

WORLD SERIES EXCITEMENT

Heading for the peak of the season of America's favorite sport, ATARI BASEBALL™ will be introduced into game locations everywhere. This one or two player Trak Ball™ sport simulation marks a new revolution in players baseball games. Realism, variety and total control in ATARI BASEBALL give it all the advantages of maximum player appeal and involvement.

Players select from four different batting or pitching play strategies in the tradition of ATARI FOOTBALL™. The batter up is in complete control of the type of hit or bunt. After the hit, the race to the bases using the popular Trak Ball gives total control of speed and direction. The pitcher chooses a fastball, change-up, curve or knuckle ball. Using the Trak Ball, outfielders run for the catch and push the button to throw to the basemen and try for an out.

Baseball enthusiasts everywhere will enjoy the challenge of this exciting new game. With a new effective coinage option having one coin per player for the first inning and one coin per inning thereafter, participants will be encouraged to try a full nine-inning competition. The skill level can be adjusted to four different settings which changes overall time per inning.

(continued on next page)



SCORING ACTION WITH ATARI BASKETBALL™

Atari adds a spectacular one- or two-player game to the new breed of sports competition videos. ATARI BASKETBALL™ has all the features that make it an intense sport with fast action and competition... players can shoot long or short shots, steal the ball, jump and block shots and rebound.

Realistic animated characters are maneuvered in any direction with a Trak Ball™ control. Players use a multi-height of the shooter's arm—for long shots, the button is held until the arm is at the highest point and released when ready to shoot. The defense pushes the button to jump and block shots.

The game starts with the theme song of "Sweet Georgia Brown" in the background. The rivalry begins with a jump ball from center court. The offense dribbles down court hustling to break from the defense and position to shoot. The player shoots from the top of the key, the ball swooshes in for 2 points and the crowds cheer. The ball automatically changes hands after a player scores.

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BASEBALL™ (continued)

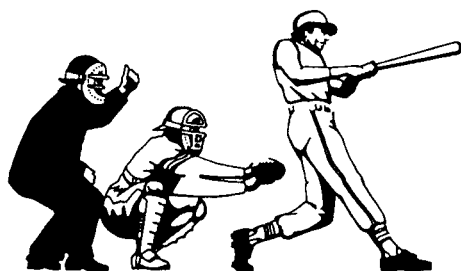
Bring the action of their favorite ball game to the players in video game locations. ATARI BASEBALL offers inning after inning of challenging action and potential for highest earnings. It's available for the best of the season and encourages world series competition along with the pros.

BASEBALL BIGGER IN '79

Baseball is once again taking the lead as America's favorite sport. A recent Harris survey reports that baseball has increased its ranking as the favorite sport by 8% over the past two years to 24%.

Over 40.5 million people attended major league baseball games last year. The growing popularity of minor leagues and local amateur baseball teams is also indicative of the impact of this sport.

This year will mark baseball's prominence even more dramatically. Enthusiasts will be participating in this ball and bat phenomenon in stadiums, local parks and soon in game rooms everywhere.

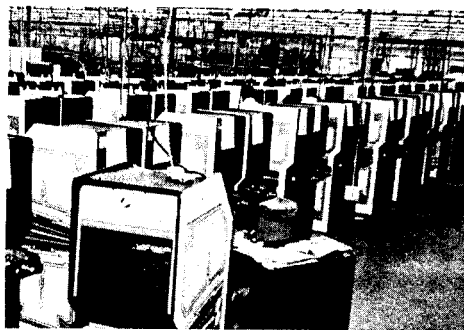


BASKETBALL™ (continued)

Operators can set the game on a one- or two-coin minimum option. A wide selection of game time levels is offered, ranging from 30 seconds to 2½ minutes. The left coin chute can be changed for a dollar coin option allowing 4, 5, or 6 credits per coin. The add-a-coin feature allows players to add time during the game. Video messages are available in English, French, Spanish and German.

Now players can enjoy this popular sport theme all year long. Be one of the first to start the line-up by contacting your Atari distributor. Or call Atari for referral at (408) 745-2500.

NEW VIDEO PRODUCTION FACILITY



Atari's Video Production Facility moved at the end of April to a new location in the Atari complex. The building has more than 100,000 square feet of working area allocated to Video Production. This expansion in work area significantly increases Atari's manufacturing capacity, efficiency, and flexibility.

This new location is more logistically integrated with the other divisions at Atari. Design, Production, Marketing and other support functions are now centrally located in the Moffett Industrial Park in Sunnyvale. The best possible control and coordination of Atari's activities will result from this move.

The new facility has been planned to take advantage of the highest degree of productivity and to allow for future expansion. Up-to-date methods of materials handling and assembly are planned in the new facility. The consolidation of production, materials handling, shipping and other functions under one roof will maximize coordination of these activities.

Atari's new Video Production area will benefit the continued growth of innovative products. Designed for maximum efficiency and flexibility, Atari is prepared for future new developments in amusement products.

TECHNICAL TIP

Troubleshooting Solenoid Circuits

Troubleshooting solenoid circuits can easily be handled with two pieces of test equipment. First, an ohm meter with a good RX1 scale, and good batteries. Second, a logic probe or scope will be helpful in a few cases. When a game has one or two coils that are inoperative, the first step should be to try Self-Test.

The solenoid test will activate each coil in sequence. If the suspect coils operate in self-test but not in game mode, you don't have a solenoid problem but rather a switch or memory problem. When a coil doesn't work in self-test, the following steps should be followed.

1. Insure that +35 VDC is present on both terminals of the coil while it's not energized.
2. Check the fuses on the Driver PCB.
3. Check the DC resistance of the suspect coil—should be 7-10 Ohms DC resistance with connector J-8 removed from the main logic PCB.
4. Check the appropriate Driver transistor, 2N6044, for shorts or opens and replace as necessary.

When there isn't any apparent problem with the coil +35 VDC or the driver transistor, a problem could exist in the logic controlling the driver transistor. When this problem occurs, consult the following steps.

1. Check for logic level change on the input and output of the 7407 Buffer and 1N914 that controls the 2N6044 driver transistor.
2. If no logic level change is found on the input of the 7407 buffer, the most likely problem will be a bad 9334 addressable latch.

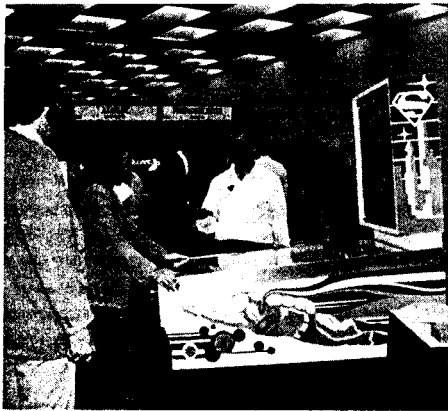
SERVICE SCHOOLS IN JUNE

Atari's Field Service Team will be conducting two-day seminars on video and pinball troubleshooting and repair. The schools presently scheduled for June are:

| <u>DATE</u> | <u>PLACE</u> | <u>SPONSOR DISTRIBUTOR</u> |
|-------------|------------------|----------------------------|
| June 11-12 | Minneapolis, MN | Lieberman Music Co. |
| June 14-15 | North Bergen, NJ | Betson Enterprises |
| June 18-19 | Atlanta, GA | Greater Southern Dist. |
| June 21-22 | Orlando, FL | Southern Music Dist. Co. |

Please contact the sponsor distributor or Atari Field Service for further information and reservations.

ATARI SHOWS TO CAMPUS REPS



College representatives from all over the country crowded to the Atari booth to preview the newest products at the Associated College Union Show in Cincinnati, March 25-27. Atari's powerful pinball games, SUPERMAN* and SPACE RIDERS™ were a central attraction. Show attendees were also introduced to the new sensation, VIDEO PINBALL™, the video game designed for high play appeal to both video and pinball enthusiasts. College representatives formed teams to compete on ATARI FOOTBALL™ and coach one another on strategy plays. They were especially interested in the concept of on-campus competitions. All-time favorites, SPRINT 2™ and SUPER BREAKOUT™ challenged the game spirit of all attendees.

Atari representatives discussed the potential of coin-operated games in college unions with over 700 show attendees representing more than 300 universities and colleges. The campus representatives recognized player potential and earning capabilities of Atari coin-operated games, noting that game rooms have become an integral part of the recreational facility and an important contributor to the union revenues. During 1978 many college unions expanded their game rooms. College union representatives were enthusiastic about the continued growth and the recreational variety that new games offer.

Atari's Eastern Regional Sales Representative, Lenore Sayers, commented, "Over the years of attending the College Union Show, we are pleased to see the continued high interest displayed by college representatives. They are actively developing their knowledge of games and game center operation and promotion."

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A HERCULES™ EXTRA

Atari is offering a special spare parts package at no charge to operators purchasing the world's largest pinball game, HERCULES™. This package of key parts on the unique game has the retail value of approximately \$150.00. It includes solenoids, coil assembly, fuses, lamps, targets, flipper parts and more.

Fred McCord, Atari Field Service Manager, noted, "This bonus offer includes many of the parts that are not common to other pinball games. It will certainly help to facilitate service on this unique game." Atari has added this parts package as a special offer with the HERCULES pinball to assure the parts will be readily available for operators.

HERCULES is an extraordinary attraction game. Atari is giving an extra-ordinary service support program with the parts offer as well as the superior customer service and field support programs.

(NOTE: If you purchased one of the first Hercules games, be sure to get this parts package through your Atari distributor.)

PLAYERS CHALLENGE ON ATARI FOOTBALL™

Minnetonka, Minnesota "may harbor some of the best electronic football freaks in the world," according to a Sun Newspaper article by Doug Hovelson. The story of the ATARI FOOTBALL™ game at T. Wright's bar-restaurant accurately depicts the high level of player enthusiasm. Kenn Rockler and Tom Stevens, the acclaimed local champions officially challenged anyone to a "regulation" nine-minute game at the T. Wright's location on South Highway 101. If defeated they will award a prime rib dinner for two with wine to the victor.

Hovelson, in his report on this activity, describes ATARI FOOTBALL as "the greatest invention for working off aggressions since the punching bag". He also was sure to point out that "it's sometimes hard to even find a place to stand around and watch the fast-paced competition." This excellent descriptive article was accompanied by four action photos and a "play by play" description of the game strategy.

SUBS™ PREPARED FOR LAUNCH



Atari's new two-monitor SUBS™ game is now arriving at play locations. Each game is prepared for exciting submarine battles that enhance profits in the coin box.

ATARI GAME PUZZLE ANSWERS

Can you find the names of 16 Atari games? (Spelled forward or backward on any straight line or diagonal.)

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|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| R | A | H | T | R | A | E | E | L | D | D | I | M | I | G |
| A | L | T | O | I | L | N | A | S | E | R | I | F | U | |
| M | S | T | A | R | S | H | I | P | O | L | D | D | B | |
| S | U | P | E | R | B | R | E | A | K | O | U | T | R | |
| N | B | A | Y | M | I | E | G | Y | D | N | I | U | E | |
| A | N | U | K | T | R | F | N | O | T | B | T | L | P | |
| M | E | R | S | A | N | I | O | D | R | E | A | R | U | |
| R | L | L | A | B | N | I | P | O | E | D | I | V | S | |
| E | O | N | R | E | V | I | R | D | T | H | G | I | N | |
| P | T | N | I | K | R | P | S | P | R | B | E | G | S | |
| U | B | O | N | R | N | E | A | V | S | E | A | N | E | |
| S | P | A | C | E | R | I | D | E | R | S | T | L | D | |
| A | T | I | R | K | C | U | R | T | E | R | I | F | L | |

| | |
|------------------|---------------------|
| Middle Earth™ | Pong™ |
| Starship™ | Superman™ |
| Super Breakout™ | Tank™ |
| Indy (800 or 4)™ | Orbit™ |
| Video Pinball™ | Atari Football™ |
| Night Driver™ | Subs™ |
| Space Riders™ | Sprint (1, 2 or 4)™ |
| Fire Truck™ | Super Bug™ |

PROMOTION IDEA

A Summer Competition: Player's Choice

A multiple games competition can be an excellent summer promotion to keep interest high.

Select ten different games for the event. It can be a player's choice competition where participants select five out of ten games (or any other choice ratio) to qualify on.

Qualifying:

Over a one to two week period, the players can register their high scores on the five games they selected to qualify for the big match. Scores should be verified by employees and can be adjusted for new individual high scores during the qualifying period.

Each game should be given 10 score points. The player with the top score for that game earns 10 points, second high score = 9 points, etc. By adding each contestant's points together for the 5 games selected, the top qualifiers are identified.

Finals:

The final match should be well publicized to attract many spectators.

Using the same point accumulation scoring plan for the finals, the chosen finalists can compete on the 5 most popular games from the qualifying rounds.

A poster scorecard continually updated during the event will add to the excitement. Also a commentator (Howard Cosell-type) to announce highlights of the game play gives an extra boost to the competitive spirit.

The top winners should receive prizes and have their photos posted in the location for higher participation at the next competitive event.

ATARI PINBALL PATCHES FOR PROMOTION



As a promotion extra for Atari's SUPERMAN* pinball game, a special patch is offered. The official SUPERMAN* shield in a stick-on or sew-on embroidery patch (1½" x 2") is available through Atari directly or can be ordered through Atari distributors.

The patches are available in quantities of 200 for \$20. With the first orders we receive, a bonus of 100 SUPERMAN* comic books will be sent at no charge (while quantities last).

To order patches directly, send a check or money order to:

Atari, Inc.
Coin-Op Promo Offer
P.O. Box 9027
Sunnyvale, CA 94086

Be sure to include your name, address, and telephone number with your order. Allow 4 weeks for delivery.

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SPECTACULAR SUPERMAN* T-SHIRTS



Promo T-shirts are available to order through Atari distributors. The familiar SUPERMAN* Shield is on a blue or yellow shirt with the Atari logo on the back. These attention-grabbing T-shirts are a favorite promotion item and are certain to be popular among SUPERMAN* pinball players everywhere.


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