

# COIN CONNECTION®

## Get IN the Race With TX-1<sup>1</sup>!

**Sweeping video magic on three screens surrounds the player with a totally new driving sensation in TX-1.**

This is *the* Big Game of 1984. . . born to perform big in your locations!

TX-1 offers a multiple course layout featuring the sights and sounds of racing in many different parts of the world, including South Africa, U.S.A., Japan, France, Spain, Monaco, Belgium, and Italy. The player selects one of the eight international Gran Prix speedways by deciding to go right or left at checkpoints as he progresses through the five stages of the course.

He races against the clock to complete each stage within its preset time limit and continue immediately into the next. Bonus points are awarded for every car passed and for the completion of each stage.

The realism of the racing environment is intensified by the wraparound action of the three screens. And the graphics are so crisp, so dynamic that the player lives the dangers and thrills with every mile. At intervals, the scene changes from day to night. Depending upon the course selected, the player speeds through city, desert, mountain ranges and even snow country. He moves uphill, downhill and through the trickiest of hairpin curves. The track is splashed generously with competitors and lined with road signs, trees, street lights or bunkers that force him to maneuver with quick precision.

TX-1 offers four-channel sound to accentuate the realism even more. The player can audibly distinguish between cars whizzing by on his right and those passing on his left. Tires scrape as cars barely touch.

The player experiences the feel of the road as never before with a steering wheel that delivers incredible feedback. When going into a skid, the loss of steering is so realistic that it forces him to take his foot off the accelerator until he can regain his alignment on the track. Around corners, he must brake or downshift from high to low to avoid the risk of losing control again.

A total driving experience so believable, TX-1 is not to be missed! The race begins as the player takes the wheel inside a newly designed sit-down cabinet that comes complete with a two-position gear shift, foot brake and accelerator pedal. The engine revs out of the speaker under the seat, so he will even be able to feel the effect of the vibration.



The glory climaxes in a listing of course records that holds the top score and player initials for each of the eight tracks. A second list ranks the top 100 drivers overall.

TX-1 takes the driver beyond anywhere

he's ever been . . . with the excitement of international racing competition, the sense of adventure that propels him along different courses, and the impact of the visual presentation across the three monitors.

## Atari Introduces Crystal Castles™ Conversion Kits

Bentley Bear™ is back! Now he's gathering more gleaming new profits, adding new players to a wide base of older games. Each wave of the conversion game still presents him with a tempting trail of ruby gemstones winding in and out and all around 16 different 3-D super maze structures. Bentley zips past his competition, stunning enemies in a single leap, scurrying through the tunneled interior of the maze, and discovering Secret Warps that access players to advanced game levels. And he continues to deliver

irresistible character appeal and multiple challenges that keep players making swift tracks into both arcade and street locations! Each kit includes all the electronics, hardware, instruction manuals and graphic materials to completely convert your games.

Order Crystal Castles Kit #1 to convert an upright Missile Command. Order Crystal Castles Kit #2 to convert an upright Dig Dug? Kangaroo? Food Fight and Arabian?

Watch for other Crystal Castles kits coming soon!

## Doing It YOUR Way...With ATARI Action Pac™!

We've got the conversion business down to a science. We're meeting operator demand head-on to supply the most cost-efficient means of infusing a wide base of older investments with renewed earnings capability. ATARI Action Pacs are taking their place in the industry... as part of a location's total mix.

To blast off our spring Action Pac lineup, Major Havoc™, that dynamic super hero, and his army of clones have returned via conversions for Tempest®, Space Duel™, Gravitar™ and Black Widow™. The game is really 2-in-1 as it combines space wave action with maze-running strategy to give unusual depth of play and challenge. Its comic book approach makes it a refreshing diversion from the old type of spacecapes and attracts players of varying skill levels.

In a battle against evil Vaxxian robots, Major Havoc moves toward his goal of destroying the enemy reactor through four progressive scenes in every level: the Tactical Scanner display, the Space Wave, the

Space Station Landing, and the Space Station Interior Maze. And just before the adventures actually begin, a bonus life can be earned in the first "game within a game," Breakout®, playable in the lower right corner of the scanner.

Operators should order Major Havoc Kit "A" to convert Tempest and Major Havoc Kit "B" to convert Space Duel, Gravitar and Black Widow. Each kit includes: Major Havoc main PC board, converter board, fan and fan harness assembly, monitor modification kit, decals for attract panel and control panel (or assembled control panel where necessary), original Major Havoc operator's manual, plus conversion instructions. Side panel decals are optional.

There's also a new breed of Millipede™ emerging from Atari... this time in a conversion kit for Dig Dug, Kangaroo and Arabian. In these times when return on investment is so critical, you need a conversion game that's *reliably* good and not just less expensive! You can count on the new Milli-

pede Action Pac because the game is faithfully following in the earnings longevity of its classic cousin, Centipede®.

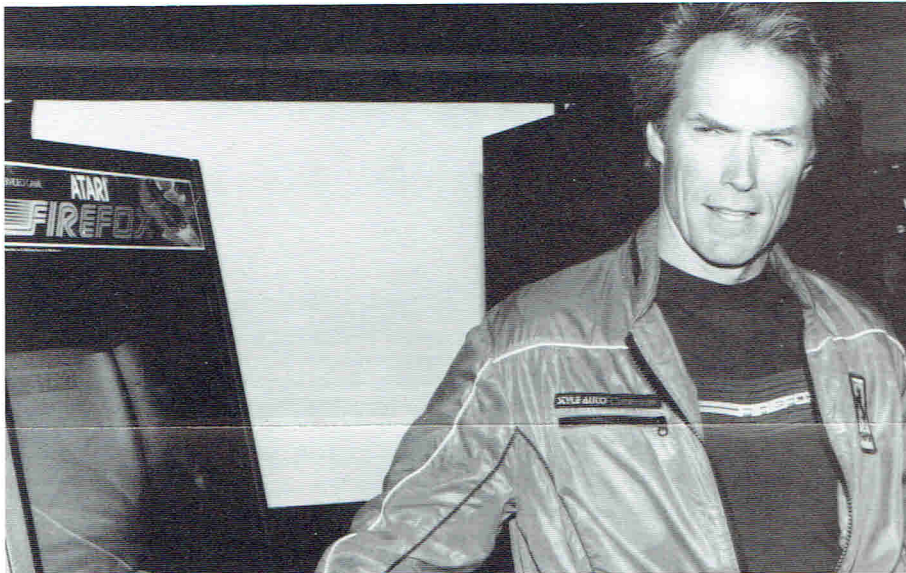
With stinging sounds, high-energy action, colorful playfields, hordes of creepy crawly critters, and a Midi-Trak Ball™ for better control, isn't it time you took a bite out of Millipede's long-lasting profitability—the new kit-efficient way?!

The same Action Pac components retrofit all three games and include: Millipede main PC board, RF end board, Regulator/Audio PC board, RF cage and supporting hardware, control panel with decals, new harness, attract glass and decals, template for monitor rotation, front glass, Millipede operator's manual, plus conversion instructions. Side panel decals are optional.

This kit is manufactured by Atari, Inc. and is not licensed or approved by Namco or Sun Electronics.

**ATARI KITS...extending the life of your investment.**

## Clint Eastwood "Flies" Again at FIREFOX<sup>4</sup> Press Conference



**Clint Eastwood pilots the first mission of FIREFOX, Atari's new action-packed laserdisc arcade game based on Eastwood's movie of the same name. The first video game to use actual movie footage, the game puts the player in Eastwood's role as the American fighter pilot assigned to steal a Russian warplane and fly it out of enemy territory.**

"Why don't you move over and let the real pilot fly this machine," said Clint Eastwood as he took over the controls of FIREFOX from Atari Director of Sales Bob Harvey, who had been demonstrating game play to the crowd. Assuming center stage is nothing new to Eastwood, except he wasn't filming at the time but lending his presence and video game playing skill to a major media press conference, held March 15 at The Burbank Studios in southern California.

Attending the event were national and lo-

cal newsmen, including crews from CBS Morning News, NBC Today Show, Cable News Network and Entertainment Tonight. Coverage by the *LA Herald Examiner*, *Newsweek*, *Tiger Beat*, *Daily Variety*, *People*, *Hollywood Reporter* and *Business Week* was also noted.

Prior to Eastwood's entrance, both Mike Hally and Moe Shore, co-designers of the FIREFOX laser disc game, addressed the audience to explain their roles and the major technological breakthroughs involved

in the developmental process. As project leader and a mechanical engineer, Hally held a guiding grip on every phase from initial concept through final production. If his name rings familiar, it's due to the fact that he was also responsible for being the in-house energizing force behind the ATARI STAR WARS<sup>5</sup> coin video game.

As video disc producer, Shore was instrumental in eliminating the temporary screen blackouts that have marked previous laser disc games. The uninterrupted play action of FIREFOX results from two major technical advances known as "quick-jump laser scanning" and "inter-leaving." The first provides for faster, more accurate scanning of the game's laser disc by the laser beam that reads it. The second is an improved method of recording the game on the disc by combining multiple video tracks to permit the scanner to jump from one track to another in a manner comparable to the way a television video director switches from one camera to another during a broadcast. Shore is also manager of Atari's recently completed video production studio which will enable the company to produce laser disc video games even more realistic and technologically sophisticated than FIREFOX.

A surprise "guest pilot," who eased just as naturally into the hot seat of the press as he did into that of the cockpit, was none other than the ever amiable actor/director, Richard Benjamin. As he maneuvered the FIREFOX to avoid the Russian MIGs in pursuit on the screen, he was heard to say: "I don't think we're supposed to be having this much fun. We're supposed to be working—aren't we? I know I'm supposed to be working." And with this observation, he lifted up on the flight controller to take the mighty bird skyward for yet another round.

## OPERATOR OF THE '80s

# Mickey Smith of Fresno, California

In July of 1981, Mickey Smith and his partner, Dr. Robert Leibowitz opened their first Cosmic Empire Video Pinball arcade in Fresno, California. Within eight months, they had established three locations in what was virtually an untapped marketplace. Guided by a well-developed and aggressive marketing plan, they pumped lots of pizzazz into the three locations. Theirs is a story of success that blossomed in the boom, rode out the recession, and continues to thrive today.

The expertise of their distributor, C.A. Robinson & Co., proved very helpful in initiating the business, and that expertise and service continue today. They also sought an outside source to create a professional design concept. Each location occupies 2100-2600 square feet and sports 50-80 games. The rooms are floor-to-ceiling mirror of a dark grey tint which projects a space-oriented, futuristic and expansive atmosphere. Overhead monitors, steel grey carpet and a black plastic reflective ceiling complete the total concept.

Mickey and Bob are just as committed to a unifying concept on how they market their games to the public. Strict behavioral rules . . . no snack bars . . . nothing but the best quality games and the cleanest environment are to be found at Cosmic Empire. Every game is charted manually to keep Mickey's internal grading system updated. Approximately one-third of the equipment is rotated every four to six weeks.

As a secondary source of income, used equipment is sold to other arcade and route operators. Mickey has also expanded the business into actually operating numerous machines in other arcades outside of his own locations. "We have a certain amount of say at these outside loca-



**Mickey Smith and his Atari hot ones!**

tions in how they should market the pieces," he reports. "Our share of the split ranges between 50-65% to reflect the professional service and top-caliber games we provide."

Through tight management of the bottom line, the forces behind Cosmic Empire have always been able to keep open a budget for new equipment. "The key to successful operating today is experimenting with your mix. The days of banking games are obviously long gone." Mickey not only shuffles around the types of games, including video, laser disc, pinball and novelty, but also recognizes the advantage of featuring different cabinet styles, from uprights to sitdowns and cocktail models.

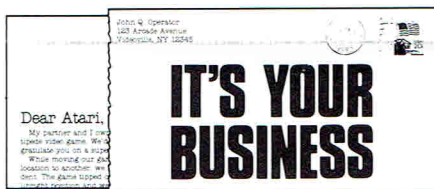
Interestingly enough, Mickey reports that Sprint 2® still does exceptionally well and that an old Atari 4-Player Football® game he purchased at an auction a year ago

even outperforms laser disc games on some weeks. "TX-1 will have people standing in line just because of the novelty appeal. Its being a driving game on top of that will serve to sustain the interest."

Other independent Fresno arcade and route operators have looked to Cosmic Empire as the "big boys on the block." This deference is a misconception argues Mickey, because he faces steep competition from the big chains that have come into the area, including Malibu Fun Center, Nickels & Dimes, and Pizza Time Theatre. However, he does admit that his game rooms have been popularly dubbed the simple generic, "The Video" by players throughout the whole county. "See you at 'The Video' Friday night." And Mickey can count on a full house trafficking through his high-volume location.

"My arcades are all located in strip shopping centers—as opposed to enclosed malls." The high-volume store is neighbored by McDonald's and Bob's Big Boy. Together the merchants hire two off-duty police officers for weekend evening duty. "This provides a sense of security for the steady players and the employees," explains Mickey.

Cosmic Empire enjoys a "hot" reputation because players appreciate the professional courtesy shown them. And players talk . . . so the word gets out on the street fast. The first year and a half, ads were run each week in the entertainment section of the *Fresno Bee*. Promotions were sponsored with several of the local youth-oriented radio stations. Once the niche was carved out and an image built promoting a "socializing atmosphere," Mickey took to placing coupons in the gold pages of the phone book. "Today the market may be such that we do need to think about advertising again . . . promoting charity tie-ins and fund raising that may not really affect the bottom line but will be good for Cosmic's image and the industry's."



### Flexibility in Operator Options Pays Off

Joe Franta of the #1 Fun/Just for Fun Family Amusement Centers writes in from his Chicago office to tell of a problem encountered at their eleven locations and an astute marketing solution rendered (reprinted with permission):

I thought I would drop you a line to inform you about something we have done to our ATARI STAR WARS coin video games to increase the earnings on them.

A few months ago we started noticing that our sitdown STAR WARS games were dropping in the rankings at most of our

rooms. They had always finished between 4th-6th place, and after the holidays we started seeing rankings of 6th-9th out of the games. This worried me. Part of the problem was that the game was getting older and part of the problem was the increased competition of other games that were up against it.

My first thought was to reduce the price on the game from 2 tokens per play down to a single token as we had recently done on another of our space-themed games. I

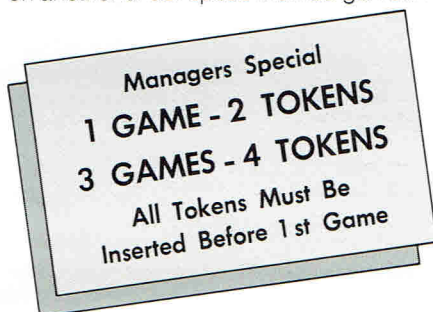
then remembered back to the time I was looking up something in the STAR WARS owners' manual and saw that you could program STAR WARS so that it would accept the following combination: 1 game = 2 tokens; 3 games = 4 tokens. In this way we would be keeping our 50¢ initial play, but we could discount a multi-game purchase.

We have since initiated this policy on all of our games and in 8 out of 9 games, the rankings have either stayed the same (on 2 games) or gone up (on 6 games).

And even in the cases where the rankings have stayed the same, this is good news because we have added 5 or 6 top games to the room during this period.

To inform the customer about this change, we insert the enclosed (pictured) promo card in one of our high score card holders on top of the game.

This is another example of how the increased flexibility of ATARI games (programming changes) pays off!



# Letter to the Operator

## Dear Operator:

Through your authorized distributor, ATARI is making available UPDATE FIREFOX PROGRAMS to widen your player base by stimulating increased low-end as well as high-end player action, which should impact your earnings potential in a significant way. The change consists of three EPROMs on the main board of the FIREFOX upright model and incorporates the following key program enhancements:

- Simultaneous refueling to low-end players for every plane hit on 3,000-mile journey and second wave of 6,000-mile journey;
- More altered scenes for high-end player on 9,000-mile journey or pro mission;

- Bonus points for achieving altered scenes;
- Addition of secret ground target indicators (graphic cues as to where they are located);
- Absence of enemy missiles fired during first clip of 3,000-mile journey to allow more players to get further into the game;
- Additional statistics in self-test.

Please contact your distributor immediately to arrange delivery of the UPDATE PROGRAM as well as return of the original three EPROMs. Installation of the new EPROMs simply requires changes at:

### LOCATION

8 B/C  
7 B/C MAIN BOARD  
6 B/C

Finally, in order to make game play more readily understandable to the beginning player, a new "player instructions" sticker is

being shipped with each UPDATE PROGRAM for you to place on the bottom of the monitor shield.

Don't miss a beat in catching all the new enhancements for your FIREFOX uprights! Call your ATARI distributor now!

## Warning from Atari and Namco

### The Race is Over—Pirates Lose

Atari, Inc. and Namco will pursue legal proceedings, including CRIMINAL ACTIONS and SEIZURE ORDERS without notice, against operators, distributors and any other persons who deal in any way whatsoever in infringing copies of any game or conversion kit manufactured by Atari. All infringing copies in the field will be removed.

This warning applies to all Atari games, past, present and future and in particular: POLE POSITION<sup>6</sup> (Licensed from Namco) and POLE POSITION<sup>6</sup> II (Licensed from Namco).

Pole Position and Pole Position II are two of the hottest games in the field. Protect yourself and the industry by purchasing only genuine games from your authorized Atari Distributor.

### Coin Connection Staff

Writer: Debby Note  
Art Director: Brian Balistreri

<sup>1</sup>TX-1 is created by Tatsumi, manufactured by Atari, Inc. TM and © Namco 1983 in Western Hemisphere. All rights reserved. TM and © Taito 1983 in entire world except Japan and Western Hemisphere. All rights reserved.

<sup>2</sup>Dig Dug is engineered and designed by Namco Ltd., manufactured under license by Atari, Inc. TM and © Namco 1982.

<sup>3</sup>Manufactured under license from Sun Electronics Corporation.

<sup>4</sup>FIREFOX is a trademark of Warner Bros. Inc. © 1983 Warner Bros. Inc. © 1983 Atari, Inc.

© 1983 Lucasfilm Ltd. & Atari, Inc. All rights reserved.

<sup>5</sup>Trademark of Lucasfilm Ltd. used by Atari, Inc. under license.

<sup>6</sup>Pole Position and Pole Position II are engineered and designed by Namco, manufactured under license by Atari, Inc. TM and © Namco 1982, 1983.

## New FIREFOX T-Shirt and Poster



Word of mouth will travel the speed of sound when you make available at your location these two new promotional items! They're ready for delivery now, so call Customer Service at (408) 943-1120. And just watch the spirits soar when you award them as contest or tournament prizes to your top high-flying, high-scoring FIREFOX pilots!

**Atari, Inc.**  
**Coin Games Division**  
**790 Sycamore Drive**  
**Milpitas, CA 95035**

**First Class**  
**U.S. Postage**  
**PAID**  
**Milpitas, CA**  
**Permit 173**



A Warner Communications Company

© 1984 Atari, Inc. All rights reserved.