

# SENTE™ TODAY

THE SENTE TECHNOLOGIES NEWSLETTER

VOLUME 1 NUMBER 1

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## 25 REGIONS SIGNED

### SENTE ANNOUNCES DISTRIBUTORS

MILPITAS, CA – Sente (pronounced Sen-Tay) Technologies, the nation's newest video game manufacturer, is very close to establishing a nationwide network of independent distributors for its innovative game conversion system, according to company president Robert W. Lundquist.

As of February 1 nine major American game distributors have agreed to act as exclusive Sente distributors. The signings, which began to materialize shortly after a December 9, 1983 presentation to top American distributors and media, represent 25 out of 35 regions.

**Bally Manufacturing** of Chicago agreed to represent Sente in nine regions including: N. Calif./Hawaii; Arizona/S. New Mexico; SE Texas; N. Illinois; S. Illinois/E. Missouri; Wisconsin; Michigan; New York State (excluding NY Metro area); and the New England States.

**Modern Vending Sales** of Indianapolis will be offering Sente products in the Carolinas, Kentucky and its home state of Indiana while **Peach State Distributing** of Atlanta will serve as exclusive Sente distributor in the Georgia/E. Tennessee region.

Another substantial territorial licensing agreement was reached with **Southwest Vending** of Dallas, Texas, when they signed to distribute Sente systems in Oklahoma, Central Texas, SW Texas, Arkansas and Louisiana.

Additional distributors who have signed with Sente and the regions they've agreed to represent include: **Shaffer Distributing** of



**SNAKEPIT and the Sente System** – The first Sente coin-up video game, Snakepit, is housed in a rugged steel frame with replaceable exterior panels called a Game Frame. It was built to last for years. Subsequent Sente video games in the Sente Arcade Computer (SAC 1) System will arrive for the Game Frame in the form of a 14-ounce software cartridge (top right) plus new graphics and a new control panel.

Columbus (Ohio); **Banner Distributing** of Philadelphia (E. Pennsylvania, E. Pennsylvania, Maryland/Virginia); and **Struve Distributing** of Salt Lake City (Utah/Montana/E. Nevada/Central & S. Idaho/Wyoming).

West coast distributors showcasing the Sente System include: **Circle International Inc.** of Los Angeles who agreed to distribute game systems in Southern California and **Coin Machine Sales & Service** of Portland (Oregon).

"We are very pleased with those who have signed on board as exclusive Sente game system distributors," Lundquist said, "Their proven track records over the years assures strict quality control over games, equipment and service as Sente products travel from our manufacturing headquarters to arcades across America.

"I couldn't have asked for a better team of partners to help spearhead our revolutionary new way of doing business in the video game industry," he added.

The ten remaining regions at this writing include: Nebraska; Iowa; Kansas/W. Missouri; Alabama; Florida; The Dakotas/ Minn.; Washington/Alaska; N. New Mexico/Colorado; New York Metro Area and W. Tennessee.

The first Sente product reaching the distributors will be the Sente Arcade Computer (SAC) System. It consists of a durable steel and reinforced plastic "Game Frame" that can act as host for all SAC 1 games. The conversion process involves the insertion of a new, hand-sized, 14-ounce software cartridge plus the installation of a new game control panel and graphics. ■

## HIGH TECHNOLOGY, TALENT IN ABUNDANCE AT SENTE TECHNOLOGIES

**T**heir creations ride the crest of the technological tidal wave and oftentimes overshadow the financial success of Hollywood's biggest blockbusters. . . but nobody knows who they are.

"They" happen to be the engineers, designers, programmers and technicians who create America's video games. Games that are produced in six to 18 months at costs that run into the millions of dollars.

And, while there are certainly no "guaranteed" successes in the video game business, the 40-member cast ensconced at Sente Technologies' 20,000 square-foot research and development building are proven "star" performers.

Those forming the core of the Sente effort include Roger Hector, 31, senior vice president, engineering, who initiated several experimental and research/design activities for Atari; Howard Delman, 31, vice president, hardware development, who designed hardware systems for *Asteroids*, *Battle Zone*, and *Tempest*; Ed Rotberg, 32, vice president, software development, who created the program for *Battle Zone* and orchestrated many of the computer-generated sound effects for Walt Disney's production, *"Tron"*.

"I guess the one attribute that we are looking for at Sente is diversity," Hector said. "We have artists who have laser-halography experience, a programmer, Lee Actor, who has a masters degree in music composition and Victor Penman, who wrote the script for *Dragon's Lair*."

But joining the likes of a Delman, Rotberg or Actor at Sente game development is not easy. Hector estimates that more than 100 skilled Silicon Valley Technicians interviewed for every position.

Stressing the team-management concept, Hector says that vir-

tually every person at Sente Research and Development gets involved in the game-making project. "We have a loose organization here that's primarily motivated by personality, personal integrity and talent all striving to get the job done," he added. "Work here is a passion because it's so enthralling. . . that's why you see so many cars in the parking lot late at night and on the weekends."

The bulk of the effort is directed in much the same manner

that puts a major motion picture into the neighborhood theatre. Parallels include the creation of a storyboard and blending the creative input of technicians, sound effect/music experts, and electrical engineers with a director or "team leader" who produces the game on time and on budget.

"Our games will reflect high level state of the art video games," Hector emphasized. "The first one, Snakepit, offers more of a story than your average video game and features more screens than any other game. In fact, it's unlikely that any player will see all the screens and he or she will have to be darn good to see half of them." ■



**Video Artistry** — Graphics illustrators Mark McPhee (top) and Marty French develop concepts and finish video screens at Sente Technologies. In addition, the illustrators are responsible for developing and implementing support illustrations for video game collateral materials.

PRESENTING

# THE FIRST SAC 1 GAME— SNAKEPIT



The player controls Australia's Outback Jack with a trac ball and a four position joystick as he does battle with snakes, spiders, scorpions and other hazards on his journey to the Golden Chamber where the Golden Amulet of Alaron resides. It's Jack's mission to whip clean the Skull, Stone Lion, Death and Golden chambers of enchanted adversaries, retrieve the amulet, and escape from the Secret City.

In order to encounter the treasure chest containing the amulet, Outback Jack has to survive 13



waves of attack in the six different chambers of the Secret City.

If he succeeds in his quest for the amulet and escapes the Secret City, the game celebrates with a fanfare and the player's initials are engraved onto the golden pedestals of the Guardians of Alaron in Alaron's Golden Chamber.

## MUSIC HAS CLASS

More than 30 different sound effects are heard in Snakepit... plus a variety of classical music. This music includes: *Hall of the Mountain King* by Grieg; the *Ride*

*Challenging Chambers* - Sente Technologies' first video game, Snakepit, has protagonist Outback Jack entering a series of harrowing chambers on his way to claim the Golden Amulet of Alaron. Jack's adversaries include: snake filled chambers, giant scorpions, baby scorpions, spiders, darkness; and the vengeance of the guardians of Alaron in the Gold Chamber.



of the Valkyries by Wagner, Rossini's *William Tell Overture*, and Chopin's *Etude No. 1*.

## SNAKEPIT'S DESIGNERS

The Design Team responsible for Snakepit was:

Ed Rotberg... Team Leader  
Lee Actor... Programmer  
Mark McPhee... Graphics  
Gary Levenberg... Music and Sound Effects

Snakepit's design was a collaborative effort between Rotberg, Actor, and Roger Hector. ■

## SENTE MANUFACTURING IN MOTION



**LOTS OF CONTROL** - Dave Supple, Planner/Expediter (foreground) and Mark Rea inspect a long line of Snakepit video game control panels slated for Sente Arcade Computer (SAC) Game Frames (background).



**TOUGH TESTS** - John Malia, Sente Production Supervisor (left) explains the rigorous computer board testing procedures to Technician Trainee Tuan Tran.



**MONITORING PROGRESS** - Dennis Silva, Engineering Manager (left) and Ed Wartena, Director of Manufacturing secure a video game monitor into a Game Frame assembly at Sente Technologies manufacturing facility in Milpitas, California.



# THE SENTE SYSTEM...

## A GAME AND BUSINESS CONCEPT FOR THE VIDEO GAME INDUSTRY

The Sente System is a game and business concept designed to lessen the considerable risks in the video game industry by providing game distributors and operators with a financially sound alternative while providing a quality entertainment value for their customers.

### THE SENTE ARCADE COMPUTER (SAC)

The Sente Arcade Computer (SAC) System provides distributors and operators with an affordable and long-lasting game conversion method that pays off more and more with each new game. This method includes:

#### THE GAME FRAME

This cabinet system, based on a rugged steel frame with replaceable exterior panels, is designed to last for years in a video game playing environment. The screen can be adjusted from the horizontal to the near vertical. An acoustically designed enclosure and a sophisticated sound system enhance the player's involvement in the game. The same Game Frame can act as host for virtually every SAC 1 Sente video game produced. The Game Frame's dimensions are: 74" high; 32" wide and 38" in depth. It weighs 355 pounds.

### THE SAC PAC

Housed within a hand-sized, 14-ounce cartridge of molded plastic is enough sophisticated software to produce a high quality, high resolution arcade quality video game. This cartridge, called the SAC PAC, is all the software that's needed to convert one SAC 1 game into another. The cartridge's dimensions are: 7.7" long; 6.8" high and 1.4" thick. A new control panel will also be part of each game conversion process.

### SNAKEPIT

The first Sente game in the SAC 1 System is Snakepit. In Snakepit, the player controls the actions of Outback Jack as he journeys from chamber to chamber repelling snakes, spiders, scorpions and other adversaries with his bullwhip. His ultimate goal is the possession of the Golden Amulet of Alaron, located in Alaron's Golden Chamber.

### DISTRIBUTION

There are 35 sales distribution territories in the United States. The exclusive territories will range in cost... depending on the size of the territory, population density, etc. Only licensed distri-

butors in the territory will receive the SAC 1 Game Frames, game cartridges, and other Sente game conversion packages.

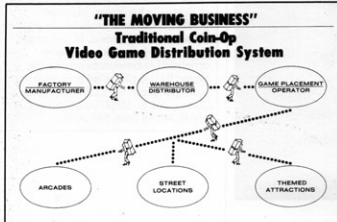
### FINANCIAL SYSTEM

The first Sente games will debut at the 260 Pizza Time Theatres across the United States. Operators and distributors need only pay a one time fee for the Game Frame of \$3195.

After the distributor/operator pays for the Game Frame, control panel and hardware, he need only pay one low control panel change-over price plus a low weekly cartridge rental fee (\$20 rental) FOR AN ENTIRELY NEW GAME. Also, the new Sente games alleviate moving bulky video games from location to location... once the Game Frames are in place, moving a game involves transporting a lightweight handsized SAC PAC, graphics and control panel.

### FUTURE SENTE SYSTEMS

In addition to this introductory SAC System, Sente intends to debut entirely new game systems in the near future. Sente engineers are currently working on game systems that compliment each other in the game environment. Game experiences, new game images, laser disc games, graphics and a challenge that incorporates some aspects of the surrounding environment are under development. ■



## SENTE DISTRIBUTORS AND THEIR REGIONAL OFFICES\*

For easy reference, clip out and save this comprehensive guide to Sente's Distributor Network and Toll Free Service Telephone Number.

Madara Vending Sales Co. 700 Piedmont Pike Indianapolis, IN 46226 810 343-8000	Indiana Kentucky	Bally Northeast Distributing 1400 N. Pines Blvd. Newport, MA 02856 603 313-2000	Maine New Hampshire Vermont Massachusetts	Reamer Specialty Co. 620 Alpha Dr. Pittsburgh, PA 15228 610 370-5000	Western Pennsylvania
Madara Vending Sales Co. 100 Industrial Ave. Greensboro, NC 27406 910 822-6600	North Carolina South Carolina	Bally Midwest, Inc. 11000 Matthews Rd. Littleton, NJ 08150 973 323-5300	Michigan District of Columbia	Reamer Specialty Co. 1100 Arrowhead Blvd. Baltimore, MD 21287 800 344-6000	Maryland Virginia
Peach State Distributing 4000 Boulevard Rd. P.O. Box 80012 Jeffersville, OH 43022 614 623-4600	Georgia East Tennessee	Bally Midwest, Inc. 3421 University Dr. NE Wilmington, NC 28403 910 353-5300	Western Michigan	Stevens Distributing Co. 210 West First Street Salt Lake City, Utah 84103 801 320-1200	Utah/Montana E. Tennessee/West Virginia Central & S. States
Shaffer Distributing Co. 1100 W. Third Ave. Columbus, OH 43212 614 226-6800	Ohio	Circle Intl. Inc. 2225 N. Pines Blvd. Los Angeles, CA 90006 213 380-8200	Southern California	Cole Machine Sales & Service 1000 N. Laguna Ave. Fountain, CO 80724 303 250-9100	Oregon
Shaffer Distributing Co. 2700 Capital Blvd. Madisonville, OH 44866 216 491-4000	Ohio	Southwest Vending Sales 2400 Irving Blvd. Dublin, TX 75002 409 228-7902	Central & Southwest Texas	Bally Southwest 2200 N. Black Canyon Hwy. Phoenix, AZ 85009 602 232-0300	Arizona S. New Mexico
Bally Midwest 3875 Congressional Dr. St. Louis, MO 63141 314 991-1000	Southern Illinois Eastern Missouri	Advanced Vending Sales 4220 Veterans Dr. NE Wilmington, NC 28415 910 353-8223	Central & Southwest Texas	Bally Southwest 1400 N. Park Blvd. Phoenix, AZ 85009 602 232-0300	N. California Hawaii
Bally Northeast Distributing 801 Thompson Rd. N. P.O. Box 21 Syracuse, NY 13211 315 462-6200	Upstate New York Hudson Valley NY Mass.	Southwest Vending Sales 1100 South St. Ocala, FL 32119 904 380-8112	Oklahoma S. Arkansas	Bally Southwest 1000 Business Park Dr., Ste. C Torrance, CA 90507 800 800-3200	Southern Area Hawaii
Bally Northeast Distributing 120 Fourth St. Chickadee, NY 14227 716 486-2000	Western New York	Reamer Specialty 11115 N. Fifth Street P.O. Box 19122 Chicago, IL 60607 312 371-3300	Louisiana	Bally Midwest, Inc. 200 N. Park Blvd. Chicago, IL 60607 312 371-3300	N. Illinois
Bally Southwest 2700 Milam Houston, TX 77006 713 523-7400	Southeast Texas	Eastern Pennsylvania	Eastern Pennsylvania		
Bally Midwest, Inc. 120 Delaware St. Green Bay, WI 54301 920 889-5200	Wisconsin				

\*Distributors Signed With Sente as of 2/1/84

## SENTE SYSTEM'S TOLL FREE SERVICE HOTLINE

For Service Dept. information at Sente Technologies, operators should use our toll free HOTLINE: (800) 443-8300

## BUSHNELL TO LEAD SENTE

Nolan K. Bushnell, the creator of the Pong game and founder of Atari, has been named chairman of Pizza Time Theatre's video game manufacturing subsidiary, Sente Technologies.

Bushnell resigned as Pizza Time Theatre Inc.'s chairman of the board on Jan. 31 as part of an executive staff realignment.

"Nolan's departure from the Pizza Time chairmanship and his subsequent move to Sente will enable him to play a vital role in the creation and execution of new video game systems," said Robert W. Lundquist, Sente president. "We at Sente welcome Nolan's increased role here and eagerly await his contributions." Lundquist added. ■



**NOLAN K. BUSHNELL**  
Chairman of Sente Technologies

## INTRODUCING SENTE TODAY

by Bob Lundquist, President  
Sente Technologies

What you're now holding in your hands is a piece of history for Sente Technologies. It's our first newsletter, **SENTE TODAY**, and its devised to keep operators and friends of Sente informed as to the myriad of activities taking place in manufacturing, engineering, sales and marketing departments.

When we first introduced the Sente System last Dec. 9 we happily cast aside our veils of secrecy and allowed the leaders of the industry and members of the media to get a first hand glimpse of Sente and our revolutionary game conversion system. Needless to say, the response has been overwhelming and requests for further information on Sente keep pouring in.

**SENTE TODAY** has been created to keep you informed about the progress of our first Sente Arcade Computer (SAC) Systems and perhaps give you a "Sneak Preview" of future games and SAC systems.

We hope you enjoy it. Your comments concerning **SENTE TODAY**, the Sente System and our first game, Snakepit, are very important to us and we encourage you to send your letters to:

Editor, **SENTE TODAY**  
461 S. Milpitas Blvd.  
Milpitas, CA 95035

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# **Now — One Great System Has Two Great Options: Buy or Lease**

*Due to an overwhelming demand, Bally Sente is now offering game cartridges "You Can Buy".*

*Now, your choice is clear with Bally Sente:*

- 1. You either lease or buy.*
- 2. You have eight games from which to choose.*
- 3. You have ease of interchangeability with a SYSTEM built to last.*

*Bally Sente still believes in leasing, and believes fully in the needs of its distributors and operators, hence the new option.*

*See your local Bally Sente distributor for details. Or contact us at Bally Sente and we'll refer you.*

*Buy or Lease.  
Bally Sente, we're a manufacturer that listens.*



**SPECIAL BULLETIN**