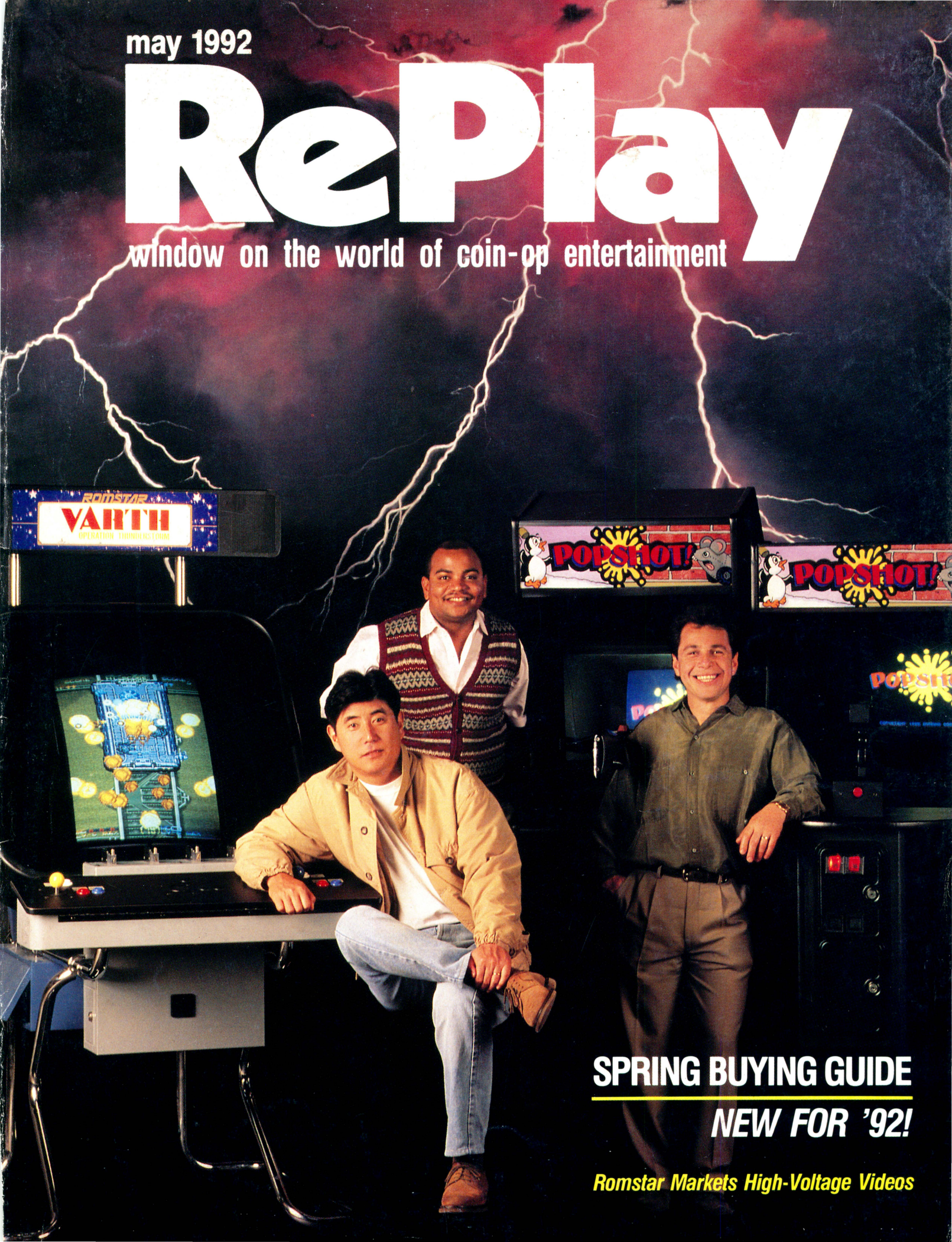
may 1992

RePlay

window on the world of coin-op entertainment



SPRING BUYING GUIDE

NEW FOR '92!

Romstar Markets High-Voltage Videos

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HOT OFF THE PRESS!

THE VLT BEAT — In **Illinois,** House Democrats have introduced a pro-operator VLT bill giving 20% of earnings to the state, and 80% to private enterprise. The bill's been assigned to the Revenue Committee, an encouraging sign although there's no firm hearing date yet. Senate Republicans have a similar bill in the hopper. Tradesters are writing support letters, stressing that four Illinois firms make actual VLT machines and close to 100 Illinois firms make parts, supplies and/or components, so video lottery would be "pro-jobs" as well as "pro-revenue." This from ICMOA's **Adonna Jerman.** By the way, last month's Chicago flood didn't affect AMOA headquarters, but it largely "drowned out" **Mayor Daley's** "casino by Lake Michigan" idea, at least for a while . . . **Mississippi** citizens will have a referendum this November on "regular" lottery, but the legislature has "killed" operator-backed VLT legislation, according to veteran op **John Bell.** He added that the state Senate has refused to consider a House-backed measure to tax gray area machines. The new governor is 100% against taxes and/or gambling of any kind . . . An operator-backed bill was favorably reported out of the House in **Missouri** and tradesters there are hopeful for continued progress . . . **Montana's** legal VLT market now permits different variations of video poker on a single machine. The first such model was approved Feb. 21. IGT and Big Ten Electronics both have such units and "the trend seems to be taking off like wildfire" among other VLT factories, said state gambling officials . . . An operator-backed VLT bill moved to the **Tennessee** Senate floor (with recommendations for passage from the revenue committee) on April 21. Bill would put VLT under Revenue Dept. control and give 17% of earnings to the state. AMOT exec director **Sharron Johnson** was hoping for a vote in both House and Senate during the session's final hours. "We're real close!" she said.

MEXEL CAME THROUGH — Underground pipeline explosions tore up large sections of Guadalajara, Mexico on April 22. The city is headquarters for Mexel, the route/arcade operator and Nintendo's manufacturer/dealer down there. We reached president **Jacob Shemaria** by phone the next day and he reported: "We had to evacuate yesterday, but today we are back and thank God everyone here is safe. Our office and plant is unharmed, too. Tragically, we did have one employee whose father died and some others had to sleep away from their homes last night, but by tomorrow we hope to getting back to something like normal. None of our arcades seems to have been damaged. One arcade was in a questionable area and we were worried at first, but it seems okay. However, many street locations we served simply fell down. We think — that is, we hope — the worst is over." Amen to that and good luck, Jacob!

SUPER MARIO BROS. PIN — Premier Technology has now released its latest Gottlieb pin, and it's a beauty: ***Super Mario Bros.,*** starring those world-famous plumbers Mario and Luigi! (They're licensed from Nintendo.) For the first time, a Premier flipper features a dot-matrix animation display on the backboard. The powerful new sound system is also new.

CLINT SHOCKEY DEAD AT 65 — One of the trade's most colorful people died April 7 while vacationing with his wife Joan in Florida. Services and burial took place days afterward in the Edgewood, Kent. (a Cincinnati suburb) where the Shockeys made their home. Clint Shockey joined the industry around 1959 when he was hired as a salesman by Royal Distributing's founder **Joe Westerhaus Sr.** According to son (and present owner) **Joe Jr.,** Shockey was "born to sell and was an absolute natural for a distribution company. Selling was his passion."

Shockey left Royal to work for Seeburg distributor **Al Gitlitz** in Columbus, then moved to Rowe/Whippany where he held an executive sales position under then-president **Joe Barton.** After a second stint at Royal in the mid-'70s, he joined up with **Si Redd** at Sircoma (which became IGT) in Reno, eventually moved to Lucky Coin in Nashville and before he died, ran an operation in the metro Cincy area with his oldest son **Chris.** May he rest in peace.

CANNES YOU TOP THIS? — Atari Games factory execs & international distributor reps are enjoying the fruits of the French Riviera as they join in celebration of the company's 20th anniversary in the video game business (which also marks the 20th anny of the coin-op video itself, since they started the ball rolling with *Pong).* The glitzy affair began April 29 and concludes May 4. Besides the business meeting at the Carlton Hotel in Cannes, beaucoup social highlights were on the agenda to say thanks to the distributors for a job well done. Photo coverage arrives in the next issue.

RePlay

the Players' Choice

MAY 1992

TOP GAMES NOW IN OPERATION, BASED ON EARNINGS-OPINION POLL OF OPERATORS

best upright videos

		MODEL/MANUFACTURER	RATING	DIST.
■	1	**ST. FTR. II: CHAMP. ED. (Capcom) (1)**	**9.63**	**43%**
■	2	TERMINATOR 2 (Midway) (6)	9.33	69%
	3	SUNSET RIDERS+ (Konami) (7)	7.75	53%
■	4	CAPTAIN AMERICA+ (Data East) (7)	7.68	67%
■	5	SUPER HIGH IMPACT (Midway) (7)	7.57	45%
■	6	DOUBLE AXLE★ (Taito) (7)	7.57	35%
	7	INDY HEAT (Leland) (9)	7.25	23%
	8	SPACE GUN (Taito) (17)	7.22	19%
■	9	STEEL GUNNER+ (Namco) (10)	7.11	16%
■	10	CAPTAIN COMMANDO (Capcom) (4)	7.00	26%

+ indicates game was produced in both dedicated & software forms
★ indicates game was also produced in deluxe form

best deluxe videos

(sitdowns, cockpits, arcade attractions)

■	1	**X-MEN (Konami) (1)**	**9.03**	**26%**
■	2	STEEL TALONS (Atari) (8)	8.92	32%
■	3	ROAD RIOT+ (Atari) (10)	8.46	40%
■	4	FINAL LAP 2 (Namco) (12)	8.36	21%
	5	RACE DRIVIN'★ (Atari) (19)	8.32	54%
	6	HARD DRIVIN'★ (Atari) (38)	7.94	40%
	7	GALAXY FORCE (Sega) (22)	7.74	16%
■	8	MAD DOG+ (Betson/ALG) (10)	7.74	16%
	9	CISCO HEAT★ (Jaleco) (10)	7.53	13%
	10	FINAL LAP (Atari) (38)	7.40	29%

+ indicates game was produced in both dedicated & software forms
★ indicates game was also produced in deluxe form

best video software

		MODEL/MANUFACTURER	RATING	DIST.
	1	**STREET FIGHTER II [H] (Capcom) (14)**	**9.27**	**95%**
■	2	RELIEF PITCHER [H] (Atari) (1)	9.00	5%
■	3	TOTAL CARNAGE [H] (Midway) (1)	8.44	15%
■	4	FATAL FURY [S] (SNK) (4)	8.09	69%
■	5	RIM ROCKIN' B-BALL [H] (Strata) (4)	8.00	28%
■	6	KNIGHTS OF ROUND [H] (Capcom) (2)	7.88	27%
■	7	WRESTLEFEST [H] (Technos) (8)	7.82	74%
■	8	MUTATION NATION [S] (SNK) (2)	7.58	21%
	9	RAIDEN [V] (Fabtek) (21)	7.40	43%
■	10	TURTLES II [H] (Konami) (3)	7.31	38%
■	11	KING OF DRAGONS [S] (Romstar) (5)	7.23	19%
■	12	SUPER BASEBALL 2020 [S] (SNK) (8)	7.15	39%
	13	CLUTCH HITTER [H] (Sega) (11)	6.88	41%
■	14	FOOTBALL FRENZY [S] (SNK) (4)	6.81	27%
■	15	ROBO ARMY [S] (SNK) (5)	6.75	21%
■	16	BASEBALL STARS 2 [S] (SNK) (1)	6.75	14%
	17	OFF ROAD TRAK PAK [R] (Leland (22)	6.73	44%
	18	FINAL FIGHT [H] (Capcom) (27)	6.69	86%
■	19	VENDETTA [H] (Konami) (8)	6.67	31%
	20	HIGH IMPACT [H] (Williams) (15)	6.56	52%

[H] horizontal [V] vertical [S] system [R] retrofit

top pinballs

■	1	**ADDAMS FAMILY (Midway) (3)**	**9.48**	**63%**
■	2	GETAWAY (Williams) (1)	9.48	31%
	3	TERMINATOR 2 (Williams) (10)	9.24	84%
■	4	HOOK (Data East) (2)	8.94	31%
	5	BATMAN (Data East) (8)	8.17	30%
■	6	STAR TREK (Data East) (5)	8.13	45%
	7	THE MACHINE (Williams) (13)	8.10	51%
■	8	SURF 'N SAFARI (Gottlieb/Premier) (5)	8.08	12%
	9	FUN HOUSE (Williams) (17)	8.04	79%
■	10	HURRICANE (Williams) (3)	7.95	39%

■ *available brand new at certain distributors; number following brand shows months on chart including this one.*

RATING: *Operators were mailed "ballot sheets" listing games in active operation in U.S. locations and game centers and asked to "rate" the earning performance of each on the "1 to 10" measure: 10 for "power-house earnings," 9 for "excellent," 8 for "very good game," 7 for "good game," 6 for "decent game," 5 for "just average," 4 for "below average," etc. The written votes were tallied up and divided by the actual number of times the specific game was rated. Hence, the decimal points.*

DIST.: *The percentage of the surveyed arcade and street location operators who have the item on location. No upright videos rated by less than 10% of these operators appear on the Upright Videos chart, but promising new items appear under Best New Videos.*

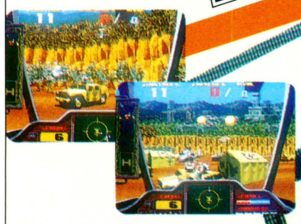
32

SYSTEM

SYSTEM 32 SERIES

Start Rescue Operations! Take Off in Your Jet Battle Helicopter for Action!

AIR RESCUE



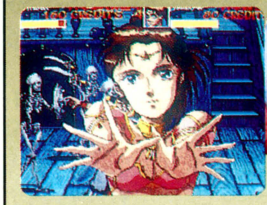
The objective of the special rescue team, Air Rescue, is to use the jet battle helicopter to avoid enemy fire and bring all the captives back to safety.

The exciting, realistic movements of the helicopter, including 360 degree turns, are possible because it utilizes System 32.
From the moment one enters the cockpit, they come face-to-face with extremely authentic scenes, for a totally captivating experience. Since the Air Rescue is equipped with a communications function, two-player simultaneous games are also possible.

SPECIFICATIONS	
● Outer Dimensions (cm) : 148 (W) × 186 (D) × 160 (H)	● Weight : 330 kg

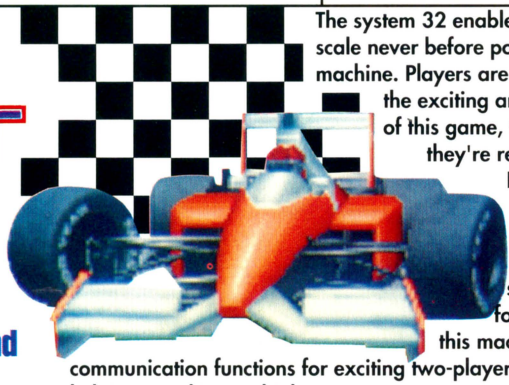
Arabian Fight

From India to Arabia, super action from four warriors in pursuit of the evil wizard king.



- Beautiful and attractive animation characters that completely outdo conventional games.
- A zoom function that is used frequently for a realistic image with a feeling of depth. Continuous action that's powerful enough to take your breath away.
- Smoother movement than ever, thanks to the System 32. Mysterious representation of the various characters' magic spells.
- From India to Arabia, seven mysterious stages of super action.
- Four-player simultaneous play (players can even join partway through the game).

F1 EXHAUST NOTE



This is a big machine without equal. The exciting, realistic sound allows this F1 racer to give players the thrill of their lives!

The system 32 enables precision and scale never before possible in a racing machine. Players are so fascinated by the exciting and realistic sound of this game, that they feel like they're really in the race.

Not only that, this game lets players use advanced racing techniques like out-in-out, slow-in fast-out, and slipstream, while at the same time being interesting for beginners. In addition, this machine is equipped with communication functions for exciting two-player simultaneous races, thus helping to achieve a high income.

SPECIFICATIONS	● Outer Dimensions (cm) : 122.5 (W) × 170 (D) × 178 (H) ● Weight : 298 kg ● Power Supply : AC100V 300W

Fun-filled competition with this simple, 2-player machine.

SPEED SHOT

How to Operate

Using the Light Mark Control, bring your light mark up to the ball and press the button to kick it. To return the opponent's ball when it is shot at your goal, light up the goalkeeper's lamp and press the button. This soccer-type game allows you to compete by scoring points within a limited time. SPEED SHOT appeals to a wide spectrum of patrons with an innovative mechanism that enables relentless competition, which means a high rate of repeat customers and long-term, steady income.

A Thrilling And Speedy Game

The Light Mark Control system provides excitement and speed not found with conventional equipment. Well-Built And Maintenance Free Features such as solenoid adjustments made without opening the cover, machine data checked by L.C. display, eye-catching illumination, and ultra realistic sound make the SPEED SHOT appropriate at any location.

A New Machine That Ensures Stable Earnings

SPECIFICATIONS	● Outer Dimensions (cm) : 115 (W) × 180 (D) × 108 (H) ● Weight : 180 kg ● Power Supply : AC100V 190W

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COVER

The high-energy folks at Romstar say they're "electrified" by the quality of two new video games. 'Varth' is a futuristic jet fighter shooting game licensed from Capcom; it includes a brief "guest appearance" by one of the characters from 'Street Fighter II.' Romstar says the game's got tremendous depth and variety.

Romstar is also the marketing team for 'PopShot!,' a video shooting gallery sold as kit or retrofit. Developed by an intriguing new game design house called K.M. Disney, 'PopShot!' is a Dynamo Corp. product. From left are Romstar prexy Takahito Yasuki, sales pro Tim Jackson and VP Rene Lopez.

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EDITORIAL

Business is picking up for coin-op. At the same time, recovery is finally peeking through for the rest of the economy. Operators, noting a rise in cashbox returns, now find themselves in a position to invest in new equipment. . . and they're doing just that. Sales are trending up. Please notice the order of events here! First the overall economy improves; next, cashboxes are fuller; then (and only then) can operators spend more on product. Recovery in the general economy happens first!

This comes as news to some folks. All through the 1990-91 recession, certain tradesters claimed our industry could pull itself up by its own bootstraps. Operators, we were told, could end the "soft market" by spending money they didn't have. These voices seemed to be saying stingy operators were to blame for the industry's troubles. Now we know better.

Good operators spent the hard times (which aren't completely over yet, by the way) keeping debt down, working hard to create new appeal with leagues, redemption and music, and doing some painful restructuring. "Restructuring" is a fancy word that sometimes meant laying off good people that operators had employed for years. Sometimes it meant letting go of locations that "used to be good," but weren't any more. Often, restructuring meant buying equipment that was actually turning a strong profit. . . not just the stuff that got all the hype. Let's hope these healthy business habits remain with operators for a long time. If so, they'll keep the better operators on a solid business footing as they cautiously look toward expansion and more machine buying.

Even with today's fuller cashboxes, however, experts do not expect operators to return quickly to the "boom times" and huge sales of previous years. Like the rest of the economy, coin-op's recovery will probably be very slow and gradual. Also like the rest of the economy, we have some built-in problems that won't be fixed by a return of good times. Like what? "A long-term decline in operator buying power," according to AAMA President Bill Rickett. Take your pick of possible solutions: dollar coins, new technology, better marketing, video lottery, more and better outside financing. They key is to realize that increased sales and earnings are not, in themselves, the solution to coin-op's long-term challenges. Good times simply give us an opportunity to tackle those challenges.

— Marcus Webb

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INSIDE

MAY 1992

SPECIAL ARTICLES

SMILES ON THE STREET

Things are looking up for street operators around the USA. According to our latest poll, earnings are better for many. The long-sluggish street sector plans to buy more equipment this spring and summer . . . . . pg. 57

SPRING BUYING GUIDE

Nearly every new product on the market since January is shown in our latest equipment catalog. Browse through and jog your memory as you make up your shopping list to spruce up that route or arcade . . . . . pg. 75

MUSIC MUSINGS

One-stop owner Terry Hopple (Music Operators Service) says record labels may be more likely to get a number one hit when they release songs on 45s, as well as CD and cassette. Food for thought . . . . pg. 119

DEALERS' OPEN HOUSES

The post-ACME "distributor show season" was a big success. From New York to California, dealers packed 'em in for new product displays and industry hospitality. Many distribs said attendance was the best ever. Brother, we believe it! Several reports, beginning on . . . . . pg. 124

REGULAR FEATURES

BIG TICKET 122
BUYERS' BULLETIN 167
COVER STORY 143
DATEBOOK 166
FRANK TALK 111
GRAPEVINE 161
JAPANESE CHART 156
LEGAL QUESTIONS 104
NEWS DIGEST 13
NEW PRODUCTS 158
ON YOUR MARK 26
TODD ON TARGET 155
TOURNAMENT NEWS 137
VIEWPOINTS 10
VITAL TITLES 118

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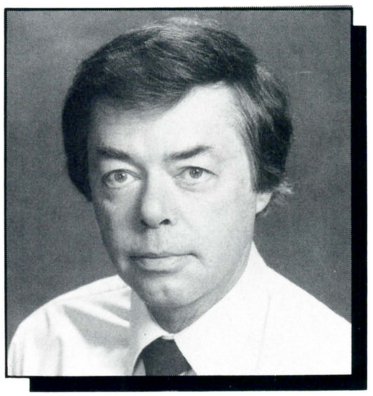

Over the course of our industry's history, it hasn't been unusual for operators to "buy" certain machines from a distributor for no more than a signature and then pay for them out of cash box earnings. Lately, we've learned that Capcom (and possibly one or two others) have offered some machines to operators on what's called a "revenue sharing" basis (no money down, but the operator pays a fixed percentage of collections back to the factory). This is a common practice in the motion picture industry, but a different situation in the coin amusement business. It has also been difficult for us to get all the details from the involved parties, so the "question marks" have some people (like a few AMOA heavyweights) fearful of what's going on.

I still remember doing an operator survey years ago when one fellow pencilled something like this on his questionnaire: "Why don't the factories let us have the machines with no money down and share in the collections if they think their games are so great?" Well, it looks like exactly that has been happening in some instances. Since all the details haven't been secured, fears of a "Japanese intrusion" into American street routes, along with thoughts that selected operators are getting "first dibs" on demand equipment, have come up.

Right now, this is merely another news story, albeit one we're having difficulty nailing down completely. There is no "awful issue" brewing yet. The way revenue-sharing has been described to us seems perfectly legal on its face. And it's not as if Capcom "owns" these routes, although it's common practice for Japanese factories to own routes in Japan and even arcade chains over here. It's just a different way to do business . . . one that might simply stop right where it's at now, or (as things could always go) expand to include other operators and other factories.

Almost anything new in this business gets alarming looks at first. Our editor Marcus Webb has been working hard to gather information from concerned parties. If anybody decides to go "on the record," we'll be happy to accommodate them. Meanwhile, let's not prejudge anything until all the facts are in.

— Ed Adlum

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VIEWPOINTS

ALTERNATIVE TO DOLLAR COIN?

RePlay:

In regards to the dollar coin, I think we should abandon that project and press the video game manufacturers to program new videos with the same pricing as pinball games. The rise in price per play on pins met little or no resistance from our customers and I feel it would be the same for videos. This move would require no change in equipment (i.e. bill changers, coin counters, etc.) and would be a uniform move throughout the industry.

David Snyder
Leisure Time Sports
El Cajon, California

SILVER LINING HAS A CLOUD

Dear RePlay:

The activity going on with *Street Fighter II: Champion Edition* is the wildest in my eleven years in this business. I mean, this one game can set me up nicely right now, provided I can get enough of them to fill my demand. There's the problem. They're so hard to get. I admit shopping around the country but the story's the same all over. Now I hear some distributors whoring the product. . . selling to a newcomer in big numbers for big cash who ends up trying to bump my spots. That sort of thing.

Look, this is the biggest thing probably since *Pac-Man.* I think Capcom could have done this with a chip change, but hey, here it is and we all need it. But they really have a control over this market. Anyway, thought you'd like to know that when "the next big hit" finally came out, a lot of the baggage this industry is famous for came back out with it including my list of screaming locations looking for the game or they threaten to get someone else who will.

Anonymous Operator

ON A POSITIVE NOTE

Dear RePlay:

This industry is as healthy as it has ever been thanks to some great new video games and an improved economy. We all have a lot to be thankful to God for. 1992 should be a "get well" year for many operators.

Charlie Mack
Mack Vending Company
Corpus Christi, Texas

[Charlie: such a welcome note you sent! We're feeling the same kind of thing coming back from the field. In a premature look into the surveys that went into the street operator poll inside, it looks like around 40% of the operators feel business has improved (most of the others merely say it's about the same). Maybe 1992 will be that "get well" year for many. ed.]

DO YOU OPERATE A CLEAN MACHINE?

RePlay:

We are pinball specialists and I personally feel that some of the vendors are crazy, taking such poor care of their equipment. That's one of the reasons we opened Flippers. As a long-time pinball nut, I couldn't stand dirty equipment I saw everywhere.

If you were in any other business, you wouldn't keep your equipment in that bad of shape. The operators complain about collections. But what have they done to make their machines more appealing? Ours are cleaned and waxed every month and new machines come in every week.

John Van Dellan
Flippers
Jenison, Michigan

[to our readers: Flippers is either the most unusual game retail store or the most unusual arcade you'll ever run into. The place is first and foremost a retail store selling new and used pinball machines to anyone (homeowners, operators, anyone). But, John also allows people to come in to play the machines and they have to plug the coins in. So in that sense, it's also a game arcade. At present, they have 27 pins on the floor and around 25 video games. They are current with their flipper titles (Getaway is a recent addition) and actually fax earnings reports to some distributors on new pins. As we said, unusual! ed.]

INFORMATION EXCHANGE

Eddie:

The spring show in San Antonio this year was somewhat disappointing to me as there wasn't enough of a variety of videos in both dedicated and kit form. Although *Street Fighter II: Champion Edition* is a winner, availability is slow and prices vary dramatically from one distributor to another. Street location pieces are scarce and arcade equipment like *X-Men* are oversized for me. I think more interplay between operator and manufacturer would help.

Don Singer
Southern Desert Vending
Las Vegas

[Don: funny, but the two games you mention seem to be all anyone's talking about these days. And yes, availability is slow, harking back to those old demand days of Asteroids. *Funny also, many people who went to the San Antonio show thought there was little good new video. I had the opposite opinion, but maybe that's why I do this and you do that. ed.]*

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NEWS DIGEST

SUPER SALES & EARNINGS FOR ACME HITS

In late March and throughout April, the hits of ACME were becoming sales superstars at distributorships around the country. Dealers said operators were "standing on the sidewalks waiting for delivery" of mega-earners like Capcom's *Street Fighter II Champion Edition* and Konami's *X-Men.* Operators sent *RePlay* earnings reports that showed the games living up to (very high) earnings expectations. The only problem, which always happens with "demand" product, was filling orders as fast as everybody would have liked. Factories said they were spreading the supplies out as evenly and quickly as possible.

"Right now we are building just the six-player version of *X-Men* and will continue doing that until probably mid-May," Konami's Steve Kaufman said on April 21. "Demand is overriding supply at the moment, especially because it's a large, unusual cabinet. However we should be caught up very shortly. In mid-May we'll release the four-player version of *X-Men,* which we're presently testing. It's doing extremely well. If you think the six-player earnings are good, you'll be equally impressed with the four-player earnings!" Shipping in late April was another licensed game from Konami, *G.I. Joe.* The attractively-priced, four-player horizontal kit also tested "very nicely," said Steve. By the way, Konami's *Turtles in Time* is still selling, mostly in kit versions.

Meantime, some great redemption product from ACME is also scoring orders. We have some reports on various redemption pieces in this issue and will have more next month. Check out distributors' successful open houses starting on **page 124.**

ACME '93 CHANGES TO WEEKEND DATES

ACME show committee chairman **Bill Cravens** (Leprechaun) advised that their 1993 expo dates have been changed to run Thursday March 11 through Saturday March 13 and that exhibits will show forth at the Sands Expo and Convention Center. The show was originally to take place at the Las Vegas Convention Center March 9-11. Said Cravens: "The original Tuesday through Thursday dates made available to us were always of great concern and we told that to the Las Vegas Convention & Visitors Authority and to the Hilton Hotel saying it was in the best interests of the industry to get either Thursday-Saturday or Friday-Sunday dates. "We hoped another group would cancel or move somewhere and our persistence paid off, and not a moment too soon," he continued. "We're delighted to be back at the Sands. You'll recall that the 1991 ACME took place there and was one of our most successful. Being in that one hall with virtually column-free space is an ideal situation for our exhibitors," he added. (Many of the exhibitors in Texas "strongly" requested the change to build the show around the weekend, encouraging more operator attendance.) Said AAMA prexy **Bill Rickett:** "We listened and took action! Las Vegas likes our business and they pulled out all the stops in order to move existing business to accommodate our need for weekend dates." Bill said show managers Bill Glasgow, Inc. and the Vegas convention bureau also helped pull off the change. For more information, call show management at 708/333-9292.

TAXES IN FLA. & CALIF. STILL WORRISOME

After passing a crippling gross receipts tax last on coin-op amusements last year, **Florida** lawmakers tried to pass yet another tax this year. Fortunately, operators defeated it. At presstime, more maneuvering was expected during an upcoming special session of the legislature, possibly involving a trade-off that gets rid of last year's gross receipts tax in lieu of a per-machine license fee. . . A devastating sales tax on coin-op amusements in **California** has apparently been put on hold, for the moment, thanks to quick action by individual operators, plus CCMA & AAC. But tradesters say this same tax (or something like it) is dead sure to pop up again any time. Operator **Fred Gillman** provided lawmakers — and the trade — with a terrifying picture of industry suffering, if such a tax passes. See story on **page 39.**

JAPAN & U.S. ROUTES:

Capcom USA has released a brief statement about its involvement in U.S. street routes. The firm's president **George Nakayama** said Capcom has created "revenue-sharing ventures" with certain operators, in order to ensure a flow of fresh product and increase profits for troubled U.S. street sectors. Lots of questions remain unanswered: which other Japanese firms have similar arrangements? How many total operators, cities, routes and games are involved? What are the precise details of contract agreements, and how do they work? Is Japanese involvement in U.S. routes growing? As stated last issue, AMOA and AAMA are jointly looking into the subject, but it's a politically delicate issue and nobody who knows the facts seems very anxious to talk about it. Read the full text of Capcom's statement on **page 34.**

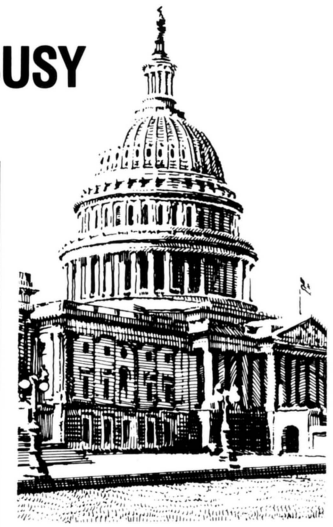
KOREAN COPYBOARD ARTISTS

The Korean crackdown on illegal counterfeit videos is continuing. Police in Seoul arrested four tradesters for copyright violations on Feb. 22. Suspects were accused of manufacturing and selling a large number of phony Capcom *Street Fighter II* PCBs. Sources said the group was making 100 boards a day, selling them in Korea and abroad. The move follows the arrest of 14 counterfeit makers and dealers last January. Capcom Japan said it would keep after counterfeiters until the problem disappeared. This from Japan's *Game Machine Magazine.*

ULTRA HI-TECH SEGA JAPAN

Sega USA has long been known for top-quality deluxe simulators, but Japan's *Game Machine Magazine* says Sega's home office in Tokyo is taking an even bigger leap into hi-tech this summer. The firm showed a virtual reality (VR) cockpit simulator at the AOU (Japanese operators) show earlier this year. That was followed by a March 27 press conference demo of a 36-inch "Widevision" monitor that's nearly twice as wide as it is high. Coming Sega hardware will run two monitors with a single PCB that can throw 16 million different pixel colors on the screen, resulting in images four times more detailed than current 32-bit product. Sega managing director **Hisashi Suzuki** said the new technology would allow Sega to start making new types of video games, starting with a Formula 1 racer which will be released in Japan this July. Based on this and stories we've seen out of Europe, it seems that coin-op in Japan and Great Britain are both preparing for a 21st century industry where large, expensive, ultra-realistic simulators are "normal equipment."

TRADE PLANS BUSY D.C. TRIP



Dollar coins and fiberoptics are the big issues as AMOA and AAMA coordinate their lobbying trips to Washington, D.C. next month. Tradesters arrive in the Nation's Capital on Sunday, June 7 for a "first-timers briefing" and welcome party. Monday, June 8 sees a full day of congressional speakers (Sen. Domenici, Rep. Hyde, Rep. Lantos and more), plus AAMA's board meeting and annual dinner. On Tuesday, June 8, tradesters have individual appointments on Capitol Hill with members of Congress, followed by a gala reception featuring coin-op tournaments, games and good times. Wednesday, June 10 is AAMA's "fun day" including a tour of George Washington's home and a cook-out at the FBI Academy. Inside this issue, see our stories on trip logistics, dollar coin prospects, and fiber-optic developments. Section begins on **page 29.**

NORTHEAST OPS SHOW ON TAP

The Northeast Regional Trade Show (co-sponsored by AMOA of N.J., AMOA of N.Y., and the NYSCMA) runs May 29-31 at the Westchester Marriott in Tarrytown, N.Y. (Friday-Sunday). This is the third combined convention and equipment exhibition for the three groups and is once again coordinated by **Frank Seninsky** of Alpha-Omega (who is also AMOA-NJ's prexy) with co-support of other association leaders.

Exhibits will display products and services in spacious rooms surrounding the hotel's indoor heated swimming pool. There's no registration charge to attend, so bring the family (a record number of exhibitors & attendees is expected, according to Seninsky). Saturday's free seminar program will boast four outstanding speakers. **Steve (Papa) Epstein** of the Broadway Arcade will discuss the practical approach to leagues and promotions on pinballs and other games. **Bob Mills** of Arachnid will focus on dart leagues. **John Margold** of Betson will map out redemption marketing and merchandising strategies. And **Ralph Schectman** of Prime One-Stop will talk about jukebox record programming.

Sunday's seminar program is devoted entirely to the situation with VLT in New York & New Jersey. Says convention literature: "Video lottery is coming! Forget about myths and rumors. Attend this seminar for the latest updates." Also on the educational side, technical "professor" **Randy Fromm** will conduct his "3 Day Technical Seminar." This $400 session will be free to all members of the three sponsoring organizations as well as to their employees. Space is limited. For more Northeast convention info, call **Karen Nagel** at 908/287-4990.

GRAY AREA OPS CAN LOSE THEIR SHIRTS

When Uncle Sam decides to crack down on illegal gambling, operators of gray area games could (without any trial or conviction) lose their trucks, buildings, equipment and other business assets . . . just like suspected drug dealers. This happened to two Georgia businessmen when FBI agents said they were using their Huddle House restaurant to "launder" illegal earnings from an electronic gambling machine on site. In plain English, that means they paid off winners from the cash register, and put gambling machine earnings into the cash register. The FBI arrested a co-owner of the restaurant in July 1991 and a criminal case is pending. Then, using civil asset forfeiture laws (RICO), G-men seized the restaurant itself in April 1992 and now a civil case is pending, too. This from the *Atlanta Constitution.* (Thanks to Sega's John Hill for passing the story along.)

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ASSN. SUMMITEERS SMILE

Shakers & movers at the industry's top level held a "summit" meeting during the recent ACME show in San Antonio and were all smiles for the photographer. However, internal concerns ran deeper: manufacturer reps are worried about copy games in the U.S. while operator reps were puzzling in their heads over future prospects of Japanese game makers possibly buying into U.S. street routes. In the photo from left: Namco's **Shunji Iki** and **Masaya Nakamura,** AAMA's **Bill Rickett,** AMOA's **Gene Urso** and **John Schumacher,** AAMA's **Bob Fay.**

PLE CANCELS COMPS

Pioneer Laser Electronics cancelled its CD compilation software program effective April 1. They went into this service (pressing pop & country hits oldies on 5" discs) over two years ago through an agreement with Diamond Time, Ltd. (international music clearinghouse). Operators subscribed to the discs on a quarterly basis. Now, in the past year, PLE says several other companies have begun producing CDs for operators, allowing the jukebox maker to concentrate solely on hardware sales. "We're confident our distributors and operators will be happy with the quality of the product they can get through one-stops and other sources," said PLE's music/video software manager **Mary Carloss.** The company will continue to ensure that current subscribers will have access to a continuous flow of new music for the next year.

NSM SPLITS LINE IN BOSTON

NSM-America now has two dealers in the Boston area: their long-time dealer **T&M Distributors** (Danielson, Conn.) and the newly-appointed **Mondial Distributing** (which has a new Boston office). NSM prexy **Rus Strahan** said T&M was among his "top superperformers" nationwide, but NSM indicated that Mondial had the German jukebox line in its three other East Coast offices and naturally wanted to rep the line in the new Boston office, as well. T&M's **Mike Riquier** was sporting about the move and said his dealership would do fine. "Sales have never been better for us," Mike added. "We emphasize after-the-sale service and have built our reputation on that."

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MEXICO CITY EXPO SET

The AAMA will sponsor the third Latin American Amusement, Music & Games Exposition in Mexico City at the Sheraton Maria Isabel. The expo runs Wednesday July 22 and Thursday July 23. Since there are only 93 exhibit booths available, it's guaranteed to be a display sellout.

Speaking of selling, in any language, that's what the Mexico show is all about . . . selling and promoting coin-op products and services in the Mexican and Latin American marketplace.

Their 1991 show attracted more than 1,500, said AAMA. Besides viewing exhibits, attendees can enjoy a seminar on the business each of the show days. Companies wishing to take exhibit space had better contact show manager **Bill Glasgow** (or one of his surrogates) now. Phone 708/333-9292, or fax 708/333-4086. Operators or others from the industry who'd like to attend can also get helpful information on hotels, registration fees, etc. from Glasgow's organization.

TELL US IT'S PHYLLIS ELLIS

Righto, that friendly voice on AAMA's phone (with a face to match) is their new executive assistant **Phyllis Ellis** (now aboard the association's Woodbridge, Va. permanent staff to fill Nancy Dudley's vacancy). Before coming to AAMA, Phyllis did government secretary work for the County of Stafford and City of Fredericksburg in Virginia. "We're excited about having her on the staff and feel she'll be a real asset to the organization," said

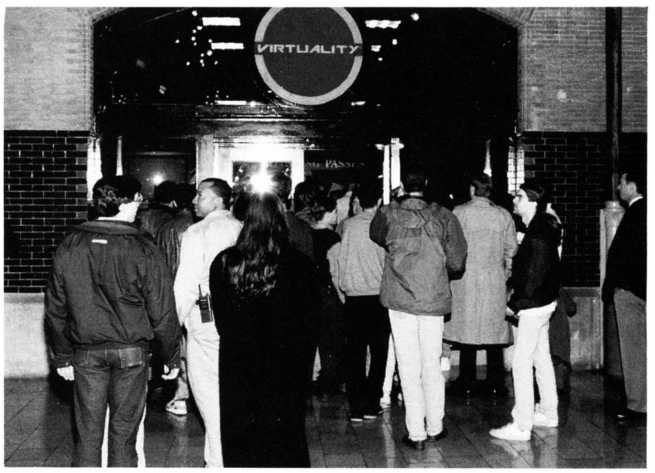
exec veep **Bob Fay.** By the way, this pretty lady is the grandmother of 8-month-oldy baby "Will."

NINTENDO SEEKS U.S. GOV'T HELP AGAINST TAIWAN COPIES

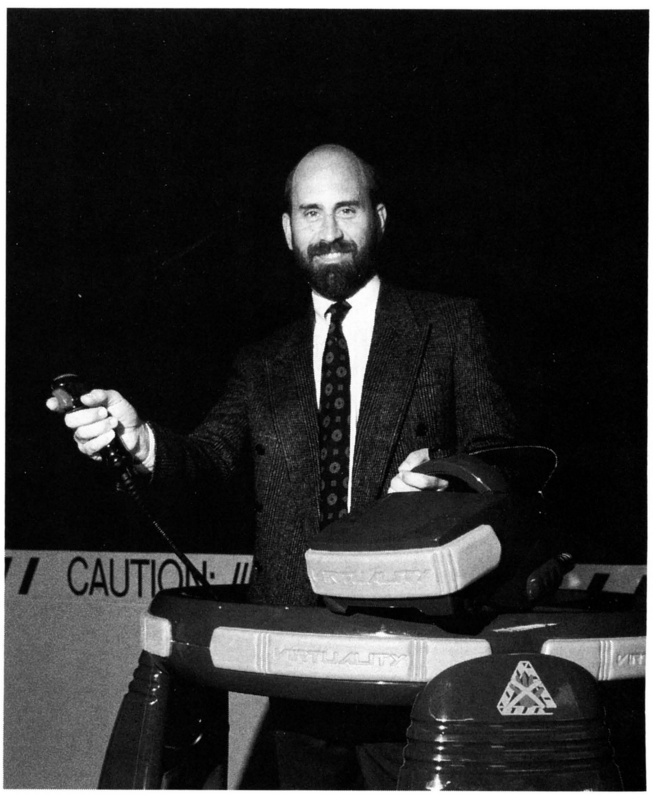
According to *Game Machine Magazine* (Osaka), sales of counterfeit home video games amounted to between 40 and 100 million cartridges in 1990 at an approximate retail value of $1.5 billion. In one more attempt to crimp that activity, Nintendo of America submitted a claim to the U.S. Trade Representative's office (USTR) on March 20, charging Taiwan's United Micro Electronics with supplying semi-conductor chips for counterfeit cartridges of Nintendo's home games.

Curiously, this was the first time that a Japanese company has sought to invoke the USTR's Section 301 which was originally adopted to protect U.S. companies from the unfair trade practices of other companies (which is probably vention, does have a copyright protection law of its own but it is not strictly enforced, *Game Machine* says. They add: "Coin-op video game manufacturers are watching the situation closely and, if Nintendo is successful, may initiate similar proceedings (with the USTR). why they did it through their American subsidiary). Curious also, Nintendo believes the Taiwan government itself holds a 30% share in United Micro. As a result, the home video maker felt the only way to proceed was to get the USTR to act on its behalf. Taiwan, which is not a signatory of the Byrne Copyright Con-

AMERICA'S 1ST VIRTUAL REALITY CENTER OPENS



Edison Bros., the St. Louis-based mega-arcade chain operators, has opened America's first dedicated **virtual reality** (VR) entertainment center. Using Union Station in St. Louis as the site, the center includes four stand-up and four sitdown VR stations. Units can be linked for player interaction and competition, too. Players wear headgear with special optics TV screens and sensors that change the computer picture according to their head movement and use of controls. The result is a true 3-D, 360 degree, real-time game experience. The VR units were created by W. Industries of Great Britain and exclusively imported to the U.S. by Edison Bros. The new center is operated by Edison's Horizon Entertainment division. Software now available for play in the St. Louis center includes a chase game on space platforms and a game where players get "inside" exo-skeletal robots and stalk each other. Other games will be offered now and then.



Andy Halliday, Horizon Entertainment prexy, shows off the* Virtuality *system.

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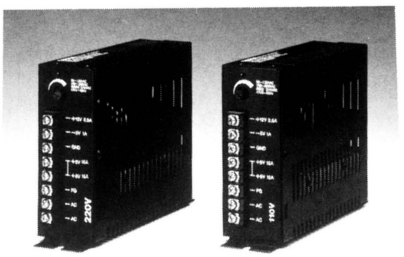

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VIDEO LOTTERY UPDATE

After a temporary setback in early April, the pro-operator video lottery bill in **Kansas** will be a very live issue indeed during a special legislative session in early May. . . In late April, the **Wisconsin** legislature was playing politics with a broad anti-gambling moratorium, despite the growing presence of Indian casinos. The moratorium (which would kill any hope for VLTs) has passed the senate and will have a hearing and (perhaps) vote the first week of May. Tradesters fear they'll be faced with Indian gaming and no chance to compete. . . **New Jersey's** VLT bill gets introduced into the new Republican legislature early this month. . . State-run VLTs in **Oregon** still had problems in April, including slower delivery of terminals than officials had hoped for. At presstime, only 3,400 VLTs were operating (the state had wanted about 10,000 in place really fast). OAMOA now has its petition on the streets to gather citizen signatures; the group needs about 66,000 signatures by July 3 to get its referendum on the ballot this fall. The

referendum would take VLTs away from the state and put them into the hands of private enterprise. (It wold also lower the state's share of the profits.) By the way, another petition (sponsored by a non-industry private citizen) is gathering many signatures for a move to recall the governor! Operators are backing that one, too, since they feel the governor "sold them out" on the VLT issue. . . Is video lottery still under consideration in **New York State?** "Not as far as we're concerned," said a spokesman for **Gov. Mario Cuomo** on April 21. The governor had "reluctantly" endorsed the idea of state-owned VLTs in late March, but video lottery was not part of the final budget agreement. However, N.Y. operators still have good backing in the legislature and from locations for an operator-run VLT bill.

ARACHNID VLT DIV. SMILES

Arachnid recently got word from both the Atlantic Lottery Corp. (ALC, Moncton, New Brunswick) and the Louisiana State Police that they successfully completed the background investigation phase of their two-phase licensing process. In the second phase, Arachnid will be submitting their *Lucky Touch* VLT to authorities for its approval as well. If and when the company successfully passes the game testing, they'll be granted licenses in both of those Canadian and U.S. jurisdictions. *Lucky Touch* is available in both an upright as well as a metal casino-styled model. The 19" monitor is standard with touch screen technology and other player-appealing options. For more information, call **Kevin McNair,** director of sales and marketing for Arachnid's Gaming Division at 815/654-0212.

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AAMA MEMBERS & UNCLE SAM SAY: RECYCLE!

AAMA is working with the U.S. Environmental Protection Agency to put a recycling message in front of millions of coin-op video game players. Attract modes of new videos will say "Recycle it, don't trash it!" and display the EPA's logo and the name of EPA Director **William Reilly.** He's seen here at left with AAMA Exec VP **Bob Fay** at an April 13 press conference, held in EPA headquarters, where current games from Atari, Fabtek and Kaneko were unveiled with the recycling message in their programming. "We're pleased to be working with the EPA on this important national issue," Bob said. "AAMA members are committed to getting this recycling message on video games and in front of the public. Within two years we anticipate the message will be on more than 100,000 games in the country." Other participating factories include Strata, Capcom, Data East, Sega, Taito and Tecmo. (By the way, factories will still put the earlier "Winners Don't Use Drugs" message in the attract mode of about half their games.) Nice going, AAMA!

COIN HANDLING MFR. GETS FAVORABLE SETTLEMENT

A Nevada federal court was the site for a recent lawsuit dealing with coin-op components sold worldwide. The plaintiff, **Asahi Seiko USA,** was and is the U.S. subsid of a leading Japanese coin handling equipment factory. They sued **Yiin Wang Industrial Co.** of Taiwan for patent infringement, claiming two of Yiin Wang's coin hoppers (models Ch-500 and DH-750) were illegal copies of Asahi products. The plaintiff also charged that Yiin Wang copied pages of Asahi's catalog for its own ads. Now the suit has been settled. A court order prohibits Yiin Wang from making, using, selling, distributing, marketing or advertising products that use Asahi Seiko's patents. Yiin Wang also can't copy Asahi's catalog, nor use any photos of Asahi's products in Yiin Wang ads. These prohibitions apply anywhere in the world. Also under the agreement, Yiin Wang destroyed its inventory of infringing products, molds, and promo materials having photos of Asahi Seiko coin dispensers. Asahi Seiko owns U.S. Patent number 4,589,433 and Re. 32,799 relating to coin counting and dispensing apparatus. It also owns corresponding patents elsewhere in the world, plus a U.S. copyright registration for its product catalog.

All Of Meltec's Games Have One Thing In Common...

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AND THAT MEANS FUN FOR ALL AGES. AFTER ALL, WHAT GOOD IS A FAMILY ENTERTAINMENT CENTER IF YOU DON'T HAVE GAMES THAT ARE ENJOYED BY EVERYONE?

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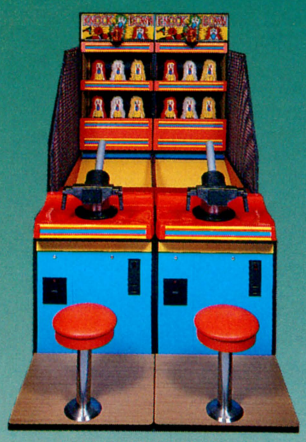

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On Your Mark...

by Marcus Webb

One of my favorite political jokes goes like this: A man in a business suit, carrying a clipboard, knocks on the door of a private home. When the homeowner answers, the man with the clipboard says: "Hello, I'm from the Gallup Poll. What do you think is America's biggest problem: ignorance or apathy?"

The homeowner replies, "Listen, pal — I don't know, and I don't care."

That homeowner is most of us . . . as citizens, and as members of the coin-op industry. Why have some states had trouble with video lottery, horrible taxes, and other profit-killing laws? Because most people can't, or won't, pay attention to industry issues. They refuse to get involved.

For years, leaders of AMOA and state associations have wondered how they could turn non-members into members . . . how they could turn passive members into activists . . . and how they could turn "loose cannons" into a unified, disciplined force. Perhaps one out of every five U.S. operators belongs to AMOA. Some of the biggest states have the smallest percentage of local operators in their associations.

"What did the association ever do for me?" asks the non-member. "I can't afford the time," claims the passive member. That's why some state association leaders secretly smile when a tax increase threatens. There's nothing like a problem to draw non-members out of the woodwork.

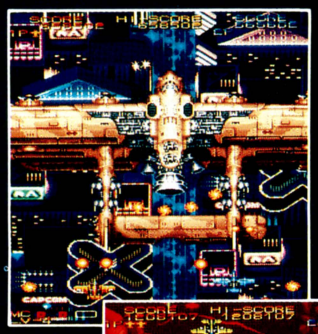
You can't really blame association leaders for feeling this way. It's a fact of human nature that most people don't change, until circumstances become so painful that they're *forced* to change.

As Ben Franklin put it, "Tuition in the school of hard knocks consists of bruises, broken bones and black eyes . . . but it's the only way some people will learn."

Now for the good news. The trade's next lobbying trip to Washington, D.C. (June 7-10) will probably be the best yet. Considering its small size, our industry has created an astonishing impact in a very short time. This year, more operators, distributors and manufacturers than ever will attend. AMOA and AAMA will present a united front, coordinating their lobbying strategy and agreeing on key issues. Many coin-op people are now real pros at chatting with representatives, senators, congressional staff, etc. Our guys and gals will be relaxed, friendly, informative, and effective in getting the industry's message across. Topping it all off, we'll probably draw a record crowd of politicians and their families to a delightful evening of fun and games, reminding Washington what we're all about.

Just one dark spot will mar this bright picture: most of you won't be there. The "old faithful" few will look around, note the mostly-familiar faces, and wonder: how can we get more people to come and participate? Maybe the has time come to schedule a national trade show and a Washington, D.C. lobbying event together. After all, it worked for the Parks Show!

The Air Battle Of The Century Has Begun.



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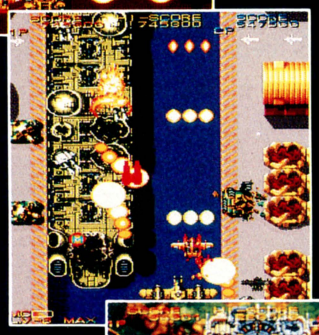

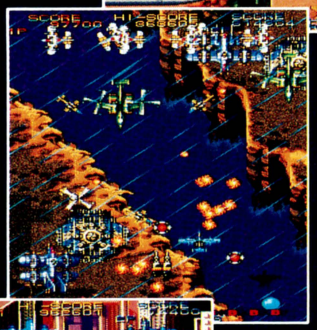

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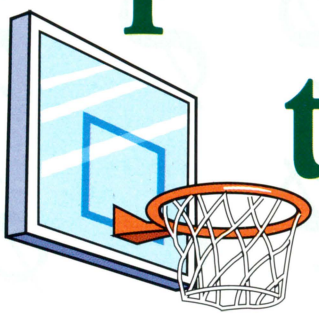

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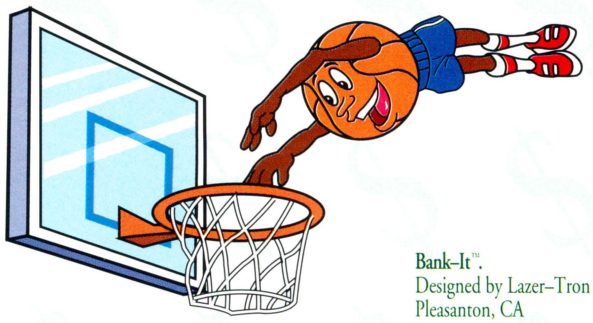

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UNITY AT LAST!

AMOA & AAMA will lobby together in Washington, D.C. on June 7-9; with parallel issue behind us, industry will speak with one voice

A rare sight will greet coin-op tradesters in Washington, D.C. next month: AMOA and AAMA working together. The two national associations will cooperate on a truly unified agenda for the first time since 1986, during the trade's annual lobbying trip to the Nation's Capital (June 7-9).

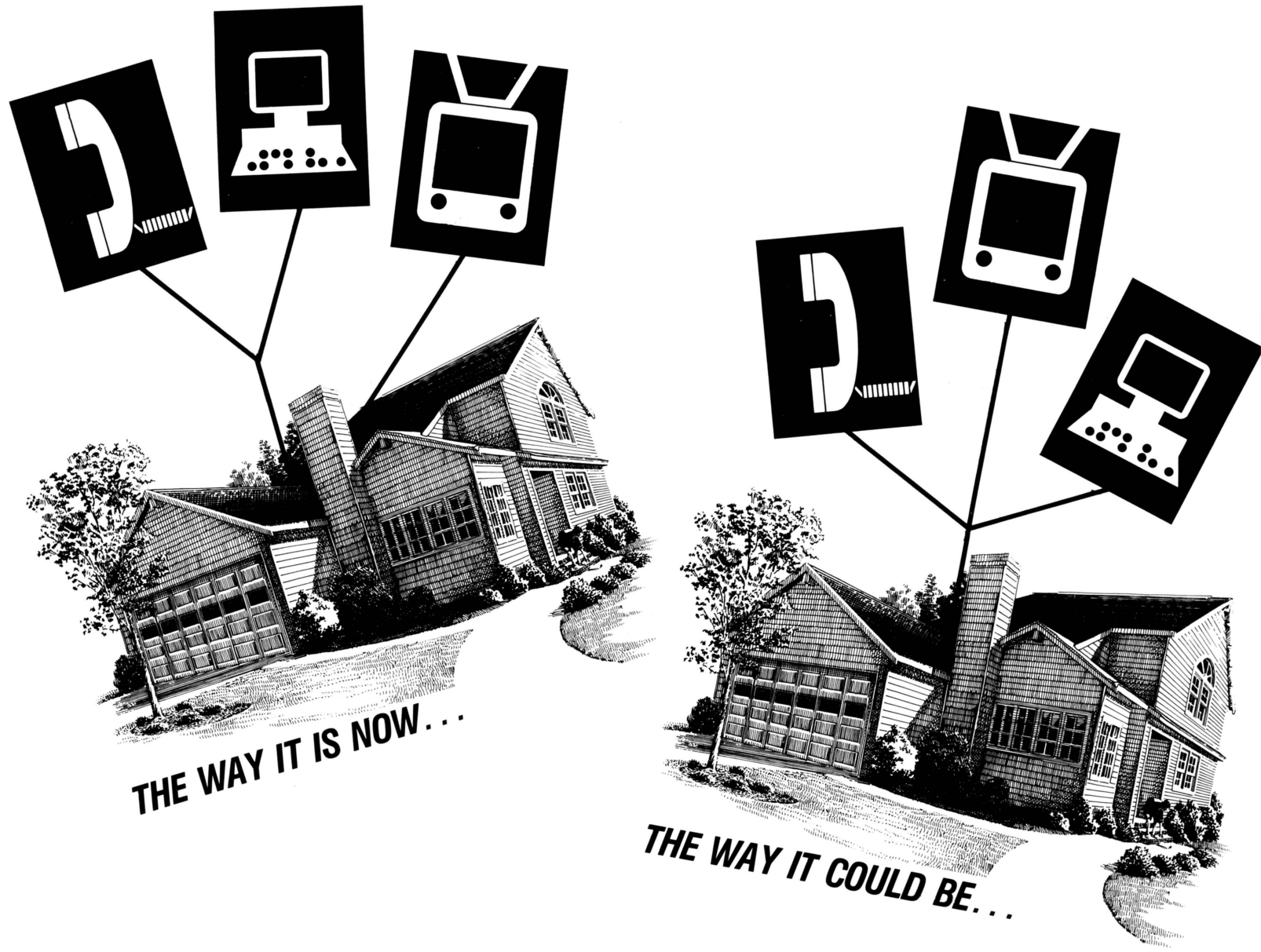
Topping coin-op's agenda are two "money" issues: dollar coins and fiberoptics. Everybody agrees that dollar coins will be good for coin-op. Everybody agrees that unregulated phone company competition (using fiberoptic cables) would be bad for coin-op. Accordingly, the coin machine trade will "speak with one voice" in Washington for the first time since the years-long argument over parallel imports.

The two groups are staying in separate hotels (AMOA at the Hyatt Regency on Capitol Hill; AAMA at The Washington Court). However, these hotels are located right across the street from each other, and both are just two blocks from the U.S. Capitol Building.

More importantly, AMOA and AAMA will work together on key events. Both groups will enjoy a "first-timers briefing" followed by a welcome reception on Sunday, June 7. AMOA and AAMA will have a joint breakfast with members of Congress on Tuesday, June 9. Later that day, they'll lobby for the same positions on key issues during individual visits with senators and representatives. That night, both associations will jointly host the traditional Congressional Reception with charity tournaments on pinball, basketball and dart games.

By the way, on Wednesday, June 10, AAMA will have a trip to Mount Vernon (George Washington's home) and to the FBI Academy in Quantico, Va.

Reservations and registration: your association should have sent you a packet last month. But if you haven't already taken care of everything by mail, you should do it now by phone. AMOA members can call AMOA directly at 800/YES-AMOA (which is 800/937-2662) for registration information. AMOA members can also obtain airline reservations and get room reservations forms faxed to them; dial 800/477-4561 to find out how. If they haven't already signed up by mail, AAMA members should notify the association of their plans to attend (that phone is 703/494-2758). AAMAers can make their own room reservations by calling The Washington Court at 800/321-3010.



DIAL 1-900-JOB LOSS

new study shows consumers like idea of fun via fiberoptics; don't let big telephone firms put coin-op out of business

Don't look now, but the American consumer really likes the idea of getting entertainment piped into his TV set over the phone lines. According to a recent study by Northern Telcom, 71% of consumers said they would pay for "entertainment on demand" — for example, movies that start whenever you want them to. Just dial up, punch in your code and presto! The movie of your choice pops onto the screen, day or night. Younger consumers (coin-op's most important customers) like this idea even better and are willing to pay more.

Market studies like this one have telephone companies drooling. Using a powerful new network of phone lines called "fiberoptic cable," the telcos will be able to provide movies, music videos and other entertainment to private homes in the next century...maybe in the next few years. If movies are on the way, can video games and music be far behind? Probably not.

That's why fiberoptic cable regulation will be one of the hot issues when coin-op does its annual Washington, D.C. lobbying trip next month. AMOA and AAMA will tell

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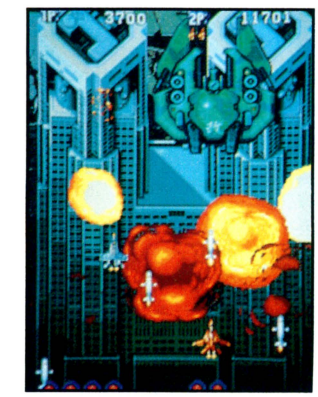

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Congress: "We're all for progress. Upgrading America's phone network and data communications ability for the 21st century is fine with us. But please, Mr. Congressman, remember I'm just a small businessman. By myself alone, or even with my entire industry, I cannot hope to 'compete' with the $100 billion dollar telephone industry. Don't let them run me out of business!"

Tradesters will ask Congress to support HR. 3515 and S. 2112, the House and Senate versions of the Telecommunications Act of 1992. Authored by Rep. Jim Cooper, the bill would prevent regional Bell operating companies from using unfair monopoly advantage to take over several industries — including cable TV, newspaper classified advertising, and coin-op amusements.

With the telcos on one side and cable TV and newspapers on the other, fiberoptics control is shaping up to be a "battle royale" on Capitol Hill. When Congress finally makes a decision, one way or the other, it will determine the flow of billions of dollars. It could also save — or doom — the future of the coin machine industry.

All trade members are urged to come to Washington and make their voices heard on this important issue. Please see the separate story, elsewhere in this issue, to learn about schedules, registration and reservations for the Washington, D.C. trip.

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NOW FOR THE HARD PART

forget logic, emotional objections are main hurdle for $1 coins; trade must avoid rerun of "New Coke vs. Classic Coke" debate

Even Ross Perot doesn't make $1.48 billion a year. That's how much money America's government and private industry could save annually, by eliminating dollar bills and replacing them with dollar coins. AMOA and AAMA are going to dangle that big number in front of Congress next month, during the trade's annual lobbying trip to Washington, D.C.

Dollar coins will be a key agenda item for the visit. With about 232 backers in the U.S. House of Representatives and at least 30 supporters in the Senate, dollar coin legislation has enough votes to pass. But dollar coins could not survive a presidential veto, and would stand a much better chance of becoming reality with strong White House support. For the last two years, therefore, the Coin Coalition has been looking for a "champion" in the Bush Administration . . . a powerhouse politician who can propel the dollar coin through Congress and help overcome Joe Public's objections.

Public opinion is the real challenge. Even Canadians disliked their new "loon" coin until it had been around for a while. The only way to get a U.S. dollar coin might be to force it on the public . . . push it through Congress and tell the American people, "stop complaining, it's good for you, you'll learn to like it."

But it won't be easy. Remember what happened when New Coke replaced the familiar Classic Coke? Consumers went crazy. They didn't want to give up a beloved, familiar icon of American culture.

Many Americans feel the same way about their currency. The George Washington dollar bill is almost sacred, like the flag or the National Anthem. Last year, when Senator Alan Cranston and the U.S. Mint tried to push through a less-revolutionary bill to change some of the designs on existing American coins, public opinion shot them down fast.

"We like our coins the way they are; don't monkey around with the traditional designs," said some opponents. Others said: "In these hard times, with millions out of work and world stability in turmoil, now is not the time for trivial tinkering with American currency."

We can expect to hear the same kinds of emotional objections to a dollar coin. AMOA and AAMA have cool, logical answers to all these complaints. But the industry needs *you* to help make the case to Congress! All trade members are urged to come to Washington and make their voices heard on this important issue. Please see the separate story, elsewhere in this issue, to learn about schedules, registration and reservations for the June 7-9 Washington, D.C. trip.

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CAPCOM & U.S. STREET ROUTES

trade ponders impact of Japanese investment on U.S. operations; hit video factory releases brief statement on "revenue sharing"

The following is the full text of a news release which was issued by Capcom USA (Santa Clara, Calif.) on April 16, under the headline "Capcom Prompts Industry Growth."

Capcom USA, Inc., one of the nation's leading manufacturers of video arcade and amusement game products, today announced it has entered into revenue sharing ventures with U.S. street operations. Designed to encourage the continual flow of fresh and exciting product into a stagnant street market, Capcom maintains that revenue sharing offers an effective means of fueling overall game player interest, while it protects a shrinking player base.

"A leading force in the electronic entertainment market, Capcom is committed to furthering the well-being of the amusement entertainment industry," stated George Nakayama, president of Capcom USA. "A gradual shrinking of the overall customer location base in the industry has caused great concern for all. We believe that a regular flow of fresh, top-rated product is the key to street operation success and location base stability. Thus, our recent revenue sharing ventures were designed to facilitate regular investments in new equipment. By providing this kind of support, we are able to promote widespread player enthusiasm and industry growth."

Capcom USA President George Nakayama

According to many industry sources, the placement of new product by Capcom and others at various street locations is rejuvenating long-awaited player interest at many street locations.

"We are pleased to assist this particular sector of the industry," added Nakayama. "However, Capcom does not intend to take direct ownership or control of these operations. We're convinced that this unique approach to business will have a positive effect on the industry as a whole."

Capcom, USA, a leader in the electronic and amusement game industries, is a designer, manufacturer and marketer of an award-winning product line, including coin-operated and video arcade games, amusement products and home video games for the Nintendo line of Entertainment System. The company is based in Santa Clara, Calif."

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- **Gadget Land to shoot at gadgets "that need fixin' "**
- **the Sheriff's Office to shoot things he just likes to shoot—but don't shoot people**
- **the Play Room to shoot targets depicting things he hates to do.**

Successfully complete Gallagher's tour and players are invited to Gallagher's Gallery™ for more targets, fun and excitement.

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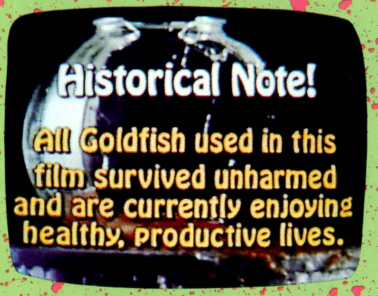

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"I hate rats"

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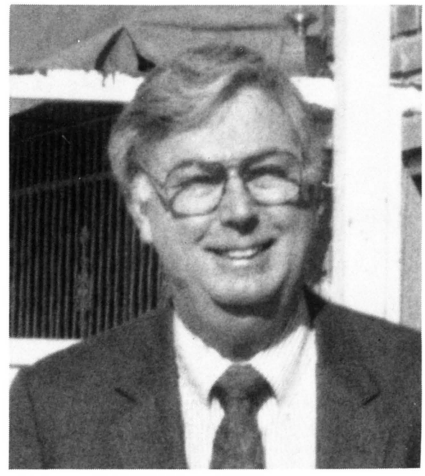
CALIFORNIA, THERE I GO?

operator Fred Gillman says threat of higher taxes could cost state over 10,000 coinbiz jobs; urges trade members to speak out

In the 1930s, the Okies emigrated to California to escape the punishing joblessness of the Great Depression. In the 1990s, an alarming number of California jobs and factories are heading back to Oklahoma (and a dozen other states) to escape a punishing anti-business climate. California has spent recent years strangling private industry with ever-higher taxes, complex environmental regulations, endless red tape, huge worker compensation costs, etc. Oil, automobiles, aerospace, and hi-tech have taken huge hits.

Now, some tradesters fear that California's coin-op industry could be the next victim. A devastating amusement machine "sales" tax has apparently been sidelined — for now — but industry members say it could well be introduced again later.

The latest scare started on Feb. 21, when State Senator Lucy Killea from San Diego introduced SB.1912, a bill to raise $48 million dollars for the Cal Grant education program. Where did she want to get all this money? From a new "sales" tax on coin-op games. Actually, the senator estimated the tax would raise $60 million. The rest would go to city and county government.



FRED GILLMANN

"What parent would object to the state setting aside two pennies of each quarter their child spends on these games to invest that money in higher education?" Killea asked. She went on to display some ignorance of game engineering when she said, "As for the kids, the change would be hardly noticeable. Games would be reprogrammed to account for the tax and would not require using nickels, dimes or pennies. Players would get about seven percent less playing time from each quarter. With all of the difficult cuts we're making, this seems to be a reasonable tax, and for a good purpose."

The bill also required operators to register each game with the State Board of Equalization. A notice would have to be affixed to each machine, stating the operator's name, and inviting players to get a cash reward for calling a toll-free number to report unlicensed games. The fine for not displaying this notice would be $250.

The bill was referred to the Senate Committee on Revenue and Taxation. Operator Richard Scherer, president of the CCMA (California Coin Machine Assn.), announced that "If it becomes law, SB.1912 is the beginning of the end for members of the coin-op business in California."

Fortunately for the coin machine industry, a very professional operator named Fred Gillmann (Just Games) is headquartered in San Diego, and he reads the newspapers. Fred and his son Charles met with the senator on March 20. (Charles

is a key executive in Just Games' operation, which runs from the Mexico border to at least Bakersfield.) "I made it clear that I was not officially representing the industry, but was simply explaining what I personally thought the impact of her proposed tax would be... both to my company, and to the industry," Fred stated afterwards.

His first point was that "This tax would have the same impact on our industry as the federal yacht tax had on U.S. boat building. Thousands of boat building people out of work, businesses gone, and the cost to collect the new tax is about what the government receives from it."

Getting down to the nitty-gritty of dollars and job loss, Fred told the senator that (based on his best estimates), "40% of the industry and people would disappear (from California) due to this tax. This represents 9,600 people out of work at $1.2 million state unemployment a week. I also indicated that the 9,600 people had an average salary of $400 a week and create a $3.840 million per week payroll to the state.

How could such a "small" tax have such a devastating effect? Fred outlined the results with impeccable logic. Unable to pass the tax along to consumers, many marginal operators would go out of business, and a significant part of the manufacturers and distributing base could follow.

Fred explained to the senator that due to the physical configuration of coin mechanisms, "This is not a pass-through tax. It is physically impossible to convert from 25¢ to 30¢, so the tax would have to be absorbed by the operator." He explained that, according to California's major distributors and also according to video game financiers, "More than 80% of the industry made less than a 7% pre-tax profit last year. Therefore, this tax becomes an income tax. It would take all the profit, and more, for over 80% of the operators."

(Later, Fred amended his figures to say that 90% of the industry does not make a 5% pre-tax profit.)

Fred pointed out that the total number of operators in California, which stood at a peak of several thousand in 1980-81, has since dropped by 60%. He also explained how the cost of video games ($895 in 1974) has increased to $3,500 today... but that most games are still set on 25¢ per play. Even good, well-run companies that survived the new tax would have to reduce their size by 40 to 50%, he estimated.

Drawing a clear comparison to the State of Florida, Fred pointed out that tradesters there had suffered a tax hike one year earlier. Operators were not paying and could not afford it. A new bill was in process for an annual per-machine fee, instead.

The proposed California amusement machine "sales" tax could also hurt California's manufacturing base, Fred explained. "Manufacturers would probably relocate out of the state, which could be another 2,500 people" who either lose their jobs and join the welfare rolls, or else transfer their income tax base to another state. To back up this statement, Fred listed the number of video factories that are no longer in

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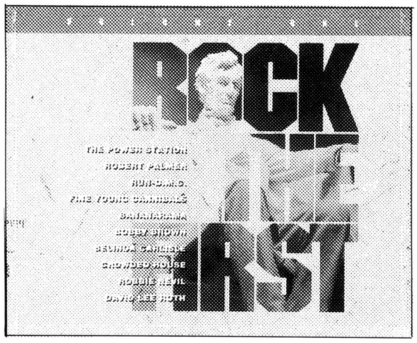

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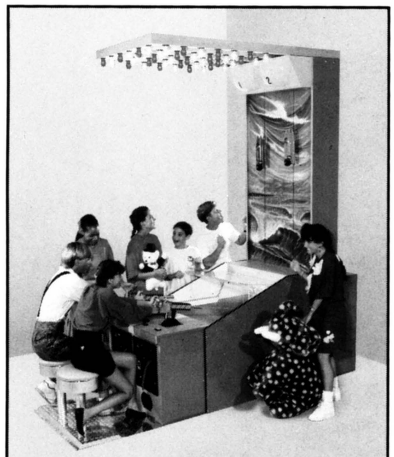
business in San Diego: Gremlin (300 employees) and Cinematronix (290 employees). He also pointed out that Leland had recently slashed payroll strength from 250 employees to a bare-bones crew of just 24 in San Diego.

In addition, Fred explained, most of the manufacturing is owned by Japanese concerns. The only part of the industry left that is owned and operated by Californians is distributing and operating . . . and the bill would eliminate 40% of that.

GREAT GAMES



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"In addition," Fred stated, "there would probably be considerable lay-offs in distributorships . . . of five major distributors in California at one time, only two are left."

Fred later summarized the potential impact of Senator Killea's bill this way: "My estimate would be in excess of $100 billion cost to the state in the first year alone." Talk about killing the goose that laid the golden eggs!

When the Senate tax committee held hearings on the bill, Fred was there to testify. "As I stepped up in front of the committee to give opposition to SB.1912, I looked around the room and only two other operators were present," he said. "One had been called to be a second speaker. The colleges and benefactors of Cal Grant were in the hallways and well represented in the audience.

"This is no fault of the California coin machine operator," Fred continued. "He is so busy trying to keep his business afloat, that he has no time to read the back pages of the newspapers or the great quantity of mail he receives that would make him aware of pending doom."

However, the time has come when taking part in defending the industry is now a necessity, not a luxury, for every operator. "Fact is fact!" said Fred Gillmann. "When negative legislation is proposed, the California video operator is going to have to say: this morning I am spending some time and money (God knows he has precious little of either) to send letters and make phone calls."

The treat of SB.1912 may have subsided for the moment, but it or something like it is guaranteed to pop up again, and soon. "Our industry is going to be a constant target for every legislator who is trying to find money for groups within his or her constituency," Fred declared. "Two fine vehicles are already in place to represent the operator. First is the CCMA. Their phone is 916/441-5451; address is 925 L St. #1100, Sacramento, CA 95814. The Amusement Assn. of California, AAC, was also quite active in speaking out against the proposed tax; their members worked behind the scenes and wrote some 50 letters. AAC's phone is 213/376-9689 and their address is c/o L.A. Games, 22138 Palos Verdes Blvd., Torrance, CA 90503."

Fred says he himself wasn't always active in state association work. "At the time Senator Killea's bill was first proposed, I was not an active member of CCMA," he admitted. "I felt I did not have time to go on weekend golf trips and listen to everybody else's problems. The fact is, the CCMA has two outstanding lobbyists doing an excellent job. Without them and the AAC's grassroots efforts, we would have an 8% gross receipts tax today. These lobbyists have told me there are more anti-industry bills in the wings. So, as many other industries have done for self-preservation, we as an industry are going to have to have mass participation, financial support, and time given to CCMA and AAC. They can keep us up-to-date on how better to defend ourselves and when to amass the troops. *If we do not act, they are going to get us!* And as California goes, so goes the country."

Fred is right. California operators can no longer afford the luxury of "letting the other guy do it." The time has come to join the state association of your choice and support it in every possible way. Otherwise, as Fred Gillmann found out, we may soon pick up our newspapers and trade magazines and read headlines like these:

"Senate Bill 1912 Enacted . . . Over 10,000 Jobs Lost . . . 80% of Small Operators Out of Business or Bankrupt . . . Large Operators Lay Off 50% of Staff . . . Legislators Say They May Have Made a Mistake."

CCMA's next meeting takes place May 28-31 at Dana Point Resort, Dana Point, Calif. Be there!

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ACME'S SURPRISE HIT

American operators decided to create their own tavern video; 'Cool Pool' is a reasonably priced kit with instant appeal

For years, American operators have prayed for a reasonably-priced video kit that would have long-term appeal in bars. At the recent ACME show, those prayers may have been answered. One of the show's clear hits was *Cool Pool,* by Catalina Games. This billiards simulator is an American-made video kit that's perfect for tavern locations. Shipping this month, the game is the very first in-house creation by a group of long-time street operators from Van Nuys, Calif.

"We're street operators ourselves and we know what the street operator wants and needs," declared Catalina's Richard Rock. He must be right, because operators loved the game at ACME. So did distributors: Catalina Games says nearly every major dealer around the country has ordered, and in quantity. "The show overwhelmed us," said Richard Rock. "Response was just tremendous. We'd like to thank all the distributors who placed such sizeable orders."

Cool Pool and Catalina Games is that great cliche of the entertainment industry: an "overnight success" that, when you look a little closer, was actually years in the making. Take a company that tried for three straight years to create its own game . . . add a video game programmer who had good experience with major factories, but never quite had a chance to make his mark . . . and round it off with a first-rate concept and execution. The result is that Holy Grail of coin-op, a non-gambling video game that adults can play (and will enjoy) in a tavern setting.

"Only one or two factories have tried to come up with tavern-oriented videos in recent years, and those were weak efforts," Richard Rock explained. "We even tried licensing games from overseas, but they didn't satisfy us either. Finally in 1989 we decided, hey, let's build our own games! Everybody thought we were crazy because we didn't know squat about game development. But after a lot of time, struggle and effort, the industry and our own test collections are telling us we've come up with a solid game for the bar market."

Gameplay for this one-player item is simplicity itself. After coin drop, the screen shows a jukebox and you select which kind of music you want

The Catalina Games team in their Van Nuys, Calif. offices: (back, left to right) Walter Chacon, Joe Sengir and Sam Franklin; (seated) Mark Turk and Richard Rock.

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to hear: rock, jazz, or a mixture. Next, the screen shows a pool table and you use a trackball to "walk around the table" and adjust your height over the felt, watching the first-person perspective on the table change smoothly all the while. (In fact, this part of the programming has such uncanny grace and realism that Catalina calls it "virtual pool" — and they're not far wrong.)

After locking in your position, the screen shows you a big cueball and a crosshair appears superimposed over it. You use the trackball again to set "English" for backspin or topspin on the shot you're about to make. After locking in English, you use the trackball a final time to control the speed of the shot. (The trackball can be spun in any direction, which saves players' fingernails from bumping into the monitor. The action simply determines shot velocity, not direction.) Last you get the pleasure of watching and hearing a realistic depiction, from your chosen perspective, of the cueball hitting the pool balls (click, click, click) and spreading them across the table, sinking balls into pockets if appropriate (chunk!).

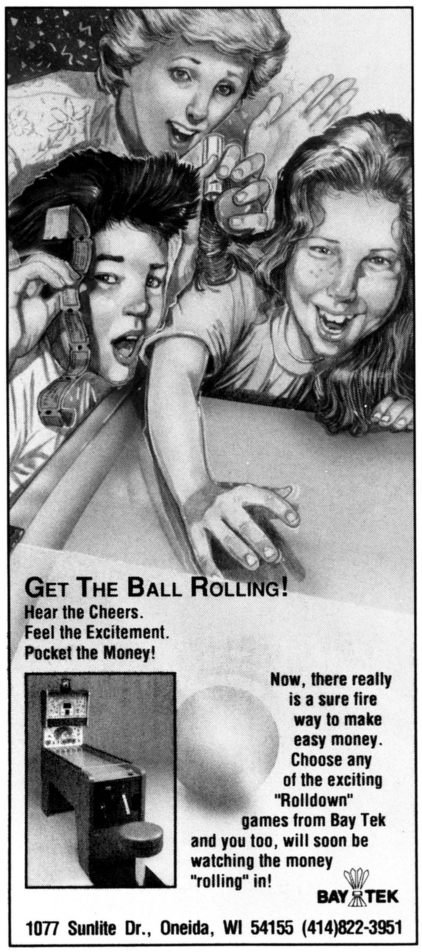
Cool Pool offers four games in one: straight pool, nine ball, eight ball and "strip pool," a novelty which lets players choose one of three real strippers and rewards accurate shots with digitized, R-rated footage of their dance routines. (This is an option which can be programmed into the game during manufacturing or not. When it is available on the PCB, operators may remove it from gameplay via dipswitch.) English and Spanish language versions are available (no spoken words, just text on screen and cabinet graphics.) As stated, the kit is moderately priced. It comes with PCB, graphics header, cabinet graphics overlay, monitor bezel, wire harness, trackball, buttons, and instruction manual.

Catalina Games is the marketing arm of USA Games, a 10-year-old street route operation in the L.A. area. Partners Richard Rock and Mark Turk, and VP Sam Franklin, are genial fellows with sharp minds and a quiet sense of determination. They also have something else in common: colorful backgrounds before entering coin-op. (Rich was a circus trapeze artist, Mark was a pet store chain owner, and Sam was a biker and jazz musician). All three are quick to share credit with the rest of the team for *Cool Pool.*

"Our sound engineer, Troy Riegelman, plays many different instruments and composed most of the tunes," said Rich. "He's very talented and a major asset. Our head programmer, Joe Sengir, made miracles happen. After we got the basic concept, he did a phenomenal job with the math to make it work on the screen. His background includes game programming for Mattel and Sega/Gremlin, along with computer network setup for the likes of Nissan and laser effects for major motion pictures. As far as I'm concerned, Joe is one of the best programmers in the industry. Walter Chacon is our wonderful artist and programmer. He created the graphics and helped execute the gameplay that's so fun, appealing and impressive to look at. At ACME, even the programmers from other factories stopped by and said Joe and Walter did a fantastic job."

Sam Franklin (who composed a couple of tunes for the game's soundtrack himself) agreed that teamwork made the game possible. "We are a truly cohesive working family," he smiled. "We decided to get together and take our destiny into our own hands. The result is a game which did great numbers on test in yuppie bars and Hispanic bars. And, based on reaction by women and kids who played it at ACME, we feel *Cool Pool* will successfully cross over to arcades as well."

The kit launches this month and the fellows at Catalina Games say, with a twinkle in their eyes, that they plan to release "a couple of other games later this year." Street operators will be waiting with pleasure. Catalina Games is located at 704 Sophia St., Van Nuys, CA 91406. The phone is 818/904-0975; fax is 818-904-3448.



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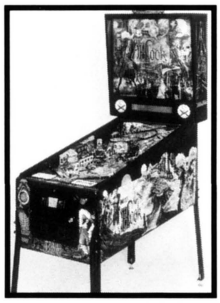
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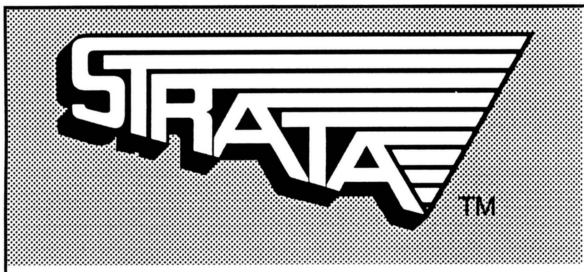

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NORTHWEST HANDS ARE HELPING HANDS

A little over a year ago, Seattle distributor Ray Galante and his late Portland partner Lou Dunis were honored by the American Amusement Machine Charitable Foundation (AAMCF) during that year's ACME show. Proceeds for the dinner and AAMCF's raffle were used to establish the Galante-Dunis Northwest Children's Endowment Fund.

Now, three separate charities are the beneficiaries. One, the Cornish College of the Arts (Seattle) will use its donation to further develop the institution and fulfill the Cornish's promise to be an outstanding center for education in the arts.

Then in memory of Lou Dunis, a donation was made to the St. Vincent Medical Foundation (Portland). This gift will be used to support the HEF/Dialysis Fund. A third contribution was made to the Rotary PIPE Resource Bank (Seattle Rotary Club). This organization is a hands-on education program with Seattle schools in which business leaders become involved in working with the students and schools.

The AAMCF (established back in 1985) has made donations in past years to Misericordia/Heart of Mercy (Chicago), the Parents Volunteers Assn. (Cleveland), Tomorrows Children's Fund (New Jersey) and Starting Now Primary Youth Program in Highland Park, Ill. The charity's most recent honoree (Chuck Milhem of Valley Recreation) again will support children's programs (it's called the Milhem Great Lake Region Children's Philanthropic Fund).

Ray Galante (right) presents check to Pat Stusser, co-chairman of Cornish College of the Arts.

In memory of their father, the late Lou Dunis (founder of Dunis Distributing, Portland), the Dunis children — Paula Dunis Kelley, Nancy Dunis, Stuart Dunis, and Elaine Salberg — present a check to Carolyn P. Winter (right), executive director of the St. Vincent Medical Foundation.

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Above: It's all done with mirrors! The mirrored right wall in the Sportsworld *Bowlingo* center creates a unique effect. **Left:** The old Paramus Lanes, home of the "Bowling for Dollars" TV show, is now the new 52,000-sq.-ft state-of-the-art Sportsworld family fun center.

BOWLING BLOOMS IN GARDEN STATE

old Paramus alley turns into family fun center

On Sept. 6, 1991, the folks in Paramus, N.J. got their first taste of modern family entertainment. The old Paramus Lanes, former home of the *Bowling for Dollars* TV show, is now the Sportsworld Amusement Park, offering approximately 52,000 sq. ft. of variety entertainment.

The new family fun complex is a prime example of the concept now being developed by a number of business groups around the world. It's estimated that as many as one hundred of these 20,000 to 80,000 sq.-ft. complexes will be opened within the next year.

The Sportsworld lay out centers on a tile-paved "main street" which runs the length of the building. Along this main street, patrons discover a variety of entertainment options. The mix includes batting cages, a kiddie play area, full-size carnival-type rides, an audio and video "recording studio," bumper cars, a 30-table pool parlor and an elaborate nine-hole miniature golf course.

The story was edited from Capcom's most recent Bowlingo Bulletin *newsletter, which is written and produced by the product's sales manager Dennis P. Sable.*

Operators interested in installing Bowlingo *lanes can contact Sable at Capcom USA, 3303 Scott Blvd., Santa Clara, CA 95054 or phone 408/727-0400.*

In addition, there's a large selection of the newer videos and pinballs, plus a '50s-style burger/pizza shop called Fastbreak complete with neon, glass block walls and glittery tuck and roll vinyl booths. And, of course, one of Sportsworld's feature attractions is the six-lane *Bowlingo* coin-op bowling center marketed by Capcom USA.

According to Tom Rocco (one of Sportworld's partners), *Bowlingo* is "made" for this family fun center concept. He says that *Bowlingo* is loved by young and old alike and that it contributes to the complex's "family atmosphere."

Due to the success of this first Sportsworld venture, the partners are planning to open a number of new centers in the near future and *Bowlingo* will play a major part in each of these locations.

Vids and pins are part of Sportsworld's attraction. Here we see *Street Fighter II,* alongside *Neo•Geo* against attractive knotty-pine partition.

Getting set to open, the Fastbreak pizza/burger snack bar is a hot spot for young and old alike at the new Paramus fun complex.

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SMART SUCCESSES

Smart Industries introduces two fun new redemption pieces
'Feed Big Bertha' and 'Buddy Bear' use puppet characters and fresh themes

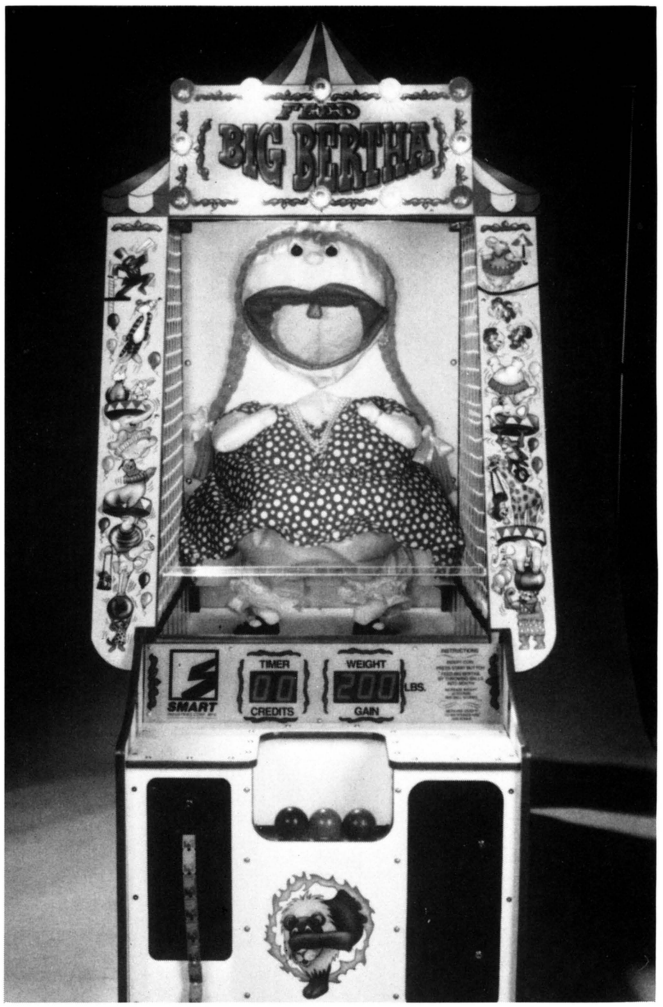
If Pinocchio can be a star, so can a baseball-loving bear and a Swedish dame with a big appetite. That's why Smart Industries is introducing two new ball-toss redemption games, featuring two appealing puppet characters: *Buddy Bear* and *Feed Big Bertha.* Both look like money-makers right out of the box . . . and no strings attached!

The only problem you'll have telling these two games apart is deciding which is the biggest hit with players. First, comes *Buddy Bear,* a cute kiddie game with a fun forest playland theme. Children "play toss" with Buddy Bear and his woodland friends as the bear moves his arms and catcher's glove. Realistic movements, mouth/voice interaction and twitching ears and feet help bring Buddy to life.

Another truly unique idea is the basis for *Feed Big Bertha.* Players interact with hungry Bertha in her side-show stage as she "flirts" her way to a big meal. Begging to be fed (via a voice action sound system), Bertha reacts to each morsel of food by "gaining weight" (an airblower balloons out her skirt). Food-providing players see the fruits of their labor with a 25-lb. gain for each ball thrown into Bertha's moving mouth.

Colorful graphics grace both cabinets and standard features include ticket dispensers, double coin mechs with locking cash box, credit/timer digital readout (credit/weight for *Feed Big Bertha)* and top nets. Smart also offers their new *CDV-550* card dispenser as an option.

For more information, contact your distributor or Smart Industries, 1626 Delaware Ave., Des Moines, IA 50317; 515/265-9900.



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FUN VENDORS

Mr. Vend introduces two new kiddie rides plus the "Kiddie Ride Control System"; all kiddie machines now equipped with control box combining ride operations into one unit

Listen up, gang. This is the nineties; little kids are in (a new Baby Boom is underway) and coin-op kiddie rides are in, too. A Southern California company named Mr. Vend, best known for a handsome line of impulse games, is right in the forefront with some snazzy new rides and an integrated control unit which includes coin mech, coin box, timer, attract mode, ride features and audio system.

"We believe we are at the forefront of a new era in coin-operated novelty vending. We continually research new areas of need and our goal is to maintain a leadership position in our industry throughout the '90s and beyond." So goes Mr. Vend's company philosophy, according to the company's director of marketing, Bill Higgins.

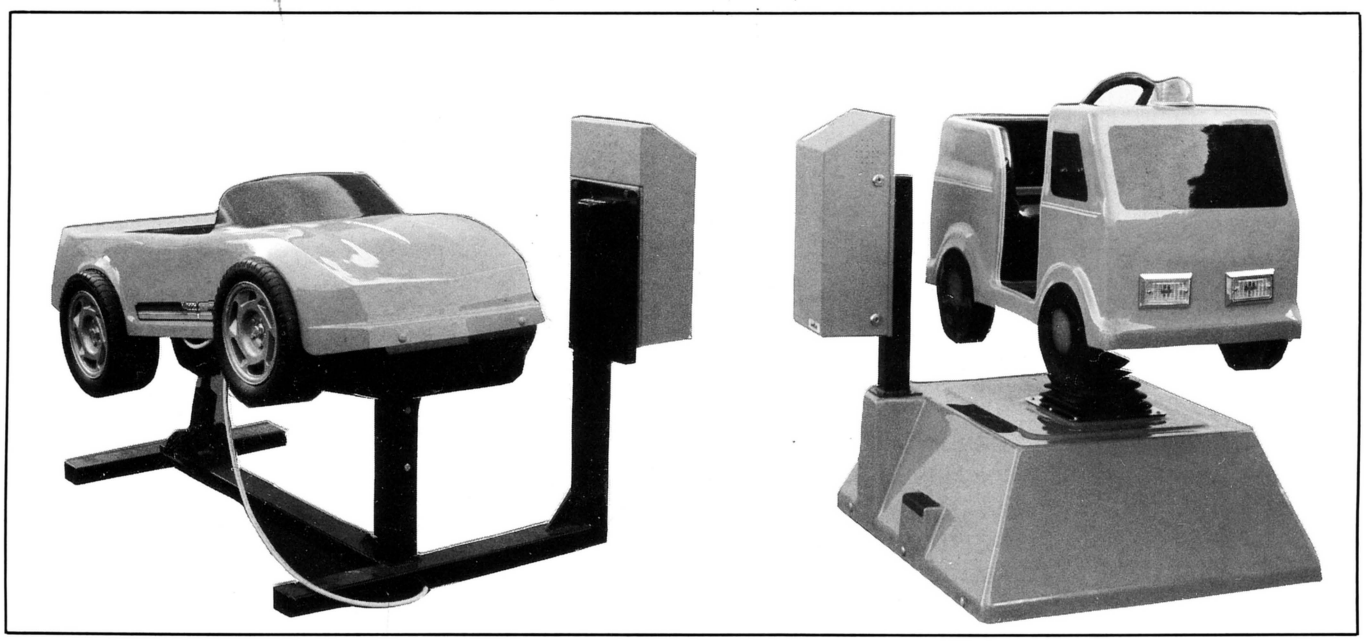
According to the firm, their *Kiddie Ride Control System* is a product whose time has come. "Past control functions have been a combination of different parts such as a coin mech, timer, attract mode, and so on — all from different manufacturers," said Bill. "We saw a need for a centralized component which would integrate all of these functions while providing easy service and repair."

The *Kiddie Ride Control System* includes a coin mech for one-, two- or three-coin operation by means of a single switch. The microprocessor-based audio system can support many different sound effects changed by replacing simple plug-in computer chips. "Mr. Vend even has a wide variety of sound effects available and has the capability to record custom messages," smiled Bill.

Saving the best for last, Mr. Vend rounds out its *Kiddie Ride Control System* with yes, kiddie rides! The system is standard on Mr. Vend's new rides. "It should be noted," Bill reminded, "that a lot of these features are optional in 'older' machines." Equipped with the system, their line includes a red Corvette and shiny fire engine complete with all the bells and whistles.

Their most popular model so far, the *Fire Engine,* is perfect for indoor/outdoor locations and features a player-activated horn, headlights, tail lights, a roaring siren and realistic engine sound effects. Not to be outdone by the superb inner components, the surface is topped off with a classic fire engine-red paint job!

If this sounds good to you, Mr. Vend has more good news: immediate delivery. For more information on these and other Mr. Vend novelty products, or to receive their product line catalog, contact them at 9601 Owensmouth Ave., Unit 2, Chatsworth, CA 91311; 818/718-6061.



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street operator survey shows a ZING into spring as biz finally shows improvement

The story told by our street operator poll (on the pages to follow) is heartening. Finally, after a number of flat years, spirits are higher because business is just plain better. A generous 43% of our responding operators said things have improved for them so far in 1992, when compared to the same period in '91, and that's because collections and R.O.I. are curving up for so many.

Reasons why are clear: there's better-earning equipment on location (and on sale). Plus, operators have learned to run a tighter ship during the flat years, combining prudent buying with good management practices . . . both of which go even further to underpin a healthier industry in the times to come.

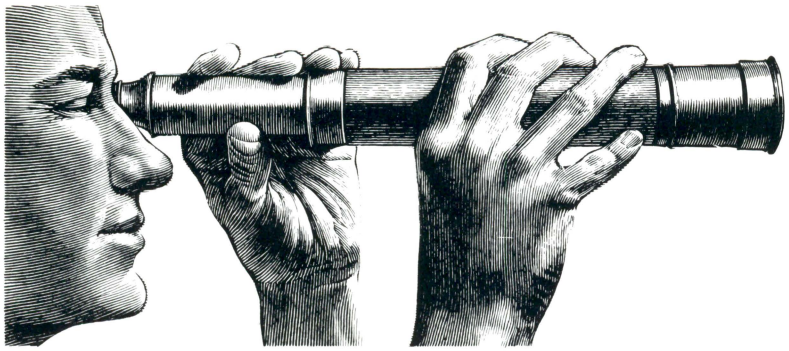
And it **is** healthier on the street. Thanks to improved R.O.I., many operators have the capital resources to upgrade their routes with new or shopped-up equipment this season (44% expect to spend "more" this spring while only 19% intend to spend less than last season). The survey also shows their money is especially ear-marked for pins, CD music, pool, video kits and dart boards.

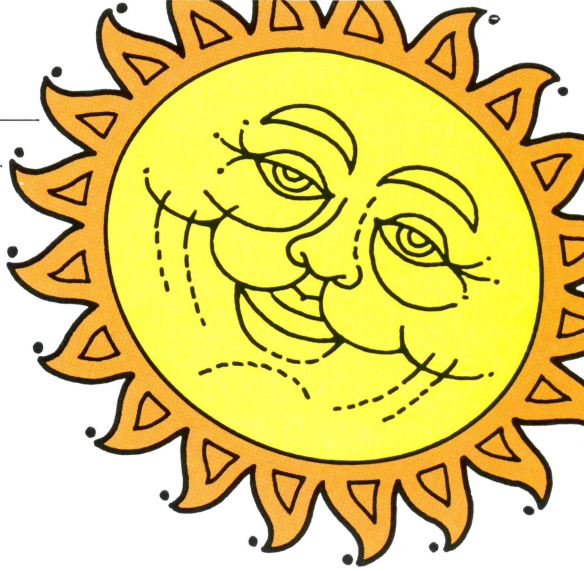
These surveyed operators have more locations on the line this season. The tavern remains their all-round favorite account and the pool table their favorite type of machine. In fact, some 52% of these operators are involved in pool tournaments.

The survey also shows that the winter was chilly for parallel PC board sales. Only 3% of the operators here actively bought them. Some others bought a few but a round 75% say they didn't buy any! On copy games, this isn't a big issue with the operators, but 14% said use of them has increased in their territories, and some say it's increased "dramatically."

CD music looks super in the coin box (or bill stacker), ringing up the highest per-machine weekly gross of all other equipment. Around half the boxes on their locations now are CD-capable, with the most frequent play-pricing set at 3/dollar. So, the transition from vinyl continues in an orderly fashion, and with half the operators saying the scarcity of new 45s hurts them, that transition is clearly going to continue this spring and thereafter.

Before we give away any further data from the survey, let's get to it now (and don't forget to peruse the *Likes, Gripes & Swipes* section at the end where the operators get a chance to send out their opinions on the current world of coin-op).





our annual survey of the spring marketplace reveals a brighter outlook

The economic picture for quite a few route operators is far brighter today than it was a year ago. We asked them how their 1992 is looking so far when compared to early 1991, and:

43% said it has **"improved."**
38% find it **"about the same."**
19% feel it's gotten **"worse."**

With regrets for the 19%, we have to say our hearts are lighter seing the 43% who either find their coin bags heavier or their R.O.I. on the up-curve.

Okay, just like you, we wondered exactly why their businesses have improved. Here are their reasons in order of weight:

1. better-earning equipment.
2. running a tighter ship.
3. having more machines in the field.

Under the "better-earning equipment" heading, secular mentions of CD jukebox take, dart league collections, working a 60/40 split and (of course) *Street Fighter II* were specifically mentioned.

"Running a tighter ship" for a Minnesota operator meant "less videos out, more staples in." And, mentions of an economic recovery in certain parts of the country, plus lower interest rates, factor into the improvement, as does "we're hustling up new accounts" from yet another operator.

So, what's the overall personal attitude toward running an amusement and music machine route these days? Survey sez:

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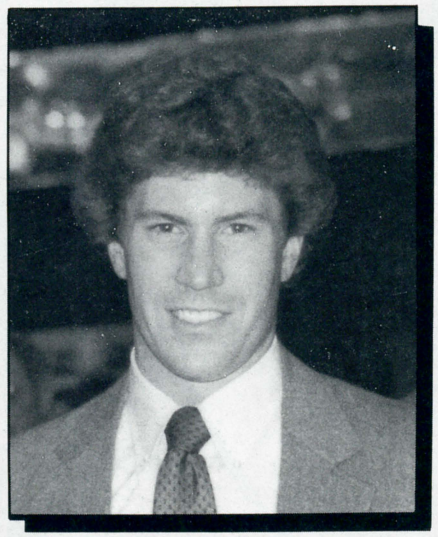

The street operators up this way are doing well with the basics. Pinball is very strong in New England now. We're always in a back-ordered position on the new ones and we even pay above the DRA price guide for decent used pins, which is a rare thing to hear but we'll continue that policy. CD music and pool are also doing real well for us and for the customers.

Street video, however, is lacking. Besides *Street Fighter* and a couple of items like *Golden Tee Golf II,* there's little. Some of the operators from up here went to the ACME show and came back saying the same thing.

But their mood is good and a lot of guys are saying business is better for them now. Some are getting new locations, one guy said he got a 70/30 split in a spot that never had a game, things like that. A bunch are also doing well in redemption. Besides good product, there are a lot of good prizes available now. And, the operators are "working" their prize games.

50% of the surveyed operators are **"pleased"** with things.

20% are merely **"complacent."**

25%, however, are **"worried"** about the future still.

5% actually said they'd like to **"get out."**

Let's just hope that good equipment and good business practices this spring will boost that already nifty 50% "pleased" a tad higher next time we send out the survey sheets. But one out of every two "liking" the way they make their livings is something to smile about, no?

Now for a more gritty question. We asked the operators how much capital they presently have on hand (for buying equipment, etc.) right now compared to this time last year:

26% say they are in **"better shape."**

53% feel they have about the **"same"** amount of investment dollars at their disposal as last year.

21% say they're **"worse off"** today.

among the factors contributing to an improved economic outlook in coinland are better-earning equipment and operators learning to run a tigher ship

Well, that's not so sad a picture when you analyze it, especially coming out of a rather sluggish and lengthy period in industry history. Matter of fact, it feels outright promising and is one more signal that the spring market could flower very nicely.

Now, will all that capital go into new equipment buying? We wanted to know how much money the operators expect to spend on coin-op goods this season compared to last spring. Survey sez:

44% expect to spend **"more."**

28% project spending about the **"same"** amount.

19% feel they'll spend **"less."**

That's twice as many operators saying they expect to spend more bucks on new wood than those who may cut back (or cut back further, one would think). This is a very clear signal that spring 1992 could put a lot of exciting new equipment before the American player.

And now, the boomer question: "Which types of equipment will you direct the most amount of buying capital to this spring?" If you're up to speed on the present market picture, there are few surprises:

1. pinball machines
2. CD jukeboxes
3. pool tables
4. video kits
5. electronic darts
6. dedicated videos
7. redemption games
8. video systems
9. cranes/rotaries
10. impulse games

On Locations

The overall location count is up for these surveyed operators. When asked how many accounts they serve today compared to last year, the survey sez:

41% have **"more"** on the route chain.

46% run about the **"same"** number.

10% (only) have **fewer;** wonder if this is what some fellows meant when the subject of "running a tighter ship" came up?

According to this survey, the favorite types of locations served by our operators are, in order:

1. the tavern (including sports bars)
2. bowling alley arcades

There is no #3 listed because the myriad of other types of accounts didn't put any one significantly higher than the rest. But here anyway is a laundry list of "favorites" checked off by one or more: grocery stores, truck stops, dance clubs,

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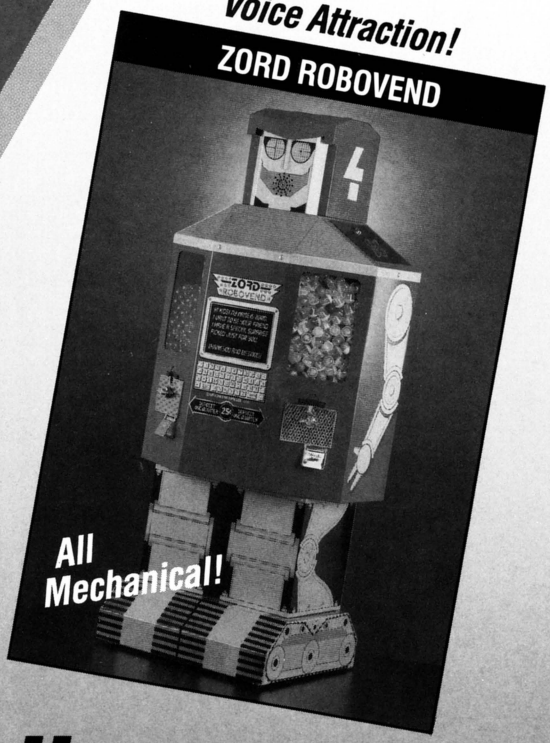

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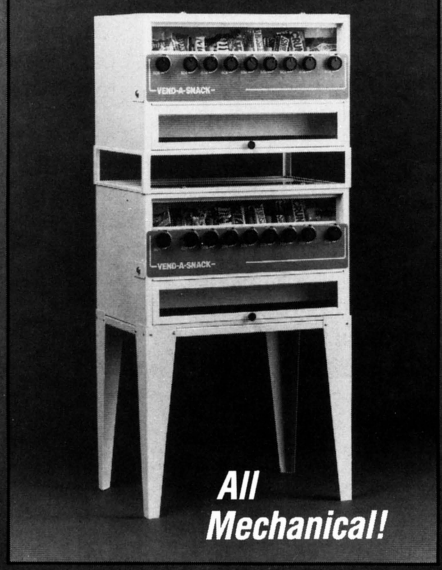

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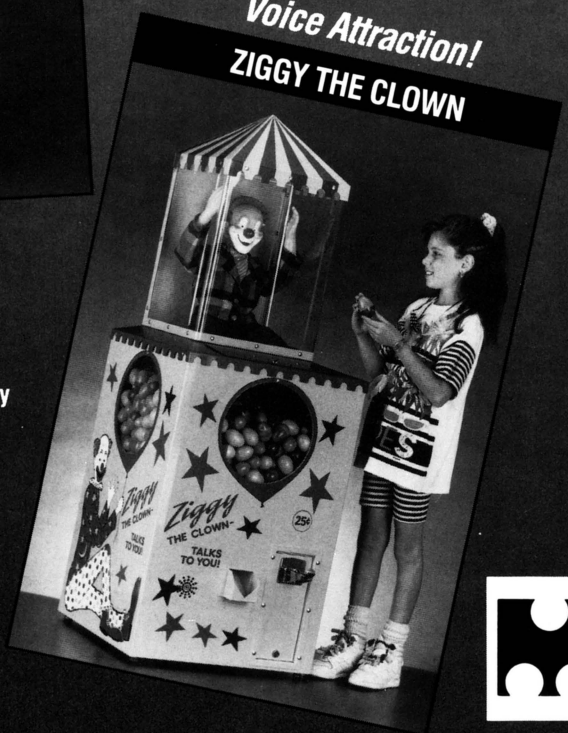

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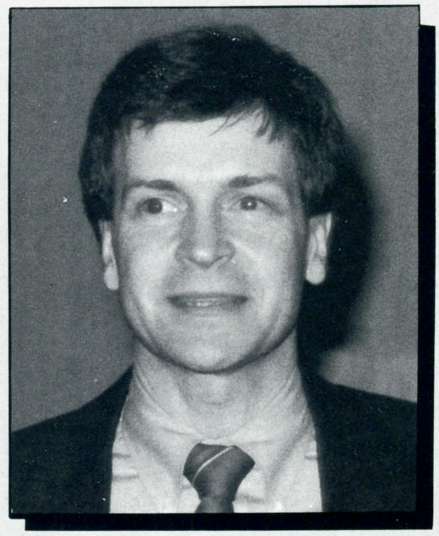

I believe we're seeing an upsurge in the market. There are some strong pieces out there like *Addams Family, X-Men, Getaway, Street Fighter* and others that will inject a lot of life in the business. The industry is on the rise. Question is how long this will last. I think things should be good for the next three, four, five months in distribution which means the operators are buying and earning. But, I'll be looking hard at the fall show to see if good, new product will be there to keep the renewal going.

At our place, we're aiming heavily at the redemption market, actually have been for a long time. I expect a resurgence in action at the alleys and parlors by operators in order to recoup some income they could lose from the state-owned VLT. And remember, gray games came off on Dec. 1. So, we're looking toward redemption to carry us through the summer.

laundromats, hotels, mini-marts, movie theaters, fast food places (including doughnut shops), government installations and (in one guys's case) the race track.

If a race track is off our normally beaten path, there are quite a few other "oddball" locations being serviced by our peole today. We asked the operators for some unusual accounts they have on the route, and they ran:

Doctors' offices, highway rest areas, casinos, department stores, bank lobbies, and our favorite from one reader, a funeral parlor! Hey, are we having fun or not?

Some locations (no secret) like to own their own equipment. According to this survey, there's no great curve up or down on that. When operators were asked about the trend in directly-owned goods in their territories:

16% said the amount is **"increasing."**

66% replied that it's standing at the **"same level."**

18% find it **"decreasing."**

Well, while any of it hurts, at least these operators don't report any significant ripple in the waters. Unfortunately, there's a new animal in the coin-op forest these days called "state-owned VLT" which we may really have some serious worries over one day. . . far more serious than Joe the bartender asking to buy the pool table.

Once again, we discovered that the tavern is the most-favored single type of location by operators in general. Now, which is their most-favored type of machine? We asked and here they are, in order, as the present waters flow:

1. **the pool table**
2. **the jukebox**
3. **the video game**
4. **the pinball machine**
5. **the dart board**

Three of the above lend themselves to tournament play and once again, the pool table led the pack when we posed the question: Which games do you hold tournaments on these days?

52% of the operators are into **pool tournaments.**

44% hold them on **electronic darts.**

11% are into some **pinball tourneys.**

(There are also some operators holding tournaments on air hockey, soccer, shuffle alley and bowling machines, but fewer than on the above.

Only 51% of the responding operators run cigarette machines. Of those that do, slightly more than half of them say they're scaling down in that sector while the rest say they are still doing okay."

Dollar Coin

The drive for a new dollar coin is still an important issue, although there are some out there who believe a less expensive dollar bill validator is a more realistic goal. However, when asked for their personal attitudes toward getting the government to create a new dollar coin, we learned:

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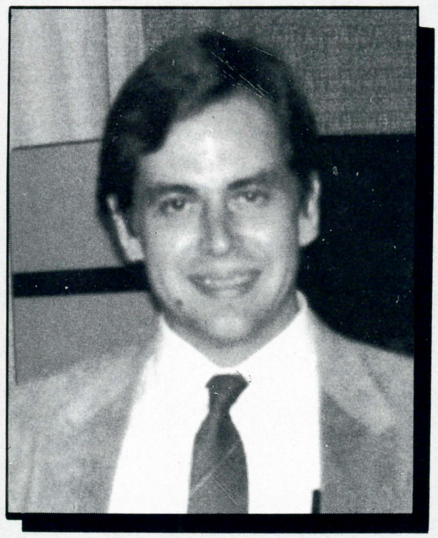


Street operators here have been buying very little video, so there's a tremendous pent-up demand for good new ones. Trouble is, apart from *Street Fighter,* they're not overly excited about most of the other titles. A lot of people who used to operate only video have gotten into pinballs and music machines in recent times, so that gives you an idea what's been going on.

Now, there are some great arcade pieces coming up like *Exhaust Note.* That Namco *Suzuka* is going to be a tremendous piece. . . and they have a two-player version planned. Jaleco's *Grand Prix* looks good too, as do redemption pieces like *Cracky Crab* and *Hawk Avenger.* The arcade operators have a good selection to make money from this season and after.

There's some feeling around here that the manufacturers are kind of leaving the street operator behind with new video. It's been close to flat the last few years so there's this demand on the street that's just not being filled. Of course, they're doing well with pins and CD music. As far as our business goes, we're ten years old now and stronger than we've ever been.

43% of the operators are **"hot for it."**

38% are **noncommittal** on the issue.

19% simply **don't care for the idea.**

Association Help

For the first time, we asked the operators if they thought their local and/or national associations were presently of help to them and to their businesses. Here are the responses:

54% say their associations are **"doing okay as usual."**

23% feel they're **"more helpful"** than ever.

23% say their services are **getting worse."**

VLT View

We asked the operators to cite their positions on the drive to legalize video lottery, whether their individual states are currently pursuing it or not.

49% are **"hot for legal VLT."**

29% were hot but have **"cooled down."**

22% simply **don't like the whole idea.**

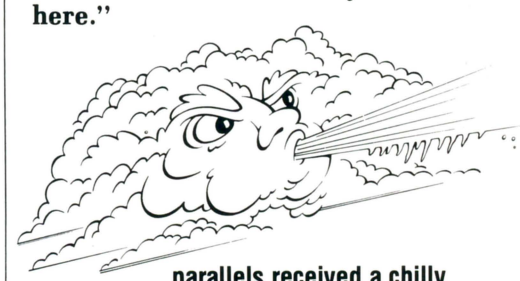
One Minnesota operator brought up a new aspect to this question when he penciled in: "We have to make a go for it to prevent the state from taking it for themselves." Pregnant thought!

Then comes gray area poker. How prevalent is it around the country? According to the operator responses to this question (speaking only of their own specific territories):

38% say **"lots of them are out there."**

32% say there are **"just some"** operating.

30% claim it's **"very clean here."**



parallels received a chilly reception from operators this winter with only 3% of the polled group saying that they have actively bought them

Video Game Boards

Parallel PCBs were legal to buy and to operate a little over four months when our survey sheets went into the mail. According to the returned questionnaires, the use of parallels has been extremely small. Survey sez:

Only **3%** of the operators say they've been **"actively buying them."**

22% say they've bought **"a few."**

75% declare they **haven't bought a single one!**

It would appear that parallel opponents suffered a mountain of worry over what appears to be more like

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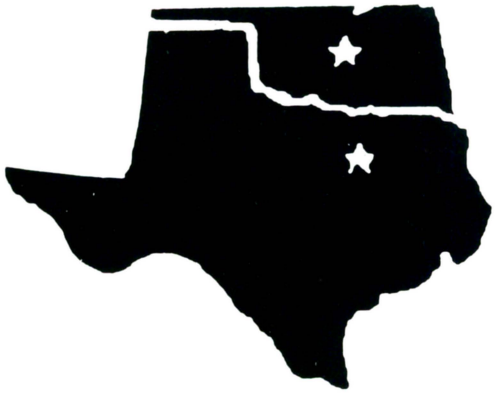

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Operators are doing pretty well in this part of the world. They're making money again, and they're still being choosey on what they buy from the distributor. What's selling? All the pins are, and we're doing quite a job with new and used redemption pieces this season.

Of course, the big tickets are *X-Men* and *Street Fighter,* the new one. But delivery is backed up. We took the Rowe line on the first of the year and its CD boxes have been absolutely wonderful for us and great for the operators. What an opportunity to make serious money in music operating.

a molehill of actual parallel sales. This sends a clear message about the average operator's preferences in the type of software he's used to buying. Now, what about copy games?

There's been some worry among video game manufacturers and licensees that the tempo in copy game importing may have picked up since parallels became legal. We've never gotten a good handle on the "yes" or "no" of that, but according to the surveyed operators, nothing "alarming" is going on.

45% say **they know of "no" use of them** in their terrritories.

41% feel the amount that may be used is **"the same as always,"** no increase.

11% however, think copy game usage has **increased a bit.**

3% say it's actually **increased "dramatically"** in their areas.

Jukebox Revue

The transition from vinyl jukeboxes into CD machines is progessing nicely. Nearly half of the machines owned by our poll respondents are CD-capable today. Here's how their jukebox spread breaks down:

39% of their jukeboxes are **"dedicated CDs."**

10% are **"combo"** units playing both vinyl & CD.

51% are **pure 45rpm vinyl boxes.**

The play-prices offered on their CD jukeboxes range from 2 tunes on up to 7 for the dollar. Here are the most common play-prices normally charged:

64% go with **3 for a buck.**

26% offer **4 for the dollar.**

5% run either **6 or 7 tunes for the buck.**

3% give **5 tunes** away.

2% offer only **two tunes.**

Now, for $5.00, the number of tunes offered range from 10 tunes on up to 40! Here are the normal number of songs our pollsters offer according to the percentage of their boxes set up that way:

43% offer **18 tunes** for $5.00

23% give **25 songs** for the sawbuck.

18% vend **20 tunes.**

6% swing with **21 songs.**

6% between 30 & 40.

2% only offer **10 tunes.**

2% give away **15.**

What's the present situation like obtaining 45s?

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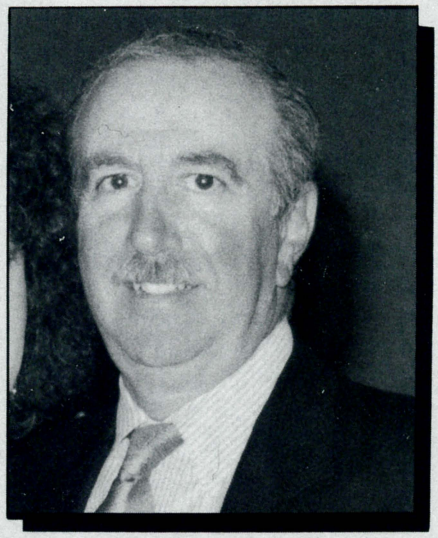

What's going on here? They're waiting on the pavement for the truck to come in loaded with *Street Fighter II: Champion Edition,* that's what's going on. We haven't seen anything like this since *Gauntlet.*

Now, that doesn't mean other things aren't selling. Music, pool and other basics are doing well. We always remind operators of the value of the basics.

In arcade video *X-Men* is a big, big demand piece and the Jaleco *Grand Prix* is also great. Street-wise, we think *Relief Pitcher* will be good and we'll recommend it. You know, a lot of operators are careful about what they buy in video, very cautious. But they do like what they hear about the earnings of the best ones.

51% say the **scarcity of new ones hurts.**

49% however, claim **"there's enough there for us."**

Have they taken any suggested steps to secure 45 rpm software? Certainly, and here's a breakdown on that:

1. shop more at out-of-state stores.
2. use more oldies from catalogs.
3. rely more heavily upon 45 library.
4. change fewer records.

Other avenues used to secure 45s include subscribing to the RSI and visiting used record stores. Where there's a will there's a way and while half the operators seem secure at present in 45 availability, we hope the others are wrestling with the problem okay.

The Collection Breakdown

The last but most important question on *RePlay* surveys asks for the average weekly gross collections on the most popular types of machines. We ask that these numbers show the cash box take **before** any location splitting. Here are the tabulated results listed in order of earnings clout:

CD jukeboxes	**$142.00**
redemption games	**127.50**
dedicated videos	**110.50**
cranes/rotaries	**101.50**
pool tables	**97.75**
video systems	**96.25**
air hockey	**96.00**
pinball machines	**81.75**
electronic darts	**72.50**
video conversion kits	**70.75**
45rpm jukeboxes	**61.00**
shuffle alleys	**38.00**
soccer tables	**36.25**
shuffleboard	**26.00**

Please note that the figures given for redemption, cranes & rotaries reflects collections after the cost of prizes was deducted. Also note that figures on such as video kits and pinballs reflect the broad spread of both new and old machines in the field.

Now stay tuned to one of our favorite sections of any *RePlay* operator survey...the *Likes, Gripes & Swipes* section carrying opinions on this and that directly from the operator's own pen.

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LIKES, GRIPES & SWIPES

Service is the key to longevity in this business, taken in whatever context you wish to classify it. We are now noticing that it is a "location market" in that several operators are more than willing to step in at any given location if the current operator slacks up any on his level of service.

This is good for the industry, though. It makes for better-run routes and forces us to retain better technicians and run better quality equipment. Sure, this forces the end result, which in my opinion makes for a better, more professional image for our industry in the eyes of the general public.

— Illinois

grossing the same money since 1984, but expenses have doubled and tripled.

It won't be long now for more small vendors to dry up and have their accounts taken over by the very large operating companies.

— Pennsylvania

For the first time in twenty-two years, I am in serious trouble. The games earn so poorly, there is not enough capital left to buy newer equipment.

— Michigan

My biggest gripe right now is with Williams/Bally. Their marketing strategy limiting distributors to specific territories puts operators at the mercy of these distributors, and in my opinion, is a form of price fixing and trade restraint.

In the event an operator is not in good rapport with his distributor or his distributor doesn't order enough product, the operator may not have any product available to him, even if it's available everywhere else in the country. And if available, it's only at the price the distributor wants to charge, regardless of what other distributors charge for the same product.

— Mike Lucas, Florida

Just look at where we've been, where we are now and then tell me what that means for the future. If you don't know the answer, it spells **trouble.** The operators are a dying breed. So, wake up!

— Arkansas

'The biggest problem in the industry is the lazy operator. If you work and listen to your customers (both the bar owners and their customers), you cannot fail to make money. I've just returned to the industry after ten years and I find the prospects exciting and the rewards great.'

The biggest problem in the industry is the lazy operator. If you work and listen to your customers (both the bar owners and their customers), you cannot fail to make money. I've just returned to the industry after ten years and I find the prospects exciting and the rewards great.

— Minnesota

I think operators should stick together. If a place of business buys its own pool table, you should take your jukebox, pinball and anything else you have out and no other operator should supply them with machines.

— West Virginia

The Yellow Pages listing for vending and amusements is down to one column now when it used to be three pages (9 columns) in **each** section. The few hanging in there are still

The fact of distributors selling equipment to bar owners is wrong and definitely hurts us. The cost of licenses and the fact of cities making examples of vendors to make sure they collect every penny of tax while letting other businesses slide by hurts.

— Indiana

I've been operating for 25 years. There were many good changes along the line but far more bad changes from the financial standpoint. It's harder to make it all happen and keep it legal too.

Everyone has his hands in our pockets . . . state gross receipts tax, jukebox license fee, increased insurance costs for employees, higher property taxes, higher equipment costs come quickly to mind. Then you have to worry about the possible competition from states involved with video lottery.

These are just some points that come to mind. I believe the money's in manufacturing and/or distributing. It's hell being an operator.

— Connecticut

The video business stinks. I've been in this business and this area since 1973, and things are getting worse every year. Taxes are killing us. Everyone wants a part of the till. Between licenses, taxes, divorces and splits, things are terrible.

— Carl Hahn, Orlando, Florida

Why don't our state officials legalize video poker while keeping out the operators who currently run 300 to 400 gray market units? Such operators have the cash on hand. Let the honest operators have first crack at legal poker. So maybe we, the smaller operators, can make some good cash for around six months. One bad thing about our state is if they don't legalize video lottery, does that mean they are going to crack down on the gray market?

— Illinois

As a business owner and citizen of the state of Wisconsin, I think that the action, or the lack of it, taken on the video lottery is a very big mistake. This state needs the revenue that would be made on the taxes from these machines. I think that it's time our state officials wake up and smell the coffee.

— Wisconsin

Thank God we were foresighted enough to build our pool and dart leagues while the video market was good. At one time, 72% of our gross revenue was generated by video games. Today, it's 18%. Our gross revenue is approximately the same today, but 72% is generated by music, pool, darts, pins, etc. Looking at the average life span of the various machines, it doesn't take long to see which business you'd rather be in.

— Minnesota

'Thank God we were foresighted enough to build our pool and dart leagues while the video market was good. At one time, 72% of our gross revenue was generated by video games. Today it's 18%. Our gross is approximately the same, but 72% is generated by music, pool, darts, pins, etc.'

Dedicated videos are overpriced. Short-term earners have almost no trade in value. Get real. Lower these numbers.

— Connecticut

The biggest problem in our business is the overpriced repetitious equipment with too many losers between winners.

— Kentucky

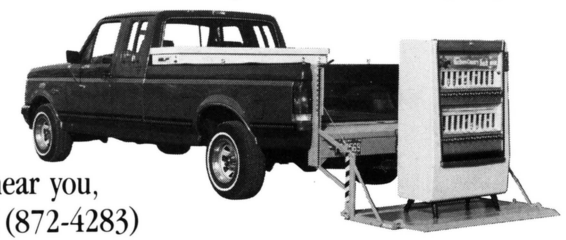
Speaking as a technician, it seems unthinkable that my customers, the operators, spend $2,800 to $5,000 on a video game and don't get schematics. Manufacturers want that repair business any way they can get it.

EAGLE LIFT

Easy Come. Easy Go.

If you transport machines your job will be easier with EAGLE LIFT. The 1000-pound capacity EAGLE LIFT has everything you're looking for in a liftgate, from safe, convenient operation to streamlined appearance.

So whether you have machines coming in, or machines going out, move them the easy way... with EAGLE LIFT.



For the name of an EAGLE LIFT dealer near you, call 1-800-USA-GATE (872-4283) and ask for Jerry Mathison or Dan Barry.

MANUFACTURED BY: EAGLE LIFT
2401 West Broadway, Council Bluffs, IA 51501

Factory technical backup is almost non-existant. It seems they always put the guy with six months' experience on the phone. The worst are the jukebox manufacturers who fill their boards full of custom components that cost more than a factory-exchanged board and then tell you to throw away a ten-year old juke because there are no more parts.

But, if you buy 12 new jukes, we'll give you a free one. Ya, right! Not in northern Michigan anyway.

This business supports a lot of hard-working little guys. Manufacturers just get greedier with prices, etc. and ignore these people. Get in touch with your customers guys!

— Fred Taylor, Michigan

I'm very pleased with Capcom's *Street Fighter II* kit. It was the only kit worth $1,400 in the last decade. The average kit price should be around $1,000. We're buying games and kits only if they're proven winners out six months or so. We don't care if the competition beats us to a new game. Let them take the risk.

— Texas

In 1991, we were blessed with *Street Fighter II.* This game has increased our overall play on other video games. The new video uprights and kits have become too expensive. Redemption is the savior for typical video game accounts. The cost of quality redemption games has made it difficult for some operators to compete with, though, due to the large initial investment.

— Tennessee

For the most part, we know CD jukeboxes are the only way an operator (big or small) is going to survive in the music business. I'm going to tell you the only thing you can sell on a jukebox is music, so it's got to be programmed right.

You've got to know the clientele that goes into the location and program it accordingly. For example, you can't sell yesterday's newspaper, but if you find a newspaper dated 1966, you are going to pick it up and read it. The same goes for the music on the jukeboxes (vinyl or CD). That's why it's important to keep

From Soup to Nuts...

P.G.D. Has it All!

your music current **and** put on oldies. But don't leave the same oldies on because the customer will get burnt out on them. You have to rotate your oldies.

We have oldies on every jukebox on the route. They will pay for themselves many times over if you use them properly. So protect them and rotate them.

When you program a 45 vinyl jukebox, put at least two rows of oldies on the left side. Why? Customers tend to scan the title pages from left to right and as they do, they notice this hot song from 1966 and one from 1968, etc. and before you know it, they played off their dollar's worth before they got to the current selections. So, there goes another buck in the box as they continue to make more selections.

Don't forget to fill those requests either. They're very important.

— Jeffrey Collins, Kokomo, Indiana

This calender quarter has been better than normal, so I have no complaints right now.

— Al Marsh, Washington

'Our business is a wonderful business. I am in the coin-operated amusement machine business full-time, with no other in any other business. I personally have a love affair with the amusement game industry and enjoy every day and every facet of it.'

Everything is fine. I think that 60/40 splits and 50¢ play are really important.

— Oregon

Buy smart, operate smart and be looking for the next smash hit. This adds up to a strong operating company.

— Louisiana

Our business is a wonderful business. I am in the coin-operated amusement machine business full-time, with no other interests in any other business. I personally have a love affair with the amusement game industry and enjoy every day and every facet of it. My 20 to 25 years helps.

We have had problems in the past and will continue to have some in the future. But I still believe there are some great opportunities for all of us.

— Barry Langford Jr., Texas

Most "gray" games have been "cleaned out" in our midwestern routes. We are cautiously optimistic about the future of our business; it is definitely a non-growth industry in our area. We're diversifying into new businesses that are directly or indirectly related to our vending routes. We need a new tavern-geared amusement device that's $2,000 or under to the operator.

— Iowa

We are a small operator of 150 machines in Jackson Hole, Wyoming. Without *RePlay* we would be lost as to what is going on in the industry. Keep up the good work and thanks.

— Jackson Hole Music, Wyoming

Choose the "industry standard" for ticket dispensers

Don't take chances! Dependable performance, on time delivery, and outstanding service have made us the preferred choice of manufacturers, operators and distributors for over 10 years.

"We very much appreciate all the effort that you have put forth to meet our unscheduled needs."
Jack Mendes, Jr. Bob's Space Racers, Inc.

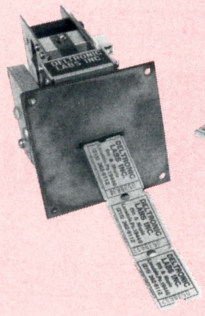
"You certainly deserve your status as the leader. Keep up the good work."
John S. Mc Ewan, MELTEC Inc.

"The quality of your product is excellent. It has truly withstood the test of time."
Joseph W. Sladek, SKEE BALL Inc.

"In our business where service is the key . . .everyone in your organization excels."
Gene Cramm, ShowBiz Pizza Time, Inc.

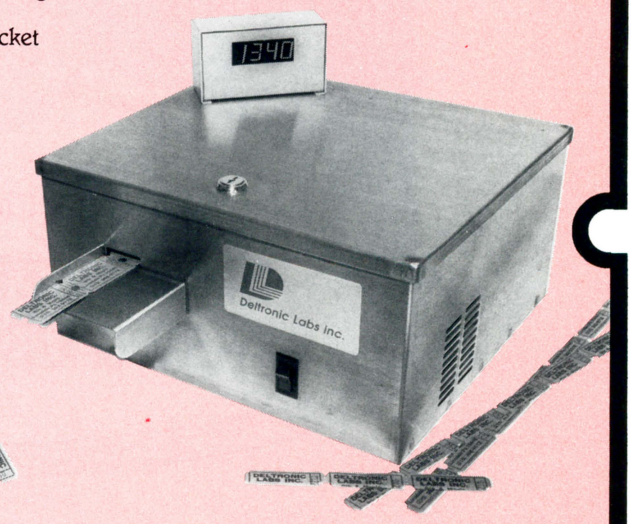
Ticket Dispenser

- Push button loading
- Validation
- Quick release ticket guide for easy servicing



Redemption Machine

"The redemption 'hit of the show' was the 'Ticket Eater' by Deltronic Labs."
John Margold, *Play Meter* 12/90



- Counts and destroys redeemed tickets

Deltronic Labs inc.

120 Liberty Lane, Chalfont, PA 18914 • 215 997-8616 • FAX# 215-997-9506

KONAMI®
X-MEN®

X-MEN®

- 4 and 6-Player Dedicated Upright
- Horizontal Monitor
- Players Controls Are:
  1. 8-way Joystick
  2. 3 Buttons
     - Attack
     - Jump
     - Mutant Power

The X-MEN are a secret group of superhuman mutants, each possessing a unique power gained at birth. Banding together under the guidance of Professor X, the X-MEN formed a group of good mutants. Their objective is to stop the forces of Evil Mutants, led by Magneto, whose goal is to destroy mankind and rule the world. Now, these #1 selling comic book heroes are destined to be an arcade classic as **KONAMI** introduces **X-MEN**, the video game.

The player can choose his favorite **X-MEN** hero - **Cyclops**, who blasts the enemies with his optic force beam; **Colossus**, who changes his flesh to steel for superhuman strength and virtual invulnerability; **Wolverine**, whose unbreakable adamantium skeleton and retractable claws make him the last man you would ever wish to anger; **Storm**, the mysterious African princess who controls the weather with just a thought; **Nightcrawler**, the former circus acrobat who can teleport onto any scene; and **Dazzler**, the beautiful actress who converts sounds into sonic light blasts.

The X-MEN's mission is to find Professor X, who has been captured by the Evil Mutants. Searching the city, they use their natural fighting abilities to destroy Magneto's soldiers. However, facing off with Pyro, whose fingertips shoot fire, and the Blob, whose massive body is virtually immovable, requires the trained use of X-MEN's mutant powers. After these evil mutants are eliminated, X-MEN are off to Island M, Magneto's tropical hideout, where such bizarre creatures as mutated, tail-whipping lizards and ferocious flowers are after the X-MEN. The evil, powerful Wendigo must then be destroyed to get to the cave where Magneto is holding Kitty, a young member of the X-MEN, captive. In the cave, more torturous characters await- mud monsters, giant bats, and mini-tanks, to name a few- as well as more of Magneto's henchmen, the wicked White Queen, and Juggernaut, Professor X's evil stepbrother.

Once Kitty and the Professor are safe and sound, the X-MEN rocket to Asteroid M, Magneto's home where he is hiding. The X-MEN must track Magneto down in his own technological haven for the final confrontation. Join forces with the **X-MEN** in this ongoing battle of good versus evil!

THE UNCANNY X-MEN and all Marvel chartacters:
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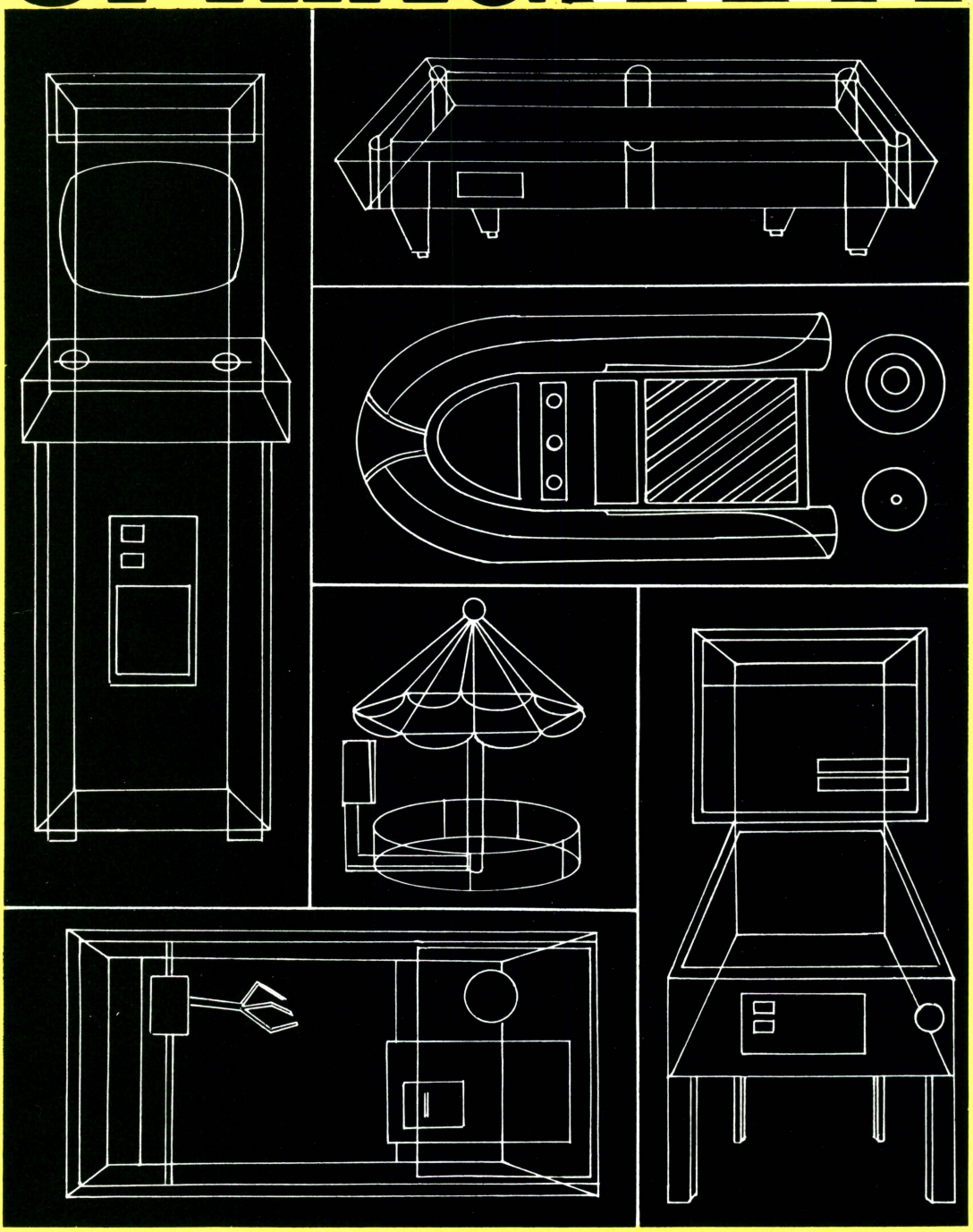
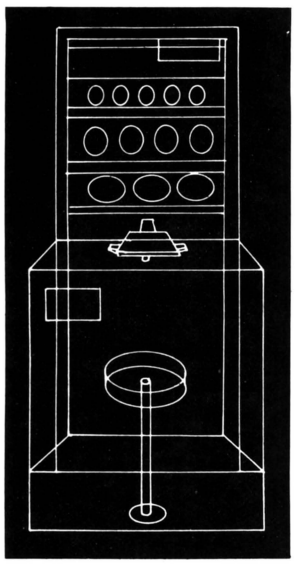
SPRING MACHINE CATALOG

machines brought to market for the first time since January 1992, including many **brand new** items



ARCADE



ATTRACTIONS & NOVELTIES

INCLUDES MANY REDEMPTION ITEMS PLUS LARGE-SCALE UNITS

SHOOTING STAR

Adastra & Bundra
Adastra: 303/278-3044
Bundra: 708/705-5991
Notes: 2-player competitive pistol or rifle shooting game; using real (adapted) guns, players aim at optically created "stars."
Released: March 1992

FIREBALL

Alter Enterprises
210/616-1111
Notes: new, improved version of this two-player, rapid-fire cannon shooting game.
Released: March 1992

A.G. SOCCER-BALL

Alvin G. & Co.
708/345-3000
Notes: competitive pinball action with two head-to-head player stations not separated by any backbox; soccer theme.
Released: March 1992

AMERICAN HI-STRIKER

American Hi-Striker Int'l.
619/755-9715
Notes: updated electronic version of classic carnival hammer/bell ringer strength tester rises 26 ft. with 4-ft. flagpole; custom versions can be smaller or larger (up to 50 ft. high).
Released: Feb. 1992

KID'S WHAC-A-MOLE

Bob's Space Racers
904/677-0761
Notes: smaller version for little kids; standard or custom colors.
Released: March 1992

KID'S CAN ALLEY

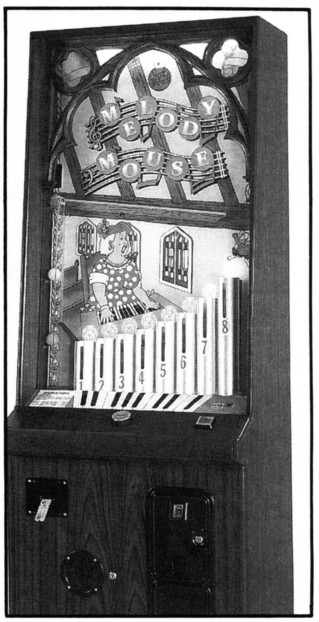
Bob's Space Racers
904/677-0761
Notes: smaller version for little kids; standard or custom colors.
Released: March 1992

HAWK AVENGER

Bromley, Inc.
312/267-6030
Notes: electromechanical ticket-dispensing helicopter action game.
Released: March 1992

SIMPSONS CUPCAKE CONTEST

Bromley, Inc.
312/267-6030
Notes: ticket-dispensing novelty based on popular Simpson characters.
Released: March 1992



MELODY MOUSE

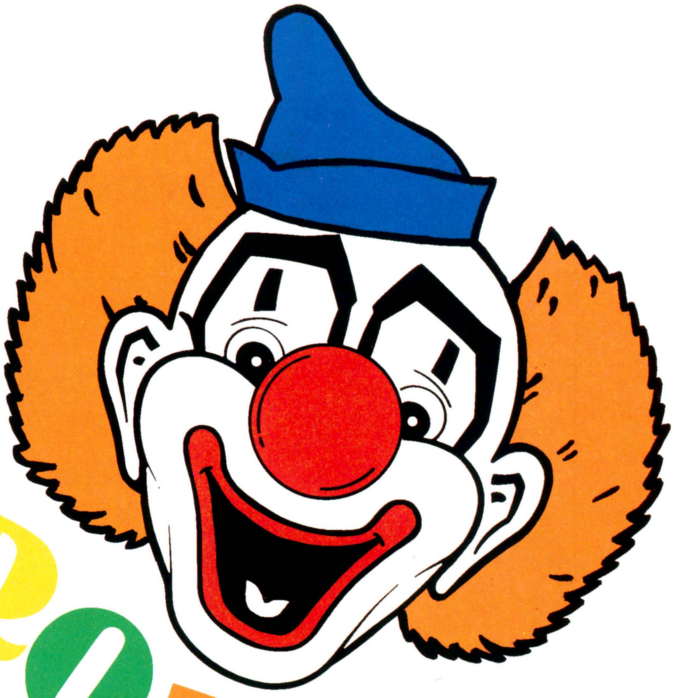
Coastal Amusement Dist.
908/905-6662
Notes: skill ball dropper lets you drop balls into pipe organ; plays music.
Released: March 1992

POP-A-TAC-TOE

Coastal Amusement Dist.
908/905-6662
Notes: moving balls on playfield determine placement of X's and O's in overhead video tic-tac-toe game.
Released: February 1992

Betson & Crompton present

CLOWN AROUND



Clown Around combines the appeal of a Crompton game with an exciting rapid fire coin "shooter". The player aims the chute, pulls back the plunger, and fires the quarter or token towards a target. If they miss the big points, they can still push coins over the edge - for an additional chance to win. Operator adjustable awards - tickets or tokens with the ticket every play option also available. Clown Around is fully metered, has a tilt alarm and offers true player skill.

DIMENSIONS:
72" High
31" Wide
26" Deep
440 lbs.

Redemption games have lasting appeal— so buy products that are built to last

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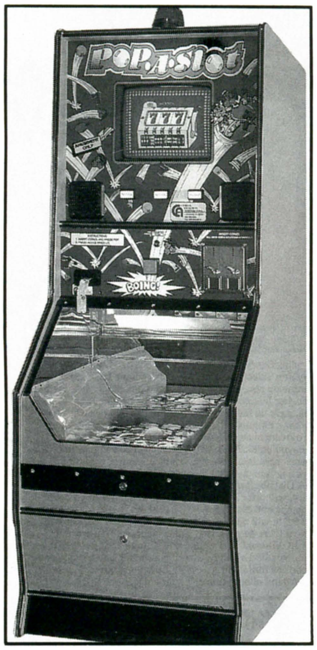
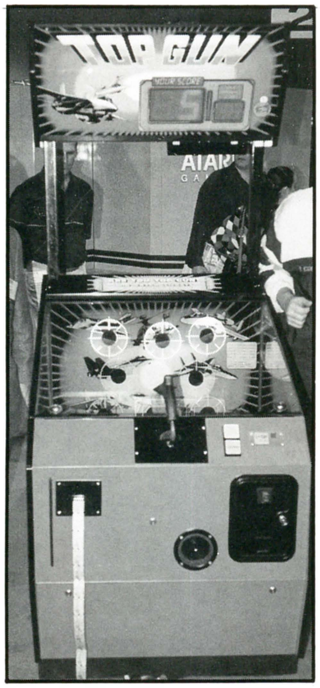
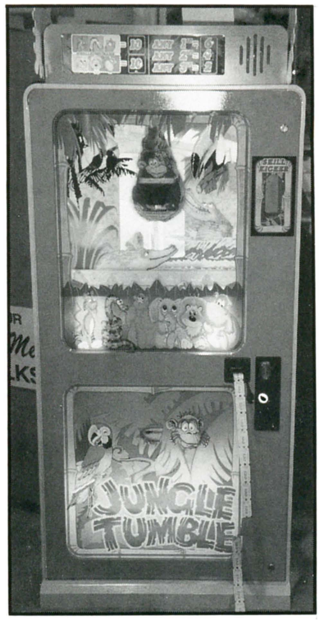


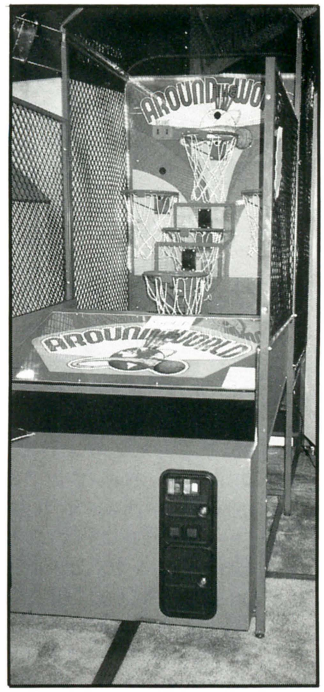
POP-A-SLOT
Coastal Amusement Dist.
908/905-6662
Notes: moving balls on playfield fall into holes or arrangements of different values; overhead video screen depicts results.
Released: March 1992



TOP GUN
Coastal Amusement Dist.
908/905-6662
Notes: 2-player ball shooter.
Released: June 1992



JUNGLE TUMBLE
Coin Concepts
800/462-COIN or 908/390-9009
Notes: ping-pong action game with cute animals & sounds.
Released: March 1992



AROUND THE WORLD
Coin Concepts
800/462-COIN or 908/390-9009
Notes: 5-hoop basketball with lights, music & small balls; flashing arrows show which hoop to aim for.
Released: March 1992

PRESENTING... FOR YOUR ENTERTAINMENT...

FEED BIG BERTHA

FEATURES:

- Voice Action Sound System
- Ticket Dispenser
- Double coin mechanism with locking cash box
- Credit/Weight digital readout
- Top net

OPTIONS:

- Smart's CDV-550 Card Dispenser

"FEED ME!" "FEED ME!" "FEED ME MORE!"

"AND MAKE BIG MONEY"

DIMENSIONS:

BEFORE SET-UP	AFTER SET-UP
• 33¼" wide	• 44" wide
• 72¾" high	• 94" high
• 72¼" deep	• 72¼" deep

PROUDLY MADE IN THE U.S.A.

CONTACT YOUR AUTHORIZED DISTRIBUTOR OR FOR REFERRAL CONTACT US.

"FUN FOR ALL AGES"

As the "Eating Wonder of the World", she's a 200 pound cutie who just loves to eat and she gains 25 pounds for every morsel of food (balls) that is tossed into her moving mouth.

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INDUSTRIES CORP., MFG.
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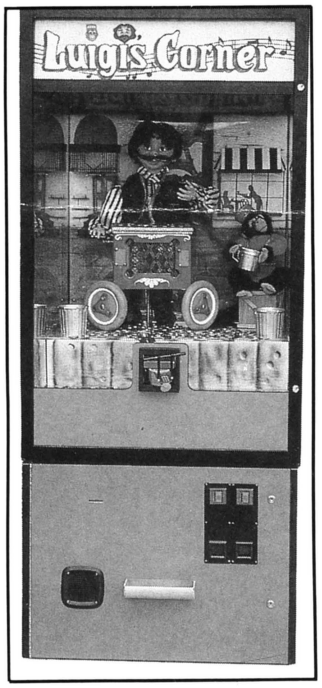
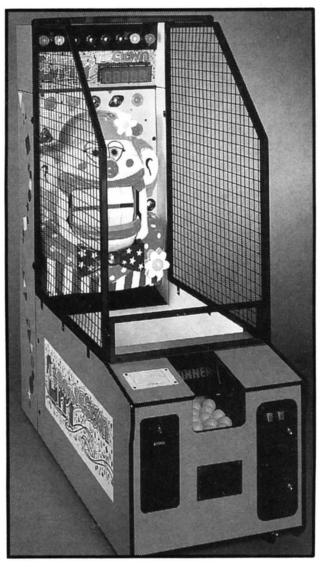
FAX (515) 265-3148



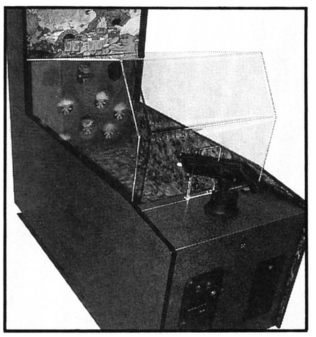
LUIGI'S CORNER
Coin Concepts
800/462-COIN or 908/390-9009
Notes: gorgeous colors & music on the finished version of this coin shooter with organ grinder & monkey characters.
Released: March 1992



LIPPY THE CLOWN
Data East
408/286-7080
Notes: ball-toss clown game.
Released: April 1992

LIZARD COMMAND
Data East
408/286-7080
Notes: tabletop game lets 2 players control moving tanks that shoot ping pong balls at each other.
Release: for July 1992

BIGFOOT PIANO
Exidy
415/364-5201
Notes: stand on giant keys to play musical notes.
Released: March 1992



TROLL
Exidy
415/364-5201
Notes: 1-player gun game lets player blast away at troll dolls which hang in front of backboard.
Released: March 1992

ADDER NUMBER
GaMCO
800/642-7263 or 813/366-1133
Notes: skill stop game themed around climbing a ladder; vends tickets or tokens.
Released: March 1992

BATTLESHIP
GaMCO
800/642-7263 or 813/366-1133
Notes: computerized update of sink-the-ship strategy game; vends tickets or tokens.
Released: March 1992

CONNECT FOUR
GaMCO
800/642-7263 or 813/366-1133
Notes: compete with the computer to connect the dots; vends tickets or tokens.
Released: March 1992

FUDDY DUDDIES
GaMCO
800/642-7263 or 813/366-1133
Notes: kiddie version of 'Boogiemen' rolldown game features zany characters & Keystone Cops music.
Released: April 1992

JACK IN THE BOX
GaMCO
800/642-7263 or 813/366-1133
Notes: multi-level skill stop game; vends tickets or tokens.
Released: March 1992

HILL CLIMBER
Irem America
marketed by Leprechaun
Irem 206/882-1093;
Leprechaun 206/869-6400
Notes: 2-player novelty driver with steering wheel; try to "drive" ball up moving metal tracks; good voice effects.
Released: April 1992

LITTLE LEAGUE
Johnston Products
800/747-1144 or 309/755-5021
Notes: skill game with baseball graphics; dispenses sports cards.
Released: March 1992

VINE CLIMB
Lazer-Tron
510/460-0873
Notes: colorful jungle animals race up a backboard; great sounds. Also available as retrofit for the firm's 'Space Shuttle' game.
Released: March 1992

POP-A-SLOT

- MULTI-COIN FEATURES
- ADJUSTABLE AWARD FEATURE
- PLAY TILL YOU WIN OPTION
- FULLY METERED
- ANTI CHEAT TILT MECHANISM
- TICKET DISPENSER
- TICKET EVERY TIME OPTION

Height: 73 1/2"
Width: 26 1/4"
Depth: 30"
Weight: 375 lbs

Amusement Machine Manufacturer & Distributor

COASTAL AMUSEMENT DISTRIBUTORS, INC.

601 PROSPECT STREET
LAKEWOOD, NJ 08701 • (908)905-6662 • FAX: (908)905-6815

CRACKY CRAB

Namco-America
408/496-6371
Notes: use soft hammer to hit sideways-sliding crabs in this kiddie redemption piece.
Released: March 1992

BUDDY BEAR

Smart Industries
800/553-2442 or 515/265-9900
Notes: play catch with an animated bear character; kiddie-sized cabinet.
Released: March 1992

FEED BIG BERTHA

Smart Industries
800/553-2442 or 515/265-9900
Notes: ball-toss game in kiddie-sized cabinet; you throw ball inside "Bertha's" mouth; accurate shot makes her "gain 25 pounds" as skirt balloons up.
Released: March 1992

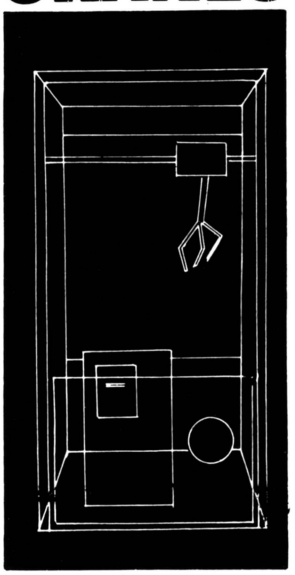
BLAST-OFF

Vari-Tech
800/245-2737 or 616/538-4088
Notes: players use expert throttle action to control the ascent of a Space Shuttle.
Released: May 1992

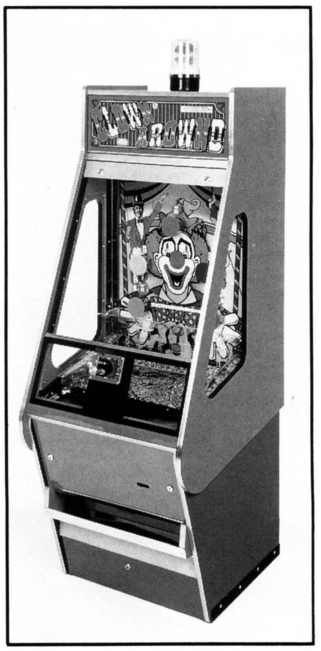
VIRTUALITY

W. Industries, marketed by Horizon Entertainment (Edison Bros.)
314/331-6000
Notes: a software library is available for this ultra hi-tech, ultra-costly simulator system.
Released: Jan. 1992

CRANES



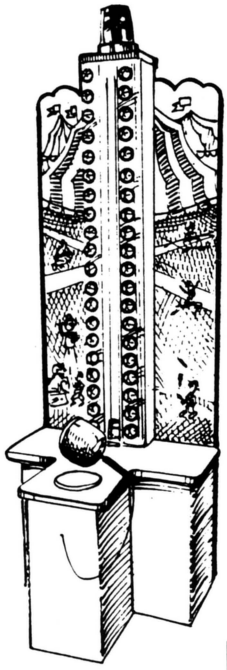
ROTARIES
PUSHERS



CLOWN AROUND

Betson Ent.
800/524-2343 or 201/438-1300
Notes: import from Crompton's combines coin shooter/pusher play with circus clown theme.
Released: Jan. 1992

VARI-TECH INTERNATIONAL
1-800-245-2737



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FUN FOR ALL AGES !

FLEXIBILITY IN DIFFICULTY LEVEL & TICKET PAYOUT

FLASHING LIGHTS & BACKGROUND SOUND

CUSTOM THEMES AVAILABLE

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616-538-4088 Fax: 616-538-1281

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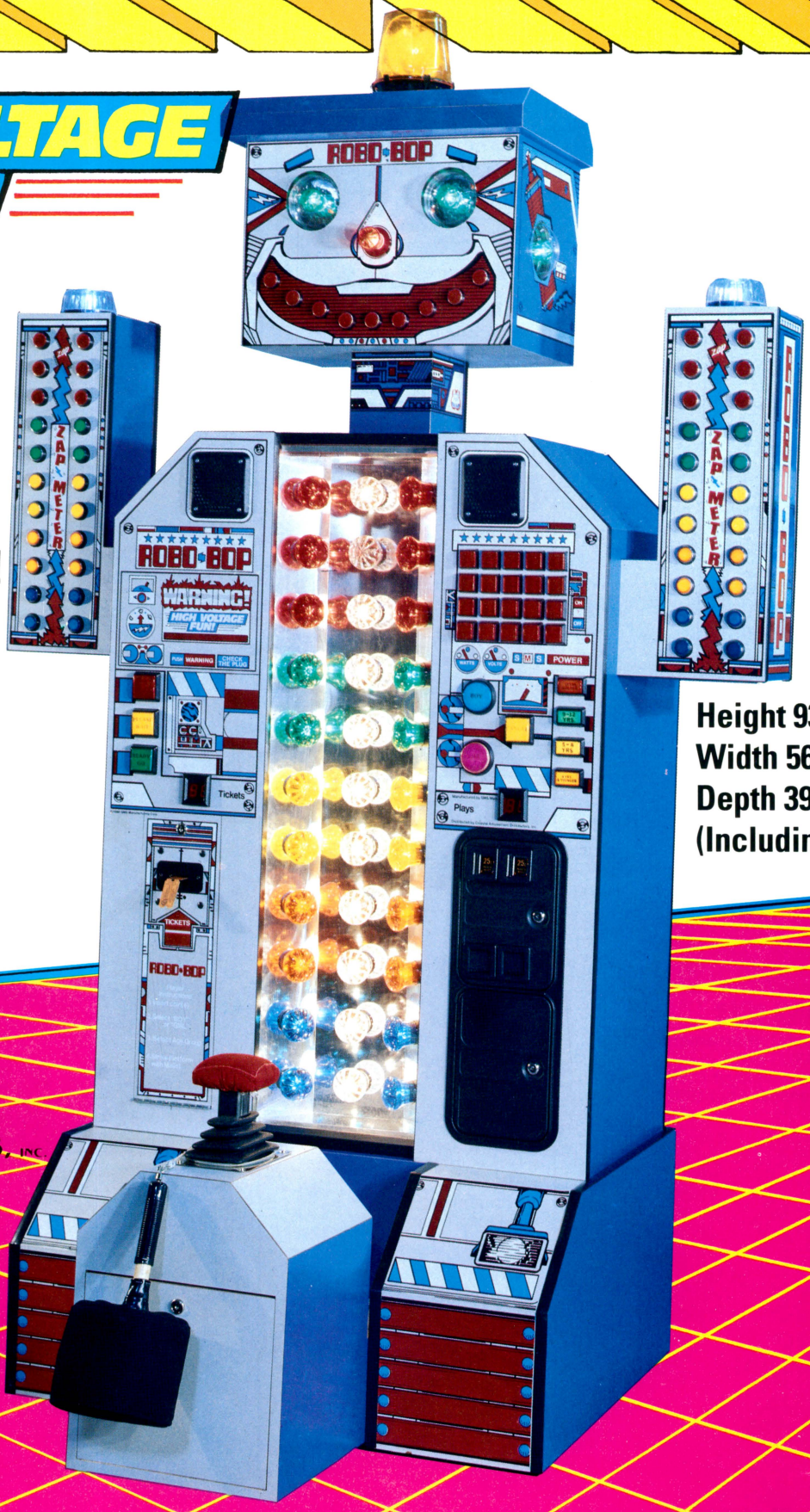
HIGH VOLTAGE FUN!



- Great Attraction!
- 100% Skill Amusement Game!
- A Game For All Ages!
- Realistic High Striker Effects!
- Fantastic Light Show and Sound System!
- Ticket Dispenser!

Height 93"
Width 56"
Depth 39"
(Including Base)

COASTAL AMUSEMENT DISTRIBUTORS, INC.

- 601 Prospect St.,
  Lakewood, NJ 08701
- 908-905-6662
- Fax: 908-905-6815

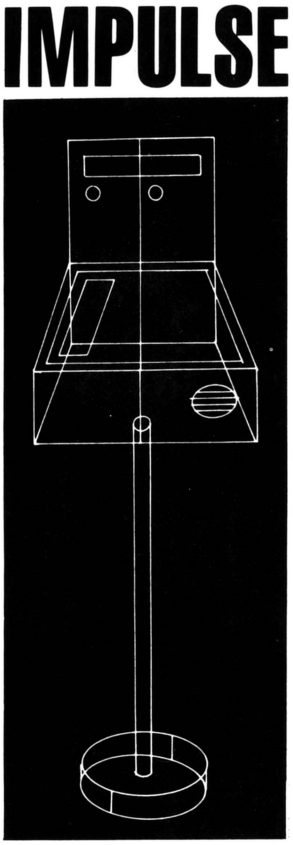
TOY BOX
Clapper Enterprises
800/327-0133
Notes: jumbo or "junior jumbo" size crane.
Released: Feb. 1992

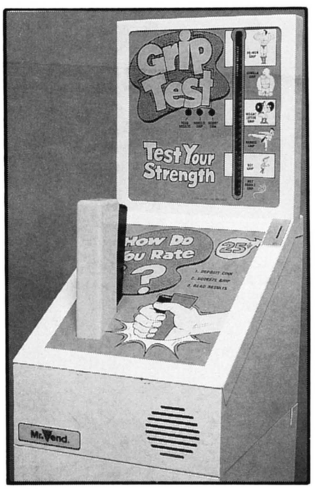
MARDI GRAS
Coastal Amusement Dist.
908/905-6662
Notes: 4-player coin pusher.
Released: April 1992

FLAMINGO
Coin Concepts
800/462-COIN or 908/390-9009
Notes: 6-player pusher with rotating header sign & tasteful Vegas-style graphics.
Released: March 1992

CRANES
Maxima Entertainment
714/859-3826
Notes: jumbo, kiddie, double, single & countertop models with flashy red, black and purple graphics.
Released: April 1992

LAX
Noel Industries
813/785-7630
Notes: 4-player rotary merchandiser.
Released: March 1992





GRIP TEST
Mr. Vend
818/718-6061
Notes: true strength tester (no random readings) in impulse game format.
Released: Feb. 1992

MOUTH OF TRUTH
Vari-Tech
800/245-2737 or 616/538-4088
Notes: fortune-telling impulse game imported from Italy.
Released: March 1992

LA CARTOMANE
Vari-Tech
800/245-2737 or 616/538-4088
Notes: fortune-telling impulse game imported from Italy.
Released: March 1992

WINNING COMBINATIONS
BY GRAYHOUND

NEW

ELECTRONIC SPORTS CARD DISPENSER

Capitalize on the Sports Card Phenomenon

Make any game a Redemption Piece Inexpensively

★ SPORTS CARDS ★ AVAILABLE

FEATURES:

- Easily Retrofitted to Most Games
- 500 Card Capacity
- Dispenses All Sports Cards (except Bowman)
- Will Not Damage Cards
- Programmable to Dispense One or More Cards Per Play
- Easy to Service

Dimensions: Height-13″, Width-5¾″, Depth-9½″

INTRODUCING OUR NEWEST VIDEO GAME
"SEX APPEAL"
Call for Details!

NEW

JUMBO SKILL CRANE

FEATURES:

- Modern Design For More Locations
- Chaser Lights Enhances Cabinet
- One Piece Front Glass:
  - Better Viewing of Prizes
  - Easy to Load Prizes
  - Added Security
- Separate Locked Cash Box
  - P.C. Boards Mounted on One Board
  - Adjustable Claw
  - Joystick or Buttons
  - Adjustable Cost Per Play
  - LED Read Out

OPTIONS:

- ***NEW*** Sports Card Dispenser
- Ticket Dispenser
- Bill Acceptor

Dimensions:
Height-76″, Width-41″, Depth-37″

NEW

KIDDIE CRANE

FEATURES:

- Smaller Cabinet Design
- Color: Black or White
- Chaser Lights
- One Piece Front Glass:
  - Easy to Load Prizes
  - Better Viewing of Prizes
  - Added Security
- Larger Prize Area
- Joystick or Buttons
- Adjustable Cost Per Play
- Adjustable Claw
- LED Read Out
- P.C. Boards Mounted on One Board
- Bill Acceptor

OPTIONS:

- Ticket Dispenser
- ***NEW*** Sports Card Dispenser

Dimensions: Height-63½″, Width-25½″, Depth-36½″

GRAYHOUND BASKETBALL

FEATURES:

- One or Two Players
- Music in the Attract Mode
- Programmable Price Per Play
- Programmable Points for Free Games
- Programmable Playing Time
- Lightweight Sturdy Construction
- Space Saving Design
- Easy to Assemble and Relocate
- Family Entertainment

OPTIONS:

- ***NEW*** Sports Card Dispenser
- Ticket Dispenser
- Bill Acceptor
- Netted Dome

Dimensions:
Height-8 ft., Width-3 ft., Depth-8 ft.

MASTERCARD & VISA ACCEPTED

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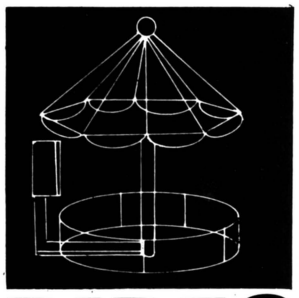
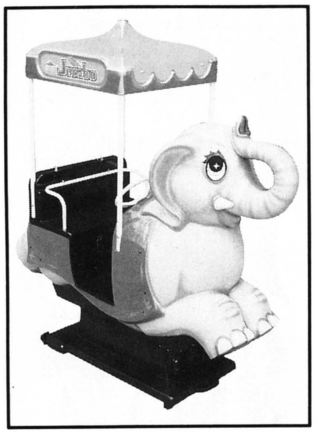
KIDDIE RIDES

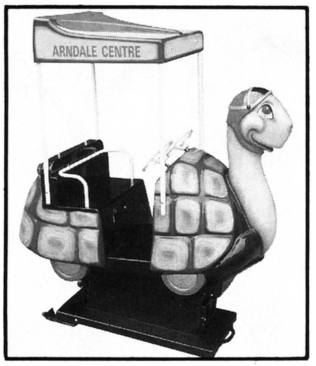


WAVE JUMPER
Carousel International
314/392-7122
Notes: speedboat ride with pretty colors
Released: March 1992

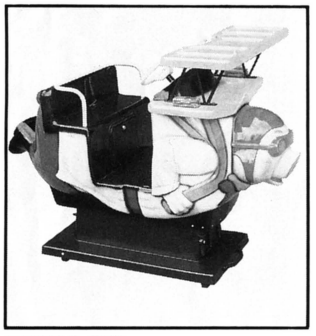
THE DRAGON
Coastal Amusement Dist.
908/905-6662
Notes: imported kiddie ride from Whittaker Bros. Group features state-of-the-art interchangeable control boxes, realistic sound and lighting.
Released: Jan. 1992



JUMBO ELEPHANT
Coastal Amusement Dist.
908/905-6662
Notes: imported kiddie ride from Whittaker Bros. Group features state of the art interchangeable control boxes, realistic sound and lighting.
Released: Jan. 1992

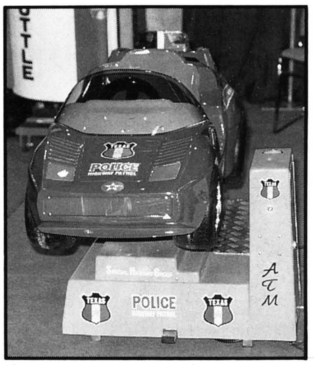


TURBO TOMMY
Coastal Amusement Dist.
908/905-6662
Notes: imported kiddie ride from Whittaker Bros. Group features state of the art interchangeable control boxes, realistic sound and lighting.
Released: Jan. 1992



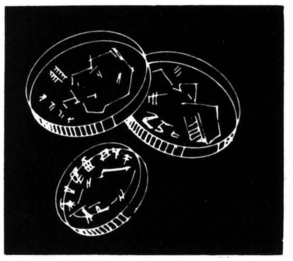
FLYING PIG
Coastal Amusement Dist.
908/905-6662
Notes: imported kiddie ride from Whittaker Bros. Group features state of the art interchangeable control boxes, realistic sound and lighting.
Released: Jan. 1992

WAL-MART VAN
Just Kiddie Rides
(Kiddies of Fla.)
800/543-3437 or 809/897-3180
Notes: moving van exclusively for Wal-Mart stores uses their logo; version without logo can go anywhere
Released: March 1992



HIGHWAY PATROL
Kiddie Rides USA
800/448-6888 or 319/326-6467
Notes: a police cruiser.
Released: March 1992

MISC. PRODUCTS



A-MOK
American Simulators
305/592-5932
Notes: talking egg and capsule vender is robot character who can call kids by name; has flashing eyes & mouth that moves in synch with voice.
Released: January 1992

INSTANT MEMORIES
Capcom
408/727-0400
Notes: photo booth that uses no chemicals.
Released: March 1992

KIDEOPIX
Photovision
516/437-6038
Notes: kid-sized photo booth lets parents print any single frame from live video footage of their kids.
Released: March 1992

TOKEN EXCHANGE

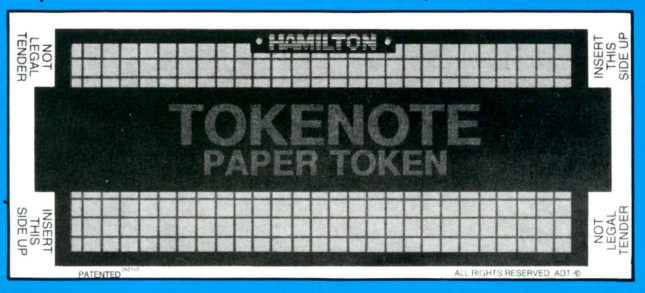
Model CHC-T

INTRODUCING...
a brand new way to promote your game room. Using any new Hamilton bulk loading change machine you can develop new customers in a unique way. What makes these machines unique is the ability to accept a coupon and credit the customer for a purchase. These new coupons are called "TOKENOTE" paper tokens.

DEVELOPING CUSTOMERS
Tokenote paper tokens can be used to develop new customers in several ways.

1. Paper tokens can be given away by other merchants in your area to help promote both businesses. Other merchants will be able to offer the paper tokens as a gift to their customers. These notes can be printed with advertising from both businesses. Once the customer becomes involved with a game he will want to continue playing. These businesses can be restaurants, theaters, clothing, shoe, or department stores. A mall area is an ideal location to work with other merchants.
2. Mail Tokenote paper tokens or include them in newspapers to promote a grand opening or the introduction of a new game.
3. Tokenote paper tokens can be sold at a discount for future use to regular customers.
4. Offer Tokenote paper tokens to schools or other charities to auction or sell in order to raise money for their organization.
5. Last of all Tokenote paper tokens can be used as a credit system. Mark your paper tokens with a customers specific account number. Give them notes to use and at the end of each month return the notes with a bill for each note you received.

Model VC-2



HAMILTON

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Form No. Tokemailer 8/91

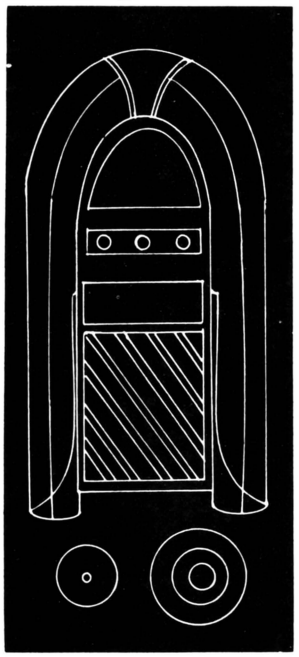
ROCK-N-ROLL BOOTH OF FAME

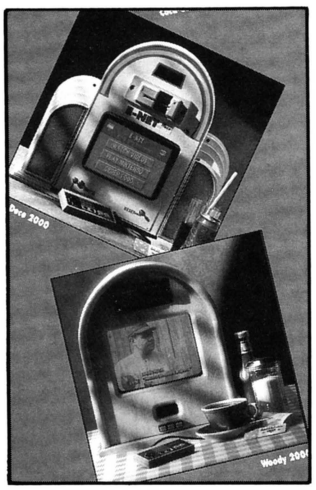
Leprechaun
206/869-6400
Notes: fully automated, self-contained booth lets you record yourself singing hit tunes to pre-mixed background music; over 1,000 songs available with regular updates; vends cassettes.
Released: March 1992

HOROSCOPE CASTER

Vari-Tech
800/245-2737 or 616/538-4088
Notes: player programs height and body style; machine prints out ideal weight; fortune printed for extra coins.
Released: March 1992

MUSIC





E-NET

Laser Video Network
617/742-7110
Notes: tabletop video game, music video & food ordering unit.
Release: not on market yet

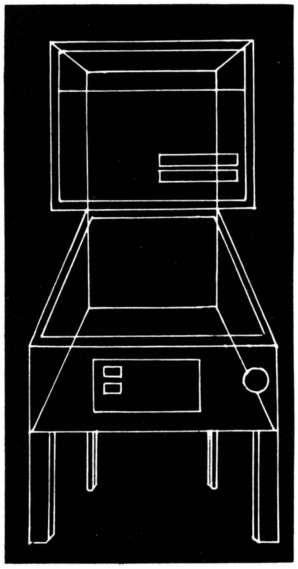
LASERSTAR CD WALLETTE

Rowe
201/887-0400
Notes: a CD replacement for vinyl wallboxes.
Released: March 1992

KAROKE SYSTEM CLD-V303T

Pioneer Laser Entertainment
310/746-6337
Notes: plays CDs and laserdiscs; dual tray system lets DJs reload one tray while other tray is playing.
Released: Feb. 1992

PINBALL



MACHINES

A.G. SOCCER-BALL

see novelties & attractions

HOOK

Data East Pinball
708/345-7700
Notes: features art, characters & music licensed from the Steven Spielberg (Universal Studios) blockbuster movie.
Released: Feb. 1992

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Coffee, apple pie and CD music. The American Dream. The Rowe LaserStar® CD Wallette is designed to work with a Rowe CD Hideaway or LaserStar ® and will fit most existing brackets.

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(201) 887-0400 Fax (201) 887-2851

THE ADDAMS FAMILY

Midway Mfg. Co.
312/267-2240
Notes: players love the licensed characters, art & music from the hit Paramount movie.
Released: Jan. 1992

OPERATION: THUNDER

Premier Technology
800/444-0761 or 708/350-0400
Notes: realistic sounds and exciting light show help simulate aerial bombing missions by Stealth Fighters and F-15 jets.
Released: March 1992

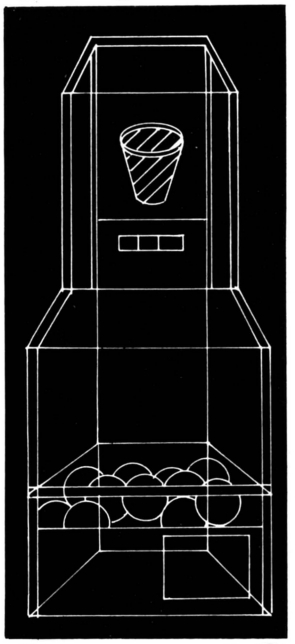
THE GETAWAY

Williams Electronics
312/267-2240
Notes: driving-themed pin lets you "escape" a mad pursuit by cops in patrol cars & helicopters.
Released: March 1992

HURRICANE

Williams Electronics
312/267-2240
Notes: carnival-themed pin with long-winding, full-circle "hurricane" ramp; moving backglass art works in synch with dot-matrix screen.
Released: Feb. 1992

SPORTS

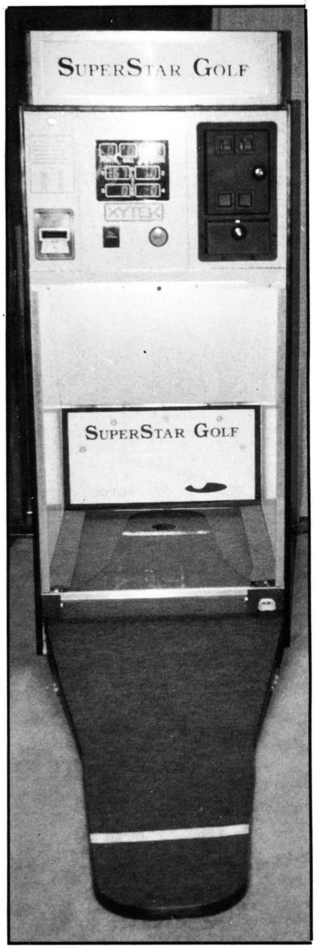


GAMES

MANY WITH TICKET DISPENSERS

PERFECT PITCH

Adastra & Bundra
Adastra: 303/278-3044
Bundra: 708/705-5991
Notes: baseball pitching cage dispenses sports cards.
Released: March 1992



SUPERSTAR GOLF

Don Ball & Associates
908/449-1413
Notes: 1-4 player take turns on this putting green; green contour changes after every 3rd ball; 16 greens total.
Released: March 1992

PRO SCOUTS

Creative Athletic Prod. & Svcs.
800/227-4574
Notes: radar gun tracks throwing speed in this fully automated pitching game.
Released: April 1992

in control, or out of it.
A System. 1932.
BUBBLE GUM
Another System. 1946.
SUPER MARIO WORLD
© 1990 Nintendo
NINTENDO SUPER SYSTEM
NINTENDO SUPER SYSTEM™
The Super System. 1992.

HERE'S HOW THE ALL NEW

NINTENDO SUPER SYSTEM

IS SHAPING THE FUTURE:

BETTER BY DESIGN.

High-tech control modules, specifically engineered for coin-operated use, have tremendous appeal to today's players and offer the most advanced game play in the industry.

MORE PLAYER APPEAL.

Thunderous stereo speakers and a huge, bigger-than-ever 25" monitor provides greater true-to-life action and loads of excitement.

MORE FLEXIBILITY.

In addition to interchangeable software, Nintendo offers superior bookkeeping functions and new auditing options for ease of operations.

MORE GAMES.

The Nintendo Super System is the first system in history to have more than 60 game developers working simultaneously on a continuing flow of new game titles.

NEW OEM PROGRAM.

An aggressive new Original Equipment Manufacturer (OEM) program gives other video game manufacturers and creators actual use of our new technology, bringing even more excitement in the industry.

NEW TEAM PLAYERS.

Through shared technology, new game developers will include those who until now have never had a vehicle with which to bring their ideas to the coin-op market.

ENDLESS POSSIBILITIES.

Our new custom Picture Processing Unit (PPU) is advanced so far beyond existing technology that the boundaries for the creation of future games are unlimited.

INCLUDES THREE SUPER EXCITING NEW GAMES.

SUPER MARIO WORLD.™

The irrepressible Mario is in his fourth adventure, battling bigger and badder enemies in the Dinosaur Islands. With eight worlds and 96 sensational levels to explore and conquer, it's the greatest Mario adventure ever.

F-ZERO.™

It's the ultimate race of the 26th century. Choose one of four high-speed hovercrafts and race at blinding speeds against maniacs out to win at all costs. Racing never looked or sounded more real, or felt more dangerous.

SUPER TENNIS.*

Singles or doubles. Hard, clay or grass courts. Overhead slams, groundstrokes, backspins or lobs. You're in control in this World-Class competition, and mastering your skills will take practice. Work hard and score aces against the best pros.

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Nintendo®

THE FUTURE TAKES SHAPE.

Cabinet Dimensions: 27"W x 75"H x 36"D

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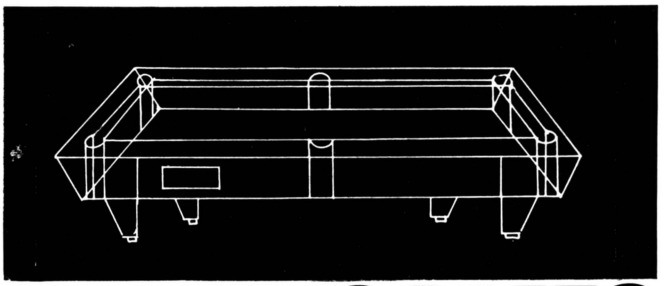
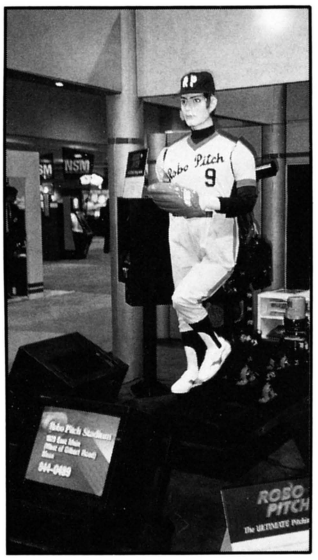
TABLE & TAVERN GAMES



PITCH HITTER
National Sports Games
602/470-1490
Notes: 2 players take turns throwing at lighted targets; good throwing moves your men around the bases in game played by real baseball rules.
Released: May 1992

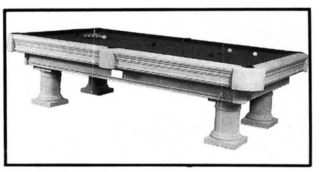
ACCU-TOSS
Star Mfg.
800/270-2900 or 404/270-2900
Notes: rate your throwing speed with this pitching game.
Released: March 1992

BATTER'S BOX
Star Mfg.
800/270-2900 or 404/270-2900
Notes: player stands inside full-sized batting cage; swings at machine-pitched safe rubber ball.
Released: March 1992



ROBO PITCH
Taito game marketed in U.S. by Robo Pitch, Inc.
708/887-6050
Notes: coin-op version of electronic pitching machine that features full-sized robot pitcher.
Released: February 1992

BDL TOURNAMENT HOCKEY
Ameri Corp.
512/349-1544
Notes: air hockey table.
Released: March 1992



CLASSICO
Comus International
416/660-7692
Notes: indoor/outdoor billiard table; available in sturdy precast concrete.
Released: April 1992

AUTO TAB
Fabtek
206/881-0900
Notes: video pull-tab machine that totally duplicates gameplay & logistics of paper pull-tabs.
Released: March 1992

POOL TABLES
Great American Billiards
718/647-9853
Notes: rack play coin-op tables in various sizes.
Released: May 1992

COUGAR WALL MOUNT
Valley Recreation Products
800/248-2837 or 517/892-4536
Notes: this electronic darts game uses the same components as Valley's floor model.
Released: March 1992

SPEED SHOT
Sega
408/435-0201
Notes: 2-player electronic soccer table
Released: March 1992

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COMING SOON!

THE NEXT THING™

KING OF THE MONSTERS II

Airplane fighting action! This two-player simultaneous airplane shooting game allows you to pick up bonus items such as homing missiles, ground missiles and lasers for added attack features. Fight enemies in the air and on the ground. Save up energy for a stronger attack.

Three monsters are about to awaken once more! With even more realistic graphics and a variety of stages, including a bonus stage. Select any of the monsters to play 1P and 2P vs. computer, or player vs. player. Buy-in and continue features are also included. You're guaranteed plenty of monstrous action, as buildings are destroyed and hills are leveled!

PRESENTS

LAST RESORT™

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SNK

NEO·GEO® PRESENTS

If you liked Baseball Stars Professional... You'll love Baseball Stars 2!

Choose your team. One player against the computer or two players against each-other. Announcer's voice calls the plays and adds to the non-stop sports action!

Intense Ninja action! Select one of three Ninjas as your player. Each Ninja has weapons with him, and death-blows can be used with a combination of the joystick and buttons! Pick up extra coins as you play to gain a bonus life after each stage ends. Great two-player simultaneous action, along with player buy-in and continue features.

NINJA COMMANDO™

SNK

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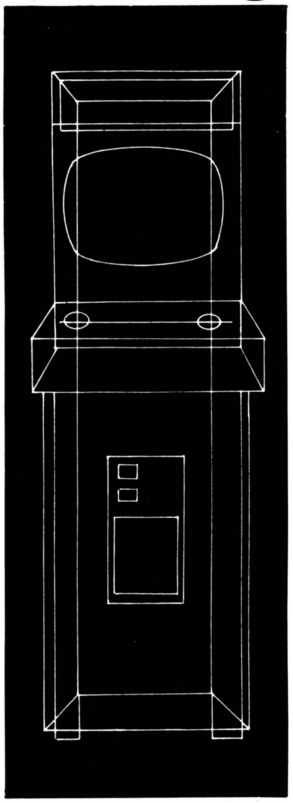
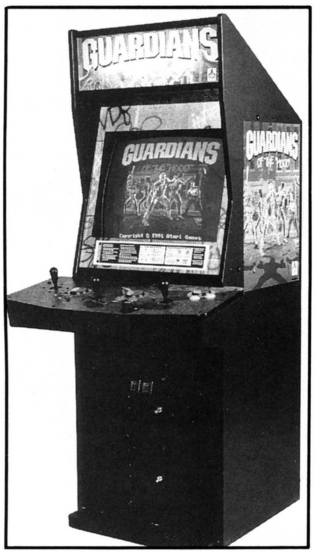
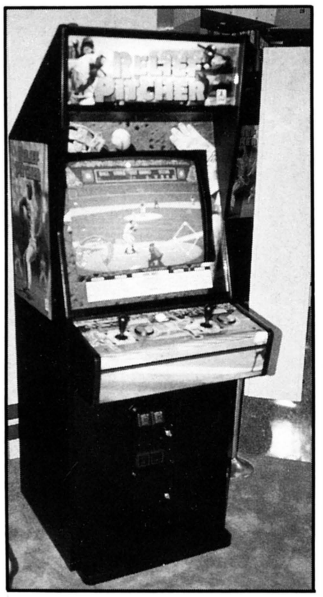
VIDEO GAMES





GUARDIANS OF THE 'HOOD

Atari
408/434-3700
Notes: dedicated game for 1-4 players has multi-gang street combat.
Release: scheduled for May 1992



RELIEF PITCHER

Atari
408/434-3700
Notes: dedicated or kit for 1-2 players lets you pick teams and play "situation baseball" or regular 9-inning contest.
Released: March 1992

SPACE PIRATES

Betson
800/524-2343 or 201/438-1300
Notes: system software for big-screen laserdisc system; use the star cannon to blow away bad guys on a desert planet
Released: March 1992

WHO SHOT JOHNNY ROCK?

Betson
800/434-3700 or 201/438-1300
Notes: system software for big-screen laserdisc system; 1930s Chicago murder mystery lets player confront suspects, gather clues and blast away at crooks.
Released: Jan. 1992

KNIGHTS OF THE ROUND

Capcom
408/727-0400
Notes: 1-3 player horizontal kit has fighting on foot and on horseback with many different medieval weapons.
Released: March 1992

STREET FIGHTER II CHAMPION EDITION

Capcom
408/727-0400
Notes: improved dedicated version of smash hit lets both players control different versions of same character; four new characters and 78 fighting combinations are offered.
Released: March 1992

COOL POOL

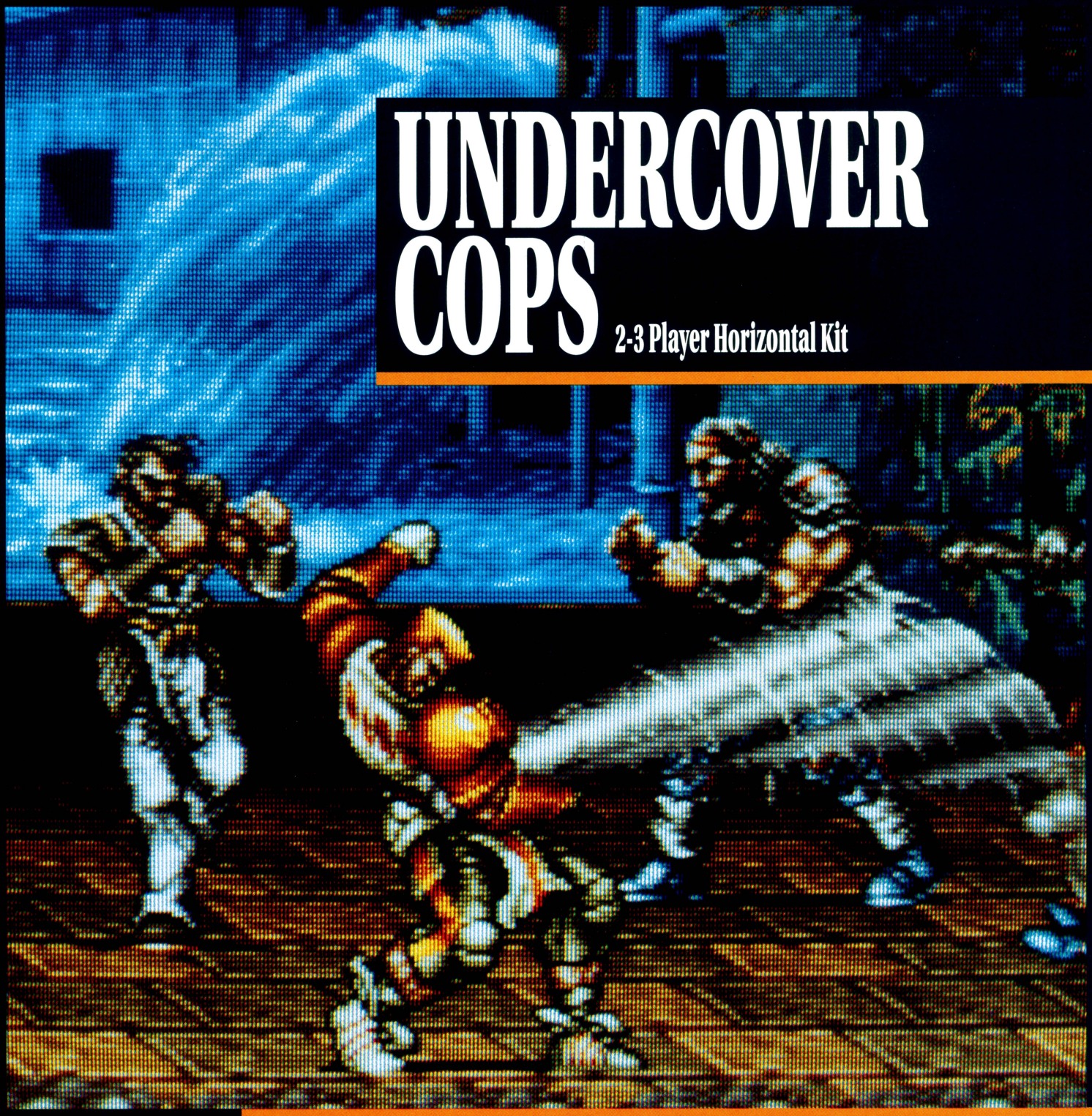
Catalina Games
818/904-0975
Notes: players pick jazz, rock or fusion music in this "virtual reality" video pool game; optional strip-tease feature.
Released: April 1992

SPORTS AUTHORITY

Classic, Inc.
800/833-4667
Notes: dedicated upright sports trivia game automatically vends premium collection cards.
Released: March 1992

HELL OUT

Comad Industry Co., Ltd.
011-82-02-521-7171
Notes: battle devils, demons & monsters in this horizontal kit for 1-2 players.
Released: Feb. 1992



UNDERCOVER COPS

2-3 Player Horizontal Kit

IT'S TIME TO TAKE OUT THE GARBAGE!

When Dr. Clayborn and his dirtbag henchmen took control of the city all seemed lost, Commissioner Gordon made one last call for help. He contacted 3 of New York's finest Undercover Cops. BUBBA- an ex-football player, FLAME- a former Miss America and CLAUDE- a retired philosophy teacher. In life you either walk the straight and narrow or suffer the consequences. Dr. Clayborn is about to find that out.

UNDERCOVER COPS 2-3 Player Horizontal Kit

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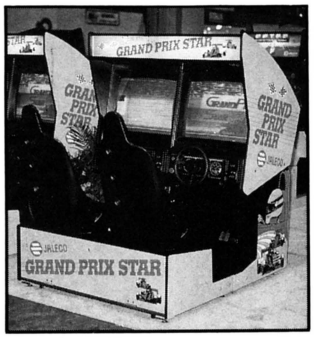
NITROBALL
Data East
408/286-7080
Notes: futuristic shoot-'em-up offers different themes & settings like football, war, ghost town, etc.; 3-player dedicated upright.
Released: May 1992

WIZARD FIRE
Data East
408/286-7080
Notes: dedicated or vertical kit; mystical medieval fantasy gives players an amazing variety of weapons.
Released: May 1992

LEGIONNAIRE
Fabtek
206/881-0900
Notes: horizontal 1-2 player street fighting kit.
Released: March 1992

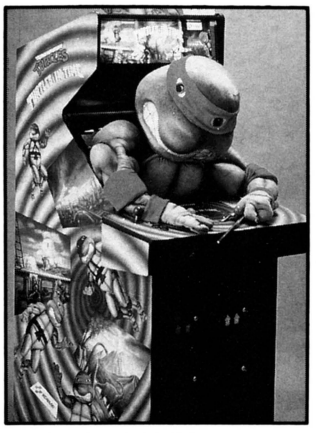
UNDERCOVER COPS
Irem America
206/882-1093
Notes: 2-3 player horizontal kit features futuristic cops battling street crime.
Released: March 1992



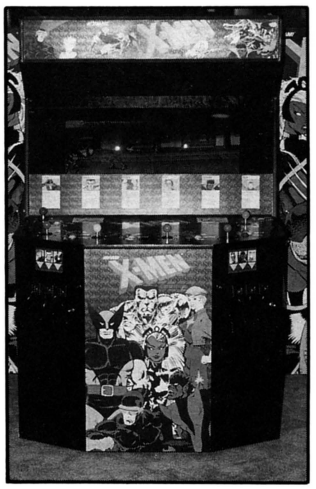
GRAND PRIX STAR
Jaleco
708/480-1811
Notes: 2-screen, 2-seat racing simulator for 1-2 players; moving seats and realistic feel to steering.
Released: March 1992

B. RAP BOYS
Kaneko USA
708/808-1370
Notes: 2-3 player horizontal kit combines rap beat, dance moves on roller skates and skateboards, plus street fighting action.
Released: March 1992

G.I. JOE
Konami
708/215-5100
Notes: combat action themes this horizontal 2- or 4-player kit (dipswitch selection).
Released: April 1992



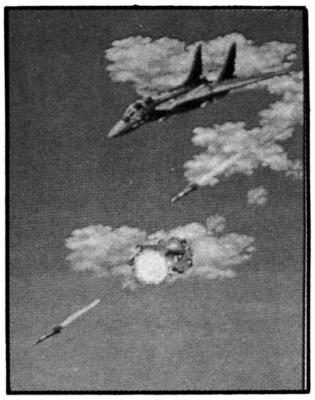
TURTLES IN TIME
Konami
708/215-5100
Notes: available as dedicated game, horizontal kit or retrofit, this title for 1-4 players is the sequel to Konami's earlier hit, 'Teenage Mutant Ninja Turtles.'
Released: Jan. 1992



X-MEN
Konami
708/215-5100
Notes: dedicated upright features Marvel Comics characters. Up to 6 players can enjoy dual-screen version. Single-screen, 4-player version due by May.
Released: March 1992

TRIPLE CROWN DERBY
Leisure Entertainment
800/645-2162 or 516/593-5050
Notes: thoroughbred horse-racing action.
Released: April, 1992

MUTANT FIGHTER
Leprechaun
206/869-6400
Notes: licensed from Data East, this horizontal "Econo-kit" for 1-2 players features sci-fi street combat.
Released: Feb. 1992



AERO FIGHTERS
McO'River Inc.
213/323-2236
Notes: vertical kit for 1-2 players offers 8 different pilots & aircraft to choose from.
Released: April 1992

SUPERSTAR PIT BOSS II
Merit Industries
800/523-2760 or 215/639-4700
Notes: countertop video has all-new trivia & sex trivia questions, plus many other games.
Released: March 1992

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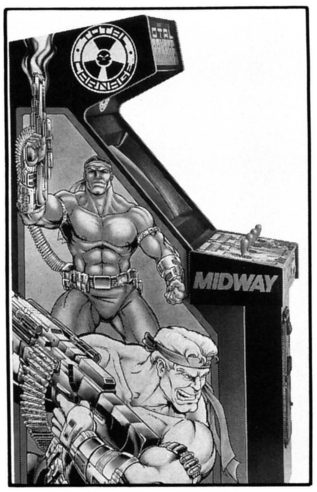
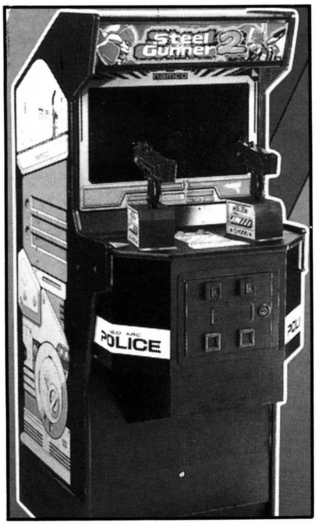


TOTAL CARNAGE
Midway Mfg. Co.
312/267-2240
Notes: dedicated upright for 1-4 players; goofy sci-fi story sends gun-blasting heros against a Kadaffi-type madman out to rule the world.
Released: March 1992

COSMO GANGS
Namco-America
408/496-6371
Notes: 2-player vertical "econo-kit" video version of hit redemption game.
Released: April 1992

DRIVER'S EYES
Namco-America
408/496-6371
Notes: 1-player, 3-monitor sitdown racing simulator.
Released: June 1992



STEEL GUNNER 2
Namco-America
408/496-6371
Notes: new configurations of this dedicated hit include a retrofit for 'Operation Thunderbolt' and update kit for 'Steel Gunner 1.'
Released: April 1992

COCA-COLA SUZUKA 8 HOURS
Namco-America
408/496-6371
Notes: deluxe motorcycle endurance race video based on actual road-race course in Japan; comes in 2-seat units which can be linked with up to four units.
Released: late May 1992

TANK FORCE
Namco-America
408/496-6371
Notes: 2-player horizontal kit; defend headquarters from attack by enemy tanks.
Released: March 1992

DRAGON BALL
NICS Co. Ltd.
011-82-02-335-0964
Notes: 1-2 player horizontal kit pits cartoon-style heroes against skeletons, monsters, etc.
Released: March 1992

ACT RAISER
Nintendo
800/633-3236 or 206/882-2040
Notes: system software for Nintendo Super System; medieval adventure combat.
Released: March 1992

MARIO'S OPEN GOLF
Nintendo
800/633-3236 or 206/882-2040
Notes: system software for the PlayChoice format; Mario golfs against up to 36 opponents; choice of courses in 3 countries.
Released: March 1992

POWER BLADE
Nintendo
800/633-3236 or 206/882-2040
Notes: system software for the PlayChoice format; sci-fi secret agent saves world from mad computer.
Released: March 1992

ROCKIN' KATS
Nintendo
800/633-3236 or 206/882-2040
Notes: system software for the PlayChoice format; cartoon cat character punches his way through fantasy.
Released: March 1992

SUPER SOCCER
Nintendo
800/633-3236 or 206/882-2040
Notes: system software for Nintendo Super System; hot soccer action.
Released: March 1992

THE ADDAMS FAMILY
Ocean of America
408/954-0201
Notes: system software for Nintendo Super System or Dynamo HS-9 cabinets; "Mario Bros." cartoon-style animation & gameplay are used in this item based on characters licensed from the hit movie.
Released: May 1992

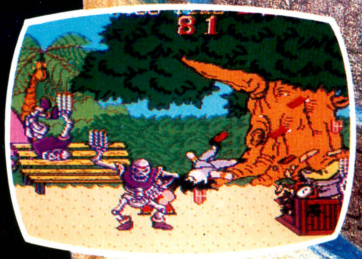
ROBOCOP 3
Ocean of America
408/954-0201
Notes: system software for Nintendo Super System or Dynamo HS-9 cabinets; further adventures of the futuristic man/machine police unit.
Released: May 1992

POPSHOT!
Romstar
213/539-2744
Notes: retrofit kit for 'Operation Wolf' and 'Mechanized Attack' is a video shooting gallery featuring fish, geese & spiders.
Released: May 1992

SKEET SHOT
Romstar
213/539-2744
Notes: 2-player Olympics-style competition skeet shooting in 50" & 70" big-screen Dynamo formats; 2 rifles are attached to stand-alone player station.
Released: January 1992

Dragon Bowl

LET'S GO FANTASTIC WORLD TO TAKE THE 7 BALLS FROM RARE DRAGON!



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VARTH
Romstar
213/539-2744
Notes: 2-player vertical kit is sci-fi shoot-'em-up with great sounds.
Released: March 1992

AIR RESCUE
Sega
408/435-0201
Notes: dual-monitor sitdown simulator for 1-2 players sends jet copter to save captives from enemy.
Released: March 1992

ARABIAN FIGHT
Sega
408/435-0201
Notes: four warriors (1-4 players) pursue evil wizard king in this fantasy adventure.
Released: March 1992

EXHAUST NOTE
Sega
408/435-0201
Notes: 1- or 2-player sitdown racing simulator features dual 25" screens and 32-bit technology.
Released: Jan. 1992

BASEBALL STARS 2
SNK
310/371-7100
Notes: software for the Neo-Geo system; choose teams and hear announcer's voice calling play.
Released: April 1992

FATAL FURY
SNK
310/371-7100
Notes: software for the Neo-Geo system; street fighting theme requires player teamwork and one-on-one competition by turns.
Released: Nov. '91

FOOTBALL FRENZY
SNK
310/371-7100
Notes: software for the Neo-Geo system; choose from 10 football teams; game offers 48 field formations and zoom-up screens during running plays.
Released: Jan. 1992

LAST RESORT
SNK
310/371-7100
Notes: software for the Neo-Geo system; airplane shooting game with up-to-date weapons.
Released: March 1992

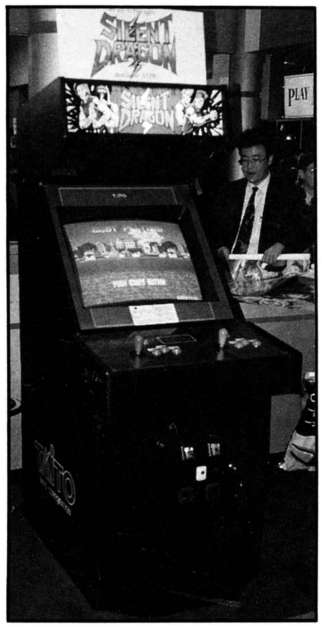
MUTATION NATION
SNK
310/371-7100
Notes: software for the Neo-Geo system; street fighting action as players seek to dispose of mutant bad guys.
Released: Jan. 1992

NINJA COMMANDER
SNK
310/371-7100
Notes: software for the Neo-Geo system; martial arts fighting with various weapons.
Released: May 1992

SOCCER BRAWL
SNK
310/371-7100
Notes: futuristic soccer game; human athletes with robotic parts.
Released: Feb. 1992

GOLDEN TEE GOLF II
Strata Group
800/262-0323 or 708/437-2704
Notes: updated version of golf simulator with new courses.
Released: Jan. 1992

RING RAGE
Taito America
708/520-9280
Notes: dedicated game uses 32-bit technology to offer digitized graphics of wrestling action.
Released: Feb. 1992



SILENT DRAGON
Taito America
708/520-9280
Notes: 2-4 player horizontal kit pits good guys against evil mutants.
Released: March 1992

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Legal Questions

by Laurence Merritt and David Hagen

PART ONE:
Buying & Selling a Route: How to Estimate the Right Price

Back by popular demand are two of Merritt & Hagen's hit columns. The topic? How to value a route for sale or purchase. (They originally ran in May and July of 1988.)

Coin-operated routes are frequently sold between operators. Established operators use this as a means to expand their operations. Other operators may wish to sell routes for various purposes: to get out of the business; to raise capital; or to streamline their operations.

The industry uses various formulas to place a dollar value on a route. However, these formulas are not strict standards to follow blindly. The key factors in determining the value of a route are the quality of the operation and the security of its future income. The bargaining strength of each operation is also a major factor to consider.

PRICING FORMULAS

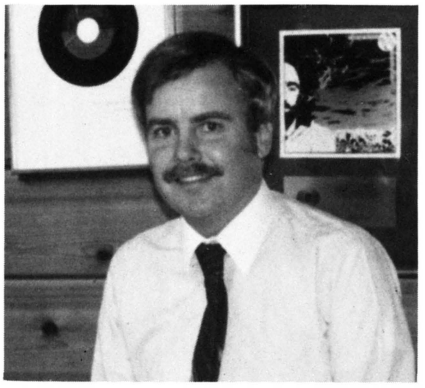
As a starting place, the following formulas may be considered as an effort to place a price on a route.

1. Music and pool table routes. These routes tend to be fairly stable and profitable. The machines may be on long-term leases and require little service. The average price for a music/pool table route is approximately 60 to 70 times the operator's weekly gross receipts from the route.

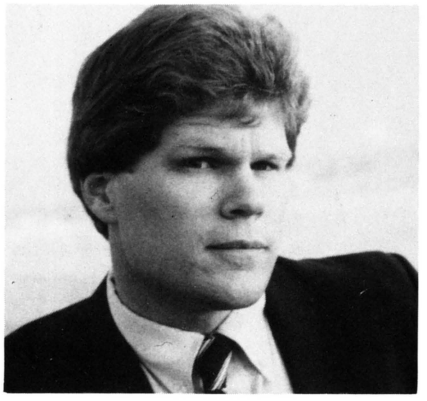
2. Amusement machines. An amusement machine route may have less value. The machines must be rotated, updated and repaired constantly, making the route more expensive to run. Consequently, the value of an amusement route may be less than 40 to 60 times the weekly gross receipts.

3. Cigarette route. Cigarette routes have less value today in many areas than they did a few years ago, because of the numerous ordinances that have been passed (and are being passed) to limit smoking in public places. In some areas, legislation is pending to prohibit cigarette dispensing machines entirely because (the legislators say) of their accessibility to minors. The formula we've seen used is approximately $1.25 to $1.50 per pack sold per week.

4. Combination routes. A route which combines all of the above types of machines tends to be the most valuable of all, because the business is more diversified. A large, diversified route provides a steadier income, which gives it a greater value.



LARRY MERRITT



DAVID HAGEN

Laurence Merritt has been helping operators with their legal problems for almost 20 years, taking many matters to trial and obtaining large judgments. However, he feels his greatest accomplishments are the times when he has been able to obtain successful results without going to trial. Mr. Merritt is on the panel of arbitrators for the Los Angeles Superior Court and has served as a Judge Pro Tem in the Santa Monica Municipal Court. He has also taught several paralegal courses at Waterson College.

David Hagen has represented operators for a number of years. He has taught paralegal courses at Waterson College as well as been an instructor in the MBA program at California Lutheran University. Laurence Merritt and David Hagen have worked together for many years and both welcome comments and questions. You can reach them at: Merritt & Hagen, Attorneys at Law, 6400 Canoga Ave. #311, Woodland Hills, CA 91367; phone: 818/992-1940; fax: 818-992-3309.

OTHER FACTORS

The type of machinery and weekly income are not the only factors to consider when evaluating the worth of a route. You should also explore the nature of the location agreements and plans of key employees.

The prospective purchaser should examine the written location contracts. Are they legally binding? The contracts should be examined to determine their average length of applicability. In general, contracts having longer terms are of greater value.

Prospective route purchasers should also determine the future status of key employees of the operator who is selling the route. Are they free to compete for the locations that are being sold? If so, the purchaser can have future problems. More than once, I've seen a business sold in which all of the

O.K. girls ... Listen Up!

You too, Tinkerbell.

These ads are expensive, and we're trying to sell something. Stick with us and we'll get it over with as quick as we can.

Here goes.

Seems as how some of you are still operating our competitors' jukeboxes. Even though our NSM machine shuffles 100 CD' s much faster than theirs. Even though our machine babies those 100 CD's like no other. Even though the quality of our system — and our entire machine — is dramatically better. And, here's a big one ... even though our NSM machine is the only one that is technologically capable of doing everything you'll probably need to do for the next decade or more.

So, what do you do? You buy Rock-Olas. Pioneers. Rowes. Wurlitzers. Some of each, for all we know.

We go to all this trouble and expense to design and build a far better machine — and, on top of that, "package it" in an absolutely beautiful box — and what do you do. You buy our competitors' machines anyway. Fine. Just fine.

Now hold on. Don't you go drifting off on us mid-way here. There's a surprise ending to this thing. Could be a quiz later, too.

Now here's what you're going to do. O.K. ... O.K. ... Here's what we'd sure like you to do **please**.

Write, call or FAX us for a copy of our booklet, "NSM Presents". Take the 10 minutes or so it takes to read it. You'll quickly see why the NSM HyperBeam™ system is considered the best high-capacity CD playing system in the world. And not just by jukebox operators.

By commercial broadcasters. CD ROM users. And a growing number of the most well known high technology companies there are.

Then, after reviewing the booklet, take just a little time to visit with your nearest NSM Distributor for a hands-on demonstration.

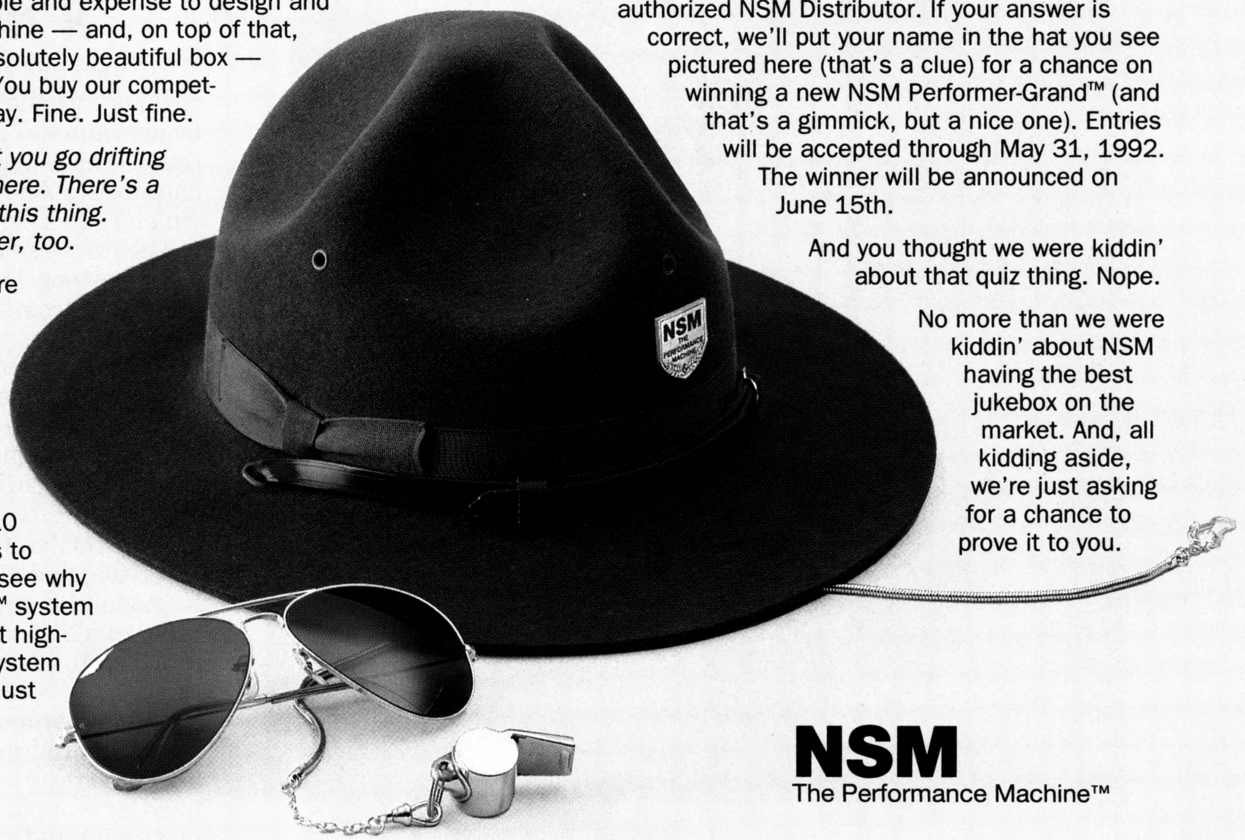
All we're really telling you to do — O.K., **asking** you to do — is look a little closer before you make your next jukebox purchase decision.

It's either that, or we'll start lobbying for the next AMOA Show to be held on Parris Island.

Don't get it? Don't know what Parris Island is? Tell you what. Find out what it is — and what it used to be called — and tell your NSM Distributor when you come in to take a closer look at our machines. Just write your answer on the back of your business card, and give it to any authorized NSM Distributor. If your answer is correct, we'll put your name in the hat you see pictured here (that's a clue) for a chance on winning a new NSM Performer-Grand™ (and that's a gimmick, but a nice one). Entries will be accepted through May 31, 1992. The winner will be announced on June 15th.

And you thought we were kiddin' about that quiz thing. Nope.

No more than we were kiddin' about NSM having the best jukebox on the market. And, all kidding aside, we're just asking for a chance to prove it to you.



NSM
The Performance Machine™

This ad is, obviously, a little "tongue in cheek". But the essence of what it says — and even the way it says it — is really true. When you know everything we do about jukeboxes, it's hard to understand why anyone would buy anything other than an NSM. Gets so you'd like to actually order someone on over so you could show him the facts.

We can't do that. But we can ask you to give us the opportunity. And that's all we're really hoping for — a chance to show you what NSM really is. Please spend a few minutes with your local NSM Distributor the next time you're in the neighborhood.

Thanks for considering NSM.

Rus Strahan, President, NSM-America

P.S. Like the ad says, we're trying to encourage you to visit an NSM Distributor by giving away a beautiful new "Performer-Grand" 100 CD HyperBeam Jukebox. Do get your "Parris Island" contest entries in to your NSM distributor before May 31, 1992. Win or not, we have a little something for you anyway. Believe me, it's one "Royal" contest (that's a clue, too ... a clumsy one).

For an "NSM Presents" booklet and the name of the NSM Distributor nearest you, contact:
NSM-America • 5207 North Rose Street, • Chicago, IL 60656 • 312-992-2280 (FAX 2289)

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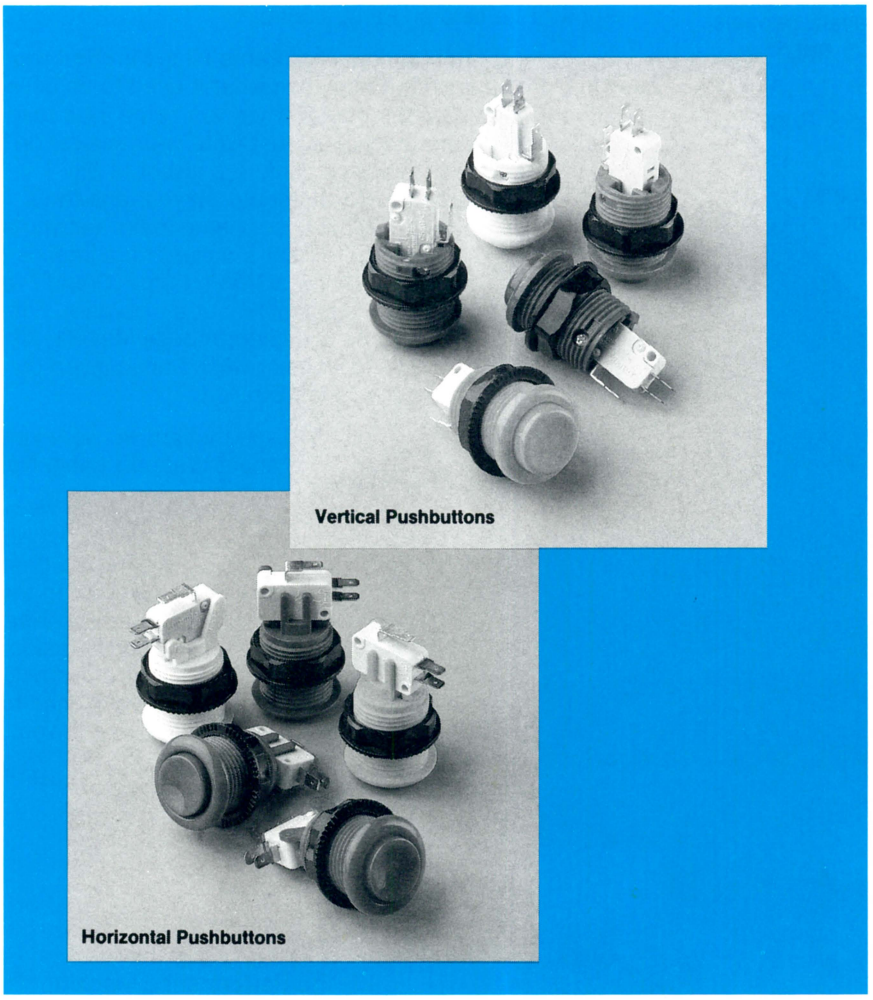
customers of that business were stolen away by former key employees, shortly after the sale.

The purchasing operator will frequently wish to operate the route on a four-week trial basis. The revenues earned during that time will be used to help determine the final purchase price.

The purchase of a route requires careful evaluation. A formula for the purchase price cannot be followed blindly. Well-run routes, supported by strong location contracts, have far greater value than the formulas would indicate. Poorly-managed routes, supported only by oral location agreements, have less value. The transaction should be reviewed by the attorney and accountant for both parties. Legal and tax consequences from the sale of the route must be considered carefully. The contract and escrow instructions should be carefully written to protect both sides.

A well-thought out sale of a route can be a profitable transaction for both seller and buyer. A poorly planned transaction can have disastrous consequences. Keep that in mind the next time a "business opportunity" comes your way!



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PART TWO:
More Thoughts On Valuing A Route

Two months ago, I wrote about various formulas which are used by operators to place a value on a route. Those formulas are guidelines to establish perimeters within which routes can be valued.

The response to that article was overwhelming. I have received numerous calls from all over the country from operators seeking to value a route that they were buying or selling. Most of them want to know exactly how the various formulas worked. After these discussions, it became obvious that most operators were placing too much emphasis upon the formulas. It should be remembered that these formulas are merely guidelines to help a buyer or seller establish the perimeters within which to place an approximate price.

The bottom line for any purchaser is whether the business will give an adequate return on investment. An investor can purchase certificates of deposit and receive a seven or eight percent return on the investment without any risk or effort. The operation of a route can require a great deal of effort and risk; consequently, the rate of return on investment should be substantially more than can be obtained by a low-risk passive investment like a certificate of deposit.

The following factors should be weighed with the formulas when estimating the right price for the purchase or sale of a route:

1. The present level of interest

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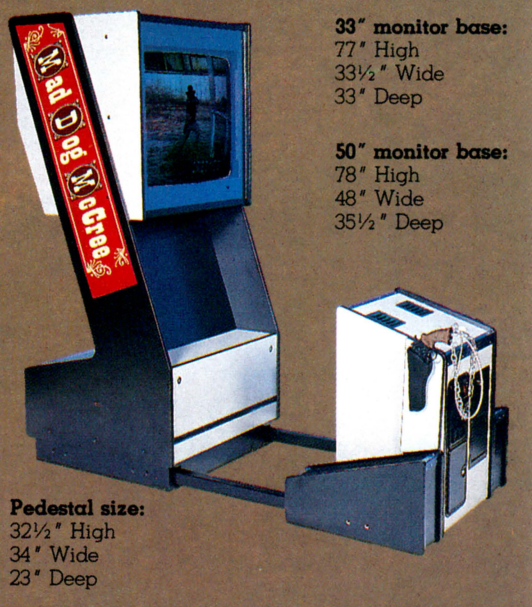

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rates. As interest rates rise, the value of a route decreases. When an investor can receive a high rate of return from a passive no-risk investment, the value of a business venture becomes less valuable.

2. The element of risk in the route should be be carefully evaluated. The factors that influence risk include:

a) The number of locations in the route. If the route consists primarily of one or two large locations, the route is generally more risky. If one of those locations ceases its business operations, or if it has the right to terminate the location agreement, then the value of the route can be damaged greatly by the loss of one location.

b) The loyalty of the employees. If the employees have signed employee agreements not to compete with the employer, then there is less risk in the investment. Alternatively, if the employees are free to compete with the employer, then the route has considerable risk in it.

c) The diversification of the route. If the route is well diversified, containing amusement, music, cigarette dispensing machines and pool tables, then it is more secure. But a route that's totally structured with amusement machines is more susceptible to changes in consumer preferences and trends.

d) A route that is supported by long-term, written location agreements is a more stable investment. The income from the locations is dependable. On the other hand, if the route is supported only by oral "contracts," then the locations are free to leave at will. They may do so if their allegiance is held by the personality of the selling operator.

e) The stability of the coin-operated industry in the community is another risk factor. If the community is subject to unscrupulous operators attempting to steal away locations, then the route is at risk.

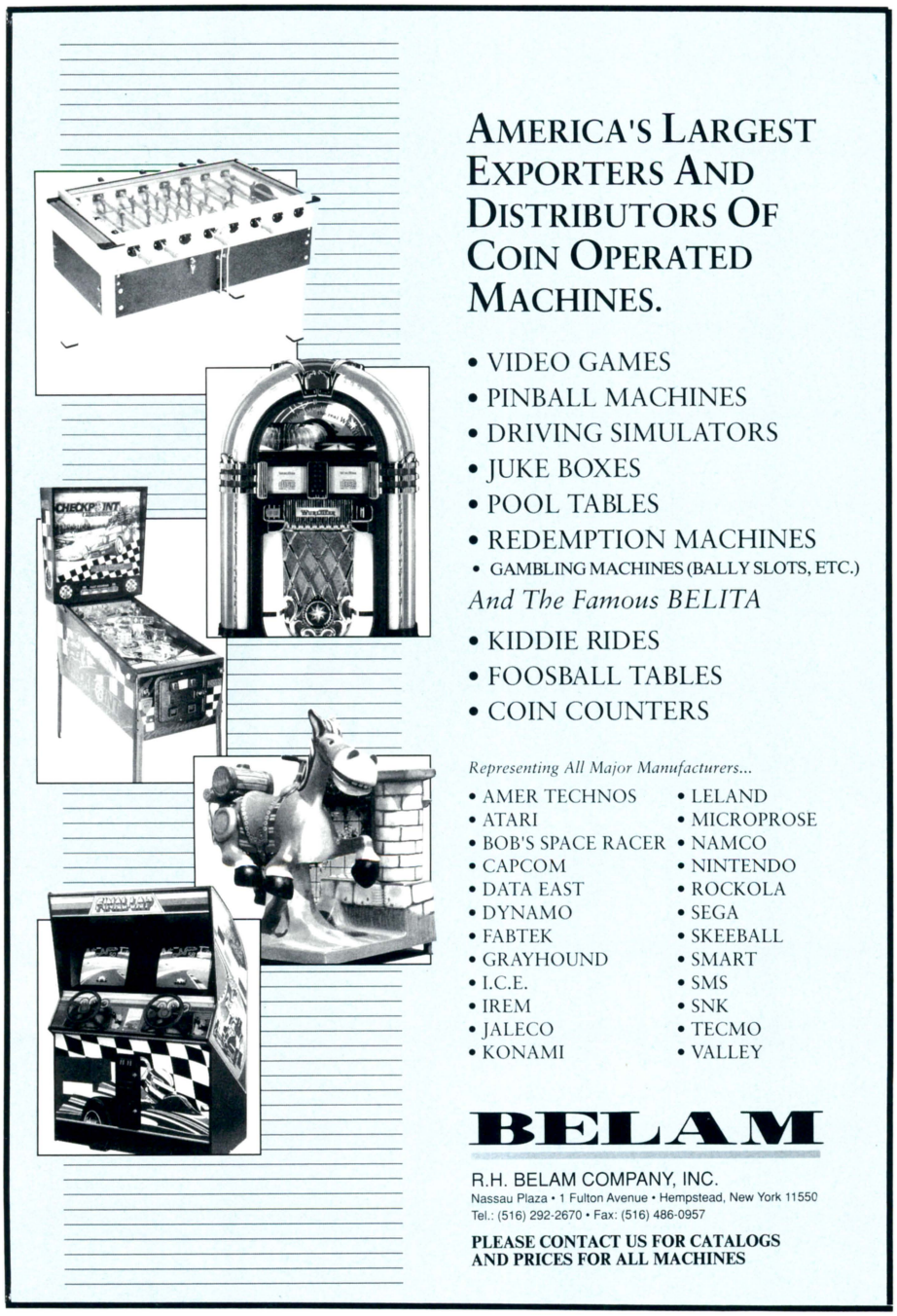
Other price-evaluation factors:

3. The existence of litigation between the route and locations, competitors or former employees can also affect the value of the route. The purchaser of a route should be careful that the agreement for the purchase of the route is structured so that the buyer does not assume the liabilities of the business. For example, there may be a lawsuit pending or about to be brought by a person who claims that he or she was injured by one of the machines. The buyer of the route does not want to acquire the liability.

4. The negotiating strength of the party in question will affect the value of the route. This is true in most transactions. If the buyer can purchase the business entirely with cash, and if the seller is desperate to sell, then the buyer will obtain a favorable price. On the other hand, if the buyer has little cash, so that the seller must accept a promissory note, then the seller is in a position to demand a higher price. The negotiating experience and abilities of each party will also come into play.

5. The age and quality of the equipment is a factor in evaluating a route. If the business owns a desirable warehouse, the latest equipment, a complete parts inventory and other desirable equipment, then the route has a greater value.

Many more factors can be relevant to the appraisal of a route. Each route is unique. An evaluation made solely by reference to industry formulas, without regard to the unique factors involved in the route and the parties to the sale, will not provide a true appraisal of the business.



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FRANK TALK

by Frank "the Crank" Seninsky

A Success Story Where Everybody's a Winner

My budget for parts and supplies would probably be at least 30% higher today than it is, were it not for to the industry's ongoing standardization campaign. Light bulbs, coin mechs, power supplies, locks, wiring, buttons, joysticks, motors. . . these days, such components (and much else besides) are all standardized. It means being an operator is much simpler, games are built better and parts inventory is cheaper.

All this is thanks to the work of our industry standardization committees, composed of operators, distributors, manufacturers, parts suppliers, and representatives of both national trade associations. Behind the scenes, industry standardization is rolling forward all the time, making progress in ways that many trade members never realize. . . yet all benefit from. This month, I'd like to give you an update on the important work of industry standardization.

For six years now, AMOA and AAMA have been cooperating to seek the standardization of certain components, design requirements, etc. of video games and pinball machines. At the recent ACME trade show in San Antonio, Texas (March 15-17), the standardization concept evolved to the next logical level. Namely, we adopted standards for redemption games and jukeboxes, two other key segments of our industry.

The groundwork for this was actually laid at the 1991 AMOA show when standardization committee members asked me to get the ball rolling for redemption and jukebox standardization efforts. I agreed and contacted the many manufacturers I have personally worked with in the past. I asked them to participate on subcommittees. The goal was to make recommendations for manufacturing standards that would better help operators maintain these types of equipment. About 40 company presidents agreed to take part, and these two, brand new subcommittees were scheduled to meet two days before this year's ACME opened.

REDEMPTION STANDARDS

From AAMA, Skip Doyle, founder and president of Doyle & Associates, was elected to serve as the AAMA's redemption subcommittee co-chairman. The redemption subcommittee meeting at ACME drew 24 major factory people (13 more couldn't make it, but expressed their support). We showed everybody the 32 current standards for video and pinball, just to give them an idea of how standardization worked. Shockingly, some of the subcommittee members had never seen these standards before! (We've now made sure everybody concerned has a copy.)

Not only was this the first meeting to address redemption standards; it was also the first time for many redemption manufacturers to meet as a whole. However, everyone came with serious, good intentions. . . and the positive results showed it. The redemption subcommittee approved four standards

specifically for redemption, and adapted some of the 32 standards (with minor adaptations) which apply to this class of equipment. That's quite an achievement for a single, first-time meeting!

The following is an outline of the redemption standards adopted at ACME. They will be sent to AMOA's and AAMA's boards of directors for approval. The most important standard adopted by the redemption subcommittee was "Standard R-1," which describes mounting and wire configurations for a ticket dispenser. All harnesses and mounting bracket dimensions will be the same size. For the operator, it means that in the future, any ticket dispenser can be swapped with any other, simply by unplugging the moldex plug at the harness, unbolting the mounting bracket, and pulling out the dispenser for quick replacement.

"Standard R-2" says that all games with ticket, card or token dispensers shall have a "low" ticket, card or token indicator. This light will show the operator and/or location owner when the supply of dispensed items needs to be replenished. "Standard R-3" will set forth standard voltages and cycles for motors in redemption games. This way, operators won't get stuck ordering oddball motors from Europe that cost $500 (but which could be purchased from a U.S. manufacturer for $75). "Standard R-4" will call for color-coding of power supply wiring in redemption games. Details will be decided by the next meeting, Sept. 30, 10 AM to 12 noon. (That's the day before AMOA's Nashville expo begins.)

JUKEBOX STANDARDS

NSM America president Rus Strahan was elected to co-chair AAMA's jukebox standardization committee. About a dozen people attended this meeting. Jukebox firms represented included NSM, Wurlitzer, Rowe, Rock-Ola, and Pioneer. Several operators are also part of this jukebox subcommittee.

The following standards were recommended by the group and will be sent to AMOA's and AAMA's boards of directors for approval. "Standard J-1" says that all jukebox power cords shall be 18-gauge, three-wire cords with a minimum of 8 feet length outside the jukebox, with internal strain relief.

"Standard J-2" will deal with jukebox tempered glass, to have it conform with UL-22's "Safety Glass Code." Next, "Standard J-3" states that all jukeboxes shall have a minimum of four caster wheels, with each wheel to be two inches in diameter. "Standard J-4" says all jukeboxes shall be able to fit through a standard 32-inch doorway (operators will really appreciate that one).

Two levels of internal metering (for total plays and total money) are required for all jukebox bookkeeping, according to "Standard J-5." The first set of meters must be non-

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As in the redemption subcommittee, the jukebox group also went through the 32 existing standards which were already in place for videos and pins. The group agreed on which of these standards could and should be adapted for jukeboxes. One good adaptation took place with respect to Standard 12, requiring serial numbers. The jukebox group agreed that music machine serial numbers shall be located in at least four places: one on the top, rear (external) of the cabinet; at least one serial number affixed internally; one in the electronics; and one on a major internal component. With serial numbers placed in these four locations, any thief will have a very tough time erasing all the evidence!

The next meeting of the jukebox standardization subcommittee takes place from 7 to 8 AM on Sept. 30, 1992 in Nashville. And we already know some of the topics to be discussed there. Rus Strahan will put together proposals for standardization of jukebox data parts. Rowe's Joe Krestakes will gather information regarding amplification power measurements, as well as FTC rating and testing standards. Also, the jukebox groups will come up with a standard location for highly visible placement of the Jukebox License on the front of every phonograph. This will make the ASCAP, BMI and SESAC inspectors' jobs easier and could save operators many unwarranted headaches.

MAIN COMMITTEE

With all the action in redemption and jukeboxes, the main standardization committee was not left out. David Goudeau heads the AMOA/AAMA standardization committee and he chaired its meeting in San Antonio. A lot of good work got done here, too.

Perhaps the key achievement of the standardization committee in the last couple of years involves video game wiring. For years we've been trying to get total standardization of wiring colors, pin-outs and harnesses. Thanks to Strata's Rich Ditton, chairman of the AAMA standardization committee, we finally got it nailed down at ACME. Standard 17 now reads: *Any game using an edge connector shall use the JAMMA plug and wiring configuration for one- and two-player games and shall use the "AAMA 3- and 4-player extension" for three- and four-player games.* Appendix B lays out all the wire colors and configurations.

It took a lot of fine work from Rich Ditton to make this happen. He took over as AAMA standardization chairman about a year ago, following Rick Currie, and just kept pounding away at this issue. It's a pleasure working with him and I applaud his success!

Government-required safety testing and compliance was also discussed at the ACME meeting of the original standardization committee. AAMA VP Bob Fay reported on the activity of the L.A. Task Force, a 10-member committee headed by Sega's Howell Ivy and Williams' Herb Foss (both key members of the industry standardization committee). The role of this Task Force is to address code and safety issues for all coin-op equipment in the city of Los Angeles. We were initially given one year to come up with an acceptable testing program for all coin-operated games . . . meaning that city officials originally wanted each unit in the field to be separately tested.

In response, the Task Force put together a booklet called "Guidelines for Safety Evaluation of Coin-Operated Amusement Machines" and presented it to city officials for review. On June 3, we'll find out what comments city officials have. That meeting will also deal with testing, record keeping, testing processes, and administration of testing systems. Similar concerns are arising in many other areas of the country. This means the L.A. Task Force is laying important groundwork that could help operators around the country.

The standardization committee is finding itself doing some surprising projects. The group is now putting together a complete, professional booklet demonstrating our indus-

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try's standards and showing how coin-op regulates itself and attempts to ensure safety for all concerned. This book will be titled "AMOA/AAMA Approved Standards" and operators everywhere will find that it makes a good tool to show government officials that our industry works on a professional level.

As our work continues, several new proposed standards will be reviewed by the AAMA standardization committee, then brought to the full committee later for final consideration. One idea is to require that all video games have a plywood bottom, at least, even if the whole cabinet can't be made of plywood. (This might apply to redemption games, too.) We'd like to see all games have a designated place to bolt on an external security bar.

Also, we'd like factories to make available reasonably-priced lexan coverings for video game control panels. We want all games to come with a parts manual, a service manual, a wiring diagram, a troubleshooting guide and diagnostics information...as a minimum! The standardization committee will also research better security methods for games, including locks.

THE MARCH OF PROGRESS

The standardization committee started out with a membership mostly made up of a few factory engineers and some operators. When I got involved with this committee (I was chairman for three years and co-chairman for the past two years), I pushed hard to get the manufacturer presidents and CEOs on the committee, as well as AAMA. I felt (correctly, as it turned out) that compliance would be much greater if the heads of the manufacturers and their association leaders were all part of the decision-making process.

Today, industry standardization compliance is very high! For this I want to specifically acknowledge Bob Fay and the last AAMA presidents (Bill Rickett, Gil Pollock and Frank Ballouz), along with AAMA Standardization Committee chairs Rich Ditton and Rick Currie. And let's not forget the "founding fathers" of industry standardization: first chairman Craig Johnson and Tom Cahill, Todd Erickson, Dennis Sable, Steve Blattspieler...the list goes on.

Now many company presidents take an active part in committee meetings and they also bring their top engineers. The committees enjoy participation by over 70 active members! Everybody contributes and there is no political agenda involved. Some companies have made major sacrifices, spending lots of money to change over (for example) from metric to U.S. measurements. Everybody simply wants to make things better for operators so they can earn more and therefore buy more. It's probably the best and most rewarding area in which I've done association work.

As coin-op gets more involved in government regulation, safety standards and testing, the importance of a broad-based industry standardization campaign will continue to grow. This is an effort I'm pleased to support. I urge those few remaining factories who are not members to join and participate! The approved standards affect every one of you and will affect the growth of your future business, as well.

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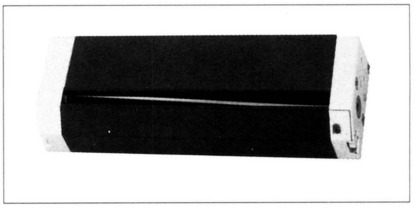

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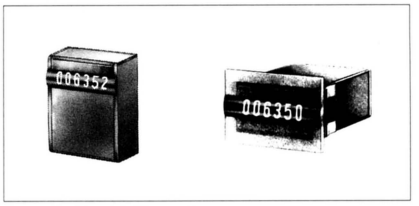

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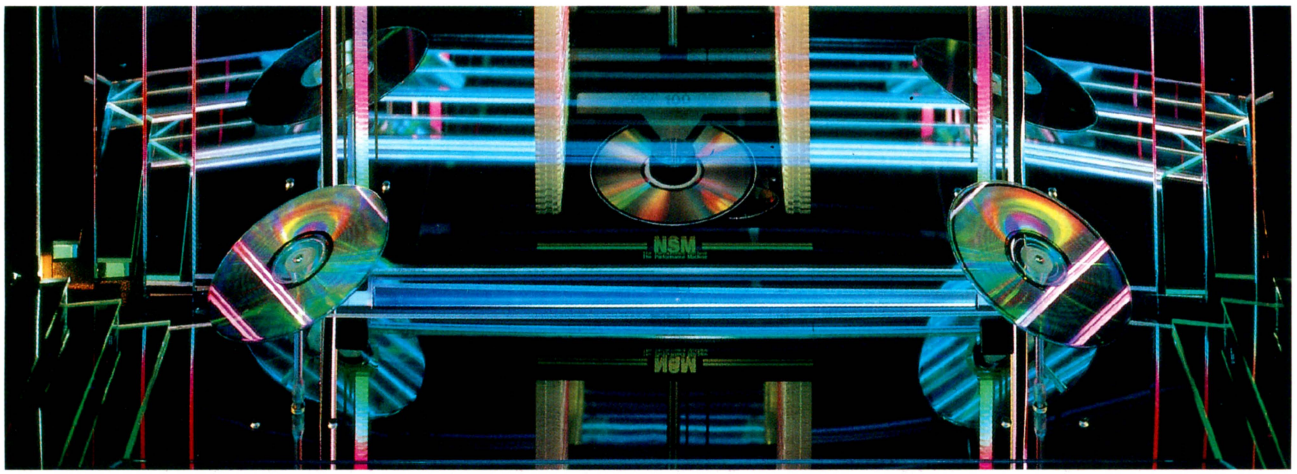

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2. ***TEARS IN HEAVEN,*** *Eric Clapton, Reprise 19038*
3. ★ ***MASTERPIECE,*** *Atlantic Starr, Reprise 19076*
4. ***CHURCH OF YOUR HEART,*** *Roxette, EMI 50380*
5. ***HUMAN TOUCH,*** *Bruce Springsteen, Columbia 74273*
6. ***COME AS YOU ARE,*** *Nirvana, DGC 19120*
7. ***NEW COAT OF PAINT,*** *Bob Seger, Capitol 57732*
8. ★ ***MAKE IT HAPPEN,*** *Mariah Carey, Columbia 74239*
9. ***MAMA, I'M COMING HOME,*** *Ozzy Osbourne, Epic 74093*
10. ★ ***BEAUTY AND THE BEAST,*** *P. Bryson/C. Dion, Epic 74090*

POP PICK HITS

WILL YOU MARRY ME
Paula Abdul - Virgin 98584

IN THE CLOSET
Michael Jackson - Epic 74266

TAKE THIS HEART
Richard Marx - Capitol 57731

VIVA LAS VEGAS
ZZ Top - Warner Bros. 18979

MONEY DON'T MATTER 2 NIGHT
Prince - Warner Bros. 19020

CW

1. ***PAPA LOVED MAMA,*** *Garth Brooks, Liberty 57734*
2. ***STRAIGHT TEQUILA NIGHT*** *John Anderson, BNA 61029*
3. ***IS THERE LIFE OUT THERE,*** *Reba McEntire, MCA 54319*
4. ***SHE IS HIS ONLY NEED,*** *Wynonna, MCA 54320*
5. ***TAKE YOUR MEMORY WITH YOU,*** *Vince Gill, MCA 54282*
6. ***DALLAS,*** *Alan Jackson, Arista 2385*
7. ***BACKROADS,*** *Ricky Van Shelton, Columbia 74258*
8. ***I'D SURRENDER ALL,*** *Randy Travis, Warner Bros. 18943*
9. ***BLUE ROSE IS,*** *Pam Tillis, Arista Pro 2408*
10. ***OLD FLAMES HAVE NEW NAMES,*** *Mark Chesnutt, MCA 54334*

COUNTRY PICK HITS

CAN'T STOP MYSELF...
Patty Loveless - MCA 54371

THIS NIGHTLIFE
Clint Black - RCA Album Cut

MIDNIGHT IN MONTGOMERY
Alan Jackson - Arista Pro 2418

NO LOVE HAVE I
Holly Dunn - Warner Bros. 18956

THE HEART THAT YOU OWN
Dwight Yoakam - Warner Bros. 18966

R&B

1. ★ ***REMEMBER THE TIME,*** *Michael Jackson, Epic 74200*
2. ★ ***MASTERPIECE,*** *Atlantic Starr, Reprise 19076*
3. ★ ***SAVE THE BEST FOR LAST,*** *Vanessa Williams, Mercury 856136*
4. ★ ***MAKE IT HAPPEN,*** *Mariah Carey, Columbia 74239*
5. ★ ***DO NOT PASS ME BY,*** *Hammer, Capitol 44797*
6. ★ ***ALL WOMAN,*** *Lisa Stansfield, Arista 2398*
7. ***COME AND TALK TO ME,*** *Jodeci, MCA 54175*
8. ***JUSTIFIED AND ANCIENT,*** *KLF, Arista 2401*
9. ***WE GOT A LOVE THANG,*** *CeCe Peniston, A&M 1594*
10. ★ ***EVERLASTING LOVE,*** *Tony Terry, Epic 74119*

R&B PICK HITS

IN THE CLOSET
Michael Jackson - Epic 74266

I'M CRYING
Shanice - Motown 2163

BE YOUNG, BE FOOLISH...
Sonia - RCA 62246

CDs

1. ***HUMAN TOUCH,*** *Bruce Springsteen, Columbia 53000*
2. ***ADRENALIZE,*** *Def Leppard, Mercury 12185*
3. ***ROPIN' THE WIND,*** *Garth Brooks, Liberty 96330*
4. ***WE CAN'T DANCE,*** *Genesis, Atlantic 82344*
5. ***NEVERMIND,*** *Nirvana, Geffen 24425*
6. ***LUCKY TOWN,*** *Bruce Springsteen, Columbia 53001*
7. ***ACHTUNG BABY,*** *U2, Island 10347*
8. ***LEAN INTO IT,*** *Mr. Big, Atlantic 82209*
9. ***MAVERICK,*** *Hank Williams, Jr., Curb 26806*
10. ***WYNONNA,*** *Wynonna, Curb 10529*

JUKEBOX PLAY CAN CREATE TOP TUNES

releasing good songs on 45 rpm can help push them to number one!
a guest essay by Terry Hopple, president of Music Operators Service

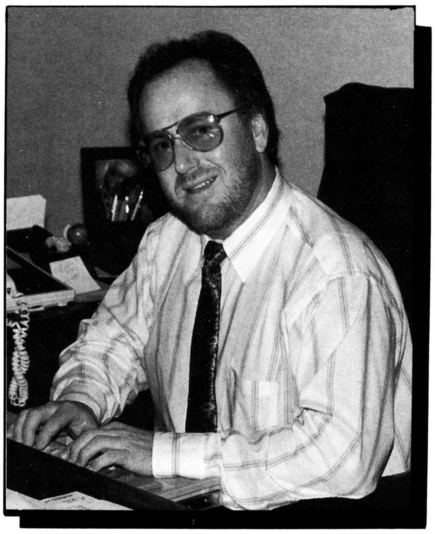
Can releasing a hot song as a 45 rpm single help push it to Number One on the music charts? Case histories, recent statistics and common sense all suggest the answer might be . . . yes!

This thought came to me last year when I heard a rumor that Capitol Records released Garth Brooks' "Friends In Low Places" on 7" vinyl because they wanted it to be number one. I couldn't know how much truth there was to the idea, but it was an interesting concept. After all, if a record label truly wanted a title to be a hit, it seems they would use every avenue for possible exposure. And, yes, that includes the "almost extinct" 45 rpm record, which these days receives most of its play on some 200,000 jukeboxes across the country.

As time went on, I didn't pay a great deal of attention to the notion that singles can push a strong tune over the top to number one. But then something happened which seemed to provide indirect evidence that this theory was correct.

I'm a one-stop owner, and in the late 1980s I found that 7" vinyl records began getting harder and harder to obtain. Upon learning that some of these products were available *if* ordered in a minimum quantity of 10,000 units *(Timmy T./"One More Try")* I began searching for the next super hit that was *not* going to be released on 45 rpm. My idea was if and when such a song came along, I'd round up orders and commission a 45 pressing myself.

It came during the peak of the Gulf War in 1991. The song was an incredibly inspiring tune from Styx titled "Show Me the Way." In Los Angeles, someone made a version with overdubs from the war news coming in, including a little girl asking her mommy when daddy would be home. If you really listened, tears came to your eyes. This had to be the song I was waiting for!



I called several one-stops who supplied music to jukebox operators and asked them how many they would want. After gauging interest, I called my rep at A&M Records, explained the situation and placed my first order for 25,000 records in 45 rpm format. He loved the idea, and loved the extra promotion it would give (approximately one million listeners a day) to a song which was on its way up the charts.

The next day when I phoned A&M to confirm the order for 25,000 singles, my rep told me "The legal department says it's off." For various reasons, the record would not be made on 7" vinyl. The song died in *Billboard Magazine* just short of the number one position. In my opinion, this should have been a number one super hit if there ever was one! Unfortunately, we'll never know if a release on 7" vinyl would have helped.

Surely the question arises, does a label make it 7" because it's going to be a sure hit anyway . . . or does

releasing a 7" version play a key role in creating a hit? Recently an event took place that, to my mind, answered this question: the Grammy awards. Out of 16 major categories, 13 of the Grammy winners were available on 7" vinyl (and were on jukeboxes) *before* they won their awards.

We at Music Operators Service pondered this question for the last several months. We have compiled some interesting statistics which bear on the issue. Our singles manager, Roz Grajeda, has tracked the corresponding number one hits with the availability of 7" vinyl. Her study shows that approximately 42 number one hits have been available on 7". Interestingly, fewer than 10 of the songs that reached the number one position, have *not* been available as 45s. And, we believe that at least 10 more popular songs could have been chart toppers, if they had been made available on 7". But they weren't.

Some observers may suggest that labels don't release as many titles on 45s as we would like, because they are deliberately phasing out this end of their business, period. But recent experience makes me wonder about that idea, too. For example, two years ago our sales rep informed us that Capitol Records was getting out of the 7" singles business because they just didn't make any money on it. But of our March 2, 1992 releases, nine out of 22 singles titles were on the Capitol label. That equals approximately 41% of all releases made available on 45 to one-stops for that period! It's a high percentage of the market for a company that's "getting out of 7" vinyl."

We'll never know if the 7" record and jukebox exposure would have made Styx the supergroup again that they deserve to be. But this much is certain: having his songs available on 7" vinyl hasn't hurt Garth Brooks one little bit. He's now the number one artist in country; he's crossed over into pop; and he's had the following titles released on 7" vinyl: "Friends In Low Places" (number one); "Rodeo" (number one); "Thunder Rolls" (number one); "Shameless" (number one); "What's She Doing Now" (number one); backed again with "Friends In Low Places" and "Papa Loved Mama" (soon to be number one?).

I wonder if the recording artists, or their business managers, would be interested in these statistics. If music artists were informed of this apparent trend, I wonder whether they would want their record companies to keep making the (still-in-demand) 7" vinyl record available.

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the Big Ticket

Updating Your Redemption Collection: Do Your Homework!

Spring has arrived and seasonal operators are about to spruce up their arcades. They've begun by dusting off last year's equipment and searching for this year's "big hit."

The industry has recently returned from ACME, the spring buying show in San Antonio. This year's show was Sunday through Thursday (March 15-17), and I heard many a remark about the poor choice of dates. The beginning of a week is typically a bad time for operators to be gone, because they have to attend to service calls and game collections after a busy weekend.

ACME's timing may help explain what appeared to be reduced attendance at the exhibition. Many exhibitors said attendees (other than distributors) seemed to be drawn from a small portion of our country, and, of course, our Mexican friends. Visitors from the one-third of the country which lies between the Atlantic to the Mississippi, did not seem to total 10% of the guests. This is unfortunate because some really fine equipment was shown. Pinball and game manufacturers went all-out to introduce superior product for the coming months. Redemption booths were plentiful, and afforded buyers a large choice of good equipment for the season.

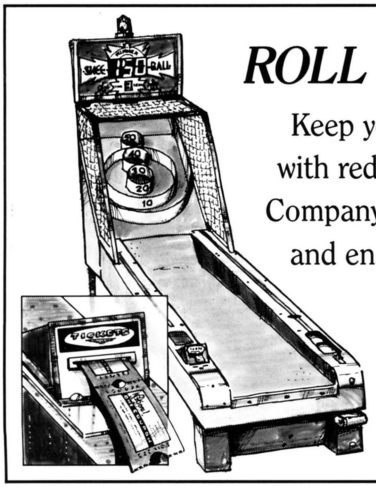
In speaking with the organizers of next year's show, a change of dates was being discussed for ACME '93. They, too, realize that most operators can't leave their business on a Monday or Tuesday. At the same time, I reminded them that sites should be more centrally located.

[Editor's note: next year's ACME has been changed to a Thursday, Friday, Saturday pattern at the Sands Hotel & Convention Center in Las Vegas, site of 1991's very successful ACME.]

Why do I emphasize show dates and siting in a redemption column? ACME drew many exhibitors with a lot of good equipment, but with poor attendance, much of it didn't get seen by the buyers. For this reason, it becomes more important than ever to attend your distributor's open houses. Look at and play the new games. At the same time, read *RePlay*, study the advertisements and keep on top of the new products section.

Our economy is coming back. Consumer spending is up, and you can not afford to lag behind. Many operators reduced purchases in 1991, and so, if not informed, can lose business by not updating the equipment to what players want, and what your competitor has at his location. And don't rely solely on your distributors. They are not able to display all new products. You must do your homework. Speak to your year-round family entertainment centers to find out what's hot. Call manufacturers and ask for references on who is operating the new games. Call the references and hear for yourself what the numbers are.

When you do all these things, you are *thinking redemption!*



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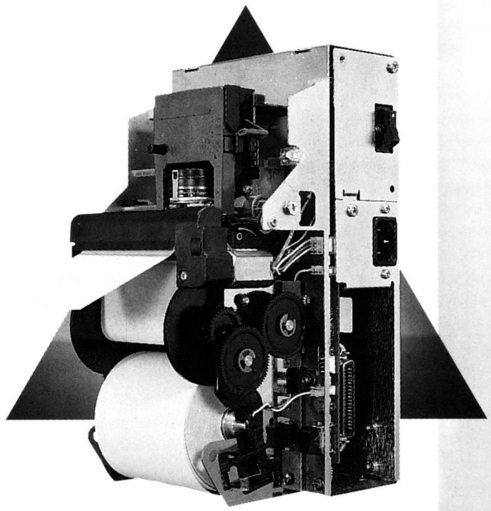

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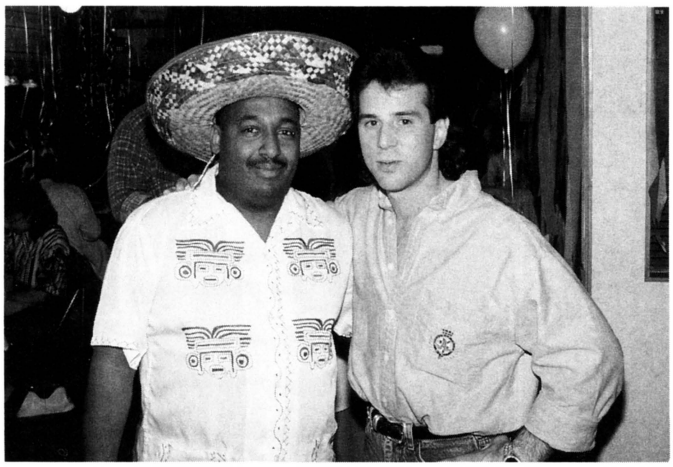


Senor Michael Damtew greets "Van the Man" at the post-ACME open.

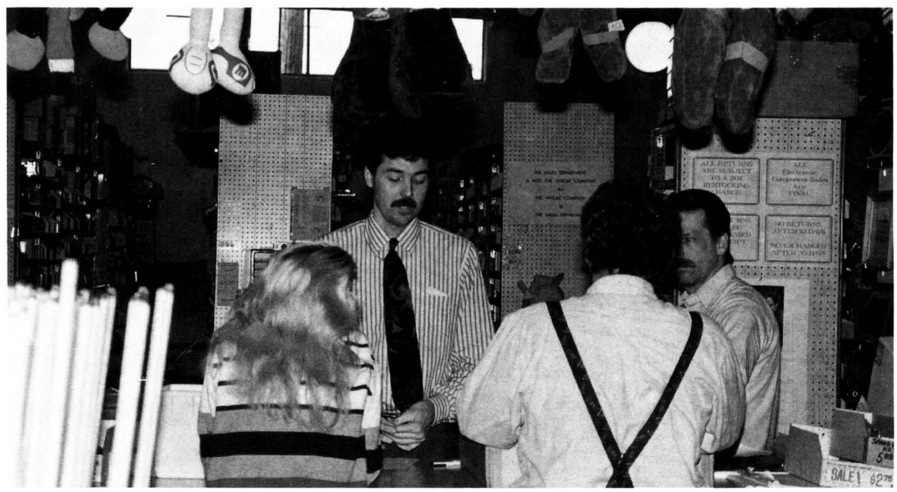
Lon McKee (from McKee Industries) with Williams terrific Western Sales Manager, Lenore Sayers, over by the Midway vid *Total Carnage.*

MUSIC-VEND/DUNIS TEAM HOST 4 POST ACME'S

The MV/D distributing team blanketed the northwest territory with four after-ACME open house parties, bringing new products before operators who didn't attend the San Antonio convention, a bit of seminar learning and a whale of a lot of food and good cheer.

The organization began with its March 25 opener at the Dunis Portland showroom, followed two days later out at their Music-Vend Spokane depot, then into high headquarters in Seattle March 31 and wound up with a 2-dayer for Alaskan operators at the Holiday Inn in Anchorage.

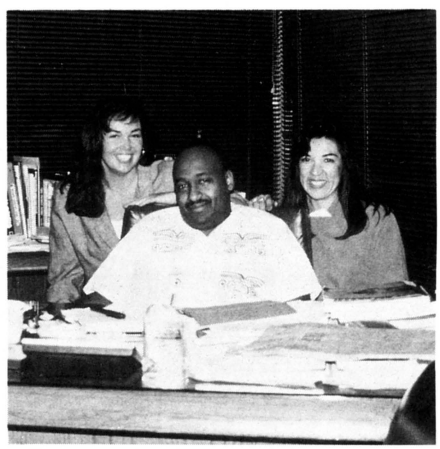
(At this last one, seminars on the medalist dart league, service on video and pinball, a Rowe bill changer technical discussion and other matters pertaining to fixing the rigs of our world were offered.)



Dunis' "second-to-none" parts department during the open house. Mike Damtew says: "Equipment can be bought anywhere, but not service, parts & dedication."

The only photos we received so far came from buddy Mike Damtew at the Portland office where a Mexican theme prevailed. Mike said the showing was well attended with customers coming in from all over Oregon and southwest Washington for the fun, and for learning about some good new products on today's market map. Thank you, Michael.

Customers and factory reps enjoy the mexican buffet at the Portland distrib product show.



Mike says he's quite the international guy, pictured here with two lovely Mexican ladies.

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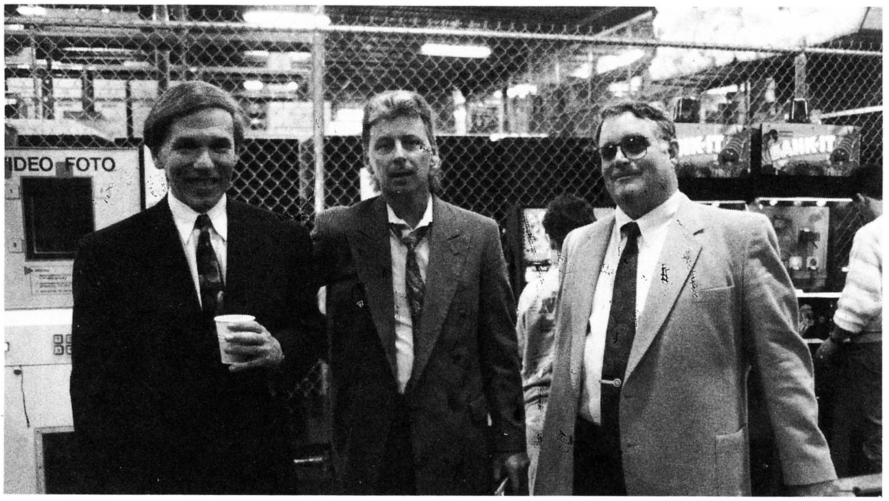
BIG TIME AT BETSON

mega-dealer hosts post-ACME open house at Jersey HQ

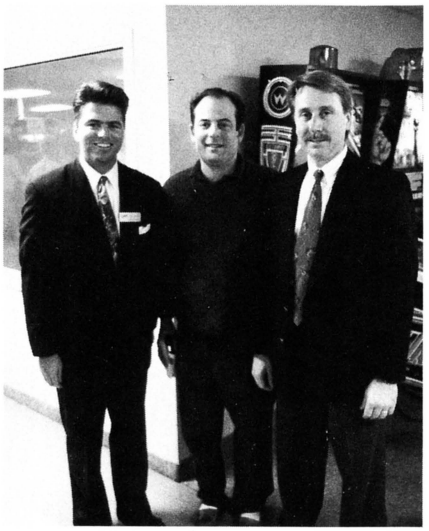
This year's successful ACME show really boosted sales for manufacturers, and it also gave dealers some fine new equipment to take home to operators who didn't travel to San Antonio. The Carlstadt, N.J. headquarters of Betson Enterprises held its post-ACME open house on Wednesday, March 25.

As you can see, a large crowd of operators showed up to view new equipment on the showroom floor. Factory reps from the major lines demonstrated their wares. Guests also enjoyed a luncheon buffet on the loading dock, which was set up with folding tables and chairs. Even the parts department drew a crowd. Now that's our idea of a successful party!

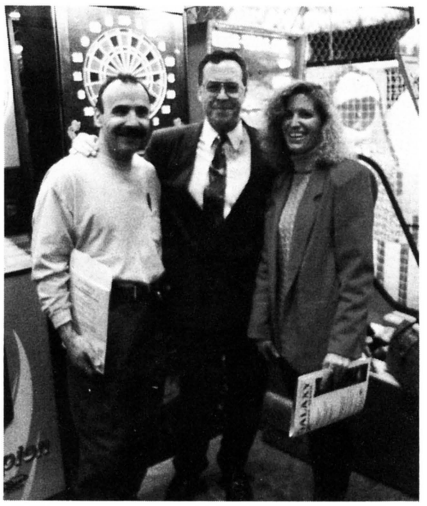


Betson's Bob Geschine and Bill Treger flank George Hamilton of TV Co. during the open house.

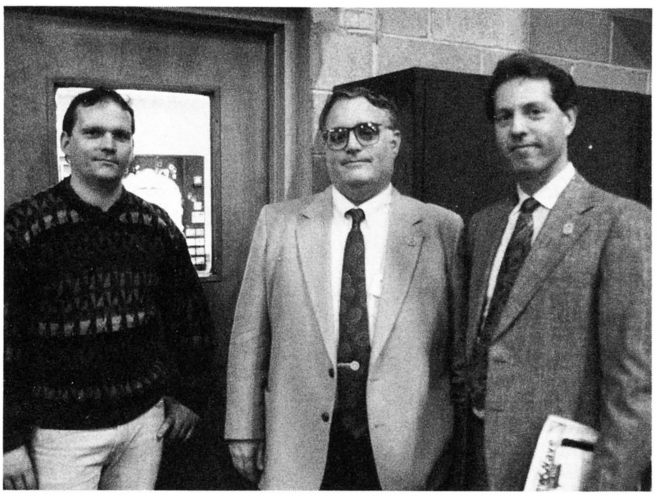
The open house drew quite a crowd to the parts department of the Carlstadt H.Q.



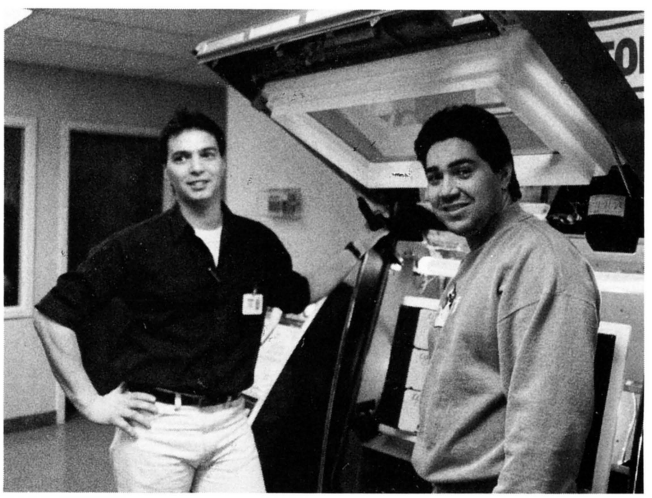
Dynamo's Chris Brady with Rocco Dinapoli of Superior Amusement & Betson's Kevin Fritz.



Arachnid's Bob Mills (center) says hello to Cue Vending's Jody Fragala (l) and Bill Vending's Brenda Engelhardt by *Top Gun Challenge.*



Betson Enterprises' Bill Seibert and Bill Treger with our pal Frank "the Crank" Seninsky of Alpha-Omega Amusements during the opener.



Betson's Frank Pecorano (left) discusses some new features of the Rowe *LaserStar* jukebox with Nick Napolitano from NBR Vending.

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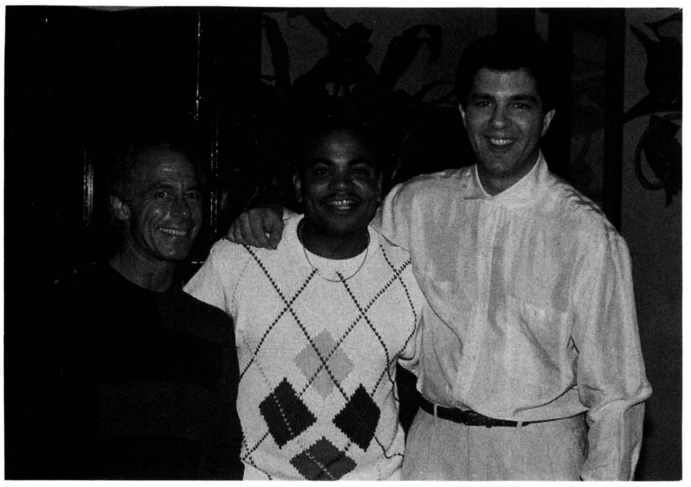
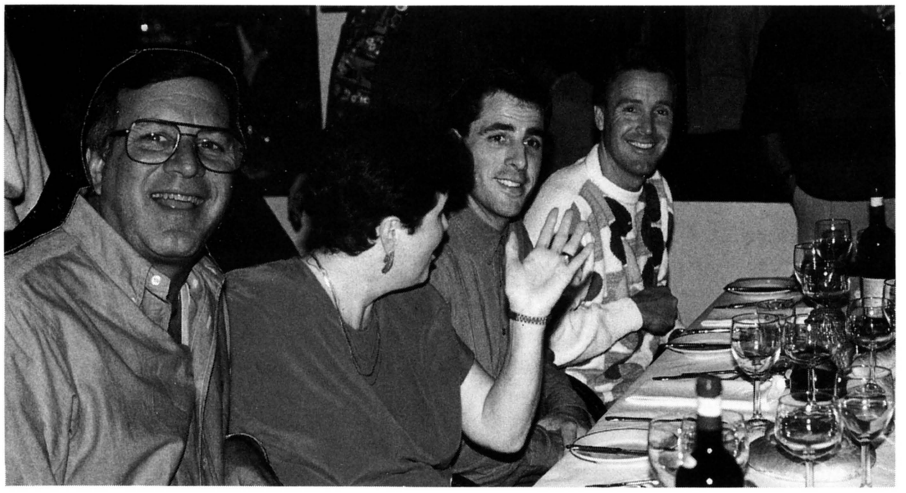


Above: Enjoying some great dinner conversation during the Los Angeles dinner party are Leah Bettelman (always the best hostess) and Mr. & Mrs. Dave Rosen. **Left:** Also during the dinner party, Ira Bettelman, Romstar's Tim Jackson and Irem's Drew Maniscalco say hello.



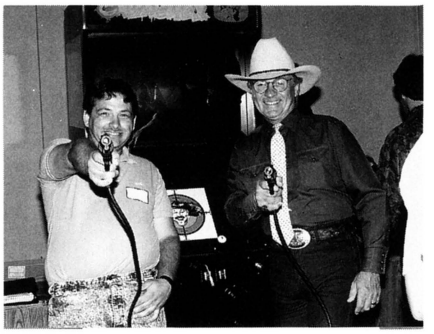
From left to right, U.S. Games' Mort Ansky, Exidy/Bullseye's Virginia Kauffman, Fabtek's Steve Ward and Sega's Tom Petit at the dinner party. It was a very nice evening.

C.A. ROBINSON DRAWS CROWD TO L.A. SHOW

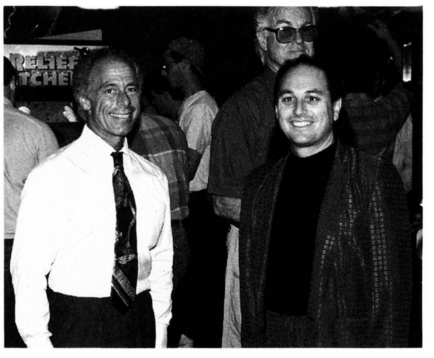
We may sound repetitive here, but C.A. Robinson is known as a class act and this year's spring open houses proved that fact once again.

They began in San Francisco on April 1 and, no foolin', they drew a record number of tradesters. Then on Thursday evening, the Bettelman family and C.A. staff welcomed factory reps to a casual evening of great food and conversation at their traditional dinner party. Friday, April 3 brought great numbers of folks to the L.A. showroom to see the latest in coin machines. (A special feature this time around was the special "redemption room" — a big hit with attendees looking at that range of products.) And, of course, they made sure no one left hungry, serving up a wonderful buffet lunch. Here are some photos from the L.A. affair:

Fabtek's Frank Ballouz helps one of the younger attendees play a game of *Legionnaire.*



Sam Lehman of Games People Play (Azusa) with American Laser's Stan Jarocki (who's aiming to make a big smash out of *Gallagher!).*



On the showroom floor are C.A. Robinson's Ira and Sandy Bettelman. The super turnout in SFO & L.A. brought big smiles to their faces!

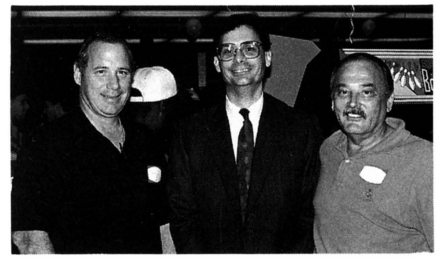
Chip Walker and Bud Hurlbut of Castle Park (Riverside) say hello to Exidy's Virginia Kauffman by her fun *4X4* redemption game.

Over by the *X-Men* video are Konami's Frank Pellegrini and Steve Kaufman plus Kaneko's Marty Glazman and Romstar's Rene Lopez.

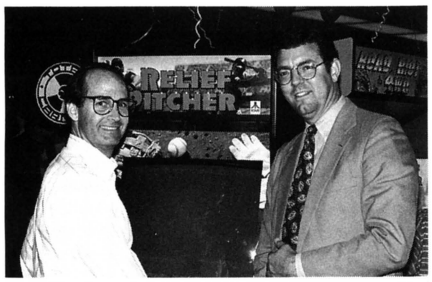
Jaleco's Larry Berke happily presided over his firm's super driving game *Grand Prix Star.* It was being driven everytime we passed by.

Romstar's Tim Jackson shows *Varth* to Royce Boydston of Castle Park (Riverside) and Mike Armendarez (Sons Amusement, Los Angeles).

Dene St. Antoine, Stan Stolfus and Gene Lewin check out Jaleco's *Grand Prix Star.*



George Tavaglione (Tava Lanes), Bud Paterson and Strata's John Cassiday with his kits.

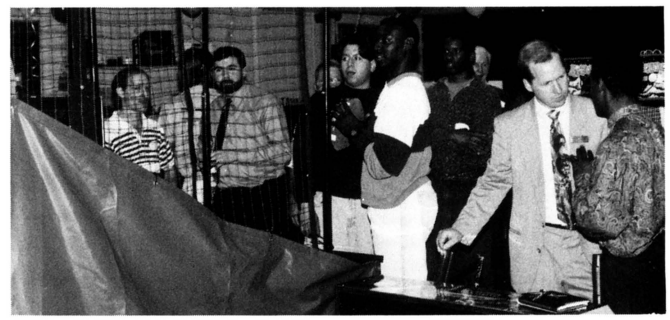


Rob Shaffer of PuttN'Hoops' (Oceanside) with Atari's Mike Taylor and new *Relief Pitcher.*

In front of LazerTron's *Vine Climb,* Ben Larson and Jerry Randel with C.A.'s Mike Hall.

Kaneko's Marty Glazman with C.A.'s Dean Gamburd with the *B. Rap Boys* kit.

Greg Sullivan, Chuck Milhem, Mort Ansky and Fred Gillmann at lunch.



Some attendees try National Sports Games' football game, *UB-QB.*

Sega's Ken Anderson wheels around in his firm's *Exhaust Note* video.

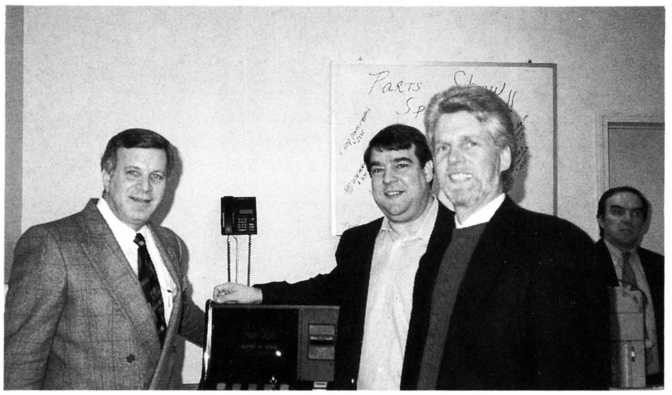
Williams' Joe Dillon and Lenore Sayers flank international sales rep Mireille Chevalier in the sunny lunch area set up for the event.

NEAT-O AT NECO

New England Coin-Op brings in big crowd to their bigger building; post-ACME shindig in Norwood finds distributors & operators happy

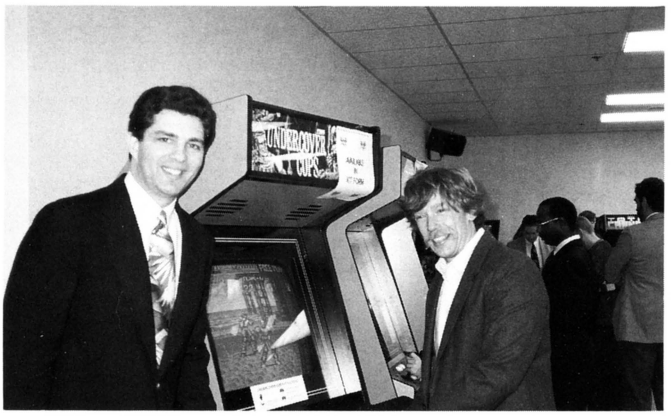
At the NECO post-ACME product show are the distrib's Rick Kirby and Jaleco's Bob Haim.

"Our best open house ever! An absolutely spectacular turnout!" That was the rave review for New England Coin-Op (Norwood, Mass.) as they hosted their post-ACME open house, which also served as the grand opening of their newly-enlarged distributorship. The event took place two weeks after ACME on Sunday, March 25. "The operator turnout was there and so was the sales," declared a smiling VP Rick Kirby. NECO enlarged to "just a shade under 21,000 sq. ft." — an increase of about 50%. As you can see from these pictures, NECO enjoyed filling up all that space with operators, games, factory reps and hospitality. (Thanks to Jeremy Tepper of *Vending Times* for the photos.)



Mort Ansky of U.S. Games with Bob LaBerge of Teddy Bear Amusement (Boston) and Steve McCaul of Ryan Amusements (Bourne).

NECO's Jack Magner says howdy to Romstar's Rene Lopez. The event also served as the grand opening of the enlarged dealership.



Irem's Drew Maniscalco says hello and talks new product with NECO customer Joe Feely of New England Games (Lisbon, Maine).

Phil Adams of Adams & Adams Vending (New Bedford), Al Glasgow of T&A Amusements (Rochester) and NECO's Joey Santoro.

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SINGLE 7 RESPIN

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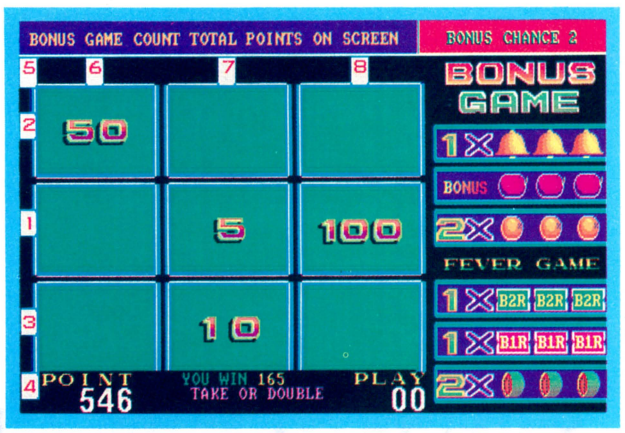

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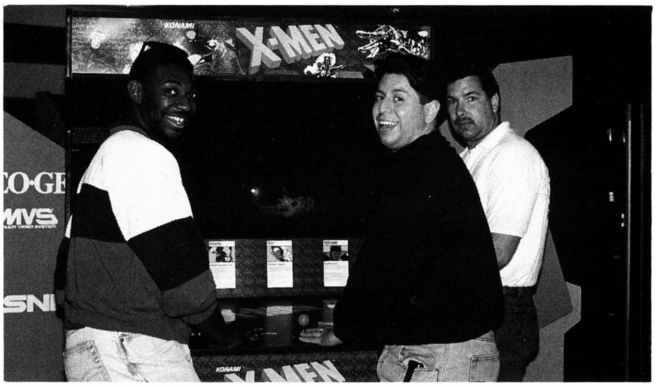
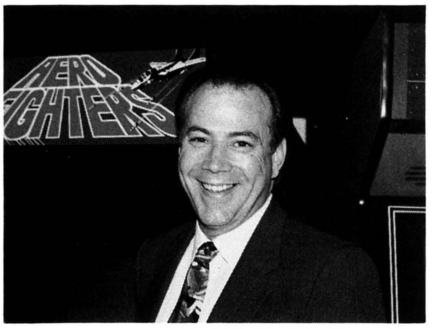


Above: Bobby Tyler, Matt Ortiz and Steve Collins of Huish Family Fun Centers with Konami's *X-Men*. **Left:** Active West's Paul Spiegel & son Josh with Peter Betti and Just Games of San Diego's Fred Gillmann.



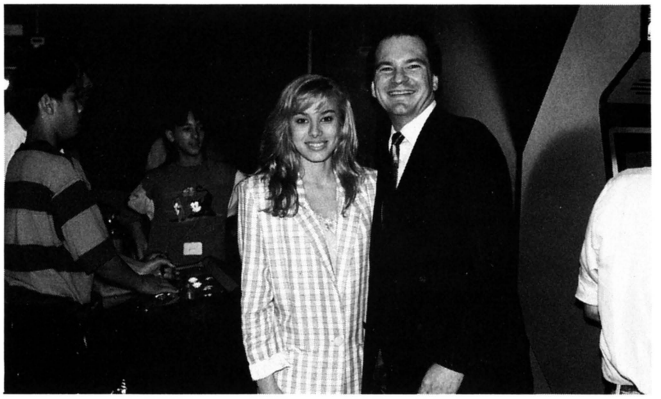
Leprechaun's LeRoy Hancuff gives us a big smile by McO'River's *Aero Fighters* kit vid.

GOOD TIMES AT BETSON PACIFIC — L.A.

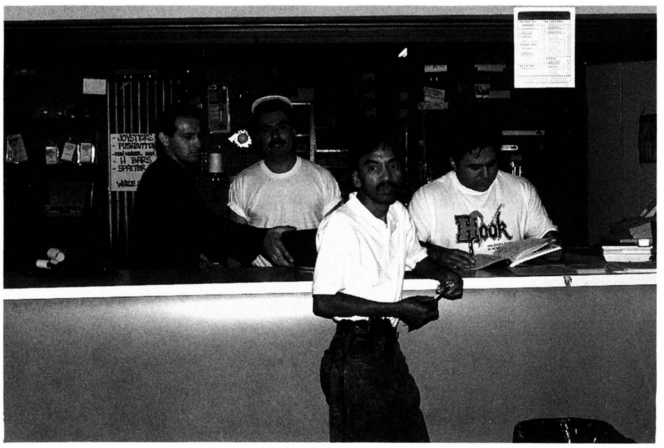
It was a beautiful day to enjoy the sunshine of Southern California and an even better day to view the latest new products as Betson Pacific's L.A. office held their post-ACME open house April 3. (The dealership called operators to their SFO digs a couple of days earlier for the same.)

Peter Betti, the entire Betson Pacific — L.A. team and factory reps helped customers with their new equipment questions. The terrific parts department was also busy supporting operations. And, let's not forget that delicious Mexican food buffet (and icy margaritas) that really round out the whole event! Here are just a few photos from the solid opener:

Don Toy and Jed Harrington of General Amusement with Betson's John Lotz in front of Capcom's *Knights of the Round* and *Bank-It.*



Betson Pacific's lovely Yvette Martinez with Capcom's Brian "proud poppa" Duke in front of some folks playing *Street Fighter II.*



Nice parts guys (from left to right) Jaime Petricciolli, Arturo Magdaleno and Ricardo Cortez help a customer during the post-ACME event.

Two of our good buddies — Betson Pacific's John Scarvada and international sales rep Mireille Chevalier with Merit darts.

Console Changers

From Hamilton

MODEL-CHC

Heavy duty high security console cabinet with three quarter hoppers for very high capacity ($3900) or nickel, dime and quarter hoppers ...with the ability to build up or break down change to it's most spendable form.

MODEL-CHC-T

High capacity (15,600 quarter size tokens) token dispenser for busy game rooms. Available with optional $1, $5, $10, $20 acceptance for the most versatility. Optional Tokenote® paper token can be used as a discount coupon for coin token purchases to promote your game room.

FREE STANDING - Front load security style cabinets, with versatile capacity.

Model	Changes/ Pays	Capacity (Approx.)	Dimensions	Construction/Features	Options
CHC CHANGE	$1, $5, $10, $20 to Qtrs, All Coin	$3900 / $2600 $1300 - Qtrs $1000 - Dimes $ 300 - Nickels	51-1/2"H, 32"W, 15"D - Top 19"D - Bottom	■ 10 gauge .1345 steel cabinet ■ Hinged Doors ■ One Lock ■ Coin Acceptor ■ Beige Baked Enamel Finish ■ Weight: Approx: 500 lbs. ■ Hopper Style ■ Bill Stacker ■ Brown "change" panel red "tokens" panel	■ $1, 5, 10, 20 Tokenote Val. ■ Two Bin Separating Stacker
CHC-T TOKEN	$1, $5, $10, $20 - Tokens	15,600 Token	Same as above	Same as above	Same as above

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MORE THAN MEETS THE EYE

Nintendo Super System: take a second look; you may be surprised by how much it can do

Remember the first time you saw a Swiss Army knife? The owner says, "Look, it has a regular long blade. But it also has a second long blade, and also a short blade." The demonstration seems to be over, but the owner goes on: "Let's see, next is a built-in pair of scissors, a corkscrew . . . nail clippers . . . a sewing needle . . . a surgeon's scalpel . . . an oil drilling bit . . . a diamond cutter . . . you name it."

Well, friends, the Nintendo Super System (NSS) is the Swiss Army knife of coin-op video game systems. At first glance, anyone can see it's a handsome two-player cabinet. And, yes, it can run 16-bit games on lives, not time. Very nice, but that's not all! The NSS has some surprising "hidden" capabilities . . . and Nintendo has ambitious plans to release six to eight new top-quality titles each year, to take full advantage of the Super System's potential.

The NSS's technical capabilities are impressive. "Our new system is capable of running more and more memory, so our games can get better and better," Nintendo's Al Stone explained at this spring's ACME show. "We can handle 16-bit software, then go up to 22-bit, 28-bit, 32-bit and more!" Even with 16-bit hardware, the NSS can provide rotating images, zoom-in graphics, 3-D multiplane graphics and super-realistic soundtracks. These feats were demonstrated at this spring's ACME show to anyone who cared to stop by the Nintendo booth for a demonstration.

Nintendo's plans for software support of the NSS are equally impressive. To take full advantage of this powerful new system, Nintendo has already set up a third party licensing agreement with Ocean of America (world's biggest maker of computer-run video games) for NSS titles. Additional software suppliers are "standing in line" to follow suit, said Al Stone.

With the Nintendo *Super System* at the recent ACME show are (left to right) OEM Manager Matt Davidson (Nintendo), showgoer Gianfranco Maffiodo and industrial designer John Cordell (Nintendo) who handsomely adapted Nintendo's home game controls to the new coin-op cabinet.

"We are offering to let these OEMs (original equipment manufacturers) 'test' their games on the coin-op NSS before sending them to the consumer market," Al explained. "They can program more gameplay, add extra lives, or tweak the game, based on field results in arcades and street locations. It's economical for coin machine operators, too, because the OEM doesn't have to pay for hardware development. The Nintendo Super System provides a flexible platform to handle whatever the game creators want to do."

New releases already selling for NSS include *Super Soccer,* Enix's medieval adventure *Act Raiser* and Ocean of America's *Robocop 3* and *The Addams Family.* Nintendo has licensed these titles and operators can purchase them through their authorized Nintendo distributors. Orders for *Robocop 3* were especially strong during ACME, said Al Stone.

Exciting prototypes seen at ACME (which may or may not eventually be released for the NSS) included Konami's *Contra III* (guerrilla combat sequel to the earlier Konami hits) and Absolute Entertainment's *Super Battletank,* featuring beautiful and realistic graphics that put the player inside a tank in today's desert warfare (there are even shots of a General Schwartzkopf-type character, standing in front of a map and explaining battle plans!). American Sammy's *Battleblaze,* was also shown in prototype at ACME for possible NSS release.

"We like to go first cabin at Nintendo," Al Stone said. "And with the flexible hardware and quality software we're providing for the Nintendo Super System, operators and distributors around the country are giving us their support."

For more information, contact your authorized Nintendo distributor, or call the firm at 800/633-3236.

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PLUSH-4-PLAY

redemption merchandise supplier shines with exciting new licensed plush; also offers great lineup of novelties, toys and trade-ups

"Flush with Plush." That's the slogan we use in our show coverage of plush merchandise suppliers, and it usually takes a few pages of photographs to do them justice. One look at that section and there's no doubt there's an ample supply of plush pre-pack businesses out there... that's why it takes something special to lift any one company above the rest.

One company with that "little extra" is Plush-4-Play — and they've made crane operators sit up and take notice. Offering a complete line of plush, adult and kiddie novelty toys, the four-and-a-half year-old company especially caters to crane operators with its high-quality, reasonably-priced pre-pack mixes.

"We've received the best measure of our success through what our new customers tell us," said company president Joe Bates. "We've attracted new companies, who before only bought bulk, through our unique pre-pack policies. For one, we promote a different theme each month. We've had a '100% neon' month, a month devoted entirely to one sport and currently, we're offering 'Graduation' pre-packs."

Joe continued, "Plush-4-Play also keeps its merchandise fresh and up to date. We change it every week. Crane operators can always expect something new from us and know they won't find the same mix two weeks in a row. Right now," Joe elaborated, "we're really excited about our exclusive licensed line of baseball, football and hockey team-themed punching puppets and 'bobble heads.' All teams, including pro and college, are represented and we've had tremendous success with the line."

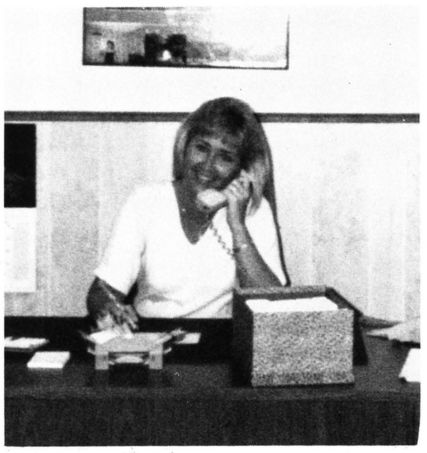
Indeed, licensed merchandise is one of the firm's biggest sellers. Plush figures of Pebbles and Bam Bam, Erkel from the *Family Matters* TV show and a full assortment of trolls await the pre-pack buyer. Of course, Plush-4-Play offers a variety of mixes, with the average price of each piece ranging from 70¢ up to $5. The firm also customizes the price, size and number of pieces in the mix for their larger customers. "This has worked great," smiled Joe. "The operators don't have to break bulk packs to get to the separate pieces they want. Instead, we give them a certain size and pricing range, so each pack is 'specially made' for their crane."

The friendly gang at Plush-4-Play pose for *RePlay* readers in front of their Stanton, Calif. offices. Top row staffers are (left to right): Joe, Kathy, Paula, Said, "Chuy", Marcelo, Rene, Juan, Judie and Toni. Bottom row (left to right): Gail, Mike, Salvador, Roger, Jaime, Angel and Mark.

Offering the top-of-the-line in plush isn't always easy. "I don't mean to downplay other companies," Joe shared, "but lately, there has been a bunch of pre-pack suppliers scratching for market share. One way they try to get it is by offering discounts, special offers and free freight. So operators buy from them, because they want to notice a decrease on their monthly invoice. What they don't realize is that the only thing they save on is quality. Net revenues suffer because the players aren't getting what they want. It's simple: if they don't see something in the crane worth their play time and money, they don't play.

"You know" Joe went on, "there are two types of merchandise in this business: throw-aways and keepers. If the operator wants to spend less money, oftentimes he'll get a throw-away. At Plush-4-Play you won't see 'free freight' and 'buy five packs, get one free,' but you will get top-quality, reasonably-priced merchandise."

Great merchandise and superior service have made Plush-4- Play a "keeper." If you'd like more information on their current line of plush, novelty toys and trade-ups, contact the company at 11601 Seaboard Circle, Stanton, CA 90680; 800/25-CENTS (252-3687) or 714/893-8099.



LOST AND FOUND: If you've been looking for Toni Endoso (formerly of Prizes!), you're search is over! She can be found in the sales offices at Plush-4-Play, and is looking forward to hearing from you! Phone: 714/893-8090.

Tournament Highlights

ARACHNID TO NEW YORK — Arachnid's BullShooter Tour headed east Feb. 7-9 to the Marriott in Syracuse, N.Y. where players converged for a shot at dart glory. Hoping for a spot in the BullShooter World Championship Finals (to be held in the Chicago area during Memorial Day weekend), many a champion-wannabe attended the event. Betson Advance Dist. co-sponsored the New York regional, which upon its completion brought qualifying darters that much closer to the long-awaited finals. Pictured above are Mixed Doubles first-place winners Wayne and Linda Spratley, with Arachnid tourney director Dave Schultz between them. By the way, the beaming Spratleys won money in seven of the eight events! For more BullShooter tour info, call Arachnid at 800/435-8319.

ARACHNID TO INDIANA — Arachnid's BullShooter VII tour stopped in Indianapolis Feb. 28-March 2 at the Sheraton Inn Northeast for the last Midwest qualifier before the grand showdown at the finals in Chicago, Ill. Over 700 entries from Ohio, Illinois, and the Hoosier state competed for the chance to dart in the $50,000 BullShooter finals happening Memorial Day weekend at Chicago's Hyatt Regency. The regional, co-sponsored by J&J Distributors and Just Darts, was considered a super success. Chicago-bound for the finals is Women's Singles champ Melinda Stokes, pictured above with Arachnid tourney official Ricky Dickinson. For more info on remaining regional events or about the Chicago finals, call 800/435-8319.

MERIT TO CALIFORNIA — Merit's 5th annual World Series of Darts traveled to Sacramento, Calif. Feb. 28-Mar. 1 for the $10,000 California Classic. Almost 800 players showed up at the Holiday Inn Northeast to try their hands on one of Merit's 50 *Scorpion* and *Pub Time II + 2* machines. The Classic enjoyed tremendous success and Merit would like to thank all the players who showed up for the event, as well as co-sponsor Tri-Vending and product sponsor Unicorn Darts. Women's Singles first-place winner Nadine Chapman is pictured above with Merit's Mike Gannon (left) and Tri-Vending's John Noelder.

ILLINOIS DART CHAMPIONSHIP — The Illinois Coin Machine Operators Assn. (ICMOA) sponsored the largest Illinois State Dart Championship in its history. The action took place March 27-29 at the Peoria Civic Center in Peoria, Ill., where the excited crowd darted for a piece of the $20,000 cash-and-prizes pie. Co-sponsors of the successful dart-ganza included the event chairman and coordinator Jay Abraham (Abraham & Sons Amusement, Peoria) and *English Mark Dart* game supplier, (and fellow coordinators), Arachnid. As huge as this tourney was, it is but a primer for what's ahead: the National Dart Assn.'s (NDA) Team Dart 7 in Vegas and the BullShooter World Championship in Chicago. Shown above are Men's Doubles first-placers Kenneth Gruner Jr. (left) and Bill Gay.

ARACHNID TO CANADA — Making its third annual stop in Montreal March 13-15, Arachnid's BullShooter VII Tour pulled a big crowd into the Quebec Ramada Inn for darting competition extraordinaire. Area Canadians and players from the Northeast U.S. experienced the thrill of victory and the agony of defeat as they competed on Arachnid's *Galaxy* and *Super Six* machines for a shot at the BullShooter Finals. Hard-fought matches in all eight events ruled the weekend and yielded three lucky winners who will be in the Windy City Memorial Day weekend for the BullShooter World Championships. The Canadian regional was co-sponsored by Laniel Superieur. Shown above are Open Doubles Cricket winners Sylvain Bourque (left) and Sylvain Robert (right). That's Arachnid tourney director Dave Schultz in the middle. For additional information, contact Arachnid at 800/435-8319.

TOURNAMENT CALENDAR

MAY 19-26
Shuffleboard Federation Grand Slam Tour Michigan Open (sponsored by Dynamo), Grayling Holiday Inn, Grayling. For more information, call 313/380-9300.

MAY 22-25
Arachnid BullShooter VII Dart Finals, Hyatt Regency O'Hare, Chicago, Ill. for more info, call Arachnid at 800/435-8319.

MAY 22-25
Tornado $35,000 Masters Open, Atlanta, Georgia. For site information, call 817/483-8199.

MAY 23-30
VNEA 12th annual Int'l Singles & Team Championships, Riviera Hotel & Casino, Vegas. VNEA members only. For more info, call Gregg Elliott at 517/893-1800.

MAY 23-30
VNEA national pool tournament, Riviera Hotel and Casino, Las Vegas. For more information, call VNEA at 517/893-1800.

MAY 30-31
U.S. Air Hockey Assn. Nat'l Championships (sponsored by Dynamo), Memorial City Mall, Houston. For info, call Dynamo's Mark Robbins at 800/527-6054.

JUNE 5-7
VNEA 2nd annual Nat'l Juniors Championship, Kahler Hotel, Rochester, Minn. VNEA members age 9-20 only. For info, call Gregg Elliott at 517/893-1800.

JUNE 30-JULY 6
Shuffleboard Fed. Grand Slam Tour Board Talk Tournament (sponsored by Dynamo), Holiday Inn, King of Prussia, Penn. For more info, call 313/380-9300.

JULY 3-6
Tornado's Nat'l Championships, Oklahoma City. For site info, call 817/483-8199.

AUG. 31-SEPT. 8
Shuffleboard Fed. Grand Slam Tour U.S. Open, (sponsored by Dynamo), Howard Johnson South Plaza, Austin, Texas. For more info, call 313/380-9300.

SEPTEMBER 2-7
Tornado Table Soccer $100,000 World Championships, Dallas/Ft. Worth Airport Hilton. For more information, call Steve Murray at 817/483-8199.

NOVEMBER 9-15
Shuffleboard Federation's North American Championships, (sponsored by Dynamo), Sands Regency Hotel & Casino, Reno, Nev. For info, call 313/380-9300.

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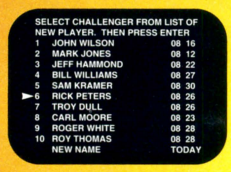

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Pin Master Singles winners: Rick Miller (Algonquin, Ill.), 3rd place; Dave Hegge (Brookfield, Ill.), 1st place and Jason Werdrich (Park Ridge, Ill.), 2nd.

IFPA'S COMING-OF-AGE

AMOA's barely two-year-old International Flipper Assn. enjoyed great success with its annual World Pinball Championships; event showed association and pinball on the rise

Listen closely, for we are about to reveal the recipe for great pinball: take a line-up of superior games, sprinkle in some excited tournament organizers, pour in the tournament itself, and then add the players. Now mix well. The result: a glorious blend of pinball action extraordinaire.

High-scorers in the Ronald McDonald charity event were: 2nd placer Mike Teiteira (Sudburg, Mass.), champ Lair Gantt (Wilmington, NC), and 3rd place winner Gary Levitan (Bronx, NY).

The "chefs" at AMOA's International Flipper Pinball Assn. (IFPA) whipped up such a concoction at their Second Annual World Pinball Championships. Held March 27-29 at Milwaukee's Ramada Inn Convention Center, the event was a sweet success. Garnering coverage from ABC and CBS affiliates, as well as the *Milwaukee Journal, Chicago Tribune* and *Wall Street Journal,* pinball won a resounding victory. Indeed, the obvious success of pinball tournament programs was the icing on the cake.

According to IFPA exec director Doug Young, these tournaments prove the future for pinball can only be exciting. "Player interest is definitely there," he said. "This year's tournament showed positive growth over last year, and entries

The Women's Singles champ, Julia Slayton (left), haled from London, England. With her is IFPA president Sharon Harris.

Star Trek's Mr. Sulu (George Takai) visited with tournament-goers and even had a good time playing a few games of pinball himself.

increased at least one-third."

That's good, because a few years ago, pinball was hurting. More glamorous games, like video, had seemingly shouldered flippers out of the spotlight. But now, with a sizzling new generation of hot product and hot promotion like IFPA's, the game of pinball is on its way to becoming a national sport.

Turning pinball into a sport is a natural, according to IFPA prexy Sharon Harris. "Pinball is a familiar experience for a lot of people — it's something they grew up with," she reminded. "So, organizing it into a competitive sport is a logical step."

At IFPA's latest $14,000 tourney, the numbers speak for themselves: over 750 entries from 15 states and four countries. Pinball wars in over ten events were waged on 80 pinballs supplied by Bally/Midway, Data East Pinball, Gottlieb/Premier and Williams. All details were handled by the capable IFPA charter members. IFPA volunteers included veteran tourney director Mike Hawkins (D&R Star, Rochester, Minn.), Mike Jensen and Brian Graw (Jim Stansfield Vending, La Crosse, Wisc.), Tony Urso (Monona Coin Machine, Madison, Wisc.) and many, many more.

Everyone involved with the event was a witness to the wonders of organized play. The players' energy was matched only by the pizzazz of the electronic machines they competed on. Indeed, the energy level was so phenomenal, tourney organizers exclaimed that "the pinball industry is on a roll!"

Sharon Harris, Doug Young and the many others involved with IFPA know it can only get better from here. "Participation in leagues is increasing," smiled Doug. "We're seeing a broader player base and much more interest from operators in our programs. Of course, as an association, we still need to finetune our programs," he acknowledged. "But, by next season, we'll be ever closer to accomplishing our goal of turning pinball into a viable competitive sport!"

For more information or to join IFPA, contact Exec Director Doug Young at AMOA-IFPA, 141 W. Vine St., Milwaukee, WI 53212; 414/263-0233.

Appreciation Awards go to: Premier's Gil Pollock, Data East's Tim Seckel, Sharon Harris, Williams' Tom Cahill and Bally/Midway's Roger Sharpe.

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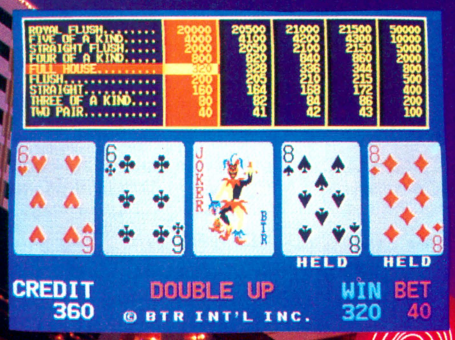

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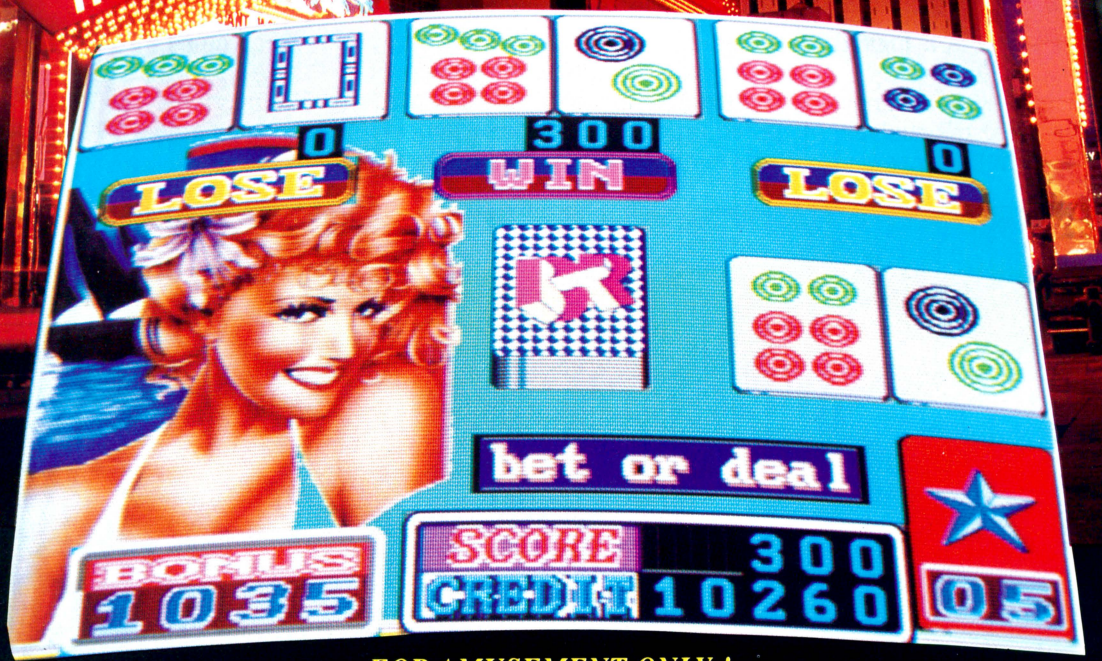

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ROMSTAR WORKS WITH THE BEST

firm riding high with partners like Capcom, Dynamo and K.M. Disney

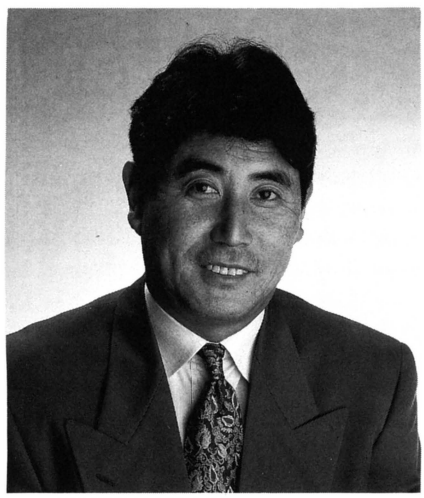
The three rules for success as an operator, as everyone knows, are "location, location, location." But for a manufacturer, there's just one rule: work with good people. Romstar, Inc. (Torrance, Calif.) is working with some of the best these days. Their partners include Capcom, Dynamo and an intriguing start-up firm called K.M. Disney, more about whom later.

A TOUCH OF 'STREET FIGHTER II'

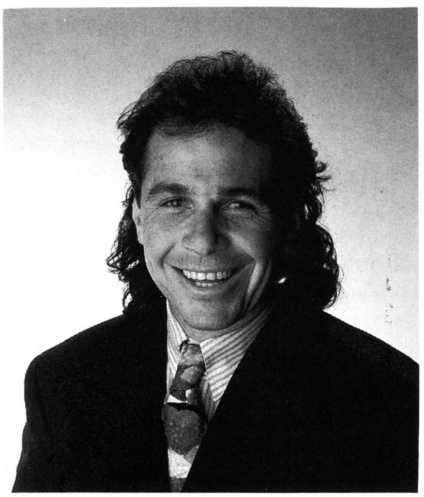
From Capcom, Romstar has licensed a strong sci-fi shooting game called *Varth: Operation Thunder.* Released in March, it's a CPS System title and boasts a "guest appearance" by Kiru, a character that players will recognize from the mega-hit *Street Fighter II.* (Poor old Kiru falls out of a tree at one point and players have to rescue him.)

Varth is basically a sci-fi shoot-'em-up, featuring a top-down view of futuristic jet fighters as they fly over hostile cities, shooting missiles and fighting it out with enemy planes, tanks, ground artillery, etc. Players get their choice of shielding systems on their aircraft (front-only or rotating shields).

"Graphics, gameplay and sound effects are phenomenal," said Romstar's Tim Jackson. "Personally I'm a fan of shoot-'em-up videos and no other game of this type that I've ever played has as many stages or as much detail as *Varth.* For example, you can constantly power up your existing weapons, change to new weapons systems, and get 5,000 points for every checkered flag you capture. You can pick up a 10,000 point bonus for flying over racing cars and a 2,000 point bonus for flying over a man on a tower. What happens at the end? I don't know; I haven't even made it through yet! This game has depth!"



Romstar President Takahito Yasuki

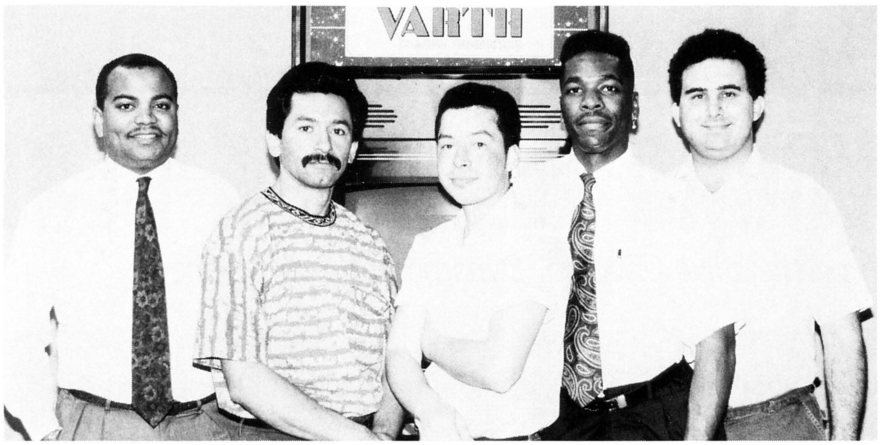


Romstar VP Rene Lopez

The game's earnings are living up to expectations. "Testing in arcades and street locations is very strong," Tim said. "This type of video has always been a successful earner. Just look at similar games we've marketed like *1942, Twin Cobra,* and *Tiger Heli.* So it's a win-win situation for the operator: the game makes money and you can rotate it into just about every type of location."

With strong gameplay and strong test reports, Romstar says *Varth* is getting a good reaction from the trade. "*Varth* was one of the top picks at the ACME show and interest remained high at dealers' post-ACME open house events," Tim Jackson said. "Operators told us they need a good vertical, two-player shoot-'em-up game."

From back row to front, the Romstar staffers pictured here are (left to right): Parts manager Audrey Smith, tech Tony Gonzalez, sales manager Tim Jackson, president Takahito Yasuki, accounting assistant Maribel Mendoza, national sales director (consumer div.) Joyce Kaehler, receptionist Rubi Etrata, purchasing/traffic mgr. Heh-Kyu Lee, accounting assistant Yvette Alegre, inventory/material supervisor Hugo Reyes & production supervisor Carlos Gomez.



Above: Romstar's Takahito Yasuki, Joyce Kaehler and Tim Jackson. **Left:** From left to right are: Tim Jackson, Carlos Gomez, Hugo Reyes, Darryl Williams and Tony Gonzalez.

MORE TOP-NOTCH PARTNERS

Two other titles marketed by Romstar are a couple of innovative video gun games: *Skeet Shot* and, starting this month, *Popshot!* Both were commissioned by Dynamo Corp., which builds them, and designed by a creative video programming firm called K.M. Disney & Co. (Berkeley, Calif.). Romstar handles the marketing.

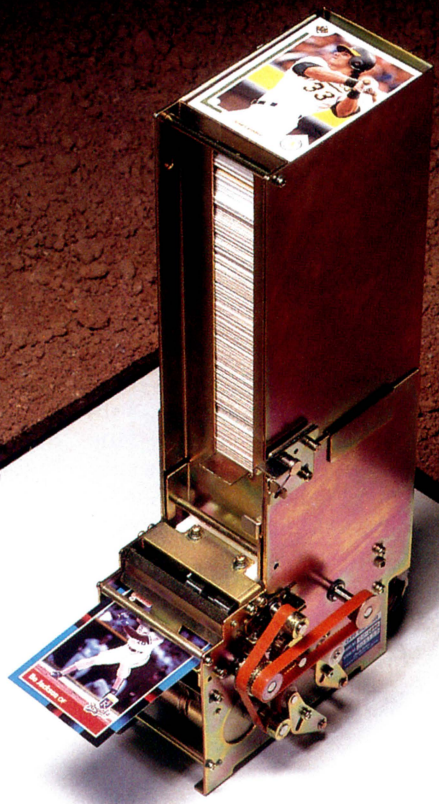
Here again, Romstar is working with the cream of the crop. Dynamo's reputation for quality is well known, and as for K.M. Disney . . . well, those familiar with the company say it's definitely going places. When Dynamo president Bill Rickett decided his company should start developing its own video product, he called on a young woman who had done screen graphics for MicroProse. Her name: Kimberly Disney. (Yes, she's a distant relative of Walt Disney, but her achievements are her own, thank you very much). At age 25, Kimberly is a self-taught computer "whiz kid" with a degree from a California arts institute. She's also president and chief designer for K.M. Disney & Co., which boasts a full-time staff of seven and an equal-sized freelance crew. (Please see the following story for details on this new vidgame design house.)

Inspired by an Olympics skeet shooting training device, Dynamo chief Bill Rickett asked K.M. Disney & Co. to create a skeet shooting game to be presented on Dynamo's huge 50" and 70" screens. The result is *Skeet Shot,* a simultaneous, two-player, competitive skeet shooting simulator. It makes for one heck of an arcade attraction. If you have an upscale bar or nightclub, it would also be a stunning addition there.

Twin rifles are attached to the stand-alone player station, which can be set up for ticket redemption. The giant video screen uses high-resolution graphics to depict skeets ("clay pigeons") against eight different backgrounds. A sighting grid is superimposed over the whole scene for visual reference.

Gameplay is simplicity itself:

LOAD 'EM UP



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Above, from left to right: Maribel Mendoza, Rubi Etrata, Yvette Alegre and Kimberly Douglas. **Left (l to r):** Audrey Smith, Yvette Alegre, Maribel Mendoza, Heh-Kyu Lee, Rubi Etrata and Joyce Kaehler.

skeet targets fly across the screen, one from the left and one from the right, and both players blast away at the same time. Skeets speed up as rounds continue. Previewed at last fall's AMOA Expo, *Skeet Shot* was released in January.

Everybody involved was quite happy with *Skeet Shot,* so the same team got together again for a standard video kit called *Popshot!* This one is a retrofit which converts one-gun upright games like SNK's *Operation Wolf* and *Mechanized Attack,* plus around a dozen one-player Exidy gun games (including *Clay Pigeon* and *Crossbow).*

Popshot! is a video shooting gallery featuring waves of fish, penguins, spiders, etc. Targets move horizontally across the screen, or from top to bottom, or directly at the player (such as the flight of bats). When you hit a target, it simply falls

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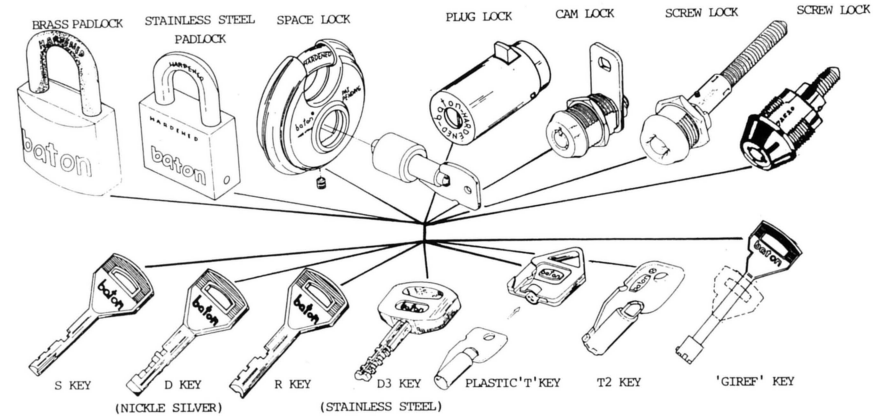

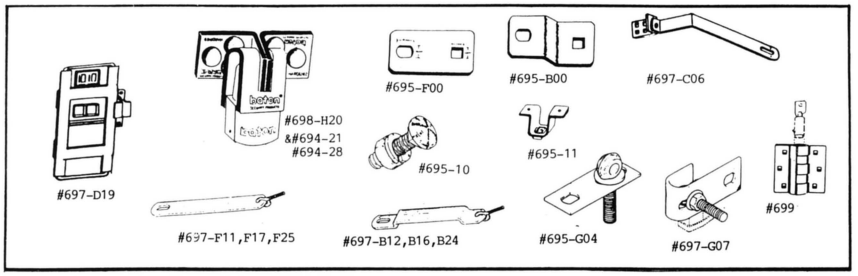

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Spartan Darts
Jacksonville, FL

"Our past experience with darts goes back to two previous routes, one in Lakeland and one in Tampa. There we were running competitive games. But on our third route, the current one here in Jacksonville, it's all Valley COUGAR DART games — 100 percent.

"Why? Well, it's a real combination of things. First, the players prefer them. They like the over-all appearance but they mention the new thin-line target and the double bull's-eye most frequently. Once in a while first-time players may have to have the instructions explained and the bar owner takes care of that. But from location to location, the reception is always favorable.

"Then, from our standpoint, Valley COUGAR DART game are 'up to snuff'. They look good, they're functional, and they stay in play. Early models had some problems. Anytime you're throwing a missile at something you're bound to run into something sooner or later. But Valley always came through, usually in a day or two.

"Leagues are vital if you're going to get the most out of your dart games. We have 11 leagues right now and in every location our income is really way up. But without an active, working operator, leagues just won't do it. You have to work at it — keep selling the league idea. But it pays off — big!

"In seven years, we've seen no fall-off in darts interest. We think it will be like the pool table — a real 'stand-by' — a wheel horse of our business."

Jeff Neumann
American
Amusement
Roseville, MI

"Valley COUGAR DART games have already become 'the only game to play' as far as our players are concerned. We experimented and proved it. We put competing games side-by-side with the Valleys and watched what happened. Time after time, when all the games were open, those coins went into the Valleys. First! Hard to say what is the big attraction. I know they like the thin-line target, and the over-all appearance is attractive. Valley COUGAR DART games just look like a good game to play. They are sure good games for us.

"Every one of our darts games is a Valley, now. We used to have some others but we're now 100 percent Valleys. The minimum downtime is so important to us. It's so little, it's just like their pool tables — inconsequential. When we do have one of those rare problems Valley's always there to help. I'm no mechanic, but with Valley COUGAR DART games I don't have to be. When I did have to call, they talked me through the problem very quickly and clearly. Once, I asked about the possibility of some changes in the bull's-eye set-up. They really looked into it but couldn't do it. I appreciate their trying to help.

"These games are really 'user friendly', whether you're talking about the playing instructions, maintenance, repairs, whatever. They are absolutely tops in a location, no matter what other games they're up against. Use them in league play and the pay-off is sensational.

"I think that in a few years these Valley COUGAR DART games could even surpass pool tables as the cornerstone of the operator's business."

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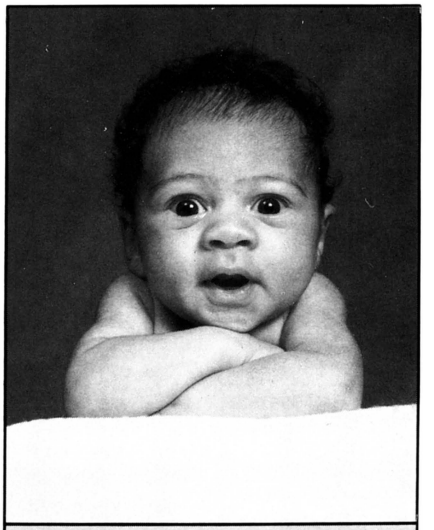
down — no gore, no explosions, etc. One or two players may take turns and the game moves through 16 stages. Action takes place against 12 different backgrounds including the moon, a circus tent, a desert scene, etc. Every fourth stage introduces a "super target" which is harder to hit. Optional ticket redemption can be affixed to the cabinet.

ROMSTAR DOES THE MARKETING

Romstar, which again does the marketing for this Dynamo title, believes *Popshot!* holds tremendous potential for street stops as well as arcades. "Everybody wants to get his hands on this update because the older gun games are ripe for conversion," smiled Tim Jackson.



Romstar's keen on new products and *very* keen on this "new" little guy, Myles Sebastian Jackson, son of Tim & Fern Jackson. He "debuted" Nov. 22, 1991, weighing in at 7 lbs, 1 oz.; 20" long.

"We're very happy with the game."

The people at Dynamo and K.M. Disney are very happy with the marketing job that Romstar's doing, too. "Romstar's Rene Lopez is one of the brightest people I've met in the coin-op field," said K.M. Disney's chief financial officer and corporate counsel, Stefan Jovanovich. "Rene likes games and has good ideas for them. He really believes in the future of this industry, and doesn't spend time sighing over how it used to be. We try to run all of our game ideas by him to get his input."

Romstar's team is of course headed up by President Takahito Yasuki, who commands the whole organization out of the firm's Torrance, Calif. offices. Rene Lopez (who shuttles between Chicago and California) is VP. Also in Torrance are sales manager Tim Jackson and national sales director for consumer products Joyce Kaehler. Administrative and technical support are provided by senior technician Darryl Williams, purchasing & traffic manager Heh-Kyu Lee, customer service chief Audrey Smith, customer service rep Tony Gonzalez, inventory controller Hugo Reyes, accounting manager Mariko Maruyama, accounting assistants Yvette Alegre and Maribel Mendosa, computer entry tech Kim Douglas, and receptionist Ruby Etrata.

Romstar's phone is 213/539-2744.

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HOLLYWOODS ARE BACK TO THE HIGH QUALITY & BASICS OF YEARS AGO

YOUNG WOMAN WITH A FUTURE

Kimberly Disney, age 25, designs video games. . . very good ones

American video game design firms are a rare breed these days. But another entry in the field is now on the horizon: K.M. Disney & Co. The organization designed and programmed two of the Dynamo games currently marketed by Romstar *(Skeet Shot* and *Popshot!)*. . . and they plan to be a factor in the video game industry for some time to come.

The creative spark behind the outfit is a 25-year-old, self-taught "computer whiz kid" named Kimberly Disney. It seems Ms. Disney caught the video game design bug at age 18, when she did screen graphics for MicroProse home computer games like *Gunship* and others.

"If you look closely you'll see my name written in the clouds on *Gunship,* although I don't think Bill Stealey knows about it," Kimberly admitted with a chuckle. Writing her own name on a game screen, but at the same time hiding it, is a typical move for Kimberly. She combines bold professional ambition with a decided personal aversion to the publicity spotlight. But according to those who know her work, Ms. Disney is going to become better known in the video game biz, like it or not!

Kimberly attended art school at the Maryland Institute College of Art and later took an interdisciplinary arts degree from the California College of Arts & Crafts. ("An interdisciplinary degree — that means I work with everything," she said.) A couple of years ago, Ms. Disney met a venture capitalist named Stefan Jovanovich (scion of the Harcourt, Brace Jovanovich publishing firm). "My company, AHI, specializes in providing seed money to what I call garage start-ups," Stefan explained. "That mostly means very young people with great talent and drive who are just starting out, all by themselves. After all, that's the way Apple Computers and Hewlett-Packard got started.

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"As soon as I met Kimberly Disney," the investor continued, "I realized she had what it takes to succeed. She's the kind of person an investor always hopes to meet, but it's extremely rare to actually find someone with her kind of ability. In the field of video games, she understands everything from graphic design to hardware. This overview means she can make a tremendous contribution to the game business, and I believe she will. In fact, I think new talent like Kimberly's and changing industry economics are going to lead to a real resurgence of the video game business."

Stefan Jovanovich decided to put his money where his mouth is. With start-up financing from his firm AHI, and with a commission from Dynamo (for *Skeet Shot),* K.M. Disney & Co. was underway. Then Romstar asked the firm to create some home video games. Another coin-op Dynamo/Romstar project *(Popshot!)* followed.

Today the company has a full-time staff of seven, including chief designer Kimberly, art director Jim Fuller, software engineers Mark Barrett and Mark Kirkbride, VP Holly Madison, board member Mike McCormick (who is very familiar with coin-op) and board member Stefan Jovanovich. An equal number of free-lance graphic artists come aboard as needed. "It's a real team effort around here," stated Kimberly. "Everybody contributes to game concepts."

The firm's American identity is firmly grounded, starting with the computer code language used by their programming team. "We write all of our games in C, which is closer to English," said Stefan Jovanovich. "The gain in productivity is tremendous. Most Japanese companies still write in Assembly, which is understandable because it's perhaps closer in structure to the Japanese language."

A hint of American entertainment lineage is also present in Kimberly Disney's family tree. Somebody always asks, is Kimberly Disney any relation to Walt Disney? Yes. Her great grandfather, Kepple Disney, was brother to Elias Disney, father of Walt and Roy. "It's not something that Kimberly trades on or advertises," Stefan said. "She's not a great one for talking about herself or blowing her own horn."

For the future, K.M. Disney & Co. anticipates more work with Romstar and Dynamo. They're also moving toward creating their own coin-op hardware system, again using the C programming language . . . and taking advantage of the cheap, high-powered components that are coming down the pike for personal computers. "Creating our own hardware system is a question of time, rather than money," stated Stefan Jovanovich. "People don't realize how radically the costs are going to fall in this field."

Keep an eye on K.M. Disney & Co. for some interesting future developments.

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coin mechanism: electronical or mechanical
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THE ONCE & FUTURE KING

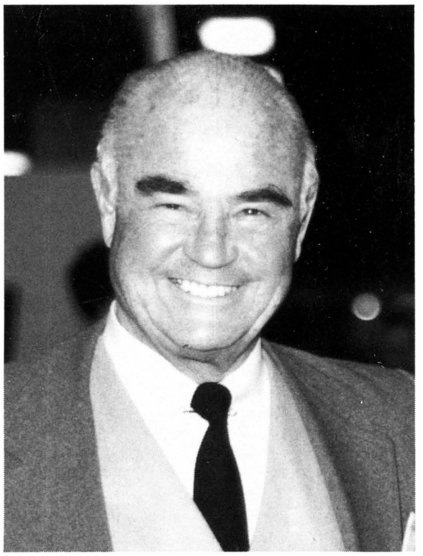
success of 'Street Fighter II' holds lessons for the entire trade;
by Louis Boasberg, New Orleans Novelty Co.

A year ago, if you had taken a survey to find out what was the very best video game made since the time of *Pong,* you would have received many different answers. I know this to be a fact, because this writer participated in many arguments and discussions as to what was the best. There were many candidates, among them *Asteroids, Pac-Man, Ms. Pac-Man, Space Invader, Spy Hunter, Galaga, Pole Position* (upright), and *Centipede.* Added to this list were a few regional favorites, and sports-themed games like *High Impact* and *Super High Impact.*

Naturally, we had to eliminate from our list of candidates some of the super blockbuster sitdown games. Some of these may run forever, but they were taken out of the running due to high cost. After all, deluxe simulators are really an altogether different category of product. Also eliminated were some great gun games including the upright *Terminator 2,* which is more of a gun game than a video game.

But now, after a year has passed, a new undefeated, untied champion has emerged. There is no question that up to this time, the greatest video game ever released is Capcom's *Street Fighter II* (regular and championship editions). This super mega star of the video game world leads all categories. It is the biggest money-maker of all time, for all kinds of player bases and locations. Before it's all over, this title will unquestionably achieve or break the longevity record now held by a few *Pac-Man* and *Ms. Pac-Man* units.

It's a familiar pattern for the entertainment industry in this century — falling on hard times, then getting rescued by a single smash hit. For example, once upon a time, back in the early silent days of the movies, the Warner Bros. studio was about to go bankrupt. But along came a great dog star named Rin Tin Tin, who made so many popular and successful movies that the studio was saved. Since this time, there have been many stories, legends and movies about "the dog who saved Hollywood." Perhaps *Street Fighter II* did not save Hollywood, but it certainly saved many of us coin-op distributors and operators from a trip to the poor-house.



When all is over and done, we will build a shrine to *Street Fighter II* and it is for sure that the game's designer will be revered long after he is gone. Or perhaps this designer, while he is living, together with the officials and everyone connected with Capcom, will be installed in the coin machine Hall of Fame.

Now for the other side of the fence. Many manufacturers, their officials, their sales personnel, and their employees, have resented the fabulous success of *Street Fighter II* and blamed the game for hurting their business. But that is like the buggy manufacturers blaming Henry Ford for putting them out of business. It is strange indeed: everyone knows all of the brains we have in this business, all of the clever and exceptionally well-educated designers, engineers and technicians, all the resources, and all the financial backing that various factories throughout the world enjoy. Yet despite all that, the undeniable fact is there are few super-great, fabulous games on the level of *Street Fighter II.*

So, I say to all the officials and sales personnel of the factories (other than Capcom): get busy! Warn, threaten, torture, use a whip if necessary, but advise your engineers and designers that they had better come up with a game equally as good as *Street Fighter II* or be banished from this Earth forever. Tell them, if they can't beat Capcom, to at least try to tie them. Rather than resent the success of Capcom, have all the engineers, designers and technicians study, analyze, dissect, research, investigate, and examine all phases and all aspects of *Street Fighter II.* See what makes it tick. Find out why the public likes it so much above all other games. And, after a thorough study of what Capcom did, originate. Don't copy; anyone can copy . . . but if you build a better mousetrap, the world will beat a path to your door (and buy your game).

We cannot be too hard on, or criticize, the various factory personnel who have not come up with a game in the *Street Fighter II* class. May we point out that the movie industry, with all its financial backing, brains, wealth, special effects, large studios, etc., do not come up with too many blockbusters per year. There are hundreds of mediocre movies made by these same studios and dozens of good movies released per year. But when it comes to super blockbusters that lead the box office month after month, these are few and far between. Our industry has to do the same as the motion picture industry: keep trying and hope for the best. But in the future, try a little harder.

All distributors, operators and manufacturers pray and hope for the day when there will be four, five, six, even ten games on the market as good as *Street Fighter II!* "We are such stuff as dreams are made on." *(The Tempest,* Act IV, Scene one.)

TODD ON TARGET...

ACME Sleepers: Overlooked Videos & Smart's Top-Earning 'Jackpot'

by TODD ERICKSON

Some obvious hits and some "hidden treasures" were offered at the 1992 ACME show. Everybody knows about the hit videos and pins, but to my mind the outstanding category was redemption. This month, I'd like to talk a little about buying wisely in video... but mostly, this column will discuss a real "sleeper" in redemption that is earning huge coin drop for my locations. It also works where you don't have or can't manage full redemption with prize counters, attendants, etc. The game in question is the *Jackpot* rotary merchandiser, from Smart Industries.

First, let's talk video. ACME proved this category is still alive with some big hits like Konami's *X-Men* and Capcom's new edition of *Street Fighter.* An earlier dedicated upright from Williams, *Terminator 2,* is also proving its continued ability to create top earnings with 50¢ play.

Beyond the mega-hits, however, ACME also showed some videos in the "A-minus" to "B-plus" range that will probably be produced in relatively low numbers. A year ago, these titles might have been major hits. Today, operators are more choosy, more likely to say "I only want to buy the top one, two or three games on the charts."

However — and this is my real point — *some of these "not number one" games might be better buys than certain of the best-selling hits!* The reason is simple: when the big hits are released into the home market, earnings on the coin-op versions of those titles usually sag. It's a good point to keep in mind as you select video to buy this spring.

Now let me share my experiences with a game that's generally overlooked: the four-player rotary merchandiser from Smart, called *Jackpot.* Average playing time is well under 10 seconds, but players seem to love it and my earnings with this game have been *extremely* good.

Jackpot dispenses prizes in small petri dishes. You have to refill the storage area after every $450 or $500 in sales. About 20 to 26 dishes are displayed on a rotating, mirrored playfield. One to four people may each operate a mechanical arm which they use to attempt to push a prize dish into a payout slot.

The dispenser system is located on top of the mirror. Operators may adjust the game's PCB settings to regulate how many coins must be inserted, before a new prize dish goes onto the turntable. At factory settings, the $1.25 stock pays out 25% and the 50¢ stock gives a 30% payout.

As with any prize-vending game, you must have the right merchandise for your customers in order to take full advantage of the unit's potential. I know readers will wonder where I purchase my merchandise stock, so here's the answer — I get it from HMS Monaco and Bonita Marie.

An important part of *Jackpot* are "hand loads." These are prize items that won't go through the automatic dispenser and must be loaded onto the playfield by hand, i.e. key chains, handcuffs, big belt buckles, etc. Salting the playfield with a few of these big items can help your gross a lot. For example, HMS Monaco had some Olympic pins that were hot during the Winter Olympics; these items could be hot again during the upcoming Summer Games. Using Addams Family items might attract players to *Jackpot* and also promote your pinball featuring the same characters. Location promotions in a prize dish can also be good.

What about service? With a few modifications, I've had ultra-good service experience with this Smart merchandiser. Older units need fuses added for both the mirror and the dispenser motor. I also recommend stocking that motor (also available from Granger) and its driver transistor. However, all the new units have been updated (a lot of chrome trim has been added too... looks sharp!).

The wings, which push the prizes back out to the center, must be lowered a bit when running hand loads in shallow dishes. If the mir-

TOP HITS OF JAPAN

from Game Machine Magazine, May. 1, 1992

TOP 25 VIDEO COCKTAIL

Model (manufacturer)

1 Street Fighter II (Capcom)
2 Aero Fighter (Video System)
3 Football Frenzy (SNK)
4 Shanghai II (Sun Electronics)
5 Cosmo Gangs (Namco)
6 Quiz EDF (Taito)
7 Arabian Fight (Sega)
8 Quiz TV Variety Show (Dynax)
9 Soccer Brawl (SNK)
10 Quiz Stand Up Outside (Sega)
11 Power Spikes (Video System)
12 Knights of the Round (Capcom)
13 Raiden (Seibu)
14 Hat Trick Hero (Taito)
15 Fatal Fury (SNK)
16 Mutation Nation (SNK)
17 Tank Force (Namco)
18 World Cup '90 (Tecmo)
19 PiPi & Bibis (Toaplan)
20 Super World Stadium (Namco)
21 WWF Wrestlefest (Technos)
22 Columns (Sega)
23 F1 Grand Prix (Video System)
24 Quiz My Homework (Sega)
25 Tetris (Sega)

TOP 15 UPRIGHTS & COCKPITS

Model (manufacturer)

1 Double Axle (Taito)
2 Terminator 2 (Midway)
3 Driver's Eye (Namco)
4 Final Lap 2 [del.] (Namco)
5 Rail Chase (Sega)
6 Grand Prix Star (Jaleco)
7 F1 Exhaust Note (Sega)
8 Steel Talons (Atari)
9 Steel Gunner 2 (Namco)
10 Super Monaco GP Twin (Sega)
11 Final Lap 2 [standard] (Namco)
12 StarBlade (Namco)
13 Rad Rally (Sega)
14 Captain Commando (Capcom)
15 Solvalou (Namco)

TOP 5 FLIPPERS

Model (manufacturer)

1 Hurricane (Williams)
2 Terminator 2 (Williams)
3 Batman (Data East)
4 Star Trek (Data East)
5 The Machine (Williams)

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EXHAUST NOTE

ror should run too fast or too slow, raise the turntable with a thin shim under the mounting plate. This problem is probably caused by a small warpage in the plywood.

The game has a tilt function, which I feel is critical. Be sure to set it the same as you do for your pinballs. In semi-supervised locations, it might be wise to weight the machine or bolt it down. Another service tip: the big top dome is made of plexiglass, so don't use glass cleaner on it. Instead, use a plastic polish or carnuba wax to keep it looking new.

Are there any drawbacks to the Smart *Jackpot?* Yes, you can't buy just one! From experience I can tell you, most operators buy one to try out at first. Then, when they see how well it earns, they buy more. In a California arcade I recently visited, seven Smart *Jackpots* were on the floor.

Jackpot also rates high in several other areas. When buying any merchandising or redemption game, play it yourself to make sure you enjoy it. If it isn't any fun, forget it. This game meets that test; it really is fun to play.

Operators are also aware of the skill/chance issue on these kinds of games. Our manufacturers have done an excellent job of ensuring skill is involved in redemption. If you see any game where the outcome is based on pure chance, don't buy it! Smart's *Jackpot* is a game of skill. Proof of this is seen in the fact that some players are very good at it and win lots of prizes. Operators should not be worried by this; it's a necessary part of a skill game. Believe me, you can afford to give nice rewards to truly skilled players with this game. Your earnings will still make it very profitable indeed.

With games like this one on the market, it's no wonder that even street operators say redemption is their highest-earning game category these days. Thanks to the success of games like *Jackpot,* we're sure to see much more redemption product designed and sold in our industry. Congratulations to Smart Industries on an excellent game. This kind of unit is sure to be on locations for generations!

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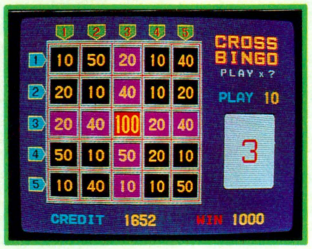

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VICTOR 7

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NEW PRODUCTS

RELIEF PITCHER from Atari

Relief Pitcher is a one- or two-player (simultaneous) horizontal kit.

Theme: Play-by-play baseball.

Gameplay: Players can choose from four different teams with strengths and weaknesses unique to each, as they play either a 24-game season with "Stars" game and playoffs, a 9-inning game vs. computer (one-player modes) or 7-game series and 9-inning game (two-player). Players also have the ability to throw a wide variety of pitches including traditional fast balls and curve balls, as well as choose among a sinker, knuckle ball, screw ball or rising fast ball for their "special" pitch. Speed is also player-adjustable. For true versatility, a variety of functions are available to the players. As a field player, it's possible to run and throw to all bases, hit the cutoff man and run down overaggressive baserunners. Batters can direct the ball and decide if they want to bunt, swing, or "go for it" with a power swing. Baserunners can steal, stretch doubles into triples and go for the "suicide squeeze."

Features: Four different ballparks are available to choose from (plus one special "Stars" park). Operators can adjust which cities players represent, and famous sports announcer Jack Buck calls all the play-by-play action.

For more information, contact your authorized distributor, or for referral it's Atari, 675 Sycamore Dr., P.O. Box 361110, Milpitas, CA 95035; 408/434-3799.

THE GETAWAY: HIGH SPEED II from Williams

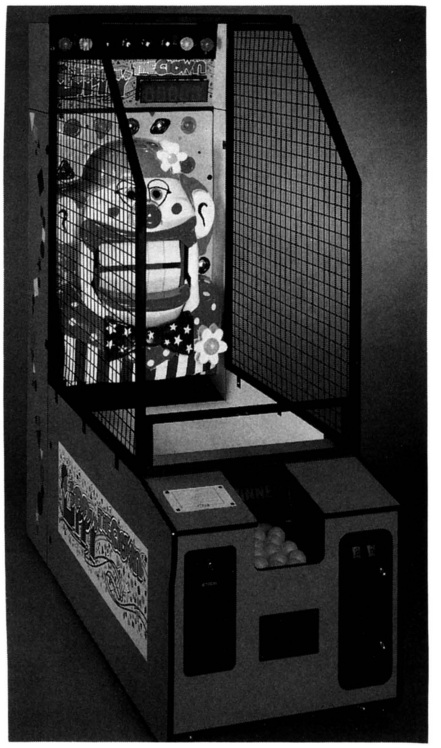
The Getaway is a pinball picking up where the company's former hit pin, *High Speed,* left off.

Theme: Fast and furious driving action.

Gameplay: "Criminal" players attempt to escape from the cops in their "getaway car."

Features: "Supercharger" magnetic ball accelerator, fully-functional gear shift (replacing conventional ball shooter) and video-mode car race (via dot matrix display). Playfield extras include multi-ball action, super jackpots, "free ride," and "burn rubber" (feature awards sixteen different values), "helicopter bonus", freeway loops . . . and that's just the tip of the iceberg. Exciting attract mode glows with rotating police beacon on cabinet top, a fully-operational traffic light, screaming sirens, roaring engines and licensed musical score from ZZ Top.

For more information, contact your authorized distributor, or for referral it's Williams Electronics, 3401 N. California Ave., Chicago, IL 60618; 312/267-2240.



LIPPY THE CLOWN from Data East

Data East's **Lippy the Clown** is a one-player ball-toss redemption game.

Theme: Carnival fun.

Gameplay: Lippy's moving lower jaw challenges the player's aim and timing as balls are thrown in an attempt to knock out the clown's teeth.

Features: Bright graphics, multi-

colored blinking lights, stereo soundtrack (with whimsical clown voice and lively circus music), fully adjustable ticket dispenser, shock and vibration-resistant construction and an easy-access side door.

For more information, contact your authorized distributor, or for referral it's Data East, 1850 Little Orchard St., San Jose, CA 95125-1045; 408/286-7080.

New from Sega

With themes ranging from helicopter defense to magical fantasy to a high-speed soccer-type game, Sega introduces **Air Rescue, Arabian Fight** and **Speed Shot.** A deluxe, two-player sit-down, *Air Rescue* puts the player in the pilot's seat with a noble mission to accomplish. Flying behind enemy lines through jungles, deserts and bombed-out cities, the "air rescuer" must safely retrieve captured POWs. A map of each mission located on the left side of the monitor gives the pilot a detailed view of POW whereabouts, enemy moves and the planned rescue strategies. Armed with the map, guns and missiles, the pilot attempts his daring journey. Realistic helicopter action game features a rotating cockpit, full-function control stick and separate throttle.

Arabian fight is a two-to-four-player horizontal conversion kit featuring a fantasy adventure-quest. As one of four courageous characters, players fight with magic and muscle to defeat the minions of the wicked Sheik. Princess Lurana has been abducted and only the death of the Sheik can save her. Many levels of increasing difficulty

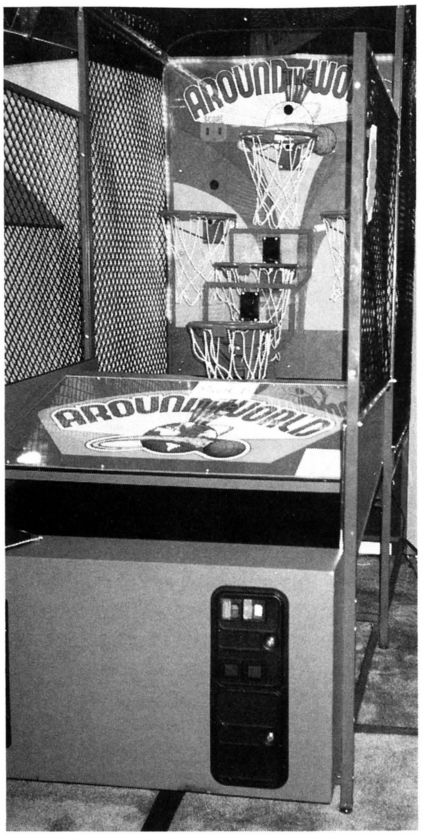
await the valiant warriors and a unique zoom feature intensifies the game action. Both *Air Rescue* and *Arabian Fight* feature Sega's System 32 capable of creating vivid graphics and realistic scenes.

The last in Sega's new game lineup is *Speed Shot,* a two-player electromechanical air soccer table. Players share the entire playfield as green and red LED lights illuminate player field positions. The object is to get to the ball's position before the opponent and then shoot fast. All action is dictated by the player's skill, a trac ball and kick and goal defense button.

For more information, contact your authorized distributor, or for referral it's Sega, 2149 Paragon Dr., P.O. Box 610550, San Jose, CA 95161-0550; 408/435-0201.

New from Coin Concepts

Around the World and **Flamingo** join the ranks of Coin Concepts redemption line as a basketball-toss and coin pusher, respectively. Combining regulation basketball with fun skill shooting, *Around the World* contains five baskets in its eight-ft. cabinet. Players sink baskets by following a flashing arrow. If the first round of regulation basketball is won, the player proceeds to a bonus round where the arrow randomly points at baskets



that must be sunk for a win. The unit is fully operator-adjustable.

Flamingo is a four- to six-player colorful coin pusher reminiscent of Las Vegas glamour. The game shines with brilliant graphics, flashing lights and a wide playfield. A full anti-cheat system and coin channeling are included.

For more information, contact your authorized distributor, or for referral it's Coin Concepts, 16 Edgeboro Rd., Unit 5, East Brunswick, NJ 08816; 800/462-COIN or 908/390-9009.

TOTAL CARNAGE from Midway

Total Carnage is a one- or two-player dedicated upright video game.

Theme: Action-packed rescue mission set in the future.

Gameplay: Players fight their way through three battlefields in pursuit of the demonic General Akhboob. In an all-out assault against the evil dictator, heroes Captain Carnage and Major Mayhem rescue war hostages and wage a war of their own against the General's mutant creations. During the death and destruction that follows, players pick up various icons for bonus points and weapon upgrades. It also pays to know the secret passwords which take the good guys that much closer to Akhboob. But watch out! Land mines, flame throwers, toxic slime and nuclear time bombs do their best to promote total carnage.

Features: Dual joystick, fire button controls and eye-catching graphics.

For more information, contact your authorized distributor, or for referral it's Midway Mfg., 3401 North California Ave., Chicago, IL 60618; 312/267-2240.

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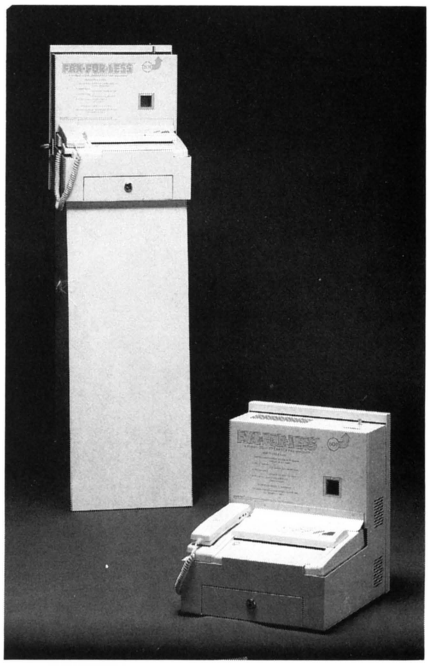
For more information, contact G-Tel at 17423 Shatnerwood Dr., Houston, Texas 77095; 713/756-3723.

COIN TRACKER I from Compuline, Inc.

The **Coin Tracker I** is a data and accounting retrieval system which tracks all coin drops, tickets out, power interruptions and system tampering. The system consists of a microprocessor-based module, a Psion Organizer handheld computer, integrated printer, infrared communications module and modem. Simple to use, the handheld computer terminal manages data transferring, receipt printing and home office communications, while the pocket modem handles info transfer between the home office and handheld terminal. The *Coin Tracker I* equipment comes with all manuals, firmware and software to upload data back to the home office in ASCII Delimited files.

For more information, contact Compuline, Inc., 5107 Cass St., San Diego, CA 92109; 619/273-6270.



FAX-FOR-LESS from Voice/Fax Corp.

Fax-For-Less is a coin-operated fax machine for the general public. The unit plugs into a standard telephone jack and can be wall mounted or set on a counter or pedestal. Features include sturdy hardware, hi-tech computerized microchip board and durable steel encasement with security locks. Machine accepts outgoing faxes only, so no paper is needed.

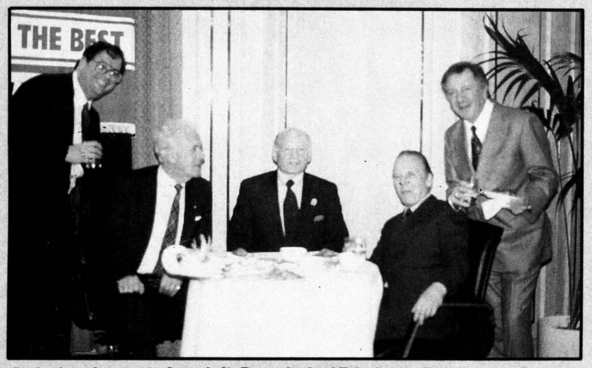
For more information, contact Voice/Fax Corp., 21212 Erwin St., Woodland Hills, CA 91367; 818/888-2388.

Correction for cabinet design from GTI

We misprinted the phone number for last month's item describing a new cabinet design from Games of Tennessee (GTI) for their gaming machines. The address in full is: GTI, 1220 W. Jackson St., Shelbyville, TN 37160; 800/456-6882.

GRAPEVINE

international



At the London party from left: Rowe's Joel Friedman, Bob Romer (Switzerland), Jerry Gordon (Rowe), Franz Szechenyi (Austria) & Rex Yannarell.

Mr. and Mrs. Rex Yannarell enjoy chatting with Israeli dealer Dror Bukchin at the affair. Dror makes his dealership in Tel Aviv.

TRES INTERNATIONALE! During the February ATEI show in London, Rowe held a cocktail party for its international distributors at which more than 20 countries were represented. Rowe's international sales topper Rex Yannarell told the group how proud he was of the job they were doing with the *LaserStar* jukebox (now found on five continents) and asked them to extend a big thank you to the operators around the world for their confidence in the Rowe product line (Rowe's latest release, the CD *Wallette,* reportedly got good response at the London outing).

TUNING IN GERMANY — Tuning Electronic (Hamburg) has made a long-term commitment with Premier to increase the market share for Gottlieb pinballs in the German & Austrian territories. Said Tuning's boss Reymond Safft: "Since the introduction of their System 3 hardware almost two years ago, Gottlieb games have improved so much. And their new *Operation Thunder* outperforms many other pintables. I'm 100% certain that Gottlieb will be a major force in this part of the industry." *(Operation Thunder* went on the market there April 15).

IT'S COMING! The awaited soccer video from Seibu (makers of *Raiden)* was scheduled to be released in Europe shortly after Easter. It's supposed to be a 4-player with features not seen before in any soccer game. High speed chips and CPU's enable the video to show slow motion pictures as well as speedy motions of the characters. Scanned photos appearing on the monitor are said to be "thrilling." The game is handled by Electrocoin in the U.K., Amiro in France, Elettronolo in Italy, Vifico in Spain and Tuning in the German-speaking countries. More dealers should be coming aboard.

FROM JAPAN — According to *Game Machine* (the Osaka-based coin-op trade paper), giant Matsushita may enter the home video game market this spring. This is sure to lead to even fiercer competition in an industry already experiencing increased rivalry between Nintendo, Sega and NEC (the paper stated, adding the possibility that Sony is also developing a home video game system called *Play Station* and is negotiating with Nintendo regarding a compatible CD-ROM standard).

NEW OFFICES — Capcom has established a wholly-owned European subsid in Dusseldorf, Germany under the command of Nobuo Kashiwagi. Supporting him is Yosuke Yoneda who has spent the past four years in England studying the coin-op business. They chose Dusseldorf over London as it's more centrally located. . . Namco Europe's new offices in London opened in February. Shane Breaks is piloting sales (he temporarily ran them from his home on the Isle of Wight before the new digs were up and running).

ENADA'S DELIGHT — The spring edition of Enada '92 (the Italian trade show) was a great success, according to the show's organizers. Attendance was up 29% and the number of exhibitors rose, as did the number of foreign visitors. Show trend-watchers reported that attendees showed a great deal of interest in multi-player games, pinballs and table games. Overall, all figures show that interest in the trade show has expanded since Enada began in 1989. Look for the fall edition of the trade show to be held October 15-18 at the Rome Fair in Rome, Italy. For additional information, contact Italy's trade association at 011-39-6-440-3686.

INTERSCHAU '92 organizers report that this year's international industry trade show reached its best attendance levels ever in its 25-year history. Held in Dussel-

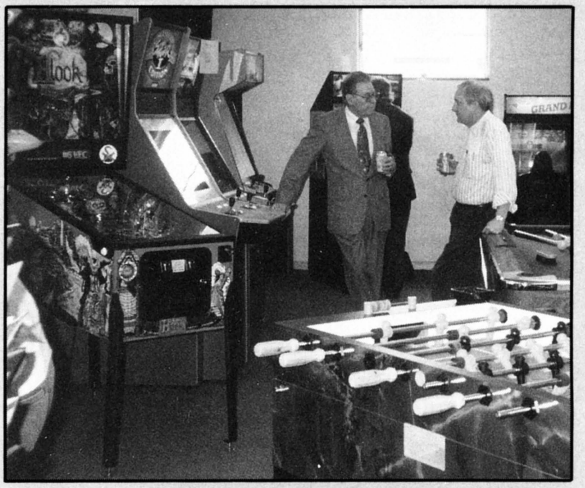
dorf, Germany from Feb. 12-14, the convention attracted 16,000 showgoers and exhibitors from Europe, the U.S. and Asia. Interschau received positive reviews from the majority of showgoers and 94% of the exhibitors expect good post-show business, according to a show survey conducted by Interschau officials. The next Interschau is slated for Jan. 20-23, 1994 in Hamburg, Germany.

northeast

PAPA'S PRESENT — The Professional and Amateur Pinball Assn. (PAPA) presented a $17,000 check to the Tomorrow's Children Fund following the successful PAPA II pin tournament held Feb. 1-2 in New York City. The tournament raised funds through the competition and auction (held during the tourney action) and PAPA II organizers were excited to help with the charity's worthwhile cause. Pictured above with "tomorrow's children" are PAPA president Steve Epstein (left behind children) and tourney co-sponsor Frank Seninsky ofAlpha-Omega Amusements (far right). The tournament raised some much-needed funds for the charity.

PAMMA'S PAST — The Pennsylvania Amusement and Music Machine Assn. (PAMMA) is holding their 10th anniversary convention July 24-25 at the newly-renovated Seven Springs Mountain Resort in Champion. PAMMA's Diamond Anniversary convention will entertain visitors with a look back at PAMMA's beginning (as well as a look forward to the future)! Seminars, exhibits and the annual auction also beckon attendees. For more information, call PAMMA at 717/232-5322.

FLAT ON HIS BACK — Holyoke, Mass. operator Russ Mawdsley suffered a ruptured spinal disc just after the first of the year and has been more or less bedridden ever since. He's been in the hospital and now will be visiting a number of specialists to see what can be done. Surgery is one of the options. However, he's got ever-present wife Gert to take care of him and is cheered by the well-wishes of his many friends from around the country (Russ was AMOA's president a number of years ago, so he's well known in operating circles).



MONDIAL BLOCKBUSTERS — March ended with a bang for the Philadelphia, Springfield and Norwood offices of Mondial Distributing, Inc. Over 900 people attended their post-ACME shows on three consecutive days: Friday, March 27 in Philadelphia, Saturday, March 28 in Springfield and Sunday the 29th in Norwood.

The Philly offices held a "working" open house during the afternoon Friday. Many operators appreciated the chance to drop by during the workday to check out new equipment and enjoy the complimentary food and beverages. Springfield adopted a carnival theme for Saturday's show, complete with clowns and prizes for kids and adults alike. The highlight of the day was a pinball tournament, run by local flipper maven Steve Epstein. It featured prizes in men's, women's and children's divisions. In Norwood, Mass. operators and their families enjoyed face-painting and balloon tricks along with all the new equipment on display.

MDI sales topper Irv Spinak summed up the weekend best: "We had our best turnout ever," he said. "The customers were very upbeat and I feel the outlook is good. There's a lot of good product out there, and our customers will buy good product."

Like the Philadelphia office, Pittsburgh held a working open house on Friday, April 10. Factory reps from Konami, Atari, Sega, Namco and Merit stopped by to chat with local operators and answer their questions about the spring's new equipment. Jeff Sullivan, Pittsburgh's super salesman, is optimistic about the spring season. "Some really great equipment came out this season and I think we'll be able to service a lot happy operators here in Pittsburgh."

Join Us In Congratulating These 1992 Hesch Scholarship Recipients!

Recipient/Sponsor

Cynthia Akin, TN
(Double D Amusement, Memphis)
Beverly Barnes, NC
(Thorpe Music Co., Rocky Mount)
Corey Benson, CO
(High Country Games, Fort Collins)
Jennifer Blankley, IL
(Friar Tuck's Game Room, Calumet City)
William Carnohan, VA
(State Sales & Service, Baltimore)
Chanda Conner, VA
(Quick Music Co., Strasburg)
Brian Davis, TX
(Pro Am Services, Cypress)
Diana & Nicholas Duncan, VA
(Future Targets, Charlottesville
Michelle Eckert, SD
(D & E Music & Vending, Mitchell)
Sharon Fortson, SC
(Greenwood Music Co., Greenwood)
Quinn Fullenkamp, SD
(Musivend, Sioux Falls)
Michelle Groner, MI
(Groner's Galaxy World, Dowagiac)
Stacie Hawes, NJ
(Alpha-Omega Amusements, Edison)
Kimberly Hill, MI
(Ed's Distributing, Lansing)
Jonathan Hoff, WI
(Amusement Devices, Menasha)
Craig Jacobs, MA
(Melo-Tone Vending, Somerville)
Kristina Kast, MI
(Jim Stansfield Vending, LaCrosse, WI)
Sharon Kraemer, WI
(Jim Stansfield Vending, LaCrosse)
James Krolczyk, TX
(TAVS, Inc., Bryan)
Danielle Locascio, CA
(Atari Games, Milpitas)
Jeffrey Lubin, NJ
(Highwood Development, Edison)
Gina Lundgren, KS
(Chilton Vending, Wichita)
Einat Manor-Cohen, NJ
(COD Amusement, Parsippany)

Angelique Martin, LA
(Ross Investments, Leesville)
Ben Messerly, IA
(Amuse-O-Matic, Fort Dodge)
Chris Meyer, IN
(R & J Amusement Equipment, Ft. Wayne)
Suzanne Norton, CA
(Land of Oz, Soquel)
Laurie & Michael Palter, MA
(Woburn Vending, Woburn)
Kelly Pierce, IL
(Great Lakes Music, Lansing, MI)
Scott Pozner, CO
(Amusement Vending, Englewood)
Lia Rispoli, NY
(Misty Automatic, N. Amityville)
Roger Stafford, TN
(Double D Amusement, Memphis)
Mollie Wheeler, OH
(Gem Music & Vending, Dayton)
Lisa Wilczynski, MA
(Becker Amusement, Ludlow)
Dawn Williams, NE
(VVS, Inc., Cozad)
Tracy Wolfe, WV
(Derrick Music Co., Charleston)
Jennifer Zielenski, MI
(Valley Recreation, Bay City)

Wayne E. Hesch Scholarship Foundation
Over $100,000 In Scholarship Money Awarded Since 1985!

This year 39 individuals have been awarded scholarships in the amounts of $1,000 each for the 1992-93 school year • The Hesch Scholarship program was established in memory of Wayne E. Hesch, AMOA's 1978-79 president • Applications are available from AMOA's Chicago headquarters • Applicants must be sponsored by an AMOA member in good standing, be in need of financial assistance and have a demonstrated interest in the business community.

For more information contact:

AMOA
Amusement & Music Operators Association

401 N. Michigan Avenue
Chicago, IL 60611
312/245-1021
FAX: 312/321-6869

TEN HUT! Retired Bronx operator Sam Morrison writes that he'll be joining his World War II buddies at the 50th Year Reunion of the 10th Mountain Division (his old outfit). Event will take place mid-September in Aspen (the 10th was a ski combat unit). Sam's looking forward to sharing memories and war stories, but he also jokes that he should have earned the Silver Star for operating all those years in the Bronx. "If I earned my coin, I sure earned it the hard way," he writes.

Sam used to crack us up, saying all his old service phone said was "gimme, gimme! like in 'give me a loan or a bonus, get me this great new machine, fix me up or I'll get somebody else! And let's not forget 'love me'," said the retired sage. By the way, Sam says his successor at the Musical Moments route, Alan Heller, is doing wonders and keeping things going nicely.

GOOD LOOKING — During the recent ACME show, Grayhound Electronics held a business card drawing for a 20" RCA color television and the happy winner was Chris Gardiner (Dave & Busters, Houston, Texas). Grayhound's Dan Dinnebeil says the card was drawn by three-year-old Ronika Siller, daughter of Nancy Siller of Ameri Corp (San Antonio video software designers).

GAMING LABS INT'L. has announced that gaming device and slot machine shipments in and out of New Jersey for testing purposes has been approved by the New Jersey Casino Control Commission. Manufacturers who want to send their gaming machines to GLI for testing, must make sure their shipments conform to the Commission's requirements. Briefly, the Commission asks that manufacturers file movement paperwork for any gaming machine shipped into New Jersey. For more information regarding shipment of machines, contact GLI at 908/244-3818.

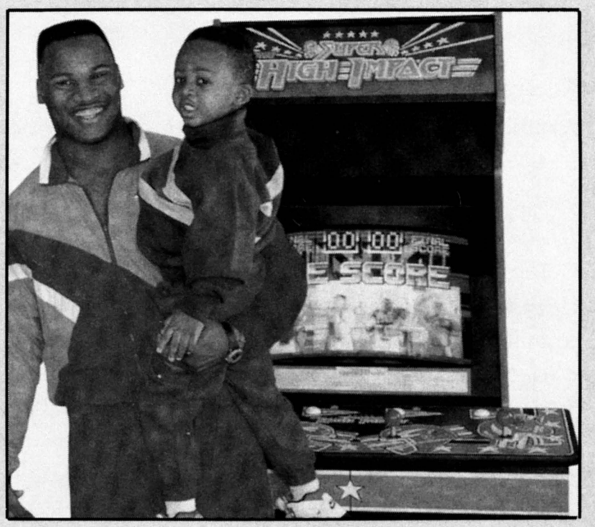
GLI is also pleased to announce that Christine Cantrell and Sherif Soliman have joined their staff as gaming test engineers. The company is looking forward to a long association with both employees.

ITHACA PERIPHERALS has been awarded a $3.7 million contract to supply its *Model 70* VLT printers to a major gaming manufacturer. A subsidiary of Tridex Corp., Ithaca is currently in negotiations with several other VLT manufacturers to provide their dedicated printer for their terminals.

southeast

IMPACT! Baseball star Bo Jackson's poster message "Bo knows you don't hit kids" must have had some impact. He was honored April 15 at White Sox Park prior to the Sox vs. Seattle Mariners game for his participation in the 1992 National Child Abuse Prevention campaign. Our AAMA, which produced the poster in conjunction with the Committee, said it's being distributed to schools, libraries and other youth-serving organizations.

Jackson also received a mounted poster from



AAMA's Bob Fay and American Vending Sales' Frank Gumma Jr. A plaque was presented by Dr. John Holton and Dr. Anne Cohn Donnelly, both involved in child abuse prevention. The poster itself shows Jackson and his youngsters between the *Clutch Hitter* and *Super High Impact* video games.

midwest

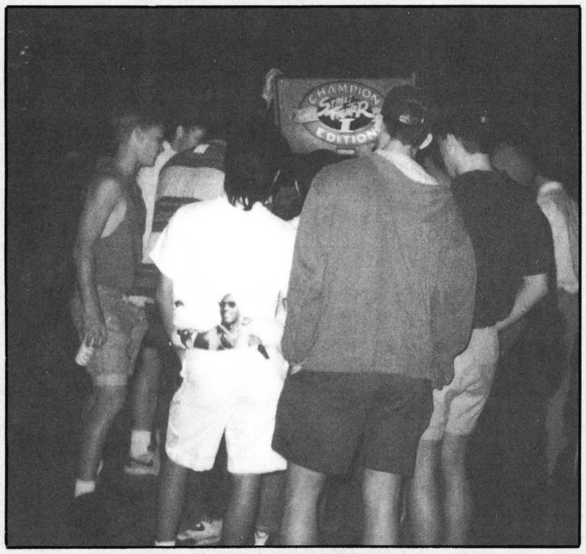
BILLBOARD'S HOT HITS — *Billboard* magazine has just released its annual *Music and Video Yearbook.* The 1991 edition compiles hot chart information for nine separate music categories (country, pop, etc.) arranged by artist. The "Hot Hits" feature lists the top records in each category as well as the top-ranked artists. For ordering information, contact Record Research, Inc., Dept. M21, P.O. Box 200, Menomonee Falls, WI 53052-0200.

BUCKEYE BASH — The OCMA Ohio operator association holds its Expo '92 convention May 29-30 at the Radisson Hotel (Cassady Ave.) in Columbus. A golf outing at the Bent Tree Golf Club runs the day before, beginning at 10AM. Among the seminars are two on VLT (one Friday, the second Saturday). Speaking on the subject will be Wally Bohrer and Art Manske of the Video Gaming Assn., operator Ron Rentz (to give the Ohio viewpoint), plus expected reps from Louisiana and the VLT manufacturing circle. AMOA president Gene Urso will speak at OCMA's membership luncheon on Saturday as well.

LET'S PLAY BALL! Creative Athletic Products & Services' (CAPS) (Des Moines) will supply eight of its *Let's Play Ball* electronic pitching games for the second annual baseball FanFest to be held in July during All-Star Week in San Diego. FanFest organizers requested that CAPS provide the games to entertain baseball enthusiasts at the celebration. *Let's Play Ball* and the smaller *Pro Scout* use an electronic "talking" scoreboard, catcher and radar gun to track pitch accuracy. Sure to be a hit with baseball fans!

WAMO WING-DING — The Wisconsin Amusement & Music Operators (WAMO) are looking forward to their 1992 spring convention and trade show May 14-16 at the Hilton Hotel in Oshkosh. Organizers are billing this convention as a "rallying" event for members. Wisconsin video lottery legislation did not proceed as well as anticipated this year, and WAMO intends to approach 1993 with renewed vigor as they regroup, reevaluate and redirect future efforts. And indeed, a highlight of the VLT agenda may be an address by Gov. Tommy Thompson (event unconfirmed at press time). Promoting a well-rounded convention schedule, WAMO also plans practical business sessions, business tours and of course, the exhibition itself.

southwest



KUDOS FOR STREET CHAMP — Brahim Sebkhi at Golf 'N Stuff's Tucson arcade sent the above snapshot of kids surrounding *Street Fighter II: Champion Edition.* "I take my hat off to Capcom for such a tremendous hit as *Street Fighter II.* The *Champion Edition* is every bit as good as the manufacturer claims, and more. This picture taken at our location says it all (but it could've been taken anywhere)," wrote Brahim.

AVON CALLING — The Amusement & Vending Operators of Nevada (AVON) will hold their next general meeting May 2 at the offices of Southwest Services (located at 5110 So. Valley View). Prexy Doug Minter will start it off with a board meeting at 10AM, with the full meeting to kick off at 2PM. All Nevada operators and suppliers are welcome to attend. The newish group has 13 paid members. Marty Shumsky (Reno Game Sales) and Bill Britton (Mountain Coin) are the committeemen searching for additional members.

NAMCO'S HOLE-IN-ONE was a classy distributor meeting held the day before ACME at the Dominion Country Club in San Antonio. The March 14 event was held during the "Vantage at the Dominion," a Senior PGA tournament played March 9-15 (R.J. Reynolds was tourney title sponsor, with Namco one of many additional sponsors). Namco invited their distributors to a full-day's greens and clubhouse privileges to watch the exciting PGA event (as well as to the company's hospitality tent set up near the 10th hole). What a way to kick off the spring buying season! Pictured above are (l-r): Mexel's Jacob Shemaria, Namco's Frank Cosentino, Ted Schweitzer of Southgate Amusement, Enrique Fong of Mexel and Namco-America prexy Masahiro Tachibana.

WILLIAMS BALLY/MIDWAY recently hosted a comprehensive pinball class at Mountain Coin Machine Dist.'s Phoenix office. Williams' technical field support manager Tom Cahill took the 40-person class through a detailed technical session and everyone had their service questions answered. These classes are a continuing tradition and a great idea.

RADIO & RECORDS CONVENTION takes place at the Century Plaza Hotel in Century City, Calif. June 11-13. The info-packed and entertaining event has a line-up of keynote speakers (Gen. Norman Schwarzkopf, for one), general seminar sessions and panels covering the marketing, format and legal aspects of operating in radio and records. Superstar entertainment includes performances by Garth Brooks and ZZ Top. For registration information, call *R&R* at 310/553-4330.

NEW CONSULTANT? Fred Pollak, founder of Nationwide Vending, retired last August when the company merged with Weisman Enterprises (Best Vendors of Minneapolis). Fred says the combined organization is doing very well, and has outstanding growth potential and the necessary capital to finance that growth. On the personal level, Fred and wife Mari recently bought a thoroughbred race horse named Arabian Ace (sounds like a pingame, no?). The horse is training at Hollywood Park and the Pollaks expect him to be racing very soon.

Fred also has a computer at home and is thinking of doing some writing. He wants to put his years of experience to work on a part-time basis with someone who could use his operating-management and sales background (he was once Rowe's marketing director) "provided I can find the right match," he says. Fred and Mari reside in Claremont, Calif. and can be reached at 714/624-1057.

ROWE REPRISE — Rowe International's 1991 distributor conference was held at the Cheyenne Mountain Resort in Colorado Springs. Apparently the crowd loved it so much they're going back again in 1992. Affair runs earlier this year, June 4-6, than the one last fall. And from what we feel, there'll be something "interesting" unveiled in the jukebox category there.

DATEBOOK

MAY 14-16
WAMO (Wisconsin) spring convention & trade show, Hilton Hotel, Oshkosh. For more information, call 414/529-4704.

MAY 28-31
CCMA annual convention, Dana Point Resort, Dana Point, Calif. For more information, call Cindy Urcan or NaDean Mendenhall at 916/441-5451.

MAY 29-30
Ohio Coin Machine Assn. (OCMA) Expo, Radisson Airport Hotel, Columbus, Ohio. For more information, call Paul Corey at 614/888-9772.

MAY 29-31
Northeast Regional Trade Show, Westchester Marriott, Tarrytown, New York. For more information, call Frank Seninsky at 908/287-4990.

JUNE 8-9
AMOA/AAMA Joint Legislative Conf., Hyatt Capitol Hill (AMOA quarters) and Washington Court (AAMA), Washington, D.C. For more info, call AAMA at 703/494-2755 or AMOA at 312/245-1021.

JUNE 11-13
Radio & Records 1992 Convention, Century Plaza Hotel, Century City, Calif. For more information, call R&R at 310/553-4330.

JUNE 19-21
ICMOA Annual Meeting, Continental Regency Hotel, Peoria. For more information, call ICMOA at 708/369-2406.

JULY 17-19
AMOT (Texas) annual convention, Westin Paso del Norte, El Paso. For information, call 214/918-9593.

JULY 23-25
Ninth Annual Billiard Congress of America Int'l Trade Expo, Kansas City Convention Center, Kansas City, Missouri. For more info, call Frank Zdy at 619/278-3877.

JULY 24-25
PAMMA (Pennsylvania) 10th anniversary convention, Seven Springs Mountain Resort, Champion. For more information, call 717/232-5322.

SEPTEMBER 10-13
NCAMA (North Carolina) convention, Stouffer Winston Plaza Hotel, Winston-Salem. For more info, call Bobby Earp at 919/584-4833.

OCTOBER 1-3
AMOA Expo '92, Opryland Hotel and Convention Center, Nashville, Tenn. For more information, call AMOA at 312/245-1021.

OCTOBER 15-18
ENADA '92, (Italian trade show), Rome Fair, Rome. For more information, call SAPAR-AGIS (Italy's trade assn.) at 011-39-6-440-3686.

NOVEMBER 5-7
NAMA National Convention, Trade Show and Education Sessions, Washington Convention Center, Washington, D.C. For more information, call 312/346-0370.

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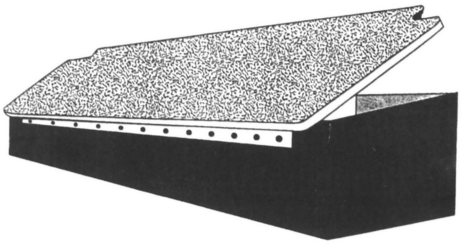

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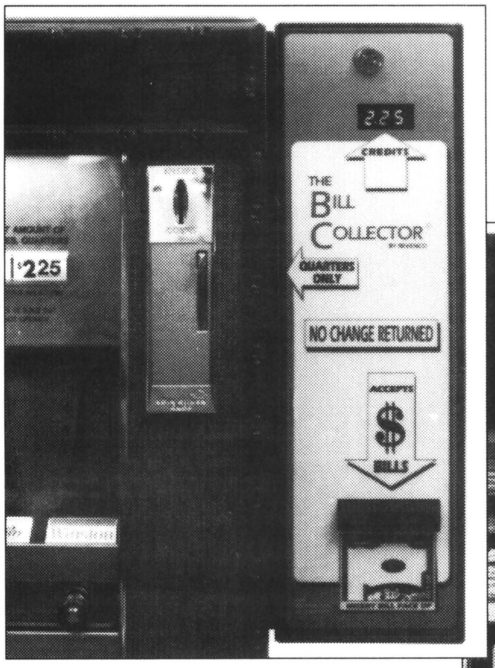

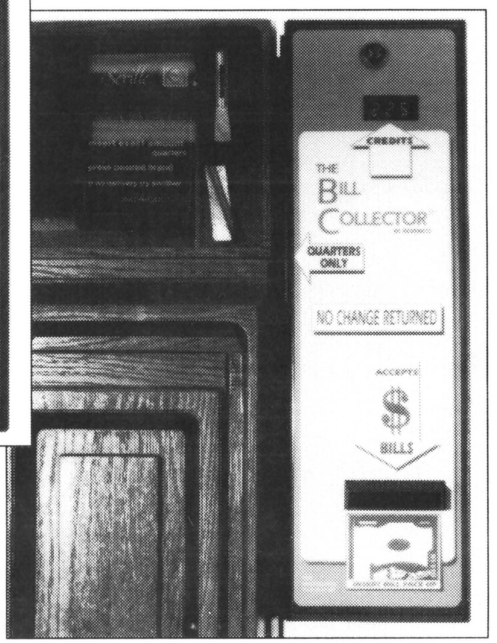

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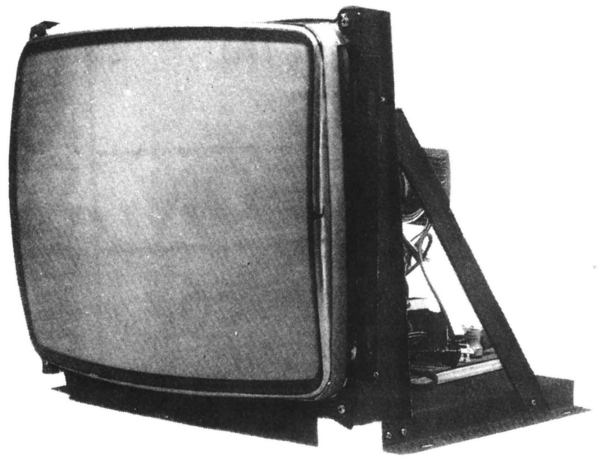

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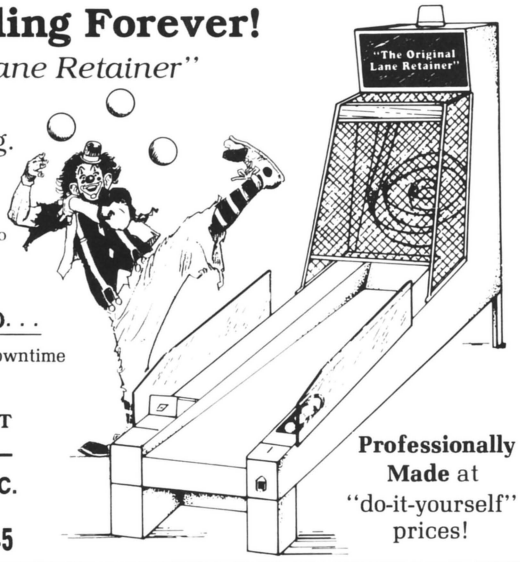

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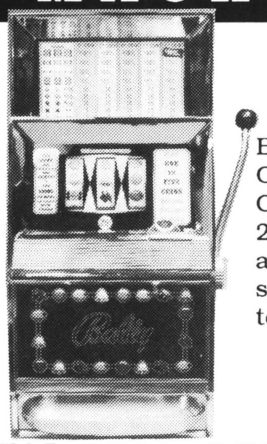

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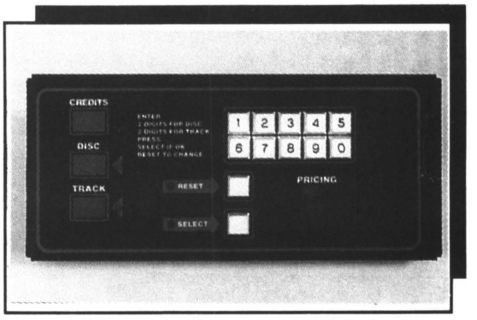

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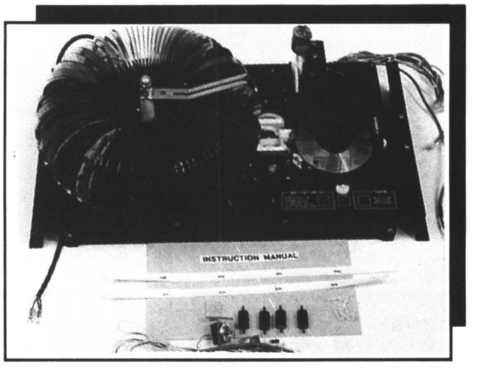

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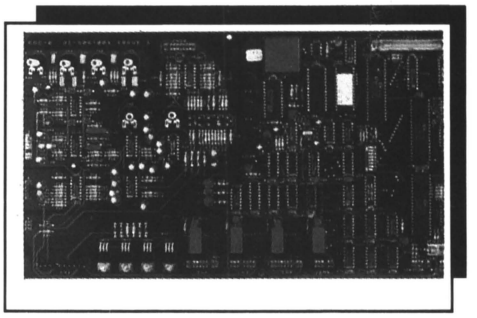

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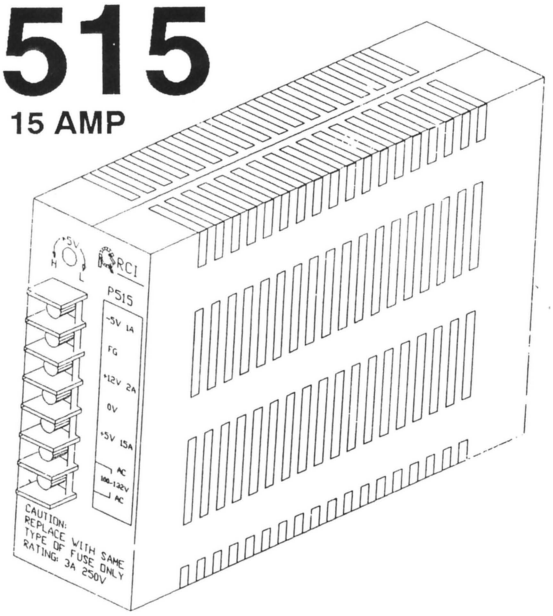

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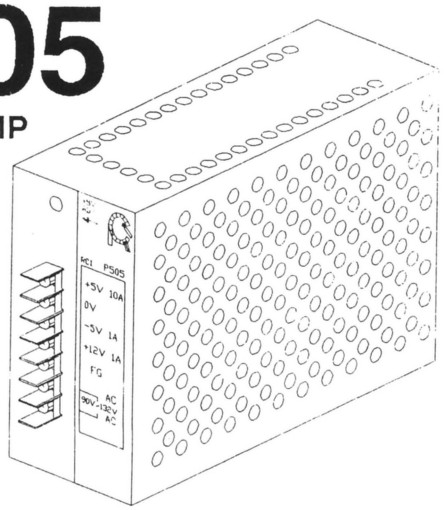

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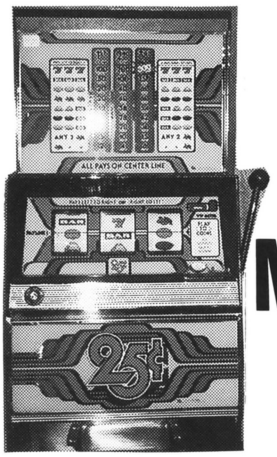

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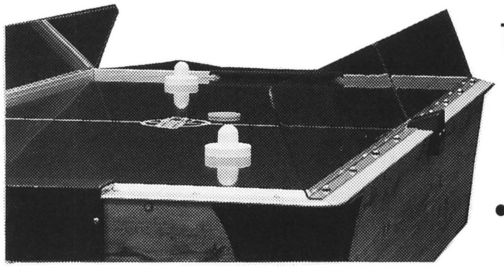

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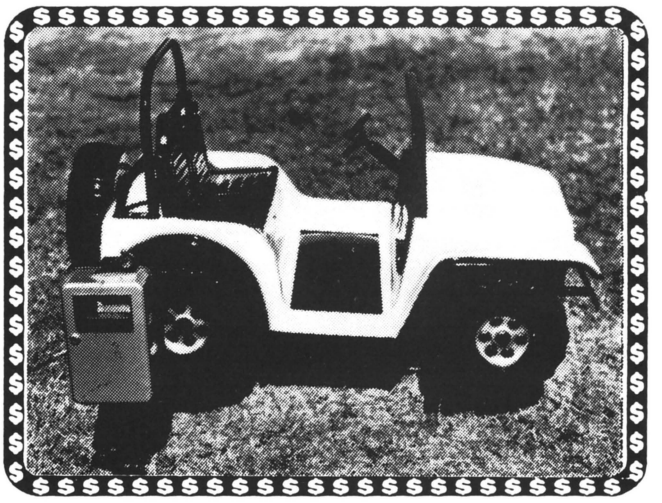

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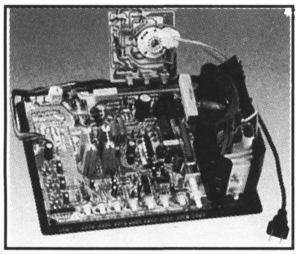

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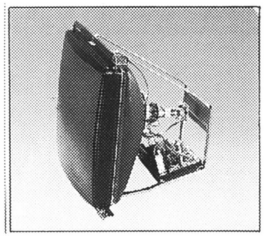

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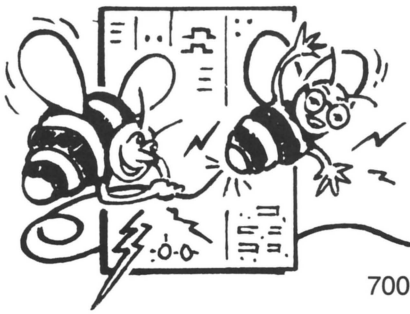

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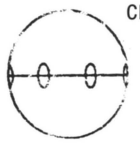

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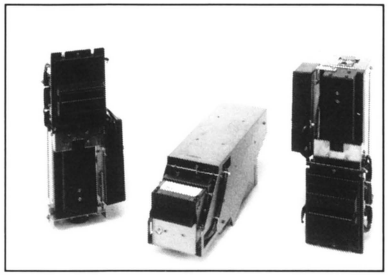

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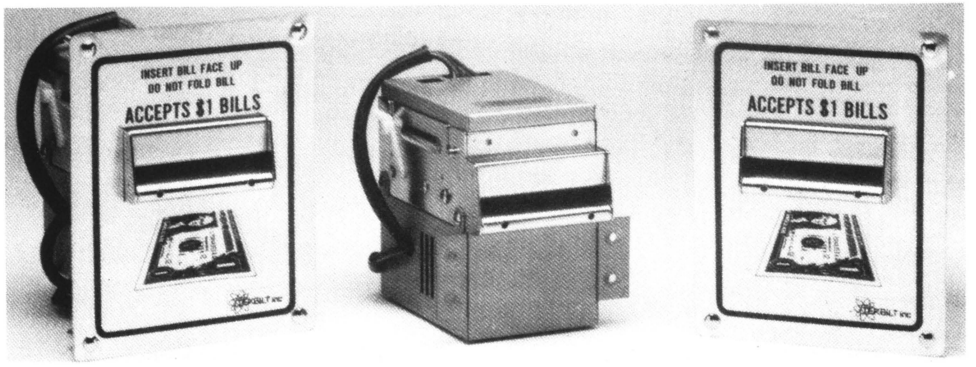

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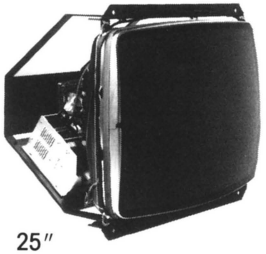

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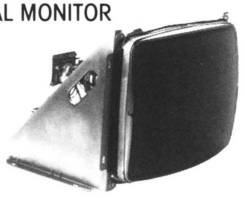

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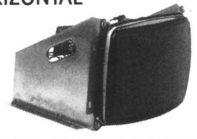

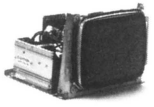

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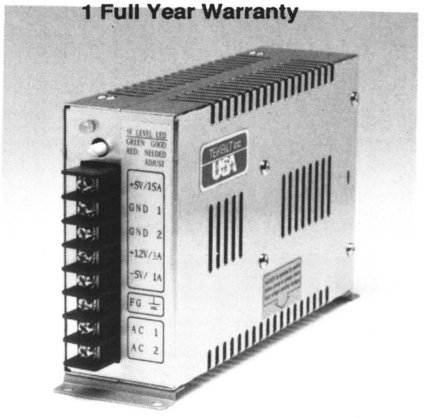

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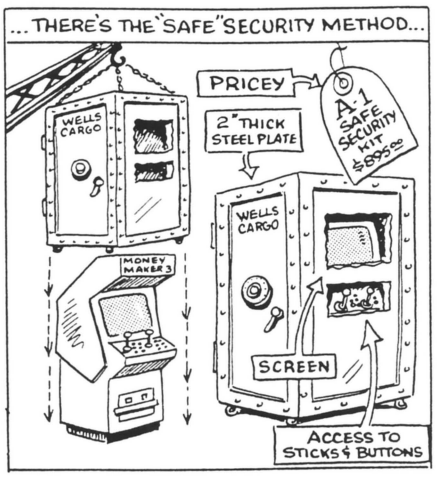

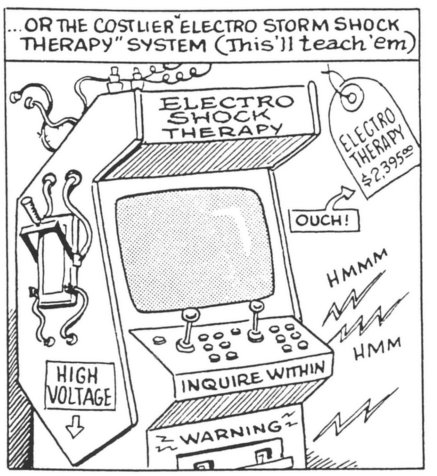

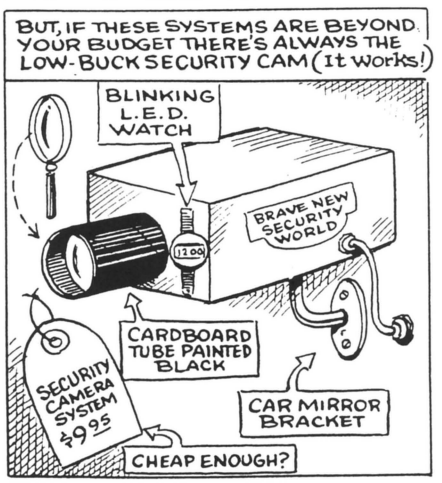

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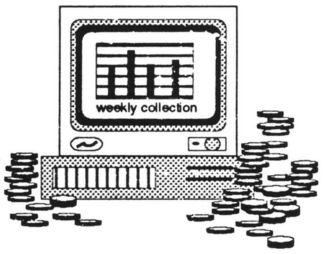

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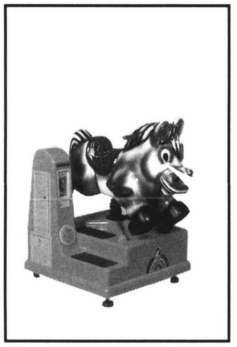

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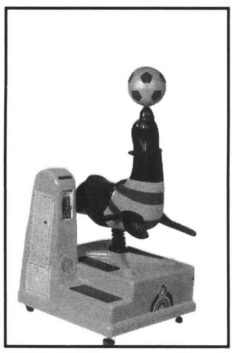

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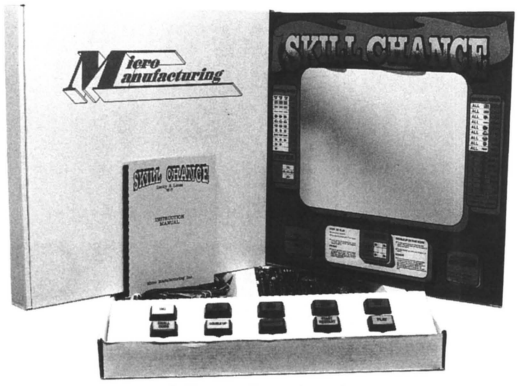

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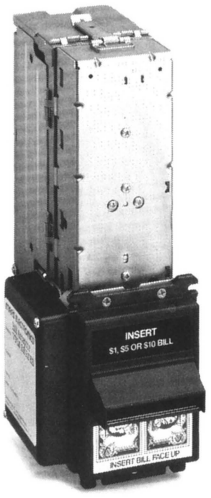

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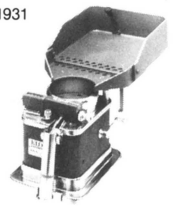

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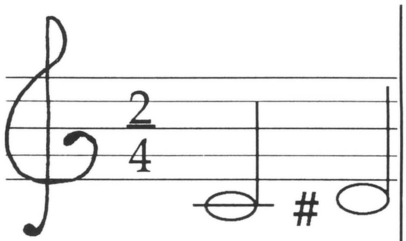

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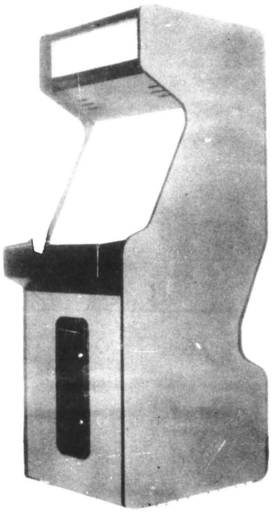

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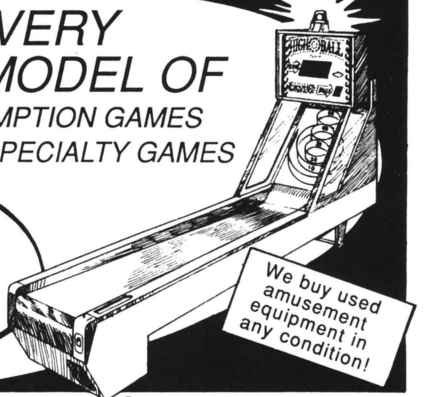

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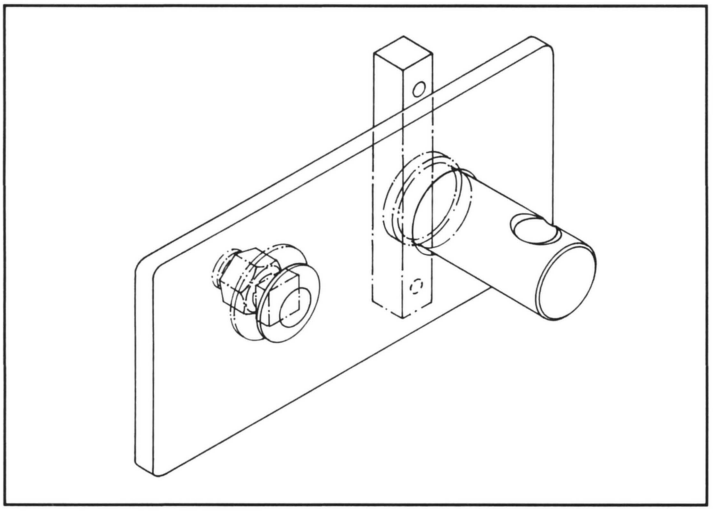

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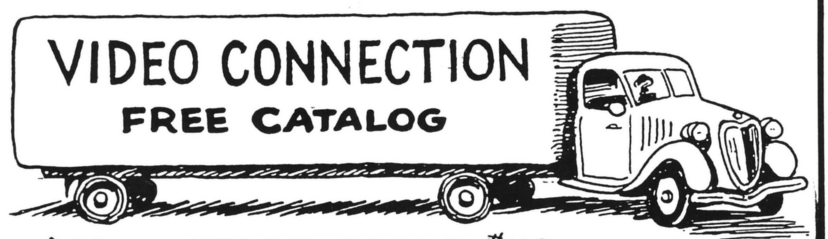

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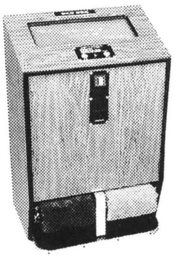

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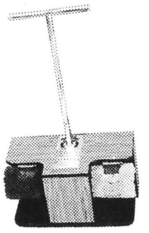

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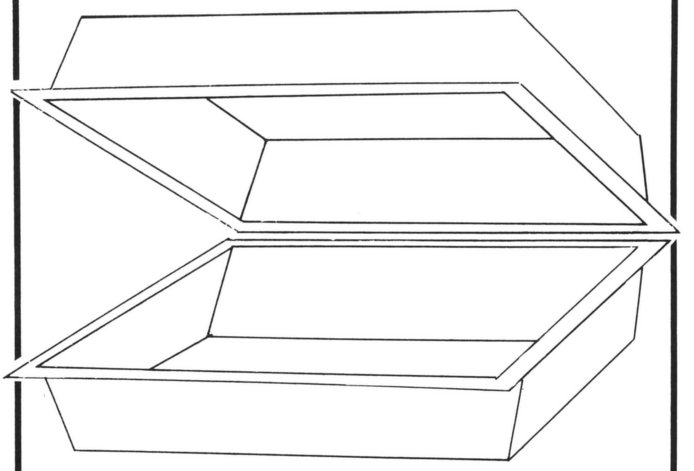

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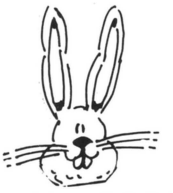

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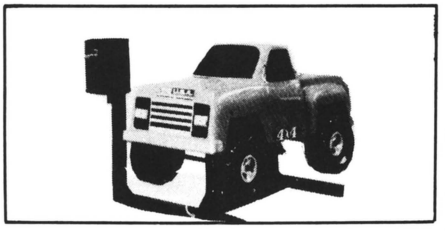

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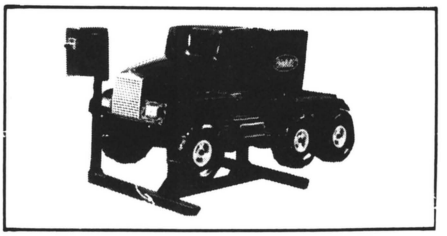

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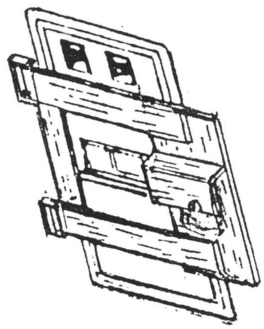

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INDEX OF ADVERTISERS

AMOA . . . . . pg. 163
Acme Premium Supply 23
American Laser Games 37-38
Arachnid 139
ARMS div. of Bonita Marie 36
Asahi Seiko U.S.A. 145
Atari . . . . . cover 4
BTR International 142
Baton Lock & Hardware 146
Bay-Tek 46
R.H. Belam Company, 36, 42, 46, 66, 108, 156
Betson Enterprises 77, 107
Betson/Imperial Export 51
Bob's Space Racers 42
Dan Brechner & Co. 18
Bromley, Inc. 109
BullsEye Marketing 45
Capcom 28
Carousel Int'l 152
Coastal Amusement 81, 83
Coin Concepts 78
CoinTek, Inc. 131
Data East, Inc. 16-17
Deltronic Labs 72
Dynamo 135
Eagle Lift 70
Entron Enterprises 22
Exidy 45
Exit Entertainment 49
GaMCO 15
Grayhound Electronics 85
Great Lakes Dart Distributors . . 148
HMS Monaco 32
Hamilton Manufacturing . . . 87, 133
Happ Controls 106
Hecon Corp. 115
Hoffman & Hoffman 26
I.C.E. 41
Imagination Leisure 33
Imperial International 112
Impressment Plus 120
Irem 97
Ithaca Peripherals 123
Jaleco U.S.A. 19-20
Kaneko U.S.A. 62, 64, 66, 68
King Plush 43
Konami 73-74
Laramie Interests 59
Lazer-Tron 120
Henry W.T. Mali Co. 22
Maxwell Creations 149
Mayoni 61
Mazzco . . . . . Toss-in-flyer
McO'River 31
Meltec 25
Mr. Vend . . . . . Toss-in-flyer
NICS Company 101
NSM-America 105
NSM-Germany 116-117
Namco 7, 99
National Ticket Co. 122
Nintendo 55-56, 91-92
Ocean of America 11-12
PMI 121
Playfair Shuffleboard 144
Plush-4-Play 35
Pop-a-Shot 114
Premier Technology . . . . . cover 2
Prizes! 9
Progressive Game Dist. 71
Repeat the Beat 40
Romstar 27
Rosette 58
Rowe International 53, 89
SNK Corp. 63, 94-95
Scan Coin 24
Seeburg 67
Sega 5, 127
Seidel Amusements 114, 144
Skee Ball 32
Smart Industries 79, 125
S.W. Wholesale Records & Tapes 24
Stella 153
Strata 47
Subsino 157
SunBelt Amusement 65
Taito 103
Valley Recreation 147
Van Brook of Lexington 160
Van Sickle & Co. 138
Vari-Tech Co. 82
Wico . . . . . "Toss-in-flyer"
Williams Electronics . . . . . cover 3
World Gaming Conference 151
Yamate 113

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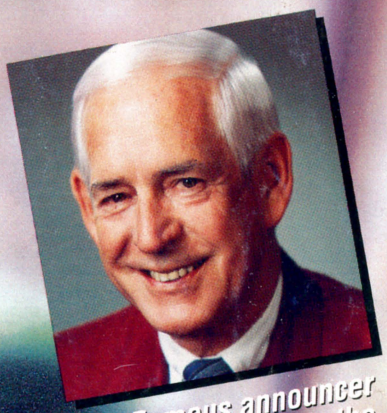

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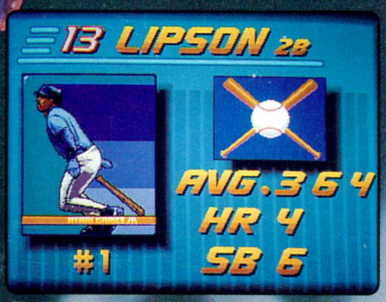

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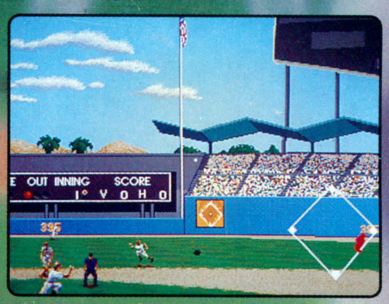

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