

SNEAK PREVIEW

A new and different game innovation will be introduced soon by Atari. This game has all the features of a winner and more. A popular theme, realistic action, player involvement, competition, attraction and play appeal are some of the general characteristics that make this game a record breaker among all previous games. It has a unique presentation that will draw crowds and is designed for location versatility.

Most important, while on test this new game showed higher collections than any other, including most of the best games in the market. When the game was removed from location for further development, many players specifically asked about the game and even called Atari to find out where they could go to play it.

"This spectacular new game will be available in the near future," reported Frank Ballouz, National Sales Manager. "We are looking forward to this being the strongest new game concept in the industry." It is sure to be a players' favorite in bars, taverns, restaurants, game centers... everywhere! Watch for the official introduction next month.

INTRODUCING TOM PETIT



Tom Petit is the newest member of Atari's dynamic sales team. As Sales Representative in the Western Region, Tom works closely with Atari distributors to promote closer communications with the marketplace. "His experience and training with Atari's engineering and manufacturing departments make Tom a valuable addition to our sales team," commented Don Osborne, Western Regional Sales Manager.

Prior to his graduation from Santa Clara University, Tom held a part-time position with Atari's product development engineering. His studies in marketing together with his continued experience in engineering and manufacturing gave him an excellent background for sales and product support in the field. As sales representative, Tom will work with Don Osborne traveling to meet with Atari distributors and operators in the Western Region. This will increase Atari's interaction in the market and help to obtain valuable inputs for future product development and support programs.

A SPECTACULAR INTRODUCTION

Super Breakout™ gives operators a unique opportunity to introduce this game to players in a spectacular way. By running a special contest promotion for the introduction of Super Breakout to a location, players will be encouraged to practice their Breakout™ skills as well as generate enthusiasm and added income.

PRACTICE NOW, SUPER BREAKOUT IS COMING



A sign reading "PRACTICE NOW, SUPER BREAKOUT IS COMING" can be placed on top of a Breakout game. The game should be positioned in a prime traffic area. Posters announcing an upcoming contest on the new game placed in the location and in other nearby public places will stimulate interest. The contest could be held around the first week that Super Breakout is placed in the location.

There are many different ways the contest can be set up. One suggestion follows:

SUPER BREAKOUT GRAND CHAMPIONSHIP

RULES:

- The top prize winners will have the highest total combined scores on Breakout and each of the three games in Super Breakout (Progressive Breakout™, Double Breakout™ and Cavity Breakout™).
- A second category of winners will be the top scorers on each individual game.
- There is a minimum qualifying score on each of the four games. Contestants can play up to 5 games in competition, recording the highest score over the minimum. (If the minimum score is not reached, that score will not be recorded for the contest.)
- Each recorded best score must be verified by a location employee.

EMPHASIS ON INTERNATIONAL MARKET



Sue Elliott, Atari's International Marketing Administrator, is on an extended trip to meet with Atari European distributors. One of the primary goals of this trip is to further evaluate the international game market and determine guidelines for additional support for their marketing efforts.

Sue will be working together with Atari Marketing Services to initiate a major research effort to study the international marketplace. In her meetings with distributors, Sue will be collecting primary and secondary information on the current market and future potentials.

There is evidence of significant growth of game sales in most European countries. It is important for Atari to learn more about the future potential growth and specific needs to better serve this market. The findings from the interviews with distributors on this trip will be combined with inputs from other international and domestic research efforts to develop a better understanding of the total market status. With this evaluation, Atari will be implementing new directions in product development and support to maximize our effectiveness in the marketplace.

ATARI IRELAND OPENS

Atari, Inc. announces the opening of a new manufacturing facility in Tipperary, Ireland. Atari will be manufacturing video games for the European market in this new location. "We believe that Atari Ireland will enable us to better serve the growing international market in the European countries," commented Gene Lipkin, Vice President and General Manager of Coin-operated Games Division.

Atari Ireland, LTD, is a wholly owned subsidiary of Atari, Inc. This manufacturing facility is headed by Gil Williams, Atari Vice-President of Manufacturing, who has organized and initiated its operation in Ireland. The new facility will be in full production of all current Atari games in the near future.

ATARI ATTRACTION AT AMOA

Atari's booth at AMOA is certain to be a major attraction. There will be many more exciting new products on display this year. New games will be officially introduced at the show. In addition, there will be a spectacular preview of other games that are being developed and tested.

Booths 16-36 will be a hub of activity with Atari's all-new display and presentation of some of the most amazing attractions in coin game history. Frank Ballouz, National Sales Manager, commented, "We look forward to a spectacular show this year. I know that Atari will have some of the most outstanding products ever."

See you in Chicago, November 10-12.

PROMOTION IDEAS

COUPONS

Tony Bado of Anthony Amusements, Dale City, VA, writes:

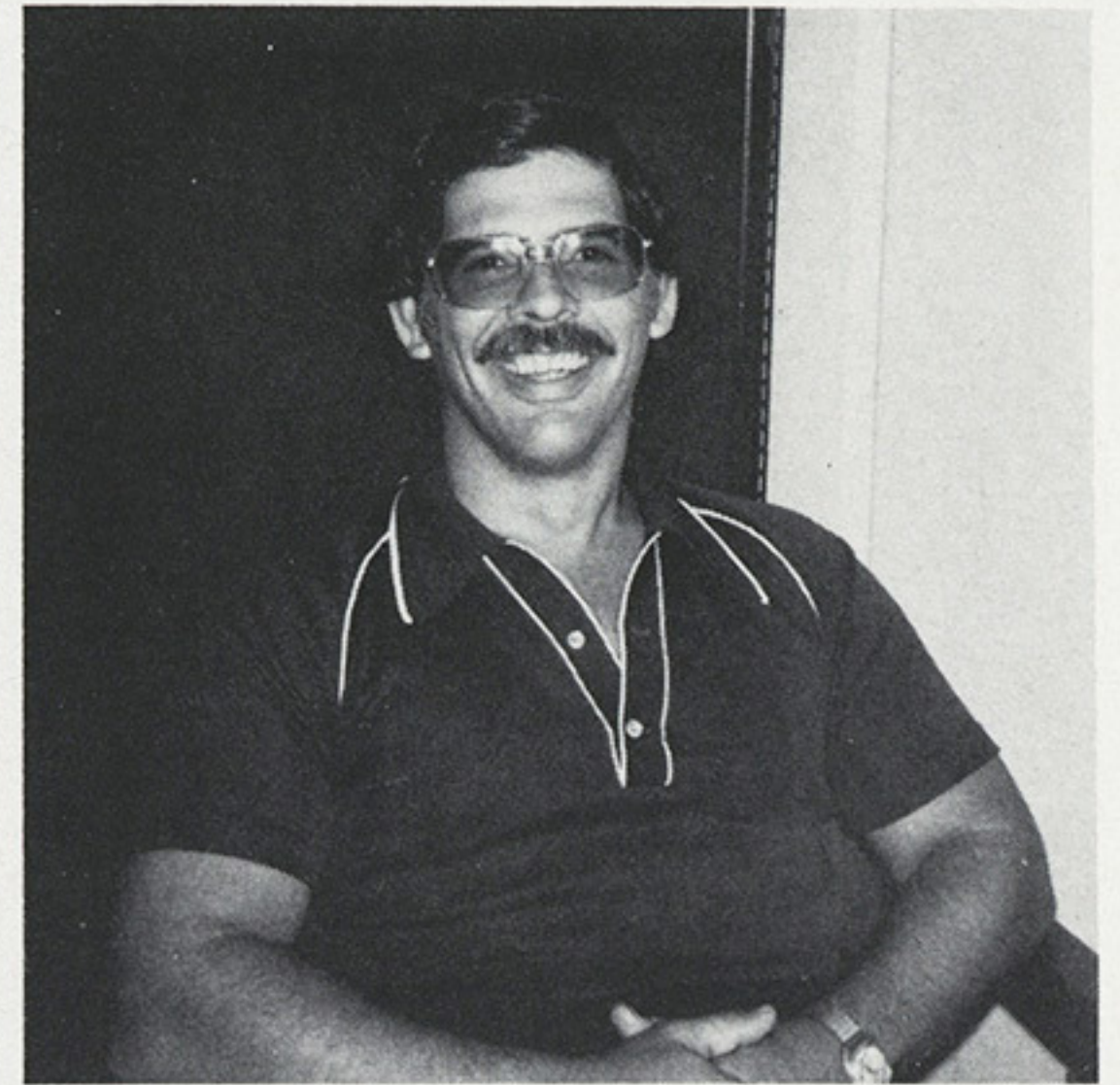
"As an operator in several locations, including an arcade, I needed some incentive to increase traffic." He has designed a colorful coupon (2" x 4") good for 2 free games in the arcade. "The coupon is given to every 'kid' I see," he continues. Mr. Bado also noted that the card coupons are quite inexpensive and effective.

Thank you for this suggestion. You could also contact scout troop leaders or other youth organizations to have the coupons handed out at their meetings.

DISCO/GAME CONTEST

A disco night at the local game center can be a big attraction with the new popularity of dancing. A local radio station sponsorship would be an excellent tie-in for this type promotion. A disco contest in conjunction with a special game competition could make a spectacular weekend promotion event.

BETTERS MANAGES SERVICE

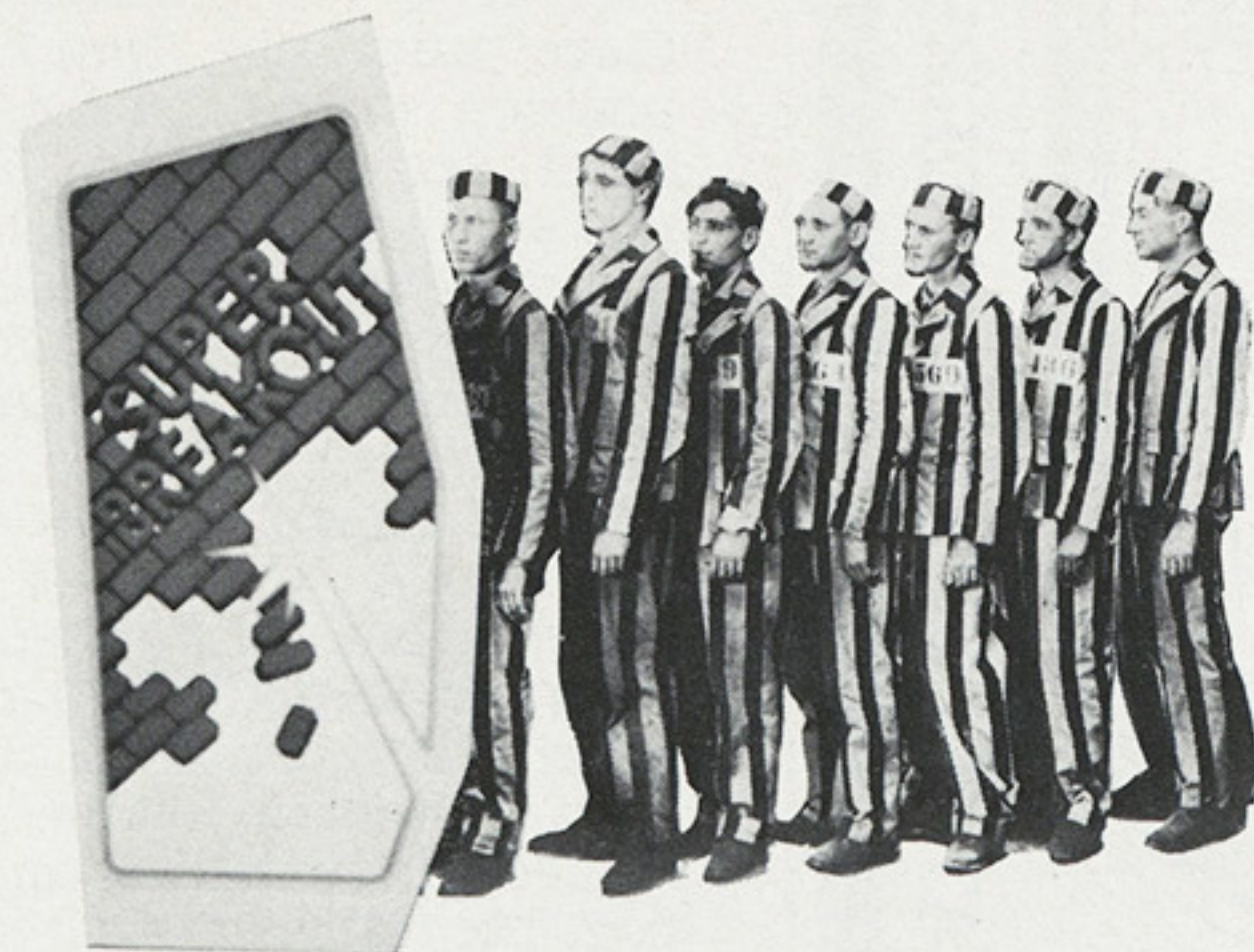


Bob Better is now Atari's Manager of Customer Service. In this position his main objective is to better systemize and coordinate parts and technical support functions to maximize the efficiency of Customer Service. Bob will be implementing parts procurement and order processing into Atari's data processing system to assure more timely and effective operation. He will also work closely with the technical support group to improve communications for optimum response to customer needs in the field.

Bob came to Atari with fourteen years experience in technical product support. He most recently worked for Casper Instruments in quality Assurance and Customer Service Management for semiconductor processing equipment over the past six years. Frank Ballouz reported, "I have a lot of confidence in Bob's ability to manage our Customer Service Department. He is extremely well qualified and will implement more effective programs to continue our efforts to provide the best service support in the industry."

BELIEVE IT OR NOT!

In the past week, over 8 million people in the United States played at least one coin-operated video or pinball game.



TECHNICAL TIP

MIDDLE EARTH™

Symptom: The flipper vibrates or chatters when the button is held in.

Solution: This may be caused by the fine wire on the flipper coil breaking. After resoldering the wire, use a small amount of silicone seal or tape to support this wire to alleviate this type of failure due to vibration. (If this wire is not broken, check the adjustment on the end of stroke switch.)

Also: To extend the life of the end of stroke switch on the flipper coils, add a .1 microfarad, 100V disc cap across the common (c) and normally closed (n.c.) switch contacts to reduce contact wear.

TELETHON HELP WITH PINBALL

The Jerry Lewis Labor Day Telethon to fight muscular dystrophy received additional donations from several fund raising pinball events. Herb Francis of Brunswick organized a pinball competition and special game area for the Telethon in New England. Don White of Brunswick and Blair Norris of Brady Distributing coordinated a raffle and game play for fund raising in North Carolina. The combined efforts of these two charity events raised over \$4,000 to help fight muscular dystrophy.

A New England pinball tournament initiated the fund raising effort. 13 Brunswick Recreation Centers and 6 Dream Machine game centers held local contests to select the 57 qualifiers for the Telethon playoff. The entrance fees were all donated to the M. D. fund. The playoff held at the Telethon telecast center, Warwick Mall, Warwick, RI, included competition on Atari's Middle Earth™ game. Mark Provost of Portsmouth, NH, was declared champion. Atari donated prizes for all the finalists. Rowe International, Dedham, donated the top prize of a pinball game. At the same time, games were available for public play and the collections donated to the Telethon.

In North Carolina, a similar special game center was set up at Eastland Mall in Charlotte for the Telethon. Brady Distributing also donated a pinball game to be raffled off for added funds to the charity.

Both of these events received television coverage and are excellent public relations efforts. Herb Francis commented, "It was a rewarding experience to organize this event for a worthwhile cause like muscular dystrophy." He is making plans to coordinate a bigger event for next year's Telethon. "We hope to make significantly more next year," he noted.

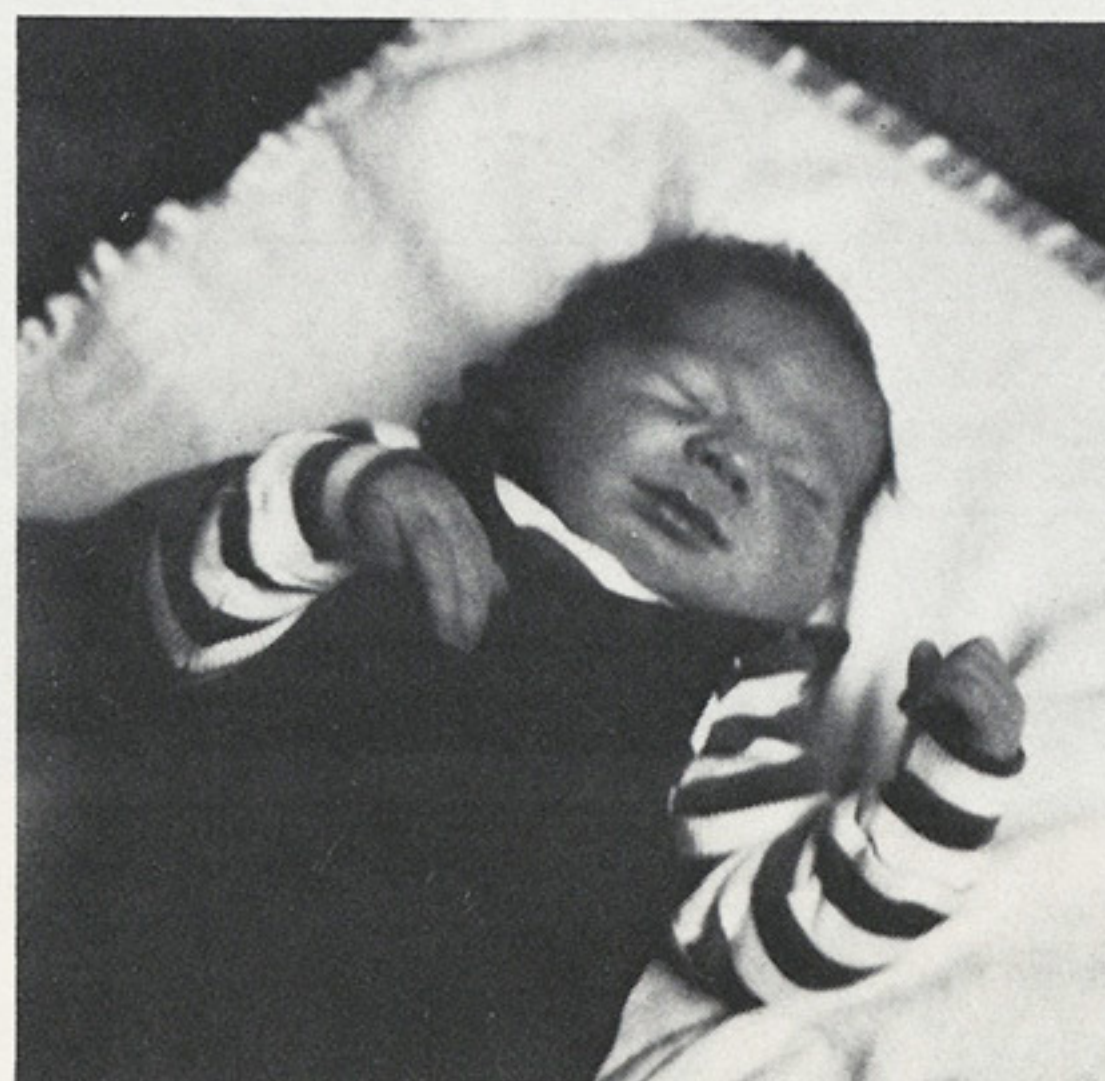
CROSSWORD CONTEST ANSWERS

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* Can also be repairs

I apologize for 35 Across being missed; the clue is "Potentiometer, (abbrev.)". — Editor

WELCOME THE NEWEST ATARIAN



Brent Nolan Bushnell joined the Atari family on September 5th. Nolan and Nancy were thrilled to announce the arrival of their son. Brent is a healthy 8 pounds 8 ounces and 20" tall. Nolan's pride was evident as he celebrated with handouts of traditional cigars and candy around the office. "I've got great plans for my son," he proclaimed. It is certain that Brent will spend his youth as an Atari game champ!

CONTEST WINNERS

First Prize of an Atari Home Video Computer System goes to Andrew Cooper, Regional Manager and Western Service Manager for Nickels and Dimes in Houston, Texas.

Jim Goodsell from Melbourne, Australia, California Enterprises Pty. Ltd., won second prize of an Atari Video Pinball home game.

There were six third place winners with correct answers. Each of the following people will receive an Atari windbreaker:

Nyle Taylor, Gizmos
Omaha, Nebraska
Walter Hoffman, The Game Room,
Montrose, California
Winfield Scott, Edax Amusement,
Phoenix, Arizona
Normand Leclerc, Rowe International
Dorval, Quebec
Joe McCarthy, M & M Distributing,
St. Louis, Missouri
Mike Bodien, R B Vending,
San Diego, California

There were many other entrants who will receive third and fourth place prizes of Atari belt buckles and pens.

Thank you all for participating in this contest. We received many nice notes suggesting that we have similar puzzles and contests in the future. Because of the response to this contest we will plan another one soon.

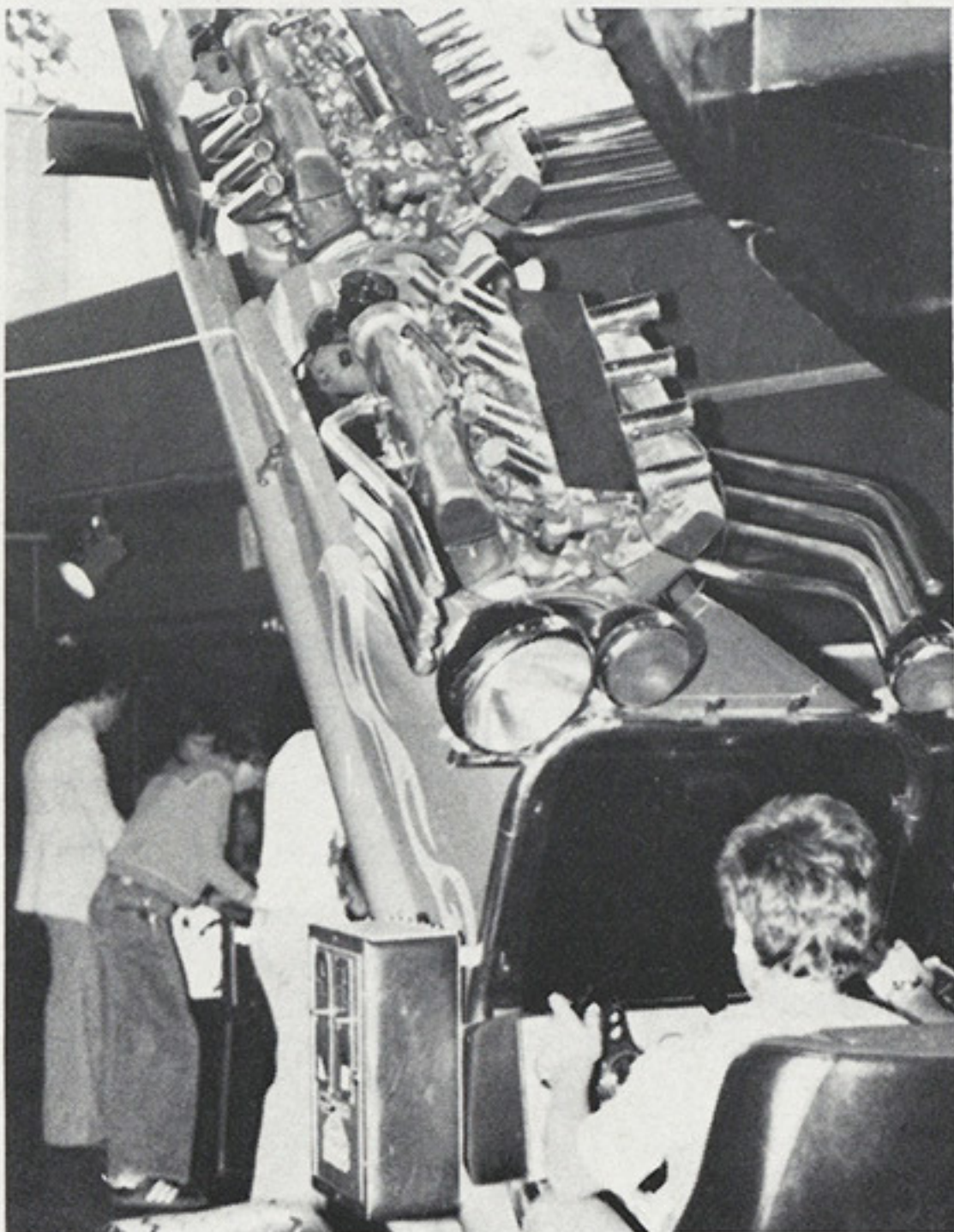
DRAGSTER DRAGS IN PROFITS

By John Scheff

New and interesting ideas keep the game business what it is today — fascinating. And creative operators like Ray Schweitzer of Stuttgart, West Germany, know how ingenuity pays off.

Three years ago Ray had the inventive idea of building an attention-grabbing showpiece for his arcade around an Atari Track 20™. Several weeks of design and constructive effort plus a \$10,000 investment yielded a 36' flaming chrome dragster. This unique, life-size model displays three Mercedes test racing engines to the two players peering over the controls, caught up in the excitement of their environment.

As the symbol for the "Spiel Salon Schweitzer" in the Kaufhaus Breuninger, this impressive artwork rests one floor below street level, yet towers into an overhead window display at an angle to create a "wheelie" illusion.

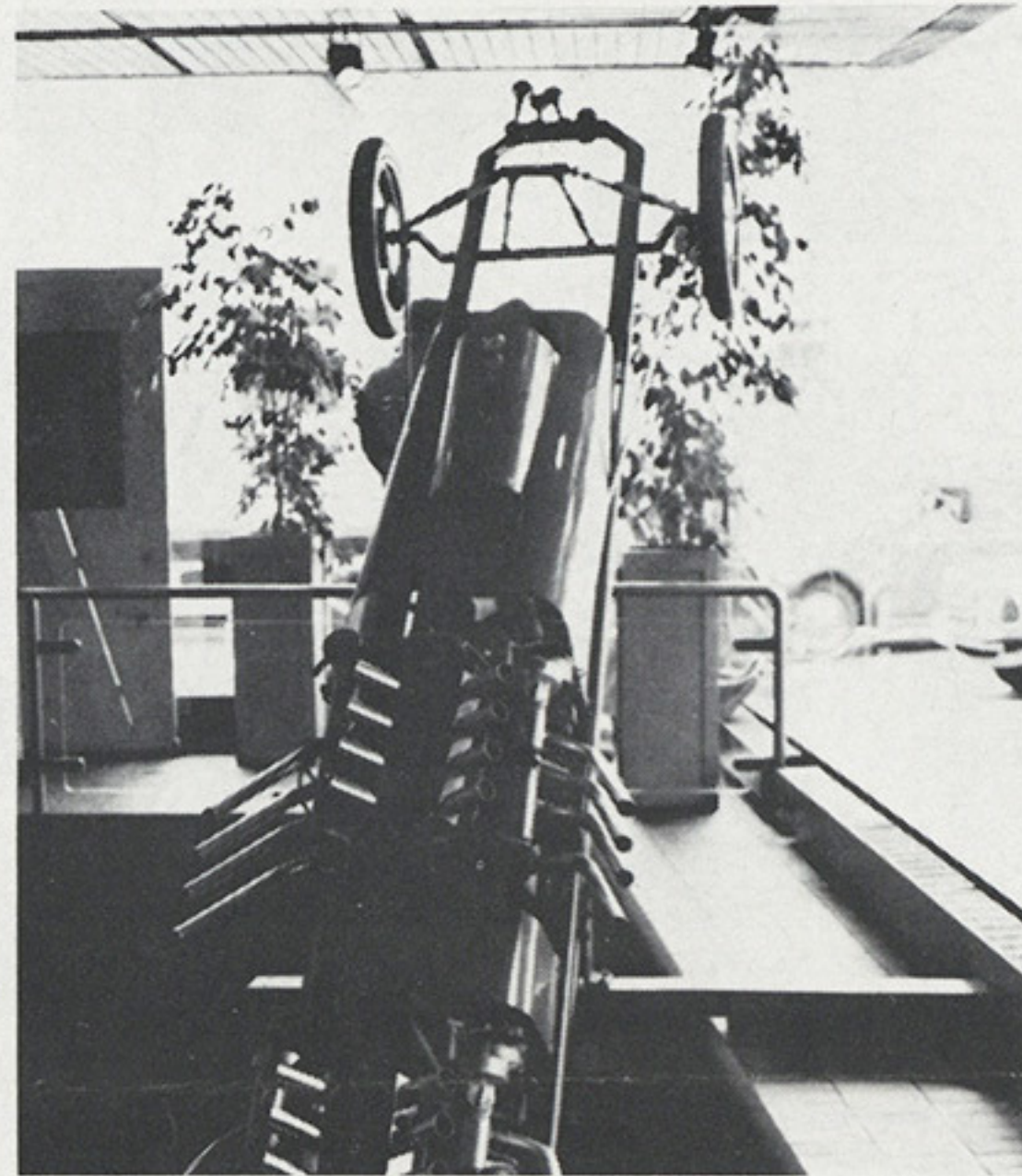


Players line up for a chance to play the Track 20™ dragster.

Onlookers from above, attracted by the majesty of this artwork, hurry down the spiral staircase for a closer look and, as always, a line forms to play.

Although intended primarily as a lead-in to the arcade, this one game has grossed \$70,000 in the three years on location—continually the best piece week after week.

Knowing that his inventiveness has paid off, Ray is once again designing a new piece and one can bet that it will be successful.



This spectacular dragster towers into an overhead window display one floor above.

**WATCH FOR ATARI'S
SENSATIONAL AMOA
SWEEPSTAKES
NEXT MONTH**

Spectacular (Continued)

ENTRY AND SCORE CARD:

As players enter the competition, they receive an official score card which is turned in upon completion.

BREAKOUT/SUPER BREAKOUT GRAND CHAMPIONSHIP SCORECARD

| Name _____ | Age _____ | Minimum Score* | Record Best Score | Verified by: |
|-------------------------|-----------|----------------|-------------------|--------------|
| 1. BREAKOUT | | 200 | _____ | _____ |
| 2. DOUBLE BREAKOUT | | 500 | _____ | _____ |
| 3. CAVITY BREAKOUT | | 400 | _____ | _____ |
| 4. PROGRESSIVE BREAKOUT | | 600 | _____ | _____ |
| TOTAL | | | _____ | _____ |

*Minimum scores are only suggestions that are considered good scores for an average player and should be adjusted for the skill levels at the location.

This competition could be segmented into two to four groups based on age. Once winners have been determined in each group, a championship play-off could be held.

In addition to the winners of combined and individual scores on the games, some type of recognition can be given to players for each score over the minimum. This could be a coupon for a free game or a similar type of reward.


This competitive introduction of Super Breakout in a location is certain to bring a lot of added attention to the game. It will generate even more revenue with players practicing for the contest. The contest can also be continued over time with high scores on the games. The championship scores from the introduction competition can be posted as a challenge score to beat.

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