

# ATARI COIN CONNECTION

## James J. Morgan Joins the "A" Team

**T**he newly appointed Chairman and Chief Executive Officer of Atari, Inc. is a "people" person to the core, complete with a personal management style predicated upon this trait. He has begun instilling this approach throughout the corporation by requiring a first-step measure of daily face-to-face communication among top executives. And Jim Morgan sets his own prime example: "I believe in being with people, I don't like sitting in my office at all. I tend to be a roamer, because I'm inquisitive and anxious to find out what people think. I've never once left my office and not learned something by doing so."

Mr. Morgan comes to Atari after a 20-year career with Philip Morris U.S.A., the domestic cigarette unit of Philip Morris Inc. He joined the New York-based company in 1963 just after receiving his bachelor's degree in American history from Princeton University, and he served in a series of marketing positions which culminated in 1978 with his appointment as Executive Vice President of Marketing. As of September 6, he succeeds Raymond E. Kassir, Atari's chief executive for the past 5½ years.

"We were fortunate to find an executive of the most exceptional leadership skills and proven achievements in administration and marketing to succeed Mr. Kassir," comments Steven J. Ross, Chairman and Chief Executive Officer of Warner Communications, Inc., the parent organization of Atari. "Mr. Morgan has extraordinarily



impressive credentials. All of us at WCI are delighted that he has accepted this position and we are tremendously excited at the prospect of working with him as Atari enters a new era in its growth and development."

Commenting on his own appointment, Mr. Morgan states, "This position at Atari, one of the world's most exciting and dynamic businesses, presented what is likely the only situation that could have caused me to leave Philip Morris."

Eager to confront the new challenges and opportunities that the position poses,

he expresses a refreshing confidence in the Atari esprit de corps: "I think that the people of Atari have demonstrated, by where Atari has gotten in such a short period of time, that the company abounds with talent and commitment and desire. And these qualities have not diminished even through the recent difficult times." He continues by addressing the strengths of the company as he initially sees them: "One would have to look very hard for any product name or company name that became as big as quickly and is as universal-ly recognized as the Atari name. That is a general statement for a lot of specific strengths that obviously involve technology, creativity, distribution and all the disciplines that went into building Atari to the heights it reached."

Along with all of us in the Coin Video Games Division, Jim Morgan shares our pride in the resurgence of Atari's leadership position this past year. He appropriately sums up the prevailing zeal: "It is exciting to see the technological sophistication of such great hits as Pole Position\* and STAR WARS\*\*. Our staunch commitment to research and development along with our aggressive marketing attitude will keep us Number One in the coin-op industry."

We wish to extend a warm welcome to our new team captain!

\*Pole Position is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982.  
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## Promotion in Motion

### ATARI STAR WARS Soars in Sterling

Promotion is not a feat of magic for Dick and Sherry Kinnaman of Wizard's Palace in Sterling, Colorado. Yet the results produced from a simple application of basic strategy may seem almost magical. The new STAR WARS video takes off on its own once players learn of its whereabouts. The trick is to get the word out... as soon as possible so that the momentum of the "hot" new property can be capitalized upon to the max!

The Kinnamans purchased a standup

*continued on next page*

## Market Research Update On Crystal Castles™

Test results for Crystal Castles over a twelve-week period from distributor sampling sites and field reports indicate a solid longevity is in store for operators everywhere. This type of "bread and butter" game is essential to the mix at any location because it will pull in casual players. "High tech" games usually enjoy a "hot" following who tend to move on once they've mastered the game play. Crystal Castles, with its more simplistic but intriguing maze theme, provides an inviting challenge for any caliber of player. Our testing also reaffirms the game's strengths in these other areas:

- Graphics that really attract
- Strong character identification
- "Universal" appeal to players
- Longterm earnings curve that reaches a plateau and remains steady.

PLEASE LET US KNOW HOW OUR GAMES ARE DOING FOR YOU. Just compute the following SIMPLE PAY-BACK ANALYSIS equation for your Crystal Castles and STAR WARS games, and mail your results to ATARI Market Research, P.O. Box 906, Milpitas, CA 95035.

OPERATOR PRICE =  
AVERAGE WEEKLY EARNINGS =  
# OF WEEKS TO RECOUP COST

## Promotion continued

STAR WARS on July 22 from Rowe International of Denver. Set on 25¢ play for that initial weekend, the game pulled in such astounding collections that it was decided to jump it up to 50¢. This was a first for an upright machine at this location. The decision was an intuitive one that proved very wise. The game has continued an upward earnings curve and remained at the 50¢ setting. Just in terms of number of plays, STAR WARS has doubled the figure of any other machine for the same amount of time," Dick reports.

Wizzard's Palace has promoted the new game through advertising in the local *Journal Advocate* newspaper. Using artwork extracted from the manuals and ensuring the appearance of all the necessary copyrights and trademarks, the 4" x 4" ad beckons players to "visit the exciting world of LUKE SKYWALKER" now available at Wizzard's Palace! The layout is a "reverse" type format with white print on a black background... achieving a dramatic effect. The ad has run on the entertainment page with an accompanying "freebie" press release prepared for the editor by Dick himself. It has also been inserted in the newspaper's "shopper" distributed in five local counties and even stretching into Nebraska. Inside the arcade, posters and banners have been used to spotlight the new arrival.

Once the word is out and players are in, additional promotional efforts sustain the action. The very first dollar spent on any day of the week is validated on a personalized "flash card" and awards the player two free tokens. The serial number on the flash card also entitles him to enter the "lucky number board" contest. Twice per week, 25 numbers are drawn out of a hopper, and winners receive five more free tokens or a soft drink of their choice at the snack bar. Dick estimates that 9,000 flash cards have been issued since opening day in July of 1981.

On August 1 of this year, an upright Pole Position\* was purchased, and the earnings reports have also been excellent. Based on the preceding STAR WARS experience, Dick immediately set the game on 50¢ play. He took Pole Position to the Logan County Fair which ran August 9-14 as one of nine machines placed in a 23' booth. As STAR WARS was soaring to new heights back at the home base, Pole Position was racing to glory on location.

Dick and Sherry Kinnaman thoroughly investigated the operator's side of the industry before taking the plunge and opening Wizzard's Palace. They were not taken in by the "fast buck" allure that so many newcomers were succumbing to at that time. They explored the business for over a year—meeting with key people and visiting 30-40 arcades in the Colorado, Wyoming and Nebraska region. The results of their research were encouraging. "We were invigorated by what we saw," Dick confirms. They occupy a 2700-square-foot space, and continue to evaluate further avenues of expansion. They now sport the following

product mix: 33 video, 3 pinball, 1 air hockey table, 2 foosball tables, 2 pool tables, and 3 skeeball lanes.

Although actively involved with the promotion of their gameroom, the Kinnamans are equally concerned with sponsoring community youth affairs. Presently, they are furnishing the local high school with 3,000 free book covers along with five other neighboring merchants. In the past, they have helped sponsor a calendar for the athletic department and donated a sign for the Sterling Recreation Center. Dick sums up the intention: "We try to do things first-class in order to be a real asset to our community. If once we slip in this respect, we're sure our cashboxes will show it."

## Play If You Dare



**LORD VADER\* towered over the proceedings at the STAR WARS\* barbecue and introduction put on by M.V.S. Amusements, Inc. Over 75 operators attended the function at the Indianapolis distributorship on July 13, 1983. The cardboard display prop was originally used in the movie promotion.**

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## MVP Award



Paul Zuckerman (left) of Atari presents the "Atari Most Valuable Player Award" to USFL Champion Michigan Panther Quarterback Bobby Hebert (right). USFL Commissioner Chet Simmons (center) overlooks the presentation. Four Atari COIN video games were set up in a special room at Denver's Marriott City Center, which was the League and media headquarters for Game Week.



## AT YOUR SERVICE

### Coin Video Customer Service Has

**Moved!** Please note the new location:  
735A Sycamore Drive  
Milpitas, CA 95035  
(408)943-1120  
(800)538-1530 Toll Free

### Now Available:

**ATARI STAR WARS** Posters \$2.00 each  
(Minimum order of ten posters)

**ATARI STAR WARS** T-shirts\* \$6.50 each

**Crystal Castles™** T-shirts \$6.50 each

**Pole Position** Long Sleeve T-shirts\* \$7.27 each

\*Children's sizes also available.

### Game T-Shirt Closeout Sale:

**All \$2.90 Each!**

Asteroids*	Liberator™
Asteroids Deluxe™	Millipede™
Battlezone®	Missile Command®
Centipede®	Quantum™
Dig Dug!	Space Duel™
Food Fight™	Tempest®
Gravitar™	Xevious <sup>3</sup>
Kangaroo <sup>2</sup>	

### Atari Collector Pins™: They're

**Fun... They're Memorable... Only**

**\$3.50 Each!** Now collect them for all your favorite Atari coin video games:

Asteroids*	Gravitar™
Asteroids Deluxe™	Kangaroo
Battlezone®	Missile Command®
Centipede®	Space Duel™
Dig Dug!	Tempest®
Food Fight™	Xevious

\*Dig Dug is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982.

<sup>2</sup>Kangaroo is manufactured under license from Sun Electronics Corporation.

<sup>3</sup>Xevious is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. Trademark and © Namco 1982.

## Listen to Your Players!

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Dear Atari Coin Video Games Division:

I just played your new STAR WARS coin video game and think it's just great! I love the graphics, voices and sounds. It has to be the best video game ever, because no other game can compare with it (I would play it even if it cost a dollar). My only regret is that I can't afford my own STAR WARS video game.

Sincerely,  
Marcus Hamaker

P.S. I am 13 years old, in the 9th grade, and have always liked coin video games.

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