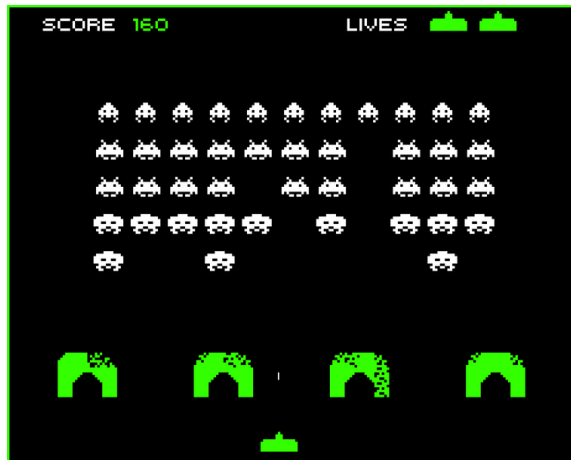


*Space Invaders* is a 1978 fixed shooter arcade game designed by Tomohiro Nishikado while working for Japanese company Taiko. It was one of the first major video games released that was not a *Pong* clone, and was highly successful as a result. It spawned many clones of its own, and grew to be so popular that a pervasive rumour spread that parts of Japan were

entirely lacking in 100 yen coins because they had all been spent on the game.



Gameplay is simple - the player controls a spaceship's movement left and right across the bottom of the screen, shooting upwards at ever advancing waves of aliens. The aliens shoot back, threatening the ship and the four destroyable objects between them and the ship. The player must destroy all the aliens by shooting them before they reach the bottom of the screen or the ship is hit too many times.

*Pepsi Invaders* was one of the earliest advertising games. A direct reskin of the original console release for the Atari 2600, it had a non commercial release of only 125 cartridges. Coca-Cola had the game produced to advertise themselves, the player taking the role of a pepsi themed ship that must shoot down the letters of the word "Pepsi" as well as the Pepsi logo. The game's limited release has made it an elusive collector's item, and it marked the beginning of a long line of games adapted to market a product.

