

Binocular Connection



ATARI, INC., 1265 BORREGAS AVE., SUNNYVALE, CA 94086

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New Atari 4-Player Football™ Another Profit Touchdown!

With the football season in high gear, Atari 4-Player Football is just in time for operators to cash in on the excitement.

Atari 4-Player Football is "team" football. For the first time two players can experience the extra realism and challenge of playing cooperatively against an opposing two-man squad!

Atari 4-Player Football can also be played by two players as well. In the two-player mode, only the right side controls are operative. Durable Atari Trak-Ball™ controls offer maximum player maneuverability—Quarterback and Wide Receiver on offense, two Defensive Backs on defense.

New play-action features include five all-new pro-type plays including a new kick option providing a wider variety of action and additional scoring opportunities. The popular Add-a-Coin™ feature lets players add more coins to extend playing time for higher profit potential to operators, and more fun for players. This new game also provides operators with a wide range of options including game times and coinage to maximize profits.

Frank Ballouz, Atari's Director of Marketing explained, "Atari 4-Player Football is ideal for tournaments and special promotional events. The latest attraction from Atari Sports™ is continuing the winning tradition of excellence in realistic, exciting video action."

Atari 4-Player Football is the ideal simulation of America's #1 sport. Player enthusiasm, and profits are high.

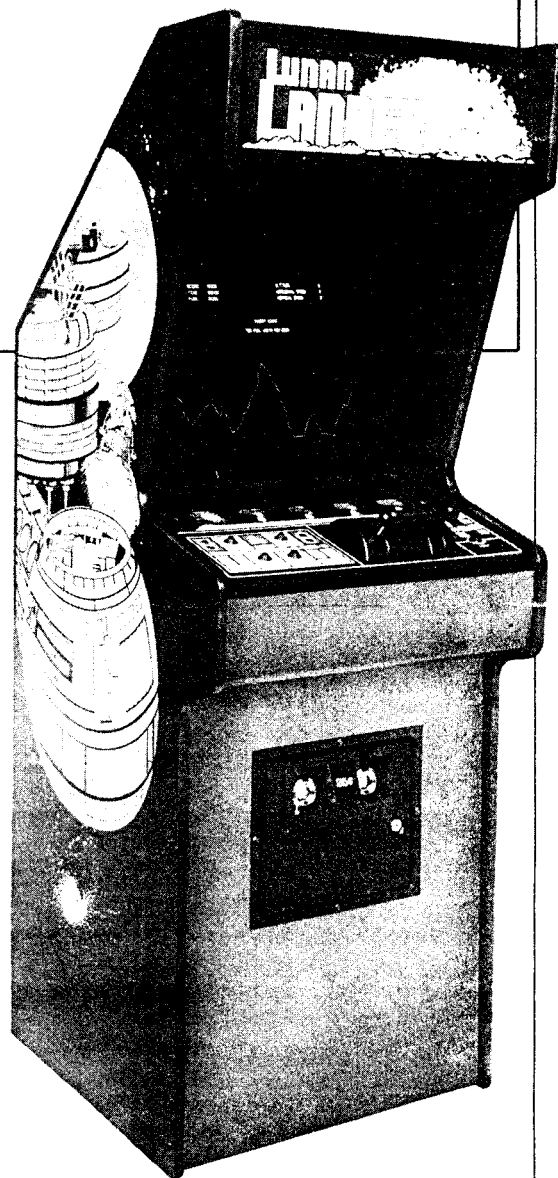
Atari Goes to the Moon with New Lunar Lander™

It was 10 years ago that the first man landed on the moon. Now, with Atari's new LUNAR LANDER™ game, anyone can attempt this astronomical challenge. This game gives players the opportunity to try landing their own lunar capsule on the moon while battling the realistically simulated effects of gravity, friction and velocity.

LUNAR LANDER gives the feel of commanding a real space mission. The responsive thrust and rotation controls are used to direct the lunar module to the selected landing site. Watching the altitude, vertical and horizontal speed displays, the player guides the ship to a perfect touchdown. To avoid a crash there is an abort button that can be used at the cost of extra fuel units; this will start a new mission. As skill is developed, a more difficult mission can be selected from the four different choices. The level of difficulty relates to the gravity and friction effect on the landing module.

The popular Add-a-Coin™ feature also encourages longer landing missions. There is a distinct audio signal when fuel is low to remind the player that extra coins can be added to extend their time. After each landing attempt a new mission begins immediately, keeping the adventure and excitement level high.

"Player response has proven LUNAR LANDER to be one of the top games ever introduced," reported Frank Ballouz, Atari's Marketing Director. "It is a realistic simulation of landing on the moon that challenges players to keep trying for better scores." Atari's new QuadraScan™ video display system and close-up landing site magnification also adds to the visual appeal and player excitement.



QuadraScan™ Introduced by Atari

With LUNAR LANDER™ and ASTEROIDS™, Atari introduces their new generation of video games with precision visual effects created by the QuadraScan™ display system. This specially developed random scan display system allows for more realistic animation and three-dimensional effects.

The new system includes complete control of the video beam from the main PCB rather than being internally controlled by the monitor. For ease of replacement, there are only three boards with the QuadraScan display: power supply, deflection, and high voltage. Overall, there are fewer hardware components on the monitor boards than most other similar systems. An additional service advantage on

Atari's system is an LED indicator on the monitor board that clearly shows whether a potential problem is on the monitor or the main PCB.

The QuadraScan display works by drawing vectors on the screen. The vector generator also controls the brightness of the beam, allowing consistent linear displays. This system makes a picture with much finer detail, greater resolution, and smoother movement.

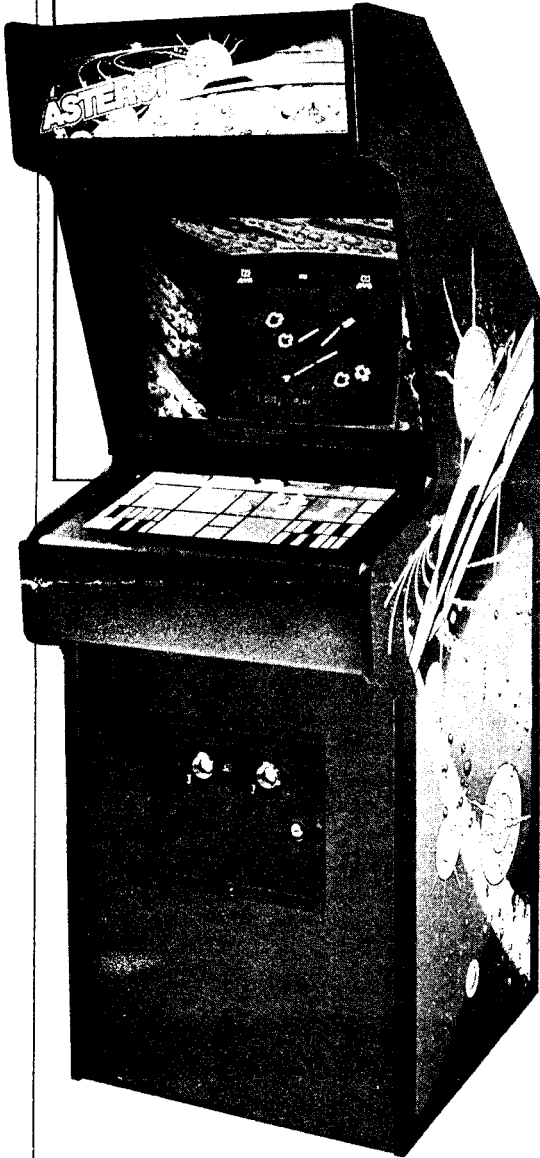
"Atari's QuadraScan display system gives us the opportunity to develop a wider variety of unique games, offering superior visuals," noted Frank Ballouz, Director of Marketing. "LUNAR LANDER is the first of these new high impact games, and the response from the field has been excellent."

Service Schools A Success

Fred McCord and the field service staff, Russ MacDonald and Bob Salmons, conducted over 70 Atari service schools in 1979. They were held all over the world. Thousands of distributors, operators and service technicians attended these one and two day sessions. Subjects covered included a wide range of information on troubleshooting, repair and maintenance of Atari video and pinball games.

The Atari field service staff will be at their both at the AMOA to offer technical information and advice to operators and their service representatives. If you would like to attend an Atari service school in the next year, contact Fred McCord, Field Service Manager, or any Atari distributor.

The Asteroids™ Alert Action in Outer Space!



ASTEROIDS™ is the newest adventure from Atari Space™. An outer space storm in enemy territory creates the exciting and challenging theme of this 1 or 2 player game. The new QuadraScan™ video system gives even more depth and realism to the action on ASTEROIDS. This game has the optimum combination of play features to appeal to all game enthusiasts.

As an asteroid storm approaches, players shoot quickly to shatter the asteroids into smaller pieces and deflect them out of their path. There is also the added danger of being hit by enemy saucers that appear at random. Players command their ship using Rotation and Thrust Controls. The Fire Control, offering rapid-fire unlimited ammunition is also a favorite feature. The "Hyperspace" button can be used to escape destruction, however, it is risky because of possible new danger at the re-entry point. As the score gets higher, the skill level increases, making the ASTEROIDS challenge even greater. The bonus of an extra ship for each 10,000 points scored is another incentive for high replay.

Operator options include multiple coinage. The coin mechs are set to accept one to six coins per credit, giving maximum pricing flexibility. Operators may also select to offer three or four ships per play.

The unpredictability of the game play and the need for quick reflexes make ASTEROIDS a must attraction for any location.

Research Team Promoted

Frank Ballouz announced the promotion of Colette Weil to Manager of Marketing Research at Atari. Colette has been a part of the development of Atari's research program for the past two and a half years. In her new position, Colette will have full responsibility for new product and marketplace research and analysis.

Mary Takatsuno and Linda Butcher have been promoted to Marketing Research Analyst positions. They are primarily responsible for the implementation of field testing and analysis of marketing data. As Marketing Assistants for the past year, Linda and Mary have worked as part of the research effort, interfacing with players and compiling and analyzing market in-

formation at the various levels of distribution.

The research program at Atari is unique to the industry in its use of advanced methodologies to evaluate products and the market. "In her new position, Colette's education and experience in marketing research will continue to be an asset to Atari's growth," commented Frank Ballouz, Director of Marketing. "Together with Mary and Linda, she will be adding to our knowledge of the market."

The accomplishments of this research group at Atari have shown a positive impact on the overall marketing program. It will continue to grow and benefit Atari's evaluation and response to needs in the marketplace.



TECHNICAL TIP

QuadraScan™

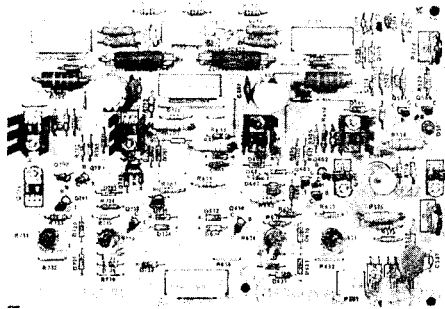
Atari's new QuadraScan™ display system introduced in LUNAR LANDER™ should be adjusted correctly at the factory for maximum resolution. However, if brightness and contrast adjustments are required, please follow these procedures.

Adjustments are made on the deflection amplifier PCB located on the right side of the monitor when looking into the rear of the game.

1. Turn brightness (R516) and contrast (R526) all the way down (counter clockwise).
2. Turn up brightness until images are barely visible. NOTE: The stars may not be visible.
3. Turn up contrast for desired clarity.

This procedure will produce a very clear, bright picture, while minimizing any chances of phosphor burn caused by over-adjustment of the brightness control.

NOTE: Only the brightness control (R516) and contrast control (R526) on this PCB are "field adjustable". All other controls, including X and Y linearity have been factory adjusted and should NOT be tampered with.



PROMOTION IDEA

Schedule an Atari Superbowl

With the introduction of ATARI 4-Player Football and with the new pro season in full swing, it is an excellent time to plan a local video football championship match. With the 2 or 4 player versions of Atari Football, the competition can be set up for both singles and doubles "teams".

Schedule regular weekly games and playoffs similar to the pro football leagues. A large poster in the location announcing the schedule and the standings is a good way to

encourage participation and spectator enthusiasm as well. One of the location employees can call the play by play action and act as referee.

Send press releases to the local community and school newspapers to announce the event and to report the weekly status. At play-off and "Superbowl" time send invitations to all the local media. After receiving the regular updates, they will be ready to send a reporter to cover the final competitions.

Regular football trophies as prizes on display in the location will draw additional attention. Another "extra" for authenticity would be to award football jerseys with the location name to the playoff teams. This could be an excellent on-going promotion throughout the football season.

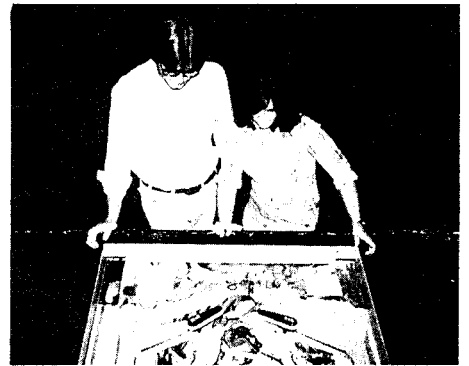
C.A. Robinson Named Football Champs



Don Osborne, National Sales Manager, presented the "FOOTBALL CHAMPS '79" award to C.A. Robinson Company in Los Angeles. The trophy was presented in recognition of their leadership in sales of the ATARI FOOTBALL games world wide.

Team Play Competition

HERCULES™, The World's Largest Pinball Game, is well suited for a different kind of competition, team play. Two players team up to play together with one flipper button each. This gives a different strategy and makes a fun contest. It could be specified that the teams be mixed couples to encourage more females to participate. The giant size of HERCULES is especially good for this type event, and makes the competition an excellent spectator sport.



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