

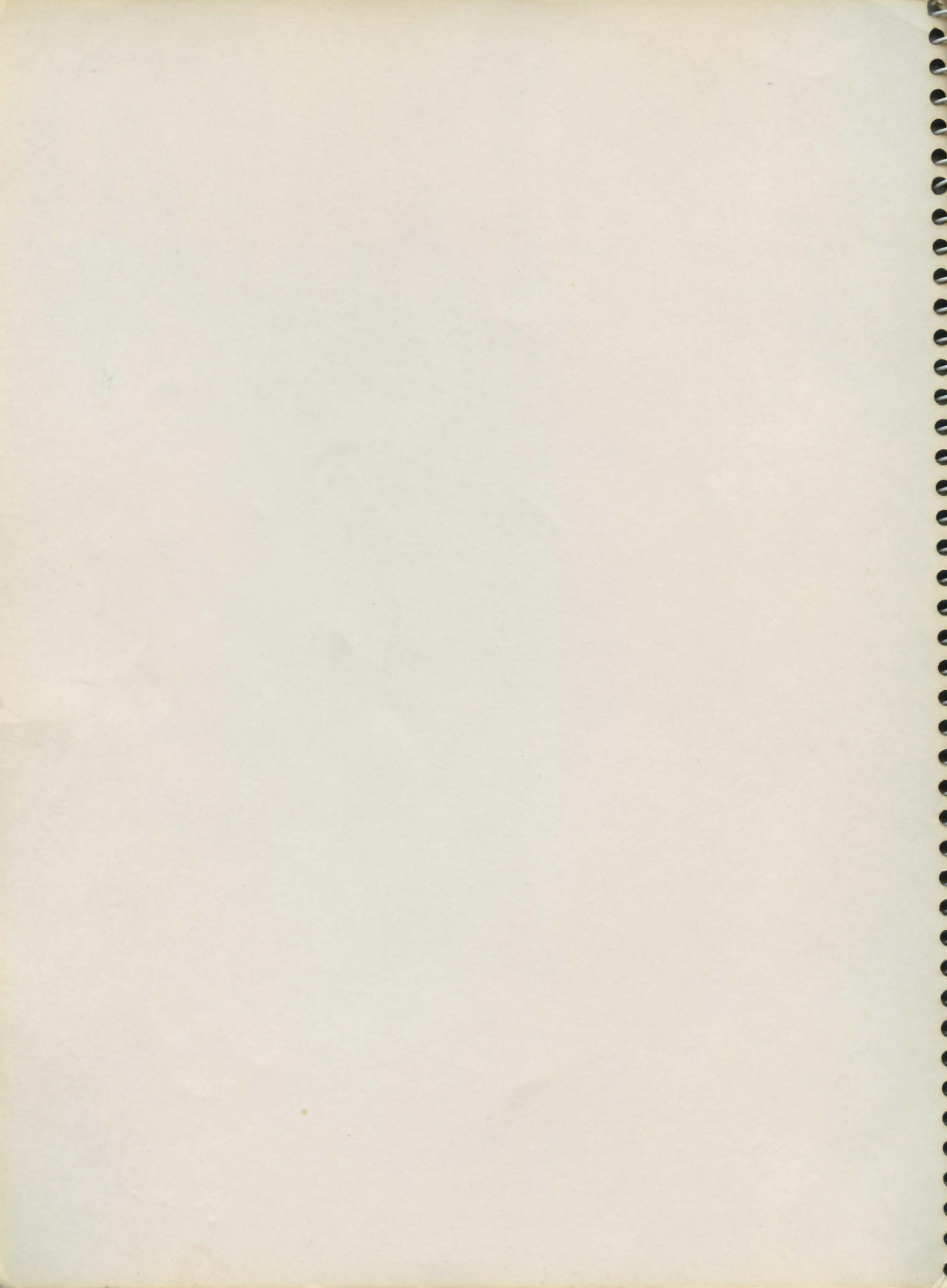
BY THE EDITORS OF CONSUMER GUIDE®

PAC-MANIA

TOP STRATEGIES FOR HOME & ARCADE PAC-MAN



Strategies • History • Ms. Pac-Man • Toys • Controversy •
Board Games • Clothing • Pinball Pac-Man • Folklore •
Cartoons • Pac-Man at Home • Trivia • Pac-Man Day & Much More



BY THE EDITORS OF CONSUMER GUIDE®

PAC-MANIA

BEEKMAN HOUSE
New York

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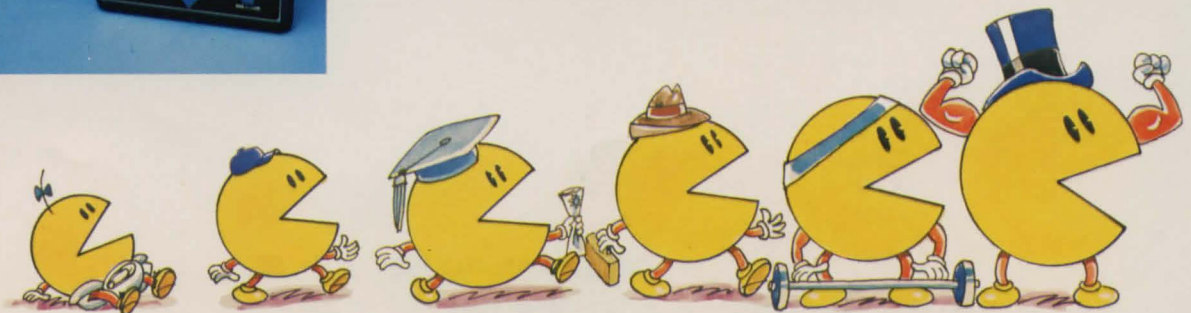
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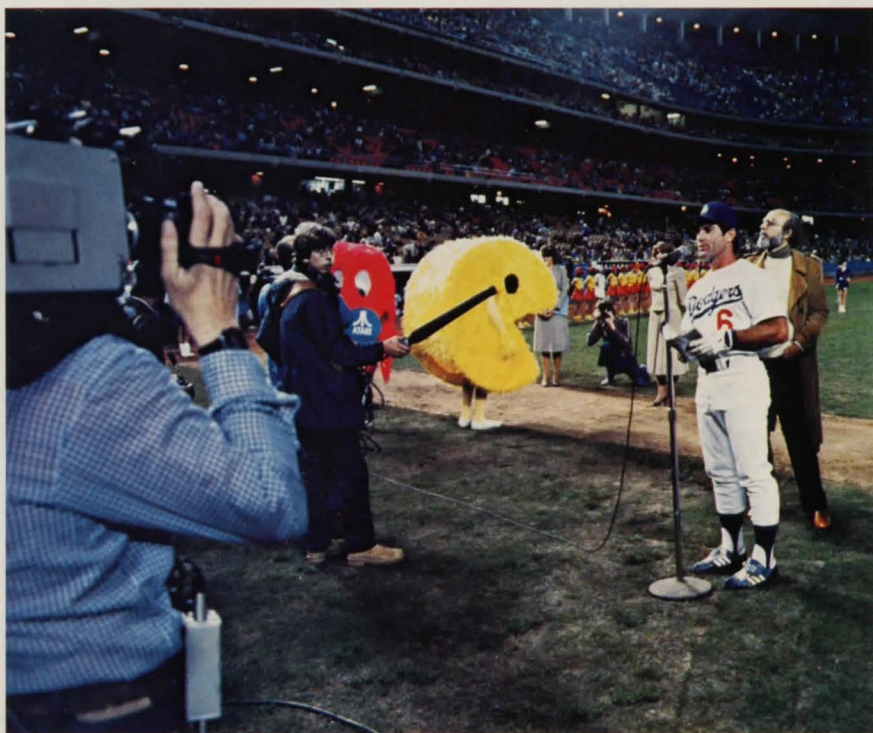
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Introduction

The world as we knew it changed dramatically once Pac-Man gobbled his first power pill. The "cute" video image that stormed American arcades in late 1980 has quickly blossomed into a full-blown, screaming, yellow obsession. You'd be hard pressed to find a living man, woman, or child in this country who doesn't immediately recognize the familiar yellow fellow. It's even been reported that deep in a dark, mossy cave—nestled in the highest regions of the Rockies—there lives a primitive tribe of hermits who daily worship a Pac-Man T-shirt, left there by a bewildered mountain climber. That's just one example of Pac-Man's pervasive influence!



PAC-MANIA offers you the unprecedented opportunity to enter the magical realms of the Pac-Man phenomenon. But prepare yourself! Like rich chocolate or endless vacations, there *can* be too much of a good thing. We've been able to observe and savor each delicious Pac-Man morsel over a period of months, bit by bit. You hold all of that wonderful material in one complete package. Take your time. Enjoy yourself.

What continues to amaze us—day in and day out—is Pac-Man's powerful appeal on a multitude of levels. You don't have to psych yourself up for Pac-Man: there's some appropriate tidbit for any mood or personality. And PAC-MANIA addresses each and every one of those surprisingly diverse moods.

We've been able to observe and savor each delicious Pac-Man morsel over a period of months, bit by bit.

When you're in a playful, leisurely mood, turn to the colorful coverage of Pac-Man Day—or amuse yourself with a Pac-Man cartoon. When you're downright serious, do some in-depth reading on the legal controversies or the media's Pac-Man blitz. When you're shopping for a gift or planning your summer wardrobe, flip through the spellbinding selection of Pac-Man products. And when you just have a minute or two, turn to our section on Pac-Man trivia or read the inspired lyrics to *Pac-Man Fever*.

When you've really got

yourself some time, and when you're really clear-headed, then—and only then—should you take up study on our new and improved Pac-Man patterns and strategies. With our detailed, full-color illustrations and expert advice, you'll discover new ways to develop your Pac-Man scores—whether you play at home or in the arcades.

There is a phenomenal amount of dazzling information on the video game Pac-Man. We've been spending a lot of time separating the good from the bad, the exceptional from the trite. And it is with great pride that we offer you this final compendium of our intensive studies. Welcome—one and all—to PAC-MANIA.



PAC-MAN

The Game

The original Pac-Man concept was (and is) one of the most powerful ideas in the history of video gamedom. And like most great ideas, it has generated a multitude of similar ideas: variations on a wonderful theme. The big video-game question today is no longer: Do you like Pac-Man? But instead: Which Pac-Man game do you like the most?

There are, roughly, three types of Pac-Man games: arcade games, home-computer games, and hand-held games. The arcade games—Pac-Man and Ms. Pac-Man—are the most sophisticated. The home computer games—Atari's Pac-Man and Odyssey's K.C. Munchkin (which, although in some ways similar, is *not* a Pac-Man game)—can't match the intricacies of the arcade games; they compensate by allowing the player more control over the game's difficulty and, at times, design. The hand-held games—Coleco's Pac-Man, Entex's Pac-Man2, and Tomytronic's Pac-Man—are by far the least sophisticated. Their charm is, of course, in their compact size.

All of the Pac-Man video games share the same

common elements: a gamester controls one joystick, moving a hungry jaw through a maze. All of the games have enemy monsters that become edible once Pac-Man eats one of four energizers. The major variations among the games usually concern the maze design.

Some of our most entertaining games have been no-pattern games. We have actually set up rules that don't allow pattern play.

What's the best way to play the Pac-Man games? That depends. What exactly do you want from the game? High scores? Entertainment? Competition?

Patterns have been touted as the most successful means toward achieving high Pac-Man scores. And they probably are. Some people discover, however, that pattern play becomes, well, boring. You're no longer beating the machine. You're becoming a

machine yourself. We enjoy beginning with patterns. They're a good place to start—maybe to get you through the first couple of slow (low scoring) screens—but we don't totally rely on them.

We've been receiving loads of patterns in the mail. Many of them are quite good—and you'll find a few in this chapter. What these patterns tell us, however, is what we thought all along: it's more fun to develop your own patterns than it is to follow other's patterns.

Some of our most entertaining games have been no-pattern games. We have actually set up rules that don't allow pattern play. The scores are never as high, but the entertainment value—according to many—is doubled. And if you want to succeed at some of the new arcade games—like Ms. Pac-Man—you'll have to forego patterns completely.

Another problem with patterns is the prevalence of pattern-busting "bootleg" machines. We're amazed at how many bizarre machines have appeared under the logo "Pac-Man." Although at times housed in Midway cabinets, these machines are

in no way Midway products. Some of these new machines actually give the monsters different names (Smokey the Bandito is one of our favorites) and at times display totally different mazes. They appear in the arcades because you became too good at the original machines. The arcade owners are trying to lower your scores.

Midway—contrary to

popular belief—is not manufacturing new computer chips for their Pac-Man machine. Instead, they're putting their energies into the development of new games, such as Ms. Pac-Man. These games take the basic Pac-Man theme and then alter the rules. The result is dynamic entertainment.

What you have, then—in this chapter—are some of our tips

and game techniques. We're giving you fresh and fun patterns for the classic Pac-Man game and some initial approaches to the newer home and arcade games. These are to get your minds working. There are other ways to play these games. And the best way is the way you develop on your own—the method that boasts your individual personality.

Arcade Games

Pac-Man, by Midway Manufacturing Co., Inc., is the arcade game that started it

all. It was the first video game to successfully part from the space format and enter a new dimension of video play. It has been accredited with getting women heavily involved in arcade play. It has also been hailed as the game that brought video out of the arcades and into the mainstream of public life. Whatever the proclamation, the game Pac-Man is one amazing game to play.

The original Pac-Man game could be preset to play either a slow or a fast game, giving rise to the theory that there were two different machines. Actually, there was only one machine, and it could be set by technicians to play at either speed. Here's how to tell the difference, either before or after you've slipped in a quarter:

Before the quarter goes in: it's a slow game if Pac-Man gets eaten by a light blue monster in the sample game; a fast game if the orange

monster eats Pac-Man. *After the quarter goes in:* It's a slow game if only two monsters emerge from their base immediately; a fast game if three emerge.

Midway's Pac-Man comes in two main versions—an upright and a cocktail table model. These machines can be set to give the player one, two, three, or five Pac-Men, with a bonus Pac-Man at 10,000; 15,000; or 20,000 points, depending on the generosity of the arcade owner.

We offer you some new patterns that can be learned and put to work in a matter of days. These patterns will undoubtedly give you high scores. But you may eventually discover variations in the patterns that work better for you. Learn to personalize your pattern, give it your mark.

A more creative method—for you hot-shots racking up astronomical scores—is this: Develop new games to play on the machines. A few of our variations are listed below. If you use your imagination, you'll no doubt come up with some more.

- How many minutes can you keep a single Pac-Man alive on the *same* board?
- Can you clear a board of 240 dots without using a single energy capsule?
- What is your fastest time for clearing a board?
- How many points can you rack up with your first Pac-Man?

Remember, the object of the game is to *have fun*. Don't let high scores dictate how much enjoyment you get out of the game.



Arcade Games



Our first pattern was

conceived by the twelve-year-old Pac-Man wizard, Mike Weiner. Although Mike's pattern works well into the keys, he himself doesn't enjoy playing Pac-Man past the bells, where monster killing is near impossible. As he puts it, "I let my friend play after the bells. The fast screens kind of bore me."

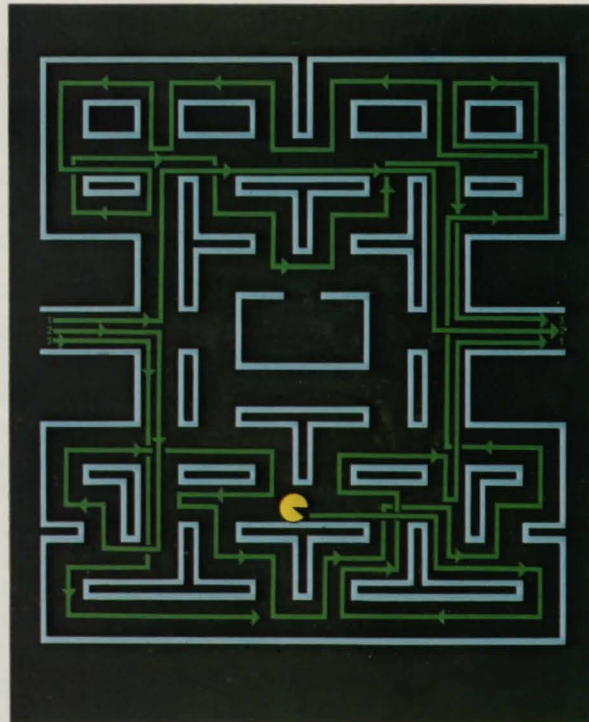
Mike brings a two-pattern approach to his play. Pattern A is utilized during the first four screens. Pattern B is used from the fifth screen on. If you're on a fast machine (see page 7), Pattern A will be used on the first three screens, and Pattern B from screen four on.

Pattern A should be followed faithfully, without hesitation. Monsters will be grouped for your attack around each energizer. Mike usually tries to get at least three of them, and then resumes his pattern.

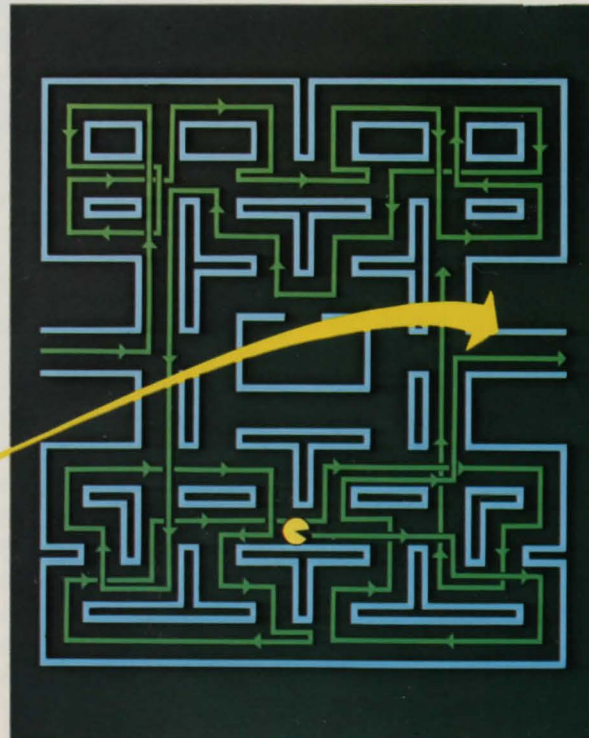
"I let my friend play after the bells. The fast screens kind of bore me."

Pattern B should also be followed faithfully without hesitation. The one important point is to lure the monsters through the tunnel at this point in the pattern. That means jiggling the joystick left and right until they come after you. Once they're after you, slip through the tunnel and continue the pattern.

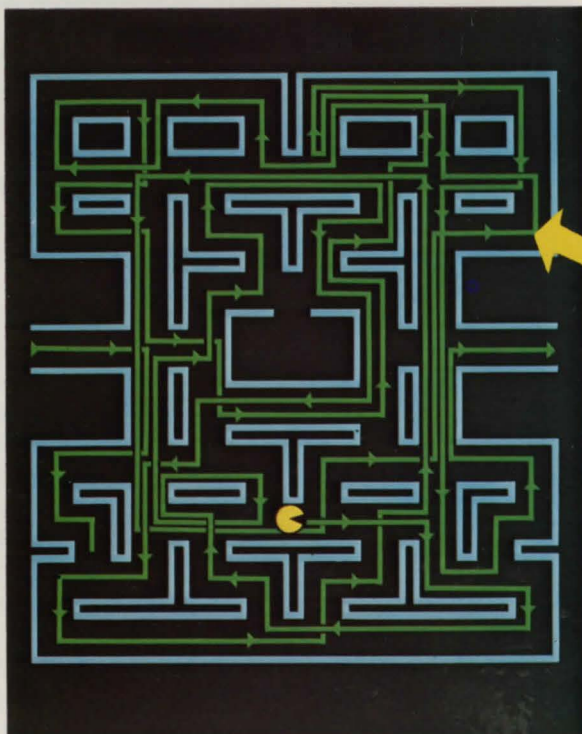
Weiner: Pattern A



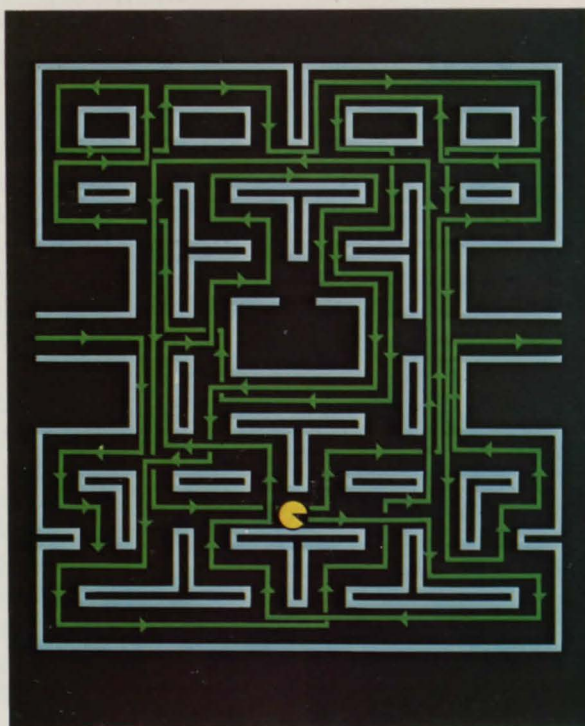
Weiner: Pattern B



Isham: Pattern A



Isham: Pattern B



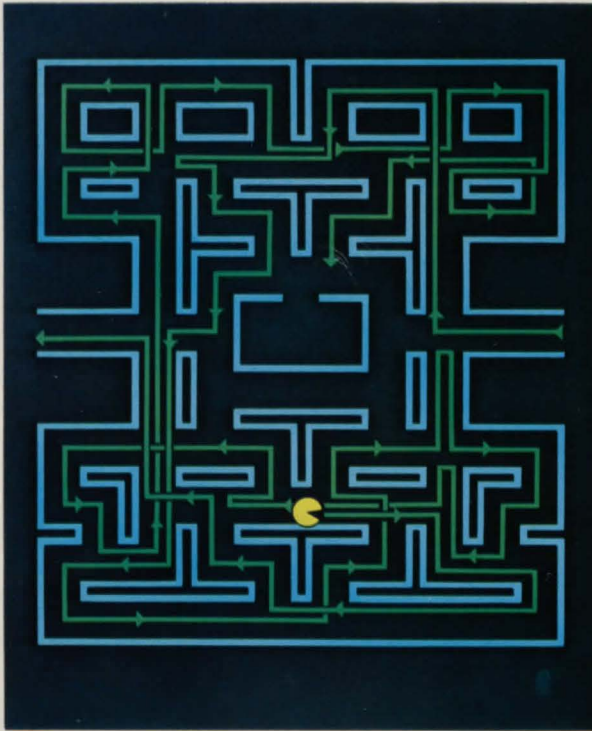
Our second standard pattern was developed by Ted Isham, a 32-year-old production manager for an Illinois lithographer. Ted claims, "I don't even know their [the monsters'] names." But his patterns prove that he knows his Pac-Man. What we especially like about his pattern is that most of the dots are cleared before any energizers are eaten. This gives you a lot of fun time at the end of each screen to grab energizers and kill monsters.

"I don't even know their [the monsters'] names." But his patterns prove that he knows his Pac-Man.

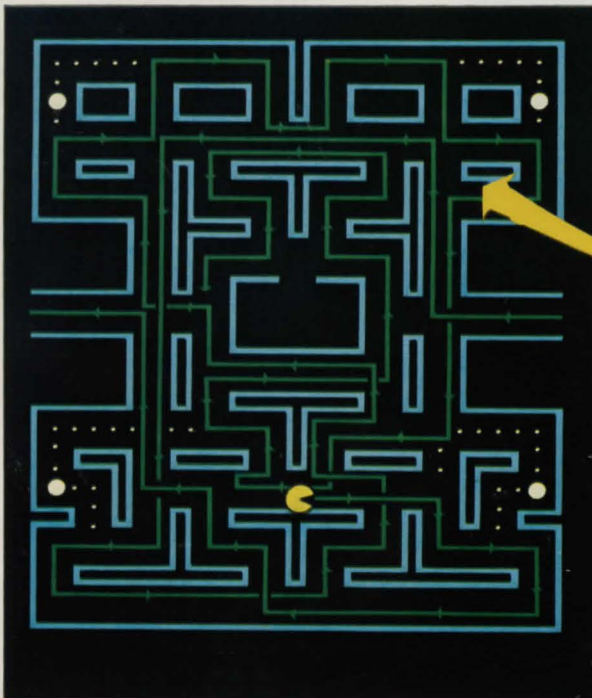
Ted's approach, like Mike's, is a two-pattern method. Ted's first pattern works on the first two screens only. And if you're on a fast machine (see page 7), it works only on the first screen. The only real finesse move on this pattern involves a hesitation here, while the monsters go by on your left. Otherwise, follow the pattern without hesitation. Ted usually grabs only two—or maybe three—monsters at each energizer.

The second pattern works from the third screen on (or second screen on a fast machine). This pattern should be followed faithfully without hesitation.

Super Pattern A



Super Pattern B



Here are two patterns that have been used in super high-scoring games. Our experience with such super patterns is dubious. Although we've witnessed high scores with these patterns, they aren't necessarily repeatable under scientific testing conditions. That's because there are so many subtle points of hesitation and daring-do—all of them very individual and different from screen to screen. Here, however, are our two super patterns. Proceed at your own risk.

We watched pattern A go for 392,260 points. The trick to this pattern is speed and courage. As our expert put it: "If monsters are heading for you, don't be afraid, 'cause they'll turn away from you. Just do the pattern. Don't hesitate."

Pattern A is also remarkable in its universality. The pattern can be used on every screen. You must know how to maneuver in tight situations, however. And don't get greedy!

Our second super pattern (B) was a gem discovered in our mail box. A high score of 260,000 points was reported with this pattern. Although our testing didn't result in that type of score, we got enough points to convince us that it is an amazing pattern.

We did have some trouble with this pattern. Especially at this point. The problem was that the red monster consistently killed us. Once we managed to slip by him, we continued the pattern successfully. What we like most about this pattern is that all dots are cleared before the energizers are tackled. Your task after completing the pattern is to scoop up the energizers and kill monsters.

Ms. Pac-man is a better game than we expected it to be.

That's because sequels to anything—be they video games or movies—are usually disappointing. But just as Francis Ford Coppola made *Godfather II* as good or better a movie than *Godfather I*, Midway came through with *Ms. Pac-Man*: an exciting sequel to *Pac-Man*.

How exactly does *Ms. Pac-Man* differ from the original *Pac-Man*? Stan Jarocki—Marketing director at Midway Mfg. Co.—explains it this way: "*Pac-Man*, of course, was a very simple game, an easy game to play for a novice or an experienced player. It was challenging for both types of players—very easy to play, simple controls. *Ms. Pac-Man* is basically the same. We changed the character, of course. We glamorized her with ruby red lips and put a little ribbon in her hair, gave her fluttering eyelashes, and a Marilyn Monroe beauty mark. And she faints rather than deflates when the monsters catch her."

What Jarocki failed to mention were two major changes from the original game. The first change was the introduction of several different mazes. There are actually four totally different mazes to master in *Ms. Pac-Man*. The second change was the programming of the monsters' reactions. Midway simply got smart. They did all they could to combat any possible development of repeatable patterns. That means that the phenomenal *Pac-Man* scores (unofficially reported to be over 3,000,000) will probably never be equalled by *Ms. Pac-Man*

players. It also means that you'll have to rely more on your own skills and abilities than on pre-conceived *Ms. Pac-Man* strategies. We think both changes—the new mazes and the random monster movements—make for a better game.

As to the specifics of the mazes. The first two boards are identical pink mazes that have four escape tunnels, conveniently placed. A player must complete both pink

Midway simply got smart. They did all they could to combat any possible development of repeatable patterns.

screens (in which the monsters have different patterns of behavior) before reaching the blue screen. This maze must be completed three times before reaching the orange screen, which must be completed four times before reaching the fourth and final board. The blue boards have four escape tunnels, but two of them are at the very top and difficult to use. The orange board has just two escape tunnels, lots of winding S-channels, and *no* long stretches of dots!

Finally, top *Ms. Pac-Man* players are rewarded with spanking new intermissions. And, of course, they're as entertaining as ever. The first sequence portrays *Pac-Man* and *Ms. Pac-Man* being chased by one Monster each. The Monsters collide, and the *Pac-Duo* exit as a friendly

couple. The second sequence, later in the game, has the flirtatious *Ms. Pac-Man* chasing *Pac-Man* back and forth across the screen. One wonders about her motives. The third and final sequence includes *Pac-Man*, *Ms. Pac-Man*, a stork, and, you guessed it, a baby *Pac-Man* (or a baby *Ms. Pac-Man*, its gender is difficult to ascertain).

Ms. Pac-Man is a game that will successfully stand on its own. There's no sign that it's a flash in the pan. It appears to be a game that will develop a strong, loyal following. We certainly consider the game top notch. Some basic strategies are given here to help you approach the game.



Arcade Games

The elements of Ms. Pac-Man

are basically the same as the original Pac-Man elements. You must gobble up all of the dots and energizers to clear the screen. You're able to kill monsters for points only after energizers are eaten. Otherwise, they'll kill you.

The screen illustrated here is the second of four possible screens. The differences among the screens concern the amount of tunnels and the layout of the maze.

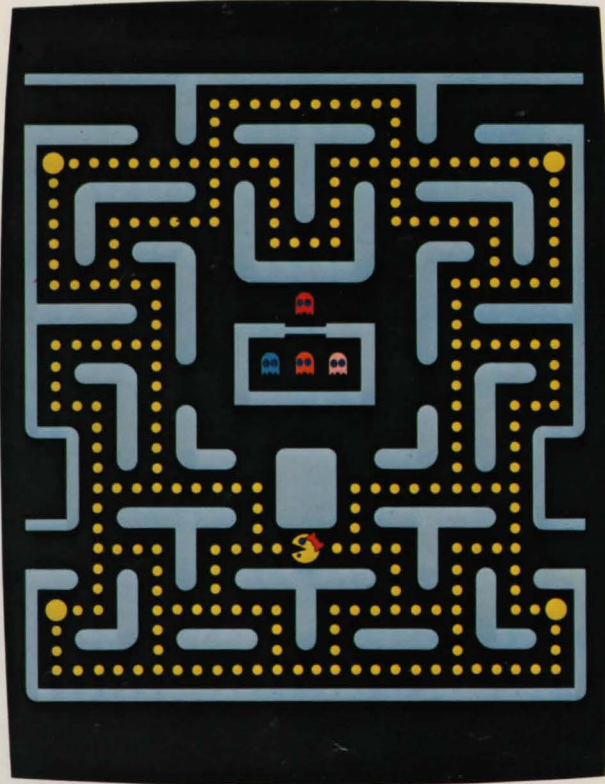
One prime strategy in Ms. Pac-Man is good use of the tunnel or tunnels. The intricacies of the maze make quick tunnel escapes essential. Moving fruits should always be gobbled if you want top scores. And like the original Pac-Man, fruit values increase with every new screen.

As in the original Pac-Man, you're going to have to manipulate the monsters toward your end. The computer program is such that the monsters always track you. Use this to your

advantage. Lure them toward you when you're at the energizers or scooting through the tunnel. And, as always, don't get too greedy. Greed is a constant and dangerous enemy.

Other notes and observations concern the fruits. These are dancing fruits—like

intermissions at drive-in theaters. You must grab them on the run. Another challenge to Pac-Man players is the split-second reactions of the monsters once you eat an energizer. On the original game, the monsters delayed for a second once you gobbled a power pill. They now run *immediately* once you've initiated your attack.



Illustrated on this page are the ever-dangerous twilight zones in all four of Ms. Pac-Man's screens. And as in the classic TV show by the same name, you're never sure just what will happen when entering a twilight zone.

Just remember: These zones are extremely dangerous! Clear the dots in the zones only when you're absolutely safe. The safest time is, of course, when the monsters are royal blue. Other safe times are dictated by the deadly monsters' positions on the boards (e.g. far away from you).

Why are the twilight zones so dangerous? Because in most cases there are no alternate escapes once you enter them. In other words, the monsters can divide and attack from both ends of the zone. And they'll do just that if given the chance.

As all expert Ms. Pac-Maniacs know, twilight zones play the most active role in strategy. *Do not* rely on patterns. They'll only interfere with what's really important. Play the game as it was meant to be played: scoop up the safe dots, hit the energizers, and then kill monsters and eat twilight zone dots at the same time. Once the locations of the twilight zones are memorized, top Ms. Pac-Man scores will come.

Maze 1



Maze 2



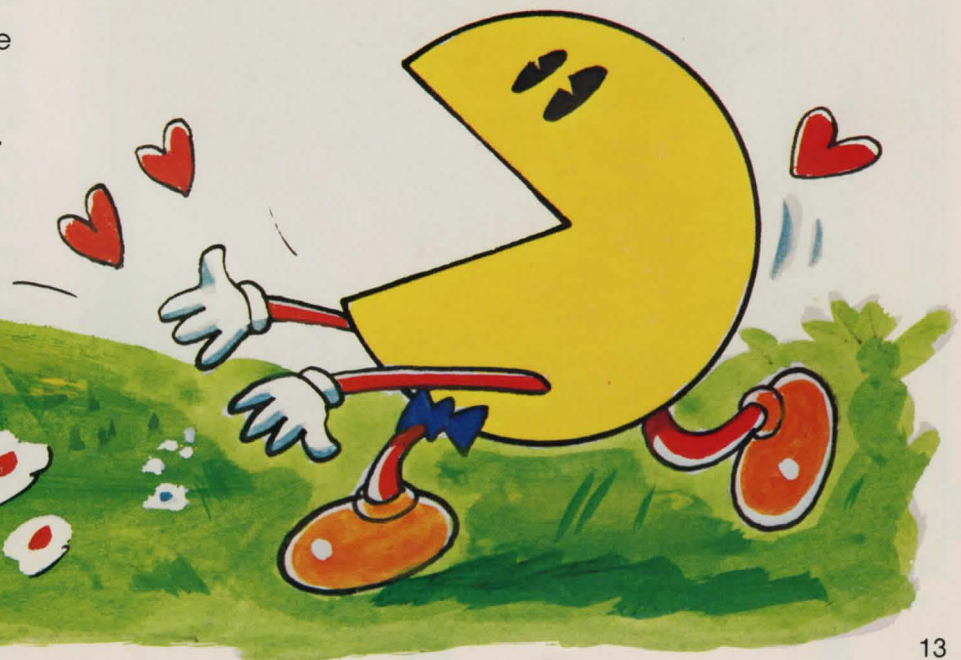
= Twilight Zone



Maze 3



Maze 4



Arcade Games

Mr. & Mrs. Pac-Man successfully blends Pac-Mania with Pinball Wizardry.

Not only does it wed your favorite video character with a very good pinball machine, but it also manages to cement the bonds between two otherwise unwed personalities.

These two little newlyweds have come up with one heck of a pinball game—the special features are among the most elaborate we've seen. The most spectacular feature of this game is the Pac-Maze in the center of the playfield (Bally has trademarked it "Vid-Grid"). This is actually a compact video game that you can play after achieving enough points with the pins. Your goal is to light up the Vid-Grid as quickly and as many times as possible.

The visuals of this part of the game are really very nice. The rest of the playfield darkens so that you can concentrate on the Vid-Grid. And a digital display below it indicates, "time to beat," "mazes completed," and "Pac-Man moves."

Your movement on the "maze" is controlled by the flipper buttons—the right button controls movement, and the left controls direction.

Strategy for this game is more complicated than it first appears. You should



concentrate on five major sources of points—three sets of stand-up targets, and two "saucers" or cups. You have three very responsive flippers to work with.

Strategy for this Pac-Maze is limited, as far as we're concerned. We suggest one thing—speed.

Concentrate first on the saucer skill shot off the plunger. It's the fastest way to activate the Vid-Grid. With just a little practice, you can learn to apply the right amount of plunger pressure on your first ball. If done correctly, the ball will drop into the saucer and you'll get a quick 10 Pac-Man moves. This only applies when the saucer light is flashing, so work on your timing. There is another saucer in the upper left corner of the playfield. Flipper skills are essential here—you must pass under the gate at the opening of the narrow tunnel leading to it.

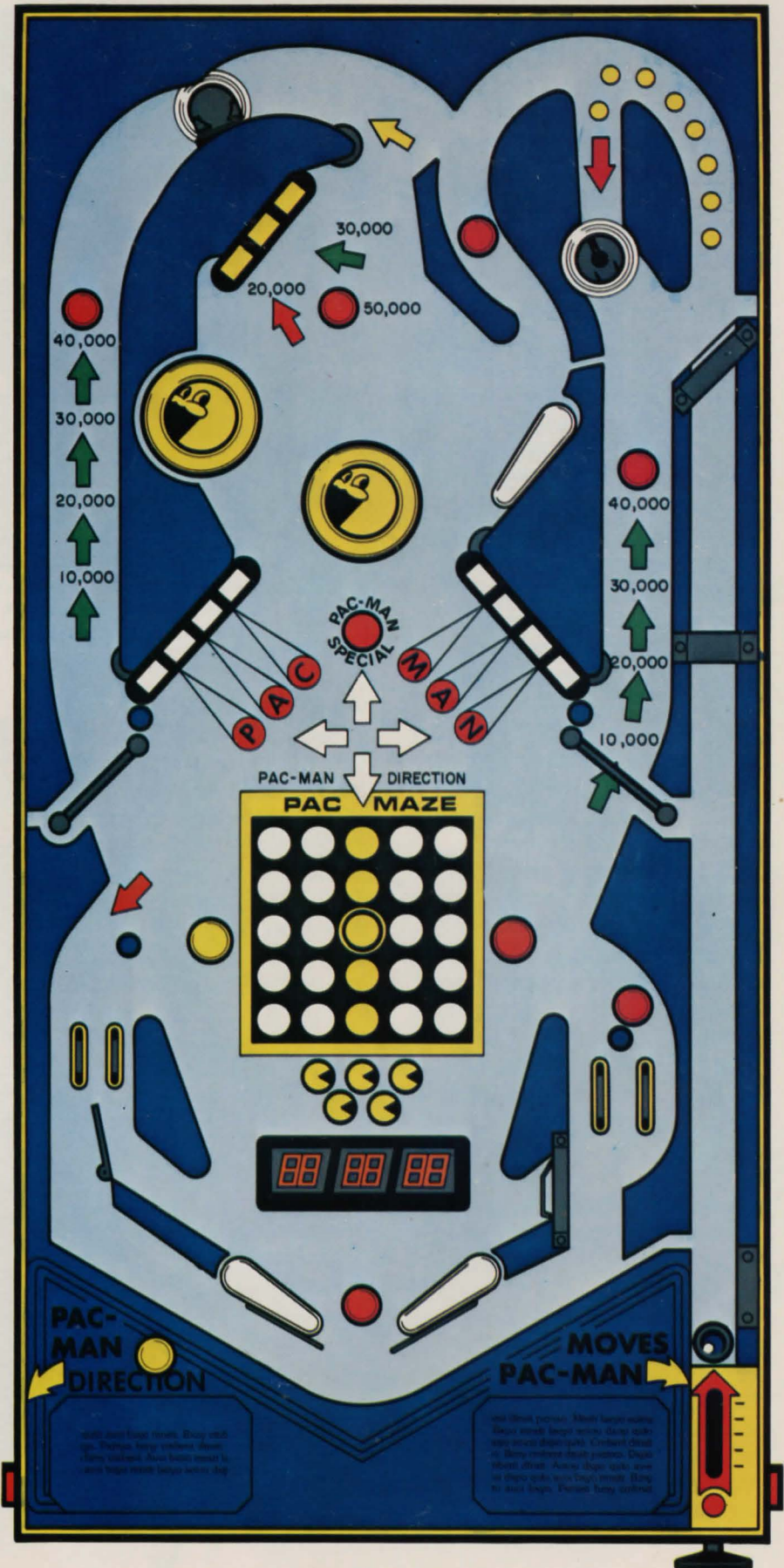
The three other targets to





concentrate on are sets of stand-up targets. There are two sets of four, positioned near the center of the board. Knocking all eight of them down requires good "flipper fingers," but their elimination will spell out P.A.C.M.A.N. and earn you a total of 10 moves on the maze. The third set of stand-up targets is a little tougher. There are only three targets, but you have to use the upper flipper to reach them. This flipper is controlled by the right flipper button. We've found that really slamming that button will often send the ball right back to your flipper after knocking down each target. Successfully knocking down this set of targets earns three moves.

After racking up enough moves, you'll be ready to tackle the Vid-Grid. Strategy for this Pac-Maze is limited, as far as we're concerned. We suggest one thing—speed. Get used to the action of the flippers. Remember: you're being timed! Don't try to figure out the most logical way to deploy each of your hard earned moves. Just go for it!



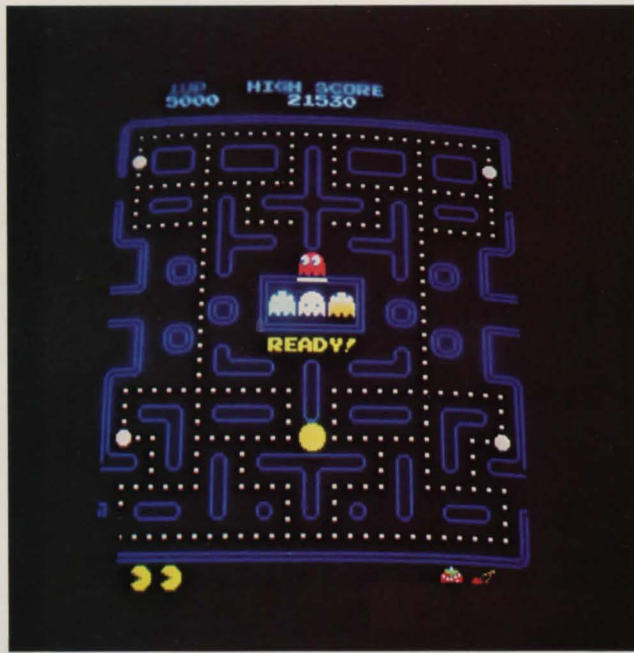
Arcade Games

Bootleg games illegally compete with Video game manufacturers.

The industry is a lot like the Hatfields and the (real) McCoy's. It's a battle of metaphorical shotgun fire.

If there's a game mechanism that can be exploited successfully (like the concept of a character running around a maze in a chase-and-be-chased situation), so be it. Thus we see Midway's Pac-Man game competing with the likes of Puck-Man, Gobbler, Mazeman, Cruiser, Hanglyman, and Munchy-Man. They were produced by bootleggers, pirates, counterfeiters. You can choose the name you think fits best.

The odd part of this situation is that many players don't even know a bootleg machine from the real McCoy—or don't seem to care. One thing is certain: bootleg Pac-Man machines take away from the image of the original product. The serious Pac-Maniac does not patronize the bootleg games for the simple reason that these games often give back less for the quarter than the true product. True Pac-Maniacs are purists. Recently, one of our Editors inserted a quarter into a machine that outwardly appeared to be Midway's Pac-Man game. The cabinet was the real thing. However, when the screen clicked on, the truth was revealed. The characters and the music looked and sounded identical. But we stared open-mouthed when the screen flashed "Hanglyman" as the game's title. And we cried out in anger



Take a close look at the maze and tunnels in this sophisticated—and blatant—bootleg Pac-Man game by Nittoh (hot tin spelled backward).

when the "monsters" were introduced. Their names were boldly displayed as Oikake (nicknamed Acabei), Machibusu (nicknamed Pinky, of all things), Kimagure (nicknamed Aosuka), and Otoboke (nicknamed Guzuta). The manufacturer of this game even went so far as to print the company name on the

screen—"By Nittoh," it proclaimed.

From there, it only got worse. The first maze was the right color, but the wrong shape.



The second screen displayed only dots, and the fourth screen was an open playfield—no maze! An employee at the establishment claimed the machine was "Ms. Pac-Man in a Pac-Man box." Somehow, we found that hard to swallow.

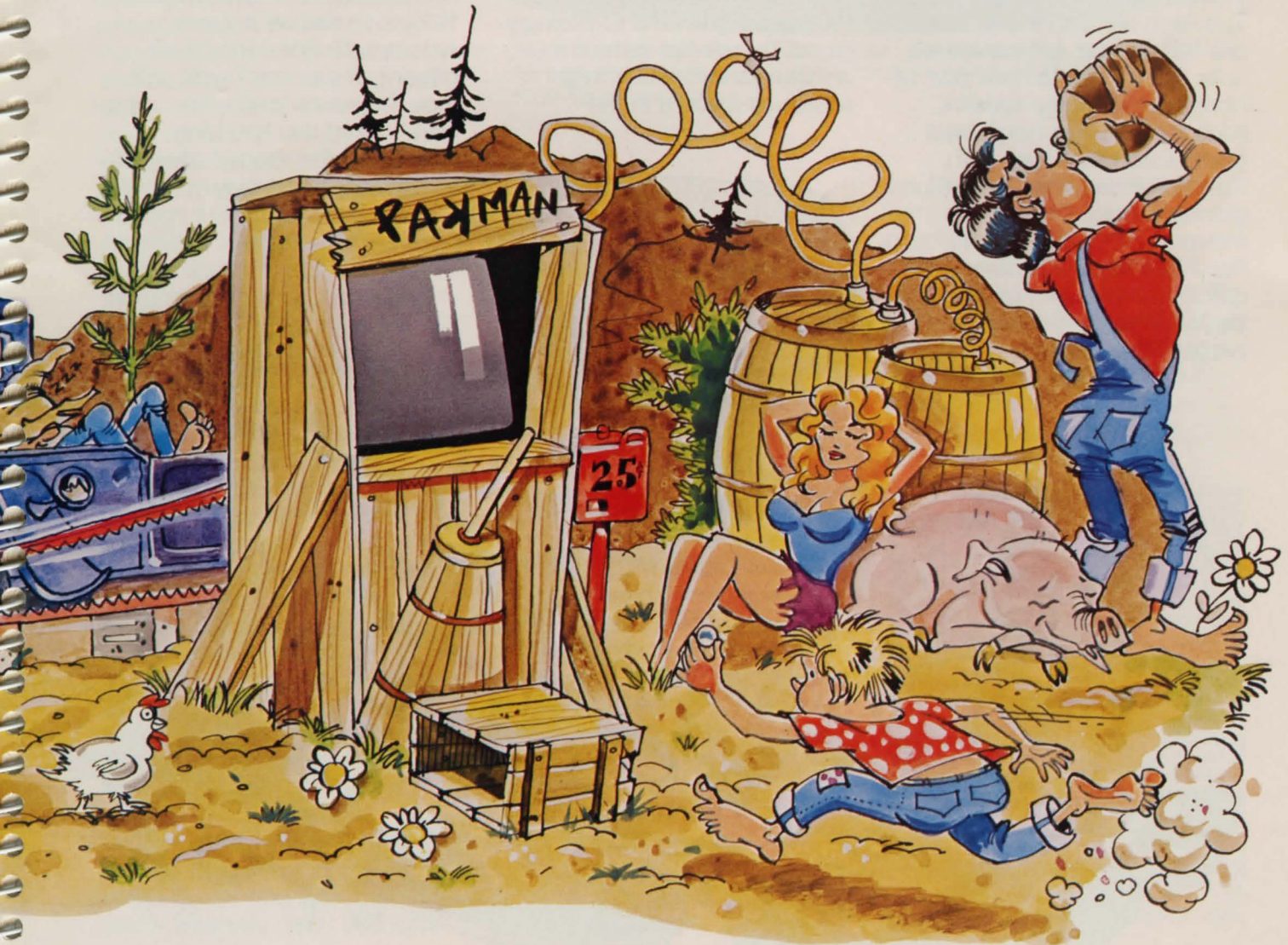
Popeye, imported from the far east, is another game that Midway is concerned about. They consider it an infringement on their trademark and copyright. In the Popeye game, there is a maze, dots, and energy dots to be eaten. But instead of a Pac-Man character and monsters, Popeye is chased around the maze by four Olive

Oils! Funny, but not very original.

Puc-One is another questionable game. Although it uses a different maze pattern than Pac-Man, and has four escape tunnels rather than two, it does contain the same number of dots, the same placement of energizers, and there are four things that chase the player's object. Scores are much higher in Puc-One, because you get 20 points for a dot, 80 for an energy capsule, and the fruits are worth more points.

We have also seen a game called Mazeman, by a company called UCI. It has a little yellow frog that eats

hearts, and swallows mugs of beer for energizers. There are ten escape tunnels, and if you eat the fourth monster on one beer mug, it scores 5,000 points. Mazeman uses the exact same maze as Puc-One, with the exception of six additional escape tunnels. Dots are worth 10 points each, as in Pac-Man, and energizers (mugs of brew) are worth 50 points. As in Puc-One, however, the fruits are worth more points. Sounds like the best of both worlds, but does this type of activity represent copyright infringement? That's up to the courts to decide.



Home Games

Every bona fide Pac-Maniac desires but one thing: The opportunity to play non-stop Pac-Man. That opportunity is rarely granted in the arcades, where you must contend with both competitive Pac-Maniacs and a limited budget. Fortunately, many companies have introduced ingenious home Pac-Man games. These allow you to play as much Pac-Man as possible without constantly pumping in quarters.

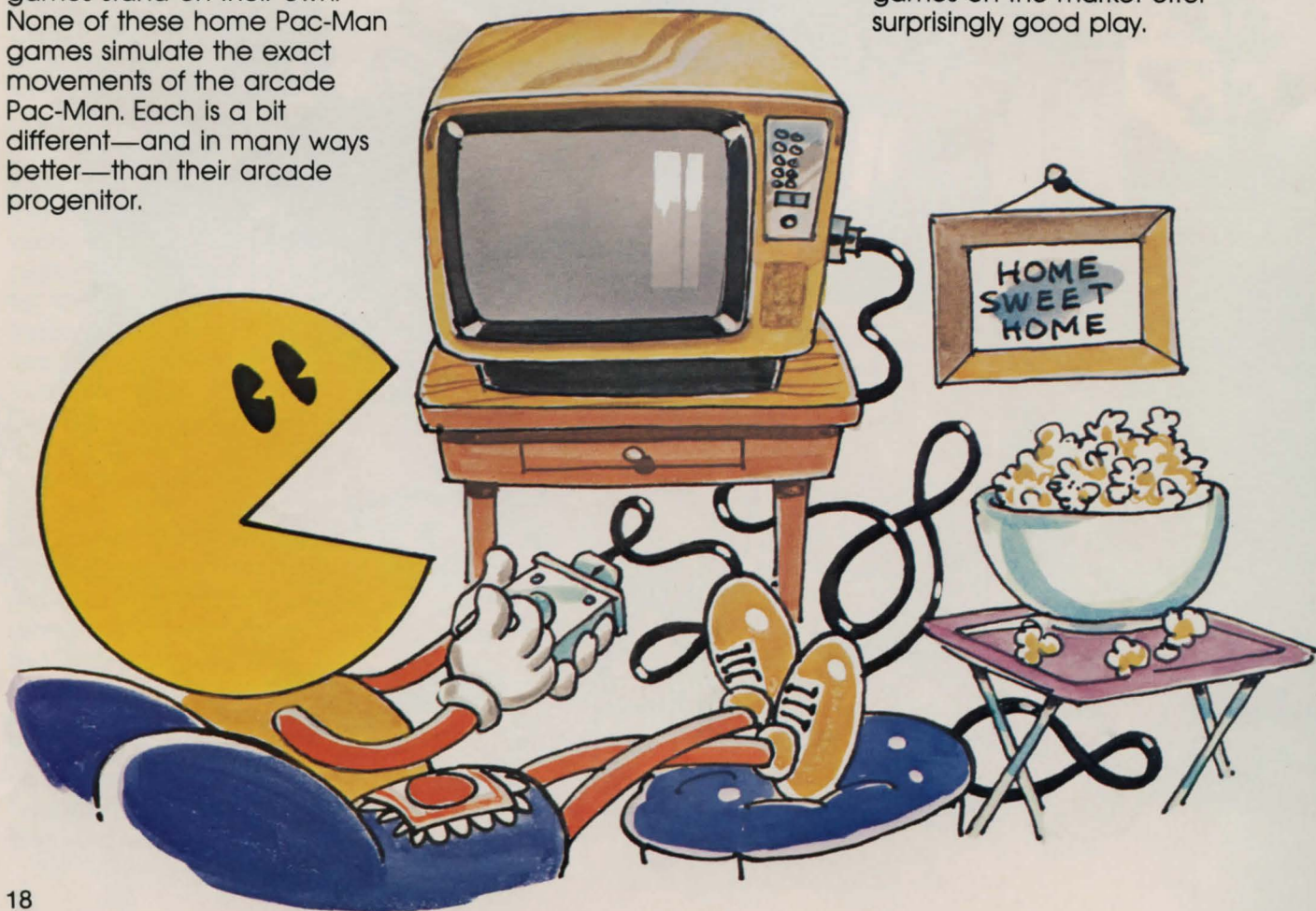
Home Pac-Man games come in two general types: those that are played on your television set and those that are hand-held, self-contained units. The TV games are part of home video-game systems, such as Atari. The hand-held games stand on their own. None of these home Pac-Man games simulate the exact movements of the arcade Pac-Man. Each is a bit different—and in many ways better—than their arcade progenitor.

The weakest aspect of all the home games is the graphics. None of these games provide the brilliant colors or smooth movements of the arcade Pac-Man. Our biggest gripe with all of the games is this: it's awfully hard to determine when the monsters are killable and when they aren't. None of the controls are as easy to maneuver as the arcade joystick. And, naturally, none of these games provide any type of intermission.

From a strict game standpoint, however, each of the home games is surprisingly good. There's just as much challenge involved in high scores as there is in the

arcade game. And all of the Pac-Man games lend themselves to pattern play. They're different patterns than the arcade's, but they're patterns nonetheless. As soon as you can adjust to the awkwardness of the controls, you'll find yourself getting better and quicker.

The present home offerings are just the tip of the iceberg. We have no doubt that future home Pac-Man games will become better graphically and offer better control. Atari's new Video System X, to be released around Christmas 1982, is touted as a super system, with Pac-Man as an offering. If you can't wait until then, however (and who can?), all of the Pac-Man games on the market offer surprisingly good play.



Atari introduced their cartridge for the Atari Video Computer System in January of 1982.

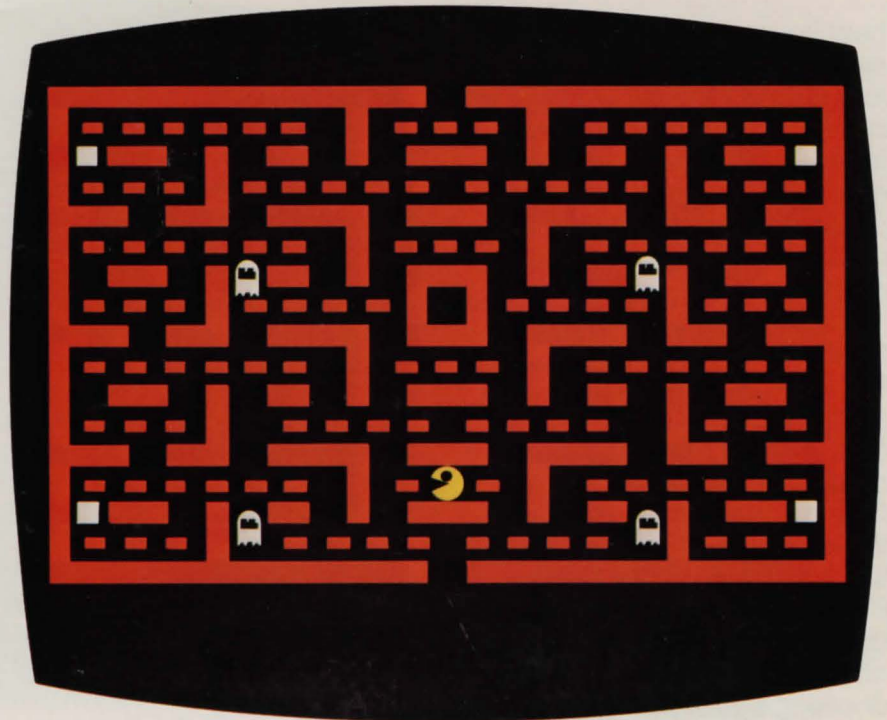
This introduction was probably the most sensational moment in the history of home video. People were seen across the country standing 30 or 40 deep in line to buy the cartridge. Stores simply couldn't stock enough of them.

Unfortunately, many people—including us—were disappointed with the cartridge. Our major complaint concerned the graphics. All of the monsters are the same color and don't change much visually once Pac-Man eats an energizer. You must rely primarily on your ears—not your eyes—to time your monster kills. Another problem concerns the joystick. With so many intricate moves through the maze, it becomes downright frustrating when the joystick doesn't respond accurately to your movements.

Enough of that, though. In the end, we have a lot of fun with this game. And the reason for that fun concerns the actual game play. Once you begin to master all of the grid's turns and paths, you'll find Atari's game to be both challenging and rewarding.

The game uses a horizontal playing field—unlike the arcade game—because that is how television screens are shaped. For this reason, the escape routes are located at the top and bottom of the screen, instead of on the sides.

Atari engineers have been generous. You begin the game with *four* Pac-Men, one on the screen and three in reserve. And you gain another *each time* you clear a board,



Atari's Pac-Man screen is horizontal—like your television. This format makes for intricate paths, especially on the far right and far left. These are the most dangerous areas.

which means you can build up quite a number of "lives." During a single energized period, the first monster is worth 20 points, the second 40, the third 80, and the fourth 160.

Each board displays the same maze. Instead of the 240 dots to be eaten in Midway's arcade game, this version offers 122, worth one point each and referred to as "video wafers." Since you must fully overlap a wafer to eat it, sometimes you will feel you've been robbed. Get used to making quick backtracking maneuvers to pick off these stragglers. The four "power pills," located in the corners of the playing field, are worth five points each, and an occasional "vitamin," or bonus square appears where the fruits appear in the arcade game—underneath the monster pen. These vitamins

are always worth 100 points. Point values do not increase as screens are cleared.

One final word about the joystick, and this is important: it will only move Pac-Man in four directions—up, down, left, or right. Make certain that your movements are true, or Pac-Man could go in an unexpected direction.



Home Games

The patterns on this page will help you clear the first and second screens of Game One. And Game One is, appropriately, the game to learn Atari's Pac-Man on. You'll eventually outgrow this version of the game, but the skills you develop will be applicable to all the cartridge variations.

The two basic difficulty factors in any of Atari's Pac-Man games concern (1) the speed of Pac-Man and (2) the speed and tracking abilities of the ghosts. Game One is slow enough to let you think through your movements. But the ghosts' ability to track Pac-Man's movements is quite good. You therefore are offered a challenge—but a challenge you can think through.

A frustrating Atari problem—one that you'll have to get used to—is the joystick manipulation. You're never going to be totally satisfied with your maneuvers, but a little practice will help you develop more accurate responses. Game One—with its slow movements—allows better control through the maze than most of the games.

A few notes: These patterns must be followed properly and without hesitation. If you miss a move or hesitate greatly, you're on your own! It will take a while, surely, before you can accurately follow our patterns. The trick is practice.

When you gobble a power pill, there's the temptation to grab as many ghosts as possible. By all means, try to get the ghosts—but don't let them draw you off your pattern. We suggest that you start conservatively—grabbing one or two ghosts per energizer. Then work your way up.



Game One: Screen One

The pattern for the first screen (above) is a beauty, but you must stay strictly on its path. Follow it exactly. If faithfully mastered, you'll find yourself dancing deftly around confused ghosts. After a day or two, you'll be able to complete this pattern blindfolded.



Game One: Screen Two

The pattern for the second screen (above) allows a bit more freedom—especially after gobbling the power pills. A good fake-out is illustrated at the bottom of the grid, where you move first to the right and then double back to the left—totally baffling the ghosts!

Game Two is—dare we say

it?—the best game on the Atari cartridge. That is, *most* of us consider it the best game. One hard-nosed Editor is unshakable in his affections for Game Six, discussed on page 23. The patterns on this page will help you clear the first and second screens of Game Two. After learning to master the first two screens, you'll soon be up to screens nine and ten.

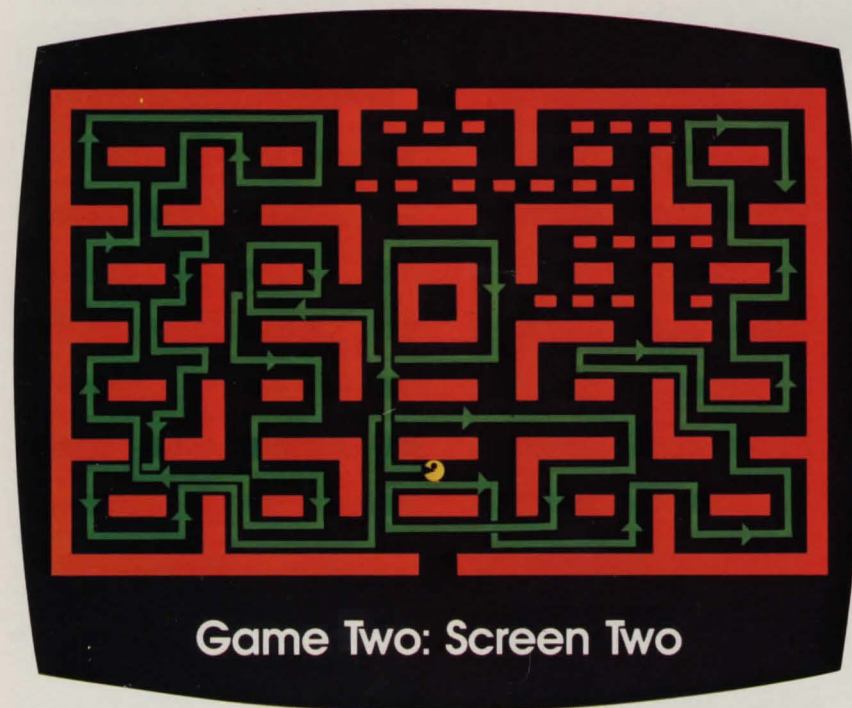
The play action in Game Two is quite a bit faster than in Game One. The speed of the ghosts is fast—and their tracking ability is superb. Pac-Man's speed isn't that quick, but it's the ideal speed for accurate maneuvering through the maze.

One trick that must be learned in Game Two is the ability to quickly weave up or down the columns on the far left and far right of the maze. These are the most dangerous areas on the grid. It takes a lot of practice to move up or down without hesitating or getting stuck. You'll know you've mastered it once the audio sounds like a dash dash dot dash of Morse Code.

We suggest that you take a much more aggressive role in ghost-killing than you did in Game One—especially on these first two screens. Don't chase them across the board, but lure them toward you. When the pattern draws you close to a power pill, don't just gobble it up instinctively. Lure a few ghosts into your chamber by rattling the joystick left and right. Once they're close enough to touch, gobble the power pill. This lure and attack will surely result in some top ghost points.



Our pattern for Game Two's first screen (above) will clear the board quickly. But make sure to get some ghost points in the process! We never feel satisfied unless we gobble at least three—and preferably four—ghosts per energizer. Remember: the ghosts will never be as slow as they are now.



Our pattern for the second screen (above) leaves 21 stray dashes at the end of the pattern. We always find some novel way to clean them up. Your primary emphasis should be on clearing these last dashes—although a few ghost-killings on the side is good for the soul.

Home Games



Game Three: Screen One

Our pattern for Game Three (above) clears over half the dashes before any power pills are gobbled. The long simple pathways of our pattern make this an easy one for children to learn. And the last nine dashes should pose no problem. In fact, you should devise a different way to clear those final dashes each time.



Game Four: Screen One

Our pattern for the first screen of Game Four (above) is the cleanest pattern in this book. You successfully clear every dash on the left of the maze before attacking any dashes on the right. Remember: Never be satisfied with less than four ghost-kills per power pill.

Games Three and Four are two of the easiest games on the Atari Pac-Man cartridge. Although designed primarily for children, the games offer unique challenges that even adults can respect. Those challenges can range from super-high scores to creative pattern designs.

Game Three is aimed at the under-five-years-old crowd, but it offers the promise of creative pattern design. We like to clear every dash before any power pills are gobbled. Our illustrated pattern successfully clears over half of the dashes before any power-pills are approached.

Game Four is a touch faster than Game Three. It's probably the favorite game of six-year-olds. Again, adult challenges must be creatively constructed.

We never excuse ourselves for getting less than all four monsters per power pill—on both of these games. Even if drawn off the pattern, the monsters should be gobbled. That's not as easy as you may think, because the monsters don't track you as closely as they did in the previous two games. They must be chased instead of lured.

We offer you first-screen patterns for Games Three and Four. You should have fun developing patterns for later screens. These are certainly the best games on which to learn the serious craft of pattern design. And what you learn here can be successfully translated—at higher speed—to other games.

In the end, these are games for toddlers—no matter how you slice it. But there's a reason everyone should know these patterns: If your favorite toddler challenges you, you must be prepared.

Game Five and Game Six are

touted as the most challenging games on the Atari cartridge. We disagree. Although they may in fact be the most difficult games, they are also the most frustrating. And that frustration is a direct result of joystick manipulation.

The two patterns on this page work just fine on the first screens of Games Five and Six. But even we have difficulty duplicating the pattern from game to game. There's no fault with the pattern, mind you. We just slip down the tunnel unintentionally or get caught in a corner. And that's maddening!

It's hard to grab four ghosts for each power pill. Satisfy yourself with three and try to stay close to the pattern. As you can tell, these patterns are the most complicated in the book. That's because the game play is the most complicated.

The two best non-pattern strategies concern knowledge: knowledge of the intricacies of the maze and knowledge of the monsters' movement. If you're going to succeed at all, you must know intuitively how the monsters will react to your movements.

The *promise* these games give for challenge and entertainment is great: Ghosts track you closely and Pac-Man moves at top speed. That's what gets us so mad when the joystick fails us.

After learning the basics of these games you may, like most of us, return to Game Two. Or you may—like our hard-nosed editor—consider Game Six the best of all possible games. "It's what Pac-Man's all about," says this Editor. "Chance." You be the judge.



Game Five: Screen One

Our pattern for the first screen of Game Five (above) helps you explore the intricacies of the maze. There are lots of quick and subtle movements needed to faithfully follow the pattern. If you aren't confident of the movements yet, practice on Game One. Then bring what you learned here to Game Five.



Game Six: Screen One

Our first-screen pattern for Game Six (above) works magically—as long as your joystick responds properly. Some of us call this the most challenging game; others, the most frustrating. If you get to a point where you can swiftly and confidently maneuver the Pac-Man through this maze, consider yourself a pro.

Home Games

K.C. Munchkin was the first chase-or-be-chased maze game available for your television set.

The game is manufactured by (are you ready?) North American Phillips Consumer Electronic Corporation for the Odyssey² home video game system. Contrary to popular belief, you can still buy this cartridge (as of May, 1982). North American Phillips posted \$1 million bond to ensure its availability—pending appeal to the United States Supreme Court. For further discussion of the legal details, see page 56.

What is a game called *K.C. Munchkin* doing in a book called *Pac-Mania*? It's a delicate question. There's no doubt that many of the game's qualities are similar to Pac-Man—a head runs through a maze gobbling dots (actually squares) while being

chased by monster (called munchers). But the differences are also notable: there are only twelve squares that constantly move and the maze design can change (remind you of a certain video femme fatale?). In the end, K.C. Munchkin is a wonderful variation on the classic Pac-Man theme. It—and the many games that have followed it—are concrete proof of Pac-Man's rich game foundation.

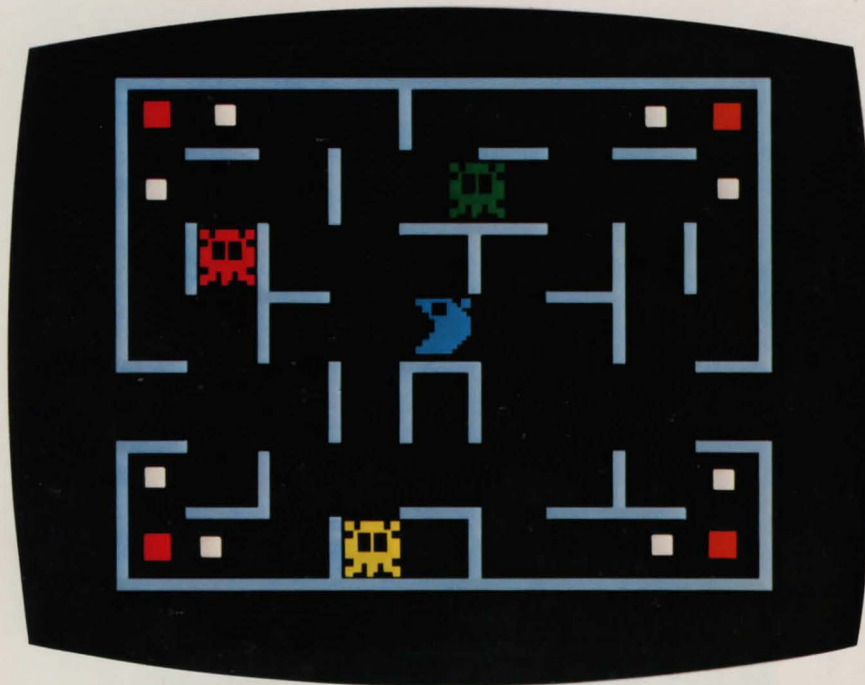
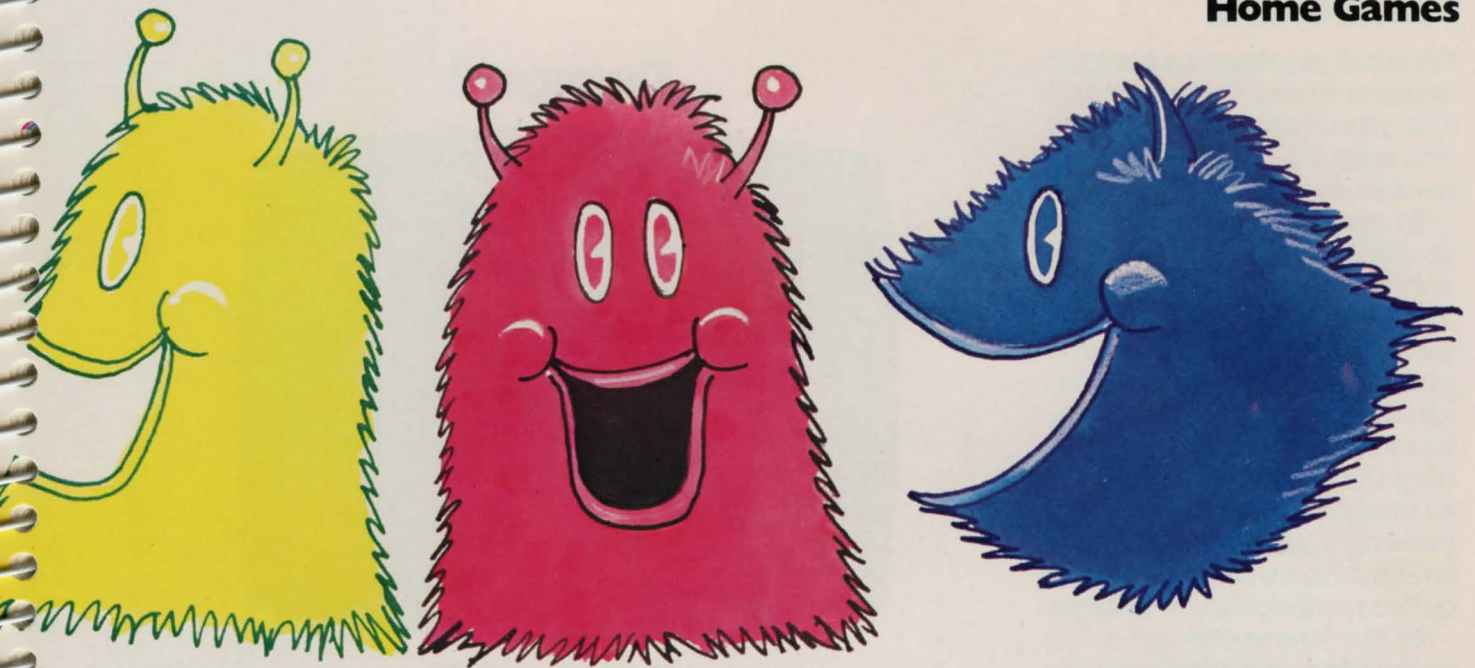
We consider K.C. Munchkin to be a better game than Atari's Pac-Man. That's why we're particularly disturbed about its potential unavailability. It has cleaner graphics, offers more challenging game play, and has one outstanding feature: a unique programmable mode in which the player can actually design his or her own original mazes. K.C. Munchkin is, simply, a better game for television



There are four different mazes built into the K.C. Munchkin cartridge, plus the unique programmable mode. The first game, Game #0, is the most difficult one. Next—in order of difficulty—is Game #1. Strategies for both of these games will be presented later in this section. First, some specifics about game play.

The player controls K.C. Munchkin, a moving head that gobbles up squares as he moves around the maze. K.C. Munchkin is pursued by three munchers intent on eating him. The player scores one point for every white square eaten and three points for every colored square eaten (which also energizes K.C. Munchkin, giving him anywhere from one to four seconds to eat the munchers for 5, 10, and 20 points). Two differences between this game and other versions are the number of squares (only twelve) and the characteristics of those squares (they move around as the game is in progress). By the time you





The most notable K.C. Munchkin feature is its scarcity of dots—and they move! approach the last square, therefore, it is seldom anywhere near its original starting place.

A final note about these moving squares. The last square on the screen moves at the speed of K.C. Munchkin. You cannot run it down, but must trap it in a corner.

The munchers in this game are a lot smarter than the

ghosts in Atari's Pac-Man. All of them travel at top speed looking for K.C. Munchkin. When you eat a colored square, the munchers will turn purple for a few random seconds, then flash three times between their original color and purple. On the first and second flash you can still eat them, but not after the third. Watch them carefully!

Once you can follow the patterns for the games given below, you might like to experiment with a wonderful, yet difficult, strategy. If you save a blinking square for last, the munchers will still be vulnerable to you when the next screen begins. If you can correctly determine which side they will enter from, you can nab all three munchers before they've had any chance to do anything. This is not easy to do—and you should not attempt this daring maneuver until you've mastered clearing the first board.

Once you complete your first board, a new board will set up with the same maze. The big difference is, of course, the pace of the game: the action speeds up. Every screen is progressively quicker.

A final difference between this game and others is that you have only one do-or-die chance. There are no K.C. Munchkins in reserve. When you are eaten, a new game begins. There is a place on the screen to type in the name of the high scorer.

Home Games

Game O displays, basically, an open maze. There is only one place where you can get trapped—at the bottom center.

To clear all the squares, you should plan your pattern counter-clockwise, starting with the upper left-hand corner (Diagram 1). This gives you plenty of time to get to the top-left energizer (colored square). But don't eat it! Wait here until you have lured at least one or two of the munchers into the corner, then hit the colored square and eat as many munchers as possible.

By the time you've completed your first muncher attack, head straight for the lower left corner, as shown in Diagram 2. Don't waste any time. At the end of Diagram 2, you must decide whether to head directly for the lower-right corner or go into the center to eat some munchers. It all depends on the muncher's positions. If conveniently placed, go after them.

The little loop toward the escape tunnel on Diagram 3 may or may not be necessary. The squares may be lined up straight: you won't need turns to eat them. Leaving just one white square, eat the final colored square at the top right and chase down the munchers until they begin to flash. Then eat the last dot. Since this last dot moves at your speed, don't chase it. Try to outwit it by using tunnels, going around barriers, etc.

Diagrams 1, 2, and 3 can be used for succeeding boards, but not without improvisation on your part. Always move in a circular direction around the board, and do not attempt to cross the board diagonally.

Diagram 1

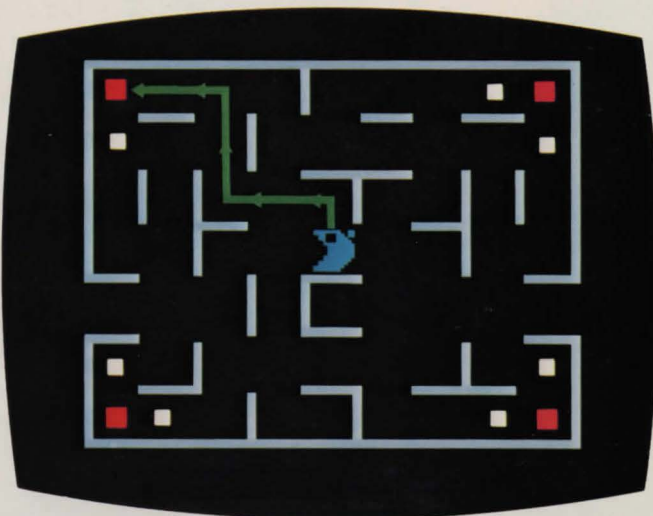


Diagram 2

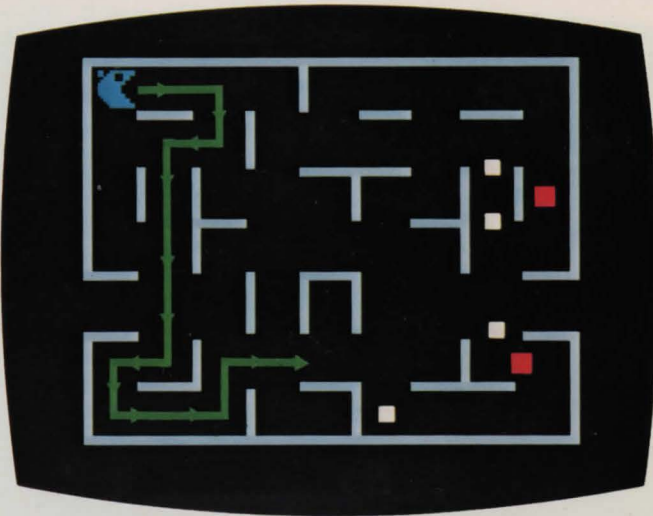


Diagram 3

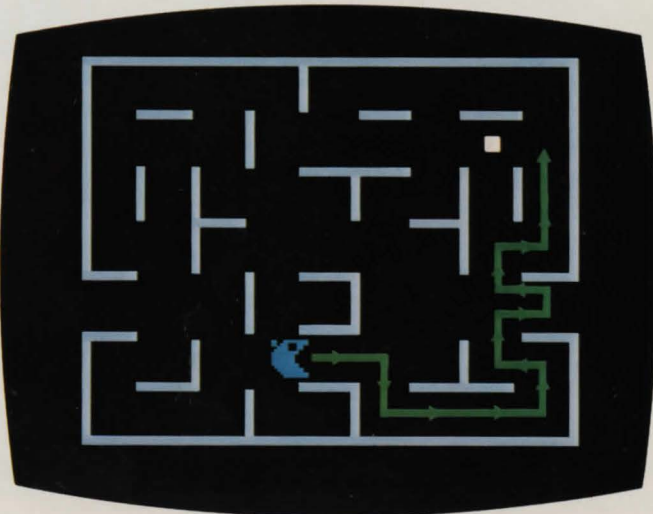


Diagram 4

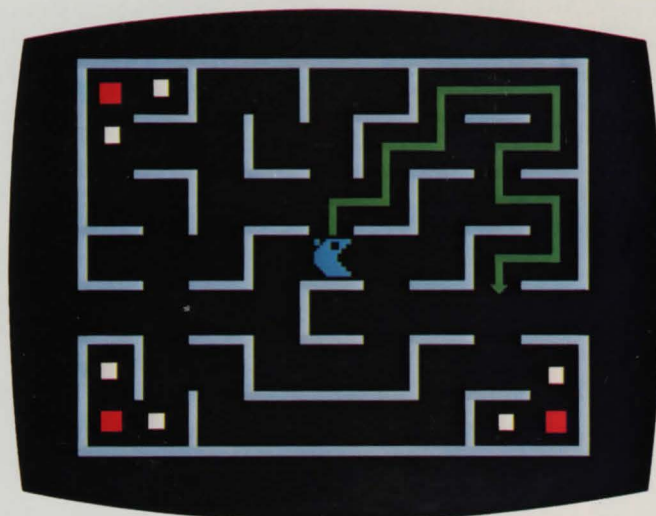


Diagram 5

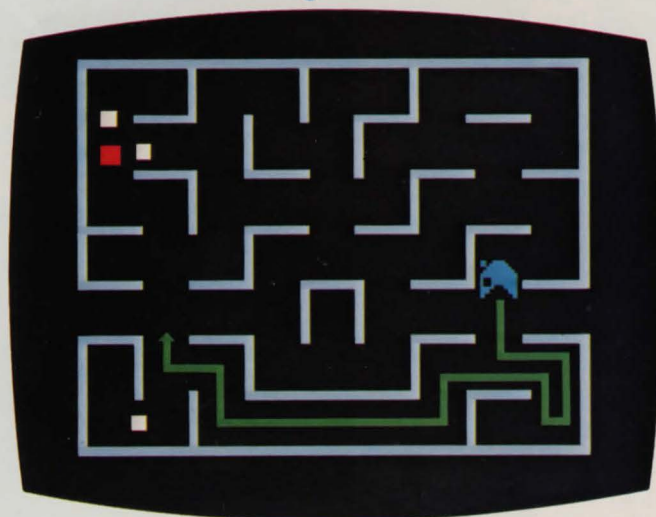


Diagram 6



Game 1 is a lot of fun with its four built-in traps: one in each of three corners and one on the top center of the board. These traps help snare squares that might otherwise stray too far. And you occasionally trap vulnerable munchers.

Our pattern for game 1 goes, roughly, clockwise around the screen. On your way to the end of Diagram 4, pause twice—once on the way and once when you get to the corner. This will lure more than one muncher into that corner with you. While you wait for them to follow you, eat either one or both white squares. Leave the colored square for when the munchers are breathing down your neck. Then hit the colored square and attack the munchers.

The loop into the bottom-right corner shown in Diagram 5 may not be necessary. The square may have moved out of the corner by the time you reach it. In any case, never leave a white square behind. Chances are you'll never get back to claim it.

Diagram 6 shows how to trap that last square. It will be moving toward the point marked "X." Hesitate to give it time to get close to point "X." Then quickly eat the colored square, the other remaining square, and head for the trapped square. Don't let it get away from you.

This same pattern can be used as a starting point for progressive screens on Game 1. But—like Game 0—you must learn to improvise. The most important aspect is learning to clear squares without hesitation—and without letting the munchers draw you off your path.

Home Games

Coleco, under license from Midway, has the exclusive right to manufacture and distribute the portable, battery-operated Pac-Man game.

Quite simply, it is the best hand-held electronic game on the market—not just because it plays a Pac-Man game, but because it plays it so well—simulating most of the challenge found in its parent arcade game.

Coleco's Pac-Man sells for about \$60.00, which, if you bother to figure out the economics, equals 240 games of the Pac-Man coin-op game. Okay, the giant arcade game is better, but it doesn't matter how many quarters you pump into it—you'll never take it home with you—or on a long car ride, or to the beach, or to your friend's house, etc.

The game was designed to look like Midway's coin-op game, right down to the little hood that protrudes to shade the playing screen and the little joysticks that control the action. It uses a fluorescent display in order to get two colors (yellow dots, red maze, and red monsters) and runs on four "C" size batteries. There are two different skill levels (actually slow and fast speed, but they do require different strategies), and three different games—basic Pac-Man, Head to Head Pac-Man for two players, and Eat & Run—a variation in which there are no dots to be eaten, just energy capsules. Also included is a demonstration mode for the first game. This comes in very handy, because you can let the machine demonstrate

while you read the instruction booklet.

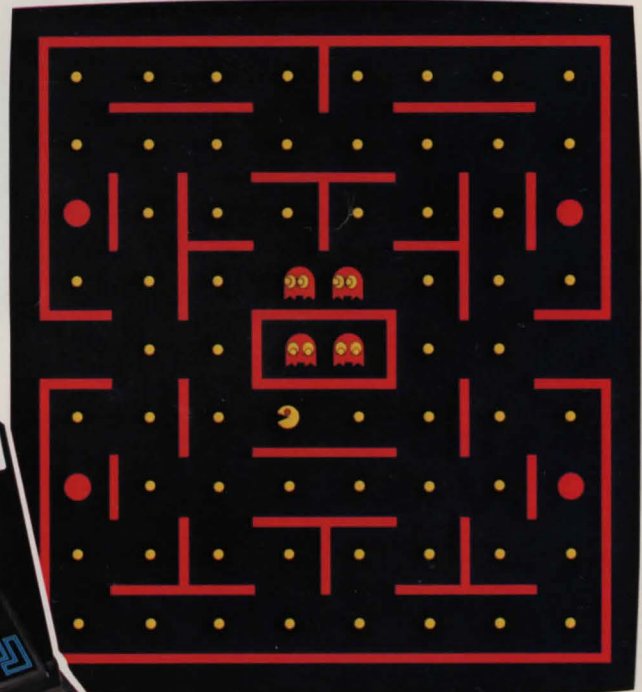
The basic layout of Coleco's Pac-Man is strikingly similar to the arcade game. The same maze is used on both skill levels. Notice that there are only 63 dots to be eaten, versus 240 in the coin-op version by Midway. Also notice that the maze is smaller, leaving less territory for running away. And there is no secret hiding place in this game—you have to keep moving at all times. Energy capsules and escape tunnels work essentially the same as those in the coin-op game. Ghosts always exit their base from the top, which is a good place for an energized Pac-Man to hang out, picking off ghosts as they exit.

You begin the game with three Pac-Men—one on the board and two in reserve. Scoring 10,000 points earns you a final Pac-Man plus a special tune from the machine.

Scoring works like this: you get 10 points for every dot you eat, 50 points for every energy capsule, and escalating points for each ghost eaten during a single energized period (100, 200, 400, 800).

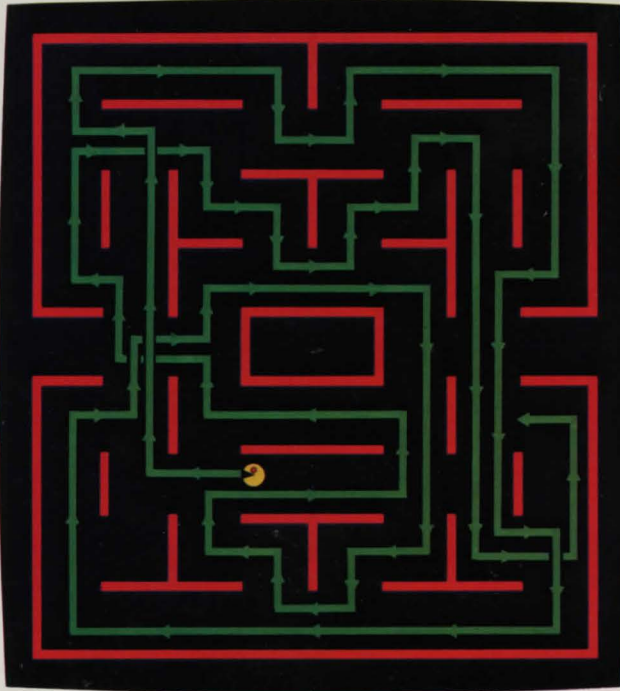
Here are a few more tips about how the game operates before we discuss patterns.

- Pac-Man automatically moves to the left from his starting position unless the joystick is held to the right.
- There is no need to hold the joystick in the direction



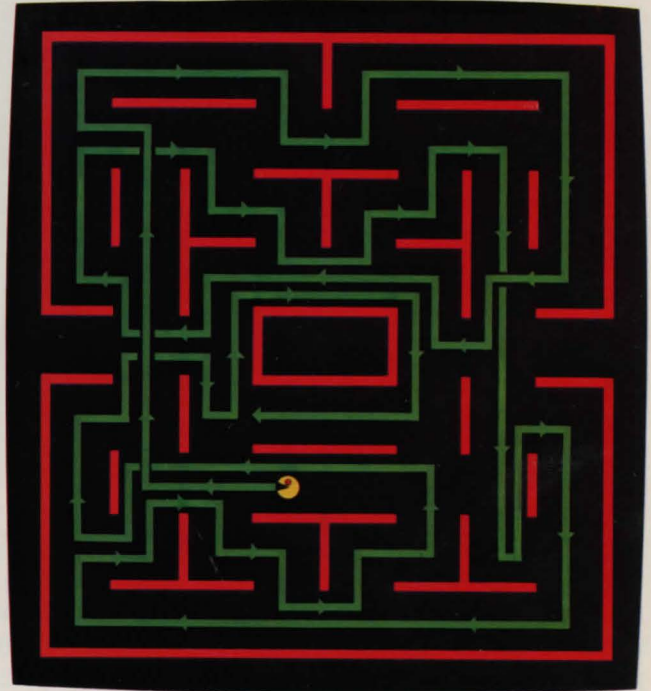
Coleco's Pac-Man stays remarkably true to the original arcade design. The authenticity is detailed down to the miniature joystick.

Skill Level One



There is little room for error in this pattern. In fact, if you hesitate slightly, you're on your own.

Skill Level Two



This pattern allows more flexibility than in skill level one. Never be satisfied with less than two monster kills per energizer.

Pac-Man is moving. He will move in that direction until he hits a wall, whether you hold the joystick or merely tap it in that direction. In order to save your wrist and the joystick from undue pressure, move the joystick only when you want Pac-Man to change direction, then let it fall back to its normal position until you want to change his direction again.

- Once you are energized, the ghosts are vulnerable for only a few seconds. You can tell when to stay away from them because they will blink on and off just before returning to their original, deadly state. But as long as they are blinking, it is safe to eat them.
- The ghosts can go into the escape tunnels. Watch out!
- There are no fruits or other bonuses in this game.

Our pattern for Skill Level One will easily clear the first board of dots—if you don't hesitate. Following this pattern will yield 1,030 points and will clear the first board. However, there are ways to improve this score using these patterns. You can always take risks to gain more points by trying to eat more ghosts per energized period than these diagrams allow for. After you have mastered clearing the first board with these patterns, experiment with ways to eat more ghosts. Sometimes you will have to backtrack or pause for a moment in order to do this, but the more you experiment, the more points you should rack up—if you can master getting through the first board at all. So learn the patterns well. As any player knows, the greatest number of points in high-scoring games comes from eating the ghosts.

Our pattern for Skill Level Two makes the necessary adjustments for your speed and the monster's aggressiveness. Although touted as skill level two, we find this game easier than skill level one. That's because our movements through the maze are more sure and exact.

Our pattern for skill level two reaps loads of monsters at the top right energizer. Feel free to veer a touch from the path to collect a third or fourth ghost. Error does not play as much a factor in your success at level two as it does at level one.

Home Games

Entex and Tomytronics manufacture two entertaining hand-held Pac-Man games.

Both of these games work on the same principle: instead of moving a joystick, you have four directional buttons to move your Pac-Man up, down, left, and right. The big difference between the games is this: Entex is no longer available in the United States. Tomytronics is probably at your local toy store.

The Entex game, called Pac-Man2, was at one time available in the United States. It's an unusually compact and fascinating game. The principles are, of course, the same as the arcade Pac-Man: you must gobble all the dots in the maze to clear the screen. There is an energizer in each of the four corners. Once you eat an energizer, you can kill monsters for 20, 40, 80, and 160 points.

The Entex game is tough.



Entex's Pac-Man2 is no longer manufactured for sale in the United States. If you uncover one, consider yourself lucky—you'll love it.

Once you've grabbed an energizer, the monsters scurry quickly away from you. It's hard to trap them. Once you've developed the skills of moving the directional arrows, trapping becomes easier, although it's never easy.

One feature we especially like on the Entex game is the Mute button. That means you can turn off the noise and play a silent game.

Tomytronic's Pac-Man

doesn't have a mute, but then, it doesn't need one. It has the best audio of any non-arcade Pac-Man game.

This hand-held version alters the Pac-Man rules more than the others. You can only eat

The Entex game is tough. Once you've grabbed an energizer, the monsters scurry quickly away from you.



Tomytronic's Pac-Man game is probably the most successful—though radical—variation of the arcade game. We like the subtleties of action, and we love the music.

dots or energizers when going forward; you have two tunnels; and you have only a smattering of dots to clear. But it's not that easy to clear them. We consider the variations quite satisfying for such a small game. In fact, we consider Tomytronic's Pac-Man to be one of the best hand-held Pac-Man games—at about \$20.00 less than the competition.

Our favorite aspect of the Tomytronic game is the reward system. After you clear five screens, the machine congratulates you with a video "good." And you definitely deserve it. Like the Entex game, it's no mean feat getting high scores.

Milton Bradley's Pac-Man board game is one of the newest variations on the Pac-Man theme.

Introduced at the 1982 Toy Fair in New York City, the game is touted as being "as much fun as the action-packed arcade game of the same name." You might disagree. This is a straight board game—no electronics—that sells for about ten dollars.

The object of the game, according to the inside of the box cover, is to "collect the most white marbles by the end of the game." Sound exciting? The marbles are meant to represent the dots on the original video game. They rest in a series of holes punched in the game board that depicts a familiar blue maze. In order to move along this maze and collect the marbles, each of up to four players receives a large, plastic "Pac-Man" playing piece (assembly required). They come in four different



Milton Bradley's board game tries—perhaps too hard—to mimic the play action of the video game. The chomping of the dots is imaginative.

colors, and have a mouth, feet to stand on, and a stomach to hold the marbles he gobbles. One interesting feature of this game is the way Pac-Man gobbles the marbles. The player places the open-mouthed Pac-Man over the marble and presses down. The mouth closes and the marble is consumed. The marbles will not roll back out—they are emptied into a

player's colored plastic tray through Pac-Man's, well, rear mouth—to be polite.

Pac-Man must also contend with ghosts on this board game. The ghosts begin inside their home base in the center of the board, and can be moved by any player.

There are also four yellow marbles on the board that act as the Power Pills of the arcade game. If you can manage to gobble a yellow marble and then land on a ghost, you can demand two marbles from the player of your choice. The ghost then returns to the center of the board.

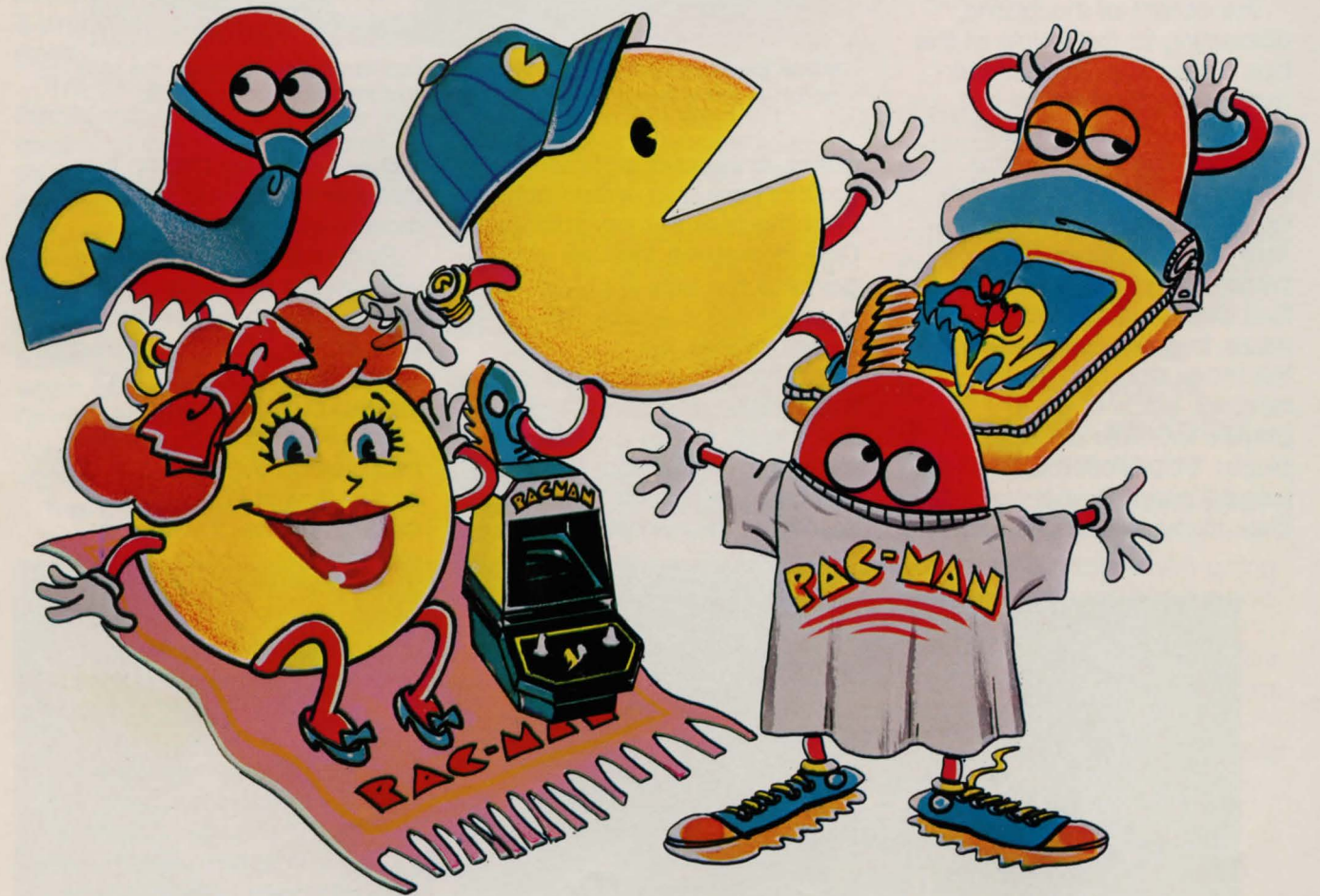
Milton Bradley has also recently introduced two more games for younger children. One is a Pac-Man card game. It is patterned after the "flash cards" that many of you used in grade school. They are designed to teach children the basics of arithmetic. Their other new game is a Pac-Man puzzle. It is a simple puzzle that might be of some use in learning basic shapes. We consider it to be more of a "fun" item.



The Pac-Man card game will never compete with Bridge, although it may appeal strongly to the younger Pac-Maniacs.

PAC-MAN

Products



Can a video-game personality make it big outside the arcades? It sure looks that way. Pac-Man—that familiar yellow fellow—is now found in the closets, on the bumpers, and on the backs of literally millions of certified Pac-Maniacs. By the spring of

1982, Midway Manufacturing Co. had sublicensed the Pac-Man name and logo to more than 200 different manufacturers. And they're still signing contracts. All of this allows the average citizen an unusual opportunity to proclaim his or her Pac-Man

proress in a way that suits any mood or personality.

What products are available? Well, Pac-Man T-shirts and baseball caps, in every color of the rainbow, brighten the display windows of fashionable department stores. People are buying

Pac-Man posters for their walls, stickers for their bumpers, and decals for application almost anywhere. Children have discarded their faithful Teddy Bears in favor of fuzzy Pac-Man dolls. And those same kids wear Pac-Man pajamas to sleep in their Pac-Man sleeping bags. Prominent businessmen have actually been seen wearing Pac-Man ties to work and securing their corporate

documents with official Pac-Man paper weights. And we're amazed at how many American men, women, and children drink daily from Pac-Man mugs, cups, and glasses.

The most amazing Pac-Man phenomenon of all has been the number three single on the Record World chart, *Pac-Man Fever*. Over 1,100,000 copies of this tune have been sold as of May, 1982.

All of these products, spawned from the arcade video game that captured both our hearts and our quarters, have allowed us to change the way we dress, work, and play. They have successfully eliminated the barrier between the video arcades and our home lives. But, more importantly, they have given us the opportunity to boldly say to the world, "I Love Pac-Man!"

Clothing

Probably the most frequently asked question among potential Pac-Maniacs is "What is the trendiest of Pac-wear today?" The answers are simple.



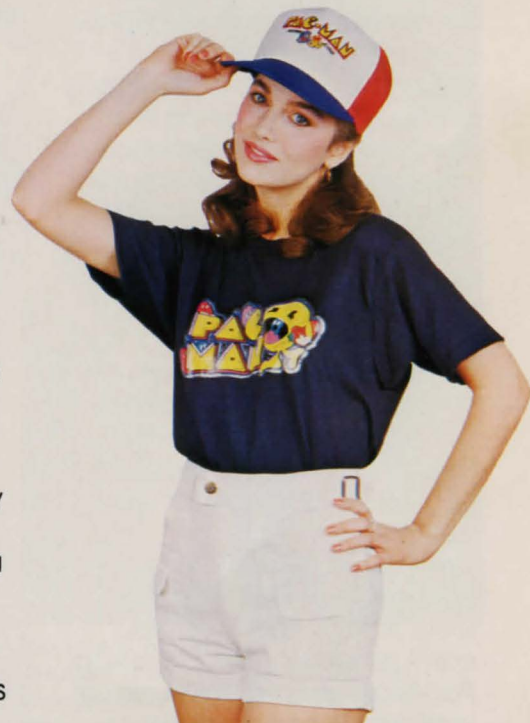
Color coordinated clothing and accessories are a must for authenticity in Pac-Wear. Yellow is definitely the primary color for Pac-Maniacs.

Perhaps the most popular item in Pac-Man garb is the Pac-Man T-shirt. This comfortable item is virtually a must for any video wardrobe.

Generally made of all cotton or a cotton/polyester blend, the Pac-Man T-shirt allows cool, unrestricted joystick maneuvers during serious competition, and lends a sense of stylish professionalism to any social gathering.

There are many styles available from many manufacturers. One of our favorites is a bright yellow design with the simple message, "I Love Pac-Man" on the front. Of course, the word "Love" is represented by a colorful red heart, and the heart is being munched on by you know who. Another T-shirt of particular interest is strictly a promotional item (not readily available to the public). It's designed for Atari, the home Pac-Man people, and features a large yellow Pac-Man on the front as well as three smaller monsters. The message is brief, but tasteful: "Atari Pac-Man."

There are many more similar T-shirts available in department and discount stores from many different manufacturers.



Hats and T-shirts are just the tip of the Pac-Man-clothing iceberg. But they're among the most practical—and come in more variety—than other available items.



1

Young Pac-Maniacs can flaunt their stuff in this colorful T-shirt (1) from the Steven-Morris Company in Evanston, IL.



2

This colorful Pac-Man tie (2) from Video Babies in Washington DC, lends truth to the old adage, "clothes make the man."



3

We're particularly fond of this official Pac-Man hat (3) from the Steven-Morris Company in Evanston, IL. The mesh crown is a must for hot-headed gamers.

Pac-Man baseball caps are another must for displaying your arcade loyalty. These items not only display a timely message, but are also practical for hard-core arcade competition. The bill on the front of the cap is particularly helpful in keeping fluorescent glare and other distractions from interfering with your game. Again, there are many styles and many brands to choose from. A couple of our favorites have nylon mesh crowns along with a colorful picture of Pac-Man on the front. The mesh top keeps you cool while in hot pursuit of monsters.

For those formal video occasions, or any time you want to look your best, you can't go wrong with an official Pac-Man necktie. There are at least two very nice styles available today. One is patterned after the classic club tie—one accessory that tastefully reveals your video

The corporate Pac-Maniac can now bring a little bit of the arcade to work with him...



4

Two T-shirts of particularly tasteful design (4 and 5) are available from Video Babies in Washington, DC—as long as you "love to play" and have "the fever."



5

passion. The other is a brighter model with larger characters on a bluer background. The corporate Pac-Maniac can now bring a little bit of the arcade to work with him—and still maintain a business-like appearance.

Our advice to the wise Pac-Maniac, seeking proper attire, is to shop around. There are multitudes of brands and styles to choose from—don't let the first thing you see turn your head. Look in a number of your local department and discount stores—that's where all of these items are sold. After all, video clothing says a lot about the player.



Pac-Fans of all ages will stay fashionably comfortable in any of these three sweat shirts from the

Wormser Company in Chicago (1,2,3). The complete sweat suit (2) is perfect for jogging between arcades.



This T-shirt is a promo item from Atari.



We found this T-shirt (5) in a local discount store. We can't discern the manufacturer's name, but we like it alot—and hope you can find it too. And no wardrobe is complete without a T-shirt displaying this classic message (6).

Sleepware



1 Dream Pac-Man dreams with the help of this pretty pink nightgown (1), these flashy boys' pajamas (2), or this cuddly night shirt (3). All of these Pac-P.J.s are from the Wormser Company, and can be found in your local department stores.

For a good time, call

Pac-Man. Every day, it seems, some new manufacturer is introducing some new product designed for Pac-Maniacs to sleep in (or on, or around). And that makes sense. What better way to keep your reflexes sharp than to bring Pac-Man into your dreams.

Pac-Man Pajamas and Pac-Man nightgowns seem to be the most popular sleepware items. There are several styles available in both summer and winter versions. One of our favorites depicts an intricate Pac-Man maze. If there's any truth in osmosis, this product should improve your strategies while you sleep.

Pillows in many shapes and sizes are offered for the head. We suggest the Pac-Man-shaped pillow for the foot of the bed. It's not that comfortable up top. And what bedroom would be complete without Pac-Man bedspreads and comforters? These colorful tributes to Pac-Man brighten up even the dreariest of rooms.

Finally—for those "roughing it" nights in the woods—you outdoor Pac-Maniacs can sleep secure in a Pac-Man sleeping bag.



4 Another good selection of Pac-Man sleepables comes from the Stern Maid Company. They offer long pajamas (4), short pajamas (5), and night shirts (6)—all of them smothered in Pac-Man.



1



2

Why not go all out with matching Pac-Man comforter and pillow cases (1), from Hollander Home Fashions. An added accessory might be this Pac-Man throw pillow (2) from Pyramid Home Products. Toss a few of them everywhere.



3

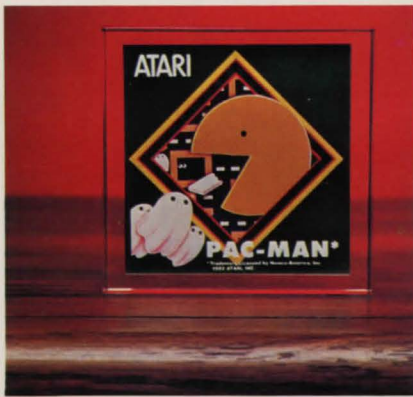
Facing the great outdoors can sometimes be a traumatic experience—unless, of course, you take along your trusty Pac-Man sleeping bag from ERO Industries. (3)



4

This cushy pillow (4), also from ERO Industries, is a perfect match for the sleeping bag—pleasant dreams.

Promotional



Not many people are lucky enough to own this slick Pac-Man paper weight (1). It's a promo item from Atari—and not for sale.



2



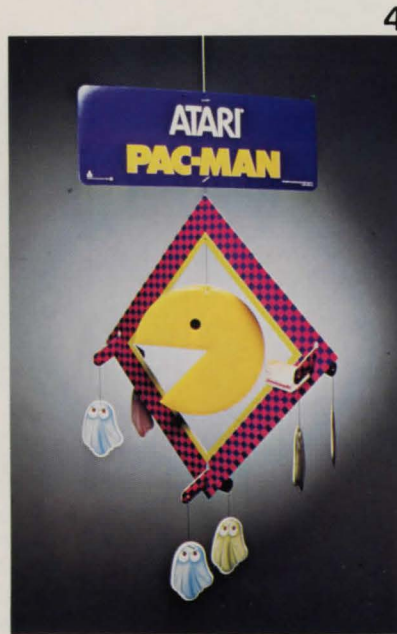
3

Stickers are one of the most versatile Pac-Man products around. The large roll (2) comes from Amusement Marketing Concepts. The reflective sticker (3) is strictly from Atari.



These little game cards (7) are made by a company called Fleer. They're for swapping, for collecting, or for ?

38



4

The Pac-Mobile (4) is obviously worth displaying. The only hang-up is that it's also from Atari—and unavailable to the consumer market.

Clothing and sleep items

aren't the only way to display your Pac-Man-like appetite for video games. There are countless other items available that allow bold Pac-Man statements. Promotional items come in two basic types: Those that allow you to promote your affections, and those that allow manufacturers—Midway and Atari—to promote their products.

The ever-popular bumper sticker is one way to get your message across every time you travel. Their designs and slogans are numerous, but we prefer the basics: "I Love Pac-Man," "I Brake for Pac-Man," or "Pac-Man, You'll Eat It Up!" Look for them in novelty shops and discount stores. While you're there, look for a Pac-Man license plate. They're particularly inviting to



5

Your car is perhaps the best medium for mass-marketing your video passion. This flashy license plate (5) and a selection of bumper stickers (6) are made by Amusement Marketing Concepts.



6

owners of small, yellow imported cars.

Smaller stickers for jackets, books, or any conspicuous place are also available in many styles. Some of them are reflective, while others come in large peel-and-stick rolls. They're a nice way to personalize all your belongings with Pac-Man.

If you wish to display Pac-Man in a much bolder way, we might suggest a Pac-Man poster. Of course, you'll want to find one that matches your home's decor, but that shouldn't be a problem—we've seen all kinds of designs and color combinations featuring the yellow fellow.

In short, it's very easy for you to make public your favorite video personality. You need merely choose your favorite way and do it!

Etc.

Pac-Man's product-ability. While clothing, sleepware—and even promotional items—may seem necessary to daily life, Pac-Man is also found in the most unusual places.

We've seen Pac-Man on greeting cards, on coffee mugs, on coffee mugs, on beach towels, on tote bags, on gumball machines, etc., etc., etc.... We've seen Pac-Man on so many things that we can't get it all into words. But we think you'll be satisfied with these amazing pictures.



1

2

Pac-Man is for fun, and what could be more fun than having your very own Pac-Man gumball machine/bank (1) by the Superior Toy Company. The gumballs even have the names of the monsters on them. Gabriel's Pac-Man squeak toy (2) is another fun item. Notice the chompers.



3

Your favorite beverage can only taste better from an official Pac-Man mug (3). These three are some of our favorites—trendy but subtle—from the Steven Morris Company in Evanston, IL.



4

Looking for a new best friend? Try this squishy Pac-Man doll (4) from the Knickerbocker Toy Company.



5

You probably won't find a Pac-Man machine in your favorite classroom or conference room. But you can take your yellow pal with you with the help of these Pac-Man notebooks and folders (5) by Plymouth Inc. Or send a Pac-Greeting to a distant friend in one of these Pac-Man greeting cards from Hallmark (6).



6

Products



1

These Pac-Man curtains (2) are from Hollander Home Fashions. They match the comforter on page 37. A full line of Pac-Man paper plates, cups, napkins, and tablecloths (3) are available from CA Reed, Inc.



2

This is one of many Pac-Man lapel pins (1) available from the Steven-Morris Company.



3



4

Breakfast in bed is a video experience with this Pac-Man bed tray (4).

6



5



Whether you're at the beach or in the bath, you can improve your patterns while drying off with these Pac-Man towels (5 and 6) by Gindi International.

8



7



No matter what your cargo happens to be, you can carry it with style in this Pac-Man back pack (7) or tote bag (8) by ERO Industries.

Pac-Man Fever

I gotta pocket full of quarters,
And I'm headed to the arcade.
I don't have a lot of money
But I'm bringing everything I've made.
I've gotta callus on my finger,
And my shoulder's hurtin' too.
I'm gonna eat 'em all up,
Just as soon as they turn blue.

'Cause I've got Pac-Man Fever
Pac-Man Fever

It's driving me crazy
driving me crazy

I've got Pac-Man Fever
Pac-Man Fever

I'm going out of my mind
going out of my mind

I've got Pac-Man Fever
Pac-Man Fever

I'm going out of my mind
going out of my mind.

I've got all the patterns down,
Up until the ninth key.

I've got Speedy on my tail,
And I know it's either him or me.
So I'm heading out the back door,
And in the other side.
Gonna eat the cherries up,
And take 'em all for a ride.

Chorus

I'm gonna fake it to the left,
And move to the right;
'Cause Pokey's too slow,
And Blinky's out of sight.

Now I've got 'em on the run,
And I'm looking for the high score.
So it's once around the block,
And I'll slide back out the side door.
I'm really cookin' now,
Eating everything in sight.
All my money's gone,
So I'll be back tomorrow night.

Chorus

Pac-Man Fever: Buckner & Garcia © BGO Music, Inc.

We can all identify with the too-true lyrics of *Pac-Man Fever*. What amazes us—and every recording company in America—is that such a song could ever see the light of day. And not only that, but hit the top-ten charts.

Think about it. What other modern social phenomenon has inspired a hit record? Rubik's cube certainly didn't. And neither cat lovers nor cat haters have put their emotions to music. In fact, we have to go back to Snoopy and the Red Baron, Ally Oop, and maybe even the introduction of the bikini to find top-ten topical songs.

We did some talking to Arnie Geller—the producer of the song *Pac-Man Fever*—to

get some behind-the-scene answers to our questions. He told us that he'd been working on the song ever since he got "hooked on Pac-Man," back in late 1980. And although Geller has some pretty substantial contacts in the recording industry, he himself had a lot of trouble selling the idea. None of the major record companies wanted it, according to Geller. "They had no idea as to the value of the song."

Geller's experience with the promotion of *Pac-Man Fever* is an inspiration to all present or potential entrepreneurs. He went about promotion the old-fashioned way. That meant pressing the record on his own label (BGO records) and

getting local Atlanta radio stations to broadcast it. "I knew the record was going to be either a big hit or a big flop, and that it wouldn't take long to find out which," said Geller.

The song was a hit, of course. And Columbia records eventually picked up the distribution of both the single and the album. Geller reports that over 75,000 copies of the record are sold every week! It's already hit the platinum level and promises soon to go double-platinum.

It's unusual, no doubt, that such a character as Pac-Man could develop such a following among record-buyers. But then Pac-Man's an unusual character.

PAC-MAN

Superstar

In a relatively short period of time, Pac-Man has achieved a fame unparalleled in video gamedom. He is one of the most public of public figures. No longer can we possibly consider Pac-Man to be a mere video-game image. This hungry yellow jaw has become a dynamic world-wide celebrity.

Pac-Man has entered our national culture in surprising ways. Millions of Americans have seen him on a number of prime-time television programs. A multitude of talented cartoonists have worked the Pac-Man craze into their daily comic strips. The Pac-Man symbol has even been used as a medium by many political personalities to comment on such controversial subjects as the American defense budget, foreign policy, and the IRS. And on April 3, 1982 Pac-Man was honored in a way few celebrities are ever honored. He was celebrated with "Pac-Man Day" in 27 cities across the nation.

As fantastic as all this exposure may seem, it is not the first of such cult occurrences. Pac-Man is simply carrying on a tradition—but a tradition shared by a very elite few.

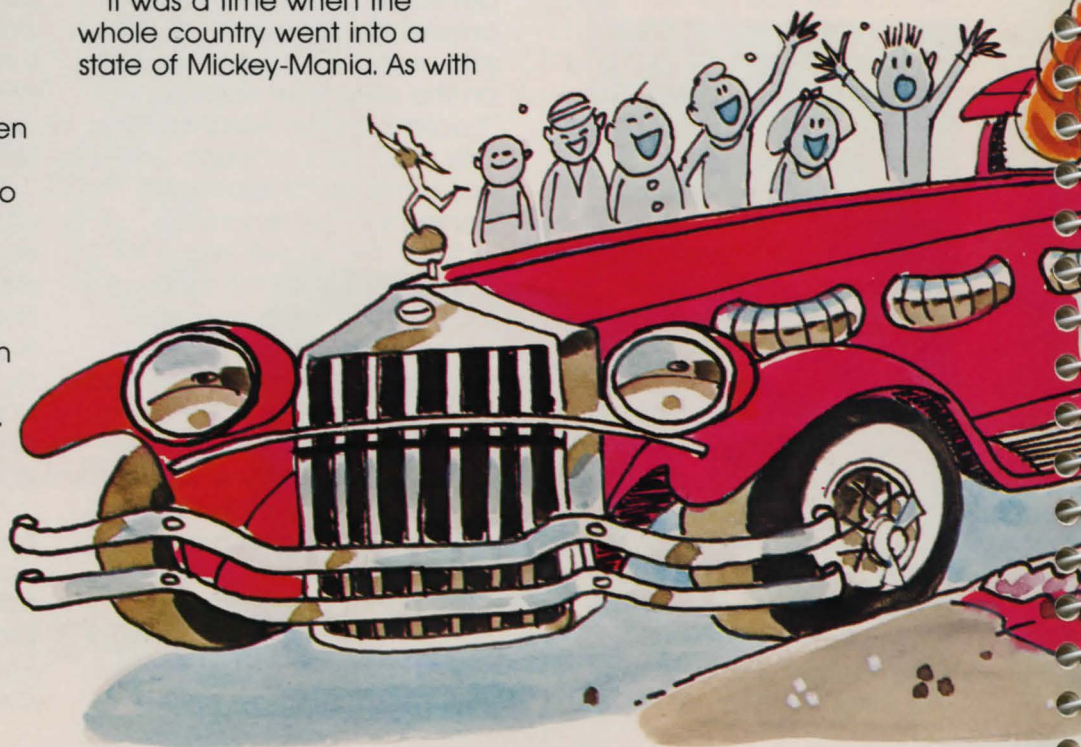
Perhaps the first example of an animated or imaginary "Superstar" debuted in the 1950s with the birth of the Mickey Mouse Club. (How many of you Pac-Maniacs still have a crumpled pair of black ears somewhere in your attic?)

It was a time when the whole country went into a state of Mickey-Mania. As with

Pac-Man, everyone had a Mickey Mouse T-shirt. And everyone counted on Mickey's hands to tell the time of day (not exactly Pac-Man's line of work for obvious reasons).

Today the countless toys, games, and other products bearing Mickey's face are true collectors items—they are treasures—proof of a past "Superstar" (even if he was a rodent).

With the birth of the 1960s came another animated



character whose popularity swept the nation quicker than a Sopwith Camel. His name was Snoopy—a creation of cartoonist Charles M. Schulz, and a member of the Peanuts gang.

Like Pac-Man, Snoopy's climb to Superstardom was a diverse one. Snoopy products of every imaginable kind were also available. And Snoopy was responsible for an award-winning Broadway musical—*You're a Good Man, Charlie Brown*. Pac-Man has

yet to achieve this type of recognition, but then, we haven't heard him sing.

The next animated Superstar to capture our hearts appeared in the 1970s—the decade that gave us the Women's Liberation Movement. And appropriately enough, we accepted a female as our next true Superstar—the glittering, grunting, Miss Piggy.

A product of Jim Hensen's Muppets (and a puppet herself) Miss Piggy's shape and bawdy personality differed from the sleek video images synonymous with the 1980s. But the ultimate source of her

universal appeal was very much like Pac-Man's.

Then came the 1980s—the decade that brought us seemingly unimaginable breakthroughs in the field of scientific and computer technology. So, it's only fitting that the Superstar of this era is representative of these times—times when children play their games with the help of micro-computer chips. And it is only in times like these that a blinking yellow figure, generated on a video screen, can alter the lives of enough men, women, and children to rightfully earn the title of "Pac-Man Superstar."



In The Media

When asked to what they attribute their fame and success, many prominent "superstars" will comment, "The media has been good to me."

Although we haven't spoken with him directly, we would have to say that the same holds true for Pac-Man—the media has been very good to

him. And, of course, Pac-Man has been good for the media.

The electronic media, in particular, has featured Pac-Man in many different ways. The prime-time television program *Taxi* built an entire episode around the Pac-Man arcade game.

Late-night television has also

featured its share of Pac-Mania. ABC's comedy series *Friday's* performed a skit based on Pac-Man, and the yellow fellow was mentioned by the SNL newsteam on NBC's *Saturday Night Live*. *Late Night With David Letterman* and *Entertainment Tonight* both did comic reports on video games that included Pac-Man. And what media personality can honestly say that he's "made it" until he's been commented on by the Prince of Late Night Television? Yes, Johnny Carson has even worked Pac-Man into his nightly monologue.

Of course, the printed media is not to be outdone by all of this. *Time Magazine's* January 18, 1982 cover story on video games included a photo of a game they called Pac-Man. Unfortunately, their picture was of a bootleg machine—proof that even *Time* can mistake a rip-off for the real thing.

Playboy magazine humorously titled a new video game "Stockman" in their February 1982 issue. It was a game designed for the oval office that depicted a yellow mouth (Pac-Man-style) with little round glasses (David Stockman-style). The nearsighted yellow fellow gobbled dollar signs instead of dots. And the conventional power pills were represented by Big Business, The G.O.P., The Military, and Personal Wealth. The Ghosts chasing Stockman were labeled as Liberals, Minorities, and The Elderly. It would be difficult to determine whose hand controlled the joystick (and Stockman) if not for the presidential cufflink.

The prime-time situation comedy *Taxi* actually built an entire episode around a Pac-Man machine. Louie, the greedier-than-thou cab dispatcher, installed the machine in the taxi garage to make money off the drivers. Jim Ignatowski, the somewhat confused taxi driver, became so hooked on Pac-Man that Louie started giving him his pay in quarters.



ABC-TV



ABC-TV



Midway Mfg. Co.

And how many times have you picked up your local newspaper to find that Pac-Man has made the headlines? The stories range from tips for winning to reports on the controversies surrounding the industry—all of them newsworthy, and regularly featured.

Atari (the Pac-Man at home people) made for particularly interesting copy in *The Off The Wall Street Journal*, a bogus take-off on *The Wall Street Journal*. The one-time April Fool's Day issue reported that Atari had managed to acquire "all the companies listed on the New York, American, and Midwest stock exchanges." The parody publication stated that the supposed conglomerate would be called AT&Tari. The same paper also claimed that Atari, Inc. "acquired its parent company, Warner Communications, Inc., for \$3.4 billion." According to "Off The Wall" the purchase price was to be paid in quarters.

Pac-Man has also gobbled his way into the rhetoric of our economic system. Every

morning, before the stock market opens in New York, Eugene E. Peroni, a highly respected specialist in stock selection and timing, writes an analysis of market trends that



Charles Bush/SYGMA

Even the Prince of Late Night Television has mentioned Pac-Man in his nightly monologue. Who knows, maybe he even got a laugh.

is widely read by brokers and analysts. On March 18, 1982 (a particularly bad week for trading), Peroni included the following in his report: "With volume so far this week the lowest in a month, buyers must be in arcades playing Pac-Man instead of tape reading in boardrooms."

The movie industry has yet to feature Pac-Man on the

silver screen, but it's rumored to be only temporary. According to Jim Jarocki, Advertising Director for Midway Manufacturing, Inc., Columbia Pictures is currently working on a movie that at least mentions Ms. Pac-Man. The movie is titled "The Toy" and will star Jackie Gleason and Richard Pryor. Gleason plays the part of a wealthy divorced father who gets custody of his son for a certain period of time each year. The father buys his son anything he wants, including a Ms. Pac-Man game. The picture is to be released some time in 1983.



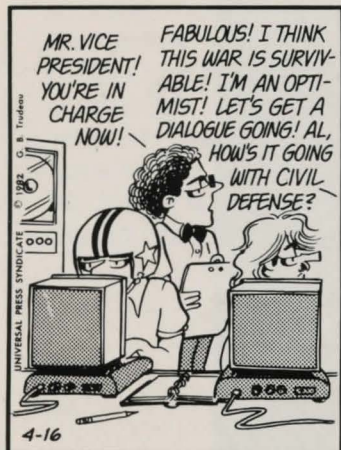
ABC-TV

Believe it or not, these people are supposed to be Pac-Man and the monsters, as televised on ABC's *Fridays*. Their real names are (from left to right) Larry David, Brandis Kemp, and Michael Richards.

Cartoons

DOONESBURY

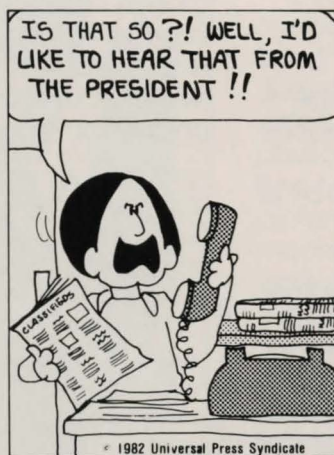
by Garry Trudeau



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CATHY

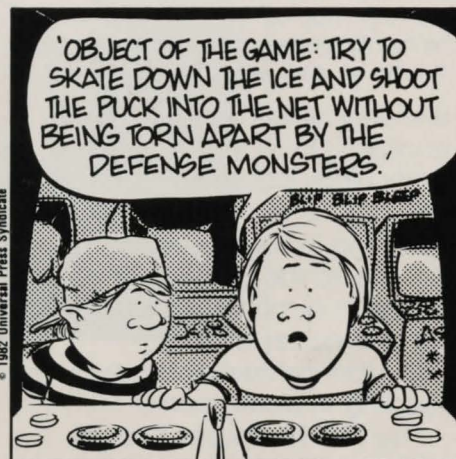
by Cathy Guisewite



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TANK McNAMARA

by Jeff Millar & Bill Hinds



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Shoe

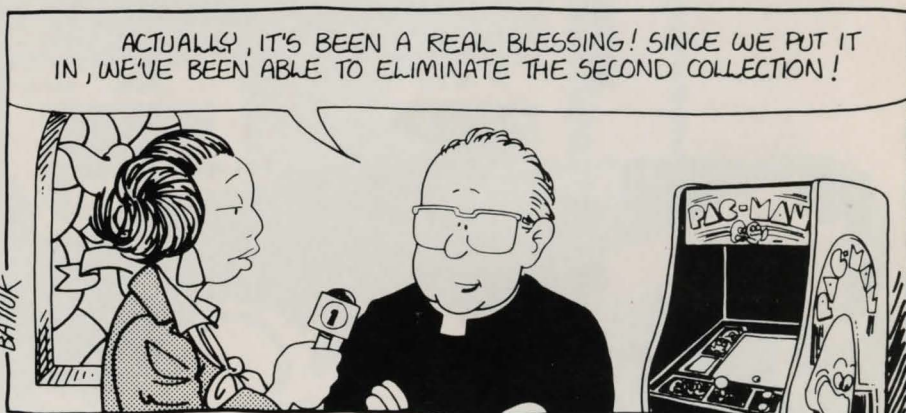
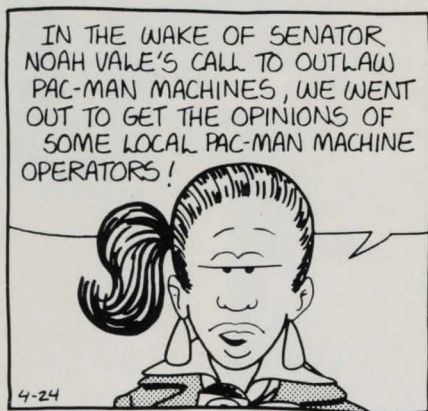
by Jeff MacNelly



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FUNKY WINKERBEAN

Tom Batiuk



Permission of Field Newspaper Syndicate.

Guindon



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"Knock it off! I'm trying to read."

ZOGGY™



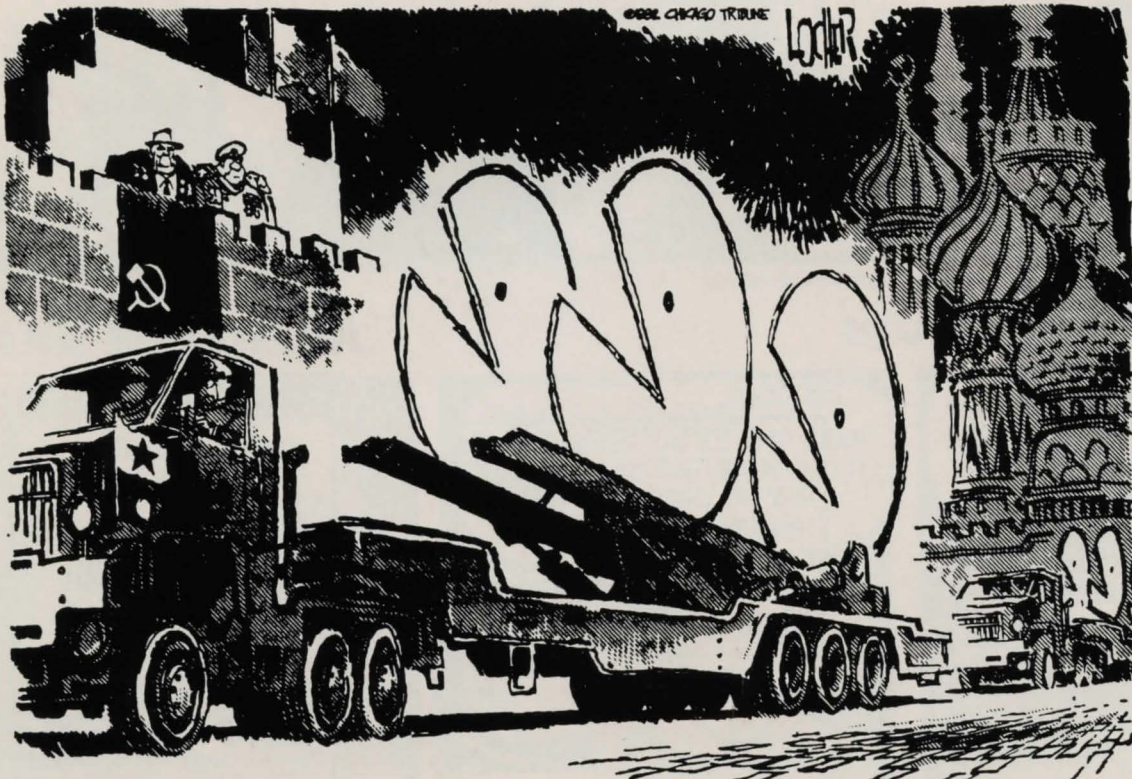
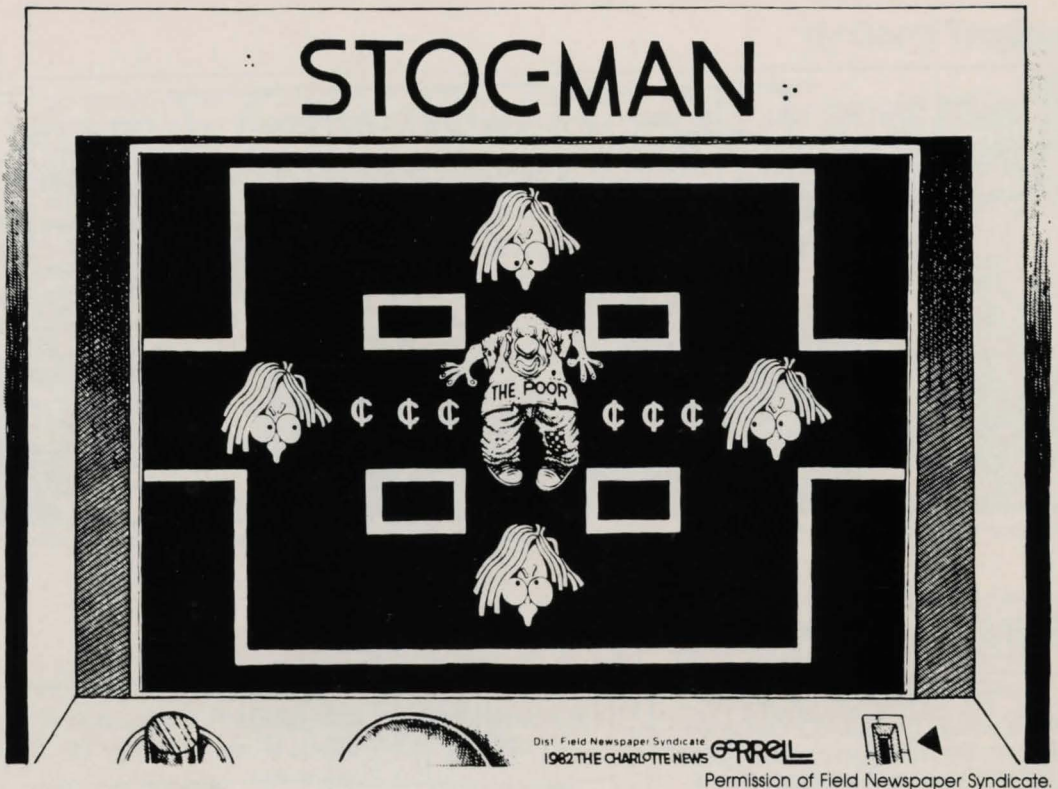
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Jim Berry



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Political Cartoons



"Just what area of U.S. electronics has our intelligence network tapped into?"

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FIELD NEWSPAPER SYNDICATE

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Kate Solley Palmeron
The Oklahoman News
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Pac-Man Day



Tampa Bay, Florida (above) is crazy about its rowdy soccer team. And what better way to kick off a winning season than to bring Pac-Man down on the field. Rumor was, the goals would be shaped like Pac-Men gobbling white soccer balls. Alas, it was just a rumor.



Just about everybody in Rochester, New York was dressing up like Pac-Man on Pac-Man Day. This look-alike contest narrowed the many entries down to a creative few.

It was only a matter of time— or maybe it was Pac-Karma. But whatever the reason, it was wonderful! As the foundation for a multi-media promotional campaign for the Pac-Man home video cartridge, Atari designated April 3, 1982 as National Pac-Man Day. On that Saturday, in larger-than-life costumes, Pac-Man and his adversary Speedy (the red monster) toured 27 major

U.S. cities. They were transported via special Pac-Vans equipped with the sounds of the Pac-Man game to herald their arrival. In each city, they visited hospitals and donated video computer systems and game cartridges to the patients. They attended major sporting events—and for the first time ever, a video character threw out the first ball at a baseball

game. They also visited shopping malls and gave out T-shirts by the dozen. And prominent mayors even presented them with keys to their cities. Seem like a lot of traveling for one day? Well, fortunately, video images can be reproduced to appear simultaneously in as many places as necessary.



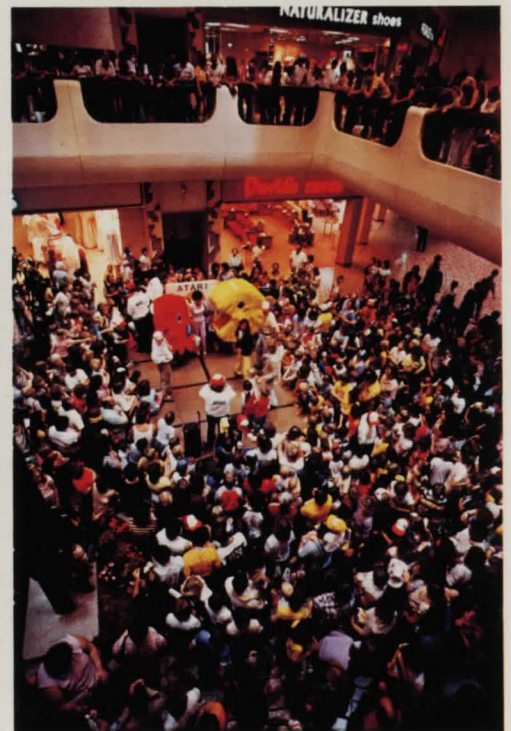
In reflection, Pac-Man apparently had "Georgia on his mind" when he visited sunny Atlanta on Pac-Man Day.



Pac-Man and Speedy entertained our congressmen near the Washington Monument in Washington, DC (above). In Chicago (left) it looks like Pac-Man and Speedy reached a temporary truce while visiting Children's Memorial Hospital.



Tony Dorsett (above) appears totally engrossed in strategic Pac-Man play in Dallas. And Pac-Man and Speedy drew an enthusiastic crowd at a mall in Phoenix, Arizona (right).



Pac-Man Day



Pac-Man was hailed in New Orleans (above) with a marching band. The Superdome was the right place for a super celebration. Seattle (above, right) was the site for Pac-Man's 10-kilometer race along Lake Washington.



Pac-Man took to the ice in Tampa, Florida (above). All of us were surprised at his skating abilities. In Minneapolis (left) Pac-Man and Speedy were welcomed by a cheering crowd.



Rochester, New York (left) is the home of this pint-size Pac-Maniac. And San Francisco (right) was teeming with people heralding the arrival of the video duo.



Pac-Man and Speedy were the guests of honor at this benefit game between the Dodgers and the Angels in Los Angeles. Yes, that is Rod Carew next to Pac-Man.



Dwight Clark, wide receiver for the San Francisco 49ers, hands a Pac-Man poster to an ailing Pac-Maniac at Stanford Children's Hospital.



Woodfield Mall—the world's largest—in Schaumburg, Illinois, was the sight of this Pac-Man frisbee throw. All the people in suburban Chicagoland got a chance to prove their abilities.

Pac-Man Day



The Dade County Youth Fair in Florida sponsored—are you ready for this?—a Pac-Man sound-alike contest (above). What do you think Pac-Man really sounds like? In Chicago (right) Pac-Man found a secluded spot to do some in-depth reading on his favorite subject.



Here's a sight we rarely see—Pac-Man riding down an escalator. The people in Minneapolis's amazing mall welcomed their unexpected guest.

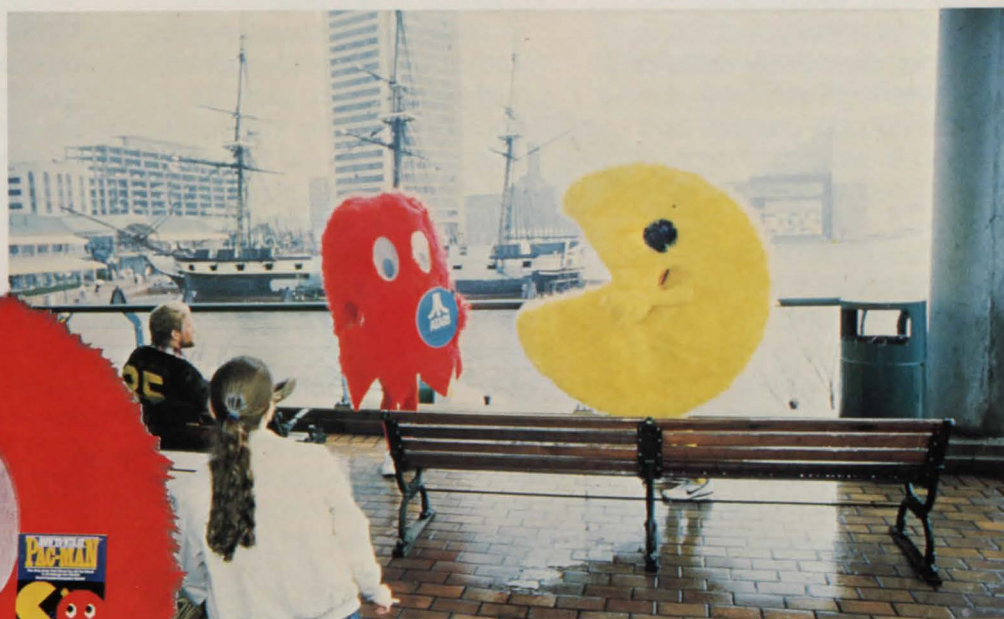


New Yorkers got a close-up look at Pac-Man as he roamed through Citicorp. We think the backdrop gives Pac-Man a certain sophisticated look. And by the angle of his nose, so does he.



One of the smallest Pac-Maniacs we've ever seen was captured in costume in Pittsburgh (left). She just about stole the show from Pac-Man himself.

Pac-Man and Speedy got the scent of fresh sea air in Baltimore (right). They took this time out for some casual conversation with some very attentive listeners.



Speedy tried reading two books at once during a break in Chicago (left). On his arrival in King of Prussia, Pennsylvania (below), Pac-Man spoke with those who arrived to greet him.



Pac-Man & The Law

The legal controversy

surrounding the Pac-Man phenomenon today will, in many ways, affect the type of games you will be playing in the future. Our judicial system is currently faced with many questions about ideas and products that have never been dealt with before. They are quite literally being forced to set legal precedents—to create new laws. And the laws that they eventually settle on will directly affect manufacturers, owners, and players in ways that might be considered both good and bad.

Consider this: A manufacturer develops a popular video game and sells it to a distributor who, in turn, sells it to an arcade owner. That owner purchases a bootleg chip from a manufacturer of such items and installs it in the game. After six months, he sells the game to another arcade owner.

You, the Video Wizard, frequent the new owner's arcade and discover this "new" game to be both challenging and enjoyable—you drop lots of quarters into it! The manufacturer somehow discovers that someone is making money off of an altered game with their name on it and, naturally, becomes somewhat upset. The manufacturer then goes through the proper legal channels and obtains a court order to have the bootleg machine confiscated—the local authorities remove it from the arcade.

The manufacturer has thus prevented the company

name from being misused. The original owner made his money long ago, and the manufacturer of the bootleg chip is vacationing somewhere in the south of France. The current owner, however, has lost a machine that he paid good money for, and you are left standing with a pocket full of quarters and no place to put them.

A similar legal situation has more of an underlying effect on the games you play. It's based on the idea that there is a legal limit to just how similar two video games can be. This is best exemplified by the most recent, and highly publicised case that pitted Pac-Man against K.C. Munchkin.

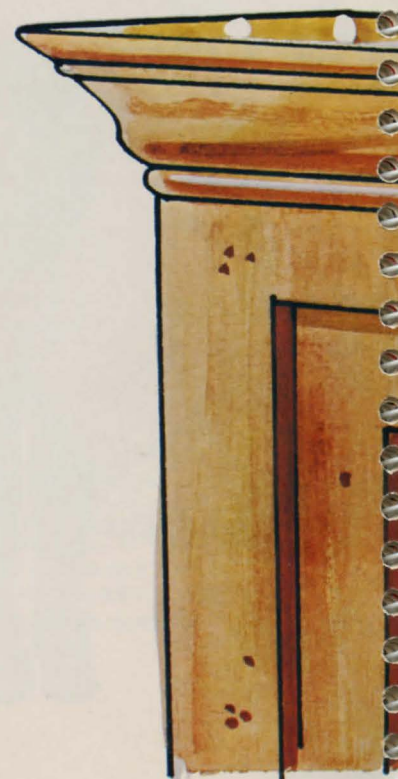
Ed Averett, the independent video game designer who developed K.C. Munchkin for N.A.P. Consumer Electronics' Odyssey² system, was not ignorant to the coin-operated Pac-Man when he worked on his creation. In fact, he had played the game once in an airport.

Both he and N.A.P. (North American Philips) contend they made efforts not to copy Midway's Pac-Man game; and that in fact, Averett had created a similar game for the Odyssey² before anyone had heard of Pac-Man. In that game, called Take the Money and Run, one or two players tried to run through a maze of walls, avoiding robots and

collecting money. The robots, at certain times, became vulnerable to human attack. Clearly a maze/chase game.

N.A.P. asked for even more refinements after the initial game was finished, and sent internal memos asking sales people not to refer to K.C. Munchkin as a "Pac-Man-type" game. The memos said that the company didn't want "others to misapply our game names and trademarks to their games. Likewise, we should not use other people's trademarks or game names to refer to our own games."

Nonetheless, advertisements ran in the *Chicago Sun Times* and the *Chicago Tribune* describing the K.C. Munchkin game in just those terms. The ad was not authorized by N.A.P., but that didn't matter. Atari, which had already committed about one and a half million dollars to their home version of Pac-Man, was determined to put K.C.



Munchkin on a diet. They filed their case November 18, 1981 in the United States District

Some will suggest that Mr. Kasser is only half right—that this ruling could actually play a part in *suppressing* creativity.

Court in Chicago and asked for an injunction to halt the sale of N.A.P.'s K.C. Munchkin. Judge George N. Leighton

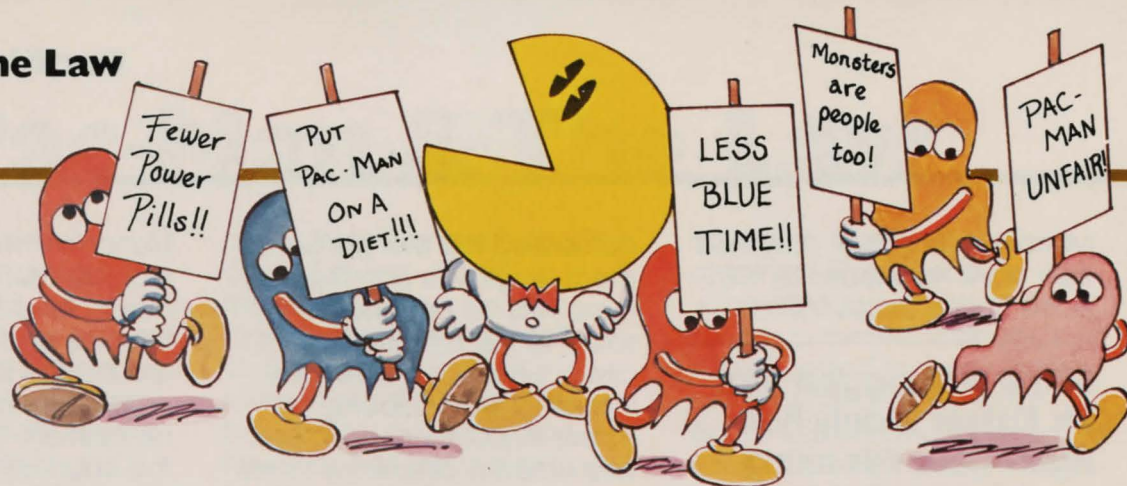
compared the two games at great length. He admitted there was no doubt as to some of the similarities, but cited numerous differences, including the "variability of mazes in K.C. Munchkin." He also noted a difference in the "munchers, which are much spookier than the goblins in Pac-Man," as well as "the changing orientation of the center of the maze in K.C.

Munchkin." He further cited that K.C. Munchkin differed due to the random spacing of the dots and their movement around the board.

Judge Leighton summed up his opinion: "From these facts, the court concludes that plaintiffs have not shown a probability that when this case is heard on its merits they will prove that defendants, in manufacturing and distributing K.C. Munchkin, have infringed the copyright to Pac-Man." So,



Pac-Man & The Law



December 4, 1981 was a victory for N.A.P. Consumer Electronics. They continued to sell K.C. Munchkin.

Atari appealed the case to the United States Court of Appeals for the Seventh Court. The case was argued January 19, 1982 and was decided in a 29-page unanimous opinion from the judges, handed down on March 2, 1982. They also examined the similarities and differences between the two games in great detail. They outlined the basic test the court must perform: "Specifically, the test is whether the accused work is so similar to the plaintiff's work that an ordinary reasonable person would conclude that the defendant unlawfully appropriated the plaintiff's protectible expression by taking material of substance and value." The point was that only the expression of an abstract idea can be protected by copyright, not the idea itself.

On certain points, the judges agreed with the previous court. For example: "Given their close connection with the underlying game, K.C. Munchkin's maze design, scoring table, and dots are sufficiently different to preclude a finding of infringement on that basis alone."

However, the court made

serious note of the body shape and size of the characters in the two games, their gobbling action, and their methods of disappearing when eaten by a ghost. They stated that "North American not only adopted the same basic characters, but also portrayed them in a manner which made K.C. Munchkin appear substantially similar to Pac-Man."

The court reminded its audience that video games are not the same things as paintings or sculptures, which appeal to the audience's aesthetic senses. Rather, the people that play video games are not so discriminating about graphics. It is good game play they are after. Therefore, "A person who is entranced by the play of the game would be disposed to overlook many of the minor differences in detail and regard their aesthetic appeal as the same," read the opinion.

But the court was harsh on N.A.P. for making so many changes. "The nature of the alterations on which North American relies only tends to emphasize the extent to which it deliberately copied from the Plaintiff's work." said the judges. "Although not virtually identical to Pac-Man, K.C. Munchkin captures the total concept and feel of and is substantially

similar to Pac-Man."

The lower court's decision was thus overturned. The court, in summation, directed the lower court to issue the injunction. Does that mean K.C. Munchkin cannot be sold? Not really. The district court stayed the injunction once N.A.P. posted a million-dollar bond. That bond allows them to sell the cartridge pending appeal. The case has now been appealed to the U.S. Supreme court.

How does Atari feel about the ruling? Ray Kassar, Chairman of the Board for Atari, Inc., commented, "This ruling has enormous implications for the video game industry and especially for Atari. The Court has clearly come down on the side of protecting creativity."

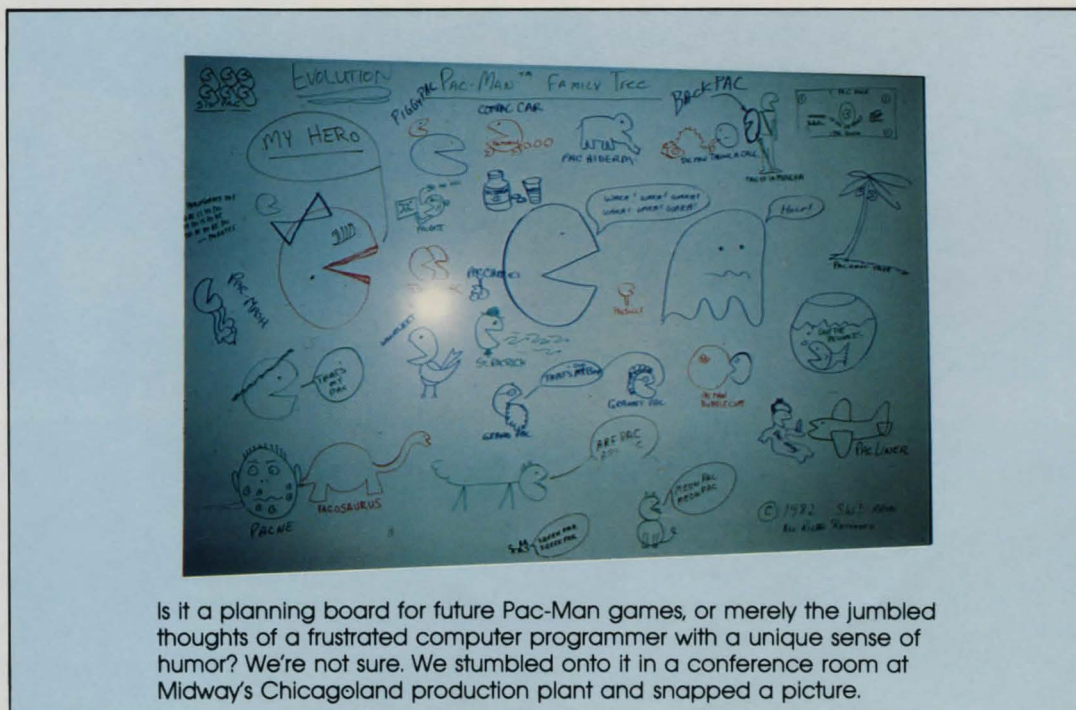
So there you have it—a landmark case. But how will this affect you, the player? Some will suggest that Mr. Kassar is only half right—that this ruling could actually play a part in *suppressing* creativity. The general idea is that some brilliant developer might come up with a very creative video game, and not release it because he or she is afraid that it might be a little too similar to another game already on the market. The fear of a law suit can sometimes be an ominous one, but you be the judge.

Trivia

In celebration of Pac-Man Day, held on April 3, 1982, in 27 U.S. cities, Coleco Industries, Inc. sponsored a Pac-Man trivia contest on radio stations across the country. Coleco, the makers of the portable Pac-Man game, provided disc jockeys with a list of Pac-Man trivia questions to ask their listeners. They also supplied some of their games as prizes to callers with correct answers to the questions. Here are some of the questions they asked—How many can you answer correctly?

1. What does the name Pac-Man mean?
2. What is the red Shadow monster's nickname?
3. What is the blue Bashful monster's nickname?
4. What is the orange Pokey monster's nickname?
5. What is the pink Speedy monster's nickname?
6. How many small white dots are on the starting screen of the Pac-Man arcade game?
7. How many large white dots (energizers) are on the starting screen of the Pac-Man arcade game?
8. How many points are each of the small white dots worth?
9. How many points are each of the large white dots (energizers) worth?
10. What is the highest score attained to date on Pac-Man?
11. Who recorded the song *Pac-Man Fever*?
12. What is the feminine version of the Pac-Man arcade game called?
13. Each game screen is identified by a symbol called what?
14. Through what tricky means can Pac-Man get from one side of the screen to the other?
15. What is the most valuable symbol in the Pac-Man game, and how much is it worth?
16. Can you sing or hum the opening tune that the Pac-Man game plays?
17. What is the predetermined movement plan called?
18. What is the maximum number of Pac-Men that can be played in one game?
19. When Pac-Man eats an energizer, what is he then able to do (if he can)?
20. What is the title of the LP featuring the Pac-Man song?

Answers:
 (1) It's from the Japanese word "Paku" meaning to open one's mouth and gobble. (2) Blinky. (3) Inky. (4) Clyde. (5) Pinky. (6) 240. (7) Four. (8) 10. (9) 50. (10) 1,400,000 by Raymond Chan in San Francisco (three hours of play). (11) Buckner and Garcia. (12) Ms. Pac-Man. (13) Fruit. (14) The tunnel. (15) The key—5,000 points. (16) Can you? (17) Patterns. (18) Four. (19) Eat monsters. (20) *Pac-Man Fever*.

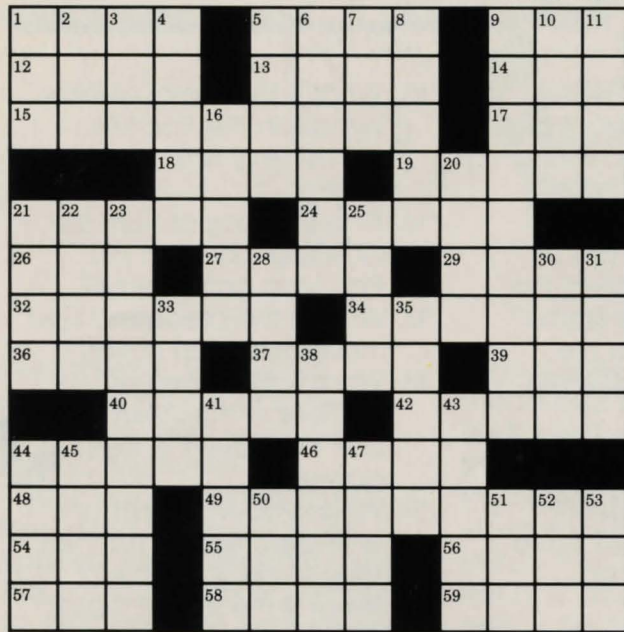


Is it a planning board for future Pac-Man games, or merely the jumbled thoughts of a frustrated computer programmer with a unique sense of humor? We're not sure. We stumbled onto it in a conference room at Midway's Chicagoland production plant and snapped a picture.

Trivia

Pac-Man: The Crossword Puzzle

Bill Swain



ACROSS

1. Apply paint crudely
5. Cartoon exclamation of surprise
9. Dress in fine clothes
12. Constantly blue monster
13. Small valley
14. "2001: A Space Odyssey" computer
15. Power pill
17. Summer: French
18. Editor's "take out" mark

19. Neil Young's "Down _____ River": 2 wds.
21. _____ in judgment
24. Creedence Clearwater's "Born on the _____"
26. Pie _____ mode: 2 wds.
27. Messy person
29. Small, pesky bug
32. Stork delivery in Ms. Pac-Man intermission?
34. Most dangerous monster

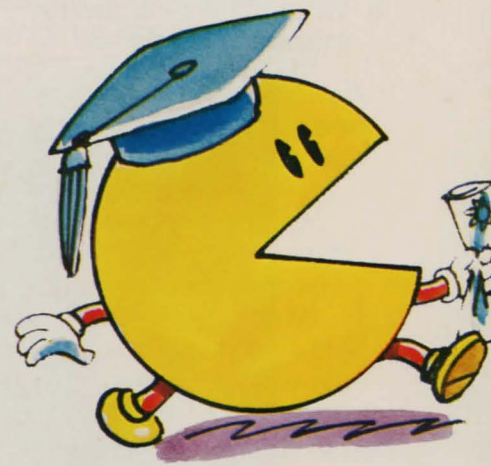
36. 18 wheeler, for short
37. Three: German
39. One: German
40. _____ it goes: 2 wds.
42. A. A. _____, Pooh's creator
44. A.K.A. Speedy
46. Chow _____
48. Increase score
49. First way to play Pac-Man: 2 wds.
54. Hot drink
55. Nights before
56. Coral _____
57. Horse feed
58. Father
59. Not news

10. Solemn promise
11. Singers' club
16. V-formation fliers
20. Cartoon bear
21. Times around the monster pen?
22. Wing-like part
23. 4/3/82: 2 wds.
25. Singer Lane
28. British companies: abbr.
30. Related to
31. River through Newcastle England
33. "Lola" rock group member
35. Speed _____
38. Popular T.V. 'Room'
41. Units of force
43. Lead-in to Pac-Man game, for short
44. Way through the maze
45. Notion
47. Let up
50. Egg: Prefix
51. Snake-like fish
52. Color of 34 across
53. Can't be bought: abbr.

DOWN

1. Lose a Pac-man
2. Adviser, _____ Landers
3. Tiny Tim's guitar, for short
4. "Mr. Tambourine Man" group
5. Really bad
6. Small, open, garden pavillion
7. Malt drink
8. Kentucky _____
9. Your escape hatch: 2 wds.

Solution on p. 62.



Pac-Man Time Table

- Spring 1980:** Pac-Man is introduced in Japan by Namco, Ltd., the company that developed the game.
- August 1980:** Midway Manufacturing Company secures the rights to the Pac-Man name in the western hemisphere and

- begins production of the coin-operated games.
- November 1980:** Midway's Pac-Man is introduced in the U.S. at the AMOA (Amusement and Music Operators Association) show in Chicago. At the time it was deemed "too cute to be successful" by both the press and trade.
- June 1981:** Entex Industries introduces Pac-Man 2, a battery-operated, hand-held

Looking back on the

evolution of Pac-Man from its introduction in November of 1980 is impressive to say the least. Its position amidst the top ten video games has varied from time to time, but one fact remains—it has been one of the top ten games since its beginning. The following charts are a comparison of Pac-Man's ratings as compiled by *Play Meter Magazine*, a trade publication for the coin operated entertainment industry.

March 1981

1. Asteroids (Atari)
2. Galaxian (Midway)
3. Missile Command (Atari)
4. Battlezone (Atari)
5. **Pac-Man (Midway)**
6. Star Castle (Cinematronics)
7. Space Invaders (Midway)
8. Moon Cresta (Gremlin)
9. Astro Fighter (Gremlin)
10. Berzerk (Stern)

May 1981

1. **Pac-Man (Midway)**
2. Defender (Williams)
3. Asteroids (Atari)
4. Berzerk (Stern)
5. Gorf (Midway)
6. Galaxian (Midway)
7. Asteroids Deluxe (Atari)
8. Scramble (Stern)
9. Phoenix (Centuri)
10. Missile Command (Atari)

December 1981

1. Vanguard (Centuri)
2. Omega Race (Midway)
3. Defender (Williams)
4. Centipede (Atari)
5. **Pac-Man (Midway)**
6. Super Cobra (Stern)
7. Phoenix (Centuri)
8. Venture (Exidy)
9. Pleiades (Centuri)
10. Asteroids (Atari)

January 1982

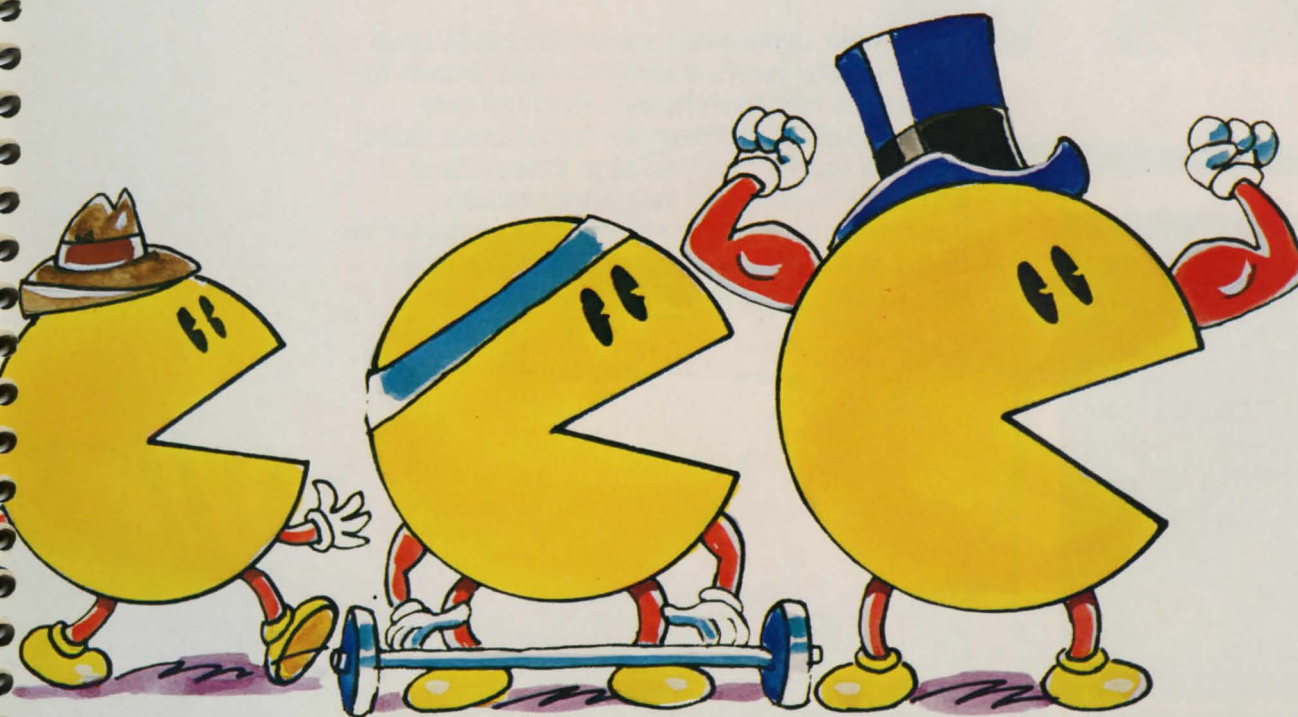
1. Donkey Kong (Nintendo)
2. Qix (Taito)
3. Tempest (Atari)
4. Frogger (Gremlin)
5. Omega Race (Midway)
6. Centipede (Atari)
7. **Pac-Man (Midway)**
8. Defender (Williams)
9. Vanguard (Centuri)
10. Wizard of Wor (Midway)

March 1982

1. Donkey Kong (Nintendo)
2. Galaga (Midway)
3. Tempest (Atari)
4. Frogger (Gremlin)
5. **Pac-Man (Midway)**
6. Qix (Taito)
7. Centipede (Atari)
8. Stargate (Williams)
9. Defender (Williams)
10. Omega Race (Midway)

May 1982

1. Turbo (Gremlin)
2. Donkey Kong (Nintendo)
3. **Ms. Pac-Man (Midway)**
4. Grand Champion (Taito)
5. Stargate (Williams)
6. **Pac-Man (Midway)**
7. Galaga (Midway)
8. Tempest (Atari)
9. Centipede (Atari)
10. Frogger (Gremlin)



October 1981:

version for either one or two players. North American Phillips introduces K.C. Munchkin video game cartridge for their Odyssey² system.

December 1981:

Entex is blocked in court from distributing any more Pac-Man² games. By this time, Coleco had obtained exclusive license to make the battery-operated version from Midway.

January 1982:

Coleco introduces battery-operated Pac-Man game. Midway introduces Ms. Pac-Man coin-operated game.

March 1982:

North American Phillips loses Chicago Federal Court of Appeals case. Atari introduces the Pac-Man video game cartridge for their Video Computer System.

April 3, 1982:

Pac-Man Day



Puck-Man?

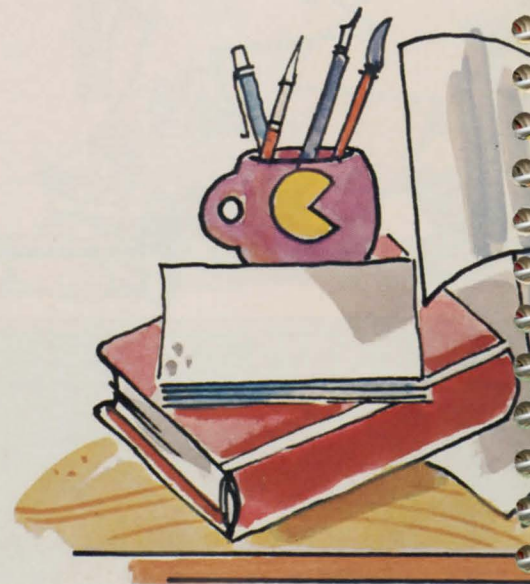
Larry Patey, defensive forward for the St. Louis Blues Hockey team, is affectionately known by his fans as Pac-Man Patey—and not only because of his fondness for a particular video game. It seems that Pac-Man Patey has a knack for “eating up” those unfortunate opponents that get in his way. We wonder if he could stand his ice against Inky, Blinky, Pinky, and Clyde.



Look like Pac-Man heaven? Actually, it's the production plant where Ms. Pac-Man is assembled outside of Chicago. Did you know that the people at Midway are currently cranking out over 1,000 of these machines every day? That's a lot of quarters.

Pac-Man: The Crossword Puzzle (solution)

D	A	U	B	E	G	A	D	T	O	G			
I	N	K	Y	V	A	L	E	H	A	L			
E	N	E	R	G	I	Z	E	R	E	T	E		
				D	E	L	E	B	Y	T	H	E	
L	A	P	S	E	B	A	Y	O	U				
A	L	A		S	L	O	B	G	N	A	T		
P	A	C	K	E	T	B	L	I	N	K	Y		
S	E	M	I	D	R	E	I	E	I	N			
				A	N	D	S	O	M	I	L	N	E
P	I	N	K	Y	M	E	I	N					
A	D	D		N	O	P	A	T	T	E	R	N	
T	E	A		E	V	E	S	R	E	E	F		
H	A	Y		S	I	R	E	O	L	D	S		





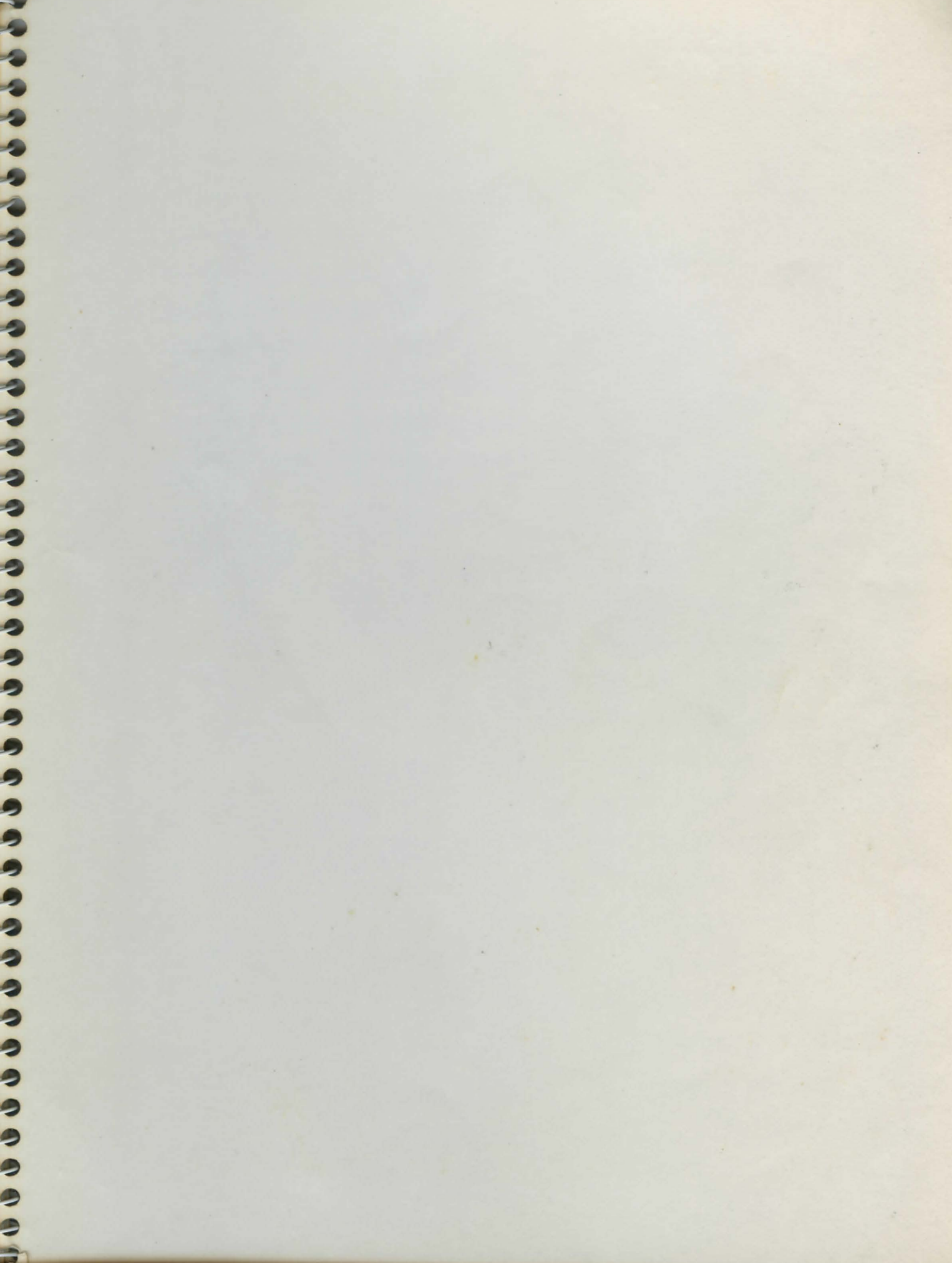
You might be amazed at how many familiar faces can be seen playing Pac-Man these days. You'd be even more surprised to know how many people actually have Pac-Man machines in their own homes! Cindy Williams (co-star of ABC's *Laverne and Shirley*) was caught displaying her affection for the yellow fellow of her very own. It makes you wonder if she ever actually plays the game or just likes to hug it.

Steve Shapiro/SYGMA



What's Your Excuse?

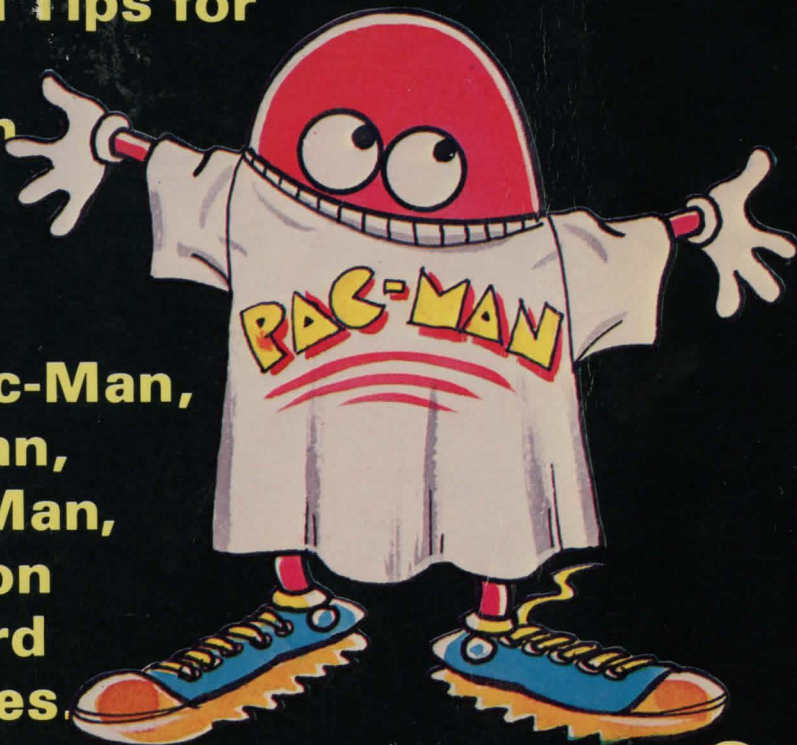




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