

GRAN TRAK 10

- From the Pong™ people
- New video game concept
- Big car racing action
- Fantastic sound effects
- Worldwide market in millions!



GRAN TRAK 10

You can see it here... but you've gotta HEAR it! Gran Trak 10 is the breakthrough for 1974. Gran Prix racing action, complete with the roar of supercharged engine, squawking of tires around curves and heart-stopping crash effects.

Fantastic!

Player drops in his quarter, hits the starter button, grabs the steering wheel, and he's off! Four-speed gear shift (1, 2, 3, 4) changes speed of the car on the screen and the sound of the engine. Foot pedals for gas and brake demand quick reactions around road race curves... and lots and lots of practice runs. At two bits a run.

Designed For Arcades

Super crowd-attracting race car sound effects are realistic, with volume level operator adjustable. Racing graphics make Gran Trak 10 stand out in busy arcades. Sure to build traffic... and Gran Trak 10 racing slots. Competition will be fierce, not only among the hot-rodders, but also with the people who cruise in their Caddies.



Actual photograph of race course

Control panel showing joystick and checkers (not shown here) as applied to the front of video display.

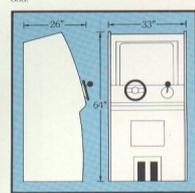
Fast Profits

Gran Trak 10 game time is operator adjustable. Slowly decreasing game timer shows time left on

the video display. Improved 2-slot coin mechanism takes 25¢ in either coin, coin or two games per quarter is operator adjustable. Coin mechanism and reflector units are separated for ease of maintenance. 25¢ play standard... and worth it! (Nobody can drive it just once.)

Built For Arcade Play

Completely solid-state. Gran Trak 10 is built to keep working. Atari's special DurStress™ process makes the computer rugged and trouble-free. Warranted for a full year. Major components tested to meet Military Specification 883.



Dimensions

Height: 64" (162.56 cm). Width: 26" (66.02 cm). Depth: 13" (33.02 cm). Weight: approximately 400 lbs (181.6 kg).

GET TRAKKING!

Innovative leisure is what ATARI's all about. Gran Trak 10 is the best racing game you've ever seen... and heard!

For the whole story, contact your local distributor or... ATARI, Inc., 14600 Winchester Blvd., Los Gatos, CA 95030. Phone (408) 374-2940. Telex: 95-7485.

Distributed by:



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In a world full of 1080P screen grabs, 100K poly cars and real-time everything, we can all be forgiven for looking at Gran Trak 10 today and failing to understand why it caused quite a stir.

Take yourself first to 1973—Pong, Atari's second game became the first mass produced videogame. To most it was the first generation of videogames. It sat comfortably in the arcade rooms which was still home to pinball, jukeboxes etc of the time. Videogames were new, could be played with friends and were exciting. Try and take yourself forward a little to June 1974 when Gran Trak 10 was released. The whole of the USA and doubtless a lot of the rest of the world* found their arcades filled with these videogames but it was limited to the hugely successful Pong, Space war, their imitators, the re-badged variations of Pong and perhaps 'Baseball'. If you were really lucky, you'd have Speed Race as well but really this was a huge breakthrough compared to Pong. Seeing this new game with a wheel and gas pedal must have been exciting. Here's how the worlds first videogame featuring racing cars came about:

By the end of 1973, Atari had become fed up of imitators producing clones of pong. (Nolan Bushnell referred to them as jackals). It was time for something different; something the jackals would have more difficulty with. Atari wanted a game with racing cars; a tall order for Electronics Engineers of the time. To solve his problem he turned to two friends who also used to work for Ampex who recently started a consulting agency called Cyan. Cyan comprised of Lawrence D. Emmons and Steve Mayer. In fact they became prime architects for Atari on many later projects. By 1976 they were so integrated into the Company that Atari purchased Cyan.

Gran Trak 10 was delivered to Atari early 1974 but it didn't play so well and Al Alcorn, one of Atari's leading Engineers had to make the game more playable before it was released on test locations during March 1974.

Gran Trak 10 was played by a young man who would go on to be a rising star at Atari and later his own Company Apple. In 1975, Steve Wozniak would visit Steve Jobs who worked at/for Atari and whilst visiting he would play Gran Trak. Steve Jobs in fact referred to 'Woz' as an addict and has suggested he played all night long.

When released, the game shipped for \$995—quite a steal. This was due to the most famous accounting error in gaming history - they sold the machine \$100 less than it cost to make. Atari posted losses of \$500,000 in 1974. Sadly for Atari staff, half of them lost their jobs because of this. Happily for future generations, this financial problem helped form what was to become Namco: To raise cash, Atari sold Atari (Japan) Corp to Namco which gave them an 'in' to the video game business they were seeking.

Above: A re-make (fake) screen of what it would be like to

Ampex

A Californian Engineering Company with a history stretching back to 1944. They have always specialised in Magnetic tape recording—initially for audio and in later years for video. They still do today.

The Sony-Ampex connection

Sony and Ampex once worked together in 1960 when they agreed to share their video recording knowledge. It didn't last long and Sony went on to produce the first Video tape recorder to utilise transistors.

Gran Trak Racing Clubs

How serious were Atari about racing games? Very much so. Gran Trak 10 racing clubs is fair evidence of their commitment. When retailing to vendors, Atari were suggesting that there would be Gran Trak racing clubs. By the time Indy 800 was released, the game could be ordered with a remote controller which allowed a race marshal to start the race instead of the usual countdown on screen.

Little did Atari know that 25 years later, domestic computers throughout the world would be linked up on the world wide web and virtual racing clubs would be common-pace. For modern games, virtual teams get together at arranged times and race on-line with games like Grand Prix Legends, Grand Prix 2 and NASCAR games.

Steve Mayer

Steve went on to the be part of the team who designed the Atari VCS (including Joe Decuir and Ron Milner and Jay Minor) and later Atari home projects.

He later founded a company called Digital F/X a leading edge supplier of digital audio and video authoring workstations for the television, film and multimedia industries.

He also sits on the Activision board of Directors at present. A company still a little interested in racing games.

Larry Emmons retired in 1982.

* I refer, of course, only to the civilised world.