



# COIN CONNECTION

## ATARI® Sponsors Coin-Op Industry's First National Video Game Tournament

The Atari \$50,000.00 World Championships program features local tournaments leading up to Chicago finals extravaganza

Atari is sponsoring the first international tournament for coin-operated video games. The ATARI \$50,000.00 World Championships will be held in Chicago at the ExpoCenter at the same time as the annual AMOA meeting (October 29, 30, 31 and November 1, 1981). \$50,000.00 in cash and prizes will be awarded to winners in various categories.

The Atari World Championships are being held in conjunction with the Tournament Games Spectacular \$400,000.00 Weekend, a production of Tournament Games, Inc. There will be 30,000 square feet of tournament play with 256 ATARI games dominating the center area and the activities. Operators attending the AMOA will be invited to view the tournament as it is in progress.

The international tournament begins with local contests in participating family game centers and street locations. Winners of these tournaments can qualify for a free entry certificate to the open finals valued at \$60.00.

Through the use of Atari Tournament Location Kits, operators can produce local tournaments. The Kits provide all the materials necessary to run five Double Elimination Tournaments or five high score promotion periods in a location. This works out for two weeks of intense promotion on the part of the operator.

Each Kit is a \$300.00 value, containing five Atari free Entry Certificates into the finals in Chicago. The Kits, available through Tournament Games, Inc., cost \$125.00 each. But, through a unique subsidy pro-

gram, Atari will contribute \$100.00 toward each Kit purchased by an operator who has purchased any of the designated ATARI "Tournament Games". The \$100.00 Atari Promotional Subsidy reduces the operator's Kit cost to a mere \$25.00.

The "Tournament Games" include Battlezone™, Asteroids Deluxe™, Warlords™, Red Baron and Centipede™, as well as any ATARI game produced between now and October 1, 1981.

The games to be used in the Chicago finals will be selected from this group. The game selection will be announced on September 1, 1981, so that players will have plenty of time to practice for the final competition.

Your local Atari distributor has the Atari Tournament Kit Order Cards available. These cards should be sent with a check for \$125.00, or if you have purchased any of the "Tournament Games", a check for \$25.00 with an Atari Tournament Kit Subsidy card; to: Tournament Games, Inc., P.O. Box 80605, Seattle, WA 98108. Tournament Games will also be answering any questions from Kit purchasers, making sure that they understand how to use the promotional materials enclosed in it.

Atari and Tournament Games, Inc., are highlighting the Atari World Championships in trade journal advertising to make operators aware of the program. Player awareness is being aroused through the distribution and mailing of 100,000 Atari World Championships location posters, 100,000 Players Guides and 25,000 issues of "Tournament



**ATARI**  
**WORLD CHAMPIONSHIPS**

**\$50,000.00 CASH & PRIZES**

OPEN SINGLES, WOMEN'S SINGLES & SPECIAL EVENTS  
FREE ENTRY if Qualified in an ATARI Tournament Location or \$60.00 entry fee  
OCTOBER 29, 30, 31 AND NOVEMBER 1, 1981 - EXPOCENTER/CHICAGO  
A PART OF THE TOURNAMENT GAMES SPECTACULAR - \$400,000.00 WEEKEND  
Tournament Games® Tournament Right Ball™ Tournament Mark Dem™ & Tournament Hockey™  
Call 800-629-8897 for FREE PLAYERS GUIDE, HOTEL AND CHARTER FLIGHT INFORMATION

**Bulletin:** Due to popular demand, Centipede™ has been officially designated for use in the finals in Chicago. Make sure you have enough Centipedes for the increased play.

Games Quarterly", a news magazine published by Tournament Games, Inc.

We are pleased with the response so far," said Frank Ballouz, Vice President of Marketing. "Since the initial announcement of the Tournament, over 3000 phone inquiries have been reported.

Many local tournaments are already under way. The Atari tournament is the first of its kind, de-

signed to promote competitive play and awareness of the company's games," he said. "We expect it to be a blockbuster event for everyone, so we encourage our operators to take advantage of the program early to gain maximum benefit."

**For additional information call toll-free 1-800-426-8897; from Alaska, Hawaii, Washington and Canada call 1-206-763-1362.**



# Giant Insects Challenge Players in new Centipede™



Atari's new Centipede is no garden-variety coin-op video game. It's a fantastic new one or two player game with play action that's totally fresh and different. As soon as the player starts to get comfortable, the game changes, picking up speed, adding more monsters, creating more player challenge.

Game play begins as a lethal centipede winds its way down the screen through a field of mushrooms. It's heading towards the player's bug blaster, but every time it runs into a

mushroom in its path it must turn to avoid it. The player tries to hit the centipede as it approaches. If the player is able to eliminate the entire centipede, the screen changes color and a new centipede begins at the top.

Further danger appears in the form of a mushroom-dropping flea, a deadly spider that unexpectedly pounces from the side of the screen, and a poisonous scorpion. The scorpion sails across the playfield, poisoning any mushrooms that it touches. If the centipede, in its travels

down the screen, comes into contact with any of these poisoned mushrooms, it too becomes poisoned and heads straight toward the player's position.

Special features included on Centipede are Atari's unique Trak-Ball™ control, which the player uses to position his bug blaster, the special Atari High Score table with non-volatile memory which retains the three top scores when power is off, operator-adjustable number of game lives, 256 coinage options, and much more.

The game will be offered in all three of Atari's cabinet styles: Upright, Cabaret™ for areas with minimal space, and sophisticated Cocktail.

"Centipede is a truly exciting new game," commented Frank Ballouz, Vice President of Marketing for Coin-op. "The intensity of the action builds, making it not only a great game to play, but also a great game to watch. The player is constantly challenged, and although it is easy to learn, mastering Centipede is another matter entirely."

## Centipede Kit Now Available

ATARI is offering an advertising and promotional materials kit to operators to help promote the game to locations and players. Among the items available are full-color posters and t-shirts. Specially prepared radio scripts and tip sheets on how to place radio ads for maximum effectiveness, sample ad slicks, fact sheets, data sheets and contest ideas and promotions are included.

To order the advertising materials kit, please contact ATARI's Coin-op Marketing Services, 1265 Borregas Avenue, Sunny-



vale, California 94086.

Included in the Kit is an order form for pre-recorded radio spots, T-shirts and posters, available from Coin-op Customer Service at 1105 N. Fair Oaks Ave., Sunnyvale, CA 94086. The materials kit is free, but there is a nominal charge for T-shirts and radio cassettes.

## Centipede to Challenge Players at ATARI World Championships Finals in Chicago

ATARI has just announced that Centipede will be the game on which players will compete at the ATARI \$50,000.00 World Championships. (See article, front cover).

"Players have responded so enthusiastically to Centipede, it was a natural choice for the tournament," stated Frank Ballouz, Vice President of Marketing. "With the continuous

challenge it offers and with the following Centipede has developed, it became apparent to us that we should announce it before the scheduled September 1 date to allow players plenty of time to practice before the Championships playoffs, and to give operators time to take advantage of the increased attention to the game."

## New Asteroids Deluxe™ ROM Conversion Kit Available from Customer Service

Now available free from Atari's Customer Service department or from your Atari distributor is a ROM conversion kit specially designed to allow the operator to adjust game play to be either easy for the first 30,000 points, or hard throughout the game. The ROM conversion kit is retrofitable to all Asteroids Deluxe games.

With the new ROM conversion kit, the operator can set the option switch to "easy" and the following changes will occur.

1. Four large asteroids begin the game. The second wave of asteroids begins with five, and the subsequent waves start with six through nine asteroids. In addition, the asteroids move more slowly across the screen.
2. The small saucer target does

not appear until the score reaches 10,000 points. Aiming is the same except that its accuracy improves with score.

3. The large saucer aims and shoots randomly until scores of 10,000 to 15,000 points are achieved. Its accuracy also improves as time and score increases.
4. The Killer Satellite appears during the first wave when three asteroids are remaining instead of during the second wave. When the Killer Satellite is shot, it will break up into three slowly-moving diamonds.
5. Players now can fire continuous bursts of four shot volleys by holding down the fire button instead of single shots per button depress.

## High Score Certificates Awarded

Atari High Score Certificates are now being awarded to players with the highest verified scores on Atari video games. Each high score certificate is signed by Frank Ballouz, Vice President of Marketing, and is suitable for framing. Every high scorer also is awarded a full-color t-shirt for the game on which he has achieved the high score.

In order for a player to receive a high score certificate, the operator of the location where the high score has been achieved must send in a letter of verification to Atari Marketing Services. The letter should include the

player's name, age, high score, the date the high score was achieved and the amount of time it took to attain the high score, as well as the location address and phone and the location owner/manager's name. Also, if there are pictures taken during the high score event, please include one of these in the letter. Then we'll be able to print a story on the high scorer in the next edition of the Coin Connection. For more information about this program, or to find out the current high scores, you can call Atari Marketing Services at 408-745-2500.

## Nathalie Favre-Gilly Joins Shane Breaks as International Marketing Assistant

Nathalie Favre-Gilly has joined Shane Breaks, International Director of Marketing, as his assistant in Ireland. She became a part of the International Marketing group for the Coin-op division in December of 1980.

Ms. Favre-Gilly was born in France and raised in the New York/New Jersey area, where she attended Ramapo College. After receiving her degree, she worked in various capacities in New York. Among her jobs there, she worked with the Cultural Services of the French Embassy and with R.H. Belam Company, where she first became acquainted with Shane Breaks. Most recently she was employed by Piker Productions, where she was involved in the production of audiovisual sales training aids.

Her background with Belam and also in the area of sales and marketing techniques made her the ideal candidate for the job of assisting Shane in setting up the

International Marketing office at Fedamore House in Ireland.

Ms. Favre-Gilly's duties at Fedamore include maintaining communication between the Fedamore office, the various distributors in England, Germany, France, Ireland, Spain and Scandinavia and the factories both in Tipperary and in Sunnyvale.



## Promotion for Profit

We received this month's "Promotion for Profit" tip from Neil Schuldenfrei at Video Plus in Washington, D.C. He suggests that an operator place a large lighted sign with changeable lettering by the side of the road or above the door in front of an arcade. The sign can be used to announce the arrival of new games, contests, tournaments and special events at the arcade.

Make sure to check local reg-

ulations regarding posting and display of lighted signs such as these.

If you have an idea for the Promotion for Profit column just send a brief description of the idea, along with your name and the name and address of your location, to the Editor, Coin Connection, 1265 Borregas Avenue, Sunnyvale, CA 94086. We'll send you a free gift if your idea appears in the Coin Connection.

## Glare Reduction Kits Now Available for Asteroids Deluxe™ and Warlords™ Upright Cabinets

New glare reduction kits, specially designed by Atari Engineering for use on Asteroids Deluxe and Warlords upright cabinets, are available free from Atari's Coin-op Customer Service department.

These anti-glare kits are easy to install and retrofitable to all upright Asteroids Deluxe and Warlords cabinets currently in the field. The kit consists of a new monitor shield and speaker grille assembly that is angled

toward the player. Due to this angled effect, glare and reflection problems related to poor lighting conditions are significantly reduced.

The kit also improves the bass audio response, since the area below the mirror now acts as a resonating chamber.

To order one of these free kits, contact either your local distributor or Coin-op Customer Service at 1105 N. Fairoaks Ave., Sunnyvale, CA 94086.



## Game Marathon Pledge Drive: High Scores for Charity

During the past few months, numerous players have attempted to break the Atari high score records on Asteroids™, Asteroids Deluxe™, Missile Command™, Battlezone™, and Centipede™. These attempts usually generate publicity for the location and satisfaction for the player who achieves a new high score. However, Mr. Samuel Eng of The Odyssey Family Fun Center, Sacramento, California, and Richard Scott, a top-notch Asteroids player, recently took this event one step further. On June 21-23, 1981, Richard played Asteroids for 51 hours, 25 minutes, and scored 23,274,970 points. In addition to this personal accomplishment, Richard's high score raised over \$600.00 for the Muscular Dystrophy Association.

One month prior to the high score attempt, Mr. Eng and Richard decided that the effort put into this event should somehow benefit a charitable organization such as the Muscular Dystrophy Association. They worked with the local high school fund-raising committee to set up a program whereby players, businesses, and other community members could pledge a certain amount to MDA for every 100,000 points achieved by Richard on Asteroids. Richard's goal for this attempt was

25,000,000 points in 50 hours of continuous play. The Odyssey suggested pledges of 2 cents per 100,000 points or \$5.00 if Richard met his goal. Mr. Eng advertised this program in The Odyssey's newsletter and with posters placed in his location and other local businesses, as well as notifying the local newspapers, radio and TV stations. Players and high school students collected pledges, with the Odyssey giving a prize for the most pledges signed up and the most money collected. Following the event, a party was given at The Odyssey for all the volunteers who collected pledges.

Richard Scott's high score achievement on Asteroids not only provided tremendous positive media coverage for The Odyssey, but also worked as an exciting community event to raise funds for a worthwhile charity. In addition, the program generated public support for coin-operated games at a time when many communities view the games as a nuisance. If you have a player who is interested in attempting a new Atari high score, we suggest you consider setting up a program such as this. It can be an excellent promotional opportunity that will benefit your location, community and favorite charity.

## Mariann Layne and Laura Burgess Named to New Posts in Marketing Services

Mariann Layne has been named Manager of Marketing Services for the Coin Operated Games Division of Atari, according to Frank Ballouz, Vice President of Marketing for the division. Ms. Layne's appointment is effective immediately.

As Manager of Marketing Services, Ms. Layne will be responsible for organizing advertising and promotional functions such as the trade shows (AMOA, ATE, etc.) and tournaments like the ATARI \$50,000.00 World Championships currently under way. She also provides operators and distributors with promotional materials and information, such as the recent Astrodata Kits and Centipede information kits. Joining Ms. Layne is Laura Burgess, appointed Marketing

Services Coordinator. Ms. Burgess will assist Mariann in helping operators and distributors learn how to promote a business or location. She will also provide support in other areas of promotion and trade-show coordination.

Frank Ballouz, Vice President of Marketing, commented that "Marketing Services is a very crucial part of the total marketing effort at Atari. This group serves as the interface arm of the marketing department, providing operators with methods of more effectively selling the games to the players. I'm glad that Mariann and Laura have taken on the responsibility for this very important marketing function."

## ATARI Game Club Now Open to Coin-op Game Players



The ATARI Game Club, originally organized to provide ATARI home video game enthusiasts with the latest ATARI product information and news, has now been expanded to include coin-operated games players in its membership as well.

Coin-operated game players will be able to join the Game Club through a special program in effect at local video game locations throughout the country.

Operators are being encouraged to order a special free game club materials kit. Included in the kit is an easel display with pads of tear-off membership applications. Easel cards can be displayed on the top of games or

on a counter, thus requiring little of the operator's valuable space.

Players can join the Game Club by filling out the membership application and mailing it, along with a dollar to the ATARI Game Club, P.O. Box AGC, Half Moon Bay, CA 94019. In return, they will receive a wallet-sized membership card, a membership certificate and an expanded eight-page quarterly newsletter, "ATARI Age™". Club members will then continue to receive the newsletter on a quarterly basis.

"ATARI Age" will feature articles on both coin-operated and home video games, a regular list of high scorers on both types of games, and reviews of new ATARI products.

"We think that Coin-op's participation in the ATARI Game Club will provide a lot of advantages to operators," commented Frank Ballouz, Vice President of Marketing. "Players will be informed about new ATARI products, and this will encourage them to go to their local game center and check out all of the new games. We are really looking forward to being a big part of the ATARI Game Club in the future."

## Centipede™ Featured at C.A. Robinson Event



Frank Ballouz and Mariann Layne of Atari Marketing with Sandy and Andrea Bettelman, Hank Tronick, and Leah and Al Bettelman of C.A. Robinson at special Centipede introduction.

ATARI Marketing executives were in attendance at an invitation only Open House for operators held July 1 at the showrooms of C.A. Robinson in Los Angeles.

Several hundred operators previewed ATARI's sensational new Centipede. Frank Ballouz,

Vice President of Marketing, Mariann Layne, Manager of Marketing Services, Bob Harvey, Regional Sales Manager and Russ MacDonald, Atari Field Service demonstrated Centipede and discussed the latest news about ATARI's very hot World Championships program.

## TECHNICAL TIPS

# Adjusting Matsushita Monitor

The Matsushita 14-inch color monitor has a crowbar overvoltage protection circuit that kills the high voltage power supply when the horizontal hold adjustment is not set properly. The coarse horizontal hold adjustment is accessible from the front of the monitor through a slot in the mounting bracket. Use the following procedure to properly adjust the monitor. Refer to the monitor manual for the position of the controls and fuse.

1. Misadjust the coarse horizontal hold until the picture loses sync, or the picture flips diagonally.
2. Rotate the coarse horizontal hold back slowly until the picture straightens plus an additional 5 degrees of rotation.
3. Turn the game on and off several times to ensure that the game will hold the adjustment when it is first powered up.

Another possible cause of the screen blacking out is the B+ supply being adjusted too high. The 115 volt DC power supply can only be adjusted when there is a picture on the screen. This

is because a load for the power supply is needed. When the crowbar circuit kills the high voltage, the B+ supply will probably be running at about 170 volts. To properly adjust the B+ supply, perform the following steps.

1. Turn the game power off with the AC interlock switch.
2. Set a DC voltmeter on the 250 volt range, and attach the positive lead to F2 (the small 1A fuse near the center of the monitor PCB). Attach the negative lead to ground.
3. Find R812, the B+ adjustment. It is accessible through the slot on the CRT bracket on the front of the monitor.
4. Turn on the game power, and adjust the B+ to 114 volts DC as soon as you see the screen light up with a picture.
5. Turn the game off and on to ensure that all the monitor adjustments are properly set. Turn the game off and on again if any horizontal or vertical adjustments were necessary.

# Red Baron Flies in New Upright Cabinet



ATARI's Red Baron, the super-realistic first person flying simulation game, is now being offered

in a new upright cabinet model.

Players become WWI flying aces, defending themselves against the awesome Red Baron and scoring points by shooting enemy planes, blimps and ground targets. As the player's flying skills improve, targets begin to shoot back, adding to the challenge.

Red Baron features ATARI's new Skill-Sense™, which enables the game to automatically adjust itself according to the skill of the player to maintain a consistent average game time. Other features include four operator-adjustable bonus levels, four operator-adjustable number of game "lives", a two-game minimum, and ATARI's amazing QuadraScan™ "3-D" video display system.

"Now everyone can get in on the action," commented Frank Ballouz, Vice President of Marketing. "With this new cabinet design, Red Baron becomes more than just a personal challenge. It's an exciting game for both players and spectators."

# Coin-op Games in the News

On a recent 11:00 p.m. edition of the "Eyewitness News" a reporter interviewed a representative from the Lawrence Hall of Science at the University of California at Berkeley. The interview reported on the use of coin-operated video games at the Hall of Science to help children improve their reaction times, as well as their manual dexterity. The entire interview was approximately three minutes long, but it was enough time to convince the viewer that the games were being used in a manner which would benefit both the children playing the games and the scientists at Berkeley.

Many articles have appeared in print, and there have been

quite a few television reports on the popularity of coin-operated games and the benefits derived by the players.

ATARI would like to maintain a file of positive news stories. These collected materials can be used to educate people who might attempt to impose restrictions on coin-operated games or who may not realize the many uses and benefits of these games.

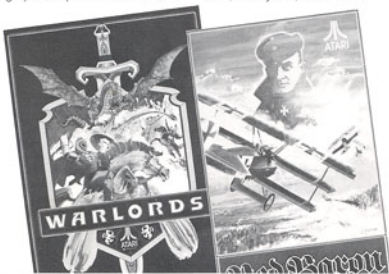
If you or your location has recently received media attention, please contact The Editor, Coin Connection, 1265 Borregas Ave., Sunnyvale, CA 94086. This file can be useful for all of us who are involved in the coin operated games industry.

# New Posters Available from Customer Service

The latest items available from Atari's Coin-Op Customer Service department are posters for Red Baron and Warlord™, two of Atari's latest video hits. These posters feature colorful graphic depictions of the Red

Baron and Warlords themes.

The posters make excellent promotional and incentive items and limited quantities are available free by contacting Customer Service at 1105 N. Fair Oaks Ave., Sunnyvale, CA 94086.



# Did You Know? . . .

There are close to 40,000 convenience stores across the United States. Approximately one out of every five convenience stores currently has a coin-operated game. In retail outlets such

as convenience stores, profit per square foot is of key importance. Atari's Cabaret™ cabinet games are specifically tailored to these types of locations, where limited space is a factor.

## Operator of the '80's

This issue's "Operator of the '80's" features two unique locations where video games have been very successful in increasing customers, publicity, and profits. These locations, a used book and collectibles store and a restaurant, were also the sites of recent world record scores achieved on Asteroids™ and Missile Command™.

Dick Statler, of West Palm Beach, Florida, has been in the used books and collectibles business for 22 years. He has owned and operated his present store, Family Book Trader, Inc. for the past five years. It's a good business in these inflationary times, since he deals in used merchandise. Customers also purchase collectibles as a hedge against inflation. The Family Book Trader's typical customer is male, 18-35 years old. This makes the store an ideal location for video games.

Six months ago, Dick decided to place an Asteroids machine in his store. He had played the game and, "It got under my skin. I kept wanting to beat the machine and finally decided to put one in my store." He contacted Entertainment Devices of Florida, Inc. who placed and services the machines. Dick now has 3 video machines, and plans to add 3 more in the near future.

Rick Larson, age 24, had been a regular customer of Dick's. He would come in and play Asteroids for hours, and seemed to be an exceptional player. Dick phoned Atari to find out the world's record on Asteroids. He then approached Rick

with the record, 17,000,000 points, and together they decided Rick could probably beat it. Dick contacted local radio, TV, and newspapers about Rick's attempt to become the world's champion on Asteroids. The game began at 10:30 am on May 2, 1981. It ended 34 hours and 55 minutes later, with a score of 21,184,000 points—a new world's record! It took a lot of effort to organize the world record attempt and bring out the media. But the tremendous exposure Family Book Trader received was well worth it. Dick is certain that he has more customers as a result of the media coverage of Rick's victory.

Dick is a firm believer that the best promotion for any business is continuous excellent service for the customer. He feels that "most businesses today fail to give service and personal attention to the customer. They are only concerned with the number of customers" and therefore alienate repeat business. Dick's operation is family-run, and he takes delight in getting to know his customers as individuals. As a result, his most successful advertising has been word-of-mouth.

The only business problem encountered with his games was the influx of young children in the store when the games were first installed. He quickly learned that by enforcing a few rules the children have been well-behaved and not a problem.

Would Dick recommend that other small businessmen install games in their stores? "Most definitely. The games pay our rent. It's hard at times to make ends meet, but without the games it would be much more difficult."

The Filling Station Eatery in

Pensacola, Florida, is a casual 24-hour restaurant, specializing in homemade chili, hamburgers, and salads. Managed by Ms. Trish Kelly, the restaurant just completed its first year of business. As well as serving good food, the restaurant provides entertainment for its customers in a game room adjacent to the dining area. The restaurant draws a wide range of customers, including teenagers, young adults, and families. There are presently 5 video machines available for customers to play.

One such customer is Mr. Jody Bowles, 27 years old and an avid Missile Command player. "Jody would come in and play Missile Command several times a week," Trish explains. "He kept practicing just to see how long he could go. Jody studied the game, trying to beat it, to anticipate what would happen next on the screen. The game would eventually beat him by doing the unexpected the longer he played."

On April 27, 1981, Jody decided to put all his energy into beating Missile Command, and at the same time attempt to break the world's record. The game didn't end until April 28th. After 30 hours of continuous play, Jody had achieved an astounding 41,339,845 points, smashing the previous record of 6,373,305 points. Although Trish did not actively pursue media coverage, the local newspaper got word of the story and came out to cover it.

Video games were originally placed in Filling Station Eatery as an attraction and to give the customers something to do while waiting to be served. During the past year the games have become a big success and an integral part of the business.

The only trouble Trish has had is keeping enough quarters on hand to make change for all the players. She recommends that other restaurants extend their businesses by incorporating games. "It must be done in the right way, depending upon the class of restaurant. If the games are put in a separate area, so as not to disturb customers who want a quiet meal, they can be very successful."

## Asteroids Deluxe™ Decals Available



Now available in limited quantities for display in location windows are Asteroids Deluxe decals. These dynamic full color decals make attractive window displays and draw attention to your location. They also inform players that you have the exciting Asteroids Deluxe video game.

To order your Asteroids Deluxe decal, simply get in touch with Atari's Coin-op Customer Service Department at 1105 N. Fair Oaks Avenue, Sunnyvale, CA 94086.

Atari, Inc.  
1265 Borregas Avenue  
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The Atari logo, consisting of a stylized 'A' shape formed by three vertical bars of varying heights, with the word 'ATARI' in a bold, sans-serif font below it.