

DREAM MACHINE

FAMILY ENTERTAINMENT CENTERS

NEWSLETTER

JUNE 1983

VOL. I

NO. 3

TECHNOLOGY AND FEEDBACK

by Alan Fraser

Throughout our industry is a returning sensation of optimism. The mood has shifted to a noticeably upbeat attitude. There are a number of possible explanations for this change. The obvious are an improving economy and a mild winter. Not so obvious are conversion kits and the increasing reliability of equipment. Perhaps the most subtle is the growing feeling that technology is going to upgrade our product beyond the video game into the realm of electronic amusements and simulations. This can only enlarge our potential customer base and increase the appropriateness of the labels "Dream Machine" and "Family Entertainment Center."

Against this background is the continued growth of our chain. The quality of our presentation and personnel has never been greater. Customer service and mall relations are constantly being improved. However, we have much to refine, and the key to refinement is **Feedback**. This newsletter is one form of feedback that is available to all of us. I encourage everyone to participate.



Tine Hawkins, 3rd place, Miss Shenandoah Valley Beauty Pageant — Ms. Hawkins sponsored by Dream Machine, Winchester, VA — photo by Rick Wells

Live From New York . . . it's Claire Schmidt

In our aim to increase sales through promotions, our Fishkill N.Y. store has been working with McDonalds since last November.

The first promotion provided McDonald's customers with two free games from the Dream Machine with the purchase of a Happy Meal. The second promotion started in April using Weekend Breakfast Specials and free games to promote business. In both promotions, the return was tremendous and the customer service provided by Jim Burke and his staff at Fishkill was so impressive to McDonalds, that they asked us if we'd like to donate an hour of free games to some of the children sponsored by Ronald McDonald House.

As you know, Ronald McDonald House is a home for families of very sick children. In February and March, Fishkill and South Hills opened their doors to two families and friends of six year olds Peter Day and Mark Fine, two little guys with Luekemia. It was a very moving experience for all of us at the stores, and a great fun filled hour for Mark and Peter.

In our aim to increase sales, we feel we've accomplished much more.

* * * * *

Another promotion that Fishkill and South Hills are particularly proud of is their I.B.M. promotion, which started last summer. It entitles I.B. M'ers, (as they are affectionately called) to two free games per day Monday through Friday.

The unique thing about this promotion is that we were unable to distribute cards through the personnel department and had to rely on word of mouth from the stores. We are proud to report that between South Hills and Fishkill, we have over 2000 employees registered, and each store has approximately 50 returns per day. Now thats a lot of word of mouth!

Contest * WIN * Contest

For a company with a flashy, futuristic product, we have a publication with a title as dull as the screen on a turned-off monitor. However, you can rectify that by picking a name in our "Name the Newsletter" contest. Simply place your choice for a name on a postcard with your name and store location and sent it to:

Name the Newsletter Contest
c/o Dream Machine
Lincoln Mall
Lincoln, RI 02865

DEADLINE for entering is July 15, 1983. All Full and Part-time employees are eligible.

By the way, the winner will receive an **ATARI® 400 Home Computer!**

PROMOTIONS

Auburn

by Mike Ranucci

Nowadays, its hard to be blind to the level of unemployment in our communities. Its amazing to see the response a small, part-time help wanted ad in the local paper gets. I think its safe to believe that a large portion of the paper reading public — both unemployed and employed — at least occasionally read through the help-wanted classifieds.

In an attempt to coax some of these job-hunters to come in the store, we put an ad in the help-wanted classifieds. Following some initial testings of the ad, we found we had the best success with an ad giving 3 free games to a person just for mentioning they saw the ad. This offer was made redeemable Monday through Friday from 9:30 a.m. to 2 p.m., only, and was not valid with other offers (such as VIP cards). I also found that running the ad in the paper Monday to Thursday (instead of Friday) was just as effective as if I ran on Friday also. People remembered the ad and continued to come in on Friday even though no ad was in the paper. While the promotion was being run, an average of 9 people a day came in and mentioned the ad. It also became obvious that some of these people were not unemployed. The ad was worded for "job hunters" and consequently some people with jobs felt obliged to use this offer, a result that favored getting more people in the store. It was not a requirement for a person to be unemployed in order to use this offer.

Advertising like this in the classifieds proved to be an inexpensive way to increase the level of business during the week while the younger kids are still in school. It was also terrific to see a large number of new faces in the store as a result of the ad.

Bangor

by Jeannette McDonald

We are running several promotions in the store at this time in conjunction with Rich's Dept. Stores grand opening.

Our local radio station, "Z-62", has an appointed signal which when the listener hears and calls into the station entitles him to win a group party for ½ hour free play for 10 people at Dream Machine. We are giving away 5 parties daily.

Mothers Day we gave free games to each mom who came into the store.

Also in our coin changer we have hidden silver tokens which, when a customer gets one, gives him 20 free games.

As always we are still giving away games to students with good report cards. We have also given away many free game checks to non-profit organizations for their raffles.

Bennington

by Jim Colon

Recently, we have initiated a personalized touch to our birthday parties here at the Bennington Dream Machine. What we've been doing is just finding out the name and the age of the birthday child when the reservation is made. Then the night before the party we change our store sign to read "Happy Birthday," the child's name and how old they are. It seems that both the child and the parent enjoy this added touch extra very much. It also entices prospective birthday party hosts and future birthday children to participate.

MANAGER SPOTLIGHT

* PATRICIA SABOTKA *

— A profile by John Leary —

Patty Sabotka took over the managing of Rutland in mid-September 1982. She was originally hired as a cashier in June by Claire Schmidt. When Claire left Rutland for Poughkeepsie, Patty decided to try her hand at managing, and manage she did!

Ms. Sabotka is a graduate of The College of St. Joseph in Rutland, where she earned a B.A. in liberal studies. Ever since taking over, she has applied her own personal touch in the day to day handling of the store. She has come up with several new and interesting promotions that have proven to be extremely beneficial to the store.

One that I find to be most ingenious is the "store theme" promotion. Patty has written to several groups and organizations requesting literature from them so that she may pass it along in the store.

Some of the various themes she has worked with so far are "National Blood Pressure Month," "National Nursing Home Week", "National Week of the Young Child," and even "National Goof off Day", just to name a few.

We have the benefit of a large picture window in the front of the store which is decorated to coincide with whatever is the theme for that month. Literature on the theme is posted up on the store bulletin board, along with a calender of that month's events where the customers can read and hopefully learn.

I am sure that if anyone would like to put together a promotion such as this, Patty would do all she could to help.

I feel it very important to point out, that this promotion and others like it are a direct result of new ideas brought forth by new people hired in the company. It is something I think we should all keep in mind. I think a store such as Rutland can only achieve greatness with a person such as Patty as manager, and I am pleased to have been asked to write this article about her.

North Dartmouth

by Barry Siegal

The Cinema promotion in Dartmouth is going over very well. We are giving 2 games for every large popcorn purchased. To avoid problems, I recommend attaching free game checks to the bottom of the popcorn box and when a person buys popcorn, let the attendant take the card off and show it to the person.

The reason I recommend this is because of the problem I have run into which is: people buying popcorn sometimes are not told about game checks, and throw the popcorn boxes away in the Cinema when they are through. When the clean-up crew goes in and finds them, they stack them up and use the checks themselves.

Also on game checks it is recommended to put on "one game check per person per day" to avoid similiar problems.

TECHNICAL DATA

by Jim Shook

"Pole Position" Notes

The inability of high score retention after a player has entered his initials can easily be resolved. Change the 3.3v zener diode CR6 (1N4728) to 3.9v 1/2w zener diode (1N748A), or 3.9v 1/2w (1N5228). The Atari part number is 1310000-002.

Maximum speed limitations are caused by improper program initialization on either power up to activating self test. Refer to page 1-10 of the service manual which contains important information relating to this subject. Always double check that the gas pedal is in the uppermost position prior to power up or self test.

Double objects, split objects or video tearing may be related to a 74LS161* in the Horizontal Address Counters on the video PCB (locations 9H, 9K, 10H, 10K and 10L). To determine the failing IC, heat each IC with a soldering iron for about 30 seconds. A failing IC will cause the video to change. The most likely suspects are 9H and 10H. Replace with a 74S161**.

Continuous high gear operation can be insured by proper setting of the gear shift switch. Loosen the two switch holding screws, push and hold the switch as close as it will go towards the actuator pin and then tighten the screws.

* Atari PN — 37-74LS161

** Atari PN — 137287-001

An intermittent or grounded 5v on the CPU PCB could be a mechanical contact between the foil of capacitor C54 and a trace. Simply rotate the cover of the capacitor until the short is removed. The capacitor is located between IC's 10D and 10E.

Fuse F-3 used in the Power Supply Tray is a 25 Amp fuse. If the F-3 label indicates a 20 Amp, change label to show 25 Amp fuse. Also, make the appropriate change to the schematic (SP-218) on page 3B.

Make the following changes to the Service Manual TM-218:

Page 106, Figure 1-4: The On/Off positions of the PCB option switches are reversed. Acutally up should be Off and down should be On.

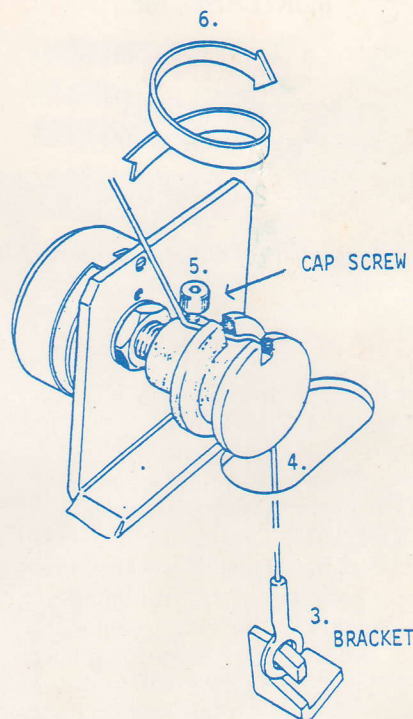
Page 3-11, Steering Wheel parts list: The Radial Optical Coupler part number should read 139002-001. The 030369-01 is not and should not be used.

Page 1-9, Switch Settings: Staple the accompanying Pole Position Qualifying Time to this page. The table lists all the qualifying time for each starting pole position and difficulty levels. You may want to make an extra copy to staple inside the game for easy reference.

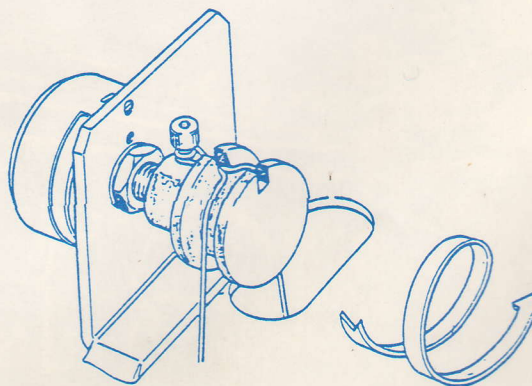
Page 3-14, Figure 3-7: Circled potentiometer harness connections should be changed. The red and black connections should be swapped.

"Rewinding the Pulley Cable"

1. Place foot-pedal control assmeby upside down onwork surface with pedal in fully-open position and hinged end away from you.
2. Rotate pulley until cap screw points straight up.
3. Hook the larger-diameter eyelet of the cable to the foot-pedal bracket.
4. Thread the cable up through the base-plate opening.
5. Wrap the cable 1/4 - turn around the pulley and bring out through the notch toward the cap screw.
6. Wrap the cable twice around the cap screw in a clockwise direction.



7. Bring the cable back through the notch and wrap one and one-half turns around the pulley.

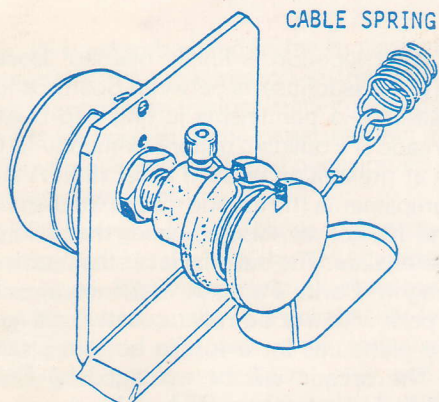


(continued on next page)

"Rewinding the Pulley Cable" (continued)

8. Attach the smaller eyelet on the cable to the cable spring.

NOTE: You may find it helpful to compress the baseplate slightly and extend the cable spring during step 8.



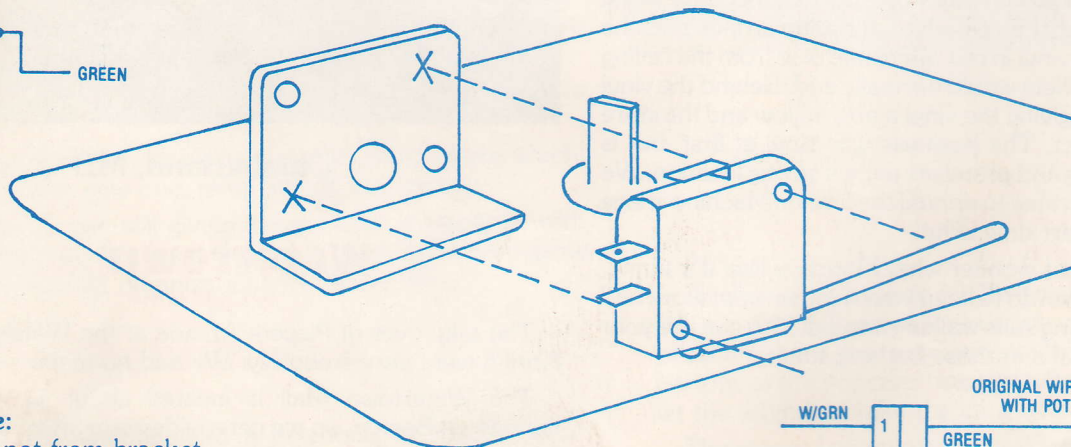
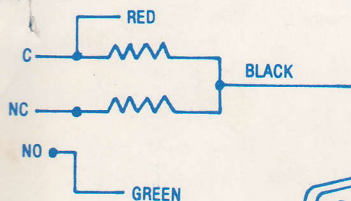
"Pole Position" Gas Pedal Modification

Problem: Speed will not advance past 180 MPH.

Atari Recommends: Make sure the pedal is all the way up before powering up the game, as well as keeping the pot well lubricated. This prevents the pot from binding, which is a major cause of the pedal not returning to its original position or, install a micro switch in place of the gas pedal potentiometer. The action of the game is virtually the same.

O = Existing holes

X = New holes to fit flap micro switch



Procedure:

1. Remove pot from bracket.
2. Drill new holes to match SW.
3. Mount SW and adjust actuator so SW activates at 1/3 pedal.
4. Wire SW per diagram above.

Resistors are 1.2K, 1/4 watt.

Switch: 2 position NC, NO, Micro.

"Turbo" Interface PCB "Turbo" Display Solutions

"Turbo-Mini" Interface PCB

There have been two models of video monitors employed in "Turbo-Mini", the Ectorhome model G07-902 (P.N. 200-0065), and the Nanao model CI-20014 (P.N. 200-0075). Please note that the RGB Interface Board (P.N. 834-0277), located on the left-hand side of the cabinet (viewed from the rear compartment door), although present in all games, is utilized *only* with the Electrohome monitor. The Interface Board has been left in all cabinets in the event that an Electrohome model is used in a future replacement.

"Turbo" Display Solutions

If you are experiencing moving white vertical bars over or at the location of buildings and/or cars in the display, perform the following procedure:

1. Turn the game off and visually inspect the 16 (sixteen) 100pf capacitors located in the area of U50, U51, U43, U44, and U45 on the PROM Board (P.N. 834-0111). This is the bottom board of the stack, and the Component Location Diagram can be found on page 112 of the "Turbo" Owner's Manual (P.N. 420-0681). The PROM Board schematic is on page 143, Sheet 1 of 10, Zone 4B-D.

2. You should be looking for a physical separation (splitting) of one or more of these caps, primarily C21, C27 or C28. If a faulty capacitor is found, it should be replaced with a 100pf 1KV ceramic cap (P.N. 151-0002) or equivalent.

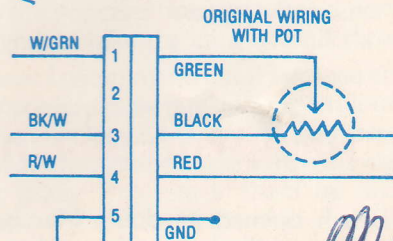
3. If all the caps appear good, reassemble the game, turn it on, and while watching the video display, adjust VR1 and/or VR2 until the bars disappear. These two potentiometers are bias level adjustments and as such may have to be "tweaked" from time to time as the components in the circuit age.

"Pac-Man Plus" Precaution

GAME: "Pac-Man" SUBJECT: "Pac-Man Plus" Conversion Kit

When installing the Z80 Bus Controller (A082-92383-B000) piggybank unit, check for clearance between the piggybank unit and 40-pin ribbon cable socket.

To prevent a shorting condition, clip or bend the Z80 Bus Controller IC pins which are protruding on the solder side (IC 7474 and 7402).



ll.
o
ie
n,
1.
re
ld
ie
in
ks

ne

VIEW FROM THE STORES

Florida

by Chris Stone

No we're not dead down here in Florida. As a matter of fact we're very much alive. Starting our growth was the opening of our store at Westshore Plaza in Tampa. This store is doing well and is located in an ever growing business district, with the majority of our clientele being business men and women. The majority of our younger clientele are from upper class families and give us little or no problems, making it easier to run this store smoothly.

Dream Machine purchased two locations in November of 1982 and has just finished the remodeling of our store at Tampa Bay Center. This store is located approximately 3 miles from Westshore and directly next to the stadium here in Tampa, which is the home field for the Tampa Bay Bucs, which are in the NFL. It is also the home field for the Tampa Bay Bandits which are new this season to the USFL. As if the football games weren't enough to keep this location busy, we also have a pro soccer team called the "Rowdies" which claim this stadium as "home". In turn all of these sports fans naturally want to enjoy America's favorite past time "videos" before, during and after they get their addiction to sports resolved.

The store itself is beautifully done thanks to Paul Guess, Billy Joe and the rest of our construction crew. At times that I've worked over at this store I get nothing but praise and strong approval from customers and mall employees alike. The store is in the progress of getting organized and I think has a very bright future.

Last but certainly not least, we have a store in Saint Petersburg which is approximately 14 miles south west of Westshore. Tampa Bay divides St. Petersburg and Tampa by about 3 miles of water, and makes for a nice drive across the Bay.

The store itself is 1,200 square feet and houses 28 games. It is also located in a mall, named Gateway Mall, which is the oldest mall in St. Petersburg. This store was completed about March 1st by Paul and Billy Joe and needless to say looks great.

We tried a new design with this store, the major change being the soffets. Instead of the red white and blue stripes and the sunshine paint, it has vinyl in red, white and blue from the ceiling down to where the soffets would normally end. Behind the vinyl are fluorescent lights giving the vinyl a bright glow and the store a big and bright effect. The business was slow at first, but is progressively growing and promises to be a strong location. We all worked a lot of overtime to uphold the Dream Machine image management and part time alike.

For those of you that wonder what Florida is like, it's sunny, warm and it's all you can do to keep your mind on your work and not the beautiful bathing suits walking around. You can use your imagination as to what's in those bathing suits.

Hampton Beach

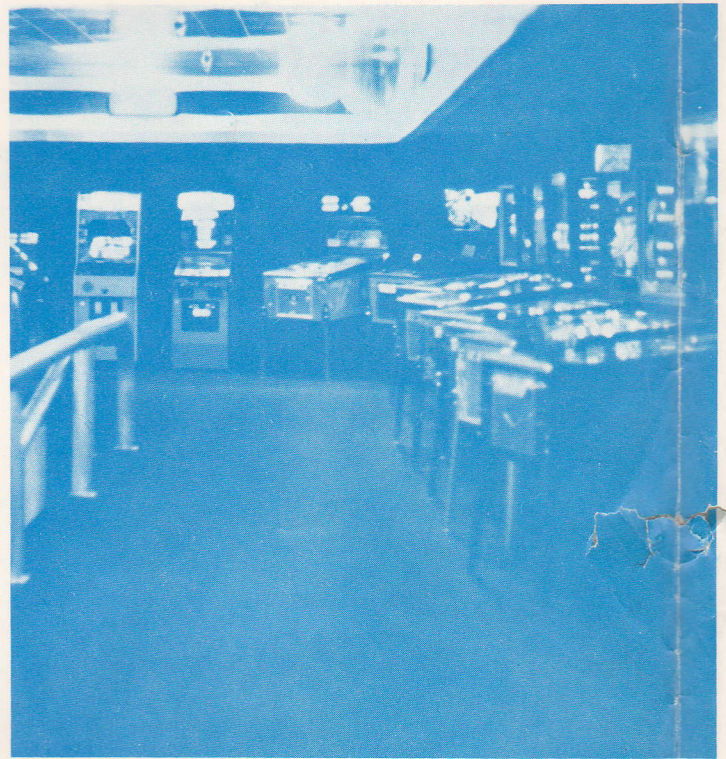
by Michael Greenlaw

Hampton Beach opened its doors March 18. With Ted Cocaine at the helm, we're looking forward to a great season! Stop down and see us this summer.

Nantasket Beach

by George Smith

The Nantasket location is finally opened! Located on the South Shore of Massachusetts between Boston and Cape Cod, Hull (Nantasket) is a peninsula jutting into Boston Harbor. "Funland" arcade is a building of approximately 12,000 sq. ft., of which half is at present an unused roller rink. A small exterior snack bar compliments the arcade where we plan to operate 25 skee balls and 100 games. Also adjoining the building is a picnic area and a water slide. The building faces the beach and is at one end of Paragon Park. Paragon Park is an old-fashioned amusement park with a good roller coaster and a dozen major rides. Future plans call for a top to bottom Dream Machine renovation. The arcade will be managed by David Pellerin, formerly of TJ's in Leominster, MA.



Cumberland, MD

Watertown . . .

by Carol Halpin

The take over of Players Arcade at the Watertown Mall on April 6 went very smoothly. We had no major problems.

The Watertown Mall is located about 10 minutes from downtown Boston, so we get a wide assortment of people. The mall itself is on the small side, only 38 stores. Although our store is now known as "Players" to everyone, we hope to be remodeled by Christmas of this year.

We have a nice view from the booth. If you look straight out you can see the Hancock Building.

I would once again like to thank all of the people who helped out to set-up on the first day.

THIS 'N' THAT

Cloud Bursts

Just Opened

WATERTOWN, MA
NANTASKET BEACH, MA

Coming Soon

FOX RUN (NEWINGTON) NH
ONEONTA, NY
PORTLAND, ME

Leaving

BESSIE SHAPIRO

— Best Wishes from all of Us! —

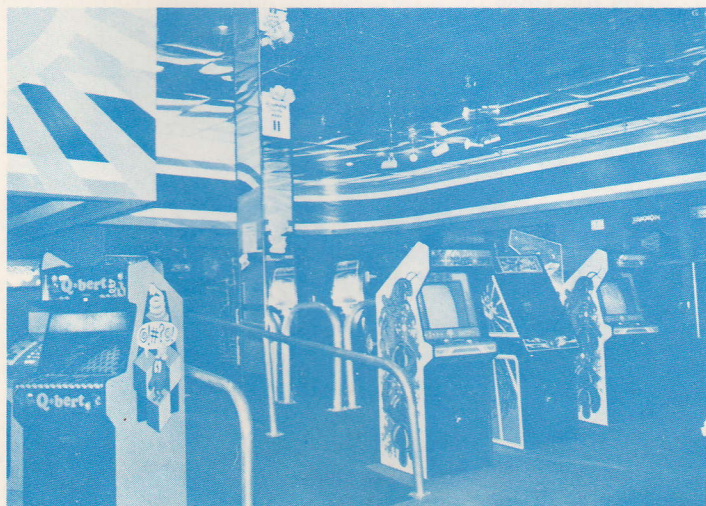
Born

Esther Lee Bullard, to Wade & Suzanne Bullard, May 10, 1983,
Waterville, ME 6 lbs. 10 oz.

New Employees

Elizabeth Mahoney at Computer Room
Deborah Joy Hudson "DJ" at Office (receptionist)
Thomas Doyle at Office
Harry Newell at St. Petersburg (manager)
Ana Bello at West Shore (assistant manager)
Terry Bone at Tampa Bay (assistant manager)
James McNamara at Leominister (assistant manager)
Timothy Haley at Methuen (assistant manager)
Gail Rainville at Newington (assistant manager)
Robert Barrett at Worcester (assistant manager)
Charlene Loy at Winchester (assistant manager)
Michael Silva at N. Dartmouth (assistant manager)

— Welcome Back, Julie! —



Worcester, MA

Conversions

by Alan Fraser

A game conversion program is being developed for three reasons.

- 1) It disposes of non-producing games.
- 2) It increases the variety of games that can be swapped.
- 3) Often these games are not around at other locations.

At this point our two major conversions have been "Lost Tomb" and "Pac-Man". Astro Invader and Uniwars are no longer with us and Targ is fading fast.

Our two major problems are collection sheets which do not reflect these changes, and that no one is recording % changes for future reference.

Feedback about completed conversions and information on conversions that are read about and observed are essential to the development of this program. I welcome your involvement.

Customer Service Numbers

ATARI: 800/538-1530 _____
 In CA: 800/538-1611 _____
 In NJ: 800/526-3849 _____
 Bally/Midway: 800-323-7182 _____
 Bally/Pinball: 800/323-3555 _____
 Centuri: 800/327-7710 _____
 Cinematronics: 714/562-7000 _____
 Data East: 800/538-5129 _____
 In CA: 408/727-4490 _____
 Exidy: 800/538-8402 _____
 Game Plan: 312/628-8200 _____
 Gottlieb: 800/323-9121 _____
 Namco: 800/538-1610 _____
 Nintendo: 800/633-3236 _____
 Rock-Ola: 800/621-4618 _____
 Rowe: 201/887-0400 _____
 Sega: 800/854-1938 _____
 In CA: 800/722-8576 _____
 Stern/Seeburg: 800/621-6424 _____
 In IL: 800/572-1948 _____
 Taito: 800/323-0666 _____
 Venture Line: 800/528-1442 _____
 Williams: 800/621-1253 _____
 In IL: 800/572-1324 _____