B L O O D S P O R T

PROJECT INITIATION

Monday, November 14
2:00 pm

Central Conference Room

CONFIDENTIAL

Distribution:

Linda Benzler
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Sam Comstock
Chris Downend
Mary Fujihara
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BLOODSPORT

Gary Stark
November 16, 1988

copy 19

The time: now

The place: somewhere in South America

The game: Bloodsport.
                 Bloodsport is boxing, kicking, martial arts.
                 Bloodsport is like professional wrestling, but
                 only the stakes are higher.
                 Bloodsport is professional fighting with very
                 few rules.
                 Above all, Bloodsport is violence...

The players: Anyone who can take it. Most competitors are
                 loners. Some are in it for the money, some for the
                 fame, and some just for the violence.

The rules: There are only two rules:
                   1) no weapons (this rule is minimally inforced)
                   2) two enter the ring, one walks out.

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Game Description

     Bloodsport is prizefighting taken to the limits. Blood-
sport is the human equivalent to dog fights or cock fights.
The fights are held in the strictest secrecy. The location
is an unnamed South American country. The spectators are
bloodthirsty, international and on the whole, very wealthy.
Bloodsport is controlled and operated by a global organized
crime syndicate. Bets often involve very large sums of money,
enough to BUY most countries. Your mission is to infiltrate
this organization. You have been selected for your fighting
skills, thus giving you a chance of surviving. You will
have to fight your way to the top to get to the crime lord.
He is the ultimate fighter. To accomplish your mission, you
must beat him, thus winning the game.

     Bloodsport differentiates itself from the competition
in a number of ways. The new Quest hardware will allow us
to incorporate several very interesting cinematic effects
which have not been done before. Other differences will be
found in the level of depth I plan to incorporate into the
actual fighting mechanics. In most games, you are either
standing or lying dead. In Bloodsport, you (or your opponent)
can be brought to your knees. You will be able to retaliate
from this position. In most games, your only indication of
your health is a number at the top of the screen. In
Bloodsport, you will see visible evidence of wounds. In
most games, a punch is associated with only one sound effect.
In Bloodsport, a punch could bring an 'Ooohh!' or an 'Umph!'
or a 'smack!'. In Bloodsport, I plan to have audience
participation (rowdy spectator smacks you, you smack him, etc).

     Bloodsport is one or two player simultaneous. One player
faces a computer opponent. Two players face two computer
opponents. When the player(s) win, they are allowed to
select the next opponent(s) from the tournament tree. If
two players make it to the top of the tree, they must fight
each other for the ultimate shot at the crime lord.

     When you enter the game, you select from, four different
characters. If you choose to continue during your game by
adding a coin, you retain your character.

     Like 'Main Event', you will have a numeric representation
of your strength. Adding coins adds to your strength. It
might be interesting to freeze the screen for an instant to

allow your character to 'receive' his new found strength. His
palette could flash white w/ appropriate sound effect. When an
opponent hits you, your strength is decremented. If your
opponent uses a weapon against you, even more strength points
are subtracted. When your strength is out, you're dead.
Weapons will include chains, pipes, ropes, but not guns or
other items which would cause instant death.

Moment-to-moment action is similar to Main Event. You
must beat up your opponent(s) with whatever means you have
at your disposal (fists, weapons, etc). The action is
intense (animation rates will NOT be allowed to slow the
pace). The challenge is derived from mastering the controls
and thus, your fighting skills. As you progress from
fighter to fighter, new twists will appear as each computer
opponent has his own unique attributes (speed, strength,
techniques). You will be able to team up against each other
however you wish.

Scoring is based both on the blows you are able to
inflict upon your opponent and whether or not you win
the match. Your score is actually the amount of 'purse
money' you win.

Wave progression is as follows: There is a finite list
of bad guys (opponents) to fight. At the opponent selection
screen, you are offered your choice of 4 opponents (a subset).
Each time you eliminate one of those opponents, he is replaced
by another. Once you have beaten all opponents, you must
fight each other (no buy-in allowed). The winner of this
match then fights the crime lord. This should take roughly
40 minutes (4 minutes/opponent) in a two player game and twice
that in a one player game.

Movie references:

        Rambo III   - (warehouse fight arena scene)
        Escape from New York - (arena fight scene)
        Beyond Thunderdome   - (enclosed fighting arena scene)
        Running Man   - (game show theme fighting)

Additional Ideas

- audience places 'bets' on fighters; corresponding odds are displayed.

- PF gimmicks (ex: cage, spikes, holes, ring of fire, etc)

- 3D effects possible w/ Quest HW (ex: knife into screen)

- when bad guys win, drag out actual 'death blow' as in TV professional wrestling.

- wounds could be accomplished via palette changes

- bad guys can be stylized in stills, but more similar in ring

- multiple playfields? (rooftop, pier, etc - new dangers)

- in between wave show (kissed by beautiful woman)

- display fight statistics?

- allow operator to customize fighter's hometown?

- Jerry M. suggests 'boo' button.

- women contestants?

- kit game?

ATTRACT MODE

The bloodsport attract mode is described below.

Scene 1: Title 'BLOODSPORT' grows out of the distance.

Scene 2: The text at the beginning of this report is displayed
          on the screen in the style of a 'mission brief'.

Scene 3: Mission screen:
          The following text is displayed on the screen:

          You have been chosen for your superior fighting skills.
          Your mission is to infiltrate Bloodsport.
          You must fight your way to the top of the organization &
             defeat the master of the games.

Scene 4: Introduction to player's characters:
          A screen showing each of the four good guys is displayed.

Scene 5: Warehouse Scene:
          A view of jungle is displayed. The vegetation clears
          to reveal the secret location. The camera zooms up to
          the warehouse (aircraft hanger?) door. After the door
          has filled the screen, camera zoom freezes. A small
          peep door opens, you are scrutinized, and the door opens
          to reveal the activity within. A fight is in progress.
          Camera again zooms towards the fighters as spectators
          intermitantly block the view. The fight is excessively
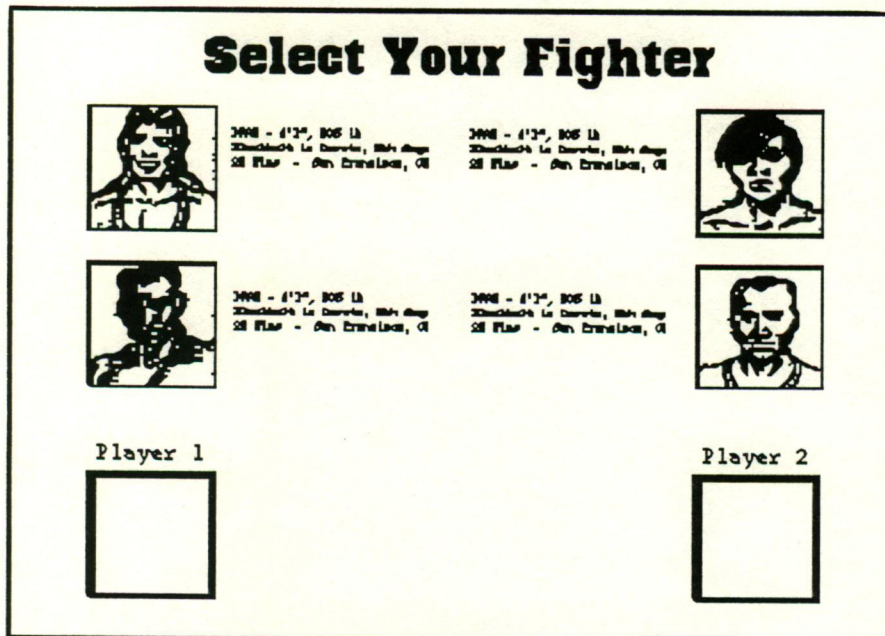   brutal. Abruptly, go to black & next scene.

Scene 6: High Score Screen

Scene 7: Game Authors Screen

[Repeat sequence]

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PLAYER CHARACTER SELECTION

     The player selects from one of four characters when
he enters the game. The character selection screen appears
as follows:

Character Selection Screen

The player uses the joystick to point to a character and
any button to make his selection, similar to how it is
accomplished in 'Main Event'. Once a character is selected,
his picture moves from the selection area to the lower
left corner of the screen (for player 1) or to the lower
right corner (for player 2). Thus, only the first player
to select a character can play him.

Player characters will be:

Brad - 6'1",   205lb, blackbelt in karate
Rick - 6'2",   230lb, powerlifter & bodybuilder
Chris - 5'10", 190lb, kickbox champion
Josh - 6'1",   195lb, ex-marine combat instructor

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OPPONENT SELECTION

    Although there are 16+ opponents, the player is allowed
to select from among a group of four. Once the player has
defeated an opponent, he is removed from the four and another
takes his place. Although the opponents are ranked (and
introduced) from easiest to hardest, an opponent which is
continually skipped over will ultimately be make more
difficult to defeat.
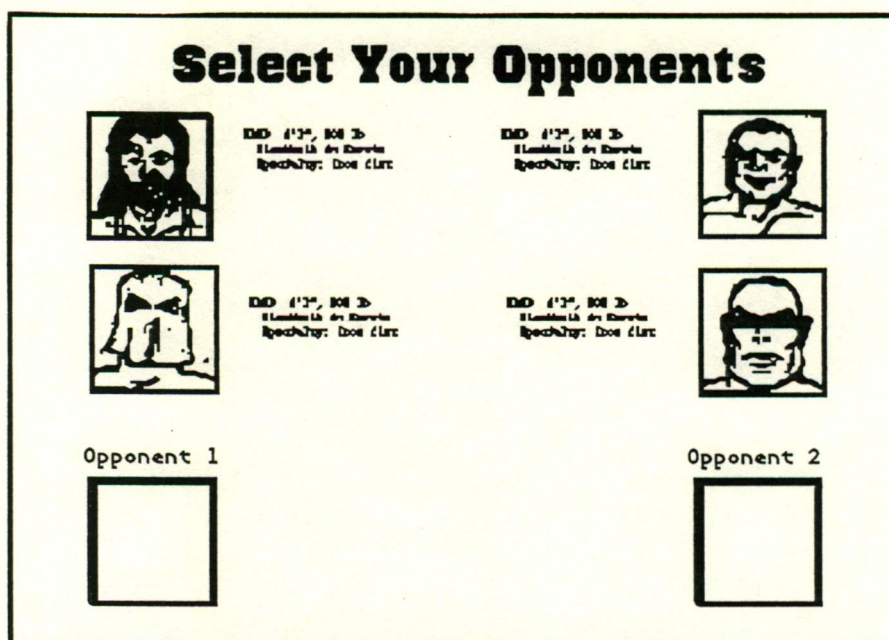
Opponent Selection Screen

The player(s) uses the joystick to select opponent(s) in the
same manner as player character was selected. See previous
page.

Opponents will include:

Masked Mauler, unmatched in brutality
Jack 'the Stud', previously champion professional wrestler
'The Butcher', known for torturing opponents
'Pitbull', wears spiked collar, known for tenacity
Eric, bodybuilder, known for feats of strength
'The Ripper', origins unknown, notorious for concealed blades
Mr Z, ex-bodyguard (Mr T look-alike)
Ivan, 6'8" & 460 lbs, crushes opponents
'The Ape Man', wild savage
Jake, ex-football player (kicked out for steroid use)
'Snake', Hells Angel, always fights dirty
Kan, evil karate master
Rakor, winner of over 100 death matches, suspected of using bionics
'Fighter X', genetically designed to be the ultimate fighting machine

WEAPON DESCRIPTIONS

Although technically illegal, weapons often find their way into the games. Below is a description of those which have been identified so far.

Knives - small concealed knives of all type appear in the games. Switch blades & butterfly are the most common. Knives cause visible wounds & decrement victum's strength. The primary defense is to maintain your distance, use kicks & jumps. Move or duck to avoid thrown knives.

Brass knuckles - these double the power of punchs. Defense is the same as that for knives.

Clubs, sticks, pipes, bats - used to club opponents. Causes considerable strength loss when hit. Defense is to get in close.

Stars - popular concealed weapon, thrown at opponents. Avoid by moving or ducking.

Nunchaku - two sticks attached by a short chain. Used like the clubs above. Defense is the same.

Chains - used to beat or choke opponent. Defense is to avoid or get in close. Defense from choking is not to expose your back.

Morning star - spiked ball on a chain, used to beat opponents. Rarely used. Defense is same as clubs.

Sand - thrown in opponent's eyes to cause temporary disorient- ation. Defense is to turn around when sand is thrown.

CONTROLLERS & FUNCTION

The controls consist of a joystick & three buttons for each player. The joystick primarily controls player motion and the buttons are (from top to bottom) PUNCH, KICK, and JUMP. The interaction between the buttons & joystick is described below:

```
                  P
                  U   K   J
                  N   I   U                   - Player orientation -
                  C   C   M
         Joystick H   K   P     standing       on knees          horizontal
         -------- --  --  --   -------------- -------------- ------------------
                  X            : forward punch forward punch face punch (top)
           UPWARD X            : upward punch  upward punch        "
         DOWNWARD X            : downward punch downward punch      "
                               :
                      X        : kick          N/A            N/A
           UPWARD     X        : round kick    N/A            N/A
         DOWNWARD     X        : low sweeping  N/A            N/A
                               :
                          X    : jump in place N/A            buck (bottom)
            LT/RT         X    : flying tackle N/A                 "
                               :
                      X   X    : flying kick   N/A            N/A
                  X       X    : knee to crotch N/A           knee to crotch (T)
                  X   X        : back kick     N/A            N/A
                  X   X   X    : special       special        special
```

Notes: Moves may vary w/ character (karate chop instead of punch).
        Player picks up weapon by standing on it.
        To use weapon, use punch button.
        Player orientations are forced when grappling on ground.
        'Low sweeping kick' also causes player to duck (useful
          defense).

-- PUNCH

-- KICK

-- JUMP
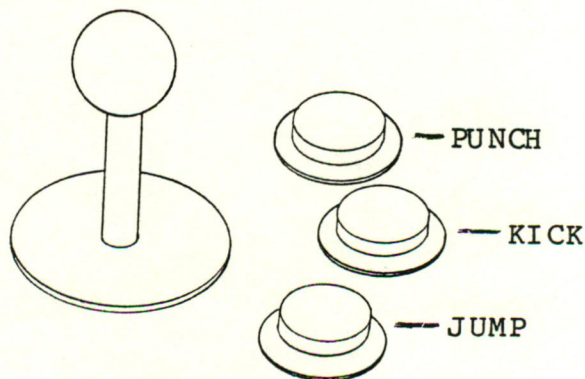
GRAPHIC REQUIREMENTS

Bloodsport will make extensive use of MOBs, normal use of Alphanumerics, and no use of PF. Henceforth, when the term 'screen' is used, I am referring to one or more large MOBs. This will allow for camera zooming & RLE. Graphic requirements are as follows (estimates are in screens):

Arena screen: (estimate: 3)
Used for bkg throughout gameplay. Although this screen includes the entire playing area, the bulk of the action will take place with the 'camera' zoomed in to some degree or another. Audience motions accomplished via screen patches or color animation.

Jungle Warehouse screen: (estimate: 2)
Used in attract. Consists of warehouse bkg & separate palm trees to move off screen revealing warehouse.

Warehouse Door: (estimate: .5)
Closeup of door. Animation allows small slit to open, revealing eyes, slot re-closes, door opens, revealing arena screen.

Character Selection Screen: (estimate: 5)
This consists of a pattern bkg. On top of this, each of the four characters will appear, one at a time. When a character appears, he will be full screen at first. He will undergo a simple animation (punch, etc), freeze, textual description appears below picture, then picture shrinks to one quarter of the screen. This will be used both in attract mode & at beginning of game when player selects his character.

Title 'BLOODSPORT':   (estimate: .5)
Used in attract. Must animate in a tumbling fashion. I will grow it out of the distance.

Arena door: (estimate: .5)
Used as cutaway when players enter the arena.

Opponent selection screen: (estimate: .5)
Generic background (see Character Selection Screen)

Weapons: (estimate: .5)
     Small MOBs; 16 weapons X 10 animations each.

Fighter graphics: (estimate: 10)
     20+ characters, broken into bodyparts for animation purposes.
     This would be the bulk of the graphic effort. To ease the
     effort somewhat, I plan on digitizing actual models to either
     with minimal touchup or as a basis to start from. I would
     be very interested in seeing a game called NARC by Williams.

Total: 22.5 screens = (12) 27512's

AUDIO REQUIREMENTS

Bloodsport will be using the new SAD soundboard. A
preliminary list of sounds required by Bloodsport follows:

Multiple crowd sounds (cheers, boo's, ooh & aah's)
   (Brad has a set of sound effect CDs which will be very helpful)

Multiple punch sounds (also karate punches: haayaaa!)
Multiple 'UGH's & 'UMPH's.

Chain swinging in the air.
Throwing of knife.

Voices required will include:

    Announcer:
        'Bloodsport'
        'Players begin'
        'Player is eliminated'
        'Game is over'

    Opponents:
        'Your dead.'
        'Take this.'
        'No!'
        'Help!'
        'Please!'
        'Stop!'

    Audience:
        'Kick him!'
        'Get him!'
        'Beat the shdk fdkj!'
        'Stick him!'
        'Yeaaa!'
        'Gut him!'
        'Now! Get him!'
        'Finish him!'
        'Smear him!'
        'Cut him!'
        'Bloodsport!'
        'the overlord!'   (hushed awe)

Hardware

We will use the new Quest Hardware. As there is only one wirewrap
board, we will not have hardware until the beginning of the year.
I do not foresee any problems because of this. The option is there
to share Dennis's board during his off hours. There is also a good
degree of overlap due to our mutual diagnostic requirements.

Doug plans to have PC board in 6 wks (from initiation) and debugged
development station 2 wks later.

Each player (2-player game) has a joystick and three buttons.

Monitor is low-res, horiz mount.

Since our 'world' is the arena, this game shouldn't be a 'rom hog'.

CABINET DESIGN

Because I do not foresee any unusual requirements regarding Bloodsport's cabinet design, my primary interest is in reducing costs. I have listed the cabinet at $166. Reductions from ID will be greatly appreciated. I believe Bloodsport could be a good candidate for the 'family cabinet'.

BLOODSPORT COST ESTIMATE

Description	Price	Comments
ELECTRONICS		
Display, 19 inch	180.00	25" monitor???
New SAD Audio Board	85.00	
Power Supply	41.33	Looking into reduction
Quest hardware	150.00	(less PF)

	456.33	
ROMS		
Graphics	104.00	Can be reduced if put
Program	39.00	into mask ROMS

	143.00	
COIN SYSTEM		
Coin door, coin counter &		
cash box	45.28	
CABINET		Family Cabinet???
Wood	130.00	
Incandescent Fixture	3.00	
Attract Shield		
Attract Decal	3.70	
4 Color Proc. Side Panel Decals	7.20	
One Standard Speaker	4.52	
Speaker Grills	2.25	
Air Vent Grill (wooden)	0.50	
Lock w/ Cam	1.11	
Draw Latch	0.39	
Monitor Shield, Plexiglass	3.75	
Monitor Bezel, Tag Board	3.00	

	159.42	
CONTROL PANEL ASSEMBLY		
Control Panel w/ Decal	14.00	
2 8-pos joysticks @ $7	14.00	
6 snapaction gold buttons @$.50	3.00	
2 large button caps @ 2.40	4.80	
Control Harness	4.00	

	39.80	
OTHER		
Harness	30.00	
Pwr Cord & on/off switch	5.15	
Labels & Manuals	5.50	
Shipping Container	18.00	
Hardware: Nuts, Screws	4.00	
Reserve: missing parts	4.98	

	67.63	

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LABOR
  PCB (2.04*8.57)                    17.48
  SUB (2.01*7.19)                    14.45
  FINAL (1.20*7.19)                   8.63
                                   --------
                                     40.56

OVERHEAD
  FIXED (5.25*16)                    84.00
  VARIABLE (5.25*42)                220.50
                                   --------
                                    304.50


  ============================== ========

  MATERIAL                          911.46
  LABOR                    .         40.56
  OVERHEAD                          304.50
                                   --------
  FULLY ABSORBED COST            $1,256.52

                           40.0%    margin
  DISTRIBUTOR COST               $2,094.20

                           15.0%    distr to oper markup
  OPERATOR COST                  $2,463.77
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Bloodsport Schedule

TASK	DURATION (wks)	BEGIN DATE	END DATE
***** Initiation *************		11/10/88	
Arena Still Screen	2	11/10/88	11/24/88
Diagnostics	5	11/24/88	12/29/88
Mob / Character driver	4	12/29/88	1/26/89
Character motion (w/controls)	5	1/26/89	3/2/89
***** 1st Review *************		3/2/89	
Response coding	1	3/2/89	3/9/89
Collision detection	2	3/9/89	3/23/89
Player-player interaction	3	3/23/89	4/13/89
***** 2nd Review *************		4/13/89	
Response coding	1	4/13/89	4/20/89
Adversary AI	6	4/20/89	6/1/89
Weapon usage	2	6/1/89	6/15/89
Sounds	2	6/15/89	6/29/89
Scoring	1	6/29/89	7/6/89
***** 3rd Review *************		7/6/89	
Response coding	2	7/6/89	7/20/89
***** Focus *****************		7/20/89	
Camera Zooming AI	2	7/20/89	8/3/89
Audience interaction	2	8/3/89	8/17/89
[PROGRAMMER ON VACATION]	2	8/17/89	8/31/89
Attract game demo	3	8/31/89	9/21/89
Player selection screen	2	9/21/89	10/5/89
Adversary selection screen	1	10/5/89	10/12/89
High score screen	1	10/12/89	10/19/89
Game author credit screen	1	10/19/89	10/26/89
***** 5th Review *************		10/26/89	
Response coding / Debug	1	10/26/89	11/2/89
***** Field test (2 wk) ******		11/2/89	
Response coding / Debug	2	11/2/89	11/16/89
***** Field test (6 wk) ******		11/16/89	
Response coding / Debug	4	11/16/89	12/14/89
***** Production release *****		12/14/89	
Debug	4	12/14/89	1/11/90
***** Software release *******		1/11/90	
(programmer incoherent)	2	1/11/90	1/25/90
***** FGA ********************		1/25/90	

Total weeks =   63

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To: GARY STARK

From: M. FUJIHARA

Subject: BLOODSPORT INITIATION   Date: November 11, 1988

_____

Since you moved your initiation date up and Jerry was out on the road today, I wanted to forward my thoughts regarding the "marketing issues" for your initiation packet.

As you know, I suggested that we start adding a section to the initiation packet which addresses the key marketing logic for the product. Here are my thoughts, which I will discuss with Jerry when he returns:

PRODUCT LOGIC:

Atari Games has suffered from a recent tendency to develop games that appeal to the high-end, and often older player base due to the theme and type of action. Marketing has emphasized the need to recognize that the more universally popular games in the past 12 months have had the common element of fighting/combat action. This game category has been a proven one for over seven years. We should target at least one of the games in development to be in this category.

DEVELOPMENT OBJECTIVES:

O Create a game that capitilizes on the proven appeal of hand-to-hand fighting action. At the same time, it is very important to add new elements to the game to differentiate it from past product. We need to minimize the risk of this being a highly saturated game category, which could lead to player boredom and operator skepticism of this type of game.

O With the growth-motion hardware planned, maximize the entertainment value in the game by creating cinematic effects and intense emotion in the game. Audio effects will also have an crucial role in the overall entertainment value.

O Develop a game that will have a wide-range appeal...graphic style, game difficulty, type of action, and fantasy elements are some of the more critical factors to consider.

O Control costs to allow competitive pricing to penetrate the all important street market. Currently, that price point is extremely aggressive at under $2000 to the distributor.

O The simultaneous two player element is critical for earnings potential.

MARKETING ISSUES:

A key focus for this product has to be the street market. This product
has the potential for strong street player appeal, however price
relative to its earnings ability is going to be the key factor, as
always.

Cabinet configuration should be developed with the street location
as a strong influence. Currently, this product is planned for an
upright cabinet only.