

COIN CONNECTION

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RACE WITH SUPER BUG™

Atari, the Number One driving game manufacturer, now introduces a new dimension and even more variety for driving game enthusiasts.

Super Bug is an exciting new one-player game. A sunshine yellow super-modified bug speeds through winding city streets in a rally-type race against time. There are quick, unpredictable turns, oil slicks, sand skids, and parked cars along the tree-lined course that add to the fun and challenge of this game.

Players select the novice or expert course, push Start, and the race is on through the winding streets. Flashing arrows appear spontaneously on the roadway to indicate the correct turns at intersections. This race demands quick reactions to avoid crashing. A "Crunch" message is flashed if the bug runs into the curb or other obstacle on the road.

Racers quickly recover from these collisions and are off again speeding along the unique course.

"Super Bug is an innovative driving game with its unique, unpredictable course. It gives you the feeling of rally racing in the super-modified bug. Field tests verified that it will show strong earnings in any type location," said Frank Ballouz, National Sales Manager.

Operators can select a game time of 60, 90, 120, or 150 seconds, and coinage at 1 coin per play, 2 coins per play, or 2 plays per coin to best suit the location needs. Optional Bonus Time can also be set at three different levels of difficulty for each game time. A new feature on Super Bug is a language option for English, French, Spanish, or German video messages. Servicing and trouble-

(Continued on back)



DESTROYER™ A PLAYERS GAME



Atari introduces a new one player skill game, Destroyer™. Players try to hit enemy submarines with depth charges while controlling their destroyer cruising across the top of the screen. There is total player involvement as they control the speed of their destroyer, set the depth for explosion and drop one to four depth charges. This game requires skill and timing. It is a challenge that has strong initial appeal and high replay levels.

A line on the screen indicates the depth at which the charge will explode. This is set by turning the control knob. Pushing this knob in releases the charges. The two speed control can be used to add even more challenge to the game. Realistic sonar sound effects increase the appeal of this action game.

There are two types of submarine targets that travel at different speeds and

depths below the destroyer. Scores vary from 25 to 200 points per hit depending upon the level of difficulty and are flashed on the screen when achieved.

Operators can select from four different game times, 50, 75, 100 or 125 seconds. Coinage options are one coin per play, two coins per play, two plays per coin or free play for display and demonstration. An optional bonus time feature is also offered that can be set at three different levels of difficulty. Three dimensional visual effects in a contemporary cabinet design and optional sonar sounds in the attract mode enhance the overall attraction of the game. Atari's exclusive built-in self-test system is included to assure easy troubleshooting and servicing.

Destroyer is a player's game. The high

(Continued on back)

WESTWORLD SPECTACULAR

Westworld Electronic Amusement Center in the Los Angeles area was the scene of a spectacular promotion event on September 10th. Hundreds of people came to see the "7-Story Starship Balloon" and enjoy the excitement of games, celebrities, and a live broadcast on the top radio station K100.

Dick and Steve Sogn, owners of the Westworld arcade, put a lot of effort into making this event a success. There were giveaways of The Atarians™ posters and T-shirts, free passes to a local movie, and more. The saturation of radio advertising before and during the event was most effective. A parking lot next to the arcade was rented to launch the "Starship Balloon".

Westworld has been open less than a year and is clearly one of the most popular places in the area. They have all of the most current games available. The arcade is well situated in Westwood Shopping area, centrally located among several middle to upper income residential areas. They have a small ice cream and frozen yogurt parlor in the back which draws many people into the arcade. Game collections in this arcade are reported to have broken several industry records.

The Westworld promotion was "The Event" of the area. It was done in first class style, and will be talked about for a long time. It is certain to keep on working to bring new players to this exceptionally good arcade.



RECORDS

Steve Zabel now holds the Guinness record for playing pinball for 98 consecutive hours in Ocean City, MD.

ATARI GETTING READY FOR TRADE SHOWS

Everyone at Atari is getting ready for a spectacular showing at the 1977 Trade Shows. There will be many fabulous new products introduced at the NAMA, AMOA and IAAPA in October and November. The engineering teams are going full speed to put the finishing touches on the new products. Research is busy in the field testing prototypes to make sure the players like the games and collections are high. The Graphics Department is designing the artistic touches to maximize attraction of the games and other promotional materials for the shows. The Marketing staff is working hard to select the best games to introduce and to arrange all the details to assure the best representation of Atari at the shows.

This year will be bigger and better than ever for Atari. We look forward to seeing all of you at our booths.

National Automatic Merchandising Association Convention

October 13, 14, 15, and 16 at McCormick Place, Chicago, IL. Atari will be in Booth 800.

Amusement & Music Operators Association Exposition

October 28, 29 and 30 at The Conrad Hilton, Chicago, IL. Atari will be in the West Room Booths 16-23 and 26-33.

International Association of Amusement Parks and Attractions Exposition
November 19, 20 and 21 at Rivergate Exhibition Center, New Orleans, LA. Atari will be between Aisle 1300 and 1400 in the Center.



Stop by our booth, pick up a button and see all the latest video and pinball games Atari is offering for the coming year.

LOCATION PROFILE: THE CAMPUS

Colleges and Universities are one of the best sources for game players. Youth, 16 to 20, is our primary target market.

There are over 2,500 colleges and universities in the United States and about 250 in Canada. Many operators have realized the profitability of college union game rooms. Less common is a game area in the dormitories or student residences on campus.

Music Systems Corporation in Michigan is one example of a successful campus operation. Russ and Jane Knechtel, owners of Music Systems, operate games and music in thirteen dormitories as well as the union on campus at Michigan State University. There are approximately 1,000 to 1,200 students living in the dormitories who enjoy playing the games in the grill/free room at their residence. It also has proven to be quite profitable for the operator.

According to Mike McCloud, operations manager for Music Systems, "Pinball games, foosball and video driving games seem to be most popular among the students." He indicated that they rotate pinball games between the dorms each term and video games more frequently to maintain high collections.

Mike also said that Music Systems plans to implement some special promotions at the University this year. T-shirt give-aways for high scores on games and a "Games Advice" column in the school newspaper to answer player questions are among their promotion ideas. These types of programs are certain to increase player interest among the students.

Because the campus locations are somewhat seasonal, Music Systems Corporation operates separate summer locations as well. They place the dorm games at miniature golf courses, driving ranges and other typical summer locations when the school year is over.

Operators who have strong summer locations that close down in the fall and winter might consider placing games on nearby campuses for the school year. Dormitories, large student residences and other places on and near campus where students congregate are good potential game locations.

If you have a unique game location and would like it featured in this column, please write to Carol Kantor, Editor, and be sure to include some photographs.

-Editor

TIME 2000™ PREMIERS IN WASHINGTON



Ray Galante and Music Vend Distributing Co. formally introduced Time 2000™ to operators in Seattle, Washington on September 8th. Forty to fifty operators were present for the occasion, which combined a technical introduction to the game and a cocktail, and buffet reception.

Six representatives from Atari were present for the Time 2000 introduction. Fred McCord and Don Smith from the Customer Service Department, together with Geoff Harrop and Bob Russell from Pinball Engineering and Manufacturing, were there to present technical information and answer questions. Gil Williams, Vice President and General Manager of the Pinball Division, and Don Osborne, Western Regional Sales Manager, also represented Atari for the new pinball presentation.

Fred McCord, Field Service Representative, conducted a two hour technical introduction for the group of operators attending to explain the features on the new pinball game and point out effective troubleshooting methods along with a question/answer session. More in-depth technical discussions followed with smaller operator groups.

"The operators seemed enthusiastic about Atari's entry into the pinball market based on their leadership in video games," said Ray Galante of Music Vend. "They are now aware of new companies in the solid state pinball market and are being very selective of the games they purchase," he added. Ray indicated that because of the service seminar and introductory party, many operators are looking forward to placing Time 2000™ in their locations.

Following the technical discussions the operators joined the Atari representatives and Music Vend employees in a gala buffet and cocktail party.



TECHNICAL TIPS

TEC MONITOR:

The TEC Monitor uses a 1/2 amp fuse (Number F-903). Some of the TEC Monitor Manuals erroneously call for a 50 amp fuse. If a 50 amp fuse is used, severe damage to the monitor printed circuit board may result.

DRIVING GAME SHIFTERS:

Driving games with four position shifters should have steel shift rivets. These are now available through Atari distributors, Part Number A008994-01.

LENORE SAYERS JOINS SALES TEAM



Lenore Sayers has been promoted to Sales Representative for Atari's Coin-Op Division. Frank Ballouz, National Sales Manager, said, "In her previous position as Manager of Sales Order Processing, Lenore developed an effective sales order processing system for Atari, and gained the respect of our distributors. In the four years she has been with Atari and Kee Games, Lenore has contributed much to our growth. I know she will be an excellent addition to our sales team."

In her new position, Lenore is responsible for product sales and sales support activities. She will be working directly with Atari customers in the field to further the efforts to maintain effective communications.

US AGAINST THE WORLD

Pinball is "in." Although there are still many areas where the pinball image has problems, the positive publicity is growing. Pinball is gaining international respectability and popularity. On September 7, NBC broadcasted a celebrity pinball tournament as part of their "Us Against The World" television special. This was another strong positive reinforcement for the pinball image.

Millions of people watched some of their favorite stars play pinball. Roger Daltrey, Marty Feldman and Elke Sommer were among the contestants. Don Rickles and Ed McMahon hosted the show featuring teams of celebrities competing in various sporting events and games.

Shows like this, together with good newspaper, magazine and radio publicity, are excellent for our industry. It brings more players to the games and increases the interest of more locations to have coin-op games to draw customers and their quarters.

Superbug (Continued from front page)

shooting are simplified with the built-in self-test system that helps pinpoint any problem areas. Atari's improved driving controls with increased durability and Durastress™ tested circuitry assures high reliability.

Destroyer (Continued from front page)

skill and challenge level keeps them intrigued. The total control gives them a feeling of involvement. Destroyer was among the highest collecting games on field test and has the kind of play appeal that assures a long earning life.

OUR EXPANDING MARKET

Atari will be showing our games at the annual meetings of two organizations that represent our industry's expansion, the National Association of Convenience Stores and Best Western International. We will be telling them about the opportunity to increase their revenues by having an operator place coin games in their locations.

Many convenience stores, hotels and motels already have games in their locations. It is a growing market for operators. The interest level is increasing as they realize the income potentials of coin games for their locations. Additionally, there has been a lot of positive publicity on coin-op games recently that has contributed to this increased interest by locations.

"Atari believes that our representation at the Convenience Stores and Best Western Conventions will help operators to open new locations and will further the public relations efforts of the coin-op game industry," said Frank Ballouz, National Sales Manager. "We will be referring the location representatives to Atari distributors in their local area to obtain a recommendation for operators to place games in their locations," he added.

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