



# **CLASSIC GAMING EXPO 2012**

*Las Vegas, Nevada  
August 11-12, 2012*





## A JOURNEY 30 YEARS IN THE MAKING...

*Join legendary game designer  
David Crane, creator of  
"Pitfall," as he unveils his  
biggest adventure yet.*

*Check it out.*

**Time:**

Saturday  
at 10:00AM.

**Location:**

"Casino Showroom"  
(ground floor).



[www.jungleventure.com](http://www.jungleventure.com)

# Welcome to CGE 2012!



Are we having fun yet?

This has been a busy year for us at CGE HQ. As most of you know, in addition to putting on Classic Gaming Expo, us three organizers also run the Videogame History Museum and we've had a ton going on this year!

Early in the spring, we took a road trip through Southern California to meet with some alumni who had items they were interested in donating to the Videogame History Museum archive. We spent nearly a week in a crappy Super 8 Motel and driving all around Southern California meeting some really great people who were incredibly generous with their donations. We added some amazing items to the archive (many of which can be seen in this year's Classic Gaming Expo museum exhibit) and spent some quality time with some very interesting people. It was a great trip and a great way to start off the year.



Now THESE are some good-looking guys!

Next up was the DICE Summit in Las Vegas. We were asked to setup a historical display in their gaming lounge. DICE is a little different than what we were used to at other shows we've done in the past. It is comprised mainly of executives networking with each other talking about better ways to make games more fun and profitable. We saw many new faces at DICE and even though the gaming lounge wasn't exactly hopping with people the entire time, we were able to add several new contacts to our repertoire which was worth it in itself. We even got to play (and beat) one of the original John Madden Football designers at Atari X's and O's arcade football!

We had an opportunity to exhibit at the Game Developer's Conference next. We've done exhibits at GDC in the past, but it's been a few years. Since it was so close to DICE, we weren't able to swing it and had to take a pass this year. We'll be there next year though.

PAX East in Boston was next. Joe does most of the work for this one as he is responsible for setting up a classic gaming lounge at PAX through his store Digital Press Videogames in New Jersey. PAX is an interesting show in that it's somewhat like E3 but at the same time...it's not. It's kind of hard to describe. There are a TON of people at PAX and all sorts of keynotes going on (many at the same time) throughout the show. Cos-play is also very big at PAX. You never know what you'll see next walking down the hallway. Within the classic gaming lounge, the Videogame History Museum setup a small historical display that was very well-received and something we'd be happy to do again.

The granddaddy of them all was next—E3 in Los Angeles. We've done E3 many, many times over the years, but this time was the first time we've done it strictly representing ourselves as the Videogame History Museum. We spent a lot of extra time fine-tuning our display and, as always, it was a huge hit. Once again garnering "Best in Show" awards.

Here we are back at Classic Gaming Expo back at The Plaza where we started. The response to this year's show has been the best it's been in several years. Vendor space quickly sold-out and attendee registration was brisk throughout the entire registration period. As we've said all along, we're happy to continue to do our part in presenting the opportunity to vendors, attendees and alumni alike so long as there is interest. Judging by the support we've seen this year...CGE is here to stay!

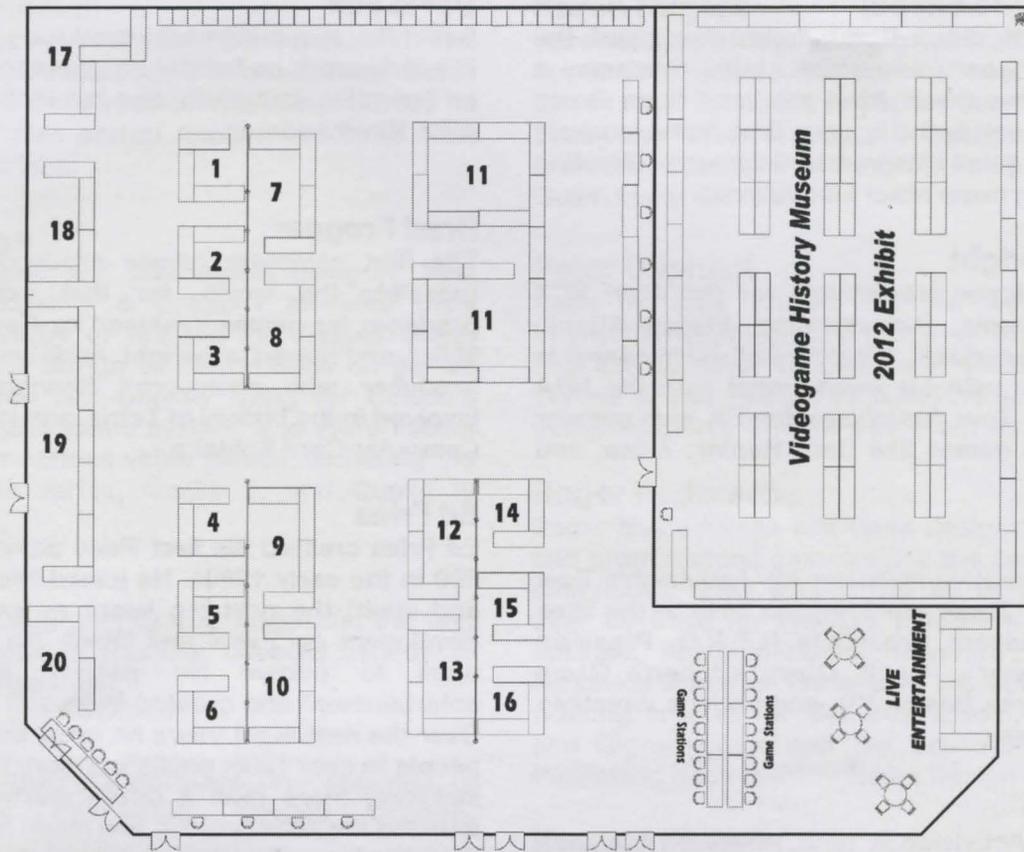
John Hardie, Sean Kelly & Joe Santulli  
Organizers, Classic Gaming Expo

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# Show Floor Plan



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## Single Table Exhibitors

Vectrex Fury

GameKing

Pixel Art Paradise

Pac-Family Games

Brett Weiss

# Alumni



## Ralph Baer (via Skype)

"The Father of Video Games", he developed the "Brown Box" console which later became a household name when Atari released it as Pong. Ralph also developed the very first home console light gun and game (Magnavox Odyssey's Shooting Gallery) among many other innovations.

## Steve Cartwright

Activision designer responsible for the Atari VCS games Megamania, Barnstorming, Plaque Attack, Frostbite and Seaquest. His post-Activision career is equally prolific with his involvement with the NBA Live and PGA Tour franchises for EA and popular cross-platform games like Deer Hunter, Zuma, and Diner Dash.

## Jim Charne

Jim was the creative manager for Activision's East Coast offices. These studios gave birth to the likes of Keystone Kapers, Crackpots, H.E.R.O., Pressure Cooker, Designer's Pencil, Garry Kitchen's Game Maker, Fireworks Design Kit, and various wrestling and racing games.

## David Crane

Co-founder of Activision in 1979, where he designed such classics as Pitfall!, Dragster, Decathlon, Fishing Derby, Freeway and Ghostbusters. He transcended the Atari era with memorable titles such as A Boy and His Blob for NES and David Crane's Amazing Tennis for 16-bit systems.

## Ted Dabney (via Skype)

The original Atari, Inc. was co-founded in 1972 by Ted Dabney and Nolan Bushnell. In 1971, they created an engineering firm, Syzygy Engineering, that designed and built the first arcade video game, Computer Space for Nutting Associates.

## Warren Davis

Best known for the arcade hit Q\*Bert while at Gottlieb, Warren was also responsible for Joust 2 and Us vs. Them.

## Walter Day

Walter is best known to the videogame community as founder and one-time owner of "Twin Galaxies", the official record-keeping branch of the gaming community.

## David Fox

David Fox is a multimedia producer, best known for his early work on LucasArts games such as Rescue on Fractalus, Labyrinth, and Zak McKracken and the Alien Mindbenders.

## Brad Fregger

The first computer games producer at Activision (possibly the world, for that matter) and the producer for games designed by David Crane, Alan Miller, and Steve Cartwright. Additionally, he was the producer who discovered Shanghai, is directly involved in the history of Tetris, and is the inventor of Computer Card Solitaire.

## Ed Fries

Ed Fries created his first video games for the Atari 800 in the early 1980s. He joined Microsoft in 1986, and spent the next ten years as one of the early developers on Excel and Word. He left the Office team to pursue his passion for interactive entertainment and created Microsoft Game Studios. Over the next eight years he grew the team from 50 people to over 1200, published more than 100 games including more than a dozen million+ sellers, co-founded the Xbox project, and made Microsoft one of the leaders in the interactive entertainment business.

## Steve Golson

Steve Golson designed the hardware for General Computer's first product, Super Missile Attack, an enhancement kit for the Atari arcade game Missile Command. He also designed the hardware for their second product, an enhancement kit for Pac-Man which eventually became the arcade game Ms. Pac-Man, the biggest selling arcade game in US history.

## Keithen Hayenga

Atari 5200 game designer best known for incorporating speech in RealSports Baseball at a time when most home games required a separate voice synthesizer add-on.

## Roger Hector

Has been involved in projects as early as the coin-op version of Warlords, was president of the Sega Technical Institute, overseeing the Sonic the Hedgehog series among others, and is currently President of Universal Interactive.

# Alumni (cont)



## Rebecca Heineman

Multi-faceted game designer best known for The Bard's Tale III, Mindshadow, Borrowed Time, Battle Chess, The Tracer Sanction and Tass Times in Tonetown. She also ported Another World to Mac, SNES and Apple IIGS.

## Jenell Jaquays

Jennell is a video and boardgame designer best known for Dungeons & Dragons modules Dark Tower and Caverns of Thracia for Judges Guild; development and design of conversions on games such as Pac-Man and Donkey Kong for Coleco's home arcade video game system; and more recent design work for various video games, including the Age of Empires series, Quake 2, and Quake III Arena.

## Arnie Katz

Co-founder of Electronic Games Magazine, the first and most popular publication devoted strictly to electronic entertainment.

## Dan Kitchen

Co-founder of Absolute Software and designer of Atari classics Crackpots, Double Dragon, Ghostbusters, and Kung-Fu Master.

## Garry Kitchen

Creator of Space Jockey, Keystone Kapers and Pressure Cooker for the Atari 2600. For the Commodore 64 computer, he wrote The Designer's Pencil and Garry Kitchen's Gamemaker.

## Franz Lanzinger

Franz worked as a programmer and game designer at Atari Games Inc. and Tengen. He designed the ground-breaking arcade hit, Crystal Castles, founded Bitmasters in 1990, and designed Sega Genesis games Ms. Pac-Man, Championship Pool, and NCAA Final Four.

## Michael Meyers

Michael has over 30 years of experience promoting and marketing games and gaming related businesses. He is the former senior editor of GamePro Magazine. He has also run the PR departments of major gaming publishers Acclaim Entertainment (96-99) and the 3DO Company (99-02).

## Karen Nugent

Karen Nugent designed the graphics for Burgertime, Super Pro Football, Mission X, Scooby Doo's Maze Chase and Flintstones Keyboard Fun for Intellivision. Today she is into Character Rigging with MAYA, and is an Executive Board Member, IATSE The Animation Guild, Local 839.

## Peter Oliphant

Peter is best known for his work at Disney Interactive (Stonekeep), Interplay (Rocket Ranger, Lexi-Cross) and Cinemaware (Sinbad and The Throne of The Falcon, TV Sports: Football) and also designed Sierra On-Line's Mr. Cool and Troll's Tale.

## Roger Pederson

Roger E. Pedersen has been designing, producing, and programming games since the early 1980's with cumulative sales surpassing 60 million copies on over 80 titles for multiple platforms including PC, console, location-based, internet, arcade, and handheld systems. He is also the author of award-winning articles for Gamasutra.com, GameDev.net and Gignews.com and the best-selling Wordware Publishing book entitled Game Design Foundations.

## Howard Phillips

The original "Gamemaster", Howard has been designing and producing games for over 30 years (167 and counting!). Howard began his career at Nintendo, rising in the ranks to become Nintendo's official Gamemaster and Creative Director. Since then he has been Studio Manager, VP Development, and Creative Director for industry giants such as Nintendo, Lucasfilm Games, Microsoft, and Epic. Howard's most recent title Infinity Blade was winner of the 2011 Apple Design Award, and more than 20 "Game of the Year" & "Top App" awards.

## David Pokorny

David worked at Westwood Studios and Parker Brothers. His most popular credits are his production of Dune for the Sega Genesis and Monopoly for PC CD-ROM.

## Bob Polaro

Responsible for the Atari computer hit Lemonade Stand as well as such 2600 classics as Defender, RealSports Volleyball, Desert Falcon, Road Runner, Rampage and Sprintmaster.

# Alumni (cont)



## Warren Robinett

Designer of the legendary Atari 2600 videogame Adventure, the first graphical adventure game and the first game ever to contain an "Easter Egg". He is a co-founder of The Learning Company and designed the classic educational title Rocky's Boots, which won "Software of the Year" from three magazines in 1983.

## Keith Robinson

Intellivision programmer and manager at Mattel Electronics, designer of Tron Solar Sailer and producer of a number of other Intellivision games. Co-founder of Intellivision Productions, Inc., which has released collections of the classic games for many modern systems, including PC, Xbox, Nintendo DS and iPhone.

## John Seghers

The man who brought us some of the most unique Atari 5200 games ever, he designed Gremlins, Countermeasure, and RealSports Soccer as well as Xari Arena. While at Atari he developed a number of tools including a four-voice touchpad-controlled music editor. He is also credited as a programmer on Indiana Jones and the Last Crusade for the NES.

## Robert Smith

Created Video Pinball while at Atari and Star Voyager, Riddle of the Sphinx, Dragonfire, and Moonsweeper for the Atari 2600 while at Imagic. Also programmed Star Wars: The Arcade Game (2600) for Parker Brothers.

## Richard Spitalny

Founder of First Star Software which was one of the premiere third-party publishers for both consoles and later home computers.

## Tommy Tallarico

Tommy is a videogame composer and musician who has worked on hundreds of games since 1991 including the Earthworm Jim series, Unreal, Cool Spot, RoboCop versus The Terminator, Pac-Man World, Prince of Persia, Tony Hawk's Pro Skater, and many more. He has won over 25 industry awards for best video game audio and is co-creator of the concert series "Video Games Live".

## David Thiel

Best known for his audio work, David did the voices for Q\*bert. He has worked on a number of other games with memorable sound and music including Reactor, Mad Planets, Mach 3, Guardian & Insector as well as numerous pinball machines. You can find more details about his projects at his website, <http://daudioguy.multiply.com/video>.

## Eli Tomlinson

Eli Tomlinson is the founder of Microdaft. Microdaft published Dropzone & Solar Star for Atari 8-bit computers. He is the author of Chipmunk, one of the most popular software duplication programs for the Atari 8-bit. Chipmunk had a menu where the user selected the game they wanted from a list of titles that Eli personally cracked.

## Dave Warhol

Designed and programmed Mind Strike for the Intellivision Entertainment Computer System and programmed the Intellivision game Thunder Castle. As founder and president of Realtime Associates, he produced and co-designed over 25 original Intellivision releases for INTV Corporation. In addition to providing sound effects and music to over two dozen Intellivision games, Mr. Warhol also wrote drivers, music, and sound effects for many C64, Atari 400/800, Apple II, Amiga, and early PC games.

## Steve Woita

Designer of Atari 2600 classics Quadrun, Taz, and Asterix, Tengen's Super Sprint for the Nintendo Entertainment System, and Sonic 2, Kid Chameleon and Sonic Spinball for the Sega Genesis.

## Joyce Worley

Co-founder of Electronic Games Magazine, and concurrently published Electronic Games Hotline, a bi-weekly newsletter which covered the latest news surrounding the hobby.

## Steve Wright

Manager of the home videogame division of Atari, programmed "Pele's Soccer" for the VCS. Joined up with SEGA in 1983 to produce Laser Disk games, which ultimately landed him in the Computer Animation field working in Hollywood.

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**GAMING GREATS**  
That Have Appeared On Our Show

Use with Joystick Controllers

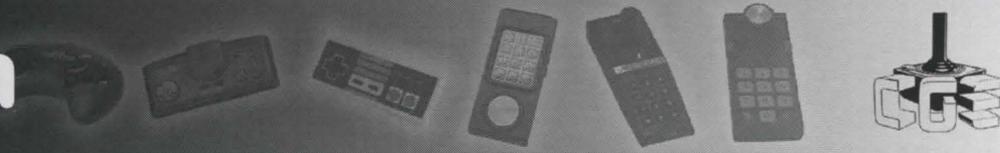
Al Alcorn	Mag Fest
Ted Dabney	Gary Kitchen
Jay Smith	Jay Golden
Mat Mercer	Jon St John
Keith Robinson	Tim Arnold
Phil Adam	Tom Humphrey
David Crane	Clark Coffey
Jeri Elsworth	Bill Fisher
8bit Heroes	Bob Smith
Vince Dickenson	Decendents of
Bob Polaro	Erdrick
Wes Johnson	John Sohl
Tim Arnold	Mike Meyers

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available on iTunes

Dave Bernazzani  
Absolutely Brilliant!!  
For someone that grew up in the 80s and still love the classic games from that era, this podcast is a Godsend. Well worth a listen. Thanks Guys!

# Museum

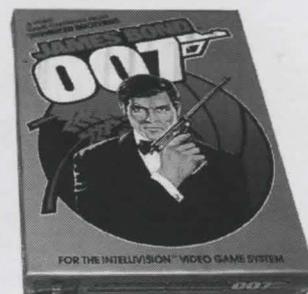
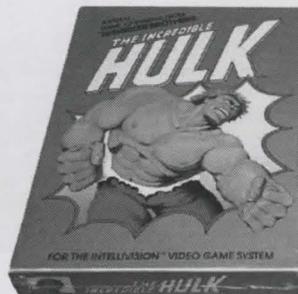


In 2010, the 501(c)(3) non-profit Videogame History Museum was formed by the Classic Gaming Expo organizers. The museum's archive is comprised of many of the items shown each year in the CGE museum exhibit and thousands more. Donations have been coming in from all over the country and personal acquisitions have continued as normal, causing the archive to grow exponentially. Here are just a few highlights...



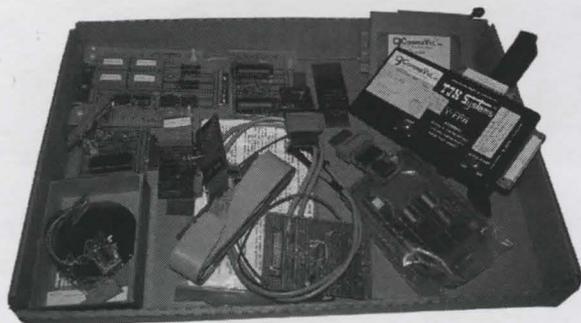
## Personal Game Programmer 1

More commonly referred to as the PGP-1, this specimen is one of only three known to exist in the world. Its purpose is similar to that of a Game Genie, which would find enormous success many years later on the Nintendo Entertainment System. Rather than doing any actual programming on the 2600, the PGP-1 would allow the user to access and "hack" certain aspects of gameplay such as number of lives, points awarded, and more.



## Intellivision Prototype Boxes

Occasionally game companies will produce actual boxes for games before the games are even available to sell. These "mock-up" boxes are often of the same type and quality of their released counterparts. Here we have boxes for the Intellivision versions of The Incredible Hulk and James Bond 007. Neither title was ever released for Intellivision.



## CommaVid Development Hardware

The tools used to create games are among our favorite things to archive and the older the better! The early development hardware chronicles the great lengths programmers had to go to in order to create games. This box of hardware was rescued from the former CommaVid founders and most of it was built by hand without any documentation to guide them.



## Star Voyager Model

Hardware and software are only part of what we archive. Documentation, memorabilia and pretty much any item related to the development or publication of a game are equally as important to preserve. This is the plastic model that was used in the box artwork for Imagic's Star Voyager for the Atari 2600. It was donated to us by the game's programmer Bob Smith.

# Museum



The alumni who attend Classic Gaming Expo are among the greatest supporters of the Videogame History Museum archive. Soon after we formed the Videogame History Museum non-profit, we took a road trip around Southern California and met up with several of our alumni friends. All of them graciously took us into their offices, storage sheds, garages and homes to let us peruse what they had been saving all these years. While some of them weren't quite ready to "pass the torch" and let us add their items to the archive, virtually all of them donated something and many of them were incredibly generous.

Here are a few pictures of the items that were donated to us during this trip. You can see most of these items up close and personal in this year's Classic Gaming Expo museum exhibit!



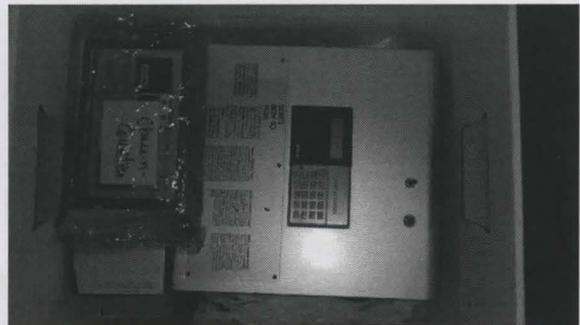
Boxed and sealed Parker Brothers software



Jay Smith boxes up a complete Microvision set



PS1 Dev hardware and software



Very rare GCE handheld store kiosk

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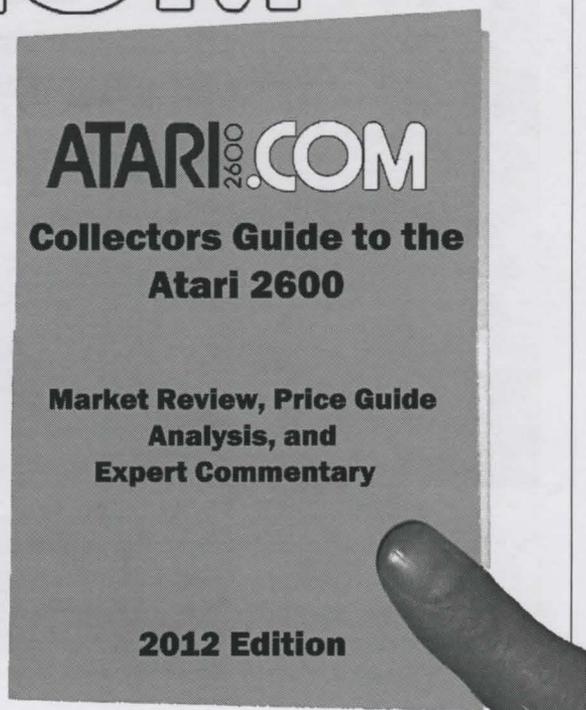
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## Welcomes you to Classic Gaming Expo 2012

During CGE2012 be sure to stop by the Atari2600.com booth for your complimentary copy of the Atari2600.com Collectors Guide to the Atari 2600. The Guide includes information to enhance your enjoyment when buying, selling and collecting Atari 2600 video games. The enclosed market-based price guide is enhanced with discussion of current price trends, hot picks, grading and condition considerations, seasonal factors and much more.

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# Autographs



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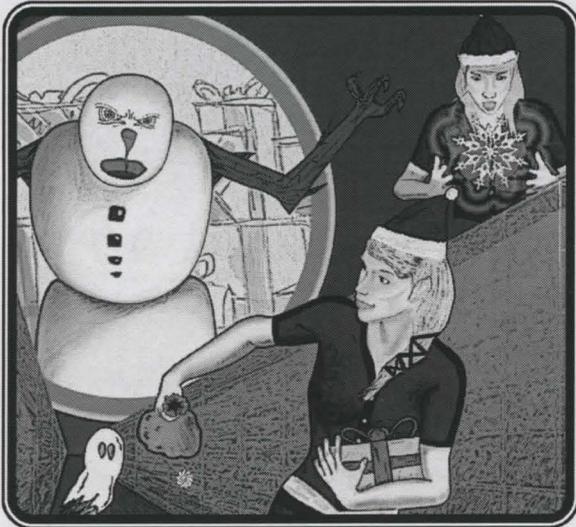
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# Christmas Carol

vs The Ghost of Christmas Presents



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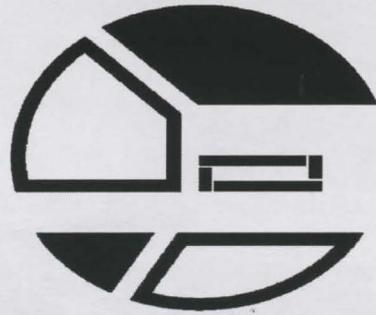
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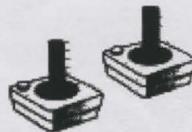
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[gearboxsoftware.com/poker](http://gearboxsoftware.com/poker)

*And don't forget to join us a day later on Saturday, Sept. 15th for Gearbox Community Day!*



[www.vghmuseum.org](http://www.vghmuseum.org)

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# DO YOU REMEMBER 1982?



## WE DO, AND WE WANT TO RE-LIVE IT WITH YOU!

To honor the 30th Anniversary of 1982, the Blue Sky Rangers (original Mattel Electronics Intellivision team) will be celebrating the '80s all weekend in the Intellivision booth. Come join us! Answer '80s trivia questions and win prizes! Play the games!

Released in 1982: *Advanced Dungeons & Dragons*, *B-17 Bomber*, *Bomb Squad*, *Frog Bog*, *Lock 'N' Chase*, *Night Stalker*, *Reversi*, *Shark! Shark!*, *Sharp Shot*, *Space Hawk*, *Space Spartans*, *Star Strike*, *Sub Hunt*, *TRON Deadly Discs*, *TRON Maze-A-Tron*. Which ones did YOU play?

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