

ATARI®

COIN CONNECTION™

Gravitar,™ Ultimate Space Adventure from ATARI®, Makes August Debut

Shooting enemy bunkers, "tractoring" fuel, dogfights in deep space, these are all elements in the all-new action-packed space challenge: Gravitar from Atari. This 1 or 2 player coin-operated video game features a "Super Bonus" scoring system which increases player challenge, changing gravitational forces, 56 different planets in 3 different solar systems, all displayed on the dynamic Atari QuadraScan™ Color monitor.

The player begins with his ship drifting slowly from Home Base, pulled towards the Death Star, center of gravity for all planets on the screen. By manipulating the Right and Left Rotate and Thrust controls, the player can maneuver his ship towards one of the 5 alien planets displayed. The ship must be moved quickly because there are two red alien ships that pursue with amazing perseverance. If one of the alien ships gets too close, the player's ship and the alien ship will be immediately transported into deep space for a dogfight to the death.

If the player manages to get to one of the alien planets safely, he is zoomed down for a closer inspection of the craggy terrain. Now he can go about accomplishing his mission: to shoot out the enemy bunkers on the surface of the planet and to collect fuel cells. The fuel cells are closely guarded by the enemy bunkers, and shots are fired at the player to prevent him from getting down to the fuel. The player can use his Shield to protect himself from enemy shots, but this makes it even more important for him to collect the fuel cells, since every time he uses the Shield/Tractor, or Thrust, he uses valuable fuel units.

Once the player has blown out all the bunkers on a planet he travels back to the solar system for a go at another planet. If the player wishes to go on to the next solar system without first completing missions on all four of the alien planets in the initial solar system he may

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Gravitar promotional items have been specifically created to enhance your game sales and draw attention to this dynamic new game from ATARI. Included among these special merchandising aids are the Gravitar Crew t-shirt in metallic silver, black and red, the Gravitar poster which highlights the excitement of travelling to alien planets and destroying enemy bunkers, and two new items: a Gravitar mobile, perfect for location display to let your players know you have the latest from Atari; and the Gravitar space ship, a brightly-colored paper model that fits together easily and makes a great giveaway or contest prize. Contact Atari Marketing Services, 790 Sycamore Drive, P.O. Box 906, Milpitas, CA 95035, for a promotional items order form.

Atari, C.A. Robinson Lend a Hand at Special Olympics

The weekend of June 25, 26, and 27 had special meaning for those participating in the Special Olympics held at Drake Stadium on the University of California Los Angeles campus.

The celebration of individuals with an IQ of 75 and under has been an annual event since 1968. "Traditionally the mentally retarded are isolated, shipped off, closeted, shunned by peers and the object of ridicule and abuse," said Jerry Poe, executive director of Special Olympics. "Here they are given the opportuni-

ty to do the things denied them."

Atari was one of the many companies helping out with the Special Olympics. According to Poe, "We try to enlist the support of all kinds of industries, and the response has been excellent. We think it's a part of an ever-heightening awareness by business that Special Olympics is here, worthwhile, and helping the mentally retarded."

Atari representatives participated in a parade and assisted Special Olympians in playing video games set up in an Atari



Don Osborne presents Rafer Johnson, V.P. and National Head Coach of California Special Olympics, with check from Atari as Ron Maysak looks on.



Fygar congratulates a happy but exhausted Special Olympian.

Teenage Economic Power

This is the second in a series of articles on Youth Lifestyles by Graduate Student Brenda Wells-Flexer.

When teenagers have a dollar in their purse or pocket, how do they spend it? According to the Rand Youth Poll (a poll conducted every year on teenage spending and economic power whose results are most often quoted in national magazines and newspapers) teenagers 13 to 19 years spend up to \$21 a week in 1981. Of the 3,201 teens surveyed in this poll, a major percentage of their weekly income (from allowances and part-time jobs) was spent on food, entertainment and clothing.

Teenage spending in 1981

In 1981 teenage boys spent most of their weekly allowance on entertainment and food, whereas girls spent more on clothing and grooming aids. Both boys and girls over the age of 16 also spent a major portion of their money on automobiles. An average of \$5.36 a week was spent on entertainment with \$1.35 of that amount spent on coin-operated video games. Boys ages 16 to 19 spent the most, \$2.30 a week, which is a 30% increase from last year's Rand Youth Poll on coin-operated video game play by this age group.

Teenage population in the next decade

The teenage population doubled in size between 1950 and 1975, resulting in an

increase in the amount of youth-oriented products on the market. However, since 1975 there has been a decrease in the teenage population and forecasters predict that this decline will continue until 1992 when the teenage population will begin to increase again. The decline in teenage populations should have decreased teenage economic power but that hasn't been the case. Teenagers are spending more money now than ever before for a variety of reasons.

Why Teenage Spending Will Increase

Some of the factors which indicate that teenage spending will increase include:

52% of the working force are women; the mothers of teenagers have more money available for weekly allowances.

Teenage consumers are attracted to the many new products and services now on the market which are youth-oriented.

The reduction or elimination of public recreation programs has provided a market for more commercial recreation to provide leisure time activities for teenagers.

Rising inflation has caused undisciplined spending. There is a general feeling by the nation to "spend money if you have it," something which teenagers are doing every week.

Portrait of a Teenage Consumer

Teenagers are better educated now and

have more sophisticated expectations than they did ten years ago. They are seeking products and services which provide greater diversity to maintain their psychological as well as physical well-being. An example of why coin-operated video games fill these needs comes from some recent comments by a group of teenagers who say: "The attraction of the games comes from the fact that they (the teens) continually transform themselves as they progress into the game. Discipline and concentration, combined with increasing excitement and enthusiasm as one improves, make games rewarding to play."

The above statement was compiled from teenage boys. Teenage girls are often uncomfortable with playing video games. Girls are generally attracted to game rooms as a place which provides opportunities for social interaction. So unless games are exciting to play and provide opportunities for interaction, money is more likely to be spent at concerts, movies and restaurants. However, both teenage boys and girls are spending more money each week now than ever before.

It is assumed, therefore, that the economic spending power of teenagers will continue to be a major portion of the predicted 218 billion dollars Americans will spend this year on recreation alone—according to *U.S. News and World Report* this is one dollar out of every eight dollars to be spent this year!

OPERATOR
OF THE '80s

Mac Flipper of
Gothenberg,
Sweden

"Valkomna Till Var Spelhall" is how Mr. Kenny Nilsson, manager of Mac Flipper amusement center greets his patrons in Gothenberg, Sweden.

One of the largest game rooms in Gothenberg, a city in the southwestern region of Sweden, Mac Flipper has about 50 coin video and pinball machines. The 150-square-foot center is covered with ornate Italian tiles and the walls are made up of mirrors. Open between the hours of 11:00am and 11:00pm, Mac Flipper is a popular location for Swedish youth. Besides the manager, there are six full-time employees: Per Edwall, Bernt Olausson, Leif Lindell, Runar Paulsson, David Vahl and Mikael Tragard. At least one full-time employee is on duty during working hours to assist players with game instructions, while the others are busy with administering the business aspects of the game room.

A High Score tournament was held at the amusement center in May, 1982. Mac Flipper was open day and night during the week-long competition, and the turnout was spectacular. Players from all over Sweden competed against the USA high scores, and a new record was set on Missile Command™. The champion player Hakan Strom, age 17, amassed 57,114,650 points after 37 hours and 15 minutes of continuous play. (This score has now been topped by Ron Kussman of Upland, California with 63,983,478 points.) Another Swede, David Collin, was a high scorer on Tempest™.

Because the event was so successful, Mac Flipper will have similar competitions next year. "We are a new game center," says Nilsson, "and there are a lot of details yet to be worked out. But on the whole we are very pleased with the tournament."

Mac Flipper is owned by Adonbolagen, a company also located in Gothenberg. It was founded in 1968, and today it has about 400 pinball and video games at amusement centers throughout the southwest region of Sweden. Most of the locations only have one or two machines, but there are at least ten game rooms similar in size to Mac Flipper.

There is talk of a new law in Sweden which will require each amusement center to license each game through the Department of Social Services. Even though this may cause some game rooms to be closed, Mac Flipper is hoping to carry on business as usual. "We are looking forward to new and interesting types of games from Atari," said Mikael Tragard, spokesman from the amusement center.



Fred McCord and Tom Petit give encouragement to Special Olympian Centipede player.

tent. "We wanted to give these very special athletes an opportunity to experience a video adventure. We view Special Olympics as a worthwhile organization, and hope our participation is viewed as exemplary by other major corporations," said Don Osborne, vice president, sales and marketing of Atari Coin Video Games Division.

The Bettelmans from C.A. Robinson Distributing in Los Angeles supplied the coin video games for the weekend and helped during the proceedings. They also graciously hosted a dinner for the tired but exuberant Atari crew the last day of the Olympics.

During a special ceremony, a check

for \$2,500 was presented to the Special Olympics by Don Osborne on behalf of Atari. The Olympics are privately funded.

"The Special Olympics was the brain child of the Kennedy family, primarily Eunice Kennedy," explained Poe. He said the problem of lack of coordination, and low self-image because of it, have prevented the mentally retarded from realizing their potential.

"No one loses at the Special Olympics," said Poe. "Anyone who finishes what he started is awarded a ribbon or medal and it becomes the most precious thing he owns because in a lot of cases, it's the first time someone recognizes that he can achieve something."

Promotion for Profit

Here's a fundraiser to help establish a positive image for your location while benefitting a local school or charity.

Offer your players game tokens in exchange for recyclable cans and bottles. Donate the proceeds from the recycled goods to a local school or charity organization. This promotion should be conducted over a 4-6 week period of time for maximum effectiveness.

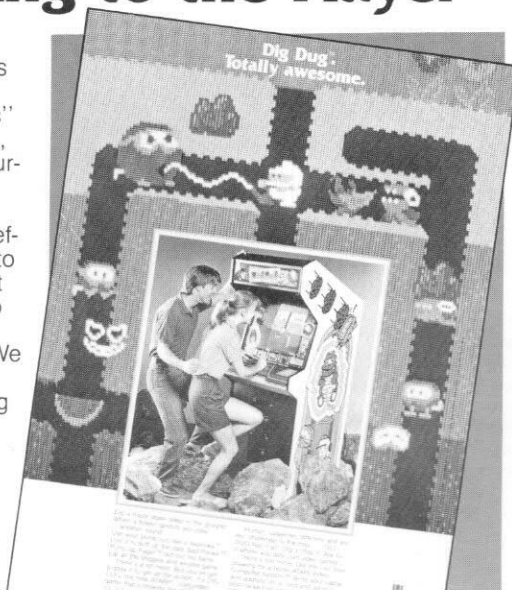
To encourage participation, you might award a prize to the player who brings in the most recyclables. Also, post a sign each week announcing who has brought in the most, and the total amount of goods collected. As with any fundraising promotion, send your local newspapers a press release announcing the event and a follow-up release stating the total donation collected.

Atari Advertising to the Player

Atari is beginning an ad campaign geared toward coin video game players with a full-page, four-color ad in the September issue of "Electronic Games" magazine. The ad features Dig Dug™*, Atari's new maze challenge, and encourages players to experience the humor, suspense, and action of this game.

"We are expanding our advertising efforts in a campaign designed not only to reach coin video game enthusiasts, but also to encourage infrequent players to play more often," stated Don Osborne, vice president, sales and marketing. "We plan to continue advertising in video game player magazines and are looking at other publications aimed at the teen and young adult market."

*Dig Dug is designed and engineered by Namco, Ltd. Manufactured under license by Atari, Inc.



TECHNICAL TIP Wells-Gardner Color X-Y Monitor

Troubleshooting problems in the low-voltage power supply will be greatly simplified by following the flow chart provided. If any questions or problems should arise, please contact Atari Field Service at (800) 538-1611.

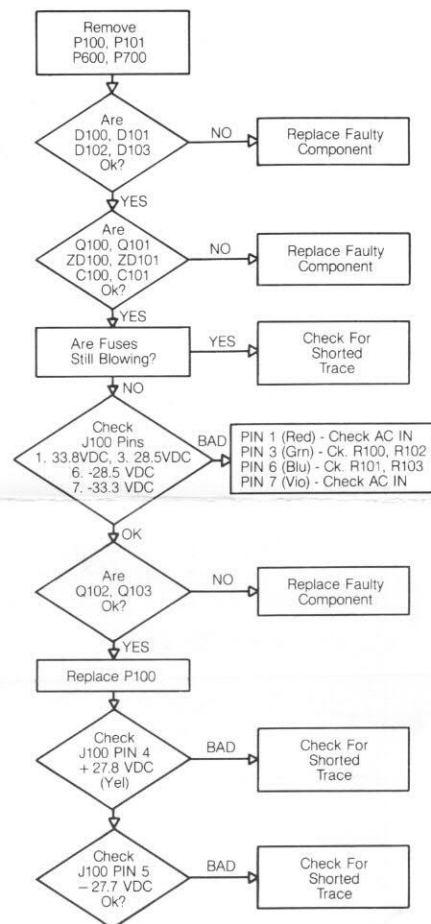
A good quality volt-ohmmeter and basic soldering equipment will be required to perform the tests.

An A-maze-ing Solution

Here are the answers to the New Dig Dug™ Maze that appeared in last month's Coin Connection. Were you a high scorer?



Blows F100, F101, 5-Amp. fuses—faulty low-voltage power supply.



Did You Know?

Teenagers 16 to 19 years old spent an average of \$21 a week in 1981 according to the Rand Youth Poll. For more information see the article on Teenage Economic Power in this issue.

Attention Operators: Free Gift!

Atari provides camera-ready ad art in the free promotional packets available on each of our new products. Have you used this art within the past six months? If so, we want to know. Send a sample of the ad you placed along with your name and address to:

Atari, Inc.
Coin Video Games Division
Marketing Services Dept.
790 Sycamore Drive
Milpitas, CA 95035

We will send you a FREE GIFT!

Gravitar continued

enter the Red Planet. At the center of the Red Planet is a reactor, which the player must destroy in order to be transported into the next solar system. However, to get to the reactor he must maneuver his ship down a narrow tunnel and escape back out of the tunnel, all within 23 seconds.

If a player chooses, he may skip one, two or three of the first planets and thus make himself eligible for "Super Bonus". If he successfully completes a mission on the higher planet chosen, he earns a bonus based on the number of points for the planets skipped as well as for the one he has just completed.

Gravitar has operator-selectable options including "Easy" or "Hard" game difficulty, 3, 4, 5, or 6 game lives, 4 bonus levels including "No Bonus" and 17 different coinage configurations.

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