

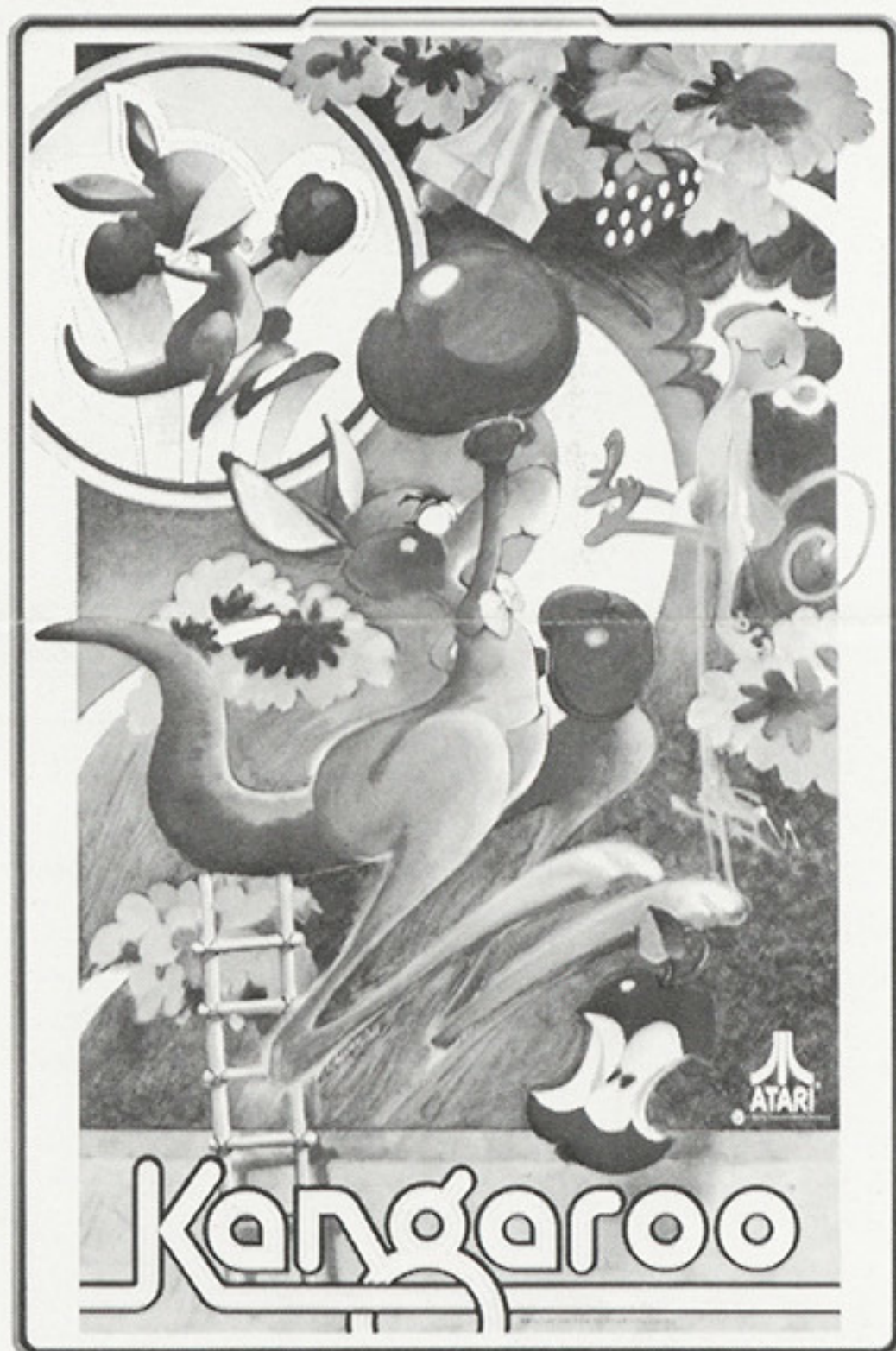
ATARI®

COIN CONNECTION™

Kangaroo™ from ATARI® Leaps Into the Video Game Field

The latest coin-op game to jump off the ATARI line is Kangaroo, a colorful video challenge that will keep players hopping as they try to help Mother Kangaroo rescue her Baby from a gang of nasty monkeys.

Baby Kangaroo is being held captive in a cage at the top of the playfield by a horde of mean monkeys. Mother is at the bottom of the playfield, separated from her Baby by a series of ladders and the monkeys, who fling apples and apple cores at her as she tries to recover her



This full color 24" x 36" poster is one of the many promotional items ATARI is offering to accompany the release of their new game, Kangaroo. Also available are t-shirts, bumper stickers, and radio scripts. For an order form listing all the promotional items available, along with a special packet full of ideas about how to get the Kangaroo word out to players, contact ATARI Coin Games Division, Marketing Services, 790 Sycamore Drive, P.O. Box 906, Milpitas, CA 95035.



Baby. Mother isn't completely helpless against the monkeys, however. She can jump over the apples or duck under them as they come flying her way. And she can punch out the monkeys or apples, too.

Along the way to collecting Baby, Mother can also collect different kinds of fruit which are worth extra points. When Mother and Baby are finally reunited, the player hears the joyous strains of "Oh, Susannah!" and the word "Mom" flashes above the heads of the happy pair.

There are four rounds of play per skill level. During the first round, the player must help Mother climb ladders between four different platforms. Baby is on the top platform in the cage, and there are lots of apple-armed monkeys between him and Mother. In the second round, Mother must jump up a series of log steps to rescue Baby. The monkeys form a column, one on top of another, in Round Three, with the Baby in its cage balanced on the top of the column.

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POSITIVE PUBLICITY

ATARI Co-Sponsors Race to Benefit Children's Hospital

Early Sunday morning, May 2nd, thousands of running enthusiasts gathered in Danville, California to compete in the 5th Annual "Devil Mountain Run," the second largest certified 10-kilometer race in Northern California. Atari participated as a corporate sponsor of this event, the proceeds of which were given to the Children's Hospital Medical Center of Northern California.

Devil Mountain Run is organized each year by the Rowan Branch of the Children's Hospital Auxiliaries. Jacquie Graham, a Rowan Branch member and co-founder of Devil Mountain Run was very pleased with the success of this year's fundraiser.

"We had a tremendous turnout—over 8,000 runners and about 25,000 total attendees," she stated. "It will take some time before we know exactly how much money was raised for the hospital, but right now we're estimating \$75,000 to \$80,000."

Over 20 Atari employees attended the event, with representatives from all three

divisions. In addition, life-size Pac Man* and Ghost romped through the crowd along with a specially created Centipede character. Cyndy Spence, Merchandising Coordinator for the Consumer Electronics Division, sat on the judging panel for Centipede Costume Contest organized as part of the Devil Mountain Run. And Don Osborne, Vice-President of Sales and Marketing, presented Children's Hospital with a Centipede™ game donated by the Coin Games Division.

"It was an exciting day for everyone," Osborne later commented. "The entire event was very well-organized, and we enjoyed being a part of this worthwhile fundraiser."

Next year's Devil Mountain Run should be even more successful, according to Mrs. Graham. She and the other Rowan Branch members have already begun planning for the 1983 race, which may be chosen as an official site for national record-setting by The Athletic Congress.

* Pac-Man and characters are trademarks of Bally Midway Mfg. Co. licensed by Namco-America, Inc.

ATARI Exhibits At NRA Show

Restaurant managers, owners and corporate executives from all over the world gathered in Chicago recently for that industry's largest trade show. The National Restaurant Association hosted its 63rd Annual Restaurant, Hotel-Motel Show May 22nd through May 26th, drawing over 85,000 attendees and 1200 exhibitors, including Atari.

Interest in coin video games is increasing steadily within the restaurant industry, and response to the Atari exhibit was tremendous.

"Restaurateurs have become very aware of the profit potential of coin video games," stated Dick Needleman, Manager, Special Markets and Operations. "We wanted to be at the NRA show to answer their questions and demonstrate how games can fit into a variety of restaurant locations."

Kangaroo continued

Mother must either knock out monkeys in the column, or she can leap up several platforms along the side of the column and then punch out a monkey or two until the cage and Baby are at the same level she is. In the fourth round there is an arrangement of long and short ladders that Mother must climb to rescue Baby. If Mother doesn't hit any monkeys or apples, a big ape will steal Mother's gloves.

Kangaroo features a 6-position joystick which the player can use to make Mother Kangaroo hop right and left, jump or duck, super leap to a higher platform, or climb the ladders. The "Punch" button is pressed every time Mother needs to punch out a monkey or an apple core.

Kangaroo has a high score table that displays the top ten scores and players' initials, and is operator-selectable for either 3 or 5 lives. The game has 4 different bonus levels, including "No Bonus", and 16 unique operator-selectable coinage options. ATARI is offering this great new game in the standard upright cabinet and also in the new "European" cabinet especially designed for our European clientele.

The ATARI Coin Games Sales and Marketing group took to the road early in June to introduce this fantastic new game to some of our U.S. distributors. Beginning on June 7th in San Francisco, and continuing on to Dallas on June 9th and New York City on June 10th, representatives from ATARI demonstrated this exciting new game at these special luncheons.

"This is a fun new game, and we're anxious to show it to everyone. The game play makes it ideal for kids and for parents, too. Kangaroo provides a healthy challenge for the entire family," said Don Osborne, V.P. of Sales and Marketing for ATARI's Coin Games Division.

Kangaroo is manufactured under license from Sun Electronics Corporation.



"This is what it's all about," said 49er star Randy Cross (rear, 2nd from left) who was involved with Devil Mountain Run, as Don Osborne, V.P. of Sales and Marketing for ATARI, presented Centipede game to Children's Hospital representatives Bill Drum (far left) and Ann Tucker (far right). Looking on was Gregory Shields, leukemia patient and theme child of the fundraising event, and his mother.

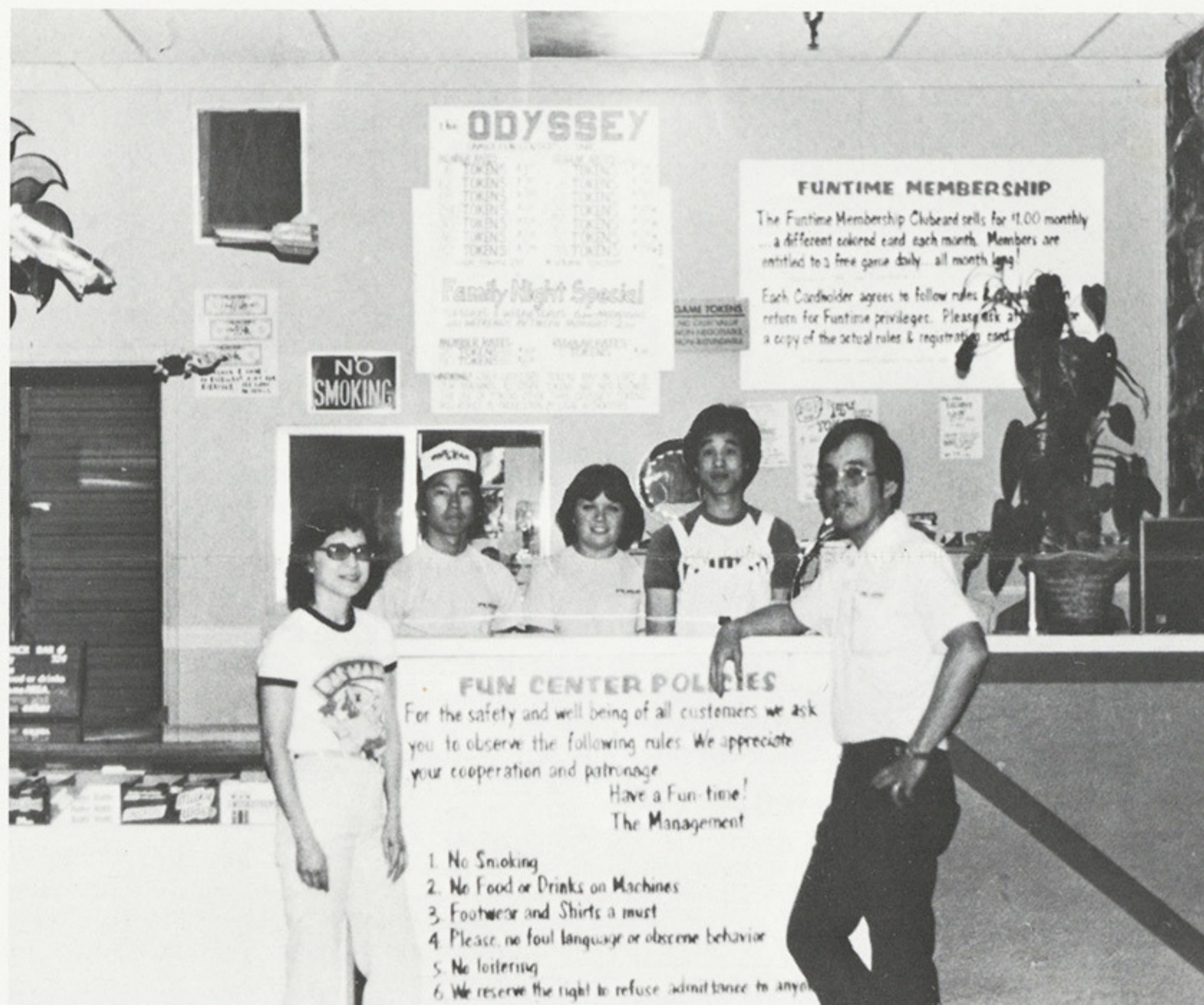
Miss USA Contestants Compete on ATARI Games

While trying to relax in their hotel prior to the final competition, the anxious Miss USA contestants played Atari's latest video games. Atari's Regional Sales Manager, John Hill, coordinated with Dee's Amusements of Gautier, Mississippi to place five games in the women's dormitory area of the Royal D'Iberville in

Atlanta. Dig Dug™ was named the favorite among the beauty queens, who commented on the cute characters and unique game play. All the games were well received, and the contestants were pleased to have been given the chance to play.

Dig Dug is engineered and designed by Namco, Ltd. Manufactured under license by Atari, Inc.

OPERATOR OF THE '80s Sam Eng of Sacramento, CA



Sam Eng, with wife Cynthia, son Keith, and two other employees pause for a moment to relax in front of the Token and Snack counter in the Odyssey Family fun Center.

Not only is he owner of a successful arcade, the Odyssey Family Fun Center in Sacramento, California, but Sam Eng is also president of the Sacramento Valley Amusement Owners Association.

"We formed the association to improve the public image of video games in our community, and to keep abreast of the changing ordinances in the area," commented Eng. "Our initial function was the 1st annual 'Best in the West, Great Video Shoot-Out' for the benefit of Muscular Dystrophy. It was open to all ages with the contestants divided into three age groups. There were 50 machines at the site for the competition and the contestants played 5 minutes on each of 5 machines. Grand prize was a Ms. Pac Man* upright video game. All the registration fees went to the Muscular Dys-

trophy Association," said Eng. "We hope this project becomes an annual event for the association in conjunction with the Muscular Dystrophy Association."

The Odyssey Family Fun Center opened about a year and a half ago. It is located in a shopping center in the capital city of California. Eng decided to open the fun center when his son, then 18 years old, developed an interest in video games.

"We stress the family and education at our center," Eng explained. "For instance, we give each student with an A average on his report card 10 free to-

kens, a B average earns 5 free tokens."

The Odyssey Center has two types of membership clubs. The Funtime Club is limited to the 18 and younger crowd, and the Happy Hour Club for the 19 and older group. The rules are the same for both clubs. Membership cost is \$1.00 per month. The membership entitles each member to one token a day during the month membership is purchased. The member must pick up his token in person and if the player misses a day he forfeits the token. Monthly high score contests are divided up according to the membership group. The recent ATARI high scorer on Missile Command®, Walt Stewart, earned 52,454,815 points after 40 hours and 20 minutes of continuous play at the Odyssey Center.

The Family Fun Center publishes weekly newsletters with world record attempts on games and information of charity marathon drives. A recent marathon in April at the Odyssey Center was to benefit a charity. Two students from the area were chosen as chairpersons to coordinate efforts for the pledges. One half cent per 100,000 points was the rate for the high score attempt on Missile Command. There was a good turnout and Eng said the principals of the local high schools are all in favor of the charity drives run at the center. "The students really get involved," said Eng.

"We do not allow any school children in our Fun Center during school hours. We ask any child who comes in during those hours if they have a schedule that allows them to be out of class, and then we call the school to confirm those facts. The high school principals are especially appreciative of our calls and the schools in turn are great to work with on any special events when we need their help."

Eng has worked diligently to maintain a fun and wholesome atmosphere for his patrons. He is an active member of the local Amusement Owners Association where he keeps busy promoting not only his game center, but the whole team of operators in the area. Eng's enthusiasm and dedication is a definite plus for the video game industry.

* Ms. Pac Man is a trademark of Bally Midway Mfg. Co., licensed by Namco-America, Inc.

Promotion for Profit

With the summer season just beginning, now's the time to take advantage of traditional summertime activities and use them to promote your business.

Sponsor a local softball, Little League, or other sports team. Provide the team with t-shirts that have your location's name on them to wear at the games. At the end of the season, host a party at your location for the team players and their families.

Official ATARI High Scorers as of June 1, 1982

Game	Player's Name	# of Points	Date and Time	Location
Asteroids®	Leo Daniels 20 years	40,101,910	2/6/82 36 hrs 4 min	Ocean View Corp. Carolina Beach, NC
Asteroids Deluxe™	Kevin Gentry	2,117,570	12/29/81 5 hrs 25 min	Court Jester Lake Charles, LA
Battlezone®	Ken Chevalier 16 years	12,900,000	2/20/82 12 hrs	Star Station 101 Atascadero, CA
Centipede™	Franz Lanzinger 26 years	2,999,999	12/6/81 6 hrs	Central Park Center Mountain View, CA
Missile Command®	Walt Stewart	52,454,815	4/4/82 40 hrs 20 min	Odyssey Fun Center Sacramento, CA
Tempest™	Joe Ergo	674,437	4/11/82 20 min	Just for Kicks Baldwin, NY

Dig Dug Makes Guest Appearance



Dig Dug recently joined Pac Man and three Ghosts in a one-mile parade around San Francisco's Financial District to celebrate the completion of a huge business complex there.

The parade included costumed participants representing each of the businesses that occupies the newly-constructed Embarcadero Center.

TECHNICAL TIPS Wells-Gardner Color X-Y Display

Symptom: After replacing a shorted transistor in the plus 28 volt power supply (Q100 or Q102), the 5 amp fuse blows again.

Cause: You probably have shorted diodes ZD100 and D104. After replacing

a defective component, it is always good practice to check all components in the power supply prior to power up.

The same applies to the negative 28 voltage power supply components Q101, Q103, ZD101 and D105.

Symptom: Glitches or spikes on video display objects.

Cause: Defective components C901 and C902 capacitors located on the circuit board in the high voltage cage. Recommended replacement is a 100 μ F, 50V electrolytic capacitor.

Katy Lawson Named Parts Manager of the Year

Katy Lawson, Advance Automatic Sales, San Francisco, CA, recently received Atari's "Outstanding Parts Manager of the Year" award for 1981 in a ceremony held at the Advance office on April 30th.

Presented by Darl Davidson, Atari Customer Service Manager, and Elaine Shirley, Office and Material Manager, the award is in recognition of outstanding knowledge and support of Atari products and services.

"Katy is celebrating her 19th year in the parts business," commented Davidson. "Her expertise and professional, friendly attitude deserve recognition, and I am happy to honor her with this award."



Will Laurie, Advance's Vice-President of Sales, Elaine Shirley, and Darl Davidson congratulate Parts Manager of the Year Katy Lawson.

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