

Atari Introduces Star Wars™ Game

When you take command of Atari's newest coin-operated video game, Star Wars, you become Luke Skywalker, the young Jedi warrior, at the controls of Red Five, the rebel hero's X-Wing fighter. As Luke, your mission is to blow up Darth Vader's Death Star before the awesome battle station uses its frightening power to eliminate the forces of the rebellion. To destroy the Death Star, you must torpedo its small exhaust port to cause a nuclear chain reaction.

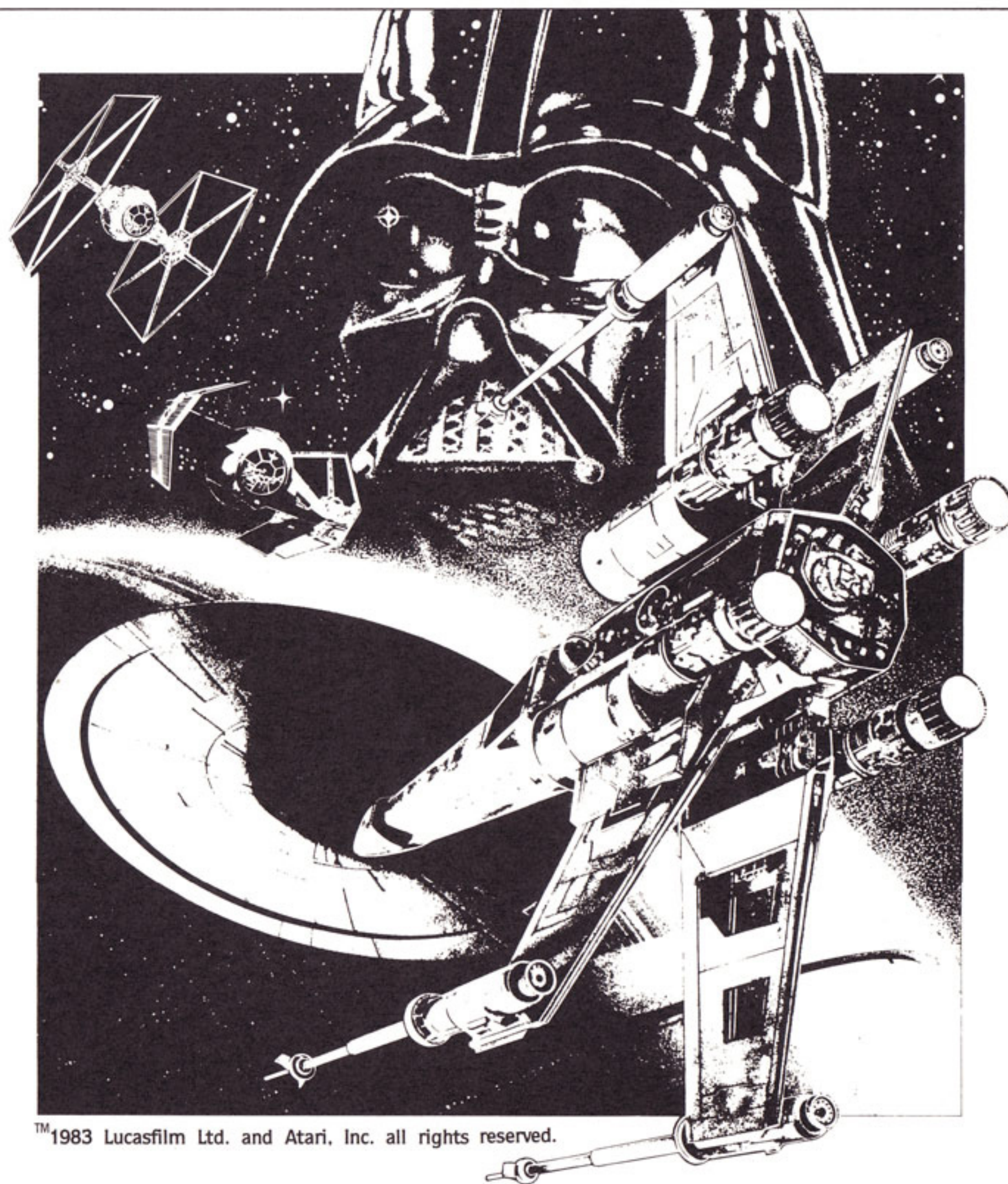
To sustain the fantasy that you are Luke Skywalker, the Star Wars game incorporates a number of technological innovations. The first dazzling innovation is a special all-in-one flight controller that both steers, controls the ship's altitude and contains the firing mechanism. The flight controller is a scaled-down and simplified version of the controller used in the models of Battlezone™ that Atari modified so the Army could train tank gunners. In test marketing, the Star Wars flight controller received the highest rating of any controller in Atari history. Explains project leader Mike Hally, "It's like driving a tricycle. You want to go right, you turn right. You want to go left, you

turn left. You know how to use it automatically. You don't have a panel full of buttons to figure out, plus the firing control is mounted directly on the steering mechanism."

The second illusion-enhancing feature is the game's audio. Senior programmer Earl Vickers took bits of dialogue from the movie's original voice track and put them on a custom sound chip. At certain points in the game, you will hear such phrases as: "Use the Force, Luke"; "Great shot, kid. That was one in a million"; and "Red Five, I'm going in." Comments senior programmer Greg Rivera, "The game's audio is so faithful to the movie that when we were testing the game in the field, people were trying to see if they could spot a hidden eight-track tape recorder."

Also on the custom sound chip are special audio effects, including a pass-by effect that is heard when the Empire's tie fighters whip by Luke's Red Five, and many musical themes from the movie, including the Star Wars Theme, Ben's Theme, the Cantina Band and the Rebel Ship's Theme.

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Phase III—the Adventure Continues

Phase I: July 1982. The 21st century arrives at Marriott's Great America in Santa Clara with the opening of the Atari Video Adventure game room. The arcade contains 88 Atari video games showcased in a space age arcade of lights, mirrors and high-tech architecture.

Phase II: November 1982. Atari Lifestyle, the retail store of the future, opens its doors next to the Video Adventure arcade. Designed with the technologically sophisticated consumer in mind, Atari Lifestyle features an electronic product showroom and self-service shopping area. It is here that ERIC, the electronic video disk salesman of the future, is first seen pitching ATARI Home Computers while giving customers hands-on experience with the ATARI Home Computer.

Phase III: July 1983. The third and



In the Sound and Color Room, visitors are silhouetted, in color and fluid motion, through computer imagery.

final chapter in the Atari Video Adventure at Great America has opened. Phase III is an ultra-modern showcase

of video effects and audio experiences designed to present the computer as a tool of the imagination. Though an

educational experience on one hand and sensory entertainment on the other, Phase III is not a museum nor a carnival "fun house." To Harry Jenkins, manager of Corporate Design Research, which designed and built all three phases of the Video Adventure, Phase III is a "soft presentation."

"It's a more subtle approach to what computers are and can do," Harry says. "Phase III does not try to present hard-core information; rather, it's an experience that allows people to form a mental impression about computers." At the same time, Phase III has been planned so that visitors cannot avoid becoming part of the creative process.

"We want to show that computer technology is just another type of environment that can be learned from," he adds. "Computers can stimulate

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Atari Introduces Star Wars™ Game

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Members of Coin-Op's Support/Research team who created Atari's Star Wars game: (from left to right) Norm Avellar, Mike Hally, Earl Vickers, Greg Rivera, Erik Durfey and Jed Margolin.

If the audio makes an unforgettable impression on your ear drums, wait till your eyeballs set their sights on the high resolution video. The game's vector generator circuitry, which produces the 3-D graphics, was designed by electrical engineer Jed Margolin, the mastermind who thought up the first-person perspective algorithm for Battlezone. Responsible for programming the software were senior programmers Greg Rivera and Norm Avellar. Greg states that Star Wars is an intricate game that derives its incredible detail from two special processors. He says, "The display generator is a processor that we are running twice as fast as it's ever been run before, and we have a math processor handling all the calculations responsible for creating the roll, pitch, yaw and first-person perspective visual effects. This math processor is four to eight times faster than any of its predecessors, and we have even faster ones on the drawing board."

With all this space age wizardry making the fictional events that occurred "a long time ago in a galaxy far, far away" an arcade reality, you must be dying to climb into the cockpit of Red Five. As play begins, Luke must battle the Imperial tie fighters while R2-D2 controls the movements of the rebel fighter. Once he has cleared the way to the Death Star, the second wave begins. R2-D2's work is done, and Luke must navigate through laser towers and bunkers on the face of the Death Star in search of the trench where the vulnerable exhaust port is located. On the surface, the towers fire lasers at Red Five, and Luke must return fire. Simultaneously, he must steer his way through the maze of towers and bunkers.

If Red Five is hit by the laser fireballs or if the ship glances the side of one of the towers, the player loses one of his eight protective shields. If Luke's clumsy handling of his ship costs him all his shields, then his mission comes to an end.

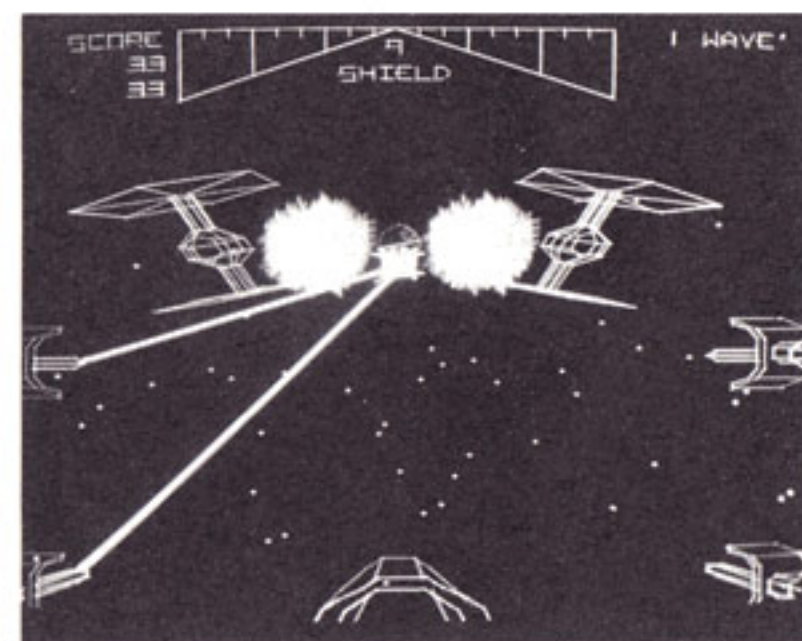
The third and final wave begins when Luke finds himself in the trench, surrounded by laser-blasting gun turrets. He must destroy them and block

the fireballs launched at him as he approaches the exhaust port. Suddenly, there it is—the Death Star's Achilles heel. Split seconds remain for Luke to score a direct hit with a proton torpedo and save the rebel planet.

If the Force is with Luke, he zooms away from the Death Star and witnesses a holocaust of color and sound as it explodes into a supernova. Norm Avellar, who programmed the pyrotechnic death throes of Darth Vader's spacecraft, says that it's so overpowering that people put their hands over their eyes to shield them from the brilliance of the explosion.

When the spectacular fireworks fade, then the next level of play begins, with a more formidable Death Star for Luke to vanquish. In all, there are ten levels of play to be completed. Points are scored by destroying tie fighters in the first wave, laser towers and bunkers in the second wave, gun turrets during the third wave and fireballs throughout the game. Bonus points are scored for destroying the Death Star and for the number of shields left when the Death Star bites the radiant dust.

High scorers become members of Princess Leia's Rebel Force and can enter their scores alongside the entries of Obi, Wan and Han, which are already on the high scorers' chart. "To get really high points," Greg Rivera hints cryptically, "the player should see 'Return of the Jedi' and not give in to the dark side of the Force." All you sharpshooting and sure-steering Jedi masters will be pleased to know that there are two more Star Wars games presently in the works.



Star Wars game screen.



NEWS

Franklin Mint

The Arab Republic of Egypt will issue an historic gold coin later this year—the largest denomination in Egypt's history—and has appointed the Franklin Mint to strike it. The coin is the first Egyptian coin to be minted in the United States.

The coin will portray the head of Queen Nefertiti, who reigned during the 14th Century B.C. and whose beauty made her a legend in Egyptian history. The sculptured portrait was created specially for the coin and is based upon a relic discovered during archaeological excavations of Egyptian tombs. The coin's reverse side will feature the denomination of the coin, year of issue and official designation of the Arab Republic of Egypt.

Eastern Mountain Sports

Eastern Mountain Sports has opened a climbing school in Denver. Known as EMS Climbing School West, the operation complements the long-established EMS Climbing School East in North

Conway, New Hampshire. Ed Webster, a seasoned professional who has climbed and taught climbing extensively throughout North America and Europe, has been named manager of the new school. Like Ed, all EMS instructors are not only experienced climbers but also skilled teachers.

Warner Amex Cable

Cable service theft, a mounting industry problem that costs cable operators millions of dollars, has resulted in the recent conviction of two persons at Warner Amex facilities in Pittsburgh and Cincinnati. The \$600 fine imposed on a Pittsburgh resident for using an illegal signal converter was termed a precedent which will reduce future incidents. In Cincinnati, a man was given a 6-month jail term, the stiffest penalty yet, for illegal installation of cable equipment owned by Warner Amex. The company is vigorously investigating cable service theft in all its systems to reduce the magnitude of this problem.

Company Car Sale

Atari is offering for sale to company employees one of its used unassigned vehicles.

The car to be sold is a 1981 Buick Riviera (diesel), 30,874 miles, price \$9,550.

It will be on display at the 603 Baltic parking lot on July 13 and 14, between 8 a.m. and 4 p.m. The car will be sold "as is" at the stated price. (Applicable taxes, transfer and license fees are not included in the sale price.) Sale is final.

The employee with the earliest date of hire will be given the first option to buy the vehicle. Dates of hire will be verified, and the employee with the

earliest date of hire who exercises his or her option to buy the car must be the employee to whom the vehicle is titled and registered.

Appointments to test drive the vehicle can be arranged.

Complete details on how to submit a request to purchase the car will be provided on flyers available in the 603 Baltic lobby on July 13 and 14. You can also obtain a flyer by calling Teresa Nevez, 727-5785. The deadline to submit a request is July 18 at 5 p.m. Send it to Corporate Fleet Administration, 3900 Freedom Circle.

Remember, this sale is open to permanent, full-time employees only.



Kirk West, California Secretary of Business, Transportation and Housing (second from left) examines circuit designs for Atari custom "chips" with Carl Nielsen, Atari Semiconductor Group director. West recently toured Atari's operations and visited with Atari CEO Ray Kassar.

ACTIVITIES & RECREATION

Calendar of Events

July 9 Independence Day Family Fun Run
 July 16 American River Whitewater Rafting Trip
 July 19-21 Blood Drive
 July 23-24 Family Fun Days at Great America
 Payment due for Russian River Canoe Trip
 July 30 First Fashion Express
 August 4 Atari Night at Malibu Grand Prix
 August 13 Russian River Canoe Trip

Weekly Events

M/T/W Karate— 5:30-6:30— Sunnyvale High School
 M/W Jazzercise— 5:30-6:30— Sunnyvale High School
 T/Th Energetics— 5:30-6:15— 2820 Orchard Parkway

Atari Blood Drive

American Red Cross



We'll Help. Will You?

According to the Red Cross, all healthy individuals between the ages of 17 and 65 are eligible to donate blood.

However, only 5-6 percent of the eligible population actually does so. Unfortunately, the blood needs of hospitals have risen dramatically while the percentage of donors has remained constant. With only a few regular donors trying to provide for all surgical and emergency blood needs, it is becoming vital that more people pitch in to share this community responsibility. This means you!

In cooperation with the American Red Cross Blood Services, Atari will hold a blood drive July 19-21, from 9 a.m. to 2 p.m. The schedule is as follows: Tuesday, July 19— 1265 Borregas; Wednesday, July 20— 2820 Orchard Parkway; Thursday, July 21— 765 Sycamore. For more information, call Employee Activities, 988-0352.

Atari Night at Malibu Grand Prix



On Thursday evening, August 4, beginning at 7 p.m., Atari employees and their families can race to victory at Malibu Grand Prix at a special discounted price: regular price— \$1.75 per lap, Atari price— four laps for \$5 (a \$7 value). You must be a licensed driver to participate. If you already have a special MGP authorized racer's license, you will be able to race for free.

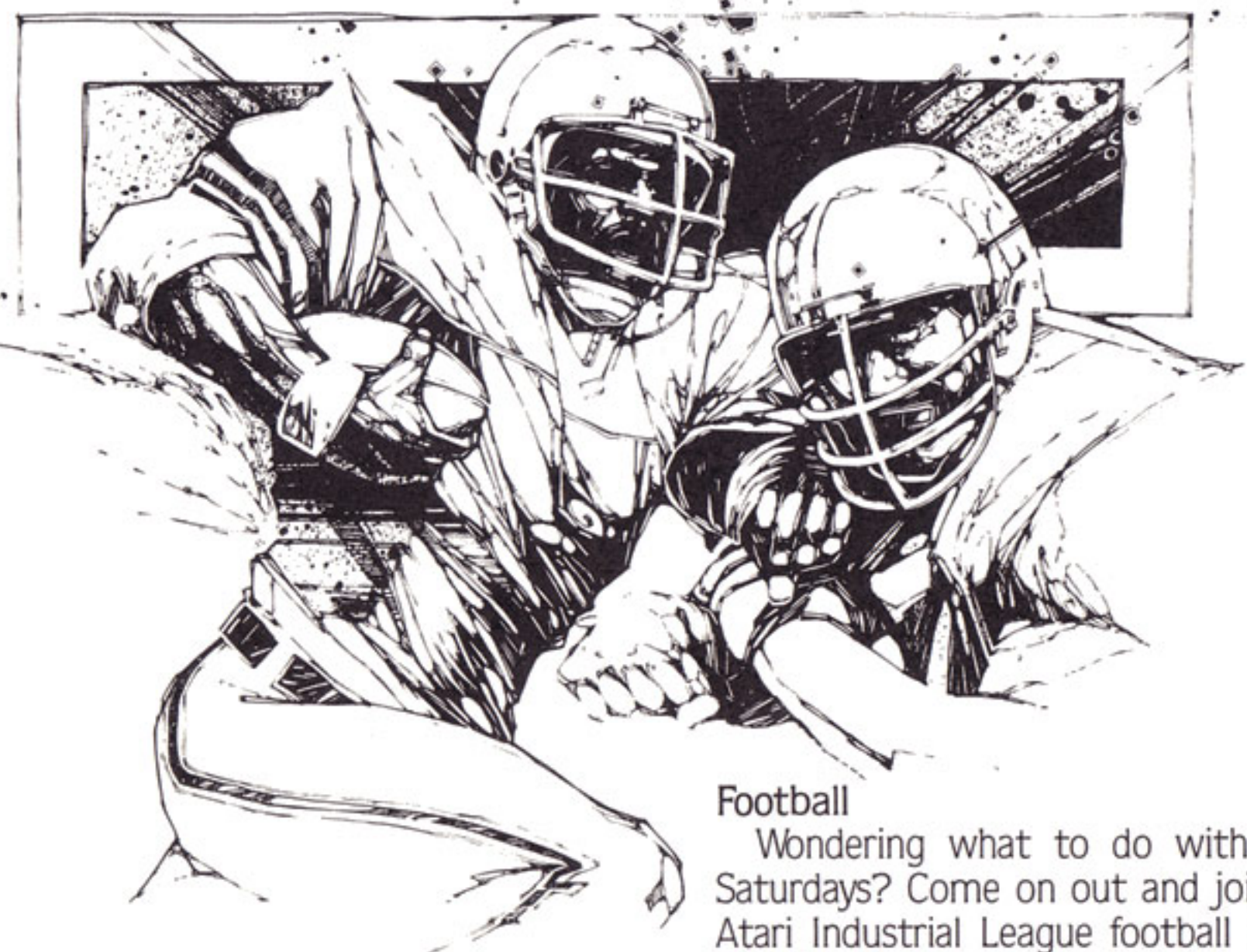
To receive your pass, fill out the form below and return it with a check (made out to Atari) for \$5 per person to Employee Activities, 3900 Freedom Circle. Children under age 18 are required to have a parent's signature. If we receive your check by Thursday, July 28, each person in your party will receive an extra lap free.

Malibu Grand Prix—August 4

Name _____ Building _____ Phone _____
 Number in your party at \$5 per person _____
 Total amount enclosed _____
 List of names of guests attending: _____ Age (if under 18) _____

Make checks payable to Atari, Inc. Additional laps available for \$1.25 the night of the event. Return this form to Employee Activities office, 3900 Freedom Circle.

Sports Update



Football

Wondering what to do with your Saturdays? Come on out and join the Atari Industrial League football team. Games will be played against other Silicon Valley teams. For more information, call Carlos Veliz, 942-6654.

Softball

The Atari Summer Co-ed Softball League is about to begin. Games will be held on Monday, Thursday and Friday evenings at Sunnyvale High School. If you are interested in having a lot of fun and meeting new people, why not join a team? Spouses are welcome. For more information, call Toni May, 988-0352.



Volleyball

The Industrial Volleyball summer league is well underway, and the two Atari co-ed teams are going strong. Both teams, "B" and "BB," have won the majority of their games. The games are played at Homestead High School on Monday and Thursday nights at 7 p.m.

Golf Club

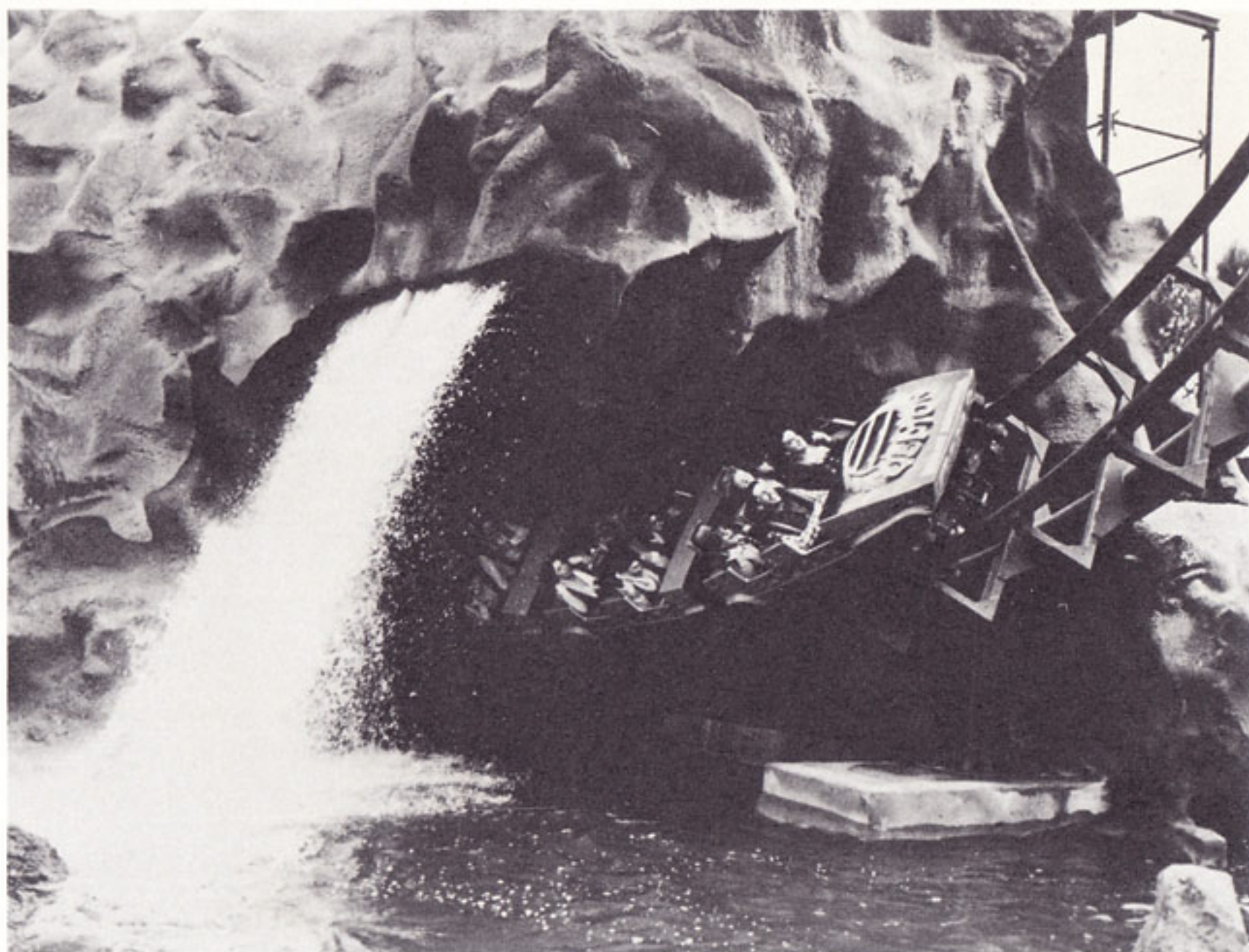
The Atari golfers enjoyed a gorgeous day on the green at the Half Moon Bay Golf Tournament last month. Congratulations are in order for the following winners:

Low Net— Tim McCraw
 Low Gross— Rich Dewall
 Closest to the Pin— Ron Hill
 Longest Drive— Rich Dewall

The next golf tournament will be held at Santa Teresa Golf Course on July 24. To register, call Bob Spelman, 945-7349. Remember, all participants are welcome to bring a guest.



Activity Reminders



On Great America's thriller roller coaster, The Demon, riders shoot through twin loops, enter ominous passageways, plunge under a crimson waterfall and negotiate a double corkscrew.

Great America

Saturday and Sunday, July 23 and 24, are Atari Family Fun Days at Marriott's Great America. This season, the park has a whole new variety of shows and attractions for the whole family.

The Atari Family Fun Day package includes admission to the park, unlimited rides and shows, free parking and coupons good for free beverages and popcorn—for only \$6.95 per ticket per day (that's \$5 discount off the regular admission price!). Purchase your tickets at the Company Store.

First Fashion Express

There still may be some seats left on the First Fashion Express bus headed to San Francisco clothing outlets on Saturday, July 30. If you are interested in climbing aboard, call Toni May, 988-0352.

Canoe Trip

Journey down the relaxing Russian River on Saturday, August 13, with your friends and family on a fun-in-the-sun canoe trip. You will board a chartered bus at 1265 Borregas at 7 a.m. and head for the Geyser Peak Winery for a wine tasting tour (optional). You will then meet your group leader and get ready to launch your canoe at Asti Beach. The 11-mile trip lasts about five hours and concludes at the Valley Campground Bridge, where you will be greeted with a barbeque dinner. Price for the trip is \$27 for adults and \$20 for children ages 6-14 (children under six are not allowed). Payment is due on July 29. To make your reservations, call Toni May, 988-0352.

Atari Physical Fitness Program



Are you fat, unfit and tired of being numbered among the millions of Americans who've let themselves go downhill? Well, the journey on the road to physical fitness begins with a single step. However, that first step is often the most difficult one. But now there's hope and a helpful program to speed you on your way to health and a hardy physique. It is the Atari Physical Fitness Awards Program. According to Laurie Christensen, Employee Activities manager, this program is designed both to get you started on a regular exercise program and motivate you to stick to it.

The program was first introduced to

Atari employees last September. Since that time, the Human Resources department has presented seven physical fitness awards to Atari employees who have logged their exercise points on a special chart provided by Employee Activities. Points are earned for running, jogging, walking, cycling, swimming, stationary running, rope jumping, court sports and other activities.

Now that summer is here, the weather's perfect for you to begin your physical fitness program. If you would like to learn more about the awards program, call Toni May or Laurie Christensen, 988-0352.

CLASSIFIED ADS

For Sale: 1982 Datsun Maxima. Automatic, cruise control, AM/FM cassette, electric sunroof, power windows and door locks. 16K miles. Excellent condition. \$10,000 or assume lease of \$258/month. Call 942-3726 or 447-3634.

Must Sell! Sears stereo console. AM/FM radio, turntable, 8-track player. Super bargain for someone wanting good sound and attractive furniture. \$85. Call 259-9688.

For Sale: Custom home. Four bedrooms, two baths, family room, kitchen, fireplace and indoor BBQ. Two-car garage—converted RV carport. Super location only 20 minutes from Atari. Owner financing. Call Ed, 248-4571 or Ada, 745-5508.

For Sale: Tame baby cockatiels. Hand fed. Greys, whites and peds. Call Jo-An, 745-2900 or (415) 656-7523.

For Rent: Garage space available in Cupertino to store car, furniture or miscellaneous items. Call 446-5300.

For Sale: 1973 Datsun 610. Four-speed. Runs well. Will sell cheap. Make offer. Call Wayne, 745-4991. After 6 p.m., call (415) 327-2016.

For Sale: Eight-foot camper shell. Cab high. Lockable. Good condition. \$125. Call Bill, 942-3240 or 377-1079.

For Sale: 1974 Volkswagen Bug. Original owner. \$2600 or best offer. Call Liz, 942-3896. After 6:30 p.m. or on weekends, call (415) 548-5022.

For Sale: Heathkit Console color 25-inch TV, model GR681. Dual speakers with cable remote. \$100. Call Sue after 6 p.m., (408) 258-5357.

For Sale: 16K RAM board for ATARI 400 (upgraded). \$25. Call Bill, 727-2083.

For Sale: 15-cubic-foot freezer. Perfect condition. Two years old. \$400 or best offer. Call Gertrude, 727-2831, ext. 51.

For Sale: Fully-certified gems with appraised value of \$3000. Will sell for \$1000. Call Alden, 448-4723.

For Sale: Litton microwave oven. Two years old. \$250. Hotpoint double oven and range. Six years old. \$250. Call 732-5607.

For Sale: 1979 Honda with air conditioning. 27K miles. \$3300. 1980 Fairmont. Excellent condition. 21K miles. \$3600. Call Rhoda, 743-4075. After 6 p.m., call 241-5790.

If you would like to place an ad in the Atari Life Classifieds, just jot down the information and send it through inter-office mail to:
Atari Life
3900 Freedom Circle

Dynamite Discounts

The following discounts have been arranged for Atari employees by the Employee Activities department. For more information on any of the discounts listed below, check the information kiosks in the Atari cafeterias. For a complete listing of discount cards available to you in the Company Store, call the Employee Activities office, 988-0352.

Denevi Camera and Video— Receive 20 percent off of all camera and video accessories. To receive your discount, pick up your discount card at the Company Store.

Bear's Entertainment Unlimited— Specializing in providing bands, entertainers and mobile D.J. sound systems for weddings and parties, Bear's is offering Atari employees a 10 percent discount

off of their services. Look for the discount coupons in the cafeteria kiosks.

Nautilus Tech Fitness Center— Choose from two different fitness programs and receive great savings. For more information, call Employee Activities.

Kelly-Moore— A discount of 25 percent on all paint products and 10 percent on wallpaper and paint sundries is offered to Atari employees. Pick up your discount card at the Company Store.

Michael's Mobile Master— These specialists in mobile auto tune-ups will dispatch a registered mechanic to your home and give you a first-class tune-up backed by a written guarantee. As an Atari employee, you can receive a 15 percent discount on tune-up services. For an appointment, call 723-8265.

HCD Publications and Packaging Wins Awards

HCD's Publications and Packaging Design group has a lot to brag about. Last month the team won six awards in the Third Annual Murphy Awards competition.

The Murphy Awards competition is a Bay Area design competition sponsored by the San Jose Advertising Club. Agencies and companies annually submit what they consider their best work and are honored for their outstanding achievements in promotional writing, promotional campaigns, and radio, TV, magazine and print advertising. Over 500 works were entered in the competition this year.

The Atari design group won Murphys for the following hardware and software product literature and packaging: "Mars Declares War!" article on back of Caverns of Mars™ box; CENTIPEDE™ Owner's Guide; ATARIWRITER™ Owner's Guide; Juggles' Rainbow Owner's Guide; Juggles' House Owner's Guide; and for the new ATARI XL computer package.

Atari Home Computer hardware and software package designs will also appear in "Print Casebook." This book presents examples of superior design solutions along with an in-depth case history.

In collaboration with the editor of "Print," John Haag, design manager, spent hours writing a report on how his team came up with the packaging designs. He wrote an analysis of how the box helps sell the product, why particular color schemes were chosen and how the writers and designers worked together on everything from

box flaps to the labels on diskettes. Two pieces of Atari literature, CENTIPEDE™ Owner's Guide and BOOKKEEPER Simplified Guide, will also appear in "Print's Regional Design Annual/1983." Nearly 15,000 works were submitted for publication in the annual, but according to Martin Fox, editor of the book, "We feel that the works we have selected for the annual are absolutely first-rate and that it represents the best design, illustration and photography being produced today in all parts of the country."

HCD design group—Seated (left to right): Mona Woo, Layna Berman, Alison Woods. Standing (left to right): John Haag (manager), Donna Haslam, Calvin Horn and Michael Lavrentano. Not pictured is Mark Wallin.



HCD writing staff—Kneeling (left to right): Jim Carr and Carlos Greth. Seated (left to right): Gary Fox, Liz Metzger, Markene Kruse-Smith. Standing (left to right): Jim Inscore (manager), Steve Young, Teddi Converse and Paula Polley. Not pictured is Patti Donovan.

The Producers



Please stand by...In the next half hour, you will learn what the benefits of generic drugs are, how to effectively communicate with your congressman and how to win a battle with paint as your only weapon of defense.

This summer, HCD computer operator Rick Falzone and some of his HCD co-workers are writing, producing and starring in a series for cable television entitled "Please Stand By..." The series, which will consist of six shows, will probe into a different topic in each episode.

One show, for example, will focus on a recent craze, the National Survival Game, a mock war game in which weekend warriors dressed in battle fatigues protect themselves from the enemy team with guns loaded with paint pellets.

In another show, Rick, host of the series, will zero in on politics. He will inform his audience how our local congressmen are voting and discuss their attendance records. Rick will also give

an editorial on the importance of voting in elections and what could happen if everyone voted.

"The series is designed to be a public service," says Rick. "We want to provide alternatives for people. We're trying to let people know what's out there for them to do and know."

Also on the production team are: material handler Mark Collins (associate producer and crew); data-entry clerk Steve Baumbach (crew); maintenance technician Chuck Burnham (sets and lighting); Terri Burnham (sets and lighting); and inventory analyst Gail Corrigan (crew). Material handler John Stanley and planner Ernie Bridges wrote the musical score for the theme. All members of the group are working on the productions strictly on a volunteer basis. The series will be aired on Channel 3 on United Cable. So, please, stand by, and tune in to "Please Stand By..."



Two members of the "Please Stand By..." production team: Rick Falzone and Gail Corrigan.

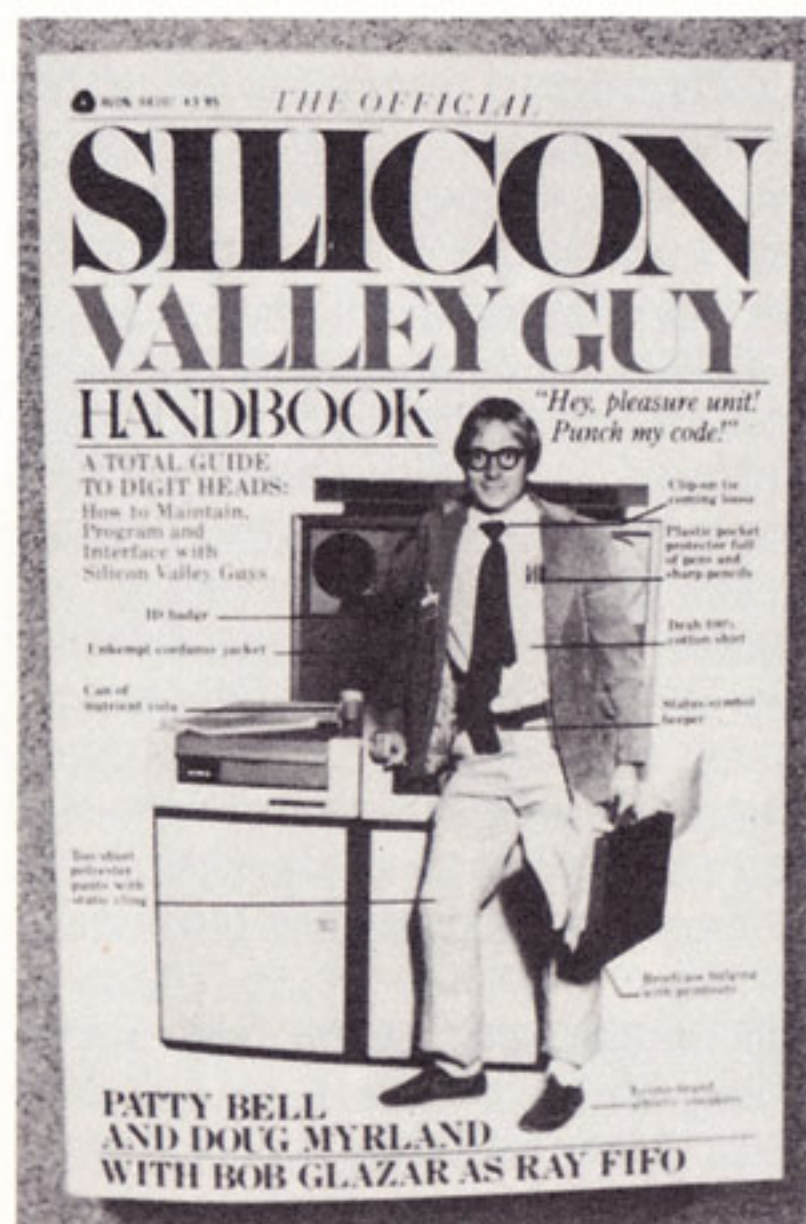
A Nerd by Any Other Name



Atari's own Silicon Valley Guy, Jim Gerard, a perfect data duplicate of SVG cover guy and supernerd, Ray FIFO below.

It was modern to the max....Jim Gerard, Atari senior components engineer, took third place in the recent Search for the Silicon Valley Guy (SVG) contest, held at Vallco Fashion Park. The event was sponsored by the authors of the book, "Silicon Valley Guy Handbook," a satirical look at the computer engineers and programmers in our fair valley. The book, and its main character, supernerd Ray FIFO, evolved from an earlier 45 rpm "sloppy" disk of the song "Silicon Valley Guy" by Don Data and the Rez-Tones, which in turn, borrowed its idea from the song "Valley Girl" by Frank Zappa's daughter, Moon Unit.

Jim, replete in SVG "software"—wrinkled corduroy jacket, clip-on tie, ATARI ID badge, white socks, cheap jogging shoes, calculator holster and plastic pocket protector full of pens and pencils—competed with seven other grown-up nerds from other SVG sanctuaries such as Am Dahl and Hewlett Packard before a crowd of 200 spectators. "I had a few phase jitters," Jim recalls, "but like, hey, I had the sub-routine down. I was on-line!"



At the US Festival with Rich Moran

Crowds of music-lovers flocked to hear David Bowie, Men At Work, Little Stephen and the Disciples of Soul, Missing Persons and Atari's Rich Moran at the US Festival over the Memorial Day weekend. Wait a minute, you ask, who is Rich Moran and what does he play?

Well, Rich's musical talents may not extend beyond being able to plunk out the bass part of a "Heart and Soul" duet on the piano, but as Corporate manager of Human Resources for Atari, he knows how to help people orchestrate their career decisions. It was this knowledge that caught the attention of US Festival organizers, and inspired them to invite Rich to speak at the rock event. In a tent not far from the main stage, Rich discussed career possibilities in the glamorous field of high tech with a group of US Festival attendees. His speech was entitled "Since We Have Your Attention: An Orientation to Careers in the High Technology Field."

According to Rich, the original idea behind the US Festival was to attract young people with popular musical groups, and then while they were at the event, to educate them on a number of important topics. In addition to Rich, other speakers included author Ray Bradbury, comedian and human rights activist Dick Gregory and Apple Computer founder and US Festival creator Steven Wozniak.



Rich Moran addresses his audience at the US Festival.

"If you don't know what career you want to pursue, you're normal," Rich told his audience. "But whether you like it or not, in between US Festivals, you're going to have to work. And, by assessing your values, interests and skills, you can decide what kind of work is best for you."

Rich went on to explain that people spend approximately 100,000 hours of their lives at work, so it is essential to choose an enjoyable career. By getting out and talking to others about what they do, young people can learn about careers and begin to make con-

tacts, thus maximizing their chances of obtaining a job. He also stressed the impact high technology would have on their futures and suggested that they take the initiative by taking computer and math courses in school and going to computer camps.

In retrospect, Rich admits that although not as many people listened to him talk as listened to David Bowie sing, the audience response was encouraging. "They asked a lot of good questions about how to break into the field of high technology and especially, how to get into Atari," he says.

Phase III—the Adventure Continues

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learning. They are as important to adults as toys are to children—and they should be as non-threatening."

Phase III is divided into five zones. Upon passing through the mirrored entrance hall, visitors enter a darkened room. Against the far wall, four video screens present the Video Adventure's theme through a mixture of music, voices and graphics.

In the corners of the room are two Video Kaleidoscopes, operated by ATARI computers. By turning control knobs, visitors can create a mesh of twisting, multi-colored shapes that are reflected around a mirrored room.

After the Video Kaleidoscope, visitors pass into the Computer Painting studio. This section contains three computer paint stations with "video canvasses" on which works of art can be created using joysticks for paintbrushes and a rainbow of ATARI computer colors as palettes.

From the visual, visitors next enter the realm of the aural senses: the Tone Tunnel. The Tone Tunnel enables visitors to walk through the sounds of the ATARI Home Computers. "Touch Tubes" line

the glowing walls of this long, narrow space. When a tube is touched, a computerized musical note is heard. Touch more and harmonies form. Entire electronic compositions can be orchestrated by a group of friends.

On to the Sound & Color Room. As they enter the room, visitors are photographed by a video camera which sends their video image through a special effects computer. The computer digitizes the images and turns them into color silhouettes which are then regenerated hundreds of times and projected on a huge screen which covers one wall of the room. The result is a wild pattern of human shapes and movements which "echo" across the screen like ripples across water. Different segments of computerized music accompany the sight show and have distinct effects on the patterns, so that as groups of people pass by the video camera, the screen becomes a visual ballet of their movements, scored to electronic music.

As visitors exit Phase III, they pass by The Host, an exploded-view ATARI XL computer. "Thank you for joining me today," it says in a computer accent. "I have enjoyed showing you some of my talents."

Practically everyone in the Design & Research department contributed to the production of Phase III, including Michael Barry, John Bell, Rich Caselli, Sherman

Kennedy, Joe McArtie, Dave McDonald, Michael McKay, Stan Osborne, Dave Willis and consultant Ed Tannenbaum.

The principal designers were Brad Nemeth and Randy Horton. "The main message that we are trying to convey in Phase III is that Atari is helping people experience the computer age in a friendly manner," says Brad. "We're saying that you don't need to be intimidated. Computers are approachable products with capabilities limited only by the human imagination."

ATARI LIFE

The ATARI LIFE is a bi-weekly publication of the Atari Employee Communications Department, 3900 Freedom Circle, Santa Clara, CA 95055.

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