

# COIN CONNECTION

## CONNECTION

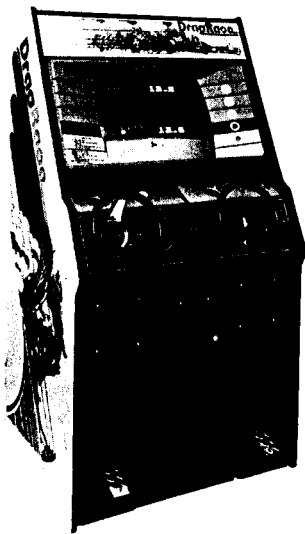
Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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Volume 1, Number 7

### DRAG RACE™ IS ALL NEW



Atari has designed a new type of car racing game in Drag Race™. Players compete against the clock and each other, speeding their dragsters toward the finish line on the horizontal drag strip. Realistic animation and action highlight the overall electric appeal of this one or two player game.

Yellow, Yellow, Green "Christmas tree" sequence start lights initiate the race. Players shift from first to second, third and fourth, taking care to watch the tachometer. Don't "redline" or the engine will "Blow." The dragsters' tires burn rubber and exhaust smokes from the rear on quick shifts. As they cross the finish line, parachutes eject to bring them to a safe stop. With 3, 4 or 5 heats per game, at operator option, players are sure to come back for more to better their time.

An optional bonus heat can be awarded for times of 4.9, 5.9 or 6.9 seconds, easily adjusted by the operator.

These features and many more add up to play appeal that assures high earnings. Drag Race was tested extensively on location. It was ranked as one of the two top games, surpassed only by Indy 800™. During the test period, collections for other driving games in the location increased in proportion to the increase in Drag Race collections. Drag Race is viewed as a game room, tavern, bowling alley, or arcade piece — a money earner in just about any location.

The built-in self-test system, trouble-free coin door, and durability tested controls assure easy servicing and maximum income potential. For further information, contact your Atari distributor.

### NEW GAME FOR POOL SHARKS — POOLSHARK™

Pool Shark™ is a high appeal, attractive skill game. The rules are easy. Players use a joystick to control the white cue ball to hit as many balls as possible into the pockets without "scratching." 30 seconds per rack, with 2, 3, 4, or 5 racks per game, according to the operator's selection, the players develop the skill to increase their score trying different strategies to master the game. There is also an optional bonus rack with 15 added seconds for players who successfully knock all the balls into the pockets on a single rack.

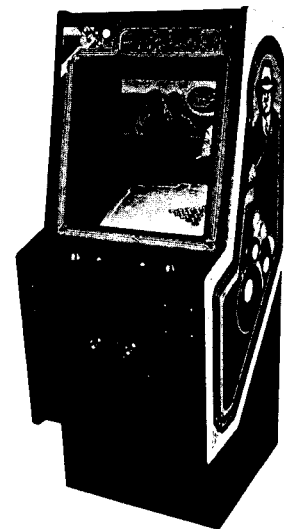
The popular pool theme and eye-catching poolroom graphics attract players to the game. Competitive play with one or two players against the clock together with the fast action of the game insure high replay levels.

Pool Shark is a versatile game which will appeal to players of all ages. It will show high earnings in street locations such as bars, taverns, food service locations, etc., as well as game rooms and arcades.

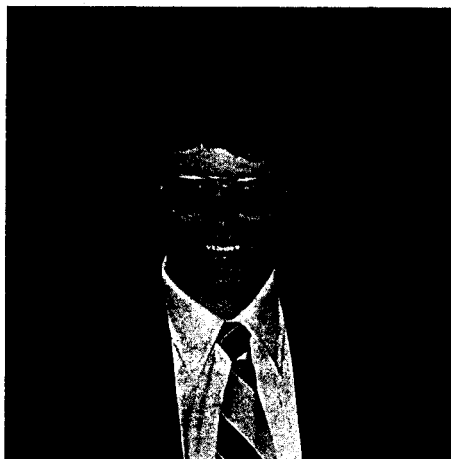
Atari's exclusive built-in self-test system and new trouble-free coin door minimize servicing time and maximize income potential. Additionally, a new durable joystick control is designed for easy adjustment to further simplify servicing on this game.

Fast action, competition, challenge, and skill make Pool Shark an exciting game for a broad range of players. Its versatility and play appeal assure high earning potential.

For further information, contact your Atari distributor.



## H. RUBIN TO MANAGE EASTERN OFFICE



Howard Rubin has been appointed Eastern Regional Sales Manager at Atari. In this position he will be responsible for managing a new East Coast sales and service office, to be opened in Springfield, New Jersey. The 9,000 square foot facility, planned to open in September, will provide additional sales and service support for Atari distributors and, in turn, for their customers.

"This Eastern office is in line with Atari's comprehensive program to provide the most extensive field service, marketing and information network in the coin-op industry. Howie's experience at all levels of sales, distribution and operating gives him superior qualifications for his new role at Atari," said Marshall Caras, Director of Marketing.

Howie has been in the coin operated industry for ten years. He was most recently with Betson Enterprises as Sales Manager, Vending Division, and previously worked in Distributor Sales with that company.

The new facility of Atari will provide a centrally located sales office for East Coast distributors and will help expedite product delivery. Additionally, there will be a staff of technicians and customer service representatives to facilitate parts and service assistance for distributors. It will also serve as an education center for technical schools for both distributors and operators in the East to learn more about advanced solid-state technology and service.

## ON WINNING

People love to win something. *Winning* makes people feel good. This trait can be used in many ways as a promotion to bring new players to coin-op games.

The other evening at a restaurant in Los Angeles, a waitress was glowing with excitement. "I just won a free ticket to Universal Studios," she exclaimed. A customer in the restaurant had presented her with the ticket just for *smiling*. This is an excellent goodwill measure. Also, the young girl will probably bring a friend along with her who will pay for a ticket.

This gambit can be successfully applied by operators as a positive public relations effort as well as potentially increasing income on games. A coupon for free games can be designed especially for this purpose. It should be simple, but convey

an image of value and importance to the recipient. For example, "Bearer of This Coupon is Entitled to TEN Free Games at . . . value \$2.50." The coupons should convey a feeling of winning or being an award for accomplishment.

The *winning* concept can be used for many different types of locations, not only arcades. Winners can be found in restaurants, movie theaters, bowling centers, schools, or just about anywhere in the general vicinity of the location. Winners can be awarded coupons for high bowling scores, good grades, being a family of four, or just for smiling or saying "hello." Winners should be carefully selected — to attempt to bring new game players to your location. If they enjoy playing the games, they might just become "regulars."

## A COINCIDENCE

Last month in Coin Connection we said, "What if . . . games were placed in waiting rooms and patient lounges in a hospital?"

The *Chattanooga, Tenn. Times* printed the following in an article on May 10, 1977, referring to games in hospital waiting rooms: "As anyone who has spent time in one of those drab waiting rooms knows, a person will do almost anything to kill time — smoke countless cigarettes, drink coffee and soft drinks they don't want and read magazines that are five years old and weren't worth reading when they were new. What better and more profitable way to keep them amused than to provide them with pinball machines?"

## THE ATARIANS™



Focus your eyes on an outstanding game. THE ATARIANS™ stands out among all other pinball games in the line. The players are attracted to it and the collections verify its superiority over other games.

## TECHNICAL TIPS

### F-1™

**SYMPTOM:** Intermittent coin acceptance problems. Extended play sometimes not working.

**CURE:** Adjust the microswitch near the timer motor so it will be actuated at the highest point of the cam. This way, the timer will run just long enough for the actuating arm to reset on the notch of the cam and not on the lobe.

### BREAKOUT™

**SYMPTOM:** The paddle doesn't move.

**CURE:** The 4016 IC should be replaced. Suggest substituting a 4066 IC, which is less susceptible to static.

## A PLAYER WRITES

Dear Atari,

I have just played your brand new Pinball, THE ATARIANS, and in my opinion it is the best Pinball I have played in a long time. Besides the great playing board I really enjoyed the total sight and sound experience.

Vic Fortenbach  
La Mesa, Calif.  
14 years old

# CHUCK E. CHEESE™ JOINS ATARI



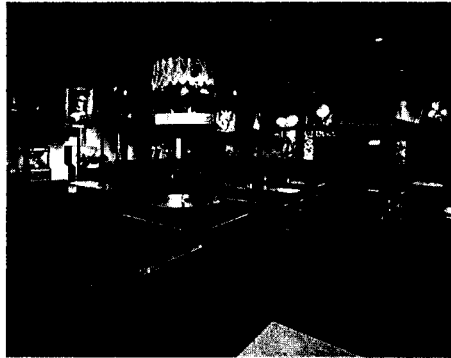
Mayor Janet Gray Hayes and Nolan Bushnell welcome Chuck E. Cheese to San Jose and Atari.

Chuck E. Cheese,™, alias "The Big C," joined Atari as the chief executive of the new Pizza Time Theater™. His responsibilities will include entertainment, food service and game room operation at an exciting and unique family pizza and entertainment location in San Jose, California. "The Big C" will be reporting directly to Mr. Gene Landrum, General Manager of the Restaurant Operating Division of Atari.

There are six other members on the entertainment staff, "Crusty™" (the cat), "Jasper T. Jowls™" (hillbilly country singing dog), "Pasqually™" (Italian opera-singing chef), and "The Warblettes™" (three soul-singing magpies). These computer-animated characters perform skits, jokes and songs above the dining area, to the delight of the patrons who are enjoying the superb pizza and sandwiches. A life-size Chuck E. Cheese



Jasper T. Jowls, a co-star in the Pizza Time Theater entertainment staff.



The Pizza Time Theater is a new concept in family entertainment.

(an employee in full costume) is also present to greet the patrons.

Over thirty video, pinball, foosball, and air hockey games are located in controlled room environments surrounding the dining area. Three specially designed "Pizza Game Booths" in one game room are available for dining and player competition on Breakout™, Tank™, and Dominos™. All the games are adjusted to accept either quarters or special "In Pizza We Trust" tokens. Free tokens are given with food orders and other specials such as birthdays or anniversaries to encourage game play. To preserve the atmosphere of family entertainment, controls have been established to assure that the games are limited to restaurant patrons only.

The grand opening on May 16 was a great success. Mayor Janet Gray Hayes, together with many other prominent people from the community and the press, came to welcome Chuck E. Cheese and The Pizza Time Theater to San Jose. This new concept in family entertainment is another amusement innovation from Atari.

## WHAT IF...

AN OPERATOR  
SPONSORED A  
CITY-WIDE  
HIGH SCHOOL  
GAMES OLYMPICS...

## ADD A NAME TO THE COIN CONNECTION MAILING LIST

The Coin Connection is a monthly publication provided for game operators and others who are interested in the news and ideas from Atari. If you know someone who would like to be on the list... please complete the coupon below and send it to:

C. Kantor, Editor  
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P. O. Box 9027  
Sunnyvale, CA 94086

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Tel. No. w/area code \_\_\_\_\_

Please check appropriate box(s):

- Arcade Operator     Distributor  
 Street Operator     Manufacturer  
 Amusement           Other (specify) \_\_\_\_\_  
 Park Operator

If Operator:

Approximately how many total units do you operate?

- 100 or less  
 100 to 300  
 300 to 1000  
 1000 or more

NOTE: If you are on the list and there is an error in your address, please attach label and note corrections. (Computers can make errors - sorry.)

# ADDED SERVICE SUPPORT

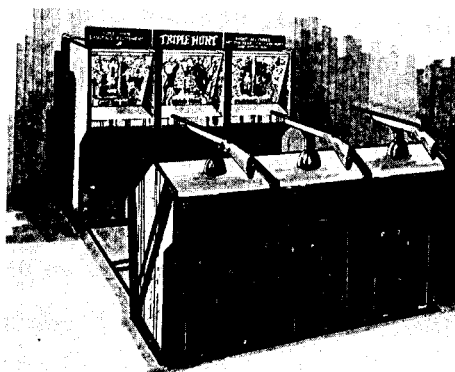
If you've seen some of Atari's technical manuals lately, you may have noticed a new look. Ever since Triple Hunt™ was introduced, the books have been published in a new format designed to be more attractive and easier to read for operators. The foremost concern in reorganizing the manuals was to allow almost instant access to information, instead of wading through dozens of pages trying to find, for example, information on the option toggle switch that controls game time. Complete maintenance and service instructions for Atari's new coin door is also included — liberally illustrated with photographs.

In addition to the redesigned manuals, Atari is beginning to publish a series of illustrated parts catalogs for each game. Atari will be releasing these catalogs at production time with the manual, or shortly thereafter. They contain complete parts lists and drawings to show the majority of items that might need replacing during a game's lifespan. Prices of all parts are available by contacting your distributor.

Atari's goal is to provide the finest and most comprehensive service backup in the coin-operated game industry. Each game's built-in self-test program tests approximately 75% of the game's vital circuitry; the self-test procedure is easily done on location. A toll-free "hotline" is also available that ties in directly to Atari's Customer Service Department in Santa

Clara, California to assist in technical problems. (800-538-6892) Special video game service seminars are held periodically throughout the United States and abroad to keep technicians abreast of the newest electronic developments. And superior microprocessor-based engineering results in games with more player appeal, more variety, and better reliability.

## ATTRACTION PANEL FOR TRIPLE HUNT™ AVAILABLE



A bank of three Triple Hunt™ games can be quite effective to create high impact and even higher collections in large arcades. Atari has designed a special attraction panel to increase the impact and create a total unit effect to the bank of games.

Three durable 16 gauge steel panels which are easy to install above the plexi-

glass retainer are provided in the attraction package. Designed to fit together when three cabinets are banked side by side, the bright orange panels with black and white lettering will convert the games into a spectacular three-dimensional shooting arcade.

"Triple Your Shooting Excitement," "Shoot All Three: Hit The Bear, Raccoon Hunt and Witch Hunt," and "Triple Hunt" are the messages on these attraction panels to entice players to try their skill on all three shooting games. The result will be to significantly increase the potential income from all three units.

## THE ATARIANS™ PINBALL POSTER

MR. OR MS. OPERATOR:

If you purchased The Atarians™ pinball game and did not get the coupons for free posters, they may now be obtained from your Atari distributor.

## STAFF

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