

SPECIAL SEMINARS ON SUPERMAN™* PINBALL

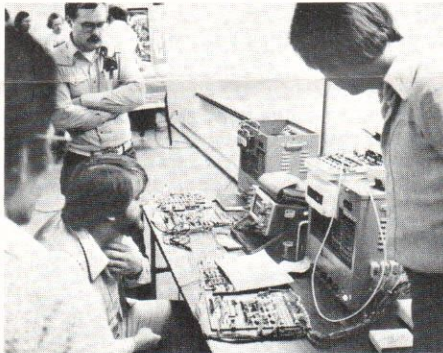
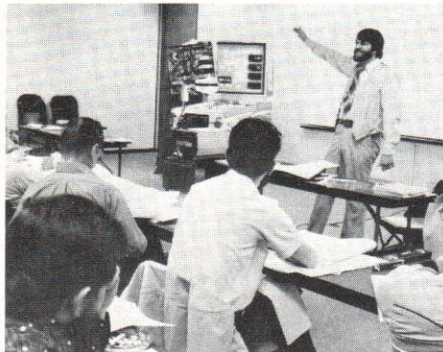
Special Seminars introducing the new SUPERMAN™ Pinball were conducted for Atari distributor technicians. About sixty service representatives attended the sessions in Atari's New Jersey and California offices. Fred McCord and the Field Service staff, Bob Salmons and Russ MacDonald, reviewed all of the new technical features on the sensational pinball game.

"This special training program will better prepare the distributor's service personnel to work with Atari's new game in the field," reported Fred McCord. The advanced modular electronic system was explained in depth during each full day session. The theory as well as practical troubleshooting techniques were covered. New mechanical parts introduced with SUPERMAN Pinball were reviewed. Additionally, the extensive new book-keeping system was demonstrated.

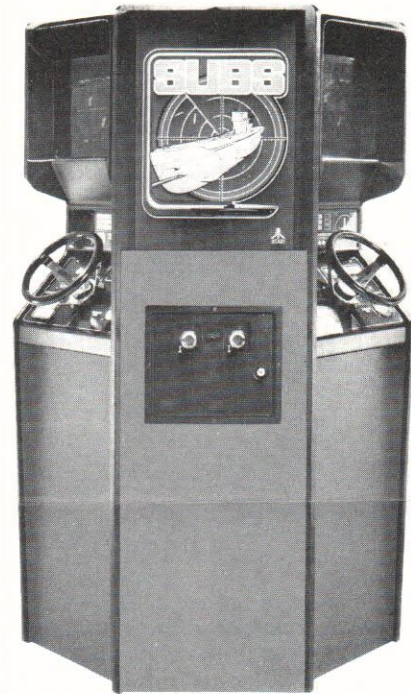
An all-new pinball test fixture, PBS 2, was previewed at the seminars. State of the art features including the

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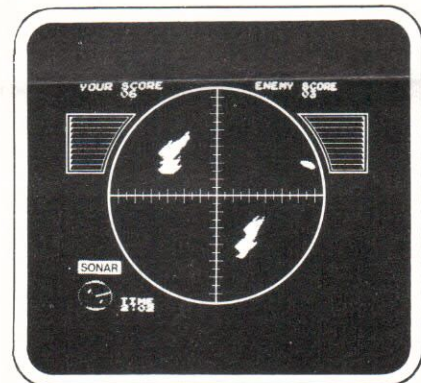
*SUPERMAN TM and © DC Comics Inc. 1979



SEE SUBS™ SOON



SUBS™, the first two-monitor video game from Atari, will soon be available. The intriguing submarine battle puts each player in control of a search and destroy mission. Using a realistic sonar locating image, accurate steering and firing controls, the players must act quickly to score hits. The unique cabinet design allows each of the two players to use their own TV monitor, and using skill to determine the opponent's moves on the opposite screen, players experience the realistic game strategy. A single player has the option to play against the computer.



Each player has his own Sonar Monitor display.

Atari introduces more new innovations with SUBS. In addition to the dual monitor, this is the first game with an operator optional add-a-coin or regular credit coinage mode. In the add-a-coin mode, the game can be set on eight different times per coin. Or the operator can choose to offer one credit per coin at any of the game times. The sonar "ping" in the attract

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TECHNICAL TIP

TROUBLESHOOTING PINBALL SWITCH DECODERS

Problems associated with switches and switch common sometimes involve checking the decoders. These 74145 decoders are open collector devices and are easily checked with the built-in self-test system or a video probe and a logic probe.

1. A portion of the built-in self-test program in Atari pinball games will perform a switch test. An indicator on the game display will identify which switch is closed. If the self-test program is not operating properly, use the following procedure.
2. Connect the video probe to switch common chip C9 Pin 13. Clip the other end of the video probe to the test probe on the logic probe.
3. Disconnect edge connector J7 from the PCB. Turn off all option switches on main logic PCB. Turn the score replay level to "0". Insure switch common is high with no pulses.
4. Check each 74145 decoder. All outputs being used should be high pulsing low. If not, replace the corresponding 74145.
5. Also, chip E11, a "9301" decoder, commonly fails when switch common blows up. As a one-of-ten decoder, only one output pin can be low at a time. Check each output pin.
6. The ROM/RAM tester can be used to check each decoder. The memory address of each 74145 output is printed in every Atari pinball manual next to the corresponding edge connector output pin. With the aid of this tester a simple logic probe can be used to accurately trace logic problems to component level. Problems involving switches turning on the wrong thing are easily found using the ROM/RAM tester.

INDY RETROFIT KIT OFFERED

Atari is offering a power supply retrofit kit at no charge for all INDY 800™ and INDY 4™ games in the field. This kit is designed to improve the performance, decrease operating temperatures and increase reliability of the power supply on these games. The kit comes complete with detailed instructions for installation and all parts needed.

To obtain the free INDY power supply kit call Atari Customer Service at (800) 538-1611 (West) or (800) 631-5374 (East). Ask the customer service representative for kit No. A-034483-01. Please specify the serial numbers on the INDY 800 or INDY 4 games you have when requesting the kit.

THE CLASSICS ARE BACK

There are a few select games in this industry that can truly be called classics. Atari's driving games, SPRINT 2™, SUPERBUG™, and SIT DOWN NIGHT DRIVER™ uniquely fall into this category of truly classic games that consistently earn. Each of these games has characteristics that draw enthusiastic driving game players again and again.

SUPERBUG, with its bright yellow Volkswagen racing through city streets, truly has appeal for all ages. The unpredictable winding course and realistic engine sounds and crashes make this game one the players will always enjoy.



The nighttime racing thrills of SIT DOWN NIGHT DRIVER will always be a prime attraction. Having exceptional features and collection records marks this as the top sit-down driving game yet.



SPRINT 2 undoubtedly fits into the classic category. It is a two-player driving phenomenon that offers more variation and challenges than any other. The high collections over the past years in almost any type of location has certainly been responsible for the reputation of SPRINT 2.



It is a fact that driving games are consistently among the top games in any game room location. Atari has always been the leader in new driving game innovations. Among the best over the years certainly would be named SPRINT 2, SIT DOWN NIGHT DRIVER and SUPERBUG. "We still have many requests for these games. It seems that there are very few on the used game market; therefore, Atari has decided to make a limited quantity of these games available again through Atari distributors," reported Frank Ballouz, National Sales Manager.

SERVICE SCHOOLS SCHEDULED

Service Schools covering all technical aspects of both video and pinball will be held by Atari's Field Service Staff at the following locations:

April 19 & 20 - Mountain Coin, Denver
April 23 & 24 - Rowe International, Phoenix

May 7 & 8 - New Way Sales, Toronto
May 10 & 11 - Coin Machine Dist. Peekskill, N.Y.

May 14 & 15 - Philip Moss, Des Moines
May 17 & 18 - Philip Moss, Kansas City
May 21 & 22 - Philip Moss, Omaha

Please contact the distributor for reservations or information.

ATARI WELCOMES NEW TEXAS DISTRIBUTOR



Atari announces that Peterson Coin Machine Distributing Co. has been appointed as a full line distributor in the Houston and Southern Texas territory. This company has shown promising growth in the industry in the past year and a half since its start. Dick Peterson, principal of the distributorship, began this business after twenty years of experience in the operating end of the coin-op industry.

"Peterson's growth is most impressive," commented Don Osborne, Atari's Western Regional Sales Manager. "We are pleased to have this aggressive new company represent us in one of the fastest growing metro areas in the country." Atari looks forward to a long, prosperous relationship with this Texas firm.

Operators in the Houston area can now see all of Atari's latest video and pinball games at Peterson Coin Machine Distributing Co., 2700 Milam, Houston, TX 77006.

PROMOTION IDEA

BIRTHDAY LIST:

Offer free games to players on their birthday. A birthday club could be started at a game location (similar to the ones pizza and ice cream parlors have). Players fill in a card with their name, address and birthdate for your list. Each month send birthday coupon postcards to the players. The player list can also be used for other special direct mail promotions to players.

U.S. TEEN MARKET

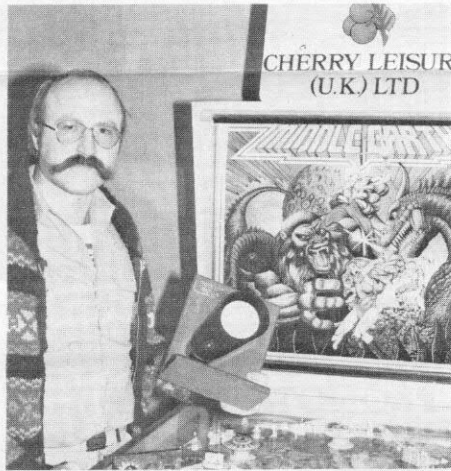
There are approximately 30,000,000 teenagers in the U.S. today. They spend about \$45 billion per year.

(Source: Adv. Age 2/19/79)

MIDDLE EARTH SPIRIT IN U.K.

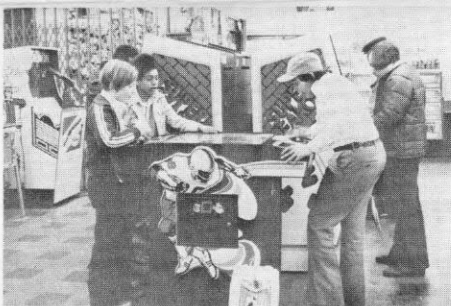
A party held by the Pinball Owner's Association of England was a gala event featuring a Pinball Wizard competition on Atari's MIDDLE EARTH™. Over 200 pinball enthusiasts were present to enjoy the festivities and the games competition. The U.K. branch of Cherry Leisure loaned the MIDDLE EARTH game for the event.

The 1978 Pinball Wizard for high score on MIDDLE EARTH was Peter Wignall in the men's competition and Pam Temple in the ladies' division. The association, now two years old with a worldwide membership, provides a unique forum for spirited pinball owners.

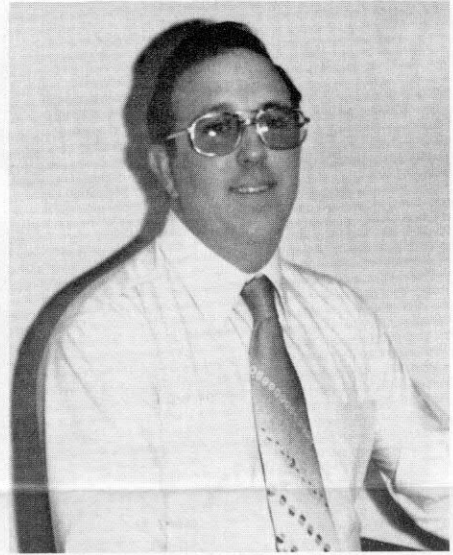


ATARI FOOTBALL™ ENTHUSIASM STILL HIGH

This ATARI FOOTBALL game has been in continuous play at a popular New York City arcade. Enthusiastic players of all ages wait anxiously for their turn to scrimmage.



DAVIDSON HEADS CUSTOMER SERVICE



Frank Ballouz, Atari's National Sales Manager, announced the promotion of Darl Davidson to Manager of Customer Service. Darl has been with Atari for two years, most recently as Production Manager of the Printed Circuit Board facility.

His strong background in electronic engineering and technical support gives Darl the qualifications to meet the responsibilities of his new position. As head of the Customer Service function, he will supervise all parts order fulfillment and technical service support areas.

"Darl has shown excellent performance and leadership in our PCB manufacturing," said Frank Ballouz. "This, together with his familiarity with the industry, will prove valuable in his new position." Atari's Customer Service organization is certain to benefit from Darl's experience.

ATARI GAME PUZZLE

Can you find the names of 16 Atari games? (Spelled forward or backward on any straight line or diagonal.)

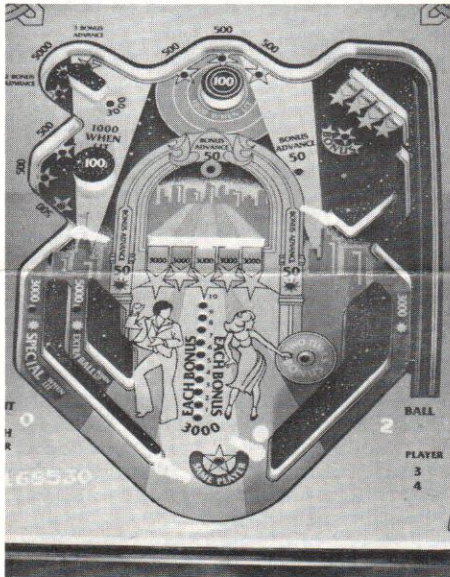
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(Answer in next issue.)

NEW & POPULAR

VIDEO PINBALLS



The fluorescent disco playfield on Atari's innovative Video Pinball™ game is attracting high revenues as reported by locations of all types. Players everywhere are responding favorably to its unique, colorful, 3-D effect video playfield image, in addition to the fast, realistic play action on this one to four player video game.

"It is ideal for the street location that doesn't have space for a pinball but could generate the play profits from one," noted Frank Ballouz. "Additionally, it is collecting extremely well in locations alongside some of the best pinballs," he reported.

LEGAL RESTRICTIONS PLEASE HELP

We need your assistance to learn about the legal restrictions on coin-operated game operation. As previously requested in the February issue, could you please send information on any restrictive laws to:

Atari Marketing Services
P.O. Box 9027
1265 Borregas Avenue
Sunnyvale, CA 94086

Let us know the type of restriction, the territory restricted, and specify the level of enforcement as strict, moderate, or liberal. This will help us to better evaluate the marketplace. Thank you for helping us.



Watch next month this area will be filled with Atari video games.

PROMOTION VISIBILITY

A MIDDLE EARTH™ T-shirt was spotted in "People Magazine," January 29th issue, page 63.



Seminar (Continued)

advanced signature analyzer were pointed out. Practical applications and use in defining problem areas were explained thoroughly.

Those who attended received a complete review of the new pinball electronic features. Atari's Field Service specifically planned this special distributor technician school to help assure the best support for the new game. Additional general seminars on the SUPERMAN Pinball will be planned in the near future.

Subs (Continued)

mode is also an option offered to increase location versatility.

This challenging new game will encourage even more play with its unique visual experience. The players try to outmaneuver their opponents. Each player sees only the view of the sub he is controlling. Only the opponent's missiles are seen; their sub is visible only when it crashes or when hit by the opponent. The sonar scans the area to locate enemy subs and help direct the hits. This adds up to suspenseful action and strategy play.

As previewed at the fall trade shows, SUBS has a special attraction with its dual screen design. Even more play features have now been added, making SUBS an exceptional game experience for players. Atari's proven solid state circuitry and simplified self-test system are included to assure reliability. "We feel confident that SUBS will attract high play activity in many different game locations," noted Frank Ballouz, Atari's National Sales Manager. SUBS is certainly another innovative first assuring Atari's leadership in the industry.

STAFF

Publisher-Atari, Inc.
Editor-Carol Kantor
Art Director-Evelyn Lim

Atari Inc.
1265 Borregas Avenue
Sunnyvale, California 94086


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