "It is always a pleasure to spend time with our distributors and get to know them better in a relaxed environment," said Don Osborne, Western Regional Sales Manager and Coordinator of this event. "I was extremely pleased that so many of the distributors participated in the recreational activities; this factor contributed to the overall success of the meeting."

Each evening there were parties and fabulous meals. The Tuesday evening banquet followed a delightful cocktail party where the distributors saw some of the new products to be introduced this year, and had an opportunity to have their photo taken in the special Atari fun gallery. An entertaining awards presentation and dancing followed the dinner.

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Enjoying a delightful banquet is, seated: Lou Dunis, Irving Green, Janette and Ray Galante, Steve Lieberman, Carol Kantor; standing: Stuart Dunis, Maxine Green, and Don and Patty Osborne.



Distributors attend early morning meetings at Del Monte Lodge.



Hans Rosensweig, Joe Robbins, Chet McMurdie, Morris Piba and Rubin Franco look at the new wall box game concept from Atari.



Maurice Cardinal, Cliff Lewis, Lenore Sayers and Matt Russ enjoy morning coffee before the meetings.



Joel Kleiman, Vi and Will Laurie, Nancy McMurdie, Dean McMurdie, and Denise Liptman enjoy lunch at Nolan's home before the trip to Pebble Beach.



The International golfers at Pebble Beach: Hans Rosensweig, Serge Lievoux, Mrs. Lievoux, Jean Francois Gaillard, M. Nakamura, H. Nakajima.

A PLAYER'S DILEMMA

"This game used to be great, but now it's yuckie." This was the comment of a frustrated player about a pinball game that was poorly maintained. We were at the local skating rink and tried to play the games, but the playfields of the pinball games were so dirty you could hardly see the artwork; the ball shooter barely bunted the ball onto the playfield; the flippers were slow to flip, and the bumpers lacked bump. Players might put in one coin to play while taking a skating break, but the games were in such bad shape, they certainly wouldn't play again.

This location has the potential for very high collections, with hundreds of people passing by the games every week. It is certain that the income from these particular games could be two or three times higher. If they were clean, they would attract more players and would be more fun to play again and again.

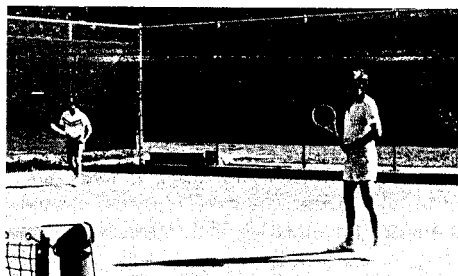
Pebble Beach (Continued)

The golf tournament winners included Claus Arrhens, the Cherry Group, England, and Mr. M. Nakamura of Atari Japan, who both took first place, winning golf club bags. John Gatens and Jerry Becker won second place; Irving Green and Arnold Kaminkow took third in the golf tourney. The low gross winner was Bud Patton and high gross winner of a divot was Shane Breaks. The contest on the 18 hole putting green was won by Al Hawkins.

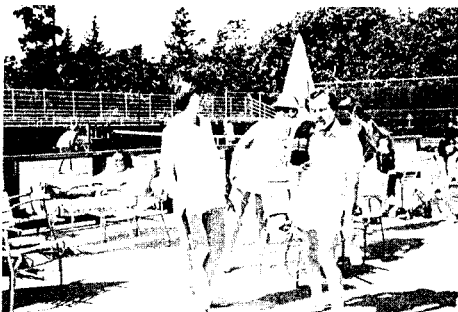
The tennis events were divided into teams of 6 people. First place went to

Chuck Arnold, Jim Weatherhead, Shirley Waldman and Anne Betti representing distributors, and Curt Russell and Debbie Spear of Atari. Each member of the winning team received tennis attire. Those distributors on the second and third place winning teams were: Bob Haim, Al Bettelman, Maurice Cardinale, Linda Breaks, Chet McMurdie, Barbara Gordon, Jeanette Galante and Ed Miller.

Lou Singer of Central Distributing, Omaha, said, "We enjoyed the meeting very much. It is a delightful place. The program and activities were superb. It was much more personal than other business meetings, which made it even better." Harriet Singer, his lovely wife, added, "Everything was just great!"



Ira Bettelman and Ray Galante prepare for the serve in the tennis tournament.



Relaxing between tennis matches.

Service Schools (Continued)

covered to help them service Atari equipment. "We learned much about how to find the problems and repair the games. We appreciated the informative sessions without any hard-sell of product," noted several operators.

The Atari representatives discussed the new test equipment for solid state games that will be available in the near future to further assist in technical troubleshooting on location. They demonstrated the tools and techniques for pinpointing problems and repairing the pinball and video games.

FUTURE SERVICE SCHOOLS:

Service schools are presently being scheduled for late April and May through the following Atari distributors:

- Music Vend Distributing Co.
Seattle, Washington - May 8 & 9
- Dunis Distributing Co.
Portland, Oregon - May 10 & 11
- Empire Distributing Co.
Green Bay, Wisconsin
- Belam Florida Corp., Miami, Florida

For further information on these or other service schools to be held, please contact the Atari distributor in your area, or call Fred McCord at 800-538-6892, or within California call (408) 984-1900.

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