

TO: Engineering Staff

6 November 1975

FROM: Steve Bristow

SUBJECT: NEW I.D. PROJECTS

1. Pinball Support: This is support for the graphics and playfield design along with new cabinet design.
2. Initial concepts on a consumer projection TV system.
3. Sourcing of materials, packaging, component pieces on an animated Rick Rat. At this point we don't know where to buy the fabrics, where to get them sown, what kind of costume materials we can get, or where to buy glass eyeballs for Rick!! This project involves sourcing.
4. Corporate Design Manual on design procedures and techniques to maintain the Atari identity on our projects, brochures, signs, etc.

SDB/pae

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