april 1994

RePlay magazine

window on the world of coin-operated entertainment



something "old" & something NEW!
Rock-Ola craftsman Glenn Streeter

ACME '94 REVUE

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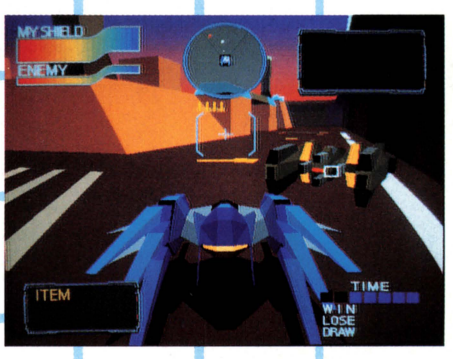
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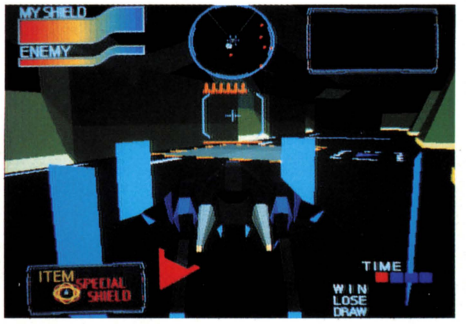
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HOT OFF THE PRESS

AMOA'S BIG PROJECT

According to AMOA, the survival of American operators is threatened by major corporations' plans to download video games on digital networks (cable TV, phone and satellite). On March 15, in a bold gamble to "take control of our own destiny," AMOA announced plans to form its own digital network. AMOA said coin-op manufacturers of video, pinball, darts, etc. will be invited to participate. WMS Inc.'s *NBA Jam Tournament Edition* will be the first game available for network purposes, enabling modem-based tournament play within a single route or between multiple routes.

The AMOA net is called NANI (National Amusement Network, Inc.). Its first phase will use existing modem technology and today's phone lines to provide local, statewide or even national tournaments with instant winner stats, rankings and other feedback. A second phase will involve converting existing coin-op equipment to NANI compatibility. Ultimately, AMOA hopes NANI will evolve in a few years to use generic cabinets, allowing operators to buy games on CD-ROM...or maybe even download software someday.

AMOA'S BIG PARTNERS

NANI represents a major financial investment whose creation took two years of extremely hard work by AMOA's Advanced Technology Committee chaired by **Gene Urso**. Partnered with AMOA in this joint venture is TVPhone, Inc., holder of key multimedia patents. Physically running the system under a 10-year contract will be Electronic Data Systems (EDS), an $8.6 billion/year info services firm, and itself creator-owner of the world's largest digital network with 17,000 miles of fiberoptic cable worldwide. NANI will be run as a subsidiary of AMOA headed by AMOA's **Craig Johnson** & **R.A. Green**; TVPhone's **John Klayh**; and EDS's **Charlie Kandziolka** & **Bill Graf**, among others.

HOW WILL IT WORK?

AMOA hopes to provide specs next month to any coin-op manufacturer who wants to make its games NANI-compatible. Each factory will use this info to build a reusable "black box" inside its games, and to program games to communicate with the net. Starting around October, NANI will conduct a 50-unit test with WMS videos spread over several routes in Kansas and Ohio, where attorneys general have OK'd tournament prizes. By early 1995, operators will be able to buy networked games. Most are expected to start with one or two units to see how it works, but AMOA hopes the network will grow to 100,000 games within five years. NANI believes the cost of the extra technology will be modest. Networked games are expected to allow increased operating efficiency, higher play-pricing, better commission splits, and additional revenues from advertising carried on networked terminals. NANI said several major corporations (sports, confections, beverages have expressed interest in ads.

GET COMPUTERIZED

NANI member-operators must belong to AMOA and cannot be manufacturers. There is no separate NANI membership fee. Operators will manage networked games, tournaments, etc. from their office computers via a dedicated Windows application. (If you don't know what that means, hire someone who does!) NANI has designed its system for maximum flexibility so each operator can create his own play-pricing, awards levels, tournament timing and locations, etc. NANI was presented to the AMOA board of directors' mid-winter board meeting, where response was strongly positive. NANI President **Craig Johnson** said he believes sheer profit opportunity will persuade most manufacturers to embrace NANI, and that the system as currently envisioned will have no impact on the distributors' role in the industry. Only a small minority of today's U.S. operators have computerized their businesses, but AMOA plans a massive educational campaign for the next 18-24 months to bring as many members as possible up to speed.

CAPCOM LAWSUIT

Capcom USA tried for a preliminary injunction last month to stop Data East from selling any more units of *Fighters History*, on the grounds that it infringes Capcom's *Street Fighter* copyrights. On March 17, a federal judge in San Jose, Calif. disagreed and denied Capcom's request for now. In issuing his ruling, the judge said Capcom's copyright claims were too broad, but also admitted he was "disturbed" by certain specific similarities between the two games. Capcom is going forward with lawsuits both in the U.S. and Japan; trial date here is Oct. 31, 1994.

JUKEBOX LAWSUITS

Some operators and locations still aren't paying for jukebox copyright licenses, according to ASCAP (American Society of Composers, Authors and Musicians). So, the organization has filed 15 lawsuits against ops and jukebox sites in Arizona, California, Illinois, Kansas, Mississippi, New York, Pennsylvania, Texas and Virginia. If you're a jukebox operator, you must pay for the rights to publicly perform copyrighted music! Contact the Jukebox License Office at 800/955-JUKE.

DISTRIBUTORS!

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Up to 4 coins or tokens per game can be inserted - Each coin increases the ticket values of each square.

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- LED Display for number of coins in play
- Payout percentages and Bonus Levels Dip Switch Settable
- Drain hole provided in front of cabinet
- Game shipped with 5 balls, 3 for game play, 2 for Back Up
- Game has casters to make the game easy to move
- Game shipped in 1 carton with skid for forklift accessibility

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Game Specs: 80" H x 87" L x 31.5" W Weight: 600 lbs. Shipping Weight: 700 lbs.

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- Colorful, easy to read instruction panel.
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RePlay

PLAYERS' CHOICE • APRIL 1994

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

best upright videos

	MODEL/MANUFACTURER	RATING	DIST.
▶	**1 MORTAL KOMBAT II+ (Midway) (4)**	**9.69**	**81%**
▶	2 VIRTUA FIGHTER★ (Sega) (3)	9.28	37%
▶	3 RUN & GUN (Konami) (5)	8.85	25%
▶	4 NBA JAM+ (Midway) (13)	8.56	86%
	5 LETHAL ENFORCERS+ (Konami) (18)	8.26	68%
	6 MORTAL KOMBAT+ (Midway) (20)	8.00	88%
▶	7 ALIENS 3 (Sega) (1)	7.83	6%
	8 SUPER CHASE (Taito) (12)	7.31	15%
	9 FINAL LAP 3★ (Namco) (10)	7.20	5%
	10 TERMINATOR 2 (Midway) (25)	7.00	54%

\+ *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 RIDGE RACERS (Namco) (3)**	**9.82**	**13%**
▶	2 SUZUKA II 8 HOURS (Namco) (1)	9.33	7%
▶	3 CYBERSLED (Namco) (5)	9.00	15%
	4 VIRTUA RACING★ (Sega) (18)	8.81	50%
	5 SUZUKA 8 HOURS (Namco) (18)	8.64	16%
▶	6 CRIME PATROL (ALG) (8)	8.50	5%
	7 STADIUM CROSS (Sega) (16)	8.33	7%
	8 OUTRUNNERS (Sega) (7)	8.31	19%
▶	9 DRUG WARS (ALG) (3)	8.14	8%
	10 LUCKY & WILD (Namco) (10)	7.80	12%

\+ *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 RAIDEN II [V] (Fabtek) (3)**	**8.39**	**30%**
▶	2 SAMURAI SHODOWN [S] (SNK) (9)	7.85	78%
▶	3 GAL'S PANIC 2 [V] (Kaneko) (4)	7.33	6%
▶	4 SUPER ST. FIGHTER II [H] (Capcom) (6)	7.26	67%
▶	5 NECK 'N NECK [H] (Bundra) (15)	7.25	4%
▶	6 WORLD RALLY [H] (Atari) (8)	7.18	31%
	7 ST. FTR II: C.E. TURBO [R] (Capcom) (14)	7.09	83%
▶	8 ART OF FIGHTING 2 [S] (SNK) (3)	6.98	46%
▶	9 FATAL FURY SPECIAL [S] (SNK) (5)	6.77	25%
	10 IREM SKINS [H] (Irem) (12)	6.75	11%
	11 WARRIORS OF FATE [H] (Capcom) (13)	6.73	10%
▶	12 WORLD HEROES 2 [S] (SNK) (11)	6.54	56%
	13 RAIDEN [V] (Fabtek) (44)	6.54	33%
▶	14 WINDJAMMERS [S] (SNK) (1)	6.44	9%
	15 C.O.W.-BOYS MOO MESA [H] (Konami) (9)	6.36	13%
	16 STREET FIGHTER II [H] (Capcom) (37)	6.31	67%
	17 TIME KILLERS [H] (Strata) (15)	6.19	45%
	18 AERO FIGHTERS [V] (McO'River) (22)	6.17	34%
▶	19 DAIOH [V] (American Sammy) (8)	6.17	11%
▶	20 FATAL FURY 2 [S] (SNK) (15)	6.13	46%

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

top pinball

▶	**1 STAR TREK (Williams) (2)**	**9.00**	**49%**
	2 INDIANA JONES (Williams) (7)	8.50	42%
	3 ADDAMS FAMILY (Midway) (25)	8.33	81%
▶	4 TOMMY (Data East) (1)	8.33	18%
▶	5 WIPEOUT (Gott./Premier) (4)	8.33	7%
	6 TALES FROM THE CRYPT (Data East) (4)	8.15	24%
	7 TWILIGHT ZONE (Midway) (12)	7.75	75%
▶	8 POPEYE (Bally) (1)	7.63	9%
	9 CREATURE/LAGOON (Midway) (14)	7.61	36%
	10 JURASSIC PARK (Data East) (10)	7.49	58%

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

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

DIST.: *The percentage of the surveyed arcade and street location 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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ON THE

COVER

When jukebox history lover Glenn Streeter acquired the famed Rock-Ola Mfg. Corp., he vowed to keep the David Rockola legend alive. Now that promise has been fulfilled with *The Legend*, the first full-sized contemporary commercial CD jukebox produced by the "new" RMC under Glenn's regime. After a successful ACME debut, the new phonograph is shown at left as Glenn leans against his Antique Apparatus Co.'s *Bubbler* jukebox, center. One of AA's gorgeous *Gazelle* nostalgia speciality models is shown at right. Inside, read how today's RMC has been revamped with a stronger distributor net, expanded plant.

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EDITORIAL

After a big product show, trade magazines often run editorials that can be reduced to two simple words: "Buy Something." But this time, we can tear up the template because many manufacturers already scored big sales to distributors at ACME '94 — and leading operators are ready to invest. The factories deserve those sales because this expo was flush with good new product in almost every category from video to music to redemption to pinball. Yes, prices were quite high on some items. But these days, price alone doesn't seem to be creating a major barrier to solid sales.

Why not? Because the industry has rediscovered the secret of that powerful formula spelled "ROI" — Return On Investment. High prices can be justified by high earnings and high resale value. For example, top-quality pinballs have been costly of late. But they have made big bucks in the cash box, not just for mega-arcades, but also for quite a few street operators and smaller arcades. And now, this same broad "constituency" is enjoying good early returns on cutting-edge videos that feature texture mapping and computer graphics. These operators deserve congratulations for stepping up to the plate.

For years, operators have been screaming at factories: "Lower your prices! Or at least, make something that earns enough to pay us back for our big-ticket investments!" Successful manufacturers have taken the second route. In truth, they had no choice: you can't go back to 1981, after all. Many operators (and some distributors) continue to gripe about prices, but nowadays it's taken on a certain air of ritual. As the top salesman for one leading factory put it: "Now that you've got that out of your system, how many do you want?" (He wrote up some extremely big orders, too.)

Bottom line: the more professional elements of our industry are finally making the mental adjustment to inflation. As operator Frank Seninsky has long urged, they've "added a bunch of zeroes" onto the numbers they work with in their checkbooks, just like pinball has added a bunch of zeroes onto scores. This achievement is especially noteworthy in today's U.S. market where prices of many other goods and services are static (or actually declining). So here's a salute to the manufacturers who are producing those dazzling games, and the distributors and operators who are planning how to make money with them. But as one tradester put it: "Just make sure it's got legs before you mortgage the ranch!"

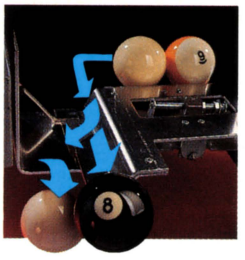
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APRIL '94

INDEX

SPECIAL FEATURES

ACME REPORT
The industry returned to the Chicago area for this spring's show. We cover the mood, the meetings, the parties, the products, and everything in between. Our report begins.....pg. 93

VIDEO VIOLENCE
The U.S. Senate held more hearings on video violence in early March. AMOA's R.A. Green and AAMA's Steve Koenigsberg testified.....pg. 39

VIRTUAL REALITY
What's really going on with virtual reality? We glance over a gamut of VR projects for entertainment applications, and take a closer look at two coin-ops you can buy today .....pg. 57

ASK MR. SAFETY
Engineer (and vidgame fan) Craig Sato of Underwriters Laboratories is our subject for a fascinating interview about the role of testing labs in the coin-op industry. It's an issue that deserves everyone's full attention!.....pg. 180

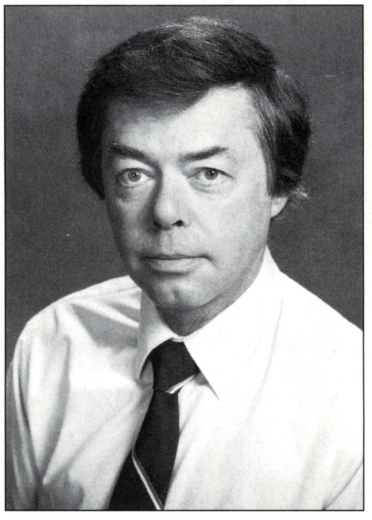
CAPTAIN RON
Ron Yaffe has sailed through 10 years of coin-op redemption manufacturing. Now he's successfully piloting GaMCO into the uncharted waters of innovative design and new overseas markets.....pg. 47

REGULAR FEATURES

BOB RONDEAU.....166
BIG AL 170
BUYERS' BULLETIN.....207
COVER STORY.....152
DATEBOOK 204
DISTRIBUTOR PROFILE. 82
GRAPEVINE.....201
INTERNATIONAL NEWS.....174
JAPANESE CHART.....32
LATIN MUSIC.....196
LEGAL QUESTIONS 162
NEWS DIGEST.....25
NEW PRODUCTS 197
ON YOUR MARK 36
TOURNAMENT NEWS.....193
VIEWPOINTS 21
VITAL TITLES 206

FROM THE

PUBLISHER



When I first came into this industry, it was basically a street business. The "flagship" machine was the jukebox and the game arcade was sort of an "oddity" run by a slightly different "breed of cat." The big "issues" of the day were: 1. 45rpm records that ran longer than the dreaded three minutes; 2. "thinking" about charging two plays for a quarter (except for the pool table that luckily started on quarter play); 3. "dreaming" about getting off the 50/50 split, and 4. complaining about the rising cost of new machines. Well, few worry about 45's any longer, lots of operators are "thinking" about 50¢ play (with many actually charging it), some (not many) are into 60/40 splits and everyone's still complaining about machine prices.

So, the argument can be made that some issues come and go while others seem to hang on forever. In other words, there is change and there is permanence at the same time. And one of the changes many operators sense is a product "tilt" toward the arcade operators who are purchasing a far higher percentage of new product than anyone would have dreamt of in my early days.

Yes, on first blush, the recent ACME show looked like an arcade expo, with all those glitzy video simulators, and those redemption rigs spewing tickets all over the rented rugs. But on closer inspection, it was every bit a street show as well, bowing great pins, new music, state-of-design pool tables, darts, (that get better each show), countertops, all the supplies to back this stuff up and even a couple of redemption machines that vend their own prizes (please be keen to this concept, fellows).

There were even a number of new video kits. Although the overwhelming theme remains kick, punch, jump (which still has its player fans), there were some soccer, trivia and other "non-violent" things. Yes, so much today is arcade-oriented (it is the bigger growth segment of the market, after all). But contrary to some remarks I've heard, the street business isn't blowing away. It's far too permanent for that, and still absorbs the bulk of new product. No, the flowering of the arcade isn't threatening to the street route. It's things that might come from satellites or thru fiberoptic cables that earn my concern.

Ed Adler



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So come on down and hop on the wagon as y'all help the deputies diffuse a bank robbery and thwart a stagecoach holdup. If y'all are sharp shootin' enuf y'all rack up points in the bonus stage by breakin' bottles behind the bar. Now y'all have outraged the boozin', bar bellied, poker cheatin', tobacci spittin' roughnecks. They'll all drag ya out in the alley an' set ya up for a showdown with three gunslingers—who said anythin' 'bout bein' fair. This turns out to be but a mere distraction for robbin' the train. A flippin, crow eatin', gold diggin' geezer has hi-jacked the train and is keepin' 2 horse lengths and a fox's tail between ya. The bundles of dynamite he's loftin' at ya ain't helpin' none either.

By now y'all have definitely dulled ya shootin' abilities. That's ok, we've set up this lovely saloon beauty to toss up a few bottles for ya. Once y'all have honed up on ya targets y'all be faced with the ultimate, bein' lured deep into the dark depths of an abandoned mine. Hallucinations or not the dead will be raised to lob tomahawks and their own heads.

Don't forget and always remember if ya shoot a victim y'all will be demoted to posse. On the other hand if y'all are a perfect shot y'all will be starred U.S. Marshall—Yee Haw!

KONAMI®

VIEW POINTS

Dear Ed:

I received your March issue today (7) along with the (subscription) renewal notice. (That was) good timing because I was shocked when it was pointed out to me that the NSG ad on page 3 was an ad and not an article.

Yes, it was stupid of me not to realize (this), but we're all busy and sometimes hastily flip thru (I only read the top line). As an operator, I need help, not hindrance. I understand the need for advertising, but (on the) first page, like this, it's a low blow.

If this is the type of ad you'll run, then I surely will not renew.

Eric Levin
Regent Vending & Amusement
Ottawa, Ontario

Eric: several other readers also said they originally thought that ad was a story page. I should have printed the word advertisement above and below it, especially since that page sat where we normally run Hot Off The Press. *My error. —Ed*

Dear RePlay:

In response to the *Viewpoint* letter about credit cards in your March issue from Don Blake of Twilight Arcade Services, we at M.H. Associates added the payment option of MasterCard or Visa at the end of 1993. We charge no service charges, except if the customer wants to convert a balance that has already been on net terms.

Our reasons for going with credit cards were those listed in Don's letter: no credit applications to complete, no NSF checks, flexibility for our customer and convenience for them (which is paramount on our list).

Those with established credit will probably not be using this option very often. But, those who are new to this industry can experience difficulty trying to establish credit, and the credit card is a useful option for them.

Credit cards allow us distributors to secure prompt payment, and the customer prompt shipping because there is no holdup while waiting for credit approval or having us worry over their credit limit. The customer gets to control the flexibility of his or her terms with the credit card issuer. And I know we have been enjoying a few perks like free air travel and other rewards ourselves from using credit cards. I'm sure others have discovered this advantage to credit card use.

Vicky Sieben
M.H. Associates, Ltd.
Fargo, North Dakota

Dear Bob Rondeau:

I don't know if you'll remember me,but we both used to work for Bally Distributing offices back in the 1980's. I remember having great conversations with you concerning the industry in general and that you were an inspiration to a lot of folks for your marketing abilities and sales skills.

I read your article on the video lottery business in legalized states in the March *RePlay*. It brought to mind the upcoming legislative effort in my state, Pennsylvania. It would seem that a lot of the negative issues brought up in your article can be remedied to a certain extent. Allow me to elaborate.

Number one: if there was one item I would share with any state that's considering VLT legalization, it's the need for a strong operator association. Without one, you're just a cog in the big political machine. Although many politicians welcome political action monies, it would seem that most are sensitive to the votes at election time. The long process of getting to know your local legislators and using your association to your benefit doesn't come overnight. Prepare yourself for campaign contributions, fund raising cocktail receptions and a lot of out-of-the-way assistance that eventually does pay off.

This bonding goes both ways. Not only are you familiarizing yourself with the political needs of the local lawmaker, but he or she is getting a first-hand look at what the vending machine operator does for a living. The "black eye" this industry suffers is mostly due to ignorance of what we do for a living. The politicians' view is no different than the general public's perception. We need to educate the lawmakers, make them aware of the hard work associated with the coin machine business. When you change that perception... that view of misinformation...you have half the battle won.

Number two: if you want something done right, do it yourself. Don't have the government write legislation that includes input from operators. Have the state operator association write the legislation with lawmakers' input before introduction. This important issue can only be accomplished with a lobbying firm that knows the in's and out's of your state capital. The average operator doesn't have the time or experience to open the doors that need to be pried open for education and negotiation. Interview a firm that has an aggressive attitude and a good reputation with both the Democrats and Republicans in your state.

Lastly: (concerning negative publicity): after your hard work pays off and you do pass legislation, you need your state association more than before you passed video poker. The impression from most operators in that you don't. Regulations, public relations, contracts, insurance, commissions, future expansion of games, license fees. You get the message? Again, operators don't have the time or experience to cope with these issues. But, the issues are what's important for day-to-day operation of video lottery. Rely on your state association, counsel and lobbyist for the how's and what's and where's. What? Is there anyone reading this who wants legal pocker but doesn't belong to his state association? Are you nuts?

Lou Larson
Betson/Pittsburgh

Lou: I just want to add one thing to your treatise. I don't remember exactly when Pennsylvania first started pushing for legal poker, but I'll bet a child was born after that who's already attending school. It has taken years and years for your state to get as far as you've gotten, but with all respect to you and the rest, I will not hold my breath waiting for the day when a payoff poker owned and

VIEW POINTS

legally operated by one of your people (as in South Dakota) makes its appearance in a Pennsylvania bar. Just sharing my own opinion. —ed

Dear Ed:

As you know, I had the pleasure of marketing the first licensed pinball Bally made almost twenty years ago. Called *The Wizard*, it was based on the movie *Tommy* (Columbia Films) and attempted to capture the essence of The Who's milestone 1969 rock opera about a deaf, dumb and blind boy who cures himself by playing pinball. *The Wizard*, and the followup pin *Capt. Fantastic*, launched Bally as the market share leader throughout the 70's.

I recently had the chance to play Data East's *Tommy* pinball, licensed from the wildly successful Broadway play by Pete Townsend. Rarely do I find the sequel of anything as captivating as the original. The effort by Joe Kaminkow and the entire group at Data East (plenty of former Bally people) must be lauded. The game is a technological marvel with shot patterns to entertain every level of pinball proficiency. It has a sound package that is staggering and, most importantly, that rare quality that demands you play again and again.

Ed, although I normally do not seek out the arcades at the major strip properties (I'm too busy watching our slots), I now find myself asking where the arcade is...trying my hand at The Game of 1994...*Tommy!* Congratulations to Gary, Joe and everyone at Data East.

Tom Nieman
VP of Marketing
Bally Gaming, Inc.
Las Vegas, Nevada

PS: My high score is 345,000,000!

Dear Tommy: the game name wouldn't have anything to do with all this, would it? Anyway, I remember when your Bally pin came out back in March of 1975. There was big, huge Hollywood hype about the movie and the Polydor Records LP and a fancy film premier party I went to where Elton John dressed like a leprechaun (must have been around St. Patrick's Day). The party was in Studio One in Hollywood, replete with a whole bunch of pinballs sent over by Ira and the guys. It's great to see that proven theme revived on a glamorous electronic flipper. —ed

Dear Marcus:

While there are obvious signs of the "ice age" in the northeast disappearing, I hope this letter finds you and your staff recovering from the devastation wrought on your region by the earthquake. True to form, *RePlay* came through with flying colors in February for all of us who depend on it as a true resource of information in our industry.

You may be aware that in addition to being mayor of this resort community for the past 24 years, I am also the operator of family entertainment centers. Both vocations have become extremely complex, but in particular, your *Players' Choice* feature makes my task of purchasing games much easier.

As I am certain you are aware, our revenues from redemption games have increased substantially over the past few years. Their importance, coupled with the overhead costs associated with them for tickets, prizes, etc., makes me ask you to consider including them in the *Players' Choice* column. A redemption section, perhaps divided into categories geared to adults and children like you do with the "deluxe" and "upright' videos now, would be most useful.

Thanks for your consideration.

Bob Blais
Mayor, Lake George, NY
Owner, Fun World Arcades

Mr. Mayor: Marcus passed your letter along to me. Without tieing myself to a specific issue date, we will very shortly begin charting redemption games... and hopefully using methodology that actually might get grudging approval from Skip Doyle (the redemption maven who says redemption games can't be charted). By the way, give my "regards" to Chief Troy if he's still around.—ed

If you've got something to say, we want to hear it! Send your letters to RePlay Magazine, P.O. Box 2550, Woodland Hills, CA 91365...or you can always send us a fax: (818)347-2112.

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NEWS DIGEST

'94 ACME RETURNS TO CHICAGO; SMALLER CROWD IN LARGER HALL



Above, ACME sponsors and organizers attend the ribbon-cutting ceremony for ACME '94. The show returned to the Chicago area from March 17-19, pulling somewhat fewer operators and smaller international attendance than last year. The official headcount was 8,378 total attendees, said show organizers. However, the number of exhibitors (256) and booths (957) both stood at record levels for ACME, and the show boasted a wider range of product and services including first-time appearances by miniature golf and soft play suppliers.

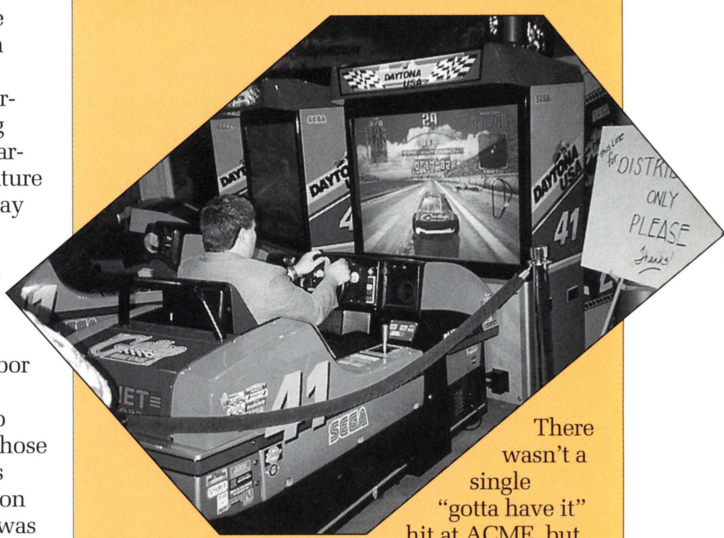
Past Chicago shows suffered from complaints about costly labor unions (which really didn't do much labor). Those experiences were forgotten this time as logistics and organization both came off flawlessly. This was all thanks to hard work and ultra-professionalism of show organizers William T. Glasgow, Inc. "The Rosemont Convention Center is tops to work with," said Show Chairman **Bill Cravens.** "It was a delight to be in Chicago and enjoy this treatment." Read more starting on page **93.**

AAMA HOSTS INT'L. SUMMIT

Seen below, trade association leaders from the U.S., Japan and Europe meet for a friendly "working lunch" during ACME '94. The global gabfest tackled substantive topics of mutual interest. Among them: joint promotion of the "big four" trade shows (ACME, AMOA, JAMMA and ATEI). Leaders also confirmed plans to use Euromat as a clearing calendar to help prevent date conflicts, reviewed progress on dollar coins and worldwide copyright enforcement, examined the status of the video violence controversy, and focused on product safety issues for the U.S. and Europe.



STRONG ACME PRODUCT GENERATES GOOD SALES



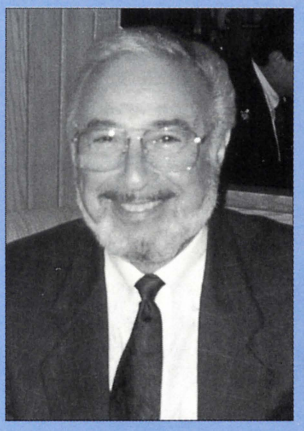
There wasn't a single "gotta have it" hit at ACME, but the expo did provide a very strong spread of new product in nearly every category. Despite generally high prices, exhibitors wrote up plenty of sales. Videos, music, pins, redemption, sports & table games, and even gambling pieces all looked good (the only thing missing was virtual reality). Most visitors we spoke to mentioned Sega's expensive but mind-blowing new driver, *Daytona USA* (pictured), as the most impressive piece. Williams/Bally-Midway offered an embarrassment of riches including their *NBA Jam Tournament Edition* video, while Konami's *Lethal Enforcers II: Gunfighters* was also highly praised. Videos for the street operator included Strata's *Blood Storm*, Midway's kit of *Mortal Kombat II*, Dynamo's *Solitaire* amusement-only card game, and more titles for the ever-growing Neo•Geo library from SNK and third-party factories. Also street-friendly: Capcom sold lots of "turbo" upgrades for *Super Street Fighter 2* before ACME; their *Dungeons & Dragons* bowed at expo. And, American Laser Games had its CD-ROM video system cabinet ready to ship. Pinball was impressive from A to Z, including Williams' *Demolition Man*, Premier's *Rescue 911* and Data East's *Tommy*. Tons of good redemption product as well — too much to list here, so see our comprehensive review in the ACME section.

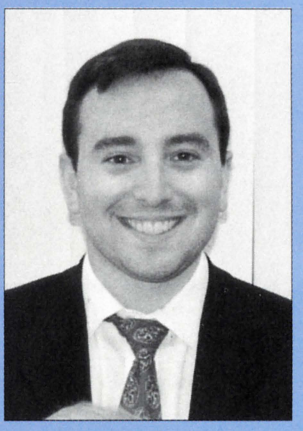
NEWS DIGEST

ALVIN G. & CO. CLOSES ITS DOORS

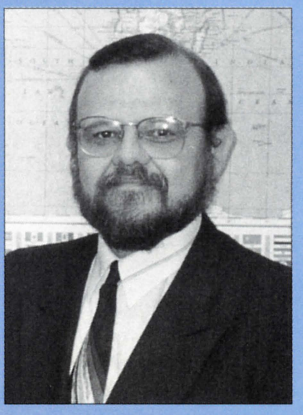
Alvin G. & Co., the fledgling Melrose Park, Ill. pinball factory run by President **Alvin Gottlieb** and VP **Michael Gottlieb,** shut its doors and ceased all operations as of March 4. A news release issued on March 8 cited "the extended downturn in the pinball segment of the coin-op amusement games industry." The firm was launched three years ago amid great hopes, banking on the flipper expertise of the famous family whose name had become synonymous with pinball at least half a century ago. (Rights to the Gottlieb name itself was sold to Premier Technology many years back; hence the use of a first name and initial for the corporate monicker.)

Alvin G. & Co. started life with some innovative novelties that offered head-to-head two-player competition, and later branched into "traditional" pinballs. Those units faced a tall order in competing against the licensed themes, computerized gameplay and hi-tech special effects of modern-day pinball games produced by well-established, growing competitors in today's flipper market. While pinball generally enjoyed a boom in 1991 through (perhaps) the first half of '93, Alvin G. struggled against the highly brand name-conscious buying behavior of operators. But the boom has cooled of late, and Alvin G.'s closing comes against a backdrop where even the leading pinball factory admits it is experiencing somewhat slower sales.





Above left, Alvin Gottlieb. Above,Michael Gottlieb. Below, Adolph Seitz.



Company GM **Adolph Seitz** said "The past three years have been challenging, exciting, and at the same time disheartening...At Alvin G., we wish to express our thanks to our many friends within this industry, and send them all the best." At presstime, Alvin and Michael Gottlieb were not available for comment.

THE PAIN IN SPAIN IS MAINLY FROM AAG'S (ANTI-COPY) CAMPAIGN

Bob Fay's brainchild has scored another success. The Anti-Counterfeiting Advisory Group (AAG) is supervised by AAMA Exec VP Fay and funded by JAMMA, the Japanese game manufacturer group. They've got investigators scattered around the globe, tracking game copiers to their lairs. AAG's latest coup is a raid on DiNunno/REVSA near Barcelona, in Spain. An AAG investigation led to Capcom, SNK and Data East filing complaints alleging sales of illegal copies of their copyrighted product; this in turn led to search warrants and the Feb. 24 action by the Spanish National Police, AAG said.



BOB FAY

Cops seized documents and alleged counterfeit vidgame boards from the site. "Evidence seized is currently being reviewed by the judge handling this matter to determine if criminal charges should be filed," said AAG. Public documents show that the managing director of the company is Ramon Gili Pons; another well-known industry personality is also very visibly connected to the company (but his name was not on the search warrant). Fay said AAG's been checking out Spain's black market since May of '93. Investigations continue and more raids should follow, he said.

MIDWAY GETS PRELIMINARY INJUNCTION

Testron Koin Kits, Inc. and its owner **Steve Hochman** have been ordered by the Albany federal court to stop advertising and selling enhancement kits containing copies of ***Mortal Kombat,*** at least until further rulings are issued on the matter. The preliminary injunction was granted at the request of **Midway Mfg. Co.** (a subsidiary of Williams/Bally-Midway) which alleged federal copyright and trademark violation. Testron was selling the kits via mail under the name "Mortal Kombo Kombat." Midway's been getting quite tough about protecting its software and enforcing all trademarks and copyrights against infringement. Their next step, said the firm, is to seek money damages from Testron for all profits from the sale of the enhancement kits. Midway also wants to get the names of all Testron customers; it will then require the return of illegal kits sold to them by Testron. At presstime we were unable to reach Steve Hochman for comment.

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11 STAGES



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SNOWMAN FIGHTING



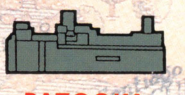
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TRAINING COURSE I



MACHINE GUN



BAZOOKA



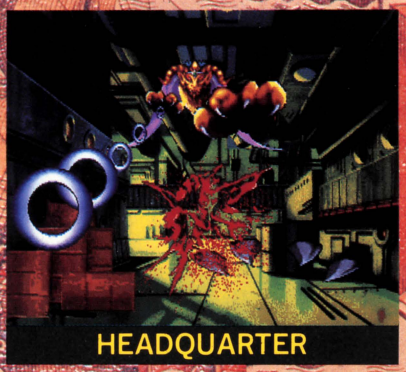
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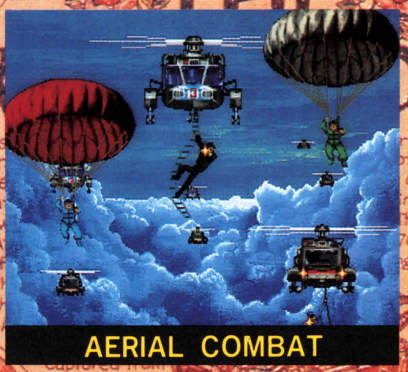
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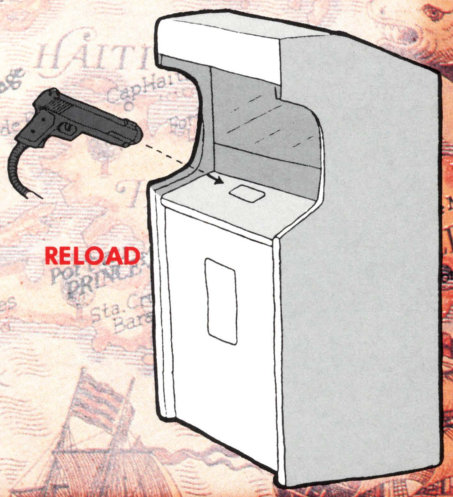


AERIAL COMBAT

Lord of Gun



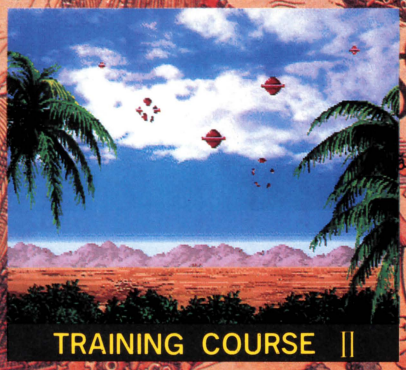
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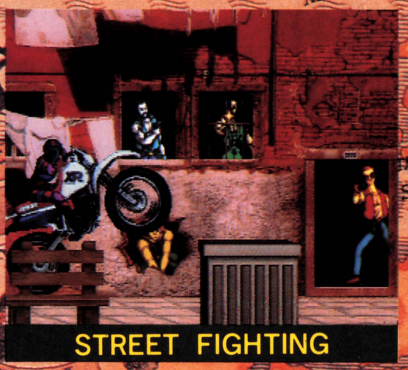
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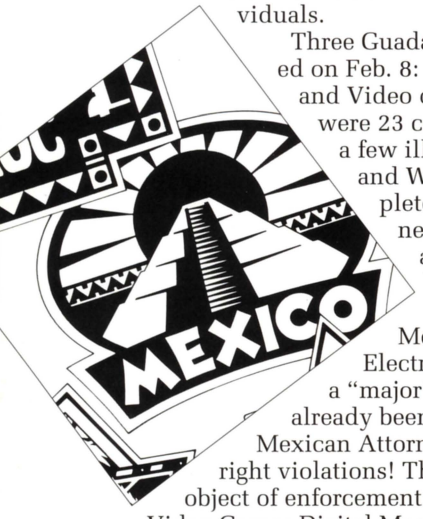


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NEWS DIGEST

AAG SCORES CINCO RAIDS IN MEXICO

Five raids were conducted against importers/exporters of counterfeit video games during the month of February, according to AAG's director of Latin American investigations, **Rhyn Tryal.** Mexico's trademark enforcement arm SECOFI (part of the Secretariat of Commerce) helped carry out the raids, which were the first vidgame enforcement police actions to be based on trademark charges against individuals.



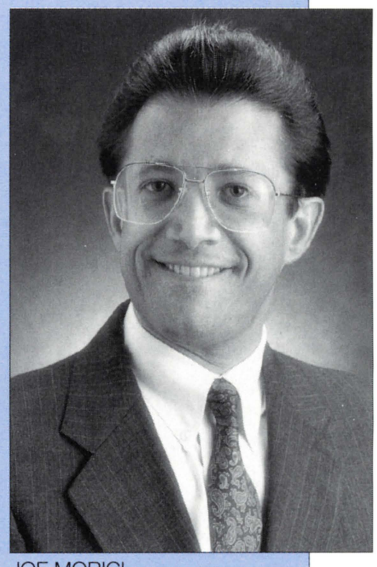
Three Guadalajara-based firms were raided on Feb. 8: Videolandia, Electronica Rojas and Video de Mexico. Seized that day were 23 counterfeit Capcom PCBs, quite a few illegal acrylic signs for Capcom and Williams games, and 22 completely assembled vidgame cabinets with illegal acrylic signs advertising Williams products.

On Feb. 25, AAG and Mexican officials raided two Mexico City firms. The first, Electronica Nancy, was described as a "major" copyboard dealer; it had already been raided last year by the Mexican Attorney General's office for copyright violations! This time trademark law was the object of enforcement. Also raided that day was Video Games Digital Masters. Owners of both firms now face more criminal charges, Tryal said.

In a separate action, Video Electronic Games owner Javier Loera was taken into custody by Mexican federal cops on Feb. 28 as a result of a warrant issued at the request of AAG and the Mexican Attorney General's office. It is Mexico's first arrest based on trademark/copyright violations involving video games. More raids and arrests are pending in Mexico, AAG said.

CAPCOM ONLY "EXPLORING" REV-SHARE EXPANSION

Capcom USA Senior VP **Joe Morici** was in Japan for the AOU Show in late February as our March issue went to press. Hence, Joe was unable to comment on our March "Hot Off the Press" item about a report in *Video Business* magazine, saying Capcom was definitely going ahead with plans to expand revenue sharing to video movie rental stores. Back in the States, Joe quickly notified Capcom's coin-op dealers that so far, a very limited test is underway and the rest is mostly research and speculation by Capcom so far. He regrets the incorrect impression created by the **Video Business** story and we wish we'd been able to reach Joe in time for our deadline, but we appreciate his providing us with the clarification we requested. Full text of Joe's statement is inside, on **page 75.**

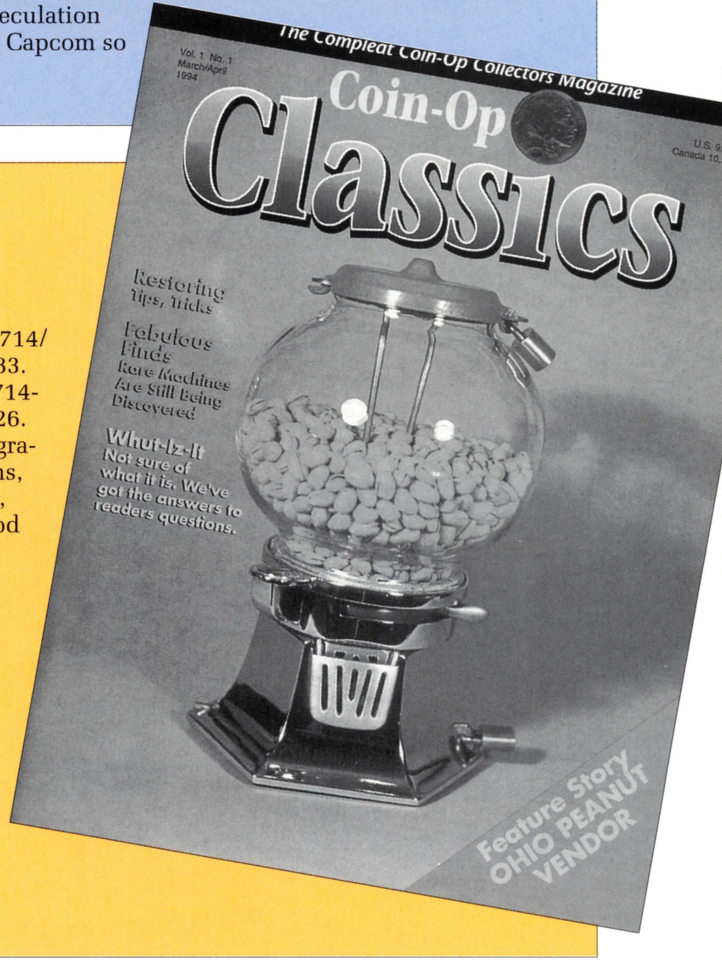


JOE MORICI

INDUSTRY EXPERTS LAUNCH NEW COLLECTORS' MAGAZINE

Tradesters often phone us for information about older machines and coin-op antiques. Now there is a single magnificent answer for all those millions of questions! *Coin-Op Classics,* a new six-times-a-year magazine for coin-op collectors and hobbyists, is published by industry lover **Pete Movsesian** and edited by famed trade historian **Dick Bueschel.** With a respectful nod to other fanzines which cover various market niches, Pete said his new book would position itself as the single source "that covers the entire gambit of vintage coin-ops" including slots, scales, arcade machines, trade stimulators and all others. Show news, new machine discovery stories, plenty of pictures and machine Q&A sessions as well as historical articles will also be featured. We've seen the premier issue and it's a beauty, done with the class you'd expect from these two fellows. Potential subscribers and advertisers can contact the publication at 17844 Toiyabe St., Fountain Valley, CA 92708; 714/545-9183. Fax is 714-979-1526.

Congratulations, fellows, and good luck!



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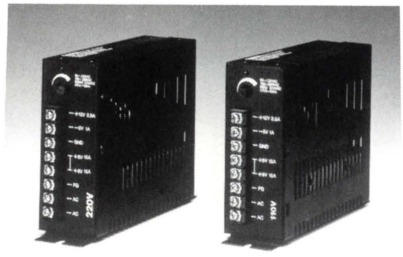
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NEWS DIGEST

PIE IN THE SKY

The Feb. 7, 1994 issue of *New York* magazine carries an article by **Christopher Byron** headlined "Pizzagate." It details what the author believes is a blue-sky scam promising business opportunists all sorts of money for operating pizza machines, apparently sold thru telemarketers out of Boca Raton, Fla. and 800-number ads.

The author writes that the biz op companies use all sorts of names, but he believes some of the machines originally were built by *Rowe* (which makes a Pizza King vending machine). Seems a bunch of investors who answered these biz-op ads are either waiting for machines to show up at their doors, or for a missing repairman to come and fix some of those that have. It appears there will be a follow-up story in a future issue of *New York*.

NEW DIGS FOR BATON & COMMUNIDYNE



Baton Lock and Hardware Co. has moved to a big new headquarters that will help them fill customer orders more efficiently. That's 14275 Commerce Dr., Garden Grove, CA 92643. Phone is 714/265-3636. Fax is 714-265-3630. Toll-free number remains 800/395-8880.

Communidyne, Inc. has also moved to a new location. Address is 65 E. Palatine Rd., Ste. 317, Prospect Heights, IL 60070. Phone is 708/541-4888. Fax is 708-541-4889.

TOP HITS OF JAPAN

from Game Machine Magazine, April 1, 1994

TOP 25 VIDEO COCKTAILS

	Model (manufacturer)
1	Virtua Fighter (Sega)
2	Art of Fighting 2 (SNK)
3	Ray Force (Taito)
4	Run & Gun (Konami)
5	Puyo Puyo (Compile/Sega)
6	Raiden II (Seibu)
7	Mahjong Soo-Chi-Pie (Jaleco)
8	Super Real Mahjong P IV (Seta)
9	Dungeons & Dragons (Capcom)
10	Premier Soccer (Konami)
11	Super Street Fighter II (Capcom)
12	Fatal Fury Special (SNK)
13	Quiz Kokorogy 2 (Tecmo)
14	Quiz Channel Question (Nakanihon)
15	Gals Panic II (Kaneko)
16	Hat Trick Hero '93 (Taito)
17	Shanghai II (Sun Electronics)
18	Grand Striker (Human)
19	Quiz Channel Question (Nakanihon)
20	Ultimate Tennis (Art/Magic/Ban.)
21	Battle K-Road (Psikyo)
22	Quiz Life Theatre (Taito)
23	Netto Gekito Quiz-to (Namco)
24	Tokorosan's Mahjong (Sega)
25	Quiz Crayon Shin-Chan (Taito)

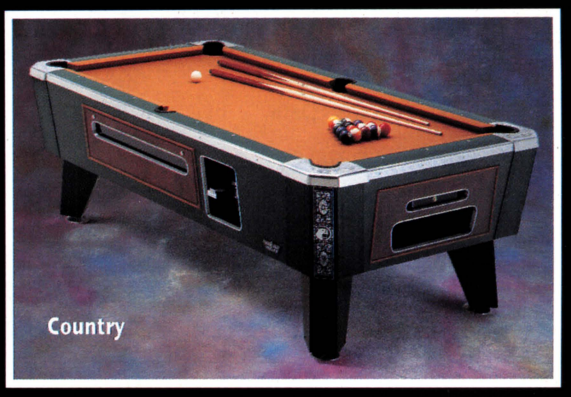
TOP 15 UPRIGHTS & COCKPITS

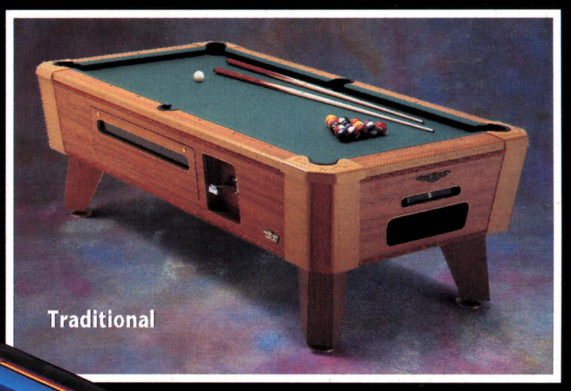
	Model (manufacturer)
1	Ridge Racer (Namco)
2	Virtua Fighter (Sega)
3	Jurassic Park (Sega)
4	Final Lap R [standard] (Namco)
5	Suzuka 8 Hours 2 [deluxe] (Namco)
6	Soreike Kokorogy 2 (Sega)
7	Out Runners (Sega)
8	Speed King-King of Quiz (Jaleco)
9	Cybersled (Namco)
10	Air Combat (Namco)
11	Lethal Enforcers (Konami)
12	Virtua Racing [twin] (Sega)
13	F-1 Super Lap (Sega)
14	Alien 3 - The Gun (Sega)
15	Final Lap 3 [standard] (Namco)

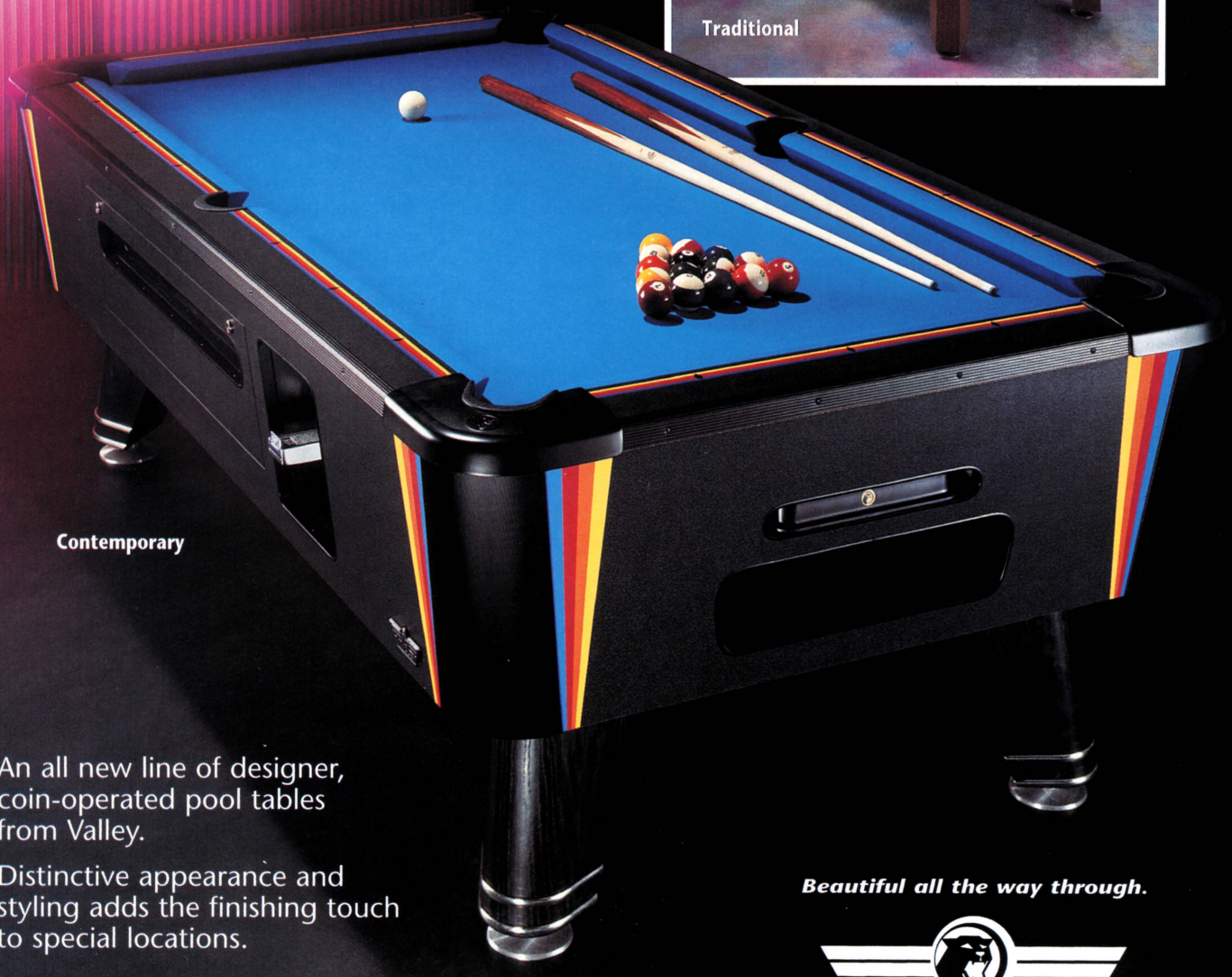
TOP 5 FLIPPERS

	Model (manufacturer)
1	Indiana Jones (Williams)
2	Street Fighter II (Premier)
3	Rocky & Bullwinkle (Data East)
4	Star Trek (Data East)
5	Jurassic Park (Data East)

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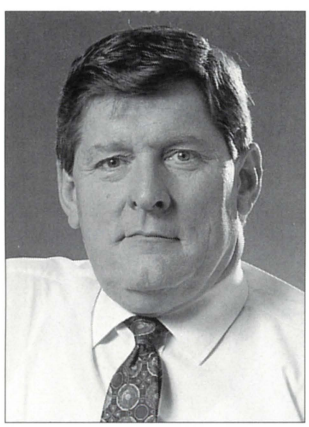
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NEWS DIGEST

Shelley Sax is back at Data East Pinball, helping them move the Data East USA offices from San Jose, Calif. to Melrose Park (near Chicago). She'll also work with the non-flipper amusement line and handle some administrative chores. DEP's topper Gary Stern said they were very happy to have her back, and that Shelley will be an integral part of DE's new Chicago-based setup.

Dirk Timmers took over as GM of Duestche Wurlitzer GmbH (the German music & vending machine company with a New York-based subsid) starting March 1. He got degrees in mechanical engineering and business administration from U.S. schools, then spent over 20 years working in Germany for such as Union Carbide, Pelikan and Continental AG.

Chuck Morton is now heading up redemption sales and marketing at Betson Enterprises. He'll work out of an office in his native Louisville, Kent., part of the time, and from Betson's headquarters in Carlstadt, N.J. at times. Chuck was previously marketing director with Alternate Worlds Technology.



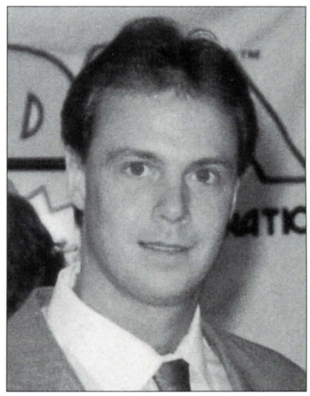
RUS STRAHAN



SHELLEY SAX



DICK TIMMERS



JOE BUNDRA

Joe Bundra has been appointed vice president of sales for Bromley, Inc. In making the announcement, company prexy Lauran Bromley said, "Joe has been with us from the beginning, successfully marketing our products and serving our clients... this is a well-deserved promotion." Joe will continue to promote two great-earning pieces from this redemption game maker, *Rock 'N Bowl* and *Wheel 'Em In* as well as the new piece debuted at ACME '94, *Dino Rally*. Joe will remain at the firm's sales office at 136 Forest Ave., Lake Zurich, IL 60047; phone: 708/438-3834; fax: 708-438-5254. (The new corporate HQ is located at 6 Bridlewood Rd., Northbrook, IL 60062; phone: 708/509-0240; fax: 708-509-0242.)

Doug Hardina is the new sales manager of Amusement Games Distributors (Fargo, N.D.). The eight-year coinvet previously worked with M.H. Associates in the same city and says he's looking forward to a new challenge, establishing new industry relationships and continuing many existing friendships in the trade.

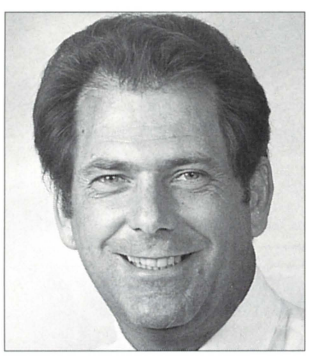
Rus Strahan, former president of NSM-America, is now GM for a new regional Midwestern office of Bally Gaming located in suburban Chicago. Rus will oversee all sales and service for existing Midwest accounts and guide Bally's response to the region's fast-growing Indian gaming market. Rus's coin-op career spans nearly 20 years and he's been a major player in AAMA, serving as their VP until recently.

Ron Staley is the new GM at Bally Gaming's new regional office in Ft. Lauderdale, Fla. Under Ron's direction this satellite office will focus on the expanding cruise ship and Caribbean gaming market. Ron's a former Vegas-based Bally field service manager with 20 years' gaming and electronics experience.

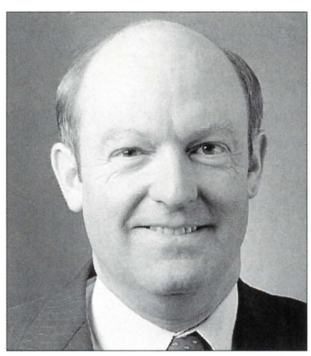
Benjamin Wallace is the new director of finance for Las Vegas-based Bally Gaming, company president Hans Kloss has announced. Wallace will direct the firm's financial and administrative functions. He has over 20 years' diversified financial and operations experience – including a career in the U.S. Air Force, and posts at Hughes Aircraft and Arco.

James Mayhugh has been promoted to engineering manager at Bally Gaming. He'll oversee all phases of product design and development for the company's Gamemaker line of video gaming machines, supervising six software engineers who provide software and electrical support.

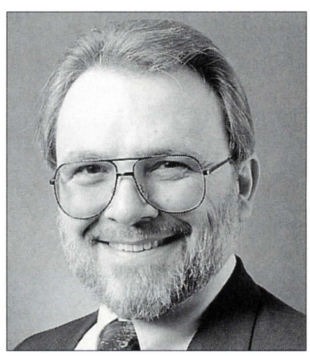
William Simpson is Bally Gaming's new field service manager. With over 11 years' experience in gaming electronics, he's supervised a Vegas gaming route and worked in the U.S. military's recreational slot machine program. He'll now coordinate installations and customer service for all Bally Gaming products in the U.S., overseeing a staff of 18 field techs.



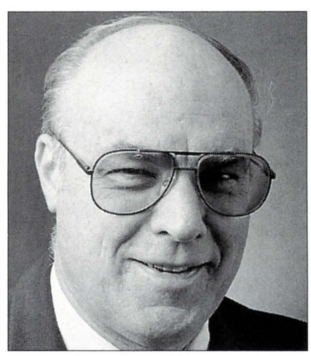
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COIN-OP VIDEO: STILL BIG STUFF

"Video is dwindling (in importance for coin machine operators) and will continue to dwindle," AMOA President R.A. Green III testified during recent U.S. Senate hearings on game violence. As evidence, R.A. said "less than 25%" of today's coin-op titles are video games. Perhaps 80 to 100 video titles are released yearly to the street/arcade market, he estimated.

R.A.'s statement was totally accurate as far as it went, but some industry pros raised their eyebrows at the "overtones." To them, it sounded like R.A. was saying video isn't really important to coin-op anymore. "It would be an interesting exercise," one tradester said wryly, "to see how much booth space was occupied by video at AMOA's last trade show."

At any rate, R.A.'s testimony may have innocently reinforced a longtime trend. For years now, operators (as a whole) have been very, very emotional...and not terribly logical...about video games. "I hate video!" says many a street operator. "I don't consider myself a video game operator; I'm a music-and-pool operator. I only buy the top video hits — maybe one or two titles a year," they insist.

That's the emotion. What's the reality? If pressed, these same operators often admit they buy those "few hit titles" in rather large numbers...and that video still generates anywhere from 25% to (in some cases) over half their income. Our own surveys indicate that six years ago, video accounted for 65% of every dollar earned by operators. Today that figure has (to use R.A.'s term) "dwindled" to around 35%. Admittedly, that's a big drop.

But then, 35% of $7 billion isn't exactly peanuts. ($7 billion is the estimated total U.S. annual coin-drop for all types of games.) Now, it's quite true that 100 or fewer coin-op videos are released each year. But it's also true that U.S. operators typically buy 150,000 of them. That's a huge number compared to annual unit sales for jukeboxes, darts, or pool in the U.S. (which are typically in five figures).

We have reluctantly concluded that much anti-video emotion by operators is sheer jealousy...resentment because video has expanded beyond the arcade, into the greener pastures of private living rooms. Such operator emotion is understandable. But at the same time, this is a simple economic fact: "Sooner or later, new technology always moves from limited commercial markets into larger, more-profitable consumer markets." Getting angry about that is like getting mad at the weather.

Is today's top-end video too pricey for Joe Operator? Well, as former AMOA President Craig Johnson said last year, "It's true that Japanese video companies are putting a lot of money into large games, but this has been going on for years — so U.S. operators should be getting more in line with that. Yes, we've got to service existing locations but the idea is that larger pieces will allow us to offer the appeal of hi-tech. We can't go forward with new technology if we're limited to a $2,495 cabinet."

Please note: there is absolutely no conflict between Craig's statement and R.A.'s testimony! R.A. described "what is," and Craig described "what could be." Now our industry must try — in a calm, businesslike fashion — to bridge the gap. How? Step one must be a renewed realization by manufacturers that U.S. operators and distributors deserve all possible support. After that, follow the classic success formula: give players something exciting in the coin-op realm which they can't afford at home.

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Ratings YES

"but censorship, no" industry tells U.S. senators; trade could have vidgame rating system by November 1

Coin-op was a secondary — but still important — player in the U.S. Senate's follow-up hearing on video game violence, held March 6 in Washington, D.C. The presidents of AMOA and AAMA joined home game spokesmen in assuring Congress that the industry will actively support some sort of rating system for video games. AMOA and AAMA also promised that coin-op will work with consumer game makers, software publishers and others toward the goal of establishing a "universal" review process and rating system for both markets.

Labeling, not censorship, is where the industry seems to be heading. The envisioned rating system would be aimed at "helping parents and consumers make an informed decision" about what games are appropriate for their children, industry spokesmen said. Spokesmen for both home and coin-op markets made a polite, but firm, stance against censorship of game content...whether the censorial role was performed by government, by an industry group, or by some independent body.

Coin-op spokesmen said they understood the Senate's desire for a universal rating system which would apply to coin-op and consumer games alike. Such a universal system may indeed be adopted, AAMA President Steve Koenigsberg suggested. But he also gently reminded senators that the home and coin-op markets are different, and he left the door open for the possibility of two different — but coordinated — rating systems for the two markets.

HOME GAME RATING SYSTEM

The proposed rating system for home games was described by Jack Heistand, chairman of the Interactive Entertainment Industry Rating Committee (IEIRC). This group's members include Acclaim, Atari, Electronic Arts, Nintendo, Philips, Sega and 3DO. Thus IEIRC represents about 60% of all home game software sold in the U.S., Heistand said.

As the game industry's key spokesman at the March 6 hearings, Heistand (marketing VP at Electronic Arts) told senators that IEIRC believes it can have a reliable, widely-used ratings system up and running by Nov. 1, in time to rate fall product for the Christmas season. However, rating older titles would prove difficult, he said. Ratings for home games will probably include "age-appropriate" suggestions, Heistand said. Ratings will be based on input from an independent panel of experts from outside the industry. Heistand also said a new trade association will be formed to unite home game makers under a single umbrella for the first time.



Sen. Joseph Lieberman is chairman of the Senate government affairs and judiciary subcommittee. He led the March 6 hearings on video game violence.

For their part, senators Joseph Lieberman and Herbert Kohl praised the industry for making important progress toward responsible self-regulation. Nobody said so publicly, but industry action to date has clearly reduced the threat of possible government censorship and control of video game content and sales.

COIN-OP'S UNIQUE CONCERNS

Late in the hearings, which ran well over two hours, Sen. Lieberman said he "hoped" AMOA would adopt a "code" that would physically



AMOA President R.A. Green III told senators that operators support game ratings displayed in the attract mode.



AAMA President Steve Koenigsberg said coin-op manufacturers unanimously support ratings that include content description, and also support independent content review.

separate games which were rated for adults or older teens, from the rest of the games in an arcade. He also said in his opinion, an adult-rated game should not be placed in pizzerias or other general-audience locations. At the same time, Lieberman conceded that some locations, such as taverns, are "18 and up" places anyway. The senator also acknowledged the differences between the home and coin-op markets more than once — saying, for example, that he knew it was tough for small locations to keep an eye on players.

AMOA President R.A. Green neatly sidestepped the entire issue of age restrictions and possible physical segregation of "adult"-rated games, by pointing out that video is less central to many of today's family entertainment centers than it was 10 years ago. "Less than 25%" of all coin-op titles are video, R.A. told the Senate. And of these, only a tiny handful are controversial.

Sen. Lieberman also pressed AMOA's Steve Koenigsberg a bit on whether coin-op manufacturers would submit their games to the same screening and rating system as consumer games. Steve replied that AAMA members had "no objection" to the idea, but said AAMA's Parental Advisory Committee would also continue on a parallel track toward the creation of its own independent judging and rating process. Steve explained that AAMA's work along these lines could also serve as its vehicle to relate to, and act upon, the screening and ratings systems proposed by the larger consumer game coalition.

What about posting age-appropriate suggestions on coin-op games, as they're planning for games on the consumer side?, Lieberman asked. "The age issue is on the table," Steve replied. "It's under discussion." Obviously, and understandably, the coin-op trade would prefer to stay away from putting explicit age restrictions on games which could lead to "enforcement" demands and other problems.

During his testimony, IEIRC chairman Heistand invited coin-op manufacturers to join his committee. He promised that IEIRC would help coin-op game makers "adopt our system to their distinct and unique interests." Sen. Lieberman pointed out that using a single review and ratings mechanism for both markets could be a money-saver. So, a "more or less" universal system (with slight modifications for coin-op) could be in the works.

OTHER WITNESSES

Other witnesses at the hearings included Nintendo Chairman Howard Lincoln and Sega of America's marketing VP Ed Volkwein. Both men voiced support for the idea of a universal ratings system. From the retail level of the market, witnesses included Wal-Mart electronic merchandise manager Chuck Kerby, Toys "R" Us veep John Sullivan, and Babbage's department store chain exec Mary Evans. All three retailers pledged that once a universal vidgame rating system took effect, their stores would not stock unrated video games. The senators were very pleased at this stance, saying it would put real teeth into the enforcement of the proposed ratings system.

Lead witness was Rep. Tom Lantos, a California congressman whose district is north of San Francisco. Lantos is a distinguished political leader with a very admirable career... but at this event he seemed to be the loose cannon on deck. Lantos sternly warned the industry that "cosmetic changes will not suffice." He threatened — er, promised — to hold a "town meeting" in his district where parents, teachers, cops, child psychologists can voice their concerns about vidgame violence. Industry spokesmen would also be invited to attend, Lantos said. From this vantage point it's a bit difficult to imagine the proposed meeting having a terribly constructive or educational function. (Mostly it sounds like a vehicle to vent feelings and create headlines.)

A FRIENDLIER TONE

Lantos aside, the tone of the March 6 hearings was considerably more cordial, on both ends of the dialog, than the first set of vidgame violence hearings (held Dec. 9, 1993). Last year, senators used words like "shameful" and "child abuse" to describe violent games, and they openly threatened to use government censorship if the industry didn't clean up its act.

This time around, the senators had only good things to say about the industry's efforts. "I think you've heard the message and come a considerable distance," Lieberman told game industry reps. "You've demonstrated responsibility and willingness by the video game industry" to help curb excessive violence in popular culture. Lieberman did voice the "hope" that individual manufacturers would adopt voluntary content restraints, but he did not threaten government action to make future *Mortal Kombats* outright illegal.

Harmony also flowed from the witness tables, where eight representatives of home game software and hardware makers, retail stores, and the national coin-op associations all agreed with the goals of a universal ratings system. Unlike the Dec. 9







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From left, AAMA Executive Director Bob Fay, AAMA President Steve Koenigsberg and AMOA President R.A. Green III at the March 6 hearings.

hearings, nobody from the industry criticized their colleagues this time around.

After the hearings, AMOA and AAMA leaders expressed pleasure with their own statements and praised each other's performances. "Steve did an excellent job of walking on a tightrope, saying just the right things in response to some rather ticklish questions," said one AMOA insider. For his part, Koenigsberg said "I think the level of cooperation and collaboration between AMOA and AAMA on this issue has been, and continues to be, simply wonderful. That includes both officers and staff."

No date was set for a third Senate hearing on video game violence, but Lieberman did invite trade spokesmen to come back and testify once again "when you feel you've got something to report." According to Jack Heistand's testimony, the next major public announcement on progress towards a video game ratings system could come at the summer CES show, held in Chicago in June. ◆

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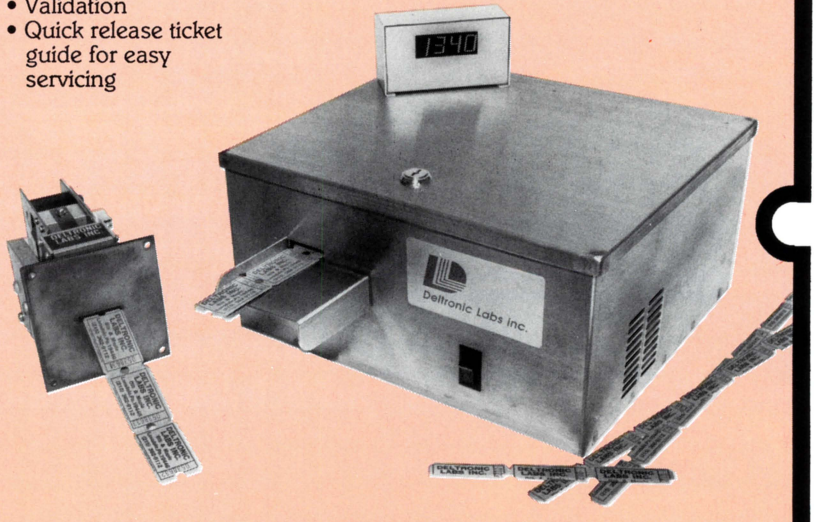
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FUN EXPO '94
BETS ON LAS VEGAS

With the metamorphosis of Las Vegas "from Sin City to family-oriented destination" according to the *Los Angeles Times*, the family entertainment industry prepares to hit the Strip as the fourth annual Fun Expo (The International Family Fun Center & Miniature Golf Show) rolls into the Las Vegas Convention Center, October 2-4, 1994. The only show focused exclusively on the development, operation and promotion of family entertainment centers, Fun Expo full find itself in the midst of such brand-new billion-dollar properties as Treasure Island, Luxor and the MGM Grand, towering evidence that Las Vegas is willing to gamble on the lucrative family market.

Over 500 exhibitor booths will greet an estimated 5,000 buyers expected to attend this year's Fun Expo. Among the major manufacturers exhibiting will be Amusement Source, Baytek, Betson, Bob's Space Racers, Doyle International, GaMCO, Pacer Manufacturing, Pentes, Pepsi, Wisdom Industry and Zamperla. The wide range of products and services will meet the needs of an equally diverse group of buyers — attendees from such industries as miniature golf, bowling, skating, batting cages, go-kart tracks, military recreation centers, campgrounds, shopping centers, casinos and resorts — all with the common thread of family entertainment dollars representing a significant portion of their bottom line.

"We expect 25% more exhibitors this year, resulting in more diverse product representation than ever before," said Fun Expo show manager Bailey Beeken. "That's important because the fun center industry represents a yearly expenditure of nearly $400 million, and growing, on amusement-related products. With that kind of money at stake, we'd like to make the buying process as easy and informed as possible."

Herd, McAuliffe, Huish, Sladek on board of new "family entertainment center" association

Recently named the official show of IFECA (The International Family Entertainment Center Association), Fun Expo has similarly received the endorsement of attendees and exhibitors alike. Of last year's show, David Brown of M & J's Family Fun Park in South Carolina said, "We were able to talk with suppliers about products and services, and to compare ideas and problems with others in the fun business...I found out more in three days than I'd learned in 1 1/2 years of operation." Similar sentiments came from Pete Crumb of Kartworld FKL GoKarts, who found that a "terrific exchange of thoughts and ideas carried over from the show floor to the dinner table between myself and three new customers from Nebraska, Alabama and North Carolina."

Ronald Linden of Vega Capital Corp., a 25-year-old small business investment company, accords equal praise upon Fun Expo's evolving seminar program. "The excitement generated at the seminars surpassed my expectation," said Linden, "even considering the explosive growth of the family entertainment industry." This year's slate of seminars — sponsored by *Amusement Business, Bowling Industry Magazine, National Real Estate Investor, Playmeter Magazine, Shopping Center World and What's New for Family Fun Centers* — will offer more choices than ever before. Fun Expo's multi-tiered conference program will include additional roundtable workshops tailored to video game operators, bowling centers, skating rinks, small amusement parks and other environments.

Of course, the spirit of Las Vegas will pervade Fun Expo '94 with exclusive tours of exciting new "Vegas-style" family entertainment facilities, a live entertainment area featuring family entertainment performers over the entire three days, and a keynote speaker who will address the triumph of Las Vegas in catering to the family market.

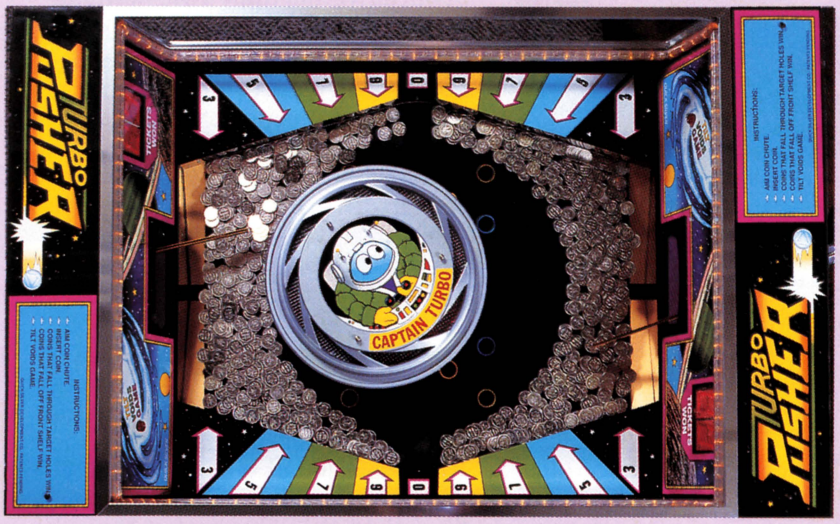
Show manager Bailey Beeken feels that Las Vegas will prove an exhilarating and encouraging environment for Fun Expo '94. "*Entrepreneur Magazine* recently named family entertainment centers a Top Ten hot business for 1994, and Las Vegas already seems to be savvy to that trend," notes Beeken. "With Las Vegas positioning itself as the new mecca for family entertainment, fun center owners and operators will have the chance to gain a first-hand look at this traditionally adult-oriented city in transformation."

For more information about Fun Expo, please contact show manager

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FUN EXPO HOSTS "FEC" ASSN.

A growing need for unity and better communication inside the amusement industry's fastest growing segment has spawned the creation of IFECA (The International Family Entertainment Center Association) and the first meeting of the new organization's board of directors, held during the recent Fun Expo in Nashville. By design, the board will represent the full gamut of fun center operations, from small local businesses to sprawling national chains, with one goal in common — encouraging the exchange of ideas and information among fellow owners, operators and suppliers to the fun center industry.

IFECA elicited overwhelming approval from both manufacturers and operators attending Fun Expo. Bob Chado, CEO of eight-year-old Funplex in Billeton, Colorado, called the new association "absolutely essential" toward establishing a direction for the burgeoning family entertainment industry. Seeing much-needed cooperation of the horizon, Chado stated: "I'm tired of trying to read six magazines a month and attending five to six trade shows a year!" That sentiment was echoed by Duane Langlois, owner of ten-year-old Bat 'N Club in Muskegon, Michigan, who hoped to become a member and learn "things that a Mom & Pop operation can do to compete with a million-dollar facility."

Establishing that commitment to its members was best reflected in the election of Joey Herd as president of the IFECA board of directors for a term of two years. Herd, previously general manager of American Adventures in Marietta, Georgia and currently at the helm of Riverchase Golf 'N Games in Birmingham, is recognized as an enthusiastic and articulate advocate for the fun center industry and has been a driving force behind the formation of the trade group.

Joining Herd on the board of directors are George McAuliffe of Edison Brothers Mall Entertainment, St. Louis, MO (vice president) and Lisa Voorhis of Jungle Jim's Playlands, San Antonio, TX (secretary/treasurer). Rounding out the board are Shane Huish of Huish Family Fun Centers, Escondido, CA; Joseph Sladek of Skee-Ball, Chalfont, PA; Ed Pearson of Seattle Funplex, Seattle, WA; and Harold Skripsky of Enchanted Castle, Lombard, IL. Bailey Beeken, show manager of Fun Expo, was given an honorary position of the board.

Of the new association, VP George McAuliffe stated, "The family entertainment center is a niche with specializes needs. Operating in a relatively young industry, IFECA has an opportunity to help both the image and the reality of FEC's to the benefit of all members." Board member Joseph Sladek agreed: "IFECA will eventually become a recognized information source for potential and existing FEC owners and a clearinghouse for all types of information critical to the development of a successful FEC."

In addition to kicking off its membership drive, IFECA has already put into place two member programs. The IFECA Referral Hotline provides quick phone or fax answers to urgent questions, with information shared and concerns expressed between owners and operators of similar facilities. The Fun Fax Bulletin Board, to be published for the first time in the April newsletter, will offer general items for trade and sale between owners, land and businesses for sale, as well as a general Help Wanted section. In May, IFECA will broaden its reach with the launch of an industry-wide market research program.

The board of IFECA has also named Fun Expo as its official annual convention. Says president Joey Herd: "Fun Expo was a natural choice for us because it has already made great headway in unifying the industry, and because of its commitment to quality educational programs." IFECA will work with Fun Expo organizers in developing valuable programs for industry veterans and newcomers as the show heads into its fourth year, when it will be held from October 2-4 at the Las Vegas Convention Center.

For further information about IFECA, please contact Joey Herd or Bob Peters, IFECA, 242 Central Avenue, White Plains, NY 10606. Phone: (914) 993-9297. Fax: (914) 993-9219.

◆

ABOARD THE S.S. GaMCO

Florida's Ron Yaffe marks 10 years in coin-op with a trio of great new redemption pieces

The coin-op biz always seems to be waiting for its ship to come in. Some tradesters are eager to see what the future has stored in its hi-tech cargo hold, while others see redemption as the biggest treasure chest. "Captain Ron" Yaffe, sailing enthusiast and president of GaMCO International Inc., has been riding at the crest of the growing redemption wave for some time now. The Sarasota, Fla. based manufacturer feels the "redemption tide" is still rising powerfully!

"This is our 10th year and I've never been more excited about our company," Yaffe declared with a big smile. "It's growing by leaps and bounds. Today we're building twice as much product as four years ago, and we're celebrating our decade in the business with three brand-new products, which are earning phenomenally well."



GaMCO prexy Ron Yaffe and wife Emily.

These days GaMCO has another coup to celebrate, as well: the firm just completed a contract with Sega of Japan to build games to their specs. "We had two 40-ft. containers of *Boogiemen* shipping to Japan every three weeks until recently," Ron said. "Sega sold them all; it was an excellent project for them."

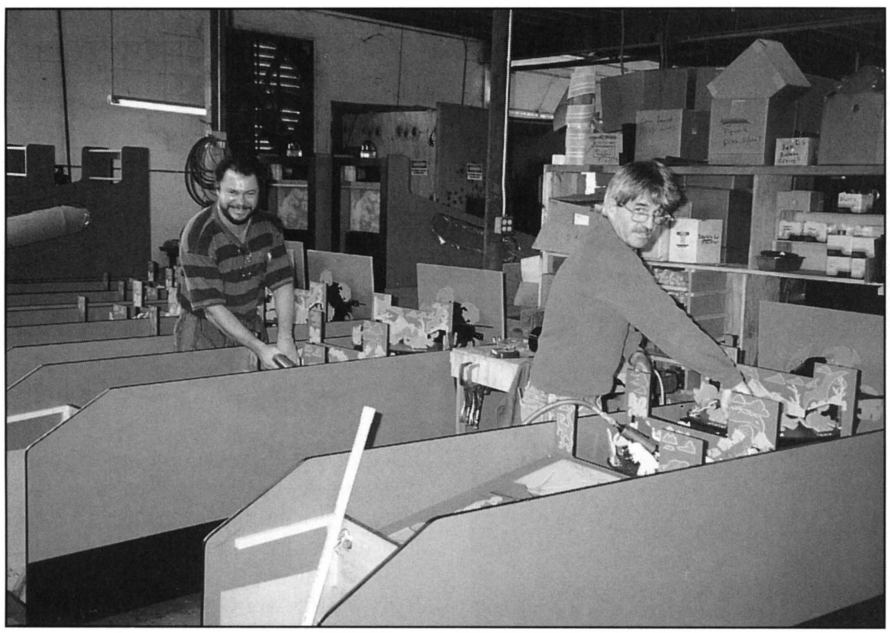
It was also a pivotal experience for Ron Yaffe, who started building cranes in 1984. In 10 years, he's gone from a struggling start-up in a market whose very legality was under challenge, to a solid success in an market that's well-established in the U.S. and taking off overseas.

New Games

GaMCO's three latest titles made their debut at last year's AMOA show in Anaheim, Calif. *Tiddly Dinks* is a fast-paced skill game in which players aim and flip coins into moving tubes for tickets. There are 19 different sized tubes in bright day-glow colors, with the smaller tubes having the highest ticket payout. Interior



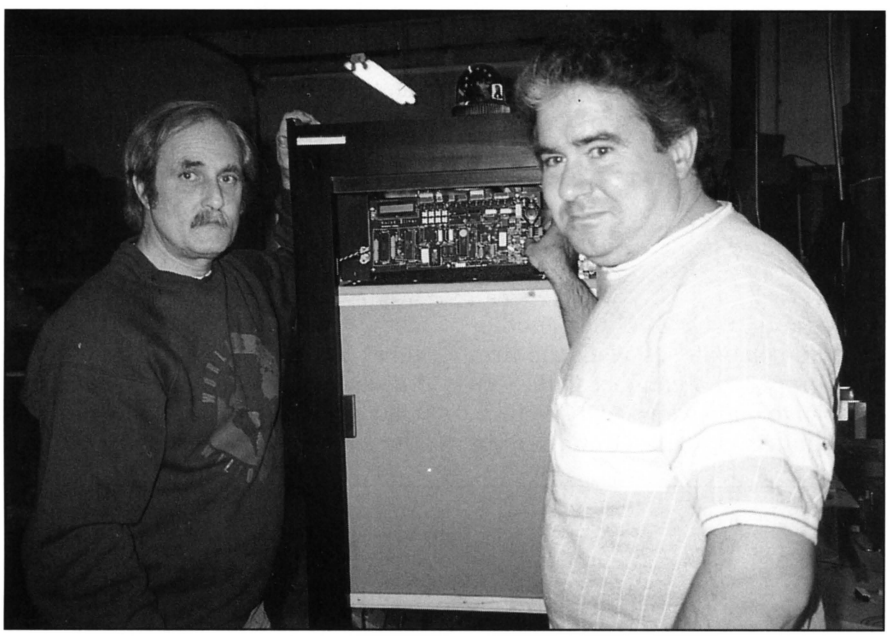
This 12,500 sq. ft. manufacturing facility in Sarasota, Fla. will soon benefit from a much needed expansion.



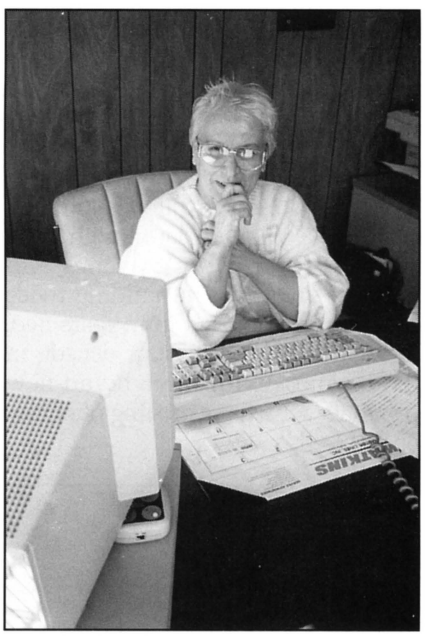
Ron Alford (left) and Jim Lampney are up to their elbows in *Dino Shoot's* florescent prehistoric menagerie. GaMCO knows that kids love wild colors.



Say ahhhh....the firms Robert Parroit doing a little "dental work" on one of GaMCO's *Boogiemen* redemption pieces.



Chris Cotter and Vincent Thomas wire up the elaborate electronics that go into a *Tiddly Dinks* game. GaMCO strongly believes in "operator programability."



Office manager Betty Taylor makes sure the operation runs smoothly.

lighting changes during gameplay, and a rotating red beacon and bells announce the winners. It also comes with a gorgeous cabinet, rolling off the assembly line with six coats of day-glow lacquer in hot florescent green. To go with its space-age looks, *Tiddly Dinks* is programmed with six different techno music scores emitting from a full-range speaker system.

Dino Shoot is based on the old shooting gallery games that were a hit of the carnivals and fairs a generation ago. Updated with state-of-the-art electronics, *Dino Shoot* comes with a fun-looking rifle, with which the player shoots at three programmable tiers of dinosaurs, all moving in different directions. Scoring is simple: The more dinosaurs you shoot, the more points you get. Each dino-level has a different scoring sound and the unit comes with florescent graphics and midway-style lights on the playfield.

Dream Team was designed mostly with kids in mind. The objective of this automatic rapid-fire mini-basketball game is to aim the gun at the five baskets and score points for tickets. The unique shooter allows kids to score baskets and receive tickets no matter how good or bad they aim. The cabinet comes in eye-catching day-glow florescent orange-red applied in six layers of lacquer. Midway lights flash with each basket and when the game is in the attract mode. The colorful playfield depicts a basketball court and includes crowd graphics in neon orange, yellow and blue. *Dream Team* also

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GaMCO's newest coin launcher, *Tiddly Dinks*, at the most recent IAAPA show.



Dream Team, GaMCO's new basketball-themed ball shooter, is designed with kids in mind. It's simple fun action.

plays an infectious little tune that delights both kids and adults.

All three of GaMCO's new titles come with a new, more versatile C.P.U. with keypad-programmable technology. The operator has complete control over many facets of the game, including ticket payout, cost per game and game time. Each new unit also features tri-door security, with separately locking cash box, coin dispenser, and coin mech, all keyed differently. Another obvious similarity between the games is their striking graphics. "Colors are very important," Yaffe points out. "Kids love things beautiful and bright, so we use day-glow colors on everything."

The Redemption Boom

Yaffe believes the much-touted boom in redemption has really been part of a trend that has been going on for the last 10 years, and will continue for years to come. "One reason is you can't have home redemption games," he said, citing the practice of releasing vidgame titles in a home version a year or so after their coin-op release. He also pointed out that players know the hottest new games will only be followed by something even more dazzling. "Their popularity becomes even shorter and shorter lived. The curve goes down as fast as it goes up. Redemption is becoming more and more of staple in this industry," Yaffe said. "The machines keep earning, week after week, year after year."

Judging by the progressively larger selection of redemption titles being shown at the trade shows, it would seem a lot of companies are discovering what Yaffe has known all along. "A lot of companies are getting into redemption because it's popular," he said, "but many of them don't know what they're doing. They're not creating the good, steady-earning games. I think companies that have been in this sector for years have an advantage."One of GaMCO's most recent successes has been *Boogiemen*, a shooting game in which scores are made and tickets rewarded for blasting balls into the gaping mouths of horrifying creatures. According to Yaffe, since its intro two years ago, *Boogiemen* has proven to be a stable income-earner. However, this hasn't stopped the company's design team from making a few new improvements, such as a reinforced cabinet, better coin and ticket storage systems, and a new brighter color.

"It's like the VW Beetle," Yaffe said. "You keep making improvements. *Boogiemen* has become a mainstay for our company, but today we have three homeruns besides that game."

A Unique Approach

If there's one thing Ron is most emphatic about, it's how creative GaMCO has been. "We've never copied any other game on the market," he said. "All of our games have been unique and innovative. They're totally original and I'm very proud of that."

In fact, Ron's imagination is so prodigious, he can't always find time and resources to execute every idea. "I have so many ideas about what I'd like to see," Yaffe said, "but you can't manufacture everything. Concept to production is a complicated and time-consuming procedure; it can take as long as a year or more. For instance, we researched *Dino Shoot* shortly after *Boogiemen* was released and long before Jurassic Park. It took a long time to go from concept to market and was a very costly process."

Ron came to coin-op following a career as a licensed optometrist. He was able to use his experience to create true skill games that relied on a players' hand-eye coordination, instead of random chance or luck. This was extremely important back in 1984, when cranes and other

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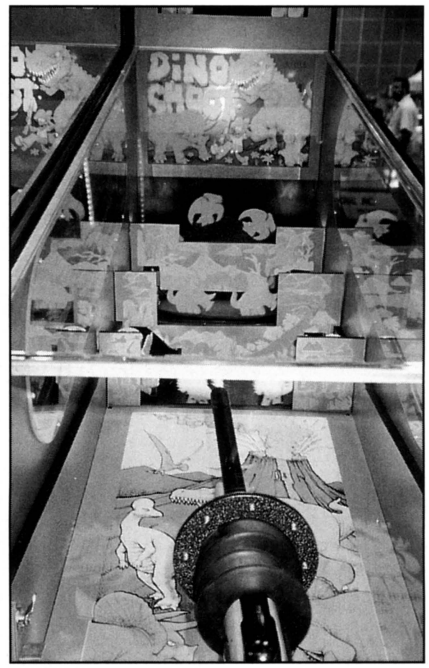
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Rows of new *Tiddly Dinks* await a few final touches before being shipped to their destinations.



Taking aim at the redemption market is GaMCO's colorful new *Dino Shoot*.

redemption pieces were often associated with shady carnival games, in which the odds were often heavily stacked against the player. Innovative features introduced in Yaffe's first cranes helped to dispel some of the criticism and paved the way for a whole new generation of sophisticated redemption machines.

Yaffe stressed how rewarding his particular kind of business has been, not just financially, but on a creative level as well. "Redemption gives you all the freedom in the world," he elaborated. "In what other business can you do everything: from conception and design, to building and selling. It's such a feeling of accomplishment. The most rewarding thing," Yaffe added, "is to see your product out there earning; to see the kids laughing and enjoying themselves."

What's in Store

While he enjoys the independence that comes with a small operation, Yaffe admits he would like to expand his company at a deliberately controlled pace. One of the biggest problems he's had to contend with lately has been the lack of physical space. His factory in Sarasota has used up every square inch of floor space, and some components are currently being subcontracted out even though GaMCO would be capable of manufacturing them if they had the room.

"We'll definitely outgrow this facility this year," Yaffe said. "It's 12,500 sq. ft., plus offices, but we need to double that." His solution is to expand the structure into the lot next door, which happens to be owned by GaMCO.

Does this mean GaMCO will soon experience a period of sudden, rapid growth? No, according to Yaffe, who has seen what has happened to large companies that must produce many games in order to justify their size. Overcome by the momentum created by their manufacturing capabilities, these firms are hit hardest during times of economic decline.

"I'm trying not to let my company do that," he said. "When the economy dipped, a lot of companies grew during that period. They did it by staying small. We're trying to grow yet still keep it manageable."

Keeping growth manageable also allows GaMCO to maintain its high standards of quality control. Throughout the factory, signs stress the importance of taking pride in your work, and every Friday, Yaffe meets with the assemblers to discuss anything that could affect quality in the workplace. Before any game ships out, it's looked over by three different people, each with their own inspection sheet. Most of the time, Ron himself will conduct the final inspection.

One area Yaffe would like to see his company move into is contract manufacturing. Following the success of GaMCO's undertaking with Sega to build *Boogiemen* for the Asian market, the Japanese amusement giant has contacted Yaffe about building a game designed entirely by the Sega team for their market. "If other companies have an idea for a game," Yaffe explained, "we can set them up with a prototype. They bring in their design team and create their game. This is something I'd like to do more."

A Decade of Experience

Looking back at his decade in coinbiz — and ahead to "fair sailing" in the future — Ron expressed characteristic gratitude and enthusiasm. "I'd like to thank everyone for their support," he said. "I've enjoyed being a part of the amusements trade, meeting and talking to our customers and friends. I still feel I have a lot to learn about this fascinating business. I'm very happy to be here and working to give the public the best possible image of our industry. The new concepts coming out now, like FECs and local theme parks, are enlightening the public on what we can do. It's no longer the perception of dark arcade rooms! We let the public have wholesome fun, and I'm proud to be a part of that."

For more information or distributor referral, contact GaMCO International Inc., 2153 10th St., Sarasota, FL 34237; 800/642-7263 or fax 813-366-1134. Don't forget to wish them a happy 10th anniversary. ◆

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COP OP SEEMS TO LIKE OUR CHARTS

by John Tommasi

Being a relatively small East Coast operator, one of the dilemma's that I constantly face is what new games to buy. Spending $5,000 for a dedicated video that turns out to bomb can be a disastrous investment. There are a number of indicators that can be used to judge the potential popularity of a new game before purchasing it, such as the opinion of yourself and/or other operators, initial reviews of players and distributor recommendation. Unfortunately, none of these prove to be very accurate and could result in the purchase of a "white elephant." I know of some operators who didn't buy *Street Fighter II* for at least six months because they didn't like it and thought it was just another fighting game.

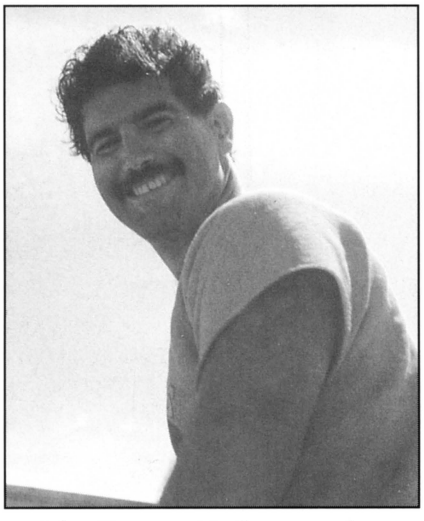
As a result, I chose to put my father's investment in my college education to work and use a more scientific method. I chose the Pearson r Correlation Coefficient. This is a fancy name for a statistic that shows a relationship between two variables. In this case, I chose to see if there was a relationship between a pinball/video game's initial ratings in *Replay's* "Players' Choice" and the number of months the game stayed in the top ten of its category.

I took the average of the first two months as opposed to just the first month's rating since there could be an initial knee-jerk reaction to a game. *Street Fighter II* pinball is such an example, since it had an initial high rating, but only spent three months in the top ten list.

The Pearson r can obtain a value between -1 to 1. The closer to 1 the better the correlation. In layman's terms, the higher the value of the "coefficient", the longer the game will stay in the top ten list and the greater will be the operator's return on investment (profit).

The results were interesting.

For pinballs, the coefficient was a .815, a very high relationship between how successful a pinball will do and initial *RePlay* ratings. More analysis by statistical methods yielded the following: if a pinball game had an average of 9.0 or better for the first two months, it spent an average of 17 months on the top ten list. Pinballs that fell in this category were: *The Simpsons, Funhouse, The Machine, Terminator 2, Getaway, Addams Family, Star Wars*, and *The Twlight Zone.* All of these pins were good investments. A number of operators commented that *The Simpsons* could have done even better if the balls didn't get caught in a number of places and halt game play.



John Tommasi is the owner/operator of Main St. Amusements out of Salem, N.H. He's also a sergeant on that town's police force. In business about five years, his company serves street locations while also outfitting a number of arcades. Since he has a masters degree in business from the University of New Hampshire (and is presently working toward a PhD in economics), **RePlay's** *pleased that his statistical experiment gave our games chart decent grades. On the home front, John and his wife Susan like to pass out glowing statistics on their nine-month old baby girl Jordy Rebecca.*

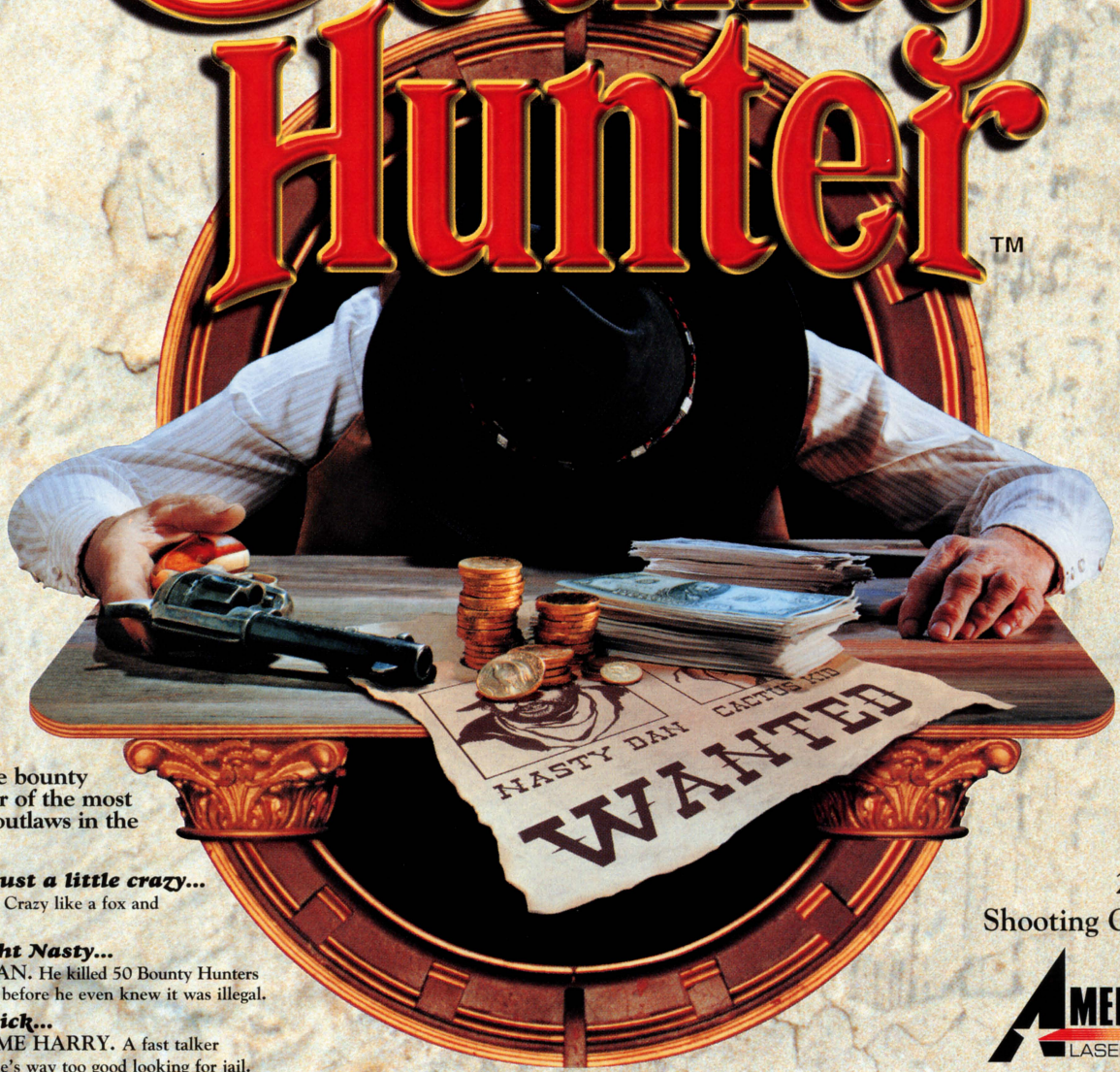
Pins that had an initial rating between 8.5-8.9 stayed in the top ten for an average of nine months. Games that had initial ratings of 8.0-8.4 spent an average of six months in the top ten. Pins with lower ratings rarely spent more than six months on the top ten list.

Dedicated and kit games showed no significant difference and were analyzed together. The coefficient for both was .67, lower but still meaningful. Video games that had a rating of 9.0 or greater in the first two months on *RePlay's* "Player's Choice" stayed for an average of 13 months in the top ten. These included such notables as *Street Fighter II, Space Gun, Terminator 2, Wrestlefest, NBA Jam* and *Mortal Kombat.* Games with an initial rating of 8.5-8.9 stayed for an average of six months on the top ten list as well as did games with an initial average of 8.0-8.4.

Even though the coefficient for video games was only .67 as compared to .815 for pinballs, it still shows a strong relationship between initial scoring and popularity length. The significant difference in video games that accounts for the lower correlation could be accounted for by a number of games that initially scored high, (possibly because of a new or improved technology) but failed to maintain their popularity over time (easy to master or repetitive play). Games that fell into this category were *Relief Pitcher, Robo Army, Growl, Captain Comando and Time Traveler.* These games scored between 8.0-8.6.

It should be noted that the above analysis is by no means conclusive. Game profitability can differ from location to location and from one geographical area to the next. However, in economic terms, it is a good "signal" of a game's earning potential and can take some of the guesswork out of a large investment.

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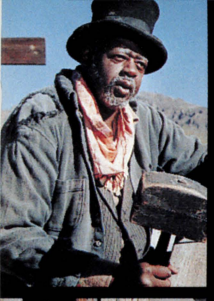
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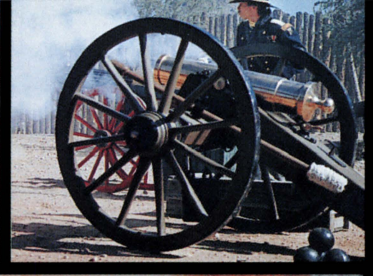
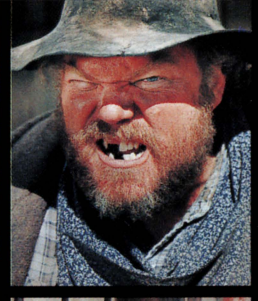
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OUT FRONT:

British firm has been the clear leader in entertainment VR; now offers lighter headgear, sharper graphics, lower prices

VIRTUALITY



The standup version of Virtuality's latest hardware system, "Series 2000," can be networked for interactive gameplay. New, lightweight headsets make the experience even more enjoyable.

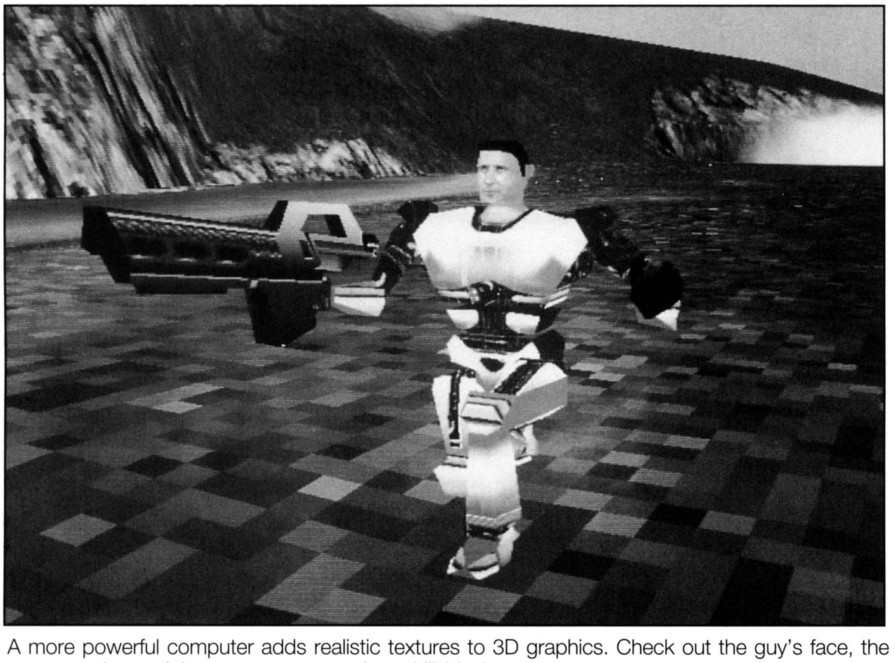
In a field that's quickly becoming infamous for "all talk — no action," Virtuality Group is a stunning exception. This British-based company has it all.

- They have "real" VR machines with headsets and motion-tracking sensors that key the graphics to your head motion.
- They have hardware ready to buy, sell and ship (in fact, they're now on their second generation of product).
- They have software. Their new games feature texture-mapping for more realistic surfaces on the 3D world of computer objects.
- They have a three-year track record in the real world of locations, boasting the world's largest installed base of R machines (over 175 units operating in the U.S. alone).
- They have a truly worldwide support organization with headquarters in the U.K. and offices in the U.S. and Japan.

Their new "Series 2000" version still comes in stand-up and sitdown configurations, but it now has a head-



Sitdown version of "Series 2000" offers vehicle-based software and can also be networked.



A more powerful computer adds realistic textures to 3D graphics. Check out the guy's face, the craggy rocks, and the mossy grass on those hillsides!

set that weights a mere 1lb. 6 oz. Inside that headset, players will look at a smaller (1/2" diagonal) screen, one for each eye. But now there is more visual information and an individual focus capability for each eye, as well as visual stereo adjustability via electric motor. The headset also contains speakers and microphones for 32 channel sound so the player can talk to his fellow players.

The company has eliminated the backpack used on the original standup version. "Series 2000" is based on a 486 industrial-grade PC. This brawny computer generates graphics that are 6.5 times more powerful than the company's first-generation hardware system, allowing "texture mapping" and advanced shading. The result, says the firm, is that characters appear less blocky, more detailed, with digital photo-imaging putting some realistic faces on them. It's a quantum leap past original level.

Prices of the new system are a quantum leap downward, costing $30,000 to $35,000 per unit. That's under half of the original cost of Virtuality's first-generation machine.

Three games debuted along with "Series 2000" at the beginning of 1994. They include, for the sitdown version, a space strike game called Xtreme Strike that puts the player in the role of sci-fi ship's gunner. You get an android navigator who helps you navigate dogfights with enemy vessels in space, zoom through asteroid showers, and skim over an alien world terrain where your mission is to destroy enemy planet defenses.

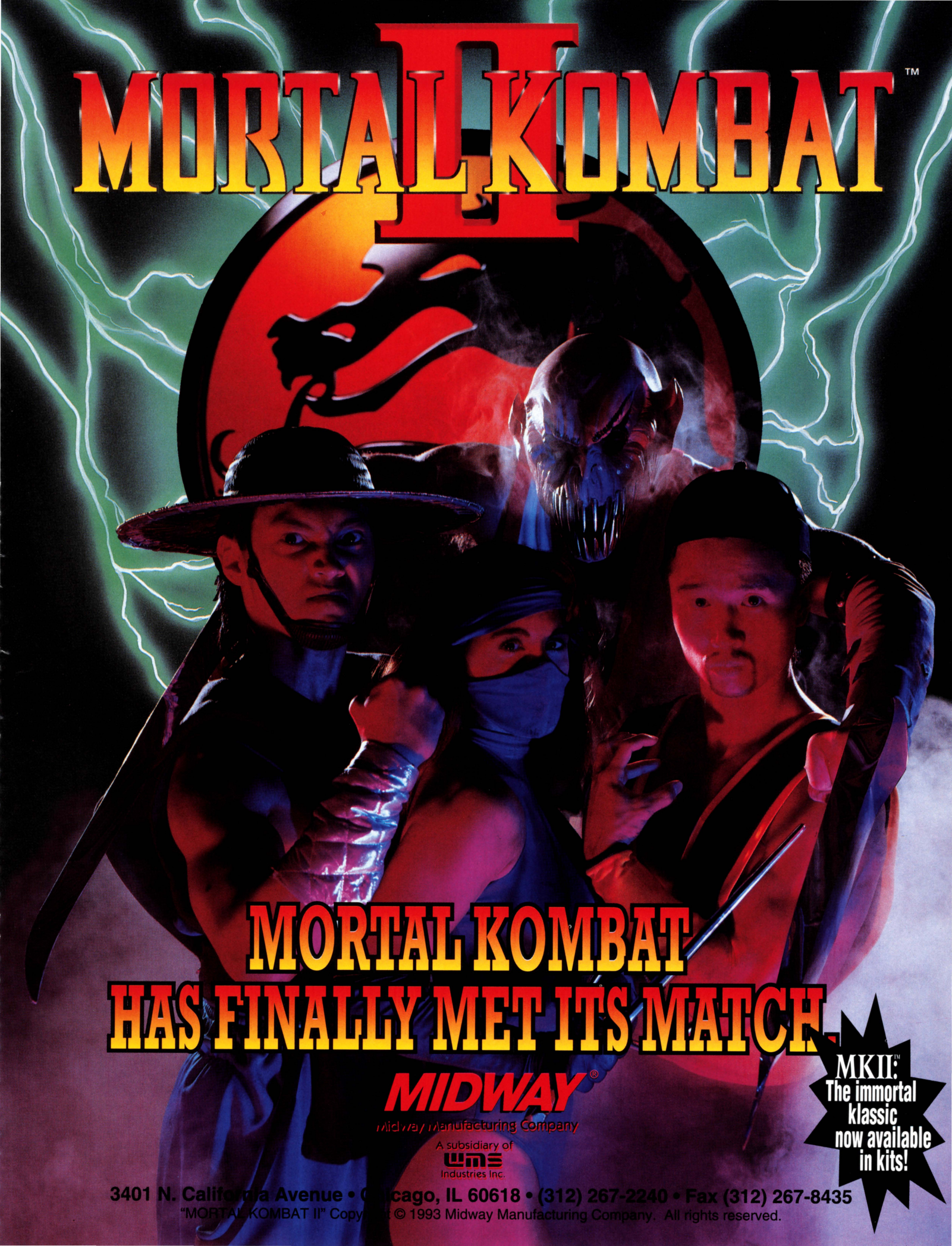
For the standup version, Virtuality introduced Virtuality Boxing, a pro heavyweight fighting contest with a choice of zany characters, each with own special moves and style...and, as an opponent, each requires a unique strategy to defeat. Also for the standup version, Zone Hunter puts the player in the role of a 21st century urban warrior on a deadly search and destroy mission. Players walk down city streets, enter sewers, etc. to confront enemy aliens, cunning cyborgs and evil androids.

The shoot-em-up theme offers the player more powerful weapons, bonus points, etc. has he progresses from level to level.

Third party software developers are actively sought, said the company. A software toolkit is being created for their use, so additional titles from outside the company could arrive as early as the end of this year.

For more information, contact Virtuality Entertainment, Inc. at 501 No. Broadway, St. Louis, MO 63102; 314/331-6411.

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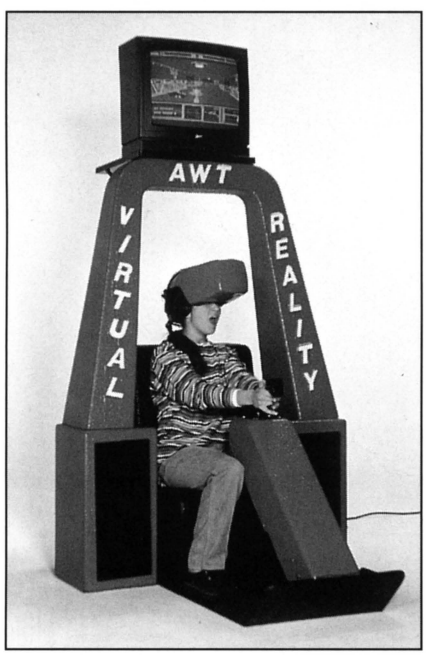
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ZOOM!

Alternate Worlds Technology delivers serious VR; advanced hardware & new games promised soon

The distinction of bringing the first VR system to a U.S. coin-op trade show goes to Alternate Worlds Technology (Louisville, Ky.). They took a suite at AMOA '92 and a booth at the following spring show, ACME '93, to show off their "Reality Rocket" system. It uses proprietary software to meld a regular PC with graphics that are accessed via a head-mounted display.



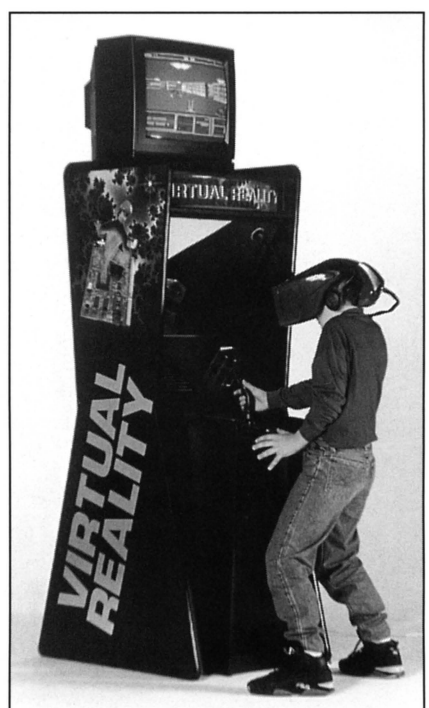
"Reality Rocket" is the first-generation hardware system from Alternate Worlds Technology. It's available in sitdown or standup versions, and three games are available for this unit.

AWT is a software company and doesn't pretend to be anything else, but this may be a strength. They're a very serious, leading entry in the VR sweepstakes because they know the importance of delivering good games. At presstime they have three games (*Wolfenstein VR, Blake Stone, Cybertag*) and claimed around 100 units on location around the U.S.

This summer, AWT hopes to bow an advanced hardware system using OEM materials from Division Group PLC (see "RePlay's VR Report" for info about this British technology firm). New games for this advanced system are currently in the works; AWT says it's recruited a whole team of game designers including Michael Price, who was involved in *Donkey Kong* and *Dungeons & Dragons*. AWT knows the name of the game is...the game!

"Reality Rocket," AWT's current system, comes in sitdown and standup versions. Units can be linked for up to 16 players to enjoy interactive gameplay for *Cybertag*. Standup and sitdown versions cost the same: it's $29,900 for a single hardware unit with *Wolfenstein VR*, plus interactive linkage gizmo, coin/bill validator, and crating. The other two games cost $2,990 when purchased separately. It sounds costly, but it's about $10,000 less than when "Reality Rocket" was first introduced, and AWT says they intend to keep bringing prices down as hardware allows.

AWT's phone is 502/585-4246. ◆



The "Reality Rocket" uses a 486 computer, adapted with proprietary software that allows it to interface with the HMD and motion tracking sensors.

REPLAY'S VR REPORT

virtual reality: some ingenious gizmos are trickling to the market, but this much-hyped technology is more "virtual" than "real" so far

Let's put aside all the hype and the buzz about virtual reality for a minute and ask those classic, nitty-gritty questions that operators love: Is it for real? Where can I buy it? How much does it cost? What does it earn? The answers are confusing at times, but we'll try to give you the straight dope.

Is VR for real? Yes and no. A couple of genuine VR systems are up and running in the U.S. today, providing immersive entertainment on a pay for play basis. Matter of fact, VR is getting more "real" all the time as some Very Big Players get ready to unveil their products. But on the other hand, a lot of gizmos which are being marketed are "virtual reality" these days have absolutely nothing to do with the head-mounted displays (HMDs) and motion-tracking sensors which created all the VR excitement in the first place.

Where can I buy it? As this story is written on March 1, you can buy "real" VR entertainment systems (with HMDs) from only two or three sources. We have separate stories on two of them, Virtuality Group and Alternate Worlds Technology. More HMD-based VR products could debut at the ACME show, but for now that's about it.

Several non-HMD products including very pricey simulators and various novelties are also available for sale now. Providers include Vivid Effects, Iwerks Entertainment and Hughes Aircraft. Slowly increasing in number are themed "sim center" locations such as Battle Tech Center and Fightertown, offering fancy simulators, uniformed attendants, briefing rooms, etc. This "sim center" category will certainly grow in the future. For instance, Namco-America Operations has announced plans for a number of "Magic Edge" dedicated arcade sites.

How much does it cost? Prices vary. VR headsets for home game use can cost just a few hundred bucks, but results are not very impressive. At the other extreme, some of the VR projects in development are expected to cost at least half a million dollars to set up your own franchised VR center with six networked units. Non-HMD units calling themselves VR (such as products at the low end of Vivid Effects Group's line) can go for as little as $15,000.

What does it earn? Again, the track record here is quite varied. Edison Bros. arcade chief Andy Halliday told RePlay that VR units in his stores had been "loss leaders" in the cash box, but provided priceless publicity and drew strong traffic overall. Some VR manufacturers report earnings of up to $775 mostly during evening hours for a couple of units in an ultra high-traffic location.

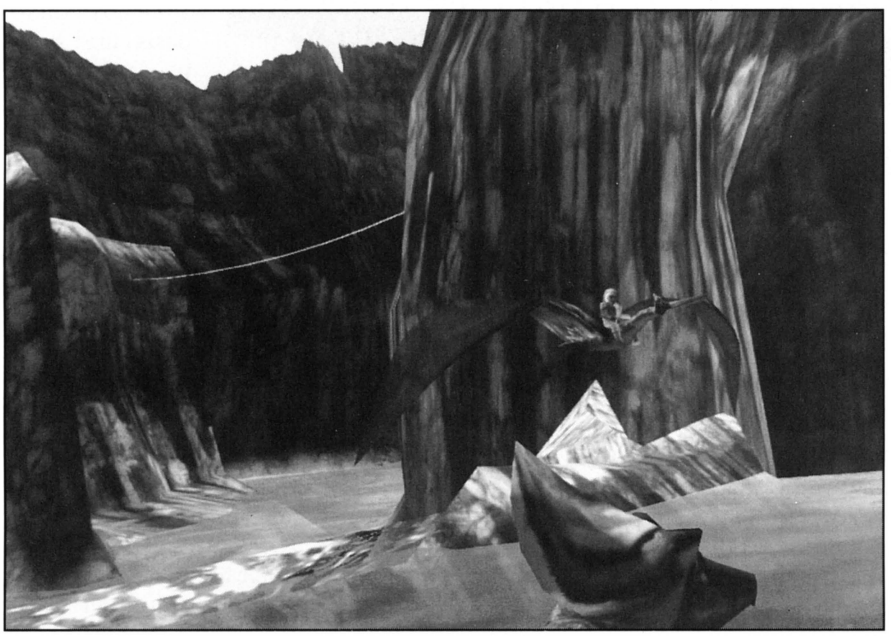
Obviously, it's hard to generalize at this (very early) stage of the game. The only way to really understand the VR market is to familiarize yourself with the products and companies on a case by case basis...and keep up with the constant changes and announcements. (Did you know there's already at least one dedicated VR trade magazine and one dedicated VR consumer mag?) Here are some of the major firms touting themselves under the "VR" label these days, including HMD-based technology, cockpit simulators, and various novelty games.

Bullet-Proof Software (Yokohama, Japan) could be best-known to U.S. operators as the company that licensed *Tetris* to Nintendo of America for their home video system. They're now planning a series of "sim centers" called "E-Scape" in concert with Animatek (a Moscow-based software developer) and Curved Space (a big-name architect's design firm). Two players will occupy each motion-based "pod" and interact with a large, hi-resolution rear-projection screen. Players will interact with other players in other pods, experiencing elaborate non-violent sci-fi scenarios. The company claims it's commissioning top sci-fi writers to create player adventure storylines within a common fictional universe. Elaborate movie-set type themed settings — like Chicago's Battle Tech Center, taken a few steps closer to a Disney ride — will complete the package. First center is slated to open near Seattle in 1995. Phone for their Hawaii office is 808/263-2305.

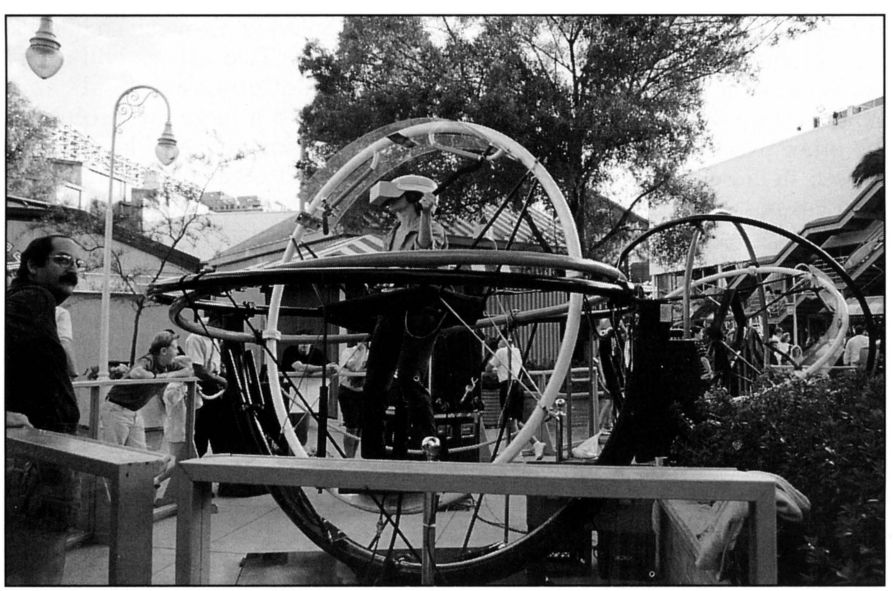
"Chameleon" is the name of an



"Chameleon" is the name of an interactive ride unit for theme parks, carnivals, arcades, etc., built by Chameleon Technologies Inc. (Alexandria, Va.). Two players sit inside a moving, spherical cockpit which is suspended on a crane-type arm with a gyroscopic cage.



You're riding on a winged dinosaur...that's his head at the bottom of this shot. The game is from GreyStone and the graphics are impressive.



CyberTron is a VR unit with HMD where the player is suspended in a gyroscopic frame. Your body whizzes and spins at all attitudes and longitudes as you play the video game!

interactive ride unit for theme parks, carnivals, arcades, etc., built by **Chameleon Technologies Inc.** (Alexandria, Va.). Two players sit inside a moving, spherical cockpit which is suspended on a crane-type arm with a gyroscopic cage. Players and cockpit motion both interact with 38x52" color screen via joystick and foot pedal interface. This is a big-bucks company (subsid of Veda Int'l., which has been making flight simulators for Uncle Sam over 30 years) with major partners like Coulter Consulting, Ball Aerospace, etc. First installation was in Disney World, using a sci-fi shoot-em-up game called *Labyrinth Ranger*. The company will create games as the customer requires, but obviously we're talking about deep-pockets investors here! Phone is 703/719-7305.

CyberEvent Group (Brooklyn, N.Y.) makes a VR unit with HMD where the player is suspended in a gyroscopic frame. Two of these CyberTron units have been installed at a Disney World nightclub. Guests pay $10 per experience (gameplay is linked and interactive); the attraction drew 155 people per day over the Christmas rush. Another of their VR units is installed at Blockbuster's prototype family entertainment center in Fort Lauderdale. The company also rents units to big-name stores, etc., for promotions and has taken VR units on tours of malls and colleges. One CyberTron unit costs $55,000. Software packages (games) include *Cosmic Debris* (pilot a Spanish galleon through an underground maze) and *Bonk* (space ship dodges and destroys asteroids). Phone is 718/802-9415.

Division Group PLC (Bristol, U.K.) offers OEM hardware for VR applications through Global Entertainments Ltd. and its subsidiary, Virtual Reality Games, Ltd. As seen at the recent ATEI show in London, their samples show photorealistic, texture-mapping, real-time 3D graphics...along with HMDs, software tools, and integrated computer systems. One customer is Alternate Worlds Technology (see separate story in this section). Fax is 011-440-454-661-5553.

DP Research Corp. (Cambridge, Mass.) does custom manufacturing and in-house game design. Their VR hardware includes "pods" with full-

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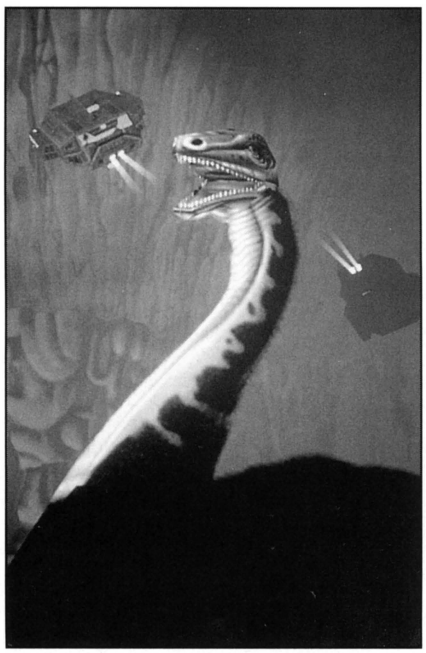
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Dramatic artist's conception of the experience of riding Iwerks' "Virtual Adventures." Six players get inside a pod, don polarized glasses, and attempt an underwater mission to rescue the Loch Ness Monster's eggs.

motion base, and HMDs with 3D shutter glasses. A prototype was due for completion this spring along with software called *Orb* and *B.E.M.* (which is classic sci-fi jargon for "bug-eyed monster"). Third-party software is also expected. Phone is 617/576-5864.

GreyStone Technology, Inc. (San Diego, Calif.) provides software (games) for VR and simulator systems. They specialize in photorealistic 3D graphics which can be displayed via HMDs or regular monitors. Current games include *AutoBaron*, *RoboRacer*, *CyberChase* and *Pteranadon*. The latter software has also been displayed on Visions of Reality's VR system, although it can run on other hardware platforms as well. GreyStone created one hardware system for *Pteranadon* where the cabinet looks like the body of a winged dinosaur with reins and tilting saddle controls. This version of the ride was shown at last year's Parks show in L.A., where it was networked to a sister unit in Vegas for a demo of live, remote-interactive VR. The company has plenty of experience doing military simulators (they started their corporate life with a big contract with Lockheed, for example). They provide cutting-edge computer graphics with texture mapping, etc. Phone is 619/675-7800.



"Wing Operations Officer" Chris Custer with an ultra-realistic Blue Angels flight simulator from Kinney Aero, Inc. which uses them in its Calif.-based FighterTown sim center.

Horizon Entertainment (division of Edison Bros. Stores, St. Louis) is taking two cockpit VR units with HMD on a promotional tour, in conjunction with Hiram Walker (Cutty Sark liquor). Driven by Silicon Graphics' "Onyx/Reality Engine" hardware, the units feature CRT-based head mounted displays with hi-res TV images. Cabinets will resemble the poop deck of an old-fashioned sailing ship complete with helm. Gameplay lets players take the part of the captain, who must guide the frigate through various hazards to safely land his cargo of Cutty Sark on the beach! Horizon's phone is 314/331-6000.

Hughes Training Inc. (Arlington, Texas) makes cockpit simulators (single- and multi-player versions). They also make "moving theaters" which have theme park and arcade applications. Pricey, top-quality stuff for hi-end users. Phone is 817/695-3702.

InVideo Systems, Inc. (a subsidiary of Dean Friedman Productions, Inc., Peekskill, N.Y.) makes a novelty video unit also called the InVideo System. This device offers interactive gameplay is based on the same "blue backing" special effect that allows the weatherman on your local TV news to stand in front of a map of the U.S. Basically, the players stand in front of a big blue backdrop and face a TV monitor and camera. The camera picks up their images only, ignoring the blue background, and puts them "into the picture" of the TV screen. Computer software allows the player's body motion to affect gameplay action — i.e., the player can see himself on a volleyball court, in a jungle, or maybe positioned before the goal area of an ice hockey rink. As the televised ball, puck, banana or whatever moves toward his image on the screen, the player moves to hit it, grab it, etc. as appropriate. Software applications range from *Eat A Bug*, a very primitive video game for the under-10 set, to the award-wining *Dreams*. Coin-op versions are currently up and running in Maryland, New Jersey and Connecticut, said the firm. Non-coin versions are scattered around museums and other attractions. Phone is 914/736-3600.

Iwerks Entertainment (Burbank, Calif.) specializes in specialty movie theaters for theme parks and other unique sites. Their entry in the "VR" sweepstakes is "Virtual Adventures," a six-player, cockpit-based motion simulator with big screen and joysticks. Players wear lightweight polarized glasses which brings the monitor's graphics into 3D focus. Hi-tech military contractor Evans & Sutherland helped create the computer graphics for this ride/game, a non-violent submarine adventure that involves the Loch Ness Monster and a "save Nessie's eggs" mission. Players take the role of navigator, pilot, robot arm operators, etc. Idea is to appeal to the whole family. Some tradesters who tried it at the Parks show in L.A. last fall said it was fun, but a bit confusing. Iwerks sees their games as being the key components in themed sim centers with eight units in operation (four units would be loading customers, while the other four were engaged in actual gameplay). With each game experience lasting 10 minutes, such a sim center could accommodate 360 people each hour. Iwerks plans one new software package each year, perhaps including licensed properties in the future. Phone is 818/841-7766.

Kinney Aero, Inc. has created and runs a successful sim center called "Fightertown" complete with sets, uniformed attendants, instructors, etc. located in El Toro, Calif. This one

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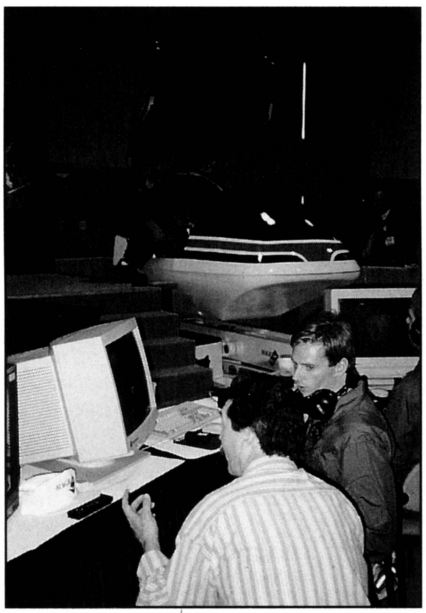
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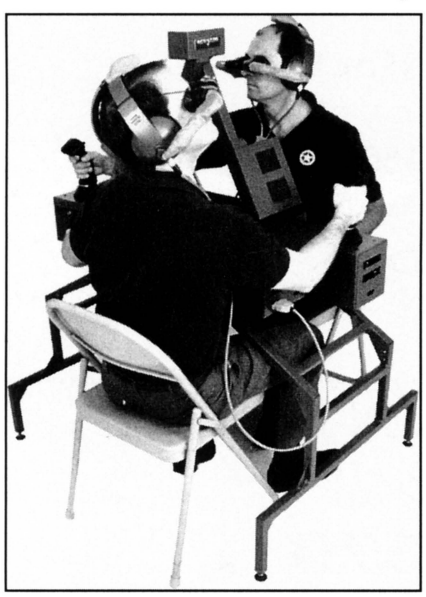
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Namco-America will open a series of Magic Edge sim centers using these moving cockpits and interactive screen displays, seen here at last fall's IAAPA show. As shown in foreground, "instructors" at each location will get the same view on their computer screens and talk the players through the experience.

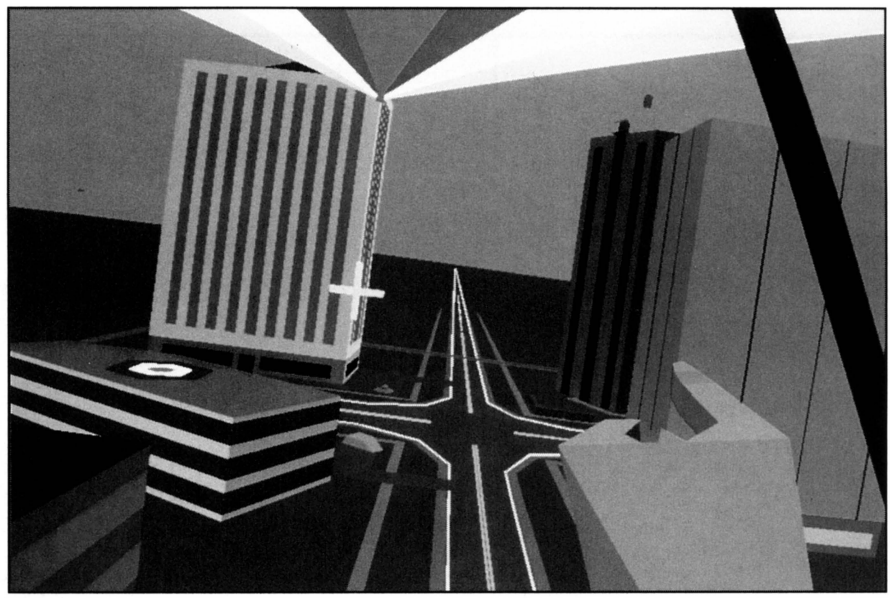
is themed around contemporary military jets. Players sit inside very large one- or two-seater simulators that look like sections of real aircraft bodies. The player watches a monitor with simulated flight graphics, and he uses throttles and rudder to control his "craft" through a 30-60 minute flight. Some of the simulators have motion-based platforms; some don't. Play prices run from $15 to $50 for an hour (30 minutes of "briefings" and flight simulations). The units themselves are for sale in case anybody wants to duplicate this setup or just present a single simulator, and prices range in the tens of thousands of dollars. Phone is 714/885-8802.



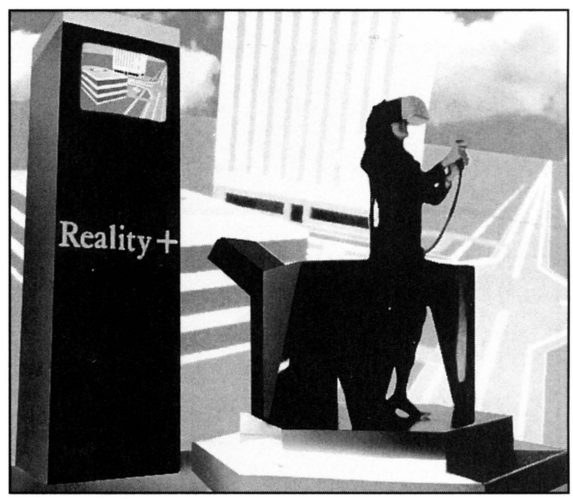
"VR Booster" is the name of this hardware system for OEMs, offered by Spectre Interactive Systems.

Spectre Interactive Systems (Webster, Texas) makes two-player VR hardware for OEMs called "Booster VR." Hardware, including HMDs and joysticks, is housed in or attached to a metal box, which is itself mounted on a frame (no cabinet). The firm also has software architecture programs that allow game creators to make their own VR games with stereo graphics and sound (for example, you automatically get a Doppler effect — change of pitch — as an object goes past your point of view). A demo game called *Heads-Up Now* pits two jet-pack astronauts against each other in space combat. Phone is 713/486-4476.

Spectrum Holobyte (Anaheim, Calif.) is a leading computer game software maker. Together with Paramount Pictures, they're working on a nationwide chain of "Star Trek" VR centers. Edison Bros. Stores (Horizon Entertainment) is also involved. The first center should open for business this year although time, place and other details are closely guarded for now.



Here's a screen shot from Virtual Images' first game, a sort of "escape the mad robot" adventure in a futuristic city setting.



Virtual Images Inc. markets a one- or two-player standup VR entertainment system called Reality + which uses HMDs and cable-mounted joysticks to deliver immersive games.

Phone is 510/522-3584.

Virtual Images Inc. (Columbus, Ohio) markets a one- or two-player standup VR entertainment system called Reality + which uses HMDs and cable-mounted joysticks. Their first game is a sort of "escape the mad robot" adventure in a modernistic city setting (see photos). One new game is planned for release every four months, said the firm. This fairly new computer company specializes in simulators and VR for commercial and industrial applications; principles have over 25 years' experience in the field. Their phone is 614/459-1232.

Visions of Reality (Irvine, Calif.) was still in the development stage at

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Beach Bum Plum



Mary Berry Strawberry

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Lucky The Lime



Mellow Yellow Lemon

Color Recognition Technology (CRD)

Lazer–Tron's new patent pending CRD technology will allow, for the first time, a game to distinguish between the color of the balls thrown into the targets. Awesome Toss 'Em combines speed, accuracy and quick thinking to produce the most unique ball toss game ever made. It is educational and develops excellent hand–eye coordination.

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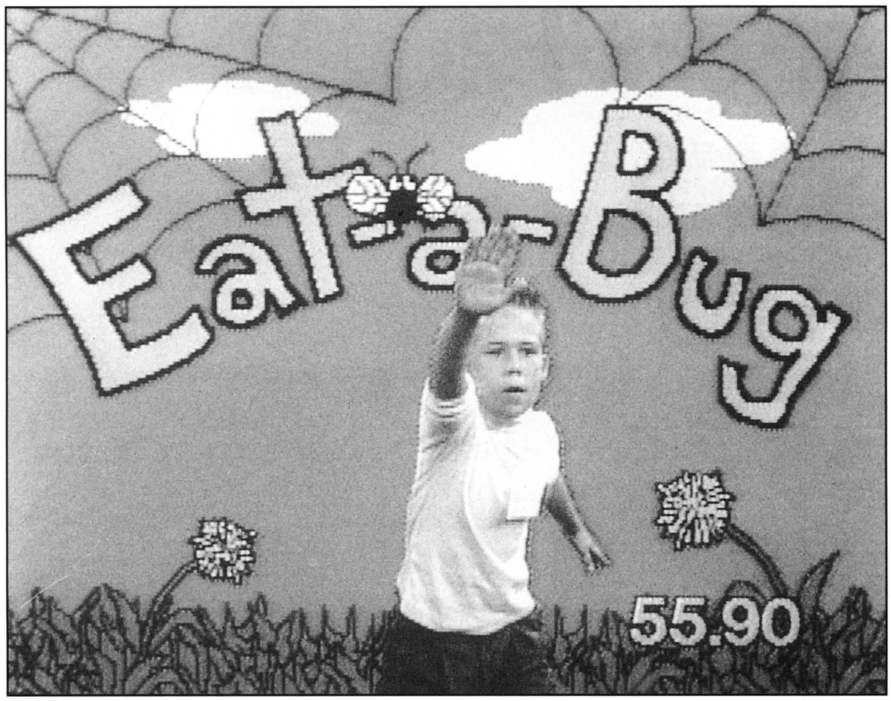
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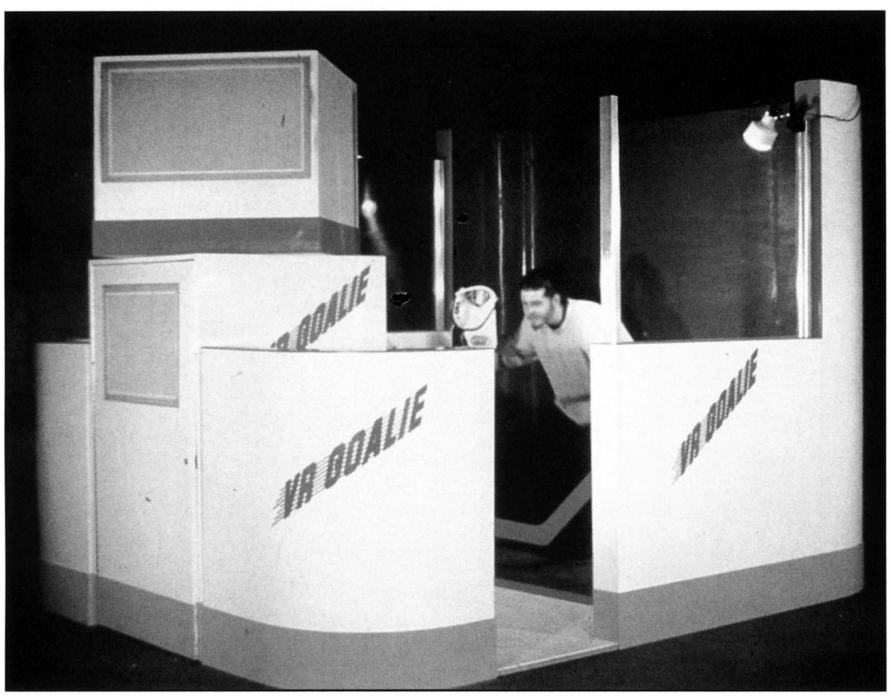
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This simple kids' game uses the old blue-backing process technique to put the player in the picture. It's from InVideo Systems, Inc. and has won awards for creativity.



This game is called *VR Goalie* (The Vivid Group, Toronto, Canada). It incorporates the player's live, moving image onto the screen of a hockey video game and lets him interact with game graphics via body motion. Obviously it should be a sports bar hit!

presstime. They showed their stationary pod-based hardware and HMD system at the 1993 AMOA and IAAPA shows, and again at this year's Toy Fair in New York. A home-grown game called *Cybergate* was unfinished at presstime. Plans call for VOR to sell its hardware (minimum purchase: six units) and software to operators on a franchise or licensing basis. Operators will then open highly themed VR centers according to a strict formula. Phone is 714/587-1950.

The Vivid Group (Toronto, Canada) offers interactive video games which it calls VR, although no HMD is involved. Instead, gameplay is based on the same "blue backing" special effect that allows the weatherman on your local TV news to stand in front of a map of the U.S. Basically, the players stand in front of a big blue backdrop and face a TV monitor and camera. The camera picks up their images only, ignoring the blue background, and puts them "into the picture" of the TV screen. Computer software allows the player's body motion to affect gameplay action — i.e., the player can see himself on a volleyball court, in a jungle, or maybe positioned before the goal area of an ice hockey rink. As the televised ball, puck, banana or whatever moves toward his image on the screen, the player moves to hit it, grab it, etc. as appropriate.

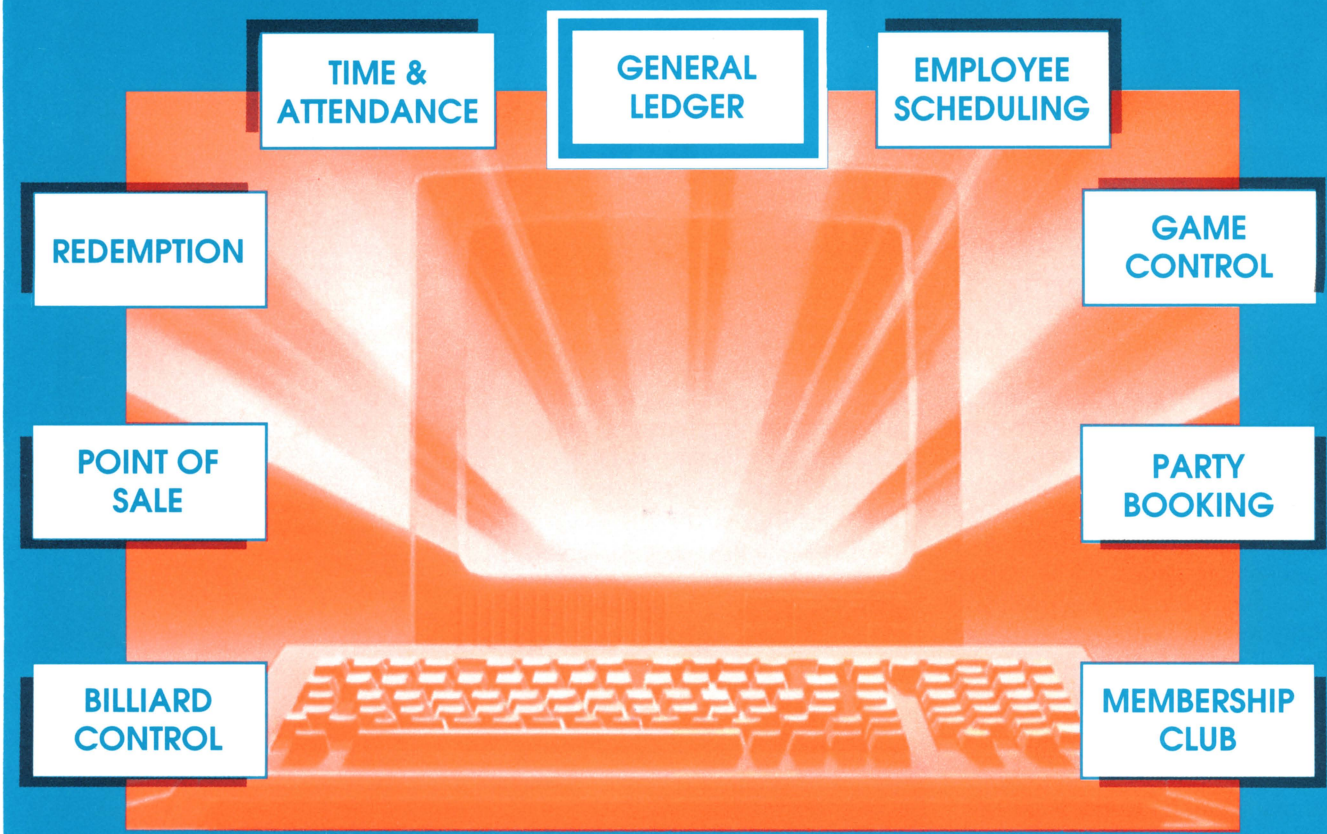
Software applications range from *Eat A Bug*, a very primitive video game for the under-10 set, to *VR Goalie*, the rather sophisticated hockey simulator pictured here. This latter 8x10' unit includes a motion-tracking camera and sells for $42,000. Low-end systems can go for as little as $15,000. The company will also rent and lease hardware, or create custom applications. Current installations range from museums to science centers, casinos, the NHL Hockey Hall of Fame, and Don Cherry's Sports Bar in Ontario. A "Star Trek: Next Generation" application is now touring; it lets players "beam down" to an alien planet and interact with actual footage from the hit Paramount TV show. Now touring taverns in Australia is *Shark Bait*, which puts the player on the ocean floor where he has to ward off hungry fish with very big teeth.

The Vivid Group was formed 10 years ago and has achieved plenty of awards and recognition, including a spot on Nickelodeon channel's "Arcade" TV show. Phone is 416/340-9290.

Additional VR manufacturers: please see separate stories on Virtuality Group (U.K.) and Alternate Worlds Technology (Louisville, Ky.). We've also heard reports that VR plans are on the drawing board at Sega, Konami, Shebute (New York), and Origin (Austin, Texas) but were unable to obtain details at presstime. Besides FighterTown, other sim centers that are up-and-running include Battle Tech Center (Virtual World Entertainment, Chicago) and its sister site, Virtual World (Walnut Creek, Calif.). Future sim centers will include a chain of Namco/Magic Edge sites, among others. ◆

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POPEYE Shoves Off

newest Bally pinball is now shipping in the U.S. and there's more to come from Midway Manufacturing

He's strong to the finish 'cause he eats his spinach. That's Popeye the Sailor Man, hero of the seven seas and star of Midway's newest SuperPin adventure, *Popeye Saves the Earth.* As if the excitement generated by Popeye and the gang wasn't enough, Midway Manufacturing is also releasing an upgraded version of their hit video *NBA Jam* and *Addams Family Values,* a new novelty piece first shown at last years AMOA show.

In *Popeye Saves the Earth*, the perennial cartoon favorite is pitted against archvillan Bluto, who is determined to wreck havoc on the environment and endanger five species of wildlife. The action takes place on a clever playfield that resembles a ship's deck. There's even a small upper deck that serves as a mini-playfield with its own dual flippers. Popeye's mission is to stop Bluto's destruction to the planet; rescue the endangered species on his ark; battle the dreaded Sea Hag and save Swee 'Pea. The old salt's spinach-enhanced reflexes are put to the test in 2-, 3- and 4-ball multiball sequences before he can rescue his beloved Olive Oyl in a 6-ball multiball finale.

Each game begins with an industry-first spinning wheel skill shoot. The ball can then travel up the animal ramp, through the round-house loop or up the escalator for upper deck play.

Among *Popeye Saves the Earth's* eye-catching graphics are many of the wacky characters familiar to generations, including a light-up 3D plastic figure of big, bad Bluto himself.



Accompanying this visual riot is Midway's DCS sound system, which delivers crisp sound effects and dialogue taken directly from the world-famous cartoon.

Popeye Saves the Earth shipped out Feb. 15, but hot on its heels is Midway's much-anticipated follow-up to *NBA Jam*. Fans knew it was only a matter of time before the company released an upgraded version of the hit basketball-themed video game. ***NBA Jam Tournament Edition*** comes as a dedicated video, a Tournament kit or a standard conversion kit.

NBA Jam Tournament Edition now has over 25% of the NBA on its roster, giving players at least three NBA players to pick and choose from (and with a special move, up to five). The new game also allows for half-time substitution, "injured" statistics and the ability to have teams



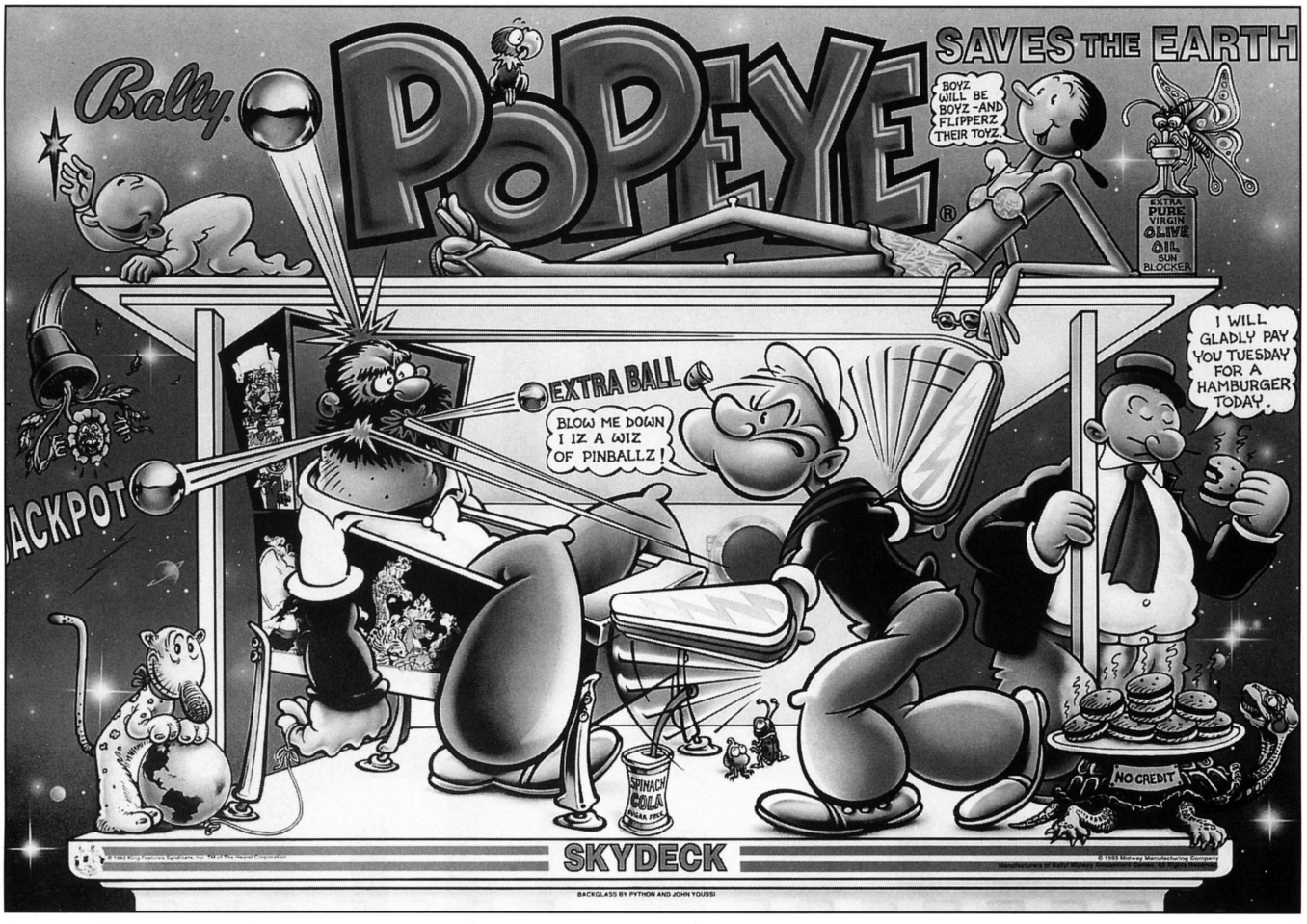
PRESENTS

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play themselves. To add even more excitement, Midway doubled the number of player characteristics from four to eight. Designers also tripled the number of power-ups and special characters on their new game, while the unique "Superstar Team" feature will take player appeal into overtime.

Also being released from Midway is *Addams Family Values*, a creepy and kooky novelty redemption game that's fun for the whole family. Quarters drop and fall through a colorful pin board playfield featuring Morticia, Gomez and other members of the Addams clan. With just two moving parts (the quarter gate and redemption wheel), the is game designed for simplicity of play and ease of maintenance. A dipswitch allows three redemption levels, and the large ticket holder holds 8,000 for longer play without reloading.

For more information on this trio of new titles, visit your nearest Midway distributor. For referral, contact Midway Manufacturing, 3401 N. California Ave., Chicago, IL 60618; 312/267-2240.

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CAPCOM: JUST TESTING

at RePlay's *request, Capcom USA provides further clarification on possible revenue-sharing plans*

RePlay's March 1994 issue included a "Hot Off the Press" item about reported plans by Capcom USA to perform revenue sharing operations with video movie rental locations. That magazine went to press before we were able to obtain a comment or response from Capcom USA regarding this issue. As per our standard policy, *RePlay* accordingly asked Capcom USA to furnish a comment or clarification on this matter. In response, we received the following letter from Senior VP Joe Morici, which we're happy to print in full. Thanks, Joe, you're a class act as always! — the editor.



Statement to *RePlay Magazine*: Capcom's Clarification Response, RE: Test Market in Video Store Industry.

Dear Editors:

Communicating our intent: During a regularly scheduled meeting all six of our six-member distributor advisory committee on Feb. 19, we discussed our plan to conduct a revenue-sharing test with a California-based video store, Video Droid.

Testing the market: It seemed to us that the video store industry might offer a promising new outlet in which to market coin-operated games, given its rapid growth and ever-increasing interest in electronic entertainment. Thus, we placed a limited number of Capcom arcade games in Video Droid to begin gauging the viability of this new, unconventional market — an outlet where video games had never before been placed. If our testing showed favorable results over time, we would then examine the possibility of establishing an official, national program.

However, as we articulated to our advisory committee in February, the development, scope and details of a wide-scale program was and remains undetermined. Also, if we were to establish such a program, we do not know what role the distributor and operator would play in a long term arrangement.

Enlisting the support of *Video Business Magazine*: Nevertheless, to continue our test and guage the interest level of video store owners in the concept of revenue-sharing, we approached *Video Business Magazine (VB)*, a leading trade weekly. However, in retrospect, we realize we may have acted prematurely given the lack of clarity in the article.

Unfortunately, the *VB* article which appeared on Feb. 25, led readers to believe that the single test with Video Droid signified the beginning of an official, nationwide program. If you read the article carefully, the facts are there. Paragraph five clearly indicates the only activity Capcom had initiated was a test with Video Droid in two of its stores in Mill Valley, Calif.

Surely, without comprehensive test data, we would be hesitant to establish an official long-term program not knowing whether it was feasible. This misunderstanding throughout the coin-op community prompted a statement to our distributors on Feb. 25 to address the issue. We are now expanding upon that memo to further clarify the facts for everyone.

While we did discuss our thoughts with *Video Business* on what a full-scale established program might entail — such as possible terms for contracts, as well as probable life cycles of product — our position and intent has not changed despite a lack of clarity in the article. We are simply running a test to evaluate the viability of revenue-sharing with the video store industry.

We apologize that the article appearing in *VB* miscommunicated our position and intent. By taking the initiative to contact *VB* ourselves, we had merely hoped to guage reader interest in our test of new markets for coin-operated video games.

Future plans: feedback from our location test has been promising, yet we currently have no plan to move forward in establishing an official arrangement with any party. Again, should we ever implement such a program, we do not know at this time what role the distributor and operator would play.

We are please to be given the opportunity to articulate our position and appreciate your understanding. Should there be any changes in our strategy, we will release an official statement at that time.

Sincerely,

Joe Morici
Senior Vice President
Capcom USA

SURROUNDED BY SPEED

Namco-America's Ridge Racer TM *takes video drivers to a higher level of excitement with three monitor action.*



It's getting harder and harder to have a good time behind the wheel. Rising traffic congestion, astronomical insurance premiums and ever-present speed-limit enforcement has taken much of the fun out of travelling by car. Fortunately, the rise in driving game sophistication has kept pace with the decline in "real world" driving enjoyment, giving rise to a number of sleek machines that can offer players the thrill of piloting a fast machine down a winding stretch of road without the hassles.

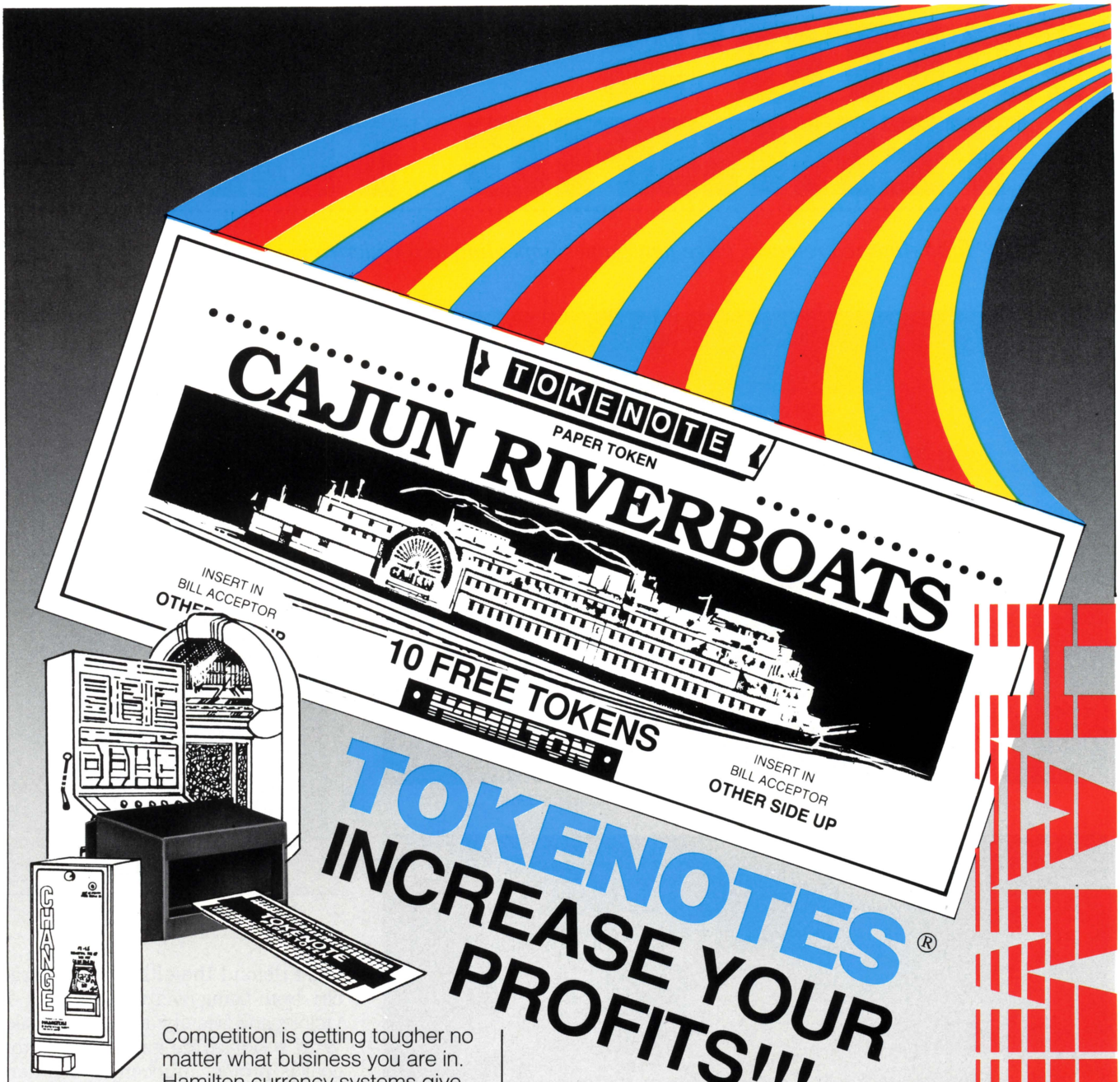
Among the front-runners in this field of slick new driving simulators is Namco-America's recently introduced *Ridge Racer*. With its state-of-the-art polygon graphics and texture mapping, realistic controls, and great sound effects, the deluxe single-monitor version already has would-be Juan Fangios lining up at their local arcades and fun centers to satisfy their need for speed. Now Namco is releasing a triple monitor version of *Ridge Racer*, immersing players further into the high-speed driving experience.

The stunning visuals of Namco's "System 22" are still utilized in *Ridge Racer TM* (three monitor). Drivers must maneuver their cars around an elaborate road course covering a variety of terrains and conditions. From the mountains to the sea, players respond to the challenge of tight hairpin turns, long sweeping tunnels, treacherous mountain switchbacks and foot-to-the-floor straightaways. Only now, with two outside monitors filling in the peripherals, a more realistic field of vision recreates the sensation of actually being in the middle of the action.

After wrapping their fingers firmly around the high-performance steering wheel, drivers can work the accelerator, brake and clutch to get the most from their machinery. There's a choice of an automatic or six-speed transmission, as well as six hot music titles (ya gotta have tunes!). This beauty also rolls off the showroom floor with a full regalia of competition colors.

Ridge Racer TM shows how far driving games have come from the days of early simulators. In their attempt to capture the most realistic behind-the-wheel experience, Namco has even created a another version of *Ridge Racer* where players sit in an actual Mazda Miata, facing a huge movie-projection screen, and operate the car's reworked controls. However, the size and cost of such a unit makes *Ridge Racer TM* the more practical alternative for most operators!

For more information on all the *Ridge Racer* versions, take a spin to your nearest Namco-America distributor. Just make sure you get there before rush hour.



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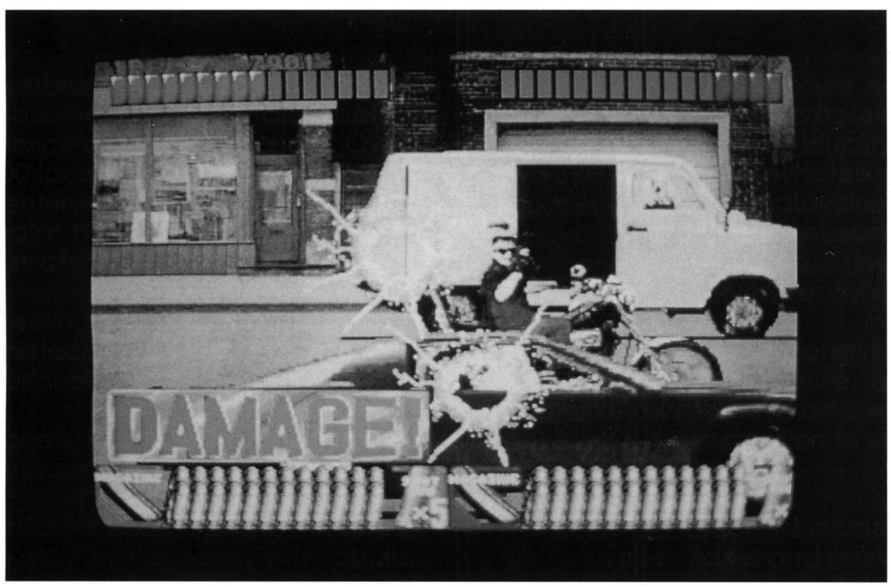
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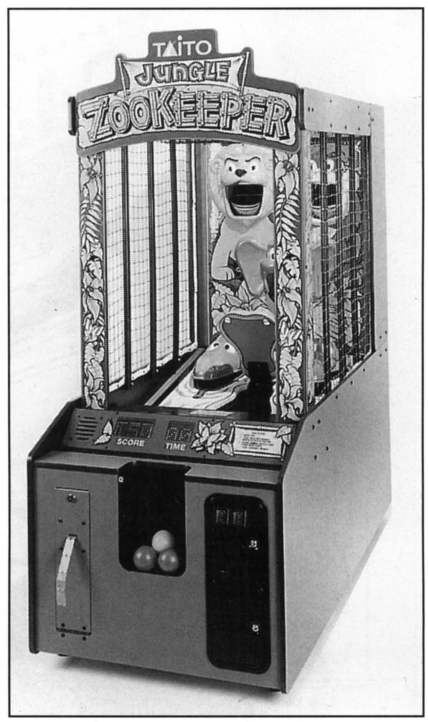
TAITO'S TERRIFIC TRIO

Taito America releases three new games appealing to a wider range of players



Above and below: *Under Fire,* Taito's new dedicated shooting game.





Jungle Zoo Keeper

Just a video company? Who, us? No way! Taito America says they are firmly committed to offering a "diverse" product line...including quality videos for the kids and teens, fun redemption for the entire family, and wacky novelties for just about everybody. This commitment is underscored by their newest releases, because the Chicago-based U.S. subsidiary of this leading Japanese factory has introduced three different games. First, a dedicated shooting vidgame with two-player cooperative play. Second, a sports-themed video kit (also available as an upright). Finally, a colorful redemption piece designed to appeal to the entire family.

Under Fire is a fast-paced, digitized action game in which players must defend the citizens of a large city from being overrun by a gang of vicious and heavily armed criminals. With submachine gun in hand, the goal is protect innocent bystanders while blasting your way through eight different stages. It's a high-stakes state of emergency where the settings change but the danger is always present.

The system allows two players to work together in fighting off each wave of attackers (mid-game entry and continue-play options are also possible). *Under Fire's* vibrating gun controller gives the sensation of full-auto firepower, adding an extra measure of realism. This high-powered burst of excitement is contained within a 72"(h) X 29.25"(w) X 38"(d) cabinet with eye-catching graphics.

For those seeking some "friendlier" competition, there's *Super Cup Finals*, a soccer video that comes in a kit or dedicated version. The interna-



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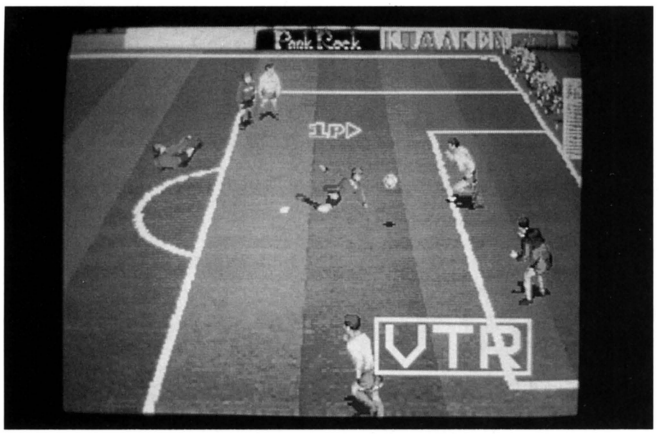
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Taito's newest video kit, *Super Cup Finals*, brings soccer action to life.

tional drama of World Cup matches is brought to life with the selection of one of the many available teams. An eight-way joystick and three buttons place the most intricate soccer techniques at anyone's command, including a number of special attacks and kicks. *Super Cup Finals* also comes with two- and four-player capability, a buy-in feature and unique animation that allows you to zoom in on the action.

Also new from Taito is a redemption game called *Jungle Zoo Keeper*. It prominently features six animatronic animals who know it's feeding time; it's just up to the "zoo keeper" to make sure they're fed. Players attempt to toss the ball into the moving jaws of the hungry hippo, lion, elephant and other playful beasts, while jungle sounds fill the air. Jungle *Zoo Keeper* comes in a colorful 83.5"(h) X 34.5"(W) X 72"(d) cabinet, which is designed to setup in minutes. Highlights include an income analyzer and ticket dispenser, operator-adjustable payout and capsule dispensing capability.

All of these titles were on display at the recent ACME show in Chicago. If you didn't happen to catch them there, then visit your local Taito distributor or for referral, call 708/520-9280.

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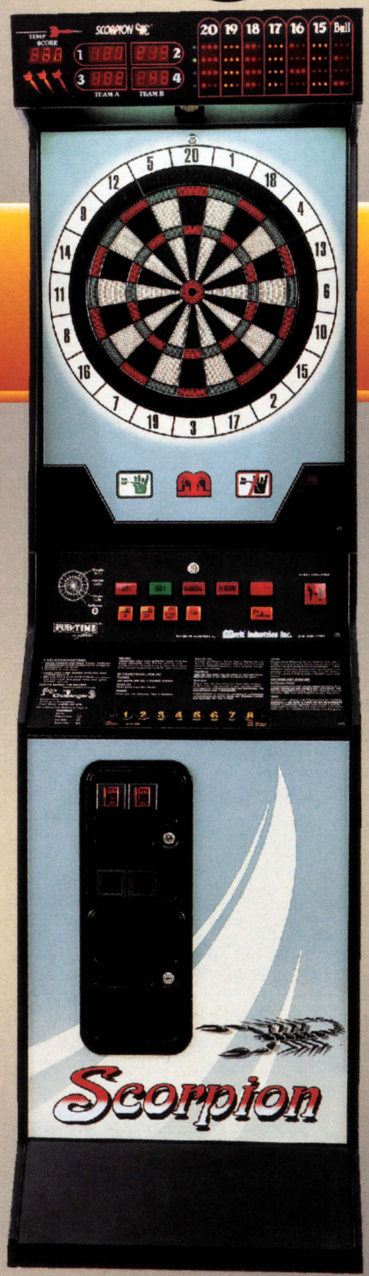
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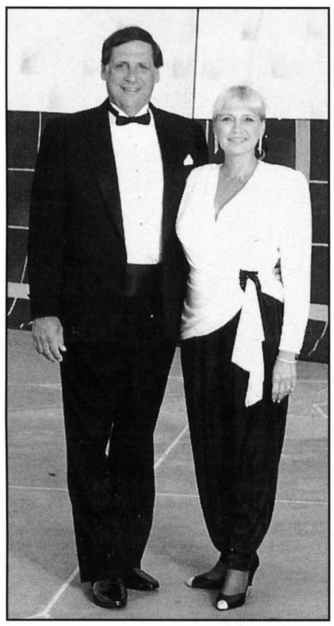
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Reno Game Sales' Marty Shumsky and wife Paula at a recent Nintendo distributor meeting.

THE BIGGEST LITTLE DISTRIBUTOR IN AMERICA

MARTY SHUMSKY MARKS 10 YEARS WITH RENO GAME SALES LOCATED IN "THE BIGGEST LITTLE CITY IN THE WORLD"

Why does Reno, Nevada call itself "the biggest little city in the world"? Perhaps because it's still an unpretentious cow town at heart, which just happens to serve up glitzy, world-class entertainment.

A certain coin-op distributorship called Reno Games Sales fits right into that environment. By some measures, this firm is small and unpretentious — just over 5,000 sq. ft. and a staff of ten. But at the same time, RGS is as professional an outfit as you'll find anywhere. President Marty Shumsky and his hard-working crew combine warm-hearted, personalized service with a seasoned, intelligent view of the industry and global-reach marketing. Celebrating its 10th anniversary this year, Reno Game Sales just might be "the biggest little distributor in America."

Marty himself is a transplanted New Jerseyite who got his start in coin-op 25 years ago with Rowe International. He's a thoughtful, articulate man with a sophisticated understanding of the trade. His quick mind is able to grasp both positive and negative implications of everything from market conditions to technological change. But his feet-on-the-ground Eastern realism is tempered by a generally upbeat personality that's well-suited to the "can-do" West.

"When I'm in a down mood, I worry that video games may eventually vanish from coin-op, swallowed up by the information superhighway," Marty admitted. "In a lighter frame of mind, I have strong hopes that somebody will use new technology to invent something wonderful that players can't do at home. Which mood is the real me? Well, I'm in sales, and every salesman I've ever met is basically optimistic by nature!"

Marty owns Reno Game Sales and it's run by his invaluable general manager, Cindy Bozman. Together they're a strong team and a familiar sight at trade shows, manufacturer meetings, etc. In Nevada's unique climate, they've built RGS into a solid part of the business landscape.

Today RGS covers Nevada from top to bottom. They also do about one-third of their business in Hawaii and the U.S. Territory of Guam. In addition, the company racks up some good international sales. "We did a quarter-million dollars in China last year and view that as a growing market," Marty said. RGS sells videos, pins, pool, sports games, music, and lots of redemption. ("All the hotel casinos in the state have game rooms, and half of those have redemption game rooms," Marty reports.) A smattering of novelties and kiddie rides completes their range of equipment.

SELLING AMUSEMENT IN A GAMBLING STATE

What's it like to distribute amusement games in a state that's celebrated for 24-hour legalized gambling? "I can typically walk into a location at 9AM on a Sunday and it's like midnight on New Year's Eve, with drinks being served, dancers gyrating, and money flowing into jukeboxes and games," Marty pointed out. "On the other hand, we compete with casinos and gambling equipment which in some sense does take money from amusements. Yet we have kids who are given money by their parents to go play the games in the arcade, while mom and dad are playing the slot machines. So there are some positives and some negatives to operating amusement equipment in a gambling environment. On bal-



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ance, we've found a solid, profitable niche — but it sure is different from doing business in Des Moines or Louisville!"

Nevada's had a boom-and-bust mentality since the days of the silver mines, and RGS's customers tend to be either very big or very small. RGS supplies equipment to many large casinos (which have game rooms and amusement arcades for the kids) and also supplies plenty of one-man routes. "I can't think of many businesses which are in-between!" Marty said.

RGS prides itself on personal service. "We probably have a smaller customer base than most, but we carefully appreciate all the customers we have," Marty said. "We go the extra mile to give service in every sense of the word: not just machine repairs, but follow-up on requests, ensuring on-time deliveries all the way through to installation, the whole gamut of ways that a distributor can be of service to a coin machine operator."

RGS STAFF & FACILITIES

Anybody who knows a lick about Reno Game Sales instantly thinks of Cindy Bozman. She joined the firm in 1986, starting as a bookkeeper and quickly graduating to "indispensable asset." Today she's general manager. "I love working with Marty," she said. "He's compassionate and very easy to get along with. I feel we're a great team because our strengths complement each other so perfectly."

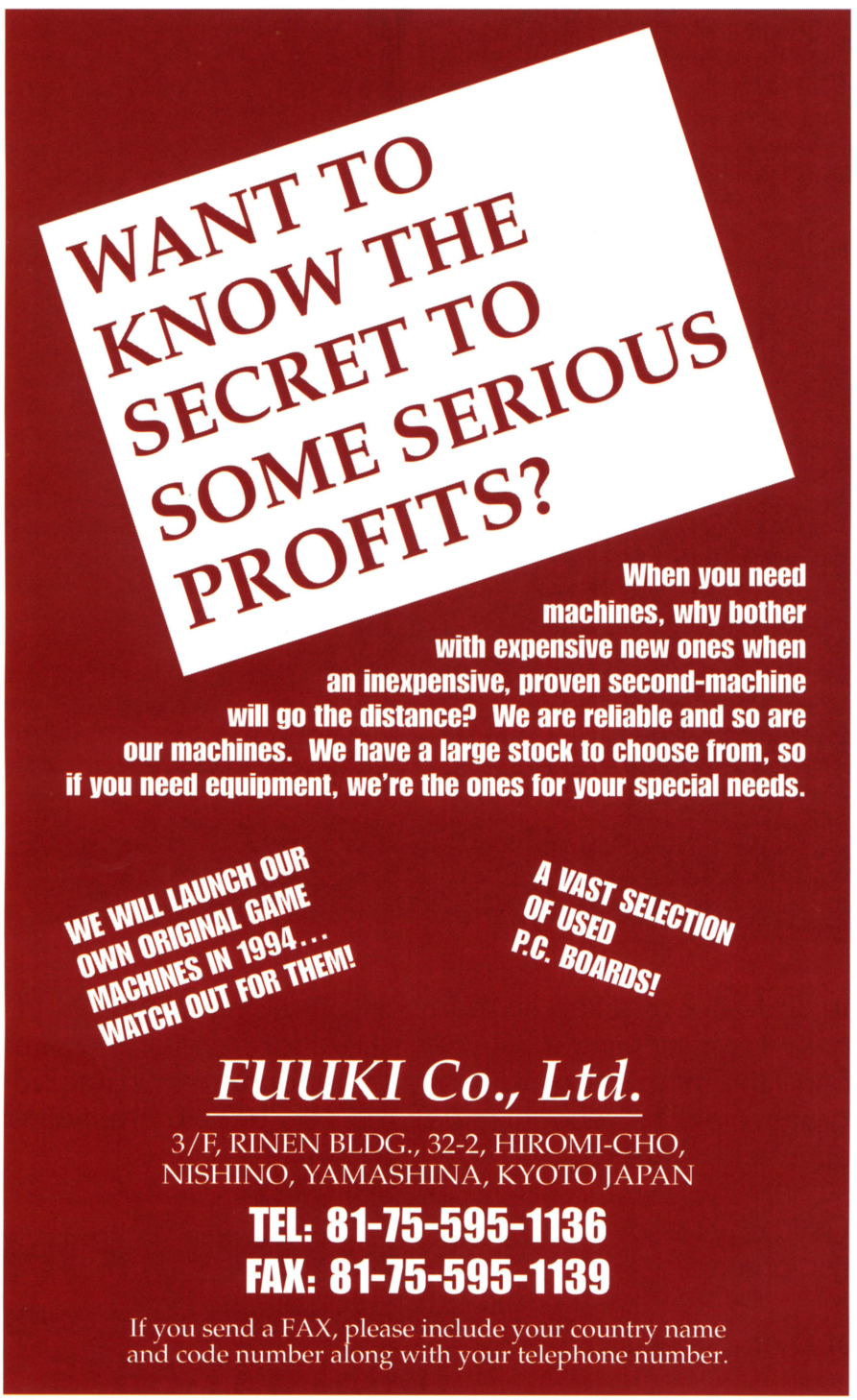
"I used to joke that I own the company and Cindy runs it...but then I realized it wasn't a joke," Marty chuckled. "She wears many hats. Cindy is involved in sales — we split those duties — and she also does purchasing, deals with suppliers, and oversees the company's financial management."

The "outside sales" pro at RGS is Howard Morrison, who calls on operators in their offices around the state. He's been with Marty and Cindy for about five years, coming from operations on a Coca-Cola route. "Howard has the gift of gab and keeps us favorably in our customers' minds," Marty said. "He has a great understanding of this business and what people need, understanding it from an operator's viewpoint."

Rounding out the team at Reno Game Sales team are several more hard workers. Lorre Boardman "is" the parts department and she also handles day-to-day bookkeeping. Sybil Vanger performs office chores, reception and computer entry. Rick Conklin, Tim Whitten and Rick Busch take care of service. Marty's son Greg also works on service and in warehouse operations.

As of Feb. 1, RGS occupies a new headquarters. It's a good-sized unit on a ground floor of a brand new, two-story building. A customer who walks into the entry foyer will find himself facing the reception area behind a glass window. The carpeted, well-lighted showroom is to the right, displaying all the latest pins and videos.

Left of the lobby area, a door leads to a hall with Marty's and Cindy's offices, along with Howard's



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and Sybil's office. In back is a kitchen area with coffee counter. Directly behind the showroom is a conference/lunch room, which adjoins Rick Conklin's office. A computer room and general office links to the reception area.

The parts department and shop are toward the rear, with storage and two loading docks in the very back. The company delivers games in its own vehicle to customers around town and up into Tahoe, an hour away.



Home of Reno Game Sales, this modest-looking 5,000-sq.-ft. facility serves the coin-op needs of Reno, Tahoe and well beyond.

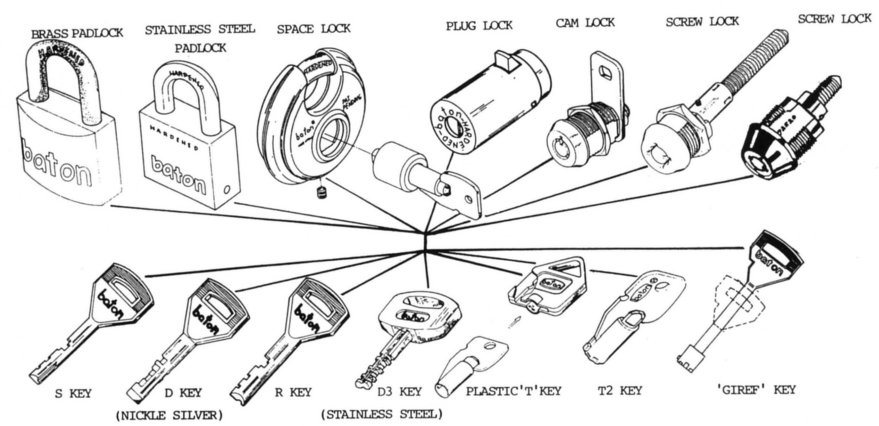

RGS president Marty Shumsky's in-depth knowledge of the industry is due in part to his 25 years in the amusement trade.

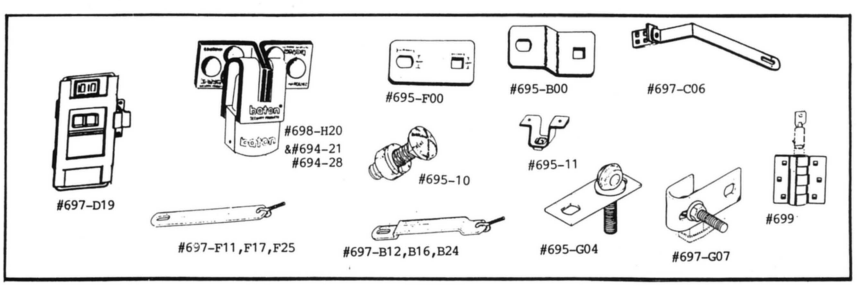
BUSINESS IS BASICALLY GOOD

Business is good for RGS these days. "We have some very loyal customers who have built solid, long-standing relationships with us," Marty said. "We're having a run on candy cranes and on Sega's Virtua Fighters. Good collection reports are coming back from all segments. The game is doing very well in large casino arcades, and some route operators are also putting them out and experiencing very good collections."

RGS does have some concerns about keeping business moving in the right direction. "Gross sales are growing every year, although unit sales are holding steady," Marty said. "That's because two or three years ago we sold $1,000 kits and $2,000 uprights and $10,000 simulators. Now the prices have doubled and, on high-end simulators, tripled. We're very conscious of serving as the conduit between operators and manufacturers, and the message we're passing along to the factories these days is that costs are up, competition is very heated, and so it's very hard for operators to raise play prices. Manufacturers point out that the USA has the lowest play prices of all the industrial democracies. But when one operator puts *Mortal Kombat* on a quarter, his competitor feels forced to follow suit. That's a reality on the street, at least

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in our market."

Another concern is the growing public backlash against violence in video games. "If state legislatures start passing laws against 'violent' games, it could have a negative impact on the business," Marty said. "That's one reason I'm glad we've formed our own state association, AVON — the Amusement & Vending Assn. of Nevada. I'm vice president of the organization and we have approximately 20 members. One of our major goals is to keep an eye on what our local lawmakers are doing!"

A SKETCH OF MARTY'S CAREER

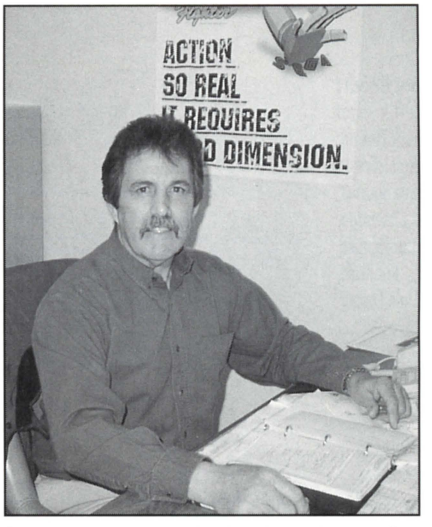
Marty took his MBA in marketing from Seaton Hall University (East Orange, N.J.). He entered coin-op in 1968, hired by Rowe International's Joe Barton as a marketing analyst. He spent seven years with the company



Anyone familiar with Reno Game Sales knows terrific Cindy Bozman, the firm's general manager and "right arm."

(six of those years at their Whippany, N.J. headquarters) and says he learned a ton about the industry during that time.

"What I like to remember about those days is the great people at Rowe," Marty said. "Jerry Marcus was the controller, Jim Newlander was director of advertising. Joe Barton was my personal mentor. He was sort of a genius who taught me practically everything I know about the coin-op



Salesman Howard Morrison's understanding of operator needs is an important part of maintaining the company's high level of service.



Over in Reno Game Sales' Service Department, you'll find (l to r): Rick Conklin, Rick Busch and Tim Whitten.

industry. He became president of Rowe in the mid-'70s."

Rowe owned three distributorships at the time Marty came aboard; over the next few years he helped it expand that circle to 27 offices! "That's really where I learned the distributing business, managing 27 branches from Rowe's central office," Marty recalled. "I was dealing with people like Irwin Margold, who was passing on the reins of Trimount to Marshall Caras back then...and the late Ozzie Truppman, who founded DRA, down in Miami."

In 1974, Marty followed his friend Scott Daddis from Rowe to United Billiards. They bought the company the following year. "We had a couple of great years selling pool tables!" he smiled. "But then the video boom hit. Operators used the cash flow to replace their video games every 30 or 60 days — they had to, or income dropped through the floor. Pool table sales took a back



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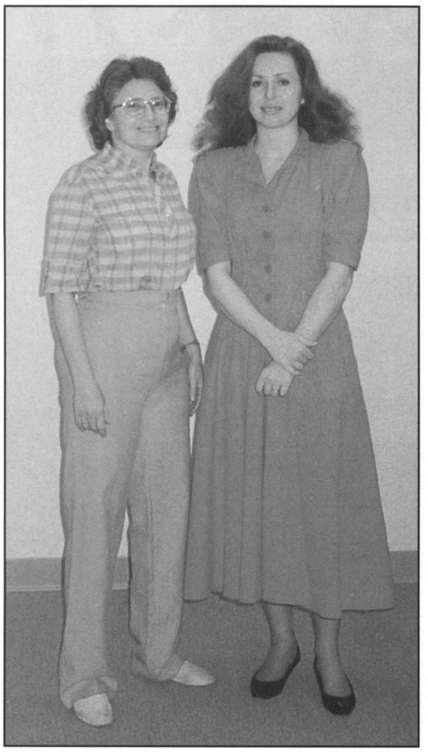
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seat."

IGT's Clint Shockey, now deceased, was another good friend and pivotal figure in Marty's career. Clint introduced Marty to the legendary Si Redd in 1980. For those who don't know, Redd is the inventor of video poker and the founder of that global manufacturing giant called International Gaming Technology. Redd hired Marty and immediately sent him to Reno, where he got four years of solid education in the gaming industry, selling video pokers.

In 1984 Marty struck out on his own, forming Reno Game Sales. In a state which worships luck, his timing was certainly lucky. "Nevada was a small market in 1984," Marty reflected, "being covered mostly from California without its own local distributor. We filled a niche and the manufacturers were happy to have another customer."

All these positive factors paid off on the new distributor's ledger books. "We enjoyed dramatic growth, doubling sales every year for the first three or four years and adding additional lines," Marty said. "We expanded from videos and pins into pool tables and eventually into music with Pioneer starting in 1991, and into redemption...which is an old, familiar concept to me. Remember, I grew up in New Jersey!"



Reno Game Sales' Sybil Vanger (left) handles office duties, while Lorre Boardman takes care of the Parts Department.

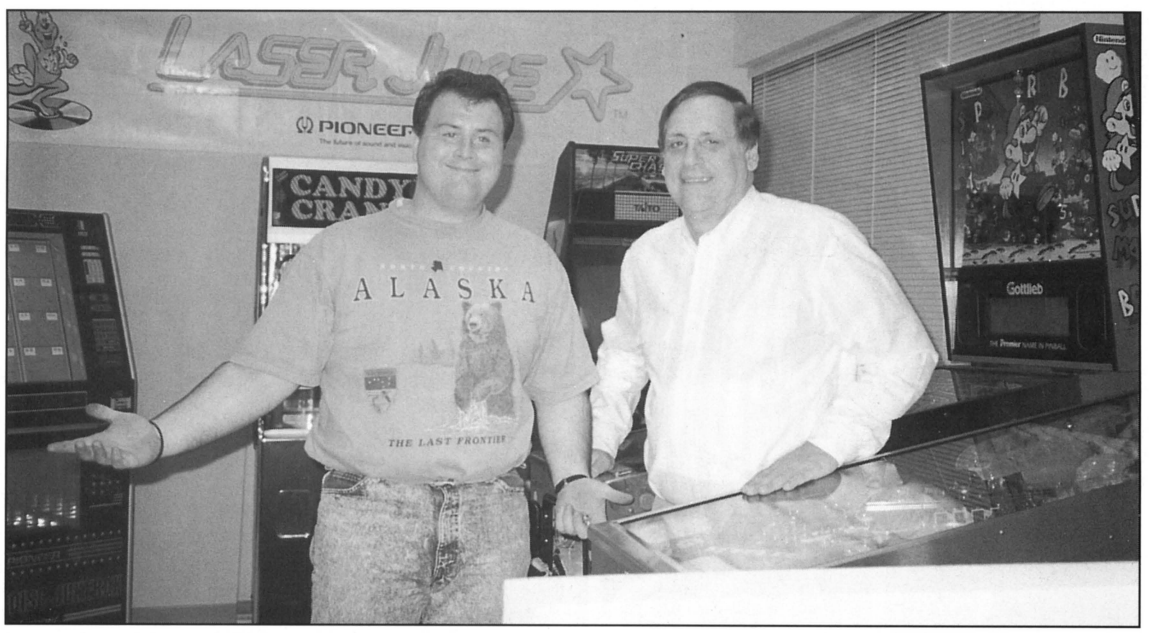
MARTY SHUMSKY ON DISTRIBUTING

Distributing, and coinbiz in general, have changed a good deal since Marty first entered the trade a quarter-century ago. "The spread of redemption from the Jersey Shore, where it's been a staple for 40 years, to nationwide and even international prominence, is a big change," Marty said. "Another change is a greater feeling of uncertainty on every level. We must constantly adjust to changing technology, changing relationships between different industry groups, and changing market conditions."



From left: Reno Game Sales' Howard Morrison, Cindy Bozman and Marty Shumsky make a fabulous team.

In a complex business that often seems dominated by bits, bytes, dollars and yen, Marty never loses sight of the industry's true heart: people. "The real pleasure of being a distributor is dealing with people," he smiled. "I enjoy working on very professional level with the manufacturers, and on a very personal level with operators. In this business you make great friends, stay at each other's houses, and meet their entire families. The nature of our industry is that the operating business passes on to the next generation. Many of those same 12-year-olds that you have dinner with today, will become your customers in 10 years!"



Marty and his son Greg (who helps with service & warehouse operations) among some of the products on display in the showroom.

And 10 years from now, you can bet your boots the "biggest little distributor in America" will be right there selling and servicing the latest and hottest coin-op equipment.

Reno Game Sales is located at 4750 Longley Lane, No. 105, Reno, NV 89502. The phone is 702/829-2080. Fax is 702/829-2083. ◆

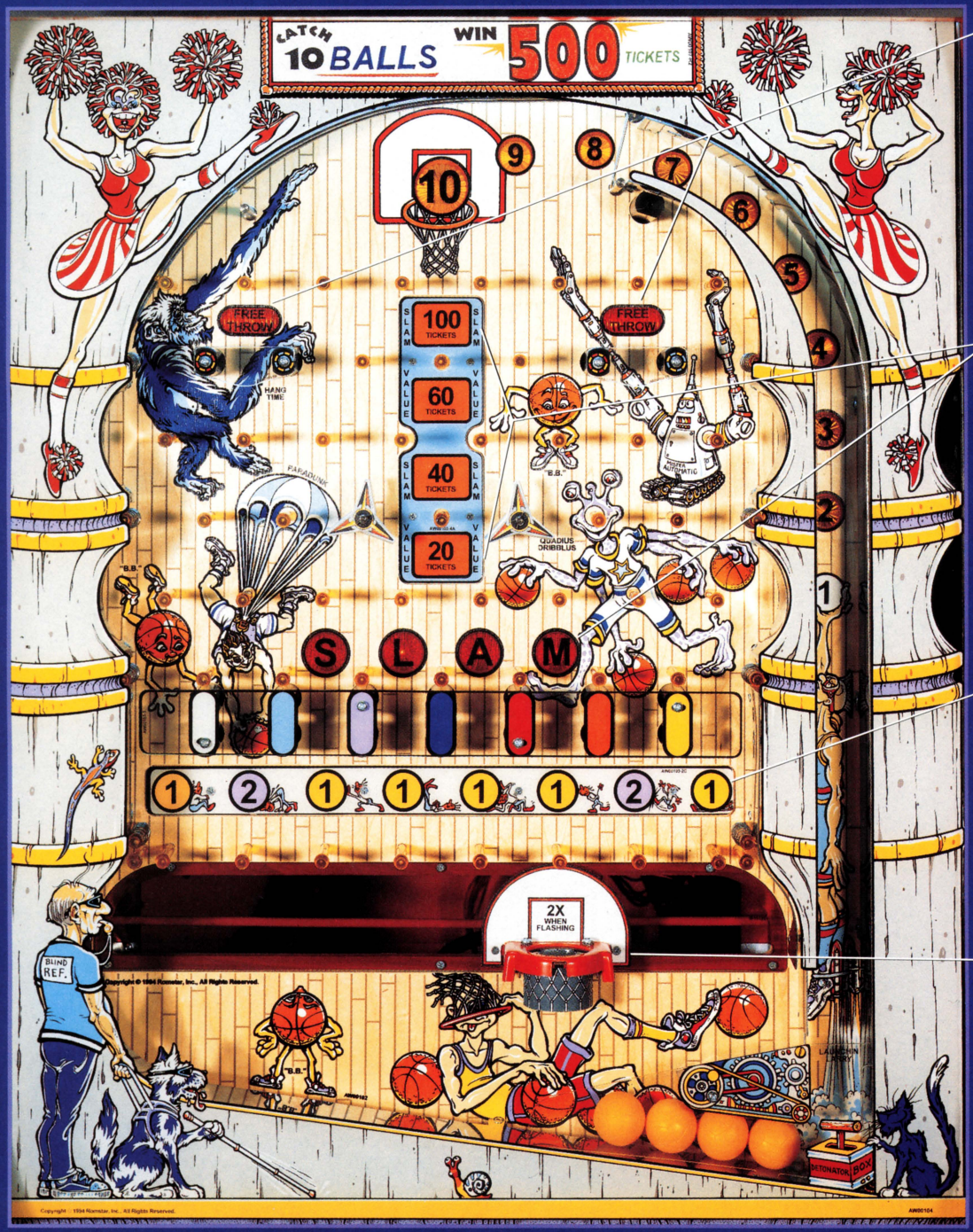
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Increase SLAM ticket value with multiple coins–collect SLAM ticket value by catching balls through S·L·A·M lanes. Ticket values are "OPERATOR ADJUSTABLE."

VERSATILITY

Catch balls through lit lanes and collect ticket values which are "OPERATOR ADJUSTABLE."

MOVABLE BASKET

Move left or right to score baskets and win tickets.

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HEIGHT 82.5"	209.55cm	WEIGHT (uncrated) 225 lb	83.97 kg
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DEPTH 22.5"	57.15cm		

"THE EXPO THAT WORKS"

strong product generates strong sales at 1994 ACME; record number of exhibitors, but fewer ops see show

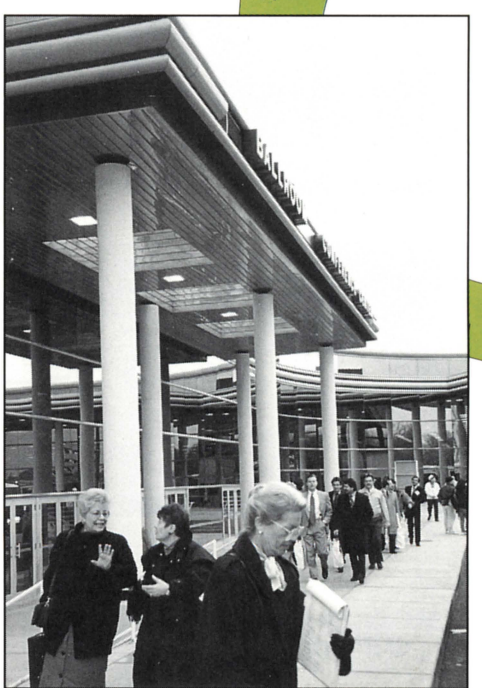


Chicago likes to call itself "the city that works." After its successful return to Windy City environs last month, the ACME show can proudly claim the title "the expo that works." It was a beautifully-run event with plenty of strong product, fine sales, and respectable attendance figures. The show took place March 17-19 at the Rosemont Convention Center near O'Hare Airport.

What was the "hit of the show"? Wrong question! "There was no one mega-smash product to gobble up all the dollars and dominate all the conversations," said AAMA President Steve Koenigsberg, whose association co-sponsored ACME '94. "But we did have a nice variety of quality product. All the equipment is getting nibbles and many factories are enjoying good sales."

Steve was right: videos, music, pins, redemption, sports & table games, and even gambling pieces all looked good. The show boasted a record number of exhibitors (256) and booths (957). It also offered a wider range of product and services including first-time ACME appearances by miniature golf and soft play suppliers. The only thing missing was virtual reality...and maybe a few hundred bodies. Attendance failed to match last year's record number, but organizers said it was "close" at 8,378.

President Koenigsberg was also right when he said ACME's sales were very good overall. Exhibitors with solid product wrote up solid orders. Exhibitors with great product wrote up great orders. Price seemed to be no object — or at least, not an insurmountable obstacle — for machines that promised mega-earnings, and factories reported brisk sales for some of the priciest goods on the floor. In short, ACME was a classic "supply and demand" show!



OUTSTANDING NEW TITLES

For those who read with checkbook in hand, here's a fast list of outstanding titles. Most visitors we spoke to mentioned Sega's mind-blowing new hi-tech driver, *Daytona USA*, as the most impressive piece on the floor. (They also admitted the price was equally impressive.) Williams/Bally-Midway offered an embarrassment of riches including their *NBA Jam Tournament Edition* video, while Konami's *Lethal Enforcers II: Gunfighters* was highly



The big men of Sega: operations VP Al Stone & USA chairman Joe Robbins join Sega Ltd. chairman Hayao Nakayama & board members T. Fukuda & M. Suzuki.



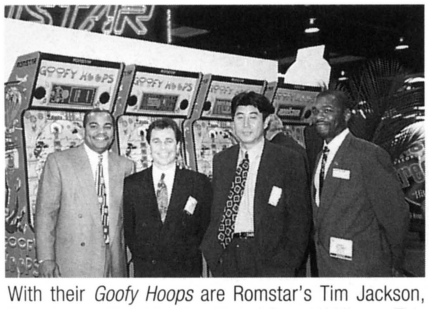
Dynamo Corp.'s VP Mark Struhs & prexy Bill Rickett with Reg Marsoli (ops mgr. of U.K.'s Trocadero arcade) and Michael Green, now Dynamo's U.K. dealer. At



Grayhound with their *Soccer Shootout* are prexy Tom Ricci and Pete Coulos (that's Pete Jr. demo'ing the unit). Machine's available this spring.



At Premier's pinball contest for police and firemen are: Joe Schick, Ed Strabell, L.J. Green, *911* show producer Jim Milio, winner Rick Drehobl and Billy Parker.



With their *Goofy Hoops* are Romstar's Tim Jackson, Rene Lopez, Takahito Yasuki and Darryl Williams. This basketball kicker-catcher ships mid-month.



Smart's new sales rep is Pete Walton (of Nintendo fame), seen here with distributors Jerry Johnson and Joe Franz (both from H.A. Franz in Texas) & *T-Rex*.



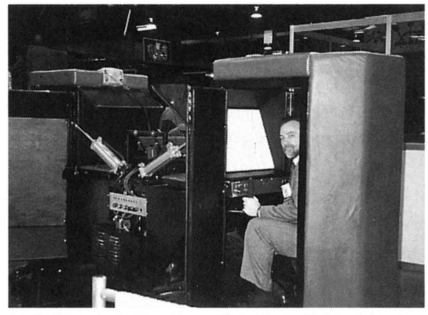
What a great booth! At Just Kiddie Rides, Barney Rubble, Fred Flintsone, Jerry Reda, Roger Pret, Bob Hoteling, Bob Sexton and John Blouin (James Ind.).



At Namco's booth with their outstanding *Ridge Racer* three-screen driving simulator video are Louisiana distrib Bob Nims and the firm's Shane Breaks.



M.H. Associates' Gene and Vicky Sieben visit Joey Bundra at the Bromley booth. M.H. (Fargo, North Dakota) is celebrating their 10th anny! Congrats!



At Bulldog is LeRoy Hancuff in their flight simulator. Game themes include flight (of course), high-speed motorcycle racing and everglades airboating.

praised (though many griped about the price hike over its predecessor).

Videos for the street operator included Strata's *Blood Storm,* Midway's kit of *Mortal Kombat II,* Dynamo's *Solitaire* amusement-only card game, and more titles for the ever-growing Neo-Geo library from SNK and various third-party factories like Taito, Tecmo and Data East. Also street-friendly: Capcom sold lots of "turbo" upgrades for *Super Street Fighter 2* before ACME; their *Dungeons & Dragons* bowed at the show. And, American Laser Games had its street-friendly CD-ROM video system cabinet ready to ship. The first title's been out for a while now; four new ones are promised per year.

Music was a lively category with new full-sized jukeboxes from Rock-Ola and NSM, while Rowe bowed its lower-priced *CD MM-1* compact floor phono and previewed a countertop jukebox-karaoke combo unit. Pioneer Laser Entertainment took a suite in the Hyatt Regency (rather than an exhibit on the show floor) to show & tell distributors about their plans for a brand-new "from the casters up" jukebox that will offer players both conventional audio CD music as well as unattended karaoke sing-along selections. On the latter, special karaoke CDs will display song lyrics on a monitor; a hand-held microphone will clip onto the side of the phonograph. They intend to bring a prototype to AMOA and hope to begin assembly of production models at a plant in California by year's end.

Pinball was exciting from A to Z, including Williams' *Demolition Man,* Premier's *Rescue 911* and Data East's *Tommy.* Tons of good redemption product abounded as well — including a "street redemption prize vender" from Smart Industries, another revamped classic from Bromley, and more innovative prototypes from LazerTron. See our comprehensive product review, following this article, for a detailed rundown.

SPOTLIGHT ON 3 U.S. FIRMS

Three American firms (WMS, Atari and Premier) stood very tall at ACME while one U.S. firm (Alvin G.

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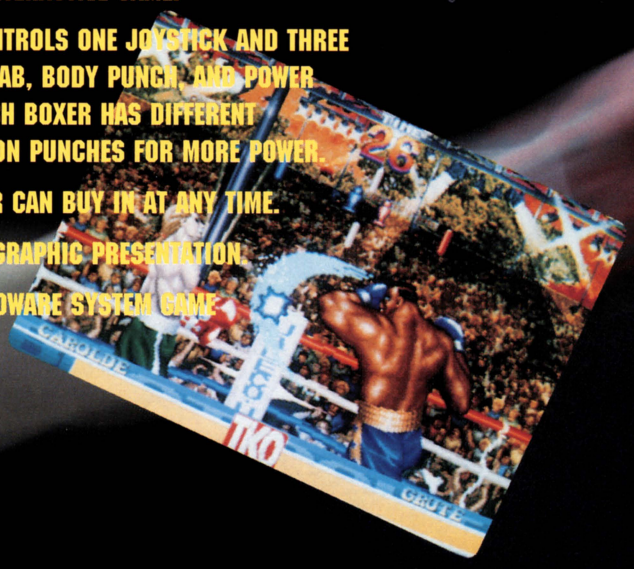
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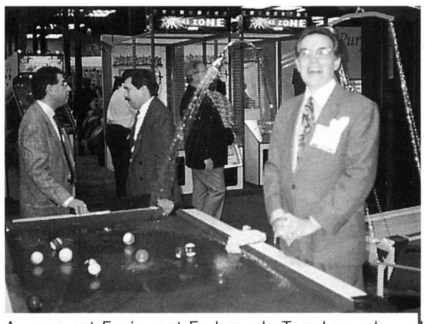
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At Benchmark Entertainment with their brand-new *Roll for Gold* classy roll-down token game are: Al Kress, Arnold Kaminkow, Ron Haliburton and Roland Berrios.



Amusement Equipment Exchange's Tom Leon showed off his new outdoor pool table. He even had a shower of water going onto the unit to prove the point. Durable!



At the M oloney booth with their glass-front *Redemption Shoppe* prize drop machine are the firm's Jerry Korbecki, Kim Rouse and Adam Moloney.



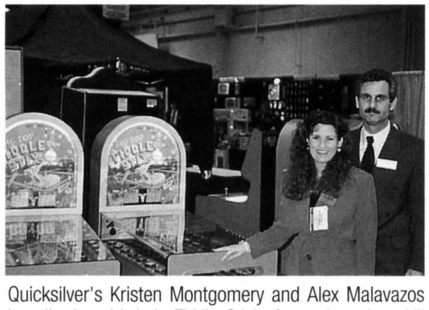
Digital Disc fellas Mark Loethen, Dave Loethen and Talih Ozturk with their *1812* deluxe jukebox. This music machine also has a neat add-on karaoke feature. Cool!



Bundra Games topper Frank Bundra (center) with Ron Siller (E-Scape Entermedia) and distrib Simon Dieth. They are in front of fun *Shootout* billiards video game.



At Bay-Tek, Lori Treankler, Dean De Keyser, Larry Treankler and Lisa Basten show off their *Jungle Picnic* ball roll-down machines. Their fun and colorful!



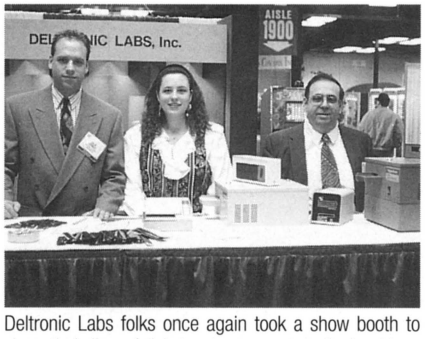
Quicksilver's Kristen Montgomery and Alex Malavazos happily demo'd their *Fiddle Sticks* fun redemption skill game. Firm also showed *Power Hockey* prototype.



American International Shuffleboarders Harold Skripsky, Sol Lipkin, Michael Linbert and Richard Delfino. If you want to know about shuffles, ask these guys!



Century Vending & Distributing showed redemption game *Round the Bend.* From left, Paul Horning, Gerry Linfoot (AMS Sales, UK), Jerry Monday & Dennis Moore.



Deltronic Labs folks once again took a show booth to show their line of ticket eaters, counters & shredders. Pictured: Colin Horniak, Jessica Sklar & James Augeri.

& Co.) was unfortunately no longer a contender. Much of the expo's "steam" emanated from the colossal Williams/Bally-Midway exhibit where two new pins and two new videos captured many showgoers like flypaper. Choice goods were presented (along with a couple of eye-blinking prices) on the show floor. At the firm's dealer meeting over at the Hyatt, the promotional ball to get "Dollar Play in the USA" was rolled forth by Joe Dillon.

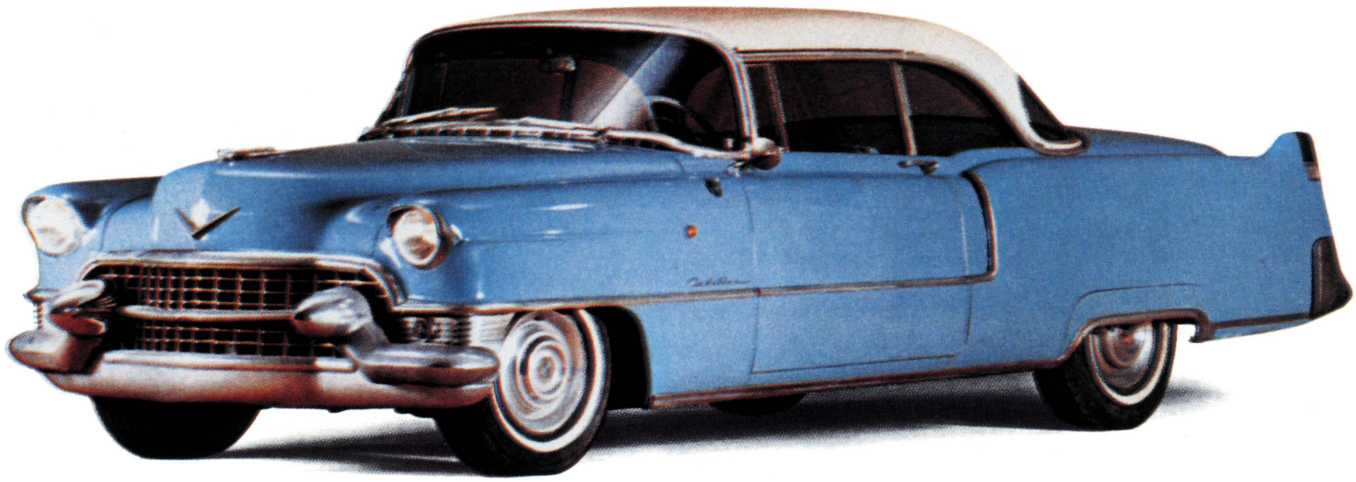
"I travel the world and watch players paying more than Americans to play our attractions," said Dillon. "The time has come for us to get away from cheap play just as the movie and record businesses have. Once a week," Dillon intoned, "I want each distributor to sell one video or pinball on dollar play and to teach their operators by example by doing it on their own routes. And if nothing else, let's at least get 50-cent play as the floor price, instead of a quarter," he added.

After a product "void" that ran over a year, Atari Games returned to the video game arena at ACME with a fascinating sitdown called *T-Mek.* With 13 levels of head-to-head shooting and dodging, backed by a solid quad-sound package, this competitive two-player is linkable. In its tournament theme, the winner stays, loser pays. It goes into production by the end of May.

T-Mek is arcadey, but Atari's overall goal is to produce both for the street as well as the game room (seven games are in development). From Time-Warner, a major Atari shareholder, heavyweight exec Jeff Holmes told dealers: "We are going to invest a significant amount of money in this (coin-op) business, and among other things, will produce more games for street sites at prices you want."

Maybe the greatest irony at ACME '94 centered on the Gottlieb name. Premier Technology launched one of its clearly best Gottlieb pinballs yet with *Rescue 911* (even one of the world's biggest Williams dealers said it was great). But at the same time, Alvin Gottlieb himself was at the show explaining that he'd closed down his Alvin G. & Co. flipper factory. A classy gentleman, Al Gottlieb

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Safety is even more important.
That's the reason there are no conducting surfaces on the actual ride and why 110 volts is reduced to 12 volts throughout.

That's also the reason there are no sharp corners, no protruding parts, no rough edges ... or anything else that would put a child at risk.

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Call, write, or FAX for full information and the name of the EMT Distributor nearest you. You'll find out why major companies like Wrangler Jeans and Lego Toys chose EMT kiddie rides — EMT rides exclusively — to bear their symbols.

And, oh yes, one of those full-size car companies commissioned EMT to build a likeness of their product, too.

Mercedes Benz.

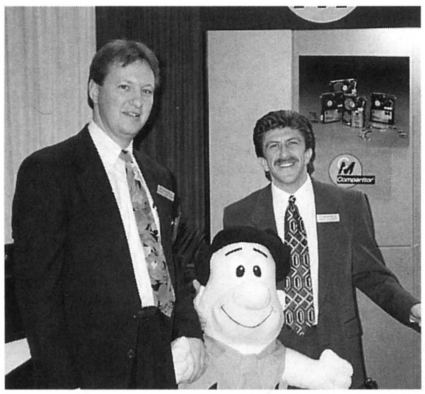


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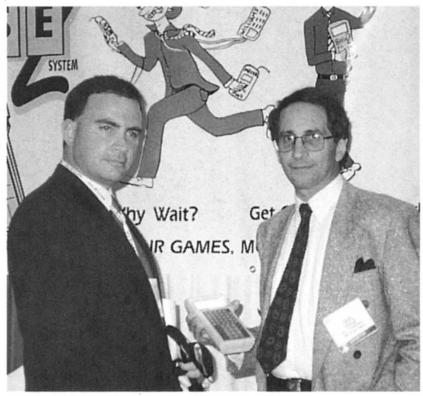
Coin Mechanisms's Mike Meisinger and Frank Schubert with not only their booth of coin mechs and doors, but also with pal Fred Flintstone (is he an operator?)



Great Lakes Darts showed their current line of darts, flights, cases, boards and other accessories. Pictured are Marilyn Hempel and Nick Voden.



With the *Tornado 2000* soccer table are the firm's Mick White, Jeff Greene (Franco Distributing) and Don Smith. This firm's been making & promoting soccer for years.



Sol Gould (right) of Base 2 Technologies (makers of a neat data retrieval & reporting system) shows the product to Gary Walker (a distributor from New Zealand).



Coherency Software Ltd. showed cool digital imaging software that can have your face pictured on a Harley-riding body, etc. That's Jan & Sally Gerstel.



Parts specialist Mazzco took a booth to promote their good service (they have parts for everything from billiards to redemption). Pictured: Mike & Karen Mazzaroli.



Steve Devlin of L.A. East stands among his line of hi-fidelity audio and video system speakers to fit all shapes and spaces in your locations.



Dataeye makes a remote data acquisition system for the trade (complete computer access by modem to machines). That's Steven Dobis at their Expo booth.

had paid all the bills and the employees, turned the key back and sold all their parts & supplies to C&P Distributing (Mishawkawa, Ind.). So, buyers of such Alvin G. games as *World Tour, Mystery Castle* and *Pistol Poker* can still get parts at C&P (tel. 219/256-1138).

HEADCOUNT: DOWN A BIT

As we said, ACME '94 was a "supply and demand" show. The only thing that seemed a tad in short supply (to some observers) was people, at least in some of the rear aisles. There's no getting away from the fact that ACME's overall number of showgoers didn't quite match the sponsors' hopes and expectations. Prior to the show, organizers were predicting record turnout based on early registration figures. But when the registration computers counted up the bodies on-site, results showed this year's ACME pulled somewhat fewer operators and smaller international attendance than last year (20% fewer overseas people from only half as many countries).

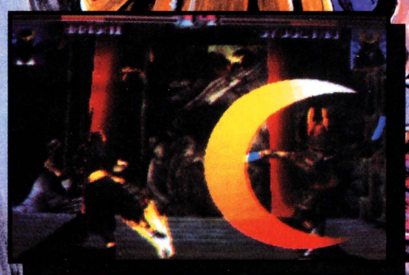
According to the official tally, total ACME attendance was down by 200 or so from 1993's record crowd at their Las Vegas outing. But to some it "looked and felt" like an even smaller gathering than that. No doubt the sheer, physical spread of nearly 1,000 booths and very spacious aisles contributed to this effect, but the overall picture revived talk about ACME as a "distributors and national arcade chain show." Organizers cited various reasons for the drop in headcount, including the financial impact of the winter's bad weather on operator budgets; lack of nearby casinos; the recent shows in Taiwan and Japan; and AMOA's simultaneous winter board meeting (though ACME was quick to add that AMOA did not plan it that way).

Overall, it was nice to be back in the Chicago area, "capital of coin-op," for sentimental reasons...but don't look for a quick return to this traditional site unless a whole lot of people buy non-refundable airplane tickets in advance, and give ACME the receipts!

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At Kiddie Rides USA are Joe DeMarsico, Lola Crilly, Ray Hardaway (Variety Entertainment) & Brian Carasik. Ray is riding the cute *The Dinosaur* ride.



Mayoni's Isaac Ben-Yehuda and Oscar Robins were happily showing their big *Dinovend* bulk candy and capsule vendor (made right here in the USA).



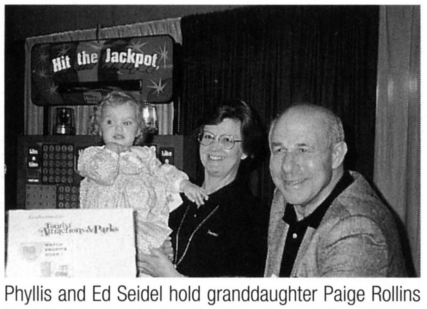
Sega's Andrea Burnett with Sonic girls & Dana Sprenger and the *Sonic The Hedgehog* one-player coin rolldown unit. Sprenger is with Sting Int'l., the game's creators.



Reggie Moultrie of Skee-Ball fame shows Belam's Marc Haim their roll-down skill games and other quality (& fun) products for the redemption market.



From Spain, Picmatic S.A. offers big-screen laserdisc vidgame action with real-life sets and actors. From left, Luis Ma Gallardo, Ántonio Ma Gallardo, and Jose Sanz.



Phyllis and Ed Seidel hold granddaughter Paige Rollins Seidel at their Expo booth. They showed their *Hit the Jackpot Lite-A-Line* roll-down machine.



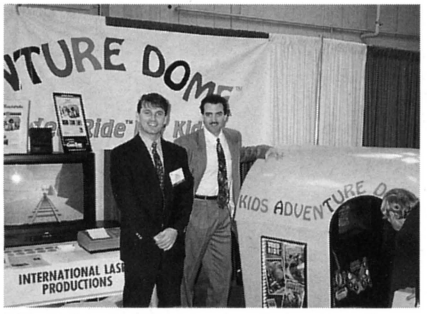
A&A Company folks from left are: Virginia Hayslett, Steven Kovens, Cindy Rehel (Machine-O-Matic) and Ed Kucharski. Firm makes bulk vendors & stands.



One of our favorite guys, Virgil Vance of Van Brook of Lexington, with others from this token & medallion-making firm, David Blumenfield and Jack Spence.



Showing off their *Strike Zone* pitching machine and other wares are Purple Star's Roger Freersken, Tod Bertram, Nancy Singh and Keith Ashbacher.



With their neat *Kids Adventure Dome* video ride are International Laser Productions' Brett Slater and Michael Barrett. (That's Don Pointer at game.)

LOGISTICS: NEARLY PERFECT

The record number of exhibitors were given near-flawless organization and presentation. As always, big congratulations are due to Bill Glasgow and Judy Novak, who make it all look perfect...and easy. The Rosemont proved itself an almost-ideal site: spacious, gracious, convenient, airy, and well-lit, with good access to hotels and loading docks. The hall had plenty of space for machines, people, meeting rooms, restaurant and bathroom facilities, plus a reprise of last year's "Redemption City." Even the Midwestern weather cooperated, providing temperatures that reached as high as the mid-50s and mostly clear skies.

Some exhibitors in the far end of the exhibit hall sighed wistfully that attendees seemed concentrated in the major factories' exhibits, which were bunched up in front near the entrance. In truth, it took a while for visitors to work their way to the rear. However, those with compelling product (like LazerTron, for example) still enjoyed good traffic flow even in the more-distant regions of the hall.

As AAMA's Koenigsberg put it: "This show has thrown out a wonderful welcome mat for anyone who wants it. We feel we offer the best product bazaar around, with more square footage and a greater variety of equipment. And we believe we've got the best seminar program to be found in the industry, as well as the terrific hospitality for operators in the form of a great party with wonderful food and entertainment, and the fun of our Coin-Op Olympics. In all, attendees and exhibitors get a tremendous bang for their buck at ACME."

Past Chicago shows suffered from complaints about labor unions which charged a fortune, but really didn't do much labor in the booth set-up and breakdown phases. Those experiences were largely forgotten this time as logistics and organization both came off flawlessly...again, courtesy of preparation by the show organizers at William T. Glasgow, Inc. "The Rosemont Convention Center is tops to work with," said show chairman Bill Cravens. "It was a delight to be in Chicago and enjoy this treatment."

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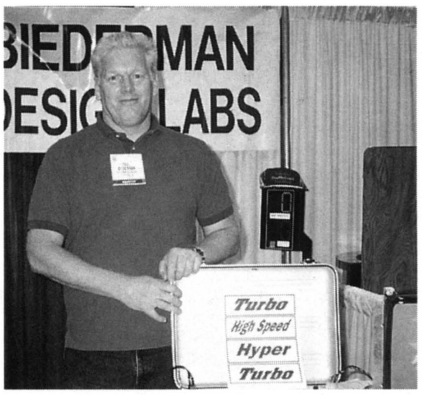
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SD Technologies Emery Kertesz and lovely model Holly Miller with the company's line of speakers for all sorts of audio and video applications (avail. in over 300 colors!).



Biederman Design Labs' Paul Biederman is the designer of RGB to NTSC, Turbo-Turbo boards and electronic scoring units for shuffleboard games.



Don Shimel of J-S Sales holds up a paper that coincidently shows Gov. nominee Dawn Netsch holding one of his cue sticks just like the one he got in his other hand.



Baton Lock & Hardware's Kris Newman showed his company's line of locks, large and small. They have all sorts of security products for the trade.



Rowe's Jim Gang and Joel Friedman with the *MM1 CD* due to ship early in the summer. The attractive jukebox holds from 64-100 CDs and makes money!



PAPA '94 tourney champ Bowen Kerins with Bally *World Cup Soccer* pinball game designers Larry DeMar, Matt Coriale and John Popadiuk.



Competitive Products has a humongous array of replacement parts, power supplies and accessories. Pictured here is owner Ginger Ray and Mike Paziora.



Best Amusement, Inc. husband-and-wife team of Star and Bob Mosley were at Expo. They make and distribute new & used pokers, 8-lines and video fruit games.

POLITICS: CORPORATE, NOT ASSOCIATION

Compared to many past expos ACME was blessedly free of political controversy this time around, at least on the association level. This was not because AMOA's board was 1,000 miles away, but because so many of the big issues have been ironed out and a genuine spirit of cooperation and professionalism has continued to prevail among AMOA and AAMA.

ACME's major political event was the semi-annual Summit Meeting attended by heads of AAMA (USA), JAMMA (Japan), and BACTA (United Kingdom). They agreed to go forward with cross-promotion of the "big four" trade shows (ACME, AMOA, JAMMA and ATEI). Leaders also confirmed plans to use Euromat as a clearing calendar to help prevent date conflicts, reviewed progress on dollar coins and worldwide copyright enforcement, examined the status of the video violence controversy, and focused on product safety issues for the U.S. and Europe.

The real politics at ACME was more "local" — that is, the corporate politics swirling around (and inside) Capcom USA. As ACME began, former coin-op GM Steve Blattspeiler had left the company; he was considering doing some sales work with IVM by show's end. Word also got around the show that Chairman Tsujimoto planned to move his senior VP Joe Morici back to "consumer division only" and bring in Romstar sales vet Rene Lopez to head coin-op doings. However, insiders in both camps told *RePlay* that everyone was simply waiting for a final decision, which had still not been announced by the close of ACME. As this story went to press, Capcom had released a somewhat vague statement to the effect that no "outside" firm would take over their coin-op division; any clarification or update will be printed in "Hot Off the Press."

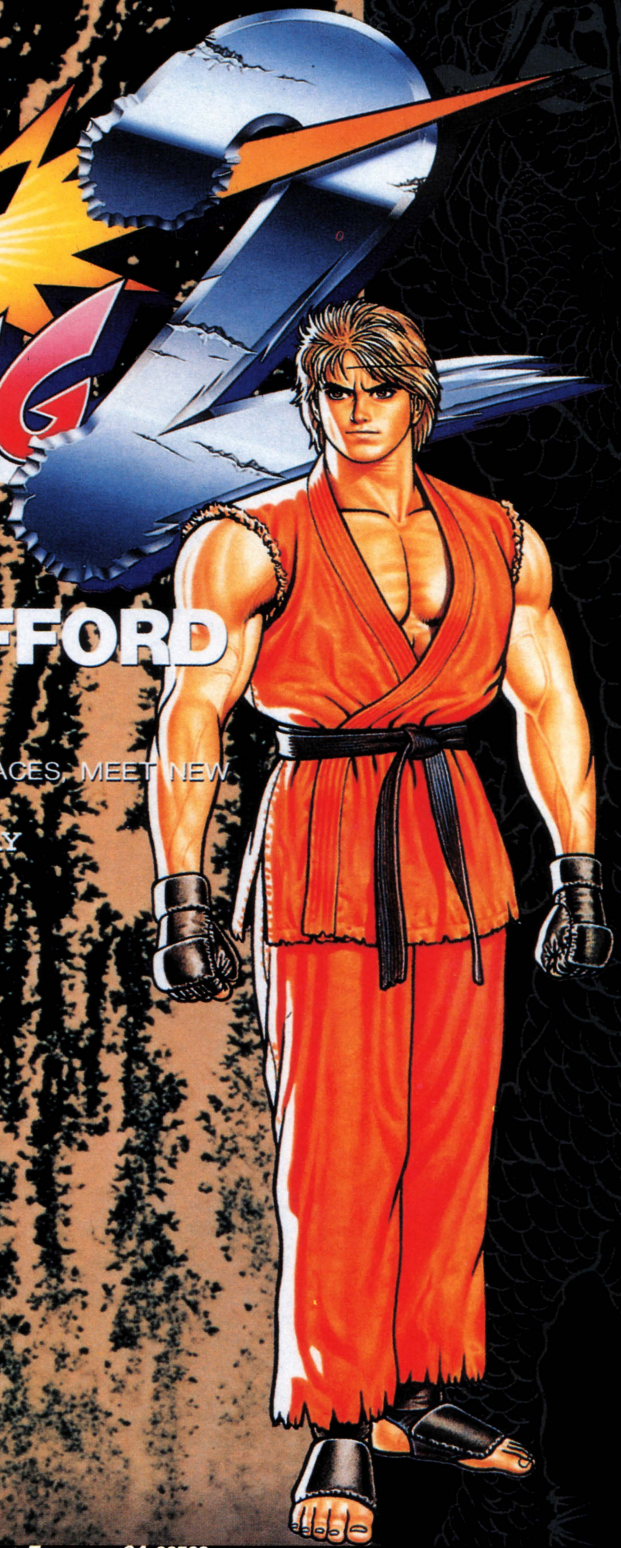
On the issue of revenue sharing, Capcom seemed to have calmed the latest squall with a statement that

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The CD Manager by Design Plus and Silent Partner is a CD data collection system. Pictured with it is Mike Seibert (right) with daughter Laurie and Deb Brown.



The Tekbilt Team (from left to right): Jim Chaney, Buzz and Sue Bruner and Dawn Andrews highlight their casino change machine equipped with Mars bill acceptor.



Carolyn (Merrill) Lokken does the game show-style demo of The Game Doc's super 33" universal cabinet the firm manufactures. That's Kent Tieche at right.



Brian Carasik of Kiddie Rides International shares a picture with Auction Game Sales' Rick Parsons and Kary Head on the busy ACME '94 show floor.



Asahi Seiko makes terrific coin doors, acceptors & hoppers and are now offering a new arcade debit card system. Pictured: Mike Welter, Pam Schaffer & Rick Mines.



Dennis Greco of Mars Amusements checks out Coin Connexion's route management system with the able assistance of Dave Jensen and model Melissa.



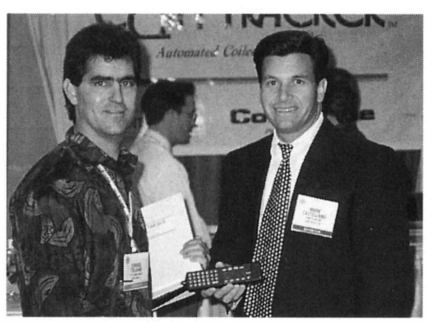
At the Red Baron Board Exchange booth are Don Russel and John Rodgers. The company distributes game boards ...if it's available, they've got it.



Nortech makes the *Easy Lift* pool table cart. Telling all ACME showgoers all about it, including Edward Fonseca (left), were Robert Sundstrom & Robert Thomas.



Father and son team Jeremy and Marvin Yagoda (Marvin's Marvelous Mechanical Museum) visit XCP's David Swan and his debit card system booth.



Coin Tracker, Compuline's super automated route collection system, was demo'd to Illinois operator Ed Tolisano by the firm's Mark Castellano.

nothing final had been decided yet about possible operations in video movie rental stores. However, distributors of all stripes reportedly met on their own and drafted a statement of concern about evident plans by overseas manufacturers to operate in the U.S. At presstime *RePlay* had not seen a draft of the statement, but we assume it applies to the activities of several Japanese factories.

As for Capcom's future in this area, insiders said Mr. Tsujimoto's ultimate intentions are unclear at this time. But judging from Capcom's growing involvement in arcade and street route purchasing, GameStar, and revenue sharing, the company has clearly broken out of the traditional mold. Capcom does not seem likely to go back to the old ways anytime soon.

SEMINARS, CHARITY AND FINAL WORDS

ACME chalked up an exceptionally fine seminar program, led by a superb "field trip" to local redemption arcades (organized and led by Century Vending's Sue Monday). Redemption also got good attendance in two classroom sessions. Randy Fromm provided an expanded technical program, and former Chicago Bears coach Mike Ditka pulled a very decent crowd for his motivational speech. Hi-tech, pinball promos, jukebox basics, and some legal and marketing sessions rounded out the ACME curriculum.

The American Amusement Machine Charitable Foundation raised over $100,000 for children's charities through its banquet (respected distributor Steve Lieberman was the Man of the Year) and through its raffle (showgoers bought tickets for a chance to win a new Mustang convertible). Please see separate story for details.

In all, it was a highly professional, useful show that gave tradesters a chance to take the industry's temperature and pump up the excitement level a bit. ACME '94 — "the expo that works" — did a fine job of both. By the way, next year's ACME takes place March 23-25 at the Reno Convention Center in Reno, Nevada.

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OPTIONS:

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CANDY CRANE

SINGLE	DOUBLE
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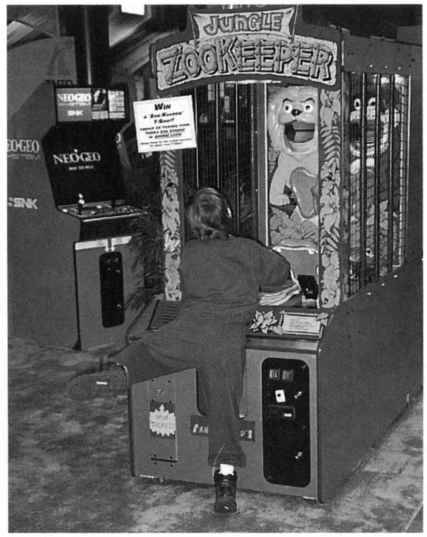
WEIGHT:

CANDY CRANE		REFRIG. CRANE	
SINGLE	DOUBLE	SINGLE	DOUBLE
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WMS lic. dir. Roger Sharpe, VP/GM Ken Fedesna & newly-recruited pin designer Mike Gottlieb, who says he's ready to devote "decades" to creating classic pins.



Here's a look at Taito's *Zookeeper* redemption unit. It's a cute game in which players toss balls into the mouths of seven jungle animals. Complete with sound.



Data East USA's senior veep Paul Jacobs with his Euro-distributor John Stergides and *Tommy,* a pinball with a very international theme.



Capcom USA launched *Dungeons & Dragons* with help from Noriko Heller, Mik Ascunsion, and Dennis Sable. Brady Distributing's Blair Norris joins the gang.



Fabtek's Frank Ballouz and Colorado Game Exchange's Rich Babich with *Super Mario World,* nicely finished and now shipping to the trade.



At American Laser Games' booth: Stan Jarocki, distrib Mike McWilliams, Margo Guerra, Jim Jarocki, & quick-draw artist (and ALG game actor) Wes Flowers.



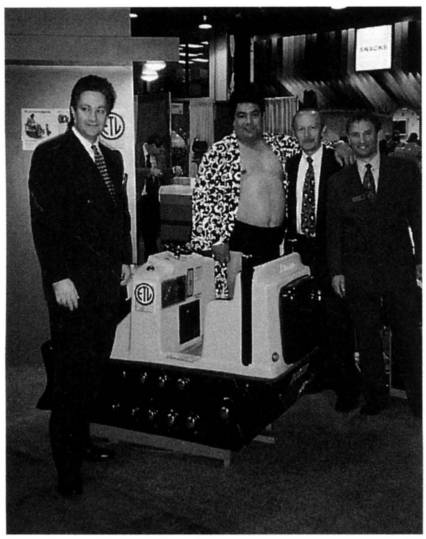
SNK's Tom Keil had 3 new Neo-Geo game cartridges to show, including two sequels and a brand new title. SNK will support this system thru the year 2,000.



Konami's Mike Kubin and Mark Porwit with an Old West "dance hall gal" and *Lethal Enforcers II: Gunfighter,* a cowboy update for their hit shooter.



Betson remains a redemption powerhouse. With their new kiddies' punching game are Peter and Robert Betti, Jeff Walker, Neal Rosenberg and Chuck Morton.



Human bulldozer Sitiveni Mafi joins Linley Hughes, Courtney King and John Margold at EMT's *Dozer* kiddie ride. EMT now has around 150 rides in their stable.



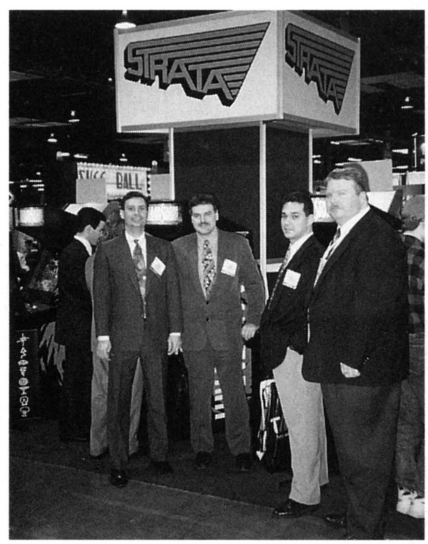
At the Premier booth with their hot new *Rescue 911* pingame are Premier topper Gil Pollock, L.J. Greene and "Rescue 911" show producer/director Jim Milio.



Over at Rock-Ola with the brand-new *Legend* phonograph we find the firm's Russell Etheridge, prexy Glenn Streeter and sales supremo Frank Schulz.



Atari Games Corp. was back in the video forefront with *T-Mek*. Here's chief engineer Mark Pierce, Holly LaMontagne, Mary Fujihara and Jim Newlander.



At Strata Group, marketing chief John Cassiday with Canadian distribs: Starburst Coin prexy Len Keywood, salesman Ray Fayad & sales mgr. Mark Kupiec.



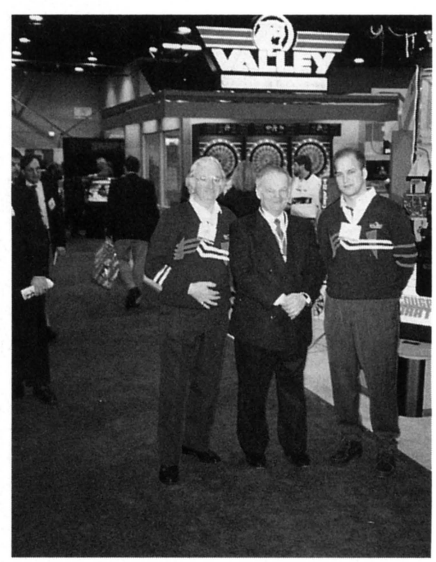
Demonstrating that Rowe AMI's *Lady In Red* karaoke/CD jukebox can make anyone sound good are company president Jim Gang and Joel Friedman.



At Smart: Craig Platt (Excalibur Hotel), Gordon Smart & model Denise Hewitt, plus Ron Lieberman & Sandy Adler (Circus, Circus) & Century Vending's Dan Siskin.



Jaleco prexy Shinichi Ikawa (r) with VP Masao Ohata, Oliver Tang, Abbie Rubin & Mary Hermanson. They produce great drivers & now have a 32-bit sys cab.



Valley's int'l. sales chief Jim Griffiths joins Laniel prexy Jean Coutu with Valley int'l. rep Mark Boehman. Pool and darts remain the leading lines for this U.S. firm.

GOOD GAMES, GOOD TUNES

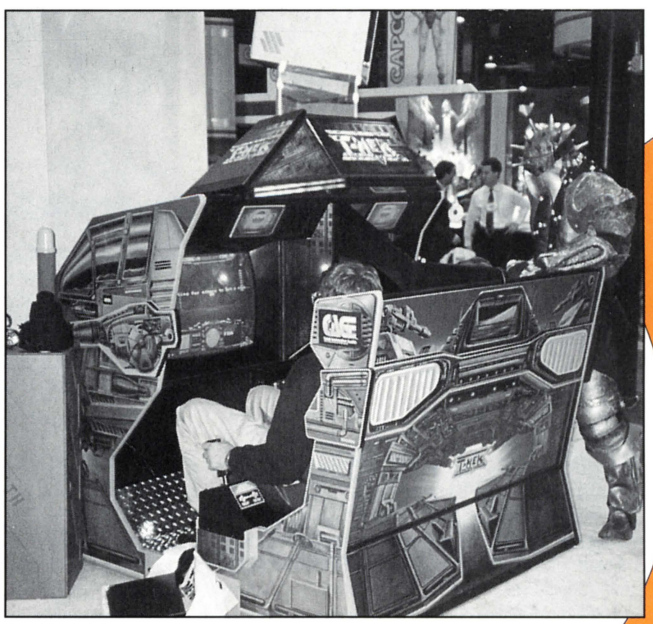
a fine supply of new (and older) equipment shown at ACME; from video to music, this story covers "newest pieces only"

ACME '94 reminded us of those TV commercials where a bunch of former jocks sit around the bar, arguing over whether a certain beer "tastes great" or is "less filling." In the same spirit, ACME '94 was a video show...**and** a music show...**and** a redemption show...**and** a pinball show.

Hey, gang, it was a coin-op amusements show! It's *supposed* to have lots of new equipment in all the major categories, and it did. The only people who said, "Ho-hum, nothing new" are the slightly jaded jet-set ops who had just returned from the ATEI, AOU, or Taiwan shows, or maybe every other expo around the globe. For the rest of us (who remain chained to our desks or our routes most of time) ACME offered a chance to gape at lots of nifty new stuff.



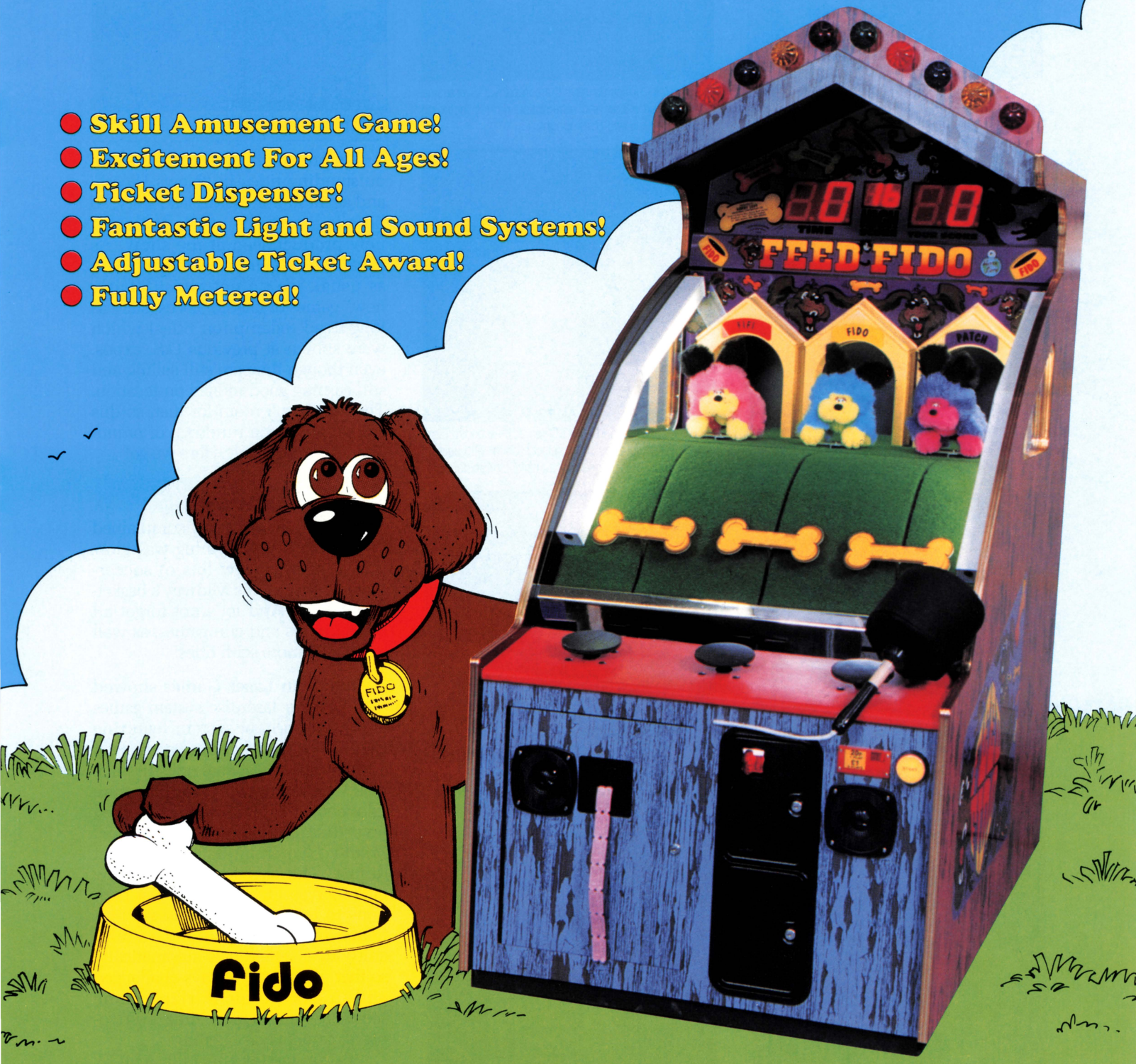
Konami's *Lethal Enforcers II: Gunfighters.*



Atari's T-Mek.

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At O.K. Manufacturing we find the firm's Valayne Ostler and Kurt Ostler with their *Giant Gumball Machine.* The gumballs go down a maze to the bottom.



Xytek's Phil Cornick dsiplays the company's diverse line of poker and 8-line and redemption games including their *Texas Fruit and Bells* upright.



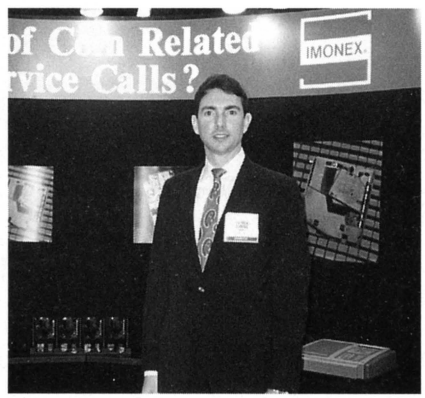
Nice folks at Ithaca Peripherals Lee Ann Capogrossi and Hugh Jonas were showing their *Model 70* VLT printer. They make a whole line of gaming & wagering printers.



Eygo's Kent Wang and Albert Chien at their booth. Firm makes power supplies and a select monitor with built-in power supply with no need for an isolation transformer.



Clever Devices' Amy Scanlon and Mark Hallenberg were talking up the *Playano,* a walk-on, life-size, piano keyboard (like in the movie "Big").



Imonex's Patrick Cuming was on hand at his firm's nice booth to talk up their manual coin acceptors for arcades, videos, kiddie rides and pinball machines.



Midway Mfg. designer Mark Turmell *(NBA Jam Tmt. Edition)* with two models. New version has "more of everything" — more players, options, moves, you name it.



Microsystem Controls featured the MicroCoin coin validators with 12-coin capacity. The system is also field programmable. With it are Ron and Cindy Rollins.

ACME 1994



Dynamo's *Solitaire Challenge* video.

We provided a quick rundown of outstanding titles in "News Digest" and again in our ACME lead story, so here is a more complete listing of new product seen at the show. As usual, we list games by category. Also as usual, we do not revisit "fairly new" games or classic pieces (such as long-lived redemption titles) which were shown at previous U.S. expos, even though they are still selling and still earning good money on location. There just isn't room for that, so this article provides a rundown of *brand-new equipment only.* Here we go!

VIDEO

One or two operators complained that practically everything was kick-punch, but we saw lots of soccer-themed games plus Midway's basketball sequel. And let's not forget all those drivers and gun games, as well as three or more sci-fi titles!

American Laser Games showed their familiar laserdisc system games and a brand-new system featuring CD-ROM discs "that can be changed as easily as the software on your jukebox" — for under $600 each as future titles come to market. In the full-sized laserdisc category was *The Last Bounty Hunter,* a western shoot-out drama. The cast features a fellow named Wes Flowers, who just happens to be the world's fastest gunfighter in real life. The game's difficulty level self-adjusts automatically so that players are always challenged and cannot memorize game sequences and action. One- or two-player gameplay is offered.

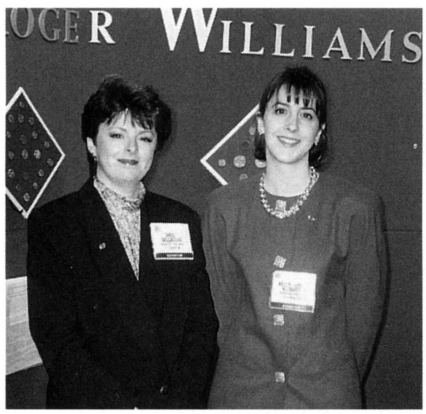
Previewed at the last AMOA Expo, but only available for purchase now, *Shootout at Old Tucson* is the debut title for ALG's CD-ROM system cabinet with 25" monitor. It's a high-



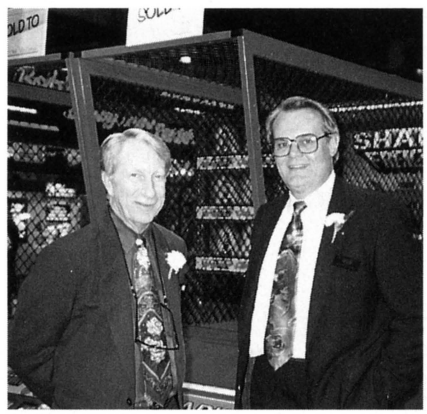
At Pioneer's distrib showing in their suite they promised to have a prototype CD/ karaoke juke by fall. Pictured are numerous folks including Sr. veep Mark Makabe.



Taito had redemption, digitized video, you name it! Here's sales top Jim Belt, prexy Yoshi Nakanishi, mktg. Anita Placeris with John Pipp, Larry Stalmah & Carlos Laguardia.



Token "tigresses" Shiela Dellacona and Kelly-Erin Killmartin at their Roger WIlliams Mint token/medallion exhibit at ACME 1994.



Showing off their new *Shark Frenzy* throwing game are Doyle prexy Skip Doyle and Jerry Weiman. The object is to throw balls at rotating sharks on game playwheel.



Electronic Arts' coin div. includes Steve Kaufman (Chicago) and Richard Dunn (U.K.), seen here in their Hyatt suite with *BattleToads,* a fantasy adventure video game.



Williams new *Demolition Man* pin drew crowds. In this shot we see two key dsitribs trying it out first-hand – John Gatens (Southgate) and Dave Patterson (SunBelt).



At Coin Concepts with their new *Home Run Hitter* redemption game are Stacey Martin and Gary Warner with New York ops Murry Panitz and Ron Getlan.



Shelli and Mike Lewis of Mission Crane Service proudly show off their brand-new *Premier Gold Rush* oak skill crane. It's a real beauty as are all their Premier cranes.



Silent Partner once again exhibited their industry-standard route management software. From left, op Jim Stansfield, Ted Furkin, Len Smiku and op Ed Tolisano.



Cleveland Coin prexy Ron Gold with Rick Bevilaqua and Herman Fox. These leading distribs like to keep a low profile but we caught up with them at WMS anyway!



Also at ICE, that's president Ralph Coppola (at right) deep in conversation with a customer. Ralph pours everything he's got into the job!



Data East executive vice president Paul Jacobs shows Arizona operator Rick Caldwell (Video Roundup, Scottsdale) his new *Tommy* pinball.



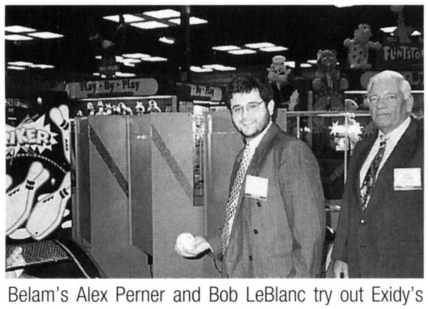
Frank Bundra clowns around with Fillmore of Japan's Toshiki Morita. They are with the *Mini Champ* hockey game which Fillmore manufactures.



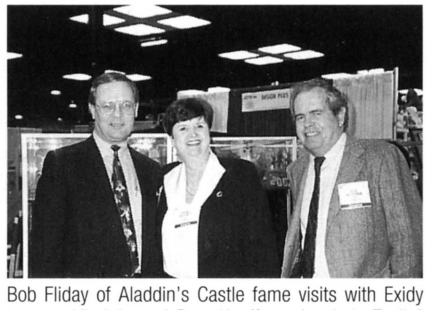
New York op Bill Johnston with Canadian op Troy Van Grunsven and "Barney Rubble" at the Just Kiddie Rides booth. Neat display of neat rides!



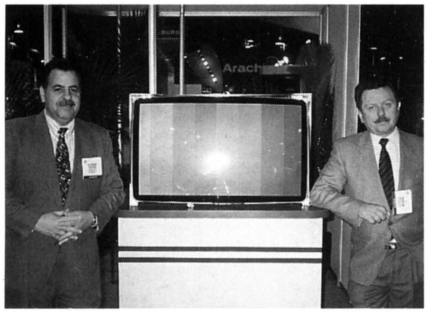
Tom Cahill, chief of the Williams service dept., with his man Greg McKay and two models who "needed a service call" according to Tom.



Belam's Alex Perner and Bob LeBlanc try out Exidy's *Striker* bowler skill game. Colorful graphics and fun play highlight this redemption attraction.



Bob Fliday of Aladdin's Castle fame visits with Exidy toppers Virginia and Pete Kauffman by their *Troll & Critter* games. It's always great to with these folks.



Hantarex took a booth to display their monitors. On hand to tell about them were Raymond Fontana and Mimo Golfi. (That's the 16x19 Aspect Ratio Monitor.)



Machine-O-Matic Ltd. showed their impressive line of bulk vendors complete with toys and candy. Pictured are Bernie Schwarzli, Cindy Rehel and Ken McPhail.

powered 32-bit system licensed from 3DO and adapted to arcade use, with the truly random programming you expect from a PCB-based game, said ALG. Operators will be able to change controls to suit future games: steering wheels for drivers, buttons for fighting games, guns for shooting games. ALG plans to release four titles per year for this system.

Atari Games returned to video with an exciting original called *T-Mek*. It's a sitdown gun game with a sci-fi theme, big beautiful graphics and loads of action. See our separate story for details (page 172), but here let's just say — welcome back, Atari!

Capcom USA had several new and current items on show, all featuring stereo audio and the 3D "Q Sound" process; and all available in several configurations (dedicated, full kit or B-board conversion for regular *Street Fighter* games). New was *Eco Fighter*. Based on the winning idea submitted in a contest for Japanese schoolkids, this "politcally correct" game pits the hero against polluters in a battle to preserve the environment.

Capcom also showed *Dungeons & Dragons: Tower of Doom*. It duplicates gameplay of the classic role-playing adventure fantasy where medieval heroes and heroines battle mythic monsters. Good guys are armed with swords, bows, axes, boiling oil, fireballs, etc. Finally, Capcom showed the "Turbo" version of *Super Street Fighter II*. Besides the various configurations listed above, it's also available as an inexpensive chip upgrade for existing *Super SFII* games. Capcom said it had sold plenty of these before the show.

Data East USA showed two cartridge kits for the SNK Neo-Geo system. *Windjammers* is a fantasy sports game where you sort of play tennis with a frisbee, using kick-punch skills rather than a racquet to control the flying disk. It should ship in late May. Shipping now for the same system is *Spinmaster,* a cartoon-like action adventure featuring cowboy characters who interact with Jules Verne-type 18th-century sci-fi machines and inventions in settings that range from

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To order the DUNGEONS & DRAGONS™ video game on the new System II, call your Capcom distributor or call Capcom at (408) 774-0500. With the DUNGEONS & DRAGONS™ video game, making money is no mystery.

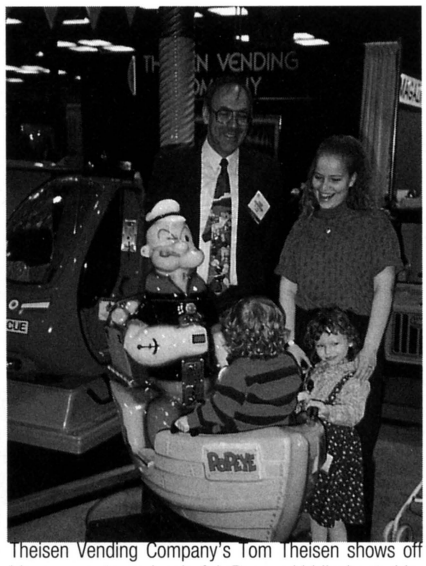
Dungeons & Dragons® VIDEO GAME

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At Sportech with *Pitcher's Dream,* Rich Galloway, Dick Konopa and consultant Bob Porembski. Hey, it's baseball season all year 'round with this attraction!



Theisen Vending Company's Tom Theisen shows off his new, cute and colorful *Popeye* kiddie boat ride. Strong to the finish, cuz it eats its spinach?



Planet Earth Entertainment's Debbie Gonzalez, Valerie Bechtold and Dave Proli show off the neat-o *Dinoscore* redemption game to ACME attendees.



Carousel International's Brad Veatch shows *RePlay's* Curt Vanstrum his firm's new *Semi* kiddie truck ride. Kids love it!



J.R. Fishman shows off a new color scheme for the steel cabinet of A.G.E.'s *Snack Attacker,* a "win every time" candy vender.



Roberto Wang of Universe Electronic (Argentina) gets the rundown on Strata's 2-player fighting kit from the firm's Alicia Sadoff and John Cassiday.

the Old West (trains, etc.) to the Pyramids of Egypt.

Dynamo Corp. showed an amusement-only card game video called *Solitaire Challenge.* "Finally, some good video for the bar market!" smiled a leading distributor. Shipping now, this upright is doing super in bars and arcades alike, said the firm. Dynamo also sneak-previewed a British sci-fi action video they plan to license, featuring knockout animation that's worthy of a movie. Keep your ears open about this! And, don't forget Dynamo's new universal cabinet with 33" monitor. "Income rises with a larger monitor; that's been proven around the world," declared VP Mark Struhs.

Electronic Arts showed *Battletoads* in their suite at the Hyatt. Licensed from the design firm Rare Coin-It, this two- or three-player player fantasy fighting adventure ships worldwide around April 15. It will be a full kit to the U.S. market and a PCB elsewhere. By the way, EA's Chicago office is working up some redemption games and sports videos for future release.

Jaleco USA was looking good with *Junior Grand Prix Star II,* a kid-sized version of their earlier worldwide driving hit. It's a two-player, twin-monitor sitdown game in a stationary cabinet featuring pro race car action.

Jaleco's *Battle K-Road* is themed around a fighting tournament with multiple styles of mayhem. It's available as a kit or two-player dedicated upright and has been shipping since winter. Single-elimination play features special attacks, with 14 characters to choose from.

What about their long-promised 32-bit system cabinet? It will ship right after the show with *Best Bout Boxing* as the debut game. More software will follow, said the company. Other 32-bit games will be dedicated like the driver *F-1 Super Battle,* a two-player sitdown or one-player upright; it may ship by June in a racy cabinet with twin monitors, sculpted seats and steering wheels.

Kaneko was hopping with several new titles. *Blood Warrior* is a fighting



At ICE, service manager Gene Brogowski and sales rep Greg Kania show off their popular basketball game with moving hoop.



Imagination Leisure's Dick Simon shows his *Neon Air* hockey table to mega-distributor Royce Green (father of AMOA prexy R.A. Green III).



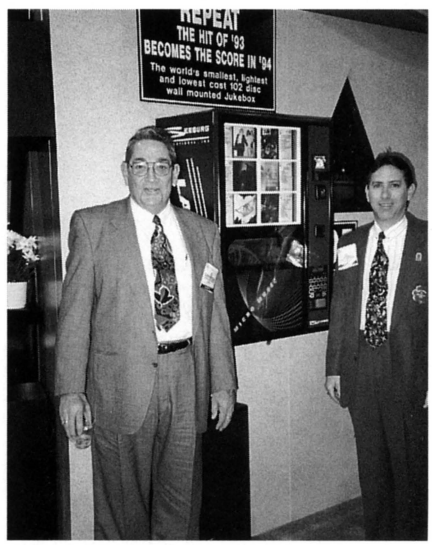
Sal Mirando and Steve Habarkorn (Pistol Pete's, Phoenix) by Coastal Amusement's brand new *Feed Fido* mole-bashing redemption game.



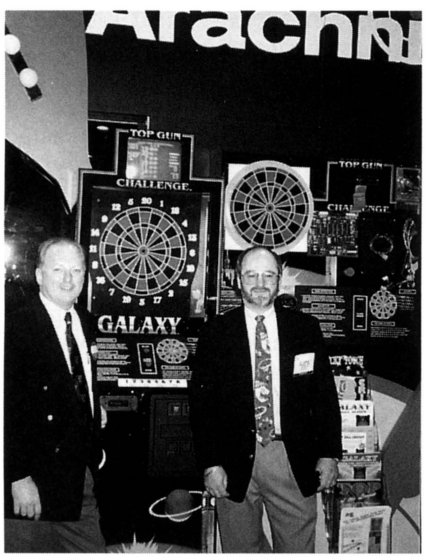
Merit customer service chief Jim Kelly and western sales manager Paul Chilopolous with the 8-player *Power Darts* electronic dart game.



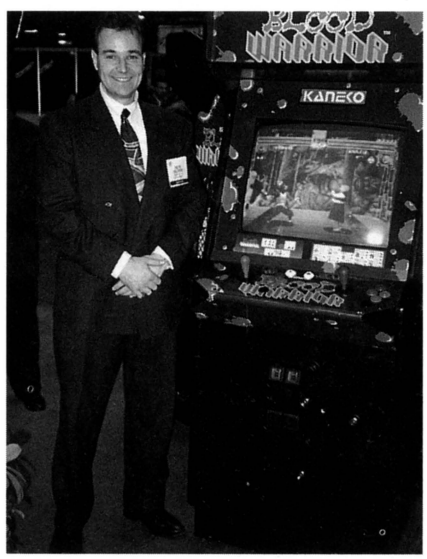
Quicksilver is now rep'ing Amutec kiddie rides. With the ride maker's exec Howard Collins is Quicksilver's Kristen Montgomery with a booth-full of rides.



Seeburg's Ed Blankenbeckler and Jack Kapala (now VP & Gen. Mgr.) unveil their new 102-disc full wall jukebox. The unit only weights 120 pounds.



Arachnid topper Bill Ward with Lamar Forque and the firm's *Galaxy Dart Challenge*. They certainly make great dart games and have a nice booth to showcase 'em in.



Kaneko's Ralph Orlowski stands ready to demo his *Blood Warrior* video. (It's a fighting game kit…firm also showed new *Pack in Bang Bang* and *Bonk.)*



At the Wurlitzer jukebox booth we find Jerry Reeves, Sam Roby (Owensboro, KY) and Joe Pankus with their *1015 CD* nostalgia phonograph.



Action Lighting has rope lights, track lights, neon lights and signs for both indoor and outdoor lighting needs. Manning the booth are Hugh and Charlotte Reid.



Muncie Novelty promises low prices and fast service on their redemption tickets. It's a family operation, with David, Claudia & Robert Broyles manning the booth.



At Data East USA, Jim Gorman joins Laura Peck and Darlene Lamz behind the counter to meet and greet customers and provide product info.



Maria Martinez and Song Kim greeted the ACME crowds at the 3-Koam exhibit. The company manufactures a complete line of custom-built video cabinets.



Dynamic Technologies showed their totally integrated management systems for family fun centers. Pictured are: Kent Silk and William Gustafson.



Bottleson Dart Company, manufacturers of dart supplies, had an ACME booth to show their USA-made wares. With the line of accessories is Roger Bailes.



World Class Tables owner Richard Rubin and Fred Visconte showed their company's attractive custom-made tables for casinos, sports bars, cruise ships, etc.



Autovend's Bernie Dubois at his display with the company's Revenue Management System which dispenses rolled coins and currency.

game kit with nine characters, each of whom has three special moves. Hidden moves also add to the appeal. It's shipping now. A prototype video maze game is called *Pack in Bang Bang;* release date was unknown at presstime. The U.S. version of *Bonk,* a cute character video game, is now outfitted with tickets for redemption play.

Konami America led their spring lineup with *Lethal Enforcers II: Gunfighters,* an Old West variation of last year's hit. It's two-player gun game dedicated upright with the same options: stage-by-stage progression or player's choice of scenes (dip-switch selectable by the operator). Settings for nonstop shootouts include a saloon, bank, wagon train, Cavalry vs. Indian battles, etc. Some operators raised their eyebrows at the price — higher than last year's — but nobody doubts this one will sell, and earn, handsomely.

Konami also bowed *Racin' Force,* a two-player sitdown driver in a stationary cabinet. One operator said he liked what it delivered: strong graphics and solid basic gameplay at a relatively low cost. Players choose auto or manual transmission and take their pick of four courses. Up to four units (eight players) may be linked for interactive gameplay. It ships April 1.

Leprechaun Inc. showed Aslan Technologies' very advanced simulator system. It's called *SU-1000* and features twin, enclosed cabinets that whirl around a large motion base at speeds up to 48 mph to create centrifugal force on the player, seated inside, as he or she watches a video monitor. Laserdisc hardware offers real-life cinematography with an interactive twist, while stereo sound completes the package with 45 watts per channel. A flight software package was demo'd at the show and got very good reaction.

Merit Industires is keeping the countertop market supplied; their latest is *Supertouch 30* featuring "Run 21" and other card games, trivias and action games (the actual total is 35 menu selections). Shipping now, it comes in 19" upright or 13" countertop versions, both with touchscreen.

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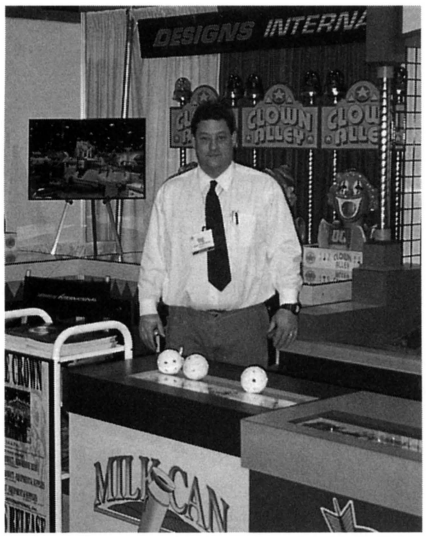


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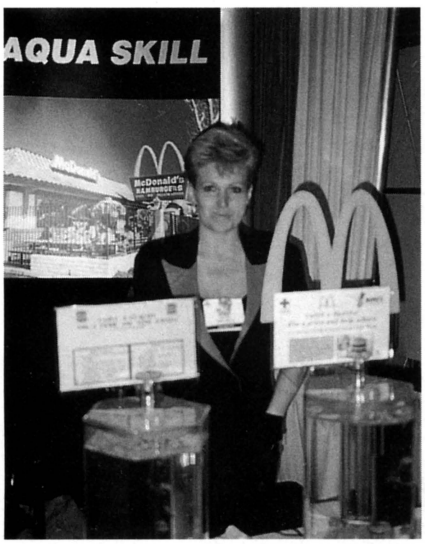
Profit from the Fun



Designs Int'l. won a couple of "First Place" prizes for their games at the '93 Parks Show. Service Mgr. Rocky Pitre shows this award-winning midway type ball-toss.



Hollywood Popper celebrated their 1st year in business by showing a full production model of their automatic popcorn unit. Pictured: Kevin Feldman & Bill Davies.



Aqua-Skill makes those table-top charity coin collectors where you drop a coin through the water. McDonalds has them on site, said Kristie Weber.



New Image Technologies' Jack Sullivan and Thomas Nichols behind their *Photoplay* exhibit. The video plays a number of tavern/adult favorites.



Omni had their impressive set-up for tradesters to see. They make all sorts of play centers for younger family amusement center patrons with slides, ladders, etc.



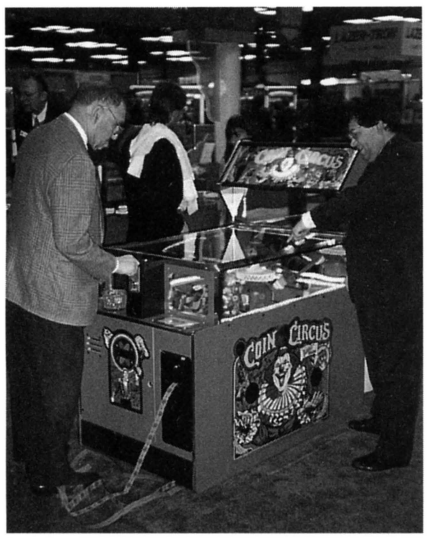
Zetta and James Woods of Pojo's Family Fun Center of Boise, Idaho visit the Lazer-Tron booth to get a good look at the new R*ibbit Racin* redemption game.

Midway Mfg. sparked big smiles with *Revolution X,* their dedicated three-player deluxe upright gun game. It features music recorded in the Midway studio by the classic rock band Aerosmith. Shipping in April, this one boasts digitized graphics, music, sound and speech for this adventure theme in a sci-fi setting. Gameplay starts with the idea that the band has been kidnapped. Players move in three dimensions through incredibly detailed scenes, from L.A. to Japan and the Middle East, crammed with monsters, mazes and weapons, as they battle the bad guys and try to rescue the band and free the world for more parties! Non-linear programming means gameplay is different every time.

Of course, Midway's *NBA Jam Tournament Edition* was expected to bow here and it did. The dedicated sequel was produced by the same design team that did last year's hit. It incorporates suggestions made by trade members and players alike, featuring expanded team rosters (up to five players per team), player substitutions, and the ability for two identical teams to play against each other. Over 70 secret moves and power-ups are included. It's shipping now, as is the kit version of *Mortal Kombat II.* (By the way, call 310/855-7275 for a list of manufacturers who make "Mortal" merchandise that you can use this to promote this hit in your own tournaments, etc.)

Namco America bowed a vertical monitor shooting game called *Nebular Ray,* a sci-fi fighting number with "fire/bomb" buttons. It should ship in late April. Also on show were two deluxe versions of *Ridge Racer:* one had a 50" monitor, while the other had a triple-monitor wide-screen display. It's the industry's first video game to employ texture mapping and it's absolutely gorgeous (see our separate story on the three-monitor *Ridge Racer* for details elsewhere in this issue). ACME was the first U.S. expo to show *Suzuka 8 Hours 2,* the popular sequel to Namco's hit motorcycle circuit racing simulator.

New Image had a new CD-ROM trivia game. This one's called *Photoplay* and features ultra-sharp



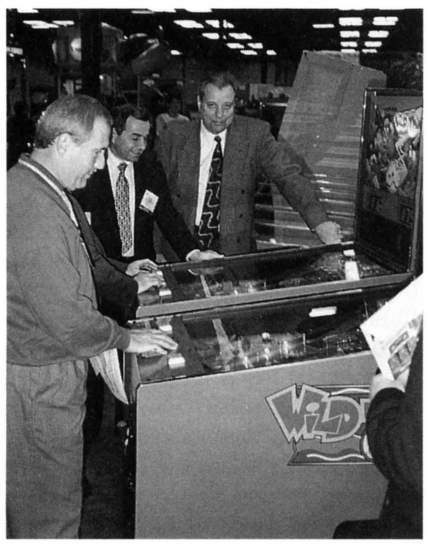
American Sammy showed their new *Coin Circus* (along with *Magic Mr. X* and *Simple Simon*). Pictured are Phil Kass (Smart Ind.) and Emilio Cabrera.



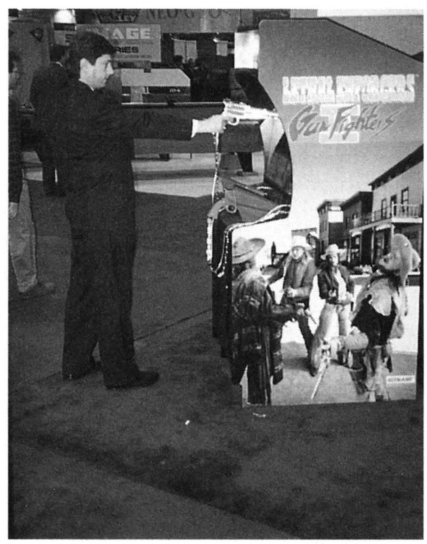
Medalist's Jim Grow, Chris Peppard, Jeff Peterson and Ed Tuhkanen with *Spectrum* darts, which look great, work great and have lots of operator-friendly features.



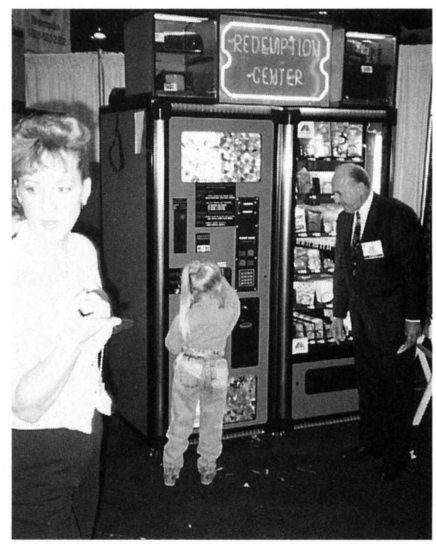
Jeff Walker (H. Betti Industries) visits with Mark Trotter by Capcom's *Polaroid Instant Memories* photo booth. The unit is available with different cabinet themes.



At Lazer-Tron, Norm Petermeier and Ron Carrara proudly look on as a showgoer has fun on their latest redemption skill game, *Wild Thing.*



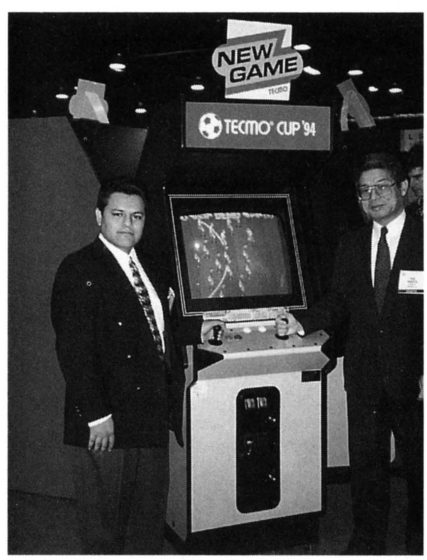
Konami led the spring video lineup with the intro of their *Lethat Enforcers II: Gunfighters* shooter. The firm also showed *Racin' Force*, a 2-pl. driver.



Smart Industries sales vet Larry Berke looks on as a youngster pays tickets into the *Redemption Center* which vends prizes without attendants.



Jerry and Sue Monday visit GaMCO's Ron Yaffe (his firm is celebrating its tenth year in business). Ron and the Mondays are with his *Tiddly Dinks* game.



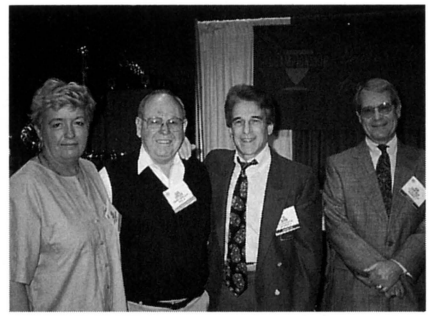
Tecmo's back with a horizontal video kit called *Tecmo Cup '94* (coming in April). Showing it are Ken Nakata (right) and Latin American salesman Joel Cruz.



Standing behind their unique *Pot O' Gold* redemption game are Meltec's Pat Adams and John McEwan. The game puts a twist on the traditional rolldown games.



Coin Controls meets James Industries. Visiting the coin-door and acceptor company's ACME show booth are Jimmy Roberts and John Blouin of James Ind.



At D&R we find Kay Haupt and Earl Eppler of Suburban Vending with Lynn Ruber and Don Canfield. "The grass is always greener" in the world of billiard cloth!



By the *Great American* at the Great American Billiards booth are the firm's Dennis DiSarle, James King and Bob Chapman. Company makes cabinets, too.



At Rainbow Crane Co., sales manager Stann Smith with chief operating officer J.P. O'Neill. Not pictured, but at ACME, is president Bruce Kociemba.



United States Amusement Auction staffers Bea Burton and Chris Slimmer were promoting their auction services for the coin-op industry.



Dart World's Kris Barry, Ed Deschene and Lauren Sexeny showing off the company's display of Easy Rider line of darts and accessories.



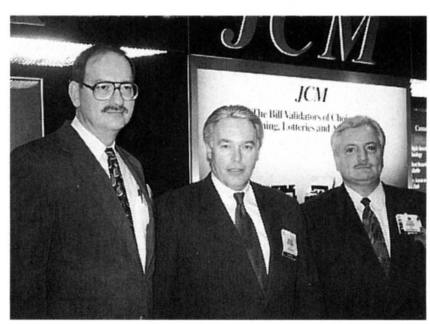
Standard Metal Typer's Guille Flores and Hal Koughn with their machine, which makes neat keepsake medallions and identification medals.



James Ind.'s Denny Nicholson with Coin Controls' Ian McCormick & Dick Gilreath, and Konami's Dan Monaghan by the C.C.I. *Universal Hopper Mk III.*



Imperial International has just about any part you'd ever need for any coin machine. At their booth we find Mike DiMotta, Italy's Mimo Golfi and Paul Cardea.



JCM's North American Bill Acceptor Division took a booth to show their great product line. Pictured are: Paul Beshenich, Wayne Bozeman and Steve Kindev.

still graphics presentation for the usual range of trivia, sex, and card games (30 in all). Available in upright or countertop format, it's shipping now.

Picmatic, from Spain, showed its laserdisc video game system in two cabinet formats: a two-player upright with 25" monitor and a one-player deluxe with 50" monitor. Available now, its software library starts with two titles. *Mirabella Vice* is a cops 'n' robbers shootout on the trail of drug criminals, and *Diablo Brothers* is a traditional Old West adventure.

Sega Enterprises USA led hands-down in the "my word, look at that" category with *Daytona USA.* This one-player, moving-cabinet sitdown game (with a huge 50" monitor) features photorealistic surfaces on a 3D, polygon-graphics world thanks to advanced computer technology. Also, players will experience the real Daytona 500 racing experience because Sega licensed the rights, filmed the course and programmed it into the game! Players select from three levels (each a different course) and choose automatic or manual transmission. Each player gets a joystick and throttle, new mechanisms give a physical sensation of drift, steering weight and kickback. Four "viewport" buttons offer choice of visual perspective, and the music is an original soundtrack. One-player version is shipping now; a less expensive two-player twin version ships in May.

Another deluxe Sega sitdown in moving cabinet was *Jurassic Park,* which offered more of a "ride" or attraction experience than a game, although the players are equipped with "tranquilizer guns" and given the mission of putting some big, hungry lizards to sleep. If this remains more of a ride and less of a game, that's not necessarily a criticism because the attraction aspect was very, very compelling (based on the top-grossing film of all time) and this could be a sleeper. Features 26" monitor and original soundtrack.

Third in Sega's big-game lineup was *Star Wars.* This two-player sitdown came in a stationary cabinet with 50" screen; each player gets a



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If you want to know what's hot on the Latin music scene, you need to check with The Latin Jukebox. At their booth, Jackie Rosenfeld and Howard Kopelson.



Showing their company's new models *303* and *313* coin counters and explaining their features are Scan Coin's John Greiser and Per Lundin.



Quartermaster's Terry Hayes by their *Lucky 8 Lines* with bonus spin. They also carry new and used pinballs, videos, jukeboxes and fruit & card games.



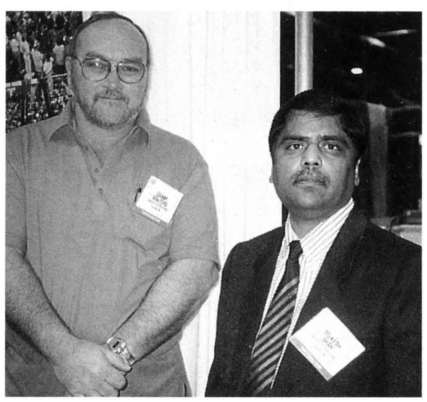
KIC (New Hampshire) makes a terrific line of cleaning products for debit and dollar bill readers. Pictured are the firm's Julia Moore and prexy Craig Barry.



You want change? Chances are you've used one of Standard Changemakers quality-built currency acceptors over the years. Pictured: John Doyle.



With what they say is the biggest color monitor in the coin machine industry – 38" – are Pentranic's Tom Carlton and Mark Trojanowski.



Danny Walter (Sales Manager) and prexy Mukesh Shah of Galaxy Distributing, Tulsa, Okla. They handle a full line of equipment, parts and even the Mr. Ball Polisher.



Circuit Board Sales and More manufactures 8 lines, pokers, videos and, yes, *more!* Pictured at their booth are: Terry Buckley and Malinda Draper.

throttle and joystick as he recreates Luke Skywalker's famous mission to blow up the Death Star. It really looks like the movie with 180,000 polygons a second (that means a really powerful computer is at work, folks). As in other top Sega games, players can hit buttons to change their point of view on the action.

Finally, Sega had a two-player dedicated upright version of *Virtua Fighters.* This should bring the price more into "possibility" range for more operators (though we hear a surprising number of street guys went for the big version).

SNK Corp. said they'll continue to support their Neo-Geo system through the year 2,000 with software coming from 16 different third-party suppliers. Their 32-bit system won't debut until 1995 or '96, said the firm. At ACME, the company showed some new paks for Neo-Geo (and so did Tecmo, Taito and Data East). Shipping April 1 from SNK is *Super Sidekicks 2,* a soccer game with 48 national teams and player-selectable rosters. For late May release, *Top Hunter* brings cute characters into a sci-fi adventure scenario. Also from SNK is *World Heroes 2 Jet,* the latest edition of this hit fighting game. This sequel is coming in middle or late May and offers two new characters along with more special moves, fake-outs, more attack moves, and overall better gameplay. One-player mode has been upgraded quite a bit with "cinematic" displays.

Strata Group was out to kill with their two-player kit *Blood Storm.* Due to ship mid-April, it offers lots of moves and special power as characters tear into each other. Good strategy will pull in the players even if you take the dipswitch option to remove the blood.

Taito America joined the "world soccer finals are coming to America" crowd with their two-player video kit *Super Cup Finals.* Shipping now, it features national flags and gameplay similar to their earlier hit, *Hat Trick Hero.* A two-player dedicated gun game called *Under Fire* offers a cops-vs.-crooks drama where drug gangs terrorize a city. Eight stages of action

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By Grayhound

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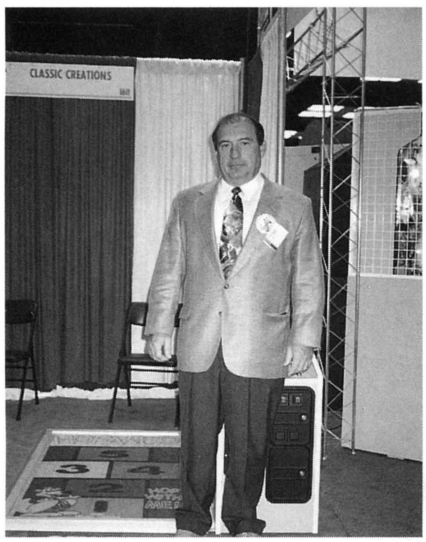
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Reminiscent of an old Brunswick game, East West's *Karate Challenge* got plenty of punches. K.S. Shin said he sold a bunch at the ACME show.



Dixie Narco's Ron Barnes by the firm's cold drink vender. The firm also showed a non-coin-op, reach-in cold drink cooler designed for game rooms, etc.



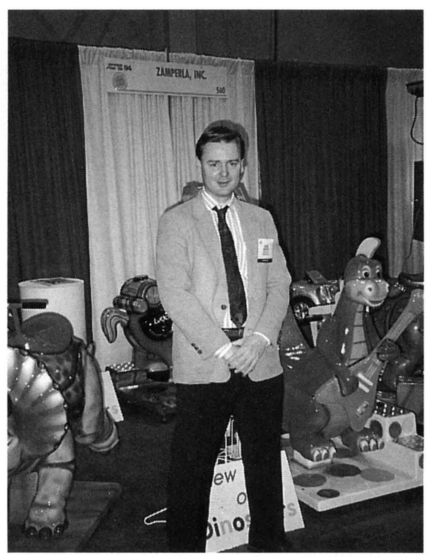
Classic Creations had a neat kiddie hopscotch game called *Hoparoo.* The firm's George Macek told folks all about it, as well as their *Zoltar* fortune teller.



Video Lottery Consultants' Peter Zemlock... "They're a great VLT factory because they concentrate on that specialized market," say observers.



Long-time Aussie gambling machine factory Aristocrat was represented at ACME by VP & chief engineer Ken Orchard and senior video programmer Tony Beyer.



Zamperla's David Martin with their *Rockosaurus* kiddie ride, cashing in on the popular prehistoric lizard theme with a colorful, friendly character.

are beefed up by practice rounds. Digitized graphics give you that breath-taking feeling that you're almost "playing" a movie. Vibrating guns and a "kick" from gunfire adds to the incredible realism. Finally, Taito's *Power Spikes II* is a Neo-Geo kit with a volleyball theme. Choose from three modes of play: men's world finals, women's world finals, and dynamic Hyper Mode with futuristic combat-style gameplay.

Tecmo had an entry in the popular "world cup soccer" category: *Cup '94* is a two-player horizontal kit shipping in April. Great graphics add to the fun (and Tecmo sees special appeal to the Hispanic market for this one).

MUSIC

Wurlitzer, NSM and Digital Disc of America stood pat with existing models (for now), but three factories had something new. Pay attention because more new stuff is coming in the music field, as early as this summer, from some famous factories and maybe from a resourceful and highly professional coin-op veteran. Meanwhile, here's what was shown on the floor (and in the suites) at ACME.

NSM-America has gone ahead and put its "Put-On's" into production. These handsome plastic 3D frames for wall-mount jukeboxes give the operator a way to theme the box to the location. The *CD Hauler* truck-stop version bows in April; the one for a nautical restaurant or bar, and the one for a sports bar, comes later.

Pioneer took a suite to discuss it's planned karaoke-jukebox combo unit which is expected to bow this fall.

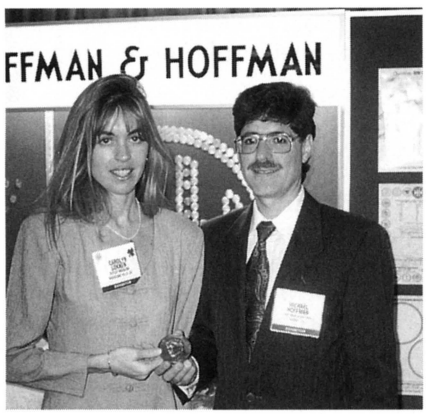
Rock-Ola Mfg. Corp. put the spotlight on *The Legend,* the first full-sized commercial CD jukebox produced by RMC under Glenn Streeter's leadership. It's got a visible CD mechanism, huge album display (16 CD jackets at a time), sleek cabinet design, and modular assembly for ease of operation...plus much more. See our Cover Story for details.



Sharp Image showed their new 33" color monitor (see Randy Fromm's March '94 "Technical Tips"). Pictured are: Matthew Campbell, Chris Anderson & Fabian Espinosa.



Thumper Bumper's Max Freedman and cabinet maker Andy Slachta with the *Madame Tarra* fortune teller machine. Sound kits will be available soon for this neat novelty.



Hoffman and Hoffman's Michael Hoffman greets *RePlay's* Carolyn Lokken. He's holding an William Jefferson Clinton official presidential inaugural medal.



Greg Sullivan of National Sports Games greets Collins Music's Billy LaHart. They are with the firm's new and highly-praised *High Tops* kiddie basketball game.



Pictured is Coin-Op Olympics organizer Steve Epstein with Katie Vro (Bloomington, Ill.). The Olympics were a series of game competitions played by showgoers.



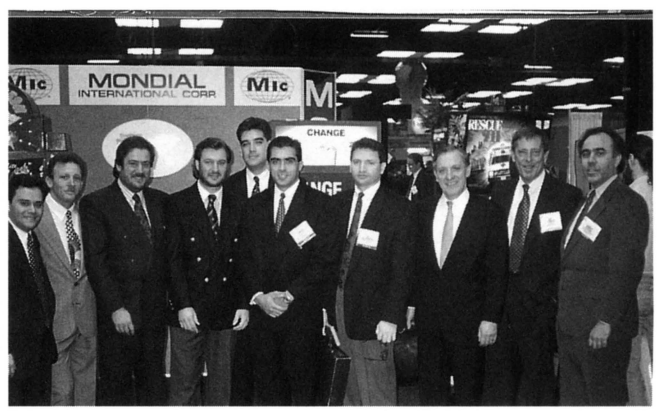
At Belam we find: Howard Goldman, Ago Mensah, Henry Coletti, Caron Haim, Bob Haim, Laser Video Network's Chuck Arnold and Paramount Vend.'s Bob Matthews.



At ARMS with their on-line money tracking and redemption management systems are Alan Fluke, Rhonda Fletcher, Lou Cappetta and Chris Weiman.



Happ Controls had their display of joysticks, pushbuttons and other parts. Pictured: Jim Prokop, Tracy Happ, James Perales, Theresa Harper and Bob Panek.



Fully-manned and ready for ACME action, Mondial International reps gather for a portrait. That's Dick Sarkisian and Bob Fesjian over at the right.



Over at the CDS booth, company president Tim Sharp proudly shows his firm's CD jukebox conversion kit, which changes jukeboxes from 45s to CDs.



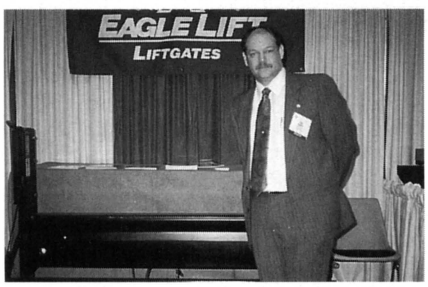
Kevin Sharp Enterprises, manufacturer of video 8-line games and pokers, had product on display at ACME. Pictured are Kevin Sharp and Linda & Richard DeBond.



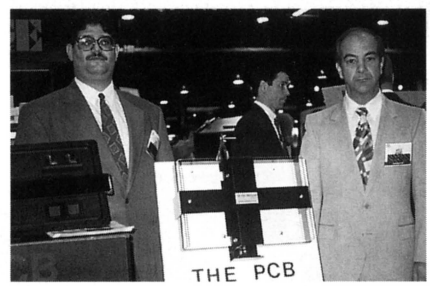
ESD's Earl Romine and Bob Matthews kibitz with Carolyn Lokken. She's holding one of their *Triple Security* locks (they also displayed coin chutes).



Coinco had brand new currency validators for the amusement and gaming industry along with their coin doors. In the photo: Ken Hoffman and Mike Durec.



If you've got to move equipment, then you need a liftgate for your truck! How about Eagle Lift's? Here is the company's Dan Barry with one of his quality units.



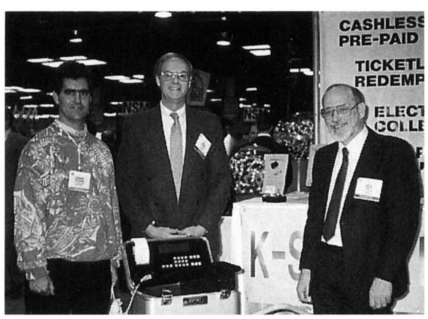
Kyle Wang (right) of Loxtronic with Jeff Scheer by the *PCB Protector*, a new security bar that uses existing door frame hardware – no drilling necessary.



Neotec has a full line of monitors including a new 33"color monitor (needs no isolation transformer). In the photo: Joseph Wu, Jennik Sarkissian & Mickey Tessler.



Chicago Lock Company's John Nelligan, Dale Padjen and Glenn Adkins with their booth of all sorts of security locks and a new bulk vender lock.



Visiting the K-Scale booth is Illinois operator Ed Tolisano (TBI Games Unlimited) with Bill Foster and David Scott.They are standing with their *Max* scale.



Globe Ticket and Label company supplies the trade with all sorts of tickets for redemption, etc. Pictured: Colette Acuff Coleman, Charlie WIlliams and Bob Smith.

Rowe debuted its compact CD jukebox, called the *CD MM-1.* Shipping in early May, it's less expensive than a full-sized juke but has all the basics of Rowe's bigger models (100 CD capacity, bill acceptor, etc.).

Seeburg International had a new wall-mount jukebox (to be named later) featuring a complete mechanism inside. It also has a CD capacity of 102 discs, visible mechanism and a turning album menu inside the black cabinet. Seeburg hopes to ship by May.

PINBALL

Four brand-new pins and two previously-released titles made this a solid flipper show...especially since all the new ones were so good. Which was best? That's a very close call, but it's a pleasure to say all three companies are serious "contenders" at the moment. The operator can only benefit from the availability of solid quality goods, even if pinball sales are somewhat softer these days than during the boom of 1991-3.

Data East Pinball was featuring *Tommy,* still in production and still available at distributors...and still getting many positive comments from the trade at ACME. It's a "prestige" project for them, based on the hit Broadway revival of the Tony award-winning rock musical. A record number of songs (21) by The Who are in the game's soundtrack, sung by original cast members. Gameplay lets players take the part of the "deaf, dumb and blind boy who sure plays a mean pinball" by masking parts of the playfield at times! A moving 3D model of a WWII bomber reflects the 1940s wartime London setting of the story.

Midway Mfg. had its latest Bally pinball at ACME. Shipping this month, *World Cup* is an "official, licensed" product tie-in with this year's U.S.-based soccer championships. Gameplay features the real teams which will compete in the finals. Players simulate city-by-city playoffs, with a multiball climax that's coordinated to dot-matrix ani-

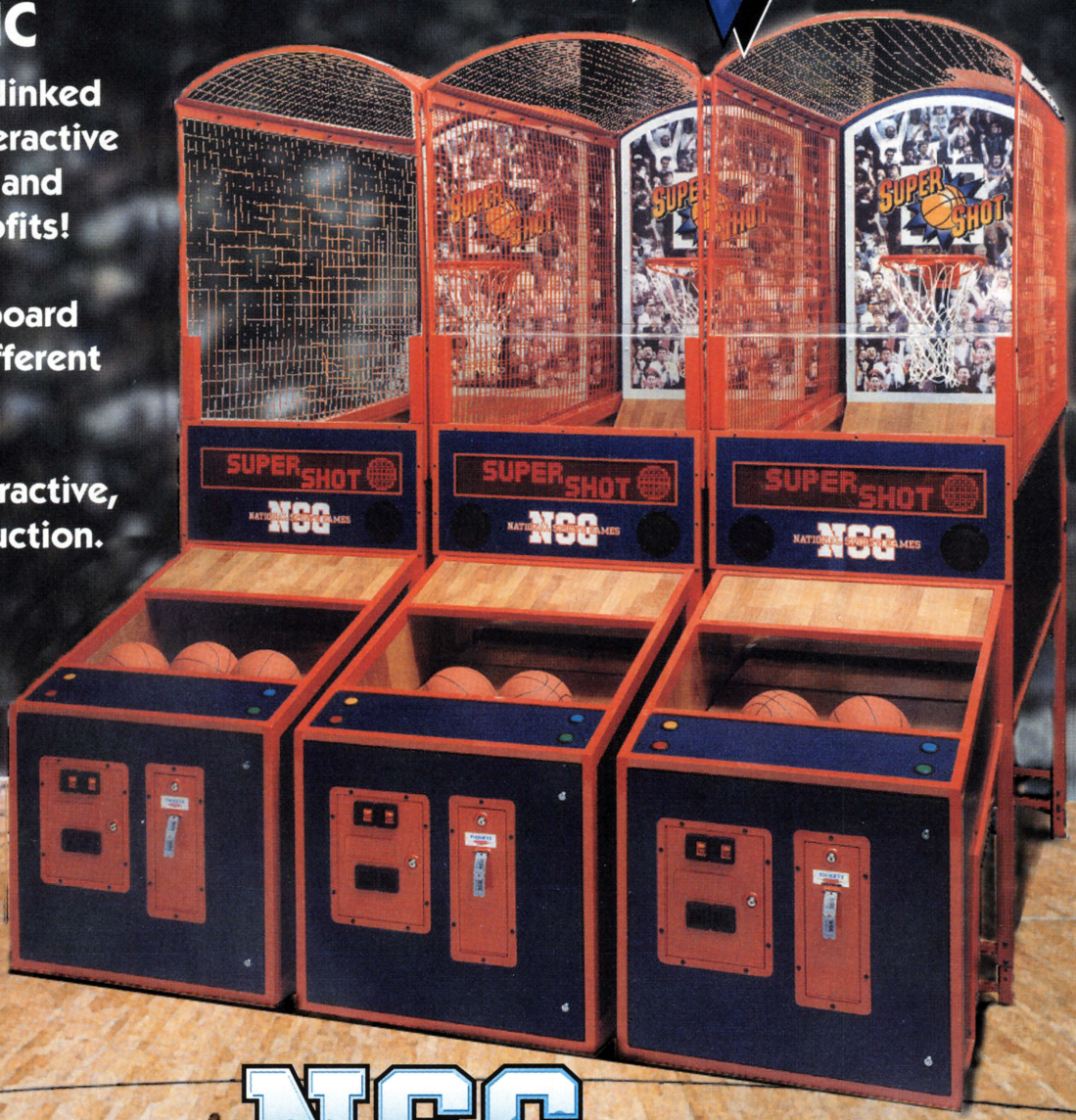
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NATIONAL SPORTS GAMES

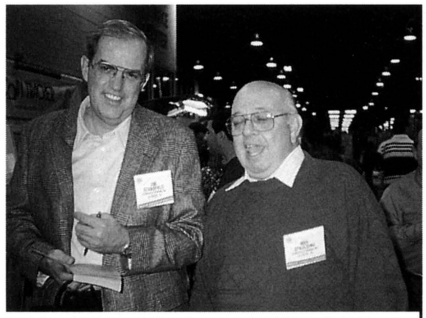
NSG

America's Leading Sports Game Company

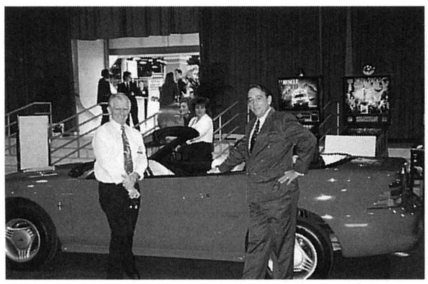
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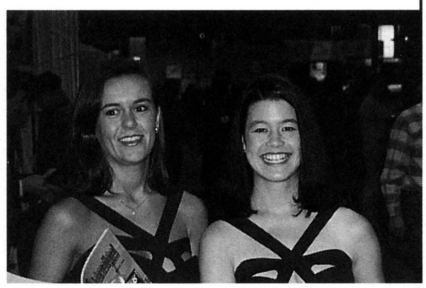
Mike and RIch Babich (or, as dressed here, Loof Lirpa) on the show floor. If the Babich boys didn't do something whacky for a show, we'd faint. Their best yet!



Jim Stansfield and Max Spaulding of Stansfield Vending (LaCrosse, Wisc.) on the showfloor. Looks like they were checking the exhib list for their next stop.



Jack Rodios (Aussie trade mag topper) looks like he wishes he won the new Mustang. Sorry, but it went to lucky Steven Schroeder of Sioux Falls, S.D. Congrats!



Fashion models? No, Australian trade journalists! Jane Rodios & Siddah Russell handed out copies of the new *Cash Box International,* aimed at a global readership.



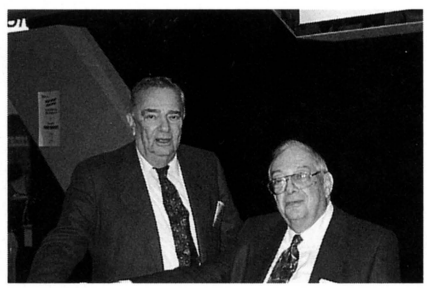
Buddy Tony Montgomery (RCA) is now with Disc Mfg. & searched the floor with Sue Simone & prexy Myron Shain for game makers needing software pressing.



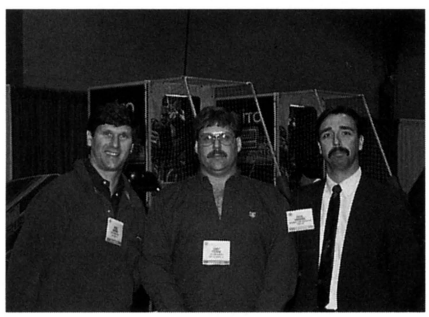
Family fun center folks at ACME, from left: Tom Ward, Gene (ShowBiz) Cramm, Tom Maletic and Ken Schooer (Soft Play) and Farshid Khoshgam (ShowBiz).



Mega-op & distributor Fred Milner (Bondeal, Hong Kong) tells SNK's Elli Davalos how he managed to get pinball legalized on his island after 18 years.



Distributing giants confer on the show floor. Here we find Pioneer Sales & Service's Joel Kleiman with Central Distributing's Lou Singer.



California operators Brad Brown (Worldwide Video) and Gary Pierini (Coin Amusements) with distrib Doug Hardina (AMD Amusement Games Distributors).



Eileen Koenigsberg (wife of AMMA prexy Steve) is joined by those down-South distributors, Jay Waldman and Harvey Weingarten of Kentucky Coin.



Premier's *Rescue 911.*

mation on the backboard. A spinning soccer ball dominates the playfield, and the sport's mascot (a cartoon dog named "Striker") is featured on the backbox art.

Premier Technology showed its most exciting pinball in a long time: *Rescue 911,* featuring the sounds of real 911 phone calls ("Help! My wife is having a baby!") and dispatcher voice ("Stay calm, sir; we're sending paramedics"). Gameplay offers six emergency scenarios including wildfires, flash floods, cave-ins, a kidnapping/hostage drama, and auto wrecks. Players must shoot the ball to call 911 and "save" the victims. Playfield goodies include a 3D moving model of a hostage rescue chopper that carries a clear acrylic ball that turns red! Dot-matrix animation provides dispatch messages, etc. In all, this was a handsome, exciting pinball game that should stand right up there with the best our industry has to offer. It's in production now, and although Europe usually gets the first production batches, th U.S. goes first this time.

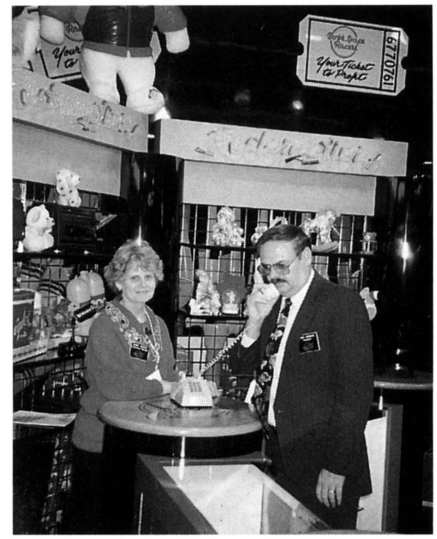
Premier also showed *World Challenge Soccer* which featured a goal box and 3D model of a soccer player in the upper lefthand corner of the playfield. The dot-matrix screen provides animated soccer action to



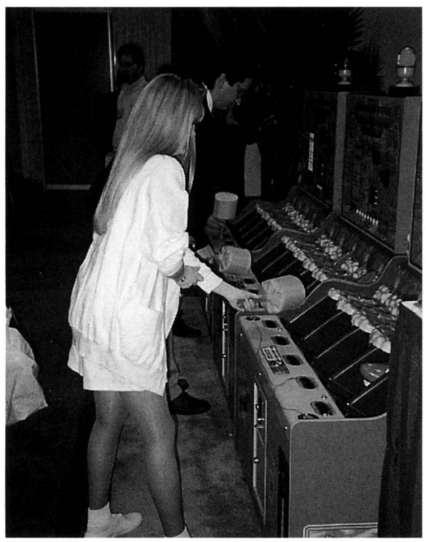
Konami – certainly a video powerhouse at ACME with *Gunfighters* – was not without its redemption piece to show. Their *Funky Monkey* prototype looked good.



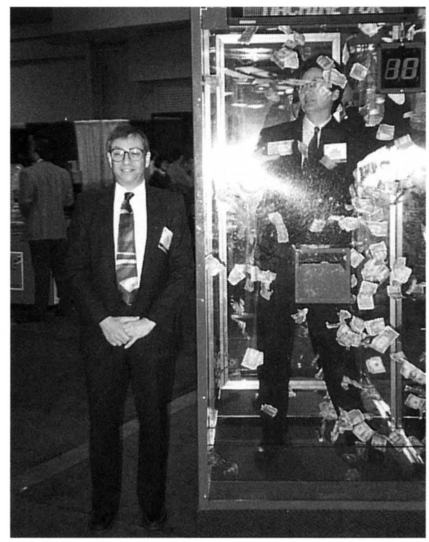
Leisure Industries had an impressive display of quality bill stackers and acceptors. At the exhibit are Moishe Yeshaya, David Levy and supremo Jed Forman.



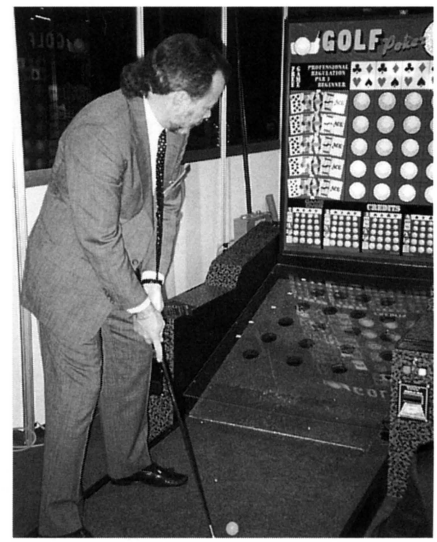
The next best thing to being there…Bob's Space Racers' Jack Mendes conducts business from the floor at his redemption booth. That's Sandy Mendes, too.



Namco's *Shark Basher* linkable hammer novelty is due out in May. This photo finds model Randi Lee going after it along with *RePlay's* Curt Vanstrum (background).



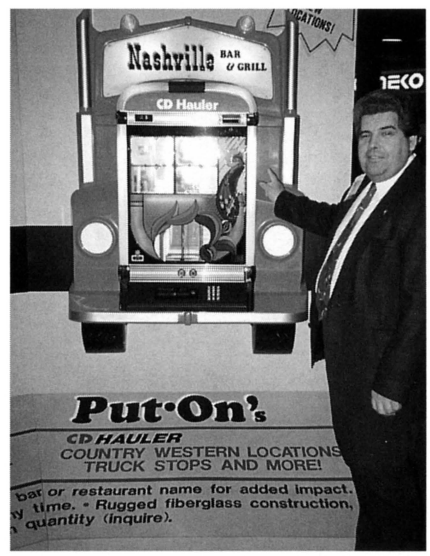
Fun Industries' Mel LaForce gives us a snapshot while Curt Vanstrum demonstrates the company's *Cash Machine.* The piece is great for location promotions.



Bulldog's LeRoy Hancuff shows how it's done on the new Intel Communications *Golf Poker* game. It's still being tweaked but looks good.



Jimmy Pietrangelo's Amutronics had his Whacky Wheels (debuted at fall's AMOA show). This is the "3-ring circus" version with circus characters on the wheels.



NSM's George Haydocy shows off full wall phono set into their new *CD Hauler* plastic truck front. Installation is easy and speakers can be set behind the headlights.



U.S. Games, certainly a preeminent countertop maker in the business, showed their 50-games-in-1 *Countertop Champion.* With it, Don Smith & Mort Ansky.

coincide with the action of the silver ball. Three ramps and a truly incredible soundtrack in stereo (roaring crowd, other sound effects) round out the game. It's shipping now.

Williams Electronics won big applause for *Demolition Man,* based on Sylvester Stallone's sci-fi movie hit which just came out on home video. Players activate the flippers by pulling the triggers of two silvery gun handle grips which are mounted above the cabinet. The DCS sound system pumps out music from the soundtrack, plus (a first) original speech recorded for the game by Sly Stallone and Wesley Snipes! Gameplay offers jackpot-style rewards, or the now-standard "games within the game" format of recent WMS pins. A moving claw can position the pinball above your choice of ramps. It's shipping now.

REDEMPTION

Many ACME visitors (especially those from overseas) thought the show was overwhelmed by all the redemption. Well, there was a heck of a lot of it...not only from traditional redemption factories, but also from just about everybody else: video, pinball and novelty makers. But quality is not a problem, so long as there's plenty of quality and ACME sure had it. Again, plenty of "golden oldies" and timeless classics were shown in the redemption category at ACME, but please note: in this review we only have space to note the brand-new items.

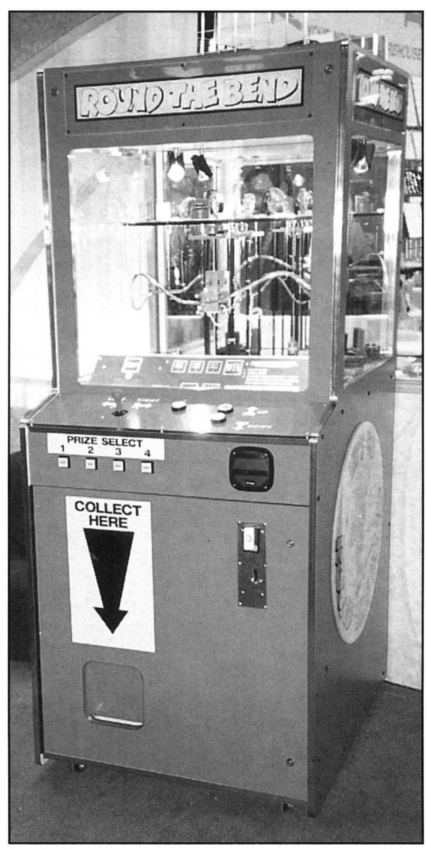
Advanced Games & Engineering showed *Snack Attacker,* their "win every time" candy crane vender. It's available now in a handsome new color scheme. Also shown in prototype form was *The Prospector,* a watch crane in a steel cabinet.

American Sammy bowed a tic-tac-toe ball-toss game aimed at grown-ups. It's called *Magic Mr. X.* A bonus feature lets players match "X" at the end of the game for extra points. It's available now, as is *Coin Circus,* Sammy's coin rolling game where players aim at the open, waiting arms of a 3D clown in center of



Bromley's *Dino-Rally.*

the playfield, which is covered with a plexi canopy. A bonus feature rewards the player with all the fallen coins if he makes four shots in a row. This one looked darned good and trade people took very favorable notice at ACME. Also handsome was a kiddie redemption video called *Kero Kero Keroppi,* featuring a big



Round The Bend from Century Vending.

yellow plastic frog character licensed from Japan. Simple adventure gameplay should appeal to tiny tots.

Bay-Tek had a new rolldown called *Jungle Picnic* featuring animal art and sounds. It's as good looking as Bay-Tek's products always are.

Benchmark had a classy token rolldown game called *Roll for Gold* where players send their spinning coin down twin chutes, timing the launch to hit bonus targets if they're skillful enough.

Betson Enterprises had street operators smiling at *Rage in the Cage,* a street-themed basketball toss redemption game. It gives winning players their choice: do you want tickets, or should the game vend merchandise (a basketball, to be exact). It should ship early next month. Besides their usual range of merchandisers, novelties and cranes, Betson also showed an updated *Super Marksman* shooting game with 20" screen and six games; a prototype blackjack game called *# 63;* and *Jelly Belly,* a kiddie version of their imported strength-tester *Punch Belly.* It's set to ship in early May.

Bob's Space Racers bowed their *Kiddie Bowler Roller,* a scaled-down version of this classic skill game. Shipping now, it looks like a good bet for the children's market.

Bromley Inc. showed *Dino-Rally,* a lavish redemption item with pinball-style playfield. This updated classic features seven lanes for winning, themed around the idea of "dinosaurs in race cars" which is presented beautifully on the backbox and playfield graphics. You can insert one to seven coins, pick one to seven "cars" and press "start." Gorgeous presentation, as always from this company.

Century Vending & Distributing showed *Round the Bend,* an ingenious skill merchandiser with watch prizes. Players use a joystick and buttons to control a ring, trying to thread it around a twisted stick without making contact. Winners may pick the watch of their choice. *Speedy*

A PITCHER'S DREAM



SPECIFICATIONS
Model PD16: 6'x16'x7.5'
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Classic Creations' *Hoparoo.*

Mouse is a hammer game that vends a prize every time (winners get a large or small egg-shaped prize capsules; losers get a small "superball"). Both games ship in May.

Classic Creations showed *Hoparoo,* a hop-scotch game where kids jump on the moving lights on a lighted floor mat.

Coastal Amusements showed a sensational new import from Harry Levy of the U.K. *Feed Fido* is a hammer game. Players face a playfield with three cute, fluffy dogs which sit in little doghouses (the dogs are little stuffed animals under the glass canopy of the playfield). Any dog may suddenly move toward the front of the playfield at any time. When one of them "leaps," the player must quickly use his hammer to strike the corresponding pad on the control panel, causing a "bone" to move forward and block the doggie's attack. This one got great reaction at ATEI and we can see why. It ships in early May.



Doyle's *Shark Frenzy.*

Shipping now from Coastal are some more new or updated titles including *Robo Bop,* the high-tech carnival bell-ringer, which now vends capsules; and *Pirates Treasure,* a rotary prize dispenser also from Harry Levy. *10 Pin Bowling* from Levy is a two-player bowling themed game where you hit the button at the right time (hopefully) to drop the moving ball. It scores like real bowling.

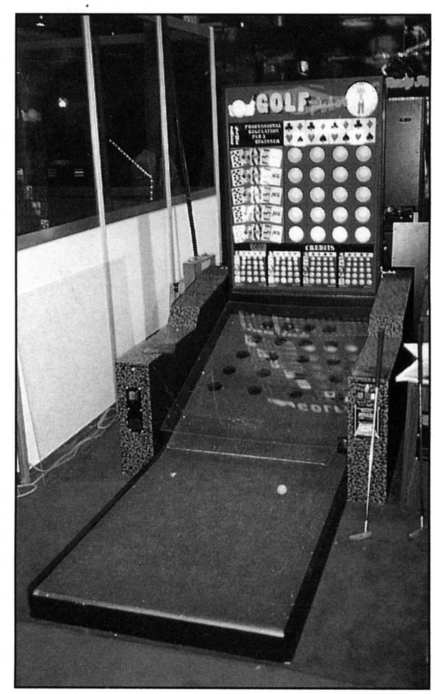
Coin Concepts, Inc. bowed a really gorgeous, old-style, token-rolldown type game with baseball theme, called *Home Run Hitter.* Now in full production, it mimicks baseball gameplay by having players aim their tokens at holes in the rear playfield which symbolize a single, double, triple or home run (the latter is represented by a "very small" hole). Of course, first players must maneuver their token around the mid-playfield holes which symbolize outs and strikes! An old-fashioned animated backbox display shows a base runner, which really adds to the nostalgic fun.

Data East USA showed a roll-down called *Carousel,* where players try to spell the word "Jackpot" on the backglass by landing the ball in target holes which are built into a revolving merry-go-round on the backglass.

Designs International showed the games that won first-place awards at the 1993 IAAPA ("Parks") show. These are *Mini Midway,* a ball-toss redemption game with attendant's counter, and (shown via poster) *Mini Himalaya,* a theme park type ride suitable for kids and adults. The firm also makes bumper cars and other carnival type equipment.

Doyle International had a new ball-toss, carnival-type game called *Shark Frenzy* which is available now. Also new is *Hoop Shot Rally,* a two-basket version of their sports hit.

Fabtek finally has *Super Mario World* in production. This ball toss game is beautiful to see and hear, yet provides a real challenge as players try to pop balls through target holes that range from easy to difficult. Of course, the licensed title characters



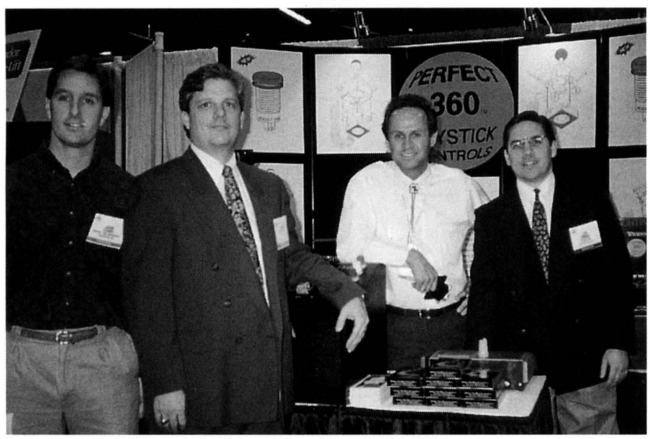
Golf Poker by *Intel Communications.*



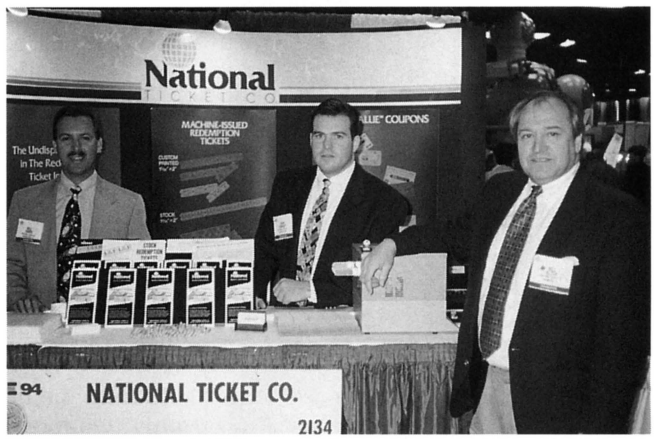
Pete & Virginia Kauffman of Exidy fame with Dennis McLean (Magic Co., South Africa) and John McDonald (Unimac, Johanesberg, South Africa). They're with *Troll.*



With the *Ultimate Pool Table Mover* at the Reid Sales booth are, from left: Michael Erwin and David Jackson of Action Jackson, Scott Wray and Reid & Marjorie Sales.



At Perfect 360 Joystick Controls, John Curry (Quarter-Time Amuse.), Alan Combs, Randy Mitchell and Lon Combs. Their joysticks come with a two-year guarantee.



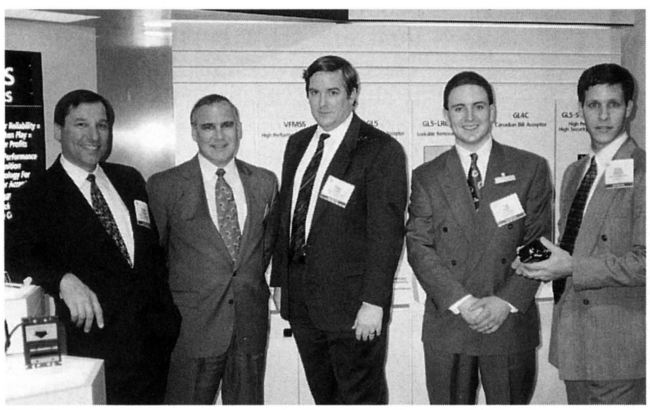
National Ticket Company's Bill Owen and John Conway get a visit from a fellow whose redemption equipment sure uses their tickets...Alter Enterprises topper Bill Alter.



With reps from some of the companies who made the Coin-Op Olympics possible are winners Bruce McCaskill (1st place), Chris Grey (2nd) and Weyman Moon (3rd).



Parts specialists at Wico stop show action for a picture: Wayne Segedie, Joe Kumpel, Dick Geerling, Mike Burn, Bill Casey, Tlm Shelley and Vartkes Sinanian.



Frank Fabian, Bill Millette, Craig Lewis, Tom Happ (Happ Controls) & Steve Shever at the Mars Electronic Int'l. booth with "Cash Flow" for international amuse. applications.



Pictured with Wells-Gardner's *U5000 Dual Scan Monitor* are: James Ind.'s John Blouin, Jay Pollitt, Larry Brady, Jeff Gardner, Glenn Turro, Denny Nicholson (James).



Midway's *Addams Family Values.*

are the most famous cartoon names in the world today. Look for this one to become an arcade fixture.

GaMCO showed its *Tiddly Dinks,* along with a dinosaur-themed shooting game *Dino-Shoot* and a basketball-style ball-popper called *Dream Team.* See our separate story elsewhere in this issue for details.

Intel Communications had a combination golf and card game called (what else?) *Golf Poker.* Rolldown type gameplay has you putt the ball over a sloping ramp, aiming at various holes which represent different card values. Object is to build a winning hand. It's available now.

Konami America showed a prototype of a "hammer" game called *Funky Monkey,* where animated model monkeys climb trees in the backbox to reflect rising scores as the player whacks at rubber pads with a big plastic hammer.

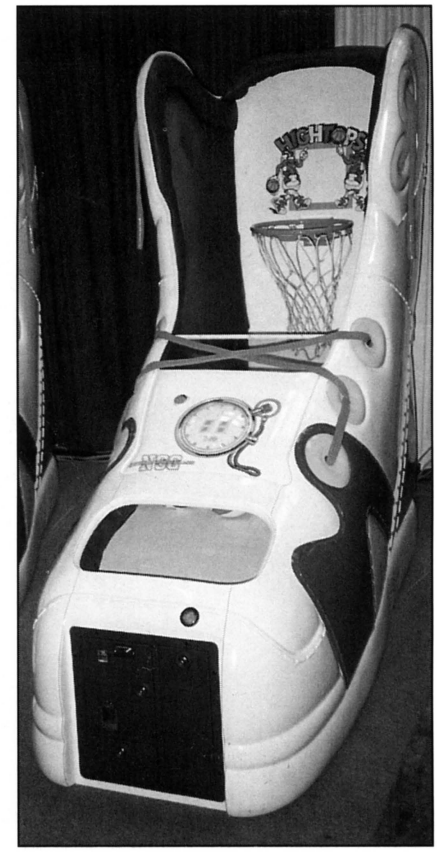
Lazer-Tron showed *Shake, Rattle & Roll.* The player uses handlebars to control a tilting playfield, trying to roll a ball down its length, around bars, etc., to land the ball into lighted out-lanes with changing value numbers. To add another skill element, the ball is launched on a spinning rubber "phonograph record"! Ships late April.

Wild Thing won much applause as a good "street redemption" piece. It's a "sort of" pinball game where the player tries to knock over all the targets and get balls into all the holes before time expires. The title song, licensed from the music publisher, is played on the game's soundtrack.

Midway Mfg. showed production versions of its *Addams Family Values,* a devilishly clever novelty with gameplay featuring coin rolldown action on a vertical playfield with traps, targets and obstacles that offer jackpots, major and minor goals, etc. The game is simple but appealing thanks to a solid concept (from Pat Lawlor) and licensed art, characters, etc. from the hit movies. By the way, only two moving parts are included



Goofy Hoops by Romstar.



National Sports Games' *High Tops.*

so reliability should be tops. It's shipping now.

Midway also had Howie Rubin's *Flying Saucer* coin launcher on show. This handsome and well thought-out unit lets players insert up to five coins for simultaneous launch. If you want a fast-earning, fast-playing, fun game that will earn its keep (even while spitting out wads of tickets), this is it!

Mission Crane Service debuted their latest, the *Premier Oak Skill Crane,* to operators at ACME. (Their booth at this spring trade-fest marked their first show booth appearance.) The crane, which has the same quality-attentive details of their *Neon Red* and *Neon Blue* models (which were also prominently featured), sports hand-rubbed, lacquer-finished oak and gold-tone metal. All cranes in the firm's line are available in 36" abd 42" models.

Namco America had new versions of their previously-seen *Godzilla Wars Jr.* (ticket vend or hopper). Players try to toss a ball into the mouth of the lizard (about 1' tall in

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OPTIONS

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- Neon Cabinet Lights
- Large Prize Redemption Unit
- Bulk Prize Redemption Unit
- Combination Ticket / Token Dispenser

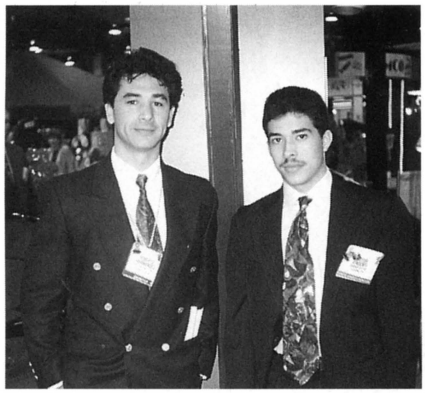
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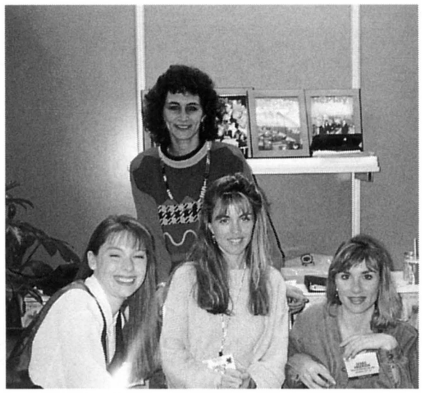
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R.H. Belam's Roberto Hernandez (International Sales) tours the show floor with customer Hector Vincenti (of Hector Vincenti & Associates, Puerto Rico).



A stop at the *RePlay* booth finds Philly's Sharon Harris visiting with Ingrid Adlum, Carolyn Lokken, former staffer (& Chi-town resident) Debbie Anderson.



Two good buddies catch up with each other on the floor. Distrib Hank Heiser (Empire Amusement, Michigan) and *RePlay* publisher Eddie Adlum.



What a nice shot of these nice people. That's Gene & Vicky Seiben of M.H. Associates. Their company is celebrating their tenth year in business.



James Industries' VP John Blouin with wife Janice. John and JI prexy Jimmy are building an incredible distribution network in Latin America.



What a great photo of these friendly competitors. Redemption equipment makers Skippy Doyle (Doyle & Assoc.) and Lori (BayTek) Treankler.



Two show-going guys from St. Louis: Edison Bros.' arcade maven Rich Long with distributor Barry Schraier (Warehouse of Vending & Games).



This photo finds Byron Van Zandt of Best Vendors (Minneapolis) visiting with *RePlay's* Eddie Adlum by the Namco *Cyber Sled* exhibit.

this kiddie version). The 3D model of the lizard is bright green plastic and nicely animated: it moves menacingly and roars with actual old-movie soundtrack noises. A larger, shooting version of the game for older players is called simply *Godzilla Wars;* it was shown in prototype with a shaking cabinet and bigger, 3' version of the same cute 3D model. Hitting poor old Godzilla sends him reeling backwards. This one's probably due in mid-summer. Namco's *Shark Basher* is a nifty hammer game, linkable for competition. It's due in May.

National Sports Games had one of the major redemption hits at ACME with *High Tops,* a kiddie-sized basketball in a giant fiberglass running shoe. Shipping May 1, it offers programmable timed play and a relatively low price for a piece of such obvious quality.

Premier Technology showed a ticket-vending "redemption pinball" game (without any flippers) called *Bullseye.* The player takes a skill shot with the plunger, trying to launch the ball into a simple but challenging target setup on the upper playfield. On the lower playfield, animated cutout characters (a bull, a clown in a barrel) provide a rodeo theme. Stereo sound completes the package.

Purple Star came into the ballgame with *Strike Zone,* a baseball throwing game where one to four players try to strike out the batter. The ball passes through a "curtain of light" which measures airspeed of each pitch. Vends tickets or baseball cards, and is "priced right" for this class of attraction, said the firm.

Quick$ilver showed *Fiddle Stix,* an update on the classic "ball walker" skill game where your score goes higher as you maneuver the ball further along its course between two long steel bars, which you grip with handles. Shown in prototype was *Power Hockey,* featuring one-handed table soccer type gameplay in a cocktail-style cabinet (you can hold a drink in the other hand).

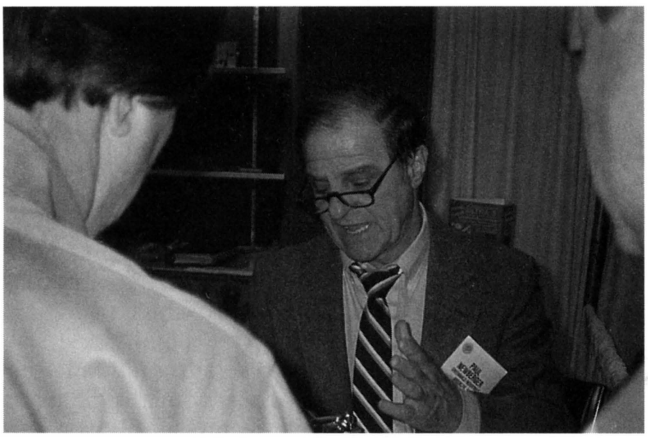
Rainbow Crane Co. showed various cranes with the same name as the



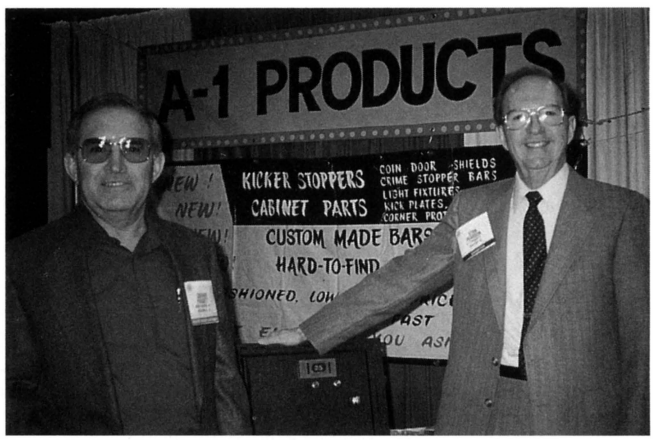
Noel Ind., makers of the *LAX* rotary crane, boast they are the originators of the automatic prize dispenser. Pictured: Kim Alexander (El Paso Amuse.) & Cheryl & Chris Noell.



Hamilton Manufacturing fellas Gary Warden and James Nesmith flank operator John Newberry (Venco Communications). Firm makes great line of change machines.



Business was done at ACME! Greenwald Industries' Paul Newberger tells interested customers all about their coin metering systems.



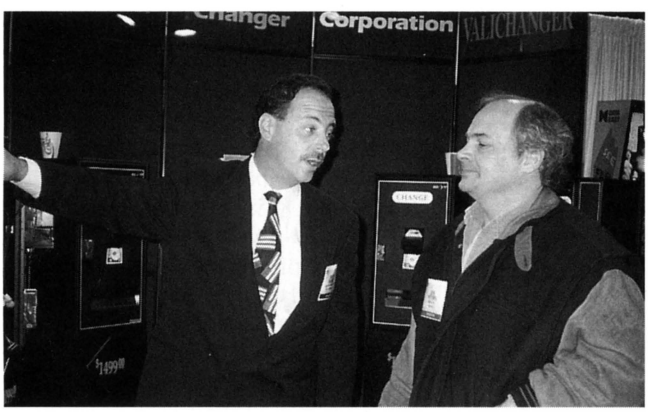
A-1 Products' knowledgeable Stan Pearson (at right) tells Music-Vendors (Jackson, N.C.) all about his security coin doors, locks and kickplates.



At Games of Tennessee: Leslie Warren, Russell Elliott and Jim Brown. The firm makes & distributes pokers, 8-lines, Cooper pool tables, pushers & kids cartoon theatres.



Eyetech's *Motion Genie* is a moving platform the firm says "puts the action back in the arcade." Trying it out is Game Doc's Ralph Sehnert (GD's Kent Tieche is at left).



This shot catches American Changer Corp.'s Barry Frankel in the middle of explaining the features of their *Valichanger* to Gene Potempa (Sun Fun, Inc., Illinois).



Wholesale Games, Inc. distributes 8-lines, pokers and pushers. Pictured: Bill Fannasy, Debra Russell, Troy Stacy, Brian Riddle and John Joplin (4 Your Amusement).



AAMA Prexy Steve Koenigsberg and wife Eileen had plenty to smile about; ACME '94 returned to Chicago with a great spread of strong product.



Trade journalism, East Meets West Dept.: that's *RePlay's* Marcus Webb with *Game Machine's* Mr. Akagi (Osaka) discuss coordinating coverage of int'l. events.



Important conference at the *RePlay* booth! That's editor Marcus Webb with Williams/Bally-Midway VP & GM Ken Fedesna, discussing future advanced technology.



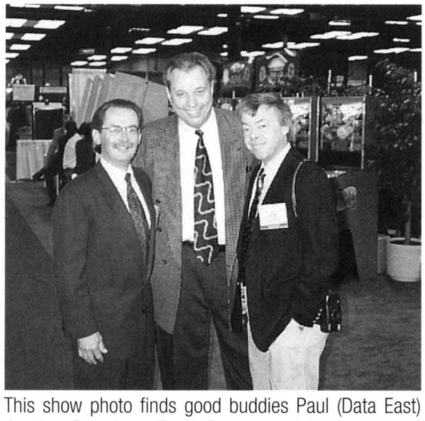
This show floor people shot finds kiddie ride maker Tom Theisen visiting with Linda and Shelly Fernandez of 50th State Coin-Op (Hawaii).



Jason Rusin and distrib Chuck Weiner. Jason, a V.P. with A.J. Video Amusements, started a route at age 14. (Sorry we caught you with eyes closed, Chuck.)



Coin-op's most glamorous international sales rep, Mirielle Chevalier, joins *RePlay's* glamorous Carolyn Lokken and Ingrid Adlum.



This show photo finds good buddies Paul (Data East) Jacobs, Ron (LazerTron) Carrara and Eddie *(RePlay)* Adlum during a quieter moment during the show.



Star of the coin-op gridiron, Premier's Gil Pollock (right), with Chicago Bears player Kevin Butler. Gil's firm had a top pinball at ACME, *Rescue 911.*

company. Their *Animal House* crane is a huge (60") neon-style single crane, also available in classic black. *Toy House* is a 42" version, available in the same two design schemes — neon or black.

Romstar bowed *Goofy Hoops,* which was created by GameStar. It's a classic kicker-catcher game, modernized with movable ball-hoop. Ships mid-April. This one got very strong and positive reaction at ACME.

Sega Enterprises used its world-famous mascot to good effect in a redemption game called (surprise) *Sonic the Hedgehog.* It's a one-player coin rolldown unit that was still being tweaked at presstime.

Smart Industries highlighted the *Redemption Center,* a large, self-contained prize vender which takes tickets and vends merchandise. At last, redemption without attendants for the street operator! Smart pointed to high-security features such as a bar-code reader that lets the location control the usage of certain tickets (and prevents people from using tickets acquired elsewhere). It also reads ticket values. A voice messaging system and two bulk vendors in the large metal cabinet are just some of the many, many features.

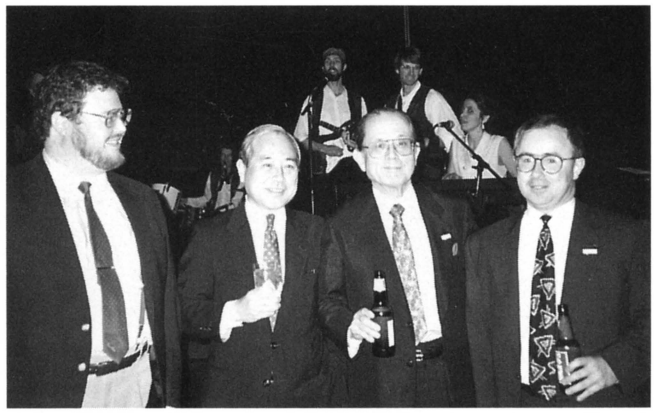
Taito America showed *Jungle Zookeeper,* a very cute ball-toss redemption unit in a nice large cabinet. Players toss balls into the open mouths of seven animals whose plastic heads emit jungle sounds (lion roars, elephant trumpets, and — after they swallow the ball — satisfied burps).

SPORTS & TABLE GAMES

Dynamo Corp. was excited about their *Hot Flash* air hockey table. Shipping this month, it's a new model that shows off the blue and lavender tones which (according to high-priced color consultants) are the most popular hues in the U.S. these days. We couldn't take our eyes off it! Dynamo's *Baby Hockey* is a junior-sized version of their classic air hockey table, with the same basic features



It was quite a crowd that gathered for the distributor gala held to kick off ACME '94. The food was amazing as was the company, a virtual who's who of coinland.



RePlay editor Marcus Webb meets up with Namco folks at the opening party. Pictured are board member Shunji Iki, Chairman Masaya Nakamura and Kevin Hayes.



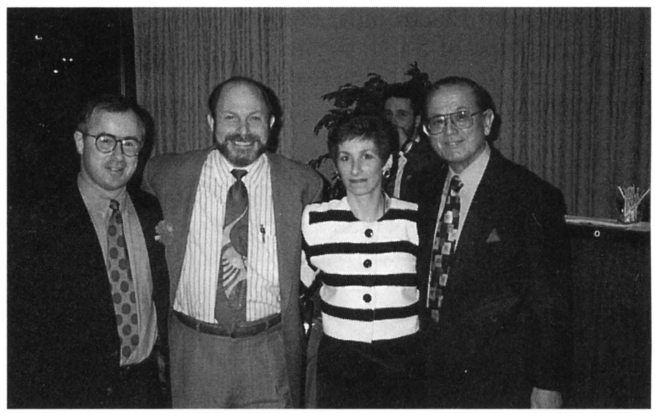
Enjoying the AAMA distributor party (held at the Westin, by the way) are, from left to right: Neil Jenkins, Mike Farnham, Rus Strahan and Mike Rudowicz.



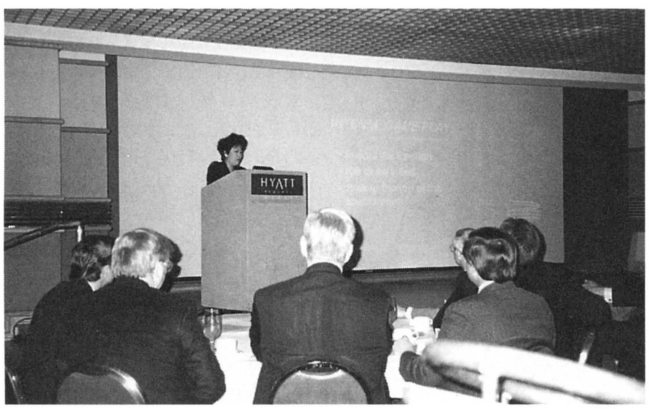
Bob Fay and lovely wife Mary Beth are pictured with Lynne and Gary Penrith at the Westin "roundup". Like Fay himself, Penrith used to be with the FBI.



At Namco's hospitality party at the Sofitel are board member Shunji Iki, Leisure & Allied's Malcolm Steinberg & Namco supremo Masaya Nakamura interrupted in chat.



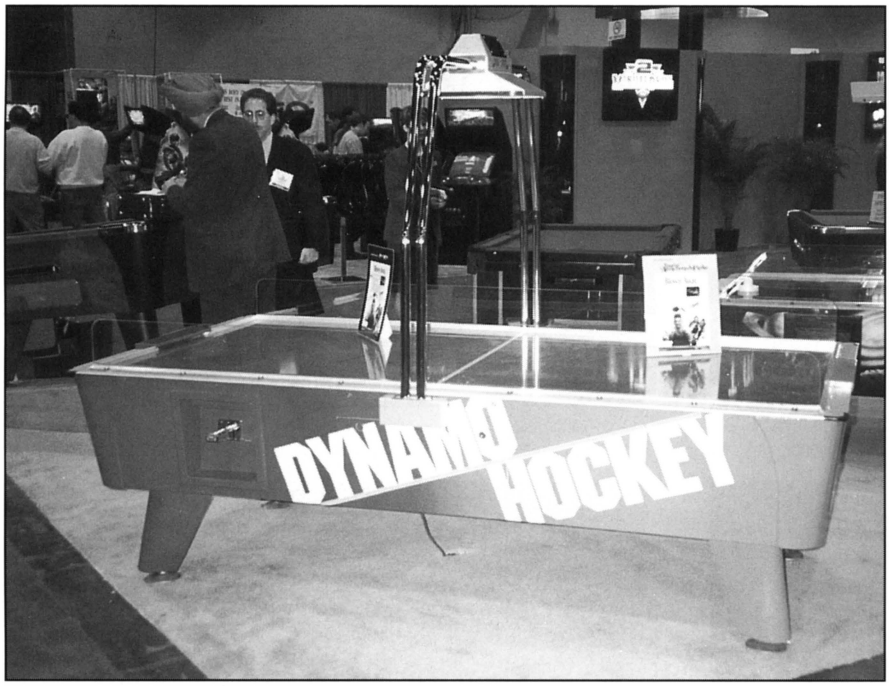
Namco always throws a very gracious party in their suite. Pictured, Namco America's Kevin Hayes, AAMA's Steve Koenigsberg, wife Eileen and Chairman Nakamura.



At the Atari distributor breakfast meeting, factory vet Mary Fujihara explains that their reinvigorated engineering department is at work on some seven new video games.



Williams/Bally-Midway dealers were treated to more than a new product review at their special meeting as Joe Dillon & friends entertained in true St. Paddy's Day style.



Dynamo's hot hockey table (above); below, Carousel's *Willie* the killer whale ride.

plus a safety net since air blowers produce faster action on a smaller playfield. Of course, Dynamo's going strong with their *Designer Series* pool tables, featuring five sizes, a complete brass-finish package, and operators' choice of cloth color.

Grayhound Electronics showed off a prototype of a live soccer ball kicking cage. It is still being tweaked, and it looks like a neat idea.

Merit Industries was "on point" with *Power Darts,* an eight-player electronic dart game. Available as a dedicated unit or update kit for existing Merit dart games, it should ship this spring.

Valley Recreation Corp. showed their *Image Series* pool tables (see



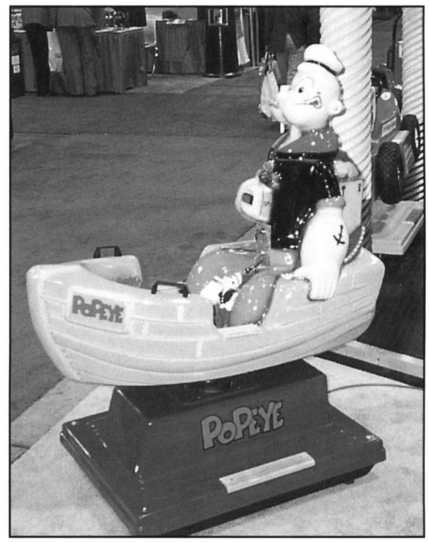
separate story, on page 190, for full details). Shipping in May is their *ZD-6* pool table, featuring no color in the cabinet; just classic wood grain with chrome trim. The *Cougar* line of electronic darts continues on as before.

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Theisen Vending's sailor man kiddie ride.

KIDDIE RIDES

Long the unsung, under-appreciated segment of coin-op, kiddie rides have come into their own recently. This spring's ACME show offered a sensational selection of quality goods, including licensed characters ranging from Popeye to Fred Flintstone and some wonderful animal and vehicle rides.

Carousel bowed some new rides including *Willie* the killer whale and *Sammy Saurus,* the happy dinosaur.

EMT (Elektro Mobile-Technik) is NSM's kiddie ride subsid; their new rides included the *Dozer* which lets children "control" a scaled down bulldozer in bright yellow colors.

Just Kiddie Rides was flipping over trade reaction to their beautiful "Flintstones" ride of rides featuring designs licensed from Hanna-Barbera. Fred's distinctive car with ragtop and stone cylinder wheels, Barney's pointed-log auto body, and a purple "Dino the Dinosaur" make up this good-looking collection.

Theisen Vending showed a ride based on "Popeye the Sailor Man" which resembled a boat with the famous character; it won extremely good reviews from ACME showgoers.

Other companies showing kiddie rides included "the regular firms" plus a few newcomers to the field like Coastal. We'll have a thorough kiddie ride roundup in our special issue on that market this summer.

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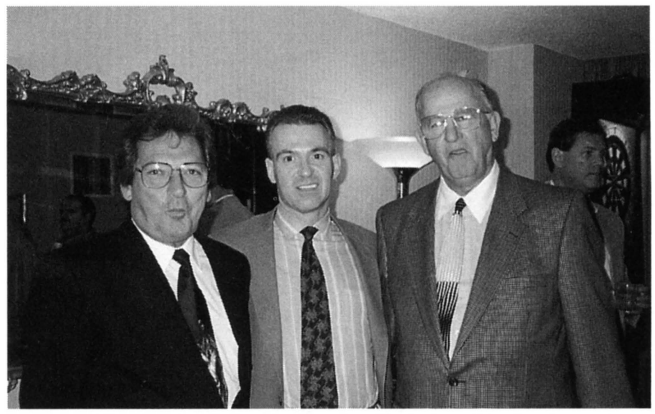
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Trade press international...*RePlay* editor Marcus Webb (left) greets his counterparts from 'round the world during the nighttime hospitality suite tour.



Fun times at the Merit hospitality suite. From left, Birmingham Orlando salesman Larry Vaughan, Merit's David Myers and Birmingham Vending topper Al Toranto.



At Jaleco's suite are Howie & Abbie Rubin with Dom DeFazio (Reba/Canada). Now an indy designer, Howie's already placed 3 games, including Wms. *Big Cheese.*

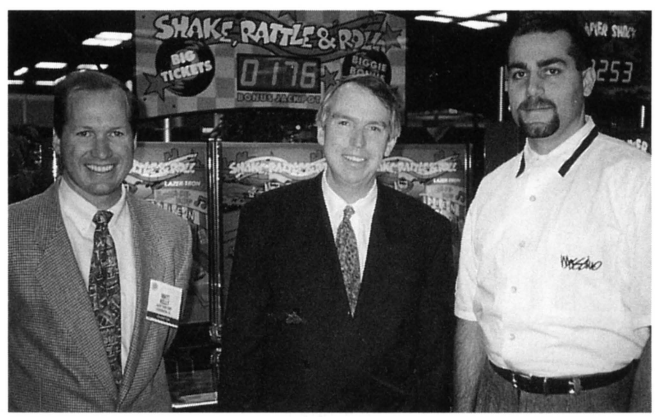




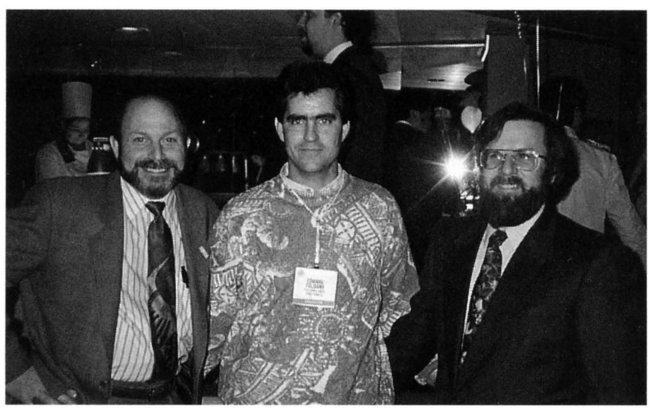
Jimmy Roberts' Gaslight Club, located at the nearby O'Hare Hilton Hotel, was the logical scene from one of the most bumptuos parties during ACME. Jim's co-hosts were: Coin Controls, ELO Touch Systems, Hibbing Electronics, JCM No. American Bill Acceptor Division, Starpoint, Wells Gardner & Wico. The party was a veritable sardine-can of people.



Boston-area operator David Jackson (Action Jackson) meets up with long-time pal *RePlay's* Ingrid Adlum on the show floor. That's route technician Michael Erwin at right.



Lazer-Tron's Matt Kelley meets up with industry graphics man Tom Harlan of Beeline fame and Beeline's Greg Raub. They're pictured with *Shake, Rattle & Roll.*



At Strata's distributor gathering, AAMA topper Steve Koenigsberg, Illinois operator Ed Tolisano and Strata's Richard Ditton. (Strata promoted their new *Blood Storm* video.)



A big group of Malibu Gran Prix folks at the Namco booth: Mike Maguire, Billy Warr, Richard Bromberg and Bob Baker with Namco's David Swafford.

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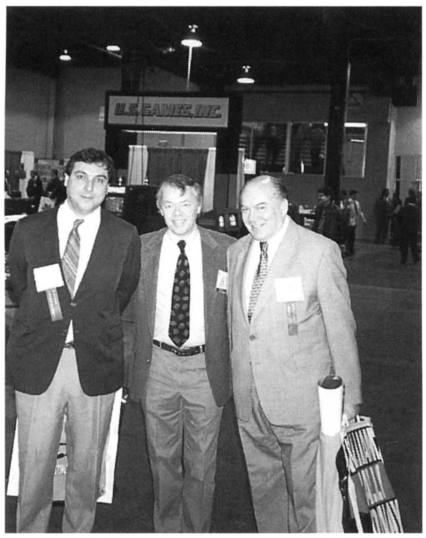
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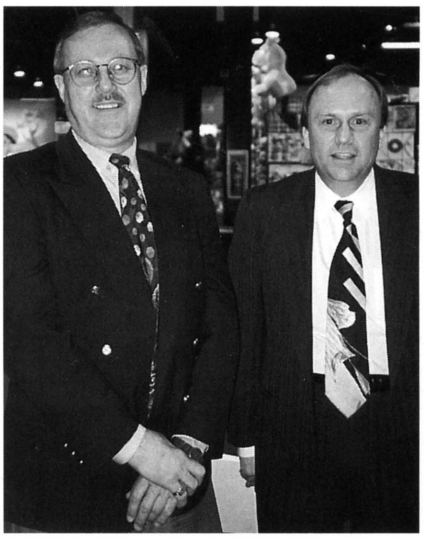
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Brazilian tradesters Claudio Antoun (left) and Pedro Secemski flank *RePlay* publisher Eddie Adlum. Pedro, one of Brazil's true patriarchs, hits many U.S. shows.



Del Johnson, Senior VP of Innovative Gaming Corp., of America with Steve Blattspieler who recently exited Capcom and might be doing some consulting for IGCA.



Christine Butterworth, editor of *Euroslot,* checks in with tradeshow coordinator (Fun Expo) Bailey Beeken. The pair meet up over by the Jaleco video driver display.



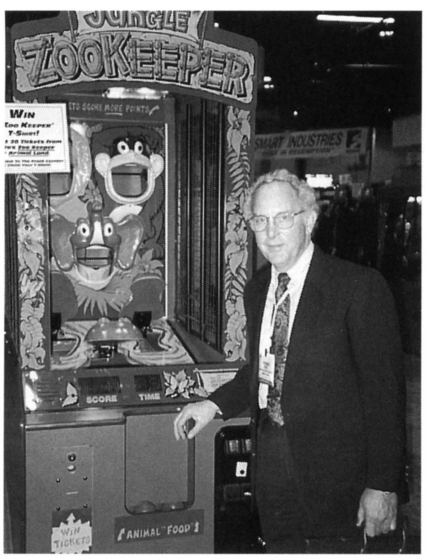
Show organizer Judy Novak (William T. Glasgow & Co.) with her son Joe, who is a big fan of Chicago sports teams. Anybody got an autographed ball?



Ingrid Adlum meets Billy LaHart. Now working out of Collins Music's Kernersville, N.C. office, Billy spends time checking the game mixes at their bowling stops.



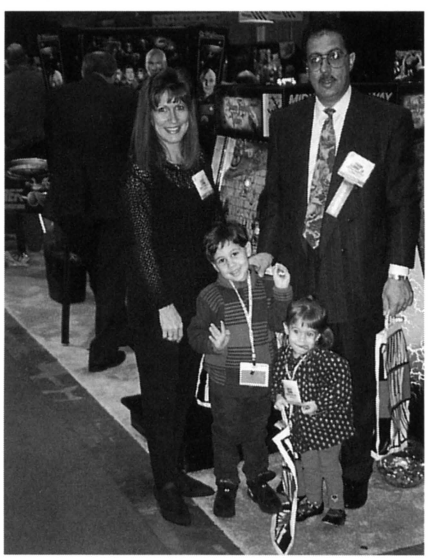
Bill Parker was an architect before he designed his first pinball, Premier's *Rescue 911.* This pingame sure looks like a hit right out of the box.



Minnesota operator Norm Pink knows his redemption product. He's pictured here with Taito's neat new *Jungle Zookeeper* ball-toss machine. Game looks good!



Mexican distrib Henry Fong (Mexel) is ready to launch a fireworks rocket by hand, with help from Francisco Medoza, to alert customers to the new product at ACME.



When the show is in your part of the world, you can bring the whole family. American Vending Sales' Frank Gumma did: wife Krista with kids Danny and Lindsay.

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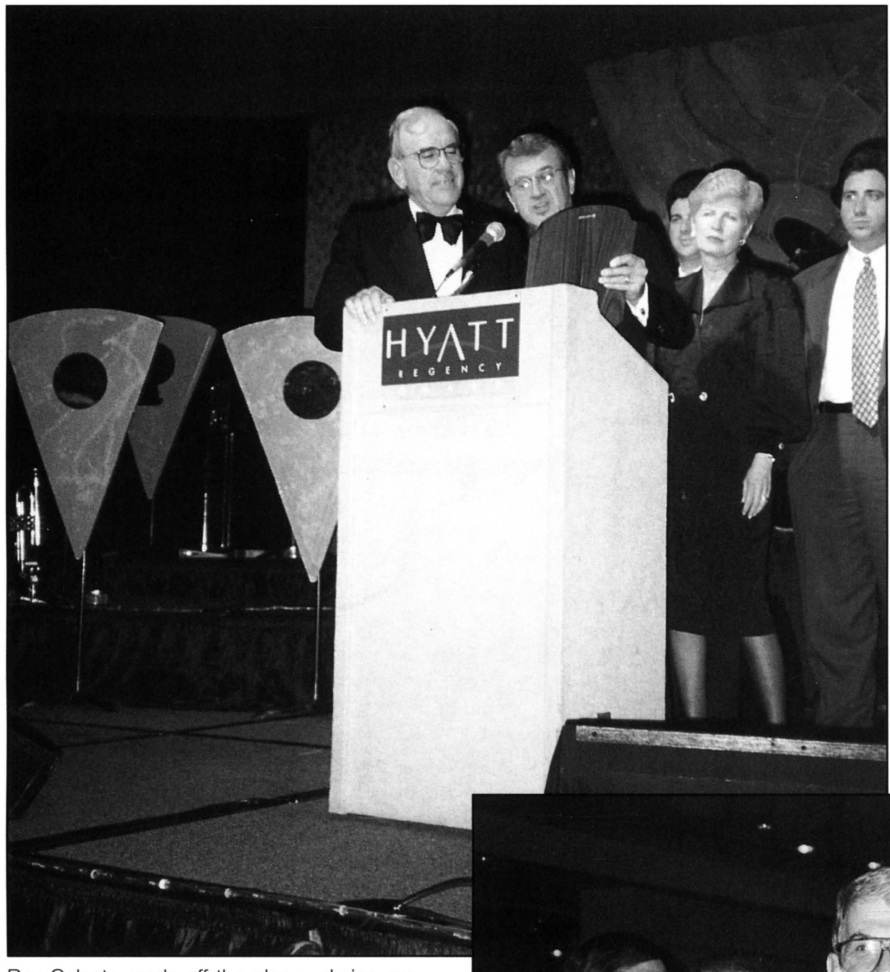
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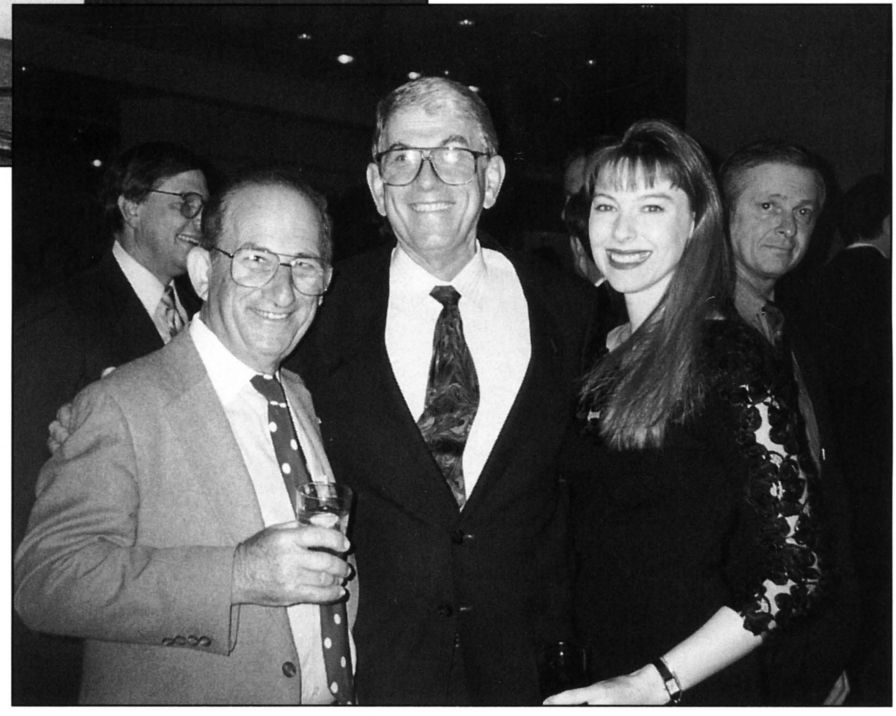
Ray Galante reads off the plaque during presentation to Steve Lieberman. Steve's wife Sheila and other family members stand behind their man.

Artist ANdy Warhol once said that everybody's famous for about 15 minutes. Steve Lieberman, president of Lieberman Music Co. (Minneapolis) has been famous in the music and games business a tad longer than that, but on the night of March 18th, he was clearly the center of attention as this year's AAMCF honoree.

The swank testimonial dinner took place in the Hyatt Regency Hotel's Grand Ballroom, capping the second day of the ACME convention. When presented with the plaque by the charity's head honcho Ray Galante, Lieberman accepted with his trademark humility on behalf of his entire business organization...as well as his family.

Steve's brother and partner David Lieberman said his "little brother" indeed made his mark in life's three main areas: family, business and community. It was also learned that this now-huge family business was started some 87 years ago by their grandfather Samuel and counting in Steve's son, four generations of Liebermans have now been plying the coin-op craft.

Around $100,000 was raised this year for the AAMCF, according to Bill Cravens, from dinner tickets, commemorative journal ads, a raffle and direct contributions. Apart from the Lieberman program, the evening also read off the AAMA's top Manufacturer of the Year (Williams, Bally/Midway) and Distributor of the Year (C.A. Robinson & Co., taking that award three of the five times it's been presented).



Enjoying the cocktail reception preceding the dinner, from left: Sega's Joe Robbins, Australia's Malcolm Steinberg and *RePlay's* Ingrid Adlum.

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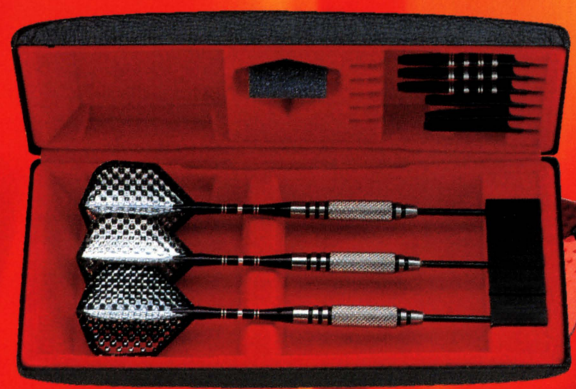




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Here the Play-By-Play team of Jeani Lozano, Mark Gawlik, Jay Forman, Darbi Hillman and mom Leslie Hillman show off their line of licensed Flintstone plush for us.



At Plush-4-Play/One Stop Redemption's large booth are Alex Cornett, Georgia Orozco, Joe & Kathy Bates, Connie Lawlor, Cliff "Bud" Reser & son Sean Reser.



Scads of "doo-dads" for your redemption center are always at the Oriental Trading Company. Pictured here are Aaron Graves and Cookie Karasek.



Prizes! prize gal Mikie Priess shows off official Disney licensed "Team Mickey" sports plush, as well as their complete line of novelty plush merchandise.



Gorillas in the midst...of the ACME show! Fable Toy Corporation has a marvelous display of plush here. Randy Siegel is kind enough to show us.



At Classic Inc., we found the great wall of licensed T-shirts for your redemption needs. (l to r): Joseph Crilly, Bernadette Kennedy, Bill Lumi, James Gesser & Brian Pettaccio.



Laramie's booth was happening! Here are Teresa King, Stephen Chernin, Karyn Gitler (Enchanted Castle), Jeff Pierce and Gina Massaria showing off tons of plush.



At Success Plush, we found colorful "Reptile Tees". They stay in any number of neato shapes 'til you unroll 'em. Here are Allen Glander, John Sullivan, Brent & Reba Collins.



Celebrating St. Pat's Day are Linda Ohlsen, Jack Kelly, Rory Keller, Ron Robbins and Abbe Hankin (both with Fantasy Zone). Great Looney Tunes plush display!

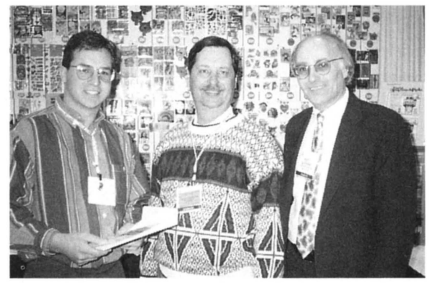
PLUSH & REDEMPTION MERCHANDISE SUPPLIERS SHINE AT ACME '94



Dan Silberman & Clifford Brechner share their booth with Beavis & Butthead and Sonic The Hedgehog redemption merchandise. Cool!



The good people at Good Stuff display Looney Tunes merchandise including hologram keychains & watches. (l to r): Melissa Estrada, Richard Saylor & Hank Mackin.



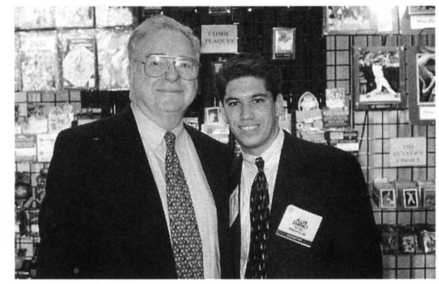
Steiner Mfg. & Sales Inc.'s Denny Tribout Jr. & Dennis Tribout Sr. chat with Marty Glucksman about their bulk sticker, gum and candy vending machines.



Back after two years is U.S. Toy & Novelty, represented by Joann Benbow and Anthony Geraci. This company has a full line of redemption and novelty merchandise.



It is always a grand display at Rebecca's! The company's Debra Cherry shows us their interesting line, from stereos to dazzling jewelry for redemption centers.



Allan Charney of Play Ball! Cards & Novelties shares a pic with Harold Okinow (Lieberman Music) and shows him all of his sports card collectables, plaques, etc.



It was Goffa Plush Corporation's first ACME show! Doing a great job is Ted Foczmanski and Christy Lee, shown here with *Country Doll, Clown Bear & Douglas Mouse.*



ISI Special Graphic Products is home to husband and wife team Rita & Jeffrey Burnstein. Together they show a vast assortment of collectable cards and novelties.



More first-timers Rhode Island Novelty did not disappoint show-goers with their snazzy display. Manning the booth are Mark Jakubiak and Michael Branca.



If you want plush, Best Manufacturing has got it. Shown here is James Possi with an armload of plush goodies. James also offers to his customers free shipping!



HMS Monaco display popular Mighty Morphin Power Rangers merchandise. In the booth are Bruce Haber, Steve Schulman, David Rubenstein and Ira Erstling.



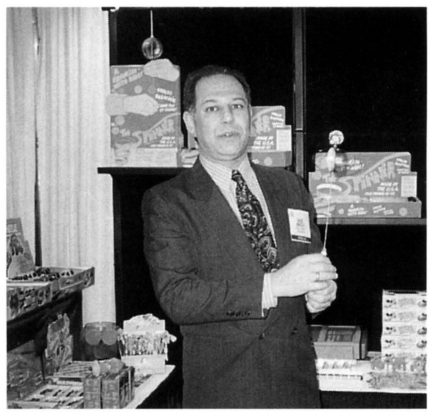
Howard Knobel of RMK Sales shows Eddie and Margie Reznicek and daughter Mindy (Family Fun Center, NE) his great redemption merchandise. Always great stuff!



First year newlyweds Chuck & Allison Nadel Hornsby hold down the Nadel & Sons Toy Corp. booth. Interested showgoers see their complete line of novelty stuff.



Favorite lady Dorothy Volaski of Superior Toy & Novelty shows us cute and cuddly straw-hatted bears along with many other plush goodies. See you next show!



David Marcus of Duzall Toys Inc. demonstrates *The Spinner,* a great stress reliever and redemption prize. He's right! You can't put it down!



Darleen Hansen, Daryl Fletchinger, Catherine Fletchinger of Plush Appeal show customer Jeffrey Moore (Video East) their latest plush pre-packs.



Bonita Marie Int'l. always has great sports collectables, jewelry & Mighty Morphin Power Ranger stuff! From left: George Ritacco, Edward Katz and Shelley & David Katz.



Always a flashy plush display at Nanco/Nancy Sales Co., Inc.! The company's Stephen Lipkin and Bob Bauer flank Lee Batson (Sunshine Vending).



Highlighted at the Star Track booth is their wide array of electronic redemption merchandise. Keeping things under control are Bob Ingenito, Cindy Fasone & Allen Justice.

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DEANS DO IT AT ACME

trade club opens membership to "youngsters"

You don't have to be in the coinbiz 50 years or longer to be eligible for full membership in the Half Century Club International. By unanimous vote, the group has expanded its base to now include any industry veterans with 25 or more years under the belt (or on the payroll register).

Gathered during the recent ACME show in Rosemont, IL, these industry deans, led by their president Steve Kordek, simultaneously voted to change the organization's name simply to the Century Club. Kordek instructed a couple of the members to arrange for lapel pins, publicity and the like to reflect the new name. He also made a plea to the fellowship to solicit new members.

There was no guest speaker this year, so the club concentrated on internal business. Their next meeting will take place at the AMOA show in San Antonio. The room and refreshments there will be sponsored by Dynamo. With the membership window now far more widely open, those interested in joining should drop a line to Steve Kordek, Williams Electronics, 3401 N. California Ave., Chicago, IL 60618 or fax him at: 312/267-8435.



Century Club deans gathered at the Rosemont during ACME are (standing l to r): Sol Lipkin, Tiny Weintraub, Hank Ross, Bob Moloney, Lou Boasberg and Alvin Gottlieb; (seated l to r) Paul Calamari, Bob Jones, Jim McNeely, Steve Kordek, Bob Nims and Frank Rizzo.

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COVER STORY



Three production lines have already doubled the daily "build capacity" at the new Rock-Ola Mfg. Corp. and a fourth line line is being added now for *The Legend*.

THE 'LEGEND' LIVES

THE "NEW" ROCK-OLA BOWS FIRST FULL-SIZED COMMERCIAL JUKEBOX; PRESIDENT GLENN STREETER UPGRADES PLANT, STAFF AND PRODUCTION

The faster the coin-op entertainment industry changes, the more its people love to honor the trade's traditions. In the fall of 1992 when Glenn Streeter acquired the name, business and jukebox-related assets of Rock-Ola Mfg. Corp., he vowed two things: to modernize RMC's plant and product with the most efficient, up-to-date components, manufacturing and marketing methods around...to continue the shining, decades-old legacy of company founder and industry patriarch David C. Rockola.

These days, it seems Streeter has kept both promises. As if to underscore that point, his regime has named its first full-sized commercial jukebox *The Legend*. Winning strongly positive reviews from distributors and operators alike at last month's ACME '94, *The Legend* is loaded with many exciting features, combining popular jukebox traditions with ultramodern efficiency.

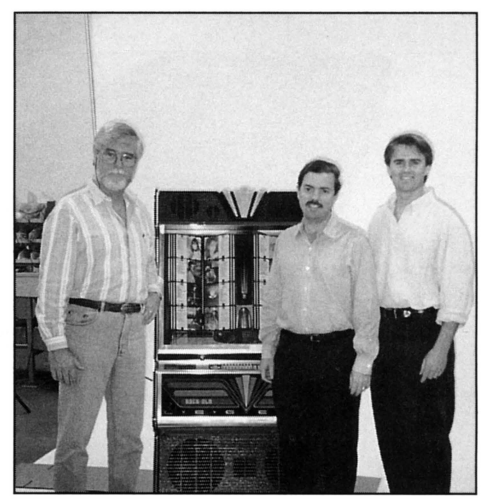
Best of all, *The Legend — Model 6000* is backed by a factory and organization which are truly coming into their own as a full-fledged, competitive manufacturing and marketing entity. The plant and staff are bigger; the core management team has added new talent; the distribution network is stronger, and its global reach is wider. In addition, Rock-Ola's subcontracting and vendor relationships have reached new heights; and the company has even launched a new line of merchandise featuring colorful logos of Rock-Ola Mfg. Corp. and its sister company, Antique Apparatus Co.

An ambitious expansion program? You bet. But it's all being done with the thoughtful, demanding, "quality-first" approach which has long been Glenn Streeter's hallmark.

ABOUT *'THE LEGEND'*

Streeter's team went to work designing *The Legend* as soon as they took over Rock-Ola Mfg. Corp. in the fall of '92, pausing in the 18-month process only to produce the smaller *Rocket*. Production units of *The Legend* should be available for shipment by May 1. Rock-Ola's new phonograph will carry a price tag similar to that of its predecessor, *The Gala* (which is now out of production). "It will be the most reasonably priced full-sized jukebox on the market," the company stated.

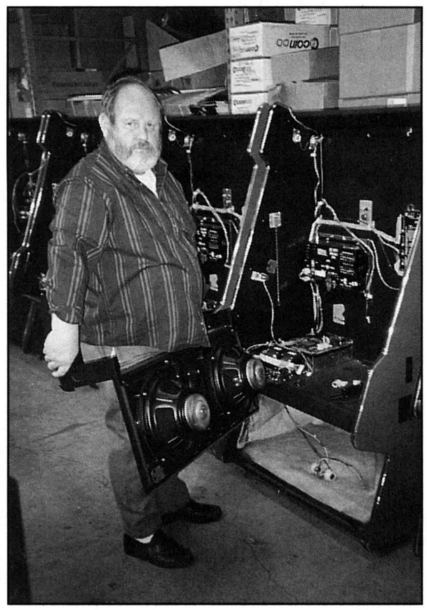
The Legend immediately strikes the eye with clean, dramatic lines and a modernistic version of classic jukebox design elements. A shimmering rainbow of changing colors glows in the translucent crest which crowns the cabinet. Shifting colors also melt through the title display and other cabinet elements. This color-change magic is accomplished with great reliability, and with pocketbook efficiency, thanks to the color-tube expertise which Streeter's Antique Apparatus Co.



Prexy Glenn Streeter has "taken loving custody of the Rock-Ola legend," *RePlay* wrote when he acquired RMC in 1992. Here's Glenn at left with *The Legend*, their new juke. That's CFO Dennis Johnson & marketing pro Scott Smith at right.



Rock-Ola plant manager Russell Ethridge shows how to open up *The Legend* to access major components like the CD mech and magazine. Notice how the player selection panel slides out like a drawer.



The firm's Jack Weatherby holds the lower woofer assembly panel which can be lifted right out of its bottom front cabinet slot in one piece for easy maintenance. That was Jack's idea for operator convenience!

perfected for its nostalgia line.

A visible CD player mech selects a disc, lifts it out of the stack and plops it down on the platter for customers to see it spinning...just like a 45rpm box in the Jukebox Golden Age. (One big difference: they didn't have silvery, computer-designed graphic backdrops for the platter in those days.) "A visible mechanism definitely has sex appeal," Glenn Streeter declared. "People just love to watch the CD flipped down on the platter in front of them." (By the way, all Rock-Ola and AACO phonographs are retroactively compatible with this new mechanism which was designed by chief engineer Ross Blomgren.)

EFFICIENT INSIDE & OUT

Most eye-popping of all is the display of 16 full CD album jackets and accompanying song titles. Album jackets are stacked four high and four wide. They are brightly lit under a big sheet of glass at front and center of the tall cabinet, comfortably positioned just under eye-level. (By the way, it's the industry's only four-high jacket display.) The display is as efficient as it is dramatic: players only have to thumb the button six times to see every single music selection on





Close-up on the CD player mech shows how the disc and spinning platter is visible to the player from selection through cue-up and actual playing.



Overview of one corner of Rock-Ola's busy factory floor. Three production lines are up and running with a fourth to come.

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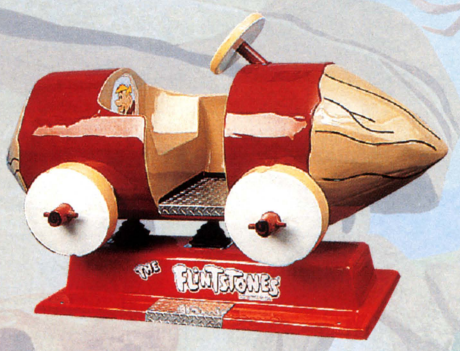
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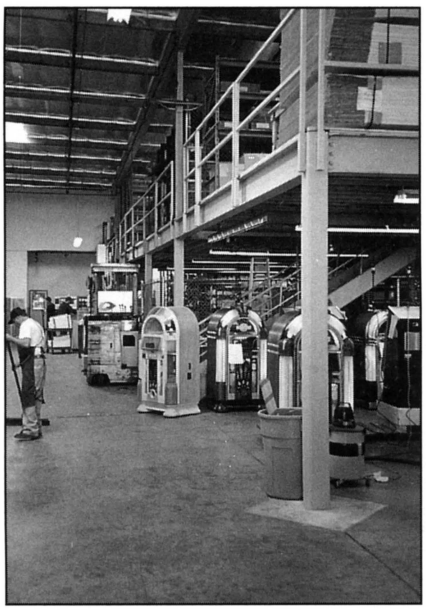
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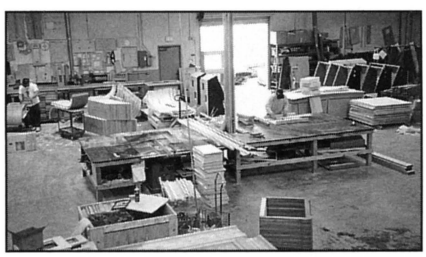
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An "upper deck" has been added to much of the plant's floorspace to add more square footage. More such expansion is planned.



Just part of the vast Rock-Ola/Antique Apparatus woodworking shop. "This is what really sets us apart," said Glenn. "We make each nostalgia cabinet by hand, right here."



Fun merchandise with the Rock-Ola and Antique Apparatus logos includes sports shirts, t-shirts, hats, coasters, mugs, bumper stickers, and pins. More is coming in this handsome line of accessories that coin-op folks and others will surely love.

the jukebox.

Impressive CD sound is delivered by a six-speaker, dual three-way system powered by a 280 watt (RMS) amplifier. Mid-range speakers are positioned atop the cabinet to produce clear, crisp digital sound and pump it through the most demanding locations, said the company. The machine's 100-disc magazine was designed and manufactured by the Antique Apparatus Division. It's easy to load, simple to operate and extremely durable. The Philips CD player features automatic disc mapping, self-adjusting laser and an exclusive AACO diagnostic testing program.

The basic cabinet is charcoal-gray on the sides (fits any location), accented with burgundy and chrome trim. Lightweight, precision components and computer-clean engineering are featured inside and out. The big glass front lifts open and up like the gull-wing door on a DeLorean automobile for quick and easy access to the player mechanism. The title display rack lifts out as a single, simple unit; and the lower speakers and their mounting and cabinet front section also lift out as one simple unit. Operators will appreciate the modular efficiency.

"Operators want a jukebox that looks good, encourages use, performs well in the cashbox...and requires minimal servicing," said Streeter. "*The Legend* was designed and engineered to meet those goals."

RMC'S STAFF HAS DOUBLED

As stated, this new jukebox is the product of a company whose manufacturing muscle is growing fast. In doubling the size of the staff, Rock-Ola started with a base of outstanding folks from the old Rock-Ola days, like sales vet Frank Schulz and production foreman Ken Urban. The revitalized Rock-Ola quickly recruited new blood like engineering whiz Blomgren, chief financial officer Dennis Johnson, and — as the latest member of the team — marketing pro Scott Smith, formerly with Pioneer's jukebox division.

In recent days and months, Rock-Ola has also added more production staff on the assembly line, and more administrative support in the office like two new purchasing people, a new customer service person to answer their new 800 number, etc. (That's 800-ROCK-OLA.) Of course, Antique Apparatus veterans like Russell Ethridge and Jack Wetherby remain invaluable members of the team.

Rock-Ola's 40,000-sq.-ft. plant in Torrance, Calif. has been been upgraded as well. Rock-Ola began 1994 with three production lines: two for Antique Apparatus's nostalgia jukes, and one for Rock-Ola's compact commercial box, *The Rocket*. A fourth line is now being added for *The Legend*. In addition, much of the building's interior has been extensively "double-decked" to add considerably more square footage for materials storage. Glenn told *RePlay* the upgrading and expansion of plant and staff will continue...watch for more announcements to come!

MORE PRODUCTION; STRONGER DISTRIBUTION

Thanks to the new people on the plant floor and the new production capacity, Rock-Ola has doubled the average number of finished machines that roll off the line each day, as compared to one year ago. "And we're

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A row of compact *Rocket CD* jukeboxes has just come off the production line.

going to try to double our production capacity again soon," Glenn Streeter smiled. "We can't supply our distributors with enough units — and that's not an exaggeration."

The beefed-up distribution network includes James Industries, which has built a "network inside the network" to supply Rock-Ola product to Miami, Mexico, the Caribbean and some of Central America. Mondial International also reps the Rock-Ola line; they're expected to strengthen the factory's presence in New England. Streeter reported that sales in Asia and the Pacific Rim are also coming along "extremely well," as are "most of the dealers who stayed on board with us." The RMC prexy also proudly listed several "name" operators across the USA who have become solid Rock-Ola believers.

REMEMBERING TO HAVE FUN

The "jukebox biz" is about entertainment. David Rockola never forgot that. Despite his growing responsibilities and many simultaneous new projects, Glenn Streeter isn't forgetting about fun, either. Besides continuing to expand and upgrade Rock-Ola's people, plant, and product, Glenn's still "tweaking" the atmosphere of the factory and offices with an ever-growing collection of antique advertisements, period decor and classic coin-op machines. Some 1930s-era Rock-Ola slots are among the new acquisitions he proudly displays.

In addition, the Rock-Ola staff has attended recent coin-op trade shows in handsome, colorful sportshirts which are emblazoned with the company logo. When this attire drew enthusiastic trade reaction (and when Antique Apparatus' new logo won a first-place award from a national business identity magazine), a light bulb came on over Glenn's head. Why not let the fans in on the fun? Why not market a selection of RMC and AACO apparel and trinkets?

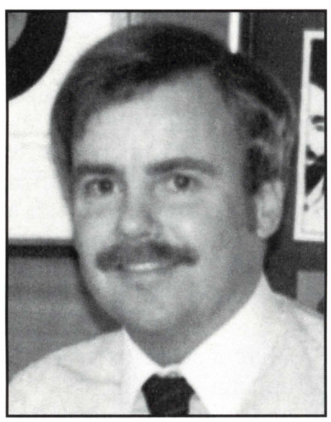
"We've had a lot of requests for this," Glenn said, and so the firm is now starting its line of "Necessaries and Apparel" — everything from handsome little metal clothing pins, to t-shirts, sports shirts, coffee mugs and posters, with still more merchandise coming in the future. All of it features Rock-Ola and Antique Apparatus logos, as well as copyrighted slogans like "Quality is Always in Style." RMC plans to sell the goods at cost, which will help keep its corporate profile high.

Also aiming to raise RMC's corporate profile, Glenn Streeter and Scott Smith will pound the post-ACME "distributor open house" trail to demonstrate and promote *The Legend*. They'll be available to answer the immortal question, "What becomes a legend most?" Only this time — unlike the famous ad campaign of years ago — the answer isn't a mink coat! A music operator would probably say "what becomes a Legend most" is a blank service record and a full cash box.

For their part, Glenn Streeter and the Rock-Ola team have made every effort to ensure that *The Legend* will live up to its name! ◆

LEGAL QUESTIONS

BY LAURENCE MERRIT & DAVID HAGEN



HOW TO AVOID GETTING INTO FINANCIAL TROUBLE

During our careers, my partner and I have had an opportunity to consult with thousands of individuals and corporations regarding their financial difficulties. Through these consultations, we have seen almost every conceivable way that a person or company can get into financial trouble. This article consists of the ten most common reasons we have found that people get into financial trouble. We believe that understanding these problems will significantly decrease the likelihood of our readers getting into financial trouble and having to file for Bankruptcy.

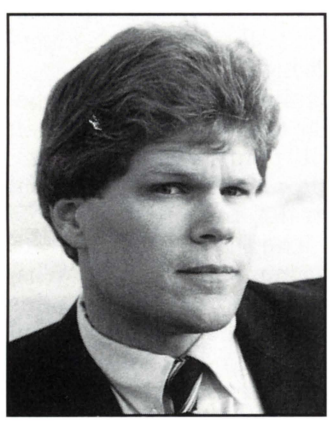
1. Do not accumulate debt on high-interest credit cards. Accumulating debt on credit cards is the number one reason why individuals find it necessary to file for Bankruptcy. Never, ever, let debt stay on a credit card account for more than 60 days. Essentially, accumulating credit card debt is like taking out a loan at 21 percent. Very few people would knowingly take out a loan at 21 percent! Credit card debt needs to be viewed for what it really is, that is an extremely high-interest loan. Even worse, with high-interest rates and low monthly payments, the debt never seems to go away. In fact, the bulk of the monthly payment simply goes to pay interest. A recent television news show estimated that it could take as long as 33 years to pay off credit card debt by only paying the minimum monthly amount! This is why people feel they can "never get ahead" when they have a large amount of debt on their credit cards.

If the amount of debt on all of your credit cards exceeds two month's pay, you should immediately take steps to remedy the situation as you may very soon be financially "terminal". Do not finance purchases on high-interest credit cards.

2. Know your cash flow. It is surprising how many people in our society really do not have a clear idea of what they make every month, or, even more commonly, what they spend! As a result, they do not know whether a financial problem even exists. We find it is not uncommon for people to have a negative cash flow for several months and not even realize that they are going "into the hole" by hundreds of dollars or more each month.

There are many ways to get an understanding of what you spend. The simplest way is to prepare a summary each month which puts each expenditure into a category such as housing, utilities, food, transportation, interest, etc. There are also many computer programs, such as *Quicken* and *Money Counts,* which allows a person to instantly track their cash flow. You cannot solve a problem if you first do not know how bad it is or if it even exists. Beware of what is coming in, and know and control what is going out!

3. Do not spend too much on housing. We recommend, as do most financial experts, that individuals not spend more than 30 percent of their net (take home) pay on their housing. This can be difficult to do, especially in areas like southern California or New York, where the cost of housing is quite high.



ATTORNEYS LARRY MERRITT (AT TOP) AND DAVID HAGEN

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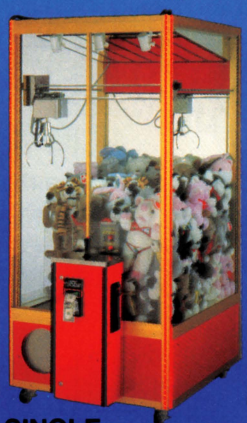


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However, it is an extremely good goal or rule of thumb to follow. We commonly see families who are spending 50-60 percent of their take home pay on housing. Obviously, this cannot be allowed to continue for very long as there is not enough money to cover transportation, insurance, food, etc. Do not overpay for housing.

4. Do not overspend on transportation. Experts recommend that not more than 20 percent of a person's take home pay be spent on transportation. This includes car payments, gasoline, insurance, and repairs. Again, it is difficult to meet this standard, especially in areas such as California where good, private transportation is still a necessity. However, it is an extremely good goal to meet. Owning an economical car is an ideal way to avoid high transportation costs. Don't overspend on your wheels.

5. Keep your overhead low. It seems as though the goal in the 80s was to make and spend more money. We see the goal of the 90s as work smarter, spend less, and feel safer. It is important to take a look at your minimum monthly overhead and know what that number is. If there should be some disruption in your income stream how would these expenses be met? Obviously the lower this number, the more likelihood of financial survival.

6. Create two types of savings. Everyone should consider creating a plan to develop two types of savings. First, everyone should have six month's worth of net income in a savings or money market account. This money acts as a "safety net" in the vent of an extraordinary expenditure or loss of income. Many people also consider this savings account their "self confidence" money. That is, they are not entirely dependent on their job or others and can walk away from a bad situation with very short notice should they need to.

Second, everyone should consider long-term savings for retirement or a complete catastrophic event. Very few people these days really believe they can rely solely on Social Security when they retire. It is up to each individual to develop some type of savings plan or pension. It is amazing how fast money can compound in this account. For example, saving $200 per week for 10 years invested in an account which will turn an average of 10 percent per year will yield 1/4 of a million dollars! The vast majority of our population has 10 years of income-earning years in front of them. Also, do not forget to contribute the maximum amount allowed for retirement accounts. These investments provide tax deductions and tax-deferred earnings. Retirement accounts may also provide protection from future creditors' claims.

7. Only one spouse should go into a new business venture. Couples have a unique opportunity in their financial planning. They can spread the risk between them. One spouse can remain in a steady, corporate job while the other can take the risk of opening up the new business. After the new business is stable, then the other spouse can quit their job and get involved. If both spouses jump "feet first" into the business and it fails, the financial position of the couple will be difficult unless they have tremendous savings. Do not put all of your financial eggs in one basket.

8. Act fast if you lose your job. When someone is laid off, they often get a severance package. However, if they don't act fast, the severance package will soon be gone. They start to live on credit cards and are financially ruined a short time thereafter. Also, if you are out of a job for too long, employers are less likely to hire you. If you are laid off or lose your job, take a week or so off to rest, but then hit the pavement running!

9. Do not guarantee loans for others. Many people experience financial hardships because they try to help someone else obtain a loan. Very often a default occurs and the person who guaranteed the loan several years earlier (and has maybe even forgotten the loan) now faces financial ruin.

10. Always consider "What if"? Always have a contingency plan for loss of income. It used to be that jobs in aerospace were "sure bets". That is, that jobs were extremely secure. Recent history has shown us that even sure-bet jobs may not continue forever. Accordingly, a contingency plan must be in place should a sudden loss of income occur. This contingency plan can include appropriate forms of insurance to cover loss of income as well as liability.

Do not fail to provide for adequate insurance coverage. Lawsuits today are an epidemic. Some estimate that one in fifteen people will be the subject of a lawsuit next year. Adequate insurance to provide against such liability is essential.

Be cautious with your investments. Do not necessarily invest in what everyone else believes is a great investment. Consider what will happen if everyone is wrong. The majority is often wrong at market tops. Remember how everyone believed that housing prices would always continue upwards? Be wary of investing in initial public stock offerings and overly-aggressive mutual funds.

If you are reading these tips too late, filing for Bankruptcy is not the end of the world. In fact, the vast majority who go through the process are thankful of the complete fresh start and new lease on life which they are given. Applying the above principles to one's own financial life will allow you to have a healthier financial life with significantly less stress and much less likelihood of needing the protection of the Bankruptcy Code.

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

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

LIGHTS, ACTION CAPCOM!

Capcom USA is certain to have the coin-op world talking with two new kits, an ungraded Super Street Fighter II *— and more!*

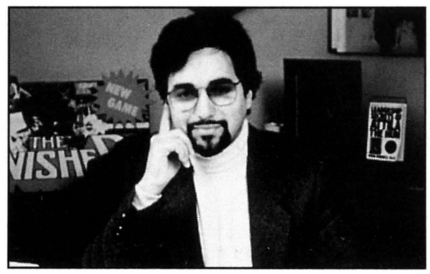


D&D *Tower of Doom* takes the role playing fantasy on step further.

The game designers and marketers over at Capcom USA have worked overtime to make sure the Sunnyvale, Calif.-based subsid of Capcom, Ltd. stays at the forefront of coin-op innovation and product promotion. New titles include a pair of kits for the company's new video game system and an updated version of *Super Street Fighter II.* There's also news of a summer video release, as well as a major motion picture based on the popular *Street Fighter* series.

Seeking help from other firms to bring players the best in coin-op entertainment has been an industry tradition for years. This time Capcom has formed a strategic partnership with TSR, Inc., to introduce long a enjoyed pastime (with its dedicating following) to the vidgame market. *D&D Tower of Doom* is based on the highly successful Dungeons and Dragons fantasy series. By staying true to D&D lore, *D&D Tower of Doom* targets a large and loyal audience of players, adding a new level of excitement to the traditional role playing game.

Allowing four people to participate simultaneously, *D&D Tower of Doom* gives players the opportunity



Capcom game designer Alex Jimenez worked with TSR to create D&D *Tower of Doom.*

to assume the role of a fighter, cleric, elf or dwarf, who together set out as a band of adventurers trying to restore peace to the Republic of Darokin. Using powerful magic and swordsmanship, players must eliminate monsters and dragons encountered along their journey down mazes and multiple paths. Each character is armed with over 24 different attack maneuvers, and can load up on supplies and information along the way. Players can even join in once the game is underway.

Designed entirely in the US by Alex Jimenez in conjunction with TSR, *D&D Tower of Doom* offers an added dimension of realism, not only graphically, but because the action occurs in "real-time." It is life-like, also, in that players control the outcome of the game through the interactive decisions they and other characters make. Features include "Q-Sound," a new audio technology providing true-to-life, three-dimensional sound for even greater realism.

D&D Tower of Doom is made especially for Capcom's new System II, a video game system requiring an easy and less costly board change for updating. A second release for System II is *Eco Fighters,* a adventure game where players go up against evil eco-criminals to save the planet. The interplanetary action features vivid graphics and realistic sound effects.

Another new kit is *Super Street*



Akuma, the newest secret character in Capcom's *Super Street Fighter II*: Turbo.

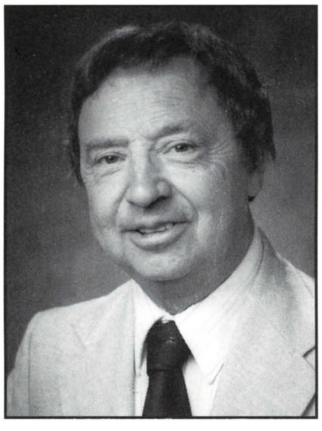
Fighter II: Turbo. This updated version of the hit fighting series adds a new secret character, Akuma, with his own special powers and hidden moves. Most operators who have *Super Street Fighter II* can buy an inexpensive *Turbo* upgrade.

As for future Capcom doings, there's a video in the works due for a summer release based on the popular "Predator vs. Alien" line of comic books. (The game will probably be titled the same.) And if anyone out there has yet to know of the *Street Fighter* name, that will all change with the release of the "Street Fighter" movie from Universal Studios. Reportedly starring Jean Claude Van Damme, the $30 million film is set for a December release.

For more information on Capcom's line of products, contact your local distributor or call 408/774-0500.

ON THE ROAD

BY BOB RONDEAU



In last month's *RePlay*, I reported on the situation for operator-run video lottery in two states, South Dakota and Montana. This month, I'm going to step aside and let three VLT "experts" share what they've learned from their experiences in this new marketplace.

STRAIGHT FROM THE HORSE'S MOUTH

BOB CORREA

Vice chairman of the AMOA Legalized Gaming Committee and former president of the Music and Vending Assn. of South Dakota.

"One of the biggest problems in South Dakota today is that the state owns and operates the video lottery. They are our partners (here in the private sector), and they seem to reason that this partnership is worthy of a least 50% of the revenue.

"They have a hard time making the distinction between reality and perception. The state takes a look at their tax revenue going into the coffers each month and fail to note any associated expense with this revenue. They assume, incorrectly, that the revenue the operator receives from the devices is also a kind of profit; when in reality, it is our gross sales from which all sorts of expenses must be deducted.

"Every year we are subject to legislative vulgarities because of these incorrect perceptions. Today there is a real move to try and raise the tax again. Next year there will be another attempt to raise the tax rate. Every year there will be another attempt to raise the tax based on the fallacy that our revenue is pure profit.



Robert Correa

"Political vulnerabilities are valid concerns. The way we are dealing with this is to try and establish some stronger rules for operators and some strong criteria for becoming licensed as an operator in each category. Every licensed entity must be squeaky clean and a professional. We hope to establish that it is in the state's interest to mandate an infrastructure within an operator company. An operator's company must have adequate service, parts and control systems. They must be able to make the right equipment choice and provide location service.

"When we first started the video lottery in South Dakota, many thought that the difficult part was getting legislation passed. In reality, the toughest part is keeping the program once it gets started.

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ON THE ROAD

BY BOB RONDEAU

It takes mental toughness. If you can't take getting beat up and dealing with these issues on an ongoing basis, you have no business in this business.

"The competition is tough because many people think it is easy. Because the cash flows are high, they think each dollar collected after tax is pure profit. We know this isn't true, but it creates some real problems out there on the street when some of our competitors do stupid things.

"This is our fault to a certain extent because we don't have strict enough licensing criteria for what it must take to become an operator. We must become better at educating the legislator, the location owner and other operators to turn this thing around.

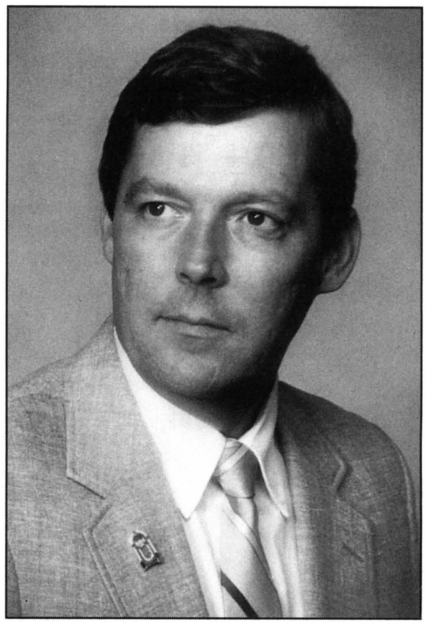
"If I was to summarize the biggest problems with video lottery, it would be: The legislative vulgarities surface soon and often; and people don't know what is involved with running an operating company with gaming as a product. The South Dakota operators are trying very hard to correct these invalid perceptions. We are very conscious that, for now, as goes South Dakota so goes many other states in their attempts to pass video gaming legislation."

JIM TRUCANO

AMOA committee member and past president

"Many operators in the industry take a look at video gaming and assume that it is some "pot of gold" at the end of the rainbow. During the past few years, as we've seen various markets mature, it seems that nothing could be further from the truth. In fact, some would argue that video gaming is bound to be a short-lived positive force for operators in our industry.

"One of the big problems is that we cannot seem to keep the tax situation under control. What starts out to be a 22.5% tax has suddenly become 36% in South Dakota. Other states considering video gaming now take a look at the 36% and assume that this is the fair, going rate for gaming taxation, when everyone in our industry knows that such a rate cannot be supported during the first few years of operation. There are simply too many



Jim Trucano

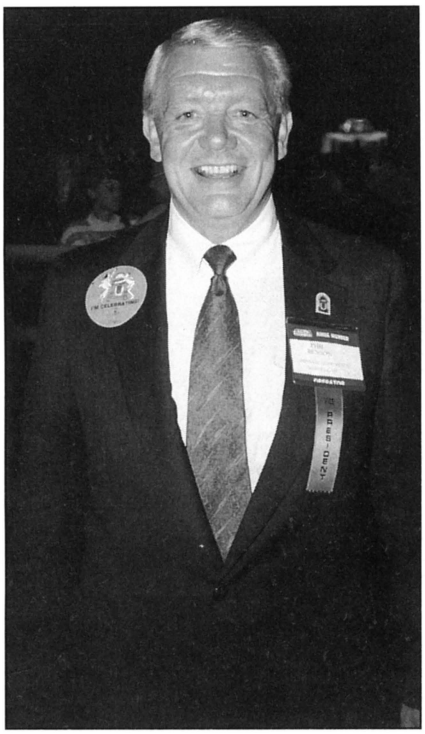
up front costs.

"Another big problem is that everyone seems to get just a little 'bug eyed' when the talk turns to video gaming. The industry falls prey to this just as much as regulators do; we have the tendency to forget about those other types of machines we operate. Machines like darts, pool, jukes, etc.

"Years ago, there was an article in the Harvard Business Review that held one of the biggest problems facing business is defining exactly what business a company was in. The example of railroads was given. Railroads maintained they were in the rail business. When the demand went away from rail towards overland truck, the railroad companies went out of business by the hundreds. On the other side of the coin was a company called IBM that made typewriters. Instead of saying they were in the typewriter business, they said they were in the information business. Until recently, IBM has done fairly well due in part to their knowing what business they were in.

"Those of us in this industry are really in the entertainment business; not the gaming business; not the vending business; not the music business. We satisfy the demand people have to entertain themselves. I would maintain that quite a bit of our hardship these past few years comes directly from this inability to define what we actually do and act upon it.

"Years ago, when I was fortunate enough to become the president of



Phil Benson

AMOA, I had the pleasure of speaking to many state associations and their membership. During this time, video lottery and video gaming was a real "hot topic."

"Over and over again, I heard discussions that centered around enabling legislation in this state or that. In almost every instance, the most time was spent talking about what had to be in the legislation to protect our industry, what had to be in the legislation to regulate competition, ect. Very little time was spent analyzing what was actually passable. Very little time was spent talking about the perceptions that prevailed in those legislators' minds we were trying to convince. We had this preconceived notion that it was our right to defend what would be video legislation in our state and that our state was totally separate and divided from all other states.

"Oregon took care of that myth!

"Video gaming legislation is not like getting a sales tax exemption. It is not like any other type of legislative effort any state association has attempted. Video gaming legislation changes the way society perceives itself and because of this, it is extremely difficult to obtain, needs a coherent strategy, and must be reasonable.

"The dangers are many with this animal, video gaming. The pitfalls range from obtaining good legislative footings to regulatory compliance. The operating challenges vary from getting started to not forgetting what business we are really in. The long term prospects for those involved (and those not involved) in video gaming don't change much, in my opinion, just because you have video gaming. But if you screw up, the down side risk is substantial.

"Today, video gaming has been a fact of life for some operators since 1986. During that time, many parts of the industry have changed. Here is a short rundown of some of these changes:

- Cash flows are much higher with video gaming than with just videos, jukes and pool tables. Debt is also much higher.
- Some factories market primarily to locations; some to operators. Some factories shouldn't be marketing at all because their games don't gather the play to pay for themselves.
- 50/50 splits on video gaming just doesn't happen after the first contracts have expired.
- Location loans, remodeling costs, increased service expenses are all realities under video gaming.
- Competition is fierce. Those operators who choose to do business without location contracts are bound to fail.

"Gaming can be a positive force in the industry. It can also be the final trap for those not prepared to move into this new arena of challenges and opportunities."

PHIL BENSON

Montana operator (Montana Music Rentals, Missoula) and former president of the Montana Coin Machine Association

"Things are definitely not better than ever just because of video gaming. Montana has had video gaming longer than any other state and we naturally will see both the good and the bad sooner because our market has had more time to develop.

"When Montana first went up, there was no such thing as traditional bank financing. They didn't even want to talk to an operator...and who could blame them. This was a new development and the only experience the local banks had with gaming was what they read in the newspapers. When the financial thing did come around, most operators could only borrow enough to buy the gaming equipment. There simply wasn't enough to invest in other types of equipment; nor could most operators cover all their locations.

"That put some locations that owned their own equipment into business almost immediately. Service companies sprung up to service this equipment and there was no shortage of factories that would sell the equipment.

"In Montana today, there are a higher number of locations that own their own equipment than in either South Dakota or Louisiana. But on the plus side, we don't have the outrageously high tax rate that either of these states have. I guess one has to take the good with the bad." ◆

ON THE ROAD
BY BOB RONDEAU

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BIG AL'S CORNER

BY ALAN FOSTER



WELCOME BACK

For the operators I know, the past few years have been pretty dismal. Two arcades closed and another was forced to close due to a "loss of lease." It would seem that independent arcades are in for a tough fight this year with upcoming cable game channels, new national FECs, soaring machine costs, and community pressure on game violence. What's an independent operator to do?

The two arcades that closed last month did so for financial reasons; they couldn't hold out through the winter months. The one that lost its lease was forced out by owners who felt the arcade's "clientele" caused all of strip center's problems.

Financial capability and community awareness have always been two major concerns for any business, arcade owners need to become ever so familiar with both to survive in today's competitive world.

FINANCIAL CAPABILITY

As I stated, at least two arcades that I know of closed in the last two months due to financial hardships. Do you have strategic plans for slow months? Do you have any special events lined up to bring-in patrons during the weekdays? (Remember, bowling alleys survive off of leagues Monday through Friday arcades can do the same with good event planning.) Is your payroll looked at on a daily basis to justify the number of employees? Is your inventory at a smaller level due to shorter demand? Many more questions come to mind, but the point is you can survive a slow period with proper planning and the adjustments needed to keep your doors open.

SORRY FOR THE BRIEF ABSENCE. THE EARTHQUAKE DESTROYED MY COMPUTER, BUT I'M BACK WITH A NEW ONE AND READY FOR NEXT YEAR.

COMMUNITY AWARENESS

I've touched on this subject before, but the third arcade's recent loss of its lease reinforces the issue. How many times have you heard the saying: "The arcade is bringing in all of the bad element that's causing problems in our center." I've talked with many arcade owners who've heard the same thing from neighboring businesses. An interesting thing about the particular arcade I mentioned above is that since its closure, the strip mall it was located at still has the same amount of problems it had before the arcade left. What does that does that tell you? Bad people do bad things regardless of what kind of business is located in a center or mall.

As arcade owners, you should work with the landlord or management company before problems happen. Join with other tenants to have the owner hire security for all businesses, not just yours. Your neighbors will see that you are taking the initiative, thus stopping problems before they start. Don't let the arcade take the blame for something that isn't your fault.

Remember, there are always customers who want your business, even in the slow months. You will survive and prosper if you plan ahead and try to avoid the typical business problems before they start.

For our readers overseas: When you mail a letter to me, put the complete address on the envelope. I just received three letters from foreign countries that were mailed last year! Once again, feel free to write with your comments and questions to: Alan Foster, Big Al's Corner, P.O. Box 901382, Palmdale, CA 93590-1382 (USA).

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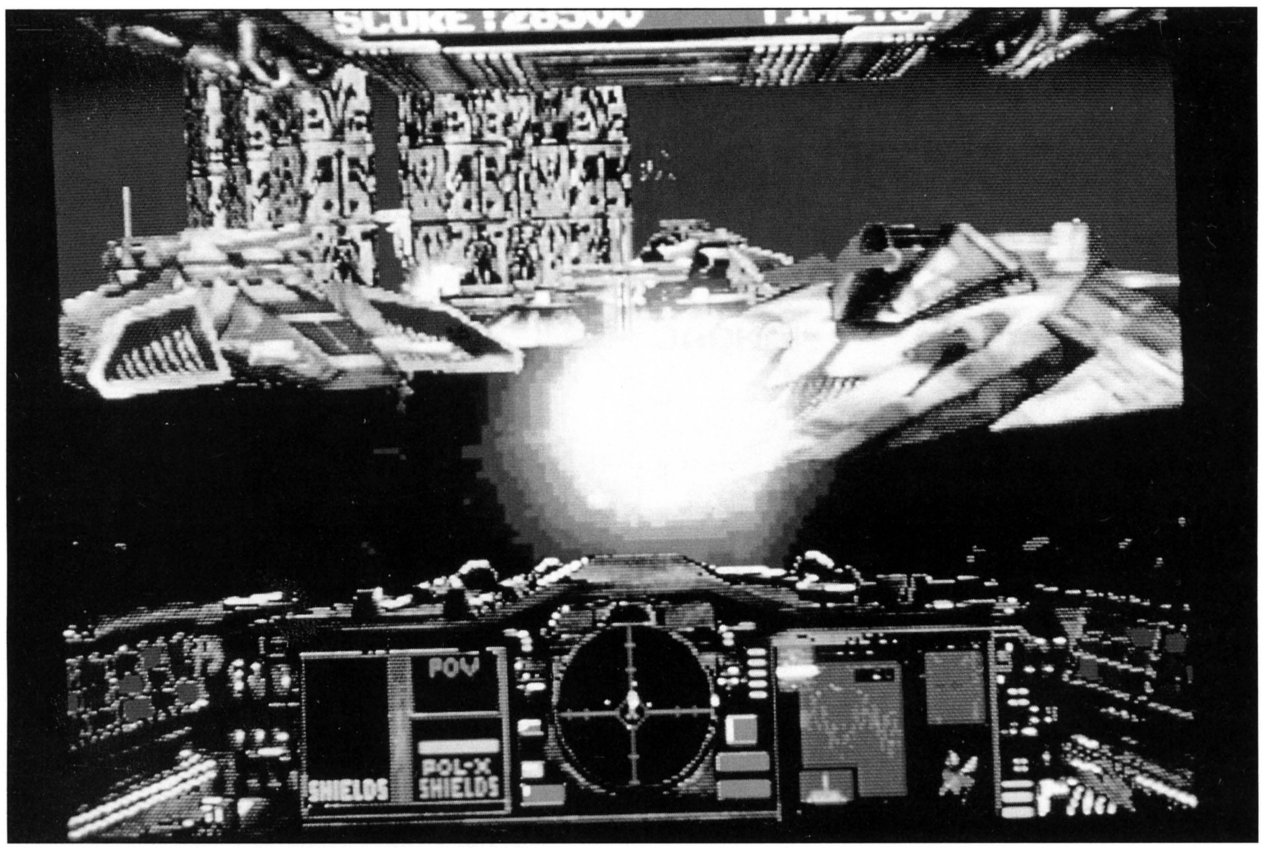
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A combatant's eye-view of *T-MEK's* action-packed tournament arena.

Combining the intense competition of the best fighting games with the incredible graphics and sound effects of hi-tech simulators, *T-MEK* appeals to a wide range of player interests and skill levels according to the manufacturer Atari Games. This deluxe, two-player vehicular combat fighting simulator comes in a attractive cabinet that can be linked up for six-way player battles.

The action takes place in a futuristic fighting tournament consisting of a series of challenging arena battles, where four to six *T-MEK* Warriors go head-to-head in a life-or-death struggle for survival. In addition to fighting each other, combatants must also contend with deadly alien drones and arena bosses. Special weapons hidden among the arena are also at the players disposal. The ultimate objective is to become champion, but that requires defeating Nazrac the Eliminator, the supreme *T-MEK* Warrior and sponsor of the tournament.

Each player is armed with substantial firepower and can choose from six different characters, each with its own speed, shield, weapons and defenses. The outcome of each match is always made interesting with a variety of hidden weapons, boss levels and clear, compelling objectives.

T-MEK is designed to attract a broad range of players, from the most intense fighting game enthusiast to the casual simulator player. By using timed arena matches, both beginners and advanced competitors can enjoy a satisfying entertainment experience that encourages continued play.

The deluxe cabinet comes packed with features. While players become absorbed in the explosive sci-fi confrontation, the slick outer appearance of the unit naturally draws spectators to the action. *T-MEK* is also the first product to incorporate Atari's new "CAGE Total Immersive Audio," a proprietary digital sound system designed to completely surround the user with spatial quadraphonic and Doppler effects. Gameplay is also enhanced by the unique "Rumble-Seat," which allows players to feel the explosions around them.

Atari invites you to step into the arena of advanced multiplayer combat with *T-MEK*. For more information, contact your local distributor.



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BEST of SHOW

German nation shows determination at annual IMA trade fair by Martin Dempsey, International Correspondent

"You know you've reached middle age when, faced with two different temptations, you choose the one that will get you home by 9:30PM." That old joke illustrates one way to choose between competing temptations, but it wasn't much help to coin-op tradesters in Europe this past January. They had to choose between two overlapping trade shows: IMA in Germany and ATEI in London. It was the second year in a row for the coin-op scheduling conflict.

This year London once again came up tops in terms of visitors and exhibits, but despite ATEI's pull, the 15th annual IMA actually managed to improve on its last year's performance. Held Jan. 26-29 at the Frankfurt Messe, IMA achieved a near-10% increase in overall visitors (13,000 with each visit counted separately), plus a 6% increase in overseas visitors, show organizers said. Of the 203 exhibitors, 35% were from outside Germany (that's 73 firms).

Germany's facing a tough market these days. Entertainment taxes are too high. Legal gambling — lifeblood of their market — has been severely restricted. The result has been crippling for the past couple of years.

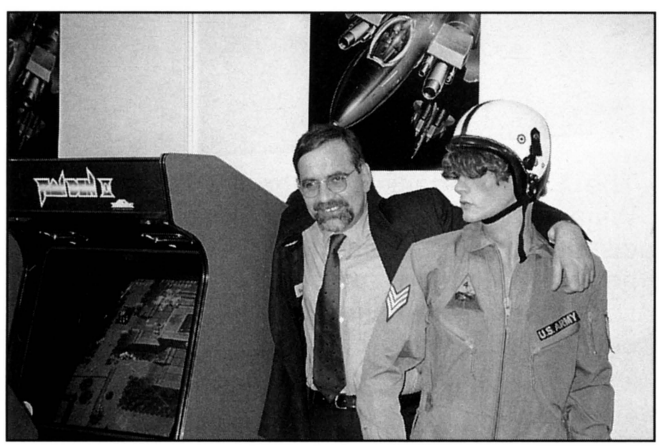
Good news? Well, Germany's enjoying an increase in export sales, and a rise in the popularity of sporting games — darts, pool, soccer, and shooting novelties. Pinball also remains popular here despite all the American talk about a "softening" of the flipper market. These positive trends help make IMA worthwhile despite the overall market's problems, and major exhibitors seemed happy with show sales.

Most products shown at IMA would be familiar to U.S. readers from the AMOA Show (or from *RePlay's* report on ATEI in our January issue). What was different? Well, darts stand very tall in Germany with manufacturers reporting sales and player longevity stronger than expected. NSM recently built its 50,000th electronic dart game and Austria's Novomatic are popular import models.

Also different at IMA was the regrettable state of the German gaming scene. While legalized gaming is exploding around the rest of the world, it's sharply declining here. Trade group chieftain (and mega-manufacturer) Paul Gauselmann said new gaming machines were replacing old ones in few locations — just the "cream" spots. Lesses sites have been abandoned altogether, victims of high taxes. In average or new locations, German operators are looking to replace many of the gaming machines with amusements. Growth markets for gambling now are Central and Eastern Europe, so IMA showed plenty of gaming equipment aimed at these export regions. Innovations included touchscreens (from several factories) and 3D video reels (from Gauselmann).

The German show is organized around major distributors who represent a world of products on their "stands." These included Nova, Bally Wulff, NSM, Gauselmann, Tuning Electronic, Amatic Trading, Balltimer, Veltmeijer Automaten, R Rupp, the Charlier-Brabo Group, Delta, Novomatic, Janshen-Hahnraths, Deith Leisure, Elam Group and Rene Pierre.

[Editor's Note: we close with this additional quote from *Amusement Business Europe*: "Despite the success of this year's show, the key factor



Raymond Safft and his "pilot" from Tuning Electronic with the very successful Seibu game, *Raiden II*.

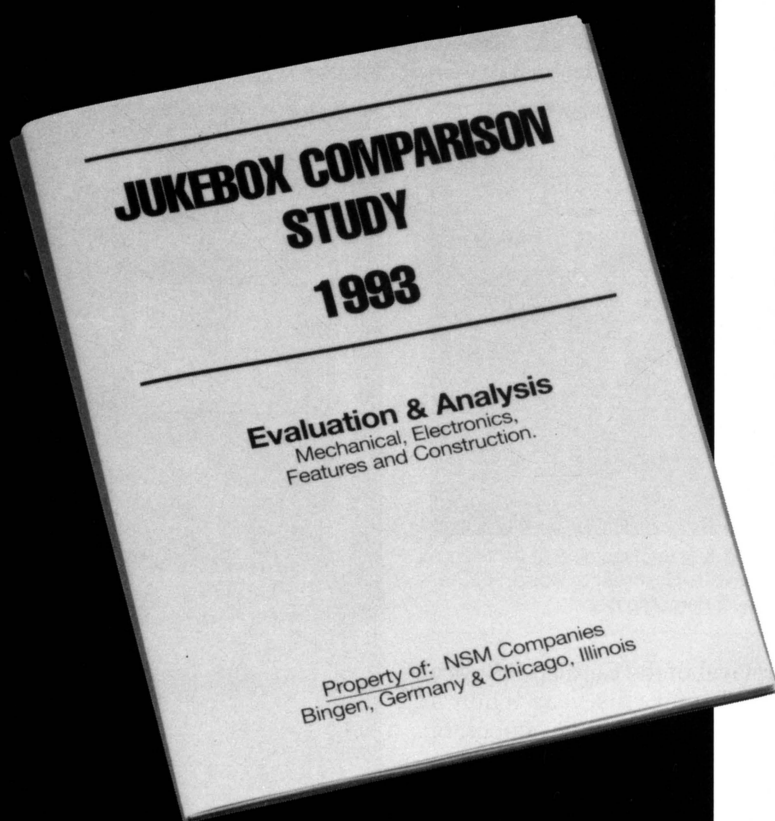


Mr. De Wild of Delta with some spinning-reel games.

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That's also why we're making available a comprehensive jukebox comparison study to all music operators. At no charge. The actual results of a study evaluating NSM, Rowe, Pioneer, and Wurlitzer jukeboxes, unedited, just as we received it from the independent testing facility.

The study compares everything from speed of music change to operating temperature inside the box to the size, type and quality of casters.

You'll note that NSM came up on the short end of the stick here and there. A little embarrassing because they were simple things we should've known. But you'll also not that NSM - overwhelmingly and in every way that really counts - outshined all the rest.

But the number one reason for buying NSM Jukeboxes wasn't spoken to in the study . . . and really couldn't be. That's our equipment's ability - **unique** ability - to adapt to forthcoming advances in digital technology. Advances that promise to be every bit as dramatic as the change from 45RPM to CD was in the first place. And we don't believe that to be an exaggeration. We also don't believe that those advances are far off.

For a copy of the Study, stop by your nearest NSM Distributor.



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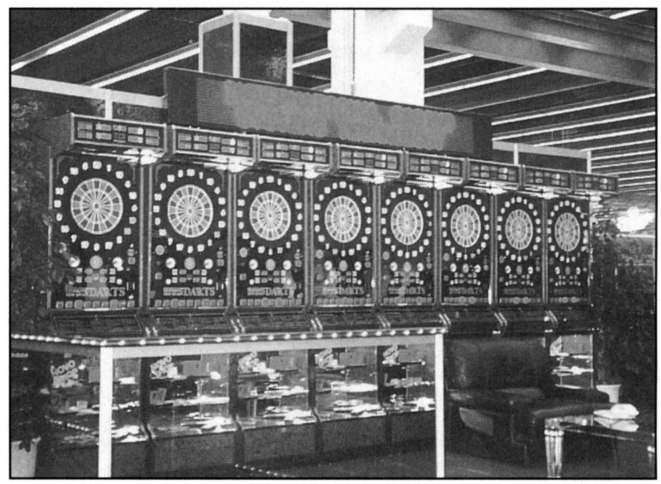
The Bally pinball about a certain spinach-eating "sailor man" was shown by Nova. Europe is the biggest pinball market.



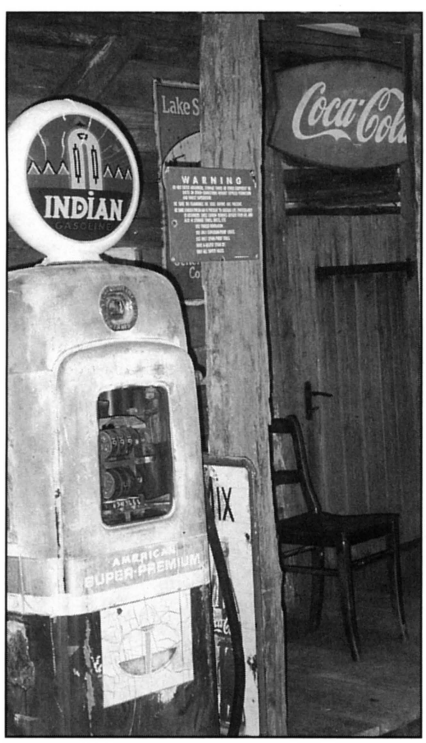
NSM's laser shooting game was popular.



The title means "street fighting video" to some, but this Fortuna game is clearly about slot-style gaming.



Dart games on the Novomatic stand — a big category this year.



Weatherbeaten gas pump and Coke sign at the American Cult Co. exhibit.



Nico Benning & Harry Hagmole of Jahnshen-Hahnraths with Barcrest's Road Runner game, a clever gambling piece.

in the revival of the German industry will come later this year when a German operator, with the support of the industry, takes the government to court over the current legislative situation. How the case is resolved will prove to be the focal point of the industry's year."] *(more pix next page)*



NSM's Wizard CD wallbox displays four CD covers to entice music customers.

FLIPPA WINNA

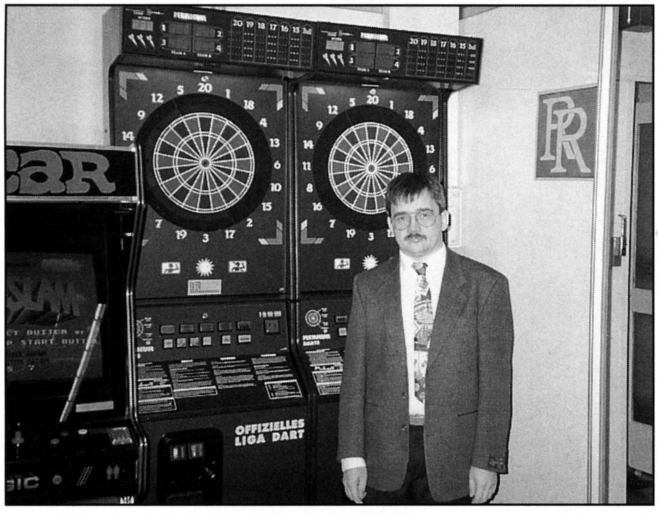
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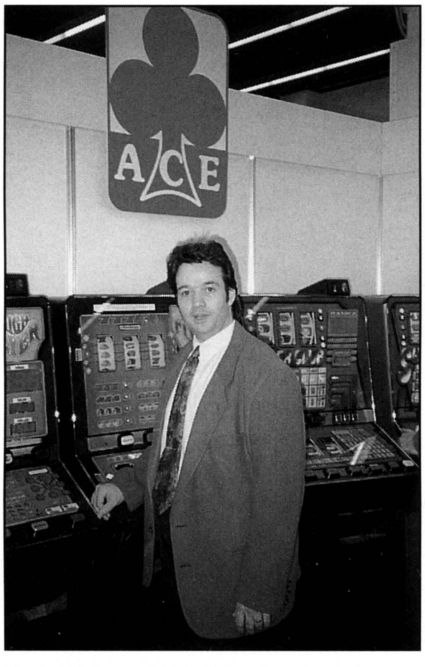
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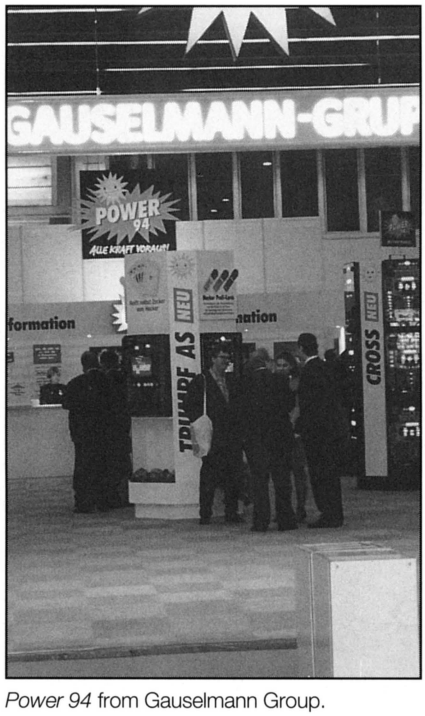
Rupert Rupp of "R Rupp" (wonder where the company got its name?) with Merkur electronic darts. He reps them in 3 countries.



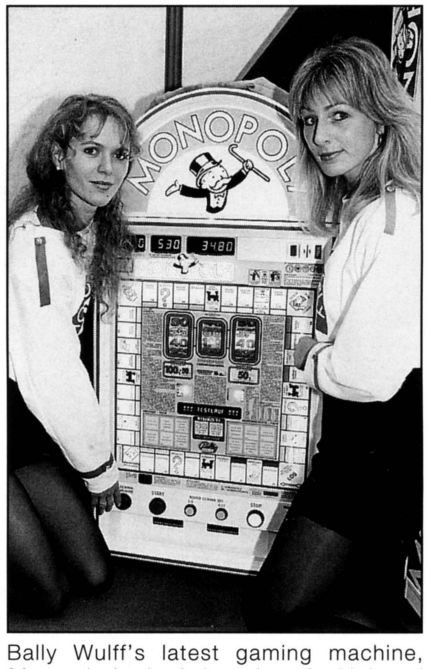
Balltimer's Heinrich Dolp with his latest timing device for electronic dart boards. Darts are still growing in Germany.



Hank Wielens of Veltmeijer Automaten with a range of games from ACE.



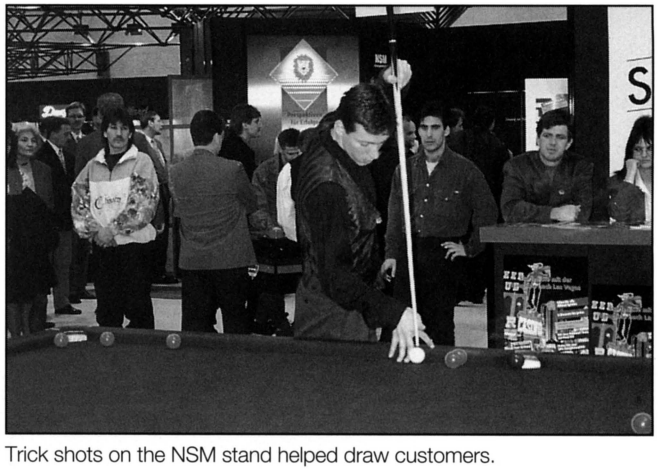
Power 94 from Gauselmann Group.



Bally Wulff's latest gaming machine, *Monopoly*, is clearly based on the hit board game. Yes, licensing can even apply here!



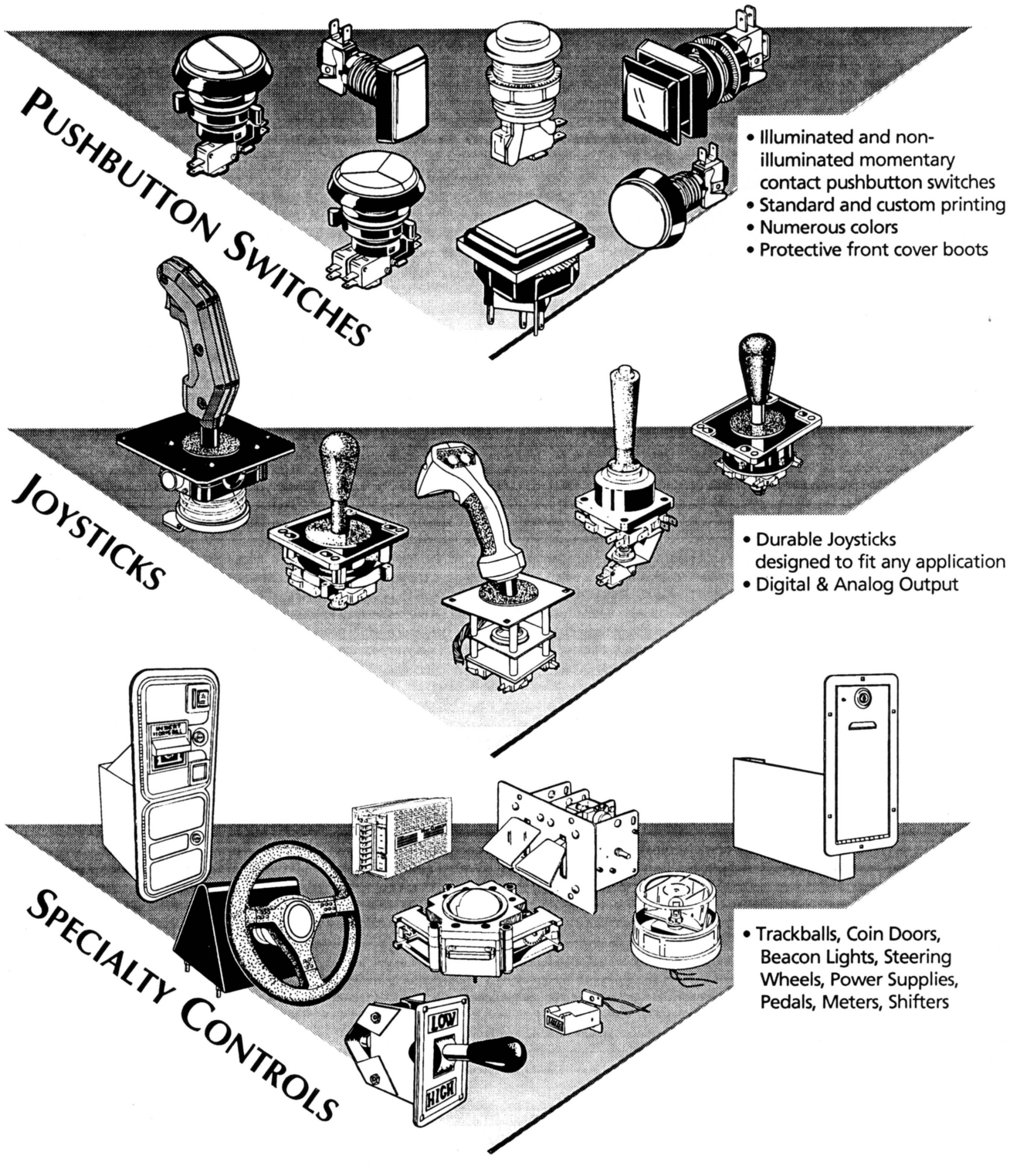
Data East pins were shown with audio headsets.



Trick shots on the NSM stand helped draw customers.

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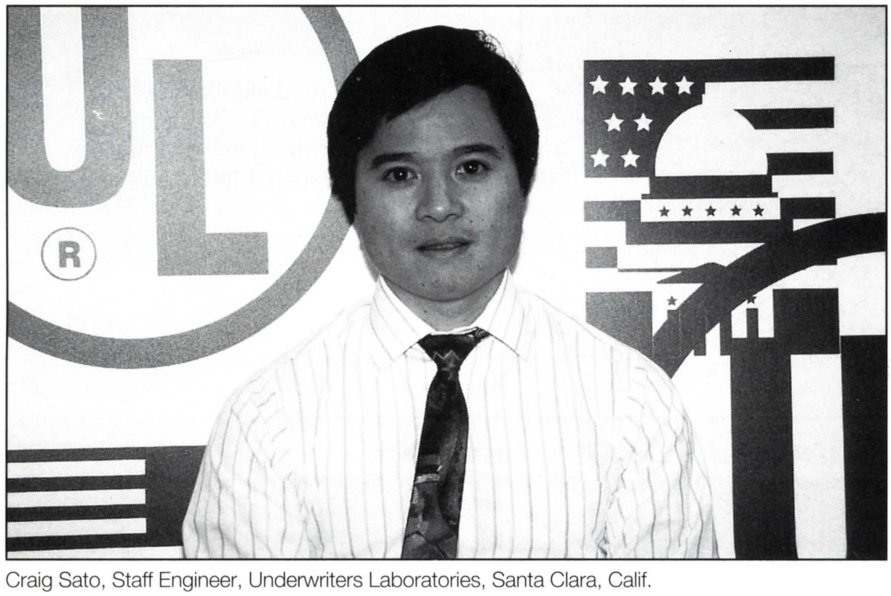
ask MR. UL SAFETY

Craig Sato, staff engineer at Underwriters Laboratories, explains how UL tests coin-op games for public safety

Our industry is justly proud of the technological sophistication of today's coin-op amusement machines. Not only do they earn a handsome dollar but they entertain, dazzle, and delight the public. Of course, whenever a piece of electronic equipment is put before the public, it's supposed to meet certain regulatory requirements and be approved for installation by the proper authorities.

What happens if machines are put on location without proper approval? Some operators around the country have found out, and it isn't fun. It can mean your equipment gets "red-tagged" by local code and jurisdictional authorities such as city electrical and building inspectors. Sizable fines could result. The burden then falls upon the operator to contract a third-party organization — like Underwriters Laboratories — to evaluate the games and ensure they fulfill the requirements. But does it really make sense for operators to get individual units of a game OK'd one at a time? Shouldn't manufacturers themselves take the responsibility for meeting the regulatory standards — preferably before a game even goes on the market?

Operators sure like this idea, because it means hassle-free installation for them. And in fact, AAMA (or its predecessor group) was originally formed to deal with precisely this question. The issue has returned to the fore since 1990, when AAMA (and later AMOA) members began the current dialog on what to do about meeting jurisdictional requirements of third-party safety certification, and how manufacturers can address the issue.



Craig Sato, Staff Engineer, Underwriters Laboratories, Santa Clara, Calif.

To get a better picture of what third-party certification is all about, we talked with Craig Sato, a staff engineer at Underwriters Laboratories Inc., an independent safety testing and certification organization. An electrical engineer, Craig has been a member of UL's engineering staff since 1982. He says he's spent the last 20 years playing pinball and video games for fun. But for the past four years at UL, his association with amusement and gaming machines has been professional!

REPLAY: *Craig, exactly what is UL and how did it get started?*

CRAIG: UL is an independent, not-for-profit organization whose primary objective for the past 100 years has been testing products for safety and developing safety standards. We are committed to the prevention of bodily injury, loss of life and property damage. UL began in Chicago as a group of individuals led by William Henry Merrill, a former electrical inspector from Boston. UL was dedicated to providing meaningful test data which fire insurance underwriters could use to determine policy coverage and rates. Our not-for-profit status is a tremendous benefit. We are not inclined to compromise the integrity of our investigations so that greater profits can be obtained.

REPLAY: *UL may have originated in one room over a horse-and-buggy fire department in Chicago, but today has national — and even international — scope, yes?*

CRAIG: That's right. In the States, UL currently has four regional offices: in Santa Clara, Calif.; Northbrook, Ill.; Melville, Long Island, N.Y.; and Research Triangle Park, N.C. A fifth regional office located in Camas, Wash. is planned to open later this year. We also have several local engineering offices located throughout the U.S., and in Japan, Taiwan, Hong Kong, Singapore, and most recently, Mexico. Our total staff currently exceeds 3,500 people. Also on the international level, we maintain working agreements for the exchange

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From left, Gary Eldgridge, Chris Barsotti, Chris Ho, Project Engineers; Craig Sato, Staff Engineer, at Underwriters Laboratories-Santa Clara office. They test videos, pins and other games.

of data and information (memorandums of understanding) with CSA in Canada, VDE and TUV PS in Germany, KEMA in the Netherlands and SEMKO in Sweden, to name a few. Some of our programs include ISO 9000 registration and a UL Mark for Canada for those products which we have determined comply with the appropriate Canadian requirements.

REPLAY: *Why does the equipment produced by manufacturers within our industry need a UL approval anyway?*

CRAIG: First of all, I'd like to clear up a common misconception about UL. We are not an enforcement body. That is to say, we do not patrol the streets making sure that all equipment bears our Mark. Manufacturers contact us voluntarily and contract us to provide examination, testing and follow-up service, which will lead to the ability for the product to bear our Listing Mark.

REPLAY: *So who does play "equipment policeman" for coin-op amusement equipment? And what regulations are they enforcing?*

CRAIG: Let me answer the last question first. The National Fire Protection Agency (NFPA) develops and maintains the National Electrical Code (NEC). The NEC, which is updated and published every three years, provides the electrical conductor and equipment installation requirements used by the local authority having jurisdiction (AHJ). The AHJ is typically a city or county electrical inspector. Currently, the 1993 edition of the NEC is in effect. In most instances, the NEC is adopted by local, county, city and state authorities having jurisdiction in whole, with amendments.

REPLAY: *And where does UL come in?*

CRAIG: Right here! The NEC recognizes that it's not practical for the AHJ to perform a detailed inspection of individual electrical equipment in the field. This would be a lengthy and expensive process. As a result, NEC Section 90-7 opens the door for qualified testing laboratories to identify products which have been evaluated for installation in accordance with the NEC and appropriate standards. This identification is done through the use of a label or mark, such as the UL Listing Mark.

REPLAY: *Is the Mark the same thing as UL approval?*

CRAIG: At this point I'd like to make an important clarification. There is no such thing as a "UL Approval"! We are not in the business of approving products. Rather, the AHJ has the authority to grant approval for installation of electrical equipment, using — in most cases — the requirements in the NEC. More accurately, a product is "UL Listed" and generally, components in the product are "UL Recognized."

REPLAY: *You said the NEC permits "qualified testing laboratories" to identify equipment by a marking. What is a "qualified testing laboratory"?*

CRAIG: Good question. The NEC describes the qualifications of a test laboratory in Section 90-7 and again in the definition of "Labeled" in Article 100. Basically, the NEC describes a qualified testing laboratory as an organization having appropriate test instrumentation and facilities, together with experienced staff and expertise, to conduct tests required to evaluate products. In addition, the organization should also be able to provide follow-up factory evaluations and have programs in place which determine if products in use in the field continue to meet the appropriate product safety standard.

REPLAY: *We assume that UL fulfills the requirements for a "qualified testing laboratory"?*

CRAIG: Yes, we do. Our Mark is recognized and accepted by all jurisdictions throughout the U.S. for all of the product categories which we evaluate — including amusement and gaming machines.

REPLAY: *Specifically, how can UL help the operators and manufacturers in our industry?*

CRAIG: We know that some AHJs do not permit operation by "red tagging" games which do not bear the mark of a qualified testing laboratory. In response to this situation, and in cooperation with the AHJ's, we have successfully used a program known as our Field Evaluated Mark Program (FEP). Through the FEP, we are able to conduct construction and performance evaluations of games within an arcade, and apply the UL Field Evaluated Mark on products which comply with the appropriate standard — in this case, ANSI/UL22, the Standard for Amusement and Gaming Machines.

REPLAY: *As you know, operators would strongly prefer that manufac-*

turers handle this issue, rather than leaving it until the operator gets red-tagged and has to pay for a field inspection...not to mention fines.

CRAIG: Yes, we hear quite a bit about operators' preferences on this point! That's why we've offered our UL Listing Service to the manufacturers. We will work with manufacturers so that their games may earn the right to bear our Listing Mark upon a successful construction and safety performance evaluation using the UL 22 Standard.

REPLAY: *Games, especially video, are sometimes modified in the field to update the gameplay, or even change the game software completely. If a game bearing the UL Listing Mark is modified, is the Listing still good?*

CRAIG: That's an excellent question, which is often asked. The first thing to consider is, when was the Mark applied? Currently, there are two types of Marks. One is the field-applied mark we just discussed a moment ago. The second is the factory-applied UL Listing Mark. Listing is a process which culminates a manufacturer applying a Listing Mark to a game before it leaves the factory. This act serves as a public statement by the manufacturer that the game meets our current requirements. As a result, any modification done in the field on a game which bears a factory-applied UL Listing Mark does not "void" the basic Listing.

REPLAY: *We want to make sure we're absolutely clear about this. What are the consequences of modifying a game in the field?*

CRAIG: Field modifications to games without our knowledge does raise a question as to whether the modified game continues to meet with current safety requirements. Ultimately, the AHJ has authority to determine whether to accept or reject the installation of a modified product. In cases where the AHJ cannot make a determination of compliance, a field evaluation can be requested.

REPLAY: *Okay, the modification of video games usually occurs in the form of game kits which are specifically designed to be field-installed. What are your thoughts on these kits?*

CRAIG: We're aware of video kits. In fact, we follow the "Player's Choice" ratings of kits under the heading of "Best Video Software" in each issue of *RePlay*. To my knowledge, there are currently two manufacturers with UL Listed "universal game cabinets." We have evaluated these universal game cabinets, assuming that untrained persons will be installing video kits. Our efforts during our evaluation were directed toward minimizing the risks of electric shock, personal injury and energy hazards which may be accessed during kit installation.

REPLAY: *Since you're a non-profit group and maintain a very correct relationship with listees, we won't ask which two companies you're referring to. But the vital question seems to be: are video kits ever UL-listed, either as components or in any other way whatsoever?*

CRAIG: We currently do not have any Listings for video game kits. We think that this is due, in part, to the fact that kit manufacturers are not aware of our program for Listed universal game cabinets.

REPLAY: *We hope more kits are listed in the future! Now lets talk for a moment about benefits of listing. Does having UL Listing help prevent costly inspection fines?*

CRAIG: Yes. Imagine for a moment a family entertainment center in which all of the games displayed the UL Listing Mark. First of all, the evidence of the Mark would assure the AHJ that the games themselves meet the appropriate safety standards through a qualified testing laboratory. The result of a UL Listing in this case, is that red-tagging — and when applicable, the associated fines — and the costs associated with the UL FEP, would be eliminated.

REPLAY: *A while back you mentioned Standard 22, the UL standard for amusement and gaming machines. Can you tell us more about that?*

CRAIG: UL 22, the Standard for Amusement and Gaming Machines, is currently in its third edition. The standard is approved by the American National Standards Institute (ANSI) as the U.S. national standard for amusement and gaming type equipment. The standard consists of three basic sections covering construction requirements, safety related performance test requirements, and marking requirements.

REPLAY: *Can UL evaluate an entire product run by looking at a prototype?*

CRAIG: The answer to this question depends upon how closely the prototype compares with actual production units. We can definitely begin the process of construction review, and provide the manufacturer with questions and/or issues that may require examination of a representative production unit. A test program can be determined through the examination of a prototype. The actual amount of testing to be performed, would again be determined based on the similarities and differences between the prototype and production units.

REPLAY: *It sounds like a good idea for factories to get going on the*

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inspection process early in the life of a machine.

CRAIG: We encourage manufacturers to get us involved in their development during any phase, including product design at a conceptual phase, when only concept drawings and sketches may be available.

REPLAY: *Coin-op games move in and out of popularity very quickly. Can UL get these evaluations done in the time frame needed?*

CRAIG: Yes, we can — although it hasn't always been this way. These days when a manufacturer calls us with a question about our lead time, the question we ask right back is: "What is your production schedule?" I am part of a team of engineers who continue to research this industry. We seek feedback from manufacturers who obtain a Listing, and we are listening and responsive. UL has recognized its role in providing timely services which strive to meet the needs of this industry.

REPLAY: *How quickly have you responded?*

CRAIG: We have completed evaluations as quickly as three days. Again, I must emphasize that we will make every effort to ensure that manufacturers can meet their production schedules and shipping commitments.

REPLAY: *Now we come to the industry's favorite bottom-line question: how much does it cost to evaluate products?*

CRAIG: Our cost for the engineering time needed to evaluate a standard upright one-to-four player video game begins at approximately $2,500. This cost assumes that all components such as power supply cords, DC switchmode type power supplies, monitor chassis, lighting fixtures, wiring material, printed circuit board material, plastics and composite wood materials have been previously evaluated by UL and are suitable for the application.

REPLAY: *What about the cost for other types of games?*

CRAIG: These are discussed with the manufacturer on a case-by-case basis. Factors such as mechanical movement and electrical complexity are used in the process of determining an engineering cost limit.

REPLAY: *This industry includes many small manufacturers who may have trouble with the cost of third-party product evaluations. Any thoughts on this matter?*

CRAIG: We realize that it's difficult for smaller manufacturers to absorb the expense of a third-party safety certification. When given the opportunity to discuss costs with small manufacturers, as well as with larger manufacturers, we strive to keep costs in line with their product certification budgets, while maximizing product coverage. We think we can increase the value of our service by evaluation tactics which cover not just one type of game, but a family of similarly constructed games.

REPLAY: *What AAMA activities has UL been involved with?*

CRAIG: I have been providing information relating to our international certification programs to Dick Trindle, AAMA Director of Investigations. In addition, I've been contacted by the AAMA Education Committee to provide input on a planned "product safety primer" — a sort of printed tutorial. I have attended the 1991 and the 1993 AMOA shows, and I'm currently planning to attend the 1994 ACME show in Chicago.

Coin-Op Manufacturers Who Work with UL

The UL Electrical Appliance and Utilization Directory includes a list of coin-op manufacturers whose products are UL Listed. We checked this Directory and saw the following firms included: American Sammy, Amtote, Amusement Equipment Mfrs. Ltd., Arachnid, Arrow Int'l., Atari Games Corp., Bob's Space Racers, Capcom USA, Data East USA, Dynamo Corp., GTech, IGT, Lazer-Tron, Merit Industries, Namco-America, Premier Technology, Sega Enterprises, Skee-Ball, Stuart Entertainment, and Video Lottery Consultants.

REPLAY: *You said you're giving AAMA some info about UL's international certification, and we hear a lot about "ISO 9000" these days as U.S. manufacturers look abroad for expanded markets. What's the relationship between UL and ISO 9000?*

CRAIG: The ISO 9000 Series Standards were developed by the Geneva-based International Organization for Standardization. They're recognized as an international benchmark for quality assurance. UL is a registrar who uses these standards to evaluate the quality systems of manufacturing and service companies. Companies that successfully complete these evaluations are granted a Certificate of Registration, demonstrating to customers and other interested parties that their quality system meets international standards.

REPLAY: *If someone wants a UL Listing or Field Evaluation, who should they call?*

CRAIG: There are engineers at our four main offices in the U.S. who can provide information. You can call Maria Mueller in Northbrook, Ill. at 708/272-8800, extension 42944. In Melville, Long Island, N.Y., the person to contact is Darrin Conlon at 516/271-6200, extension 22872. In Research Park Triangle, N.C., the contact person is Bill Colavecchio at 919/549-1526. Or I can be reached at our Santa Clara, Calif. office at 408/985-2400, extension 2356. Manufacturers can choose whichever office is convenient for them.

REPLAY: *How could somebody learn more about UL?*

CRAIG: I recommend contacting the UL office closest to you and asking for copies of the publications "Yesterday, Today and Tomorrow," "Testing for Public Safety" and "More Than a Mark."

REPLAY: *Craig, thank you very much for a clear and informative interview on a sometimes complex subject. We hope UL and the coin machine industry continue to have a long and constructive relationship!* ◆

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AMERICAN SAMMY LOOKS AHEAD

Elk Grove Village firm bows new redemption and video titles



American Sammy's corporate office in Elk Grove Village, Illinois is barely one year old.

In December 1992, American Sammy's new management team arrived at the company's new main office in Elk Grove Village, Ill. to find a lone fax machine and telephone... and that's all. No desks, no chairs, no filing cabinets, nothing.

Previously headquartered in California, American Sammy was then focused mostly on the consumer end of the amusement biz. The move signified the company's renewed commitment to coin-op, and an effort to establish itself as a major player in video and redemption. However, when Sales and Marketing manager (and industry vet) Natalie Kulig first saw her sparse surroundings, she thought to herself: "What did we get ourselves into?"

Looking back on that first day, Natalie feels a real sense of accomplishment. The company has worked hard to redevelop its line of coin-op games, with a special emphasis on the growing redemption market. American Sammy released two vid-games last year and it's first redemption piece, *Simple Simon*, is reportedly earning well in both U.S. and overseas locations. The redemption line will further expand with the addition of two new games, and more video releases are expected later this year.

Recognizing the continued popularity in redemption games over the last few years, American Sammy has sought to become strong presence in this segment of industry. The company's skilled team of designers are constantly seeking out new ways to bring diverse and innovative products to the redemption market.

Last year's *Simple Simon*, a ball-toss loosely based on the game of tic tac toe, is being followed by the release of *Magic Mr. X*. Designed as a counterpart to *Simple Simon* or to stand alone, *Magic Mr. X* appeals to a slightly older crowd, and plays more like the real game of tic tac toe. A special feature is digitized matching (common to today's pingames, but a first for redemption) that allows the player to win bonus points. *Magic Mr. X* shipped out in late February.

A third redemption title, *Coin Circus* will come out in late March. *Coin Circus* has a colorful clown in a mirror lined cabinet. His four arms,

Users' Reports

"We really liked our first Token Tech, which is why we ordered our second. I'm calling now to order our third."

"The Token Tech eliminates the need to spend hours making up rolls of 20 and 40 Tokens. We are saving enough labor cost to more than pay for it in less than two months."

"The best investment since we bought our fax machine. I can't ever imagine doing business without either one."

"We have good employees . . . The Token Tech removes the temptation for them to become "silent partners" by skimming the till."

"It's great! You should have come out with it 10 years ago."

"After using our Token Tech for Quarters, we are switching over to Tokens. Thanks to the dispenser, we got acquainted with your Token Systems."

"The Token Tech eliminates long lines at our cashier's cage. Our customers like it, too!"

"Our Batting Cage Tokens are valued at $1 each. Anyone with a high-value Token should be using a Token Tech."

"We use a larger size Token for our Carwash. All Tokens are sold through the Token Tech. It's accurate, and much faster, and it keeps our people honest."

"The first two Token Techs are excellent. We are sending our purchase order for six additional units."

"It's working just perfect. We love it!"

"For a $3 Cigarette Token, it's the only way to do business."

"We were using a system which had the "illusion of control" . . . The first shift manager counted all our Tokens. The third shift manager emptied all the cashboxes, and did a day-end count."

"The Token Tech has simplified our whole operation, and we know exactly where we stand every hour."

"We bought a similar item, made in Europe. It cost a lot more, but it never worked right, so we sent it back. Your Token Tech is far superior."

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Token Size	Capacity	Token Size	Capacity
.800	10,000	.984	7,500
.882	9,000	1.000	7,500
.900	9,000	1.125	6,000

Coin	Capacity	Coin	Capacity
US Quarter	7,000	Brazilian 20 Cruzados	4,500
Canadian 25¢	8,000	Venezuela 1 Bolivar	5,000
Australian 20¢	5,000	Chile 1 Peso	4,500
Canadian Dollar	6,000	Ecuador 1 Sucre	4,000

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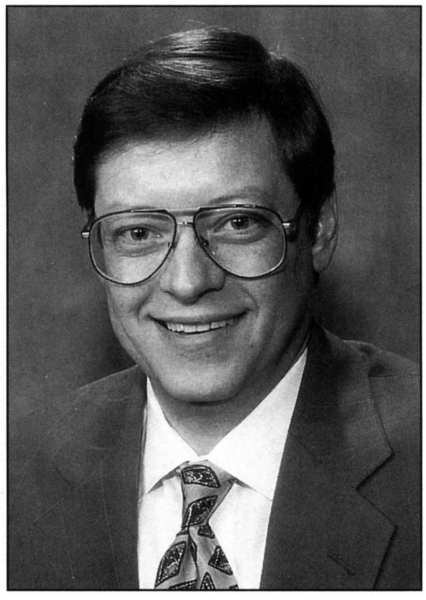
VIDEO POKER | PARKING METER TOKENS | TOKENS | 25¢ QUARTERS | SUBWAY TOKENS | SLOT CASINO TOKEN TOKENS

CARWASH TOKENS | TOKENS FOR CANDY and SNACKS | BATTING CAGE TOKENS | TECNOLOGIA A SU SERVICIO TOKENS | TOLL ROAD TOKENS | ICE TOKENS

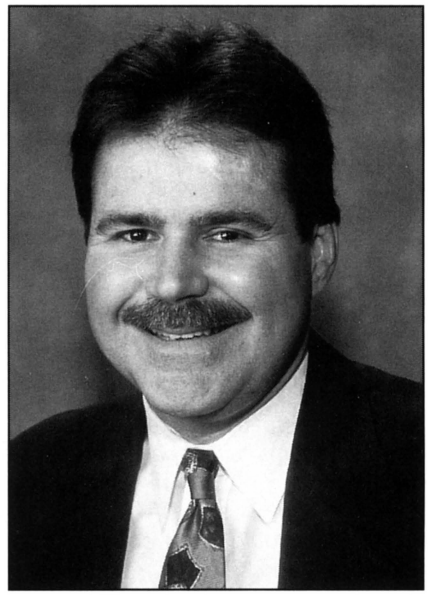
Many Stock Signs available. Custom Signs (black & white or color) designed to order.



Yoshi Suzuki, president of American Sammy Corporation.



James Miskell, exec VP, Administration.

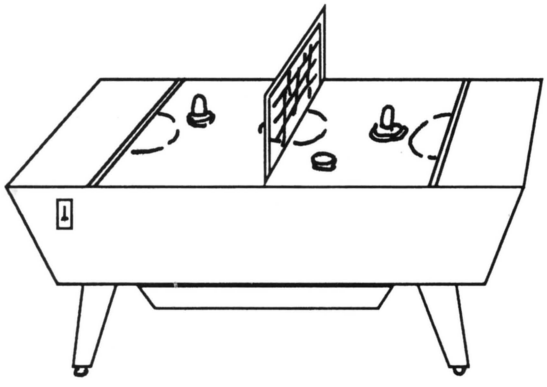


Rick Rochetti, exec VP, Sales.

released later by the player that successfully makes five shots.

While the focus for American Sammy is on redemption, the company showed two new videos at the recent ACME show. *Deadly Sport* is a digitized fighting game like last year's *Survival Arts*. It utilizes the company's advanced 32-bit hardware system. Like American Sammy's first video kit, *Daioh*, their other new release, *Dyna Gear*, is also a shoot-

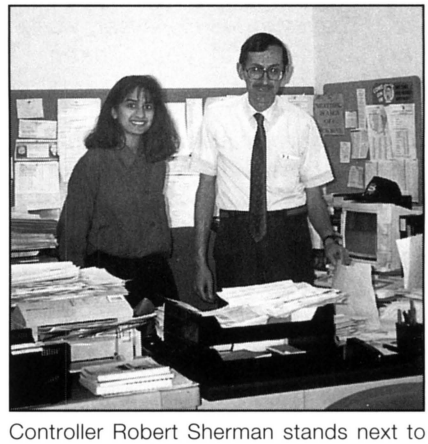
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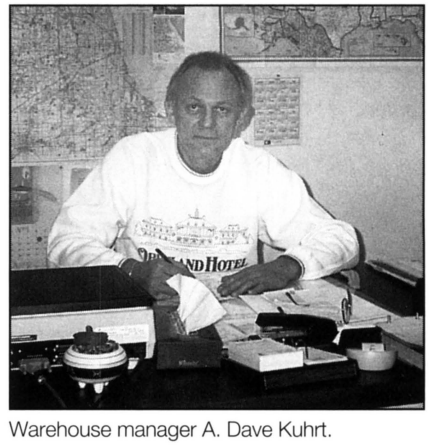
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Controller Robert Sherman stands next to Apexa Patel of Accounts Payable.



Warehouse manager A. Dave Kuhrt.

each representing a different ticket value, rotate in a circle and move up and down. At the drop of a coin or token, the player attempts to have the arms "catch" the coin. A Bonus Wagon catches the fallen coins to be



Receptionist Naomi Wiggins greets visitors.



From left to right at American Sammy's Elk Grove Village HQ: Maria Fotinopoulos, sales assistant; Natalie Kulig, sales and marketing manager; Brad Faris, production coordinator; David Crane, national sales manager; Emilio Cabrera; international sales manager.



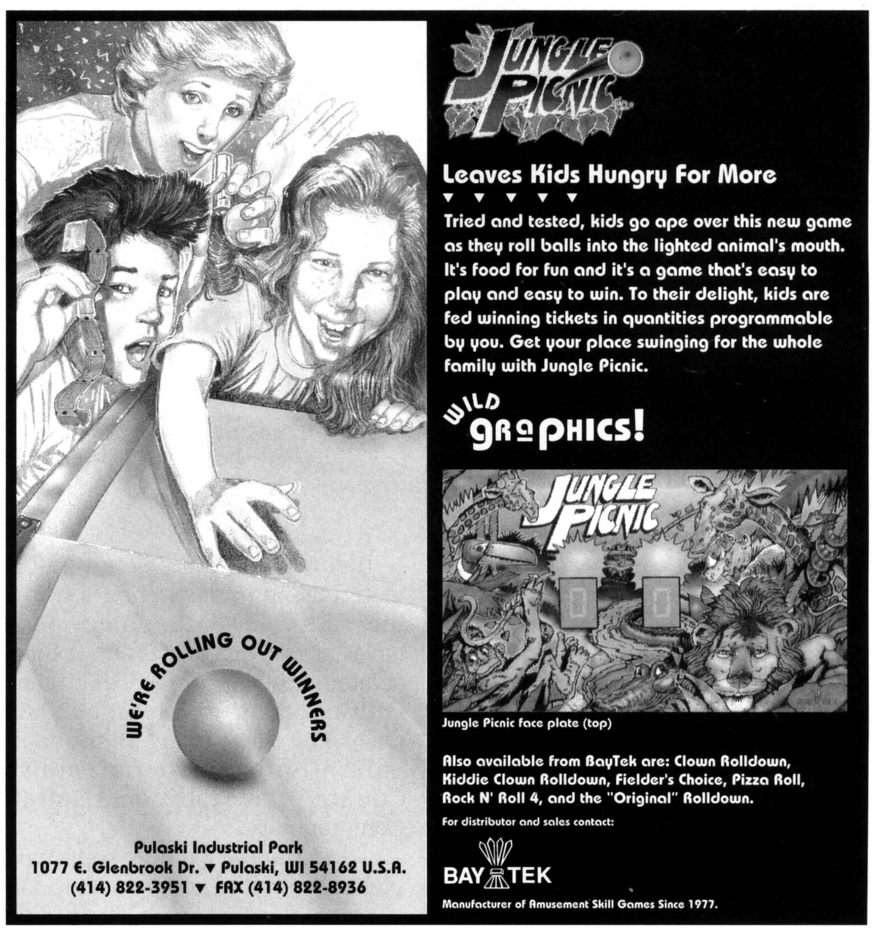
American Sammy's new redemption piece Magic *Mr. X* (available now).

em-up. Both games will be available sometime this year, although like many in the industry, the company is taking an admittedly cautious approach to video.

As for future games, American Sammy is relying heavily on its accomplished design team as well as an extensive game testing program that turns to both operators and players for feedback. The company will continue to work on products for both consumer and coin-op sectors, with all of the R&D in redemption being done in the USA. In fact, American Sammy anticipates the day when its All-American-made redemption machines will become a world standard.

As the company looks ahead to becoming one of the biggest names in the amusement industry worldwide, it's hard to imagine those humbling first days when the staff was getting the new office up and running. "As tough as it was," Natalie Kulig reflected, "we really pulled off a lot. But we still have a long way to go."

For more information or distributor referral, contact American Sammy, 901 Cambridge Dr., Elk Grove Village, IL 60007; 708/364-9787. ◆



TABLES TO FIT YOUR IMAGE

Valley's line of Image Series coin-op pool tables are designed to complement virtually any location



Country table.



Traditional table.



Contemporary table.

In order to put together a unique atmosphere for their patrons, restaurants and bars have always had a lot of freedom in their choice of furnishings and decor. However, when it came to coin-operated pool tables, their style options were traditionally limited. Realizing that not all locations are the same, Valley Recreation Products is now manufacturing a line of tables in striking new designer-created styles.

Incorporating the same quality materials and engineering found in the Valley *ZD-6*, the *Image Series* tables use special effects and colors to create a "theme design" that blends with or enhances a location's own style. The three *Image Series* tables currently in production are the Country, the Traditional and the Contemporary.

The Country features rope wood highlights, a wild cougar plaque, laminate with boxwood green leather embossed finish, terra cotta colored leather insert panel and tawney tan table felt. These elements come together to capture the spirit of the Old West, making it perfect for the country and western motif.

The Traditional's carved oak look and gold accents with taj teak laminate in a suede finish combine with a royal teal table felt to give off a stately appeal and sense of "old world craftsmanship." As it name implies, this table is designed to compliment the traditional bar setting.

For the more modern lounge setting, there's the Contemporary. With its charcoal chromatic laminate, crystal finish and bright chrome trim, this table will fit the high profile, up-to-date establishment. Bright blue felt and vibrant accents make the Contemporary a sure-fire attention getter.

Locations looking to upgrade or even those new to pool can benefit from the *Image Series'* infusion of style. And like all Valley coin-op tables, they're built to last. For more information, contact an authorized distributor or call Valley at 800/248-2837.

HAPPY 25TH CMI

Coin Mechanisms, Inc. marks silver anniversary; also celebrates a new 50,000 sq. ft. plant

(The following transcript, including stage directions and sound effects, comes from a mythical TV show called "This Is Your Coin-Op Life." If we could get Ralph Edwards to host it, we would. — the editor.)

(Music up, triumphant theme. Announcer's voice:)

Coin Mechanisms, Inc., this is your coin-op life! Today, CMI, you're known around the globe as the creator and manufacturer of the *Coin Comparitor,* a patented single-coin electronic mechanism which has become a mainstay of the casino industry.

(Wild applause from audience of coin machine professionals. Announcer continues:)

CMI, you're also known for playing a major role as the supplier of coin mechanisms for the amusements industry. You have just moved into a big new manufacturing plant in Glendale Heights, Ill. which is humming with over 100 employees. What a success!

(Applause. Studio orchestra plays up-tempo music. Cut to still photo of CMI's smaller, original factory in Elmhurst. Announcer's voice:)

But you didn't begin life as a global powerhouse, CMI. You started in 1969 as a privately held company, founded by owners Arline Pierz and Ray Nicholson. Back in those days, you were staffed with just 12 employees. You worked hard, manufacturing not only coin and token mechs, but also a bringing out a growing line of components such as complete coin door assemblies; front plates; timer box housings; and back channels.

(Cut to photo montage of these CMI products. Announcer continues:)



This 50,000 sq. ft. plant in Glendale Heights, Ill. is the home of Coin Mechanisms, Inc.



CEO Arline Pierz is seated at the table with, standing from left, marketing director Frank Schubert, EVP Rhoda Pierz and President Stan Pierz.

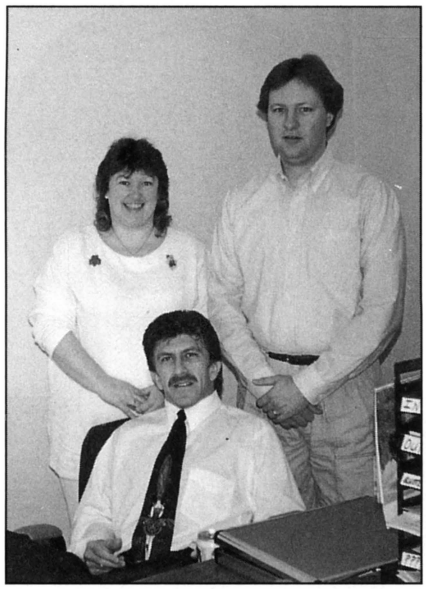
You strove to be an innovator and leader. You didn't just sit around, fat and happy with your share of the domestic market. You saw the increasing global span of our industry, and you expanded your line to handle foreign coins, as well as included configurations appropriate for overseas manufacturers.

A few years back, of course, you introduced the product which has become your greatest success to date: the *Coin Comparitor.* On the strength of this leading product and a complete line of quality goods, you signed exclusive agency contracts and built an aggressive network of international distributors who are capable of selling to all customer levels, including overseas OEMs! And, they can also provide service and support for CMI's many products! As a result, CMI, you have achieved world-class status with representation throughout Europe, Australia, Canada, the Middle East, the Caribbean and the Philippines.

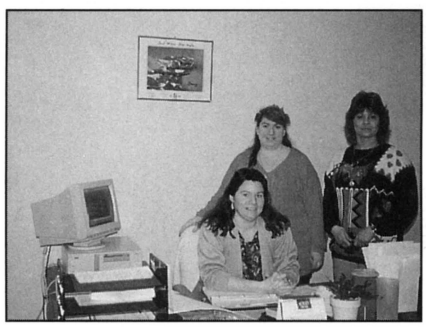
(Applause. Announcer says:)

And now, CMI, let's bring out a few of the people who have been so important to you throughout your life. (Drum roll.) Yes, it's CMI co-founder and chairman of the board Arline Pierz! (Applause.) Would you like to say a few words, Arline?

(Arline Pierz:) "We would like to thank all of our friends in the coin-op industries around the world for their support. We will strive toward keeping our products, quality, service and aggressive philosophy focused on our



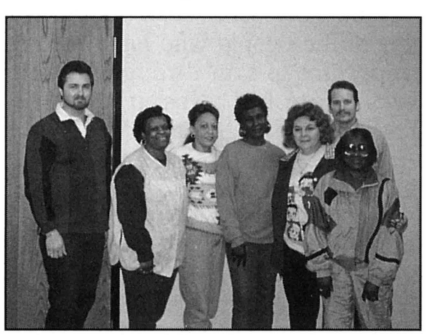
The sales & marketing dept. includes chief Frank Schubert (seated) with Linda Wawrezk, Mike Meisinger and (not shown) Stan Pierz.



Jenny Baird (seated) runs the accounting dept. whose team includes Ann Maida and Michelle Small.



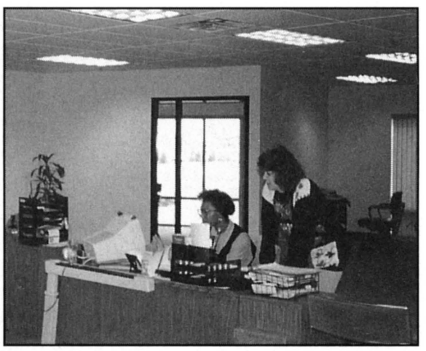
Branid Blaesing and Jason Poreda keep those computers humming!



Production team manager is Mike Harris (back right), seen here with his staff of production line supervisors.



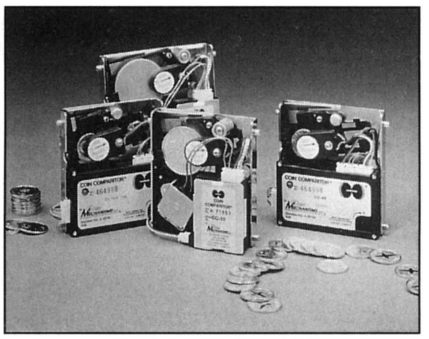
From left, engineering dept. manager Joe Ferrentelli with his team: George, Marilyn, Steve, Bill, Stan and Debbie.



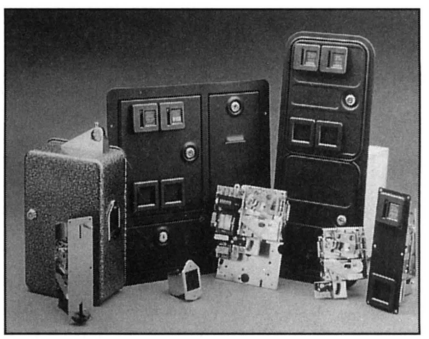
Phones and computers keep orders and inquiries moving swiftly from the "in box" to the appropriate department.



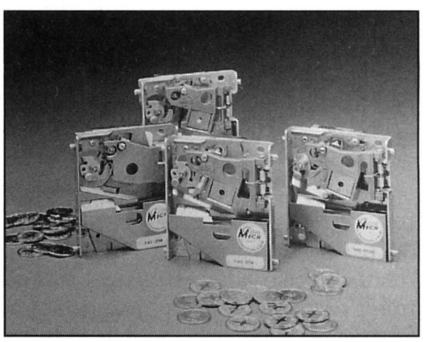
Yes, CMI manufacturers their own products under their own roof!



This innovative electronic device, called the *Coin Comparitor*, is one of CMI's mainstays. It's become a standard component for the casino industry worldwide.



CMI also makes a line of complete coin door assemblies and coin/token mechs for the amusement industry.



Quarters, pesos, Loons? You name the country, a CMI product takes their currency!

customers and their needs." (Applause.)

(Announcer's voice and continuing background of applause:) Thank you, Chairman Pierz. And now let's bring out CMI's newly elected president, Stan Pierz! Take a bow, Stan! Accompanying the chief is his sister Rhoda Pierz, who just happens to be the executive vice president at CMI, and sales & marketing manager Frank Schubert. Congratulations, folks!

(Spotlight zeroes in on Rhoda, who steps forward and says:) "Stan, Frank and I all agree — diversification, efficiency and new market penetration with both current and future products are the key to our future successes. An outstanding example is our new intelligent *Comparitor* series mechanism, with a Bar Code feature, which has been introduced to the casino industry. CMI's commitment to the industry means that we will continue to meet the challenge of bringing new products to our customers."

(Announcer says:) "Thank you, Rhoda. And now ladies and gentlemen, let's hear it for the company of the hour, Coin Mechanisms, Inc.!" (Audience rises for standing ovation as CMI wipes a tear from its eyes. Hugs and handshakes all around. Music swells, cut to commercial for the *Coin Comparitor as* soundtrack fades out on Announcer, saying:) "Happy 25th anniversary, CMI!"

◆

TOURNAMENT

HIGHLIGHTS



GEORGIA BULLSHOOTER

Darters from across the Southeast were vying for a shot at Arachnid's BullShooter Finals by winning either first, second or third in one of eight main events at the Jan. 7-9 Georgia Regionals. This successful stop on the BullShooter Tour was co-sponsored by Greater Southern Distributing of Atlanta, Ga., using *English Mark Darts* boards as the official tournament game. The Pro Singles event came down to an exciting match between Randy Goins, from Kingsby, Ga., and J.P. Polvinen, from Riverdale, Ga., with J.P. taking the top honors. Pictured above are Tom Wesseln of Arachnid's A-Team flanked by Randy (l) and J.P. In Women's Doubles, Laurie Gilley (Taylors, S.C.) teamed up with Susie Swisher (Bessimer, Ala.) to take first place, then Laurie joined Roger Carter (Warner Robins, Ga.) and Britt Whitley (Aiken, S.C.) to bring home another trophy for first in Mixed Triples. Spirited competitor Laurie almost made it three when she came in second to Debbie Sharp (Birmingham, Ala.) in Women's Singles. Congratulations one and all!

COLORADO BULLSHOOTER

Arachnid sponsored another BullShooter Regional Qualifier in Colorado, Jan. 14-16 at the Sheraton Denver West. Mountain Coin Machine Distributing and The Colorado Game Exchange, both located in Denver, co-sponsored the event, which drew darting enthusiasts from Arizona, California and Colorado to play for $6,000 in prize money. Players from Pueblo, Colo. were well represented in the winners circle with Pete Wilson and Doug Martin taking first place in Open Doubles Cricket and second place in Men's Doubles. They then teamed up with Tammy Legan, also from Pueblo, and won another first place in the Mixed Triples event. Tammy, pictured to the left with Joe Campos of Arachnid's A-Team, also took first place in Women's Singles and fourth in Women's Doubles with her partner Laurie Pfannenschmid (another Pueblo-ite!) Pro Singles was won by Tim Cherven (Golden, Colo.), who battled his way to the championship match against Patrick Lee (Citrus Hts., Calif.). This being a qualifying event, first, second and third place finishers won certificates to the BullShooter Finals May 28-31 (Memorial Day weekend). For more information, call Arachnid at 800/435-8319.



ND DARTS

The North Dakota State Dart Association held their yearly Singles and Doubles tournament Jan. 21-23 at the Seven Seas Motor Inn, in Mandan, N.D. A BullShoot was held, with an electronic dart board given away as a prize. All of the proceeds from the tournament went to the Make-A-Wish Foundation. Hats off to the NDSDA for making a fun event one that also helps a worthy cause.

MINNESOTA SHOOT

Over 750 amateur pool players and a few hundred spectators packed the Sheraton Park West Hotel in St. Louis Park, Minn. for the 1994 Minnesota Operators of Music and Amusements (MOMA) Championship. The tourney was played double elimination style with five-person teams from 7:30PM, Friday, Feb. 4, to 9:30PM, Sunday, Feb. 6., and was sanctioned through the Valley National Eight Ball League Association (VNEA). Players played on 60 tables for over $10,000 in prize money and first through sixth place trophies. Winning operators and sponsors were also awarded plaques. There were a lot of close matches, with the Men's Masters coming down to

the last game and the Women's Masters coming just one game short of a tie breaker. MOMA president Les Smith, on behalf of the organization, was presented a crystal appreciation award by VNEA director Gregg Elliott at the tournament's close. Some of the winning players will choose to advance to the international open tournament May 28-June 4 at the Riviera Hotel Casino in Las Vegas.

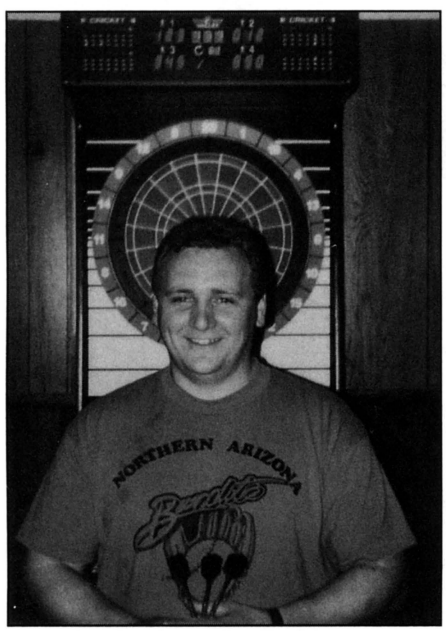
VALLEY GOLD ROUNDUP

As the Valley Gold series of dart tournaments makes its way around the country, here's a run down on some recent gatherings:

...FLORIDA

Michael J. Peter's Sports Bar and Grill of Orlando, Fla., hosted a Valley Gold Tournament, Feb. 5, sponsored by King's Row Entertainment. Forty-four players from all over central Florida and the west coast came to compete for money, door prizes, shirts, hats and USA Darts-contributed paraphernalia. Winners were Debbie Shutt of Largo and Jerry Driskill of Altamonte Springs.

...ARIZONA



Fluttering into Snowflake, Ariz., Valley Gold made a stop at the Ranch House Saloon for a tourney sponsored by Silver Creek Amusements of Taylor, Feb. 5-6. (Men competed on Saturday, women on Sunday.) Sixteen men and 10 women played on eight boards for $510 in prize money. A raffle for hats, shirts, mugs and darting accessories insured that everyone who entered received a prize. Top winners were J.R. Black (pictured above) of Snowflake and Cindy Strong of Overguard.

...ILLINOIS

Over in Springfield, Ill., the Valley Gold Tournament at the VFW 10302 began with the toss of a coin for player start or game. Sponsored by Northgate Amusement, the Feb. 5 event had 53 darters playing 301, 501 (double in, double out) and double-bull activated Cricket for prizes. Games were played two out of three for the Women's Open and handicap, and the Men's Open and handicap. Winners were Vicki Schmidt of Benld and Rod Porter of Springfield.



...INDIANA

Nearly 100 players came out for Reid Sales Music Company Inc.'s Valley Gold Tourney at the Holiday Inn North in Lafayette, Ind., Feb. 5. The bitter cold kept some competitors away but failed to dampen the enthusiasm of the men and women who showed up to vie for $950 in prize money. Pictured above are Men's winners (l to r): Bill Brunson (2nd), Reid Sales, Keith Rishel (1st) and Scott Childs (3rd). Before the regular tournament got underway, Reid Sales held a $15 entry Valley Cup qualifier that awarded trophies and Olympic-style medallions to the top finishers.

...WISCONSIN

Sneakers Sports Bar of Greenfield, Wisc. played host to Milwaukee's Hastings Distributing Inc. and the Valley Gold, Feb. 6. It was 301 best of five for the four singles and two doubles events, with 200 entries among 110 players competing for the $2,000 in prize money. Beginning at noon, players fired away at 16 Valley dart machines; by 10:30PM, the last dart was thrown. First place winners were Dave Dzick of St. Francis and Kristine Conklin of Milwaukee.

...ILLINOIS (AGAIN)



J&J Ventures arranged the Feb. 6 Valley Gold at Effingham Knights of Columbus in Effingham, Ill., where 36 men and 14 women played Cricket and 301 double in, double out for $775 in cash. Valley home dart boards, darts, hats and shirts

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FEATURES

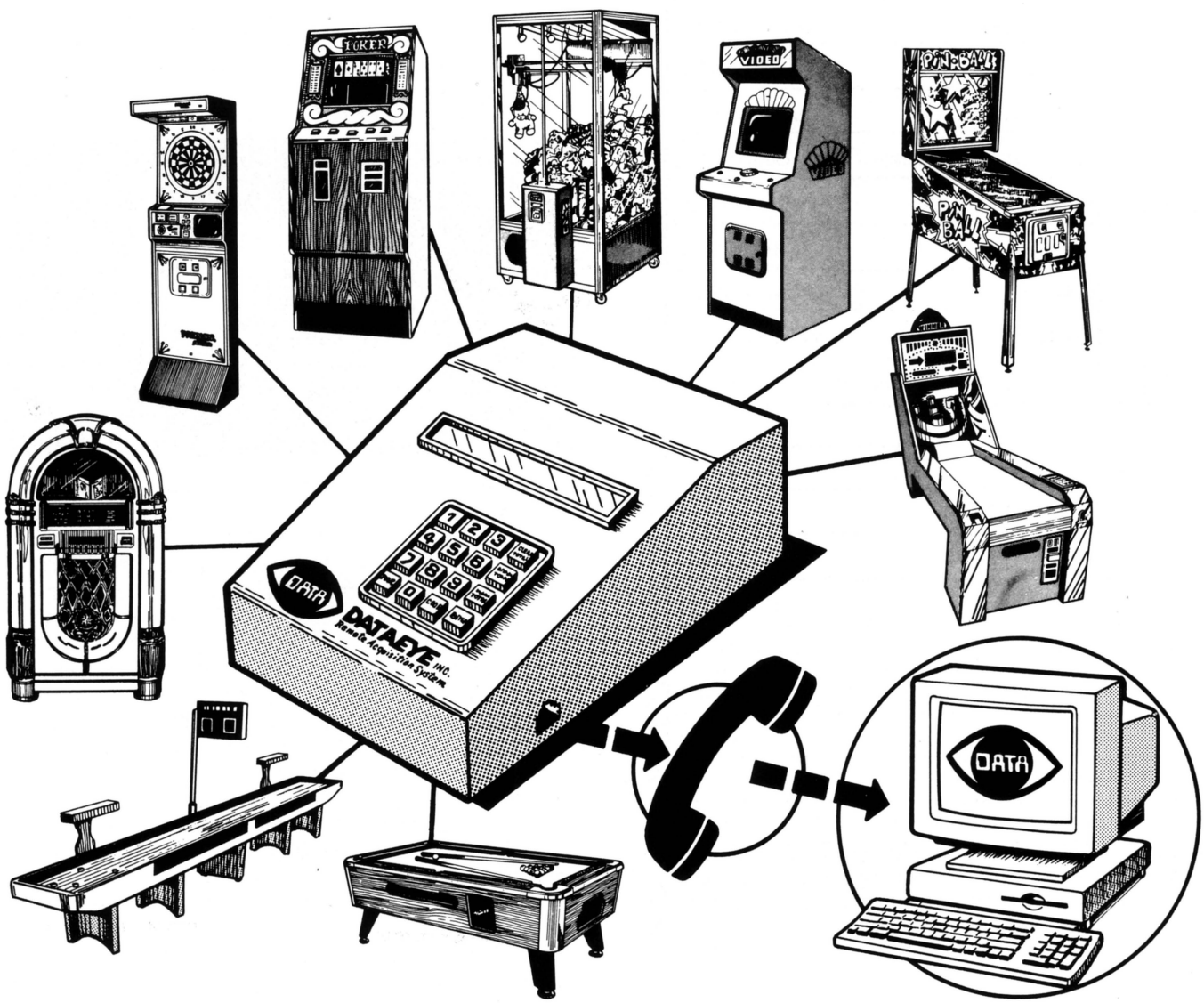
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SPECIFICATIONS & REQUIREMENTS

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Output	Dedicated telephone line
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Cable	Std. modular telephone cables
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FOR MONTH ENDING FEBRUARY 1994

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	THIS CHART	LAST CHART	TITLE	ARTIST
			★★ No. 1 ★★	
REGIONAL MEXICAN	1	2	TAMBIEN LLORAN	BANDA MACHOS
	2	1	TU ULTIMA CANCION	LOS TEMERARIOS
	3	3	PURA SANGRE	BRONCO
	4	4	LASTIMA QUE SEAS AJENA	VICENTE FERNANDEZ
	5	5	INALCANZABLE	LOS BUKIS
	6	--	COSAS DE..	BANDA SUPERBANDIDO
	7	8	20 DE COLECCION	VICENTE FERNANDEZ
	8	7	LA GARRA DE	LOS TIGRES DEL NORTE
	9	--	CON SANGRE DE INDIO	BANDA MACHOS
	10	10	JOSE ALFREDO JIMENEZ	20 DE COLECCION
TROPICAL / SALSA	1	1	CARA DE NINO	JERRY RIVERA
	2	5	ES UN ESCANDALO	SONORA DINAMITA
	3	7	MI TIERRA	GLORIA ESTEFAN
	4	5	MERENGUISIMO	VARIOS ARTISTAS
	5	4	UN ALTO EN EL CAMINO	GRUPO NICHE
	6	7	EL ESPECTACULAR	OSCAR D'LEON
	7	6	LO MEJOR DE...	BANDA BLANCA
	8	8	MAMBO	AZUCAR MORENO
	9	9	EL ORIGINAL 4.40	JUAN LUIS GUERRA
	10	--	LOS EXITOS MAS EXPLOSIVOS	SONORA DINAMITA
POP	1	1	LUNA	ANA GABRIEL
	2	2	THE BEST	ANA GABRIEL
	3	3	17 SUPER EXITOS	SELENA
	4	5	17 SUPER EXITOS	LA MAFIA
	5	4	ROMANCE	LUIS MIGUEL
	6	--	LO MEJOR	JUAN GABRIEL
	7	5	VERANO DE AMOR	INDUSTRIA DEL AMOR
	8	6	ARIES	LUIS MIGUEL
	9	10	17 SUPER EXITOS	MAZZ
	10	9	AHORA Y SIEMPRE	LA MAFIA

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were also given out. Winners were Dawn Scoggins of Watson and Gerald L. Purcell of Effingham. Second place went to Tom Ronan of Louisville and Tammy L. Burgess of Effingham. Pictured above are (l to r): Dawn Scoggins, tourney director Rick Henkelman and Tammy Burgess.

IFPA TO WISCONSIN

Kenosha, Wisc. hosted over 80 pinball enthusiasts from the Upper Midwest at the "Warm-Up for the World" regional pinball tournament, Mar. 4-5. The event was sponsored by area operators and distributors as a prelude to the Fourth Annual International Flipper Pinball Association World Championships to be held in Rosemont, Ill. in mid-April. With almost $3,000 in prizes up for grabs, contests were held for "Pinmaster" (top player), Open Singles and Teams, and Mixed Teams utilizing the IFPA tournament format. Top honor in the Pinmaster Singles went to Fred Richardson of Minneapolis, Minn. In Open Singles it was Matt "Raccoon" Dimos of Highland, Ind. Team events found Brenda Blenstrom and Robert Cronwell of Eau Claire, Wisc. winning the Mixed Team, and Dan Farris and Erhen Bilshausen of Lake Zurich and Oak Brook, Ill. respectively taking the open. Players and operators interested in learning more about pinball tournaments and leagues should contact IFPA exec director Doug Young at 414/422-0600 for details.

TORNADO KICKER



Hundreds of table soccer players converged on the San Francisco Bay area for Tornado's 1994 Tour Kickoff Classic, Feb.11-13. The $35,000 dollars in total prizes was enough to bring in players from around the world to vie for the first titles of the 1994 season. Along with the cash and beautiful trophies, there were also six Tornado Home tables for the taking. With 1196 total entries in 20 events, tables were hard to stake a claim on. Players came from as far away as Luxembourg and Germany, and although the cold kept many players from the eastern US at home, every state west of the Mississipi was represented except Arkansas and the Dakotas. Even organizers were surprised at the turnout, making the West Coast a certain bet for a tourney next year. Pictured above is the Open Singles final with Tommy Adkisson of Oklahoma going against eventual first place winner Johnny Horton of Florida. The next stop on the Tornado Tour is the $30,000 US Open at the Minneapolis Hilton & Towers, April 1-3. For more information, contact Steve Murry at 817/483-6646.

NEW PRODUCTS

ROLL FOR GOLD from Benchmark Entertainment



Roll for Gold is a token-roll redemption piece, and the first game from Benchmark Entertainment. Gameplay has players rolling coins or tokens down one or both of the unit's curved chutes to intersect a moving wheel and hit various targets that award tickets. By its nature, *Roll for Gold* crosses both age and gender lines.

The machine is built of plywood and provides a plexi front view to eliminate the need of a step stool for youngsters. The ticket dispenser holds 6,000 tickets. Electronics provide sounds, music, voice plus bookkeeping and diagnostics. The game measures 4'(d) x 2'(w) and weighs approximately 225 lbs.

For more information or distributor referral, contact Benchmark Entertainment LC, 2071 N. Dixie Hwy., Pompano Beach, FL 33060; 305/781-8080.

DINO-RALLY from Bromley

Dino-Rally is a whimsical, colorful redemption game based on a racing theme. The simple yet entertaining concept has players selecting one to seven prehistoric "racing cars," then pressing a "start" button to let the race begin.

Features include a low-ticket light indicator, display-board audits, coin-meter audits, four ticket adjustments and double stacker ticket holder. The game's solid construction utilizes a high grade cabinet with 100% "tongue in groove" plywood, BSP



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For more information, contact your authorized distributor.

New kiddie rides from Meblo



Bodo and *Little Joe* are two new coin-operated excavators for kids (and adults alike). *Little Joe* is about half the size of *Bodo* (pictured) and requires an 8' x 6' space, whereas *Bodo* needs 11' x 8'. Each ride operates like a real steam shovel, with four hydraulic functions to challenge a child's eye-hand coordination. The shovel can be swung 30 degrees to the right or left, and can pick up 20 lbs. of sand, gravel, etc.

For more information, call Meblo Inc. at 800/776-3256.

SOLITAIRE CHALLENGE from Dynamo



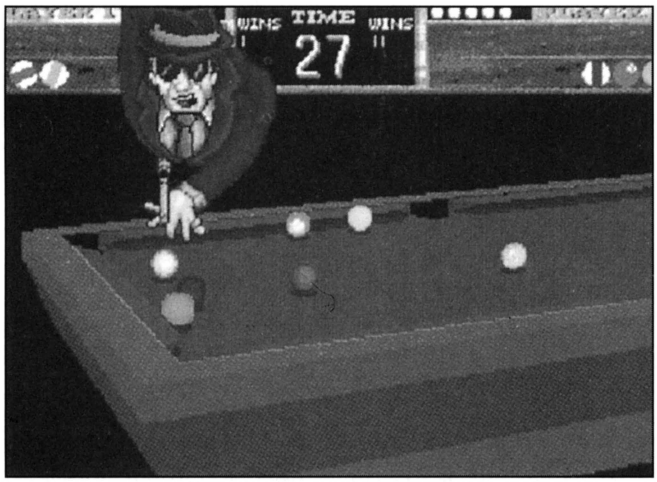
Based on the traditional card game, *Solitaire Challenge* is designed to appeal to players in a variety of locations. And since it's not a gambling game, the manufacturer says it is accepted in all states.

Solitaire Challenge adds two new dimensions to the card favorite—time and sound. The player competes against the deck as well as the clock in order to win. Both voice and music add drama and entertainment. The initial version uses a 13-inch VGA, high resolution monitor, but a larger monitors are being considered for future models.

There's also a bill acceptor for income versatility, as well as a host of other features. These include a choice of 24 card backs, 12 different playing field colors, free game awards, screen saver and adjustable pricing.

For more information, check with a distributor.

9-BALL SHOOTOUT from Bundra Games

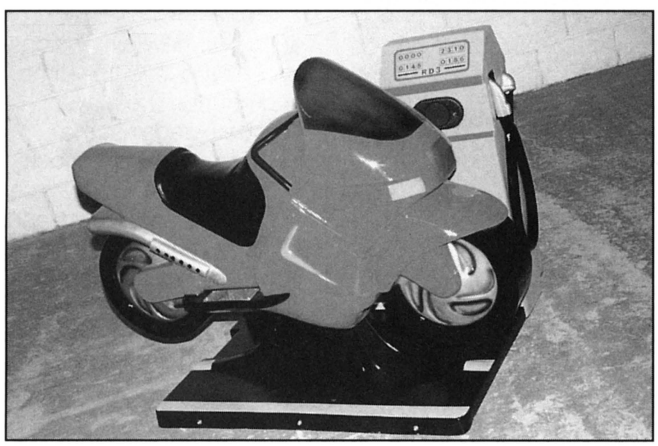


With an eye on the long-neglected bar market, Bundra Games is releasing *9-Ball Shootout*, a video pool game that's available as a two-player kit, countertop or mini upright.

Players can challenge one of twelve characters or play each other. Choose from 9 Ball, 8 Ball or straight pool. Features of real pool, such as controlled bank shots, jump shots and cueball spin, are integrated with 3D animation and great sound effects. Control the break, then shoot from any angle using the joystick and buttons. There's also a keyboard programmable sign allowing ops to design custom messages.

For more information or distributor referral, contact Bundra Games Corp., 1081 Country Club Rd., Plaza Level, Lake Zurich, IL 60047-2121; 708/540-6400.

RD3 SUPERBIKE from FunTecnic



The *RD3 Superbike* is the latest third product in FunTecnic's RD line of kiddie rides. It utilizes special music and sounds, and shares the same heavy-duty motor, gearbox and fully digitized sound and control boards as the other RD products.

All rides are fitted with re-setable circuit breakers to protect against electric malfunction. Dual control mechanisms are available.

For more information, contact FunTecnic, Inc. at 305/ 592-5932.

ROBO-CLAW from Vend Tech Industries



According to the manufacturer, *Robo-Claw* is the world's first and smallest "interactive" claw machine. It combines high technology with the proven concept of eye-hand coordination skill games for redemption.

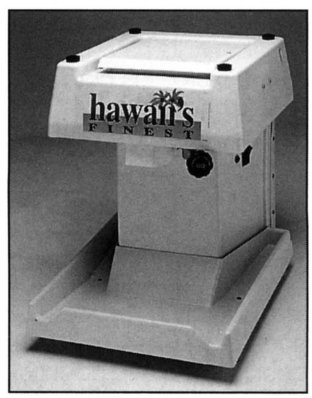
Robo-Claw and its larger version, *Robo-Crane*, feature a microprocessor-controlled robotic arm and claw manipulated by two joysticks. The sleek, clear case cornered by strobing neon lights is designed to entice players to control the arm's movements. There's even adjustable sounds and messages based on the user's manipulation of the device, and an easy-to-record 20-second advertising message for the owner.

The standard model is fitted in a silver and black case illuminated by blue neon. The arcade version combines a red and yellow flame motif with red neon. Dimensions are 18"(w) x 23"(d) x 32"(h). A coin acceptor is standard and a dollar bill acceptor is optional. Owner security is further enhanced by a tilt/tamper alarm, lock-down hasp and solid construction.

A unique feature of *Robo-Claw* is the adjustable play time via an auto-adjust mode based on win-to-play ratios, or a "prize every time" setting. Other features include a "buy extra time" mode and a digital LED time readout.

For more information, contact Vend Tech Industries, 3331 Towerwood Dr., #307, Dallas, TX 75234; 214/243-0456.

New from Gold Medal



The "Hawaii's Finest" Shave Ice machine is designed to be user friendly. The new *Model 1007* has a powerful, direct-drive motor with an easy-to-load ice hopper, and features vibration-free shaving. A special shaver blade quickly adjusts to produce any desired snow fineness.

Options include a foot-operated switch to make shaping and forming servings easier. Five new flavors this year bring the total of Gold Medal Sno-Kone flavor concentrates to over 40. Special stainless steel SnoKone carts, wagons and ice storage chests are available.

For more information on the entire line of Gold Medal Ice Shavers and a copy of their new catalog, contact John Evans, sales manager, at 800/543-0862.

New touchscreen technology from MicroTouch



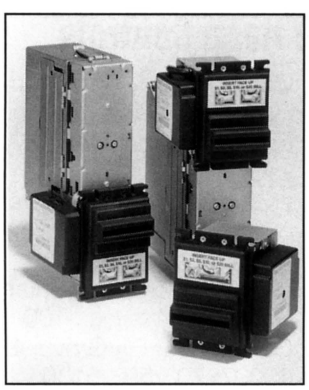
MicroTouch Systems has acquired a new, patented touch input technology under terms of an agreement with Moonstone Designs, Ltd., a UK-based engineering company. The "Projected Capacitive" touch technology allows a touch to be detected through up to two inches of glass. A separate technology called "Projected Audio," which enables audio output to be projected through a glass, was also purchased.

The Projected Capacitive touch technology works by projecting a voltage field out from a transparent glass sensor with discrete touch zones described on its surface. When a person touches the window in front of the projected capacitive touch sensor, minute changes in the voltage field are detected and the touch is assigned to one of the sensor's pad areas. The system's sensitive controller allows a pad size to be as small as .25-inches by .25-inches and even allows a touch to be detected when a user is wearing thick gloves.

Projected Audio enables audio output to be projected through the glass—giving users a sight, sound and touch multi-media experience without having to modify the building to retrofit a unit in the wall or place it outdoors.

For more information, please contact Jay Waldron at 800/MICROTOUCH (800/642-7686).

New currency acceptors from Mars Electronics



The stackerless GL5 (left) bill acceptor is the latest addition to the Mars Electronics' *GL5* series. The new acceptor is designed for use in gaming and lottery applications where space is limited or bill stackers are not required. There's also a new *GL5 LRC* model for applications requiring additional money-handling security provided by lockable, removable cassettes. The *GL5* line includes upstacker and downstacker configurations, and can accept $1, $2, $5, $10 and $20 bills.

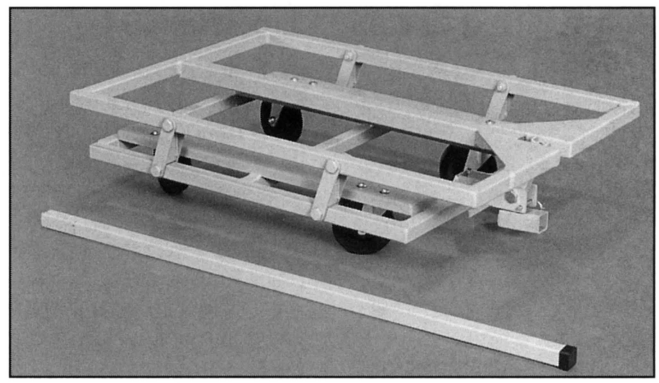
Mars Electronics has also introduced an optional RS-232 interface that provides additional communications capability for the platform of the GL5 bill acceptor series.

The *GL4C* (above) is designed specifically for the Canadian market and accepts bills in four denominations including $2, $5, $10 and both $20 bills now in use. It uses advanced optical sensor technology to provide the high performance and security need to accurately accept authentic bills and consistently reject frauds. The *GL4C* comes in upstacking and downstacking versions, or in a stackerless version. Stackers are available in capacities of 600 or 1,000 bills.

Mars Electronics' new *Cashflow 330* electronic coin acceptor contains a number of improvements. The patented designs ensure the stability of coins during flight to allow precise and highly accurate coin measurements in a variety of environments and situations. It's a compact unit that will fit most existing applications.

For more information, contact Mars Electronics International, 1301 Wilson Dr., West Chester, PA 19380; 800/345-8215.

VENDOR EASY LIFT from Nortech



Vendor Easy Lift is designed to make lifting and moving vending machines a breeze. Easier to use and less expensive than a pallet jack, it weighs less than 55 lbs. so it can be transported from location to location.

To use the lift, just center it under the vending machine, push down on the handle (it usually requires less than 50 lbs. of down pressure) and the vending machine gently rises off the floor onto the lifter. After the machine is raised, insert the safety pin and you're on your way. Four big swivel casters allow for easy movement, even in the tightest locations. It's made in the USA with all-steel construction.

For more information, contact Nortech, Inc., P.O. Box 338, Virginia, MN 55792.

New kiddie ride from Euromax Electronics

The *Mini Fork-Lift* lets kids enjoy the thrills of real warehouse work. It comes with four simple controls enabling it to perform the functions of its industrial counterpart. The machine can be operated indoors or outdoors on most level surfaces.

Safety features include a motor cutoff that stops the machine immediately if the front forks, or body, or the real bumper encounter an obstacle, and an automatic cut out that operates if the forks attempt to lift anything heavier than 6 kilos. Like the real thing, a mast head light flashes when the machine is switched on, and an intermittent buzzer sounds at all times when the machine is reversing. Powered by a 12-volt battery, the entire unit weighs 60 kilos.

For more information, contact Euromax Electronics Ltd., Bessingby Way, Bridlington, North Humberside YO16 46J, England; 011-44-262-601006.

New catalog from Chicago Lock

A new 12-page catalog by Chicago Lock Co. featuring the latest security products was developed specifically for the vending industry. The Vending Catalog will be joined later by a High Security Catalog, a General Purpose Catalog and Distributor Catalog later this year. For more information, call Chicago Lock at 312/282-7177.

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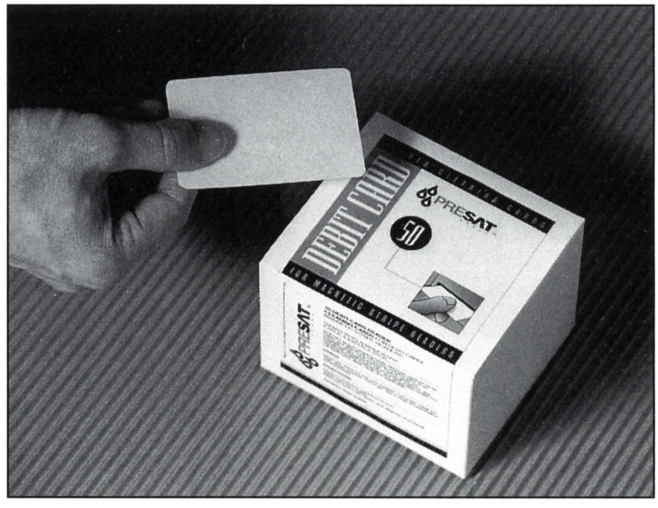
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Debit reader cleaning cards from KIC Products



With their new PRESAT brand debit reader cleaning cards, KIC Products says operators can "save a fortune." These double-sided cards clean the magnetic reader head and whole track in one pass. They are also slightly thicker for superior cleaning performance. Their soft, compressed fibers are effective on all inserts and swipe readers.

For a free sample, call 800/818-1932.

New monitors from Microtouch

MicroTouch Systems releases two new PC-compatible *TruePoint-FPD* (Flat Panel Display) touch monitors, a high-end dual scan passive color and a value-priced monochrome, that combine a space-saving LCD display with durable, analog capacity touch technology. Both products are only 1.5 inches deep and are designed for applications where space, durability and ease-of-use are concerns.

The *TruePoint-FPDs* offer wide viewing angles, 640 x 480 VGA resolution, a 0.30 mm dot pitch and a flicker-free image that reduces eye strain. Both color and monochrome variants come with an ISA bus video card. The color monitor provides a 20:1 contrast ratio and up to 256 colors, while the monochrome version provides an 18:1 contrast ratio and 64 gray shades.

For more information, contact MicroTouch at 800/642-7686.

New catalog from Happ Controls

Happ Controls Inc. calls their new 55-page catalog "the most detailed, comprehensive catalog in the company's eight-year history." It features detailed pictures and dimension drawings of the entire line of Happ products, including joystick, pushbutton and trackball controls, driving controls, coin/currency controls, power controls, pinball parts and a variety of miscellaneous accessories. Included are over 40 new Happ products for this year.

For a free copy, contact Happ Controls Inc., 106 Garlisch Dr., Elk Grove, IL 60007; 708/593-6130.

GRAPEVINE

NORTHEAST



SCOTT RUBIN, only 22 years of age but a bona fide operator since 16, has joined Baltimore's Weiner Distributing as a salesman. He and his new boss Chuck Weiner toured the ACME show aisles together.

CONDOLENCES — The New York metro area trade was saddened to learn that pioneering jukebox operator Sal Trella died on March 22. Born Salvatore Tamburello, the popular old-timer went back to the 78rpm days. He was predeceased by his wife Helen and survived by daughters Sally, Joyce and Linda and four grandchildren. Viewing took place at Whitting Funeral Home in Glen Head (Long Island) with funeral mass held at St. Patrick's in Glen Cove. May he rest in peace.

SOUTHEAST



BACK TO SCHOOL — The International Association of Amusement Parks and Attractions hosted its second annual IAAPA Amusement Industry Institute Program Jan. 23-27 at Cornell University's School of Hotel Administration in Ithaca, New York.

Pictured are the 30 senior level amusement park managers, from 12 countries, who attended the program for five days of extensive training in all aspects of park management. The program was designed and taught by Cornell professors and industry operators.

FLORIDA SHOW — The Florida Amusement Machine Association (FAMA) is holding their Annual 1994 Trade Show & Convention at the Hyatt Regency Orlando International Airport in Orlando, Fla., April 14-16. Organizers are expecting from 80-100 booths on display during the trade show, and plenty of educational seminars and meetings throughout the event. There's even a golf tournament scheduled for Thursday.

Formerly known as the Florida Amusement and Vendors Association (FAVA), FAMA recently made the name change to further reflect the group's new direction, which is to focus in one singular area—games. For more information, contact FAMA at 800/638-2646.

NAME CHANGE, PLACE CHANGE — Hi-Tech Amusements & Vending of Silver Springs, Md. relocated to the Wilmington, N.C. area Jan. 1. Along with the move, the company changed its name to Power Play Amusements, Inc. The main office is now located at 5725 Oleander Dr., Wilmington, NC 28403. For more information, call president Cheryl A. Fiste at 910/791-8700.

NORTHWEST

OUT O' THE PAST — Got a call from Rainer Sacchini, the retired coinbiz vet living up in Bothell, Wash., who's looking for a price guide to help a buddy sell some old jukes. Rain, whose Coin Machine Sales company did a great jobbing business in videos during their heyday, is 75 now, has been in better health, but is getting along fine. We sent him a *DRA* plus a copy of *RePlay* to get him back to speed on the business.

MIDWEST



TASTY PROMO — During the first quarter of 1994, the breakfast reading of millions of American families included a photo of Gottlieb/ Premier's Super *Mario Bros.* pinball. Kellogg's showed the game on some nine million of its Corn Pops boxes, distributed nationwide as part of a promotion that included four free tokens in each box playable at Time Out, Putt-Putt and Aladdin's Castle fun centers.

Kellogg's chose the game because Mario is the most recognized figure by kids in an arcade setting. The artwork on the box shows the game flanked by youngsters playing banks of video games. "We're glad someone from outside the industry recognizes the kind of family fun associated with arcades," said Premier chief Gil Pollock, "and we're proud that Kellogg's chose our game as a representative of arcade family fun."

DYNAMO has exited the contract manufacturing business. It's own plate is so full of Dynamo products (including their new *Solitaire* street video game), that the line is occupied by those alone. Dynamo's built numerous video titles for other manufacturers over the years, from basic uprights to sitdowns and done a service to the industry in the process.

GRAND PRODUCTS, on the other hand is busier than it's ever been doing contract construction for gamemakers these days. Their new 72,000 sq. ft. facility in Elk Grove Village, Ill. employs around 170 people and produces for such as Bromley, Sega (e.g. *Virtua Fighters*), American Sammy (*Simple Simon*) and Taito, and prexy Dave Marofske said around five new machines from the ACME show would be hitting the production line. "We thought 72,000 sq. ft. of space would be fine, but building out these redemption pieces and deluxe videos takes up a lot of floor space," he said.

THE COIN BIZ

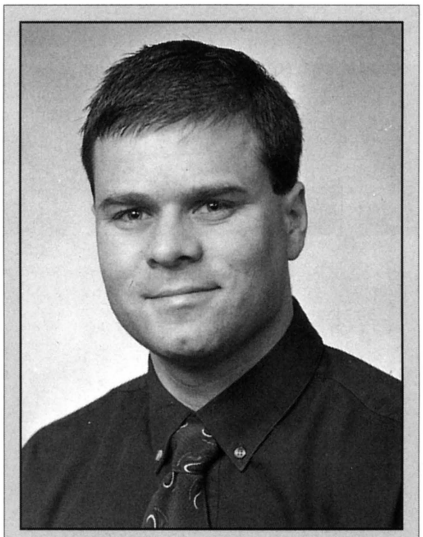
GRAPEVINE

COOLANT CLASS — After Nov. 14, no person may open a refrigerated system for maintenance or repair, or dispose of a system unless he or she has been certified for that type of appliance. Anticipating this change, NAMA and other trade associations have developed a self-study program for vending personnel taking the mail-in test to get their EPA certificate. To order the test packet, call 800/394-TEST.

FLIPPER SHOWDOWN — The Fourth Annual AMOA - International Flipper Pinball Association World Pinball Championships will return to Greater Chicago, April 22-24, after two years running in Milwaukee. The Clarion International Hotel at O'Hare will host the event, which was created to raise awareness of standardized IFPA league and tournament competition.

Hundreds of IFPA league players from across the country are expected to participate, with players from Europe, Mexico and Japan already having reserved a spot. Competitors will flip it out on 100 brand new games, 25 from each IFPA manufacturer sponsor: Bally/Midway, Data East Pinball, Premier Technology (Gottlieb) and Williams Electronic Games. The total prizes and awards should exceed $25,000, while entry free range from $5 to $30. Admission is free. For more details, contact the IFPA's Doug Young at 414/422-0600.

BRAD POOLE has joined the American Darters Association's franchised dart league management team. The former Anheuser-Busch wholesaler marketing

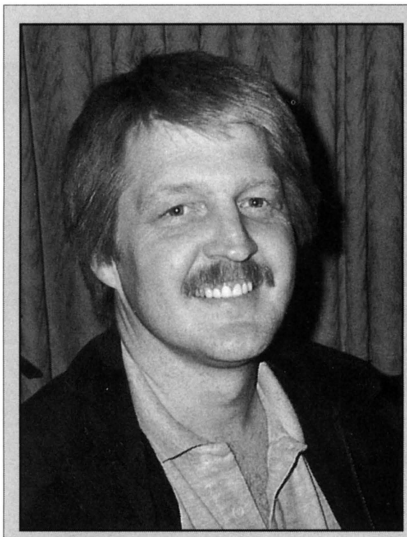


manager will use his strong background in the tavern business and on-premise promotions to support the existing league operators and develop an ongoing field maintenance program. Congratulations Brad.

ONE GOOD TURN — Ronald McDonald House exec director John Ricci sent Sam Cooper of Pioneer Sales and Service a letter of thanks for the Menomonee Falls, Wisc.-based distributorship's donation of vidgames and service to the Milwaukee RMH. The letter went on to state: "These games are used frequently by the guest families who are staying here because they have a seriously ill child being treated at a Milwaukee area hospital. The use of these games allows these families to release tension and to have moments of enjoyment."

OVERHEARD AT ACME...that Mike Gottlieb (of the now-shuttered Alvin G. & Co.) has joined the sales staff at the Williams organization...and that Brian Kopf (formerly of Sega and Leland) is part of the Betson Enterprises sales team out of their Carlstadt, N.J. headquarters.

SOUTHWEST



DAVE PALMER, a three-year sales vet with Mountain Coin's Las Vegas office, has been officially named manager. Dave's been acting manager since the departure of Bill Britton for Century Vending and got the big "nod" form Elden Kingston early February. Before joining Mountain, Dave spent around ten years in the computer business.

JOE ROBBINS has been shifted within the Sega organization to now chair its Gaming Division. Along with gaming sales director John Barone, Joe will supervise the relocation of this division from Redwood City, Calif. out to Las Vegas this May. Besides their big *Derby* horserace machine, Sega also manufactures and markets a line of slots and pokers.

IT'S TWINS for Capcom's Brian Duke and wife Emi. After five hours of labor, Evan Scott and Allen James Duke were born 12 minutes apart on Wednesday, March 16. Allen weighed 6 lbs., 3 oz. and Evan came in a 4 lbs, 2 oz. While there were some complications, both mother and babies are doing just fine.

This explains Brian's conspicuous absence at this year's ACME. While coming into O'Hare Airport, he received word that Emi (pronounced Amy) was going into labor. Brian caught the first plane back to San Jose, Calif., but didn't get back in time (the plane was somewhere over Denver when the twins arrived). Congratulations Brian! Now, how about a photo?

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FOR AMUSEMENT ONLY, the Berkeley, Calif.-based supplier of vintage pinballs, jukes, videos, parts and manuals since 1976, has moved to 1010 Grayson St. in Berkeley (94710), just off Interstate 80. Owner Jim Tolbert commissioned Bay Area muralist and pinball collector Dan Fontes to paint the floor to resemble a pinball playfield (pictured above). At 11' x 17', it may well be the largest pinball work of art in the world! If you're in the San Francisco Bay Area, stop in for a visit. For details, call 510/548-2300.

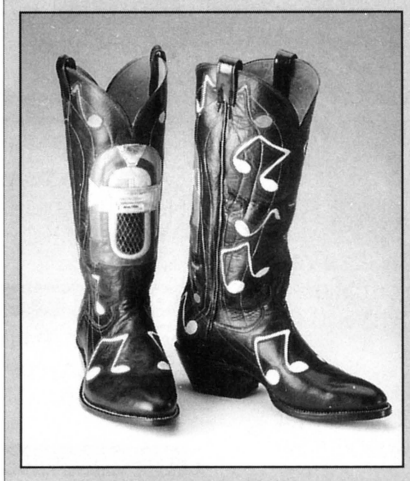
DEJA VOUS? — If the photo looks familiar (even if you didn't go out to the ACME), you're right. Once again, C.A. Robinson & Co. won the AAMA "Distributor of the Year" award (three out of five times that kudo's been presented by the association). Accepting it at the March 18 Hyatt Regency awards program from AAMA prexy Steve Koenigsberg (l) are Adrea, Leah, Sandy and Ira Bettelman.

COPYRIGHT — In last month's issue of RePlay, Randy Fromm's artwork from his ad was used by Games of Tennessee,



Inc. in their ad. Although GTI was unaware of it, the character, a cartoon dog penned by Randy's wife, was copyrighted. We are happy to report the issue was settled amicably when GTI agreed not to run the artwork again. But advertisers beware, copyright infringements are not always resolved so easily (or cheaply!)

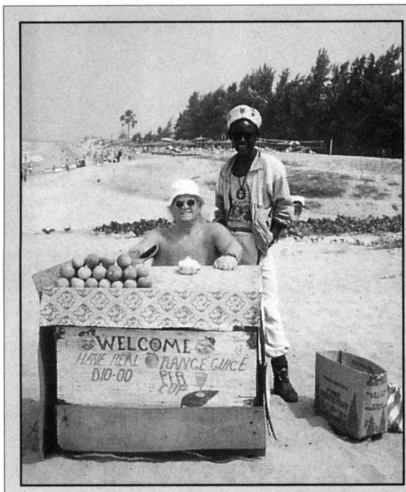
MANLY FOOTWEAR DEPT. — Clyde Schenk (C.S. Music, San Diego-ish route operator) had a custom-made set of "jukebox boots" done up for him which we have to show you. One boot has a Wurlitzer *1015* on the front and musical notes on the sides, toe and back; the other has the same art only reversed. Dave Stroud (PGD) says the boots are gorgeous and if Nancy Sinatra could see 'em, she might head back to the studio and record an update on her famous hit.



CAREER OPPORTUNITIES — We received this photo and letter from the London office of Shane Breaks at Namco Europe. The letter states: "Your readers may be interested to be brought up to date on the current occupation and whereabouts of Shane Breaks. Shane is currently selling orange juice in his new retail stand in West Africa, photo enclosed. As usual, he reports that business is wonderful and the weather is great."

SOL GROENTEMAN, a pioneer in cranes and redemption operations, and

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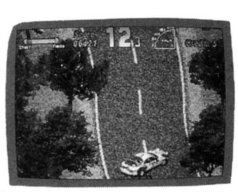


an industry patriarch in both Europe and America, died March 12 at the age of 87. He'd undergone bypass surgery a year ago and was active in his Belgian Amusement Co. almost to the end. His son Hank Grant said he was feeling poorly the last few months and finally passed away at his Belgium home in Blankenberge.

Groenteman was born in Amsterdam. He's credited with opening Belgium's first arcade (Sportland), which is still doing business today. He emigrated to the USA in 1940, and got into the arcade business in Ocean Beach, Conn. and in Atlantic City, buying machinery from such firms as the Mike Munves Corp. He founded the International Amusement Co. to export Seeburg jukeboxes and Bally bingos over to Belgium.He returned to Europe in the '50s, resumed arcade operations and turned his Belgium Amusement Co. into an equipment wholesaling depot as well. When he passed away, the firm owned five arcades there. Sol is survived by son Hank, four grandchildren and five great-grandchildren. May he rest in peace.

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WORLD RALLY

DATE BOOK

APRIL 15-16

Florida Amusement Machine Association (FAMA) annual trade show, Hyatt Regency, Orlando International Airport. For more information, call the association headquarters at 800/638-2646.

APRIL 21-23

NAMA Western Convention and Trade Show, Las Vegas Convention Center, Las Vegas, Nev. For information, contact the NAMA Convention Department at 312/346-0370.

MAY 5-7

Amusement+Leisure Show (Czech Republic), Prumyslovy Palac, Prague. For information, call 011-44-0905-61-3256.

MAY 9-10

Gamexpo '94 (Canada), Hotel Vancouver Convention Center, Vancouver, B.C. For more information, contact Blythe Rogers, Cascadia Pacific Communications, at 604/684-0880.

MAY 10-12

IALTEX '94 (England), Thorpe Park. For information, contact Sandie Harris at 44-061-236-0677.

MAY 13-14

Michigan Coin Machine Operators Association (MCMOA) Annual Convention and Exhibit, Holiday Inn South, Lansing, Mich. For more information, contact the MCMOA at 517/372-2323.

JUNE 2-4

Wisconsin Amusement and Machine Operators (WAMO) Convention and Trade Show, Racine Marriot, Racine, Wisc. For information, contact WAMO at 414/529-4704.

JUNE 8-13

IAMA Convention and Expo, Guadalajara Convention and Trade Show Center, Guadalajara, Mexico. For more information, call 3-614-30-15.

JUNE 21-23

Summer Consumer Electronics Show, McCormick Place, Chicago, Ill. For more information, contact the Electronic Industries Assn. at 202/457-8700.

JULY 20-21

Latin American Music and Games Expo, Exhibimex, Mexico City, Mexico. For details, contact William T. Glasgow, Inc. at 708/333-9292.

JULY 21-23

Billiards Congress of America Int'l Trade Expo, The Sands Expo & Convention Center, Las Vegas, Nev. For information, contact Frank Zdy at 619/278-3877.

SEPTEMBER 22-24

AMOA Expo '94, San Antonio Convention Center, San Antonio, Tex. For more information, contact the AMOA at 800/937-2662.

OCTOBER 1-4

Internation Family Fun Center & Miniature Golf Show (Fun Expo '94), Las Vegas Convention Center, Las Vegas, Nev. For more information, contact the Fun Expo at 914/993-9200.

OCTOBER 6-8

Amusexpo '94 (France), Espace-Champerret, Paris. For information, contact Sepfi-Technoexpo Blenheim at 33-1-4742-9256.

OCTOBER 13-16

ENADA 1994 (Italy) show, Rome Fair, Rome. For information, contact SAPAR-AGIS at 011-39-6-440-3686.

NOVEMBER 2-5

International Assn. of Amusement Parks & Attractions (IAAPA) 76th Annual Convention and Trade Show, Miami Beach, Fla. For more information, contact IAAPA at 703/836-4800.

NOVEMBER 3-5

NAMA National Convention and Trade Show, Georgia World Congress Center, Atlanta, Ga. For further information, contact the NAMA Convention Dept. at 312/346-0370.

JANUARY 19-21, 1995

Leisurexpo '95, Orange County Convention Center, Orlando, Fla. for more information, contact Al Barry at 305/448-7976.

MARCH 23-24, 1995

ACME '95, Reno Convention Center, Reno, Nev. For more information, contact William T. Glasgow, Inc. at 708/333-9292.

SEPTEMBER 21-23, 1995

AMOA Expo '95, New Orleans Convention Center, New Orleans, La. For information contact the AMOA at 800/937-2662.

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VITAL TITLES



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POP

1. ***POWER OF LOVE,*** *Celine Dion, 550 Music 77230*
2. ***WITHOUT YOU*** *Mariah Carey, Columbia 77358*
3. ***MARY JANE'S LAST DANCE,*** *Tom Petty & the Hearbreakers, MCA 54732*
4. ***ROCK & ROLL DREAMS COME THROUGH,*** *Meat Loaf, MCA 54757*
5. ***ALL FOR LOVE,*** *Adams/Stewart/Sting, A&M 0476*
6. ***HAVING A PARTY,*** *Rod Stewart, Warner Bros. 18424*
7. ***NOW AND FOREVER,*** *Richard Marx, Columbia 58005*
8. ***AMAZING,*** *Aerosmith, Geffen 19264*
9. ★ ***CHOOSE,*** *Color Me Bad, Giant 18720*
10. ***BECAUSE THE NIGHT,*** *10,000 Maniacs, Elektra 64595*

POP PICK HITS

STREETS OF PHILADELPHIA
Bruce Springsteen - Columbia 77384

SINCE I DON'T HAVE YOU
Guns N' Roses - Geffen 19266

LULLABYE
Billy Joel - Columbia 77363

C/W

1. ***ROCK MY WORLD,*** *Brooks & Dunn, Arista 12636*
2. ***I SWEAR,*** *John Michael Montgomery, Atlantic 87288*
3. ***THAT'S MY STORY,*** *Collin Raye, Epic 53952*
4. ***YOU CAN'T HAVE IT ALL,*** *Alan Jackson, Arista 12649*
5. ***I'VE GOT IT MADE,*** *John Anderson, BNA 62709*
6. ***THEY ASKED ABOUT YOU,*** *Reba McEntire, MCA 54769*
7. ***HE THINKS HE'LL KEEP HER,*** *Mary Chapin Carpenter, Columbia 77316*
8. ***STANDING OUTSIDE THE FIRE,*** *Garth Brooks, Liberty 17802*
9. ***I JUST WANTED YOU TO KNOW,*** *Mark Chesnutt, MCA 54768*
10. ***I'D LIKE TO HAVE THAT ONE BACK,*** *George Straight, MCA 54767*

COUNTRY PICK HITS

MY LOVE
Little Texas - Warner Bros. 18295

PIECE OF MY HEART
Faith Hill - Warner Bros. 18261

A GOOD RUN OF BAD LUCK
Clint Black - RCA 62762

IF BUBBA CAN DANCE
Schenandoah - RCA 62761

R&B

1. ★ ***LAY YOUR HEAD (PILLOW),*** *Tony! Toni! Tone!, Mercury 858260*
2. ★ ***UNDERSTANDING,*** *Xscape, Columbia 77335*
3. ★ ***AND OUT FEELINGS,*** *Babyface, Epic 77394*
4. ★ ***I'M READY,*** *Tevin Campbell, Warner Bros. 18264*
5. ★ ***SHOOP,*** *Salt-N-Pepa, Polygram 857314*
6. ★ ***CHOOSE,*** *Color Me Bad, Giant 18720*
7. ★ ***WHATTA MAN,*** *Salt-N-Pepa/En Vouge, Polygram 857390*
8. ***LESSONS LEARNED,*** *Funky Poets, Epic 77366*
9. ★ ***CANTALOOP,*** *US3, Catitol 44945*
10. ***IT'S ALL GOOD,*** *Hammer, Reprise, 18271*

R&B PICK HITS

PUMPS AND A BUMP
Hammer - Reprise 18218

WITHOUT YOU
Mariah Carey - Columbia 77358

IF THAT'S YOUR BOYFRIEND
Me'shell Ndegeocello - Reprise 18326

CDs

1. ***KICKIN' IT UP,*** *John Michael Montgomery, Atlantic 82559*
2. ***MUSIC BOX,*** *Mariah Carey, Columbia 53205*
3. ***BAT OUT OF HELL II,*** *Meat Loaf, MCA 10699*
4. ***GREATEST HITS,*** *Tom Petty & The Heartbreakers, MCA 10813*
5. ***SO FAR SO GOOD,*** *Bryan Adams, A & M 0157*
6. ***EXTREMES,*** *Collin Raye, Epic 53952*
7. ***VS.,*** *Pearl Jam, Epic 53136*
8. ***COMMON THREAD,*** *Various Artists, Warner Bros. 24531*
9. ***GREATEST HITS VOLUME 2,*** *Reba McEntire, MCA 10906*
10. ***TONI BRAXTON,*** *Toni Braxton, Arista 26007*

★ = *significant crossover activity*

THE BLUE PAGES

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San Antonio, TX	Sept. 26 - 30, 1994
New York, NY	October 17 - 21, 1994
Atlanta, GA	November 7 - 11, 1994
San Diego, CA	December 5 - 9, 1994
Reno, NV	March 27 - 31, 1995
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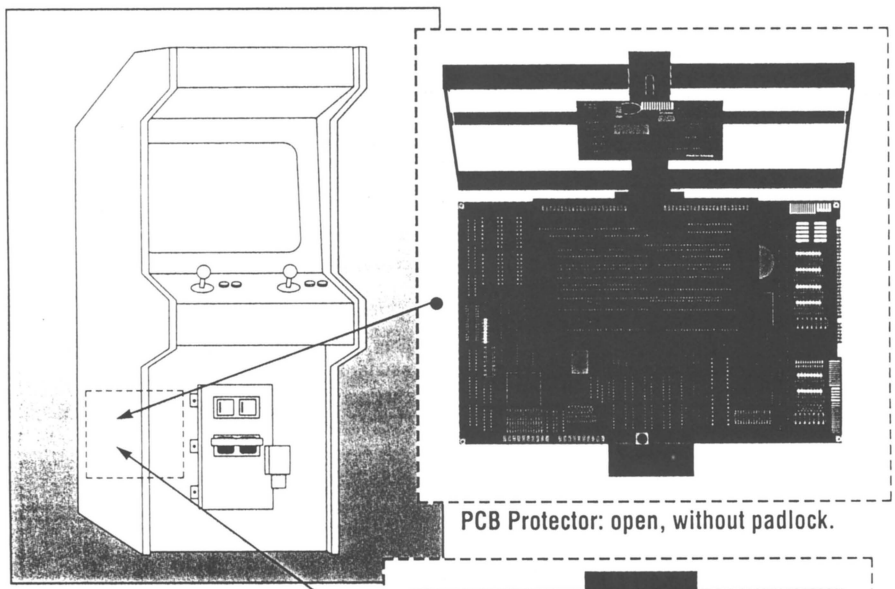
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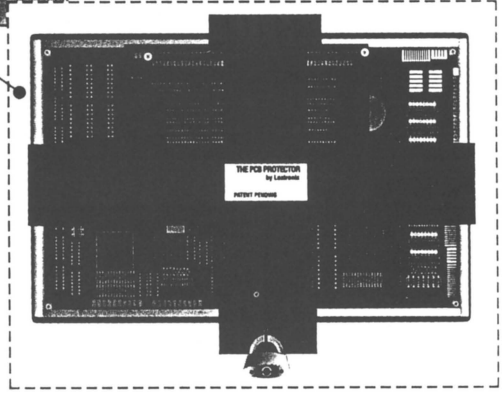
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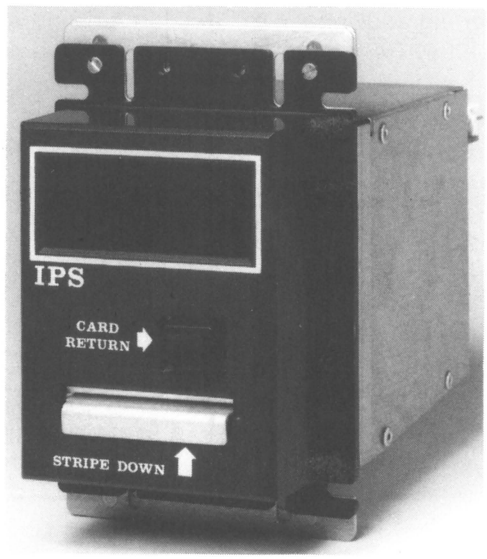
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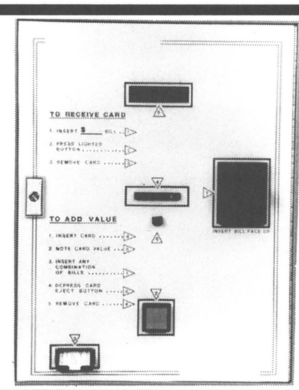


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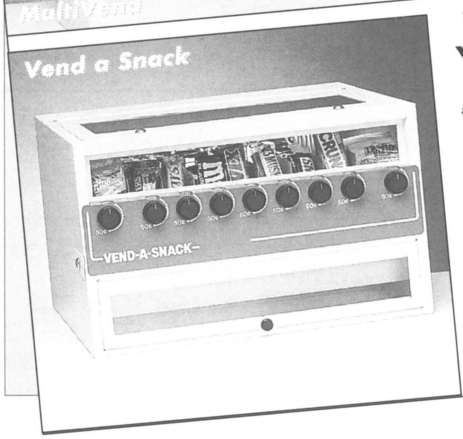
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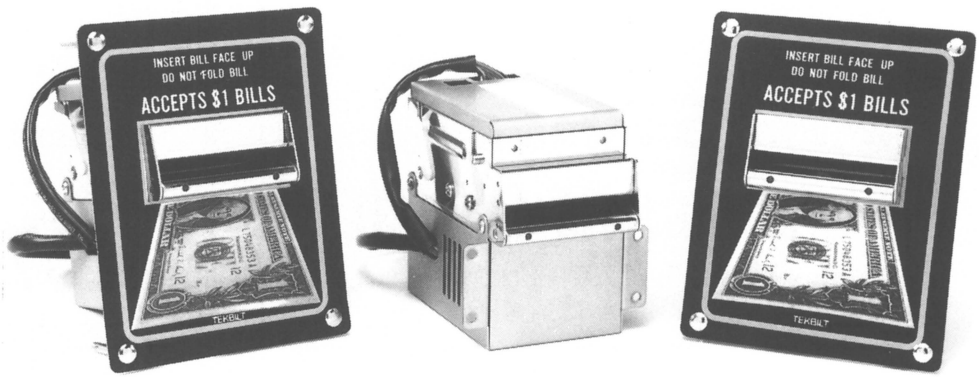
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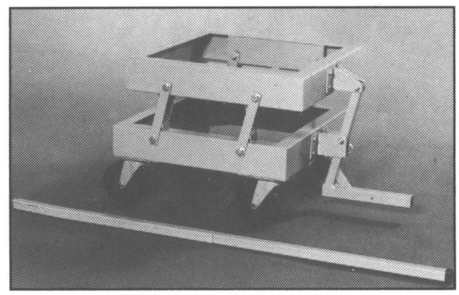


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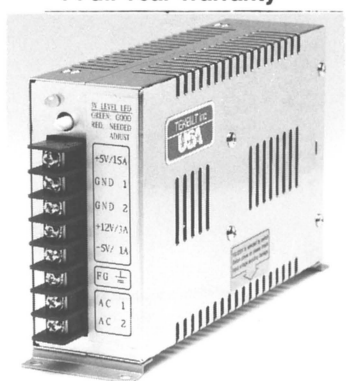
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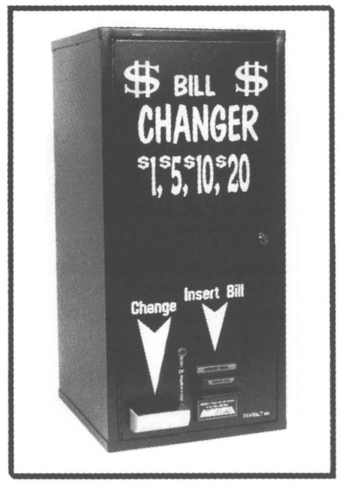
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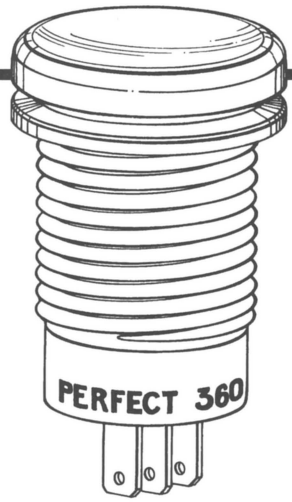


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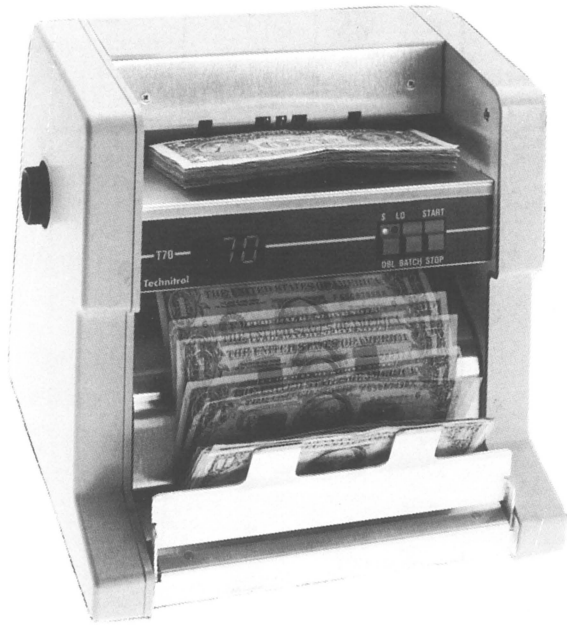
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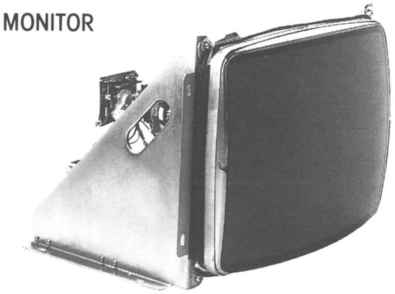
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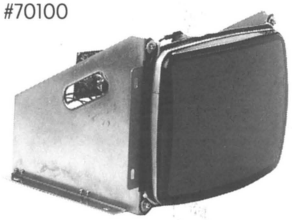
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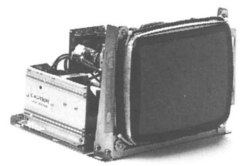
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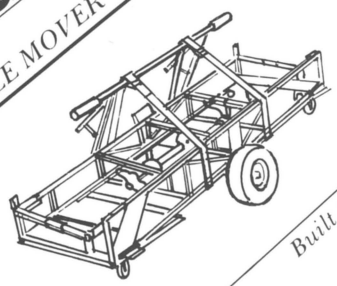
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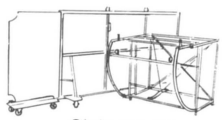
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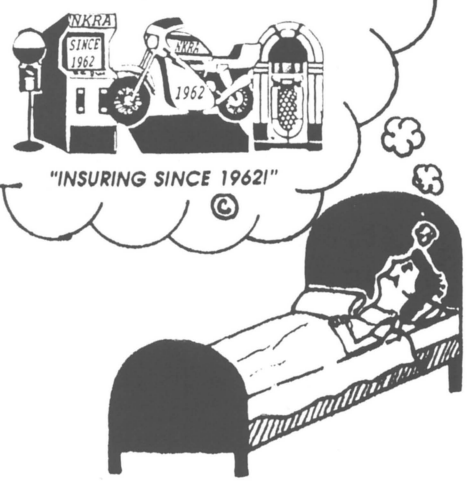
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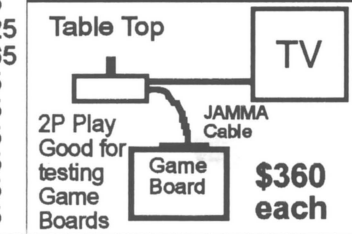
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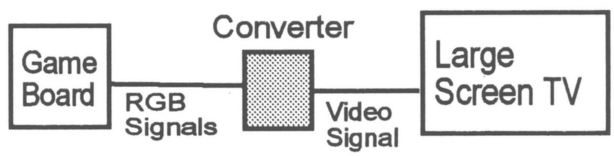
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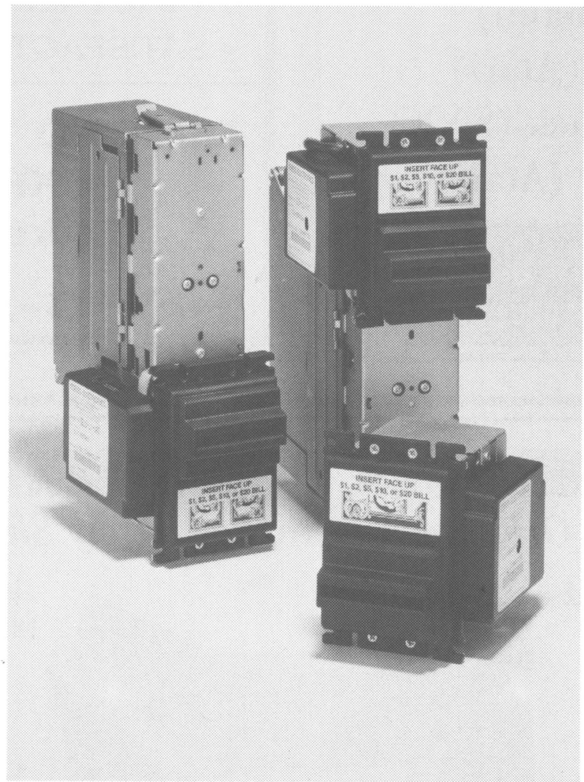
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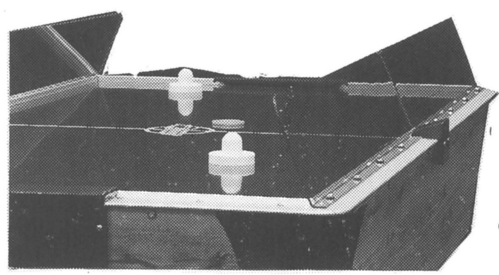
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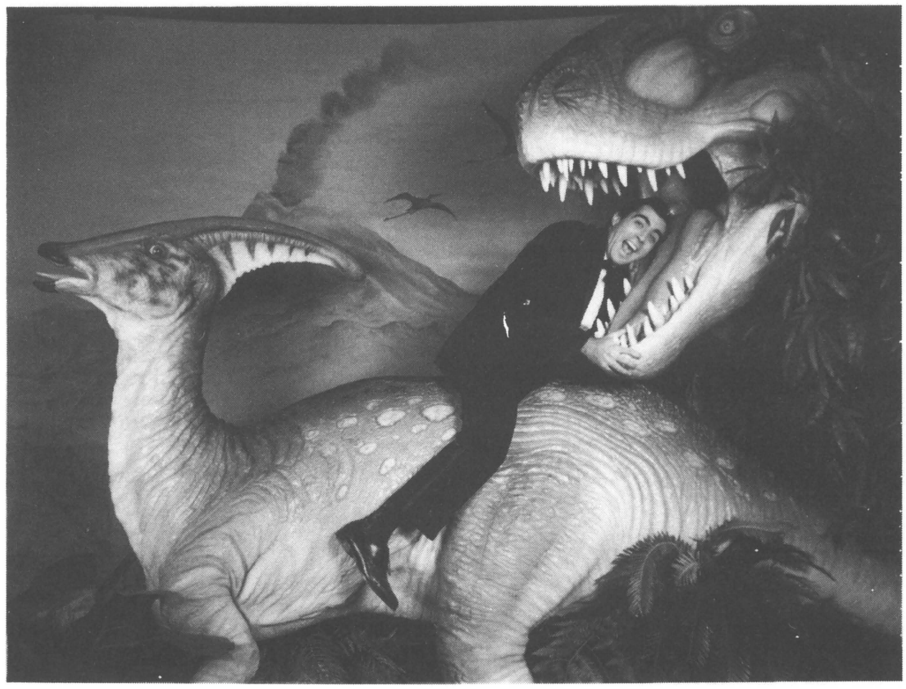
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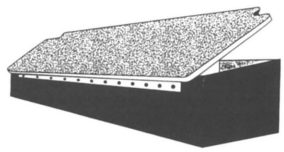
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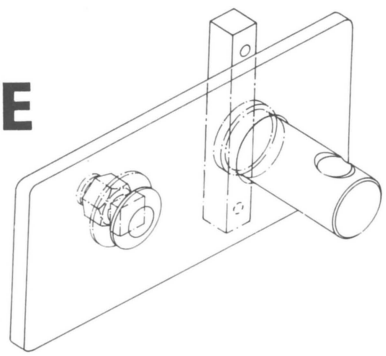
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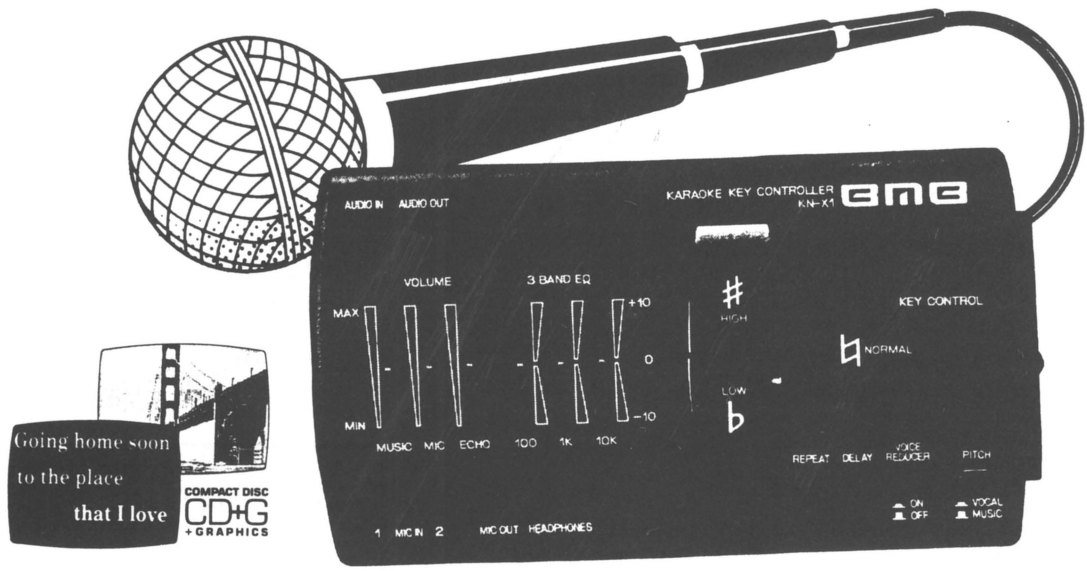
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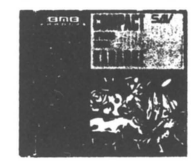
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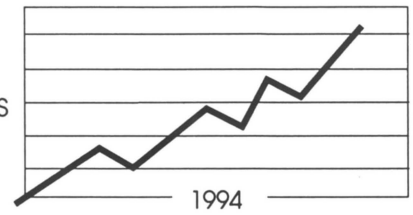


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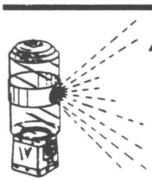
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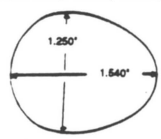


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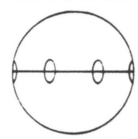


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September	**17** **Columbus, OH**	**22 thru 24** **AMOA EXPO '94** San Antonio, TX		
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			Oct. 22 **Tampa, FL**	**Oct. 29** **Columbus, OH**
November	**2 thru 5** **IAAPA Trade Show** Miami, FL	**5** **Indianapolis, IN**	**12** **Chicago, IL** **Ramada Inn - O'Hare** *4th Annual Pinhead Collector's Auction in association with Pinball Expo '94.*	
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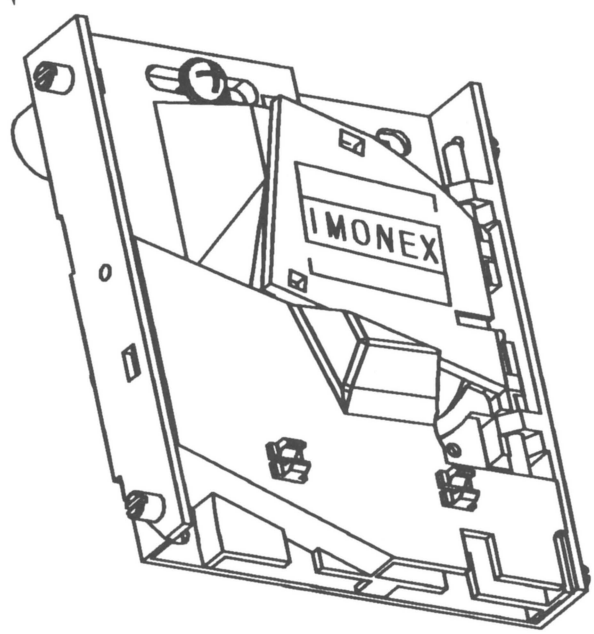
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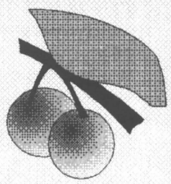
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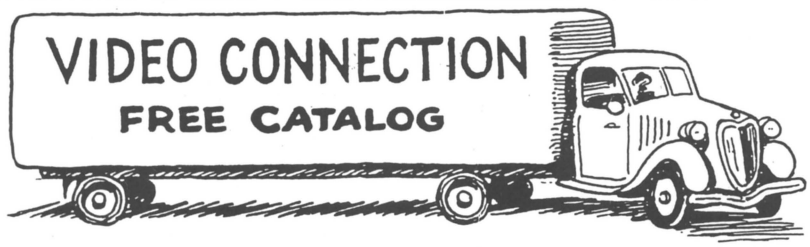
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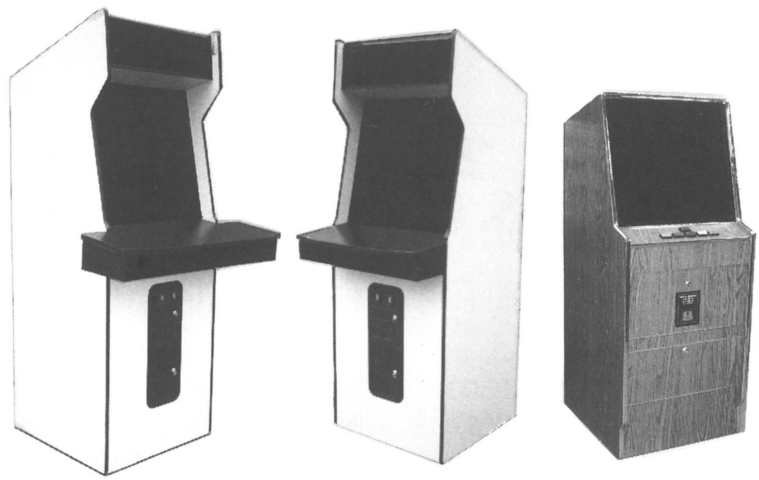


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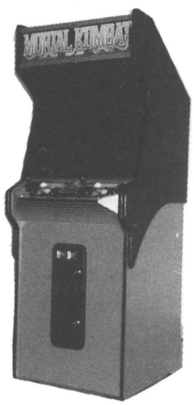
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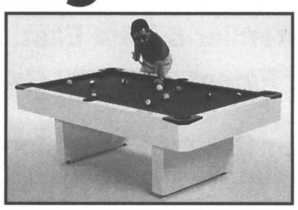
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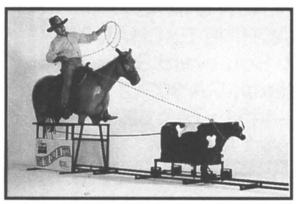
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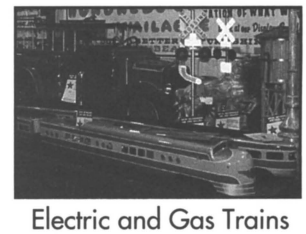
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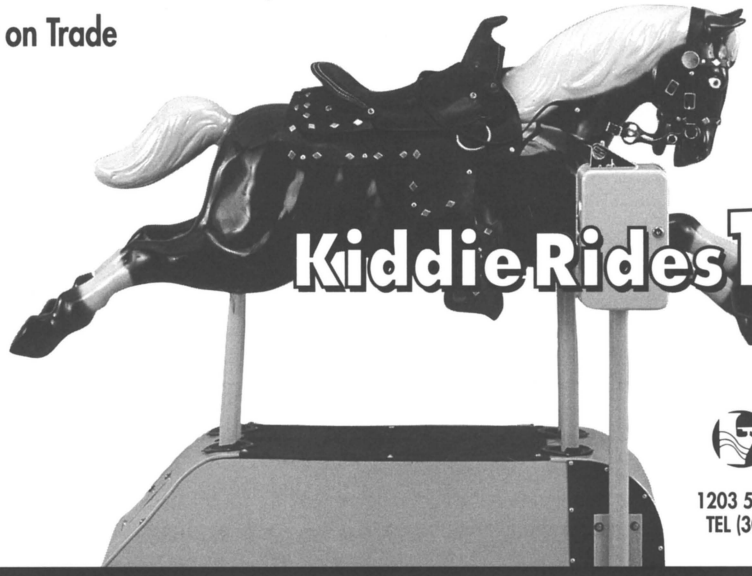
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R-87	Call
R-89	Call
R-90	Call
R-91	Call
R-92 & R-92 Combo	Call
R-93 & R-93 Combo	Call
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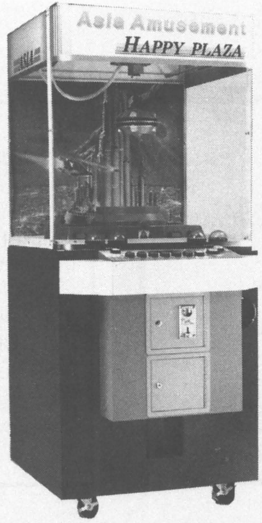
1 800 44-HOT-KITS
1 800 444-6854

Happy Plaza

Item No. A1

Size:

Height 191cm
Width 81cm
Depth 84cm



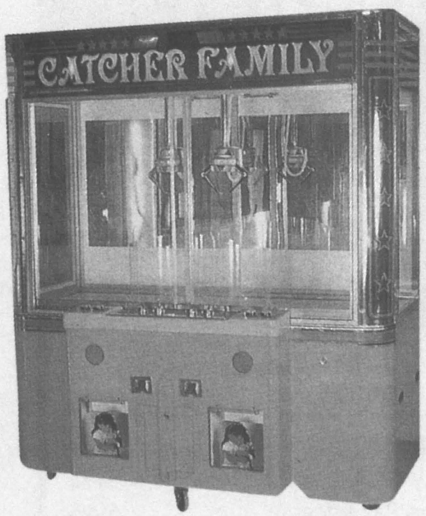
Hand Pick Machine

Item No. A3

Size:

Height 193cm
Width 168cm
Depth 83cm
Weight 180Kg



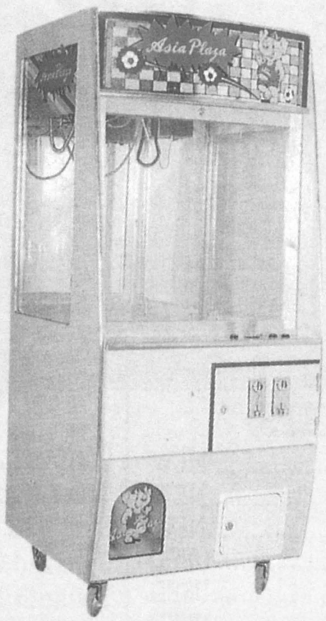


Catcher

Item No. A4

Size:

Height 194cm
Width 168cm
Depth 89cm
Weight 230Kg



Catcher

Item No. A2

Size:

Height 186cm
Width 77cm
Depth 78cm
Weight 95Kg

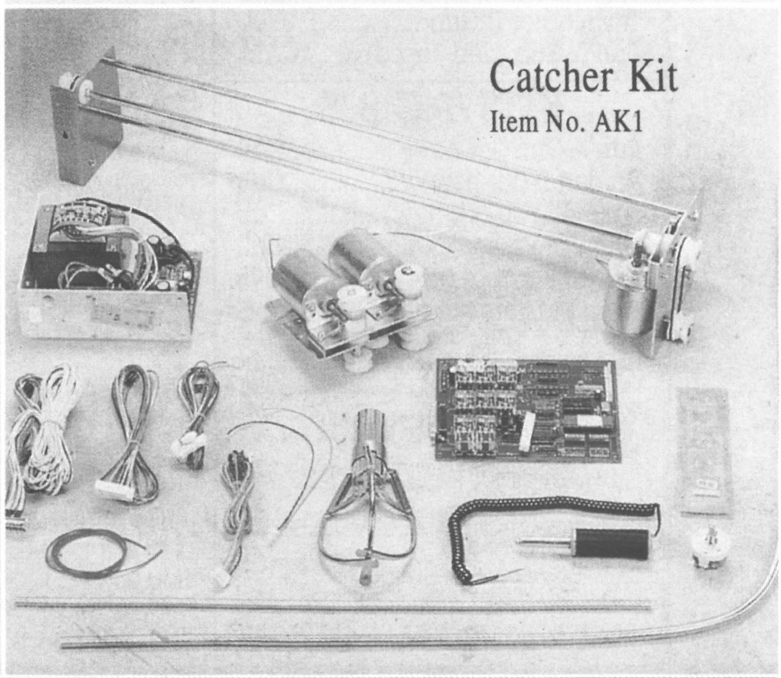
Coin-Slotting Machine

Item No. A5

Size:

Height 218cm
Width 155cm
Depth 241cm





Catcher Kit

Item No. AK1

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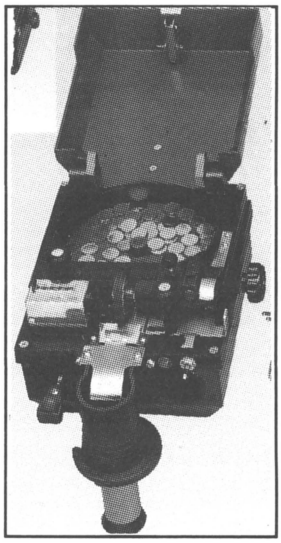
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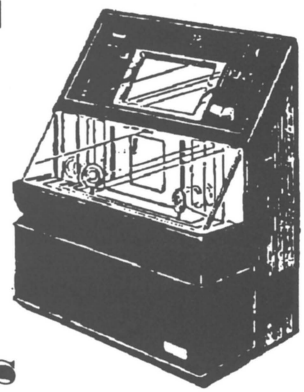
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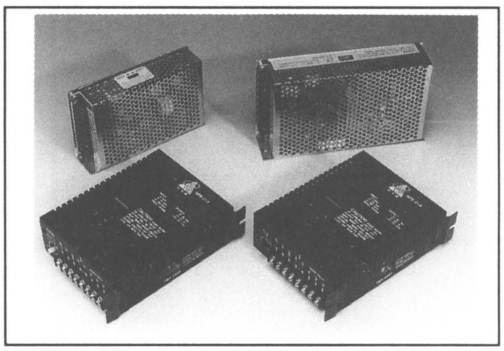
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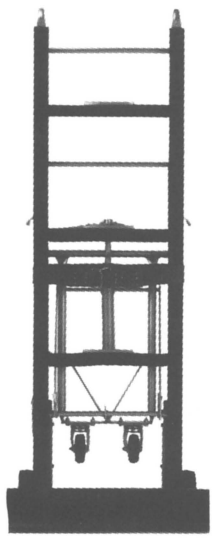
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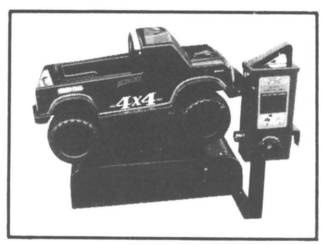
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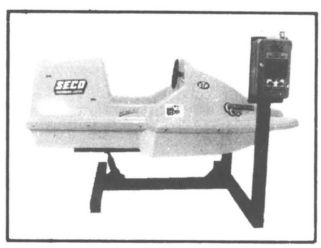
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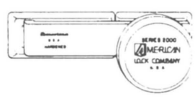
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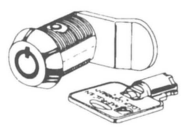
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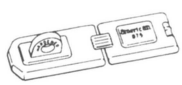


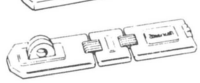
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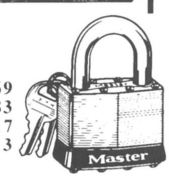


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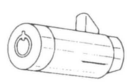




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Saturday, May 14, 1994 — 11:00 A.M.

RADCLIFF/FT. KNOX, KENTUCKY
(Redmar Plaza off Redmar Blvd. Held at Auction Warehouse)

AUCTION

AMUSEMENT EQUIPMENT
Saturday, June 25, 1994 — 11:00 A.M.

RADCLIFF/FT. KNOX, KENTUCKY
(Redmar Plaza off Redmar Blvd. Held at Auction Warehouse)

★ OVER 350 GAMES ★

- Equipment may be checked in Friday from 12:00 noon til 10:00 p.m. or Saturday from 8:00 til 10:00 p.m.
- TERMS: Full payment day of auction. Cash, Cashier's check or Company check with current bank letter of credit. NO EXCEPTIONS!
- Commissions: 10% on all items with $100.00 maximum.
- $10.00 buy back fee.

Video Games • Pool Tables • Juke Boxes
Bingo Flippers • Darts • Crane Games
Pinball Machines • Redemption Games
Kiddie Rides • Foosball Tables • Kits
Gameroom, and Collectables



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Consignments Accepted Noon til 10PM Wednesday May 11.
Consignors Pay 10% With $10 Minimum & 100 Maximum
BB - 1-10 ...$10.00 ea., $25.00 ea. for all above. NS - $100.00

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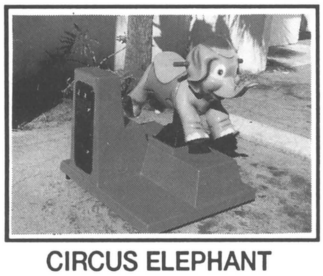
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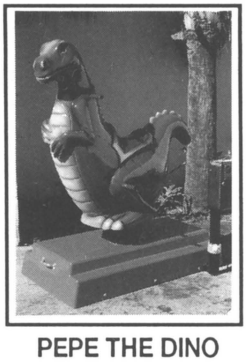
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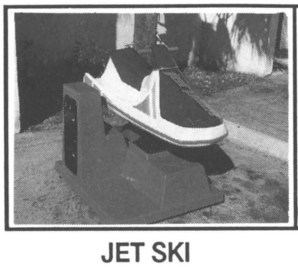


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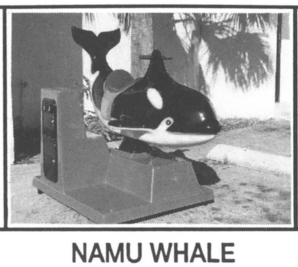
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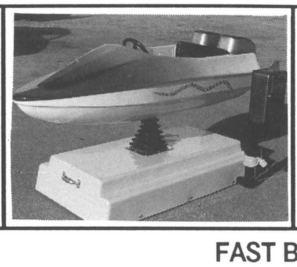
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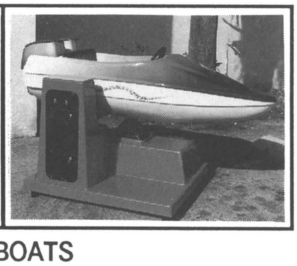


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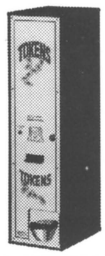
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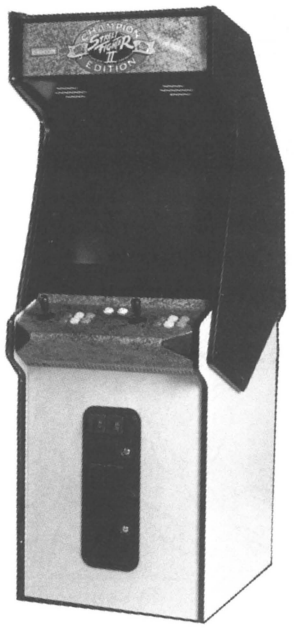
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- Feel free to contact us for special discounts on local lodging.

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INDEX OF ADVERTISERS

AMOA.....Pg. 205
AMOA/NDA.....143
Advanced Games & Engineering.....173
American Laser Games.....55-56
American Sammy.....6-7
Arachnid.....63
Asahi Seiko USA.....181
Atari.....cover #4
Bally.....cover #3, 59
Baton Lock & Hardware.....86
Bay-Tek.....189
R.H. Belam Co.....65, 140, 183, 202, 203
Benchmark Entertainment.....18
Betson Enterprises.....4, 177
Betson Pacific.....79
Bob's Space Racers.....161
Bonita Marie International.....22
Bromley.....37-38
Capcom.....24, 113
Classic, Inc.....89
Coastal Amusements.....109
Coin Concepts.....117
Coin ConneXion.....83
Data East, Inc.....9-10, 49
DataEye.....195
Deltronic Labs.....42
Dynamic Technologies.....69
Dynamo Corp.....14
EMT Kiddie Rides.....97
Entron Enterprises.....32
Fabtek.....27
Fillmore.....188
Fuuki Co., Ltd.....84
Game Doc.....101
Grayhound Electronics.....123
Great American Billiards.....158
Great Lakes Dart Dist.....149
Hamilton Mfg.....77
Happ Controls.....179
Hoffman & Hoffman.....168
HMS Monaco.....200
I.C.E.....11
Imagination Leisure.....53
International Game System.....28-29
Jaleco.....95
James Industries.....147
Just Kiddie Rides.....159
Kaneko.....99
Konami.....19-20
LazerTron.....67, 171
Henry W.T. Mali.....32
Merit Industries.....81
Micro Manufacturing.....153
Mission Crane Service.....35
Mr. Vend.....73-74
NSM-America.....175
Namco.....3
National Sports Games.....127
Planet Earth Entertainment.....135
Play-by-Play.....51
Playfair Shuffleboard Co.....169
Plush-4-Play.....71
Premier Technology.....cover #2
Purple Star.....85, 185
Quicksilver.....43, 45
Rock-Ola.....41
Romstar.....91-92
Rowe International.....23, 121
SNK.....103
Sega.....17
Shaffer Distributing.....87
Smart Industries.....31, 105, 163
Southeastern Distributors.....145
Sportech.....131
Star Track, Inc.....80
Strata.....15
Success Plush.....88
Taito.....12
Thumper Bumper, Inc.....141
TOP Parts.....Toss-in-flyer
Valley Recreation Products.....33, 167
Van Brook of Lexington.....161, 187

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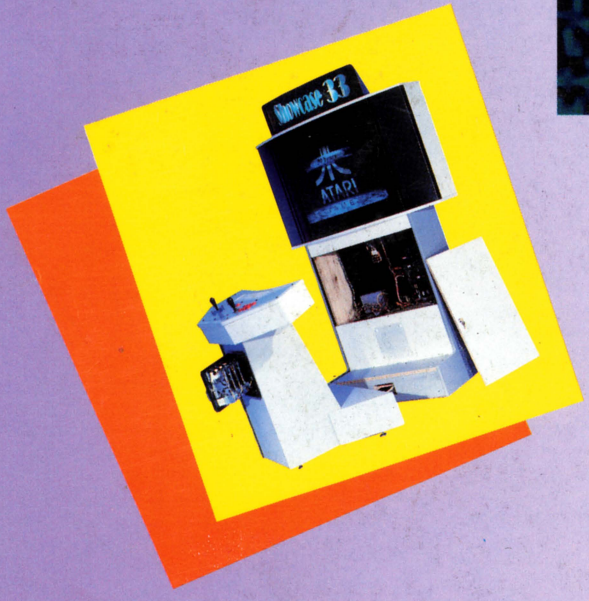
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