

# Geschichte und Ästhetik der audiovisuellen und digitalen Medien II

1977-1982

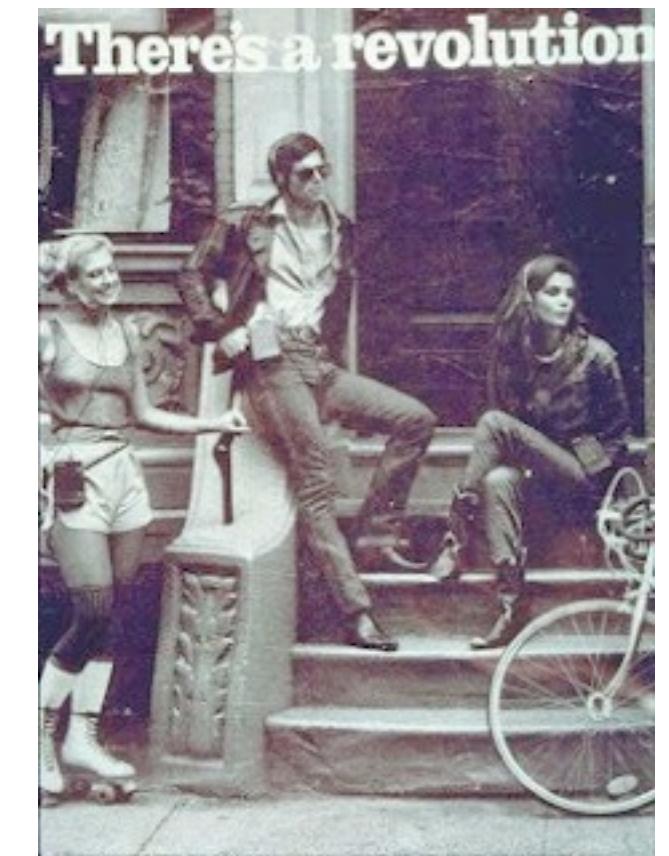
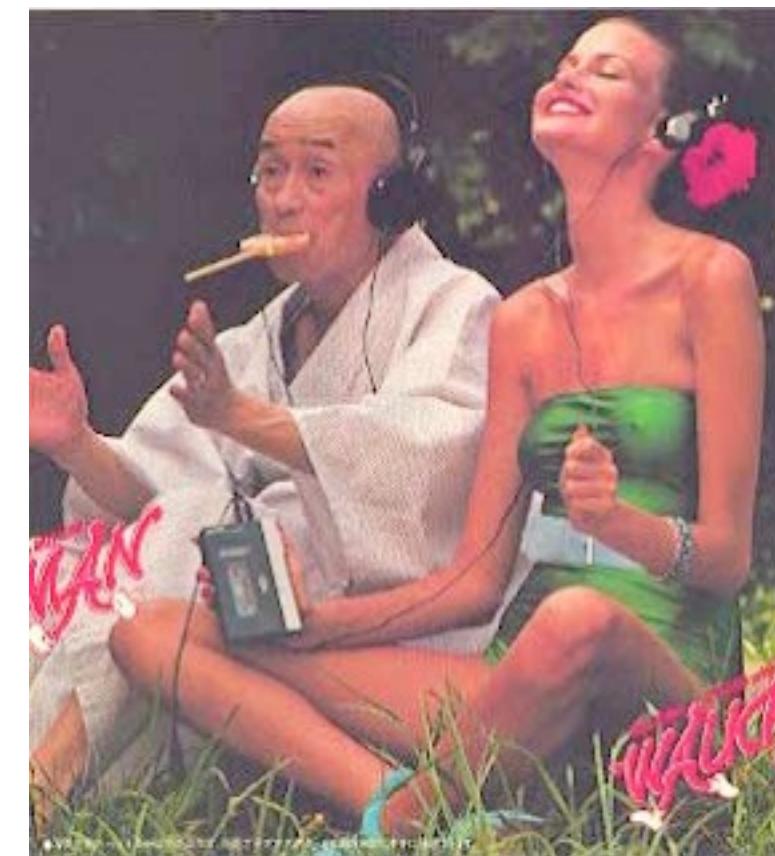
Prof. Dr. Jochen Koubek



# Technikgeschichte

1977-1982

# Walkman



Sony, 1979

# VHS

Stützt marginalisierte Filmgenres

Direkte Konkurrenz der Computerspiele



ab 1976

Standard ab 1980

# Homecomputer



Apple II, 1977



BBC Micro, 1981



Commodore VC-20, 1981



Sinclair ZX 81, 1981



Sinclair ZX Spectrum, 1982



Commodore C64, 1982

# IBM PC



IBM PC 1981

```
Current date is Tue 1-01-1980
Enter new date:
Current time is 7:48:27.13
Enter new time:

The IBM Personal Computer DOS
Version 1.10 (C)Copyright IBM Corp 1981, 1982

A>dir/w
COMMAND COM      FORMAT COM      CHKDSK COM      SYS     COM      DISKCOPY COM
DISKCOMP COM      COMP    COM      EXE2BIN EXE      MODE    COM      EDLIN   COM
DEBUG    COM      LINK    EXE      BASIC   COM      BASICA  COM      ART     BAS
SAMPLES BAS      MORTGAGE BAS      COLORBAR BAS      CALENDAR BAS      MUSIC   BAS
DONKEY  BAS      CIRCLE  BAS      PIECHART BAS      SPACE   BAS      BALL    BAS
COMM    BAS

                           26 File(s)
A>dir command.com
COMMAND COM      4959  5-07-82 12:00p
                           1 File(s)
A>
```

MS-DOS 1.0, 1981

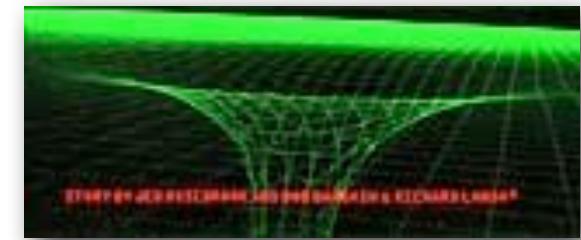
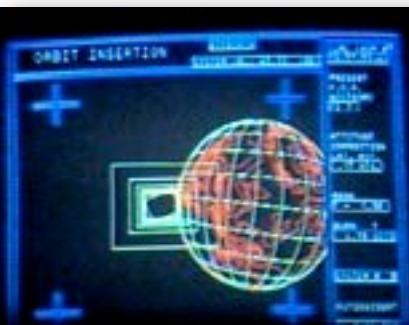
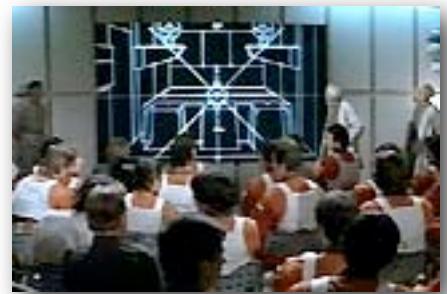
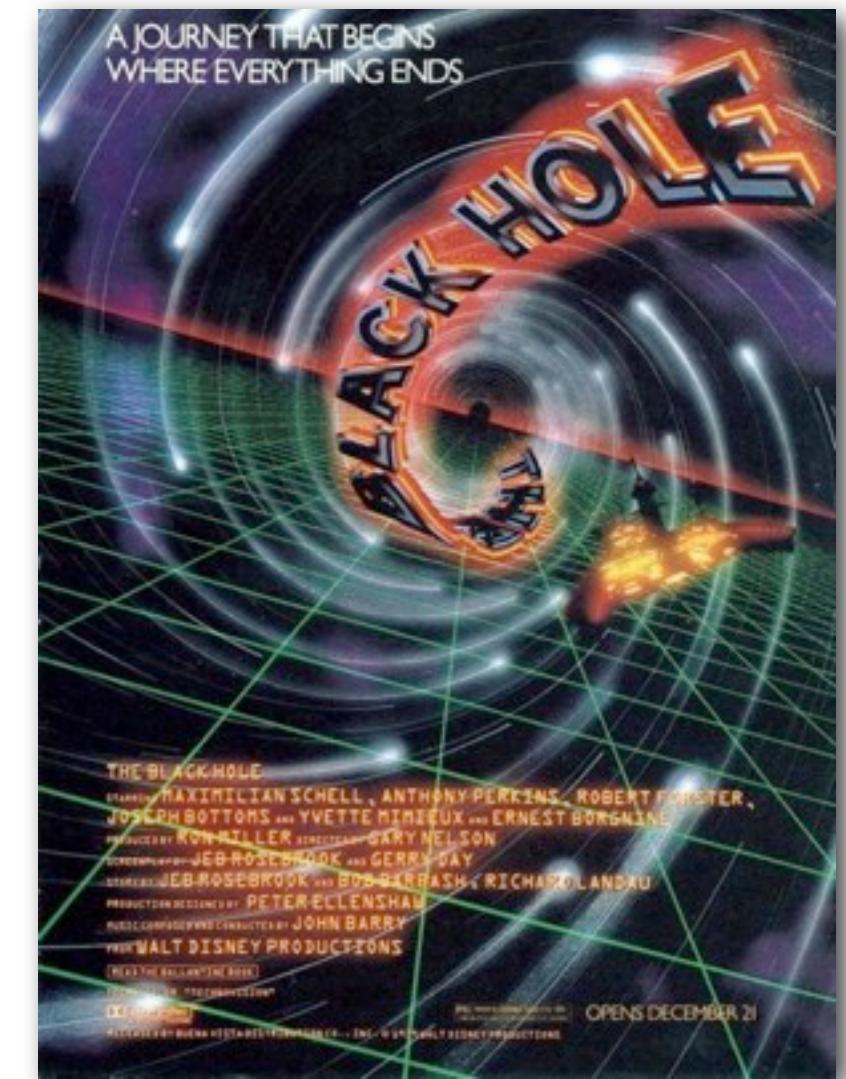
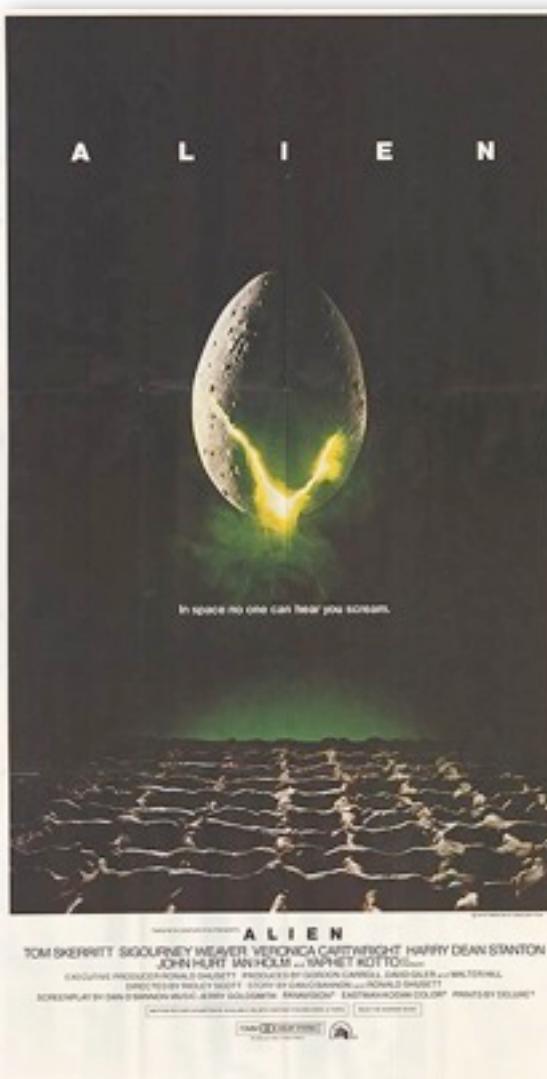
# Kulturgeschichte

1977-1982

# Star Wars

George Lucas, 1977

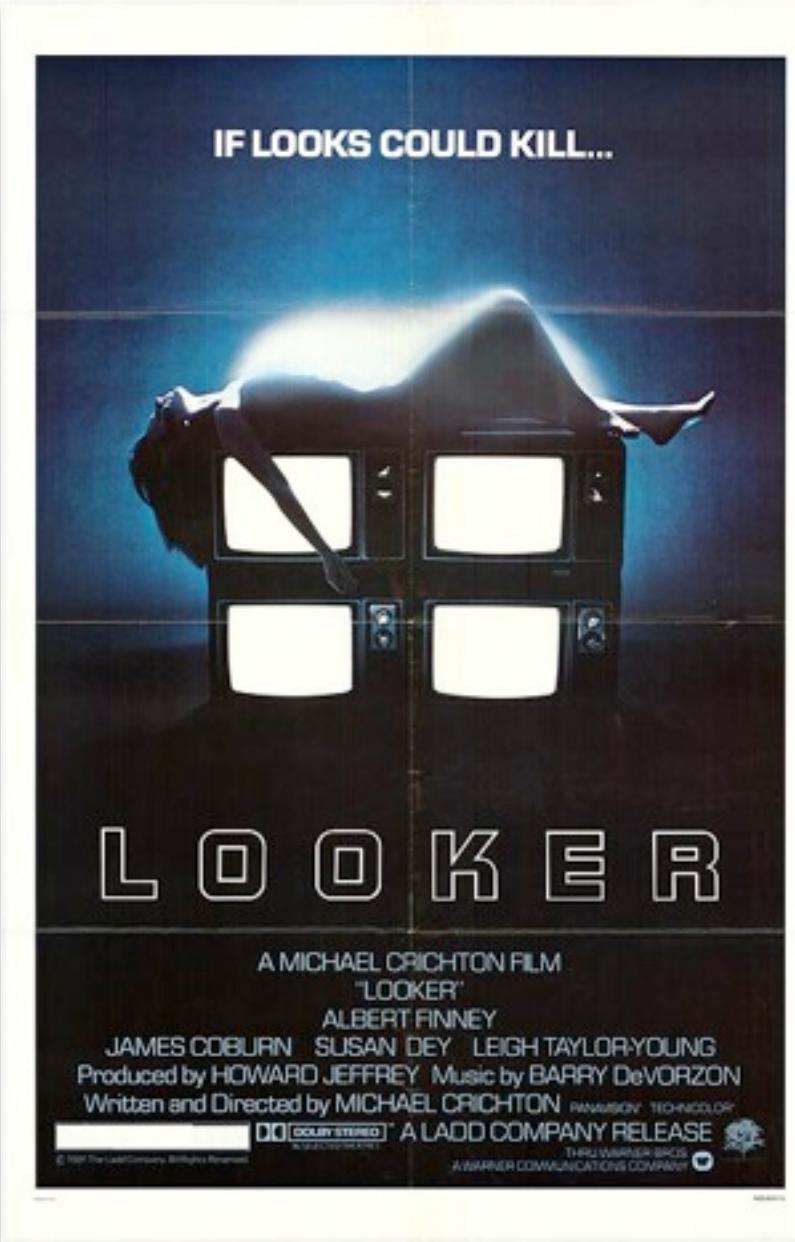




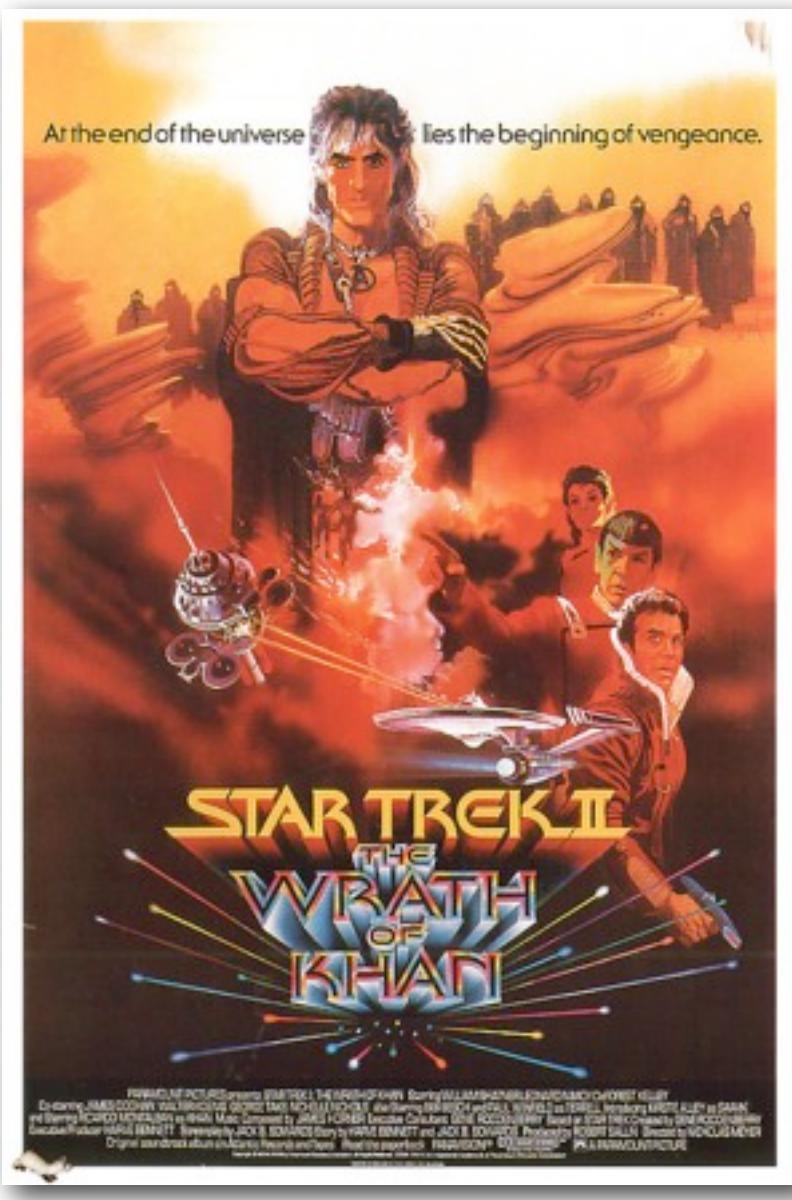
Star Wars Episode IV: A New Hope (1977)

Alien (1979)

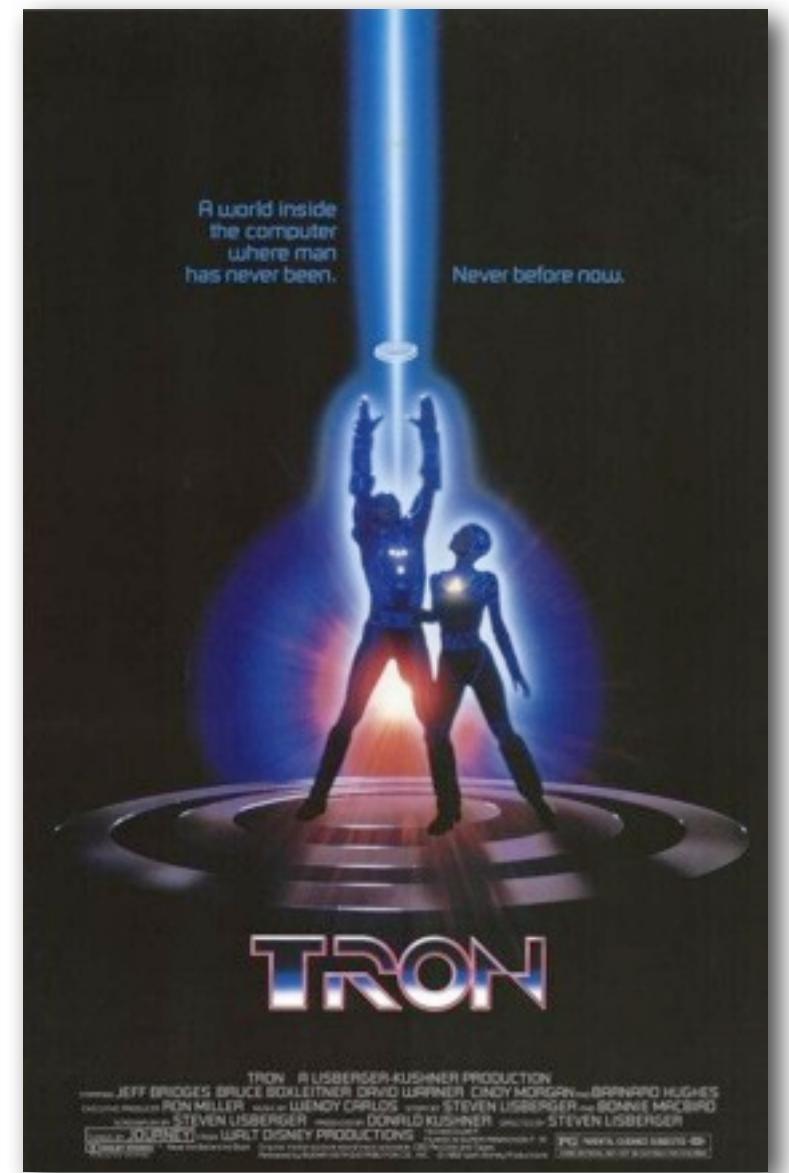
The Black Hole (1979)



Looker (1981)



Star Trek II: The Wrath of Khan (1982)



Tron (1982)



# Mad Max



1979



# Alien

Ridley Scott, 1979

# Star Wars



Star Wars: The Empire  
Strikes Back, 1980



# Indiana Jones 1



1981



# Conan der Barbar



1982

© Universal Pictures

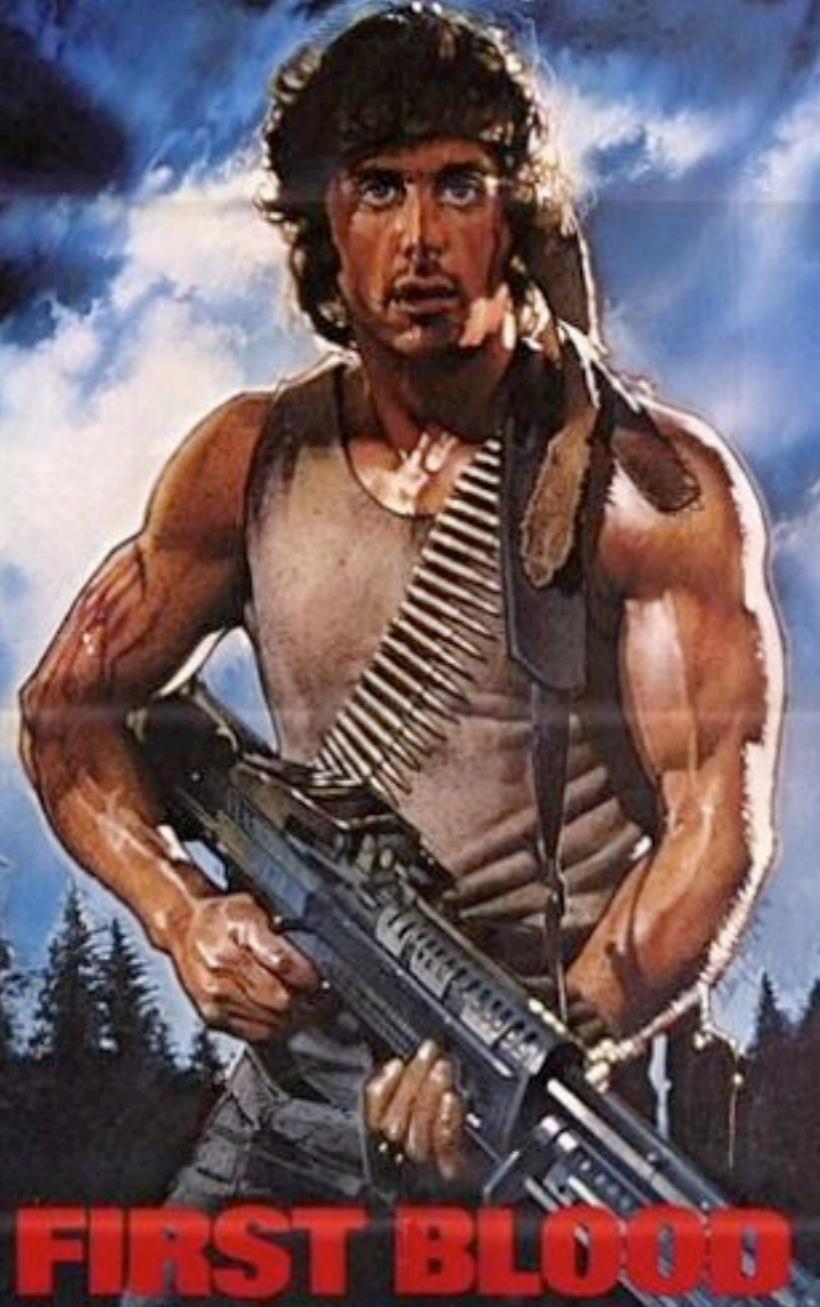
# Masters of the Universe



Mattel 1982

# STALLONE

This time he's fighting for his life.



MARIO KASSAR and ANDREW VAJNA Present

A TED KOTCHEFF Film

SYLVESTER STALLONE FIRST BLOOD RICHARD CRENNA

Starring BRIAN DENNY Music by JERRY GOLDSMITH Director of Photography ANDREW LASDORF Executive Producers MARIO KASSAR and ANDREW VAJNA  
Co-Executive Producer HEBO MINES Produced by BOZZ FEITSHAN Screenplay by MICHAEL KOZIEK & WILLIAM SACKHEIM and SYLVESTER STALLONE

Based on the novel by DAVID MORRILL Directed by TED KOTCHEFF DOLBY STEREO An ORION PICTURES Release  
R RESTRICTED PARENTAL GUIDANCE ADVISED FOR SOME ADULT LANGUAGE  
Rated R - 1982 - PG - ALL RIGHTS RESERVED

# Rambo

1982



# Tron



1982



# Blade Runner

Ridley Scott, 1982

E.T.



1982

# Computer- und Videospiele

1977-1982

# Konsolen der 2. Generation

## **Dispositive Strukturen**

Anschluss an Wohnzimmer-TV

Potenziell familientauglich

Lange Spielzeit möglich, aber in Konsolen der 2. Generation noch keine Speichermöglichkeiten

Imitation der Arcade

Marktzersplitterung durch Konsolenvielfalt

Cartridges trennen Hardware- von Software-Industrie

Kaum Qualitätskontrolle bei Software



# Spielekonsolen 2. Generation

## Atari VCS 2600, 1977



1977

Air-Sea Battle  
Basic Math  
Blackjack (Atari 2600)  
Combat (Atari 2600)  
Indy 500 (Atari 2600)  
Star Ship (Atari 2600)  
Street Racer (Atari 2600)  
Surround (Atari 2600)  
Video Olympics (mehrere Varianten des Spiels Pong)

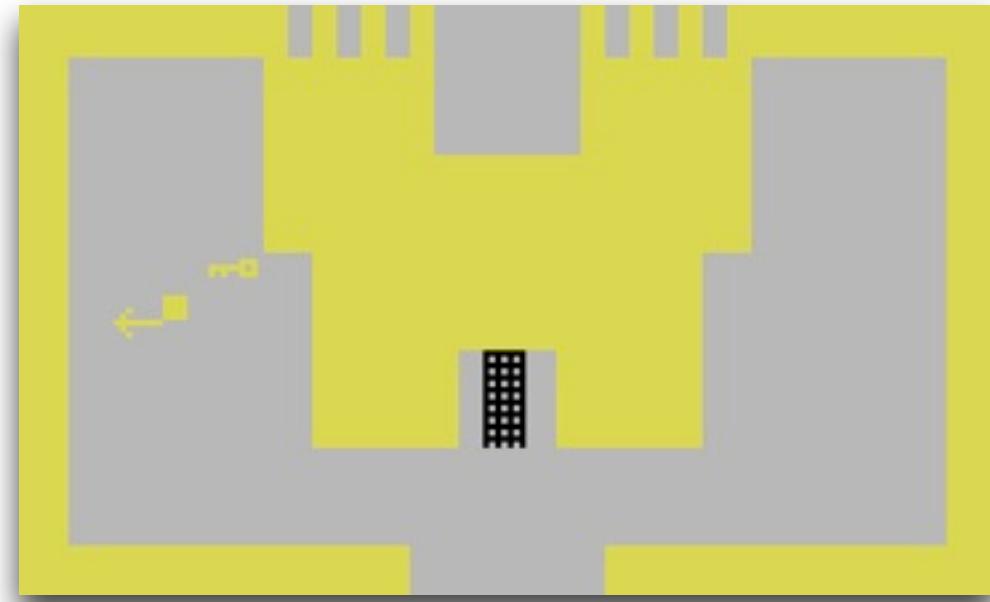
1978

Breakout  
Sky Diver

1979

Adventure  
Atari 2600 Basic Programming  
Video Chess

# Atari VCS 2600 Adaption



1979 Adventure

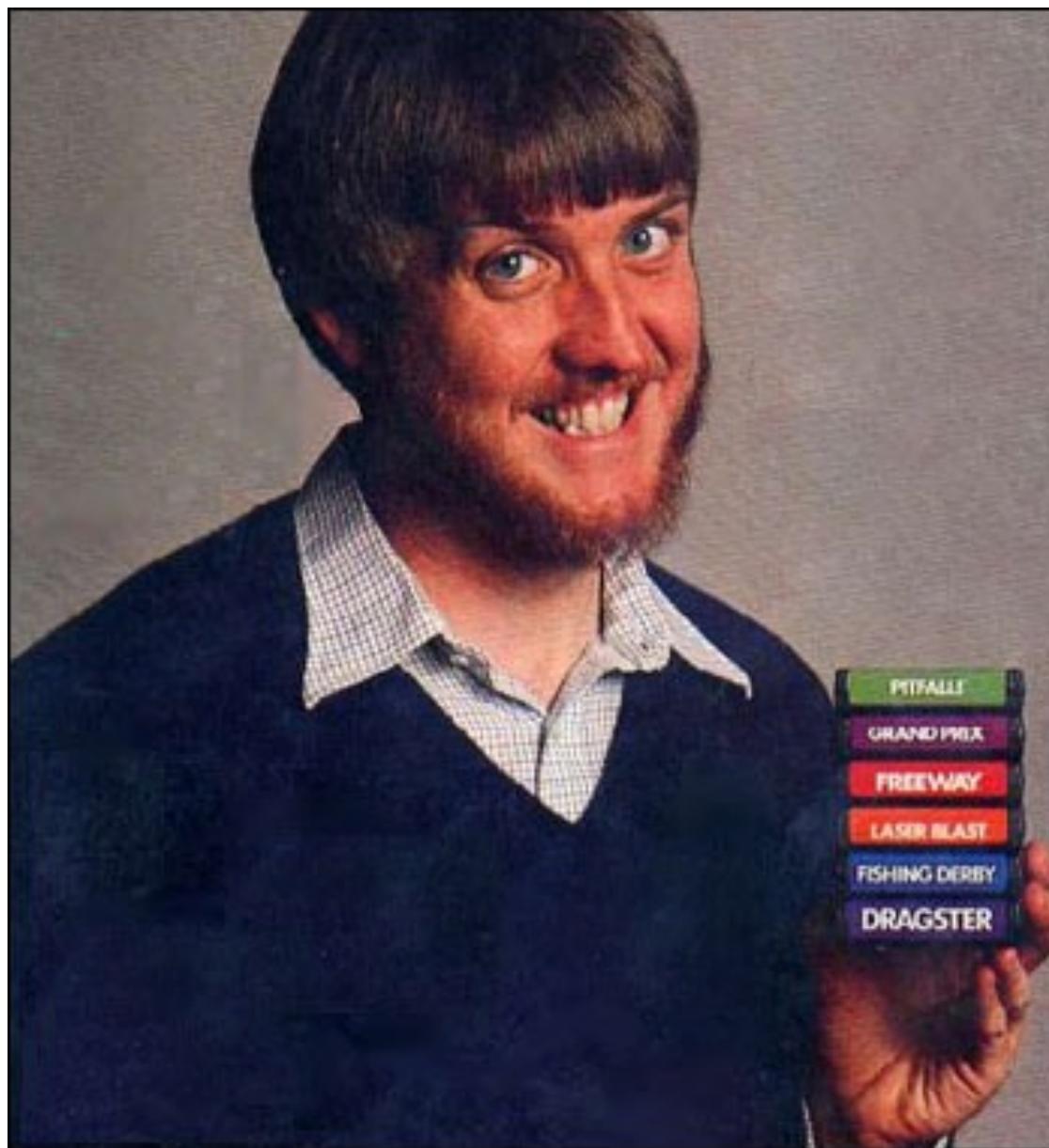


1980 Space Invaders



1981 PacMan

# Activision



David Crane



Jump ,n' Run: Pitfall, 1981



# Magnavox Odyssey 2

# Philips G7000

1978

# Interton VC4000



1978

# Intellivision



Mattel 1979

# Handhelds



Milton Bradley: Simon (Senso), 1978



Parker: Merlin, 1978

# Microvision



1979

# Handhelds

## Nintendo Game & Watch



Ball, 1980



Octopus, 1981

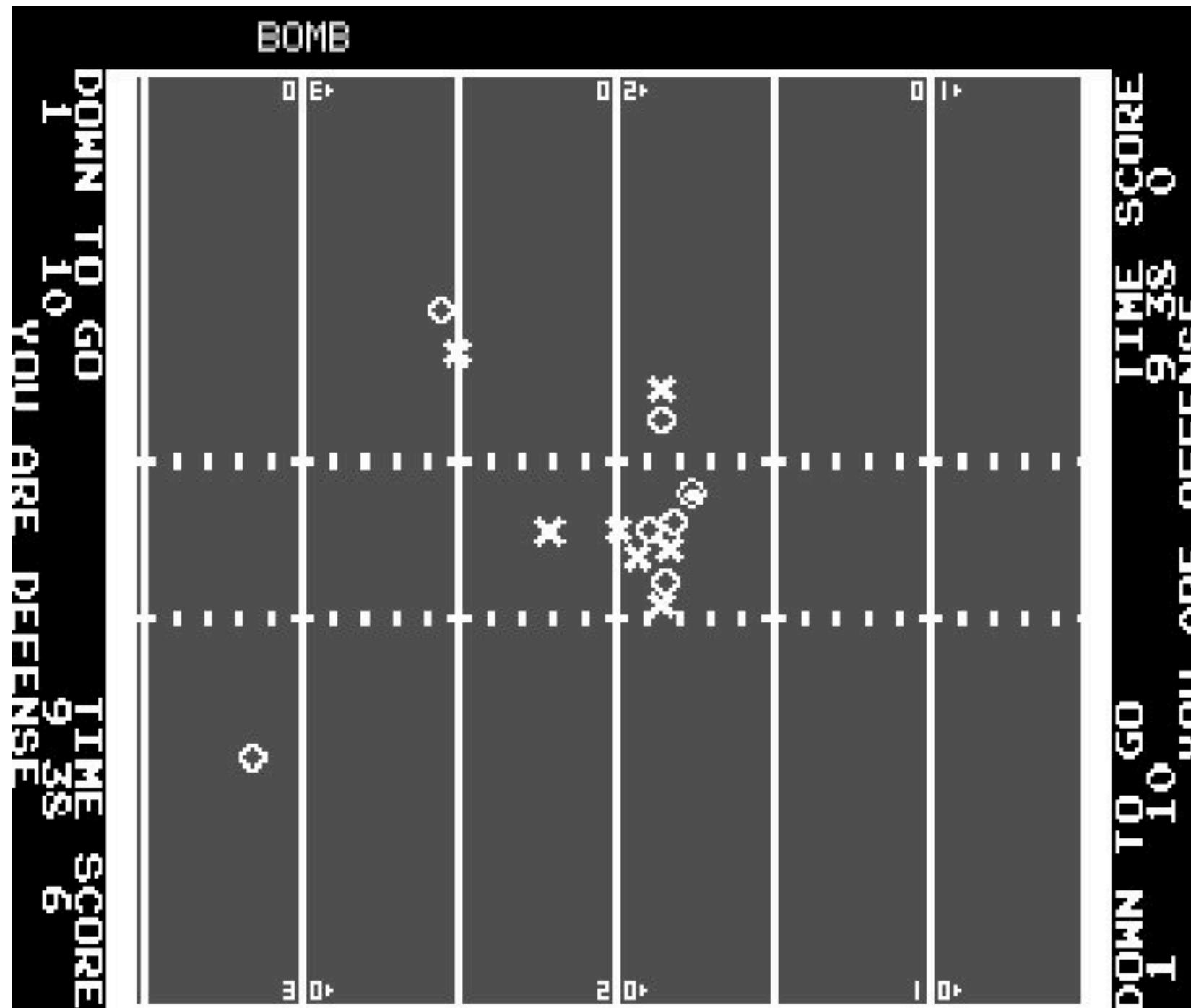


## Dispositive Strukturen

Geld pro Spiel  
Endlose Spiele mit wachsender Schwierigkeit  
Rasches Ende  
Blame the Player  
Hardcore Gamer mit wachsendem Anspruch  
Highscore  
Soziales Spielen  
Technischer Impulsgeber  
Zwielichtige Aufstellorte  
Cabinetgebunden  
Sättigung bei Spielern

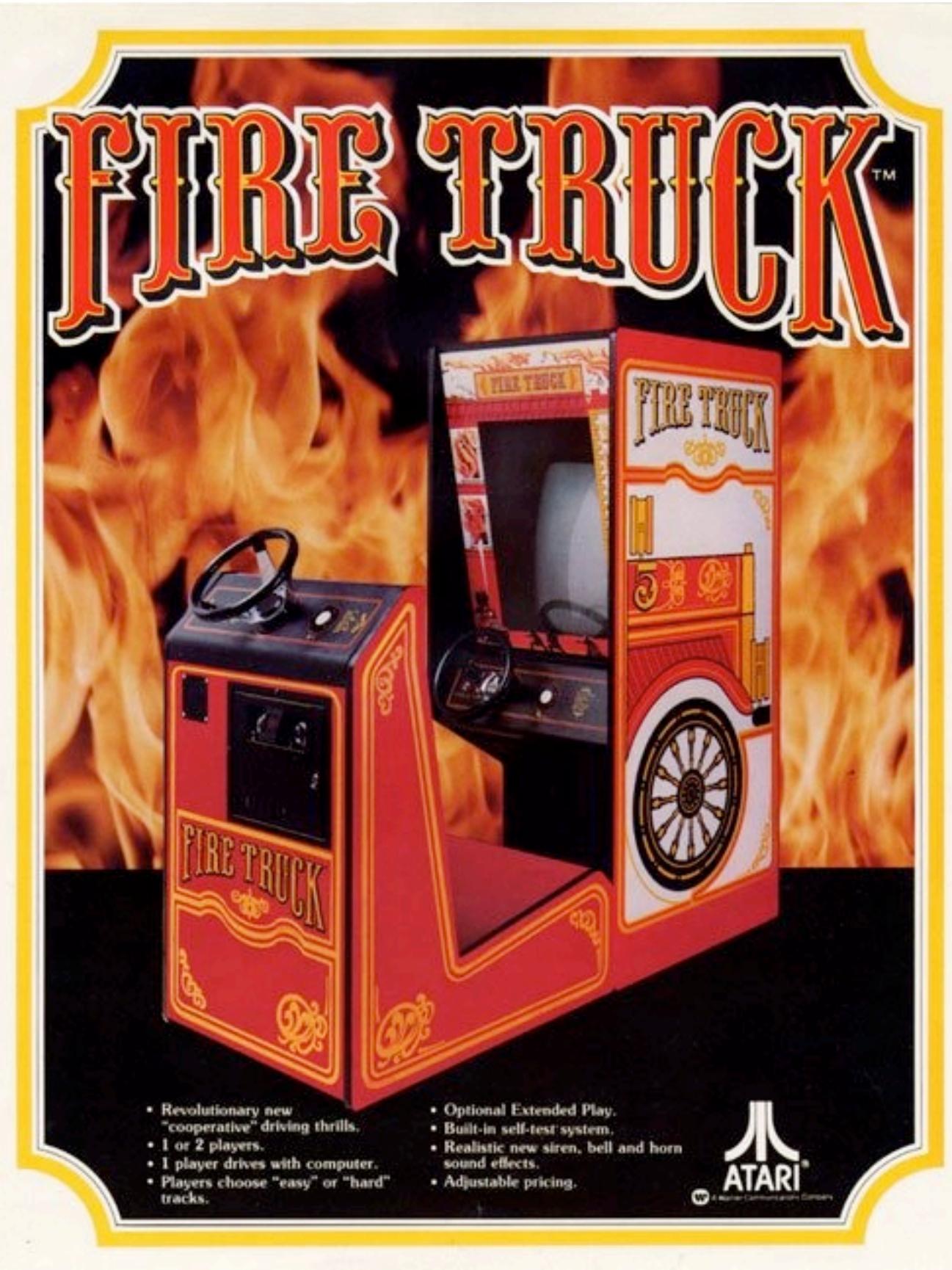
# Arcade

# Football

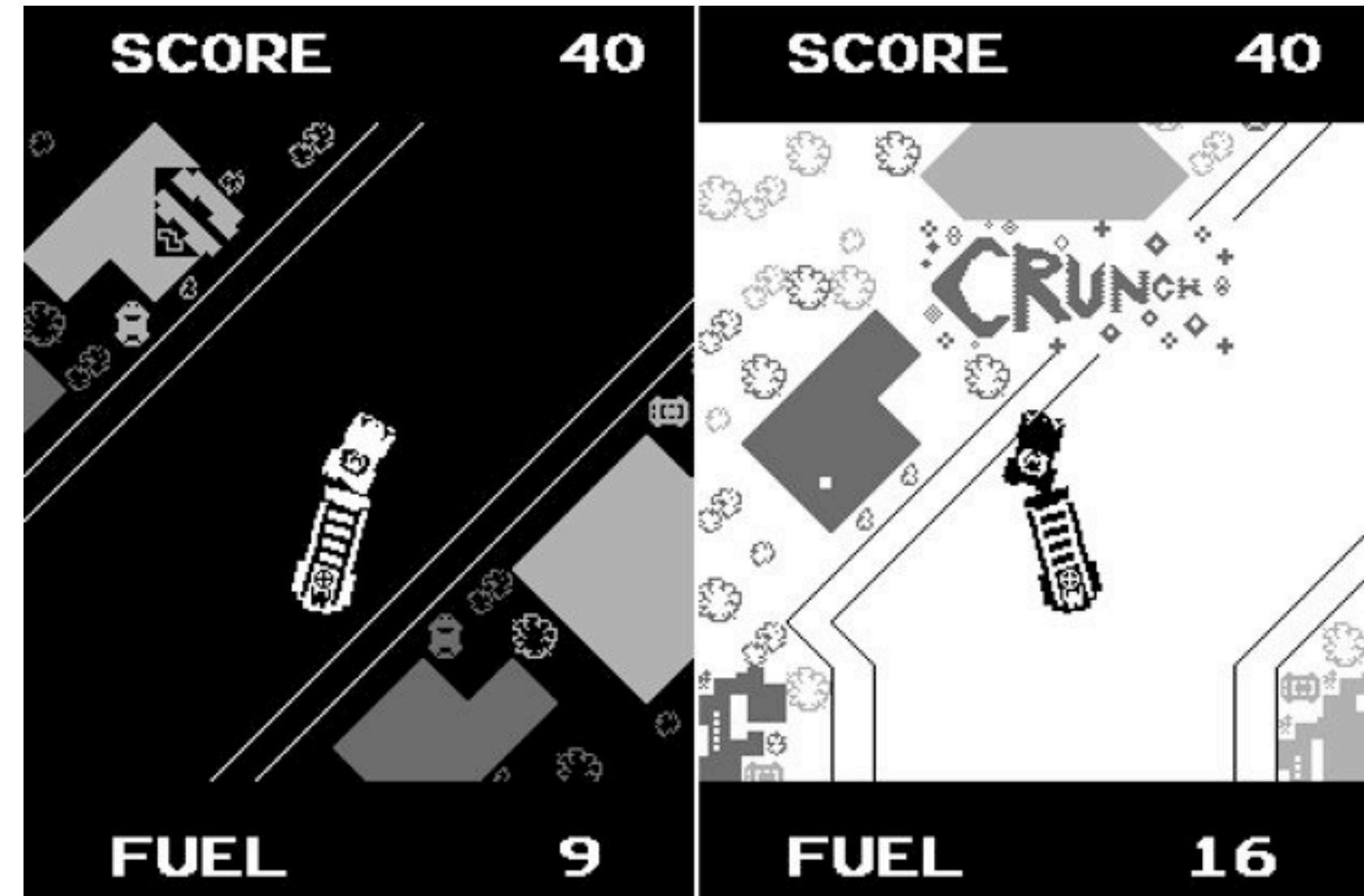


Scrolling:  
Atari Football 1978

<http://www.youtube.com/watch?v=YlQKbgqVRwE>



# Fire Truck



Kooperation:  
Fire Truck 1978

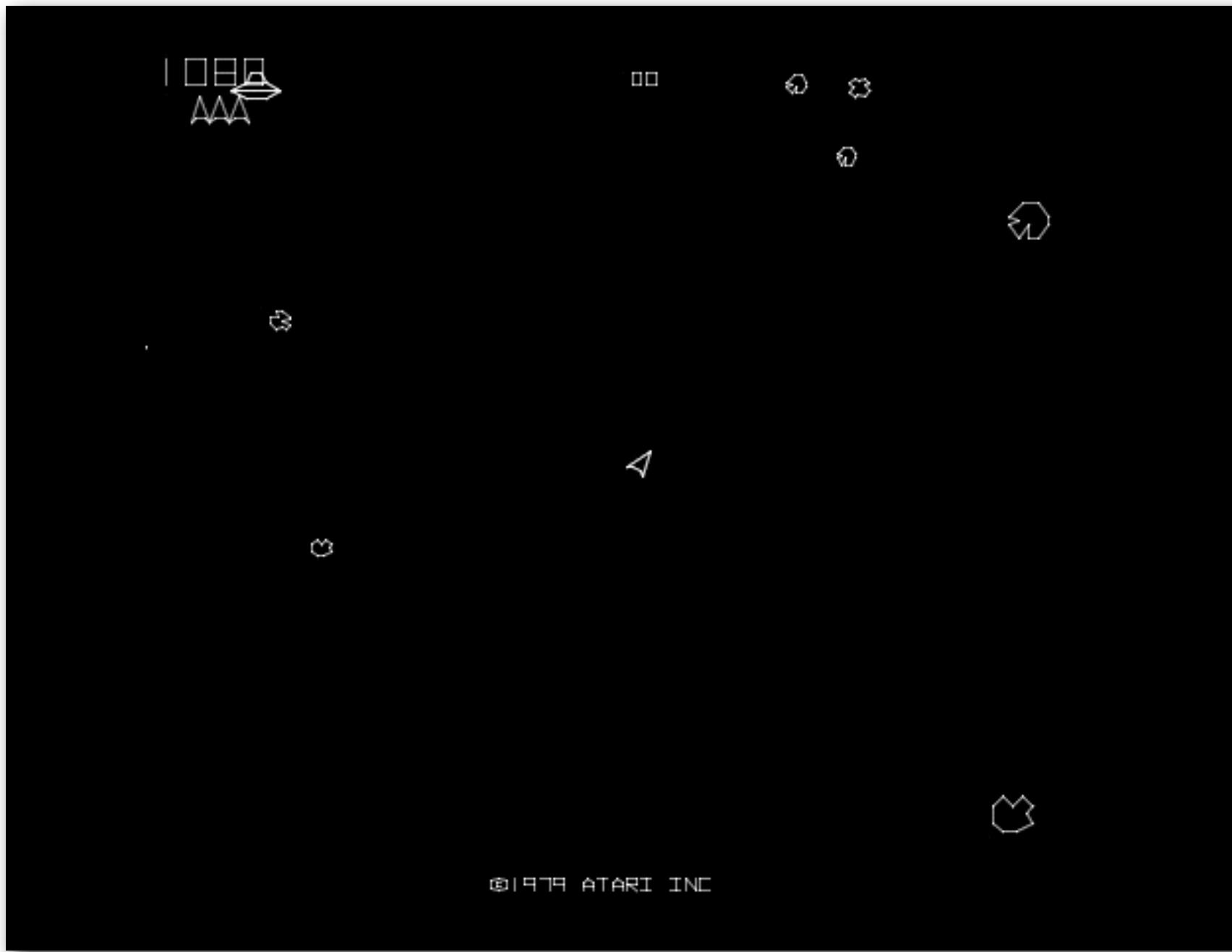
# Space Invaders



Science Fiction  
Taito: Space Invaders, 1978

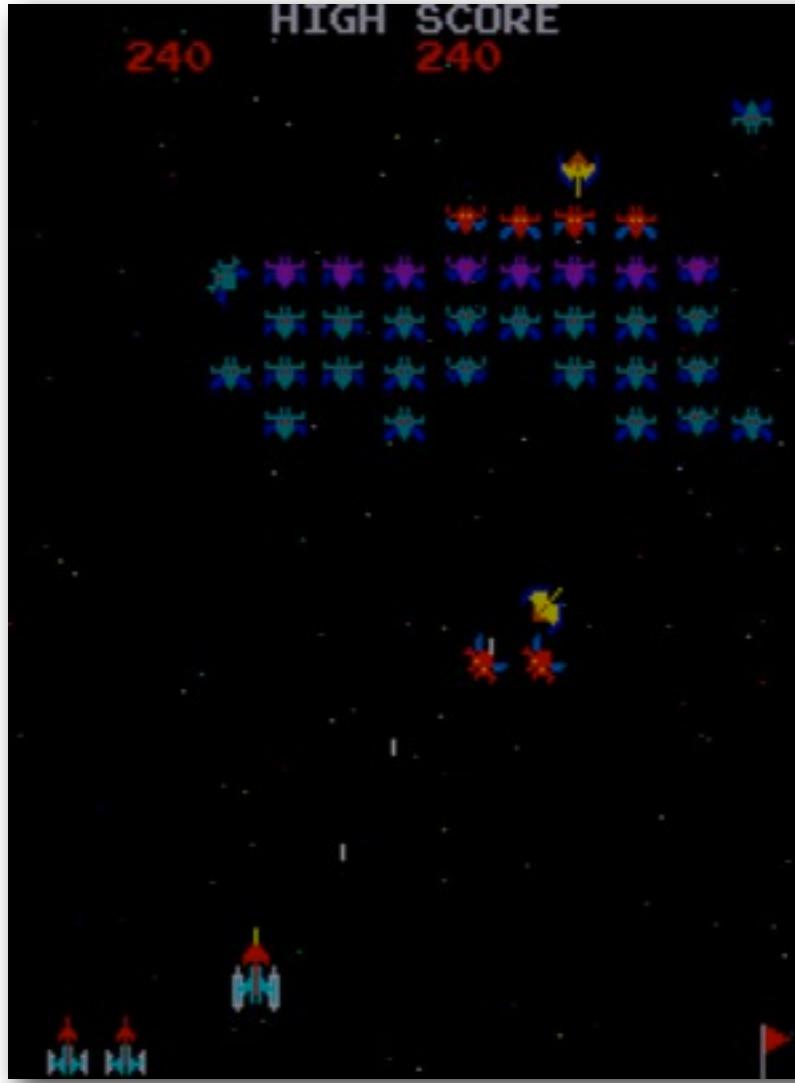


# Asteroids

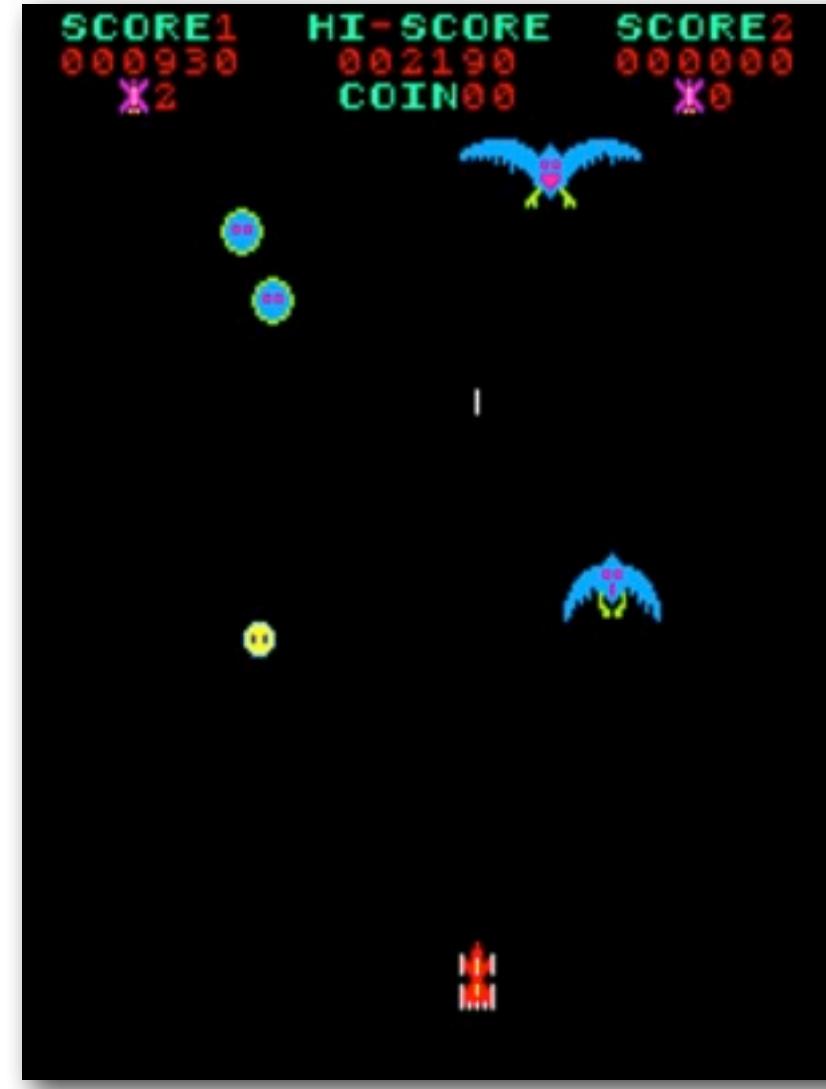


High Scores  
Atari: Asteroids, 1979

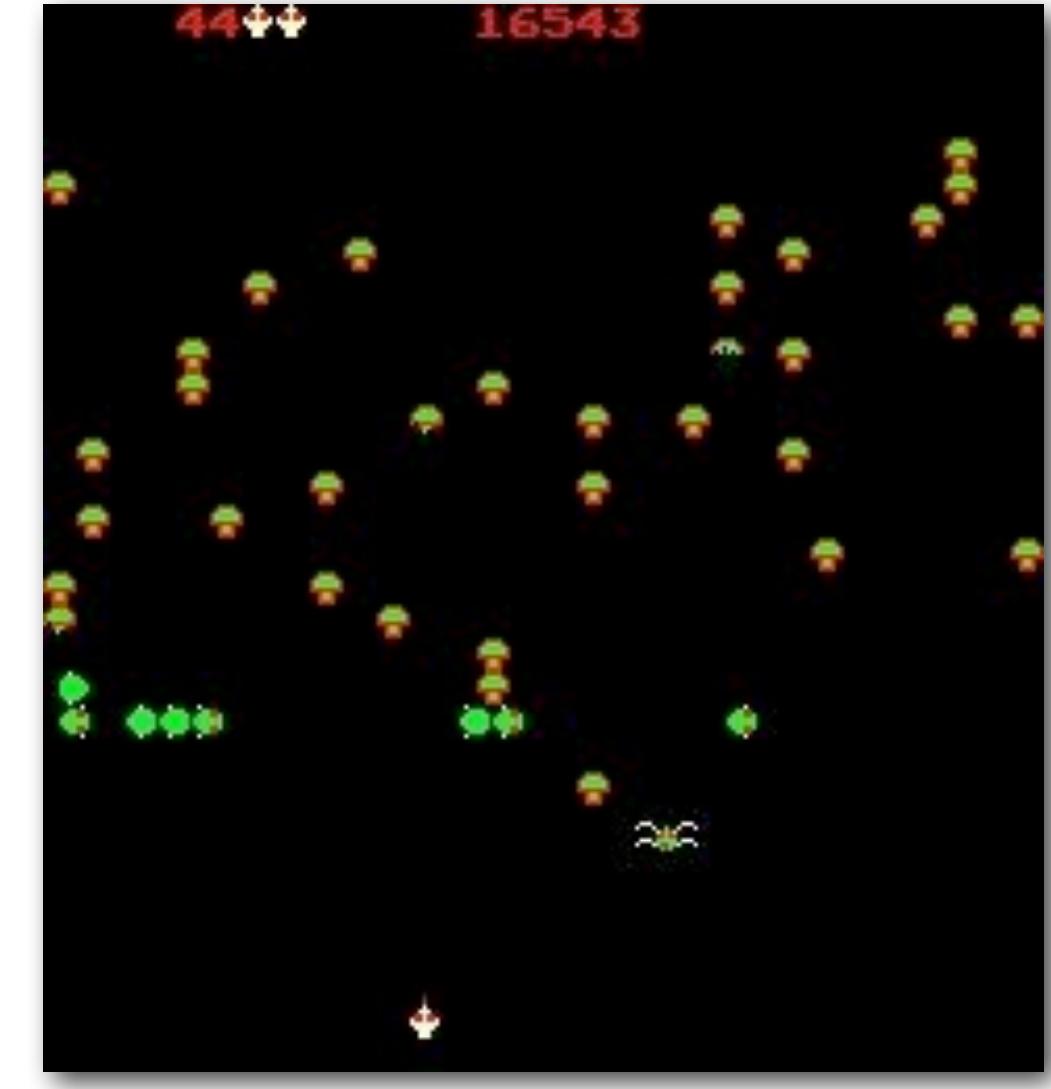
# Shmup – Shoot 'em Up



Namco: Galaxians, 1979

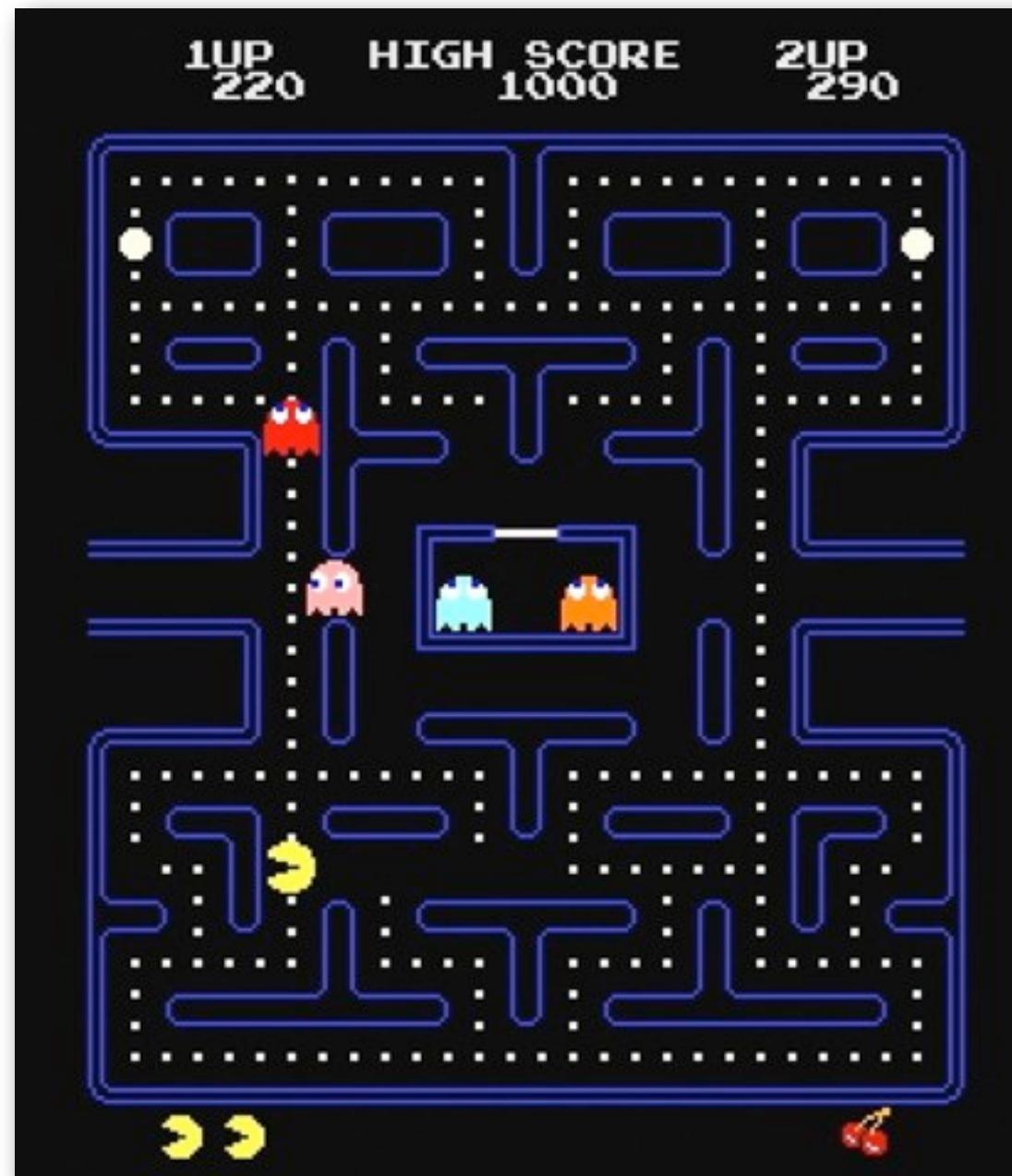


Taito: Phoenix, 1980



Atari: Centipede, 1980

# Pac Man



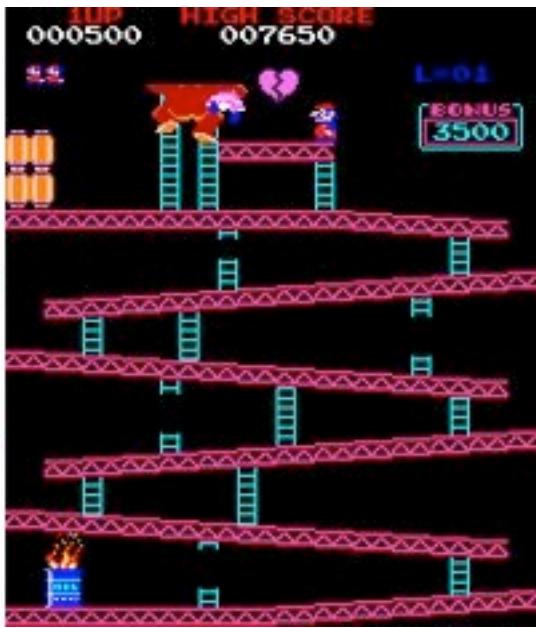
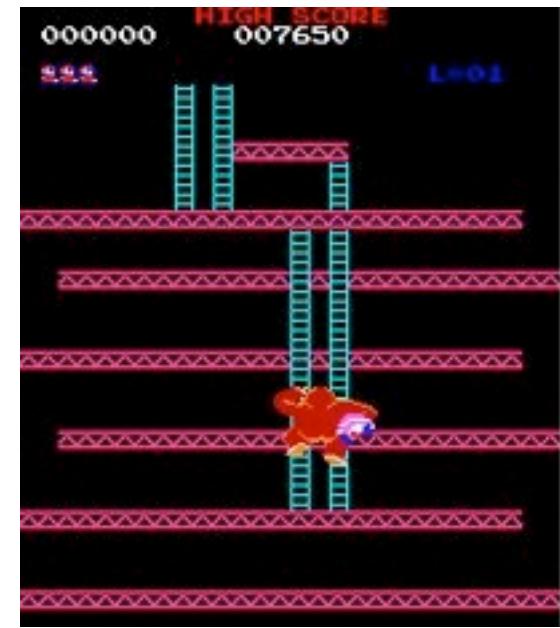
Maskottchen, Labyrinth, Power Up, Cutscene  
Namco: Pac Man, 1980



Tori Iwatani

# Labyrinth-Spiele

1980 Pac-Man	1982 Ali Baba and 40 Thieves	1983 Eggor
1981 Amidar	1982 Blue Print	1983 Jr. Pac-Man
1981 Crush Roller	1982 Check Man	1983 Kick Boy
1981 Jungler	1982 Dazzler	1983 Lover Bay
1981 Lady Bug	1982 Dig Dug	1983 Marvin's Maze
1981 Lock 'n' Chase	1982 Dorodon	1983 Mr. TNT
1981 Maze Invaders	1982 Eyes	1983 New Sinbad 7
1981 Mous Trap	1982 Leprechaun	1983 Rootin' Tootin'
1981 Ms. Pac Man	1982 Orca	1983 Swinging Singles
1981 Oli-Boo-Chu	1982 Pac-Man Plus	1984 Botanic
1981 Qix	1982 Pengo	1984 Jack Rabbit
1981 Round Up	1982 Q-Bert	1985 I'm Sorry
1981 The Hand	1982 Tyl	1986 Merlin's Money Maze
1981 Thief	1983 Bomberman	1991 Sel Feena
1981 Turtles	1983 Dingo	

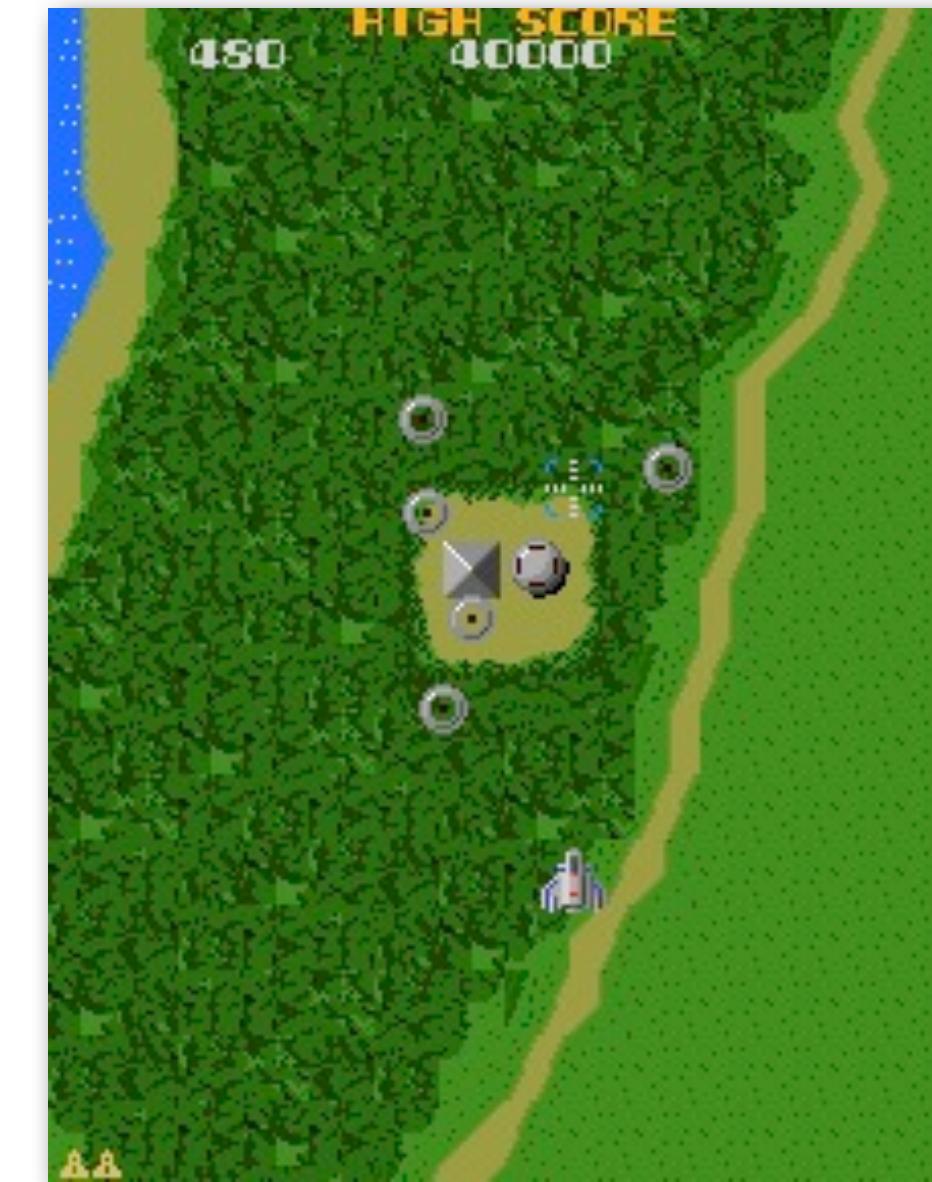


Jump ,n' Run; Story; Damsel in Distress  
Donkey Kong, 1981

# Arcade



Tube Shooter  
Atari: Tempest, 1980

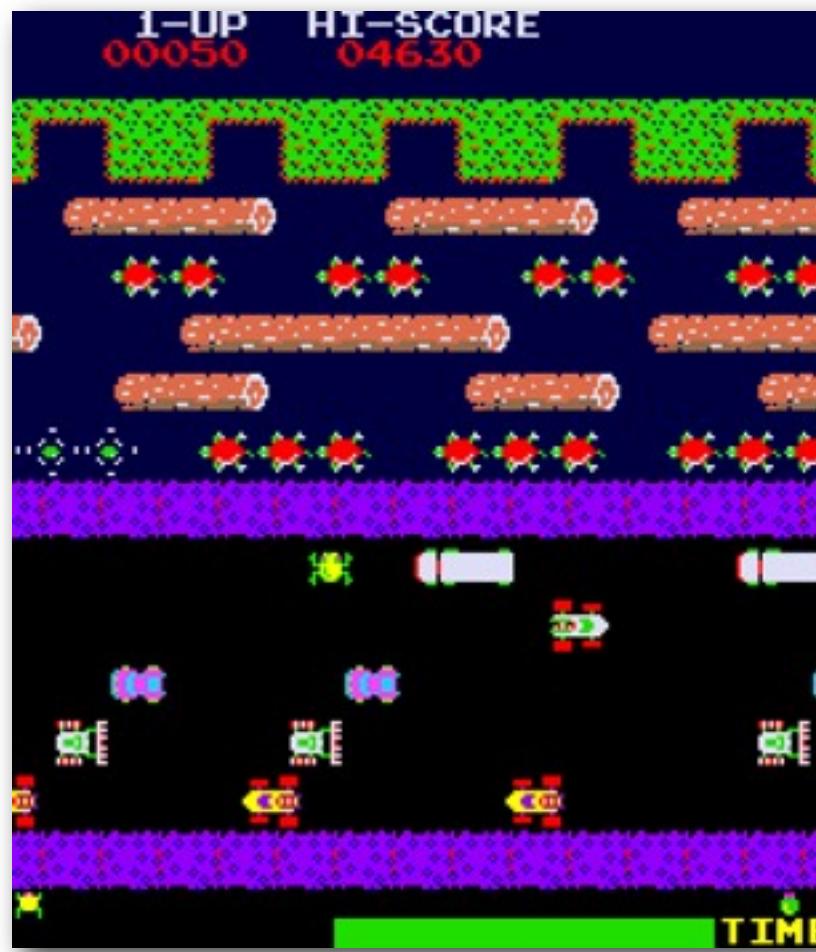


Vertical Scroller  
Namco: Xevious, 1982

# Arcade



Multi-Level Shmup; Refuel  
Konami: Scramble, 1981



Ikone  
Konami: Frogger, 1981



Parallax Scrolling  
Irem: Moon Patrol, 1982

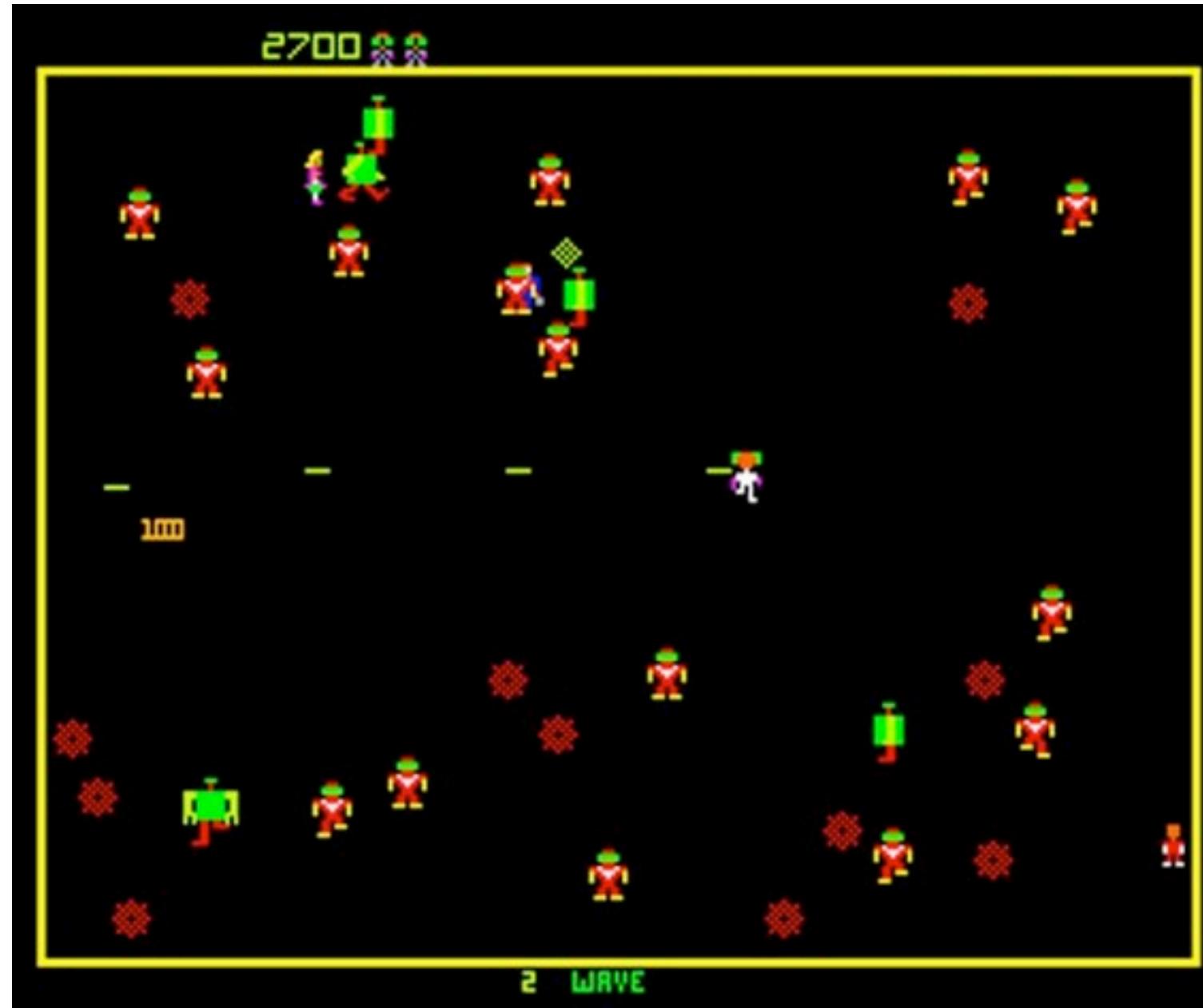
# Arcade



Simulation, Product Placement  
Namco: Pole Position, 1982



# Robotron 2084



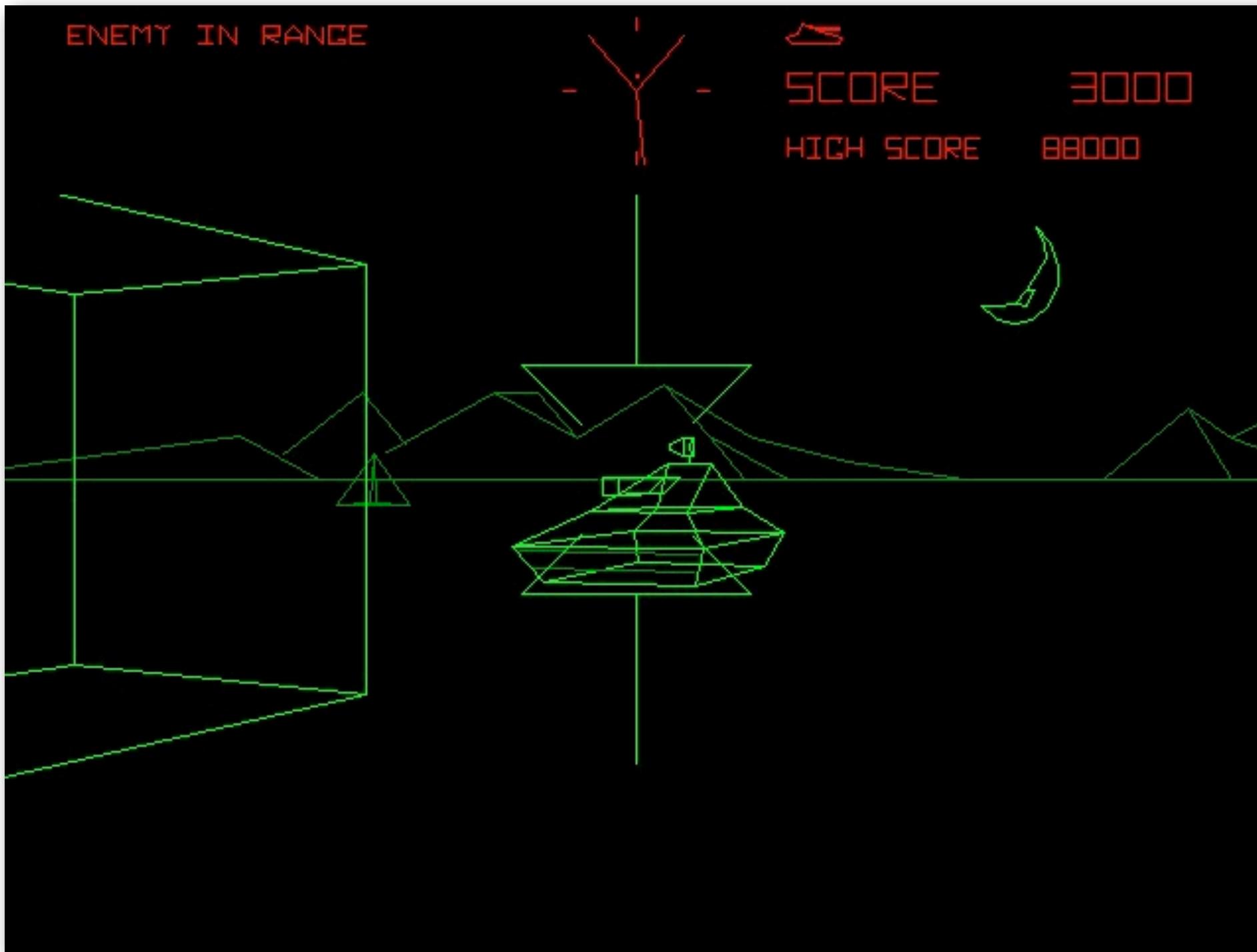
Twin Stick Shooter  
Robotron 2084, 1982

# Defender



Sidescrolling  
Williams: Defender, 1980

# Battlezone



3D Wireframe  
Atari: Battle Zone, 1980

# Rally-X



Hintergrundmusik  
Rally-X, 1980

# Mainframes

Die Bedeutung der Mainframes für die Computerspielgeschichte endet mit den Homecomputern



DEC PDP-10

## **Dispositive Strukturen**

- Hohe Rechenleistung
- Geringe Multimedia-Leistung
- Vernetzung
- Exklusive Nutzungsrechte
- Spielfeindliche Umgebung

# MUD – Multi User Dungeon

```
e
/ | This northwestern corner of the town square looks like something
+-$-*+ from a rather dodgy science fiction tale. People stand apart from
| | each other, seemingly oblivious to their surroundings, as they
+*- whisper into a variety of otherwise unremarkable items they're
+ carrying. In some cases this is quite a feat of flexibility, such
as for the chap in the corner who seems to be talking to his own
underwear.

It is a cool secundus summer's morning with almost no wind and
scattered puffy clouds.

There are three obvious exits: east, south and west.

Cony is sitting on a bench.

A pumpkin lantern is dangling from a lamp post.

> Cony exclaims to you: Hey there!
Cony exclaims to you: Would you like to hear a story about talkers? They let
you chat with other players!

HINT: To let Cony tell you about the talker, type "say Yes".

say yes

You say: yes

> Cony beams brightly.

Cony says: Welcome to the Disc! This is a really friendly place where you can
meet and talk to all kinds of folk.

Cony says: You probably know about using tells to talk to people, but I
particularly like the talker. A talker is an item that gives you channels
to chat on.
```

```
Hello, Noan!

Elizabethan tearoom.
This cosy, Tudor room is where all British Legends adventures start. Its
exposed oak beams and soft, velvet-covered furnishings provide it with the
ideal atmosphere in which to relax before venturing out into that strange,
timeless realm. A sense of decency and decorum prevails, and a feeling of
kinship with those who, like you, seek their destiny in The Land. There are
exits in all directions, each of which leads into a wisping, magical mist of
obvious teleportative properties...
*n
Dense forest.
You are standing in some dense forest, which slopes down to the south.
```

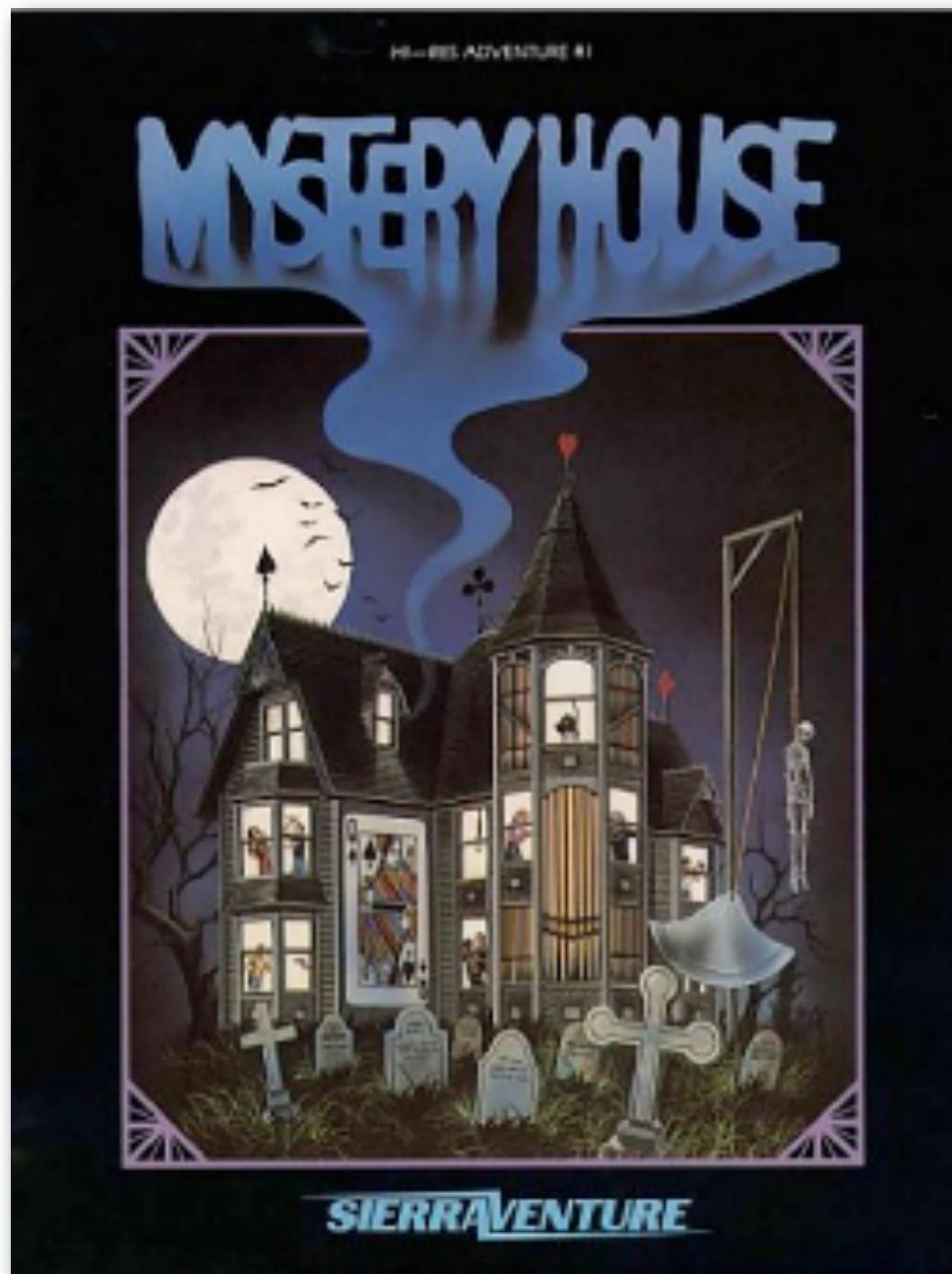
MUD1, aka British Legends, is still alive at [british-legends.com](http://british-legends.com)

ab 1978

# Homecomputer / PC

## **Dispositive Strukturen**

- Anschluss an Wohnzimmer-TV
- Tastatur für Texteingaben
- Lange Spielzeit möglich
- Neue Genres
- Marktzersplitterung durch Gerätevielfalt
- Trennung Hardware- von Software-Industrie
- Kaum Qualitätskontrolle bei Software
- Raubkopien als Standard-Distribution

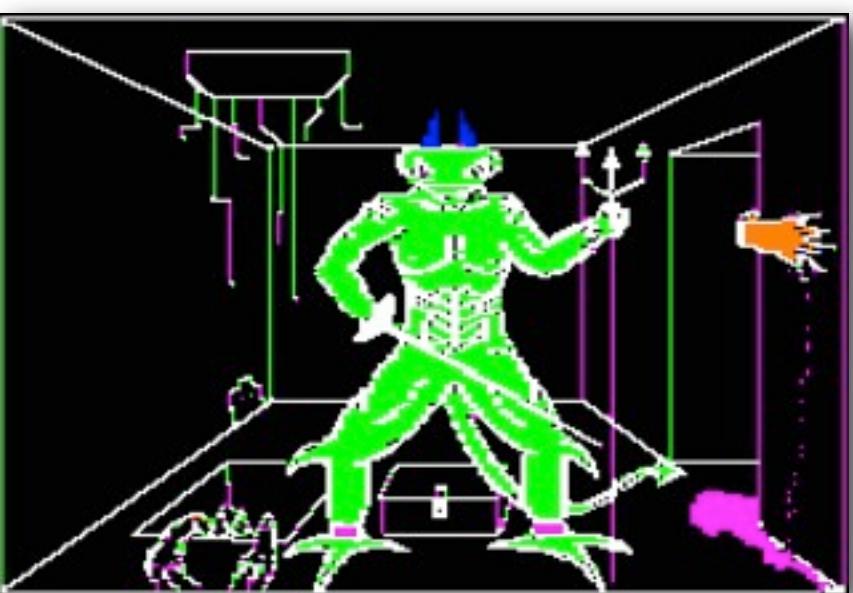


# Mystery House



Text-/Grafik-Adventure für Apple II  
Sierra On-Line, Ken & Roberta Williams:  
Mystery House, 1980

<http://turbulence.org/Works/mystery/games.php>  
<http://www.gamefaqs.com/appleii/564081-mystery-house/faqs/51470>



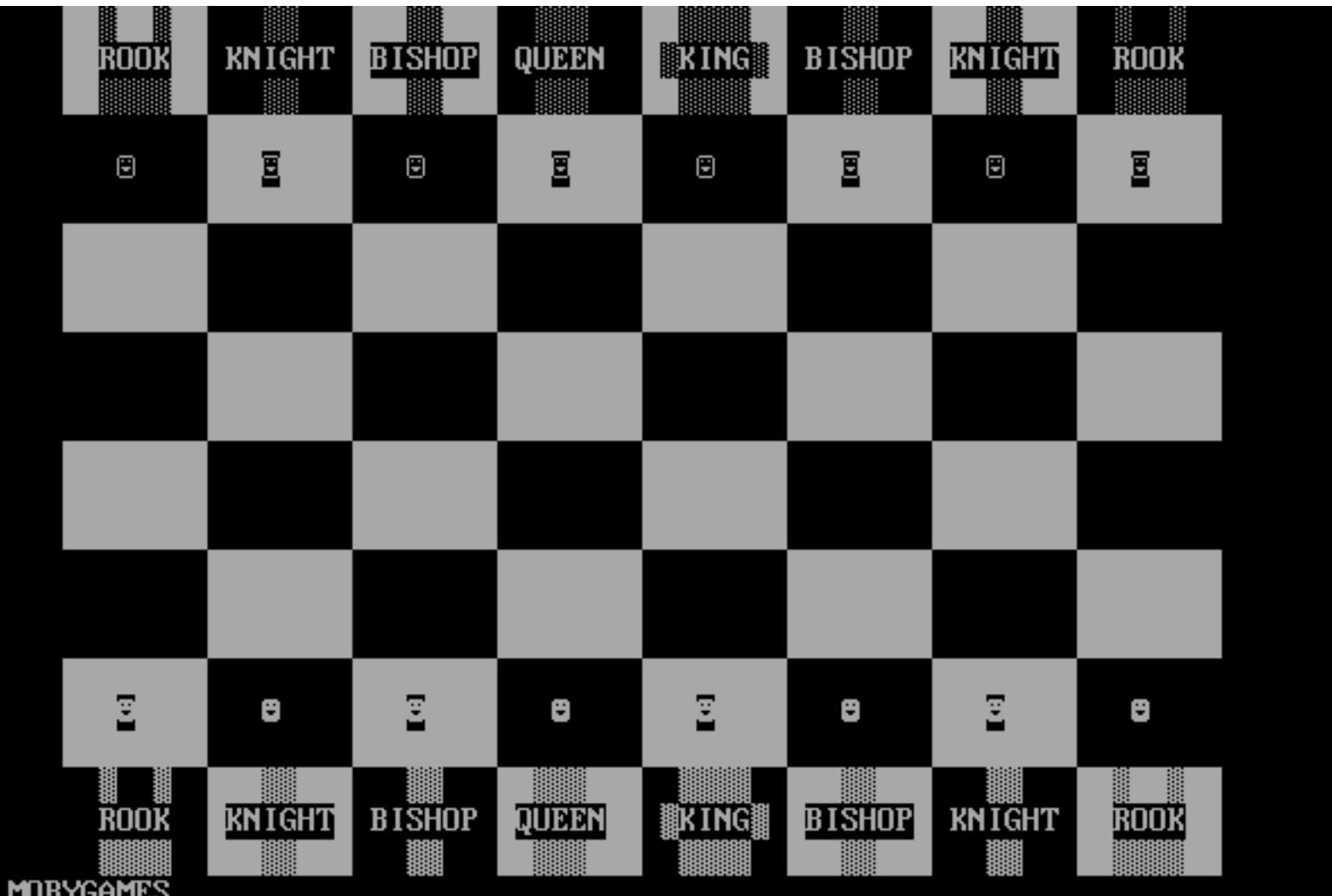
# Rollenspiele



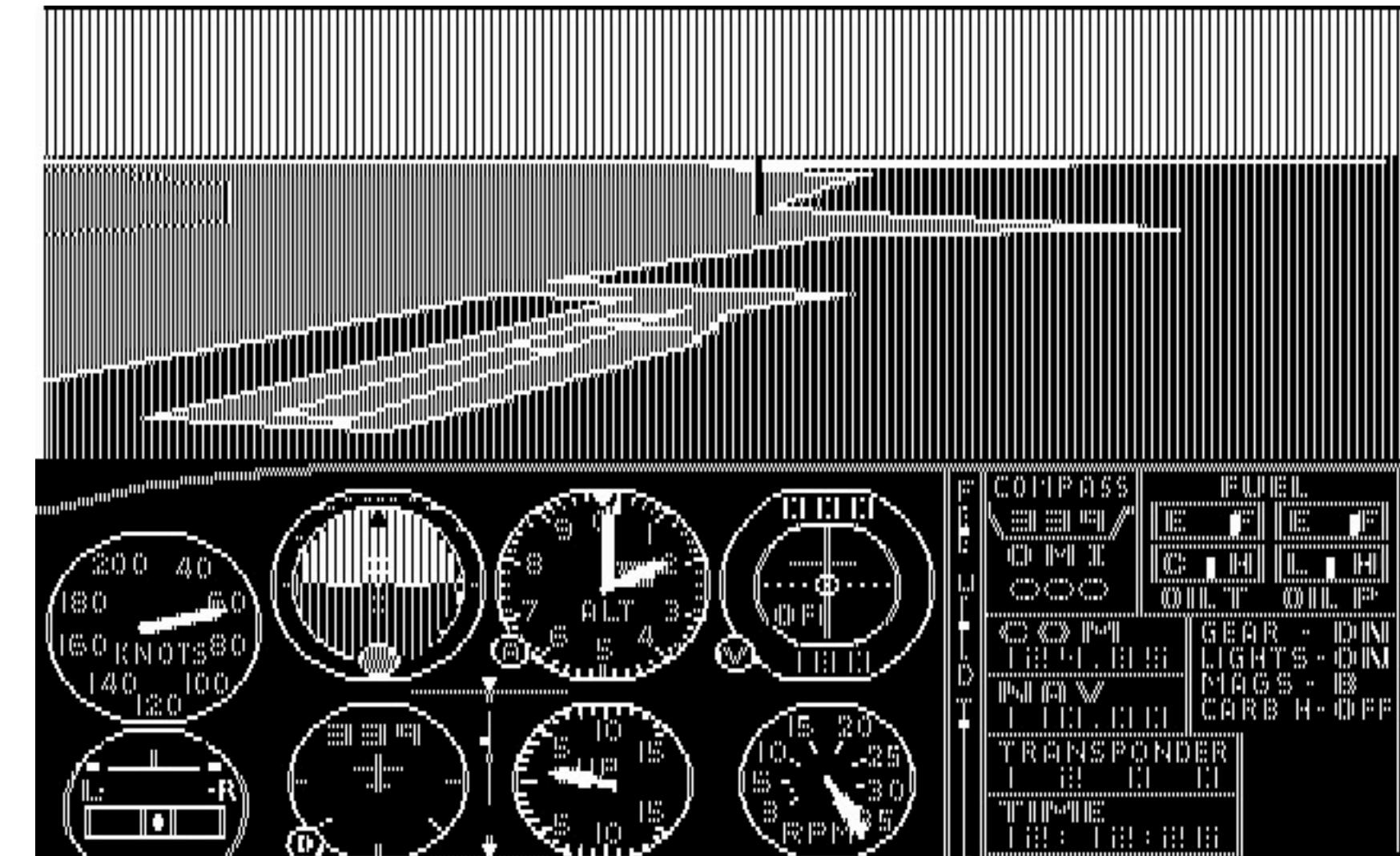
STAT'S		WEAPONS	
HIT POINTS.....	19	0-FOOD	
STRENGTH.....	9	0-RAPIER	
DEXTERITY.....	19	0-AXE	
STAMINA.....	19	0-SHIELD	
WISDOM.....	20	0-BOW AND ARROWS	
GOLD.....	23	0-MAGIC AMULET	
Q-QUIT			
WELCOME TO THE ADVENTURE SHOP			
WHICH ITEM SHALT THOU BUY *			
PRICE	DAMAGE	ITEM	
1 FOR 10	N/A	FOOD	
18	1-10	RAPIER	
5	1-5	AXE	
6	1	SHIELD	
3	1-4	BOW AND ARROWS	
15	?????	MAGIC AMULET	

Richard Garriot: Akalabeth für Apple II, 1980

# Personal Computer



Chess, 1981



Microsoft FS 1 for the IBM PC (1982)

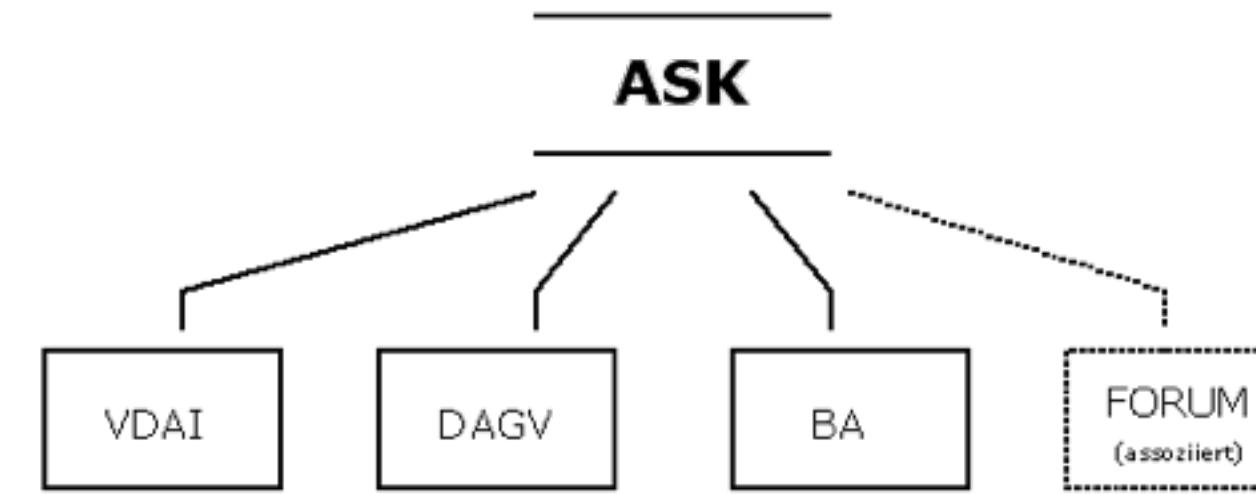


Lover Boy, ca.1982

# Automaten Selbstkontrolle

<http://www.automaten-selbstkontrolle.de/frames.htm>

Die **ASK** bewertet nur münzbetätigtes Bildschirmspielgeräte, die gewerbl. aufgestellt werden.



Verband der Deutschen Automatenindustrie e.V. (**VDAI**),  
Deutscher Automaten-Großhandels-Verband e.V. (**DAGV**),  
Bundesverband Automatenunternehmer e.V. (**BA**) und  
FORUM für Automatenunternehmer in Europa e.V. (**FORUM**) (assoziiert).



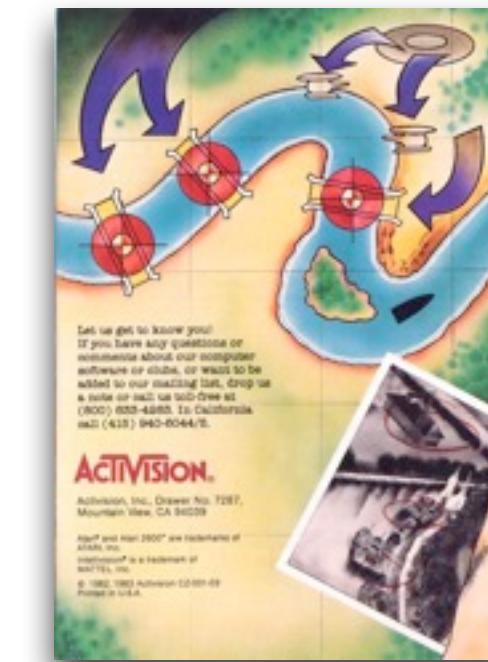
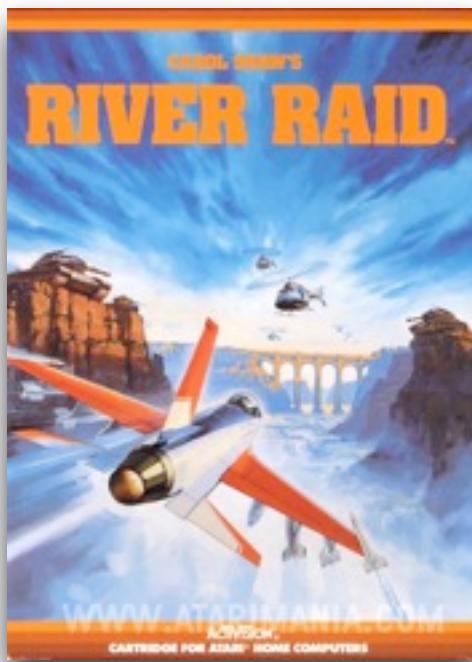
# Krise der Gesellschaft

<http://www.simulationsraum.de/blog/2011/03/31/river-raid-rage/>

...Das Videospiel ‚River Raid‘ ist kriegsverherrlichend und -verharmlosend.

Das Videospiel ‚River Raid‘ hat emotionssteuernde und aggressionssteigernde Eigenschaften.

Bei älteren Jugendlichen führt das Bespielen von ‚River Raid‘ zu physischer Verkrampfung, Ärger, Aggressivität, Fahrigkeit im Denken, Konzentrationsschwierigkeiten, Kopfschmerzen u.a.



Activision: River Raid, 1982

# Krise der Videospiel-Konsolen-Industrie

»That didn't stop Atari. Learning no lessons from their recent Pac-Man debacle (Atari produced 12 million Pac-Man cartridges, only ten million Atari 2600's had been sold). Atari produced five million E.T. cartridges. Nearly all of them came back. Faced with tons of unusable merchandise, Atari ended up sending 14 truckloads of cartridges to a landfill in Alamogordo, New Mexico. Don't bother taking the trip, though. Everything was crushed by a steamroller before being dumped. Thanks in part to E.T., Atari posted a \$536 million dollar loss in 1983, the start of an agonizing death spiral that didn't end until the company was sold off in pieces a few years later.«

(GameSpy: Atari Takes a Bath on E.T.)

