



INTER-OFFICE MEMO

SUBJECT: Prototype Collections

DISTRIBUTION:

TO: Distribution
 FROM: Marketing Research
 DATE: 3/14/80

ORION XIV FUTURE TANK
 TUBE CHASE MALIBU
 MISSILE COMMAND
 LUNAR LANDER (Production Model)
 ASTEROIDS (Production Model)

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STEVENS CREEK TIME ZONE

On 2/29, TUBE CHASE was returned to this location. This version of TUBE CHASE has squares on the screen instead of circles, and a button for thrust instead of a pedal. A preference test between the two versions was conducted on 3/6; report to be distributed week of 3/17. ORION XIV was placed in this location on 2/29; player survey was conducted on 3/7 & 3/8, report to be distributed week of 3/17. ORION XIV was returned to Atari on 3/14 for marketing review.

	3/8-3/14	% of gross	3/1-3/7	% of gross	2/16-2/22	% of gross	2/9-2/15	% of gross	2/2-2/8	% of gross	1/26-2/1	% of gross	1/19-1/25	% of gross	1/12-1/18 ^A	% of gross
TUBE CHASE	D	-	\$203.75 ^C	9.4%	\$340.00 (6d)*	7.0%	\$234.75		\$237.75	7.0%	\$253.00	6.8%	\$231.00	7.0%	\$230.75	6.6%
ORION XIV ^E	\$ 90.75 ^F	3.1%	119.25	5.5												
ASTEROIDS	359.00	12.3	363.00	16.8	407.50	8.7	384.25		384.59	11.4	381.00	10.2	416.25	12.7	314.50	8.9
ASTEROIDS	103.00(3d)	3.5														
Star Fire	F		130.50(4d)	6.1	165.00	3.4	149.25		125.75	3.7	142.25	3.8	118.50	3.6	158.25	4.5
Space Invaders	269.00	9.2	274.25	12.7	100.50	2.1	238.00		242.00	7.2	236.00	6.3	266.25	8.1	183.50	5.2
Meteor (Pin)	121.50	4.2	124.75	6.3												
LOCATION GROSS	\$2921.00 ^{B**}		\$2156.00 ^{B**}		\$4795.00 ^B				\$3378.00 ^B		\$3744.00 ^B		\$3284.00 ^B		\$3495.00	

*This number is inflated. A large number of tokens were found in the cabinet of the game when it was removed from the location. Collections for each previous week should be slightly higher.

**Location was robbed. Total location gross has been adjusted to include the amount of money believed to have been taken.

- A Location closed for two days for remodeling.
- B Dollar figures for location gross are approximations.
- C Technical problems, down 3/3.
- D Game broken into, nearly all tokens taken. Collections will be estimated from meter readings as soon as we can get this information from Chicago.
- E Running timer installed to indicate average game times.
- F Down all week.

STREET LOCATION

	3/8-3/13	% of gross	3/1-3/7	% of gross	2/23-2/29	% of gross	2/16-2/22	% of gross	2/9-2/15	% of gross	2/2-2/8	% of gross	1/26-2/1	% of gross	1/19-1/25	% of gross
MISSILE COMMAND	\$295 ^b	15.8%	\$350 ^b	18.1%	\$330 ^b	17.4%	\$320	16.9%	\$325	17.3%	\$310	17.5%	\$210 (4d) ^a	11.8%	\$520	29.8%
ASTEROIDS	395	21.2	460	23.8	440	23.2	460	24.3	405	21.5	370	20.9	450	25.3	290	16.6
Space Invaders	290	15.6	260	13.5	310	16.3	290	15.3	270	14.3	250	14.1	300	16.9	260	14.3
Superman	120	6.4	130	6.7	160	8.4	150	7.9	170	9.0	150	8.5	149	7.9	260	14.3
Globetrotters	180	9.7	210	10.9	180	9.5	160	8.4	180	9.6	150	8.5	200	11.2	250	14.3
Kiss	110	5.9	122	6.3	100	5.3	105	5.5	104	5.5	88	5.0	90	5.1	117	6.7
Gorgar	250	13.4	220	11.4	220	11.6	250	13.2	230	12.2	250	14.1				
Flash	222	11.9	180	9.3	160	8.4	160	8.4	200	10.6						
LOCATION GROSS	\$1862		\$1932		\$1900		\$1895		\$1884		\$1568		\$1780		\$1747	

a Projected to \$356 for 7 days.

b New program eliminates first wave.