

# COIN

# CONNECTION

Atari, Inc. 1265 Borregas, Sunnyvale, California 94086

© Atari Inc. 1977

October, 1977

Volume 1, Number 11

## ATARI'S MAGIC



Like magic, Atari presents the biggest and best lineup of products ever at the 1977 trade shows. It will be the premiere of Airborne Avenger™, Destroyer™, Canyon Bomber™, the 2 Game Module™, and even more new games that will mystify you with their variety and appeal.

At the Amusement and Music Operators Association Exposition, Oct. 28 - 30, Atari will feature magical games and special entertainment at our booth in the West Room (16 - 23 and 26 - 33) of the Conrad Hilton in Chicago. Everyone is invited to preview our exciting products of the future and on Saturday you can meet Atari's Master of Magic.

The International Association of Amusement Parks and Attractions Exposition in New Orleans will mark the introduction of an exciting, all new concept in coin operated amusement from Atari. The booths between Aisle 1300 and 1400 in the center of Rivergate Exhibition Center is certain to be the highlight of the show held Nov. 19 - 21.

Atari makes more magic. The new products together with many of the current winners to be displayed at these shows will be an attraction that should not be missed. This special trade show issue of the Coin Connection reviews some of the terrific games that can be seen at the Atari booths.

## CANYON BOMBER™ PREMIERES

Presented for the first time at AMOA, Canyon Bomber™ is a game with magnetic appeal. This one or two player video game creates the kind of player determination to achieve higher and higher scores. This means high replay and high collections.

Bombs are dropped from blimps and planes traveling at varying speeds over a canyon filled with targets. The objective is simple: Players try to hit all the targets in the canyon without missing to obtain the highest score.

Skill and timing are required as players decide when to drop the bombs in order to maximize the number of targets hit. Game time is determined by the number of misses allowed, as set by the operator at 3, 4, 5, or 6 per game. One player against the computer, or two players against each other, Canyon Bomber is a competitive challenge.



## TWO IN ONE, 2 GAME MODULE™

Atari introduces a new design concept for games. The 2 Game Module™ is a modern cabinet which includes two complete video games on either side of the unit. With this new concept two games will require the same space as one standard game unit, thus doubling the potential income from the area used.

Because of its compact size, only requiring six square feet for two games, the unit can easily be placed in even more types of locations with less available space. The games selected for the 2 Game Module will be those which have a proven success record in the marketplace and are certain to show high earnings in any location.



## SEA ACTION WITH DESTROYER™



Command the Destroyer™ in this new one-player sea action game. Players are in full control. They set the speed and the depth and release one to four charges to hit enemy submarines. Destroyer requires skill and timing to achieve high scores.

Two types of submarine targets travel at varying speeds and depth to add to the challenge. Scores vary from 25 to 200 points per hit depending on level of difficulty. Three-dimensional visual effects give an even higher attraction.

Destroyer is intriguing. Players are involved in the action and challenge of the game play. The learning curve is positive to encourage high replay and high earnings.

## THE CLASSIC: BREAKOUT™



A year and a half after its introduction, Breakout™ is still in demand by players and operators. It is the optimum player's challenge that has all the characteristics of a high earning, long life game.

Breakout is a classic example of the "easy to learn but hard to master" game that has spurred the determination and enthusiasm of players everywhere. The result is a game that has maintained its high collections and demand in the locations.

## STARSHIP 1™ STARS

This spectacular one player video game attracts players into their own cosmic federation as captain of Starship 1™. The theme is right for today. Star Wars and Star Trek fans can now participate in the excitement of an outer space battle.

Starship 1 has fast action and challenge. Players maneuver the ship into position to hit the enemy spacecraft while avoiding crashes. Three dimensional visual effects give the realistic feeling of speeding through space.

The reported high collections and play appeal of this game makes it a winner in any location. Players stand in line to have a chance to experience Starship 1.



## THE SPRINT 2™ RACE IS ON



## SUPER BUCKS WITH SUPER BUG



Super Bug is Atari's new one player driving sensation. A sunshine yellow super modified bug in the center of the screen races through winding city streets in a rally-type race. As players accelerate and shift through the four speeds, unpredictable turns, oil slicks, skids and parked cars along the tree lined course add to the fun and challenge of this game. Spontaneous turns and obstacles appear at random on both the novice and expert tracks to make Super Bug a different game each time it is played.

Sprint 2™ is one of the most popular one or two player driving games. It offers 12 different tracks for players to choose from for the competition. Fast action with four speeds, skids on turns, oil slicks and drone cars for traffic give players an extra challenging race. Sprint 2 is a proven winner in any location.

## TRIPLE HUNT™ IS TRIPLE ACTION



Atari's Triple Hunt™ shooting arcade offers three games in one unit. Hit The Bear™, Witch Hunt™, or Raccoon Hunt™ can easily be selected by a simple switch on the computer board and a change of the graphic panels. This game offers triple shooting action in three dimensions. Triple Hunt is available in either the two cabinet shooting gallery for arcades, or the new single cabinet compact design for locations having less available space.

## SELF-TEST ON ATARI GAMES

All of Atari's games introduced in the past year include the built-in self-test system. It is now easier to pinpoint technical problems on Atari games.

A switch just inside the coin door on video and pinball games will check 75% to 80% of the solid-state circuitry, player controls, switches and lights on the game. The self-test switch on pinball games will check both solid-state and electro-mechanical parts.

A section in the technical manual provided with each game gives a list of how to interpret the video and audio problem indicators on the self-test.

The self-test system is designed to give operators and service technicians the ability to diagnose problems quickly on location. It helps to expedite repairs and maximize potential income on Atari games.

## ATARI'S PINBALL LINE UP

Atari has introduced three of the most innovative, revolutionary pinball games in the past year. The premier of Airborne Avenger™ together with Time 2000™ and the Atarians™ initiates Atari's line of high earning pinball games.

"Collections reported on Atari's pinball games everywhere have given the industry new standards for pinball income potentials," said Frank Ballouz, National Sales Manager. "Atari has given pinball a new look, new sounds, and new play action that attracts players at all levels of expertise, and the quarters in the cash boxes verify its appeal," he added.

Each of the three games has its own unique set of electronic sounds that give players the added satisfaction from the high scoring targets, bumpers and bonus features. The additional 6" of playfield area on Atari games give players more action area while the space requirements for the operator and location are the same as standard pinball games. An exclusive optional tilt sound is included to help alleviate abuse. Atari has an innovative approach to pinball that adds to the play appeal and the collections.

### AIRBORNE AVENGER™



The newest of Atari's pinball games has even more play action and innovative features. The center captive ball target, the combined spinner-kicker and the AIRBORNE AVENGER spellout targets highlight the fast and high scoring action on the playfield. There are "Specials" and "Double Bonuses" and even more variety of skill shots accompanied by sensational sounds to attract players in every location.

### TIME 2000™



The unique double flipper design on Time 2000 offers players twice the action and challenge for skill shots. Two distinct bonus buildups, the new captive bumper kickout holes and drop targets are some of the features that add to the excitement in this "time" theme game.

### THE ATARIANS™



Atari's first pinball game introduced the game of tomorrow. The Atarians is a whole new playing experience. Dual flippers, exclusive playfield status restoration, advanced design features and thrilling electronic sounds give The Atarians high play appeal and collections.

## AND MORE...

Even more new Atari games will be on display at the AMOA and IAAPA. We hope everyone will have an opportunity to see all of the games at the shows and get a preview of the Atari products coming up soon.

## ATARI MEETS CONVENIENCE STORES



Atari's hospitality suite at NACS was crowded with store representatives interested in coin-op games.



Convenience store representatives enjoyed playing Time 2000<sup>TM</sup>.

Atari's hospitality suite at the National Association of Convenience Stores meeting in Toronto was the center of attention. Store owners from the US and Canada were introduced to Atari's products and the profitability of placing coin-operated games in their locations.

"The response was overwhelming. Operators will have the potential to open 2,000 to 3,000 new convenience store locations," said Howard Rubin, Eastern

Regional Sales Manager. Atari's representation at the NACS convention was the first time a game manufacturer had displayed products to the organization and the interest level was high.

Store representatives were referred to Atari distributors in their local areas to obtain further information and to arrange for placement of games in their locations. Game operators should contact convenience store owners in their areas to pursue this opportunity for growth.



"Who knows where the next hot location may open up?"

## TRIBUTE TO ATARI DISTRIBUTORS



Atari is represented by the strongest network of distributors worldwide in the industry. Our distributors provide the invaluable communication link between the customer and the manufacturer. They offer operators the latest Atari equipment with the service needed to develop and support the growing market for coin-operated games.

Atari distributors provide the total product package.... They organize new product presentations, introducing new and long-time customers to the Atari product line. They arrange Atari service schools with up-to-date technical information. They offer valuable business and service advice to operators. And more....

The high standards that Atari sets for our products and service support is reflected through our distributors and their relationship with the operators.

### STAFF

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

Atari, Inc.  
1265 Borregas Avenue  
P.O. Box 9027  
Sunnyvale, California 94086



 A Warner Communications Company

Bulk Rate  
U.S. Postage  
PAID  
Sunnyvale, Ca.  
Permit 317