

ATARI COIN CONNECTION

ATARI INC., 1265 BORREGAS AVENUE, SUNNYVALE, CALIFORNIA 94086

New Director of Engineering Appointed

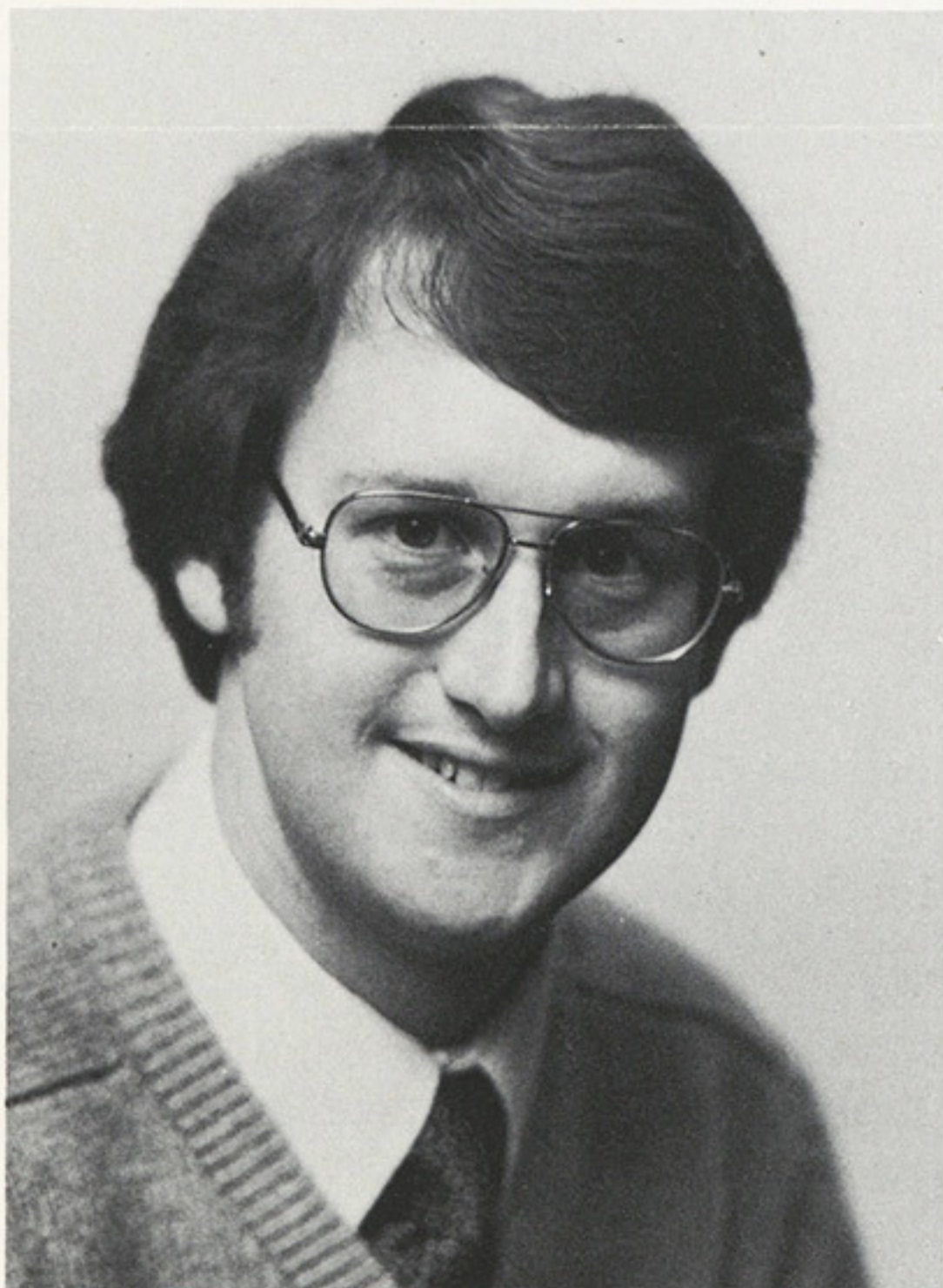
Lyle Rains has been named as Director of Engineering for Atari's Coin-Operated Games Division, according to Gene Lipkin, President. Rains succeeds Noah Anglin, who recently assumed the duties of Vice President of Engineering and Manufacturing for the division.

In his new position Mr. Rains will have overall responsibility for all facets of engineering design and development for the company.

He has held various design engineering positions over the past six years with Atari, serving most recently as Manager of Electrical Engineering.

Mr. Rains has designed many of Atari's most popular games and holds various design patents in video game technology.

He holds a 1973 BSEE degree from the University of California at Berkeley.



Atari Racing Debuts New Monte Carlo™



Monte Carlo is one of the most challenging single-player driving games from Atari Racing to date. Brilliant, attention-getting color along with fast-paced driving thrills make this an ideal profit-maker for street or arcade locations.

Like our successful driving games in the past, Monte Carlo is fun and easy to learn. The game has built-in replay challenge and excitement.

Players select from eight different tracks, rated from "easy" to "hard", and drive a brightly colored Formula I type race car through the straightaways and curves of a constantly moving track.

continued on last page

There's Trouble in River City

And that starts with "T" which rhymes with "P" and stands for "Pool"

How many times have you seen this headline printed in reference to pinball, video, and game centers in general?

We at Atari have seen it far too many times and it is disheartening. It's got to change!

Last year Atari conducted an in-depth investigation into the legal restrictions and regulations affecting coin-operated games in the domestic market. The information we compiled has given us a more comprehensive view of the legal problems facing operators in the United States.

Zoning restrictions, taxing of equipment, and obtaining operating licenses are probably the most important problems facing operators today. Not only are operation costs high, but regulation of equipment

varies greatly from city to city. Many operators are in favor of the formation of state regulatory commissions to govern the operation of coin-operated amusement games. In this way some type of consistency in regulations will be obtained from city to city within a state.

From our sources, in order of frequency mentioned, the following are the legal restrictions and regulations that affect coin-operated games in the domestic market. In general, pinball games are more strictly regulated than video games, but zoning, licensing, and taxing is the same for all amusement equipment.

1. Most regulations (estimated 80%) concern pinballs only: At times it was difficult to determine if

Continued on last page

Service Specials

We are pleased with the response regarding our promotional items. However, we have encountered a few supplier problems which will delay our shipments on some of the articles. Please bear with us, we plan to fill every order as quickly as possible.

We would also like to inform you

of the availability of the main plexi-glass attraction panel for many of your more "seasoned" games such as Drag Race, Breakout, Sky Diver, and any of the Triple Hunt games. A factory fresh attraction panel can add new life and play appeal to these classic games. To order, contact your local ATARI Distributor.

One Small Step for Atari...

Standing with the first of several Atari Lunar Lander machines to be placed at the visitor center at Kennedy Space Center are Dick Needleman, Manager of Leisure Industry, Atari and V.P. and General Manager Harry Chambers, NASA Tours division of TWA Services, Inc.

Lunar Lander so impressed Kennedy Space Center officials that they broke precedent to allow the first coin-operated amusement device to be utilized at the facility.

This is an excellent example of how a popular video game can help you open new route locations and extend your player base for higher potential profits. With Atari Asteroids and Lunar Lander available, have another look at those hard-to-crack locations you believe would be good possibilities.



Promotions for Profit

Arcade Location:

Sponsor a HAPPY HOUR in your game center. This would attract the over 21 crowd and increase business during slower hours. Players over 21 years old can receive a free coin/token when they enter. If they spend a minimum amount of money on the games, they receive a coupon which is redeemable for one free drink at a local bar or tavern. Be sure to check legal restrictions on this type of promotion.

Street Location:

Graduation events are coming up soon (May - June) which means a key opportunity for game rentals. For private parties or school events, rent any number of games for one night. A standard charge can be established for each game and they can be set on free play. Many operators have found this to be a good way to gain positive exposure to games while guaranteeing an income at the same time.

Operator Opinions

We are pleased to get any and all comments from operators of our games. Here is an example from Mrs. Glass, owner of Lakewood Gardens Miniature Golf in Lakewood, California, who writes:

"This is not a technical reply. I just wanted you to know what I think of your latest [and] so far best game. We bought our first Asteroids™ in December of '79 and our second one last week (2/80). I have them sitting side by side in one of our arcades. We are bringing in twice the amount of money we did when we had just the one. So you see, having two sure didn't hurt us. We have had several of our customers say how nice it was not to have to wait so long to get to play Asteroids. Now I will have to buy another one for my other business.

What will be coming out before summertime as good as Asteroids?"

We appreciate her positive remarks. We also hope more of our operators will talk to us. Let us know how you feel. About games, the industry, whatever.

Address your letters to:

Editor/Coin Connection
Box 427
1215 Borregas Ave.
Sunnyvale, CA 94086

Nominate an Operator of the 80's

Do you know a progressive operator that should be given recognition in the Coin Connection?

We are looking for amusement game operators that have a unique way of running their business, or that use stimulating public relations programs to attract new patrons into their locations.

If you would like to share your enterprising business ideas with Coin Connection readers, or if you would like to nominate someone for our Operators of the 80's column, please drop us a line. Send your nominations to: Editor/Coin Connection, Box 427, 1215 Borregas Ave., Sunnyvale, CA 94086. Please include the operator's name, a black & white picture of him/her, address, telephone number, and a brief summary of why you feel he is an Operator of the 80's.

Good Mews!

Bill and Irene Rolston's cat Charlie is seen here beating Bill at Breakout. The Rolstons operate the Wharf Family Fun Center in San Francisco. Bill was heard to ask, "How can he turn the knobs with those hind legs?"

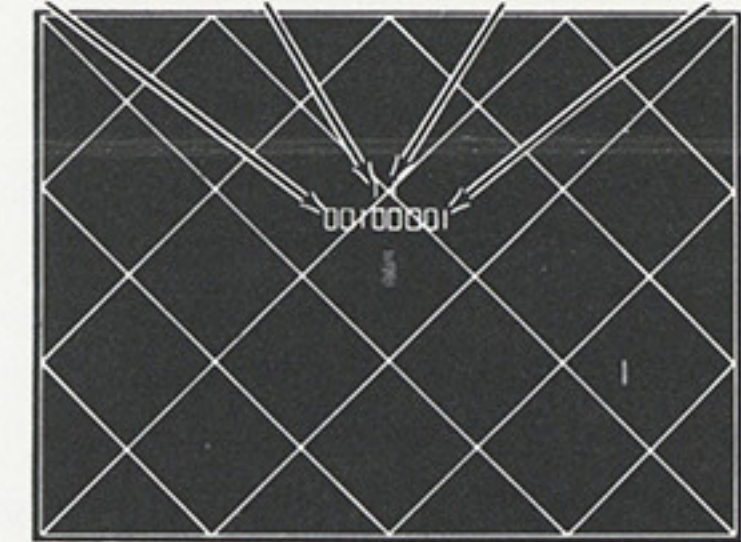


TECHNICAL TIP

Asteroids™

Asteroids, like all other ATARI games, provides a Self-Test for you. What this Self-Test does is to give you an easier method of finding your game problems. It also displays the operator-selectable game options on the monitor. So that anytime you change your options, you should put the game into Self-Test. What is involved in the Self-Test is a RAM test, ROM test and Input/Output test.

SWITCH TOGGLE 1 CTR. COIN MECH MULTIPLIER (LEFT MECH OF A 2-MECH DOOR) RIGHT COIN MECH MULTIPLIER SWITCH TOGGLE 8



Photograph above shows toggles 1, 2, 4-7 on, and toggles 3 and 8 off.

1. RAM Test provides six (6) Audio Tones. Good RAMS will have a high tone. Bad RAMS, the tone will be much lower.

STONE #	RAM Chip location
1	D2
2	E2
3	M4
4	R4
5	N4
6	P4

2. The ROM, PROM Test displays a number on the top left hand side of screen only if there is a ROM or PROM problem.

DISPLAY #	Failing ROM/PROM
0	N/P K4, L4
1	
2	F1 F2, L1 F2, H1
3	
4	D/E 1 H2, J1 H2, J1
5	
6	C1 K1, J2 M2, M1
7	
	N2, N1
	2K ROMS 1K ROMS 1K PROMS

3. The Input, Output Test allows you to test all your Input Switches by providing an Audio Tone when you activate any particular switch (Coin's, Start, Rotate, Hyperspace, Fire and Thrust switch). It also lights up the LED in the Player One and Player Two Start Switches.

More detailed information can be found in your Asteroids Operation, Maintenance and Service Manual. If any of your ATARI games have problems, look inside your Service Manual for that particular game and find out what its Self-Test can do for you.

Operators of the Eighties April Profile: Paul Wollam—Berkeley, California

Probably the most unique story we've heard to date is about Paul Wollam. Paul might be considered more a player than an operator, but through his placement of coin-operated games, his education will be paid for. At 21 years, Paul is currently a senior attending the University of California at Berkeley, studying Engineering.

Paul is a dedicated coin games player, and he is not new to the coin-operated amusement business. When he's not in school, he's helping his brother operate the Rock City Game Center in Hollywood, California.

Paul also has the distinction of achieving the highest score known to Atari on ASTEROIDS™ — he achieved 1,000,000 points — and he keeps on playing! In fact, Paul was so enamored with ASTEROIDS that he considered operating. But due to the time constraints of studying, the thought did not seem feasible. Then it occurred to him that he knew of two locations with captive ASTEROIDS audiences: his fraternity, Theta Delta Chi, and another fraternity nearby. Although each house has only 40 members, Paul decided to give them a try. With his

brother's help, Paul placed an ASTEROIDS in each of the fraternities. Over the past month the games have been in the locations, they have earned enough to assist Paul in financing his education. Paul feels ASTEROIDS will put him through college. He says he'll keep ASTEROIDS in the fraternities as long as they earn, and replace them with new pieces later.

Atari wishes Paul good fortune in his education, his locations, and his game playing. We look to see Paul expanding in the game business as one of the future Operators of the Eighties.

Attention Operators! a new location idea

Most college campuses have recreational areas, such as student unions, that are perfect locations for coin-operated games. But how about expanding Paul Wollam's idea and placing games in fraternities, sororities, and dormitories?

Monte Carlo Debuts continued

Drivers must also pass special "drone" cars and avoid other obstacles along the road like grandstands, hay bales and pylons to achieve highest possible scores.

Extended play is a special feature of the game play. Players begin with 90 "fuel" units of time. After gaining an operator-selected score level, the player is awarded 40 extra units of time.

To add to the challenge, the highest score for each track is displayed at the end of each game.

Operator options and features include a 19" color monitor, adjustable game times, four adjustable bonus point levels for each of four game times (liberal, moderate or conservative) and English, French, Spanish and German language video message options.

Atari driving games are sure winners any time. So get in the fast lane to extra profits with Monte Carlo, as soon as you can.

Superman* ... Potential Amnesia Victim

Operators of Atari's Superman pinball game are reminded that the batteries in the game are due now for replacement. Replacement procedure is as follows:

1. To preserve memory, replace batteries with power on.
2. Replace only with size AA alkaline batteries.

* © and TM DC Comics, 1980

Trouble in River City continued

the same laws that specifically mentioned pinball also apply to video games, or not. Video games were very rarely specifically mentioned.

2. Limitation on player age: Other laws and ordinances limit play to persons 18 or over (in some cases 16 or over). Some laws allow play by younger persons when they are accompanied by an adult. Restrictions on player age may apply to pinball only in many cases.

3. Restriction of pinball play to add-a-ball only, no free games: This occurs mainly in city ordinances but also in some state statutes, i.e., New York. Where free games are allowed, the number is often limited, i.e., up to 15 free games are allowed in Michigan.

4. Limitation on number of machines (especially pinball) allowed per location: In Montgomery County, Maryland, only two pinball games are allowed per location.

5. Limitation on proximity to schools, churches or other government buildings: i.e., no pinball games are allowed within one-quarter mile of a church or municipal building in Brockton, Massachusetts.

6. Some limitations in types of locations: i.e., only one coin-operated game is allowed in places that serve liquor in the state of New Hampshire.

Bonus time on video games may be prohibited in areas that do not allow free play and add-a-ball on pinball games.

The restrictiveness of legislation on coin-operated games will change with the improving attitude of the general public. Bob Rothman,

Atari's "Operator of the Eighties" for March, told us that new, high-earning video games have helped him to open up new locations which were opposed to pinball games. Other operators have also noted the positive attitude of their customers toward video games.

Atari is working to improve the attitude toward our industry as a whole. Atari firmly believes that positive promotion and publicity strengthens and helps the growth of the industry and brings new players to our games. We have compiled the Positive Publicity Package for operators to use in opening new locations, and for presentations relating to local legislation. This package is a sample of positive publicity relating to our industry from media sources in the United States. We have also made camera-ready ad art available for operators to use for promotions.

Above all, as a manufacturer we are responsible for making games that are challenging to the player, profitable to the operator and the location, and acceptable to the general public. We recognize our responsibility to the industry by manufacturing high quality games, and by providing positive publicity and promotion ideas to operators.


We must all work together to overcome poor publicity and excessive legal restrictions. In this way, the entire coin-operated games industry will benefit.

We would like to be kept aware of the legal restrictions that affect you. Please contact us:
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