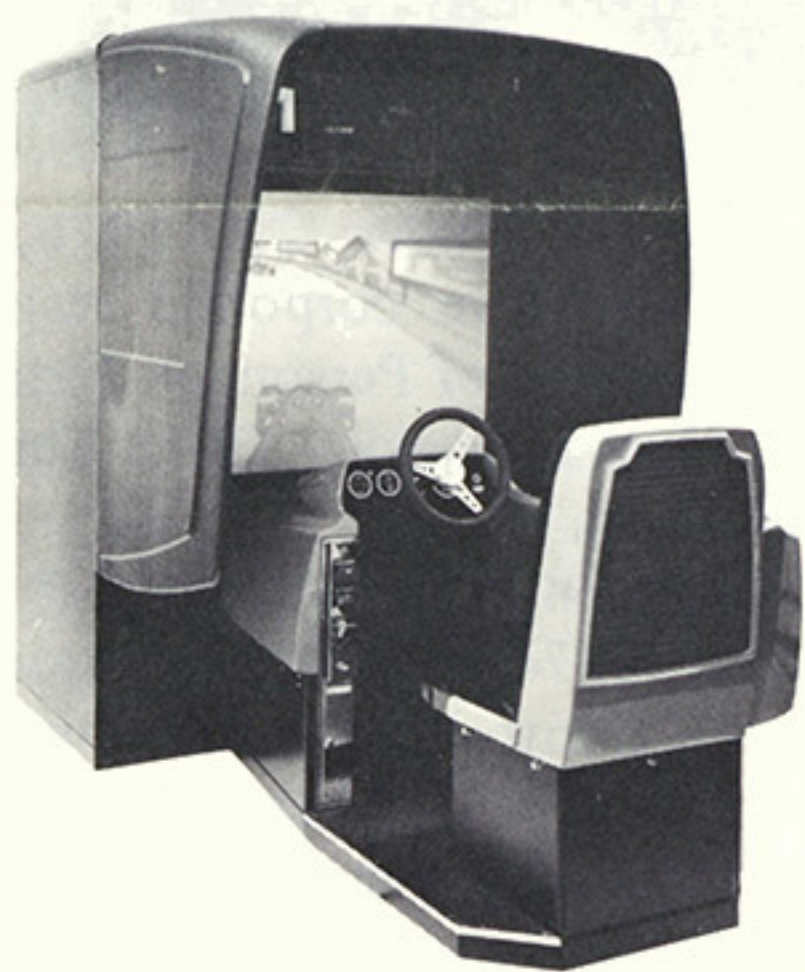


CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

January, 1977

Volume 1, Number 2



3-D Racing at 190

F-1 is more than a game. It's like a driving simulator.

The new F-1 projects actual three-dimensional images on a giant race course screen while the driver is seated in a realistic race car cockpit.

The constantly twisting track and 3-D racing cars create the excitement of true Formula One racing.

Much of the skill factor involved in the game includes trying to keep from crashing into cars that the player has to pass, or which are trying to pass him, while the driver races towards the highest possible score. Driving off the road also causes a crash.

The biggest attraction F-1 offers comes at the moment of impact with another car . . . when the crash sounds hit the ears and the entire screen is filled with a flame-colored explosion visual.

Scores are digitally displayed on a large, easy-to-read panel above the projection screen. The highest score previously achieved is stored and displayed. A button is provided for score reset. Game time is displayed by a fuel gauge and is operator adjustable. Extended play is awarded after driver scores 3,000 points.

ATARI THEATRE OFFERS NEW FUN AND GAMES FOR BART USERS

Atari's Theatre Kiosk, a series of six pie-shaped video game units has been installed for the first time at the San Francisco Powell Street Station of the prestigious Bay Area Rapid Transit System.

The six-sided video attraction is located inside the entrance at the station's train level platform.

In addition to the games which offer 90 seconds of play per quarter, a special 35 mm slide projection system along with BART advertising panels is designed into the top structure. Sequential, changing slides present various San Francisco and Bay Area sports, entertainment and information visuals.

"We think the machine, here at this one station on an experimental basis will provide fun for our riders between trains," a BART spokesman said. "And the information and revenue won't hurt, either."

"The BART location is an excellent example of the viability and earning potential of the Theatre concept.

"It is a new entertainment idea that combines extra sophistication and excitement with high profits for any high traffic location," Frank Ballouz, Atari National Sales Manager commented.

Each Theatre provides a complete video package that can be custom designed to integrate into any playing environment.

Two, three or six wedge-shaped units are offered. Operators can fit two units into a corner, three against a wall, or six into a stand-alone island center.

The upper portion can be custom designed, as in the case of BART, providing space for advertising and information.

Video games can be interchanged without loss of time or money. Once the unit is on location, games can be replaced simply by changing the control panel, attraction plex and P.C. Board.

Present Theatre games available include SPACE RACE™, TRAK-10™, TANK™, QUIZ SHOW™, FLY-BALL™, JET FIGHTER™, PONG DOUBLE™, STUNT CYCLE™ and LEMANS™, and soon to be released SPRINT II™, BREAKOUT™ and NIGHT DRIVER™. Current collection figures are available by calling Frank Ballouz at Atari, (408) 745-2500.



ATARI THE DRIVING GAME EXPERT

In early 1974 Atari introduced the first video driving game to the market. Since that time they have proven to be the most consistently high earning type of video games operated. Atari has maintained its leadership in this field, having the highest level of expertise in manufacturing top quality driving games. These games have the "staying ability" that operators demand and players will come back for over and over again.

Today the variety of driving games available from Atari is such that any type or size of location can benefit from the high collections they offer. The exciting eight player games, Indy 800™ and soon to be released Sprint 8™, have highest attraction for arcade locations and are a strong activity center drawing crowds and collections. F-1 is another sensational game with outstanding appeal to players of all ages. For those smaller arcades without sufficient space for the eight player game, there is Indy 4™, the four player version of Indy 800™, which has been a top earner in many locations with added versatility.

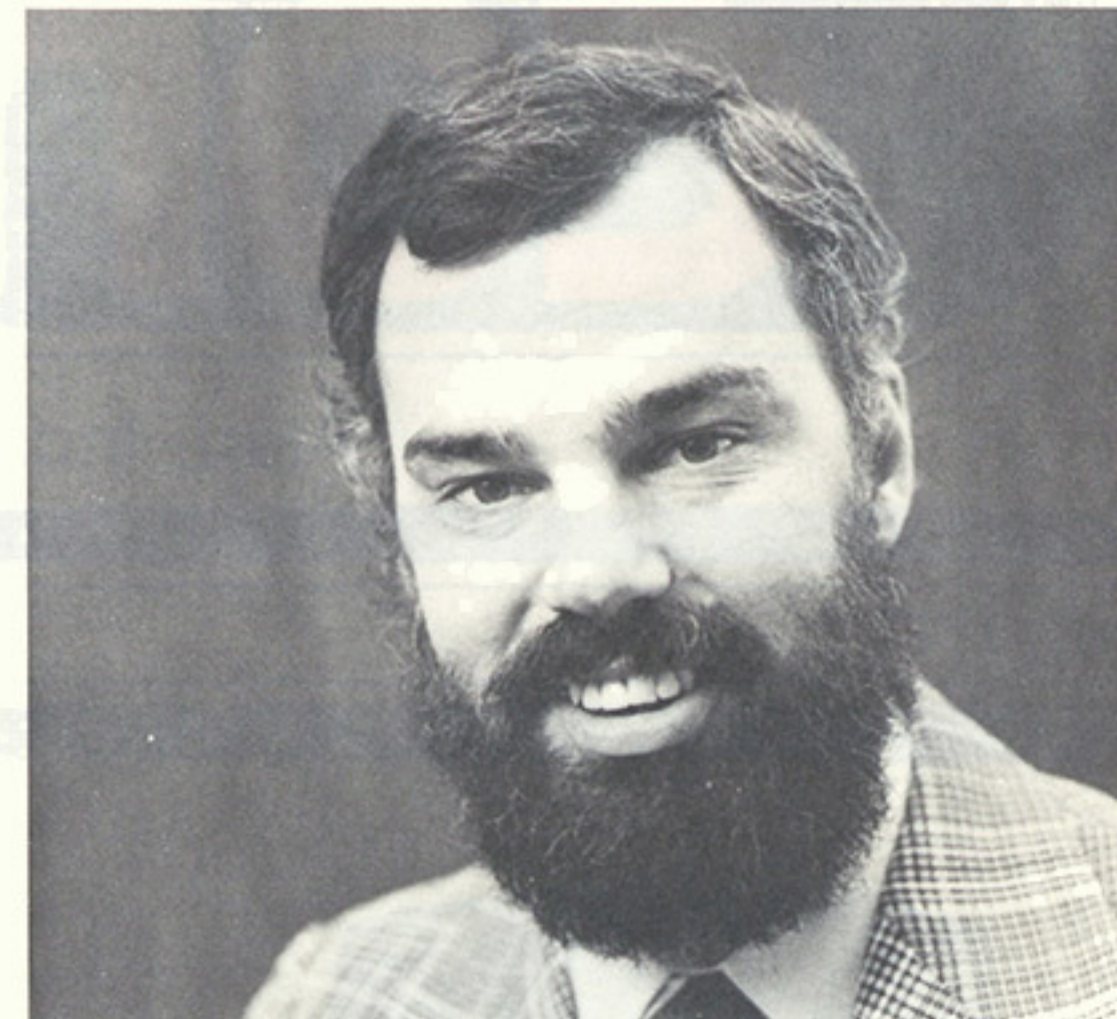
The one or two player Sprint 2™ offers players a choice of twelve tracks to enhance replay appeal. Ted Olsen, a California arcade operator, said, "Sprint 2 is one of the best investments I've made. It has earned between \$250 and \$300 per week consistently over the past four weeks." This is only one example of the many excellent reactions to this game by operators.

Night Driver™ is another driving game in the Atari selection which has shown top collections in both arcade and street locations. Craig Singer of Nickels & Dimes, Inc., one of the largest national operators, said, "Night Driver has been an exceptionally good game in all my locations." Atari's Night Driver has significant advantages over Midway's competing game, 280 ZAP; the player choices of tracks and 3 extra tracks built in, as well as the self test program are examples. This game has versatility and excellent appeal for the 16 year old and older players, as well as the younger ones.

"Without question, F-1 is the best game I've ever had," claims Steve Shoemaker of the Fun Factory, Redondo Beach. "The first weekend it was in my amusement center F-1 had an average of one play every minute and a half for all the hours we were open. With approximately 225 games in this location I can say it is our top earning game," Steve adds.

"Atari driving games exceed everyone else's," says Ted Olsen. Craig Singer says, "Atari video games are the best in the industry." These are examples of the many satisfied operators who have experienced the benefits of high collections from Atari driving games. Not only are they top money makers, but they maintain earnings over a long product life. Driving games are always an excellent addition to an operation and Atari is the expert driving game manufacturer.

John Anderson Named Vice President Administration



Effective December 21, 1976, Mr. Anderson will have corporate responsibility in the areas of Personnel, Facilities Planning, Data Processing, Office Services and legal liason.

Mr. Anderson began his career at Atari in October 1974 as Cash Manager. He became the Controller for the Consumer Games Division in October 1975 and was appointed Assistant Treasurer of Atari in July 1976.

Previous experience has included positions as Accounting Manager at Unicorp, and Cost Accounting Supervisor at ISS Corporation.

Mr. Anderson holds an MBA degree from the University of Santa Clara and a BS degree in Industrial Management from San Jose State University.

Jean Morosin - Administrative Assistant to the Vice President of Marketing



*Our marketing team has an eager V.P.
To be the best is his decree.
On top of everything day to day
The work is done without delay.
One who assures that all is efficient
Is the energetic V.P.'s assistant.
Mounds of paper on her desk and a
telephone to her ear.
Jeanie helps keep things going
throughout the year.*

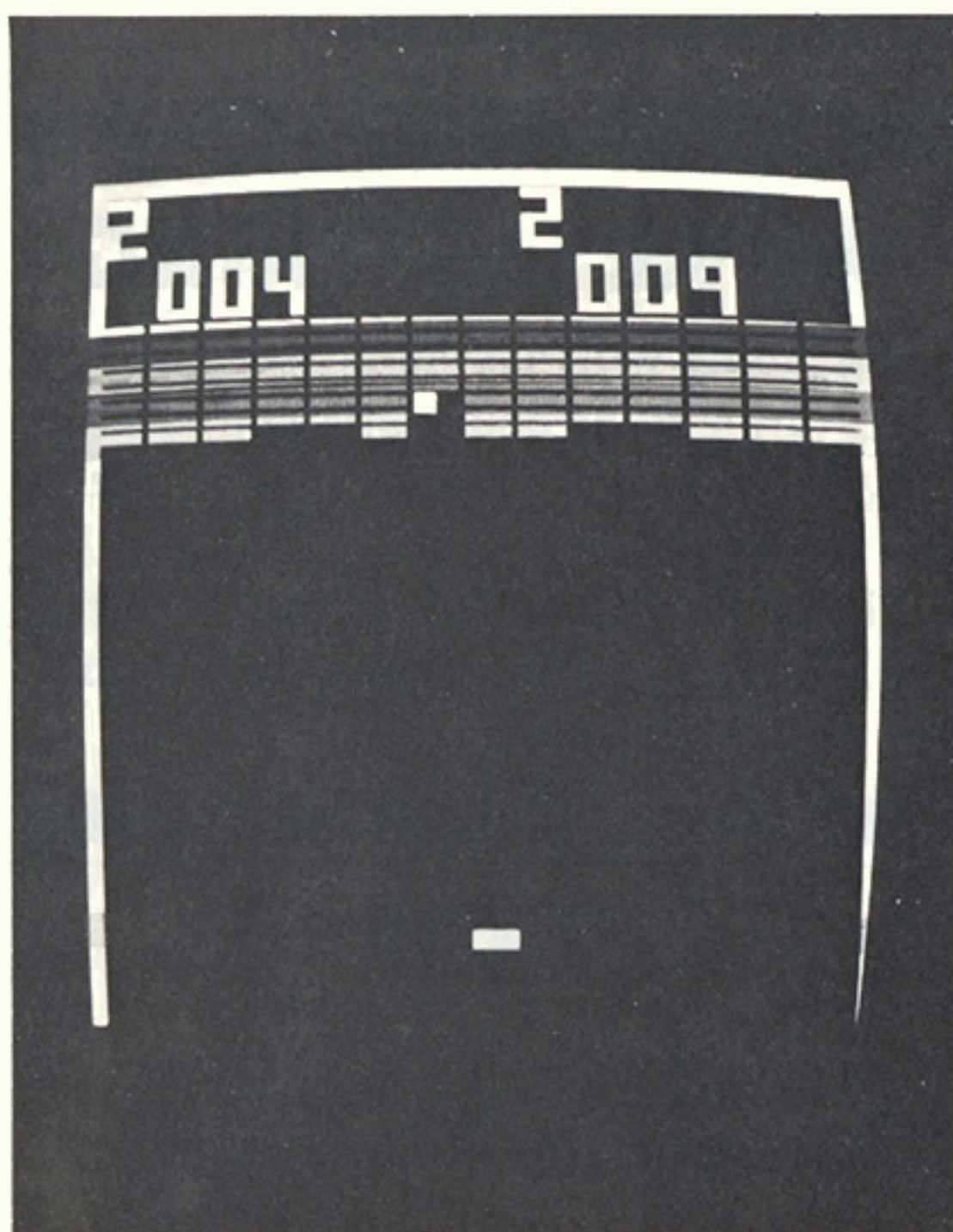


The Story of a BREAKOUT™ Addict

There I was in Joe's Bar waiting for my gal and saw this game Breakout. Well, I decided to give it a try. "What a rip-off." Thirty seconds and twelve lousy points. I thought it was a ridiculous game.

Then some wise guy walked up to the game and got 400 points on the first try. That did it. I was determined to knock those little bricks off the screen, just like he did.

About five bucks later I finally got the score to 100 and, "Wow," I got a free game. By this time my girlfriend arrived and we were in hot competition. At closing time I had almost gotten all those bricks off and decided that I was hooked.



The next night I took some guys from the office over to play again. The whole gang was as addicted as I was and we decided that the first person to get all the bricks off deserved a free lunch.

It was a week later that we found out what happens when all the bricks are gone. The whole thing starts over again. Guess who won the lunch? Patty, the mail clerk.

I finally did it two weeks later. Today my high score is 682 and I'm still working at it. By the way, I've decided that this is a great way to relieve the stress of a hard day's work. Next I plan to conquer Dominos.

Signed,
Jason the Breakout King

Editor's Note: Breakout upright and cocktail versions are available now.

TECHNICAL TIPS

SPRINT 2™

If your Sprint 2 should develop lines on the car display, a modification is required for the P.C. board.

1. Add a 470 Ω 1/4 watt resistor from Pin 5 of N9 to ground.
2. Delete C38, 100 pF cap (Pin 6 of N9 to ground) (Near position R9)

Questions can be directed to our toll free number (800) 538-6892

New DOMINOS™—A Battle of Strategy

Atari has just released another exciting new video action game. DOMINOS™ is a one or two player highly competitive strategy game with strong play appeal for all ages. It is a prime example of an easy to learn, hard to master, challenging game that marks it another Atari winner.

DOMINOS™ pits one or two players against one another in a head-to-head battle of wits.

Players control the direction of a simulated wall of dominos with a set of four pushbuttons.

Each player's wall starts at opposite sides of the 19" monitor. Each wall is progressively built by pushing the appropriate button — left, right, up or down.

When a player's wall hits his own or opponents', his wall "falls" dramatically just like real dominos, and the opponent wins the point.

The object is to trap the other player. Precise timing and planning are the keys to winning.

A single player game plays like the two player version, except the opponent is the game's computer.

Two start buttons are provided for selection of black or white dominos.

Exclusive operator options include adjustability for number of points to win game to 3, 4, 5 or 6, changing the length of the game; variable volume control and coinage — one or two coins per play, or one coin for two plays.

Service features include a built-in self-test program to check options and

help in on-the-spot troubleshooting, exterior on-off switch and DURASTRESS™ tested solid state reliability.

Frank Ballouz, Atari National Sales Manager commented "The Atari 'domino effect' is not only a key visual attraction feature of this game, but we think it is also going to mean higher earnings for operators and distributors."



New NIGHTDRIVER™ 3 Different Tracks, 4 Speed Shift

Driver selects one of three tracks, depending on degree of difficulty — “Novice”, “Pro”, or “Expert”, shift to first gear, step on the accelerator and roar into the night.

The monitor displays a realistic twisting roadway ahead. The harder the acceleration, the faster the track comes at the player, making it harder to stay on the track without crashing.

“Best” top speed and score previously achieved for each track is stored and displayed whenever track-selection switch is activated.

A realistic nighttime effect is achieved with “blacklight” illumination of monitor graphics.

Special operator options include Extended Play when driver scores 350 points, and adjustable Game Time to 50, 75, 100 or 125 seconds... a switch is provided that also allows operators to change the game's tracks to a different set of three courses.

NIGHT DRIVER is designed with an exclusive self-test program built into the games' programming to spot check options and trouble shoot minor problems on the spot. The program tests all switches, all microprocessor and memory functions. It also reads out game option switch positions on the computer board.

ATARI LISTENS TO OPERATORS

Taking an hour out from the busy schedule at MOA, operators from around the country attended a roundtable discussion on solid state pinball games with representatives from Atari. This was an excellent opportunity for Atari to gain a better understanding of operators' needs and expectations regarding electronic pinball games. The information from this and other similar group discussions held earlier in the year is helpful in providing inputs for product development of the Atari flipper games.

The twelve operators attending the group in Chicago indicated that they expect Atari's pinball games to have fewer service problems than most electro-mechanical games. Minimizing the need

for adjusting and repairing contacts, as well as less carbon build up to be cleaned on the playfield, were some of the major factors discussed. Also, the inclusion of a built-in troubleshooting system is viewed as a strong advantage for servicing.

Operators also discussed many of the aspects of game play which are important for the overall appeal of flipper games. These ideas are being considered for implementation on Atari's planning.

The operators' insights obtained, together with players' evaluations, have been most valuable. Because of this, Atari will continue to conduct operator group discussions at various times during the year to learn more about the operators' opinions about Atari games.



Atari Representatives, Carol Kantor, Manger of Marketing Services, Al Acorn, Vice President of Research and Development and Eddie Boasberg, Pinball Marketing Coordinator meet with operators.

WE'RE LISTENING

Beginning with the next issue, we will be featuring your comments and ideas in a regular column. We'd very much like to hear from you.


Please write us c/o Carol Kantor, Atari, Inc., 1265 Borregas Ave., Sunnyvale, CA. 94086

STAFF

Publisher — Atari, Inc.
Editor — Carol Kantor
Art Director — Evelyn Lim

Atari, Inc.
1265 Borregas Avenue
Sunnyvale, California 94086



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