



It's a fact of life that cycle enthusiasts pay lots of money to jump bases. How do we know that? Because we invented Stunt Cycle!

Now we're bringing it to home television. But only after we learned how popular it was in a coin-operated game. Even that wasn't enough. We computerized Stunt Cycle so we could make it more fun. To make it more fun, we added three more games: Motorcycle, Enduro and Drag Race.

With Stunt Cycle, we discovered people need a challenge. Every time their motorcycle crashes, whipped a wheelie or didn't beat the clock, they wanted to play again.

Stunt Cycle starts with eight bases and works up to thirty-two. It isn't easy to jump thirty-two bases. It takes skill, concentration and all the standard Atari features. Things like: crisp on-screen scoring, accurate stop watch timing, color on color TV, real motor and crash sounds and simulated motorcycle handlebar grips.

We already know from pre-testing that Stunt Cycle is so challenging to play, the consumer loves it. Our consumer research demonstrated that of the people who played Stunt Cycle, over 8% intended to buy it.

So once again, all work and no play has paid off.

**STUNT CYCLE.
FOR OPENERS, NO ONE ELSE HAS IT.**

Only the company who invented Pong® could have manufactured Video Pinball! This game is so addictive, it's diabolical. From consumer pre-testing and from our knowledge of coin-operated video games, we learned people's competitive spirit comes out when they're challenged. Win or lose, they simply have to play the game again. And again.

On Video Pinball, we went crazy. There are no more game options, the consumer will never get bored. It would take a "pinball wizard" to win consistently.

Seven pinball games, all in color on color TV, make up Video Pinball. Four extraordinarily difficult pinball games, two competitive national football games, and Breakout!™ People kicked walls and screamed unchilled noises when we consumer tested these games and confirmed what we already knew.

Video Pinball are people up. They loved it by a two to one margin over any other game that will be out this year.

In fact, Atari Video Pinball is going to be the number one seller in video games this year. And next year, remember who told you.

**VIDEO PINBALL.
NEXT YEAR, REMEMBER WHO INVENTED IT.**

▲► Produktfoto und Anzeigen zur Markteinführung der spezialisierten Konsolen *Stunt Cycle* (oben) und *Video Pinball* (unten)

SPEZIALISIERTE KONSOLEN

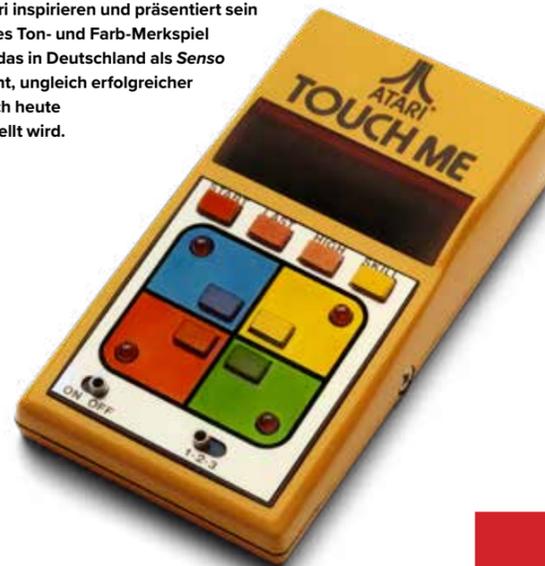
VOR DEM FLEXIBLEN VCS produziert Atari „spezialisierte“ Konsolen – je ein ausgesuchter Automaten-Titel ist in der Hardware fest verdrahtet. In der ersten Hälfte der 70er-Jahre und noch vor dem Siegeszug der Modulkonsolen bringen diese Geräte Arcade-Action nach Hause und läuten die Telespielära ein. Atari startet mit einem Wohnzimmer-PONG, das von der Kaufhauskette Sears vermarktet wird. Darauf folgen PONG mit Atari-Label, Varianten weitere spezialisierte Konsolen sowie das Handheld-Spielzeug *Touch Me*.

SEARS TELE-GAMES PONG ■ PONG ■ PONG DOUBLES
SUPER PONG ■ SUPER PONG TEN ■ SUPER PONG PRO-AM
SUPER PONG PRO-AM TEN ■ ULTRA PONG
ULTRA PONG DOUBLES ■ VIDEO PINBALL ■ STUNT CYCLE
VIDEO MUSIC ■ HANDHELD TOUCH ME

▼ Für vier Spieler: *Super PONG* ist eine von zahlreichen spezialisierten Konsolen, die Atari in den 70er-Jahren weltweit in die Geschäfte bringt.



▼ Das 1978 veröffentlichte Handheld *Touch Me* basiert auf Ataris vier Jahre älterem, gleichnamigem Automaten. Ralph Baer, von dessen Magnavox-Konsole Nolan Bushnell die PONG-Idee klaut, lässt sich nun umgekehrt von Atari inspirieren und präsentiert sein ähnliches Ton- und Farb-Merkspiel *Simon*, das in Deutschland als *Senso* erscheint, ungleich erfolgreicher und noch heute hergestellt wird.



▲ Verpackung der Atari-Heimversion von PONG