

COIN

CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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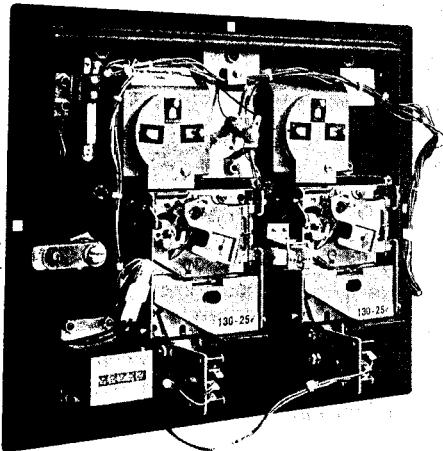
March, 1977

Volume 1, Number 4

ATARI DEVELOPS A NEW COIN DOOR

Atari has developed a totally new coin door for their games. The new door has been designed to alleviate those problems reported by operators to be common with coin doors on the market today. Most of the problems reported relate to those overly aggressive players who by one method or another attempt to (excuse the expression) "cheat or abuse the games."

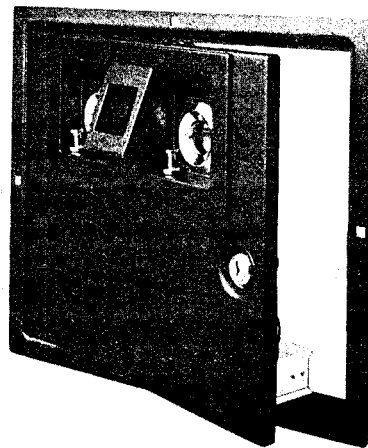
The Atari engineers have worked for over a year to design a coin door that is "cheat and abuse proof." There is an ANTI-SLAM SWITCH which protects the game from kicking and jarring. Two slug rejector buttons, one for each coin slot, if one coin chute gets jammed the other one can be used independently. A unique STRING CATCHER on the coin chute protects against those players who attempt to cheat by putting a coin on a string. Specially designed FLAPS on the coin reject chute discourages any attempt to start the game using a wire up the reject chute. Also the recessed wicket type coin entry system makes it very difficult for people attempting to put foreign matter down the coin slot.



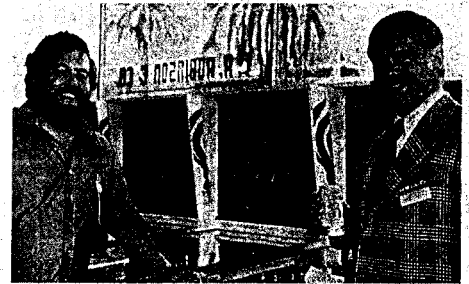
In addition to alleviating the problems caused by aggressive and mischievous players, Atari's coin door is developed with easy service in mind. Rejectors are easily removable for cleaning and/or changing. There is a single illumination bulb behind the price plate that can be changed without using any tools. The coin sizing ring can be easily changed to accept any combination of coins desired. Atari has coin rings available in sizes for all coins, U.S. and foreign.

Other features include a Coin Lock-out Coil which automatically rejects coins put into a game in the power-off mode. Also, the lock on the door can be changed to suit the needs of any route. A single coin counter on the door is placed for easy reading.

The Atari Coin Door was tested in the field for an extended time period in several locations. Since the successful completion of this test, the coin door has been put on The Atarians™ pinball games and will soon be included on all new Atari video games.



C. A. ROBINSON HOSTS ATARIANS' RECEPTION



In true C.A. Robinson style, the Bettelman family hosted a gala reception to introduce The Atarians™ pinball game to Southern California. Approximately 300 operators and guests attended the affair held at their offices on February 18th. It was a festive occasion with exceptionally good food and drink served throughout the day.

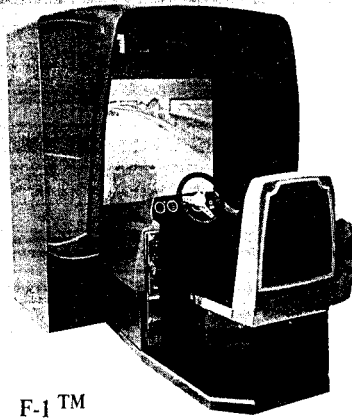
The entire front showroom was dedicated to this unique and outstanding game from Atari. It was a striking display with two banks of The Atarians along the walls and technicians demonstrating special service features on two games in the center of the room.

Overall the reactions to The Atarians was extremely favorable. Most operators commented on the new look to this game with its wider playfield and futuristic design. It is evident that The Atarians would certainly stand out among the other flipper games on location. As expected, the operators were most pleased with the record-breaking collection reports on the game.

Representatives from Atari attended the party and enjoyed meeting with the operators and guests, as well as answering inquiries about their newest product. The reception was a great success and everyone had a good time.

BREAKOUT™

The game that always gives players new challenges to knock more bricks out of the simulated wall is still breaking collection records on location.

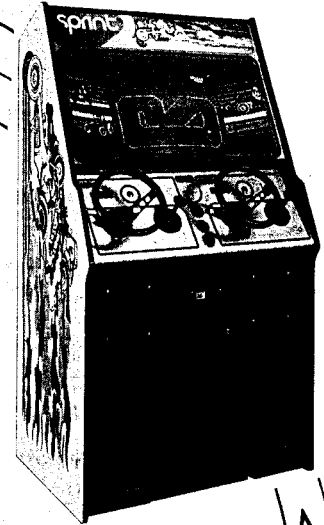


F-1™

Players are really "in-the-drivers-seat" experiencing 3-D racing realism at 190 mph. This sensational driving game has earned "the arcade game of the year" award from operators all over the world.

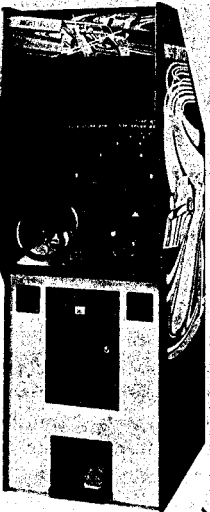
SPRINT 2™

1 or 2 players choose one of 12 different tracks, 4 speed shifting, fast acceleration and screeching sound effects in this popular competitive racing game.



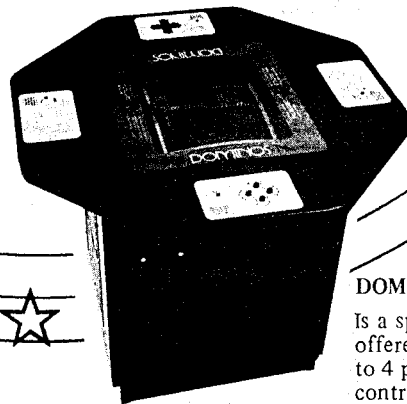
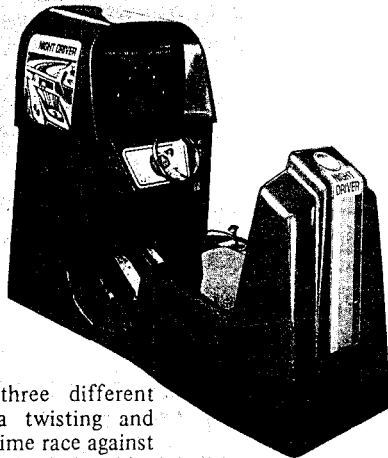
ATARI'S CIRCLE OF WINNERS REVIEW

All new Atari video games include an exclusive self-test program for easy servicing.



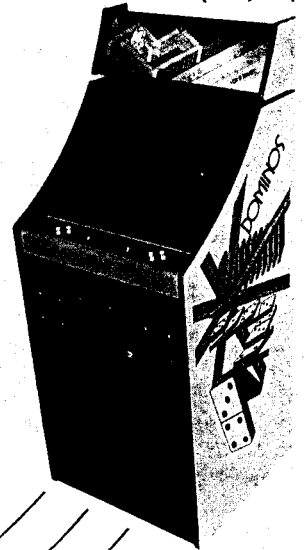
NIGHT DRIVER™

Players select one of three different tracks to speed along a twisting and turning road in the night time race against time. An additional set of 3 tracks are provided as an operator option. Now available in both upright and sit down versions, this game is a proven winner.

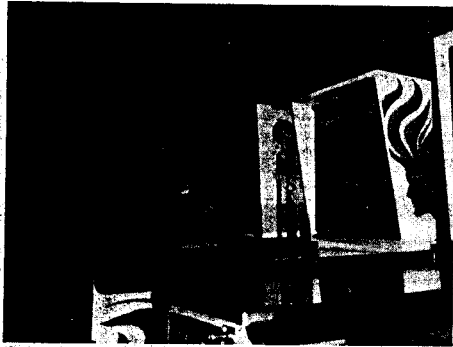


DOMINOSTM and DOMINOS/4™

Is a spectacular game of skill and strategy offered in the 1 or 2 player upright or 1 to 4 player cocktail table versions. Players control the direction of building a simulated "domino wall" to trap their opponents. When a player's wall hits his own or opponents wall, his dominos fall and the opponent wins.



LOCATION PROFILE: A SPECIAL GAME ROOM



A local operator in Des Moines, Iowa has a special location idea that is most profitable for him. "This idea could work in other cities as well and I would like to share it," he says.

Several very large state-wide High School sporting events were scheduled for three weeks in February and March. The boys and girls basketball tournament and a big wrestling event were scheduled within four weeks. This would bring hundreds of young people to the city who would be staying in the local hotels and motels. While one of the motels had a small game room, it was evident that all these kids could have a good time with even more games. Therefore, this operator spoke with the management of several of the hotels and motels about having extra games for these special events.

The idea was well accepted and plans were made. In one of the larger motels

the operator arranged for one of their meeting rooms to be converted to a temporary game room for the kids attending the sporting events. Special signs were posted inviting them to come to the game room. The motel management even offered to pay for one half of the cost of having an attendant on duty in this special temporary game room. Of course, the motel would get a percentage of the collections which turned out to be most profitable for both the operator and the location.

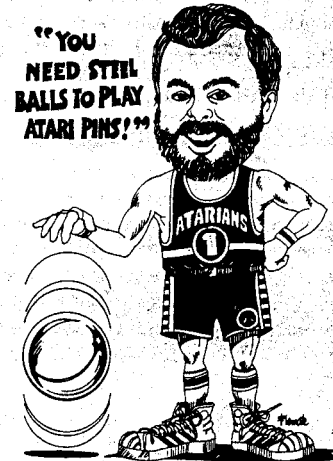
Additional games were placed in the lobby of this and other motels and hotels in the area for the event. This also proved to be successful from the high collections.

This idea could be applied to other youth oriented events. For example, if there is a youth group convention in your city, you may want to consider a temporary game room in or near the place where it is held. Post signs or handout notices inviting them to come to play the games. A special mini game tournament might be appropriate to provide added incentive to the players.

This idea was profitable in Des Moines. It would be worth considering for your city.

If you have any unique locations or just location ideas that you would like to share with other operators, please write and let me know about them. We will feature various location profiles in future editions of the Coin Connection. Editor

GIL WILLIAMS, PINBALL DIVISION MANAGER



WE'RE LISTENING

I've been told that not too long ago the coin-op game industry was small and everyone in the business knew each other. If there was a problem or you had an idea, you could call and talk to someone you knew about it. That must have been very nice.

The growth over the past few years has been exceptional. However, together with more profits and the other benefits of growth, there is a loss of close communications between people in the industry. Atari would like to alleviate this obstacle and encourage better communications with our customers. The *Coin Connection* is one way in which we are trying to promote better communications. We hope to keep you informed on what is happening at Atari. In addition, we hope that you will let us know what your thoughts are about Atari and our products.

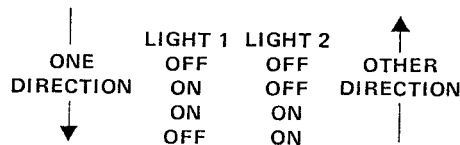
Please write and let us know your opinions. If you have general ideas or specific concerns regarding Atari games, I assure you that your comments will be seen by the right person in our company. We are listening.

C. Kantor
Editor, Coin Connection
1265 Borregas Avenue
Sunnyvale, CA 94086

TECHNICAL TIPS

STEERING WHEEL CONTROL BOARDS

The control board consists of a pair of light emitters and light receivers. Located between the emitters and receivers is a slotted ring which, when rotated by the steering wheel, breaks up the invisible light. The on-and-off light received by the receiver is then transformed into a voltage pulse suitable for the main computer board. The on-and-off action can be seen on the main board by observing the two red light-emitting diodes (LEDs). A good steering board, when the steering wheel is slowly rotated, will cause the red lights to flicker as follows:



Since there are only four wires to the steering board, there is no need to know the functions of each to determine a good steering board. All that is required is that one connection is 5 volts, one is 0 volts, and the other two are alternating between 0 and 5 volts.

If all connections are zero, look for an open connection in the harness. Any other conditions dictate a defective steering board.

ATARI STARS AT A.T.E.

Atari's booth at the Amusement Trade Exhibition in London was one of the major attractions of the largest International trade shows in the industry. The display featured Atarians™ pinball game first official showing together with the incredible F-1 and the new Dominos™ games. Also shown were the six sided Kiosk, which is growing in popularity due to its versatility, Night Driver™, Sprint 2™, Breakout™, LeMans™, and Indy 4™.

Operators and distributors from all over the world attended this show at the Alexandra Palace, January 25th through the 27th. The reactions to Atari products were exceptionally good as indicated by the International orders received at the show and upon return.

In addition to the Atari booth, their products were also displayed by the Cherry Group, Atari distributor in the UK. Also, Atari Europe, Baume-les-dames, France presented French built

versions of Atari products together with the Jupiter phonograph.

Coin Slot, the International trade paper, voted F-1 as the "show stopper" at the Exhibition, repeating its success of M.O.A. and I.A.A.P.A.

On Wednesday evening, Atari gave a cocktail party for their distributors and operators attending the show. This was held at the luxurious Intercontinental Hotel on Park Lane. The party will be remembered as a highlight of the week by those who attended from the UK, Europe, Australia, Japan and the U.S. "The operators and distributors showed much enthusiasm for the Atari games, orders were being placed even during the party," said Sue Elliot, International Marketing Administrator.

The foreign market for Atari products has grown over the past few years and represents a significant percentage of total sales. Orders resulting from the A.T.E. show indicate that this year will set a new record in international sales.

COLLEGE SHOW



Atari presented games at the Association of College Unions Trade Show in San

Diego February 6-8. The new Dominos/4™ cocktail table and the Atarians™ pinball game were the highlights of the booth. Also shown were Sprint 2™, Night Driver™, Breakout™, and Indy 4™. College Union Administrators from schools across the country showed much enthusiasm for the new games presented and noted that these Atari games would be an excellent addition to their game rooms. Operators in the vicinity of a college or university should contact the Director of the College Union for an excellent location opportunity.

ADD A NAME TO ☹ MAILING LIST

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Name _____

Company name _____

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Please check appropriate box(s):

- Arcade Operator
 Street Operator
 Amusement Park Operator
 Distributor
 Manufacturer
 Other (Specify) _____

If Operator:

Approximately how many total units do you operate?

- 100 or less 300 to 1000
 100 to 300 1000 or more

STAFF

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