

ATARI® COIN VIDEO SECTION®

FIREFOX® Promotional Tour Announced

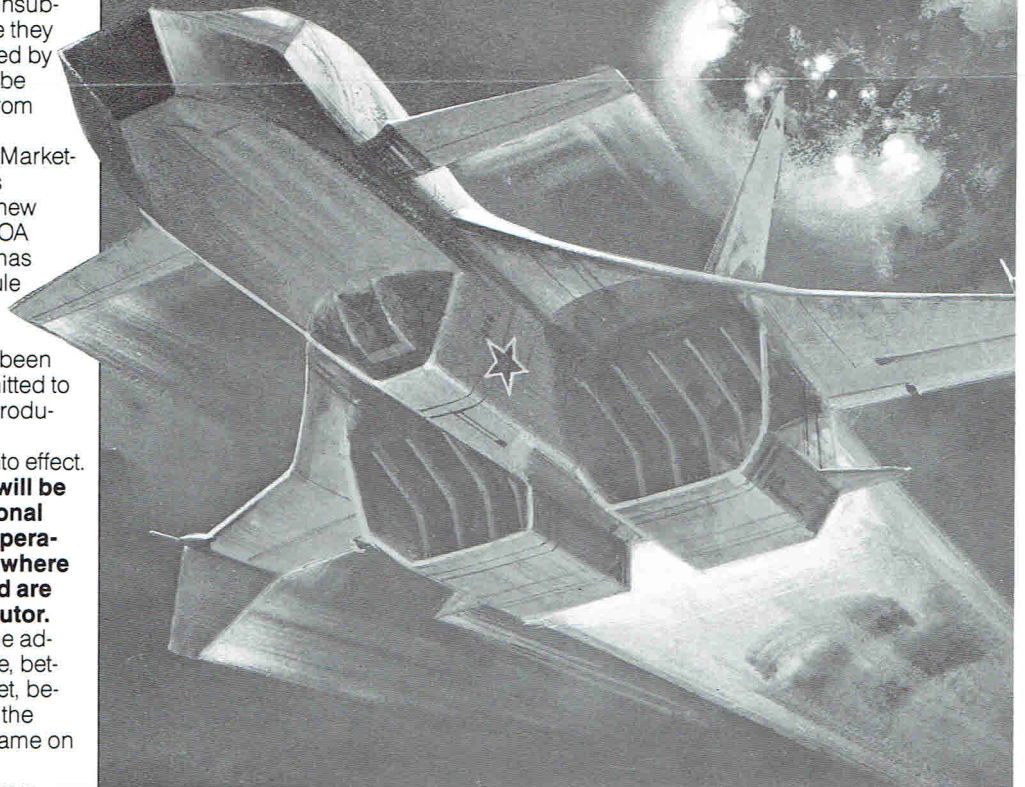
Did you miss FIREFOX in New Orleans? Well, so did we! Disappointedly so. No, the rumors that the Russians had stolen it back were unsubstantiated but not squelched, since they provided a bit of comic relief needed by all. In truth, even the "A" Team can be plagued by "one of those things" from time to time.

Don Osborne, Vice President of Marketing, explains: "Technical difficulties prevented us from previewing the new LASERVIDEO™ product at the AMOA Show. The FIREFOX project team has been on an incredibly tight schedule with no margin for error. Unfortunately, technical difficulties arose unexpectedly. And, as has always been our policy, we are staunchly committed to maintaining the discipline of not introducing a game until it is right."

Well, not to worry. Plan B goes into effect. **The FIREFOX coin video game will be launched in a four-city promotional tour for special previewing by operators in early January. Details of where and when the events will be held are available from your Atari distributor.**

So, it's onward and upward for the advent of 1984. Operators everywhere, better ask Santa for a new crash helmet, because in January you will be flying the fastest, most sophisticated video game on the face of this earth!

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Meet Me in St. Louis at the All New Atari AdventureSM

Grab Mom, Dad, Sis, and Brother, too! Atari Adventure, a dynamic new concept in family entertainment centers, enjoyed a rousing grand opening on November 19 at the Northwest Plaza shopping mall in St. Louis. The feature that puts the specially designed center in a class by itself is the incorporation of fun in both computer learning and video game playing. The facility combines a computer learning center, new technology display area, and a "high tech" game room all under one roof. That accessibility to a wide range of entertainment choices makes it a natural "hot spot" for

family-oriented leisure.

"We feel Atari Adventure is unique because it fuses fun and learning, strengthening the link between play and computer literacy," commented Barry Sullivan, Vice President of Atari Adventure. "We feel uniquely qualified to bring the traditional game room to an innovatively higher level as an entertainment and educational form."

The learning center uses the ATARI XL computer line in a classroom setting. Students, homemakers, businesspeople, and senior citizens all have the opportunity to interact with user-friendly ATARI computers.

They are able to purchase time segments at the computer work stations, whether it be to do homework, balance a checkbook, compose music, print a letter on a word processor, or any number of other applications, including the variety of available game software from which to choose. Special classes are offered for those wanting to become computer literate or advance skill levels. An instructor is stationed in the area to provide help and advice.

The new technology center is a showcase for the latest in technological advancements. Guests are welcomed to literally "touch tomorrow" as they are among the first to get "hands-on" experience with video game prototypes and other experimental electronic equipment.

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ON THE ROAD

AMOA Recap

Bob Harvey, Western Regional Sales Manager, gives a post-show rundown on the exhibited ATARI product:

- What can you say about Pole Position II, a sure-fire winner by birthright, but that it was unquestionably the best buy at the show. The enhancement kit takes a great game and makes it greater! Just watch the earnings curve start heading up, up, up again!
- Large arcade owners were excited over TX-1*, the three-monitor driving dream machine, as a showpiece. The tremendous response we saw to our sneak pre-

view confirmed our own evaluations that it is a sensational and unique product. Atari will make it available to the market in February/March of 1984.

- The kids there at the expo loved MAJOR HAVOC™! It represents a new type of space/maze game and has tested strongly with particular arcade appeal.
- Operators were disappointed not to be able to see the actual FIREFOX game; however, they were excited over the concept and the display that we had. Come January, the wait will have been worth it!
- Many operators still see STAR WARS as the number one game in the field. They are continuing to buy it with confidence.
- To tell the truth, it was the first time for some operators to see Crystal Castles™, as we have not shown it at any other show. But now that they've seen it, substantial orders are being placed.

*TX-1 is manufactured by Atari, Inc. under license from Namco. TM and © 1983.

AMOA Award



As determined by a vote of the AMOA membership, Pole Position* has been named "1983 Most Played Videogame" based on the criterion of most money earned. Don Osborne, V.P. Marketing, accepted the award for Atari at a special awards ceremony held in New Orleans.

*Pole Position is engineered and designed by Namco, manufactured under license by Atari, Inc. Trademark and © Namco 1982.

Atari & Operator
123 Arcade Avenue
VideoCity, NY 12345

IT'S YOUR BUSINESS

Dear Atari,
My partner and I have
spoon video games. We
know you on a regular
basis. We know your
products are excellent. We
love them. We love you.

Mike Watson, press relations director of Canada's 40-location Wizard's Castle arcade chain, wrote in with the following news of good cheer:

Wizard's Castle Co-Sponsored Toronto Metro Santa Claus Parade

Wizard's Castle, a chain of coin-operated family amusement centers in Canada, sponsored a large fantasy-themed float in the world-famous 1983 Metro Santa Claus Parade, which was held in Toronto on Sunday, November 13. A child's delight for

featured extensive coverage of the Metro Santa Claus Parade with CBC-TV and CBS-TV reaching a total combined audience of some 32 million viewers across the continent. The program was aired live in Canada by CBC at 1:00 p.m. on November 13 while U.S. viewers watched it on Thanksgiving day, from 9:00 a.m. to noon on the CBS network channels.

During the superbly produced and narrated show, the Wizard's Castle "Toyland Band" float received a detailed description concerning the float's originator, giving a giant boost to arcades, arcade games and their operators across Canada and the U.S. Already a good corporate citizen, the Wizard's Castle chain has helped propel the video amusement industry into the forefront beside some of North America's finest companies through



eighty years and long-funded by the giant Eaton's department store chain, the parade was supported this year by private sponsors such as Coca-Cola, General Motors, Irwin Toy, Mattel, McDonald's Restaurants, and now, Wizard's Castle Family Entertainment Centres!

The event, which featured 21 floats, put Wizard's Castle in a position to project a positive image for the entire video amusement industry. Major television networks

its co-sponsorship of the parade in conjunction with the other notable firms.

Paul Janda, Vice President of the arcade chain, said: "As a long-time viewer of the Metro Santa Claus Parade, I'm very happy to see this event continued for the enjoyment of all children—large and small. We at Wizard's Castle are proud to help fill a public relations gap, left open by others in our industry, by supporting worthwhile family ventures such as this one."

Promotion in Motion

Tips to Play AND Operate By!

Our three-part series of the "Bentley Bulletin" proved very popular. A coin-op ad placed in *Electronic Games*, which came out in November, offered players the opportunity to write in for a set of their own tips. Over 250 requests were received within the first two weeks.

In a second similar effort, we are announcing available copies of the "MAJOR HAVOC STAR JOURNAL" in the January issue of *Electronic Games*, appearing in December. Because the game fuses space wave action with maze-running adventure to deliver incredible depth, the anticipated response for "helpful hints" should be equal to or even greater than that for the Bentley Bulletin trilogy.

We strongly suggest that you make playing tips available to your customers. Tack up copies near the respective machines or distribute them to your own mailing list. The hints decidedly stimulate play action (especially on the part of novice players) as well as access those advanced players to higher levels more rapidly—which actually decreases the average game time!

Players become more intrigued when they learn of challenging intricacies and "secrets" within the game play. . . implying more "bang for the token"! This situation gives the game increased "staying power" as they become determined to master the strategies offered. Besides—you don't have to tell them everything—just enough to whet their interest and desire to play!

OPERATOR OF THE '80s

The Inimitable Jay Simon of Kissimmee, Florida

Thirty-two years old, possessed of a photographic memory, the epitome of razzle-dazzle showmanship, Power Play's Jay Simon might be thought of as living in a world of his own—an acutely audio-visual world at that. Yet, he shares his living reverie with any and all who luckily fall under his spell. This video piper leads children into one of Florida's finest game centers with the blessing of their parents and the support of the whole community—so much so that parents in a neighboring area have started a petition asking him to start up a second location.

Jay infuses his environment with an enthusiasm children can relate to: "This is a wonderful industry we are in; there is nothing like video games and children (even big kids!)." On a more serious note, Simon says: "You are never so tall as when you bend down to help a child."

During the day, Jay operates a business called Exciting Lighting that has installed complex lighting and sound systems in dozens of discos and roller rinks. Just over a year ago, Simon decided to bring his talents into an arcade of his own which he operates at night, leaving daytime duty to Pop Bob and Mom Hank (Henrietta).

Located on Highway 192, the gateway to Disneyworld and EPCOT, Power Play is a converted 7-11 store—created in the image of "Tron," complete with fog machine. A vast, synchronized to music, lighted ceiling is capable of producing 256,000 colored patterns in an ongoing marvel of a show. The room also features the "world's largest video game" produced through a hookup that projects monitor graphics onto a giant 9' x 12' screen. Jay plans to connect a sitdown Pole Position to the screen and install a safety belt so that the player won't fall off his seat from the reel of larger-than-life effects.

But Simon also takes his expertise on the road. His mobile disco system provides free school dances and nerf dodge ball assembly periods for younger students, where costumed video game characters join in the fun and talk about the technologies involved in the industry. Beyond this

school involvement, Jay and his entourage also visit children's wards in hospitals.

Back at the home base, "Certificates of Achievement" are awarded to those individuals who complete the Power Play tour of video gaming technology. Simon is a firm believer in recognizing the educational merits of computerized games. Oftentimes, his effort to acquaint youngsters with "high tech" provides their first hands-on encounter. The award sums up what Jay hopes to be a lasting relationship for these kids: "This certificate means I have met and become friends with computers who will not only be amusing friends, but will teach me skills which will carry me into the 21st century."

Continuing the educational aspect of his establishment, Jay holds regular special-ed classes for eight deaf children. One of his students, four year-old Angie Guettler, whom he fondly refers to as the "youngest patron of the video arts," can take the wheel of a Pole Position game and drive like a pro. She likes to think she could drive a real car, explaining: "Well, I qualify in Pole Position."

Kevin Fussell of Fussell's Game Repair Service attests that Jay Simon is the most community conscious of all the operators he has as clients. Jay himself estimates that 40% of his gross is given back to the community—a figure that seems substantiated by the range of awards and citations he's received from various city and county groups thanking him for donations and volunteer service, including Power Play's sponsorship of little league softball and baseball teams. Another service performed is the fingerprinting of children. For a dollar, the parent is given a record of the child's fingerprints, plus vital information and a color picture to supply authorities if the need should ever arise. All money is donated to the Police Athletic League.

October 31 was the first year anniversary of Power Play, celebrated by a Halloween Extravaganza, featuring a haunted house and a "come dressed to play your favorite video game" costume party. The winner took home just that—his chosen coin-op

set on free play for a week. But the primo promo that really shook the rafters was a futuristic space odyssey rocket hoisted by crane to land atop the roof of Power Play—where it will remain for the next few months. A simulated laser show added even more special effects.

The celebration actually began in mid-October with the kickoff of the game room's own Octoberfest which ran straight through mid-November. Each day emphasized a particular event as part of an advertised calendar of activities, including "Football Friday" when players could bring in ticket stubs from any game they saw that evening for tokens. Other events included the furnishing of brown bag lunches for day care centers invited to visit the arcade and a "Fabulous '50s Fling" with 1950 attire requested in order to receive 1950 prices: tokens at 5¢ apiece!

But ringmaster Jay Simon always has magical promotional tricks up both sleeves. He advises, "An arcade means fun, but the fun's not just limited to games. You need attractions in order to stay alive."



Snow in Florida? Only at Power Play!

Jay's quickly gaining notoriety as Florida's Indomitable Snowman by more than once having 40 tons of snow dumped in his parking lot so that it would be visible from the highway. Taking a new step in the same direction, he plans to build a monumental Crystal Castle out of 300-pound ice blocks. Just like in the snow, prizes and tokens will be hidden in the ice structure. And smack dab in the middle will be a powered up Crystal Castles coin-op game—protective covering and all.

Power Play also conducts unique promotional fun of the more everyday variety. Gigantic Styrofoam tokens are hidden all over Kissimmee—near bus stops, school cafeterias and public libraries for instance. The retriever of each is entitled to ten free tokens. All advertising is also created in the form of "color me" ads—which completed are redeemable for tokens, too.

After a nonstop day and night schedule, what does Jay Simon do to relax? He joins in the good times at his own after-hours party! The game center often provides neighboring merchants, who close their businesses in the wee hours of the morning, with a much needed recreational outlet. They bring the pizza and pop, and Jay's off and running again . . . giving so much to his community but getting an ongoing rush of love and support in return.



Jay Simon receives a plaque in appreciation of his sponsoring a girls' softball team.

New Atari Adventure continued

Of course, no electronic entertainment center would be complete without a wide selection of the newest and hottest in arcade video game product from a variety of manufacturers. Atari Adventure offers a distinctive type of game room that continues to emphasize innovation by combining creative design and futuristic decor to project a total environmental quality for the player to experience. "Through Atari Adventure, we will be able to get even closer to the players, to find out what excites and motivates them," said Mr. Sullivan. "We feel it will greatly aid our research

efforts in this vital area."

The recent grand opening set standards in the direction of promotion that the staff of Atari Adventure are determined to maintain and even expand upon as the center evolves. Local KHTR D.J. Craig Roberts, one of the most popular and recognized broadcast voices in St. Louis, was on hand between 11:00 a.m. and 2:00 p.m. to accept challenges from fans on a zooming game of Pole Position® II. His radio station had been announcing the upcoming opening in frequent spots throughout the previous week. Each contender was

awarded a specially designed ATARI t-shirt while all visitors at the center received an ATARI collector button.

A second promotion initiated that day was registration for entry into a drawing for a coin-op ATARI STAR WARS** game. This built excitement and encouraged traffic the entire Thanksgiving week, as the winner's name was not determined until the following Saturday, November 26, at noon . . . a climactic means to blast off a revolutionary new family fun center in the midst of a traditional family holiday period.

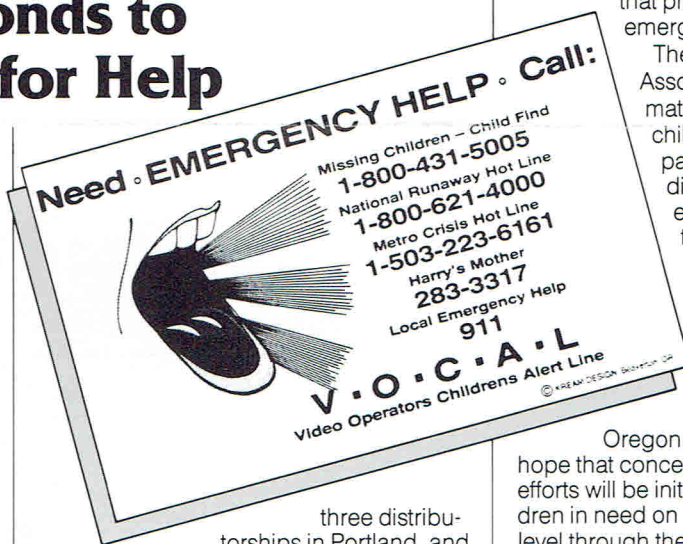
*Pole Position II is engineered and designed by Namco, manufactured under license by Atari, Inc. Trademark and © Namco 1982, 1983.

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V.O.C.A.L. Responds to Children's Cries for Help

This is the season when our hearts and thoughts turn especially to children. We gather them about us for holiday merry making. We become acutely aware of their little voices, their laughter and sometimes their tears. They come home to us from far and near and bring us into their special world of Christmas.

For over a year, Bob Hasson, Director of Coin Machine Sales of Portland, Oregon, and Chet Thompson, President of Beaver Amusement Company, have put into action a local program to help keep children safe and secure year round. Through the Skill Game Operators Association of Multnomah, Clackamas and Washington Counties in conjunction with the statewide Oregon Amusement and Music Operators Association, photos of missing children are distributed monthly to all types of local businesses in the coin-op industry. Going one step further, emergency help stickers have been funded with "hot line" telephone numbers under the program name of "V.O.C.A.L.," an acronym for "Video Operators Childrens Alert Line." These stickers are available free of charge at each of the



three distributorships in Portland, and operators have been placing them on all games in their locations.

The first two numbers are toll-free lines to nationally recognized agencies: Missing Children-Child Find and National Runaway Hot Line. The Metro Crisis Hot Line covers the tri-county region and offers help for everything from abused children to wife beating to drug problems. Harry's Mother is a specific Multnomah County agency

that provides the same gamut of emergency help services.

The Skill Game Operators Association only takes its information regarding missing children from filed police department reports and not directly from involved parents. As Vice Presidents of this organization, Mr. Hasson and Mr. Thompson are preparing documentation explaining their program that will be mailed within a month to all law enforcement agencies throughout

Oregon and Washington. It is their hope that concern will spread and similar efforts will be initiated to respond to children in need on an increasingly broader level through the use of V.O.C.A.L. stickers on coin-operated games.

(We wish to thank Bob Hasson for sharing this information with us and caring so much about kids everywhere.)

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