

Notes from Brainstorming Session

The document itself begins on the next page.

Document source:

Original backup tapes owned by Dutchman2000, obtained by Atarimania.

Documentary research and PDF layout by Laurent Delsarte.

Note that these backup tapes contain A LOT of information spread out in many folders, meaning it will take time to process the important bits.

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Comments:

Obvious typos have been corrected.

The abbreviations that were not obvious to everyone have been decoded.

The results of the brainstorming – initially just plain text – have been presented in a graphical form, which I hope is more pleasing

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Notes from Brainstorming Session

From: Joe Miller

To: Dave Stubben

Subject: Notes from Brainstorming Session

Date: 24 August 1983

Here are the notes from the session held in Conf. A.
This was perceived as a positive experience by all of us.

Random Product Ideas

1	Products with built in peripherals
2	Emphasis in telecommunications
3	Biofeedback/bionic devices
4	Develop a variety of I/O devices
5	Research/design CMOS/low-power devices
6	Develop a modular "home information/entertainment center"
7	Develop a modular computer system
8	Develop "appliance" computers

1

Products with built in peripherals

Solve the "rat's nest" cabling problem for consumers

Combination Joystick/Paddle controller

Wireless peripherals (via infrared, radio frequency, inductive...)

2

Emphasis in telecommunications

"Atari Central" Concept/Personal Networking

- Software distribution
- Multi-player gaming
- Electronic mail/Notefiles

Automotive Traffic Guidance

- Maps, traffic patterns, delay warnings, etc.
- Restaurant guides

3

Biofeedback/bionic devices

Electroencephalography (EEG) for gaming applications

Pattern/Color drawing (abstract vs. object)

Exercise/Health maintenance applications

4

Develop a variety of I/O devices

[no items in this section]

5

Research/design CMOS/low-power devices

[no items in this section]

6

Develop a modular "home information/entertainment center"

"Nucleus" computer with Local Area Network built in
Set standards for business architecture within homes
Incremental costing
Centralized entertainment center
Large, flat displays

Clock/Calendar/Reminder display

- Voice recognition/generation

Home Controllers

- Lights, locks, heat, water, appliances
- Remote control by telephone

7

Develop a modular computer system

Communications support is vital
3-Dimensional graphics capability
Unified software environment (ie. UNIX, CP/M)
Easy interchange of modules
The "something for everybody" approach
Adhere to emerging standards...too late for us to set standards

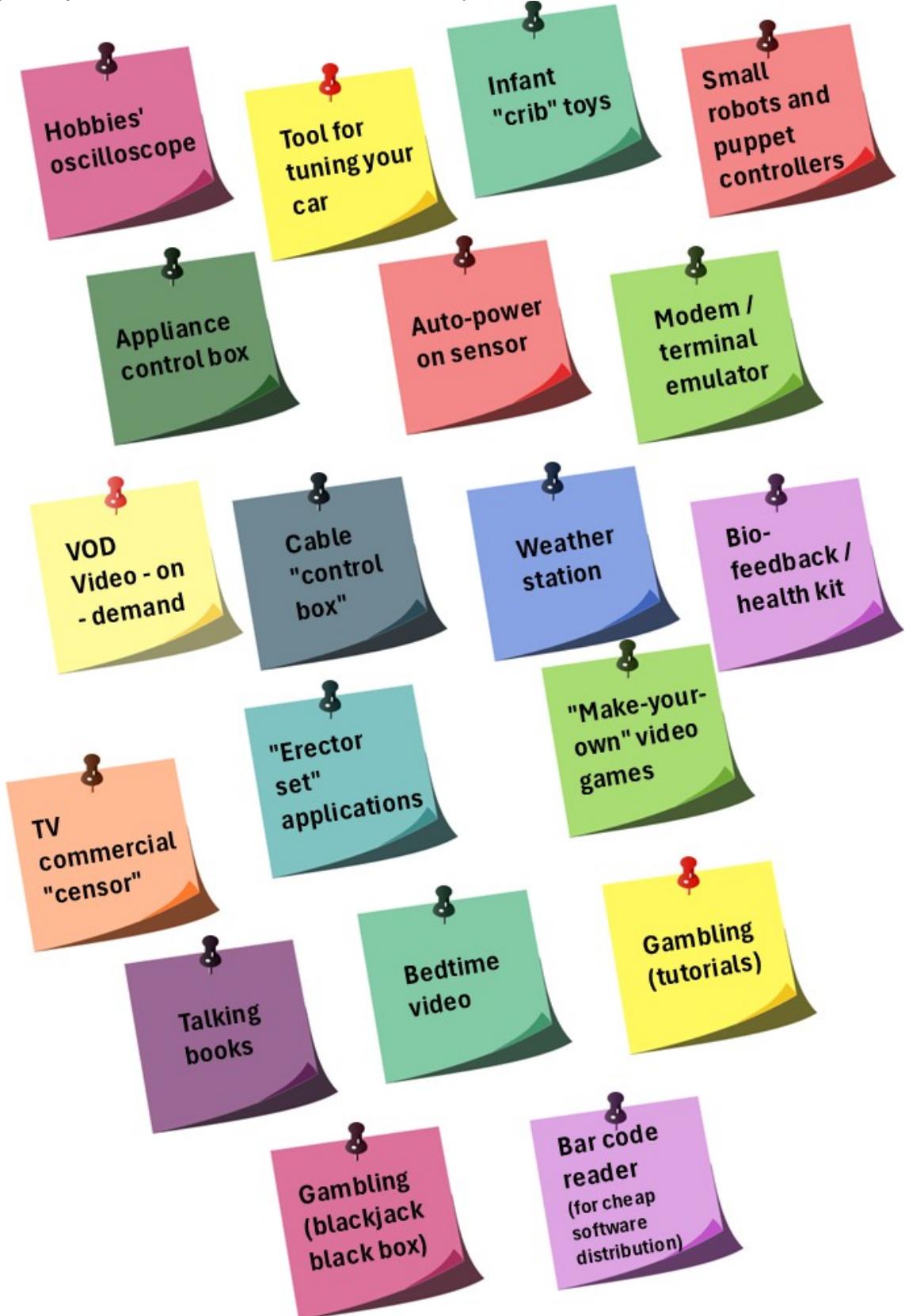
8

Develop "appliance" computers

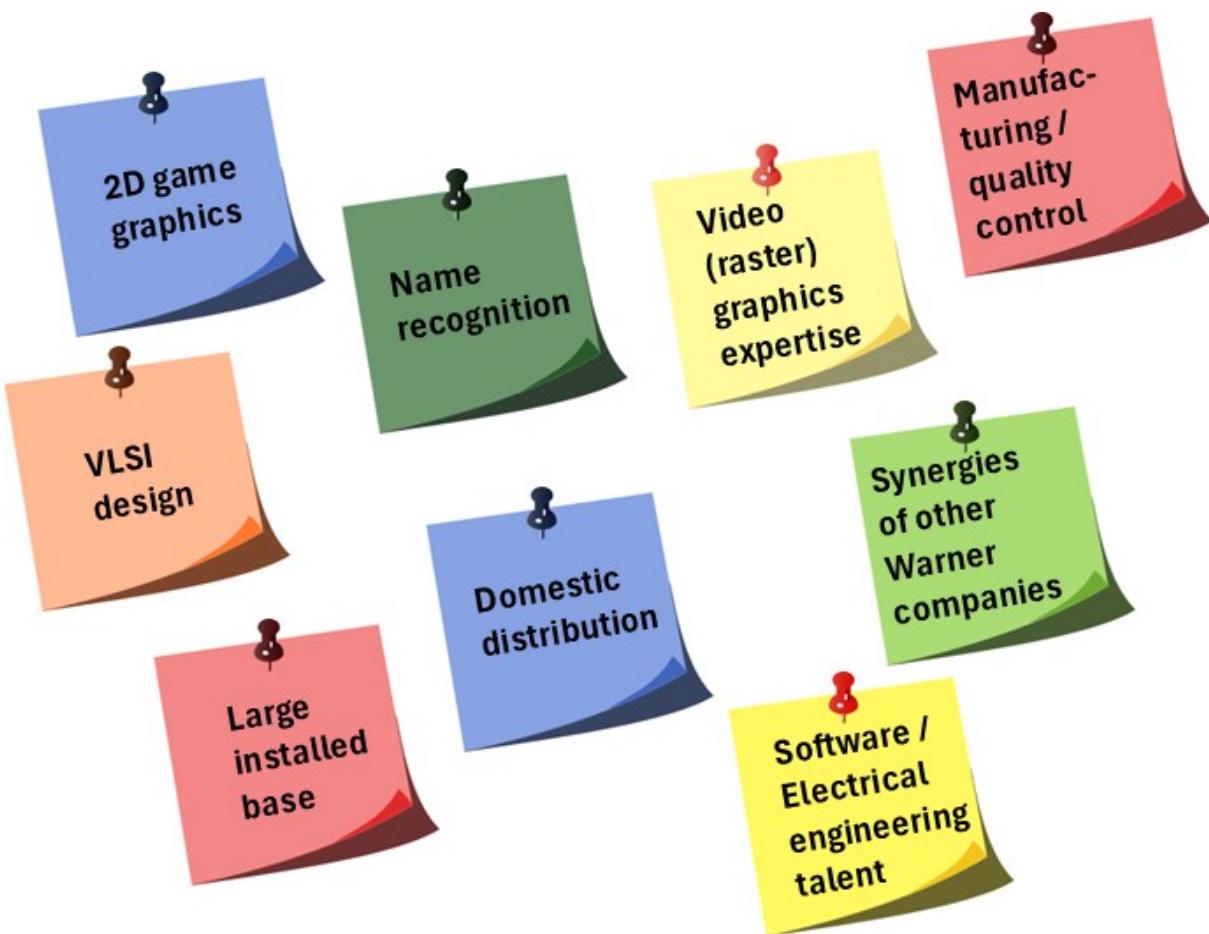
Special, dedicated computing devices
View the home as a computer
Requires in-home Local Area Network
• Broadband, or baseband?
• Video bandwidths?
• Fibre optics?

Quick Projects for Installed Base of 2600s

These are devices that could be developed to interface to the 2600, perhaps via the joystick ports or cart slot, to broaden its utility.



What are Some of ATARI's Current Strengths?



What are Some of ATARI's Current Weaknesses?



What Should We Do Next?

- Address weaknesses
- Bring products (at least) to proto (before killing them)
- Technical knowledge should be readily available
- Library of competitors hardware (and software)
- More/Earlier communication between marketing & engineering
- Establish product teams with authority / accountability
- Shorten development cycle (by a "go slower" attitude)
- Emphasize Quality (vs. Quantity)
- Clarify our role in this business
- Have more sessions like this
- Continue the technical (Monday) seminars
- Emphasize true accountability
- Be selective in introducing new computers
- Let buyers tell us exactly what they want from us
- Encourage continuing education