

COIN CONNECTION

ATARI® \$50,000.00 Championships, New Tempest™ Highlight AMOA Weekend

ATARIANS were very busy during the recent AMOA weekend. Not only did we present a variety of special surprises at the 1981 AMOA Show, but we also helped to bring you the fantastic ATARI \$50,000.00 World Championships. Both events took place in Chicago beginning Thursday, October 29. The AMOA wound up on Saturday and the tournament on Sunday. The AMOA was held at the Conrad Hilton Hotel, the World Championships down the street at the Expo-center.

ATARI's theme at this year's AMOA was the "ATARI Era." New Tempest™, featured at the ATARI AMOA exhibit, both symbolizes and begins the ATARI Era. This new game offers spectacular player challenge thanks to the new ATARI-developed QuadraScan™ Color display system and imaginative programming. The exclusive new Skill-Step™ feature adds even more to the game play excitement and earning potential. Skill-Step allows players to choose the skill level at which they will begin play, rather than



Mike Friedman and Linda Butcher prepare for Tellus Survey at AMOA.

having to return to the beginning each time a new game is started. Players can begin at any of 28 skill levels as long as the selected level has been

achieved in the previous game. Tempest was demonstrated by ATARI representatives throughout the show, and AMOA attendees had the chance to experi-

ence this fantastic game for themselves.

Centipede™, now the most popular ATARI game since Asteroids™, joined Tempest at the show. Centipede was also the official game of the World Championships and was used in the finals.

High score tournaments were held at the ATARI AMOA exhibit for Tempest and Centipede to demonstrate the play potential of these exciting games.

Market Research was at the exhibit, conducting their annual Tellus™ survey of operators. This survey is very important because it helps us gain valuable insight into what operators are looking for in coin-op video games and how we can better serve you.

ATARI Customer Service and Field Service groups also had a special exhibit again this year. Questionnaires were distributed asking operators to give their opinions about Customer Service and the services it performs. Exploded views of various controls used

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Tempest™ Introductions Held in Three Cities

Distributors were extremely enthusiastic at a recent series of luncheon meetings held to officially introduce Tempest, the exciting new video game from ATARI which features the all-new ATARI-developed QuadraScan™ Color display system. The meetings were held in San Francisco on September 28, in Chicago and the New York/New Jersey area on October 1 and 2.

At each meeting, every distributor office attending was given a videotape demonstra-

ting the various play features of the game. After lunch, Don Osborne, V.P. of Sales for the Coin-op division, described the game's special features. Mariann Layne, Manager of Marketing Services, spoke about the various promotional items available to help promote Tempest and how to use them most effectively. Promotional literature kits and T-shirts were distributed to each person. And finally, distributors were given the opportunity to play the game.

Don Osborne commented later: "The response from distributors was tremendous. Everyone was impressed with the dazzling 3-D screen graphics and challenging game play. We'd like to encourage all of our distributors to attend future game previews. It gives them the opportunity to place orders for the latest games immediately, as well as providing them with the chance to get all of the promotional materials."



Don Osborne demonstrates Tempest for distributors.

ATARI Attends N.L.B.A. Convention and Trade Show

In addition to the 1981 A.M.O.A. and the \$50,000.00 World Championships, ATARI Marketing and Sales is preparing for another trade show directly following the Chicago events. The National Licensed Beverage Association's 32nd Annual Convention and Trade Show will be held November 8-11 at the MGM Grand Hotel, Las Vegas, Nevada. The NLBA

anticipates an attendance of 2,000 owners of supper clubs, taverns, package stores, cocktail lounges, hotels and restaurants from throughout the United States.

The Marketing Services department at ATARI has put together a unique promotion and resource packet designed especially for the beverage market, containing information on how

ATARI coin-operated video games can generate new profit opportunities. Show attendees will also be able to view and play two of ATARI's hottest games—Centipede™ and the sensational new Tempest™.

"We're looking forward to attending this year's NLBA show," said Frank Ballou, Vice-President of Marketing, Coin-Op Division. "It will give us the opportunity to speak directly with owners of establishments in this growing market and demonstrate to them the tremendous profit potential of ATARI games."

OPERATOR OF THE '80s Jim Killgore of Phoenix

Envision a mining town in the Old West—dusty streets, wooden buildings, and miners returning from a long, hard day of picking and shovelling the ore. There on the hillside is the silver mine providing the livelihood of these isolated pioneers. Let's take a look inside

The entrance is paneled with aluminum sheets supported by rough wooden beams. The outdoor light diminishes as we walk through the rock-lined tunnel deeper into the mine. Up ahead we see dim lights and can hear excited voices. Our journey ends in a room full of people playing video games and pinball machines! The ceiling is painted black, and murals depicting the early mining days cover the walls. Picks and shovels lean up against one corner, as though they were left behind by those miners of the Old West. Welcome to Silver Mine Family Amusement Center!

The Silver Mine Family Amusement Center, in Phoenix, Arizona, has been in business for approximately one year, and is owned and operated by Jim Killgore and Ed Bateman. Prior to opening Silver Mine Jim spent two years in restaurant management, where he learned a great deal about communicating with people. At the same time, he was involved with a local hobby shop run by Ed Bateman. Jim and Ed toyed with the idea of opening a family amusement center. After eight and a half months of research into the coin-operated games industry, they decided that a family amusement center could be successful. Jim and Ed became partners, and Silver Mine became a reality. They currently have one location and plan to open two or three more by January, 1982.

Jim had one clear goal when opening Silver Mine. "I wanted to build the best family amusement center that people had ever seen. This involved having great decor and a comfortable atmosphere. I want people to say, 'You've got to see Silver Mine. It's a great place for adults and kids, not just another hole-in-the-wall.'" For this reason, Jim prefers calling his location a family amusement center, rather than an arcade or game room. He aims to appeal to all age groups and pro-

ATARI Weekend at AMOA continued

by ATARI in recent games were also handed out. These special data sheets were designed to assist operators in servicing these unique ATARI controls.

Field Service had copies available for sale of "The Book", one of the industry's most complete and authoritative encyclopedias of video game technical information. Also the C.A.T. Box, a unique ATARI-designed Computer-Aided-Testing instrument, was shown along with various equipment demonstrations.

The ATARI 500,000.00 World Championships took place at the same time. A special press conference was held on Friday during the tournament action. And from 9:00 p.m. to 11:00 p.m. a cocktail party for all operators was held at the Exponenter, ATARI and Tournament Games, Inc. co-hosted the party.

One of the contestants at the Championships was Matthew Laborteaux, the actor who plays "Albert" on the "Little House on the Prairie" television show. Matthew competed in a local

tournament in Los Angeles.

There was plenty of action at the ATARI exhibit at AMOA and at the Championships. This was a big weekend for us and for the coin-op industry in general.



THE ATARI ERA

Did You Know?

In America, leisure activity has become a \$160 billion a year industry. The Department of Commerce calls sports "a major and growing segment of the American economy." The \$160 billion per year figure for leisure activity is 16% of the gross national product, and is triple what it was in 1965.

An important aspect of the increasing interest in sports is

the growing proportion of women sports enthusiasts. Women's participation in sports is growing twice as fast as that of men.

The increasing number of women actively participating in sports in school and as professionals will undoubtedly affect the proportion of women who play coin-operated amusement games. As women become

more accustomed to competitive situations and less inhibited in displaying their game-playing expertise in public, they will be more likely to play coin-operated games.

There are other obstacles to overcome in order to draw more female players to coin-operated games. Atari is currently involved in a research study to evaluate female coin-operated game-playing behavior. Look for results of this study in future issues of the Coin Connection.

Official ATARI High Scorers

as of October 1, 1981

Game	Player's Name	# of Points	Date and Time	Location
Asteroids™	Lonnie J. Cancienne 19 years	30,000,000	9/5 - 9/7/81 52 hrs., 1 min.	Mr. Ice Cream Parlor Westwego, LA
Missile Command™	George Pimms	51,952,110	7/18-7/19/81 28 hrs., 7 min.	Bumpers, Inc. Spokane, WA
Battlezone™	John Bismuti	4,111,000	8/30/81 4 hrs., 50 min.	4 Quarters Turmwater, WA
Asteroids Deluxe™	Leo Daniels	269,230	8/21/81 1 hr., 7 min.	Jubilee Park Carolina Beach, NC
Centipede™	Samir Mehta 15 years	338,000	8/10/81 30 min.	Time Zone Mountain View, CA



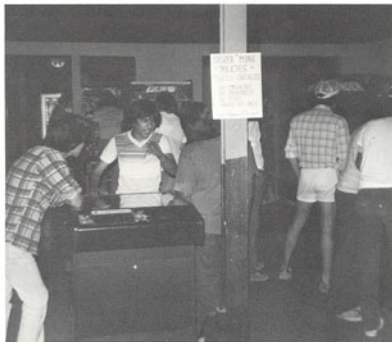
ject a wholesome image, a place where the entire family can have a good time.

Jim says the formula for success in operating a family amusement center is 50% decor and atmosphere, 50% machines and promotion. Silver Mine began as a basic arcade with a pool table and some games. Jim then realized that players will stay longer if they feel good about the atmosphere, if it captivates them. He put a lot of time and money into decorating Silver Mine, making it a unique place that invites players and makes them feel welcome.

Silver Mine has approximately 20 machines—90% video and 10% pinball. Jim leases his games from Winner's Circle on a 50-50 split basis. Winner's Circle provides 24-hour servicing, and rotates the games once or twice every four months. First games that are losing popularity are replaced with new pieces, then all the games are rotated within the location. This gives Silver Mine an entirely new look. "Players come in and notice the change. They get excited," explains Jim. "In addition, regular players will find a new piece where their favorite game used to be placed. They'll notice the new game and try it out."

Jim feels that the number of games is less important than the quality of the games. "Some operators think that if 20 games are earning well for them, then 40 games will earn twice as much. This isn't necessarily so. The important thing is to have 20 good, strong games, not 40 games that include mediocre or broken down machines." Jim's major problem has been battling the old connota-

tion of Silver Mine. He knows that kids need a place to gather, and believes that providing them with such a place helps keep them occupied, off the streets, and out of trouble. In addition, Jim feels that the "word-of-mouth" advertising by the players is invaluable. "When Silver Mine first opened, I sent out 25,000 flyers to local residents. Unfortunately, I received less than 1% response. The problem was that instead of reaching the players, the flyers were opened by parents who threw them away." Jim then began walking around at Silver Mine, talking to the players, giving them coupons for free games, and letting them know that he wants them to have a good time. He also set all of the games on 2 plays for a quarter. "I can remember what it was like to be a kid."



tions about game rooms, the negative image of "smokey pinball parlors" that faces the entire industry. For instance, the shopping malls in his area are against letting an arcade open within the mall. The local newspaper has given support for allowing mall arcades, espousing their merits as a babysitter for shopper's children, as well as providing a place for teenagers and adults with free time. Jim has tried to convince the malls' management to accept games. "I've explained that the location management is the key, that control is a major factor. If the management sets feasible rules and abides by them, an arcade can be a great benefit to a shopping mall." Still, he has had no luck in renting space in a shopping mall for a family amusement center.

Jim is very people-oriented and has developed an excellent rapport with the players at

Jim reasons. "These kids don't have much money, and I want them to know that I'm looking out for them. With the games set on 2 plays for a quarter, my players really feel that they're getting their money's worth." This communication with the players and promotion from within have contributed greatly to the success of Silver Mine. Jim uses what he's learned from the players in choosing new games. "I try to relate to the kids and what they would want in a game. First I look at the game play and ask, 'Is it challenging?' Can both the novice and the expert player enjoy the game? Next, I examine the appearance of the piece. My players like colorful, eye-catching graphics both on the cabinet and the screen, so these factors are important."

Tournaments and promotions play a significant part in Jim's operation of Silver Mine. He

currently holds a high-score tournament every week, with a first prize in the \$25 - \$30 range. According to Jim, offering high quality prizes almost guarantees a successful tournament. He also advises, "Never hold a tournament on a Friday night during the school year because you'll be competing with football games and other school functions. Tournaments held on Saturday or Sunday night will have much higher participation." In addition to the weekly tournament, Jim holds a "Hall of Fame" competition every six months. The local press is invited to attend this event. The winner receives a trophy, and his picture is added to the Silver Mine "Hall of Fame."

Jim highly recommends community involvement as an excellent means of promotion. He presently participates in the City District Associate Program of a local newspaper, the "Arizona Republic Gazette." Every month, each route manager at the newspaper awards coupons for free plays at Silver Mine to the carrier who brings in the most new subscriptions.

How does the future look for Silver Mine? "When I first started in the coin-op business," Jim says, "I thought it might last for maybe two years. Now I know it will be permanent. But an operator can't just sit back and expect the games to do all the work. If he learns to deal with the public and get out there and hustle, he can have a very successful business." Jim Killgore has done just that. He obviously knows his business, enjoys the work, and can expect many more years of success for Silver Mine Family Amusement Center.



PERSONNEL PROFILE

Tom Petit

Tom Petit, the exuberant 26 year old Regional Sales Manager for the Western States, likes his job. "I'm a game player," he says. "I'm proficient in all the games because I have to be for my job. The fact that they're a lot of fun doesn't hurt either." Tom's position as Sales Manager of the Western States for the Coin-Operated Division of ATARI takes him throughout most of the western states and Texas.

"I enjoy people," Tom says, "and I feel that's where my strengths are. Mostly the people I deal with, the distributors, are entrepreneurs. It makes my job more exciting to talk to the man who runs the business." Tom especially likes on-location promotions which give him a chance to talk to players and location owners. Tom sees the game industry as a business with giant potential. "As a leading manufacturer of video games we must continue to address the needs of the players," he says. "That's what keeps this industry challenging and dynamic."

Tom started at ATARI in April of 1977 while attending the University of Santa Clara. He worked as Schedule Coordinator for the Vice President of Manufacturing. ATARI at that time was making pinball games and Tom worked as a liaison person between engineering and manufacturing for the prototype games. "I'm lucky I had that experience because today I have a strong technical under-



standing of the product. I've been involved in different areas like customer service, field service, manufacturing and engineering which has given me a

good understanding of ATARI," Tom says. After graduation from Santa Clara he became sales representative and a year and a half ago was promoted to Regional Sales Manager.

One of Tom's passions is following the Formula Racing car circuit. Last year he was able to attend the North American Formula Atlantic Championship race held in Long Beach, California. Among the racers last year was an upcoming young Italian named Andrea DeCesaris, a member of the McLaren International team. "After the race, I went up to the guy and introduced myself and said I was from ATARI. 'You play Missile Command?' DeCesaris asked. 'Yes,' I re-

plied, "I play Missile Command just as well as you race that car around the track." He was just as impressed with my expertise on Missile Command as I was with his racing. We sat in the McLaren pit area talking about Missile Command and racing. It was great," Tom said.

Tom lives in San Jose and spends his off hours either working on his newly purchased condominium or swimming. An avid swimmer since college, he likes to get in at least 20,000 yards a week.

Tom's experience at ATARI and his enthusiastic personality make him an asset to the sales department for the Coin-Operated Division at ATARI.

POSITIVE PUBLICITY Varied Media Coverage for ATARI

As coin-operated games become more and more popular, and as the public becomes more aware of coin-op games, the media covering this industry becomes more varied. In October, two film crews, one from a station in Los Angeles and one from a station in San Jose, California, filmed feature stories about ATARI. CBS-LA filmed a general segment about ATARI for their "Two on the Town" magazine-format show. KBHK-TV, a UHF station in the San Francisco Bay Area, did a humorous 1/2-hour show on the "Silicon Valley environment" and chose to focus on ATARI as their more or less archetypal company in the Valley.

A long article by Aaron

Latham will appear in the Sunday New York Times Magazine on October 25. Mr. Latham is the author of "Urban Cowboy" and has written for Esquire and other national magazines. To write his piece on ATARI, Mr. Latham spent about a week at the Sunnyvale plant, interviewing Frank Bailouz, V.P. of Marketing, and Lyle Rains, V.P. of Engineering. He also went on a tour of the manufacturing facility.

All of this attention is good for ATARI. But it is also good for the industry. Look for the article in the Sunday Times. And keep looking for more positive publicity for the coin-op games industry.

Technical Tip

When replacing ROM ER2055 with a new ROM, you must perform the self-test erasing procedure before a game is played. If the ROM is not erased, the self-test will indicate the new ROM to be defective by displaying the letter E on the screen. Refer to the self-test erasing procedure in the game's service manual.

Promotion for Profit

If your location uses tokens, the following promotion idea can help increase your profits. Fill your token machine so that it dispenses special red tokens at random intervals. Award the lucky player who receives a red token with twenty free games.

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