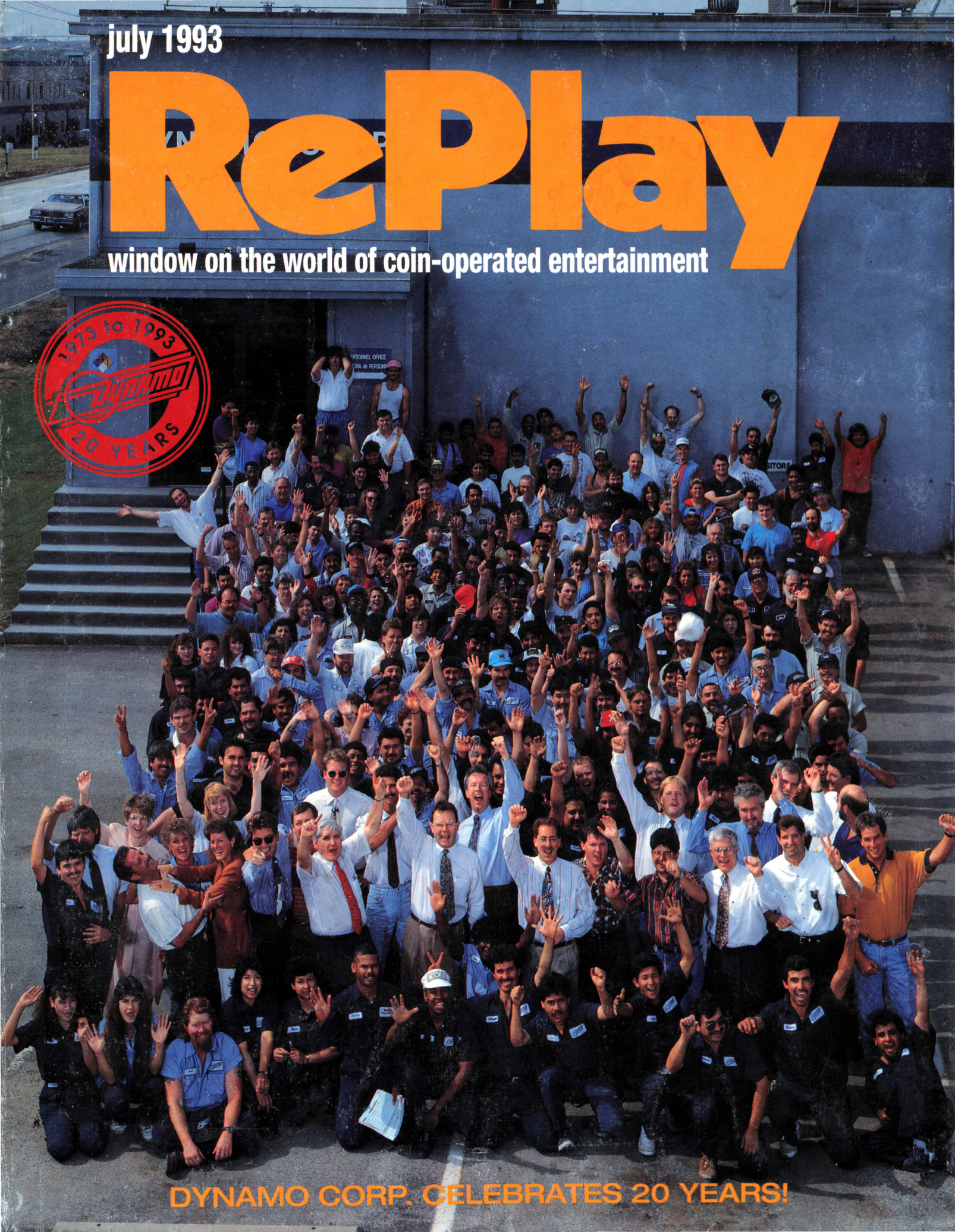
july 1993

RePlay

window on the world of coin-operated entertainment



DYNAMO CORP. CELEBRATES 20 YEARS!

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HOT OFF THE PRESS!

VIRTUAL REALITY prototypes will be unveiled at this fall's AMOA Expo by the South San Francisco firm, Visions of Reality (VOR). Production is slated for December. Coin-op vet **Brian Duke** is taking the helm as director of sales/VOR Group for a marketing firm called the Black Diamond Group (Irvine, Calif.). Under prexy **Ken Stone,** Black Diamond will market VOR virtual reality entertainment centers worldwide. Brian, whose services were highly sought by some "prestige" coin-op factories, shared details with *RePlay* to back up his belief that VOR's product will be on the cutting edge of technology, quality and marketing (translation: "pricey goods but affordable deals for operators"). Keep your eyes open for this one!

MEXPO JULY 21-22 — The 1993 AAMA Latin American Amusement, Music & Games Expo takes place at the "Exhibimex" convention center in Mexico City later this month (Wednesday & Thursday, July 21-22). AAMA's fourth annual "Mexpo" will be their largest ever, judging by record preshow space sales. In a free seminar, Mexican operators and distributors can learn about new enforcement actions and policies by their government, and learn how to obey copyright and trademark laws. The seminar takes place at 1 PM on Thursday, July 22 in the Exhibimex. Admission is free, but a visitor's badge is required. Seminar panelists will include AAMA Exec VP **Bob Fay;** AAMA's Mexico City attorney **David Shaw;** and AAMA-AAG Latin American investigator **Rhyn Tryal.** For more information on the show, call William T. Glasgow, Inc. at 708/333-9292.

NAMCO TO CHINA — In 1992 Japanese firms from various industries signed 2,000 investment deals in China worth $2.1 billion. Coin-op is among those getting into the act. Namco opened its first game center in Shanghai on June 8 and will start building games there next month. Namco provided 70% of the $1.35 million budget. A local firm (owned the government of China) is a joint venture partner; it provided 30% of capital. Namco forecasts $1 million revenue the first year. By 1997, with a total of 19 planned Shanghai game centers and more manufacturing, the joint venture's yearly earnings should top $14 million, said Namco.

PCB THIEVES — At least three major operators in the St. Louis, Mo. area have experienced a rash of stolen PCBs from hit video games. The crime wave started June 20 and several bowling alley locations were hit within a few days, according to **Barry Schraier** (Warehouse of Vending & Games). Similar crime sprees have plagued the Northeast, Chicago area and Southern California over the past 18 months.

TEE'D OFF is Premier's newest Gottlieb pinball. It's just out and not enough operators evaluated it for inclusion on this month's Player's Choice chart. But those operators who have it, gave the game super-duper high marks. If this pattern holds, Gottlieb could have a "sleeper hit" on its hands.

IN THE HUNT is the latest video from Irem America. Scoring nicely on our Player's Choice chart in this issue, the game offers two-player simultaneous sub warfare. "The best non-fighting game yet, earning in the street as well as arcades," raved distrib **Steve Levy** (Music Vend). Factory VP **Steve Blattspieler** says the game has broken all previous Irem monthly sales records, with help from operators like **Sean Layman** (City Games) who says "I'm buying one for every location I have."

TELCO BILL — Congressmen **Rick Boucher** and **Mike Oxley** have introduced a bill in the U.S. House of Representatives which would unleash America's big telephone corporations to build the much-discussed "information superhighways." The bill would lift telco/cable TV cross-ownership restrictions. Telcos would have to provide "up to 75% of equipped capacity" for competitors' use (i.e., a "video dial tone"). However, AMOA member operator **Bill Stone** points out that since fiberoptic info hiways may carry 1,000 channels, telcos could allow others to use 75% and they'd *still* have up to 250 channels to sell entertainment programming (like video games) in competition with our industry.

ROCK-OLA NEWS — Rock-Ola Mfg. Corp.'s new owner **Glenn Streeter** has amicably ended the firm's agreement with **Deith Leisure.** RMC will now represent itself in Europe. Prior management had granted Deith an exclusive on the Rock-Ola line over there, but the arrangement was somewhat "loose." Also, RMC has announced it will use **Dixie-Narco's** new "DBA" bill acceptors exclusively in all jukeboxes, including both the contemporary *Gala* and the nostalgia line. Streeter praised the acceptor's reliability and user-friendliness, saying it would help operators increase music income.

RePlay

the Players' Choice

JULY 1993

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

best upright videos

	MODEL/MANUFACTURER	RATING	DIST.
➡	**1 NBA JAM (Williams) (4)**	**9.67**	**69%**
➡	2 TITLE FIGHT (Sega) (1)	9.13	6%
	3 MORTAL KOMBAT+ (Midway) (11)	8.99	87%
	4 LETHAL ENFORCERS (Konami) (9)	8.59	66%
	5 ST. FIGHTER II: C.E.+ (Capcom) (15)	8.06	89%
➡	6 SUPER CHASE (Taito) (3)	8.05	15%
	7 TERMINATOR 2 (Midway) (19)	7.51	60%
➡	8 FIGHTER'S HISTORY (Data East) (2)	7.50	16%
	9 STEEL GUNNER+ (Namco) (19)	7.29	11%
	10 GOLDEN AXE II+ (Sega) (7)	7.00	23%

\+ *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 VIRTUA RACING (Sega) (9)**	**9.21**	**44%**
	2 SUZUKA 8 HOURS (Namco) (9)	8.93	14%
	3 STADIUM CROSS (Sega) (8)	8.63	7%
➡	4 LUCKY & WILD (Namco) (1)	8.40	5%
	5 RACE DRIVIN'★ (Atari) (32)	7.90	36%
	6 MOTO FRENZY (Atari) (5)	7.83	11%
	7 GALAXY FORCE (Sega) (29)	7.83	6%
➡	8 MAD DOG II+★ (ALG) (6)	7.79	13%
	9 X-MEN+★ (Konami) (15)	7.58	69%
	10 HARD DRIVIN' (Atari) (46)	7.42	29%

\+ *indicates game was produced in both dedicated & software forms*
★ *indicates game was also produced in upright form*

best video software

	MODEL/MANUFACTURER	RATING	DIST.
➡	**1 WORLD HEROES 2 [S] (SNK) (3)**	**8.33**	**54%**
	2 ST. FTR. II: C.E. TURBO [R] (Capcom) (5)	8.25	85%
➡	3 NECK N' NECK [H] (Bundra) (8)	8.14	6%
	4 WARRIORS OF FATE [H] (Capcom) (4)	8.09	9%
➡	5 IN THE HUNT [H] (Irem) (2)	7.72	14%
➡	6 TIME KILLERS [H] (Strata) (6)	7.59	49%
➡	7 C.O.W./MOO MESA [H] (Konami) (3)	7.40	8%
➡	8 3 COUNT BOUT [S] (SNK) (4)	7.33	42%
➡	9 FATAL FURY 2 [S] (SNK) (6)	7.20	55%
	10 STREET FIGHTER II [H] (Capcom) (28)	6.97	78%
➡	11 ART OF FIGHTING [S] (SNK) (9)	6.88	74%
	12 STEEL GUNNER 2 [R] (Namco) (14)	6.14	17%
➡	13 IREM SKINS [H] (Irem) (8)	6.80	12%
➡	14 WORLD HEROES [S] (SNK) (11)	6.77	67%
	15 SHADOW FORCE [H] (Amer. Technos) (1)	6.67	5%
	16 AERO FIGHTERS [V] (McO'River) (13)	6.60	42%
➡	17 CADILLACS & DINOSAURS [H] (Cap.) (2)	6.57	11%
	18 ATOMIC PUNK 2 [H] (Irem) (8)	6.50	10%
	19 RAIDEN [V] (Fabtek) (35)	6.48	34%
	20 BUCKY O'HARE [H] (Konami) (4)	6.27	9%

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

top pinballs

➡	**1 TWILIGHT ZONE (Midway) (3)**	**9.46**	**43%**
➡	2 JURASSIC PARK (Data East) (1)	8.80	21%
	3 ADDAMS FAMILY (Midway) (16)	8.59	81%
	4 CREATURE/LAGOON (Midway) (5)	8.21	44%
	5 WHITE WATER (Williams) (6)	8.04	47%
➡	6 ROCKY & BULLWINKLE (Data East) (4)	7.88	35%
	7 STAR WARS (Data East) (7)	7.83	54%
	8 DRACULA (Williams) (4)	7.81	32%
	9 TERMINATOR 2 (Williams) (24)	7.75	66%
➡	10 STREET FIGHTER II (Gottlieb/Premier) (3)	7.67	31%

➡ *available brand new at certain distribuors; 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 opeators 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.*

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July 1993
Volume XVIII, No. 10

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COVER

Dynamo Corp. started 20 years ago with one guy named Bill Rickett working out of his garage making soccer tables. Now the "garage" has grown to a huge plant. That single product has grown into a broad range of equipment, including a varied line of table games, hi-tech VLTs, and (under subcontract) tons of amusement videos. And prexy Rickett now leads a team of 400 hardworking people. As you can see from our cover, they're raring to go into their third decade. VP Mark Struhs tells us the future is world-class quality, leading to worldwide sales and import-export ability. But, adds Bill Rickett, we never forget that our number one customer and our prime focus, is the operator!

RePlay Magazine, July 1993, Volume XVIII, No. 10. RePlay Magazine is published monthly by RePlay Publishing, Inc., P.O. Box 2550, Woodland Hills, CA 91365. Subscription rates per year (all mailed by Priority Mail): United States... U.S. $60.00 Canada and Mexico...U.S. $80.00 (Canadian currency... $100.00). All other foreign countries $200.00 per year (Air Mail), $75.00 Steamer Mail (Surface). Please address subscription applications to RePlay, P.O. Box 2550, Woodland Hills, CA 91365. Copyright 1993 under the Universal Copyright Convention. All rights reserved.

EDITORIAL

Every time we think readers must be getting sick of seeing hi-tech stories in our pages, we notice another "straw in the wind" that says just the opposite. Lately, these straws have been piling up so fast we'll have to clean them out with a pitchfork. Item: Rubin Franco, a distributor in the Deep South, tells us virtual reality is a major topic of conversation in his region (where amusement operators are not exactly cash-rich to buy expensive new technology).

Item: a leading Western operator was recently overheard worrying that in a year or two his company might be swamped by vidgame downloading by big corporations. "Maybe I should sell my business now, while I can still get something for it," said this normally super-optimistic fellow. Item: progressive operators from coast to coast are starting to ask RePlay *what AMOA has up its sleeve to respond to all this. "Be patient," is our reply. "News is coming very, very soon." We could go on, but you get the idea. In the late '80s operators lost half their vidgame profits to home systems; in the '90s they're understandably worried about losing the rest of their video income to hi-tech.*

The good news is that coin-op game factories are not going to abandon this industry. Most don't want to admit it yet, but leading video firms are quietly working on "networking" systems of their own for coin-op application. American and European jukebox factories, too, are quietly exploring music "downloading" technology.

Most factories are mum about all this future tech because they're worried about harming sales of current products...also because they want to keep rivals in the dark. A notable exception is NSM-America, which in this issue is franker than ever about its hi-tech "contingency plans." What may have looked like hype before, now looks like responsible reassurance to their operator customers. Maybe it's time more factories (especially the video guys) followed suit. Let the trade know you're not blind to the emerging threat of hi-tech competition. Let operators know you'll stand by them.

— Marcus Webb

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INSIDE

JULY 1993

SPECIAL ARTICLES

COPYBOARD RAIDS
In Mexico, AAMA assisted Capcom and Midway Mfg. as they prodded local cops to hit five businesses that were allegedly trafficking in counterfeit PCBs. In New York, AAMA assisted a local police investigation which also spawned big raids. Two stories.pg. 23

HI-TECH FOR SALE
A "black box" that can play movie-quality video games on CD-ROM was unveiled at the summer Consumer Electronics Show. Designed by a new firm called 3DO, the unit will also allow digital downloading on cable and interactive play via AT&T. Read the two stories .....pg. 28

CHIN UP!
Vegas big boys, state governments and Indian tribes are running away with much of the gambling biz. Big corporations threaten to take over hi-tech video. What's an operator to do? Take heart; coin-op has overcome big challenges before, says industry vet Louis Boasberg.....pg. 47

ABOUT SPEEDUP KITS
For the next several months, our Legal Questions column examines the issue of speedup kits. Are any of them legal? In this issue, we print Part One of a two-part essay by attorney Richard Stern. Capcom's attorney Ian Rose will address the question in future months.....pg. 78

NSM THROWS GAUNTLET
NSM America boldly predicts it will be America's top-selling jukebox in a year or two. They also get more specific about their preparations for tomorrow's hi-tech.....pg. 93

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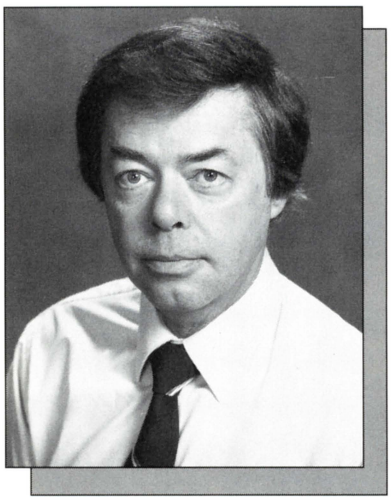

Someone recently said "summer came early this year." Funny, but we're amazed when this traditionally quieter period once again looks traditionally quiet. Don't sweat it...I'm not about to roll into one of those take advantage of the slack season to get your 45 library in shape editorials. Those interested in reading how operators should devote their energies in the summer (written by trade journalists who don't operate) can refer to practically every June issue ever published. Since most of our readers are grownups, they'll know what to do.

No, I'd just lke to make one, small request of everyone...to spend a few minutes of that extra time you may find on your hands thinking about something that could become a hot potato, but in my opinion, hasn't reached the danger point yet. I'm talking about violence on video games which, left unaddressed, could provoke some really serious "violence" from outsiders one fine day.

As a writer, I don't like censorship on principle. As an American citizen, I don't like it for additional reasons. But neither do I think video game designers should push that "violent envelope" until some public figure grabs onto it and turns it into a moral crusade. In case anyone out there has been asleep the psat 40, 50 years, we have enough public relations problems already.

We all know that the industry quite naturally censors itself...be it a designer who pulls back from programming something really gruesome on the screen, to the distributor who takes a pass on something he feels is tasteless, to the operator who's in the best position to say yes or no to placing a machine before the playing public. The quandry always comes down to a contest of dollars vs. common sense (and, in many cases, moral sensibilities).

Imyself view violence on any screen (coin-op, theater or home television) the same way I looked at the Three Stooges. I think it's funny, unreal, sometimes twisted but on the whole, a joke. But others (many others?) perceive this stuff rather differently...and they are concerned. I know you're thinking about this and that's all I ask (besides a decent shake for you all in summer revenues).

– Eddie Adlum

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VIEWPOINTS

HI-TECH WORRIES

Dear RePlay:

New technology is about to change our industry forever. I've owned a small arcade (2,500 sq. ft., 60 games) for 12 years. It appears that the coin-op video game industry as I have known it is about to end. The new fiberoptic technology, cheap home computing power, compression techniques, home interactive gaming, and virtual reality headset displays will allow the current player to enjoy great entertainment from his own home.

I'd like to see more information on the above topics. New competitors that your magazine has not covered are the interactive dial-up gaming networks such as "Dakkar" and "Sierra On Line." These are two gaming networks that can be accessed for $3 per hour via modem. The customer's home computer provides most of the graphics and gameplay, with a central computer providing information to all players currently logged on.

These games currently have no sound and are 2D graphics, but new products are coming which will make these networks as good as today's arcade games in two or three years. They also have the advantage of being large-scale interactive. The Dakkar game often has 50 to 75 gamers on line. These gaming networks are expanding their customer base by hundreds of new players every month. Imagine virtual reality headsets with high-quality graphics and sound in your own home for $3 an hour!

Can we see articles on these new developments in your magazine? Is there a place in these new technologies and markets for the small arcade? These are questions that we need to have answered. Thanks for your time. I hope you can address these important questions in upcoming issues.

Sincerely,
Troy Folkner, president
Fantasy Faire Amusements
Cupertino, California

[Dear Troy: Your concern about hi-tech, fiberoptics, etc., is well-founded, and is shared by a growing number of operators. We've avoided writing about Sierra On-Line and other PC-based game networks in the past because we perceived them to be a different, non-competing market from coin-op. Now all these markets are merging, so you will see more information about modem-based computer game networks in future issues. As for the place of small arcades, nobody really knows. We'll give more details on hi-tech projects by AMOA and individual factories as soon as we can. Meantime, we agree with 3DO president Trip Hawkins: successful new media technology generally adds new markets while reshaping — not replacing — older markets. The survival of small arcades, like the survival of small radio stations and independent movie theaters, will probably depend on finding the proper niche. — RePlay.]

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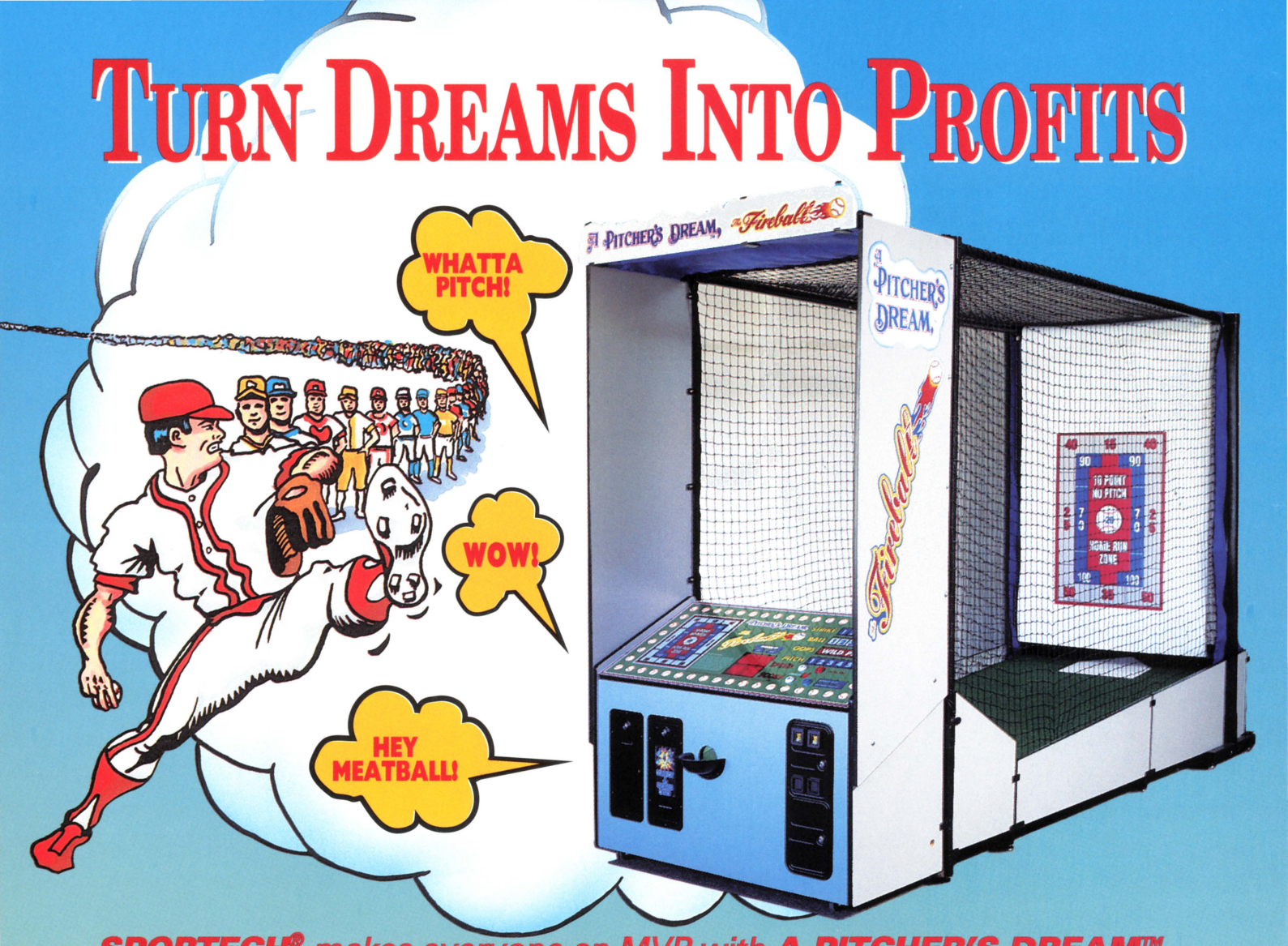

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NEWS DIGEST

AAMA TO CHICAGO HQ

AAMA's new Chicago office will become operational July 12. The address is 450 E. Higgins Rd., Ste. 201, Elk Grove, IL 60007-1417. It's on the second floor of the First Chicago Bank building, just off the Northwest Tollway, about 15 minutes from O'Hare International Airport. Phone for AAMA's new site is 708/290-9088; the new fax is 708-290-9121. The AAMCF (American Amusement Machine Charitable Foundation) also has a new phone which is 708/290-9171. With so many major factories and dealerships in and near Chicago, the move puts AAMA closer to the center of industry action. AAMA President **Steve Koenigsberg** explained: "We hope that by being closer to our members, we'll be able to get more people involved in our committees, making AAMA less staff-driven and more member-driven."

AAMA Exec VP **Bob Fay** will head a larger team, yet all under one roof, in the Chicago office. New faces will include associate director **Elaine Kite;** director of investigations **Richard Trindle;** PR/programs coordinator **Angela Orlando;** assistant/receptionist **Michele Piazza** and executive assistant **Roberta Baird.** AAMA's new site also puts it close to ACME show organizer William T. Glasgow, Inc. and PR firm Golin-Harris, both Chicago-based. Back in Washington, D.C. AAMA will be represented by three attorneys from its longtime firm (Arent Fox Kinter Plotkin & Kahn).

THE FUTURE IS NOW: "MULTIMEDIA" AT CES SHOW

The lid came off the "multimedia" world at the Summer CES (Consumer Electronics Show), which took place in Chicago from June 3-7. The big news is that The 3DO Co. (San Mateo, Calif.) is on track for a fall release of its $700 "black box" which will play ultra-realistic CD-ROM vidgames and also allow interactive play over phone lines (some reports say it will even download games over cable TV lines). Strategy for this hoped-for "new standard" is being set by 3DO prexy **Trip Hawkins,** but the hardware will be built by the likes of Panasonic (Matsushita) and AT&T! Meantime, the list of 302 software suppliers (so far) for the 3DO machine reads like a "who's who" of tomorrow's hi-tech entertainment: Time-Warner, Universal, Spectrum Holobyte, The Software Toolworks, and Hawkins' own Electronic Arts, to name a few. By the way, *Amusement Business* (London) reports that Namco has invested in 3DO and intends to be a major software supplier. Inside this issue, you'll learn more about 3DO, CES and some more digital networking ventures by major computer firms and telcos. Two related stories, starting on **page 28.**

JAMMA: SHOW DATES, NEW ADDRESS & PHONES

Various sources have offered conflicting reports on show-dates for this year's Tokyo trade expo. We contacted the association by fax and got it "from the horse's mouth." JAMMA '93 officially takes place Aug. 26-28! By the way, the association moved to larger quarters on June 21 to handle its expanded duties (JAMMA plays a major role in the new, worldwide Anti-Counterfeit Advisory Group). The new address is:JAMMA, Seidensha Bldg. 1-10-11, Hamamatsucho Minato-ku, Tokyo, Japan 105. Phone is 011-813-3438-2363. Fax is 011-813-3438-2721.

JAPANESE VID FACTORIES REPORT STRONG EARNINGS

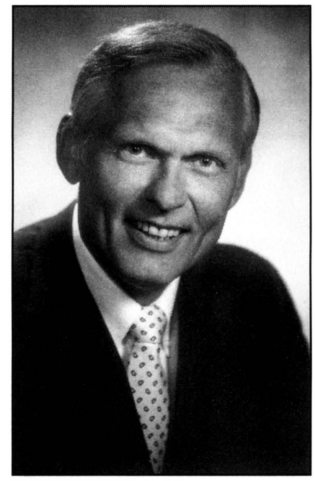
In the last half of May, seven major Japanese vidgame manufacturers announced 1992 earnings (their fiscal year closed March 1). We took earnings reported in yen by Japan's *Amusement Press* magazine, and multiplied them by a figure of .009824 which Bank of America quoted for the June 17 dollar-yen exchange ratio. Nintendo's gross revenues were up 10.9% over fiscal 1991, to about $5.5 billion. Apparently Nintendo's exit from coin-op didn't hurt them much, but competition from Sega on the home front slowed their momentum somewhat. Sega Japan recorded a whopping 62.6% increase in gross revenues, to about $3.4 billion, thanks to growth in coin-op and 16-bit home system sales alike. Capcom Japan said revenue was up by a stunning 98.2% due to smash worldwide sales of *Street Fighter II,* resulting in gross 1992 revenues of about $690 million. Namco Japan reported its '92 gross as about $642 million. Konami reported six-month figures which would add up to a $454 million gross for the 1992 fiscal year. Tecmo's $141 million gross for 1992 was up by about half of one percent over the previous year, while Jaleco's $133 million for fiscal '92 represented a slight drop from 1991 revenues.

PHILIPS SUES 8 COIN-OP MANUFACTURERS OVER VIDEOGAME PATENTS

N.V. Philips is the Dutch mega-corporation which invented CDs and plenty of other consumer electronics products and technologies. Their U.S. subsid, North American Philips, has apparently acquired rights to some old (1972) Magnavox patents on "digital circuitry" used in "microprocessor based TV game cartridges and consoles." Major U.S. vidgame firms have already been successfully sued in defense of these rights and have settled out of court, according to Capcom USA attorney **Ian Rose.** Mattel Toys was apparently also sued over the same patent rights, and lost its resulting court battle. Around June 1, Philips and Lockheed/-Sanders Corp. (also patent rights holders) filed suit against eight more U.S. coin-op manufacturers. It seems Philips' intent is to recover infringement damages from the remaining major vidgame factories which weren't sued earlier. Defendants include Capcom USA, Data East USA, Konami America, The Leland Corp., Romstar, SNK, Taito America, Tecmo, and TradeWest. For reasons which were unclear at presstime, plaintiffs also sued two leading Chicago distributors and one operator. Capcom's Rose said the suit covered vidgame revenues during a window of time through the late 1980s, during which the original patents were still active. Subsequent to serving defendants with the suit, Philips contacted them and indicated it was willing to discuss an amicable settlement, Rose added. At presstime, Capcom and other defendants contacted by *RePlay* had not yet settled on a precise legal response to the suits.

WURLITZER PICKS PANKUS FOR ITS NEW USA PRESIDENT

Joe Pankus, an officer and director of the "older" Seeburg Corp., has been named president of Wurlitzer's USA operations, replacing **Joe Tedeschi** at the firm's Moonachie, N.J. domestic headquarters. Pankus reports directly to **Klaus Telgheder,** deputy managing director of Wurlitzer GmbH in Germany. Best known for his six years as a sales topper at Seeburg until it was sold to the present Nelson Carlo group, Pankus returns to the jukebox business after doing some consulting work with an outside finance firm as well as briefly with Capcom. He says there's a different spin to jukebox marketing these days and that "Wurlitzer will change some of its philosophies to match this changing environment. Aside from the basic issues of quick delivery response, equipment reliability, and competitive pricing," Joe added, "Wurlitzer will offer programs providing good reasons for customers to favor its products: long-term benefits rather than quick-fix sales offers."



Saying the industry has accepted CD technology, Pankus believes operators are seeking better ways to satisfy locations and players. "When a distributor or operator shops the market, he's looking for both financial and technical support. He wants to demonstrate certain advantages to his customers. Wurlitzer will attempt to satisfy these requirements, plus offer other programs that haven't existed before in this industry. I guess I might say Wurlitzer intends to make a little noise," he stated.

During his Seeburg years, Pankus was among those urging AMOA to establish its National Jukebox Committee, designed to preserve the 45 disk through promotions. He was one of the very last aboard the older Seeburg until its asset sale to the new regime. At Wurlitzer, his product line includes the popular *One More Time* 1015 reprise (available in vinyl as well as CD), the 100-disc *New York, N.Y.* and the 5-disc *New Orleans.*

REAL PHONE NUMBER FOR "REAL WHEELCHAIR ACCESS"

Oops! We ran the wrong phone number last month at the end of that marvelous guest essay by **Jamie McCornack.** His McSquared Design sells hand controls suitable for video games, which allow "real wheelchair access" to arcades. Jamie said operators can be good members of the community and enhance arcade profits at the same time by making games comfortable and convenient for the physically challenged. To reach him about getting some of those nifty hand controls, write or call: McSquared Design, P.O. Box 73415, Puyallup, WA 98373; 206/848-3319. Fax is 206-841-2829.

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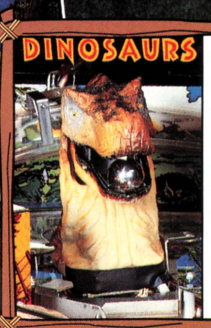

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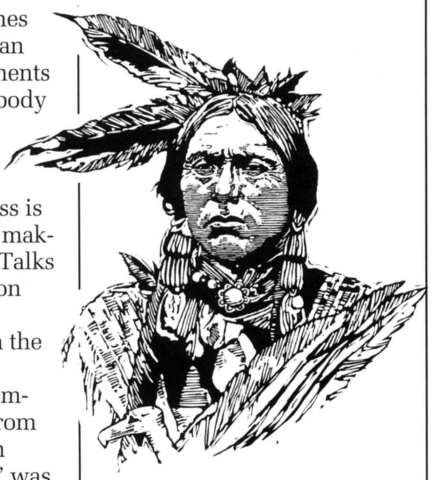

With all the recent clashes between Native American tribes and state governments over Indian gaming, nobody seems terribly satisfied by the 1988 Indian Gaming Regulatory Act. That's why Congress is looking at "eventually" making changes in the Act. Talks and hearings are going on now, but don't expect results anytime soon. In the House, the Native American Affairs subcommittee took testimony from tribal representatives on June 7; a "field hearing" was scheduled for June 27 in Wisconsin with more hearings to follow elsewhere around the country. Over in the Senate, Sen. Daniel Inouye (chairman of the Senate Select Committee on Indian Affairs) has been shepherding behind-the-scenes negotiations between tribes and state governments. Inouye hopes to build consensus between major players before opening the IGRA law to amendments, according to reports. A reform bill has been introduced by two other senators, but the whole process could take well into this year or next, we hear. Meantime, Indian gaming is a growing concern for operators who say they can't compete. Learn more from our story on **page 43.**

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TRADE MOVES TOWARD SELF-REGULATION OF VID VIOLENCE

The flap over media violence — including video games — continues. During public hearings in May and June, the U.S. Senate roasted TV producers because of violent shows and two bills which were introduced to regulate broadcast content. Producers promised to tone down the blood and guts this fall. Parent groups said it was "a matter of time" before attention turned to video games, as well. Accordingly, Sega of America (consumer division) announced May 23 that it will impose a voluntary rating system on home video games. Games will be rated suitable for all; suitable for 13 and up; or suitable for 17 and up. In Australia, operators are taking matters into their own hands. Faced with a major media outcry (mostly about Sega's violent live-action consumer game on CD-ROM, *Night Trap)* Aussie ops have created a policy of self-regulation including a "seal of approval" for games that meet certain content guidelines. This news comes from NAMOA president **George Campbell** and powerhouse distributor **Malcolm Steinberg** (Leisure & Allied Industries, Perth) whose marketing director Chris Blackman helped the NAMOA effort. "They have made submissions to the relevant Australian authorities, arguing their case for industry self-regulation in respect to coin-op games," Malcolm added. "Indications are that government authorities favor industry self-regulation, providing that the industry and the companies involved can demonstrate their ability to perform that function in the community interest." In this issue, *RePlay* prints its policy statement on violent games, prompted by a query from *EuroSlot* magazine. See **page 66.**

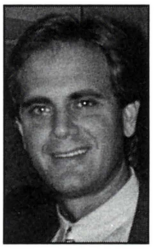
500TH *FULL COURT FRENZY*

Innovative Concepts in Entertainment (ICE) tossed an employee picnic to celebrate the May 28th shipment of the 500th unit of *Full Court Frenzy.* The popular game's moving hoop lets players shoot from every possible angle. At operators' request, a new "free game" option is now standard on all units (a retrofit is available for early models). "The current backorder almost equals the number of games shipped," said proud ICE prexy **Ralph Coppola.** "Order delivery is picking up steam as production has been doubled to meet demand." Ralph quoted weekly location earnings that are simply awesome (we don't print these types of figures, but take our word for it). "The clearest indication of the game's success, is the number of reorders from existing customers," Ralph said. "Large arcade chains are starting to place the game in multiple sites." Beyond the impressive U.S. sales, samples have gone to 20 other countries, so obviously total sales potential is quite something. Congrats to this hardworking Buffalo, N.Y. manufacturer.

FACTORY NEWS & NOTES

At presstime **Seeburg** said its low-cost *Blast!* CD jukebox, which caused such a stir at the ACME Show last March, was slated to begin shipping from the Chicago factory in late June. "We're doing everything humanly possible to meet that target and are on schedule so far," execs said in mid-month... **VR8 Inc.'s** virtual reality vidgame, *Virtual Combat,* has been revamped and perfected since it sparked excitement and orders during ACME, said execs. At presstime, the unit was scheduled to start shipping June 30. Execs said the plant in Simi Valley, Calif. has been expanded by 15,000 sq. ft. to help expedite backorders... Japan's *Amusement Press* writes that Namco has sold its stock in Data East. Namco had owned a 25% share of DE...Gordon Smart (Smart Industries Corp.) has a daughter in the business who's hanging out her own shingle. **Nancy Smart Singh** is founder and CEO of Purple Star Inc., a new Urbandale, Ia. redemption game factory (515/276-7500). Former Smart employees **Keith Ashbacher** and **Tod Bertram** are Purple Star's VP and director of engineering, respectively. Their first product, *Chase the Rainbow,* is a kiddie-sized game (see New Products)...A Trenton, N.J. bankruptcy court issued a preliminary ruling on May 21 that trustees could sell assets and patents of Kramer Mfg. Co., Inc. to **Zober Industries,** with a proviso for an oral hearing on June 14 in case anyone objected. If it goes through, Zober will purchase said assets for "$200,000 and other consideration, subject to better and higher offers" and trustees will apparently use the money to pay creditors. Kramer made video poker games for many years but entered Ch. 11 in 1989. Court documents said the reorganization was unsuccessful and Kramer entered Ch. 7 in 1990.

MERIT NEWS



Dave Myers has been promoted to VP of sales & marketing at Merit Industries, filling the slot vacated by vet **Dave Rubenstein** who resigned in May to partner with Mark Simmons at Roadmaster Music & Games. This route, headquartered in Laurel, Md., serves locations in Delaware, D.C., Maryland and Northern Virginia. Myers, with Merit two years this August, had been their sales operations manager until the promotion (previously he'd worked for firms like Betson and T.O.P. Distributing). He now heads a sales team including **Howard Smoyer, Lamar Forque, Scott Dougherty, Rick Bianci** & **Bob Wiles.** Now joining their product line is *Pit Boss SuperStar 30,* a countertop video. Its menu offers twice as many trivia questions as before, plus their classic casino games and nine new amusement games including a one-player ping-pong item! Merit prexy **Pete Feuer** told *RePlay* he's very pleased to have Myers at the sales helm. Regarding Rubenstein he said: "We all wish him well. We had a great relationship during the years he was here and he did a fine job." Dave himself told us: "Pete and Merit have been very good to me. I'm sorry to close that chapter in my life but I have to pursue my own personal needs and I'm very excited about this route." Merit advised that the firm's present marketing scope is much more distributor-oriented than previously. The sales team is spending a lot of time with their dealer network, building up mainstream dealers and culling out some other customers. New appointments could be announced shortly.

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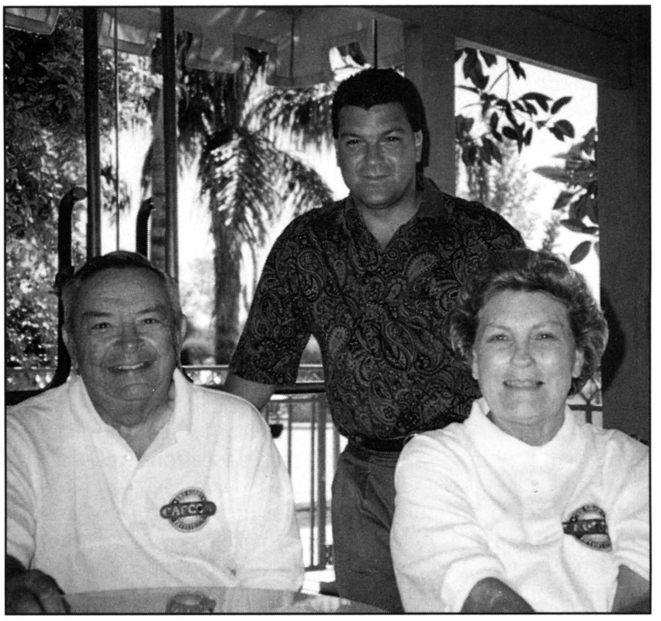
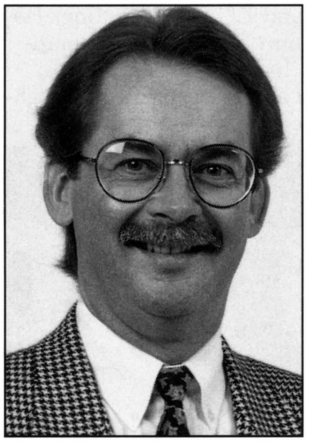
JALECO SHAKE-UP TOPS SUMMER PERSONNEL CHANGES

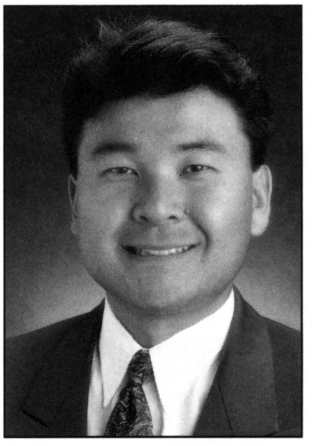
Jolly Backer is the new VP of coin-op sales at Jaleco USA, the Chicago-area vidgame subsid announced June 8. Jolly's prior post was national sales manager for Capcom USA and he's also served as regional sales manager for Data East. Jaleco USA prexy **Shinichi Ikawa** said he was "very pleased" to have industry vet Jolly aboard. Jaleco plans to raise its coin-op profile in the U.S. considerably. In addition, Jaleco regretfully announced that former staffers **Bob Haim** and **Joe Gilbert** have left the company. "We wish them every success in the future," said Mr. Ikawa...Irem America Corp. has announced its new management lineup. The firm is led by Chairman **Yuki Takashima;** President Tetsuo Nakano; Sales VP **Steve Blattspieler;** and GM Max Fujimoto. Regional sales managers are **Paul Wiederaenders** (east) and **Matt Davison** (west). **Darlene Kindler** is aboard in an administrative capacity and **Mark Gavett** is service manager...**Paul Jacobs** has been promoted to Executive Vice President and General Manager of Data East USA. The move gives him broad authority over every aspect of coin-op and consumer division management. More details in our story on Data East, inside this issue...**Jim Gorman** has been promoted to the position of International Sales & Service Manager for Data East Pinball (he was previously Int'l. Field Service Mgr.). He has also worked for the Game Connection in Alsip, Ill. and has extensive experience in field operations... Euromat, the umbrella group of Europe's national coin-op trade associations, elected a new president at its spring meeting in Belgium. **Brian Meaden** said he hopes to build bridges to the European Parliament and national regulatory agencies. Previous 15-year prexy **Willy Michiels** stepped down voluntarily, becoming the group's VP...Nine year trade vet (and all-around nice guy) **Jun Aida** is the new director of licensing at Capcom USA. He'll head North American & European licensing of Capcom's top properties like *Street Fighter* and *Mega Man* (better known to home game players). Capcom characters are about to appear in movies, on boys' clothing, and on toy store shelves (courtesy of Hasbro and 22 more manufacturers)... Industry vet **Sondra Doyle** is the new director of redemption for Dan Brechner & Co., the merchandise supplier. A co-founder of Doyle & Associates, Sondra brings many years' experience with redemption operating and game design for U.S. & global arcades, fam/fun centers and amusement parks. Brechner is delighted to welcome Sondra and her "magic customer service act" aboard...After 12 years with Bally Gaming, **Lorraine Wilson** is their new sales director. She'll serve as primary liaison between the Vegas firm and its U.S. dealer net...At Tekbilt, **Jim Chaney** was promoted to international sales manager while **Frank Eckert** was elevated to assistant sales manager.



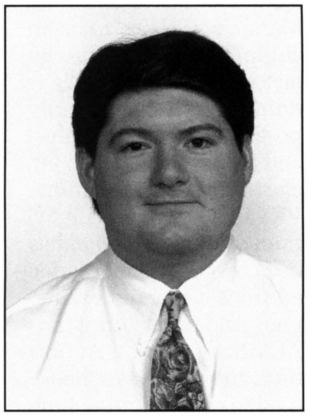
Jaleco's JOLLY BACKER with his parents John and Wilma.



PAUL JACOBS

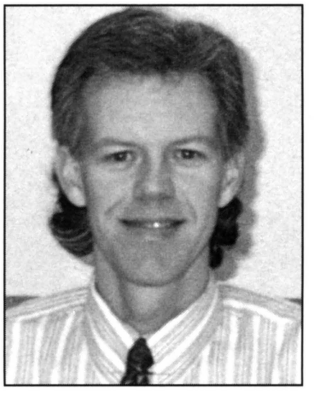


JUN AIDA



JIM GORMAN

LORRAINE WILSON



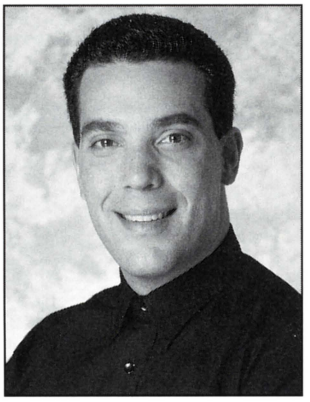
JIM CHANEY

FRANK ECKERT

SEGA DEBUTS *OUTRUNNERS;* COIN-OP DIV. HIRES MORE STAFF

A new driving simulator called *Outrunners* will be the star attraction in Sega's summer game lineup, shipping by mid-July. U.S. coin-op distribs previewed the game during Sega's June 24-25 dealer meeting at the Silverado Country Club (California). *Outrunners* is a racing game in the Sega tradition, featuring super-realistic digital stereo, System 32 polygon graphics, and interactive steering. Players can choose from eight vehicles, each with its own transmission, perspective, power and handling characteristics. Each car is geared to a different level of driving ability. Gameplay features a world tour via hairpin tours, dangerous detours and constantly changing road and weather conditions. Up to four two-player units can be linked for eight-way interactive play.

At the Silverado meeting, dealers met several new



faces now aboard at Sega. Coin-op national sales manager **Doug Shipley** comes to this newly-created post after handling sales at Sports Sciences and Cleveland Coin. Marketing coordinator **Andrea Burnett** is responsible for advertising, convention services and press liaison duties. **Kymberly Patton** is Sega's new sales administrator, in charge of shipping schedules, inventory tracking, order processing, etc. All three new hires report to Sega's coin-op sales & marketing chief **Ken Anderson.** We'll have a full report on the Silverado meeting next issue.

Left, DOUG SHIPLEY; right, Sega's new *OutRunners*; below, ANDREA BURNETT and KYMBERLY PATTON.

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On Your Mark...

by MARCUS WEBB

Do you ever feel overwhelmed by all the stuff you have to read? If so, we sympathize. This magazine alone sometimes tops 300 pages. The load can reach staggering proportions if you include valuable publications like *PlayMeter, Vending Times, AMOA Location, Fun World, Star*Tech Journal, Family Amusement Center Quarterly, Tourist Attractions & Parks, Amusement Business, Gaming & Wagering Business, Interactive Update, Street Beat, Indian Gaming Monthly, Public Gaming International* and probably several others I've missed.

Then consider foreign trade journals. In English, there's *Cash Box Australia, Leisure Line, Canadian Coin Box, EuroSlot, Coin Slot International, Amusement Business/Europe, Amusement Press* (Osaka), *Japan Amusement Monthly,* and *Fair Play.* Several more are published in German, French, Spanish, Japanese, etc.

Next, you have a bunch of monthly newsletters from state operator associations. AAMA members also have two different internal publications. Coin-op leagues (and some individual coin-op manufacturers, distributors and operators) have their own magazines or in-house newsletters. Local newsstands carry nearly a dozen consumer video game magazines, plus dozens of trade papers for related industries (movies, electronic media, consumer electronics, computers, advertising). Different classes of locations have their own trade magazines, too.

Talk about information overload!

Well, there's one good aspect to all this. If you need more info on foreign coin-op, or on related industries, it's available. At *RePlay,* we have our hands full just covering U.S. coin-op news. That includes acting as a "sieve" to filter out stuff from the above sources that we think you would want to know. By next month, we anticipate being on-line with the Prodigy service; this will doubtless open an entirely new universe of source material. In five years, everyone's cable TV and telephones may also be surging with billions of bytes of available information from around the world, around the clock.

Today, some U.S. operators are wondering if digital downloading is about to outmode their routes and arcades. We understand this feeling, too, because we occasionally wonder where and how magazines will fit into the 21st Century world of instant electronic transmission. Somehow, we think operators will survive because the most important kind of "interaction" is not between a person and clever software. No, the most important kind of interaction is between real, live people...face to face...in public locations of all types. There is no substitute for reality.

We also believe trade magazines will survive because this industry needs in-house research, reporting and advertising targeted directly at coin-op's unique market niche. But in 20 years — maybe 10 — you might find your locations are all serviced by games and music downloaded from your office. And you may be getting *RePlay* via modem, rather than in your mailbox.

CRIMINAL RAIDS IN MEXICO

over 800 counterfeit videos seized in AAMA-organized Mexico City raids; "watch out, crooks – this is just the beginning," investigators warn

How do you say "You're Busted" in Spanish? The phrase may come in handy, because a new day has dawned for copyboard dealers in Mexico.

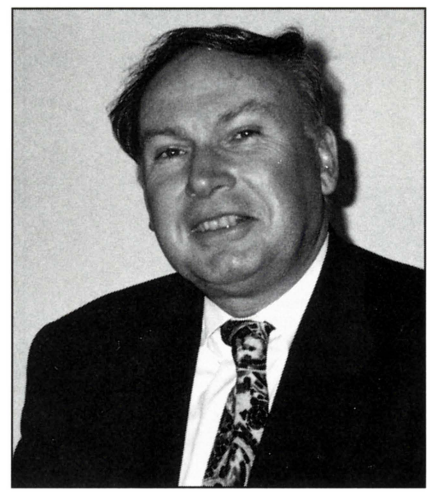
On Friday, May 28, seven locations in Mexico City (representing five different businesses) were raided by federal authorities. Mexican prosecutors and cops were accompanied on the raids by investigators and attorneys for the coin-op industry. Over 800 counterfeit boards were seized from the various sites.

It was Mexico's first-ever crackdown on illegal video copyboards. Industry spokesmen said it won't be the last.

"We're delighted and very gratified," said AAMA Exec VP Bob Fay. "I see this as the start of liberating the legitimate market in Mexico. It's important to us. We've had a problem will illegal copies in Mexico for a long time. We had to take aggressive action because the problem was not solving itself. More action will follow," Fay promised, "first in Mexico and later in the rest of South America."

RePlay sent fax queries to four of the raided companies, but did not receive relevant replies from most by presstime. In addition the magazine attempted to contact the fifth firm, without success.

Under Mexican law, copyright infringement is a federal crime. Mexican law also permits private plaintiffs to file suits alleging criminal acts — which is what happened in these cases. After Capcom and Midway filed charges, federal prosecutors from the Attorney General of Mexico's office then assisted in the criminal investigation. The procedure began with routine verification that Capcom USA and Midway Mfg. did indeed control the copyrights as stated, verifying defendants' addresses, etc.



AAMA Exec VP Bob Fay said recent raids on accused Mexican copyboard dealers are just the beginning of an across-the-board, heavy-duty enforcement campaign.

Next, plaintiffs' attorneys provided legitimate and counterfeit vidgame boards for government officials to use in expert test comparisons. Once the tests and other evidence made a case that counterfeits were indeed being sold from the defendants, prosecutors received a court order for the search warrant. The whole process took months. AAMA's Fay oversaw the general operation from his office in the U.S., while investigators and attorneys stationed in Mexico City did the day-to-day work of developing the individual cases and coordinating with local government authorities.

After this long build-up, warrants were suddenly issued on the morning of May 28. Federal authorities and the coin-op enforcement team instantly swung into action, raiding seven business addresses that very day. Industry representatives at the raids included David Shaw, AAMA's attorney in Mexico City; an investigator working for Shaw; and Mr. Maldonado, an attorney for Capcom.

Running much of the actual investigation was former DEA agent Rhyn Tryal, who performed this task as part of AAMA's consulting agreement with Capcom. Tryal is expected to be named the Latin American Director of Investigations soon, when AAMA announces the formal launch of a global copyright "enforcement empire" funded by JAMMA. "We will actively pursue these counterfeiters," stated investigator Tryal. "We also want to congratulate President Salinas of Mexico on his country's first PCB copyright enforcement action," Tryal added.

AAMA's attorney David Shaw thanked the government officials who assisted in developing these cases. "We've gotten a lot of support from the U.S. Embassy, especially Mr. Ted Pitts from the commercial

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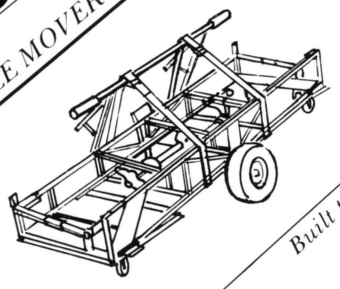
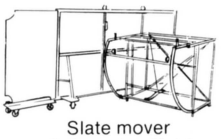
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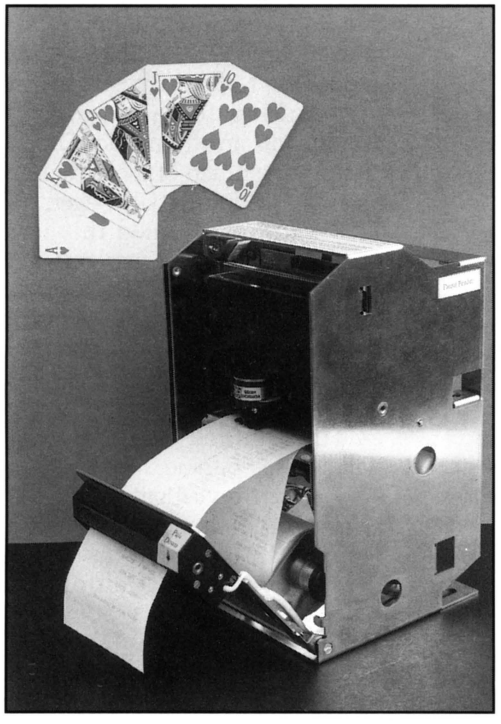

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area who has been closely involved and made some very useful suggestions. We also deeply appreciate the cooperation of the Mexican Attorney General's office."

Legitimate operators in Mexico have long begged government authorities and coin-op manufacturers to take strong action against counterfeit traffickers. AAMA's Fay told *RePlay* last spring that "we know who the guilty parties are, but we simply haven't had the resources to pursue action against them."

Starting this summer, AAMA is going to get all the money and manpower it needs. After months of careful preparation, JAMMA has now signed a contract with AAMA, agreeing to provide a million-dollar budget. The money will fund a two-year, anti-counterfeit campaign around the world. Former FBI agent Fay will supervise the effort from AAMA's new Chicago headquarters. The new organization will be called the Anti-counterfeit Advisory Group, or AAG.

AAG should be up and running very soon, Fay indicated at presstime. In fact, the G-man-turned-association exec said it was possible his new group would start official operations by mid-June. AAG's global investigations team will be comprised of former Drug Enforcement Agency officers and/or other former U.S. federal cops. "They'll be all over the map of Latin America," Fay warned, "putting away the bad guys and opening up business opportunities for legitimate manufacturers and local operators. Once we clean up the illegal copies, Mexico will present a much more profitable market for the industry."

Meanwhile, in the wake of the May 28 raids, the legal process against the five defendants is continuing on course in Mexico's federal system. In due time, punishment will come to the guilty parties, said industry spokesmen. That punishment may take the form of very heavy fines or other serious criminal sanctions.

"We're already getting a lot of momentum from these raids," said Capcom USA attorney Ian Rose. "Many other distributors in Mexico are approaching us with a desire to cooperate rather than become the next target. We will do whatever it takes to defend our copyrights."

RePlay will report further developments as information becomes available. ◆

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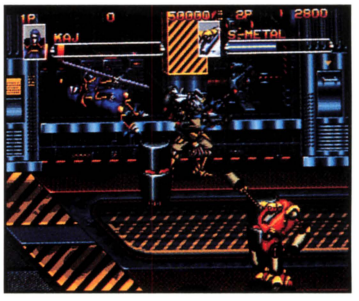

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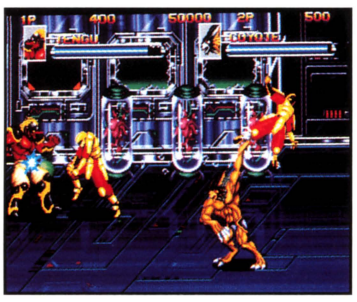

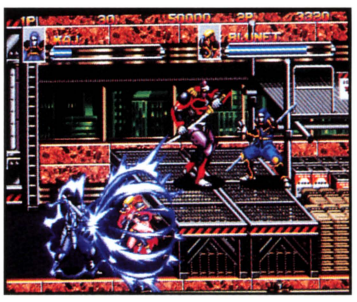

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NYPD BUSTS COPYBOARD & GAMBLING DEALERS

Officer Peter Shanhai leads raids resulting in 45 arrests; AAMA's Bill Kidwell helps ID copyboards for felony charges

Some 45 people were arrested and a bonanza of cash and illegal equipment was seized in New York Police raids against shady private businesses, conducted on Wednesday, June 8. Confiscated booty included 1,400 illegal gambling devices; 270 counterfeit vidgame PCBs; and approximately $170,000 in cash. Also seized were three weapons and two late-model vehicles.

At presstime, grand jury hearings were scheduled for June 14-15. Police said they were seeking criminal indictments, and eventual convictions, on copyright infringement charges. "We want to see some jail time for the people involved," stated the lead investigating officer.

Raided were companies and individuals doing business under the names Liberty Vending; Amusement Vending; PNT Amusements; and JAMMA Electronics (not connected to the Japanese trade association).

RePlay attempted to contact these firms for comment, but no listings were found under these company names by local telephone directory personnel. At presstime, police had not released names of individual suspects.

The simultaneous raids on five addresses in Brooklyn and Queens took place from 8-10AM. New York police officer Peter Shanhai (Organized Crime Control Bureau, Public Morals Division) put the case together over seven months of rigorous surveillance and investigation. Officer Shanhai and his fellow investigators were accompanied by AAMA's Director of Investigations Bill Kidwell as they executed search warrants.

The case originated when the NYPD received a tip from U.S. Customs regarding possible illegal gambling activity. Officer Shanhai did surveillance at the address in question. Eventually he spotted a suspect who delivered PCBs to that site. Following the suspect led Shanhai to various other addresses, where more PCB deliveries occurred.

"From there it just mushroomed and I started doing surveillance daily," Shanhai said. "In a seven month investigation I gained enough probable cause to obtain a search warrant and we arrested them."

Trading in gambling devices is only a misdemeanor in New York, so Officer Shanhai decided to seek more serious charges that carried heavier punishments. "Since we could only charge the suspects with misdemeanors under state law, I decided to seek felony charges such as counterfeit and copyright infringement charges that could result in jail time," the officer said. "I called Capcom USA and they put me in touch with AAMA Director of Investigations Bill Kidwell.

"Kidwell was terrifically helpful," Shanhai continued. "Without him we could not have proved these boards were counterfeits. Kidwell and three technical experts from the coin-op industry accompanied me on my raid on Liberty Vending's primary address. My fellow investigators hit the other addresses simultaneously so the suspects could not warn each other."

For his part, Kidwell told *RePlay:* "I feel the raids were very successful. The NYPD put a lot of time and work into the investigation and had exceptionally thorough preparation for these raids." Kidwell, who has taught seminars to NYPD regarding illegal video game counterfeits, testified at the Grand Jury hearings against the defendants.

RePlay will report further developments as information becomes available.

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HI-TECH IS HERE

Summer CES showcases CD-based vidgames whose quality rivals the movies; meantime telcos, cable TV & entertainment giants set up more networks

Multimedia and interactive networks are busting out all over — and both include a heavy dose of video games. Multimedia is the "content" and interactive networks are the "conduit." When you put them both together, these hi-tech marvels are ushering in a breathtaking new world of home-based entertainment.

Multimedia is the "latest and greatest" in hi-tech content: a combination of computer text, TV graphics and CD sound. New games coming out soon in this format will use CD-ROM as a platform to create, finally, the "interactive movies" which have long been the goal (that is, games with graphics, sound, plot, acting, etc. as good as a movie).

If multimedia is content, then interactive networks is the means of transmission...the "latest and greatest" in hi-tech delivery systems, using cable TV or telephone lines or satellite broadcasting to put games into people's homes. The same systems will let people in remote sites play games against each other.

Here's a rundown on just a few recent developments in both areas:

◆ At the Summer CES (Consumer Electronics Show), held in Chicago in early June, about 40 multimedia firms showed products, according to a reports. That's double last year's number. "An entire building [of the Summer CES show] is filled with CD-ROM, multimedia type of products just coming onto the market," said CES organizers. Show execs added that By 1994, the number of multimedia software suppliers with CES exhibits should jump another 50%, to about 140 firms.

◆ 3DO bowed its multimedia player (see related story in this issue) at CES. The firm previewed some incredible CD-based games for this system. Spectrum Holobyte's *Star Trek: The Next Generation* offers stunning computer-generated, animated graphics whose look is so rounded and lifelike, you'd swear an top airbrush artist had created every frame...except the player can control the characters. Crystal Dynamics actually hired real actors for its *Crash 'N Burn* game, which combines George Lucas quality special effects of sci-fi ships, planets, etc. with live actors whose images can also be controlled by the player. CD quality sound enhances both games...and many more of this caliber are coming to the 3DO system (and undoubtedly to competing systems as well).

◆ Starting next summer, AT&T plans to sell units that plug into existing Sega Genesis 16-bit home video machines, allowing interactive play via existing phone lines. The adapter units will cost $100 to $150, according to a June 4 story in the *Washington Post,* and will have a "slight delay" in transmission of "heavy action" games like *Street Fighter II.*

◆ Cable TV giant Viacom will work with AT&T to test interactive TV next year. The market test will involved 1,000 of Viacom's cable TV subscribers in Northern California.

◆ The Prodigy on-line computer services network, which currently lists two million subscribers, is joining forces with Sears and IBM to expand its access from telephone links to cable TV. Prodigy's TV link will offer interactive services like banking, shopping, and information. Prodigy also plans to link its phone-based setup to Sierra On-line service, which includes complex games.

◆ Apple Computers announced at the CES Show that it will join forces with three major telcos (AmeriTech, BellSouth, and US West) to offer telecommunications services to homes and offices.

◆ Time-Warner has chosen Silicon Graphics, Inc. to make a hi-tech "black box" for interactive cable TV programming. The unit will enable video games users in remote sites to enjoy interactive play.

◆ In the realm of software development, Disney is working with Virgin Games and Sega on a home video game version of *Aladdin.* Development costs could hit $1.5 million, and the partners expect to sell one million cartridges by year-end — about four times sales for an average title, according to the *L.A. Times.* In another hit movie to vidgame crossover, MCA-Universal Pictures is developing an interactive CD version of *Jurassic Park* for the forthcoming 3DO player unit.

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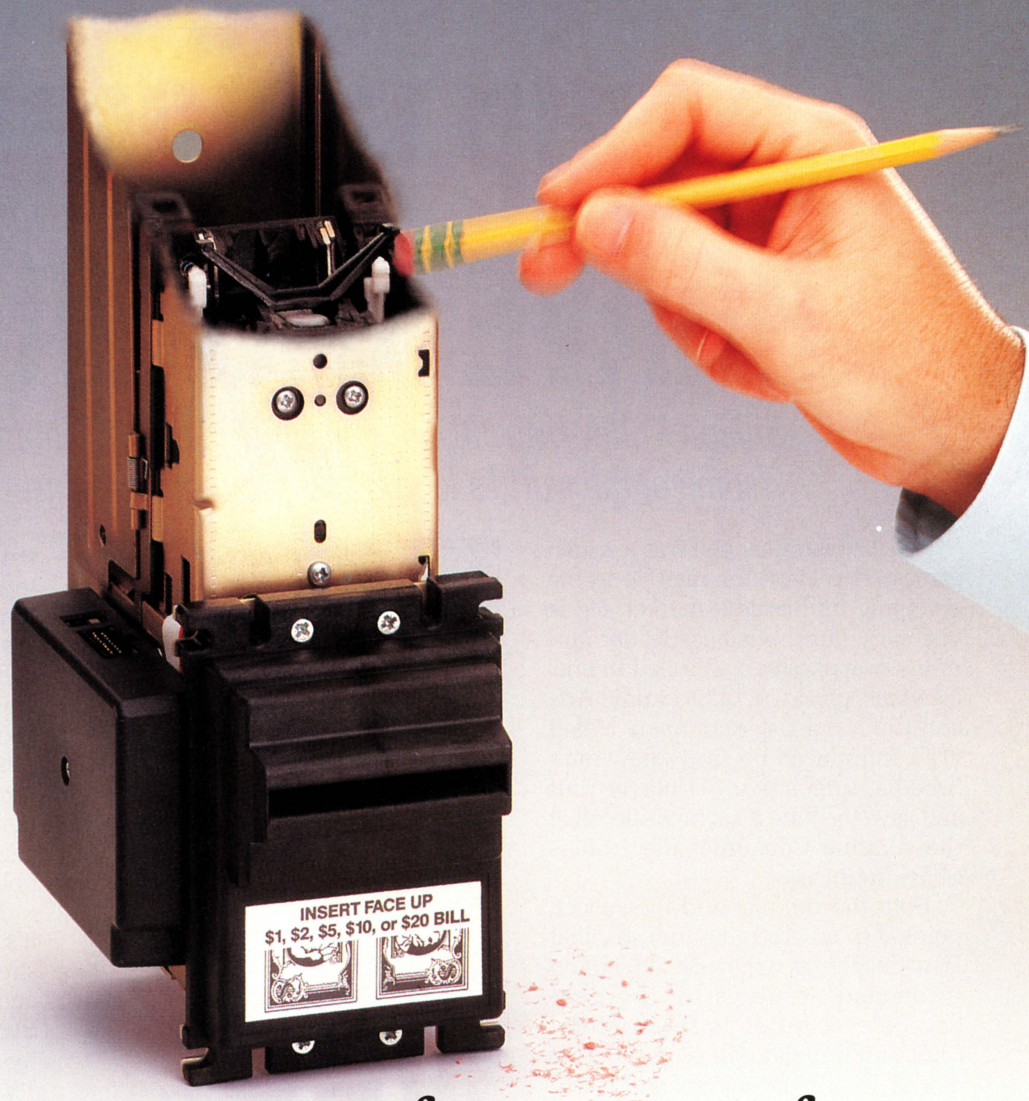

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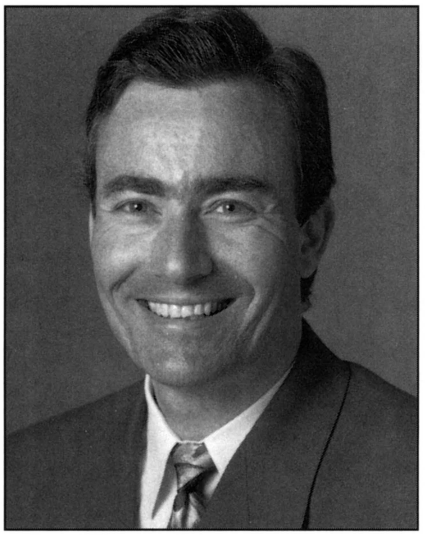
TRIP HAWKINS' BRAVE NEW WORLD

Silicon Valley firm "3DO" bows multimedia CD home player unit; some of the world's leading corporations are part of the action

What Nolan Bushnell was to video games, Trip Hawkins may be to the emerging multimedia market. He is visionary guru, business leader and industry spokesman all rolled in one. Hawkins, president of Electronic Arts and CEO of a sister company called 3DO, introduced his firm's new multimedia, interactive CD player unit and gave the June 3 keynote speech at the summer Consumer Electronics Show in Chicago.

Both the product and the speech pointed to an emerging industry that Hawkins thinks will reach $20 billion in annual earnings by the next decade. According to the youthful CEO, multimedia will be a different market from video games, and it will also be different from the much-discussed "information superhighway." Further, said Hawkins, multimedia may not be a threat to either vidgames or the yet-to-materialize info highway.



Trip Hawkins, chief executive officer of The 3DO Co. (San Mateo, Calif.).

Backed by the world's largest consumer electronics firm (Matsushita/Panasonic) and by America's biggest media giant (Time-Warner), 3DO (San Mateo, Calif.) is positioning it system as the "800 pound gorilla" of multimedia. 3DO and its heavyweight backers intend to scoop up a good-sized share of that anticipated $20 billion per year through a remarkably open business arrangement that's intended to set up a "universal standard" for their new technology in record time.

But what exactly is multimedia, if it's not video games or an information superhighway? As Hawkins sees it — and as 3DO is selling it — multimedia is going to be a multi-use, interactive CD player that hooks up to your TV set, something like a Nintendo home system...but it will do much, much more. Yes, it will play games, but their quality of image, sound, acting and plotting will be more like a first-class Hollywood movie. It will also run educational software (and perhaps just about anything else you can put on a compact disc). The Panasonic 3DO multimedia player is set to reach stores this fall, with a wide variety of software available for Christmas.

Citing 10 critical success factors in the past launches of the radio, TV, personal computer and video game industries, Hawkins predicted: "Multimedia...is going to be a certain winner and it's going to happen faster than any market we've ever seen." The bulk of Hawkins' keynote address listed those 10 factors and explained why they'll work in favor of multimedia.

The 10 factors are: 1. Multimedia has strong backers (3DO itself is heavily supported by Time-Warner, Matsushita, and others). 2. It represents a

Panasonic & AT&T will make 3DO's interactive hardware, which is expected to sell for about $700.

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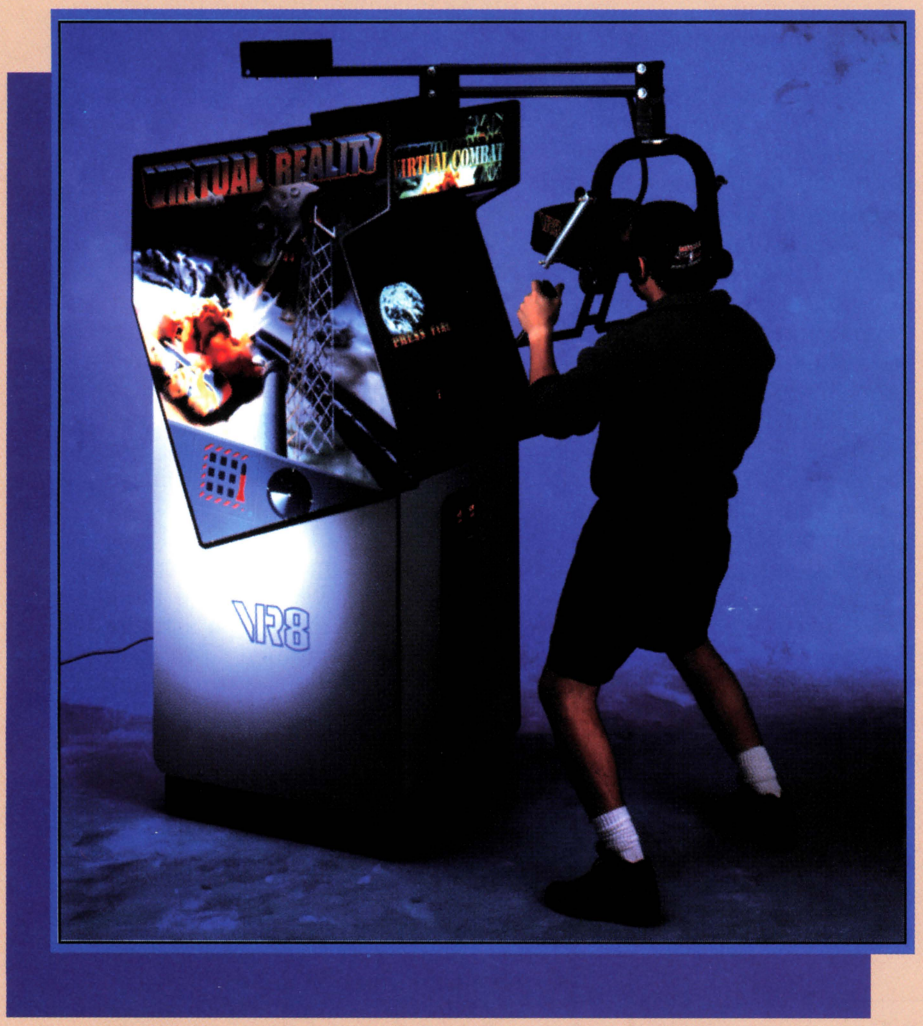

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big jump in performance over previous technology (3DO says its machine delivers 50 times the animation performance of personal computers and video games — i.e., real-time, full-motion, interactive graphics and CD quality sound). 3. Customers already exist (that is, all the people who are now in the home vidgame and personal computer markets will upgrade to the right product). 4. Multimedia has lots of software (3DO alone has signed up a total of 302 third party software suppliers, including MCA-Universal, Warner Bros., Paramount Interactive, GTE ImagiTrek, American Laser Games, MicroProse, Spectrum Holobyte, The Software Toolworks, etc.).

5. The 3DO machine is not "backwards compatible" (i.e., it forces a leap forward and instantly outdates its competitors by **not** playing regular CDs, regular vidgames, VHS or laserdisc movies, etc.). 6. It has low media cost (CDs now cost $1 to make). 7. Ease of manufacturing (computer chips, plastic boxes, CDs are easy indeed to make). 8. Multiple brands are available (a variety of firms will offer both hardware and software compatible with the 3DO system). 9. Hardware price is under $1,000 (Hawkins pointed out that the first generation of black and white TVs would cost $1,600 in 1993 dollars). 10. Multi-format software is available (you can play games, listen to music, and so on).

Hawkins predicted the much-anticipated "information superhighway" will pose little or no competition to multimedia. He said the highway be a hugely expensive, slow-growing project, heavily regulated by government. "It's going to be a great thing for all of us," he smiled. "On the other hand, what are you going to do about the shopping instinct?"

By the same token, Hawkins' keynote speech implied what he has explicitly stated before: that a more powerful home media can actually strengthen the commercial market. Hawkins pointed out how this actually happened for Hollywood (VCR rentals and cable TV promoted and added to box office receipts, instead of killing them). The implication is that coin-op video could also profit from the explosive kick of multimedia (if our industry plays its cards right).

Despite Hawkins' reservations about information superhighways, 3DO does plan to link its users over phone lines for interactive play. The firm has a hardware licensing agreement with AT&T, the U.S.'s leading long distance telco. 3DO said the deal will allow "access to a wide variety of interactive entertainment and education services via the telephone network." AT&T will make and market its own 3DO player units as part of the agreement.

Oddly enough, 3DO will not actually make the 3DO CD player machine. As cited, AT&T will manufacturer the players, as will Panasonic, etc. Hawkins' own software firm, Electronic Arts, will be one of the hundreds of game suppliers, but 3DO won't make software either. Instead, 3DO is simply the central "matrix" of this ambitious scheme to realize the potential of multimedia. ◆

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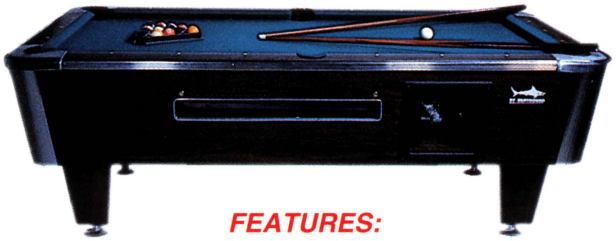

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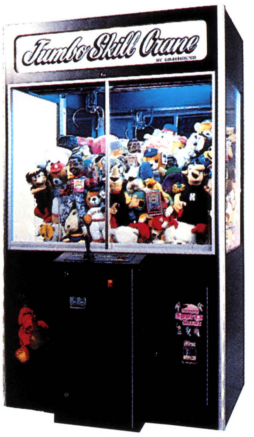

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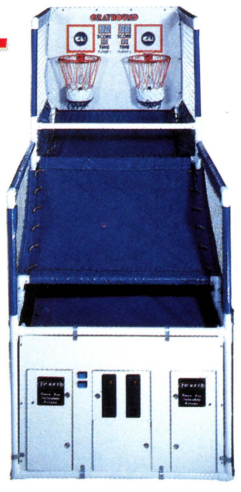
• Height - 8'



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ACME & AMOA: SHOW DATES & SITES, 1993-1997

The following are showdates and sites for the AMOA and ACME coin-op trade shows. At presstime, schedules were firm for both shows through 1996. For more information about AMOA, call the association at 800/YES-AMOA. For more information about ACME, call William T. Glasgow, Inc. at 708/333-9292.

1993
ACME Show
(already held)

1994
ACME Show
March 17-19 (Thurs.-Sat.)
Rosemont Convention Center
Rosemont, Illinois

1995
ACME Show
March 23-25 (Thurs.-Sat.)
Reno Convention Center
Reno, Nevada

1996
ACME Show
March 7-9 (Thurs.-Sat.)
Orange County Convention/Civic Center
Orlando, Florida

1997
ACME Show
March 13-15 (Thurs.-Sat.)
Sands Expo Center
Las Vegas, Nevada

1993
AMOA Expo
Oct. 21-23 (Thurs.-Sat.)
Anaheim Convention Center
Anaheim, California

1994
AMOA Expo
Sept. 22-24 (Thurs.-Sat.)
San Antonio Convention Center
San Antonio, Texas

1995
AMOA Expo
Sept. 21-23 (Thurs.-Sat.)
New Orleans Convention Center
New Orleans, Louisiana

1996
AMOA Expo
Sept. 26-28 (Thurs.-Sat.)
Dallas Convention Center
Dallas, Texas

1997
AMOA Expo
dates TBA
Atlanta Convention Center
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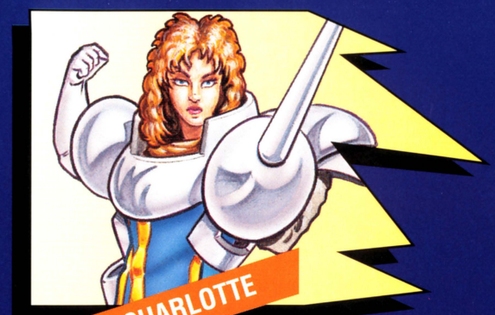

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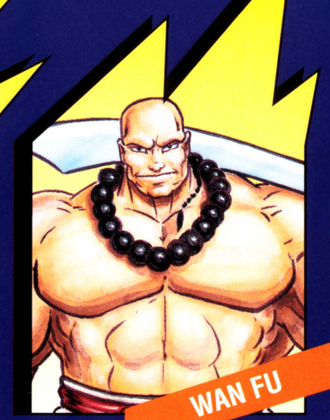
12 WARRIORS OF WONDER COLLIDE!



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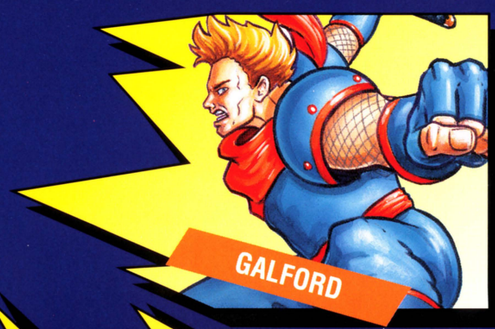

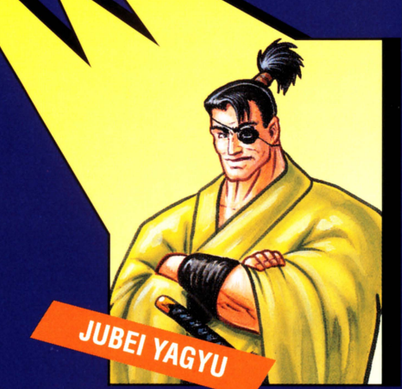

NEO·GEO

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The board reads "checkmate" as Capcom's VP of coin-op Jeff Walker readies their winning strategy for 1993.

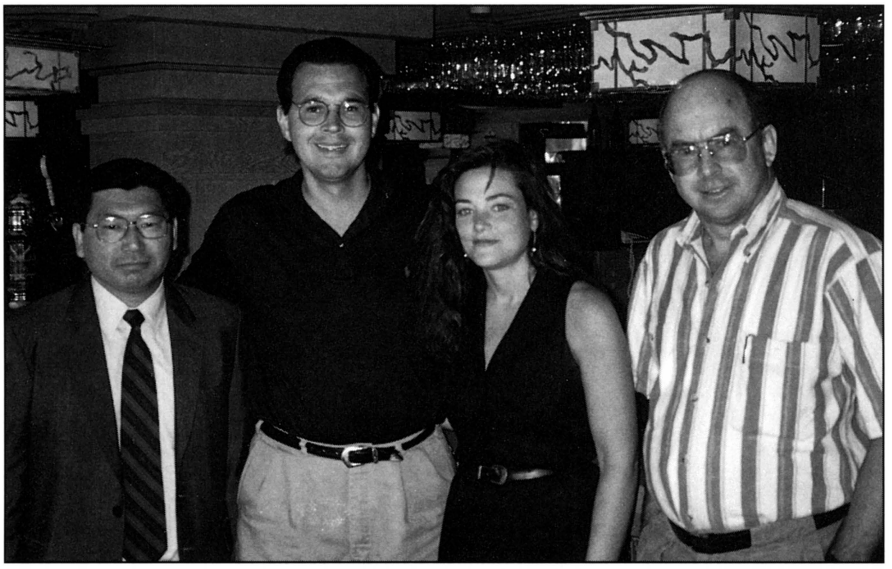
CAPCOM'S NEXT MOVE

Slam Masters *merges 3-D sound, new gameplay & a national tournament*

The company that brought you the *Street Fighter* video games has some nifty new moves up its sleeve. Capcom USA is knocking over the other chessmen to make way for *Saturday Night Slam Masters,* the first coin-op game to use the amazing 3-D "Q-Sound" process. In addition, Capcom is promoting this game with a nationwide, six-week *Slam Masters* video tournament. Also in release are *The Punisher,* a kit based on Marvel Comics' hottest character, and a modified version of the Capcom-polaroid *Instant Memories* photo booth which allows a $3 vend price.

Capcom demo'd the new games and new technology to its distributing team at the posh Phoenician resort hotel complex (Phoenix, Ariz.) during a May 23-25 meeting. Present from the California manufacturer's leadership team were Chief Operating Officer, Mr. Kazushi Hiaro; newly-elevated Senior Coin/Commercial VP Joe Morici; coin-op VP Jeff Walker; coin-op national sales manager Jolly Backer; new marketing director Lee Kramer; and VP George Leslie.

Capcom is hyping "Q-Sound"



Above: The poster for *Saturday Night Slam Masters.* **Top left:** From left to right, Capcom people – Chief Operating Officer Mr. Kazushi Hiaro; their arcade expert Ron Malinowski; marketing director Lee Kramer; VP George Leslie. **Center left:** A screen shot from *Saturday Night Slam Masters.* **Bottom:** A look at the action on *The Punisher.*

quite a bit, and deservedly so. A sit-down demonstration of the audio process only (without a game attached) gave the incredible sensation of a helicopter circling 360 degrees around the player as he rotated the joystick. Patented by Archer Communications of Canada, Q-Sound is described as a "sound localization technique" to fool the brain into thinking it hears 3-D sound. Archer and Capcom have been working together on putting the process into video games for two years.

"We're very pleased and proud to be a partner with Capcom," smiled the director of Archer Communications. "It's to the credit of Capcom's chairman, Mr. Tsujimoto, to have recognized the potential of Q-Sound in the video game market." (Then the Archer chief jetted back to Hollywood, where several top recording stars and movie studios are incorporating Q-Sound into their products.)

Slam Masters begins shipping this month in three different dedicated formats, all with Q-Sound. A kit (without Q-Sound) follows sometime this fall. In all, that's four different formats. Here's the rundown:

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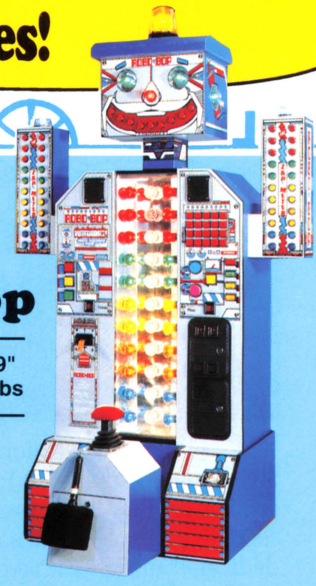

Jumbo Elephant

68" x 26" x 68"
Weight: 195 lbs

Jungle Jive

88" x 49" x 45"
Weight: 850 lbs

AVAILABLE IN
2 or 4-PLAYER

Jungle Jive

82 1/2"x 24 1/2"x 29 1/2"
Weight: 275 lbs

Jet-Mobile

61" x 27" x 39"
Weight: 165 lbs

Trash Can Alley

27 1/2"x 44"x78"
Weight: 295 lbs

Melody Mouse

79 1/4"x 29 1/4"x 24 1/4"
Weight: 325 lbs

Top Gun

81"x 33 1/4"x 75 1/2"
Weight: 525 lbs

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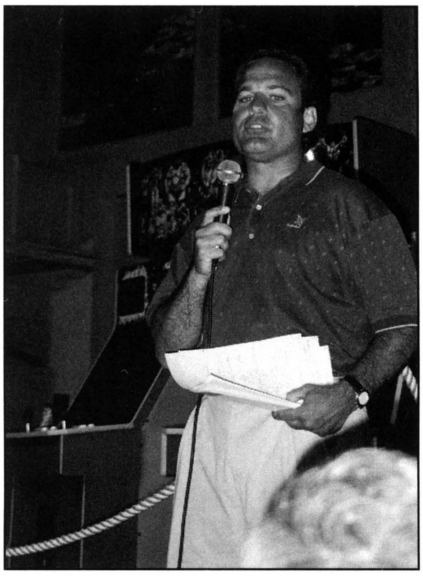
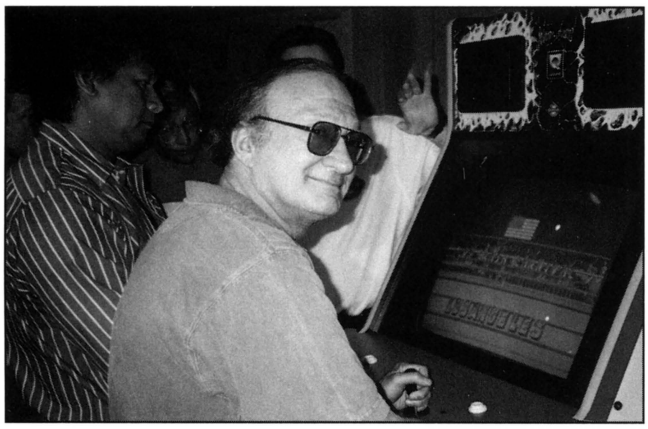


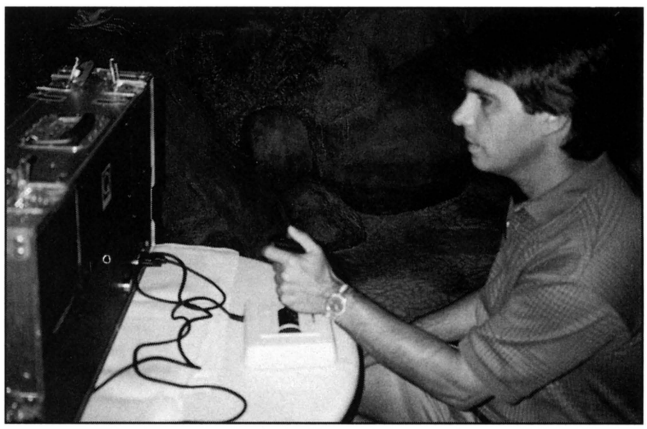
Above: Capcom coin-op VP Jeff Walker introduces *Slam Masters*. **Left:** Jim Goddard (at left) of Capcom's R&D staff demonstrates the new game for the distribs.

1.) The largest version comes in a 50" Dynamo cabinet. 2.) A four-player "tournament edition" ships the second week of July (it's actually two dedicated uprights linked in a "modular" configuration that can later be broken into independent units, i.e. standard upright versions).

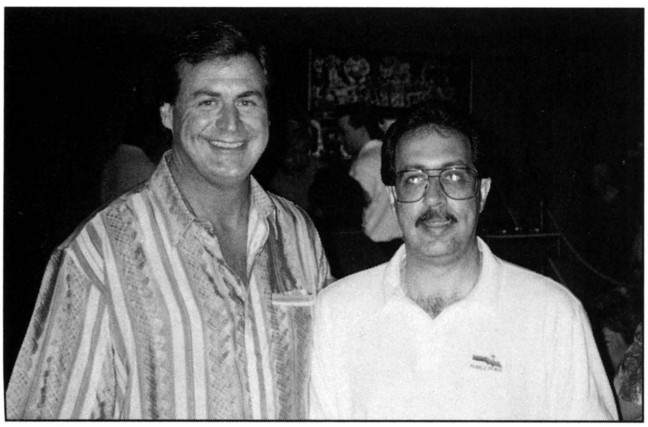
3.) A standard upright (one screen, four players) ships the third week of July but is not eligible for tournament participation. 4.) Kits ship sometime this fall but as stated, they will not have the Q-Sound process, which requires stereo speakers. Kits will also not be eligible for tournament participation.

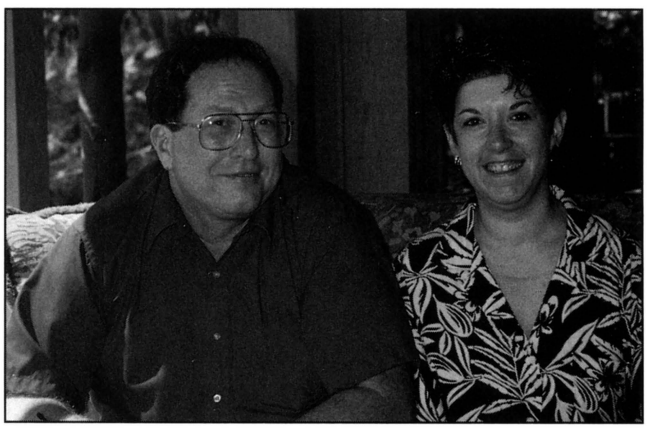
Jeff Walker told dealers that *Slam Masters* is "strong enough to justify" including the licensed Q-Sound process. "Gameplay follows the proven *Street Fighter* formula with built-in incentives for head-to-head gameplay and continuation," Jeff





Above left: Cleveland Coin's Ron Gold tries out 'Slam Masters.' Above right: Greater Southern's David Capilouto experiences dramatic demo of Q-Sound 3-D audio. Below left: Shaffer Dist.'s Bill Kraft with AVS's Frank Gumma Jr. Below right: Capcom's Larry Wood & Shelly Sax.





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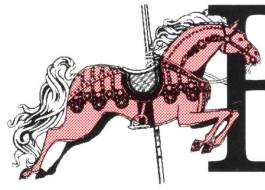

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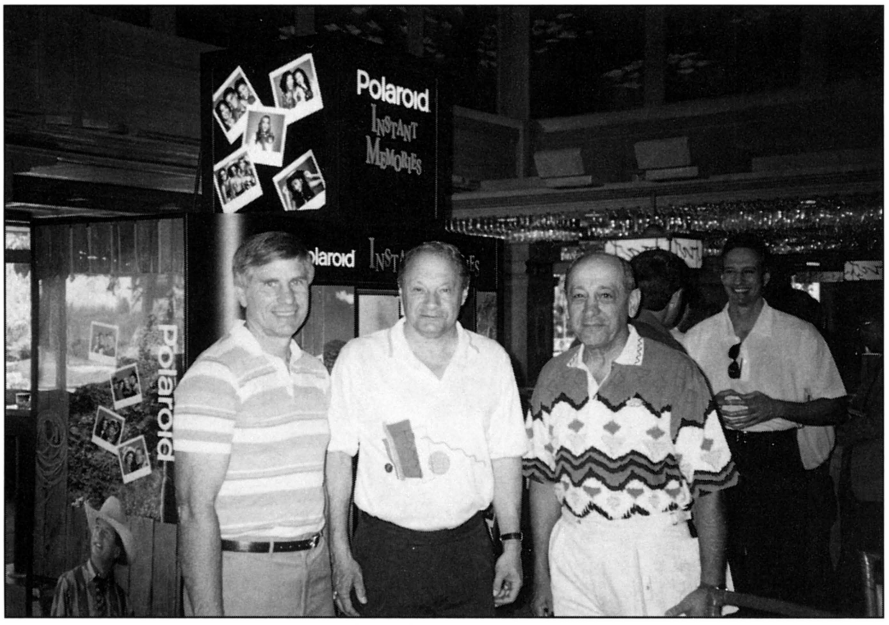
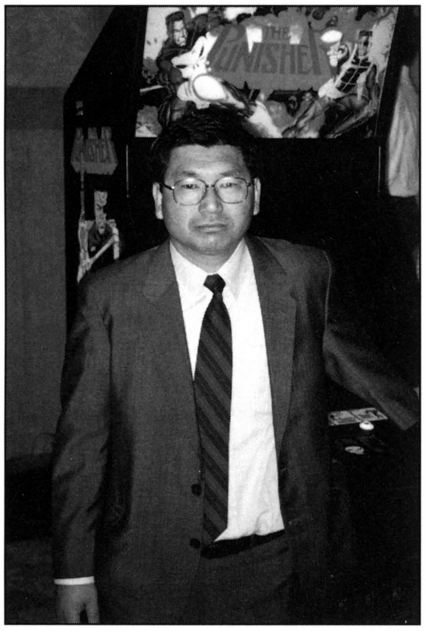
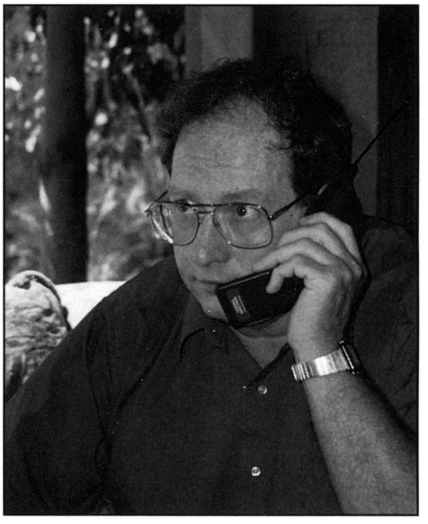


Above: Western regional sales rep Dennis Sable with distribs Linda Fernandez & Warren Asing of 50th State. **Left:** Mountain Coin's Elden Kingston, Atlas's Jerry Marcus & Franco's Rubin Franco with Capcom's *Instant Memories* Polaroid photo booth.



Chief Op'g Officer Mr. Kazushi Hiaro.



Product manager Larry Wood.

declared. "You'll get two or three credits pumped in, every couple of minutes."

Gameplay offers a video first: "team battle royale" where four players wrestle head to head, with two teams in the ring at once. The game also brings 10 new colorful new characters to the screen like a "flying Canadian" bad guy, a jungle wildman with a monkey on his back, etc.

Capcom's location testing showed the game as number two behind *NBA Jam* at Golfland Arcade in Northern California, but the game jumped to number one in earnings after a local "quickie" tournament promo. The national *Slam Masters* tournament starts Aug. 28 and will be publicized to players in *Game Pro* magazine. Operators will run their own local-level qualifying events. Capcom will determine regional levels and sites according to density of game distribution, tournament participation and suitable arcade availability. Capcom itself will sponsor the finals, to be held at their Yellow Brick Road arcade in San Diego six weeks after tournament kick-off.

The age-old question about enhanced sound in arcade games is, can players really hear it in a noisy arcade setting? Capcom said yes, especially during tournament promos...and by the way, it may be possible for players to plug in their own Walkman headsets in a special sound jack on the game. At the Phoenix meeting, distributors also asked Capcom execs: "How much did earnings improve when you added Q-Sound to this game?" The answer: "Earnings rose substantially," said Jeff Walker. He added that as designers learn to best exploit the possibilities of Q-Sound, the incremental earnings from this audio process should continue to rise.

Also shipping is *The Punisher,* a two-player, action-themed video game. The title character from Marvel Comics teams up with "Nick Fury, Agent of S.H.I.E.L.D." to fight against Marvel's master villain, The Kingpin. The video was previewed at this spring's ACME show and is available in dedicated upright and kit formats. Six levels of action offer graphics that closely resemble Marvel's comicbook drawing style.

While operators are promoting Q-Sound and *Slam Masters* with a national tournament, Capcom will be busy preparing still more "chess moves" for its 1993 business strategy. One of Capcom's biggest ploys will be the release of *Street Fighter III* this fall, Jeff Walker confirmed. We suspect we'll hear more about Q-Sound, about other hi-tech, about more national video tournaments, and additional intriguing developments from this ambitious company. Capcom, the "king" of street video, plans to keep dominating the coin-op chessboard! ◆

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POW-WOW ON INDIAN GAMING

experts discuss legal & financial impact of Indian Gaming Regulatory Act

AMOA called some big chiefs together recently to read the smoke signals on Indian gaming. During the industry's Government Affairs Conference, held May 16-18 in Washington, D.C., tradesters were treated to a seminar on the subject. Panelists included leading operators, a U.S. Senate insider, and Donald Trump's attorney (Trump has filed a lawsuit alleging that preferential treatment for Indians is unconstitutional). The seminar shed some light — and a reflected a bit of heat — on this controversial subject.

Competition from tribal gaming is a growing concern for the coin-op industry. By one count, some 58 tribes across America had negotiated 74 compacts to allow high-stakes gaming in 18 different states by spring of 1993. Many more states have compacts "pending." A large number of coin machine operators say they have no way to compete.

About half the existing Indian gaming complexes are located in Wisconsin and Minnesota. Operator Gene Winstead (American Amusements, Minn.) explained that his state has $750 million worth of Indian casino and resort developments including hotels, golf courses, etc.

Local hospitality and amusement industries were not consulted during the negotiations which resulted in Indian gaming compacts with the state, Gene said. "No one is taking responsibility for the regulations," he warned. "If there are negotiations for Indian gaming in your state, get involved early."

Tradesters also heard from Patricia Zell, from the staff of Sen. Daniel Inouye (D.-Hawaii). The senator runs the U.S. Senate Committee which has jurisdiction over Indian affairs, specifically the Indian Gaming Regulatory Act which unleashed this recent flood of casino gambling. Zell explained the major provisions of the IGRA as follows.

Indian gaming is divided into three "classes." Class I covers stick games and traditional tribal rituals or game activities. Class II covers bingo and similar forms of small-stakes games with a wagering component. Class III covers racetrack betting, casinos, video lottery, slots, etc.

The IGRA set up a federal agency which deals primarily with Class II. Responsibility for regulation of Class III is left up to the 50 states. This is where the law gets murky. Exactly what rights do states have, and what rights do tribes have?

U.S. Interior Secretary Bruce Babbitt has reportedly interpreted the IGRA to mean that if a state government allows any form of Class III gaming (such as a state lottery), then Indian reservations in that state may have *any other* form of Class III gaming (including, in theory, everything up to full-blown casinos).

In practice, exactly what types of gaming are allowed on each reservation, are defined by state law as applied through a negotiated compact, Zell told the AMOA seminar audience. States "have to" negotiate with tribes on this issue. A later speaker added that if the state and tribe cannot agree, the Secretary of the Interior declares one side or the other's proposal as the "winner." That side's proposal becomes the state law on Indian gaming.

"Many members of Congress do not embrace gaming as the ultimate solution" for economic problems of Indian reservations, said Zell. But these same congressmen and women do admit gambling has provided more money for tribes than Uncle Sam ever could, she added.

At the moment, IGRA is up for review, so tribes and state governments are working with Congress on amendments which might be intro-

duced this session. In addition, Sen. Inouye may hold hearings on the law (however, Gene Winstead said these hearings might not include input from private business).

As stated, casino mogul Donald Trump has sued over preferential treatment for Indians, claiming it is unconstitutional. His attorney Leon Friedman participated in the AMOA seminar, telling operators that "a Pandora's box has been opened." Indians are coming out of the woodwork, sometimes as few as 25 people claiming to be a "tribe" have rediscovered their roots in order to qualify for exclusive gambling rights, he said.

Lacking expertise in the casino industry, Indian tribes often turn to management firms to run their gaming business for them...but, said the attorney, many of these management firms have been turned down by gaming commissions in Atlantic City and Las Vegas because of "questionable backgrounds." Friedman quoted an FBI agent's estimate that "as much as 50% of Indian gaming has some organized crime connection," be it management, investment, or whatever.

Friedman further said a 1992 investigation by the Dept. of Interior showed that "an enormous amount of money is being siphoned off" between the gaming tables and the rightful tribal beneficiaries. "Talk about trickle-down economics!" said Friedman. "Even on its own terms, the Indian Gaming Regulatory Act is not working as intended."

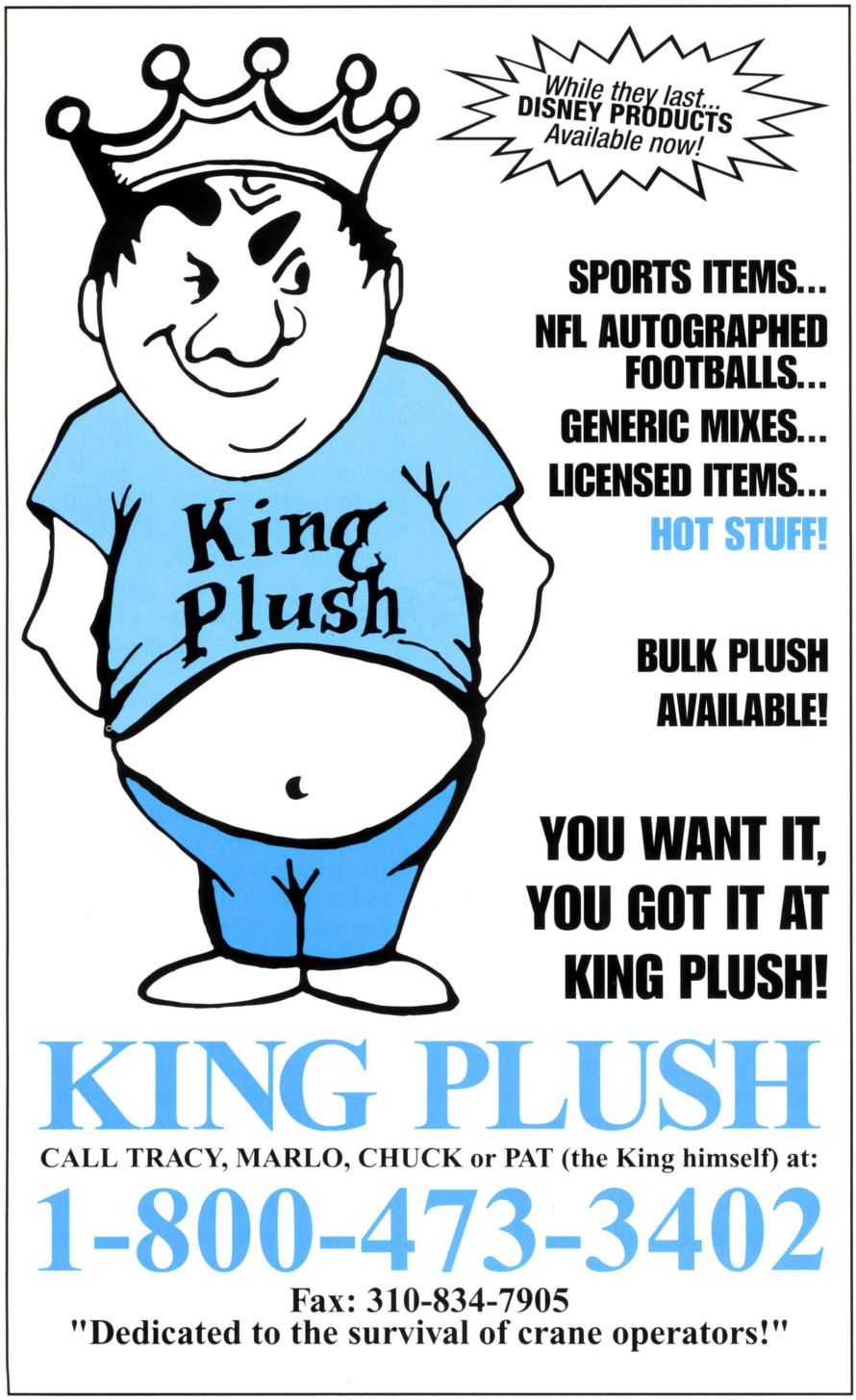
Trump's lawsuit points to a recent Supreme Court ruling on waste disposal which established the principal that Congress can't force states to carry out federal policy. "If Congress wants to do this on a national basis, fine," said Friedman. "Then they'll have to pay for it, regulate it, enforce it, and take care of it in every way. They could do that, but Congress doesn't want to.

"So if Congress is going to force the states to get involved," Trump's attorney concluded, "they'll have to allow states some comprehensive regulatory authority over the whole program. If we win our lawsuit, that will be the result."

It should be noted that no Indian tribal representative was present at the seminar. There's no requirement for "equal time" at these affairs, of course. But if a tribal spokesmen had been on the panel, it's easy to guess what he or she would probably have said in response. Native Americans are quite defensive about their gaming operations. They say tribal casinos are well-run and claim there's no solid evidence of million-dollar swindles.

Further, tribal gaming reps usually point proudly to the housing, schools, hospitals, etc. which are funded by casino proceeds. "Indian gaming provides economic self-sufficiency and self-respect for native peoples which no previous government program or policy has been able to achieve," tribes typically assert.

At any rate, the AMOA seminar provided a useful introduction to this subject, which remains a growing concern for coin-op. AMOA president Craig Johnson and gambling law expert I. Nelson Rose have both predicted that states will eventually pressure Congress to put a damper on the unintended explosion of Indian gaming. Tradesters in some states are hoping they'll still be around to enjoy it, by the time that happens. ◆



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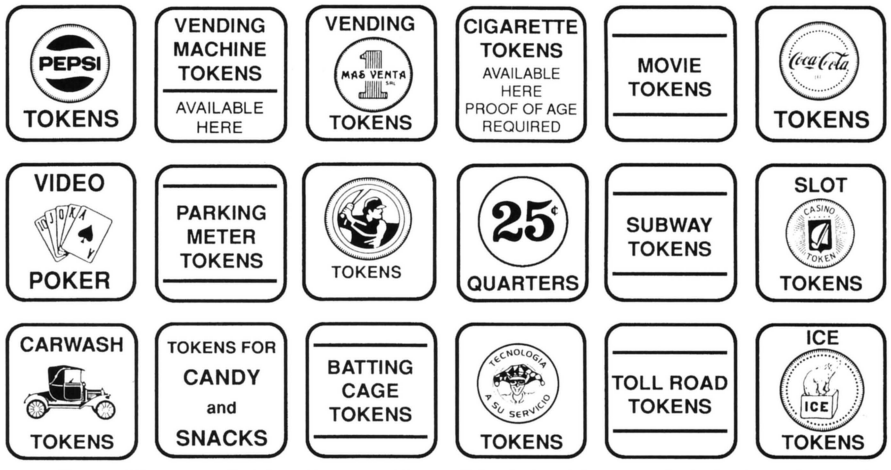

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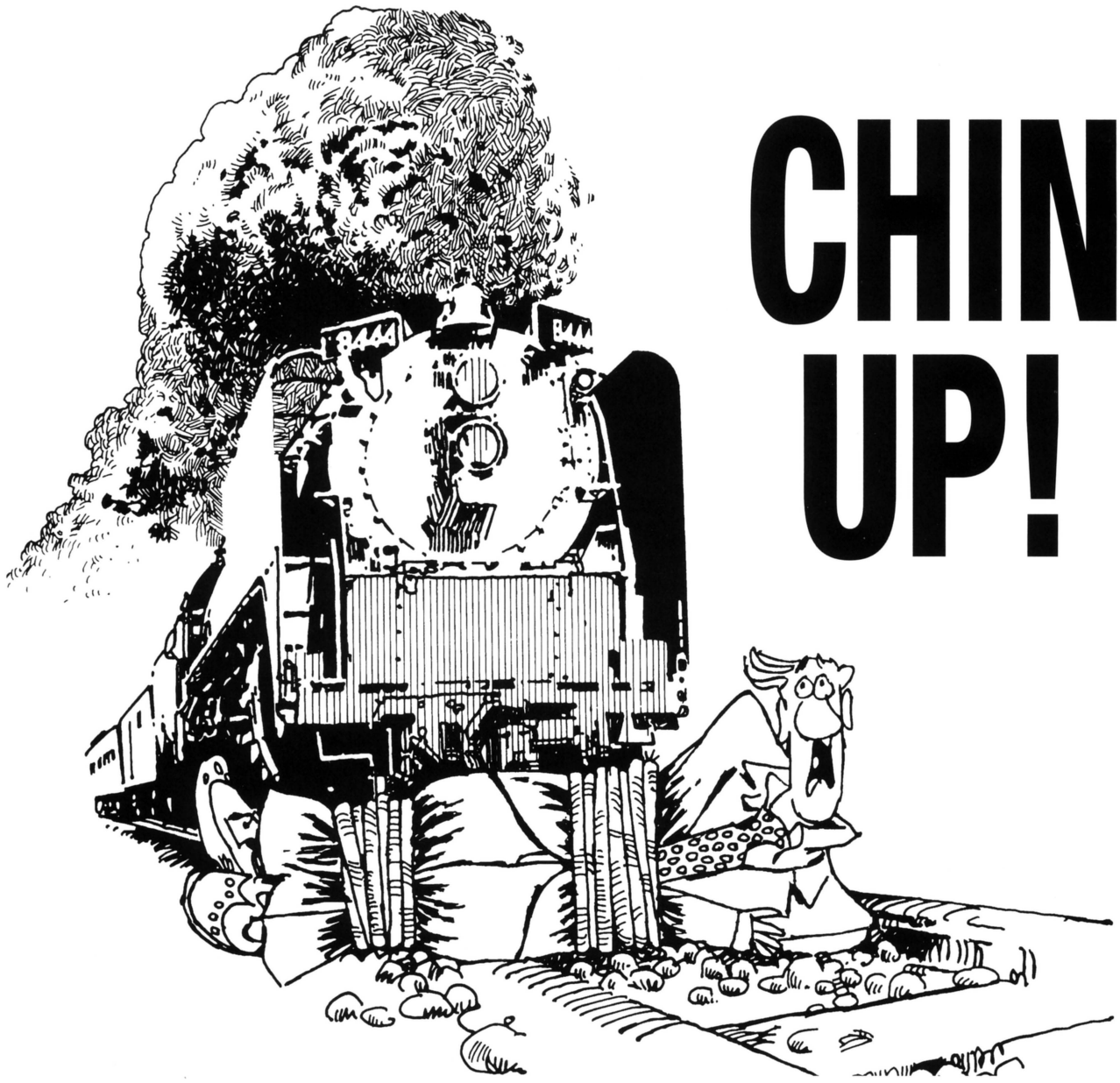

CHIN UP!

OUR TRADE CAN OVERCOME TODAY'S CHALLENGES

by Louis Boasberg

Once again, I must borrow Franklin Roosevelt's famous admonition that "we have nothing to fear but fear itself" and apply it to our own coin machine business. Once upon a time the great fear among manufacturers, distributors, and operators was what seemed to be an all-out effort by some manufacturers to concentrate on and develop the home market to the exclusion of the coin-op business. Also at the time there were other home developments and improvements that were looked upon with great fear by the aforementioned distributors, manufacturers, and operators. Cable television with its multiple channels, a great variety of movies and entertainment was just coming into its own. Sports on television was becoming greater and greater, to say nothing of the rental of the latest movies for the home. Music, air conditioning, home food

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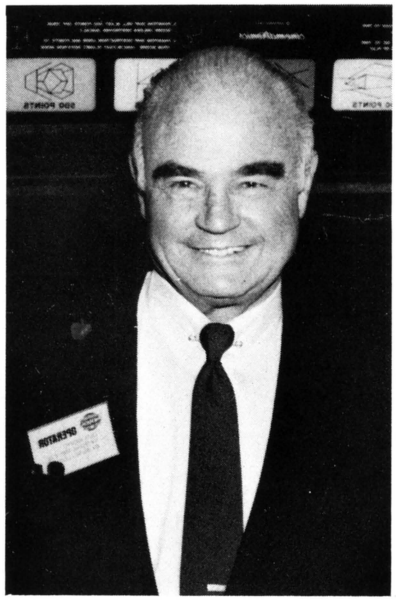
delivery, and other comforts and factors forecasted a bleak future for arcades, game rooms, street locations, and most coin-operated equipment. It was the end of the world and nothing could save us. However, we did survive the invasion of the "home bodies."

Now a version of the "four horsemen of the apocalypse" is threatening the coin machine world as we know it. The new "four horsemen" are all



united into one horseman, worse than the original Death, Pestilence, War, and Famine. And the new horseman is called "Gambling," especially poker machines, slot machines, gray area machines, casinos, riverboats, lotteries, pull-tabs, bingo, all forms of gambling politicians at all levels have found out to be the so called painless substitutes for the raising of taxes. And perhaps these politicians are correct because all gambling, if it is allowed to be run, should be legalized and controlled and above all should contribute the majority of its enormous profits to the comfort and welfare of the people.

My advice to all operators, distributors, and especially manufacturers is don't fight the inevitable. It is coming and you are fighting a losing battle in making any attempt to stop legalized gambling. In the case of some manufacturers, operators, and distributors, "if you can't beat em, join em." To the majority of amusement game and flipper game manufacturers, don't sit home and lament. Get out and fight, build better equipment, use better business methods, cut the pork, cut the overhead. But above all, build better equipment, so fascinating, enticing, amusing and addictive that it will always get its share of the public's spare change, no matter what.

A few years ago, the fun-and-amusement people were all feeling sorry for themselves as poker machines and gambling appeared on the horizon. But along came *Street Fighter II*, *Street Fighter II Champion Edition*, and *Street Fighter II Turbo*. For good measure Williams gave us *Mortal Kombat*, and in addition to these great games there were many beautifully designed and well engineered guns, flippers, and other games. All exceptional but not quite up to *Street Fighter II Champion Edition* and *Mortal Kombat* for pure appeal and staying power. While some of us were electing *Street Fighter II Champion Edition* the greatest game of all time, many gave the nod to *Mortal Kombat*. But at the time all of us were crying in our beer (or was it champagne?) and lamenting that it will be a long time before we would have another great game and that lightning does not strike three times. Up jumps the devil (or it might have been an angel) in the form of *N.B.A. Jam* and many critics revised their opinions as to what was and is the greatest video game of all time.

So, take heart you people of little faith, as long as we get such games as *N.B.A. Jam, Street Fighter II Champion Edition, Mortal Kombat*, guns like *Lethal Enforcer, Mad Dog, Crime Patrol*, and some other super kits from Capcom, Williams, Irem, Fabtek, Atari, SNK, and a few others, all is not lost.

Then there are the flippers. The amazing, astonishing, stupefying, bewildering, mind-boggling flipper games of today with more toys, gimmicks, and gadgets than F.A.O. Schwartz and Toys R' Us combined! Most of us can't wait to see what the ingenious boys at Williams, Data East, and Premier will come up with next! And what about the "new boy on the block" Alvin G.? He is proba-

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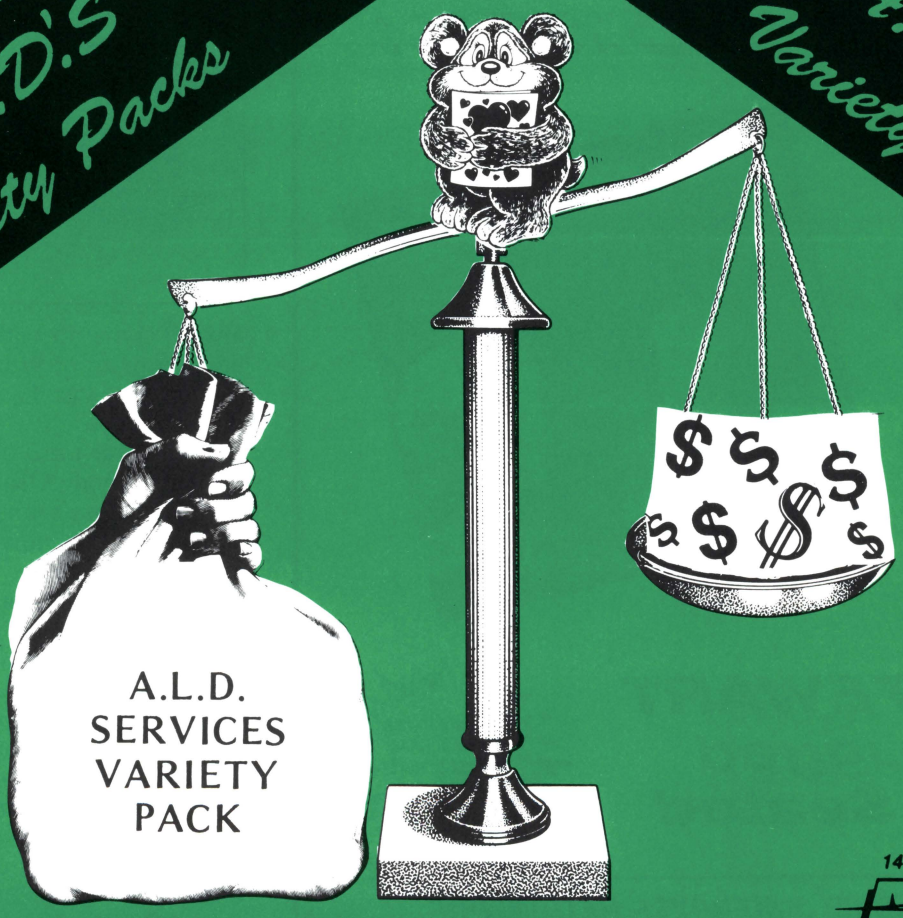

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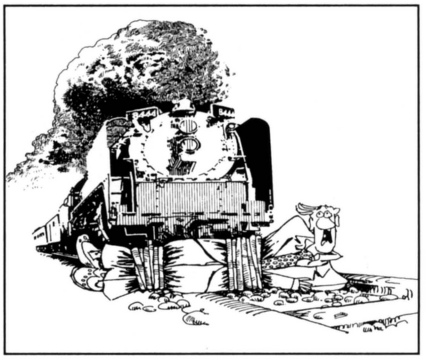
bly the only person in the industry who has royal flipper blood in his veins. And please let us not forget all of those interesting participation sports games like basketball, baseball, arm-wrestling, and punching bags, all having great appeal to sports-minded participants of young and old, male and female. As for the super million-dollar auto and motorcycle race games made by Sega, Namco, Jaleco, Atari and others, these are the Rolls Royces, Jaguars, and Cadillacs of the coin machine industry. These are the games that make the difference between a well-equipped arcade and just another game room.

Now we have the new world of redemption and what a world it is! This is a world all of its own, and its customers are for the most part youngsters whose parents would make any sacrifice, go without food and clothes, just to make their children happy and let them play the colorful games and win a prize. And win they do, perhaps not every time that they put in a coin but almost every time. And one thing is for sure, the longevity of a good redemption game is five to ten times as long as a companion video or flipper. Like roulette wheels, slot machines and craps tables, the novelty and prospect of winning a prize is everything. A case in point, iron claw-diggers and rotary merchandisers which have been good for well over 70 years will be good for another 70 because the merchandise suppliers for the claws



always come up with a new clever novelty prize or plus animal. How can anyone resist those adorable little dinosaurs?

One final note before closing. Perhaps whoever said it years ago that operators who run gambling equipment can now afford to buy amusement games was probably right. Because evidently the people who run the casinos in Nevada, New Jersey, the Gulf Coast, and elsewhere realize that if you are going to attract the parents, you have to attract the kids. And what better way to attract the kids and families than by the installation of elaborate theme parks and beautiful well-equipped game rooms. A large casino on the Gulf Coast has in addition to a game room none other than a day care center with toys, trained attendants, cartoon movies, even cute floor pads for napping. So, the new motto is gamble to your hearts content and leave the kids to us. "If we can't beat em, we will surely join em,"and who knows. The combination of risk entertainment and coin operated entertainment may be a marriage perhaps not made in heaven but certainly a marriage of convenience and mutual prosperity. ◆

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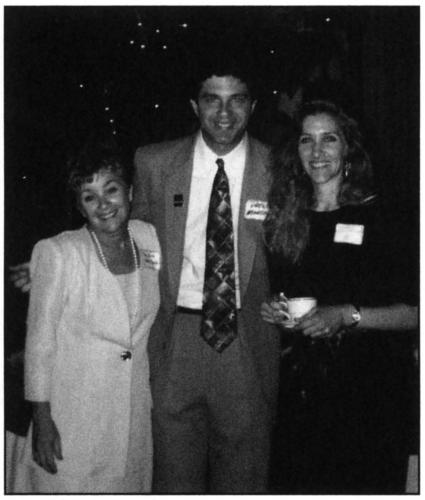
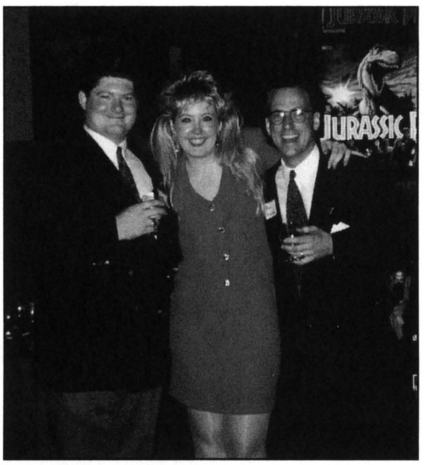
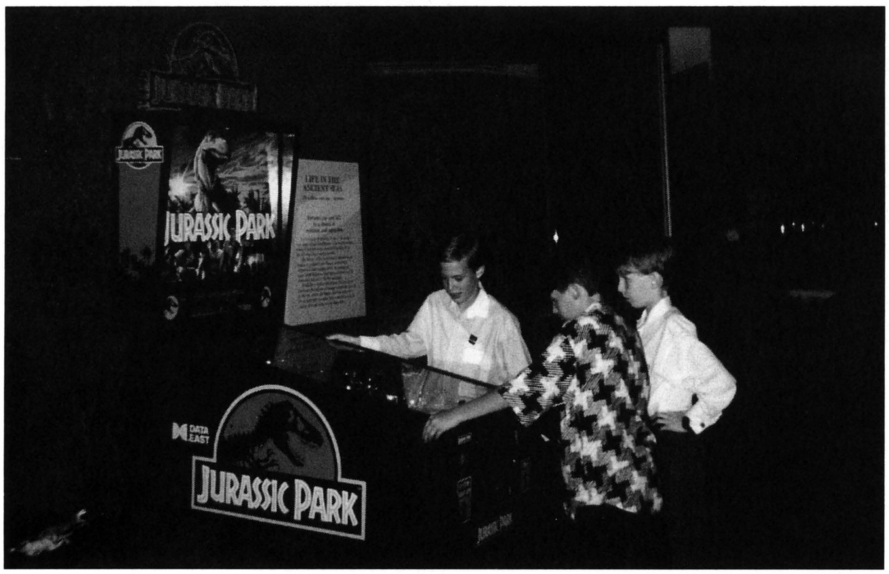
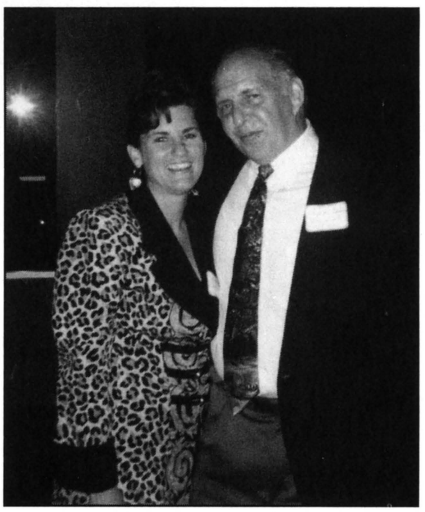
A "MONSTER" PINBALL

Jurassic Park is Data East's biggest pinball ever; firm's Paul Jacobs promoted to exec VP & general manager









Above: The Data East Ltd. group included Estuko Adelman, Mrs. T. Fukuda, DE President T. Fukuda, Aideo Fukuda & Kiyo Sugie. At right, top:The flipper got raves from distributor Rich Babich's kids (Colorado Game Exchange). **At right, top:** From left, DE staffers Judy Burt, Drew Maniscalco & Kerann Christopherson. **Right, center:** From left, DE's Jim Gorman, Darlene Lamz & Pete Gustafson. **Right, bottom:** DE's Kristen Montgomery with Birmingham Vending's Charles Caplan.

Large photo, facing page: From left, that's pinball design chief Joe Kaminkow (with son David), pinball division general manger Gary Stern, Paul Jacobs, President Fukuda and his wife Sachikio.

A hit movie is the best possible advertising for a hit pinball. On June 12-13, Steven Speilberg's film "Jurassic Park" shattered all box office records for largest-ever opening weekend ticket sales ($50.2 million). When all is said and done, ticket sales for the cinematic dino-thriller may top $400 million worldwide. Related merchandise sales may provide *another* $400 million in the United States alone.

Data East USA is one of the delighted "JP" licensees. According to EVP Paul Jacobs, *Jurassic Park* is the pinball division's all-time biggest hit. "We are racking up unbelievable orders worldwide," smiled company execs. *"Jurassic Park* is the top-earning pinball in all our test locations, solidly beating all competing titles in every single case."

During mid-June, the flipper got an extra boost from nationwide TV publicity on "CBS This Morning" and NBC's "Today Show." DE Pinball's general manager Gary Stern and pinball design chief Joe Kaminkow did the industry proud. Of course, distributors enjoyed their first look at the game during a May 15 gala preview dinner party in Washington, D.C. Photos from that event, hosted by Data East in the Smithsonian Museum's "Dinosaur Hall," accompany this story.

Paul Jacobs himself has been promoted to Executive Vice President and General Manager of Data East USA. The move, announced June 8, means Paul continues to oversee all coin and consumer sales and marketing; and he's now also in charge of other key operations (including production, purchasing, customer service, engineering and R&D). Additionally, Paul is a member of the DE Management Committee along with three other top execs.

"I'm extremely pleased by this new appointment and by the confidence which Dat East's president, Mr. Tetsuo Fukuda, has placed in me," stated Jacobs. "I look forward to many successful years with Data East."

MIDWAY FLEXES LEGAL MUSCLE

factory beefs up anti-counterfeit campaign in USA & worldwide; firm warns copy users: the "I didn't know" defense won't work

[Editor's note: two stories elsewhere in this issue give details about police raids on several businesses in Brooklyn, N.Y. and Mexico City, Mexico which were dealing in counterfeit video games. Those stories quoted sources from AAMA, the New York Police Dept., and Capcom USA explaining their involvement. Now comes official word from Midway Mfg. Co., a subsidiary of WMS, Inc., about how the Mexico City and Brooklyn raids fit into Midway's larger picture. The Chicago vidgame maker is pursuing an aggressive U.S. and worldwide enforcement campaign to defend its copyrights. The following is excerpted from a June 16 news release.]

Midway Mfg. has substantially extended the scope of its battle against counterfeiters of its video games in recent weeks. In a series of raids in Korea, Canada, Mexico, France and the U.S., with the cooperation and assistance of local authorities, Midway recently seized in excess of 1,000 counterfeit video game boards.

Midway also cooperated with authorities in order to obtain the arrest of two manufacturers of counterfeit game boards, and seized voluminous documentation relating to the manufacture and distribution of counterfeit vidgame boards in the U.S. and throughout the world.

The recent actions are part of Midway's continuing global efforts to strictly enforce its copyrights and protect its intellectual property. In February of this year, Midway achieved major success in seizures in Italy. In April and May, Midway participated in broad enforcement actions in Taiwan.

Here's a rundown on the latest Midway efforts:

Korea: Authorities here have staged raids, arresting one counterfeit game manufacturer. A second is sought. "Continuing investigations in Korea and other Far Eastern countries are unearthing valuable leads in the complex web of worldwide counterfeiting," said Midway execs.

Canada: Here Midway's been working closely with the Royal Canadian Mounted Police (RCMP) in cracking down on a large network of distributors and operators of counterfeit *Mortal Kombat* game boards. Over 60 distributors and operators were implicated in which the Ontario Provincial Police and York Regional Police also assisted. The information obtained, which is still being developed, is leading investigators to other distributors of counterfeit game boards in the U.S.

Canada is believed to be a major channel for the distribution of counterfeit PCBs in the U.S., and the RCMP is "vigorously expanding its investigations" to cut off the flow of illegal goods, said Midway.

Mexico: Aided by the Mexican Attorney General's office, Midway has prompted a major civil effort against some of the largest distributors of illegal copies. Midway seeks substantial civil penalties and damages, and is "developing valuable information" on the Mexican copy network.

Europe: The enacted new criminal copyright laws on Jan. 1 to protect software, giving Midway the basis for enforcement activities in Italy which resulted last spring in raids on two major distributors of illegal copies. Midway says its enforcement campaign here is continuing in several additional countries.

The USA: Midway says it's been involved in several recent actions which "have developed substantial documentation and leads about the distribution of illegal counterfeit game boards in the United States." Working together, U.S. Marshals and Midway have confirmed a "Canadian connection" in the copyboard pipeline into the USA. Midway has mostly targeted copyboard dealers until recently; but recent raids have yielded plenty of documents and other evidence leading to copyboard purchasers and users. Midway says it's "developing" this information — legal lingo for "building a case against the crooks."

"It appears that most of the end-users have reason to know that they are profiting from counterfeit game boards," said Midway execs. "Midway is preparing to launch major actions now against these end-users. Expansion of the campaign will include arcades, convenience stores, bars and other purchasers and users."

Barbara Norman, VP and general counsel to Midway, addressed the issue of counterfeiting and theft of Midway's property as follows: "When we catch an operator profiting from a counterfeit game board, the typical response is 'I didn't know it was a counterfeit.' That response never worked and will not work in the future."

Midway's attorney continued: "Operators are hereby again on notice: you are responsible for making sure that you are dealing with an authorized dealer. When we catch you using a counterfeit game board — not if, but when — we will do everything we can to stop further illegal profiteering. We are very serious."

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The player who sits behind the steering wheel takes the part of Lucky, a cleancut cop who's the best driver on the police force. *Lucky & Wild* gives a first-person point of view, as if you were looking through a car's front windshield. The game challenges players' road skills with driving obstacles like fuel trucks, moving vans, helicopters (some throwing debris on the road). High-speed chases through city streets are followed by harrowing drives through shopping malls (don't hit those pedestrians, and watch out for the photo kiosk!). A highway race provides the ultimate road test.

The player who mans the machine gun plays the character of Wild, a long-haired undercover cop who is a crack shot. Targets include fast-moving enemy vehicles, incoming Molotov cocktails, etc. When the villains shoot at you, bullet holes appear in the "windshield."

The game runs through several stages and settings, including highways, shopping malls, city streets, and even desert canyons. Players pile up their score and get more time by avoiding driving obstacles, catching up to the crooks, and hitting targets. Between stages, the car visits "Pink Cat's Garage" where attractive female mechanics restore the vehicle to fighting shape. One player may play with the computer as his "partner," or two can play simultaneously. Buy-in and continuation features are included.

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FRANK TALK

by Frank "the Crank" Seninsky

Needed: More Fun, More Excitement, More PR in Washington, D.C.

This year I took part in the trade's annual Washington D.C. conference for the first time since 1991. Why the two-year absence? Well, two years ago I received a letter from AMOA thanking me for creating and running the Congressional Tournament program for its first four years. *[Editor's note: astute readers are invited to fill in the implication here.]*

This time around, however, we had a Standardization Committee meeting planned to coincide with the industry's Government Affairs Conference...so I came back. Well, it sure was different from the D.C. events I remembered. Several things caught my attention — some good, some bad.

The most striking change from previous years, was how many trade members betrayed a certain lack of enthusiasm. We've got our political routine down pat — seminars, lobbying, congressional party with charity tournaments. It's slick, but stagnant.

Why? For one thing, largely the same group of industry folks have visited the same members of Congress and talked about the same issues for years. We need some creativity and excitement like the old days! This event should be the highlight of the year. Maybe we need some more dynamic, high-profile speakers from Capitol Hill to get our people charged up, too. At all events, the Government Affairs Conference is our chance to show the government and national press who we are, and how much fun we can provide. But trade members in Washington did not look like they were having a lot of fun.

Another observation: many members of Congress don't seem too high on dollar coins. One congressman told me that our industry is really the only dollar coin backer that actually shows up to make this issue its top lobbying priority. We are leading the charge, but look over your shoulder — where are the rest of the troops? I suspect the leadership of both associations has actually given up on dollar coins, but just hasn't publicly said so yet.

A positive highlight of the '93 D.C. conference was the presence of TV cameras from C-SPAN. Previous lobbying events banned the press — one of the worst decisions our industry has ever made. I'd like to see 50 cameras covering this event. Again, this is a priceless opportunity to "sell" our industry to the press. Let's make the most of it!

Standardization! The modem protocol subcommittee met in Washington, D.C. Standing, from left: NSM-America's Rus Strahan; committee chairman Ed Tolisano; AMOA director Kenny Price; Frank "The Crank" Seninsky; Rowe International's Joel Friedman; Strata Group's Richard Ditton; and AMOA director Ralph Ceraldi. Seated, from left: Design Plus's Mike Seibert; Arachnid's Gene Harlan; & AMOA's VP-designate Jerry Derrick.

At left: Second from the right is N.J. congressman Frank Pallone, Jr. He agreed to back dollar coins after Frank Seninsky (center) asked him to show how many dollar bills were in his pocket. The congressman was surprised to find only seven. "You're blocking our legislation for seven bills?" Frank asked. Pallone laughed and changed sides. From left, AMOA-NJ prexy Bill Treger; Alpha-Omega Amusements' Karen Nagel; Frank Seninsky; the congressman; and Coast/-Majestic Amusements' Anthony Storino. **At bottom:** AMOA president Craig Johnson talks up dollar coins to a camera crew from C-SPAN, the Congressional TV station. "After eight years, we finally get TV coverage of this event!" said Frank Seninsky. "It's about time!"

The best thing about the conference was that it provided an excuse for AMOA and AAMA to show (at long last) that they can work smoothly together. No hidden agendas, no backstabbing, no arguments — and there easily could have been. By the way, let me congratulate distributor Steve Koenigsberg (State Sales & Service, Maryland) who was elected the new president of AAMA. He stuck his neck out during a sometimes rocky-year, and he made it.

Finally, let me report that Washington, D.C. provided a good meeting place for the Standardization Committee's computer-modem protocol group. We're getting very close

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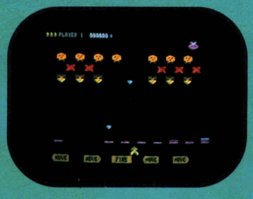

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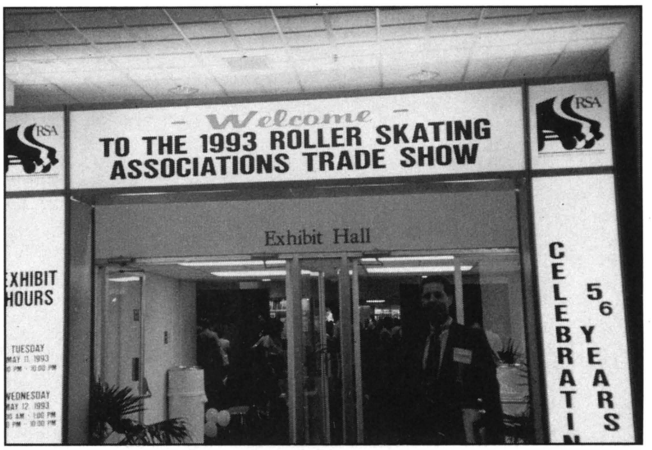

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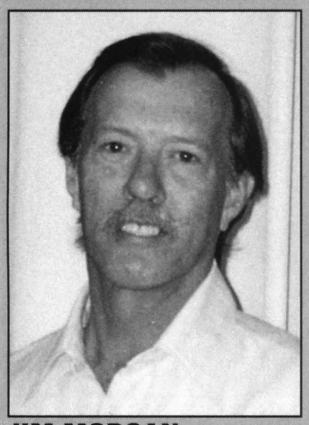
Operator Opinions

Q: *If you could have three wishes for your business or the industry, what would they be?*

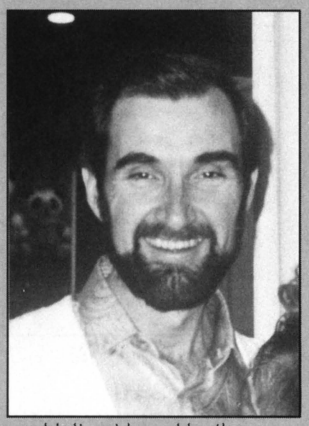


JIM MORGAN
J&P Amusement
Fresno, California

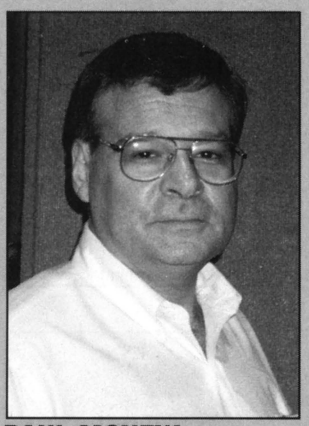
I can think of a couple right off. I wish that when the manufacturers came out with a new game, they could program it so it operates it on 50-cent play. Then after about a year, provide a chip which would allow the operator to readjust price per play to a quarter, or whatever they wanted. In a nutshell, I'd like to see a standard 50-cent play on all games for the year of its release. I'd also like to see a standard on all CD title strips: make them all the same!

DAVID STROUP
Go Bonkers
Indianapolis, Indiana

I wish there would be a widespread change of attitude toward the coin-op industry by the locations. It would be nice if they could see the operator is working for them, and not against them. A universal wish: lower equipment prices, especially for the virtual reality pieces. And finally, my profit-motivated wish is that the kids

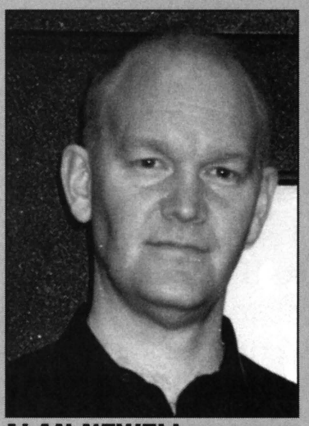


wouldn't get bored by the games so quickly!



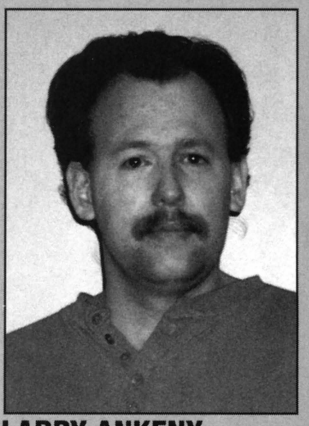
PAUL MCNEW
Kentucky Arcades
Richmond, Kentucky

I hope the industry would work more together rather than against itself (i.e. the dollar coin). I wish the AMOA show would be more in line with ACME when it comes to show expenses, like the cost of attendance and exhibiting. And I really wish the individual distributors would not be given exclusive territories by the manufacturers, because it completely eliminates any price competition between the distributors, and the operator has to pay top prices.



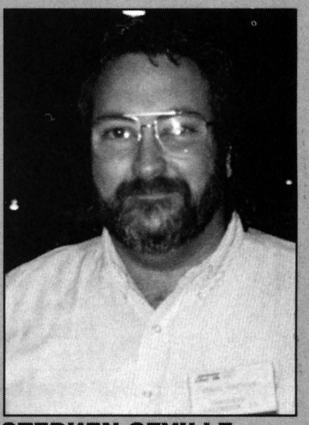
ALAN NEWELL
Tri Corp Amusements
Somerset, New Jersey

I want mega hits! Lower game prices! And realistically, the standardization of commissions. It would be great if it was 50% across the board to locations.



LARRY ANKENY
Po-Jo of Idaho
Boise, Idaho

I want a widespread industry standard on the JAMMA harness, more research and development on games before they're shipped out and lower dedicated game prices.



STEPHEN SEVILLE
Whitey's
Arlington, Virginia

My first wish is for some sort of standardization for the bill acceptors. For example, I want to see all games going for dollar bill...no more fooling around with the dollar coin; let's just put a dollar bill acceptor on all games and stop wasting time. Secondly, though I'm not familiar with the technology, it would be nice if all new games would make use of space-saving electronics. Make things smaller. I have a problem with my game variety, because I just can't fit it all into the space I have. Something down-sized, easier to work with, maybe something modular could solve this problem. Lastly, I'd like to know what is going on in the industry! Especially from the trade magazines. Everything seems to be so top secret. I mean, we're the ones who will eventually use the new equipment and technology. I'd like to

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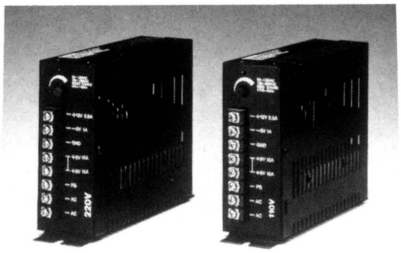

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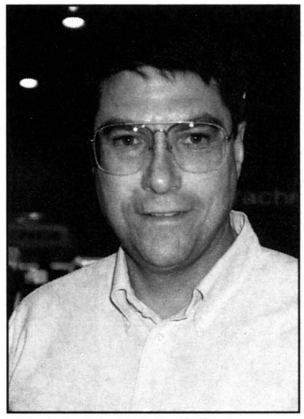
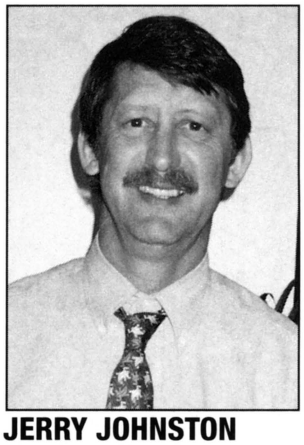
know what the new ideas are, what's coming out. Someone ought to ask what the operator thinks.



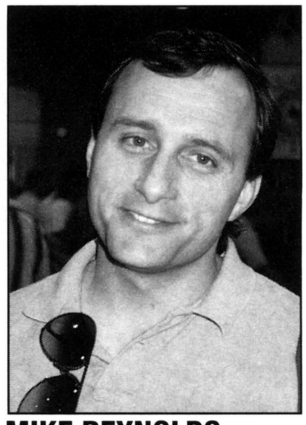
HAL WILLIAMSON
Gardner Sales
Janesville, Wisconsin

What we've seen in Wisconsin lately is a lot of people selling equipment to bar owners and bypassing the operator. I wish that would stop. They're just cutting out our role. Some of the bad guys are smaller distributors, coming from out of state and selling pool tables, CD jukes, etc. direct to the bars. I hope for stricter regulations regarding this problem.



JERRY JOHNSTON
Amusement Unlimited
Eugene, Oregon

Number one is let's do something with the state taxes and the license fees our industry is subject to. Currently, that's what we're working on in our association and I wish our fight would turn out successfully. Ideally, I'd also like to see better commission splits and a rash of hot games!



MIKE REYNOLDS
Pinball Pete's
East Lansing,
Michigan

Ideally, I want the manufacturer to have more personal contact with the technical layperson. I wish the time would be taken to understandably explain specific game electronics to the service person who may not have an extensive background in technical repair. Number two, I think I want what everybody in the industry wants: more creativity in game design and theme. There's a lot of repetition out there. The punch, kill, fighting games seem to be the norm, and every year they're just resuited and put out for sale again. The only difference is the price is maybe $400 dollars higher than last time. My final wish is that the U.S. market be put before the rest of the world! Stuff shows up in Europe months before it does here, and I'd like to a chance to check it out first.

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POLICY STATEMENT

RePlay supports industry self-regulation & vidgame standards but we won't evaluate games or censor ads based on vidgame content

Last month's issue included a guest essay on video game violence and RePlay's *editorial reply. After the May issue appeared, the following fax was sent to us by David Snook, managing director of* EuroSlot *magazine in London.*

"Dear RePlay;

"We are both under some pressure on the subject of violence in video games. Like you, we at *EuroSlot* are concerned about the possible impact of very graphic and/or bloody games on our industry and on society at large. I noted your publication of a letter from Jack Rodios of *Cash Box Australia.* He has similarly written to us on the subject.

"Jack is really asking the world's press to take the lead in cleaning up the industry's act. It is something of a hot potato, of course...not that *EuroSlot* has ever shown itself reluctant to juggle hot potatoes, and perhaps the issue needs an airing.

"For the moment, I am canvassing people like yourselves to see if you have an official policy on the subject (you can't sidestep it forever, guys!) and if so, what it is. I would like to quote you if possible, so please make it clear whether we are on the record or off it.

"Sorry to land you with a moral/commercial quandary, but Jack's landed us all with one.

"Best wishes,

"David Snook, Managing Director, *EuroSlot."*

Dear David,

Any or all of the following is on the record and may be quoted by *EuroSlot.*

After we received Jack Rodios's essay on vidgame violence, I asked him if he was proposing that trade magazines adopt a blanket policy of banning advertisements for violent games. He replied that no, he was not.

Jack simply hoped for a statement that *RePlay* recognizes violence is a serious social problem; that violent movies, TV shows and video games may well contribute (or at least, are perceived by many to contribute) to the problem; and that our industry needs to examine this issue and consider changing its product accordingly. His hope is that if enough industry voices complain about violence, factories will soften the content.

We agree with many of Jack's points, as do a growing number of manufacturers, distributors and operators. For example, Sega has recently adopted a self-imposed rating system for its home video games. We support that. Australia's AMOA (National Amusement Machine Operators Assn. Ltd.) has recently adopted a "seal of approval" with corresponding content guidelines, such as that employed in the USA for the past 35 years by the comicbook industry. We support that. The Champions arcade chain in the USA has announced it will not buy or use video games it deems excessively violent. We applaud their stance. If AAMA comes out with guidelines, a rating system, or code of ethics, we will support that.

We're happy to air this issue and to support efforts by the industry to regulate itself (and voluntarily tone down the bloodiest games before government does it for us). However, we do not believe it is the role of trade magazines to lead an anti-violence crusade. Accordingly, we do not propose to preview and evaluate specific video games, nor to accept or reject ads based on game content.

RePlay has maintained a policy for years of refusing to accept tobacco advertisements, strictly on moral grounds. Regarding game advertising, our chief requirement is that the ads themselves be in good taste — no explicit nudity in ads for striptease video games, etc.

RePlay publisher Ed Adlum's personal belief is that a morally sound person of reasonable maturity would not, and could not, be influenced to misbehave by viewing or participating in exaggerated fantasy action in video games.

At the same time, Ed, myself and others are well aware of the "copycat crime" syndrome, where morally unsound people are inspired to imitate acts of violence they see in mass media. As a result, RePlay is concerned about the industry's vulnerability on this score. All it will take is for one child in one country to commit some horrendous act, then tell police "I got the idea from watching a video game," and our entire industry will feel the repercussions on a worldwide scale.

Accordingly we have run numerous articles on this subject in the past few months. If events dictate, we'll run more. We're trying to take a common-sense approach and urge the industry to do likewise.

Best regards,

Marcus Webb, Editor, *RePlay.*

Editor's Note: Since writing this letter to David, one more thought has occurred. It would be strange indeed for us to publish a "Player's Choice" chart showing a certain game as Number One, yet at the same time refuse to accept advertisements for that very game.

READY FOR TOMORROW

1993 is Dynamo Corporation's 20th anniversary in coin-op amusements; firm keeps the operator in mind while adapting to many changes

"When I started this company 20 years ago in a garage, I had no idea it would someday grow to this size," mused Bill Rickett, president of the Dynamo Corp. (Richland Hills, Texas). The firm is celebrating is "two decade anniversary" this year...and launching into its third decade with significant strengths and tremendous optimism.

"Today we have close to 400 employees and will break $50 million in sales this year," Bill continued. "Thank goodness I was able to have really talented people associate with me and help make this happen, because there was no way I could do it by myself. It's a team effort and every job is important to make our products and our company successful."

Added Dynamo's exec VP Mark Struhs: "We feel the business has been good to us and we have a lot of friends in the industry. We are proud of our accomplishments so far; looking into the future, we see great opportunities for new growth. We're very bullish about the amusement industry today and tomorrow."

Dynamo concentrates on three major manufacturing areas. The company began 20 years ago with sports table games, and these remain its bread and butter. Contract manufacturing is another major component, while video lottery terminals are their newest product line — one that's teaching them plenty about hi-tech and high-pressure politics.

KEEPING THE OPERATOR IN MIND

What's most striking about Dynamo is a tremendous zest for new challenges and opportunities, while keeping a firm emphasis on the "fundamentals." Yes, Dynamo is exploring computer communications, sales to China, and Total Quality Management programs with the best of them. Yet at the same time, Dynamo never forgets that its customer is the operator...and that all these new-fangled developments must serve the operator and make his life easier.

Dynamo President Bill Rickett (he also was AAMA president for 1991-1993).

"We take the position," said President Bill Rickett, "that we've been serving the interests of the amusement game operator for 20 years now, and his welfare remains foremost in our minds."

"Our fundamental philosophy is that you have to keep your end user in mind," declared Mark Struhs. "Good products with good ROI: that's the filter for everything we do at Dynamo. We try to get closer and closer to the operator as we grow. We're beefing up customer service, doing lots of market research on operators and players to keep our prod-

The Dynamo sales & marketing department (from left): Manager or Technical Service Lou Rudolph, Co-Nat'l. Sales Manager Chris Brady, Co-Nat'l. Sales Manager Damon Paramore, VP of Sales & Mktg. Mark Struhs (who is also AAMA's Foreign Business Development Committee Chairman), Administrative Manager Terry Stone and Regional Sales Manager Blenda Selvey.

From left to right: Dynamo Corp.'s Production Manager Morris Onjesky, Manager of Operations Ray Reuter and Executive Vice President H.L. Coats.

ucts current, and working closely with our distribution team to get the input from the field to make our products better all the time."

"We're interested in finding out what kinds of problems operators have — not only with specific products, but with their daily business," Bill Rickett explained. "If we can design products that solve those problems, the operator will value that relationship. Our goal is to exceed the operator's expectations."

DOMESTIC SALES ARE GROWING

Dynamo must be meeting that goal, because sales in the U.S. continue on a steady growth curve. The company's market share in pool, air hockey, shuffleboard and table soccer are all growing. "The core products that we have now look real good and sales keep increasing every year," smiled Struhs. "Also we're developing several new ones that we're very excited about."

Pool tables are a bright spot, Bill Rickett said. "Operators look at pool with long-term investment in mind," he pointed out. "They look for products that give maximum appeal to the player for years and that is reliable, durable and serviceable. Price is probably the third factor on the list. We look at our tables after three years in tough locations, see where the 'wear points' are, and design metal stops or other improvements to beef it up. It's a continual process of evaluation to eliminate problems. For example, our cash door is designed so that if you have a break-in, you can replace the cash door and entire frame quickly and easily. It's been a big hit. We're also proud of our universal cueball separation system, which can handle oversized ball, magnetic ball, Dynamo ball, etc. or any other cueball and it will work."

Ed Love, Dynamo's Quality Control Manager, at work on the video game production line.

Dynamo Air Hockey remains a winner and led the firm's blending of electronics with classic table games. The overhead LED scoring, overhead lighting and (on one model) blacklight special effects all add zip and excitement to a game whose basic fun is never-ending.

Taking the same approach with shuffle alleys, Dynamo this year introduced *Bullseye,* which shortens gameplay down from 30 minutes to 8 minutes by using the "frame-based" gameplay (sort of like bowling). The game moves faster, players get more excitement, and money gets pumped into the cash box much more often. Operators will also like the tough new finish on this table which dramatically reduces maintenance and refinishing requirements.

Electronic glitz is even going to breathe new life into the soccer table — that humble product Dynamo began with 20 years ago. This fall, the company will begin production of *Striker,* featuring a pushbutton control panel for player's choice of three games; overhead LED scoring; adjustable pricing and many other PCB-run features. The classy white cabinet comes with transparent goal shields, too. Dynamo bowed the game at this year's ACME and has been painstakingly tweaking and refining it before actual production begins. Said Bill Rickett: "We consider *Striker* a true breakthrough product."

Dynamo is a big believer in promotion. Their air hockey tournaments are the stuff of legend, and the company belongs to the Bud Lite pool league which boasts 130,000 members. "It's fastest-growing such program in the country," declared Rickett. "It promotes pool effectively at player level to boost bar traffic and

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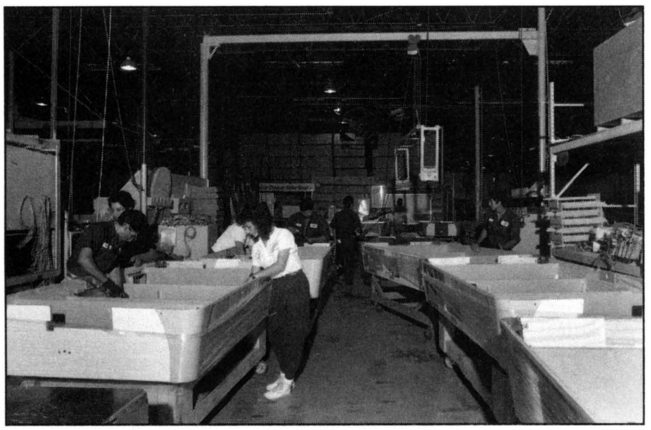

At left: Ileana Hocking, line supervisor of the pool & air hockey production. **At right:** A look at the pool production line at the Dynamo plant.

table income. That makes the league a win-win scenario."

Later this year, Dynamo will increase its league efforts under a unified "sports marketing" program for its other products as well. The company will roll out the new program with much fanfare later this year, tying in the promo package with the introduction of new products like *Striker*.

CONTRACT MANUFACTURING VS. VLTS

As many tradesters know, American video game "factories" are sometimes little more than sales offices and shipping depots for PCBs. Where is the actual game assembly done? Often, it's done in Richland Hills, Texas, where Dynamo provides quality workmanship and allows its customers to enjoy an attractive low overhead. For example, Dynamo builds every Namco-America game that's sold in this country. Dynamo also builds many Capcom videos and, at times, games for Sega, Taito and several others.

"We've experienced a boom in contract manufacturing," said Dynamo execs. "Our relationship with

Namco-America is a very special one. The products we manufacturer for them today are much more sophisticated than those we built 10 years ago. Our growth in technical abilities are on a very steep curve. As video products become more and more hi-tech, we feel we'll be involved through our contract manufacturing."

Dynamo's also getting hi-tech experience with its video lottery terminals. "We're licensed in Louisiana and Montana and are quietly developing a very strong product there," Mark Struhs said. Added Bill Rickett: "Currently the most advanced player interface is touchscreen technology. We have that and it works very well. The other major hi-tech area is communications, and our VLTs are capable of communicating with central computer. So we feel we're on leading edge of both of these developing technologies. When hi-tech becomes a reality for amusement games, Dynamo will already be experienced with it due to our VLT line."

True, operators in many states have run into roadblocks on new VLT markets. But Dynamo remains convinced that regulated, small-stakes gambling on the European model will happen. Dynamo also

Contact manufacturing is big at Dynamo. Shown here on the assembly line are Namco games *Lucky & Wild* (at left) and *Suzuka 8 Hours*.

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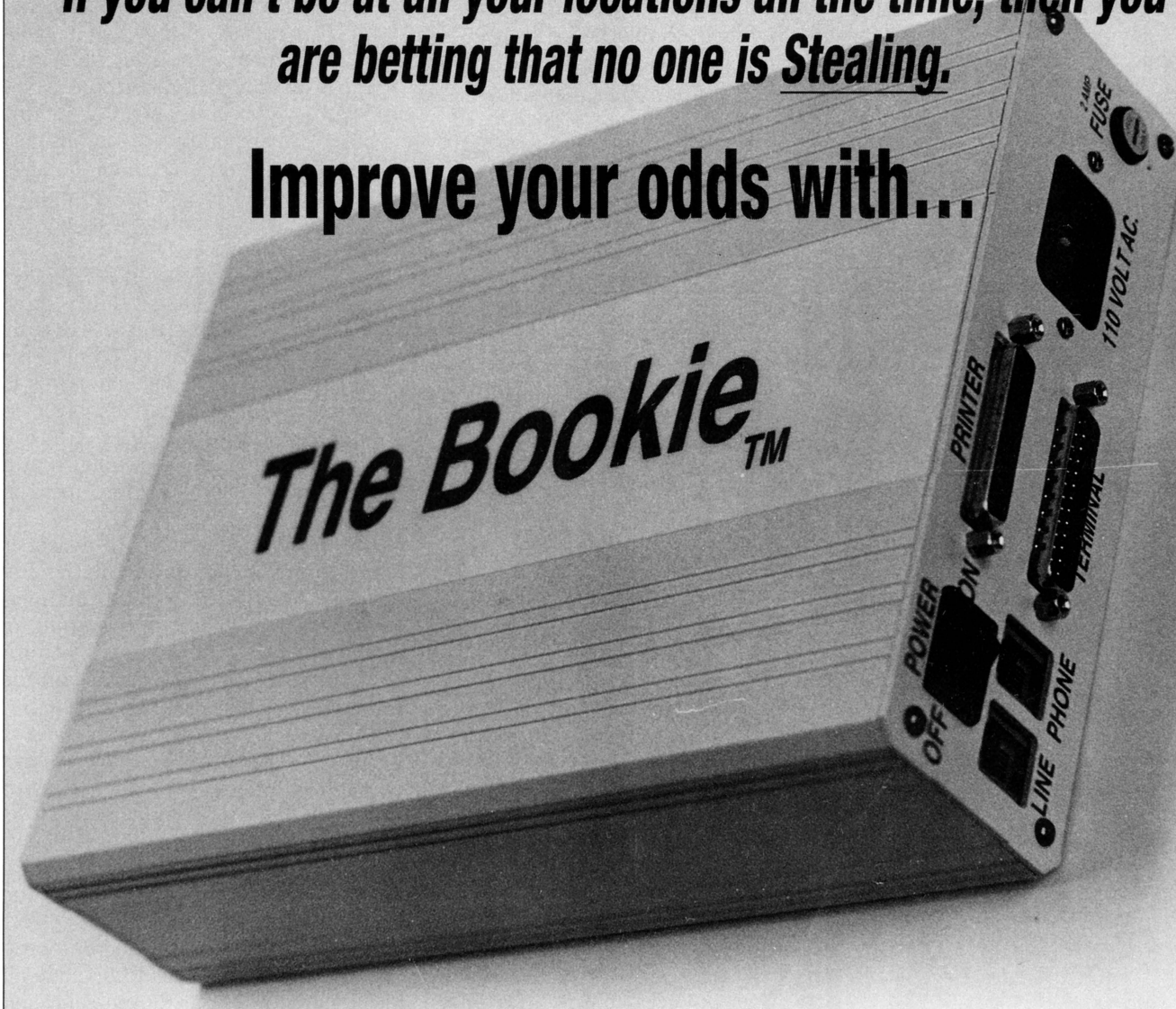

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believes this emerging market can help or harm operators in a dramatic way...so operators must be involved in the political process of shaping gaming markets in each state.

"We prefer to help the operator become involved if video lottery becomes reality in his state," said Rickett. "We saw an obligation to start developing VLT product to serve the operator. No matter what, operators can't afford to back away totally from the VLT market. If they won't be involved, they'd better step in and fight it to keep it from soaking up income from other machines in bar locations."

"SHRINKING GLOBE" MEANS BIGGER OPPORTUNITIES

While Dynamo's VLT business is primarily an American affair (for now), the company takes an aggressively global approach when it comes to amusement game sales. "Overseas sales are booming," smiled Mark Struhs, who concentrates on this area. "The export part of our business is growing at an even more dramatic rate than the rest of the company. Foreign sales account for about one third of our total."

Asia is the scene of today's hottest fire. "The entire Pacific Rim is moving for our business," Struhs declared. "China will be plum of the Asian market, and Taiwan seems to be a major gateway to doing business there so we're looking for ways to increase Dynamo's exposure and help satisfy that hunger for American amusements.

"The Latin American market is really growing for us," Struhs continued. "We're doing good business with four or five countries South of the Border, and we will attend AAMA's Mexico City show and the Salex show with major exhibits.

"A big chunk of our business is Europe," Mark went on. "We're experiencing a boom with air hockey in England. The Gauselmann Group is doing great with our pool tables in Germany and thereabouts. We're excited about business across the continent."

Effects of a more-unified European are prodding factories to upgrade all along the line, Bill Rickett said...and this will have a worldwide impact. "The world market is telling us not only do we have to meet their quality standards, but we have to prove that we use the right process for achieving those standards," he explained. "This involves a lot of testing and documentation. It's a big change from the typical American approach of 'the end justifies the means.'"

Active as Dynamo already is overseas, the company anticipates striking into new countries on a continuing basis. Dynamo is also working on "strategic relationships" to adapt foreign products to the U.S. market where appropriate. "For example," said Rickett, "we're doing big business with Sega Japan on air hockey in that country, and we want to expand that relationship to increase sales to other countries. We think long-term

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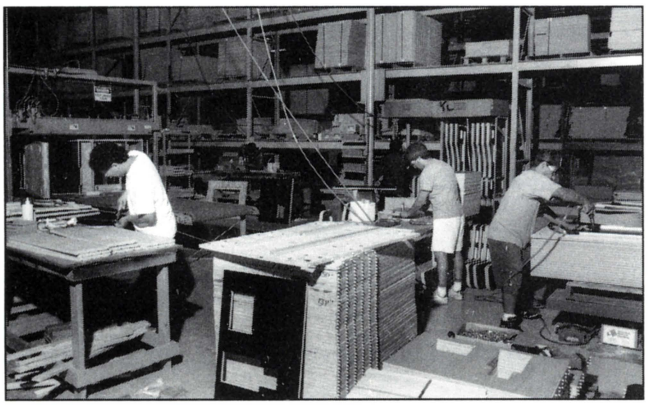

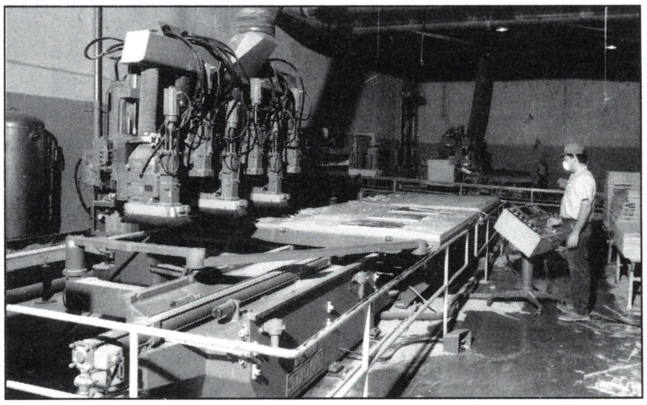

At left: The dowel construction method for video game cabinet production. **At right:** Dynamo's "Shoda" computerized routing equipment.

success will mean the ability to buy and sell into every major market around the world."

LOOKING TO THE FUTURE

"Long-term" is a phrase you hear a lot from Dynamo, whether in regard to product ROI, global marketing plans, league promotions, or internal quality upgrades. "We don't take the next 20 years for granted," Mark Struhs stressed. "We see a lot factors changing our business in a dramatic way and we are changing our company accordingly."

Challenge and opportunity are two sides of the same coin, said Bill Rickett. "The world is getting smaller in terms of increased global competition and greater worldwide communication technology," he pointed out. "We want to use that as an advantage. The market is getting more challenging...but for those who meet the challenge, the opportunities will be better than ever."

In all, Dynamo has earned the right to look back on the past 20 years with pride...and to look forward to the future with confidence. "I want to say a special thanks to all of our friends in the industry who've shown such confidence in us," Bill Rickett said. "They've put up with our mistakes, shared our successes and we deeply appreciate their help. I've really enjoyed these two decades in coin-op, and we're looking forward to a great future."

Call the friendly folks Dynamo Corp. to wish them "congrats" on their 20th anny (be sure to ask Bill Rickett, "What does a 1973 soccer table have in common with a plate of spaghetti?"). The firm's toll-free number is 800/527-6054. ◆

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HOME-GROWN QUALITY

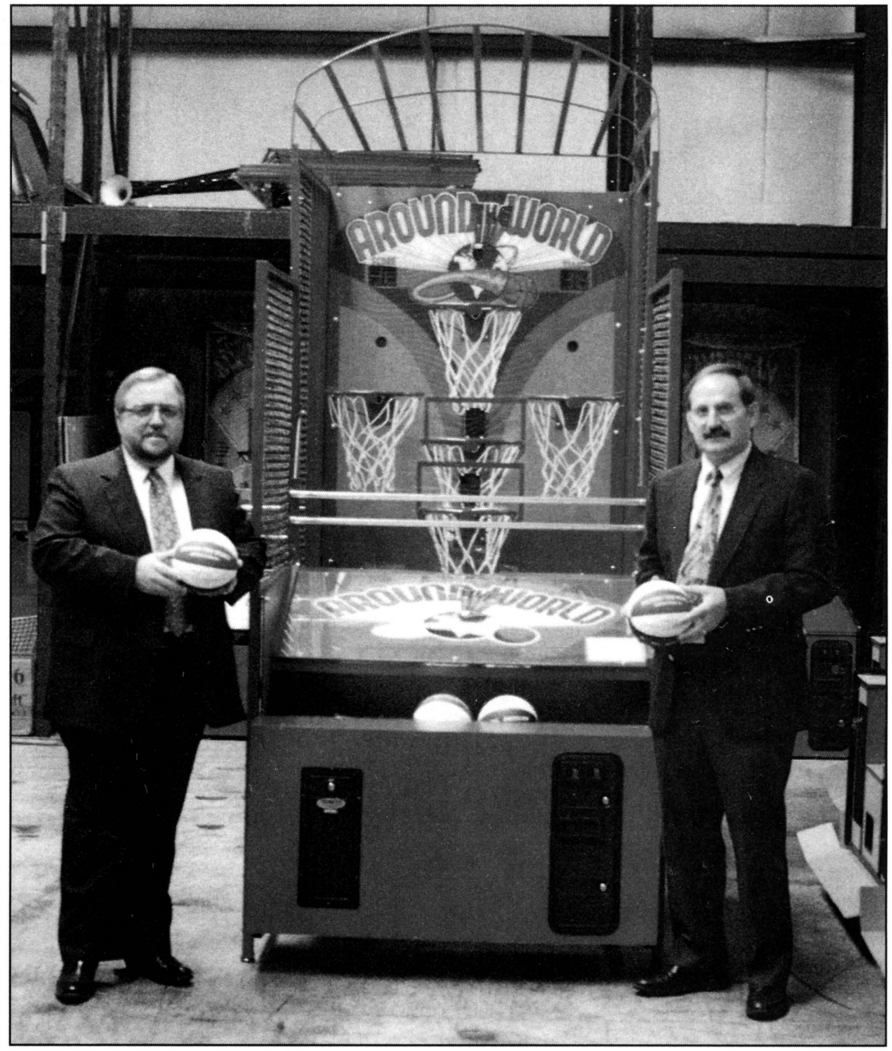
Upper East Tennessee Distributing offers a great redemption line

Imagination and execution are the key components of any business, and they can be found at Upper East Tennessee Distributing (Gray, Ind.). Owned by Gary Sanders and Clarence Mabe, UETD is a subsidiary of their S&M Amusements, Inc.

The staff of 24 employees who work in UETD's 20,000 sq. ft. facility are busy manufacturing and marketing their redemption games, which are designed in-house. Well-known and successful titles from UETD include *Toss 'Em,* a kiddie-sized skee alley game; *Jr. All American,* a kiddie basketball game; and *Around the World,* a multi-hoop basketball game.

Clarence Mabe got started in the trade by operating video games several years before he teamed up with Gary Sanders to run cranes in 1985. After a couple of successful years of operation (particularly in truck stops), the team realized there was a niche for kid-sized redemption games. *Toss 'Em* and *Jr. All American* were born. Their success was instant and the games are still solid earners today.

The firm's 20,000-sq.-ft. facility.



Upper East Tennessee Owners Gary Sanders and Clarence Mabe with their *Around The World.*

How solid? "The *Toss 'Em* and *Jr. All American* games we purchased from you have greatly exceeded our expectations for earnings," Showbiz Pizza Place (Johnson City, Tenn.) recently wrote to UETD. "Both games have been well received by children and adults alike. It seems these games were just what we needed to fill a gap in our game choices for the smaller children."

The idea for the grown-up sized *Around the World* came from Mabe's experience as a high school basketball coach. "Previous coin-op basketball games tended to be rapid-fire shooting games," said Clarence. "I wanted to make a game based on a popular kids' practice game, 'around the world.' Since we lacked space for five shooting positions, we substituted five goals that you shoot separately by arrow indicators." The company calls the game a "blistering success."

So much for great imagination. Great execution comes in when Gary Sanders builds the games. To guaran-

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tee top quality, UETD decided to build the games themselves. "We want our games to last a lifetime," Gary said. Using fine woods from Ken Wells in Spartanburg, S.C. and the super electronics from Deltronics Labs, the firm makes, assembles and tests its products right in the plant in Gray, Tenn. Years of hands-on operating experience adds invaluable perspective to the testing and quality control phases. "Anything we build has to be built from the standpoint of longevity," Sanders declared.

Above: Upper East's Marketing Mgr. Chris Larkins. **At top,** Chris Sanders and Dennis Ayers in the new game assembly area.

UETD has also assisted in the design and manufacture of successful redemption games from other factories. They also import and distribute *Gold Mine.* More exciting redemption titles are on the drawing board, too. Coin Concepts, Inc. holds sole distributorship rights for *Toss 'Em* and *Jr. All American,* while UETD retains retail rights for these titles and also distributes and retails *Around the World.*

To learn more, contact the firm's marketing manager Chris Larkins. That's Upper East Tennessee Distributing, P.O. Box 8607, Gray, TN 37615. Phone is 615/477-4619. Fax is 619/477-4495. ◆

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LEGAL QUESTIONS

BY RICHARD STERN

HOW DO YOU TELL A LEGAL SPEED-UP KIT FROM AN ILLEGAL ONE?

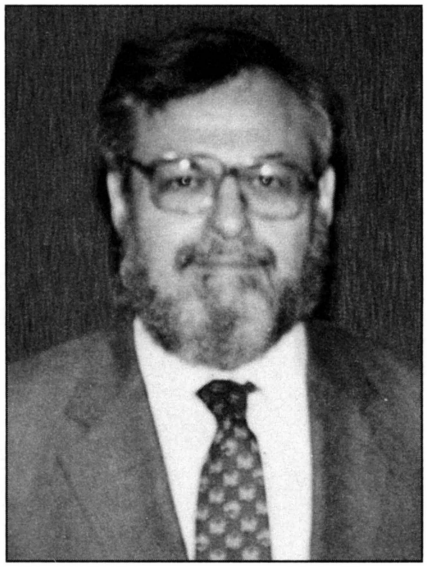
Merritt & Hagen are taking a well-deserved "vacation" from the Legal Questions column for a couple of months. This month and next, we run a special report written for RePlay *by well-known copyright and patent attorney Richard H. Stern. In it, he explains his view of the difference between legal and illegal speed-up kits.*

Capcom attorney Ian Rose has been invited to write a reply (or possibly an opposing view). If such is submitted, it will appear in this column in the issues immediately following Mr. Stern's essay.

Mr. Stern, a partner in the Arlington, Va. firm of Oblon, Spivak, McClelland, Maier & Neustadt, represented "Red Baron" Bill Beckham in the Double Dragon *parallel importation copyright infringement litigation. That litigation led to Congress' passage of the law giving operators the right to "publicly perform" genuine parallel import games. Mr. Stern is also an Adjunct Professor of Law at The George Washington University's National Law Center.*

Operators' interest in speed-up kits has greatly increased in the last several years as a result of several factors. One has been Galoob's unexpected success against Nintendo in gaining a federal court victory for Galoob's *Game Genie*, a speed-up kit variant for home video game equipment.

Another factor has been operators' increasing problems with their bottom line: how can you coax a few extra dollars out of an expensive dedicated game before it completely dies? To some operators, the promise of a slight increase in return on investment may seem like the difference between hanging in there and going broke.



ATTORNEY RICHARD STERN

Finally, the phenomenal success of *Street Fighter* in various editions and variations may have spurred some operators' and distributors' interest in seeing whether they, too, could participate in the bonanza, without running afoul of the copyright laws.

A major problem that this has raised, is how to tell the difference between legal and illegal speed-up kits. Although only a few speed-up kit cases have been decided, they do point to some guidelines permitting a judgment to be made about the most common speed-up kit situations.

The first question is, "What kind of speed-up kit is it?" Several very different things are called speed-up kits. They include simple hardware devices, ROM substitutions, and signal-interceptor circuits.

HARDWARE

At one extreme is something that isn't even a kit. It is more a video game hacker's trick. You cut the trace to the printed circuit board's block chip output pin. Then you patch in a wire from the main part of the trace to an adjacent output pin of the same chip, so as to double the clock speed. This makes the game run twice as fast. A more elegant version of the same expedient is to insert a two-pole switch, so that you can select between normal and double-speed operation by flipping the switch to connect one or the other clock chip output pins.

Is the double-speed version of the video game a copyright infringement?

As usual with legal cases, arguments can be made both ways. Doubling clock speed by selecting a different output pin from the clock is very much like one of the hypothetical cases that the first court seriously to address speed-up kits posed as a "thought experiment." In *Midway Mfg. Co. vs. Arctic International, Inc.*,[1] to help it reach the answers to copyright questions about the speed-up kit case actually before it, the Seventh Circuit (Chicago federal appeals court) asked itself this question: "Is playing a 45 rpm record at 78 rpm in a discotheque a copyright infringement?" The court answered itself, "No," on the ground that, because few people want to do that, the matter is one of little or no economic importance to copyright owners. Therefore, the court said, it is not a copyright infringement to speed 45 rpm records up to 78 rpms at your discotheque. That is not much of an answer, but it satisfied the court.

Should you say the same thing about doubling the speed of *Street Fighter* by fiddling around with the printed circuit board's clock chip's output pins? If a court believes that doubling the speed of a video game is equivalent to playing a 45 rpm record at 78 rpm, give or take 30 percent, it should give a pass to a speed doubler for *Street Fighter*. One may question whether it really makes sense, however, to try to decide questions like this by making dubious analogies between video games and LP records. It is also questionable that you can reach a sound result about whether some challenged conduct is copy-

right infringement, by asking whether many or few people want to engage in the conduct.

Questions like that may be self-defeating, like the form of ordeal by water in which the guilty float and the innocent sink and drown. If few or no people want to do something, why would a copyright infringement dispute arise over it? How is the question relevant, then?

The cost of a copyright infringement lawsuit begins at about $30,000 to $50,000 and can easily run far beyond that. If a case before a court involves something challenged as copyright infringement, it is likely that somebody must be interested in doing whatever is being challenged. Unless that were so, neither side would be running up legal expenses. Accordingly, if parties get into a lawsuit over hardware modifications, such as speed-up buttons or extra fire power buttons, there has to be economic value at stake; otherwise, two litigants are making a big mistake or really standing up for principle. In any event, a court cannot sensibly decide such cases by making an inquiry into whether people really want to do what the plaintiff is suing the defendant about.

Another possible answer, not considered by the *Arctic* court, would be that hardware devices cannot infringe a software copyright such as that in a video game. On the other hand, video game manufacturers would maintain that the hardware just as well as software can infringe their copyrights. The question is arguable both ways, but I would think that most district courts would see nothing wrong with an operator's reworking the mechanical or hardware aspects of equipment that he purchased and owned. It looks very much like souping up the engine of your Ford, which a judge knows is not copyright infringement.

Speed-up buttons and extra fire-power buttons probably will not be held to cause copyright infringement, either because they are hardware or because the changes that they make in the copyrighted aspects of a game are too slight to create any copyright infringement. Maybe splicing a whole new ending on *Gone With The Wind* is a copyright infringement (see *RePlay,* May 1993, p. 34), but for an owner of a copy to edit out a few frames of scenes to make the film's length fit an available time slot is probably innocuous.

DERIVATIVE WORKS

The actual speed-up kit that the court had to consider in the *Arctic* case was more complicated, and it was a software rather than hardware device. The speed-up kit worked with the *Galaxian* video game (not the *Pac-Man* game, as incorrectly stated in the May 1993 issue of *RePlay*). The trial court's opinion[2] described *Arctic's* speed-up kit as a printed circuit board containing five EPROMs in which was stored a large amount of code copies from Midway's ROMs. The EPROMs also contained varia-

tions on the original instructions in Midway's program ROMs, so that the characters moved faster and the number of attacking "aliens" on screen was increased.

The Seventh Circuit chose not to focus on the copying of code from the original *Galaxian* game, which in itself would have furnished a basis for finding copyright infringement under section 106[1] of the Copyright Act(1). That section of the law gives copyright owners the exclusive right to reproduce copies of their works. The court was also not concerned with any technical details about how the speed-up kit operated. It decided to base the outcome of the case on the question of whether or not a speed-up kit cause preparation of a "derivative work." If it did, that would be a violation of section 106[(2)] of the Copyright Act, which gives copyright owners the exclusive right to prepare derivative works based on their copyrighted works.

What is a derivative work? Under copyright law, derivative works involved such things as turning novels or plays into motion pictures; making drawings from statutes, or statues from drawings; and digesting and condensing articles. A further extension of the concept might include painting a moustache on a reproduction of the Mona Lisa, thereby producing a new artistic work. On the other hand, a really minor change, such as painting a sculpture of a horse a different color, has no copyright significance at all. How does all of that apply to video games? (Not very well. Is speeding up a video game really like painting a moustache on the Mona Lisa?)

The Seventh Circuit decided to answer the question of whether the speed-up kit caused a derivative work to be prepared, by focusing on the general economic value of speed-up kits. Clearly, a speed-up kit generated new and added revenue, since it produced extra revenue for an operator, which he could no longer generated with the original equipment that he had bought. The reason was that most players were too bored with the original game to want to play it any longer; other players would monopolize the use of the game for hours with a single quarter, because the game had become so familiar and easy.

The legal question was, "Who should enjoy th extra revenue that the speed-up kit generated: Midway or the operators?" Depending on the answer, the court thought, the speed-up kit would, or would not, cause preparation of a derivative work.

The court said that the answer was that "video game copyright owners would undoubtedly like to lay their hands on some of that extra revenue and therefore it cannot be assumed that licensees [meaning operators] are implictly authorized to use" speed-up kits. That, in turn, meant to the court that there was an infringing derivative work. Therefore the speed-up kit was illegal.

The problem with this kind of analysis is that operators, also, "would undoubtedly like to lay their hands on" the same extra revenue. The court failed to explain why Midway, rather than the operators, should be awarded first place in the race for laying of hands on revenue, or why there shouldn't be a compromise under which both sides shared the extra revenue. Maybe the question the court asked is the right one, but the court did not support its answer by anything but a "because I say so." That is the basic flaw in the *Arctic* decision.

For that reason, it is questionable that other courts, in other parts of the country, would follow the Seventh Circuit's legal analysis that a speed-up kit causes preparation of an infringing derivative work. One court, in the *Galoob* case, discussed below, refused to follow the Seventh Circuit's reasoning and held that no derivative work existed in very similar factual circumstances. Another federal court simply avoided the question in a case decided right after *Arctic*. In *Midway Mfg. Co. v. Strohon*[4], the Chicago federal trial court dealt with a *Pac-Man* speed-up kit similar to Arctic's *Galaxian* speed-up kit. The defendant's speed-up kit produced a version of *Pac-Man* that

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did not resemble the original; however, the EPROMs contained a large amount of copied code. The court therefore found that the defendant did not infringe the copyright in Midway's audiovisual work (the screens of the game), but did infringe the copyright in Midway's computer program.

Apparently, the court did not consider the visual aspects of the defendant's game to be a derivative work based on *Pac-Man*, because the defendant's screens did not look substantially similar to the screens of *Pac-Man*. That is probably sound. A derivative work is not just a work derived in some way from an earlier work. Rather, a derivative work also takes recognizable, expressive aspects from the original work.

ROM-SUBSTITUTION KITS

Regardless of the derivative work issue, and despite the Seventh Circuit's academic, economic-theory approach to speed-up kits, one guideline about speed-up kits emerges from these two Chicago cases. If a speed-up kit contains EPROMs in which a substantial amount of copied code is stored, then manufacture and sale of the speed-up kit will probably violate section 106(1) of the Copyright Act because there is an illegal copy. Use of the kit will likely result in an illegal public performance of the copyrighted work, in violation of section 106(4) of the Copyright Act.

You can usually recognize this type of speed-up kit by the fact that the user must remove some ROMs from the original printed circuit board and substitute EPROMs from the speed-up kit for them. Or, the user must remove a whole printed circuit board or other module and connect up another on in place of it. Such ROM-substitution speed-up kits involve the removal of code-containing ROMs and their replacement with other ROMs that may contain some of the same code as that contained in the removed ROMs.

In some circumstances, there may

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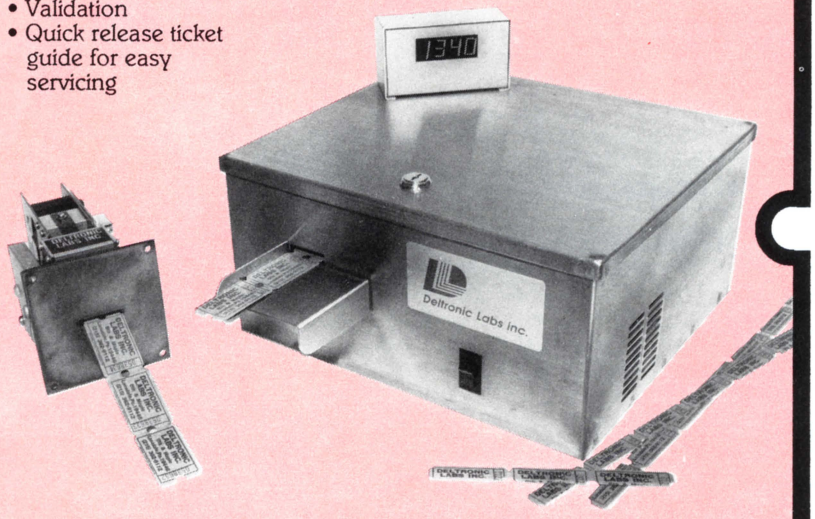

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be legitimate justifications for doing this, but "trafficking" (as video game copyright owners like to call it) in ROMs containing copied code is risky. A wrong interpretation of the circumstances, or counsel's legal interpretation that a court decides to accept, may lead to civil liability for copyright infringement[5].

NECESSARY ADAPTATIONS

Having said that, it seems to me that an operator may nonetheless have a valid defense, under section 117 of the Copyright Act, against copyright liability for use even of the ROM-substitution type of speed-up kit. Section 117 allows an owner of a computer program to make adaptations and modifications of the computer program that are necessary to the practical economic use of the owner's property (here the video game unit)[6].

If the operator can persuade the court that speed-up adaptations or modifications of a "dying" game are necessary, given the market situation and the operator's economic circumstances, the court should excuse the use of the speed-up kit as part of the operator's right to prolong and maintain the economic value of his property. He should be entitled to do that, just as he would be entitled to prolong a truck's life by appropriate repair and, if necessary, modification. Furthermore, having profited from originally selling the game to the operator, the manufacturer should be "estopped" from asserting any copyright to keep the operator from enjoying full property ownership rights to benefit from the economic use of the property.

If the operator cannot persuade the court on this point, however, the court will probably hold him liable for copyright infringement. The *Arctic* and *Strohon* cases indicate that, in the Seventh Circuit (Illinois, Wisconsin, Indiana) the operator will face an uphill battle, to say the least, in persuading the court.

FOOTNOTES:

1. 704 F.2d 1009 (7th Cir.), *cert. denied,* 464 U.S. 823 (1983).

2. 547 F.Supp. 999, 1004, 1013-14 (N.D. Ill. 1982).

3. That was how the court decided another part of the same case, involving *Pac-Man* copy boards.

4. 564 F.Supp. 741 (N.D. Ill. 1983).

5. Distributors should be aware that the recently amended criminal penalties provision of the copyright law can apply, in some circumstances. A person who "willfully" makes, sells, and/or rents at least 10 copies of one or more infringing works during a 180-day period, "for purposes of commercial advantage or private financial gain" — where the total value of the illegal copies exceeds $2,500 — commits a felony punishable by imprisonment for up to five years. This provision does not apply to operators, because they do not make, sell, or rent speed-up kits. Providing them for game players' use may be a public performance, but it is not a rental or other distribution under the copyright law.

6. The computer program of a video game generates visual displays. Modification of the computer program also causes modification of the displays. The adaptation right under section 117 specifically applies to computer programs, not visual displays, but the two must be viewed as a unit.

7. 964 F.2d 965 (9th Cir. 1992), aff'g 780 F.Supp. 1283 (N.D. Cal. 1991), *cert. denied,* 112 S.Ct. — (1993).

[Editor's Note: Part two of Richard's essay deals with the Galoob case and speed-up kits which intercept the signal of the original game. It will appear in our August issue. By the way, regarding Richard's comments on an analogy made by RePlay *to editing a new ending on* Gone With the Wind: *even cutting scenes out of a movie can have serious artistic implications. We once heard of a Hong Kong theater owner who cut all the songs out of "his" print of* The Sound of Music *because they didn't move the plot along. The theater owner was able to fit more showings of the shortened film into his theater each day, therefore earning more money. The studio was mightily displeased, but we don't know if they sued on copyright grounds or not. —* RePlay.] ◆

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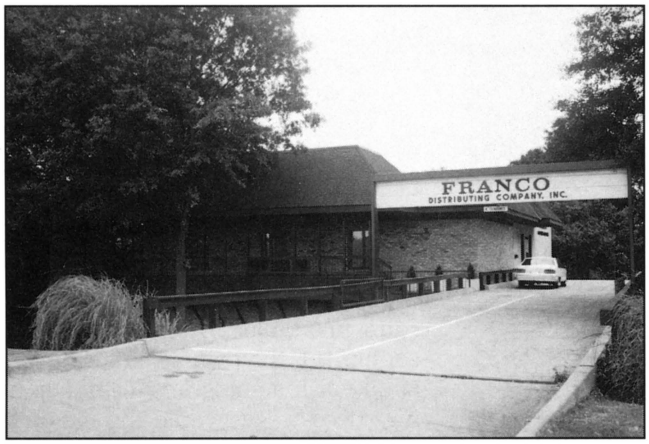


At left: Franco Dist. Co.'s front entrance at Spruce Street in Montgomery, Alabama. Designed specifically for the dealership, the facility is conveniently located on an access road to I-85, one of the region's two major highways. **Right:** Delivery entrance at Jean Street shows large-capacity loading docks for big trucks. "This used to be a pickup truck business, but it changed," smiled Rubin Franco. "When we designed our new facility 15 years ago, one of our main requirements was bigger loading docks."

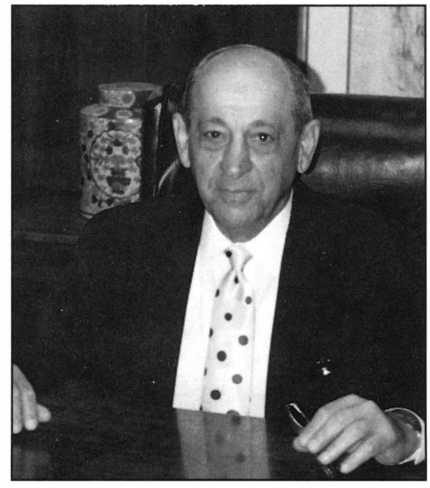
THE QUIET EDUCATOR

Rubin Franco offers wisdom gleaned from 64 years in coin-op; his Franco Distributing Co. plays fair and keeps current

"A good bit of a distributor's job is to be an educator," says Rubin Franco in a soft Southern drawl. "Sometimes you do it formally with a school, but you do it all the time in quiet ways over the telephone with a customer. Maybe it's something you've learned over the years, or maybe you pass along something you just heard, day by day. You've always got to educate and communicate."

The president of Franco Distributing Co. (Montgomery, Ala.) has plenty to teach. Rubin's father David founded the dealership in 1928, the year Rubin was born. The youngster grew up spending his summers and free time making collections and sales calls. "I was kind of born into the business," he smiled. "It's a lot of learnin' it by doin' it." He took over the dealership 31 years ago, along with his partners (and brothers-in-law) Morris Piha and Joe Capilouto. Rubin's been providing sales and service to regional operators ever since.

The success of Franco Distributing prompted the formation of a sister company in 1964 when the three partners founded Greater Southern Distributing (Atlanta). Morris Piha has run that ever since (with the help Rubin's nephews Rubin Piha and David Capilouto). Today the two firms are almost the "east and west divisions" of a family-owned business.



Rubin Franco, president of Franco Distributing, says "The basic fundamental part of our business does not change — we entertain people inexpensively. Prices and technology change, constantly. But entertainment is still the key word."

Today Franco Distributing covers a 300 mile radius around Montgomery (except Greater Southern territory, of course). It's a full-service dealership with 30 lines of amusement equipment (covering the spectrum of top videos, pins, jukeboxes, redemption and sports games) as well as full lines of vending equipment. The firm does brisk business in used equipment, but a very solid majority of sales is in new product.

The dealership's 16-person team works in a strategically-located, 20,000 sq. ft. facility just a couple of miles from the intersection of the state's two major highways, I-85 and I-65. Key staff is comprised of office manager Mike Crew, accountant Carrie Saunders, salesmen Jeff Green and Craig Boyd, and parts manager Wayne Barwick. Providing service are technicians Travis Cheatwood, Harry Jinright and Bruce Dingman; while truck drivers Frank Hill and Otis McCall make pickups and deliveries in the Franco truck. Secretaries Melissa Traywick and Linda Levins help keep the office humming.

Designed and built 15 years ago specifically for Franco Distributing,

Seated from left to right: the friendly Franco office staff includes Carrie Saunders, Linda Levins, Melissa Traywick, and (standing) office manager Mike Crew.

the firm's building boasts everything a dealer needs. Customers walk in the front entrance to a spacious showroom, with sales offices around the perimeter. Further back is the used game rooms, repair facilities, warehouse, and loading docks that were specially designed to handle big pool tables, etc.

After spending a lifetime in coin-op, Rubin says the biggest constant is change. "Our business is fascinating because the equipment keeps changing," he observed. "I enjoy the day to day challenge this presents. Being alert to what's happening keeps you young, keeps the juices flowing, and keeps the activity going. It also helps our customers. We want to keep watching product, to be on top of whatever new and innovative equipment comes to the marketplace. We want to be well-qualified to understand, explain, and recommend it to our operators."

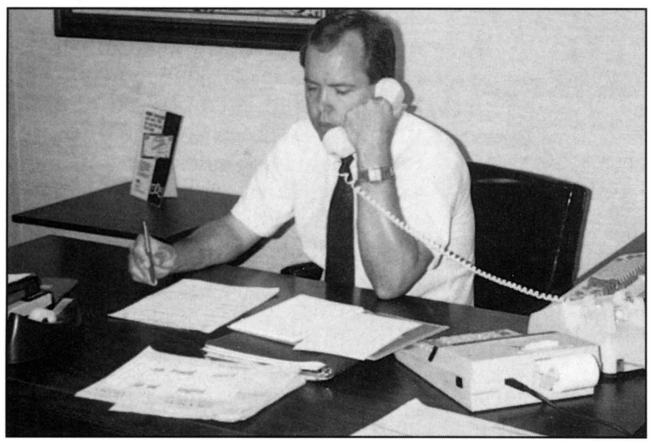
And yet, the role of distribution remains a constant, Rubin said. "Our basic philosophy is to help our operator customers pick out the best product for their marketplace, to maximize their profits. That enables them to spend more money with us, which enables us to maximize our profits."

The Deep South is a competitive market, but Franco Distributing cites experience, fairness and knowledge as its competitive edge. "We're in the middle of several other distributorships — always have been," Rubin chuckled. "We do whatever we can to keep our operators profitable and healthy. We've got 64 years experience in the business, which nobody else has. We place great value on always being fair and equitable with our operator customers and our manufacturer suppliers. We believe we've built a reputation for fairness, and they appreciate that."

Alabama and Mississippi's economy is stable, if unspectacular, Rubin observed. "Right now it appears to be getting a little better. As far as our industry's concerned, it's been moderately good because we've had excellent equipment for the last year — strong videos, strong pinballs, and solid jukeboxes. If we've got good equipment, the coin-op industry can be like fish a going upstream, enjoying success even when the national economy is awful. But you have to have good product."

As in the rest of the country, Franco's customer base is seeing mom and pops continuing to slowly drop out, while big operators keep getting bigger and new businessmen and women are entering the family fun center market. "There aren't that many customers in the region," Rubin said.

Area operators' financial position has been stronger the last year or two. "Collections and payments are both better," Rubin stated. "We help operators finance 50% of our sales. Most the rest are paying on 30-60-90 days, and a few are getting financing through their banks." Rubin also gives a nod to better management by factories. "Inventory is under proper control," he said. "I think everybody at all levels of the industry is managing inventory more astutely. It doesn't help factories when they overload distributors. I can't force my operators to absorb bad equipment, because then they can't buy the good equipment when it comes out."



Busy Franco Distributing salesman Jeff Greene keeps in close touch with their operator customers by phone.

There's driver Frank Hill behind the wheel of the Franco Dist. Co. delivery truck, which picks up and delivers equipment in a 300 mile radius around Montgomery.

Left: Franco's new equipment showroom features classy recessed lighting, wall-to-wall carpet & plenty of space. "Our showroom was designed to give maximum exposure to the equipment, allowing customers to see everything easily and make a decision," said Rubin Franco. **Right:** After you walk through the new game showroom you arrive at the used equipment display area, where Franco does a brisk business in refurbished goods.

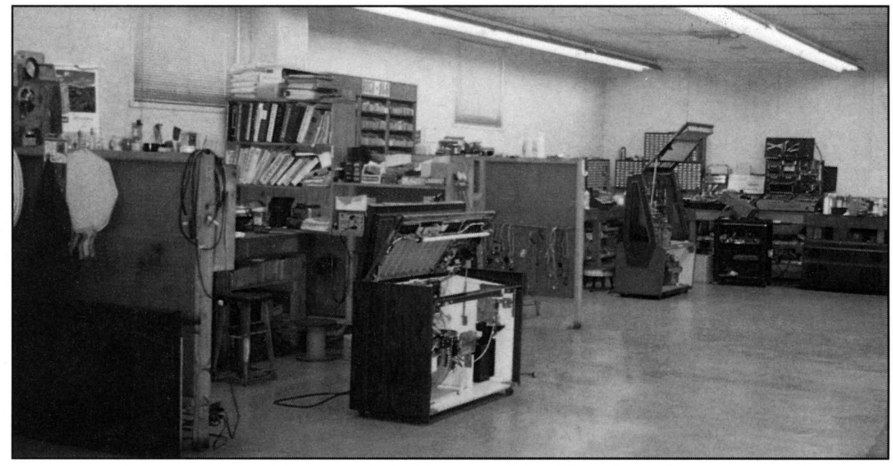
Franco Distributing is also active in the vending market, but Rubin says "It's been soft. Vending goes right along with the rest of the economy. There was a burst of confidence when the new President took office, but that's faded. There's been no technological breakthrough since the glass front."

For the future, Rubin is eagerly anticipating new technology, but he knows the tried-and-true principles of coin-op entertainment will remain the foundation of the business. "There's an awful lot of conversation about virtual reality, for example," he said. "If we can get good product using that technology, the market will move in that direction. But it's got to be something entertaining for our customers!"

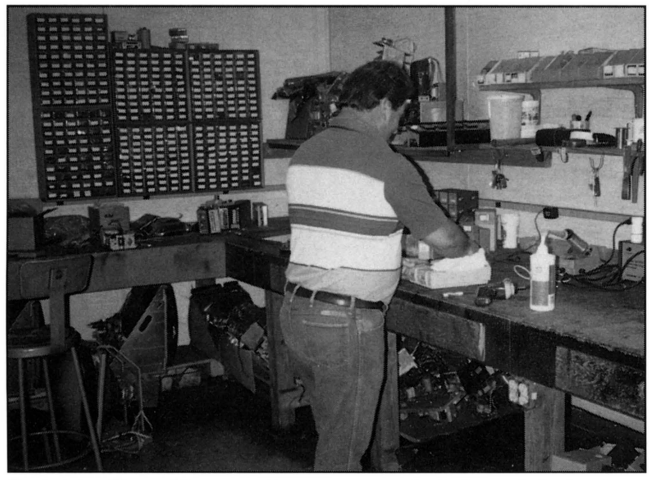
Short of a hi-tech revolution, Rubin foresees "moderately strong" sales for the rest of 1993. "I think we're at a crossroads. It's up to manufacturing to bring out solid new titles that can help us keep going with good video and pinball collections, or not," he said simply.

Whatever the future, Franco Distributing will be right on the cutting edge, helping its customers apply time-tested coin-op business strategies to new-fangled computer-driven equipment. And Rubin Franco plans to keep the firm on course — learning and educating, advising and communicating, selling and servicing.

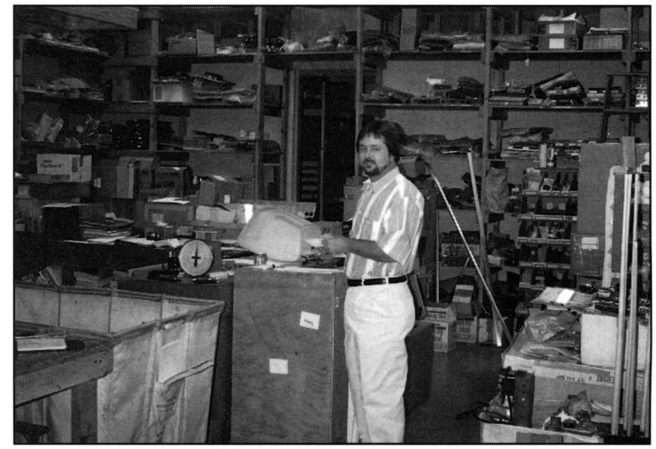
Franco Distributing Co., Inc. is located at 1469 Jean St., Box 927, Montgomery, AL 36107; phone: 205/834-3455 or (toll-free) 800/998-3455.



In Franco Distributing Co. service, "each technician has his own private workspace," said Rubin Franco. "This helps achieve maximum productivity."



Technician Bruce Dingman cleans up a repaired piece of electronics.

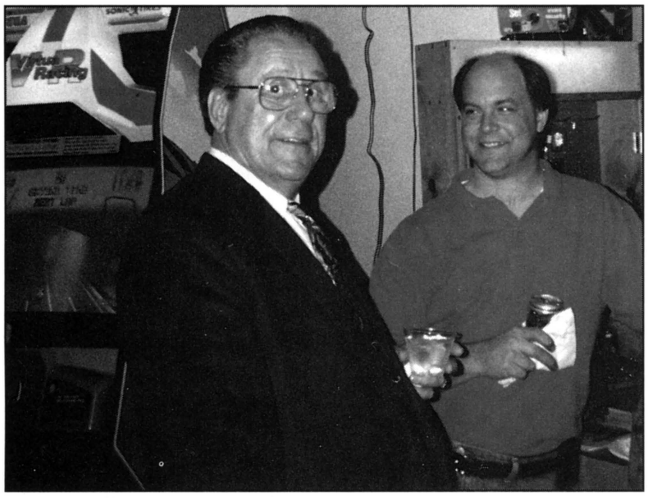


Further back in the building is the parts department, shown here with manager Wayne Barwick.

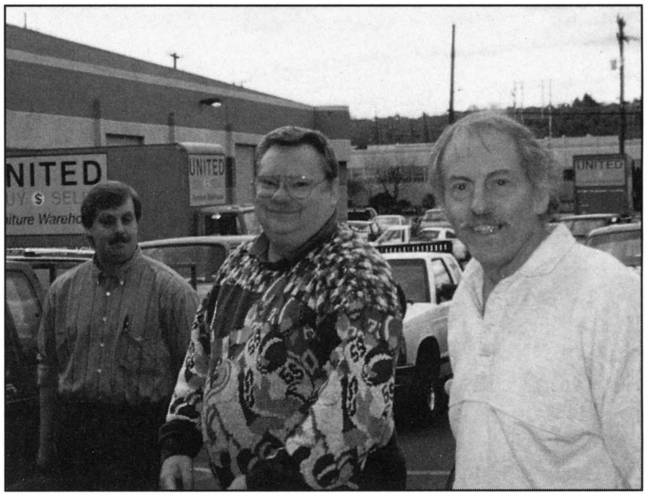
OPEN HOUSE

NEW PRODUCT SALUTE

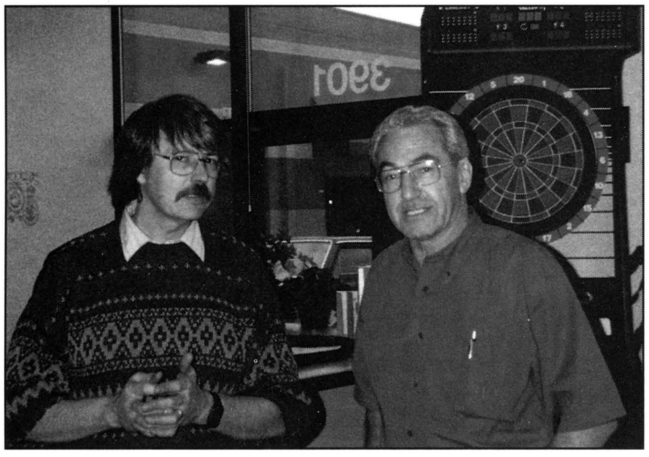
General Coin calls operators to its fun post-ACME product showing



Silver Coin's Mel Tripplet and Nelson & Michael's Ralph Carlson.

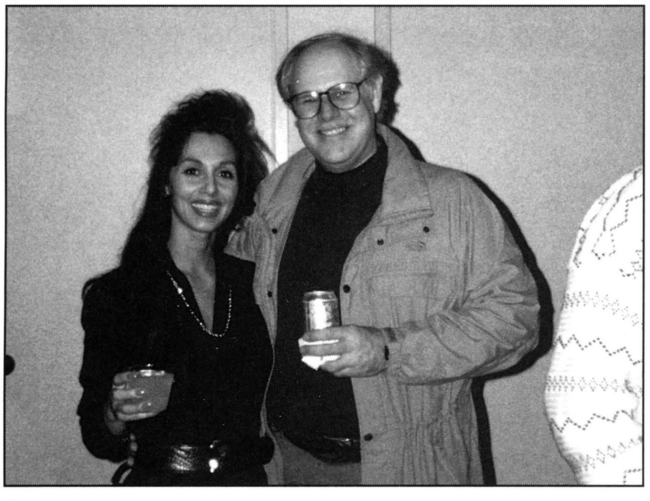


Mike Timmons, Jack Durban and General's Dave Peterson.

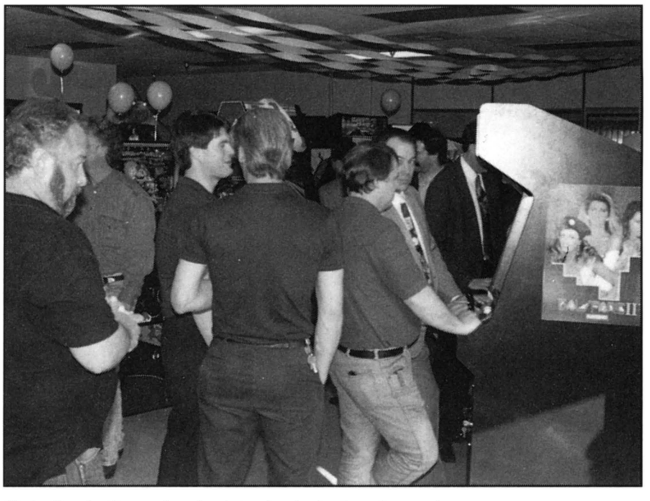


Gary Cichy of Quarters Arcade with Harold Siegel of B&G Music.

Factory reps Joe Gilbert and Mike Taylor flank G.C.'s Amy Oglesbee.



Gamemasters' Chris Strict with a friend at the open house.



Gals Panic 2 received a lot of admiration from showgoers.

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OPEN HOUSE

TAKEOFF TIME AT BETSON PITTSBURGH

newest dealership in Betson Distributing empire flies high with grand opening

With enough black and gold balloons to lift the entire building off the ground, Betson Pittsburgh Distributing Co. held its grand opening celebration on Sunday, May 16. "It looked like a Steeler homecoming weekend," smiled general manager Jim Wittler. Added assistant manger Lou Larson: "Customers and manufacturer reps took the place by storm!"

Betson Pittsburgh had plenty to celebrate. The dealership is located in a new facility on 2707 W. Carson St. They advertised the "largest display of new coin-op equipment in the tri-state area" (their market is Western Pennsylvania, plus parts of West Virginia and Maryland). Betson says it lived up to that promise with 27 factory lines on show.

Execs from H. Betti Industries (parent company of the Betson distributing chain) participated in the celebration. The presence of HBI chairman Peter Betti and Betson Enterprises prexy Joe Cirillo certainly added luster and "coin-op star power" to the event. They helped the Betson Pittsburgh crew with "meeting and greeting" of customers. Their visit strongly demonstrated Betson's commitment to this market.

Factory suppliers provided lots of great door prizes; Betson itself plied guests with plentiful food and drink. The bottom line: lots of fun and a new dealership that's firmly stamped its identity on the industry "map." Speaking of maps, the new place's location is three-tenths of a mile past the Corliss Tunnel (on Rt. 51, toward McKees Rocks, Pa.). "We're convenient to all points of the compass," smiled Jim and Lou.

Full address and phones are: Betson Pittsburgh Distributing, 2702 W. Carson St., Pittsburgh, PA 15204-1953. The phone is 412/331-8703. Toll-free number is 800/858-2705. Fax is 412-331-8831.

WMS's Rachel Davies chats up *Twilight Zone* with Mike Surma (Kay's Music); dealer's Bob Busche & Jim Wittler listen in.

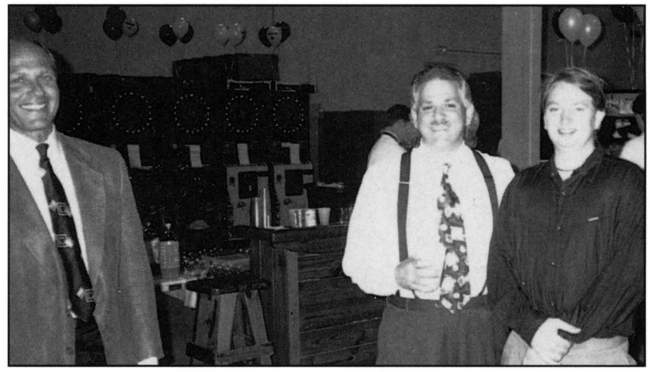
Betson Pittsburgh's Jim Wittler & Lou Larson with Rowe's Joel Friedman at the handsome new facility on 2707 W. Carson St.

Above: Bob Busche of Betson with WMS's Rachel Davies. **Right:** Pictured from left to right, Arachnid's Bob Mills, Don Liberatore (Canonsburg Amusements) & Arachnid's Ange Giagavedoni. Don runs *Galaxy* darts in his leagues.

Betson Pittsburgh's Bob Busche shows the reconditioned game display to Dan and Dot Roberto (Dan's Amusements, Altoona, Pa.).

Dick & Eileen Boehm (CRS Gameroom) check out Data East's *Fighter's History* with DE's Drew Maniscalco & Betson's Lou Larson.

From left: Mike Madinger & Tony Syzmanski (R&R Vending) share photos with WMS's Joe Dillon & Rachel Davies.



From left, HBI Chairman Peter Betti grins as Betson's Lou Larson poses with operator Mark Raye (Uncle Bill's Amusements).

Betson's Jim Wittler discusses finer points of Namco's *ShootAway II* with Elmo Tricket (Mid-Town Novelty Co., Fairmont, W.Va.).

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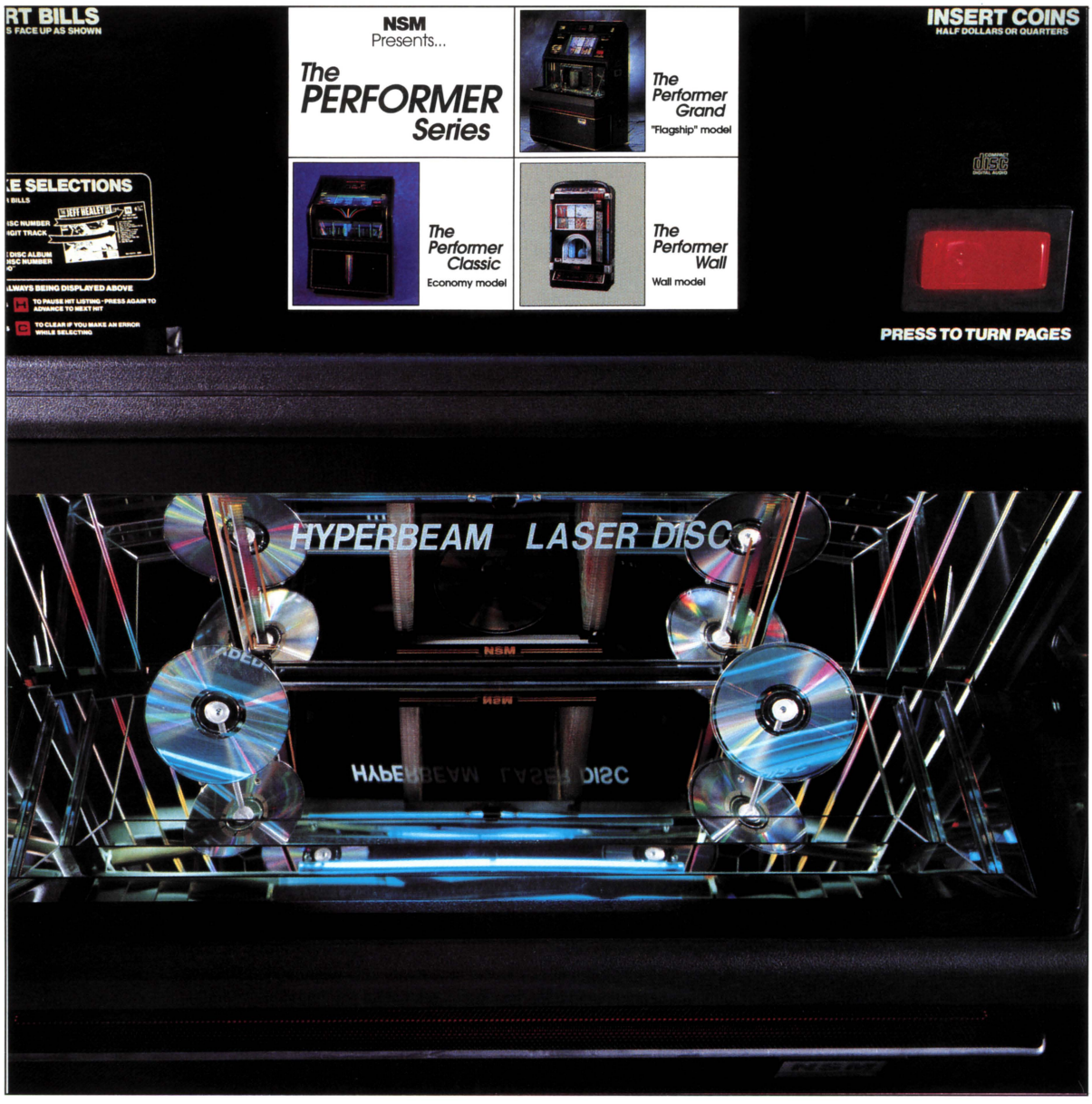
TODAY TAIWAN IS NOT A COPY KINGDOM

THE NSM FAIRY TALE...



IT AIN'T NO FAIRY TALE.

NSM-America's bedtime story keeps getting a happier ending; former "ugly frog" jukebox is now a handsome prince of sales

Somebody should put this story to paperback. After all, the old fable of the frog-turned-prince did pretty well. According to the gang at NSM-America, the story of their Chicago jukebox facility isn't all that different. Take one ugly frog (NSM's reliable but unglamorous old jukebox design that wasn't selling very well a few years ago). Add 67 magic kisses. (That's how many specific problems the firm identified and fixed.) *Viola!* Yesterday's frog is today's handsome prince...and the company sales charts look even handsomer.

NSM-America President Stanley "Rus" Strahan led the U.S. subsid from "local sales office" to creative and strategic partner with their German parent firm.

"The difference is, with NSM the story keeps having a happier ending," smiled NSM-America President Rus Strahan. "Sales of our beautifully redesigned jukeboxes are soaring, and they're continuing to reach amazing new heights. That's fact, not fiction."

NSM is working on an even more dramatic ending to the story. "If sales increases keep up their current pace," Strahan said calmly, "I predict we'll assume the number-one position within a year. Two years at most."

Bold talk, but consider the facts. NSM's German parent (NSM Aktiengesellschaft) has been making jukeboxes for nearly 30 years. Their product is the top-selling jukebox in almost every market in the world...like Europe, for example, and even Canada. Now that the factory has targeted the U.S. with a beefed-up sales and marketing team, beefed-up distributor network, and beefed-up production capacity, NSM believes the sky's the limit.

These days, NSM estimates it has a "solid one-third" of the domestic U.S. jukebox market. That compares to 5-7% a few years back. The firm happily shares credit for this fairy-tale transformation with its American operators. After all, they're the ones who forgot about yesterday's warts and spotted the underlying value.

National sales topper George Haydocy has over 30 years in coin-op. He claims he's crammed another 30 into his last three years with NSM.

PLANNING A TRANSFORMATION

Still, somebody had to bring girl and frog together, and Rus Strahan played matchmaker. His Chicago subsid was originally charged with simply selling the German-made jukeboxes. However three years ago, with the parent firm's blessing, Rus decided to take a stronger hand in product design and development.

"We first had to find out exactly why American operators weren't buying our product," Rus recalled. "Sure, we felt we knew a lot of the reasons, but we had to define them *specifically*...then cure them specifically."

Marketing/Sales VP John Margold brought new luster to NSM-America, where strengthening and supporting the dealer network became his top priority.

Rus held up a very honest mirror to the comany and looked unflinchingly at what it revealed. The "mirror" included operator surveys, written questionnaires, and face to face interviews. And the results?

Strahan ticked off the findings. "Our jukeboxes were ugly. Our distribution system was weak. Our parts and service program was weaker. And our field training program was all but non-existant." On top, the offices and shop were understaffed, too small, and "a bit tacky," Rus recalled. Their marketing was poor. And the product had some features that were inappropriate for the North American market, while lacking some features of competing models.

In all, Strahan came up with 67 problems that had to be addressed.

He also noted an invaluable strength: NSM's 100 CD player mechanism was designed "from the ground up" to deploy and play compact discs. It wasn't a "field expedient" upgrade of an old 45rpm mechanism. It worked fast. It babied the discs. It sounded incredible. Operators loved it (when they tried it). Stereophonics magazines raved about it. Radio stations bought it, in

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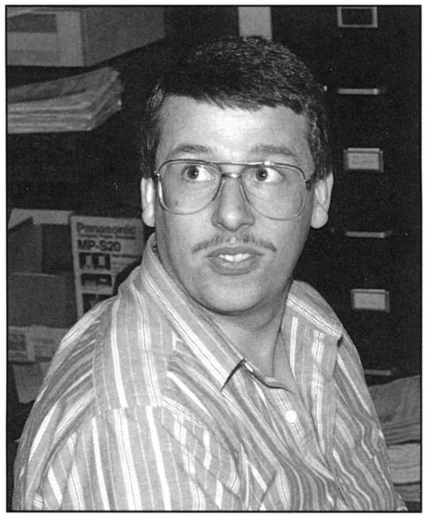
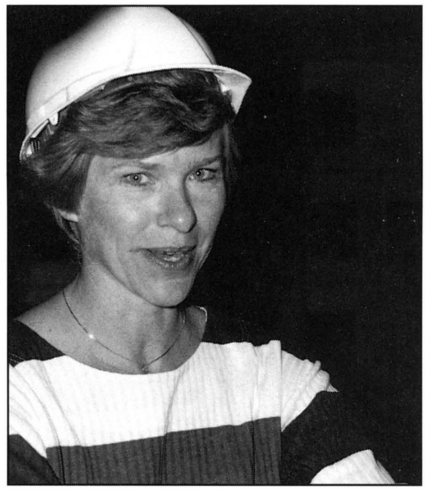
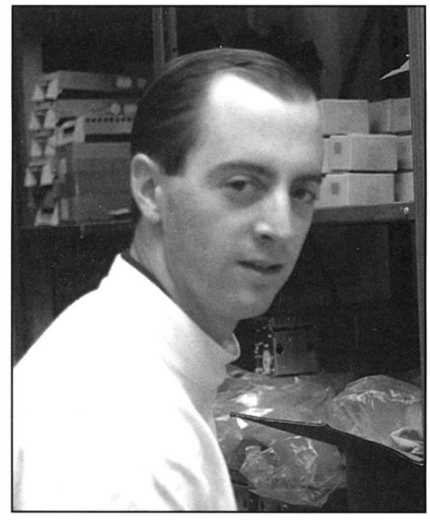

Jurgen Jost is finance/administration mgr.


Carol Strahan is the firm's accountant but occasionally wears other "hats" at NSM!

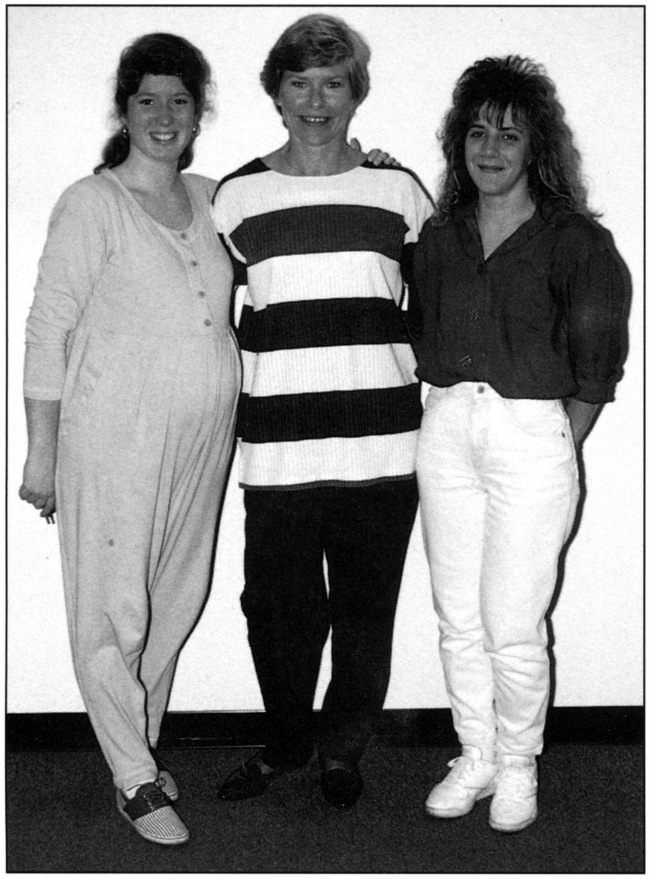

John Tracy assists in the parts department.

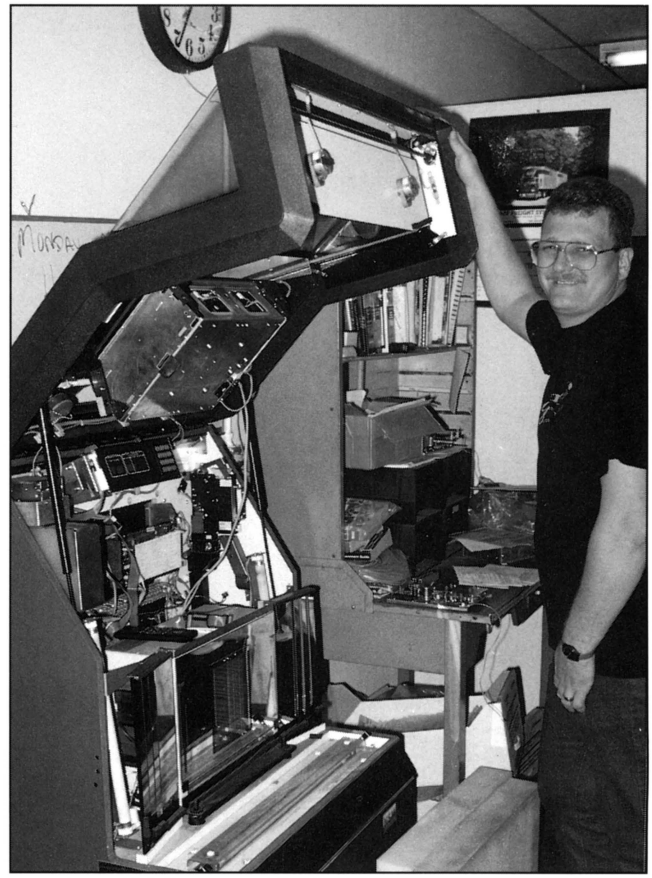
droves, for their disc jockeys to use.

"If we could just make the outside look as gorgeous as the inside performed, we'd have a winner," Rus said. "The American coin-op industry needs glitz and flash on top of reliable, advanced technology. We decided to provide it, and the sales and support team, and production capacity, to build it and move it and give it the total follow-through it deserved."

FIELDING A NEW TEAM/ DESIGNING A NEW LOOK

Execs at NSM's German parent firm agreed, in effect, with Rus's diagnosis and prescription. They provided a budget to fix the problems "the right way" ASAP. Rus brought in high-powered help to do the fixing. A new national sales manager, George Haydocy — an industry patriarch who is respected nationwide for his deep knowledge of jukeboxes. A new VP of marketing and sales, "Mr. Integrity" John Margold, an exceptionally savvy and enormously successful trade vet. A new, highly expe-


Sue Davis, Carol Strahan & Lisa Gierut wonder if you can guess who's two months from having a new family member.


Parts & service manager Mike Jablonski's been with NSM for nearly 10 years. He can fix most juke problems in under 5 minutes.

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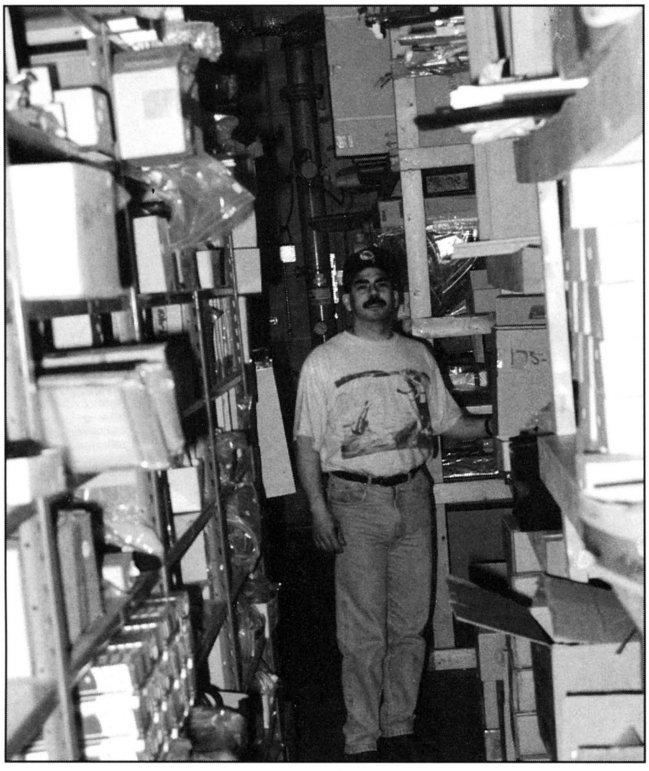
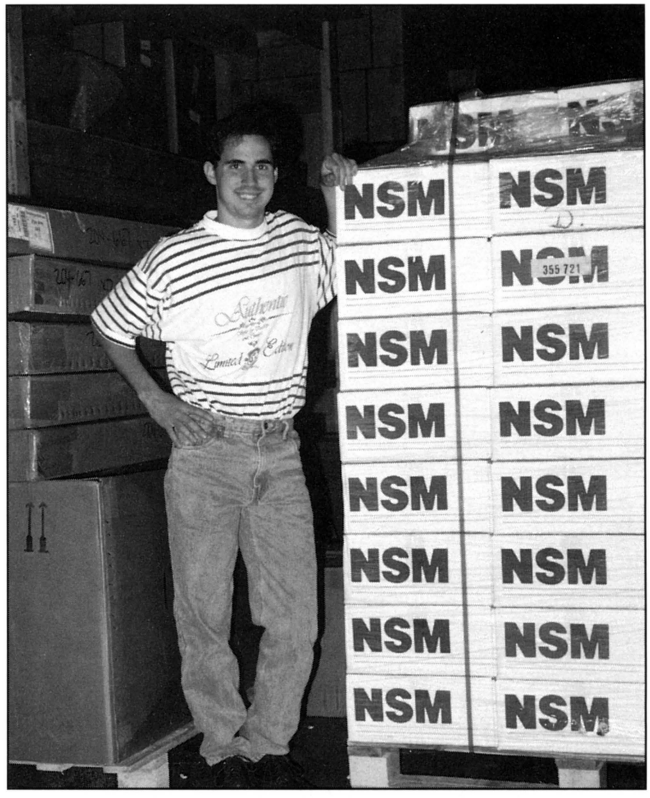


The firm's top-notch Orlando Marrero has nearly tripled NSM-America's parts stock in the past 18 months.



Tony Lantz recently joined NSM-America as a senior technician.

rienced, financial whiz named Jurgen Jost. A new national training manager, Keith White, who "tells it like it is" at service schools.

Rus also brought in a whole host of new support staff — Sue Davis, Lisa Geirut, Tony Lantz, John Tracy and Mike Reith. They pitched in to help long-time staffers like Mike Jablonski, Orlando Marrero, and accountant Carol Strahan (she also happens to be Mr. Strahan's missus).

The new team went to work on that list of problems. And three years later, "there's no question about it," said Rus. "We've fixed those 67 things. We have a noticably stronger distribution system, with more and stronger distributors. Our marketing has improved dramatically. We adopted the name NSM-America in the place of our old monicker, Loewen-America. We remodeled our facility, added an entirely new parts and service department, and launched one of the industry's best-attended service school programs."

NSM-America also improved its product. They added in all the "missing" features and some unique new ones. Most of all, they supervised a total design makeover, coming up with a "family" scheme for all NSM music products. The NSM "Performer Series" features bold, simple lines; wide expanses of angular glass panels; visible player mechanism; and just enough mirror and chrome accent. It's dramatic yet classy, ultra-modern yet not forbidding.

"Our designer did an oustanding job," Rus Strahan declared with evident satisfaction. "Our 'Performer Series' jukeboxes do, at long last, look every bit as good as they've always performed."

NSM IS READY FOR HI-TECH

For the future, NSM has never been shy about admitting one simple truth: in our society, technology changes. Faster all the time. And nothing, not even today's version of the CD, is forever. With all the talk about "digital downloading" and sending crystal-clear recordings of Frank Sinatra tunes over the telephone lines, you can bet NSM is paying close attention...and getting ready to adapt quickly to new technology (whatever form it may take) whenever the market does.

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Pictured on this page (from to right) NSM's *Performer Grand, Performer Classic* and *Performer Wall* phonographs.

Rus remains reticent about specifics (in America, a good marketer never unveils new things until they're ready to sell). But he does acknowledge that "things will be a lot different for successful music operators down the road. And those who are prepared will make more money from music than ever, with less time invested. Today music is really a bunch of digits — o's and 1's that are stored in computers. Those O's and 1's can easily be sent over cable, telephone lines, via satellite...or otherwise transmitted any number of electronic ways.

"This digital data can also be stored on CDs as we know them, inside computer memory, or a whole host of other media," Rus said. "We're going to see a change within a very few years that's every bit as dramatic as the shift from 45rpm to CD technology was."

What's it all mean to jukebox operators? Should they hold up on converting their routes to CD, if everything's going to change?

No, says NSM. If it makes good financial sense for the location to have an NSM machine now, it will turn out to be a wise decision long-term, too, said the firm.

But Strahan strongly advised operators to pay attention to what's going on in the music and hi-tech world, and be ready to make a transition. For its part, NSM is doing likewise. "We've been building 'flexibility' into our jukeboxes," said Rus, "to assure operators that whatever technological changes come along, they will not outmode NSM product."

For example, look inside an NSM jukebox and you'll see some features that "seem to have no purpose," Rus said. "Actually they do have a purpose, or will have in time. We've built in the capacity for operators to replace their 100-CD changer 'box' with another type of digital-technology 'box' sometime downstream, if needed. That could happen, or it may not...but if it does, we're ready.

"There's also some less-severe possibilities which are more likely," Rus continued. "The point is, we're making real, physical provisions for future changes...provisions that operators can see right now. It's part of NSM-Germany's long-term emphasis on cutting edge technology."

NSM BELIEVES IN HAPPY ENDINGS

Keep an eye on NSM for more news this summer. The parent firm's board of directors is visiting the Chicago site this month. On the agenda: new product development; a new, larger facility; and final prep for bowing a line of top-quality kiddie rides from a recently-acquired subsid.

All told, you can't blame NSM-America if they believe in happy endings. After all, they keep rolling them off their assembly lines and selling them to a growing number of satisfied operator customers.

And that ain't no fairy tale! ◆

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CALIFORNIA'S GOLD

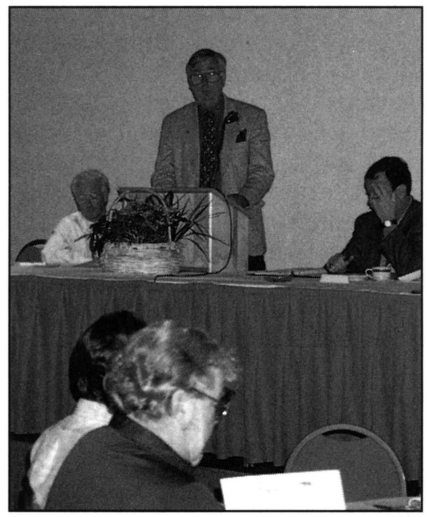
California's CCMA holds its tenth annual convention for Golden State operators; event focuses on issues which could make or break the industry

You don't need us to tell you there's a lot going on in the industry these days. Most of it a cause for concern. The threat of fiberoptics, state and local taxing, video lottery legislation. What's a coin-op person to do? Common wisdom says join up with other coin-op persons to form a unified front, brainstorm together for solutions, participate in the everyday battle, so part of the credit for winning the war is yours.

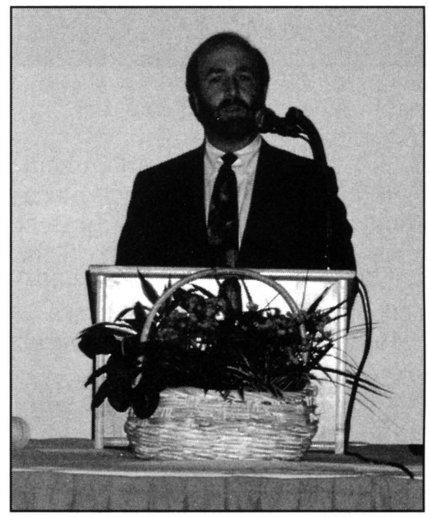
No, you definitely don't need us to tell you that a group fight against industry threats is more effective than a one-man army (or worse yet, anapathetic soldier). That's what an association is for. Holding their tenth annual convention at the Monterey Plaza (Monterey, Calif.) June 10-12, the California Coin Machine Association (CCMA) focused on what's going on in the biz, its implications for operators (good and bad), and most importantly, what a coin-op person can do, if they're willing to fight.

"Your participation is a positive statement at a very difficult time in our industry," said CCMA outgoing president Rich Scherer in his message to the convention-goers. "This business of ours doesn't allow us to rest on our laurels. It forces us to keep up with change, or face extinction because we're stuck in a place where the same old things no longer work," he warned.

With that in mind, California operators listened intently to discussions ranging from the "Baby Bells as Big Brother" (local phone companies and their ability to offer information services) as presented by operator Bill Stone; "State Tax and Licensing" moderated by San Diego op Fred Gillmann; "Video Lottery and Gaming" (with IGT's Walt Hawkins); and business diversification advice from Randy Chilton. The common thread through all the talks: get involved in what's going on in our industry!



San Diego operator Fred Gillmann speaks on state tax and licensing.



IGT's Walt Hawkins brings the CCMA crowd up to speed on video lottery.

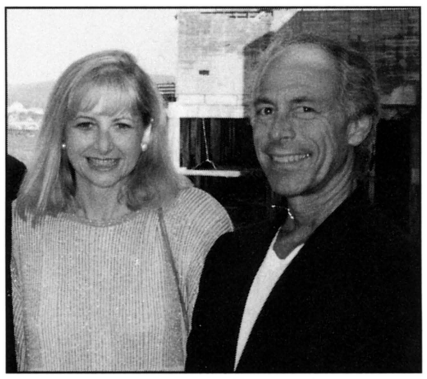
Things are happening which will change it forever...so search for ways to turn the "tide of change" into a wave you, as an operator, can ride.

THE TELCO THREAT

"Telephone companies have the means to provide interactive informationservices through fiberoptic phone lines right now, as we speak," Bill Stone told the CCMA crowd. "And, they're also actively trying to influence legislation to turn the fiberoptic revolution their way," he went on.

Specifically, it's the game networks that scare operators the most — the ability for games to be played on the television via phone line transmission. "Game networks can provide the same stuff as operators," Bill

Newly-elected CCMA officers, from left: Russ Love (treasurer), Cindy Powell (secretary), new prexy Greg Stephens and VP Tony Parina.



Williams' Lenore Sayers and C.A.'s Ira Bettelman relax at the Friday cocktail party.

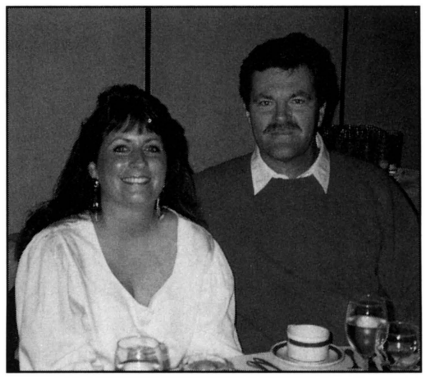
noted. "Economical entertainment, high-quality graphics, quick placement and rotation of the hottest games. I just hope this industry is the first and the best provider of video game services over the phone lines."

How can the operator put himself in the right position to do that? "Support the AMOA," Bill suggested. "Lobby, get involved in joint/cross promotions where you are named the supplier of the games, and as a start, change your location contracts to cover networked info/entertainment devices that accept credit/debit and currency."

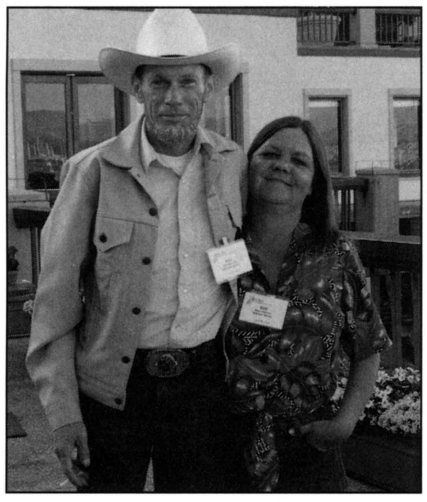
VIDEO LOTTERY

As with anything hitting coin-op right now, in the words of IGT's Walt Hawkins, "You either see it happen for you or to you." Such as with video lottery. Walt's report on the subject included a state-by-state rundown, showing that the majority of states are dealing with gaming legislation in some capacity.

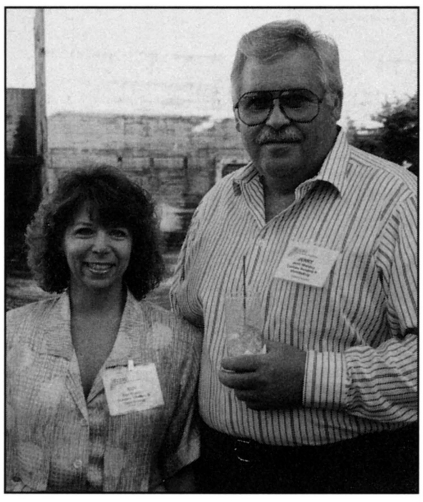
For California, Walt estimated that state revenues culled from video gaming would be $300 million. "But government, economic and public opinion factors all affect its passage into legislation," he explained. If legalized, it will be very lucrative for those involved. Walt urged operators to take action. "Gaming is growing so



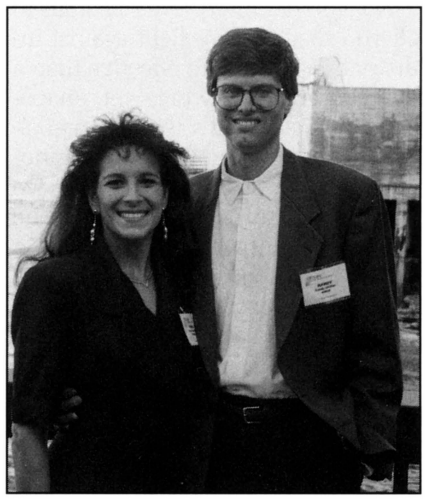
CCMA secretary Cindy Powell and Jack Love (Amusement Corp. of America).



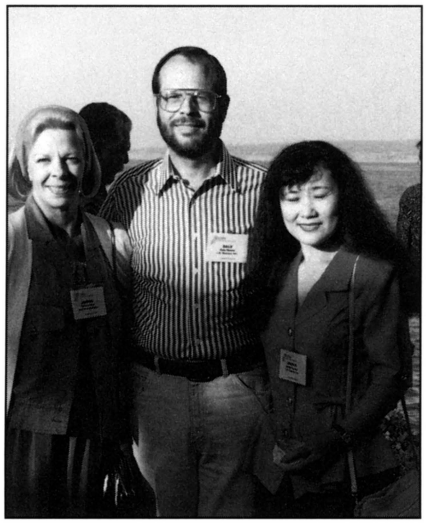
Friendly operators from Midway Music: Bill and Sue Juneau at the annual CCMA meet.



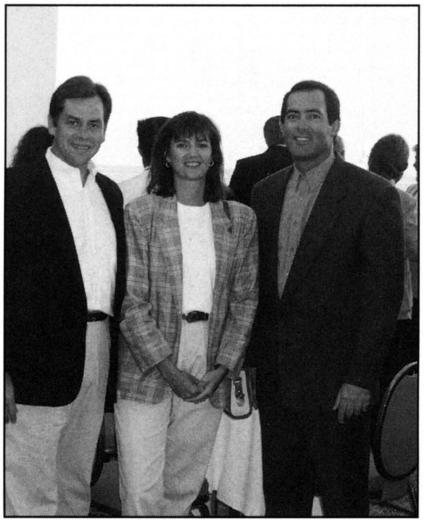
Century Vending & Distributing's Sue and Jerry Monday came up from SoCal.



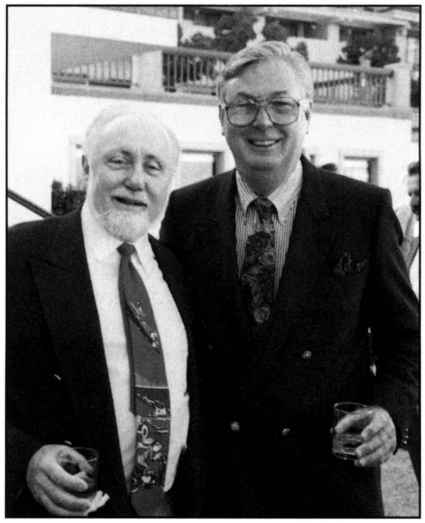
Randy Chilton (AMOA secretary & CCMA speaker) and friend Rene Steven.



Operators Joanne Rizzo (Area Amusements), Dale and Mineko Moore (L.A.Games).



Progressive's Dave Stroud and SNK's Sue Jarocki and John Barone during the event.

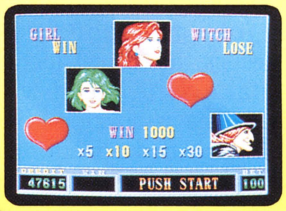


Happy tradesters Ken Anderson (Sega) and well-known op Fred Gillmann (Just Games).

CRAZY JUPITER PART II

Progressive Jackpot System

FEATURE:



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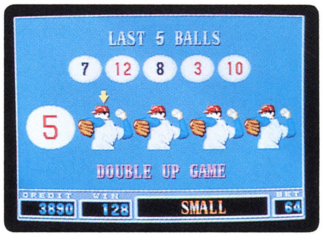
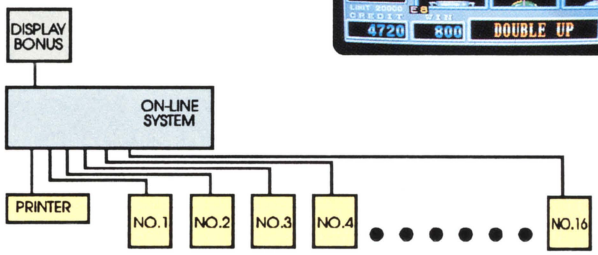


SUPER CUP



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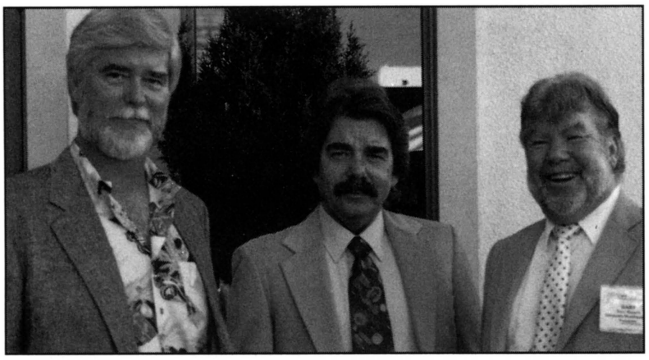
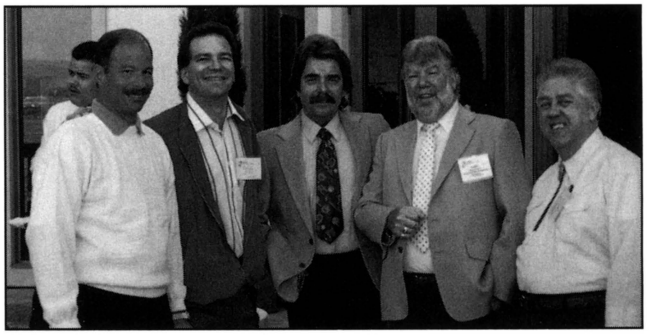


Rock-Ola Manufacturing/Antique Apparatus' Glenn Streeter and Automatic Merchandising's Bill Blaine and Gary Rogers.



Parina Enterprises' (and CCMA VP) Tony Parina here with Visions of Reality's Brian Duke, Automatic Merchandising's Bill Blaine & Gary Rogers and Black Diamond Group's Sonny Beckham.

quickly," he said. "if you're not proactive, you'll be reactive."

WHAT ELSE?

Other portions of the CCMA meeting included additional superior speeches, the annual auction, and fun social events (need we mention golf?). The association's business sessions provided a platform for speakers from the crowd. Their chats yielded solid, useful information and suggestions. The majority of this "open forum" was spent on legislative issues, officer elections and CCMA membership.

In the latter, several members suggested beefing up membership by adding one-day seminars or CCMA business sessions offered periodically throughout the year. According to some operators, this would allow them to stay up to speed with industry/CCMA news, giving them the alternative to bypass the more expensive annual convention, if need be.

These one-day events could also be helpful in bringing operators together more often. "Operators have got to start talking again," said one member."If CCMA increases their exposure, and gets operators to meet with each other in a business forum where they can talk and share ideas, half the battle is won."

The CCMA staff listened intently to suggestions from the floor, and offered some of their own. Soon, a committee was appointed to put some of the ideas into action. And, speaking of committees...the new CCMA "administrative committee" is now officially in for 1994. Elected officers are Greg Stephens as president; Tony Parina, VP; Cindy Powell, secretary; and Russ Love as treasurer.

All CCMAers tried their best to provide members with everything needed for a stimulating and constructive convention, pointed out outgoing prexy Richard Scherer. "But," he reminded those present and those absent, "the rest is up to you."

California tradesters can find out more about the CCMAs activities by calling Wendt and Loper at 916/441-5451. ◆

TECHNICAL TIPS

THE CLEVER SOUND OF REDEMPTION

by RANDY FROMM

Imagine playing a game that made absolutely no sound; none whatsoever! Can you conceive of anything so boring? The wild sounds that a game makes are as much a part of the excitement of coin-op as any other aspect of this entertainment business. The major manufacturers know this and hire talented musicians and sound effects engineers to give their games the fantastic sounds we hear at today's arcades. The manufacturers also back up their sophisticated audio programs with high-powered amplifiers that will really knock your socks off if you "pump up the volume."

But what if you're really good at manufacturing redemption games but don't have the resources to develop your own sound system? You have a few choices here. One is to not have the game make any sounds at all. This, of course, is not really an acceptable alternative. Sound sells! when you ain't got sound you ain't got squat! Another alternative is to use a simple bell or buzzer that sounds off when a point is scored or a ticket is vended. Not too thrilling, huh?

Another alternative is to use a sound module made by someone else. That someone else is Clever Devices. Because Clever Devices spe-

Pin Description:

DO	MSG 1	A low-level input on this pin will activate sound #1
D1	MSG 2	A low-level input on this pin will activate sound #2
D2	MSG 3	A low-level input on this pin will activate sound #3
D3	MSG 4	A low-level input on this pin will activate sound #4
D4	MSG 5	A low-level input on this pin will activate sound #5
D5	MSG 6	A low-level input On this pin will activate sound #6
D6	MSG 7	A low-level input on this pin will activate sound #7
D7	MSG 8	A low-level input On this pin will activate sound #8

Playback Time (Seconds)	65	32.5	16.25
Sampling Rate (S.R.)	8 kHz	16 kHz	32 kHz

FIGURE A

Pinout:

REQ	INPUT - active low - A low level pulse of more than 2 microseconds will activate playback of the next sound. Input is disabled during sound playback.
ACK	OUTPUT - active low - A low-level 2 microsecond pulse is output when request is received.
DO - D3	INPUT - TTL - These inputs determine the total number of sounds.
D4 - D6	INPUT - TTL - These inputs determine the number of sounds on the first page.

The following tables show the structure of the data bus:

D3	D2	D1	DO	QUANTITY OF SOUNDS IN MEMORY
0	0	0	0	**1**
0	0	0	1	**2**
0	0	1	0	**3**
:		:		
1	**1**	**1**	**1**	**16**

FIGURE B

D6	D5	D4	QUANTITY OF SOUNDS ON FIRST PAGE
0	0	0	1
0	0	1	2
0	1	0	3
1	**1**	**1**	**8**

Playback Time (Seconds)	130	65	32.5
Sampling Rate (S.R.)	8 kHz	16 kHz	32 kHz
Playback Time Per Page (Seconds)	**65**	**32**	**16.5**

cializes in sound boards (A.K.A. Digital Audio Units) a manufacturer of redemption equipment can concentrate on what he does best and leave the sound system to the experts.

And experts they are. Not only in the design and manufacture of the Digital Audio Units themselves but also in the production and digital recording of both sounds and fully scored, full length musical compositions. All a manufacturer has to do is tell Clever Devices what sounds they want the game to make (for example, a "gribbit" sound for a frog game or a "crashing" sound when the player makes a hit) and Clever Devices will create the sound in their modern sound studio; a full production facility with a complete library of sound effects and music. In the motion picture biz this is known as the "Foley stage." Watch the credits of a movie some time and you will see a credit for the Foley artists.

Clever Devices also offers creative talent as well as being a technical resource. Production assistance also is available in any foreign language.

The recorded audio material is then converted into coded data which can be played from a Clever Devices audio system. This is called "Digital Sound Development." The conversion process assures that the original recordings are faithfully reproduced. A manufacturer can supply them with recordings or they can produce them in their own studio.

Original recordings are converted from analog or digital format into digitally coded data. This data can be edited to suit customer requirements. The digital code is then burned into EPROM memory and installed into the audio unit, resulting in crystal clear totally natural sounding digital recordings. Electronic storage is safe, reliable and permanent. If the need arises recordings can be easily changed by replacing the EPROMs.

Clever Devices manufactures a number of different audio units to satisfy various manufacturing requirements. Their top-of-the-line unit is model *CD-30* which is a stand-alone unit that even includes its own, on board power supply!

THE CD-30 DIGITAL AUDIO UNIT

The *CD-30* is a microprocessor controlled, solid-state audio module. Since there are no moving parts, no maintenance is required. It will play back a digital reproduction of voice, sound effects or music. The *CD-30* contains audio recordings which have been converted into digitally coded data and stored on EPROM memory. It then converts these digital recordings to an analog signal which is digitally filtered and amplified. The output of the unit is a full 15 watts and can be played through a standard 8 ohm speaker.

The microprocessor program determines the method of activation of the recording. There are three versions of the *CD-30;* identified by the suffix, A, B or C. The *CD-30* can contain multiple messages of varying lengths with a total capacity of four minutes on 8 megabits of EPROM memory. Phrases can be constructed from a group of recorded words. The *CD-30* can play up to four message units, words and/or sounds simultaneously which are mixed into a single output.

The *CD-30* has another neat feature that has nothing to do with sound. The unit features two one-amp output drivers that can be used to control a relay, a lamp or any other external signalling. For example, a game can speak instructions to a player and flash a lamp to indicate where the player is supposed to attempt to toss a ball. This is known as "instructional communication."

Power hook-up to the *CD-30* is a snap too! The unit can be powered by 110 volts AC, 220 volts AC, 24 volts

TOP HITS OF JAPAN

from Game Machine Magazine, July 1, 1993

TOP 25 VIDEO COCKTAILS

	Model (manufacturer)
1	St. Fighter II: C.E. Turbo (Capcom)
2	World Heroes 2 (SNK)
3	In the Hunt (Irem)
4	Hat Trick Hero '93 (Taito)
5	Puyo Puyo (Sega)
6	Quiz Dazzling Story (Sega)
7	Samurai Ace (Banpresto)
8	The Punisher (Capcom)
9	Premier Soccer (Konami)
10	Quiz Life Theater (Taito)
11	Cadillacs & Dinosaurs (Capcom)
12	Quiz Channel Question (Nakanihon)
13	Fatal Futy 2 (SNK)
14	Warriors of Fate (Capcom)
15	Atomic Punk 2 (Irem)
16	Shanghai II (Sun Electronics)
17	Super World Court (Namco)
18	Gaiapolis (Konami)
19	Quiz Gakumon (Konami)
20	Quiz Kokorogy (Tecmo)
21	Super Shanghai (Taito)
22	Street Fighter II: C.E. (Capcom)
23	Grind Stormer (Toaplan)
24	Fighter's History (Data East)
25	Super World Stadium '92 (Namco)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Outrunners (Sega)
2	Title Fight (Sega)
3	Lethal Enforcers (Konami)
4	Virtua Racing [twin] (Sega)
5	Lucky & Wild (Namco)
6	Suzuka 8 Hours [del.] (Namco)
7	Suzuka 8 Hours [standard] (Namco)
8	Virtua Racing [deluxe] (Sega)
9	Final Lap 3 [standard] (Namco)
10	Wild Pilot (Jaleco)
11	Warriors of Fate (Capcom)
12	Grand Prix Star 2 (Jaleco)
13	Rail Chase (Sega)
14	Super Chase (Taito)
15	F1 Exhaust Note (Sega)

TOP 5 FLIPPERS

	Model (manufacturer)
1	White Water (Williams)
2	Dr. Who (Midway)
3	Star Wars (Data East)
4	Fish Tales (Williams)
5	Batman (Data East)

Bar Brain

Bar Top

25 Exciting Games in One

AMUSEMENT
U.S. Chariots, Brick Break I
Brick Break II, Rush Hour, Reflex Tester

TRIVIA
Sex A, Sex B, Sex C, Rock n' Roll A
Rock n' Roll B, Sports, Famous People
History, Sci-Fi, Entertainment

WIZARD OF WORDS
People, Rock n' Roll, Jobs and Things
Places and Events, Phrases and Titles

NOVELTY GAMES
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FIGURE C

D4	D3	D2	D1	DO	Message Selection or Control Functions
0	0	0	0	0	Message selection 0 Stop sound playing on the specified channel
0	0	0	0	1	Message selection 1 Clear buffered sounds on the specified channel
0	0	0	1	0	Message selection 2 (Sound 1)
0	0	0	1	1	Message selection 3 (Sound 2)
		:			:
		:			:
1	1	1	1	1	Message selection 31 (Sound 30)

D6	D5	Channel Selection
0	0	1
0	1	2
1	0	3
1	1	4

D7	Loop Bit
0	Play the specified message number on the specified channel once
1	Loop specified sound on specified channel

Pinout:

REQ INPUT - Active Low - Notifies the MCU that input data is available on the Bus.

ACK OUTPUT - Active Low - Acknowledges receipt of input data.

DO - D7 INPUT - Command data - Each input is pulled up to + 5 VDC.

Parallel Data Bus specifications:

Parallel Data Bus Inputs	TTL
Read Cycle Time	60 microseconds
Request Input (Active Low)	2 microseconds pulse width
Acknowledge Output (Active Low)	1.5 microsecond pulse width

Playback Time (Seconds)	Sampling Rate (S.R.)
65	8 kHz
32.5	16 kHz
16.25	32 kHz

Total playback time is determined by the sampling rate used. Messages may vary in length as long as the total playback time is not exceeded.

CD-30 TECHNICAL SPECIFICATIONS

Hardware:

Size	4.25 x '5.4 inches x 1.7 inches
AC Connector	Terminal block
Input Connector	Double row header .100 centers
Weight	1.5 lbs.

Electrical Specifications:

Input Voltage	110/220 VAC 50/60 Hz
Input Current	2 Amperes typical / 3 Amperes, maximum
Operating Temperature	0-70 degrees Celsius
Output Power	15 watts @ 4 ohms
Output Level	10.6 Vrms @ 4 ohms
Output Voltage Swing	15 V peak to peak @ 4 ohms
Frequency Response	Sampling Rate = 8kHz 3.3 kHz
	Sampling Rate = 16kHz 6.6 kHz
	Sampling Rate = 32kHz 13.2 kHz

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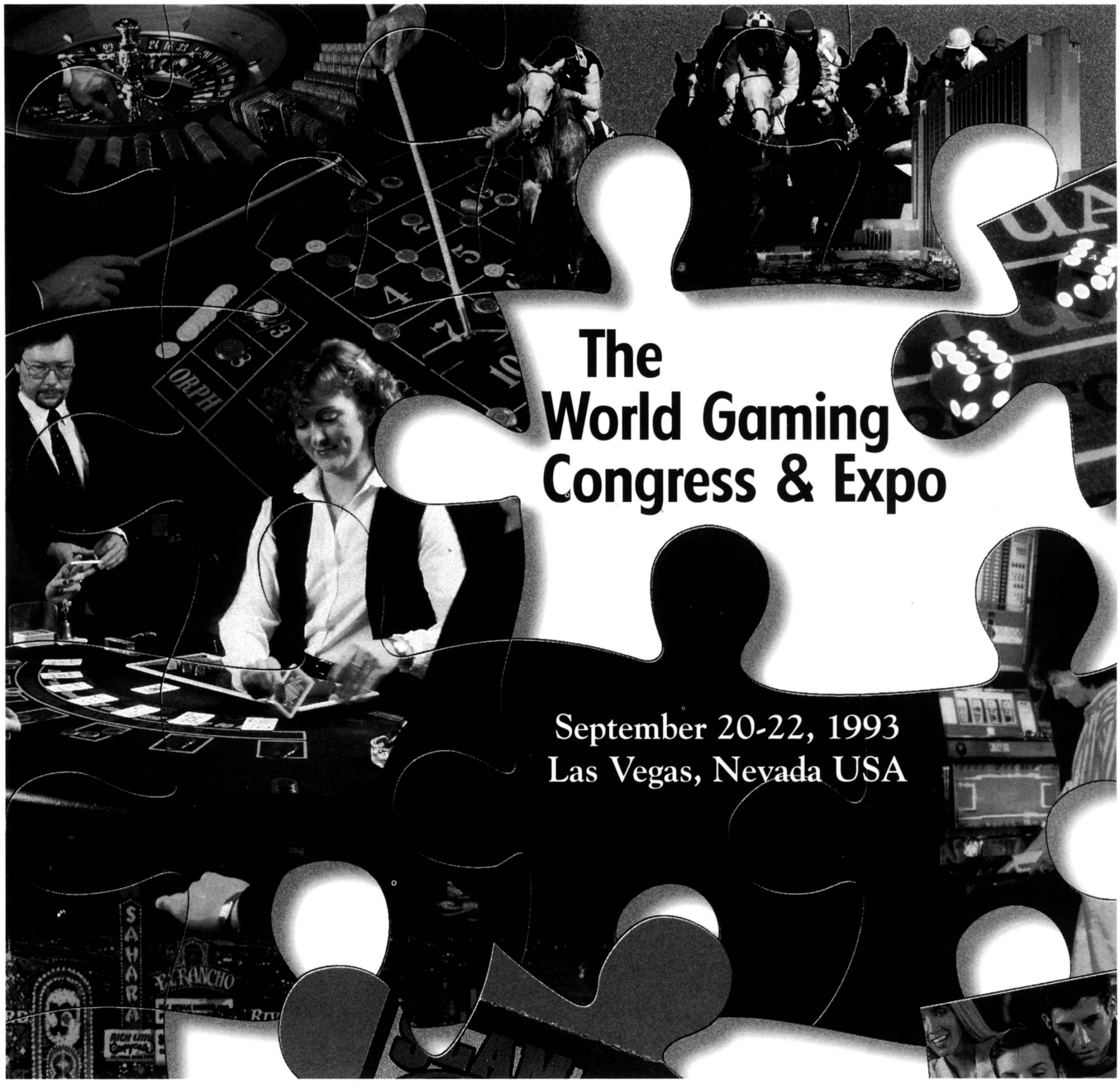
OPERATION

CD-30A

Operation: Momentary activation of one of the message inputs causes the associated message to be played. If the input is continuously activated, the message will be repeated. If more than one input is activated simultaneously, the message associated with the numerically lowest input will be played. One additional message may be internally programmed to automatically repeat on a continuous basis. This may provide, for example, background music over which additional sounds may be played. During playback, any additional playback request will be ignored. ***(Refer to Figure A.)***



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Total available playback time is determined by the sampling rate used. Messages may vary in length as long as the total playback time is not exceeded.

CD-30B

Operation: The *CD-30B* sequentially plays sounds stored in memory. Momentary activation of the message input causes the next message in the sequence to be played. If the input is continuously activated, messages will be played in order until the input is deactivated. During playback, any additional playback request will be ignored.

The data bus is preset to determine the total number of sounds and how they are arranged in memory. Sounds are stored in pages of memory. Up to sixteen sounds may be stored in each page. The *CD-30B* may have up to two pages. ***(Refer to Figure B.)***

Total available playback time is determined by the sampling rate used. Messages may vary in length as long as the total playback time is not exceeded.

CD-30C

The *CD-30C* is controlled by commands placed on a data bus and contains four independent playback channels allowing multiple sounds to be digitally mixed together into a single audio output. For example words may be spoken over background music. The external control system places an 8-bit command byte, specifying channel and message number on the data bus, DO - D7, and applies a request pulse to the REQ input. An ACK pulse acknowledges that the data has been received and the data bus is free. Internal buffers can stack as many as four additional commands for each channel. Commands are accessed as first in first out. If a fifth command is received, the first will be discarded. The loop bit, D7, may be set to continuously repeat an individual sound. Message selection 0 will stop the sound currently playing on the specified channel. Message selection 1 will clear all buffered sounds in the specified channels buffer.

The following tables show the structure of the command byte:***(Refer to Figure C.)***

Total playback time is determined by the sampling rate used. Messages may vary in length as long as the total playback time is not exceeded.

CD-30 TECHNICAL SPECIFICATONS

Hardware:

Size.....4.25 x 5.4 inches x 1.7 inches
AC Connector .....Terminal block
Input Connector.....
Double row header .100 centers
Weight .....1.5 lbs.

Electrical Specifications:

Input Voltage.....110/220 VAC 50/60 Hz
Input Current .....
2 Amperes typical / 3 Amperes, maximum
Operating Temperature .....0-70 degrees Celsius
Output Power.....15 watts @ 4 ohms
Output Level.....10.6 Vrms @ 4 ohms
Output Voltage Swing.....
15 V peak to peak @ 4 ohms

Frequency Response:

Sampling Rate = 8kHz	3.3 kHz
Sampling Rate = 16kHz	6.6 kHz
Sampling Rate = 32kHz	13.2 kHz

Each *CD-30* digital audio unit guaranteed to be free from defects and inspected and tested prior to shipment. Clever Devices also guarantees the performance for a period of one year from the date of ownership, If the *CD-30* fails to operate as specified and has not been tampered with or abused, return it to Clever Devices for repair or replacement.

Any questions regarding the specifications, features and/or use of this or any other Clever Devices product should be directed to the Applications Engineering Department. Custom programs and configurations are also available to suit your specific application.

If redemption is your business, you might want to attend a special, two day redemption school that I'll be giving in Los Angeles, California. The dates are Friday and Saturday, Aug. 27-28. I'll be joined by redemption expert "Ticket Vic" Fortenbach. I hope to have some industry reps there too! If you're interested, check out my advertisement on the first page of the blue section in the back of this magazine. See you at the Arcade School! – Randy

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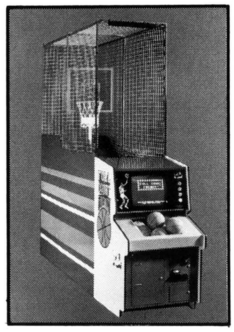
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WELCOME BACK

Sorry about the missed article last month. You know how it is when the important things in life come up, all within one week — a child breaking his toe, a wife with a bad hair day (cause for divorce in California), receiving that legal-size envelope in the mail from the IRS, and so on. It's a good thing we talk to a lot of people in this business: I think it keeps our sanity.

As we speak, the new live-action movie *Street Fighter II* is being cast. A full line of merchandise will be available soon, so ask your redemption supplier about it. If they cast the female fighter anything like the cartoon-drawn advertisements for the *Street Fighter II* pin game, I'm just wondering how the doll will fit through the crane slot. Anyway, I hope *Street Fighter II* plays better at the box office than *Super Mario Bros.* If any of you did like that movie, please let me know.

If you haven't yet heard, Washington, D.C. is now hearing from experts on the effects of television and entertainment violence on children. Please keep a close eye on the proceedings, as they could have a future impact on your pocket book. I'm sure our elected representatives will keep an open mind on the subject and not be pressured by special interest groups. Stop laughing, I can hear you all the way here in California.

AND NOW, ON WITH THE SHOW...

To begin, I'd like to thank all of you who responded to the May article on manufacturer play pricing. Many operators brought up some very good points regarding the subject, and asked me to bring them up in this month's article. With all of the responses by mail and through my travels, I'd like to touch on the subject again, focusing on the views I've heard.

As most of you are already aware, machines are now arriving on the market with set play prices. One of these is *Twilight Zone* from Midway. A great pin machine that is already very popular. Many operators I've spoken with have stated that the pinball is doing well, but several have received complaints from customers about the price structure.

In a Spotlight Special run in *RePlay's* May issue, Ken Fedesna (Williams/Bally/Midway VP and general manager) was interviewed and quoted as saying, "On *Twilight Zone* you cannot change it down to quarter play. It's 50 cents. That's it!" As you can see, Williams is testing set play pricing in the pin market. I think all operators will be eager to see the results of this test over time.

The following are some of the responses I received from operators throughout the U.S. One letter brought up the issue of token play instead of quarters. One comment: "Most customers in my establishments are used to inserting one token into all games. If they insert one token in a mandatory two-token game, and it doesn't start, they think something is wrong with the game. Small children especially have a hard time understanding which game takes two and which take one token." As you can see from this operator's dilemma, it would pose a serious problem having games with set play-prices alongside your quarter (or one token) games. Even if you displayed the usual sticker stating "2 x .25," how can a hyperactive, sugar-high three or four-year-old (who can't even read) understand this concept?

Another operator I spoke with stated that she is afraid to buy a set price-per-play game. She asked: "What happens if my location won't approve the fixed price, and I can't change it at all? What am I supposed to do? Arcade games aren't like something you buy at Target, where you get a 30-day money back return policy for any reason. Four to ten thousand dollars is a lot of money to spend on a machine that you hope will bring the set play-price for the life of the unit. Wouldn't it be nice if there were money-back

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or trade-in guarantees on machines that don't perform well?"

Hopefully, before any operator spends the money on a new machine they will do their research. But even research won't tell you how popular a game will be for any length of time. Several other operators I spoke with, shared the same concern. One in California stated that he "buys new machines and keeps them for several years." He went on, "Even with good care though, pins over time lose their luster. If I have a pinball that's not working 100%, I'll knock it down to a quarter. With set price-per-play, the manufacturer is telling me that this game will warrant their set price forever. How can they make that guarantee?"

Another route operator stated, "I'm in favor of set play prices. If I buy such a machine, I know the bowling alley down the street from my location isn't going to put the same machine in for less. We would all have to compete on the same merit, keeping our machine up so customers will choose a good location and clean machine over play price. The only thing I worry about is that the manufacturer will feel we're going to be making more money on these machines, so they'll charge us more for them." A good point, but manufacturers will rebut by saying that to obtain the set 50-cent price, the machines are being designed and built to attract the price over a long period of time.

Only time will tell how set price-per-play will affect our business. You've read some points and concerns other operators have regarding the subject, but many more weren't addressed in this column. Regardless of how you feel, please talk with your fellow operators and business associates to voice your opinion. I feel manufacturer price setting is here to say.

As always, feel free to send in any comments on this topic or any other that relates to the industry. Write to: Alan Foster, Big Al's Corner, P.O. Box 901382, Palmdale, CA 93590-1382.

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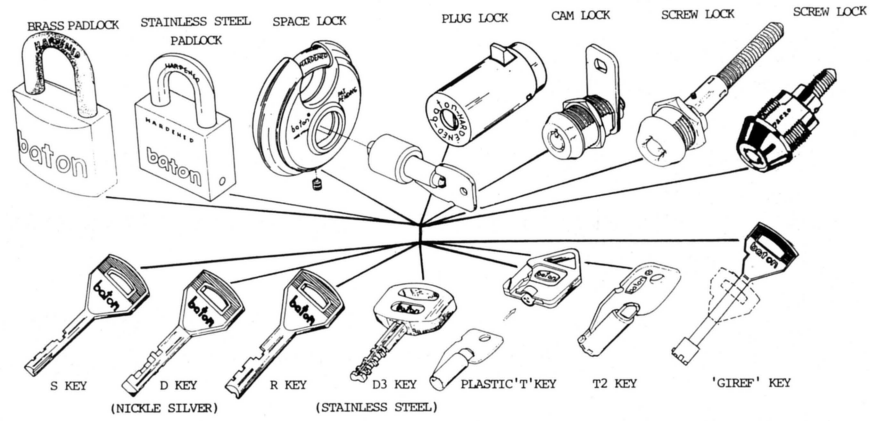

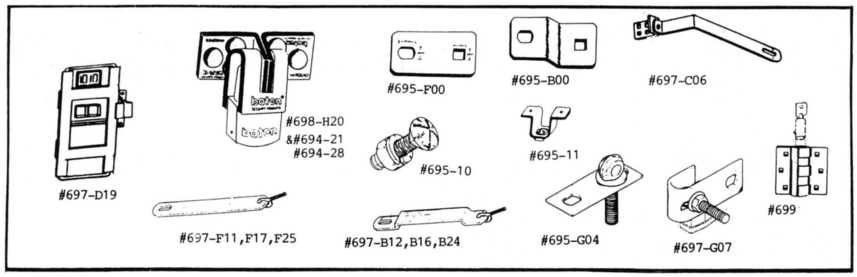

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EIGHT IS GREAT

Arachnid calls BullShooter 8 dart championships "largest ever"! $60,000 competition was played in the Windy City from May 28-31

Arachnid calls it the largest dart promotion of the year, the granddaddy of all tournaments, a record-setting extravaganza. It's the BullShooter 8. Over 5,800 entries. A $60,000 purse. You be the judge.

Sponsored by the manufacturer and their house organ, *BullShooter Magazine,* BullShooter 8 played out over Memorial Day Weekend (May 28-31) near Chicago at the Hyatt Regency O'Hare. Culminating 16 U.S. qualifying tourneys, the finals championship drew darters from 38 states and nine foreign countries. All entrants had proved themselves in the qualifying tournaments by winning first, second or third place — securing them a slot at the BullShooter Final competition. Additional qualifying certificates came from the players' local leagues.

BullShooter, traditional topper to Arachnid's dart seasons, just keeps one-upping itself year after year, the firm reports. Attendance increased over last year, as did (is it possible?) player enthusiasm. Retaining the most popular elements of the tournament, Arachnid brought back the Bull Pen (big-screen showplace displayed all the action), the $10,000 Top Gun Challenge, and computerized registration for all eight events.

Another top challenge: the international team competition sported a round-robin format with each country's four-player teams darting fast and furiously to claim the cup.

Players from Belgium, Austria, Spain, Canada, Germany and the U.S. flocked to the darting ring. When it was all said and done, Spain took first place, followed by the United States and Canada. The international competition was made possible by Arachnid distributors Elam Group, TAB, DATTL, EMD, Diana Marketing and Laniel Superieur.

The BullShooter Pro Singles world championship was another tourney hot spot and sported one-on-one competition from some of the best players in the world. Last year's world champ, Larry Butler, encountered some determined darters ready to take the title. But true to his reputation, he walked away once again with top honors.

Finally, with over three days of competition, the BullShooter 8 drew to a close. Time for a rest? Not for Arachnid. The company is already busy planning an even bigger and better BullShooter IX tour. To join their program, call Arachnid. They will be happy to tell you how to start a league, run it, and how to coordinate your action with theirs. Interested operators who wish to learn more about this promotion can contact Arachnid (located in Rockford, Ill.) at 815/654-0212 or 800/435-8319.

Top: Ray Terronez (second place, Pro singles), Larry Butler (first place), Arachnid prexy Bill Ward and company marketing VP Sam Zammuto. **Bottom left:** Top Gun Challenge winner G.R. Verner poses here with Sam Zammuto. **Center:** Women's Doubles first-placers: Lori Verrier and Sandy Reitan with Sam Zammuto. **Right:** Women's MVP winner Sandy Reitan and Bill Ward.

IFPA'S IT!

AMOA's International Flipper Pinball Assn. enjoys tournament success with third annual world pinball championships held May 21-23 in Milwaukee

It's a peace conference! It's a world trade agreement! It's IFPA's third annual pinball championships! All right, so it didn't singlehandedly transform the economy, but if overseas attendance is an indicator, IFPA's super tourney enjoyed its own bit of global impact.

Held May 21-23 at Wisconsin's Grand Milwaukee Hotel, AMOA's International Flipper Pinball Association (IFPA) put on one heck of an event. With individual entries in excess of 900, and competitors from across the country and the seas in attendance, the tournament was truly world-class.

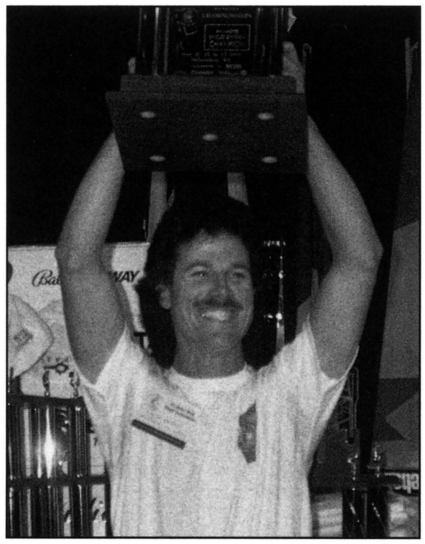
Playing host to a contingent of international pinballers from France, Hungary, the Netherlands, Australia, Canada, Mexico and over 30 U.S. states, the Grand Milwaukee hotel also acted as showcase for 100 brand-new pinballs.

The impressive machine line-up included the newest from IFPA's four manufacturer sponsors: Data East's *Jurassic Park,* Premier's *Tee'd Off,* Midway's *Twilight Zone,* and *Dracula* from Williams racked up hundreds of play hours with ease.

And the players! "As with all IFPA tournaments," Doug Young began, "the competitors really made it great. Their enthusiasm is a true reflection of the response to IFPA's leagues, in which many of them competed."

And that enthusiasm seems to grow with each year's final tournament. Comprised of seven events, the championship beckoned to players of all levels, sizes and styles of play. Competitions were waged for all from the Pinmaster to Youth divisions. Nearly 400 players battled it out in the regular events, with hundreds more playing the Specialty, Luck of the Draw and Charity tourneys.

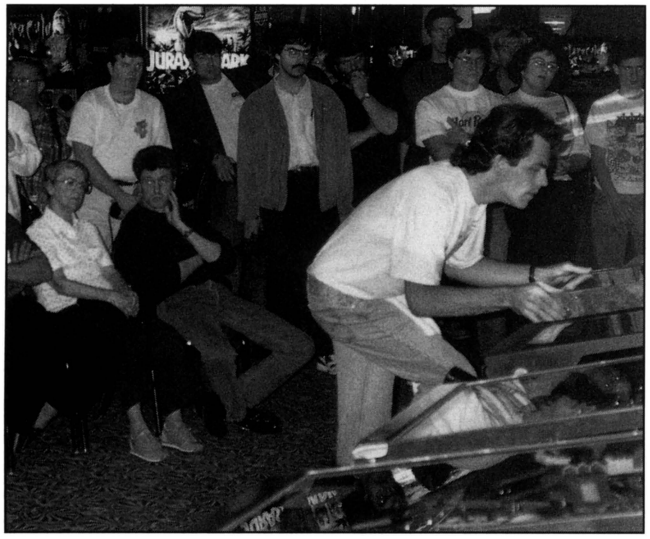
The latter raised over $1,000 dollars for the MACC Fund and will go to support research in the fight against childhood cancer. "I'd like to say a very special thanks to all players who participated in the Charity Challenge event," Doug smiled.

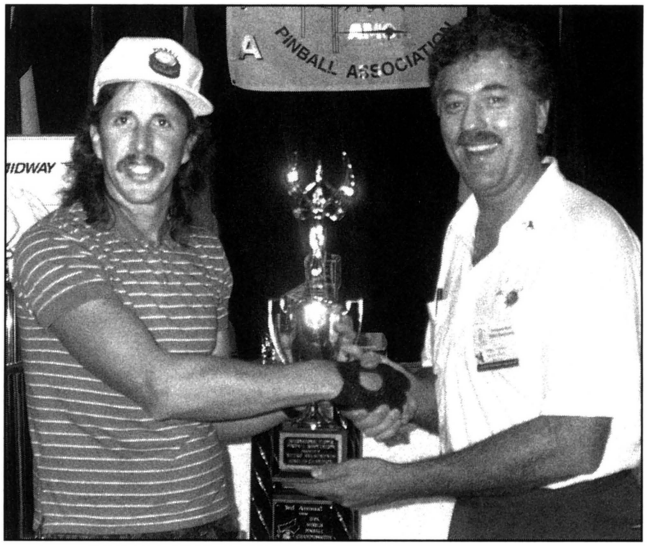


"IFPA's gratitude also goes out to the tournament committee who put together a great event." They are: Mike Hawkins (D&R Star), Chris Warren (Capital Music), Mike Jensen and Brian Graw (Jim Stansfield Vending), Dennis Bohrer (Hastings Dist.), Bruce Dentice (Wisconsin Novelty) and Ed Tolisano (TBI Games Unlimited).

According to Doug, IFPA has made tremendous strides in developing and promoting competitive pinball leagues and tourneys. "AMOA created IFPA to enhance the image of competitive pinball," said Doug, "and this tournament has proved to be a great promotional vehicle for our pinball leagues. The success of this annual event is a reflection of just how great." Can IFPA's 1993 pinball championship be beat? Tune in next year, tournament fans. 'Til then, contact Doug Young at the IFPA'sadministrative office to find out how **you** can be a part of this super league program: 141 W. Vine St., Milwaukee, WI 53212; 414/263-0233.

Left: IFPA champ Rick Stetta savors victory as he hoists his trophy skyward. **Bottom left:** Fans crowd to get a glimpse of the action as perennial standout Lyman Sheats Jr. competes against outstanding French player Gauthier Cadene (far right) in the Pinmaster Singles event. Gauthier finished in a tie for fifth, while Lyman finished in fourth place. **Bottom right:** Premier Technology's Jon Norris reigned supreme in the third annual Manufacturer's Singles Division. Jon is shown here accepting his trophy from Doug Young (right).





EVERYONE'S A WINNER

AMOA's National Dart Association stages fun fiesta; huge purse & huge turnout define Las Vegas-based tourney

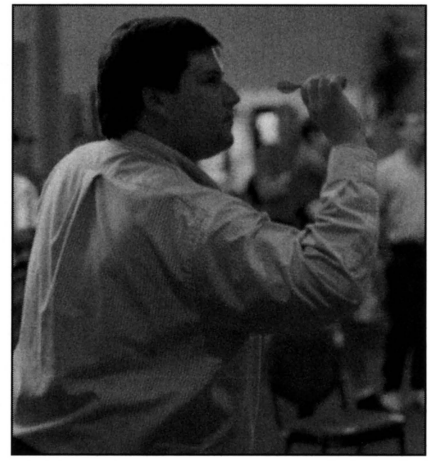
"The night the lights went out in Vegas!" proclaims the National Dart Association (NDA). Talking about their annual Team Dart tournament, the NDA-sanctioned darters' enthusiasm shone so bright, there was no need for the lights of the Strip. Played at the Sahara Hotel & Casino April 27-May 1, Team Dart 8 brought some top dart talent together for the $100,000 event.

The zenith of many months of local league play on operator-owned electronic dart games, Team Dart 8 attracted some 3,000 competitors (including 300 international players) for five days of intense darting. The whole shebang went smoothly, thanks to tournament director Gary Benson (High Country Games, Ft. Collins, Colo.) and his volunteer staff of operators and league managers.

"The tournament system has continued to work famously," said NDA exec director Joe Conway. "It's truly remarkable to see these volunteers give of their time and thrust themselves into an event of this magnitude — all with no paycheck. They make it happen."

NDA's volunteers put together a high-class event, keeping the players busy on all 183 games (provided by sponsors Arachnid, Merit and Valley). All teams competed via a round-robin format, "where only the best and strongest survived." Bracketed by ability (tourney participants are ranked based on composite team scores), the darters enjoyed day after day of fierce matches and close battles with their worthy competitors.

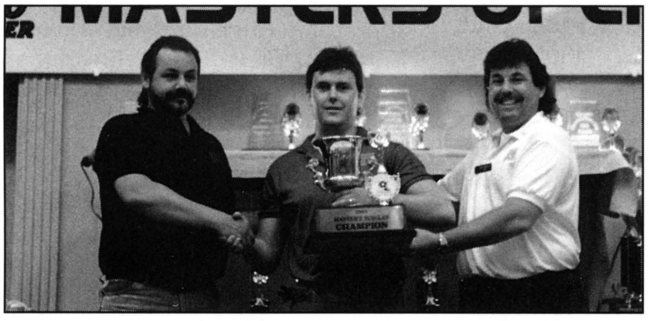
Those competitors come from hundreds of local league programs



across the country. The leagues must be run by operators who are members of AMOA (and in turn, NDA). Additional qualifications are simple: own your own dart machines (at least six) and put them on location. The brand of machine doesn't matter. Submit your application, get approval, pay the dues and you're in. Your dart player will enjoy superb support in every direction, and so will you.

For more information on how NDA can help you learn how to set up, promote and expand dart leagues (including how to provide your players with rewards and recognition, including patches, write-ups in their own player magazine *Throw Lines)* call them at 414/476-4665. NDA will give your player the pride and excitement of knowing they're part of a world-wide league with over 10,000 fellow dart players all over the U.S., plus several foreign countries. Perhaps best of all, NDA will offer your player a chance to travel to Las Vegas for the Team Dart 9 international championship at the end of the darting season!

TOURNAMENT HIGHLIGHTS

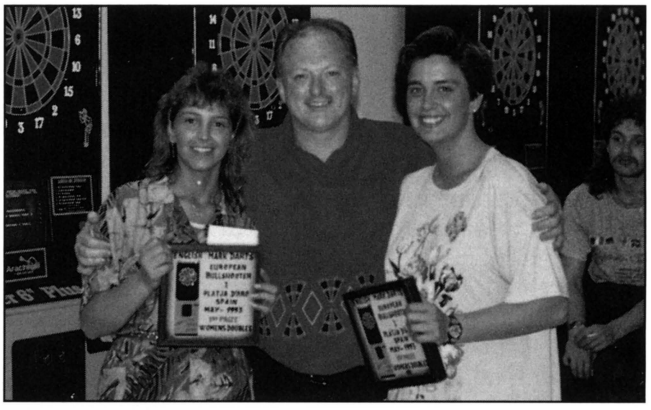


TORNADO TO ATLANTA — Atlanta, Georgia has long been a memorial weekend stop on Tornado's table soccer tour, and again the beautiful Atlanta Airport Hilton was the host site for Tornado's '93 $35,000 Masters Open. Over 1,300 entries made this tourney a standout, and the level of competition in each category was outstanding, says the firm. After the "survival of the fittest" competition, 42 players qualified for the Masters singles. The elite group is pictured above. For more information regarding the rest of the stops on Tornado's tour, including the $100,000 world championship, please call the company at 817/483-2899.

AMERICAN INTERNATIONAL SHUFFLEBOARD and the Shuffleboard Federation have finalized a multi-year agreement in which American will sponsor the Federation's national league program and the North American championships. Through its subsidiary, the National Amateur Shuffleboard League, the Shuffleboard Federation has developed a comprehensive league program, and is more than pleased with the sign-on of their new sponsor. For additional information, please call 313/380-9300.

DARTS DOWN UNDER — Valley's *Cougar Darts* distributor in the Land Down Under is the Australian Pinball

Company (Melbourne). APC officially kicked off their Valley leagues May 9, with a tournament in Victoria. Competitors were the Belgravia Cocktails versus the Belgravia Destroyers, and competition took place at the Mona Castle Hotel pub. Pictured above are the players. Good darts, mates!



ARACHNID TO SPAIN — The first European BullShooter soft-tip dart tourney was held April 29-May 1 at the Playa de Aro in Gerona, Spain. Sponsored by Arachnid, the firm contributed $10,000 (U.S.) in prize money, plus helpful administrative support (with cooperation from Diana Marketing — Arachnid's *English Mark Dart* distributor in Spain). More than 800 entries hailed from Austria, Belgium, Denmark, Germany, Norway, Portugal and Switzerland. Winning first place in women's doubles were German darters Petra Rice and Jeannette Peters, shown above with Arachnid president Bill Ward. Arachnid also announces that plans have just about been finalized for the European BullShooter II, to take place in Austria May 12-14. For more information, please call Arachnid at 800/435-8319.

ARACHNID TO IOWA — The Arachnid BullShooter tour stopped at the Des Moines West Travelodge, in Clive, from April 16-18. It was their last tournament before May's BullShooter 8 finals (see separate story). Co-sponsored by Moss Distributing, the event paid out $6,000 in prize money and drew a plethora of Midwest darters...most of whom made it to the finals event. Pictured above are men's doubles winners Ray Terronez and Bill Gay with Arachnid's Anne Bressler.

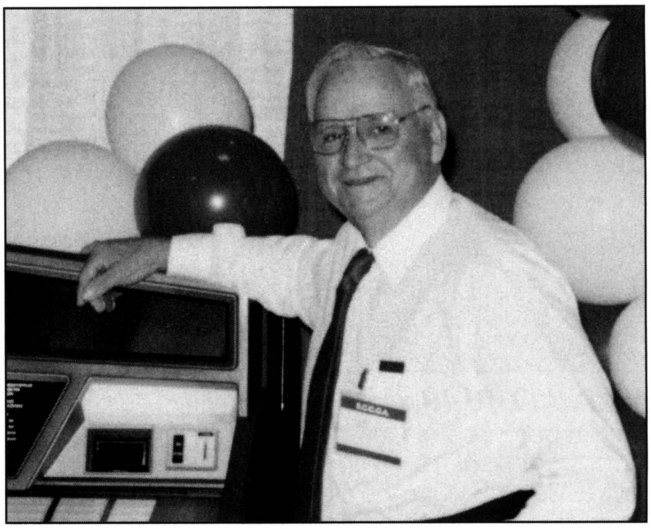
BUD LIGHT CHAMPS — Above, the American Poolplayers Association president, Terry Bell, congratulates Terri Stovall (center) and Mike Corbett for winning the women's and men's divisions of the seventh annual Bud Light Pool League International Singles Championships. Terri and Mike won $9000 between them in the $100,000 tournament, where 180 billiards players flocked to get in on the action (and the purse). Congratulations! For more event information, please call Kevin Williams at 314/982-9172.

MERIT TO OREGON — One of the last tourneys of the World Series of Darts '92-93 season, the Northwest Open was held April 2-4 in Portland, and it was tops. Co-sponsor General Coin helped plan the highly successful event, which drew aslew of notable darters. Familiar pro Lori Verrier took first place in women's singles, and is pictured above with Merit's Mike Gannon. For any information regarding Merit's tournament season, or for questions, comments, etc., call Merit's Bob Wiles at 800/523-2760.

MERIT TO CONNECTICUT — On the opposite side of the country, Merit hosted its final tournament of the season in Trumbull April 16-18. Again, the event was a terrific success with co-sponsorship by Betson Distributing and the Greater Waterbury Area Electronic Dart Operators. Winning the prestigious open doubles event were Thom Johnson and Walter Pankow, flanked above by Merit's Mike Gannon and Bob Wiles. As their season draws to a close, Merit would like to publicly thank Great Lakes Darts and Laramie Screen Printing for their support and dart supplies during the year's tournaments. For additional information regarding the '92-93 season or the upcoming schedule, call Bob Wiles at 800/523-2760.

SOUTH DAKOTA had its own pool tournament with their State Valley League Pool event which drew 225 teams and a tally of 2,000 attendees. The four-day event took place in March and was hosted by the Music and Vending Assn. of South Dakota (MVA) and High Country Games (Ft. Collins, Colorado), who supplied the tables. Winners pocketed $20,000 in cash, trophies and prizes...among the premier and richer players were the women's singles division champs pictured above. The state also hosted its first nine-ball tournament, sponsored again by the MVA. For additional information regarding the tournaments, call Art Erickson at 605/578-2000.

Thumbnail Sketch



FRED BRITT

ttirB derF (Fred Britt) claims he can spell *any* word backwards quicker than most people spell it the right way. "I'm a memory man," he smiles.

The memory has served him well. The owner of Britt Music in Albemarle, North Carolina says he's been "around the industry a long time." And today, he's running his own business the old-fashioned way, with equal parts courtesy and service. As he'll be the first to say, he's running it the way a business should be run — as in the days when big business wasn't so big.

"During my time," Fred began, "I've seen business operations go through various stages. I started out as a truck jobber, where we'd go from store to store seeing what merchandise was needed and re-stocking the shelves with our supplies. That was very personal service. Now," he went on, "it seems everything is centralized. Instead of suppliers knowing who you are, you're just a territory or location. But not so at Britt Music. We steer clear of that, and do business in the earlier tradition."

Fred got his coin-op start after helping a shop owner load a jukebox onto his trailer. "I helped him out of a tight spot," Fred recalled, "and a couple of days later, he asked me to join him in the jukebox business. We came to an agreement, and financed four jukeboxes together." Not too long after, the gentleman passed away, Fred took over his business obligations, and Britt Music was born.

That was over 25 years ago. "It started as a small company," Fred told *RePlay*. "It's still small and we like it that way. We don't want it any larger. Each and every one of us keeps sight of the friendly service that marks a true family organization."

Britt Music is run mainly by Fred's adopted son Merle, the proud pop is quick to point out. But it is obvious that Fred set up the guidelines of the business, and keeps the company philosophy on track. "We're there for our customers," Fred said. "That's what Britt Music is all about."

Another very important part of Britt Music is Fred's wife of 52 years, Hazel. "She's the woman behind the man," he joked. "In days past, she covered pool tables, made deliveries, and generally did whatever needed to be done. Now, she is our finance lady, and puts our money to work for us." The company is also staffed by Merle's son-in-law Mike and part-time runners David and James.

Together, the staff comprises a company which takes great pride in its "mom-and pop" business status. "Business changes all the time," Fred reminded. "But in any kind of business, it's mandatory to stay on a friendly basis with your customers and even your competition. I always tell my son, `When you deal with someone difficult, turn your courtesy up one notch, and if that doesn't work, turn it up two notches.'"

Fred elaborated: "Sometimes we deal with unhappy, frustrated locations who want something we know won't profit them. We want them on our side, but we also need to do our job. I don't want to tell them how to run their tavern or whatever, but I know the coin machine business, and sometimes these two sides clash. I just try to compromise, still do the job, and be nice about it."

Britt Music basically runs a street route, counting convenience stores and even some taverns among their locations. The company operates all kinds of equipment, from pool tables to poker machines (operated within North Carolina legal limits), and always buys their machines outright. No financing!

"I haven't financed a single piece of equipment since the first four jukeboxes I ever bought," Fred proudly noted. "I discipline myself to pay the bill immediately, and I'm very successful at it."

This is the same discipline that's kept Fred a regular attendee at his state association get-togethers. A member of the North Carolina Amusement Machine Association (NCAMA) from day one, Fred's has also served two terms as president. "I've never missed more than a couple meetings in 25 years," he smiled. "I stay involved."

Also a member of AMOA, Fred faithfully attends its meetings and annual Government Affairs Conference in Washington D.C. Currently, Fred's major political concerns are the federal tobacco tax under discussion and proposed North Carolina video lottery legislation.

As for the overall business climate in his home state, Fred reports he isn't listening to the doomsayers who say the economy is still sluggish. "Everyone's talking about the recession going on," he said. "Well, I want them to know that the Britts aren't going to participate! After the recession is over, the people who survived will be those who kept their business first-class."

Fred summed up: "Clean machines, primo service, a disciplined operation. The businesses that make this their motto, are the businesses that will stick around long after the recession."

NEW PRODUCTS

PRIME TIME FIGHTER from Taito

Prime Time Fighter is a two-player JAMMA-compatible horizontal kit.

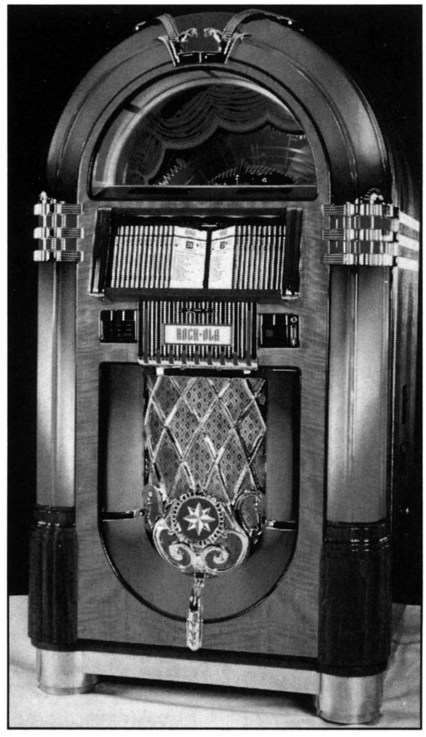
Theme: Futuristic boxing/wrestling action.Gameplay: Players select a fighter with his own unique attack technique, and work their way through a tournament featuring fierce opponents. Each fight consists of three rounds, for which the player must score higher than his opponent or achieve a technical knockout. All action culminates in boxing rings in cities throughout the U.S., and judges and referee determine the scoring of the fight.

Features: High-definition graphics, special attack techniques. Each universal kit comes with full marquee, complete set of control panel buttons, two joysticks and JAMMA harness.

For information, contact your authorized distributor, or for referral it's Taito America, 390 Holbrook Dr., Wheeling, IL 60090; 708/520-9280.

New from Antique Apparatus/Rock-Ola

Antique Apparatus/Rock-Ola has made several improvements on their nostalgic jukebox line. Now, all machines come equipped with the Rock-Ola CD mech, which features



100-CD capacity and a powerful 280-watt amplifier. In addition, the Rock-Ola *Bubbler* incorporates all the improvements that were installed on the firm's contemporary *Gala 5000,* including a new cam, providing for gentler CD handling.

Antique Apparatus/Rock-Ola has also introduced the new CD player test program. The function allows for precise diagnosis of all Phillips CDM-4 industrial player functions.

For more information, contact your authorized distributor, or for referral, it's Antique Apparatus/Rock-Ola, 2335 208th St., Torrance, CA 90501; 310/328-1306.

TWILIGHT ZONE from Midway

Twilight Zone is the newest pinball from Midway Manufacturing. With action based on the popular 60s TV series, the machine incorporates many of the same elements found in the show, including the famous clock which tick-tocked at each show introduction.

Gameplay: Fourteen unique door panels allow player to enter "new dimensions" (and scoring modes) ranging from the "Spiral" which stops a ball in mid-flight and sends it back to the flipper to the world of "Power Ball Mania."

Features: Six-ball multi-play, a large playfield highlighted with such as a "robot ramp," "power field," and a "player piano." Buy-in is also available and lets player buy an extra ball to continue gameplay with current score.

For distributor referral, contact Midway at 3401 N. California Ave., Chicago, IL 60618; 312/267-2240.

CHASE THE RAINBOW from Purple Star

Chase the Rainbow is a new hand/eye coordination redemption skill game.

Theme: Fun "light-the-rainbow" action.

Gameplay: Random selections of the game's brightly-colored rainbow

blink out, while the player must push the correct color-coded light button to re-light it. As the player gets better, the action accelerates (slower players are given verbal prompts to assist them). If the rainbow is fully lit of the end of play, bonus points are earned.

Features: Dot matrix display, LED rainbow lighting, original voice and music score, ticket dispenser, operator-adjustable pricing and ticket payout.

For more information, contact Purple Star, Inc., 2900 Justin Dr., Ste. C, Urbandale, IA 50322; 800/525-7475.

RIVERBOAT QUEEN from VGT

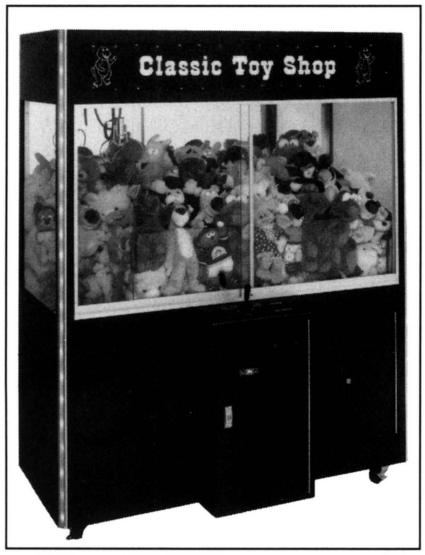
Riverboat Queen is a new VLT from Video Gaming Technologies (VGT), which has received final approval from the state of Louisiana. Sporting a 19" hi-resolution graphics monitor with touch-screen interface, metal casino-style cabinet (with mirrored marquee), operator-selectable player graphics, CD-quality enhanced sound effects, dual copy printer, paper currency validator and electronic coin acceptor, the unit also integrates an

expandable cartridge system into its design. The latter feature allows operators to add new games without changing boards or ROMS. *Riverboat Queen* currently offers the following games: Jacks or Better, Joker Poker, Jokers' Wild, Four of a Kind Bonus Poker, Deuces Wild and Joker and Deuces Wild (other games available for other jurisdictions).

For more information, contact VGT, Inc., 3026 Owen Dr., #107, Antioch, TN 37013; 615/641-7777.

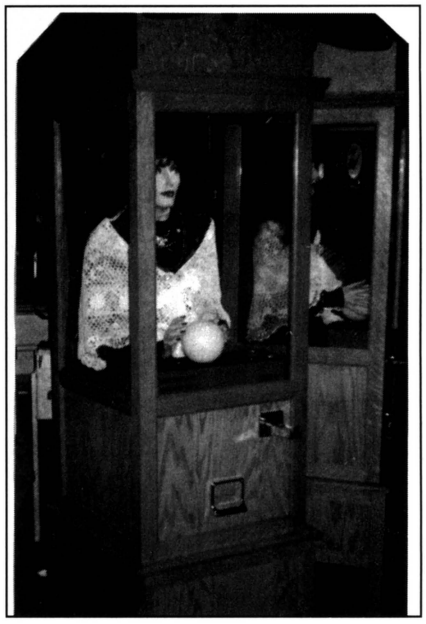
New from Classic, Inc.

Classic unveils a new jumbo claw crane line, including a "5-ft.-wide" unit and the *Jumbo Claw.* All Classic *Claw* cranes feature modern cabinet design, chaser lights, adjustable claw, and two-piece front glass.



Additional highlights are adjustable cost and time-per-play, joystick or buttons, LED readout, and optional sports card dispenser.

For more information, contact Classic, Inc., Rt. 37 & Germania Station Rd., Toms River, NJ 08754; 908/286-1120.



MADAME TARRA FORTUNE TELLER from Thumper Bumper

Madame Tarra is a life-size fortune teller enclosed within an all-oak cabinet. Fully electromechanical, Madame T. has movable arms and hands, optional eye movement, and realistic breathing functions. Weighing approximately 175 pounds, and measuring 6 1/2' high, the unit's upper and lower mech assemblies slide out for easy service. Thumper Bumper is also offering a limited edition **Madame Tarra** unit, with the first 100 machines numbered and with its own unique aspects special to each Madame.

For additional information, contact the Thumper Bumper Amusement Co., 1260 Easton Rd., Roslyn, PA 19001; 215/576-1159.

New from A.M.R. Publishing

A.M.R. Publishing Co. has printed their new 1993-94 **Jukebox Service Manual** catalog. Offering service and parts, operation and maintenance manuals (as well as

troubleshooting guides), for Rock-Ola, Rowe-AMi, Seeburg, Wurlitzer, Capehart & Packard, and Mills machines, the catalog features the literature for machines made through approximately the '30s through the '80s. This is just one catalog in the company's lineup; others include parts, schematics, and book catalogs for pinballs, slots, jukes, etc. For more information, contact A.M.R., 3816 168th Pl. N.E., P.O. Box 3007,, Arlington, WA 98223-3007; 206/659-6434.

LUCKY TOUCH from Arachnid

Lucky Touch is a VLT from Arachnid, just receiving its final approval for sale in Louisiana. Available in a metal casino-style model, with 19" VGA touch-screen monitor, the unit features a 16-bit 286 platform, dot matrix printer (with bar code capability), multi-denominational bill acceptor with 100-bill capacity and down stacker, electronic coin validator and compatibility with polling and on-line central computer systems

For more information, contact your authorized distributor,, or for referral, it's Arachnid, 6421 Material Ave., P.O. Box 2901, Rockford, IL 61132; 815/654-0212.

WATCH/JEWELRY CRANE from Maxima

The latest addition to Maxima's *Sunset Skill* crane line is the **Watch/Jewelry Crane.** Available in a 60" one- or two-player model, the unit also comes in a unique two-player version sporting one-half watch/jewelry, and half plush design. Features include display shelves with quartz halogen lighting and eight-color graphics.

For more information, contact Maxima Entertainment Corp., 23011 Alcalde, Building #A, Laguna Hills, CA 92653; 714/859-3826 or 800/852-9462.

New from Prizes!

Hottest new product from Prizes! is their **Grand Slam Star cap.** Consisting of a large baseball helmet, an MLB softee baseball and six upper deck baseball cards, the *Grand Slam Star* pack is available in 72-piece assortments, representing every major league team. The cap itself is 7.5" long, and 4.5" high. Special orders for individual teams are available.

For more information, contact Prizes!, 5452 McFadden Ave., Huntington Beach, CA 92649; 800/992-2388 or 714/897-5260.

New from DRA

Distributors Research Associates (DRA) has published an amusement games price guide update covering dedicateds, kits, pinballs, table games, and jukeboxes. Made available May 15, the update features game prices compiled on the "basis of market quotations (wholesale and retail), and local and national sales staff judgment." The guide also highlights high and low conversion kit prices, and "as is" and "reconditioned" selling prices on equipment. For additional information, contact DRA, 197 S.W. 20th Way, Dania, FL 33004; 305/920-5411.

New from Sun Process

Sun Process Converting introduces a new double-coated white vinyl tape with a permanent pressure-sensitive adhesive on one side and a high-peel removable adhesive on the other. The **DFCV350FW-35/36** industrial strength bonding film is recommended for temporary labels and decals, as the removable side provides clean removability without an adhesive residue. Available in log or slit rolls, and die-cut shapes.

For additional information, contact Sun Process Converting, Inc., 505 Bonnie Lane, Elk Grove Village, IL 60007-1963.

COLOR MATCH from Beaver State

Color Match is a new promotional game. Used by the locations as a promo tool, the game consists of a perforated-edge brightly-colored ticket, which when opened, features colored diamond graphics inside. If the customer's ticket contains five like-colored diamonds, they're a winner (awarded a premium of the location's choice). As always, with games of this type it's a good idea to check with local law enforcement regarding acceptability.

For more information, contact Beaver State Electronic Corp., P.O. Box 162, 960 Laurel Dr., Reedsport, OR 97467; 503/271-3654 or 800/488-3644.

New from Dan Brechner

Dan Brechner introduces two adorable plush dinosaurs to their collection. **Cousin Clyde** and **Spike** are cuddly additions to the company's plush line, and are available now. For more information, contact Dan Brechner & Co., 31 Stewart St., Floral Park, NY 11001; 813/923-0606 or 800/613-7077.

EASY LIFT from Nortech

The **Easy Lift** is a one-person pool table lifter. The all-steel, com-

pact cart operates by centering the unit beneath the table and applying 50 lbs. of down pressure to the handle. Also useful for air hockey, table soccer table, etc. relocation.

For more information, contact Nortech, 421 First Street So., P.O. Box 338, Virginia, MN 55792; 800/542-6372 or 218/741-6075.

CAC-V180M from Pioneer New Media

CAC-V180M is a computer-compatible 18-disc CD autochanger designed for background music applications in restaurants, night clubs, etc. Features include a compact built-in RS-232C computer interface, multiple unit linking capability, and opportunity for operators to create specific music categories via the unit's CD magazines.

For distributor referral, contact Pioneer New Media Technologies, 2265 E. 220th St., Long Beach, CA 90810; 310/952-2111.

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- A Board Conversion Kit
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New Catalog from Gold Medal Products

Gold Medal Products is offering their 64-page catalog of food vending equipment/supplies free to all interested parties. Items such as popcorn poppers, sno-kone machines and belgian waffle makers are featured in the catalog, as well as several new items.

For more information, contact Gold Medal Products, 2001 Dalton Ave., Cincinnati, OH 45214-2089; 800/543-0862 or 513/381-1313.

TREASURE CHEST from Drew's, Inc.

Treasure Chest is a video gaming unit offering games like video slot, black jack, poker and 8-lines. The unit features built-in diagnostics, bill acceptor with stacker, 13" or 19" CGA-EGA monitor, all-metal construction and plywood pedestal. Great attract mode, color graphics, and optional built-in 14-segment multi-color progressive display highlight the game. Electronic, operator-selectable coin acceptor is featured. The machine also includes an Ithaca ticket printer, and on-board communications capability (jurisdiction-dependent). Sporting a weight of 250 lbs., and measuring 27" across and 26" deep, the unit requires 110VAC/120 VAC of power.

For distributor referral, contact Drew's, Inc., 120 Southwest Dr., Spartanburg, SC 29301; 803/574-0162.

ULTIMATE pool table mover from Reid Sales

Reid Sales' **Ultimate** pool table mover is a centrally-balanced mover equipped with two 12" pneumatic tires, stabilizer bars, and two tightening ratchets for securing the pool table. Constructed of 1" tubular steel. and measuring 6' long, the unit allows the table to rest on rubber pads at all contact points. The firm also provides a slate mover and caddy.

For further informaton, contact Reid Sales Music Co., 412 Cottage St., Delphi, IN 46923; 800/925-9275 or 317/564-3182.

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GRAPEVINE

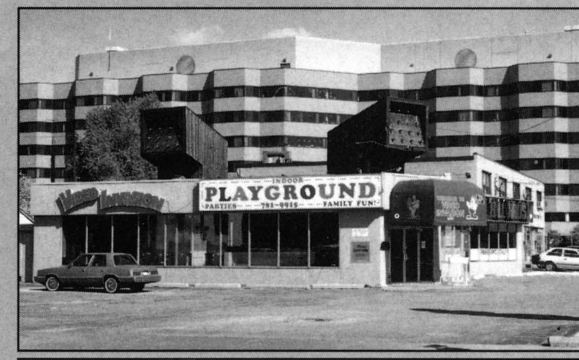
international

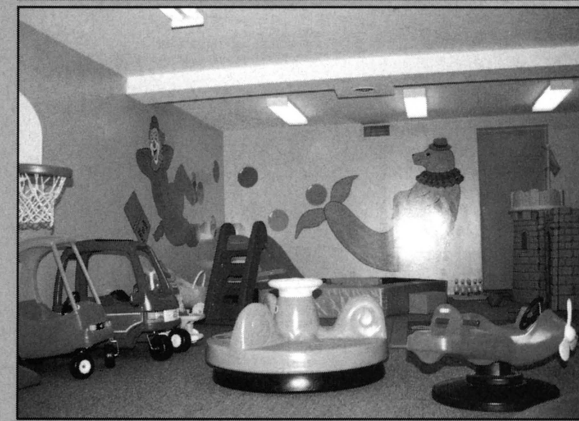
JAMMA (Japan Amusement Machinery Manufacturers Association) is holding their annual convention Aug. 26-28 at the Nippon Convention Center in Chiba, Japan. As the association advises, the first day of the event is open specifically to special invited guests, the second day for all invited guests, and the last day for the general public. The show is sponsored by JAMMA and JAPEA (Japan Amusement Parks Equipment Assn.). For additional information, please contact JAMMA at their new address, which is 1-10-11, Hamamatsucho, Minato-ku, Tokyo 105; 011-03-3438-2363 (phone) or 011-03-3438-2721 (fax).

ATEI AGREEMENT — Pictured above is a happy Amusement Trades Exhibitions International (ATEI) senior director (Charles Henry, right) confirming a five-year location arrangement with Chris Vaughan, Earls Court sales director. Earls Court, ATEI's trade show venue in '94, will remain the venue until 1998. This stability of show dates and venues for the next five years is a coup for ATEI, who excitedly looks forward to their next show — taking place Jan. 25-27 in London.

SADA '93 — The Spanish Amusement Trade Show (SADA) takes place this October 20-22 at the Palacio Victoria Eugenia in Barcelona. For additional information regarding the Salon de la Industria Recreativa y de las Maquinas Accionadas por Monedas show, please contact the sponsor Interalia at 011-93-416-1466 (phone) or 011-93-415-0095 (fax).

SALEX '93 — The first international South American industry expo hits Sao Paulo, Brazil July 22-24. The Mart Center hosts the whole event, which is sponsored by *EuroSlot* magazine (in association with *Game News of Brazil* and *ABC Del Operador* (Argentina). Special travel and hotel discounts are available, as is some exhibitor space. Call SALEX's PR firm for more details at 011-061-236-0677.





WAYNE FROMM (Video Invasion, Ontario, Canada) recently remodeled his facility, adding an indoor playground and billiard room. The completely remodeled fun place is shown above (exterior and playground interior). Nice! Wayne is also doing well on other fronts — his *Beauty and the Beast* talking mirror is up to the 900,000 units sold mark, and he has just finished the *Snow White* magic mirror! Way to go, Wayne.

MERGER DEAL — Two Quebec, Canada associations joined forces in a May 18 agreement. The Corporation De l'Amusements du Quebec and L'Association De l'Amusement du Quebec are now one and the same, and happily share a collective industry voice. Henley Sung is the new president of the newly-paired organization.

ILIW '93 — International Leisure Industry Week (ILIW) takes place Oct. 5-7 at the NEC in Birmingham, England. Billed as the "most comprehensive UK leisure industry event of the year," ILIW will showcase products from sectors such as water recreation, amusements and leisure facilities management. For additional show information, contact Andy Center at 011-0932-564455.

CANADIAN COIN MACHINE hosted a Data East service school this past June 4 in Vancouver. Featured pinball was *Jurassic Park,* and featured teacher was Data East's Jim Gorman. Canadian Coin Machine GM Jim Niblock reported a terrific turn-out of 50 operators, all of whom expressed a tremendous enthusiasm for the pinball and the technical session.

CDS KIT JUKEBOX KIT CO. announces that their new exclusive distributor for the conversion kits in Europe and South Africa is (get ready): Krico Import-Export Kriner GMBH & Co. Automaten Grobhandel KG. Located in West Germany and run by Harold Kriner, Krico Import-Export may be contacted by fax at 011-062-51-72278.

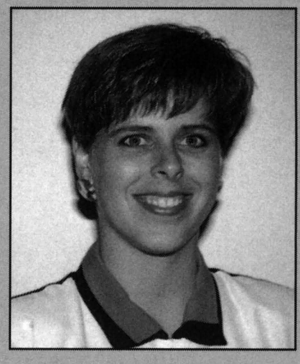
southeast

A SUCCESSFUL OPERATION — The following true-life story comes to us from Louis Boasberg...*The surgeon was working against time. He'd been at the table for over an hour. Rumor had spread that something big was going on. Doctors, nurses, students, interns vied with one another for vantage points. The atmosphere was tense. The day was sultry, and a nurse was continually mopping the perspiring brow of the surgeon. His hands were a thing of beauty as he worked, so strong, so sure, so clever. Yet — one slip of those deft fingers and all could be lost. The crisis was approaching. Could he make it? The observers leaned forward in feverish anticipation. At last it was over. The surgeon left the table, exhausted but triumphant. He coolly walked out of the room. An older doctor whose name is a byword in Southern medicine remarked regretfully to a young intern: "Son, I would give half of all I own if I could only play a pinball game like that fellow."* (A slice of life from a sandwich shop close to New Orleans' famed Touro infirmary).

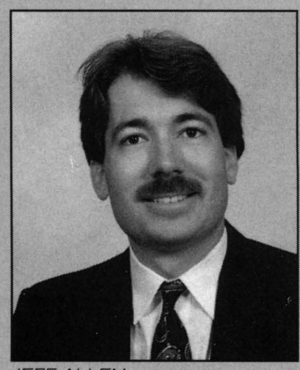
COLLINS CRUISE? Veteran coin-opper Fred Collins (Collins Music Co.) has recently entered into a lease agreement with two other partners for a site where he plans to develop a riverboat casino. Located at Mhoon Landing in Tunica, Mississippi, the location will operate under the name Jubilee Belle Casino. Fred has already filed for a gaming license, and currently holds a temporary operator's license for charitable bingo and pull-tab machines in Mississippi. He expects all else to go smoothly.

WATERPARKS '93 — The Waterpark trade show comes to you from the World Waterpark Association, and is scheduled for Oct. 7-9 in Fort Lauderdale, Fla. A unique exhibition opportunity for equipment manufacturers, the convention will draw park owners, designers, developers and operators. For more information, contact Patty Miller at 913/599-0300.

southwest



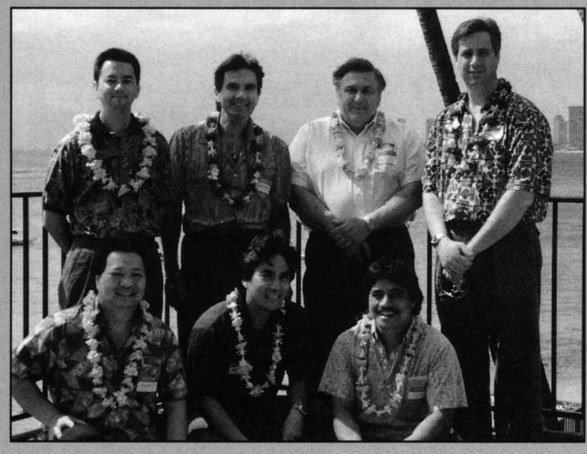
LAZER-TRON announces two key personnel changes. Susan Jessee (at left) has moved into the position of sales representative. As assistant to sales VP Ron Carrara, Susan will concentrate on working with distributors and arcade operators in a sales/customer service capacity. Susan has been with Lazer-Tron for a year and is happy about her new position. Jeff Allen (pictured next page) has worked with Lazer-Tron for over four years as a



JEFF ALLEN

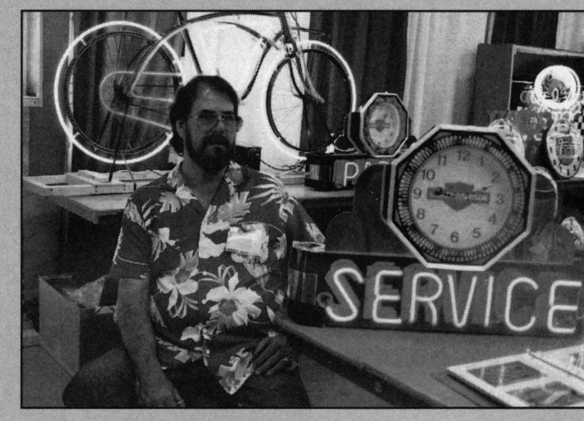
consulting engineer and now officially joins the company as Director of Operations. In charge of manufacturing and facilities, Jeff left his position as senior manufacturing engineer with Conner Peripherals, one of the world's largest disk drive manufacturers. Congratulations!

RANDY FROMM is hosting a three-day VLT school this Aug. 13-15 in Billings, Montana. Hosted at Fleetwood Distributing, the school will cover digital multimeters, electronic components, schematic diagrams, power supplies, VLT systems/printers and vidgame monitors. For enrollment information (sign-up by July 13 and receive a free digital multimeter!), call Randy at 619/593-6131.



ALOHA from AMOH (Hawaii's new state operator association). Pictured here after a recent meeting is AMOH prexy Glenn Anderson, board member Bob Peters, video lottery speaker Wally Bohrer, AMOA president Craig Johnson, and AMOH board members Pakay Ching, Denny Miyasata and Alan Nakamura. As Glenn reports, "Craig and Wally were fantastic! They established a real unification of attending operators on key issues." Glenn went on to say, "As you can see from the smiles on the AMOH members faces, they were a joy to meet also!" Nice to hear, and continued good luck to the start-up association!

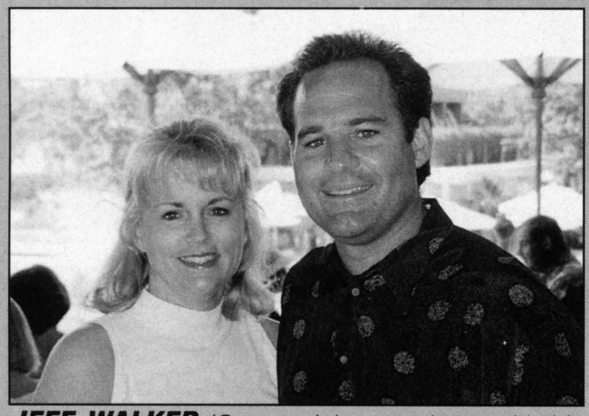
TEXAS TALK — The overall healthy pinball collection box throughout the land is one of life's pleasures right now. Texas op Chris Carzo (Crum Lynne) thinks one reason is that a generation of kids "raised on Nintendo and Sega home video systems" has grown up and "discovered" the delights of the rolling steel ball. So, which pins are booking bread for Chris? *Twilight Zone,* to name one (oh yes, he's also doing fab with *NBA Jam)...* We chatted with Dale Owen at A-1 Amusement in Harker Heights, Texas who info's husband Ron's been under the weather lately and traveling back and forth to the doctor. Get better, big guy!...Ron (Metro Games) Adams down in Arlington, Texas had a "hair in his eye" when we talked, saying industry trade shows cater mostly to distributors and virtually ignore operators. That's one man's view, how 'bout yours?



COIN-OP SUPER SHOW — It takes place July 30-Aug. 1 at the Pasadena Exhibit Center, and will feature a variety of '30s through '60s coin-op memorabilia. Items such as Wurlitzer jukes (original and repro), slots, pachinko machines, neon signs, etc. will be on display, and the show practically promises to evoke nostalgia. A snapshot from last year's show is shown above and features Custom Neon Signs' Tommie Storier in all his "neon-ness." For additional information, call organizer Rosanna Harris at Rosanna Lee, Ltd. Number is 800/525-8694.

CALIFORNIA GAMING — Ben Santucci (Coast to Coast) says that the Sacramento Senate passed bill SB884 which (if also passed by the Assembly and signed by Pete Wilson) would restrict the state lottery from introducing any more changes (like a move into poker) unless they are authorized by a new law. Ben feels the idea is to put more controls over California Lottery Director Sharon Sharpe, maybe in view of lawsuits now leveled against her keno operations. By the way, Ben read that Virgin Atlantic Airlines has plans to put a payoff poker game on the back of every seat! Cash flow would occur via customer credit cards...Also from Sacramento we had a brief chat with Bob Jordan whose 4J's Funtime route deals strictly with electronic darts. The "game specialist" gratefully says "darts are hot!"

REDEMPTION RELIEF? According to the games/gambling consulting firm of Bob Snyder & Assoc., the city of Santa Barbara has taken the first step toward legalizing redemption equipment. The city council voted 6-1 this past June to review (for amendment consideration) a 1925 ordinance which prohibits redemption. The review comes as a result of a Nov. 1992 Santa Barbara police department raid and halt on coin-op redemption at a local bowling alley. Bob Snyder (working with bowling alley on consultant basis) reports that during the city council hearing, the location received favorable comments regarding their business operations in the community, and that is expected to help their cause. Stay tuned.



JEFF WALKER (Capcom) is seen here with his new wife Sharyl Ford. The two wed at June's end in the Napa Valley. Congratulations to the happy couple!

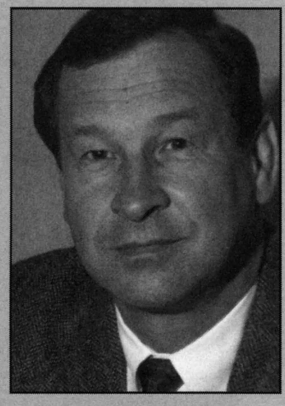
midwest

FUNLAND is the name of Lauran Bromley's new fun center opening up in the heart of Chicago. Grand opening was set for July 2, and surely sported some top coin-op names. Knowing Lauran, it's sure to be a blast (the grand opening invitation asked for attire: please)!

VIDGAME BURNOUT — John (A&A Services) Lewis visited the recent Consumer Electronics Show and revisited his annoyance with video game "kits" coming out for home systems on some of his hotter pieces. Besides *Lethal Enforcers* and *Mortal Kombat,* even *NBA Jam* was touted at CES as due in "late fall" in a homevid kit. Not your biggest video fan these days, John says he's moving more into redemption at his Waukegan, Ill.-based company (though he does like those *Jurassic Park* and *Twilight Zone* pins).

HANSON DISTRIBUTING recently hosted an open house/service school in their Bloomington, Minn.-newly remodeled facilities. The April 16 event brought several factory reps together, including NSM's Rus Strahan, Data East's Pete Gustafson and Valley's Bill Nemgar. In all, about 35 people (representing 20 companies) showed up to see the refurbished place, hear NSM's Keith White give a service school presentation, and ohh and ahh over Valley's new league machine, which enjoyed a feature presentation. Harmon and Associates' Paul Harmon sent us these pics, along with two very funny captions. The first pic shows "Keith Whiite displaying his 'Oklahoma cool' as he nonchalantly touches a component in the display receiving 110 volts and thereby lighting the cigarette in his other hand." The second picture features Hanson GM Scott Nelson, sales manager Dave Gabrielli ("wearing no pants," claims Paul), account manager Tammy Watson ("also wearing no pants") and NSM prexy Rus Strahan with the latter's *Performer Grand II.*

VALLEY RECREATION PRODUCTS is proud to announce that Moss Distributing (Des Moines) has been named their "Distributor of the Year" for 1992. In April, Valley presented Terry Moss with a commemorative steuben glass sculpture in recognition of excellent distributorship. In the above pic, Moss' Gene Greenwood, Nancy Hardt and Terry Moss accept Valley's "Cougar" award as presented by the firm's Alan Schafer.



ENTREPRENEURS EXTRADONNAIRE — Enchanted Castle restaurant and entertainment center owners Gary Isner (left) and Harold Skripsky are this year's recipients of both the state and national Small Business Administration's (SBA) Entrepreneurial Success Award. Gary (president) and Harold (secretary-treasurer) began operations at the indoor fun complex (located in Lombard, Ill.) in 1983, and watched it grow into a muti-million dollar business with over 100 employees. Selected for the award based on successful business history, efficient management of operations and a commitment to their business community, both more than met the award criteria. Congratulations! For more information regarding the award or Enchanted Castle, call 708/953-7860.

WAMO (Wisconsin) announces that Carol Brightman has recently joined their ranks as associate director. Replacing Melissa Rabay, who left

to be a full-time mother to her newborn daughter, Carol has assumed the PR duties of the association. WAMO exec director Joe Phillips is more than happy with his new employee and says, "We are indeed extremely fortunate in obtaining a person with the enthusiasm, vitality and talent that Carol brings to our staff." Welcome, Carol! WAMO also celebrated their annual convention in Wisconsin Dells June 3-5. Pictured above is a glimpse into the show, provided by NSM's John Margold. With the firm's *Performer Wall* are Viking Vending's Jim Groeschl and John Margold.

northeast

ROWE sent us this shot taken at the recent MCMOA (Michigan) trade show and convention. Above, we see Wolverine American's Craig Greenshields, H.A.V. Co.'s Tom Koosis and Rowe senior VP Joel Friedman discussing the merits of Rowe's *LaserStar America* CD juke. In other Rowe news, the manufacturer has set the dates for their 1993 distributor meeting scheduled for Sept. 9-11 at the Westin Resort on Hilton Head Island, S.C. We'll have further details as the date nears.

FUN EXPO '93 — This international show, targeting family fun centers and mini golf sites, is all set to roll Sept. 30-Oct. 2 at the Nashville Convention Center. This year, Fun Expo tailors its

seminar program for the varying business experience of the attendees (start-up level sessions, veteran level, etc.), while retaining their popular general interest sessions and workshops. For additional info on seminar programs or exhibits, contact show manager Bailey Beeken at 914/993-9200 (new phone number). Please also note Fun Expo's new address: 242 Central Ave., White Plains, NY 10606.

WELCOME ABOARD! Paul Lapp, owner of a candy and gift store in Albion, New York, is opening his first arcade in a nearby plaza. To be called Family Game & Golf, the game center will feature a *Par-T-Golf* simulator and a bunch of regular amusements.

'TIS THE SEASON — Chatted with Alan Newell (Tricorp. Amusement, Somerset, N.J.) in mid-June as he and staff went about the rotation of machines from winter to summer locations (e.g. from roller rink to movie theater). Business is a tad slow, said Al, but helping pick up the slack are *Title Fight,,* and *Jurassic Park* (which he boasts as doing "extremely well"). On another note, the Jersey op is a bit peeved that parts standardization isn't progressing faster (doors, buttons, mechs, etc.).

QUITE A GUY — Dave Duval reports that his 97-year-old great uncle had been working four days a week on his Duval Vending & Music route (Saratoga Springs, N.Y.). One day recently, the elderly gent suffered a minor heart attack and stroke while changing a tape on a video jukebox, but Dave says unc's recovering and doing well. Now, that's a really *great* uncle! Machine-wise, the Duval folks are booking good coin on the *Street Fighter II* and *Creature from the Black Lagoon* pingames.

WELL ON THE MEND — Tony Yula "Sr.," who piloted the opening of the first Mondial Distributing branch in Springfield, N.J. back in 1973, underwent a six-way bypass operation at St. Luke's Hospital June 11. Son Tony said Pop's doctor ordered him in after the elder Yula complained of a tight chest and short breath. The surgery went fine and the distributor is resting up at home, though it'll be some weeks before he returns to the job.

DATEBOOK

JULY 15-17
PAMMA (Pennsylvania) Convention '93, Hershey Lodge & Convention Center, Hershey, Penn. For information, call 717/232-5322.

JULY 21-22
Latin American Expo, Mexico City; sponsored by AAMA. For more information, call Bill Glasgow, Inc. at 708/333-9292.

JULY 22-24
SALEX '93 (South American expo), The Mart Center, Sao Paulo, Brazil. For more information. call 011-061-236-0677.

JULY 22-24
Billiard Congress of America 10th annual trade expo, Bartle Hall Convention Center, Kansas City, Missouri. For more information, call Frank Zdy at 619/278-3877.

AUGUST 26-28
JAMMA (Japan) 31st annual trade show, Nippon Convention Center, Chiba-City. For more information, contact JAMMA at 011-03-3438-2363.

SEPTEMBER 9-12
Pinball Expo, Ramada Hotel, Rosemont, Ill. For more information, call Mike Pacak at 216/758-0565 or 800/321-2722.

SEPTEMBER 22-24
AmusExpo, l'Espace Champerret, Paris. For more information, contact Francoise Regnier at 011-1-47-42-92-56.

SEPTEMBER 23-26
NCAMA (North Carolina) annual convention & trade show, Charlotte Marriott Exec. Park Hotel, Charlotte. For details, call Cindy Earp at 919/584-4833.

SEPTEMBER 29-OCT. 2
QAMOA (AMOA of Queensland) convention '93, Marriott Hotel, Surfers Paradise, Queensland, Australia. For more information, call 011-617-841-1021.

SEPTEMBER 30-OCT. 2
Fun Expo '93 (family fun center and mini golf show), Nashville Convention Center, Nashville. For additional information call 914/933-9200.

SEPTEMBER 30-OCTOBER 2
NAMA National convention and trade show, McCormick Place North, Chicago. For information, call NAMA at 312/346-0370.

SEPTEMBER 30-OCTOBER 2
AMOAQ (Queensland, Australia) convention, Marriott Surfers Paradise Resort, Queensland's Gold Coast. For more information, call 011-61-7-841-1021.

OCTOBER 7-9
Waterpark show, Ft. Lauderdale, Florida. For more information, contact Patty Miller at 913/599-0300.

OCTOBER 21-23
AMOA Expo '93, Anaheim Convention Center, Anaheim, Calif. For information, call AMOA at 312/245-1021.

THE BLUE PAGES

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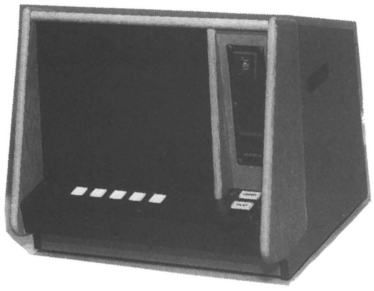

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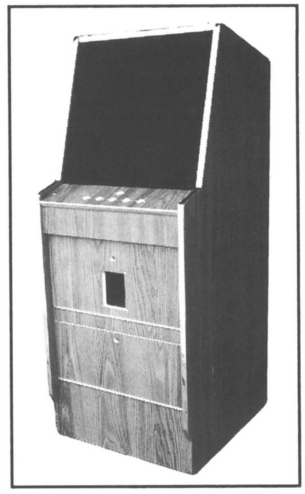

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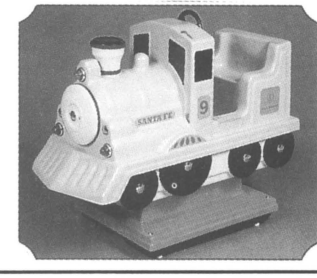

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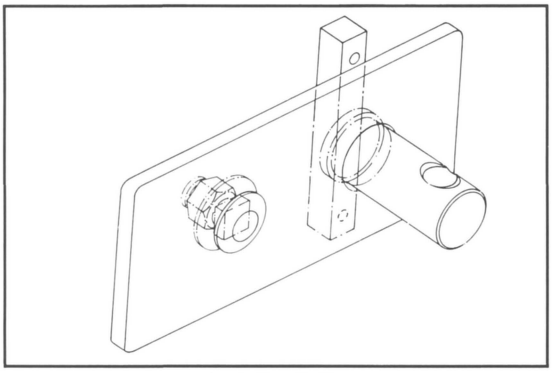

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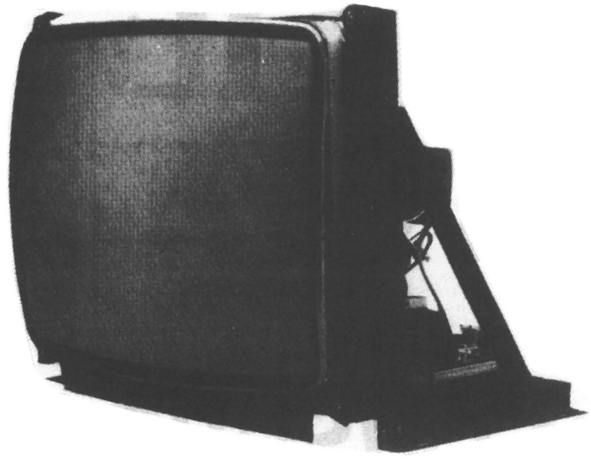

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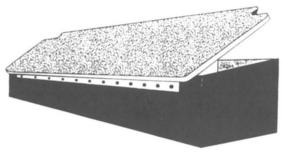

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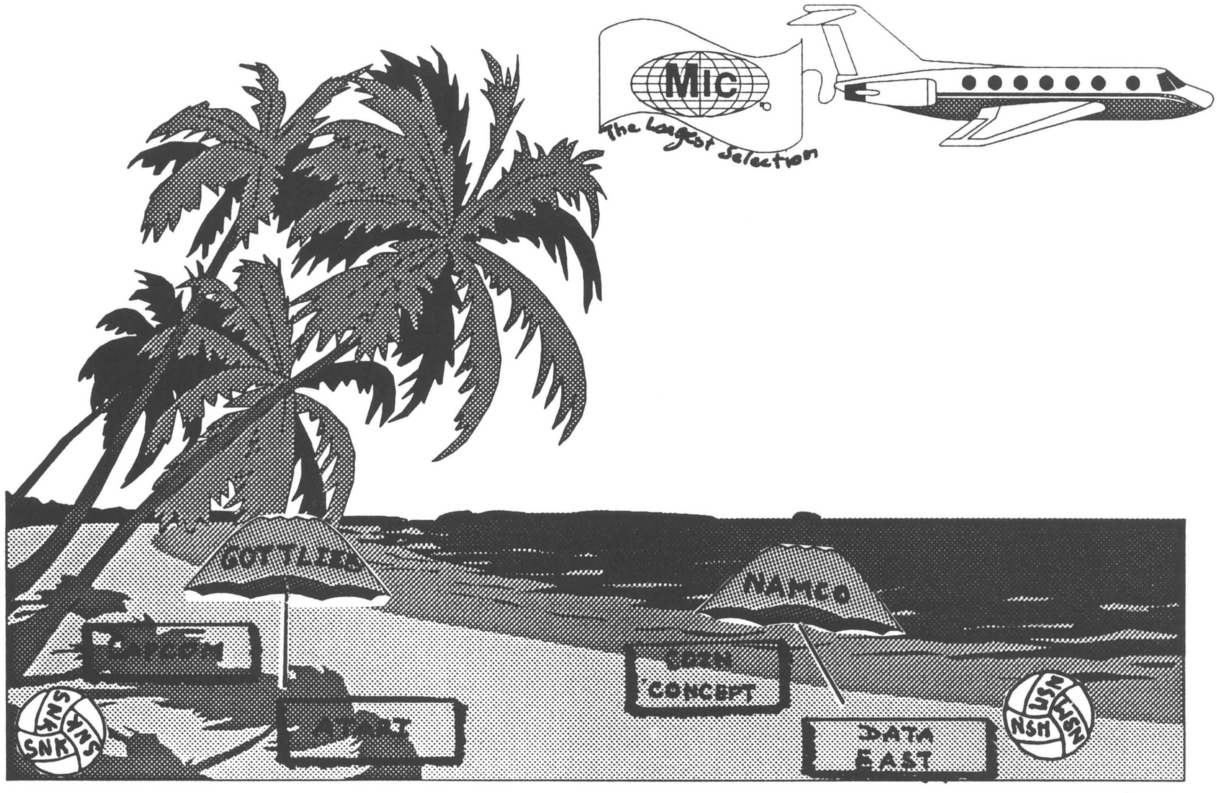

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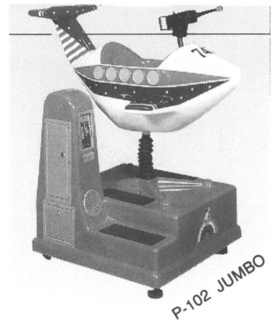
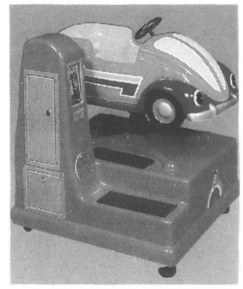
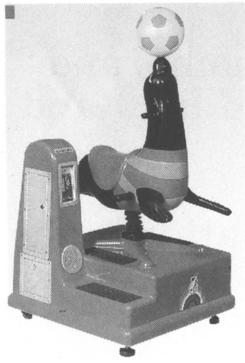


P-102 JUMBO



P-107 SMALL CAR

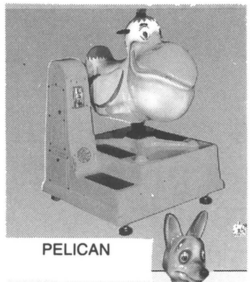


P-112 SEA DOG

P-103 PONY

P-123 CROCODILE

P-131 CARTOON HORSE



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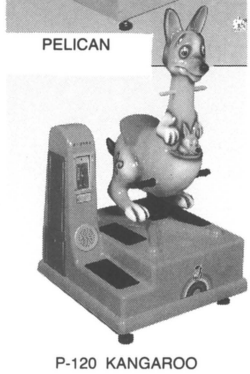

P-120 KANGAROO

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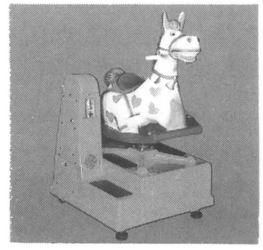
A113 ELEPHANT



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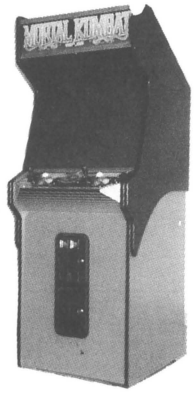

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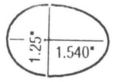

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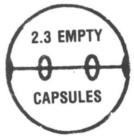

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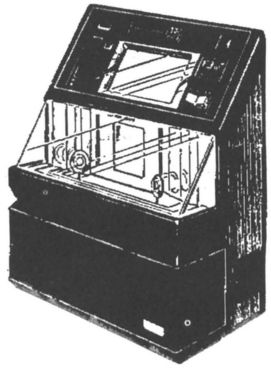

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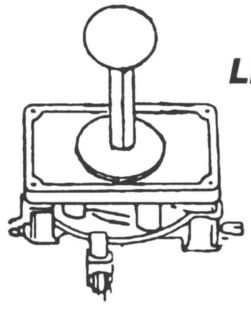

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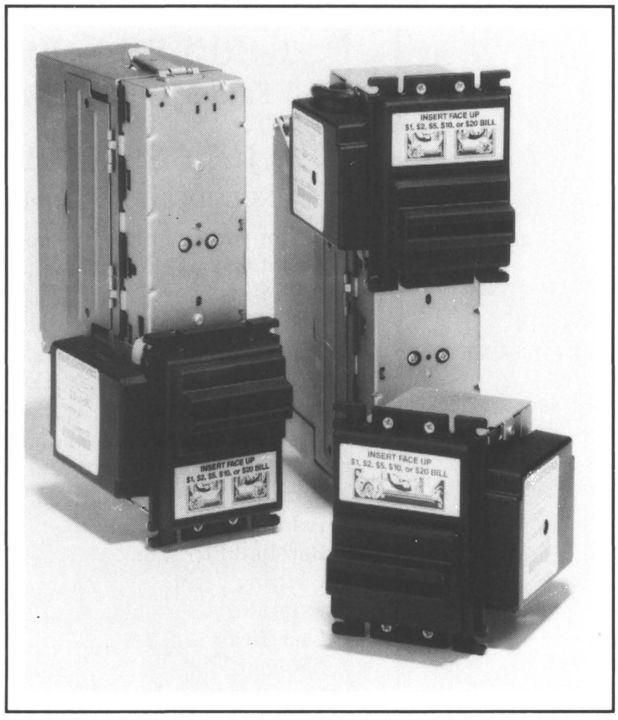

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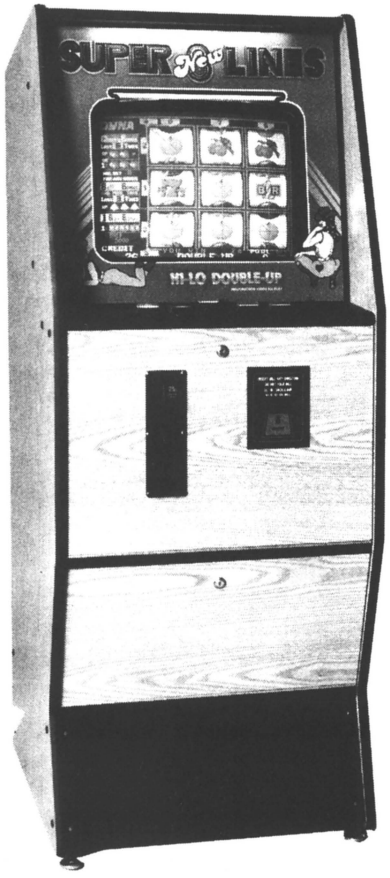

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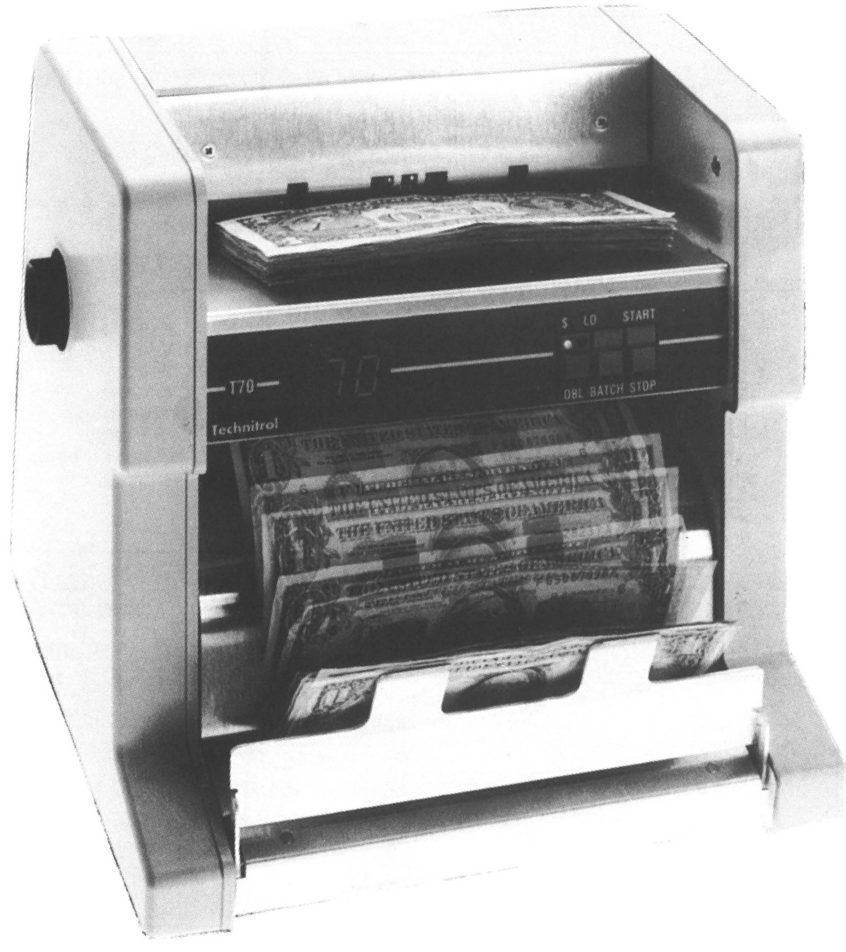

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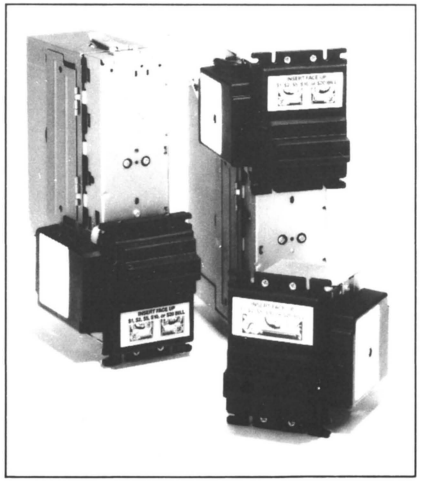

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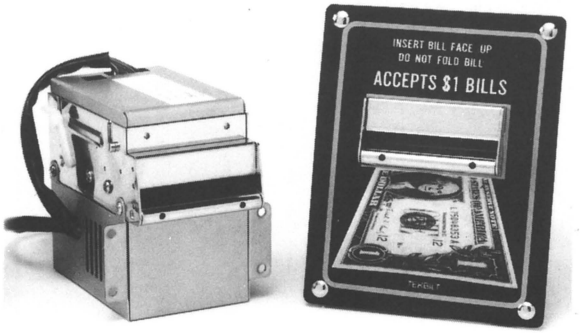

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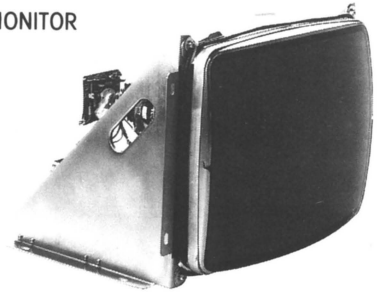

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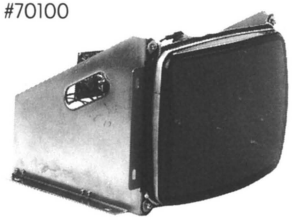

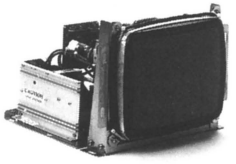

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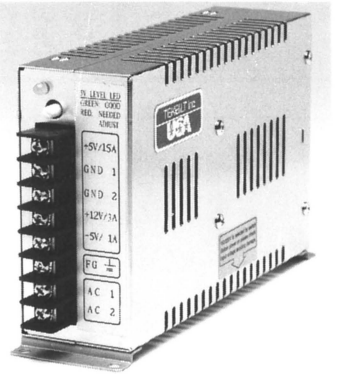

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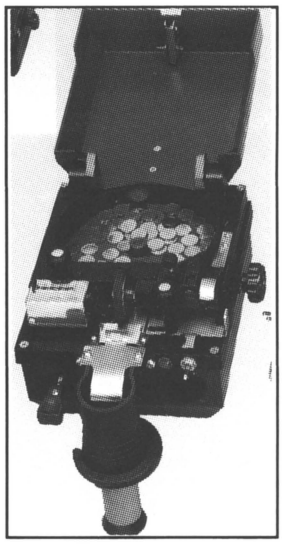

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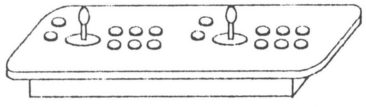

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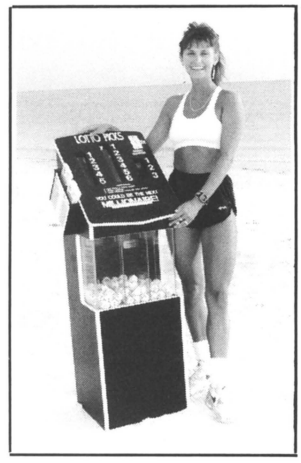

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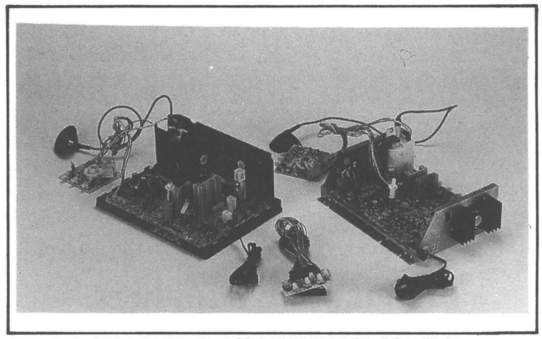

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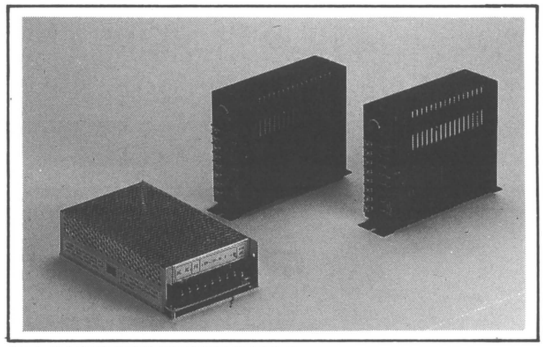
15A	53020-3B		+5V/15A, +12V/2A, −5V/1A, −12V/1A
15A	53020-4		+5V/15A, −5V/1A, +12V/2.5A WITH DISPLAY
15A	53020-5	AC90-260V	+5V/15A, −5V/1A, +12V/1A, 140V/1A (FOR CHASSIS)



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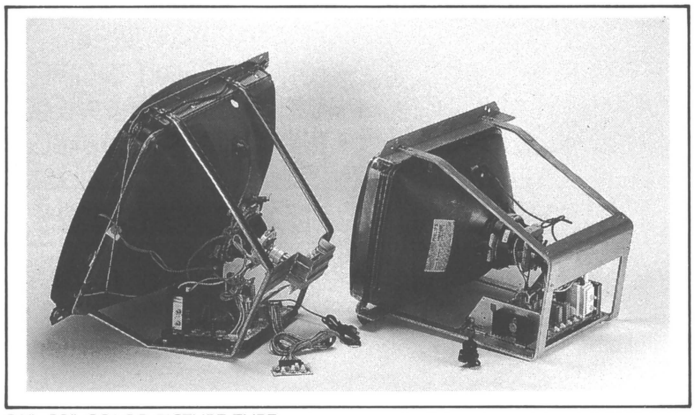

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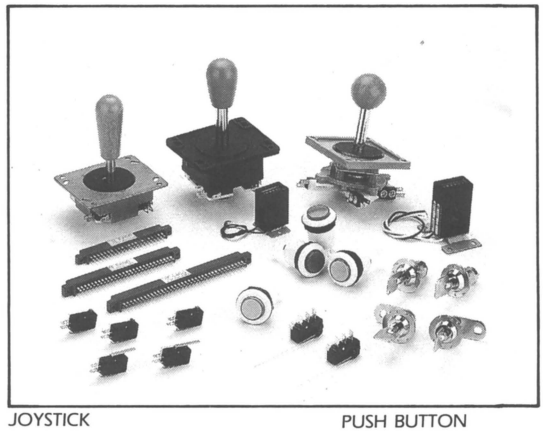

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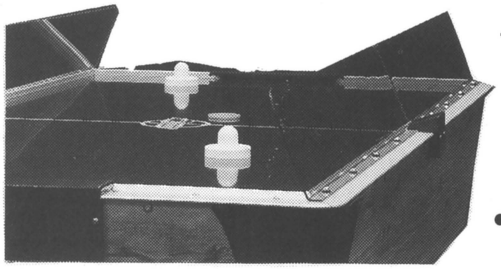

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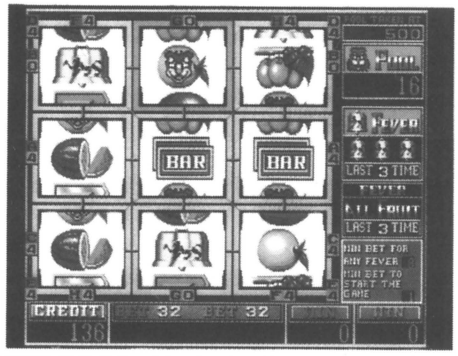
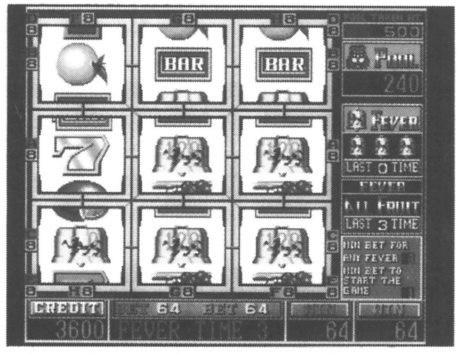
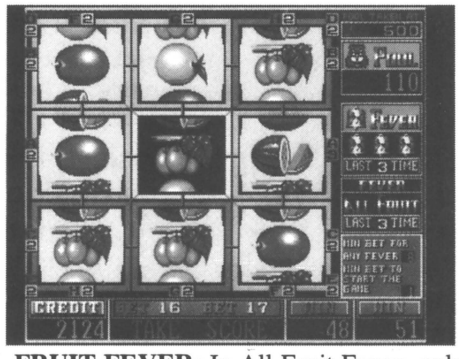


JACKIE POOL: If ''Jackie'' comes out, it will collect the best of the line around the symbol to the Jackie Pool. When Jackie Pool reaches target value, it gives the target value to the Player.



BELL FEVER: Besides normal prize, each ''bell'' gives one total bet.



ALL FRUIT FEVER: In All Fruit Fever, only fruit symbols involved, it counts number of matched symbol (compare 8 outside windows with center one). Each matched symbol gives one total bet.

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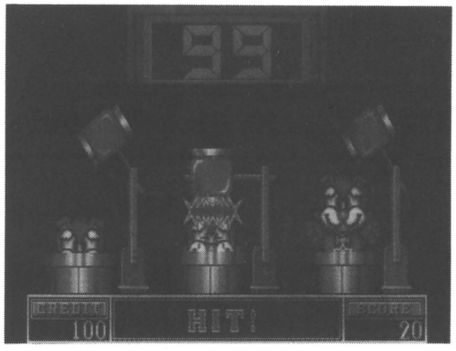

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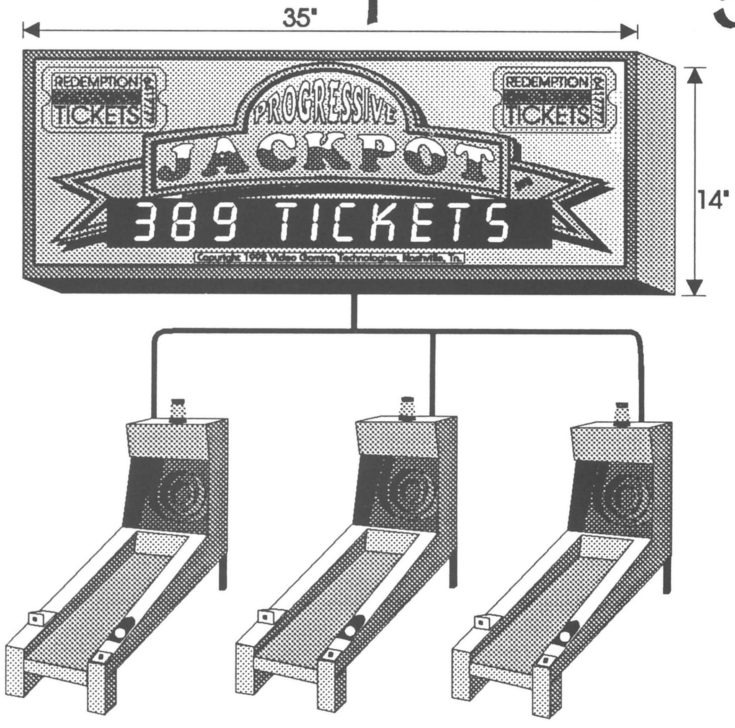

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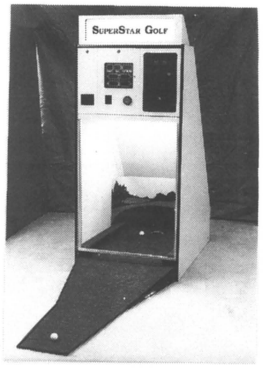

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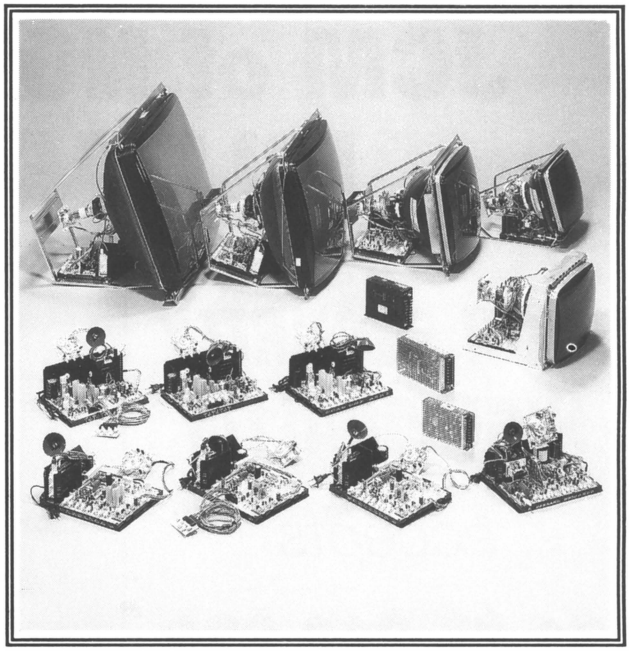

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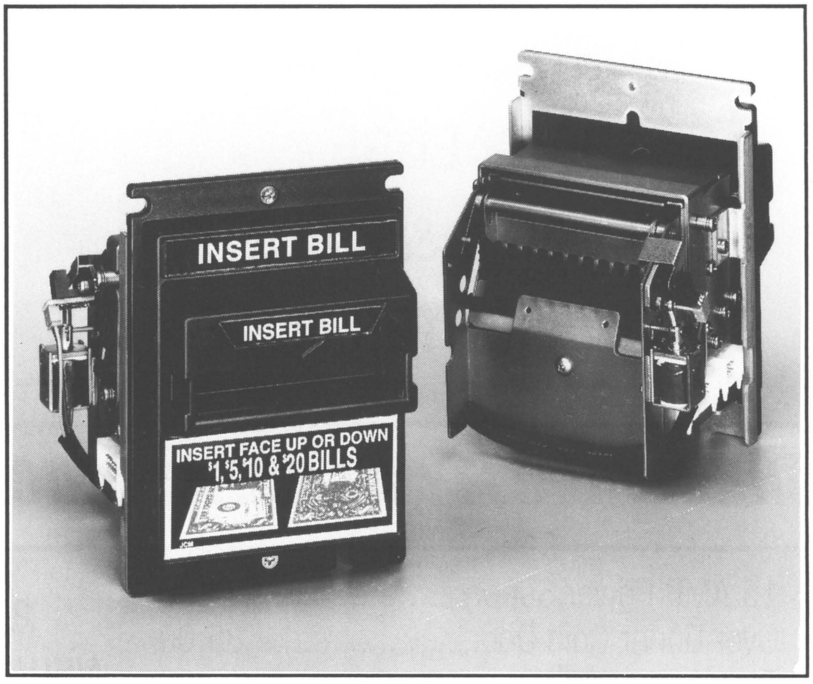

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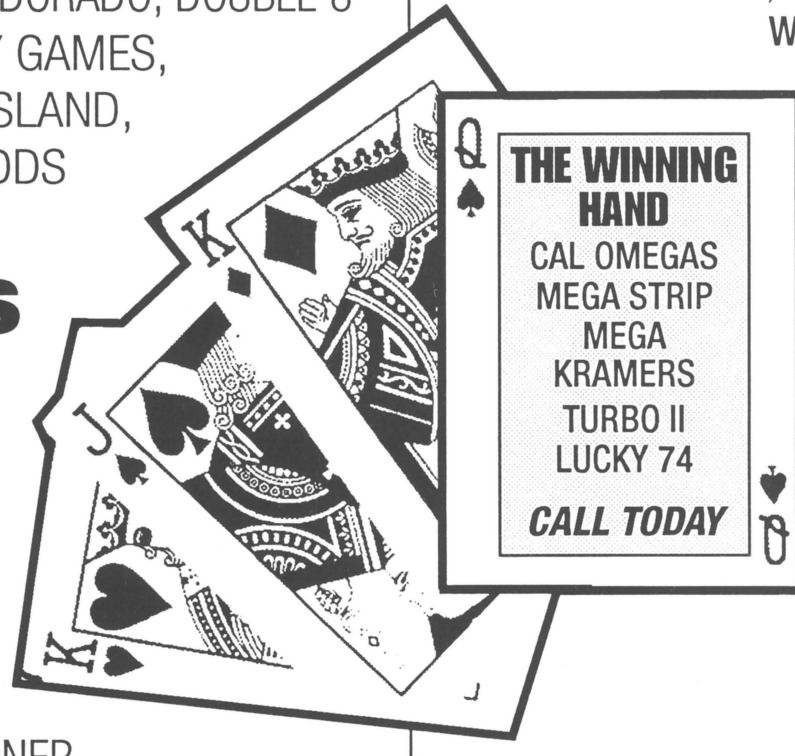

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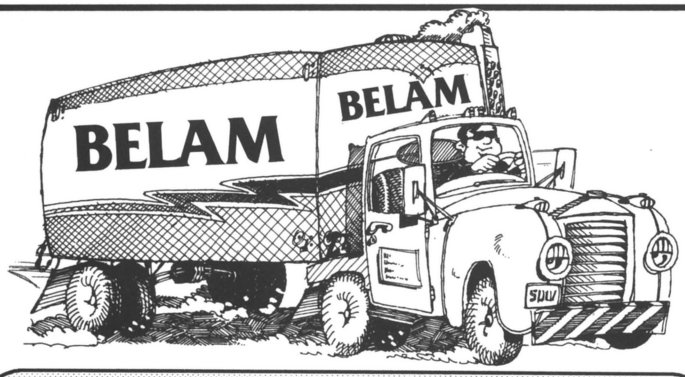

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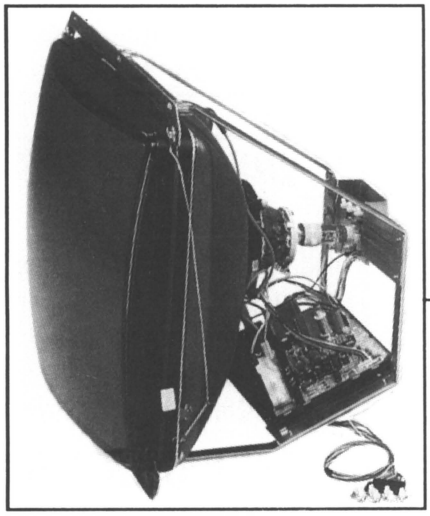

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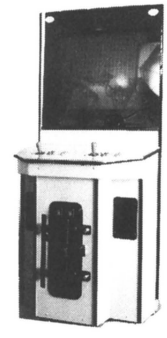

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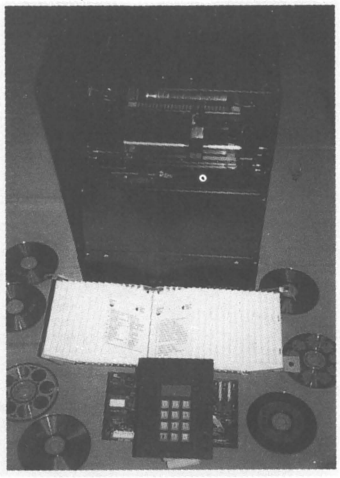

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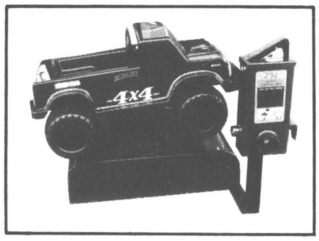

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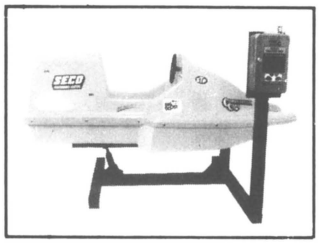

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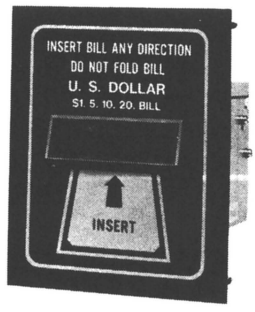

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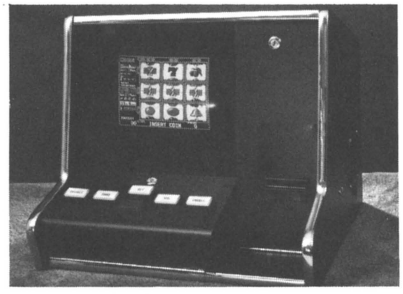

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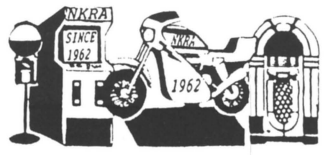

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October 16
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October 30
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November 6
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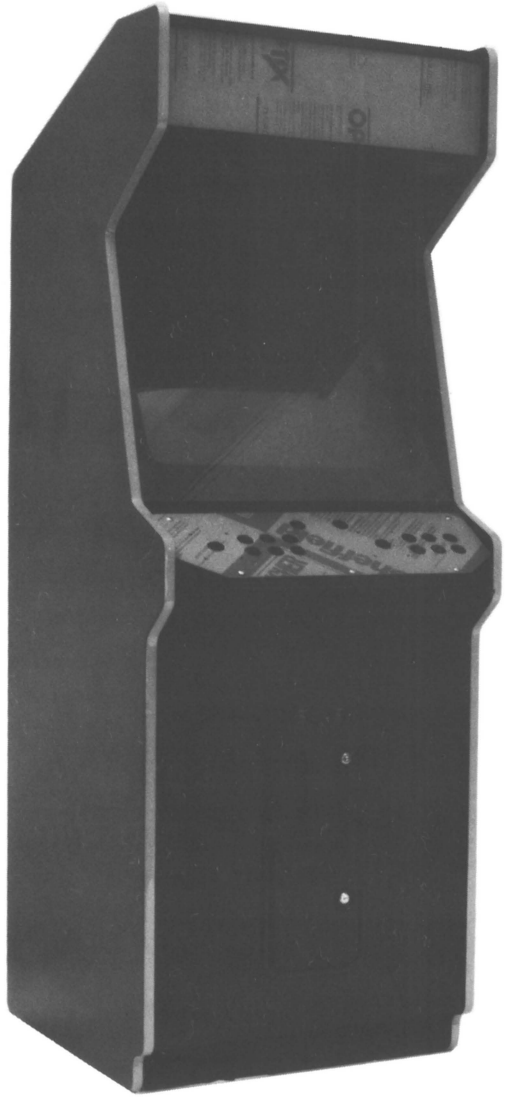

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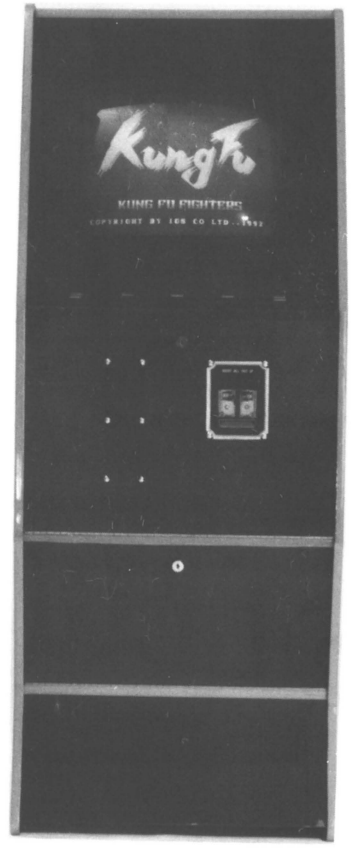

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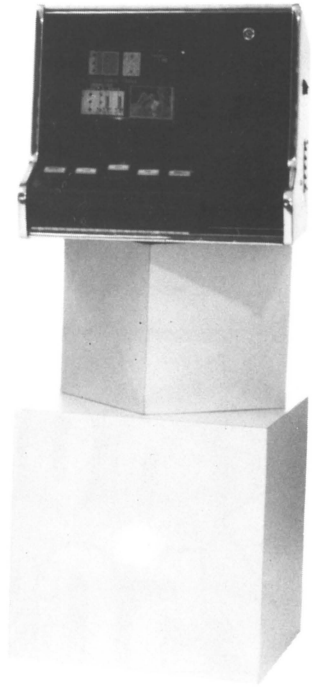

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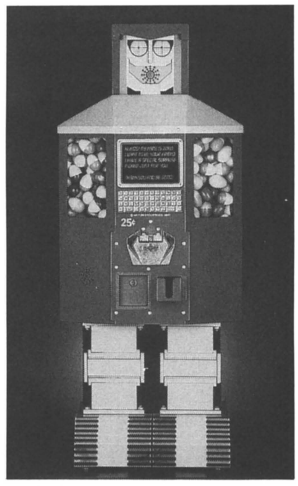

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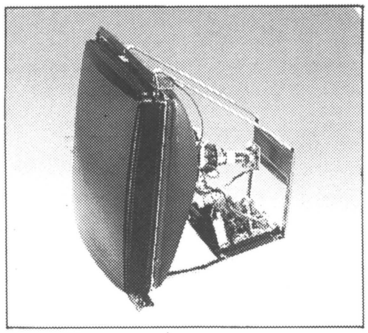

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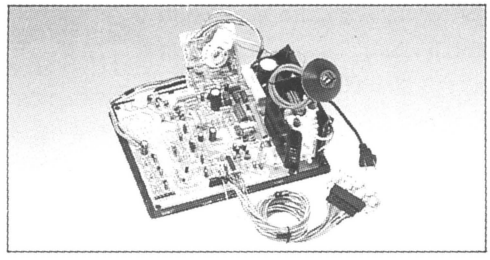

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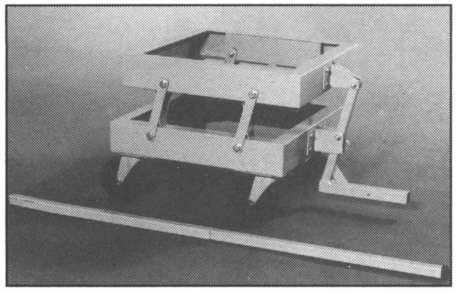

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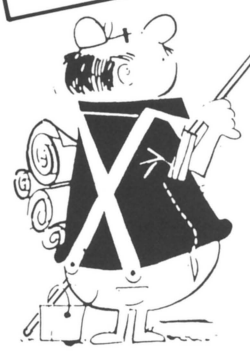

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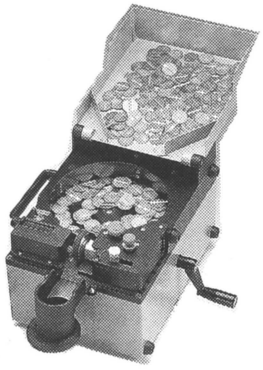

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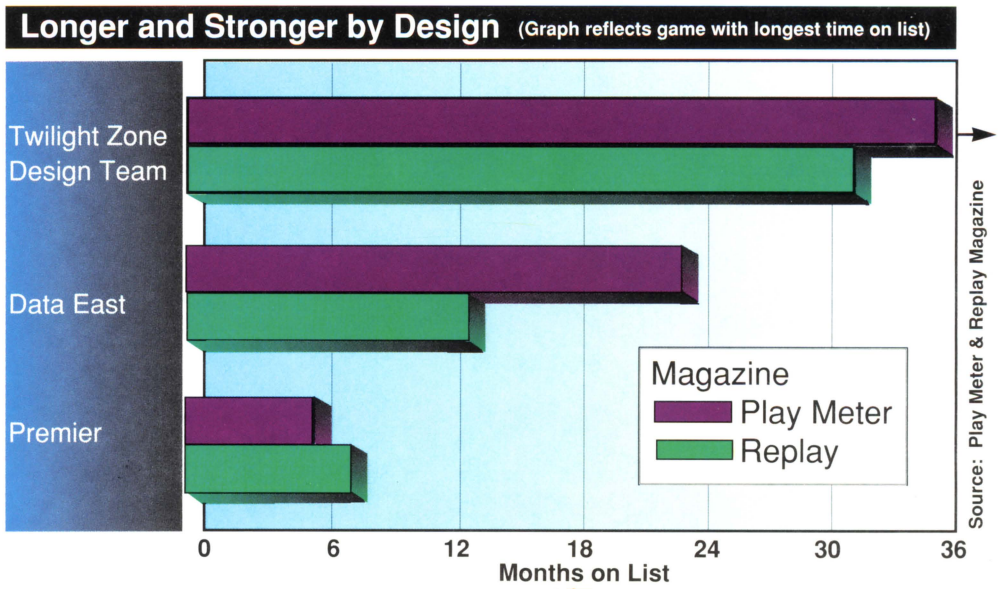

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