

COIN

CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

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February, 1978

Volume 2, Number 2

DOUBLE PINBALL, MIDDLE EARTH™

Doubling the pinball attraction with its unique double playfield layout, Middle Earth™ has once again proved the effectiveness of Atari's innovative approach to pinball games. Field test reports show outstanding collections from this all-new concept in pinball. With an emphasis on skill, Middle Earth challenges players to masterful play action on its two playfields in one.

Once the ball is put into play, the player becomes totally absorbed in the action. There are two sets of flippers, one to play the top section and one to play the bottom. Each section has a bank of drop targets for scoring, bonus and special features carefully balanced to provide exciting fast play action. Other targets and bumpers offer the incentives of increased scoring patterns. There are

38 special scoring, bonus and bonus advance lights to challenge players on each ball. The ball can pass between the upper and lower playfields through two spinner lanes or between the upper flippers. The unique flipper configuration has been specially developed to create maximum control and more exciting skill shots from either set of flippers.

Enter the Middle Earth world of spectacular monsters from the deep and heroic confrontation. The spectacular graphic design enhances the excitement of this terrific double thrill in pinball.

The Middle Earth electronic sound sensation intensifies the thrill of its play action. The exclusive TILT sound also will alert the location if the game is being abused.

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THE SPRINT 1™ RACE

Now all the action and profit features of Sprint 2™ are available in Atari's new one-player compact version, Sprint 1™. The sleek wood grain cabinet design will fit into any type location from the fancy restaurant cocktail lounge to the arcade.

Speed, skids, drone traffic and twelve different tracks challenge players to an exciting racing adventure. Realistic acceleration, quick response steering and four-speed shift adds to the fast driving action. Operators can select automatic changing tracks after every one or two completed laps. Optional oil slicks on the race course can be chosen for even higher player skill challenges. Extended play option, giving players rewards for high scores, self adjusts at the selected game time of 60, 90, 120 or 150 seconds.

Sprint 1 is designed to bring the same high collections of Sprint 2 to even more locations. Its smaller cabinet size (25½" wide, 30" deep, 60" high) and tasteful woodgrain finish is appealing in the most sophisticated places. Easy access adjustable volume control adds to its location versatility. With Sprint 1, driving game enthusiasts everywhere can enjoy the thrills and excitement of speeding around the tracks.

Atari's built-in self-test system and Durastress™ tested electronic reliability insures minimum down time. Sprint 1 has the latest in easy service and troubleshooting ability built-in. This, together with our toll-free customer service line, (800) 538-6892, to assist in any technical

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ATARI IN SCI FI FEATURE



In the March issue of *Starlog* magazine, Atari games are featured as a major attraction for science fiction enthusiasts. This magazine has over a quarter million readers who look for futuristic experiences related to their "sci fi" interests. The article entitled, "The Next SF Craze", features a photo of Airborne Avenger™ and says:

"There are several easily accessible games that can give the average person all the thrills of intergalactic battles and the pleasure of testing their skills in the realm of futuristic societies, time travel and super heroics. And most of them cost a mere quarter. These are the pinball games, and the Atari Company has been blasting the field with a new cycle of solid-state, extra-wide machines and a habit-forming video game which may become the biggest thing since hula hoops."

It continues to describe The Atarians™, Time 2000™, Airborne Avenger™ and Starship I™ as spectacular futuristic visual and action experiences.

"The Atarians . . . and Time 2000 . . . were released earlier this year to the delight of the ever-burgeoning pinball fans. Airborne Avenger followed later with its striking artwork and conception far exceeding the regular games . . ."

The article in *Starlog* is certain to encourage their readers to play these Atari games.

HAVING AN ATARI TOURNAMENT?

If you are planning a special tournament or promotion on Atari games, please contact us. Atari wants to make sure that everyone knows about your special events. We will write a story and print it in the Coin Connection and other media. Please share your good promotion ideas with other operators around the world to benefit the industry overall. Write to Atari, Coin Connection Editor, 1265 Borregas Ave., P.O. Box 9027, Sunnyvale, CA 94086.

ATARI DISTRIBUTOR MEETING IN MARCH



Atari's fourth annual distributor meeting will be held March 12th to 15th in Pebble Beach, California. For the second year, by popular demand, Atari has selected the luxurious Del Monte Lodge as the site for this annual affair.

The dramatic seaside resort is the perfect relaxed atmosphere for three days of combined business meetings and social activities. In the business meetings, Atari will be emphasizing customer service support with new procedures to expand and improve communications and implementation. New products for '78 and marketing subject areas will also be covered. On the social side, there will be golf, tennis, and more.

"This year's meeting will be even more exciting than last year," said Don Osborne, Western Regional Sales Manager and Coordinator of the event. "We have many new activities planned for this year and expect the distributors to enjoy their time at Pebble Beach as well as benefit from the meetings," he added.

ADDED PROFITS FOR OPERATORS

The popularity of pinball and video games among people of all ages is still growing at a spectacular rate. Our coin-op games have become an "in" item to put in family game rooms at home. The growth of both coin-op and consumer games have significantly increased the public's awareness of pinball and video games as well as bringing them into a new light as a popular family recreation.

Many individuals and groups have requested rentals of our coin-op games for special events and parties. Business conventions, meetings and other social functions are an excellent market for short term game rentals.

There are many ways a game rental program to individuals or groups could be developed as a profitable venture for operators. The games, set on free-play, could be rented at a flat amount per day plus pickup and delivery charges. Or the games could be put on coin play and rental charges adjusted to a specific dollar volume.

Small ads in community newspapers or a direct mail program to local businesses, social organizations, and convention centers would most likely generate a high demand for the game rentals. This would be a natural added profit center for an innovative operator.

ATARI T-SHIRTS AVAILABLE



Atari has three promotional T-shirts which are now available: Time 2000™ — depicting a female time traveler with flowing blonde hair and colorful butterfly wings; Airborne Avenger™ — showing a blazing two-headed eagle incorporated into the science fiction scene with a back inscription of "The Ultimate High In

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CLEANING YOUR PINS



Atari highly recommends the use of Nu-Look Products for the cleaning maintenance of their pinball games. They have been tested by Atari's pinball engineering department for cleaning playfield, glass and rubbers. Nu-Look Products were found to be very effective. As stated by Frank Ballouz, Atari National Sales Manager, "Nu-Look Products proved to be excellent for cleaning the games, yet harmless to graphics or the playfield surface."

Specifically formulated to clean pinball games, these products contain no petroleum, harsh solvents or abrasives which can scratch and damage the paint and wood finish. They are the only nonflammable pinball cleaning products on the market. An important factor is that they help maintain the condition of the game for longer life and earning potential.

The Nu-Look line has 3 basic cleaning products which are recommended: (Pictured from left to right.)

Rubber Cleaner — Keeps playfield rubber clean and prevents them from drying and cracking, thus prolongs life of game.

Playfield Cleaner & Waxer — Formulated to thoroughly clean the carbon and dirt buildup on the playing surface.

Glass Cleaner — Nonstreaking and designed to repel finger marks.

Nu-Look also has a new product, **Guardian**, which is a plastic coating for painted surfaces that will deter peeling on the back-glass, wood and metal surfaces.

"Operators have indicated high satisfaction with Nu-Look Products on Atari pinball games. We believe they are superior and should be used to maintain our games for a longer, higher earning life," stated Ballouz.

Samples of Nu-Look Products will be supplied with Atari games in the near future.

SERVICE SCHOOLS IN MARCH

Three two-day Atari service schools are scheduled for March at our new facility in Piscataway, N.J. They will be hosted by Atari and are open to all Atari distributors and operators in the Northeast.

Dates: March 1-2; 6-7; 8-9
 Time: each day 9 a.m.—12 noon and 1 p.m.—4 p.m.
 Place: 44 Colonial Drive
 Piscataway, New Jersey
 Subjects: Video and Pinball electronics, repair and troubleshooting

Each seminar will be limited to 50 people. Reservations can be made by calling or writing to Michelle Whalen, at the Piscataway office, (800) 631-5374 or (201) 981-0490.

Fred McCord, Seminars Manager, and Dave Tucker, Field Service Representative, will be leading the seminars. Each

school will cover video and pinball electronics, troubleshooting, preventive maintenance, microprocessor technology, and specific service tips on Atari games. Operators and technicians will have the opportunity to get hands-on training in maintenance and repair during these schools.

Service schools planned for the future will be announced in the Coin Connection and all other trade magazines on a regular basis. Atari schools will be scheduled in all parts of the country over the next six months. Fred McCord, Seminar Manager, reported, "We will be increasing our field service staff and our ability to conduct more service schools to help operators and technicians better understand the repair and maintenance of Atari games." If you need further information on the seminar program, call Fred McCord at (800) 538-6892 or (408) 984-1900.

BEHIND THE SCENES: TECHNICAL SUPPORT

Atari reacts to your service needs. This team of technical experts is on call to help operators and distributors with troubleshooting problem areas on games. The Customer Service Technicians have the answers. They are up-to-date on the service needs for Atari games and work with technicians in the field to solve problems quickly.

You can call Atari's technicians directly for advice on the toll free Customer Service number, (800) 538-6892 (or, in California (408) 984-1900). They will help you to keep your Atari games in top working condition to maintain high earnings.

Bernie, Bruce, Phil, Russ, Bob, and Jim are an important team who help make

Atari's service support the best in the industry.



Atari's Customer Service Technicians. From left to right: Bob Salmons, Russ McDonald, Phil Stewart, Bernie Barranger, and center, Bruce Bennett. Not pictured: Jim Alexander.

TECHNICAL TIP

Drag Race™: A constant screeching sound in the play mode can be caused by defective 0.1 microfarad capacitors C-43 and C-47.

Starship 1™: No credit when game is coined. Double check the option switch (location K-6) settings A, B and C. Make sure all three settings are not all ON. Proper settings dictate at least one setting

to be OFF. Refer to page 6 of the service manual.

Super Bug™: Constant hissing sound in attract mode can be cured by adding a 2N3643 transistor (Q-2) at location A-9 and a 10 kΩ resistor.

If you have any questions, our customer service technicians are on call to assist you: (800) 538-6892.

INTERNATIONAL FIELD SERVICE

Bill Bassett has been appointed International Field Service Manager at Atari. In this position he will be responsible for providing additional service support and conducting service schools for Atari's international customers. He will be traveling world-wide to meet with foreign distributors and operators.

Don Smith, Customer Service Manager, said, "Atari's international market growth has been tremendous. I am confident that Bill will be most effective in helping us maintain our high quality service support for our foreign customers."

Bill has twelve years of electronic and technical product related experience. He previously worked in product development for Atari Pinball Division. He has worked in customer service and interfacing with international customers for



other companies which further qualifies him for his new position.

Atari's international market will be strengthened by the added service support and training in new game technologies. Bill will be further evaluating the special needs of Atari's foreign customers and providing feedback to our technical areas.

T-Shirts (Continued from page 2)

Pinball"; and Breakout™ — the all new colorful T-shirt in sunshine yellow with orange trim and the now-so-familiar Breakout design. All three T-shirts are exciting and eye-catching. Coming soon will be a Middle Earth™ T-shirt portraying the intriguing world of monsters and heroes.

T-shirts are excellent promotional items for game attraction. Distributors and operators are encouraged to take advantage of the continuing popularity of T-shirts and order them for special promotions and supplementary sale items. They are sure to be in high demand by enthusiastic game players. T-shirt give-aways for high score games will entice more players. In addition, these T-shirts captivate interest as prizes for special game tournaments and add more flair for the contestants. Atari T-shirts can be sold in arcades and game rooms — the perfect outlet where our games are featured.

Players always like to wear T-shirts with the identification of their favorite games, so order your supply now.

Middle Earth (Continued from page 1)

Middle Earth has the built-in service features to minimize downtime. The self-test system assists in pinpointing problem areas and troubleshooting. With this the operator can instantly check switches, solenoids, displays and options. New linear flippers replacing the rotary type give added durability and action. Atari's Durastress™ tested circuitry and service features insure reliability.

"The reports on the Middle Earth test games have been superior," said Frank Ballouz. "We are certain that it will continue to support Atari's leadership in providing the most innovative and highest earning pinball games in the industry."

Middle Earth will be available through Atari distributors in March. Promotional posters will be provided with each game. Additional posters and special Middle Earth T-shirts will be available through Atari distributors at a minimal charge.

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problems is part of Atari's efforts to give operators the highest earning trouble-free products in the industry.

Sprint 1 appeals to players, operators and locations. It is the optimum one-player race game that is profitable in all locations.

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