

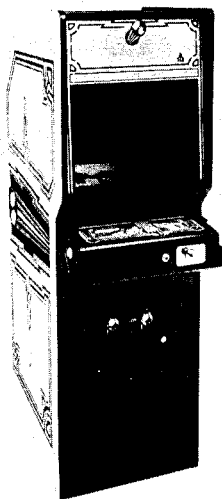
# Pinball Connection



VOL. 3, NO. 2 FEBRUARY, 1979

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

## A VIDEO WITH PINBALL PLAY



Now the best features of Atari video games and the attracting play action of pinball games are combined to create VIDEO PINBALL™. This all-new one-to-four-player video game is the first realistic pinball simulation with extra benefits built in. It is a completely new concept in coin games.

The fluorescent "disco" 3-D playfield includes challenging targets, bumpers, slingshots, rollovers, and drop targets. It has colorful red LED lights to dramatically illuminate specific score objectives. A realistic plunger shoots the ball into play. Two sets of video flippers respond independently to the left and right button controls. Even the pinball "nudge" feature has been included to give realistic feel to the play action. Specials, Extra Balls, and Bonus features are all a part of the competition on VIDEO PINBALL.

It is a video game that includes terrific pinball play. The sleek cabinet design makes this game appropriate for a sophisticated environment as well as a contemporary game arcade. VIDEO PINBALL offers operators the most versatile game options and self-test features. A 3 or 5 ball game with a choice of replay levels, pinball special options, four different coinages, and video message language selections can be adjusted to suit the location needs.

Atari adds a new attraction to its winning line of video games. It offers the superior play action of a pinball. Players experience a new exhilarating visual dimension with its glowing blacklight colors. VIDEO PINBALL has more dynamic challenges that stimulate high replay and high quality to assure maximum reliability.

"VIDEO PINBALL has shown exceptional promise in field tests," reported Frank Ballouz, Atari's National Sales Manager. "It will give operators high steady earnings with placement versatility and reliability," he added. This incredible new game concept can be seen at Atari distributors world-wide.

## A NEW ATARI DISTRIBUTOR

Atari welcomes Quintin Flynn Ltd. as our new international distributor for Ireland. Shamus Flynn and Fintin Quinn, principals of the organization, met with Atari representatives at the January Amusement Trades Exhibition in London to make formal arrangements for the distributorship.

Following the ATE a special show for Quintin Flynn customers was held in Ireland January 31 to February 3. New Atari products were displayed and an announcement made to their operators in Ireland regarding the official distributorship.

Quintin Flynn Ltd. is headquartered in Dublin and has regional offices in Belfast and Limerick, Ireland. Sue Elliott, International Marketing Administrator for Atari, said, "We are pleased to have Quintin Flynn in our group of distributors and look forward to the start of an excellent business relationship."

## ATARI ATTENDS ATE

The 1979 Amusement Trades Exhibition was a successful show despite labor strikes, closed airports, snow and ice. Atari products were exhibited by the English distributor, Cherry Leisure (UK) Ltd. Several upcoming new video and pinball products were previewed at the show. The response was excellent and everyone is looking forward to a superior 1979 product line from Atari.

Although attendance was less than expected due to the problems caused by the inclement weather, those who were there were most enthusiastic. "The indications from the show project a strong buying season and continued growth in the international market," noted Sue Elliott, International Marketing Administrator at Atari.

Atari hosted a cocktail party for the international customers on January 25. The social festivities at the Dial 9 Club were superb. All who attended enjoyed the occasion.

Following the show Atari's Field Service staff, Fred McCord, Russ MacDonald, and Bob Salmons, toured the European distributors to provide technical assistance and Service Seminars. The service representatives met with operators and distributors in England, Sweden, Belgium, France, Italy and Germany. Sue Elliott extended her trip to visit the Atari manufacturing facility in Tipperary, Ireland.

This year's ATE may have been cold weather-wise; however, it marks the beginning of an active year for Atari in the international marketplace.

## TECHNICAL TIPS

### Troubleshooting Switch Common Circuits

- STEP 1: A) Disconnect P.C. Edge Connector J-7 from the main logic PCB.
- B) Turn off all program switches at location F2 and F4 on main logic PCB.
- C) Turn rotary switch for score replay level to zero.
- STEP 2: A) Check D9 Pin 8, switch common, to insure that it is a high logic level; also that there are no pulses.
- B) If there are pulses present, check for a solder bridge on switch common or a problem in the coin, start, slam circuit, or a shorted option switch on the main logic PCB.
- STEP 3: A) Check C9 Pin 13 to insure that it is active when the coin, start or slam switches are pressed. It should be high, pulsing low. C9 Pin 12 should be low, pulsing high when any one of these switches are closed.

**WARNING:** Most switch common problems are caused by careless maintenance on the playfield with the POWER ON. If 40 volts DC is accidentally applied to the switch common, it will surely result in serious circuit damage and down time.

## AN ATARI PHOTO CONTEST

The Coin Connection is sponsoring an Atari photo contest. All photos must include at least one Atari game in the subject to qualify. They may be either color or black and white prints, 3" x 4" or larger in size. You may enter as many different photos as you like. On the back of each photo entered, print clearly your name, address, telephone number, title or description of photo subject and location where taken.

The photos will be judged on originality and interest of the subject, clarity and artistic interpretation. The top prize winners will be selected by a professional photographer (not an Atari employee).

First Prize: Atari Video Computer System home game

Second Prize: Atari jacket and belt buckle

Third Prize: Atari belt buckle

10 Runners-up receive a certificate recognizing their photographic talent.

The contest will run and photos will be accepted until July 6. Winners will be notified by telephone and announced in the Coin Connection the following month. (Atari employees are not eligible for this contest.)

Any photos received may be printed

Continued on Page 4

## PLAY GAMES ON CREDIT

"Ten dollars in tokens, please," requested the enthusiastic player, "and put it on my Master Charge," he added. Yes, this is a common occurrence at Scores arcade in Dallas, Texas, where Master Charge and VISA bank cards are accepted for five dollars or more in tokens. According to Fred Rosen, President of the new game center, the credit card use is beginning to catch on at Scores. "I feel it will be a significant factor within a year to increase the overall collections." He explained further that since the use of credit cards to play video and pinball games is new, it will take time for people to take advantage of the convenience.



A family will often charge \$10 to \$20 worth of tokens for an evening of play according to Mr. Rosen. At this location the average charge is ten dollars. The credit service is advertised in some radio spots and posted at the location. It was noted that weekly credit sales of tokens has increased regularly since the service was first introduced.

When using credit card service, the game center must pay a percentage of these sales to the bank card organization. Nevertheless, as at stores, customers will most likely buy more tokens and play more games when they can use credit cards. Fred Rosen reports that the use of credit cards is working well at his arcade. It is certainly an innovative concept to consider for game centers using tokens.

## THE PINBALL GAME IS COMING



TM

See the next issue for more details on the most sensational game in pinball history.

TM "S" Insignia is the trademark of and © DC Comics Inc 1979.

## DEFINITION

**A NEW LOCATION:** Anyplace with an unused electrical socket!

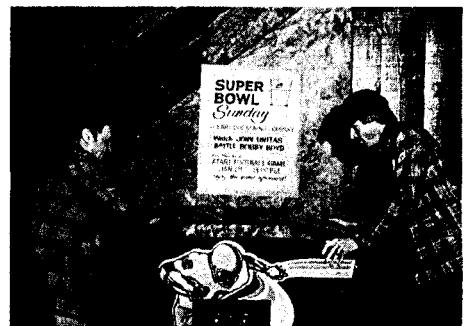
## FOOTBALL STARS

Superbowl Sunday, Baltimore, Maryland saw two terrific football games. In addition to watching the battle on the field in Miami, Bob Boyd and Johnny Unitas made their own local challenge on ATARI FOOTBALL™. The two former Baltimore Colts football greats staged a second video Superbowl at their popular bar/restaurant, Baby Doe Mining Co. Television cameras were also in Baltimore filming this ATARI FOOTBALL match. It was broadcast on the local Evening Magazine program (aired Feb. 15) and regular news programming as well. After long competitive and fun play, Bob Boyd was declared the champion of this local Superbowl.

Arrangements for the video football match were made by the two former football stars together with the game operator at the location, Dave's Amusement Vending, and the distributor, Banner Specialty Co. of Baltimore.



Bob Smith of Evening Magazine TV show referees as Bob Boyd & Johnny Unitas play the Atari Football Superbowl.



Bob Boyd practices for the championship with Don Ellyson, Local CBS affiliate Sportscaster.

## ATARI TRIVIA ANSWERS

The following are the answers to the Trivia Quiz in the January issue: (1.) PURSUIT, ANTI AIRCRAFT, JET FIGHTER, SKY RAIDER, SKY DIVER, CANYON BOMBER. (2.) HIGHWAY, SITDOWN NIGHT DRIVER, F-1, FIRETRUCK. (3.) DOUBLE BREAKOUT, CAVITY BREAKOUT, PROGRESSIVE BREAKOUT. (4.) 12 (5.) Joe's Saloon (6.) GRAN TRAK 10 (7.) April, 1975 (8.) STEEPCHASE (9.) NIGHT DRIVER (10.) Sweep, Keeper, Bomb, Down & Out\*

(\*All names of Atari games are trademarked.)


## PROMOTION IDEAS

### AN INVITE

When a new game is brought to a location, invitations to play the game can be printed and distributed to businesses, schools and organizations in the area. Example:

*You are Invited...*

...to play one of the most  
unique football games ever.  
for 25¢




**ATARI FOOTBALL**

Now Playing

at \_\_\_\_\_

Courtesy of Atari Inc.



From Jim Swagerty, Malibu Grand Prix

### BONUS TOKENS

For locations using token changers, paint a few tokens different colors to represent special bonuses. Put them randomly in the change machine. A sign should be placed over the change machine to explain the bonus tokens. Example:

Continued on Page 4

## ATARI'S NEW PCB FACILITY

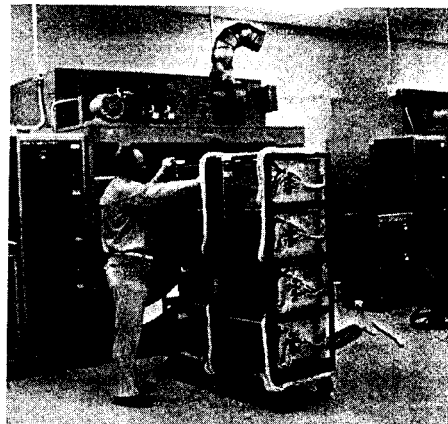
January 19 was moving day for Atari's Printed Circuit Board Assembly facility. The new building has over 50,000 square feet of space custom designed to maximize the efficiency of the manufacturing functions.

A team of experts planned the building layout for the specialized needs of circuit board production. A convenient, well-organized stores area is ready to supply necessary parts to the assembly areas. New inline wave solder systems are built into the work flow and insure prompt delivery to the next assembly station.

All boards are thoroughly tested and then delivered to the Durastress™ burn-in room. This unique burn-in procedure to assure board reliability has been specially developed by Atari. The final test area has all the latest technical equipment to insure highest quality.

The new building has been planned to facilitate the highest degree of productivity and to allow for future ex-

pansion. It is also conveniently located near other Atari facilities for efficient transfer of products to final product manufacturing, Customer Service and parts shipping.



Atari's Durastress™ burn-in procedure assures high reliability.



The new PCB production line.



All boards are checked using the CTF-1 and PBS-1 test fixtures.

## PLEASE RESPOND

Please help us to learn more about the coin game market.

Atari is presently trying to compile information about legal restrictions on the use or placement of coin-operated amusement games. If there are restrictions of any kind on pinball, video or arcade games in your area or adjoining vicinity, please let us know the details. This would help us in the evaluation of local and regional laws.

Some of the types of restrictions we are concerned with might be:

- No operation of games or a specific type of game.
- Limit on the number of games in a location.
- No operation of games in certain types of locations.
- Player age limit restrictions.
- Special or extraordinary taxes on the coin-operated games.

The form below is provided for your convenience to write about the restrictions. You may send additional sheets if needed. Or call (408) 745-2501 for Carol Kantor or Colette Weil and tell us about the restrictions. (If we are not in leave your name and number, we will return your call.)

### Local and Regional Restrictions on Coin Games

Type Restriction (and on what type game)	Specify Territory Restricted (city/county/state)	Enforcement (Specify level strict, moderate, or liberal)

## AD ART AVAILABLE



Atari now has ad art for operators' use. The ad illustrated here is available upon request in full (7" x 10") or half (7" x 5") page size for a standard magazine format. The art is a reproduceable black and white "ad slick" with space for you to insert the name, address and logo of the game location.

This camera-ready art can be used for any print ad in magazines, newspapers, special programs, etc. The majority of media advertising departments can provide the type for inserting the game center name and address in the appropriate space.

To order ad art, complete the order coupon above or send a card or letter including all the information to: Ad Art, c/o Atari Coin Connection, 1265 Borregas Avenue, Sunnyvale, CA 94086. Please allow 10 days for delivery.

### AD ART ORDER COUPON:

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_

Size Ad: Full Page Half Page

7" x 10"  7" x 5"

Where Plan To Advertise: \_\_\_\_\_

## EFFECTIVE ADS



Local and regional magazines are excellent advertisement media to consider for bringing new players to a game location. These publications are growing in popularity in many areas. The majority of this type of publication are major sources of information on places to go, special events and leisure activities available in the community. Because people read the magazine to help them decide "what to do" or "where to go this weekend", an ad suggesting the local game center should be quite effective to draw new customers.

There are hundreds of different regional magazines. Each should be judged for possible advertising value within the local area where it is circulated. Costs also vary depending on

the publication. A full page black and white ad (1 time rate) will usually be \$500 to \$1200 and a half page about 40% to 45% less. The cost should be evaluated based upon the total circulation as well as the regional distribution as it relates to the game location.

One way to test the effectiveness of this type ad would be to run one ad including a coupon for free games. Keep records on the number of coupons that are redeemed and note traffic differences at the location. In addition, changes in overall collections for approximately 4 to 6 weeks before and after the ad appears can be evaluated to determine if the ad generated additional revenues over time.

Possibly 3 to 6 ads should be planned over time to maximize the potential reach. As people see an ad over and over again, the message is remembered more clearly. It may take several suggestions to convince a potential player that your location is a good place to go for fun and recreation.

Contact local and regional magazines in your area to assess them for a possible advertising program.

Contest (Continued from Page 2) in the Coin Connection or be submitted by Atari for publication in other media. The photographers will be recognized if their photos are printed.

Mail photos to be entered to: Atari Coin Connection 1265 Borregas Avenue P.O. Box 9027 Sunnyvale, CA 94086

Promotions (Continued from Page 3)

### WATCH FOR BONUS TOKENS

Green: Win 1 free token  
Blue: Win 4 free tokens  
Orange: Win a T-shirt  
Take colored tokens to desk to collect prize.

## STAFF

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Editor-Carol Kantor  
Art Director-Evelyn Lim

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