

august 1994

RePlay

magazine

window on the world of coin-operated entertainment



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HOT OFF THE PRESS

■ RATING SYSTEM —

AMOA and AAMA people will meet with **Dr. Arthur Pober**, executive director of the Interactive Digital Software Ratings Board, at his New York offices on Aug. 8. They'll discuss what kind of information and symbols to put into video games' attract mode. In addition to symbols indicating the level of sex and violence, games will also carry "age-appropriate suggestions" including five different age categories: very young kids, a "universal" audience, teens, "mature," and restricted to adults. The exact terminology to be used for these categories had not been settled at presstime. (At least games will not be posted with age numbers!)

By the way, a law setting up state-mandated vid-game ratings has passed at the committee level in California's Assembly. Next, it goes to the full body for a vote. AMOA's **Laura Olson** believes the bill may pass there without much opposition, then go to the Senate judiciary committee for action between Aug. 8-31.

■ STILL PENDING —

As of July 22, the Supreme Court of the State of South Dakota had made no decision about a possible stay of their earlier ruling against video lottery. Unless the stay is granted, nearly 8,000 VLTs will have to be shut down, costing the industry up to \$39 million in revenues. On Nov. 8, voters will cast ballots for or against a pro-VLT amendment to the state constitution. Get the full story inside this issue.

■ CRUISIN' USA...

is the new advanced driving simulator from Midway Mfg. It's available in full-motion and stationary cabinets, dual or single player versions. An upright will follow. Previewed at the Nintendo suite at CES, this is Midway's first-ever game to use Ultra 64 technology (earlier known as "Project Reality"). It's also Midway's first game to employ texture-mapping, advanced computer graphics on a 3D polygon system. Game-play is not restricted to racetracks but gives cross-country settings like San Francisco, the Redwood forests, the midwestern flatlands, etc. from coast to coast. Regular roads offer oncoming traffic, too! By the way, the motion-based cabinet has two "pivot points" instead of just one, for even more realistic and

exciting dips, bumps, leans, etc. Players can also select different video viewpoints on the action. Distributors visited the Chicago factory for a product intro meeting on July 27; product begins shipping this month. Full story follows in our September issue.

■ PASSED ON —

Atari Games president **Hide Nakajima** died July 11 in a Tokyo hospital, following a long bout with cancer. He started with Atari 21 years ago and was well-liked and highly respected by all who knew him — a "force for good" on the personal, business and political levels. A full obituary can be found inside this issue.

Also in Japan, Namco Ltd. vice chairman **Tadashi Manabe** died April 30 from intestinal cancer. The 30-year Namco vet was an active force in both Japanese trade associations. Well regarded throughout the trade, he was a gracious and sociable man who made many positive contributions. Our condolences to the friends and families of both departed traders.

■ ALL QUIET...

on the counterfeit front, is the report from AAMA's Investigations Director **Dick Trindle**. "Not one counterfeit *NBA Jam* has popped up," he said. "Capcom has also seen a very great reduction in copying of its games; there have been no recent copyboard seizures by U.S. Customs." Dick said most AAMA vidgame manufacturers are using new packaging and a new security chip which is costly for crooks to break down. "If there's no profit in counterfeiting, they don't do it," he declared.

■ LAZERTRON & "POGGER" —

The "pogs" craze started in Hawaii, is now sizzling in California, and may go nationwide. (If you don't know what pogs are, see this month's "Big Al's Corner" column.) Wedges/Ledges prexy **Steve Shoemaker** has tapped his creative genius to invent a reportedly super-earning game called **Pogger** which exploits this hot trend. See our "New Products" section, inside, for description. Leading redemption game factory LazerTron has licensed Steve's new game; they're tweaking it now and will be in full production by AMOA Expo. "We've never seen earnings like this," exclaimed LazerTron VP **Matt Kelly**, citing cash box returns in Shoemaker's "Fun Factory" arcade.

■ SMOKING BAN —

On July 21, California Gov. **Pete Wilson** signed into law a tough statewide ban on smoking in most workplaces. The ban takes effect Jan. 1, 1995 and affects restaurants, offices, stores, factories, and hospitals. Smokers will still be able to light up in bars, hotels, certain warehouses, and in businesses with under five employees where no kids are allowed. The tobacco industry hopes voters will approve an initiative on the ballot this fall to weaken the ban.

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There are scores of others, just as impressive... just as important. More important than anything, we'd like you to come to know NSM a little better. Because, when you buy a jukebox, you're really buying the company behind it.

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best upright videos

MODEL/MANUFACTURER	RATING	DIST.
► 1 REVOLUTION X (Midway) (2)	9.40	18%
► 2 MORTAL KOMBAT II+ (Midway) (8)	8.77	87%
► 3 VIRTUA FIGHTER★ (Sega) (7)	8.63	41%
► 4 NBA JAM TOURN. ED.+ (Midway) (4)	8.42	67%
► 5 LETHAL II: GUN FIGHTERS (Konami) (4)	8.30	21%
► 6 SOLITAIRE CHALLENGE (Dynamo) (1)	8.00	13%
7 LETHAL ENFORCERS+ (Konami) (22)	7.72	65%
8 RUN & GUN (Konami) (8)	7.56	37%
9 NBA JAM+ (Midway) (17)	7.55	75%
► 10 ALIENS 3 (Sega) (5)	7.33	5%

+ indicates game was produced in both dedicated & software forms

★ indicates game was also produced in deluxe form

best deluxe videos

(sitdowns, cockpits, arcade attractions)		
MODEL/MANUFACTURER	RATING	DIST.
► 1 DAYTONA USA (Sega) (3)	9.64	11%
2 RIDGE RACERS (Namco) (7)	9.00	10%
3 OUTRUNNERS (Sega) (20)	8.94	18%
► 4 SUZUKA II 8 HOURS (Namco) (5)	8.73	16%
5 STADIUM CROSS (Sega) (18)	8.50	8%
6 LUCKY & WILD (Namco) (14)	8.44	9%
7 VIRTUA RACING★ (Sega) (22)	8.41	48%
8 SUZUKA 8 HOURS (Namco) (22)	8.19	17%
► 9 AIR COMBAT (Namco) (6)	8.14	7%
► 9 CRIME PATROL (ALG) (10)	8.14	7%

+ indicates game was produced in both dedicated & software forms

★ indicates game was also produced in upright form

best new games

- THE LAST BOUNTY HUNTER+ [deluxe] (ALG)
- GUNS & ROSES [pinball] (Data East)
- BATTLE K-ROAD [software] (Jaleco)

best video software

MODEL/MANUFACTURER	RATING	DIST.
► 1 ALIEN VS. PREDATOR [H] (Cap.) (1)	8.55	18%
► 2 SUPER SIDEKICKS 2 [S] (SNK) (3)	8.15	12%
► 3 GAL'S PANIC 2 [V] (Kaneko) (8)	8.13	7%
► 4 DUNGEONS & DRAGONS [H] (Cap.) (4)	8.04	26%
► 5 RAIDEN II [V] (Fabtek) (7)	7.89	42%
► 6 SAMURAI SHODOWN [S] (SNK) (13)	7.15	69%
► 7 NECK 'N NECK [H] (Bundra) (18)	7.14	6%
► 8 WINDJAMMERS [S] (D.E./Neo•Geo) (5)	6.83	17%
► 9 WORLD HEROES 2 JET [S] (SNK) (3)	6.77	20%
10 TWIN EAGLE II [V] (Seta) (2)	6.71	13%
11 WORLD RALLY [H] (Atari) (12)	6.69	33%
12 SUPER ST. FIGHTER II [H] (Capcom) (10)	6.60	66%
► 13 FIGHT. HIST. DYNAMITE [S] (D.E./Neo) (3)	6.38	12%
► 14 ART OF FIGHTING 2 [S] (SNK) (7)	6.33	50%
15 ST. FTR II: C.E. TURBO [R] (Capcom) (18)	6.29	72%
► 16 TOP HUNTER [S] (SNK) (1)	6.13	7%
17 RAIDEN [V] (Fabtek) (48)	6.10	38%
► 18 FATAL FURY SPECIAL [S] (SNK) (9)	6.08	24%
► 19 BLOOD STORM [H] (Strata) (3)	6.08	12%
20 IREM SKINS [H] (Irem) (15)	6.00	12%

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

top pinball

MODEL/MANUFACTURER	RATING	DIST.
1 STAR TREK (Williams) (6)	8.59	58%
► 2 DEMOLITION MAN (Williams) (4)	8.43	38%
► 3 WORLD CUP SOCCER (Midway) (2)	8.38	17%
4 ADDAMS FAMILY (Midway) (29)	8.20	76%
► 5 RESCUE 911 (Gottlieb/Premier) (4)	7.88	17%
6 INDIANA JONES (Williams) (11)	7.59	44%
7 TWILIGHT ZONE (Midway) (16)	7.21	68%
8 CREAT./BLACK LAGOON (Midway) (17)	7.09	35%
9 JURASSIC PARK (Data East) (11)	7.07	61%
10 TERMINATOR 2 (Williams) (33)	7.04	61%

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

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

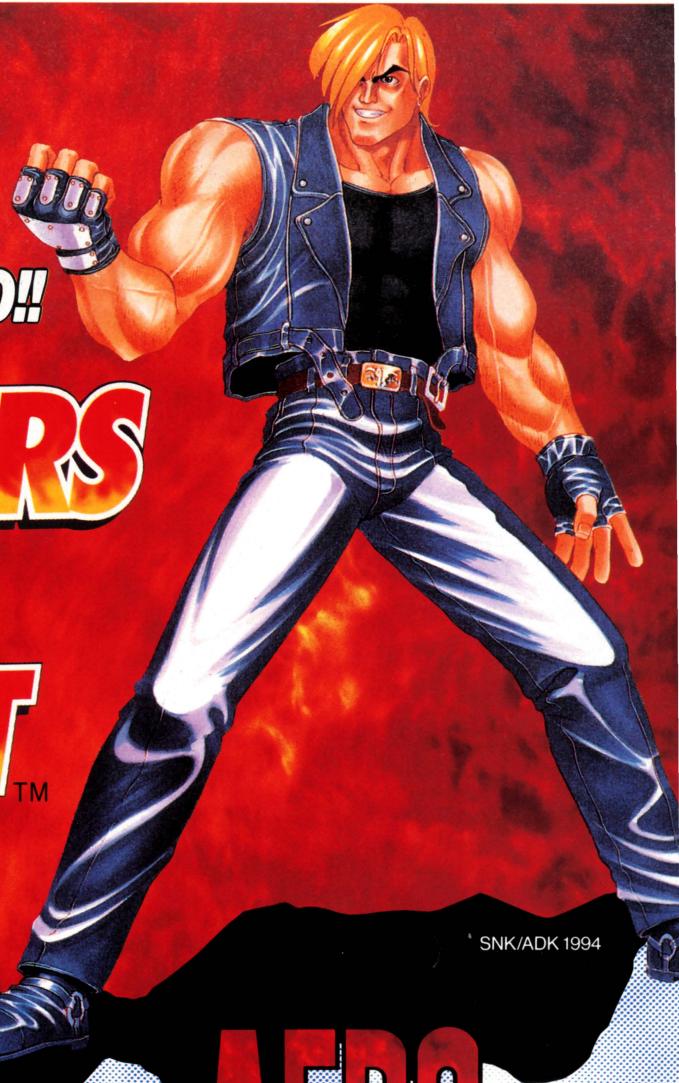
DIST.: The percentage of the surveyed arcade and street location operators who have the item on location.

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COVER

Happy birthday, Premier Technology! The Bensenville, Ill., manufacturer is 10 years old this fall. Gathered 'round the "pinball birthday cake" on our cover photo are, from left, marketing manager L.J. Greene, president Gil Pollock, engineering VP Mike Vrettos, and exec VP Steve Walton. Armed with assets from the old Gottlieb factory, Premier launched itself in 1984 on a mission to build all-around good pinballs. Their goal was to make games that were reliable enough for operators, understandable for average players, yet offering cutting-edge appeal for flipper fanatics. They certainly succeeded.

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EDITORIAL

*O*n June 22, South Dakota's supreme court ruled video lottery terminals (VLTs) unconstitutional. Result: a \$156 million industry faced instant shutdown. Voters will decide the issue this fall; meantime a hoped-for stay of the court's order could let VLTs keep running until then. Prospects look promising, but the battle's not finished yet. In fact, that's one of South Dakota's big lessons: the VLT battle is never, ever finished. Another lesson: the odds don't favor the house, after all — they favor the state.

*S*ince legalization, South Dakota tradesters have spent millions fighting endless political and PR challenges, constant tax hikes, sole-source competitors, etc. We salute their tenacity and skill. We wish them victory this fall. Pro-gambling tradesters have long hailed South Dakota as the shining model for operator-run VLTs, and local operators say the rewards are well worth the price. But tradesters in other states who seek VLTs should be coldly realistic about what they're getting into.

*O*ur industry has dubiously congratulated itself for "cleverly" sneaking video poker into the law books under the nicer-sounding "lottery" label. But one insider claims pro-VLT forces in South Dakota brought this crisis on themselves by failing to read the constitution's fine print. Their supreme court did read it, though. Oregon operators have also paid the price for vaguely-worded laws. But even if the wording is perfect, you can still get trouble from your "partner," the state. Just ask Louisiana.

*"I*f you make the state your partner," gambling critics have always said, "your fate rests in the hands of an ally who is all-powerful...yet unreliable. The state giveth, and the state can taketh away." In truth, the state inevitably does "taketh." Assuming operator-run VLT survives in South Dakota, taxes may gobble up 50% of future earnings. As with video violence, dollar coins, copyright, and many other issues, our industry is learning that high-profile success carries a price. Like it or not, you must play politics at all times, on all levels. And in the game of politics, Big Brother always holds the high cards.





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has lots of ways to keep players coming back. They can select a high speed oval course for a warm up before moving to an advanced Grand Canyon run or an all-out madcap seaside course. For real time head-to-head competition up to eight "twins" can be linked. A "time trial" option allows racing against the clock on any of the three courses. Daytona USA™, fast, fun, and a definite checker flag winner in the earnings race. Call your Sega distributor for a personal preview.

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DAYTONA USA

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SPECIAL FEATURES

VLT BLUES

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GOODBYE, HIDE

Hideyuki (Hide) Nakajima, president (and one of the oldest employees) of Atari Games, died after a long battle with cancer. Friends here and abroad mourn this singular gentlemanpg. 34

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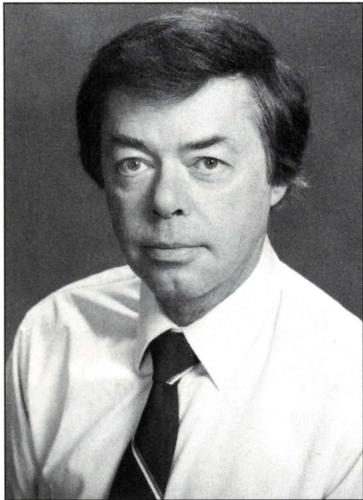
GO, GRAYHOUND

Best known for their cranes and basketball games, the New Jersey redemption factory is stepping up to the plate with a new factory in Lakewood. They still aim for solid, reliable equipment at very competitive pricespg. 91

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FROM THE PUBLISHER



I've lived in California over 20 years, but I still consider my Bronx boyhood chum Carl Marino my best friend, even though he still lives in New York. I fly back there every three, four years to touch base with Carl and his family and a few others I've got left in that part of the world. On my most recent trip, however, I spent a couple of extra days down in Jersey, visiting the new Grayhound plant in Lakewood and a couple of the Shore boardwalks like the one in Atlantic City, before driving back across the Hudson River and onto the dark, gray concrete of my original hometown.

While "doing Jersey," I discovered that the sounds and the smells of the boardwalk can still push a "nostalgic button" in a guy who spent time as a kid vacationing with the grandparents in Asbury Park (I'm going back over 40 years). Just as the smell of newly cut grass or the sound of kids yelling and splashing in a public pool can take you back, the boardwalk stirred up memories of days when I'd go to an arcade looking for something to play. When I visit an arcade nowadays, I usually end up aging the games (see which new ones they've got and which of the better oldies are still on the floor) and maybe end up playing Skee Ball or Ms. Pac-Man.

I remember how excited I got as a kid just walking around those old boardwalk arcades and the special kick I got actually playing some old hockey game or trying to grab onto the Ronson table lighter in the claw machine. A few years later when I got into my teens, Carl and I and the other guys had a ball squaring off on that western quickdraw game called (I think) Johnny Reno...the kind of standup cowboy shootout rig that Vari-Tech brought out in more modern times with Mr. Sixgun. Now ALG's got a real state-of-the-art version called Fast Draw Showdown. I wanna play it!

Just writing this up helps me identify as a player once again, even though I crossed the line over to the industrial side of amusement games a long time ago. I can see both sides of the coin now...how much genuine fun it is to see, feel and play the games, but also how much money and effort it takes to be successful in the business. I think trade people who can see the business from both dimensions are lucky. Maybe I should play the games a little bit more. How 'bout you?

Ed Collier

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NEWS DIGEST

VLT ILLEGAL, SAYS SOUTH DAKOTA SUPREME COURT

The South Dakota Supreme Court ruled 4 to 1 on June 22 that VLTs are unconstitutional. Three weeks later, an emergency session of the legislature voted 81 to 21 to put a pro-VLT constitutional amendment before the public in a referendum to be held Nov. 8. Meanwhile, the state's attorney general has asked for a stay of the Supreme Court's decision until the referendum takes place. No decision on the proposed stay had come down at this writing; we'll report results on our "Hot Off the Press" page if available by presstime.

South Dakota operators say their polls show around 60% of the public favors keeping VLTs in place. At stake is the future of

nearly
8,000
video



lottery terminals, which earn about \$165 million a year. Of that, some \$59.7 million goes to the state, making gambling the government's second-largest revenue source, after sales and use tax. Some 1,423 locations have VLTs, and about 70 licensed VLT operators employ some 3,000 workers. Operators will spend around a million dollars campaigning to make sure the vote goes their way, sources said.

The South Dakota Lottery has been supervising the operation of privately-owned video games of poker, keno and blackjack since 1989. In 1992, three anti-gaming lawmakers filed suit against the state, claiming (1) only a true lottery is constitutional, and (2) "Video poker machines are not a lottery." This summer, the Supreme Court agreed. The chief justice conceded the "devastating negative impact this decision will

have upon many citizens," but he blamed VLT supporters (particularly in the state legislature) for failing to do their legal homework properly in the first place.

AMOA is not taking an active part in the South Dakota VLT affair. The Music & Vending Assn. of South Dakota will once again retain Lee Brown's professional lobbying firm to mount a million-dollar PR campaign to defend the industry.

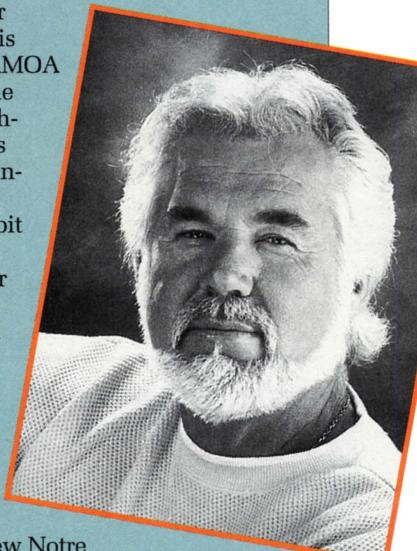
KENNY ROGERS TO STAR AT AMOA EXPO '94 AWARDS BANQUET

Country music superstar **Kenny Rogers** will croon his tunes for attendees at the AMOA annual awards banquet. The event will be the social highlight of Expo '94, this year's AMOA convention and coin-op's biggest national trade show with over 1,000 exhibit booths. Venue is the San Antonio Convention Center in Texas from Sept. 22-24. Critical deadlines are: **Aug. 4** for early discount registration (members and non-members). **Aug. 23** for advance show registration and housing registration. Call 800/YES-AMOA for more information.

By the way, AMOA's new Notre Dame Executive Seminars are back. Around 40 slots are open for AMOA members to sign up; first session takes place at the South Bend, Ind. campus from Oct. 8-11. Four more two-and-a-half day sessions will follow, spread over 18 months.

The university's biz school profs lead the lessons, based on their MBA program, and the whole megilla is supervised by Dr. **Joseph Sequin**.

Focus is specific coin-op management issues from accounting to law, marketing, and strategic planning. Contact AMOA VP **Bob Herman** at 718/859-4242 to sign up, or call the toll-free number above. First come, first served.



KOZUKI'S BACK AT KONAMI; K. NAKAMURA HEADS TAITO

Our correspondent in Japan, **John Ryan**, info's that Konami chairman **Kagemasa Kouzuki** will take over the presidency of that company from **Yasuo Nishimura**. The latter is stepping down "for failing to push through the restructuring of the company," John reported. Konami's financial results for the fiscal year ending March, 1994, were down dramatically with revenue of 37.855 million yen and profit of 948 million yen. Including results from its four overseas subsidiaries, Konami showed revenues of 47 million yen and a net loss of 2,891 million yen. That makes Konami the only one of the eight publicly-listed Japanese game manufacturers to shed red ink. Konami blamed the loss on poor performance in overseas consumer games markets, leading to inventory disposal of 2,246 million yen in addition to exchange losses of 1,078 million. Kagemasa

Kouzuki founded Konami in 1969.

Also in Japan, **Game Machine Magazine** of Osaka reports that **Koichi Nakamura** has been promoted to president at Taito Corp. following the promotion of previous proxy **Keisuke Hasegawa** to vice chairman, a newly created post. The new president is a University of Tokyo engineering grad who entered Taito in January of 1993 after a 30-year career with Seiko.



REBECCA ELLIS NAMED AAMA DEPUTY DIR.

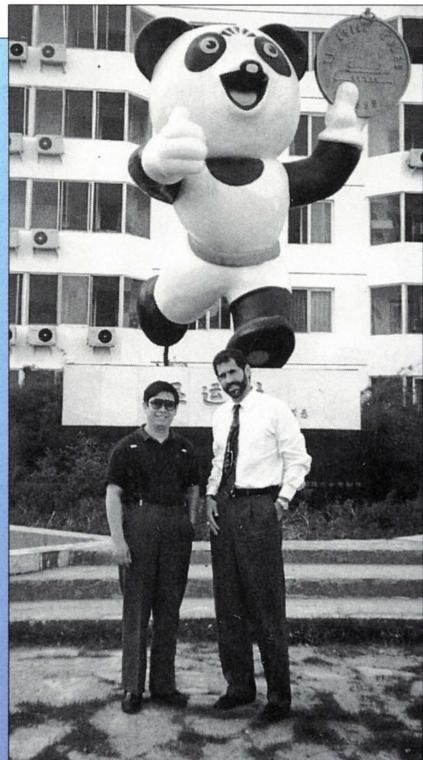
Rebecca Ellis, a four-year marketing vet from Williams/Bally-Midway, became AAMA's deputy director on July 25. "We're happy to have a professional with her experience on board," said AAMA Executive Director **Bob Fay**. "She brings more than 15 years' solid experience including marketing, trade show planning and general management. Her insight into coin-op will also be an asset." Rebecca will assist Fay in all aspects of AAMA activity and will be responsible for overseeing the association's day to day operations. She'll work closely with staff to expand current programs and create new ones. "I'm pleased to be able to make such a transition in the industry and look forward to continuing former relationships at my new address," Ellis said.



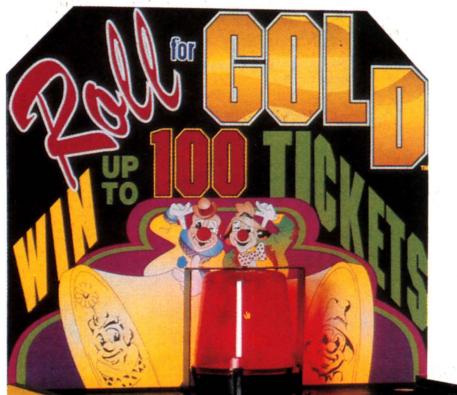
FABTEK OPENS CHINA OFFICE

Frank Ballouz may have taken the management reins at Capcom USA, but Fabtek, Inc. remains alive and well under new president **Jeanne Ballouz**. Matter of fact, they've opened an office in Beijing, China to facilitate export sales to that blooming market. Seen in the vertical photo is Frank with managing director **Henry Han** in front of their

building, which originally housed athletes for the 1992 Asian Games. Horizontal photo shows Fabtek's China crew: from left, that's representative mgr. Janet King, sales reps Jason Ruan, Milton Zheng, Henry Han, engineering mgr./customer service rep James Zheng, and sales rep Eric Luo. Phone/fax for the Fabtek China-Beijing



office is 011-86-21-372-5389. With phone systems constantly changing, you may need to check Fabtek's U.S. office for updated contact info at 206/881-0900.



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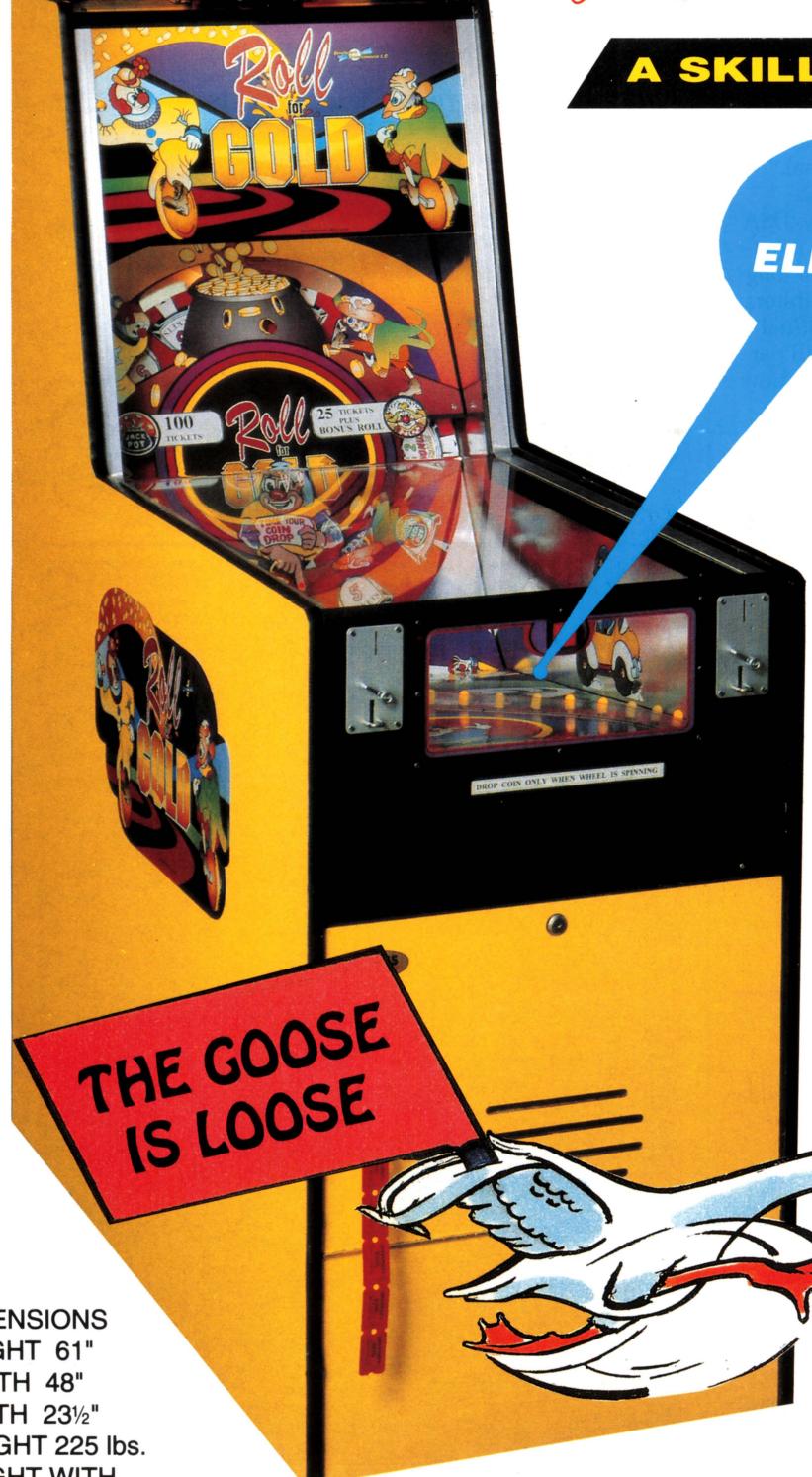
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HOME VIDEO '95 SHOW TO COMPETE WITH CES DATES; IDSA APPROVES

For years, the home video industry has been lumped into the sprawling Consumer Electronics Show...but next year consumer vidgames have a chance to break out into their own unique venue. Infotainment World, Inc. (publisher of several leading magazines for the consumer vidgame field) and Knowledge Industry Publications, Inc. are jointly planning a trade show especially for consumer video products. It's called the **Electronics Entertainment Exposition** (E-3) and it's slated for May 11-13, 1995 in Los Angeles...the same dates that the CES takes place in Philadelphia. E-3 has been endorsed by the Interactive Digital Software Assn. (best known as the leading vehicle for an industry-wide vidgame rating system). IDSA prexy **Doug Lowenstein** said the event "will dramatically and positively heighten the profile and stature of our industry, which is an important IDSA goal." Lowenstein said the endorsement wasn't an easy choice

since so many IDSA manufacturer members have been long-time CES exhibitors. "While individual companies will participate in any show which best meets their needs," he added, "IDSA felt after weight all the factors — including location, facilities, hotels, and costs — the E-3 show came closest to meeting the needs of our industry and our other key constituencies, especially retailers." Lowenstein emphasized that the endorsement is for 1995 only; IDSA has made "no commitment to anyone" regarding a 1996 show.

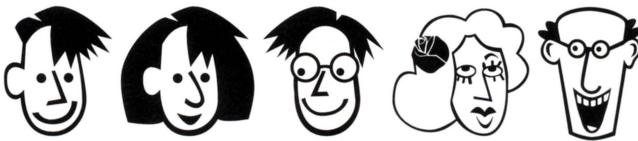
IDSA GETS NEW ADDRESS & OFFICERS

The Interactive Digital Software Assn. has opened an office in the nation's capital. You can reach IDSA President **Doug Lowenstein** and his staff at IDSA, 919 — 18th St., NW, Suite 210, Washington, D.C. 20006. Phone is 202/833-4372. Fax is 202/833-4431. Electronic Arts exec **Jack Heistand** has been elected as IDSA's first chairman by the association's board of directors. Other appointments: Capcom's **Joe Morici** is IDSA vice chairman; Virgin Interactive's **Felicia Cohen** is secretary; and Viacom New Media's **Ed Horowitz** is treasurer.

IFECA PLANS FUNDRAISER

IFECA, the International Family Entertainment Center Assn. (White Plains, N.Y.) is growing fast. Now at 150 members, they expect to double their membership roster by the end of their official conference and trade show, Fun Expo (Oct. 1-4, Las Vegas). To fund market research and educational seminars, IFECA will hold a silent auction at Fun Expo, selling items donated by friends and members to the

highest bidder. Items will be displayed throughout the show and written bids accepted. Donations so far include a reconditioned vidgame (from George McAuliffe/Edison Bros.), a basketball signed by superstar Charles Barkley (from Joey Herd, Riverchase Golf N Games), etc. Contact the auction chairman **Gary Warner** at 908/390-9009 or fax IFECA at 914/993-9219.



AAMA COMPLETES NATIONAL PLAYER/MARKET SURVEY

AAMA polled over 4,000 players in various types of locations and key demographic areas across the USA to create its first-ever Player/Market Survey. Among the results: 96% of kids under age 18 said their folks either completely approve, or don't mind that they spend time playing coin-op games. The survey focused on Chicago, New York, California and Texas to provide data on player demographics and spend-

ing/playing habits. AAMA Industry Promo Committee chairman **Rich Babich** called the study "by far one of AAMA's most rewarding projects of recent years." Non-members can get a copy for \$100 by sending a check for the full amount to AAMA Player/Market Survey, 450 E. Higgins Rd., Ste. 201, Elk Grove, IL 60007. Or call 708/290-9088 for more information.



AMERICAN SAMMY BOWLS KRAZY BOWL VIDEO KIT

Continuing their U.S. market resurgence, American Sammy bowed a new vertical video kit (with optional ticket redemption) during a July 27-28 open house at their Chicago area headquarters. Game ships end of August. Suitable for kids and grownups, this wildly comic game is called **Krazy Bowl** and it was developed by their U.S.-based R&D team. One to four players can compete in over 29 animated scenes. Realistic sounds, quick pin action, and gameplay secrets throughout the game keep up the fun. Battery backup keeps daily high scores, and operators can even run their own bowling tournaments — ideal for promoting tavern

play. Joystick and trackball versions are available. Two games are included: regulation bowling and "sweeper" which has 10 different pin configurations for each frame. For more info, see your authorized dealer or call Sammy for referral at 708/364-9878.



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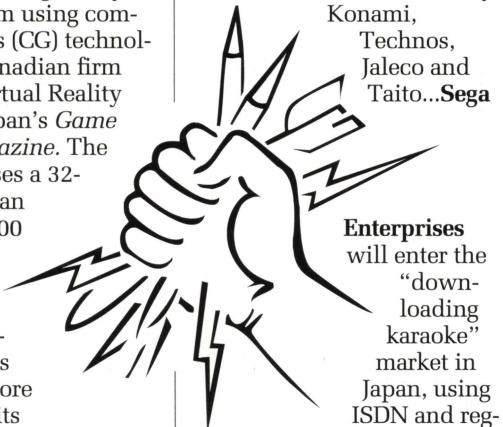
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BITS & BYTES FROM THE WORLD OF HI-TECH

Taito Corp. is developing its own advanced video game system using computer graphics (CG) technology from a Canadian firm called SDI Virtual Reality Corp., said Japan's *Game Machine Magazine*. The SDI system uses a 32-bit CPU and can process 340,000 polygons at 120 mega pixels per second...Sony has announced more details about its planned Play Station home video machine. No coin-op version will be available directly from Sony, but Namco and Konami are "apparently studying coin-op game applications for this CG technology" which can process up to 36 polygons per second, according to our Osaka correspondent John Ryan. Play Station, a

CD-ROM device, will get third-party software support from such as Capcom,

Namco, Sammy, Konami, Technos, Jaleco and Taito...Sega



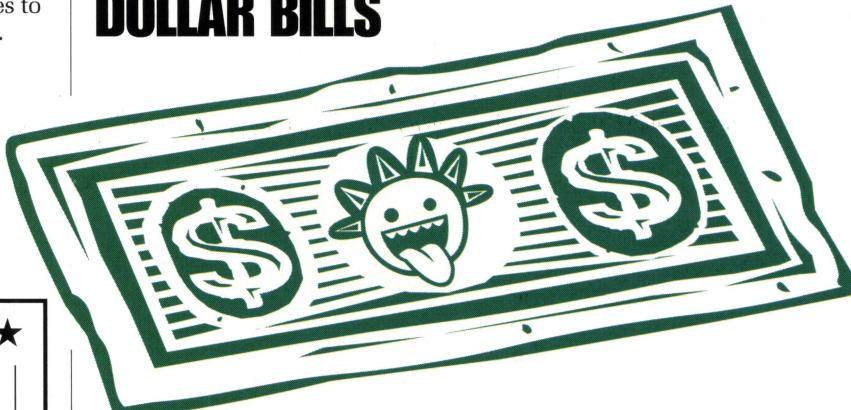
Enterprises will enter the "downloading karaoke" market in Japan, using ISDN and regular phone

lines to send music programming over the wires to coin-op and home units. This according to **Game Machine Magazine** of Osaka. Sega worked with NEC and other biggies to develop the technology. Coin-op version ships to Japan this year, with a U.S.

version coming next year...ISDN means "integrated software digital networks" and it's an advanced, high-capacity phone line upgrade which is (finally) available in the USA (called ISDN-/Switched56). A firm called **4-Sight LC** will bow an ISDN management software program at the MacWorld Expo (Aug. 2-5, Boston). With the new 4-Sight program, the company says users can achieve "global connectivity" up to 3.5 megabytes per minute with-

out compression...By the way, *RePlay* has been contacted by three different developers who say they've perfected music downloading technology for use over U.S. phone lines; some are shopping for jukebox factories to license their gadgets while others are considering other routes to the market...**Cahners Business Research Group** says the information superhighway today represents a \$20 billion/year market but will grow to a gargantuan \$325 billion/year by 2,005.

UNCLE SAM TO REDESIGN DOLLAR BILLS



With photocopying machines getting better every month, the number of counterfeit bills in circulation has tripled. So next year, the Treasury Dept. will give our bills the first face lift since 1929. New bills will still be green and the same size, but with 50% bigger portraits of the presidents, off-center portraits, complex watermarks, security threads, color shifting ink (looks gold when held at an angle), and embedded color disks. A few other changes will be kept secret to foil the counterfeiters. Affected will be \$5, \$10, \$20, \$50 and \$100 bills.

FROM PACHINKO WITH LOVE

We've been following various news reports about pachinko profits going (illegally) from Japan to North Korea's communist regime, where (according to CBS News) the money helps fund nuclear weapons research. **Eric Johnston**, editor of *Japan Amusement Monthly*, says there's no solid proof anywhere of a nuclear connection, but confirms the money is moving into that country. Eric

info's that Japanese authorities now believe a northwestern Tokyo bank is the "main conduit" for pachinko profits to North Korea. "The bank is Japanese, but they have a branch in Pyongyang," Eric said. He added, "Other methods of transfer include direct flights from Nagoya (which is home to many in the pachinko industry and birthplace of the game itself) to North Korea."

★
APPOINTMENT IN ROME
ON OCCASION OF
THE 22nd ENADA

Fiera di Roma
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A visit to the ENADA Exhibition has become a necessity to all operators of automatic entertainment apparatus who wish to be kept updated on all new, original and advantageous products offered by the Italian industry.

Therefore visit the 22nd ENADA

**Free entrance to
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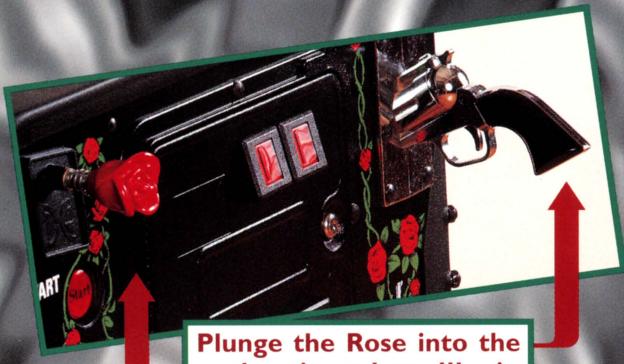
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Plunge the Rose into the snake pit and you'll win mega, multi-ball jackpot bonus points. Pull the trigger during play and lock Slash's lit guitar feature.

Slash's guitar shot rewards nine different riff-rocking features. Shoot 'em all and you'll be thrown into a mosh pit of 6-ball riot play. During riot play, all switches award platinum points!

Drop the ROCK targets N light the ROLL lane for super count down bonus.



Get all the band members on stage to increase the number of balls in play during multi-ball.

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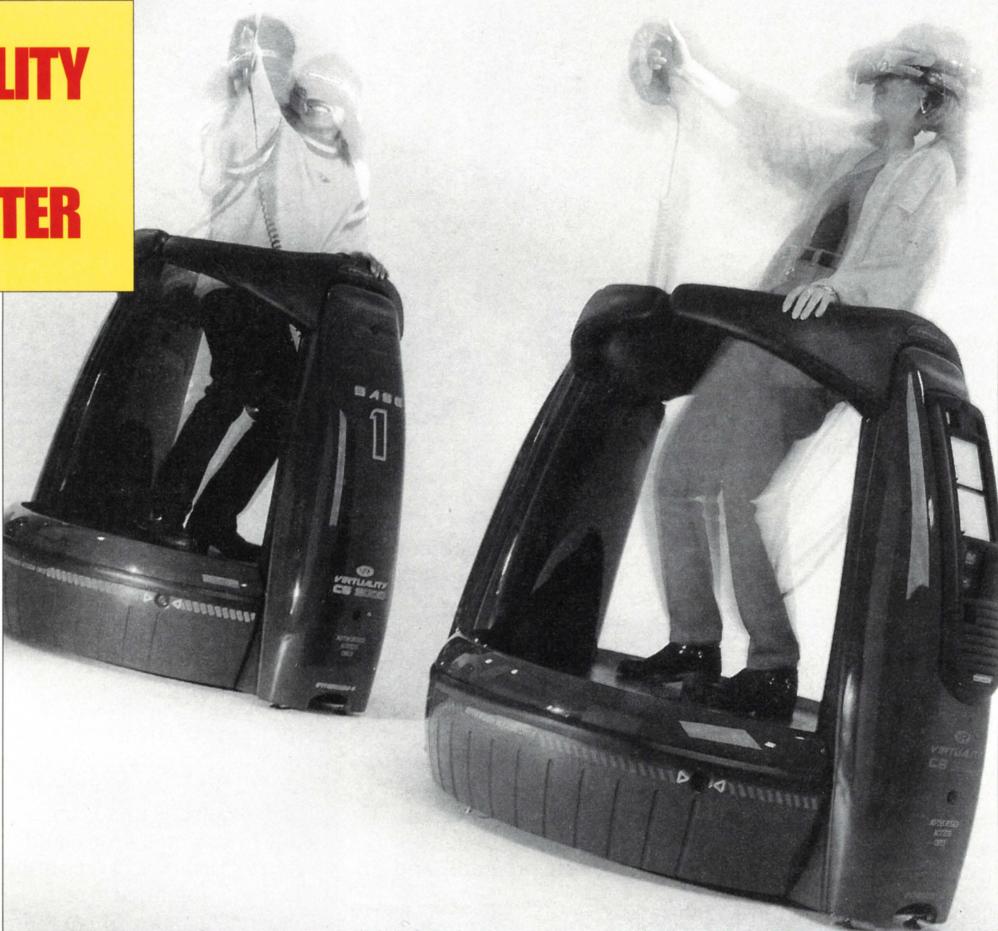
VIRTUAL REALITY CHECK: LOOKING BETTER

Virtuality Group, generally acknowledged as the leading manufacturer of coin-op virtual reality, says their Series 2000 second-generation hardware is now sited in over 100 European locations. Citing better-than-expected sales and earnings, execs said VR can now be a solid profit center in itself—not just a loss leader. The firm cited successful arcade use of the product in arcades and bowling alleys in English seaside resorts and cities, as well as in Spanish, Italian and Dutch locations. In Germany, Virtuality's German distributor Cyberspace GmbH has created the world's first "Virtuality Cafes" in Berlin and Kaiserauern, containing up to eight units each. A third VR "Cafe" is planned for Hamburg, with addition-

al sites possible on a franchise basis. In Japan, the giant advertising firm

Dentsu (which places about 50% of all media buys there) will use Series 2000

for product promotions by many of their clients in the Japanese market.



FACTORY NOTES



Coin Controls Int'l. has named Deith Leisure its distributor for Eastern Europe, where they'll create a comprehensive sales and service network in Hungary, Poland, Bulgaria and Russia. Shown is CCI's international sales & marketing director **Ian Bye** with **Bob Deith**. CCI said it's ready to han-

dle all the new coinages in these emerging economies, and Deith is already well-connected in the region.

WMS Gaming Inc. has been licensed to sell gambling units in the Australian state of Victoria. Prexy **Rick Currie** said his firm passed some of the "world's most arduous licensing requirements" for gaming makers. He also said the license opens the door for WMS Gaming to become a major gaming supplier throughout the Land Down Under, which is the world's second largest gaming

market. WMS Gaming is also seeking a license for New South Wales, home to the Sydney market and some 70,000 gaming machines.

Coastal Amusements Inc. takes its annual summer leave Aug. 29-Sept. 5. They'll reopen on Tuesday, Sept. 6. During the week of leave, Coastal's shipping, receiving, service and parts departments will be closed. "Please take these closing dates into consideration when placing your game or parts orders," advised the factory. Call 8AM-5PM Mon.-Fri. for assistance at 908/905-6662.

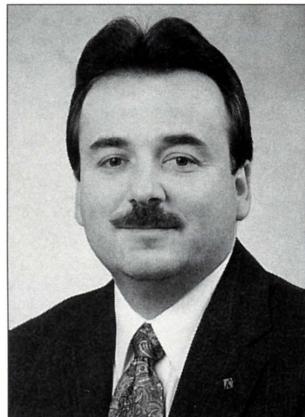
Alternate Worlds Technologies reports that its helmet-based virtual reality machine has out-earned 205 competing machines, including some of the industry's top fighting games and most advanced simulators, in a large mall-based game room. Three software packages are now shipping, with four more in the works, said AWT. The Louisville, Ky.-based manufacturer recommends play pricing in arcades at \$2 for three minutes or \$5 for eight minutes. AWT's distributor network continues to grow and the company continues to add more dealers to the list. "We will continue to bring hardware prices down without sacrificing quality and reliability," said AWT.



COIN-OP INDUSTRY PEOPLE ON THE MOVE

Jim Belt has joined American Laser Games as regional sales manager. Working out of Chicago, the 18 year industry vet will service distributors east of the Mississippi and provide additional support in sales and service training for ALG's live-action laserdisc games. Jim's prior posts include sales, marketing and manufacturing jobs with Taito, Kaneko, Williams and Bally Midway. ALG execs praised his hard work, deep industry knowledge and respect among dealers. Jim's new office number is 708/582-8784.

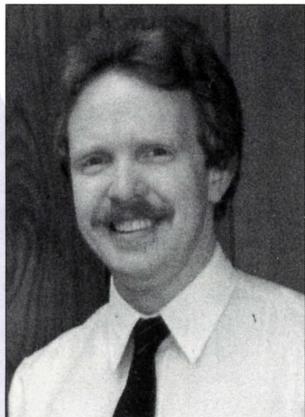
Sandy Burns is also new at ALG, where she now serves as administrative assistant to prexy Bob Grebe. She'll coordinate special events and promotional projects for coin-op and home products. Her prior post at Galles Racing Int'l. included PR, market-



JIM BELT



ALISON DEES QUANT



STEVE DOONER

ing and liaison roles.

Alison Dees Quant is the new director of market research at Data East USA. She comes from Strata where she served as marketing manager; prior to that she was field test market coordination for WMS and marketing for Taito. DE's senior VP Gary Stern said the firm is "looking forward to establishing an innovative, thorough test marketing program" and

that Alison's experience would be "a great asset to our design and marketing."

Christopher Lanzaro has been promoted to senior accounting manager for Acclaim Entertainment, where he'll oversee international accounting and reporting for their global subsids in Europe and Japan, and manage all financial aspects of global subsids including day to day operations, audits, tax issues, and recruiting and training finance staff.

Also at Acclaim, **Steve Rein**

and **Patrick Runyon** have been named art directors in digital production. They'll build production teams and oversee animation and artwork for future video titles. The company will enter the coin-op market next year.

Steve Dooner has been named director of special operations at the Enchanted Castle restaurant and entertainment center (Lombard, Ill.). In this newly created post, he'll develop new concepts to keep the 45,000 sq. ft. FEC on the cutting edge. Steve's 16 years of experience includes consulting for major firms like Disney, Universal, etc., as well as directing new site development for Chuck E. Cheese.

Jason Stage is the new sales and service rep for BetStar Ltd. (Carlstadt, N.J.). Based in their Golden, Colo. office, the formal Royal Bell employee can be reached at 030/277-1158.

John Marko has been appointed chief financial officer at New Image Technologies. New to coin-op, he's held top executive and finance posts including CEO at industrial supply and tool firms. He took his graduate degree from Williams College.

Damong Noriega from Tijuana, Mexico has been named to head the Mexican and South American sales division of Worldwide Video (San Diego, Calif.). His previous post was with Divisiones Electronicas Noriega. Also at Worldwide, **Mike Morris** from 1st Place Sales/Hustle Amuse. has been added to the U.S. staff.

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ON YOUR MARK

BY MARCUS WEBB



DO LITTLE GUYS HAVE A FUTURE

I think he meant that 85% of today's operators will be ghetto-ized into a stagnant, non-growing, small-potatoes market segment which services mom & pop locations with jukeboxes, pool and darts. The big boys will have the profitable growth sectors (video, redemption) all sewed up.

But on the other hand, the source might have meant "really gone" — out of business. A top exec at a leading video game manufacturer told us, in a very emotional way, that the street operator has just about disappeared as far as serious video product is concerned. Likewise, the leading exec at another staple manufacturing company privately predicts that in five years his customers won't be today's operators, but huge multi-route operators and national firms. As we all know, communications giants like 3M and growing upstarts like NTN Communications are making inroads on music and video in the tavern business. I'm not trying to spread doom and gloom here, but this convergence of opinion represents notable agreement from some very different sources. These

A leading voice in AMOA has privately predicted that five years from now, 85% of today's operators could be "gone" due to escalating pressure from hi-tech inside and outside the industry. With computers, more and more machines can be efficiently operated by fewer and fewer companies. Major street operators are consolidating more and more routes under their control. And, big chains of arcades (and deep-pockets competition from the information superhighway crowd) will pose ever-greater competition.

I think the source was being a bit dramatic. By "gone," I don't believe he actually meant "out of business." I

sources do not have an axe to grind; they are simply calling 'em as they see 'em. That's the scary part. Sitting in totally different seats, they all see the exact same thing happening.

Of course, the world looks very different if you're the small operator who actually calls on your taverns, knows the owners, knows the clientele, and understands what they want. The small, local operator has an edge in terms of personal service that can never be duplicated. But we mustn't get complacent about this. America is in the midst of a price-crazy mentality. People buy their gas at the lowest-priced pump. They buy their consumer goods at discount stores which offer little or no service. They buy airline tickets and phone service from the cheapest carriers. They buy computers \$200 cheaper from a no-service supplier, rather than spend a little extra to get really good service backup.

The same price-fixated mentality rules the coin-op scene. Small operators who pride themselves on friendly, personal service to locations will (often) abandon their friendly, service-oriented, local distributor in a flash, to give their business to anybody who offers the tiniest price break on a new machine. Do these operators really think their locations will be any more loyal, when pizza-sized satellite dishes and global cellular phone technology is dangled in front of them? Do they really think their locations will forgo expanded services, cheaper commissions and higher earnings, just because the provider is a big, remote company?

Today's operators should be asking themselves: how can we get in step with hi-tech? How will we compete with the low prices and expanded services which will be offered to our locations day after tomorrow, by national hi-tech communications firms? The future of many coin-op businesses could depend on the answers.

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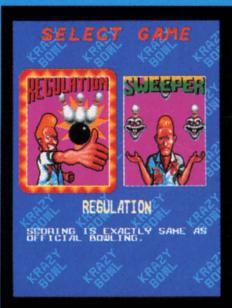
1-4 Players with over 29 animated scenes makes this bowling game competitive, fun, lots of laughs and totally K-R-A-Z-Y!!!

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KRAZY BOWL is a vertical conversion kit, both in Joystick and Trackball versions making it easy to convert any cabinet. Two games included - Regulation Bowling and "Sweeper" with 10 different pin configurations for each frame!



Realistic sounds, quick pin action and secrets throughout the game keep the player coming back for more!



It's the KOOLEST Bowling Game ever! **So ... Shut Up and Bowl!**

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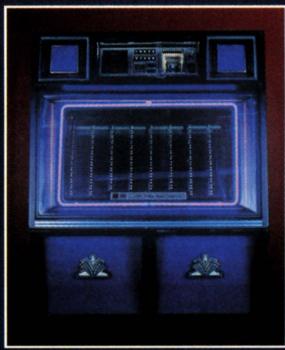
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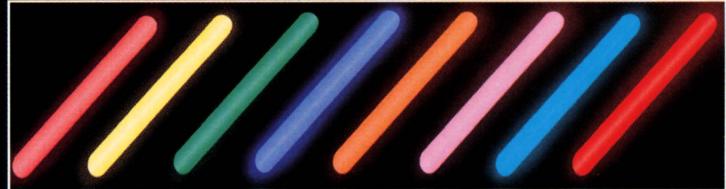
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CLOSE CALL IN SOUTH DAKOTA

State Supreme Court rules VLTs unconstitutional; emergency vote puts issue on ballot this fall

Video lottery — the industry that undergoes more hair-raising adventures and escapes than Indiana Jones — apparently scraped through another life-or-death challenge in South Dakota last month. The reluctant “bad guys” were the State Supreme Court, which ruled 4 to 1 on June 22 that VLTs are unconstitutional.

Gov. Walter Miller lead the “good guys” to the rescue. He called a special session of the state legislature to respond to the crisis on July 11 and 12. Miller’s allies included some 81 pro-gaming legislators in the House and Senate. This voting block handily beat 21 “nay” votes, to put a pro-VLT constitutional amendment before the public in a referendum this fall.

That vote will take place Nov. 8 and South Dakota



operators say their polls show around 60% of the public favors keeping VLTs in place. At stake is the future of nearly 8,000 video lottery terminals, which earn about \$165 million a year. Of that, some \$59.7 million goes to the state, making gambling the government’s second-largest revenue source, after sales and use tax. Some 1,423 locations have VLTs, and about 70 licensed VLT opera-

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tors employ some 3,000 workers — whose jobs are also at stake. Operators will spend around a million dollars campaigning to make sure the vote goes their way, sources said.

But just like in an Indiana Jones adventure movie, VLTs are never safe for long. Between now and the Nov. 8 ballot, South Dakota's VLTs could still be shut down...because for now, they're still unconstitutional. Usually, a Supreme Court ruling must be enforced within 20 to 30 days, which could have meant zapping this \$165 million industry sometime in mid- or late July. But in this instance, the Court did not specify a date for its ruling to take effect. Meantime, state's attorney general Mark Barnett has asked for a stay of the Supreme Court's order. If granted, the stay would allow VLTs to keep running until the Nov. 8 referendum takes place.

Officials at the AG's office said the ruling on this could come down from the Supreme Court any day. However, South Dakota Lottery spokesman Chris Tollefson called the AG's request for a stay "a long shot." Barnett himself admitted "It's quite possible they [the judges] will not agree." At this writing (July 13), the outcome was still pending. If the Court rules on the stay request in time for publication, results will appear on our "Hot Off the Press" page.

It's unclear how South Dakota will make up the loss of tax revenues if VLTs disappear. Gov. Miller asked the legislature to enact a 1-cent sales tax to make up a possible budget shortfall. The proposed tax was voted down and the legislature (and various candidates for governor) are engaged in a heated debate about taxes and spending.

BACKGROUND OF THE CASE

South Dakota's state constitution originally said games of chance, lotteries, etc. are illegal, period. In 1986, the state's citizens voted to change the document to allow a state-controlled lottery. In 1989, the legislature cited this amendment when it approved a video poker system, which was called a "lottery," to be run under the auspices of the state's South Dakota Lottery office. Operations began in October of that

year and the state's operators became the envy and role model of their brothers across the USA.

But — as many observers pointed out at the time — on-line video poker, keno and blackjack machines do not actually fit the dictionary, legal or common-sense definitions of the term "lottery." Basically, what happened here is that VLT supporters' verbal cleverness backfired on them when somebody made that exact argument in court...and the Supreme Court agreed.

The suit was filed against the state of South Dakota on Nov. 30, 1992. Behind it were two former state legislators and one current lawmaker.

"To me it was plain as the nose on your face," one plaintiff told local newspapers. "Video poker machines are not a lottery and that was clear from the very first...It's amazing to me what kind of con job can be done on government and people." The other plaintiffs called VLTs "shameful" and economically non-productive — a "dead end."

This case is hardly the first time VLTs have been challenged in their five years of operation. In 1993, operators fought a ballot initiative that, if passed, would have buried the whole system. At first, much of the public seemed ready to shelve VLTs. But the operators' campaign employed sophisticated modern polling techniques and slick TV ads to change public opinion. The industry won, at a cost of \$1.2 million.

THE COURT'S RULING

This time around, the state's Supreme Court justices were painfully aware of the horrible economic impact their decision would have. They squirmed. They researched. They looked for angles. But in the end, most of the judges came down on the side of integrity of law and language. "We hold that video lottery is not constitutional under Article III, section 25 of the South Dakota Constitution," Judge Rodney Steele wrote for the majority.

In explaining how the judges reached their decision, Judge Steele went back to the legislative history of the 1986 pro-lottery amendment and other state gaming laws. The opinion portion of the June 22 ruling states: "There is not evidence from any

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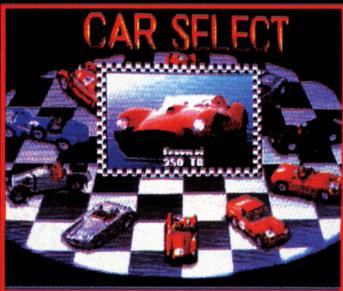
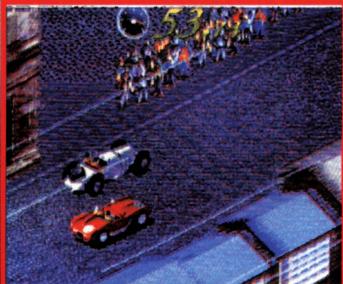
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source in the record that any form of video gaming was envisioned...We are firmly convinced beyond any reasonable doubt that video lottery is not a 'lottery' as contemplated under our constitution, but is a 'game of chance' which is prohibited...Were we to

adopt the State's definition of lottery (any plan, scheme, or enterprise which contains the elements of prize, chance, and consideration), the legislature would be empowered to sanction just about any form of gambling heretofore so vigorously suppressed...Theoretically, slot machines would be constitutionally authorized, as would all other forms of gaming..."

Chief Justice Miller, who concurred in the ruling, called it "one of the most agonizing decisions I have made in my nearly 24 years on the bench." Recognizing the "devastating negative impact this

decision will have upon many citizens," Miller said he "reluctantly" joined in the majority opinion. But Miller pointedly asked: "Did they ever stop to think what the voters assumed when they approved a state lottery?" He added that it was too bad

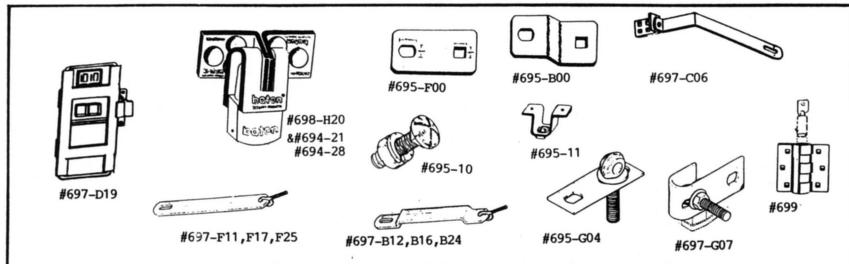
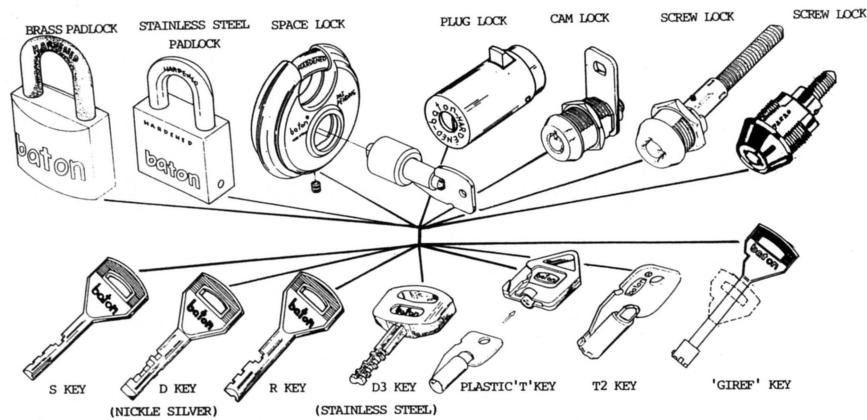
lawmakers had not consulted the Court when they drafted their 1989 VLT laws; all of this could have been avoided, he said.

WHAT HAPPENS NEXT

South Dakota will spend the next three months arguing about the VLT ballot measure. "The people should decide whether they want more taxes or if they want video lottery," local operator Dean Schroeder (Musivend) said. Dean serves as chairman of the legislative committee for the South Dakota state operator association. He's also chair of AMOA's legal gambling "watchdog committee." AMOA is not taking an active part in the South Dakota VLT affair, Dean said. However, AMOA is monitoring the events as they occur and is providing information to interested members around the country.

For its part, the Music & Vending Assn. of South Dakota (MVA) will once again retain Lee Brown's professional lobbying firm to mount a pro-VLT campaign. MVA will also use a very successful political polling com-

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pany (Public Opinion Strategies) to measure and track public opinion on the issue. MVA is expected to spend around \$1 million on the total effort to pass the VLT ballot measure on Nov. 8.

"Polling shows we should be able to win by 60% and we only need 50%," Dean Schroeder told *RePlay*. "I think we're in as good a shape as we could hope for." Much of the pro-VLT material from the previous referendum campaign can be recycled, Dean added. "We had a lot of film in

the can," he explained.

Is it worth all the hassle? "Yes, it's worth it or we wouldn't be doing it. Without gaming, it's real tough to show a positive bottom line in the amusement business. Even with all our political campaign expenses, we still make a very good return."

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problems that were dodged in the 1989 enabling legislation. The proposed measure would amend the state constitution to permit "video games of chance." The measure says VLTs could be "owned and operated by the State of South Dakota, either separately by the state or jointly with one or more states or persons." The measure states that profits could be divided by the legislature as it sees fit.

If passed, this language would get around two big problems with the 1986 amendment. That amendment said any lottery must be "regulated, controlled owned, and operated" by the state, and that the state must receive "the entire net proceeds of the lottery."

What about fears that the pending ballot measure could open the floodgates to just about any and all forms of gambling, turning South Dakota into another Las Vegas? The proposed measure also says, in effect, that the legislature cannot expand the types of allowable gambling beyond what's already in place.

So until next time, stay tuned for next thrill-packed episode of "South Dakota Jones and the Temple of VLT."



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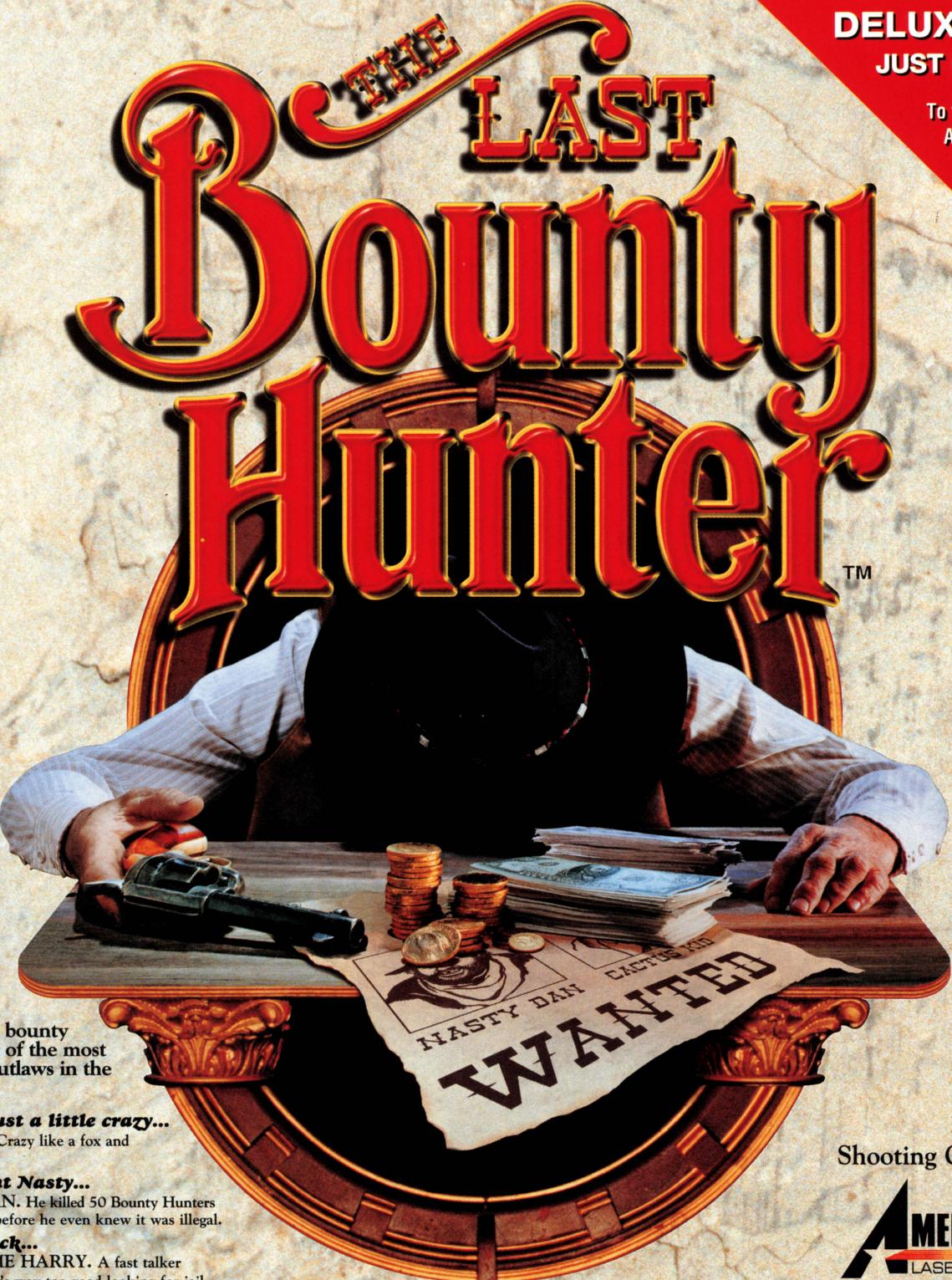
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— in memorium —

Hideyuki Nakajima, president of Atari Games, died in a Tokyo hospital the night of July 11, 1994 after a long battle with cancer. This singular gentleman combined the best of both oriental and western cultures and was a friend to many influential industry people throughout the world. Despite his high profile as chief of Atari, he actually enjoyed being called by his nickname "Hide" when most Japanese businessmen prefer being addressed by their last names.

Hide's long history with Atari began in 1973, only a year after the company's inception. As executive VP of their Atari Japan division (which distributed their products in the Orient at that time), he was one of the video maker's earliest employees. He took a three year "sabbatical" from Atari in 1982 to become president of Namco America, Inc. for his friend Masaya Nakamura. He relocated to California, and ran Namco America until the new "Atari Games" entity was restructured in 1985 and he came aboard as its president.

Under Hide's leadership, Atari Games was a vital force in the video game industry, starting with the hugely successful *Gauntlet* brought out the same year he took command. In 1987, he formed their Tengen subsidiary as a supplier of home video software. Three years later, another new division called Simulation Products was formed to exploit the 3D hardware system Atari had developed for their



ATARI'S NAKAJIMA PASSES ON

Hard Drivin' sitdown (this division makes custom driving simulators for law enforcement training and such).

In his nine years as president, Atari launched over 50 coin-op games and just as many Tengen consumer titles for various home systems. At the time of his death, he had remained president and a minority shareholder, though his medical problems made him relinquish his command duties to others at times.

Time Warner's senior VP Geoff Holmes, who's been more or less in charge of the company during the latter part of Hide's illness, said the late gamemaker had "stamped his personal characteristics of decency, integrity and kindness on his tenure as head of Atari Games. He had an innate sense of fairness and a deep concern for all his co-workers. He was a man of warmth and goodness who will be

deeply and sincerely missed."

Hide Nakajima was dedicated and caring, and quite competitive in the business world as well as on the golf course where he cemented many friendships with the industry's distributors. Speaking just about the best English of any Japanese national in the industry, it was very comfortable for American tradesters to be with him at a convention, in a showroom or out on the golf links.

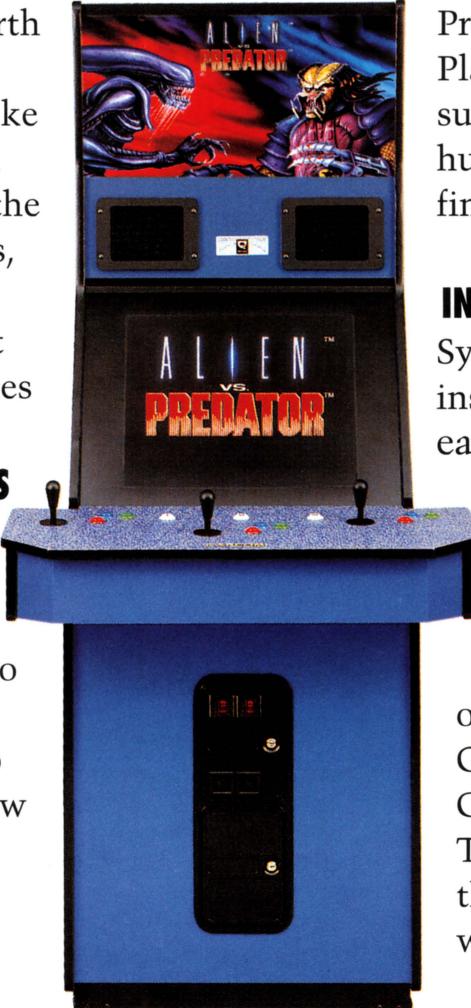
He is survived by a wife and two grown daughters who reside in Tokyo. Despite the hardship of living apart from each other during his work periods in California, they were a close and devoted family. Hide was, in the last analysis, that rare individual who will be mourned, and sincerely so, by friends and business colleagues on "both sides of the world". May he rest in God's peace.

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Cut that ribbon, guys! From left, AAMA show chairman Ron Carrara, AAMA Exec Director Bob Fay, the American Consulate's Bill Brekke, Hong Kong's amusement trade association chief Peter Lam, and AAMA Foreign Biz Dev. chairman Mark Struhs.

AAMA has scored another victory in its ongoing efforts to open new markets for factory and distributor members. The first annual Asian Amusement Expo took place in Hong Kong from June 8-9, drawing 700 operators and distributors from more than 23 countries. Mark Struhs, chairman of AAMA's foreign business development committee, rated the event a huge success.

"The goals and expectations of AAMA and exhibitors were met or exceeded," Mark said. He pointed out that the U.S. manufacturer-distributor organization has gotten into the habit of "providing a forum" to market products overseas, starting with 1989's first Latin American expo —

which has grown every year since — and continuing with the new Asian show. AAMA has also participated in shows sponsored by other groups in South America and China.

AAE opened on Wednesday, June 8 with a ribbon-cutting ceremony. Local government and trade officials were among the special guests (see photo). Attendees were high-caliber business execs. Most came from Hong Kong, but over 200 arrived from other Asia/Pacific nations. A smattering of visitors hailed from such as Australia, Bahrain, Belgium, Canada, Germany, Greece, India, Italy, the Netherlands and the UK. Show chairman Ron Carrara noted the "quality of attendance," stating

that the AAE opened a window of opportunity for some, while strengthening the market presence of some firms already experienced in the Asian market.

A 1995 edition of AAE has been scheduled for June 7-8, and early indications are next year's show will be three times as big, Mark Struhs said. "Demand for space already exceeded capacity this year!" he added. "We were fortunate to be able to accommodate nearly everyone." (They did so by adding space in the foyer outside the exhibit hall proper.)

For more information on AAE, contact the show managers in the USA at William T. Glasgow, Inc. The phone is 708/333-9292.

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So said the U.S. Supreme Court in a decision handed down on June 20. The ruling settled a lawsuit filed two years ago by a coalition of eight Indian tribes from California to North Carolina.

But while the Court ruling is the

official law of the land, enforcement in the real world is lagging or non-existent. Indian reservations from coast to coast are openly operating "non-approved" electronic gambling anyway, taking advantage of the legal fog while they wait for "compacts" to be settled with officials of various states. Problem is, many states and tribes are hopelessly deadlocked on what kind of gambling is okay on reservations. Each party (the state and the tribe) claims "sovereignty." Meanwhile, the U.S. Senate is dawdling over a possible legislative fix to these competing claims of authority.

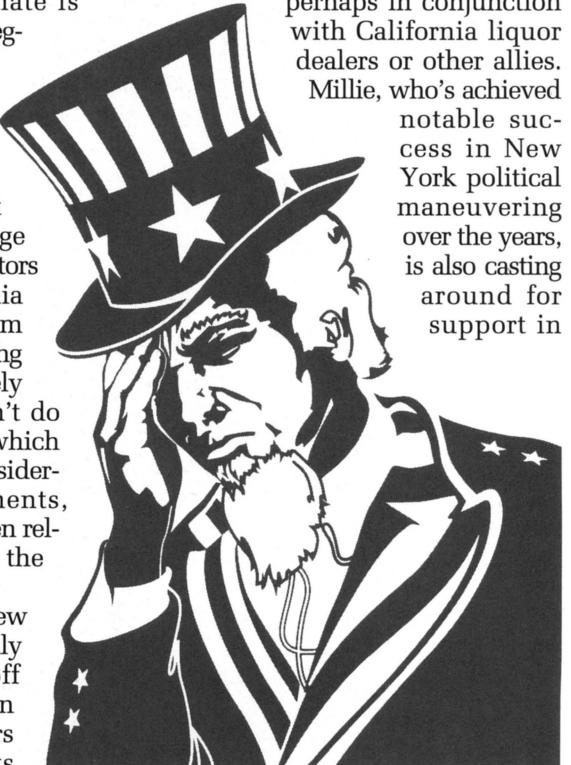
What does this mean for operators? Bad news: it's not just the poor schmoes in the Midwest who are being hurt by huge (legal) Indian casinos. Operators in New York and California are also feeling the heat from huge (illegal) Indian gambling operations. AMOA has largely taken a hands-off, "we can't do much about this" stance...which may be pretty realistic, considering that state governments, Donald Trump, etc. have been relatively powerless to solve the problem.

In fact, during the past few years, Uncle Sam has actually come to an armed standoff with pro-gaming Indians in Arizona. And state troopers have actually traded shots

with pro-gaming Indians in New York! Nobody wants another Custer's Last Stand (especially with a strongly pro-Indian president in the White House these days).

On the other hand, sometimes citizen protests can make a difference. Coin-op activist Millie McCarthy (Coin Machine Coalition, Hurleyville, N.Y.) says operators in New York are "researching the possibility of filing a class action suit against the government for damages" — perhaps in conjunction with California liquor dealers or other allies.

Millie, who's achieved notable success in New York political maneuvering over the years, is also casting around for support in



the California legislature or law enforcement. "So far there's nobody," she said. "You have this big rich powerful state, but even your government is fragmented. That's why it would probably take a coalition of business interests to file a lawsuit, to get any action."

Meanwhile, electronic gaming — legal or not — is flourishing on Indian lands. In the Empire State, the

Oneida tribe has illegal electronic pull-tabs at the Turning Stone casino in Verona, N.Y. (non-tribal land) and in a high-stakes bingo hall in Oneida, N.Y. (on reservation territory), according to the *Post-Standard*. Profits run to tens of millions per year. Said Millie McCarthy: "The Indians lost their case in the Supreme Court, yet no action is being taken to make the Oneidas remove the illegal machines.

Businesses near reservations are hurting for miles around."

California presents a similar picture. As of mid-June, the *L.A. Times* reported that 16 or more tribes from Eureka to San Diego have a combined total of around 2,300 illegal machines, including electronic slots. The units can earn \$100,000 *per machine* in annual profits, said the paper. In San Diego County — where a simple amusement crane was an "illegal gambling device" five or six years ago — tribes are running lavish TV ads, touting their Vegas-style casinos. Wagering at California's tribal casinos is expected to pass \$1 billion this year, the *Times* said. Meanwhile, the U.S. attorney general in San Diego has agreed to keep "hands off" until an appeals court decides whether the games are legal. (The appeals court could say that since the state runs keno, tribes can run any form of house bank game.)

"The Indians get to operate until all the appeals are settled!" Millie McCarthy exclaimed. "Then when they lose, they can't give it up. Why? Because they would lose millions of dollars. You don't say! Such an answer should be an insult to the legal establishment. But is it? No, that is only true if you or I break the law. When it comes to tribal gaming, the government is 'sympathetic' and 'willing to negotiate.'"

The result? Indian gaming continues to snowball, despite Supreme Court rulings...despite threats of jail time and \$250,000-a-day fines from U.S. National Indian Gaming Commissioner Tony Hope...despite lawsuits and protests from state attorney generals...despite complaints and pleas to Washington from governors of five different states.

On the other hand, some coin-op tradesters are finding ways to make money out of all this. A well-known California operator reportedly provides machines to several reservation gambling halls. An East Coast game manufacturer, originally famous for its countertops, is doing a bang-up business selling electronic gaming videos to California tribes. It seems to be a philosophy of "If you can't beat 'em, join 'em." As one coin-op observer has been saying for years: "Anybody know a good Indian tribe I can get myself adopted into?"

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*Memo From:
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To: All Game
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fellows: Remember,
Mr. Nakamura says
when you put in the hi-
tech, don't forget the fun.*

It seems Namco's creative guys have taken these instructions to heart...because their top-earning products always show hi-fun and hi-imagination, along with hi-tech. Take *Ridge Racers*, which was sitting atop *RePlay's* July deluxe games chart with a staggering 9.36 rating (out of a possible 10). After occupying the top spot on the chart for four consecutive months, many are calling it "the best driver of the year."

Well gang, the best just got better because it's now a head-to-head thriller called *Ridge Racer 2*. Up to eight players can compete head-to-head. Namco thinks that makes for more fun...and players agree.

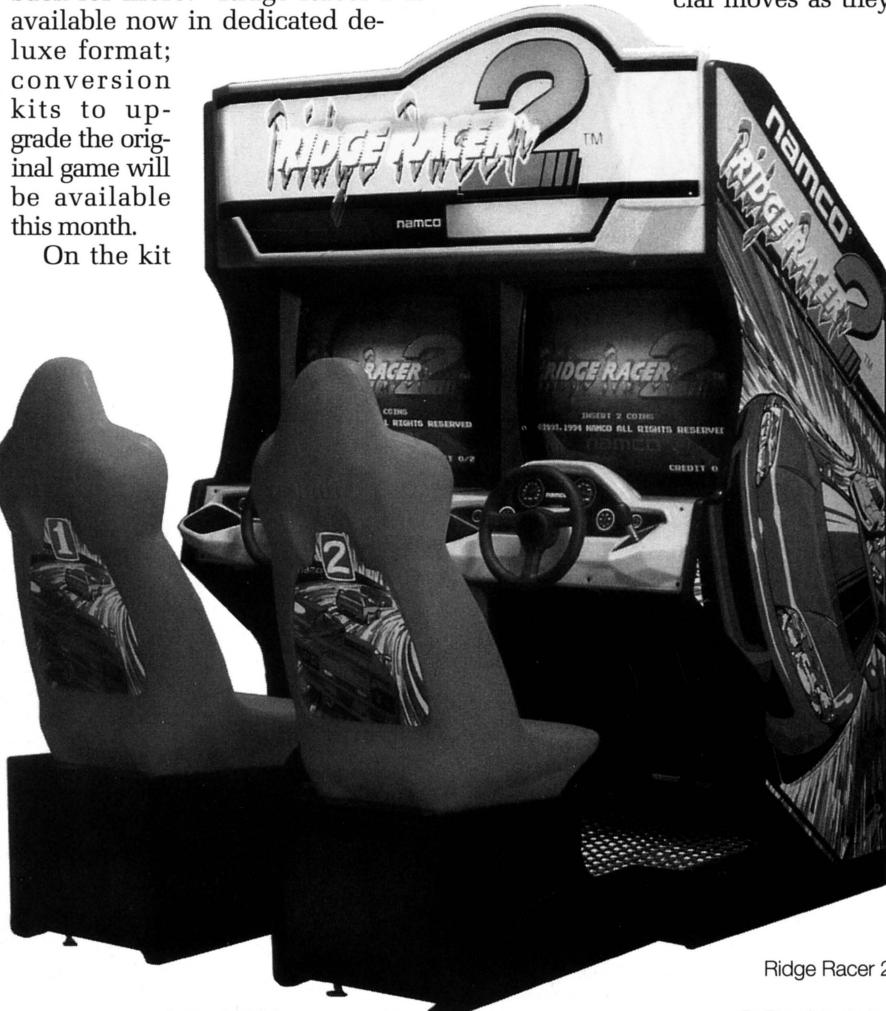
Several other new features have been added to increase player excitement (and operator profits). A nifty item called "Draft Effect" lets you settle in close behind another car, which blocks the wind resistance... giving you a chance to break out in front with auxiliary acceleration at just the right moment. Also, hot drivers can look in their rear-view mirror to judge the distance of cars behind them! It's useful defensive tool because the "leader of the pack" always threatens to sneak up on you from behind and zoom past the finish line, first. Six new tunes enhance the original six musical selections for an even dozen

road-revvin' melodies. The courses challenge the best of drivers with hairpin curves, steep mountainous cliffs, tight tunnels and high-speed straight-aways. Said Namco execs: "You may crash, but you won't die...the edge-of-the-seat action keeps players coming back for more!" *Ridge Racer 2* is available now in dedicated deluxe format; conversion kits to upgrade the original game will be available this month.

On the kit

side of the market, Namco is swinging a heavy bat with *Great Sluggers*. This one- or two-player horizontal conversion is the first game to let video fans compete with current baseball pros during the same season. That's right, the game features 1994's superstars, savvy veterans and hot rookies right there in the gameplay. Players can drop in a coin and flick the select button a few times, and the game will duplicate the same teams and line-ups happening in the real stadium that day...including player insert photos. Now that's realism!

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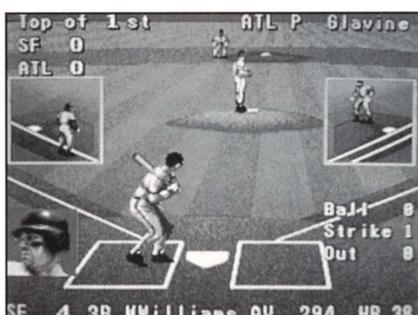
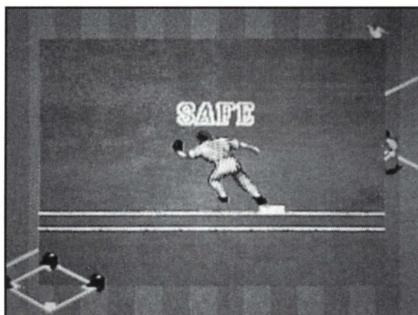
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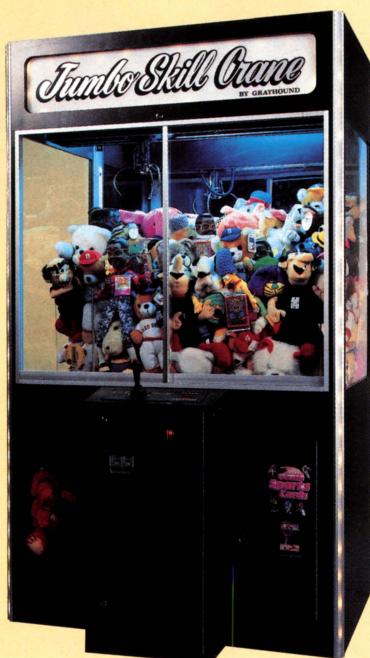
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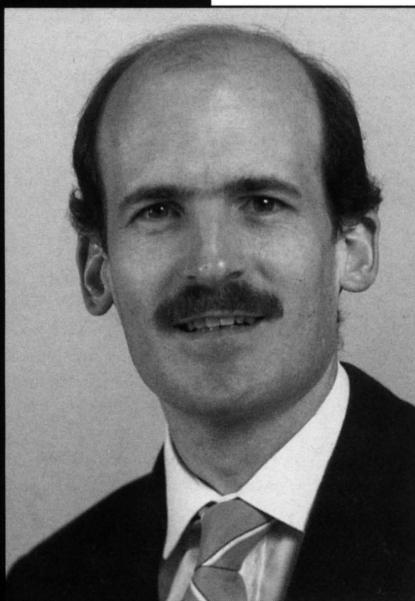
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O

ne of the industry's favorite parlor games of late has been to ask: "What is Capcom going to do with all that money?" After earning \$800 million in recent years — especially from *Street Fighter* home game sales — the Japanese vidgame factory has been sitting on a ton of cash.

The destination for all those funds is gradually becoming clear. First, Capcom became the majority investor in a Chicago factory called GameStar, headed

up. R&D work for coin-op products will be addressed "later" by the new division, said Capcom. The R&D group "has already begun planning software projects for the industry's next-generation, 32-bit systems including Sega's Saturn, the Sony PlayStation, as well as CD-ROM titles for personal computers," said the firm. "Primarily serving the North American market, the newly-formed division...signifies the company's much-anticipated diversification into new

CAPCOM beefs up R & D

new U.S.-based division to target consumer video first, coin-op later

by trade vet Rene Lopez. GameStar introduced its first redemption product at ACME '94. Next, Capcom bought some more arcade operations. Earlier this summer, Capcom hired respected industry leader Frank Ballouz to head up its U.S. coin-op division. And now, in its latest investment, the Japanese-based company announced June 23 that it has established a major R&D division of Capcom USA, based at their Sunnyvale, Calif. corporate headquarters.

Capcom already has an 800-man R&D branch in Japan. This U.S. division gives them a base from which to compete on the growing number of home game platforms that are now popping

product segments."

Seventeen-year trade veteran Steve Hanawa will lead Capcom USA's R&D division, bringing notable expertise in product development, as well as executive management experience, to the post. His resume includes previous stints at Atari and Ascii Corp. Director of the R&D division will be 15-year trade vet Richard Moore, a former game developer for Atari and Atari Games.

"Our goal will be to attract top programmers from around the globe to create a team of approximately 40 by year's end," said Hanawa. "We anticipate the launch of our first projects in fourth quarter 1995."

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Alien vs. Predator and *Darkstalkers*



operator's choice. And both display a considerable level of conceptual creativity, thematic flair and player-pleasing execution.

Shipping now, *Alien vs. Predator* is the result of the company's continuing team-up with entertainment giant 20th Century Fox. The partnership has already produced hits like *Mega Man* for the home video market; now they're addressing the coin-op side. This game links monsters from two of the studio's most popular sci-fi film series in a single high-intensity action game.

For one to three players, *Alien vs. Predator* uses sideways scrolling to keep the action coming. Two human-like "cyborg" heroes join forces with two Predators to battle the slimy, ratchet-teethed Aliens who are trying to take over the entire planet. (No, they wouldn't settle for just Pittsburgh.) Seven levels of combat, swarms of baddies, and a huge arsenal of weapons add to the excitement. Heros use shoulder lasers, razor disks, battle spears, wrist razors,

For a while, the rap on Capcom (probably from jealous competitors) was that it was "one-game company. All they have is endless variations on *Street Fighter*." Unfair...and totally untrue! Even as Capcom's *Dungeons & Dragons* was

sitting pretty at Number One on the *RePlay* software chart in July, the Santa Clara, Calif. firm was trumpeting two hot new vidgames that are sure to burn up the arcades and street stops alike this summer. Both are available in dedicated or kit formats,

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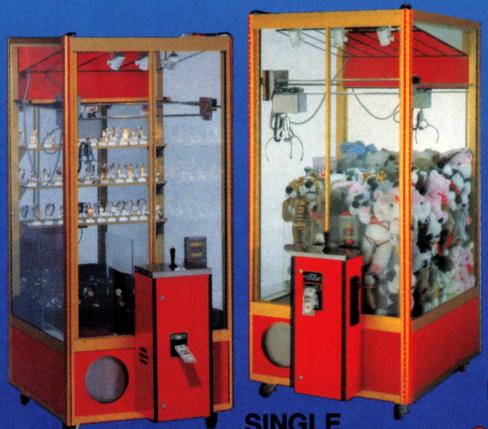
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flame units, grenades, pulse rifles, etc. to defeat the foe. As in Capcom's *Final Fight* games, characters can also use special combat moves like "drag-on punches" and rapid blows.

Darkstalkers: the Night Warriors is expected to launch at the end of August. It's a sort of campy "horror-movie" twist on Capcom's classic

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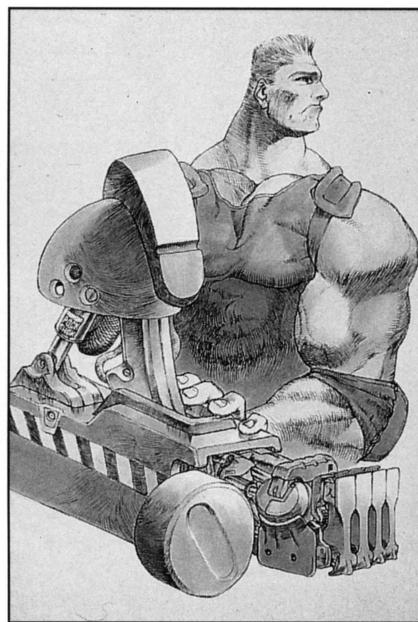
Since 1970 © Bob's Space Racers, 1994



theme of the two-player, head-to-head, martial arts tournament. Monsters from around the world gather for a "best two of three" contest (winner stays, loser pays). As you might imagine, the cast is unique and each character boasts unique moves and strengths.

There's a Russian vampire armed with a "chaos flare." There's an English werewolf who uses a "beast rush move." Likewise, the other fighters are hip updates of a mummy, a zombie, a Frankenstein's monster, a ghostly samurai, a cat woman, a devilish demon, a gill man, a sorceress, etc., each wielding his or her own specific weapons and moves.

The game features a six-button control panel and combines fully chal-



lenging game action with intense, state-of-the-art graphics and sound. A "health bar" at the bottom of the screen shows players how well they're doing from second to second. Players love the constant feedback, Capcom said.

"With 60% of Capcom's phenomenal R&D focused on the coin-operated market, we're proud to announce the arrival of this hot arcade title," company spokesmen said. "We believe *Darkstalkers* will affirm our leading position in the head-to-head, combat-style genre along with *Street Fighter*."

For more information, contact your authorized distributor, or call the company for referral at 408/774-0500.

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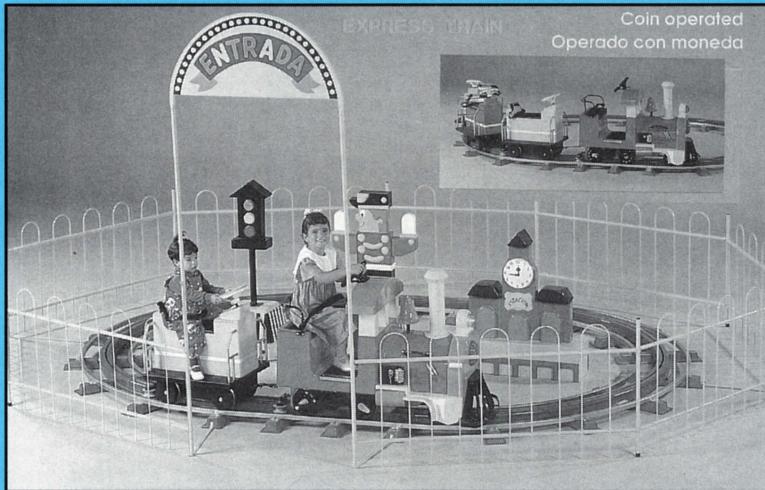
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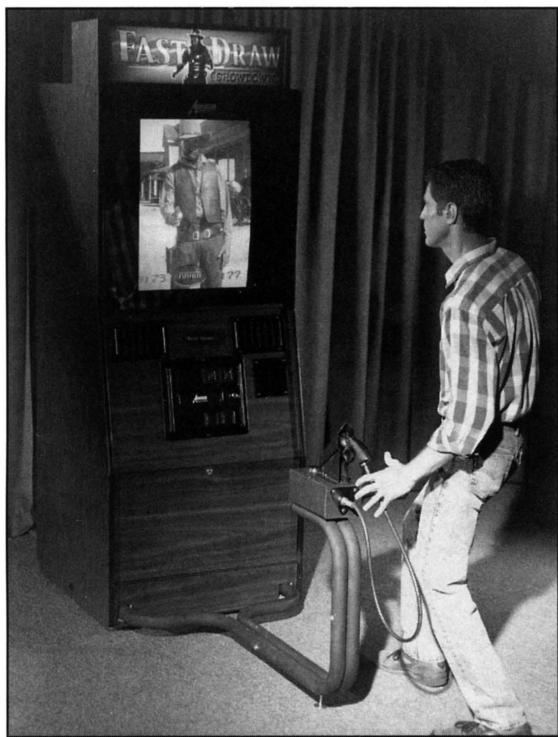
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■ Get ready to slap leather! *Fast Draw Showdown* from American Laser Games challenges players to a face-off with the best in the West



American Laser Games, those innovative gamesmiths from Albuquerque, N.M., have taken the classic quick draw shooting game and updated it with their own renowned live-action video technology. A dedicated one-player, *Fast Draw Showdown* features 60 filmed fast-draw gunfighters, several of whom are world champions, who challenge players to host of showdown scenarios on three levels of difficulty.

"In the world of fast draw, only two things count — speed and accuracy," said Stan Jarocki, ALG vice president of marketing and sales. "Fast Draw Showdown gives anyone the opportunity to live out the fantasy of being a Wild West gunfighter against the fastest draws known today. It's like virtual reality, 1880."

In *Fast Draw Showdown*, the player attempts to get the quickest possible time out of the number of draws allowed. During each face-off there is a countdown to the moment each side is allowed to draw and shoot. If a

player pulls the gun before getting the green light to draw, the exchange is ruled a foul and the player gets no score. When the opponent appears, the time to beat in that particular showdown is displayed on the screen.

The game was designed to use a vertically-oriented image in order to provide an extra measure of realism. Each scene was filmed using a cinematic technique that results in a vertical format rather than the traditional horizontal one used in films and television. This makes the gunfighters appear on the screen at full height without having to include extraneous scenery, heightening the tension as you stand toe-to-toe with each

deadly opponent.

Another innovative feature at your fingertips is the fixed hip-level holster that accommodates left- or right-handed gunfighters. The holster has sensors that detect the exact moment the gun is drawn in order to begin the timer. As soon as an accurate shot is registered, the on-screen timer displays the total time elapsed down to one-hundredths of a second. The specially modified game gun simulates the weight and feel of an Old West six-shooter.

The gun and holster are attached to an upright metal post situated in front of the game cabinet. Players must return the gun to the holster after each quick draw scenario; if the gun is not replaced in the holster after several warnings, the machine registers a foul and the player loses one opportunity to draw.

There are three levels of difficulty in *Fast Draw Showdown*: "Deputy" level has the slowest gunfighters and many comical scenes; "Sheriff" level is intermediate, with a higher level of

challenge; and "Marshall" level features showdown scenarios with several world champion fast-draw artists, both men and women. Scenarios vary from one-on-one exchanges to groups, where the player reacts to one of the challengers.

Wes Flowers, the world's record holder for fast draw, was consulted for the filming of the game to assure accuracy and realism for each scenario. Flowers, who also appeared in ALG's "The Last Bounty Hunter," provides the ultimate fast draw challenge for the top skill level. His time to beat is about one-quarter of a second.

Charlene McMahon, the world champion for women's traditional quick draw (and Wes Flower's sister), is another featured record holder in *Fast Draw Showdown*. No average gunwoman, McMahon can draw, cock and fire her six-gun in one-third of a second.

Both Stan Jarocki and Jim Jarocki, ALG director of sales, make their video game debuts as gunfighters in *Fast Draw Showdown*. Stan appears as a preacher armed with more than the Good Book and Jim is a one-armed Confederate renegade with a surprise up his sleeve.

Fast Draw Showdown features a 33-inch screen and is operator adjustable for price, game difficulty and number of draws per play. The unit has options for coin, token and bill acceptors, as well as a redemption ticket dispenser. It should be in arcades by mid-summer.

In addition, the company will offer unique ALG gunfighter trading cards as a redemption offer. These full-color cards feature the good, the bad and "the ugly" characters from ALG's live-action video titles, including *Mad Dog McCree*, *Who Shot Johnny Rock?*, *Space Pirates*, *Mad Dog II*, *Crime Patrol* and *Drug Wars*.

For more information on *Fast Draw Showdown* and ALG's entire line-up of unique interactive entertainment, contact an authorized distributor.

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SEGA

HAS TWINS

In the beginning was the deluxe version, and it was good — incredibly good, with real-time, "texture-mapped" computer graphics and ultra-realistic gameplay. And Sega said, "Let us call it *Daytona USA*." But now the twin version is out featuring the same knockout gorgeous graphics...the same 200 mph race of colorful hi-tech road machines on the oval track (beginner), Grand

Daytona USA is now available in twin sitdown format

Canyon course (intermediate) or seaside course (advanced).



A "time trial" option allows one player to race the clock on any of the courses, but the real fun comes when you link four units, allowing up to eight

people to play interactively. A high-quality 26" monitor at every playstation shows every move the driver makes in big, beautiful colors. A "VR button" allows players to shift around, choosing from four different perspectives on the action. New mechanisms provide realistic sensations of drifting, actual steering weight, and kickback. Visual realism is the outstanding feature, though. From the smoothly fluttering flags to the accurately reproduced Daytona style race cars, this game is the closest thing to driving the big race yourself. Graphics are motion-picture quality. Even crashes have a spectacular new level of realism as parts of your smashed car fly in all directions, with the momentum and spin of your original trajectory figured in! And don't think you're stuck going one way on a two-dimensional track, either. It's a true 3D computer environment. You can even engage the "opposite direction" feature, turn 180 degrees, and drive the wrong way on the track while you watch the other cars scream past you at ultra-high speed! (A game of chicken, anyone?)

Fast, fun, and a winner...right in keeping with the other horses in the Sega stable. For more information, contact your authorized distributor; or for referral contact the factory at 415/802-3100.

DRIVING' DEMONS

can small-town locations profit from hi-tech simulators?
"Yes!" says Coin Machines, Inc. — here's how they did it

Great discoveries," a leading scientist once said, "come from making small but creative connections." Add midwestern operator Brian Hubbard to the list of great discoverers in the coin-op field. Brian is president of Coin Machines Inc. (CMI), located in little old Menomonie, Wisc. At this year's ACME show, he made a creative connection: why not use Sega's hot new *Daytona USA* as the centerpiece for a traveling tavern promotion, along the lines of the "Sumo Night" wrestling promo that a local Miller Beer distributor was doing back home?

The proof of the idea is in the cash box. "Collections are between \$125 and \$150 per day, which is fantastic," reported regional distributor Joel Kleiman (Pioneer Sales & Service). "This is a super innovation for coin-op in small towns."

How did CMI do it? Once Brian returned to his office, he checked with the local Miller guys (Lehmann & Larson Distributing) and with Kleiman. Both parties were quite enthusiastic. They decided to work together on a nifty cooperative scheme to create rotating tournaments on *Daytona USA* with paid entry fees and cash prizes, just like a dart league.

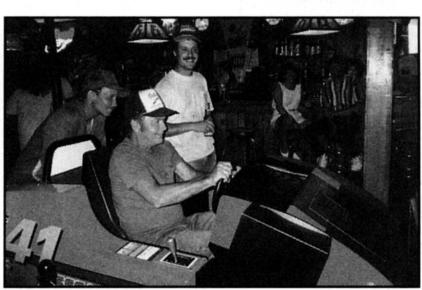
"We all agreed the best way to

keep the interest up was to move the game often," Brian reported. And is their strategy working? You bet! "Currently," Brian beamed, "the

Daytona USA is booked solid through November at a long list of Miller-serviced tavern locations!"

Here's how it works. L&L salesmen book their tavern locations in advance; CMI rotates and services the





game. Idea is to move the game twice a week, every Monday and Thursday morning. That gives customers two days to practice before "Miller Night" (Wednesdays and Saturdays, 8PM to Midnight).

"Miller Night" is the cash contest. Beer is discounted, and players pay a

\$1 entry fee to get in the contest line-up. CMI and L&L staff play "pit crew" — they dress in Miller apparel, give gameplay tips, supervise races

Left to right: Dave Hubbard, Norm Hubbard, Kathy Deutsch, Bryan Hubbard, Deb Grutt.

and keep track of the field. The pit crew uses a wipe-off board to sign up drivers, and to post the "top 10" best laps and total lap times. "The drivers like this because they know at a glance the time to beat," Brian said.

When a player's turn comes up, he pays another dollar — this time into the machine. The race is on, with each player vying for the best driving time on a single lap and/or best total lap times. "We run on the beginner track and you must complete all eight laps for your total lap time to qualify," Brian explained. "You do not have to finish all eight laps to qualify for best single lap. You can sign up as many times as you wish, but due to the response we have at these events, we've set a policy that you cannot drive twice in a row. There must be at least one or two other drivers between your races."

Besides the cash purse, players can win Miller apparel. Prizes are awarded for first place (best single lap time) and first through third places (total laps time). Many locations also donate their own prizes, Brian added, such as six-packs and 12-packs of Miller Beer, plus apparel with the tavern's own logo. This allows the operators to expand the number of finishers who win some kind of prize (prizes are awarded up to eighth place in some sites). Some locations also run additional non-Miller races on all three courses, after the regular "Miller Night" events are finished.

Brian says locations and tavern patrons both are going crazy over this. He's received an "overwhelming" number of telephone calls asking "Where is the car?" and "Where does the car go next?" and "How can I get the car into my tavern for a Miller Night?" To keep track of the events, CMI now distributes a flyer with schedule for locations to post in case players want to follow *Daytona USA* from bar to bar...and apparently quite a few of them do. Taverns place ads in local papers promoting their own "Miller Nights," too.

In all, it's a smashing example of how a creative approach and some hustle can adapt those "big-ticket, big-arcade" machines to the classic mom & pop taverns of Anytown, USA. Congratulations to CMI for this great idea, and to L&L and Pioneer for the fine execution (not to mention Sega for making this terrific game in the first place).

A Look At the Numbers

Cost of Sega deluxe game: about \$23,000

Number of machines purchased: 1

Number of taverns serviced by that 1 machine: over three dozen locations in five counties

Number of entries on tournament night: 50-100

Price per play: \$1

Average game time: 2.5 minutes

Tournament entry fee, per game: \$1

Total purse (100% payback): average \$100

Average nightly income to operator and tavern: \$130

Commission split: 80% to operator

Number of months for machine to pay for itself: 5-6 months

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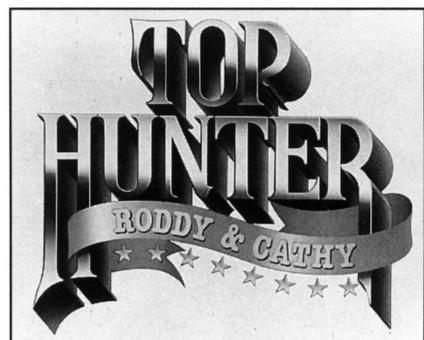
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THE HUNT IS ON

■ *the release of Top Hunter, a space-adventure game, brings more excitement and diversity to SNK's growing library of Neo-Geo titles.*



The game takes place in the distant future, where space colonies are under attack from the notorious Klaptons, roving bands of pirates set on pillaging the peaceful settlements. One or two players assume the role of either Roddy or Cathy, a pair of plucky young bounty hunters equipped with extending arms, power-ups and other attack features. This fearless duo can confront the enemy on four different stages: the Forest Planet, Ice Planet, Wind Planet and Fire Planet.

Ridding the universe of the pirate scourge is no easy task, even for these well-equipped warriors, but there are plenty of moves available, including "Fireballs" and "Dragon Punches." Players also need to search each planet carefully for concealed traps and icons, as well as master the hidden moves needed for the upper hand in battle. *Top Hunter's* many gameplay variations, along with the 110 megabite system's great graphics and sound, give it the potential to appeal to a broad range of players.

For parents and operators concerned about vidgame content, the fantasy-adventure theme offers kids a healthy alternative to some of the bloodier video staples. *Top Hunter* emphasizes cooperation and resourcefulness, while the comic action makes a break from the gratuitously violent nature of traditional fighting games. Yet players of all ages will

The well-respected family of titles for SNK's Neo-Geo game system just keeps on getting bigger and more diverse. Their newest software release, *Top Hunter*, pits a pair of bounty hunters against hoards of space pirates in an intergalactic

adventure packed with surprise encounters and special moves. While this horizontal kit eschews the excessive violence of many fighting games, *Top Hunter* still delivers the thrills and challenges that today's players demand.

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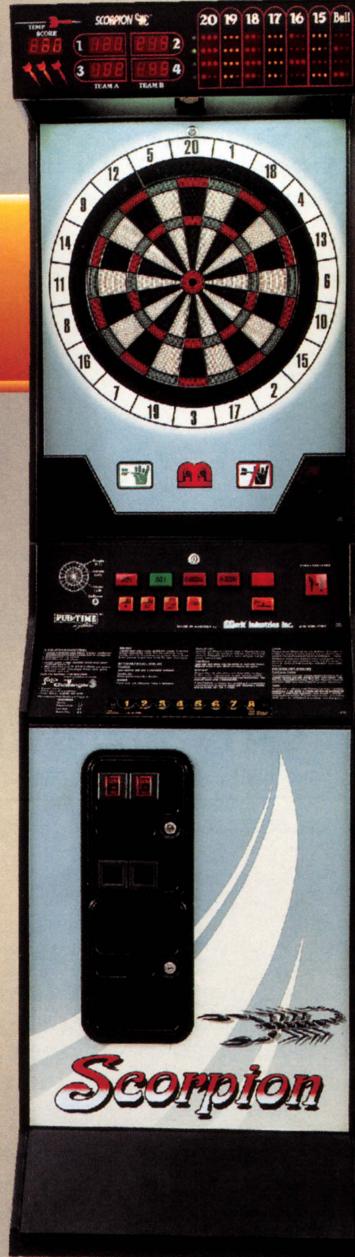
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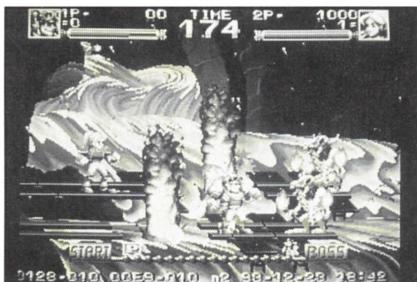


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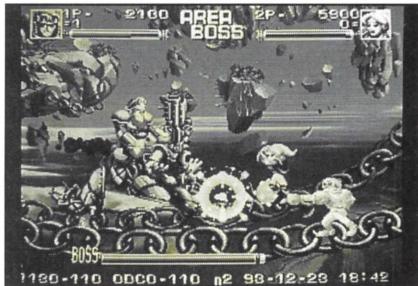
Roddy and Cathy confront the wily space pirates on the Forest Planet.



Suspended above the lava flow, the bounty hunters stalk their quarry on the Fire Planet.

find it fast, fun and continuously challenging.

SNK has had a huge hit on its



The Ice Planet has its own unique obstacles and traps to avoid.

hands since the introduction of the Neo-Geo cartridge-based game system, but a large part of its success is due to the company's ongoing commitment to the availability of original and entertaining titles. Operators hunting for an exciting new game that doesn't rely on excessive gore for thrills will certainly welcome the firm's newest arrival, which happens to be available now.

To get more information on *Top Hunter* and the Neo-Geo system, contact your authorized distributor, or for referral, call SNK Corp. of America at 310/371-7100.

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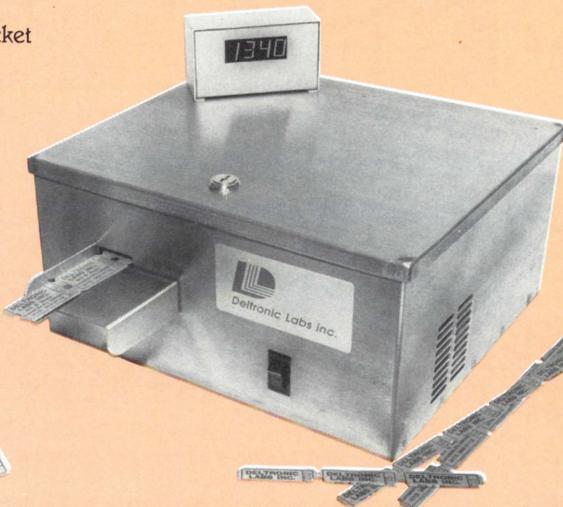
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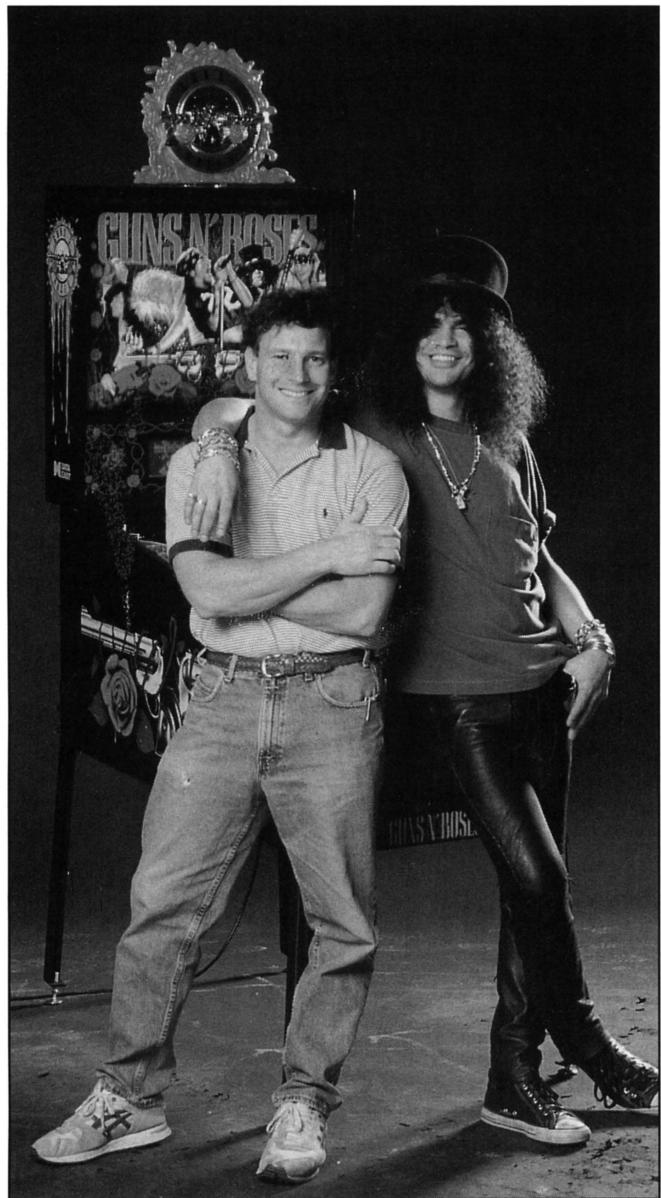
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SUDDEN IMPACT

one of the decade's hottest bands takes the pinball stage in the screamin' new summer release from Data East, *Guns N' Roses*. It's here now.



Data East's Joe Kaminkow and lead guitarist Slash of *Guns N' Roses*.

Since their rise out of the L.A. heavy metal club scene in 1987, *Guns N' Roses* has remained one of the country's top hard rock acts. Their first full-length album, "Appetite for Destruction" reached Number One on the charts and stayed there for five weeks. Subsequently the band went on to release a string of Top Ten singles, collect a number of major awards and accolades, and pro-

involved in just about every aspect of the *GNR* pinball design, from playfield layout, to the brochure and promotional poster and, of course, to the game's custom music and speech."

Slash's specific contributions to the machine include the "G" and "R" ramps above the playfield, the unique pistol ball-shooter and rose plunger, and many of the game's rules.

Guns N' Roses pinball features

duce more chart-topping albums. Their "Use Your Illusion" tour became the longest in rock history, with 192 concerts in 28 countries over 28 months for more than seven million fans.

With such a huge following, it's no surprise that Melrose, Ill.-based Data East chose *Guns N' Roses* when they set out to create a high-energy mix of rock & roll and pinball. But things really heated up when they discovered that GNR's lead guitarist, Slash, was a pinball fanatic (Slash has 14 pinball machines at home).

"Slash contributed in an enormous way to the development of *Guns N' Roses* pinball," explained Data East's vice president of design & engineering, Joe Kaminkow. "He was extremely

nine of the band's greatest hits, including "Sweet Child of Mine," "Paradise City" and "Welcome to the Jungle," as well as the worldwide debut of "Ain't Going Down", which comes on during the Extra-Ball play. All the band members also contributed to the game's speech; when you insert the coins, that really is Axel Rose singing "Welcome to the Jungle Baby." Swirling throughout the soundtrack are some hot guitar riffs laid down by Slash and rhythm guitarist Gilby Clarke. This is one machine that deserves to be cranked up loud.

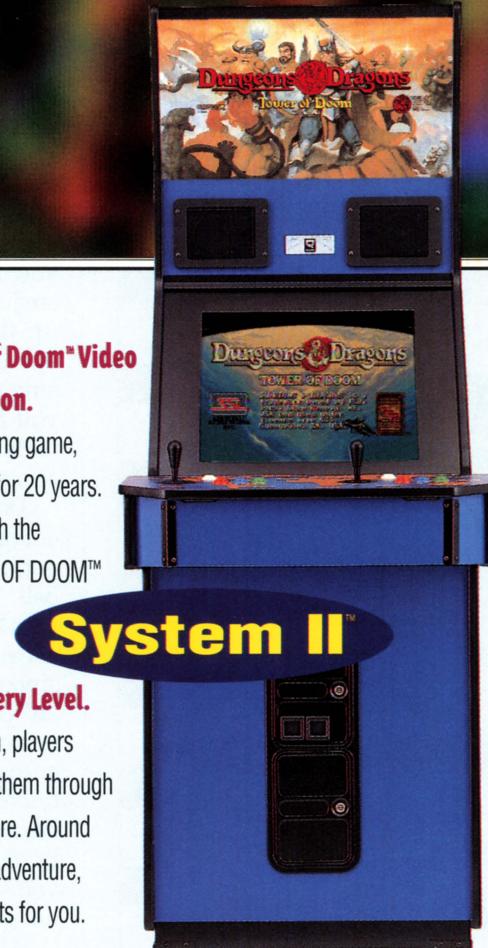
Adding to the awesome soundtrack is an equally energized playfield. Players shoot at Slash's guitar to collect nine different featured rewards, from Extra Ball to Super Snake Pit Countdown. Whoever shoots all of them must undergo the frenzied 6-Ball Riot Play, where all switches award platinum points. Shooting onto the "G" and "R" ramps spells out "Guns N' Roses" to begin a 50 million point hurry-up countdown. Using the rose handle to plunge the ball into the Snake Pit can multiply points by one, two or three times.

Another objective of the game is to get all the members of GNR on stage via the right vertical up-kicker. When the entire band is together, the player gets taken on a multi-ball tour of "Paradise City." Under-the-playfield magnets add a little twist to gameplay and keeps those flipper fingers on edge.

Three flippers, dual ball shooters, double drop target banks, left kick back and triple ramps all add up to an exciting time for players of all ages and skill levels, but Data East also added some new design features to make life a little easier for operators.

Previously, service personnel needed to be temporarily left-handed to work in the back box of a pinball machine. With *Guns N' Roses*, Data East moved the hinge from the left to the right side, giving right-handers

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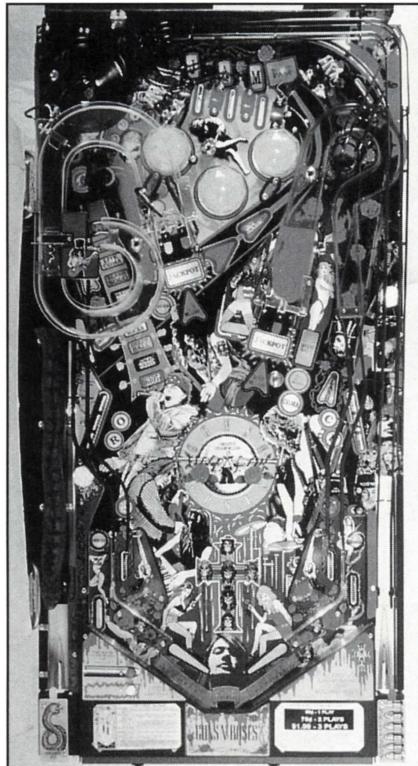
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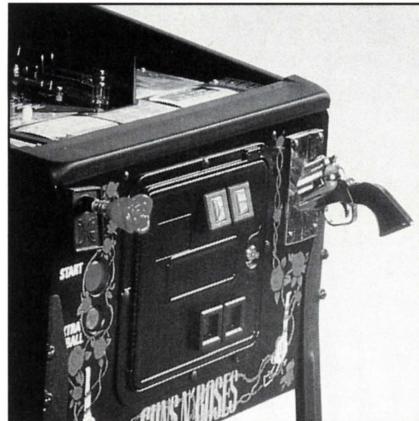
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easier access. For left-handed technicians, designers simply made the



back door a snap to remove: Simply disconnect the two in-line wiring



connectors and door easily pops up and out.

To make *Guns N' Roses* easier to set up on location, the company moved the leg bolt holes on the cabinet to provide a built-in playfield pitch. Simply insert the leg levelers all the way into the bottom of each leg and mount the legs to the cabinet. If the floor under the game is level, the playfield will be at a perfect 6.5 degree pitch.

"For some time our customers and their operators have told us they want right-handed access to the back box and built-in playfield pitch," Kaminow said. "These two improvements are just like our Quick Loc used to set up the backbox without having to open up the head of the game. They aren't things players notice. However, you can bet these are things pinball technicians will notice and greatly appreciate!"

Data East also anticipates that operators will notice the solid cash box performance from *Guns N' Roses* pinball. The company said that location tests have shown this to be the strongest earning machine they've had since *Jurassic Park*. A signed 24" x 36" poster of GNR lead guitarist Slash is included with the game, along with an order form for other GNR promotional materials. GNR is also planning its own media blitz through its record label, Geffen, so don't be surprised if you start hearing a lot more about this hot game.

After seven years of incredible live performances and 55 million in album sales, *Guns N' Roses* has the kind of devout following that isn't ready to jump ship for the next big thing. To see what fan loyalty can do for your pinball collections, contact your authorized distributor.

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MUSIC IS THE WEAPON

■ Midway Mfg.'s dedicated video Revolution X features the rock group Aerosmith

The most dramatic non-linear play action ever brought to the screen!" says Midway. "Featuring the legendary rock superstars, Aerosmith!" And the fanfares continue... "From the award-winning design team that brought the world the heart-pounding excitement of *Terminator 2: Judgment Day* and set a new standard for cutting-edge gun games... comes the next generation of coin-op video phenomena!"

Do you get the feeling the factory is excited about its new video? They have every right to be. *Revolution X* is a "first" on several levels. It's the first video game to really plug music into a dramatic story. Music isn't just a jazzy background; if you got rid of the

music,
you'd

lose the whole story. *Revolution X* also offers first "non-linear" plot development where players decide their own goals and destinations at various points. It's the first time pop-culture superstars have offered this level of hands-on creative cooperation in making a video game.

And of course, the game is chock-full of the hidden passageways and gameplay secrets that have fired up so much player enthusiasm for Midway's *Mortal Kombat* titles.

In a scenario that should appeal mightily to the youth crowd, gameplay in *Revolution X* sets up a dreary future world where music has been eliminated. The overall mission is to liberate the planet from a bunch of puritanical meanies who have seized control. Along the way, players must rescue the rock band Aerosmith (which gets kidnapped in the middle of a concert during the game's opening sequence).

And yes, music is the weapon...literally. Players aim a "Sonic Assault" bazooka to shoot CDs and laserdiscs at the bad guys! Other weapons include an arsenal of powerups like smart bombs and superguns. Headed up by a nasty character named "Headmistress Helga," an organization called the New Order Nation is portrayed as a "corrupt alliance of government and big business interests."

Settings range from a secret factory for "manipulative new age electronics" in Japan, to an illicit drug plant deep in the Amazon jungle, to a Middle Eastern brainwashing center which turns rebellious youth into compliant zombies. These locales add to the dark, hip "Bladerunner" type theme. If Midway's famous for anything (besides hits), they're famous for depth of gameplay and game concept. *Revolution X* certainly lives up to this tradition.

Integral to the plot and overall gameplay is the appearance of one of the most successful and enduring bands in rock music history. Aerosmith has helped define the musical landscape for over two decades, Midway execs pointed out, with 17



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albums and global sales topping 35 million units. Along the way, the group achieved two Grammies plus awards from Billboard and the People's Choice.

Band members Steve Tyler, Joe Perry, Brad Whitford, Tom Hamilton and Joey Kramer must be rescued to complete the game (they're headed for a concert in a famous British venue). All speech and digitized footage of Aerosmith is original and was recorded at Midway's studios in

Chicago. "This represents an unprecedented level of interactivity and cooperation," said execs. (You may recall digitized footage of another pop music superstar in another company's video game a few years ago, but footage of that fellow was taken from his music videos and concert appearances...not created just for the game.)

Revolution X takes the company's advanced, state-of-the-art DCS Sound System to new heights with a soundtrack featuring four of Aerosmith's



biggest hits: "Eat the Rich," "Sweet Ambition," "Toys in the Attic," and "Walk This Way."

Revolution X is available in two configurations. The deluxe version is a three-player gun game with a 31" monitor. A "standard" version comes in a regular upright cabinet with 25" cabinet and two player control stations.

For more information, contact your authorized distributor or call Midway at 312/267-2440 for referral.



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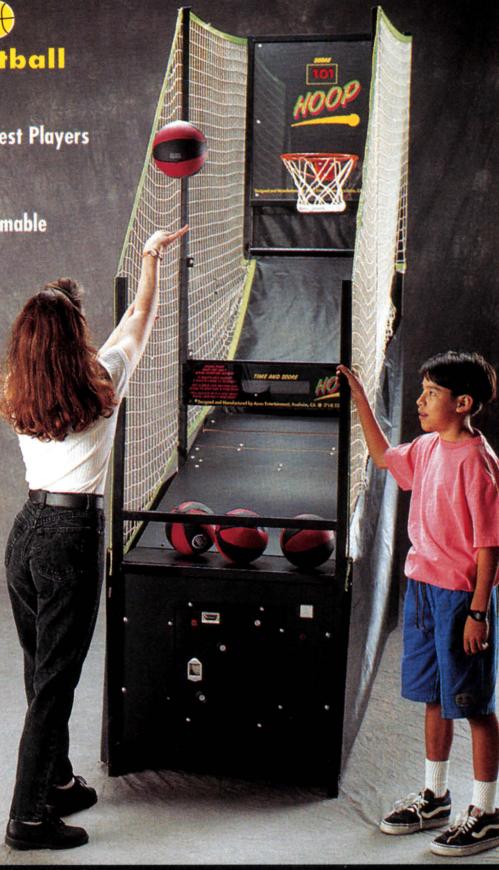
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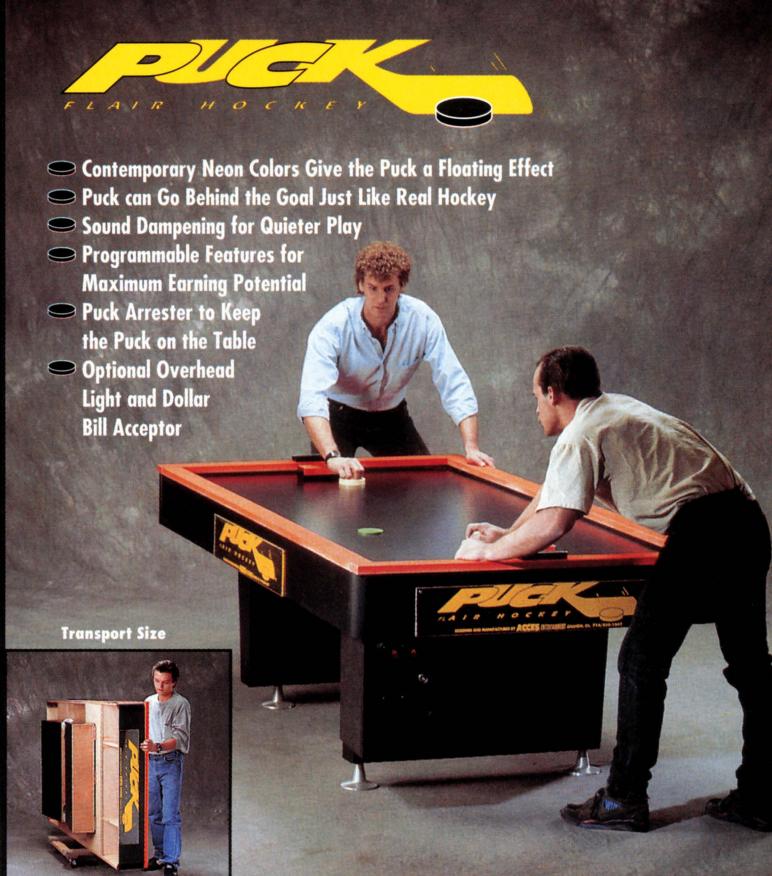
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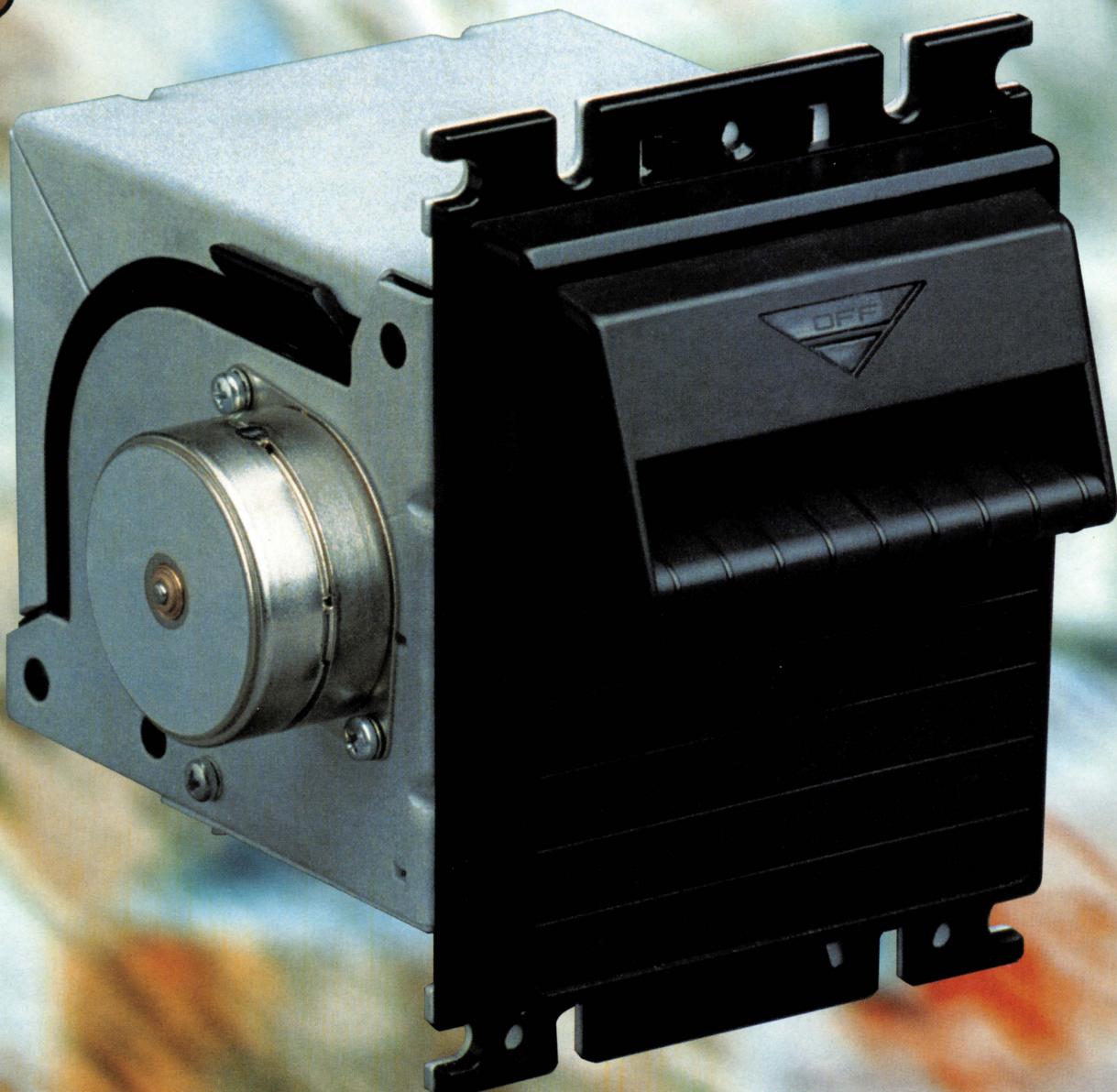
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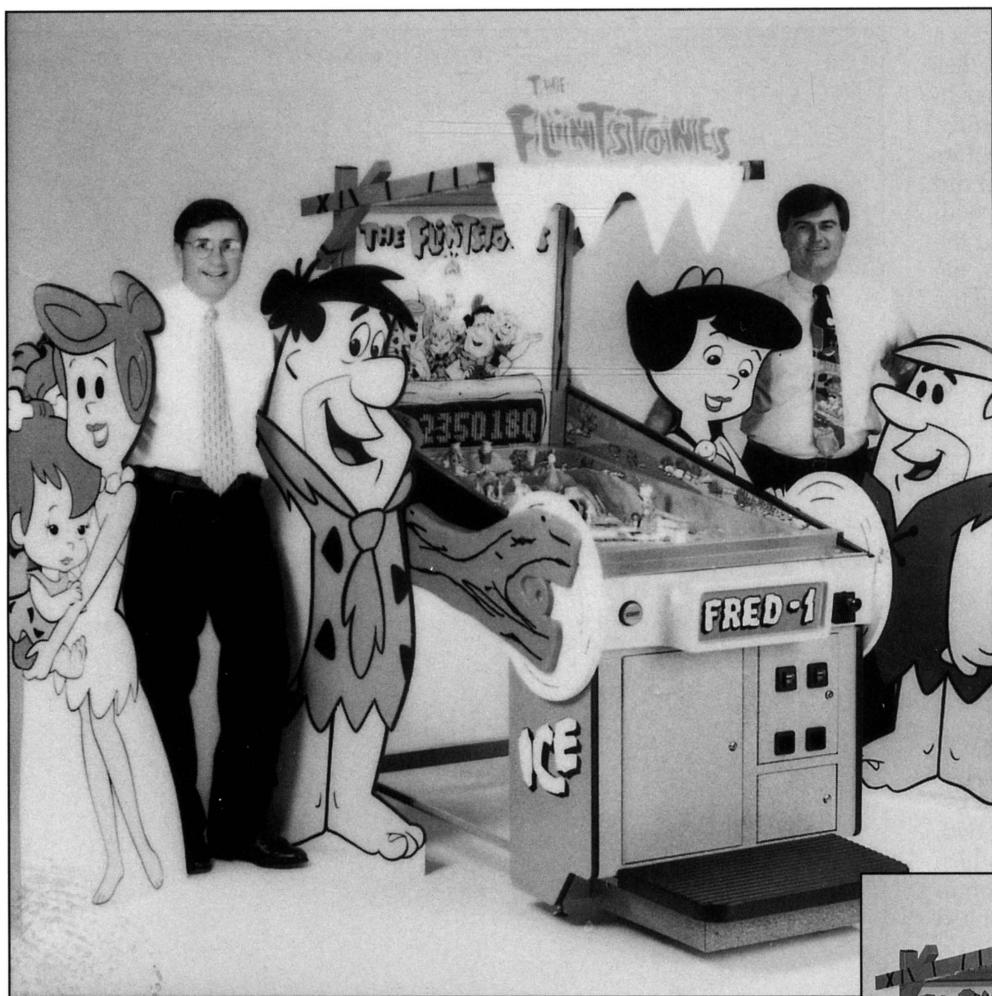
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FRED, MEET RALPH

Ralph Coppola's I.C.E. introduces The Flintstones: a redemption novelty with pinball-type action



You want innovation combined with reliable earnings and mechanical performance? Look no farther than Innovative Concepts in Entertainment (ICE), whose latest nifty product is *The Flintstones*. This unique redemption piece offers pinball-style gameplay. It's aimed at kids, but players of all ages will love the fun challenge...not to mention the wonderful presentation, graphics, and sound effects.

Licensed from Hanna-Barbera, the game includes all the fun and characters from the 35-year hit animated TV series. The distinctive game cabinet replicates the original "Flintmobile" — what an eye catcher! Another nice design touch: flipper buttons have

been mounted in reverse with "club-like" graphics.

The game stands 34" wide with a 3D playfield, including nine individual targets, five jumping characters, the "bronto-crane" (as seen in the TV show's opening credits), and the local bowling alley — Brunsrock Bowling Lanes. Some kiddie pinballs of the past simply offered adult gameplay in a cabinet with shorter legs. Not this time. ICE is famous for taking an in-depth approach to game concept and development, an approach that pays off with years of reliable earnings. For this game, they specifically

designed the action for kids. Shorter small-fry can stand on the step, while taller kids can stand on the floor with no interference. Flippers and ball are twice normal size, and flipper buttons are closer together to help kids with shorter arm reach.

Over 100 carefully selected, custom sound effects have been used, including the real voices of your favorite Bedrock characters. You'll hear an exploding volcano and the "Meet the Flintstones" theme song. All this is digitally recorded for full stereo sound reproduction. The game constantly talks to the player, and even tells the location attendant when it's out of tickets!

What else can you say but "Yabba-dabba-do" and contact your authorized distributor? For referral call ICE at 716/833-0481.



MAPLE LEAF RAG

Canadian Coin Machine Distributors gala marks five years in business

You know an open house party is a success when the distributor has to borrow extra power from neighbors to keep all the games running. Canadian Coin Machine Distributors Ltd. (Burnaby, British Columbia) did it up in style on Friday, June 24 with a gala event to mark five years in the business. Over 100 guests and a big batch of factory reps helped make the event a standout success.

"We appreciate the good turnout of customers," said GM Jim Niblock. "Many came from as far as Red Deer and Calgary, Alberta, as well as from the interior of British Columbia and Vancouver Island. We certainly had plenty of product on the floor to show them. We also appreciate the support we have received from our suppliers during the past five years. This was a good opportunity to show them our fine city and thank them for their support."

Celebrations got underway at 10AM, with lots of chat and games and plentiful refreshments. A barbecue was served from noon till two, with a chef grilling up the goodies. More goodies arrived late afternoon in the form of door prizes which ranged from a color TV to boom boxes and Sony Discman units. That evening, CC's staff treated factory reps to a cruise around the waters off the beautiful city of Vancouver. "The weather was perfect and everyone had a good time," Jim Niblock reported.



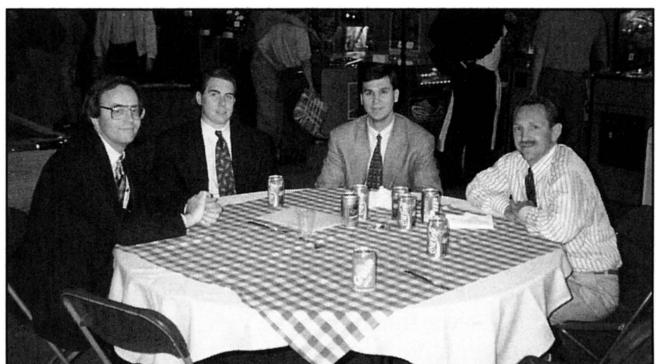
Canadian Coin's Jim Niblock with Atari's Elaine Shirley & T-Mek, the factory's new sitdown simulator.



The redemption lineup at CC's open house.



American Laser Games' new *Fast Draw* drew lots of interest.



Redemption factory reps take a well-deserved break at the Canadian Coin event! From left, Meltec's John McEwan, Skee Ball's Mark Young, ICE's Greg Kania, and Coastal's Bob Keelyn.

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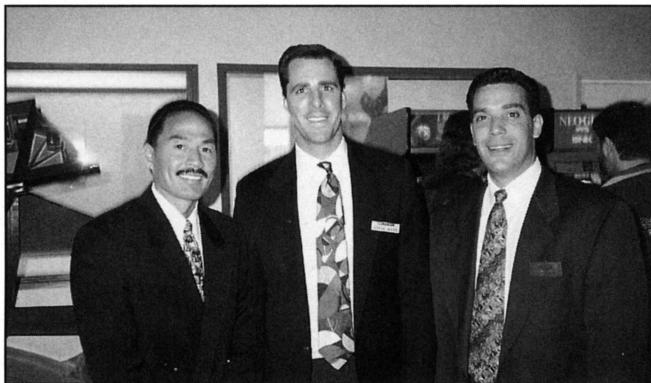
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Two guys from Data East (Joe Blackwell & Pete Gustafson) at the Canadian Coin pinball display section.



Brad Downer (Johnny Zee's Amusements) with American Laser Game's Jim & Stan Jarocki.



Factory reps in Canadian Coin's well stocked showroom include (l to r) SNK's Mark Chan, Fabtek's Steve Ward and Sega's Doug Shipley.



SNK's Mark Chan presents a door prize to lucky operator Larry Gerber (Troy Vending).

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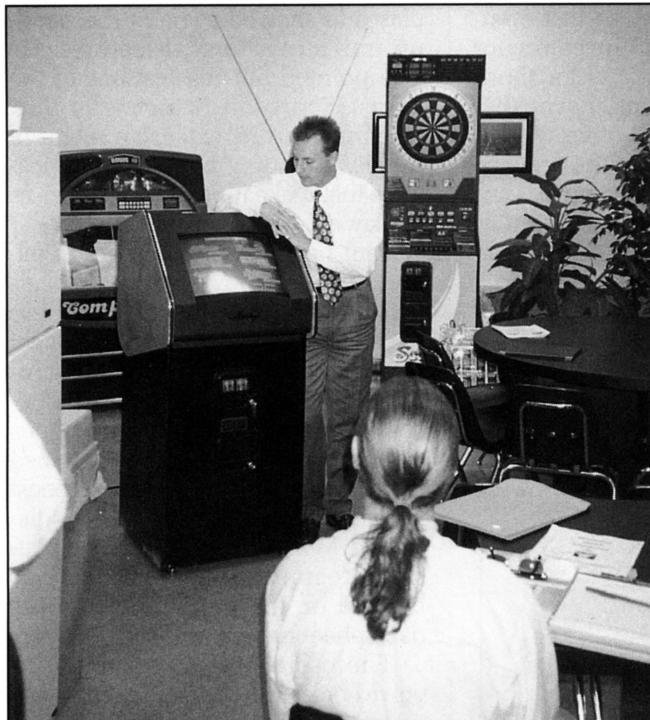
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jukeboxes, countertops and darts were the specials of the day at Betson Pacific's Tavern Seminar held at their Buena Park office



Paul Chilopoulos, regional sales manager for Merit Industries, showed just how easy it was to play his firm's versatile touchscreen video, which now comes with 35 games, including solitaire.



Merit's Lucas Reeves goes over some of the many features of the company's Scorpion Stinger '94 dart game.

The bar business. It has always been a mainstay of the coin-op, yet meeting the demands of this important market continues to be a challenge.

As John Lotz, Betson Pacific's director of marketing, described it, the neighborhood tavern isn't just a place to sit and have a drink; it serves as a social meeting place or "country club" for working people in the surrounding community. Coin-op has long had a vital role in providing these "adult locations" with entertainment and incentives to draw patrons in. But just as the tavern industry is always in flux, so must our industry be able to keep up with the changes. This is why a small group of operators braved the heat and traffic to attend Betson Pacific's tavern seminar at their Buena Park,

Calif. office June 24.

The crowds that attended the previous seminar on redemption last month were conspicuously absent from this affair. However, the light turnout was hardly an indicator of flagging interest in tavern promotions in Southern California. The scheduling of this event (which came on the heels of a string of well-attended industry seminars), along with the unseasonably hot weather and typical Friday afternoon traffic tie-ups, probably did more to keep many operators at home.

The audience took up little space in the employee lounge area at Betson Pacific, where John Lotz welcomed them. Standing in front of a Rowe LaserStar CD jukebox, John began his presentation on jukeboxes by giving a little background informa-

tion on the recent "CD revolution" and what it meant to operators and tavern locations.

With their tremendous selection and state-of-the-art sound, CD jukes have put operators in the position to offer more than just a piece of equipment; they could now give locations an entire entertainment package that was cheaper than a live music or a disc jockey, while giving customers the music they really want to hear. It was up to operator to sell the "idea" of music as a way to bring more customers in.

While focusing on jukeboxes, John's presentation gave a solid foundation for understanding the obstacles encountered in trying to break into a competitive tavern market. "A part of selling to taverns," he explained, "is that you get into a com-

fort zone. You get used to doing things the way you always did them."

Operators need, he said, to think about moving into markets not previously considered. For instance, jukebox collections in ethnic locations have been earning terrifically. It's also important not to let other machines in one location be handled by someone else. In this competitive arena it's easy to let accounts slip away because another operator could offer the whole package (jukeboxes, cigarette venders, games, pins, ect.) to that one customer. Even before setting out to solicit new accounts, John advised everyone to work on their presentation beforehand. "Be informative, and remember, you're selling them the idea."

A big part of the package being offered is service. The role of the operator in maintaining the equipment cannot be overemphasized. "This business really is a service business," John said. "Thank your lucky stars these machines break down

now and then. If a guy is convinced that nothing ever goes wrong, he may wonder what he needs you for. Sell them the idea this is a service."

Keeping those locations can also require a little business fine-tuning. John stressed the importance of taking good care of top-earning locations. He recommended giving "A" level customers a new jukebox every 3-4 years; the old box can then be recycled to other spots, so that eventually you build up an inventory for all levels of locations. As for those "C" and "D" locations, never discount the potential for other type of machines at these places; this may be a location where a jukebox may earn less than \$100 per week, but a dart machine could earn \$200. These locations may also respond well to a countertop, especially one of the new touchscreens. "Technology may open the door for a much better revenue situation. You just have to be ready to try some new things."

Paul Chilopoulos, regional sales manager for Merit Industries, took the

floor to go over Merit's amazing tavern-oriented touchscreen game, *Pit Boss Supertouch 30*. Along with the obvious ease of operation, the machine's main selling point is its wide choice of games: Solitaire, Run 21, Trivia Quiz, Phraze Craze and two pokers, among others. Paul gave a quick demonstration of each of the games (many of which can be upgraded) via the touchscreen display and showed some of the stand-up unit's mechanical features. He also pointed out the features of the firm's *Scorpion Stinger '94* dart machine, and its extensive menu of games, including handicapping features that make it possible for novices to play right alongside the experts.

Paul handed the floor over to fellow Merit employee Lucas Reeves, who heads the company's in-house dart league systems for the West Coast. A former Portland, Oregon-based operator who was very successful in organizing dart leagues along his route, Lucas recently joined the Merit team in its efforts to boost league participation. He mostly discussed Merit's simple and inexpensive program for getting locations hooked on the growing electronic darts phenomenon.

The basic start-up program involves organizing in-house leagues at selected locations. Merit's Dart Promotion Paks make it simple for the bar owner/manager and inexpensive for the players, and the company also provides a dart promoter to help get things off the ground. The scoring system and stat sheets are easy to understand, and once a location has interested eight people in signing up, they have a league. It's the easiest way to go, and of course, how much further one goes with league promotions depends on how much time and effort he is willing to invest.

The small group made it a friendly and open affair. Audience members interjected regularly with questions, and offered feedback from their own experiences. It was an informative session both for experienced tavern ops and those who wish to become more involved with this profitable and diverse market. For more information on Merit's dart league programs, call the company at 800/523-2760.



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KYLE'S COME MILES

Aussie designer opens new game plant in USA

Kyle Hodgetts is a young game designer whose time in the sun may be at hand. Known in his home country of Australia as the developer of the popular Starmech electronic coin validator and in the States as designer of the hardly-marketed VR-8 virtual reality video, Hodgetts is one of those fellows whose mind sometimes runs faster than his legs.

Brilliant? Probably. Job hog? Definitely. His energetic penchant to design, build and market his products practically without anyone else's help has gotten him buried in detail before, when he'd do best to direct his energies at his number one talent... design!

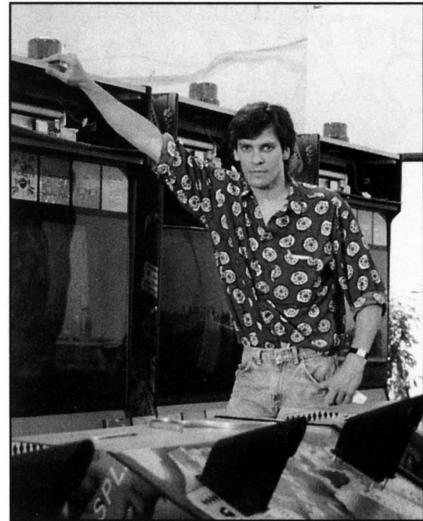
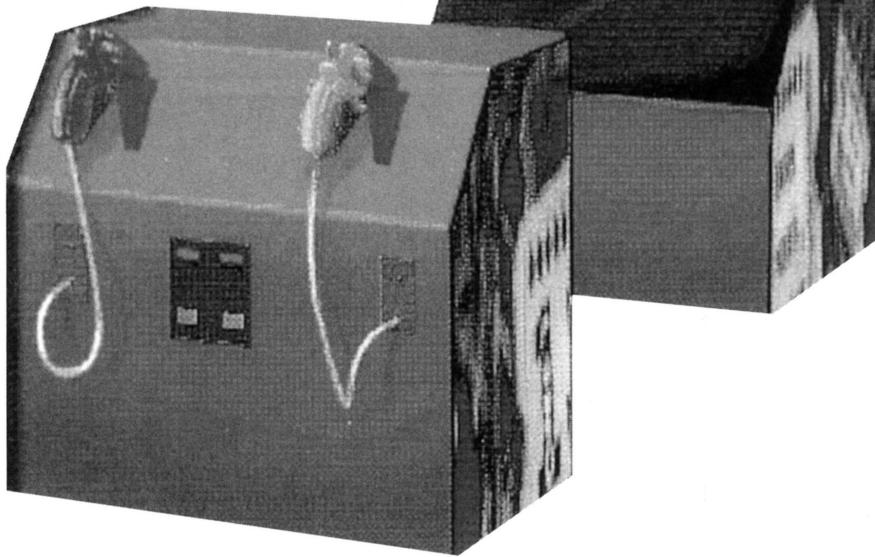
Today's Kyle Hodgetts is a more mature entrepreneur who will leave machine selling to salesmen, which is very good because his brand new game factory in Foster City, Calif. could have a very good game.

Hodgetts' brand new company is called Tickets 'N' Things (it's a division of his "umbrella" Raster Elite, Inc.). With factory and office facilities located at 1155 Triton Drive in this Bay Area city, Hodgetts and staff have just gone into production on a unique video/redemption combination called *Tickee Tickats*.

Set up in a *Lethal Enforcers* ap-

pearing cabinet, the game comes with a handgun console, plus full upright sporting a 33" monitor. Idea is for players to shoot the spiders as they drift down to capture the "Tickee Tickats" characters that dance along the monitor's bottom. The unique feature is that the machine vends redemption tickets based upon the number of "survivors" at games' end.

This is cute, non-violent and clearly of appeal to mothers and children. The animated "Tickee" guys get more and more excited the closer the spiders get. If one is captured and lugged back "up to the web," the bad



Kyle Hodgetts

old spider can still be blasted while on the screen, which releases "Tickee" who gently drifts back down to safety.

Why all these friendly little guys (who look like dancing redemption tickets) hang around a spider-infested neighborhood is anybody's guess, but apparently players like it that way. According to Hodgetts, the machine tested out at \$440 over three days in a San Mateo Tilt arcade. Now it's time for the serious business of manufacturing and marketing.

At press time, Hodgetts said he was talking with two known industry marketing veterans about coming aboard. He was also gearing the Foster City plant to mass production and expected to be shipping samples by the time this issue is out to readers. He intends to market strictly through recognized distributors.

Tickee Tickats is armed with a ton of operator features. For example, the unit can be set to offer an average ticket output of less than 5 to more than 50 per credit. It has on-screen bookkeeping functions (e.g. to show coin input/ticket output). Game times are adjustable to average between 15 and 45 seconds per credit.

One or two can play and, if skillful, hit the mini jackpot for extra tickets and new play levels. For distributor referral, call Tickets 'N' Things at 415/574-7277.

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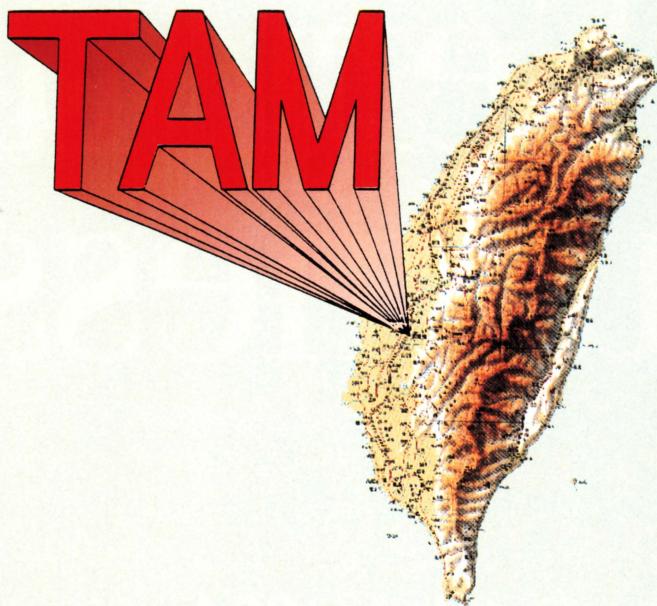
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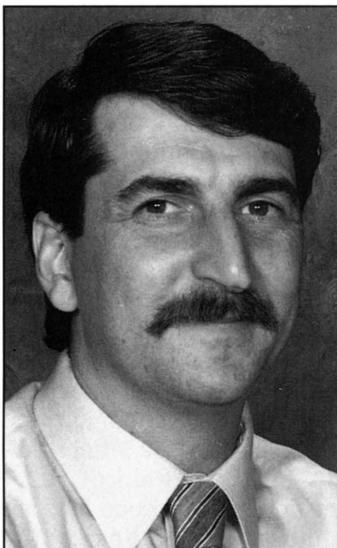
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TECHNICAL TIPS

BY RANDY FROMM



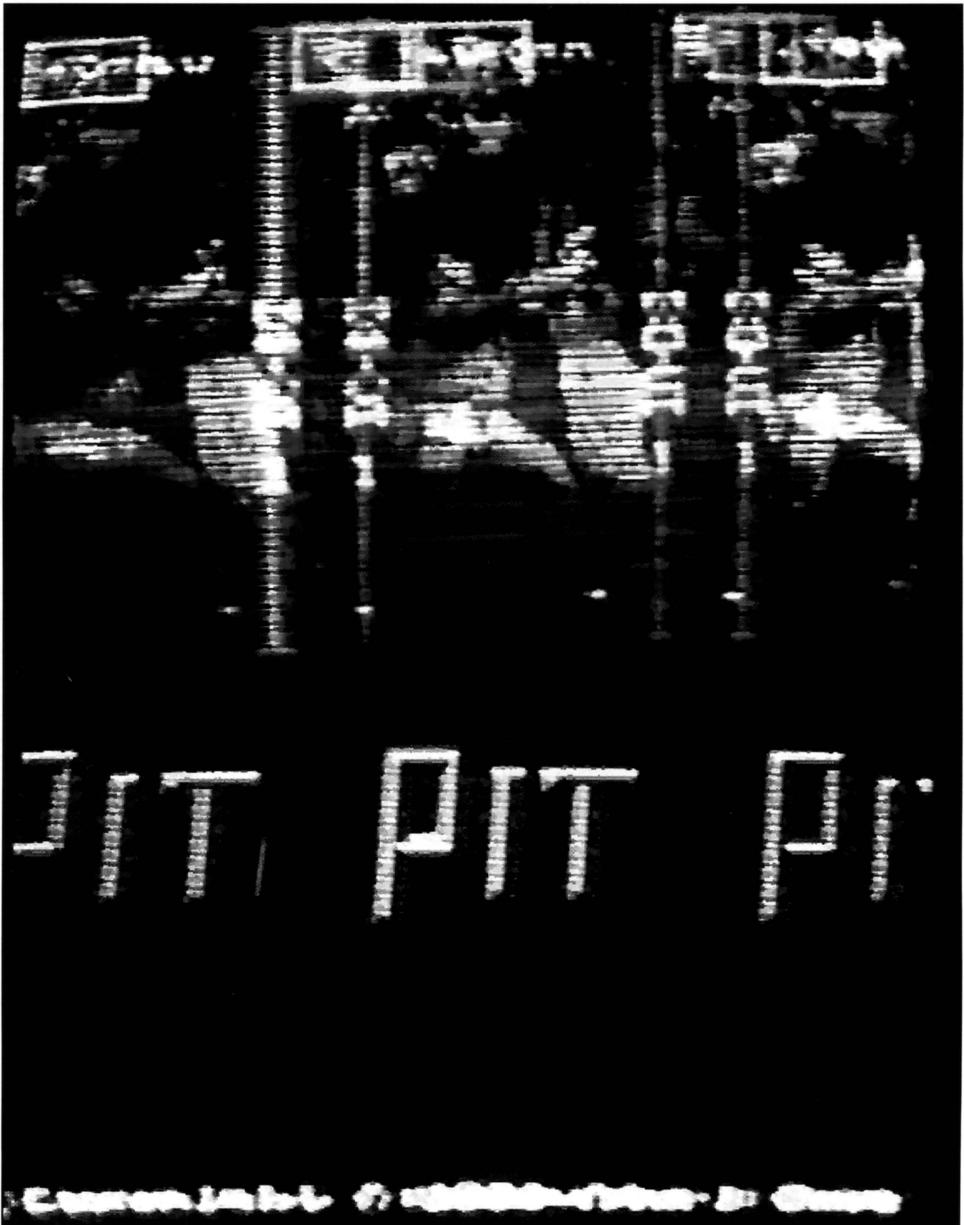
UNDERSTANDING MONITOR RESOLUTION

About once a month, I get a call for technical help that goes something like this:

"Hey Randy, I just changed the monitor in this game but I can't get it to display a good picture. It looks like I have

two or three pictures side by side but they're all jagged and mixed-up. It kinda looks like the horizontal hold is out but no matter how I adjust it, I can't get the picture to look right."

Invariably, it turns out to be a monitor



At right, two views of a standard resolution game (*Pit-Fighter*) on a medium resolution monitor.

that has been sitting on the shelf somewhere in the shop and grabbed as an in-the-field replacement or for installation in a cabinet as a new conversion. When powered-up with the 120 volts AC, the monitor displays perfect raster (just a white screen without a picture) but when the video and the sync inputs are connected, the picture looks like Monday morning after a weekend on Bourbon Street.

Sound familiar? Perhaps you have already discovered (the hard way) that some monitors are "unusual;" that they march to the beat of a different drummer called "medium resolution."

MONITOR RESOLUTION

The vast majority of video games utilize what is known as "standard resolution" monitors. Standard resolution monitors conform closely to the NTSC television standard. NTSC stands for the National Television System Committee, the organization

which created the standard format adopted by the FCC for broadcast television in the United States. NTSC is also the standard used in Japan, Canada, and Mexico.

Since the first video games actually used modified consumer television sets, it is natural that the NTSC standard was adopted as a defacto standard for our industry. A normal, NTSC television picture is made of 525 horizontal lines. You don't actually see all 525 lines on the screen. Some of the lines occur during what is known as the "vertical retrace," the time period during which the scanning electron beams make their way from the bottom of the picture tube back up to the top. During the vertical retrace time, the beams are turned off by the monitor's "blanking" circuit and you lose approximately 22 lines.

In fact, NTSC's standard resolution really displays only 240 lines at a time! In your normal home TV, the number of lines you see on the screen is doubled by a technique known as "interlaced raster." The monitor first displays a "field" of 262.5 lines, followed by a second field of 262.5 lines. The lines of the second field are placed in-between the lines of the first field. It takes almost exactly 1/60 of a second for the scanning beam to paint one field on the screen, so the vertical scan frequency is 60 cycles per second or 60 Hertz. (For you purists out there, the vertical frequency is actually 59.93 hz.)

The two fields are broadcast successively to create one "frame" of video. The "frame rate" of NTSC is 30 per second. Even though the picture is made of 525 lines (of which only 480 are visible due to the vertical retrace and blanking,) standard NTSC has a "resolution" of just 240 lines. That is to say, the monitor actually displays just 240 lines at a time on the screen; that's one complete field of video.

Since the horizontal deflection circuit of the monitor must create 262.5 lines during the time that the vertical deflection circuit creates a single field, the horizontal deflection circuit must be working 262.5 times faster. The frequency of the horizontal deflection circuit is 15,734 Hertz. If you can hear the high-pitched squeal that a monitor makes when it's on, you're listening to the horizontal frequency.

ATARI GAMES VIDEO STANDARDS

STANDARD RESOLUTION

HORIZONTAL

SCAN FREQUENCY: 15.72 kHz
SCAN PERIOD: 63.6 μ Sec
ACTIVE VIDEO: 46.9 μ Sec
VIDEO DELAY: 11.9 μ Sec
SYNC PULSE: 4.7 μ Sec
SCAN LINE: 456 Pixels
RESOLUTION: 336 Pixels
CLOCK FREQ: 7.16 MHz

VERTICAL

SCAN FREQUENCY: 60.0 Hz
SCAN PERIOD: 16.7 mSec
ACTIVE VIDEO: 15.3 mSec
VIDEO DELAY: 1.2 mSec
SYNC PULSE: 0.2 mSec
SCREEN: 262 Lines
RESOLUTION: 240 Lines

EXTENDED RESOLUTION

HORIZONTAL

SCAN FREQUENCY: 16.50 kHz
SCAN PERIOD: 60.6 μ Sec
ACTIVE VIDEO: 48.0 μ Sec
VIDEO DELAY: 11.9 μ Sec
SYNC PULSE: 3.9 μ Sec
SCAN LINE: 646 Pixels
RESOLUTION: 512 Pixels
CLOCK FREQ: 10.67 MHz

VERTICAL

SCAN FREQUENCY: 53.0 Hz
SCAN PERIOD: 18.9 mSec
ACTIVE VIDEO: 17.4 mSec
VIDEO DELAY: 1.2 mSec
SYNC PULSE: 0.2 mSec
SCREEN: 312 Lines
RESOLUTION: 288 Lines

MEDIUM RESOLUTION

HORIZONTAL

SCAN FREQUENCY: 25.00 kHz
SCAN PERIOD: 40.0 μ Sec
ACTIVE VIDEO: 32.0 μ Sec
VIDEO DELAY: 7.2 μ Sec
SYNC PULSE: 4.0 μ Sec
SCAN LINE: 640 Pixels
RESOLUTION: 512 Pixels
CLOCK FREQ: 16.00 MHz

VERTICAL

SCAN FREQUENCY: 60.0 Hz
SCAN PERIOD: 16.7 mSec
ACTIVE VIDEO: 15.4 mSec
VIDEO DELAY: 1.2 mSec
SYNC PULSE: 0.2 mSec
SCREEN: 416 Lines
RESOLUTION: 384 Lines

VGA20 RESOLUTION

HORIZONTAL

SCAN FREQUENCY: 31.55 kHz
SCAN PERIOD: 31.7 μ Sec
ACTIVE VIDEO: 25.6 μ Sec
VIDEO DELAY: 5.7 μ Sec
SYNC PULSE: 4.0 μ Sec
SCAN LINE: 634 Pixels
RESOLUTION: 512 Pixels
CLOCK FREQ: 20.00 MHz

VERTICAL

SCAN FREQUENCY: 70.0 Hz
SCAN PERIOD: 14.3 mSec
ACTIVE VIDEO: 12.2 mSec
VIDEO DELAY: 1.1 mSec
SYNC PULSE: 0.2 mSec
SCREEN: 450 Lines
RESOLUTION: 384 Lines

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TECHNICAL TIPS

BY RANDY FROOM

FUN TECHNICAL THING TO DO.... Try adjusting the vertical hold (a.k.a. vertical frequency) control on your home television (if it has one, that is. Most modern consumer television sets do not have the vertical hold control accessible to the consumer. You may have to take the back off the set to access it.) Adjust it just enough to roll the picture half-way down the screen. What is normally the top half of the picture will now start in the middle of the screen and extend to the bottom. Conversely, the bottom is displayed at the top of the screen. The horizontal, black bar that you see in the middle of the screen is the blanking period. You may have to turn up the brightness or screen control a bit to see it. These are the 22 "lost lines" that you cannot see during normal operation. If you hold the picture still enough with the vertical hold control,

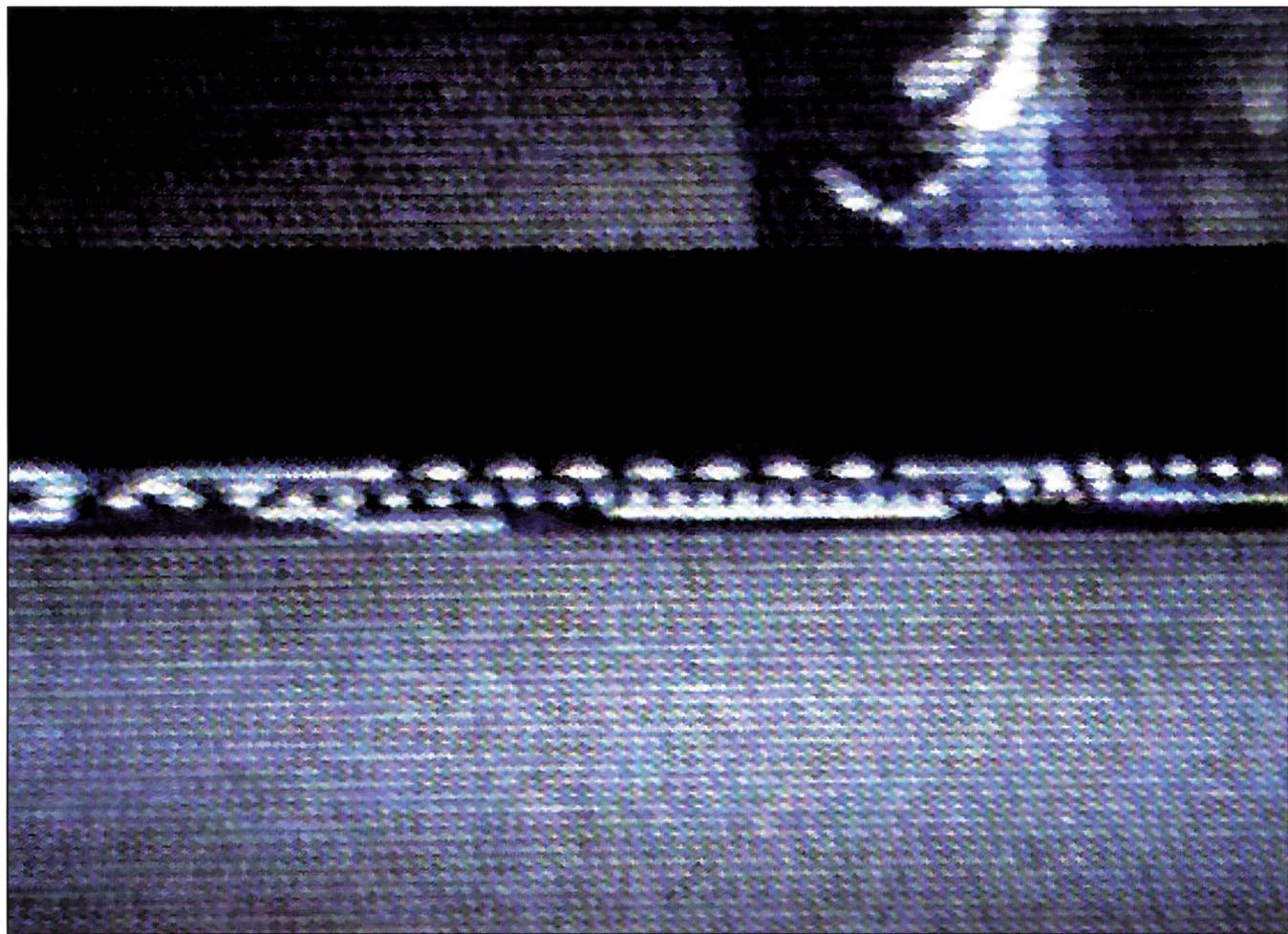


At top, by adjusting the vertical hold, you can see the "missing" lines of the picture. Bottom, a close-up of the closed-captioning data that's transmitted along with the picture.

you may even be able to count them. You may even see some flashing bits of white in this region. This is where color correction and test signals are transmitted. Closed-captioning for the hearing impaired is also transmitted

during this period.

But guess what folks! Most video games don't even use interlaced raster. Just about every video game uses only 240 lines or thereabouts. Although the monitors are fully capa-





Strike Zone turns natural competitiveness into those grand slam profits you've been looking for! Watch the fun as friends gather at this new attraction to pitch for speed, accuracy and bragging rights. They'll score 45 points if they can pitch the ball into the "Strike Zone" at 45 MPH without hitting the bat. Who is the best in their group? Who holds the score to beat? The money pours in to **Strike Zone** as fast as the pitching.

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ble of producing an interlaced display, most video game computers simply do not put out an interlaced signal. This produces a display that's perfectly okay for most uses but is clearly deficient when it comes to large screen displays. If you look at the picture on a projection screen game, you can clearly see the individual lines in the picture.

INCREASING THE RESOLUTION

The more lines you can display on the screen during each field, the greater the "resolution" of the monitor. There are two ways to do this. One is to lower the vertical scan rate of the monitor. A slower vertical scan gives the horizontal deflection circuit extra time to create additional lines as the electron beams sweep from the top to the bottom of the screen. Unfortunately, you cannot drop the vertical scan rate below 50 Hz without creating a noticeable (and really annoying) flicker.

The other way to increase resolution is to speed up the horizontal sweep speed. A faster horizontal circuit can create more lines per field. Sometimes, a combination of the two is used. Atari's "extended resolution" standard adds lines by lowering the vertical scan rate from 60 to 53 hertz. The extra 2 milliseconds created by this slower vertical sweep may not seem like much, but combined with a slightly faster horizontal frequency of 16.5 KHz, it allows a more-or-less standard NTSC type monitor to display an additional 48 lines, raising the resolution from the NTSC standard of 240 lines to an extended resolution of 288 lines. In this system, the

blanking and vertical retrace gobble up 24 lines instead of 22.

But now we have another thing to consider. Since the monitor can now display more video information, the video amplifiers that drive the electron guns in the picture tube have to respond faster as well. A monitor's ability to respond to rapidly changing video input signals is known as the "video bandwidth." NTSC standard bandwidth for broadcast television is around 6 Megahertz. (In truth, this includes the audio portion of the program as well. The actual, usable video bandwidth is around 4 Mhz.) In simplified terms, that means that the video amplifier circuits must respond fast enough to switch on and off at least 4 million times per second. To deliver the best picture possible, the monitor should be capable of responding a bit faster than the maximum high-frequency output (called the "dot clock") of the video signal that's driving it. The dot clock for Atari's extended resolution bandwidth is around 10.6 Mhz.

The higher the bandwidth, the better the picture will look. It wouldn't do much good to generate a higher resolution display if the video amplifiers couldn't keep up with the faster scan rates. Monitors with poor video bandwidth will exhibit smeared and indistinct images. This can be easily confused with a focus problem. A monitor with poor bandwidth displays images that are indistinct; they're not at all sharp and crisp in appearance. Images will often appear smeared to the right (in the direction of travel of the electron beams.)

The next step up in resolution is a "medium resolution" standard. Atari's medium resolution standard uses a horizontal scan frequency of 25 KHz and a vertical scan rate of 60 hz to generate a 416 line screen. Vertical retrace and blanking gobble up 32 lines, leaving a display of 384 lines. The dot clock shoots up to 16 Mhz. That's a 62.5% increase in resolution over the NTSC standard.

You can kinda think of this as putting on a pair of corrective eyeglass-

es that enable you to see 62.5% more clearly. This is the standard used in games like *Paperboy*, *APB*, *Super Sprint*, *Championship Sprint*, *Hard Drivin'*, *Race Drivin'* and *Steel Talons*.

These 25 KHz monitors were made by Wells-Gardner and Nanao. The aforementioned confusion comes from the fact that the medium resolution, Wells-Gardner monitors are simply modified versions of their standard resolution counterparts. The modifications are, for the most part, changes in component values and specifications. These subtle changes are all but invisible unless you know what to look for. For example, The 19" K4900 standard resolution monitor uses a retrace tuning capacitor (C363) with a value of 8700 picofarads and a yoke coupling capacitor (C365) of .15 mf. In the medium resolution version, C363 is just 4300 picofarads (reflecting the higher operating frequency of the horizontal deflection circuit) and C365 doubles to .33 mf. The yoke is also different in the two monitors. Suffice it to say that if your picture looks like the one shown in the illustration, you probably have a medium resolution monitor being driven by a conventional video game. As far as I know, it isn't practical to convert a medium resolution monitor to accept standard resolution signals or vice-versa.

Computer users are used to working with even higher resolutions. The bandwidth of a VGA display monitor is around 25 Mhz. There's even an XGA standard with a bandwidth of 44 Mhz! At this speed, even the size of the phosphor stripes themselves and the spacing between them (called the "dot pitch") becomes an important factor in determining the maximum resolution of the monitor.

The video gaming industry already looks to higher resolution monitors to provide crisper, more detailed displays for video poker and video lottery machines. As video game technology progresses along with computers, we are sure to see more of these high resolution monitors showing up in locations, worldwide.

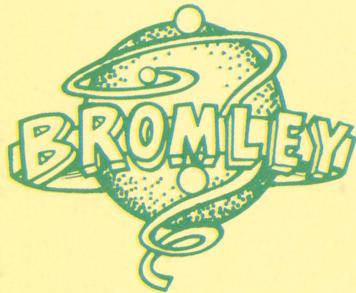
My thanks to Richard Meyette of Atari for his help in researching this article. See you at the Arcade School!

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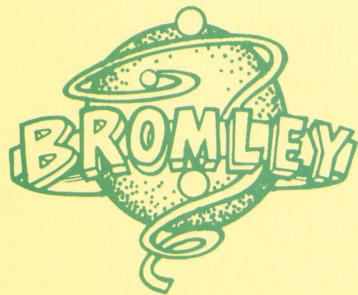
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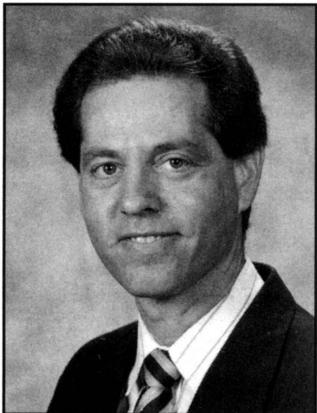
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FRANK TALK

BY FRANK SENINSKY



SUCCESS STRATEGIES FOR HARD TIMES

It's no secret our industry is back to "hard times" and a soft market once again. I don't have black-and-white figures to prove it, but my gut tells me the average income for the average game must have dropped lately. Many distributors and component suppliers will quickly tell you sales are way off. Most types of equipment and locations are not earning as well as they should, or as well as they used to.

Hard times actually go beyond coin-op these days. The sluggish economy and tough new tax laws have reduced middle-class disposable income. Americans de-

vote less time and money, and go shorter distances, on their vacations. The amount of traffic is down in average locations. Competing en-

tertainment industries, like gambling, are sucking up many of the entertainment dollars that our industry was enjoying a while ago. All of this has a big negative impact on the operator's gross and his bottom line.

What's an operator to do? Back in June of 1989, this column addressed the subject of "Strategies for Success in a Softer Market." Sorry to say, it's time to raise that topic again. Some of the strategies remain the same, but some new angles are called for to fit this particular situation.

The basic business strategy for hard times is to ask the right questions, then act based on the answers. Look at your company and ask, which sections seem to have potential? Which ones are flat? Which ones are losing? Shift your gears to put more resources and effort into those sectors that have potential.

Five years ago, I advised against going into debt in hard times. I also said you should not expand during a soft market. Today I advise just the opposite, because the present "soft market" is due to entirely different conditions. At my company, Alpha-Omega Amusements, we're borrowing more than ever to invest and expand in

our profitable areas. We want to put more of the high-earning games into the high-earning locations. Only the large simulators and redemption pieces are earning really well for us these days (and they're doing terrific). But cash flow only provides so much to invest in these expensive types of equipment, which is why we borrow to expand. Even though it's expensive, the ROI justifies it.

Many banks may want your company to show certain "earning ratios," etc., before they make loans. If so, don't think of the bank as your enemy, and don't accuse them of unjustified meddling. As other operators have happily learned, this type of "management oversight" by a good banker can actually be a very constructive tool to help you discipline your company and set realistic goals and standards.

As for expansion, it's not only easier to expand in a lousy market, sometimes it's positively necessary. It's easier because the competition is usually pulling back, reducing service and new machine investment, etc., so certain accounts will take a shot at switching operators. If you're making money on those types of accounts, try to get more of them. Hard times are forcing us to increase the number of (good) locations, and to reduce the number of (bad) locations for a net increase in business.

Why is it sometimes necessary to expand in hard times? Basically because you've got to search for profitable new locations when the older ones peter out. And also because you may have to make your machines "work harder" and last longer.

This occurs for several reasons. In the past, we've always been able to sell lots of used, reconditioned video games. That market has just about evaporated these days. We can only sell current titles. Since we can't generate cash from sales of old equipment, the only way to generate additional income is to turn those games into assets, by using them as part of the package to open new locations. We "cherry-pick" with minimums for each machine and each location. Decent games that don't pull their weight in a poor location, are yanked

from there and put into new locations where they will earn. This is what's meant by asset management! Using this approach, every time we get a new location, we become more efficient. And remember: locations that don't earn, aren't worth keeping.

In weaker types of locations, now is the time to go back and renegotiate commission splits, reduce the number of games, and do whatever it takes to improve profitability. As I've often said, operators tend to hold onto bad locations because they like the owners, or (more likely) because they foolishly hope income will return. This is a bad idea. Give up the location and let your competition "wait and hope" for it to come back. It may never happen (99% of the time, it doesn't). It's better to cut your losses and move on to greener pastures. If that particular location improves, you can always go back and try to regain it for your route later. But always remember that business is business, friendship is different. Don't confuse the two.

Five years ago, I insisted that it's better to give up a location to a competitor who offers unprofitable commission splits, than to keep the location at a cost of ridiculous splits. Today I stand by that advice 100%. The logic hasn't changed at all: let the competing operator ruin himself. When the location figures out that your competitor can't provide service at his crazy rates, the location will then be ready for your sales pitch. It may take three months or three years, but it will happen. Meantime, you're not losing money on bad commission splits. And you are helping accelerate the demise of a competitor who doesn't understand the business and therefore doesn't deserve your respect.

Hard times offer a great opportunity to reduce overhead and pile up savings. Why? Because if your business is in a slow period (despite being well-run), chances are your competition (and the whole economy) is also doing poorly. In this environment, saving money becomes possible because your overhead suppliers — including power, phone service, insurance, property rental, vehicle costs, etc. — are also suffering and they're anxious to hang onto your account. Many of the firms you do business with, will renegotiate a better rate to keep you on their books.

Viewed in this light, hard times can spell opportunity. This summer, we've

made it a project to renegotiate terms with everybody we purchase goods or services from. And it has paid off handsomely: every single creditor bent over backwards to give us better deals.

For example, two years ago our insurance agent wanted to charge us \$16,000 extra to triple our umbrella coverage. This summer, the same agent said he was willing to provide that superior coverage for nothing! This stronger policy puts me in a better position when accounts insist on higher minimum coverage. Our new rates are a marketing tool since other operators may not have them. This helps save my time when corporate accounts insist on us carrying higher liability, auto coverages, etc., when in the past I had to say it was too costly to increase our limits. (By the way, I'm thinking of dividing Alpha-Omega into separate corporations, each of which have limited liability companies. This reduces our tax and insurance exposure. We may have one firm that strictly handles our vehicles, for example.)

Another savings opportunity from hard times: this year my company can afford to buy a certain building at \$750,000 that was priced at \$2 million back in 1992. The move is costing us zero dollars of increased overhead. Then our bank said it was their policy to refuse mortgages to "limited liability" corporations. In normal conditions, we'd have caved in. This time we threatened to borrow elsewhere. The next day, the bank phoned back, and — guess what? — a new bank policy was just put in place. We got the loan we wanted with the terms we asked for.

We just went out and purchased phones for our new building. Here again, we made hard times work for us. AT&T offered a 10% trade-in on our old phones and 16% APR financing package. We insisted on higher trade-in value for the phones, got it, then kept the sweetener despite not giving them the phones! Next, we called the 16% finance charge a "deal killer" and suddenly our AT&T salesman's boss approved a 9% rate. The bottom line is, we ended up leasing a \$20,000 phone system for \$300 a month for five years!

In all of these situations, remember that the more time a supplier spends negotiating with you, the more pressure he's under to close the deal. Your best strategy is to keep negotiations open for a few days; don't let the deal close. The more time you invest, the better deal you'll get.

Back in 1989, this column said that in hard times, "a quarter saved is equal to 10 quarters earned." But since then,

tax rates have gone way up, and even more deductions have been taken away. Saving money has a bigger impact today than ever. For every \$5 you earn (especially in redemption), you're giving out 20% in prizes. That leaves \$4 in earning. Now give half to the location, and you're taking \$2 to the bank. After taxes and overhead, you could be down to a quarter that actually is credited to your bottom line...so in 1994, a quarter saved is almost like grossing 20 quarters!

As you've already gathered, a key strategy for hard times is to increase efficiency. Make your investment and overhead dollars go farther. Make your machines go farther. Make your route people responsible for more games. Train location personnel to handle more of the small everyday problems that come up. If you can't sell older equipment, put it into new locations. If you can't get new locations, rotate the machines faster in the old locations.

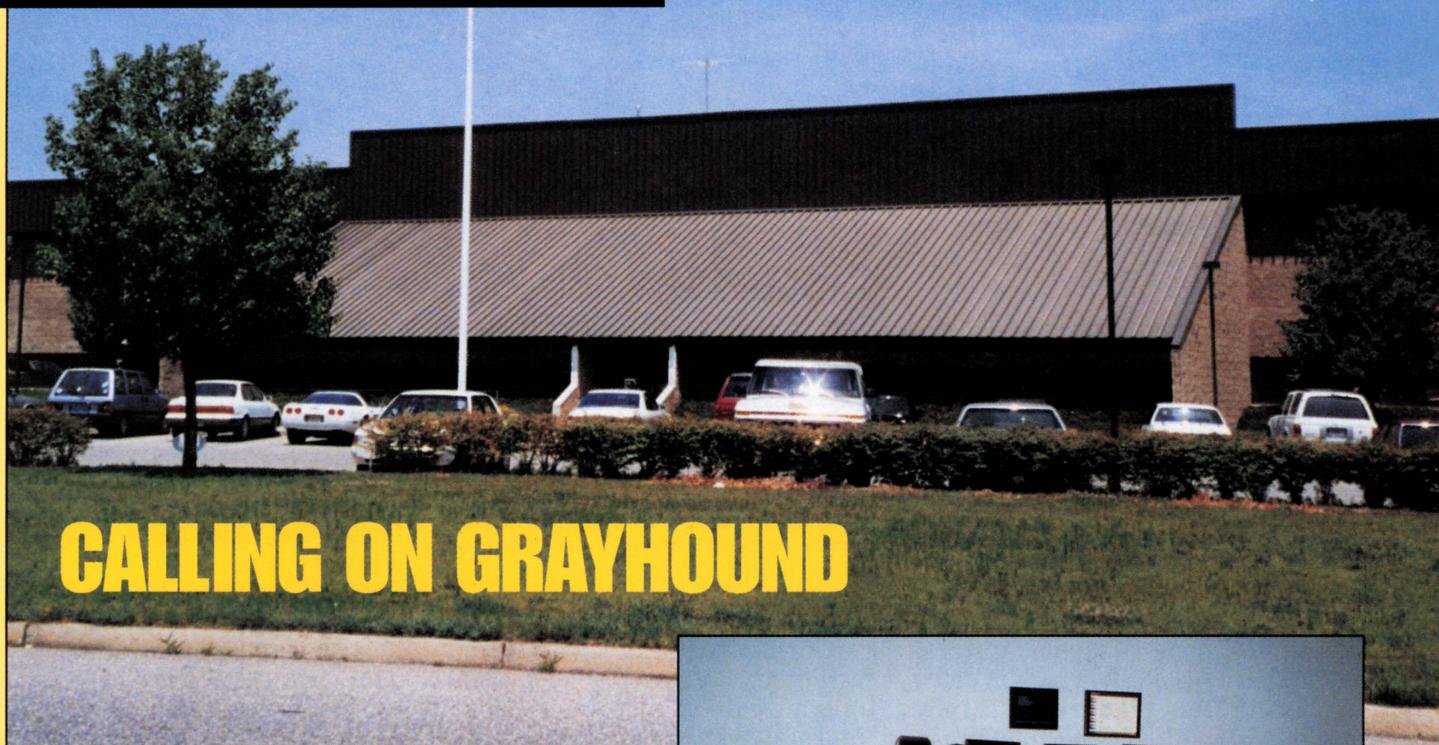
When earnings drop, some operators get scared and freeze into old management strategies. They cling onto old locations. But this is precisely the time to change strategies and, if necessary, change locations. You've heard this before, but the whole secret to operating is "go where the people are." That does not change when times get hard! If people move from one type of location (like taverns and small game rooms) to another (like big FECs and gambling emporiums), you've got to put your games where the people are.

The main "conservative" strategy that fits in hard times, is to redouble your attention to the basics. We still pay attention to service. We return our phone calls as quickly as we can. We answer customers' questions as honestly and fully as possible. Strange to say, lots of operators get sloppy about these essentials when times are hard. They think they can get away with it, because they're worrying about something else which is "more important." (Although I can't imagine what's more important than service and communication.) Paying attention to the basics, stands out even more in hard times.

If you put all these strategies into effect, you will improve your chances to survive "lean and mean" until a new wave of high-earning machines comes along and Joe Public starts putting more quarters (and dollar bills) into your equipment. Hard times don't have to mean failure. They just mean you've got to be more demanding and creative about what you do with your time and assets (resources).

SPOTLIGHT

S P E C I A L



CALLING ON GRAYHOUND

Lakewood, N.J. is a small, "midwestern" type of town located in the more rural reaches of New Jersey that deserve the nickname of "Garden State". Lakewood is about midway (and to the map's left) of the famous Jersey Shore that calls to mind such boardwalk arcade centers as Wildwood, Seaside Heights, Point Pleasant and what was once Asbury Park.

Lakewood is also the new home of Grayhound

At top, Grayhound Electronic's headquarters in the Lakewood Industrial Park (near the Jersey Shore) was up and running this past December. **At right**, backed by their "wall of fame", Grayhound's executive team takes a break for a photo. Seated from left, CEO Tom Ricci & VP Pete Coulas. Standing from left, Bill Dughi (purchasing), VP Dan Dinnebeil, Op. Dir. Tom Carey & Tom Ricci, Jr. (sales). **Below**, Tom Ricci (third from left) and the GEI staff assemble outside their 27,500 sq. ft. facility. About 40 folks work for this game maker.





Electronics, Inc., makers of videos, redemption novelties, cranes, pokers, and, on a day perhaps coming sooner than later, VLT's. Despite the company's worldwide market stretch with goods going to many global markets, it's clear GEI's roots stem from "The Shore".

Company president and chairman Tom Ricci, along with GEI's founders Carmen Ricci (who left the organization in Nov. of 1990), and Edward Florimont (who exited back in 1985) all hale from that arcade/carny world of the Jersey Shore. Tom ran arcade concessions in Seaside Heights, and built theme parks in such places as Long Branch before he left that in Feb. 1983 to work product sales for Carmen's two-month-old Grayhound.

Carmen Ricci today is completely out of GEI. In fact, the sale of his last block of shares to Tom finally closed July 14th of this year. It's hardly surprising that one of Carmen's present vocations is running an amusement pier in Atlantic City. It's that Shore

Left, on the Candy Shop line (from left): Jerry Anderson, Ken Holland, Jim Gressco & Dawn Gray. This kid-sized crane even gets play from grownups. **Right**, GEI's Jumbo Skill Crane won AMOA's Best Other Game award at last fall's convention. Judging from the lineup above, more are coming. **Below**, an overview of the GDI production line with batch of Candy Shop venders being assembled in front of lolly columns and what appear to be lottery pull tab machines toward camera.

influence again.

Grayhound's very first machine was called *3-In-One*...a video game offering gaming type amusements (poker, 21) that was approved for operation at Jersey's boardwalk arcades where the unique token in/token out type of play exists today. Coming out at the head of 1983, it was one of the very first videos to offer players a choice of games. Interestingly, Tom Ricci himself sold the very first piece to an operator friend.

But the Ricci philosophy, then as now, was to build a diversified product line, so the company quickly got into the crane business by buying



"kits" from a dutch supplier and producing finished goods at their original Toms River plant. But, Tom recalls GEI's dissatisfaction with those kits, so they decided to build cranes "from scratch". Hence, the Grayhound *Skill Crane* line that's been a staple for the company for some ten years.

GEI also got into video amusement pokers, basketball cages and a pure amusement TV item called *Video Trivia* which turned out to be the company's biggest hit. All told, Tom says they sold some 22,000 of these question/answer games, in configurations ranging from dedicated versions (including countertops) to software conversions.

"I remember we put six girls and three guys in a room loaded with reference books, and that team came up with all the questions that put the sizzle in that game," Tom recalls. "Video Trivia was the sparkplug that really sent this company forward." One outside concern that expressed interest in using these games was the

Greyhound Bus Co., which is a story in itself.

In the early days, GEI spelled its name with an "e" (as in Greyhound). Although there was much talk at the bus company about putting 9" monitor versions of GEI's Trivia game onto their vehicles, the bus people took umbrage that GEI "was using our name". And even though Ed Florimont believed he had earlier rights to the brand name "Greyhound" (from a Jersey Shore midway attraction his family had built), the Ricci brothers ultimately decided to change over to "Grayhound".

"We wondered what they'd think about changing all those





The circuit board repair team (from left): Shannon Hameel, John Pecci, Porn Ruggiero & Jim Applegate. Judging by some of the boards they get from the field, a lot of very old GEI machines are still working in the field.

names on their busses, but figured it was a lot easier all round to change an 'e' to an 'a' in our own name," smiled Tom. "By the way, that trivia deal never went through. There wouldn't have been enough room for the people to get in and out of those seats if we adopted Greyhound's idea," he added.

It wasn't a big disappointment, because GEI was fast becoming a company with a busy and rather diversified product line. Making both amusement and gaming-styled videos (including 8-liners), basketballs, card dispensers and their bread-and-butter line of cranes, the plant was active over in Toms River... eventually too active for its size and efficiency.

So, Tom Ricci decided to make the move over to the Lakewood Industrial Park where a 27,500 sq. ft. facility was perfect for their needs (additional square footage in the building is available if they decide to lease it in the future). They were up

utive offices adjourning the bright reception area are clean and airy, as is the plant behind where Tom's selection of specific products for that period were humming on individual assembly lines.

Grayhound is famous for its cranes. Throughout its history, the company has produced nine different versions, from single venders through their Showcase and up to the Jumbo Crane that won AMOA's "Most Played Redemption Game" award at last year's convention (this award, among others, is displayed in the reception area up front).

But today, the "darling" of GEI's crane line is the *Candy Shop*, the kid-

and running this past December and Tom is proud to note that every one of their 40 employees made the move.

ON THE LINE

When *RePlay* people visited the new factory in July, we saw a facility that's modern inside and out. Exec-

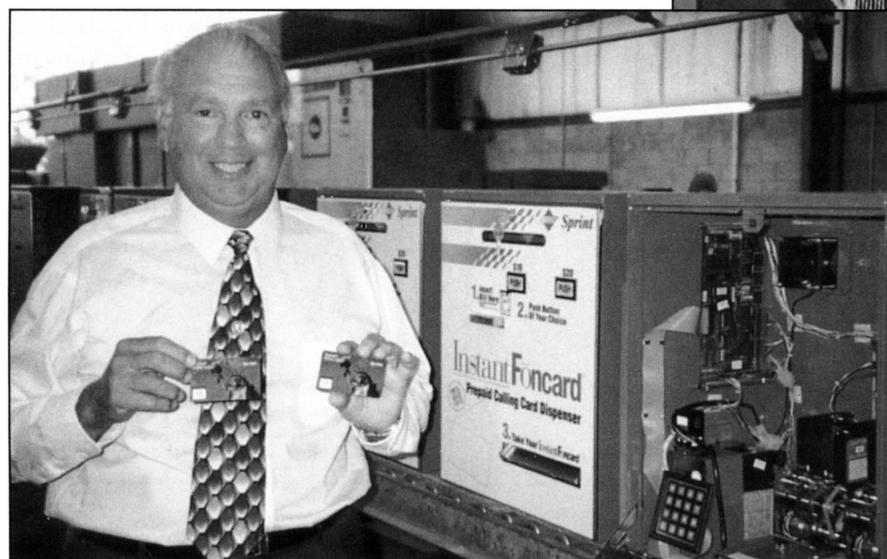
sized candy crane that gives a prize every time. "You'd get a kick seeing how many adults also play the game," said Tom of a machine he clearly loves; and one reason he loves it is that sales have been "excellent!" Business with the other cranes isn't too shabby either, although not what it was during the boom. "But you'd be amazed how our crane sales picked up after we won that AMOA plaque," said Tom. "That kind of industry recognition sure helps."

Basketball sales have slowed in the States right now, but have actually been noteworthy in such offshore markets as Sweden, Finland, Italy, Argentina and Japan where the game itself is hardly the national sport. Grayhound is the licensed manufacturer of Sega Japan's double basketball game called *Vs Challenge*, which itself has done well overseas.

GEI's basketball game, using the small 7" ball, doesn't necessarily need player familiarity because the rules are easily understood and it's obviously fun all by itself. He's hoping the obverse is true with Grayhound's pending soccer cage called

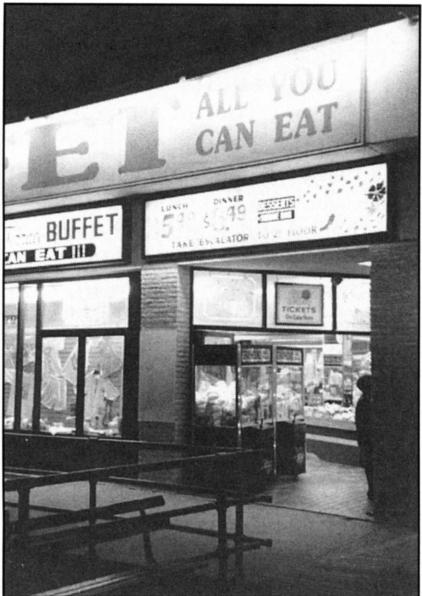


Above, Penalty Kick, GEI's coming soccer cage, was originally shown at ACME as Soccer Shootout. With the World Cup fresh in everyone's mind, release of this novel kicker is very timely. **Left:** the over-the-counter sale of prepaid telephone calling cards is happening, and Tom Ricci's obviously pleased that GEI has a vendor for same up and running. These machines on the line vend \$10 and \$20 debit cards; other denominations are available.



Penalty Kick

Previewed at the last ACME show as *Soccer Shootout*, the renamed *Penalty Kick* is a game most players in the world will recognize instantly; while in America, it'll be just like basketball is in Sweden...just fun to



Grayhound's cranes have been a staple for the factory and are obviously seen up and down the Jersey Shore. Here are a pair in a doorway at an Atlantic City boardwalk eatery.

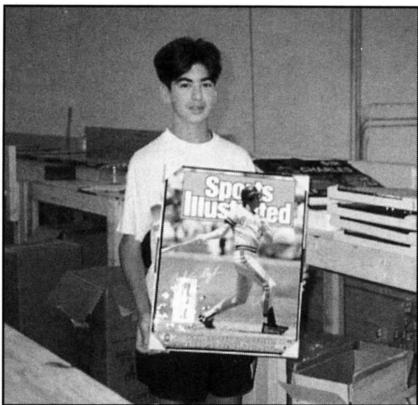
play. At our visit, this soccerball kicking cage was still being tweaked, but Ricci said release was set for Aug. 1.

With all the press and excitement surrounding the World Cup series in the U.S.A. and abroad, the timing couldn't be better for a PVC-pipe cage based on soccer. (It's curious that the final match of the World Cup itself was decided by a penalty kick shootout!) "And remember," Tom reminded us, "the biggest market for *Penalty Kick* is overseas." It could be a bell-ringer for GEI.

Another bell-ringer that's off and running is GEI's telephone debit card vendor they dub the *Model DCD400X* (patent pending). Already in use at some test locations, the machine vends plastic pre-paid calling cards, pre-programmed with monetary values (e.g. \$20 in phone call credits). All a card holder need do is tell the operator his or her PIN number, dial



Bookkeeping staffers Nita Kubler, Teri Espada & Lisa Slocum say hi to the *RePlay* readers.



Family affair? Pete Coulas, Jr. is doing summer apprentice work at GEI. One of Tom Ricci's "ancillary products" these days is his line of art clocks for wall mounting. Here, the timepiece is in the lower-left of the 'Sports Illustrated' cover displayed by young Pete.

the number and they're off.

Tom feels that Grayhound's on the "cutting edge" with the *DCD400X* and says it's a natural marriage wherever payphones are located...bars, bowling alleys, colleges, wherever. This particular GEI machine is not handled through their normal distributors but directly through the company's Value Added Services division, using the same phones as the parent company. Call for further information and literature.

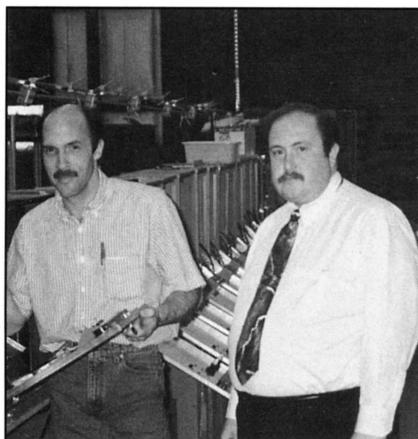
"There are hundreds of calling card companies selling these pre-paid cards over the counter there today," says Tom, "but we have an automatic vendor which offers these people service bookkeeping and security while giving independent operators all kinds of additional location possibilities. The transaction with the location is similar to what goes on with independent phone operators today, 15% of the gross."

THE FUTURE

Chairman and president Tom Ricci...Grayhound salesman since



Kim Morano (operations) & receptionist Lisa Sloat in the "front" front office.



Production veep Ken Holland (l) with purchasing agent Bill Dughi out on the line.

1983, company chief since 1990...is energized and dedicated (he's often the first man at the plant in the morning and the last out at night). He finds the amusement industry "fun" and enjoys making "toys" to entertain people (albeit more electronic and expensive than those found behind the window).

"I like the excitement of the arcade and I love knowing some of those sour faces at the nation's bars break into smiles at times when they play one of our machines," he says. Poker game sales are slow right now, but that could perk up if his Advanced Gaming Ind. division is activated to supply a more robust VLT market (though he candidly feels VLT operations hurt collections and sales of pure-amusement devices and isn't crazy about that idea).

But he sure is crazy about his pre-paid phone card machine and the enormous market that could open to GEI. Grayhound Electronics, Inc. trades on the NASDAQ exchange. Their new factory headquarters is located at 1915 Swarthmore Ave., Lakewood, N.J. 08701. Phones are 908/370-8500 and 800/222-0491. ♦



Pat & Gary Frey (mother and son) at work in Grayhound's parts department.

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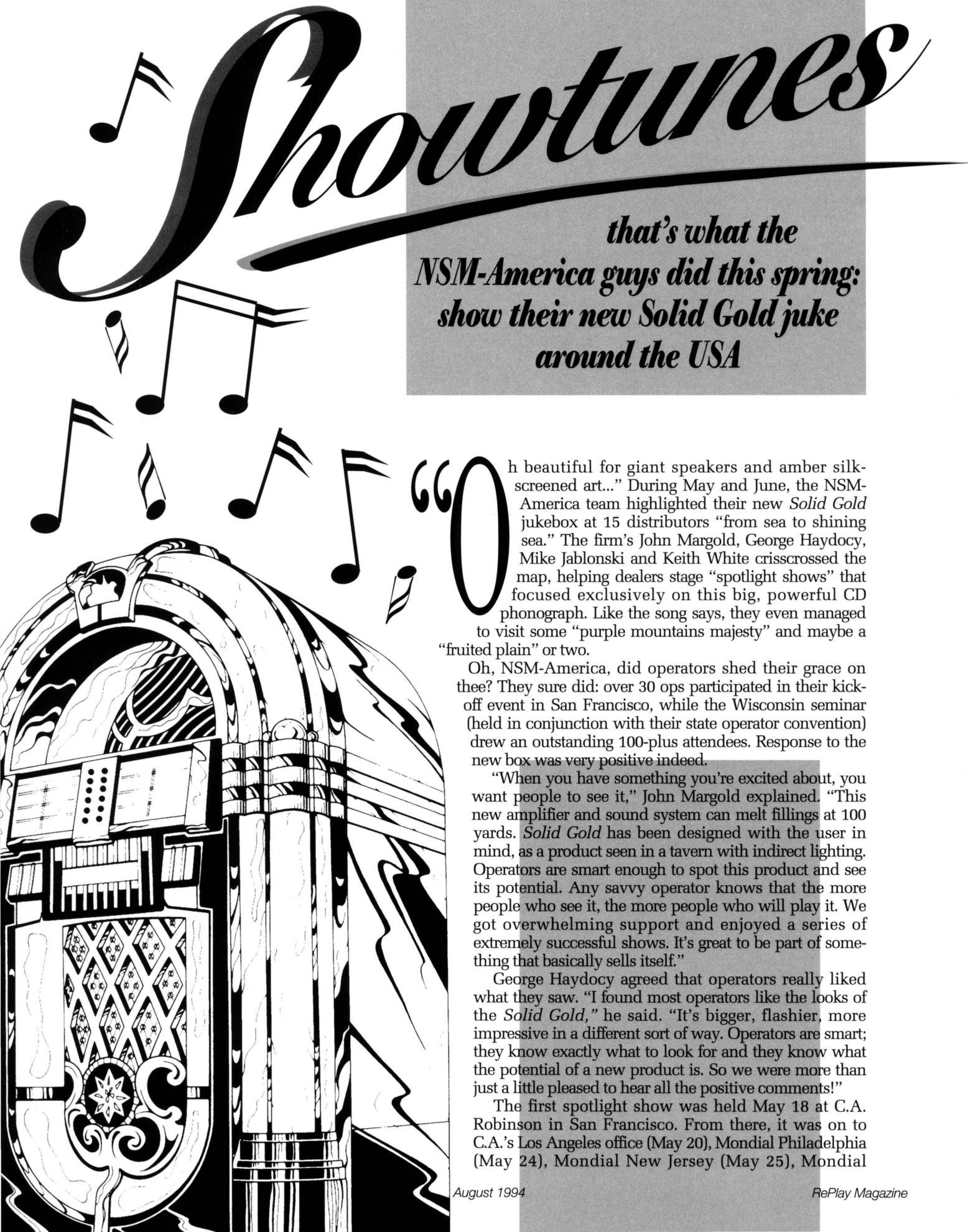
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show their new Solid Gold juke
around the USA*

h beautiful for giant speakers and amber silk-screened art..." During May and June, the NSM-America team highlighted their new *Solid Gold* jukebox at 15 distributors "from sea to shining sea." The firm's John Margold, George Haydoci, Mike Jablonski and Keith White crisscrossed the map, helping dealers stage "spotlight shows" that focused exclusively on this big, powerful CD phonograph. Like the song says, they even managed to visit some "purple mountains majesty" and maybe a "fruited plain" or two.

Oh, NSM-America, did operators shed their grace on thee? They sure did: over 30 ops participated in their kick-off event in San Francisco, while the Wisconsin seminar (held in conjunction with their state operator convention) drew an outstanding 100-plus attendees. Response to the new box was very positive indeed.

"When you have something you're excited about, you want people to see it," John Margold explained. "This new amplifier and sound system can melt fillings at 100 yards. *Solid Gold* has been designed with the user in mind, as a product seen in a tavern with indirect lighting. Operators are smart enough to spot this product and see its potential. Any savvy operator knows that the more people who see it, the more people who will play it. We got overwhelming support and enjoyed a series of extremely successful shows. It's great to be part of something that basically sells itself."

George Haydoci agreed that operators really liked what they saw. "I found most operators like the looks of the *Solid Gold*," he said. "It's bigger, flashier, more impressive in a different sort of way. Operators are smart; they know exactly what to look for and they know what the potential of a new product is. So we were more than just a little pleased to hear all the positive comments!"

The first spotlight show was held May 18 at C.A. Robinson in San Francisco. From there, it was on to C.A.'s Los Angeles office (May 20), Mondial Philadelphia (May 24), Mondial New Jersey (May 25), Mondial

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."

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.900	9,000	1.125	6,000
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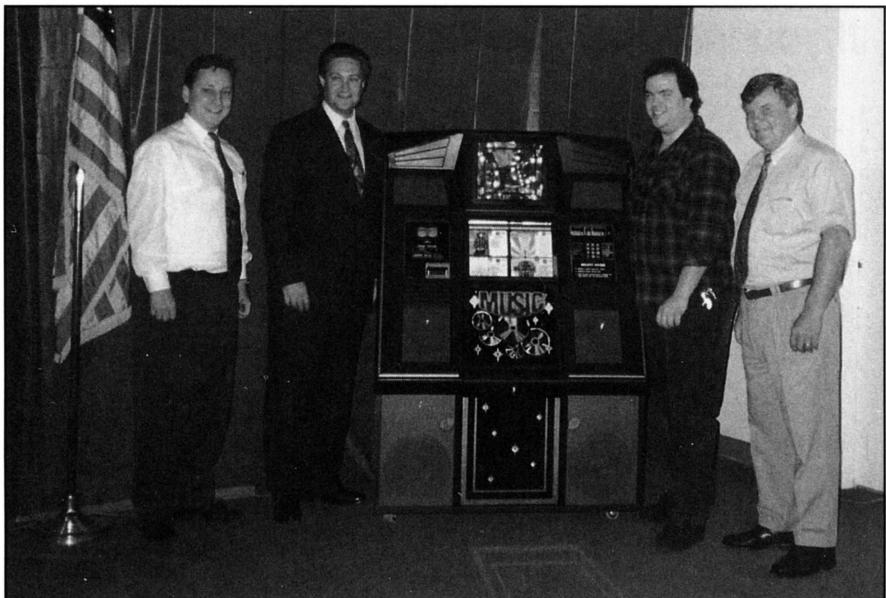
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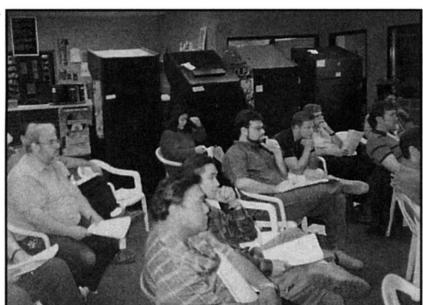
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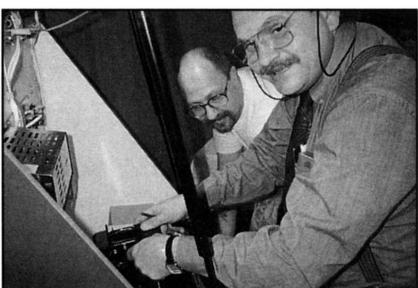
At Mondial's Norwood, Mass. spotlight show: the dealer's Todd Tucker (left) and Fred Smith (right) flank NSM's John Margold and K&H Music's Kevin Mitchell.



NSM-America's new *Solid Gold* jukebox features include an attention-getting "light shower" atop the cabinet, easy access to all components, and a more-powerful sound system.



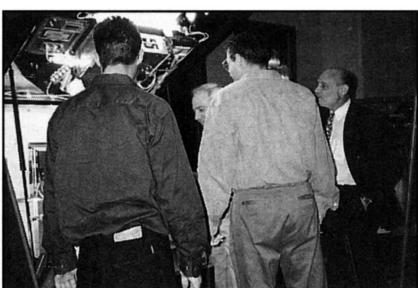
NSM's Keith White can sure hold a crowd's attention! Here are Northern California operators, listening raptly to Keith's service school.



NSM-America national service manager Keith White, at right, with C.A. Robinson/San Francisco's service manager Lance.



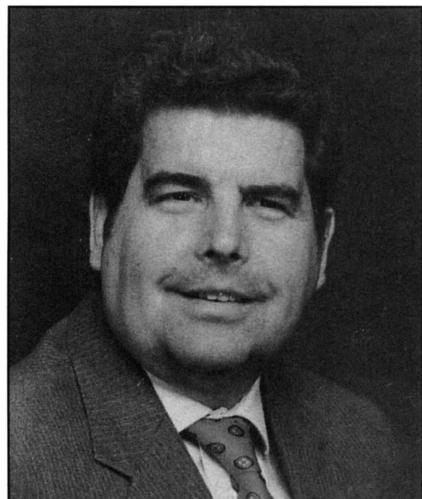
Mondial/Philly staged their spotlight show at Dave & Busters. There's NSM-America EVP John Margold, second from right.



Mondial's headquarters branch put on the New Jersey spotlight show at the Newark Marriott.

Norwood (May 26), Franco (also May 26), Mondial Pittsburgh (June 1), Viking Vending/WAMO (June 3). Rounding out the tour were Mountain

Coin (Albuquerque, Phoenix and Las Vegas — circa June 7), Sunbelt (Irving, Texas and Oklahoma City), and Wild Distributing (Houston, mid-June).



NSM-America national sales manager George Haydocy came down with the flu during the Texas part of his cross-country trek. "My eyes were watering so bad, the guys thought I was crying," he joked. "But even though I was sick, I can't tell you how good it feels to have the operators say they appreciate you're coming out to talk with them."

The NSM guys didn't just sell, they also listened...to their distributors and the operators. "Talking to the operator, hearing his problems, understanding his concerns, makes us a better factory," George Haydocy said. "Operators like to talk directly to somebody from the factory. It's nice to get the praise, but I want to know what they're really thinking and I appreciate their honesty. Operators know they can talk to me and that I can understand, because I've been there." (George, a 35-year industry vet, has done some operating himself.)

John Margold said the spotlight shows helped foster communication, which he calls the key to success. "These shows cement friendships and allow us to hear the operators' concerns directly," he said. "Sometimes it just takes getting out there and meeting our customers. If we forget who our customers are and what they're doing, we can't build the products they need. Every new model that NSM comes out with incorporates changes, updates and new details that are based in part on the input we get from operators."

Solid Gold was designed to earn higher commissions and keep performing reliably with ease of service, NSM-America execs said. Features include an attention-getting "light shower" atop the cabinet, more-compact innards, easy access to all components, and a more-powerful sound system. For more information, contact NSM-America at 708/860-5100.



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1. **DON'T TURN AROUND**, Ace of Base, Arista 12691
2. **CRAZY**, Aerosmith, Geffen 19267
3. **WILD NIGHT**, John Mellencamp w/ Me'Shell Ndegeocello, Mercury 858738
- ★ 4. **ANYTIME YOU NEED A FRIEND**, Mariah Carey, Columbia 77528
- ★ 5. **I SWEAR**, All-4-One, Atlantic 87243
6. **SOME KIND OF WONDERFUL**, Huey Lewis & The News, Elektra 64542
7. **TAKE IT BACK**, Pink Floyd, Columbia 77493
8. **I NEED YOUR LOVE**, Boston, MCA 54803
9. **MISLED**, Celine Dion, 550 Music 77344
10. **NIGHT IN MY VEINS**, The Pretenders, Warner Bros. 18163

CW

1. **SUMMERTIME BLUES**, Alan Jackson, Arista 12697
2. **THE MAN IN LOVE WITH YOU**, George Strait, MCA 54854
- ★ 3. **THINKIN' PROBLEM**, David Ball, Warner Bros. 18250
4. **NATIONAL WORKING WOMAN'S...**, Sammy Kershaw, Mercury 858722
5. **ELVIS & ANDY**, Confederate Railroad, Atlantic 87229
6. **ONE NIGHT A DAY**, Garth Brooks, Liberty 17972
7. **FOOLISH PRIDE**, Travis Tritt, Warner Bros. 18180
8. **HALF THE MAN**, Clint Black, RCA 62878
9. **LIFESTYLES OF THE NOT SO RICH & FAMOUS**, Tracy Bird, MCA 54778
10. **TAKE THESE CHAINS FROM MY HEART**, Lee Roy Parnell, Arista 12695

R&B

- ★ 1. **ALWAYS IN MY HEART**, Tevin Campbell
- ★ 2. **ANYTHING**, SWV, RCA 62834
- ★ 3. **I SWEAR**, All-4-One, Atlantic 87243
- ★ 4. **WHEN CAN I SEE YOU**, Babyface, Epic 77550
5. **THE RIGHT KINDA LOVER**, Patti LaBelle, MCA 54673
6. **CAN'T GET ENOUGH**, El DeBarge, Reprise 18155
7. **BIGGEST PART OF ME**, Take 6, Reprise 18122
- ★ 8. **LEAVIN'**, Tony! Toni! Tone!, Mercury 855762
- ★ 9. **ANYTIME YOU NEED A FRIEND**, Mariah Carey, Columbia 77528
10. **EASE MY MIND**, Arrested Development, Chrysalis 58158

CDs

1. **PURPLE**, Stone Temple Pilots, Atlantic 82607
2. **AUGUST & EVERYTHING AFTER**, Counting Crows, Geffen 24528
3. **NOT A MOMENT TO SOON**, Tim McGraw, Curb 77659
4. **FRUITCAKES**, Jimmy Buffett, Margaritaville 11043
5. **DIVISION BELL**, Pink Floyd, Columbia 64200
6. **WHEN LOVE FINDS YOU**, Vince Gill, MCA 11047
7. **WALK ON**, Boston, MCA 10973
8. **HINTS, ALLEGATIONS & THINGS...**, Collective Soul, Atlantic 82596
9. **ALL-4-ONE**, All-4-One, Atlantic 82588
10. **READ MY MIND**, Reba McEntire, MCA 10973

POP PICK HITS

SHINE

Collective Soul - Atlantic 87237

YOU LET YOUR HEART GO TOO FAST

Spin Doctors - Epic 77600

COUNTRY PICK HITS

DREAMING WITH MY EYES OPEN

Clay Walker - Giant 18139

XXX'S AND OOO'S

Trisha Yearwood - MCA 54898

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Back

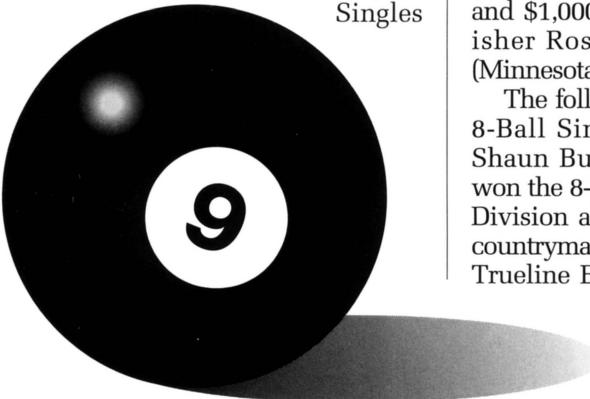
The VNEA hosted a spectacular turnout of amateur pool players at their 14th Annual International Championships in Las Vegas.

More than 4,000 league pool players packed the Grand Ballroom at the Riviera Hotel & Casino in Las Vegas for the 14th Annual Valley National Eight-Ball Association International Championships May 28 through June 4. Organizers said they had never seen such a huge gathering of amateur players from around the world, even for a big tournament such as this.

Competitors from 31 states and eight countries (Australia, Bahamas, Bermuda, Canada, Germany, Netherlands, Spain and the United Kingdom) made up the 650 teams and nearly 2700 singles entrants. The players competed for the title of Champion in 16 distinct divisions on more than 150 Valley pool tables.

SINGLES COMPETITION

The first title up for grabs was 9-Ball Men's Singles



\$2,000 and the 9-Ball Singles Championship after he bested Jason Miller of Gem Music (Ohio), who was awarded \$1,500 for his efforts. Bullseye Inc.'s (Ohio) Mary Waak captured the 9-Ball Women's Singles Masters title and \$1,000, while second place finisher Rose Lee of Dahlco Music (Minnesota) won \$700.

The following day kicked off with 8-Ball Singles action. Australian Shaun Budd of Trueline Billiards won the 8-Ball Men's Singles Regular Division along with \$2,500. Fellow countryman Michael Tillman, also of Trueline Billiards, captured second place and \$2,000, making it clean sweep for the aussies. In 8-Ball Women's Singles Reg-

ular Division. Jim Wagner of State Amusement (Virginia) captured first place and \$1,850 by defeating Dan Hamper of Capital Music (Montana) in the final match. Dan took home \$1,350.

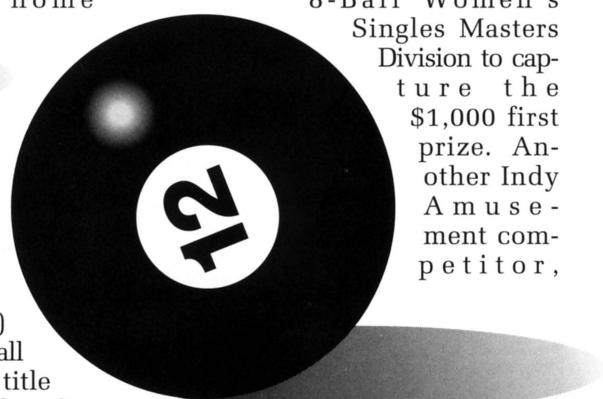
In the 9-Ball Women's Single Regular Division, Mary Rousseau of Nicks Music (Ohio) defeated Kathie McDonald of Challenger Vending (Canada). Mary won \$800 while Kathy claimed \$525.

Dave Black of Cheyenne Music (Wyoming) took home

ular, Stephanie Kessler of Indy Amusements (Indiana) captured the crown and the \$1,300 prize money when she defeated Aron Allen of R&M Music (Oklahoma), who took \$1,000 for second place.

Mike McClain of Wassick Novelty (West Virginia) squeaked past Mike Ray of Indy Amusements to lay claim to the 8-Ball Men's Singles Masters title. McClain took in \$1,500 while Ray nabbed \$950. Gary Jo Syverson of Rushmore Amusement (South Dakota) defeated all competitors in the

8-Ball Women's Singles Masters Division to capture the \$1,000 first prize. Another Indy Amusement competitor,



Diana Minor, captured the runner-up spot and \$800.

The singles events came to a close with the Seniors matches. Clyde Bowles of Capitol Amusements (Washington) and Ray Skenandore of Bay Coin Machine (Wisconsin) place first and second, respectively, in the 8-Ball Men's Singles Senior Division. Clyde pocketed \$850 while Ray took home \$600. The 8-Ball Women's Singles Senior title and \$400 went to



Midway through the tourney, players took a break from competition to relax and socialize during the Suds & Chips Mixer.



Plaques and prize money await their new owners from among the roster of this year's champions.



First place in 8-Ball Men's Team Reg. Div. was the Cranston's team (l to r): Cranston Johnson, Jerry Elliot, Delbert Hall, Doug Dean, Mike McClain and Mike Shaver.

Cheryl Stoiber of Elum Music (Ohio). Cheryl defeated Mary Traylor of Inglis Coin Machine (Idaho), who shot her way to second place and \$300.

The first five days of the tournament also included intense Scotch Doubles competition. The South Dakota pair of Jay Penrod and Karla Seyer from Automatic Vendors captured first place and \$1,000 in the Scotch Doubles Regular Division by defeating Ken Coulter and Donna Drosby from Tri-City Amusements (Indiana). Ken and Donna shared the \$500 second place prize. Cathy Gowin and Gary Kirkland of Challenger Vending were the top pair in the Scotch Doubles Masters Division, besting Martha Hartsell and Donald Baker of Primo Pastimes Enterprises (Oregon). The first place pair received \$1,000 and second place took home \$500.

THE BIG EVENT

With the conclusion of the Singles and Scotch Doubles matches, it was time for the much-anticipated team events. The legendary Red Jones led the way for the Team Opening Ceremonies Tuesday evening in the Grand Ballroom. He was followed by a colorful parade of flags, which included player representatives from every state and country in attendance.

Highlighting the Opening Ceremonies was the induction of VNEA members into the first ever VNEA Amateur Pool Player "Hall of Fame." The five inductees were Jack Dunbar, Derrick Music; Tony Liburdi, Town & Country Amusement; Janene Hague, Dahlco Music; Dick Spitzer, Rushmore Amusement; and Larry Martin, Gapter Amusement. The five initial members each received a Hall of Fame satin jacket, certificate and a limited edition VNEA Hall of Fame trading card set, which they graciously autographed after the ceremonies. The good times continued with the Suds and Chips Mixer, a great party featuring food and drinks, as well as the vintage rock sounds of Li'l Emo and the Cosmos.

Team competition began early Wednesday morning, with over 500 Men's teams and 154 Women's teams engaged in four days of grueling competition. When the dust settled on Saturday, only a handful of teams were left to battle it out for the Championship crown.

Cranston's from Wassick Novelty (West Virginia) took top honors in a

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8-Ball Women's Team Reg. Div. champs Ship & Shore #5 (l to r): Kay Sancrant, Mary Russeau, Vicki Patterson and Dawn Fital.



8-Ball Men's Team Masters Div. went to Brickyard Blues (l to r): John Angel (Indy Amuse.), Mike Ray, Danny Martin, Steve Oaks, Ron Morton and Paul Bowman.



Stingrays/Strykers took the title in 8-Ball Women's Team Masters Div. (l to r): Cathy Krentz, Debbie Barnholdt, Judith Gangelhoff and Karen Wold.



14th Annual Men's All-Star Team. First team/front row (l to r): Mike Ray, Paul Bowman and Larry Jackson (not shown: Mike Pancerny and Mike McClain). Second team/back row: Ken Boam, Ron Morton and Tony Blankenship (not shown: Larry Behrens and Paul Mottey).

field of 476 teams in the Men's Regular Team Division. They brought in \$6,000 after defeating Red Horse #1 from Lorain Music (Ohio) in the final match. Red Horse #1 took home \$4,500 for their second place finish.



The Women's All-Star Team. First team (from left): Kathie MacDonald (F1), Diana Minor (F2), Karen Wold (B3), Rose Lee (F4) and Dawn Fital (F5). Second team: Linda Ellis (B1), Peanut Glass (B2), Mary Russeau (B4) and Vicki Patterson (B6). Stephanie Kessler (F3) and Kay Sancrant (B5) won Honorable Mention.



Greg Jenkins (l) of Sydney, Australia was the lucky winner in the Valley El Tigre home pool table giveaway. Presenting the table is VNEA exec director Gregg Elliott.



Warren Kelly Meritorious Service Award recipients (back row, l to r): Gary Nelson, Emil Marcket, Gene Urso, Bill Nemgar and Paul Huebler; Front row: Chuck Milhem, Tami Norberg-Paulsen (1994 recipient) and Red Jones.

Ship & Shore 5 topped the Women's Regular Team Division, taking a purse of \$3,500. The ladies from Nick's Music (Ohio) snuck past Fatso's Ladies from Capitol Amusement (Washington), handing them second place and \$2,300.

Indy Amusements boasted another winner in the 8-Ball Men's Team Masters Division. The Brickyard Blues took home \$6,000 and first place after besting Hotshots from Amusement Supply (Pennsylvania). Hotshots second place finish earned them \$3,800. A pair of Minnesota teams fought it out for the 8-Ball Women's Team Masters title. Sting-

rays/Strykers of C&N Sales edged out Fabulous Ferns of Dahlco Music to lay claim to the \$2,500 first place prize. The Fabulous Ferns grabbed \$1,700 for second place.

AWARDS GALA

With the sinking of the last 8-Ball, the stage was set for the extravagant Awards Banquet. The event drew more than 2,000 well-dressed guests, who were treated to a fun-filled evening of awards, dining and entertainment. The tournament director and master of ceremonies, Gary Benson of Ft. Collins, Colo., welcomed everyone and presented the divisional winner with their trophies. Also recognized were the 1994 International Championships All-Star Teams. The teams were chosen for their achievements based on a point system awarding excellence throughout the week of the tournament.

The banquet was also the stage for the presentation of the 1994 Warren Kelly Meritorious Service Award. This is the highest award given by the VNEA, and is in memory of Warren Kelly, who was great believer in the organization. VNEA president and last year's award recipient Gene Urso of Madison Coin Machine (Monona, Wisc.) presented this year's recipient, Tami-Norberg Paulsen of C&N Sales (Mankato, Minn.), with the prestigious honor.

Earlier in the week at the President's Reception, Lifetime Sanction Cards were presented to Chuck Milhem, president of Valley Recreation Products; pool great Red Jones; and Emil Marcket, Valley Recreation Products. Presented by Gene Urso, the cards exemplify a lifetime of commitment to the VNEA. Also during the week, several Charter Holders were recognized with the VNEA's Golden "8" Awards for major achievements throughout their league season.

The season finale was a stunning success for the players and the VNEA, who thanked their manufacturer members for their continued commitment and support. The VNEA was especially grateful for the help from the major sponsors of this year's Championships: Valley Recreation Products, LEANI Slate Company, Huebler Industries and McDermott Cues. Each of these very important sponsors were awarded a beautiful crystal ice bucket by VNEA exec director Gregg Elliot. ♦

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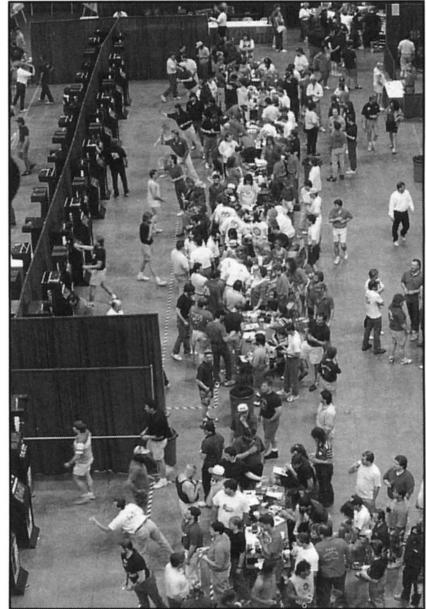


WAMO DART-O

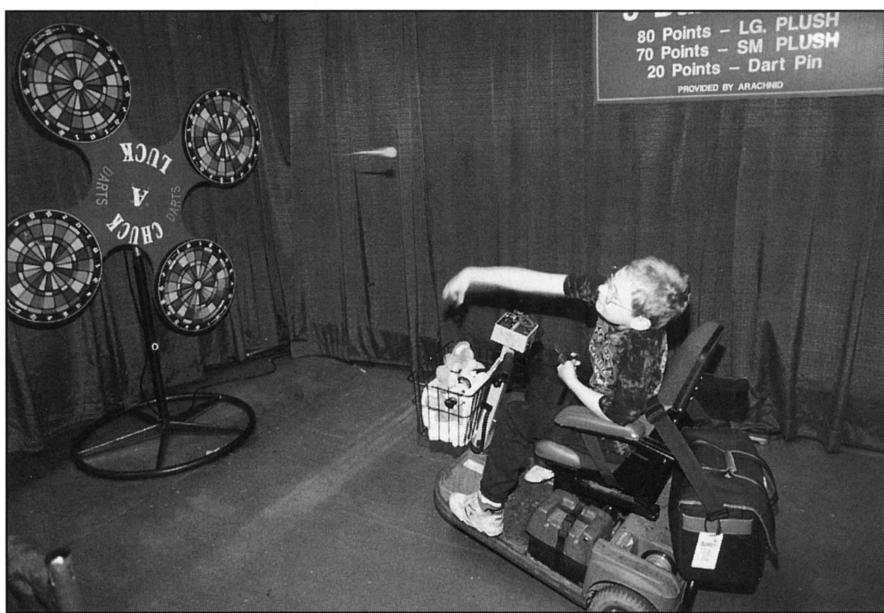
Wisconsin operators stage "our finest event to date"



The volunteer WAMO dart tournament committee secured the use of 160 electronic dart games.



It's easy to see why Wisconsin is widely regarded as the birthplace of electronic darts. The state certainly is big on leagues.



At the "Chuck-A-Luck" wheel, contestants could try their hand at winning a stuffed animal.

Darters from across America's heartland zeroed in on La Cross, Wisc., where the Wisconsin Amusement and Music Operators recently held their 10th Anniversary Dart Tournament. More than 55 operators of organized and WAMO sanctioned dart leagues made it to the La Cross Center for four days of competition. A total of 2991 individuals players made up the 4717 entries in their attempt to win a share of the \$73,430 in combined purse and awards. In

addition, \$17,000 made its way to charity (the MDA). These numbers surpass all previous records.

The volunteer WAMO Dart Tournament Committee took care of the details, scheduling the competition and acquiring the use of 160 coin-op dart games from Arachnid, Merit and Valley Recreation. With the kind of turnout seen at this year's event, every one of these machines was needed. The championships exemplified the teamwork and cooperation

needed between league and business to create such a huge success.

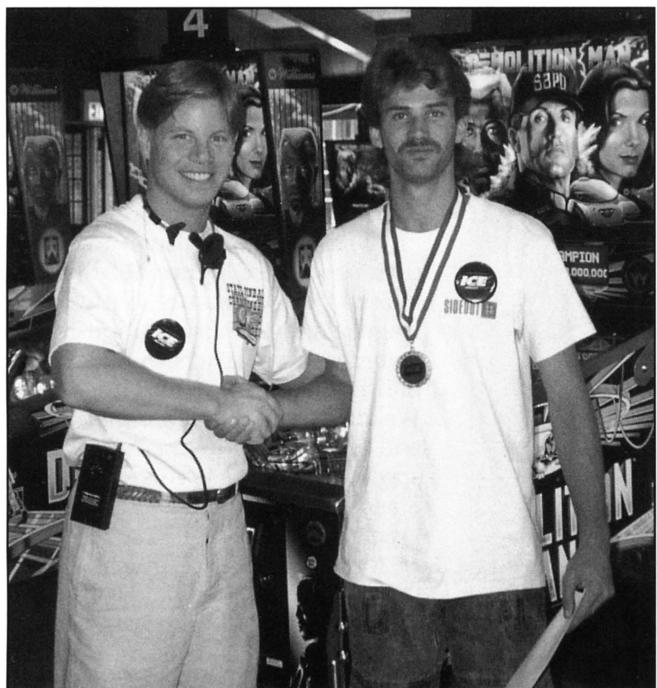
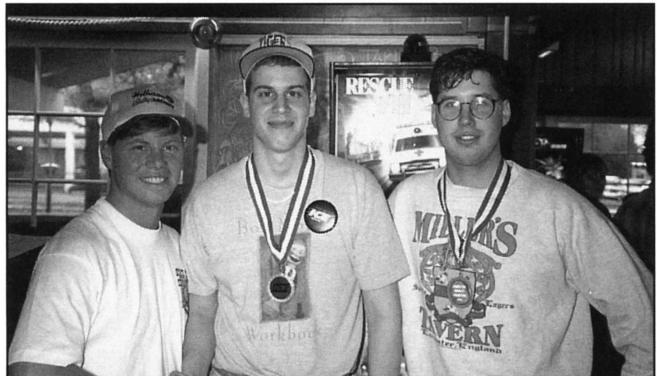
"This was our finest event to date," said Mike Bohrer, WAMO president. "Through our network of leagues and the cooperation of our volunteers, we have been fortunate to build this event to what it is today. We are very proud of our player base and all contributing parties. A very special thanks has to go to the team at Stansfield Vending. I felt they did an excellent job."

Along with Stansfield Vending and the committee officials and volunteers, the tournament was greatly assisted by Pioneer Service and Viking Vending, who provided the use of their dart games, and Arachnid, which brought its unique Chuck-A-Wheel dart board for some added fun. The Video Doctors also donated raffle prizes and shuttle service for the event.

All in all, it was a great way to celebrate ten years of growth in soft-tip darting. The WAMO charter members should be proud of all they've done over the years to make competitive darting what it is today. Thanks to their efforts, the league scene looks like it here to stay.

TOURNAMENT

HIGHLIGHTS



OCMA/ICE DRAFT PINBALL

Eighty pinball enthusiasts converged on the Olentangy Inn in Ohio May 14-15 for a tournament sponsored by the *Ohio Coin Machine Association* and *Budweiser Ice Draft*. The total prize money awarded added up to \$1,500 and another \$1,000 was donated by the OCMA to the Kids N' Kamp organization. The players competed on 24 tables in Open Singles, Pinmaster Singles and Doubles categories. All the players went home Sunday with a pinball calendar and other promotional items provided by Budweiser, Williams-Bally/Midway and Premier Technology. Picture above is tourney official Andy Shaffer

(l) with Doubles champs Tim Morse and James Miller (Auburn Hills & Waterford, Mich); picture below them is Andy with Open Singles winner Shannon Stafford (Columbus, Ohio). Charles Michel of Columbus took home the first place Pinmaster Singles title. Assisting in the tournament through game and tech support were Atlas Dist. Co., Shaffer Dist. Co. and Shaffer Services, Inc.

VALLEY GOLD UPDATE

The Valley Gold Cup Qualifiers across the country will determine who goes to Vegas in July for the finals. A. Van Brackel & Sons of Defiance, Iowa held its fourth annual Qualifier March 11-12 in Milano's Banquet Room in Lima. Seven events kept the 130 entries busy competing for \$1,300 in cash and four trips to the championships. Pictured above (l to r): Linda Miller, Penny Vargo, Max Green and Dusty Rhoad are bound for Vegas....The Bros Amusement & Games ran a successful Valley Gold March 25-27 at the St. Cloud (Minn.) Holiday Inn. Four hundred players vied for \$5,000 and a spot in the finals, but it was Cristy Paulsen of Albertville and Tom Berg of Sauk Rapids who ended up on top....In Sacramento, Calif., 4J's Funtime used a modified Chicago style in two men's and two women's events double elimination events March 26-27 and April 24. This set the scene for the 44 players to take their shot at \$610 cash and four trips. The big winners were Ellen Cole and Jerry Kohl of Sacramento, Rick Davis of Roseville and Valarie Patterson of Rocklin....The Cheyenne (Wyo.) Valley Dart League held their first Valley Gold, hosted by Cheyenne Vending and Amusement, Inc., at the Mayflower Lounge April 8-10. In the tense finals, Melissa Luttral edged out Jessica Beckhold in Women's Singles, while Jim Irwin





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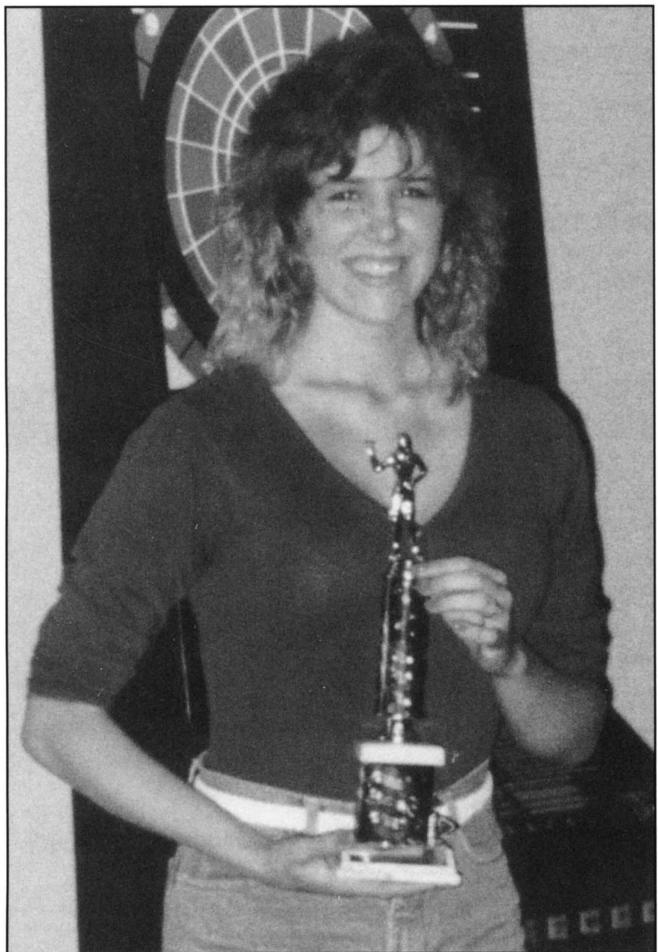
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Return to: Jill Mateja, AMOA, 401 North Michigan Ave., Chicago, IL 60611-4267 — 312.245.1021 or FAX 312.245.1085

bested Chris Foy to take the Men's title.... Everything was just peachy for *Barlow Amusement & Music Co.*'s first Valley Gold Qualifier at the Heritage House Banquet in Albany, Georgia April 9. After 11 hours of Cricket and 301 in men's and women's single events, Melani McCooley of Albany (pictured below) and Dave Mullins of Leesburg won a place in Vegas....Menomonie, Wisc.'s *Coin Machines, Inc.* brought together 124 players to compete for \$1090 in six events at the Holiday Manor, Best Western. They set up dart machines throughout the bar and even had a couple of boards outside. Patricia Jesse of Roberts, Pat Langsdale of Meno-



monie, Brian K. Flick of Black River Falls and Dennis Wellington of Webster were the lucky Vegas winners.... The Eagles Nest in Lorain, Ohio was the place for *Ohio Vending Machine Inc.*'s inaugural Northern Shootout and Valley Cup Qualifier. There were raffles, door prizes and a \$3,300 pot to give the 178 players some incentive. The winners were Dave Turrill and Alicia Twining of Elyria, and Darryl Lubinski and Debbie Bilyj of North Ridgeville....A light showing led *American Entertainment Inc.* organizers to delay the start of their tourney, but soon more than 40 players turned up at Lucy and Ethel's Sports Bar in Big Bend, Wisc. Leanne

Schaumberg and P.J. Essig of Muskego, and Mike Hardy and Randy Plautz of Waukesha are heading for Vegas....*Dart Systems Hawaii, Inc.* held a truly tropical Valley Gold in Honolulu. They'll be sending Colin Sim of Honolulu and Bonnie Pedro of Waianae as their Vegas trip winners....*Salmon River Amusement* held its June Valley Gold Qualifier in Salmon, Idaho, drawing players from all over the wild west. Heading to Vegas are Kim Thurston of Florence, Montana and Ernie Wicks of Hamilton, Montana....*Diggers West* of Toledo, Ohio held a successful Valley Gold this summer. Toledo's Dave Reynolds, Terri Schnee, Gary Keller and Sharon Hakius will be going to the finals.... Congratulations to all of you!

PINBALL SHOW '94

Despite the temperature, which hovered around 115 degrees, parched pinheads gathered at the Safari Resort in Scottsdale, Arizona June 25-26 to participate in tournaments and play close to 100 games at the fifth annual Pinball Show. They were joined exhibitors Fabulous Fantasies, For Amusement Only, Amusement Sales, Gameroom Warehouse, Pinball Lizard, Coast to Coast Audio, Pinball Journal, Pachinko Paradise and Pinball Expo. Locals Mark Staltari, Dave Vogt and Julia Slayton provided pinballs from their collections, which were available to play, while distributors Mountain Coin and Betson Pacific supplied the latest games. Tim Seckal of Data East was the featured banquet speaker, and Williams' Steve Kordek, Tom Cahill and Roger Sharpe discussed the future of pinball and the concept of licensing. Tourny finals were held Sunday afternoon. Keith Elwin was the Bally division winner and received a *World Cup Soccer* pingame; Dave Hegge prevailed in the Data East division and won a *WWF Royal Rumble*. The Women's division went to Barbara Chablewski, and the electro-mechanical title was won by Hal Erickson. Rick Miller took home a *Gladiators* pinball donated by Premier Technology for Sundays raffle, which brought in \$1,500 for the Make-A-Wish Foundation. Plans are underway for next year's Pinball Show, with dates to be announced. For more information, contact Bruce Carlton at 602/831-9699.

ADA SHOOTOUT

The '94 North Texas Shootout drew such a tremendous response that steel-tip and soft-tip events had to split across two consecutive weekends. Steel-tippers played Feb 4-6, and soft-tip was hosted Feb 11-13. A total of 14 events drew 630 entries and paid out \$8,373 in prize money. Excellent participation from members and sponsor support made it a total success. The Point After North in Lewisville, Texas hosted the steel-tip events, while j.b. Hiccups, also in Lewisville, supported the soft-tip competition and the fall awards ceremony. At the soft-tip event, 10 Valley dart machines lined the sports club wall, and 42 shooters earned prize money. (That was 43 percent of the entries, which proves that the handicap system is really working.) Both venues provided food, fun and a substantial contribution to the prize fund. Congratulations to all.

COVER STORY



A look back ten years ago to the birth of Premier Technology and their first products. Showing off initial production models of *Touchdown* and *El Dorado* are (left to right) Premier executives Paul Micek, Gil Pollock and Bob Fesjian. Below, Pollock and Fesjian in the line of *Touchdown* pins heading for final inspection/shipping point.



fun, licensed pinballs claim larger market share as flipper factory marks its 10th anniversary.

The year is 1984. George Orwell's predictions of "Big Brother" are turning out to be dead wrong. America is just about to reelect a popular president; freedom is on the rise around the globe. The nation's economy is booming, but a long shadow falls

across coin-op land: the industry continues to suffer from a lengthy drought in machine sales. Is this any time to launch a new pinball factory?

"Absolutely!" was the answer from Embassy Electronics' Gil Pollock and Mondial Distributing's Suren Fesjian. "We have abundant faith in the present and future of pinball." These trade veterans formed a bold new partnership called Premier Technology. In October, 1984, they purchased the pinball assets of D. Gottlieb and Co. (a division of Mylstar Electronics) from its then-owner, Columbia Pictures. Gottlieb

PREMIER'S PROUD DECADE



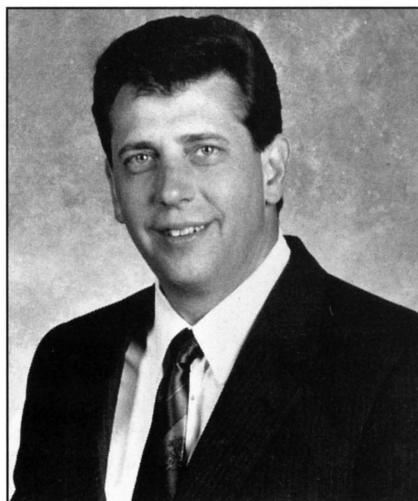
VP Steve Walton



Marketing Manager/Int'l. Sales Director L.J. Greene



See your authorized Gottlieb Premier distributor for a Summer Special on this great game.



President Gil Pollock

your mission." Starting with its very first title, a football-themed flipper called *Touchdown*, Premier began building a steady stream of reliable, appealing, profitable pinball games at their Bensenville, Ill. factory.

Today, Premier is one of the enduring constellations in the coin-op galaxy. Since bringing out their popular *Cue Ball Wizard* and continuing through their latest hit, *Rescue 911*, Premier has claimed a significant increase in market share during recent times. Their next game is called *Freddy: A Nightmare on Elm*

had been one of the historic names in pinball since 1927. President Pollock and the Fesjian family vowed to revive the Gottlieb magic. "We have a mission here," Pollock told *RePlay* at the time. "This company is basically in business to make pinball machines."

Ten years later, we can look back and say "Congratulations, Premier. You kept the faith...and achieved

Street, based on the hit series of horror films. This game will debut at next month's AMOA Expo...and Premier promises to keep the quality and reliability coming. After a boom year for pinball sales in 1992-3, "We expect our sales for 1994 to be equal or better," Gil Pollock reported proudly.

AIMING HIGH

Premier's mission hasn't changed much since 1984: they still make good, solid pinballs as their signature product. Their design strategy back then was to go for basic, understandable, reliable machines with compelling, up-to-date gameplay and electronics. With the addition of licensed themes and updated technology, this same basic strategy serves them very well today.

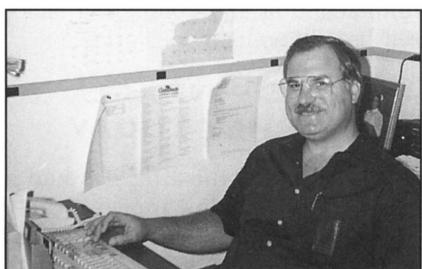
"Our goal is to create pinball



Robert Englund and some of the "Freddy" design crew.

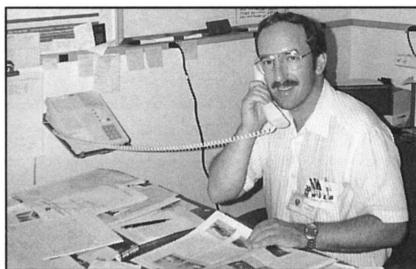


"Freddy" (Robert Englund) comes out in the sound studio. Sound engineer Craig Beierwaltes stands to his right.

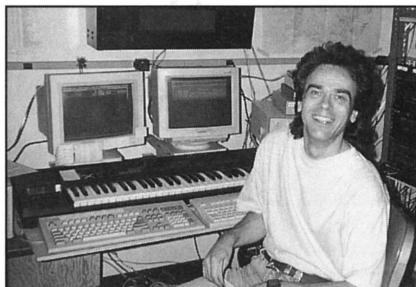


Vice president of engineering Mike Vrettos.

machines that will be both thrilling to play and simple to operate," Gil Pollock stated for this 10th anniversary story. "In the fall of last year, Premier became the only pinball manufacturer that was UL listed. Additionally, before putting any new mechanical features on the playfield, our engineering department goes through careful steps to ensure that these



Premier's director of engineering, John Buras, helps an operator.



Sound engineer Duane Decker.

items are life-tested for reliability."

Operator-friendliness is a key concept at Premier. "As the games become more sophisticated and fun to play, they *cannot* become less reliable," Pollock declared. "This is the ultimate responsibility of the manufacturer. It doesn't reward anyone to develop a game that attracts a great deal of play, but doesn't hold up while being played. Premier has always prided itself in its level of product reliability, which — coupled with rejuvenated product appeal — have been the keys to our increase in market share during the past several years."

LICENSING IS A PLUS

Premier cites "great success" with its licensed titles. For example, *Rescue 911*, based on the hit TV show, is currently enjoying a good long "ride"

on the Player's Choice chart. The game includes a mobile helicopter on the playfield which can pick up and deliver the pinball to various points, allowing players to re-enact the missions of real rescue teams. "Our designers have great fun working with licensed titles because it gives their initial ideas more focus," explained VP Steve Walton. "Licensing allows them to recreate dynamic scenes and characters in the pinball world."

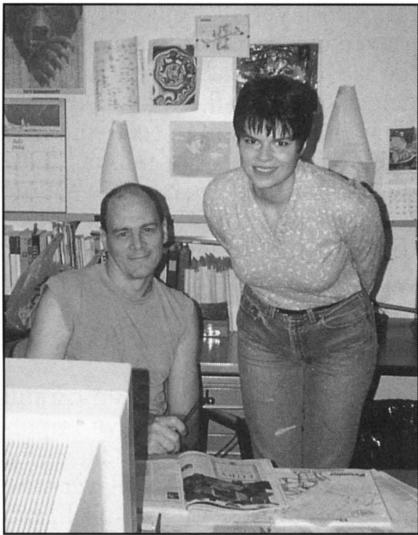
Yet Premier maintains a careful appreciation of the relative importance of licensed themes. "Licensing is important to attract a player who might not normally play pinball, and to generate enthusiasm in the marketplace," Gil Pollock pointed out. "But we believe a license is only as good as the pinball machine to which it is attached. In order to enjoy maximum longevity of earnings, the playfield is critical: it must be solid and charismatic no matter what the license. A license will only attract the player's first set of quarters. After that, the game must offer a strong, challenging playfield with significant depth in the gameplay rules."

Here again, the current *Rescue 911* shows this truth in action. It's been one of Premier's most successful releases to date, enjoying a long production run and generating long-term earnings for operators. "Players are initially attracted by the theme and the helicopter feature," said marketing director L.J. Greene. "But the game's rule depth and variety of shots keeps them playing, time and time again."

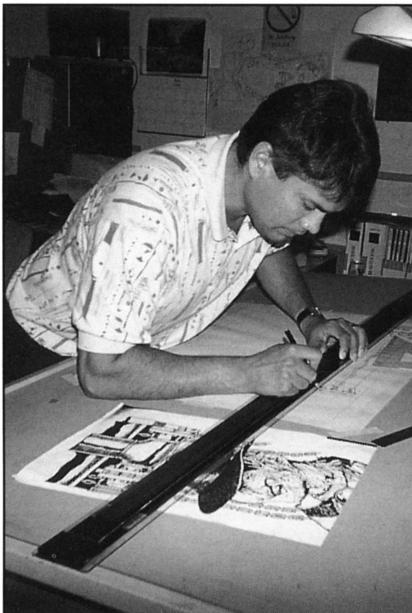
The company says it will continue to use licensed themes from the entertainment world as long as the market supports this trend. If anything, this may mean an increase in the number of licensed products. "Licensing seems to be at a peak now, since a great number of games are licensed titles already," said Pollock. "But we do see a continued trend in this direction, given that more and more operators are attracted by theme recognition and high-profile publicity."

PROMOTIONS & TIE-INS

Of course, licensed titles (and the lavish PR campaigns which surround hit entertainment properties) lend themselves to promotions of all kinds. Premier is right on top of this trend, too. At the 1994 AMCE show



Programmers Allen Edwall and Alycen Hareas.



Artist Connie Mitchell hard at work.



Premier accounting employees are the happiest in the world! Pictured are Colette Bachmier and Zorka Nikolai.



Not even one game would make it on the truck without Billy Hamilton.



Inga Stoermer counts cash.

last March, the company ran a tournament on *Rescue 911* between local police, firemen and paramedics. The winning team (Rosemont Police) received two units of the game — one for their station, and one for their favorite charity, the Maryville Academy of Youth which educates youngsters from broken and troubled homes. The academy was thrilled with the game, which — as Premier likes to point out — "stresses the value of life."

Several promos are also in the works for Premier's 10th anniversary, which actually falls in October. These

programs will be introduced with Premier's next flipper game at AMOA Expo from Sept. 22-24 in San Antonio, said the firm.

THE KEY WORD: TEAMWORK

Premier is proud of its designers and their vital role in crafting great pinball games. *Rescue 911* was a group effort by Bill Parker, Ray Tanzer and Jon Norris. This same team has created the company's next release, *Freddy: Nightmare on Elm Street*. Recently added to the stable is programmer Brian Bilicki, dot-matrix artist Vicennia Jordon, and a new computer artist, Susan O'Reilly. Contributions by all three will be seen on *Freddy*. "As our market share continues to grow, we invest in our creative and engineering departments to continuously improve our games," Gil Pollock stated.

That intimate link of the design

and engineering departments is what defines the very art form of pinball. Premier Technology is keenly aware of that link, and they strive to nurture it for the benefit of the product, the operator and the player. "Premier's corporate philosophy can best be described in a single word — teamwork," said Gil Pollock. "Each department of our company merges with into a team whose top priority is providing the operator with a wide range of dynamic, quality product."

Pollock continued: "Our engineering department is unique, in that all ideas are freely and openly discussed without regard to 'who designed the game.' We think of the game design process as the ultimate act of teamwork in that all members of the engineering department treat the game as if it were their own."

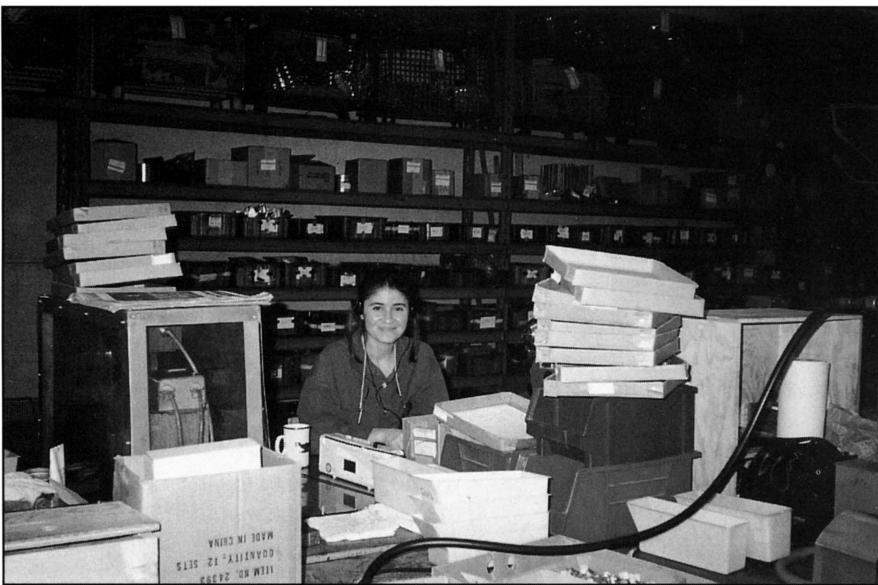
Sales and marketing departments play an important role in this process as well, the company chief explained. "Their responsibility is to maintain communication with the operator base and to ensure that this feedback is continually delivered to the engineering and design staff," Gil said. "New ideas from the marketplace are constantly being incorporated into our designs."

"Needless to say, not even one game can be shipped without the manufacturing group," Pollock went on. "It is this team which is most critical to the quality and reliability of each machine. Some of our employees have been at Gottlieb for the whole of their working lives. The dedication and loyalty of these Premier team members, we feel, is unmatched at any competing factory," he said with obvious pride.

THE PINBALL MARKET TODAY

All of this dedication has had a clear payoff in the marketplace. While pinball sales for all factories worldwide have returned to normal, historic levels from the "boom" of 1992-93, Premier believes its basic market share has permanently increased. The company sites "significant inroads" in the German market, thanks to a good push by its local distributor Tuning Electronics. "France remains strong and is our biggest European market," Pollock said.

The growing industry in Asia and the Pacific has also boosted Premier's output. "In Asia, we've done well in



Pinball production is as complex as building an automobile. Quality control happens here.



Taiwan and Singapore, and are looking forward to selling a lot of games in Hong Kong, where pinball has just been legalized," Gil pointed out. "Of course, we also have high hopes for China, where there was great interest in our *World Challenge Soccer* during the exhibition held there in March." The company also cited very fine results in Australia in recent times.

Latin America "got reacquainted" with the Gottlieb name in 1992 and 1993, and Premier sales remain elevated in that part of the world — especially in Uruguay and Argentina. Premier exhibited at the SALEX show in Sao Paulo, Brazil during the summer, and reports excellent earnings for the many units of *Rescue 911* which are found in Brazil's major arcade chain.

At the time of its founding 10 years ago, Premier said it might try a

novelty game now and then. In fact, it's done more than that: Premier has dabbled with novelties and even tried a video game or two, several years ago. The company also has a VLT line, although foreign markets are performing better than the USA these days. Starting in 1992, Premier produced some very clever pinball-type redemption games for adults and for the kiddies. They continue to study this niche and Pollock feels it has "huge potential." Look for more redemption products from Premier at AMOA Expo '94, and during the fourth quarter of this year.

In all, Premier Technology has built a record to be proud of during these 10 years. The future, too, looks bright as pinball fans everywhere anticipate the continuation of the Premier/Gottlieb names in all their glory. Congratulations, Premier! ♦

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BIG AL'S CORNER

BY ALAN FOSTER



WELCOME BACK

Can you believe August is already here? The last summer month before school starts. I hope your summer take has been up to your expectations. Unfortunately though, I keep picking up a lot of negativity (bad thoughts) from many operators and owners. Some feel the industry is in a down cycle, while others want to know where their customers went.

In past articles, I've talked about increasing business during slow months, particularly winter. If you're currently slow in the summer peak, read some of

my columns in the back issues of *RePlay* and try a few of the

examples I've given for increasing business. One thing that is hurting business here in California and other states are pogs. For those of you who don't know what pogs are, let me explain. A pog is a small circular cardboard object (originally they were used as milk caps) that kids place on the ground and attempt to flip over by hitting them with another heavier object. That's it.

Pogs range in price from \$2 each to 10 for \$1. In California, it's easy to spot the stores that sell pogs — they have a line of customers out the door from the time they open to the time they close. Children are spending their money to purchase pogs instead of playing video games. I can drive down any street in the afternoon and see hundreds of people playing pogs on the sidewalks, driveways, streets, etc.

Three months ago, I wrote about selling merchandise in your redemption center to increase profits — have any bells gone off yet? If your customers are in a store down the street buying something that you don't have, why not sell it to them in your arcade, FEC or store? If word gets out that the arcade sells something that everyone wants, don't you think they

would rather go to the arcade to buy it than to an ordinary store? Who knows, they may even play a few games while they're looking around.

If you have a video game that has gone down in returns, you either move it, sell it or convert it. You make a change to bring in more profit. If business is slow and customers are in a store down the street, think about ways to get them back.

While I'm not promoting pogs (in fact, I've never even played the game), the new craze is a good example of a way to possibly earn more profits. For example, that old, broken down air hockey or pool table could be used for pog playing. You could set up tournaments, have instructors, etc. Wouldn't you rather have your customers back playing in your arcade?

The new craze might be something totally different in your state or country. The point is: Don't just sit around and watch your customer base wither away. If you have an opportunity to make a better return and keep your business alive, then do it.

Once again, feel free to write with your comments or questions to: Alan Foster, Big Al's corner, P.O. Box 901382, Palmdale, CA 93590-1382 USA.





Visitors to SoccerFest were greeted by the giant soccer ball looming over the information booth.

Promoters of World Cup USA 1994 have worked hard to foment enthusiasm in this country for the world's most popular sport. The games have received plenty of exposure, both before and during the tournament, and many companies have jumped at the chance to be a part of the international phenomenon that reaches over one billion people. Even coin-op has gotten into the act with more than one manufacturer releasing a soccer-based title in the months and weeks before this once-every-four-years spectacle landed on these shores.

During the last ten days of the World Cup, which encompassed the quarter-finals, semi-finals and championship game, the soccer experience was placed on prominent display at SoccerFest, sponsored by Coca-Cola and held at the recently

refurbished Los Angeles Convention Center from July 8-17. This "theme park" for soccer fans provided exhibits, entertainment, international food, merchandise and a number of activities, including a makeshift arcade called the Sega Soccer Carnival (Sega USA had several home video games on hand). Representing the coin-op industry in the hopes of creating product awareness among a world audience was L.A.-based distributor C.A. Robinson & Co., which provided 18 of Midway Mfg.'s *World Cup Soccer* pinball games. Tornado Table Soccer's outgoing president Dave Courington was also on hand to organize a day-long tournament on equipment from his company.

"Players don't always get a chance to see the newest and the best products," said C.A. Robinson's Ira Bettelman.

SOCER FAN FAIR

coin-op puts its best foot forward at the ten-day SoccerFest, presented by Coca-Cola at the Los Angeles Convention Center



Tornado's table soccer tournament was a hit with soccer fans from around the world. Here, a pair of competitors from Saudi Arabia are victorious in an early match.



The winners of the third round of qualifying display their medals and trophies awarded by Tornado's Dave Courington.



Midway's *World Cup Soccer* pinballs were very popular with the crowd at the show's arcade, Soccer Carnival.



For many players, this was their first opportunity to try out the newest in coin-op equipment.

"SoccerFest offered a very good opportunity where, at one site, we could reach players from all over the world." Although the arcade area was very popular with showgoers, overall attendance for the event reportedly failed to live up to predictions made

by the organizers, leaving some exhibitors disappointed in the results. Ira said the crowd numbers were not as good as he expected them to be, but he felt that inevitably some gains were made for the industry through this venue.

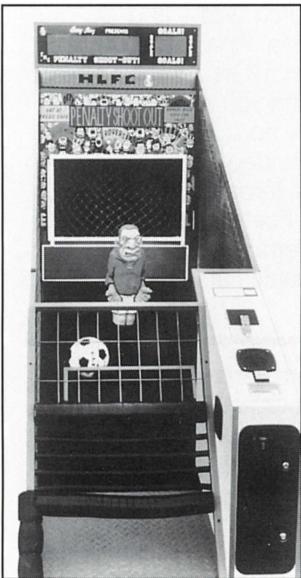
"By our participating," he said, "we are helping to identify that we are well, alive and still a valuable component of the entertainment industry, and that we have exceptionally top-quality entertainment to offer." While Ira said that promotional tie-ins such as this are a valuable asset for products such as *World Cup Soccer*, he added that one shouldn't lose sight of "that which is most important: it's a great game."

Another great game was being played all through the day of July 11. Dave Courington was having a ball presiding over a table soccer tournament being played on the eight Tornado tables set up in the center of the exhibit. Qualifying matches were held at posted times throughout the afternoon, with the victors to return at 7 p.m. for the finals. Beautiful trophies and medallions were given out for first, second and third place, and a drawing was held for a Tornado wall clock after each round, so Dave had no problem rounding up participants.

It was obvious these matches were nothing like Tornado's highly-organized and very serious national championships. "It's basically just for fun," Dave explained. "We're really lax on the rules; there's really just three rules: have fun, no spinning and have fun."

Dave said the crowds were small on that particular Monday, but the turnout was much better over the weekend. Many of the foreign visitors were very enthusiastic about the tournament, and Dave hoped that they returned to their countries with a little more awareness of table soccer and a few good memories of the fun they had.

PRODUCTS



PENALTY SHOOT OUT from Coastal Amusements

Penalty Shoot Out is the latest sports-themed game from Coastal Amusements Inc. It offers the player the opportunity to win at soccer by kicking a full-size soccer ball past a moving goalie. The more

goals achieved, the higher the score and ticket award. The ball is returned to the player until the time expires and the retaining ramp locks the ball into place at the game's conclusion.

Standard features include realistic sound effects, adjustable game play timer, adjustable coinage and ticket award. Advanced state-of-the-art electronics, electronic score and timer display add to the fun.

Suitable for both arcade and street locations, *Penalty Shoot Out* is available with an optional bill acceptor. Construction is of quality metal cage framing, with reinforced safety padding around the kicking area. A bolt-together frame makes for easy assembly. Dimensions are 36.25"(w) x 108.25"(d) x 80.25"(h).

For more information or distributor referral, contact Coastal Amusements Inc., 601 Prospect St., Lakewood, NJ 08701; 908/905-6662.



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All Daemco FunRiders feature an all-metal fabricated frame, fitted casters, quality belt-driven base mechanisms, and bronze oil-lite bearings for lifetime

Billiards and darts catalog from DMI

Dart Mart Inc.'s new 64-page, full-color catalog features licensed two-piece maple pool cues, steel-tip darts, soft-tip darts, cabinets, dart boards and backboards from Anheuser-Busch, Miller, Coors and The

Grateful Dead. The catalog also has over 250 steel-tip darts, 200 soft-tip darts and a full line of accessories, cabinets, dart boards and backboards.

For more information, contact DMI at 800/423-3220.

New screw kit from Tamperproof

A new screw kit exclusively devoted to the Torx Security Screw System is now available from the Tamperproof Screw Company. The TX1000 kit includes 1,000 Torx pin-head security stainless steel screws. It contains popular sizes 6, 8, and 10 in lengths from 1/2" to 1 in flat heads, button heads, machine screws and sheet metal screws. Also included is a magnetic hand driver with storage compartment and four matching driver bits. All screws, drivers and bits are stored in a sturdy steel carrying case.

Tamperproof security hardware is widely used in schools, prisons, hospitals, museums and other institutions to prevent unauthorized access, vandalism and theft. The unique design of the Torx security screws makes them virtually impossible to remove without special matching drivers.

A free illustrated catalog of the entire line of security fasteners and matching tools is available at no cost from Tamperproof Screw Co., Inc., 30 Laurel St., Hicksville NY 11801; 516/931-1616.

Kiddie rides from Dynamic Amusement Equipment

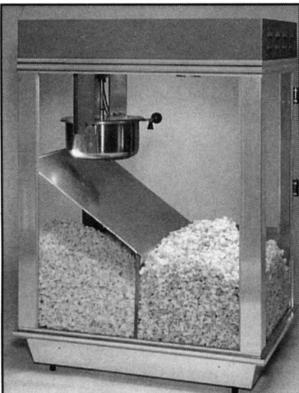
lubrication. The body and base cover is made of hand-laid woven-roven fiberglass, with a wide range of covers available. The fiberglass base coat is gel coated and a Euro-clear finish is applied.

All of the characters are interchangeable within their series, and many different coin box configurations are available. Stand-

ard voltages are available for any country in the world. The rides are designed and manufactured in the USA.

For more information, contact Dynamic Amusement Equipment Manufacturing Co., P.O. Box 596, Grapevine, Texas 76099; 800/779-0656 or 817/481-3273.

POPCORN SHOPPE from Gold Medal



The Popcorn Shoppe from Gold Medal pops and displays two different flavors of popcorn. The innovative single kettle design lets you pop plenty of regular popcorn, flip the flavor divider, pop a sweet frosted flavor (caramel is

the favorite), and display both in the heated, illuminated, divided cabinet.

The unit features an 8-oz. "Love My Popper" kettle that works well with three-way Caramel Glaze-Pop kits. The kettle makes it easy to change from flavor to flavor without between-cycle cleaning; and daily cleaning is easy, too.

The Popcorn Shoppe measures 28"(w) x 20"(d) x 41"(h) and operates on 1,700 watts, 14 amps and 120 volts. It is also available in export voltage.

For more information on the Popcorn Shoppe or any other Gold Medal fun-food machine, contact Gold Medal Products, 2001 Dalton Ave., Cincinnati, OH 45214; 800/543-0862 or 513/381-1313.

POGGER from Wedges/Ledges

The Pogger is a new four-player rotary merchandiser from Wedges/Ledges. The game has a 30-in diameter rotating playfield and four arms, which are controlled by each player.

The player puts coins into the coin slot to achieve the position. When a player believes that the arm will cross, he pushes a button, pushing an object off the rotating playfield. Any round, flat prize will work in the game

without a box or container: slammers, caps, rocks, double rocks, pendants and souvenirs work fine. As prizes are won, an automatic loading unit replaces them directly, keeping the playing area full. The unit measures 38" x 38" x 34"(h).

For more information, contact Wedges/Ledges of California, Inc., 123 International Boardwalk, Redondo Beach, CA 90277; 213/374-9982.

Product update from Two-Bit Score

Two-Bit Score is releasing an updated version of their Coin Doubler Module, which allowed operators to set 50-cent-per-play pinballs to 25 cent play. "Due to the success of that product," said a company spokesman, "manufacturers have modified the software to defeat the original design. As a result, we have re-engineered the coin doubler to

work with all pinballs, including the newest ones."

The Coin Doubler Module rev. 2 installs in five minutes, according to the firm, and there is no need for any computer settings. Units are available directly from Two-Bit Score, which is also offering a free exchange to anyone who purchased the first model.

Contact Two-Bit Score at 512/ 447-8888.

New from Merit Industries

Merit's new Megastar kit brings three great games together in one kit. Featuring the three strongest games on their *Mega-touch* touchscreen game: Solitaire, Run 21 and the all new Trivia Quiz 2000, this button model kit is designed to give tavern earnings a boost at a cost effective price.

The Megastar kit is available in four different configurations. Upgrade "A" will convert late-model Merit equipment such as the *Super Pitboss*, *Pitboss 2* or *Pitboss Superstar*. This 15-minute conversion kit features a memory ex-

pansion board and a new chip set. Update "B" makes it even easier to convert *Superstar 30* to the *Megastar*. The *Megastar* board kit is a quick conversion for any older Merit video game, such as those containing Trivia Whiz, Phraze Craze, Match Game and Tic Tac Trivia. Finally, the *Megastar* full kit contains everything you need to convert any horizontal color monitor video game to one with the three hottest games.

For more information or referral, contact Merit Industries at 800/523-2760.

New from Exidy

Exidy's Arcade Controller allows you to enable/disable any home game by using a three-digit countdown timer, which can be set anywhere from zero to 999 seconds. A key switch, coin or bill acceptor will start the countdown, more coins may be added at any time to continue play. There's even a bonus time feature.

Each unit has a controller PCB board and a three-digit red LED timer PCB, with a 36-inch cable. It's simple to hook up:

Wires and connectors are provided, along with easy instructions. A dip switch sets the time, number of coins and bonus time.

While the unit is for home use only, it might be a great way to start a college fund for your kids by having them save their money each time they play on the home system. And of course, there's hundreds of games to choose from.

For more information, contact Exidy, 2688 C Middlefield Rd., Redwood City, CA 94063; 415/364-5286.

AMOA JUKEBOX HITS from H.J.S.

Home Jukebox's "Spotlight on Hits" CDs have been a hit with ops for some time now (they're going on Volume 18 for both the Pop and Country series). Their compilations of hit singles on one disc take the guess work out of choosing which songs customers want to hear.

Now Home Jukebox is releasing a collection of **Jukebox Hits of All Time** as determined by operating members of AMOA. Not only are the two 18

track CDs compiled by ops, they're also sold exclusively to jukebox ops and priced for the operator's budget. Volumes 1 & 2 include such hits as "Crazy" by Patsy Cline, "Blueberry Hill" by Fats Domino, "Free Bird" by Lynyrd Skynyrd, and "On the Road Again" by Willie Nelson. It's a great foundation on which other titles can be built around.

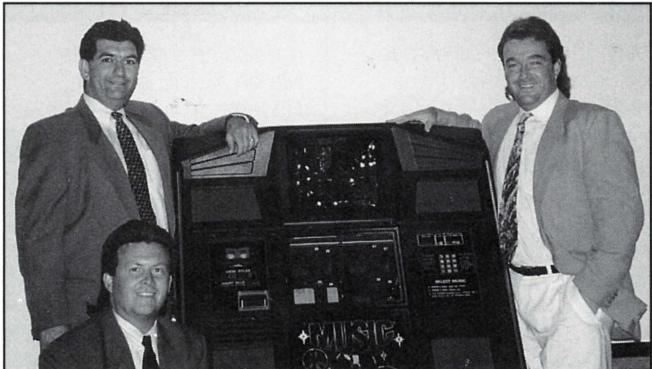
For more information, contact Home Jukebox Service at 800/631-4155.

GRAPEVINE

NORTHEAST

MONDIAL-PHILADEL-

PHIA, together with NSM, hosted a party at Dave and Buster's on the Philly water-



front May 24, unveiling NSM's new floor model jukebox, *Solid Gold*. Pictured on top are (from left): Beth and Bill Engelhart of Bill's Vending, Mondial's Niki Arakelian and NSM's John Margold. Below them we find: Niki Arakelian with Mondial's Joe Moffit and Chris Vecchione, and NSM's *Solid Gold*.

GORDON HONORED —

Rowe's Jerry Gordon gets another plaque for his "wall of respect" when he's hon-

ored this week by AMOA of New York as their Man of the Year. The fete takes place Aug. 6 at the swank Taj Mahal in Atlantic City. Jerry Rispoli of Misty Automatic (Long Island) did the

procurement, AWI will provide approximately 5,200 terminals and a central system for operating the lottery network. The N.J. Lottery had previously valued the AWI proposal within a range of \$82 million to \$110 million. "We are very excited by New Jersey's action," said J. Steven Vanderwoude, VLT's president and CEO. "New Jersey is a technological leader in many industries and this contract represents a major step forward for the technology of the lottery industry." Across the border, VLT named Dan Waldorf as its director of Canadian sales, and announced the opening of sales offices in Edmonton and Montreal.

into a car crusher to be smashed to bits.

MIDWEST

BROMLEY BABY BOOM

— Chicago-area storks have been flying overtime with not one, but three de-



SOUTHEAST

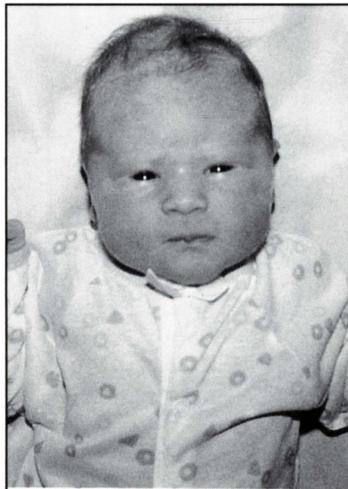
VLT DILEMMA —

The Palm Beach Post reports that 67 video slot machines seized during a raid on the Bingorama in West Palm Beach, Fla. await a judge's ruling as to whether they are gambling machines, as the state contends, or skill games, as the machines' owners claim. Under Florida law, it is illegal to operate any machine in which you can insert "any piece of money, coin or other object" and with luck, receive "any piece of money, credit, allowance or thing of value." However, an attorney for the owners of the devices stated that because these machines have a "skill button" they are not illegal. A future hearing will determine if the equipment, valued at \$130,000, is to be returned to their owners or dumped

sales work for the dinner; special room rates for industry guests were secured. Normal "casino rates," however, still apply for those so inclined.

CONTRACT AWARDED

— Automated Wagering International, Inc., a wholly owned subsid of Video Lottery Technologies, Inc., has been awarded a five-year contract by the state of New Jersey to operate the state's on-line and instant lottery games. Under the



liveries to Bromley Inc. employees within a 25-day period. (All of the babies were originally due within three days of each other!) First on the list was John and Marla Kubik, who had a healthy baby boy on May 16 at 6:33AM. Thomas Mit-

Eagle

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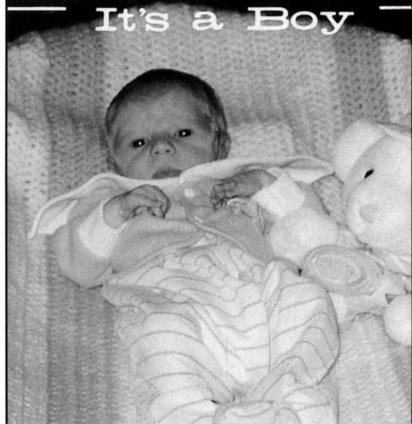
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257 Park Ave, South • New York, N.Y. 10010

— It's a Boy —



chell Kubik (top) was born at 6 lbs., 6 oz. and 18.5" in length. John is Bromley's design engineer. Then on

sales for the company. The mothers, fathers and babes are reported to be doing quite well. Congratulations to all!

**PREMIER TECH-
NOLOGY**

delivered one of their *Rescue 911* pinballs to the Maryville (Ill.) Academy of Youth at the request of the Rosemont Police Dept. The boys in blue were the victorious public servants at Premier's special tournament for policeman, fireman and para-



May 30 at 4:38PM, Amanda Jean Caporusso was delivered to proud parents Vito and LouAnn Caporusso. Amanda weighed in at 8 lbs., 2 oz. and measured 20.5". Vito is the software engineer at Bromley. And finally, Joe and Laura Bundra became first-time parents with the June 10 (6:02PM) arrival of Daniel Joseph Bundra, who weighed 7 lbs., 9 oz. and measured 19.5" at birth. Joe is the vice president of

medics held during the March ACME show in Rosemont, Ill., and were able to have one of these nifty machines sent to the charity of their choice (plus they were able to keep one for themselves). That's Premier's marketing wizard L.J. Greene, second from the right, at the prize presentation.

SHAFER DISTRIBUT-

ING recently held two cocktail parties to introduce



new products and strengthen old friendships. Plenty of food and drinks were on site at both events: the June 28 Cincinnati show and the June 30 Cleveland show. Operators from all over Ohio, as well as West Virginia and the Kentucky area came to see the new Rowe CD100E Diamond and MMJ jukeboxes, along with the Revolution X video game and World Cup Soc-

Guns N' Roses, who stopped by for a visit and gave his seal of approval on the final version of the *Guns N' Roses* pinball. The DE folks are (from left): Drew Maniscalco, Alison Dees-Quant, Shelley Sax, Darlene Lamz and Jim Gorman.

REALLY BIG SHOW —

O'Conner Distributing of Dallas, Texas played host to the unveiling of Big Elec-



cer pinball from Williams. Pictured above are Steve Shaffer (second from left) with Rich, Mike and Mark Zappa of Lorain Music (Amherst, Ohio).

ROCK N' ROLL FANTA-

SY — Data East sent us a recent photo of their sales staff posing next to the new *Guns N' Roses* pinball. Okay, so the guy with the top hat and leather pants isn't really a Data East employee, but he did have a hand in designing and developing their latest release. That's lead guitarist Slash of

tronics first production models. Bill Barnes (left), president of Big Electronics Inc. and a long-time operator in central Texas, greeted visitor and demonstrated the company's 50-inch big-screen video cabinet. Russell Galindo (left), head technician for Two-Bit Score Amusements, showed everyone how easy it was to change game boards in the new cabinet, which utilizes Two-Bit Score's RGB to NTSC converter boards. Bill said he is working on a prototype sit-down cabinet that should be ready for production soon.

EDDIE SCORES! — Joe Dillon advises that Chicago operator Ed Velasquez put *World Cup Soccer* pinball games into 20 of his restaurant locations, both to exploit the big soccer series and break some fresh ground for flipper games (none of the places had pins before). Word has it that 15 of them "stuck" and have made satisfactory numbers in the cash can!



LATINO Jukebox Top 30 FOR MONTH ENDING JUNE 1994

COMPILED FOR COMPACT DISC
JUKEBOX OPERATORS

THIS CHART	LAST CHART	TITLE	ARTIST
1	1	LOS DOS PLEBES	LOS TIGRES DEL NORTE
2	--	14 EXITOS	BANDA ARKANGEL R-15
3	3	PURA SANGRE	BRONCO
4	6	CON LA BANDA COSTENA	LALO MORA
5	5	LOS MACHOS TAMBIEN	BANDA MACHOS
6	--	TODA MI VIDA	ANTONIO AGUILAR, JR.
7	--	A TODISIMA...BANDA	LOS CAMINANTES
8	7	TU ULTIMA CANCION	LOS TEMERARIOS
9	2	LASTIMA QUE SEAS AJENA	VICENTE FERNANDEZ
10	4	INALCANZABLE	LOS BUKIS
1	--	ORO SALSEROS	FRANKIE RUIZ
2	--	ORO SALSEROS	EDDIE SANTIAGO
3	--	MIS RAICES	JUNIOR GONZALES
4	--	A MI ESTILLO	TITO ROJAS
5	--	HACIENDO HISTORIA	LOS SABROSAS DEL MERENGUE
6	--	MOTIVOS PARA AMAR	LIMI-T 21
7	3	TOLTICO TUYO	OSCAR D'LEON
8	--	BEST OF VOL.2	CELIA CRUZ
9	9	MI TIERRA	GLORIA ESTEFAN
10	--	AGRADECIMIENTO	TITO GOMEZ
1	1	VIDA	LA MAFIA
2	--	TE CONQUISTARE	LOS FUGITIVOS
3	2	AMOR PROHIBIDO	SELENA
4	5	THE BEST	ANA GABRIEL
5	--	LA FIESTA BROADWAY	VARIOUS ARTISTS
6	--	A CAPA Y ESPADA	INDUSTRIA DEL AMOR
7	9	ROMANCE	LUIS MIGUEL
8	--	DONDE JUGARAN LOS NIÑOS	MANA
9	--	GRACIAS POR ESPERAR	JUAN GABRIEL
10	8	17 SUPER EXITOS	SELENA

SAMPLING BY THE LATIN JUKEBOX, G. GROVE, CA. BASED
ON ACTUAL JUKEBOX PLAY REQUESTS. TO ORDER CALL 1-800-LATIN-CD

JOE HAPP, formerly VP of Engineering at Happ Controls, Inc., has formed his own company. Products of this new venture include flight simulator controls and related items. The company's name is Longbridge Enterprises, Ltd. and is located in East Dundee, Ill. They can be reached at 708/836-7332 or fax 708-836-0828.

PETER BETTI, of New Jersey's Betson Enterprises, is proud to announce this year's golf tournament in support of Tomorrow's Children's Fund. The annual tournament, sponsored by Betson Enterprises and Imperial International Divisions of H. Betti Industries, Inc., will take place Sept. 12 at the White Beeches Golf & Country Club in Haworth, N.J. The entry fee is \$250

and it includes brunch, a afternoon of great golfing and a buffet dinner. The event is an important fund-raiser for TCF and its ongoing fight against cancer. For information, call Pat or Jennifer at 201/438-1300.

SOUTHWEST



MOUNTAIN COIN of Albuquerque, New Mexico recently hosted a pair of service schools for area ops. The classes for Dixie Narco, Coinco and Automatic Products were held

April 6, and an NSM CD jukebox school took place April 26 (top picture). The distributorship also held a special "Spotlight" showing of the new *Solid Gold* juke from NSM on June 7. It was a fun affair with hors d'oeuvres and refreshments provided. Pictured below:

C.A. Robinson's Tony Orozco sent us a photo of the newest addition to the Orozco household. Natalie Marie was born June 17 and weighed in at 7 lbs, 9 oz. Surrounding little Natalie is the entire happy clan (clockwise from top): Tony, two-year-old Nicholas, 10-year-old Anthony, four-year-old Marco, six-year-old Stephanie, Natalie with proud mom Gwen, and eight-year-old Nicholas. "Working 20 years for the Bettelman family has been a very fruitful experience," quips Tony.

BOWLING SHOW — The National Bowling Proprietor's Assn. of America held their 62nd Annual Convention and Trade Show at the Hilton Hawaiian Village in Honolulu June 28. On hand



Local boys Jim (l) and Stan Jarocki showed up in time to pose for a snapshot next to their new *Fast Draw Showdown* video game.

was Paul Virgadamo (photo), president and CEO of Southeast Amusement and Vending Corp. of Tampa, Fla., who conducted a seminar entitled "Amusement Vending in Bowling

TOP HITS OF JAPAN

from Game Machine Magazine, August 1, 1994

TOP 25 VIDEO COCKTAILS

Model (manufacturer)

- 1 Virtua Fighter (Sega)
- 2 Super St. Fighter II Turbo (Capcom)
- 3 Fantastic Journey (Konami)
- 4 Alien vs Predator (Capcom)
- 5 Mahjong Pro. "Kiwame" (Athena)
- 6 Quiz "Show by Show by" (Taito)
- 7 Puyo Puyo (Compile/Sega)
- 8 Speed Shogi (Seta)
- 9 World Cup '94 (Tecmo)
- 10 Super Real Mahjong P. IV (Seta)
- 11 Super Shanghai (Hot-B/Taito)
- 12 Raiden II (Seibu)
- 13 Super Side Kicks 2 (SNK)
- 14 Run & Gun (Konami)
- 15 Golfing Greats 2 (Konami)
- 16 Shanghai III (Sun)
- 17 Mahjong Mirage (Mitchell)
- 18 Mahjong Soo-Chi-Pie (Jaleco)
- 19 Mahjong Yoshimoto Th. (Nichibutsu)
- 20 Tetris (Sega)
- 21 Netto Gekito Quiz-to (Namco)
- 22 Great Sluggers (Namco)
- 23 Twin Eagle II (Seta)
- 24 New Atomic Punk (Irem)
- 25 Tokorosan's Mahjong (Sega)

TOP 15 UPRIGHTS & COCKPITS

Model (manufacturer)

- 1 Daytona USA [twin] (Sega)
- 2 Daytona USA [deluxe] (Sega)
- 3 Ridge Racer [deluxe] (Namco)
- 4 Virtua Fighter (Sega)
- 5 Star Wars (Sega)
- 6 Final Lap R [standard] (Namco)
- 7 Jurassic Park (Sega)
- 8 Soreike Kokorogy 2 (Sega)
- 9 Out Runners (Sega)
- 10 Suzuka 8 Hours [deluxe] (Namco)
- 11 Speed Champ -King of Quiz (Jaleco)
- 12 Virtua Racing [twin] (Sega)
- 13 Lethal Enforcers (Konami)
- 14 Virtua Racing [deluxe] (Sega)
- 15 Speed King-King of Quiz (Jaleco)

TOP 5 FLIPPERS

Model (manufacturer)

- 1 Popeye Saves The Earth (Taito)
- 2 Indiana Jones (Williams)
- 3 Tales from the Crypt (Data East)
- 4 Judge Dredd (Midway)
- 5 Lethal Weapon 3 (Data East)

GROWING FAMILY —





Centers — Improve Your Bottom Line," which is based on his company's own successful program.

FEC AWARDS — When the International Family Entertainment Center Assn.'s Fun Expo takes place Oct. 1-4 at the Las Vegas Convention Center, it will host the first annual IFECA Achievement Awards. The awards were created to recognize and encourage superior accomplishments among both operators and suppliers in the FEC industry. Awards are divided into three categories: Location Awards, Manufacturer Awards and Best of Show Awards, with specific achievements highlighted in each category. The entry period for awards consideration will be open through August 31. For further information, contact IFECA at 914/993-9297.

GONE FISHIN' — Doug (Tip Top) Minter of Carson City, Nev. informs us he and a bunch of the coinbiz lads have scheduled a fishing trip out of San Diego Saturday, Aug. 13. We might join them, just for the halibut.

CORRECTION — In last month's feature on kiddie ride manufacturers, we left a digit off of Kiddie Ride USA's toll-free number. The correct telephone number for the Denver, Colo.-based firm is 800/448-6888. We regret any inconvenience this may have caused.

NORTHWEST

MOST HAPPY FELLA!

— Mike (Dunis Dist.) Dam-tew originally hales from Eritrea in northeastern Africa, and there aren't too many of his fellow country-



men around this part of the world. So what are the odds that our Portland, Oregon bachelor meets up with an Eritrean girl? Meet Tiblez Adal (photo), presently of D.C. and (like Mike) originally from Asmara, Eritrea. Matrimonial plans are in the offing for this happy (and obviously lucky) couple.

THE WORLD

MONTRÉAL MEETING

— Members of the Association de l'amusement du Quebec got together June



14 for their 8th annual general meeting at the Airport Hilton Inn, Montreal. Topping member concerns was the video lottery issue, which was thoroughly covered by a report from AAQ consultants. Only two members were elected to the board to complete the 13-member team; everyone else had opted to stay on in order to working with the complex issues now facing the organization. Picture above is the AAQ board, seated (from left): Michele Beaulieu, Gilles Pariseau (secretary), Henley Song (president), Gilles Lacaille and Gertrude Laroche (executive secretary); standing: Pierre Bourgault, Philippe Audet (2nd vice president), Jacques Paquet, Francois Bernard, Jacques-Andres Fortin, Jean-Pierre Auclair (vice president) and Rene Rickner.

BEGINNING & END

Pictured is the newly elected South Australian AMOA

industry's most successfully run associations, thanks in part to the leadership of Frank Sebastian. Nice work, mates!

SINGAPORE

FLING — The 3rd Annual Asia Pacific Theme Park and Attractions conference and exhibit is set for Sept. 20-22 at the Pan Pacific Hotel in Singapore. Devoted to the Asian leisure industry, the conference features a cast of international participants representing a number of fields. For information, contact Sharon O. Ferrer at 65-222-8550 or fax 65-226-3264.

MICRO TOUCH SYSTEMS, INC.

systems, Inc., makers of advanced touchscreen systems for the amusement and gaming industry, has purchased its Australian distributor, Rand Walker,



president Mike Parsons (left) presenting retiring president of 20 years Frank Sebastian with a silver tray for a job well done. The ceremony took place at the annual general meeting of the Amusement Machine Operators Assn. (SA) Inc. on the evening of June 21 in Adelaide. Mike Parsons was elected unopposed, and will be taking over one of the Aussie coin-op

Pty., Ltd. As a result, MicroTouch will have a direct sales office, an application engineering support group, and a manufacturing facility in Melbourne, Victoria to support its Australian and Southeast Asian customer base. Under the terms of the definitive purchase agreement, MicroTouch will acquire the assets and liabilities of the Rand Walker business, including a modern 13,580 sq. ft. manufacturing facility use for retrofitting touch monitors.

DATEBOOK

— 1 9 9 4 —

AUGUST

4-6: SALEX (South American) show, Mart Center, Sao Paulo, Brazil. For details, contact World's Fair Exhibitors at 44-61-624-3687.

SEPTEMBER

20-22: Theme Parks & Attractions Conference and Expo, Pan Pacific Hotel, Singapore. For information, contact Sharon O. Ferrer at 65-222-3264.

21-23: Japan Amusement Machine Manufacturers' Association trade show, Makuhari Messe, Chiba, Tokyo, Japan. For information, contact JAMMA at 81-3-3593-2563.

22-24: AMOA Expo '94, San Antonio Convention Center, San Antonio, Tex. For more information, contact the AMOA at 800/937-2662.

26-27: World Gaming Congress & Expo, Las Vegas Convention Center, Las Vegas, Nev. For details, contact the show headquarter at 212/594-4120.

27-29: Leisure Industry Week, National Exhibition Centre, Birmingham, England. Contact Independent Exhibits for more information at 44-932-564455.

OCTOBER

1-4: International 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.

5-7: World Waterpark Association trade show, MGM Grand, Las Vegas, Nev. Call Patty Miller at 913/599-0300 for information.

6-8: Amusexpo '94 (France), Espace-Champerret, Paris. For information, contact Sepfi-Technoexpo Blenheim at 33-1-4742-9256.

10-18: Taiwan Amusement Machine Expo '94, Taichung World Trade Center, Taichung City, Republic of

China. For information, send a fax to Taiwan Slot Magazine overseas dept. at 886-2-762-3873.

13-15: North Carolina Amusement Machine Assn. convention and trade show, Executive Marriot, Charlotte, N.C. For details, call Howard Cole at 800/824-1476.

13-16: ENADA 1994 (Italy) show, Rome Fair, Rome. For information, contact SAPAR-AGIS at 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.

2-5: Amusement Machine Operators Assn of Queensland International Convention '94, Royal Pine Resort on Queensland's Gold Coast. For more information, call the AMOAQ at 61-7-841-1021.

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.

10-13: Pinball Expo, Ramada Hotel O'Hare, Rosemont, Ill. For information, contact Robert Berk at 800/323-3547.

1995

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.

AUGUST 1994

SU	M	T	W	TH	F	SA
		1	2	3	4	5
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

BUYERS' BULLETIN

A COMPENDIUM OF USED EQUIPMENT ADS & OTHER ITEMS OF INTEREST TO THE COIN INDUSTRY

A number of video game manufacturers have been successful in enforcing their copyrights and trademarks in the U.S. courts against those who supply or use unlawful copies. Readers are warned of the risks involved when copies of video games are purchased from sources other than the manufacturer or one of its authorized distributors. We can offer no assurance that a video game or printed circuit board set purchased from all the sources of such are legitimate. RePlay asks its readers to write us regarding any complaints about a product or service advertised in this magazine.

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Randy Fromm's Arcade School CLASS SCHEDULE

San Francisco, CA — August 22 - 26, 1994

Puerto Rico (en español) September 5 - 9, 1994

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

New Orleans, LA — Sept. 25 - 29, 1995

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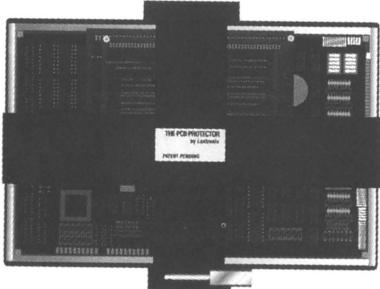
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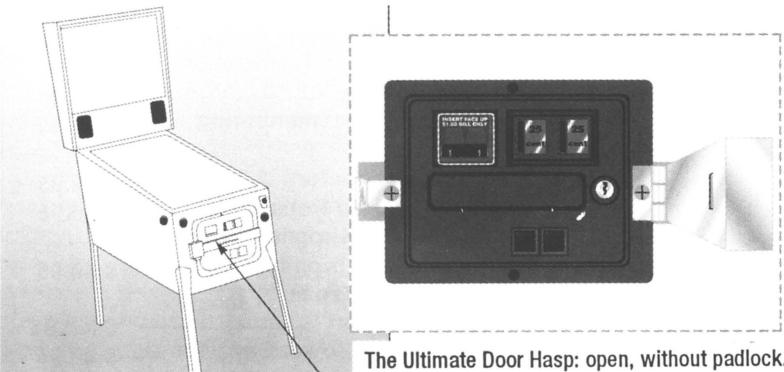


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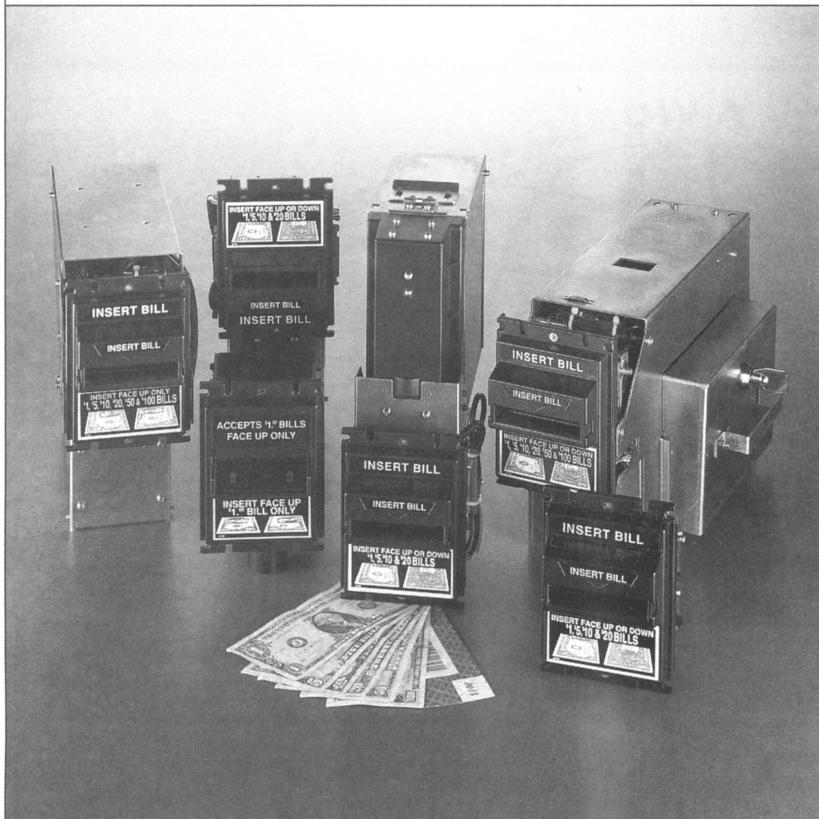
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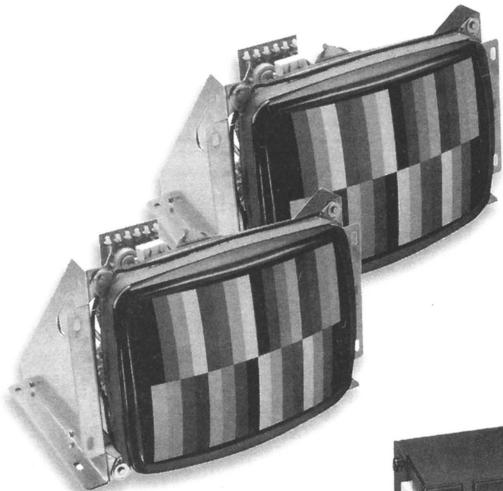
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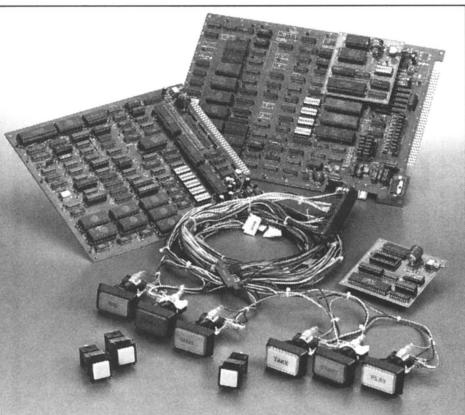
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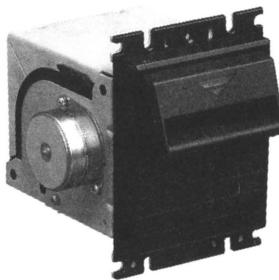


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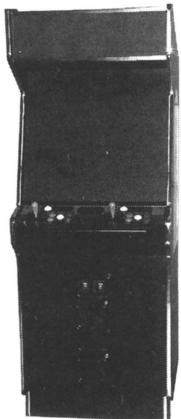
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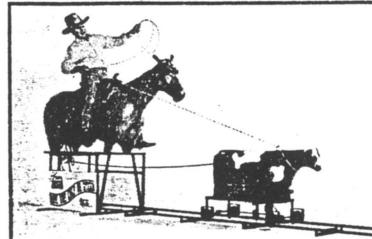
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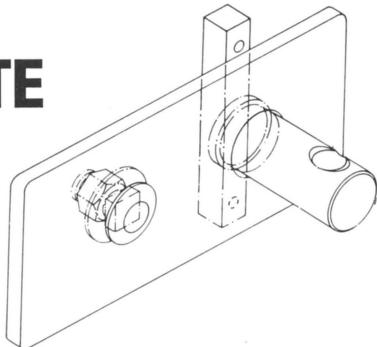
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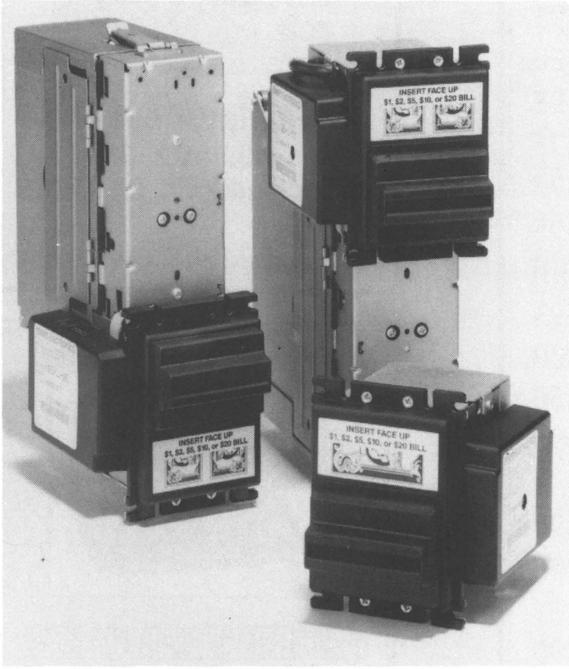
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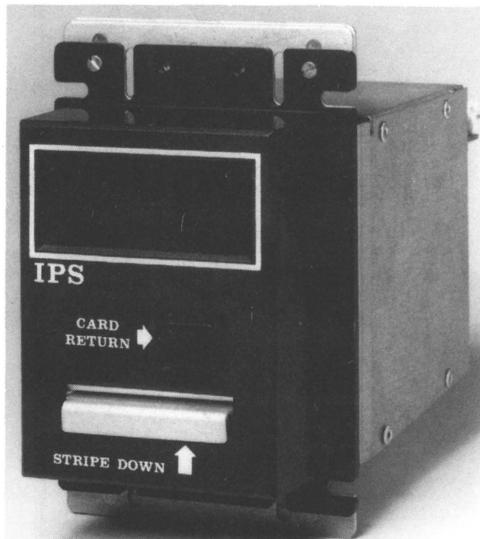
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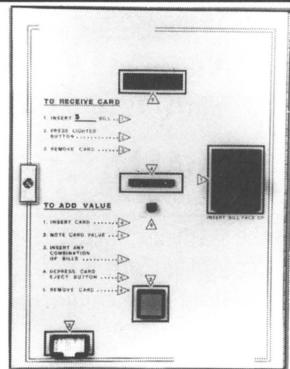


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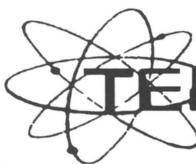


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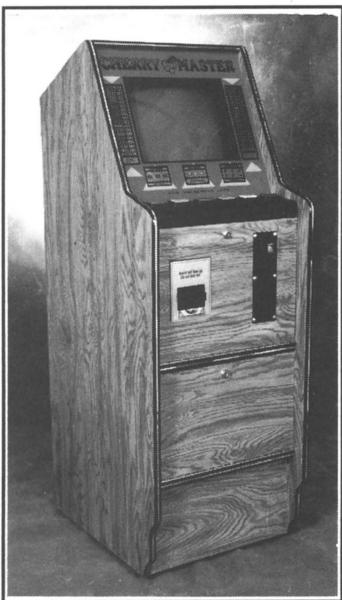
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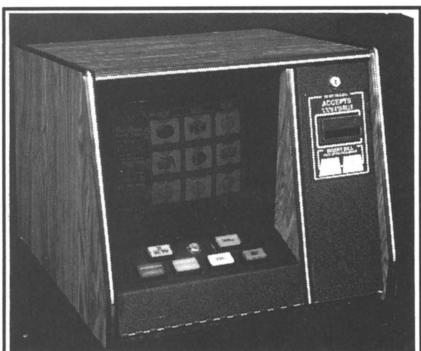
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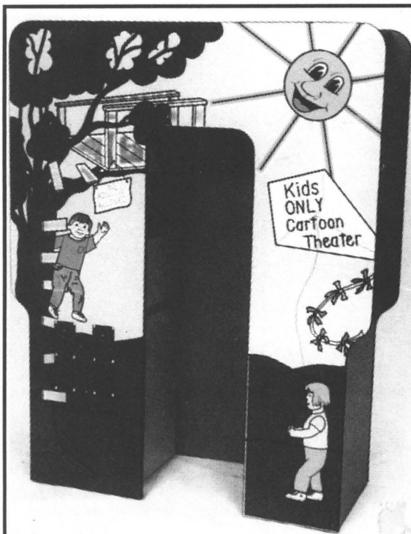
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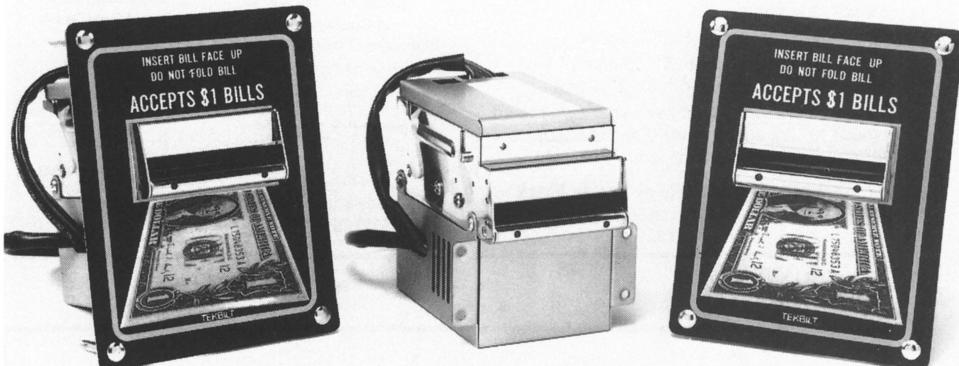


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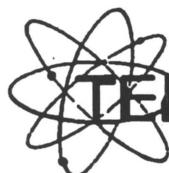


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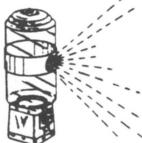
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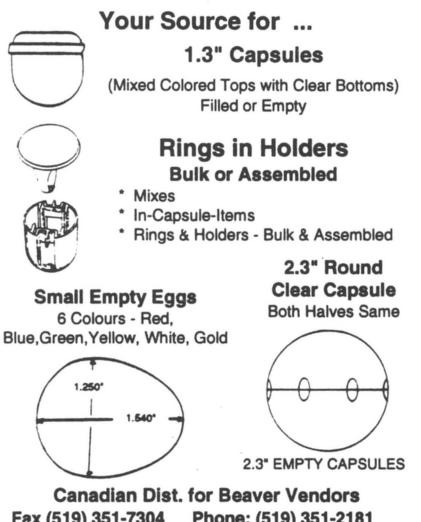
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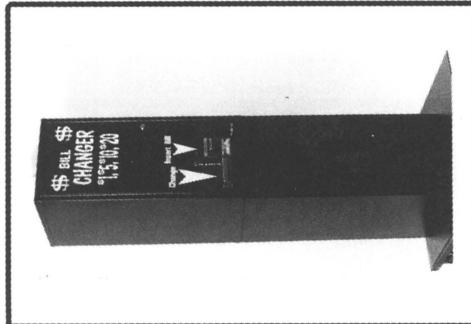
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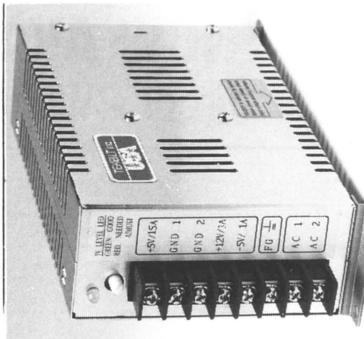
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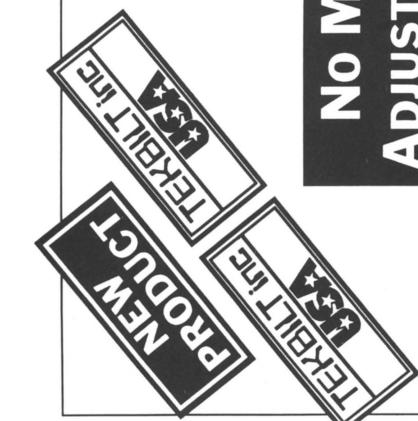
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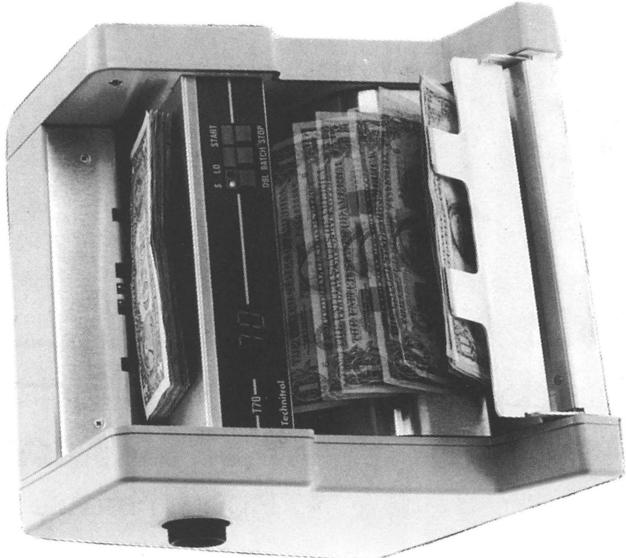
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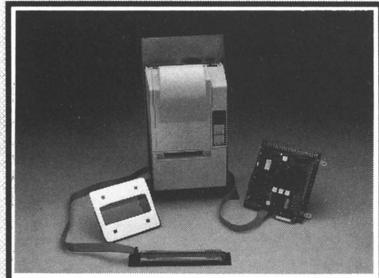
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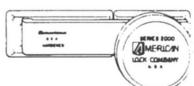
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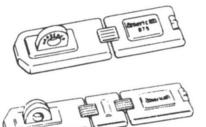
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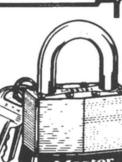
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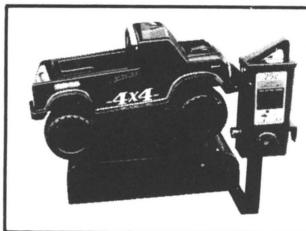
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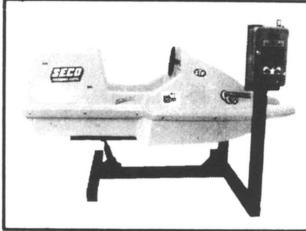
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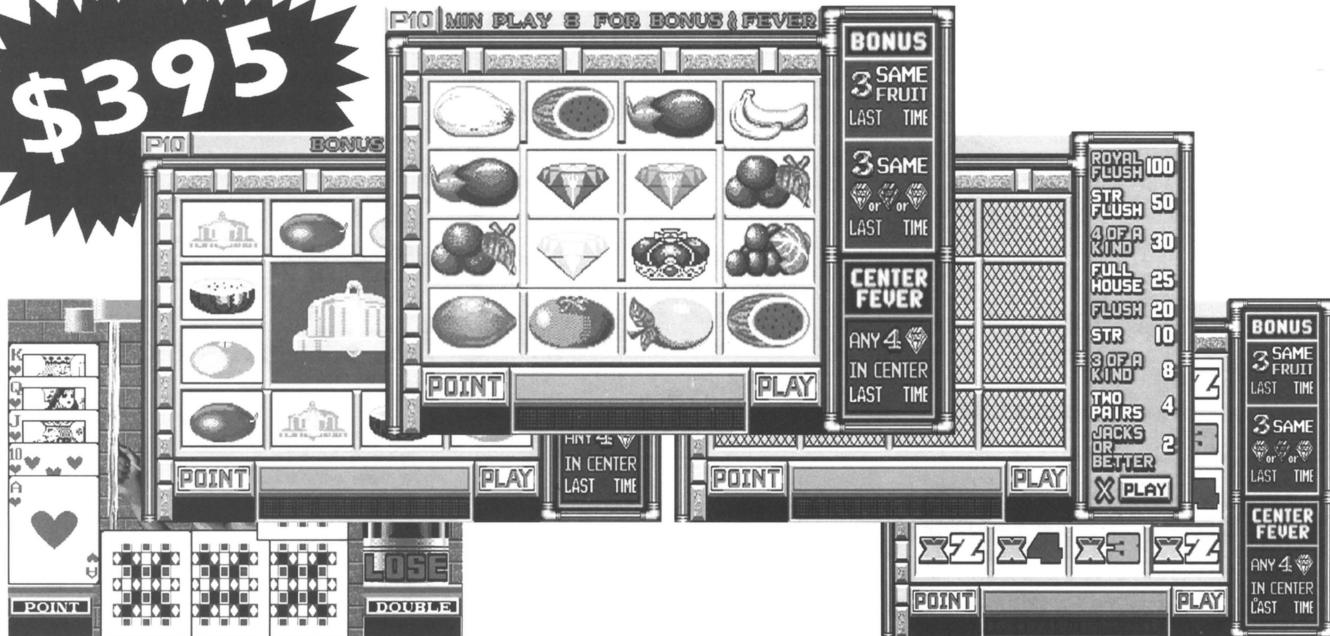
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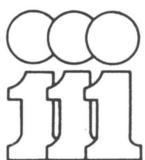
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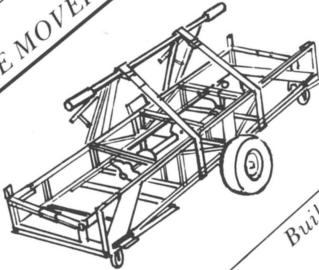
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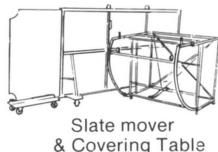


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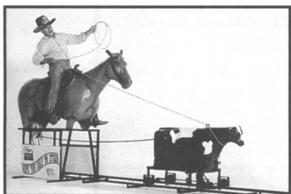
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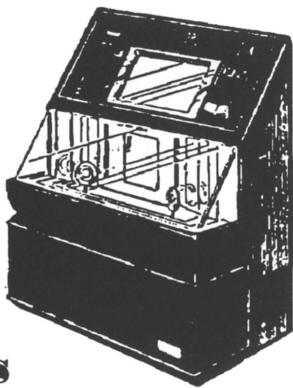
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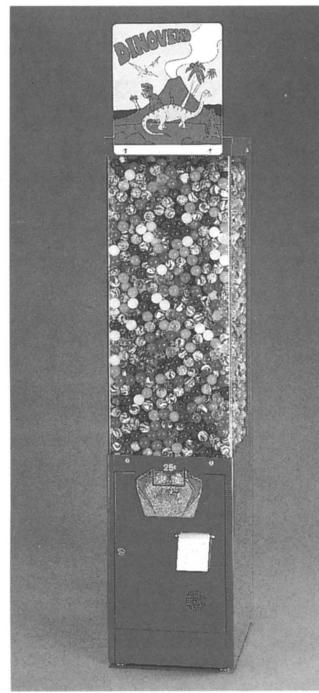
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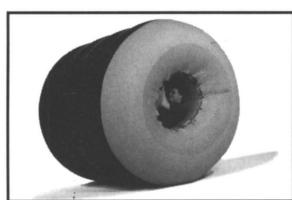
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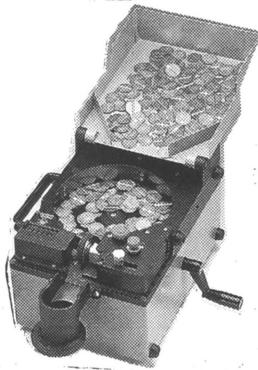
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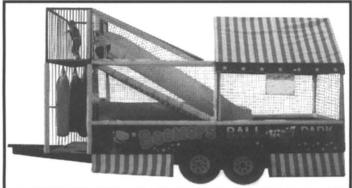
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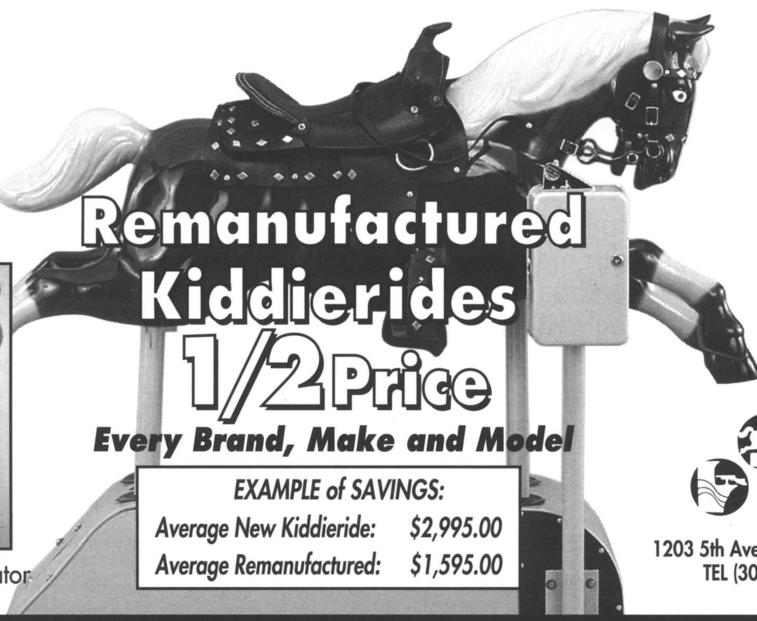
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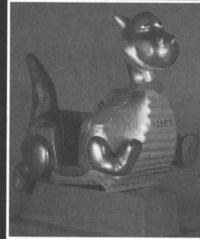
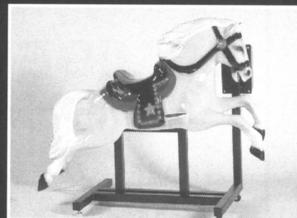
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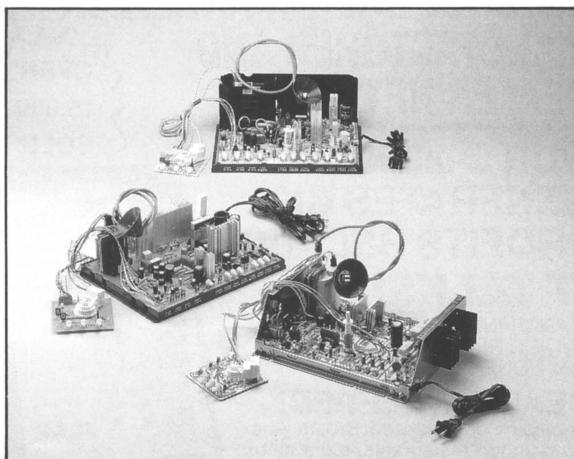
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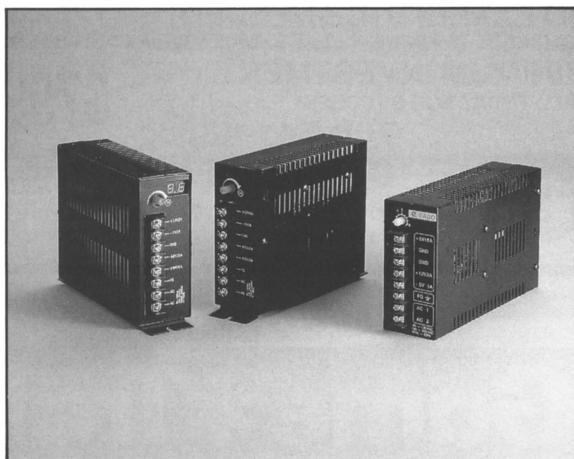
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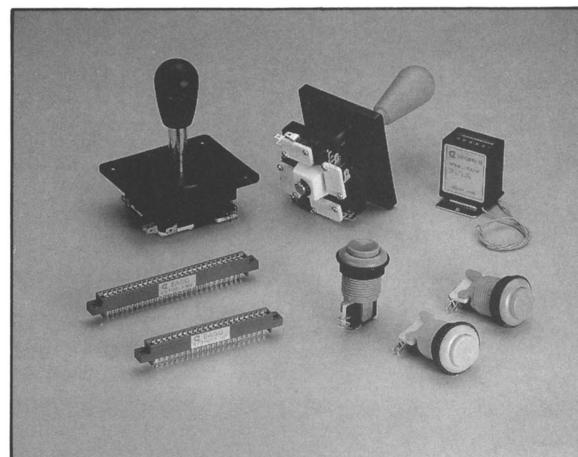
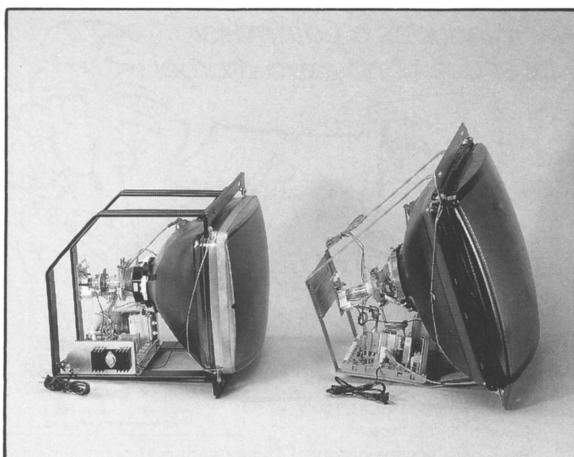
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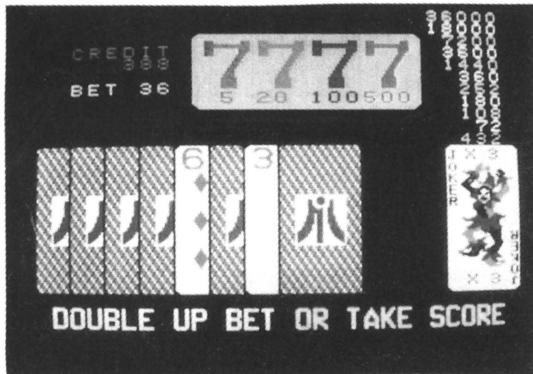
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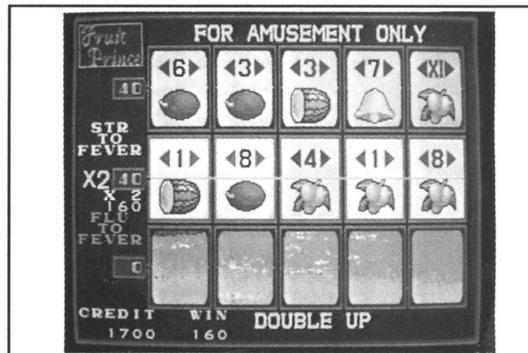
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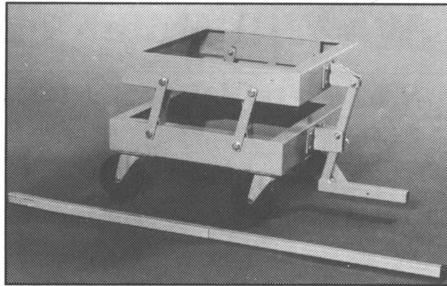
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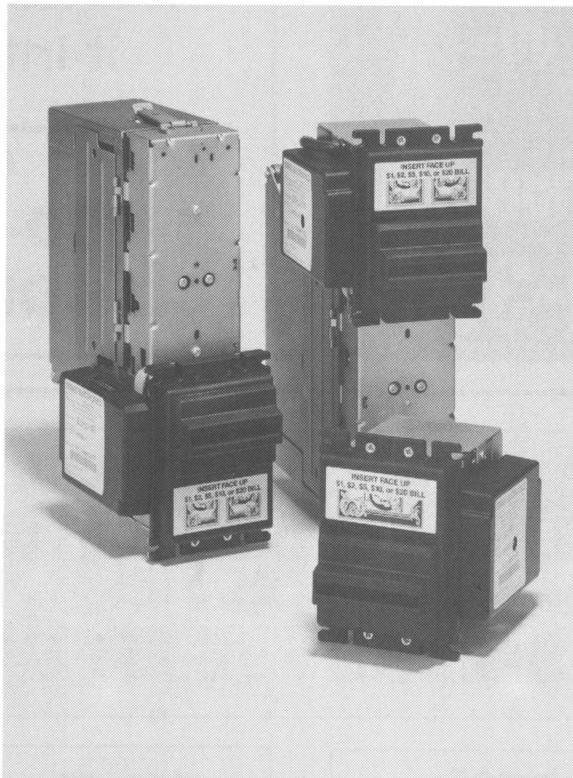
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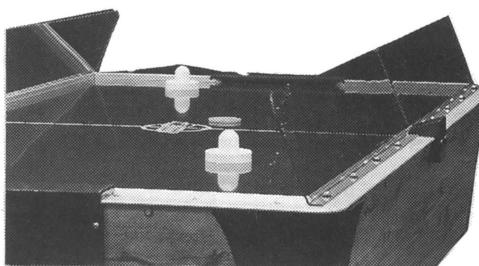
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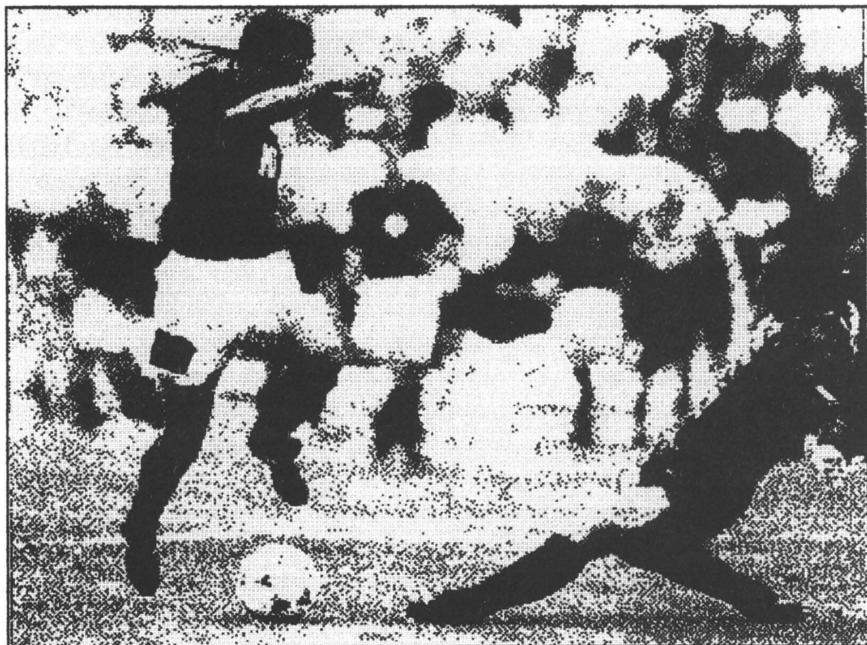


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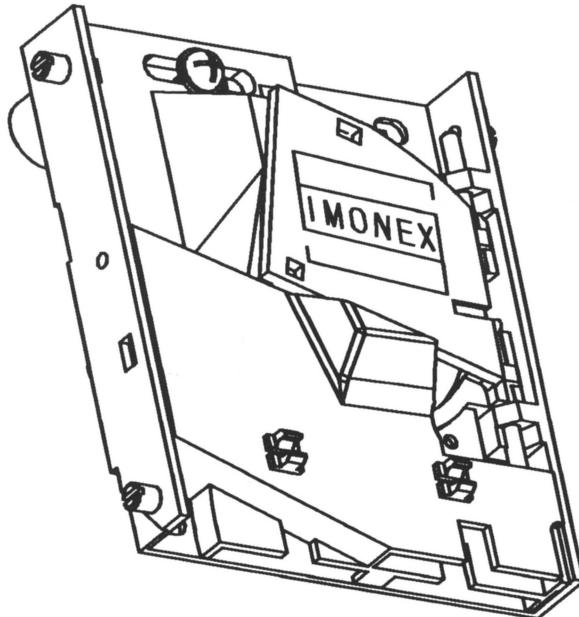
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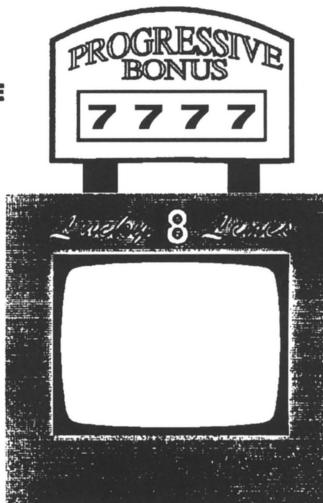
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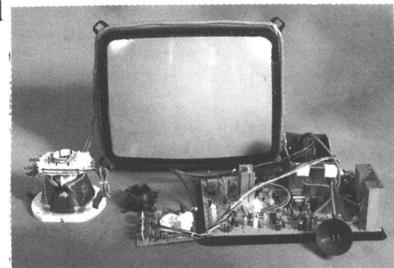
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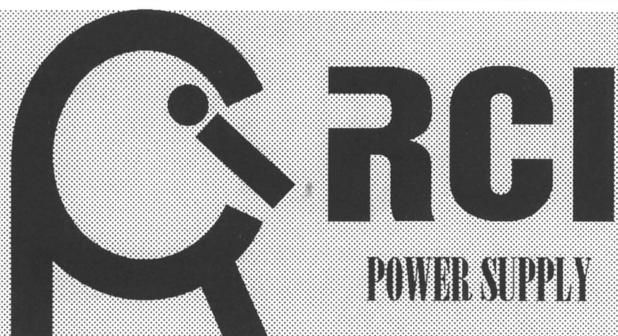
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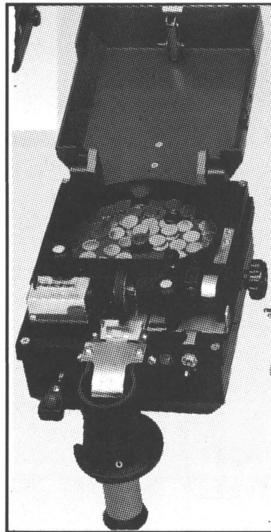
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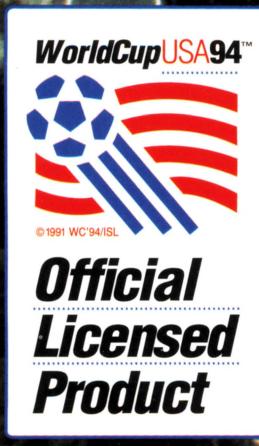
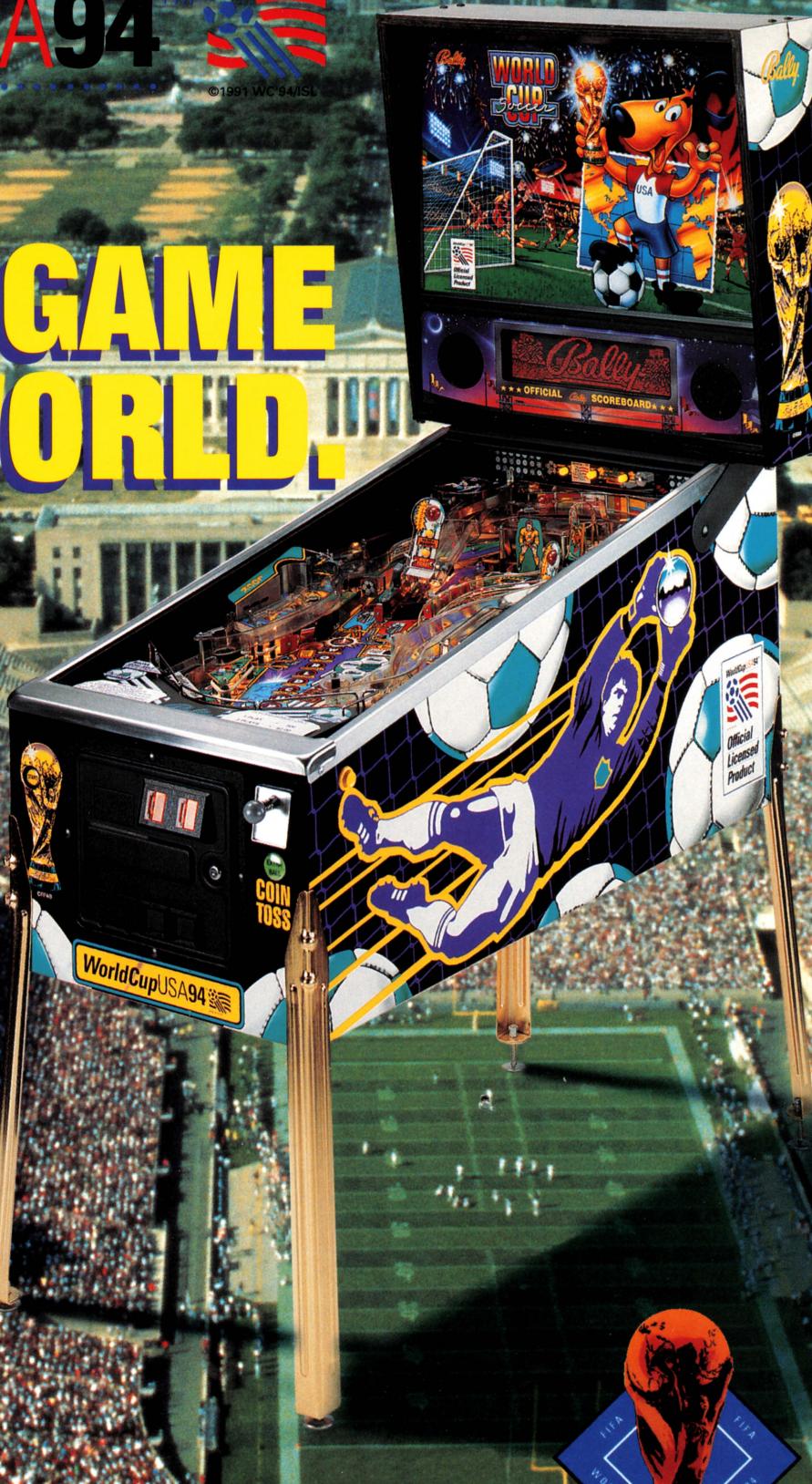
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