

McDONALD'S®

THE LORD OF THE RINGS™ JOURNEY TO RIVENDELL



From the home of the Golden Arches™ to your video screen comes two exciting video games! There's one especially designed for youngsters featuring those fun-loving McDonaldland® characters. And for kids of all ages—a fast-action game of skill, served up the McDonald's way!

COMING SOON

**Atari Video Computer System
Sears Video Arcade**

THE LORD OF THE RINGS, JOURNEY TO RIVENDELL is a new adventure game based on the fantasy novels by J.R.R. Tolkien. Relive the adventures of Frodo as he travels from his home in the Shire to Rivendell. You'll face constant choices as you journey through Middle Earth, trying to avoid the Black Riders. Use the unique map to pinpoint your location as you move through more than 2000 exciting screens. 1 player

**Atari Video Computer System
(graphics shown)
Sears Video Arcade
Atari Home Computers**



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DOUBLE CHARACTER INTERACTIVE GAMES

1. Smart * dumb guys - clutz and hero
2. Cops and robbers - smart detective and dumb patrolman/Laurel & Hardy
3. Animals - Mr. & Mrs. Lion (guardian, hunter) - ants: workers and soldiers - bees: queen, workers, drone
4. Elephant/Mouse - one scares the other
5. Movers - Elevator or escalator moves one worker automatically
 - a. 2 movers connected carrying one object, one steers movers are different sizes
 - b. Hoisting heavy object up or down stairs
6. Sorters on assembly line each one grabs different object, must use them cooperatively
7. Hermit crab - looks for different shells
8. Jugglers throwing things back and forth to one another or 1 button for each hand of juggler
9. Blind man and seeing eye dog
10. Construction workers - building a bridge
11. Hand car pump control - build up a rhythm
12. Gamblers - one spins or rolls dice so other can move
13. Locomotive - switchman and engineer - one clears path
14. Move one or the other OR set up a repetitive motion for one - put him on automatic till further notice
 - a. change one to a different track
 - b. bomber and fighter - one protects, one fights - AUTOPILOT - flight patterns
15. Gusrd and thief or 2 thieves
16. The Great Escape - one is decoy, distractions, other is escaping prisoner
17. Undercover agent - computer doesn't know which agent is yours
18. Car and driver - either one can go on automatic - performing task in car - cutting diamond - driver and skilled worker
19. Working against or with the weather
 - a. one controls weather other can do things under certain weather conditions
 - b. one is the weather
 - c. hang glider and wind - steer or control the wind
20. You are weather and enemy trying to shoot down a glider
21. You are plane and tank
22. Leaky ceiling - one catches raindrops or patches ceiling other paints floor can't step on wet paint and can't paint on puddles
 - a. puddle dry in real time
 - b. flypaper - one puts down flypaper to catch flies, other performs task - can't stop on flypaper
23. Dutch boys - patch down or warn town
 - a. one stops water other builds new wall - leaks pop up to knock down 2nd wall
 - b. beavers building a dam before previous one breaks
24. Extreme environments - gran canyon, moon
25. Pedestrian crossing - one controls or stops cars so other can get kids across - cars get impatient or kids crowd across

26. Miner - one digs, other transports stuff out of mine
 - a. gas leak - filling balloons with gas to get it out of mine
27. Maple syrup - get bucket before it overflows
28. Volcano - natives and cannibals - volcano is timer, you control lava and victim
 - a. you control pressure and cracks in volcano wall - avoid explosion
 - b. get lava to flow where you want to stop cannibals
29. Pipe organ - control note and volume
30. Scottish snake charmer - note and pressure on bag - weather or flies threatening you - goat eats your kilt
31. Restaurant - one cooks and the other serves - one cooks and the other eats - object is to consume the most - "Bust a Gut"
 - a. you want to get him out of restaurant while he can still fit through the door
 - b. fat cats - Garfield, Lasagna
 - c. Beach balls - one gets bigger, the other widens the exit
32. Islands coming out of sea before earthquake or tidal wave
33. Free flight - swirling meteors each character needs one kind of meteor and must avoid the other - both are needed to score
 - a. building an atom or molecule - neutrons protons electrons fit together in certain ways, explode in others
 - b. Magnets each character attracts some objects and repels others - poisons some objects and empowers others.

What we Done

Synectics meetings

PHC McDonalds^I - Fast Food Franchise Adventure, The Memory Maze

I Edme - Computer Colouring Book -

VCS The D - Fry Guy, Golden Arches, Juggling Game, (Cook & Serve)^{also}

Contributions to others concepts.

Nerfhat - Nerfwear presentation.

Scenario for Nerfhat's adventure at Mini Golf Course

Original Video - Black Hole

Relentless

Caveman

Crayola 1 - concept proposals

Lifetyles Report - migration of synectics meetings

Crayola 2 - report on Color Magic

used extensively
in preparation
of concept testing



Educational Software -

fun - results at a high proportion to effort - making Magic Paper, grade games - spelling, chess, recorg, math,

contraction
Can not can't get through the maze
but can't can

able to complete the education aspects no matter how fast you are - The story for the entertainment aspects can be removed by greater skill - you

want to keep playing to up your score on the entertainment aspect

Teaching Learning

V. games in general teach learning.

solve problem to get your paddle working.

Go to tutorial a door for skills

Crayola Kallidograph machine

Bill Bracy - from Parker
Dino Pristrup from LC

Robot video game -

arms with assorted capabilities (connect, fuel, operate) perform tasks.

McDonald's Travel

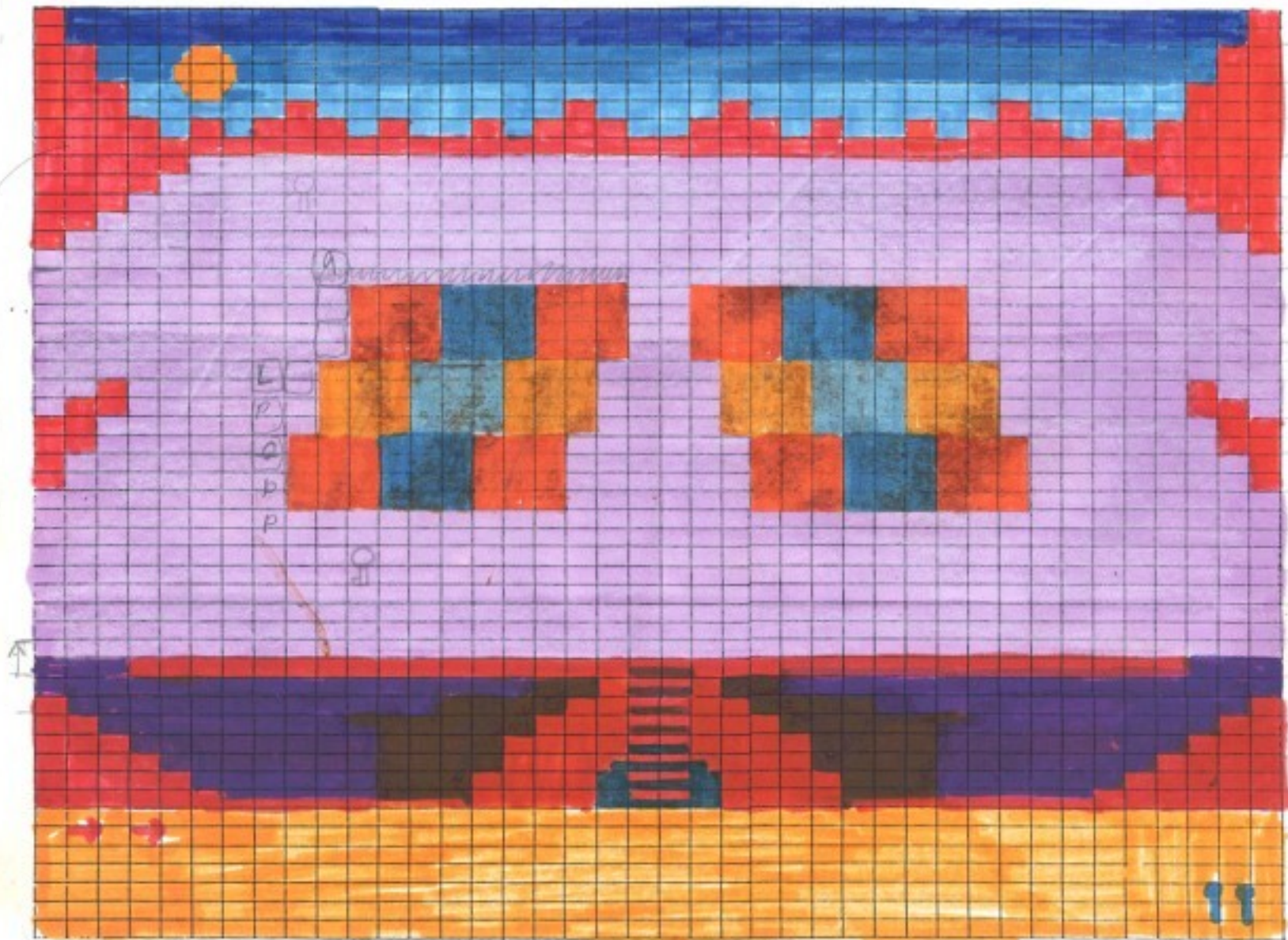
Games to play with LOGO
Check out LOGO

ability to play creatively with what you've learned. a fun incentive to getting better at it
MAGIC - surprise, high perceived value for you;

Red
Blue
Fluorescein
Yellow orange

not on
cool off

top row - extra row of 9s
line between top & next row - L
" " middle & bottom row - O
line below garden - j



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Insted. t GE PAGE .CAV

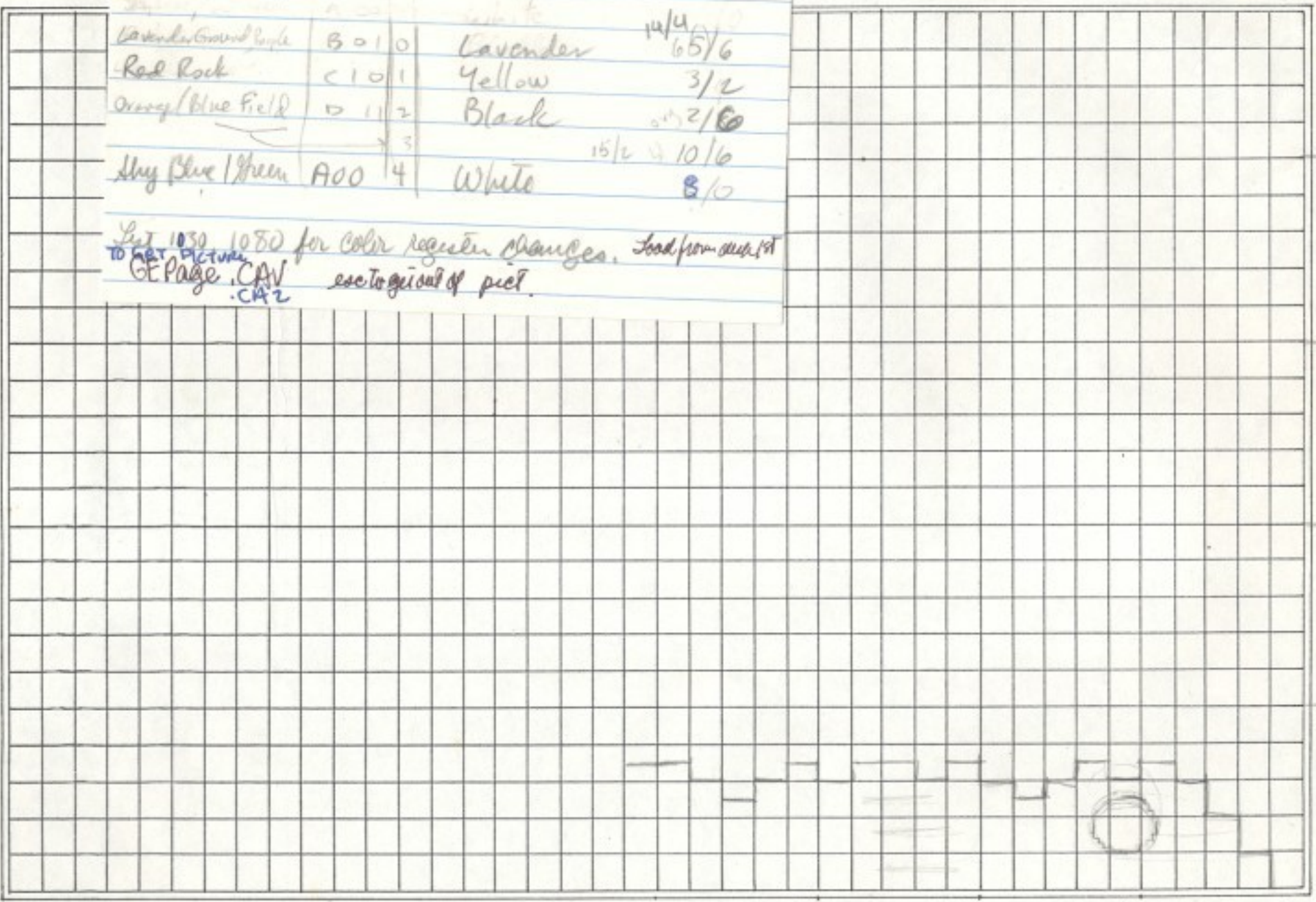
Date:

Subject:

Lavender/Ground Purple	B 01 0
Red Rock	C 10 1
Orange/Blue Field	D 11 2
	E 12 3
Any Blue/Green	A 00 4

Lavender	14/4
Yellow	65/6
Black	3/2
	15/2
White	10/6
	8/0

Get 1030 1080 for color register changes. Load from sheet
 TO GET PICTURE GE Page .CAV
 .CAZ see to get out of pict.



35 30 25 20 15 10 5 0

Andy Makin

VCS Screen size

Left-Right must be MIRROR or SAME.

if character appears from cage also should have limited # of appearances

—20—

MAX (192)

160

34 pixels high (can be 2 or 1)

160

MAX (192)

