

# Pinball



VOL. 3, NO. 1 JANUARY, 1979

ATARI INC., 1265 BORREGAS AVE., SUNNYVALE, CA 94086

## HERCULES™, THE NEWEST LEGEND FROM ATARI



HERCULES™, the colossal pinball game from Atari, will be available early this spring. Standing almost 7 feet tall and 8 feet long, HERCULES is the largest pinball game ever to be produced. The enormous size of this game will continually attract new players, yet the challenging play action will encourage repeat playing.

The alluring backglass features the mythological hero of strength, contributing to the overwhelming visual impact. Once the cue ball is set in motion, the powerful play action begins. Specially designed giant thumper bumpers make thundering sounds. With the double-size flippers, players can send the ball speeding up the right lane and through the spinning target on the left to achieve the "Path of Victory". HERCULES™ has all the features of a superior pinball game including specials, extra balls, double bonus, bonus collect, and memory. There are a variety of bonus lanes and high scoring targets to intrigue players of all skill levels. With 18 square feet of fast pinball action, HERCULES™ is a unique game.

Operators had the opportunity to preview the HERCULES™ pinball at the November trade shows. "Operators of larger game locations and arcades were enthusiastic about having HERCULES™ as a major attraction. They commented that the extraordinary size and good play action will insure a long earning life," states Frank Ballouz, Atari's National Sales Manager.

HERCULES™ is an exceptional game that will be an outstanding and profitable attraction in many locations. "Atari will only be manufacturing a limited number of

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## EXCELLENT RESULTS ON SPACE RIDERS™

Field tests nationwide confirm that SPACE RIDERS™ is among the top pinball games on the market today. A sample of different field test locations across the U.S. were selected at random and collection information summarized for the SPACE RIDERS game. This research represents 4 to 8 full week collections from each of the locations.

In 88% of the weekly reports, SPACE RIDERS was among the top three pinball games in the location; in over half, it was the number one collecting game. The actual dollar collections ranged from \$70 to \$278 per week with the average at \$133 per week.



Among the locations in the sample are arcades, bowling centers, transient and local street locations in different cities across the U.S. This summary of the results from the SPACE RIDERS field test represents a compilation of over 50 weeks of the game's outstanding performance in different locations and playing conditions.

One testing operator reported, "Player reception to the game is excellent." Overall, the SPACE RIDERS field test shows it is among the best collecting games and has a superior record of performance in the field.

## FOOTBALL NEWS



ATARI FOOTBALL™ is beginning to make

the news as its pop-

ularity continues to grow.

The January 8th issue of

THE VILLIAGE VOICE,

New York City, featured the

game in a clever article

by Howard Smith and Cathy Cox:

"Eyes aglaze with meanness, two well-dressed businessmen place themselves on opposite sides of the squat machine. Coats removed, jackets off, ties loosened, they prepare for the big fight. One pulls

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## TECHNICAL TIPS

### PINBALL LAMP PROBLEMS

(Other than normal bulb failures)

**Symptom:** No lamps. All lights out.

**Solution:** On auxiliary PCB, transistor Q5 is possibly open. Check with ohm meter. If open, replace transistor. (Caution: Q5 is normally hot.)

**Symptom:** All lamps extraordinarily bright.

**Solution:** On auxiliary PCB, transistor Q5 is possibly shorted. Check with ohm meter. If shorted, replace transistor. (Caution: Q5 is normally hot.)

**Symptom:** Lamps are out in a quadrant or section of the playfield.

**Solution:** Transistors Q6, Q7, Q8, and Q9 on auxiliary PCB are possibly open. Check with ohm meter. If open, replace transistors.

**Symptom:** Lamps in one quadrant or section of playfield are exceptionally bright; others on the rest of the playfield are out.

**Solution:** Chip A1 on auxiliary board may be faulty. Replace this chip with an (IC) Chip #ULN2003.

**Symptom:** All lamps are out and audio, coin counter and lockout coil are inoperative. (However, game can be played.)

**Solution:** The 20 volt power supply on the auxiliary PCB may be faulty. Check and replace as needed: CR5 part #P6KE 30 and/or diode bridge B1 part #MDA 100A. Also check lamp fuse F3 (15 amp 250 volt) and replace if needed.

## THEY PAY MORE AND PLAY MORE

Solid state pinball games have increased the average per game price by 3.1 cents over electromechanical games. The average weekly collections are up by 30% to 40% in most locations. These findings from Atari's national operator survey confirm that the solid state pinball has not only made one game per coin a reality, but players are spending even more on the games.

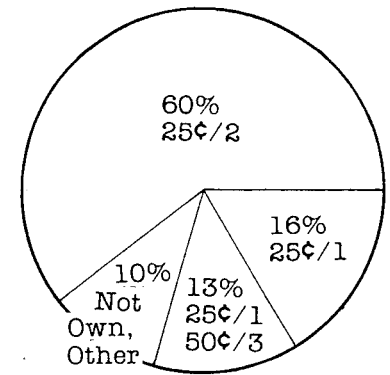
There are almost twice as many operators who price solid state games at 25¢/game than electromechanical games. While 60% of the electromechanical games are set on 25¢/2 games, only 11% of the solid state games give 2 games per coin. Almost half of the solid state games are priced at 25¢/game, 50¢/3 games, and the majority of these are on 3 ball play. (See graph)

It was found that the number of balls per game is also changing with solid state games. Over half (53%) of the newer games are on 3 ball play where it is 42% for the electromechanical games.

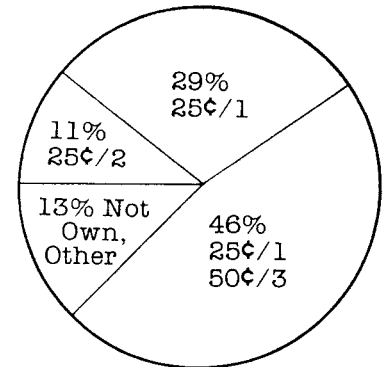
The number of balls per game in many cases is a regional or geographic trend. It seems that some areas have had more difficulty with the transition from 5 to 3 balls than from 2 games to one game per coin.

One way to evaluate the pricing alternatives is to determine the price per ball on each choice. From this, potential income can be projected based on the fact that the average ball in most games lasts 30 to 40 seconds (use 35 seconds as an average). The following chart points out the projected income for 10 hours of play at each price alternative in descending order of potential collections.

**Electromechanical Games**



**Solid State Games**



Possibly this approach to analysis shows the extreme differences in collections that pricing changes can effect.

As previously noted, the trends in pricing are evident. Additionally, collections seem to be increasing at an even higher rate than the changing coinage indicates on new pinball games. This signifies the growing popularity of the games. The players are not only paying more, but they are also playing more on the new pinball games.

### PINBALL GAME PRICING\*

¢/#ofGames	#ofBalls	\$/Ball	\$/10HrsPlay
25¢/1	3 ball	.083	\$85.37
25¢/1, 50¢/3	3 ball	.069	70.97
25¢/1	5 ball	.050	51.42
25¢/1, 50¢/3	5 ball	.042	43.20
25¢/2	3 ball	.042	43.20
25¢/2	5 ball	.025	25.71

\*SOURCE: ATARI OPERATOR SURVEY 9/78

## ATARI FIELD SERVICE IS GROWING

By Fred McCord,  
Atari Field Service Manager



During the past 3 years, Atari has been conducting operator training seminars both domestically and internationally. Based on operator responses, as well as those of distributor personnel, these seminars have proven very beneficial to those who have attended.

The intent of these seminars is not to create engineers or technicians, but rather to give the operator servicemen some basic troubleshooting skills and to make them aware of solid-state electronics from a practical and applicable standpoint.

Recognizing the pressing need in our industry for more training of this type, the field service staff has been expanded to better meet this need.

Mr. Russ MacDonald has been with Atari for a total of 3½ years and spent about 2 years working as an operator and serviceman. Russ' background and street experience has already proven to be an asset during the past few months, which he has spent as a field service representative and seminar instructor for Atari.

Mr. Bob Salmons joined Atari 4½ years ago. He spent 3 years working in the test department, where he gained a great deal of knowledge about Atari products. During the past year, Bob has done quite a bit of field service work for Atari and has also been very successful at conducting training seminars.

I am very pleased with the addition of these two to our field service team and will be contacting our distributors to establish long range schedules for future seminars. These schedules will be published in the Coin Connection and other trade periodicals as soon as they are available.

## PROMOTION IDEA

### A Charity Event

Local charity organizations often have a lot of influence in the community. A game location can obtain excellent publicity and exposure to new potential customers by sponsoring a major charity event.

The charity organization should send formal invitations to their mailing list for the special evening at the game location. It could be a family fun night with games and other entertainment or a formal affair to honor a community VIP. All proceeds to be donated to the charity.

The press should be invited along with other influential people. This event will encourage people to try the games and thus introduce them to a new kind of fun and entertainment.

## ATARI ART EXHIBITED

Atari games and associated graphic design were exhibited at the art gallery, San Jose City College. The special display of dynamic Atari art, November 29-December 20, was a tribute to the talented artists and designers for the company's coin-operated products.

The art on Atari video and pinball games is outstanding. It plays an important role in adding to the overall attraction and play appeal. Now it is being recognized for its esthetic value among the artist community.

In the exhibit, seven Atari games are displayed together with original art backglases, posters and microelectronic presentations. SPACE RIDERS™ and MIDDLE EARTH™ pinball games with their eye-catching futuristic designs, SPRINT 2™, STARSHIP 1™, SUPER BREAKOUT™, and ATARI FOOTBALL™ are the example games included in the showing. Atari's art featured at the gallery exhibition further enhances the coin game image as well as presenting the products as works of art.



## ATARI VIDEO GAME TRIVIA

See how many of the following Atari video game trivia questions you can answer without looking at the games or brochures.

1. Name 6 Atari or Kee video games that have airplanes in them.
2. Name 4 sit-down driving games by Atari.
3. What are the names of the different games on Super Breakout™?
4. How many different tracks are on Sprint 2™?
5. What is the name of the saloon on Outlaw™?
6. What was the first video driving game?
7. When was Indy 800™ first introduced?
8. What was the Atari video game for 1-6 players?
9. What was the first video game introduced with the built-in self-test system?
10. What are the four plays in Atari Football™?

Answers in next issue.

## THE INTERNATIONAL SCENE

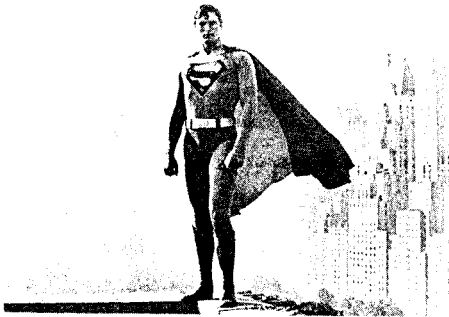
The international market for Atari games has been steadily increasing over the past few years. "With our new manufacturing facility in Ireland now in full production, we anticipate a significant increase in European sales potential," noted Sue Elliott, International Sales Administrator. "Additionally, this will help us to better serve the European market," she added.

January marks the beginning of the big buying season in Europe. The newest Atari products will be prominently displayed at the Cherry Leisure Booth at the Amusement Trades Exposition in London. At this largest international show, to be held January 23 through 25, new games will be introduced. The show will also give many of our operators who did not attend the AMOA an opportunity to see some of the other exciting products first shown in November.

Following the show, Fred McCord and Atari Field Service representatives will be conducting a series of technical seminars and service assistance meetings in Europe. These will be held in

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## THE HERO



**SUPERMAN™**, the movie released last month by Warner Bros., is the most exciting new film that has been introduced. It is responsible for the renewed popularity of the heroic "Man of Steel"™ and millions of enthusiastic followers. The movie is superb entertainment for all ages. It has generated an enormous amount of promotional fever.

Atari will be introducing **SUPERMAN™**, the pinball game. The powerful hero enters the world of pinball adventure with this dynamic game. Watch for the formal announcement. In the meantime, we at Atari highly recommend the movie.

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## FIRST DOLLAR COIN MINTED

On December 13, the first dollar coin came off the production line at the Philadelphia Mint. Associated Press reported that over 500 million dollar coins will be produced and issued to the public next July.

The significance of the new coin to the industry is yet to be deter-

mined. Nevertheless, the potentials for increasing the overall collections are evident. If the public accepts and uses the coin regularly, it will open possibilities for new types of amusement games that warrant a dollar per play. Also, increasing pricing on current games will be more of a reality by offering 2 or 3 games for a one dollar coin.

The new dollar is between the size of a quarter and a half dollar. It weighs about one-third the amount of the Eisenhower dollar. Thus, it will be easier to handle and use than the current dollar or fifty cent coins. It bears the profile of Susan B. Anthony, the first woman to be depicted on a U.S. coin. It may be another year before the impact of the dollar is known. It is encouraging and may be an excellent opportunity for the coin-machine industry.

### Football (Continued)

on a right-handed golf glove, the other scoffs at such a weakness. The contest begins. Within minutes, both guys are soaked with sweat, grunting furiously, and occasionally screaming.

No, this is not a major to-do over who gets to use the office xerox. But yet another duel on Football, the latest Atari Video battlefield. Only out a few weeks, it's already one of the coin-operated amusement industry's biggest success stories.

No wonder. Everytime I've seen the machine in action, even the spectators get hung up, unable to pull themselves away. With each competitor able to make simulated, authentic running moves, pass plays, interceptions, the video game comes quite close to recreating the excitement of real football."

### Hercules (Continued)

these games based on demand," noted Frank Ballouz. "We would encourage operators who want this remarkable pinball game to notify their Atari distributor by the first week in February to assure delivery," he added.

### International (Continued)

England, Sweden, Belgium, France, Germany and Italy. To obtain further information about attending or meeting with the Atari representatives, contact the Atari distributor in these countries.

## NEW COIN CONNECTION READERS

The **COIN CONNECTION** is a complimentary newsletter from Atari. It is provided to all game operators, distributors, and other interested people to introduce new products, give technical tips, promotion ideas and report other news items for the amusement game industry. If you are not on the regular mailing list and would like to receive it, write to Atari Coin Connection, 1265 Borregas Avenue, Sunnyvale, CA 94086. (Please note the type of business you are in for proper coding on the list.)

Your ideas for this publication are encouraged. Please write to the above address.

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