Innovative leisure

INTER-OFFICE MEMO

TO: Distribution

SUBJECT: Prototype Collections

DISTRIBUTION: M. Albaugh K. Hayes

H. RUDIN O. Rubin

L. Sayers

N. Anglin G. Lipkir F. Ballouz S. Mayer

D. Stubben S. Bristow F. McCord D. Van Elderen D. Osborne

S. Calfee M. Hoff S. Elliott T. Petit

FROM: Marketing Research

MISSILE COMMAND

ORION XIV

TUBE CHASE

LUNAR LANDER (Production Model) ASTEROIDS (Production Model)

MALIBU

J. Holzman L. Rains

A CAP & Communications Company DATE: 3/14/80

## 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 returend to Atari on 3/14 for marketing review.

FUTURE TANK

	3/8-3/14 gross	3/1-3/7 gross	2/16-2/22 gro	$\frac{1}{2}$ $\frac{2}{9}$ $\frac{9}{2}$ $\frac{9}{9}$ of	s 2/2-2/8 gross	s 1/26-2/1 gross	1/19-1/25 gross	1/12-1/18 <sup>A</sup> gross
TUBE CHASE	D	\$203.75 <sup>C</sup> 9.4%	\$340.00(6d):*7.	0% \$234.75	\$237.75 7.09	\$ \$253.00 6.8%	\$231.00 7.0%	\$230.75 6.6%
ORION XIV E ASTEROIDS	\$ 90.75 <sup>2</sup> 3.1 <sup>3</sup> 359.00 12.3	119.25 5.5 363.00 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 Star Fire Space Invade:	103.00(3d) 3.5 F rs 269.00 9.2	130.50(4d) 6.1 274.25 12.7	165.00 3. 100.50 2.		125.75 3.7 242.00 7.2	142.25 3.8 236.00 6.3	118.50 3.6 266.25 8.1	158.25 4.5 183.50 5.2
Meteor (Pin) 121.50 4.2 LOCATION GROSS \$2921.00 <sup>B</sup> **		124.75 6.3 \$2156.00 <sup>B</sup> **	\$4795.00 <sup>B</sup>	,	\$3378.00 <sup>B</sup>	\$3744.00 <sup>B</sup>	\$3284.00 <sup>B</sup>	\$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.
- Down all week.

## STREET LOCATION

	3/8-3/13	å of gross	3/1-3/7	år8f gr8ss	2/23-2/29	gross	2/16-2/22	gross	2/9-2/15	gross	2/2-2/8	gr85s	1/26-2/1	gross	1/19-1/25	gross
MISSILE COMMAND ASTEROIDS Space Invaders Superman Globetrotters Kiss Gorgar Flash LOCATION GROSS	\$295 <sup>b</sup> 395 290 120 180 110 250 222	15.8% 21.2 15.6 6.4 9.7 5.9 13.4 11.9	\$350 <sup>b</sup> 460 260 130 210 122 220 180 \$1932	18.1% 23.8 13.5 6.7 10.9 6.3 11.4 9.3	\$330 <sup>b</sup> 440 310 160 180 100 220 160 \$1900	17.4% 23.2 16.3 8.4 9.5 5.3 11.6 8.4	\$320 460 290 150 160 105 250 160 \$1895	16.9% 24.3 15.3 7.9 8.4 5.5 13.2 8.4	\$325 405 270 170 180 104 230 200 \$1884	17.3% 21.5 14.3 9.0 9.6 5.5 12.2 10.6	\$310 370 250 150 150 88 250	17.5% 20.9 14.1 8.5 8.5 5.0 14.1	\$210 (4d 450 300 149 200 90	) <sup>a</sup> 11.8% 25.3 16.9 7.9 11.2 5.1	\$520 290 260 250 117 \$1747	29.8% 16.6 14.3 14.3 6.7
		a Pro	jected to	\$356 fo	r 7 days.	b	New progra	ян етип	inates first wave.							