

COIN CONNECTION

Free Astrodata Kit™ Available to Help Launch Asteroids Deluxe™

For the first time, ATARI® is offering a free package of advertising and promotional sales materials designed to help operators and locations realize maximum profit potential from Asteroids Deluxe.

The Astrodata materials are proven advertising and sales tools created to help you first *sell* your locations, then help your locations *sell* their players.

The Astrodata Kit provides support in three ways:

1. It offers your locations promotional materials that carry the Asteroids Deluxe message to their players.
2. It offers materials that can support your sales efforts at the location level.
3. It supplements and reinforces a heavy on-going program of advertising and publicity in magazines targeted at reaching a variety of location types.

Some of the items included in the Astrodata Kit to help you get the most profit from your new Asteroids Deluxe are:



A. Sales Sheet. A complete detailed description with color photos designed to help you explain and present Asteroids Deluxe.

B. Fact Sheet. Nine of the game's most important operator-option and play action features are completely illustrated and described.

C. Game Photos. 8" x 10" B/W photos of all three cabinet models. You can use them for advertising, promotion and publicity.

D. Advertising Premiums. An 8" x 10" B/W photo of available T-shirt, 24" x 36" in-store poster and new location-window decal. These items are available in dazzling full-color for use as incentive giveaways, prizes, and location promotion. They're designed to keep the excitement, and the profits, flying high.

E. Ad "Slick". You can use the reproducible ad for placement in local newspapers or magazines to tell the players about Asteroids Deluxe and draw them to your locations. It's also an effective mail piece.

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ATARI Holds 7th Annual Distributor Meeting

For the seventh year in a row, ATARI's family of distributors gathered together for five days of business discussions, good food and recreation.

Pebble Beach, California was the setting for this year's event, which was themed "The ATARI Classic".

The festivities began Saturday, March 28, with dinners in a variety of San Francisco's finest restaurants. Sunday

found the distributors and their wives, along with their hosts from ATARI, wine-tasting at the Mirassou Winery. The group then lunched in Carmel Valley before arriving at Pebble Beach.

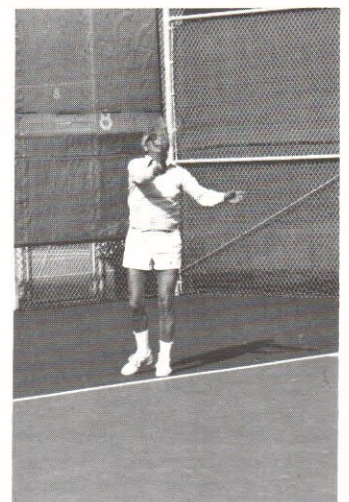
Golf and tennis tournaments, a barbeque Tuesday night and a formal black tie awards banquet Wednesday night were highlights of the meeting.

General business sessions were held every morning with representatives from marketing and sales, manufacturing, field and customer service to better acquaint distributors with current and long-term planning. Individual meetings with distributors were also held throughout the five day session.



The introduction of Asteroids Deluxe™, Warlords™ and Red Baron began the business meetings. Frank Ballouz, Vice President of Marketing for the Coin Operated Games Division, explained and demonstrated the play action and option features of the games. Warlords upright and cocktail models will be shipping in May and Red Baron sit-down in early May, while Asteroids Deluxe began shipping in late March.

Presentations were given by Darl Davidson, Manager of Customer Service, Al Chamitoff, Vice President of Quality Assurance and Fred McCord, Manager of Field Service. The presentations gave the dis-



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Distributor Meeting continued

tributors a better insight into how to get maximum benefit from these ATARI services and how ATARI is continuing to implement programs that assure highest quality products and support services.



A marketing research discussion was given by Mary Takatsuno and Linda Butcher that focused on recent player demographic studies and current pre-testing procedures—data that helps determine who our players are, where they are and why they like or dislike a game.

Frank Ballouz talked about plans for an expanding program of advertising and promotion designed to increase player awareness that will stimulate profitability for

distributors and operators.

Some key programs include:

- 1. Asteroids Deluxe "Astrodata" mailings.** Kits containing free advertising materials to introduce and sell the games at the location level are being mailed to operators (see related story this issue) to reinforce existing color ads in an expanded schedule of national trade magazines.
- 2. Television and Radio Advertising.** Another industry first. ATARI will be test advertising both Missile Command™ coin-op and home cartridge in six major cities in late May to increase awareness of ATARI products.
- 3. World Championship Tournament.** Plans are underway for a national players' tour-

namment that is designed to increase location play and product sales. Details will be out in May.

A prototype for a new distributor showroom product display was also shown. Its function is to demonstrate a complete game play along with various features via a videotape, and to provide a display setting that will highlight ATARI games.

Also unveiled was a new motion picture produced by Stephen Marley Productions for ATARI that shows step-by-step how a coin-op video game is created and produced. More about this in a future issue of Coin Connection.

Finally, two special awards were presented at the formal banquet on Wednesday night. The awards, for highest sales



Shane Breaks congratulates Herbert Nack from Loëwen.

of Asteroids™ in 1980, were presented by Don Osborne, Vice President of Sales, to C.A. Robinson for the domestic market, and by Shane Breaks, International Director of Marketing to Loëwen Automaten for the international market. Both of these distributors were commended for their outstanding efforts on behalf of ATARI and Asteroids.

"The 'ATARI Classic' was our most successful meeting to date," commented Don Osborne. "Everybody had a good time, but more importantly, it helped to re-emphasize our commitment to our distributors for quality and support that will continue to be the best in the industry."



Lee, Adria, Sandy, Al and Ira Bettelman receive award for highest Asteroids sales in U.S. from Don Osborne.

Promotions for Profit

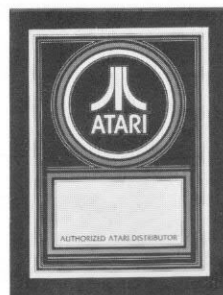
Ian Bulloch, President of Game Town, U.S.A. in Oakland, California, sent us an idea that he used as a goodwill type of promotion. He sent out a "special notice" to all of his customers, inviting them to a "complimentary 2½ hour lesson in basic electronics." The course he offered was held on a Saturday morning at 8:30, and it didn't require any heavy mathematical understanding.

As the mailer read: "This course is to teach you just what electricity is all about." In the course of learning about general electricity, the course also explained the basic electrical theory behind the operation of video and pinball games.

This is a great method for bringing people into your location. A local college professor or a service technician on the games would make an ideal lecturer. And the games are right there to be used as demonstration pieces. So it's convenient, and it's a good promotional device. Thanks, Ian!

Authorized ATARI Distributors to Receive Plaque

Soon, your authorized ATARI distributor will be proudly displaying a beautiful plaque certifying his authority to sell and service ATARI games. The plaque is also a symbol of excellence and continuing quality support to your business. So look for the plaque before you buy an ATARI game. Or you might not get all that you pay for.



ATARI at College Union Show

The Association of College Unions International recently held its 61st Annual Conference in San Francisco. The show ran from April 12th-15th and was held at the San Francisco Hilton.

The ATARI booth drew large crowds due to the display of the company's latest game, the exciting Asteroids Deluxe™, and its current hit, Battlezone™.

Frank Ballouz, Vice President of Marketing, noted that, "The college union show is an important one for ATARI. It provides us an opportunity to present our newest product to the

college union administrators. It also gives us a chance to talk to these people and explain the advantages of having coin-op games in a college union. College students are some of our best players, but the college unions are still an expanding market. By attending the Association of College Unions' show, we hope to make the college union managers more aware of the current coin-op game product from ATARI, as well as to make them aware of the increase in income and traffic that a well-placed coin-op game can generate."

Did You Know? . . .

During ATARI's AMOA Operator Survey nearly nine out of ten of the operators told us they had placed coin-operated games in new locations during 1980. The predominant reasons the locations accepted games for the first time include: An increased awareness

of the profitability of games, and the growth in demand due to improved public acceptance.

In a related area, three out of four surveyed operators reported a net increase in their number of locations. These operators added an average of twenty stops to their routes in 1980.

Two New Video Hits from ATARI®



Red Baron: Aerial combat in WWI biplane.

ATARI's Red Baron is a realistic aerial combat simulation. The player is behind the controls of a WWI biplane searching the skies for the elusive Red Baron. The horizon shifts and tilts while three-dimensional hills and valleys sweep by below. Suddenly, on the player's right, an enemy biplane appears. The player maneuvers his plane, locates the enemy in his sights and fires. The enemy is blown away!

Besides the enemy biplanes, the player must also watch for blimps which can be shot for points. On the ground there are tanks, pyramids and buildings, all of which make good targets for strafing runs. Game challenge and excitement mount when the enemy planes begin firing back at the player. The player must maneuver his plane skillfully and try to save his fire because his guns could overheat, leaving him with no protection from the dastardly Red Baron.

Red Baron includes ATARI's new operator-adjustable Skill-Sense™ feature, which allows

the game to self-adjust average game time to correspond to average player skill in any given location. A special High Score table displays the top seven scores on the game. If the power is off, the non-volatile memory retains the top three scores. Other special features include 4 operator-adjustable bonus levels, 4 operator adjustable game "lives", and ATARI's 19" QuadraScan™ monitor with ultra-realistic 3-D screen graphics.

Red Baron is available in a special sit-down version. This sit-down cabinet totally surrounds the player, adding to the realism of the game play.

Frank Ballouz, Vice President of Marketing, commented: "Red Baron is a great new game. With the exciting sound of guns chattering, and the realistic screen graphics, the player will be transported back to the time when all that protected the pilot from death at the hands of the Red Baron was wits and skill. It's an incredible video challenge."



Warlords™ pits player against firebreathing dragon and Black Knight.

Warlords, another new video game introduced recently by ATARI, takes the player back to the time when knights defended their castles from attack by fire-breathing dragons. In this exciting medieval battle challenge, the player must protect his castle from fireballs hurled against the walls by a fearsome dragon.

The player is armed with a shield with which he can catch the fireballs, aim and redirect them at enemy castle walls. As the player becomes more skillful in his defense, the dragon increases the frequency and the speed of his flaming weapons. The player must constantly patrol his castle walls in order to save himself from destruction at

the hands of the dragon or the dreaded Black Knight.

Warlords features include a new isolated cashbox with separate locking access door and a dual coin mechanism, new Skill-Sense feature that self-adjusts to provide equal game time opportunity for any degree of player skill, a High Score table that displays high scores both for individual players and for teams, and sensational full-color three-dimensional play-field graphics.

Warlords is available in upright and new cocktail cabinet models. The cocktail version is specially designed with telescopic legs for up to 4 players.

Along with the introduction of Red Baron and Warlords, ATARI is offering full color posters and T-shirts. These items make great prizes for tournaments and giveaways and help to draw attention and new players to your location. To order posters and T-shirts, contact ATARI's Customer Service Department, Coin Operated Games Division, 1105 North Fair Oaks Avenue, Sunnyvale, CA 94086.

The President's Corner

The recent series of unrelated but complementary events revolving about Asteroids™ is really quite phenomenal and unprecedented. Local and national radio and TV companies have or will record and present programs focusing on ATARI, the video boom, and Asteroids Deluxe™ in particular. These include CBS, ABC, NBC and others. The "Eddie ATARI" skit on a recent "Saturday Night Live" program has become a classic. In April, NBC's "David Brinkley's News Magazine" visited ATARI, home of Asteroids.

What a wonderful opportunity for the operator and location to take advantage of this marvelous publicity attracting attention to a coin-operated game. Use the publicity kits available to you on Asteroids Deluxe, put up the posters in



— Joe Robbins

the windows of the location, try a few radio spots and newspaper ads. It's all designed to bring in more players, put more money in the Asteroids Deluxe cashboxes, and thus more money in your pockets.

Coin-Op Missile Command™ in National TV Commercial Test

In a first-time test to measure the impact of TV advertising, ATARI has produced a 30-second television spot featuring Coin-op Missile Command and introducing the home video cartridge version of the game. A 60-second radio commercial has been recorded which will be aired to coincide with the TV ad.

The commercials are scheduled to begin running at the end of May and continue for a four week period in Seattle, Portland, Phoenix, Cincinnati,

Milwaukee and Pittsburgh.

Collections in selected locations will be monitored in these cities and compared with "control" cities with no TV and radio advertising to determine the effect on player activity. Awareness levels of the ATARI name will also be checked.

If successful, future planning will include further cooperative commercials promoting both Coin-op and home video games to help build your business by increasing player interest.

ATARI Holds First Joint Press Conference

For the first time in the Coin-Op division's history, a national press conference was held in New York March 23 to introduce Asteroids Deluxe™ and the home video cartridge version of Missile Command.

Over 80 editors from both trade and consumer publications along with local TV representatives attended the event at the Time and Life Building, and experienced the excite-

ment firsthand of playing these new games.

Commenting on the event, Frank Ballouz, Coin-Op Vice President of Marketing, said, "This was part of a continuing effort to tell more location owners, and players about ATARI games. We believe the additional national exposure will help game sales as well as boost operator and location profits."

ATARI Appoints Riv Hight to Manage New Far East Operation

Joe Robbins, President of the Coin-Op Games division, recently announced the establishment of an office in Tokyo, Japan, tentatively titled "ATARI Far East". Mr. Rivington Hight, Jr. will serve as Manager of Marketing and Sales and oversee the operation of this new ATARI venture.

Mr. Hight is a native of Georgia. After graduating from Georgia State University with a degree in Accounting, he joined the military, where he studied the Japanese language for a year before being stationed in the country. In 1972, Mr. Hight was appointed International Sales Manager for a small consumer electronics manufacturer. After three years in this capacity, Mr. Hight joined Taito, Tokyo as an export manager. In 1979, he was named Chief Executive of Taito (Australia) TTY, Ltd. and moved to Sidney.

As Taito Australia's chief executive, he handled importation, distribution and operation of games in Australia. Mr. Hight's appointment as Manager of ATARI Far East is effective April 1.

Commenting on the appointment, Joe Robbins said, "We are pleased to have Riv join us. Coming to us as he does, with his knowledge of the Japanese language and experience in the coin-op games business, we expect him to be a great help in setting up our new Far East operation. Along with his marketing and sales responsibilities for ATARI in Japan, Riv will also be in charge of those operations in Australia and the Far East. This is another move in ATARI's continuing effort to expand our marketing base in order to serve our international customers better."

The Book — Everything You Wanted to Know from Field Service

After months of compiling data, ATARI's Field Service has recently completed The Book, a practical guide to electronic game operation and service.

This illustrated service guide contains information on: tools and soldering, troubleshooting, TV monitor repair, PCB components, ICs, digital devices, and analog devices. It also includes an 8-page glossary of

electronic terms.

The Book is a must for every game operator, one of the most complete and concise service manuals on game operation ever printed. The Book will be available from your ATARI distributor for \$39.00 beginning in May. Make sure and order your copy for all the latest information on video game service and repair.



Operators of the Eighties April Profile: Mickey Finn, No. Kansas City, Missouri

Many people are aware that the bowling industry and the amusement games industry have strong similarities—They both provide recreation, have similar target customers and both have been faced with image problems in the past.

One of the key innovators in the bowling industry is Mickey Finn, currently the manager of NKC Pro Bowl and President of the Kansas City Bowling Proprietors. Finn reflects on the recent history of the bowling industry by summarizing,

"In the late fifties the bowling industry was soaring and by 1960 there was an oversaturation of bowling centers. By 1968 many proprietors went out of business. Those remaining were the ones who kept strict maintenance on their equipment and pursued an active promotion program."

Today there are about 10,000 bowling centers in the United States. There are a startling nine million regular league bowlers and in one year, close to 80 million people go bowling.

The bowling industry attracts a wide range of ages. The target customers are between 18-34 years of age, very similar to the target market of coin-operated game players. "Our key customers are a declining age segment in the population," observes Finn. "One way to buffer ourselves is to recreate new target customers." As an example, Finn cites, "Years ago our daytime leagues were supported by women bowlers,

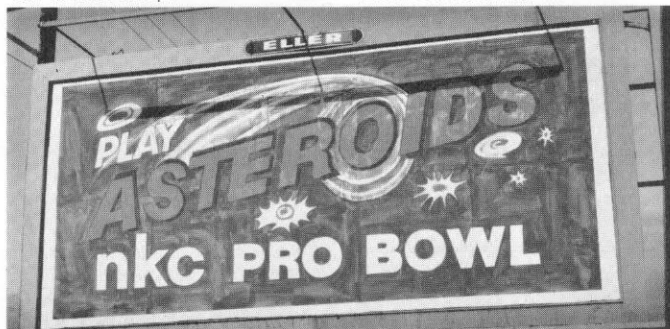
Many of these women returned to the work force and our daytime business felt the impact. We had to create a new interest, so we reached out to the community and keyed in on Senior Citizens, who were seeking recreation activities. Today, these Seniors are a vital part of our daytime league."

"Bowling proprietors today view coin-operated games as a crucial profit structure in their operations", says Finn. "They are exploring ways to expand and renovate their game areas. Before, proprietors talked about high bowling scores, but now, their conversations gear in on what's new and good in games." Finn says that game rooms are recognized as incremental revenue builders and they draw in a wide range of clientele which also adds to the bar and/or restaurant sales. "Seventy-five percent (75%) of our game revenues are generated from non-bowlers. Businessmen come in during the day to play games and they'll stop for lunch in our snack shop."

Finn pays a great deal of attention to the game operations in his center. He is heavily promotion-oriented and uses games to create what he calls an "action syndrome". According to Finn, "It is important to create a feeling of action to attract customers. You need a proper mix of games to appeal to a variety of people—space games, sports games, driving, and family type games. I have my six top games arranged in a circle in the middle of the game room. They actually earn more this way."

As an ongoing promotion, Finn uses a token system for his games and his bowlers receive free game tokens when they bowl a specified number of games. He also has used billboards to advertise his bowling center and highlight ASTEROIDS™.

Finn is also the author of many published articles, one of which focused on coin-operated games and was featured in *Bowlers Journal*.



Billboard produced by Finn to promote Asteroids at NKC Pro Bowl.

Astrodata Kit™ continued

F. Radio Commercials. Scripts for sixty, thirty, and ten second radio spots dramatize the exciting play features of the game. Refer to the Radio AstroTips sheet for suggestions about how to produce and place radio commercials to most effectively take advantage of this advertising medium.


G. Tournament Ideas. These are proven tournament and contest ideas designed to help you promote in-location game play (and repeat play). These events are simple and inexpensive and can work successfully whether your locations are "street", "arcade" or in-between. They are effective new business builders, encourage semi-regular customers to come in more often, and are good publicity, enhancing your prestige in the community.

Join the ATARI Astro Force now. The Kit is free. All you have to do is fill out the postage free card enclosed in this issue. Or write to us at Atari, Inc., c/o The Coin Connection, 1265 Borregas Avenue, Sunnyvale, CA 94086.

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