october 1994

RePlay magazine

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HOT OFF THE PRESS

MEGA MERGER

Entertainment conglomerate **Viacom, Inc.** will merge with **Blockbuster Entertainment Corp.** Viacom operates one of America's largest cable TV systems, owns Paramount Communications (including movie studio, five theme parks, etc.), owns a majority of Discovery Zone, and owns 28% of WMS, Inc. Blockbuster owns one of the world's leading music & video retail store chains, a huge Florida amusement complex, and is already starting to build a planned national arcade chain (buying equipment mostly thru a Midwest coin-op distributor, we hear). Blockbuster's also experimenting with downloading video games to its rental stores. Viacom chairman **Sumner Redstone** called the resulting entity, which is capitalized at $26 billion, an "incomparable global media colossus."

JAMMA SHOW

Four U.S. firms (Doyle, Lazer-Tron, Bob's Space Racers & Omni) exhibited at Japan's annual expo, JAMMA; but few Americans attended as dates overlapped AMOA Expo. "The show lacked a real star product," reported our Osaka-based correspondent **John Ryan**. Seen on JAMMA's show floor (but not AMOA's) were two unfinished Sega prototypes (*Virtua Fighter II*, probably for late '94, and an immersive virtual reality piece called *Tec War*), along with Konami's first driver in a while, *Speed King*, featuring texture-mapped 3D polygon graphics. Sega also showed *Golden Axe: the Duel*. It's the first software for their upcoming "Titan" coin-op system (expected in December).

RAIDED, AGAIN

Follow-up raids of Mexican firm **Electronica Nancy** took place Sept. 3 and 4. The Mexican Finance Ministry Fiscal Police and the Mexican Attorney General's Office, assisted by members of the Federal Judicial Police, seized about 5,000 phony coin-op PCBs and lots of components and supplies. Approximately 16 full sized tractor trailer trucks were needed to transport the contraband items! Cops also discovered "a sophisticated network of underground storage areas," said **Rhyn Tryal** from JAMMA and AMOA's "Anti-Counterfeiting Advisory Group" (AAG). Last year's initial raid on Electronica Nancy yielded 1,000 illegal copygames, plus documents leading to questions of tax evasion. Those questions prompted September's raid. "An individual believed to be the actual owner/director of Electronica Nancy has fled Mexico and will be the subject of a concentrated police search," Tryal reported. AAG advises that additional details will be reported as investigations continue.

DYNAMO HONORED

After doubling export sales in three years, Dynamo Ltd. (Richland Hills, Texas) has won the President's "E" award for excellence in export promotion. A presentation ceremony is expected this month. President **Bill Rickett** explained Dynamo works closely with AAMA on overseas market-building to help "make the pie bigger" for the whole industry. That strategy has paid off with Dynamo's growing sales in the Pacific Rim, Middle East, Europe, Canada and Latin America. Dynamo veep **Mark Struhs** founded and chairs AAMA's foreign business development committee which now sponsors product shows in China, Mexico and Brazil. Congratulations!

OPEN HOUSES

Distributors began holding post-AMOA open houses prior to mailing of this issue, but here are some later events on the circuit. Oct. 5: Betson New Jersey & the San Francisco branches of C.A. Robinson & Betson Pacific (their L.A. branches are Oct. 7). Oct. 6: Betson's Arizona office & Atlas (Chicago). Oct. 9: Betson Advance (Syracuse). Oct. 12: Music-Vend (Seattle) & New England Coin-Op (Boston). Oct. 13: Atlas (Grand Rapids). Oct. 14: Dunis (Portland) & Pacific Vend (Vancouver) & Colorado Game Exchange (Denver) & Struve Distributing (Salt Lake). Check your local distributor for show dates if you don't see them listed here.

IN MOTION

Sales rep **Tom Keil** has moved from SNK to Atari/Time Warner as a regional sales manager. **Dave Drouillard** is the new sales pro at NSM-America. **Rich Long** has exited Edison Bros.; **George McAuliffe** was promoted to their general manager in charge of all mall entertainment operations. **Drew Maniscalco** is Sega's new East Coast rep; **Barbara Nappi** is their West Coast rep. More personnel news appears in "News Digest."

AMOA LEADERS

New officers and other "changing of the guard" info is reported inside this issue, but new '94-95 AMOA committee chairs include **Gene Winstead** (government relations) with **Frank Seninsky** as co-chair; **Lee Wesson** (education); **Phil Benson** (legalized gaming); **Doug Minter** (Hesch fund); and **Alan Chambers** (membership). AMOA prexy **Tami Norberg-Paulsen** chairs a new marketing support committee comprising AMOA's principal officers, some VPs and the Past Presidents' Council.

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RePlay

PLAYERS' CHOICE • OCTOBER 1994

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

best upright videos

	MODEL/MANUFACTURER	RATING	DIST.
▶	**1 REVOLUTION X (Midway) (4)**	**8.79**	**27%**
	2 MORTAL KOMBAT II+ (Midway) (10)	8.65	94%
	3 VIRTUA FIGHTER★ (Sega) (9)	8.34	44%
▶	4 SOLITAIRE CHALLENGE (Dynamo) (3)	7.65	16%
▶	5 LETHAL II: GUN FIGHTERS (Konami) (6)	7.58	24%
	6 LETHAL ENFORCERS+ (Konami) (24)	7.48	74%
▶	7 NBA JAM: TOURN. ED.+ (Midway) (6)	7.47	68%
▶	8 ALIENS 3 (Sega) (6)	7.40	9%
	9 RUN & GUN (Konami) (10)	7.24	31%
▶	10 UNDER FIRE (Taito) (4)	7.13	7%

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

best deluxe videos

(sitdowns, cockpits, arcade attractions)

▶	**1 DAYTONA USA (Sega) (5)**	**9.86**	**23%**
	2 RIDGE RACERS (Namco) (9)	9.33	13%
▶	3 PRIMAL RAGE (Atari) (1)	9.00	24%
	4 OUTRUNNERS (Sega) (22)	8.93	16%
▶	5 T-MEK (Atari) (2)	8.71	7%
	6 AIR COMBAT (Namco) (7)	8.43	7%
	7 SUZUKA II 8 HOURS (Namco) (7)	8.42	20%
	8 SUZUKA 8 HOURS (Namco) (24)	8.41	18%
	9 STADIUM CROSS (Sega) (18)	8.40	5%
	10 VIRTUA RACING★ (Sega) (24)	7.98	43%

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

best new games

RAIDEN DLX [software] (Fabtek)

FAST DRAW SHOWDOWN [deluxe] (ALG)

best video software

	MODEL/MANUFACTURER	RATING	DIST.
▶	**1 DARKSTALKERS [H] (Capcom) (1)**	**9.19**	**25%**
▶	2 GAL'S PANIC 2 [V] (Kaneko) (10)	8.60	5%
▶	3 KING OF FIGHTERS '94 [S] (SNK) (1)	8.16	18%
▶	4 ALIEN VS. PREDATOR [H] (Capcom) (3)	7.98	39%
▶	5 DUNGEONS & DRAGONS [H] (Cap.) (6)	7.49	39%
▶	6 RAIDEN II [V] (Fabtek) (9)	7.45	44%
▶	7 TWIN EAGLE II [V] (Seta) (4)	7.31	12%
▶	8 SUPER SIDEKICKS 2 [S] (SNK) (5)	7.28	24%
▶	9 AERO FIGHTERS 2 [S] (SNK) (2)	7.26	33%
	10 WORLD RALLY [H] (Atari) (14)	6.87	29%
	11 SAMURAI SHODOWN [S] (SNK) (15)	6.80	67%
▶	12 SAMURAI SHODOWN II [S] (SNK) (1)	6.78	17%
▶	13 BLOOD STORM [H] (Strata) (5)	6.73	10%
	14 ST. FTR II: C.E. TURBO [R] (Capcom) (20)	6.60	68%
▶	15 WORLD HEROES 2 JET [S] (SNK) (5)	6.58	29%
	16 SUPER ST. FIGHTER II [H] (Capcom) (12)	6.47	69%
▶	17 METAMORPHIC FORCE [H] (Konami) (4)	6.38	8%
▶	18 AGGRESSORS OF DARK KOMBAT [S] (SNK) (1)	6.22	8%
	19 RAIDEN [V] (Fabtek) (50)	6.21	31%
▶	20 WINDJAMMERS [S] (D.E./Neo•Geo) (7)	6.00	21%

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

top pinball

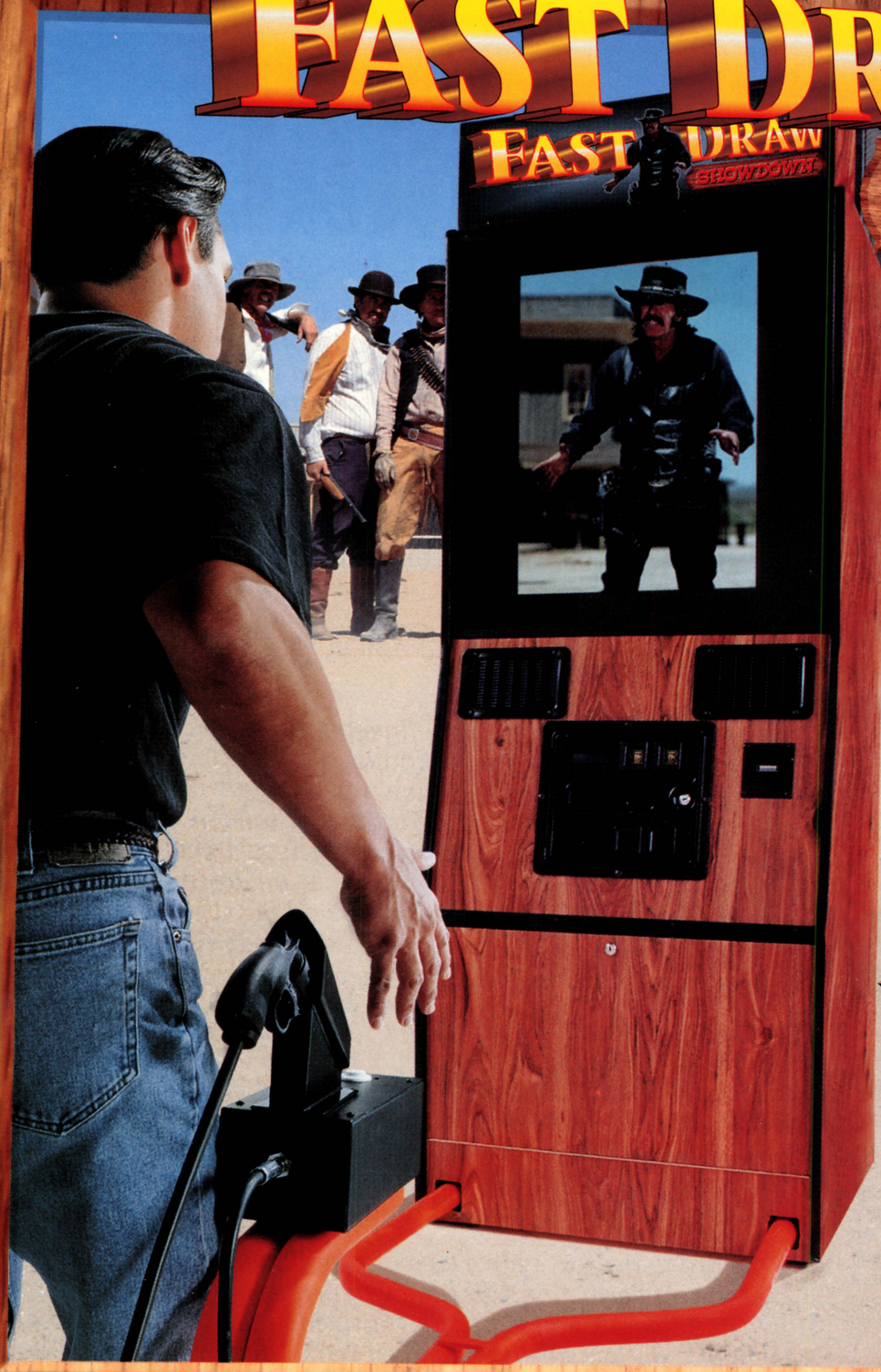
▶	**1 FLINTSTONES (Williams) (1)**	**8.62**	**16%**
▶	2 WORLD CUP SOCCER (Midway) (4)	8.52	30%
	3 STAR TREK (Williams) (8)	8.35	56%
▶	4 GUNS N' ROSES (Data East) (2)	8.30	24%
	5 ADDAMS FAMILY (Midway) (31)	8.19	78%
	6 DEMOLITION MAN (Williams) (6)	7.66	35%
	7 INDIANA JONES (Williams) (13)	7.65	45%
	8 RESCUE 911 (Gottlieb/Premier) (6)	7.47	23%
	9 TALES FROM THE CRYPT (Data East) (7)	7.40	24%
	10 CREAT./BLACK LAGOON (Midway) (19)	7.37	37%

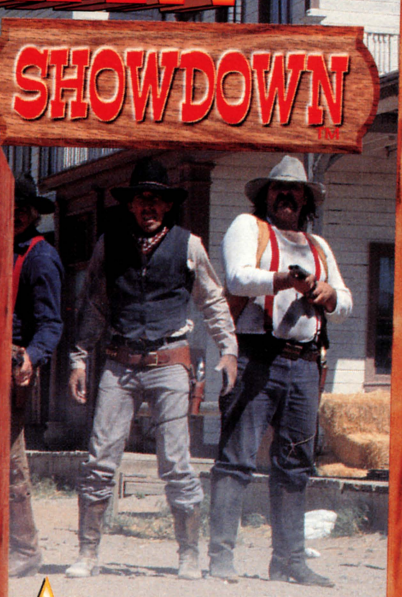
▶ *available brand new at certain distributors; number following brand shows months on chart including this one.*

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.*

FAST DRAW





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ON THE

COVER

Jaleco USA has long taken a laid-back approach to the American market, but these days they're blowing their own horn a little louder. And why not? They've got an expanding menu of coin-op product to suit every kind of operator and location — from a snazzy new 32-bit video system, to nifty new redemption games like *Alley Cats*. Pictured on our cover are (standing) Jaleco's Mary Hermanson and Seiichi Ogasawara; seated are President Shinichi Ikawa and Jolly Backer.

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EDITORIAL

The unavoidable lesson of this year's AMOA Expo is simple. This ain't the same industry it was before. Most of those who came to San Antonio, and certainly most of those who stayed home, would agree that business is off. But why? Looking at the dizzying quality of the "average" video or redemption game at Expo — then looking at the many dizzying price tags — it's hard to believe this is just another temporary downturn in the business cycle. Look at two U.S. companies with modem-based darts! Consider the big crowd of operators who showed up to learn about AMOA's National Amusement Network (and asked sharp questions). Given all this, it's hard to believe "good old-fashioned operating" is going to prevail much longer. "We're ready for NANI," many ops told AMOA. "Give it to us." Some factories said the same thing.

Product at Expo '94 was very fine, but somehow the show didn't seem to be "about" product. Politics (like video violence) was discussed, but the show wasn't really about politics, either. It was about the future. For the first time in memory, all the world's markets seem in perfect synch: customer traffic in traditional locations is down; collections are down; and (many) machine sales are down. Redemption and big simulators are doing pretty well worldwide, but not everybody can afford them and not every location is right for them.

What does that tell you? Maybe Japan's "big everything" plans are taking hold — big machines, big arcades, big price tags. No question, coin-op is becoming Big Business with all the buy-outs, strategic partnerships, chain operations, and hi-tech on the top (factory) level, and growing consolidation and cooperation on the bottom (operator) level. It ain't really the simple mom & pop industry it used to be.

The pro-active guys have a clear vision, a plan. Maybe it's a vision of vertical integration, where one company manufactures and operates on a grand, worldwide scale. Maybe it's a vision of a nationwide co-op called NANI that brings operators and locations into the 21st century. Either way, the pro-active tradesters are aggressively taking charge of their own destinies... and impacting everybody else's future in the bargain. Yes, larger forces are at play, from Uncle Sam to Ma Bell. But they're all contributing to the same general drift. This is a painful, yet exciting, time to be part of the industry, and there's still time to think things out. There will always be places where old-fashioned street routes will do okay. But other tradesters will have the choice of being "one of the first of a new breed"...or, "one of the last" of the old!

Marcus Webb

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OCTOBER '94

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SPECIAL FEATURES

AMOA EXPO
San Antonio provided great games, high prices, lighter attendance, and a calm mood despite soft markets worldwide. More importantly, perhaps, the show provided a window on the future of coin-op. Extensive coverage begins on.....pg. 98

STREET OPERATORS
Are they still the "backbone of the industry"? We analyze their fate and hear from street operators around the USA in their own words (including an interview with New York's outspoken Vic McCarthy). A look at a classic street location category fills out this special section. It all starts.....pg. 173

MAGIC EDGE
This summer, Namco opened its first "Magic Edge" simulation center. They plan up to 50 U.S. sites. ME uses linked, motion-based, closed-cockpit simulators and an elaborate themed location with costumed attendants. Coin-operated? Hardly. No, think $7-15 entry fee!.....pg. 207

VIDEO SYSTEMS
A lot of new ones are about to come out for coin-op and the home. John Ryan reviews older and current ones.....pg. 57

REGULAR FEATURES

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FROM THE

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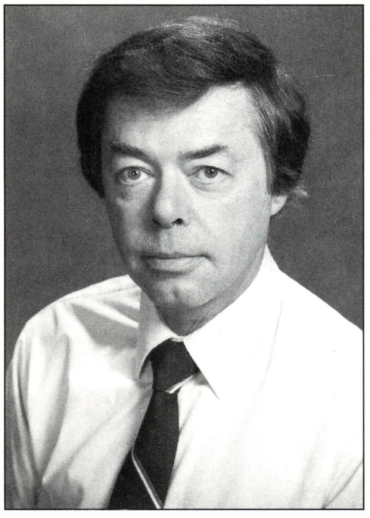

Yes, this issue mailed late, and I apologize to all who may have called wondering where their October magazine was. I should have run a notice last issue, letting readers know this new one would arrive at least a week after the start of the month. For it was our intention all along to hold it back so we could present our Revue of AMOA's Expo '94. Many people looked forward to the convention as possibly an ice-breaker for the rather cold business climate out there, and we decided to get it done and out to readers ASAP rather than wait until November.

Was it worth the delay...not to mention the pressure everyone at RePlay went through at the Expo and afterward to get it done and (I believe) done right? I think so, and I'm enormously proud of everyone here, including the production folks you've never met, for completing this task. I now hope readers will echo the adage that closes with the words "worth waiting for."

Okay, let's talk about the show. As you'll learn in our Revue, attendance was on the light side while new product on display looked a lot brighter (although quite costly in many cases). There are a couple of killer videos (and we do mean that literally), more than a couple of beautiful new redemption pieces (will they ever run out of ideas?), new state-of-the-art pins with newly-licensed titles, and the first pog machines.

That's all I'll say about product here, because we cover that subject like a rug in the Revue. But I will say this: despite all the talk of a softened industry that's now even affected the arcade sector, very few people walked around San Antonio with a "puss." The stress level was way down and a lot of guys stepped out easy on the show floor, taking their time to inspect the new goods.

Some, but unfortunately only some, of the new product shown in San Antonio will make it to your local distributor who obviously can't represent every Tom, Dick and Harry game guy who touted his goods at the Expo. That's what a national show is for, and for that reason I think it's sad that a lot of people stayed home. Then again, there are a lot of route guys who will say "We don't need 500 new machines...just give us five good ones!" Let's see what shakes out.

Ed Adler

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VIEWPOINTS

FROM OUR READERS

Dear Webb-san:

As you know, I take time to read every edition of your magazine, and enjoy the humor and serious reporting which are contained therein. As the "Father of *Pac-Man,* I took particular interest in the "Viewpoint" in the July edition of *RePlay.*

As an individual who has spent over forty years in the amusement industry, I can truly relate to Mr. Louis Boasberg's comments concerning game designers in his July letter to the editor. I have always respected those persons who are involved in creating "Play" and they have a special place in my heart.

I am pleased to report that Mr. Toru Iwatani, who gave birth to *Pac-Man,* is still with Namco Ltd. and is still deeply involved in creating "Play." *Pac-Man's* popularity is still strong and in December of this year, which will be his 14th birthday, Namco will be releasing *Pac-Man II* in the U.S. under a consumer format.

I respectfully propose that those of us in the amusement industry all strive to create a forum to give proper recognition to those involved in game creation. This is long overdue.

Masaya Nakamura, chairman
Namco Ltd.
Tokyo, Japan

Dear Nakamura-san: You're absolutely right; game creators don't get enough recognition. The only formal bow they take in the U.S. is when they (occasionally) are allowed to go onstage at the annual AMOA awards banquet to accept a "most played video" or "most played pinball" award. It's not enough! Our publisher Eddie Adlum once suggested creating an industry "hall of fame." Game creators should certainly be included in any such institution. — Marcus Webb

---

Dear RePlay:

Sore knees!

Yes, sore knees are what happens to operators when video game manufacturers put their cash boxes at floor level.

We are sick and tired of having to straddle the floor to pick up our quarters. If *Ms. Pac-Man* games can have cash boxes at waist level, why can't the rest of the manufacturers do it?

We have 300 video games on location and it's become a tiresome chore getting up off the floor to empty the box and then getting back down to replace it, find the right key, and get up again 300 times a week! Manufacturers beware, I think twice about buying a game with floor-level access.

Harold Lieberman
Liberty Vendors
Los Angeles, Calif.

P.S.: After 45 years in this business, I have a right to complain.

Dear Harold: we get the point. Maybe this is something the Standardization Committees should consider! — RePlay.

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

ANNIHILATE THE TERRORISTS!

An international terrorists group named "SKULL", has finally obtained the nuclear bomb and they must be stopped! The United Nations backed, Federation for Freedom, has ordered code name "Hornet" and "Queen Bee" into action. Use the inspiration of world peace and lasting freedom to conquer well armed and well fortified bands of terrorists. and if that doesn't work, GRENADE 'EM!

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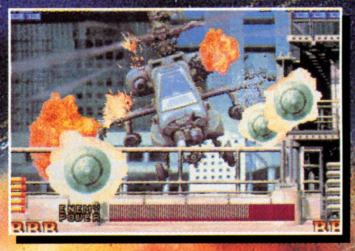

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Stay out of the rough while you tee up a winner with *American Sammy's* **Eagle Shot Golf**!

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NEWS DIGEST

AMOA EXPO '94: A WINDOW ON OUR FUTURE

Staged in San Antonio, Texas from Sept. 22-24, AMOA Expo '94 could be summed up in 10 words: good games, too expensive, light attendance, calm mood, weak market. While that's all true, it misses the deeper point -- this show was a crucial window on the U.S. industry's future, just as JAMMA '92 crucially previewed Japan's coin-op future. Remember, Tokyo '92 unveiled Japan's "big everything" plans (big arcades, games & price tags)...plans which have since become dominant realities. Likewise, AMOA '94 revealed the need – and growing supply – of big-business professionalism from operators here. That professionalism ranged from slick new marketing & PR awareness, to the compelling "all aboard" train whistle of AMOA's National Amusement Network. Show hits? Ops voted Midway's *Killer Instinct* as "game of the show." Other goodies: Data East's *Tattoo Assassins*, Capcom's *Dark Stalkers*, SNK's *Samurai Shodown II*, Atari's *Cops*, and Strata's *Pairs*. Five flashy new pins, and an estimated 40% of total equipment devoted to redemption – now, that's a show! Complete coverage begins on **page 92**.

SEGA USA BUYS DATA EAST PINBALL

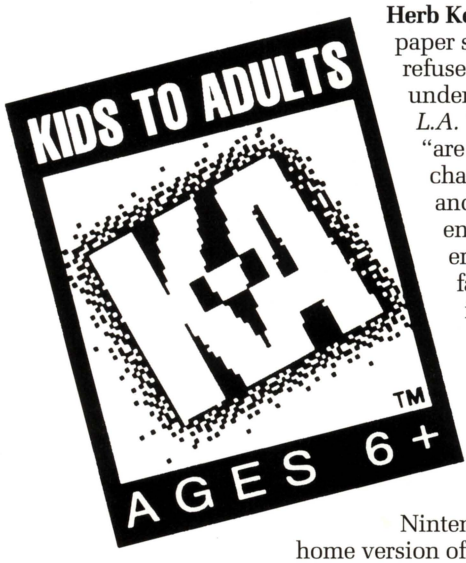
Sega's U.S. coin-op subsidiary purchased the U.S.-based pinball division of Data East. The *Japan Economic Journal* estimated the selling price was $36 million. Deal was announced Aug. 25. The acquisition more than doubles Sega's American market, since Sega USA's annual revenues are about $55 million and Data East Pinball accounts for 74% (about $64 million) of Data East USA's total revenues of $87 million.

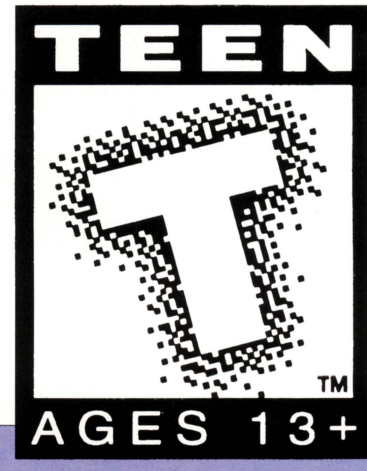
Sega already owned 16.8% of Data East stock. Sources tell *RePlay* that Data East USA will move from its Chicago plant, back to Data East's old factory building in San Jose, Calif. (the video division had just finished moving from San Jose to Chicago). The nine-year-old pinball division reportedly controls about 25% of the world pinball market (with 65% controlled by WMS and 10% by Premier, according to Japan's *Game Machine Magazine).* Sega was involved in making pinball back in the 1970s but later dropped out of this niche. The pins will continue to sell through Data East's distributor network in the USA and through Data East itself in Japan, said *Game Machine.* Data East Corp. president **Tetsuo Fukuda** said the sale will allow DEC to concentrate more on video and redemption. Sega chairman **Hayao Nakayama** said the deal strengthens Sega's coin-op division worldwide. Seen here are, from left, Sega USA coin-op officers: exec VP **Howell Ivy;** national sales director **Ken Anderson;** new exec VP of finance **K. Kajiya;** and coin-op division president **Al Stone.** No longer with the company is theme park expert **Ned DeWitt.** Learn more about Sega's big plans for U.S. operations — and their huge fall coin-op product line — starting on **page 66**.

NEWS DIGEST

GAME RATINGS: WHO SHOULD ENFORCE THEM?

As reported last month, Congress has given the nod to the Interactive Digital Software Assn.'s "voluntary" rating system for cartridge-based home video games. Some leading retail chains like Wal-Mart, etc., have already agreed not to sell unrated games. But, is anybody in stores going to enforce the system and refuse to let little kids buy or rent violent games? IDSA's **Dr. Arthur Pober** suggested (in a *RePlay* interview) that enforcement — if any — is up to parents. But according to *USA Today* (Sept. 10), senators **Joe Lieberman** and **Herb Kohl** want stores to play morality policeman: the paper said they issued a "demand" that video stores refuse to rent violent or unrated games to kids under 17. Stores don't want the job, though. The *L.A. Times* says Toys R Us, Target and Wal-Mart "are not expected or required to check the age of purchasers." And the **Video Game Retailers Assn.** (whose members rent and sell tons of games through the same stores that rent VCR movies) have endorsed ratings, but *USA Today* says vidstore owners "will sidestep" a uniform enforcement policy, in favor of letting each retailer deal with the ratings in its own way...Likewise, if Congress hoped ratings would prompt milder game content, they may be disappointed. **Nintendo** has decided it can't afford to play censor anymore. Last year, their toned-down home version of *Mortal Kombat* lost the sales contest to Sega's uncensored version. (A total of six million units were sold market-wide.) Also, players wrote and called to protest Nintendo's "Big Brother" stance. Result: Nintendo's home version of *MKII,* which hit stores in September, includes all the blood and gore of the arcade version. The company voluntarily put a warning label on the box, suggesting it might be unsuitable for players under 17.



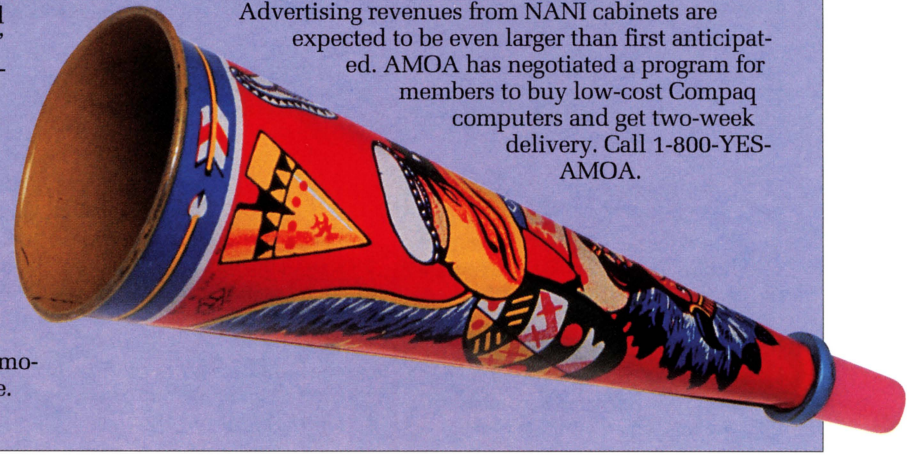


"WE'RE READY FOR NANI," SAY U.S. OPS; TESTS BEGIN SOON

AMOA devoted an Expo '94 booth to its **National Amusement Network.** Guess what? "We don't have operators saying 'I don't understand computers,'" said NANI prexy **Craig Johnson**. "They are saying 'I'm ready – give it to me.' Many more AMOA members are computer literate than we first believed." Craig's NANI seminar was packed. NANI equipment tests in Ohio and Kansas are now slated for "mid fourth quarter" (maybe Nov. 1-15 startup?) thru first quarter '95. NANI has established a tournament committee (**Gene Winstead**, chair) and a marketing/promotion committee.

Valley previewed *Cougar IQ,* a modem-based dart game that's "98% to our specs," said NANI toppers; it bows next spring. Some 70 factories have asked for technical specs (first copy free, additional copies $100) to enable them to build NANI games. Some manufacturers are "just looking" but Craig advised "numerous" firms are serious about building NANI networked games.

Advertising revenues from NANI cabinets are expected to be even larger than first anticipated. AMOA has negotiated a program for members to buy low-cost Compaq computers and get two-week delivery. Call 1-800-YES-AMOA.



ATEI SHOW DATE NOTICE

Contrary to what is printed in this month's Datebook column, the dates for the upcoming Amusement Trades Exhibition International (the big ATEI) in London are Jan. 24-26, 1995. We regret any confusion this may have caused.

PROFIT from the FUN!

Home Run Hitter

- **Proven Top Earner!**
- **No one plays just once!**
- **Fast coin action!**
- **Real baseball player motion!**
- **Optional progressive jackpot!**

Game Dimensions:
Height: 48" Depth: 60"
Width: 25" Weight: 300 lbs

THE DEALER

- Dealer Play mode or Skill Flip card mode
- Hold feature option
- Sit down stool included

Dimensions
56" High
23" Wide
51" Deep
(includes stool)
Weight: 150 lbs

OL' McDONALD

- Great steering action game
- Terrific sound
- Game for all ages
- Includes bench seat

Dimensions
74" High
50" Deep
34" Wide
Weight:
300 lbs.

DREAM BOAT

- 1,2 or 4 player coin pusher
- Directional skill slide entry with 2 fixed coin entries
- Skill stop button for push table
- Adjustable moving bonus system

Dimensions
1 Player: 25" Wide
26" Long 73" high
250 lbs
2 Player: 49" Wide
26" Long 73" High
400 lbs
4 Player: 49" Wide
49" Long 73" High
550 lbs

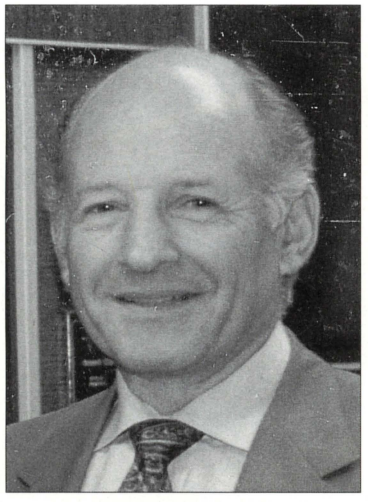
Coin Concepts Inc.
16 Edgeboro Road, Unit 5
East Brunswick, N.J. 08816

cci
coin concepts,inc.

Phone: 908-390-9009
1-800-462-COIN
Fax: 908-390-3373

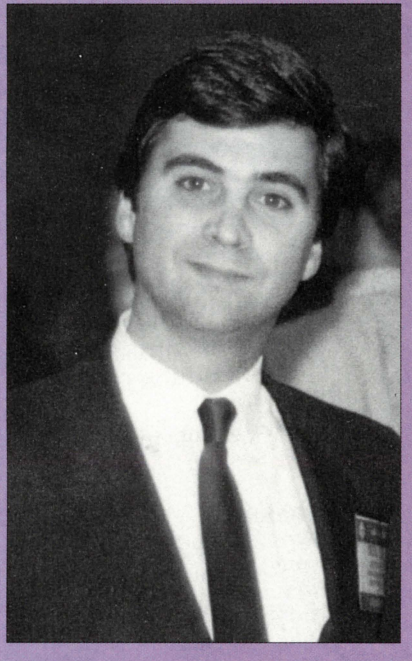
NEWS DIGEST

ROWE EVP JERRY GORDON NAMED AAMA'S 1995 MAN OF THE YEAR

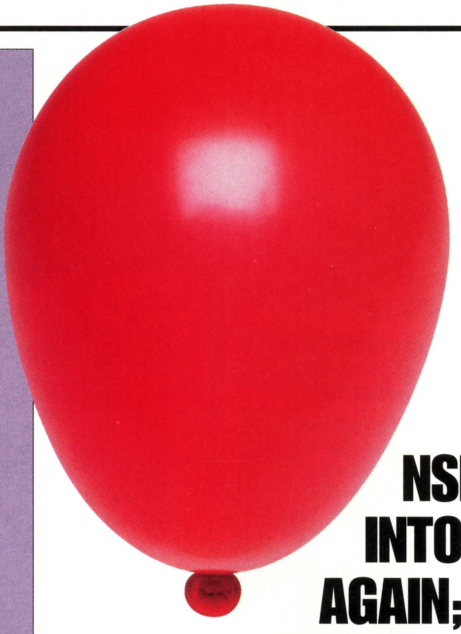


Just after picking up the AMOA Merit Award last year, Rowe International's Executive VP **Jerry Gordon** is about to be honored again. This time, he'll be "Man of the Year" at the American Amusement Machine Charitable Foundation's annual banquet fundraiser. Beloved by distributors, admired by manufacturers and deeply respected by many operators, Jerry has a sterling reputation in the industry for being an example of "what a coin-op trade member should be." He's noted for integrity, a positive attitude, deep industry knowledge, and community commitment and service. Congratulations (again), Jerry!

ROCK-OLA HIRES HAYDOCY; WILL MAKE NOSTALGIA CABINETS



George Haydocy has joined Rock-Ola Mfg. Corp. as their new national sales manager. He'll be working with vp of sales **Frank Schulz** out of R-O's Chicago branch headquarters. "George brings an added dimension to our company with 35 years of experience in the industry," said R-O prexy Glenn Streeter. "He has a well-deserved reputation for jukebox expertise and great rapport with operators. He'll be tremendous asset to our future plans as Rock-Ola continues to expand our distributor network, products and more." George's previous posts include stints at Cleveland Coin, Seeburg and most recently NSM-America. Tradesters can look forward to seeing George and Glenn at open houses this fall. By the way, what are those "plans for expansion"? Well, Glenn wasn't saying much but he did let out that R-O's sister company Antique Apparatus has signed a deal to produce nostalgia-style jukebox cabinets for NSM of Germany, for distribution to the European market.



NSM INTO PROFIT AGAIN; U.S. JUKE SALES UP

The following item is reprinted from *Amusement Business Europe*. "German manufacturer NSM has announced profits of U.S. $6.2 million for 1993. This follows a loss of $3.2 million the previous year and represents a 3% increase in turnover from $259 million to $268 million. NSM attributes this turnaround to successful new products, the effects of cost-cutting measures introduced in late 1992, and reductions in tied-up capital." The London-based trade journal added that gaming devices and exports (especially jukeboxes to the USA) remained NSM's strongest markets. American jukebox turnover increased a very respectable 6% last year, said the paper, while exports to the U.K. jumped a whopping 20%.

Ante Up!

This table's for Five Card Draw and Black Jack.

If you think you got what it takes to play in this game, buy your chips, pull up a chair, and get ready ... Bret Maverick is dealing!

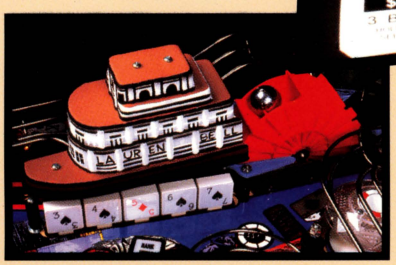
MAVERICK
THE MOVIE

TM & © 1994 Warner Bros.

OUT OF THE WILD WEST COMES A PINBALL MACHINE FOLKS ARE ALREADY CALLING A CLASSIC!

MAVERICK THE PINBALL

The company that brought you the first mass produced pinball machine equipped with a Dot Matrix Display brings you their revolutionary High Definition - High Quality - Generation Three - Wide Screen Display!
HDHQ brings players and spectators into the action like never before. More than 75% larger than our competitors display - it's gonna gun-em down!



Enter the First Annual All Rivers Poker Championship aboard the Lauren Belle's River Boat and your initials will emboss the back of the cards for all to see in game play! The more you get aboard, the wilder the multi-ball action will be!

Pay your money for a pull on the Stack-of-Chips Skill Shot! Bet you can't hit on the first deal!

MAVERICK PINBALL BRINGS YOU A WINNING STREAK SURE TO PUT SOME GIDDY-UP IN YOUR PINBALL COLLECTIONS!

DATA EAST

Data East, USA Inc.
1990 Janice Avenue
Melrose Park, IL 60160
Phone: 708-345-7700
Fax: 708-345-7718

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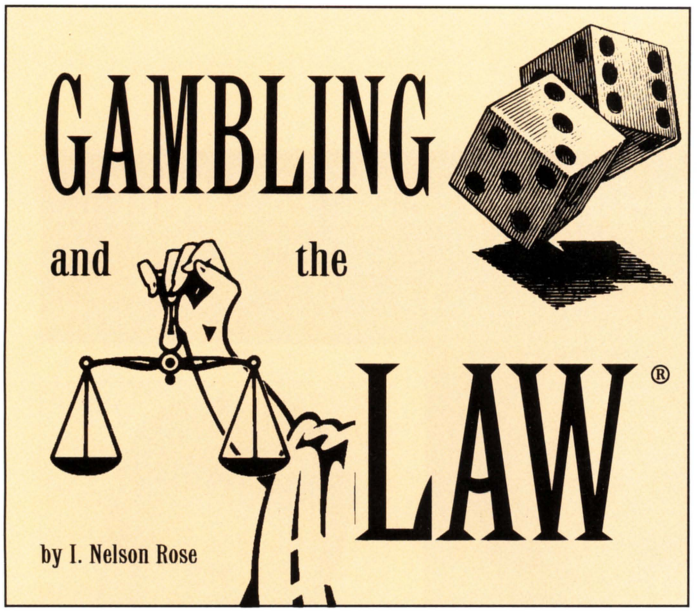
It's a 4 C!
Cards, Cowboys, Country Music and Classic Title!
Cards: 17 card drop-targets fanned out on a playfield sure to challenge the best card players in the saloon.
Cowboys: They're hot! Westerns are riding out of Hollywood like never before! Stars like Kevin Costner, Clint Eastwood and Mel Gibson are picking up where legends like Gary Cooper, John Wayne and Henry Fonda left off.
Country Music: You're sure to enjoy the toe-tapping #1 country music hit by Clint Black, "A Good Run of Bad Luck" played through our BSMT-2000 digital stereo sound system.
Classic Title: A television series that ran from 1957-1962 recently made available on home video. It's now a blockbuster movie that's grossed over 100 million dollars in the US making it one of this years biggest films!



SLOTS NOW LEGAL IN 25 STATES!

Gaming law expert **I. Nelson Rose** reports that by his count, 25 U.S. states and three U.S. territories now have some form of legal gaming machines — slots or VLTs — either in casinos, riverboats, Indian reservations, or VLTs. Professor Rose stands by his earlier prediction that, one way or another, legalized machine gambling will sweep the land in the next few years. Details appear in the latest "Gambling and the Law" column (copyright 1994 by I. Nelson Rose) which we will print this month or next, depending on space.

NEWS FROM GAMING MANUFACTURERS

NEWS DIGEST

Bally Gaming became the first factory to get the Nevada Gaming Commission's full okay to sell interactive gaming machines to casinos. Their *Game Maker* is a multi-game, 32-bit, touchscreen unit with coin hopper. First units are already up and running in a major casino. The firm has also agreed to manufacture and market a casino version of Shuffle Master's *Let It Ride* table game. New vice presidents at their Bally Systems subdivision include **Mike Lestrange** as senior VP of R&D; **Marc Comella** as VP of marketing/support; and **Don Hinkle** as VP of finance & administration.

Over at **WMS Gaming,** two new appointments: the new marketing director is **Jim Breindel,** a former GTech product manager and independent consultant. Jim will oversee market-research to help make new product, develop sales support strategies, analyze U.S. and global markets, and work up ads & PR plans. WMS Gaming's new engineering director is **Tim Durham,** promoted internally from software development manager where he lead development of the operating system that powers all the company's current products. Tim will supervise all R&D for gaming machines, chair the game design group, and held lead the management steering committee.

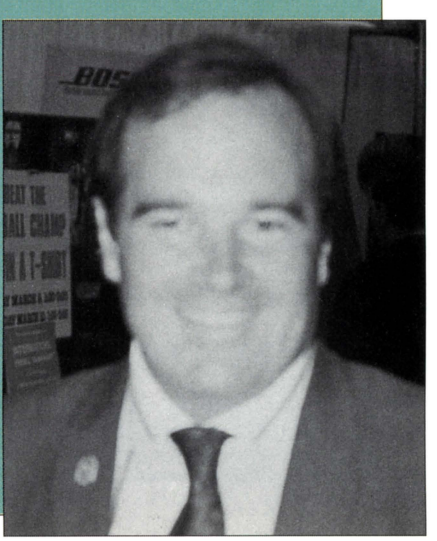
Video Lottery Technologies announced on Sept. 6 that its chairman, **Dan Bower,** had resigned. Reason given had to do with entertaining government officials while Bower was working at a previous firm; word of this activity surfaced during Nevada State Gaming Control Board hearings. President & CEO **Stephen Vanderwoude** then put VLT, Inc.'s application for a Nevada gaming license "on hold" for the time being.

NEW ADDRESS FOR MIREILLE CHEVALIER TRADING SERVICES

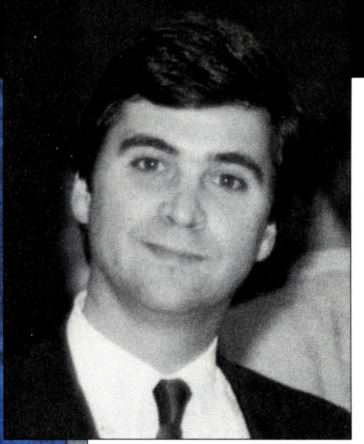
The industry's most charming French accent (and hard-working import-export rep) has moved her company to a new home base, in the same area code as those Silicon Valley vidgame factories. **Mireille Chevalier** can now be reached at: Chevalier International Trading Services, 20800 Fourth St., No. 10, Saratoga, CA 95070. Phone is 408/741-8024; fax is 741-8095.

20th ANNY FOR A.L.D. SERVICES!

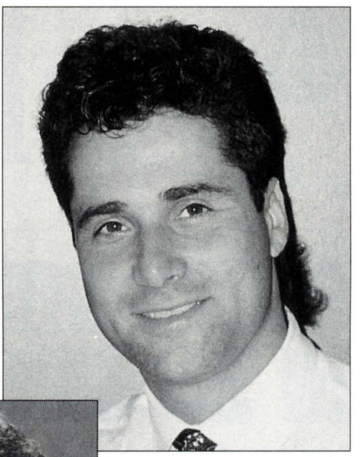
Alan Deutschmann and the guys & gals at A.L.D. Services (St. Charles, Mo.) are celebrating the company's 20th anniversary this year. Al printed up and mailed out an enjoyable flyer called the *Daily News* which cites other events which occurred in 1974, the year A.L.D. began. Some things have changed, but Alan's firm is still around and doing fine after two decades of hard work and dedication. The flyer thanks A.L.D.'s employees, customers, suppliers and friends who helped make it all possible. May we add *RePlay's* compliments on this merchandise supplier's two decades of growth and success!



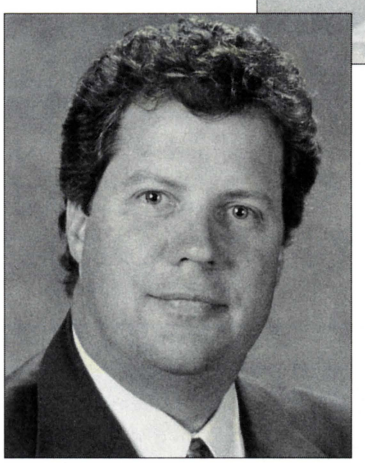
COIN-OP PEOPLE ON THE MOVE



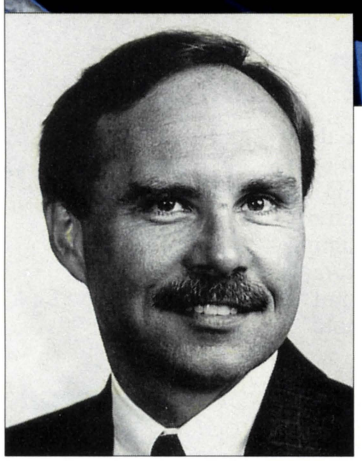
NEIL NICASTRO



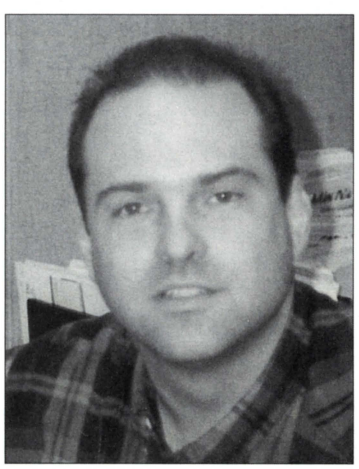
FRANK COSENTINO



MICHAEL COOPER-HART



TOM MATCZAK



MIKE PSZCOLA

Neil Nicastro can add co-CEO to his list of titles at WMS, Inc. (he remains president, treasurer and COO). Neil shares the CEO post with his father, WMS chairman **Louis Nicastro.** The move was made by WMS's board of directors to recognize his contribution to the firm's outstanding performance in recent years, plus his key role in growing their home game and gambling businesses.

Kelly Olewiler has joined JCM as market development supervisor, handling ads, promos and trade shows for this leading maker of coin and currency handling devices.

Frank Cosentino has been promoted to Namco America's VP of sales and marketing, as reported last month. The 14 year trade vet has racked up plenty of distribution, manufacturing and sales experience in his career (previous stints were at Bally Distributing and Atari Games). Frank also serves on AAMA's charity foundation board.

Michael Cooper-Hart has been promoted to Namco America's VP of manufacturing. Holder of a master's degree from San Jose State, Mike has worked in manufacturing and new product development for 20 years, 10 of which were served in coin-op (he held top posts at Exidy, Atari, Mitsubishi and SCI Mfg.). In their new posts, Mike and Frank will work closely Namco America prexy **Kevin Hayes,** who praised the pair as "instrumental in N-A's growth and development, helping establish the firm in the U.S. market."

Tom Matczak has joined Valley Recreation Products as VP of finance and CFO. Holder of an MBA from Northern Illinois University, Tom's career includes prior financial management posts with various manufacturers including 14 years in the electrical assembly industry. At Valley he'll have full responsibility for financial reporting, human resources and information systems at their Michigan HQ, Illinois electronics products division and Minnesota specialty wood products division.

Mike Pszcola has joined Coin Concepts, Inc. as sales rep. Formerly with Alter Enterprises, this experienced tradester will work with street operators, theme parks and help develop CCI's global market. "He's enthusiastic and knowledgeable," said CCI's Gary Warner. "Our whole staff is excited to have him aboard."

BELAM

Brings you the most wonderful

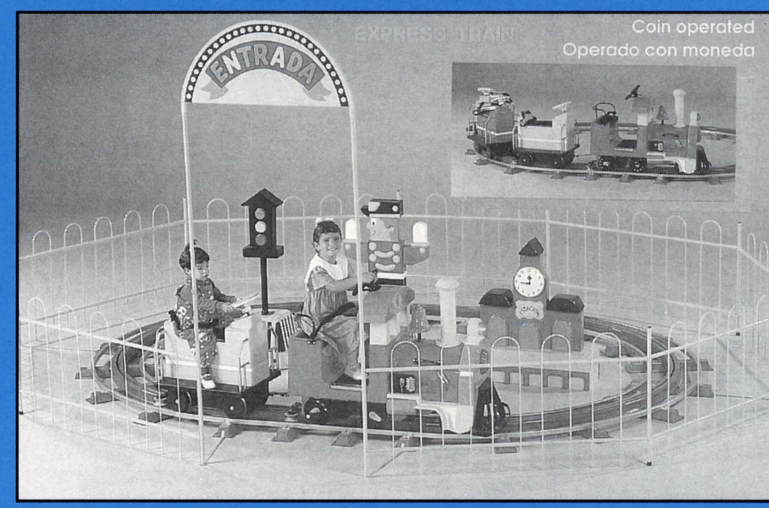
KIDDIE RIDES

By Belita

Coin-Operated
(or Attendant-Operated)

EXPRESS TRAIN

Beautiful color, great digital sound and easy-to-assemble... wonderful for kids.
110V or 220V



Coin-Operated

SWISS BOY SEE-SAW

Beautiful fiberglass figures with digital sound & electronic time control...a wonderful game for kids. 110V or 220V.

Call, fax or write for catalog, prices and details!

R.H. BELAM COMPANY, INC.
1 Fulton Ave., Hempstead, NY 11550
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FACTORY NOTES

Drew's Distributing (Spartanburg, N.C.) says their casino change machine *BC-250* has been approved for the New Jersey casinos by the state's gaming commission. Unit features complete audit capability, hard & soft meters, print ticket audits, dual hoppers that vend 32 coins per second, touch-screen monitor and much more. Drew's holds a vendor registration to conduct sales in the Garden State.

Strata Corp. is going "direct to the operator" to sell remaining inventory of *BloodStorm,* their combat video game kit, at a low $795. Big promos in player's magazines are running through the fall to help boost player interest. Limited number of dedicated units also available.

Microtouch (Methuen, Mass.) has reduced list price of its TouchMate product 37% to $565 (additional volume discounts available). The award-winning device turns any PC monitor into a touch input device. A 30-day free evaluation and five year warranty are also offered.

JCM opened its new Las Vegas, Nev. corporate headquarters on Sept. 1, bringing added sales support and immediate factory-direct service to Nevada and West Coast customers. JCM maintains its original sales and service facility in Norristown, Pa.

In the above photo, **Valley Recreation Products'** Jim Griffiths (left) and Mark Boehman (right) present Laniel Automatics' Jean Coutu (center) with a Valley "Top 20" award for outstanding sales achievement. Congrats!

Santa Ana, Calif.-based **SRS Labs** was issued another patent for its 3D sound technology on Aug. 11 — their patent fourth in this country. Along with many other legal protections here and abroad, they now claim "valid patents worldwide" for their OEM product. One licensee is **NuReality,** another firm in the same city which has developed applications for 3D sound to video games.

PUTT-PUTT MARKS 40TH ANNY; NAMES NEW LEADERS

Left, DONNA LLOYD
Right, BOBBY OWENS

Congratulations and well done to **Don Clayton,** chairman of Putt-Putt Golf & Games. He retired Aug. 30 at age 69, just over 40 years after he founded the world's largest and most successful mini-golf chain in 1954. Today, the Fayetteville, N.C.-based company has franchises all over the U.S. and the world. It's noted as a very well-run operation and a leading forerunner of today's big trend toward family entertainment centers. The firm includes Southern Golf Distributors; its newest franchise system expansion is Putt-Putt TotalPlay. Putt-Putt's new chairman of the board is Don's daughter, **Donna Clayton Lloyd.** She's been active with the firm since the very first year, from personally owning some U.S. Putt-Putt locations, to doing PR and board work, to performing management functions worldwide. As chairman, she'll play a key role in setting plans for future development and creative direction. **Bobby Owens,** an 18-year company vet, will serve as Putt-Putt's CFO and CEO. He started as a "managing pro" at a North Carolina outlet, moved up to national training director, and has been involved in every aspect of the company since. His most recent posts were national franchise director and international VP.

YOUR MOST POWERFUL COIN-OP SOURCE

ACME '95 is the only industry event, positioned for you to super-charge your business in time for the busy spring and summer season. It's the most powerful display of coin-op products under one roof! Video games, pinball, table games, dart games, jukeboxes, skill and redemption games, kiddie rides, plush and novelties — plus cabinets, coin- mechanisms, monitors, parts & supplies and services — all featured in more than 1000 booths!

MEET THE POWERS THAT BE

The leading suppliers of coin-operated equipment send their top executives and technical support staff to meet you and show you their newest products. They are ready to discuss promotional ideas and business strategies that will pack in the players and pump up the profits in your location.

HIGH-POWERED SEMINARS

Knowledge gives you the power to succeed — and ACME '95 will be packed with powerful sessions for location owners and operators. Technical topics, issues and answers, new technologies and location tours will give you the coin-op know how you need to send your business soaring.

A POWERHOUSE OF PLAYERS

They're all here. Manufacturers and distributors. Technicians. Location owners and street operators. The major players with the biggest buying power know ACME is their one stop shopping source for the season's hottest hits and newest picks.

GET THE POWER!

Plan NOW to attend ACME '95 in Reno if you own or operate a family fun/entertainment center, arcade, amusement/theme park, waterpark, restaurant, bar or nightclub, skating rink, bowling center miniature golf center, hotel or resort, movie theatre or convenience store. Join thousands of distributors and operators worldwide in their quest for the power of coin-op!

ACME 95

AMERICAN COIN MACHINE EXPOSITION

THURSDAY, MARCH 23 • FRIDAY, MARCH 24 • SATURDAY, MARCH 25
RENO SPARKS CONVENTION CENTER • RENO, NEVADA

For More Information, Contact Show Management:
William T. Glasgow, Inc., 16066 South Park Avenue, South Holland, IL 60473-1500 USA
Phone: 708 - 333 - 9292 • *Fax:* 708 - 333 - 4086

Sponsored By: AAMA - American Amusement Machine Association

ON YOUR MARK

BY MARCUS WEBB

Numbers, numbers, numbers. Everybody wants numbers. How many were sold? What did they earn? What is the market share? Etc., etc., etc. We get pummeled with these questions all the time. Regrettably, our trade is secretive about numbers. Too many factories and distributors like to "put a good face on things," even when conditions are terrible. This Pollyanna stance fools no one. It does not promote sales (as it's supposed to). But secrecy does contribute to ignorance, mistrust, and unprofessionalism. It also blocks realistic self-assessment by the industry.

A LOOK AT THE NUMBERS

This column will attempt to pull together a few of the publicly available numbers about the coin-op industry.

Industry size: the Gallup organization said U.S. coin-op reached $7.25 billion in 1981, then fell to $4.25 billion by 1983. It's generally agreed we did a gradual climb back into the $7 billion range since, and have remained more-or-less flat for the last few years. That is, U.S. players feed about $7 billion worth of dollars and quarters into all types of coin-op amusement machines, each year.

Video game earnings: when we polled operators about six years ago, they told us video games accounted for 65% of every dollar they earned. By two years ago, that figure had dropped to 35%. Today it could well be a bit lower still. What's 35% of $7 billion? Call it maybe $2.45 billion in yearly coin-op video game earnings to U.S. operators.

Machine sales: a decade ago, titles like Asteroids and Ms. Pac-Man sold around 100,000 units. Today a number one hit video game may top out at around 25,000 units (U.S. market). On the other hand, we're told about six million cartridge versions of Mortal Kombat were sold (worldwide) for home video game systems.

More machine sales: in 1991, Atari execs (working off that year's AAMA Sales Index, available to members only) estimated the U.S. base is about 750,000 video games on location, with about 20% replaced each year. That translates into 150,000 annual unit sales (60,000 dedicated; 90,000 kits) or about $250 million in yearly coin-op video game sales volume. In the jukebox arena, one expert estimated that 35,000 coin-op phonographs are sold worldwide each year, with some 25,000 of those going to the USA. We have no unit sales figures for pinball, pool tables, electronic darts, etc.

Jukebox market share: a year or two ago, Rowe was said to dominate U.S. jukebox sales with about 50% of the market, NSM was next with about 33%; Wurlitzer, Rock-Ola and Pioneer supposedly split the rest. I suspect the market share of each firm has shifted since then; for example Amusement Business Europe reported NSM's U.S. juke sales up 6% last year alone.

Pinball market share: Japan's Game Machine Magazine recently reported that Williams/Bally-Midway controls about 65% of the world's pinball market, Data East has about 25% and Premier Technology about 10%.

Number of U.S. operators: between 4,000 and 8,000...it's anybody's guess. Our subscription base leads us to think it's around 7,000.

Number of U.S. arcades, FECs and game rooms: We've heard expert estimates from 2,000 to 10,000 depending on the definition. You may have to settle for a super-rough estimate of 5-6,000 (and growing).

Some of these statistics may be wrong; in fact, it's highly likely this compilation will have errors. Anybody who wants to step up and provide correct, official, authorized data, feel free!

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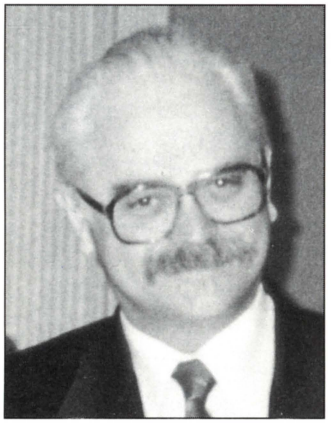

FRANCE CONSIDERS RETURN OF SLOTS

BY DAVID SNOOK

Once again, we present "Letter from Europe," brought to us by veteran trade journalist David Snook and his colleagues at InterGame, *a new UK-based monthly.*

The prospects of developments in France are one of the key elements affecting business currently in Europe. It has become known that the French government is actively contemplating reintroducing modest slots. "Modest" in the sense that, like Germany, Britain, Spain and Holland, the slots would be with low stakes and low prizes — "amusement with prizes" machines (AWP) as they have become known.

It may take some time to work its way through the system and into reality, but if it comes it would completely rewrite the French coin machine business and introduce perhaps as many as 150,000 of the new machines.

Greece is currently going through this phenomenon, with considerable confusion caused by the Greek Government's apparently inability to straighten it out.

It has been a period of vacation in Europe, generally, with most of France, Spain and Italy on holiday for a month, reducing activity levels, and the only "dairy" date has been the first distributor meeting by Nova Apparate of Germany. It was, in reality, a "sub-distributor" meeting, for Nova is itself Europe's leading import organization. It collected together its main agents from all the other European countries in a weekend of business and social events. The principal element of this was the launch of several new games, including the joint Williams/Nova development of *Circus,* the upright pinball and *Cruis'n USA* in its non-simulator sit-down format.

HOLLAND

The Dutch government is making income from gaming machines fully accountable. In the future they will have to be equipped with a meter that can calculate exactly the revenue of the machine. The process has been extensively tested by the Dutch NMI and foolproof devices will render the laundering of black money impossible. A new law is expected shortly from the government, which will mean compulsory installation of a meter in every AWP machine.

MONOPOLY

The long-held monopoly by RAHA-Automaatiyhdistys over virtually all forms of coin-operated machines in Finland is to be broken. Since the 1930s, the Finnish government has given the monopoly to the RAHA to operate payout machines with the profits going to various charities. The removal of the monopoly means that around 3,000 RAHA-owned machines will face competition for the first time, as coin-operated pool tables, air hockey, video games and pinball will all be freely operated by other operators.

PINBALL

Premier Technology president Gil Pollock has announced a new British distributor for its Gottlieb pinball line. Direct Machine Distributors Ltd. (DMD), of London, took over the role as of Sept. 1.

HONG KONG

The return of the pinball game to Hong Kong has not been the success many hoped it would. Pinball was readmitted to the colony at the beginning of this year after being banned there for many years. Initial installations saw the game hit averages of HK$700 per day, but that has now fallen to HK$200 to HK$250. Pinball games have also fallen foul of the "zoning" rule in Hong Kong arcades, as they are rated as large games and need more space than a standard upright. With an upright video game making as much as 50% more than a pinball, the games are losing favor in the arcades.

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SOUTH AFRICA

Speculation is strengthening in South Africa that the government will ban street operators of grey area and gambling games. The 20 or so "regular" operators of coin machines in the country are united in the view that despite their best efforts, gambling will be contained within a dozen or so casinos.

LOTTO

The Norwegian industry is waiting for new regulations to be announced in October concerning the Lotto machines. The government proposed a Lottery Act in the spring, which was designed to redefine all coin-operated games, and confirmation is now expected on which elements will be enacted. Under the proposals, all payout machines will be defined as lotteries regardless of whether the outcome depends upon skill or chance, which would take many of the "knipsekasse" machines into a new sector and make it illegal for private operators to own them. The result would be a government-imposed monopoly with around 15 large charities taking the majority of the benefits from both knipsekasse and lotto machines. Many of the knipsekasse will be changed into the lotto format, with the change-over period being for two years.

BACTA

One of the best known administrators in the international coin machine industry, Alan Willis, is coming up for retirement. Mr. Willis has been general secretary of the British trade association, BACTA, for 34 years and will leave the post next summer. As well as facing the task of replacing Mr. Willis, BACTA has been led to look at the prospect of major restructuring in order to strengthen the association. President Brian Meaden has asked for input from members for a report on the way in which restructuring may take place, posing questions such as whether the present roles and balance between general secretary should remain; and whether there was support for the view that the general secretary should become the principal contract with regulators.

TAX

One of the three Czech trade associations has moved to encourage the government to bring in a new operators' tax to cut down the number of machines. The new association formed with Fairplay, the Dutch-backed company, is asking for an operating tax of between 1 million and 5 million krone per year (US $30,000-$150,000) in order to cut down on small operators.

HUNGARY

Hungarian operators of bars and pubs will have payout machines for the first time in January. The machines will have to operate on one coin in at a time with a maximum of 200 times the stake as a prize, and a normal price of play will be 20 forint. Until now, payout machines have been permitted in Hungary in separate game rooms, but not in pubs.

SAFETY

Various country trade associations in Europe are currently talking with the International Electro-Technical Commission on setting new standards for safety in coin-operated machines, as the IEC turns its attention to "vending machines." ◆

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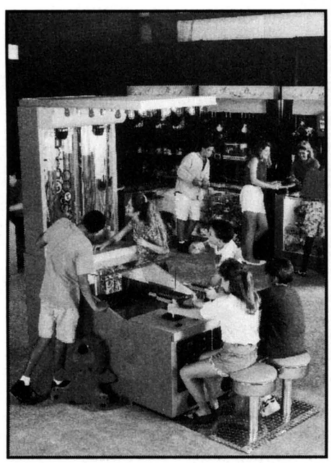

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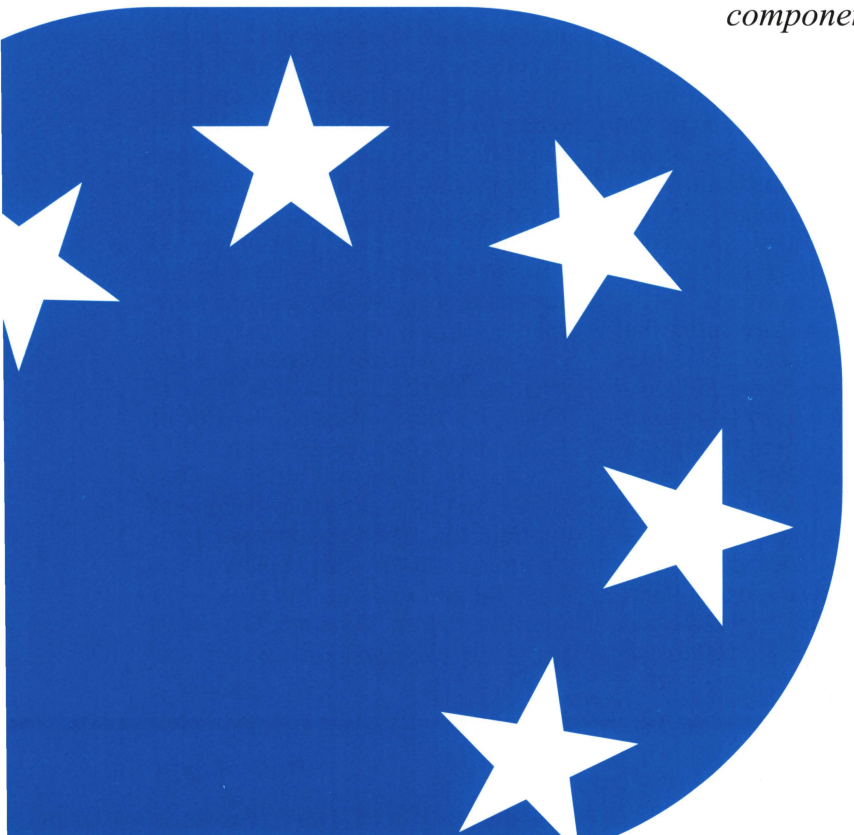

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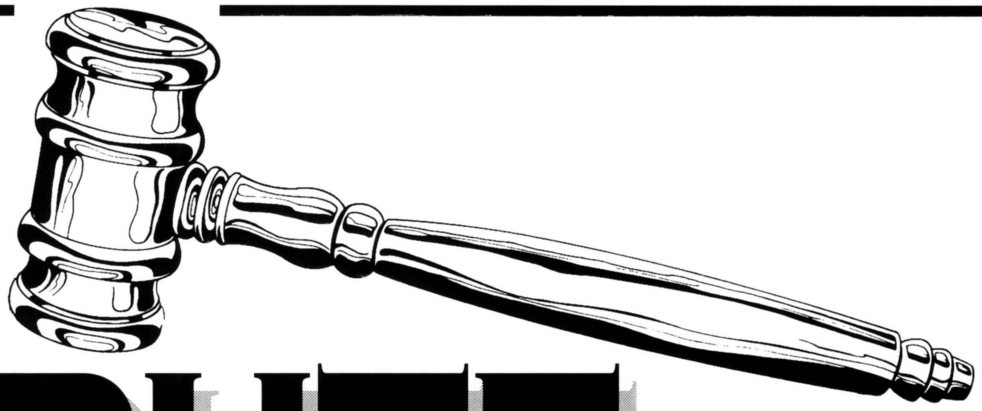

DISPUTE continues

Data East, Capcom still wrangling over vidgame copyright infringement issues

Capcom USA sued Data East Corp. and Data East USA last year, alleging that the latter's game *Fighter's History* illegally copied many key elements of the former's *Street Fighter* games. Data East countersued and the case moved into court. Results so far: both sides claim partial victory in summary judgments handed down this summer, and it appears the battle will go to full trial this fall. Here are two news releases from the parties involved, printed in full (minus boilerplate paragraphs describing each company).

FROM CAPCOM USA

"Judge Rules That Capcom May Proceed to Trial in Copyright Infringement Case Against Data East." Data East's summary judgment denied; case moves to trial on Oct. 31, 1994. Sunnyvale, Calif. (Aug. 22, 1994) — Judge William Orrick of the U.S. District Court for the Northern District of California ruled last Friday that Capcom may proceed to trial in its copyright infringement lawsuit filed last September against Data East Corp. and Data East USA, Inc. Data East's request to completely dismiss the lawsuit has been denied and the case will move to trial on Oct. 31, 1994 to determine whether or not *Fighter's History* infringes the copyright of Capcom's *Street Fighter II.*

"As we have said from the outset, Capcom is convinced that Data East has unlawfully infringed our copyright and that the evidence will prove the infringement," states Ian Rose, Capcom's general counsel. "Even the facts that have come out so far, including evidence from Data East's own internal files, demonstrate that Data East deliberately set out to copy *Street Fighter II* in designing *Fighter's History."*

The Court specifically ruled that dozens of similarities in characters and moves between *Street Fighter II* and *Fighter's History* may be presented to the jury. Overwhelming evidence remains that Data East copied *Street Fighter II,* even though the Court determined that certain background screens and joystick and button combinations were not, by themselves, protectable by copyright law. Capcom also continues to aggressively pursue parallel litigation against Data East in Japan.

FROM DATA EAST USA

"After Judge Ruled That Data East is Entitled to Partial Summary Judgment on Capcom USA, Inc.'s Claim of Copyright Infringement, Data East Files Motions for Dismissal of Capcom USA, Inc.'s Other Causes of Action." San Jose, California (Sept. 12, 1994) — On Sept. 8, Data East Corp. and Data East USA, Inc. filed summary judgment motions seeking a summary judgment dismissing Capcom's claim that *Fighter's History* infringed Capcom's trade dress rights in *Street Fighter II* and also dismissing another claim for copyright infringement added by Capcom in an amended complaint. Data East's actions follow the granting of Data East's partial summary judgment on Capcom's claim of copyright infringement by Judge William Orrick of the U.S. District Court for the Northern District of California on Aug. 18, 1994.

Capcom, in its opposition to Data East's previous summary judgment motion, claimed Capcom was entitled to submit the entire matter to the jury. Judge Orrick in his Aug. 18th opinion stated: "As such, Capcom's

(continued on page 36)

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NEO news

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September/October 1994 Issue No. 3

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Welcome to another edition of NEO NEWS

There are many changes at SNK and a new look to our Newsletter is just one of them.

We've decided to open lines of communications with our Operators to ensure customer satisfaction. ***Please extend a warm welcome to Kristine Bowman, our Customer Service Representative.*** Kristine will be calling on you to make sure you are kept abreast on current product information and to make sure you know who is your local SNK Distributor.

We've also made changes in our marketing strategies. In addition to advertising in our vertical publications, we've taken a more horizontal approach by advertising and doing joint promotions in Consumer Magazines that feature Arcade coverage. **SNK is getting involved in bringing the player to you.**

Read on to see what else is new. We see these changes as a progression. No regression nor stagnation here. One thing that remains the same though is that the NEO GEO is still the best value for your money.

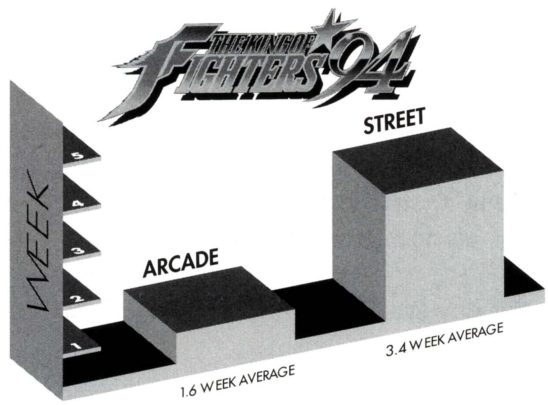
Can You Accept the Challenge in Becoming THE KING OF FIGHTERS '94 of Your Location?

What if you could combine two of the most successful fighting game series, add a slew of new and exciting features and roll it up into a whopping 194 mega-shock title? What kind of beast would you have foaming at the mouth?

continued on pg 2

GREAT EARNINGS and THE KING OF FIGHTERS'94

They are synonymous....yes they have the same meaning! Initial reports from across the country verify the fact that THE KING OF FIGHTERS '94 is earning as strong as other products that cost five to ten times more! This exciting new title boasts a return on investment in as short a time as seven days. Don't leave your location without it.



RETURN ON INVESTMENTS

WHAT'S NEW!
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It is important that we all do everything possible to maximize the earnings of every piece of equipment that we operate. We at SNK, home of NEO GEO have taken steps to insure a new look with recent titles. With the introduction of each new software title we are creating a full size MARQUEE. This marquee compliments the cabinet and increases earnings. With a little extra effort, each time you change a game use this added tool for your benefit and see your earnings increase. Our own test results prove this time and time again! The marquee changes the appearance of the cabinet so that the player easily recognizes each new title. It is also beneficial to keep your location happy because they also recognize each new game introduced. We all have a few extra minutes in each day, let's use them to better serve our businesses and ourselves! Contact your local distributor for more details.
The perfect time to start is with **THE KING OF FIGHTERS '94 MARQUEE.**

SNK'S ARCADE HIT PARADE

As most of you are aware, SNK is also celebrating other recent hits:

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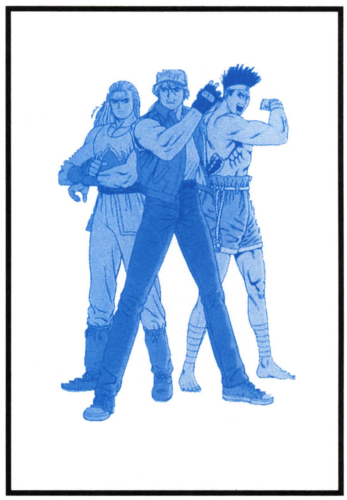
Accept the challenge, *continued*

It would be **KING OF FIGHTERS '94** by SNK. You'll get all the excitement and thrills of "Art of Fighting", "Fatal Fury", and a blast from the past that includes the cast of "Ikari Warriors", and "Psycho Soldier", two of SNK's most popular dedicated games. Just think of the possibilities....



It is the ultimate fighting game that every player has been waiting for. With more characters, more moves more replay value, and unsurpassable earnings that you could only dream of. Make your player's dreams come true, buy **KING OF FIGHTERS '94.**

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argument that it is entitled to submit both games to the jury simply because the Court found some expression in *Street Fighter II* to be protectable, is without merit."

Concerning Capcom's claim that miscellaneous game features such as the "attract mode" and "vs. screens" as well as the selecting of players, tracking vitality, and designating winners were protected, and that Data East had infringed Capcom's copyright by using those features, the Court ruled, "As such, there is no triable issue of fact with respect to the unprotectable nature of *Street Fighter II's* miscellaneous game features and Data East is entitled to summary judgment with respect to this category of alleged similarities."

Capcom had also claimed that joystick and button control sequences were protected by copyright and that Data East had infringed Capcom's copyright by using certain joystick and button control sequences. The Court in its Aug. 18th ruling reaffirmed its earlier finding that *"Street Fighter II's* specific joystick and button control sequences were not protectable." The Court went on to rule "Data East is entitled to summary judgement with respect to the alleged similarities in the control sequences between the two games."

Judge Orrick's ruling also granted summary judgment with regard to all but six *Street Fighter II* characters Capcom claimed were protected and infringed, and also found that all but 20 of the more than 640 fight moves contained in *Street Fighter II* were unprotected or not infringed as a matter of law. The Court had previously found the 20 moves not to be infringed but, because Capcom had requested a jury trial, decided the jury could consider the issue again.

Tetsuo Fukuda, president and CEO of Data East Corp., stated: "Although it has been an expensive and time-consuming effort, the granting of the summary judgment is gratifying and goes a long way toward destroying Capcom's claim that it was entitled to a monopoly on one-on-one fighting games. The new summary judgment motions have as their purpose preventing Capcom from claiming the same monopoly under the guise of trade dress." ◆

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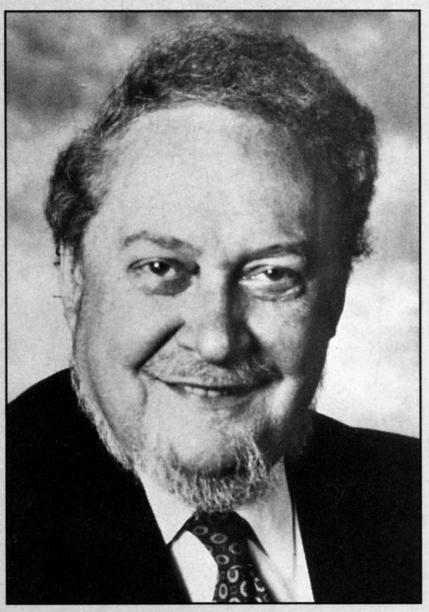
VENDING SHOW

The vending industry will take center stage at their big national convention and trade show at the Georgia World Congress Center in Atlanta, Nov. 3-5. Often referred to as "The Showcase of the Industry," the National Automatic Merchandising Association's 48th annual meeting is expected to draw more than 280 companies exhibiting the newest equipment and services for vending operators, OCS and foodservice management. The show will also feature the 6th concurrent running of the National Education Conference.

The three-day event begins with the NAMA's annual meeting, which will be presided over by Craig Vending Co. (Portland, Ore.). The keynote address at that meeting will be delivered by the Hon. Robert H. Bork, former circuit judge for the U.S. Court of Appeals.

The convention will also feature a special report by Ronald Paul, president of Technomic, Inc., in which he will present a summary of key findings and recommendations from a research project conducted this summer to assess the consumer's views of the vending industry and what it means to the operators. This research project is being underwritten by the Foundation of the National Automatic Merchandising Association, which last year presented the results of its study to identify and measure the relative importance of vending issues as perceived by operators and suppliers.



The Hon. Robert H. Bork, former circuit judge for the U.S. Court of Appeals, will give the address at NAMA's annual meeting.

Other planned presentations include "How to Make Frozen Food Work in Your Vending Operation"; "Haven't Been Caught Yet? How Operators Can Stay Legal with Uncle Sam," which includes tips on complying with recent federal laws covering refrigerant gas, food labeling, hazardous material regulations and others; and "Customer Service is a Serious Business," a double-length seminar by Dave Schmidt. The popular NAMA Roundtable Discussions will also take place; however, the topics will be determined just before the convention.

The Annual National Education Conference will feature 12 topics related to the operation of vending and the foodservice business, including product selection, customer service, operations efficiency and telemarketing. There will also be repeat sessions on sales, OCS and foodservice topics.

NAMA's Annual Banquet and Show takes place Saturday, Nov. 5, and will feature entertainment by

HEADS SOUTH

Atlanta will host this year's NAMA National Convention and Trade Show, the vending industry's long-running showcase event

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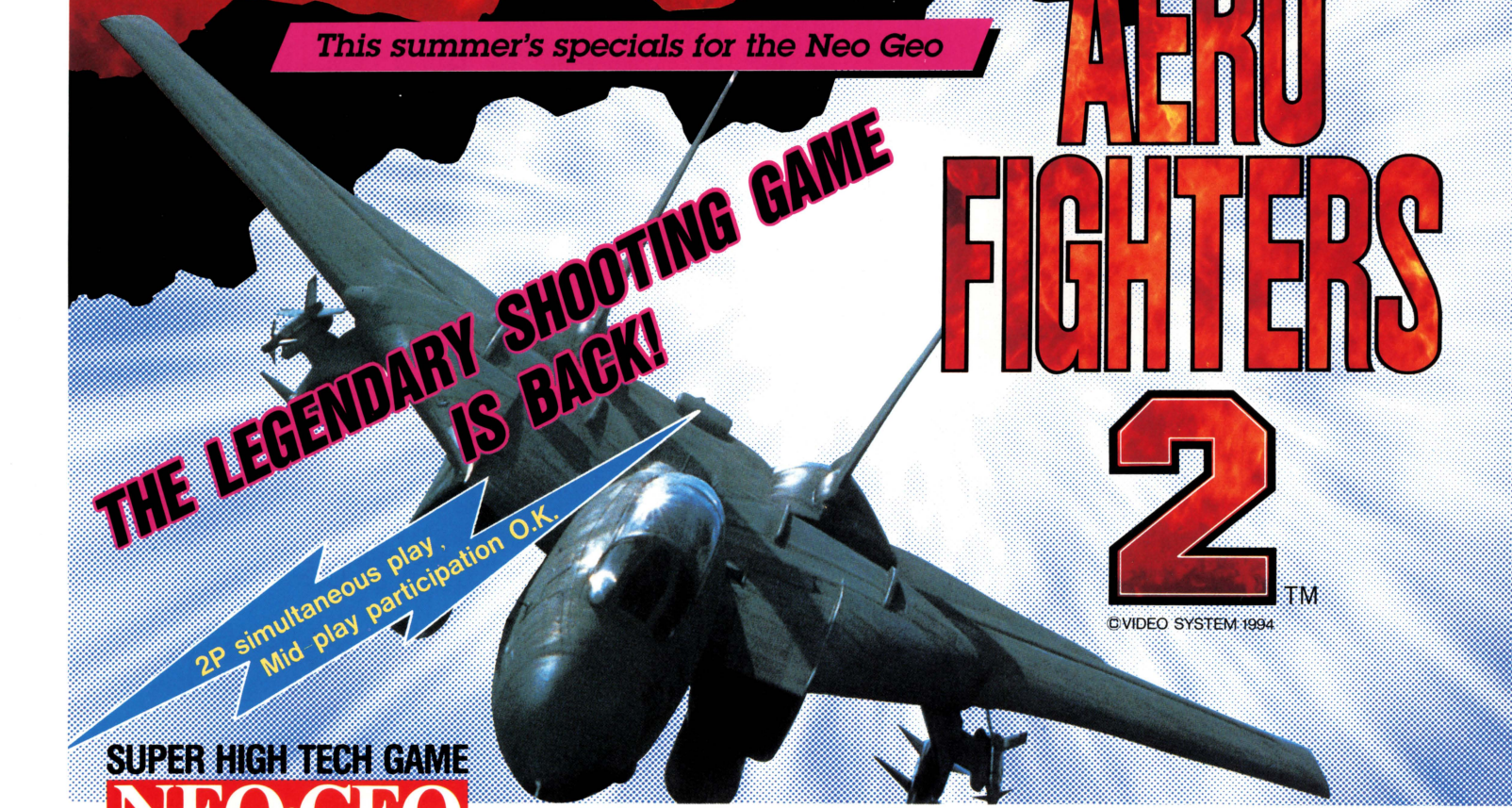

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Entertainment for the Annual Banquet and Show will be provided by The Original Fifth Dimension.

The Original Fifth Dimension singing group with Marilyn McCoo and Billy Davis, Jr. The group is known for their string of hits in the '60s and '70s, including "Up, Up and Away."

The spouse program begins on Thursday with a stop at the Atlanta History Center. The complex includes a 32-acre formal garden, the Tullie Smith House, the Victorian Playhouse, and an antebellum Georgia farm complex. On Friday, the program is called All Around Atlanta, and stops at several famous sites around Atlanta. Finally, on Saturday, the spouse program takes guests to the World of Coca-Cola Pavilion — a collection of more than 1,000 articles of memorabilia, recounting the century-old history of the popular soft drink. The tours include shopping and lunch.

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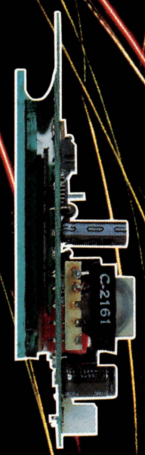

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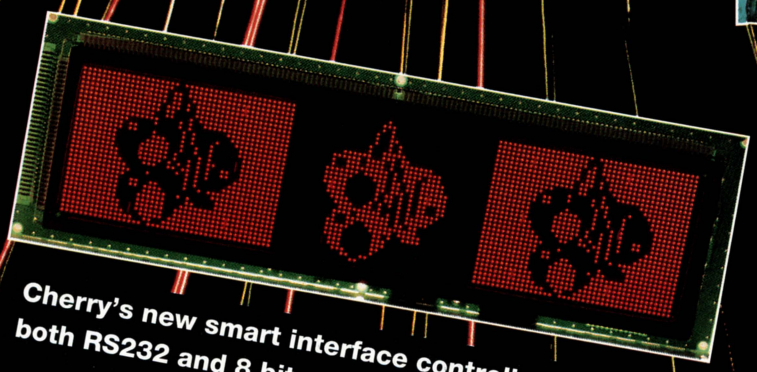

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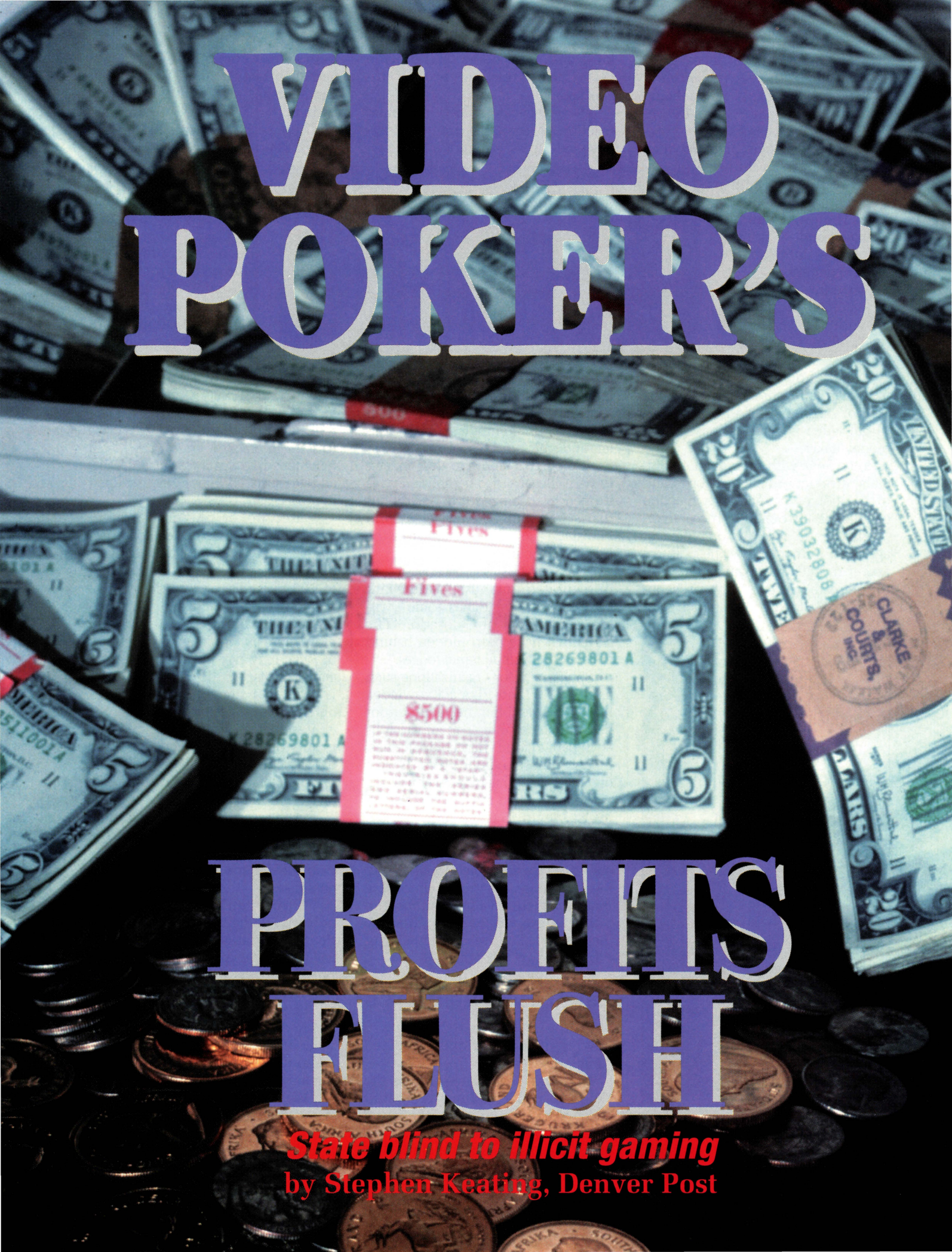

State blind to illicit gaming

by Stephen Keating, Denver Post

This investigative report on video poker machines in the state of Colorado appeared in the August 28 edition of the Denver Post. RePlay *has reprinted both the lead story and the accompanying article with the permission of the* Denver Post.

A multimillion-dollar illegal gambling industry thrives in Colorado while state lawmakers and policing agencies look the other way, a *Denver Post* investigation has found.

The gambling takes place on video poker machines in hundreds of fraternal clubs and bars throughout the state. The profits are unregulated and — authorities say — vulnerable to organized crime.

"It's a free-for-all," said Rick Young, an investigator with the secretary of state's office. "There's a lot of money involved here."

Exactly how much is unknown, but estimates range in the tens of millions of dollars, ranking illegal video poker as a major illicit moneymaker.

Interviews with more than 40 officials, a review of state records and observation of the machines in action over the past two months reveal that:

•Local and state law enforcement agencies, influenced by the political power of fraternal organizations and uninterested in gambling prosecutions, have allowed illegal video gambling and the vendors who provide the games to operate virtually unchecked.

•State legislators, leery of public reaction to legalizing the machines, have let the issue founder, foregoing an estimated $69 million in annual tax revenue — money that states such as Oregon use to fund schools, hospitals and small businesses.

•Colorado's failure to deal squarely with illegal video gambling leaves it open to organized crime activities that states such as New Jersey and Louisiana allege skim profits from the lucrative machines.

"It's a big business because it's an unregulated business," said Mark Grueskin, counsel to the Casino Owners Association of Colorado. "The skirts that have been hidden behind are the non-profit fraternal lodges."

Spokesmen for organizations such as the VFW and Elks acknowledge that video gambling has gone on for years in some of their member clubs — in part, to fund charitable activities, though almost no public records exist on video poker machine revenues.

"One post told me they were clearing $4,000 to $5,000 a month," said Wayne Thompson, the state advocate for Colorado's 180 VFW posts. "Several times we attempted legislation to legalize these electronic gambling machines. But we've reached the point where we would rather see them illegal. And we've advised all of our posts to get them out."

LEGAL IN FOUR STATES

Four states across the country have legalized, and operate, video gambling machines.

Based on Oregon's experience, the Colorado Lottery estimates it could generate $122 million in revenues by owning and installing 11,200 machines in Colorado bars and clubs. Tax revenue would be $69 million by the third year — just shy of the state's $74 million take from lottery ticket sales and almost double the $37 million in gaming taxes paid by Colorado's 61 casinos.

Those casinos — located in Black Hawk, Central City and Cripple Creek — are licensed to operate video gambling slot machines, which are limited to $5 bets and require that at least 80 percent of the money played be returned in payouts.

But throughout Colorado, several thousand illegal video poker machines are also plugged in for profit, with no regulation.

"Why go up to Central City to play for $5, when you can go to the local Elks or Eagles and play $20 a hand?" said Young, whose attempt to crack down on the illegal machines two years ago was thwarted by district attorneys who declined to prosecute.

Video poker players in many Colorado bars and clubs can often bet as much as they want on machines that accept anywhere from a quarter to $20 bills. The screen shows five playing cards, which the player can keep, or discard up to four cards and draw more by tapping buttons. A pair of jacks may pay off even money in game credits, but the gambler's dream is to draw a straight flush that pays off 100 to one, or more.

Vendors — who often split the profits on such machines — claim the games are legal fun, because there is no chance to win money back as on a casino slot machine.

But in reality, the game credits are often "knocked off" the machine by a reset button and the player is illegally paid the dollar value in cash or merchandise.

"If you can't pay off on 'em, nobody's going to play it," said Ray Pearl, general manager of the Elks Lodge No. 90 in Pueblo and a past president of the state Elks.

"They're illegal, we've known that all the time," said Pearl.Much of the revenue went to charity, he said. And while the lodge was never busted by authorities, the machines were pulled out in March.

"We're going to cool it completely," said Pearl. "You lose your liquor license, you're shut down." As for the charities, he said, "They'll just have to go hurting."

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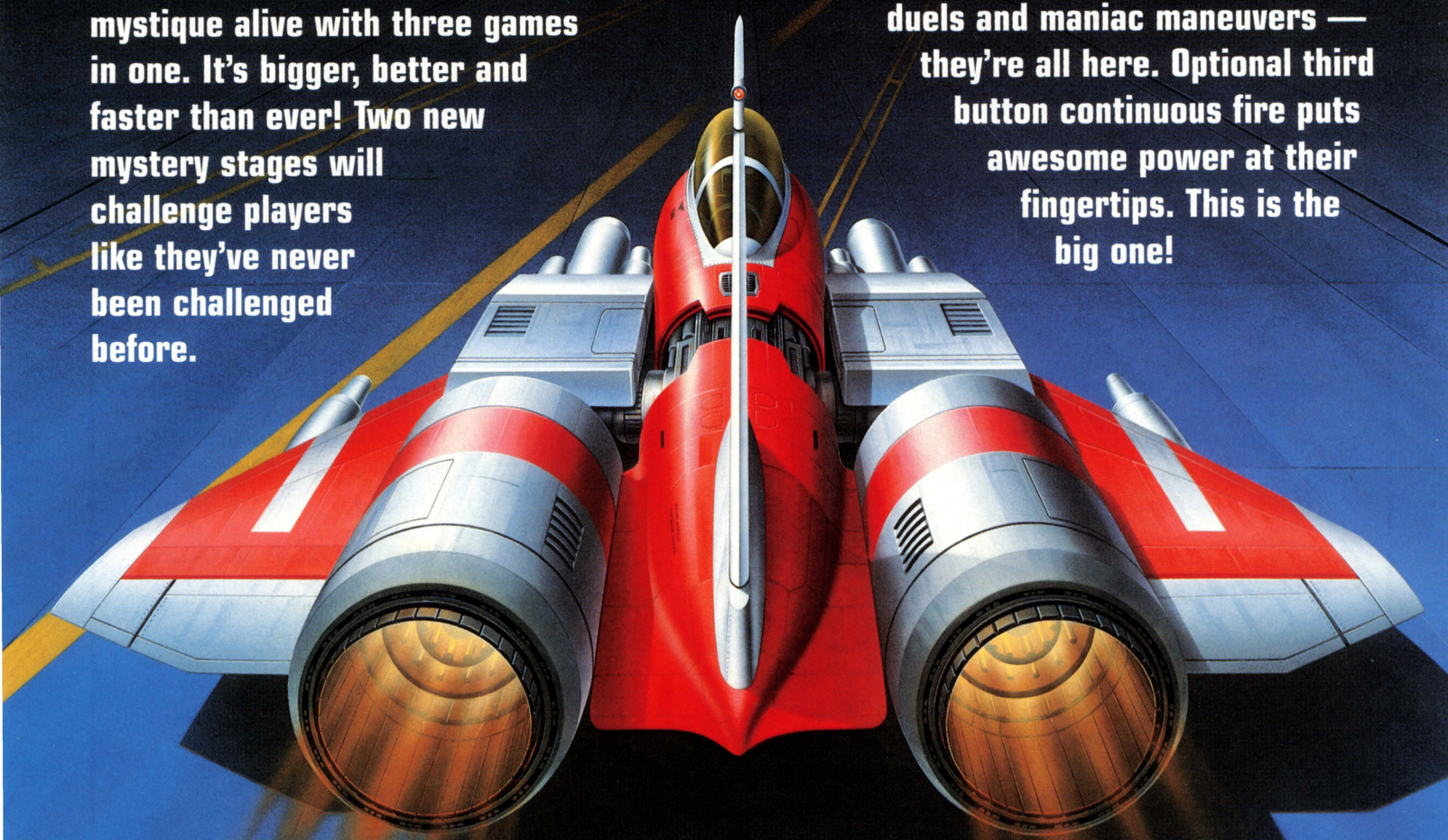

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against gambling in bars and clubs that serve liquor falls on the state Liquor Enforcement Division. But it has had difficulty making prosecutions, even though professional gambling is only a felony in the liquor code and could result in suspending or yanking a club's liquor license.

Since 1988, the division has opened 465 inquires into illegal gambling, with an increasing number involving video poker machines. But in less than 10 percent of the cases last year, a penalty was issued, usually a fine.

In a May 23 letter, the state Liquor Enforcement Division announced new regulations that defined certain features in video poker machines, such as "knock-off switches" and "dual meters" that track play and pay-outs, as mechanical evidence of gambling activity.

But the new trend in video poker machines is to issue credit cards for play, making those "illegal" mechanisms unnecessary.

"It's so hard to define what these machines are," said David Reitz, director of the state Liquor Enforcement Division, which has eight investigators to cover 6,206 retail liquor licenses statewide. "And people pay off on these games behind closed doors. Unless we spend time in the clubs, we can't see the activity. It's very labor intensive."

A more subtle difficulty is political.

"The majority of these machines are located within fraternal organizations that do good works," said Reitz.

"Some of these clubs have members who are judges, DAs, police officers — made up of the highest members of society. You're kind of damned if you do and damned if you don't."

I. Nelson Rose, one of the country's leading experts on gambling law, said video poker machines are the perfect marriage of gambling and technology, creating an offspring difficult to control in a nation that loves to gamble.

"These machines are tremendously profitable and the most addictive form of gambling because the play is so fast," said Rose, a professor at Whittier Law School in Los Angeles.

"The illegal games tend to be in states where they tolerate a 'gray' market. But to have a lot of illegal machines being openly played leaves the door open for corruption."

In Louisiana, which legalized video poker in 1991 and expects tax revenue of $100 million this year, 17 men with links to organized crime were charged in June with planning to skim profits from some of the 13,000 machines. In New Jersey, a 1991 report by the State Commission of Investigation found widespread involvement by organized crime, including violence, in that state's illegal video poker industry.

But in Colorado, illegal video poker flourishes in a political and law enforcement vacuum.

"The state has made gambling so available...it's a total waste of time and taxpayer resources to pursue these prosecutions," said Gus Sandstrom, the district attorney for Pueblo, who declined to pursue a video gambling case brought by the Colorado Bureau of Investigation in 1992. "It's not caused a problem in our area."

ATTEMPTS TO LEGALIZE

Attempts have been made over the past four years to legalize, regulate and tax video gambling machines outside of Colorado's casinos. But those attempts have failed miserably.

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STAYING IN THE LAW: CREDIT CARD DOES THE TRICK

BY STEPHEN KEATING

At the Northglenn Elks Lodge in Adams County, it takes a credit card to play video poker.

The gold "Prestige Card," as it is called, is given out by the lodge to its members, who can then buy credits through a vending machine that accepts up to $20 bills. The card allows members to play any of the four video gaming machines located in a side room, betting credits that are automatically added and subtracted depending on the luck of the draw.

"We don't do any payoffs," said club manager Billie Carroll, anticipating an obvious question and herself holding a Prestige Card with $706 worth of credits on it.

To pay off on the games by cashing out the credit cards would clearly violate the state's gambling laws and threaten the lodge's liquor license.

Yet the card vending machine pulls in nearly $2,000 a month. The money is split between the lodge and its vendor, R&R Enterprises of Docono, said Glenn Tiemann, the Elk's treasurer, during a July inspection by state Liquor Enforcement Division investigator Leo Bellio.

"It's all legal," said Tiemann.

The kind of money made on such video poker machines — and the use of credit cards — raises suspicions that it's not all fun and games.

"What kind of idiot is going to put money over and over in these machines, with no pay back?" asked David Reitz, director of the division, which is responsible for enforcing gambling laws in bars and fraternal organizations that have liquor licenses. But without an undercover stake-out at such clubs, at which gambling payouts are witnessed, the division has no grounds on which to seize the machines or seek their removal. In fact, when another investigator ordered the Northglenn Elks to remove the machines earlier this year on suspicion of gambling, the division found its regulations challenged in Denver District Court by Robert Ringer, head of R&R Enterprises.

The regulations state that video gaming machines with "knock-off switches" and "dual meters" that allow and monitor gambling payoffs are illegal.

Knock-off switches allow credits earned on the machines to be cancelled out, with the intent of paying off on winnings. Dual meters allow vendors to track both the play and the payoff.

"My machines don't have any of those things, so doesn't hurt me," said Ringer. "They would have to say (video game credit cards) are illegal."

Ringer's court challenge did not result in any clarification of the law, but his machines stayed at the Elks Lodge and he believes there are fundamental problems with enforcement.

"The division was very ambiguous about what they were doing," said Ringer, whose company supplies keno, blackjack and five-card stud video gaming machines to fraternal clubs across the country, to Indian reservations, and to US military installations overseas. "Liquor Enforcement has for years been trying to remove these machines."

Ringer said he does not know of gambling payoffs occurring on the machines in Colorado. He said the credit card system — which many game makers and vendors are moving to — is simply a way for players to track their play, which is intended for amusement only.

Yet, Ringer said he does know of vendors that operate video gambling games in Colorado on which potential payoffs are the enticement. He said the vendors and host clubs have in some cases earned, "several hundred thousand dollars a year on five or six machines. Some of these operators are quite shady."

"It's a controversial subject," said state Sen. Bob Pastore, D - Monte Vista, who unsuccessfully pushed a bill in 1990 to allow a form of electronic gambling, similar to video poker, for non-profit organizations. "The whole point is that it's going on anyway. We might as well control it."

A proposal to have the Colorado Lottery install and operate 300 video gambling machines at the Arapahoe horse race track died in committee.

Another bill to allow video gambling for non-profit organizations... [text missing from original copy]

BUREAUCRATIC IRONY

Within that department lies the bureaucratic irony of illegal video gambling: Liquor Enforcement is ill-equipped to enforce the law against it; Casino Gaming wants no part of it; and the Lottery has studied it, but has not proposed running it statewide.

That has left host clubs and game vendors to operate illegal video gambling in the profitable shadows.

Two years ago, a ballot initiate to legalize video gambling for non-profit organizations could not muster the required 50,000 signatures — even from groups that would benefit the most by it.

"They didn't like the fact that the state had some control over it and that they would have to pay taxes on it," said Herchal Helm, a lobbyist for the state Elks and for a number of veterans' groups. "It's not unusual for an organization to pull in $25,000 a year net off each of the machines, depending upon the play."

James Kreutz, an attorney who has defended two game vendors against Liquor Enforcement Division attempts to remove video poker machines from a bar in Brush and an Elks Lodge in Northglenn, said he believes the state's regulations in unclear, and its enforcement selective.

"They're just arbitrarily saying video poker machines are illegal per se," said Kreutz, a former assistant state attorney general. "They're trying to do indirectly, what they can't do directly, which is govern by intimidation. And I don't think it's up to Liquor Enforcement to enforce gaming laws."

On that last point, Reitz and others familiar with the illegal video poker industry in Colorado agree. "Either make it legal, or have a clear prohibition that is uniformly enforced," said Reitz. ◆

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MUY BUENO SHOW

strong attendance at EXIME '94, with more operators than last year, indicates a healthy and growing coin-op market in Mexico

EXIME '94 (Exposicion International de Maquinas de Entretenimiento) marked the fifth successful year for the American Amusement Machine Association's annual Mexican trade show. Taking place at the Exhibimex convention center in Mexico City July 20-21, the event drew over 90 exhibitors and more than 2,000 visitors.

While the total number of attendees remained consistent with last year's EXIME, the number of operators who participated in this year's show increased by 200. This strong showing by Mexican ops was welcome news to AAMA organizers, who have worked to seek out and develop new business opportunities in foreign markets for the association's members.

"This boost in operator attendance can be viewed as a major success in developing business opportunities in the Mexican marketplace," said Lazer-Tron's Ron Carrara, who is also AAMA's Foreign Business Development Trade Show Subcommittee chairman. "Attendance at this show welcomes not only bona fide operators and distributors throughout Mexico, but also people who are interested in getting into the business. We are now seeing the results of bringing our product to market and educating the Mexican people about the profitability of our industry's products. This combined with increased promotional efforts and improved relations with the Mexican coin-op trade associations further contribute to the significant gain in operator attendance this year."

At the NSM booth (left to right): Luis Guerna (Nuevas Sinfonolas de Mexico, S.A.), distributors Mariano Lopez (Sonora) and Carlos Hernandez (Chihuahua), and Daniel Villa (NSM, S.A.)

A traditional ribbon cutting ceremony officially opened EXIME '94. Special inaugural guests included Fernando Nava Musa, president of Federacion de Fabricantes, Operadores y Distribuidores de Juegos Electronicos de Entretenimiento y Similares de la Republica Mexicana; Carlos Martinez Sr., president of Federacion Nacional de Asociaciones de Propietarios y Profesionales de Videojuegos; and Robert Miller, director of the US Trade Center at Mexico City. These officials were presented with personally engraved gold scissors bearing ribbons made from the flag colors of Mexico and the US. Later that evening, the AAMA hosted their annual Welcome Reception for over 400 operators, distributors and exhibitors at the nearby Sheraton Maria Isabel Hotel.

The EXIME '94 seminar program featured many prominent names from within the industry. Randy Fromm was on hand to conduct three technical seminars, while John Mar-

A group of happy revelers at the recent EXIME show (r to l): Sarah (Atari Interactive), "birthday girl" Elaine Shirley (Atari), Kristin Montgomery (QuickSilver), Virgina Kauffman (Exidy), Craig Ward (QuickSilver) and Judy Holbrook (SouthGate Amusement & Vending).

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gold (NSM American), Joel Friedman (Rowe International), Enrique Calderon (Rincon Musical) and Daniel Villa (Nuevas Sinfonolas de Mexico) formed a panel to put their own unique spin on jukebox promotion. A kiddie ride seminar was given by Mike Evans (Kiddie Rides USA), and redemption was covered by Jerry Weiman (Doyle International) and Emilio Porte (Diversiones Monterrey). One important seminar, "Counterfeit Video Games: Copyright & Enforcement Efforts by the Mexican Government," was free to all registered attendees; presentations were made by AAMA's Bob Fay, attorney David Shaw, and AAG's Rhyn Tryal.

Out on the show floor, exhibitors were reportedly very pleased with the amount of business done over the two days, and even asked show management to consider an expansion of show hours for next year's event, which will again take place at the Exhibimex, July 19-20.

"We look forward to the continued growth of the industry in Mexico and remain committed to this important marketplace," Bob Fay said. "With more and more AAMA members opening up offices in Mexico, we can be sure that our efforts in Mexico, through both the trade show and enforcement activities, are helping our members expand their business into the global arena."

For information on EXIME '95, contact Show Management, William T. Glasgow, Inc., 16066 South Park Ave., South Holland, IL 60473; 708/333-9292 or fax 708-333-4086.

FOR THE COMMON GOOD

While at EXIME '94, AAMA donates $10,000 to a foundation working to improve the situation for hundreds of area street children

Obviously, the purpose of the EXIME show was to promote the US coin machine industry throughout Mexico and Latin America. And while new business opportunities were the focus of the AAMA's excursion to Mexico City, the association also managed to show what the industry could do to support worthwhile causes in local communities.

At a press conference held two days before the opening of EXIME '94, Bob Fay, executive director of the AAMA, presented a check for $10,000 to Casa Juconi, a half-way house for children living on the streets. Casa Juconi forms part of Fundacion JUCONI (Junto Con los Ninos — Together With the Children), a project that provides services to more than 250 children each year in the industrial city of Puebla, 100 miles east of Mexico City.

Above, AAMA exec director Bob Fay presents a check to Sarah Thomas, president of Fundacion JUCONI, at a press conference held July 18 in Mexico City.

Programs presented through the organization include Operation Friendship, which makes contact with working children on the streets; Centro Juconi, a day center for street-working children and their families; and Community Extension, which provides family support for the children in their own communities.

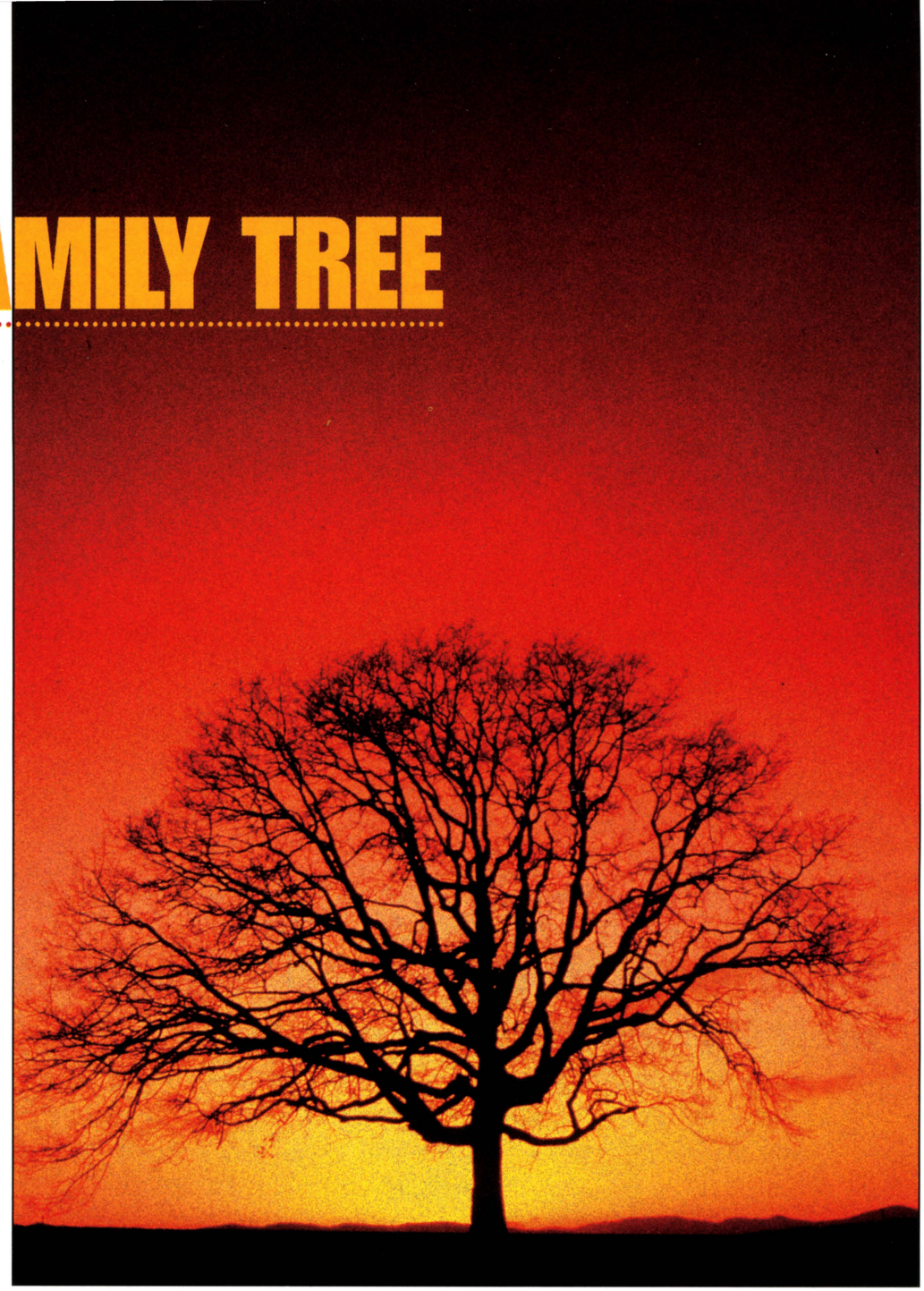
According to foundation president Sarah Thomas, AAMA's donation will be used not only to improve Juconi's own programs, but to help other organizations implement effective programs for street children in Mexico and beyond.

"We are pleased to do something special for an organization that is attempting to help children," Bob Fay said.

THE FAMILY TREE

a look at Japanese factories and motherboard systems to date

by John Ryan, Asia correspondent



[Editor's note: six coin-op video game manufacturers have announced plans to release advanced game systems for coin-op. They include Sega, Namco, Williams, Jaleco, Taito and SNK. Before things get too confusing, then, we thought it might be helpful to review "where we've been up until now" with systems. Our correspondent John Ryan, based in Osaka, Japan, put together this comprehensive look back at the major vidgame systems of the recent past.]

The first coin-op video games were sold in the form of upright or cockpit-type cabinets. From the 1980s, with cabinets already in place, the sale of PCBs began. At the same time, several companies developed motherboard PCBs where only the ROM needed to be changed for a new game. The major advantage of systems is that it is cheaper for the operator without greatly reducing the manufacturer's profit.

The problem with motherboard systems is that the hardware technology changing rapidly, the technology embodied in any motherboard quickly becomes out of date. Furthermore, it also gives would-be counterfeiters more time and greater incentive to copy. This has lead to manufacturers bringing out new motherboard systems more and more quickly. This in turn puts pressure on the manufacturers to bring out more software titles more often to justify the operator purchasing the motherboard.

Most Japanese manufacturers have brought out motherboard systems at one time or another. In the early systems, software was supplied in the form of magnetic tape, bubble memory cassettes and LD exchange kits among others. Now, the main form of software supply is exchangeable ROMs, whether in the form of ROMs only, ROM boards or ROM cartridges. With the popularity of SNK's low-cost ROM cartridge exchange system, Neo-Geo, several other makers such as Sega, Taito and Jaleco are also adopting the same ROM cartridge exchange system. The motherboard systems of the major manufacturers are outlined below.

SNK

SNK bowed its unique ROM cartridge exchange system Neo-Geo in 1990. The motherboard contains a 16-bit and 8-bit CPU and custom LSI. The maximum memory capacity is 330 megabits and up until recently, the most memory capacity used in any software was 178 megabits in *Art of Fighting 2* and *World Heros 2 Jet.* This extra potential is now being used in the latest games such as *The King of Fighters '94* (198 megs) and *Samurai Shodown II* (202 megs).

Unlike several other Japanese

makers, SNK supplies its software in the same cartridge form the world over. Apart from the downsizing of the PCB recently, no other changes in the system are planned at present.

CAPCOM

Capcom started marketing its CP System in July 1988. The first software was *Forgotten Worlds.* This is a A and B-board system with a 16-bit and 8-bit CPUs and ASIC. From December 1992, Capcom added a "Q-Sound" PCB to the motherboard. According to Capcom, 300,000 CP Systems have been sold worldwide.

In September '93, Capcom introduced a new, larger capacity motherboard system, CP System II. The first game was *Super Street Fighter II* and five games have been made available for the new system up to and including *Darkstalkers.* Capcom says that 20,000 CP System II's have sold worldwide.

At present, Capcom is continuing to market software for both system boards depending on the memory capacities of different games.

The more controllable market environment in Japan means a different marketing strategy from overseas. In Japan, the initial sales of a new game are in PCB form with ROM kits of B-boards following the later. Overseas, PCB sales are followed by sales of the B-boards only and ROM kits are sold. The possibility of counterfeits is one reason why ROM kits are not used overseas.

Regarding new hardware developments, Frank Ballouz, Capcom USA senior vice president, said the company "will introduce new hardware as the market dictates. Advances in technology in the consumer game field as well as in coin-op mean that the pressure is always on coin-op manufacturers to offer something new and innovative." Ballouz said that several new games will be offered that are compatible with the present hardware including a game using characters from the world-famous "X-Men" comic books from Marvel Comics.

Ballouz said that "because of the current hardware configuration and reasonable pricing of Capcom games, operators need to buy each game on its own merits, rather than as part of a system. If this means you can buy the next game at a cheaper price, that is a bonus." Ballouz added that, "compared to most of our competitors who are selling simple PCBs, our prices are significantly lower. In the U.S., the average price of Capcom's entire system PCB is $1,600-1,700 while that of the software only (B-board) averages $1,000."

SEGA

Since introducing its first system board, System 1, in June 1983, Sega has been the most prolific of the Japanese manufacturers in supplying new and upgraded systems.

System 1 had an 8-bit CPU and was the first system where only the ROMs were exchanged. From December 1984, the increased memory capacity required for characters and XY scroll lead to the addition of a "Piggy Board."

In September 1985, Sega released a new mother-board System 2 with increased memory capacity. System 1 and System 2 were basically the same board, but software for the latter

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Once this amusement business has begun, The keystone to management success is to use a combination of old and new machines and new PCB's and products from various manufacturers, rather than just relying on new products and one manufacturer.

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could not be used on the former. The total number of software was 17 for System 1 and nine for System 2. The last software for these systems was released in 1988.

In the meantime, Sega released a 16-bit motherboard system, System 16, in February 1986. This contained an 8-bit and 16-bit CPU. As before, extra features became necessary such as increased character memory, a zoom feature and anti-copy protection leading to the release of the upgraded System 16B. Altogether, 33 games were released for the System 16A/B series, with the last game released in April 1991.

In January 1986, Sega released the low-cost, 8-bit System E. This limited memory capacity meant that it soon became technologically dated and only five games were released before it was discontinued in February 1988.

In March 1988, Sega released the first floppy-disc (3.5 inch) based system called System 24. The motherboard contains two 16-bit CPUs. The combination of the floppy disc and special high-definition monitor lead to a big improvement in picture quality, but also meant a special cabinet was necessary. Since *Hot Rod* in early 1988, a total of 13 games have been thus far released for System 24.

In December '88, Sega released System 18 with a special processor and CPU for improved sound and graphic quality. New software was supplied through ROM exchange and 11 titles were introduced before it was discontinued in mid-1992.

In February 1991, Sega released System 32 with a 32-bit MPU and 8-bit CPU to give five times the capability of System 18. Of the first four games, three were sold in dedicated cabinets: *Rad Mobile, Rad Rally* and *F-1 Exhaust Note.* The other game, *Spiderman,* was sold as a PCB. From the fifth game up to the present, all software has been available in the form of ROM boards.

At present, Sega is selling System 24 and System 32. However, it is also marketing the CG boards Model I and Model II in the form of dedicated cabinets and it is likely that software for these will be supplied in the form of ROM exchange in the future. Also, a new 32-bit system system using ROM cartridges for software exchange is under development with release likely this autumn.

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JALECO

In May 1988, Jaleco released Megasystem, its first motherboard system. It had two 16-bit CPUs, and software was supplied in ROM boards. Between 1988 and 1992, 12 titles were released including *P47, Plus Alpha* and *Soldam.*

With advances in technology, Jaleco moved from 16-bit to 32-bit with the release of Megasystem 32 in February 1994. It has a 32-bit MPU and polygon graphics capability. The first game, *Best Bout Boxing*, was marketed as a motherboard ROM kit, but all future software will be in the form of ROM cartridges. Jaleco intends to release a soccer, pro-wrestling and shooting game for the system within 1994, according to H. Sawaii, general manager of Jaleco's overseas department.

SETA/SAMMY/VISCO SSV

SSV was jointly developed by three companies, Seta, Sammy and Visco, and released April 1993. The motherboard has a 32-bit CPU and full custom chips. Each of the companies released a game in '93, but none as yet in 1994. Seta/Visco's *Twin Eagle,* which was released in April 1994, is not part of the SSV system.

KANEKO AX

This recently released 16-bit system board has a maximum capacity of 385 megs, allowing high definition and photographic imagery. Software is supplied in the form of ROM boards.

The first software for the system is a fighting game, *Blood Warriors,* and the second a car race game, *Mille Miglia (Great 1,000 Mile Rally).* The third game is a cute character game called *Bonk's Adventure.* Kaneko plans to release six software titles a year for the system.

KONAMI SYSTEM GX

Konami has just released their new System GX in the domestic market with the game *Kyukyoku Parodius.* At presstime, no further details were available.

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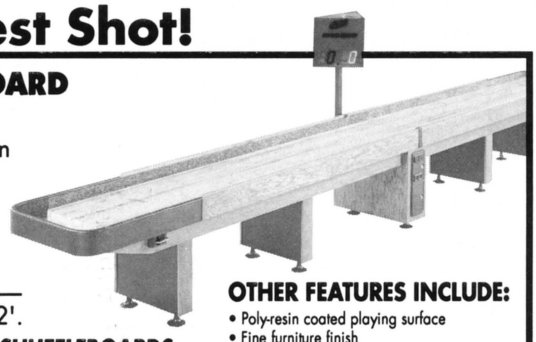

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SOFTWARE BLOODLINE

a summary of titles produced for each game system as of August 1994

SNK NEO-GEO MVS

(brackets show third-party companies, which developed the game)

1990

NAM-1975 ..... April
Mahjong game (Japan only)..... April
Magician Lord [ADK] ..... April
Baseball Stars Professional ..... April
Top Players Golf ..... May
Riding Heros ..... July
Ninja Combat [ADK] ..... July
The Super Spy ..... October
Cyber Lip..... November
Puzzled ..... November
League Bowling..... December

1991

Mahjong [Monolith] (Japan only).... January
Ghost Pilot..... January
Sengoku ..... February
King of the Monsters [ADK]..... February
Blues Journey..... March
Alpha Mission II..... March
Burning Fight ..... April
Quiz game (Japan only)..... July
Sports game [Wave] (Japan only) ..... July
Crossed Swords [ADK]..... July
2020 Super Baseball..... August
Action game (Japan only) ..... September
Robo Army ..... October
Thrash Rally [ADK]..... November
Fatal Fury ..... November
Mahjong [Monolith] (Japan only).. December

1992

Football Frenzy..... January
Soccer Brawl ..... February
Mutation Nation ..... March
Last Resort ..... March
Quiz game (Japan only)..... March
Baseball Stars 2..... April
Ninja Commando [ADK] ..... April
King of the Monsters 2 ..... May
Andro Dunos [Visco]..... June
World Heros [ADK] ..... July
Art of Fighting..... September
View Point [Sammy] ..... October
Fatal Fury 2..... December
Super Sidekicks..... December

1993

Sengoku II..... February
3 Count Bout..... March
World Heros 2 [ADK] ..... April
Samurai Shodown ..... July
Fatal Fury Special..... September
Spin Master [Data East] ..... December

1994

Art of Fighting 2 ..... February
Windjammers [Data East]..... February
Karnov's Revenge [Data East] ..... March
Super Sidekicks 2 ..... April
World Heros 2 Jet [ADK] ..... April
Top Hunter ..... May
Gururin [Face]..... May
Fight Fever [Viccom]..... June
Mahjong [Acom/Yubis] (Japan only).... June
Aero Fighters 2 [Video System] ..... July
Aggressors of Dark Kombat..... August
The King of Fighters '94 [ADK]..... August
Samurai Shodown II..... September

CAPCOM CP SYSTEM

1988

Forgotten Worlds ..... July
Ghouls & Ghosts ..... December

1989

Strider ..... March
Dynasty Wars..... April
Willow..... June
UN Squadron ..... August
Final Flight ..... December

1990

1941..... February
Mercs ..... April
Mega Twins..... June
Magic Sword..... July
Carrier Air Wing ..... October
Nemo ..... December

1991

Street Fighter II ..... March
Three Wonders..... July
The King of Dragons..... September
Captain Commando ..... November

1992

Knights of the Round..... January
Street Fighter II - Champ. Ed..... April
Varth..... July
Quiz Capcom World 2 (Japan only)September
Warriors of Fate..... December
Street Fighter II - Turbo..... December

1993

Cadillacs & Dinosaurs..... April

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The Punisher.....May
Slam Masters.....July
Muscle Bomber Duo.....December

1994
Pnickies (Japan only).....June

CAPCOM CP SYSTEM II

1993
Super Street Fighter II.....September

1994
Dungeons & Dragons.....January
Eco-Fighters.....February
Super Street Fighter II Turbo.....March
Alien vs. Predator.....May
Darkstalkers.....July

JALECO MEGA SYSTEM/ MEGA SYSTEM 32

1994
Best Bout Boxing.....Feb

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SEGA SYSTEM 24

1988
Hot Rod.....March
Scramble Spirits.....October
Gain Ground.....November

1989
Crackdown.....March
Super Masters.....July

1990
Rough Racer.....Mar
Bonanza Bros.....June

1991
Quiz game (Japan only).....February
Dynamic C.C.....June
Quiz game (Japan only).....October

1992
Tokoro-san (Japan only).....December

1993
Quiz game (Japan only).....April

1994
Tokoro-san 2 (Japan only).....May
Quiz Ghost Hunters (Japan only).....August

SEGA SYSTEM 32

1991
Rad Mobile.....February
Rad Rally.....July
Spiderman.....September
F-1 Exhaust Note.....November

1992
Arabian Fight.....March
Golden Axe 2.....October

1993
Dark Edge.....March
Burning Rival.....August
Sonic the Hedgehog.....September

1994
Dragon Ball Z.VRSV.....April

SETA/SAMMY/ VISCO SSV

1994
Super Real Mahjong Part IV.....April
Keith & Lucy.....June
Survival Arts.....December

KANEKO AX

1994
Blood Warriors.....May
Mille Miglia (Great 1,000 Mile Rally).....May

◆

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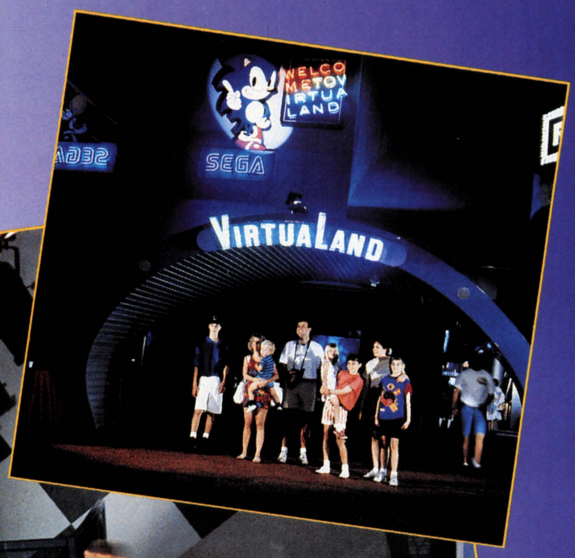

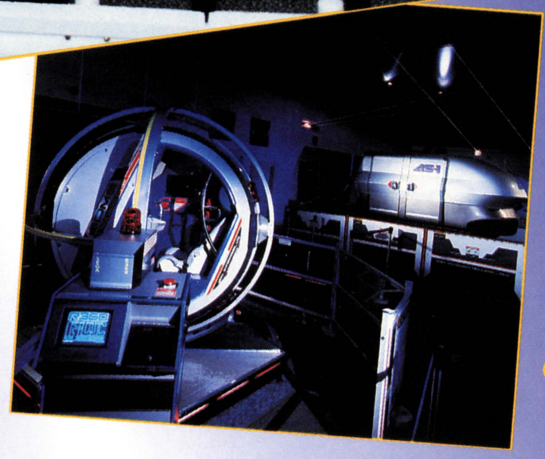

BIGGER IS BETTER

Sega plans 50 mini theme parks across the USA; also a chain of flashy "VirtuaLand" type FECs

A popular theory of business success claims that you can't win by settling for a comfortable level of activity; you have to keep reaching for growth and expansion. Sega certainly believes in that philosophy. They want to do it all: manufacture coin-op and consumer video games; download vidgames to cable TV subscribers; make pinball machines (they just purchased Data East Pinball); and operate arcades, FECs and miniature theme parks.

Operations are a normal part of doing business for Japanese vidgame makers and Sega's no exception. They've bought and sold arcade chains in the U.S. several times over the years. They presently operate very lavish arcades in Japan and Europe, plus a new "mini-theme park" in Yokohama. Last year, Sega opened a huge family entertainment center called "VirtuaLand" at the Luxor Hotel & Casino in Las Vegas, Nev., and announced plans for an ambitious chain of such places across the USA. Sega Enterprises USA coin-op division president Al Stone recently spelled out their U.S. operating plans in a bit more detail. For the American market, Sega plans two different types of amusement operations: huge FECs and mini-theme parks.

Mini-Theme Parks: Sega intends to build a slew of highly-themed, stand-alone indoor destination sites. These mini-theme parks will be patterned after their newly-opened "Joypolis." They will range in size from 25,000 to 80,000 sq. ft., with ride-type attractions creating broad demographic appeal. "Sega believes there's a vast potential market for themed entertainment with large ride-type attractions that still don't quite achieve the level of full-scale

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theme parks," Al Stone explained. "So we've gone ahead and manufactured six large-scale attraction pieces and we'll use them to root this concept. We're working on deals around the country with 15 locations. Our plan is to open 50 of these in the next three to five years." Sega anticipates that customers would spend two to three hours in each mini-park.

Lavish FECs: on the "slightly less huge" side, Sega's amusement operation division will create a chain of very upscale FECs, ranging up to 30,000 sq. ft. or so. Rather than being stand-alone sites, these less highly themed FECs will go into high-traffic locations. Sega's "VirtuaLand" mega-arcade in Las Vegas is a prototype, and it's been highly successful for them. Another early example is Sega's new site in Disneyland's Epcot Center (Orlando, Fla.). Universal City Walk (Los Angeles) is reportedly being considered for a $25 million joint venture site by Sega and MCA. In this type of location, Sega will use its *AS-1* simulator, the eight-player *Virtua Formula,* the gyroscopic *R-360* and other attractions. "We're negotiating with about 20 sites to open this type of venue, competing with other arcade operators for high-traffic locations," Al Stone said. "We'll pick the best ones, open four or five sites by mid-1995, and grow logically."

"We're looking at all types of entertainment," said Sega USA executive vice president Howell Ivy. "Whether it's motion-based simulators, or the next generation of virtual reality, we intend to move the whole industry forward and be a leader. Coin-op has to stay ahead of the consumer, and we'll work with many strategic partners for sites and technology to achieve this. Looking five or ten years into the future, we can see worldwide, international satellite networks having an impact on our industry. We will be there and be able to participate!"

The array of possibilities is dazzling, but coin-op games remain at the heart of Sega's ambitious plans. "Sega has interests in many aspects of the entertainment industry," said Al Stone, "but coin-op will be as big as the consumer part of our business — I guarantee it. Coin-op is the engine that drives everything else. All we own is technology and people, so Sega believes deeply in the value of R&D."

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THE SEGA SUPERMARKET

flying, fishing, fighting, and crime-busting are the gameplay experiences in Sega's new lineup

"We will have a supermarket of product at the AMOA Expo," Sega national sales manager Ken Anderson promised before the show. He was right, but you couldn't wrap these groceries in paper or plastic.

The Redwood City, Calif.-based manufacturer bowed five big new titles at the show, with even more to come later this year and in early 1995. Waiting in the wings are *Virtua Fighter II* (an upright that's knocking 'em dead in Japan), Sega's "Titan" coin-op vidgame system cabinet. Immersive virtual reality with shooting gameplay could also be around the corner. But first, a look at Sega's AMOA supermarket!

Wing War is a two-player, sitdown simulator with aerial fighting theme. It features top computer graphics (180,000 polygons per second, just like their recent knockout driving simulators) and the player's choice of viewpoints on the action.

Players can engage each other in man-to-man high-altitude dogfights, with each screen showing the battle from that player's perspective. Players can also select points of view on the action, viewing their own plane from the rear, from an inside-the-cockpit perspective, or from an overhead position. The heated dogfight features eight fighter planes and helicopters, including a WWI Fokker Triplanes, WWII Mustangs, and current-day Apache and Harriers.

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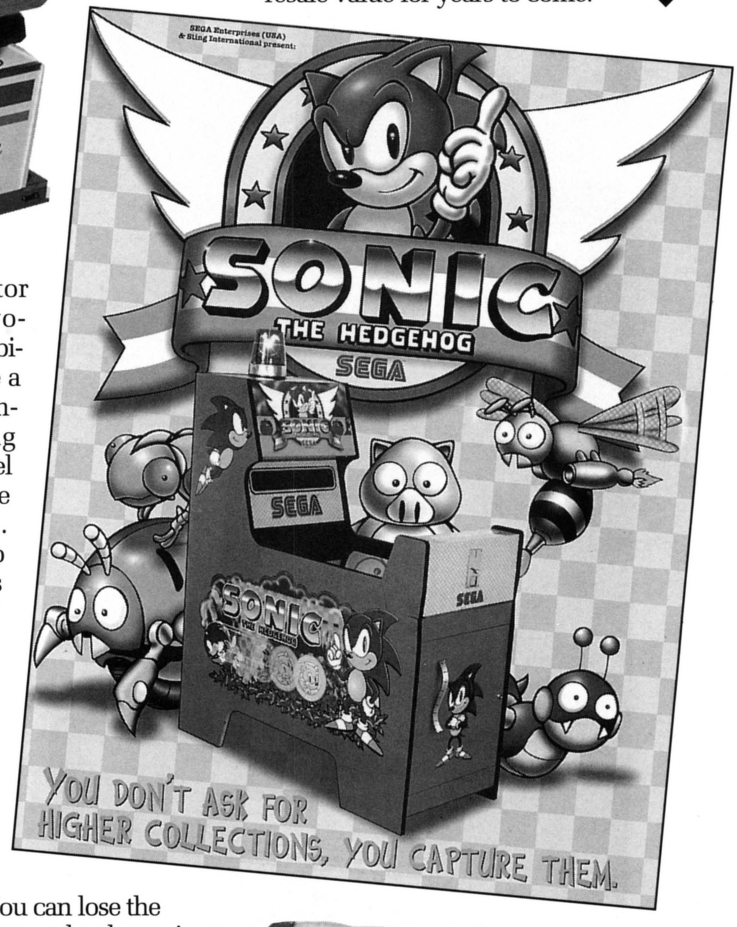
down simulator with 50" hi-resolution monitor. Notably it's the first result of Sega's collaboration with leading defense contractor Martin Marietta. If you thought 180,000 polygons per second was impressive technology, wait till you get a load of 300,000 per second! "Model 2" is the name of the PCB which creates real-time, texture mapping, computer graphics. That translates into incredibly lifelike gameplay and 32 bit graphics. "The depth perception is so real, you'll actually feel like you're aboard a tank, running desert and canyon missions," said Sega. This sit-down simulator includes a sub-woofer speaker under the player's seat and two Act Servo wide range speakers on the front panel for authentic, bone-jarring audio.

Virtua Cop is a dedicated upright video that takes the gorgeous texture-mapped, 3D polygon graphic realism of *Virtua Fighter* and applies them to a street cop theme. Here again, the computer's generating 300,000 polygons per second and the results are so realistic, it's scary. Players use an attached plastic gun to shoot at the bad guys in a variety of settings. They shoot back, of course! Storyline has two police detectives hot on the trail of a firearms syndicate which threatens to destroy "Virtua City." Onscreen "Lock On" sighting tells you whenever the really dangerous targets are in your sights. Whenever you run out of ammo, point the gun outside the screen and pull the trigger to reload. Multi-play and buy-in competition will help boost the cash box take.

Sports Fishing could be Sega's wildest video simulator to date. The two-player sitdown cabinet is themed like a fishing boat, complete with a big fishing rod and reel mounted on the control panel. Live-action video footage of fish is shown on the 36" hi-res monitor Beginning, advanced and expert levels of play are offered. Players cast the reel, try to hook a fish (you feel a tug on the line), and reel him in. You can lose the fish, break your line, or land a variety of marine species — sharks, marlin, sailfish and more.



Sonic the Hedgehog is a fast-action redemption game with three interchangable playfields. Operator adjustments include ticket payout levels and audit functions. Digital stereo sound and music, plus an animated dot matrix display, make this a handsome piece indeed. Of course, the title character stars in comic books, his own TV series, and best selling home video games.

Daytona USA was also at Sega's booth in its twin sitdown format. The game has redefined video drivers and set new earnings records in arcades across the country. One unit of the deluxe model actually earned 30% of the total gross in one top American gameroom, said Sega. Ken Anderson told *RePlay* the title had already outsold all previous Sega sitdown driving simulators by mid-summer and was still selling. As always, the company is seeking a careful balance between demand and supply, and you can bet this one will remain a terrific investment with high-dollar resale value for years to come. ◆

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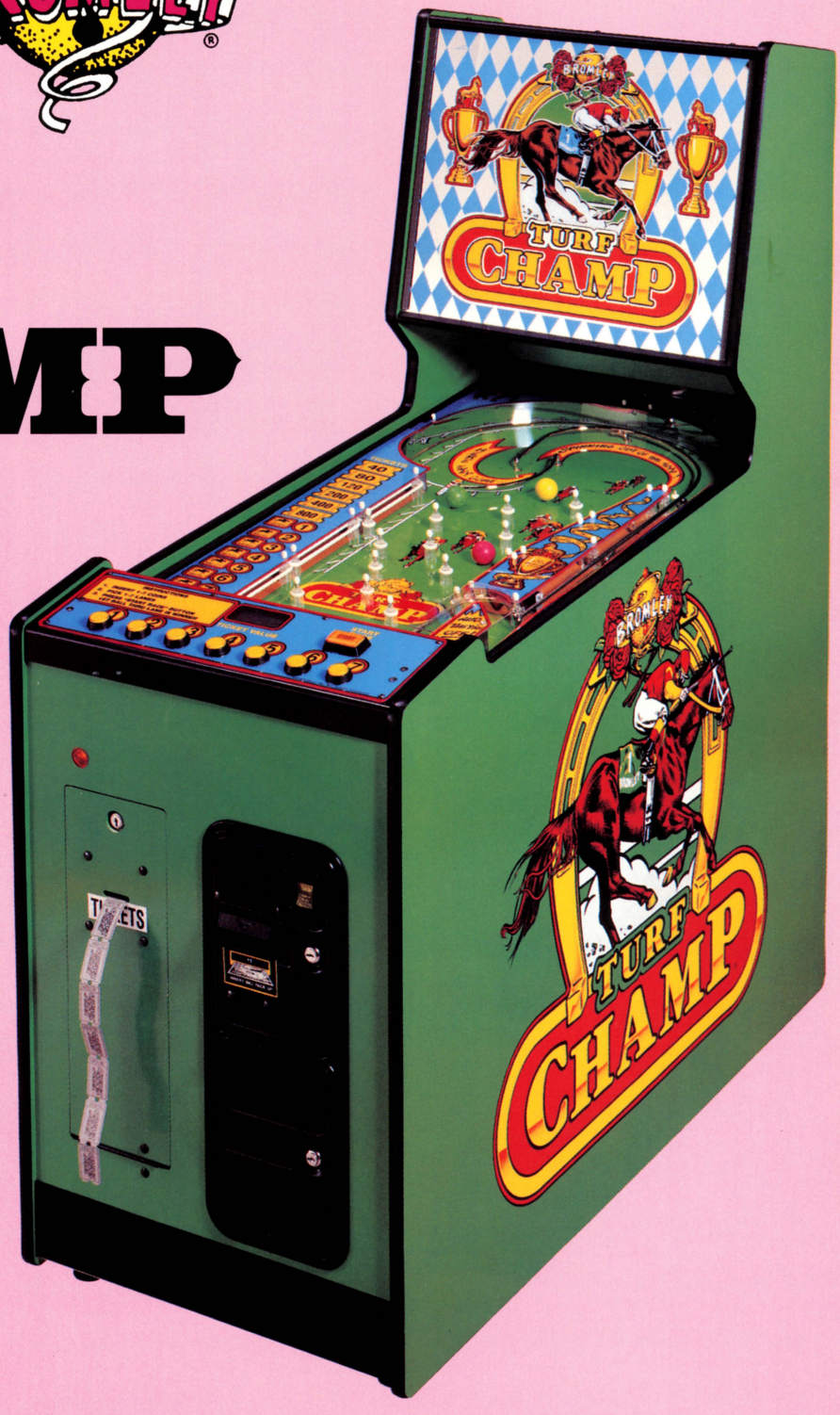

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ATARI PROMOS T-MEK

roadshow (featuring game) hits 9 cities; free tournament kit available for operators

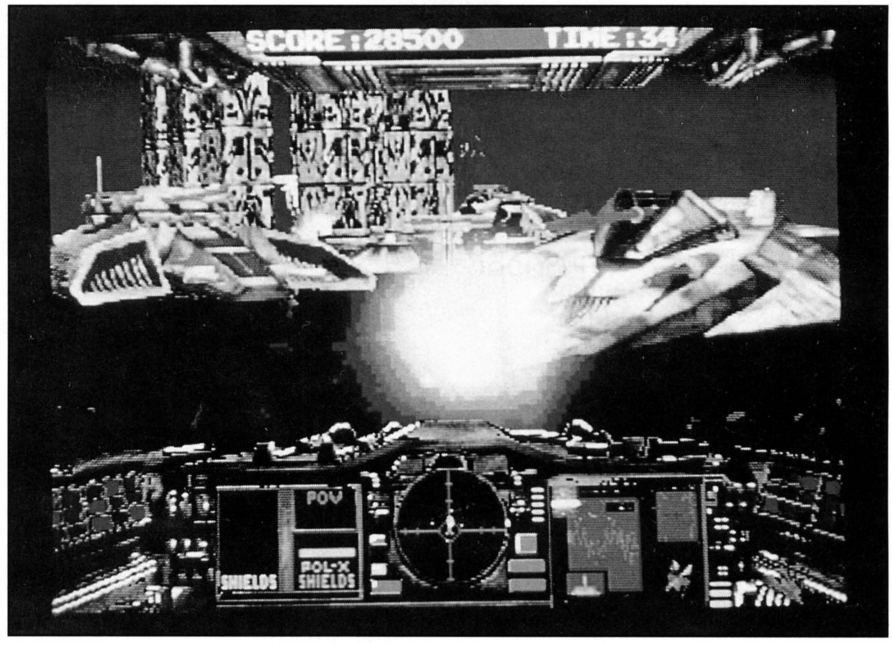
Nazrac the Eliminator wants you! The galactic being is host of a nine-city tour of *T-Mek* video game tournaments, officially sponsored by Atari/Time Warner Interactive. Old Naz, it seems, wants players to show up in sites from Los Angeles to London. Their mission: to find out if they have what it takes to be *T-Mek* warriors! Operators can build on the excitement with their own tournaments; Atari is providing tourney kits to help them get started.

Atari has always provided good tournament support for their video games and this time they're pulling out all the stops. The tour extravaganza kicked off in San Antonio (in conjunction with the recent AMOA Expo). Each event is staged in a heavily themed area, complete with overhead monitors and loudspeakers to excite bystanders. Participants will enter a pre-staging area to enjoy entertainment and get instructions. After the "battle" is over, players and onlookers can both buy *T-Mek* merchandise — Atari's bringing enough posters, hats and t-shirts for a rock concert tour!

Atari expects to draw over 5,000 spectators during the tour, and up to 1,000 players per day. They'll pull in bodies by staging the events in high-traffic locations with large captive audiences, and by promoting heavily in cooperation with a variety of local partners. Charity tie-ins, local radio personalities, live appearances by Warner Bros. recording artists, local radio promos, merchandise giveaways and press coverage will complete the PR package. Local arcades that have the game will also be asked to inform their players of the event.

The tour schedule runs as follows: Dallas on Oct. 1; St. Louis on Oct. 8; Chicago on Oct. 15; New York/New Jersey on Oct. 22; Atlanta on Oct. 29; Miami on Nov. 5; Los Angeles on Nov. 12. London dates are TBA.

Operators who buy a *T-Mek* game can return the enclosed postcard to receive a free tournament "starter kit." Contents include a sample of winner prizes (poster, t-shirt, hat), sign-up sheet, tourney elimination charts, and a *T-Mek* tournament guide with step by step instructions on conducting these events using any of the game's various cabinet configurations. Contact your authorized Atari distributor for more information about the game or the promotion.



PRE HISTORIC PINBALL

The Flintstones *from Williams Electronics takes a "boulder approach" to flipper game design*

The guys at Williams Electronics love to build pinball games with proven, enduring, long-lasting themes. Classics. Icons. Permanent fixtures in the pop-culture landscape...like, say, the longest-running TV series in broadcast history, "The Flintstones." Since its 1960 debut, this cartoon show has become a staple in 70 countries with syndicated repeats, TV specials and full-length animated feature films. This summer's live-action movie (starring John Goodman as Fred) was hyped with all the excitement Universal Studios could buy for, oh, tens of millions of dollars.

Think of it as the advertising budget for your new Williams pinball, *The Flintstones*. As the WMS team likes to say, "We make movies that happen to come in a box...an interactive billboard that lets the player experience the fun and excitement of the original story all over again." *The Flintstones* is another "rock-solid" example of this winning strategy.

From the first glance, it's showbiz. Art on the backglass and cabinet sides highlights the actors, logos, costumes, sets and props from the movie. The CD-quality soundtrack includes the original theme song, plus original dialog recorded by John Goodman, Rick Moranis and Harvey Korman. The playfield includes accurate models of the film's intricate sets — downtown Bedrock, the city's Bowl-O-Rama, a rotating "Rock Slicer," and fully articulated "Bronto Crane" and "Dicta Bird." Dot-matrix animation of dinosaur racing was taken from the film and tuned into the "Bedrock Derby" on this pinball. It's a movie in a box, all right!

Games within the game, strategies within the strategy, wheels within wheels... that's what lifts WMS pins

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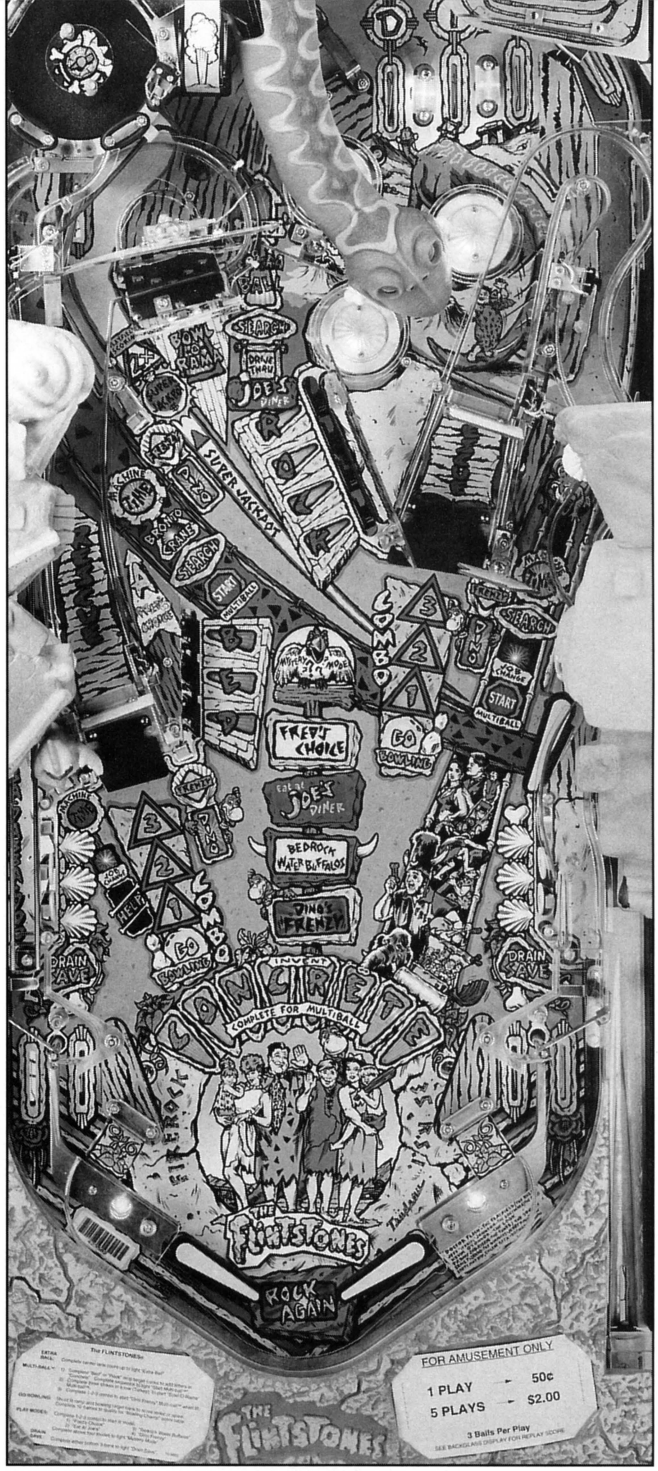

beyond a series of interesting shots, into the realm of addictive entertainment that continues to challenge players of all ages and skill levels. *The Flintstones* incorporates this proven technique as well; it offers (at least) five distinct game modes. There's two-ball "Dino Frenzy." There's "Bedrock Water Buffaloes" with crazy animated characters on the playfield. There's "Fred's Choice" with increased ramp values. There's "Eat at Joe's" for fast-paced speed shooting. And there's the "Mystery Mode" which gives special awards for combination shots and drop target play. More "games within the game" include a bowling sequence with actual frame-by-frame scoring and unique multiball jackpots. Let's see, did Williams leave anything out? How about "Smart Ramps" that automatically change gameplay's pace and direction? They've got that, too.

It's a stone-age rage, says WMS. Head over to your local authorized distributor today and excavate yours! ◆

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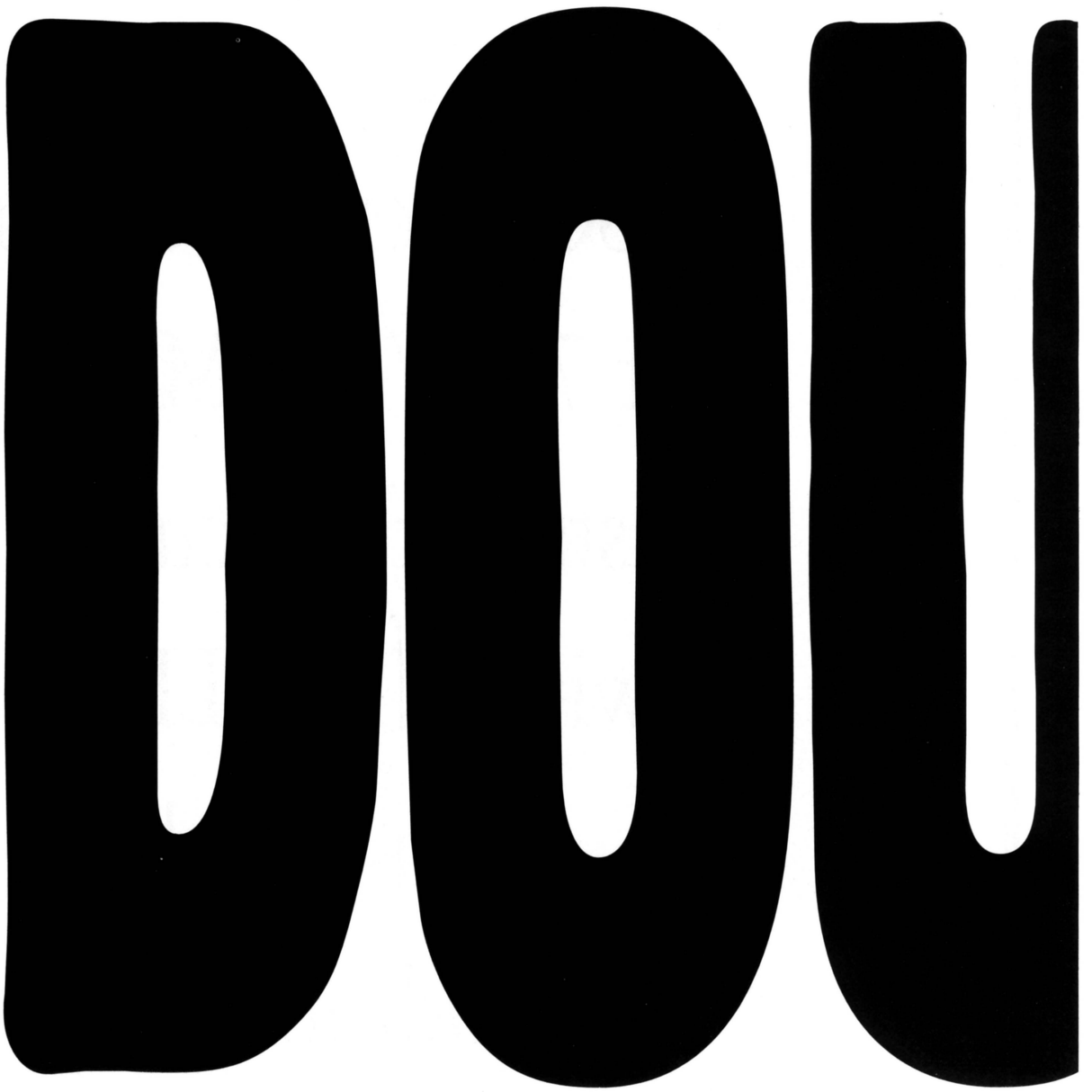

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NECO ON THE ROAD

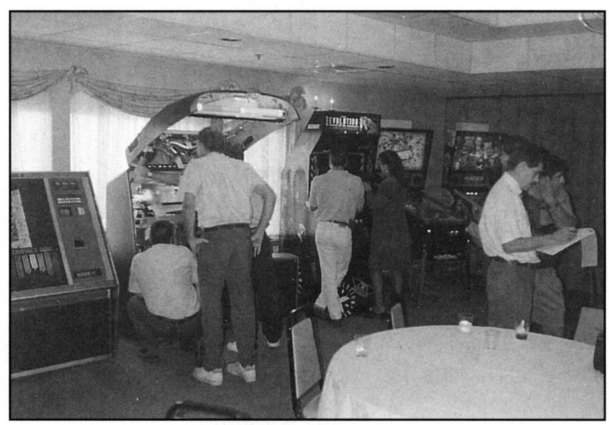
New England Coin-Op visits ops & shows machines across New England

NECO's Rick Kirby and Rowe's Joel Friedman admire the new Rowe line at the Norwood, Mass. distributorship. They're ready to roll onto the road show!

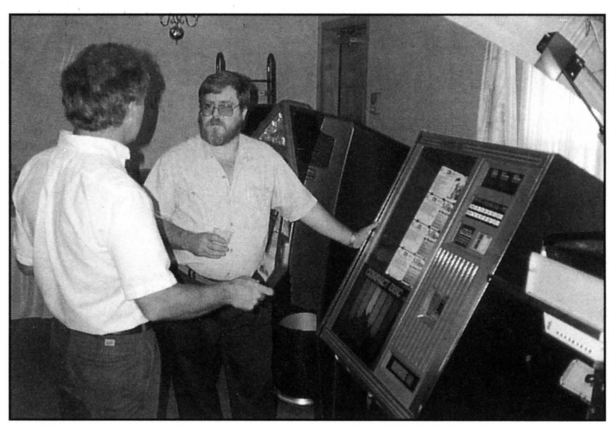
WMS's Rachel Davies and Fred Flintstone with Midway's new *Revolution X* video upright.

"When you have a territory as spread out as New England," said NECO topper Rick Kirby, "it is often easier to bring new equipment to the people, than to get them to come in to see it." So that's exactly what NECO did in early August: loaded up some very fine equipment and traveled around to hotels in three states. Operators in Western Massachusetts, New Hampshire and Maine enjoyed seeing the equipment at their convenience. NECO followed up with a show at their Norwood, Mass. office (just outside Boston) the following week.

Did it work? Absolutely! "We had a very positive response and we look forward to doing more in the future," Rick said. Featured equipment for this road show included the new Rowe jukebox line; Midway's *Revolution X* video game; Williams' new pinballs *World Cup* and *The Flintstones;* Merit's new *SuperTouch* countertop games; Arachnid darts; and the Smart Industries' *Candy Crane*. NECO sales reps were assisted by Rachel Davies (WMS), Bob Dipipi (Merit), Joel Friedman (Rowe) and Jim Beyer (Arachnid).



Customers look over the equipment at a showing in Augusta, Maine.



NECO's music man, Mike Whall, chats about the finer points of Rowe's *MM-1* CD jukebox with Game World's Wayne Harriman.

STELLAR PERFORMANCE

Arachnid's modem-based Galaxy system works! street operators are buying it in droves

Modems are alive and well and kicking butt on the street. That's the word from the happy crew at Arachnid, Inc. (Rockford, Ill.) where their modem-linked *Galaxy* dart games and league management system are rocketing into new levels of operator acceptance and success.

• Stanton Automatics (Auburn, N.Y.) says they're picking up new locations, mowing over competitors, and dramatically expanding league business with *Galaxy.*

• In at least one major East Coast city, "you can't hold onto a darts location without *Galaxy,"* said Arachnid (and local distributors confirm the boomlet).

• Latest coup: the largest single operator-member of the AMOA National Dart Assn. has just decided to switch over to the *Galaxy* machine exclusively for their huge route. This operator's leagues count several thousand dart players every single week.

In short, *Galaxy* operators are field-testing the unit, finding it works great, and spreading the good word about the system by word of mouth. The resulting sales are broad and deep. "Installations are growing at tremendous rate," smiled Arachnid president Bill Ward. "A year ago, *Galaxy* might have been 60% of our sales. It now exceeds 90% of our sales. Even if they're not currently involved with *Galaxy,* customers for new machines wouldn't think of not buying a *Galaxy.* We at Arachnid are very proud of this record. It just shows that innovation, persistence and hard work can bring great rewards to the manufacturer, operator and player alike!"

WHAT IS GALAXY?

What is *Galaxy,* exactly? *"Galaxy* is an electronic dart game in a league management system," said Bill. "Think of it as a dedicated computer network that handles all the dart machines on an operator's route. Basically *Galaxy* links all the dart games on a route together on a computer. The benefits of this are that it saves the operator lots of time and overhead, and it encourages lots more gameplay on location."

Does the operator have to go to the trouble of installing special phone lines for each *Galaxy* game? No, says Arachnid. "Each game includes a modem, but it doesn't require any special phones," Bill Ward pointed out. "No location has ever had to install a special phone for this system. Sometimes we've even hooked a *Galaxy* game into a coin-operated payphone in a bar or tavern!"

The system's market success is gratifying, but Arachnid acknowledges that "we went through a lot of battles to get here." Beginning with prototype tests three years ago, *Galaxy* faced operator fear and ignorance of new technology, sniping from competitors, problems from local phone companies, tiny glitches in internal software programming, and special customizing requirements from different operators and leagues. "All the bugs got pretty much cleaned out of it as of about last fall," Bill Ward said. "And many so-called 'bugs' weren't really bugs, but a matter of training people to respond properly to certain challenges like bad weather and noise on the phone lines."

EDUCATION AND TWEAKING

Arachnid overcame those challenges by hard work and professionalism. They worked hand in hand with operators, giving lots of training and TLC on an individual basis until the system was up and running perfectly for each company. The company's field staff has always gone "beyond the call of duty" to help set up leagues, but with *Galaxy* the A-Team became traveling computer

teachers.

"A one-day seminar is the beginning of the education process," Bill Ward noted. "Normally this takes place at a distributor's office. We've put on hundreds in past three years." After the purchase, an Arachnid rep will spend two or three days with each individual operator, setting up the system, teaching computer basics when necessary. Later, the A-team rep returns to help with the first crucial days of league action. "There are operators out there who were computer illiterate last year and now they're fairly expert in the system, thanks to Arachnid's educational program," Bill said proudly. "We are helping the industry become computer literate at the grass roots level!"

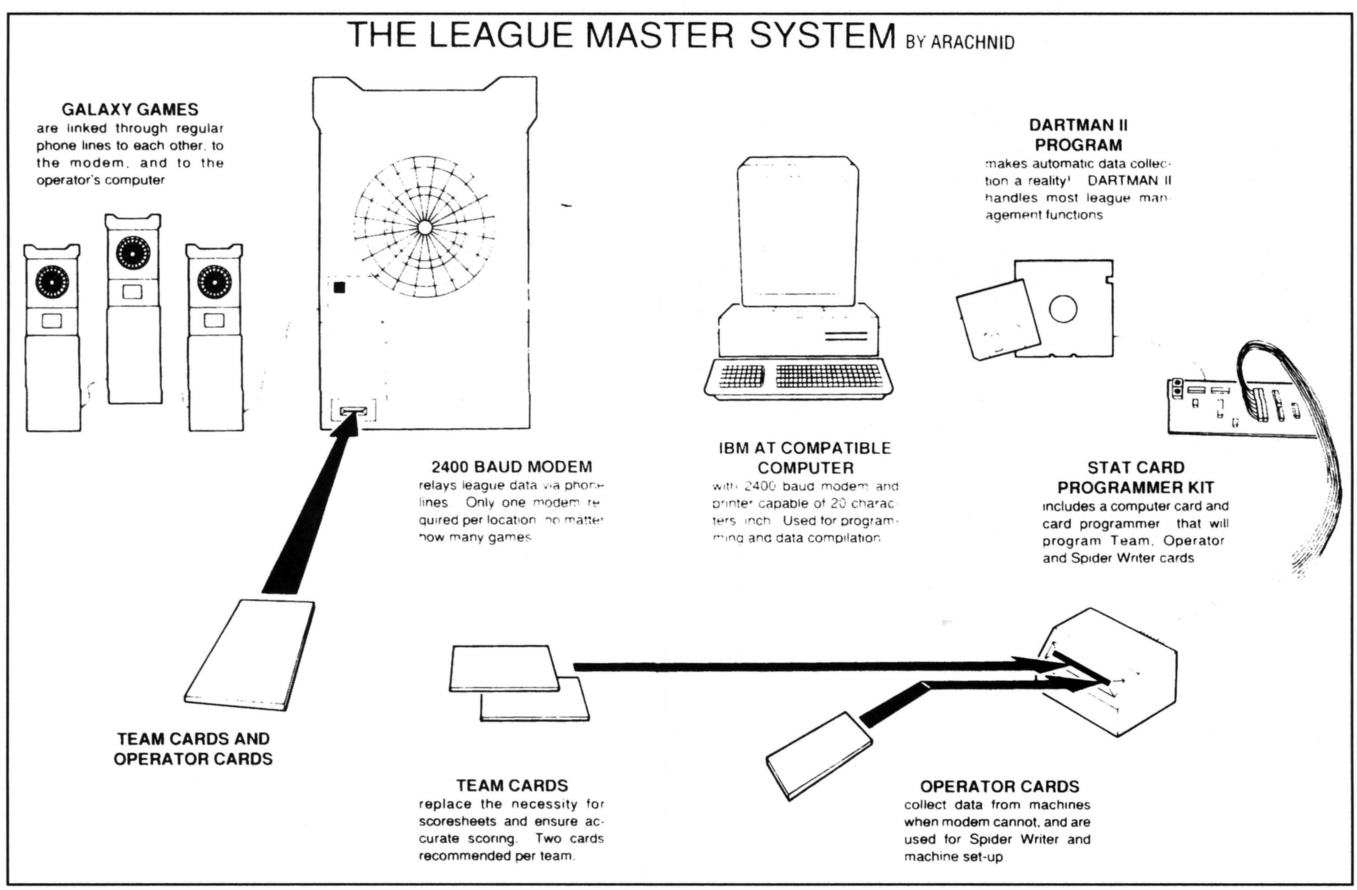
Arachnid also brought the system up to speed by modifying it where necessary for customized operator requirements. "Not all leagues are alike," Bill commented. "Combination leagues sprang up just as *Galaxy* was going on-line; others want to play with trios or play unusual dart games; etc. We also had to accommodate player rating systems like that of the National Dart Assn.'s SPREE system and the 'marks per round' system. We did it in every case — whatever it takes to make it easy for the operators. That's the whole point of the *Galaxy* system."

BENEFITS OF "MODEM MANAGEMENT"

Why is *Galaxy* worth the trouble of learning about computers, not to mention the expense of buying a desktop computer? As Bill said, it saves overhead, cuts down on paperwork for players and operators alike, and it facilitates additional gameplay on location (sometimes in surprising ways).

The reduced operator workload is one obvious benefit. "At the end of night, when matches are done, the operator has no need to send a person around to collect players' score sheets," Bill said. "Instead, while the operator sleeps, his computer calls up the machines, retrieves the data and prepares it for him to enter into his computer the next morning. He comes into his office and reviews the data. We have a built-in program that tells him if any information is missing; if so, he can easily re-acquire it, but this doesn't happen very often. Finally, the operator pushes a button and the computer enters all the information about last night's matches into the file and updates the league's data base — team statistics, individual player statistics, you name it. As you can see, *Galaxy* is designed to help the operator because it lets him expand his leagues without requiring increased manpower. It takes much hassle out of statistical record-keeping." Another key selling point from the beginning was greater accuracy of league records. *Galaxy* performs data collection automatically; the computer keeps track of individual and team scores, shot by shot. "In this way, *Galaxy* ensures integrity of gameplay because it collects the data as you throw your darts," Bill Ward explained. "There is no cheating possible. Operators can categorize their teams, rank them and put them into the appropriate divisions to make sure players are competing with others of similar ability. So long as everyone has a chance to win, they can all enjoy playing the game...and they will come back to play again."

Easier on-site advertising was another selling point for *Galaxy,* from the start. "We've had 'Spider Writer' screens for years," Bill said. "This dot matrix display function gives the operator a way to enter into the track screens' graphical and text presentations. We touted it as a means to do advertising, and many operators did.



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However, the system was cumbersome and tedious. You had to physically travel to each machine and program it individually. Galaxy enables the operator to create a single message on his office computer and quickly transfer it to all dart machines on location using his operator card. It goes from a 30-minute job to a 10-second job! This creates advertising opportunities which bring in additional revenue — the operator can run ads for the location, for the local beer distributor, you name it. We even heard of one operator who is advertising used cars on the dart machine's screen! In the future, the operator will even be able to download these messages by modem."

MORE GAMEPLAY, FATTER CASHBOX

Arachnid knew *Galaxy* would provide all these benefits. But once the system was installed and running on a few routes, Arachnid made some happy discoveries about additional rewards of the *Galaxy* system. "We got more out of it than we expected," Bill Ward admitted. "The extra, unexpected benefit was that darts became more fun for players because they no longer had to fill out score sheets. Also, the machine itself puts the players' names on the dot matrix display and makes them feel good about a 'personalized' machine. Gameplay goes faster, and this also adds to the fun and makes it possible to add more games to your league matches. Instead of nine or 11 Cricket games a night, you might go to 13 or 15 games — and that means extra revenue."

Well, you know how operators like extra money. With *Galaxy,* operators have found their existing leagues are more profitable, and they can pick up new locations and expand leagues with this glitzy, player-friendly system. As a result, sales have grown by word of mouth. "We hear our operators telling their friends they'd be crazy not to use *Galaxy,* it's the only way to go," said Bill. "More than anything else, I think that's why sales have improved so dramatically."

FUTURE PLANS

Arachnid says their present success is only the beginning for *Galaxy* and their modem-based route management system. "I think there's more to do," Bill Ward said. "What we've done until now is made *Galaxy* a solid, reliable system and have accommodated the requirements of most operators. Now the system will go a lot further. We will bring in the ability to have two-way modem communication. Operators will be able to get advertising messages onto every machine on their route, almost immediately."

Next, Arachnid plans to make additional software packages available. This new software will be able to retrieve accounting data (meter readings, etc.) over the phone lines, so operators can get this key information on a daily basis without leaving their offices. As a result, operators will have a much easier time monitoring of cash collections.

And there's still more in the works. "Eventually we'll install diagnostics in the machine which will be reported over the modem, giving operators a clear idea of any problems before they visit the machine," Ward said. "That will reduce overhead, travel time, repeat trips, and so on." Bill says it will also be easy for Galaxy to interface with other equipment on location to get cash collection data, diagnostics, etc. for those machines as well.

"We're working with AMOA and AAMA on this, through their standardization committees," he said. "We will make efforts to protect our patents where darts are concerned, but we're also very eager to demonstrate our cooperative spirit to the rest of the industry. Having operators buy multiple modems for each location is not a very practical solution to the operator's problem. You may see different software programs for different factories, but who cares which modem and phone line is used to transmit the data?"

In all, Arachnid is darned proud to be — once again — leading the pack in marketing and technological innovation. "To me, this has been one of the most successful programs of my career," Bill Ward said. "Operators around the country are seeing for themselves that the *Galaxy* system is very viable. Suddenly it's like a fax machine — they can't imagine how they ever got along without it!"

◆

MUSIC DOWNLOADING?

"we've got it and it works," claims Telejukebox, Inc.; U.S. rep seeks manufacturer to license & build system

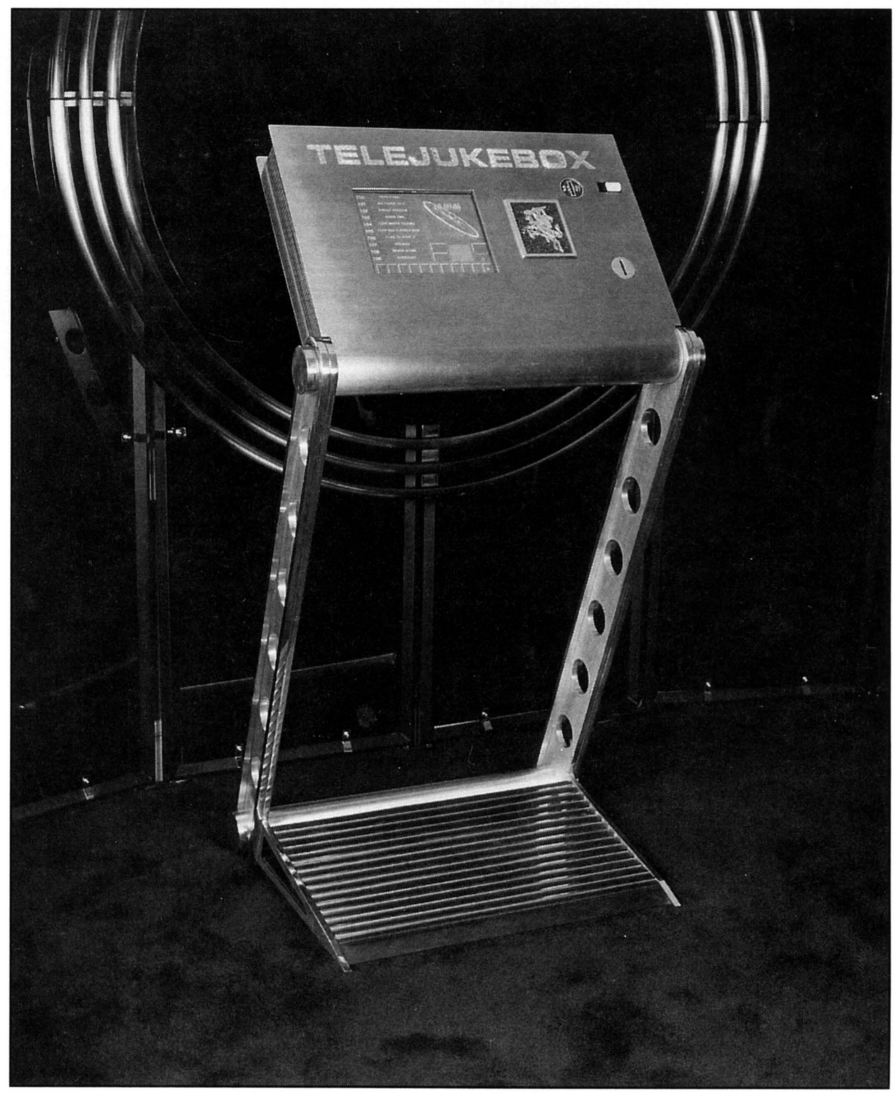
Jukebox manufacturers all agree that "whatever software the music industry uses, we must use." Accordingly, today's jukeboxes play CDs and 45s. Behind the scenes, however, the music industry is looking hard at new music software and hardware. Electronics manufacturers, record labels, software retailers, communications firms, and a variety of giant corporations and startups alike are experimenting with "music compression," data downloading, and storing music in computer chips.

Someday — perhaps soon — it seems very likely music will be downloaded over phone lines to retail stores (Blockbuster is already working on this), and to people's homes. Some believe music downloading may also play a future role in public (jukebox-type) locations. In Japan, for example, music is already being downloaded over phone lines to certain karaoke systems and locations.

Could these developments be applied to America's coin-op jukebox industry? A number of ideas are floating around out there, and jukebox factories are looking at them with great curiosity. One such concept is called the *Digital Jukebox,* created and patented by Telejukebox (Montreal, Canada). It's being exclusively marketed in the U.S. by Giovanni D'Andera, president of Los Angeles-based DMC, Inc. They're looking for an enterprising, future-oriented factory to license their technology and bring a revolutionary new generation of jukeboxes to America.

Basically, the *Digital Jukebox* is a computer that acquires music via modem, stores it in computer memory, and plays it back on location via synthesizer board. The unit plugs into a standard phone line. Using a built-in modem, it can download music in real time on a standard line (i.e., a song that takes one minute to play, takes one minute to download). Donwloading can be accomplished more quickly over ISDN or fiberoptic lines. The inventors envision the system plugging into a location's existing background music system or using wireless speakers.

In prototype, the basic unit is able to handle 150 to 350 tiles (each chosen by the operator), with a possibility of upgrading to much larger memory system that store up to 25,000 titles. Album covers are also digitized and stored in computer memory. The prototype version displays album covers, artists and song titles on 14" color TV touchscreen, which itself is mounted in a handsome, stainless steel, stand-alone control panel. This touchscreen also functions as the player interface for browsing through titles and making musical selections. The PCB for music and software storage, as well as the synthesizer playback board, are all contained inside this compact, futuristic control panel. Of course, any factory which licenses this concept and technology will probably make some adaptations to



This stainless steel control panel contains the PCB which stores music on computer chips, along with software to let players select tunes, perform record keeping, diagnostics, etc. The huge concentric rings in the background are just cosmetics. Where are the speakers? You can plug this basic unit into existing speakers in the location or use wireless speakers, inventors say.

Closeup of early version of *Digital Jukebox* control panel shows 9" color touchscreen for browsing and selecting tunes. Digitized versions of CD album covers are also displayed onscreen. Second-generation version of unit uses much larger touchscreen. Presumably anyone who builds this machine will also want to install dollar bill acceptors!

the hardware, but at least the prototype offers one possible setup.

Digital Jukebox's software also permits the ongoing compilation of all the unit's statistics, diagnostics, playlist, and royalties — i.e., all the information needed for remote billing. With electronic records of cashbox income, the operator could even let location owners collect the machines, if so desired.

Where will the music itself come from? The inventors foresee a central headquarters at the factory or distribution level which will clear music rights from composers and performers, maintain a comprehensive music library, and download the songs in the form of digitized data to *Digital Jukeboxes* on location, at the operator's request. Downloading capability will enable the operator to update and change music in each location (or all of them at once) by the touch of a button from his own office — instantly.

Operators will realize savings in overhead for several reasons, DMC believes. (1) They no longer will have to maintain a music library. (2) Music buying will once again be hit-based, rather than album-based. (3) No moving parts are contained in the *Digital Jukebox,* which means jukeboxes will attain the reliability of video games. (4) Self-reporting diagnostics via modem makes any repair and maintenance far more efficient.

How much will each unit cost? As with most prototypes of new technology, initial cost projections are not cheap. However, the final price to the retail level won't become clear until a manufacturer steps in to actually build the machines and set up the needed support network (including clearing the public performance rights, etc.). Costs for computer components and chips are going down every day, while capabilities steadily go up, so DMC believes it's possible that economies of scale could put the *Digital Jukebox* into a competitive price range (especially when operational savings are figured in).

There's much more to learn about the *Digital Jukebox:* security features, karaoke capability, background music capability, advertising capability, and a considerable number of other potential applications. Just about any task or function that can be done via computer or digital information, can be performed by the *Digital Jukebox.*

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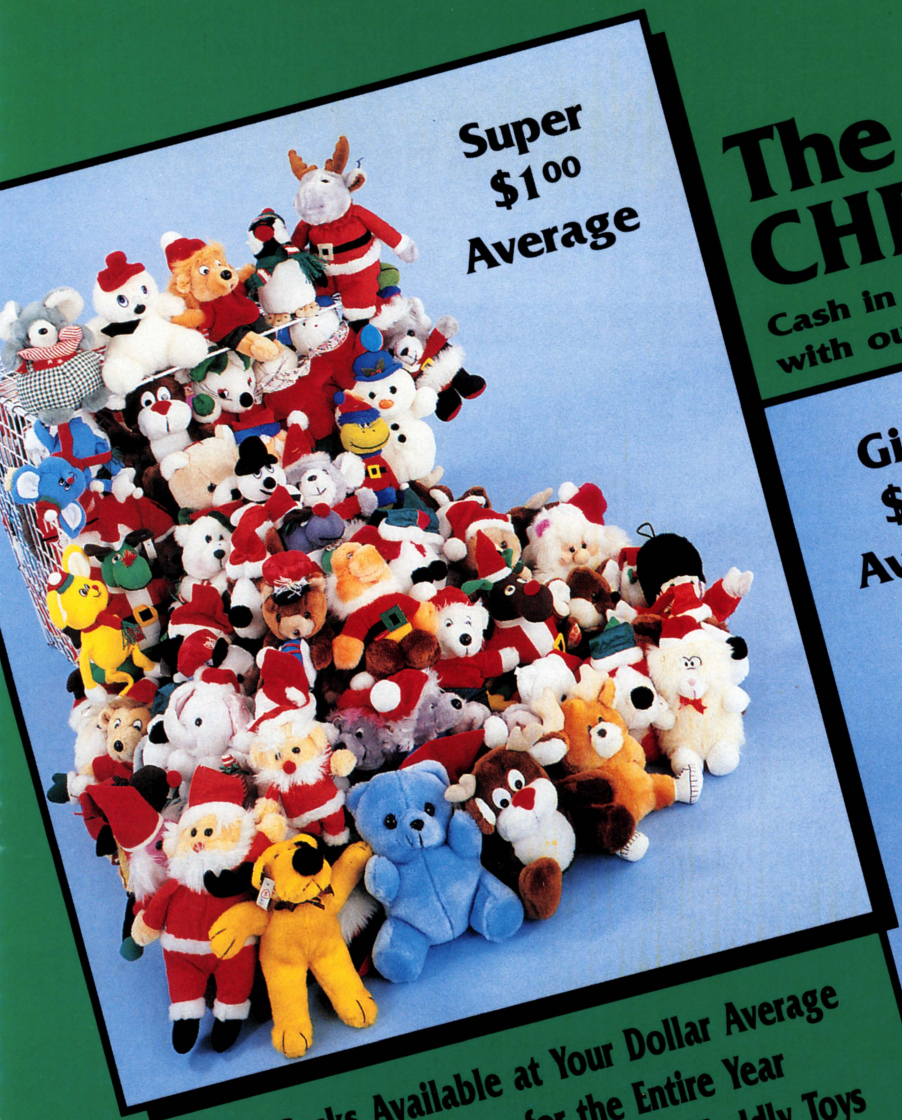

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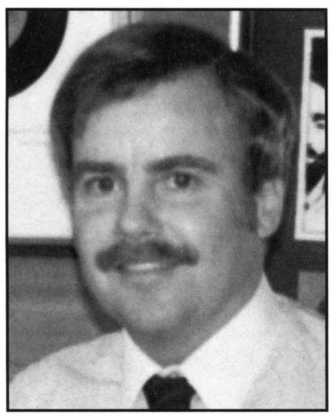
LEGAL QUESTIONS

BY LAURENCE MERRIT & DAVID HAGEN

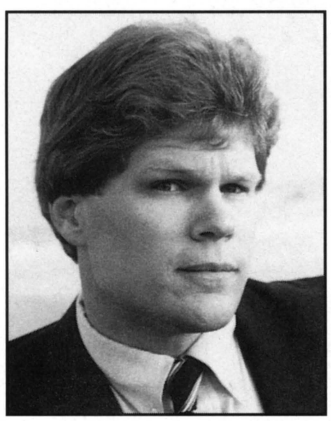


CAN A COMPUTER PROGRAM REPLACE YOUR ATTORNEY?

I'm always interested when looking through stores and catalogs and I come across software that purports to be a replacement for an attorney. This software usually consists of a collection of various types of contracts and other legal documents wherein the owner of the software can simply drop in the appropriate names and produce a professional-looking document.

Obviously, I would be quite concerned if one of the major functions of the legal profession — that is, drafting legal documents — could be replaced by a $10 piece of software! Many readers have asked whether we recommend the use of these types of software.

My answer is yes...and no.



Whenever you go to an attorney, asking that they draft a contract, it's always a good idea to prepare yourself by writing out a few thoughts as to what the points of the deal should be. Further, if you have any other contracts which are similar to the one you want drafted, it's an excellent idea to give those to your attorney. It is far easier (and cheaper) for an attorneys to create a new agreement based upon other agreements, or revise something which you give to them, as opposed to having your attorney create something from scratch.

When you meet your attorney, you should still seek their advice as to how the transaction should be arranged as to allowing your attorney the discretion in how that arrangement should be committed to paper. However, if you can bring a few examples to your attorney, it will greatly aid them in understanding your desires, as well as preparing the appropriate documentation.

Now, back to the software issue. If you have a piece of software which can produce an agreement which is similar to what you think you may need, make a hard copy and take it to your attorney. This will save your attorney time and your fees as he prepares a custom document for you.

However, I would **never** rely on a piece of software to produce an agreement for you by itself. It is foolish to think that a trained legal advisor can be completely replaced by a $10 piece of software. No two legal situations are exactly alike. It is for this reason that attorneys prepare custom-made agreements to fit specific situations. Granted, many times these legal documents will start with a standard, or boilerplate, document. However, you will have security in knowing that your legal advisor has reviewed the transaction and prepared something which is appropriate for your exact legal situation.

When you bring these suggested agreements into your attorney, you will probably find that it is appreciated. From an attorney's perspective, it is sometimes difficult to create a document completely from scratch based upon a conference with a client. Having several sample forms to work from, will greatly reduce the amount of time it takes to produce the agreement, and reduce the amount of the fee. If your attorney is sharp, they will understand that this will mean there's more money available to your business...which will mean that the business will grow, and that there will be need for further legal consultation in the future. This creates a win-win relationship.

These software packages can be purchased at almost any store that sells software and/or books. If you can find a package that has been prepared specifically for your state, you will have a much better product. However, this may not always be possible.

In our column, we have always been proponents of reducing legal fees by having clients who have some legal education and do a little bit of homework in preparation, prior to setting down with their attorneys. This is yet another way in which our readers can become wise consumers of legal services.

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LITTLE Big SHOW

THE PARADOX OF AMOA EXPO '94:

record exhibits but light attendance; great games but no "gotta have"; soft market but good mood

Remember a few years back, when Dustin Hoffman starred in a politically correct Western called "Little Big Man"? If AMOA Expo '94 were a cowboy movie, you could have called it "Little Big Show." Held from Sept. 22-24 in the pleasant climate of San Antonio, Texas, the affair was filled with paradoxes, puzzles and seeming contradictions.

Many tradesters left Expo '94 the way they came in: confused (yet hopeful) as coin-op stands at a number of crossroads. Reactions ranged from "Where is this industry going?" to "There's not much here for the street operator" to "We're ready to turn these challenges into opportunities" (this said by AMOA's new president).

Did we say the show was filled with contradictions? Let us count the ways! *Paradox number 1: "big" space sales vs. "little" attendance.* Expo '94 boasted 270 firms; 990 booths; over 104,000 sq. ft. of exhibits; and record preregistration. Yet in terms of bodies in the booths and aisles, it seemingly drew the lightest attendance for any AMOA Expo in some time. (No official headcount was available as we went to press...more on the attendance picture below.)

Paradox number 2: good games but no "gotta have it" show hit. Overall product quality ranged from "great" to "darned good" in most machine categories. (See the following story for a detailed product report.) Ops voted Midway's pricey upright *Killer Instinct* as "best new game" of the show, while Data East provided another outstanding video entry with *Tattoo Assassins.* Both of these dedicated uprights will probably earn "killer" dollars in the cash box. Both clearly define what anyone would call "video violence."

Yet despite the generally high-quality level of product, many operators and distributors felt no single piece jumped out to dominate the market. For sure, the show utterly lacked any "oh my gosh, we're going to make a mint" type of feeding frenzy. The mood was mostly calm and businesslike. "Sega's *Daytona USA* is still king of the hill," declared more than one expert tradester.

Paradox number 3: weak markets but smiling faces. Expo '94 took place against the backdrop of a worldwide coin-op recession. Manufacturers, distributors, street operators, small game rooms and even major arcade chains are suffering sales and earnings drops, right around the globe. Yet many — perhaps most — tradesters at the show seemed calm, hopeful, patient... even upbeat and positive.

Paradox number 4: political correctness vs. new violent videos. Behind the scenes, tradesters worried and fretted about video game ratings, Congressional anger, and the threat of state-level bans against violent content. Yet on the show floor, games achieved a new level of violence and vulgarity, with "fatality moves" all over the place...and one game where characters break wind. (More on video violence below.)

Paradox number 5: love of hi-tech vs. dislike of high prices. Manufacturers, distributors and operators alike shared in the steady drumbeat chant of "We need hi-tech, we need hi-tech." (See sidebar for details.) Yet many showgoers were frankly stunned by hi-tech's inevitable high prices. Leading the pack: Namco's deluxe two-player simulator *Ace Driver* boasts incredible computer graphics, incredible hydraulic motion, and an incredible price (over $40,000). "The factories have finally built a machine which even they can't afford," cracked one operator. (In fairness, Namco's

READY & EAGER FOR HI-TECH

A surprisingly high number of operators — and several factories — said they're interested in participating in NANI, AMOA's upcoming National Amusement Network. Over 70 factories have requested technical specifications for the NANI system. Also at the show, Valley jumped on the darts/modem bandwagon with a new unit which NANI said would fit right into its plans. More hi-tech: Williams had its 64-bit street piece *(Killer Instinct)* on the Expo floor; Sega's *Virtua Fighter II* and Namco's *Rave War* were previewed in the hotel suites. Even singer Kenny Rogers (AMOA's awards banquet entertainment) commented on the 45/CD transition: "If you don't go with new technology, you'll be pushed to the wayside."

WHO ARE WE BUYING TODAY? REPORTS & RUMORS

You can't deny coin-op manufacturing has become big business. Everybody knows about the "strategic alliances" like Nintendo/WMS, Sega/Martin Marietta, Namco/Sony, etc. Everybody knows about the buy-outs and acquisitions. Some purchase reports are factual: Sega buys Data East Pinball; Namco Operations buys the Aladdin's Castle arcade chain; Skee Ball buys National Sports Games.

Others are just rumors: does Nintendo really want to buy WMS? Does Sega want to buy Lazer-Tron? Does Namco want the Edison Bros. arcade chain? We had no official confirmation of any of this, though some of this smoke — especially the Namco/ Edison talk — has at least a little spark behind it. (Blockbuster is another rumored Edison suitor; talk has it that Edison would keep their Dave & Buster's sites.)

hi-tech fighting game will be much cheaper.) Pinball prices were up a couple of hundred dollars, and most of the better redemption units and video games seemed pricier, too.

Paradox number 6: a world-class show without much worldwide action. Okay, NAFTA is in place. A South Texas show is perfectly located to draw huge Latin American attendance. And, AMOA's new International Task Force made foreign visitors feel welcome with interpreters, translators and a get-acquainted luncheon. But international attendance was feeble. No doubt the simultaneous JAMMA Show in Tokyo siphoned off some Asian attendance... but we heard JAMMA was light in the aisles, as well!

OPERATING IS BECOMING BIG BUSINESS, TOO

Operators are banding together nationally. Just look at NANI, which is starting to look suspiciously like what Big Business calls a "virtual corporation." Operators are banding together regionally...like one well-known Western op and his main competitor, who are going partners in a third firm so they don't bid each other down to zero profit in the best locations. And operators are consolidating locally. "My bigger customers are steadily buying out the smaller guys," stated Rock-Ola president Glenn Streeter.

Likewise, hi-tech at the top is mirrored by hi-tech at the bottom. In support of NANI, at this show AMOA announced a program for members to buy Compaq desktop computers at reduced prices. Street operators are switching over to modem-based darts. Seems like it's getting harder and harder to get by with "good old-fashioned operating" anymore.

MAKING SENSE OF IT ALL

With all these seeming contradictions, it's no wonder many tradesters said they were confused about the state of the industry. "Where is this industry going?" asked leading operators. "I'm seriously, deeply concerned about the future," said a top distributor. AMOA's new president, Tami Norberg-Paulsen, spoke of the unprecedented array of challenges faced by today's industry, from deep-pockets competition to government regulation.

Confusing? Maybe at first, but explanations are right in front of us. As so many have said, coin-op is turning into Big Business...and it costs big bucks to play in this arena. This is hard for many tradesters to swallow, which is why so many of them prefer to remain in denial (i.e., "I'm confused"). But while the deniers stumble around in confusion, or — more likely — sit at home, waiting for somebody to rescue them with "another *Pac-Man*" — the pro-active guys have a clear vision of what's happening, and they are taking charge of their futures...and impacting everybody else's future into the bargain.

Is coin-op really, truly turning into big business? You bet — at the manufacturer level and, increasingly, at the operator level. The well-known "strategic alliances" and buy-outs at the top, are increasingly mirrored by cooperation and consolidation at the bottom. (See sidebars.)

Granted, the trend toward sky-high prices isn't pretty, and the pain was very evident at Expo '94. Some of the most professional operators in the USA — owners of big street routes who are ready, willing and able to spend big bucks for hi-tech — came to this show with checkbooks in hand, ready to invest...but they felt abandoned by the new equipment! From the country's biggest and best street operators, we heard comments like: "I'm going to buy Capcom's *Dark Stalkers,* Sammy's *Krazy Bowl,* Strata's *Pairs,* and that's about it for video. Toss in some pins and redemption, and my budget's blown." One leading arcade operator said he might even put back the *Mortal Kombats* he had earlier removed, in order to generate some more income!

THE PROFESSIONALS CAME TO SAN ANTONIO

Okay, prices are high. But considering this factor, as well as lower collections in cashboxes worldwide, what explains the mostly-positive mood of this show? It appears the professional "can-do" operators came; many of the complainers, non-innovators, and passive types stayed home. AMOA's new president stated: "Walking through the convention floor yesterday, I saw what I considered to be the most progressive, dynamic and professional group of operators I have ever witnessed attending an AMOA Expo." She's right.

And how about the big pre-registration and space sales, compared to relatively light attendance? Space sales are easy to understand: some of the leading factories (notably WMS) will take as much as they can get. Sega and Atari had mega-booths as well. The amount of redemption on the floor continues to grow, too. Tradesters "guestimated" as much as 40% of the product shown at this Expo may have been ticket-vending equipment! Also, quite a few first-time exhibitors showed up.

But AMOA assigns exhibit space (amount and position) on a point sys-

Data East Pinball's *Tattoo Assassins* team: standing, Joe Kaminkow, Bob Short, Kevin Martin, John Carpenter, Eddie Wilde. In front, Bob Gale & Mike Marvin.

Atari & *Cops* get a visit from C.A. Robinson! Sandy Bettelman; Atari's Elaine Shirley & Mike Taylor; Ira, Adrea & Leah Bettelman; Atari's Mary Fujihara.

Merit awarded a dart machine to expert shooter Gary Dilley (Dilley Dist.), center. From left: Merit's Paul Chilopoulos, Kim Morgan, Gary, Peter Feuer & Bob Wiles.

EMT Kiddie Rides showed off a cute Disney character with the unpronouncable name of "Marsupliami," their new license. Here's Alicia Sadoff & Michela Zeiss.

Video Lottery Technologies was perhaps the most prominent maker of gaming pieces at Expo. Here's Dee Scott, Carlos Lozano, Peter Zemlock & Duane Frahm.

Wurlitzer Juke Box Co.'s *New York, New York* provided tunes for Andy Anderson, Glen Hoerth, Jery Reeves, Rod Stebelton & (recently aboard) Dave Peckels.

Dynamo had a 4-pl. *Air Hockey* and a Presidential export award. Here's AVS' Ron Bolger with Dynamo's Bill Rickett& Damon Paramore & AVS's Frank Gumma Jr.

Strata Group's Elaine Ditton & John Cassiday with M.H. Assoc.' Gene Seiben & Strata's Scott Morrison, who created the well-received new *Pairs* video kit.

Taito America bowed their 32-bit cartridge based system and *Operation Wolf 3.* Here's Yoshi Nakanishi with Carlos Laguardia, Paul Torres & Dave Maschinsk.

tem, based on past bookings and seniority. Several exhibitors in the rear of the main hall, and even more exhibitors in the smaller, adjacent hall, complained that not enough traffic came their way. On the other hand, Lazer-Tron and GaMCO didn't have stellar placement, but they were always crowded. Draw your own conclusions.

As for the low headcount, it appears likely that many AMOA operator members registered in advance of the show, but never showed up. In addition, Expo may be losing some attendance to the growing host of regional and "specialty" shows (Fun Expo, Leisure Expo, etc., continue to grow). Meanwhile, the ever-popular distributor open houses could be pulling from the national Expo. These latter are great for local operators, who can see new and available goods within a car's drive. Our guess: this month's open houses will be more crowded than last year's. (If not, the industry is in really big trouble.)

Finally, San Antonio is beautiful, pleasant and friendly, with fine hotels and amenities (restaurants, shopping, entertainment) in easy walking distance from the Convention Center. But for all that, it may not be a great town for coin-op conventions. Remember, ACME's show also drew a smaller crowd two years ago. Besides, our trade usually gripes about venues that require connecting flights. For most people, this one did.

THE AMOA TEAM

Stepping into new offices at AMOA (alongside Tami as president) were First VP Randy Chilton, Treasurer Jerry Derrick and Secretary Don Hesch. New AMOA vice presidents include Jim Hayes, Tony Parina and Bill Treger. Ten new board directors were named. Important committee changes include the naming of Gene Winstead to head with government relations committee along with a new GRC co-chair, Frank Seninksy.

AMOA will form a new marketing committee to carry out President Norberg-Paulsen's chosen mission of building up the industry's image; see "Hot Of the Press" for more info. As expected, the International Flipper Pinball Assn.'s board of directors decided to dissolve that organization; members received a partial refund of their annual dues. Pinball factories had grown dissatisfied with IFPA, questioning its impact on game sales.

Also at Expo, AMOA announced Joe Conway's resignation from the National Dart Assn. where he was the executive director for several years. His assistant is ably handling day to day operations and it's "business as usual" for NDA while AMOA seeks a new exec.

AMOA's outgoing president, R.A. Green III, said his year at the helm had been politically calm — i.e., there was no cold war between AMOA and other associations. At the same time, R.A. called it an exciting year (he once characterized his role as "NANI's traveling salesman") and said the job was sometimes trying (it's rarely fun to get hauled in front of a Senate committee to testify). The smiling South Carolina operator thanked AMOA's board and staff, his co-workers and his family for all their help.

AMOA's Expo team was led by executive VP John Schumacher and executive director Marian Long Griffin. Setup & breakdown, meetings & seminars, and all the other vital logistical operations needed for a big national trade show, ran smoothly as you could ask. The host city can be muggy this time of year, but as noted the weather was suitable for a postcard. Even the mainstream press cooperated with a very nice story (for once) about the convention and the industry in the local newspaper.

Parties? AMOA had 'em by the bushel, from the everybody's-invited AMOA Welcome Reception to the Distributor Bash...from the annual Awards Banquet (please see separate story) to Premier's 10th anniversary party with Robert "Freddy Kreuger" Englund...from the "Congratulations, Tami" party to a host of individual events hosted by manufacturers and local concerns like Play-by-Play and Southgate Distributing. The mood on the party circuit reflected the show

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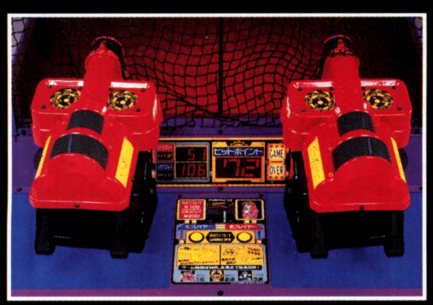

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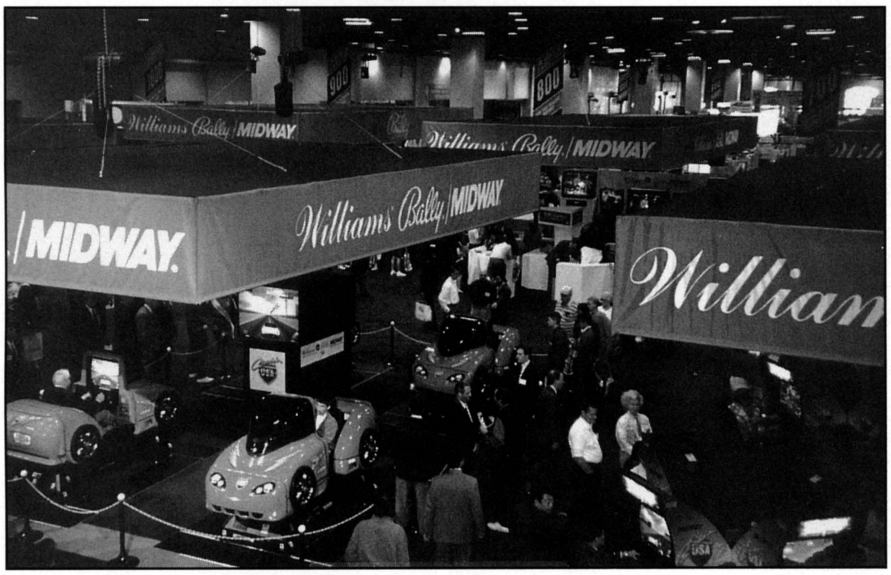

itself: calm, professional, good-natured.

LOW-KEY POLITICS

Political controversy was nearly absent from this show. With the JAMMA Show taking place in Tokyo during the same week, this fall's "world summit" of international trade associations was postponed till the IAAPA "Parks" Show in November. AMOA and AAMA leaders did meet, confirming their plans for a joint conference in Washington, D.C. next year, and sharing concerns about video violence.

"AMOA stressed in our meeting with manufacturers that we need a rating system to prevent detrimental legislation in many states," said Tami Norberg-Paulsen. "I think certain manufacturers see video violence as a 'manufacturing problem,' but that's a pretty narrow view. The end user, the operator, has to deal with the public."

During Expo, members of AAMA (the manufacturer and distributor association) met with Dr. Arthur Pober behind closed doors. Pober is exec director of the Interactive Digital Software Assn.'s ratings board. The parties conferred on how coin-op might participate in ISDA's ratings process. Not surprisingly, the factory set likes Dr. Pober. He's a reasonable, honorable, smart, likeable guy. Pober reported that his board began rating home video games on Sept. 1 and had rated 50 titles by Sept. 22. Pober urged factories to realize the political realities: home video is "on board," but the media and Congress are not ready to forget about the violence issue yet. Result: coin-op factories may be lining up to be the next villain in this political melodrama. "You may get beat up," Pober advised.

Insiders said some factories still want to play ostrich, i.e. "wait and see if the problem goes away." Other manufacturers still want AAMA to create its own rating system. However, most factories are learning to trust Dr. Pober as an individual, so there's still hope that manufacturers can find a way to live with the ISDA rating system. AMOA and AAMA agree they don't want age numbers on video games, and both associations still have concerns about possible calls for "enforcement" of any ratings. The dialog continues.

The only trace of genuine controversy at Expo '94 involved copies of a draft letter circulated by one disgruntled U.S. operator. The letter complained about alleged antitrust policies by Japanese companies. Copies of the letter have been sent to state and federal authorities. There's little new in such gripes; other tradesters have written similar letters before with rather mild results (like an informal advisory statement from Uncle Sam). Individual operators may well join in the letter-writing, but don't count on AMOA and AAMA getting involved. They're already tied up with video game ratings; they can't even think about other political issues at the moment!

AMERICA'S "PIED PIPER"

The violence issue hung in the air as this year's keynote speaker took the podium at the annual AMOA Business Meeting. Mike Singletary, formerly of the Chicago Bears, praised the coin-op industry for bringing fun, entertainment and excitement to players of all ages. He noted our trade's extensive community and charity work, reminisced happily of his high school days (he was an air hockey fan), and remarked on the family make-up of many industry firms.

Then, with the artful repetition and musical cadences of an old-time Baptist preacher, Singletary urged the industry to "move to the next level" and consider our impact on the morals, character and values of American youth. "You are the Pied Pipers of America," Singletary said. "Young people will follow you, wherever you go — and some of us older ones, too." He asked trade members to "think about that for a moment." If only some manufacturers had also been present for that evangelistic message!

Next year's AMOA will take place at the New Orleans Convention Center, Sept. 21-23. The 1996 show goes to Dallas; in 1997 it's Atlanta; and in 1998 we'll be back in Nashville from Sept. 17-19.

◆

RAZZLE DAZZLE!

Expo offers gorgeous videos, good redemption and pins but machine prices continue their long, steady rise

If any player had been let loose on the floor of AMOA Expo '94, he would think he'd died and gone to heaven. Incredible graphics on almost all the videos... tons of creative new redemption units...six new pinballs (many with licensed themes)...handsome jukebox updates...fun variations on sports and table games...creative countertops and nifty novelties. All in all, players could not ask for anything more.

Operators and distributors were also impressed, but less ecstatic. Yes, the quality was there, but machine buyers would like help with paying the high cost of Expo '94 product. "I spent 100% of my fall buying budget, but only got 40% of the products I would have received for the same money two years ago," declared a very professional operator. "Can you tell me any other industry where manufacturers routinely offer $15,000 products with basically no financing, except through distributors?" asked a highly respected distrib. "We cannot carry this burden alone."

Quite a few tradesters scratched their heads, wondering what message the manufacturers were sending to distributors and average street operators. Prices on the better upright videos and pins edged higher by hundreds of dollars. Video kits were relatively scarce (though one operator noted happily, "SNK came through as always"). Kits were usually not super-cheap. Sitdown simulator prices ranged from "very expensive" to "priced-out-of-this-market"-expensive. Good redemption is almost always a major investment. And so it went.

Booths of the more-creative factories always had customers, though you didn't have to wait as long as usual to try playing the popular new things. Most manufacturers seemed to feel they got good reception for their new products. As in some earlier successful shows, there was a feeling that "There is more good new product here than the market can absorb." Now (as the cliche goes) it's up to the distributors to sift through the offerings and present the best machines to their customers.

However, some smaller factories — especially redemption folks — lamented that "It's too bad more operators didn't come to *this* show, so they could see everything for themselves. Operators who depend on their distributors to show them the best goods, are not always well-served." These small-but-good factory guys claimed: "Some excellent product is not getting floor space in distributor showrooms. Certain distribs don't always select product based on what's best for the operator. They sometimes order equipment based on price incentives from factories... which they don't pass on. Naturally, some of the best incentives are attached to the least promising products."

If you can't attend the show, the next best thing is reading about it here because we try to cover *everything* new...however briefly. If you see something in the next few pages that sounds interesting, ask your distributor for more information!

MAGIC!

A STROLL THRU EXPO'S MAIN HALL REVEALED MACHINES OF ADVANCED TECHNOLOGY & CREATIVITY

Exhibit space for AMOA Expo '94 was split into two rooms, and our product coverage likewise divides into two reports. The main hall's front entrance was dominated by a huge Williams/Bally-Midway presence, with Premier to the left and ICE to the right. Data East was big and way up front; Sega and Atari also booked major space (just a tad further back). Then we segued into Namco, more video, redemption, kiddie rides, merchandise suppliers, and...well to the back...AMOA's "jukebox alley." Here's a rundown of machines seen in the main hall. A following story covers machines in the adjacent hall.

Data East's *TATTOO ASSASINS*

VIDEO GAMES

"Technology, when sufficiently advanced, is indistinguishable from magic," satellite inventor (and sci-fi author) Arthur C. Clark once said. That was certainly true of videos at Expo '94, most of which offered the magic of digitized graphics — or better yet, 3D polygon graphics — or better yet, CG texture mapping for photorealistic images. But this time, there's a twist: even the hot sitdown drivers will show up on the new, advanced home game systems sooner or later. Leading factories continue to insist that the coin-op versions will be clearly superior, with more computing power. Let's hope so!

Some observers complained that "This year's video games are just high-powered remakes of the same concepts we've seen for years." In some cases that was true; however, originality and creativity were running high in such titles as Data East's *Tattoo Assassins* (once you get past the shock elements, it's a very detailed fantasy concept with unusual story depth). To our minds, excellent programming and realism take games like Sega's *Wing War* to "the next level" (quoting Sega's slogan).

And what about Namco's soon-to-arrive 3D polygon computer texture-mapped fighting game *Rave War*...at street-level pricing! Now there's a new concept! Meanwhile, over at the Capcom and SNK booths, operators happily placed orders for proven winners and good buys — and didn't let loose a single murmur about "same old, same old." Here's the video rundown, one company at a time.

American Laser Games: *RePlay* was mystified why ALG's booth was not constantly jammed with operators and distributors placing orders. The company offers excellent, innovative hi-tech product (they've got a CD-ROM based system now); a proven track record around the world; and reasonable (even great)

Midway's *KILLER INSTINCT*

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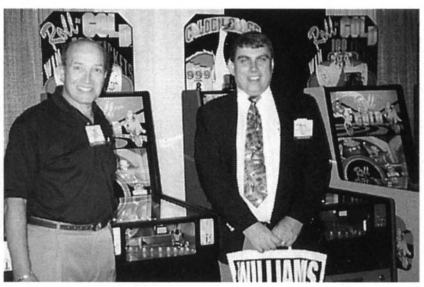
Rare Ltd. designers Tim & Chris Stamper flank Joel Hochberg at the *Killer Instinct* display. Their 64-bit game was sold to Nintendo, which licensed it to Williams.

California arcade owner Gene Lewin (Pinball Plus) tries *Tickee Tickats* at the Tickets N Things exhibit. The game combines elements of video and redemption.

The "tiny titan" Carol Ganek shows off the award Rowe got for Most Played Jukebox, with Judy Norton, Dave Hall and the *LaserStar Diamante CD-100* jukebox.

American Sammy's Rick Rochetti & Natalie Kulig show their brand new *Eagle Shot Golf* 32-bit video (HZ kit) to 50th State's Joe Hinderer & Ron Horton.

We loved Irata's booth that vends a letter-sized sheet with the player's puss & fun copy around it. That's Dan Stroick, Rich Bell & Bob Searless with their unit.



Benchmark's Arnold Kaminkow (l) with Fun-N-Games' Mike Pacak by the *Roll for Gold* and (coming) *Goose is Loose,* both designed to eat a lotta tokens.

Jaleco's Ikawa-san with Upper East Tennessee's Clarence Mabe at the nifty *Alley Cats* rollup alley. Jaleco licensed the game from Clarence's company.

Kim Cook recently sold National Sports Games to Skee-Ball and was there to demonstrate its sports games. Elsewhere, Skee-Ball showed their new *Lightning* alley.

Imagination Leisure's sales top Rich McGrath enjoys watching Gloria Einhorn & her kids whacking away on the *Neon* air cushion table.

Just Kiddies Rides' *Flintstone* lineup has been popular with the trade. Reps Bob Hotaling, Rich Steneck, boss Jerry Reda, Rachel Guilda & Bob Sexton on deck.

prices on software. Isn't that what everybody's asking for? Anyway, here's the deal: the CD-ROM system started with a live-action Western shooting game, *Shootout at Old Tucson.* The total system (including hardware, monitor, cabinet, gun attachment, game disc, the whole shebang) costs about what operators paid for a dedicated upright two years ago. Now they've got four software updates out or coming soon! The first is *Mad Dog II,* sequel to their worldwide smash hit. Featuring ALG's trademark live-action comedy and gunplay, it's dirt cheap. Slightly more expensive (but still great bargains) are the next three CD-ROM updates, all featuring computer animation. There's a martial arts combat game with unique controls adaptation called *Way of the Warrior,* it ships Nov. 1; a 3D virtual flying game with multiple perspectives called *VR Stalker,* shipping Dec. 1; and a trackball arena game called *RockerBowl* (coming in January).

Besides that, ALG has a new live-action game with a new full-sized laserdisc hardware system: it's called *Fast Draw Showdown.* You face off against a variety of Old West characters to see who can slip the six-shooter from the holster fastest and get the other guy. Timer shows your speed in hundredths of a second. Gunplay builds to a confrontation with Wes Flowers, a Jack Nicholson lookalike who is certified as America's fastest trigger. Irresistible fun! Ticket vender is optional.

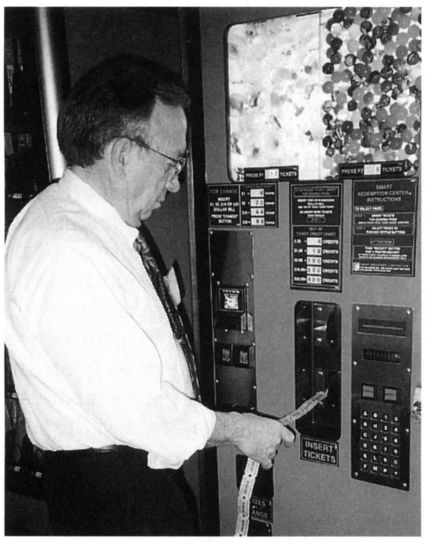
Atari/Time Warner Interactive: Just about everybody who came by the Atari booth smiled and made a beeline for *Cops.* Based on the hit TV show, it's one-player sitdown driver/gun game with 33" monitor. Sony laserdisc graphics and sound features actual video footage from the TV show, shot on the mean streets of America! Atari calls it "the first fully interactive game based on a hit TV series." Audio track (on a top Bose speaker system) includes TV show's popular theme song ("Bad boys, bad boys, whatcha gonna do? Whatcha gonna do when they come for you...").

Gameplay: you can test your driving skills on the police training course...engage in shootouts with criminals (eight unique waves with different backgrounds)...and barrel through Los Angeles boulevards in

Henji Hiraoka & Mike Kubin with Konami's truly fun kid video *Pirates.* Game has four water courses; kids score point values as they progress. It also vends capsules.

Century's Mike Robinson & Zamperla's Dave Martin with the latter's new *Baby Caterpillar* (the spade goes up and down). Good looking piece of equipment.

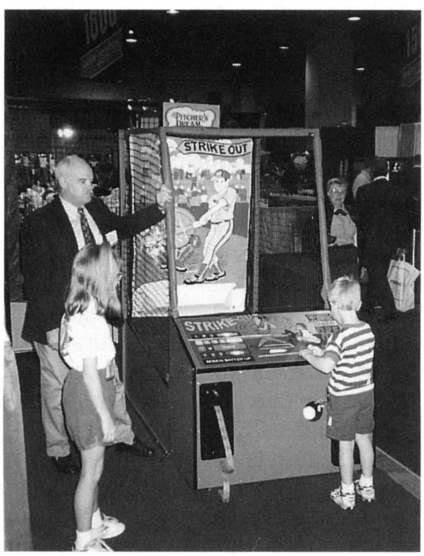
Heh-Kyu Lee & Tracy Tate proudly show their complete SNK *Samurai Shodown II* upright. It's also available in kit and cartridge; has even more depth than the original.



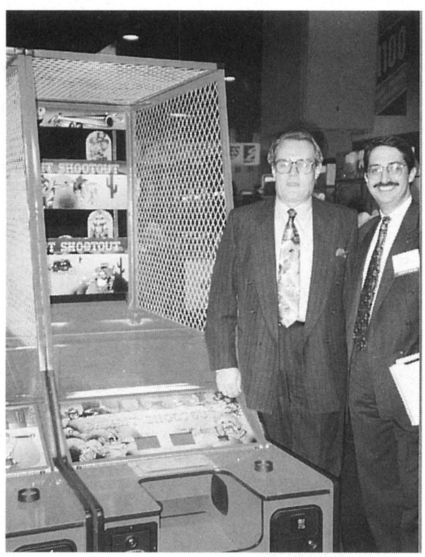
Gordon Smart (Smart Industries) demonstrates how his *Redemption Center* validates tickets, and then dispenses prizes. Testing now, it should be out by December.

Classic Creations owner George Macek shows his new *Soccerbowl* rolldown that has vertical pins on the field for the balls to bounce off en route to targets.

Moloney showed their versatile *Redemption Shoppe,* which can be linked to any ticket dispensing game (or two games). That's Adam Moloney next to the unit.



Sportech's Rich Galloway lets the youngsters take a try at *Strike Out,* which ships Oct. 10. A similar pitching cage was shown at both Smart and Purple Star.



Doyle's Jerry Weiman (l) and Namco arcade operations heavy Dave Bishop with Doyle's *Bandit Shootout* ball toss (which plays "Pop Goes the Weasel").

Pete & Ginny Kauffman presented Exidy's novel new *Hockey Billiards* table. It's a new sport and Pete says it's priced slightly less than a six-pocket. It ships December.

Namco-America's Frank Cosentino & Lucinda Bender with AMOA's Frank Seninksy. They're standing in front of an 8-player linked version of *Ace Driving.*

With Betson's *Rage in the Cage* are Chuck Morton, Peter Betti, Bob Geschine & Bob McClain. Peter chomped a cigar on the show floor but didn't light up.

Rock-Ola had themed goodies, pretty jukes, and a new face: that's George Haydocy with prexy Glenn Streeter, Dennis Johnson, Frank Schulz & Ross Blomgen.

Bromley, Inc. showed a hockey game and this horserace themed rollaround called *Turf Champ.* Here's Minerva Orta, John Kubik and Lauran Bromley.

At ICE we find Gene Brogowski, prexy Ralph Coppola & Greg Kania with *The Flintstones,* a licensed redemption game with simplified pinball-type gameplay.

At American Laser Games it's Jim Belt, Jim Jarocki & prexy Bob Grebe; their fun laserdisc *Fast Draw* game; its star Wes Flowers and AMOA VP Doug Minter.

Fabtek reunion! Prexy Jeanne Ballouz, sis Pat Fonnesbeck, Sega's Karen Davis (former assistant to Jeanne's brother Tom Petit) & Sega's Timblin Woodward.

Benchmark Ent. is rolling along nicely with *Roll for Gold.* Here's Birmingham Vending's Gary Gouse (l) & Charlie Kaplan (r) with BE's Al Kress (center).

New Image Technologies' countertops feature color graphics & large game menus. Here's operator Jim Vanderhoof with NIT's Bob Whitehead & Tom Nicolas.

Century Vending's Mike Robinson & Jerry Monday with their steady-selling *Paint 'N' Puzzle* video touchscreen for kiddies. Congress would love the game!

car chases galore. Dare to pilot through Sniper's Alley! Realistic gun and feedback steering add to the fun. Operator selectable ticket redemption feature is included. By the way, Atari handed out location test earnings results that looked great, both in terms of high volume and long-term consistency. Ships in November; additional update discs will be available in the future, said Atari. The TV show *Cops* is a Barbour/Langley Production; the game was licensed from Nova Productions Ltd.

If you love dinosaur movies (and who doesn't?), you'll love *Primal Rage.* It's a monster-vs.-monster, two-player head to head fighting game with beautiful stop-motion animation (like the old "King Kong" or more recent special effects films like "Sinbad and the Eye of the Tiger"). Atari said a huge team of 30 designers and producers put this one together, and the effort shows. Each player gets four buttons and a joystick for easier power moves and combinations. Plenty of action, but "less concern about violence because of the theme," Atari pointed out. (There's a "no blood" mode, operator selectable.) It began shipping in August, and Atari promised program updates in November and January to keep the game fresh for repeat player business.

Still available was *T-Mek,* the two-player sci-fi simulator seen at the last ACME show. Atari's pumping this one with a coast-to-coast eight city tournament (please see separate story elsewhere in this issue). We stopped by the Malibu Grand Prix in San Antonio where the tourney kicked off, in conjunction with AMOA Expo. Arcade staffers said the game did great business and drew all kinds of players, including grownups who usually didn't play many video games.

Capcom USA pleased street operators with *Dark Stalkers,* a two-player kit with head to head fighting theme. This one's got a twist: 10 legendary monsters are the characters, each with unique skills and moves. Gameplay offers a winner stays, loser pays contest for the best two out of three matches. Werewolves, mummies, vampires, etc. all get colorful backstories. Players each get six buttons and an eight-way joystick for complex, nifty combinations. It's shipping now.

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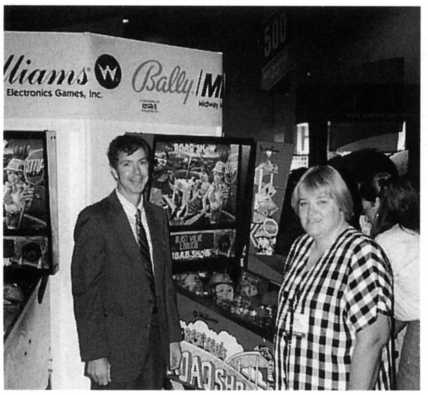
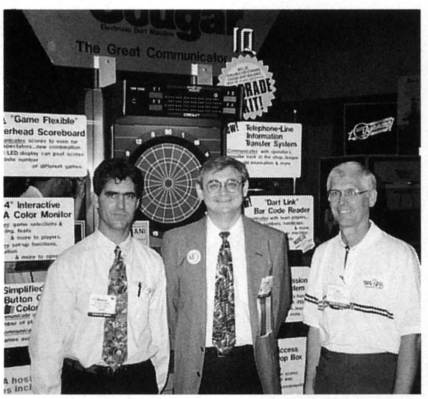


At Williams/Bally-Midway, hitmaking designer Pat Lawlor stands proudly with Leslie Ross. Pat's new flipper game, *Road Show,* features country music.

Sega's John Hill, newly appointed West Coast sales rep Barbara Nappi & newly promoted sales & marketing VP Ken Anderson with their *Desert Tank* simulator.

Premier marked its 10th anniversary at Expo. Here's actor Robert Englund, a cutout standup of his "Freddy" character, Premier's L.J. Greene & prexy Gil Pollock.

Tornado's new European sales rep Laurence Davis with Ken Alwell and Latin American rep Luciano Ramirez. Firm's focusing on global market development for '95.



Valley's previewed this modem-based dart game called *Cougar IQ;* it ships next year. Here's ops Fred Tolisano & Ken Price with Valley VP Dick Shelton.

Carousel's kiddie ride *Sammy-Saurus* with Ken Schaeffer, David Weis and Steven Veatch. Company showed a full line of beautiful rides at Expo '94.

Coastal Amusement Distributors prexy Len Dean, Dave & Busters' Charlie Wagner & CAD's Meredith Trimel grab tickets from *Speedball Rally,* a rolldown.

AMOA's National Amusement Network had its booth, darn busy at times! Here's TVPhone's John Klayh, AMOA's Diana Lukis & Bill Stone, all computer experts.

three players, *Armored Warriors,* ships from Capcom this month. It features 3D sound using the patented QSound system. Gameplay is set in a far-future fantasy world, and players take the part of heroes who control good-guy robots and ships. The mission: liberate a captured city from a mysterious invading army of enemy robots. Battles take place against sci-fi versions of New York, L.A. and inland areas, using laser swords, rocket launchers, tank treads, etc. as players continually modify their robots and ships to become more powerful.

Still selling at AMOA was Capcom's hits, *Alien Vs. Predator* and *Dungeons & Dragons: Tower of Doom.* The company was looking forward to a live-action movie version of "Street Fighter" starring Jean-Claude Van Damme, which is slated to arrive in theaters for the Christmas season.

Data East Pinball got itself into the video game business for the first time ever with *Tattoo Assassins,* a dedicated two-player fighting game created in cooperation with "Back to the Future" movie genius Bob Gale and other top motion picture talents. The cost is higher than the average dedicated unit, but think what you're getting: the total package is a unique blend of Hollywood and Silicon Valley (not to mention Chicago!), which points the way to even greater "synergy" in the entertainment world.

In the works for the past year, *Tattoo Assassins* was based on an original screenplay by Gale about people whose tattoos come to life and kill their enemies. As a game, it features lifelike digitized images of about a dozen martial arts warriors, each with distinctive personalities, faces, costumes, backstories, and powers. (Some are secret characters who pop up at key points in the game.)

Gale himself directed the cast of actors and stunt performers on a Universal Studios sound stage in Hollywood, aided by Oscar-winning makeup artist Bob Short. Quality low-budget film producer Mike Marvin put the cast and crew together just like a real movie production. "I wanted to put what I knew about visual storytelling into a video game," Bob Gale told *RePlay.* Joe Kaminkow, point man and originator for the project as a coin-op, was already a trusted colleague and creative partner of

Seeburg Intl.'s pretty *Neon* compact CD juke with prexy Nelson Carlo, Jack Kappala and Ed Blankenbeckler. It's got new features that operators wanted.

Capcom led the "hit kit parade" at Expo. Here are the company's Dennis Agpaoa, Kazushi Hiaro, President Hirota, Erin Shiba, Brian Duke & Derik Bunning.

Seta (longtime home game maker) enters coin-op with *Twin Eagle II* and *Super Eagle Shot,* said exec VP Tom Shizuma & project coordinator Robert Barr.

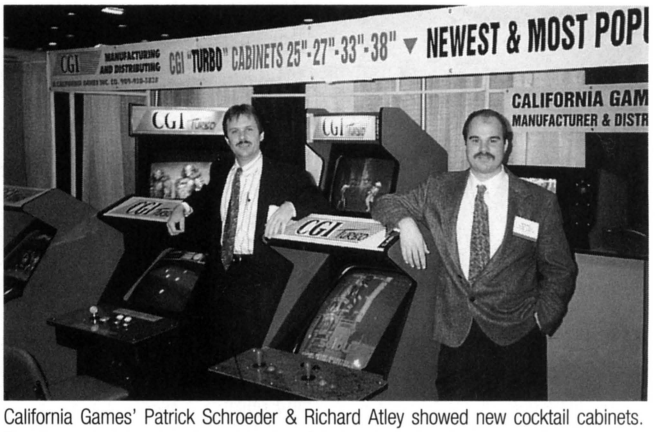
Sega's Doug Shipley, Howell Ivy and (new East Coast rep) Tony Maniscalco with their gorgeous two-player sit-down flying simulator *Wing War.* Try it!

U.S. Games is marketing Utopia Tech's mega-menu *Countertop Champion II.* Seen here are UT's Steve Bergenholz, USG's Mort Ansky & UT's Robert Jaeger.

Mondial Distributing took their usual "we have it all" booth. Jorge Allende, Bruce Sarkisian, Fernando Galeb & Daniel Alverez met global customers.

GaMCO had "our best selling AMOA ever," as Emily & Ron Yaffe marked their 10th anny in coin-op. That's Canadian op Tony Chan (New Era Video) in the middle.

Tecmo had two quality soccer themed videos and will bring more good coin-op games under its new structure. Here's Joel Cruz, Joyce Kaehler & prexy Ken Nakata.

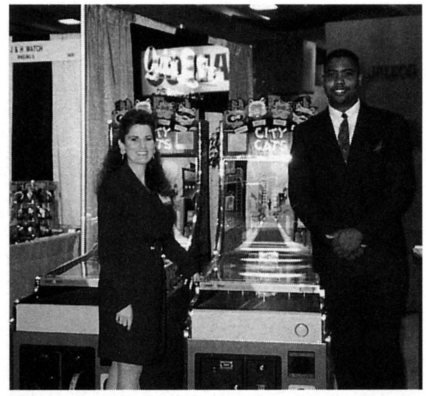


California Games' Patrick Schroeder & Richard Atley showed new cocktail cabinets. They've got handsome universal cabinets of all sorts & sizes for your needs.

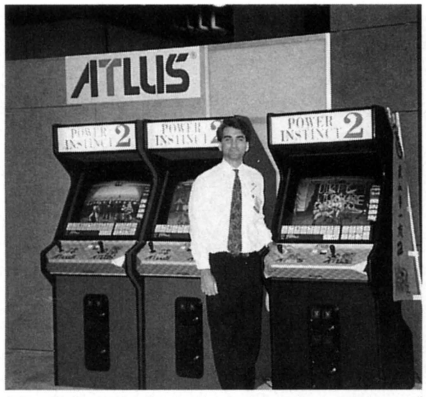
Presenting Lazer-Tron's *Pogger* are: Susan Jessee, inventor Steve Shoemaker, L-T's Ron Carrara & Norm Petermeier. Rotary's shipping now with "official" pogs.

At NSM's *Solid Gold,* John Margold with Brad (Canadian Amusement) Weiss congratulating NSM's new national sales manager Dave Drouillard.

Jerry Reeves' wife Mary Ellen flanked by Sol Lipkin & Dick Delfino at American Int'l. Shuffleboard, which bowed a new scoreboard, plus the new *Classic III* coin tables.



Kristen Mongomery & Craig Ward present Quicksilver's new *City Cats* redemption rolldown. Great for kiddies as little cats pop up by scoring holes at lane's end.



Atlus Software's Grady Hunt showed a prototype of *Power Instinct 2.* The horizontal vid kit could be a more successful followup to his original *Power Instinct.*

That big "Jumbo Winnings" sign above Bay-Tek's rolldowns is new & there to show it to showgoers are (from left): Rebecca Allen, Mame Henry & Lori Treankler.

Larry Dearstone, product manager at World Class Cranes, had three candy cranes at the Expo. They're fun, and kids get a prize every time if you like.

R.J. Reynolds was the only tobacco company at the Expo. Manning their booth are: Jack Regan, Tim Tepfer & Bruce Hatter. They won AMOA's cig promo award.

Gale's from their joint experience making the *Back to the Future* pinball, a few years ago.

Storyline has the tattoos giving special powers to the characters who can now metamorphosize into powerful beings. You'll see more faces, expressions and emotions than other games, thanks to Gale and Short's creative input. You'll also see some wacky humor (one female satirizes Olympic skater Nancy Kerrigan; if beaten she whines, "Why me? Why me?"). And in the tradition of gloriously vulgar movies like "Blazing Saddles," the game gets low-humor laughs from vigorous flatulation. More about this title next month...and watch for it on the charts!

Also at Data East Pinball was *Street Slam,* a basketball kit for the SNK "Neo-Geo" system. It begins with street pickup games and moves right up to global locations and championship play.

Fabtek is enjoying a good run with their kit, *Raiden DX.* The company's version for American operators is different from those kits selling in European and Asian markets, said execs. Sequel to the incredibly long-lived original game, this one is almost "three games in one" because it includes a long training sequence mode, a detailed recap of the original's storyline and gameplay, plus all-new missions and challenges in a greatly expanded menu. There's even two "mystery stages" for extra adventure and excitement! As Fabtek put it, "The best flying game just got better."

Namco America took a somewhat smaller booths than at previous shows, but the company's impact was undeniably "larger than life." Top of their line was *Ace Driver,* latest glorious entry in the exciting arena of 3D polygon texture-mapped games. Namco showed a two-player deluxe sitdown with linked, ultra-deluxe hydraulic moving cabinets. Each single-player station cost just about the same as comparable equipment from their two largest competitors, but the combined two-unit price created sticker shock among average street operators.

"For most operators the price is beyond their means," Namco execs agreed, "but remember: theme parks are used to buying million-dollar Ferris wheels. To them, it's a terrific bargain." Maybe that's why Namco was able to sell 15 full units of the

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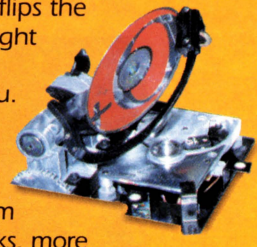

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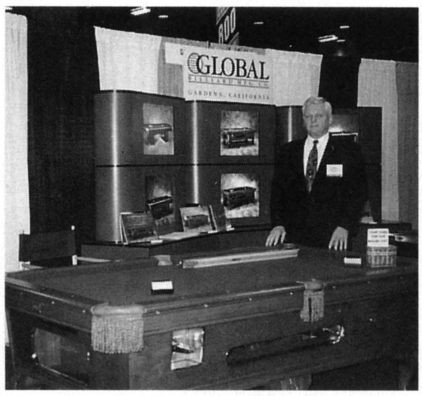
Greyhound says its *Penalty Kick* soccerball cage is shipping and working well. Jim Gesser & GEI's Tom Ricci at right. Tom also previewed one with a moving goalie.



Check it out! Global Billiards showed a new nostalgic coin table called *Tivoli* available in 7', 8' and 9' sizes. That's bossman Torben Gramstrup behind it.

Sega Development's Rich Robbins (l) and Sunsoft's David Siller with the latter's *Punky Doodle*. It's a cute game Dave's tweaking (we hope he builds it).

John & Mike McEwen flank Brad Danielson by Meltec's brand new *Cavemania* redemption piece. Match the slot reel characters by rolling balls. Ogla bogla!

Pat Rice, J. Fako & Sam Zammuto and the Arachnid *Galaxy* (which again won the dart award from AMOA). Sam's holding a "Top Gun" dart promo kit. Good idea.

John Glaser and Terry Guerin flank IGT's *Winner's Choice* selectable VLT, which they say is suitable for use at some of our legal VLT territories.

Leisure Enterprises showed three new bill acceptors, including one doing $1 and $5 bills, another Canadian. Dave Levy, Moishe Yeshaya and Jed Forman preside.

Operators Distributing chief Steve Henderson (l) during a demo of Bundra's new *Fire in the Hole* novelty performed by BG's new national sales top Leroy Hancuff.

eight-player linked *Ace Driver* setups, at a price that was strongly into six figures! Meantime, the company said it hadn't decided which additional configuration(s) to stress for the coin-op market, but obviously they'll try for something more affordable. *Ace Driver* ships in November or December.

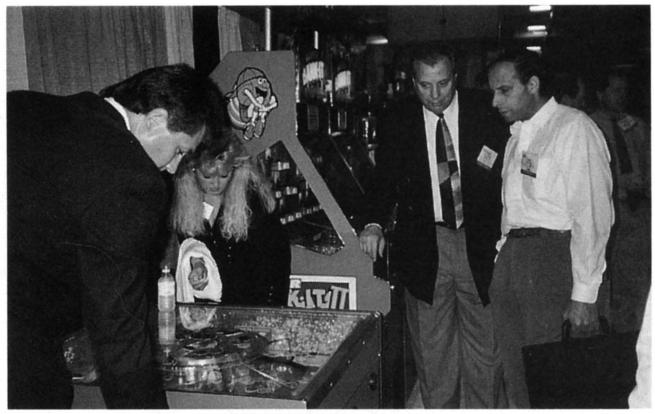
Rave War is a two-player upright that was shown maybe 30% complete in Namco's hotel suite. It features 3D texture-mapped graphics on a fighting game, utilizing the much-touted new Sony hardware system in which Namco is a key partner. Also inside the cabinet are two additional PCBs from Namco itself, to ensure coin-op quality remains superior to the forthcoming Sony home system. Screen motion by the characters is incredibly fast, fluid and responsive to player controls. Once the final animation clean-up is done, it ought to be a visual knockout. "This one will be priced for the street," promised Namco. Execs indicated the unit would cost less than comparable pieces from competitors.

Namco's *Point Blank* is an upright gun game for one or two players, offering target shooting in the player's choice of 50 competitive events. The "non-violent" gameplay recalls the FBI's famed "Hogan's Alley" course, testing the player's reflexes and judgment along with his shooting skills. Realistic graphics depict various settings — you move down an office corridor, for example. Then silhouette target figures pop into view. As in the real Hogan's Alley, you have to decide instantly if the target is friend or foe, and whether to shoot. The PCB uses a special algorithm to sense the accuracy of shots fired, making it "the most accurate gun game in the business," according to Namco. A new attached gun (.45 caliber type, but in non-threatening pastel colors) features realistic recoil action to give players some tactile feedback. A three-channel sound system provides various effects, depending on type of target hit.

Also on view at Namco's booth were their number one hit driving simulator, *Ridge Racer 2*, and their baseball themed kit *Great Sluggers*.

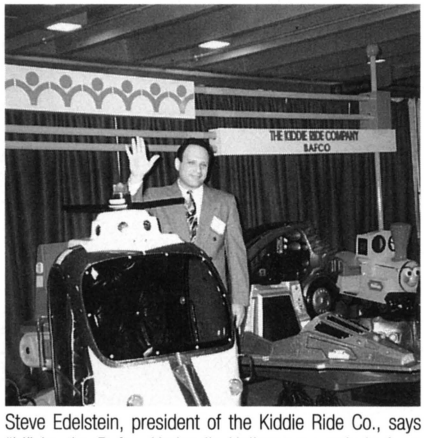
New Image Technology showed off a beautiful countertop with touch-screen interface. It's called *Touchstar Bonanza* and features a menu of 35 games. Shipping now. The firm also

The product is Kaneko's new *Great 1000 Mile Rally* and presenting this system are: Sindy McCarthy, John Joyce, Theresa Howard, R. Tanimura & K. Matsunaga.



Nickels & Dimes arcade chain top Craig Singer (r) gets the lowdown on Lazer-Tron's *Pogger* from Ron Carrara. This rotary, with pogs, is available now.

Skilo Bingo's sales chief Jim Pietrangelo waves at the camera back by the bingo selector behind the bank of *Skilo* consoles. Super by itself or in arcades.

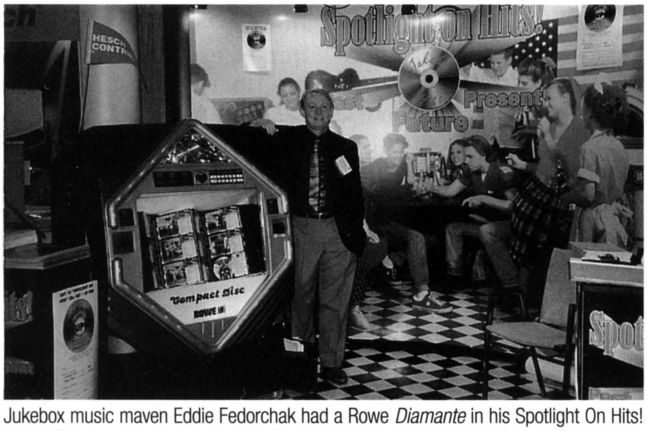


Steve Edelstein, president of the Kiddie Ride Co., says "hi" by the Bafco *Hydraulic Helicopter,* newly in from Britain. Steve also operates rides in malls.

Nancy Smart & Ken Hadsall show off Purple Star's new *Blast Off* Coney Island hammer smasher. It plays music like "Close Encounters" and is available now.

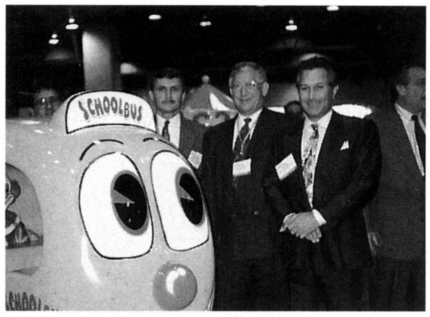
Gary & Art Warner flank Paula Russell and Southland's Dave Goudeau at the Coin Concepts exhibit-within-an-exhibit. Here they're with *Triple Play* number match.

Michigan op Tom Koosis (center in tie) with the lads from Medalist Darts: Dave Zinn, Ed Tuhkanen, Mike Rice, Ray Hibarger, Brian Roal & Chris Peppard (and Spectrum!).



Jukebox music maven Eddie Fedorchak had a Rowe *Diamante* in his Spotlight On Hits! booth. Ed's new hit compilations on CD provide great programming for operators.

Tommy Leon (Amusement Equipment Exchange) is having a ball playing with his new *Digger* in the sandpile yard he set up at the Expo. But, does it plant tulips, too?



Kiddie Rides USA had a really cute Bozo school bus. Pictured: J. Stephan Thomas (Blockbuster), Stu Heller, distrib Terry Moss (that's Joe DeMarsico at right).

What nice folks and what a gorgeous crane. With their Premier *Oakmont* skill crane we find Mission Crane Service's husband & wife team of Mike & Shelli Lewis.

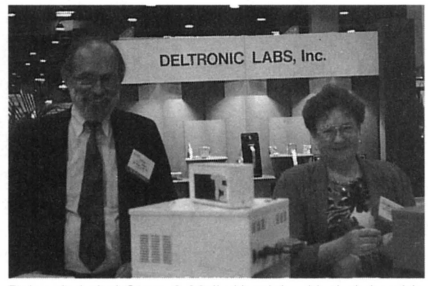
Mayoni's Isaac Ben-Yehuda & *RePlay's* Carolyn Lokken behind the *Dinovend* bulk vendor. They also had *Zord & Ziggy the Clown* capsule & egg vendors on display.

Sharp Image Electronics' sharp-looking group...Matt Campbell, Fabian Espinosa, and Kelli & Chris Anderson. They showed their line of monitors including this 33".

Asahi Seiko General Mgr. Richard Mines talked about their brand new security tokens & acceptors with customer Jorege Arce of the U.S. Air Force. It's really neat!

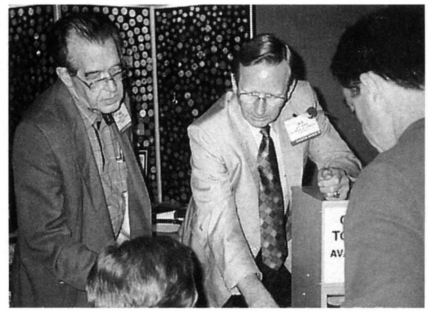
Fun Industries' Susan and Mel LaForce by their new *Hollywood Cash Cube* machine. They also showed their *Copy Cat* ticket redemption game.

The Loethen brothers David & Mark with their dedicated Digital Disc *1812 Deluxe Gold* jukebox. The company also makes CD conversion & new karaoke kits.



Deltronic Labs' Steve & Molly Horniak with their booth's display of ticket counters and shredders. These are nice folks & it's always a pleasure to see them at showtime.

Hamilton Mfg. folks Dennis Sorge & Gary Calhoun flank Atlas Distributing's Jerry Marcus. They make change machines & the Tokenote paper token machine.



Van Brook of Lexington's Virgil Vance and Jack Spence demonstrate their high-security token dispenser to showgoers. They, of course, also make lots of tokens!

had 44 games in another countertop, *Photoplay.* Graphics on both pieces are "tops" in their own way!

Sega Enterprises USA: Where do we begin? Sega product at Expo '94 ranged from 3D texture-mapped shooting games *(Virtua Cop)* to *Desert Tank* which features advanced technology from a U.S. defense contractor, and *Wing War,* a two-player sit-down flight simulator. They even had a super-pricey fishing game with live-action footage, plus rod and reel controls. Please see our full story on "Sega's Supermarket of Product," elsewhere in this issue.

Meantime, readers should be advised that Sega showed an incomplete version of *Virtua Fighter II* in its San Antonio hotel suite. Some wise tradesters who saw it said: "It could have been the hit of the show, if it had been on the exhibit floor." *Virtua Fighter II* reportedly was the "hit of the show" back in Japan, where the JAMMA Show was staged at the same time as AMOA Expo. At JAMMA, Sega did show this early prototype on the exhibit floor and said it would be ready by Christmas. Who knows what that means for the U.S. market? Not us, and probably not Sega USA either. Anyway, here in the States, the company was still walking that fine line of "taking more orders" vs. "anticipating production line shutdown" on *Daytona USA,* their most advanced and most popular driving simulator ever.

Taito America: One of the trade's all-time top gun games is back with an action-filled sequel, *Operation Wolf 3.* The two-player upright is shipping now and features somewhat grainy (but definitely photorealistic) video images on the screen. Gameplay pits good guys against nuke-wielding terrorists. Four weapons, six scenarios, an explosive climax, and targets ranging from enemy gunmen to oncoming tanks, jets and choppers! Go on, get out there and save the planet!

Taito's kit lineup included a volleyball game, *Power Spikes II,* and a cute character bubble shooting game called *Bust-A-Move.* If you like video systems, check out Taito's 32-bit "Cybercore System." Available as kit or cabinet, it lets you use new software by simply connecting a cartridge to the main PCB. The computer generates up to 17 million colors, while another entire 16-bit board

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Gametime Shuffleboard's Kelly Stites and Jim McIntire talk with distributor Tom Gilchrist of Gilchrist Vending (Canada) about their *Bullit* shuffleboard.

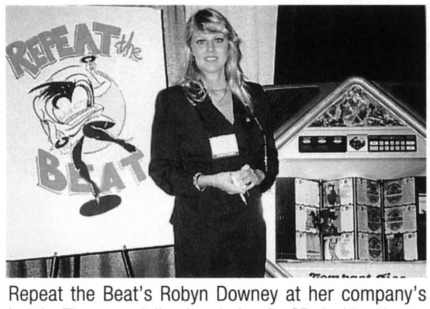
At the Tekbilt booth: (back, left to right) Jim Chaney, Norm Hansen, Jeff Gress, Donna Duncan and Frank Eckert. Up front, Sue & Buzz Bruner.

Exidy's Virginia Kauffman with Design Plus' Mike Seibert. Mike designed the new & improved *Striker bowling* rolldown redemption game, marketed by Exidy.

Great Lakes Dart Distributing has all sorts of darts, flights, accessories and parts for dart action. At their booth we find Jay Wendelberger and Justin Voden.

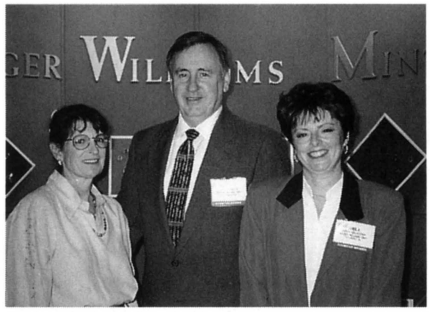
Amusement Emporium specializes in parts for all sorts of coin machine needs. At their colorful booth, R.J. Wertheimer, Kevin Carter, Jon Alvarez and Steve Kay.

Eagle Lift liftgates make moving big games easy for operators. J & J Distributing's Pat Harper gets the full scoop from the firm's Jerry Mathison at Expo '94.



Repeat the Beat's Robyn Downey at her company's booth. They specialize in wholesale CD & 45 sales to coin machine operators. They've got quite a selection!

RePlay's Carolyn Lokken visits with Baton Lock & Hardware's Kris Newman. He showed their full line of security devices for the coin-op amusement industry.



Roger Williams Mint's Betsy & David Kilmarten and Sheila Dellacona were on hand to promote their fine line of tokens for the trade at the San Antonio show.

Perfect 360 Joystick Controls make joysticks and infrared switching devices. At the booth are Chad Anderson, Lon Combs, Randy Mitchell & Alan Combs.

alone is dedicated to top quality stereo sound. A buy-back option for old cartridges is part of the sales package. Titles shown for the system at Expo included *Darius III,* a sci-fi flying game; *Hat Trick Hero '94,* with 30 national soccer teams; *Bubble Symphony,* with cute characters on a fantasy adventure quest; and *Global Champion,* a martial arts contest.

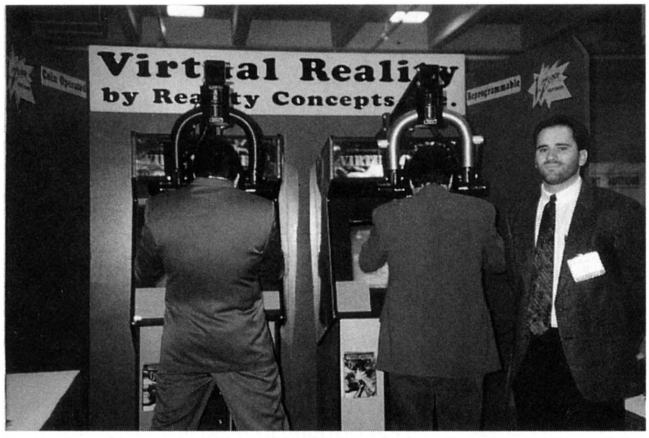
Strata Group went "direct to operators" with blowout prices on one new video game and two older ones. The new title is *Pairs,* and it's a "concentration" style card game with break-block action to reveal an underlying picture. It comes in three versions, each featuring digitized imagery. The kids' version features cute cartoon characters; an "all ages" version has competitive scoring and funny riddles; the "adult" version reveals soft-core cheesecake shots. Operators we trust told us all three versions should succeed with their intended audiences. Strata also had blowout, direct to operator prices on their fighting game *BloodStorm* and their NFL-licensed *Hard Yardage,* featuring all 28 real teams in their authentic uniforms.

Tecmo put the spotlight on *V Goal,* a soccer-themed kit with graphics so good, it will turn players everywhere into soccer fans. (Tecmo, please take this same approach to an American football game...it will shoot to the top of the charts!) Beautiful animation has a real 3D feel to it. Game was designed from the ground up; it's not just a tweak of an older title. You can take the part of any of the eight teams which actually competed in the 1994 World Cup (Argentina, Brazil, Korea, Japan, Germany, Italy, Holland and the USA). Each team has its own distinctive style and unique power moves. Sliding, jumping, passing, kicking, shooting, return passing, dash-dribble, super-volley, fake-outs...this one has it all! Also soccer-themed was Tecmo's *Cup '94* kit, with 16 teams, zoom-in graphics, standard JAMMA harness and more.

Williams/Bally-Midway picked up the "best new game at the show" award from AMOA operators who voted on-site at Expo. The honored game was *Killer Instinct,* another result of the much ballyhooed Nintendo/WMS collaboration. It's one of the highest priced uprights ever presented to our industry (maybe *the* highest, some said). Inside the

Micro Mfg. has a new pool table *(Mustang)* and CD juke *(Ace of Spades).* At their booth: Andy Wilkerson, Terry Edge, Debbie Whitlock, Kendra Robichaud & Karen Duke.

Genial Mel Kaufman on the last day of the convention at Alternative Worlds Technology, where their brand of virtual reality video was on display.



Reality Concepts bought the rights to VR-8's virtual reality concept, improved the periscope viewer and showed *Virtual Combat.* Owner Perry Derrington at right.

Denise Hewitt fires one at the *Strike Out* pitching cage at Smart's exhibit, while Gordon Smart beams on. He says it's the least-expensive cage on the market.

Mike Cooper & Kimmo Norri present their *Music To Go!* machine that vends CDs, cassettes, even cassette players and batteries. They're looking to do business.

Planet Earth's right there with self-contained redemption prize dispensing equipment. Here's Val Bechtold, Debbie Gonzalez & bossman Bill Faith with their *Super 64.*

The Bob's Space Racers exhibit won an award at the show during an on-site inspection of all booths. That's Jack Mendez with his equipment & prize counter.

Bob Sokol & Bill Barnes with their new *Master the Monsters* from Big Electronics. It's a reaction-tester for kids and can vend milk caps or baseball cards besides tix.

Dataeye, Inc. produces a remote data acquisition system for coin machines. Explaining its features at their booth we find Bob Pierce, Steve Brittner and Matt Elliman.

J-S Sales Don Shimel & Jeff Blackoff were on hand to tell showgoers about their fine line of parts & supplies: joysticks, buttons, cues, power supplies, monitors, etc.

Mars Electronics Int'l. highlighted their *CashFlow 330* electronic multi-coin acceptors. At the booth, Gail Samota, Grant Reid, Jerry Carr & Steve Shever.

Amy Scanlon of Clever Devices (at right) with customer Doug Schmidt of D&R Star. In addition to the *Giant Soft Piano* (like in the movie "Big"), they make speakers, etc.

Howie Rubin of H.A.R. Management Co. learns about the ARMS Amusement Redemption Management System from the firm's Ronda Fletcher & Chris Weiman.

If you need any kind of coin machine part, you can bet that Mazzco's got it! At this national parts house's booth we find Mike Mazzaroli and Mike Lane.

Xytek's Phil Cornick and Ed Kaba by their *Catch-N-Win* gumball redemption game. Xytek also manufactures a line of poker and 8-line machines, plus supplies parts.

At the JCM booth of quality bill acceptors we find Vince Divincenzo (of James Industries), Steve Kinder, Kelly Olewiler, Paul Beshenich and Wayne Bozeman.

Ralph Sehnert of Family Fun Time Arcade with The Game Doc's Kent Tieche and his deluxe 33" game cabinet (which is shown with a *Punky Doodle* inside).

MicroTouch Systems, Inc. makes a full line of touch-screen monitors for gaming, menus, location directories, etc. At their booth are Annette Petagna & Jim Ragonese.

cabinet is 64 bits of computer power including advanced Silicon Graphics technology. The system and game were previewed at last summer's Consumer Electronics Show, because a home version called the "Ultra 64" system will come out at the end of 1995. But WMS says the coin-op features more chips, more power, better graphics, better everything.

The game was designed by Joel Hochberg's Rare company in England, as was its accompanying 64-bit hardware. He sold both software and hardware to Nintendo, and Nintendo licensed it to WMS. Header on the two-player cabinet says "Nintendo" on one side, and "Midway Mfg." on the other — possibly helping spark those rumors that Nintendo wants to buy the coin-op game division of WMS Industries.

Anyway, *Killer Instinct* is a two-player fantasy fighting game using incredibly advanced graphics. The wild cast of characters includes dragons, monsters, skeletons, little Raptor dinosaurs, and knights...using real and fantasy moves and weapons. Ten different 3D backdrops vary from rope bridges to rooftops. The graphics display is nothing short of exquisite, bringing these unusual characters to a surreal sort of life. Hardcore players will like the "15 multiple hit combinations" available to skilled users of buttons and joysticks. Hardware enables the point of view to circle the battling characters a full 360 degrees. The game ships at 50 cents to start, 50 cents to continue.

Hochberg says his R&D engine, previously devoted to home games in recent times, is now devoted to coin-op. He's very happy that *Killer Instinct* enters the entertainment world on a coin machine, reminding one and all that if a game is good for coin-op, it will be good for the homeowner.

Another result of the Nintendo deal is Midway's *Cruis'n USA,* which was previewed in last month's *RePlay.* It's a 64-bit driving simulator with 3D, texture-mapped graphics. Gameplay is a road rally across familiar and ultra-realistic American cities and landscapes. Players choose from four different cars and three viewpoints on the action. Operators can choose a moving sitdown version (very pricey), which is "finally" shipping. A stationary sitdown in twin and single-player configurations (the

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ALLEY CATS GAME IDEA LICENSED FROM UPPER EAST TENNESSEE DISTRIBUTING

Premier's *FREDDY*

latter is surprisingly affordable, at least in relative terms) have been shipping An upright should follow soon, said the firm.

U.S. Games is marketing *Countertop Champion,* built by Utopia Technologies. This 13" color touchscreen unit features a huge 70-game menu, including the usual bar stuff (cards, dice, trivia, and other such themes) plus nicely animated 3D games like golf, bowling, and a shooting gallery. There's an animated fortune teller, and it's even got room for 16 screens of advertising for extra operator income! Good sound effects and 256 colors on the screen add to the fun. The all-steel cabinet comes on a swivel base but non-swivel operation is optional. U.S. Games is continuing to find success with many variations on its *Pot 'O Gold* videos, with cabinet style and programming adjustable to various markets.

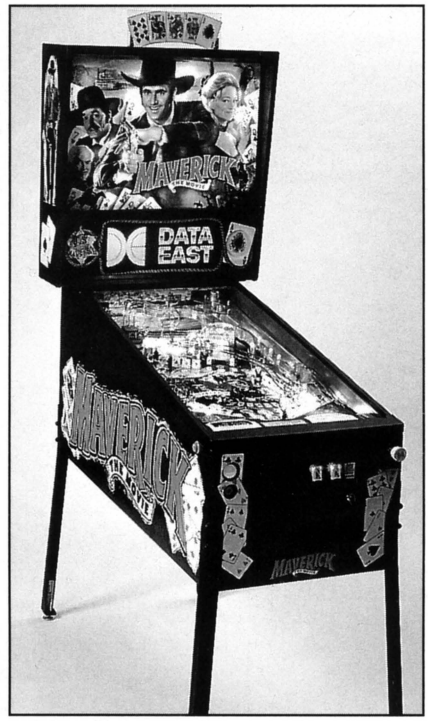
PINBALL

Five pinballs, count 'em, five! (Most with licensed themes.) Flippers ranged from simpler, classic gameplay to complex, playfield-jammed challenges. The state of pinball was in the eye of the beholder, it seemed. Each pin had its fans and its detractors. Prices were higher and everyone is nervously conscious that "the market is filled up with pins right now." Factories are cutting production runs on some good pieces, figuring "it's better to err on the side of being short" these days.

Data East Pinball (soon to be known as "Sega Pinball") was grinnin' and winnin' with *Maverick,* based on this summer's hit film. Cards, cowboys and country music combine with star appeal (Mel Gibson, James Garner, Jodie Foster) to make it powerhouse theme. Simple and classic gameplay features an instantly-understandable poker theme. Banks of drop targets with card faces galore are featured. See our separate story, elsewhere in this issue, for more information.

Premier Technology will scare the money out of players with the diabolical (and fun) *Freddy: A Nightmare on Elm Street.* A talking, moving 3D model of Freddie's garish head sits at the top of the playfield, taunting players as they try to rescue themselves... and kill him. Fiendish delight! As a special treat, the actor who plays "Freddy" — Robert England — was present in Premier's booth and starred at Premier's 10th anniversary party, held in conjunction with Expo '94. See our separate story, elsewhere in this issue, for more information.

Williams/Bally-Midway: Pinball experts will like Midway's new Bally pin *Corvette,* with its classic licensed theme and so many ramps, bells and whistles that (some tradesters claimed) you can barely see the playfield surface. Well, not really. Game starts with two 3D model 'Vettes that race up the plunger shot alley, complete with drag strip "Christmas tree" staging lights! Playfield simulates 13 international racetracks and 10 pretty models (the dot matrix display animation helps put all this across). Music sound track is great, but we really loved the roaring engine noises and replica engine on the playfield! Game showed at Expo with a dollar bill acceptor. Just how popular is the theme? Corvette clubs dot the country, a new Corvette museum just opened, and the car remains the ultimate symbol of Detroit power, glamor and sexy automotive style.



Data East's *MAVERICK*

Williams' *ROAD SHOW*

Under the Williams Electronics label, hit-maker Pat Lawlor designed *Road Show,* featuring two 3D moving character heads atop the simpler, uncluttered playfield. "Players will enjoy the easy, kinetic flow from ramp to ramp while operators will appreciate the easy accessibility for service and cleaning," said WMS. Complex storyline is about a "road crew from hell" that tears up the highways across the USA for repairs...and keeps 'em messy. Country music star Carlene Carter is featured as the voice of "Red," one of the 3D animated heads that WMS

Frank and Sue Happ with customers at their Expo booth full of parts and supplies for the coin machine industry's professionals from joysticks to monitors and beyond.

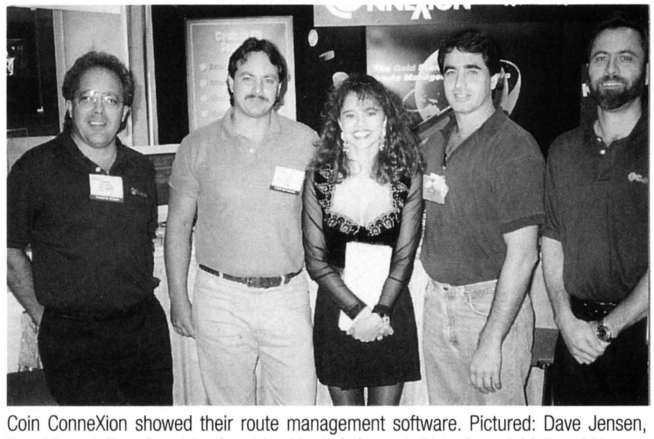
At Great American Billiards: Dennis Di Sarle, Bob Chapman, Sandy Markowitz (Garden State Game Sales), Joseph Bonanno (Custom Fabricators, N.J.) & David Celani.

Scan Coin's Per Lundin was on hand at Expo '94 by his Model 3002VA coin counter/sorter. Scan Coin says they are "the first choice in money handling systems."

Greeting folks at their Muncie Novelty ticket exhibit are the father and son team of David and Bob Broyles. (Mom, of course, was also working the show booth.)

Space Age Electronics' Mikiko Fleischman and Y.C. Park manned the booth full of monitors, power supplies and video game parts for the trade.

Parts, parts and more parts at the Wico booth! People, people and more people at the Wico booth! They had quite a group on hand to help folks with their parts needs.



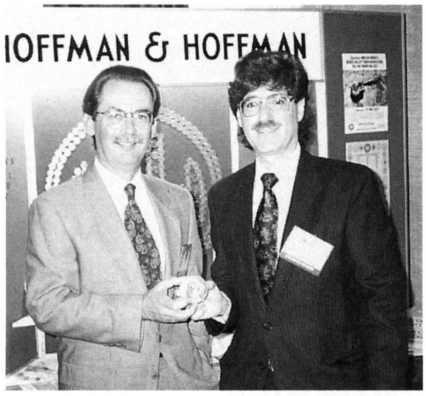
Coin ConneXion showed their route management software. Pictured: Dave Jensen, Tom Vigne & Tom Coughlin (Sunshine Music & Games), Ricky Ross & Melissa Miller.

At D&R Industries Tom Gilchrist (Gilchrist Vending), Alex Csizmadia (A.C. Amuse. & Vend.), D&R's Lynn Ruber, Frank Maier (Apollo Vend., OH) & Craig McRae (Gilchrist).

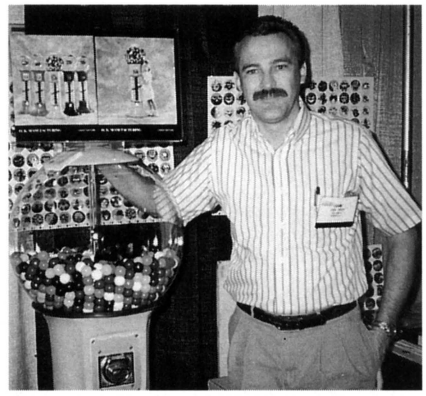
At Quartermaster, "they'll trade for anything!" Here are Ben Lloyd, Terry Hayes, Mike Macke (Coin Acceptors), Marie Williams. They showed 8-liners and cherry games, etc.

Wells-Gardner makes an impressive line of monitors, has a new parts & repair service, and also carries refurbished monitors. Pictured: Jeff Gardner & Jay Pollitt.

Klopp's President Jack Lanagan and Anita Rybicki (the company's director of marketing) show their line of coin counters, wrappers, sorters, counters...you name it!



Industry veteran Paul Jacobs helps Hoffman & Hoffman's Michael Hoffman show off his beautiful Presidential inaugural medal. What a gorgeous piece.



Giant gumball machines are still moving well out there. At the O.K. Manufacturing booth (makers of *The Maze* and other giant gumball machines) is Jamie Beers.

Coin Mechanisms, makers of coin doors, bill validators, specialties and comparitors, had a booth at the San Antonio show. Manning it, Mike Meisinger.

Imperial Int'l., a division of H. Betti Industries, is quite a supplier of parts for the coin biz. With their attractive display are George Montalvo and Robert Lapinski.

GDC (you may remember them as Green Duck) manufactures tokens. Pictured is their friendly Jerry Martin, who gave out tasty chocolate tokens to tradesters.

R.H. Belam Co., Inc., distributors & import/export specialists plus Belita kiddie ride makers, had their usual booth. At it, Bob Haim, Ago Mensah and Buzz Weber.

calls "PinMation" characters. She's a hardhat crew lady who deploys the stop sign in backboard art and orders the crew around (she also sings Carlene's hit "Every Little Thing"). Four flippers and two plungers are featured in this widebody pin.

Williams' successful *Flintstones* finally made its U.S. debut but if you want one, grab it quick: it may not be here long. Please see separate story in this issue for details about this game based on the hit TV cartoon series.

REDEMPTION

Imaginative, creative new redemption games were everywhere you turned. Some estimated 40% of the products shown were ticket-vending equipment. Good guess! Can the redemption market last? Yes, redemption is forever, although sales may not continue at the present peak. It's generally agreed domestic sales reached a comfortable plateau a year or two back; by now, last year's hot export market has also slowed down. But you can't beat the basic concept...and manufacturers at Expo showed no sign of running out of creative steam!

Atari/Time Warner will enter the redemption arena next January with *Spida Striker,* an innovative prize merchandiser shown at AMOA. It's got motion, music and various types of merchandise. It's offered in a big, tall, three- or six-player cabinet which holds up to 196 prizes including large and small plush, watches, key rings, mugs, CDs...anything that can hang on a string. A jazz version of "Eensy Weensy Spider" plays over the sound system while players use a "spider drop" mech to grab for prizes. It's easy to load, percentage and maintain, said the firm.

Betson Enterprises had a nice array of redemption product. Their *Gold Coast* and *Dinosaur Valley* are handsome pushers, while *Rage in the Cage* now has a "street" feeling thanks to slight cosmetic modifications. The *Candy Man* "play till you win" crane is an import from the original Belgian manufacturer who makes Betson's legendary *Big Choice* crane. Quality all the way!

Bromley, Inc. put the spotlight on *Roller Hockey,* a handsome and fun update on a classic. It's a two-player, waist-high cabinet with head-to-head competition as each player uses a solid metal-cast grip to spin his goalie

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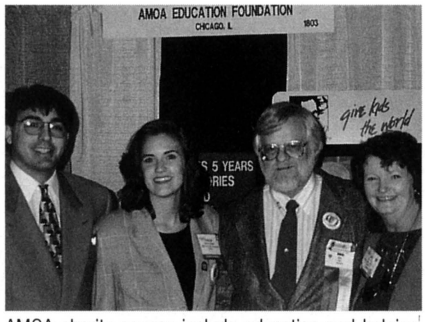
Betstar's Bill Treger with Betson's Bill Toro and some of the new imported pushers (*Gold Coast & Dinosaur Valley* among them) that form part of their redemption line.

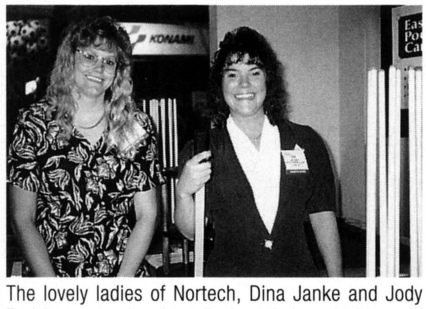


AMOA charity causes include education and helping terminally-ill children. Pictured: VTI's Andrew Prell with Kristen Schmidt and AMOA's Bill & Jackie Miller.

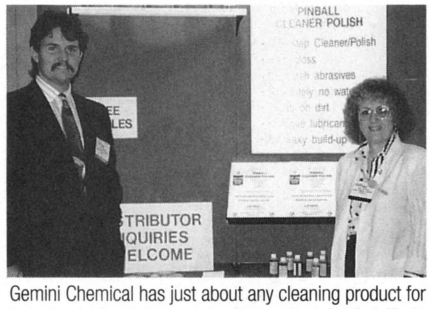
Revenco's Don Brenner with The Bill Collector *$15-$75* coin and bill acceptor for cigarette machines. Standard features include a self-replenishing quarter payout tube.

L.A. East's Joseph Miklos and Steve Devlin with the firm's attractive display of hi-fidelity speakers to fit any space and location for great sounding music!

Standard Metal Typer folks Carolyn and Hal Koughn invite tradesters to make keepsake medallions with their own message typed on it thanks to their nifty machines!

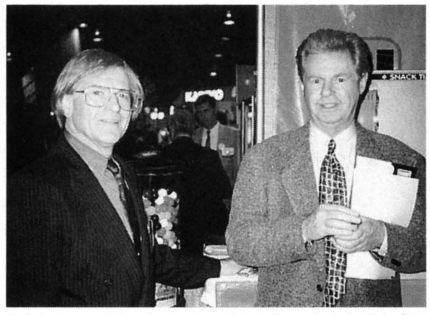


The lovely ladies of Nortech, Dina Janke and Jody Burich, were on hand to talk about their pool table moving equipment, vendor lift and line of cue stands, etc.



Gemini Chemical has just about any cleaning product for just about any cleaning task. Pictured are Darik & Twila Chapman. They even gave out free samples!

Silent Partner makes a fantastic and well-tested route management software package for operators. Pictured are Kevin Roberts, Diana Ross & customer Fred Wood.



L.A.I. group (also known as Lock America) had a fine booth full of locks and security devices for the trade. Pictured is the firm's Frank Minella with a customer.

Standard Changemakers shows their token & change machines. At their exhibit we catch up with Jim McNutt Jr., Juan Salazar (Mexico), Barry O'Brien & Dan Wagner.

on the playfield. Object is to defend your goal and knock as many ball bearings as possible into the other guy's slot. One person can play the computer. Color score display indicates wining, tied or losing status. Also at Bromely was *Turf Champ,* a ball-launcher with roll-around action and horse race theme. For one player at a time, this one lets the player insert one to seven coins per play, with each coin representing "your favorite horse." Press start and they're off. It's a handsome compact unit. Both games feature low ticket indicator, 100% plywood cabinet, 100% solid state electronics and quality stereo sound from a BSMT 2000 chip (the crowd roars!).

Coastal Amusement Distributors always has an impressive variety of redemption products. This time they were more impressive than ever! They brought out two sequels to earlier classics. *Pop-A-Ball II* comes with 19" monitor, more video graphics, less card-themed characters and more family-oriented symbols. The other sequel, *Pop-A-Tac-Toe II* has a 19" monitor, more complex video graphics, and an individual game bonus. Brand new was *Speedball Rally,* a positively gorgeous rolldown with spinning target on the playfield and a huge speedometer on the backboard. It's bankable with an option for progressive bonus, ships in December. All three of the above-mentioned games are available in English, Mandarin and Portugese language versions.

But that's not all! Coastal is in production now with *Penalty Shootout,* a ball-kicking soccer game. Also available now is *Tropical Island,* a handsome six-player pusher. Beyond that, Coastal featured their usual array of kiddie rides, novelties, and even a new "kiddie karaoke" piece where kids can grab a microphone and sing nursery rhymes along with a large (3' tall) doll who is a moving cartoon character.

Data East Pinball kept its licensed classics available *(Wacky Gator, Cosmo Gangs),* and bowed a nutty new rolldown called *Mask* which features a license from Hollywood's summer hit movie, a comic fantasy. Custom speech and sound feature film star Jim Carrey. Progressive jackpots, eye-catching graphics, vibrating playfield and more.

ICE (Innovative Concepts in

Prepare yourself . . . This isn't just a game! ! !

You must be brave... You must be strong and above all... You must show no mercy!

Mullah Abba is calling you. He needs you to choose an Assassin to do battle with Koldan The Conqueror. You must recover the ancient Ink of Ghize; a morphus fluid organism which transforms into real objects for brief moments when applied to humans as tattoos. Be warned!!!

Koldan's legions are loyal to the death! They will not allow you to pass without first being vanquished!

Be warned! Koldan's legions are loyal to the death! They will not allow you to pass without first being vanquished!

Data East, the creators of the first interactive fighting video game has joined forces with Bob Gale, creator of *Back To The Future I, II, & III* to bring you the video event of the year! TATTOO ASSASSINS! Using state-of-the-art digital processing and an Academy Award-winning crew, Data East and Gale have created a game so life-like, it'll have you wondering where reality ends and fantasy begins! Choose your champion from a group of 5 special characters and 9 highly skilled Assassins, each with hundreds of special moves and Killer-Kombos.

Sturdy plywood construction, rigid PCB security, vandal proof control panel and a tamper-resistant line cord makes Tattoo Assassins practically indestructible.
The BSMT-2000 Three Speaker True Stereo Sound System draws players into the action like never before! A speaker below the control panel was added for music that the player can feel as well as hear!
Operator adjustable violence settings allow you to set the action so this game can play in any location!

©1994 Data East, Inc.

Koldan's waiting . . . are you ready to begin your quest?
Tattoo Assassins! Action so hot . . . it sizzles.
Dimensions: Hieght 73.5" Width 25.5" Depth 40.75" Weight

DATA EAST

Data East USA, Inc.
1990 Janice Ave. Melrose Park, IL 60160
Phone 708-345-7700 Fax 708-345-7718

Hollywood meets Coin-op . . . The Making of Tattoo Assassins.

A crew of 41 movie makers, 15 programmers, 2 weeks of filming and literally thousands of hours digitizing images have gone into the making of Tattoo Assassins.

Academy Award-winning special effects make-up artist Bob Short reviews action ideas with Bob Gale and Prism (William Zipp).

Rhina (Ms. Universe contestant Joanna Lee) gets some posing instructions from Bob Gale.

Director/creator Bob Gale and stunt coordinator Eddi Wilde give tips to Koldan (Kevin Knotts) during filming.

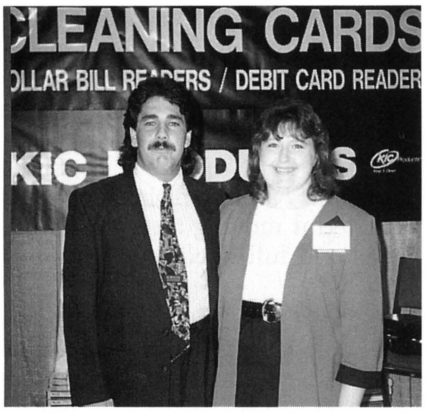
Bob Gale wants Deke Kay (William Zipp) to get into his character!

Data East's head game designer Joe Kaminkow along with video programmers John Carpenter and Jack Liddon looking over the playback of the days filming. In the background are Bob Gale, Bob Short and Producer Mike Marvin.

How do they make those characters fly on the video screen? That's Maya (Melanie Baer) going through her moves on the trampoline!

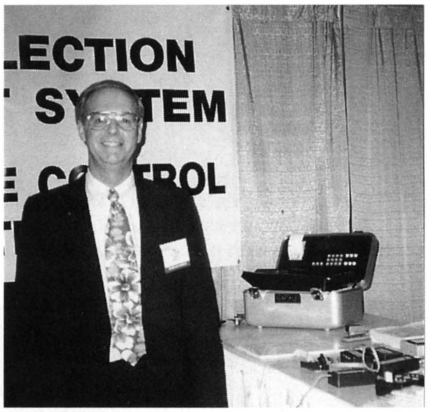
Coin Controls Int'l. folks at Expo with their coin validation systems are: Ian Bye, Dick Gilreath, Ken Bergbauer, Kari Proft, Janet Chiotti, Aldo Maggi (Maggi Coniature).

SD Technologies has a full line of speakers for great sound. Pictured: Joseph Perlman, Mark Babson, Kristy Pratt with Pioneer's Joel & John Kleiman & Ralph Lubinski.



If you've got a bill acceptor or debit card reader, you've got to keep 'em clean. Kic's Craig Barry & Martha Gouse demonstrate their pre-saturated cleaning card.

Action Lighting, Inc.'s Charolotte Reid with her firm's display of attractive and creative indoor & outdoor rope lights for family amusement centers & other locations.



Carefree Systems' Bill Foster manned his booth talking about their Max Reader Read Key Program for game routes. They have a great collection audit system.

ESD's Bob Matthews and Lisa Scott show customers their Triple Security System. It stops steel slug ripoffs, retrieval of coins and front tampering of coin machines.

Machine-O-Matic makes bulk vendors, racks & stands...pictured: Joe Schwarzli, Malcolm Knight, Nancy Calderon, Ken McPhail, Vili Dimitrovski & Bernie Schwarzli.

Ron Rollins, Robert Bird, Salvado Gayol & Jose Robelo (the latter two with Effective Solutions & Prods.) at the Microsystem Controls booth of programmable bill acceptors.

Southland Distributing showed 8-line and poker machines at their booth. In the photo we find Joe Allen & Bobby Earp with customers Casey & Debbie Musick of Texas.

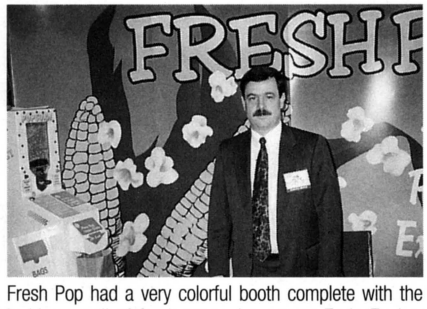
Joe Chen, William Knight, Albert Chien and Mark Johns at the Eygo exhibit. This firm specializes in quality power supplies and monitors for video games.

U.S. Amusement Auctions conducts auctions of coin-op equipment all over the country. C&P's John Pierce (r) finds out about them from Bea Burton & Bill Hughes.

Coin Acceptors, Inc. makes token acceptors, service and validator doors and a new salt water-proof validator. Pictured are the firm's Ken Hoffman and Mike Durec.

Tom Thiesen of Thiesen Vending visits with Paul Oxley and Cecil Craft of Weighin, Inc. They are pictured with the *Dozer* kiddie ride (which is ETL listed).

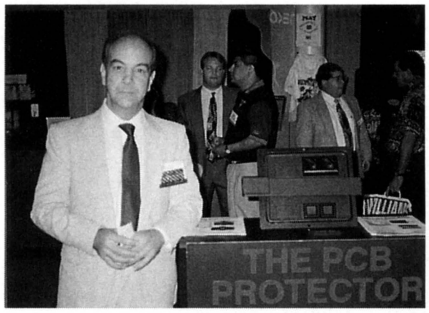
Games of Tennessee showed their usual line of 8-line & poker videos as well as the *Mother Lode* pusher. At the booth are Jim Brown, Leigh Ann Bradey & Russ Elliott.



Fresh Pop had a very colorful booth complete with the inviting smell of fresh-popped popcorn. Ernie Zacher says customers can salt & butter their corn to taste.

Imonex's Patrick Cuming (l) shows Canadian tradesters Sheldon Giesbrecht and Peter Golf the new coin acceptor that can process bent, broken or damaged coins.

Rainbow Crane's J.P. O'Neil and Stann Smith were on hand in San Antonio to show the features of their *Toy House, Treasure Shoppe & Animal House* cranes.



Loxtronix's Kyle Wang told folks all about The PCB Protector and a door hasp that can be installed in only 5 minutes (no holes need to be drilled in the machine).

Circuit Board Sales' Malinda Draper & Terry Buckley talk about their wide array of 8-lines, pokers, cherry games and also about their excellent service & parts dept.

Entertainment) lived up to its name once again with some very cute and fun items. *Mini-Dunks* is a new version of their popular *Half-Pint Frenzy* kiddie basketball toss game. It uses 7" basketballs and has an LCD readout. Redemption pros saluted it (and little kids crowded around it constantly). Also at ICE was their *Flintstones* game, described as a "kiddie pinball" by some although many adults found it fun as well. Features are simple gameplay, a gorgeous playfield (3D modeling of Fred's hometown, Bedrock) and eye-catching presentation: the whole playfield sits in the "body" of a (shall we say) Fredmobile. "Now that I've seen it in person, I must say it looks terrific...better than photos can convey," redemption experts told us. Of course, ICE continues with their updated, upgraded *Full Court Frenzy* which features that wonderful moving basketball hoop target and full-sized regulation basketballs.

GaMCO had "our best selling AMOA Expo ever," and the tired but smiling Ron and Emily Yaffe sure deserved it. They've got fine updates on their original and creative pieces... like new "techno-pop" music for the compelling *Tiddly Dinks,* new speakers and sound for the proven worldwide winner *Boogie Man,* and new button controls for ball supply for the delightful *Dream Team.* Way to go, Ron!

Micro Mfg. offered the *Grippit Crane,* an original one-player with adjustable length of play, level of difficulty, and price per play. Sound, lighting and dollar bill acceptor are optional. The handsome blue cabinet features big glass display windows opening onto the prize area and a three-prong claw.

Midway Mfg. (part of Williams/Bally-Midway) brought back its pachinko-styled *Addams Family.* In addition, the company bowed a skill-oriented, token-launcher game called *Screamin' Slopes.* Players shoot their tokens from the stationary "ski ramp" jump, using a moving launcher, aiming at 10 different targets which are positioned along the sides of the long playfield. Each target has a different point value. When a target is hit, it flashes; players then have from five to 30 seconds to insert their next token and make the next "jump." When all 10 targets have been hit and are flashing, the player wins the jackpot.

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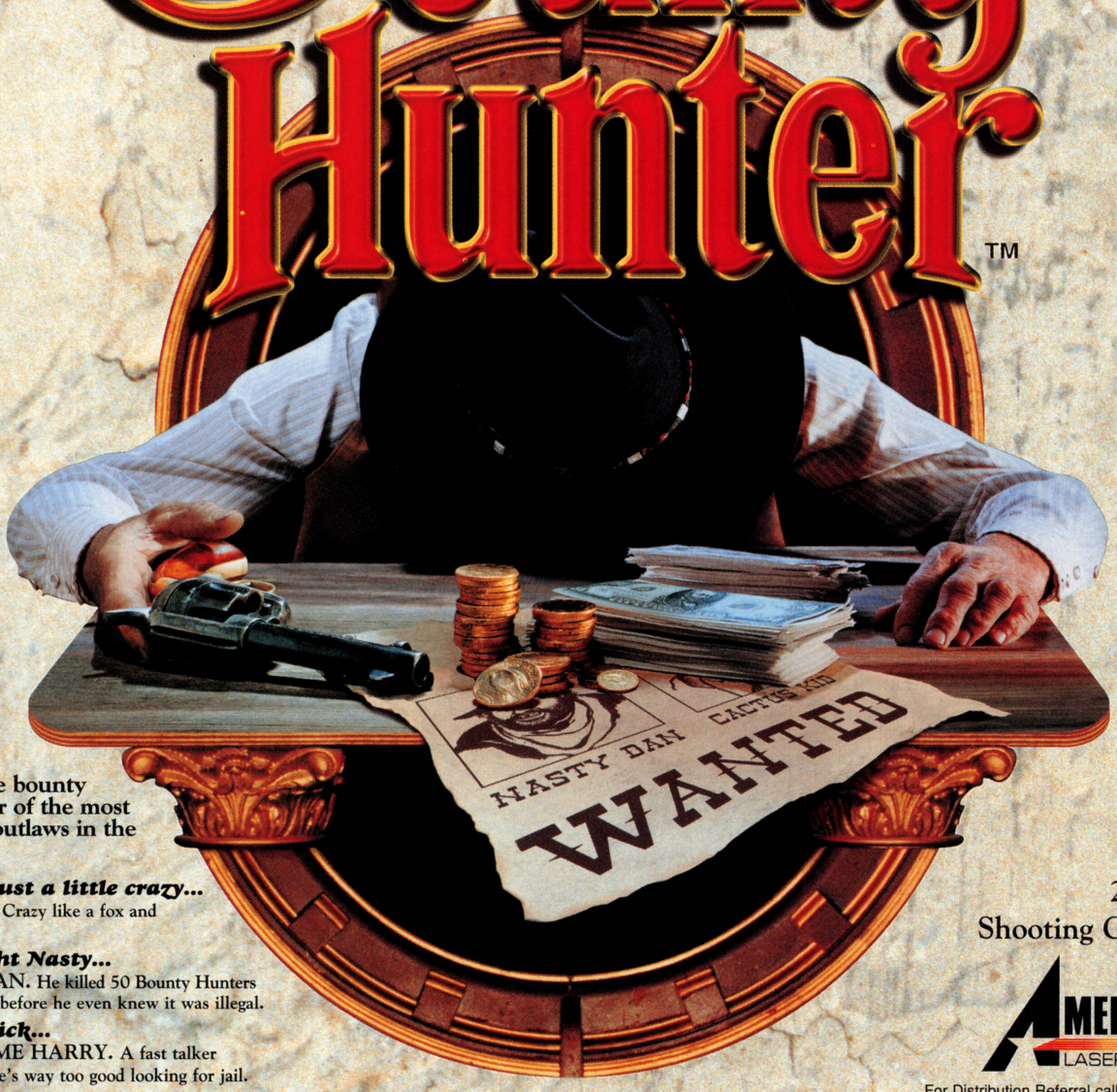

Can you collect the bounty on all four of the most cunning outlaws in the territory?

They're just a little crazy...
EL LOCO. Crazy like a fox and twice as sly.

Downright Nasty...
NASTY DAN. He killed 50 Bounty Hunters just like you before he even knew it was illegal.

Kinda Slick...
HANDSOME HARRY. A fast talker that thinks he's way too good looking for jail.

Fast and Cocky...
THE CACTUS KID. Young and fearless with a notch on his gun reserved just for you.

2 Player
Shooting Game by

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Valley's *COUGAR IQ* dart game

Sound and music add to the fun. Operators can select from three prefixed payout rates. Software constantly monitors gameplay and adjusts high-score position and launch area movement to maintain a steady payout rate.

Namco America remains committed to redemption with cute and creative themes. This show, Namco unveiled *Belly Bombers,* where players take five attached "bowling ball" on tracks, shoving them from the bottom to the top of the playfield, aiming at a the lighted X-marks-the-spot bellybutton of a cute, 3D dinosaur character who slides from side to side. Everybody we saw playing it had big grins on their faces. Two units can be linked for competitive action. Also featuring cute characters were Namco's *Godzilla Wars Jr.* (yes, Godzilla can be cute) and *Monster Castle,* a cannon-shooting game with "save the princess" theme.

Sega Enterprises USA had two redemption games in their booth. *Tickee Tickats* is licensed from that inventive Aussie, Kyle Hodgetts, and won a very positive reaction. It's a two-player video gun game with cute targets and redemption payout. Idea is to save "Tickee" (the good guy and his friends) from "Bad Harry the Spider" and his naughty companions. Difficulty level self-adjusts, so all players leave happy. Operator-adjustable features include game times (15-45 seconds per credit); and ticket payout (5-50 or more). Flashing red light on top of the cabinet and splashy, bright, appealing graphics complete the package. Only industry-standard components were used. And Sega loves the non-violent theme (despite the guns...even they are pink and baby blue). Sega also brought back its *Sonic the Hedgehog* rolldown, now ready for production.

Taito America has a nice lineup of redemption product. *2 Minute Drill* is a football toss cage with a moving obstacle (defensive lineman) inside the target hole; the "lineman's" arm sometimes blocks the "receiver." A 13" color video screen near the player shows live-action football footage, digitized from actual NFL games. The harder you throw, the more yards you gain. Four different skill levels, great sound, good-looking construction and handsome graphics complete the package. Back for return appearances were Taito's cute ball-toss item *Zoo Keeper* (featuring all those jungle animals with big, happy, open mouths) and *Animal Land,* a sort of video variation on a hammer game in a tidy sized cabinet.

MUSIC

Mostly cosmetic updates, but jukeboxes are steady earners today. The CD sound is stronger on NSM's (relatively) new full-sized juke, while the cosmetics and convenience features are better on compacts from Rock-Ola and Seeburg. Rowe got another award to hang on its wall, and Wurlitzer kept its booth busy with customers and a handsome variety of jukes. There was also a surprise entry.

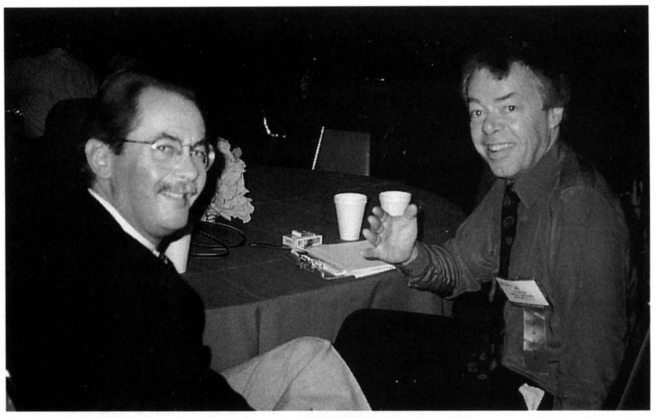
Micro Mfg.: In addition to its lineup of gaming-type equipment, Micro surprised many with the debut of its very own CD-100 jukebox, *Ace of Spades.* Cabinet design offers a big, black slanted front surface with six CD albums available for viewing at one time. Four tweeters are in the top slant surface, two woofers are located near floor level. It was designed by their own engineering department and could be on the market by early 1995.

NSM-America: the company's booth was remodeled and expanded (1,300 sq. ft.) to show off their broad selection of product. The *Solid Gold* full-sized 100-CD floor box made its first appearance on the floor of a U.S. national trade show, featuring big speakers with bigger sound (including a new 250 watt true RMS amp) and plenty of slick improvements to make the electronics inside smaller, faster, and easier to program and service. The box features a gold and silver "light shower" animated display on top, so tavern patrons can see it even across a dark, crowded room. A "1015"-style nostalgia juke, three handsome wall boxes (all different styles), and NSM's clever "Put-Ons" (themed fiberglass bodies which serve as dressing for wall boxes) completed the line. NSM highlighted a new "technical service area" with all parts of their CD changer mech mounted for easy explanations by booth staff.

Rowe International: Celebrating their 85th anniversary this year, Rowe picked up (yet another) "Most Played Jukebox" award, as determined by AMOA operator ballots. Rowe's *Diamante* got its first national trade show exposure; it's basically a light-up cosmetic overhaul of their classic *LaserStar CD-100*...with all the quality, reliability (and operator popularity) that entails. Rowe is also touting its complete "family of music" with a nostalgia model, wallboxes, and compact floor model.

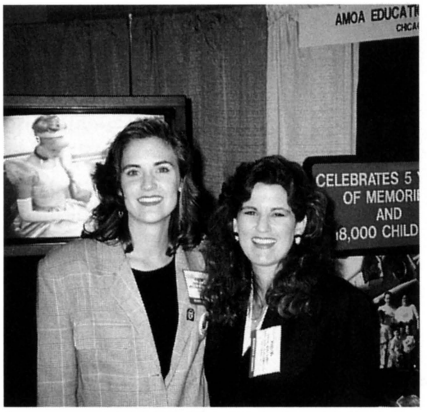
Seeburg International: "Reliability at a low price" was the tag line for their revamped compact CD floor model, *Neon.* Based on operator requests, the unit promises "an advanced sound system with moving parts...powerful sound...less maintenance." It sure looks pretty, with a semi-visible CD player mechanism toward the bottom and less-obvious bass speakers than its predecessor. Features: new, easy-load, automated title display (patent pending); modular mech holds up to 102 CDs; load any number of discs desired and title display automatically programs itself to display only those disc titles; new CDM-4 Philips professional quality disc reader; auto lockout of faulty discs; "Kwik-Pik" selection feature for top hits; enhanced audit memory

Baltimore's Chuck Weiner (l), Donna Weiner, the "real" Jason Rubin & Barry O'Brien caught for a snapshot while doing the trade show floor.

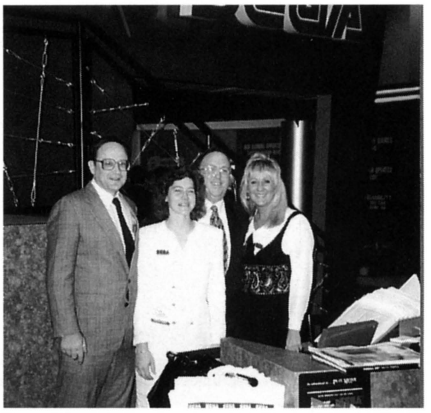


Could be trouble! Here's two guys who'd be friends even if they weren't in the coin machine business. That's Paul Jacobs with Eddie Adlum doing a coffee klatch.

Sue Monday, Capcom's Dennis Sable & Fabtek's Genie Ballouz show some tenderness at Expo. Denny's traditionally-outrageous tie was replaced by a milder one.



Separated at birth? We think Kristin Schmidt (l) of Give Kids the World bears a striking resemblence to Quicksilver's Kristin Montgomery & they even share first names!

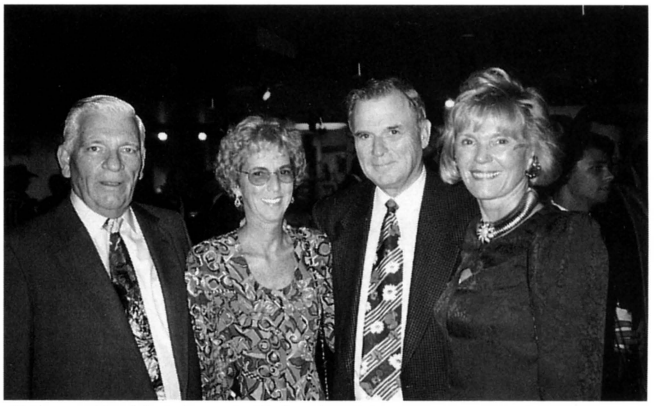


From left: coin-op sage and *RePlay* columnist Todd Erickson with Sega's Julie Kleis-Bramer, Darl Davidson and Karen Davis over at the Sega exhibit.

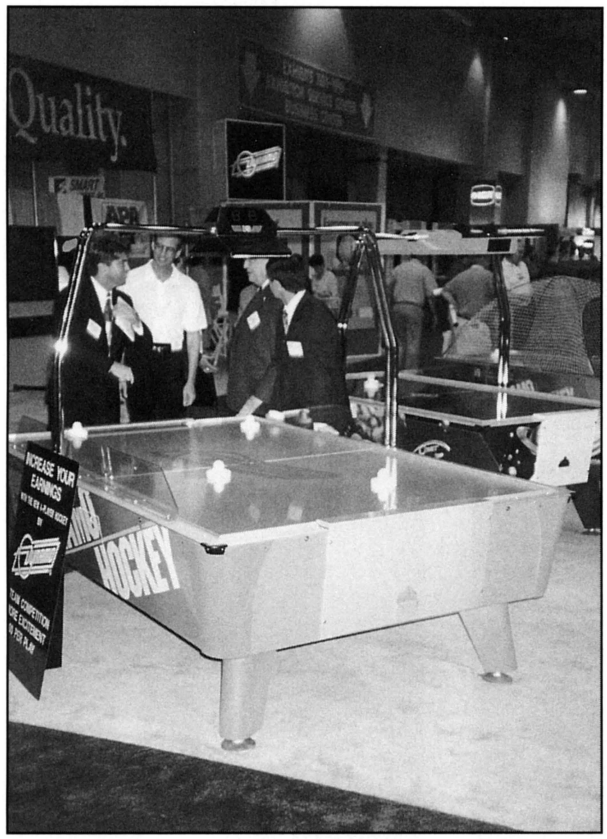
\Romstar didn't have an exhibit this show, letting Rene Lopez (r) and Timmy Jackson (l) of GameStar step out. Their friends include Jeff Walker, Ron Bolger & Frank Gumma.

Back to that tie, here's M.H. Associates' Gene & Vickie Sieben surprising Dennis Sable with a new tie signed at the Expo by many of his friends. Nice idea, Deb!

Three new VPs of AMOA! From left, Calif.'s Tony Parina (Vending Development), Ohio's Jim Hayes (Jukebox Promotion) and N.J.'s Bill Treger (State Associations).



At the combined factories party Wednesday night, and may we say "dressed to the nines," are (l to r) Bob & Donna LeBlanc with Canada's Gerry & Phillis O'Reilly.



Dynamo's *AIR HOCKEY*

logic (disc popularity, cash transaction records, overplay); many programmable features; optional printer for full data retrieval; 1000 bill stacker and wireless infrared remote control are standard; Technics amp and built-in Dolby sound; 240 watts RMS output; jukebox and optional extra speakers have separate controls; etc. It's shipping now. Also at Seeburg was their *Micro Music* wallbox, with 102 CD capacity, visible mechanism, and many of the features described for the floor model, above. It comes in a black square cabinet with semi-visible CD cage and six CD album jacket display.

Wurlitzer: Of course, the public thinks "Wurlitzer" whenever they see a *1015* clone, and the firm has two variations (a 45 model and a CD version). Contemporary styled units are frequently named after cities. *New Orleans* is a 50 CD box, carousel disc storage, and classic "folding-map" title display of more than 1,000 songs in full view. *New York, New York* combines classic '40s curves with '90s glitter and CD technology; a cosmetic variation called *Casino* features Vegas-style graphics. Both versions have a capacity of 100 CD discs, flip-card title display, LED displays of track and disc currently playing, and 500 watt option for blow-out sound power.

SPORTS AND TABLE GAMES

American International Shuffleboard: a brand-new top-mounted scoreboard makes it easier to see scores on the firm's long shuffleboard games. Numbers are 2.5 times larger than on previous scoreboards, and are surrounded by improved eye-catching graphics. AIS also showed off their new *Classic III* coin table line. It's available in all four sizes and in four different cabinet exteriors, including blue.

Arachnid was glowing over their fifth successive win for "most played dart game" with *Galaxy.* This modem-linked powerhouse has moved into the market in a big way. Major league operators are converting to it 100%, other ops find it gives them a serious competitive edge in the quest for locations. Please see our separate story, elsewhere in this issue, for the whole story on *Galaxy...* including how it saves time and work for operators!

Dynamo was smiling about a stellar honor that came their way: the President's "E for Excellence" award in the field of exports. It's a well deserved recognition (VP Mark Struhs spearheaded the formation and activity of AMOA's foreign business development committee, and Dynamo's own aggressive export program). The Dynamo booth put the emphasis on their new, four-player *Air Hockey.* "Great for dates," said execs, and the larger-sized table looks as inviting as a doubles tennis match. Soft lavender-pink coloring helps, too. Beyond that new product, Dynamo is still running strong with its traditional two-player *Air Hockey,* a snazzy blacklight version, and a range of quality pool tables for time/rack play, different types of balls, and all sorts of locations. Their *Montana High Country Keno* was also on view; it's a quite handsome video lottery terminal.

Global Billiards brand new *Tivoli* pool table is done in the nostalgic design. Available in 7' and 8' sizes along with regulation dimensions, it's quite a good-looking unit.

Merit Industries was beaming as prexy Peter Feuer picked up a "Most Innovative New Technology" award from AMOA operators for his firm's touchsceen countertop game. The new version of *Megatouch Video* features eight games, such as cards and dice (including solitaire). New additions to the touchscreen menu include royal flush poker and "Trivia Twister." A tavern crowd-pleaser par excellence! In the world of darts, Merit's electronic dart games now feature lots of player upgrades like individual averages and handicaps recorded and given automatically, spot cricket, and much more. It all adds flexibility for players, and reduces work for operators. Bottom line: less overhead, more profit!

Micro Mfg.: They were back again with another surprising ace up their sleeve, a pool table called *Mustang.* It's a six pocket item with 7' version available now. An 8' version is coming later.

Valley Recreation Products created a buzz of excitement with the preview of their *Cougar IQ* dart game. It's modem-equipped and according to officials of AMOA and its National Amusement Network, it fits their specs almost perfectly. We understand the unit works with fax-type technology and is expected to be available for the second quarter of 1995. You'll read more about this machine in next month's issue.

Meantime, Valley's 1994 model *Cougar ZD-6* pool table featured a wild-grain Summit Ash laminate, Cougar medallion down corners, a reinforced ball trap, and more chalk-drop holes in the ball return chute. Their electronic pool table *Leopard* allows for rack or time play charges; a factory-installed bill acceptor is optional. The "Image Series" pool tables features traditional, contemporary, and country styling to fit virtually any location. Each has a five-coin vertical mech, adjustable up to $1.25 per play.

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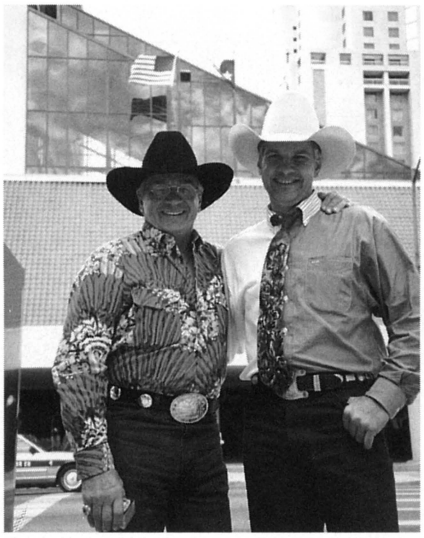
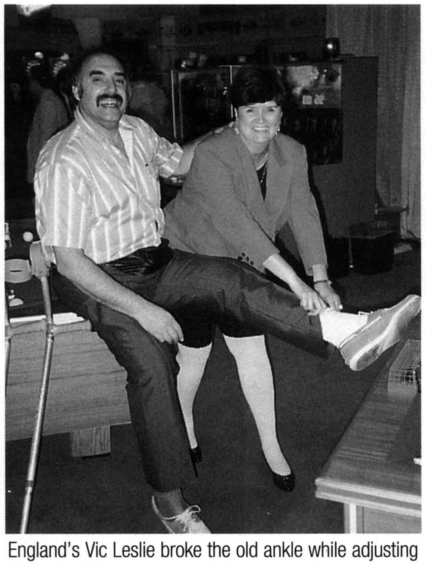
Rowe's Joel Friedman (l) and Joe Krestakos hold plaque citing 85 years for AMi. Joe himself has been with the organization an incredible 49 of those years!



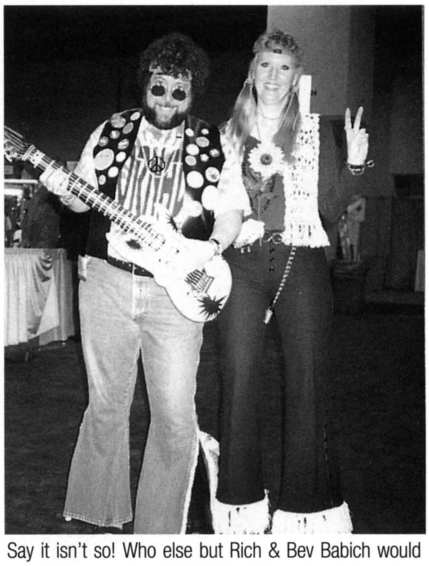
The first time we met Stan Jarocki, he was all buttoned down. But look at him and son Jimmy now! The outfits make much more sense in San Antonio than Chicago.

Around 800 years of combined New England coin-op experience converges on young Dan Dinnebell at Greyhound. That's Bob Jones, Bob LeBlanc & Jack Kerner.

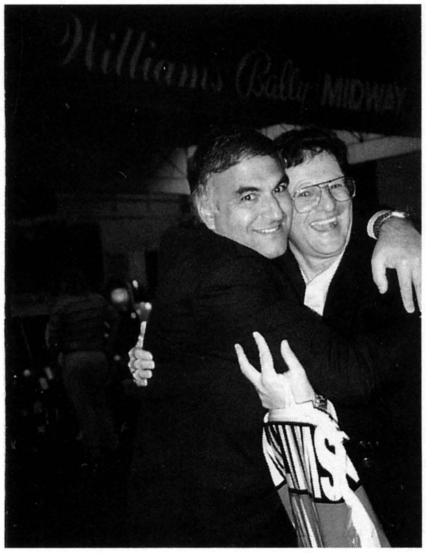
Obviously happy to meet the glamorous Mireille Chevalier, Howie Rubin gives her a warm hug. However, we expect that wife Abby was not on the floor at the time!



England's Vic Leslie broke the old ankle while adjusting the sprinklers in his yard on the Isle of Wight, but nurse Ginny Kauffman is on hand with loving care.



Say it isn't so! Who else but Rich & Bev Babich would bring the peaceful '60s to Expo? Actually, they always dress up in something or other one day of a show.



Yes, it's the warm-hearted Howie Rubin again, this time greeting our most famous Israeli expatriate Ben Har-El. Say, where's Abby when you really need her?

Capcom's proud papa Brian Duke with proud mama Emi, twins Evan & Alan, and adorable daughter Brianna (who was very fond of the costumed Sonic at the show).

Merit's top engineer Jack Hourniet congratulates top-scoring Expo tournament contestant, op Joe Huber (Mid-City Distributing, Omaha) near the *Pit Boss* game.

THE BOYS IN THE BACK

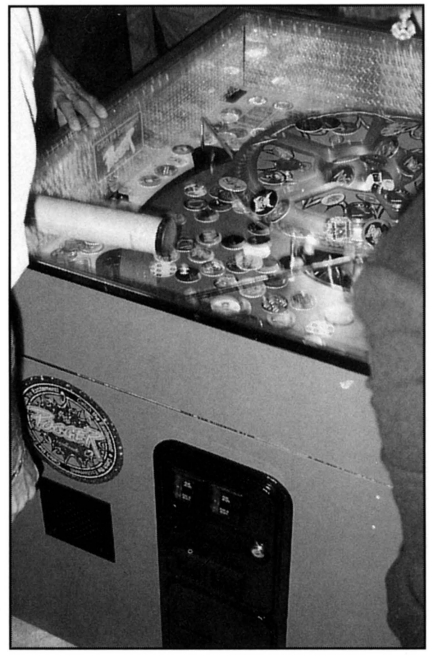
"See what the boys in the back room will have, and tell them I give them a cheer." So goes the line in our song, because that's the feeling *RePlay* gets when reviewing all the product on display in the Expo's "outback"...that back section of the trade show full of shiny faces and new machines but lighter numbers of browsers and buyers.

Though redemption-dominated, this theater also showed several fine new videos, sports games (including the product lineups at both Arachnid and Medalist Darts), some pool tables, candy cranes, a mob of kiddie rides, Irata's great revenue-sharing photo booth and even a "business unto itself" in *Skill-O Bingo.*

And, the back room was also home to Pog...those little signature discs which, along with their generic sisters called "milk caps," just might be the start of something big.

While a couple of exhibitors displayed egg capsule machines that dispensed pogs, two manufacturers bowed full-fledged pog machines where rotary fields covered with pog discs slowly turn and the player attempts to time the sweeping arm just right to get one or more into the payout hopper. Each time a pog is captured, the machine drops another onto the rotary.

Lazer-Tron showed *Pogger* (licensed from Steve Shoemaker) to an enthusiastic crowd. Holding up to 700 pogs, this machine is in production now (Shoemaker will make his own machine at a future date). Operators buy tubes of new pogs to replace those won by players and the difference in cost between the little discs and the money the machines take in is substantial.



Lazer-Tron's Norm Petermeier told *RePlay* that their use of "official pogs" has been approved by the World Pog Federation (which reportedly controls the rights to the word "pog").

Lazer-Tron also showed a bevy of other redemption product, including a brand new *Flintstones Bedrock Games,* which Matt Kelly called a "sure hit."

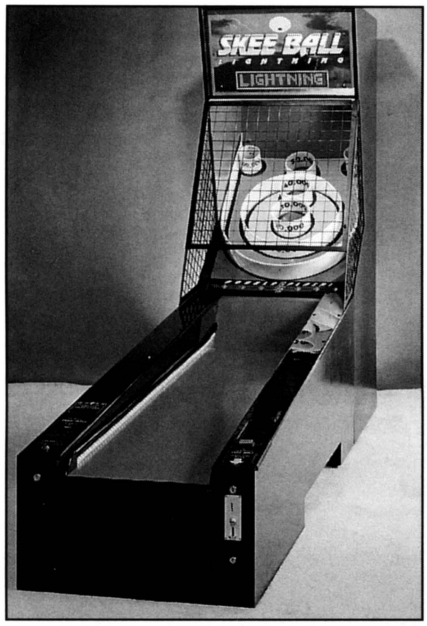
Meanwhile, Kyle Hodgetts' Tickets N Things displayed its *Pog Zone* rotary, itself a handsome piece. His *Tickee Tickats* video/redemption combo was also on stage at his booth, as it was out front at Sega's (they have a deal on 150 games).

For a whole bunch of reasons (including romance), we'll now take our hat off to Skee-Ball, not only because its signature machine is the king of redemption hill, but because the factory has made the first wholesale

overhaul of the game since it first came out back in 1909!

The new *Skee Ball Lightning* has a brand new cabinet decor of black and blue lexan and features black lighting on its florescent target board, running lights up the alley runway and flashes of lightning amplified by a sound package complete with thunder.

Scoring is done by dot matrix, an optional game offered is called "Double Flash," and the game can even be run on a single ball. Two additional bonus scoring pockets are positioned top-left and top-right. It's a



space age *Skee Ball;* the company's really done its job! Skee-Ball also showed a new kid-sized version of the big alley again called *Tic Tac Toe.*

Another really solid new rollup redemption alley was on stage over at Jaleco. Called *Alley Cats,* it was licensed from Upper East Tenn. Dist., is built for Jaleco by Grand Products and is played by rolling six balls at 12 mounted cats. If you're good (or lucky), you can sometimes knock down four cats with a ball. Frank Seninsky liked this one, and so do we.

Jaleco also had *Alien Command,* a gun/target game where you shoot evil space creatures as they descend, *Space Invader* style, to capture astronauts. Shooting's like on the old *Seeburg Bear Gun,* if you're old and still have a memory. Jaleco also showed a group of videos with *Home Run King, Super Battle* (driver), *Super Striker* soccer and *Gun Force*

II. Showing a full plate in both redemption and video, Jaleco is a product line with shoulders.

One parting note: Jaleco previewed a game called *Scud Hammer.* The player picks one of nine mean faces shown (e.g. a lady cop) and then after a simple game of rock, paper, scissors (which you often win), you're allowed to bash away at a rubber head (complete with screams). The results of that bashing appear on the face on the monitor, from bruises to bandages. It's nothing short of great! But...Iwakasan of Jaleco said he thinks it's too expensive to build! No!!!

Konami showed a solid prototype of a kid video called *Pirates,* and this one is going to be built. Kids turn a captain's wheel, steering their ship over "value coins" dancing on the water. It's just great, as is the clever (but maybe too costly) cabinet that'll need revision to bring the price down. It drops prize capsules, by the way.

Konami also showed a whole

bunch of other products, including prototypes which the firm is getting a feeling for (we liked their *Pleasure Castle* self-feeding pusher.) Their *Gunfighters II* is now being sold on discount. And Konami may have a new video soccer game out next month.

Rolldown game queen Lori Treankler (Bay-Tek) showed off a new "Jumbo Winnings" sign that mounts about her games. Great attraction from near and far. Arrayed below were *Rock & Roll, Jungle Picnic* and *Clown Rolldown.*

Meltec's brand new *Cavemania* is an economically-priced, well-designed rolldown for youngsters. The idea is to stop spinning reels by dropping a ball into the correct hole. Like on a slot machine, you try to get the same character on each reel for bonus tickets. Part of the fun comes when you drop a ball into the same hole twice and game says "Ogla Bogla."

Meltec also showed models of its *Boom Ball, Big Mouth, Knock Down* and *Pot O' Gold. Cavemania,* if present location test reports turn out to be keepers, will be added to their redemption lineup. Nice game, Johnny!

Classic Creations has a new rolldown called *Soccerbowl* that requires players to bump around vertical pins and hopefully land in the right scor-

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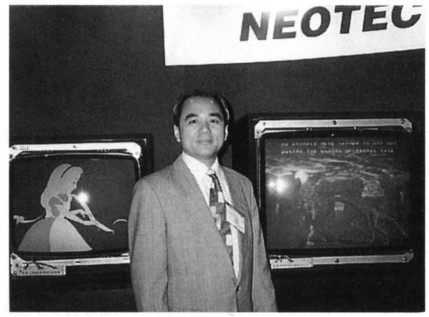
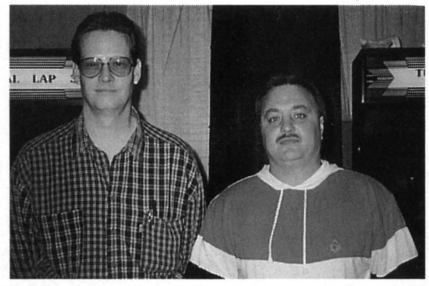
BETSON

Kevin Sharp, fiancee Annette Brent, Richard Debord and Bill Larner were happy to tell the San Antonio show attendees all about their poker, 8-line & cherry machines.



Neotec Graphic International's Joseph Wu was once again exhibiting his firm's line of color monitors at Expo. Pictured is this 27" hi-resolution model...nice!

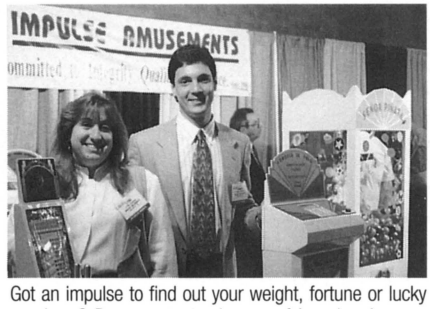
Classic, Inc. is the original manufacturer of the Treasure Chest crane. Highlighting these and their t-shirt prepacks for cranes are William Luni & Frankie Longo.



Red Baron Amusements has quite a stock of used PC game boards and conversion kits. Telling folks about their wares are Don Russell and Don Browning.

Tellermate makes ticket, token and money counters (fastest in the world, they say). At the booth, Alvin Futterman (r) with Bruce Atkinson (Unicorn Ent.).

Falgas USA, Inc.'s Clara Fernandez stands beside their *Stagecoach* kiddie ride. The kids actually hold the reins on this great western-themed ride. Yee-haw!



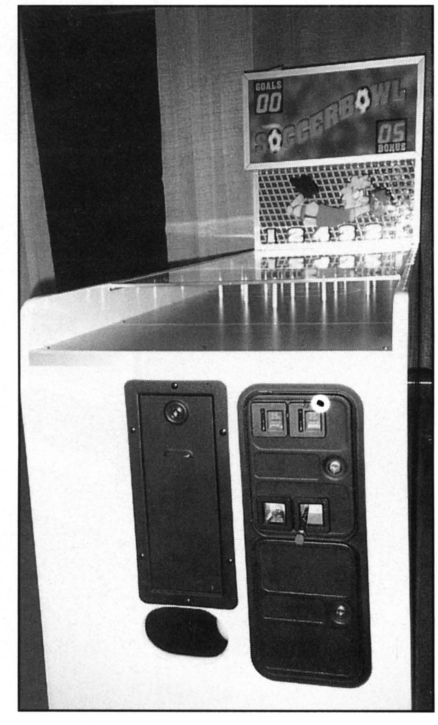
Got an impulse to find out your weight, fortune or lucky numbers? Drop a quarter in one of Impulse Amusement's neat machines. In photo, Lydia & Jim Plecsia.

Moving pool tables without breaking your back is no longer a worry if you use *The Ultimate Pool Table Mover.* The firm is family-run by Mike, Marjorie & Reid Sales.

Globe Ticket & Label has a full line of tickets and such for redemption equipment (also wristbands, coupons, etc.) Gary Todd & Collette Acuff-Coleman talk it up.

Showing off their impressive line of darting accessories including licensed Budweiser and Valley items are Dart World's Don Amirault and Ed Deschene.

ing hole in the drop sink. It has little to do with the sport of soccer, but a lot to do with the old time pintable. Classic Creations also had their *Hoparoo* with its floor-scoring ("hopscotch") pad wired to a video. The company says both Chuck E Cheeze and the Fun Factory have been testing it and the factory's ready to roll.



Metro New York veteran Harold Kaufman (l) and son Mitch (Bay Coin) with another industry vet, Larry Berke (who sold many a *Pac-Man* in his days).

RePlay folk enjoying the Awards Banquet Friday night are (from left) Curtis Vanstrum, Ingrid Adlum, Kathi Duff, Barry & Nancy Zweben. Where's Margot?

Ah, there she is with her popular husband (*RePlay* editor) Marcus Webb. While Margot might have preferred an opera, she thinks Kenny Rogers did a good job anyway.

Shelley Sax and friends apparently had a good time at the show, though Shelley was a tad arm weary passing out *Tattoo Assassins* t-shirts to hungry tradesters.

Eddie Seidel's wife Phillis dresses him funny. Actually, the clown created the twisted balloon headdress for the rolldown maven (but can he do a suit of clothes?).

Part of the Norberg family with their new prexy: Jim Graham, his wife Dr. Shani Norberg-Graham, Harlow & Marlene Norberg, Tami, Bryan Paulsen & little Jon.

Somebody made a joke 'cause we didn't even say "cheeze." At cocktail hour: Len Olafson, Sal DeBruno, Ralph Lubinski; standing, Joel Kleiman & Marcio Bonilla.

John Margold (l) welcomes Fred & Kitty Skor to the NSM exhibit. Fred, who's not changed in the 30 years we've known him, is like that other "youthful" Fred Collins.

Back: Brady's Marty Man Smith, Grand Prix's Ron Mogerman & Jim Riolo. Front: Namco's Tom Siemieniec, Southgate's Ted Schweitzer, Namco's Frank Cosentino.

Quicksilver showed off a new token rolldown called *Hollywood Stars* that is a sight for the eyes (beautiful, artistic execution) with classic "token eating" action (you roll at targets showing entertainment characters). They also had their existing *Turbo Pusher* and *Fiddle Stix* (ball walker) on display.

The new *City Cats* is one of Quicksilver's best. It's a rolldown for boys and girls requiring them to time the drop as the cat characters pop up. Good lookin', too!

In this crowded industry that often runs crowded arcades, cabinet and artistic presentation is so important today. So, with that in mind, we'd also like to congratulate Bundra Games on a stunning-looking piece called *Fire In the Hole.* People at the show saw it, and so will players. It asks them to toss colored discs into the correct hole (sort of like horseshoes). It's a competitive two-player, and to tell you the truth, we don't

think it has to send out tickets. It's a game all by itself.

Benchmark's *Roll for Gold* was joined at their display by the Golden Goose. Like *Fire In the Hole,* it's a competitive two-player with scores displayed at the top. Another nice piece designed by Ron Haliburton, with a sturdy cabinet by Ray Baldwin. It should be in full production at the beginning of '95.

Another fine new two-player,

available now, is Doyle's *Li'l Western Hat Dunk.* Here kids are asked to dunk little basketballs into their own little net. A beautiful piece. Doyle's product range at Expo also included their *Bandit Shootout,* new *Cobra Hunt* (like *Dunk the Ump)* and other kiddie games like *Mother Hubbard* and *Wolf Hunt.*

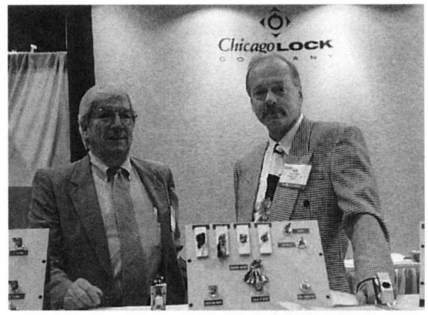
Coin Concepts, with its many machines, always puts on a show. Joining the lineup this year were

Over the Rainbow and *Triple Play* (developed by CCI themselves). Both ask players to pick three numbers or symbols and then try to match 'em up on the three spinning reels (rotamint style). If you're good, one plays the Irish Jig! They're available now.

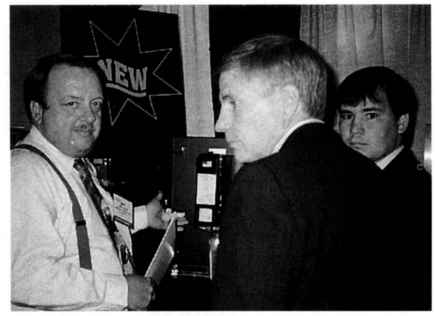
CCI also displayed their *Home Run Hitter* baseball (which they say is doing very well), the *Dream Boat* pusher, the *Mirage* rotary and several kiddie games like *Splat-A-Rat, Old MacDonald* and *Froggie.* They also had the newly-acquired Amutronics *Double Cross* and *Bouncing Bandit* games. Quite a display!

American Sammy's redemption lineup (i.e. *Magic Mr. X, Coin Circus* and *Simple Simon)* and videos (*Krazy Bowl* and new *Eagle Shot Golf)* made a nice place for the brand new *Lucky Ducky.* Premiering at AMOA, it asks players to hit the targets with tokens. Then the tokens sit in a pusher tray! Quite a combo. Winnings are paid in tickets. *Eagle Shot Golf,* by the way, is quite the video kit, with its 32-bit digitization.

Planet Earth's two-player *Dinoworld* is fun to compete on and an attraction for the arcade to boot. The interaction includes trying to flip a token into the brontosaurus' mouth as he swings his head from one player's side to the other for bonus tickets. Their *Dinoscore* version can be ordered with redemption prize showcase attached. Operators can get either a 60- or 44-product vending display. It's a way to put prize



Promoting their new "Bulk Vendor Lock", along with their numerous other locks and security devices, were Chicago Lock Co.'s Glenn Adkins and Bob Lovell.

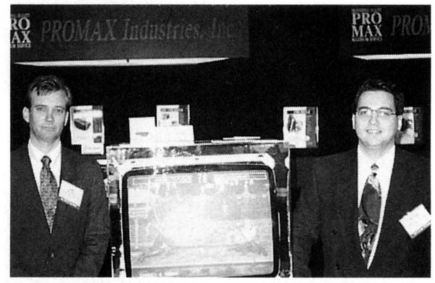


Mountain Coin's Elden Kingston learns about American Changer Corp.'s $3,200-capacity double validator changer from the Florida firm's Jerry Vaughn.

ABC Coin makes coin counters, sorters & chutes, stamp machines & even a line of vendable school supplies! Customer Steven Nordseth with Jim & Sharon Fox.

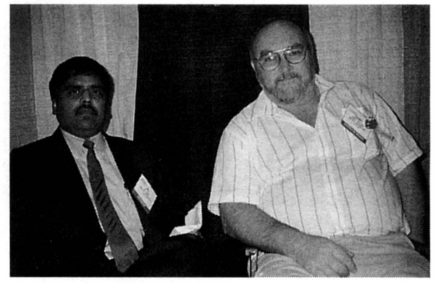
Dart Mart, Inc. has licensed Playboy, Jack Daniels and Grateful Dead pool cues and darts, plus other good stuff. At the booth, Blue Soree and Gary Giegerich.

Acces Entertainment's Rebecca Zerbst and Eric Brashear show us their *Urban Surfin'* video ride-on surfing challenge video plus their pitching game.



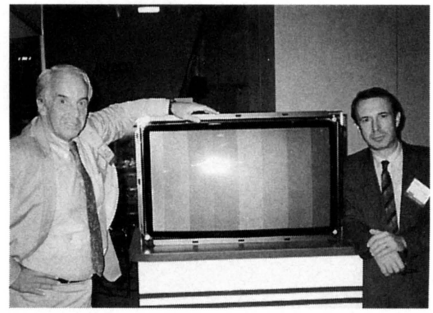
Promax Industries makes a 25" RGB monitor for game applications. They also make power supplies and chassis. With the screen are James Brewer & William Rivero.

Noel Industries makes the *LAX* and *LAX Jr.* rotary crane machines. Cheryl Noell was happy to tell Steve Jahnke (Best Vendors, Minnesota) all about the features.

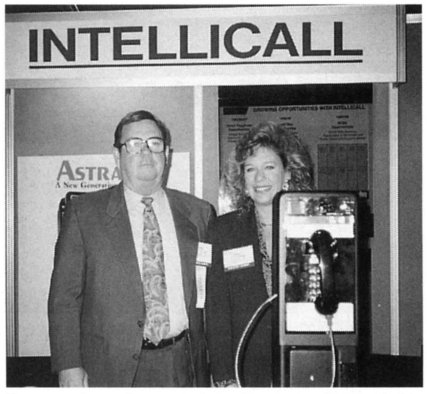


Coin-op distributors Mukesh Shah and Danny Walters of Galaxy Distributing (Tulsa) rest on the show floor. They manufacture the *Mr. Ball Polisher* for pool balls.

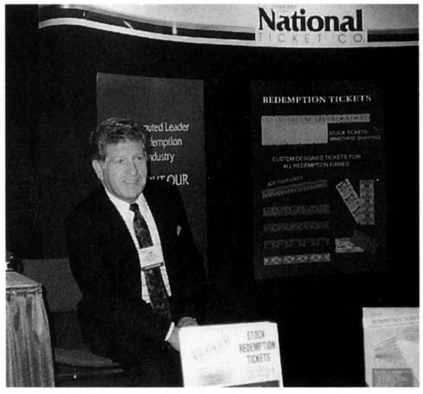
Best Amusement/Bestco of South Carolina offers a complete line of pokers, fruit and 8-line videos plus pool tables. Here are Bob Mosley & David Gray from the firm.



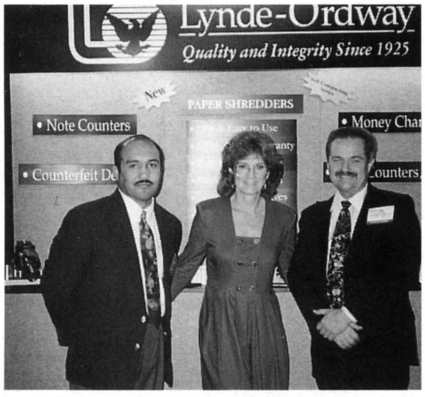
Hantarex's John Hickey and Giovanni Ghirlanda were talking about the specs of their new 16 x 9 aspect ratio hi-definition monitor. Isn't technology neat?!



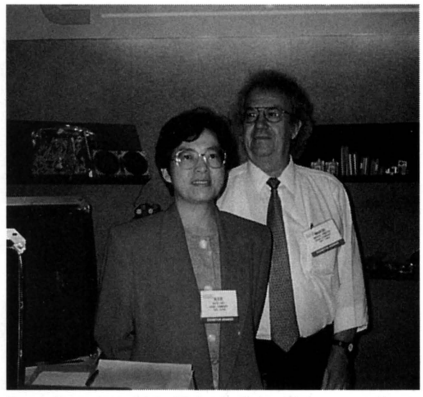
If you make calls away from home, you've probably used an Intellicall phone. With their "next generation" in private pay phones, Bob Gallagher & Tracey Goehring.



National Ticket's friendly Ken Santoro mans his company's Expo booth. They make tickets, coupons & wristbands, from quality, basic designs to the very elaborate.

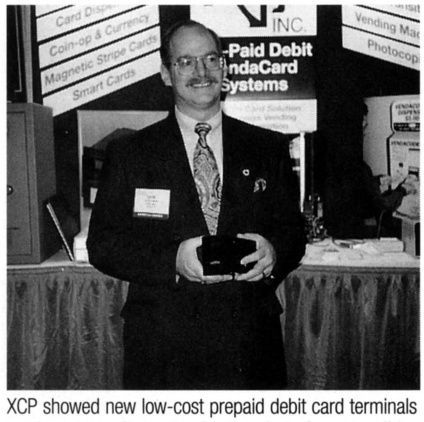


Lynde-Ordway makes currency & coin counters, shredders, counters and sorters. Showing off their wares are Tino Rivera, Carol Cutri and Tom Ordway.

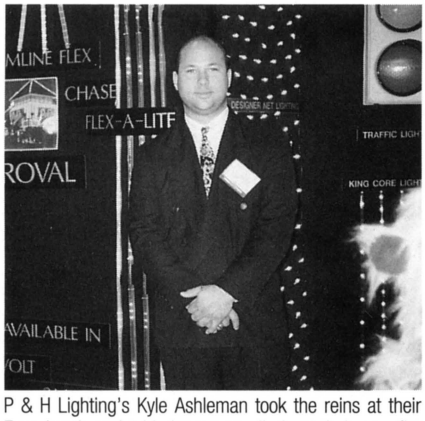


Eago Company Ltd. (Taipei, Taiwan) has monitors, power supplies & other parts for the biz. Talking about them & features were Alice Liao and Marcel Ernster.

World Class Tables' Fred Visconti shows off a gorgeous table top. Their line of products is ideal for customizing & jazzing up sports bars, casinos, lounges, etc.,

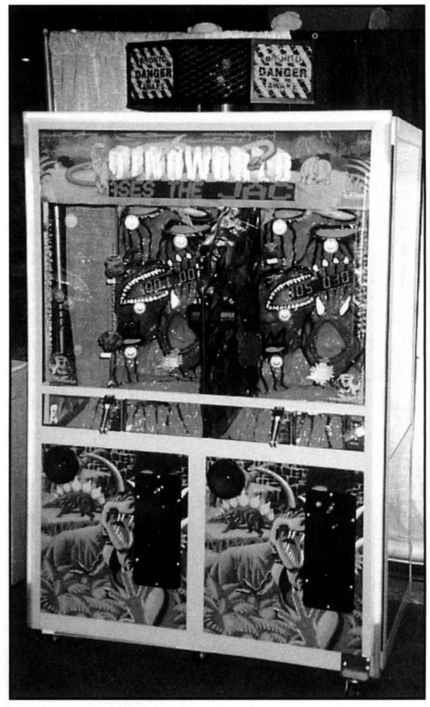


XCP showed new low-cost prepaid debit card terminals to showgoers (it sports side brackets for easy slide-in/out). Explaining how they work was David Swan.



P & H Lighting's Kyle Ashleman took the reins at their Expo booth and told showgoers all about their new flat "Flex-A-Lite" non-neon lighting system. Neato!

If you're running a pool tournament, perhaps you need to call National Tournament Chalk! Their lovely Carolyn Costanzo shows us their private label chalk.



redemption into street locations as it's self-contained.

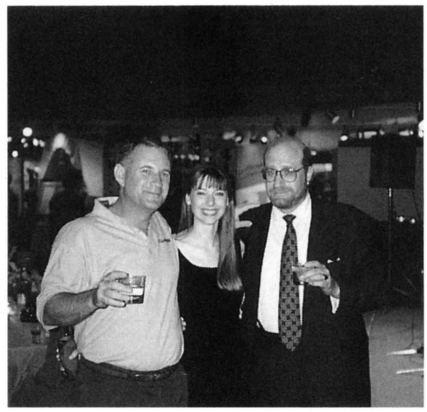
Planet Earth also showed their *Super 64* for the first time at Expo. It's both a ticket verifier, token/coin acceptor and prize vender. The principal is simple: operators can install any ticket redemption machine(s) they want in a location and the *Super 64* acts as the "prize counter." The first machines should be available early next month, says Bill Faith.

Bob's Space Racers did have its real prize counter at Expo, along with all the games and glitz that won them a display award from the AMOA at the convention. On stage were titles

Instead of holding lots of little parties, 18 manufacturers pooled together for one big one, which took place at the Institute of Texas Cultures complete with music & food.

Replay's Nancy Zweben sits for a caricature drawing at the Institute of Cultures. The artist has the hair down, but what about the rest of the stuff underneath?

Cowboys & competitors at the party (from left): Jim & Stan Jarocki, Carol Lee & Carol Lally *(Playmeter),* with Howell Ivy, Sega engineering whiz (and everybody's pal).



Dennis Sable and Ingrid Adlum with Dr. Pober of video ratings fame. When he heard about that gassy new game, he said a special rating will be "comic mischief."

At AMOA's annual biz meeting, outgoing prexy R.A. Green III gets a kiss from incoming prexy Tami Norberg-Paulsen. They've been close friends for 25 years.

The AMOA directors, their friends and families made up the large audience at the breakfasttime business meeting. Here, Tami gives her "inaugural address."

AMOA President R.A. Green III (going onto the Past Presidents Council) leads applause for Clyde Knupp (seated, far right) who left the Council at AMOA '94.

Enjoying themselves up at the Sega hospitality party are (from left): Adrea Bettelman, Hilary & Michael Green (of the UK), Leah Bettelman (C.A. Robinson) & Ingrid Adlum.

AMOA's own all-hands cocktail party took place on the courtyard of the Convention Center complete with Spanish noshies & music. That's Ed Schultz by the window.

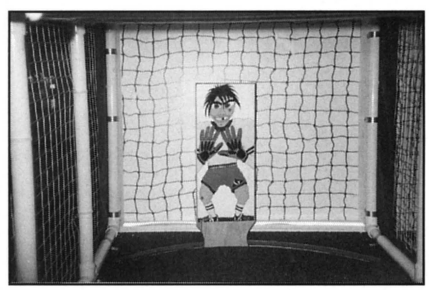
such as *Patty Cakes, Bowler Roller, Can Alley, Super Shifter* and *Whac-A-Mole.* A new neon display for the "ceilings" of products, like *Rising Waters,* was also previewed. They'll have a brand new game or two at the upcoming Parks Show (IAAPA).

We like the guys at Big Electronics, and we like their *Master the Monsters* redemption machine as well. Players are required to hit the button as the corresponding little monster lights up. If you survive three waves, it issues either a baseball card or a milk cap card. You can also get tickets. It's a reaction tester for youngsters, with a bit of "pog spin" on top (or should we say "milk cap?").

The Smart Industries exhibit is a show unto itself, with redemption games (*Buddy Bear, Big Bertha, Killer T-Rex),* sports games (like *Strike Out,* which Gordon Smart said is the least expensive of the pitching cages on the market), and their big *Redemption Center.* This item, which validates and destroys tickets, and then vends its very own prizes, is on test and could be available for purchase late November, early December. The value of each ticket eaten is adjustable by the operator (some put them at 1 cent, others higher).

Sportech also showed a game called *Strike Out,* which appeared exactly like the one at Smart's exhibit, so there may be a cross-license here. Sportech's Rich Galloway said his should be shipping by Oct. 10 (if the player strikes the dog on the target mat, he barks). A nice economical machine and good for streets and arcades. Sportech also showed their existing *Pitcher's Dream* cage.

And again, Purple Star had a similar pitching cage to *Strike Out,* only their's is called *Strike Zone.* They also had a new version of their *Hoop Star* basketball cage, plus a Coney Island hammer slammer called *Blast Off,* as well as a reaction novelty called *Chase the Rainbow,* which vended pogs in capsules.



Grayhound's *Penalty Kick* soccer-kicking cage is now shipping, according to Tom Ricci. He said the job of getting the back mat to register the scores from the slamming balls wasn't a picnic but they've got it down and it's in production. Now, Grayhound previewed *Penalty Kick II* featuring a standup goalie that moves left to right and back again to block the kick. A very interesting feature!

World Class Cranes showed some

fine looking candy cranes, named *Redeem-A-Team, Pig Out* and *Treasure Chest.* Moloney showed off its fine *Redemption Shoppe.* Pool tables were displayed by Great American Billiards, Games of Tennessee (with their *GTI* seven footer) and in a way, by Exidy, which debuted a table called *Hockey-Billiards.*

Sort of a combo of billiards and field hockey (complete with goal nets on the table itself), it's been a while since anything except a mushroom bumper appeared on a pool table. Exidy said it's a whole new game idea and they're getting trade reaction on it. The firm also showed their

San Antonio's riverwalk (and some of the Expo parties) brimmed with Mexican food, music and culture. It gave a unique and delightful air to the show.

Merchandise suppliers Play-by-Play got happy at their Expo party. Clockwise from top: prexy Mark Gawlik & wife Katie, mktg. pro Leslye Hillman & daughter Darbi.

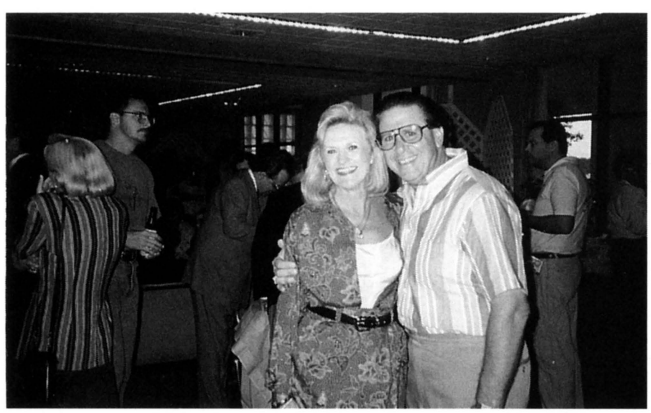
San Antonio coin-op firms! Play-By-Play's CEO Art Torres (l) and prexy Mark Gawlik (right) and Southgate's John Gatens (center) hosted a lovely Riverwalk party.

Actor Robert "Freddy Kreuger" England (left) & Premier topper Gil Pollack (right) at the historical Texas home which was site of Premier's 10th anny party.

Premier's Gil Pollock, in tuxedo, enjoys a glass of "Freddy's Brew" with Southern distributor Scott Sammons at Premier's 10th anniversary distributor bash.

With Data East's *Tattoo Assassins* are Hollywood greats Bob Gale, Bob Short & Mike Marvin plus DEP's Gary Stern & Joe Kaminkow, and the character actors.

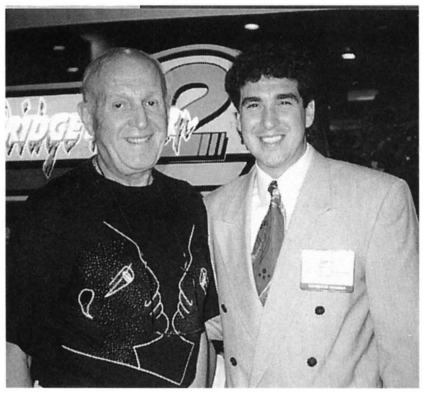
Premier's 10th birthday cake, shaped like a pinball. Freddy Krueger's bladed hand emerges from icing. Themed party props by Premier's L.J. Greene!



Getting cozy at the Merit hospitality suite are Rosalie & Rich Jacomet. Rosalie's very much involved in the family operations, even running some pinball tourneys.

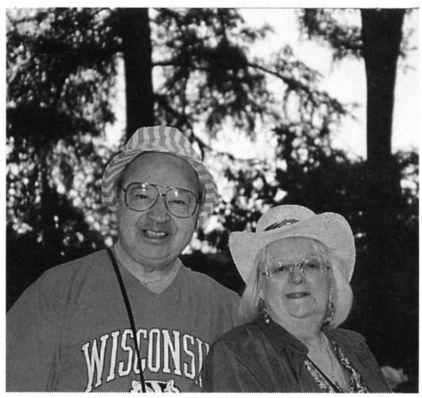
Jim Roberts & a host of parts suppliers once again teamed to put on one hot party. From left, Dynamo's Bill Rickett, Roberts & Dynamo's Lou Rudolph.

Former distributor now with Champions arcades Frank Ash (l) meets up with Capcom heavy Frank Ballouz & *RePlay* publisher Ed Adlum at the San Antonio show.



Arcade maven Murray Panitz, who has a million years of experience in the business and should be at the Century Club meeting, with distrib Simon Deith.

Jack Zajicek (l) and San Antonio's own Jimmy (All Coin) Gildart with *RePlay's* Ingrid Adlum. We still have some trouble getting used to Jimbo without the beard.

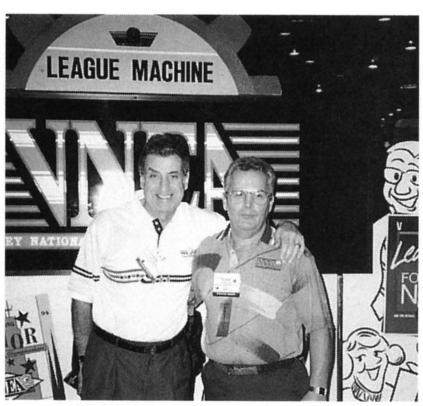


As Bill Gersh would say, "no need to mention the names of these personalities." But we will anyway: genial Bob Rondeau with his popular bride, Beverly.

These good looking ladies run a pretty fair operation. That's Linda & Shelley Fernandez of the Fun Factory chain based out of Hawaii. Here they're at Meltec.

Buddies for many years meet up at the combined factories party night before Expo opened: *RePlay's* Ed Adlum, PGD's Dave Stroud & Canadian Coin's Jim Niblock.

J.R. Schmitz (l), VP and game buyer for the 100-plus store Pocket Change arcade chain, meets his friend Paul Jacobs in the convention center coffee shop.



Mutual admiration society: Valley's Chuck Milhem (l) and Madison, Wisc. operator (and former AMOA prexy) Gene Urso at the Valley league sign.

Critter and *Troll* redemption items and the Design Plus rollup alley *Striker.*

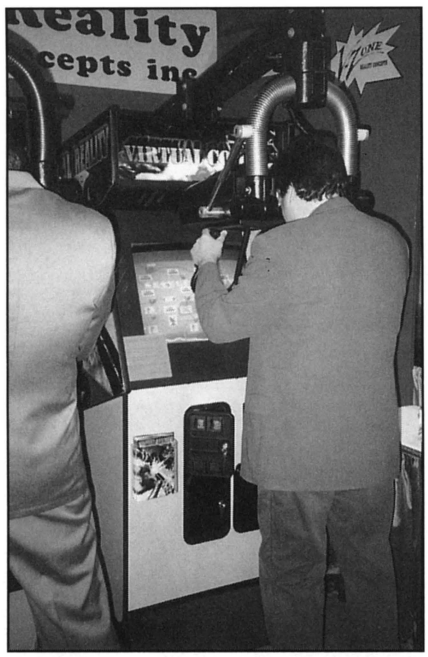
Jerry Reda and the team from Just Kiddie Rides enjoyed the comments from showgoers on their successful *Flintstones* line of rides, on show in San Antonio. Jerry whispered to us that some more "hot" licensed rides will be announced December or January.

The Kiddie Ride Co., which reps the Bafco Ltd. line here in the States, did its fourth AMOA Expo this year and introduced the new *Hydraulic Helicopter.* This firm also operates rides in around 60 malls. There lots of safety features on the 'copter ride, by the way.

Zamperla's display had a cute new *Baby Caterpillar* ride on stage. And the kiddie ride maven Tom Leon (Amusement Equipment Exchange) had a ball playing with his new *Digger.* He had it set up inside a picket fence with a sand pile inside and chugged around, scooping up and dropping back down. It works inside and outside (where there's real dirt).

Virtual reality is not quite "reality" in the business yet, and we counted only two companies offering something like it. One, in the back room, was Reality Concepts, which has purchased the rights and jigs from the old VR-8 company, polished up their periscope headset quite a bit (nice job) and showed *Virtual Combat* on the screen (or rather, through the lens). We truly wish them luck with this, because we always thought this periscope concept had merit.

SNK is so proud of their brand new *Samurai Shodown II* update on



the original hit, they offered it in three different configurations: a cartridge, a conversion kit *and* in an upright. You can't call it a "dedicated" game because when you take the software out and peel off the *Samurai Shodown II* artwork, it's a Neo-Geo system!

The game itself has enhanced and quicker action, new characters and more depth than the original. And the company says the upright is "properly priced," so this sounds like a contender. SNK also showed five known Neo-Geo titles in their display, plus the new Zed Blade software that's available now.

Kaneko's got a video driving upright called *Great 1000 Mile Rally*

that's part of their system board line. The idea is to beat course records of 60 seconds to continue working your way up to increasingly difficult tracks. If you can't beat the clock, you inject another coin to continue.

Players choose from 12 different classical cars and select from 12 different courses. The firm says it's affordable and reminds operators that it's a system to be used for future games.

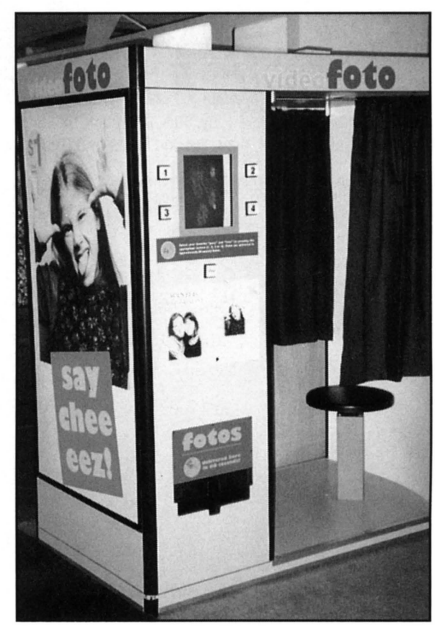
Sunsoft is testing the *Shanghai* game here and may have a kit available on it by December. This is a title that's been doing well on the Japanese video chart. They also showed a prototype of *Punky Doodle,* a cute *Pac-Man* styled item that's being tweaked. This company's been doing lots of home titles, but is now concentrating on coin-op.

And Grady Hunt was back with Atlus Software's *Power Instinct II.* The original did well in Mexico and Canada, he said, and he hopes this sequel will make its mark in the U.S. It's a "properly priced" horizontal kit (at least it will be when it comes out).

One of the success stories at Expo '94 may very well be the *Video Foto* booth shown by a company called Irata. This booth gives the player a choice of four poses, then imprints via laser printer his choice top choice on a clever sheet inside a printed calendar, newspaper articles and other choices.

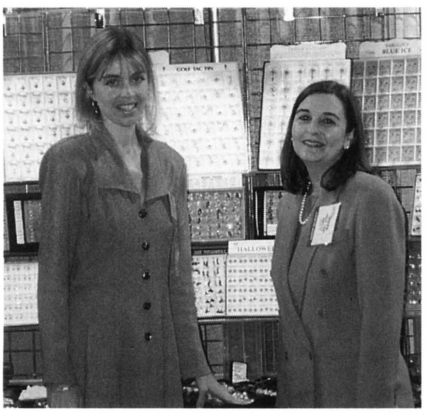
These letter-sized sheets are black & white and great fun to save or mail to a friend. And, it only costs the player a dollar! In addition, this company doesn't sell the machine...they run it on a revenue-sharing basis with the operator, who can either do the service or let them do it. It's Irata's first time at the Expo but we don't think it will be their last.

It pays to cover every square foot of an AMOA Expo!



The prize team at Prizes!, Mickie Priess, Jim Tucci and Sandra Oxhorn, show their collection of "Play Caps" for cranes, vending and redemption (lots of plush, too).

ALD Services (currently celebrating their 20th anniversary) had a fun, plush-filled Expo booth. At it are Sally Malchi, Rey Canchola, J.D. the clown and Alan Deutschmann.



RePlay's Carolyn Lokken checks in with Deborah Cherry at the Rebecca's booth, chock-full of redemption merchandise including an extravagant display of jewelry.

Introducing licensed merchandise for upgrading redemption centers are One Stop Redemption's Jaime Navarro, Charles Helmer and Tony Lawlor.

Jack Kelly of Ace/Acme with Shelley Fernandez-Katz and Linda Fernandez of 50th State Coin-Op. Ace/Acme shows their smaller Looney Tunes plush, due out in '95.

A stop in at the Plush-4-Play bulk pre-pack exhibit finds Jim Carrillo, Allan Ross (Leisure Games, Mass.), new dad Joe Bates and Greg (Games Unlimited) Stephens.

At Bonita Marie, with the firm's new watch crane kits & rainbow rotary kits, are Louise Welch & Paula Green (Rosemary Coin), Randy Chilton (Chilton Vend.) & David Katz.

Here's a whole bunch of nice folks with a whole bunch of great stuff (including seasonal merchandise) at the Oriental Trading booth. Among those pictured is Sondra Doyle.

HMS Monaco has an impressive display of licensed sports bags. Pictured: David Rubinstein, Ira Erstling, Rolland Elledge Sr. & Jr., Steve Schulman & Bruce Habor.

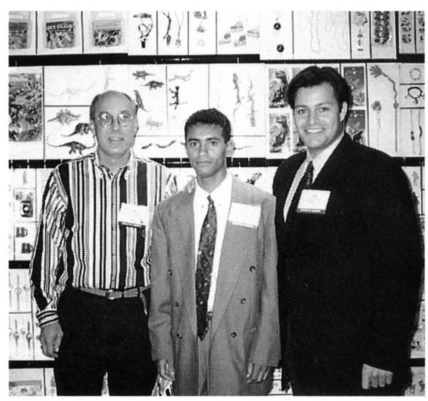
REDEMPTION MERCHANDISE ROUNDUP!

Fable Toy Company's Randy Siegel holds up B-Ball Bee and Aviator Duck, two new additions to his firm's lineup for 1995. Great display, great goods.

With an attractive line of nice merchandise for redemption centers/counters (like a TV/cassette recorder/radio) we find RMK Sales' Eileen and Howard Knobel.

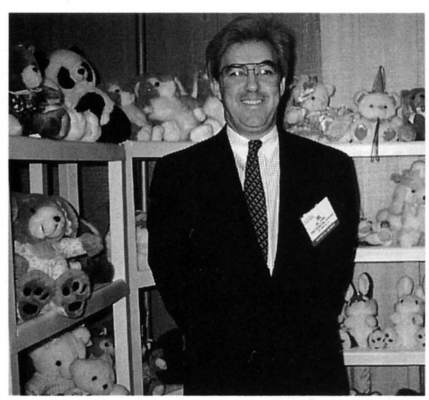
U.S. Toy's Anthony Geraci and Jeff Foster manned their company's San Antonio booth, happy to show tradesters their current lineup of plush & novelty merchandise.

Duzall's Richard Freeman and David Marcus show us their interesting redemption merchandise such as Pogs and their stress-relieving Spinner novelty.



At Brechner are John Montgomery (Sunshine State Amuse.), Luis Nunez and Brechner's Bob Tortorici with plush, big & small, including cute camels, unicorns, etc.

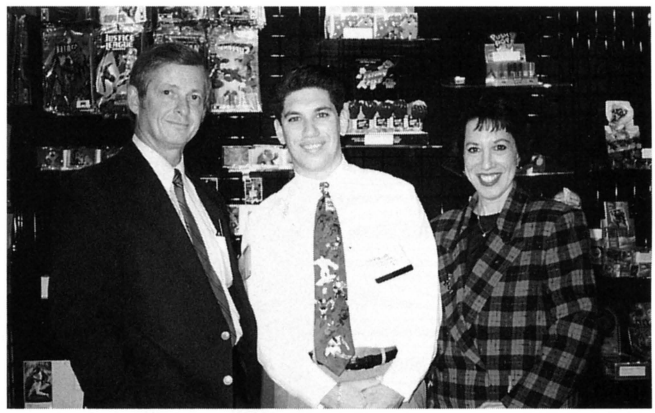
RePlay's Carolyn Lokken gets a good look at the cute stuff offered by J.S. Toys with the able assistance of John Nolan. She's holding a quality Sharpei dog toy.



Grand International Plush's Del Clark had a bunch of plush, as well as a bunch of smiles, for San Antonio convention attendees. Looks like he's having fun!

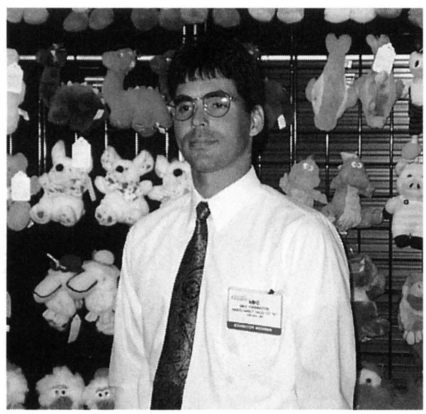
Dillon Importing had their own good lineup of redemption novelty merchandise. Elliot Schnitzer & John Stone donate their plush to the Salvation Army at show's end.

Plush Appeal had…yep…"appealing" plush. Right to left this time, we find JoAnne Jennings, Catherine & Daryl Fletchinger with friends Shannon & Terry Bell.



Play Ball! Cards & Novelties Allan Charney & Sharon Schraber with D&R Star's Dick Hawkins (l) and *Lion King* cards & plaques, Marvel Comics merchandise & pogs.

United Plush, headquartered in San Leandro, Calif., was at Expo '94 to show off their current plush. Pictured at their booth is Valerie Braband and cute gorillas.



Nanco/Nancy Sales's pro Mike Farrington was on hand to promote his company's plush selection. Nice array of goods in a nice display.

Our pal from Impulse Amusements Lydia Plescia stops in at the Steiner booth. With his company's bulk sticker and stamp vendors & merchandise is Marty Glucksman.

Jim Jackson and Joe Farley of Pachinko Palace (SoCal) stop in to see Hank Mackin at the Good Stuff booth. That's One Stop Redemption's Tony Lawlor at right.

Mickey Chen of Sunstar Industries (sister company of Promax) shows William Rivero his gift and novelty redemption merchandise including pogs, slammers & milkcaps.

Peninsula Vending offers all sorts of neat licensed stickers such as Looney Tunes, Star Trek, NFL and Disney. Showing the goods, Mike Applebaum & John Louvitakis.

ITBA Plush's Robert Elson, Sandra Garrett and Pat Avila happily showed their own collection of plush toys for coin-op tradesters. Nice, quality stuff.

AMOA AWARDS BANQUET

R.A. emcees social topper that's all roses, and Rita too!

The number of buyers and tire-kickers on the Expo '94 exhibit floor may have been thin at times, but Friday evening's Awards Banquet and Stage Show was packed. With the association's officers and directors in tuxedos joined by a huge cross-section of industry men and women also dressed to the nines, the Grand Ballroom at the Marriott Rivercenter Hotel was a glittering sight...an evening to remember.

AMOA president R.A. Green and executive director John Schumacher took turns at the microphone. Association heavyweights were presented on stage while honored visitors like AAMA president Steve Koenigsberg were recognized in the audience. And apart from the food (excellent) and the entertainment (also excellent), another reason some folks paid $100 a plate to attend the gala was to learn the winners of this year's machine and record awards balloting.

The big winner, once again, was Williams. It's Bally *Addams Family* won Most Played Pinball (third year in a row) and it's Midway *Mortal Kombat II* won Most Played Video Game in both the dedicated and kit categories. Perhaps most significant of all, its brand new *Killer Instinct* 64 bit video fighter was voted Best New Equipment (off all categories) by an on-site inspection of the goods on display at this year's trade show.

The Dart Game trophy went to Arachnid's *Galaxy*, the Jukebox plaque (once again) to Rowe for its *LaserStar* and the Pool Table "cue" was again accepted by Valley for the *Cougar* 6-pocket. Also once again, Dynamo won Most Popular Other Game (title change, please!) for its *Air Hockey* table, Skee-Ball took top honors in Redemption for its signature game and Merit scored a trophy for its *Pit Boss Supertouch 30* video in the Most Innovative New Technology slot. R.J. Reynolds (which had a booth on the show floor) won for best Cigarette Vending Machine Promotion.

Songstress Rita Coolidge took the mic to announce the Jukebox record winners. Meat Loaf's tasty 'I'll Do Anything for Love' gobbled up both Pop Single and Pop CD plaques. Alan Jackson's 'Chattahoochee' was voted Top Country Single and Garth

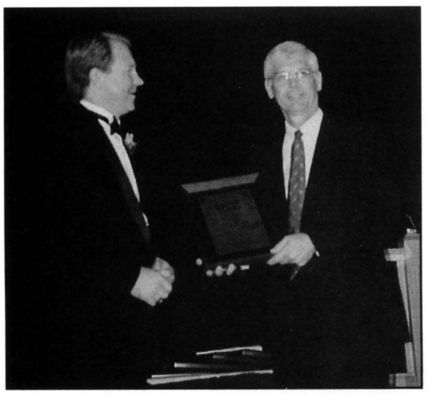
AMOA officers and directors assemble on stage for a toast to kick off Friday evening's Award's Banquet.

In one of his last official acts as president, R.A. Green (left) congratulates Williams' Ken Fedesna (center) and Rare Coin-It's Joel Hochberg for their *Killer Instinct*, voted best overall new game at the show.

Arachnid's *Galaxy* was on target as Most Played Dart Game. From left: R.A., Bill Ward, Marcio Bonilla and Sam Zammuto. "It's uplifting to know players and operators appreciate our efforts," said Marcio.

Past-president Clyde Knupp congratulates Tiny Weintraub (with his popular wife Selma) on winning this year's AMOA Merit Award. "Best high of my life," said the *Vending Times* founder.

Rowe's *LaserStar CD* once again won Most Played Jukebox. Accepting from R.A. are Jerry Gordon and Joel Friedman. The plaque itself became part of Rowe's exhibit booth the very next morning.



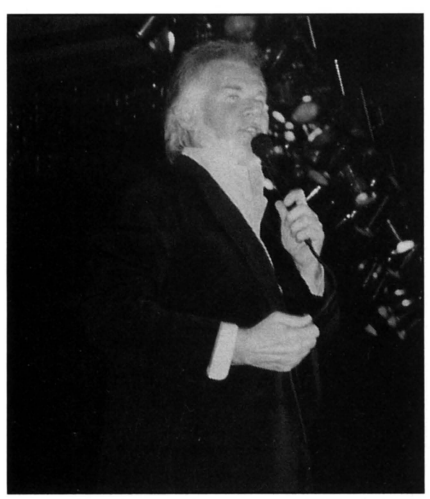
The much-honored Valley *Cougar* pool table was honored again, and accepting was new company president Dick Shelton who said "I'm going to give it to Chuck (Milhem, chairman). It's his 65th birthday today."

Billy Rickett (right) takes home another plaque for the busy Dynamo wall, this for *Air Hockey* as Most Played Other Game.

Brooks' 'In Pieces' was Top Country CD.

Top R & B Single honors went to Mariah Carey's 'Hero' and Top R & B CD to her 'Music Box' disc. The Latin CD of the Year award went to Gloria Estefan for 'Mi Tierra.' Male Rising Star honors went to Tim McGraw, and on the distaff side, to Toni Braxton. The Ace of Base was voted a Rising Star Award in the group category.

Both Jimmy Buffet and the late Marvin Gaye were inducted in as 1994 Jukebox Legends (sort of a Jukebox Artist Hall of Fame). Mrs. Jan Gaye sent a nice statement of acceptance, while Buffet sent a videotape of himself displayed on two huge screens, saying: "Jukeboxes, to me, are a direct link to what people want to hear and that's why I'm honored."



Superstar Kenny Rogers stepped out easy in song and patter and was really "one" with the operator audience at Expo '94.

R.A. Green is happy to present Merit Industries president Pete Feuer with the award for *Pit Boss Supertouch 30* as Most Innovative New Technology.

Rita Collidge listens as Tim McGraw's mother Betty Trimble accepts the Rising Star Award on her son's behalf, saying "this one is gonna hang on *my* wall!"

Other awards included three recognizing the best small, medium and large exhibits at the trade show, going to Mobile Records/*Street Beat*, Seeburg, and Bob's Space Racers respectively. And Morris (Tiny) Weintraub, founder of *Vending Times*, won this year's AMOA Merit Award. "After a lifetime in the industry and all the highs and lows that went with that, this is the best high I've ever had," said Tiny.

The hand-clappin,' foot-stompin' conclusion of the evening was the spectacular show (complete with lasers) put on by Kenny Rogers. Interfacing very comfortably with the jukebox audience, Rogers combined a lot of warm chit chat with a lengthy run through many of his familiar hits. Best of all came when his band struck up 'Lucille' and he let the audience sing the refrain rather than himself.

By almost every standard, this year's awards banquet was flawless...from the venue to the food, from the awards ceremony to Kenny Rogers (who made the operators truly feel a part of the music business). The only improvement could be if more jukebox award winners would show up, but that's really not probable. But nothing's perfect. If it were, we wouldn't need machine locks and slug rejectors, right? Good going, AMOA. You've got this affair down to a science!

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Swingin' and swayin,' the audience was in the palm of Rogers' hand (or, was it the other way around?). The night was yet another hit on Kenny Rogers' long string.

LOOKING AHEAD

state and national associations hail the new chief

The outdoor Garden Terrace at the Hilton Palacio del Rio was a perfect setting for both AMOA and MOMA (the Music Operators of Minnesota) to host friends, family and business acquaintances of Tami Norberg-Paulsen at a welcoming cocktail reception honoring the new national president during Expo '94.

Hot and cold buffet and open bar provided the refreshments, while the perfect twilight weather complimented the atmosphere as operators and wives from her home state and from around the country wished personal congratulations to the AMOA's first lady president since Leoma Ballard.

Tami, who would officially take the reins of command from outgoing president R.A. Green several days afterward, is far more than the pretty face that's appeared in national trade magazines and local newsletters for years. Her credentials from years of active work on behalf of both associations have been chronicled in this journal before. Suffice it to say she's savvy, fair, forward-thinking, and one very skilled route operator.

The party brought out a who's who among the nation's jukebox and games operators, from past presidents of AMOA to Minnesota route and arcade people who've known (and sometimes competed with) her for years.

The party may have been thrilling for Tami and her many friends, but if you wanted to see a couple of folks busting their buttons with pride, you needed to look no further than her parents Marlene and Harlow Norberg. And we can also expect that the family's late patriarch Clayton Norberg was looking down with pride as well as Tami Norberg-Paulsen raises the status of one of the industry's first families to new heights.

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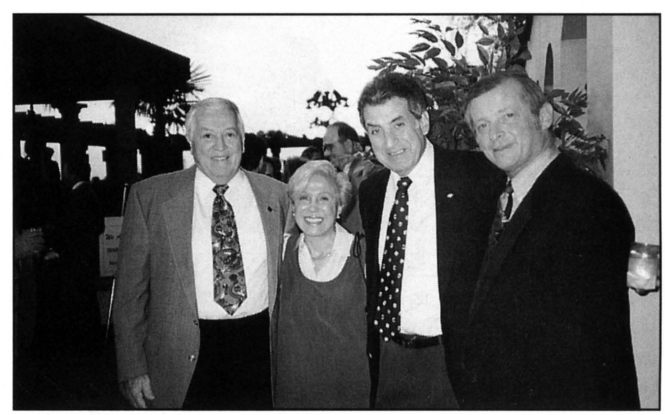
Tami Norberg-Paulsen and husband Brian Paulsen among the crowd of well-wishers at her Palacio del Rio reception.

AMOA past president Craig Johnson and wife Jana were among the notables there to hail the new chief.



Out by the entrance to the Garden Terrace are (from left) Bob and Geri Nims (New Orleans), Chuck Milhem (Valley chairman) with prominent Minnesota operator Dick Hawkins.

GOING TO THE WALL!

Rowe AMi previews wall-hung jukebox; shipping next March

Rowe president Jim Gang makes pals with "Eddie" the golden eagle at the Rivercenter where the company's first wall-hung jukebox (to be called *LaserStar Eagle*) was previewed for his dealers.

VP Joel Friedman shows "Eddie" the eagle what a jukebox distributor looks like as some wary dealers get set to duck if "Eddie" decides to take a spin.

During Expo '94, Rowe AMi gathered its distributors in a closed room at the Rivercenter Hotel to do something different from their normal style: they showed a pre-production model of a wall-hung phonograph that's a complete *LaserStar* jukebox needing only external speakers.

To be called the *LaserStar Eagle*, the machine has the same amp, page-turning title concept and CD player as the company's floor models. They've had wall-hung selectors before, but this is their first such product that could play the discs as well.

Around 150 people were permitted to see the machine viewing, and reaction was quite favorable. Rowe's executive VP Joel Friedman said two years of research and design went into it, with many previous comments about wall-hung music boxes from operators here and overseas factored in.

The *Eagle* has great eye appeal; it's modern yet "jukey" with lots of color and play-me attraction. The unit shows 8 pages at a time in turning fashion, has both coin and bill acceptance, and many of its components are interchangeable with Rowe's floor model *LaserStars* (which remain the company's staples).

Maintenance is simple. An easily-removed front door allows access to the amp, title rack, player and other components. In fact, the door should be removed during installation (all mounting hardware will be included with the shipped machine). The final unit will be sized and positioned on the location wall in such a manner as to preclude anyone sliding a table under neath.

The *LaserStar Eagle* will make its official debut at the March ACME show and begin shipping to distributors right afterward. "When it goes out onto location," said Friedman, "operators and location owners will learn this is not a machine where the glamour will wear off in two months. This is a keeper...a product of tomorrow, if you will."

During the meeting, the distributors got a kick seeing Friedman holding a rather large golden eagle on his arm. The proud creature looked fairly tame, but when he stretched his wings, folks close by could feel the breeze. Rowe reportedly will make some sort of contribution to an eagle conservation fund.

In other news, the long awaited Rowe karaoke kit that attaches to all *LaserStar* machines containing their CDM4 mech will be available to distribution toward the end of this month (that means from about the middle of the Model B run forward).

NOSTALGIA AT EXPO

tales of the trade in bygone years shared by deans spark a marvelous Century Club meeting during AMOA

Century Club president Steve Kordek welcomed nearly 30 trade veterans (including some new members) to his Expo meeting held Friday afternoon of the San Antonio show). The room and refreshments were courtesy of Dynamo.

How'd you get into this business and how long are you in it? So went the general question at the start of the Century Club International get-together in San Antonio's Convention Center Sept. 23rd, and the responses provided delightful fun, some ribbing and a lot of history for the 28-odd "deans of the industry" in attendance.

The Century Club, originally open to that rare breed of veteran with 50 years of trade experience under his belt, has been expanded to welcome all with 25 years or more. And the change showed, with a heavier-than-usual attendance for the group and the promise of even more fellows (and perhaps more ladies) at future gabfests.

President Steve Kordek (who's assisted in gathering the clan at national trade shows by his vice president Jim McNeeley) welcomed all and immediately started the "countdown." One of the two "oldest" veterans (in experience, not age) stood tall to say he's got 60 years "so far." It was Marty Bromley, the international success story (and a founder of Sega) who said he started out operating in California. Nick Fokakis, Mississippi Route; operator, also said he's got 60 years.

Nick Fokakis (Pal's Music, Hattiesburg, MS) stood during the "countdown" to note that (like Marty Bromley) he's also got 60 years of industry experience.

Sol Lipkin (a 50-plus vet) recalled the days immediately after the war (the "big one") when shuffleboard was launched and the 22' length (long a standard) was decided because that was all that would fit in a truck. "Those were marvelous times," Sol said. "I went all over the country getting leagues together. We sold a ton of shuffleboards in that time window until Lynn Durant came out with the *Shuffle Alley* around 1948, 1949."

Kordek himself remembered those *Shuffle Alley* days well. "When Lynn brought that out and the thing started going crazy around the country, you couldn't count the number of trucks on line at that United factory Calif-

Marty Bromley (standing at rear, left) told the folks he thinks his father brought the very first pingames to New York. Marty himself helped bring Sega to the business.

Sol Lipkin (seated center in the light jacket) reminiscences about shuffleboards, which he's still selling for American International Shuffleboard. Sol could never count up the miles of wood he's sold over the years.

ornia Ave., which, by the way, is the home of Williams in Chicago today. He built hundreds every day, and the guys would be loading them up while Lynn collected payments in cash. That's what he did," Kordek laughed.

In between the story sharing, members helped themselves to an open bar and noshies which, along with the room, were provided by Dynamo...one of today's most popular brands of 6-pocket pool tables that wasn't even a gleam in the eye of its founders Bill Rickett and H.L. Coats when Millie McCarthy legalized pool tables in New York State locations.

Millie (the only lady present, though "plenty of lady" all by herself) recalled those days saying "somebody took out the work 'bumper' in front of 'pool' and the bill went right through and across Gov. Rockefeller's desk and 6-pockets were legal!" There was a whole lot more to that as many know, like neutralizing Rep. Carlino through some political networking.

Millie also shared the time she got cub *Cash Box* reporter Ed Adlum out of trouble with the law in Lake George, NY after the latter was caught napping with an open bottle of Bud in his car, but you hadda be there to hear it 'cause we're not gonna repeat it!

Fred Collins, a most prominent route and arcade operator in the Carolinas (and elsewhere?) told the crowd he marked his 50th year in the business at this very show. "Fifty years ago, I was sent out as a kid to collect some machines, and I'm still collecting!" he declared. The place howled.

Lots of other guys shared. One oldtimer, after his third (fourth?) trip to the bar, said "what the heck, I ain't driving!" Stan Levin and Herb Perkins interrupted a lot, which is a club tradition by now. Kordek thanked the trade papers for publicizing the meeting and "club busybody" Adlum went out to visit the can and never came back (he had to run over to the Rivercenter Hotel for a Kenny Rogers photo shoot).

Among the Century Club members who shared their experiences (or simply enjoyed others' stories) at their meeting during the Expo were: Millie McCarthy (the only lady), Chuck Milhem (celebrating his 65th birthday), buddies Bob Jones and Bob LeBlanc, former AMOA presidents Gene Urso, Russ Mawdsley and Fred Collins, Marty Bromley, Bob Rondeau, Sol Lipkin, Nick Fokakis, Charlie Pantieri, Don Maloney, Stan Levin, Herb Perkins, Ernie Barberio, C.W. Hardwick, K.C. Schwartz, Mike Levin, Howard Harkins, Dock Ringo, Tiny Weintraub, Ed Adlum...and, of course, club officers Steve Kordek and Jim McNeeley.

Watch for announcement of their next meeting (time and place) during the spring ACME show in Reno. And remember: you only need 25 years of industry experience to join the Century Club International now. They want to see you show up and they want to hear your story. ◆

MERIT-ORIOUS MOMENT

Pennsy gamesmith honors top dealers during Expo bash

German distributing patriarch Hans Rosensweig accepts Merit honors for top international sales. Hans got a similar trophy from Williams at that company's awards banquet the night before. From left: Merit VP Dave Myers, Rosensweig, Merit president Pete Feuer and his domestic sales manager Dan McAllister.

Merit Industries' marketing people put some nice spice into their hospitality party at this year's convention by taking the occasion to publicly recognize their top distributors at a brief but welcome ceremony amid the hubbub of a traditional Merit reception.

Germany's Nova Apparate and America's Green Games, American Vending Sales, Birmingham Vending and Connecticut's T & M Distributors were presented with some handsome trophies in recognition of their marketing efforts on behalf of Merit's products.

Merit itself would win the AMOA Award for Best Countertop Game at Friday evening's association gala. Congrats to all whose luggage was a little heavier leaving Expo than when they arrived. Here's some snapshots:

The 1994 Dart Award went to Green Games. That's Royce Green at left, Ed Cermak with the trophies (yes, Green won two).

Gary Gouse and Charlie Caplan (at left) nailed the Countertop Award. Charlie's tie should have gotten its own award.

A domestic achievement award went to American Vending, and Dan Clarton (l) happily accepts it.

Tom, Mike and Dan Riquier of T & M Distributing with the Merit brass showed there's plenty of action in the Nutmeg State. Their award recognized their sales increase with Merit games.

WILLIAMS' WINNERS

the "hot" line calls up top dealers at convention confab

Betson Enterprises sales hitters scored trophies for Top Domestic Sales. Accepting the honors from Joe Dillon (the Garth Brooks lookalike) are Tom Faranda, Bob Boals and Rick Kirby.

Cleveland Coin won a Sales Achievement Award at the Williams bash. From left: CleCoin supremo Ron Gold, Roger and Joe Quadri (Switzerland), Ingrid Adlum *(RePlay)* and Herman Fox (CleCoin).

Joe Dillon greeted dealers as they arrived at the La Villita, like Lieberman Music's popular Steve Lieberman. The upbeat atmosphere here was complemented by superb weather.

Williams, with its Bally and Midway brands, has been the "hot" product line for many key distributors, so it's extra special when that factory cites certain dealers for sales excellence. Such a award ceremony was the highlight of Williams' Expo '94 meeting, held the night before the show opened, at the La Villita Assembly Hall.

Nova Apparate of Germany won the Top Exporter Award (representing all Williams product). Domestically, Betson Enterprises took the trophy for top sales. Also honored for special achievement were Greater Southern, Shaffer, State Sales, SunBelt and Cleveland Coin.

Following the awards, Williams' Joe Dillon launched into a description of the product his dealers would see on display in the Convention Center the next morning. Their *Killer Instinct* video would go on to win the AMOA's award for best overall new game at the Expo. Their two new pins (*Corvette* by Bally, and *Road Show* on the Williams label) were each given the royal treatment.

Previously-released product that's still selling was also touted, like *Revolution X* (with its tournaments) and the *Cruisin' USA* driver lineup (the big full motion simulator is now shipping, Leslie Ross told us). Dillon also stepped out to sell something else: dollar play.

"Every one of our games on the show floor has a bill acceptor on it," he began. "Not only are we at war against quarter play, we've got to begin setting games on dollar vend. The place to begin the 'attack' is at the 21 and older market. These people are not going to be intimidated by the cost, not when they're paying three, four bucks a beer," he declared.

After the presentation, the dealers relaxed over cocktails, a buffet, and live music that was enjoyed by passersby as well as the coin-op crowd. Swell party (nice games, too).

Freddy's BACK!

and Gottleib's got him...in a new pinball; Premier Technology flips over horror hero

Your local arcade or street location becomes a chilling, thrilling chamber of horrors as the infamous Freddy Kreuger returns to steal your soul (not to mention your quarters) in *Freddy: A Nightmare on Elm Street.* Based on the hit film series, it's the latest licensed Gottlieb flipper from Premier Technology.

The firm calls this one "our most interactive game ever." A 3D model of Freddy's hideous head and face (with moving mouth) challenges the player from first ball to last, issuing taunts from his perch at the top end of the playfield. He can even spit out the ball at times. Freddy invites players to enter the sliding boiler door by timing the plunger shot. From there, the player can enter a series of nightmares. The object of each "game within the game" is to kill the evil Freddy...but (as moviegoers the world over know, and pinball players will soon learn) Freddy won't stay dead for long.

Freddy is a perfect subject for pinball. He's already one of the most best-known horror movie characters since Frankenstein, with more than 50% of Freddy's film audience is between 18 and 24 years old. The first six "Freddy" films earned over $210 million in U.S. box-office receipts; video sales have generated another $90 million domestically. The seventh "Freddy" movie arrived in theaters last month, just as Premier was unveiling the pinball at AMOA Expo. Congratulations to Premier for such wonderful timing!

The game's designers have captured the spirit and dark comedy of Freddy with digitized film footage, audio samples recorded from the "Nightmare" movies, and specially recorded dialog by "Freddy" actor Robert Englund, who visited the factory in Bensenville, Ill. to put his voice on the pinball soundtrack giving game instructions. Players can collect "Kruegerands" and shop with Freddy to purchase souls, activate multiple pinball play, or save up and buy their way into "Dream Warrior" mode, in which players can earn hundreds of millions of points.

Unusual features include a "glove flipper" which knocks the ball off a ramp and back into the main playfield. Players activate this flipper by sending the ball into a mystery hole. Of course, the game wouldn't be complete without Freddy's signature "claw save," which slices between the flippers from beneath the playfield and keeps the ball in play.

The Gottlieb mark has been around since 1927, standing for quality and reliability...so as Freddy would say, operators can install this one and then retire to "Sweet dreams!" Contact your authorized distributor for more information...if you dare.

ASSOCIATIONS IN ACTION

ROCKY MT. HIGH

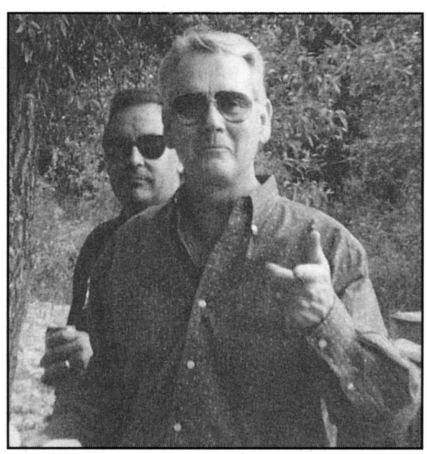
INTER-MOUNTAIN OPS HEAD TO THE UTAH HILLS

Vending folk check out the bunkhouse at the Blue sage Ranch. A delicious BBQ was real star attraction.

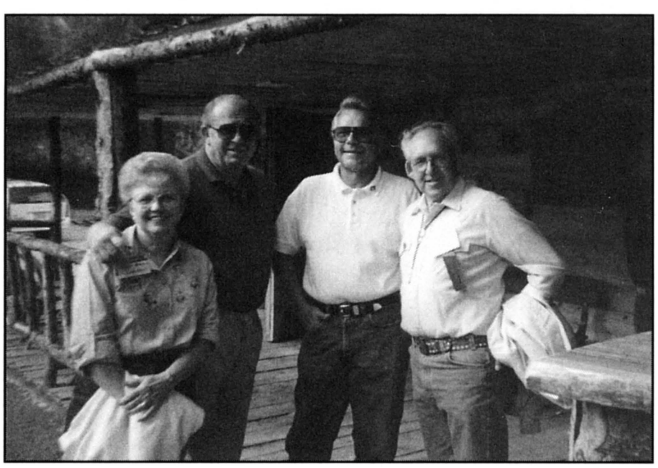
Late in June, members and guests of the Inter-Mountain States Vending council enjoyed three fabulous days of fun in the clean air just outside Salt Lake City. Since it was their convention, they also conducted some business (things are pretty stable in Utah, Wyoming and Idaho...the territory this council covers).

The official meeting place was the Prospector Square Hotel out in the mountains in Park City, UT about 20 miles east of Salt Lake. During the meeting, Jeff Inglis (Boise) was elected their new president. But golf, biking, shopping and socializing was the big order of the weekend.

And the big highlight came Friday evening with a group trip another ten miles into the hills for a barbeque at the Blue Sage Ranch. Nearly a hundred tradesters made the weekend and we'd guess that most visited this beautiful spot. Here are some snapshots from the council's event.



In the photo at right, Dick Atnip says "don't I know you?" to the cameraman as he and a friend get ready to join the chowline.



Dave Hall (Rowe) & Kent Larsen (Struve) are flanked by friends Dorothy & Tom Holdaway (Continental Baking Co.)

At the Blue Sage (left to right): Dave Hall, Jonnie Inglis, Kent Larsen & new Inter-Mountain prexy Jeff Inglis.

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NICE TIME UNDER BIG SKY

MONTANA CROWD HITS THE GREAT OUTDOORS

They did hold some serious business discussions during their July 22-23 summer meeting in Helena, but the lasting memory for the Montana Coin Machine Operators Assn. lads and ladies was a bus trip up to the fabulous Gates of the Mountains...the gorgeous recreation area formed by a dam across the Missouri River.

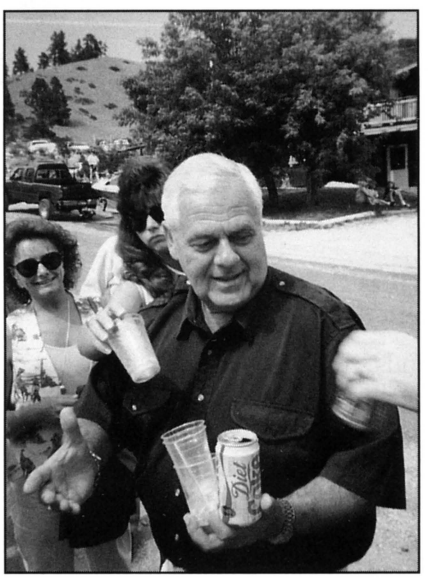
Association president Clint Lohman (now in the final half of his two year term) and staff should be commended for the convention in general and the trip to the Gates in particular. After a boat trip there, the group settled down to a cookout at the Gates of the Mountain Lodge.

Apart from this, the Montana meeting heard an informed discourse on the state's gambling matters from Janet Jessup (things are stable at the moment) during their business session at Jorgensons Motor Inn. The agenda also included golf at the Green Meadow Country Club. Here are some snapshots from the event.

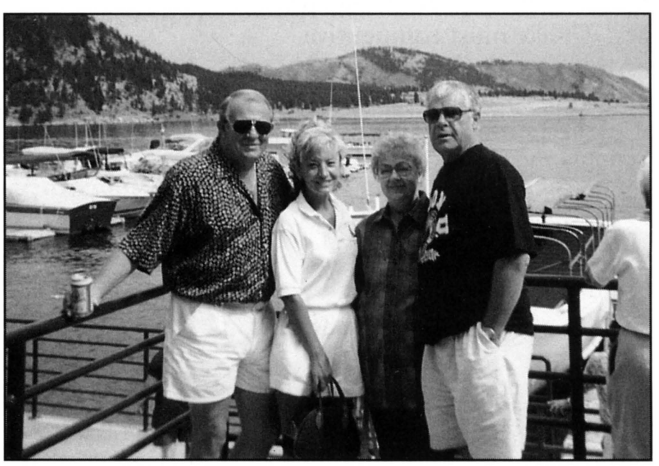
All aboard the boat for a looksee at the Gates of the Mountains...a portion of the Missouri formed by a dam.

At left, enjoying refreshment inside the Gates Lodge are Jeff Flatness, Saundra McKome, Dino & Mike Eide.

Pictured at right, former AMOA prexy Jack Kerner looks like he's been assigned to police call, and taking it all in stride.



Getting used to the air up by the Gates are: Mr. & Mrs. Jack Kerner (out from Mass.), local ops Carla & Phil Benson with Rowe's Dave Hall.



That's Dave Hall again with Linda Armstrong, Jackie & Stan Larsen (Struve) and the back of Jessie Bakers' head?

DISTRIBUTOR

PROFILE

The Operators Distributing staff "down home" at the Archdale, NC office. Top row (from left): Jeff Douglas (parts & service), Tiny Floyd (delivery), Klister Moore (service), Dickie McCannell (sales chief) and Mike Vertefeuille (service topper). Center: Steve Henderson (owner) and Bob Hamilton (sales). Office ladies at bottom (from left): Marti Langston and Amy McSweeney. Salesman Jim Nesbitt is missing from the staff photo.

"THE HOUSE THAT OPERATORS BUILT"

OPERATORS DISTRIBUTING COMPLETES FIRST TEN YEARS IN BIZ; STREET SPECIALIST NOW EYES ARCADE & REDEMPTION NITCH

Steve Henderson's place of business is called Operators Distributing, Inc., so there's little confusion about what it does. There's nothing ambiguous about the man who runs it either. He's a twenty year veteran of the coin machines business who spent his first ten learning about operating and about distributing at other companies and the next ten putting that knowledge to work at the North Carolina dealership he set up in January 1985.

Henderson is a man of quiet confidence who is culturally "one" with his operator customers. They work the coin-op craft in a part of the world where the beer tavern is the primary location...where pool tables, jukeboxes, pins and darts are the staples and the blue collar class the player base.

Henderson knows his own particular craft (distributing new and refurbished machinery, fixing equipment and installing video kits) and he knows the operator's as well. He even knows all about the bar business, having worked several years for a beer distributor (he even owned two bars himself in his pre-industry days). With that kind of background, Steve Henderson is one of those industry fellows who "steps out easy" in his business dealings.

Operators Distributing, Inc. is located on Old Thomasville Rd. in a section of Archdale, NC that was formerly a part of High Point. The town sits about 90 miles southwest of the state capital at Raleigh and close by the cities of Winston-Salem and Greensboro.

Nine full-timers and one part-timer (office clerk and Henderson daughter Amy) work at a place best described as "down home". They don't have a "showroom" per se because that area is usually full of equipment coming in for repair or ticketed and ready to be picked up. When operators need to inspect new goods, a model can be rolled out from the back or visited back there.

Besides representing such exclusive lines as NSM jukeboxes and Dynamo tables, they share some other cream lines (e.g. Arachnid) with some other dealers and also job a lot of new equipment in for their customers. While about 65% of the company's sales are in new goods, the balance in reconditioned equipment is important to this dealer and its customers.

But before talking any more about "today", let's look at the background of

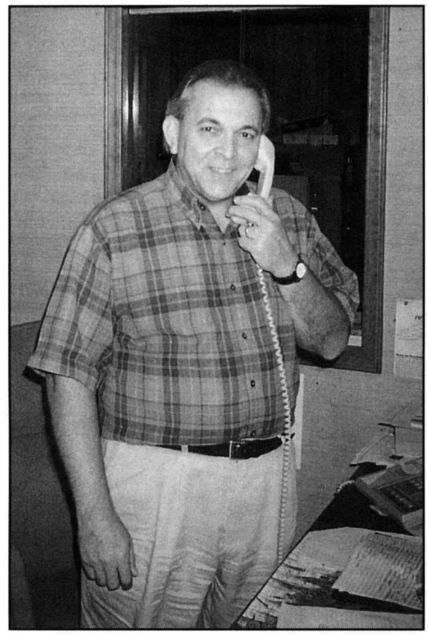
DISTRIBUTOR PROFILE

the boss whose company has created and filled a viable nitch in this region where operators have never had to go "back to basics" when the original video boom dropped dead in the early 80's, because they never left them.

Steve Henderson grew up in Kings Mountain, a town close by the South Carolina border and about 30 miles west of Charlotte. Early in his working career, he logged four years as a road sales man for the Rucker Wholesale Co. which represented the Joseph Schlitz Brewery in that part of the world.

In the middle 60's, he bought and ran a pair of beer bars, which he describes as "jumpy joints. When the sun went down and the neon lit up, you started shuffling your feet." Henderson has fond memories of those days, but now that he's "more settled", is kind of glad to be on "our side" of the bar business.

He left Rucker in 1975 to work for Mathews Amusement Co. Duties included moving equipment, setting locations and pitching new accounts. "After all those years with that beer distributor, I knew every bar in three counties, so I didn't need a map to find those places," he recalls.

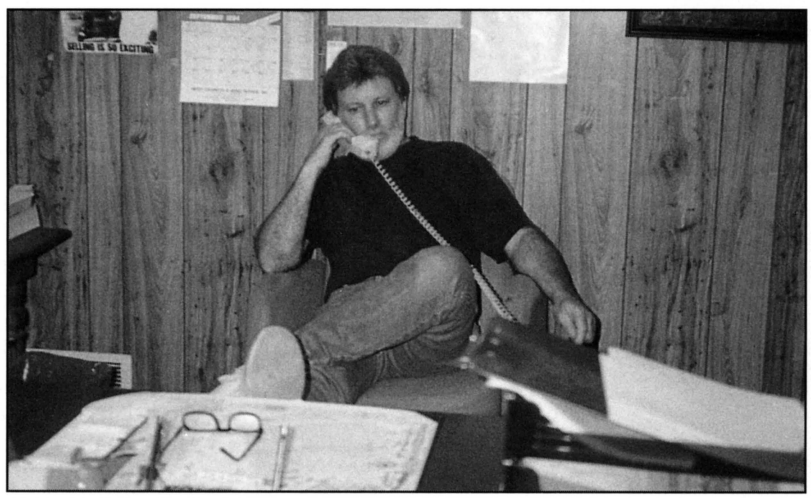


The captain at the helm: Steve Henderson putting a deal together on the phone with one of his many customers.

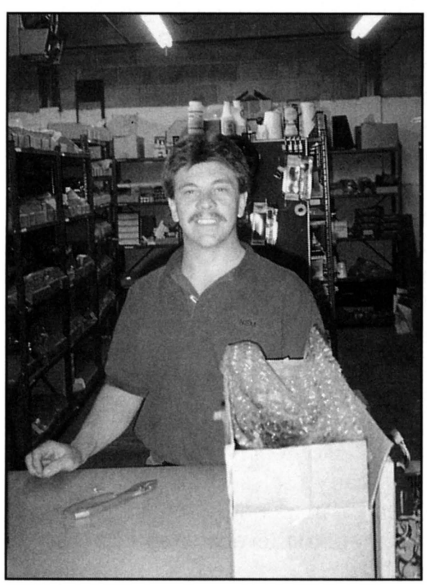
Henderson eventually went into equipment repair at Mathews and became quite skilled on electro-mechanical pieces. "But when those first electronic pins started coming in, I tool a look inside, scratched my head, and said I'd better start doing something else," he laughs. So he took a job with a small machine distributor for a few months and then landed the branch manager's position at Palmetto State Distributing's Raleigh office.

In mid-1983, he left Palmetto and headed south to Shreveport, LA to outfit the new Southwest Vending office there. Southwest's owner Johnny Gatens had purchased the old S&H Distributing building from Bossy Hughes and brought Henderson on board to turn it into a first line outlet. That accomplished, Henderson was reassigned to Southwest' Oklahoma City office (Gatens eventually sold the Shreveport facility to Tommy's Novelty Co.).

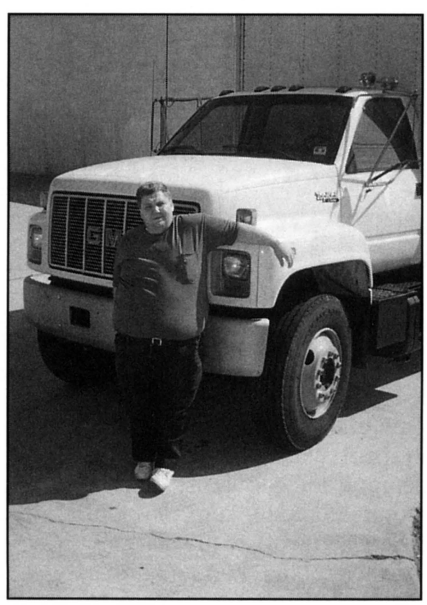
Henderson spent almost all of 1984 in Oklahoma, but he and his wife Mary eventual-



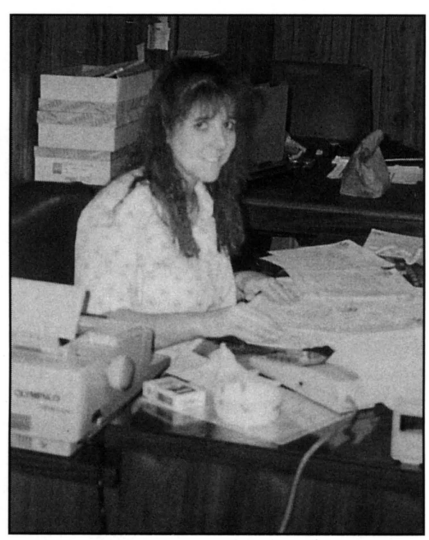
Dickie McCannell, with 26 years of sales & administrative experience, doing his "magic" on the phone in his favorite selling position.



Jeff Douglas is all ready to accommodate any and all parts needs. "Without Jeff, our ball could not roll," says Steve Henderson.



Tiny FLoyd, "Mr. Delivery", is punctual and a favorite with their customers.



Meet Amy McSweeney, one of Henderson's three daughters, hard at work in the office while expecting her first bundle of joy in December. Amy helps with the phone and with day-to-day administrative duties.

WINNING COMBINATIONS

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FEATURES

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- Targets Flash When Hit
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- Strong Safety Enclosure
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- Adjustable High Score or Free Play for Tournaments
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- Elevating Ramp Ends Game Play

OPTIONS

• Bill Acceptor • Ticket Dispenser

CANDY SHOP

FEATURES

- PLAY UNTIL YOU WIN
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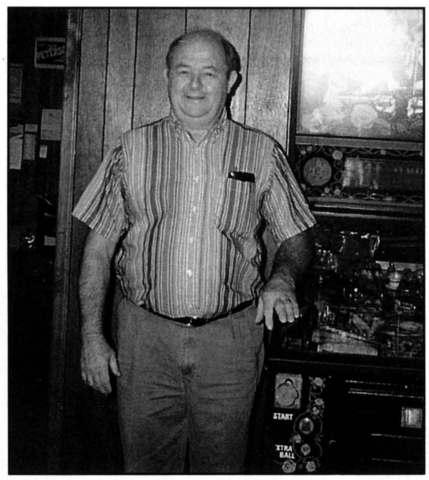
DISTRIBUTOR PROFILE

ly got homesick for North Carolina. After serving "apprenticeships" for both Harold Mims (Palmetto) and Johnny Gatens (Southwest), he felt he was ready to go into the distributing business himself. Besides, the Hendersons had three little girls by now and they wanted to bring them up in the green mountains of Carolina where the family's roots were planted.

GOING HOME

With the support of his old employer Shorty Mathews, Henderson started Operators Distributing in



Salesman Bob Hamilton has 27 years experience and a wealth of knowledge in both new and used quipment. Bob's been calling on operators since 1969 and they look foward to his frequent visits.

Gene Petty of Leisure Time Amusements (Winston-Salem) looks like he's being double-timed by Dickie McCannell and Bob Hamilton in the Operators Distributing showroom.

space he rented at Tom and Janie Goldberg's old MVS route headquarters in Greensboro. Within months (actually May of 1985), he moved the new company into the building they occupy today. One of the first products they offered was the video conversion kit.

In those days, the "first line" distributors were still uncertain how to approach the video kit. It was an industry, after all, that had been defined by the dedicated game. But the video boom had ended several years before, a depression of sorts was on the trade and kits began to evolve from a "temporary solution" into a viable type of product. Operators Distributing was there with some of the best.

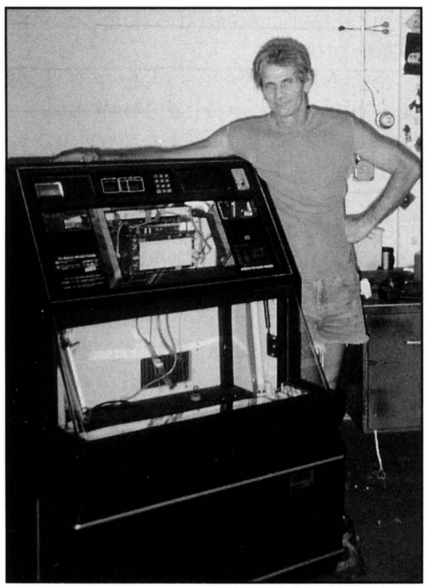
They did solid business with such as Konami's *Super Basketball* and *Yie Ar Kung Fu,* Romstar's *1942,* Memetron's *Mat Mania* and a bunch of others. The new dealership caught the notice of Rus Strahan at NSM who awarded Henderson his first exclusive line (and the status that came with that). They've been big NSM sellers ever since.

Besides Henderson, only salesman Bob Beasley and office girl Toni Blair worked at the new distributorship in its infancy. Beasley is now with a North Carolina route and is a customer at the dealership he helped get going. Randy Blair came along for a while in parts and service and Eric Marshall helped them out in the technical department. Both have since left the company.

As time went along, more product lines were added as were more permanent personnel. Jeff Douglas (today's parts manager) has been with the firm around nine years. Salesman Dickie McCannell (who originally came from Brady Distributing) has eight years and Mike Vertefeuille (service manager) has around seven years under the tool belt.

The face of the operating community down that way is largely set, with the

Courtyard of Operators Distributing. The place is convenient for easy pickup and delivery.



Klister (the Blister) Moore installs kits and is considered by Henderson to be a top notch cabinet spruce-up man. "He can put the 'blister' on any machine you bring in for repair."

Marti Langston works with Amy McSweeney in the business office of Operators Distributors. She's in charge of all bookkeeping functions and helps out answering the phone.

better locations served by the more established routes. Says Henderson: "I don't know of one town in this territory that doesn't have one oldtime operator who doesn't know how to bang the streets." Many customers, in fact, have been in the route business there 50 years or longer.

Newer operators, of course, made their points along the way and added ginger to the region's trade. And while the beer tavern stands at the top of the location "chart", lots of non-licensed sites like pizza places and C-stores "fluff up" the route complexion in the territory.

Henderson thinks it's more important than ever for the operator to spread his wings past the tavern stop today and diversify. Activity in game rooms and redemption centers has been curving up (as have their sales of ticket games). The state's D.U.I. law (.08) is the core issue here and police enforcement, backed by the courts, is hurting.

"Mothers Against Drunk Driving is very active here," Henderson says. "They monitor every courtroom in North Carolina, and if a judge turns one or more lose, M.A.D.D. will remember that in the next election and they're a very powerful lobby."

A great hedge against lost players in the taverns came with the pool and dart leagues down that way. "They've been one of the saviors of the bar business here and across the country," Henderson observes. "We've helped put seven operators into leagues so far and participated in a big Arachnid regional last October over in Fayetteville...the first big dart event in the state."

Pool, darts, pins and phonographs provide the backbone of the region's amusement routes. With some exceptions, video as a class is not a huge factor at the moment (Henderson, like others, is awaiting that "big street video" to come along). Video poker, however, is a factor. Though Operators distributing has traditionally shunned selling 8-liners, they do sell the poker redemption pieces that have been legal there since last December. Some of these games send out tickets, others need the location to read the credits won. The idea is to give away up to $10 in merchandise (no drinks or cash).

People in the route business, in general, do work very hard, Henderson says. So do Steve and his employees. Besides running a day-to-day distributorship, Henderson, McCannell and their newest road salesman Bob Hamilton like to hit the road to visit their customers in the field. These are learning trips as well as selling trips. They are also "bonding" visits with a lot of customers who really enjoy the company of the guys from Archdale, and the feeling is mutual. Another industry veteran, Jim Nesbitt, has also put countless miles in visiting vendors, but has been ailing of late and has cut his activities down.

Many sales, of course, are also

Mike (Mr. Wizard) Vertefeuille patiently & competently handles service needs. "He puts in countless hours repairing equipment in an expeditious manner in order to get that equipment back onto the street to take in those quarters."

concluded in the Archdale headquarters. "The people like to shop here," says Henderson. "They have a trust in us that's been built up over ten years now. They know I can't afford to sell them a bad piece of equipment. They can't take the hit and I sure as heck can't either. So, just like our customers, we're very selective in our own buying," he added. (By the way, Operators Distributing is a strict dealership owning no routes "on the side".)

On the family side, however, the company is more of a family business than many dealerships. Jeff Douglas, for example, is married to Steve and Mary's daughter Gina. Part-time company clerk (and daughter) Amy and her husband Brian McSweeney are expecting their first child in December (Gina and Jeff gave the senior Hendersons their first grandchild four years ago when little Amber came along). Youngest daughter Shelly, a recent graduate of Gardner Webb University, is not in the business but out working with mentally handicapped teenagers in the state's group home program.

Steve Henderson's pleased he took the "high road" in High Point and became his own boss ten years ago. "Originally, I figured if I survived the first year and made it through the industry's depression we'd have smoother going. I'm grateful that our work paid off. This tenth anniversary is very satisfying," he smiles.

Any complaints? Really only one big one, and that's directed at operators who don't belong to the states' NCAMA association. "Every year, some revenue-raising thing is presented to the general assembly," he says. "You've got to contribute dues money to the association at the very least, and if you can, you should put in some time and effort helping the group with its various causes. You know, we still have a $15 video stamp in this state. Do you think it would only be $15 if it wasn't for the association?" he asks.

About the present business picture, Henderson's come through a "long summer" like so many others, but enjoyed a good August in sales and has expectations of a good fall. A lot of that, of course, depends on the earning power of the new goods going out after the AMOA Expo, and those cash box reports from both in and out-of-state will be duly monitored by the Operators Distributing people and reported fairly back to the local buyers as the weeks go along.

Looking back, Steve Henderson says he has a load of people to thank for helping make these ten years possible. There are Shorty Mathews, Harold Mims and Johnny Gatens. There are the employees past and present. There are suppliers like NSM and Dynamo. There are all those seasoned oldtimer operators, plus some newcomers on the learning curve.

And then along comes Mary, the wife of 32 years who's been singularly supportive and Steve Henderson's charming companion at trade events. She even attended a JAMMA show with Shorty Mathew's wife Chris courtesy of Capcom for Operators Distributing some years back. *RePlay's* congratulations go out to one and all at "The House that Operators Built," as Henderson has called it, on its first successful decade. ◆

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MAVERICK DRAWS AN ACE

new Data East pinball is based on hit summer movie; game debuted at AMOA Expo

"My daddy told me..." If that's a line you recognize, you already know the title of the next game from Data East Pinball. That, and many other slightly bent homilies, got cardsharp cowboy Bret Maverick out of more scrapes than a gun ever could. From 1957 to 1962, James Garner swaggered across the TV screen in a role that made "Maverick" perhaps the most charming of all TV series Westerns.

Flash ahead to 1994: Hollywood agrees that "Maverick" is irresistible...and so does the movie-going public. The Warner Bros.' movie version of "Maverick" has grossed over $100 million in the U.S., making it one of this year's biggest films. In the movie, the title role is played by Mel Gibson — America's most popular male movie star according to the Gallup Poll. Two-time Academy Award winner Jodie Foster and original "Maverick," James Garner, round out the leads.

So what makes "Maverick" a good title for a pinball machine? According to Gary Stern (Data East Pinball's executive veep and general manager), "It's got the four C's: cards, cowboys, country music and classic title!" Gary explained: "Cards are always a popular pinball theme for any location — arcade, street or tavern. Cowboys? Westerns are riding out of Hollywood like never before with stars like Costner, Eastwood and Gibson picking up where Cooper, Wayne and Fonda left off. Country music is more popular today than ever, and classic titles always draw attention. 'Maverick' is a classic and so are cards, cowboys and country tunes. Believe me, this game is a classic!"

With the *Maverick* pinball, Data East will be showing a few cards they've been hiding up their sleeves: like a "high-definition, high-quality" wide screen dot-matrix display. The new display is 75% larger than similar screens on other factories' pinball games, said Data East. "It's a player-visible, technological breakthrough that makes possible some incredible visual effects never before seen in a pinball backglass," said the firm. "It's sure to put some giddy-up into your pinball collections."

The beautiful art package comes courtesy of a new DE artist, Morgan Weistling, whose previous work includes award winning collectors' plates and movie posters. The factory says they've topped the best of their earlier pinball art...and that's saying something!

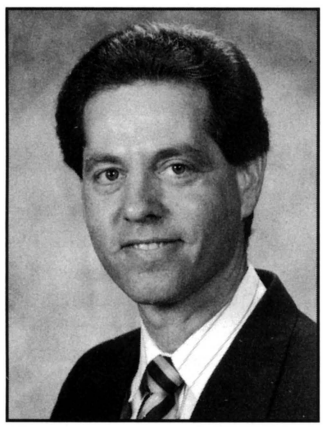
Game sound is provided by the impressive BSMT 2000 unit. The *Maverick* game soundtrack includes much of the Randy Newman movie score and Clint Black's number one country music hit, "A Good Run of Bad Luck."

Gameplay starts with a shooter lane skill shot. Pull back on the plunger (a stack of poker chips) to drop the ball into one of four skill shot awards. After that, gameplay is cards, cards and more cards with 17 card-themed drop targets spread across four banks to provide nearly limitless shot selection. Try to beat Bret Maverick's hand by knocking down the right line of drop targets (players instantly understand this theme, said DE). A new mechanical device, "The Lauren Bell's Riverboat Paddle Wheel," kicks off multiple pinball play.

Lots more bells and whistles make *Maverick* the royal flush of pinball games. Contact your distributor for more information.

FRANK TALK

BY FRANK SENINSKY



IS THE OPERATOR TO BLAME FOR SOFT GAME SALES?

Something is seriously wrong with our industry, according to more than a few leading game manufacturers. The problem is sales: there just aren't enough of them in the American market. After all, this country can absorb two million units of a hit consumer video game today. A decade ago, the U.S. market used to absorb 100,000 units of a hit coin-op game. But in 1994, a smash hit coin-op game may move just 20-25,000 units in the USA...a 75% drop over 10 years. Who is to blame for this calamity?

Certain manufacturers see this "problem" and look around for a scapegoat. They don't blame their designers for putting repetitious themes before the public. They don't blame themselves for siphoning billions of entertainment dollars into the home video game market. They don't blame coin-op distributors, too many of whom merely "reflect" demand in an ultra-passive way.

Rather, these manufacturers blame — you guessed it — the operator. They say: operators don't raise play prices. Operators don't embrace new technology. Operators don't reinvest profits into the business. And most of all, operators don't buy nearly enough games! Instead, what do operators do? Why, they hang onto their money. They only buy games if they are Number One on the charts, or if players and locations "force" them too. Even then, they buy grudgingly...in the smallest possible numbers...at the lowest possible price. They are trying to dictate the market to us!

In short, these manufacturers do not view operators as the vital channel to the American player. Operators are viewed as an obstacle. They are viewed as a barrier to be cajoled, pressured, outsmarted — or gone around. Is this realistic? Is the American operator "guilty as charged"?

Well, it's true many operators haven't raised play prices. But then, even McDonald's is back to selling hamburgers for 59 cents these days. It's also true most operators resist hi-tech, and some operators reinvest too little. But let's face it: all that would be instantly forgiven, if manufacturers thought operators bought "enough" games.

How much is enough? We'll get to that later. First, let me say that of all the industries I've seen, the manufacturers in the coin-op industry must be the farthest removed from the people who actually purchase their products, the end user. One reason there's not tremendous player demand for games, is because factories never took on the responsibility to promote their product. Today's manufacturers are producing some high-quality games indeed, but they aren't supporting them with enough promotion and advertising dollars!

To see how it should work, look at the American auto industry. Automobile manufacturers spend multi-millions to promote product and create demand for each model. The local auto dealership (kind of like the coin-op distributor) plays a much smaller role in promotion. Sure, the car dealers do some regional and local ads — usually touting price and service on a product which the public already wants. But the public already wants it because massive promotions have created demand. These ads come directly from the manufacturer!

The same holds true for the movie industry. Theater owners (the equivalent of operators) don't advertise to create demand, only to inform people of the availability of hot product. The studios do the "demand creation" advertising. Studios typically spend $10 million and more to publicize a big movie. Then they release it to just 2,200 screens across

FRANK TALK

BY FRANK SENINSKY

America! (That's how many theaters are currently showing *Forrest Gump* and *Clear & Present Danger.)* Do you think 2,200 video games would be "enough" units for today's manufacturers? Of course not...yet according to factory sources, American operators typically buy about 150,000 video games per year. Coin-op video has arguably achieved much greater market penetration than big-screen movies!

Some manufacturers are now working closely with player magazines and pushing for more editorial hype and publicity about coin-op games, in order to create player demand. But it's free publicity! These factories have yet to invest the first dime in advertising coin-op games to the general public — certainly not at the level of that nonstop barrage of Saturday morning TV commercials for the home versions of video games.

Meanwhile, they're still pushing coin-op unit prices to whatever the market will bear. The spread between the cost of the game to the operator, versus the eventual cost to the player when it arrives on a home game system, is ridiculously large. I run my company lean and mean, but it still takes 14 months on average to pay for a game — video, pinball, or any other type — and the payback period is getting longer.

My annual games budget is rather substantial, and we sure don't invest according to any hit syndrome. I don't look only at machine ROI, but at location ROI. Let's say a certain game room is doing $2,000 a week. Let's say we install a new game which takes in $2,000. Great? Not necessarily. You don't calculate the game's strength on the cashbox of that game alone; you must look at the total location revenue. If the $2,000 location goes up to a $2,800 location after installing a hit game, then that game is realistically only bringing in $800...even if you happen to find $2,000 in the cash box.

Sometimes you can install a hit game but the location's gross stays flat. You're simply transferring coins from one cash box to another, as often happens with sequels to hit fighting- or sports-themed video games. When the successor title comes out, the original game dies. You have no additional dollars to pay for that equipment! The operator is still paying for the first game, when the second one comes along. Once a year or so, a game comes along that truly adds income. (Sega's *Daytona* is the first such game in a long time.)

What about claims by certain manufacturers that "operators don't reinvest their profits into the industry"? Well, let's look at the operators who have gone out of business. Most of the ones I know about, did not fail because they raped their companies and refused to "give back to the industry" through reinvestment. Instead, their mistake was to overbuy. Ask any major distributor if I'm right about this! One operator who comes to mind purchased 100 new hot games to cover each of his 100 locations, every time a hit arrived. He went bankrupt and left the factories holding the debt. Is this the kind of operator that factories want to see? Sometimes it seems that way! But experience shows this type of operator doesn't last very long.

Realistically, operators can afford to invest 20 to 25% of their gross into new product. Remember, 50% goes to the location and 18 to 22% goes to labor and overhead. When an operator invests in a machine, every market condition is working against him. The machine's value can be killed if the factory overproduces and has a close-out. Another operator can come in and ruin the market by offering higher commissions or lower play-pricing. Other games or technology could appear at any time, and suddenly pull all the players away. Distributors may unload excess product to a competitor. Games with inadequate field testing can earn great for a short while, then die. A few factories try to create a PR stir among players, but most do nothing to create or sustain interest in a hit. Instead, they just bring out another one before the first one is paid for...and release the first title to the home market. There's the economy, hostile city councils, and 100 other factors that are working against the operator's investment.

What's working for the operator? Only his own hard work, dedication and professionalism. Under the circumstances, it's amazing operators buy as much as they do, and pay as much as they do.

Despite all the odds, it remains true that the only way to survive in this business is to expand. Every time you get a new location, you can make your operation more efficient. Cherry-pick games out of poorly performing locations, buy some new ones, and maximize revenue in each location. That's simple economics. It's true some operators like to reach a certain comfortable level and stay there, but this is a formula for failure in our industry. You must expand — to new markets, new locations, new ways of operating. That's why I'm going to AMOA, Fun Expo, World Gaming Congress, the Parks Show, etc. this fall! Some of the biggest operators in our industry have realized that it's pointless to just keep adding good and bad locations and dropping bad locations, or losing locations. You must look for new types of business.

But where does the manufacturer come into play? Too many of them are just trying to keep product com-

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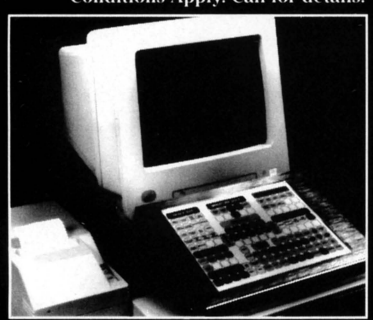

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FRANK TALK

BY FRANK SENINSKY

ing off production lines as fast as possible. For example, look at the recent glut of pinballs. We saturated the world market and the value and earnings of the average pinball has suffered as a result. I wish everyone could do it the way Gottlieb used to, during the electromechanical pinball era: only a few models were released each year. Reasonable production totals were set and maintained. Right now we're in a boom-and-bust cycle with big pinball factories. Every successful company is having big problems — almost like, "the bigger they are, the harder they fall."

Whenever a factory overbuilds, it leads to closeouts and price reductions. Whose fault is it? Is this operator's fault, for not buying enough? No, thanks — we'll decline that "honor." Closeouts simply demonstrate the gross ineptitude of the factory people who do market research. In too many companies, sales reps who polish the boss's apple (and agree with unrealistic sales goals), get promoted. Those who make waves get blackballed.

The logical conclusion to the "blame the operator" line of thinking is this: "You operators don't like profits. You don't like to make money." Oh, brother! What a notion — that operators try not to make money on purpose. I know many individual members of the manufacturing segment, and I like and respect many of them. But sometimes I wonder: as a group, how stupid do you think operators are? Why do you still make games out of particle board, which we all know will self-destruct?

Factories often say if they build quality products, operators complain about prices. Who complains? The operators who buy one unit? Does a good factory let the smallest, least professional segment of the market dictate his policy? Yes, in our industry some of them apparently do. Maybe they don't know who the market really is! Maybe they are just too sensitive to the complainers, who always seem to have the loudest voices.

One reason the manufacturers have declined to provide big-budget PR for coin-op games, is because they don't believe it's related directly to machine sales. They think promoting coin-op games will only create fatter cash boxes for existing equipment. They believe the operator will pocket the extra income, instead of reinvesting higher earnings in more equipment. This is why PAPA (the Professional & Amateur Pinball Assn.) never got the long-term support it deserved from the manufacturers. Operators were doing the manufacturer's job, trying to heighten public awareness and create a little glamor for our machines. If manufacturers would create more market demand for their products, and stop overproducing them, we could get beyond the 50-50 split, raise profitability, and reinvest more.

Another tragic aspect to all this, is that certain manufacturers have concluded: "Since operators don't know how to operate, we'll do it ourselves." Yes, factories can capture a good segment of the market by building multi-million dollar FECs and lavish entertainment centers that draw in the whole family. But that doesn't mean they can go down to the street level, compete with the operator, and succeed. It will never happen. Some manufacturers may not like the operator, but they'll never replace him.

There is a simple reason why operators are irreplaceable. Nobody in any other industry approaches the level of hard work and dedication that coin machine operators bring to their jobs. Nobody should underestimate the operator's work ethic and service orientation. Other industries would kill to provide round-the-clock, seven-days-a-week service which is typical of successful coin-op businesses. (Other industries would especially kill to get this level of service at the low hourly rates which many operators settle for!)

Thank goodness, we have plenty of factories around who respect the operator and work closely with him. We need more manufacturers like that. Cooperation between the manufacturer, distributor and operator is what historically makes the industry work. Please, you other guys in the manufacturing set, put away that tired old "blame the operator" syndrome. For over 100 years, the fact has been that if a machine makes money, operators will find a way to buy it. If sales are "too low," look for the cause someplace else.

◆

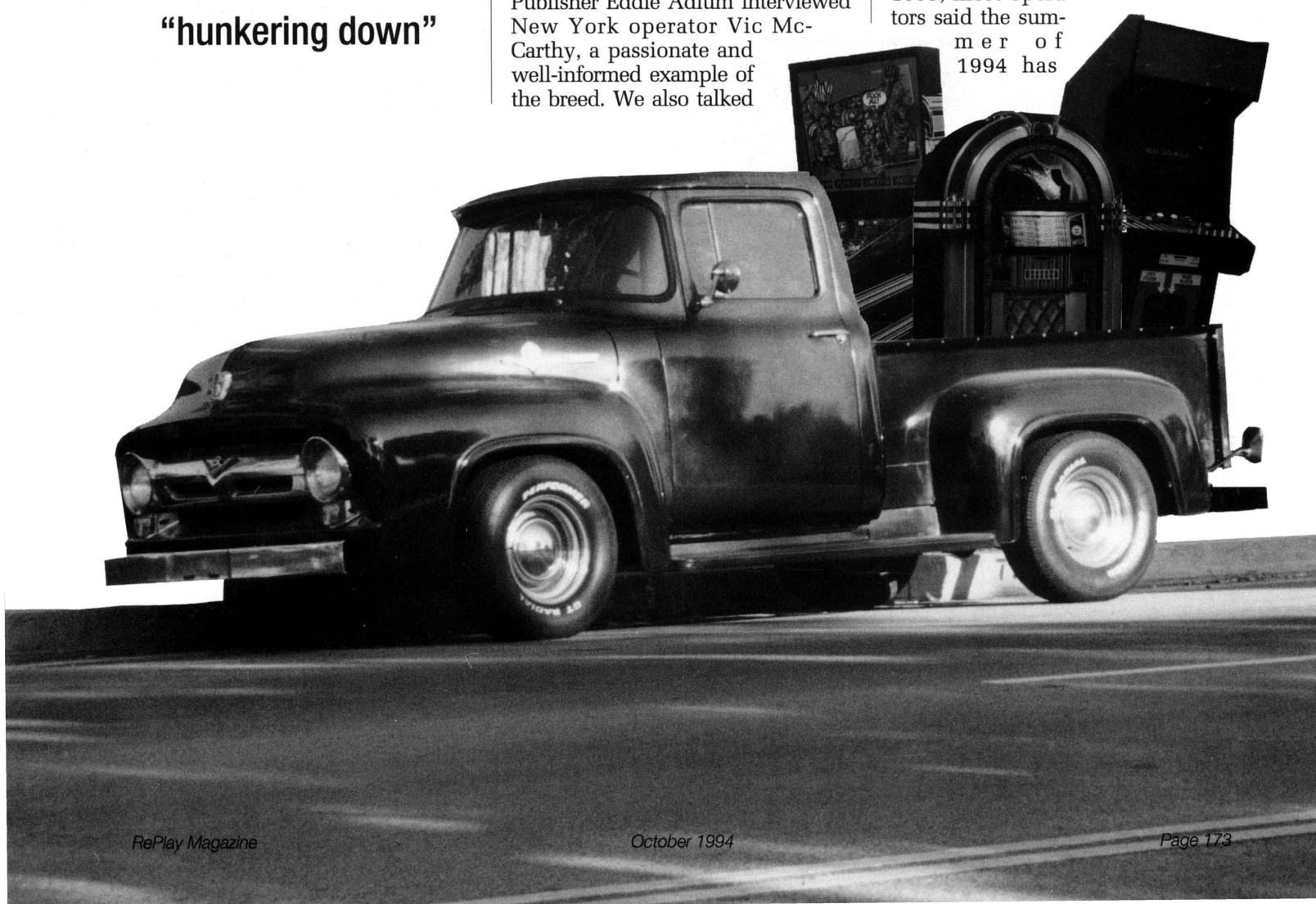
THE WORD *On The Street*

street operators from around the USA see tougher market; some cut back, a few expand, most are "hunkering down"

How fares the street operator? What's happening in locations and coin-op factories to help him or hurt him? These are key questions for the whole industry, because street operators remain the backbone of the U.S. amusements trade. *RePlay* has covered the street biz extensively throughout 1994 (see sidebar). This issue, we give you the word straight from the horse's mouth. Publisher Eddie Adlum interviewed New York operator Vic McCarthy, a passionate and well-informed example of the breed. We also talked to a half-dozen, randomly selected street operators from around the USA. Their remarks pretty much confirm what we've been hearing all year: for the American street operator, it's a tough business these days.

MANY OPS ARE CUTTING BACK

After enjoying a good-to-great 1993, most operators said the summer of 1994 has



been "the worst in many years." It's not whining and it's not hype; they've got income figures to prove it (comparing this summer's earnings to the same months in previous years). During our interviews with street ops, we also heard the usual regrets and complaints about high machine prices, drunk-driving laws, the weak economy, unprofessional location owners, competition from home video, etc.

That's to be expected. But another, darker thread ran through the operators' remarks. In a matter-of-fact tone, today's street operators make statements like: "We're cutting staff, pulling out of many locations, and have cut machine purchases by two-thirds"..."Conventional street operators are having trouble"..."I have considered selling, but so far I'm hanging in there"..."We just bought out two vendors; small guys can't keep up." A few operators have cut back so drastically that their routes are really secondary, "moonlighting" jobs.

On the other end of the spectrum, some hard-pressed ops have expanded instead of cutting back. Scrambling to compensate for lower grosses per-location, they're stretching their inventory and adding new stops to the route.

But that's not an option for everybody (especially in Small Town, USA) and it seems most street operators have simply pulled back, scaled down, reduced overhead, and gone into a "watch and wait" mode. They're still buying hit videos, still investing in the basics like jukeboxes, pool and darts. But even here, they're hedging.

KEEPING THE CHIN UP

Street operators are not whiners. Far from it! While realistically facing today's business conditions, they still keep their chins up. "We're getting by; I guess street operators always do," one Midwest op said. It's a typical expression of operator grit, low-key and casual. But don't be fooled: operator determination runs deep. After all, street operators are used to living on a rollercoaster. Even if they've been thrown out of all their 7-Elevens...even if they've had to remove all their *Mortal Kombats* from chain stores...even if they've had to shut down all their video lottery terminals...they don't panic. They shrug, adjust, and carry on.

But while America's street operators haven't pushed the panic button yet, they're not brimming with optimism, either. Nearly every street operator we've talked to this year believes that street operating is fundamentally, permanently tougher than it used to be. Nobody is predicting a quick return to good times and easy money.

Instead, the mood on the street is "concerned, but hopeful." Operators hope the local and national economy will pick up. They hope manufacturers will once again conjure up another affordable, fabulously high-earning machine (and keep it away from the home market for a good long while). They hope deep-pockets competition and hi-tech threats will blow over and leave them alone. They hope more-temperate fall weather and back-to-school calendars will prompt customer traffic to return to their usual locations.

Some of these hopes are realistic: i.e., downstream there will undoubtedly be better weather and more hit machines. Some operator hopes are less likely to materialize. Hi-tech, brawny competition and the home market are not going to go away. In their guts, the street operators know this is true...and they quickly admit the big trends which affect the big factories and arcade chains, have also trickled down to impact the street. As the entertainment industry keeps expanding its reach into every corner of America — and keeps upping the ante to provide bigger, glitzier, costlier entertainment — the little old street location feels it.

The most aggressive street operators are responding by finding new markets. You'll read about an upstate New York operation that's is using modems to expand its dart leagues in a big way. You'll read about a small-town North Carolina operator who is getting in arcades through the "back door" by treating them exactly like

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RePlay Takes the Pulse of the Street

RePlay has been working hard this year to cover the street operator and his market. A lengthy critical analysis titled "The Small Operator" kicked off street coverage in January's issue. February and March issues contained reports on new factors impacting the street like satellite-to-bar video games, Indian gaming, and street operator revenue sharing, along with new jukeboxes and plenty of league activity.

"Street stories" in our spring and summer issues: Betson's "build your bar biz" seminar; prize venders for street redemption; the VLT picture in South Dakota; some new "tavern videos"; using big simulators in street locations; our first overview of kiddie rides; more Indian gaming issues nationwide; AMOA's plans to bring the average operator aboard the information superhighway; more league and tournament coverage; more jukebox news and views; a preview of video systems aimed straight at the street; an interview with AMOA's new president that covered many "street issues"; plenty of street-oriented advice by our roster of monthly columnists like Frank Seninsky, Al Foster, Randy Fromm, and Merritt & Hagen; plus the occasional essay by a street operator (like Dave Lethert's recent piece on security for street machines). And of course, we've run a whole series of editorials looking at the street operator's health and his future.

This month, we're starting a new series of regular reports on specific street locations. Truck stops are the focus this issue; future editions will cover bars & taverns; restaurants and pizzerias; C-stores and gas stations; major retail and grocery store chains; etc.

(The special reports on street operating appear as follows: the comments from six street operators begin on page 177; the chat with New York's Vic McCarthy starts on page 186; and our in-depth look at Truck Stops begins on page 194.)

regular locations (deals with site owners, commission splits, etc.).

A NORMAL DOWNTURN IN THE BUSINESS CYCLE?

In all, the average street operator confirms what AMOA and AAMA leaders have been saying for months, if not years: *it's getting tougher out there.* Some operators hope it's just part of the business cycle, likely to reverse itself. Rollercoasters go down, but then they go up again. Maybe we'll go back to something like 1981, or 1987, or 1993 again? Street operators sure hope so, anyway.

But deep down, many operators seem to sense their current troubles could be (at least in part) more than just another temporary downturn. Trade association leadership and top factory execs keep saying we're going through a fundamental restructuring of the amusements business. More customers are crowding into fewer "name" locations. Baby boomers have become parents, and they're moving from bars to more family-oriented places. Big factories are making powerful alliances with cable TV, movies, and comic book producers. The top distributors are expanding market share. The mega-arcade chains are pressing their competitors more. Larger street operators are taking up slack from smaller ones. New technology and new competition is arriving with modems, satellites, computers, etc.

The average street operators don't deny all this, but many of them do tend to resist the logical conclusion. Long-term trends, by definition, not only continue; they increase and reshape the landscape! Many street operators don't want to project what may happen if all these trends continue to increase. That picture of the future simply doesn't look very inviting, so many operators prefer to simply react on a day-to-day basis and hope for improvement.

Is that a formula for survival? Ask the industry's top leadership. AMOA President Tami Norberg-Paulsen (herself a very successful street operator) recently said: "I expect the number of street operators will continue to shrink, unless they are willing to adapt themselves to new technology and think of themselves as 'entertainment providers,' not just 'coin machine operators.'"

In a similar vein, AAMA's distributor committee chairman John Gatens (president of a very street-oriented distributorship) said: "Operators who still run their businesses the same way they did decades ago, won't make it...We must change in order to progress. Otherwise, stagnation leads to dissipation."

The future role of American street operators is up to them, at least in part. Rocked by forces larger than any single person or company — forces even larger than our entire industry — the street operator faces tremendous challenges if he wants to continue as "the backbone of the industry" into the next century. The good news is, American operators have survived and adopted to many changes for the last hundred-plus years. Don't count them out for the next hundred!

◆

by Junell Dunagan, owner
Alexander Amusement Co.
Deming, New Mexico

I Have Considered Selling But Am Still Hanging In

Junell Dunagan

This business is not like it used to be 25 years ago. You used to be able to make pretty good money, but it's a lot harder to do that now. Summer is always slow but this is the worst I've ever had. In fact, even though I really don't have any local competition, I have actually considered selling my route! But I have worked very hard and am still hanging in there; I'm not ready to quit yet.

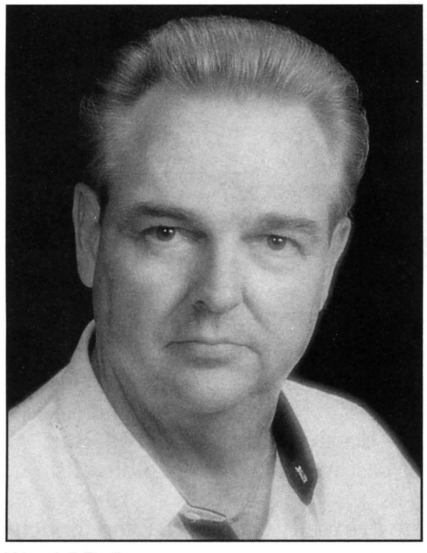
We have three major problems around here: a weak economy, less customer traffic in taverns, and much lower earnings on video games. Due to the economy, we've lost several locations. Quite a few locations have closed their doors. We lost a grocery store chain that decided to get rid of coin-op equipment entirely. And, we lost a big truck stop, part of a national chain, that says they're using the same operator for all their sites. My route covers three small towns, so I have not been able to overcome this loss of locations.

Another big problem is, people are not going out to bars like they used to. Here in southern New Mexico we've had a lot of big drug busts and tougher DWI enforcement. I'm really dependent on leagues and am in this small community we don't run leagues at all in the summer. Music is still good; it's steady. But competition has increased in every single bar — deejays, bands and so on. But we're holding on as best we can. Pool is holding its own.

Videos are where I've really been hurt. Even though I have the latest games, my commission checks to the convenience stores have dropped from $1,500 a few years ago, to $300 this year. We can't pinpoint the problem; overall sales in those stores are not down. When you add up all three — the economy, the bars and the videos, it's kind of rough! I'm looking forward to the fall when my leagues get active again.

by Wendell Pralle, owner
Larry's Amusement
Enid, Oklahoma

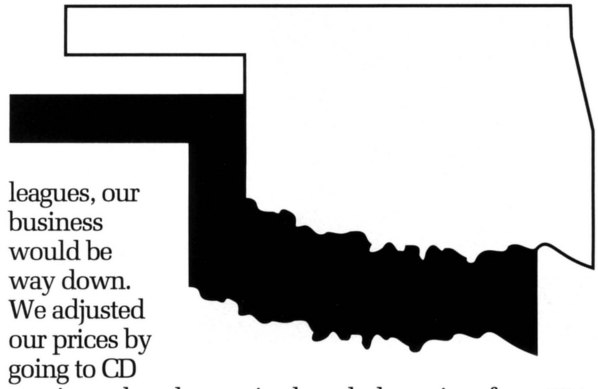
We're Getting By, But Have Cut Locations, Staff And Purchases



Wendell Pralle

Business is pretty slow in our area. Operators are getting by, they always do — but we're in a weak economy and that's making it hard. We're cutting back on equipment and buying a lot less — only about a third of what we used to buy. We only run about half the locations we did six or eight years ago. We've also gotten by with less help and we've cut the payroll.

Music, pool and darts are doing fine in taverns, and they get better as winter comes on. If it wasn't for the leagues, our business would be way down. We adjusted our prices by going to CD music, and we have raised pool play prices from 50 to 75 cents. That really gave us a boost; now pool is our biggest earner. The nice thing about music and tavern games is, you don't have to buy new ones; you just keep 'em up. We're also in full-line vending and that's doing well.



But anything else — like convenience stores, or arcades — have died away. Video game play is over for us because the manufacturers have sold so many home cartridge games. To make business better, we need a stronger local economy... and maybe something new from the manufacturers.

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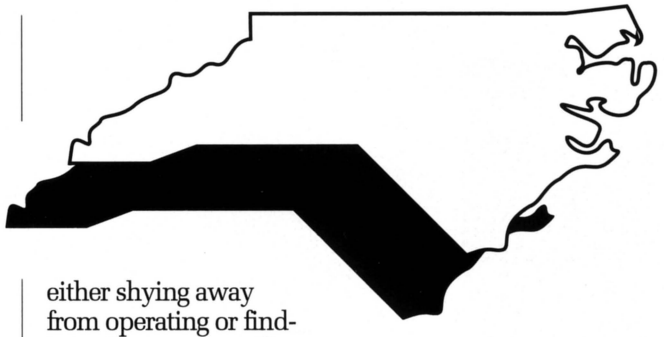
by Howard Cole, owner
Cole Vending
Weaverville, North Carolina

Conventional Street Operators Are Having Trouble

Howard Cole

Things have been okay this summer, but I don't foresee business getting real good with the cost of games as high as they are. In larger cities, we've got more competition. They're starting to put in mini amusement parks with go-karts, bumper boats, miniature golf, a large arcade, batting cages, and possibly bowling or billiards for the winter months.

A lot of your old, conventional-type operations are having trouble because of this. You've got less kids in C-stores and struggling game rooms. It's putting the pressure on them. I'm seeing more and more people

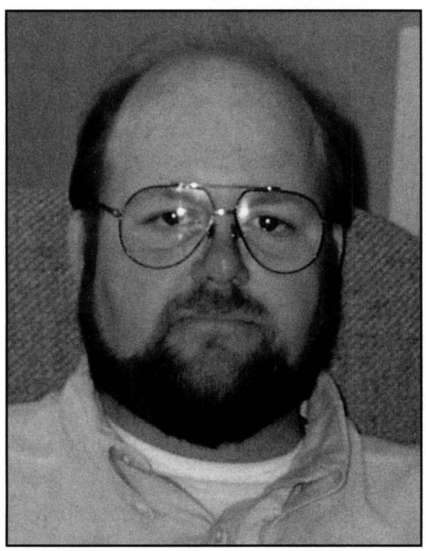


either shying away from operating or finding other ways to offset lost earnings, or making coin machines their secondary business.

The only reason I'm doing as good as I am, is because I've gone out and drummed up more business. We've added higher-end gameroom locations (stand-alone arcades) in smaller, more remote towns where there is less competition for the kids' entertainment dollar. We are getting out of convenience stores, getting out of one- and two-game locations. I know R&D costs a lot of money, but to make your average street operator competitive — and able to buy new stuff — prices will have to come down. If we have to keep paying $4,000 or $5,000 instead of $2,500 for a hit video game, I can't see much growth for the future. The coin box on a hit game isn't any better than a few years ago.

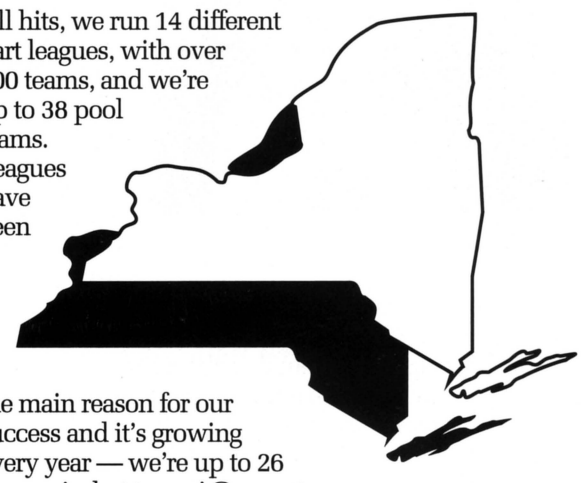
by Lance Gummerson, manager
Stanton Automatics, Inc.
Auburn, New York

We Just Bought Two Vendors Out; Smaller Ops Can't Keep Up


Lance Gummerson

There are less operators in our area because the small guy can't keep up and buy new equipment. In fact, we just bought two other vendors out. And when operators don't do their jobs, we get new accounts from them. We're hiring new staff to handle all this. As long as you buy new equipment and promote it properly, you can do okay. It's not an easy chore; I have 20 different league meetings in September alone!

We mostly have taverns and also big chain grocery stores. This summer was a lot better last year. Our trivia games and dart games are performing well. Pool tables and pinballs are starting to hop a little bit. Once fall hits, we run 14 different dart leagues, with over 400 teams, and we're up to 38 pool teams. Leagues have been

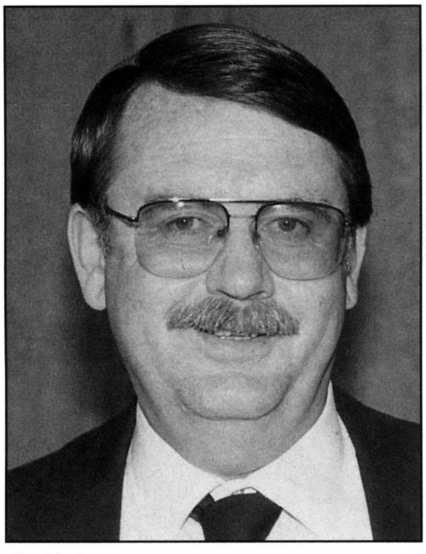


the main reason for our success and it's growing every year — we're up to 26 women's dart teams! Our route is right up to date with new CDs, new Valley pool tables, and new Arachnid *Galaxy* dart games. We like the computer hookup on the *Galaxy* darts where players use their computerized ID cards, and our computer calls up in the middle of the night and get all the stats off it. We started this around our area. It's helped us pick up new locations for darts. We use it for leagues and it's part of our sales pitch.

We also have the latest hit videos. We've had *Mortal Kombat II* in our grocery stores since the day they came out, and they're doing very good. In taverns they do only a quarter as well.

It's A Real Tough Question How To Make Things Better

by Jim Hart, owner
Yakima Music Company
Yakima, Washington



Jim Hart

Business is real slow, the slowest we've had in memory. Income for the summer months is down, compared to the same period for previous years. We're a family business and we're probably about ready to lay off one member of our staff. We've been adding tavern locations as new ones come in or other operators drop out; all the new business is keeping our bottom line about even.

We've seen consolidation, competition and other operators leaving the business. The consolidation came from our local Pepsi distributor. They were already into vending, and they went into amusements. They bought everybody except us. They gave us a bad time for a while. Now they've cut back because they're not making any money.

As for competition, we have two mall arcades. That was our good money but we've lost a lot of that. One arcade is doing a bit less than last year; the other is getting killed by a national chain that is loading it up with equipment. We do offer redemption but it's off from last year, too.

As far as street operations go, our best locations are taverns, pizzerias and truck stops. We're adding new ones by putting in jukeboxes, darts and leagues, and giving them better service. But other street locations that used to be viable, like convenience stores and little restaurants, are basically dead. You might as well get out of them. This is an agricultural town and we're having a draught year. That scares the food industry people and they clamp down on their money.

Our losses are mainly in video. We don't have the newest games on the street because there's not enough action and most locations don't want violent games. So we're using off-the-wall, kiddie-type video games. We buy used kits for $200 or $300. They seem to be working a little better than the hits, which have violent themes. We did put *Daytona* into our mall arcade, where we have heavy competition, and it brought back some of the business. It's an awesome machine.

We've always prided ourselves on our jukebox business. Music is doing fine even though we have more competition from karaoke on certain nights. We have increased music play prices to four for a dollar on CD machines (that's about 20% of our route) and five for a dollar on vinyls. Nobody has complained! We're very active with darts and run Medalist leagues. We have almost all the dart action in town with 120 teams playing.

Pinballs are basically too expensive for my market. They have priced themselves out of my market. We try to pick up what we can on the used market, but it's hard to get anything decent. They do okay in the cash box, but all the service means the ROI just doesn't perform. It's a real tough question how to make things better. We're concentrating on the darts and hoping that keeps us going. We weren't able to attend the AMOA Expo this year because we've had to cut back on expenses; things are just that tight.

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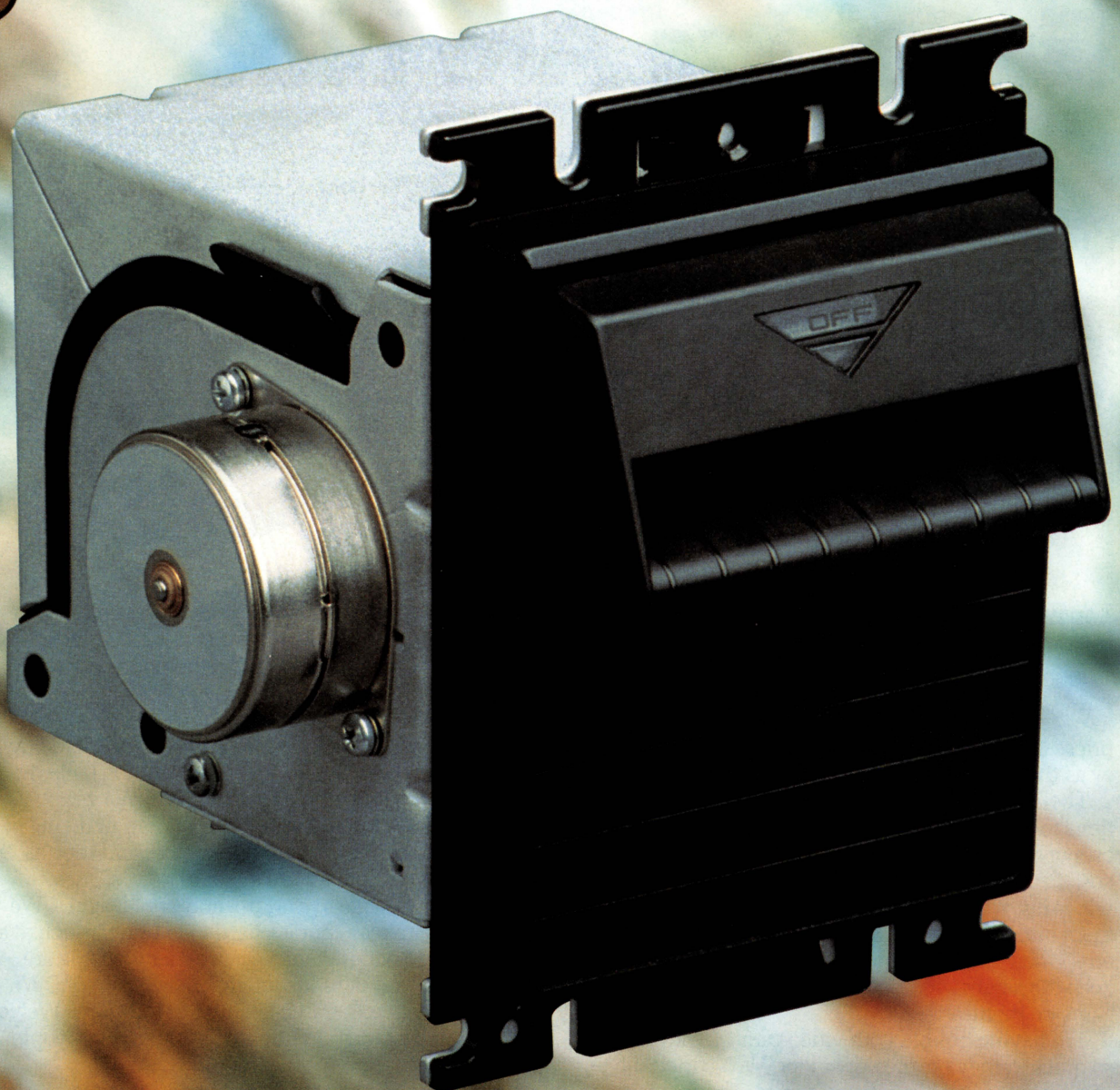

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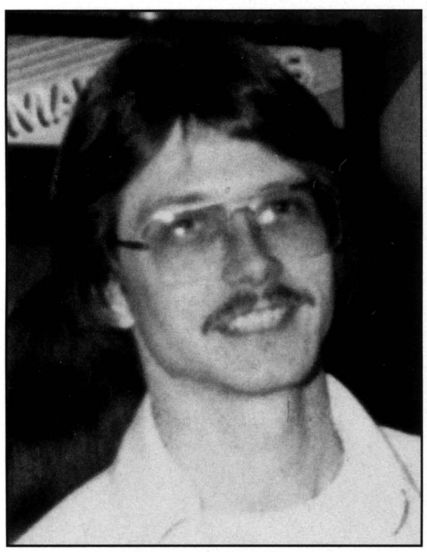
by Ed Neargardner
Celina Music Co.
Celina, Ohio

Business Is Struggling; Prices Are Up But Earnings Are Not



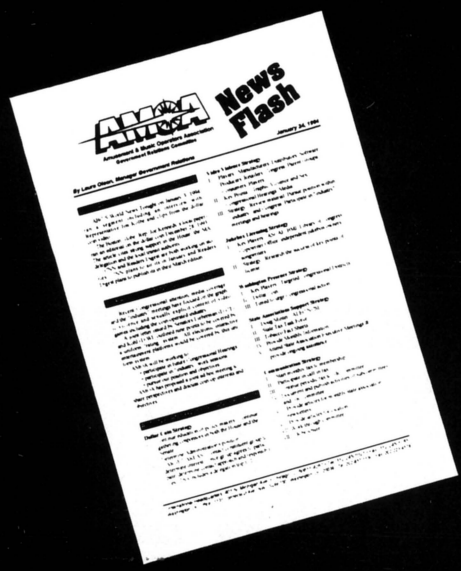
Ed Neargardner

Business is struggling. We're down about 10% this summer compared to last. We operate 150 locations, mostly in farming communities and smaller towns, so there's not a lot of population to draw from. Basically equipment prices have gone up but we're making the same money as five years ago.

I believe in loyalty and we've had many of our locations for a long time. But right now we're in the process of eliminating borderline locations when they cost us money. If we get a couple of service calls and it wipes out what the games make, we're starting to take them out. That includes laundromats and a few taverns where they don't promote the equipment. They keep the games off unless somebody asks or turns the game on themselves.

I'm having trouble with video games. They die off so quickly, they never get paid for. We've tried the top sports games and big fighting games. The first three months are fine but after that we're lucky if we get $50 per collection. We tried big driving simulators in some of our gamerooms, but we have repeat business and they get tired of seeing the same game. I understand they're going to try interlinked, networked coin-op video games but that's going to be offered for the home, too... so it's hard to get something people will come out to play. By the time they come out with home versions, I'm still paying for the coin-op.

Our best moneymakers are some 30-year-old bowling pieces with four and half inch bowling balls, 13' and 18' lanes and 10 plastic duckpins. We've got 40 units out in as many locations as we can fit them. We're running leagues on these pieces and they almost start themselves. We also run dart leagues, which is a struggle to start up, and pool leagues. We see a little increase but it's hard to tell how much. It's hard to get leagues going because many people are scared to travel with the tough enforcement of DWI laws. So customer traffic is down in locations. We've had some factories shut down in our area so people have less money.



Each month — generally the last week — AMOA members receive either by FAX or mail a report on issues impacting the coin-op industry. The report , called AMOA "News Flash," is compiled jointly by AMOA's Washington office and AMOA's Government Relations Committee.

Insightful and informative, AMOA "News Flash" updates members on the status of legislation and regulations impacting the industry. In short, a monthly insider hotline to the inner workings of the nation's capital!

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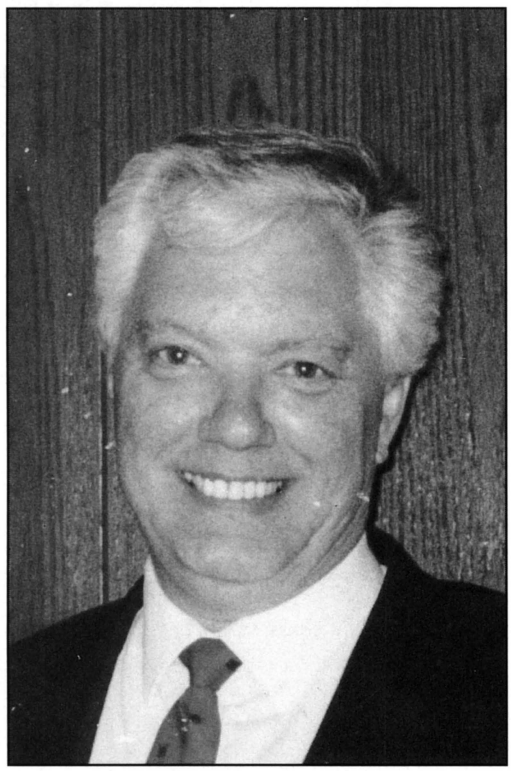

OPERATOR

PROFILE

Vic McCarthy was "born" to the street operating business both literally and figuratively. His late father, known throughout southern New York State simply as "Mac", had already been running machines many years when Vic was born, and when the boy reached the age of ten, Mac put him to work part-time cleaning pingames.

When Mac died in 1960 (two days before Vic would celebrate his 17th birthday), Mom (the well-known Millie McCarthy) took over. She'd eventually hand the reins of command to the son and go on to become one of the industry's most visible activists.

The family business is called Catskill Amusements, Inc. and runs a very impressive number of machines from its base in Hurleyville, NY. Vic himself joined full time when he was 17, tried a year of college but quit that because there wasn't time to do both properly. He's been in charge a long time now, and even after some 33 years doing everything from grunt work to book work, he genuinely loves what he does for a living.

In an industry where much energy and talk is devoted to new technology, big ticket arcade simulators and family fun centers sporting indoor mini-golf, it's refreshing to touch base with a man who represents the bulwark of the business...a man with a pool table in a pickup and a couple dozen keys on his belt.

Vic McCarthy has the engaging habit of telling the truth, even when it hurts...even when it flies in the face of "conventional coinbiz wisdom". He loves jukeboxes but uses CD machines only reluctantly. He makes money from videos, even in the bars, "now that it's down to its proper size in our picture." And he's a giant fan of pool and dart leagues, admitting there's still a good deal of work yet to do with the darts "if only I could find the time".

The route...actually a composite of several routes that include three added in the last year and a half...is roughly two-thirds taverns and the rest pizza stores, bowling alleys, seasonal Catskill Mountains resorts (with some game rooms therein) and some other locations.

The whole thing is served by five people, Vic included. Millie is still a corporate consultant, though not active in

AS VIC SEES IT

Catskill's Vic McCarthy minces few words in his observations on street operations

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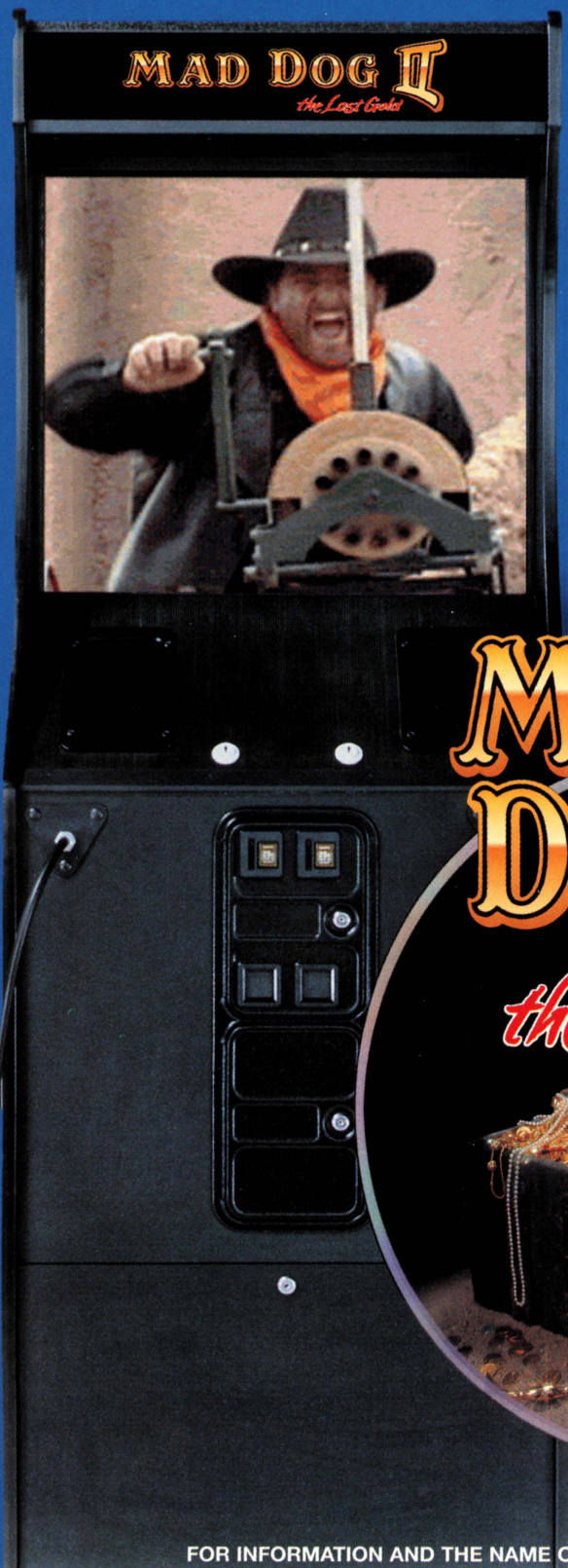

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the day-to-day routine. Vic's brother Bob worked in the business back in the 60's and 70's helping his mother run their other Binghamton Amusement Co. route (they sold that in 1984). Bob's presently out of the industry, but is successfully running an address-book tabbing business that keeps him busy seven days a week.

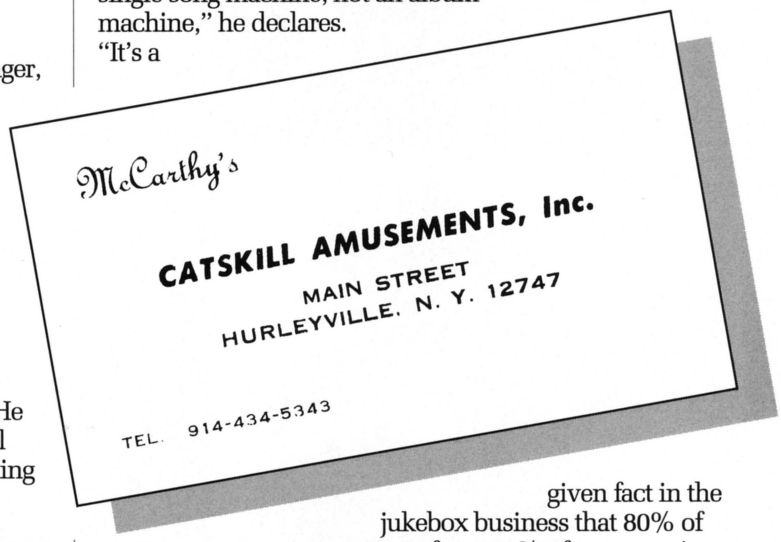
"I think jukebox operators would be very interested if the record business made CD singles available to us."

Assisting Vic at the Hurleyville route is his wife Ginger, Keith Priebe, Vic Decker and Ginger and Vic's 28 year old son Shawn (whose wife Dawn recently presented him with a baby). Apart from Ginger, Vic says everyone on staff can and does do everything that needs to be done on a route that runs jukes, tables, pinballs, darts, videos, shuffle alleys and even cigarettes and some soccer tables.

Of all those types of machines, Vic McCarthy's biggest love is the jukebox...or in his case, the vinyl jukebox. He feels like he's programmed the route's phonographs "forever" and has a special love of the 45 disc. He used the combo CD/45 boxes when they came out (still has them), and that was okay. But while he's been putting out pure CD machinery lately, he has an ax to grind.

"They say CD's produce better sound in the location," he begins. "Well, it's not better in my locations and if you want to know something, you'll get a better bass with a vinyl record. The whole CD thing aggravates me," he continues. "It takes players so much extra time scanning those turning album cover pages, and the amount of money it takes to load one of those machines is huge...and often only one out of 13 tunes on a CD gets any play at all."

Vic says some of the "Best Of..." CD albums are good money makers, as are the compilations. "But the jukebox by its nature is a single song machine, not an album machine," he declares. "It's a given fact in the jukebox business that 80% of your money comes from 20% of your music and there's just too much waste with the CD's when you factor in the cost of the discs themselves."



Catskill Amusements changes one CD per-box per-month and Vic personally pics them just as he does the vinyl changes. Vinyl 45's, of course, have become harder to come by. "Sure it's tough, because there are no returns allowed anymore, and no discounts. The one-stop has to order the records in front, no mistakes allowed. Vinyl could be profitable but I guess the horse if out of the barn and you can't turn back time," he says referring to the recording industry's move into CD and away from all vinyl.

Vic's other son Todd is the program director at music station WKBG-FM which gets CD singles on tunes the record companies want to promote on the air. "Now, wouldn't that be a shot in the arm for the jukebox business?" Vic asks. "Less cost and more selectivity for us...the ability to pick the right tune by the right artist for the right location just like in the old days? I think jukebox operators would be very interested if the record business made CD singles available to us."

Saving 45's from those "old days" has given Catskill Amusements an impressive record library to draw from...a library that will be crucial if and when today's smaller supply of new 45's goes into a trickle in future times. "We have around 20,000 records back there, all fully categorized, enough to make it last after vinyl is finally over," he says.

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Regarding any increase in the CD cashbox vs. the vinyl one, Vic McCarthy says that's true, but it's because CD vends music at three for a buck play, not because people are playing more. "Look, *any* jukebox attracts people at the location, doesn't matter. I just wish our industry fought harder to keep vinyl records coming. And I wish the manufacturers kept the combo machines on the line longer…I'd buy some if they still made them," he states.

(regarding leagues) "I know how much the location owners like it when you do something special that brings them business Monday through Thursday."

"If I could only operate CD jukeboxes, I think I'd have to get rid of half my locations. I just couldn't afford to stack all those CD's in a phonograph in any location that was less than solid," he says.McCarthy charges a buck for three plays on his CD machines, but he doesn't force a minimum collection guarantee on the locations. "The way we entered the CD business was to put the combo out first. If it did $180, eventually we gave it a pure CD phonograph. Collections went up, but like I said, that was due to the higher play price," he repeated.

About one third of all the money Catskill Amusements collects each week comes from its jukeboxes and they like to give the locations a different box every two years. Next in line come the pool tables. Most of Vic's are set on 50 cent play, and he's in the process of raising many of them to 75 cents. The route routine is to recover a table once, sometimes twice a year, and to change the whole table every two years.

And while Catskill Amusements has been deeply involved in pool table leagues for some time now, Vic freely admits there's a whole lot of work needed in that direction with his darts. "That's a sore subject," he begins. " I love darts but I just haven't had the time to get into the big leagues. It's very time consuming to do it right. But, we make money with darts anyway and we do run some in-house tournaments," he advised.

"Well-run pool and darts leagues are the answer to soft business at taverns. I'll never forget something Dick Hawkins once said…something like 'if you run leagues on pool and darts, you'll be in the location forever'. I know how much the location owners like it when you do something special that brings them business Monday through Thursday," he declared.

Like many street operators, McCarthy has that emotional conflict with D.U.I. enforcement. He's among the first to agree that drunk driving is a horror show. On the other hand, local enforcement has hurt bar patronage. "A lot of drinking goes on at home today rather than at the bar," he says. " Back when they raised the legal drinking age from 19 to 21 in New York State, that also hurt, and I for one wish they hadn't. I know a lot of responsible bar owners who kept an eye on the 19- and 20-year-old crowd to see they didn't abuse things. Now, a lot of people that age are out drinking in a car on a back road."

Then he gets "full Vic" and says: "What frosts me is to see a cop parked near a bar waiting for some guy to come out and get in his car, while drugs are being dealt somewhere else within walking distance. What's that all about?" he asks rhetorically. Are a lot of bars closing down? "Yes, a good bunch have." So, what does the operator do? "Well, in some cases, he punts," Vic laughs.

A similar issue involves cigarette vending. While Vic hardly condones smoking, and his mother hates cigarette machines, Catskill Amusements has them out. " Millie was really against it, but we went into cigarettes back in 1969 out of self-defense, meaning, to keep competition out of our stops. We don't make anything like big money with them, and apart from the cost of putting bill acceptors in the old machines, there's no huge expense either.

"No, the cigarette business isn't good, and it's getting worse, but we don't expect much. You gotta have them because people who go into bars often smoke. You know, I 'love' this California measure that would prohibit smoking in the bars out there. If that happened here, I can just see people walking outside the bar in the freezing cold just to have a smoke, right?

"I can just see people walking outside the bar in the freezing cold just to have a smoke, right?"

"Well, we're going to run cigarettes until we can't anymore. It's an accommodation to the location and I personally feel its' as necessary to the bar location as the jukebox…they're the two machines you absolutely need, as I see it," he says.

Pins are also important to this self-confessed pinball lover. "I grew up on pinball and I still love playing them," he says. " We buy them on a regular basis and If I have any personal preference, it's for the ones with simpler playfields, not these games that are 14 stories high.

"Look at *Addams Family* and even *Terminator*. Both those playfields are fundamentally simpler than some of these others. Of course, I love *Flintstones*. I played it when it came in, got 'into it', as the kids say, and I'm crazy about it. I just hope Williams builds enough of them". Catskill

has been setting its new pins at 50 cent play for the last two years, and rotates them every four months or earlier.

Regarding video, Vic has never personally enjoyed playing this kind of game, but says they're doing pretty well on his route "now that it's down to sensible size." He figures as much as 20% of the overall route's income stems from video collections. He's got some dedicated games, some kits and even 20 *Ms. Pac-Man's* out working.

"I move the machines too...I'll never ask anyone who works here to do something I wouldn't do. In fact, I'm more at home in the pickup than in the Mercedes."

"I never sold or converted a *Ms. Pac-Man* and they still make money," he advised. As with pins, Catskill Amusements rotates the videos every four months or earlier, more or less, with the exception of certain games the location won't part with.

Machine rotation consumes an enormous amount of time for this company, but it's a philosophy that Vic says pays off. They run two pickups and a van and each logs about 25,000 miles a year on the road to and from the locations. "I move the machines too...I'll never ask anyone who works here to do something I wouldn't do," Vic states. "In fact, I'm more at home in the pickup than in the Mercedes," he smiles.

Besides rotations, Vic McCarthy has other philosophies he runs by. "I'm what you'd call a meat and potatoes guy. My desires are simple. But I'm very picky about the machines I buy and I'm careful with the budget. For example, this company has not had to go to the bank for money since 1954. I watch every cost very closely. There's a lot of good stuff being made, but a lot of it is out of the reach of a rural type of business like this," he adds. "So, we take a pass on it."

Vic McCarthy hasn't one single contract with any of his accounts and doesn't want any. " If a guy doesn't want to do business with me, why should I want to do business with him?" he asks. "I just can't imagine having a problem with some location and having to go in waving some piece of paper. Who wants to operate under those kinds of conditions?"

Besides having excellent relations with his accounts, Vic also advises that no other routes in his territory are out there trying to bump anyone else's locations anymore. "We have some good competitors up here, but a lot of others have fallen down," he says. "Good will with locations used to be a factor when you bought a route, but there was little good will attached to the route I bought not that long ago. All I bought was the wood on the floor. And the old loan and bonus giveaways are also coming to a quick halt up here, and that's just fine."

Vic says he has more than enough acccounts on the route right now. "This business has been very good for my family over the years, so we don't have to go out there and scratch up new business. We're quite established. And you know, my mother never did anything for money," he advised. "It was always for principle. She's quite a lady, as you know, and has brought an enormous amount of good will to this company," he stated.

What's ahead? "I'm not a guru," he began, "just your average operator watching out for that next great game while attending to the things he already has. You know, I've got maybe 20 of those old Irving Kaye *Hurricane* soccer tables on location and they're still making good money. Arnie Kaye's in the arcade business over in Connecticut now, but I'd really like it if he could fix some of them up for me. The players seem to prefer it. I'm not sure why, but they do," he advised.

"We'll be looking at the things coming out in the fall, show stuff, and see what shakes the best. Meantime, I'm comfortable, I enjoy going to work in this business and I have my son in it and he's doing a great job. Since we don't lose any locations," he adds,"I guess everybody here is doing a pretty good job, right?" Right!

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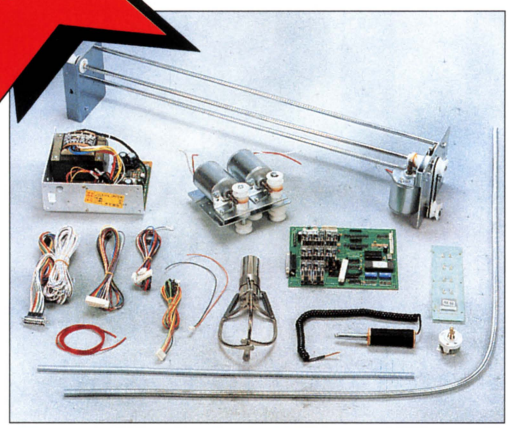

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LOCATION REPORT

U.S. truck stops are adding more services; coin-operated games are a vital part of the mix

In the vast universe of coin-op street locations, truck stops are a small but valued segment. After all, these high-traffic locations are home to a "captive audience" of working fellows who are looking for rest, relaxation, and maybe a little cheap entertainment. Coin-op games are a perfect addition to the typical truck stop's menu of services...and the more prominent the games, the more they earn. In one state, Louisiana, truck stops are even more coveted coin-op locations because the law allows up to 50 video poker games to be placed on site.

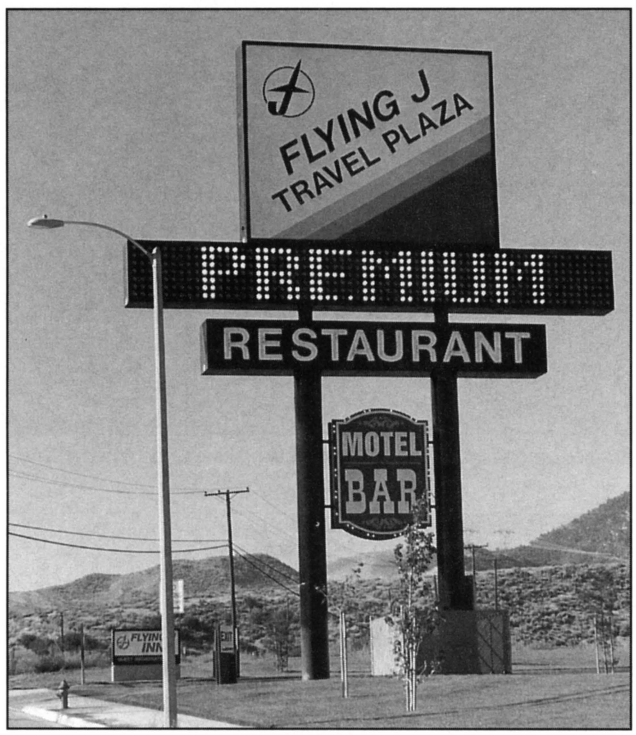
The National Assn. of Truck Stop Operators (NATSO) estimates there are about 2,500 truck stops in the U.S. — about the same as it's been for the past several years. But while the total number of stops may be stable, the association says steady consolidation is occurring in this market as national and regional chains slowly buy out or absorb the independents.

Services offered in most truck stops "absolutely" have become increasingly diversified, stated NATSO's manager of member research & communications Paul Savary. In today's truck stop, you will often find restaurants, scales, showers, hotels and motels, RV parking, trailer and truck washes, check cashing, truck repair, business services and communications, convenience stores...and a coin-op game room. "Truck drivers are mandated to be off the road for a certain number of hours," Savary pointed out. "So many stops offer lounges with game rooms. It's an attraction."

The National Assn. of Truck Stop Owners comprises approximately 1,050 members. The phone is 703/549-2100.

KENT PETERSON

INTERVIEW



THE LONG HAUL

Kent Peterson, GM of Flying J truckstop in SoCal: "our truckers like pinball and card-themed video"

Kent Peterson is the general manager of a busy truckstop called the "Flying J Travel Plaza" in Lebec, Calif. It's located right off Interstate 5 (the major highway connecting Los Angeles and San Francisco). The site includes truck and auto fueling, truck services and supplies, plus restaurant, bar, hotel, convenience store, trucker's lounge, barber shop, game room and more.

The Flying J corporation owns 74 truckstops across the USA and has been in business around 20 years. "Our business has been very strong and is growing really well," said Kent Peterson. "We built six or seven new sites last year and I think the company has 10 or 15 more planned for this year." The biggest challenge, says Kent, is "keeping our customers happy, making sure we keep up with the times and offer the services they want." Amusement games are one element in that broad mix of services, so we spoke to Kent about the role of coin-op equipment in Flying J truckstops.

REPLAY: Are coin-op games a decent profit center for you?

KENT: Yes, they're quite a good profit center for us. Drivers like the games and they're busy a lot. They like to have a good diversion from sitting on the road and driving all day, so games seem to be real popular.

REPLAY: Does anyone else play your games besides the truckers?

REPLAY: We have some local kids who come into our game room and play a lot, too. We try to regulate that a little bit because this place is for the truck drivers first of all. But as long as the kids don't bother the drivers we're happy to have them in here. We also have travelers coming through, stopping for stuff, and they play the games as well.

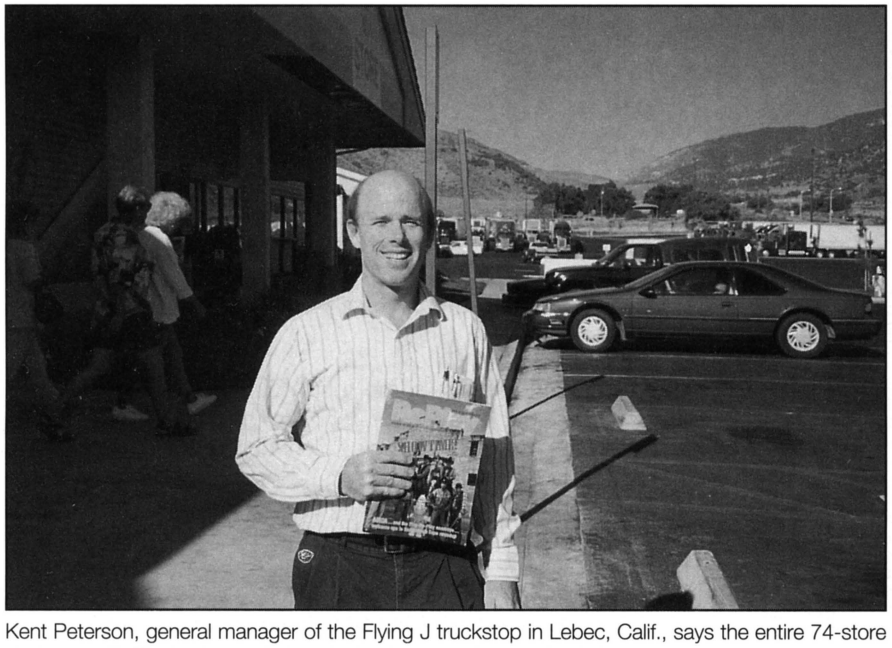
REPLAY: What equipment is in your game room?

KENT: Right now we've got three pinballs, a new solitaire video game, *Mortal Kombat,* we're still using *Tetris,* and we've got one crane machine. Pinballs are very popular here, probably because we've got an older clientele. In fact, pinball games do better than just about anything other type of game, except that solitaire.

REPLAY: Is there an average number of games in each Flying J truckstop?

KENT: Our game rooms are all about alike. I want to say we have an average of about 12 games in every place. We may have a few less machines in this Flying J because it's

Just part of the huge Flying J Travel Plaza complex in Lebec, Calif. which includes separate truck and auto fueling stations, truck lube and tire services, hotel, restaurant, bar, convenience store, and much more.



Kent Peterson, general manager of the Flying J truckstop in Lebec, Calif., says the entire 74-store chain uses *RePlay's* chart to help select coin-op equipment for their game rooms.

an atypical location; we bought an existing site and remodeled it.

REPLAY: Do you have a jukebox or cigarette vender on the premises?

KENT: No, we sell cigarettes in our convenience store here.

REPLAY: What do you do about presentation and promotion? We noticed a few signs pointing the way to the game room.

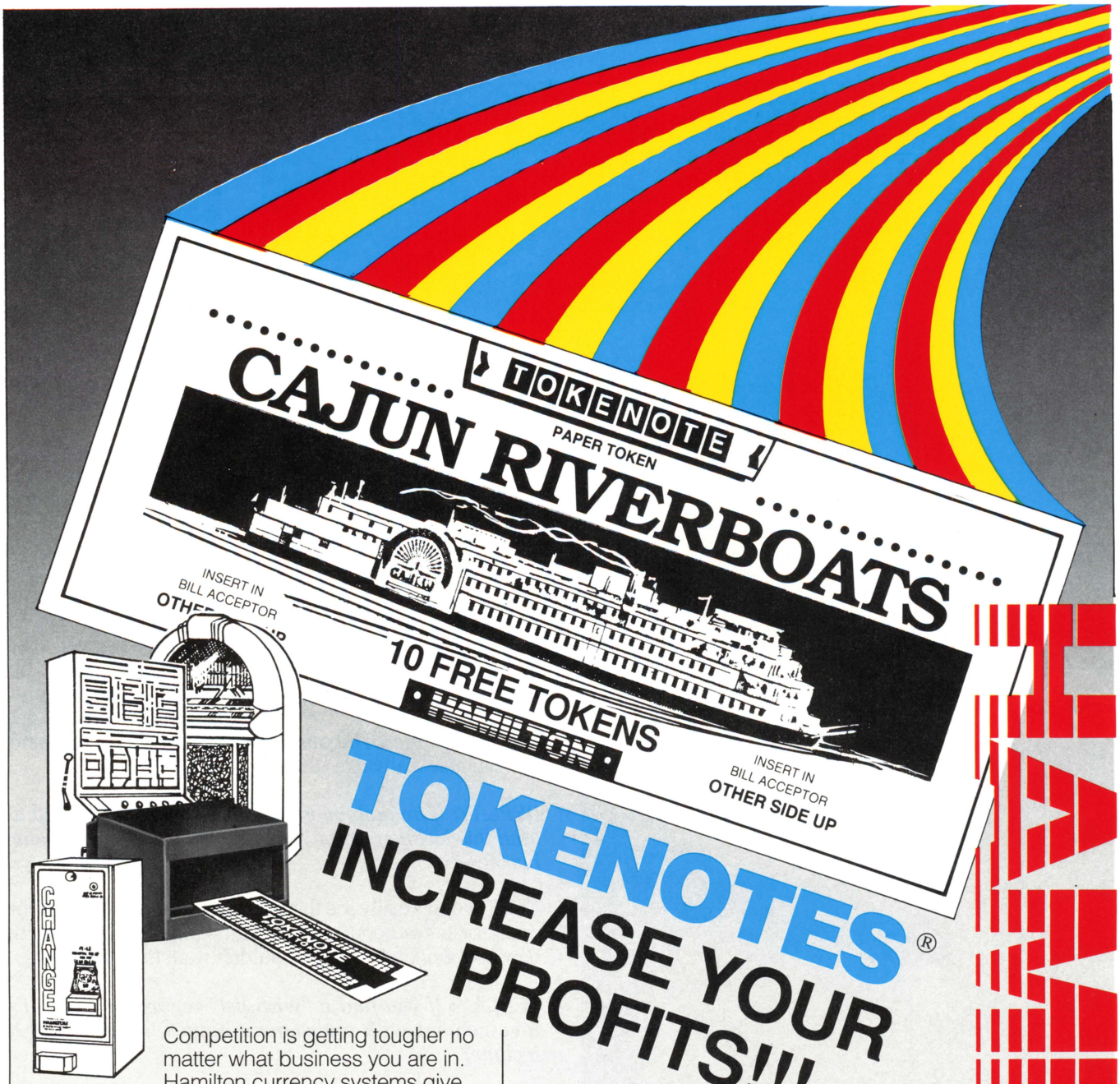
KENT: Yes, we always have signs and we always try to keep our game rooms close to the driver's lounge in each of our locations. We have a separate room in every site for the games.

REPLAY: Do you own the games yourself, or do you work with an operator?

KENT: We don't buy any of our own machines. Flying J does business with lots of operators across the country. This store has an operator, Barry Mathis of B&T Amusements in Bakersfield, who comes in twice a week to service the machines, and he empties the cash box once a week. He also supplies our location just north of Bakersfield, about 60 miles from here.

REPLAY: Do you have a written contract with Barry?

KENT: No, we really don't have a contract. Barry has been very good to work with and we just have a verbal agreement. He's really a good operator. Whenever he goes down to L.A. to pick up games or do other business, he stops in and checks on the machines and the coin changer to make sure everything's on the up-and-up. He was just here yesterday, in fact. He talks to me and lets me know what's happening. We had a couple of games down, something was wrong with a pinball, so he contacted the repair per-



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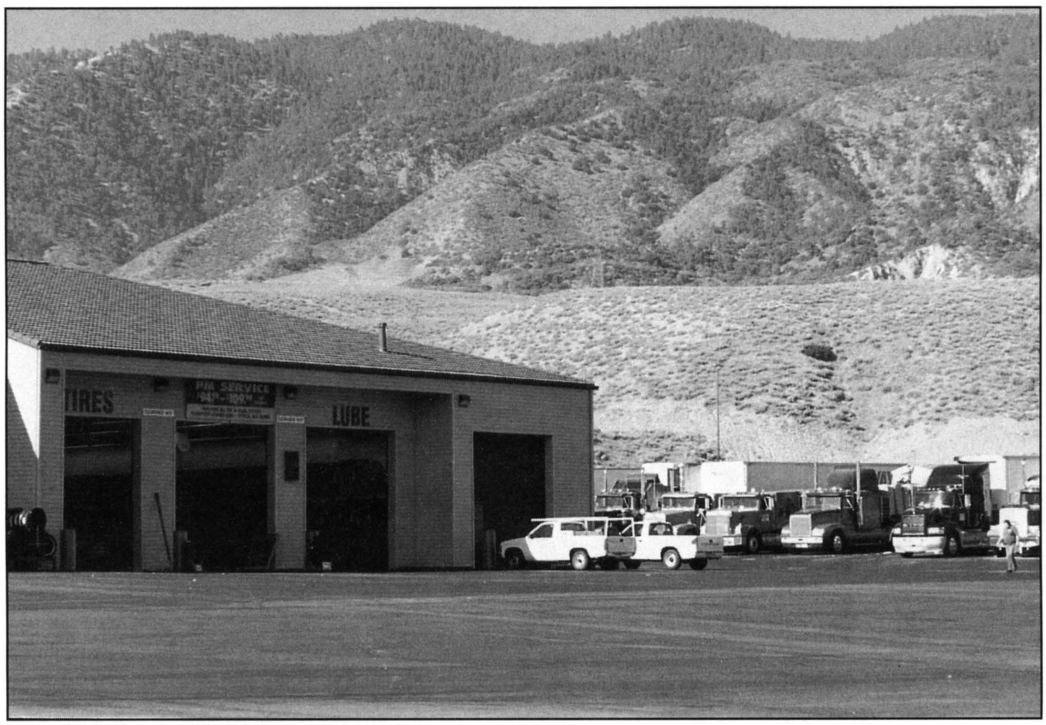


Close to 100 trucks are parking in the Flying J Travel Plaza lot in Lebec, Calif. each night. Hundreds more stop here for fuel, food and services every single day.

This small but tidy game room is a good profit center for Flying J. Here we found a trucker enjoying *The Addams Family* — flippers are generally the game room's most popular pieces.

son and said he'll be out this afternoon.

REPLAY: Are you on a 50-50 commission split?

KENT: Yes.

REPLAY: Is machine selection totally up to the operator, or do you consult with him and make requests?

KENT: (Smiles) We actually use your magazine! Somewhere in our company, somebody makes a copy of your Top 10 games. They send it out to us and they say, "Try to get these games." We all like to play the games ourselves anyway, so we try to get the popular titles. The games are changed all the time and our clientele really likes that, too.

REPLAY: If an ambitious competing operator wanted to land this location, what would he have to do to get your business?

KENT: I don't really see that as a possibility right now. Our operator takes good care of us, he's honest, and we're happy to work with him. I wouldn't want to change that.

REPLAY: If you had a "wish list" regarding Flying J's involvement with amusement games, what would it include?

KENT: In some Flying J's, the card-type or slot machine kind of games do exceptionally well. What do they call them, *Cherry Masters?* They just go great guns in Texas and Indiana. Unfortunately they're not legal here in California — but I wish we could get those in here. We could probably do away with the rest of the games; they're that popular with the drivers!

REPLAY: You're right, California law enforcement is very strict about this sort of thing. Any other comment about amusement games in truckstops?

KENT: I think truckstops are a good market for coin machine operators. The amusement machines industry is a great addition to this type of location. It's good business for everybody.

REPLAY: It's certainly a pleasure to talk to location owner who's satisfied with his operator, and who appreciates the contributions of the coin-op industry! Thanks for your time, Kent. ◆

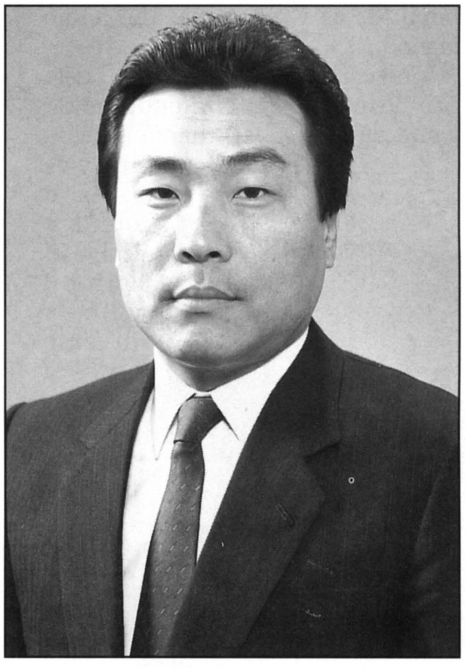
COVER STORY

BULLISH ON THE FUTURE

To say Jaleco is bullish on the future is like saying King Kong was a cute little monkey. For next year, Jaleco is forecasting a substantial increase in profitability. How will they achieve it? They're a diversified company with interests beyond coin-op, all of which are expected to grow. But coin-op itself remains a big part of Jaleco's plans, and it's going to be bigger than ever...starting right now. The company has traditionally been rather laid-back in the U.S. coin machine market but, say execs, that's about to change. "We're going to build many types of equipment and hit every type of operator in a wide variety of locations,"

DIVERSITY AND QUALITY WILL BUILD GROWTH, SAYS JALECO USA; PRODUCT LINE INCLUDES VIDGAME SYSTEM AND MORE REDEMPTION

Pictured below is Yoshiaki Kanazawa, Jaleco Chairman of the Board. Above, the exterior of the Jaleco USA facility in Wheeling, Ill.

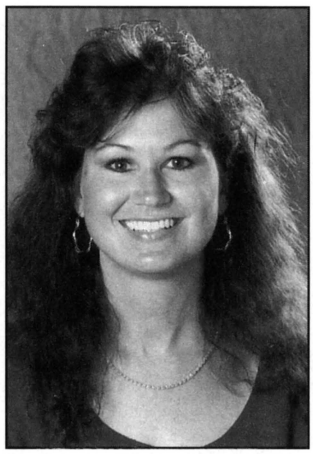


declared Jolly Backer, VP of Sales at Jaleco USA (Wheeling, Ill.). "That means theme parks, arcades, street locations, bowling alleys, you name it. We'll provide video kits, a 32-bit coin-op video system, simulators and driving games, redemption, electromechanical novelties and even kiddie rides!"

Jaleco (originally "Japan Leisure Company") was established in 1971 by a hardworking, ambitious Japanese operator named Yoshiaki Kanazawa, then age 35. Today he's the chairman and majority stockholder of the publically held company, which by now is also a distributor in Japan and worldwide manufacturer with offices in London and the States. Jaleco also leases, imports and ex-

President Shinichi Ikawa

Coin-Op Sales VP Jolly Backer



Sales/Mktg. Mgr. Mary Hermanson

ports hardware, components, software, etc. Jaleco is involved in vending and the company additionally runs around a dozen big, topnotch arcades in Japan. Lately the firm has been exploring the home aquarium business as well, under the name Jaqno.

The company's biggest hit to date has been an 8-bit Nintendo home game with baseball theme ("Bases Loaded"), but they've also found a niche in coin-op with a diverse array of high-quality products. Among them: flight simulators like *Wild Pilot,* mechanical novelties like *Arm Champ,* and a series of well-received drivers like *Cisco Heat, Big Run, Grand Prix Star I & II,* redemption like *Basketball* and *Alien Command,* as well as PC board kits like the forthcoming *Gun Force II.*

Jaleco has always shied away from hype, but now they're ready to break out into the limelight a little more, said Jolly. Latest entry in Jaleco's lineup is *Alley Cats,* a redemption game licensed from Upper East Tennessee's Clarence Mabe (the game's name was licensed from Williams). It's an alley-type, ball-rolling ramp game with three levels of cats as knockdown targets. It debuted at AMOA, and Jaleco is confident that operators will enjoy the same excellent earnings as their location test. *Alley Cats* is being built at Grand Products.

Jaleco's entry in the video game system sweepstakes is based on a 32-bit motherboard with B-board software changes. "This system is aimed at street operations because that's where the demand is," Jolly explained. "Using 32-bit computer technology will allow us to offer superb graphic presentation of our games. It's been three years in the making and we think now is the right time for this approach."

A unique software library is planned for the system: Jaleco will stress sports themes (in the tradition of their earlier best-selling Nintendo hit). "Sports games are what made Jaleco successful in Japan and in the consumer market," Jolly explained. "We've never produced any violent games in-house and we plan to stay away from that." Jaleco's initial system title, *Best Bout Boxing,* will be followed by sports games themed around soccer, baseball, etc. Jaleco has signed a license agreement with Green Bay Packers star football player Sterling Sharpe for consumer titles; possible coin-op applications for this license have yet to be determined. Jaleco hasn't done any third-party licensing of titles for the new system, yet but "we're certainly open to the possibility," Jolly said.

One thing's for sure: however much they decided to expand their R&D or product line, Jaleco has plenty of financial reserves to call on. Five major Japanese banks work with the company, and three of them are major stockholders.

The company's physical plant is impressive, with a big new headquarters in Tokyo, a major manufacturing facility in Ohita, and sales offices with staff of 30 scattered across the Land of the Rising Sun. Of course, with the exchange rate standing as it does these days, it's more economical to build as much as possible here in the States, so Jaleco often sends components across the Pacific and final assembly of American product is done at 3-Koam on the West Coast, or at Grand Products in Chicago.

Jaleco USA was established in 1987. It's sited in Wheeling, Ill. and houses the coin-op and consumer game divisions. Jaleco USA president is Shinichi Ikawa, a coin-op veteran who has worked as SNK's executive director of sales, as sales rep for Joe Robbins' Kitkorp, and as liaison officer for Data East. Ikawa actually started his career with Taito as Mike Kogan's right hand man; he came aboard with Jaleco in early 1993.

Jaleco USA's VP of Sales Jolly Backer has previously worked at Capcom, Data East, Sega, and Bally/Sente. He joined the firm in June of '93. Sales & marketing administrator Mary Hermanson has been aboard since January of '93, following a long stint at Konami.

Some might ask if Jaleco is too op-

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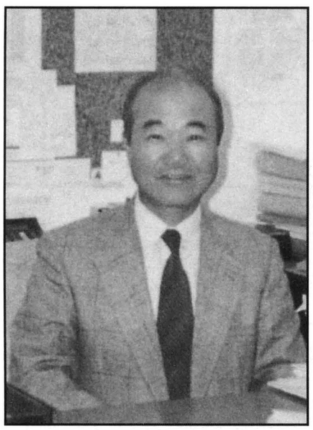
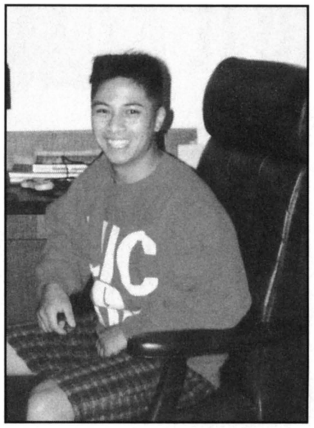
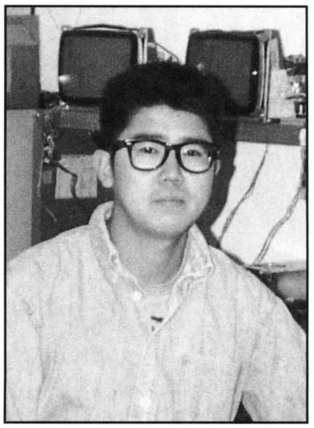


Haruo Hori, Chief Financial Officer

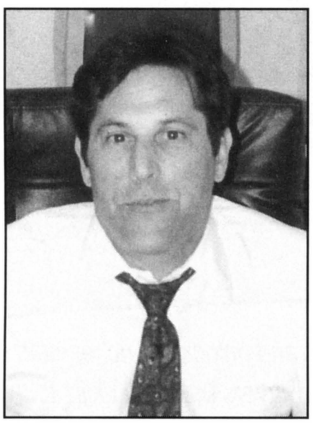
Ida Main, Accounting



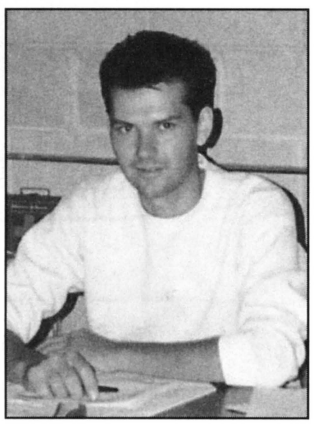
Jarik Sikat, Game Counselor



Seiichi Ogasawara, Tech. Eng.



Bob Bernstein, Consumer Sales



Steve Sleigh, Warehouse Mgr.

timistic about the future, since we're in a mighty tough market these days. The firm acknowledges the immediate challenges, but says long-term prospects are excellent nevertheless. "This summer we have had a long overdue reckoning," Jolly Backer mused. "The home game market has been oversaturated, while the coin-op business is a little stale with operators not always getting their investment back on new product. Naturally, when earnings are soft on existing titles, they are somewhat leery of spending more."

But not all the current problems are inherent in our own industry, Jolly pointed out. "There are many variables with competition from hit movies, the location base dwindling, chains of C-stores taking a stand against video for various reasons and so on," he said. "It's a hard time for everyone; we all realize it and must simply be patient and work together to get through it.

"For Jaleco's part," Jolly continued, "we recognize that — as the company slogan says — 'amusement is a part of living.' The fact is, leisure is getting to be a bigger part of most people's lives with every passing day. In spite of everything, the overall amount of dollars that people are spending on entertainment, is still going up. Our goal is to create products that make everyone's life more enjoyable. We want to create exciting software that makes players laugh and shout and feel excited...games that are innovative and fun. Our chairman, Mr. Kanazawa, wants Jaleco to stand apart from the crowd as a true innovator, not another producer of me-too fighting games. We want to set a new standard in the amusement field, and we're going to do it with diversity and quality."

Now that they've tooted their horn at AMOA Expo, the new, ambitious Jaleco team will next appear at the Fun Expo and the IAAPA "Parks" show this fall and winter. Jaleco USA is located at 685 Wheeling, IL 60090. Phone is 708/215-1811. ◆

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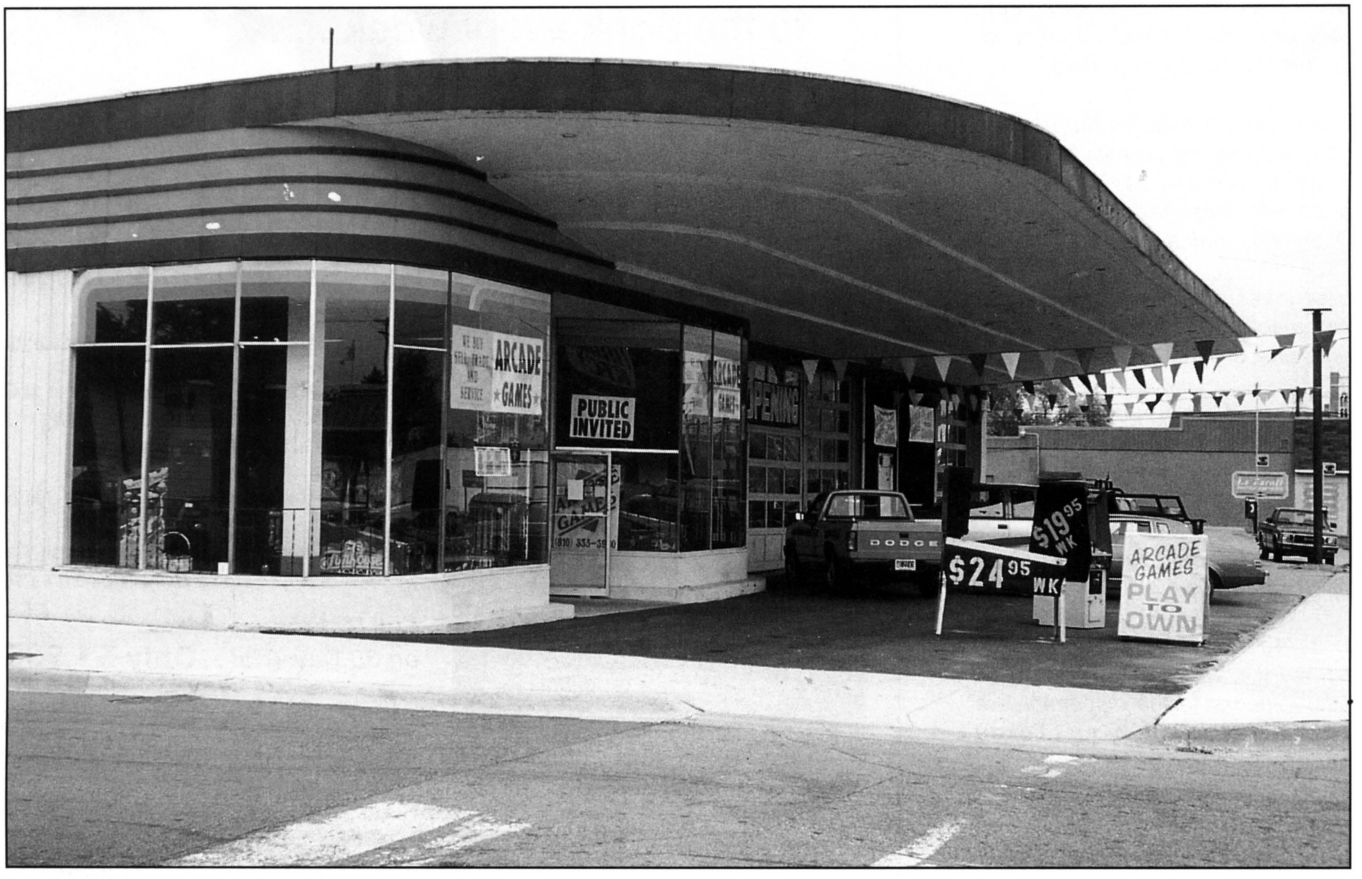

HOME & BIZ SALES

retail game store also offers coinbiz services

By now, there are thousands of Americans with coin-operated games in their homes. But while few companies in the games industry ever made a full scale assault on the homeowner, some have made a decent buck in this "after market".

Back in 1974, a fellow named Ray Ohannes opened a 4,000-sq.-ft. store in Pontiac, Mich. called Arcade Games Sales and Service. Ray died last year, and left the business to his

At top: Arcade Games Sales and Service is located in a former Firestone tire store in downtown Pontiac, Mich.

Left: The Arcade Games team poses for a team photo: Back to front, left to right are: back row: Derrick Auger (sales), Dean Auger (technician & partner), Jim Supert (tech), Mark Ohannes (sales chief & partner), William Smiddy (G.M. & partner), Charles Edwards (shipping & receiving), Sal Rivera (detailing) & Heather Auger (office manager).

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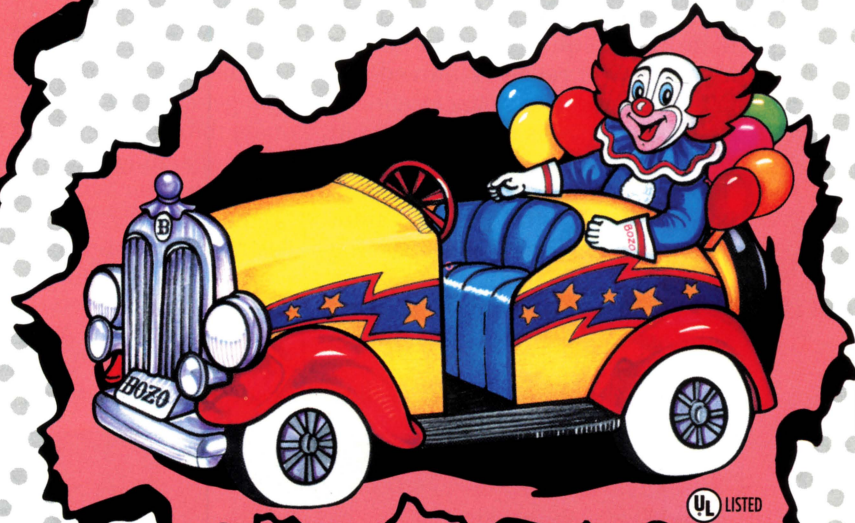

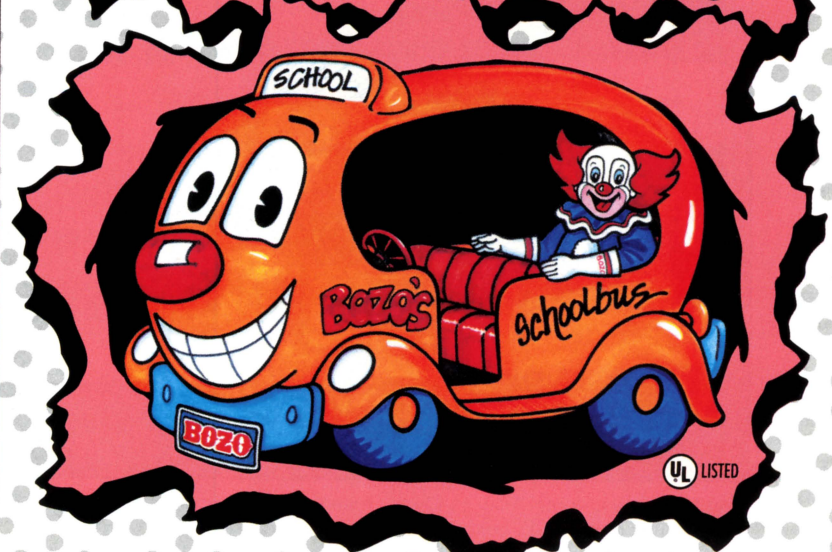

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brother Mark Ohannes. Mark recruited William Smiddy and Dean Auger, made them equal partners in the business, and recently moved the outlet to a bigger and better location.

Arcade Games is now all set up in a 15,000-sq.-ft. store (a former Firestone tire outlet) on West Huron that sports a 3,500-sq.-ft. glass front showroom easily seen by passing motorists. It sits in downtown Pontiac on M-59, which is a major highway connecting Port Huron to the state capital at Lansing.

In fact, the store is situated close by the railroad tracks, so when people get stuck waiting for the train to pass through, they can't help but see all the signage Ohannes and staff have on their windows advertising games for sale. "We sometimes have as many people come through in a day as we used to get in a month," Ohannes said.

Arcade Games' showroom could rival many at our full line distributorships. Besides games, they also offer fun merchandise.

About 75% of Arcade Sales business comes from homeowners, with the balance from the regular coin machine industry. They shop up used goods in fine fashion for both markets and according to Smiddy, "offer operators substantial discounts on new/used equipment parts and service." The also stock a complete line of WICO parts.

Ohannes' partners Dean Auger is an electrical engineer, and William Smiddy has 22 years of experience in the industry itself in arcades, on routes and in service departments. "Our team offers the best services available to the industry and looks forward to serving its needs," said Ohannes.

Arcade Games Sales and Service still finds its mainstay in home sales while it works to increase its operator business. Some machines offered to homeowners start as low or lower than $400 and can run into the $3,000 range. They offer videos, pinball machines and novelties if decent used ones come along (Auger reportedly can refurbish 80 games in a month).

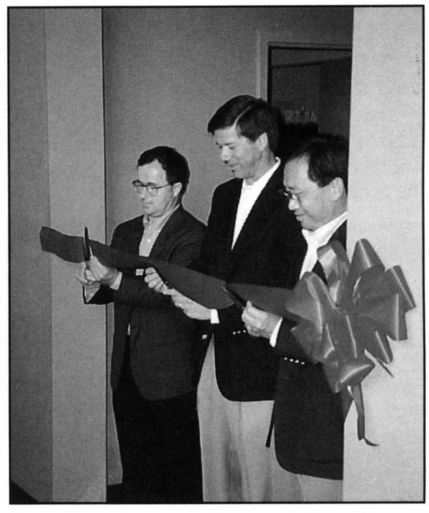
Naturally, Arcade Games offers after-sale repair to their homeowner customers and similar work warranties to operators who'll pick things up at their outlet. It's more than worth a visit and a chat next time you're in the area. The store is located at 146 West Huron, Pontiac MI 48341. ◆

Sign in doorway touts "Play to Own", meaning that homeowners can put $99 down on a machine and then pay a weekly fee until the piece is paid off.

BLAST OFF

Namco-backed Magic Edge takes location based entertainment to stratospheric new heights with the opening of their first "sim center" in the USA

Kevin Hayes (l), president of Namco America, and David Bishop, senior VP of operations at Namco Cybertainment (the firm's operations arm).



The official ribbon cutting (l to r): Kevin Hayes, Magic Edge president and founder Don Morris, and Magic Edge chairman Michael Chan.

Computer controlled, networked gaming systems. State-of-the-art software with texture rich graphics. Real-time motion simulators. There's a lot of dazzling new technology out there just waiting to be used. However, the challenge facing the amusement industry isn't access to these new tools, but developing an exciting entertainment environment that players will repeatedly want to be a part of — "play as culture," as Namco Ltd. chairman Masaya Nakamura puts it.

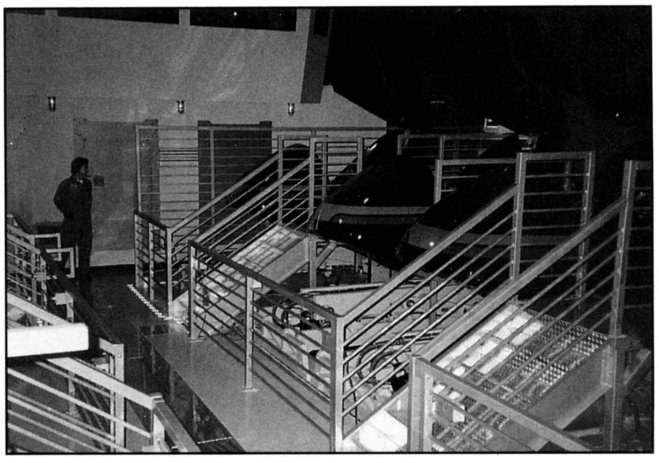
That concept was clearly visible at the Aug. 25 press preview of Magic Edge, a location based entertainment center owned by Namco and operated by Magic Edge Inc., in Mountain View, Calif. The 12,000 sq. ft. facility is the first of its kind in the U.S. (the first center opened in Japan this July), bringing together advanced theming, a futuristic restaurant and bar, and 18 interacting flight simulators that are close you can get to piloting a fully-armed, high performance fighter jet without enlisting.

"This is not an arcade. It's a total environment," declared Kevin Hayes, president of Namco America Inc. "We believe that Namco is in the high-tech and high-touch business. Technology isn't everything; we're dealing with people. The concept of a Magic Edge center is based on that same understanding, that there has to be more than just technology."

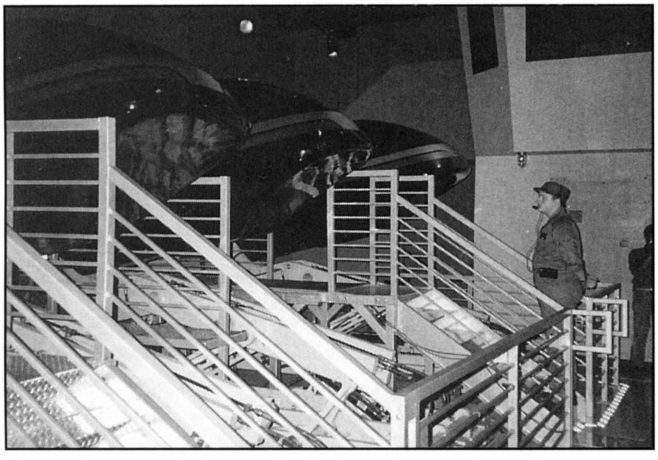
Far from merely being strapped into an expensive piece of equipment, the Magic Edge experience relies on sound, lighting, theming and theatrics. It begins the moment you walk through the door: Visitors sign up at the check-in counter and are given boarding passes with designated flight times, along with flight suits and name tags. A Magic Edge squadron leader introduces himself and escorts the six-unit group into the Briefing Room where they watch a short orientation film outlining the capabilities of their craft, the *X-21 Hornet,* as well as their mission. After a question and answer period, the squadron is lead through the steel girder and column portals, past a multitude of lighting and sound effects, where the open cockpits await them.

Each of the teardrop-shaped pods is capable of 32" of vertical motion and 70 degrees of pitch in the up-down dimension, combined with plus-or-minus 60 degrees of pitch in the roll dimension. The "pilot" is completely enclosed within the capsule and interacts with a 39"(w) x

Attendants make sure everyone is safely strapped in and familiar with the controls before takeoff.

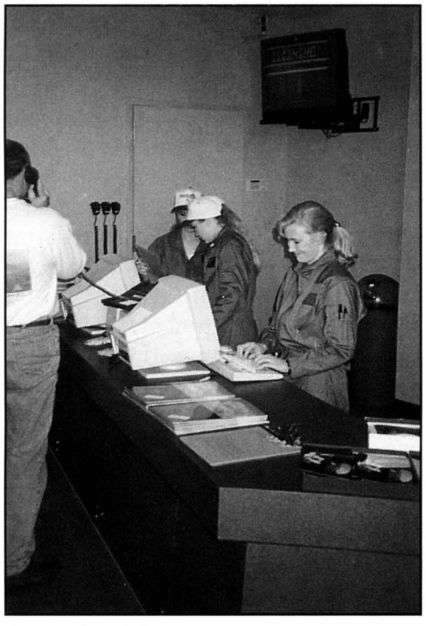


The "flight hanger" holds 18 interactive simulators, six of which can be networked together for linked play.



The pods can simulate takeoffs, landings, banking turns; you can even perform barrel rolls and other realistic maneuvers.

Stirred but not shaken: after returning to base, players can retreat to the Officer's Club bar for a little R&R.



These skilled flight attendants sign up customers, schedule takeoffs and issue the proper attire.

29"(h) screen. A joystick and throttle control fit in each hand, and access to the plane's weapons system (lasers, canons, Sidewinder missiles, ect.) is as near as your fingertips. Software developer Paradigm Simulation, Inc. created the "Vampire XDV-7" game, then integrated it with the *X-21* motion simulators for an unparalleled virtual reality effect. All 18 pods are driven from a single Silicon Graphics ONYX RealityEngine computer, a first for networked simulation systems.

The high-tech hardware and realistic graphics set the stage for a futuristic flying mission over rugged terrain, hostile ground targets and airborne adversaries. The six networked players can engage each other or work together to complete their goal, while "on the ground," a squad leader keeps constant contact with all of the pilots via headset communications, to inform them of their progress or warn them of impending dangers. After the flight, players are lead through a debriefing session complete with an instant video replay of their best and worst moments.

The entire session, from tactical orientation to debriefing, lasts about 40 minutes, with about a quarter of that time spent in the flight simulators. Magic Edge is currently setting the price at $15.75 for the full sign-up and tour, and $12.75 for regular members. The computer can store player information, keeping track of progress and statistics such as "top scorer." The center can also work with any size group and finetune events for all occasions. For example, the flight can be used as a team building session for a group of employees (or as an opportunity to smoke your boss with a couple of Sidewinders).

But the *X-21 Hornet* is just part of the package. Guests at Magic Edge can unwind at the Officer's Club, a themed restaurant and bar with a view of the pod hanger. The bar, which serves micro-brewery beer and wine, also has a pair of fixed simulators that patrons can use without spilling their drinks, as well as a number of screens showing the action in the next room. The Officer's Club menu foregoes typical arcade fare for such culinary delights as

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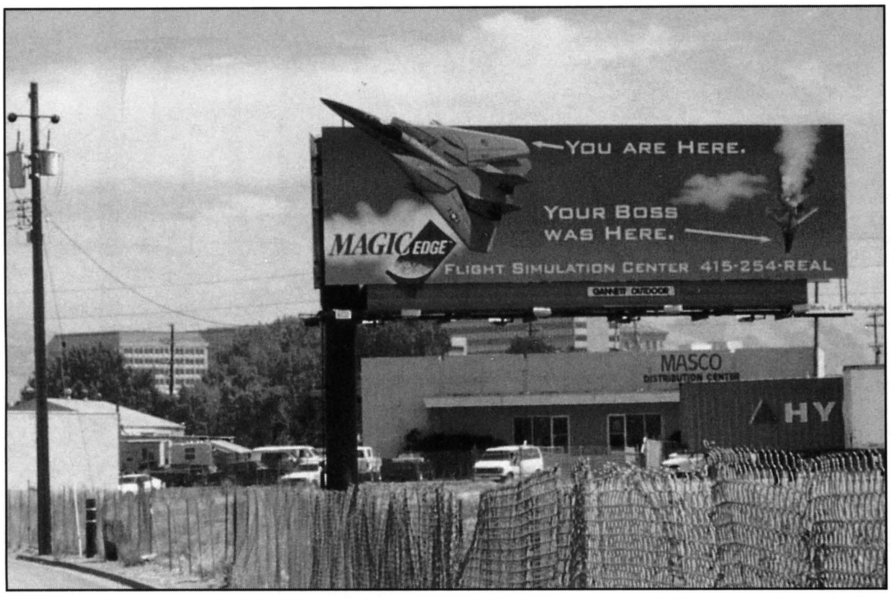
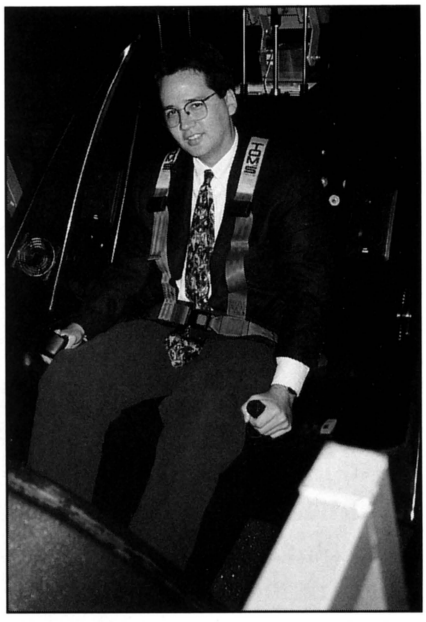


Magic Edge's promotional efforts include a few of these eye-catching billboards posted around the San Jose area.



RePlay's Curt Vanstrum at the controls of the *X-21 Hornet,* a "21st-century super-cruise, multi-role strike fighter."

Mandarin Duck Salad or Seafood Lasagna Florentine. There's also a complete line of custom merchandise on sale at the adjacent Magic Edge Base Exchange.

"I knew Magic Edge was way ahead of its time when we started talking two years ago," said Kevin Hayes. Namco became the financial backers for the project after Magic Edge president and founder Don Morris approached them with his virtual reality concept. Impressed from the start, Namco gave Magic Edge Inc. full control over the design of the centers, and negotiated exclusive rights to the first installation in Japan. Magic Edge Inc. is a privately-held firm based in Mountain View, Calif.

The Magic Edge experience includes the capable guidance of these squadron leaders, some of whom are actual pilots.

"On July 16, we opened a Magic Edge center in Tokyo as part of the Namco Wonder Eggs mini theme park," Kevin said. "I was told yesterday, over five weeks later, that they have had to limit the lines to two hours in the excessive heat wave that Japan has been having. People were lining up for four hours to experience Magic Edge."

While the Magic Edge center in Japan is an anchor attraction of a new virtual reality attraction called Empire of the Eggs, the Mountain View location differs in that the simulator is the center feature. However, news about this new attraction had spread quickly, and the center even began accumulating a thick stack of flight applications days before the Aug. 27 public opening.

Future plans include a change of software and theming devices; the center is designed so that this can be done with relative ease. "If we're still using the *X-21 Hornet* a year from now," said Don Morris, "then we're not doing it right."

Magic Edge Inc. and Namco are currently looking at potential sites for future locations. "We believe that this center will just be the beginning," Kevin Hayes said. "We hope that, based on the success we fully expect to have, we will be able to execute a major roll-out of Magic Edge centers in the U.S. and Canada. Magic Edge has delivered."

In the meantime, the city of Mountain View is the only place in the U.S. where you sneak a peak at what Kevin calls "the future of entertainment." The facility is located at 1625 Shoreline Blvd., just a few blocks off the 101 freeway; phone is 415/254-5500. ◆

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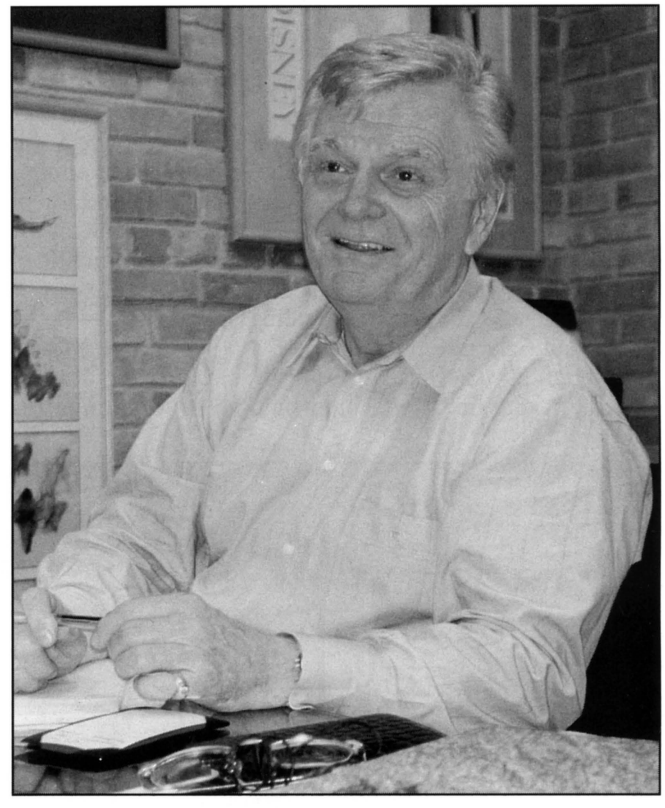
BY J.R. MINICK



Attendees of the Pan Asia FEC conference, which was held June 6-7 in Hong Kong, were eager to hear anything and everything on the worldwide boom in family entertainment centers. Many in audience, however, may not have had a clear perception of what exactly is an FEC, and why they have become the leisure industry's latest success story. Therefore, industry consultant J.R. Minick's presentation, which follows, provided listeners with a solid foundation for understanding this particular type of amusement venue. Minick's firm, J.R. Minick & Associates has worked on a number of projects, including Whimsy locations throughout Asia; Frankie's Fun Park in Columbia, S.C.; and Pear Apple County Fair in San Antonio, Texas.

The family entertainment center is now the faster growing segment of the amusement/recreation industry. Family entertainment centers, or FECs — as they are now being known — are being developed worldwide. While the United States, Hong Kong and Japan have been on the leading edge of the explosion in FEC development, other countries throughout the Pacific Rim have seen dramatic public acceptance of this concept. The same success has been enjoyed in South America, Mexico and Canada.

Europe, until recently, had not seen much development of the family entertainment center concept. However, in the last few years, successful FECs have begun to emerge in England, France and Denmark. Centers are now being planned in Switzerland, Germany, Turkey and the former Soviet Union.

The family entertainment center has established itself as an important segment of the inventory of amusement places around the world.

WHAT'S AN FEC?

One of the main reasons for the visibility of FECs in the trade media in the simple fact that many developers, consultants and even suppliers are describing *any* project that is not a "theme park" or a "water park" as a family entertainment center. It might be an outdoor attraction, a miniature golf course, or a go-kart track, but many times they are identified as a family entertainment center. Lately, I have even heard kiddie lands and children's birthday parks described as FECs.

While in some ways the use of term "FEC" on nearly any type of amusement attraction is not important, in other ways it is very important. Correctly applied, FEC describes your product. It means there is something there to provide entertainment to the family. There is something for everyone.

The FEC is not an "arcade" offering mainly videos and pinballs — or flipper games. These type of games may be included, but they are primarily for the teenager. Adults

can't play videos. If I attempt to play Namco's new *Ridge Racer* or Sega's new *Daytona,* I would be lucky to score 500 points. The average teenager playing the same game might run up a score of 500,000 points.

The same type of situation occurs when the center offers mainly kiddie rides or is made up of an elaborate soft play structure. Some of these elements may be included in a true family entertainment center, but if kiddie rides or soft play dominate, there is little for an adult to do — except wave. Every time your kid goes around, you wave. When your kid pops up in the sea of balls, you wave. This is not much entertainment for most of the family.

A real FEC is one that offers something for the entire family. Not just a narrow group. The *entire* family.

The family entertainment center concept is one that has been established by a small group of companies — including Whimsy, right here in Hong Kong. Whimsy pioneered the concept of the "family" center and now has nearly 30 centers operating throughout Asia and more planned.

The Fun Factory, based in Hawaii, was one of the first to develop high quality centers appealing to the entire family. Their first location in the late 1970s helped create the FEC industry. Fun Factory now operates some 30-plus locations.

Time-Out was also one of the first U.S. based operations to develop real family entertainment centers. Time-Out operated some of the first upscale arcades in major shopping malls and had some 85 locations before developing their first major family entertainment center, "Time-Out-On-The-Court," in Forrest Fair Mall in Cincinnati. Their new, major FEC concept "Exhiliarama" has proven very successful in its first four venues.

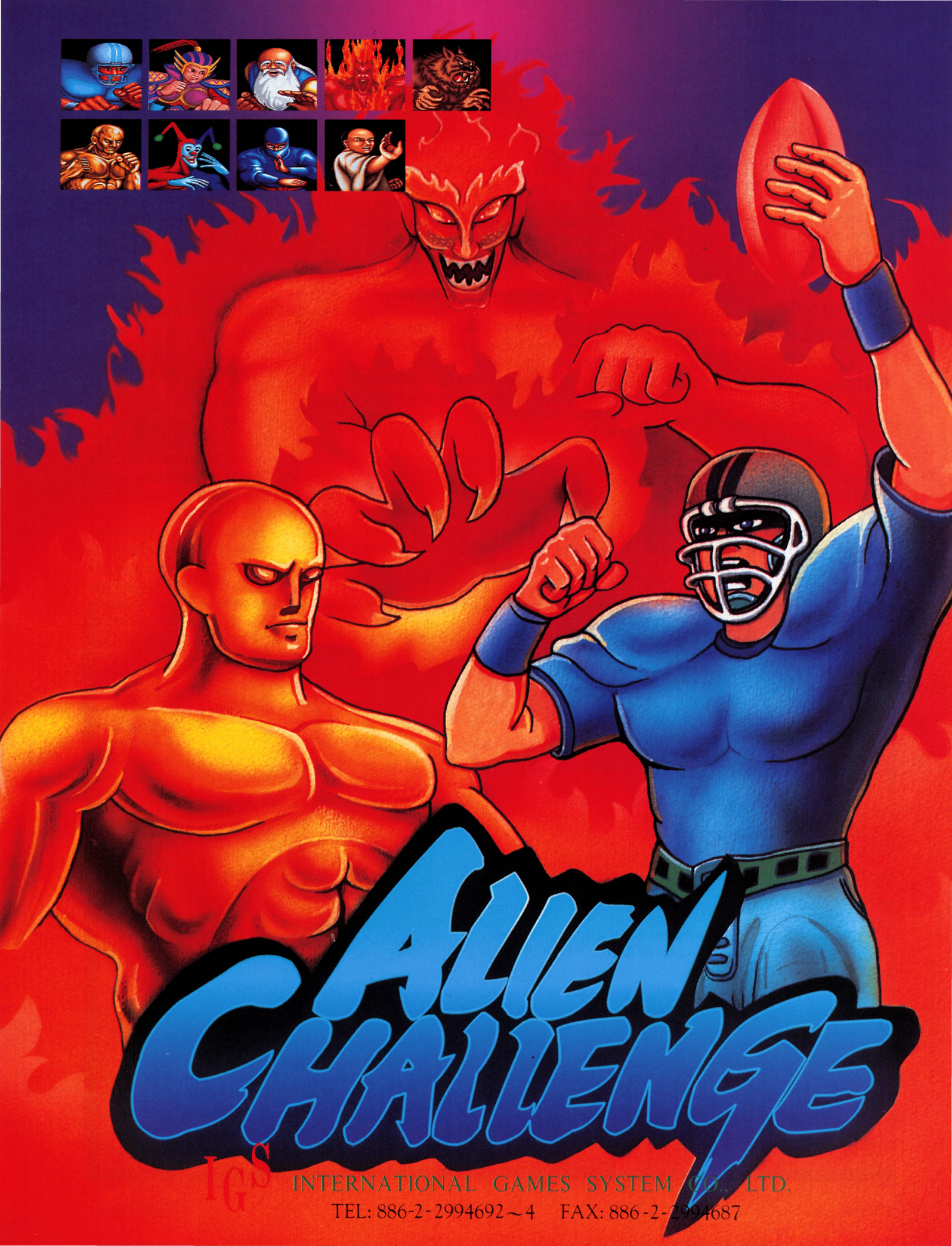
These operators and their facilities established the general guidelines for the FEC, which are relatively simple: The FEC should provide entertainment for the entire family; something should be included for children, teens and adults. Also, the term "family entertainment center" has come to mostly mean a larger, more upscale environment.

THE CHANGING FACE OF FECS

In the brief existence of the family entertainment center industry, dramatic changes have occurred. Nearly everyone agrees to that. If you spoke to people here over a drink at the bar, most of the manufacturers, and even some of the operators, will talk about the new motion simulators and interactive virtual reality experiences now on the market. There is no doubt this type of high-tech equipment is changing the industry — or certainly will change it once the experiences are a little better and the cost is a lot less.

The greatest change, and probably the change that offers us all the most opportunities, is the fact that the real estate developers now welcome entertainment complexes in their properties. It wasn't that many years ago that the owners and operators of most commercial space thought amusement operators to be little better than "gypsies, rogues and thieves." Mall developers might have considered a small game room in leftover space that couldn't be leased due to size, shape or location. And additionally, the rent was normally exorbitant.

Now, it's different. The mall developer usually welcomes us with open arms. The idea of a large family entertainment center is something the developer claims he always liked and



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had planned to do for years. Amusement facilities in shopping malls and other commercial properties are acceptable and desirable. Even rental arrangements are now sometimes "tolerable." The mall developer obviously wants to lease space, but he also now looks favorably toward entertainment facilities as a tenant. This is the most important change in the industry — and one that provides all of us with the most opportunity.

DEVELOPMENT OF AMUSEMENT FACILITIES/CHANGING CONCEPTS

Family entertainment centers are now being developed throughout the world. Some locations offer indoor environments, while others provide both indoor and outdoor facilities. Even though nearly everything is being call a family entertainment center, the following provides a better description of each:

MINIATURE THEME PARK

Sometimes called a mini-park or a pocket park, these facilities normally offer both indoor and outdoor attractions. There are usually several outdoor rides, go karts or raceways, miniature golf, soft play and sometimes batting cages, driving ranges and other sports fields or attractions. A major theme building will offer food service, games and occasionally, amusement rides such as bumper cars, carousels and other smaller rides. These parks are found on sites of anywhere from two to ten acres, exclusive of parking fields. Typically, the mini-park will generate annual gross revenues of about $3-5 million and will normally have development costs of $4-8 million U.S. — exclusive of land.

INDOOR THEME PARKS

These too are often described as FECs, but are actually very similar to an outdoor theme park placed inside a building. These facilities are usually in spaces of 100,000 sq. ft. or more and are ride dominant. Often major roller coasters, flume rides, ferris wheels and wave swingers are included together with children's rides, food service, gifts and souvenirs, and games. The indoor theme park does not seem to generate annual revenues commensurate with the investment levels required. Annual revenues are often less than $10 million, while costs might exceed $25-$30 million U.S.

FAMILY ENTERTAINMENT CENTERS

The true family entertainment center seems to largely be an indoor complex that typically is not much smaller than 8,000 sq. ft., and usually not larger than 50,000 to 60,000 sq. ft. As discussed previously, the FEC should provide entertainment for everyone. The revenues might equal $150 U.S. per sq. ft., while development costs can be expected to equal around $100 to $115 per sq. ft., including interior finish out and equipment.

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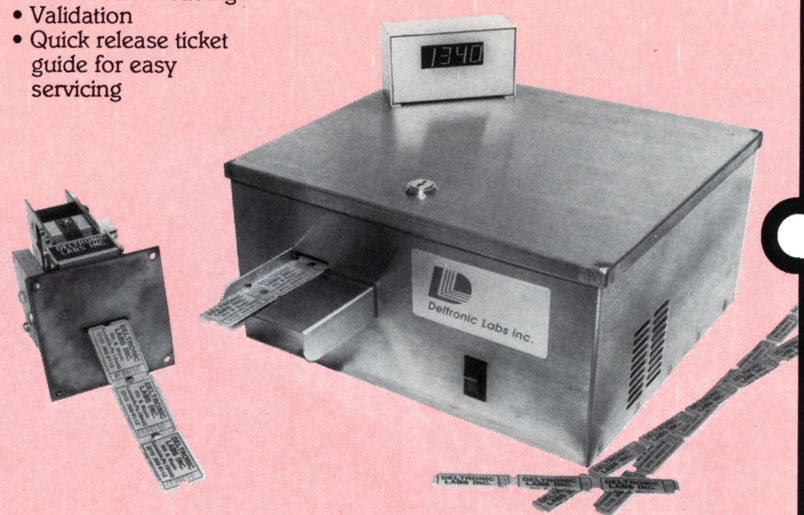

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CHILDREN'S BIRTHDAY PARKS

These units are often described as family entertainment centers, but are actually positioned toward children under 10 years of age. There is little for anyone else to do, but wave at their children. The birthday park has proven very popular in the U.S., and two distinct types have been developed. The more traditional is basically an indoor kiddieland featuring children's rides and a food service area while the new concept offers a very elaborate soft play complex together with food service. These units are both typically developed in a space of some 12,000 to 25,000 sq. ft. Annual revenues of these types of facilities are generally in the range of $800,000 to $1 million, with development costs of $600,000 to a maximum of around $1 million.

ARCADES

Arcades are sometimes described as FECs, but few provide the size or equipment mix necessary to attract and satisfy the entire family. Generally, arcades offer attractions that only appeal to teens or young adult males. Some arcades still provide little in the way of decor and offer little appeal other than the availability of games — but many of today's leading arcades are developed with a more upscale environment in mind. Annual revenues can vary dramatically, with some locations generating no more than $75 per sq. ft., and a few reaching as much as eight to ten times that amount. Development cost also vary widely, with some facilities costing less than $50 per sq. ft., and few that might equal two to three times that amount.

TRENDS IN FECS AND WORLDWIDE OPPORTUNITIES FOR THE ASIAN MARKETPLACE

Asian entertainment operators with vision can easily see opportunities for new facilities in their own countries or in locations elsewhere in Asia. All the various concepts of amusement facilities previously discussed offer good opportunities for new or additional entertainment venues throughout Asia. This includes development of everything from elaborate indoor theme parks to small arcades. However, family entertainment centers may offer the greatest opportunities due to their favorable investment to return ratios and from a lower risk factor due to their broader appeal.

Additional opportunities exist for Asian operators with vision who venture outside Asia. Namco, Sega and Capcom have already established an important presence in both the United States and Europe. Whimsy is studying locations in North America and elsewhere outside of Asia. And probably every operator is considering China.

However, anyone considering development of family entertainment centers or any of the venues we have discussed should proceed carefully. For a developer unfamiliar with the amusement industry, or an operator facing a unique or complex site, I strongly recommend you secure the consulting services of an experienced research firm to prepare an economic analysis of your market area and the proposed project. This type of report establishes the parameters for the design of your project as well as its development.

I strongly recommend you secure the consulting services of an experienced research firm to prepare an economic analysis of your market area and the proposed project.

Also, I strongly recommend that you commission an experienced design firm to provide you with assistance in the planning and design of the project. You should choose a firm that has proven experience designing a *successful* family entertainment center — particularly an entertainment center of the scope similar to what you have planned. It is very easy to throw money at a project, but it is quite difficult to develop an FEC within the budget restrictions necessary to a successful business venture.

THE WONDERFUL WORLD OF WHIMSY

I am sure many of you here today were hoping to hear Robert Go present a case study of his flagship project "The Wonderful World of Whimsy," located at City Plaza here in Hong Kong. While I am unable to provide the level of detail regarding the project that Mr. Go could, I am quite familiar with the project and can discuss many of its development parameters.

The Wonderful World of Whimsy was developed at City Plaza, a major shopping center of some 1.7 million sq. ft. located in Taikoo Shin on Hong Kong Island South.

- The market area within a ten mile commute was around 650,000 people when Whimsy opened and now exceeds 1 million persons.
- Whimsy occupies some 30,000 sq. ft. or about 2,800 sq. mt.
- The theme of Whimsy at City Plaza is based on the architectural styles found in Hong Kong during the Colonial period.
- Whimsy offers seven rides, including a custom Zierer coaster and Soli bumper cars — which remain the two most popular rides.
- The total games operations, including prize games and other coin-operated amusement games and devices, provide around 200 player positions.
- Food service is restricted to concession items due to the lease agreement; retail gifts/souvenirs are minimal.
- Whimsy operates daily, year round, with operating days of between eight and 12 hours, depending on the season. Total operating hours approach 3,500 hours annually.
- Staffing levels also vary with the season. Minimal staffing is around 34 or 35 attendants while peak staffing levels approach 80 attendants.
- Annual attendance can not be verified since there is no admission charge and there are no counting devices at either of Whimsy's entrances. However, an educated guess would place annual attendance in the range of 750,000 to 900,000 persons.
- Whimsy does not release figures relating to their financial performance, but I think it is safe to assume that the Wonderful World of Whimsy at City Plaza is very successful and generates annual revenues that equal or surpass the levels discussed earlier of centers of similar size and scope.

I recommend you all try to visit Whimsy while you are here in Hong Kong. ◆

THE OTHER BIG SOCCER EVENT

Tornado's $100,000 World Championship of table soccer sweeps across Texas over the Labor Day weekend

The World Cup may have just been a memory, but soccermania was alive and well in Dallas, Tex. over the Labor Day weekend...table soccer that is. Tornado's World Championship of table soccer made its yearly stop at the Dallas/Ft. Worth Executive Conference Center Aug. 31-Sep. 5, bringing in players from all over the world to compete for a share of the $100,000 in cash, prizes, trophies, jackets and most importantly, bragging rights.

Overall attendance totalled more than 4,200, with record-breaking numbers posted in almost all 27 events. Individual event entries included 282 players in Open Singles, 372 players in Open Doubles, 258 players in Expert Singles, and 354 players in Amateur Doubles, to name a few. The numbers were overwhelming, completely selling out the Conference Center for the weekend.

This year's Championship saw some new innovations, such as bracket charts totally run by computer. Also, match play action from the tournament floor was shown throughout the hotel, and was even available in individual rooms.

Outside the hotel, news of the event was carried by local network TV affiliates and several local newspapers. ESPN II even showed up to tape the final matches of all the main events.

The big event was Open Doubles, where Todd Loffredo and Scott Wydman (both from Colorado) won the $15,000 first prize; John Smith and Eddie Gartman (both from Texas) took second place and $7,000. In Open Singles, Tom Spear (Colorado) took home the title and $6,000, while Terry Moore (California) settled for second and $2,500. Open Mixed Doubles saw Todd Loffredo and Tracy Steele (Colorado) take first place and $1,500; run-

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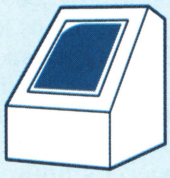

Tag team Match
- 1P v.s. COM
- 1P & 2P v.s. COM

2 cabinets (1 to 4 players)

Single Match
- 1P v.s. COM
- 1P v.s. 2P

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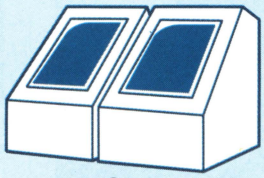

Tag team Match
- 1P v.s. COM
- 1P v.s. 2P
- 1P & 2P v.s. COM
- 1P & 2P v.s. 3P
- 1P & 2P v.s. 3P & 4P

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Tornado's World Championship brought a record number of entries to the Dallas/Ft. Worth Executive Conference Center.

With $100,000 in prizes up for grabs, the competition grew intense as the final matches drew near.

Left to right: Geno Giuntoli of Atlas Distributing, all-star slugger Dante Bichette of the Colorado Rockies, Tornado VP Dave Courington and Tornado CEO Ed McCloud.

ners-up were Ken Alwell (Minnesota) and Kelly Parasida (Pennsylvania), who both won $1,000.

Congratulations to all the participants in this great sport. No one said better that the Tornado reps, who declared at the closing moments of the ESPN II taping: "professional table soccer's future looks brighter than it has ever been!" ◆

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Valley Gold '94 comes to a close, with top darters converging on Las Vegas for the Valley Electronic Dart Championship

GOING FOR THE GOLD

Team Valley with Team USA (l to r): consultant Bill Nemgar, Frank Hernandez, senior sales rep Dave Kristal, Sandy Reitan-Green, Western sales rep Gary Connelly, Teenamarie Cunningham, Eastern sales rep Jeff Yantz, Paul Lim, nat'l service manager Bob Corrigan, and VP of sales and marketing Doug Blair.

It was an exciting climax to a record-setting year for the Valley Gold regional qualifiers, as nearly 500 top players from across the U.S. made their way to the Sahara Hotel in Las Vegas for the Valley Electronic Dart Championships, July 14-15. The four winning players, two men and two women, all from California, will now advance to the International Competition in Europe as Team USA.

Winning the Championship were Paul Lim of San Bernadino, Frank Hernandez of Stockton, Sandy Reitan-Green of Torrance, and Teenamarie Cunningham of Panorama. Hernandez, Reitan-Green and Cunningham all play in Phil Scarborough's Star Service League; Reitan-Green, who won the women's division, is a noted steel-tip player. Mickey Hedges, Ellen Rice, G.R. Verner and Teri Turner also took home top prizes and cash winnings by placing third and fourth at Vegas.

The three-day Championships started Thursday with a Welcome Party for the players. Friday began the preliminary rounds, and Saturday saw the semi-finals and finals. The competition was played with a round robin format. Women darters played 301 double out and Cricket, men played 501 double out and Cricket.

An Awards Banquet on Saturday evening drew 450 people as Valley's Bob Corrigan awarded winners thousands in cash, commemorative awards and placing trophies. Team USA champions were rec-

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Seated at the Banquet are Valley's Bill Nemgar, Mark Boehmann (Int'l Operations), Gary Connelly and John Nemgar; standing are Bob Corrigan, Dave Kristal, Doug Blair and Jeff Yantz.

ognized last and acknowledged with a well deserved ovation from their peers. Sunday, the players checked out and headed home.

The event was further highlighted by what Vegas is famous for, honeymoons and weddings. Vol-Tronic players David Douglas and his wife, as well as Tabitha Roberts and her significant other, celebrated their nuptials while at the Vegas tournament.

"It was a high energy tournament," Corrigan said. "Everyone, win or lose, had a dynamite time."

Corrigan also noted that this year's Championships drew almost 100 more players than last year. "Valley really throws a great party," he said. "And every year it just gets bigger and better."

The Valley Gold draws players from all regions of the United States. It begins with a nationwide series of qualifier tournaments taking place between Sept. 1 and May 30. All of the qualifiers are held by independent Valley operators from coast to coast. Valley sponsors either two or four players per operator to advance to the Valley Gold Championships. In almost all cases, Valley pays airfare and accommodations for players heading to Vegas.

Championship players have the chance to win top honors and become members of the prestigious Team USA. Each year, Valley takes Team USA to Europe for a week-long tour of competition with European teams, dining in fine restaurants, sightseeing and stays in some of Europe's most famous cities.

Plans are already underway for Valley Gold '95. For more information on how to participate in the Valley Gold and tournament rules, call Valley at 800/248-2837. ◆

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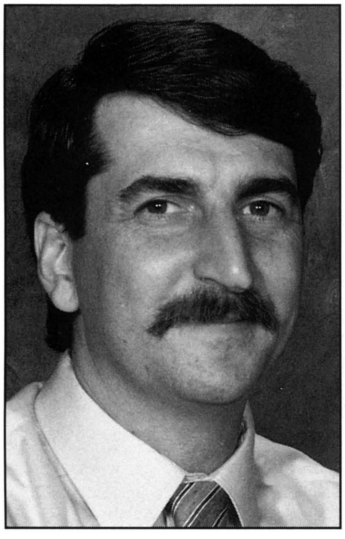


MONITOR REPAIR UPDATE

PLUS SOLVING THE "MYSTERY OF THE VERTICAL OUTPUT CHIPS"

This flowchart (facing page) has been published previously in *RePlay*. Since that time, a few additional common failures have been showing up in the field. Changes have been made in the flowchart that will lead you to these new failures. Specifically, there are a couple of components in the horizontal deflection section that short circuit and blow the fuse in the monitor.

We'll get to those failures in a moment but before we do, let's take a brief look at the horizontal deflection circuit and how it operates. Perhaps even more important, we'll look at how to troubleshoot this circuit when it fails.

A failure in the horizontal deflection circuit can be a difficult to figure out because the monitor will appear to be completely dead. The characteristic high pitched squeal of a functioning monitor will be missing and there will be no picture or brightness of any kind on the screen. That's because the horizontal deflection circuit is used to drive the high voltage unit (see *RePlay,* June 1990, for more on high voltage units.) Without high voltage, there is no picture at all.

The Horizontal Deflection Circuit

The horizontal deflection circuit is similar in most monitors; in fact, it is almost identical in just about every video game monitor in use today. Inside an IC on the monitor's printed circuit board, a circuit known as the "horizontal oscillator" is used to generate an alternating current signal of approximately 15,750 Hertz. Although this signal will eventually be used to power the horizontal deflection coil in the yoke (as well as the high voltage unit) it is still very weak at this point (only about 1.5 VAC); it has to be amplified.

The output of the horizontal oscillator is connected to the input of the horizontal drive transistor where it is amplified to obtain an output of around 100 VAC. A small transformer (appropriately called the horizontal drive transformer) is used to change this output into a high current AC signal. This is used to drive the horizontal output transistor.

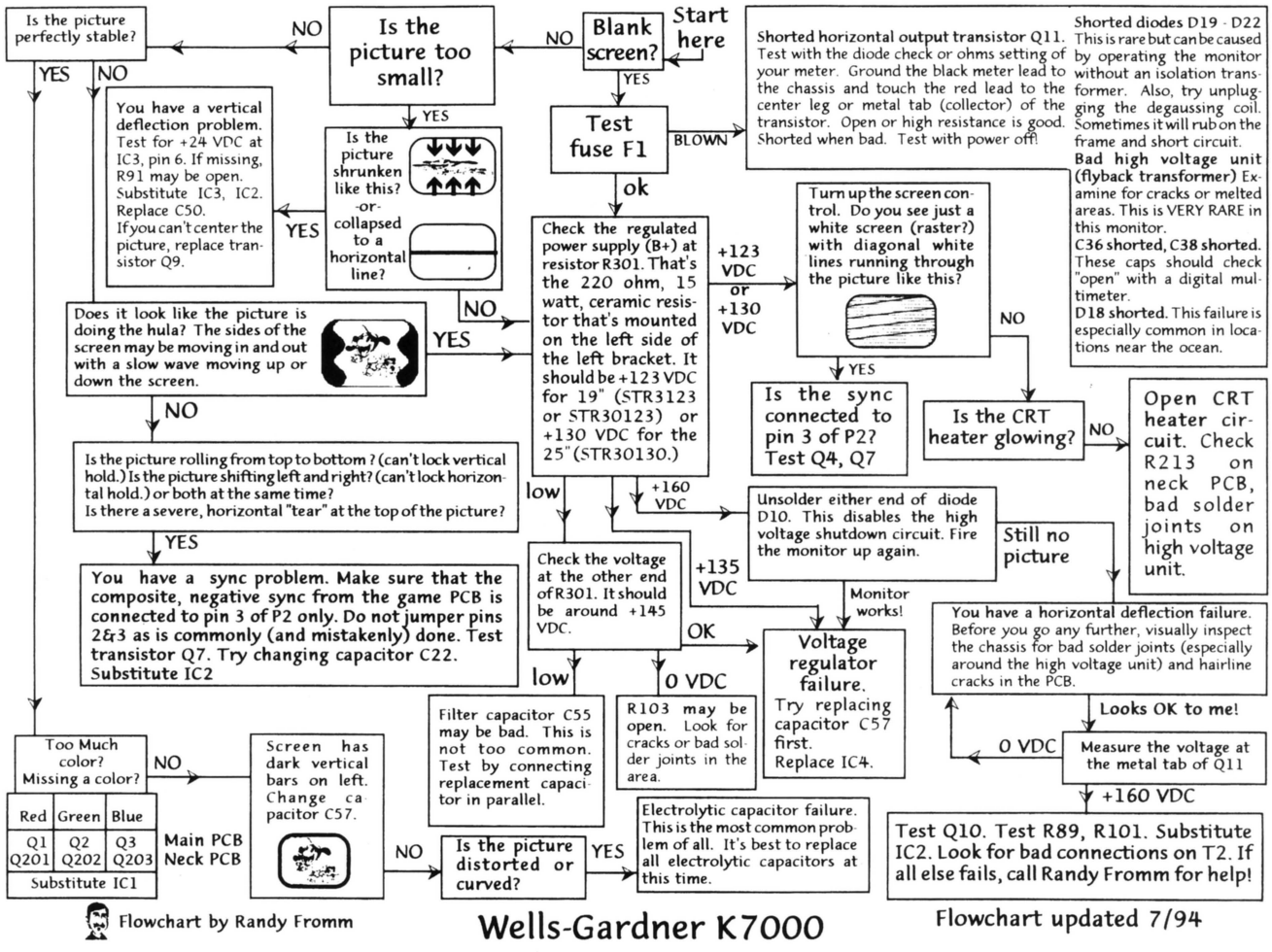
The horizontal output transistor is the hardest working transistor in monitor. All the current for the horizontal deflection coil in the yoke and the flyback transformer in the high voltage unit passes through the horizontal output transistor. In fact, approximately 80% of the power consumed by a video game monitor is controlled by the horizontal output transistor.

Troubleshooting Horizontal Failures

If the monitor has a blown fuse, chances are excellent that the horizontal output transistor has shorted. You can check it with your digital multimeter. Set the meter to the diode test setting. If your meter does not have a diode test, use a low resistance scale. Remove the power to the monitor. Ground the black meter lead to the chassis and touch the red meter lead to the collector of the horizontal output transistor. If the meter displays a low resistance or short circuit, you've found the culprit. A bad high voltage unit also may cause the fuse to blow. In fact, the horizontal output transistor and high voltage unit will often fail together (the bad high voltage unit having caused the transistor to fail.)

The latest failures to show up in the Wells-Gardner K7000 series are two capacitors in the output stage of the horizontal deflection circuit. They are C36 (the retrace tuning capacitor) and C38 (the yoke coupling capacitor). I've had a

FIGURE 1

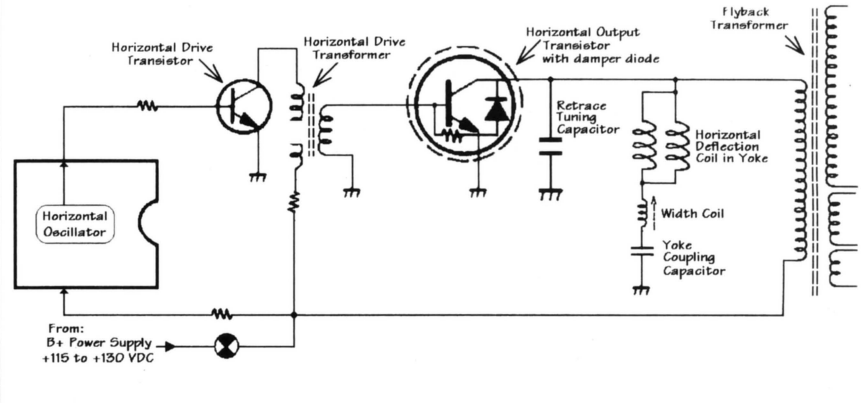


couple of people refer to C36 as a "safety capacitor. "That is not the correct term for this component. It's actually called the "retrace tuning capacitor." I'm certain the reason for this misnomer is that Wells-Gardner notes this component on the schematic diagram as a "safety critical component" by marking it with an exclamation point within a triangle. Someone said they read the term somewhere. I assure you that there is no such thing as a "safety capacitor" (at least not in a monitor, anyway).

Retrace tuning is what this capacitor does. When the beam is at the right edge of the CRT, the horizontal output transistor is turned off. This cuts off the current flow into the horizontal deflection coil of the yoke. Left on it's own with a fully energized horizontal magnetic field, the yoke coil's magnetic field quickly collapses. This collapsing magnetic field turns the coil into a generator; a generator that creates a high voltage spike (as high as 600-900 volts.) This charge is dumped into C36, quickly bringing the horizontal sweep back to the left edge of the picture. This is called the "horizontal retrace." When the horizontal output transistor is turned back on, yoke coupling capacitor C38 dumps its charge through the yoke, moving the beams from left to right.

That's the way it's supposed to work, anyway. Unfortunately, C36 and C38 have been failing lately. When they fail, they short circuit.

FIGURE 2: THE HORIZONTAL DEFLECTION CIRCUIT



You can check these caps for short circuits with your digital multimeter. On any resistance scale, the capacitors should both read "open." You'll have to pull them out of circuit to be sure. The value of C36 is 6100 picofarads, 1500 volts. This value may be a bit different in your monitor due to changes in circuit design to accommodate different CRTs and horizontal scan rates. Also, some monitors use a capacitor with four legs instead of the normally-found pair of component leads. If you are using a two legged replacement component, you'll need to add a couple of small jumper wires. The value of C38 is .39 microfarads, 200 volts.

FUSE NOT BLOWN

Horizontal deflection problems that do not blow the fuse are somewhat more difficult to troubleshoot. There are a few things that can cause the horizontal deflection to become inoperative. One may have nothing to do with a horizontal failure at all!

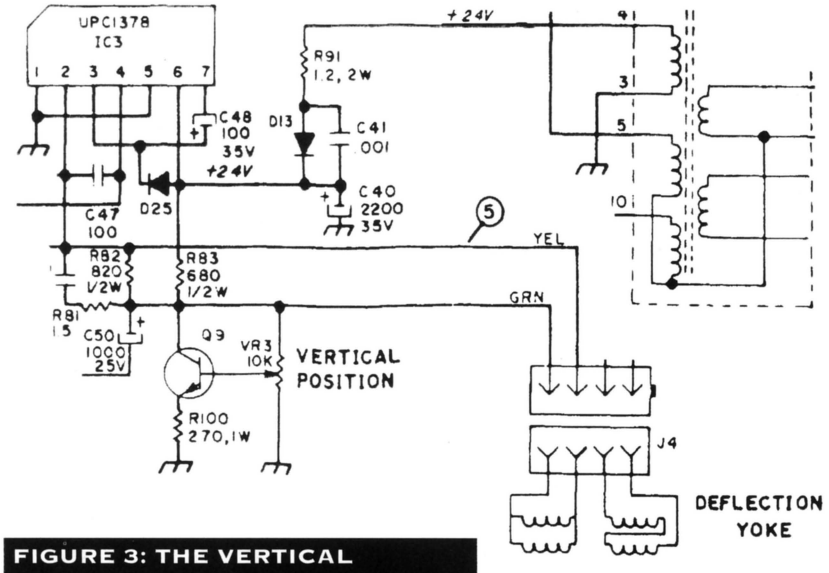


FIGURE 3: THE VERTICAL DEFLECTION CIRCUIT IC3 IS THE VERTICAL OUTPUT INTEGRATED CIRCUIT

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Most monitors include a circuit known as an "X-ray protector" or "high voltage shut-down." The purpose of this circuit is to shut down the high voltage if it becomes excessively high in voltage. It does this by killing the horizontal oscillator circuit. This prevents the monitor from emitting excessive X-rays.

To figure out if the horizontal deflection circuit is really defective or if it has been shut down by the X-ray protector, you should start your troubleshooting by disabling the shut-down circuit. This will be different in each type of monitor, so here are some commonly used video game monitors and the method of disabling the X-ray protector:

Electrohome — Remove transistor X701.

Hantarex MTC 900 — Unsolder and lift one end of resistor R152.

Hantarex MTC 9000 — Unsolder and lift one end of diode D10.

Orion — Unsolder and lift one end of diode D401.

Sharp Image — Unsolder and lift one end of diode D410.

Wells-Gardner K4600 series — Remove transistor TR353.

Wells-Gardner K7000 series — Unsolder and lift one end of diode D12.

Note: Quite a few of the monitors use an HA-11235 integrated circuit for the horizontal oscillator. Pin 9 of this IC is used for the shut-down input. If you see a zener diode connected to this pin, lifting either end of the diode off the board will disable the shut-down circuit.

With the shut-down circuit disabled, apply power to the monitor. If the monitor now gives you a picture, the horizontal circuit is working. Your problem lies elsewhere (probably in the voltage regulator circuit.)

If the monitor is still dead, you need to make a few more tests. Measure the voltage at the collector of the horizontal output transistor. It should be around +110 to +130 VDC. *Warning: Never test the voltage at the collector of the horizontal output transistor if the horizontal deflection circuit is working properly!* This test should only be performed if the monitor is dead. If you hear the high pitched squeal, or if a neon lamp glows when held near the flyback

transformer (see *RePlay,* June 1990), measuring the collector voltage can damage your meter.

If the collector voltage is missing, there are only a few things that can be wrong. The most likely is a crack in the printed circuit board. Also, examine the solder joints around the high voltage unit. You may find some cracks or fractured solder joints. There is a highly remote possibility that the high voltage unit may be bad.

The Wells-Gardner K4900 series has a common problem with the jumpers that carry the +130 VDC power supply around the perimeter of the board. One of the jumpers is located in the position on the board that is subjected to stress from the plastic clip that holds the board in place on the chassis. Removal and replacement of the board can cause this jumper to break, cutting off the voltage to the horizontal output circuit.

If the collector voltage of the horizontal output transistor is good, test the voltage at the collector of the horizontal drive transistor. If this voltage is missing, the primary winding of the horizontal drive transformer or the resistor that is in series with it may be open. The resistor will generally be 5 watts at 2.2K to 3.8K ohms. Check these with the power turned off. Naturally, you want to check for bad solder joints here as well.

If the collector voltage measures at around 50 VDC, switch your meter to read AC volts and measure it again. If you read approximately 50 VAC, the horizontal drive circuit is probably working properly. Your problem is most likely an open secondary winding in the horizontal drive transformer or broken traces and/or bad solder joints between the output of the horizontal drive transformer and the base of the horizontal output transistor. There is a remote possibility that the horizontal output transistor is bad but this is highly unlikely. As the horizontal output transistor is often a specialized one (with an internal resistor and diode) the best test here is substitution with a known good component.

If the collector voltage of the horizontal drive transistor measures at +110 to +130 VDC, turn off the monitor and test the horizontal drive transistor. You must unsolder and remove the transistor from the printed circuit board to test it properly. Horizontal drive transistor failure is not too common, so don't be too hopeful.

If the drive transistor tests good, reinstall it, apply power to the monitor and measure the voltage at the base of the horizontal drive transistor. It should measure at around .4 VDC and 1 VAC. If you have performed all the previous tests and still haven't found the problem, it probably won't. You probably will measure 0 VAC. This means that you do not have an output from the horizontal oscillator in the integrated circuit. Before you declare the IC to be defective, you should test to make sure that the IC has power (Vcc) to it. Most of the time this will be around 12 VDC. As before, this connection will vary from monitor to monitor. Here are some common monitors and the Vcc connection for each:

Electrohome — IC501 Pin 6.

Hantarex MTC 900 — IC2 Pin 2.

Hantarex MTC 9000 — IC2 Pin 15.

Orion — IC401 Pin 11.

TOP HITS OF JAPAN

from Game Machine Magazine, October 1, 1994

TOP 25 VIDEO COCKTAILS

	Model (manufacturer)
1	Virtua Fighter (Sega)
2	The King of Fighters (SNK)
3	Crazy Cross (Konami)
4	Super St. Fighter II Turbo (Capcom)
5	Dark Stalkers (Capcom)
6	Raiden DX (Seibu)
7	Super Visual Soccer (Sega)
8	Great Sluggers 94 (Namco)
9	Puyo Puyo (Compile/Sega)
10	Fantastic Journey (Konami)
11	Inchidant-R (Sega)
12	Aggrs. of Darkkombat (ADK/SNK)
13	Raiden II (Seibu)
14	Mazinger Z (Banpresto)
15	Mahjong Prof'l "Kiwame" (Athena)
16	Super Real Mahjong P. IV (Seta)
17	Netto Gekito Quiz-to (Namco)
18	Shanghai III (Sun)
19	Shanghai II (Sun)
20	Aero Fighters 2 (Vid. Systems/SNK)
21	Quiz "Show by Show by" (Taito)
22	Tetris (Sega)
23	Run & Gun (Konami)
24	Super Shanghai (Hot-B/Taito)
25	Speed Shogi (Seta)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Desert Tank (Sega)
2	Daytona USA [twin] (Sega)
3	Ridge Racer [deluxe] (Namco)
4	Daytona USA [deluxe] (Sega)
5	Wing War [twin] (Sega)
6	Virtua Fighter (Sega)
7	Ridge Racer 2 [std./del.] (Namco)
8	Star Wars (Sega)
9	Jurassic Park (Sega)
10	Final Lap R [standard] (Namco)
11	Out Runners (Sega)
12	Speed Champ.-King/Quiz (Jaleco)
13	Speed King-King of Quiz (Jaleco)
14	Virtua Racing [twin] (Sega)
15	Soreike Kokorogy 2 (Sega))

TOP 5 FLIPPERS

	Model (manufacturer)
1	Royal Rumble (Data East)
2	World Challenge Soccer (Premier)
3	Popeye Saves the Earth (Midway)
4	Tales from the Crypt (Data East)
5	Star Wars (Data East)

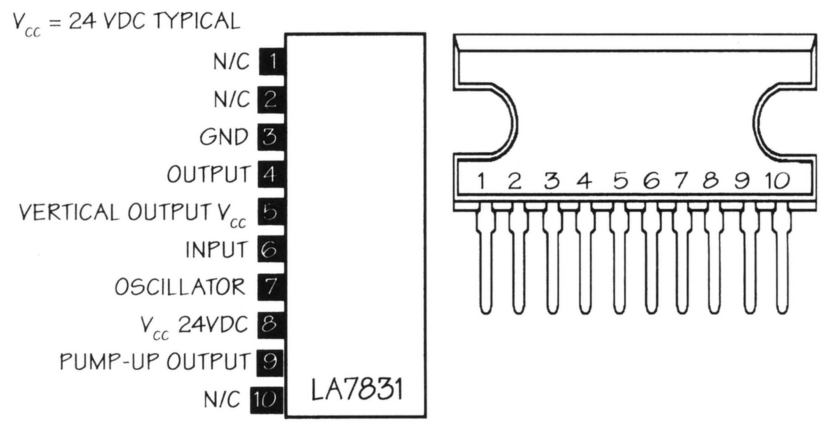
Sharp Image — IC401 Pin 11.

Wells-Gardner K7000 series — IC2 Pin 16.

Of course, any monitor that uses the same IC as those listed above, will use the same pin number for the Vcc input.

If the input voltage to the integrated circuit is okay, the IC itself may be defective. This is not a very common problem, but at this point the IC should be replaced as you have all but eliminated everything else. If the Vcc power input to the integrated circuit is missing, trace the circuit back to see where it comes from. In general, the Vcc power for the IC comes from a 6.8K to 7.5K, 3 watt resistor that is connected to the +110 to +130 VDC power supply. If this resistor opens, it will cut off the power to the IC.

FIGURE 4A



The LA7831 cross references to an ECG1797

WHICH CHIP IS WHICH?

Vertical deflection failure is not an unusual monitor problem. The all-too-familiar symptom is a thin, horizontal line across the center of the picture. In Wells-Gardner's K7000 series, this is often caused by failure of resistor R91 (1.2 ohms, 2 watt.) When a resistor fails, it open circuits. This cuts off the +24 volt power supply that powers IC3, the vertical output integrated circuit. With the power to the output circuit cut off, the picture collapses to just a single, horizontal line.

If the resistor is okay, you might have a failure of the vertical output integrated circuit, IC3. After verifying that you have +24 volts, your next step is to try changing the integrated circuit. *Caution: There are at least 5 different vertical output ICs used in various versions of the K7000; they are not necessarily interchangeable between chassis that might otherwise appear identical!* Here's how you can tell which IC belongs in the chassis:

13" and 19" — Look at the "P" number on the chassis itself. These will generally be either a P687 or a P447. The P687 uses an LA1488 or UPC1488. The P447 uses a UPC1378.

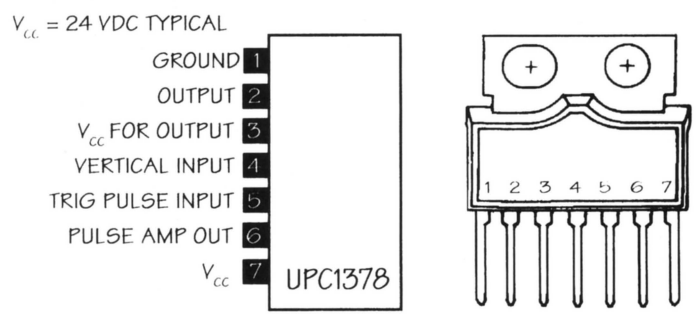
25" and 27" — The newer models have a P538 board which uses an LA7833. You may also find an older monitor that has an LA7831 with pins 1, 2, and 10 cut off.

Wells-Gardner also built a "K7000A" monitor which had no "P" number. It can be identified by the gray, potted resistor mounted on the heatsink near the high voltage unit and the dual anode lead. This monitor used an AN5515 vertical chip.

As always, if you need any assistance, feel free to give me a call at 619/593-6131 or fax 593-6132. My internet address is randyfromm@delphi.com. I'll try to help you out over the phone. Have your schematic ready, and be prepared to make some tests on the monitor as we discuss it.

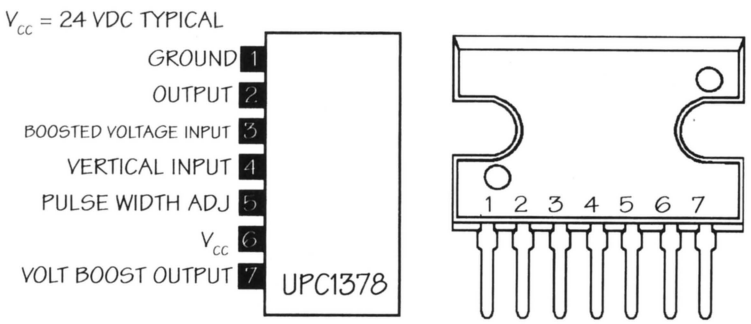
© *October 1994, Randy Fromm*

FIGURE 4B



The AN5515 cross references to an ECG1684

FIGURE 4C



The UPC1378 cross references to an ECG1676

PARTY-IFIC Northwest

Music-Vend is having a fun '94 with parties, parties, parties

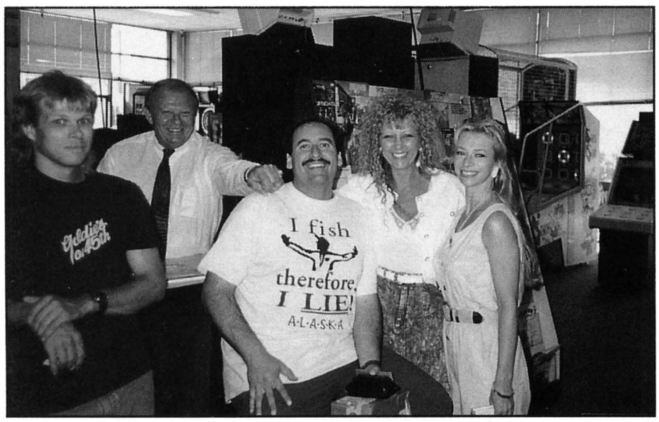
Music star K.J. Corye dances with Rowe's Dave Hall. She makes the music, his machine plays it. What a combo!

The jolly distributing crew at Music-Vend (Seattle, Wash.) has been busy partying and moving equipment. So busy, in fact, that only recently could they clear the decks and provide these photos of an extremely successful series of events that occurred all during 1994. But can you blame them? After all, the photographic evidence proves conclusively what a great time they've been having!

The first function covered here is M-V's annual post ACME show, held Tuesday April 5 at their showroom in Seattle. "Our theme was Hawaiian and we had some great Hawaiian entertainment accompanying our Polynesian cuisine," reported the dealer's Steven Levy. "Needless to say, everyone was in a very 'island' mood!"

Next, M-V staged a "spotlight show" on July 13 to introduce operators to Rowe's new *Diamante* CD jukebox. A rising star in the music recording industry, Seattle-based singer-songwriter K.J. Corye, appeared with her band Blackhorse to lend some great tunes and showbiz glamor to the occasion. Country, rock, and R&B influences are all evident in her CD album "All Hearts Need."

Parts manager Chuck Ryan retired



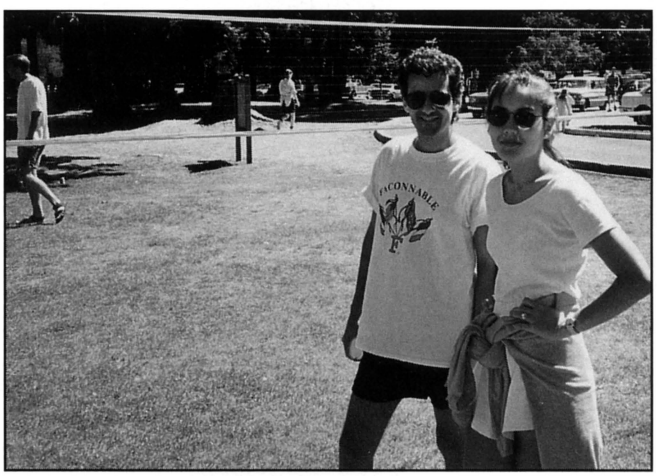
Operator Jeff Timm (Timm Enterprises) with Rowe's Dave Hall, op Alan Dolgoff (Disc City), K.J. Corye and her friend Leanne Van Usher.

Everybody wants to be photographed with the star! Here's K.J. with Bob Kline Jr. (Kline Music Co.).

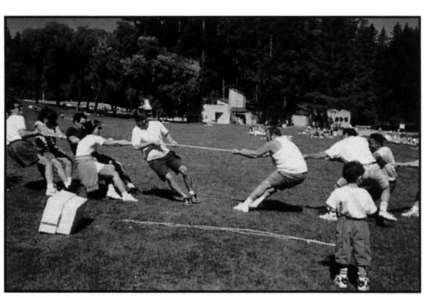
Operator Steve Murphy (S&S Amusements) with op Lacey McGuire (Nelson & Michael Dist.) and Rowe's Dave Hall.

Music-Vend prexy Ray Galante presents retiring parts manager Chuck Ryan with a trip to Hawaii after 30 loyal years with the firm. Aloha!

Chuck Ryan with his successor, parts manager Jeanette Lancaste.



Music-Vend prexy Ray Galante with his lovely wife Margaret at the annual outing.



Music-Vend's company picnic was a blast. Employees brought their families and the kids enjoyed wheel barrel races and three-legged races; everybody joined in for the tug-o'-war.

this year after 30 years of loyal service to Music-Vend. "We had a great send-off party on July 29," reported Steven Levy. "Company president Ray Galante presented Chuck with a retirement trip to Hawaii, and these days we hear Chuck is spending lots of time on his favorite activity: golf!" Music-Vend also welcomed new

Vending route supervisor Chris Vroom with service advisor Gary Rouse (seated) and vending route tech Tom Payne at the company picnic.

The post-ACME party had a Hawaiian theme, including dancing by these lovely hula girls.

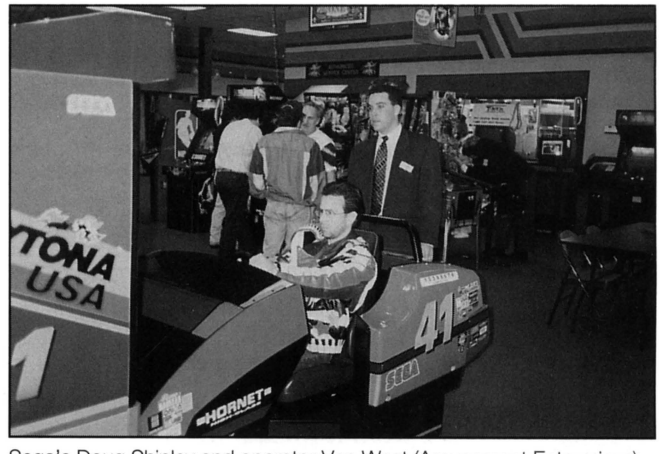
parts manager Jeanette Lancaste to the firm; she hails from the Chicago area.

Can a distributorship have too much fun? Not Music-Vend! They roared into their company picnic on July 31 at a local lake resort. It was an old-time, rip-roaring, all-American funfest with games, food, and prizes for all the M-V people and their families.

Throw a distributor event, Romstar's Tim Jackson will be there! (Only now he's with GameStar.)

Music-Vend/Dunis Distributing will hold their post-AMOA Expo open house events on Wednesday, Oct 12 (4-8PM) in Seattle (206/682-5700); and Friday, Oct. 14 (4-9PM) in Portland, Ore. (503/ 234-5491). Be there! ◆

Harry Todd (spouse to M-V's accounts receivable bookkeeper Natalie Watkins-Todd) at the post-ACME product show and open house.



Sega's Doug Shipley and operator Van West (Amusement Enterprises).

Bob Kline (Kline Music Co.) with Medalist's Chris Peppard and Ed Tuhkanen at the post-ACME show.

Former star defensive back with the Seattle Seahawks, Nesby Glasgow, with op Van West (Amusement Enterprises) at the post-ACME event.

VITAL TITLES

TOP-SELLING 45S & CDS AT KEY ONE-STOPS AS OF SEPTEMBER 21, 1994

POP

★ **1. ENDLESS LOVE,** *Luther Vandross & Mariah Carey, Columbia 77629*
2. I'LL STAND BY YOU, *Pretenders, Warner Bros. 18160*
3. BLACK HOLE SUN, *Soundgarden, A & M 8296*
4. WILD NIGHT, *John Mellencamp w/ Me'Shell Ndegeocello, Mercury 858738*
★ **5. ANYTIME, ANY PLACE,** *Janet Jackson, Virgin 38435*
6. WHAT'S YOUR NAME, *Boston, MCA 3127*
7. DON'T TURN AROUND, *Ace of Base, Arista 12691*
8. LOVE IS STRONG, *Rolling Stones, Virgin 38446*
9. YOU, *Bonnie Raitt, Capitol 58195*
★ **10. LET IT GO,** *Prince, Warner Bros. 18074*

POP PICK HITS

LUCKY ONE
Amy Grant - A & M 0724

GOOD TIMES
Edie Brickell - Geffen 19273

WHAT'S THE FREQUENCY KENNETH
R.E.M. - Warner Bros. 18050

CW

1. WATERMELLON CRAWL, *Tracy Byrd, MCA 54889*
2. XXX'S AND OOO'S, *Trisha Yearwood, MCA 54898*
★ **3. THIRD ROCK FROM THE SUN,** *Joe Diffe, Epic 77577*
4. KICK A LITTLE, *Little Texas, Warner Bros. 18103*
5. O WHAT A THRILL, *The Mavericks, MCA 54780*
6. I TRY TO THINK ABOUT ELVIS, *Patty Loveless, Epic 77609*
7. SHE'S NOT THE CHEATIN' KIND, *Brooks & Dunn, Arista 12740*
8. THIRD RATE ROMANCE, *Sammy Kershaw, Mercury 858922*
9. TEN FEET TALL AND BULLETPROOF, *Travis Tritt, Warner Bros. 18180*
10. SHE THINKS HIS NAME IS JOHN, *Reba McEntire, MCA 54899*

COUNTRY PICK HITS

LIVIN' ON LOVE
Alan Jackson - Arista 12745

SHUT UP AND KISS ME
Mary Chapin Carpenter

HEART OVER MIND
Lorrie Morgan - BNA 62946

R&B

★ **1. ENDLESS LOVE,** *Luther Vandross & Mariah Carey, Columbia 77629*
2. THE RIGHT KINDA LOVER, *Patti LaBelle, MCA 54673*
★ **3. LET IT GO,** *Prince, Warner Bros. 18074*
4. HUNGAH, *Karyn White, Warner Bros. 18121*
★ **5. ALWAYS IN MY HEART,** *Tevin Campbell, Warner Bros. 18260*
★ **6. ANYTIME, ANY PLACE,** *Janet Jackson, Virgin 38435*
★ **7. WHEN CAN I SEE YOU,** *Babyface, Epic 77550*
8. I SWEAR, *All-4-One, Atlantic 87243*
9. WHERE IS MY LOVE?, *El Debarge & Babyface, Reprise 18140*
10. BIGGEST PART OF ME, *Take 6, Reprise 18122*

R & B PICK HITS

UNITED FRONT
Arrested Development - Chrysalis 58199

CDS

1. PURPLE, *Stone Temple Pilots, Atlantic 82607*
2. VOODOO LOUNGE, *Rolling Stones, Virgin 39782*
3. WHO I AM, *Alan Jackson, Arista 18759*
4. AUGUST & EVERYTHING AFTER, *Counting Crows, Geffen 24528*
5. II, *Boyz II Men, Motown 530323*
6. THINKING PROBLEM, *David Ball, Warner Bros. 45562*
7. FORREST GUMP, *Soundtrack, Epic Soundtrax 66329*
8. THIRD ROCK FROM THE SUN, *Joe Diffe, Epic 74357*
9. THE SIGN, *Ace of Base, Arista 18740*
10. DANCE NAKED, *John Mellencamp, Mercury 522428*

★ = *significant crossover activity*

N E W

PRODUCTS

BOZO kiddie ride from Kiddie Rides USA

Kiddie Rides USA teams up with TV's most famous clown to produce a pair of colorful new kiddie rides starring Bozo, a favorite with millions of kids.

The company's first coin-operated ride featuring the famous clown was the *Bozo-mobile*, but according to project coordinator Brian Carasik, "the results were so unique and eye-catching that we immediately decided to move ahead with the second design, the *Bozo School Bus*.

While Bozo has been a delight for generations of children, a new Bozo TV show is set to begin Sept. 11, along with a resurgence of new Bozo products — from popcorn to interactive software.

All of the Bozo products from Kiddie Rides USA are American-made and listed by Underwriters Laboratories. They should be available this fall. For more information, contact Kiddie Rides USA at 800/448-6888.

New Game System from SKILO

Skilo is a new redemption game that makes use of an old concept. According to its creator, Lou Cappetta of Arms International, the game is a high-tech version of bingo with an added element of skill: The numbers come from a wheel that is controlled by the player.

The *Skilo* player table consists of a $1, $5, $10 and $20 bill acceptor, two ticket dispensers, an adjustable coin acceptor, a *Skilo* card reader, stop and go buttons, replay and cancel buttons, a "Call Attendant" button, bar code *Skilo* cards and markers. All the tables are linked to a caller station as a means to transfer data. Players insert money into their table, then it goes into a table bank, which is displayed on an LED.

Players control the game by starting and stopping the *Skilo* wheel with the buttons at each station. Once a player has a winning pattern, he pushes the Call Attendant button, freezing the game. Once the winner is verified, the appropriate number of points is sent to the winning table.

The master control panel at the caller's desk consists of four buttons: New Game, Wheel Enable, Start Wheel and Stop Wheel. Other components include a keypad, two-line LCD display, a switchboard to light up a flashboard, and a pattern indicator switchboard. The panel also interfaces with a computer, which tracks all bookkeeping functions per game, as well as a complete overview of the entire day.

For more information on *Skilo*, call 800/99-SKILO (997-5456).

New from World Class Cranes

World Class Cranes announces the immediate availability of three new redemption crane games: *Redeem-A-Team*, *Pig-Out*, and *Treasure Chest*.

All three machines are made of heavy gauge steel and acrylics for security and durability, and feature space-age components and state-of-the-art computer technology. The three systems can be joystick-programmed to operate in self-attract mode, complete with lights and sound effects. Cost of play is adjustable. *Redeem-A-Team* and *Pig Out* guarantee a winner every time, while *Treasure Chest*, which awards watches and costume jewelry, is a skill-performance award game.

Redeem-A-Team is aimed at the die-hard sports fan, and features teams in the current sport, which can be rotated with the seasons; it awards professional sports team souvenirs. *Pig Out* awards players a favorite snack package captured in the machine's jaws. *Treasure Chest* lures players with an array of higher-value prizes.

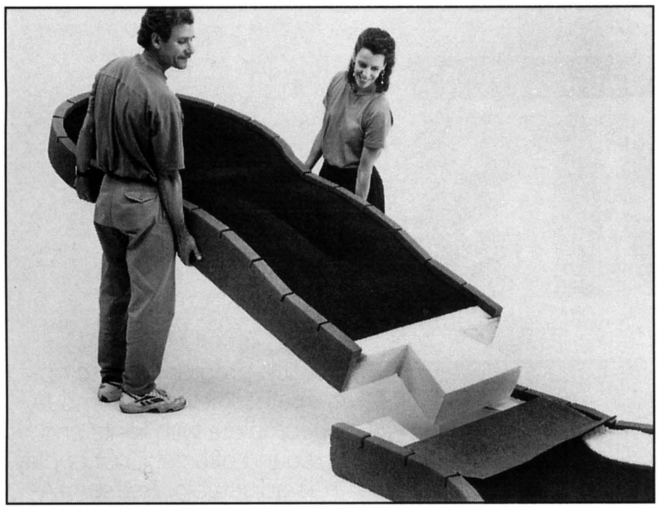
World Class Cranes have a large three-sided viewing area, with easy front loading. They feature a small footprint requiring an area of 24" x 24" x 70". Each unit weighs 275 lbs. and comes with integral heavy-duty levellers.

For additional information, contact Larry Dearstone, product manager, at 800/758-2253.

MILK CAP STARTER KIT from Two-Bit Score

In order to bring as many people up-to-speed on the fast-moving fad of collecting milk caps, Two-Bit Score has put together a sample kit containing a written overview of the history, development and current state of the milk cap industry. Of course, it also comes with 100 assorted milk caps in many different styles, as well as "slammers," instruction sets and several sizes of carrying containers.

For more information, contact Two-Bit Score at 512/447-8888.



MIX N' MATCH IV from Adventure Golf Services

Mix N' Match IV is the latest version of the portable miniature golf course designed and manufactured by Adventure Golf Services, Inc.

Updates include changes in the shapes of the greens, an increase in the number of interchangeable combinations, wider tee areas, improved edge system, improved playability, and new themed obstacle platforms, corner sections and ADA access platforms.

The principal emphasis of the *Mix N' Match IV* is to provide a lightweight challenging course which can fit into a small area. The course can fit into a space less than 3,000 sq. ft. and can go through most doorways because of its two-piece construction. Each green measure approximately 6' x 8' and each fairway measure approximately 3' x 8'; each are easily transportable. An assembled green and fairway is approximately 16 ft. long.

The course features interchangeable greens and fairways, each with their own unique topography, simulated sand traps and hazards. A dovetail joint system with overlapping carpet provides easier installation and improves the playing surface.

Adventure Golf Services, located in Traverse City, Mich., offers a full line of miniature golf and FEC services, including design, turnkey construction, prefab golf system products, themed structures, facades and simulated rockscapes. For more information, call 616/922-8166.

ULTIMATE HASP II from Southeast Game Brokers

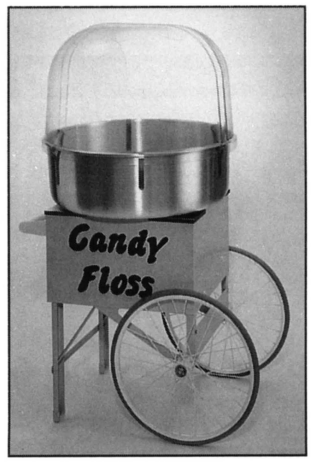
Southeast Game Brokers introduces the newest addition to its lineup of hasps, the *Ultimate Hasp II*. With this hasp, the operator can secure both top and bottom doors with one padlock using the same security concept popularized by the original *Ultimate Hasp*. (The flexibility of providing service access to the top door can still be achieved with the use of *Ultimate Hasp I*.)

Installation is quick and simple. Southeast Game Brokers offers a money-back guarantee on this and all of its products. For more information, call 800/329-4263.

New cotton candy cart from Gold Medal

Gold Medal introduces a new mini candy floss cart designed to draw more attention to this sweet (and profitable) treat.

The pink two-wheel cart is same color as the most popular shade of spun sugar. It measures 20" x 20" and comes with fantasy-style lettering. The addition of an Econo-floss and Double Bubble completes the cotton candy setup.



For more information on this new #3149 Candy Floss Cart, contact John Evans, Jr. at 800/543-0862.

Redemption seminar video from Betson Pacific

Betson Pacific Dist. held a smashing seminar on redemption operations at their Buena Park, Calif. headquarters last spring, and choice elements of that confab are now available to its customers on a VCR tape cassette.

Digested to run 90 minutes, the cassette costs $49.95. Perhaps the best part is that each tape order comes with a $100 coupon redeemable with the purchase of any redemption machine. In addition, a redemption booklet is included with each order.

The redemption tape is available at any Betson Pacific office or through mail order. Call your local outlet or write headquarters at 5660 Knott Ave., Buena Park, CA 90621.

SOFTWARE CENTER from Diversified Business Systems

The *Software Center* from Diversified Business Systems combines vending and one of the fastest growing consumer products in the computer industry: computer software programs for the office and the home.

Customers can use and select a program from five different categories, with the touch of a button. All programs can be purchased on either 3.5- or 5.25-inch diskettes, which are stored in the merchandiser. Each program comes with instructions for downloading and telephone numbers for support services. There are over 2,000 different programs to choose from.

Features include multi-colored graphics on a 14-inch monitor with a motion sensor, audio and easy-to-follow, on-screen instructions. A multi-denominational bill acceptor, fax modem and telephone jack are also standard.

For information, contact Diversified Business Systems, 8191 South 700 East, Sandy, UT 84070-9981; 800/264-4645.

A FIRST FOR FOOD & FUN

the largest Peter Piper Pizza in the country, and the first with a built-in kiddieland, opens in Brownsville, Texas

Occupying a 17,000 sq. ft. space once used by a supermarket, the nation's largest Peter Piper Pizza opened its doors to the residents of Brownsville, Texas on July 27. While it's the chain's second restaurant in the Brownsville area, it is certainly the first of its kind anywhere, with more than a hundred video and redemption games, as well as a huge kiddieland featuring rides and softplay areas.

General Manager Orlando Cruz was beaming like a proud dad at the grand opening, "This is the 34th store the chain has in the Southwest region of the United States, and the eighth in the Rio Grande Valley," he told the *Brownsville Herald*. "This is also the only one that has a kiddieland built inside."

With the capacity to seat up to 800 people, the restaurant has a colorful dining area surrounded by a modern fun, family-oriented atmosphere. The newest and hottest video and pin-

This Peter Piper Pizza restaurant features great food, fun times and room for 800.

The center has redemption well covered, offering everything from the smallest prizes to TVs and refrigerators.

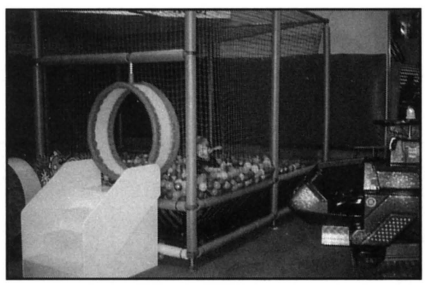
Many of the prizes are on display over the games, such as this row of *Skee-balls.*

The vidgame area holds some of today's best games and state-of-the-art cabinets.

Anybody up for a few laps on Namco's new *Suzuka 8 Hours 2*?

This great lineup of pinball machines speaks for itself.

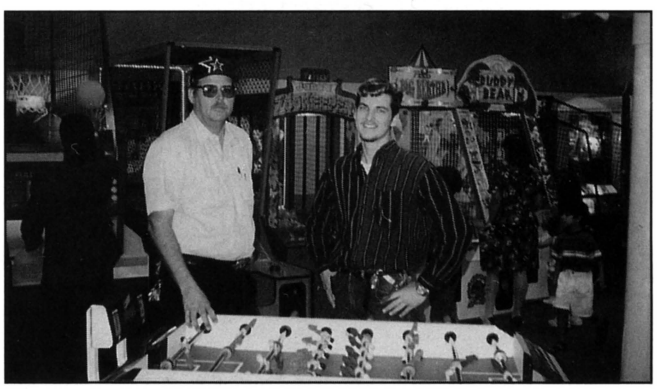
And in this corner, a great selection of redemption and sports games, including a variety of Dynamo tables.



The complex includes a kiddieland area under the same roof. A favorite with youngsters is this ball crawl.

All aboard! This mini-train kiddie ride makes plenty stops through out the day.

Corpus Christi Amusements are the proud suppliers of equipment for the entertainment center; pictured are owners Bobby Deaver (l) and Ed Massmun.



Robert Johnson (l) and "Sam" have the important job of making sure all this equipment is continuously in top shape.

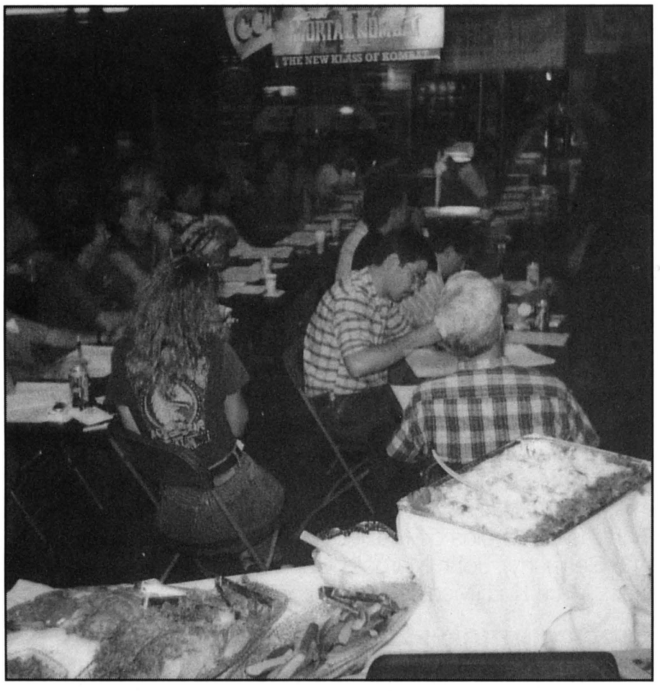
balls are featured in one section, while popular redemption pieces line up in other areas of the center (all of which were provided by Corpus Christi Amusement). A well-stocked redemption counter displays plush and other prizes, but high-end items, such as bicycles, stereos and appliances hang throughout the play area. For the youngest patrons, there's a 16-horse carousel, a ball crawl and an assortment of kiddie rides.

The photos shown here were sent to us by Jerry Stroud of Master Sales, who was able to get a first-hand look at this well-executed restaurant and fun center. "Corpus Christi Amusement owners Ed Massmun and Bobby Deaver should be very proud of this location," Jerry said. ◆

THE COIN BIZ

GRAPEVINE

SOUTHEAST



FOR A BETTER PICTURE — Greater Southern Dist. hosted a well-attended monitor repair seminar at their Atlanta HQ Aug. 24. Rubin Piha said the session was conducted by the distributor's own personnel and covered monitors by Electrohome, Wells-Gardner and Hantarex. General troubleshooting and operation of CRT's, power supplies and RGB amps was also covered. "Through such training seminars, Greater Southern's customers improve their performance level and realize a more efficient and effective level of operation," said Rubin.

NORTH CAROLINA SHOW — The North Carolina Amusement Machine Association will hold their Annual Trade Convention at the Charlotte Marriott Executive Park, Oct. 12-16. The NCAMA has been conducting the state convention for over 30 years, and this year they are expecting more than 100 members to be in attendance. Along with displaying new products and promoting the exchange of ideas within the industry, the show will feature the Board of Directors and General Membership meetings, hospitality suites, entertainment, a banquet and special activities. Members should have already received registration information. For more details, contact Jordan McColl, Inc. at 800/258-6711.

MIDWEST

"MORAL KOMBAT" was the headline on an article in the Sept. 2 edition of the weekly *Chicago Reader* that profiled the creators of Midway's *Mortal Kombat*, and examined the controversy surrounding the hugely successful fighting game. Writer Stephen Lynch interviewed Midway graphic artist John Tobias, programmer Ed Boom (the team that developed *Mortal Kombat*) and licensing director Roger Sharpe, and presented a little background on the video violence debate, including a few words from the game's critics. Concerning the threat of government regulation, Sharpe voiced optimism: "Everybody is sane enough to understand what needs to be done — what's in everybody's best interest. I don't think we're standing on the precipice of not having video games anymore. It's too entrenched as an entertainment media."

VNEA WORKSHOP — Eighty owners and league coordinators from 43 different Valley National 8-Ball Assn. charters spanning 15 states and Canada, gathered at the Bay Valley Hotel and Resort in Bay City, Michigan for the 6th Annual VNEA Charter Holder Workshop. For two days, comprehensive discussions were held covering the initial set-up of

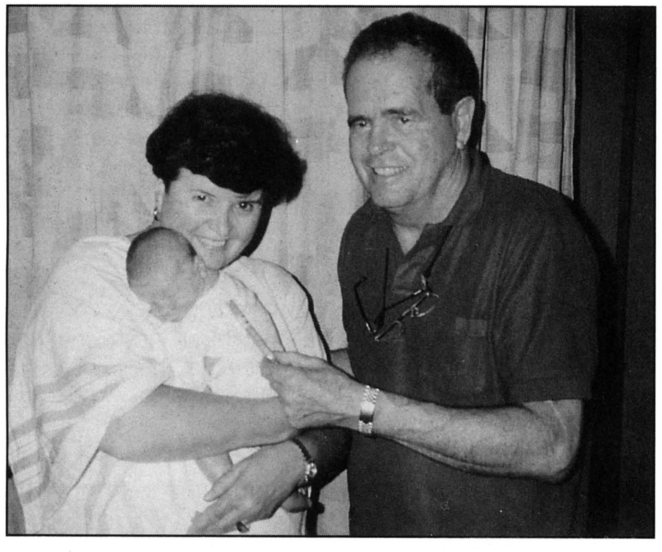
VNEA Pool Leagues, Junior Leagues, League registration and administration, and mid-season activities. The weekend also included other activities, including a golf tournament and Valley factory tour, a Valley-sponsored cocktail party and an old-fashioned cookout. The event concluded with the VNEA's 1st Annual Charter Holder Pool & Dart Challenge. Organizers reported a very successful weekend, with many new ideas shared by the group and several new friendships established.

THE COIN BIZ **GRAPEVINE**

CAROUSEL INTERNATIONAL is celebrating its Silver Anniversary — 25 years in the kiddie ride industry — and to commemorate this special event, they plan to hold three drawings at the three major fall trade shows: AMOA, FunExpo and IAAPA. The winner of each drawing will be awarded a beautiful "Ornate Silver Carousel." The three separate drawings will be held at the conclusion of each show, and attendees can participate by placing their business cards or a special registration form in the specially marked fishbowl at the Carousel booth.

STUART ENTERTAINMENT, INC. has signed an agreement with Len Stuart & Assoc. Ltd. under which the company would acquire the outstanding capital stock of LS&A from Leonard A. Stuart, chairman and CEO of Stuart Entertainment, for a purchase price of $35 million, subject to adjustments, and a grant to Mr. Stuart of a warrant to purchase 100,000 shares of the firm's common stock at $5.75 per share. LS&A's principal asset is Bingo Press & Specialty Ltd., a Canadian company doing business as Bazaar & Novelty, a major manufacturer and distributor of Bingo supplies and equipment in Canada, with 1993 sales of approximately CDN$49.5 million.

SOUTHWEST



ANOTHER CRITTER — Exidy's Pete and Virginia Kauffman, who bring us the popular *Critter* shooting gallery game, recently celebrated the birth of their first grandchild. Kevin William Kauffman weighed 8 lbs., 4 oz. and measured 20 inches. Pete was fortunate enough to be with Jeff and Caron Kauffman at the time of their son's birth; however, Virginia was on her way back from the EXIME show when the special moment arrived. Shown above are proud Grandparents Virginia and Pete with the newest and cutest "Critter" to join the Kauffman clan.

PINBALL PAPA — Jim Gorman, Data East's outgoing International Sales manager, and his lovely wife Lisa, are celebrating the birth of their first child, Emma Kathleen Gorman. Their beautiful baby girl arrived August 24 and weighed 8 lbs., 10 oz. (and was reportedly holding a brochure of Dad's new pinball machine, *Maverick*). Best wishes to Jim and his family — and congratulations to all the proud new parents!

IT'S A BOY! — Joe and Kathy "Plush 4 Play" Bates proudly announce the birth of their first child, Joseph Barry Bates III, on August 26. Weighing 5 lbs., 9 oz. and measuring 18 inches, the little guy came into the world like "greased lightning." Although Kathy's labor lasted about seven hours, he was completely delivered at Garden Grove Medical Center in Garden Grove, Calif. within 10 minutes of his parents arrival. (Kathy's parents even made the trip to the hospital with the couple, and Kathy's mom kept telling her "Don't have the baby in the car!") We know that as the son of a major plush supplier, little Joseph will never have a shortage of stuffed animals in his nursery.

INTERNATIONAL

SALUD! — John Margold of NSM sent us a few pics from his recent trip to the EXIME show in Mexico City, which he said was "well organized and well attended." John reports that NSM's Mexico City distributor, Madisa (Maquinas Para Diversion) has moved into a new facility. Pictured toasting the new HQ is (from l to r): Jorge Kuri (Madisa), Daniel Villa (Nuevas Sinfonolos de Mexico, Guadalaja), Ulli Schulze (NSM AG, Germany), John Margold, John Blouin (James Industries), Maru Kuri (Madisa) and Antonio Carrillo (Madisa).

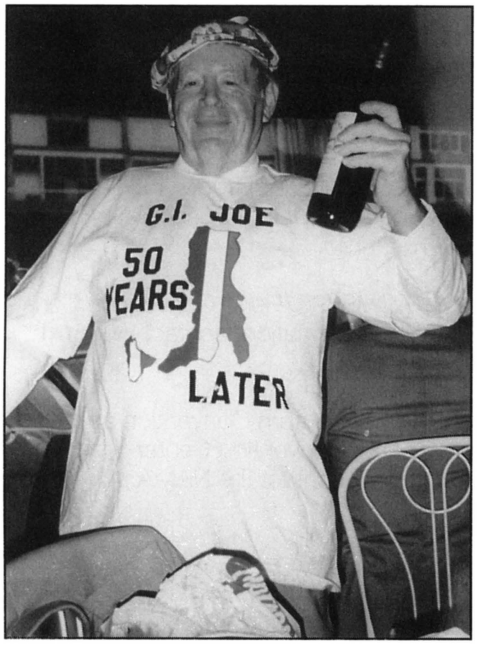
HAPPY BIRTHDAY! — Jim Roberts of James Industries celebrated his 50th birthday with a pair of lovely young Brazilian ladies while attending the SALEX show. JI's John Blouin, who was kind enough to send us this picture, added

that "it looks like those two girls are helping to prop him up because he is so old." John also reported that during the show, Jim and Aldo Andreu (who operates James Industries South) were interviewed on national TV in Brazil.

COINBIZ KLATCH — There may be an awful lot of coffee in Brazil, but if our guys have anything to do with it, there'll be an awful lot of coin machines in operation there too (not that there's anything so "awful" about that). Working the

SALEX show (which took place there in August) are, from left: Mario Reiderman (Arigato, Argentina), Louie Rummenigge (Mondial, N.Y.), Daniel Alvarez (Arte Som, exhibitor from Brazil), Fernando Galeb (Mondial) & Roberto Reiderman (also of Arigato).

AH, RETIREMENT — Sam Morrison, our favorite coinbiz retiree (he used to operate in the Bronx), went to Italy for the 50th year reunion of his WWII Tenth Mountain Division. About 300 made the historical junket, including Sen. Bob Dole. Sam took a picture with Dole but thought *RePlay* would chew it up, so he sent this one of his old partying self instead. "Italian vino's really got that fresh taste," Sam wrote on the photo. During the reunion, the ex-troopers and their kin toured several Italian towns they liberated. Sam, naturally, was the life of the party just about wherever they stopped. You bring new meaning to the word "Grapevine," old buddy!



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	THIS CHART	LAST CHART	TITLE	ARTIST
REGIONAL MEXICAN	1	1	LOS DOS PLEBES (No. 1)	LOS TIGRES DEL NORTE
	2	9	RECORDANDO A LOS PANCHOS	VICENTE FERNANDEZ
	3	5	LOS MACHOS TAMBIEN LLORAN	BANDA MACHOS
	4	4	INALCANZABLE	LOS BUKIS
	5	7	PURA SANGRE	BRONCO
	6	–	GRANDES EXITOS A LA MANERA	ALEJANDRO FERNANDEZ
	7	6	TU ULTIMA CANCION	LOS TEMERARIOS
	8	–	CON LA BANDA COSTENA	LALO MORA
	9	–	EL PEOR DE TUS ANTOJOS	JOAN SEBASTIAN
	10	3	LATIMA QUE SEAS AJENA	VICENTE FERNANDEZ
TROPICAL / SALSA	1	–	MERENGUE EN CALLE 8 '94 (No. 1)	VARIOUS ARTISTS
	2	–	EXITOS CON MARGARITA	SONORA DINAMITA
	3	–	MERENGUEROS HASTA LA TAMBORA	VARIOUS ARTISTS
	4	–	CON SONIDO BANDA VOL. 2	SONORA DINAMITA
	5	3	MI TIERRA	GLORIA ESTEFAN
	6	2	ES UN ESCANDALO	SONORA DINAMITA
	7	–	MUJER DE FUEGO	OLGA TANON
	8	–	ESTO SI ES DINAMITA!!!	SONORA DINAMITA
	9	–	UN ALTO EN EL CAMINO	GRUPO NICHE
	10	–	HOMENAJE A LOS NINOS	SONORA DINAMITA
POP	1	–	SEGUNDO ROMANCE (No. 1)	LUIS MIGUEL
	2	3	VIDA	LA MAFIA
	3	2	AMOR PROHIBIDO	SELENA
	4	–	TE CONQUISTARE	LOS FUGITIVOS
	5	7	THE BEST	ANA GABRIEL
	6	4	VANIDOSA	LOS FUGITIVOS
	7	–	LIBERACION	SUPER EXITOS
	8	6	17 SUPER EXITOS	SELENA
	9	10	LUNA	ANA GABRIEL
	10	–	CARINO DE MIS CARINOS	LUCERO

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DATEBOOK

— 1994 —

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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.

14-18: 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.

12-16: North Carolina Amusement Machine Assn. convention and trade show, Charlotte Marriot Executive Park, Charlotte, N.C. For details, call Jordan McColl, Inc. at 800/762-2611.

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 (Australia) International Convention '94, Royal Pine Resort on Queensland's Gold Coast. For more information, call the AMOAQ at 61-7-841-1021.

2-5: VAN Expo (Netherlands), Delta-hal, Rai Centre, Amsterdam. For information, contact Anton Zondag at 31-41-033-944.

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.

DECEMBER

7-10: FORAIN Expo '94 (France), Le Bourget Parc des Expositions, Paris. For details, contact Forain Expo at 33-1-47429256.

1995

JANUARY 19-21: Leisurexpo '95, Orange County Convention Center, Orlando, Fla. For more information, contact Al Barry at 305/448-7976.

JANUARY 25-27: ATEI show, Earls Court 1, London, UK. For information, contact Peter Rushbridge at 44-71-713-0302.

JANUARY 25-28: IMA '95 (Germany) show, Frankfurt Trade Fair Centre, Frankfurt. For details, contact Blenheim Heckmann GmbH at 49-211-901-9134.

MARCH 7-8: AmEx '95 (Ireland) trade show, Green Isle Hotel, Dublin. For details, contact Susan Feery, MD Associates, at 353-45-21190.

MARCH 23-24: ACME '95, Reno Convention Center, Reno, Nev. For more information, contact William T. Glasgow, Inc. at 708/333-9292.

APRIL 20-22: NAMA Western Convention and Trade Show, Reno/Sparks Convention Center, Reno, Nev. For more information, contact the NAMA at 312/346-0370.

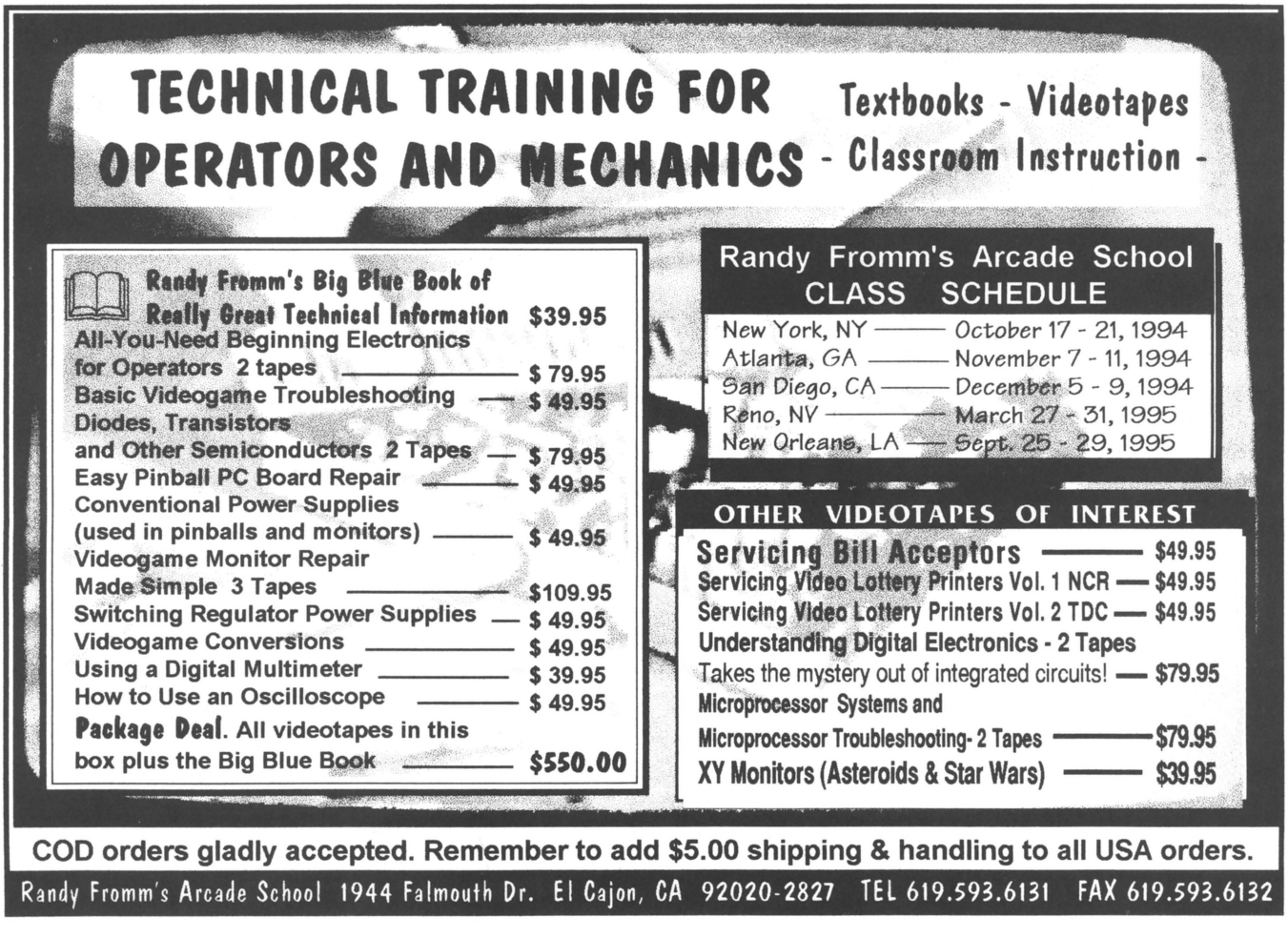
SEPTEMBER 21-23: AMOA Expo '95, New Orleans Convention Center, New Orleans, La. For information contact the AMOA at 800/937-2662.

THE BLUE PAGES

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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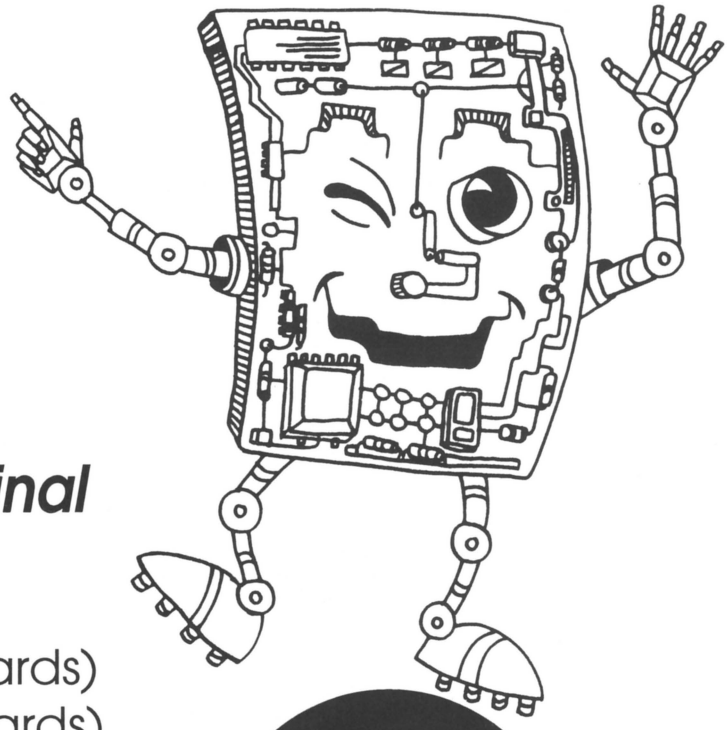

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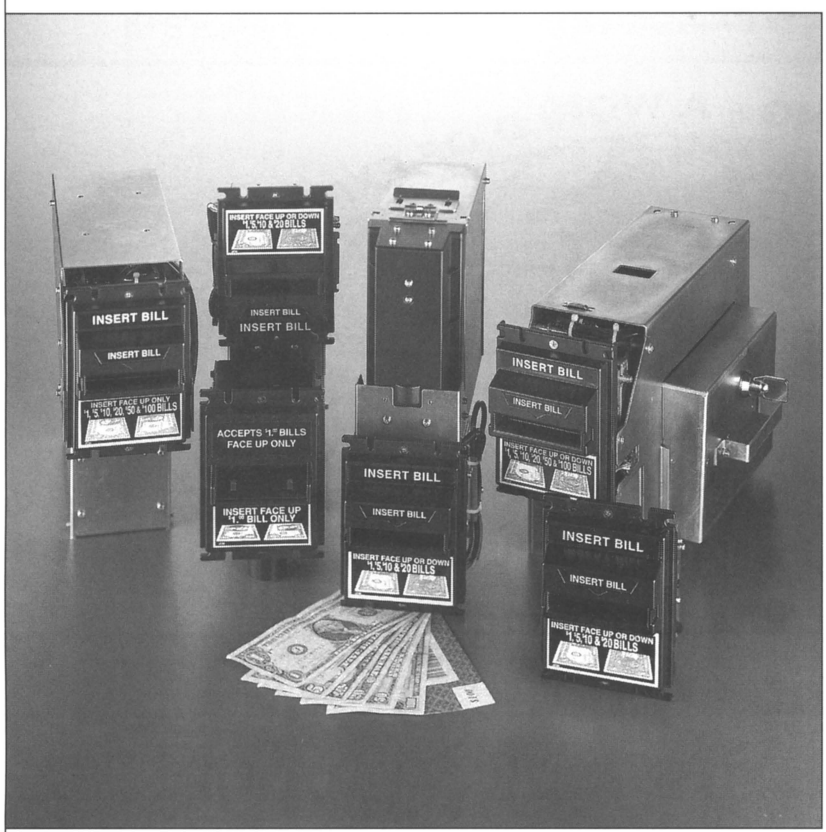

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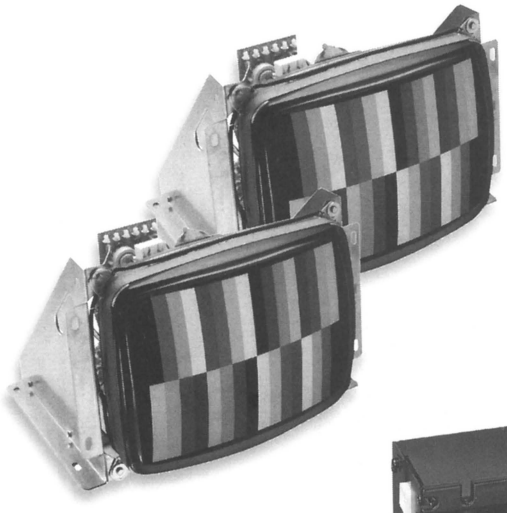

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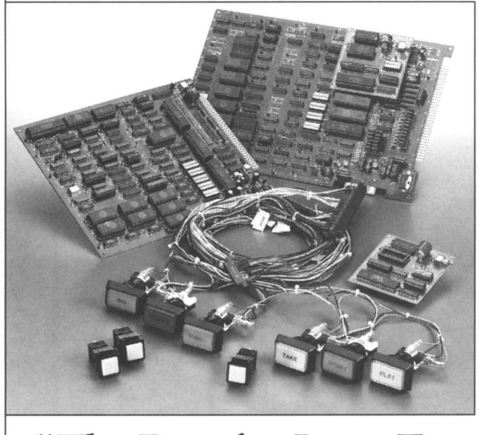

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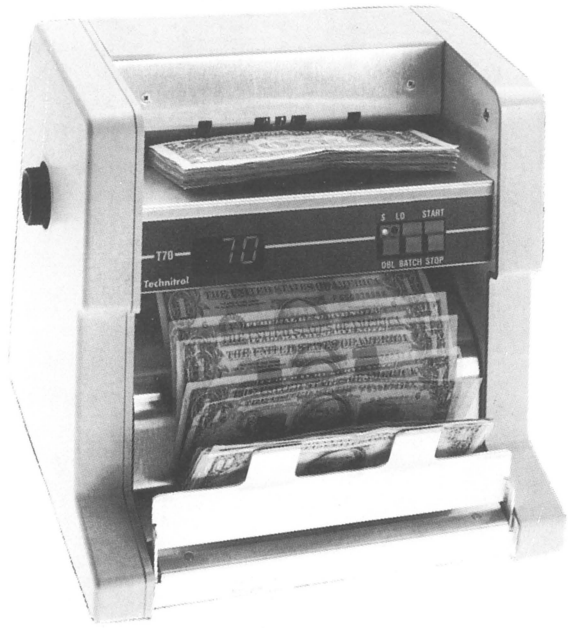

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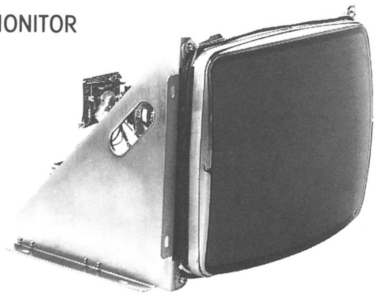

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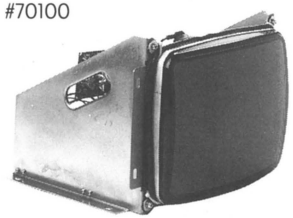

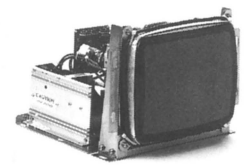

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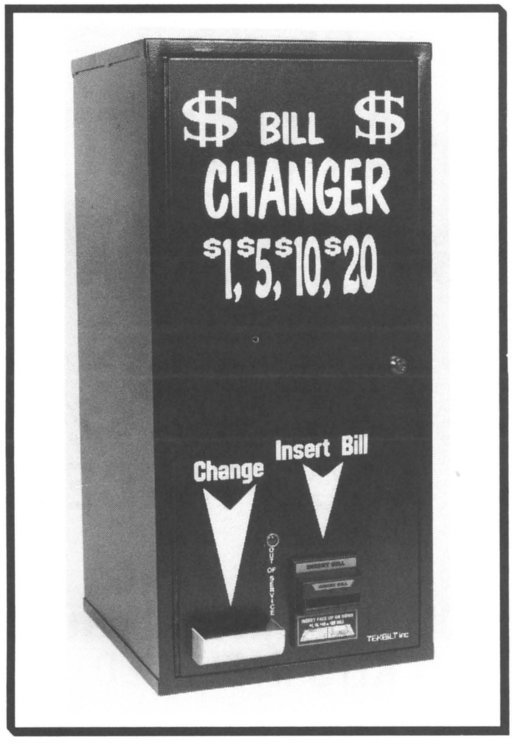

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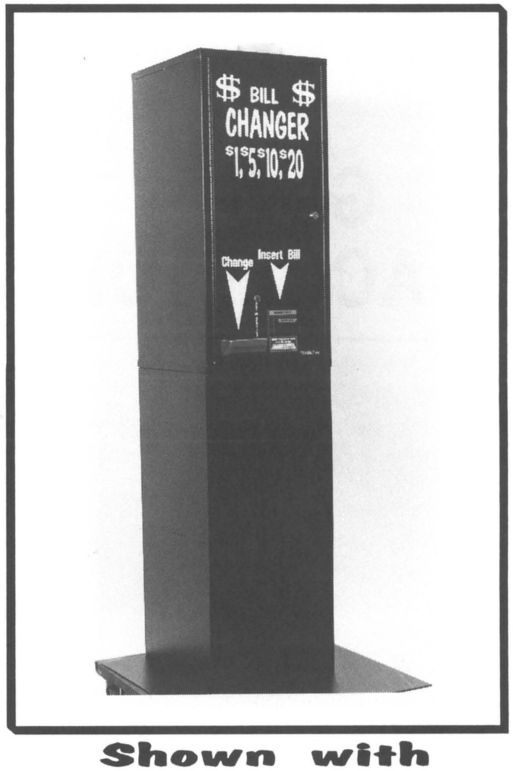

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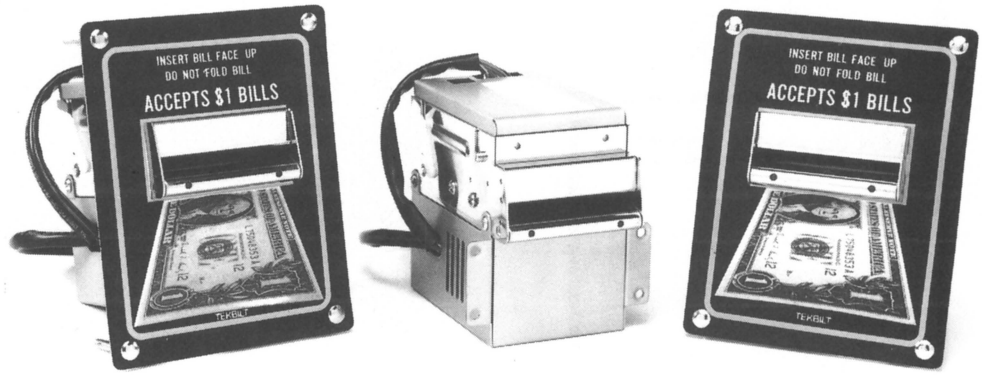

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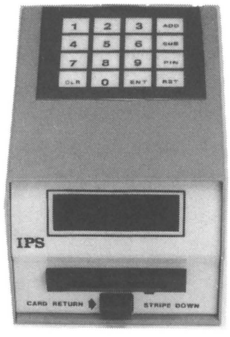

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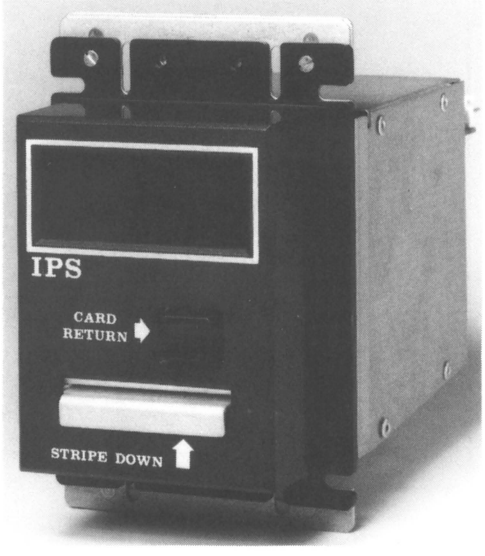
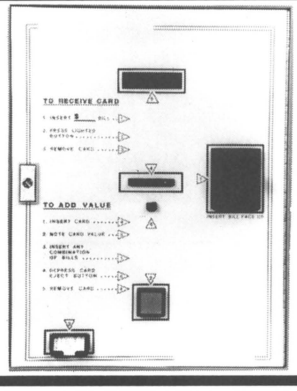


Card Acceptor

Automated Teller



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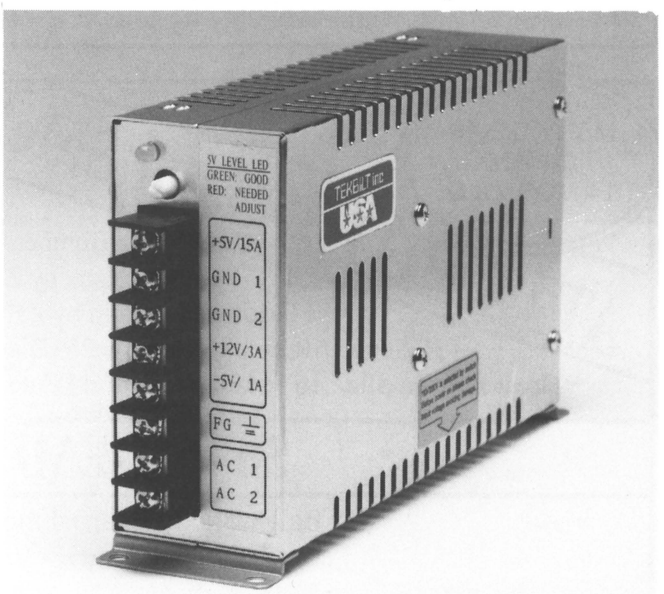

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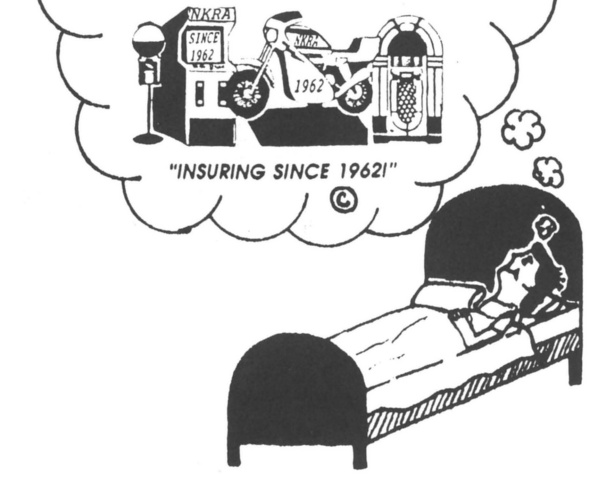

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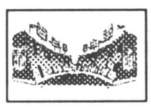

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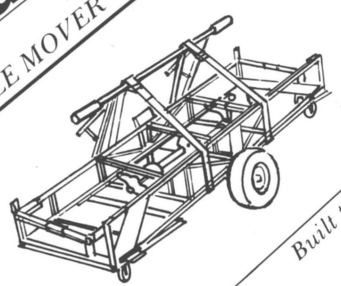

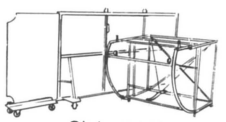

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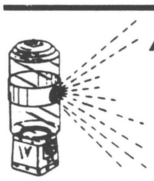

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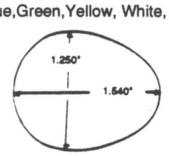

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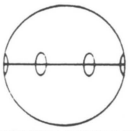

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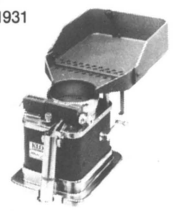

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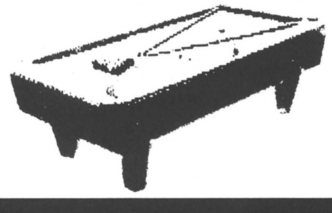

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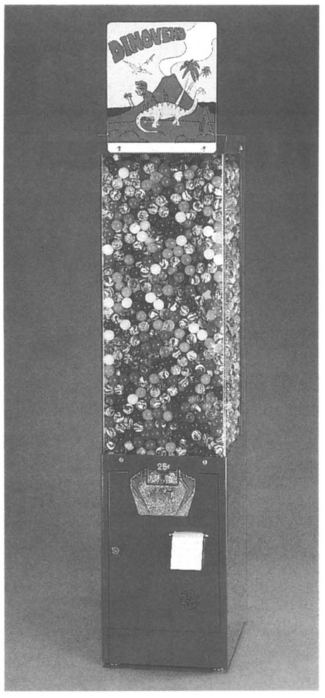

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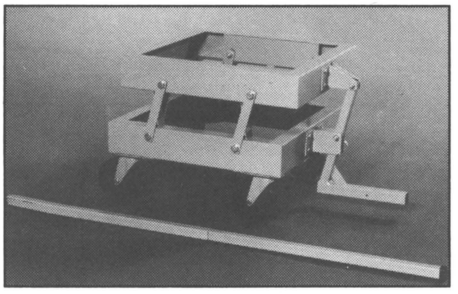

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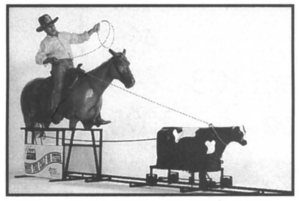

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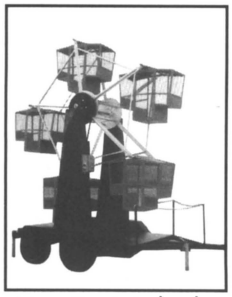

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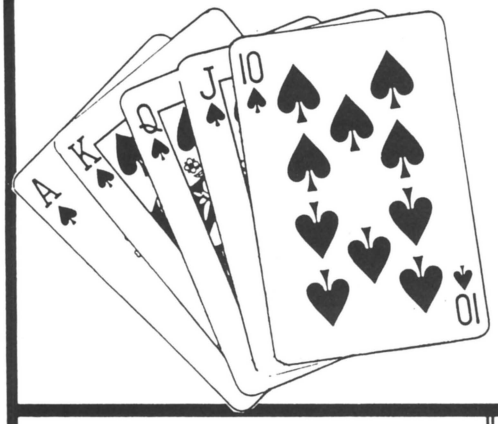

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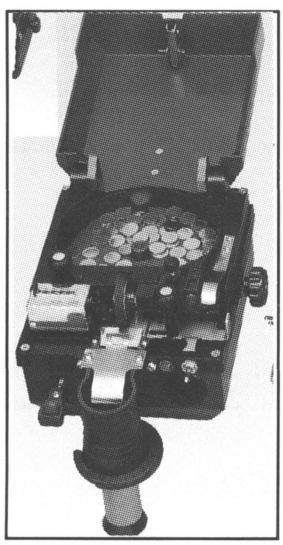

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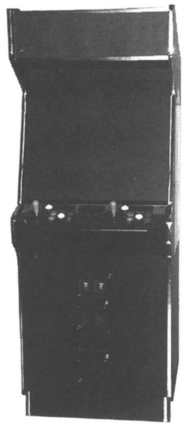

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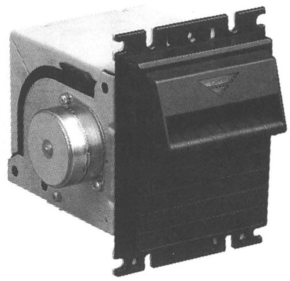

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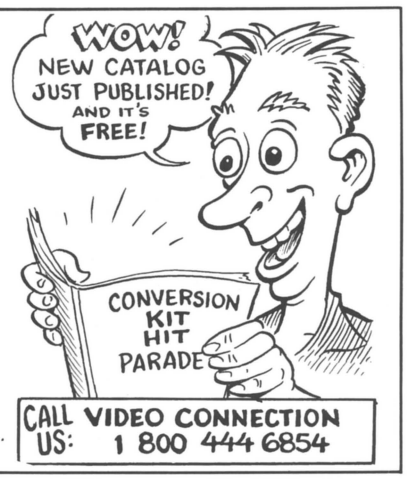

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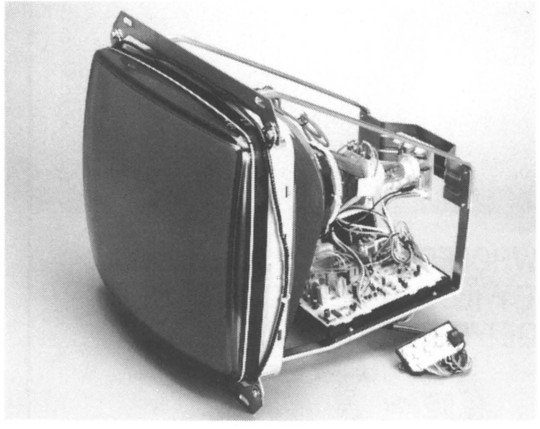

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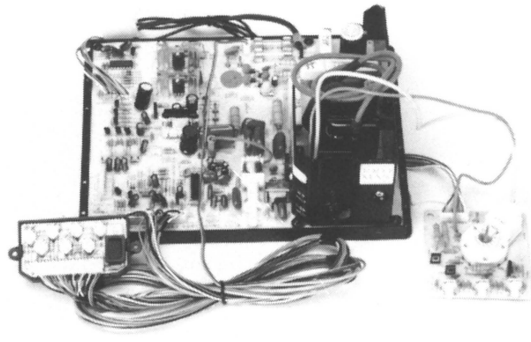

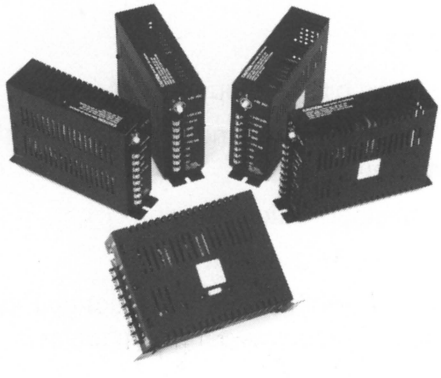

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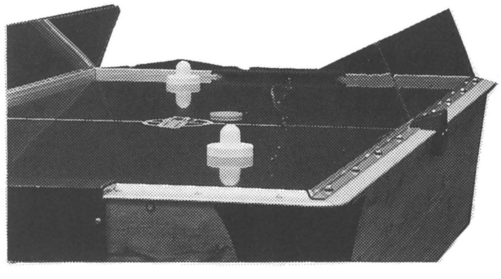

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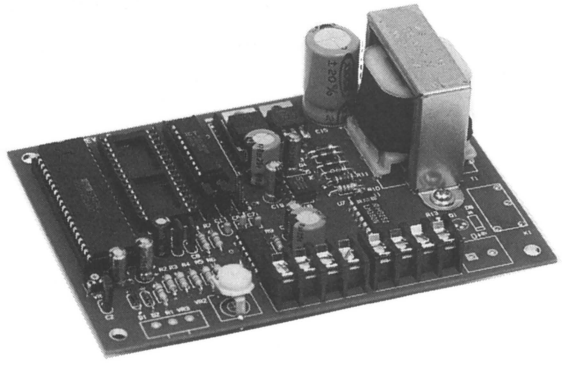

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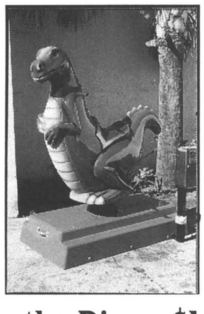

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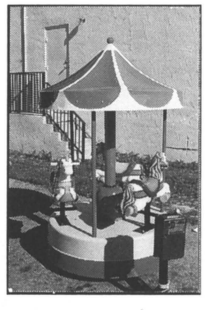

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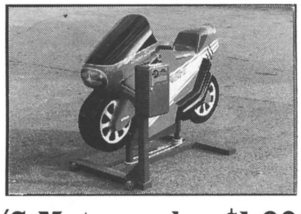

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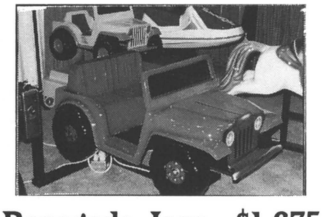

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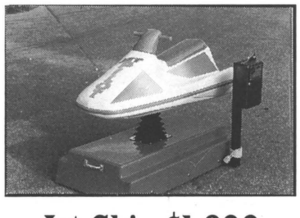

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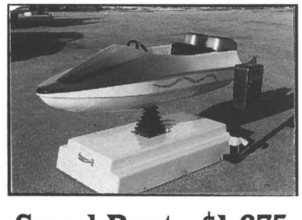

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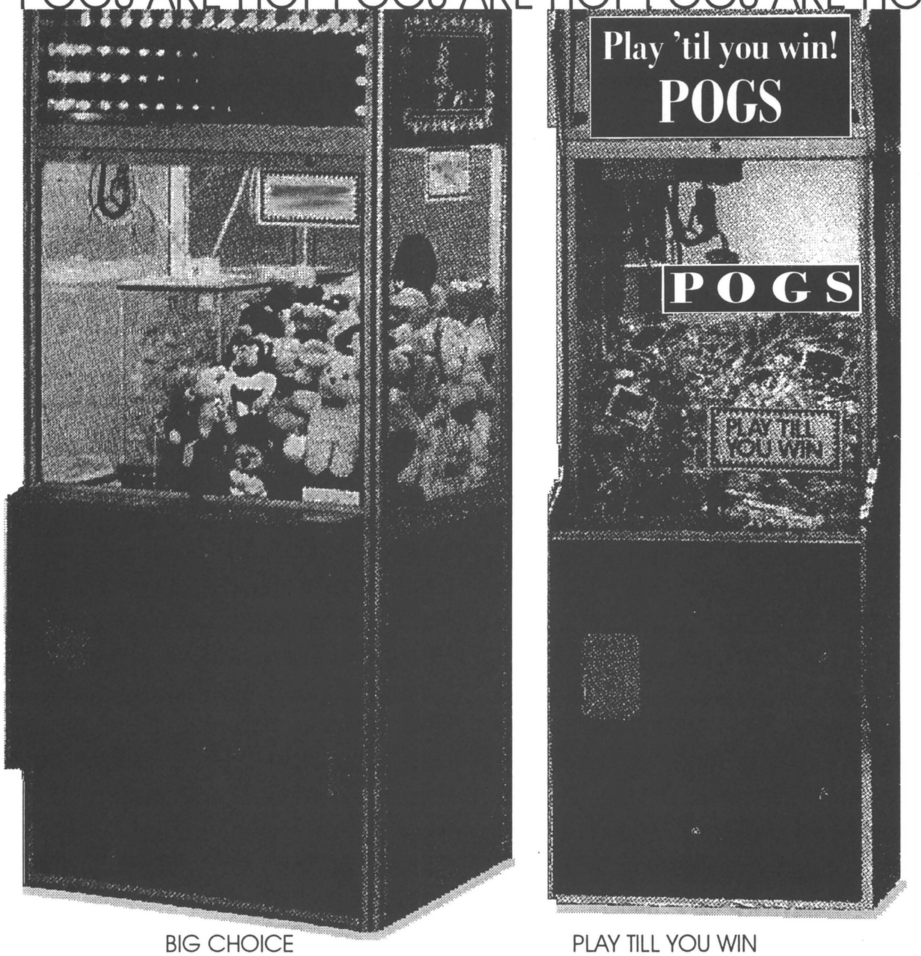

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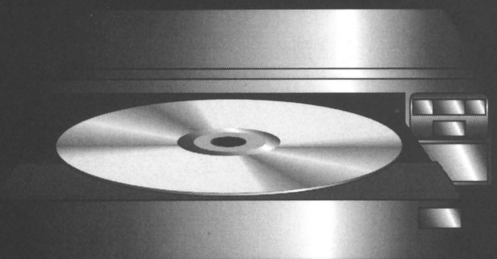

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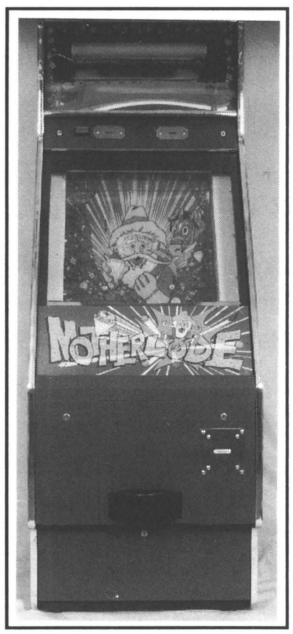

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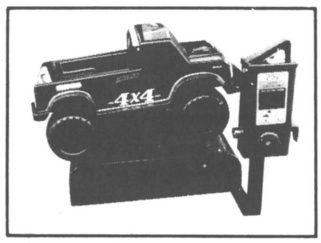

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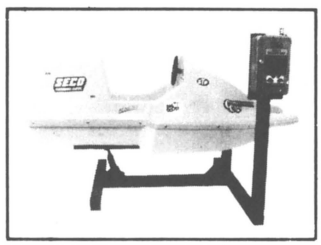

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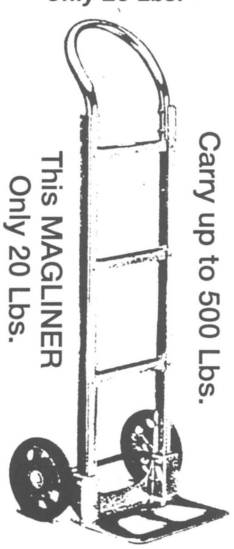

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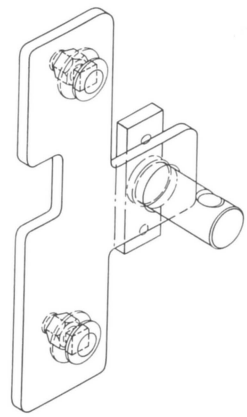

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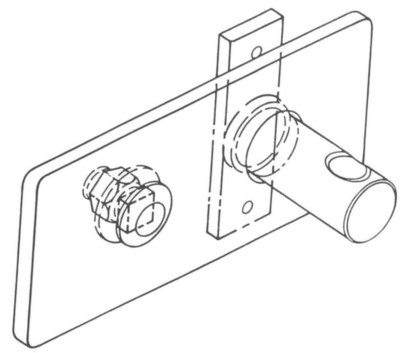

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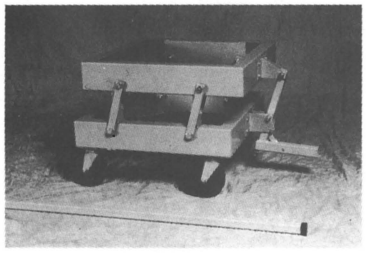

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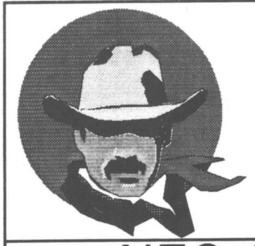

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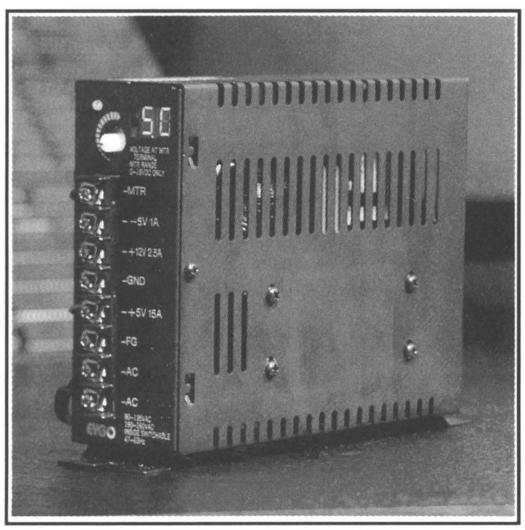

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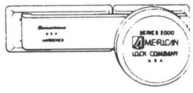

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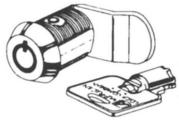

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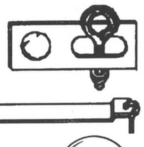

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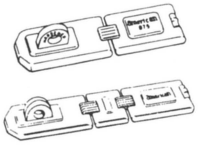

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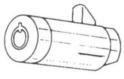

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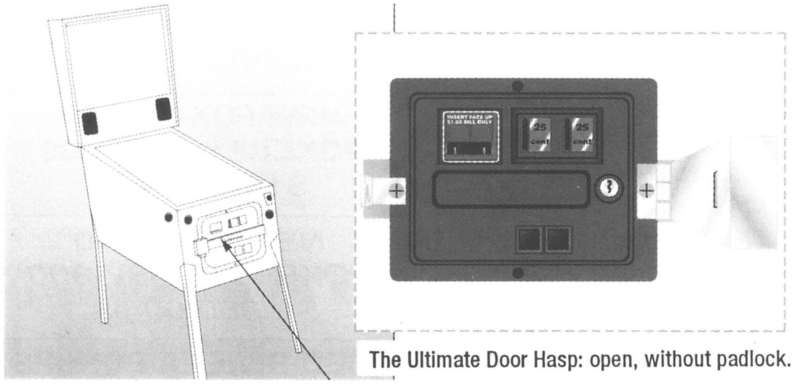

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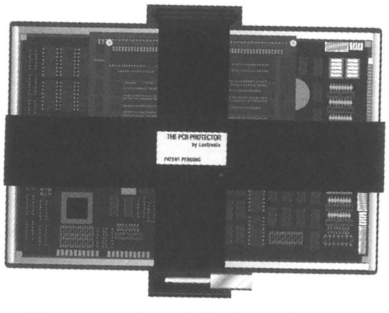

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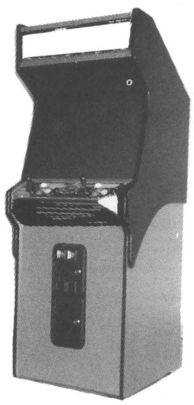

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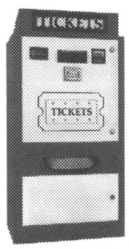

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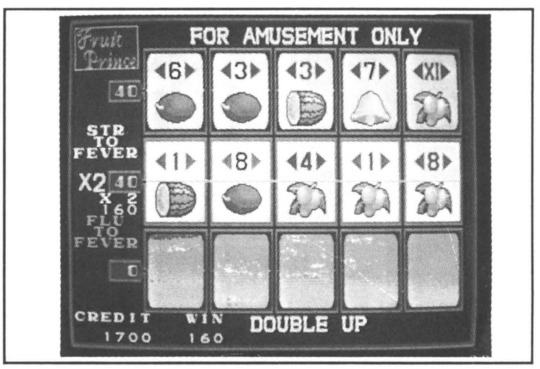

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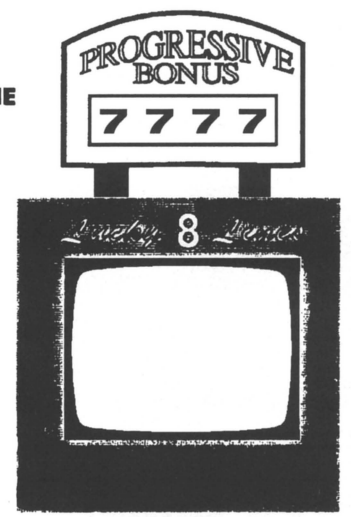

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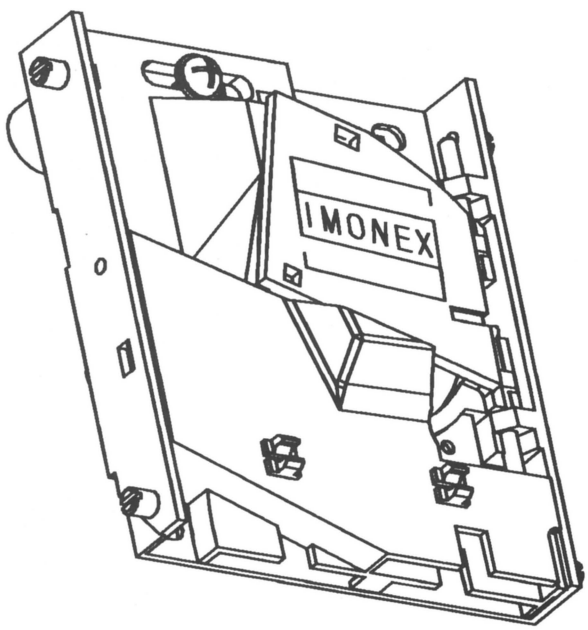

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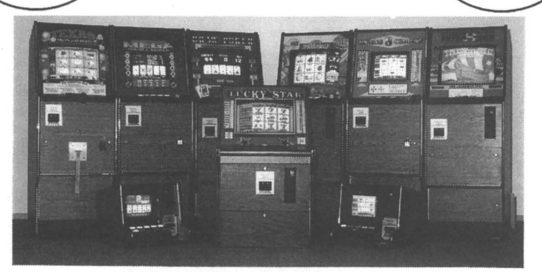

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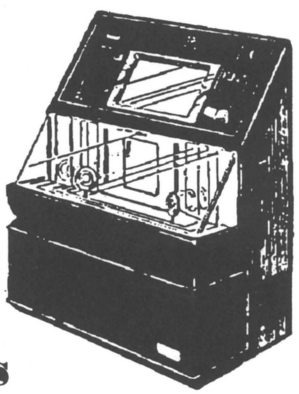

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