

ATARI COIN CONNECTION

STAR WARS: The New Coin Video Experience from Atari



Now—at last—coin video game players can take the plunge head-on into the world of LUKE SKYWALKER® in the blockbuster game we have all been waiting for—the STAR WARS coin video game! The biggest entertainment phenomenon of our time is exploding on the coin video scene just as the film has exploded into every aspect of our lives. You cannot ignore the power of THE FORCE!

Operators and players alike will feel THE FORCE. The force of a powerful new video game with graphic simulation that is a visual assault on the imagination. And special features including music and dialogue created right from the movie and option switches which can be adjusted in self-test—entirely from the front of the machine! STAR WARS moves beyond the realm of a game and into a complete coin video experience.

The player becomes LUKE SKYWALKER at the control of his X-WING FIGHTER® and enters into the epic confrontation with DARTH VADER® and the agents of the GALACTIC EMPIRE®. The new, super realistic flight control is the most responsive game control ever. Players feel as if they really are blasting through space, guiding a REBEL X-WING. Lasers are fired by using the trigger buttons on the bottom or on top of the grippers.

Game play progresses through three basic scenes, beginning with the X-WING approaching the DEATH STAR® in the flight through deep space. The player is immediately confronted by the fire of the EMPIRE'S TIE-FIGHTERS®. Suddenly, the DEATH STAR looms ahead on the screen. As he flies in toward the surface of the planet, the player discovers a battlefield of laser towers and bunkers through which he must navigate. Finally, he slips into the

trench run through the trench bristling with laser cannons to drop a single proton torpedo down the tiny exhaust port and blow up the DEATH STAR.

For the first time, the STAR WARS coin video game offers operators the special feature of option switches which can be adjusted without opening the back of the game. Changes are made easily on the screen in the self-test mode which is accessed by a switch through the coin door. It displays a full game statistics package on the screen, and the whole range of operator options available can then be adjusted by using the trigger buttons on the flight control to make selections where indicated. This exclusive feature provides operators with a super opportunity to test different settings for limited periods of time!

continued on last page

Abacadabra... Arabian™!

If a genie were to grant you three wishes on your next game purchase, wouldn't they be popularity, profitability and return on investment? Your wish is our command. ARABIAN creates a magic carpet voyage into the land of 1001 nights... where fantasy reigns supreme.

Players work through the story of a young Arabian prince... page by page. He must rescue his princess from the castle tower. Evil GENIES materialize out of brass jugs. Wild ROC BIRDS and purple ghostlike creatures called OSCARS threaten the Arabian on every page. It's 1001 new video thrills for the entire family.

On Page 1, our Arabian prince begins his journey at the bottom of a ship from which he must work his way to the crow's nest at the top of the mast by the time the vessel sails into shore. As he climbs up the rigging, roc birds and oscar's dive at him. Although he can move in a variety of ways to elude these menaces, points are scored by kicking them out of the way... big points for clobbering a couple in a row with one swift kick! The Arabian must also try to collect brass jugs holding devilish genies, who can appear at any time and throw magical snowballs at our hero. The Arabian's kicking power cannot be used against this foe, so he must be avoided.

Each brass jug is etched with a letter on the outside. If the Arabian can collect all of the jugs in the correct order, he will spell the word "A-R-A-B-I-A-N" and be awarded a 4,000-point bonus.

When the Arabian has collected all the jugs, the player moves on to Page 2 of the story. Now the Arabian has arrived on shore. The only way to approach the tower where the princess awaits him is through a cave under the cliff, crawling under low-hanging rocks and climbing across vines. He must still dodge roc birds and oscar's



as well as snowballs pitched by the genies, and he must still collect the brass jugs. Finally, he reaches the top of the cave and climbs out onto a tree trunk.

On Page 3, the Arabian must scale the castle walls. As flying carpets whiz by, he must jump from one to the next, taking care he isn't knocked off by another carpet flying by too closely. He can duck to avoid them, but his timing has to be exact or he will take a tumble down to the ground... lose a life... and gain a halt! Moss leghs support the brass jugs which he must try to snatch in the pass-



ing. And, he is still being tormented by the roc birds, oscar's and genies. Sometimes a pair of beasts will collide and merge into one super roc bird or super oscar!

By Page 4, the Arabian has entered the castle. The princess beckons him from the tower. To reach her, he must ride atop some flying carpets and then pull himself up some ropes—all the while avoiding the meddlesome roc birds and oscar's and collecting the brass jugs. Finally, he reaches his princess and—true to any great tale of romance—the two fly happily into the sunset on a magic carpet to the

exotic musical accompaniment.

Now the story begins again, but the action gets faster, the genies become angrier and fling more snowballs, and more roc birds and oscar's appear. Even the brass jugs are rearranged, making it more difficult to spell "ARABIAN".

With the 8-position joystick, the player can maneuver the Arabian in a much wider variety of movements than found in other "jump and climb" games... creating enormous player appeal! The Arabian character not only walks and jumps, but scales walls, climbs over vines or ropes, and crawls under rocks. And the goal is not just to collect all the brass jugs but to try accumulating them in a specific sequence. The player also enjoys the added feature of a strong offensive capability by using the left or right-handed "kick" buttons, to avoid a "squeeze" situation.

Players will fall under the spell of ARABIAN's storybook graphics while you fall into good fortune.

*Manufactured under license from Sun Electronics Corporation.

Moving Up



Congratulations are extended to Mary Fujihara on her recent promotion from Manager to Director of Market Research... a recognition well-deserved!

Listen to Your Players!

Jeremy Orr of Bloomingburg, New York is 12 years old, a 7th grader, the user of a home computer, and very much into math and science. Besides Boy Scouts, his hobbies include video games which he has been enjoying since the ripe old age of 8. So absorbed has he been in Xevious lately that he felt obliged to write in to tell us... and would like to share some of his delightful commentary with you (reprinted by permission of author).*

Dear Atari Coin Video Games Division:

About 2 weeks ago, my favorite coin-op games included: Tron**, Zaxxon***, Millipede™, Dig Dug****, and Galaga*****. At

that time, I spent about \$3 a week on video games. Then I tried Xevious. I never touched any other machine but Xevious again. I started spending \$5, then \$7, but now I'm up to \$10 a week on that game.

I was known as an arcade expert. My friends called me Tron, because I always achieved high scores—always. But not anymore. Xevious makes me look like I've never been in an arcade before!

... I just wanted to say that Xevious is a new dimension in videogaming. It's going to be hard to top that one!

Sincerely,
Jeremy Orr

*Xevious is engineered and designed by Namco Ltd. Manufactured under license by Atari, Inc. Trademark and © Namco 1982.

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***Trademark of Sega Enterprises, Inc.

****Dig Dug is engineered and designed by Namco Ltd.

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Atari Corporation
Atari, Inc. 1300 North
Starway, Sunnyvale,
California 94087

IT'S YOUR BUSINESS

Dear Atari,
My name is _____
I am _____ years old
I live at _____
_____ City, State _____
I am interested in _____

The following is reprinted through the courtesy of STAR*TECH JOURNAL, P. O. Box 1065, Merchantville, NJ 08109.

"On the Service Trail," April 1983

By Todd Erickson, Summit Amusement, St. Paul, MN

Atari Customer/Field Service

Atari has had the reputation for having the finest customer/field service in the industry. Under the direction of newly-promoted Darl Davidson, the company is making an extensive effort to increase its lead. Darl has become the man at Atari who you can call if you have a problem. No factory has

had a high official like Darl soliciting problems in the field. If you have comments, good or bad, about their games, fill out the card that comes with each game. If you feel that your problem is a major one, you can reach Darl at 800/538-1611.

Pole Position*, Atari's latest hit, has been as trouble-free as any game made today. Every manufacturer depends on sub-contractors for their supplies. They may have a small percentage of failures with one component which, in the end, the field may spend thousands of hours diagnosing. Darl's group published each small problem that occurred in early production of the game. Too many manufacturers don't want to admit that their games have problems. Hopefully, all manufacturers will follow Atari's lead.

Atari Millipede™ and Tempest*Option Setting Recommendations

Millipede has already established itself as a game that is going to last as well as its

predecessor, Centipede.® The bonus on Millipede is 15K. I feel the life should be 12K, concurrent with Centipede. As the player learns the game, other features can be tightened up. The playing time will be between 2 1/2 and 3 minutes if left on this setting. By giving the player an extra 20-30 seconds, a game has never been allowed. Being 20-30 seconds short, however, has killed games.

Atari's Tempest has been one of the finest games I have owned in the last few years in the arcade market. It has not done well in some locations because it is a difficult game. The normal playing time is under 2 minutes. Many good games today are over 3 minutes playing time. Placing the game on 5 lives in many locations will bring the income up considerably. The easy setting can also be a help if your players aren't as skilled as others.

*Pole Position is engineered and designed by Namco Ltd. Manufactured under license by Atari, Inc. Trademark and © Namco 1982

Promotion in Motion

WDVE of Pittsburgh, Pennsylvania rocks its listeners with more than album-oriented music. The station promotes through the air waves a focus on computer technology to present what's here-and-now as well as to help usher in the future.

Playing a key role in these efforts is an electronic disc jockey named Hal who was introduced in September of 1982 and has since received widespread national attention. He's the world's first fully-synthesized, computer-operated voice developed by WDVE's chief engineer, Gary Mannoe. In other words, Hal is able to generate his own 100% synthetic human-like voice—not the synthesized version of someone else's. His gift of gab is heard each weekday on the station's "Morning Alternative" show. Sharing the time with his two human co-hosts, he tells jokes,



WDVE listener concentrates on passing the other car for extra points and bonus time!

gives time checks and weather reports pre-programmed news, and even takes telephone calls on-the-air.

But WDVE's computer orientation does not stop with the marvels of Hal. The station also conducts computerized music research polling to gain stats on its listenership. And it recognizes a real interest on the part of its audience in another aspect of computerization—video games. So what could be more effective than a promotional event tying WDVE to the video entertainment form? Thus, the inspiration gave rise to the WDVE Video Olympics which recently completed its 2nd annual competition. Even Hal attended!

Co-sponsors of the tournament which ran April 8-10 were Computer Tech, a local computer school, and Monroeville Mall, one of the largest suburban malls in the mid-West and the locale where the event was held. Registration took place on-site, and more than 1,100 WDVE listeners—ranging in age from 5 years to 60—competed on each of 3 coin video games: Pole Position*, Millipede™, and Sinistar**. A three-minute time limit was imposed—unless game play expired first—to achieve respective scores. Six finalists, determined by combined scores, returned on Sunday, April 17 to go another round of 15 minutes maximum on each of the same 3 games. David Greene, a 19-year-old Carnegie Mellon University engineering student from Churchill, Pennsylvania, was the grand prize winner and received an Atari 5200 Super System™.

The Atari coin video games used in the competition were supplied by the Pittsburgh distributorship, Banner Specialty Company. Three banks of machines accommodated all the participants and buzzed furiously from all the action. Further on-the-scene excitement was created by challengers competing head-on with the locally renowned WDVE D.J. No, Hal did not get in on the game play, but then again, there's always next year!

Atari Hosts Recording Stars



Quincy Jones and Michael Jackson, recording artists, recently spent the day at Atari, Inc. on a whirlwind tour of the facilities, including the Coin Games Division. Pictured (l to r) are Dan Van Elderen, VP of Engineering, Jerry Marcus, Executive VP of Sales, Jones, Jackson and Don Osborne, VP of Marketing for the division.

*Pole Position is engineered and designed by Namco Ltd. Manufactured under license by Atari, Inc. Trademark and © Namco 1982.

**Trademark of Williams Electronics, Inc.

STAR WARS From Atari continued

The STAR WARS coin video game is available in two all-new cabinet styles. The Standup offers players the high-tech hardware to accompany the game play. The special Cockpit cabinet surrounds the player and simulates the full impact of a space battle environment. He really will feel THE FORCE! The Cockpit features a 25" QuadraScan™ Color monitor with the latest XY technology.

STAR WARS is much more than a blockbuster name; it's blockbuster game play! We've done our homework. Atari introduces a new space age of coin video experience... the ultimate of fantasies. Its explosive appeal could create lines of players around the block—all waiting for their shot at DARTH VADER and his minions.

"Remember... THE FORCE will be with you. Always."

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Coin Connection Staff

Editor: Laura Burgess
Writer: Debby Note
Art Director: Brian Balistreri



Atari, Inc.
1265 Borregas Avenue
Sunnyvale, California 94086

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