

The Atari Sales Team



The second half of '79 looks extremely bright for Atari. The new line-up of games planned for Fall season and trade show introductions looks excellent. And the Atari sales team has been reorganized to increase the efficiency and effectiveness of their efforts.

Gene Lipkin, President of the Coin-Operated Games Division, announced a reorganization of Atari's sales staff. Frank Ballouz was promoted to Director of Marketing, expanding his function to include International Sales and all of Marketing. The National Sales Manager position is now filled by Don Osborne, formerly in charge of the Western Region. Howie Rubin heads the East Coast office and will also be working on development of new special markets for Atari products. Sue Elliott expands her responsibilities in the new position of International Sales Manager. With this reorganization, Tom Petit, Sales Representative, will also be increasing his sales responsibilities to include distributor accounts throughout the United States.

"I am very proud of these individuals; they have all performed successfully in the past. Atari's marketing group is considered the strongest in the industry and these changes will only make it stronger," noted Mr. Lipkin.

The Atari sales team will be busy with the new products to be introduced over the next few months. The new organization is certain to enhance the overall effectiveness of this dynamic group.

A Distributor Speaks Out

In a letter to his customers, Ray Galante of Music Vend proclaims ATARI BASKETBALL™ as a perfect game for all basketball enthusiasts.

"All of us in the North Pacific area have witnessed the great jubilation in having the Seattle SuperSonics proclaimed the World Champions of the National Basketball Association. The new ATARI BASKETBALL game . . . is just the game in this great basketball area for your top locations. The game is challenging, quick, demanding fast reflexes with great sound effects. With basketball as dominant as it is in our area, the ATARI BASKETBALL would be perfect for your locations to earn maximum play appeal."

Sold Out

The SUPERMAN* patches were a hit. These patches have been completely sold out.

Because of the popularity of this item, Atari is planning to make other similar items available for future games.

*SUPERMAN is a trademark and © of DC Comics Inc.

Publicity Updates

Atari's Positive Publicity Package has now been updated. Fourteen new articles have been added to the package of industry news articles Atari has available for their customers.



British Radio

Video amusement games will be the topic of a radio talk show in Great Britain. Capital Radio 194, the largest commercial station in London, will tell over one million listeners about the video game phenomenon. The story reported by Tim Lott, on his recent U.S. trip, will be the highlight of a popular youth radio program, the Nicky Horn Show. This show will feature the latest innovations from Atari. An interview with Sue Elliott, International Sales Manager, will be included together with player comments on the games. It will be broadcast in late August or September.

Hercules™

The sky rumbles and roars
As the mighty HERCULES scores,
And the earth rattles and shakes
With each point he makes.

He is strongest, and not one to
tame.

He is the WORLD'S LARGEST
PINBALL GAME!

by Lyn Adair
Atari, Inc.

**WE
TAKE
FUN
SERIOUSLY.**



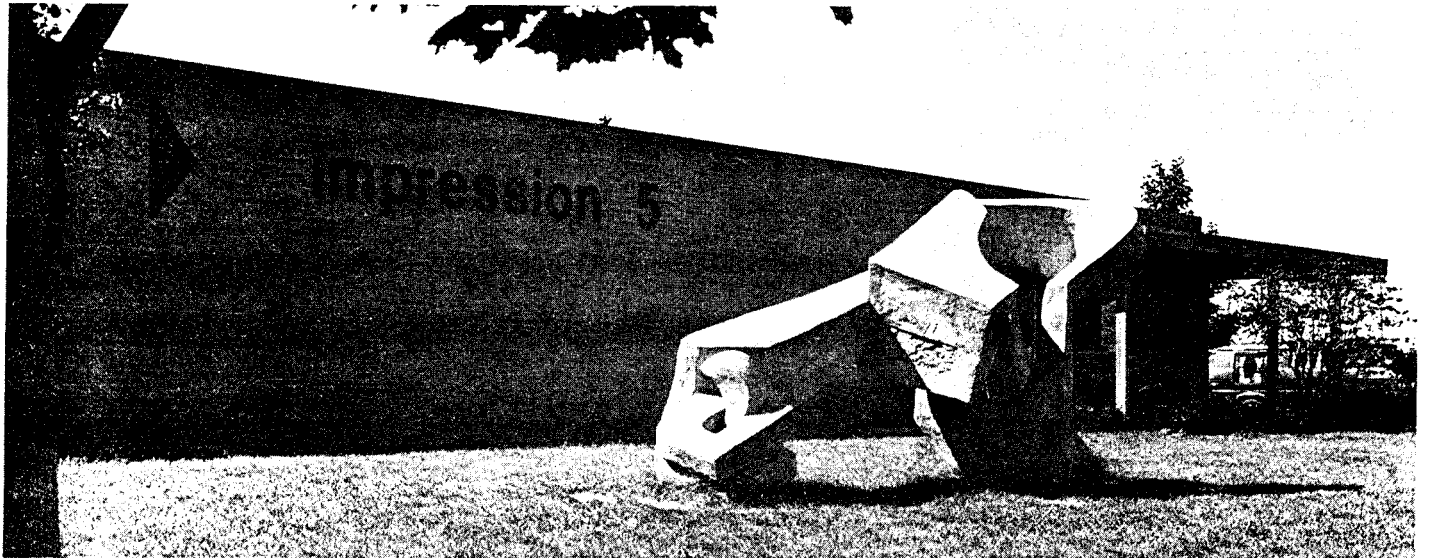
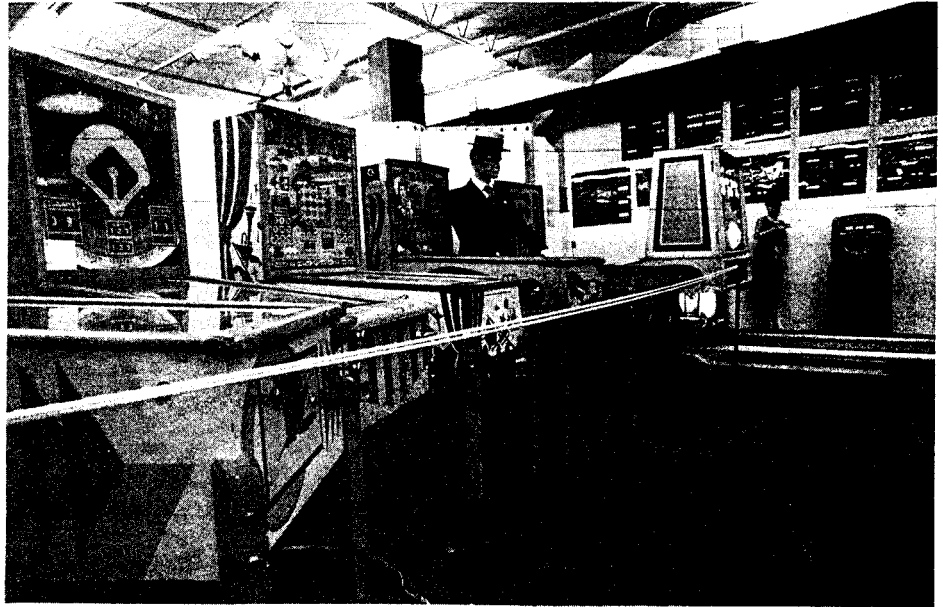
Since this service was first announced in April of 1978, hundreds of people have received the pack of articles in a "We Take Fun Seriously" Atari folder. It contains copies of recent media coverage in national, regional and local publications reaching 100 major US market areas. Articles from various location trade magazines relating to coin-op games are also included. The majority of the articles relate the growing popularity of games and their positive impact in the market. These are used for reference in location inquiries, community ordinance reviews, publicity referral and more.

If you would like to receive the Positive Publicity Package, or just the 14 update articles, write to Carol Kantor, **Coin Connection**, P.O. Box 9027, Sunnyvale, CA 94086. Please indicate if you need the entire package or just the update. Atari provides this service for our customers to strengthen our leadership in the industry.

Games Exhibited

The Impression 5 museum in Lansing, Michigan is presenting a special exhibit on the history of amusement games. Specializing in Science, Art & Technology, the museum's "Games of Amusement" exhibit, is attracting many visitors to see the technological evolution of our industry. This show will continue through September 30th.

Two promotion benefit events will be held in conjunction with this exhibit. Pinball Pete's arcade in East Lansing will sponsor the Pinball Olympics on August 12-22. Also on September 23rd a second benefit games tournament will be held at Lizard's, a local bar and restaurant. The "Games of Amusement" exhibit and the special promotions are excellent PR for the industry.



Atari Service Schools

Atari's Field Service has scheduled the following service schools. These will cover both video and pinball games. Please call the distributor hosting a school near you for information and/or reservations. Classes will be limited in size, so get your reservations in!

August 1979 City

23-24 Baltimore, MD
 27-28 Louisville, KY
 29-30 Pittsburgh, PA

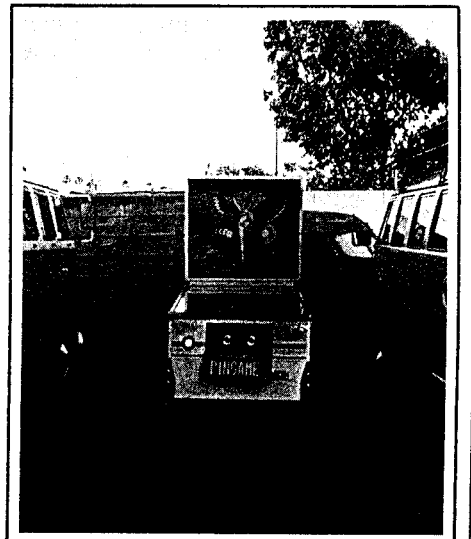
September 1979

4-5 Cleveland, OH
 6-7 Winnipeg, Canada
 10-11 Dedham, MA
 13-14 Syracuse, NY
 17-18 Kansas City, MO
 20-21 St. Louis, MO
 24-25 Memphis, TN
 27-28 Nashville, TN
 28 Seattle, WA

Distributor

Banner Specialty
 Kentucky Coin
 Banner Specialty

 Monroe
 I.E. Weatherhead
 Rowe & Bally (co-hosted)
 Rowe & Bally (co-hosted)
 Rowe International
 Rowe International
 Rowe International
 Music Vend Dist.



This "parked pingame" is courtesy of Randy Fromm of San Diego Arcade Service. Ann Dawkins was the photographer.

TECHNICAL TIPS

Basketball™

SYMPTOM:

Two vertical black lines on the basketball court.

SOLUTION:

Put a 330 pico farad capacitor from chip P5 to Pin 6 (H blanking) to ground.

Superman*

SYMPTOM:

Bookkeeping functions are lost overnight with the power off.

SOLUTION:

1) Bad Batteries: To test the batteries, first unplug the game and let it set for about 10 minutes. This insures that capacitors in the battery backup circuit are fully discharged. Measure the voltage between H6 Pin 22, the 4.5V supply for the battery-backed RAM, and ground. If this voltage is below 4.5V, replace the batteries.

2) Bad Battery Holder: The solder lugs going into the PCB on the battery holder have been breaking when the spring bracket on the battery holder is improperly tightened. This can result in an intermittent 4.5V supply when the power is off.

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News Flash!

Doonesbury's Duke has a pinball machine in his rec room. This was reported in a recent Sunday edition of the popular classic cartoon by Gary Trudeau. This may indicate the start of a new trend for Doonesbury aficionados.

Tourney Time

With the football season almost upon us, it is now time to renew player enthusiasm in an official ATARI FOOTBALL™ Tournament. This is a copy of a flyer from a successful competition held last spring. A repeat event to start with the pro season would certainly draw a lot of attention.



ANNOUNCES

ATARI FOOTBALL™ TOURNAMENT

FIRST LEVEL PLAY STARTS AT FUNTOWN ARCADE **APRIL 19, 1979**

You must be registered to play!
Register Now - Fee \$3.00

Trophies and Prizes will be awarded

All entrants will receive a Trophy



GAME RULES AND INSTRUCTIONS

1. There will be two sections of the Tournament called the First Level and the Playoffs. Each contestant will be assigned a nine (9) game schedule at the First Level. This schedule will be set up through a random drawing. Dates and times will be scheduled on a regular basis during the evening hours. No-shows will forfeit their game. The eight (8) contestants with the best averages will move on to the Playoffs. The Playoffs will be straight eliminations through to an "Atari Super Bow!"
2. First Level games will be nine (9) minutes long, to be timed equally by both contestants. Playoff games will be twelve (12) minutes long, and will be timed by Funtown Arcade.
3. There will be referees to enforce posted game rules.

The World Series

Baseball fever is upon us as the grand professional competition gets closer. It would be timely to start a playoff now on ATARI BASEBALL™. (See the June/July issue of CC for specific tournament idea on this game.)

PROMOTION IDEA

Money Dig

A fun, attention-grabbing promotion for arcades is to sponsor a MONEY DIG.

Set up a giant sandbox in the parking lot near the location. Hundreds of tokens or wooden nickels can be mixed in with the sand. The sandbox should be roped off so people have to go in from only one entrance. Announce the event well in advance and contact the local media for coverage. At a specific set time, the first 50-100 people can be allowed into the "money-laden sand pile" to dig up all the coins.

To expand on this idea, suggest that other stores in the area join in. They can have "wooden nickels" or some other token type item made to be redeemable for merchandise or discounts. The mixture of different "money" items in the sandbox may increase the response. It also provides more capability for advertising the event.

Quiz Answers

Answers to June/July TECH QUIZ by Fred McCord.

- | | |
|-------------------|----------------|
| 1. Edge connector | 6. Electronics |
| 2. Nanosecond | 7. E |
| 3. NMI | 8. Algebra |
| 4. J-K | 9. Kilo |
| 5. Oscillator | JOE KEENAN |

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