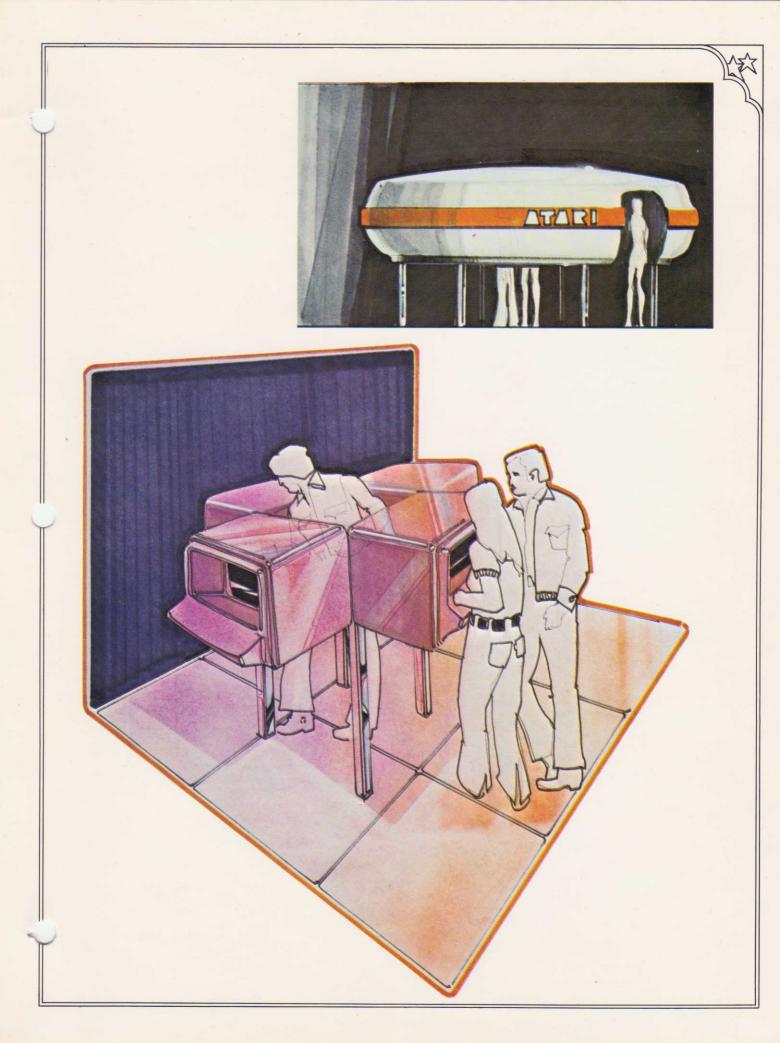
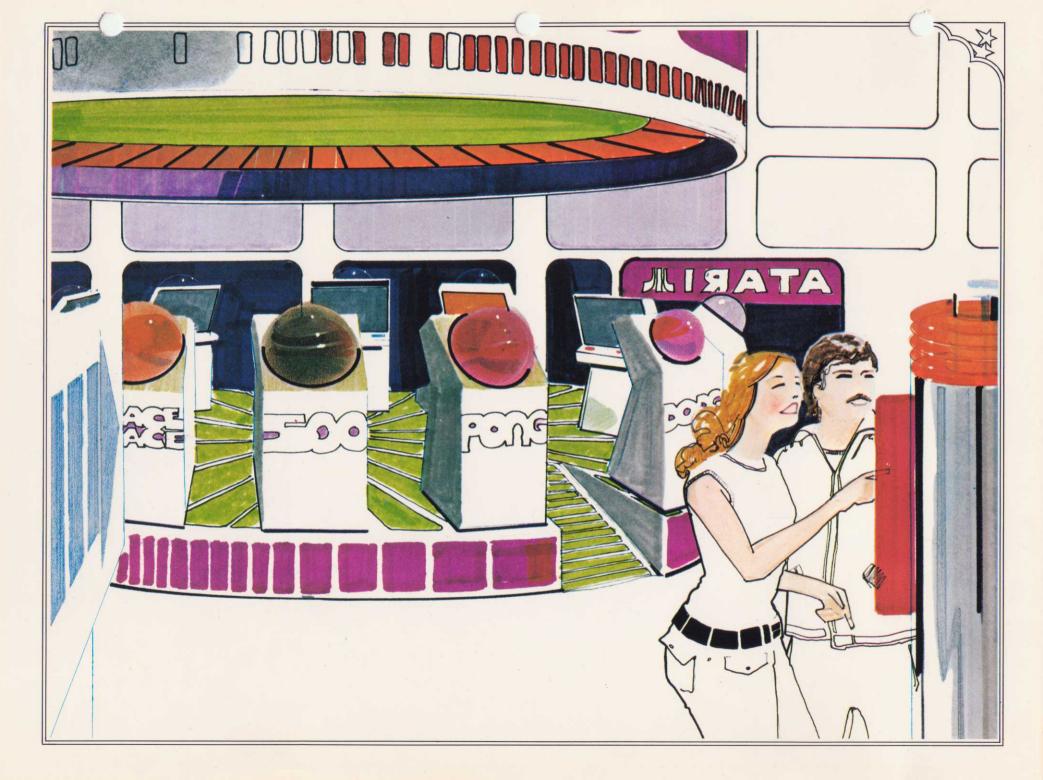
# The Atari Leisure Time Game Center...

a revolutionary new entertainment concept

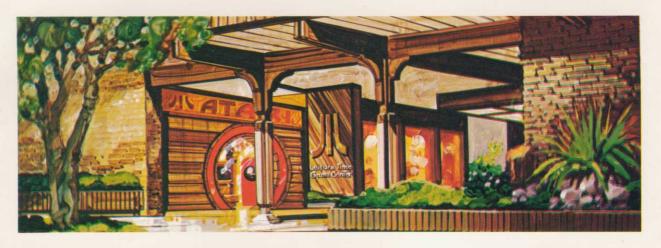












#### The Center

Americans today have more leisure time and money to spend than ever before. At the same time, the average American has also become more sophisticated and demanding when seeking new ways to spend spare time.

We've something truly exciting and unique to offer when it comes to fun. The Atari Leisure Time Game Center provides:

#### A Distinctive Environment.

Centers are offered in Gay Nineties, Old West, Contemporary Rustic or Space Age integrated design motifs. Or an Atari Center can be custom-designed to be compatible with a shopping center's decorative theme.

**Sophisticated games appeal to all ages.** Atari provides a wide variety of highly advanced, coin-operated video skill games

to challenge the competitive spirit in everyone.

A wholesome environment to leave dad and the kids in while shopping.

Atari Centers are supervised and attended by a specially trained adult manager.

An excellent means of attracting entire families to return again and again.

The Center's "theme" environment and audio and visual stimulation serve as strong lures for repeat visits to your center.

A natural for promotional tie-ins with local merchants in your center.

Atari is eager to participate in all promotional events. Atari's complete promotional package provides for crowd-pleasing special events and contest tie-ins all year 'round.

### A totally different experience.

Here's why. An Atari Leisure Time Game Center is not a "penny arcade." Each Center provides a complete entertainment package. Video skill games are fully built-in and integrated into the playing environment—not rolled in and pushed against the wall like so many vending machines. There can be flexibly sized freestanding shapes for kiosk use or designs to fit a variety of storeroom dimensions.

The overall Center decor is designed and planned to provide a consistent visual theme (including uniformed supervisory attendants).

The Atari Center concept is not competitive with existing amusement areas. Atari's advanced video skill games and integrated environment give shoppers a radically different opportunity for adult leisure time amusement and excitement.

Atari manufactures, installs, manages and services its Centers, and Atari, Inc., the parent corporation, signs leases.

The high quality of the games and the Atari Center environment means sophisticated appeal to a high quality clientele.

An Atari Leisure Time Game Center represents a unique opportunity to increase mall gross without competing with other stores. An Atari installation generates top rents, and will be among the highest income per square foot producers in your shopping complex.

### The Games

In the very near future, all amusement will become electronic. Atari's games are the beginning of a new generation of unique and innovative video games, not available from anyone else, that even now are obsoleting other amusement games.

The Atari Center includes our full family of fascinating and challenging computer skill games (with numerous others in the developmental or prototype stage).

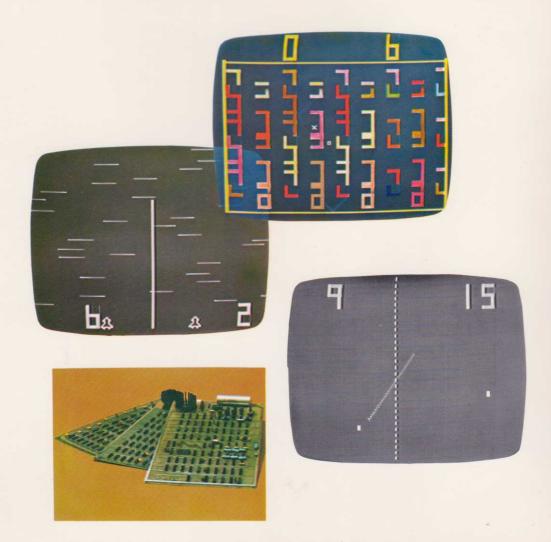
PONG and PONG DOUBLES are examples of our unique approach. They offer players a fast-and-furious video screen "ping-pong" duel.

SPACE RACE is a fabulous new video game inspired by the Space Age. It features spaceships attempting to cross a video galaxy without being "hit" by streams of meteors

and asteroids. BATTLE SPACE is a duel between spaceships and flying saucers. GOTCHA is a "cat-and-mouse" chase game with rapidly changing maze walls and twinsymbol pursuit challenges. Other sports analog games are coming which simulate actual competitive sports environments.

Each Atari game is highly reliable, featuring our all-solid-state "Dura-Stress" computer. In addition, Atari manages the game environment and always makes sure that all games are serviced and kept in factory-fresh working order.

Atari games are an asset to any surroundings. Our games are currently in operation in such prestige locations as Sears, Eastridge Regional Shopping Center, San Jose, California; Ramada Inns, San Jose Airport and other areas throughout the nation.





## Space Requirements, 600-3,000 sq. ft. Kiosk Locations

Atari's flexible skill game center installations may be installed in areas 600 to 3,000 square feet in size. They can be designed to fit into colorful kiosk locations situated in "high traffic" areas, or tailored to any space availabilities.

### **Leasing Information**

If you think you might be interested in putting a modern "Atari Leisure Time Game Center" in your shopping center or mall, please contact us now:

Call or write: Mr. Allen H. Perris, Real Estate Department, Atari, Inc., 14600 Winchester Blvd., Los Gatos, California 95030; Telephone: (408) 374-2440.



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