

# Geschichte und Ästhetik der audiovisuellen und digitalen Medien II

1974-1977

Prof. Dr. Jochen Koubek





was implemented in C by Jim Gillogly, and expanded  
and moved to the 8080/280 by Walt Bitofsky.

You are standing at the end of a road before a  
small brick building. Around you is a forest. A  
small stream flows out of the building and down a  
gully.

<Hit RETURN to continue>

NO

I don't understand that?

ENTER

You are inside a building, a well house for a large  
spring.

There are some keys on the ground here.

There is a shiny brass lamp nearby.

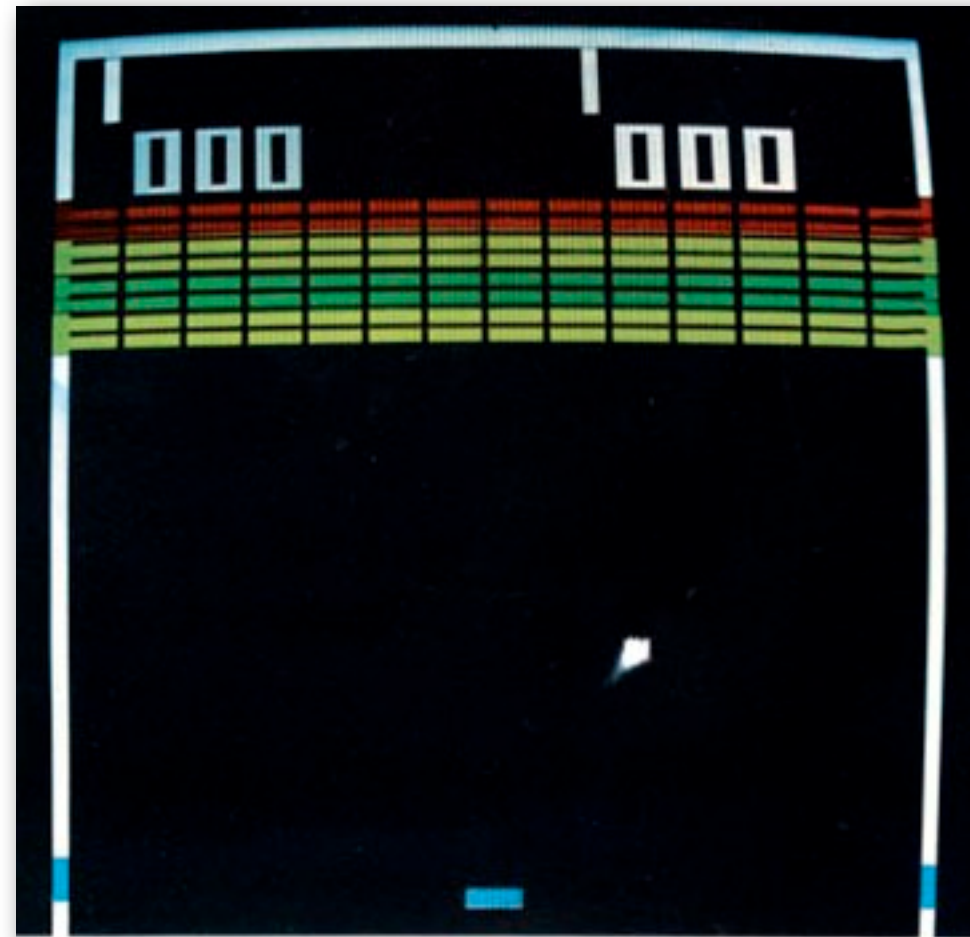
There is food here.

There is a bottle of water here.

-

Adventure, ab 1975

# Breakout



Steve Wozniak, 1976



# Portable



1976

<http://www.youtube.com/watch?v=isejBX1Tyjk>



<http://www.youtube.com/watch?v=jNKgpAFOsa0>

Your greatest challenge  
lies ahead—and downwards.



**INFOCOM**

SOFTWARE FOR YOUR  
**ATARI ST SERIES**  
0114 00001  
100-002

INTERACTIVE FICTION

FANTASY

STANDARD LEVEL

# Zork I

Infocom: Tim Anderson, Marc Blank, Bruce Daniels,  
Dave Lebling, 1977



# 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

# Magnavox Odyssey 2 Philips G7000



1978



# Handhelds



Milton Bradley: Simon (Senso), 1978



Parker: Merlin, 1978

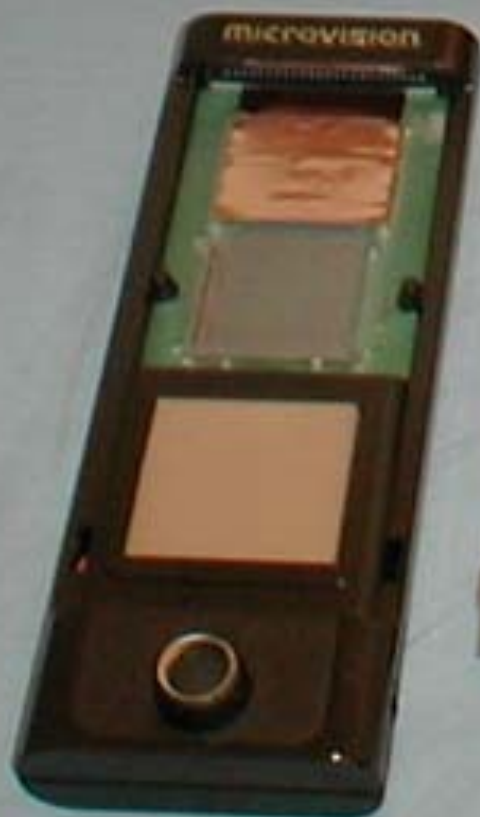




# Intellivision

Mattel 1979



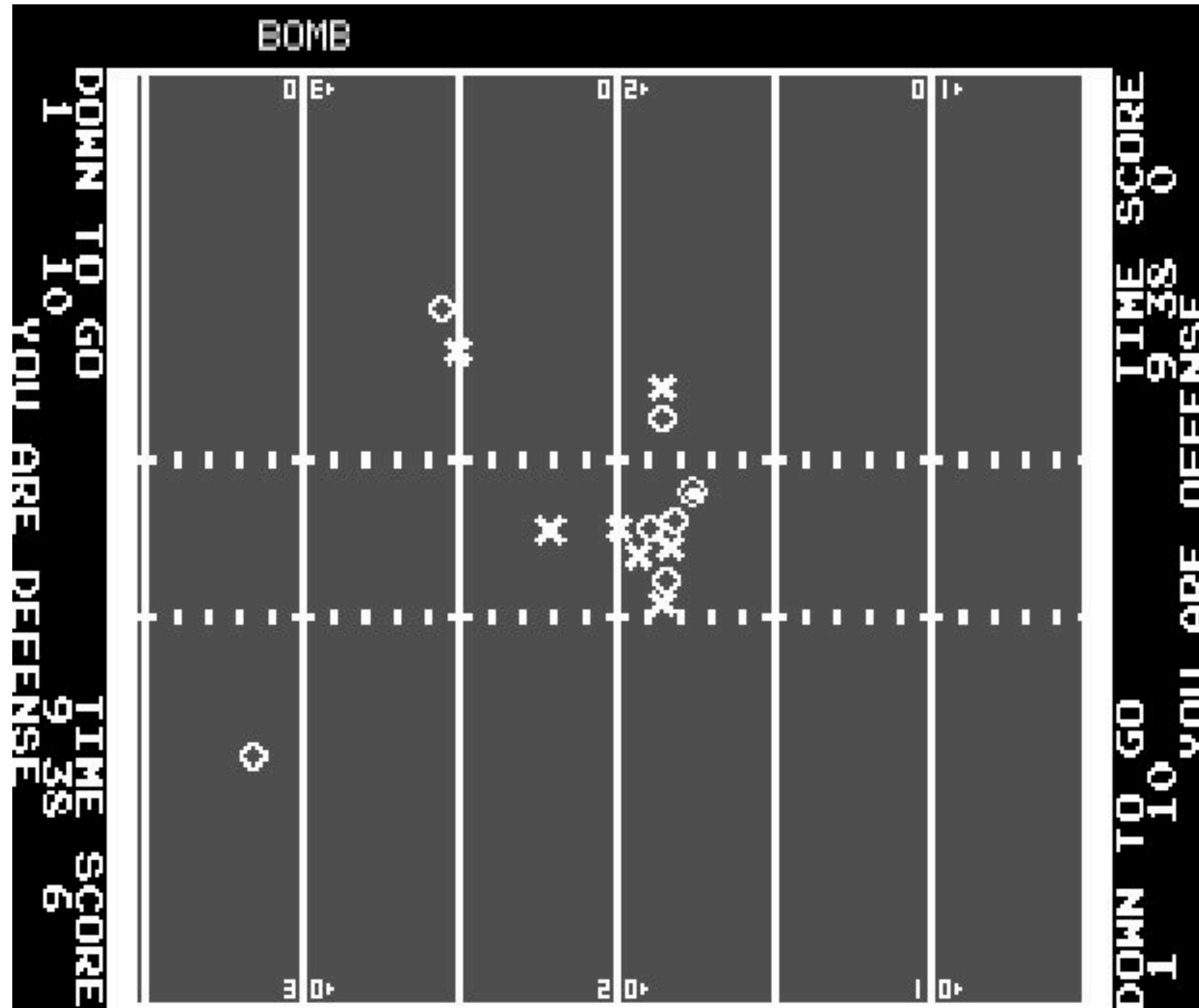


# Microvision

1979



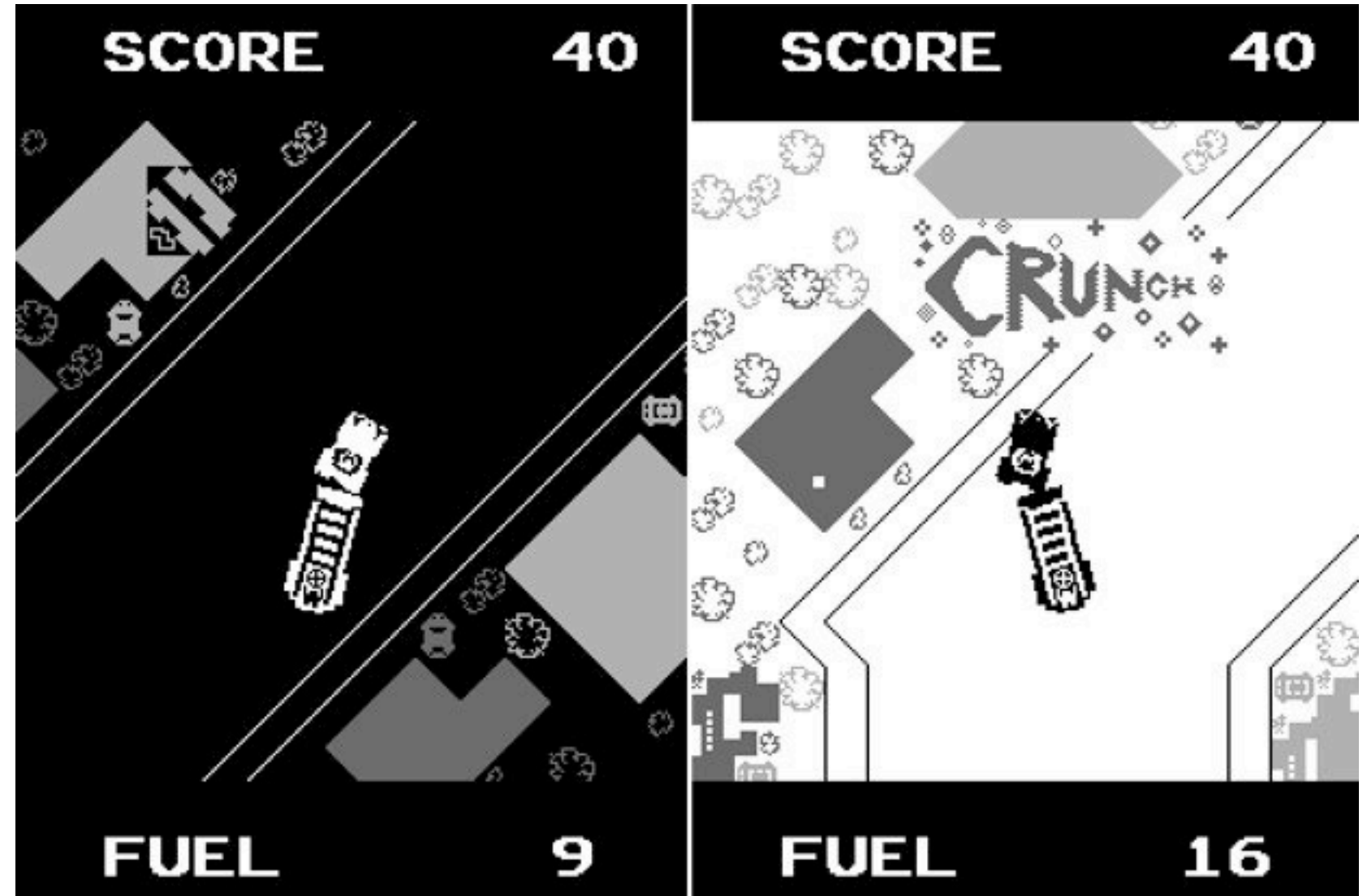
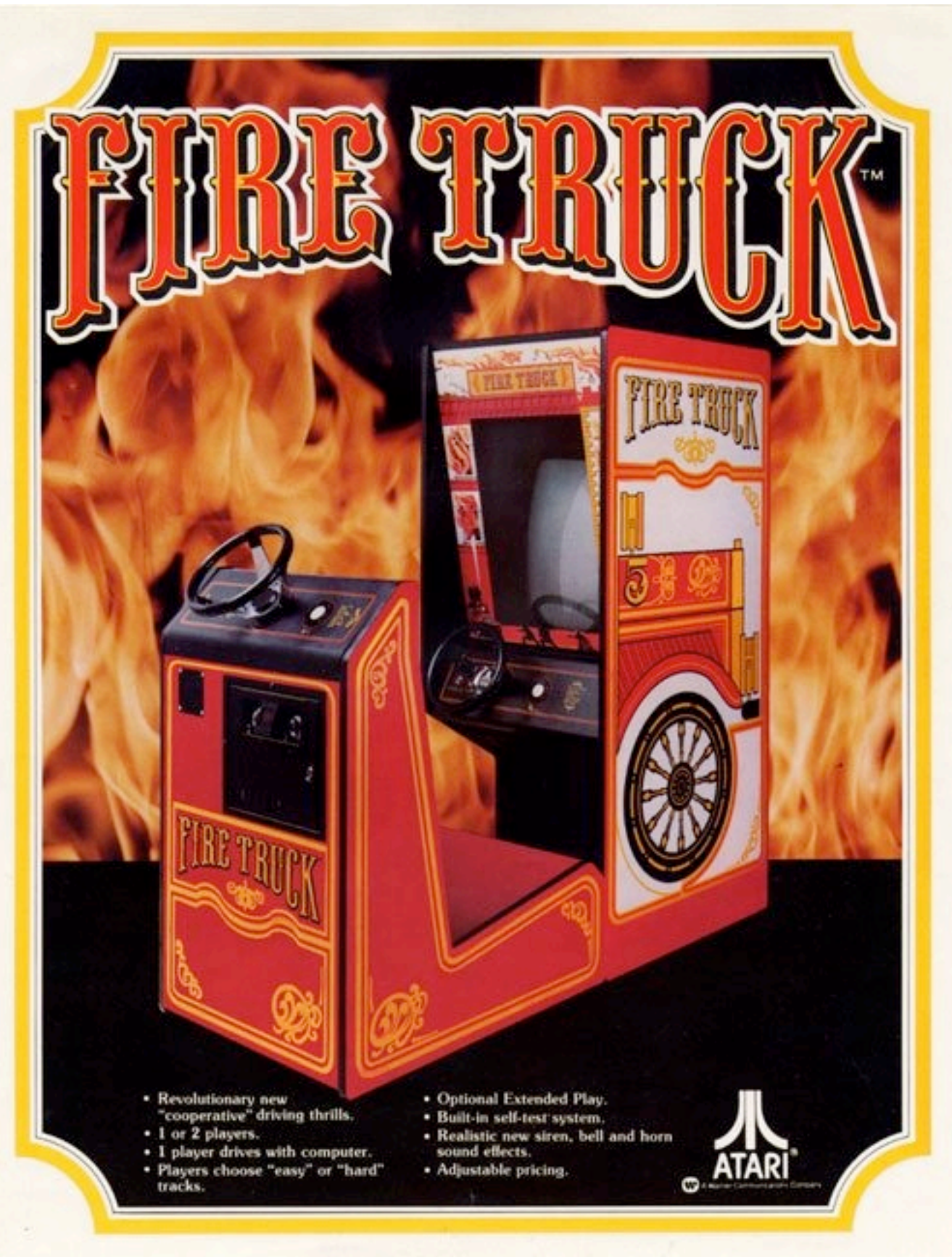
# Football



Scrolling:  
Atari Football 1978

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

# Fire Truck



Kooperation:  
Fire Truck 1978



# Geschichte und Ästhetik der audiovisuellen und digitalen Medien II

1978-1982

Prof. Dr. Jochen Koubek



# Kultureller Kontext

1978-1982



# Star Wars

George Lucas, 1977



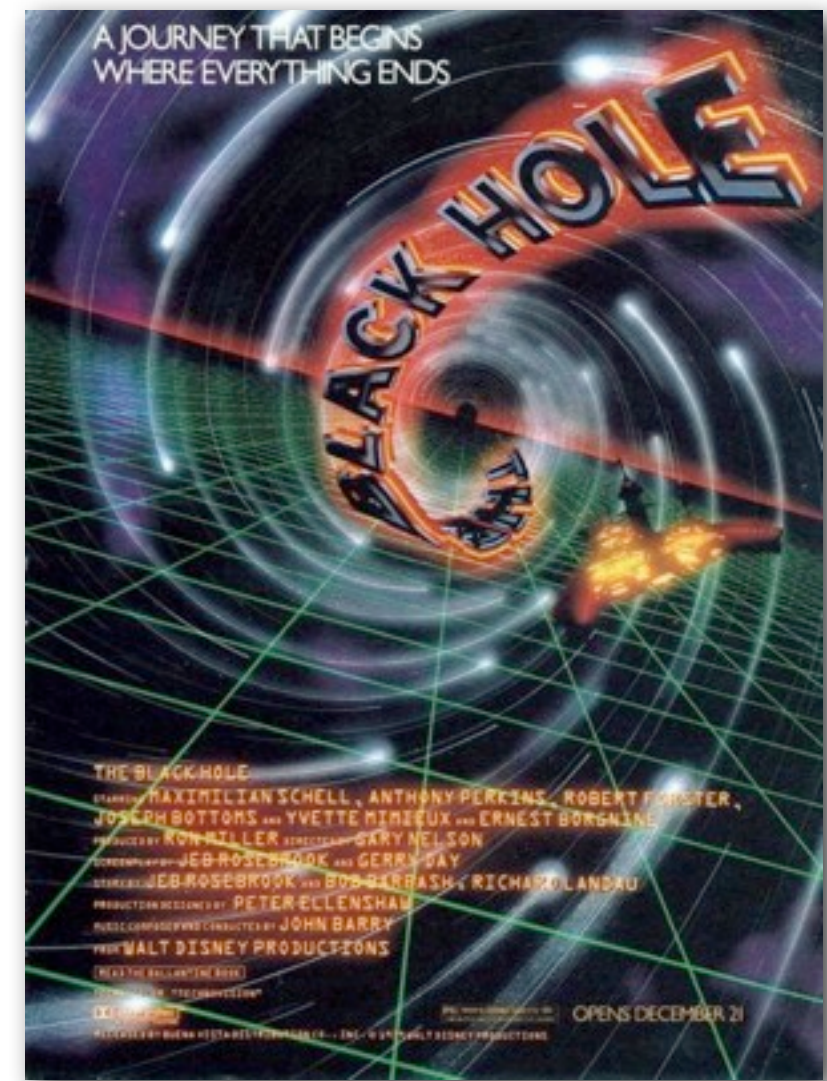




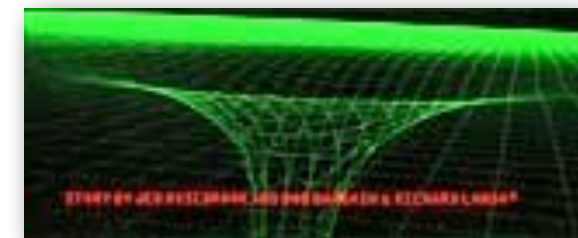
Star Wars Episode IV: A New Hope (1977)



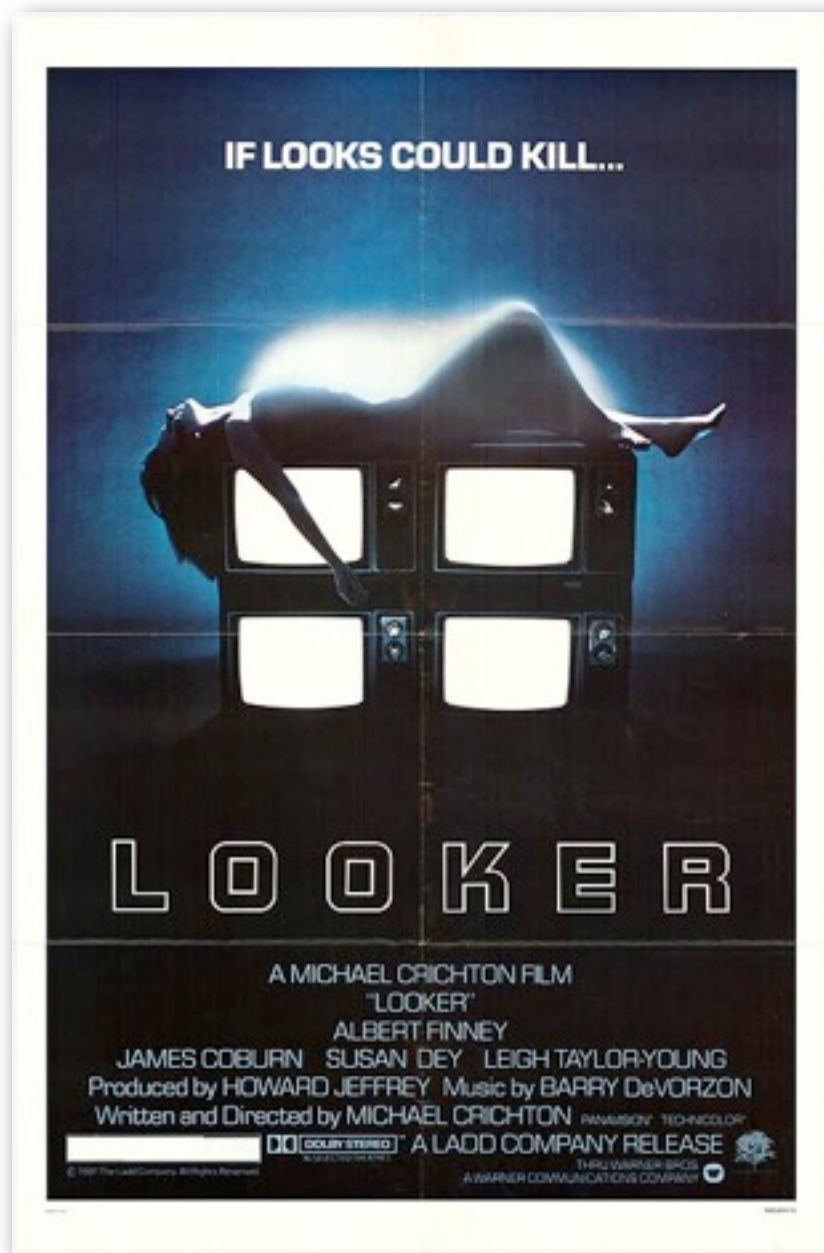
Alien (1979)



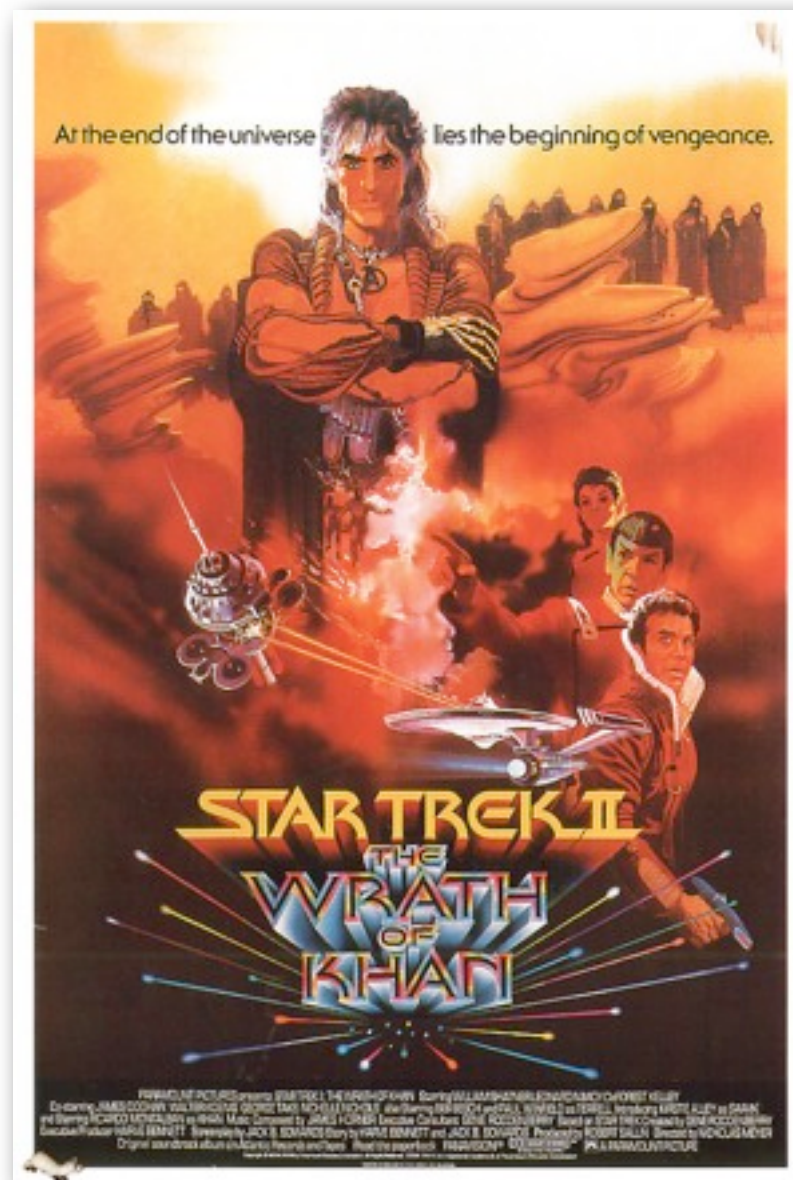
The Black Hole (1979)



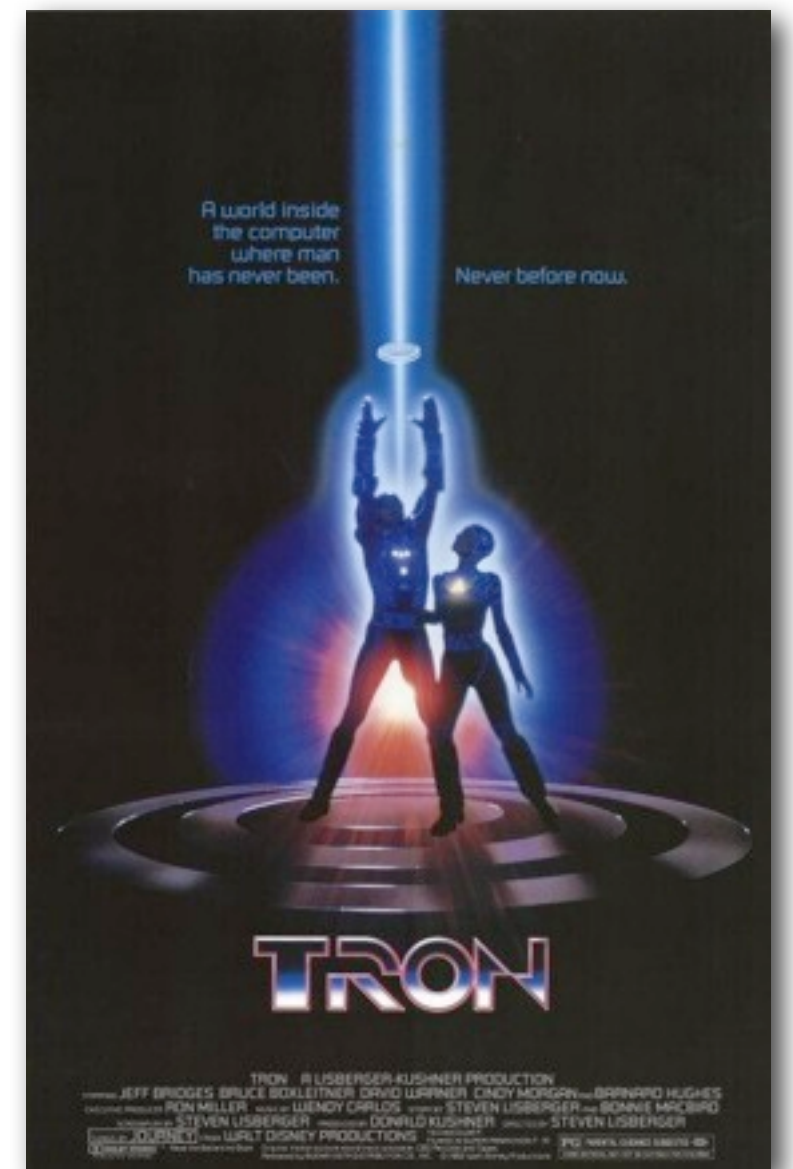




Looker (1981)



Star Trek II: The Wrath of Khan (1982)



Tron (1982)





THE MAXIMUM FORCE  
OF THE FUTURE



SAMUEL Z. ARKOFF Presents "MAD MAX"  
Music by BRIAN MAY  
Written by JAMES McCausland and GEORGE MILLER  
Produced by BYRON KENNEDY Directed by GEORGE MILLER  
with MEL GIBSON Color prints by MOVIELAB  
R RESTRICTED  
RELEASED BY AMERICAN INTERNATIONAL/A FILMWAYS CO.

# Mad Max



1979





# Alien

Ridley Scott, 1979



# Star Wars



Star Wars: The Empire Strikes Back, 1980





# Indiana Jones 1



1981



# Conan der Barbar



1982



# Masters of the Universe

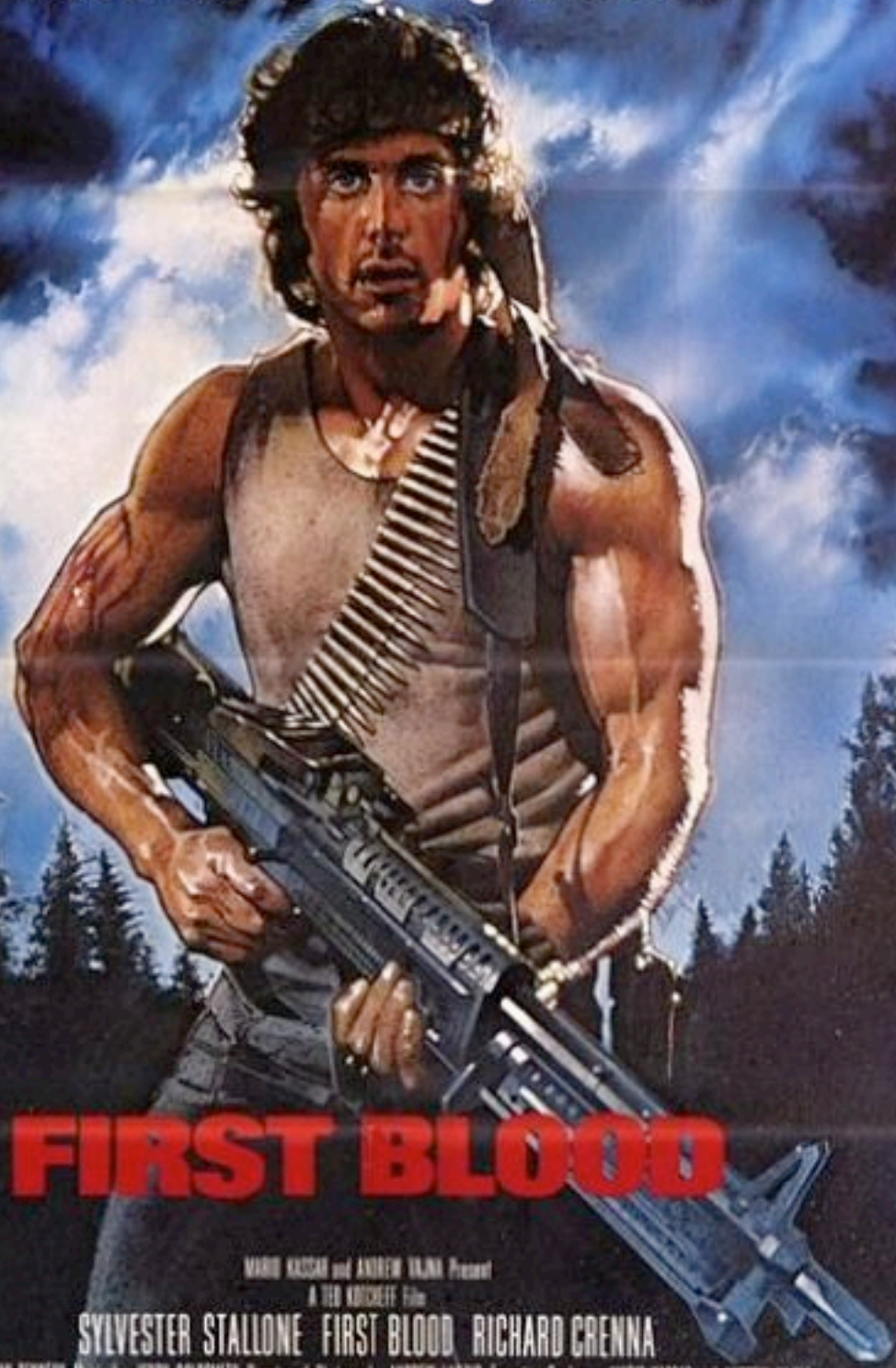


Mattel 1982



# STALLONE

This time he's fighting for his life.



## FIRST BLOOD

MARIO KASSAB and ANDREW VAJNA Present

A TED KOTCHEFF Film

SYLVESTER STALLONE FIRST BLOOD RICHARD CRENNNA

Starring BRIAN BENNETT Music by JERRY GOLDSMITH Director of Photography ANDREW LASKER Executive Producers MARIO KASSAB and ANDREW VAJNA

Co-Executive Producer NEBO BAKIC Produced by ROLF FEISTHARDT Screenplay by MICHAEL KAZDOLL & WILLIAM SACKHEIM and SYLVESTER STALLONE

Based on the novel by DAVID MORRELL Directed by TED KOTCHEFF   ALL ORION PICTURES PRESENT

 RESTRICTED  
UNDER 17 REQUIRES ACCOMPANYING  
PARENT OR FULLY LEGAL GUARDIAN

# Rambo

1982





# Tron



1982





# Blade Runner

Ridley Scott, 1982



E.T.



1982

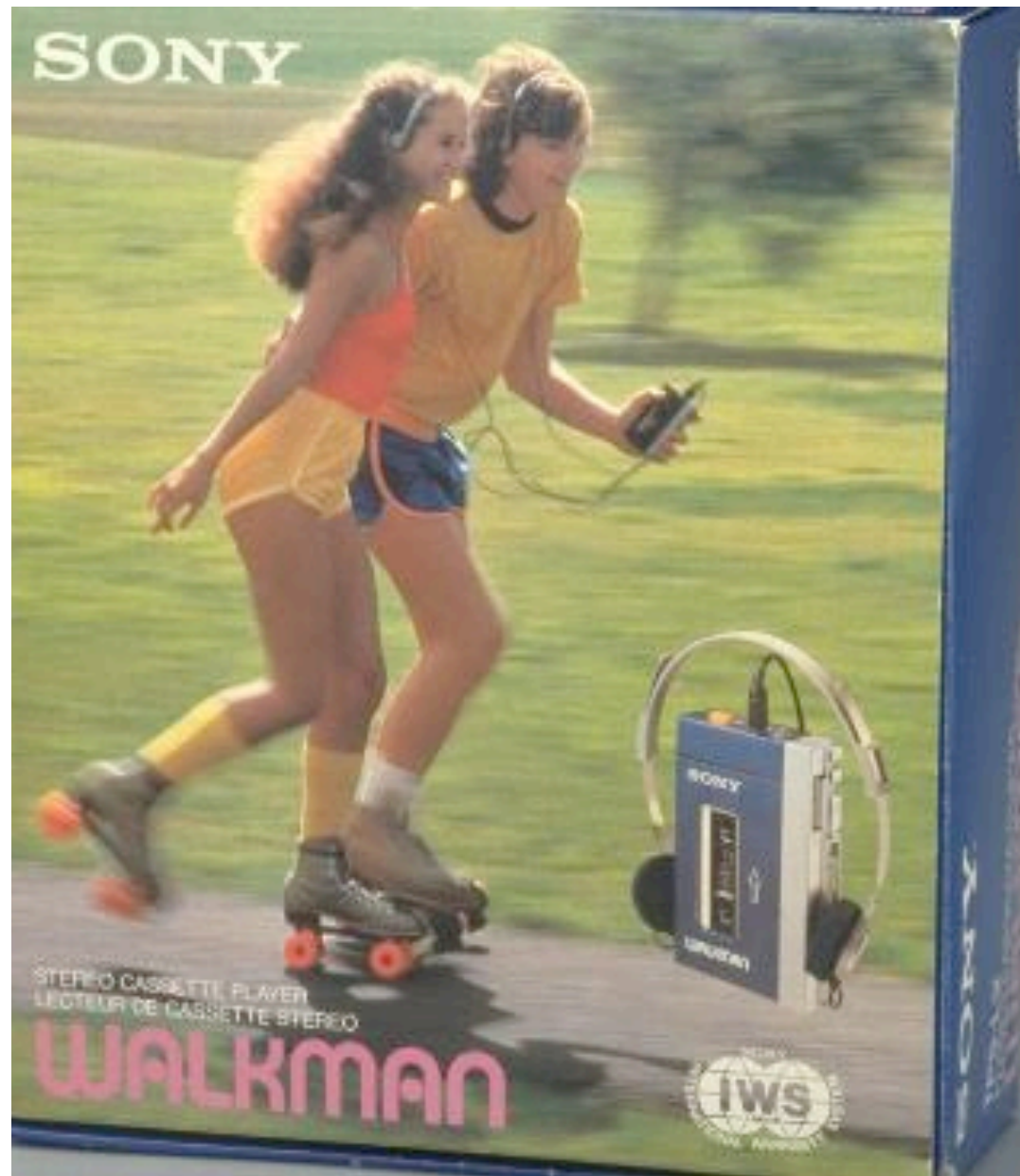


# Medientechnischer Kontext

1978-1982



# 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      EXEZBIN  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



# Computerspiele 1978-1982





## 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



# Space Invaders

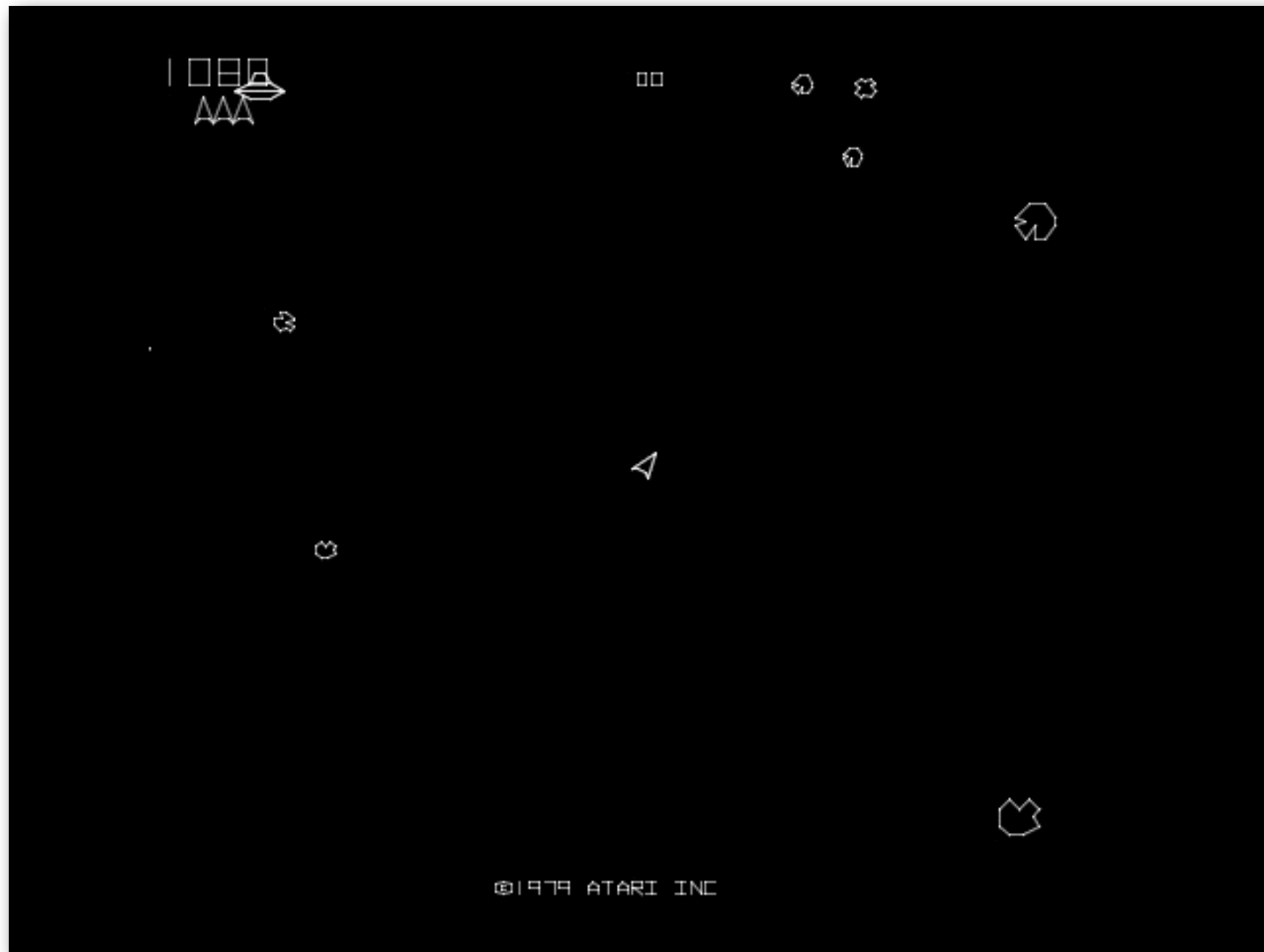


Science Fiction  
Taito: Space Invaders, 1978





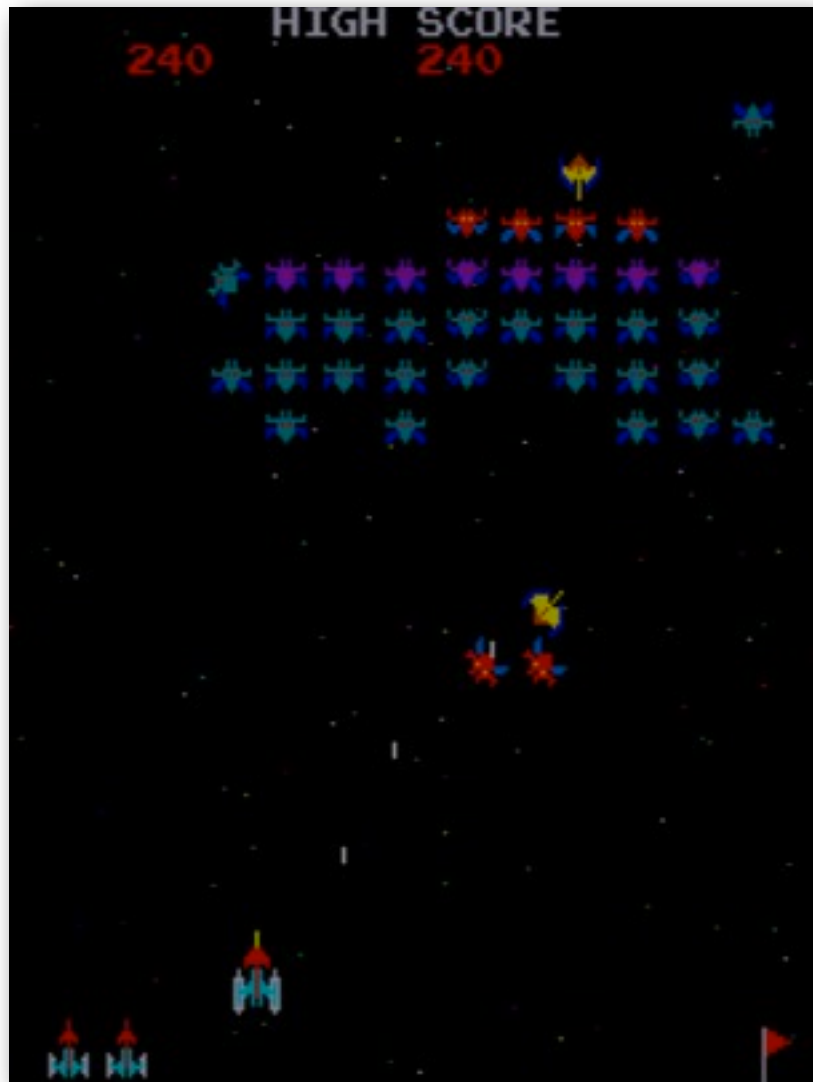
# Asteroids



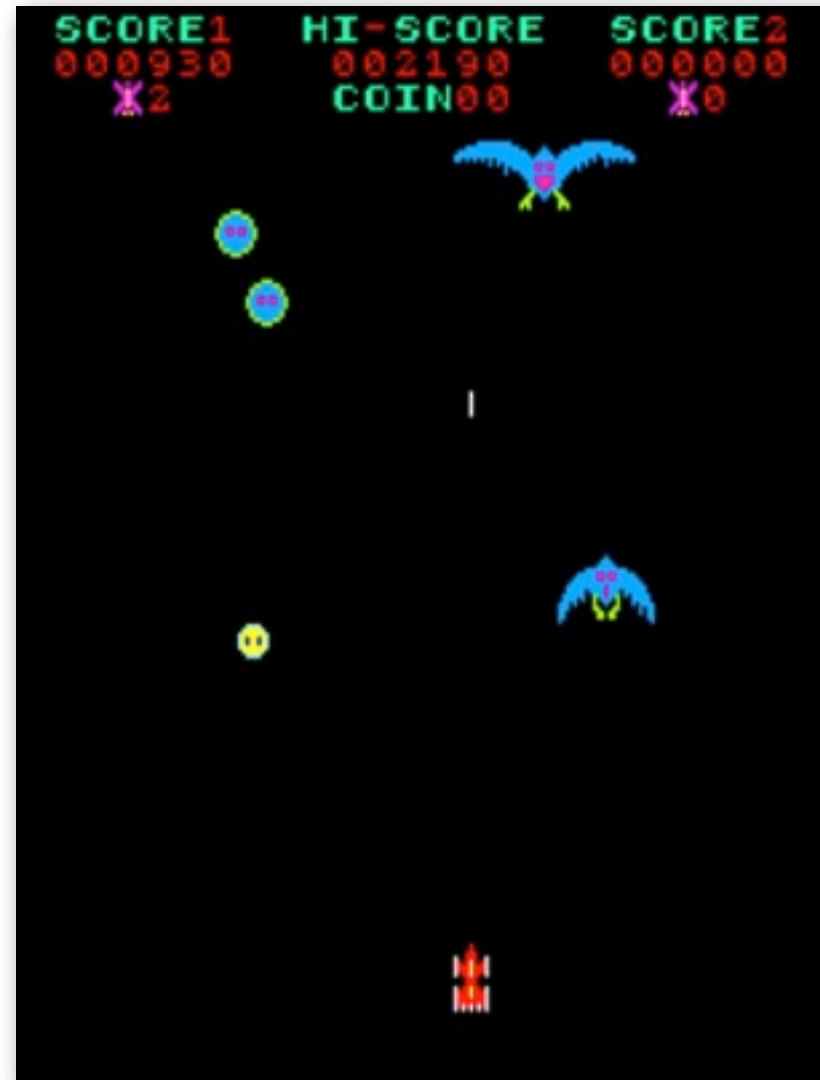
High Scores  
Atari: Asteroids, 1979



# Shmup – Shoot 'em Up



Namco: Galaxians, 1979



Taito: Phoenix, 1980



Atari: Centipede, 1980



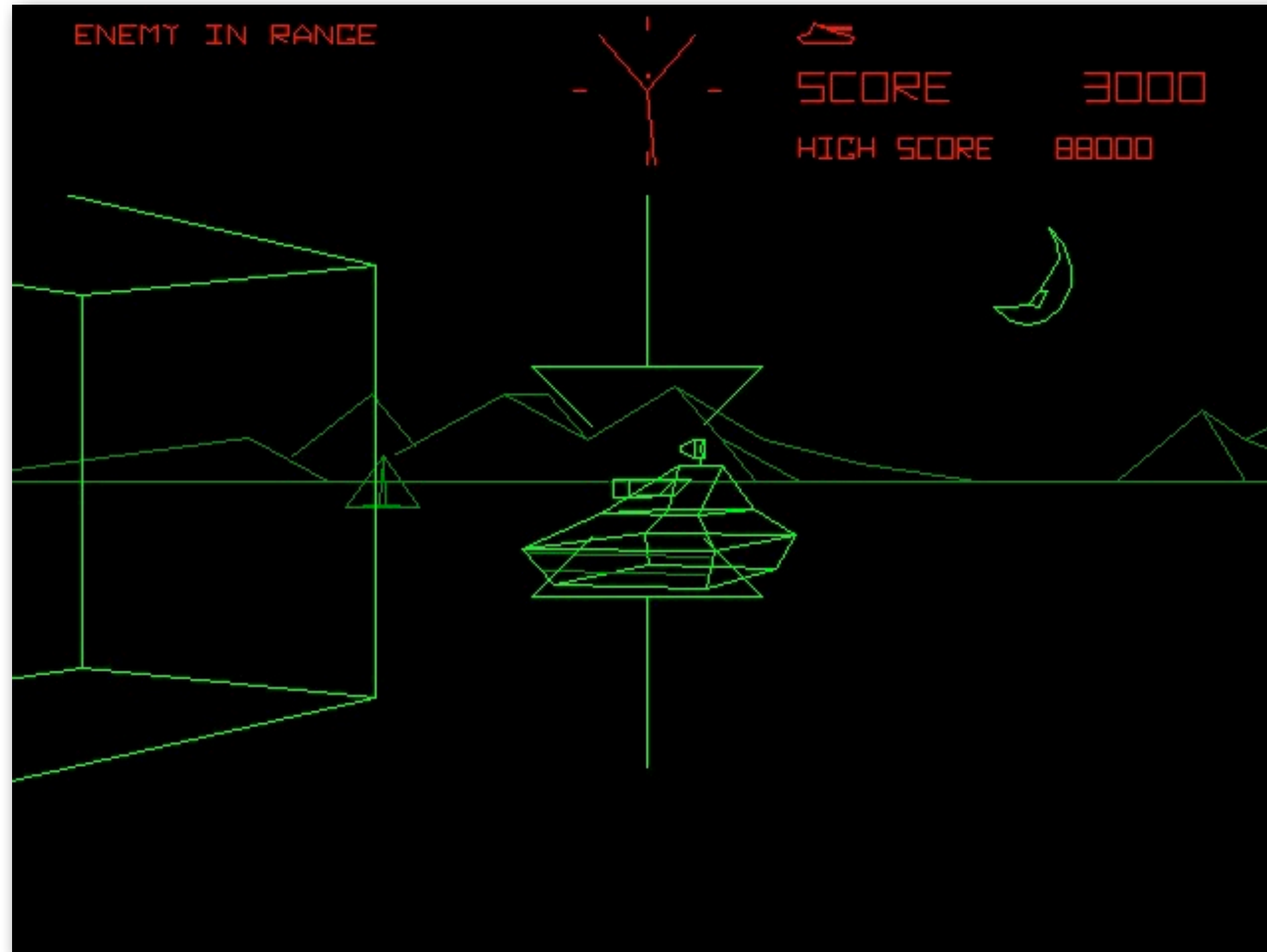
# Defender



Sidescrolling  
Williams: Defender, 1980



# Battlezone



3D Wireframe  
Atari: Battle Zone, 1980

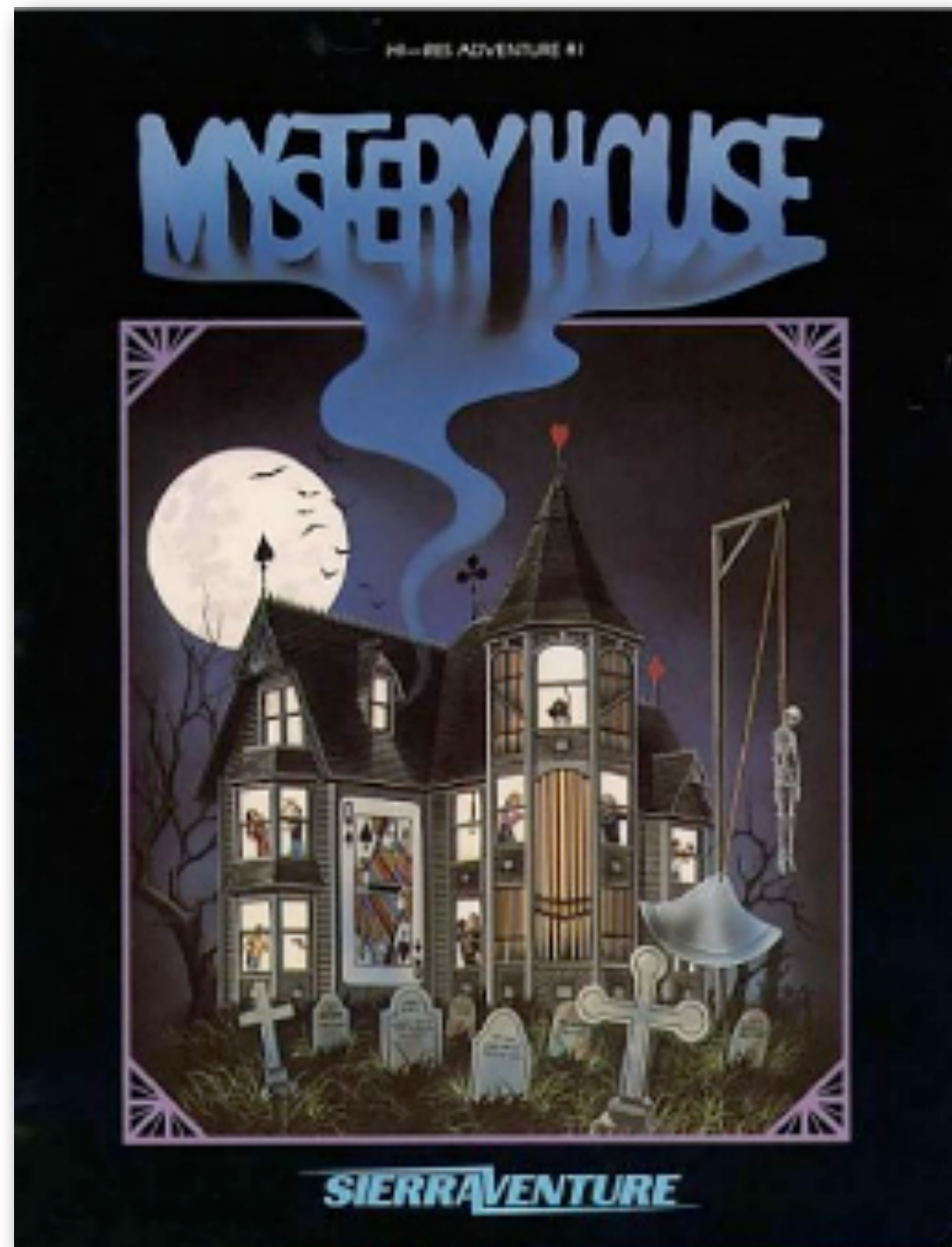


# Rally-X



Hintergrundmusik  
Rally-X, 1980





# 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>



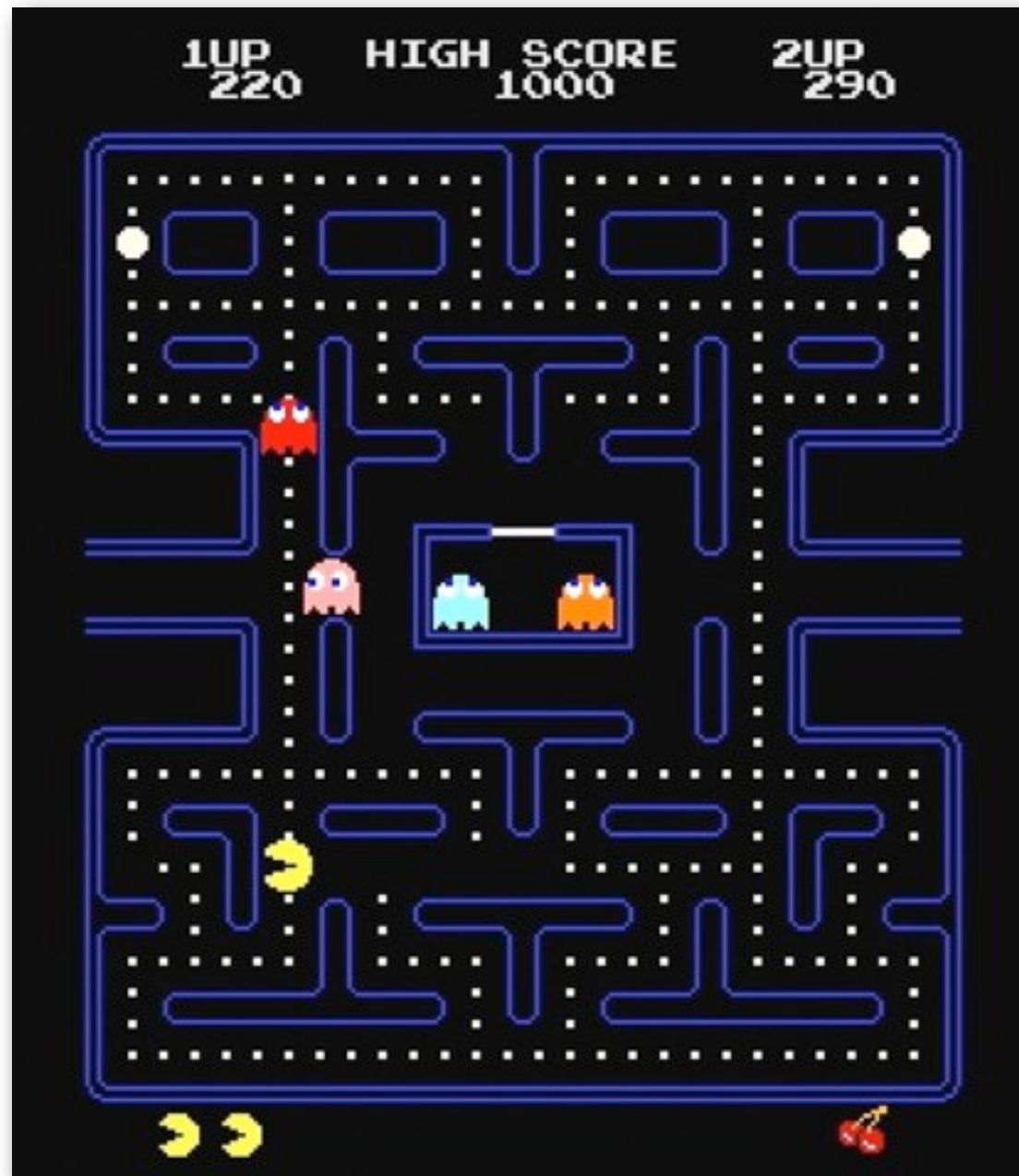
# Rollenspiele



Richard Garriot: Akalabeth für Apple II, 1980



# Pac Man



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



Tori Iwatani

# Labyrinth-Spiele

1980 Pac-Man

1981 Amidar

1981 Crush Roller

1981 Jungler

1981 Lady Bug

1981 Lock 'n' Chase

1981 Maze Invaders

1981 Mous Trap

1981 Ms. Pac Man

1981 Oli-Boo-Chu

1981 Qix

1981 Round Up

1981 The Hand

1981 Thief

1981 Turtles

1982 Ali Baba and 40 Thieves

1982 Blue Print

1982 Check Man

1982 Dazzler

1982 Dig Dug

1982 Dorodon

1982 Eyes

1982 Leprechaun

1982 Orca

1982 Pac-Man Plus

1982 Pengo

1982 Q-Bert

1982 Tyl

1983 Bomberman

1983 Dingo

1983 Eggor

1983 Jr. Pac-Man

1983 Kick Boy

1983 Lover Bay

1983 Marvin's Maze

1983 Mr. TNT

1983 New Sinbad 7

1983 Rootin' Tootin'

1983 Swinging Singles

1984 Botanic

1984 Jack Rabbit

1985 I'm Sorry

1986 Merlin's Money Maze

1991 Sel Feena



# 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
```

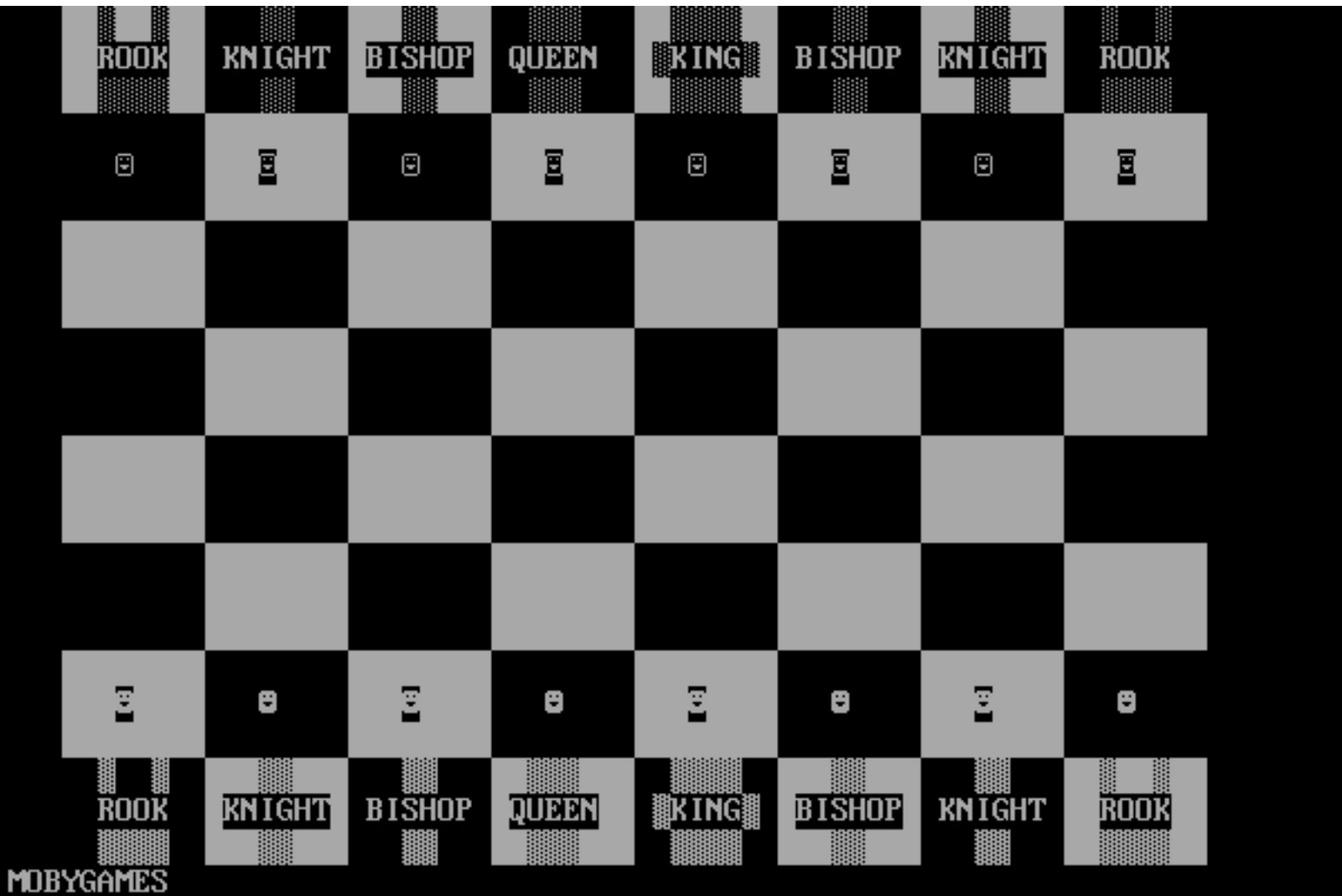
```
Dense forest.
```

```
You are standing in some dense forest, which slopes down to the south.
```

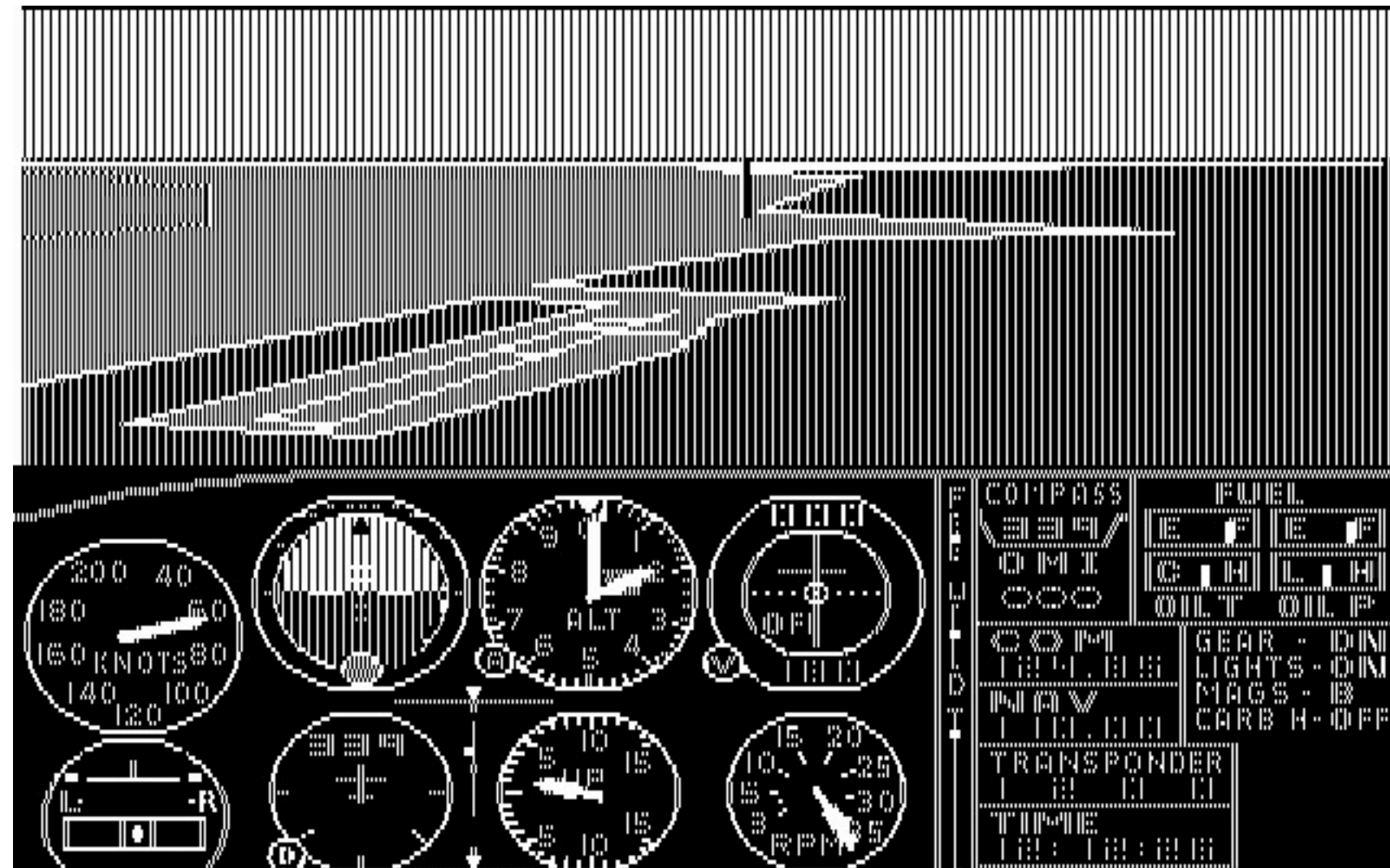
MUD1, aka British Legends, is still alive at [british-legends.com](http://british-legends.com)

ab 1980

# Personal Computer

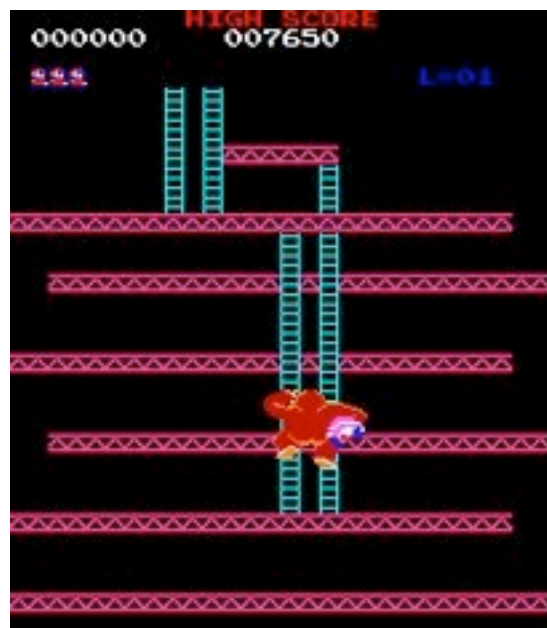
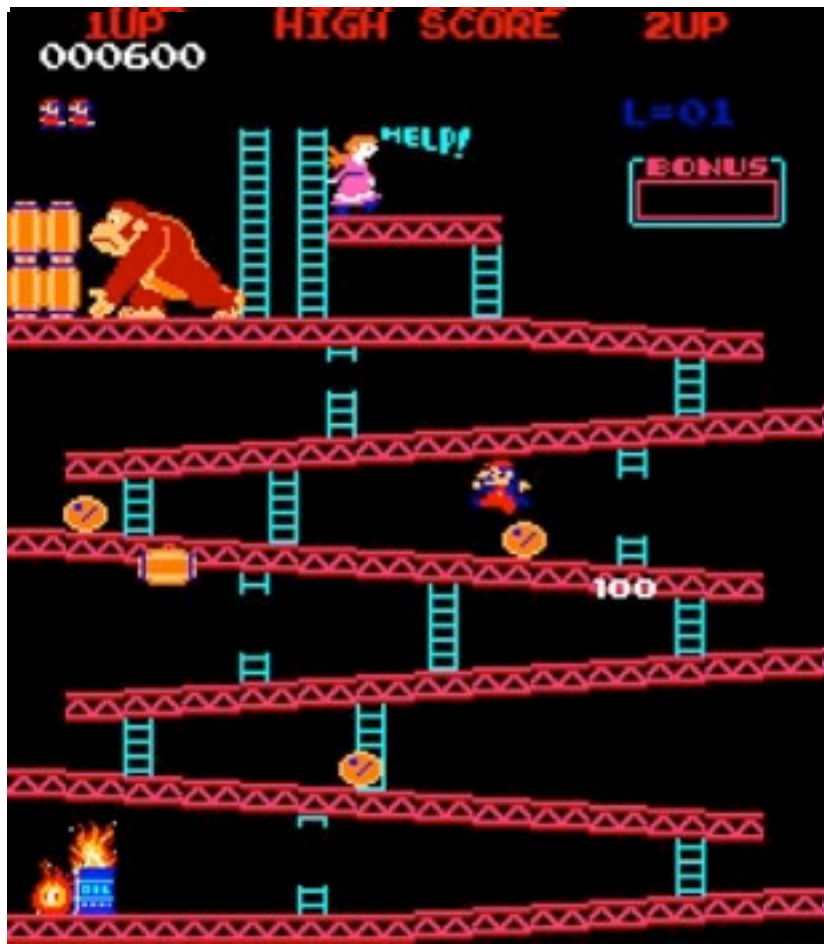


Chess, 1981



Microsoft FS 1 for the IBM PC (1982)





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

# Handhelds

## Nintendo Game & Watch



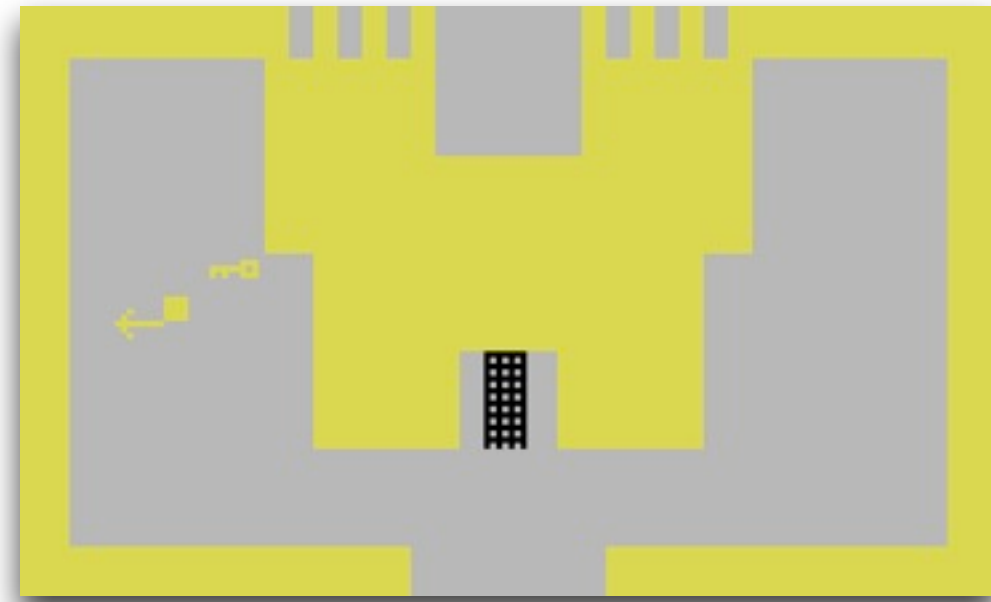
Ball, 1980



Octopus, 1981



# Atari VCS 2600 Adaption



1979 Adventure

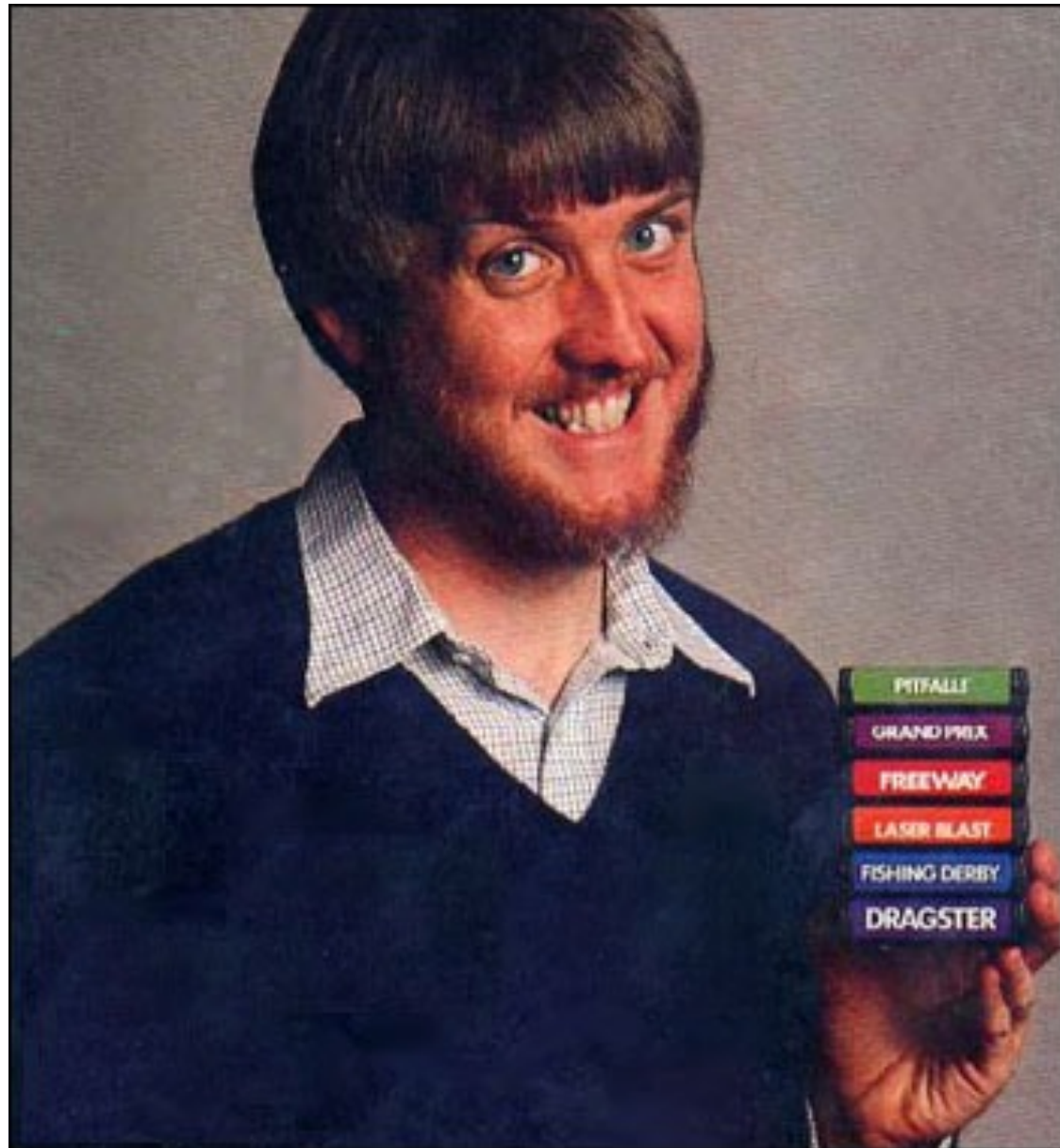


1980 Space Invaders



1981 PacMan

# Activision



David Crane



Jump ,n' Run: Pitfall, 1981



# Arcade



Tube Shooter  
Atari: Tempest, 1980

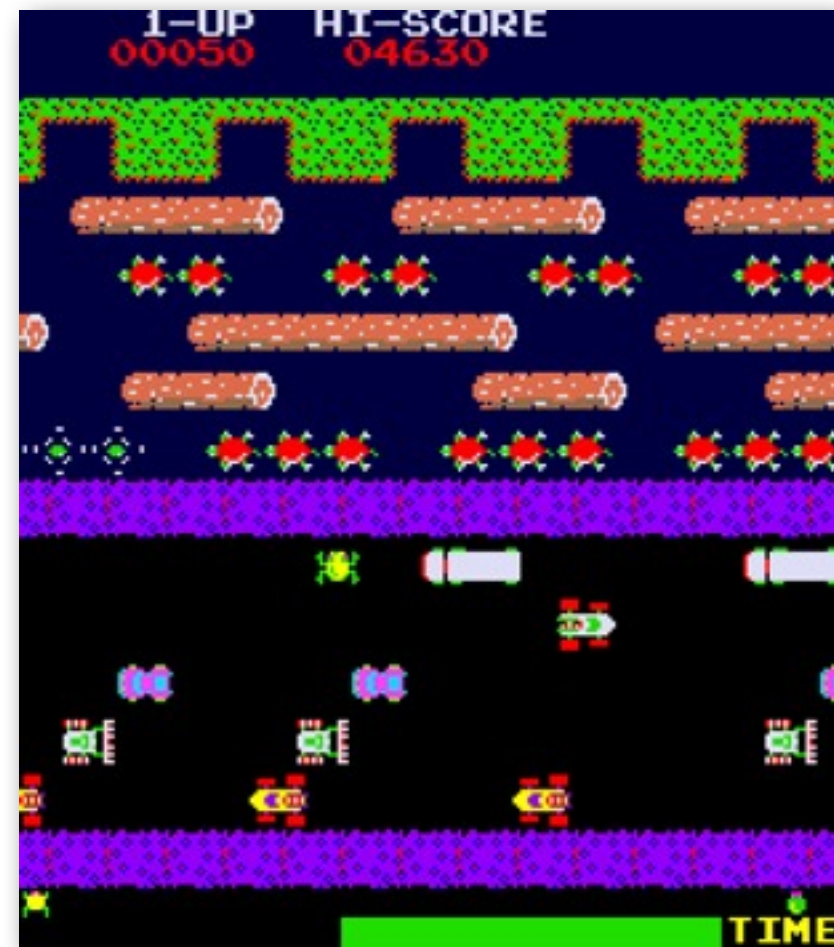


Vertical Scroller  
Namco: Xevious, 1982

# Arcade



Multi-Level Shmup; Refuel  
Konami: Scramble, 1981



Ikone  
Konami: Frogger, 1981



Parallax Scrolling  
Irem: Moon Patrol, 1982



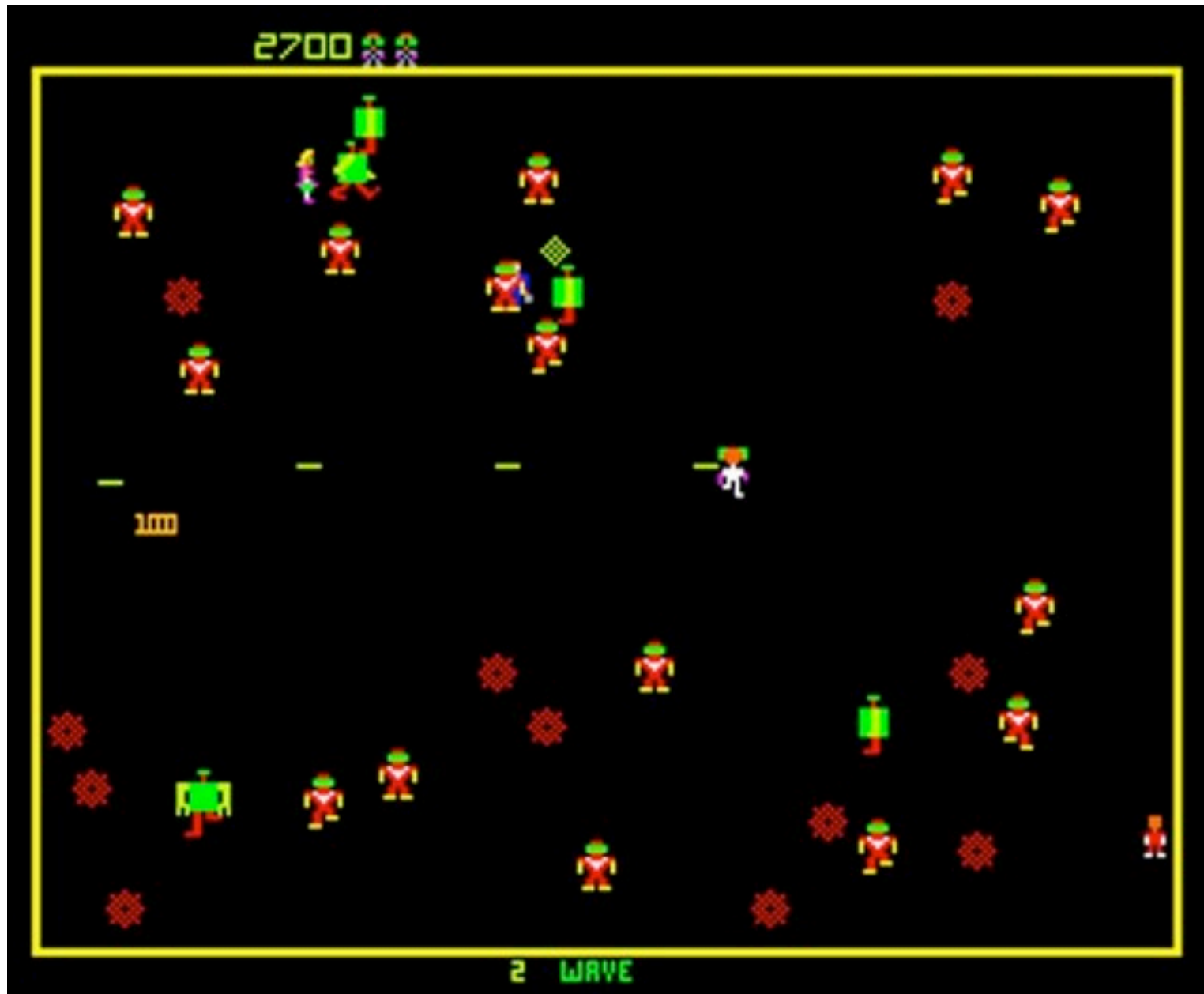
# Arcade



Simulation, Product Placement  
Namco: Pole Position, 1982



# Robotron 2084



Twin Stick Shooter  
Robotron 2084, 1982



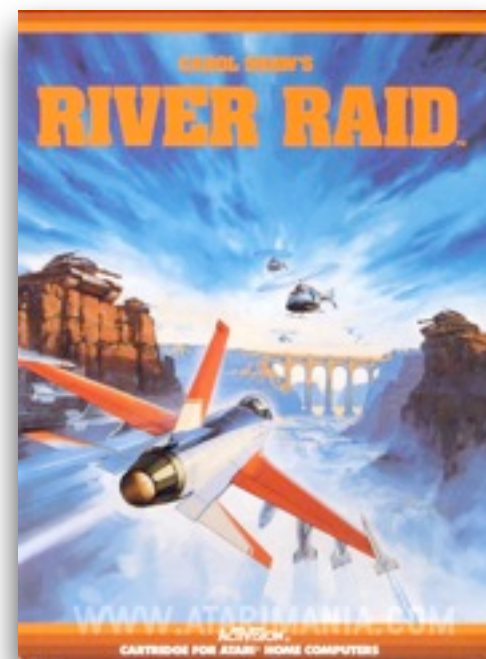
# Krise der Gesellschaft

<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.

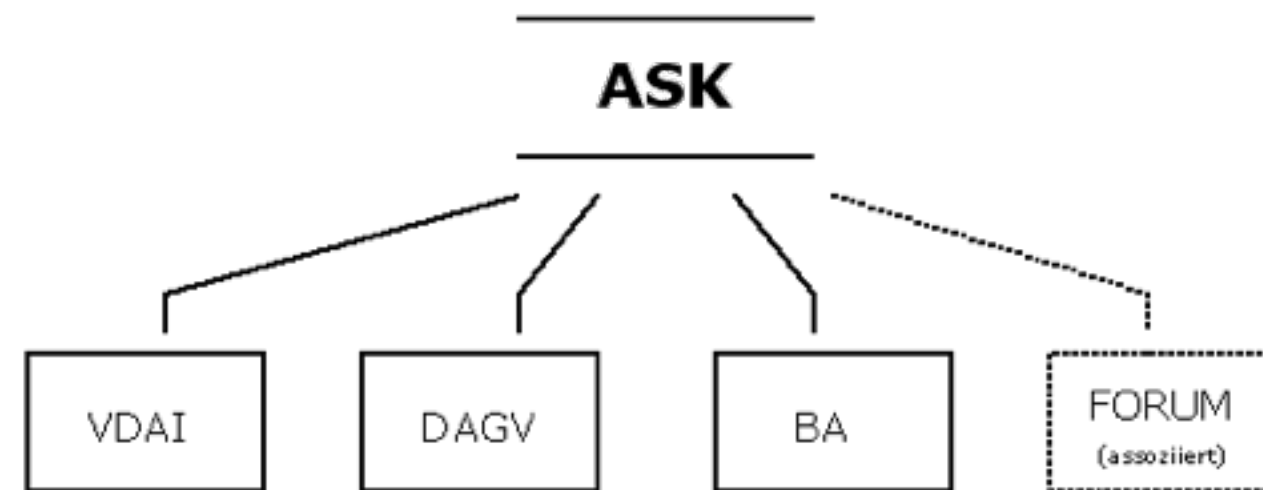


Activision: River Raid, 1982

# Automaten Selbstkontrolle

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

Die **ASK** bewertet nur münzbetätigte Bildschirmspielgeräte, die gewerblich 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).



Lover Boy, ca. 1982



# Krise der Videospiegel-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.)

