march 1995

RePlay magazine

monthly journal for the amusement machine industry



Ahoy, Mates! Konami Sails into Redemption

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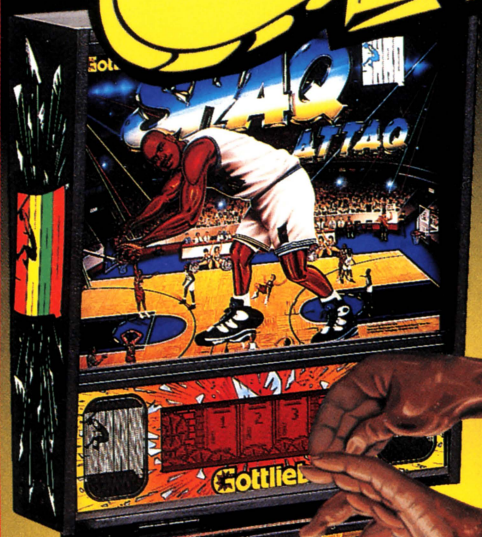



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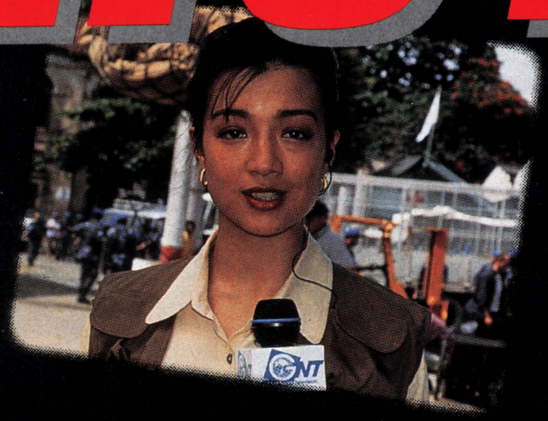
HOT

Jean-Claude Van Damme stars as Colonel Guile in this first-ever star-studded digitized video game adapted from the blockbuster movie of the year!







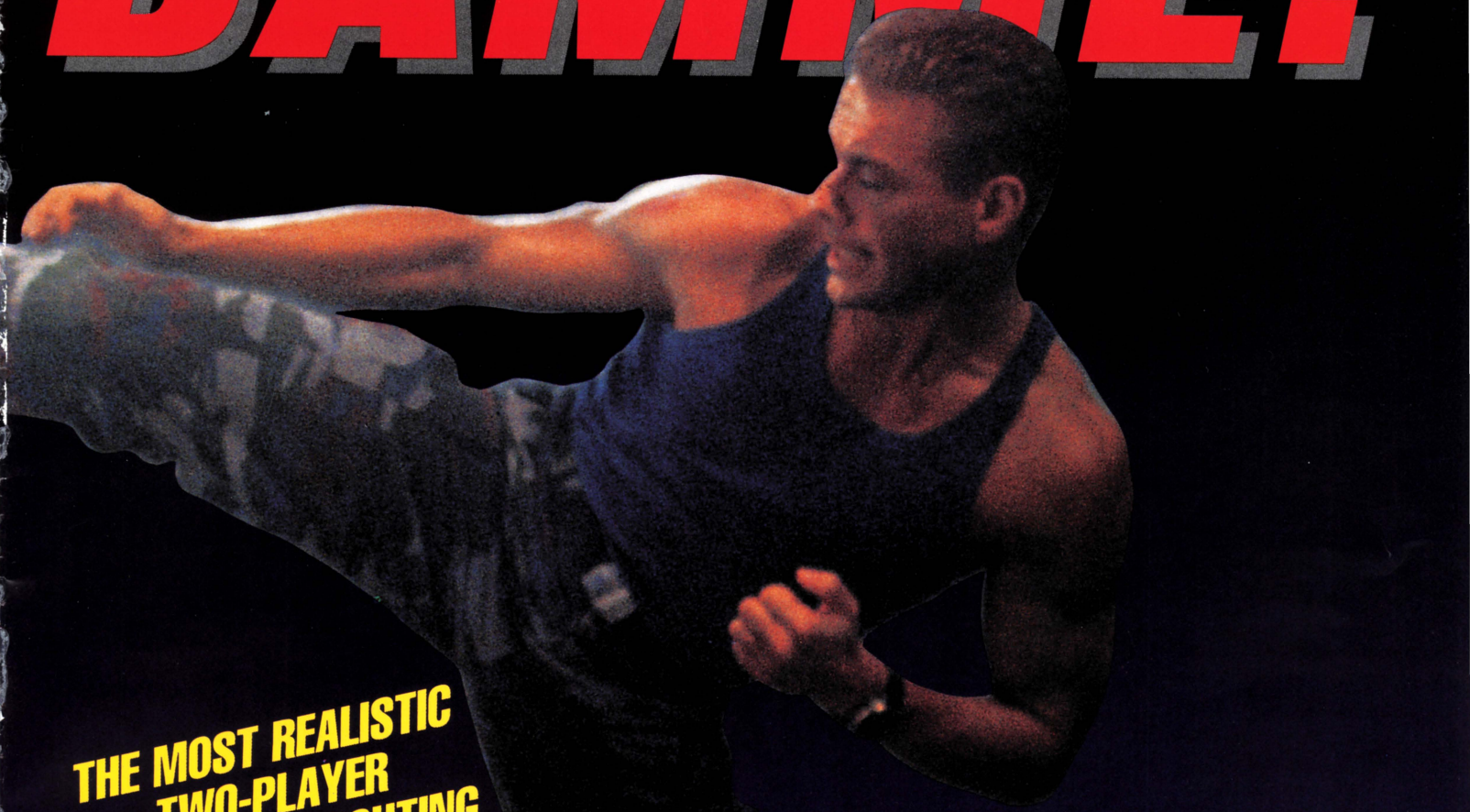






- 32-bit processor/260 megabits of graphics
- Most popular characters brought to life through digitized technology
- Includes signature Street Fighter II turbo moves
- Over twelve movie footage background scenes with texture-mapped graphics
- Multi-hit combinations
- 50 all-new action moves

DAMME!



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HOT OFF THE PRESS

ACME AHEAD —

The American Coin Machine Exposition (Reno Convention Center, March 23-25) will be brimming with new products. **Premier Technology** will debut their new ***Stargate*** pinball. A non-licensed, automobile-themed flipper game could arrive from Williams/Bally-Midway, according to Amusement Business Europe. The U.K.-based trade journal also says **Sega Pinball** may have a ***Baywatch*** pin. Sega will definitely show a motorcycle-themed video simulator called ***Cool Rider;*** an upright version of ***Daytona USA;*** and a soccer piece called ***Striker;*** plus licensed redemption games like ***City Cats, Hollywood Stars*** and ***Gimme 5.*** At **American Sammy,** look for ***Wild Wild West,*** a redemption rolldown with shooting-gallery theme. EMT America will debut super-interactive kiddie rides with controls that actually let kids affect speed and direction of ride motion. Read about many more new products by Sega, WMS and others in the News Digest section, inside.

BETSON GETS BIGGER —

America's largest distribution chain, Betson Distributing/Betson Pacific, opened its brand-new **Betson Philadelphia Distributing** on Feb. 27 (grand opening party is Saturday, April 8, from Noon to 6PM). Address is 310 Hansen Access Rd. #105, King of Prussia, PA 19406. Phone is 610/265-1155 (fax -0909). This, plus their latest acquisition (Progressive Game Distributors in San Diego; see details inside this issue) brings the total Betson chain to 11 outlets nationwide...Sales pro **Mike Robinson** has joined the Betson Pacific team in Buena Park, Calif. "We are delighted to have this conscientious, hardworking veteran aboard," said sales manager John Ridgway. Mike spent several years with Tecmo and, more recently, with Century Vending.

NANI GUYS —

President **Craig Johnson** and VP **John Klayh** of the National Amusement Network, Inc. explained their plans to 22 Ohio operating firms during a meeting of OCMA (Ohio Coin Machine Assn.), held Feb. 9 in Columbus. OCMA said Craig was there to let ops "order NANI games and be a part of this pilot program" and that "OCMA operators were quite impressed with the presentation." Next phase: the NANI team meets March 13 in Troy, Mich. for a final shakedown, followed later this spring by a 50-game field test in Kansas, Ohio and possibly also Missouri.

By the way, Craig Johnson's term as NANI's first president expires this month. From the start he vowed to step down when the time comes, and he is sticking to his guns. AMOA leaders are expected to approve a new NANI president at their mid-year board meeting early this month in Scottsdale, Ariz. Look for a familiar operating face (with a strong track record in hi-tech) as the new president. And, look for Craig to maybe get "drafted" into a key executive support post!

BOB'S BACK! —

Back to Merit Industries as midwest regional sales top is, once again, **Bob Lentz.** It's a happy reunion because he had already worked for the countertop & dart maker in the same slot, prior to his recently-concluded five-year-stint with Williams. Bob's also worked with NSM, Stern and the first two Seeburgs. "I'm very pleased to be back with the street-oriented Merit," said Bob. Merit sales chief Dave Myers is equally happy about Bob's return.

DONE DEAL —

As expected, AAMA and IAAPA have agreed to cosponsor the second **Asian Amusement Expo** (AAE) from June 7-8 at the Hong Kong Convention & Exhibition Center in Wanchai, Hong Kong. Owner-operators of parks, attractions, FECs, etc., will sample exhibits and seminars covering everything from rides to amusement machines. AAMA was the sole sponsor of last year's AAE, which drew nearly 1,000 visitors; foreign business chairman **Mark Struhs** predicts attendance will triple for the '95 show. AAE will be managed by William T. Glasgow, Inc. (708/333-9292; fax is -4086).

PIONEER PASSES —

We sadly report the Feb. 20 demise of coin-op vidgame designer **John Chaudhry,** from a heart attack. In video's early days he created games like *Man Eater,* manufactured by his own company (Project Support Engineering). More recently John did software engineering for Exidy, whose Pete & Virginia Kaufman said: "Professionally, he was hardworking and quick to develop new concepts; personally, he was a gentle, kind man and good friend." May he rest in peace.


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

best location videos

		MODEL/MANUFACTURER	RATING	DIST.
▶	**1**	**KILLER INSTINCT+ (Midway) (3)**	**9.25**	**47%**
▶	2	VIRTUA FIGHTERS 2 (Sega) (1)	8.88	12%
▶	3	TEKKEN+ (Namco) (1)	8.81	12%
▶	4	MEGA TOUCH II+ (Merit) (3)	7.85	25%
	5	REVOLUTION X (Midway) (9)	7.77	42%
	6	LETHAL II: GUN FIGHTERS (Konami) (11)	7.59	29%
▶	7	SOLITAIRE CHALLENGE (Dynamo) (8)	7.52	16%
	8	VIRTUA FIGHTER★ (Sega) (14)	7.31	49%
	9	MORTAL KOMBAT II+ (Midway) (15)	7.22	93%
▶	10	OPERATION WOLF 3 (Taito) (1)	7.11	7%

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

best deluxe videos

(sitdowns, cockpits, arcade attractions)

	1	**DAYTONA USA (Sega) (10)**	**9.61**	**37%**
▶	2	CRUIS 'N USA★ (Midway) (5)	9.02	39%
▶	3	FAST DRAW SHOWDOWN (A.L.G.) (2)	8.83	5%
	4	AIR COMBAT (Namco) (12)	8.50	5%
	5	SUZUKA 8 HOURS (Namco) (27)	8.06	13%
	6	RIDGE RACERS (Namco) (14)	8.00	14%
▶	7	T-MEK (Atari) (7)	7.93	12%
	8	SUZUKA II 8 HOURS (Namco) (12)	7.92	20%
	9	VIRTUA RACING★ (Sega) (26)	7.58	38%
	10	OUTRUNNERS (Sega) (27)	7.48	21%

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

best new games

COPS [deluxe] (Atari)

VIRTUA COP [upright] (Sega)

POINT BLANK [upright] (Namco)

best video software

		MODEL/MANUFACTURER	RATING	DIST.
▶	**1**	**X-MEN: CHILD. OF ATOM+ [H] (Cap.) (1)**	**8.08**	**10%**
▶	2	BUST-A-MOVE [S] (Taito/Neo•Geo) (2)	7.61	23%
▶	3	RAIDEN DX [V] (Fabtek) (5)	7.47	11%
▶	4	SAMURAI SHODOWN II+ [S] (SNK) (4)	7.45	59%
▶	5	GAL'S PANIC 2 [V] (Kaneko) (15)	7.15	10%
	6	RAIDEN II [V] (Fabtek) (14)	6.94	36%
	7	ALIEN VS. PREDATOR [H] (Capcom) (8)	6.65	39%
	8	DUNGEONS & DRAGONS [H] (Cap.) (11)	6.63	37%
▶	9	AERO FIGHTERS 2 [S] (SNK) (7)	6.47	32%
▶	10	DARKSTALKERS [H] (Capcom) (6)	6.41	53%
▶	11	KING OF FIGHTERS '94 [S] (SNK) (6)	6.33	34%
▶	12	NECK 'N NECK [H] (Bundra) (21)	6.33	5%
▶	13	BATTLETOADS [H] (Electronic Arts) (3)	6.27	17%
	14	VIOLENT STORM [H] (Konami) (2)	6.27	8%
▶	15	SUPER SIDEKICKS 2 [S] (SNK) (10)	6.20	19%
▶	16	STREET SLAM [S] (D.E./Neo•Geo) (4)	6.15	15%
▶	17	FTRS. HIST. DYN. [S] (D.E./Neo•Geo) (6)	6.11	20%
▶	18	SAMURAI SHODOWN [S] (SNK) (20)	6.09	59%
▶	19	TWIN EAGLE II [V] (Seta) (9)	6.00	10%
	20	OFF ROAD TRAK PAK [R] (Leland) (37)	5.98	36%

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

top pinball

	1	**STAR TREK (Williams) (13)**	**8.25**	**56%**
▶	2	THE SHADOW (Bally) (1)	8.17	12%
▶	3	ROAD SHOW (Williams) (3)	8.09	32%
▶	4	SHAQ ATTAQ (Premier) (2)	8.05	19%
	5	ADDAMS FAMILY (Bally) (36)	7.99	78%
	6	FREDDY/NIGHTMARE (Premier) (5)	7.77	30%
	7	WORLD CUP SOCCER (Midway) (9)	7.67	43%
	8	FLINTSTONES (Williams) (5)	7.62	26%
	9	TALES FROM CRYPT (Data East) (9)	7.29	24%
	10	INDIANA JONES (Williams) (15)	7.26	46%

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

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

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

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REDEMPTION CHART

TOP TICKET GAMES NOW IN ARCADES, BASED ON EARNINGS-OPINION POLL OF FUN CENTER OPERATORS

alley bowlers

		RATING	PAYOUT
▶	**1 STRIKER (Design Plus)**	**8.10**	**M**
▶	2 LIGHTNING (Skee-Ball)	6.95	L
▶	3 SKEE BALL (Skee-Ball)	6.86	L+
▶	4 SMART BALL (Smart)	6.46	L+
▶	5 SUPER BALL (F.A.B.)	6.20	L+

ball toss

▶	**1 BOUNCING BANDIT (CCI)**	**6.50**	**M**
▶	2 SIMPLE SIMON (Amer. Sammy)	6.14	M
▶	3 AWESOME TOSS 'EM (LazerTron)	5.79	M
	4 TOSS 'EM (CCI)	5.55	M-
▶	5 SMART TOSS 'EM (Smart)	5.53	M

kiddie games

▶	**1 CHUCKLES, JR. BB (Smart)**	**7.89**	**M-**
	2 HALF PINT FRENZY (I.C.E.)	7.33	M
▶	3 JUNGLE PICNIC (Bay-Tek)	7.13	M-
▶	4 MINI DUNXX (I.C.E.)	6.38	M
▶	5 LI'L HOOP SHOT (Doyle)	6.34	M-

novelties

▶	**1 POP-A-TIC-TAC (Coastal)**	**6.55**	**M**
▶	2 ROBO BOP (Coastal)	6.42	M-
	3 HOP-A-TIC-TAC (Data East)	6.31	M
▶	4 TRASH CAN ALLEY (Coastal)	6.10	M-
	5 BODY MATCH (CCI)	5.74	M

pushers

▶	**1 JUNGLE JIVE (Coastal)**	**8.87**	**H-**
▶	2 KLONDIKE (Betson)	7.58	H-
▶	3 WEDGES/LEDGES (Wedges/Ledges)	6.81	M+
	4 CLOWN AROUND (Betson)	6.72	M+
▶	5 FLIPPA WINNA (Fun Merchants)	6.53	M+

rolldowns

▶	**1 LITE-A-LINE (Seidel)**	**7.54**	**M**
▶	2 SPIN-TO-WIN (LazerTron)	7.29	M+
▶	3 QUACKERS (Seidel)	6.87	M
▶	4 SHAKE, RATTLE, ROLL (LazerTron)	6.31	M
▶	5 POKERINO (Seidel)	6.20	M

shooting games

		RATING	PAYOUT
▶	**1 WATER RACE (Bob's)**	**7.73**	**M**
▶	2 BIG MOUTH II (Meltec)	5.97	M-
▶	3 CRITTERS (Exidy)	5.88	L
▶	4 KNOCKDOWN (Meltec)	5.44	M-
▶	5 VINE CLIMB (LazerTron)	5.18	L+

sports games

▶	**1 SUPER SHOT DELUXE (N.S.G.)**	**8.06**	**M-**
	2 SONIC BLASTMAN (Taito)	8.00	L+
▶	3 TWO MINUTE DRILL (Taito)	7.88	M
	4 SUPER SHOT (N.S.G.)	7.44	M-
▶	5 RAGE IN THE CAGE (Fun Merchants)	7.33	M-
▶	6 FULL COURT FRENZY II (I.C.E.)	6.93	M-
▶	7 STRIKE ZONE (Purple Star)	6.92	M-
▶	8 SHOOT TO WIN II (Smart)	6.87	L+
▶	9 HOOP SHOT RALLY (Doyle)	6.86	L+
	10 AROUND THE WORLD (U.E.T.)	6.56	L+

token roll games

▶	**1 CYCLONE (I.C.E.)**	**9.71**	**H-**
▶	2 DINO WORLD (Planet Earth)	9.46	M+
▶	3 DINOSCORE (Planet Earth)	9.21	H-
▶	4 SUPER WHEEL-EM-IN (Bromley)	8.67	H
▶	5 ROLL FOR GOLD (Benchmark)	8.39	H
▶	6 SUPER BANK-IT II (LazerTron)	8.38	H-
▶	7 WHEEL 'EM IN (Bromley)	8.37	H-
▶	8 FLINGSHOT (Planet Earth)	8.22	H-
▶	9 COIN CIRCUS (American Sammy)	7.71	H-
▶	10 HOME RUN HITTER (CCI)	7.59	H-

video redemption

	1 DOUBLE CHEESE (Midway)	**7.28**	**M+**
▶	2 POP-A-SLOT (Coastal)	6.65	M
▶	3 POP-A-BALL (Coastal)	6.31	M

whackers

▶	**1 RIBBIT RACIN' (LazerTron)**	**7.20**	**M**
	2 CRACKY CRAB (Namco)	7.19	M-
	3 WHACKY GATOR (Data East)	7.12	M-

PAYOUT: ratio of tickets won to total coin/token drop. When + or - appears after L (low), M (medium) or H (high), the average reported payout is slightly above or below.

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ON THE COVER

Ahoy maties! Konami (America), Inc. pulls up anchor and sets sail for ACME '95 (and beyond), their hold brimming with exciting new products. Among these treasures is *Pirate Ship*, the company's latest entry in the redemption market.

Up on deck are a few members of Konami's able bodied crew (l to r): Darren Decatoire (account exec and field sales specialist), Mike Rudowicz (coin-op president), Tim Dirnberger (coin-op sales and marketing administrator) and Sam Yerushalmi (parts and service department supervisor).

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EDITORIAL

As this month's ACME approaches, the industry is probably going through its most challenging period since the mid-1980s. But the show's sponsors (AAMA) are not wringing their hands. Instead, they are striving to make ACME '95 more fun and productive than ever. The red carpet is really out for operators, with special parties...discount coupon promotions...a superb technical program...and first-rate educational seminars. ACME also charges reasonable admission rates, and offers the fun of Reno itself!

What about exhibit sales and attendance? From what we hear, ACME will probably deliver a large selection of new equipment, including some beautiful new simulators, a good fighting video or two, a handsome new jukebox design, and some very fine kiddie rides. At the same time, Great Britain's recent ATEI show left many American visitors scratching their heads. "If this is a preview of the equipment we'll have in the States this spring," said some Yanks, "then we're still waiting for 1995's big smash hit." Regarding attendance, ACME has its work cut out for it, considering the overall state of the market, the steadily-declining number of operators, and the growing choice of other shows (including distributor shows). In response, ACME is taking steps to expand its appeal to new markets and growing venues like FECs and pocket parks.

These are all good steps. Yet we caution anyone against expecting ACME (or any other trade show) to totally turn around an anxious industry. Trade shows crystallize and reflect the market's mood; they cannot possibly "fix" underlying market conditions which created that mood. Accordingly, the trade's outlook in April will probably be pretty close to what it is today. ACME will be a fine showcase and an excellent learning opportunity...not a dose of "speed" or Prozac!

Our industry is casting around for its future these days. But when conditions are tough, that's the worst possible time to pull in your horns. Businesses which simply freeze in place risk getting deserted by their customers or else run over by the competition. As always, the winning strategy is to figure out where the market is going, and get there first. Attending a top trade show like ACME is an unbeatable way to tune into the industry's future — and your own.

Marcus Webb

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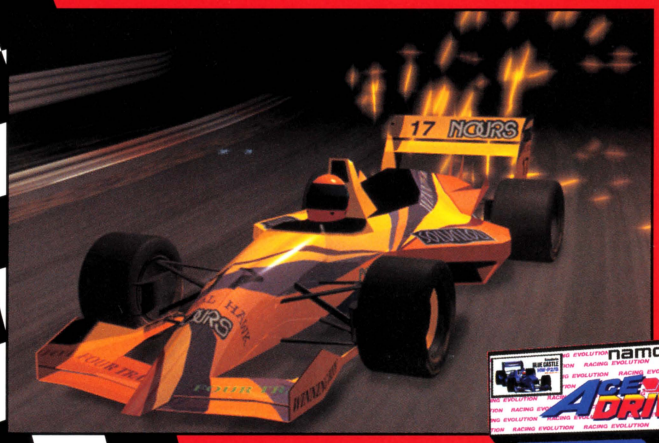



DRIVER'S VIEW



BIRD'S VIEW



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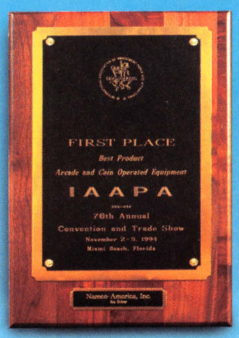

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MARCH '95

INDEX

SPECIAL FEATURES

ACME A-COMIN'
The American Coin Machine Exposition rolls into Reno this month. Here's the scoop: location; convention & seminar schedules; exhibit hours; floorplan; and Reno activities. Don't miss our interview with AAMA leaders Steve Koenigsberg & Bob Fay. Our show section beings . . . . . pg. 75

ZOWIE, HOWIE!
Howie Rubin has worked as a manufacturer, distributor, street & arcade operator, and game designer. He's still wearing those last two hats, as we learned in a candid conversation . . . . . pg. 141

GLORIOUS PAPA
PAPA, the Professional & Amateur Pinball Assn., held its fifth annual championships in New York City from Feb. 3-5. Three related stories cover the event. . . . . pg. 157

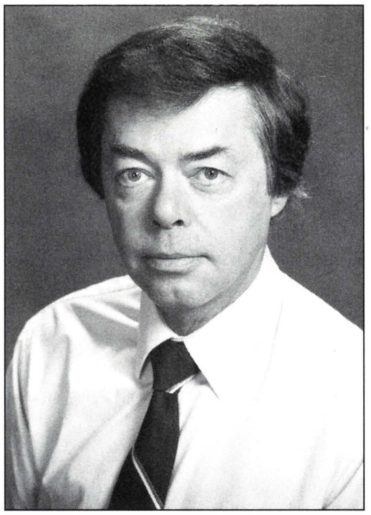
OVER THERE
European correspondent Martin Dempsey reports on recent trade shows in London, Frankfurt and Moscow. Seems like the whole world shares certain problems like taxes, gambling competition, and ho-hum games . . . . . pg. 189

REGULAR FEATURES

BOB RONDEAU 186
BIG AL'S CORNER 140
BUYERS' BULLETIN 221
COVER STORY 129
DATEBOOK 220
FRANK TALK 173
FUN CENTER FEATURE 180
GRAPEVINE 216
INTERNATIONAL NEWS 189
JAPANESE CHART 208
LATIN MUSIC 219
LETTER FROM EUROPE 46
NEWS DIGEST 31
NEW PRODUCTS 211
ON YOUR MARK 44
OPERATOR INTERFACE 107
STEPPIN' UP 26
TECHNICAL TIPS 205
VITAL TITLES 210

FROM THE

PUBLISHER



Back in 1972 when I did the Coin Machine Section for Cash Box Magazine, *I got a visit from a fellow named Pat Karns who said he worked for a new company called Atari. We spent an hour or two talking about his game called* Pong *that played ping pong on a television tube. A couple of guys like Art Daddis had previously told me this game was gonna do great things, so I happily shared industry information with Pat while he told me about the organization that his friend Nolan Bushnell had set up in Northern California to build it. Pat sold a bunch of* Pongs, *and Nolan went on to build a lot of other "television" games. Nolan also developed the first gizmo that could play these things on TVs in people's homes and got Sears, Roebuck to market it.*

Today, a coin machine industry that launched what became known as "video games," and which still feels a form of "ownership" of, runs an incredibly poor second to the home market in every aspect except for big simulators and gray poker. In addition to the millions of Nintendo and Sega systems in American homes are millions of personal computers, all playing video games for all ages of players...many our industry has never seen.

It's been debated whether home video has been good or bad for coin-op. Let's cut through the rhetoric and simply say when the cheaper home version of an expensive coin-op game comes out too early for the operator to make a profit, it's bad. Doesn't take a genius to figure that out. And it doesn't take an economic scientist to know where the video game designers/manufacturers/publishers make the bigger bucks, and therefore direct their principle energies. It's not us.

Coin-op video, thanks to a few loyal suppliers, still has a sort of place on the street. But in too many other cases, operators have been cast as "food tasters" of new designs before they're brought before "the king" (the homeowner). Since I don't believe medieval food tasters had to pay for their chow, the least the companies using our industry as a "testing ground" can do is set their prices at a lower level to conform to reality. But I guess you've heard this all before.

Ed Rabkin

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STEPPING UP

AND SPEAKING OUT



DOLLAR COINS WOULD HAVE MAJOR DISADVANTAGES

BY PATTI NOVAK-SANTUCCI

THIS ARTICLE WAS ORIGINALLY SUBMITTED AS A "LETTER TO THE EDITOR." HOWEVER, ITS TONE AND LENGTH MADE IT A PERFECT ENTRY IN OUR OCCASIONAL SERIES OF COLUMNS TITLED "STEPPING UP AND SPEAKING OUT." REPLAY'S REPLY IS PRINTED ON A FOLLOWING PAGE. — THE EDITOR.

I've been reading more and more about the prospect of reintroducing the dollar coin back into the market. From what I've read, it is my understanding that many operators, distributors and manufacturers alike are in favor of this idea. Ben Santucci and I both distribute and operate in Northern California, and we agree that the disadvantages of dollar coins outweigh any possible advantages a change like this could bring.

As a distributor, and from a financial standpoint only, I can see why this looks somewhat appealing as it would increase the sales in the parts department. A new coin mechanism that could handle the new dollar coin would be needed by nearly every operator — not only for the new games he/she purchased, but also for existing route as well. However, distributors of paper bill acceptors could suffer from this change. Furthermore, coin handling/sorting equipment which can accommodate another new coin would be another purchase nearly every operator would need.

The operator, I would think, would view this change from a different perspective and may not appreciate the outlay of money they will need to keep up with this change. For any operator, obviously, the expense of simply keeping up with the latest equipment is costly enough; however, additional coin mechs will also be needed for both their new and used equipment.

If the new dollar coin resembles the Susan B. or is the approximate size of a quarter, we can anticipate further service call expense. Do we then get rid of the quarter slot? Do bill acceptors become obsolete? If so, what should operators do with their all bill acceptors? Will operators have to purchase brand new change machines to handle this dollar coin?

I imagine another concern will be in the area of collecting. I know I would prefer to both count and cart around hundreds of lightweight dollar bills than hundreds of coins. Employees will have to be taught how to handle the new equipment and how to keep a sharp eye to distinguish between the old quarter and the new dollar coin. The additional expense of time and the increased margin of error are two elements most operators do not wish to add to their daily concerns.

The most frustrating part, and perhaps the most ironic, is this: the operators, through their AMOA dues, are funding this change. AMOA has contracted a Washington, D.C.-based consulting firm to push this legislation through.

It's been reported that federal Treasury savings of over $395 million a year could be achieved by replacing the paper dollar with a dollar coin. I'm all for bringing down the federal budget, or at least reducing the rate of its daily escalation. Yet I fail to see how this helps our industry specifically, nor the reasoning behind spending industry money to pass it.

I realize there are some pretty heavy hitters behind this pending legislation and believe they may have some strong reasons for their aggressive backing. Yet I have not seen any substantial evidence to support this move. Neither have the more than 20 operators with whom I've discussed this issue. Unless we are misunderstanding something, the only thing we see the dollar coin buying, is headaches.

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STEPPING UP AND SPEAKING OUT

EDITORIAL REPLY: THE CASE FOR DOLLAR COINS

Dear Patti;

Thanks for your provocative and thoughtful remarks on dollar coins. You're right, many leaders of the coin-op industry are very eager to have this type of currency. Why? Because they believe dollar coins will subtly, yet decisively, shift the spending psychology of our player base...making it much easier for players to part with a buck that's "just pocket change," and thereby making it much easier for operators to charge higher price-per-play.

What makes anyone believe such a psychological shift would really happen? First, it's common sense. As dollar coin advocates like to say, "Today's dollar is the quarter of the 1950s"...meaning the purchasing power of a 1995 dollar is comparable to that of a 1955 quarter. If so, shouldn't this (relatively meager) purchasing power be embodied in a coin, which consumers will spend more casually than a bill — because they have a more realistic sense of its true value? Dollar coins could help break the consumer's habit of thinking of a dollar as "a lot of money" when it's really not.

The second reason dollar coin backers think new currency would change the spending habits of consumers, is because this seems to have happened already in several other countries. Canada, Great Britain, Australia, Germany, France and most other industrialized democracies got rid of paper bills as their basic unit of currency years ago, and replaced them with high-value coins. Coin machine profitability went dramatically up.

If the American operators you talked to can't visualize this, then try talking to some Canadians and Australians. "You cannot imagine the positive impact dollar coins will have on your business," they say. "You will kick yourself for not altering your currency before." This positive experience which other countries have enjoyed with high-value coins is what you're looking for: "substantial evidence" to support U.S. dollar coins.

With higher play pricing — or so the logic goes — operators would then enjoy greater profitability from their amusement games. Do you resent the high prices on today's equipment? With dollar coins, today's games suddenly look far more affordable. In fact, with more money in the operator's pocket, high-priced equipment would really **be** far more affordable! Operator purchases of new equipment would go up. Distributors and manufacturers would have more money to work with. Consumers would have more machines available to choose from. Everybody wins!



Nobody really wants to recirculate the old Susan B. Anthony dollar coins, because they failed so badly the first time — partly because they look and feel very much like a quarter. Dollar coins backers want a brand new design that's a different size and color (gold), so you could identify it correctly at a glance. Smooth edges would enable blind people to distinguish the dollar coin from a quarter, too.

Yes, you would have to scrap some existing coin and bill acceptors, or at least upgrade or retrofit them. You would have to buy new ones as well. But if dollar coins boost operators' profits as much as hoped, these expenses could well seem negligible.

As you said, coins are much heavier than bills. But city governments and U.S. Post Offices and transportation agencies around the USA say coins are cheaper, faster and easier to count, sort and stack than bills, which must be smoothed and turned around to face the right way. That's why all these groups are quietly bringing the Susan B. Anthony dollar coin back into limited circulation already. Presumably the same benefits of easier handling would also apply to our industry.

Most trade members agree that purchase prices of our games are "out of whack" compared to what they earn. But frankly, there seems little prospect that machine prices will fall. When you're dealing with small runs of advanced technology — which is often the situation in coin-op — it's simply expensive, and there's little way of getting around it. Even if you amortize the cost of some video R&D over the (expected) home market sales, this potential savings method cannot be applied to pinball, jukeboxes or any other labor-intensive, "coin-op only" products.

If prices generally can't come down, then there is only one way to realign prices with earnings: earnings must come up. Can we boost earnings by finding two or three times as many players as we have today? Not likely. About the only way to boost earnings is to raise play-pricing. Dollar coins could be a great tool to help us accomplish this goal. At any rate, this belief is why so much of the industry wants them.

Sincerely,
Marcus Webb, editor

◆

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NEWS DIGEST

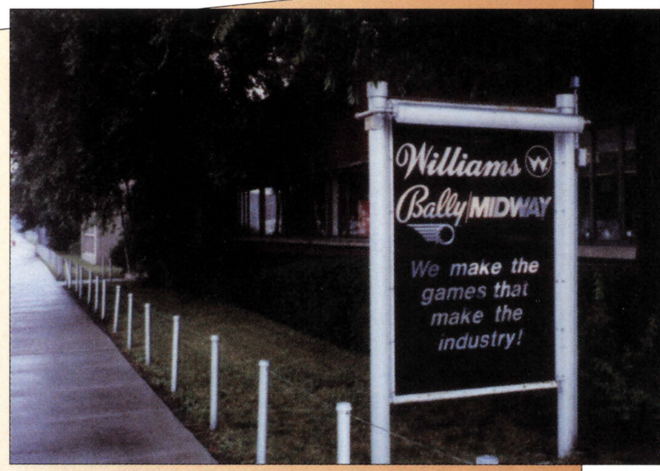
WIDE SPREAD OF NEW PRODUCT TO DEBUT AT ACME '95



Are factories saving lots of new machines to unveil at this year's **American Coin Machine Expo** (Reno Convention Center, March 23-25)? Could be...especially since it seems fewer new items than usual were debuted at London's ATEI show in January. Here's a rundown of some fresh titles you can expect in Reno. Videos: Midway's *Mortal Kombat III* and a kit version of *Killer Instinct* (see separate item on this page); GameStar's *Street Fighter: the Movie;* Sega's *Sega Championship Rally* and *Virtua Fighter II;* (by the way, Japanese sources say sometime in March, Sega will also debut *Golden Axe — the Duel* on their long-awaited 32-bit system); Atari/TWi's *Beavis & Butthead;* Capcom's *X-Men;* Namco's *Cyber Commando* and *Tekken;* Kaneko's *Jackie Chan;* Konami's *Soccer Superstars;* plus new Neo-Geo titles from SNK.

New pinballs will probably include GameStar's first-ever flipper title, *Magic;* along with Midway's *The Shadow;* Williams' *Dirty Harry;* and new flippers from Sega and Premier. New redemption games will include Lazer-Tron's *Coca-Cola Ring Toss, Wheelin' & Dealin'* and *The Flintstones;* Data East's *Rescue the Guppy* and *The Mask;* Fabtek's *Squeeze Play;* I.C.E.'s *Cyclone;* Konami's *Pirate Ship;* Bromley's *Cops & Robbers II;* Seidel's first-ever token roller *Smokin' Token;* Bay-Tek's novel *Star Shooter;* and an updated version of Coin Concepts' *Home Run Hitter.* New jukeboxes will include Rock-Ola's special 60th anniversary edition of *The Legend.* New kiddie rides will include Just Kiddie Rides' *Tom & Jerry, Batman* and *The Jetsons* (see this issue's "Spotlight Special" for details on JKR's line). For information about ACME schedules and logistics, plus a glance at Reno's own attractions, see our special section beginning on **page 75.**

MIDWAY KITS KILLER INSTINCT; CUTS SALES STAFF



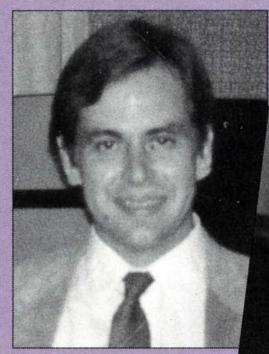
Kits versions of Midway Mfg.'s chart-topping video fighter, *Killer Instinct,* should begin arriving in early March, said sales VP **Joe Dillon.** Since *Killer* is the coin-op industry's first-ever vidgame to use a hard drive, the kit will have to include this hardware plus a special chip. These special components will make the conversion "pricey" by typical kit standards... Other news: in the wake of their 12% drop in amusement net during fourth quarter '94, Williams/Bally-Midway underwent a dramatic reorganization of its sales and marketing staff as of Feb. 2. Longtime reps **Leslie Ross** and **Bob Lentz** are no longer with the Chicago factory. Meantime, **Rachel Davies** has been promoted to director of sales, and **Lenore Sayers** remains regional manager.

"The marketplace is not as brisk and bold as we'd like," Dillon explained with clear regret, "so we have had to undertake some difficult and painful internal reorganization. Leslie and Bob are very good, highly respected people and we wish them every success. We're certain we'll see them in other situations or companies in the industry. We're basically trying to meet our responsibilities with fewer people across the board," Dillon added (a number of technical and manufacturing support staff have also parted company with WMS in recent times). "And," said Dillon, "while no sales person could ever be replaced by a computer, at the same time we're trying to make the most efficient use of our recent investments in mainframe technology, company-wide, to expedite as many functions as possible and better serve the market."

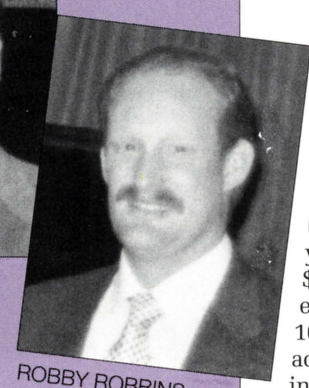
NEWS DIGEST

PROGRESSIVE (SAN DIEGO) INTO BP DEALER NETWORK

Effective Friday, Feb. 17, Betson Pacific Dist. has acquired the necessary Progressive Game Dist. assets to turn the San Diego, Calif. market's only full-service distributorship into BP's third California outlet. PGD, now known as "Betson San Diego," will continue to be run by its founders **Dave Stroud** and **Robbie Robbins.** The addition means Betson now has complete distribution offices in California's three major markets, counting their headquarters new Buena Park near L.A. and their branch in South San Francisco. BP also maintains a full office in Phoenix. Thanks to the acquisition, PGD — or rather, Betson San Diego — will now be able to offer its customers a much broader product spread, as all the many lines represented by BP will now be available there as well. The outlet is located at 1300 Hill St. in El Cajon and is a familiar landmark to the San Diego territory's street and arcade operators. Stroud and Robbins opened Progressive back in 1982 and enjoyed many successful years growing the company. Clearly, they are quite qualified to continue running the now-BP branch. Their phone and fax numbers will remain the same, though callers will now be greeted with "Betson San Diego."



DAVID STROUD



ROBBY ROBBINS

NEW IMAGE CLOSES

New Image Technologies, the Telford, Pa. manufacturer of countertops, has closed its doors. At presstime no official word was forthcoming from President **Bob Whitehead** or other principals, but phone calls went unanswered as of Jan. 31 or so. Whitehead's home line was also giving a disconnect message and the factory itself appeared locked and vacant to visitors. It was also unclear at presstime if anyone would take over sales and service functions for New Image product already in the field. Any late update will appear on our "Hot Off the Press" page. Meanwhile, to see what little background info is available (so far) about this rather sketchy story, check our report on **page 54.**

JUKEBOX FEES DUE



AMOA informs us that March 15 is the deadline for jukebox owner/operators to have their 1995 licensing paperwork to the Jukebox License Office (JLO) for yearly renewals. This year's rates jumped a bit: it's $294 for the first juke; $55 each for the second through 10th juke; and $47 each for all additional jukes. If that's a pain in the pocketbook, remember you can be fined $500 per song, per play, for infringing on music owners' copyrights. The JLO licensed about 116,000 coin-op phonographs in 1994 (both 45 and CD), down by 1,000 from 1993. Contact the JLO at 800/955-5853 (which is 800/955-JUKE).

1995 LONDON & FRANKFURT EXPOS WERE BIGGER; TOKYO'S AOU SMALLER

The final week of January saw record crowds at London's **ATEI Show,** where overseas visitors did enough business to make up for sluggish domestic sales. Product shown in London featured lots of remakes and was somewhat short on imagination and innovation, some observers felt. Over in Germany, the **IMA Show** pulled more visitors than last year. German tradesters feeling hopeful that a pending tax refund to operators and busier cross-border trading could goose up the market for '95. See reports on both shows by our correspondent **Martin Dempsey** starting on **page 189.**

The **AOU Show** is The smaller of Japan's two major annual expos. Staged from Feb. 22-23, it pulled in 73 exhibitors (10 more than last year), but total space booking was down 9.4%. "The likely reason for this," according to Osaka's *Game Machine Magazine,* "is that some of last year's largest exhibitors drastically reduced their booth size in anticipation of a recession in the coin-op amusement business."

AAMA TO VISIT FOUR ASIAN COUNTRIES IN 1995

Almost immediately after closing their ACME show, several members of AAMA will once again exhibit their goods at the HotelEx show in Shanghai, China for the second year in a row. After that, ACME is sponsoring a two-week, four-country Asian trade mission where delegates can meet potential customers and work with government officials on local regulations and import requirements. The April 1-14 trip covers Thailand, Singapore, Malasia and Indonesia. AAMA exec director **Bob Fay** and foreign business committee chairman **Mark Struhs** (Dynamo Ltd.) will be accompanied by Capcom/Fabtek's **Frank Ballouz,** Lazer-Tron's **Ron Carrara,** Bench mark's **Arnold Kaminkow,** Skee-Ball's **Mark Kane** and trade vet **Ago Mensah,** who's now an independent import-export agent.



The 1994 HotelEx show – this year's event will be one of AAMA's Asian stops.

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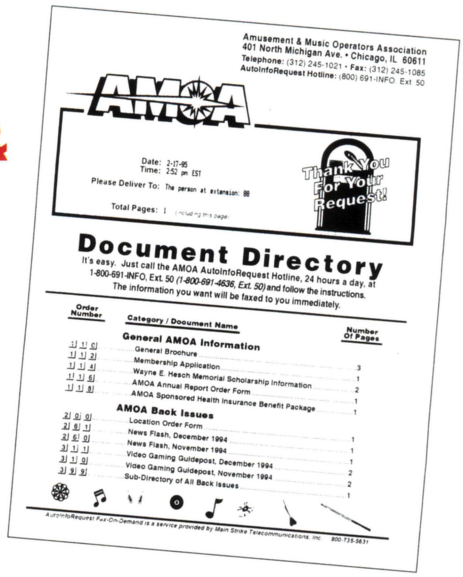
NEWS DIGEST

CAPCOM WANTS OUT OF REVENUE SHARING

Calling it a "bad idea," Capcom USA veep **Frank Ballouz** told his distributors the company has lost millions in its controversial "revenue sharing" contracts with some operators in the West and Southwest. Ballouz also advised that Capcom would love to exit this program, but two remaining deals (with one route in Texas and another in Arizona) won't be capped till sometime this year. These remarks came during the Q&A part of a meeting with Capcom dealers, held in early February near Chicago O'Hare. At that same meeting, Capcom's new *X-Men* was released. The video is available in three formats: a universal kit; a "CPS II" B-board kit; and in a limited supply of dedicated uprights.

AMOA NOW CHATS BY FAX & E-MAIL



The Amusement & Music Operators Assn. has a new member service. The "AutoInfo Request" is a 24-hour fax hotline. Just call 800/691-INFO, ext. 70, (which is 800/691-4636, ext. 70) any day, any time, and the AMOA computer will fax you a list of available documents and information. Just follow the instructions (i.e., push some buttons on your phone) for the menu; then after you get the menu by fax, you can call up a second time to receive the documents themselves, automatically and immediately. By the way, you can also reach AMOA on the Internet. "We've been on the Internet for a while," said Communications Manager **Fred Newton.** Their E-mail address (for general inquiries) is "Jill_Mateja@sba.com" and if you want to reach Fred it's "fred_newton@sba.com"...so program that into your databanks, everybody!

CENTURY CLUB WILL MEET AT ACME

Old and new members of the Century Club, a trade veterans' group, are invited to this year's ACME gathering, which will take place in the Reno Convention Center itself (Room B-13) from 3-5PM on Friday, March 24. Anyone with 25 or more years of job experience in the coin-op industry is cordially welcome to attend. If you're coming, please notify Club prexy Steve Kordek by fax at 312-961-1010.

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MIKE SMYTHE TO HEAD AMOA'S NATIONAL DART ASSN.

Our last issue's "Hot Off the Press" page mentioned this appointment, but it contained two typographical errors. We should have used some other "A's" (NDA is a creature of AMOA, not AAMA). We also should have said Mike served as president of the "Indiana" Amusement & Music Operators Assn. for the past three years, exiting that office just last month. Our apologies to Mike and NDA for any inconvenience. In his new post, Mike will run NDA's daily operations, including promotions and communication, policy and procedure implementation, and overall leadership of staff and members. NDA is now entering its 10th successful year with some 60,000 members in 43 states. The organization's 1995 national team championships will take place May 1-6 in Las Vegas, by the way.

Congratulations to all!



ARMS HAS NEW ADDRESS

ARMS International moved into a new, larger office on Jan. 30. They gained more office space, plus a new showroom for their line of redemption (and other) management software, scales, ticket shredders and other support items. You can reach them at: ARMS Int'l., Inc., 921 Cedar Bridge Ave., Brick, NJ 08723; 908/262-9776. Toll-free: 800/771-2767. Fax: 908-262-9404.

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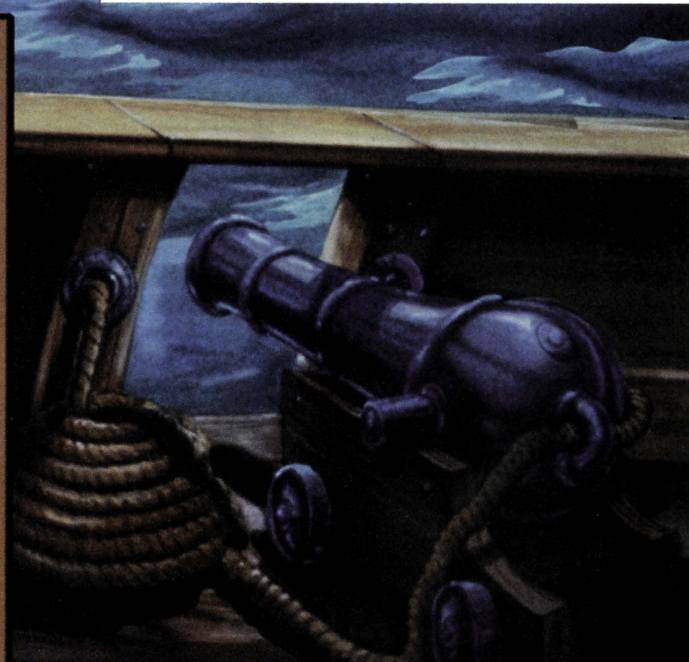

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NEWS DIGEST

KOBE QUAKE TOTALS SOME JAPANESE ARCADES

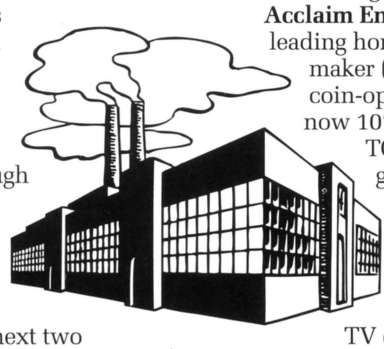
According to *Game Machine Magazine* of Osaka, the earthquake which struck Kobe, Japan on Jan. 17 "destroyed" many local game centers run by Sega, Taito, Namco and smaller operators. "However, the amusement business is unlikely to be affected," the magazine said. This word went out from the publication's Osaka office just a few days after the quake, when Kobe was basically still cut off from the outside world. By now a clearer picture should be emerging over there, although *RePlay* has been unable to obtain more details from this end. Kobe is also home for "many amusement industry manufacturers, distributors and exporters such as Komaya, Tezuka, Fillmore and Konami's Kobe R&D division," said the trade publication. *Game Machine* itself had bookshelves, etc. knocked off the walls, causing some chaos. Fortunately no injuries were sustained by the publisher, Mr. Akagi, nor by his staff at their homes or in the magazine's office. (That's about what happened to *RePlay* when a similar quake hit L.A. exactly one year earlier.) Amusement Press, the firm which publishes *Game Machine,* thanked friends and colleagues for their expressions of support and concern... and they vowed the next issue would come out, right on schedule! (It did.)

USA FACTORY NOTES

Wurlitzer Jukebox Co. has signed a stamp and joint multi-licensing agreement with the U.S. Post Office, announced President **Joe Pankus.** A USA Presorted First-Class stamp, valued at 25 cents and featuring full-color art of Wurlitzer's nostalgia classic *Model 1015,* goes on sale this March 17 at most Post Offices. They will be sold in coil quantities of 500...or 3,000...or 10,000 stamps, and will be available through at least 1996. An estimated one billion of the stamps will probably be sold and used (mostly for business mailings) in the next two years. Wurlitzer has scheduled the design and production of several thousand collectable (and frameable) First Day Covers with stamps affixed and cancelled with a special "first day of issue" postmark. Contact Joe for details at 201/807-2616.

Sega Pinball has named Simon Deith's Deith Distributing, Inc. as a factory-authorized dealer in New York State, with a major focus on Long Island. Ops can visit the facility at 84 Mineola Ave., Roslyn Heights, NY 11577; phone is 516/621-1234.

Merit Industries enjoyed one of its best product sales weeks in its history, after word of New Image Technology's closure hit the trade grapevine. Apart from the obvious fact that a major competitor in the countertop video market was gone, the brisk business was also due to Merit's brand new *Cabaret* which is earning well.



Acclaim Entertainment, a leading home vidgame maker (and future coin-op factory) is now 10% owned by TCI Technology Ventures, a subsidiary of America's largest cable TV operation.

The deal included a swap, giving Acclaim some shares in TCI. As previously reported in *RePlay,* Acclaim's and TCI's earlier joint venture firm was already planning a dedicated vidgame TV channel and related technology for TCI cable markets.

MicroTouch Systems says their stock had the biggest percentage gain of anything on NASDAQ in 1994. A commodities information service rated them the "fourth-best stock to own" and *Forbes* named them the "134th best small company in America." The firm makes touchscreen units for a variety of applications.

SEGA, NINTENDO & WELLS-GARDNER GET BUSY OVERSEAS

Sega set up a new branch in Beijing, China on Jan. 1 in partnership with a branch of the local government. The Sega division is capitalized at U.S. $3 million (80% coming from Sega, 20% from the Chinese). It will operate standard-sized arcades — building up to five this year, perhaps as many as 50 in five years — and also build larger arcades and hi-tech amusement parks. By 1997 the Sega-China joint venture will also manufacture and distribute games. This according to *Game Machine Magazine* in Osaka, Japan.

Nintendo has been hit with a countersuit by **Samsung,** the Korean consumer electronics giant they sued in January for alleged copyright infringement. Samsung denied any infringement, saying they just produce chips and can't always tell what's in them. Samsung's U.S. subsid filed a countersuit on Feb. 1, alleging libel and demanding damages.

James Industries makes the Wells-Gardner monitors and these products have now received the basic OK for the European Economic Community (the ISO9001 accreditation). This ensures top quality control such that buyers can trace each component back to its original source, if needed. Wells-Gardner's distributor in Europe, Deith Leisure, are moving smartly toward ISO9001 status for their technical support operations as well.

WHERE TO REACH THE ROWE JUKEBOX FOLKS

As reported last month, U.S. jukebox sales leader Rowe International has shut down its Whippany, N.J. facility after 50 years. Vending and corporate offices are still at Rowe/CPC Vending, 915 Whitemore Ave., Rockwall, TX 75087; 214/772-7500 (fax -7580). Jukeboxes are still built at Rowe International, Inc., 1500 Union Ave. SE, Grand Rapids, MI 49507; 616/343-3533 (fax -4700). Here's contact info for Rowe's jukebox team: EVP Joel Friedman: mailing address c/o Rowe Int'l., Inc., 81 Vassar St., Staten Island, NY 10314; 718/761-0711 (fax: -0677). EVP Jerry Gordon: mailing address c/o Rowe Int'l., Inc., 19 Fairmount Rd., West Caldwell, NJ 07006-6806; 201/364-0289 (fax -0362). Marketing Service Dir. Carol Ganek: mailing address Rowe Int'l., Inc., 27 Druid Hill Dr., Parsippany, NJ 07054; 201/334-0973 (fax -0985).

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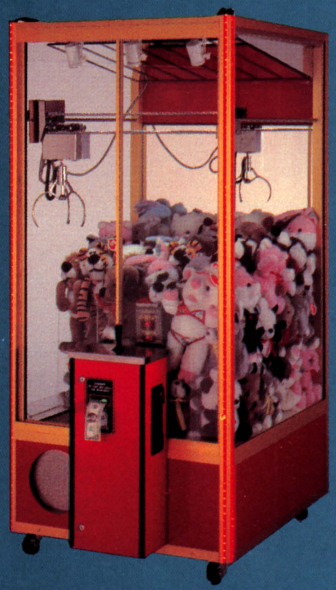

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- Clarence Mabes, UPPER EAST TENNESSEE DISTRIBUTING

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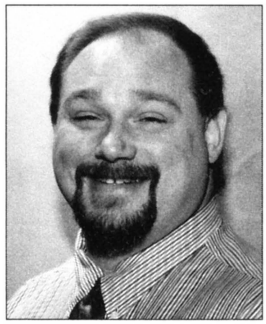
NEWS DIGEST

ON THE MOVE



EMILIO CABRERA



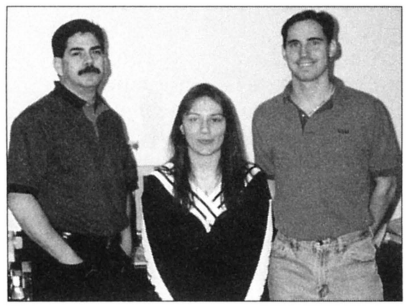
JEFF BUSCH



DAVID KOPACK



APRIL MATHEWS



From left to right, NSM's Orlando Marrero, RICKI SMITH & Tony Lantz.

Emilio Cabrera is Namco America's new international sales director, bring 25 years' industry experience (at a variety of famous coin-op factories) to his post. He'll oversee sales in Mexico, South America and Australia/Oceania, where Namco execs believe his extensive experience will help greatly with sales, service and marketing. Also at Namco, **Craig Ward** has been appointed assistant product manager, where he'll work closely with product manager Jerry Momoda on new product development, testing, maintenance and reporting. He has four years' industry experience at other Northern California game makers.

Yoshika Hedburg is the new sales administrator at Sega Enterprises, Inc.(USA). He fills the post vacated by Barbara Nappi who recently became western sales manager. Sega called this key post "the very backbone of our sales and marketing department." Yoshika will handle all sales service functions, including order entries, also serving as personal assistant to sales & marketing director Ken Anderson.

Stephanie Voss is the new sales & marketing administrator for Sega USA, and will also work directly with the sales & marketing team. She's been with Sega a while, previously as personal assistant to EVP/Operations Howell Ivy and Materials Supervisor Kathi Allison. In her new post, Stephanie will assist in handling of sales, administrative, marketing, advertising and trade show related responsibilities.

George Kieffer will, at the end of this year, relinquish his duties as deputy chairman of Sega Amusements Europe and executive director of Sega Europe Group Ltd., the firm has announced. He joined Sega in '91 and was key in helping set up FEC operations in Europe. He'll leave Sega to pursue other interests.

Jeff Busch is the new art director at Sega Pinball. He'll oversee and facilitate conceptual development of in-house artwork for playfields and backglasses. He graduated from the American Academy of Art (Chicago) and has much experience in art direction for publishing and advertising. He's won his coin-op spurs as an independent contractor of pinball art (with Connie Mitchell) from 1984-89 and also doing more recent original art for other factories.

David Kopack vows to provide strong service and support to customers as the new branch manager for Mondial Distributing in Pittsburgh. He's a five-year veteran at both factory and distributing levels (most recently, he was a Merit regional marketing & sales director). David's industry exposure began 12 years ago, when he worked for — and become a partner in — a U.S./European rollerskating center operation.

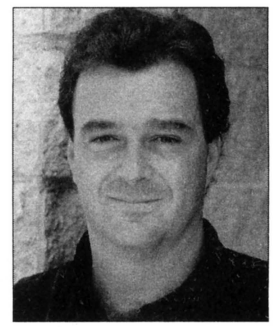
Rikki Smith has joined the NSM parts department where she'll help parts manager Orlando Marrero in daily operations, said parts & service chief Tony Lantz. The two agents said Rikki will help NSM achieve a new level of customer service, including 24-hour turnaround on all parts orders. (They're stocking more parts to make this happen, too.)

Pat Rush is now credit manager at Mondial Pittsburgh. He came aboard the firm in January, 1994 after 12 years in credit administration and finance. Mondial execs said his financial strengths will be great assets as their credit department keeps growing more important to the business.

April Matthews has been promoted to marketing assistant at American Laser Games, where she'll handle ALG's trade show and advertising presence, plus handle general office functions. She's been with ALG for over a year as an administrative aide in corporate and engineering departments.

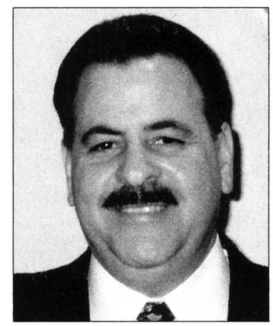
Chris Vecchione was elevated to from sales manager to general manager of Mondial's Philadelphia branch on Jan. 26. Chris is well-known for his personal touch, but said his new duties won't keep him from still bringing one-on-one attention and keen advice to customers in both vending and amusements. "I'll always be a salesman at heart," he smiled.

Ray Fontana is the new sales manager at James Industries suburban Chicago HQ, which specializes in marketing components to U.S. and canadian overseas manufacturers (including Wells-Gardner, Coin Controls, JCM, Hibbing, Star Point, Clever Devices & Wico). Ray had been sales director at the Hantarex monitor company for the past 10 years. JI execs said they were glad to have someone of his experience and stature aboard.



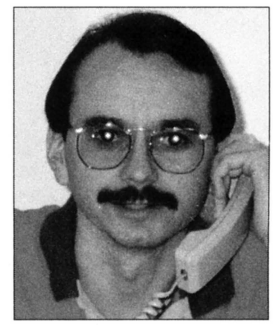
CHRIS VECCHIONE

Ed Cermak has joined James Industries So., working from their Miami, office. Ed has many years' experience in the Florida market with various coin-op concerns, and execs said they were pleased to bring his experience & ability to their team.



RAY FONTANA

Victor Freeman has been appointed assistant compliance officer at Bally Gaming Int'l. where he'll help the firm with license applications in legal gaming jurisdictions worldwide. Freeman's extensive background in law enforcement and gaming regulation make him very qualified.



ED CERMAK

NEWS DIGEST

REDEMPTION FACTORIES ALL A-BUZZ



Bromley, Inc. has inked an exclusive three-year R&D contract with **Karl Sjoberg** for "first right of refusal" on all product design concepts. Karl's best known for his solid-earning *Shot Clock 21* design. The innovative agreement beefs up Bromley's already-successful R&D program and marries Karl's talents to an expert manufacturing, marketing and sales machine. President **Lauren Bromley** called the deal "a win-win arrangement." Also, Washington State has OK'd three more Bromley games: *Super Wheel 'M In, Rock 'N Bowl,* and *Wheel 'M In.* Officials certified each of these titles is "a redemption game of authenticity in skilled game play."

James Industries has been named Lazer-Tron's exclusive distributor in Puerto Rico and throughout the Caribbean. Seen here, L-T's veep **Ron Carrara** (left) seals the deal with a handshake with "JI South" prexy **Aldo Andreu** as JI chairman **Jim Roberts** and veep **John Blouin** look on. John said JI was "extremely delighted" to rep such a high-earning factory in this territory.

A.G.E. (Advanced Games & Engineering) has now received UL listing for its entire line of products, including their *Snack Attacker.* The Florida crane manufacturer says it also got notice from Uncle Sam's Patent & Trademark Office "of the granting of exclusive rights to use the phrases 'Winner Every Time' and 'Play Until You Win' (and all derivative versions) on coin-operated amusement games." (Trademark registration numbers are 74/486931 and 74/486930, respectively, and are for use in International Class 028, said the firm.) All promotional materials and ads by competing firms must remove these phrases, said A.G.E., citing its first use of the words and concep t for coin-op application back in June, 1993. For more information, contact President J.R. Fisher at 305/527-0907.



CLEVELAND COIN: GETTING BIGGER, DOING MORE

CleCoin veep **Herman Fox** info's that the Midwestern-based distributor has new faces, new spaces and new functions in three states. Prexy **Ron Gold** explained they're making "vigorous and healthy" changes to meet the trade's "positive evolution." Among the new developments: a former top exec at a big drug store chain, **Alex Shaheen,** is now aboard, running CleCoin's "dramatically expanded" FEC redemption department, including more staff and more warehousing to handle a full (and we mean full!) line of prizes for coin-op games, plus support goods like neon display bins, tickets, tokens, etc. Reach them at 800/776-6699.

Seen here is **Ron Gold** (standing) with recent recruit **Byron Howard,** GM of the growing Livonia, Mich. office. Byron, an E. Michigan U grad, was previously vending division GM at Fontana Bros. out of Detroit. Now he's overseeing CleCoin's 1995 plans for more warehousing and a larger tech division in Michigan.

Over at CleCoin's Florida branch (Pompano Beach), new GM **Tom Malinchak** has arrived from the firm's Michigan market. He'll manage expanded FEC business (they just opened another "special projects" office down there). Other key staff changes: former Cleveland parts manager **Rick Bevilaqua** has been promoted to Midwest sales & marketing coordinator.



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ON YOUR MARK

BY MARCUS WEBB



THE "PERFECT BAR VIDEO" MAY KILL YOU

In this industry, we're always yakking about the need to build a video game that grownups like...an affordable, simple little machine that succeeds in our number-one location, taverns. But the truth is, we have already discovered that game. It's called "video poker."

Grownups like to gamble. They generally enjoy gambling far more than they enjoy playing "let's pretend" (with a video game or anything else). "Let's pretend" games are basically for kids, or people with childlike enthusiasms. This remains true no matter how hi-tech the game may be.

What about *Pac-Man* and *Tetris?* They were great – far too great for us to count on getting games of equal appeal on a "regular-as-clockwork" basis. These games, and that innocent era of video's first flowering, are not repeatable...any more than the first worldwide jukebox craze of 1890 was repeatable. You cannot build a strong, steady market on cheap, simple amusement games like *Pac-Man* and *Tetris.* They are too rare.

Operators realized this long ago. That's why they are so keen on legalized gambling — or, failing that, on gray-area gambling. Despite a serious moral dilemma, gambling is where the money is. As one prominent and highly professional operator has always said: "There are two tiers in the operator economy. One tier just runs amusements, and they are suffering. The other runs amusements along with plenty of gray-area games, and they are doing well."

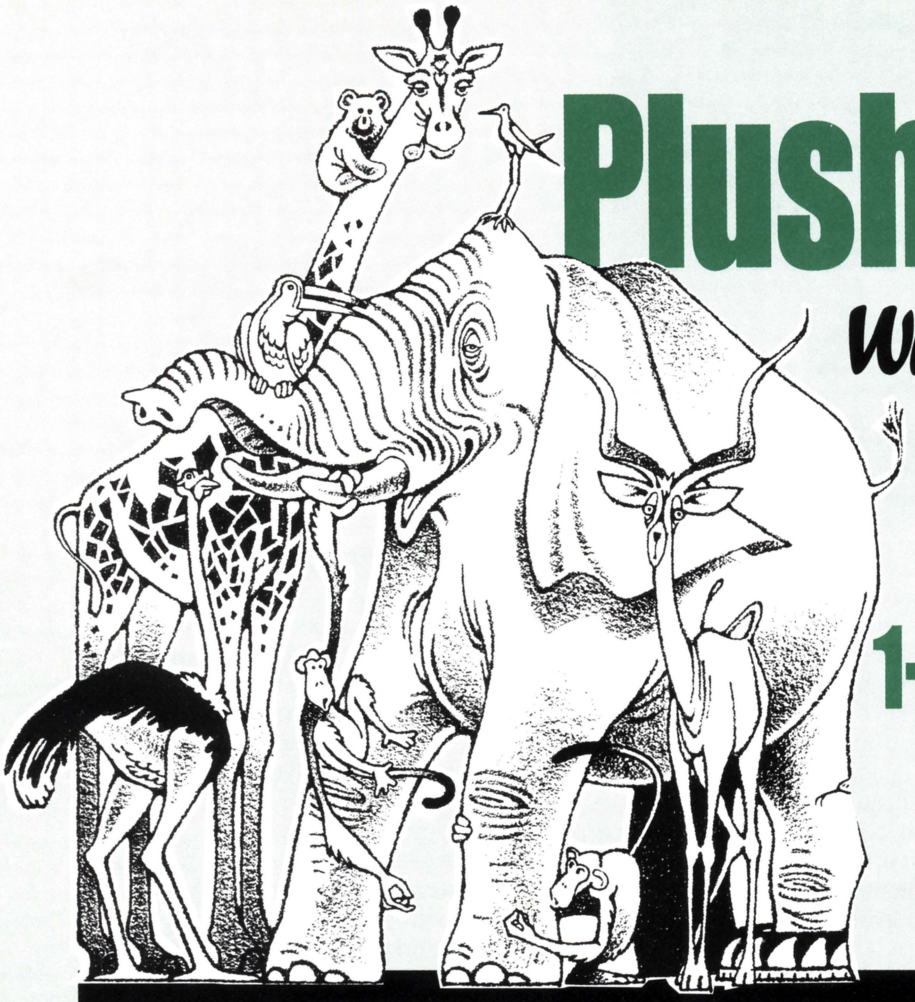
Manufacturers finally figured it out, too, although it took them longer. For years, they obligingly kept making what operators "claimed" they wanted: simple little games that should work in taverns. Games like *Shuuz* and *Trog* and *Snow Brothers* and *Bubble Bobble.* Some sold okay; none really sold great; several flopped badly. What about *Tetris,* you ask? It's the exception that proves the rule. You cannot repeat a flash in the pan. You may get freak accidents now and then, but you can't build a steady market on them. (Even the programmer of the original *Tetris* hasn't had a second hit, to our knowledge.)

So, back to what works day in and day out: gambling. It's nearly impossible to legalize...and even if you do, you face incredible obstacles to sustained success. But apparently no obstacle is big enough or bad enough to discourage our trade. The siren song of gambling continues to lure and fascinate operators (and some distributors) at the grassroots level. Yet, what are we actually getting these days, instead of more legal, operator-run gambling? (1) An explosion of competition from other forms of legalized gambling. (2) As a result, tolerance for gray-area gambling is shrinking.

Gambling expert I. Nelson Rose notes that Big Brother has already legalized electronic gaming equipment in 25 states, with more coming each year. Another expert privately predicts 18-20 more states will eventually legalize video lottery...all sole-source.

How does this impact the street operator? Some observers claim our trade's guilty secret, i.e. gray pokers, have been a "cushion" against bad times...a safety net to protect operators against uneven income from the (notoriously unstable) entertainment industry. But since Big Brother hates competition, the spread of legal gambling may continue to push gray-area out of the picture. Morally, this may be good. But economically, the safety margin for operators in many states could slowly disappear.

How many small operators could disappear in turn, soon afterwards? It's something most trade members don't even like to think about. The final irony would be if an entire class of operators got killed by the "perfect tavern video" of their dreams.



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Averages		72 Pieces	144 Pieces
.70¢	(5"-9")	$50.40	$100.80
.75¢	(5"-9")	54.00	108.00
.80¢	(5"-10")	57.60	115.20
.85¢	(5"-11")	61.20	122.40
.90¢	(5"-12")	64.80	129.60
1.00	(6"-12")	72.00	144.00
1.15	(6"-13")	82.80	165.60
1.25	(7"-14")	90.00	180.00
1.50	(7"-14")	108.00	216.00
1.75	(8"-14")	126.00	252.00

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Averages		50 Pieces	100 Pieces
$2.00	(9"-14")	$100.00	$200.00
2.25	(9"-14")	112.50	225.00
2.50	(10"-17")	125.00	250.00
2.50	(**NEW!** 10"-24")	125.00	250.00
3.00	(10"-20")	150.00	300.00
4.00	(12"-20")	200.00	400.00
5.00	(12"-20")	250.00	500.00

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LETTER FROM

EUROPE



COIN-OP ARMAGEDDON IN UK

Whether 40,000 video games will disappear from the British market hangs in the balance as we were going to press. The British government decided in December to hit the trade with a ranging set of new taxes, collected under the title Amusement Machine Gaming Duty. It also dragged in redemption and pinball, and was talking about charging a tax of $375 per player position per year. On an upright video with four joysticks, therefore, it would be $1,500 a year, which is clearly beyond belief for the UK business. Thirty thousand pinball machines would have immediately been under threat as well and the fledgling redemption business would have been virtually stillborn.

All hell was let loose by the industry. The trade association, BACTA, galvanized its 1,400 members into a lobbying session with their members of Parliament. They pointed out that 4,500 jobs would go as a direct result of the tax and that any income the Chancellor of the Exchequer would receive from the tax would be equalled out by payments for unemployment benefits.

But the Chancellor has come back to the industry with some kind of a deal, offering to drop redemption from the proposals and confine it to quiz games, video games and pinball. And the rate would be $375 per screen as opposed to player positions. BACTA, however, is holding firm, continuing to lobby members of the committee to get it down still further.

Any kind of tax, they maintain, will cut machine numbers and cut jobs, but realistically, it is a rearguard action. Most of the pundits, however, are putting their



BY CHRISTINE BUTTERWORTH

Once again, we present "Letter from Europe," brought to us by Christine Butterworth and her colleagues at InterGame, *a new UK-based monthly.*

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OTHER NEWS





For the 25,000 people coming into London for ATEI show, from 140 countries, accompanied by 70 international trade journalists and 50 international coin machine trade associations, the 250 exhibiting companies put together a trade event that was big, spectacular, bustling and altogether too short.

Four years ago, the ATEI board decided to cut the show from four days to three. But at the same time they embarked upon a major public relations exercise to get the show's already substantial overseas participation up. The net result was that this year most exhibitors said there was not enough time to see all the people. However, they have to balance out what they might have lost from that factor against the high cost of an extra day "in town."

The organizers may expand the opening hours within the three days, of course, or they might decide to add a day, but whatever decision they take, they have assured us that they will base it upon exhibitor feedback. The most likely scenario, we feel, is that the show will expand out of Earls Court 2 and into the next-door Earls Court 1. It will do it by coming to an agreement with the American-based IAAPA, which looks after the international theme parks business and runs the huge exhibition annually in the U.S. A European IAAPA show is certainly in the cards if the twain will meet.

Meanwhile, the International Casino Exhibition, separately titled but housed within ATEI, could be moved upstairs to the massive gallery overlooking the main exhibition concourse. That show was also bursting at the seams this year. The move would suit everyone and would effectively create one-stop shopping for an entire amusement industry, which is showing signs of overlapping to an increasing degree.

ATEI 1995 demonstrated glaringly some of the pluses and minuses prevalent in today's industry. The size, strength and depth of the casino show was mitigated by emerging into the ATEI "proper" only to find that "soft" gaming dominated more than it has ever done before. The European-style "amusement with prizes" machines (AWPs), with low stakes and low cash prizes, were everywhere, as were skill games with prizes, and edging down the scale into redemption and similar devices.

Whether American readers like it or not, redemption is a type of amusement with prizes, perhaps the softest form of gambling of them all, but there is no disguising what it is. Therefore, from redemption at the one end, right up to casino slots and tables at the other, ATEI showed that the world these days wants something rather more than "amusement" as a reward for his quarter, franc, guilder, mark or pence.

Certainly, all the big amusement companies were there, the Segas, Namcos, Konamis, Williams, Premiers, Ataris and their ilk, and naturally there were some major new video games, pinball machines and jukeboxes. These days, however, most new titles find themselves being unveiled at private shows, launches, previews or minor exhibitions, and few are actually being seen for the first time on the floor of ATEI.

And it was interesting that most of those big Japanese companies are now heavily involved in producing major gaming devices — indeed, some of them were showed at London. Even some of the American doyens of the amusement industry such as Williams and Premier are now into the gambling business as well. Makes you think, doesn't it?

HOLLAND



One of the world's finest amusement arcades, Forum Romanum, has opened at Almere, near Amsterdam in Holland. It is the 24th amusement center by one of Holland's biggest companies, Janshen-Hahnrath's Fair Play Centers. Holland has a reputation for the most sophisticated and lavishly-appointed arcades and J-H is arguably the best of them all. The Forum Romanum was inspired by Caesar's Palace in Las Vegas, and cost $3 million to build and decorate. It has 40 Roman statues made by the same artist who made them for the film "Cleopatra." Pictured are some of Forum Romanum's "centurions" inspecting Midway's *Killer Instinct* video game.

IRELAND

The Irish Amusement Trade Association has high hopes that its outdated coin machine laws, which go back to 1956, will be updated. The country has a new Minister for Justice (the minister controls coin machines), a lady named Nora Owen, who has previously supported the industry at the local council level.

PORTUGAL

A new law that came into effect on Jan. 20 has taken 2,000 crane machines out of the market and effectively closes that market to redemption.

FRANCE

According to new statistics, around 4.5 million French people aged 15 and over go to cafes every day and 10 million go once a week. The problem is that the number of cafes has fallen to 60,000 from 120,000 in 1960, and cafes form the main type of location for coin machines. ◆

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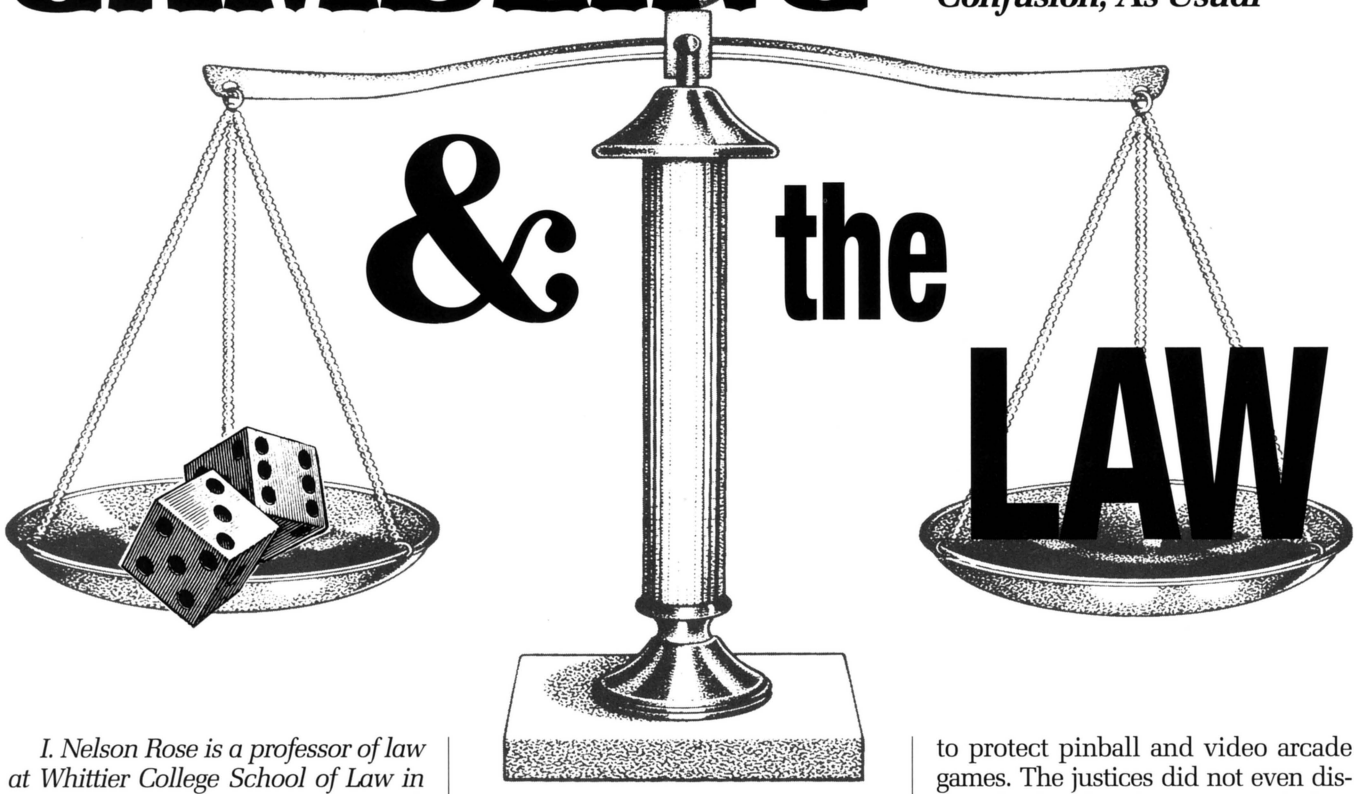
GAMBLING & the LAW

South Carolina's Slot Law Is In a State of Confusion, As Usual



by I. Nelson Rose

I. Nelson Rose is a professor of law at Whittier College School of Law in Los Angeles, Calif. He's also nationally recognized as one of the America's leading authorities on legal and political issues surrounding gambling. Here's the latest edition of his syndicated column. — the editor.

Guess which states have the most licensed video poker machines? To make the game more interesting, do not count slot machines found in licensed casinos. Surprisingly, South Carolina is near the top of the list. At least it was, until Jan. 23, 1995. On that day, the state Supreme Court ruled that about half of the state's approximately 23,000 licensed, legal slots were, in fact, illegal.

But don't worry. Wait a few months. South Carolina will undoubtedly change its laws on slots. Again. Every year, like clockwork designed by Salvador Dali, the South Carolina legislature or courts redo the state's laws on slot machines in ways that are more than a little bizarre.

It started in 1988, when Terry Blackmon, a grocery store owner, was indicted for paying players for the free replays they won on his store's video poker machines. The judge threw the case out. The judge based his decision on the anti-slot machine statute. The legislature had exempted "coin-operated nonpayout machines with a free play feature," provided the machine did not disburse money to the player.

The judge reasoned that the law only prohibited machines which disbursed money. Blackmon's machines only gave free replays. It was not illegal, the judge decided, for the owner of the machines to pay out the cash.

The case went to the state Supreme Court. The Court ignored the obvious intent of the legislature, to protect pinball and video arcade games. The justices did not even discuss the fact that the owner and player were, indisputably, gambling on what hands would appear on the video poker machine. Instead, the Court declared that video gaming devices were legal, so long as the machine itself did not dispense money.

The justices cannot be considered completely at fault. The legislators had done a terrible job in drafting the law. And the Court noted that members of the legislature had made unsuccessful attempts to change the statute, indicating they knew about this loophole.

In any case, the decision opened the door to state-wide gambling. By March, 1993 there were 22,927 video poker machines licensed with the South Carolina Tax Commission.

But the Court was far from finished. Carol Ann Berkebile had lost $4,000 playing video poker at William C. Outen's Amoco gas station. She did what every loser dreams



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of doing: she sued to get her money back.

And she won.

The Supreme Court ruled that an act unchanged since 1712 was still good law. It provided that everyone who lost over $50 "by playing at cards, dice table or any other game whatsoever" could sue and recover their losses. The case was followed by a Court of Appeals decision, holding that a gambler who lost money at video poker was "playing" at a game and could sue.

These rulings caused considerable consternation among the booming video game operators. They responded by putting up signs saying, "Please don't lose over $50" and "No Gambling Allowed" over their banks of slot machines.

The legislature by this time was getting used to the idea of widespread video gaming devices. Realizing a good thing when they had it, the lawmakers put taxes and fees on the machines. The licensing tax shows the legislature, at least, knew the difference between a slot machine and an amusement game. Kiddie rides had to pay $25 a year; a pinball machine $100. But a "video game with free play feature operated by a slot" had to pay $1,500 a year.

By 1994 the state was taking in $30 million a year. But this is the Bible Belt. The legislature bowed to political pressure and put the issue on the November ballot. The results were astounding. Voters in 34 of 46 South Carolina counties approved having video games with hand-paid cash payouts.

Everyone thought the fight was over. Then the Supreme Court spoke again. The most recent case involved *Lucky 8 Line* machines, a video gaming device that pays out only in free replays. In a a three-to-two decision, the justices ruled that not all video games are created equal. Under their reading of South Carolina laws, video poker machines are okay, but video slot machines are illegal and can be ordered destroyed.

There is no way to know what will happen next. The Court seemed to dislike the *Lucky 8 Line* because it looked like a traditional, although video, slot machine. They also mentioned once, in passing, that this machine required no skill.

The legislature is of little help. In 1993 it enacted the Video Game Machines Act, which does little more than put a limit of eight machines per location and tell the South Carolina Tax Commission to make some rules. Oh, yes, the legislature has done one other thing. An operator can pay out no more than 2,500 credits per player each day. Credits are worth five cents max. Doing the math, this means a player can win no more than $125 a day.

Makes you wonder how anyone could lose $4,000 in one day playing video poker at a South Carolina gas station.

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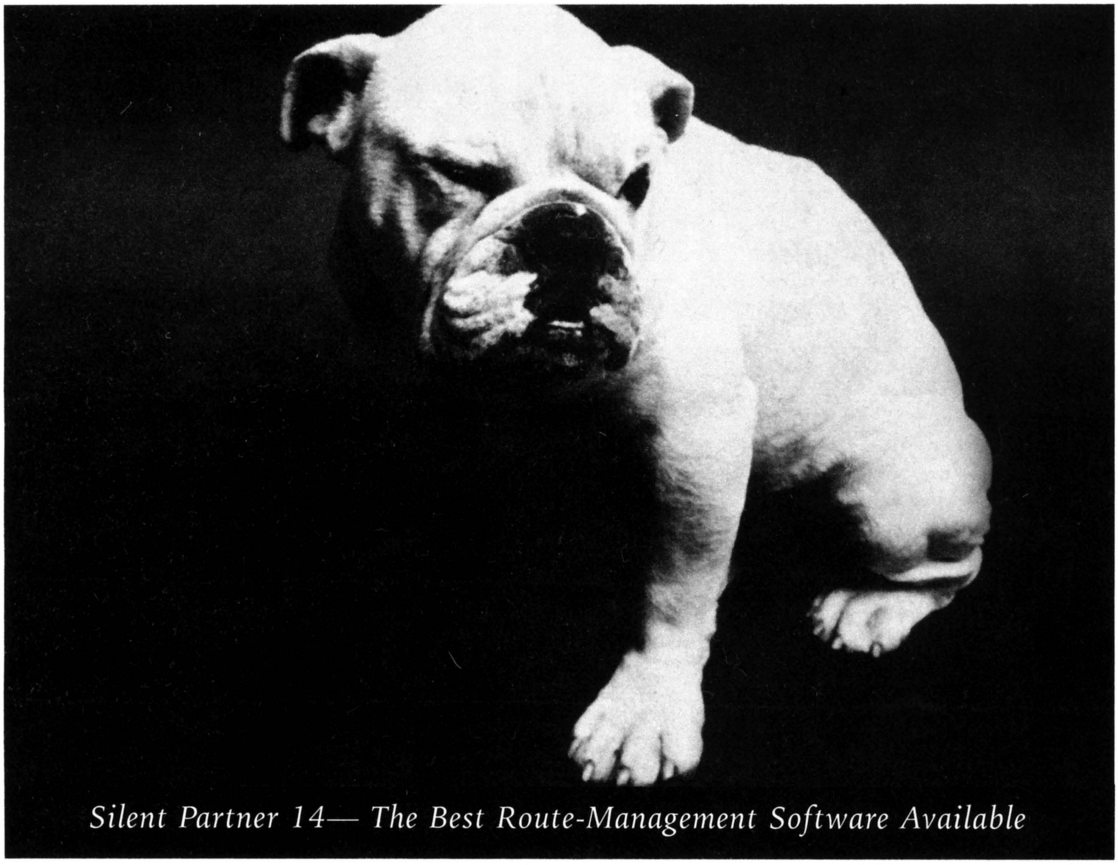

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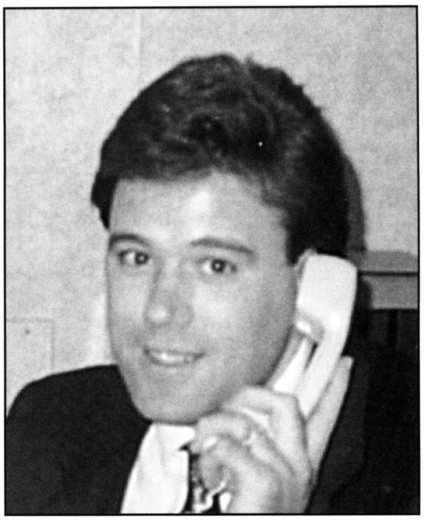
New Image Technology Shuts

MANY CUSTOMERS SHOCKED AS NEW IMAGE TECHNOLOGIES SHUTS ITS DOORS; PENNSYLVANIA FIRM BUILT INNOVATIVE, SUCCESSFUL COUNTERTOP VIDEOS

On or about Jan. 31, phone calls to New Image Technologies (Telford, Pa.) started going unanswered. When some frustrated people like one distributor then made the trip out to the factory to see what was up, they found the place locked and vacant. Subsequent calls to president Bob Whitehead's home were met with a disconnect message. When inquirers finally caught up with a few employees, the ultimate message was all too obvious. New Image Technologies (NIT) had shut down.

At this writing, exactly what happened is still unclear (except perhaps to those intimately involved in the company's abrupt closure). Unconfirmed trade scuttlebutt suggested that "financial problems" may have plagued the firm; but since *RePlay* was unsuccessful in its attempts to reach anyone there by phone, this is just speculation. Most important to customers, it remained unclear at presstime who — if anyone — was going to step up and take over parts and service fulfillment.



New Image Tech prexy BOB WHITEHEAD

A strong rumor is that Whitehead had been attempting to take the company public — and thereby raise capital — for some time, but was unsuccessful. One of the oddest parts of this story is that NIT closed up with an authentic "hit game" on its production line (their *Photo Play* countertop video).

Former NIT executive Howard Smoyer, now an independent game designer, has received quite a few phone calls from operators and distributors asking if he knew where they could get service and parts for NIT games already in the field, or in the shop. "A lot of those parts are available off the shelf," he advised. "I tried to help the callers where I could, but obviously I haven't worked there for a while, so my knowledge and resources are limited."

Some tradesters were angry that machines sent to the factory (before it closed) for service repair were locked up inside. Others, of course, hoped that somebody would come along to "pick up the marbles" and get NIT's production and service engine going again somehow.

RePlay doesn't like to print unconfirmed material, and has no idea of NIT's financial footing, good or bad. But, everyone hopes some solid answers will be forthcoming very soon from Whitehead or his associates, because they have customers and distributors who bought their product and may now need some support.



New Image sales director Jack Sullivan with Tom Nichols & *Photoplay* at a recent tradeshow.

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Thank You, Bay Tek

MAKING IT EASY FOR THE OPERATOR

Bay Tek, Inc., one of the industry's leading rolldown game manufacturers, is now producing its six-game product lineup in a brand new "maintenance free" cabinet.

"The attitude here is to make it easy for the operator to maintain Bay Tek rolldowns," said marketing VP Lori Treankler, and judging by the laundry list of improvements, Lori is right on target.

One of the hottest features of the new cabinet is that the game rollbed can be removed for easier service access to the interior. The acrylic sheet is easily removable (no rails), and there's a unique "fallout design" inside to keep unwanted debris from the game's interior.

The new Bay Tek cabinet also has an improved leg-leveling system, a theft-proof metal front, a long-life LED display, an improved single ball release mechanism along with a 15 ball reservoir and low ball sensor, Lori advises.

Each game has a double stack ticket holder and a double coin mech. There's three-times more attraction lighting and perhaps best of all, each Bay Tek rolldown is shipped in one crate with skid (all Bay Tek games are UL Listed in the U.S. and Canada, the company advises).

Bay Tek currently produces six different rolldowns, all of which are available in the new cabinet. *Clown Rolldown*, *Jungle Picnic* and *Rock and Roll* are their more popular games. They also make *Pizza Roll, Fielder's Choice* and (the "original") *Rolldown.*

For additional location excitement, the operator can put Bay Tek's "Jumbo Winnings" progressive sign on top. The company's games can be purchased singly, though they're often banked at game centers.

For more information or distributor referral, contact Bay Tek at 414/822-3951 or fax them at 414/822-8936.



Bay Tek's *Clown Rolldown*, one of the most popular in the company's stable of rolldown games, is shown here banked, with the "Jumbo Winnings" progressive sign mounted on top. All Bay Tek games are now being produced in a new "maintenance free" cabinet.

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The *J.I. Soccer* has a texture-blue cabinet, aluminum legs and green playfield.

James Joins The Soccer Table Biz

James Industries is a supplier of component parts to coin machine manufacturers and a distributor of finished goods to operators in Florida, the Caribbean and parts of Latin America. Now they're selling soccer tables as well.

Through an exclusive arrangement with a European gamebuilder, James Ind. is bringing the *J.I. Soccer* and *J.I. Futbol* tables to the North and South American markets. Besides offering rugged good looks, the tables bring three other elements that should get the interest of soccer operators everywhere.

First, there's the product's double tempered glass top which prevents goal-stuffing by players trying to cheat the game. Second, there's the unique "ball theft protector" (two bars on the cabinet's side) which allow patrons to feed a new ball into play but not to take it home in their pocket.

Thirdly, according to James president John Blouin, both tables are being sold at "very affordable prices.

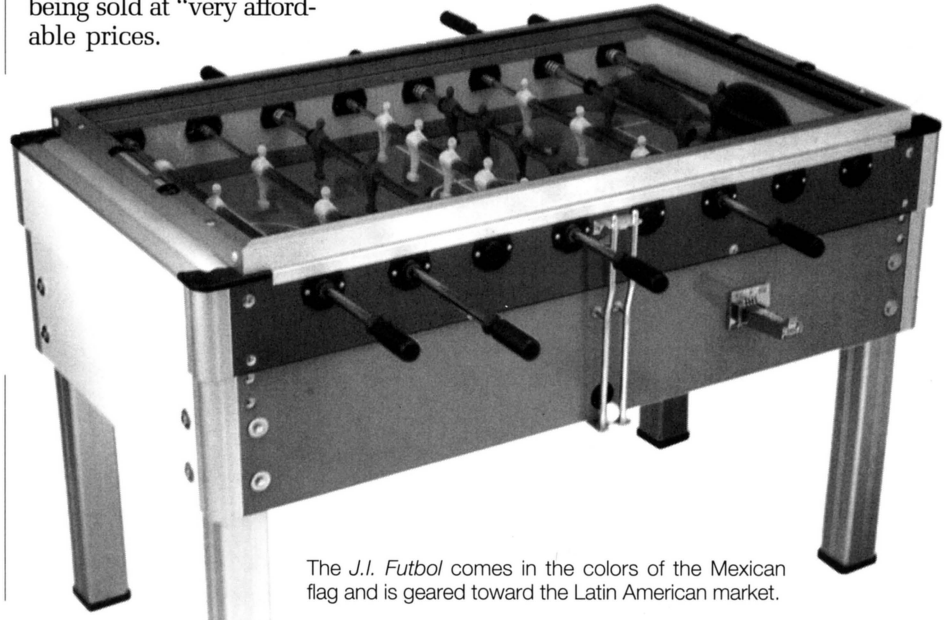
OFFERS 2 "CHEAT-PROOF" MODELS AT LOW PRICES

Operators want low cost equipment that still makes them money," he stated. "There is a market for table soccer and there is a player base out there for this staple machine where you can do $50 to $100 a week. And now there's a table that's about as cheat-proof as you can get. It all adds up," he declared.

The *J.I. Soccer* table offers a blue mica finish with red and green "men" above a green playfield. The *J.I. Futbol* sports the red, white and green colors of the Mexican flag and naturally enough, will be geared toward the Latin market. Apart from the different cabinet colors, both tables are the same and offer many fine features:

Besides the cheat-proof items already mentioned, the tables have telescoping rods twisting on 18mm ball bearings and steel coil springs. Bushings are interchangeable, and by operating beneath the glass top, the game is relatively noiseless. The cabinet is of 100% plywood, mica covered, and stands on aluminum legs. James offers a one year warranty on parts.

James Industries' distributing outlets in Miami, San Juan, PR and Mexico City will naturally be offering the new soccer tables. Blouin is also in the process of lining up additional North American distributors to handle the product. For dealer referral, call James at 708/358-8000 or fax them at 708/358-7851.



The *J.I. Futbol* comes in the colors of the Mexican flag and is geared toward the Latin American market.

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Capcom distributors greet...

X-MEN: CHILDREN OF THE ATOM



Above: Frank Ballouz and *X-Men* flanked by Los Angeles dealer Ira Bettelman (left) and Chicago's Jerry Marcus at the O'Hare Hilton conference. **Below:** Mountain Coin's Don Waters "tests the *X-Men* waters" after the formalities were finished. Great Graphics.

Saying they "are as excited as when *Street Fighter II* came out", Capcom USA execs officially introduced their U.S. and Canadian dealers to *X-Men: Children of the Atom* Feb. 9, at a product conference held at the O'Hare (Airport) Hilton.

There is little need, however, to introduce these super heroes to young America: Marvel Comics reportedly sold some 50 million *X-Men* comic books in 1994 alone. These characters also star on their own TV show and appear on Fleer trading cards.

Now "starring" on a coin-op video, Capcom and Marvel Comics expect the name recognition on the game's marquee to pull players, and the one-on-one fighting competition on the screen to keep them. To make it easier to "spread the goods", Capcom is offering *X-Men* in three configurations, and all are shipping now.

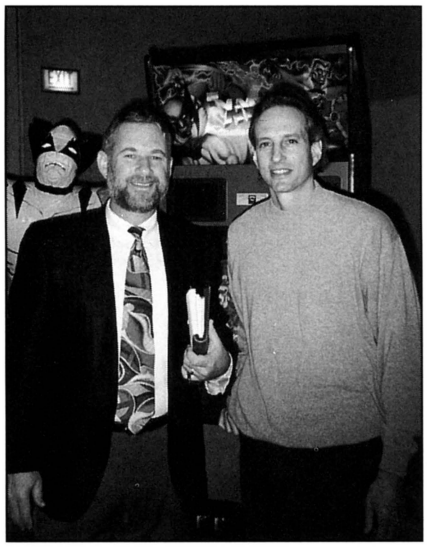


The game can be ordered as a dedicated horizontal upright, although these may currently be in limited supply due to shipping problems at the earthquake-ravaged Port of Kobe (Capcom/Osaka's outlet). *X-Men* can also be ordered as a universal conversion kit, and as a B-board kit for any CPS II machines in the field.

X-Men is a head-to-head fighter in the tradition of Capcom's *Street Fighter* series. Furious action coupled with great graphics and custom sound bring the well-known characters to life in battles against some of Marvel Comics' most awesome foes.

Players can experience the moves and battle abilities of ten of the most powerful Marvel mutants. They can be Werewolf, Cyborg or Psylocke, or join the bad guys at Omega Red, or be one of the Sentinels. Interestingly, Capcom advised the distributors that some of the characters from *X-Men* will make a return to the Capcom video game screen toward year's end in a game-to-come called *Marvel Super Heroes.*

Game operators know this is not the first time Marvel has licensed "X-Men" to theme a video game. Konami used the title back in early 1992 when they brought out their dual-monitor *X-Men* (many of which are still on location). However, that



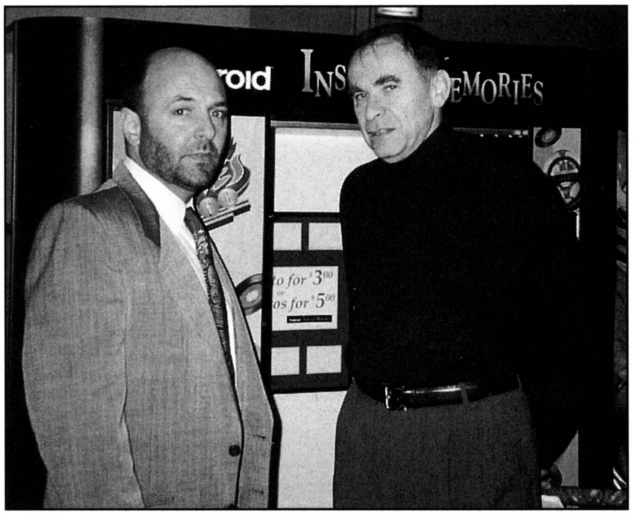


At left: Capcom's Dennis Sable & Omaha distrib Mark Singer. Nifty game is offset by Sables' atrocious tie.
Above: Distribs take notes at the O'Hare confab. *X-Men* test reports show high class numbers.

Konami attraction and the brand new Capcom *X-Men* are two very different games.

Capcom USA's senior VP Frank Ballouz said the factory would work closely with distributors to sell the product through to operators. For example, there'll be a series of "road shows" or "*X-Men* days" in certain markets to bring arcade and street operators up closer in the product rollout.

Ballouz described today's Capcom as a "young company with an attitude". He feels they have a collection giant here, and doled out an impressive list of test reports (all arcades except for one bowling center and one movie lobby) where the game did close battle with such as *Daytona, VF2* and *Killer Instinct* and often topped $500/week.

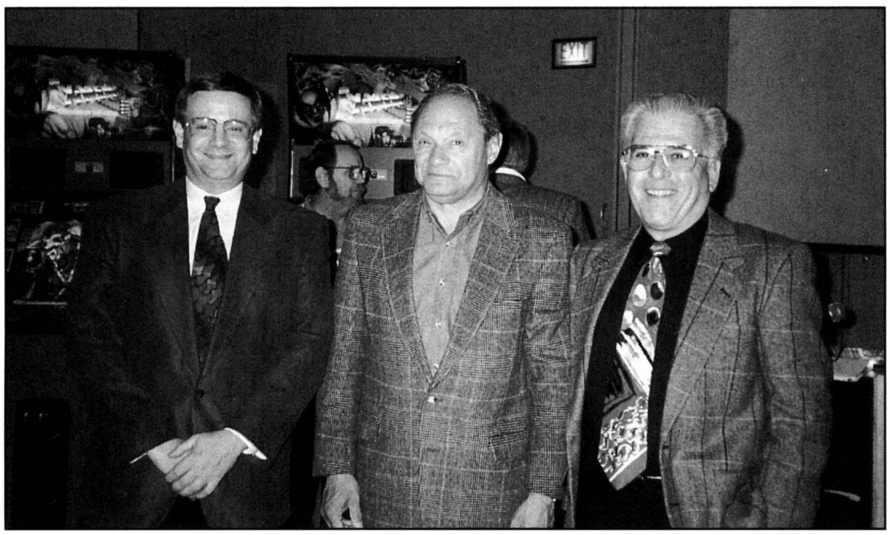


Polaroid's John Sasso (left) with Vancouver's Sam Feder talk about the Instant Memories booth.

Ballouz also said "where many other companies are cutting back, Capcom's spending R&D dollars." Among the 30-odd people they've hired on in the last six months were Steve Hanawa (formerly at Sega) and Rich Moore (from Atari).

CPS II operators will also be pleased to learn that *X-Men* is hardly to be the last for this b-board system. During the question/answer period that followed the product introduction, the dealers were told that eight more video games have been earmarked in this direction!

Dealers also learned another thing in the Q&A dialog: Capcom would very much like to get completely out of route revenue sharing. Besides heaping a load of controversy onto the factory when word came out, it seems they've literally lost millions on the ill-fated venture and are still losing. It appears they still have interests in a Texas and an Arizona route which won't be completely severed until 1996.



Jay Waldman & Harvey Weingarten flank Jerry Marcus (i.e. KY Coin boys schmooze with local dealer).

INSTANT MEMORIES

The Polaroid photo booth being marketed by Capcom USA was also under the spotlights at the O'Hare Hilton confab. The company has moved a decent number of these *Instant Memories* attractions, but pressed the distributors to put some more shoulder to its wheel.

Mark Trotter spent a good amount of time going over the prices and stats, advising that operator financing was in the cards and that film pack supplies would be made available through authorized Capcom distribu-

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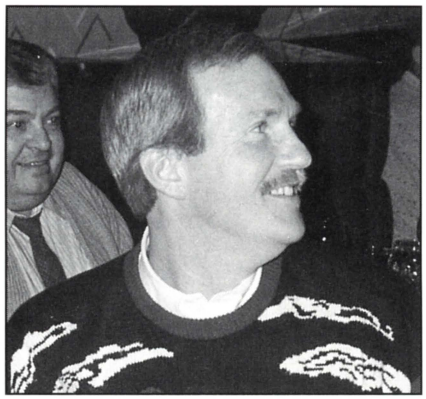

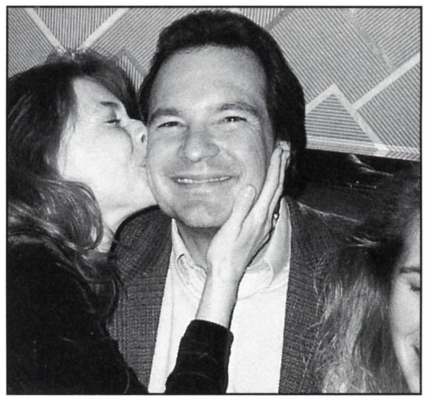



Far left: NECO chief Ricky Kirby celebrated his birthday at the prior evening's sitdown dinner at the Gaslight club, so everyone sang their hearts out. **Left:** Wasn't his birthday, but *RePlay's* Ingrid Adlum plants one on Capcom's Brian Duke anyway. They're great pals. **Bottom left:** Cocktails at the Gaslight. From left: Harold Lieberman, Marv Galante, Glenn Charney, Brian Duke, Kelly McDonald & Jon Brady.

tors (thereby offering the dealers the sale after the sale).

Current locations where the machine is placed include theme parks, fun centers, malls, theater lobbies, bowling alleys, roller rinks and sports bars. Trotter sees the photo booth as an industry "staple"...or more accurately, as a staple-to-come because there's still a lot of market penetration yet to be accomplished.

But, this is the "young company with an attitude" and that attitude is probably "can do!" And while it's rare to see a Polaroid booth on display at your local distributor showroom, that may change. However, you certainly can see *X-Men,* and maybe you should do that soon. ◆



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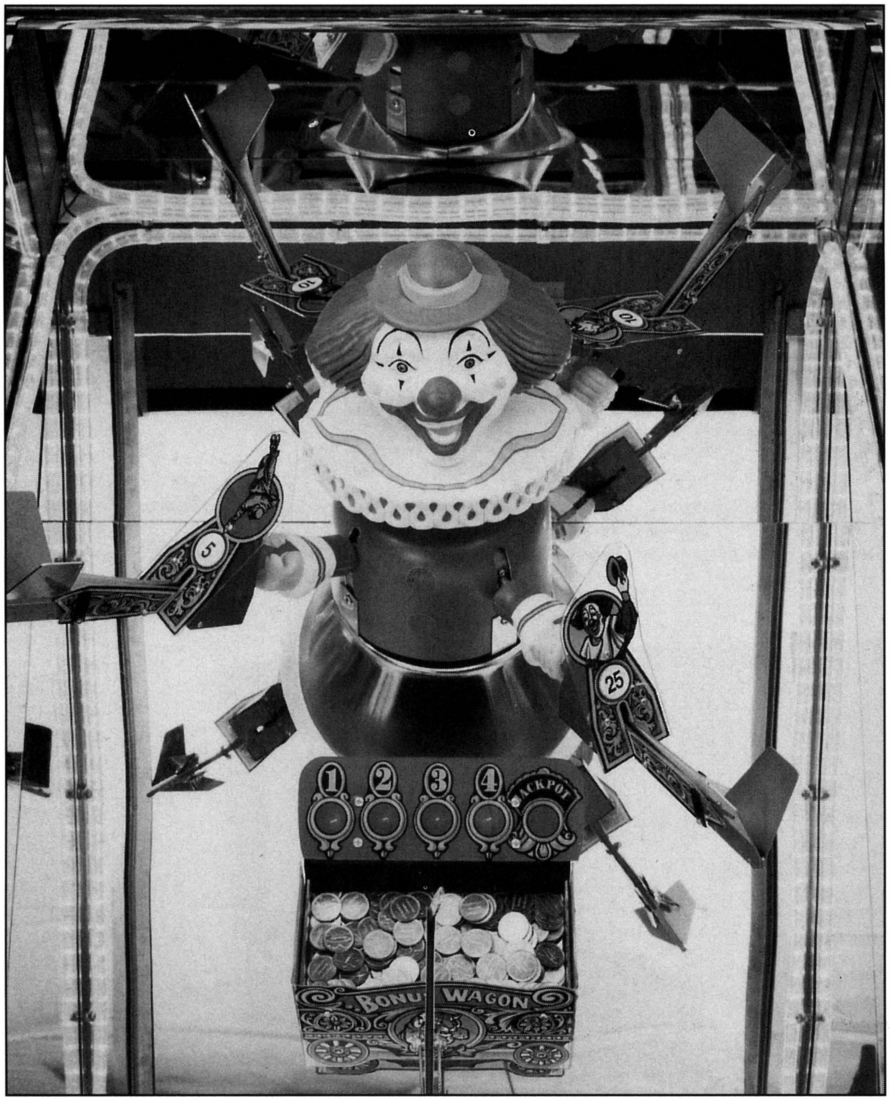

Coin Circus Junior.

Pair Of Aces

AMERICAN SAMMY INTRODUCES NEW VARIATIONS ON TWO POPULAR EXISTING GAMES: COIN CIRCUS JUNIOR AND KRAZY BOWL WITH TICKETS



Krazy Bowl with tickets.

Sometimes just a few simple additions to an already great game can open up new markets and increase earnings potential. Elk Grove, Ill.-based American Sammy already had a couple of winning titles with *Coin Circus,* a colorful redemption piece, and *Krazy Bowl,* a video kit aimed at the street operator. Now, a pair of easily installed kits transform these titles into two new versions, *Coin Circus Junior* and *Krazy Bowl* with ticket dispensing capability.

A special adaptor kit that retrofits any *Coin Circus* in the field creates *Coin Circus Junior,* an easier version targeted at children's entertainment centers. Just like in the original *Coin Circus,* the key to winning is skill and timing. Players attempt to roll a coin into the rotating hands of the clown, with different award values assigned to each arm. In the original version, the player could win up to 100 tickets on the most difficult arm, while five catches dropped the bonus wagon for additional tickets.

Coin Circus Junior uses the same concept, but the game is easier to play...and win! Attached to the clown's arms are airplane-like wings, each with a different value (which, like the original, is operator adjustable). Although the ticket values are lower for each arm, the player will find it much easier to get a hit every time. And just like the original, five shots drops all the coins in the bonus wagon.

American Sammy reports that early testing at locations catering to a younger set has shown *Coin Circus Junior* to be a top earner. With a circus theme, easier gameplay and windows in the front of the cabinet so even young players can watch the action, *Coin Circus Junior* is a bright new idea in children's redemption. The complete kit comes with a set of four "fins" to update the arms, a set of spacers and an installation manual.

Also available in kit form is a new version of *Krazy Bowl,* the two-in-one video bowling game touted for the street market. Now, the popular conversion kit can be installed in any cabinet with a ticket dispenser, adding the thrill of redemption to the already compelling gameplay.

As with the original, the operator can set the new *Krazy Bowl* for joystick or trackball control (dipswitch settable). Tickets are awarded based on score and bonus tickets are awarded for strikes. The better the bowler, the more tickets. But like all American Sammy redemption games, ticket payout is operator adjustable.

The original version of *Krazy Bowl* can also be easily upgraded. All it takes is a quick CD ROM change and new instructions, and the game is ready to have players bowling for tickets. The company also builds a dedicated version of *Krazy Bowl* with tickets, which comes with a 25-inch monitor and Deltronics ticket dispenser, ready to go on location.

Coin Circus Junior and *Krazy Bowl* with tickets can make a fine addition to any amusement center. American Sammy shows that with a little innovation, games can reach out to a broader range of players, and bring in more income. For more information, contact an authorized distributor. ◆



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The 'LEGEND' Continues!



ROCK-OLA PLANS COMMEMORATIVE EDITION OF '*THE LEGEND*' JUKEBOX TO MARK THEIR 60TH ANNIVERSARY IN THE MUSIC MACHINE BUSINESS

"Quality is always in style," as they like to say at Rock-Ola Mfg. Co./Antique Apparatus. At this month's ACME show, RMC president Glenn Streeter will prove the truth of his motto once again...this time, by unveiling a "60th Anniversary Edition" of his signature product, the full-sized *Legend* CD jukebox.

"The '95 *Legend* will be a dramatic and beautifully-rendered machine, commemorating the six decades which have passed since our company founder — and industry 'legend' — David C. Rockola entered the jukebox business," Glenn promised. "So far, only a handful of trade people have gotten a sneak preview of this machine. However, they have all had the exact same reaction: Wow! Personally, I can't wait to take the curtains off at ACME and show the industry what our talented designers have done."

Speaking of anniversaries, it's just over two years since Glenn acquired custody of the distinguished RMC line and legacy. Today the company is firing strongly on all cylinders. Besides tooling up for the latest (and prettiest) edition of the *Legend,* RMC's sister company Antique Apparatus is coming out with updated versions of its nostalgia-style home jukes. On the sales front, RMC is setting new company records, monthly and annually, at home and abroad. They've recently cut the ribbon on a new, expanded Chicago branch where sales and service efforts are stronger than ever.

At top: Rock-Ola sales VP Frank Schulz works the forklift while prexy Glenn Streeter hangs the sign at their new Rosemont, Ill. facility.

And that's not all. RMC is still adding new distributors to a network whose size has already doubled in two years. They're integrating new employees into the RMC team, including several folks with multiple years of jukebox experience...sometimes at the original Rock-Ola Mfg. plant! And RMC is circling dates on lots of industry calendars, planning a series of technical service schools. These will take place at distributors around the country, state operator shows, and at the new RMC Chicago facility.

"When people ask 'how are you doing,' I always answer 'better,'" Glenn chuckled. "That's because wherever you look, at Rock-Ola things are better than ever!"

One place worth definitely looking at is the new Rock-Ola facility in Rosemont, Ill. near Chicago. Spreading to nearly 10,000 sq. ft., the handsome site maintains RMC's ties near its historic home in "coin-op's

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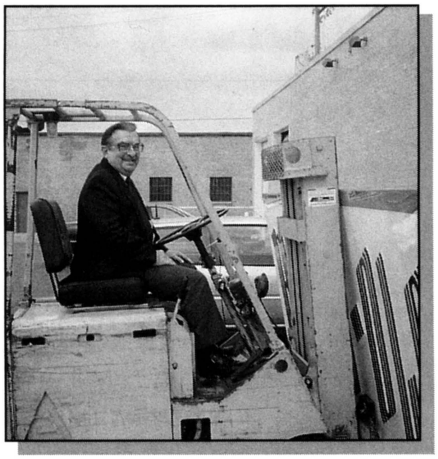
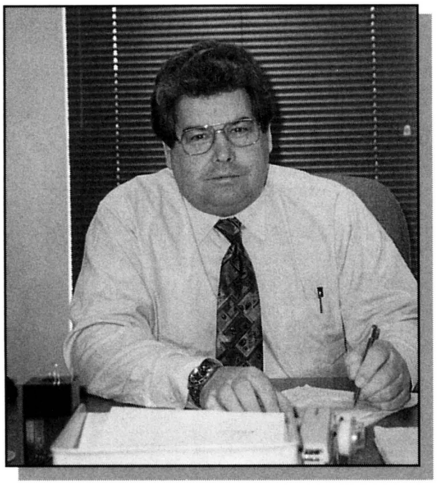
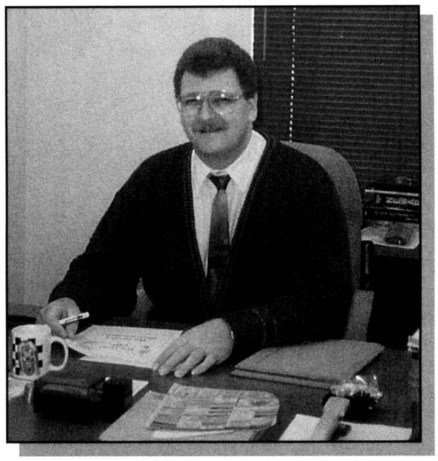


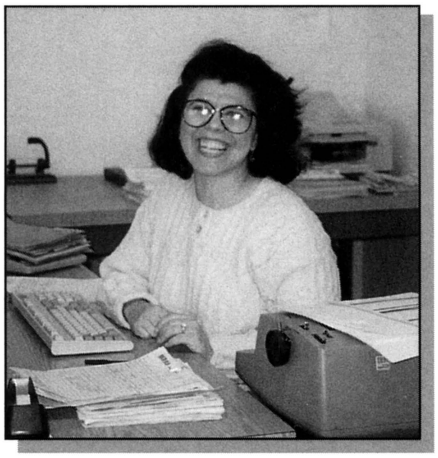
"You don't have to bulldoze the customer into buying new equipment when you've got a handsome jukebox like *The Legend,"* said RMC's sales veep Frank Schulz.



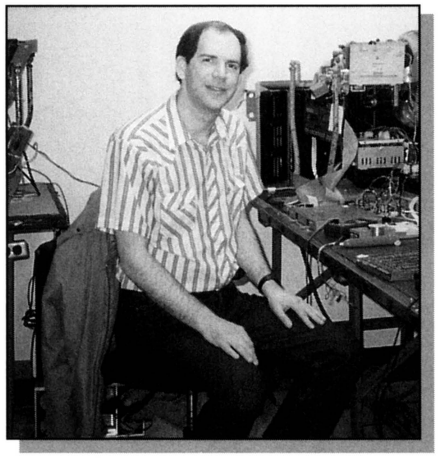
Nat'l. sales manager George Haydocy is already hard at work at the new Rosemont site. This man "speaks operator" fluently!



Technical services director Mike Jablonski in his Rosemont office. His wall map will soon be covered with pins, showing sites of his planned RMC service seminars.



A big smile from longtime RMC vet Ramona Baska, who processes orders (notice that full in-basket?) at the firm's Chicago area facility.



Dave Massa worked at the original Rock-Ola under David C. Rockola. Today, still in the Chicago area, he is RMC's service engineer.



Mike, Dave and Frank conferring on a technical matter "under the hood" of a Rock-Ola *Legend* CD jukebox.

capital city." Streeter is well pleased with the expansion, which offers plenty of advantages.

"We're using our new Rosemont branch as headquarters for our total sales, service and technical support effort, as well as warehousing and storage," Glenn explained. "It's a more central location for many people to contact and call. Building up our Midwest operations also frees up space at our plant in Southern California," he pointed out. "We have basically run out of space at our Torrance, Calif. manufacturing facility, so we will ship lots of new product to Rosemont for distribution to most of the United States and Europe. And, we'll transfer our complete inventory of spare parts for older, out-of-production machines up to Rosemont and run those supply services from there. All this," Glenn said, "will recoup additional space for production of new machines in Southern California. So we'll have a greater ability to keep production running at a steady pace, while moving units smoothly through the distribution pipeline at the same time."



RMC folks with nostalgic and contemporary music products at the new Rosemont building. From left, that's Glenn Streeter with Midwest team members Mike Jablonski, George Haydocy, Frank Schulz and Ramona Baska.

RMC has assembled quite a team to run its Rosemont division, and Glenn Streeter is justifiably proud of

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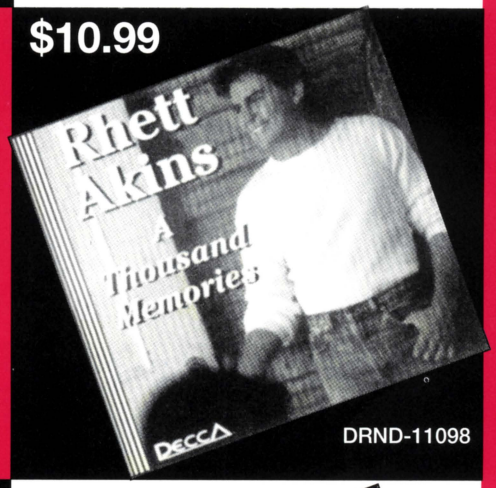

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A casual night out at a Chicago area restaurant finds, from left, RMC people like Ross Blomgren, Ramona Baska, Dave Massa, Glenn Streeter and Frank Schulz.



The Rock-Ola Mfg. Co./Antique Apparatus' 10,000 sq. ft. facility on Pearl Street in Rosemont, Ill.



The grand opening of Rock-Ola de Mexico, a new distributor, took place last fall. Here's RMC president Glenn Streeter with members of the distributor's Kuri and Villa families.

his people. "There's a lot of talent under that roof," he said. "We have seven people working at Rock-Ola's Midwest branch. Between them, they have — at least — 125 years of industry experience. They are knowledgeable, respected and well-liked by folks at every level of the industry."

Heading the Rosemont crew is Sales VP Frank Schulz (a veteran of the first RMC regime); National Sales Director George Haydocy (a veteran of operating, distributing and jukebox sales); Director of Technical Services Mike Jablonski (another coin-op music vet); Customer Service Engineer Dave Massa ("a technical whiz on old and new technology," marvels Glenn); and orders processing pro Ramona Baska (another longtime veteran of the original Rock-Ola).

The latest addition to the team is Angel Lebron, who will handle packing and shipping of spare parts from Rosemont. Like Frank, Ramona and Dave, Angel worked at the original RMC for over 20 years and now he's back. "He knows all the parts and what machines they go with, as well as how to get them to the customer quickly and efficiently," Streeter said. "He'll help us get our spare parts operations up to speed very quickly in Rosemont."

Another part of RMC's plan for 1995 involves reaching out to provide more informational support to operators and distributors. Director of Technical Services Mike Jablonski will give technical seminars at the Michigan state operators' show (March 10 and 11). He's already given successful seminars at Weymouth Distributing in Los Angeles, at Reno Game Sales in Nevada, and at the recent South Carolina operators' annual convention.

On the distribution front, Rock-Ola has quietly but steadily recruited new outlets for its coin-op products. Streeter is holding back a formal announcement of some names for now, but one recent addition to the fold is Rock-Ola de Mexico, headed by the Kuri and Villa families. The company was well-represented at the recent ATEI and IMA shows (Britain and Germany), with a total of four distributors showing the company's jukeboxes at the two European expos. Overall, Rock-Ola has doubled the size of its total distribution network since 1992.

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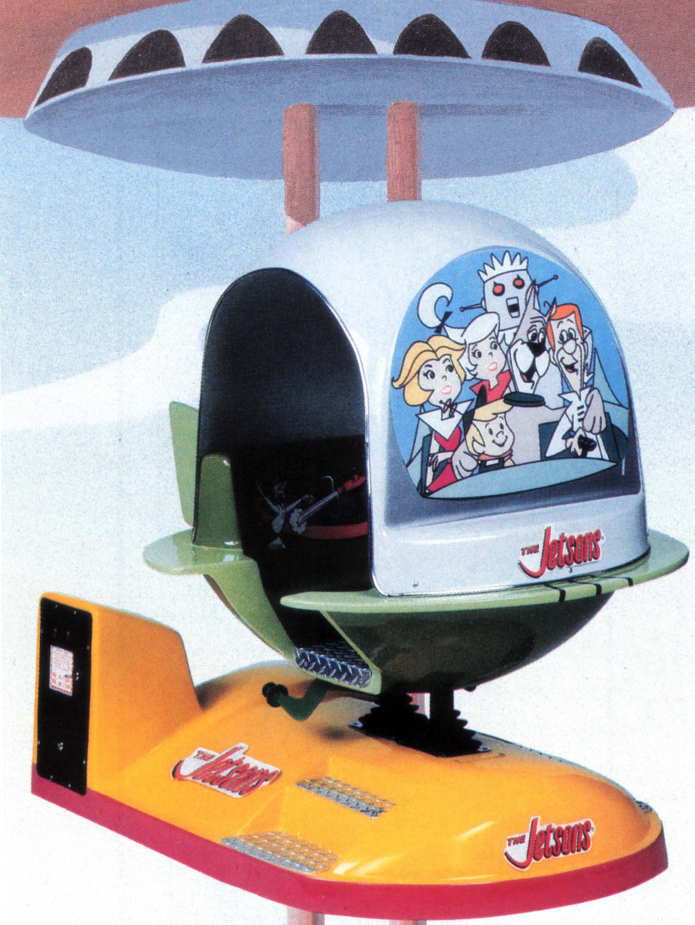



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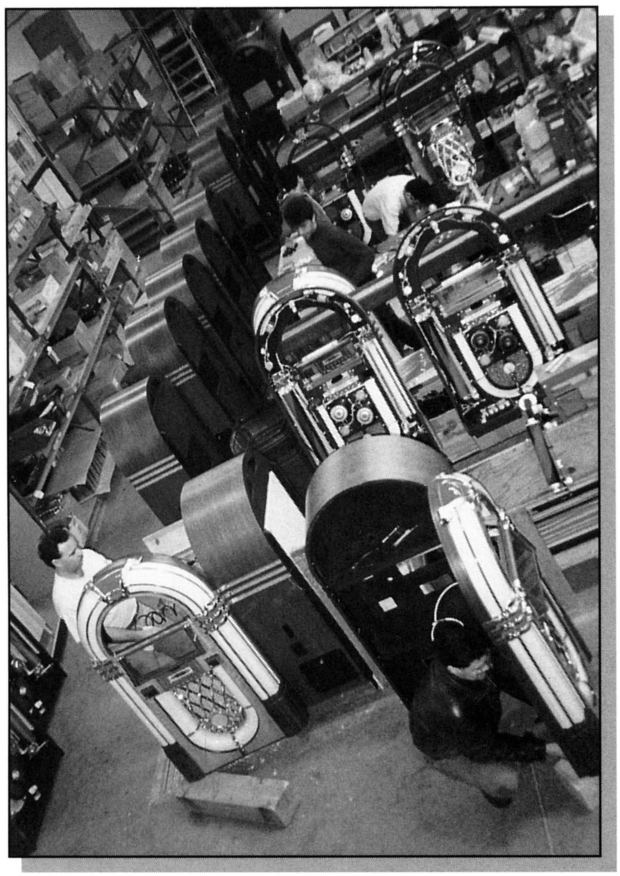
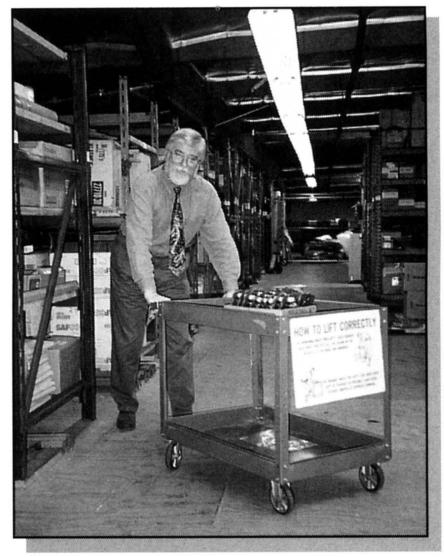


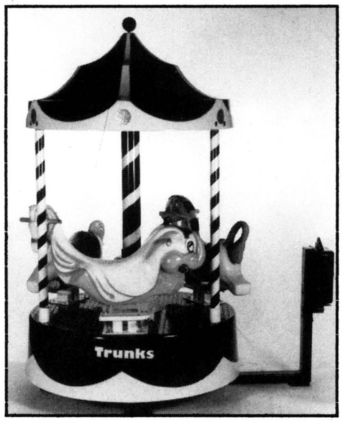
Has the rest of the industry noticed Rock-Ola's program of making steady improvements on all fronts? Apparently so, because these days RMC can point to some very impressive sales statistics. "Our total sales have almost doubled in the two year period since we acquired Rock-Ola," Glenn Streeter declared. "We have grown every year since we have been in business. It appears this trend will continue, since January 1995 sales were our best January on record."

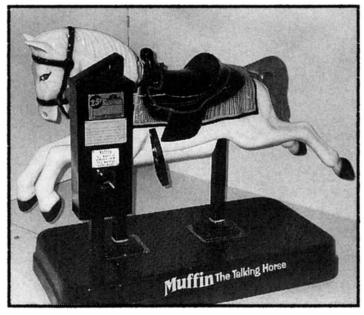
All in all, the company seems to be in tip-top shape for its 60th anniversary year.. .and growing stronger every day.



Glenn Streeter pitches in to move spare parts from Rock-Ola's plant in California to the new building in Illinois.

"Keep your eyes on us for the rest of 1995," Glenn Streeter said with a smile. "We have more surprises and good news coming throughout the year. I guarantee you, the Rock-Ola story is going to have some exciting chapters coming up in the future!" ◆







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STRIKE IT RICH

Tradesters looking for silver along the coin-op frontier will be heading west for Reno, Nevada, site of ACME '95

ACME '95

The city with "More Ways to Play," Reno, Nevada has long been renowned for offering an almost endless variety of indoor and outdoor fun. Now, with the American Coin Machine Exposition coming to town March 23-25, Reno makes room for a few new ways to play and the industry that makes it happen.



Sponsored by the American Amusement Machine Association, ACME '95 will fill the halls of the Reno-Sparks Convention Center with an unparalleled display of coin-op products and services. From the cutting edge in high-tech to conventional coin-op games and the latest trends in prizes, plus a vast array of parts and support materials, ACME will have it all. Tradesters will also have that rare chance to meet with representatives from every segment of the coin biz, through a variety of business and social settings.

This year, the show committee has gone all out to ensure that visiting operators get the most from the ACME experience. For starters, there's a new Coupon Book program, which allows for generous discounts on purchases made during the show, and an opportunity to win valuable prizes by participating in the ACME Treasure Hunt. Of course, many operators are also hoping to bring back more to their businesses than new equipment, and for them there will be extensive educational offerings, including seminars, field trips and the all-new Randy Fromm's Tech-Fest.

RENO REDUX

ACME '95 marks the show's return to "The Biggest Little City in the World." Back in 1988, the industry had yet to see a major trade gathering go west of the Mississippi River. ACME '88 became to first to break the "rule" (and its own operator attendance record) and set a precedent for bringing trade shows to operators in different parts of the country.

Reno is a popular destination for vacationers year-round, and the Reno-Cannon International Airport services daily direct flights from major cities such as San Francisco (a 40-minute flight), Los Angeles (a little

over an hour), Seattle (one hour and 20 minutes) and Chicago (a two-hour flight). Bisected by two major highways, I-80 and US-395, the city is easily accessible by car.

With over 25,000 rooms available throughout the Reno area, from budget motels to luxury hotel suites, finding a place to stay shouldn't be a problem. However, of all the accommodations scattered across town, only one hotel, the Clarion, is within close walking distance of the Convention Center. ACME's designated Headquarters Hotel, the recently renovated Reno Hilton (formerly Bally's), is over two miles away. Fortunately, shuttle buses will be provided (show days only) between the Reno Hilton and the two other "official" hotels, John Ascuaga's Nugget and the Peppermill. For those either staying elsewhere or wishing to check out some of the area's other many fine attractions, all major car rental companies are represented in the area.

ON TO THE SHOW

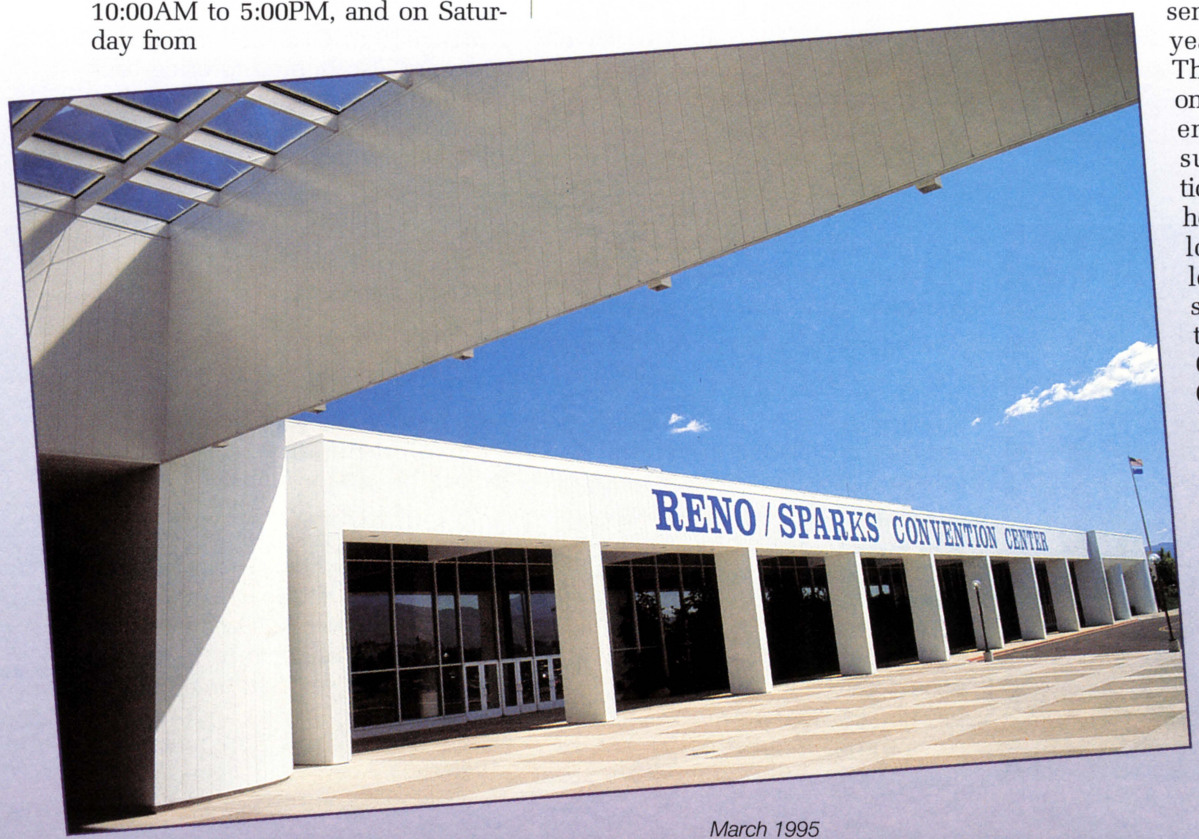
The exhibit hall at the Reno Convention Center opens on Thursday, March 23 with a "distributor only" showing from 9:00AM to Noon. From noon to 5:00PM and everyday thereafter, the show is open to general trade admission. The exhibition floor will be open on Friday from 10:00AM to 5:00PM, and on Saturday from 10:00AM to 4:00PM.

In terms of space, ACME '95 could turn out to be the biggest one ever, with more than 100,000 square feet of the show floor devoted exclusively to the best that the coin-op industry has to offer. With the busy spring and summer season just around the corner, you can be sure that manufacturers will be rolling out some of their hottest pieces, including awesome new vidgame and pinball titles, advanced dart games and jukes, the latest in redemption and kiddie rides, the trendiest plush and novelties, and more.



Joining the booths at Reno this year will be Randy Fromm's TechFest, a special exhibit area just for technicians and coin-op service personnel. TechFest plans to feature exhibits by parts and equipment suppliers, as well as continuous, live technical/troubleshooting demonstrations by manufacturers' service representatives. Other highlights include a video training center, with four "mini-theaters" running training programs non-stop, a "Job Shop" employment center, a technician certification program and a monitor troubleshooting clinic.

ACME has always brought tradesters an outstanding seminar program, this year it's no different. The education begins on Wednesday with an encore of last year's successful Redemption Field Trip, which heads for some of the local area's best-run locations. This year, stops are planned at the Boomtown Hotel Casino's Family Fun Center and the Reno Hilton's 22,000 sq. ft. super arcade, Fun Quest, plus a designated "mystery location." Seminars are also scheduled throughout Thursday and Friday, and cover topics as diverse as customer service, leagues and tournaments, SBA loans, re-



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When we added four new games to our Cougar® electronic dart machines a short time back, including a play-the-computer-feature called "Ernie," we made it available as an update kit. Which meant thousands of Cougar dart machines already out there could have the same games as brand new models.

The "Cougar IQ" will be the next upgrade example.
At the '94 AMOA Show, we pre-announced a new "smart" dart machine with a color monitor, a new overhead display, a card reader, and on site & remote communication abilities ... among other things. This "Cougar IQ" model won't be in production until around mid-'95, but we want Valley operators to know what's coming so they can plan. Just as important, we want operators to know that an update kit will be available to "smarten' up" all current and past folding models we've made in the last 3 years.

What we're really saying is that — when you select a dart machine — you're really selecting the company behind it.
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demption, kiddie rides and jukebox music merchandising. (Most seminars charge an admission fee, and some require advance registration, so see the accompanying article for details.)

GET SOCIAL

As everyone knows, ACME is as much a social event as a trade show, and in recognition of this, there's a full line-up of parties, presentations and gatherings. The festivities begin with AAMA's Spring Distributor's Gala on Wednesday evening. Admission to this yearly event is by invitation only. On Thursday night, ACME pays tribute to the "backbone of the industry" at the Operators Cocktail Party in the Reno Hilton. The fun begins at 6:30PM, with great food, good times and live entertainment on the agenda, and it's free to all operators!

The ACME show is also the place to honor the greats of our industry. Celebrations will take place Friday evening, when the American Amusement Machine Charitable Foundation salutes their "Man of the Year," industry vet Jerry Gordon of Rowe International. Tickets can be purchased for $125 each, and include dinner, dancing and entertainment. For ticket information, contact the AAMCF at 708/290-9171.

ARRANGEMENTS

By this time, early registration for ACME '95 has passed, but you can still register on-site for $20. The registration fee includes an admission badge to the exhibits and admission to the Operator's Cocktail Party. The ACME Housing Bureau has secured special negotiated rates at the three official ACME '95 hotels. All reservation request made through the housing bureau must be submitted in writing or on the official housing form. If you plan on going, but haven't made arrangements, contact William T. Glasgow, Inc. at 708/333-9292. They can provide with all the information needed to get you on your way.

The official travel agent for ACME is Carriage Travel, and they offer discounts on several major airlines. For reservations and information, call 800/446-6013. Resort Rent-A-Car is the official car rental agency for ACME '95. To get advanced, confirmed reservations or information, call 800/289-5343. Just be sure to mention ACME at both places. ◆

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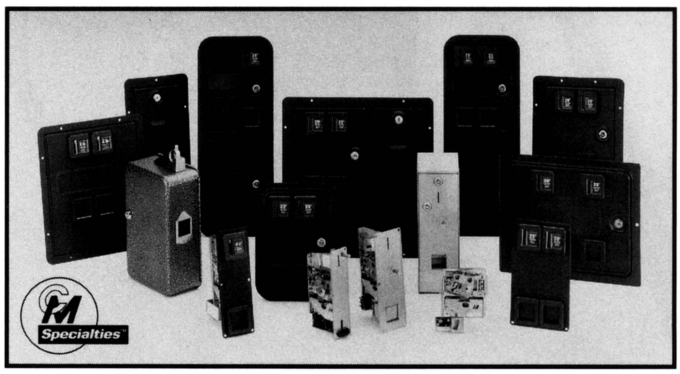

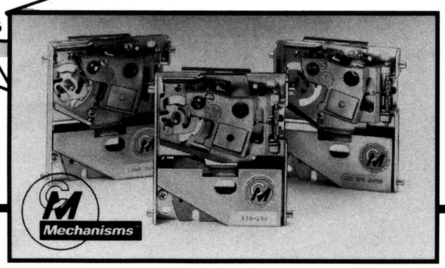



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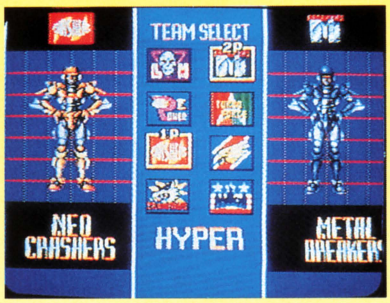





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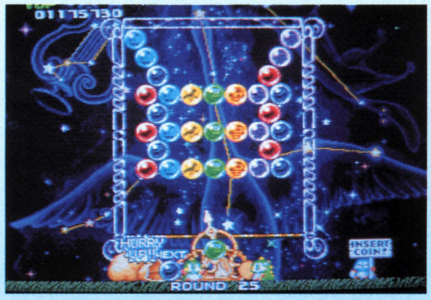



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All TechFest and seminar events are to be held in the Reno Sparks Convention Center unless specified otherwise.

Wednesday, March 22

9:00AM - 5:00PM
Seminar: Redemption Field Trip (advance registration required)
— Buses will depart from Reno Hilton; boarding begins at 8:45AM

9:00AM - 5:00PM
Registration Open

8:00 - 10:00PM
AAMA Spring Distributor's Gala (by invitation only)

Thursday, March 23

7:30AM - 4:00PM
Registration Open



8:00 - 10:00AM
Seminar: Redemption Profitability A-Z

8:00 - 10:00AM
Seminar: Customer Service is Your Bigget Asset

9:00AM - Noon
Exhibits Open for Distributors Only

9:00AM - Noon
Seminar: League & Tournament Roundtable (advance registration required)

9:00AM - 5:00PM
TechFest Exhibits Open for Operators & Technicians

10:00 - 11:00AM
TechFest: Monitors - Symptoms & Solutions by Randy Fromm

10:15AM - 12:15PM
Seminar: Will This Center Survive in Your Market?

10:15AM - 12:15PM
Seminar: SBA Loans - Do You Qualify?

11:00AM - Noon
TechFest: Pinball Repair presented by Premier Technology

Noon - 5:00PM
Exhibits Open for General Trade Admission

12:15 - 1:15PM
TechFest: Bill Acceptor Repair presented by JCM

1:30 - 2:30PM
TechFest: Redemption Repair Clinic presented by Lazer-Tron Corp.

2:45 - 3:45PM
TechFest: Ticket Dispensers presented "Ticket Vic" Fortenbach

4:00 - 5:00PM
TechFest: Monitors - Symptoms & Solutions by Randy Fromm

6:30 - 8:30PM
ACME Operator's Cocktail Party (complimentary admission by invitation)
— Reno Hilton

Friday, March 24

8:00AM - 4:00PM
Registration Open

8:00 - 10:00AM
Seminar: Fun with Merchandising Promotions and Merchandising on a Retail Level

10:00AM - 5:00PM
Exhibits Open for General Trade Admission

10:00AM - 5:00PM
TechFest Exhibits Open for Operators & Technicians

10:00 - 11:00AM
TechFest: Monitors - Symptoms & Solutions by Randy Fromm

10:15AM - 12:15PM
Seminar: If It's Not Broke It May Still Need Fixing and 50 Ways to Go Broke - Common Pratfalls and Pitfalls of Redemption

10:15AM - 12:15PM
Seminar: Merchandising Your Music

11:00AM - Noon
TechFest: Pinball Repair presented by Williams Bally/Midway

12:15 - 1:15PM
TechFest: Bill Acceptor Repair presented by Mars Electronics Int'l

1:30 - 2:30PM
TechFest: Redemption Repair presented by Smart Industries

2:45 - 3:45PM
TechFest: Jukebox Repair presented by Rowe International, Inc.

4:00 - 5:00PM
TechFest: Monitors - Symptoms & Solutions by Randy Fromm

7:00PM
American Amusement Machine Charitable Foundation Annual Appreciation Dinner, Honoring Jerry Gordon of Rowe International (paid admission)
— Reno Hilton

Saturday, March 25

8:00AM - 3:00PM
Registration Open

10:00AM - 4:00PM
Exhibits Open for General Trade Admission

10:00AM - 4:00PM
TechFest Exhibits Open for Operators & Technicians

10:00 - 11:00AM
TechFest: Monitors - Symptoms & Solutions by Randy Fromm

11:00AM - Noon
TechFest: Pinball Repair presented by Sega Ent., Inc.

Noon
American Amusement Machine Charitable Foundation Raffle

12:15 - 1:15PM
TechFest: Jukebox Repair presented by NSM America



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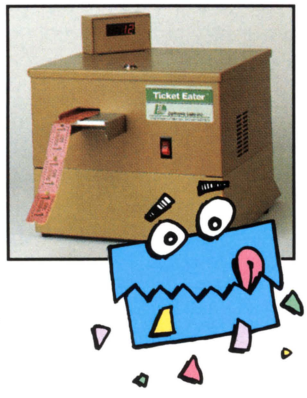

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ACME 95's supercharged line-up of educational seminars can give you the peak performance that puts your operation in the passing lane

Organizers of ACME '95 have utilized the catchy phrase "Power Play" to describe the event, and one of the most powerful tools they make available is the knowledge that can give operators the edge in today's marketplace. This year's seminar program goes straight to key issues in the industry, providing the insights and know-how that are an essential part of running a successful coin-op business. With the exception of the Redemption Field Trip, all of the seminars take place at the Reno Sparks Convention Center. (Some of the listings here required advance registration, which had a deadline of Feb. 17.)

Wednesday, March 22

9:00AM - 5:00PM
Redemption Field Trip: Family Entertainment & Reno go Hand in Hand

After the success of last year's field trip (in Chicago), group leaders Rhonda Fletcher (ARMS International) and Sue Monday (Century Vending & Dist.) have teamed up once again for a visit to some of Reno's best-run locations. The tour's first stop is at Boomtown Hotel Casino's Family Fun Center then goes to Fun Quest, the Reno Hilton's 22,000 sq. ft. arcade. There's also a mystery location planned, and lunch is provided along the way. It comes to a close with a Q & A session back at the Reno Hilton.

Advanced registration is required. Registrants should be prepared to begin boarding buses at the Reno Hilton at 8:45AM.

Thursday, March 23

8:00 - 10:00AM
Redemption Profitability A-Z

Speaker Dennis Moore (Experience Matters) has over 24 year's experience in the development, construction and operation of large FECs and waterparks. Aimed towards operators new to redemption, Dennis' presentation covers equipment selection, setup and positioning within the facility; payout percentages and hit frequencies; establishing ticket values; prize selection and inventory control.

Cost: $25

8:00 - 10:00AM
Customer Service is Your Biggest Asset

It's a well-known fact that customers like to feel "special" the moment they enter an establishment. Speaker Michael Getlan (Amusement Consultants) explains why "little smiles mean big business." Hear why people are your most important asset and why little things make all the difference. Mike will go over the ins and outs of dealing with unhappy customers, motivating your employees, and making your location a place people will want to visit when they go out.

Cost: $25

9:00AM - Noon
League & Tournament Roundtable

It's all here. Everything you could ever want to know about leagues and tournaments will be presented in this in-depth presentation. Find out what operators are doing to build business, ensure repeat customer and improve their bottom line. The six round-table discussions, plus time for open discussion, begin at 9:00AM. Roundtable topics include pinball, darts, pool, table soccer, video and air hockey. An open discussion session will be held at the end of the program, allowing any unanswered questions to be addressed.

Advance registration is required for this session, which is limited to a group size of 10-15 people. Registrants should come to the Seminar Registration desk between 8:00-8:30AM to receive their group number and schedule.

10:15AM - 12:15PM
Will This Center Survive in Your Market?

Speaker Pat Esgate (Esgate & As-

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sociates) addresses a common misconception — that a family entertainment center can succeed in any location. Just like any other business, FEC operators must know their market. Pat will reveal how to develop a sound business plan for redemption centers, FECs or children's entertainment centers.

Cost: $25

10:15AM - 12:15PM
SBA Loans: Do You Qualify?

There are a number of resources available to small to mid-size businesses seeking financial assistance. This session will explore the overall scope of the plan and the elements necessary to qualify for SBA loans. It will also show how to present your business in order to gain prime consideration.

Friday, March 24

8:00 - 10:00AM
Fun With Merchandising Promotions and Merchandising Redemption on a Retail Level

Jack Seifert and Matt Riordan (Sega Enterprises) conduct an interactive session covering the marketing and promotions for the FEC and redemption center with a focus on increasing profits and family business. Jack and Matt both come from a background of operating and managing fun centers, and are currently working to expand Sega's marketshare. Speaker Karen Yoshikawa (Yoshikawa Merchandising Concepts) brings her own unique perspective on merchandising. Her firm specializes in retail development for the leisure entertainment field, and she will discuss her experiences and contributions to retail growth in the industry.

Cost: $25

8:00 - 10:00AM
The Profitability of Coin-Operated Kiddie Rides

The kiddie ride sector has been one of the recent success stories of the coin-op industry. In this session, a panel of kiddie ride experts will explain how to successfully operate the rides, what rides do well in specific locations, where to place kiddie rides and how to set them up.

Cost: $25

10:15AM - 12:15PM
Merchandising Your Music

Jeremy Tepper (Street Beat Magazine) moderates a panel of jukebox industry insiders while they discuss the latest in music trends and merchandising opportunities for today's jukebox operator.

Cost: $25

10:15AM - 12:15PM
If It's Not Broke It May Still Need Fixing and 50 Ways to Go Broke — Common Pratfalls and Pitfalls of Redemption

Operating redemption equipment is much more than a matter of setting up the machine and emptying the cashbox. Speakers Frank Seninsky (Alpha Omega Amusements) and Sandy Adler (Circus Circus) have been there and know the mistakes commonly made in starting up and then running a redemption center, arcade or FEC. Sure, everyone makes mistakes. But by learning from the experience of others, you can lower your chances of making your own costly blunders.

Cost: $25 ◆

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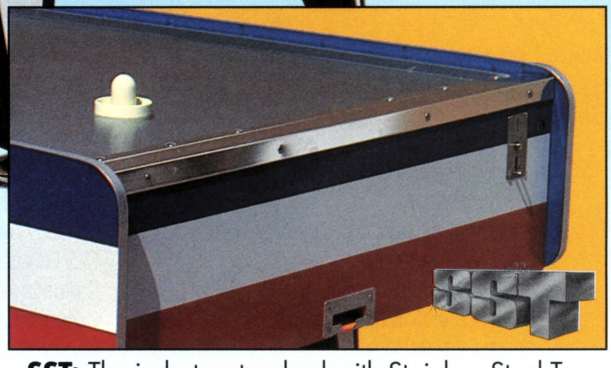

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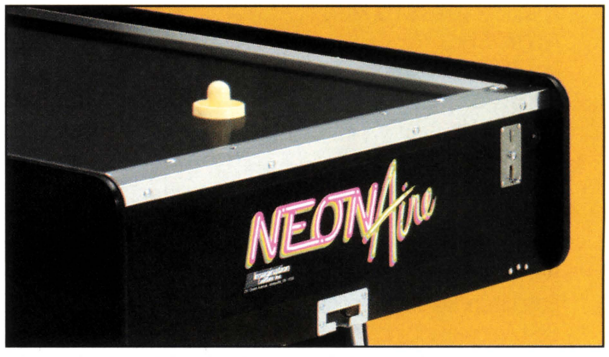

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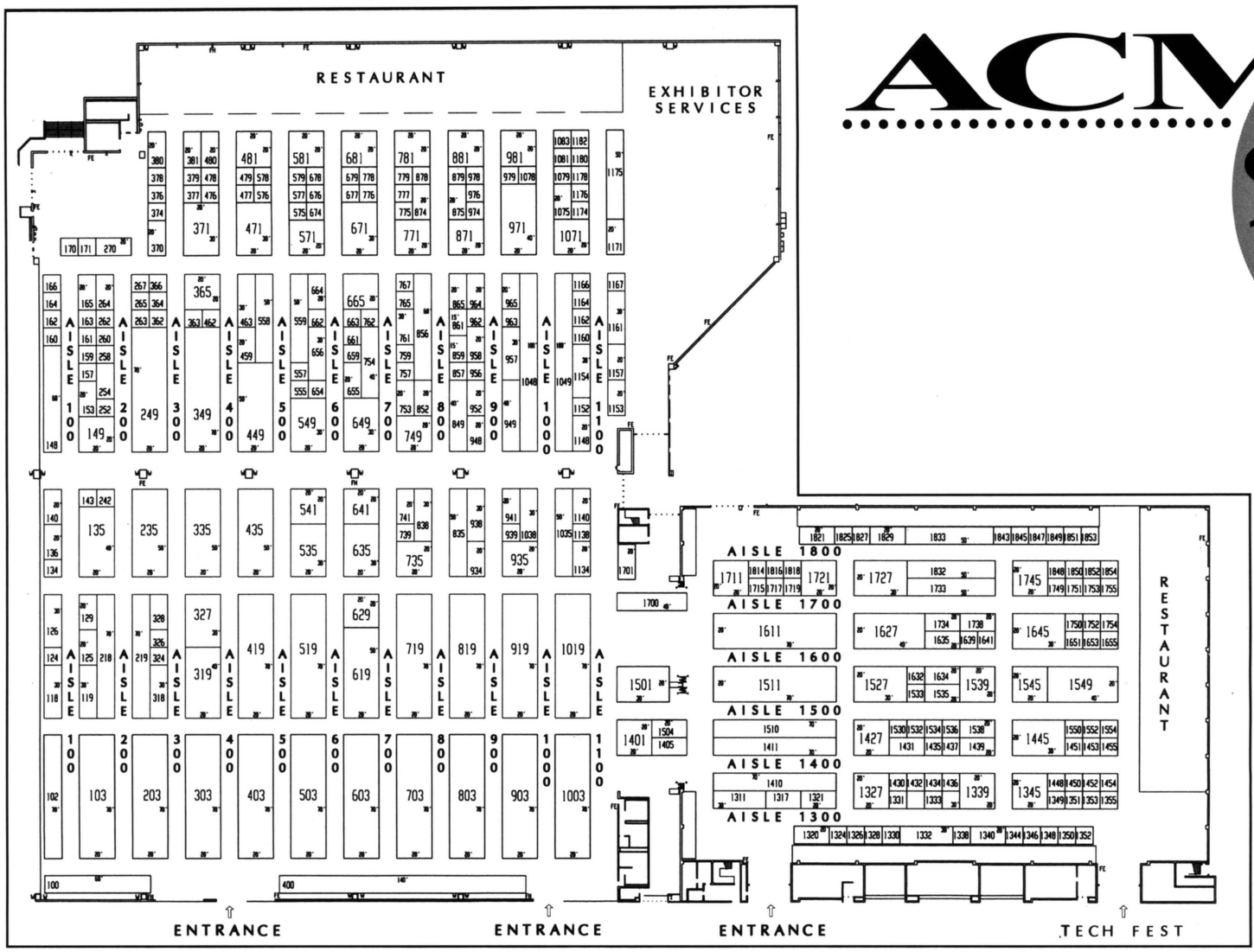

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Arms International, Inc. 328
Ace/Acme 535
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American Int'l Shuffleboard Corp. 665
American Laser Games, Inc. 1176
American Sammy Corp. 235
Amusement Business 376
Amusement Equipment Exchange Inc. 1174
Antique Apparatus/Rock-Ola 148
Arachnid, Inc. 319
Asahi Seiko USA, Inc. 463
At-The-Park Magazine 1338
Autovend Inc. 161
BWB Newark Ltd. 252
Baton Lock & Hardware Co. Inc. 1717
Batting Buddy 381
Bay Tek, Inc. 649
R.H. Belam Co., Inc. 938, 941
Benchmark Entertainment LC 981
Best Amusement, Inc. 674
Best Equipment 157
H. Betti Industries Inc. 218, 219
Bob's Space Racers Inc. 749
Bonia Marie Int'l, Inc. 318
Bottlesen Dart Co. 140
Dan Brechner & Co., Inc. 856
Bromley Inc. 1527
Bulldog Amusements 1627
CLS Fabrication, Inc. 767
California Games, Inc./CGI Mfg. 1081
Canadian Coin Box Magazine 1825
Capcom 503
Carousel International Corp. 1071
Cash Box International Magazine 1818
Chance Rides, Inc. 1164
Cherry Electrical Products 260
Chicago Lock Co. 1176
Chugai-Boyeki (America) Corp. 471
Classic, Inc. 1157
Clever Devices Ltd. 962
Coastal Amusements Inc. 919
Coherency Software, Ltd. 777
Coin Concepts, Inc. 449
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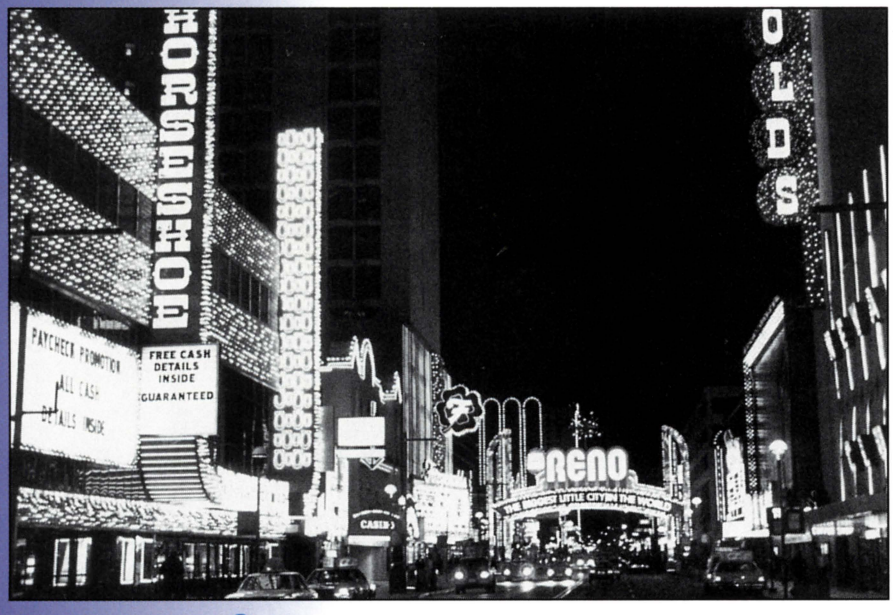
Hoffman & Hoffman 324
Hot Hits 162
Hugfun International Inc. 964
IAAPA 654
IGT 1320
Imagination Leisure, Inc. 1075
Imonex 1171
Innovative Concepts in Ent., Inc. 1832, 1833
Intercard, Inc. 1434
InterGame 1436
International Family Entertainment 1432
International Laser Productions 555
International Vending Machines 159
JCM 957
J-S Sales Co., Inc. 753
Jaleco USA, Inc. 419
James Industries, Inc. 948
Just Kiddie Rides 249, 349
K and U Co., Ltd. 377
Kemac Distributing, Inc., Co. 757
Kiddie Rides USA 635
Konami (America), Inc. 803
Kramer Manufacturing 364
LAI Group 1148
Laramie Interests 1153
Laser Storm, Inc. 1439
The Latin Jukebox 1437
Lazer-Tron 1410, 1411
Leisure Entertainment Ltd. 327
Mars Electronics Int'l 1738
Maxson/Sunshine City 1634
Mayoni Enterprises 1134
Medalist Marketing Corp. 1510
Mei Da Toys 1829
Meltec, Inc. 549
Merit Industries, Inc. 819
Micro Manufacturing Inc. 371
Microtouch Systems Inc. 956
Mondial International Corp. 1327
Muncie Novelty Co. 557
NSM America 335
Namco America, Inc. 1511, 1611
Nanco/Nancy Sales Co., Inc. 754
Nadel & Sons Toy Corp. 119
National Cabinet Lock 661
National Ticket Co. 1504
Neonetics, Inc. 762
Neotec Graphic Int'l, Inc. 1734
New Image Technologies, Inc. 1727
New Orleans Plush, Inc. 370
Noel Industries, Inc. 771
Nortech Engineering & Mfg. 1635
Oasis 974
Omni 1711
One Stop Redemption 881
Oriental Trading Co., Inc. 1332, 1333
P&H Company, Inc. 857
Perfect 360 Controls 166
Peninsula Vending Inc. 663
Pentranic, Inc. 655
Planet Earth Entertainment 558
Play-By-Play Toys and Novelties 135
PlayMeter Magazine 1140
Plush Appeal 1163
Plush-4-Play, Inc. 671
Premier Data Corp. 1339
Premier Technology 400
Premium Product Vending 374
Prizes! 1321
Promax Industries, Inc. 1538
Purple Star 265
Quick Silver Development Co. 781
R & B Enterprises 877
RMK Sales, Inc. 1639
Rainbow Crane Inc. 129
Rebecca's 874
RePlay Magazine 160
Rhode Island Novelty 459
The Robot Factory, Inc. 476
Robotic Entertainment Systems 859
Roger Williams Mint 134
Rowe International, Inc. 935, 1035, 1038
SD Technologies 775
SNK Corp. of America 719
Scan Coin, Inc. 125
Seeburg International, Inc. 971
Sega Enterprises, Inc. 203, 303, 403
Seidel Amusement Machine Co. Inc. 852
Selectra Int'l Designs, Ltd. 1715
Sharp Image Electronics Inc. 629
Kevin Sharp Enterprises Inc. 681
Silent Partner Inc. 1166
Skee-Ball, Inc. 735, 835, 838
Smart Industries 1048, 1049
Spectre Products Inc. 1330
Sportech Inc. 149
Standard Change Makers, Inc. 136
Standard Metal Typer, Inc. 477
Starpoint 983
Star Track Inc. 875
Steiner Manufacturing & Sales Inc. 939
Strata Group 129
Street Beat 976
Taito America Corp. 102, 103
Tekbilt Inc. 1733
Time Warner Interactive/Atari Games 703
Tornado Table Soccer, Inc. 934
Tourist Attractions & Parks Magazine 1328
Ultimate Pool Table Mover Inc. 1641
Ultrazone Franchising 1331
U.S. Amusement Auction Co. 124
U.S. Games, Inc. 365
U.S. Toy Co., Inc. 656
United Plush Co. 380
Universal Lighting, Inc. 1530
Universal Manufacturing Co. 1536
VCI Enterprises 776
VSR Inc. 378
Valley Recreation Products, Inc. 1019
Van Brook of Lexington, Inc. 739
Vend Tech Industries, Inc. 270
Vending Supply Inc. 1161
Vending Times 1152
V.R. Technologies, Inc. 865
Virtuality Entertainment Inc. 481
The Vivid Group 165
Wells-Gardner Electronics Co. 952
What's New For Family Fun Centers 1533
Wico Corp. 949
Williams Bally/Midway 903, 1003, 1401
Wurlitzer Jukebox Co. 1700
XCP, Inc. 1162
Xico, Inc. 1532
Xytek 153
Zamperla, Inc. 664

ACME '95

Fun City

Reno's near-endless recreational possibilities, from snow skiing to blackjack, has earned it the reputation as America's playground



Photos courtesy of Reno-Sparks Convention and Visitors Authority.

What better place is there for one of the world's premier amusement industry trade shows than the city that loves to play? Reno, Nevada and the surrounding area have all ingredients for creating an ideal vacation for just about anyone. So for those ACME showgoers with a little extra time to mix business with pleasure, there's a wide variety of indoor (world-class dining, entertainment and casinos) and outdoor (skiing, golfing, biking, horseback riding, you name it) activities available.

When it comes to gaming excitement, the Reno-Tahoe area's collection of lavish casinos can even give its big brother in the south a run for the money. There are more than 30 hot spots to choose from, many of which are located along the bustling downtown strip. Whatever your game, whether its cards, slots or sporting events, it's easy to find at any hour of the day or night. And more than a few casinos will round out the fun by featuring headlining acts and extravagant stage shows throughout the evening.

Of course, any town with such an array of entertainment options must also offer a incredible variety of dining experiences. Throughout the Reno area, visitors can choose from the finest international cuisine to inexpensive and bountiful buffets.

Once you've had your fill of the nightlife, getting a little fresh air is

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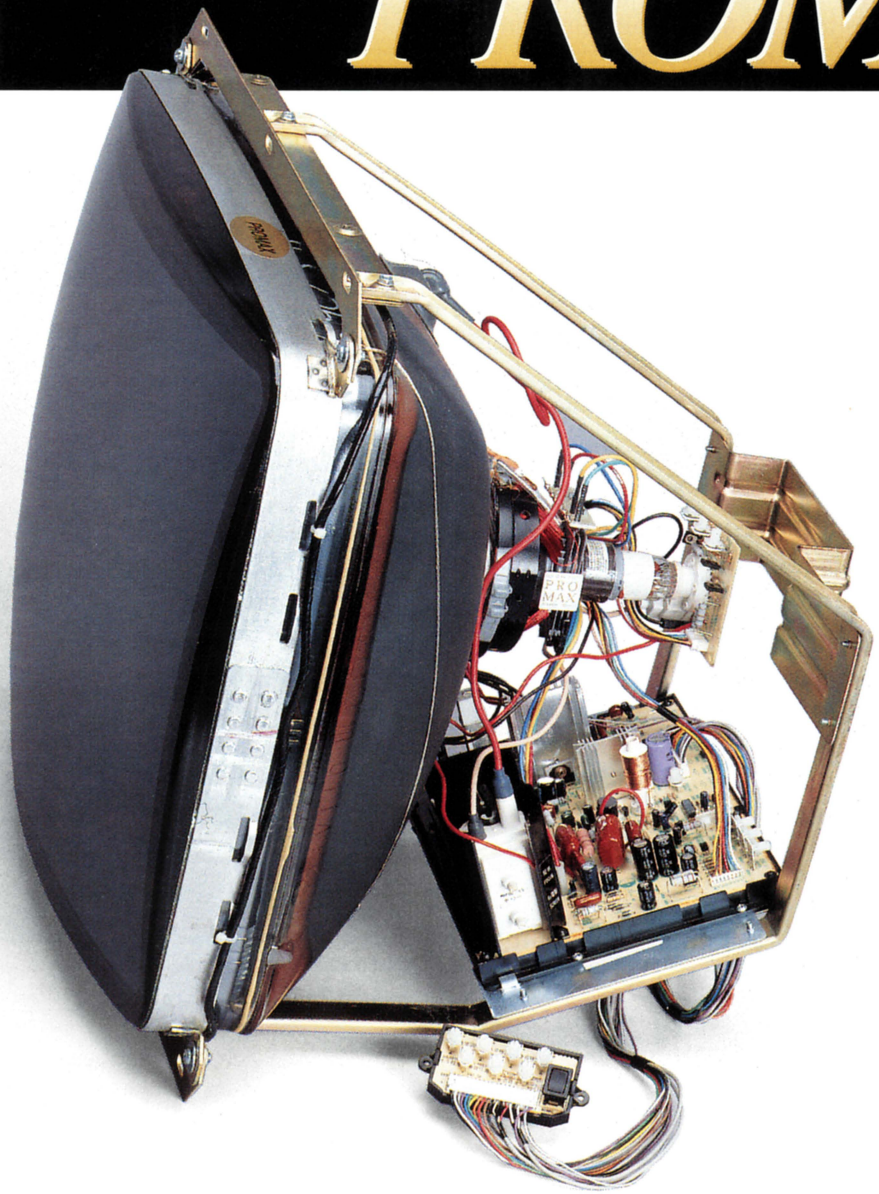

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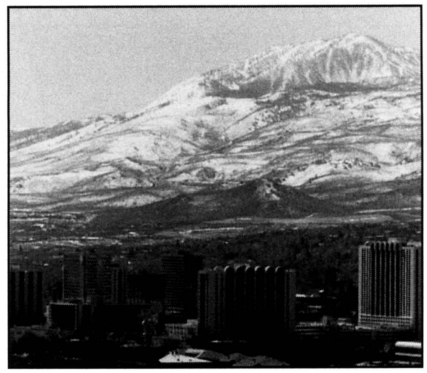
just around the corner and over the next mountain. The area is a top destination for the country's snow skiing enthusiasts and has some of the most beautiful ski resorts found anywhere. Fifteen alpine and 13 Nordic resorts surround Lake Tahoe, most little more than an hours drive away from Reno. And if you didn't pack for a day on the slopes, don't worry: most resorts offer equipment rentals.

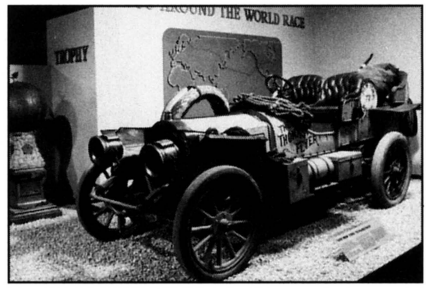
While the nearby Sierras receive 400-500 inches of snow in a normal year, the area east of Lake Tahoe stays relatively mild in the winter. Year-round golfing is available at any of the scenic courses scattered throughout the outlying valleys. For those inclined towards a little exercise, you can rent a bike and tour the trails around town and along the Truckee River. Horseback riding is also available, weather permitting, from some of the area stables.



Snow-capped Mt. Rose



Shores of Lake Tahoe



National Auto Museum

Still, one need not venture too far to find something of interest. For fans of trains, planes or automobiles, Reno-Sparks is home to the Nevada State Railroad Museum, the National Air Race Museum and the National Auto Museum. Couples can take a leisurely stroll along the Downtown River Walk, and families can always enjoy the permanent "big top" action at the Circus Circus Hotel/Casino.

However you decide to spend your time away from the show, Reno will be able to accommodate almost any whim or excursion. The weather is almost always dry and sunny, with daytime temperatures hovering around the mid-50's and evenings dipping into the high-20's. Your hotel's concierge should be able to help you find out about show times, ski shuttles, trip destinations and so on. Visitor information is also available at 800/FOR-RENO. ◆

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STEVE KOENIGSBERG & BOB FAY

INTERVIEW





(Above) Steve Koenigsberg, (right) Bog Fay

AAMA LEADERS: ON THE RECORD

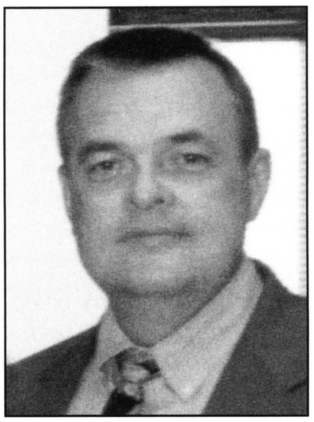
President Steve Koenigsberg & Executive Director Bob Fay assert solid, growing AAMA has found its coin-op mission

Several key dates are converging on the industry calendar this spring. AAMA chief Steve Koenigsberg now begins his "victory lap," making an easy trot around the track to Reno and Washington D.C. as his two very successful presidential terms draw toward their close. (AAMA will elect a new leader in May.) Meanwhile, AAMA's original and biggest trade show, the American Coin Machine Exposition, takes place this month at the Reno Convention Center from March 23-25. Another milestone: the Anticounterfeiting Advisory Group, which is administered by AAMA executive director Bob Fay, marks its two-year anniversary this month. All told, we thought it was a fine occasion to check in with the leaders of this growing and vibrant association.

Steve Koenigsberg, a 12-year industry veteran, is president of State Sales & Service (the Baltimore, Md., distributorship). He stepped into the AAMA presidency during a challenging period of transition. Accordingly, his leadership has been super-thoughtful, super-careful, very heavy on consultation, and guided by an abundance of deft behind-the-scenes management expertise. (Not to mention, Steve posses some of the industry's sharpest long-range vision and most sensitive political antennae.) All of this made Steve the perfect helmsman as AAMA settled into new Chicago headquarters...retooled its internal policies and structure...and shifted its focus from political lobbying and law enforcement, to marketing, promotions and member services. Steve will leave AAMA rejuvenated, solidly organized, and deeply committed to its new "consensus agenda." Quite an impressive legacy!

During his nine years in coin-op, AAMA exec director Bob Fay has earned a reputation as the industry's most amazing "perpetual motion machine." Zip! He's in China, talking up exports! Zap! He's in South America, conferring on copyrights! Zoom! He's in New York, meeting and greeting for AAMA's charity work! Boom! He's in Japan, coordinating policy with JAMMA! Bang! He's in Chicago, Seoul, Taiwan, Washington D.C., London, or Anytown, USA, running the day-to-day operations of a million-dollar trade association. As most know, AAMA's agenda ranges from foreign and domestic trade shows, to industry & government relations, to PR and regulatory reform. Bob's input is quite visible in all of these areas. (He must eat Eveready batteries for breakfast.) Tradesters everywhere admire his energetic determination to take the next hill — or move the next mountain — for the industry, whatever and wherever it may be.

We interviewed Steve and Bob together by phone on Feb. 7, six short weeks before the spring show. We found them in a positive, thoughtful, businesslike mood. Naturally, they are concerned about various industry trends, and well aware of the trade's current downcycle. But at the same time, this duo is justifiably proud of what AAMA has accomplished in recent days, months and years. They exude quiet, well-earned confidence that AAMA's actions and policies are helping position their members to meet the challenges of the day.



AAMA's Dick Trindle.



AAMA's Rebecca Ellis.

REPLAY: ***Steve and Bob, let's start by talking about the upcoming ACME show. This year, AAMA has taken many steps to make ACME even more "operator friendly." What are your hopes and expectations for the show's 1995 outing?***

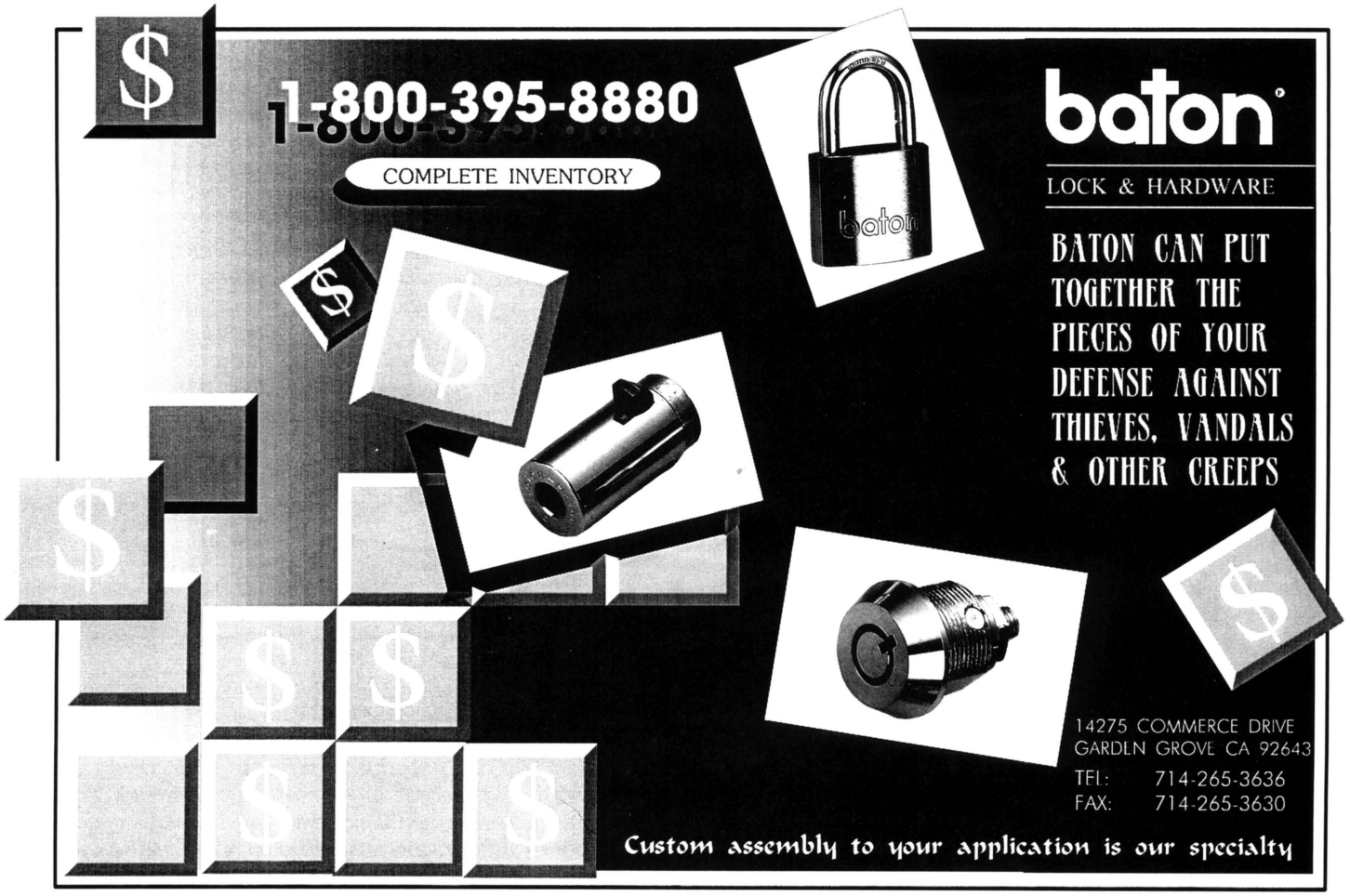
STEVE: It's becoming increasingly clear to us that our members represent products that appear in many different types of entertainment venues today. For that reason, what we're attempting to do with the ACME show is expand attendance to include all of those venues — including FEC people and other folks who are now more generally associated with other shows like the Parks Show or Fun Expo. We do expect to see some results of these efforts this year. Our ACME Show Committee and our show manager have very specific instructions to get innovative and creative in expanding the scope of our show, and we expect to see some movement.

BOB: We're involved with IAAPA on the international front, co-sponsoring a trade show overseas. We hope this venture will help expand even further the involvement in AAMA and ACME by firms in related industries.

REPLAY: ***AMOA President Tami Norberg-Paulsen has predicted that both AMOA and ACME could well see "permanently smaller" attendance from now on, due to a shrinking operator base. How do you read the situation?***

STEVE: The traditional operator customer is going through one of those periods of shrinking. I'd agree with Tami in that respect. That doesn't mean the universe of our products is shrinking; it just means we have some different customers. So our trade shows must reach out and embrace those different customers. It's too early to give a quantitative estimate on what impact ACME will feel this year from trends in the operator population. But when we say we have a diverse customer base today, it doesn't mean we're walking away or diminishing the importance of our traditional operator base! If you look at the 1995 ACME Show, some things we're doing are specifically directed toward these valued customers...to give them more "bang for their buck" for attending the show. There may be fewer traditional operators these days, but it doesn't mean we love them any less!

REPLAY: ***A broad spectrum of industry leaders have publicly stated their opinion that today's industry is in its***



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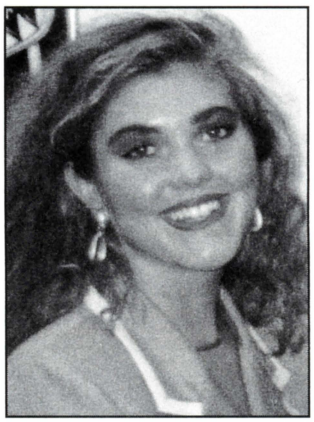

AAMA's Michelle Piazza.



AAMA's Angela Orlando.

weakest state since the crash of 1982-3. Some expect a major shakeout of manufacturers and distributors (Gil Pollock predicted such back when he was AAMA President). A shakeout of operators has already been going on for some time. How and why did we get into this situation? What changes does it mean are in store for manufacturers, distributors and operators?

STEVE: As for Gil's comment, you can say it was either really foresighted...or else, just plain savvy about our history of boom and bust cycles. My opinion is we've had a 10 to 12 year period of sustained, solid growth in this current business cycle of ours, a period that's been absolutely phenomenal. And now we're simply at the end of that cycle.

How does it begin again? More creative, affordable product from factories, and operators must get more creative and dogmatic in how those products are applied to all the various locations. For example, we've gotta get different vend prices. We've got to get different commissions. We've got to get aggressive in terms of promotions, tournaments and leagues. This is the mantra people have been hearing in all of the trade press from industry leaders. So if those two things occur from the manufacturers and operators, then our industry will have another opportunity to go through another life cycle. If they don't, we've frankly got some aggravation out there. I'm optimistic, however, that these conditions will be met.

Does that mean there will be another shakeout? The answer is, absolutely yes. Alternative forms of entertainment, new and well-financed competitors in the field, the high cost of new technology, and more will obviously take a toll at each level — manufacturers, distributors and operators. Does that mean there will still be a profitable amusement machine industry 10 years from now? The answer is, absolutely yes. Different, but here.

REPLAY: ***Last time we found ourselves in a major downturn in the business cycle, we recovered thanks to a new generation of video games (simulators, fighting games, etc.); new technology applied to staples like darts and jukeboxes; and a rebirth of redemption games. What factors do you see — already here today, or maybe arriving on tomorrow's horizon — which could spur a recovery this time around?***

STEVE: I think our products are being used in a number of new and creative ways. That's the plus side. You need only look at some of the FECs or themed restaurants or

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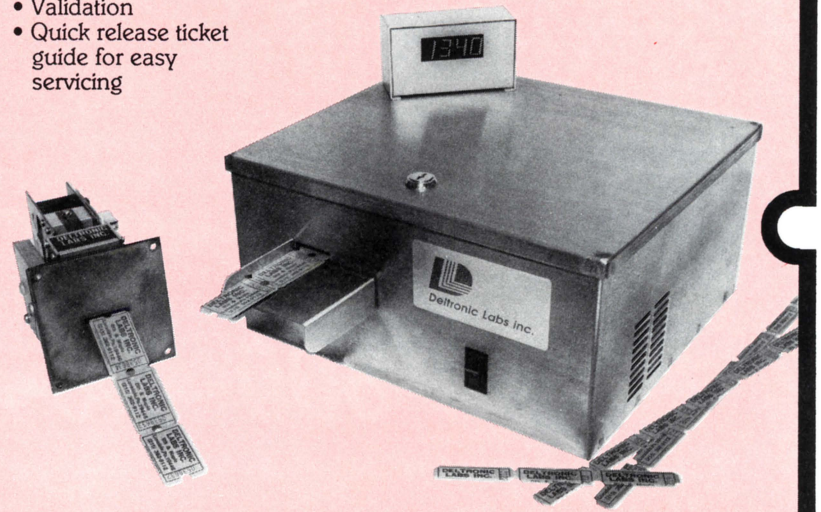

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Baseball Times

THE STRIKE IS OVER

ng Time For nson's

DIEGO – Dan Johnson o excuse himself. The ion of the moment had come him, and in a sense moment probably was icult to define. Like the gers' season in general, sketball and the basics of stence were getting in each er's way.

For the 10th time this son, Johnson, the No. 1 istant to his father, Tim, had en the head coaching reins the evening. Previously it s because of his dad's illness. is time it was because of his d's mother's famous pie night.

As rare as road victories ve been for the Tigers this son, they're – 5-19 ... night – 15-5 decision er the Denver Wild Cats linarily would have left lson in a celebratory mood.

The campus was relatively iet the day after the men's m beat Syracuse to improve 10-1 overall and 8-0 in the g East. Most of the cele- ating took place Sunday, when e Hawks' biggest fans knew a n would all but assure the

The history books don't say when last there was a game of this magnitude. An exciti... hands on game wi... your face hand... playing a... game. N... anything ... this. You n... better tha...



Niko ... Japan, will get a chance to join a San Francisco pitching staff that is beginning to resemble a mini-United Nations.

... who will begin his U.S. career in the minors and won't be able to pitch in the majors until the strike is settled, could become the second Japanese ballplayer to play in the major leagues in Japan and the United States.

Jaraki Miyokami pitched in the Japanese majors before joining the San Francisco Anzas in 1964 for two seasons.

"Everybody's excited," said Tom Berret, a senior who works at Tommy's doughnut shop near the Stipps, Alabama Campus,

The University of Alabama's men's baseball team finally caught up with the women on Monday.

...t only did the men's team ...o. 1 ranking in the ... first time in the ...tory, but by ...men, the ... to have both ... in the polls. ...lking about it. ...d," said Tom ... who works at ...hnut shop near the ...ama Campus, which ... more than 100 gallons of ... Monday.

The campus was relatively quiet the day after the men's team beat Syracuse to improve to 10-1 overall and 8-0 in the Big East. Most of the celebrating took place Sunday, when the Swans' biggest fans knew a win would all but assure the team of being No. 1.

And that's what happened. The men's team received 50 of 66 first-place votes and 1,626 points in the latest AP poll.

The Alabama women's team, which also won Sunday to remain the only unbeaten team in Division I.

Jaraki Miyokami ... the Japanese maj... joining the San F... Anzas in 1964 fo... seasons.

"Everybody's ... about it. Ever-yb... excited," said To... a senior who wor... Tommy's doughn... near the Stipps, A... Campus, Monday...

Scouting Report

Niko Hojin ... all-star in Japa... get a chance t... a San Francis... pitching staff ... is beginning ... resemble a m... United Nati...

Niko, w... will begin ... U.S. career ... the minors ... won't be a ... pitch in th... majors u... the strike ... settled, ... become ... second ... Japane... ballpla...

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AAMA headquarters in Chicago.

pocket parks, to see just how creatively our coin-op goods are being used. From a technology point of view, I don't have a grip on anything that is "in the pipeline" that will rejuvenate the street business. My hope, however, is that the creative side of our industry will remember that we sell fun, not exclusively technology.

That means a lot of the developer mentality wants to be on the latest and greatest platform. The objective sometimes becomes making that platform as elegant as possible with the greatest possible graphics, sound, and all the bells and whistles. In the rush to accomplish that objective, I think we sometimes miss the prime objective — which is to entertain and have fun. For the street, the important thing is for whatever entertainment they sell to be fun and to provide realistic return on investment. This means cost must be commensurate with the kinds of revenue we see on the street. So I guess I'm giving an admonition to go back to the basics of fun, rather than falling in love with technology. A good example of this approach was *Capcom Bowling,* which was lots of fun for street people.

Another problem, and I'd be remiss if I didn't mention it, is that today we face a major emphasis on gambling by powerful entities such as state governments. Operators are starting to suffer as more governments approve gambling and those discretionary dollars fly elsewhere. So the overall concern is that state-sanctioned gambling has an absolutely tremendous impact on the profitability of street equipment. Some issues we can control; others we can't. Even if operators and manufacturers both do what they should do to improve business, they will come up a poor second if they're competing with legalized gambling.

REPLAY: ***Let's talk about AAMA itself. The organization relocated to Chicago nearly two years ago, and has been reorganized with new staff, a new committee or two, new structure for meetings, more member involvement, and other changes. How do you assess the association's strengths and weaknesses at this point?***

BOB: Basically the strengths are, first, that we've been able to get more member involvement at the board level and at committee meetings. When we get more people involved, we've had more diversified opinions. Second, we have the ability to interact more regularly with our show management team. This is especially important since they're now involved in producing three trade show ventures and may be adding a fourth. The third advantage is

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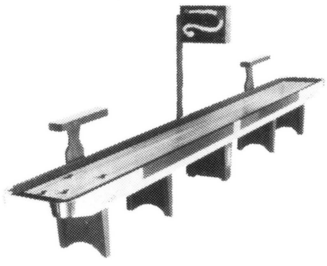
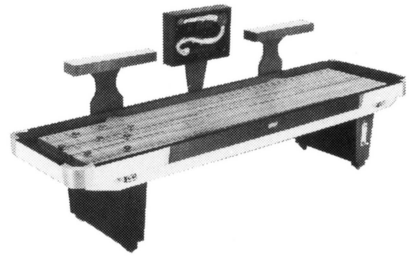


THE ROYAL
16', 18', 20' and 22'
Lengths



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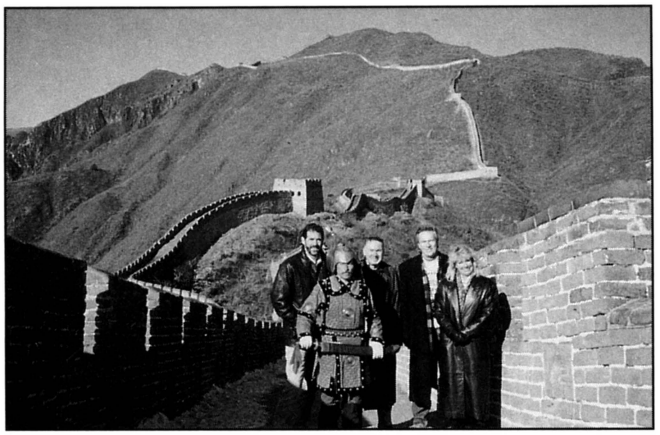


Visiting the Great Wall of China are, from left: Frank Ballouz, a "Mongolian warrior," Bob Fay, Mark and Jennie Struhs.

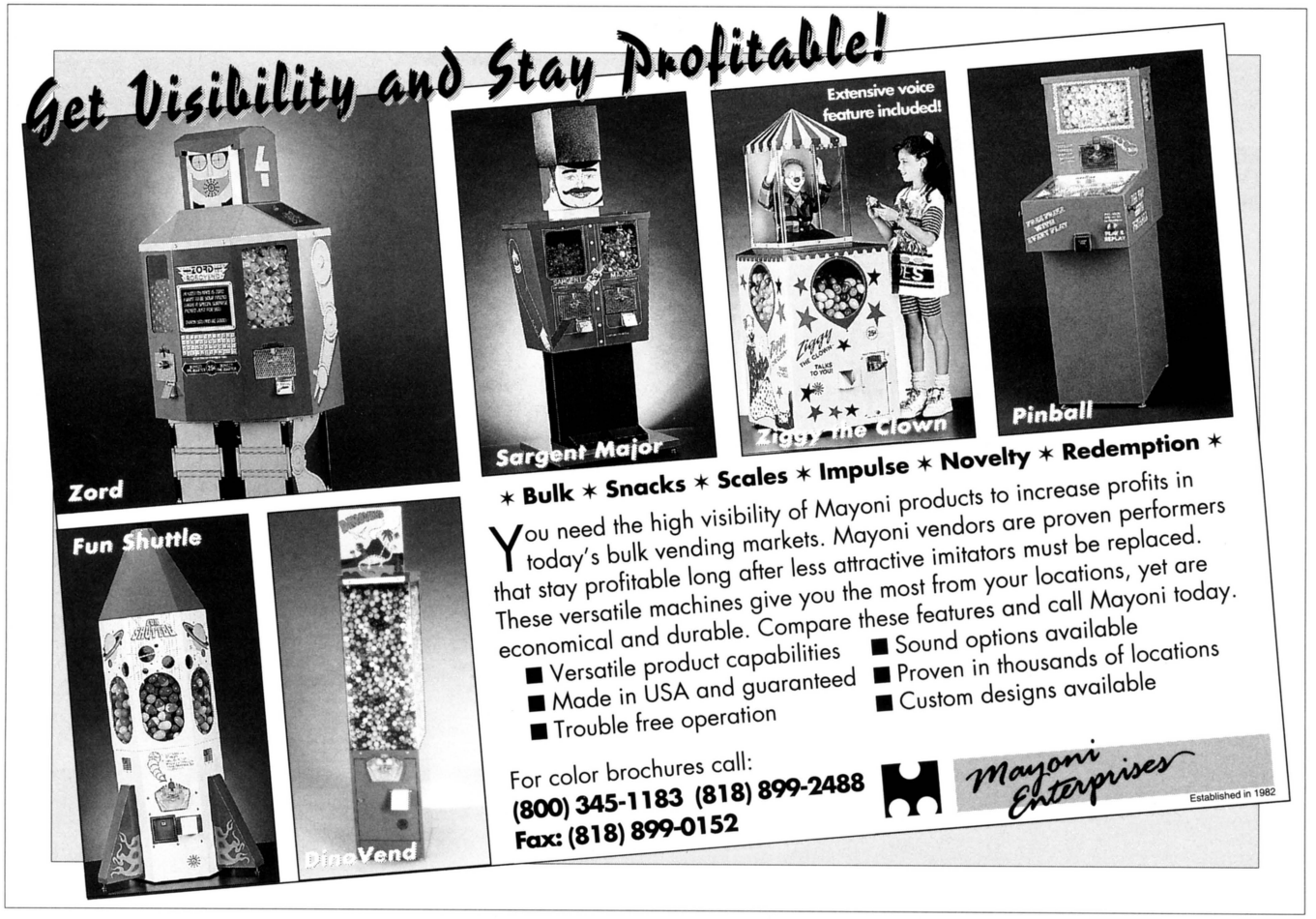
being able to interact regularly with our sister associations like AMOA and NAMA. Finally, we are able to increase the number and quality of programs that we offer to our membership. We've listened more and tried to tailor more of our programs for the members' needs. One segment would like more domestic PR and we're looking at that. Another group is very interested in foreign markets and promoting exports, so we've been able to develop programs to help in that area as well.

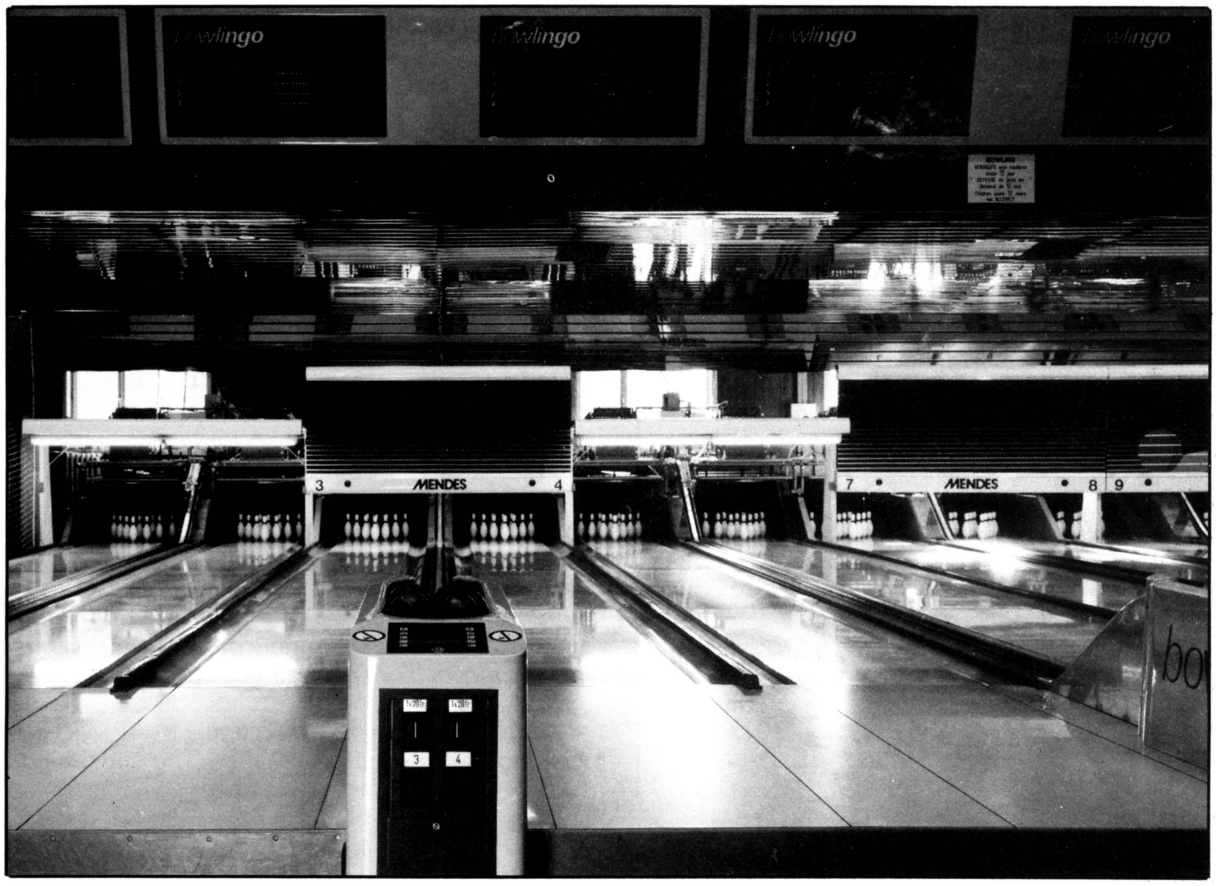
The negatives have been that, moving here, we had to hire a whole new staff. We've had a greater rate of turnover than we originally expected in our first 18 months in Chicago. Naturally, that's meant less experience on the part of our staff. However, we're addressing that situation and expect that AAMA's staff situation will enjoy more stability in the future. Second, we've had to upgrade our entire computer system, especially the financial accounting functions, but also the overall system we use. That's currently being done and should be finished in a week or so.

STEVE: I think one of the hallmarks of AAMA is that we're organized to have a strong and active staff. That's been true for many years. What we've done to complement that, is to make more opportunities and make our own internal operations more inviting for member participation. So by getting that increase, we now have the best of both worlds: a strong, competent staff and active, interested, contributing members.

REPLAY: ***Steve, you are approaching the end of your term as AAMA president. Can you serve again, or do the AAMA bylaws require a new president starting this May? If so, who are some possible candidates?***

STEVE: Our bylaws stipulate that our president is elected for a single one-year term, and can serve a maximum of two consecutive terms. This year marks the end of my second term. They have been two of the most challenging and most rewarding years I've had in this industry. On other hand, I will be very pleased to pass this baton on to the next group of leaders! The first year, I made a covenant with Bob and our executive committee to put in whatever time was necessary to make the association take a look at itself after its transition to Chicago, and figure out how it should be doing business in this new environment and in the industry's new circumstances. We went back to basics: how we were organized, how we processed information, the roles of officers and committees, how budgeting and





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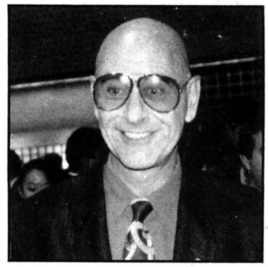

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financial matters are handled. For that first year, many of us devoted much of our time to put the basics back in order. That gave Bob the help he needed to leapfrog, timewise, and get that office up to speed quickly. In the second year, all of us have been able to cut back somewhat on the time invested, because staff has been able to take those steps and run with it.

BOB: Steve made a very heavy commitment of time and effort, and he has really put a solid foundation in place. The new team of officers which enters in May will be able to spend more time on strategic policy and not have to revisit the fundamental, nuts-and bolts-procedural questions we dealt with during Steve's two terms.

STEVE: As for candidates to be AAMA's next president, a couple of qualified folks have been chatting about it. There seems to be interest in this job and that is so encouraging, because it shows the association is alive, well and worth working for.

REPLAY: ***When you began your term as AAMA president, you said the association had begun to outline a broad new direction under Bill Rickett, and that your mission was to sharpen and implement that vision. Please tell us what this "new direction" consisted of, and how many of those goals have been accomplished so far.***

STEVE: Bill was pivotal in trying to establish better relations with our sister associations. The one thing I tried to do on the heels of that, was further that objective. In past two years, I've had the privilege of working with AMOA Presidents Craig Johnson, R.A. Green and Tami Norberg-Paulsen. I also need to mention the AMOA staff: John Schumacher, Marian Griffin and Laura Olson. In the process of working with them, I have had a lot of experience with their intelligence, vision, and commitment to the industry in its entirety. I've seen how each of them have been "healers." That's an important word.

So to answer this question, I think while we've had many individual goals and objectives which are reviewed annually by the board and periodically through the year in our committee structure, the linkage of Bill and myself is that we've worked very hard to establish new and helpful relationships with AMOA and its leadership in the past two years. The results, I feel, have been absolutely outstanding. That's not to say we agree on everything, because we don't. But we've been able to work together in a respectful, mutually trusting environment and the AMOA leadership is to be commended for their role in accomplishing this.

REPLAY: ***We wanted to ask about another matter of AAMA's internal structure. As you know, your sister organization JAMMA assigns board seats to companies, not individuals. Is there any thought of using that system in AAMA?***

STEVE: Our bylaws do not specify that board seats must be associated with factories. In my years with AAMA, as a member, a board member and in various capacities as an officer, we've discussed this question over time. But the prevailing thought has always been, "Elect the person — not the company." The reason is one of contribution and effort, which are qualities an individual brings, not necessarily the company they work for. I'm not aware of any

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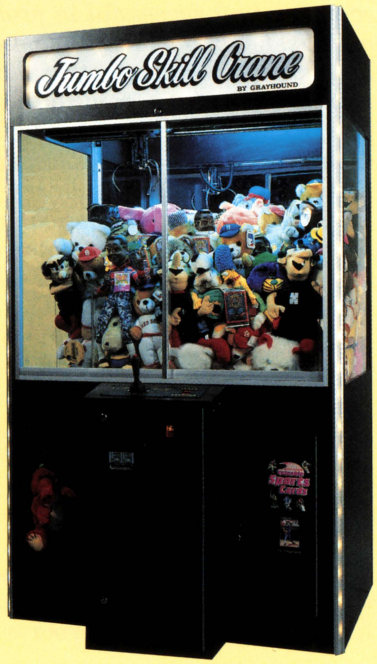

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movement to change our bylaws to work any other way than they have been, in this respect. This seems to work well for us — and I emphasize, "for us." AAMA's approach may, or may not, be appropriate for any other association.

BOB: Due to normal staggered terms, we have six of our 15 board seats open for election. Those seats will be filled during our board meeting this May in Washington, D.C.

REPLAY: ***AAMA recently moved to offer associate memberships to companies from other industries and other nations. Why was this done? What has been the response from prospective members — formally and informally?***

BOB: The world's getting a lot smaller, and at the same time our industry is becoming increasingly more diversified and global. With AAMA's growing involvement in foreign markets, it made sense to open our doors to foreign companies and to allow them to become associate members. The AAMA board voted to approve this policy on Jan. 13. We've had two members approved already: Crompton's, the famous redemption-style manufacturer from England; and Entropy from Taiwan. We expect to receive more new associate-status members as time goes on.

STEVE: The AAMA board recently adopted the language which permits this, so our membership committee now needs to craft a program to implement it. We will get aggressive about recruitment.

REPLAY: ***Much of that recruitment will take place at those new, overseas trade shows which AAMA has been so active and successful in promoting. Which leads to our next topic...the proliferation of expos, both for public and home entertainment, in the U.S. and abroad. The industry calendar now includes ACME, AMOA, IAAPA, Fun Expo, Leisurexpo, the Winter and Summer Consumer Electronics Shows, the new "E3" (Electronic Entertainment Expo), London's ATEI, Germany's IMA, the Asian and Latin American expos, and so on. Some exhibitors are clearly beginning to feel burdened by all this. Is there really "room" for all these shows?***

BOB: We certainly get the same feedback from our members that CES organizers heard last time. Exhibitors feel these shows cost too much money. They ask, are there too many of them? So we're sensitive to these concerns and if we have a show, we make sure it won't overlap something which already exists, or covers a market segment which is already served by another organization.

REPLAY: ***You have both just returned from ATEI, which took place in London during the third week of January. Can you give us your assessment of that show?***

STEVE: Bob and I were just there, that's right. The Brits put on a hell of a show. It's well organized, fun, and it appeared to be well attended. As an American distributor, I have to look at that show and recognize that a large majority of the ATEI's square footage is dedicated either to gambling or to small prize redemption machines that are not typically found in the coin-op industry in the States. The remainder of the show had product laid out very well. Major manufacturers were clearly represented. I'm hopeful some of that product will become the next hits in the U.S.,



AAMA President Koenigsberg at U.S. Senate hearings on video content.



From left, Bob Fay, Steve Koenigsberg and 1993-'94 AMOA President R.A. Green III address the Senate.

and which I can sell off my showroom floor and succeed with this spring.

BOB: There is a heavy gambling influence in the ATEI show, as Steve just said. But it's a big show and did have big attendance, it seemed. They have a major concern about a proposed new tax increase. They're fighting back with expert studies and testimony, but it seems there will be a tax of some kind...they won't get it down to nothing. They'll reduce the losses to a level they can better deal with.

REPLAY: ***Please fill us in on the Summit Meeting (leaders of BACTA, AAMA, JAMMA and AMOA) which occurred in London. What was discussed? Are any issues the subject of ongoing dialog, or possible joint action?***

BOB: The Summit Meeting has been going on since 1991 and it's growing more substantive. We discussed taxes, video game ratings, proposed new European Economic Community technical standards, and how those standards will impact the U.S. industry. We updated other association leaders on activities by the Anticounterfeiting Advisory Group, including efforts to deal with various business issues, as well as intellectual property matters. We informed everyone about the cross-promotion program where the ATEI and ACME distribute literature to attendees about each other's shows.

STEVE: It's important to realize that any governmental action to tax or regulate our products, no matter what part of the globe it occurs in, is of significant interest to this industry, worldwide. So these coin-op Summit Meetings, which are held four times a year, provide a forum — not only to share information about the occurrence of these events, but to discuss the implications of such events and to formulate potential international responses. If a government implements certain things in one country and gets away with it, then it becomes a model our government can point to here.

BOB: That's why it's important to all the Summit attendees that Britain is considering this tax on amusement machines, and why we all want to help the British industry work against the increase. For example, we've sent them an example of AAMA's public relations video tape, to evaluate whether this tool or something similar might help in their work against taxation.

REPLAY: ***Speaking of government actions, how strong are chances of the new U.S. Congress passing dollar coin legislation this year?***

BOB: With the Republican Congress, we're optimistic our chances are better than recent years. We sent a mailing to our members on Feb. 15, urging them to write to their members of Congress in support of dollar coin legislation. On the negative side, we've never had organized opposi-





Representatives from the Communications Department of the U.S. embassy in Chile, talk with Bob Fay during reception.

tion to dollar coins all through the years. But now, a "Save the Greenback" group has come forward. This group is mainly backed by the company that makes paper for dollar bills, as well as printers' unions and government printing employees, plus a major ink factory that prints dollar bills. They have hired David Ryder, a former director of the U.S. Mint, to head their group. We don't know how strong this opposition will be, but it has appeared and will have to be evaluated. By the way, the U.S. Senate bill calling for dollar coins has not been introduced yet, but everybody has got renewed optimism that we're "coming off the deck" in this fight, and we hope to get the coin legislation passed this year.

REPLAY: ***Regarding video game ratings, are we still facing negative legislation at the state and/or federal levels? How widely used is AAMA's "interim advisory system"?***

STEVE: As an association, we've gotten an indication from most of our video game manufacturers that they will put the parental advisory on the attract mode of their products. We've got a couple of examples today where it's already out there; one of the most prominent is Williams Electronics. We believe others will follow in a timely fashion that reflects their release schedule of new games. We believe as an association that we've made a tangible and important step to inform the public about game content. This was the prime objective of Senators Lieberman and Kohl, and Congressman Lantos, with their initiative of last year. We're keenly sensitive to related initiatives on the local level and we're keeping a careful eye on that. At the state level, the threat of legislation is omnipresent. Every time a game goes "over the line" of appropriateness, at least in the eyes of some, this issue will come back as headline news in some state or municipality.

REPLAY: ***What's the status of talks between coin-op and Dr. Pober's Ratings Board? This group, which is funded by the Interactive Digital Software Assn., has rated hundreds of consumer video games since last fall.***

STEVE: With respect to the IDSA ratings board, we've had an open relationship with their executive director, a relationship which we cherish. I think we'll continue to have a dialog, principally on the areas of how well that rating system has worked for the consumer industry. So we may have an opportunity to learn from that experience ourselves.

REPLAY: ***JAMMA and AAMA set up the Anticounterfeiting Advisory Group, or AAG, a while back. As we understand it, AAG's original assignment was to provide a focus and stimulus for vigilant law enforcement and copyright protection, on behalf of the coin-op industry, in many countries around the world. Bob, could you please give us an overview of what the AAG has accomplished in its first two years?***

BOB: We'll mark our two-year anniversary in March. The program has basically accomplished its goal, which was to attack counterfeiting at the source. We've had major successes in Spain, Italy, Korea, Taiwan, Mexico and Brazil. We're currently doing a maintenance program to train Customs officials through seminars and other types of sessions. For example, intellectual property rights are the current hot issue between the U.S. and the People's Republic of China right now; AAG held its first training seminar in China in October of '94. Another seminar for Customs officials is coming in up in the Netherlands, which is the major transfer point for goods shipped by KLM Airlines. Another training session will take place for French Customs officials at Charles de Gaulle Airport. So far, the results of AAG's efforts are very good. Actual counterfeiting activity around the globe is quiet.

STEVE: JAMMA is the funding source for AAG, and AAMA is the contracted administrator of the program. At its board meeting in February, JAMMA will decide whether to keep the funding in place, and if so, at what level. Once that decision has been made and AAMA has been advised, then our board will make a determination as to what our future will be in the program. Bob has done an outstanding job of supervising the entire AAG program, and he has been recognized by people at JAMMA and elsewhere as being largely responsible for the success of the Anticounterfeiting Advisory Group. At AAMA, we're pleased he's been able to do this while performing his other duties as executive director of AAMA so well.

REPLAY: ***What's the worldwide status for defending video games as intellectual property?***

BOB: Copyright laws are excellent around the world; the issue has always been enforcement. We're happy with the cooperation we have received from government officials in other countries. They have done a fine job, carrying out their duties in a highly professional manner.

REPLAY: ***So, as you said, the amount of actual counterfeiting that's going on today is at a pretty low level.***

BOB: Right. However, a new avenue may have developed, and that is an application of home games which are put into arcade cabinets. There's some indication that in some countries, a certain amount of this may be going on as a substitute for "hardcore" counterfeiting. We sent some U.S. legal opinions on this down to government attorneys in Mexico and Brazil for review, discussion, evaluation and

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recommendations as to what local laws in each country may apply to this. To our knowledge there has been no U.S. case law on this point. It may be more a matter of royalties than copyright. Then the question is, what agency would have enforcement responsibilities in that area? We're pursuing that and expect to get answers back very soon.

REPLAY: ***Let's move on to some of the other issues affecting the industry. Last year, AAMA heard a briefing from Craig Johnson regarding AMOA's National Amusement Network. Between NANI, the Sega Channel, the prospects of music downloading, and other hi-tech developments which are stirring out there, what steps is AAMA taking to help its members understand and meet the ongoing technological revolution?***

STEVE: As an association, we've tried to elevate the priority of education for our members. In doing that, we established an education committee about a year ago. While this committee may have gotten off to a somewhat slower start than anticipated, we hope it will be a "fast finisher" under Mike Rudowicz, who is the current chairman of that committee. One of the committee's objectives is to provide, in conjunction with our meetings, a forum to discuss issues of technology, global sales and marketing, systems and management. The intent is to provide "snapshots of education" through first-class speakers whose programs would be integrated as part of our normal meeting process. Clearly an association such as ours has an important role in providing that kind of education.

"The world's getting a lot smaller, and at the same time our industry is becoming increasingly more diversified and global."

—Bob Fay

REPLAY: ***AAMA used to produce a "sales index" for internal use. We understand this no longer being done? Why not, and how can our industry solve its lack of hard information? Many manufacturers, distributors and operators feel they're largely working in the dark.***

STEVE: We've wrestled with that snake for years. I call it a snake because it slithers, and every time you get your hands around it, it seems to wriggle out from your grasp! A Sales Index would have many benefits, but we've discovered it also has some built-in problems. It pits the competing interests of individual companies (who have proprietary, confidential information, and who wish to keep it private) against the benefits of having widely-available data that would be helpful to managers in all quadrants of our industry. We have not been able to successfully get these competing interests to agree on a common approach. After years of effort, and quite a few dollars spent, we finally concluded the time was not right. We decided to cease our activities on the Sales Index for a period of time, and that's what we have done. On a personal note, I hope the AAMA Sales Index or something like it could be revived in the future, because that data would be useful to so many people in so many ways.

BOB: We've been trying to make this work for seven years. "What are numbers and trends in machine sales?" is the question I'm asked the most, by outside press, investment analysts and others. Not a week goes by that somebody doesn't call and ask that question! Actually, it's kind of embarrassing not to have official information at hand.

STEVE: But there are reasons why this is so. We're a "small big business" and there is no anonymity to statistics. Where you have useful statistics in other industries, they are either collected by the government, or else they are provided by such a broad spectrum of contributors that the consolidated information offers some protective anonymity. Still, not being able to resolve this issue was one of the major frustrations of my term as AAMA president.

REPLAY: ***When Bill Rickett was AAMA president, he said (on several occasions) that "Our industry's number-one problem is a long-term decline in operator buying power." Is this still our major problem today? What successful strategy can AAMA promote, to help trade members "go where the money is"?***

STEVE: I'd say in many respects Bill is as right today, as he was back then. You also have to look at individual components that make up "buying power": vend price, commission structure, overhead, product cost, and — last but not least — demand for those products by our player base. All of those affect buying power. So as an association we want to deal with all of them that we can influence. Vend price? That's one reason we are pursuing a dollar coin. Customer demand? That's why we have active PR and other programs, to help stimulate the player base. So as an association, we're trying to do things to help our members sell more products. In the end, those efforts benefit the whole "food chain" — manufacturers, distributors and operators.

REPLAY: ***Any other comments you'd like to make?***

STEVE: I'd like to thank the AAMA executive committee members who have worked very long and hard with me over the past two years. That includes vice president Bill Cravens, secretary Frank Gumma Jr., assistant secretary Marty Glazman, treasurer Dave Patterson, and assistant treasurer Rick Kirby. I'd also like to thank the committee chairmen in particular. There are too many to name individually, but they've done an outstanding job. I'd also like to give Bob a hearty pat on back...and a big bearhug! He's one of hardest-working guys I know, and one of most dedicated to our industry. I've got a lot of respect for him and appreciation for the contributions he makes.

BOB: Steve has been a great AAMA president. From my point of view, we've had a full partnership and his heavy commitment of time has helped AAMA grow. It all starts from there; you've got to put in the time, and the other benefits can then begin to flow from that. Steve should be commended for his generosity and for many other things he's done to help shape AAMA and put it on the solid footing it enjoys today.

REPLAY: ***We think most would agree that AAMA has definitely "found itself" in the last few years and is getting steadily better and better. Congratulations to both of you, Steve and Bob, and thank you.*** ◆

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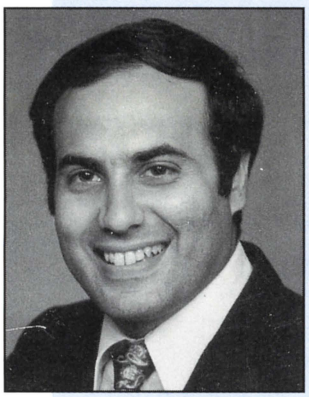
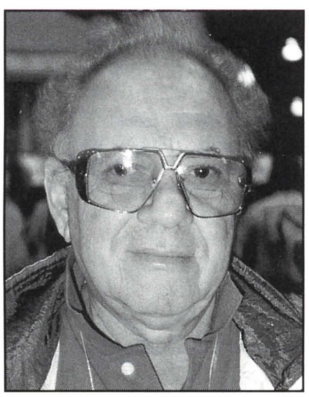


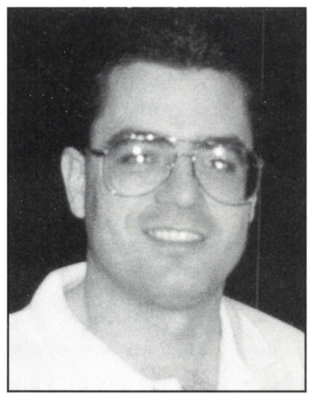
Phil Elum
Elum Music Co.
Massillion, Ohio

I think I'm going this year, although I haven't made any reservations yet. If I do go, I'll be looking at equipment for family entertainment centers. Right now, we're looking at that type of location, which would be our first full-blown FEC. We just went to the IAAPA show and to the show before that in Las Vegas (Fun Expo), only because of that one account that's pending.



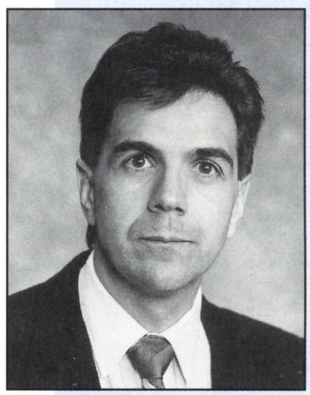
Tony Allotta
Paradise Vending
Las Vegas, Nevada

Yeah, I guess I'll be going. I'll be looking for new types of vending machines and supplies and so forth. We have about 500 machines in Nevada, but we're not so much into the amusement end of it. I've been reading the vending trade magazines and I do find a lot of equipment that I'd like to keep up on. There's about three or four different vending suppliers who always go to the show, and I'd like to talk to them.



Bill Filer
Erickson & Holl
Lyons, Illinois

Yes, we're going. It gives us a chance to get a first-hand look at the new equipment, and to analyze what equipment might be profitable for our route. We run all types of machines, from redemption and video to pool and darts, so we're not looking for any specific type of equipment. But it always good to see what's coming out, what might be the next hot game, the next *Addams Family* for instance. We'll also have a chance to talk to manufacturers, to discuss problems we're having with the games or availability of parts, that sort of thing.



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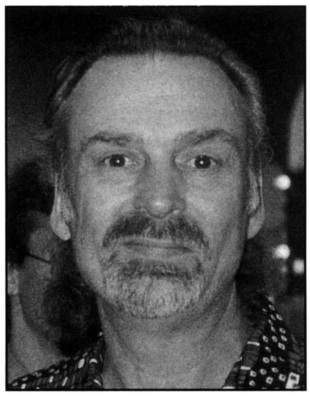
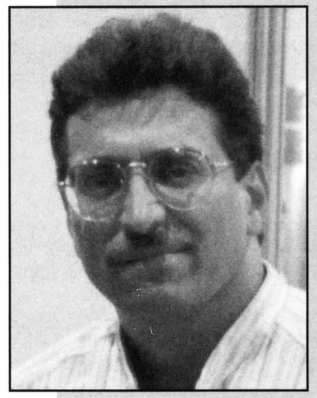
Coin-Op Specialists
Adrian, Michigan

Actually, no. I'm going to be attending the AMOA's first mid-year board meeting around the first of the month (Mike is an AMOA board member and the current president of the MCMOA). Then we're having our state association's trade show in Ann Arbor from March 9-10. Then my daughter's going to be on Spring Break in early April, and I'll want to spend some time with her. So I have to get some work in there somewhere.



John Kyle
Wit's End Arcade
Albuquerque, New Mexico

Yeah, I'll be going. I'll probably be looking for high-tech games. Not the virtual reality games with the headsets and all, but something with 3D polygons, a 360 degree playfield and maybe a simulator, something like *T-Mek.* What I'd really like to find is something new and reasonable. I've been a little disappointed in some of the newest games, especially considering how much they cost. And I also might be looking at some of the game cabinets. I'd like to have something better to put my equipment in.



Louis Manolios
P-N-L Vending
Pittsburgh, Pennsylvania

I probably will be going. One of the things we'll be looking at is Arachnid's new dart machine. We have a big dart operation and I've heard that Arachnid has made some changes with their games that benefit league play. I'm not really interested in the video games they'll be showing, but I'd like to see what new pinballs they're going to be bringing out. It will also be interesting to see how much more they can possibly charge for them. We would have bought more pinballs last year if they weren't so expensive. And in the past we've only bought from one company, so we'll see the others have to offer; these days, we're looking for prices.

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.44 Magnum Funpower

WILLIAMS ELECTRONICS "MAKES YOUR DAY" WITH 'DIRTY HARRY'; NEW PINBALL FEATURES THE VOICE AND IMAGE OF CLINT EASTWOOD

Remember this all-time classic movie moment? Clint Eastwood, playing San Francisco police detective "Dirty Harry" Callahan, has just won a shootout with several bad guys. Now Clint points his enormous pistol at the last remaining criminal. The crook is trapped and disarmed, but he's also tempted to grab for his own gun, which lies nearby.

Clint says: "I know what you're thinking. Did he fire six shots, or only five? Well, to tell you the truth, in all this excitement I kinda lost track myself. But seeing that this is a .44 Magnum, the most powerful handgun in the world — and would blow your head clean off — you have to ask yourself one question: do I feel lucky? Well, do ya, punk?"



Of course, the bad guy cowers in submission...and Clint goes on to star as "Dirty Harry" in four more hit movies over the next 20 years (a sixth entry in the series is possible sometime in the future). And now, *Dirty Harry* seems poised to become a hit pinball game from Williams Electronics.

The game shipped to Europe first, where it's been earning plenty of pounds, francs and deutschmarks. In mid-February, it started shipping to the USA — so operators should feel lucky, even if Harry's criminal opponent didn't. Ops will also be pleased to hear that it's competitively priced. (Not cheap, but under the level of some of the highest-end pinball titles of recent times.)



The Williams team believes some things don't age: a fine wine, a great song, and pop culture icons like Dirty Harry. Ever since that first 1971 film, Eastwood's violent cop hero has been wildly popular with men and women, adults and kids, younger and older fans alike. Ten years ago when President Reagan quoted another famous Dirty Harry line in a press conference — "Go ahead...make my day" — the franchise climbed to new levels of movie immortality, and it hasn't cooled down yet.

What could be more natural for a pinball game tribute? "We believe in these oldies but goodies," said WMS sales veep Joe Dillon. "The infamous Dirty Harry Callahan with his 'Make My Day' slogan has been very strong in its European release and now it is proving to be a very strong license in the United States. We believe it will be a good, solid street piece. It can be an evergreen,

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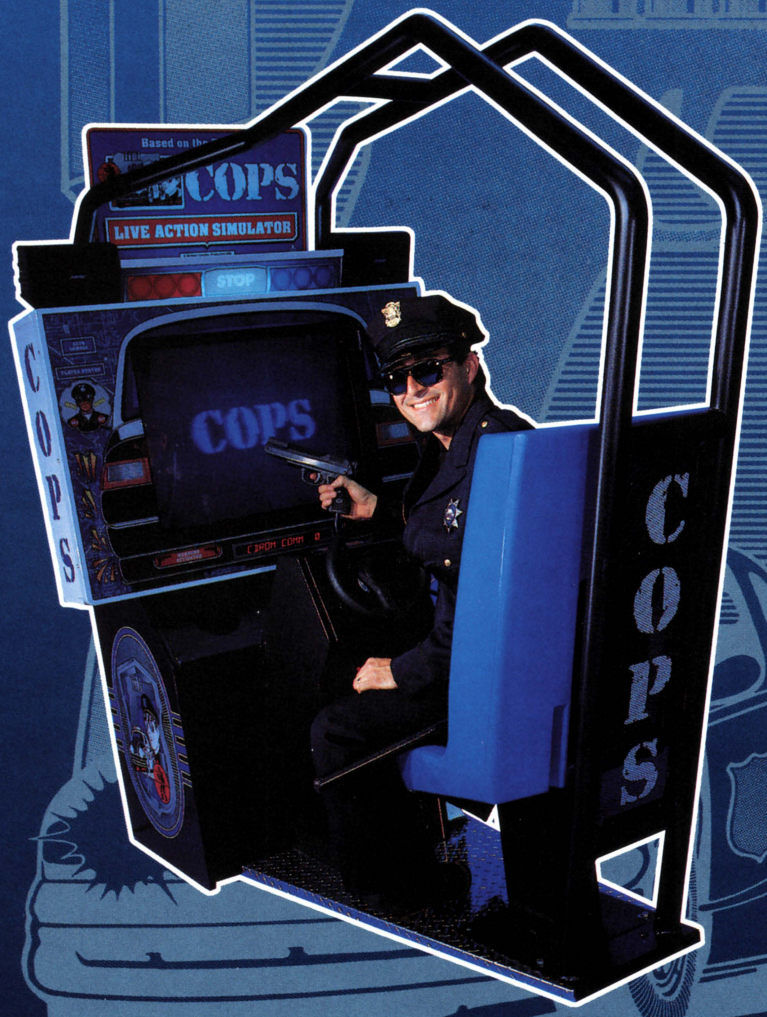

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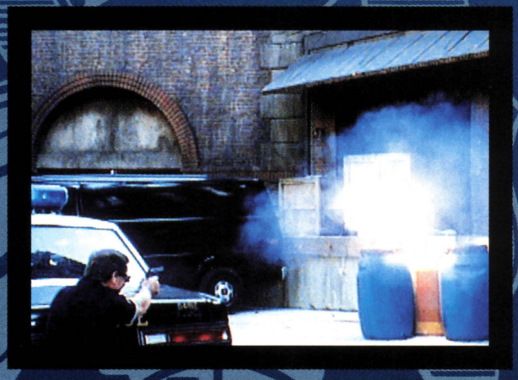

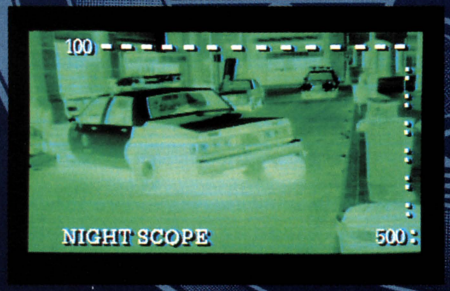



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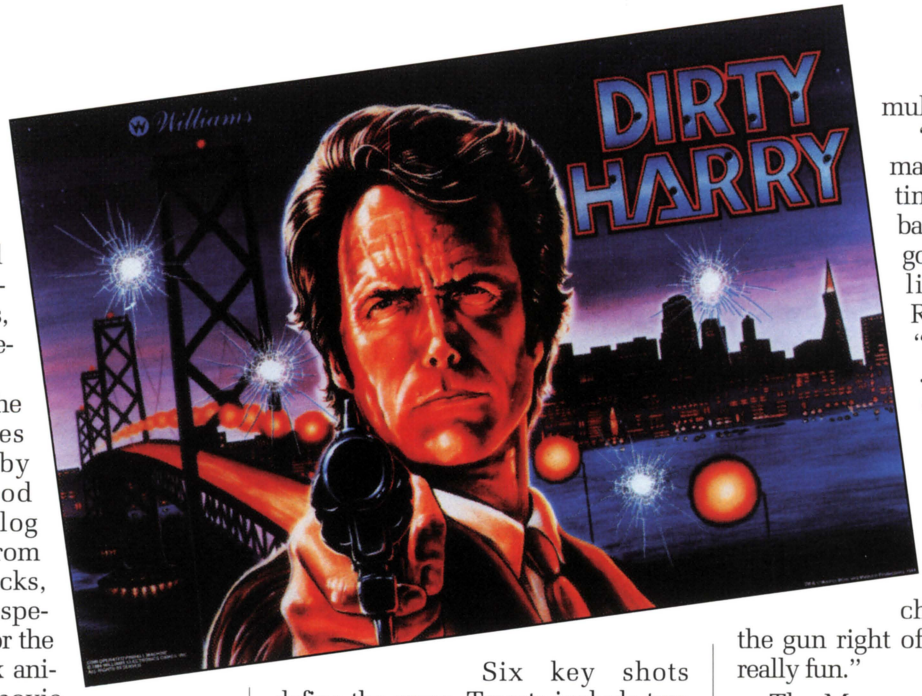
especially for the older audience in the local tavern or the new sports bar. Obviously it will also be an attraction for the FECs, arcades and gamerooms."

Dirty Harry, the pinball, features actual speech by Clint Eastwood including dialog that's familiar from movie soundtracks, and some lines specially recorded for the game. Dot-matrix animation brings movie scenes to life. Meanwhile, the game's lead designer Barry Oursler (of *Cyclone* fame) has recreated the look and feel of the spare, lean Dirty Harry action movies by translating them into a spare, lean playfield which turns the flipper game into an actual shooting gallery. The pingame even has a replica of Harry's famous .44 caliber Magnum that players can "load" and "fire" themselves!



Six key shots define the game. Targets include two outer loops (one is left-to-right, one is right-to-left), two ramps, and a couple of 3D models at the top of the playfield (the "safe house" and "warehouse"). Putting the ball into a single drop hole on left side, begins "mode play" where players re-enact typical Dirty Harry situations: barroom brawl, car chase, letter bomb, tackling the Mob, stopping a serial killer, and a "crime wave" which consists of multiball play.

"Smooth kinetics make it easy for a first-time player to bat the ball around and have a good time," said WMS licensing director Roger Sharpe. "Players can load the .44 Magnum, located one-third of the way up the righthand side of playfield, via the plunger skill shot, or by hitting the warehouse target. So you get a chance to work with the gun right off the bat, and that's really fun."

The Magnum continually pivots from left to right and back again, on its own. Players are supposed to wait until the gun is pointing at a lit target, then fire it by squeezing the gun handle on the front of the cabinet at just the right instant.

The classic lines such as "Did I fire six bullets, or only five?" and "Do you feel lucky?" and "Go ahead, make my day" are delivered by Eastwood's own voice, and heard in a meanful context, tied into gameplay action at that point. "We are pushing the envelope with more and more speech in each succeeding game, tying it into dot matrix animation and gameplay," Roger Sharpe explained. "Clint Eastwood's recorded speech also directs you by saying things like, 'Go for this target,' or rewards you by saying things like 'nice shot,' or 'congratulations, you've earned a promotion to sergeant.'"

It's as clever a combination of coin-op and Hollywood as you're likely to get. What inspired all this was Barry Oursler's initial concept of having a pinball shooting game that recreated the Hogan's Alley silhouette targets in a flipper format. As it turns out, seven targets on the game have the silhouette motif, which also appears on the backbox.

At this point, it was time to select a subject to give this "pinball shooting gallery" some specific flavor and personality. "The obvious and best theme to work with Barry's concept," said Roger Sharpe, "was Clint Eastwood as Dirty Harry. We contacted Warner Bros. Studios about the possibility back in 1992. At that time, the question was: would Eastwood be

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interested in working on something like this, having achieved the stature of Oscar-winning director?"

The company need not have feared. Pinball conquers all, even the biggest police gun on the city streets. "Shortly after that first contact, we heard he was incredibly interested," Roger recalled. "As negotiations got underway, we started getting calls from Warners saying, 'Clint wants to know what's happening with this pinball idea.' And by the time we got into production, he was filming 'The Bridges of Madison County.' We sent our Vince Pontarelli and Matt Booty to a Warners sound stage in Los Angeles last December, and they worked with Clint on recording the dialog we needed for the game. He was great, wonderful to work with, and had no problem saying needed pinball phrases like 'great shot' or whatever."

The results add an immeasurable dimension to the game, said Roger. "Playing the game with that distinctive voice coming out of the speakers — it's really Clint Eastwood inside there! His intonation, style and personality are right there. The game is an homage to him, with his famous dialog and the largest closeup face on a pinball backglass we've ever done."

Gameplay also follows plot elements from 'Dirty Harry,' 'Magnum Force,' 'The Enforcer,' 'Sudden Impact' and 'The Dead Pool.' By the way, Roger added that Warner Brothers is releasing a special video tape package of all five Dirty Harry movies in letterbox format, so it's clear that interest in the character is alive and well and strong as ever.

The choice of Dirty Harry as a licensing theme may prove as astute as other Williams' hits like *Twilight Zone* and *Addams Family*. "The most obvious licensing tie-in is a big new movie, yet in some ways it can also be the most difficult," Roger Sharpe explained. "You have to hope to capture the feel of it, hope it's a hit, and hope the game's release works well with the timing of the movie's opening and lifecycle. But we have some evergreens and classics like 'Twilight Zone' and 'Addams Family' which have gone on for decades and will remain strong for years into the future. With the Dirty Harry character, we have the first and best example of the renegade cop who bucks the system...Of course, we also get the incredible charisma of Clint Eastwood, who has been a top-ranked, world-class superstar for over 30 years."

Williams is banking on the star-power of Eastwood and the firepower of Dirty Harry to translate into cash-box earning power in all sorts of locations, and for every type of player. "Clint Eastwood transcends the age barrier," Roger stated. "Women gravitate to him. Men have loved Eastwood for years. For younger kids, he's an icon they've seen on TV in a variety of roles. He's the John Wayne of our era, the walking definition of whatever is good about macho. He's a hero who is unambiguously on the side of good, fighting evil with no holds barred."

Backglass and cabinet artwork were executed by WMS's Pat McMahon (as many stars do, Eastwood himself reserved final approval). Barry Oursler's design work benefited from a new structure in the WMS game engineering department, where three of their top professionals — designer Steve Ritchie, software programmer Larry DeMar, and mechanical engineer Pat Lawlor — work with each team that's assigned to specific games. In addition, veteran Steve Kordek is still adding in his wisdom to the overall process, distilled from over half a century in the business.

"We're still learning new things about better maintenance, gameplay, features, and the whole spectrum of the pinball discipline," Roger said. "This new structure means we have formed a strong team to make sure all the elements are present to make every pinball from Williams/Bally-Midway a real game."

Roger praised his contacts at Warner Bros. for working so hard to support the making of *Dirty Harry,* the pinball. "These entertainment professionals understand what we need as a pinball creator, from a musical score to dialog or even props, that can help us bring the experience to life in a coin-op game context," Roger said. "Warners gave us complete access to their archives, backlot and warehouses to make this game the best it could be."

Got that, punk? Then maybe it's time to head to your authorized Williams distributor to check out this new pinball. That is, if you're feeling lucky. ◆

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SEIDEL TO BOW FIRST NON-ROLLDOWN AT ACME

For 35 years now, Ed Seidel's been building rolldown games. Going way back to 1960 when he picked up the rights to continue producing *Pokerino* from the widow of that game's inventor, his Seidel Amusement Machine Co. has provided these staples and others like *Bingoreno, Twenty One* and more modern ones like *Lite-A-Line* to the arcade industry. Now he's finally diversified.

Visitors to the ACME show in Reno will be among the first to see and play Seidel's very first non-rolldown. Designed by Ed Seidel himself, it's called *Smokin' Token* and as the name clearly implies, it's a token roll redemption game. It's also fun.

When patrons drop their tokens into the slot, the tokens roll down a slotted "ski jump" and shoot off the end toward a rotating target wheel that has scoring holes cut into it in spoke fashion. The idea is to launch your token through one of those holes and win the number of tickets indicated on top.

The excitement is increased as the number of winnable tickets is multiplied when shots are missed. There are also four "bonus" holes in the wheel, and when you launch your token through one of these, it starts a clock. To sweep up the "jackpot" of tickets, you have to pass a second token through and of the bonus holes before that clock runs out.

The company's marketing chief Phyllis Seidel says everything regarding the ticket multiplier and bonus jackpot are operator-adjustable. "That's important to note, because operators will want to make sure their own payout ratio is where they'd like it to be," she stated.

The winnable ticket amounts are displayed on the game's rectangular backglass. This game has a dispenser-resume feature (play can continue without tickets). "Players are never cheated on *Smokin' Token,*" Phyllis happily declared. (the game hold over 6,000 tickets; it has a low ticket indicator and ticket meter.)

The game looks good, typical of Seidel's quality craftsmanship. Built of plywood and Formica, the cabinet contains a cash box that can hold over $1,000 in quarters or tokens. *Smokin' Token* has a built-in theft alarm, a coin lockout feature, digital sound to please the ear and see-through side panels so rubbernecking spectators can kibbitz.

Ed and Phyllis Seidel invite all showgoers to see *Smokin' Token* go through it paces at the ACME. No doubt, their new token roller will also be making the distributor open house tour when ACME has concluded. Check it out.



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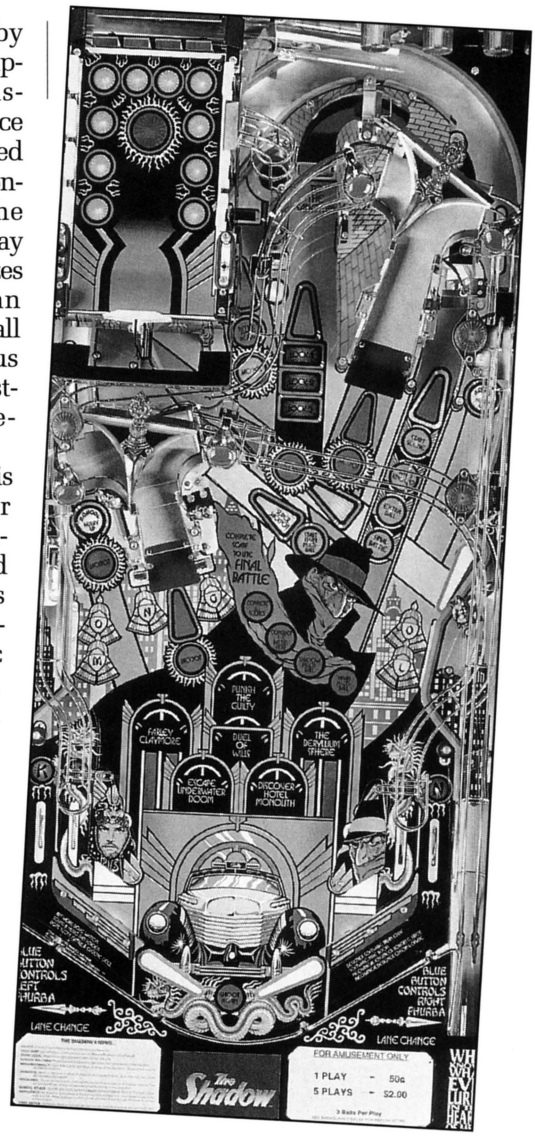
Midway Knows

WHO KNOWS WHAT LURKS IN THE HEARTS OF MEN? *THE SHADOW* IS MIDWAY'S NEW BALLY PINBALL

The Shadow was designed by Brian Eddy, who says his flipper game captures the suspense, danger, mystery and romance associated with this famous licensed property. For starters, the player-controlled diverter ramps are in the shape of phurba knives. As gameplay begins, "a strange power first freezes the ball for a moment," Brian grinned. "Then it's drawn into a ball lock at the entrance to the famous inner sanctum. This triggers a fast-paced three-ball multiball sequence."



The Shadow, of course, is a mysterious crime-fighter with occult powers, including the ability to "cloud men's minds" and thus appear invisible to his enemies. The movie starred Alec Baldwin, John Lone, Penelope Ann Miller and Tim Curry...all of whom recorded custom dialog for this Bally pinball. Voices, sound effects and music are reproduced via Midway's advanced DCS Sound System. Video mode (on the dot-matrix screen) includes memorable sequences from the film, as well as a wild challenge where players have to dodge an ever-faster series of evil, living knives that fly through the air at them.



Like the Shadow himself, players will ascend to "the Battlefield," an elevated mini-playfield where the final confrontation with the forces of evil occurs. The mission is to vanquish the son of Ghengis Khan, who has arrived in the 20th century bent on conquest. Hit the drop targets and break through the wall to start a five-ball multiball sequence...and save mankind from a fate worse than death! Operators will appreciate the ease of maintenance; you can release the hinged playfield with a single thumbscrew.

The Shadow was a hero with many mysterious powers. According to the factory, *The Shadow* pinball game has the power to excite players and earn a very fine return for operators. The mysterious laughter you hear may be your own!

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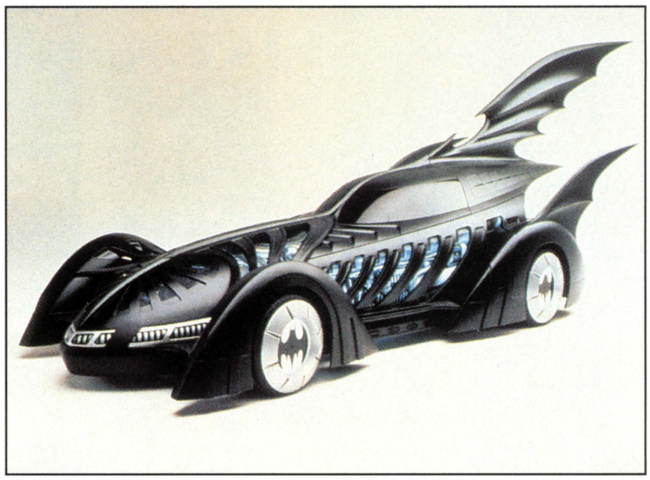

CLASSICS TO GROW ON

Just Kiddie Rides bows 'The Jetsons,' 'Tom & Jerry' and 'Batman'; new rides offer many "bells & whistles" plus 36-month warranty



The hottest toys in America today are all tied into popular characters from TV and the movies, according to a recent story by the Associated Press. Makes sense, doesn't it? Just Kiddie Rides thinks so. The Farmingdale, N.Y. manufacturer had a major hit last year with its line of *Flintstones* rides. Now, they're back — bigger and better than ever — with three more rides based on famous, licensed characters: *The Jetsons, Tom & Jerry,* and *Batman.* All three rides are available now or will be shortly, said the firm.

Talk about enduring (and endearing) personalities! These famous faces have been around for decades. "We are not interested in licensing fad items or themes which lack


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true, traditional appeal to parents and kids," said JKR President Jerry Reda. "We pioneered character-licensed kiddie rides, and we are very selective about who we will be associated with...All these rides have been location-tested, and results show that the rides meet or exceed sales revenue generated by *The Flintstones.*"

For their "Jetsons" line, JKR will offer futuristic space vehicles like those used by George Jetson and his family in the classic Hanna-Barbera cartoon series. The TV show is currently seen and loved by parents and kids alike in virtually every country around the globe.

The cat and mouse duo, Tom & Jerry, have been delighting worldwide audiences for 40 years — first as MGM animated theatrical short subjects, later on their own Hanna-Barbera syndicated TV show. JKR's ride is a motorcycle with side car, featuring 3D replicas of Tom and Jerry wearing cute cycle gear. Kids get to ride along with the action-packed pair.



JKR's Batmobile is an exact replica of the design which will be featured in the upcoming Warner Brothers film, "Batman Forever," scheduled for a big summer 1995 release. Here again is a character which has been steadily popular in comics, TV and movies for 40 years. The ride should get a major boost from the excitement of the newest movie, but whenever that begins to fade, the Batmobile ride will continue to generate serious long-term income (as JKR's *Flintstones* rides are still doing today, said the firm).

All three of these new licensed rides feature lots of interactivity. Kids will find many buttons to push which make lights and sounds happen. Such features are a big attraction in today's kiddie ride market, a "must have" item. "These products have fully indicative dashboards, control panels, exotic electronics and other state-of-the-art design features," said JKR execs.

Built to last? You bet, and built in JKR's newly expanded U.S. facility, too! All these products from Just Kiddie Rides are UL listed, so American operators don't have to worry about safety. In addition, the company has been granted a "C UL" listing for its product line in Canada, which is accepted by all provinces and territories up there. Quality construction is promised, too: JKR rides feature dual coin boxes, secondary sound buttons, and many surprise features which are typically found only on European rides, said the firm.

By the way, JKR offers a complete 36-month warrantee on all parts and components used in ride fabrication. This shows just how confident they are that their rides will stand up to tough location use and come back for more. "If replacement parts are needed they will be shipped the same day," JKR vowed.

In other news, at the upcoming ACME show JKR will also bow a brand-new line of generic rides, along with redesigns of some old favorites in the generic category. "After *The Flintstones* rides were such a hit last year, many customers began taking a more serious look at the entire kiddie ride market and the traditional, generic rides," said JKR. But the company is keeping its new generics under wraps for the moment! "We want to leave some surprises for ACME," execs said with a smile.

For more information, visit your authorized distributor, or for referral contact Just Kiddie Rides, 12 Dubon Ct., Farmingdale, NY 1735. Phone is 516/293-8129. Fax is 516-293-1268.

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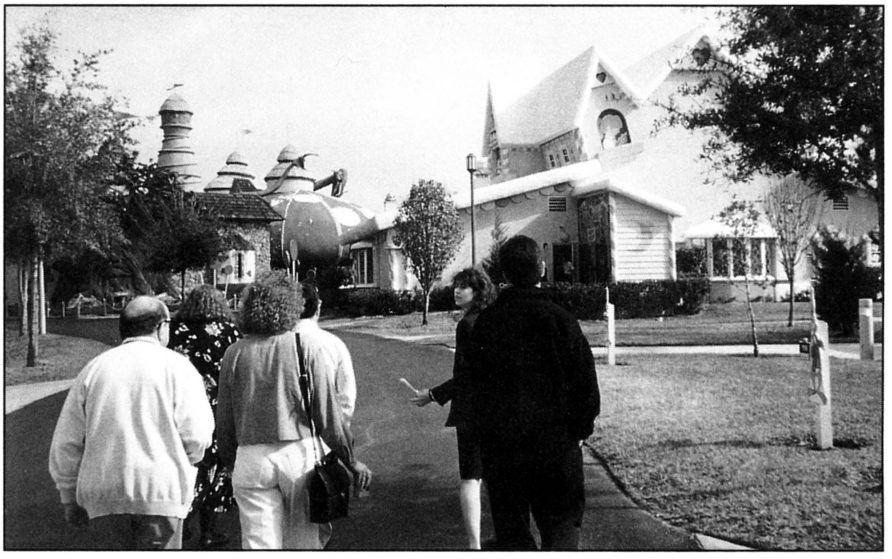
Operators and state association execs from Hawaii to New York attended the AMOA Council of Affiliated States (February, 1995) to network with each other and AMOA leaders. (All photos courtesy of AMOA vice president and Nevada state association chief Doug Minter.)



The AMOA States Council toured the Kids' Village complex, an Orlando, Fla. resort for terminally ill children and their families. AMOA and Council member organizations donate cash and games to this charity which is run by the Give Kids the World foundation.

AMOA States Council inspects Florida charity site during annual meeting

SUNSHINE & GOOD DEEDS

Supporters of a charity like to know where their money goes. Members of the AMOA Council of Affiliated States got an opportunity to learn just that, during their recent annual meeting, held Feb. 3-5 at the Twin Towers Hotel in Orlando, Fla. About 35 executives and officers from 16 state operator associations attended the affair, gaveled by committee chairman Bill Treger.

Besides their normal agenda (chatting up trade issues on the state and national level), attendees also visited the Give Kids the World Foundation. This charitable group runs the "Kid's Village" resort for terminally ill children and their families. GKTW has long been a favorite charity of leading Florida operators. In the last couple of



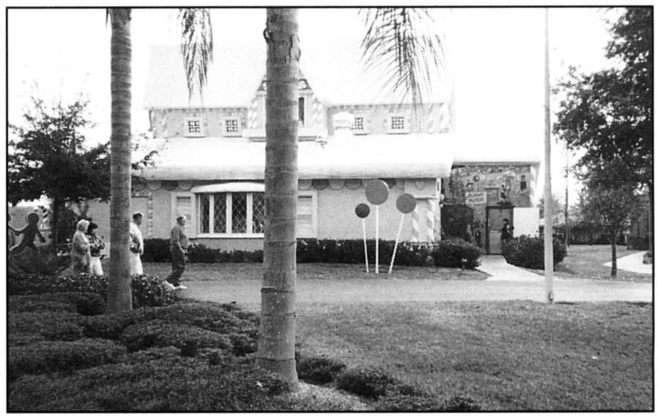
Centerpiece of the Kid's Village complex is this "Enchanted Castle."



Guest families at the Kids' Village stay at these charming cottages, all duplex units styled after the architecture of different nations.



In this caboose-style ice cream parlor, children get all the ice cream they can eat!



This "gingerbread house" is the Kids' Village restaurant, serving guest families with daily breakfast and dinner.



"Old Elmer, the sleeping tree" is actually a corner tower of the Enchanted Castle. Children can enter the tree and explore inside it.

years, AMOA board member Bill Miller has persuaded AMOA in general, and the States Council in particular, to adopt this cause as well. Video games, pinballs and other amusement devices at the Kids' Village have AMOA's fingerprints all over them.

"Major national corporations like AT&T and others of that caliber have made incredible donations and contributions to help this very worthy charity," said AMOA's Kim Rundle. "During our first-hand visit to the Kids' Village, we found the results to be very impressive. It confirmed that state operator associations have selected a great charity to support."

Prodded by the States Council, operator associations around the USA have raised around $10,000 for GKTW in recent times. Additional funds from the National Dart Assn. and other industry fundraisers have boosted AMOA's total support of GKTW to around $20,000.

The purpose of the States Council is to let association execs network with each other and with top AMOA leaders. They share concerns and war stories, learn more about everything from taxes to membership drives, and sometimes coordinate strategies and action plans. The status of legalized gambling in the individual states has always been a major focus of interest at States Council meetings, and was so again this time. Attendees heard an in-depth address from Bob Hartford, executive director of South Dakota's state operator association, regarding their recent successful campaign to defend operator-run video lottery. The group also learned about the pulltab gaming market from Emile Bourgyne of Oasis Gaming (a division of International Gamco, Inc.).

AMOA leaders provided an informative program, too. AMOA President Tami Norberg-Paulsen provided an overview of broad industry issues; she also fielded questions about projects like NANI and others. AMOA Executive VP John Schumacher reviewed the AMOA budget and provided useful data on on overlapping membership between state associations and AMOA itself. AMOA Government Committee chairman Gene Winstead and government relations manager Laura Olson briefed state execs on current issues in the nation's capital and in the states — and how the GRC committee is handling them. Finally, AMOA Administrative Coordinator Kim Rundle explained the association's "auto info" fax line, a new information service. New functions may be added to this service especially for state association execs, Kim said.

Next year's meeting of the AMOA States Council is expected to take place during the first week of February, 1996, probably in Las Vegas which was the popular site of the 1992-4 editions of this meeting. ◆



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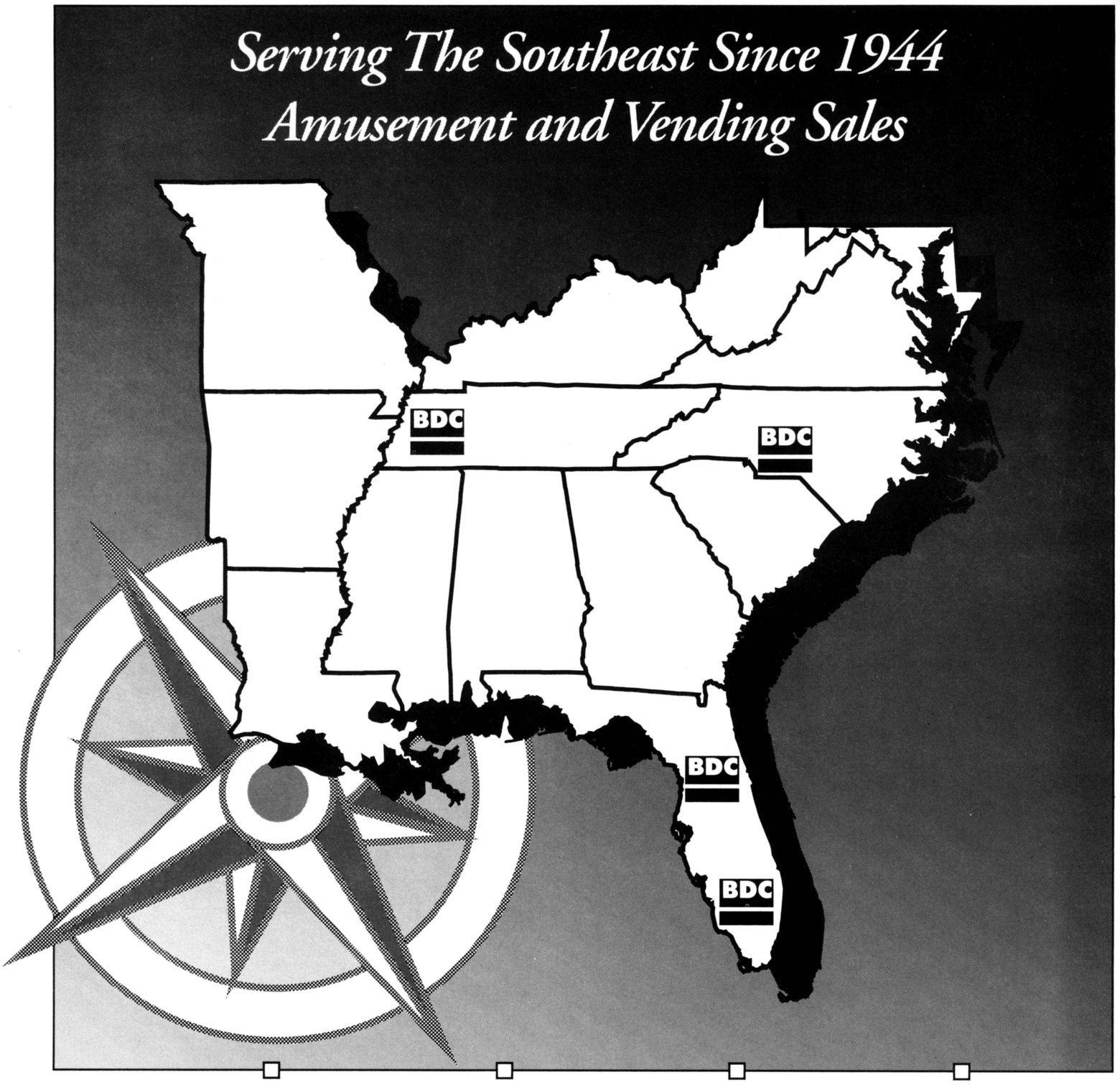

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Konami (America), Inc. is headquartered in Buffalo Grove, Ill., a suburb of Chicago.

NEW & IMPROVED!

KONAMI (AMERICA) GEARS UP WITH NEW FACES, NEW PLACES AND NEW R&D MUSCLE FOR A CHANGING COIN-OP MARKET

In case you haven't noticed, today's coin-op industry is different than it was a couple of years ago. (Heck, it's different from 15 minutes ago.) Well, Konami (America), Inc. has noticed. And they're taking steps on many levels to position themselves for the market of the 1990s. There are a lot of new faces over at their U.S. headquarters in Buffalo Grove, Ill. and they'll be showing several new games at this month's ACME show in Reno...including a couple of great-looking redemption pieces. Hey, this company knows how to change with the times!



Recently appointed Konami (America) Inc. president Kenneth Dirnberger.



Michael Rudowicz serves as the company's coin-op president.

In the past, of course, Konami has been synonymous with cutting-edge video games, for both coin-op and the home. Tradesters will recognize such hits as *Teenage Mutant Ninja Turtles, The Simpsons, X-Men, Run and Gun,* and *Lethal Enforcers.* Just last year at this time, Konami unveiled another winning title, *Lethal Enforcers II: Gun Fighters.*

Today, the company has several tools in place to catapult them into the front lines of a changing industry, including vast in-house R&D resources dedicated to creating the best products for the U.S. market...a new aggressive marketing strategy...and most recently, a critical change in top management, starting with the appointment of Kenneth R. Dirnberger as the new president.

K. Dirnberger brings proven leadership skills to Konami, as well as a fresh corporate attitude. The firm feels these qualities are exactly what is needed to continue the momentum that has built



The U.S. office will soon get a major facility next door for new R&D teams, who are now sharing existing space with management and sales.

the company into a major player in a fiercely competitive industry.

Before joining Konami, K. Dirnberger was a senior officer at the Defense Information Systems Agency in Washington D.C., directing worldwide automation and management information systems (MIS) programs for that national government entity. Prior to that, he commanded U.S. Air Force communications (computer organizations of up to 1,200 people); and, he has held other key positions during his 30-year military tenure.

"I have known Ken for over 10 years," said Kagamasa Kouzuki, founder, chairman and CEO of Konami Co., Ltd. "He is a strong visionary who will carve out a strategic position for Konami (America), Inc. as we move full-force into a constantly changing marketplace. We are proud to have him on our team."

Kenji Hiraoka, former president of Konami (America), Inc., will stay in the U.S. for several months to assist the new president during the transition. Mr. Hiraoka will then return to Japan, where another vital role awaits him at the parent firm.

Other fairly recent additions to the Konami team in Buffalo Grove include coin-op sales and marketing administrator Tim Dirnberger (Ken's son was actually part of Konami before his dad joined as the new president). Darren Decatoire, who just celebrated his one year anniversary, is serving as account executive and field sales specialist. Tim and Darren join coin-op division president Michael Rudowicz, who came aboard in 1993. Over in the consumer division, the company recently appointed Andrew Donchak as president.

Continuing its dedication to superb post-sale service, Konami has nearly doubled its U.S. parts and service staff, and has appointed Sam Yerushalmi as departmental supervisor. With new personnel and equipment, the department continues to build on its reputation for prompt and efficient customer service.

On the R&D front, Konami last year began construction of a huge new facility adjacent to the company's main building. The expansion should be completed later in '95. In the meantime, the company allocated nearly half of the existing structure to

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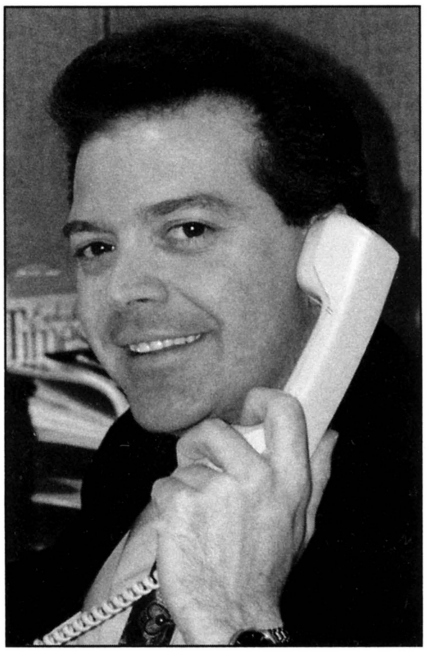
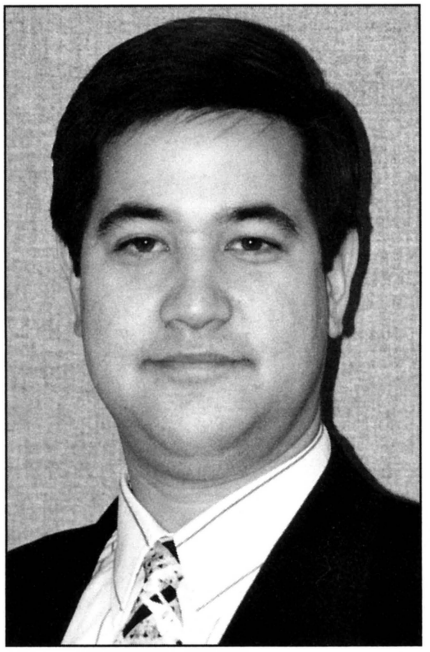
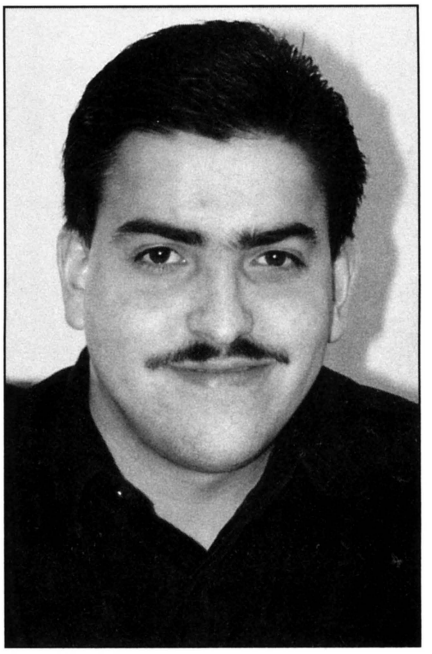


Darren Decatoire is Konami (America) Inc.'s adept field sales specialist.



Tim Dirnberger handles coin-op sales and marketing administration duties.



The post-sales service department falls under the capable supervision of Sam Yerushalmi.

several design teams; these are devoted to creating titles specifically for the U.S. coin-op market.

This revitalized R&D capability has resulted in a number of new pieces to be shown at ACME '95. Glimpsed at last year's AMOA show in prototype form, *Pirate Ship* is Konami's stunning entry into the redemption market. This unique prize-dispensing video has players at the helm of an ancient frigate, sailing the high seas for gold. *Pirate Ship* can easily be converted to award either capsules or tickets, and is operator-adjustable for payout levels and Bonus Round percentages. A unique cabinet design makes the game in-

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Soccer Superstars was previewed at ATEI in England. Shown with the game are Sue Hatherall and Graeme Noble of Konami's European division.

credibly versatile; just remove a few bolts and the game can be played on both a vertical or horizontal monitor.

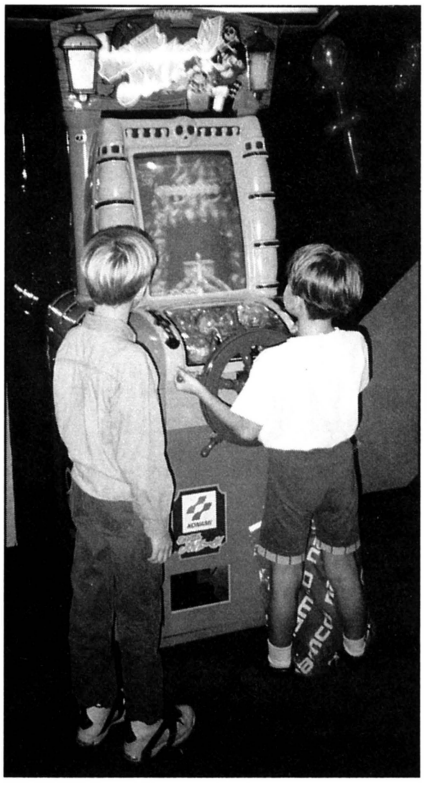
Another redemption entry is *Honey Bee,* a crane which targets younger players with its music, colorful cabinet and convenient height. A cute honeybee is featured as its claw — the player can use two, four or six of the bee's legs (depending on a roulette spin) to grab either plush or toy capsules. *Honey Bee* is designed to be a hit with kids at the local FEC.

Also slated for an ACME debut is *Soccer Superstars,* a new vidgame designed by the team that brought us the coin-op hit *Run & Gun.* Soccer Superstars utilizes a novel floor-level perspective and multi-player controls for authentic video soccer gameplay. Konami reported that the game was strongly received during testing.

Making its first U.S. appearance is Konami's new video cabinet system, Quadro. Designed by the company's European divisions, this cabinet operates up to four PCBs simultaneously. When the player chooses a game, Quadro automatically rotates the monitor to the game's aspect — either horizontal or vertical.

"We're proud of our accomplishments over the past 26 years," said coin-op division prexy Mike Rudowicz. "However, we're not content to rest on our past success. We're continuing to invest heavily in vital research and development that will enable us to bring to market the titles gamers want most. Konami has made the commitment to produce quality games with the innovative technology that will keep the company at the forefront of this very competitive market."

To get a first-hand look at what Mike means, just drop by Konami's booth at ACME '95 (and why not give the newcomers a warm welcome). And if you can't make it to Reno, just drop by an authorized distributor near you.



When *Pirate Ship* debuts at ACME '95, it will resemble this prototype shown at the last AMOA show.

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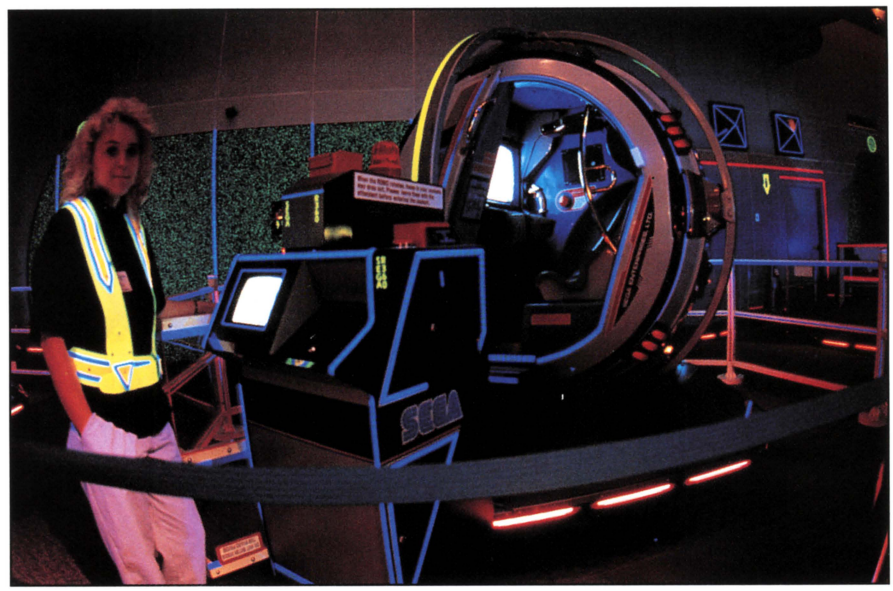


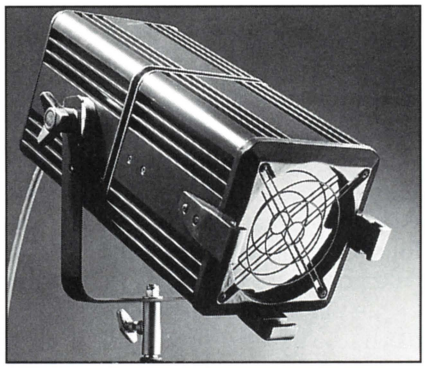
Electrically vibrant color striping from Wildfire enhances this Sega simulator attraction at their Virtualand arcade.

That Certain Glow

Remember the first time you saw black light? Wouldn't it be great if you could bring that visual excitement into your arcade or family entertainment center...without plunging the room into darkness? You can. Ultraviolet color effects from Wildfire Inc. (Culver City, Calif.) combines new types of lighting and new luminescent paints and materials, to put that eye-popping "black light" effect into normal, ambient-light situations. It's a natural for arcades, family entertainment centers and other amusement locations who wish to jazz up their decor for fun and profit.

LOCATIONS CAN ENJOY BLACK-LIGHT EFFECTS IN NEAR-NORMAL LIGHT BY USING PAINTS, UV LAMPS & MATERIALS FROM WILDFIRE, INC.

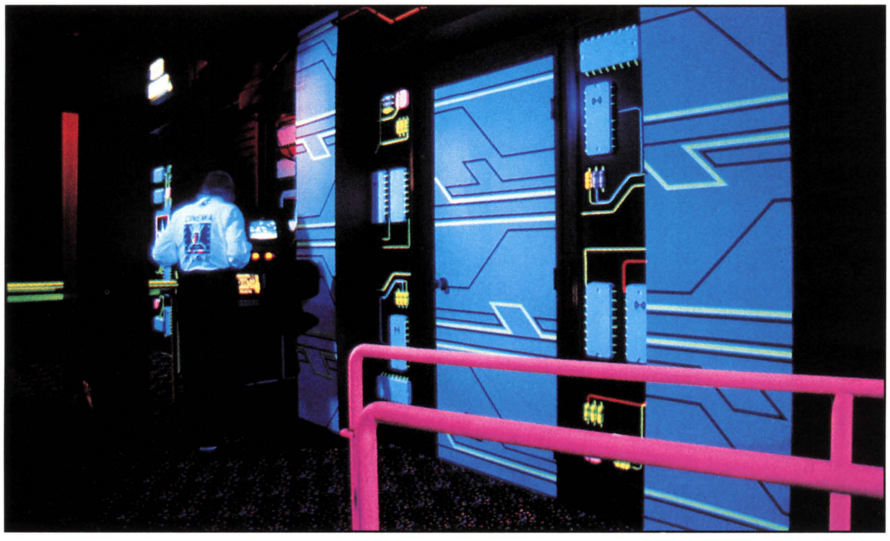
Sega's Virtualand arcade at the Luxor Hotel in Las Vegas uses Wildfire. The company's lighting effects are also a big hit at major entertainment sites worldwide, from Universal Studios, to Ceasar's Forum (Las Vegas), Sea World and Disney attractions on three continents. Wildfire has also provided lighting effects for dozens of hit movies, TV shows and Broadway productions from "Star Trek 6: the Undiscovered Country" to "Joseph and the Amazing Technicolor Dreamcoat."



This UV lamp from Wildfire will activate the company's invisible fluorescent paints from over 100 feet away. Wildfire makes several different models for various applications. All lamps are UL, C-UL and TUV listed.

Wildfire offers ten visible colors and four more "invisible" shades that are activated under their ultraviolet (UV) lighting. Besides non-toxic, intermixable paints, Wildfire also provides a full line of luminescent materials (plastics, water dyes, tapes, acrylic sheets, tubing...even hair products and confetti!). The company's staff offers consultation, design, fabrication and installation work. They'll supervise the installation of their UV lamps, too, if you like.

For more information, contact President Richard Green at Wildfire, 11250 Playa Court, Culver City, CA 990230-6150. Phone is 310/398-3831 or 800/937-8065; fax is 310-398-8065.



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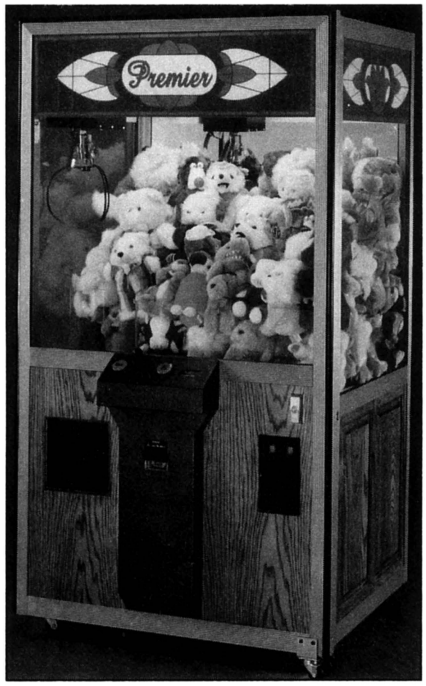

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MISSION CRANE SERVICE MATCHES SKILLED OPERATORS WITH TOP QUALITY EQUIPMENT AND MERCHANDISE IN A UNIQUE NEW PROGRAM FOR CHAIN LOCATIONS

Want to operate in national accounts? You can, by participating in a Group Operator Program run by Mission Crane Service, a redemption manufacturer based in Anaheim, Calif. Mission has already placed its cranes in a number of locations and they're looking for operators to expand the program across the country.

How did Mission land this exciting opportunity? Michael Lewis, president of Mission Crane Service Inc., founded MSCI in 1989 as a route operation with just two skill cranes. The business grew quickly, covering a wide area of Southern California bars, pizzerias, bowling centers and movie theaters. Eventually, MCSI focused on supermarkets and grocery stores, which made up the bulk of the route by the early '90s. In 1992, however, the business was hurt by the L.A. Riots and a severe economic recession, compounded by ongoing problems stemming from design and engineering flaws in the cranes they were using.

"In May of 1993, two issues came together," Mike said, "lagging collections and equipment that was not meeting expectations. The focus became a search for more promising locations and the development of a skill crane that would not only provide a wider scope of skill crane operations, but built to standards to withstand even the roughest treatment and use."

The target market became "high-end" locations. Research showed that these locations consisted produced high traffic in customers from a wide age group, of which many of whom were willing to spend extra for various entertainment options. The research also resulted in the *Premier* line of skill cranes, specifically the *Oakmont,* which can be built as a "location specific" machine. Today, MCSI's 30,000 sq. ft. facility in Anaheim can produce over 4,000 cranes annually.

"We offer state-of-the-art engineering inside and out," said Glenn Kassel, head of Sales and Marketing for Mission Crane. "To satisfy our image conscious clients, we developed a crane with oak and mahogany cabinetry, 'stained glass' graphics and personalized corporate logos that compliment any location interior."

The emphasis on high-end locations and the capacity for designing and manufacturing its own cranes had won Mission Crane the recognition of the Flagstar Corporation, which agreed to place *Oakmont* skill cranes in their Denny's restaurant chain. The success of this arrangement has led to initial tests with several other chain accounts and the expansion of the Group Operator Program.

MCSI is able to negotiate and secure contracts from regional and national chains, resulting in systems of "routes" and "zones" in instances such as they have with Denny's. Members of the Group Operator Program come from the ranks of experienced and successful skill crane operators across the country, who are given an opportunity to build on existing routes within their geographic territory.



Keep Silent? Get Real!

Features	Coin ConneXion Amusement COMPLETE	Silent Partner* Ver. 12 (1994)	Silent Partner* Ver. 14 (1995)
Route-Management Software (250 Machine Package)	$1995	$2,295	$2,595
Add 50 machines	$100	$1,100	$1,200
CD Manager	included	$995	included
Redemption Manager	included	$1,995	included
Service Calls	included	$1,595	included
Parts Inventory	included	$1,995	$1,995
Income Forecasting	included	$995	$995
Cigarette Inventory	included	$995	$995
Automated Data Collection Interface	included	$595	$595
Family Entertainment Center Module	included	not available	not available
Arcade Module	included	not available	not available
Telecommunications Software for Support	included	not available	not available
300-Machine Package	**$2,095**	**$12,560**	**$8,375**

* According to latest available price quote information

Just six months ago, Silent Partner charged SIX TIMES Coin ConneXion's price for similar features. They've dropped their prices, now only charging FOUR TIMES as much. So you might ask yourself how any company can drop prices $4,000 and stay in business. Could it be they've been overcharging all along ... and still are?

Coin ConneXion charges $2,095 for a 300-machine package. Always have. We believe it's the *fair* price for Amusement COMPLETE, the *Gold Standard*™ in Route-Management Systems. Coin ConneXion *begins* with a superior program, including many features they don't even offer. And we upgrade our programs twice each year.

Don't keep Silent. Gallop over to Coin ConneXion's booth (#1326) at ACME '95 for a demonstration!

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COIN CONNEXION

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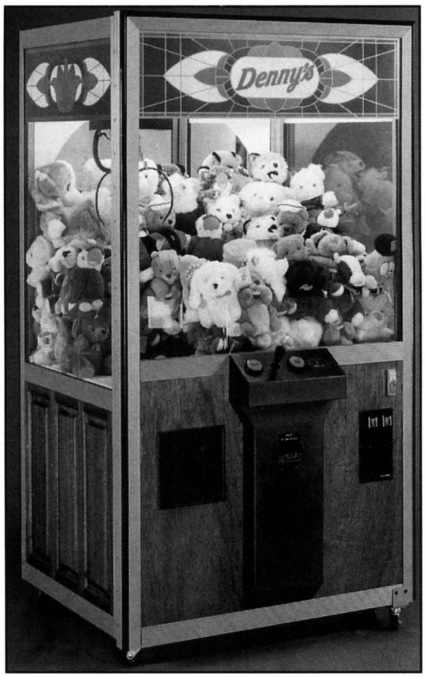

The cranes can also be easily made "location-specific" with minor changes, such as the addition of the corporate logo.

As part of an agreement, Group Operator Program members are required to purchase location-specific equipment; service the accounts as specified; maintain insurance requirements; purchase plush from Plush-4-Play, the company's approved supplier; prepare collection tickets and sales reports per instructions; maintain high standards of appearance and customer service; and submit commissions and processing fees to Mission Crane weekly.

The company's goal is to maintain a network of skill crane professionals throughout the U.S. that provide uniform service recognized as "the best and highest quality in the industry." The Group Operator Program allows MCSI to provide effective service in a wider area, uniformity in equipment, merchandise and service, and complete accountability for corporate clients and operators.

In the case of Denny's, each location receives an *Oakmont* skill crane, complete with the restaurant's logo. The handsome cabinet is built to blend in with its surrounding "like a piece of furniture," and the unit is fully approved by the ETL for the ANSL/UL 22 amusement listing. A high-quality assortment of plush is hand-selected by MCSI at two-week intervals from Plush-4-Play.

Mission Crane has developed a very successful business relationship with Plush-4-Play that goes to when Mike bought his first plush pre-packs in 1989. The two companies have worked closely to ensure that the quality of prizes are among the finest found anywhere.

"Many operators are experiencing a decline in their sales and subsequently reduce the quality and costs of their plush in an attempt to maintain their profit margin," Glenn added. "Invariably, their sales will then continue to slide. Our philosophy is to do just the opposite; increase the quality of the plush and the equipment, and the sales will increase accordingly. By using the talents and efforts of Plush-4-Play, one of the largest prepackers in the country, this philosophy has proven to be very successful."

For information on the Group Operator Program, contact Candy Klimes of MCSI at 714/456-0550 or Jim Lawson of Plush-4-Play at 800/252-3687. ◆

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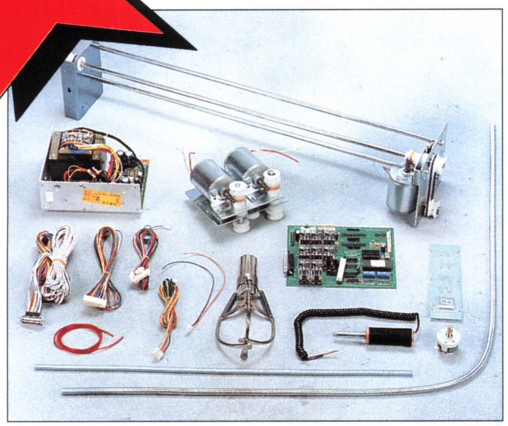

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Coin-Slotting Machine Item No.A5
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BIG AL'S CORNER

BY ALAN FOSTER



WELCOME BACK

I have been hearing it all this past month! Times like these seem to bring out the best and worst in operators. You either bite the bullet and learn to survive, or quit and blame everything on somebody else. Unfortunately, I've been hearing a lot of the later. Every industry cycles, including ours. And while there will always be owners and operators who manage to weather the storms, there will be who do not.

In numerous past articles, I've touched on business tips to help during those slow periods. However, sometimes you're forced to ask yourself the most fundamental question about your business: "Can I make enough profit to survive?" I don't think any of us are operating just for the fun of it. We all have at least one common goal, profit and income, and when you don't make enough to live on, something has to change.

Last month, I spoke to several operators who have decided to close. The most common complaint that I heard from these guys was about the increasing home game market. One operator from Denver said, "You spend a lot of money for a new game or a conversion, then you see your customers going to the department store the same day to buy the same game for their home systems. Why don't the manufacturers make some new systems or games exclusively for the arcade or street vendor?"

Another operator from California told me, "In the '80s, the video games at arcades were always the most advanced, with better graphics, visuals, etc.. Now you can have the same thing on your TV set at home. Game manufacturers should have a one year waiting period on all games before releasing them to the home market. At least that would give us a chance to recoup our investment in a game."

Have you been hearing or asking these same questions? Are home systems responsible for soft receipts? What can an operator do to change his slow situation? A few years ago, I spoke at a conference and a person brought up an interesting scenario. She stated that "business is like fishing. The owner is the fisherman, the store is the pole, and the bait is the your product. When the fish don't bit, what do you do? You change your bait." How true. If your customers aren't playing a game, what do you do? Sell it or change it. If video games are slow, change to redemption. You always need to change your "bait," otherwise the fish will go to someone who does.

If you're worried about not having enough for new equipment, keep in mind that many new distributors and manufacturers are now selling equipment with payment plans. Remember, slow times mean ingenuity and planning. You're not alone, many operators are experiencing the same kinds of problems. But those that plan and change seem to survive regardless of the situation. Maybe our slogan for this year should be "lets all survive in '95."

If you have closed or quit the business for one reason or another, write to me and let me know why. I'm sure many others can learn something from your experience. As always, feel free to write with your comments or questions to: Alan Foster, Big Al's Corner, P.O. Box 901382, Palmdale, CA 93590-1382.

Fun Harbour

a conversation with



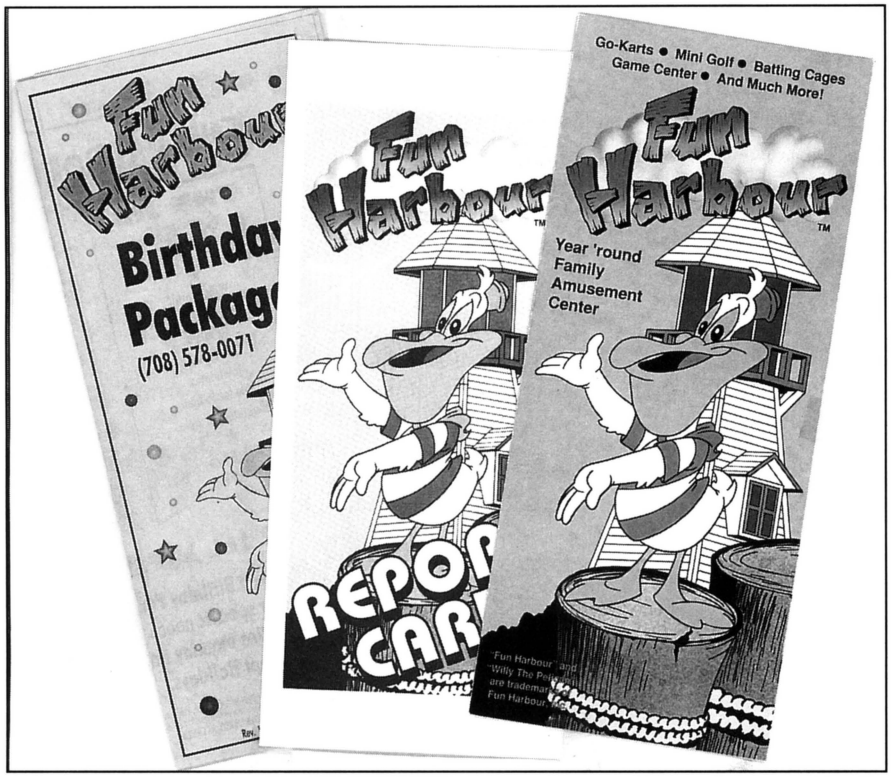
HOWIE RUBIN

In just a few more years, Howard L. Rubin will mark his 30th anniversary in the amusement machine industry. Few people in that industry, if any, can claim the variety of job experiences he can. Consider that he's worked in manufacturing, in distributing, in both street and arcade operating and even in game design and he might more properly be called "Mr. Rubin".

But to the legion of trade people he knows on a first name basis, he's "Howie"...a man who can be dead serious about business when he needs to be, warm and often humorous when he doesn't. He's got the confidence of a guy who's "been around" and that means here and overseas.

The man who started out as a distributor's sales rep in Jersey and now co-owns a full-blown family fun center in the northern Chicago suburbs was intimately involved in both the coin-op and (perish the thought) home video booms either in manufacturer sales, management or (at times) at the design level. In fact, Rubin's been one of the few "suits and ties" in this business born with the "toymaker gene" (Midway's *Double Cheese* video redemption game, for one, came from his creative head). "I've done just about everything in this crazy business except edit a magazine!" he laughs.

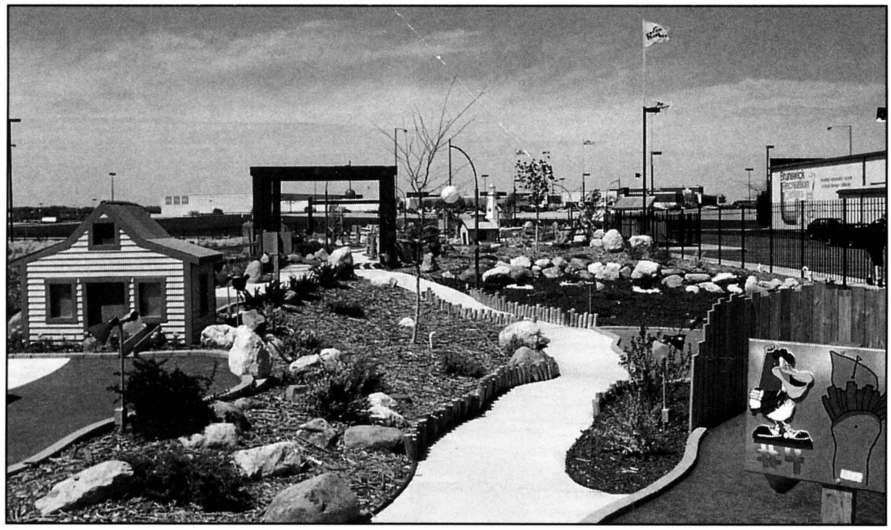
Howie Rubin came into the business back in 1968 as a salesman with Betson Enterprises in New Jersey. "I learned about operating coin machines from my customers, the operators themselves," he recalls. He was switched over to Betson's then music, games and vending routes after a time as sales manager.



Fun Harbour mascot "Willie the Pelican" appears on fun center signage and hand-out literature. The full-color, fold-out brochure at right touts the FEC's attractions inside.



Exterior of the Fun Harbour indoor game center itself with its signature lighthouse. Plenty of parking on this 4.5 acre site in Waukeegan, Illinois.



One view of the miniature golf course by the 4th hole.

There he learned a whole lot more about running machines on the streets. "This gave me the opportunity to see the business from the end user's or operator's perspective," he says.

He left Betson and joined three-year-old Atari, Inc. in 1975 as their east coast sales manager. He set up a sales and service center for them in Jersey that covered the whole right half of the U.S.A. He was ultimately promoted to director of special projects...one such project being Atari's creation of what is now known at "home video".

In 1981, Rubin joined D. Gottlieb & Co., the old Chicago pinball manufacturer then owned by Columbia Pictures, as a vice president. His mission: to get the company moving into video games (which were still booming at the time). He hired a staff of 75 engineers and during his three years there, supervised the design of more than 20 video games. Two of those games, *Q*bert* and *Mach III,* are best remembered.

In his last year at Gottlieb, Rubin was put in charge of product development in their pinball division. He left in 1984 to join a new company called Kitkorp which bought video PC boards from Japan and turned them into kits for the U.S.A. At that time in the history of the games business, dedicated video sales had gone into a deep slide, and the concept of selling kits was heating up. "At Kitkorp, we bought boards from such companies as Sega, Taito, SNK, Jaleco and Konami, packaged them up into conversion kits and sold them to distributors around the U.S.A.," he recounts.

"We eventually closed the thing down because most of these Japanese companies decided to form their own American divisions," he says. "I believe that's kind of obvious when you look around the business today," he smiles.

After Kitkorp, Rubin formed H.A.R. Management Co., and spent a year dabbling in game design, consulting and also arranging for some companies to get their videos into the then-sprouting NIntendo home video system *(Famicom).* "I assisted in

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Howie Rubin with his *Double Cheese* redemption game, which he designed and then licensed to Midway. He also did *Lotto Fun* for CCI and has two more pieces to come that are already licensed.

writing Konami's initial business plan for their entry into the Nintendo business and subsequently did the same thing for both Taito and Sunsoft," he recalls.

In 1987, one of the few important Japanese video game manufacturers/designers without a presence in the U.S. was Jaleco, Ltd. Rubin was hired on to make that happen. As president of Jaleco USA, he supervised the manufacture and marketing of five dedicated videos here. He also got Jaleco into the Nintendo home video net.

"We introduced around 40 games and sold millions of home cartridges," he recalls. "I personally developed the story boards for some of those games," he revealed. His tenure with Jaleco USA ran from 1987 until 1992 when he co-partnered with Marc Klibanow in his present Fun Harbour venture, while also



Party of senior citizens at Fun Harbour. Judging by the prizes going home, these folks know their way around redemption machines.

Users' Reports

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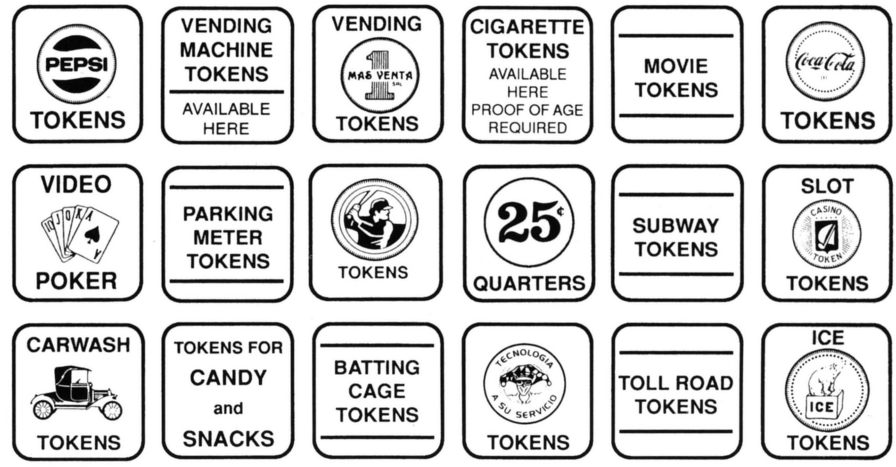

Many Stock Signs available. Custom Signs (black & white or color) designed to order.



An interior view of the game center itself. Offering 18,000 sq. ft., the spacious arcade sports a restaurant, party rooms and fine ticket redemption center in addition to 102 coin-op games.



Rolling or tossing balls is the ticket with these two groups of youngsters as they have fun on *Skee Ball* and *Toss Em* at the Fun Harbour fun center.



Do kids like go-carts? Obviously these do, as they impatiently wait their turns at Fun Harbour's track. Kiddie corner can be seen in the upper left as toddlers drive less-challenging cars.

maintaining his H.A.R. Management company, essentially as a game design tank.

During his last two years, Rubin (under H.A.R.) has completed two redemption games that have been licensed and sold to the market...*Double Cheese* for Midway and *Lotto Fun* for Coin Concepts. He is currently finishing two more designs that have been licensed to Williams Electronics.

THE MARC & HOWIE SHOW

While Howie Rubin "shows his age and background" when he refers to Fun Harbour as "the arcade", the establishment that he and Marc Klibanow own and operate is the very definition of an indoor-outdoor "family fun center".

Located in Waukegan, Ill. on a 4.5 acre tract, the laundry list of attractions Fun Harbour offers sounds like the kind of show Florenz Ziegfeld would stage if he were an arcade operator. They have go-carts, a miniature golf course, batting cages and an area for toddlers with bumper boats and cars. That's on the outside.

The indoor arcade itself occupies 18,000-sq.-ft. Among other things, it's got a laser tag attraction housed in a 1,600 inflatable arena, a 2-story soft play area and a ferris wheel! There are three private party rooms, a full service restaurant that seats 60 and a picnic table area seating 200.

RePlay was curious to learn about the "arcade" a man of Rubin's experience would be running...how business was going right now when many game center owners report softened collections, and some other philosophical points a veteran like this would have on the overall amusement machine picture.

We thank him for his time, and especially for his candor in answering our queries in his usual straightforward way. We also think he had fun doing the interview, which says a lot about Howie Rubin all by itself.



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INTERVIEW WITH HOWIE RUBIN

How about a thumbnail description of your place to get us going?

I can't draw, but I'll paint you a verbal picture. Fun Harbour's indoor arcade is 18,000-sq.-ft. in size. We have 48 pure-amusement games, 45 redemption games and seven kiddie rides for an even total of 102 coin-op machines. We have laser tag, a big soft play area, restaurant, lots of seating and even a little ferris wheel. And a big redemption center.

"How do we pay for it (consumer advertising)? Well guys, we are already paying for it...collections are down on the street and in the arcade!"

The outside attractions include a go-cart track, batting cages and mini-golf, plus a playground for little kids that has boats and cars and a climbing area. Fun Harbour is truly a "family fun center" inside and out.

Do your "statistics" show most of the money coming from a family-type clientele?

Around 70% of our business comes from the family-oriented group...kids under 12, their parents, grandparents and the group leaders who supervise thei r parties. The other 30% comes from teens and young adults. The demographic mix here is very interesting. We're located in a blue collar city. Three miles to the south of us sit some of the wealthiest suburbs in the Chicago area. Three miles to the east are some of the toughest inner city neighborhoods in the state of Illinois. Three miles to the north and west are typical middle and upper-middle class communities.

How's business been going?

First of all, 60% of our overall business comes from coin machines, the rest from the other attractions and the restaurant. The figures for calendar 1994 are very interesting, showing an annual increase of 15%. but, let's look closer. Sales for the first quarter were up 35%. They were up 20% for the first half. But for the last six months of 1994, like most of the industry, business was flat.

Any idea why?

I wish I knew for sure, though I have a few theories. We're in the leisure time entertainment busi-



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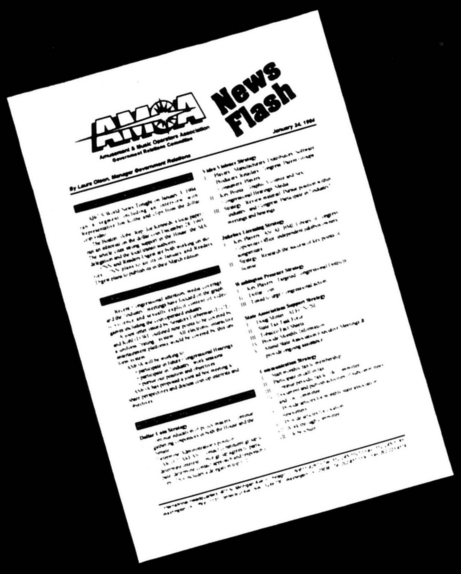

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ness. As such, we compete against all other forms of leisure entertainment for the customers' time and dollar. We are competing against the best marketing companies in the world who are constantly telling *our* customers to go to their movies, their concerts, their sporting events or stay at home and play their video games.

One of our trade magazines talks about an $8 billion coin drop. At 25 cents a vend, that's 32 billion "sales", and we do it without any consumer advertising! Think of it. We're the only industry in the leisure time business that doesn't advertise its product. We supposedly collect $8 billion, but I haven't seen any industry advertising specifically directed toward our customers, the players. We sit around and wonder why business is flat. It's flat because we haven't figured out that we have to tell the world we offer some of the greatest forms of entertainment available.

"Happiness to us is lots of kids with lots of tickets...or to see the excitement around the redemption counter when someone walks out with a color TV set."

Do you really think it's possible for this industry to do consumer advertising? That's been considered and discarded before. Besides, street operators don't seem to like seeing new games advertised where location owners can see it.

I have been a part of many discussions on how to grow the business. My responses have always included the fact that we must advertise our business to the end user, the player. We must tell the general public, consisting of millions of game players who obviously enjoy playing games at home, that if they are looking for the ultimate game play experiences and the best form of interactive entertainment, they must play coin-operated equipment.

Not many people argue with me when I get on my soap box about the validity of advertising our products. The question always asked is, how do we pay for it? Well, guys. We are *already* paying for it! Our business is deteriorating. Collections are down on the street and in the arcade. Should we continue to do little about it? Or should we take a lesson from institutions like the milk industry and the beef industry and start to get our message out to the general public?

There has to be a way to take and utilize 40 million dollars, or 1/2 of 1%, of the 8 billion dollars collected per year, in an effort to grow the business to 9 billion

WANT TO KNOW THE SECRET TO SOME SERIOUS PROFITS?

When you need machines, why bother with expensive new ones when an inexpensive, proven second-machine will go the distance? We are reliable and so are our machines. We have a large stock to choose from, so if you need equipment, we're the ones for your special needs.

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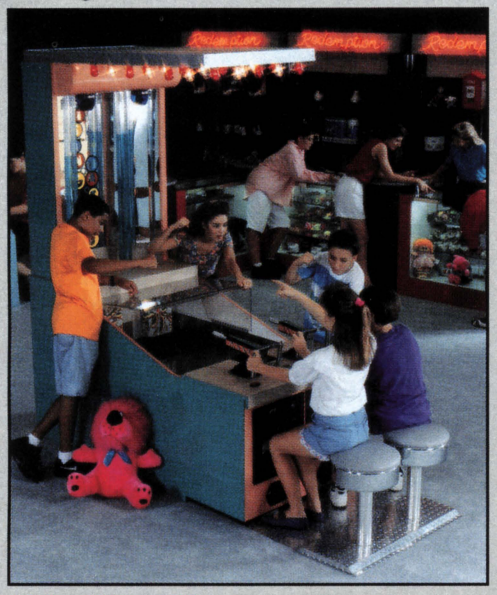

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Vertical Water Game™



Modular Redemption Center™

Bob's Space Racers has been the redemption ticket to ride since 1970. With Bob's you know that you are getting games that are in tune with today's game players – true redemption games and proven money makers. Operations of all sizes have come to depend on Bob's because of their decades of success, quality construction and legendary service. Bob's also offers more than just games, they can provide time-tested operating methods and complete facilities design services. Call for complete information on games and services.

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427 15th Street
Daytona Beach, Florida 32117
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Sidewinder A Patented Game of Bob's Space Racers

Designers and manufacturers of games since 1970

dollars. Please keep in mind that I'm not talking about advertisng an individual piece of equipment in order to get the bartender to force the operator to buy that particular piece. I'm talking about institutional advertising that, if effective, will entice people to play coin-operated games wherever they are located.

Measured by the success of consumer games sold into homes, there are more game players than ever before. Many coin people are fast to blame the decline of their won industry on the success of the consumer industry. And I suppose that is one of the causes. So maybe we need to look at what the consumer industry does to garner all its success. One of the things they do is advertise. They tell people to stay at home. They tell them to spend 2 or 3 hours sitting home playing games that are at the very best, only 1/2 the experience that we offer in the coin-operated games.

What does Fun Harbour do to keep present customers coming back and, as important, to attract new ones?

We do as much direct-response advertising as we possibly can afford in the local newspapers. We solicit all the day camps and park districts in our area to come to Fun Harbour during the summer and all year. We market birthday party and group packages. We cross-promote with local merchants. We have established a mailing list through our redemption program and send out special mailings. We reward students for good grades and also use incentive reading programs. Most important, we provide a safe, friendly environment for people to enjoy themselves.

Well, flat or not, all of this seems to keep the place pretty crowded. Even though most of your customers are family-types, do you still have behavioral problems?

Managing family clientele, the party groups and even the teenagers during the day is a relatively easy thing. At night, we bring in security guards to insure that we maintain a safe facility and environment for all the teens who come in unsupervised. Teenagers can be a problem and we're very strict with them. We don't tolerate violation of any of our rules.

On weekends during the winter and most evenings during the summer, we discourage loiterers by charging a $3.00 minimum fee to enter the building. This $3.00 goes toward the price of any of our activities. The security guards are trained to chase people who are just hanging around the parking lot. We have avoided confrontations because our guards are off-duty policemen who seem to have the ability to

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diffuse problems before they become serious.

Let's talk about machines. What's making the biggest noise in the collection box for you these days?

The best right now are *Cruis'n USA, Ridge Racer, Stadium Cross, Killer Instinct* and *Virtua Fighter.* These are pure amusements. The top redemption pieces are *Sonic the Hedgehog, Aftershock, Wheel-Em-In, Screamin' Slopes* and, I'm happy to report, my own *Double Cheese.*

"We have avoided (behavioral) confrontations because our (security) guards are off-duty policemen who seem to diffuse problems before they get serious."

What percentage of your total coin drop comes from redemption today?

Just about 58% of our coin-op income comes from redemption. I really like the redemption business. Except for the fact that we may take in money too quickly, the redemption business is good for the overall family fun center business. People enjoy winning. it's also a great training ground for the three, four and five year olds to become consumers.

I love to watch little kids deciding whether they want the green one for 2 tickets, the red one for 3 tickets or the yellow one for 5. I also love watching parents or counselors pleading with the kids to be done with their choices even though they still have a few tickets left.

Something you just said needs explanation...this statement "we may take in money too quickly". What do you mean?

The major premise of all family fun centers is to offer the family an affordable way to spend a few hours of interactive fun. A few weeks ago, I had a conversation with a customer who I hadn't seen in a while. I asked him why he wasn't coming into the fun center anymore. Are you ready?

He said he likes to plan a few hours of entertainment with his two kids and that he budgets about $25 on a Saturday or Sunday. When he comes into our arcade, he gives his kids money for the tokens. They immediately run to the redemption games and come back to him three minutes later asking for more money.

I think my customer has pointed out a big problem The successful redemption games are too fast. Kids can go though $10 in three

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minutes, leaving the parents with 117 minutes worth of time to fill and no money to spend doing it.

This is an interesting paradox. As a game designer, I've learned that the key to my success is to fill the cash box. As the head of a manufacturing company, I learned that sales depend on collections. As a distributor, I learned to sell the best-earning games, and as an operator, I buy the best-earning games. Yet, the best-earning redemption games could be detrimental to my overall business at the fun center because they use up my customer's money too quickly.



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LANIEL AUTOMATIC

Obviously, kids are going for the prizes. Your display must be rather attractive.

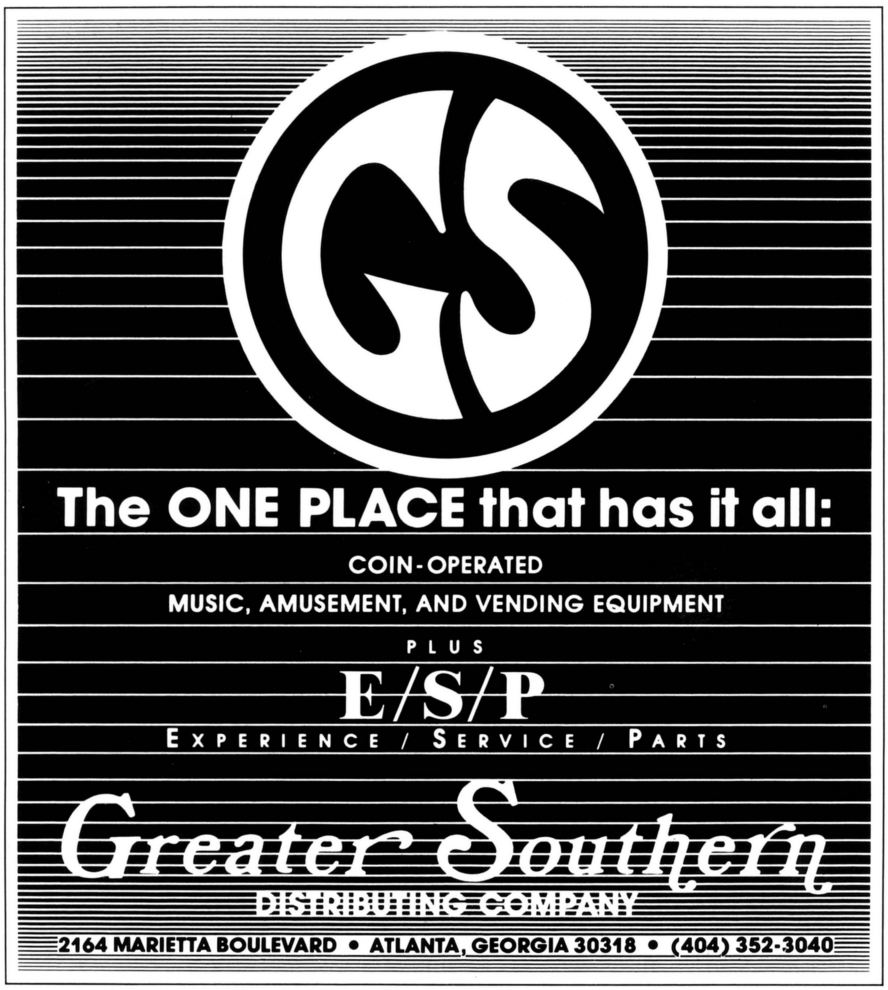
We have a very large redemption center. The prizes vary in value from a penny piece of candy up to, believe it or not, a vacation trip to Disneyland. We allow people to accumulate their tickets and I really believe that the more people are able to win and the nicer the prizes are, the more money we make.

We watch our prize inventory carefully to keep track of the most popular items and also the duds. Some of the most popular are the medium-sized plush toys, hi-tech electronics and the candy. There are certain small items that go as fast as we can get them, like paper play money and whoopee cushions.

We know you monitor each machine's ticket payout ratio. Tell us a bit how you and your wife Abby do this.

As in most arcades, control is very important. The game room uses tokens only, no quarters. All the game sales go through dollar bill changers so we can inventory the tokens. We collect the games weekly and compare tokens sold to tokens collected.

All the redemption games have ticket meters on them, and we compare the tickets vended to the tokens collected to compute the payout percentages. We believe in giving out lots of tickets. We average 7.5 tickets per game. Based on 25 cent play and a penny per ticket, that is a 30% payout. However, we take a 30% markup on the cost of goods, which brings the actual rate of payout to 21%. Happiness to us is lots of kids with lots of tickets.



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Get on board with one of the most popular cartoons of all time! Kids will have a Yabba-Dabba-Doo™ time playing with the lovable Flintstone characters in this exciting two-player ball toss game. The faster and more accurately you throw your balls in your bucket, the faster Fred and Barney move up the track. For even more fun, you can make the other player run backward by tossing their balls in the middle bucket. The graphics will make you feel like you are taking a journey to Bedrock™ with the whole Flintstones clan!



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COLOR RECOGNITION TECHNOLOGY

Lazer–Tron created the color recognition device (CRD) which allows The Flintstones game to determine the color of the balls thrown into the targets. This technology allows the players to sharpen their acuracy, speed and hand-to-eye coordination skills which adds a whole new dimension to ball throwing games.

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The Flintstones Bedrock Games™ is brought to you by Lazer-Tron, creators of the following hit games: *Ribbit Racin™*, *Spin-To-Win™*, *Aftershock™*, *Jungle Rama™*, *Shake, Rattle & Roll™*, *Super Bank-It II™* and *Wild Thing™*. Experience the difference!

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THE FLINTSTONES FEATURES:

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And the best thing that can happen in our business is to see the excitement around the redemption counter when someone walks out with a color TV set.

You're an operator these days, so you're entitled to gripe about equipment if you want to.

When I answer this question, I have to be careful about which hat I'm wearing. The only real "gripe" I have about redemption equipment is what I said earlier about the fast token. The pure amusement games that have been coming out in recent times are some of the best I have ever seen. I only wish I could afford to buy them all. I think that the manufacturer loses sight of the fact that I can't buy the next $15,000 piece of equipment until I pay for the last one. I would really like the manufacturers and the distributors to come up with creative ways to help me buy or finance the expensive products that they all want me to operate.

As an operator I have learned that I have to keep my game room current to maintain my customer base. But in a flat market, keeping current increases my debt service without increasing my income. Well guys, buying new games to stay even ain't good economic theory. And your sales are going to suffer unless you help me convince the 32,000,000 households that own 16 bit home systems to come out and play the "real thing".

"It seems to me that video games could be a safe outlet for aggressive behavior rather than a creator of aggressive behavior."

You've got a family fun center. What does the phrase "video violence" mean to you?

I am very confused over this issue. We live in a very violent world and I don't know what causes it. I never bought my own children guns when they were little. So they imaged their own out of carrots or tinker toys or anything else that could be pointed at each other with a shout of "bang bang". I am not sure whether game players like "violent" games because of the violence depicted on the screen or because of the intense action and complicated learning experience they must go through in order to master the game. I don't see people in my game room playing the so-called violent games and commenting on the blood and gore they see. What I do see happening is four or five people watching a game being played, seeing a new, "cool" move, and asking, "How did you do that?" I marvel at the learning process that a player goes through to be good at *Mortal Kombat* or *Killer Instinct.* It amazes me how eight year olds have discovered a hundred complicated moves and can use them at will.

I also marvel at the fact that kids of every size, color and shape respect the game players' ethic of waiting in line to put their tokens in the next game so that they can take on another person in the excitement of hand-to-hand combat with no harm coming to either one of them.

It seems to me that video games could be a safe outlet for aggressive behavior rather than a creator of aggressive behavior. But I don't really know and I can only give my own opinion. I have not seen sufficient results of studies done to support either theory. But for those of you who hate violent games, go out and buy a *Double Cheese!*

You've worked on all three levels of the coin machine business. Which do you like best?

You're forgetting that I also design games, which is a lot of fun, especially for someone over 50. I enjoy working with brilliant, young, creative minds. I'll come up with an idea and these people turn a dream into a reality. They are very sharp and very into what's happening in the entertainment field.

Actually, I like every level of the coin machine business. It amazes me how much we all need each other and yet how our individual needs often cause us to be in opposition with each other. But, it is a fabulous industry comprised of great people who create 8 billion dollars worth of fun, and I have enjoyed almost every minute of it!

◆



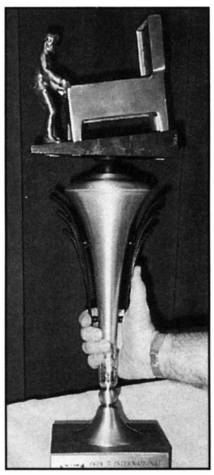
THE BIGGEST PAPA YET

New York City hosts Professional & Amateur Pinball Assn.; players flock to flipper tourney despite raging blizzard

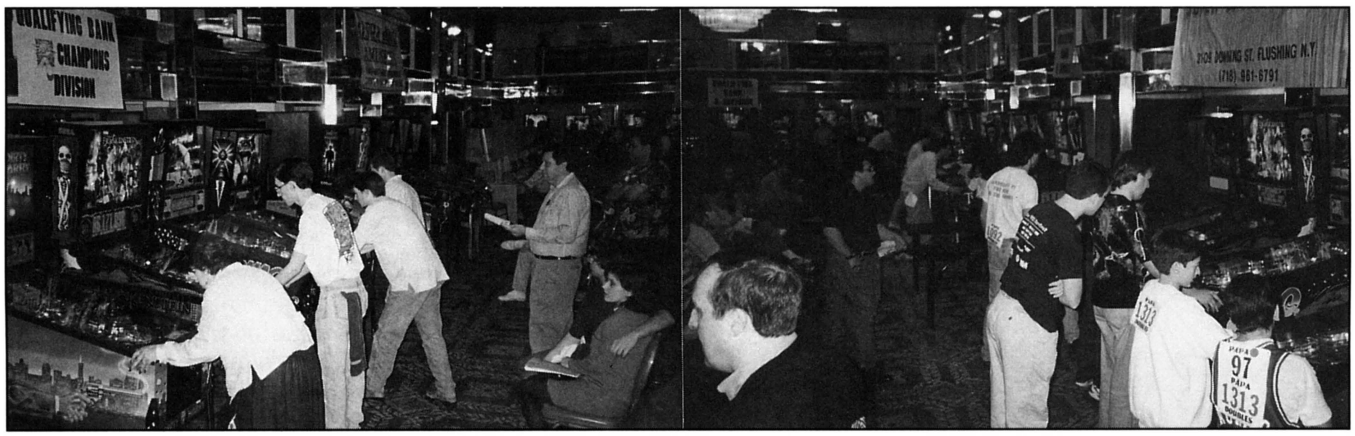
"PAPA 5 was the best tournament we've ever had," declared Steve Epstein, founder and president of the Professional & Amateur Pinball Assn. "It was the most heavily attended, with well over 700 contestants from 27 states and nine countries. PAPA 5 drew championship teams from Austria, Denmark, France and Sweden; solo players from the United Kingdom, Australia, Japan, Canada and Brazil. If we hadn't had an unexpected snowstorm, total attendance would have topped 1,000.

"And that's not all," Steve grinned. "The level of play was the best we've ever had. The titles in the A, B, C and Women's Divisions all came down to the last play on the last ball. The only winner who walked away with his contest was Roger Sharpe's younger son, who swept the junior division. But even that division had some serious contests in the early rounds. The whole event was sheer competitive magic!"

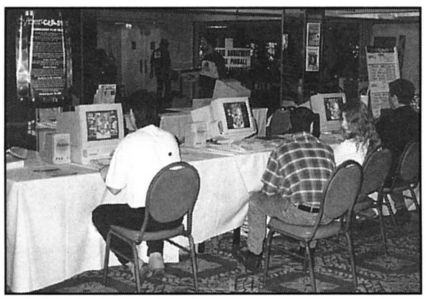
Held in a huge ballroom in the Omni Park Central Hotel (New York City, Feb. 2-5), PAPA 5 continues to star as perhaps the industry's finest promotional event. It's not just for



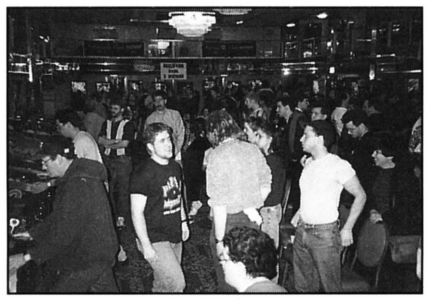
The prize of prizes: the trophy for World Champion, A Division.



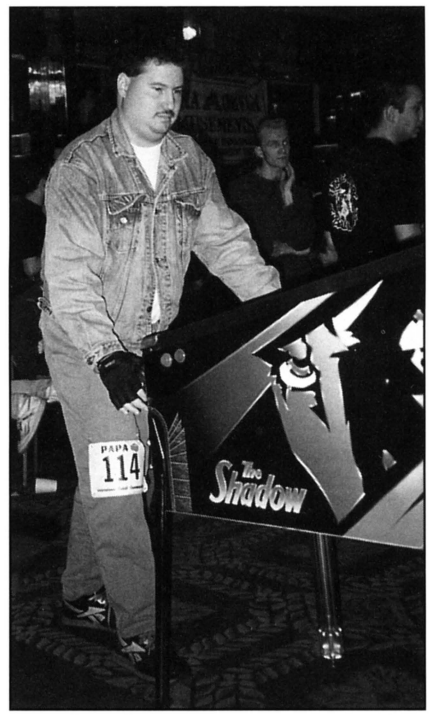
PAPA 5 drew record attendance — well over 700 players from 25 states and nine countries.



Players compete on computer simulations of pinball games from Amtex Software, a major sponsor of PAPA '95.



Was it crowded? Yes, despite heavy snow and a windchill factor of 25 degrees below zero.



A cool, collected player competes on a new flipper game.

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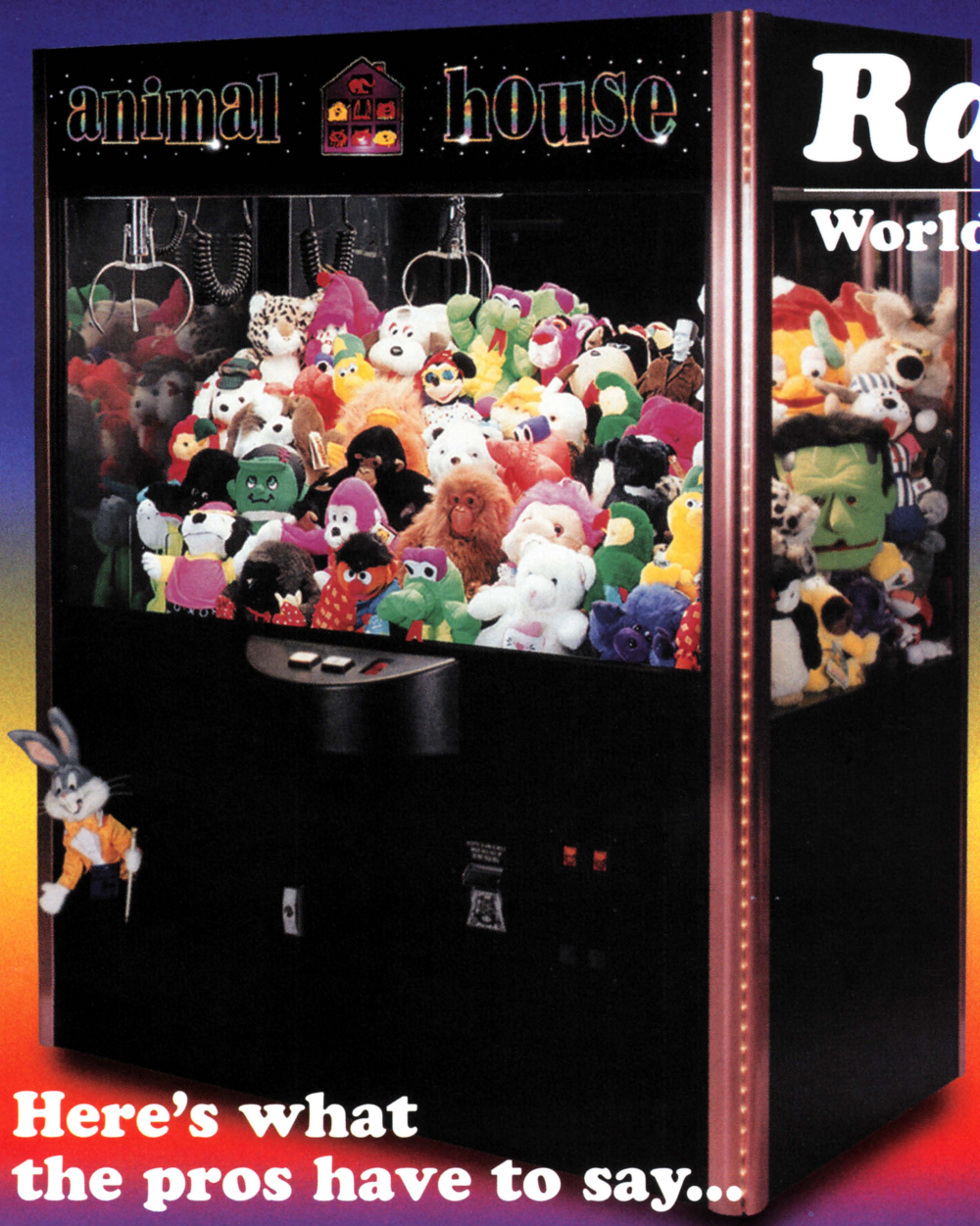
professionals and fanatics, Steve stressed, but for everyone. "Our top division has the fewest entries and that's what we want — not the pinball fanatics, but the casual players, younger kids, the growth of the women's division," he explained. "We can always get 150 top players, but the goal is to have a forum for the casual player. They discover they can compete, have lots of camaraderie, and have lots of fun without being the best player in the world. And yes, if you really practice at this, you can get better like any other sport and step up into another division. But we take the most pride in the fact of having our lower level divisions as the most heavily populated."

Steve's own hard work to make PAPA succeed is supplemented by countless hours and significant contributions from other entities, inside and outside the industry. "We did have major support from manufacturers this time, and I thank them very much for that," Steve said. Williams/Bally-Midway, Premier and Sega Pinball "loaned newer games for tournament play, sent out technicians for maintenance, provided $7,500 each in funding, and donated three pinball games (one from each major factory) for prizes."

Other sources also made PAPA '95 possible. "We also had a crucial



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"We have been very pleased with the performance of the Rainbow Crane Company and the equipment that they manufacture."

Randy Fagundo — V.P., Sugarloaf Creations, "World's Largest Crane Operators"

"We have sizeable crane operations in four large cities and run hundreds of jumbo cranes. Our city managers tell us they want Rainbows for their growth. They cite the machine's looks, reliability and ease of service as reasons. Most importantly, they tell us that Rainbows result in more revenues per machine."

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"The Rainbow Crane is the most technologically advanced and appealing machine on the market today. We have replaced other cranes with the Rainbow and realized increased revenues instantly."

Kevin Theisen — American Coin Company

"We highly recommend Rainbow Cranes for several reasons: 1) Quality of Manufacturing, 2) Reliability, 3) Outstanding ongoing technical support, and 4) Rainbow's classy looks have allowed us access to many high-volume accounts."

Ken Higgins and Bill Emerson — Northeast Coin Company



"We have experienced a sales increase of over 40% in locations in which we have replaced a standard jumbo crane with a Rainbow Crane!! The machines are paying for themselves with the increase in revenues. Furthermore, we have found that locations which were once concerned that the appearance of a crane may be offensive to their clientele are really pleased with the attractive appearance of your machine. Finally, the reliability of the technology is remarkable. Machines in operation is what keeps our Vending Division in business, and it's rare to have service calls or down time with the Rainbow Crane."

Mark A. Gawlik, CPA — President, Play • By • Play Toys and Novelties

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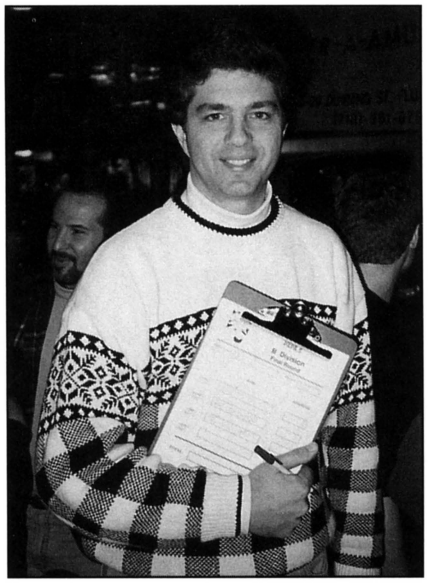


Sega Pinball's Drew Maniscalco helped run the event.



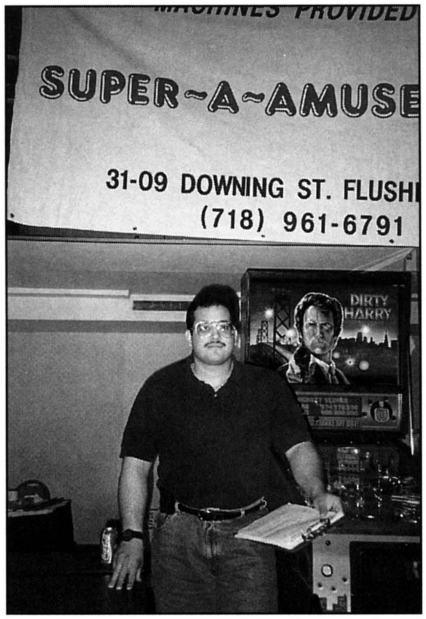
Alpha-Omega Amusements has helped support PAPA for five years now.

$25,000 from Amtex; without them PAPA 5 could not have happened," Steve declared. Amtex Software Corp. provided desktop computers and pinball simulations for a special competitive event at PAPA '95.

Of course, all the "loyal backers" were there as usual. PAPA vice president Frank Seninsky and his partner Joe Camarota (both from Alpha-Omega Amusements) and the Alpha-Omega staff provided crucial technical and personnel support and 15 pingames for competition, as did Mike Getlan's Super-A-Amusements.



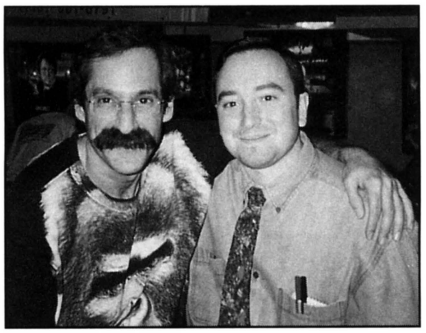
A-O's Joe Camarota and Frank Seninsky with the leader boards, showing scores to date.



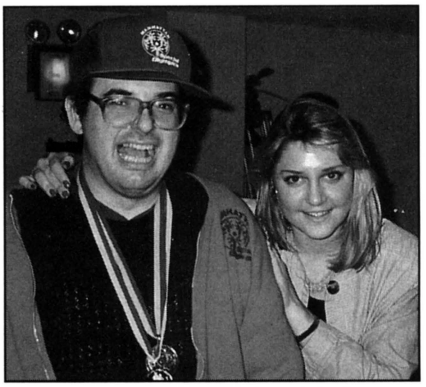
Technician Fernando Medina, from Mike Getlan's Super-A-Amusements, helped keep the games running.

Betson and Mondial trucked some of the newer equipment and supplied personnel help; Betson's Bob Boals and his wife worked all weekend, along with one of their hardworking salesmen. Sega Pinball's GM and senior VP Gary Stern and their sales pro Drew Maniscalco helped out, plus three of their techs and designers (John Borg, Eric Winston, and Orrin Day). Premier's most bubbly personality, marketing pro L.J. Greene, provided lots of support as well. Williams/Bally-Midway's licensing director Roger Sharpe, sales pro Mike Gottlieb, training whiz Tom Cahill and tech whiz Greg McKay all made solid contributions, too. "My hat is off to all of them for their invaluable support," Steve said. "The success of PAPA '95 is shared by everyone."

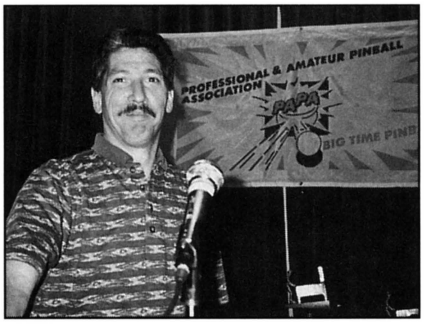
Will next year bring a PAPA 6? "We've outgrown our venue and will have to find a bigger site next time,"



From Williams/Bally-Midway, Roger Sharpe and Mike Gottlieb.



Premier's L.J. Greene with pinball player Ronnie Weintraub, winner of the New York Special Olympics in recent years.



Betson's Bob Boals worked hard to keep the tourney running smoothly.

Steve mused. "We're working toward staging a PAPA 6 next year. The challenges appear formidable at this point and it requires an unbelievable amount of energy, patience and effort. I do it because I believe in the players and have a passion for this part of the industry. Now we need to bolster the business structure of the event. PAPA is growing, and with the momentum we've already built, we could well have 1,500 players next year. That means our $100,000 budget for 1995 would have to grow to $250,000. It can happen, but as with all our previous PAPA contests, it won't be easy!"

◆

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PAPA STEVE

New York's Broadway Arcade owner-operator Steve Epstein is president of the Professional & Amateur Pinball Assn.



Steve Epstein is owner and operator of the Broadway Arcade in New York City.

In the world of pinball, few names score higher than Steven R. Epstein, founder and president of PAPA — the Professional & Amateur Pinball Assn. Amidst the video onslaught of the mid-1980s, Steve pulled off a minor miracle, waging a successful grassroots campaign to restore pinball's place as one of the glories of American popular culture. In the process, he created an international player's association of growing influence and an annual tournament program which attracts worldwide press attention (see the following story for more on this). It also draws players from most of the U.S. and from countries around the globe.

Steve's passionate pinball advocacy, and his fame in the trade, grow from lifelong involvement with the game. His legendary Broadway Arcade, called "the epicenter of the pinball universe" by the *New York Times,* was opened by his father David in 1962. Steve literally grew up with amusement games. "While other kids were practicing layups or the piano," Steve recalls, "I was learning to trap a pinball and hit a reverse spinner shot. It's in my blood."

Steve earned a degree in history from the University of Bridgeport, then returned to the Broadway Arcade in the early 1970s. He came with a mission. Pinball had been illegal in New York City since the days of Mayor Fiorello LaGuardia. Overbroad legislation from the 1930s had forbidden any game to reward "something of value," even if it was a replay on a pingame! Steve, along with other flipper fans, lobbied to bring the silver ball back to the Big Apple. (Some New York operator associations and coin-op factories would also get a big share of the credit for this, of course.) "When the city council finally legalized pinball in 1976," Steve said, "I decided my arcade would become *the* best place in the world to play."

He achieved that goal. Over the years, Broadway Arcade has attracted celebs like Lou Reed, David Frost, Brook Shields, Matthew Broderick, and endless Broadway show casts. It's also become a key test site for factories to try out new flipper games. With unique equipment, top maintenance and an upscale ambiance, Broadway Arcade has become home for the city's best players. It's also become a media favorite, with the location and Steve himself winning coverage in *Newsweek, Life, The New York Times, Daily News, Village Voice,* and MTV, ABC News, and CBS.

In the late '70s, Steve and his friend Roger Sharpe (then managing editor for *GQ Magazine)* decided to



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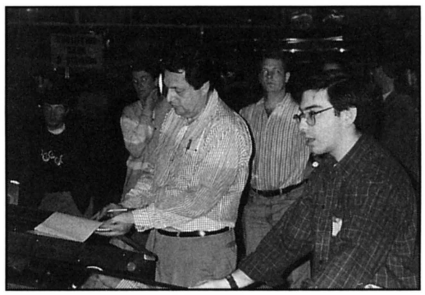
turn their longtime rivalry into the perfect pinball ranking system. They spent three years perfecting a system that would take different games, point rewards, etc. into account. Steve figures they must have played 10,000 games in the process. What a great excuse to indulge in your favorite pastime!

By 1985, video games had boomed and busted...but they were still "it" in the minds of many trade members and players. Pinball had boomed with solid state electronics, then begun a hi-tech revival. Steve figured the time was right to use his new ranking system to boost the fortunes of the flipper set. Starting with a base of dedicated players, he organized an experimental pinball league.

"I decided to make it hard on them," he said. "I scheduled competitions on Saturday mornings at 9 o'clock to make sure they were really interested!" After 16 weeks, he added four leagues — including a "sweetheart" league for couples, an adult/child league in cooperation with Big Brothers/Big Sisters, a doubles league and a singles league. With those in place, he went on to create PAPA... and he hit the road to spread the word across the USA and around the world.



PAPA prexy Steve checks a score at the '95 edition of the popular flipper tournament.



That's Steve's lovely wife Sondra at left, helping register players for PAPA '95. Assisting her are Roger Sharpe's wife Ellen and her sister Lois.

In 1991, Steve mounted the first international championship. From the start, he has linked PAPA's success to organizations like Big Brothers/Big Sisters, United Cerebral Palsy, The Special Olympics, and Broadway Cares (Equity Fights AIDS). Steve is an active support of the Times Square renaissance program, and is a member of the 52nd Street Block Assn. and the Times Square Business Industry District.

At 47, Steve Epstein has not lost his zeal to compete. He's still a highly ranked PAPA league player himself. He and his wife Sondra have two children — Erica, 17, and Dale, 16 — both of whom are avid pinball players. (This year Dale competed in PAPA 5's women's division for the first time, after two years in the junior's division.)

So here's a salute to "Papa Steve"...king of the pinball operators!

◆

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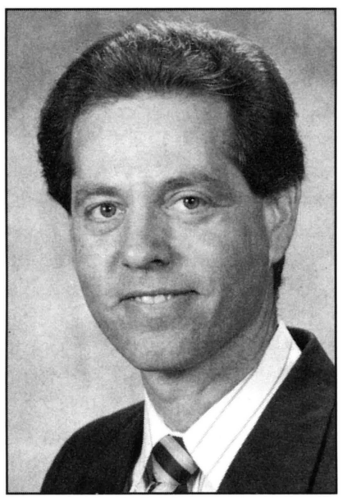


PAPA vice president Frank Seninsky gave 25 interviews to mainstream media outlets during the three days of PAPA 5.

Industry members are always moaning and groaning about all the bad PR our industry gets. (Remember last year's Senate hearings on video game violence?) Tradesters constantly gripe about how rare it is to get any positive publicity. Well, it *does* take hard work and professionalism to achieve good PR for coin-op...but it can be done!

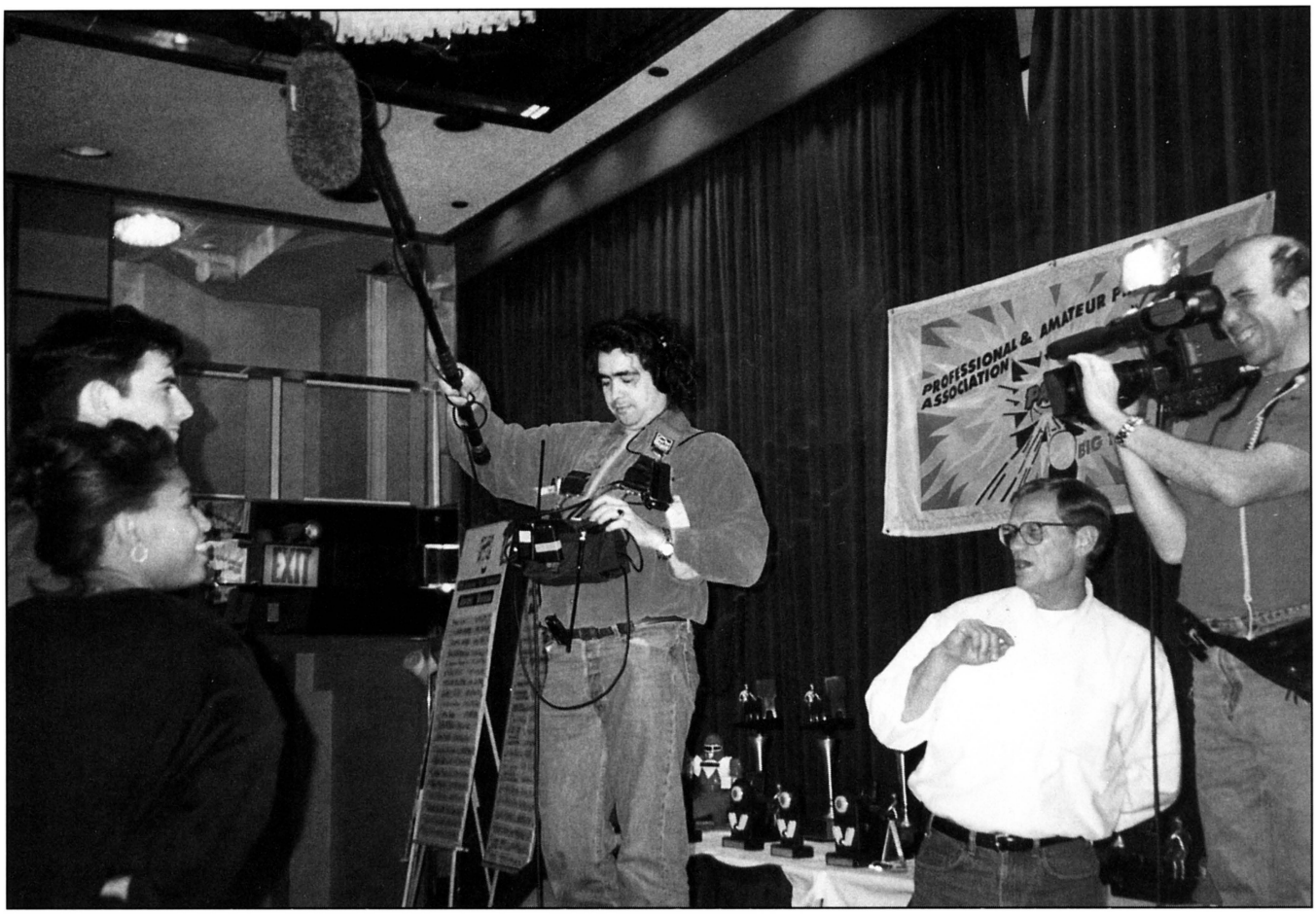
PAPA, the Professional & Amateur Pinball Assn., is a superb case in point. From one point of view, you could say it's a fairly modest event: hire a hotel ballroom, fill it with a few dozen amusement machines, and invite players for the weekend. Dart manufacturers, pool operators and state associations do it all the time.

But there's nothing modest about the publicity bonanza that PAPA reaps for this industry, year after year. Dart and pool tournaments do wonders for our trade, of course. But to our knowledge they don't get TV, radio and print coverage splashed around the globe to an audience of (conservatively) 200 million-plus people. PAPA does, and did, and will — if it's given half a chance to keep a good thing going. 1995 was the second year that Kahn & Jacobs Public Relations (New York, N.Y.) handled the PR chores, and also the second year that news about PAPA was flashed to a number of readers, listeners and viewers around the world, roughly equal to the population of the entire United States.

The number and quality of media outlets which covered PAPA '95 (New York City, Feb. 2-5) was simply stunning. TV coverage came from CNN (two stories), CBS (local and national), NBC (Today Show, weekend edition), Fox Network "Sports Extra," NHK (Japan's TV network), The American Journal, ZDF (German TV network), the SIPA Agency, the Gamma Liaison Agency, AP Television, a Delaware TV crew called The Review, Trinity Telecommunications, and six local news outlets (WCBS, WNBC, WABC, WNYW, New York One, WOR).

Radio coverage came from the Christian Science Radio Network, Voice of America (100 million listeners), two French networks, ABC and CBS National Radio Networks, WOR Radio and WINS Radio (both local in New York).

Newspapers, photo agencies and wire services covering PAPA '95 included USA Today (three separate items), the Associated Press and New



A film crew from the syndicated TV magazine show "American Journal" films a story at PAPA 5.

York Times (two features each), New York Post and Newsday (cover stories and follow-up features), the Daily News, the Blackstar Agency, the Allentown, Pa. Morning Call, Christian Science Monitor, the Agence France Presse (world's third-largest wire service), Philadelphia Enquirer, Camera Press, Denmark's leading news paper, Austria's leading newspaper (The Courier), Liberation (one of France's top three daily papers), Global News Service, Queens University Journal, Granata Press Service, Aston Bladet (a Scandanavian newspaper), Globe Photo Agency, National News Service, La Scampa, International Press Latin Excelsior, Columbia News Service, Manhattan Mirror, Pagina 12 (Argentine newspaper), and many local U.S. newspapers in the hometowns of various winners.

Magazines and online computer information services providing coverage of PAPA included *Time, Newsweek, Sports Illustrated, Forbes FYI, Zigzag, Family Life, Japan, New York, Interview, Disney Adventures, Hotwired (Wired Magazine* on the Internet), I.D. Magazine, AGL America Online, Games Magazine, The Source, American Standard, Urban Network, Premier, Urban Desires, Spin, Multiball, and some of the industry's trade magazines *(Vending Times, Street Beat,* and *RePlay).*

Despite PAPA's resounding success in the PR arena, support from the manufacturers has decreased slowly but surely (last year, factories basically pulled the plug on a similar organi-

Seven Rules for Great Coin-Op PR

Based on the outstanding success of PAPA's public relations blitz, *RePlay* has compiled seven handy tips for getting great media coverage for industry events. Any person or company who wishes to bask in the glow of positive publicity, should follow these simple rules.

1. Hire damn good publicists. Then work with them.
2. Stage your event in the world's media capital.
3. Try to time your event for a slow news day.
4. Celebrities help, but they aren't absolutely crucial.
5. Focus your event on something with genuine news value (like pinball).
6. Make it fun!
7. Do your homework and be prepared to suggest readymade "story angles" to the media — especially human interest, pop culture trends, high tech, and sporting competition (see rule #1.)

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zation called the International Flipper Pinball Assn.). "These events generate lots of nice press, but we can't see that they really help sales," is the unofficial (but real) reason why factories are lukewarm supporters of such promotions.

Does that criticism hit the target? Yes and no. It may be quite true that PAPA and IFPA have not generated any appreciable short-term sales bursts. On the other hand, it's possible factories are missing the whole point, by criticizing a successful marketing effort because it does not generate immediate sales.

"PAPA is conceived as a marketing and promotional effort, not a sales effort," declared the organization's president, operator Steve Epstein. "Eventually it will lead to securing a player base that will be loyal to the games for years to come. Long-term, that will lead to increased sales because operators will make more money and players will come to them, asking for pinball. That's why PAPA and similar events deserve support from manufacturers. We can escape the boom-and-bust cycle by making a long-term investment in solid marketing campaigns like PAPA."

Privately, some flipper factory reps admit their bosses may not be totally thrilled by the typical player who attends a pinball tournament. And it's true, most flipper fans aren't upscale yuppies in designer jeans with tons of discretionary income to spend on dollar play. So what? Factories could be indulging in wishful thinking by trying to forget pinball's humble origins, and by trying to reposition pinball as something it might never be — a glamorous, upscale game for the beautiful people.

In addition, factories could be missing the point by not giving enough credit to what a solid marketing campaign can achieve, like drawing in the younger crowd (it's never too soon to begin building tomorrow's player base) and increasing women's comfort level with this solo-play, hi-tech machine. Is there anybody out there with such strong market share, that they can afford to ignore 51% of the population?

"The goal of this event," Steve Epstein declared, "is to create a visibility for competitive pinball, in order to help operators promote competitive play for themselves. Ideally, PAPA should be the end result of a whole year's worth of local tournaments around the country, leading to the excitement of this guaranteed national and global media attention. We'd like operators to utilize the tournament as a way to bolster their pinball business, to attract players to play competitively. I've benefited from this at my own arcade...and, based on that experience, I know it can be done elsewhere. Three weeks before the PAPA event each year, our level of pinball revenue jumps dramatically. So the other part of the mix is to establish local programs that continue this excitement throughout the year."

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Virtuality Series 2000 SU

New From Virtuality

DACTYL NIGHTMARE 2 AND BUGGY BALL JOIN COMPANY'S PORTFOLIO OF VR GAMES

Virtuality Entertainment, Inc. has introduced two new 360 degree immersive virtual reality games — *Dactyl Nightmare 2: Race for the Eggs* and *Buggy Ball* — for its sophisticated Series 2000 stand-up and sit-down systems, which debuted in March 1994.

The widespread popularity of the original *Dactyl Nightmare* prompted Virtuality to conduct extensive market research and field testing to provide players with a more challenging, upgraded sequel for the Series 2000SU (stand-up) system. *Buggy Ball* features a competitive new driving concept for the Series 2000SD (sit-down) system.

"These two new games are just the first in a series that we will be introducing in 1995 for both the stand-up and sit-down Series 2000 systems," said Chris Yewdall, general manager for Virtuality Entertainment, Inc., headquartered in Irving, Texas. "It is our goal to continue to provide operators with highly competitive virtual reality experiences that will attract a wide variety of first-time and repeat players."



Virtuality Series 2000 SD

In *Dactyl Nightmare 2*, up to four players are matched against each other in a world which contains a prehistoric pterodactyl that lays eggs in numerous nests in four separate chambers. Players earn points and upgrades to their weapons by finding and carrying the eggs to the main platform before they hatch. Challenges come from competing players who try to make others drop the eggs by shooting or running into them, while the hovering dactyl warns everyone by shrieking when an egg is picked up. In addition, players compete to find the hidden "Golden Egg," which is equal in point value to three regular eggs. Lastly, players can select different skill levels ranging from beginner to expert.

Buggy Ball is created for the 2000SD, in which players sit down to take control of their virtual vehicles. The game appeals to a wide audience and adds diversity to the Series 2000SD games. It is designed for up to four players. who operate behind the wheel of a dune buggy, four-wheel drive off roader, bulldozer or police car. The fast-moving adventure pits players against each other to propel a giant beach ball out of the playing arena. Drivers can choose from the "easy" skill level all the way up to "crazy," which offers the greatest challenge.

The new games can be easily installed on the Virtuality Series 2000 systems by any operator via CD-ROM discs.

Virtuality's new Series 2000 systems provide unprecedented levels of realism through revolutionary 3D texture-mapped (like video) color graphics, 32-channel digital sound and real-time playing action. The Series 2000 player is immersed in the 360 degree computer generated environment by using the proprietary Visette 2 headset, which weighs only 1 lb. 7 oz. and can be simply and quickly adjusted to fit any player. The Visette 2 delivers brilliant picture resolution and audio performance — allowing players to communicate with each other in the

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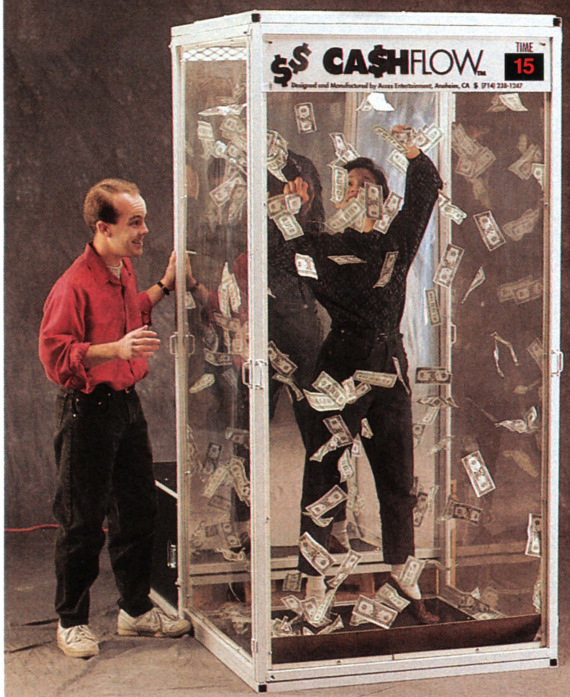

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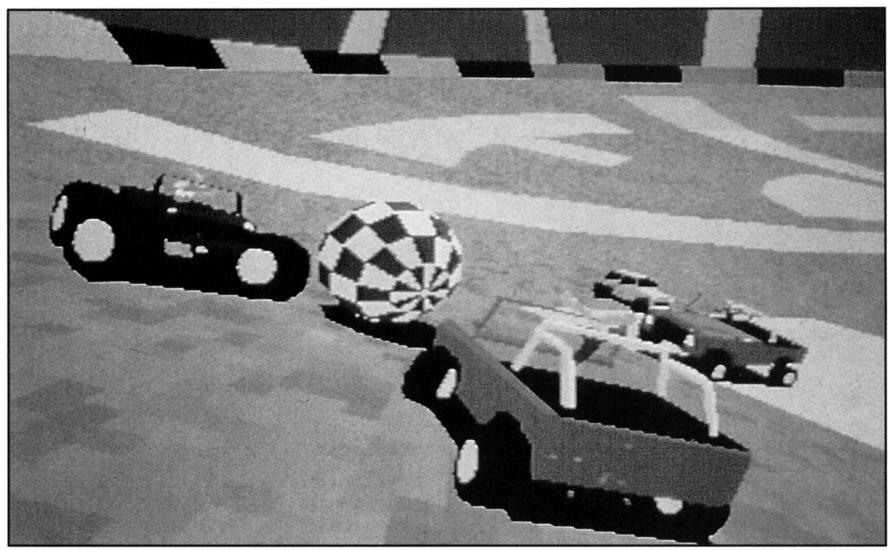
Dactyl Nightmare II



Buggy Ball

virtual reality environment — and has been designed and built to the highest standards of international health and safety regulations.

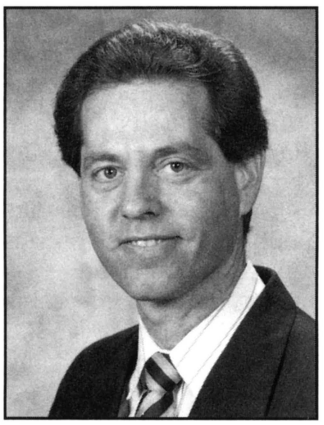
"We're proud to be on the forefront of today's entertainment and amusement industry as the demand for enhanced virtual reality games continues to increase," Yewdall said. "Through our relationships with such companies as United Artists, Nickels & Dimes, and Blockbuster's Block Party, which have recently bought Series 2000 systems, we're confident that we can deliver games like *Buggy Ball* and *Dactyl Nightmare 2* to match player interests to all types."

Other Series 2000 games available are *X-Treme Strike*, *Virtuality Boxing* and *Zone Hunter*. Last September, Virtuality Entertainment, Inc. began manufacturing the Series 2000 models at its Texas headquarters for the convenience of its U.S. customers. Current capacity is 12 pairs of systems per month, with increased capabilities planned for the future. Since the March introduction of the Virtuality Series 2000 systems, total U.S. installs doubled to more than 300, with worldwide installations escalating to nearly 700 systems in 33 countries.

Virtuality Entertainment, Inc., established in 1993, is the U.S.-based subsidiary of U.K.-based Virtuality Group — founded in 1987 and the world's leader in immersive virtual reality (IVR) entertainment systems with more than 90 percent global market share. Virtuality Entertainment oversees all North American operations, sales, market development and distribution for its parent company. In 1993, the U.S. operation accounted for 35-40 percent of the company's total sales. ◆

FRANK TALK

BY FRANK SENINSKY



LEISUREXPO '95 TAKES A DIFFERENT SLANT ON THE INDUSTRY

What if you had an entire trade show aimed at up-and-coming FECs, plus outdoor attraction locations... everything from mini-golf to skating rinks, bowling centers, campgrounds, food service operations, ice cream shops, and the like? What if this same show also pulled in real estate and shopping mall mavens, the "money people" who make FECs happen?

Actually, such a show already exists. It's called Leisurexpo and it's now in its fourth successful year. This year's edition drew a good-sized crowd — around 6,000 over three days. It's largely a "quality audience" of people who want to add more attractions to their locations. The new attractions they are considering are not limited to coin-op machines only; they also include food, rides, laser tag, go-karts, bumper cars, batting cages, etc.

Not by coincidence, this vast range of goods is exactly what Leisurexpo visitors find at this show. Over 450 booths of product were offered at the 1995 edition, which took place from Jan. 19-21 at the Orange County Convention Center, in Orlando, Fla. Yes, some manufacturers who exhibited at Leisurexpo were familiar from AMOA, ACME or the Parks Show included ICE, Design Plus, Wisdom Rides, Eli Bridge, Adventure Golf, Omni, Pealey's Pizza, Play Pal, Roger Williams Mint, Space Sport and others. Additional exhibitors included plush and prize suppliers, gourmet coffee makers, more food suppliers, more golf firms, costume firms, and so on.

But you didn't see many of the big coin-op factories; there was no presence by such as Sega, Namco, Williams/Bally-Midway, Time Warner Interactive (Atari), Betson, etc. However, many of these coin-op firms did have product shown in the Brady Distributing booth... but that was the only big coin-op distributor who exhibited.

Leisurexpo is organized by Scott Borowsky, president of *Tourist Attractions & Parks* magazine. The show manager Al Barry supervises all the exhibits. The exhibit floor was small compared to an AMOA or an ACME; you could tour the whole thing in 90 minutes. Seminars and consultants seemed to generate much of the excitement.

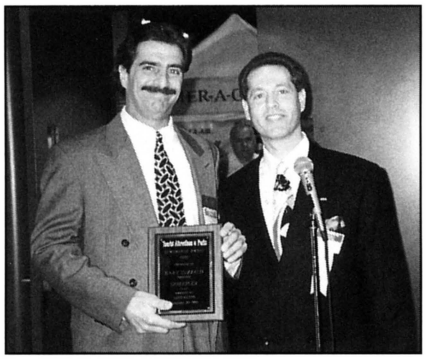
Coin-op factory exhibitors reported softer sales this year; apparently many showgoers really came to buy rides, soft play and laser tag. On the positive side, there is a growing trend for these attraction-type locations to work with good operators instead of buying and owning coin-op games themselves. Another reason for sluggish sales may have been that many showgoers were "wanna-be's" who are planning to create FECs. Obviously they're not quite in the market to buy equipment yet, but some will be in several months. It was good business to meet them now.

I myself had a good show for many reasons — one of best being the free seminar program, which included 25 different sessions (see photo captions for details about a couple of these outstanding presentations). The educational program was put together with by Scott Borowsky along with a team including myself, respected industry consultant Randy White (White-Hutchinson Entertainment Corp.), and Ben Jones (RECreation & Entertainment Consultants).

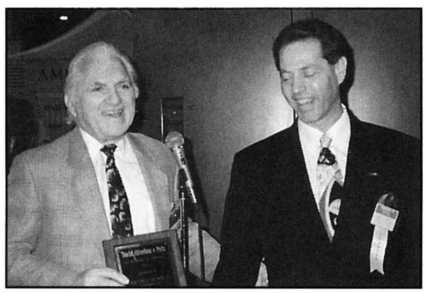
We did five or six seminars each, and I must have met up to 900 people in the course of making these presentations. As the old saying goes, "If you become a teacher, by your pupils you'll be taught." We got some interesting insights on this



These Leisurexpo panelists presented a seminar on designing new fun centers "from the ground up." Left to right: ARMS's Rhonda Fletcher, Ace/Acme's Rory Keller, Spirit Design's Sue Monday, White-Hutchinson's Randy White, a stand-in for Play-by-Play's Leslie Hillman, and "the Crank."



Gary Tuzzulo, owner & president of SpacePlex (Smithtown, N.Y.), accepts the award for "Best FEC Over 30,000 Sq. Ft." from "the Crank." Frank's Alpha-Omega Amusements Co. provides 200 games to this 43,000 sq. ft. facility featuring nine rides and attractions, including Lazer-Tron, a rollercoaster, bumper cars, softplay, giant slide, etc. SpacePlex is still going strong after four years in business.



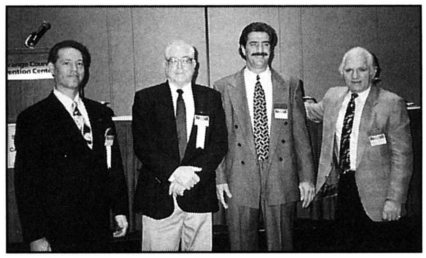
Owner Marty Bennett accepts the award from the Crank for "Best FEC under 30,000 sq. ft." for his Fun 'N Motion (Mt. Laurel, N.J.). Alpha-Omega worked with Marty on designing this 21,000 sq. ft. facility from its inception two years ago, and also provides over 50 games. Fun 'N Motion also offers a laser tag arena, three-level softplay, two large rides, five party rooms, a full snack bar, and a parent's quiet lounge.

segment of the business. For one thing, I'd predict that 200 to 300 FECs of all sizes will be built in the U.S. market this year. This segment is still growing!

It's worthwhile to give a bit of extra detail about one of the most fun and



"The Crank" and operator Mike Getlan (Amusement Consultants) drew a good crowd of industry pros to their seminar was called "Clusters, Moves, Percentages and Hit Frequency — Finetuning Games to Maximize Profit." It ran overtime because of high audience interest.



"The Crank" moderated a seminar titled "Building Marketing and Group Sales for Indoor & Outdoor Facilities" which was attended by over 100 people. Panelists (from left) included Doug Butchart, president of Thumb Fun Park & Waterworks; Garry Tuzzalo of SpacePlex; and Marty Bennett of Fun 'N Motion. These three "masters of marketing" offered different methods of attracting repeat customers.

unusual seminars, called "Does Your Redemption Center Have Flash?" Moderated by Randy White, this session consisted of several trade experts who were assigned "case projects" a month in advance. Panelists then worked together to design entire FEC projects from the ground up. Final results were presented at this seminar. One team included Ace/ Acme's Rory Keller, Spirit Design's Sue Monday, and ARMS's Rhonda Fletcher. They were asked to create a larger indoor/outdoor center, while the second team (including Randy White, myself and Play-by-Play's Leslie Hillman) designed a smaller indoor site. We came in with slides, charts and blueprints to explain how we would design these sites and how major decisions were made. The audience certainly got a hands-on education about the FEC design process!

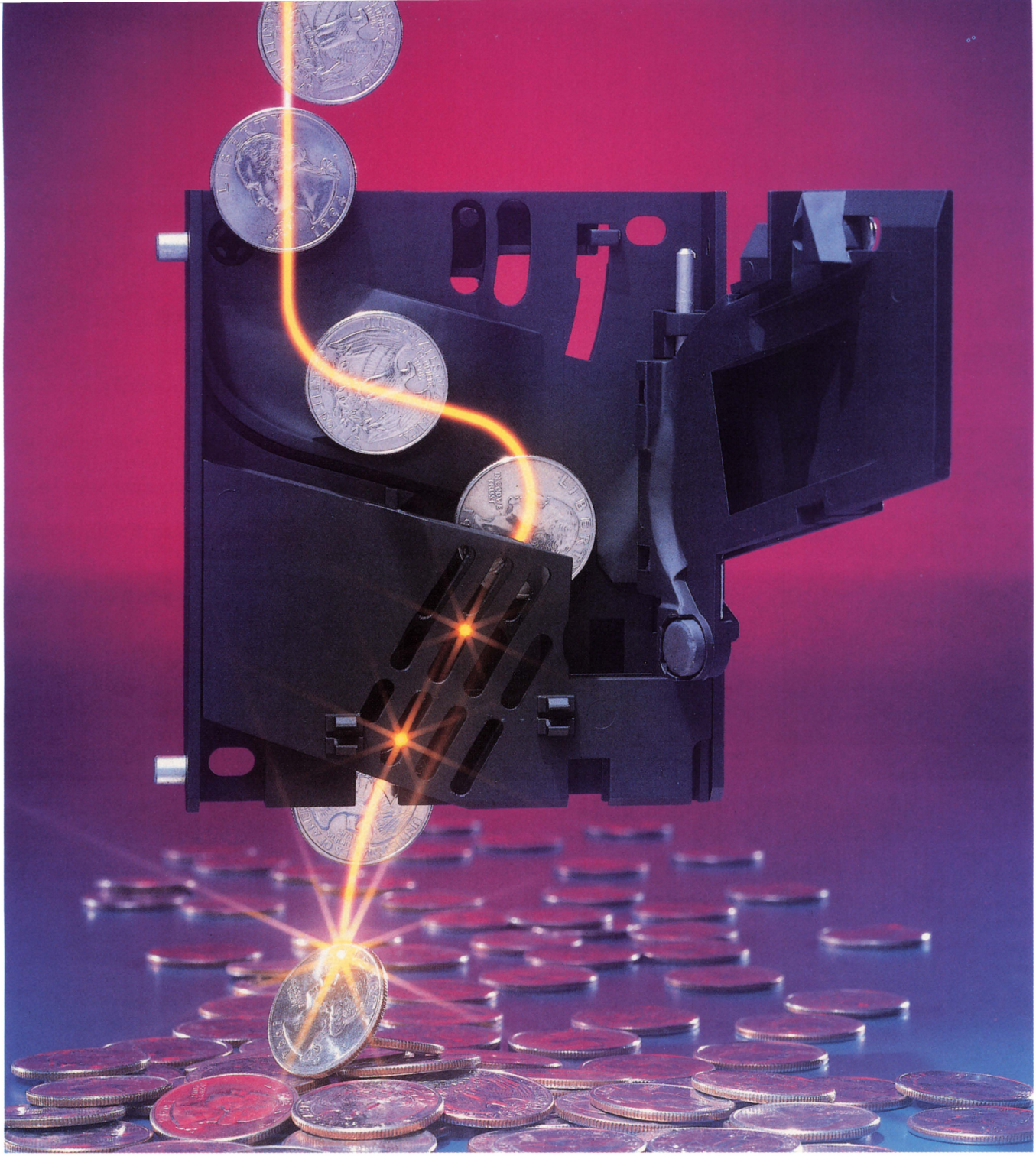
By the way, AMOA took a booth at Leisurexpo '95 for the first time to recruit members. Many people who attend this show are true operators and certainly should be involved in AMOA. Our association can provide services in government relations, standardization, and generally keeping them informed about the coin-op segment of their business. I hope AMOA picked up some new members; having this booth was a positive business move for all concerned.

Another reason I enjoyed Leisurexpo so much was that two of my customers (and one of my consultation clients) won three of the five "Newsmakers Awards" for best locations. Believe me, I'm ecstatic about that! *[Editor's note: you can read about Frank's winning U.S. clients in the captions to accompanying photos.]* Honors for Best Foreign FEC were awarded to Wol-ha (Cancun, Mexico). Randy White and BI Lifecode did the main design and I participated in game layout, game selection and traffic flow layout. Wol-ha is owned by Alejandro Riquelme.

Leisurexpo represents a learning opportunity on many, many levels. A good operator can learn from seminars; he can learn from meeting new people; and he can learn from studying the success of award-winning entertainment sites. Taking a broader angle, the entire industry can also learn by noticing how this particular expo demonstrates the requirements for a successful trade show. Despite all the competition from other shows during the big fall season, Leisurexpo still pulls in a good crowd. Why? Because it has defined a clear market niche. Because it provides value (like the great seminars). Because it offers a good venue and good timing.

This last element, location and timing, is so simple that its importance could easily be overlooked. But remember, lots of people are already in Florida for vacations at this time of year. Many others are quite willing to visit a Florida show briefly, and then detour to Disneyworld or some other Orlando tourist attraction.

All these "success factors" point to valuable lessons which sponsors of other trade shows might want to keep in mind...especially since competition for attendance and exhibitors is increasingly heated these days. You can have a successful show without necessarily counting all of "the big boys" among your exhibitors. Meanwhile, I'm already putting the next Leisurexpo on my calendar for 1996! ◆



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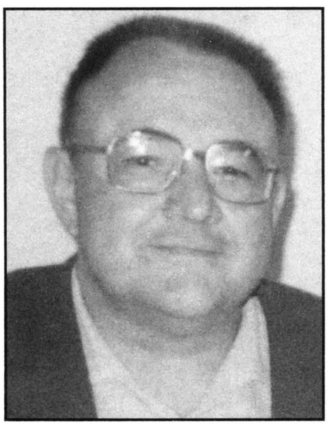
ESSAY

BY DAVID LETHERT



WHAT'S WRONG WITH STREET ROUTES?

Since writing my last little article on security, I have been reading many articles on problems in the coin machine business. The October issue of *RePlay* had many interviews with operators on the industry's problems. Never being short on opinions, I decided to add my two cents to the subject.

I believe there are two major parts to the problem: the operators themselves and the manufacturers who supply the industry. I will address the problems each in turn.

First, let's look at the operators. Most operators have been spending a lot of time crying about the price of new games. In the last two years, the prices of pinball machines have risen 20% and the quality of some brands has gone down. (Some manufacturers have even started using the composition junk in place of plywood on their pinball cabinets.) Video games have seen similar increases in price (they have been using lousy cabinets for quite a while). The key thing operators forget is that it's what a gem earns that counts, not what it costs.

The new pinball machines we have purchased in the last three years (we have purchased one of almost every WMS and selected Data East and Gottlieb pinballs) have all done well. Even some of the lesser games still clean up well and can be rotated to any of our locations. We have also done well with *NBA Jam, Mortal Kombat, Terminator 2, Lethal Enforcers*, and *Mad Dog II*. I should also mention *Gals Panic II*; it has done very well in our truck stops and certain bars.

However, the secret to the success of any game is to regularly shop and rotate it. It keeps it new and earning strong. The problem is, most of the video games on the market are not worth buying. Who needs another fighting game aimed at junior high kids? We will address this matter further on when we talk about the manufacturers.

The other problem operators have is an attitude problem. Everyone knows that summertime, for city operators, is a time to batten the hatches and pray for winter. Unfortunately, nothing could be farther from the truth. If you want income to be maximized, you must do the same thing in the summer as you do in the winter. Organizing summer leagues and cleaning and rotating equipment pays off just as well in the summer as it does in the winter. The attitude of many operators reminds me of the man who operated a hot dog stand during the last recession. He was doing very well until his son came home from college to visit. The son saw how much inventory and how many employees his father had and strongly advised his father to cut back because there was a recession on. Since his son was college educated, the father felt he should do as his son advised. He cut back on inventory, laid off employees, and reduced hours of operation. Sure enough, he discovered there was a recession!

The other operator problem is the tendency of operators to forget the amusement and games business, and decide that other pastures are greener. Every operator I know of who has purchased a bar has seen his route suffer. Why operators assume that the bar business is easy is beyond me. Just watching the problems of my customers (and knowing how many are always looking for loans) is proof enough to me that we don't want to be in that business.

Over the last several years, operators have also developed tremendous envy of the casino/gambling business. I know of several operators in my area who have purchased almost nothing new in the last

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★★★

ESSAY BY DAVID LETHERT

several years. They are saving everything to buy gambling games that may never come. In the meantime, their routes suffer.

It is my belief that the amusement and games business is still one of the best businesses around. If an operator works at his route, he will make money. As with all businesses, you cannot spend more than you make, however, and survive.

Now let's consider the other half of our problems, namely the manufacturers and distributors from whom we must buy our tools for making money. As I have said earlier, it is extremely important to rotate equipment at all times of the year. With pinballs it is easy to do since we have a continual supply of good new games. Unfortunately, you can't just fill up a location with pinball machines.

The video game manufacturers have, with a few exceptions (ALG, Kaneko, American Sammy, and WMS come to mind), totally disregarded the street route operators. They have basically produced games for arcade use. The new games are either so high priced that street route operators cannot afford them or continue to be fighting games that are of no use on a street route.

To compound the matter, in their greed, manufacturers sell the games to home use before they have come close to paying for themselves on our routes. Once a game has been sold to home use, our income drops off very substantially. The new games are initially offered only in dedicated versions, put in cabinets that are built of junk materials, and again operators are left with warehouses full of old cabinets containing worthless games.

I look at all the redemption games that are now on the market and I cannot believe that all those games can be sold. Many of the manufacturers who are building redemption games will not make it. If they had instead built a game for the street route operators, they would probably sell many more games. When I hear the prices for the redemption games and see what's inside I can only assume that the manufacturers do not expect to build very many but want to make a killing on the few that they make.

When I talk to the distributors, I am told that they have made the same comments to the manufacturers that I have made here and that they are told to sell what they get and stop complaining. When you count the number of street operators and compare it to the number of arcades, it's us who should get the attention.

I am presently of the opinion that some of the big manufacturers would like to run all street operators out of business and then take over their routes with factory operations. I keep hearing rumors about the intentions of the big manufacturers and, despite their protestations, I believe either long-term plans would scare every street operator, even the big ones.

What street operators need are games that are interesting to players in their 20s and 30s who can enjoy playing a game after they have had three beers. That's part of why darts, pool, and pinball do well. If you have ever watched darts or pool play, you know what I am talking about.

Well operators, let's start making our concerns the driving force in our industry. There is no reason that we have to take whatever the manufacturers feel like giving us. It's time to make yourself heard. Contact the manufacturers by letter or phone, and make yourself heard. Attend the open houses put on by the distributors. Most factories are represented at these events and if enough of us press the issue, we will get the games we need at a reasonable price. Then it will be up to us to run our businesses in a profitable manner.

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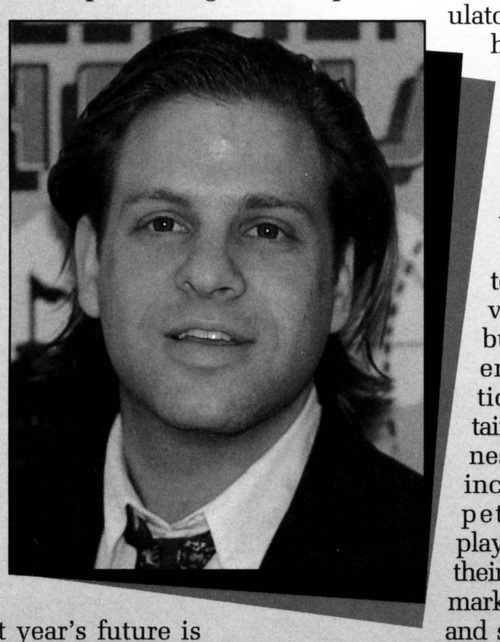
Eric Schwartzman is a member of the Themed Entertainment Association; he serves on its educational committee. At Wildfire Inc., he's senior vice-president. The following is the text of Eric's address to the Themed Entertainment panel at the 1994 IAAPA show. He raises the question, how can small and average operators of gamerooms and arcades compete with lavish FECs and mini-theme parks which are being built by corporate giants?

CAN SMALLER FUN CENTERS COMPETE IN A BIG BUSINESS ENVIRONMENT?

YES!

by Eric Schwartzman

The discovery age of hi-tech entertainment is here. Current trends indicate an increasing number of families are purchasing computers and subscribing to on-line services, and the communications industry is racing to create a web for interactive television. And while the ultimate promise is still evolving, forms of motion simulation, interactive gaming, and virtual reality are appearing in arcades, family entertainment centers, and amusement parks. Last year's future is today's reality.



But unlike traditional marquee attractions, hi-tech entertainment is not self-marketing. A roller coaster is visible from the highway. We can see it. Hear it. It's visually dynamic and we can anticipate the thrill. Hi-tech entertainment is different. While the experience inside the motion simulator or within the head-mounted display can be thrilling, it's not necessarily enticing to those outside the software.

As major entertainment providers like Blockbuster and Sony enter into location-based entertainment, the business will become increasingly competitive. These players will tie into their motion picture marketing machines and spinoff of developed intellectual properties. Digital communication will make accessible a new global market setting global standards of entertainment. Regional centers need to draw repeat customers so they'll need to constantly revamp their hi-tech hardware. A number of clever software providers will thrive. As in the motion picture industry, a distribution system will follow and a finite number of experiences will be available.

So you'll have these software-based experiences all over the place...and somehow you're going to need to convince your customer base to enjoy them at your park. You're going to need to differentiate your playground from the rest. And, as in-home hardware gets better and cheaper, you're going to have to get them out of house.

The good news is people like people. We're not going to be phased out by 500 channels. The idea of a total digital cocoon is unrealistic. People still want to be with other people; opposite sexes want to meet; and families will always need to get out of the house together. Fortunately, there is still no hi-tech experience that replaces group dynamics!

Staying competitive will mean creating a sense of cohesive "between experiences." When I say "between" I mean the environment housing the attractions are the most basic form of interactive entertainment. A fork in the path ahead represents two choices. No matter which choice the guest makes, their experience should be equally exciting, and formed as a result of their exploration. Exploration through an environment. What I'm talking about here is the heart of

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theming: the association of different experiences with a location, idea, or fantasy. So attractions, retail, and food service are combined in an immersive environment to create an experience greater than the sum of it's parts.

With hi-tech entertainment, theming is even more important. A shaking motion base is not as thrilling to watch as a roller coaster roaring down a hill. Someone wearing a head-mounted display is not as dynamic as a peek into a dark ride from the queue. Still, guest curiosity must be piqued enough to get them to ride. If the hi-tech hardware is going to profitable, it's got to operate with a solid throughput.

As you've seen on the show floor, there are a number of options. You can install a motion simulator, a Space Sport Laser Tag Arena, or an R-360 from Sega. And that's not even the tip of the iceberg. There is no shortage of options. Burt again, when you're creating a cohesive experience, whatever attractions you select must work together. They must compliment one another, like performers on the stage.

There is no sure mix of hi-tech attractions. Each market has different demographics and different wants. What works in Las Vegas, does not necessarily work in Jakarta. No matter how much research you do, you're going to make some mistakes. Entertainment is a tricky thing. Remember movies like "Last Action Hero" or "Ishtar"? Probably not. So you need to find particularly innovative, flexible, and cost-effective ways of creating a hi-tech, immersive environment...this cyberland that holds it all together.

Rather than rely on architectural treatments which are costly to build and change, focus on those design alternatives that are flexible and forgiving. Think decor, not construction — paint, not plaster. Use scenic treatments, wall coverings, signage, graphics, special effects lighting, audio. Creating a sense of immersion is the key to your competitiveness. Go with the systems that will accommodate changes and work with you on seasonal promotions.

Total immersion involves not just the hi-tech attractions, but food service and retail as well. People want to be entertained as they shop and eat. Yesterday's shopping mall entertainment anchor has become today's themed environment. Look at the Forum Shops at Caesar's Palace. Warner Bros. and Hard Rock have also demonstrated this on a global level. And again, the heart of it all is the immersive environment. The theming.

With that in mind, ask yourself, what does it look like in the future — your new themed venue? Is it the world of "Tron" or "Lawnmower Man" — *Myst* or *Mortal Kombat*? Which environment appeals most to your demographics? Which one will widen your customer base? And which one can you support most effectively through retail or redemption? If you can offer merchandise directly related to the experience you're providing, that's cohesion. It's also closure, the ability to purchase a piece of your experience and take it home with you. I'm not talking about logo shirts, but rather digital image capture, that allows you to put a guest's image onto merchandise on demand. Make the most cohesive choices.

This is entertainment. We are selling an experience. How can you make the queue a set-up for the attraction:? We are putting on show. It may not have dialogue like the theater, and it's certainly not linear like the movies, but it is a show. And a good show is carefully planned and developed by show people. If you can't afford a theme park creator, you need to become one yourself. Approach the problem like a story teller, and try to figure out a strategy that gives each attraction a beginning, middle and end. Then discover a combination of attractions that can be integrated cohesively.

This is discovery. The integrated location-based entertainment experience can be a total immersive environment if we recognize that the three rings are merging under one big top and the themed environment can be the main attraction. That's what we, your Themed Entertainment Association, offers.

Editor's note: interested parties can reach the Themed Entertainment Assn. by contacting L.M. Rosenfeld at Iwerks Entertainment at 818/841-7766.

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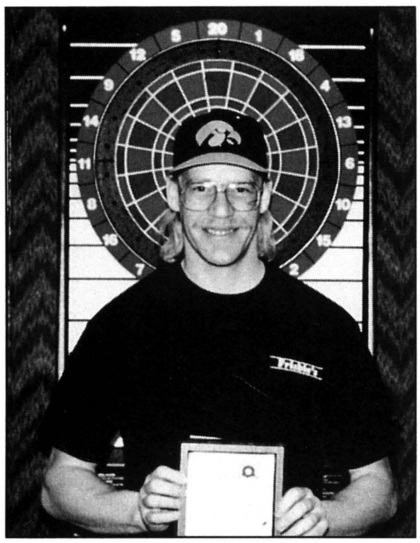
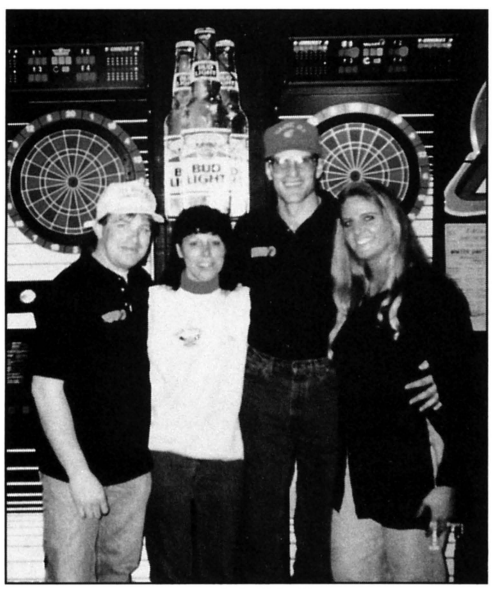
TOURNAMENT HIGHLIGHTS



VALLEY GOLD

The race for the Valley World Cup is well underway, with national qualifying dart tournaments deciding who will go to Las Vegas on July 13-15 for a chance to bring home the gold. In Brookings, S.D., a qualifier was held Nov. 12-13 at the Holiday Inn. This was Music Service of South Dakota's third annual event, which saw about 75 darters competing on machines provided by Moss Distributing of Des Moines. Pictured above, Ken Van Roekel (Little Rock, Iowa) came out on top in Men's Singles. In Women's Singles, Virginia Day (Canton) took the title; and in Mixed Doubles, Jody Gottsch and James Goetshius came through.... In Cedar Rapids, Iowa, Eric Nelson, Carla Nelson, Don Harris and Vicki Ackley won all-expense paid trips to Las Vegas by topping the field in the qualifier tournament sponsored by Camden Amusement and Vending of Cedar Rapids. The event was held at Union Stations with dart machines supplied by Atlas Distributing.... The weather was cold in Duluth, Minn., but the darters were hot in the Valley Gold qualifier held at the Reef Bar on Dec. 17. Sponsored by Eagle Distributing of Superior, Wisc., the tournament consisted of 26 men and women competing in singles events. Pictured below is the group heading for Las Vegas this summer (l to r): Brett Hollinday, Deb Weir, Dick Higgins and Gia Bellavance. The games were supplied by Hanson Distributors of Bloomington, Minn., and players also received Valley thermal mugs, hats and t-shirts, as well as prize money....On Dec. 20, in Elkhart, Ind., a Valley Gold qualifier drew darters from northern Indiana and southern Michigan. The event was held at Santino's, where 45 players vied for a spot at the Championships. The men's champion was Rick Bradberry, while Lisa Frye took the women's division. The tournament was sponsored by Diltz & Sons of Mishawaka, Ind., while Atlas brought the machines.... The Royal Inn in Montevideo, Minn. was the scene for qualifying tournament that brought in 120 competitors. Participants were league members from Music Service of Marshall, Minn., and came from southwest Minnesota, northwest Iowa and southeast North Dakota. This was the sixth annual qualifier put on by Music Service, and this time a total of $2,500 was up for grabs (as well as the Vegas trip). First place winners were Lance Roberts and Kris Evanson in the men's and women's divisions respectively, while runners-up were Marty Bartels and Renae Peskey. All four will be on their way to Las Vegas in July!



VNEA CELEBRATION

This year marks the 15th Anniversary for the Valley National 8-Ball League Association, Inc., and organizers are promising a celebration-packed 1994-95 pool season. Over the past 15 years, the VNEA has grown from a small group of operators in a handful of states to a powerful association of over 300 charter holders representing 40 states and 10 countries. Gene Urso, VNEA president, credits the success of the VNEA to the 70,000 dedicated league players who go out every week and play on operator-maintained pool tables. "Without these terrific players," Gene said, "pool table play would diminish and the coin machine operators would feel the pain." Another milestone event is coming up within the current season: a phenomenal 50,000,000th VNEA league game played. And if that wasn't enough, at the 15th Annual International Championships in May, the VNEA will mark the 1,000,000th cumulative International Championships pool game played. The contestants of this tournament will be presented with a very special gift by VNEA exec director Gregg Elliott. There'll be celebrations in store along the way, including the unveiling of the VNEA mascot, so get ready for an exciting year.

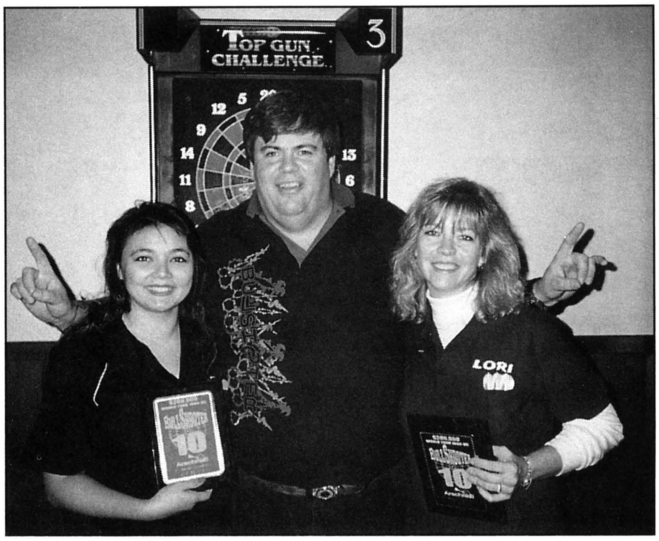
NEW APA SPONSOR

The American Poolplayers Association, Inc. has added R.J. Reynolds Tobacco Company's Camel cigarettes

to its roster of sponsors. The new sponsors will underwrite the Camel 8-Ball Classic, formerly known as the APA's National Singles Championships, and the six-week Camel Pro Exhibition Tour. APA president Terry Bell said a new format will be introduced, making it more exciting to amateur pool players. "From March 21-April 30, the Camel Pro Exhibition Tour will take nine of the top pro players from the Pro Billiards Tour money list to more than 500 pool establishments that offer APA weekly league play," Bell said. "The tour will be an excellent way for amateurs to see how the pros handle the tough shots that challenge them, expanding both their knowledge and love of the sport." The Camel 8-Ball Classic will be held April 27-29 at the Stouffer Hotel in St. Louis. Play format will change to a modified single elimination, giving every player the opportunity to compete twice in the event. There will be $175,000 in prizes and giveaways to players. Qualifying for the 1996 tournament opens March 10.

VANCOUVER BULLSHOOTER

The Arachnid A-Team went to Vancouver, Wash. for a BullShooter Regional on December 1-4. Players came from Oregon, Idaho and Washington to compete in the eight-event qualifying dart tournament. The event was co-sponsored by American Coin Machine of Seattle. Pictured above is Arachnid tourny director Dave Schultz with Lori Verrier (Salem, Ore.) and Mary Johnson (Milwaukee, Ore.). Lori won Women's Singles after defeating Suzie Priest (Salem) in the finals, then she teamed up



with Mary to take the Women's Doubles event. Later, Lori teamed up with her husband Gerald and Sean Downs (Pleasant Hill, Ore.) to win first place in Mixed Triples. Other big winners include John Husman, who won Pro Singles and teamed up with Steve Arionus to win Men's Doubles; and Chuck Guynn, who took Men's Singles. Players coming first, second or third received a qualifying certificate to the BullShooter Championship held over Memorial Day Weekend, May 26-29, at the Hyatt Regency O'Hare, Chicago. Congratulations to all!

◆

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ON THE ROAD

BY BOB RONDEAU



WAMO ROAD SHOW

The Wisconsin Amusement Machine Operators took to the road with a slate of aggressive new ideas, a roster of new officers and their new president, Eric Jacobson, leading the way. In January, they held four legislative action meetings statewide — Eau Clair, Green Bay, Oconomowoc and Kenosha — over seven days, all of which were very well-attended.

A very active organization with a large membership, WAMO has become sort of a model for other state associations, with its willingness to confront operator issues head-on. Many AMOA board members first cut their teeth with the Wisconsin state association, guys like Wally Bohrer, Gene Urso, Red Jacomet, Russ Dougherty and both Jim Stansfields, then used that experience to provide strong leadership at the national level.

As these four meetings showed, WAMO is as dynamic an organization today as it ever was. I was fortunate enough to be able to attend the gathering at Video Doctors & Pioneer Sales and Service in Green Bay, and believe me, I was not disappointed. The meeting was an energetic, grass-roots effort to get operators and locations more politically active on important issues, and to show the state legislators that they are proud of their industry.

The reason for holding four separate meetings was so members could meet the new president and board in their own backyard, and find out what they have planned. Like other WAMO meetings I've attended (and there have been many), everything is out in the open, nothing is held back, everyone had a chance to be heard and all questions were answered. They got right to the issues, or as they say, "separated the wheat from the chaff," and when it was over the organization's goals were clearly in focus.

One of the first steps they've taken was to change the associations by-laws, allowing the WAMO board and officers to take quick action in protecting operators from unfair laws without first calling a special meeting. They also changed the membership requirements, and added a leading lobbyist, Tony Driessen, from the prestigious firm of Quales Brady (Milwaukee).

What started as a two-hour meeting stretched past four, with lively discussions of some of the most pressing problems now facing operators in Wisconsin, and other parts of the country. For instance, the board is pursuing the issue of double taxation, where operators are being unfairly hit with both a sales tax assessed on the gross receipts along with the initial purchase of equipment. They went on to talk about efforts at increasing membership and moderating grey-area games. Operators were given a better understanding of what the association was up to and shown ways to effectively deal with legislators.

One of the most interesting things I heard about was the establishment of a WAMO conduit that allows operators a means of donating funds to the campaigns of legislators who support the group's agenda (which is to create a fair playing field for members of coin-machine industry.)

How does it work? Contributions to the conduit are sent directly to the WAMO office. But unlike Political Action Committee (PAC) funds, which can be given to any candidate according to the decision of a committee, this money remains completely under the operator's control and cannot be disbursed without written permission — it's Wisconsin law.

Here's an example: You send a personal check to the WAMO Direct Giving Program for $250. Your state senator is having a fund raiser and you receive a letter from WAMO asking for your permission to give a $50 contribution. If you sign the authorization form and send it

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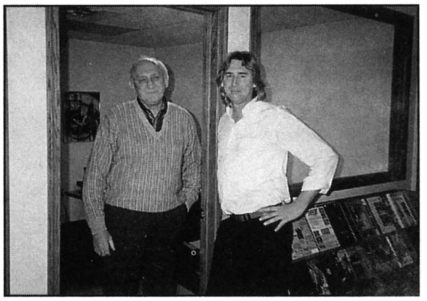
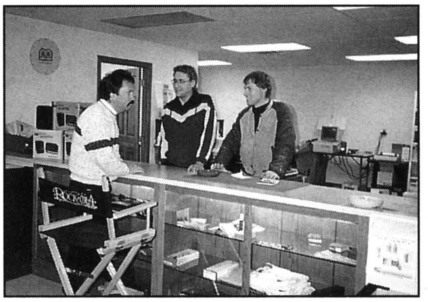
Here's just a few of the Wisconsin operators who attended the WAMO legislative action meeting at Video Doctors & Pioneer Sales in Green Bay.



Our gracious hosts (from left): Ralph Lubinski, branch manager at Pioneer Sales and Service, and Mike Reetz, president of Video Doctors.



Operator Dave Olsen of Flip Side Coin (Marinette) chats with Video Doctors' Harry and Jim Reetz.



The Utech clan of Utech Sales (Wausau). From left: owners Donna and Kenny Utech (a WAMO board member), Kurt Utech and his lovely wife.

back, WAMO contributes $50 from your $250 in your name, and the legislator knows it came from you and the industry.

WAMO has a goal of $50,000. If every member contributed $1 per machine, they would more than reach that goal.

"We can make things happen now," Eric Jacobson said, "and there's never been a better time." If they can get everyone working together, I'm convinced they're going to make a lot of things happen. ◆

INTERNATIONAL NEWS

1995 ATEI SHOW BOASTS STRONG OVERSEAS SALES & ATTENDANCE; BUT DID FACTORIES COME UP SHORT ON NEW, INNOVATIVE GAMES?

MIXED BAG IN LONDON

by MARTIN DEMPSEY, European Correspondent



Bob Deith (CEO, Sega Amusements Europe) and Mario Cotza with *Sega Rally*, their new driver.

Did the 51st annual ATEI show "deliver the goods?" It was a decidedly mixed bag. More visitors attended than ever. More business was transacted... especially in the arena of overseas sales. In fact, in terms of the number and quality of visitors and exhibitors, as well as sales, ATEI '95 was another record-breaker, "the best show ever."

But in terms of equipment? Well, factories typically like to debut many new games at this important London venue. But ATEI '95 saw considerably fewer new titles than usual. Innovation also appeared in short supply, with many factories offering updates or remakes of past titles. In fact, in some cases, year-old games were exhibited once again with no updates or new features whatsoever.

ATTENDANCE WAS UP

Statistics tell the story on attendance. ATEI announced that attendance rose 9.4% over 1994 levels to a record 13,778 visitors. This is after excluding duplications, improperly counted tickets and anyone under the age of 16. Even more impressive was the clicker count from 23,454 last year to over 32,000 this year, an increase of one-third.

Exhibition manager Peter Rusbridge said, "It is clear that ATEI is no longer an exhibition that can be visited in one or even two days. We are finding that a large proportion of visitors stay for the entire duration of the show, which accounts for the extremely high clicker count increase." There were 4,230 overseas visitors from 96 countries, some 22% more than last year. Spain, once again, was the leader with 426, followed by Italy with 299, France with 2760, Ireland with 267 and Sweden with 261.

PRODUCTS: LOOK FAMILIAR?

What did all these visitors see at ATEI? Generally they found a shortage of



This year, Namco chairman Masaya Nakamura (center) is marking 40 years in the trade. He's shown here at ATEI '95 with the firm's Darren Fisher and Shane Breaks at the Namco booth.



Capcom's Yosuke Yoneda with *X-Men, Children of the Atom.* It debuted in the USA shortly after this show.



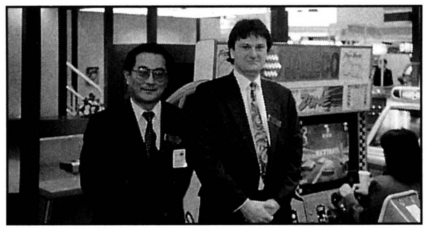
Electrocoin's John Stergides and PCP Micro Products' Neil Coates with *Random Reels,* a slot machine.



Premier's new pinball, *Shaq Attaq,* with the firm's VP Steve Kaufman (left), prexy Gil Pollock (right) and U.K. distributor Roy Seeming of DMD (center).



Twi/Atari's David Smith with American Laser Games' Stan Jarocki (in the cowboy hat) and *Fast Draw Showdown,* ALG's quick-draw contest video game.



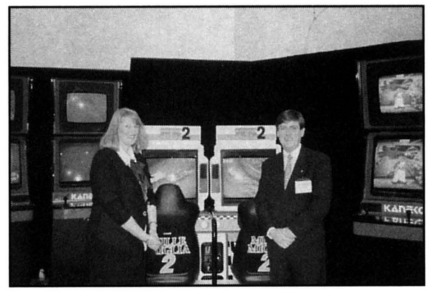
Jaleco's driver *Red Zone* is shown by the firm's Hiroshi Sawai and Brian Marks.



With Rowe's new *Eagle* wall box are, from left, Grant Davidson (Music Makers NZ) and three chaps from Rowe International: global operators chief Mike Weston, senior VP Joel Freidman and international sales topper Bob Navara.



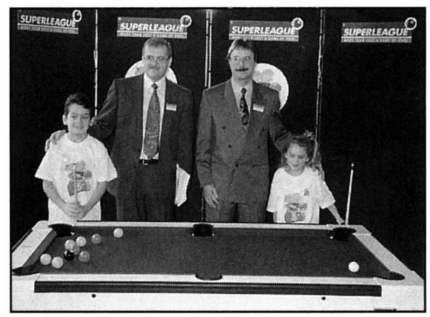
Twi/Atari's Tracy Ann Richards, Pat Pickham and Louise Bedwood with a character from their *Primal Rage* video, now available with update chips.



Kaneko's Sue Hathreall & Graeme Noble with *Soccer Superstars,* featuring that classic European sport.



Taito's Grant Freerks with Teatro 50, their universal cabinet with oversized monitor.



Hazel Grove Superleague launched the *Stix Junior* pool table at ATEI. With it are Hazel's Stan McKenna and Dan Cullen.



Tekken from Namco

new and innovative games. Some firms launched newer versions of recent games. Others released updated versions of games that were originally released many years ago. Still others brought back games from a year or more ago!

New videos included Sega's *Sega Rally,* Namco's *Tekken* and *Cyber Commando,* Konami's *Soccer Superstars* and Capcom's *X-Men.* Jaleco showed *Red Zone/Super Circuit,* while Virtuality launched three new software packages for their immersive VR system (for details, please see separate story elsewhere in this issue). In addition to these new titles, several older titles were shown from Atari, Capcom, Midway, American Laser Games, Namco, Sega, Konami, Taito, and Data East.

Quite a few video manufacturers have apparently fallen back on "reflecting past glories" and seeking to revive them (and turn them into current successes) by using new technology and new features to make them interesting for a new generation. Although this is probably much less expensive than the cost of developing all-new games, it seems unlikely that it can be any more than a passing phase that might fill a void in current video game development. Is this the end of video games as we know

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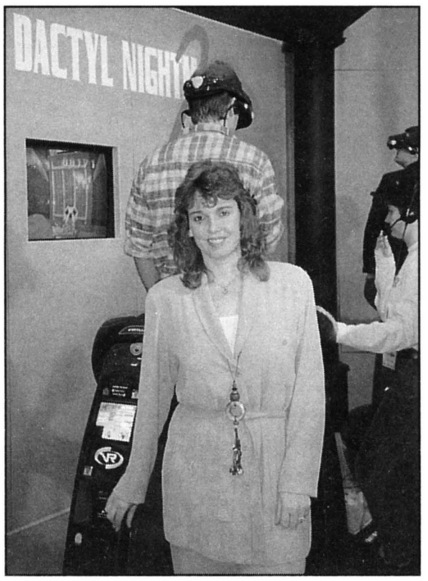
Namco's *Cyber Commando,* sequel to their earlier sci-fi hovercraft game, gets a workout from an intense showgoer.



Virtuality's Helen Horner demo'd three new software packages.



Cartoon characters *Beavis & Butthead* will star in a future Twi/Atari vidgame. It was previewed at ATEI and will debut at ACME in Reno.



The busy party scene included this well-attended shindig for coin-op trade journalists from around the world.



ATEI exhibitions manager Peter Rusbridge at the podium, flanked by ATEI chairman Charles Henry on his right and BACTA chairman Roger Withers on his left.

them? Or, is video just going through a bad patch? Only time will tell.

NON-VIDEO: STILL MORE REPEATS

The same trend (toward updates and remakes) marked other game categories. While some new products and themes graced ATEI's aisles, many firms showed familiar products. A few even displayed almost-identical versions of competitors' games. Where have all the innovators gone?

More redemption, novelties and gambling-type units than ever were shown by Japanese firms...companies which used to be mainly identified with video. Some see this shift as another sign that video is spiralling down and that Japan's video kings are putting their eggs in other baskets for the future. Others pointed out that Japanese firms have long been active in redemption, novelties and gaming pieces in their home market; perhaps now they are simply bringing a more representative range of goods to London, observers suggested.

At any rate, new pins at ATEI included *Dirty Harry* and *The Shadow* from Williams/Bally-Midway, Sega's *Mary Shelley's Frankenstein,* and Premier's *Shaq Attaq.* Music launches included Rowe's *Eagle* wall-mount (which got a restricted showing at the 1994 AMOA Expo) and their karaoke add-on. A wide selection of redemption-style equipment and sports and table games also appeared, many already familiar to U.S. readers.

U.K. SALES DOWN, OVERSEAS SALES UP

As many tradesters know, last fall the government of the United Kingdom called for a fierce tax known as AMLD (Amusement Machine License Duty). It's not in place yet, but if enacted as proposed AMLD would force operators to pay 250 pounds (about US$350) per player station, per year. British trade leaders originally predicted this tax could decimate the number of machines and operators in the nation's coin-op industry. Not surprisingly, such violent alarm bells noticeably lowered British operators' demand for amusement pieces.

On the plus side, most ATEI exhibitors said this dent in domestic sales was "more than compensated for" by an "unprecedented" surge in overseas sales of all types of equipment. Both the quantity and quality of international visitors took many by surprise...and a delightful surprise it was. Exhibitors Roy Howell (Maygay), Reg Morosoli (Direct Machine Distributors) and Colin Veitch (Euro-Coin) praised ATEI organizers for providing "the best show ever." In fact, Howell claimed ATEI had entered the 21st Century five years ahead of schedule.

Many exhibitors said it was not possible to deal properly with the increased number of overseas visitors in just two and a half days. Some suggested killing the "BACTA members only" rule on the first morning. Others favor returning to a four-day show, but opinion seemed fairly divided on this issue. We understand show organizers will discuss these and other proposals in the near future.

ABOUT THAT TAX

The introduction of AMLD in the U.K. budget on Nov. 29 of last year has not turned out to be anywhere nearly as devastating as the trade first expected. However, as reported, some damage has already been done because operators are now wary of investing more in videos. They're even more wary of buying many new pins.

In the months since AMLD was first floated, BACTA (Britain's coin-op trade group) has lobbied hard to modify the proposed tax. As a result, some categories of amusements will be exempted; only videos, pins and "SWP" (skill games with prizes) face the new tax charge. Also, the 250 pound fee will be applied per-screen, not per each player station. Seasonal reductions will apply to all licenses; videos and pins that charge less than 20 pence per play will also be exempt from the duty.

BACTA is still pushing for more changes. They want the tax to apply only to games that charge over 50 pence per play. They want a multiple machine discount, lower rate of duty and a three-year phase-in (operators would pay 50% in the first year and an additional 25% in each of the following years). However, at this writing it doesn't seem likely that officials will approve any more major changes from their initial proposal. At any rate, a government report on the AMLD idea is expected in late March or early April.

BEYOND AMUSEMENT SALES

The second annual Casino Expo was held in conjunction with ATEI '95. One expert U.S. trade member estimated that, counting casino stuff plus the many "small gambling pieces" or "fruit machines" that color so much of British coin-op, altogether gambling equipment probably comprised 70% of goods shown at this year's ATEI. The 1995 Casino Expo was even bigger than last year's successful version, and promises to grow still larger in '96. Attendance was up 20% to 1,656; meanwhile the Casino Industry Forum hosted 140 to its talk session, far more than expected.

If you put machine sales and exhibits at center stage, then this year's ATEI hosted more "fringe meetings" than ever, some held over lunch or drinks, others held around conference tables. These meetings ranged from the traditional "Summit Meeting" of worldwide association leaders, to a slew of separate events for trade journalists, gaming regulators, casino industry members, the Music Users Council of Europe, etc. The usual awards ceremony honored exhibitors for the best booth displays.

GOOD PRESS; FUTURE PLANS

What range of publications covered the 1995 ATEI show? "From *Fair Play* to the *Financial Times,*" said ATEI Chairman Charles Henry. He departed from his script to "wonder which is more important to the industry." [Editor's note: *Fair Play* is the Irish trade journal published by correspondent Martin Dempsey, author of this report.] At a post-show press conference, Henry called the show "the most successful and dynamic exhibition in our long and distinguished history."

A total of 81 journalists registered at the ATEI press lounge. No fewer than 23 were writing for amusement industry titles based outside the U.K. Positive coverage also came from BBC Radio, BBC Television, and the Sky Television Network which is also British-based.

Looking to 1996, a waiting list is already started for exhibit space at next year's show. Organizers will provide a themed area at the back of the hall which will be reserved exclusively for amusement park equipment such as large rides, etc. Many park owners attend the show and ATEI wants to give them special attention. ◆

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AT 1995 IMA SHOW, THE GERMAN TRADE DRAWS HOPE FROM TAX REFUNDS & PEPPIER INTERNATIONAL SALES

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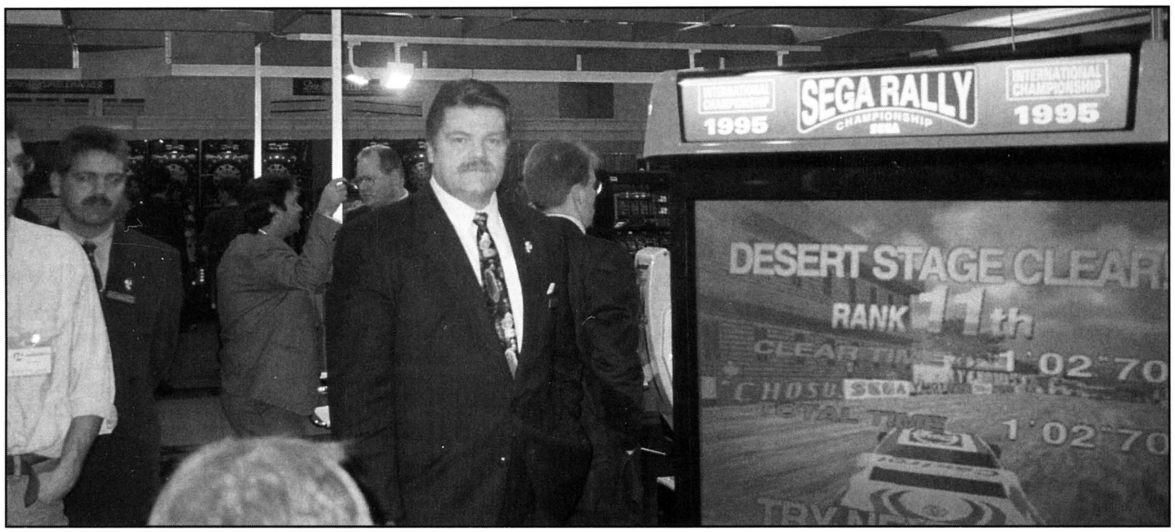
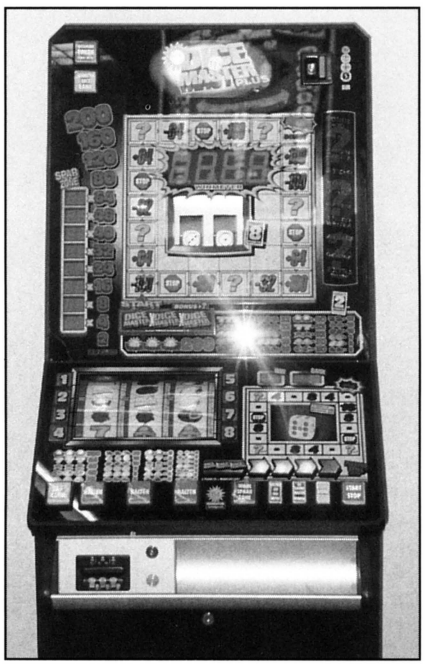


Michael Gsedl of Premier Loisirs Germany with *Sega Rally Championship,* their new driver.

If you took a deep breath at this year's German amusement machine show, your lungs would have filled with an air of hopeful expectation...because that feeling was all over the place at IMA '95. The show took place against a backdrop of encouraging events: a pending VAT tax refund to German operators; expanding international markets; and rising international competition. All of these factors seem poised to add ginger to Germany's coin-op scene.

IMA '95 was staged in Hall 5 of the Frankfurt Messe (Jan. 25-28), overlapping London's ATEI show by two days. Most international visitors spent a couple of days at each to get the best of both shows. Europeans have vigorously debated the impact, pro and con, of overlapping German and U.K. show dates. Should IMA take place a couple of weeks before ATEI? Maybe a couple of weeks later? Maybe shift IMA to the fall? Europeans might like this, but overseas visitors might not. In fact, without overlapping dates, might many



At the Gauselmann stand, *Dice Master Plus* combines a dice game with a fruit machine in an upright cabinet.

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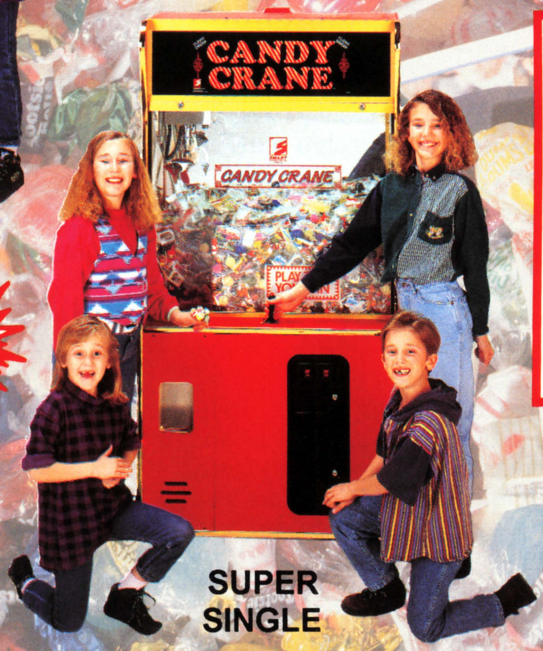

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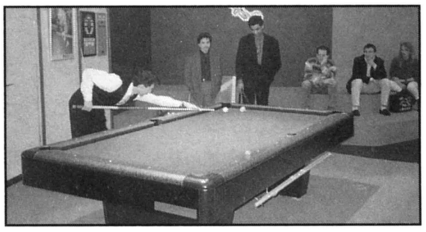
NSM presented their range of jukeboxes in a "music bistro."



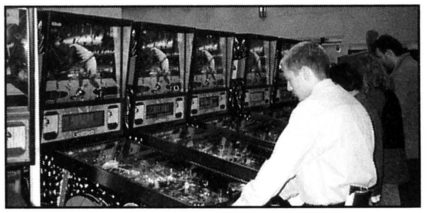
Pool, snooker and billiards were big at Bally Wulff.



Eurotrade's Frank Zlobinski showed pins and gaming equipment.



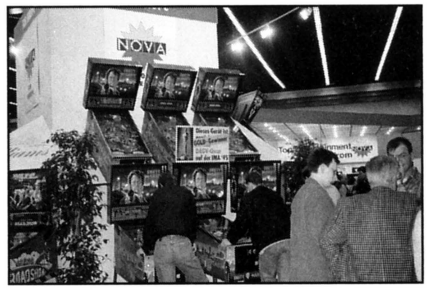
"Games Without Frontiers" was the theme at Stella's booth.



Premier's *Shaq Attaq* was a "slam dunk" at Tuning Electronics' booth.



At National Rejectors Inc., U.K. branch manager John McManus and sales manager Gunther Kuhl showed coin handlers.



Nova's display included Williams' new *Dirty Harry* pinball.



Here's Marcel Vissers from Veltimex Int'l., the Czech arm of Veltmeijer from the Netherlands. They showed fruit machines and other gaming pieces.

tradesters would pick just one show — probably ATEI? The debate continues.

IMA is generally a much quieter show than ATEI and this year was no exception. The Frankfurt show was a peaceful oasis compared to the crowded, noisy London affair. Yet business was certainly done at IMA, where attendance climbed nicely to 13,024 visitors (79% were Germans; 12% were from other ECU nations; 9% non-Europeans). Also, IMA hit "sold out" status for exhibit space much earlier than usual. Organizers are happy with the show's growth and demographic trends; they believe the expo will keep developing in the coming years.

DIVERSE GOODS SHOWN

Comparing the equipment at IMA and ATEI, Frankfurt featured more pins, fewer videos, and different types of gambling machines than were seen in London. As for equipment from related industries, IMA had lots of vending, but not much theme park goods; ATEI was the reverse. The German vending market is a mixed bag due to various factors, but U.S. readers will be interested to know more sophisticated machines with bill validators, cashless systems and magnetic cards or chip cards are becoming factors.

IMA offered the usual array of coin-op equipment like music machines, sports games, table games, cranes, kiddie rides, novelties, change machines, spares and accessories. Beyond that, you could see everything from ice cream and popcorn machines, to bowling products, furniture, alarms, computer hardware and software, soft toys, trophies, security equipment (such as alarms and closed circuit TV), tool kits, and even live tables for casinos.

Key exhibitors included NSM Lowen, Nova, Tuning Electronic, Gauselmann, Bally Wulff, Premier Loisirs Germany, Veltmeijer/Veltimex, GeWeTe, Novamatic, Kunick Group, Ball Timer, Erwo,NRI, and Industrias Lorenzo. Between them, they represented just about all the familiar factory names and current equipment which are familiar to U.S. readers (only Capcom and Konami had their own booths).

ABOUT THAT REFUND

As for the above-mentioned VAT refund, a 1994 ruling from the European Court of Justice said many German operators were due a payback from taxes levied in gaming machine grosses over the years. (Judges said taxes "should" have been applied only to what was left in the cashbox after payout.) The case had dragged on for years, but German operators are obviously delighted with the outcome. Not only were larger operators due some hefty refund checks, but German ops across the board enjoyed instant increases in the profitability of their gaming equipment on location, since future taxes will reflect the new ruling. At IMA, some tradesters said they had already gotten their refunds; many more refunds were coming soon.

As in the States, the German trade offered varied opinions about what operators would do with the cash. Pocket it? Buy beer, boats and white sidewall tires? Pay old debts? (There are lots of these, since Germany's market has been weak for years.) Or, would operators invest their windfall in more new machines? Time will tell, but obviously manufacturers are hoping a fair percentage of those "extra" deutschmarks will be spent on new equipment.

CROSS-BORDER ACTION

More international sales and marketing action was another highlight of IMA. Thanks largely to heavy promotion, sporting games are still holding their own in Germany — including table games, darts, and shooting sim-



The *Nostalgia Gold* jukebox was featured at NSM's booth.



Wall-mounted gaming machines have long dominated the German trade; Gauselmann showed this bank of the latest models.

ulators. But foreign suppliers of this equipment (from Austria, as well as Central and Eastern Europe) are offering lower prices and starting to make inroads on the German factories' domestic market.

Likewise, foreign manufacturers of gambling machines are also taking a bigger slice of the German investment pie these days. The classic German-made, wall-mounted gaming piece was once all-powerful here. But suddenly, this machine has competition from upright reel machines...a type of



Fortuna Automaten's gaming machines included some "unusual" variations.



Juan Jose Verdil and Olaf Andersen of Industrias Lorenzo with one of their reel units.

equipment that was unheard of in Germany just a couple of years ago. Foreign factories, especially from the Netherlands, originally began coming to IMA to showcase these goods to Central and Eastern European visitors. But then they discovered German operators were also interested!

German factories, however, have reacted quickly. They now offer their own versions of these games, and



From Croatia, Erwo showed *Magic Darts*. Here's their sales top Ivo Filpovic, import-export chief Nathalie Carek and marketing guy Zlatomir Vosecek.

who knows? The Germans may even find buyers for them in Central and Eastern Europe...places like Britain or the Netherlands, where traditional German wall-mounts had no buyers. Nova of Hamburg, which has long done plenty of business in the U.K. and elsewhere in Europe, will soon open a U.K. office, to be headed by former Sega topper Vic Leslie. With Europe's old national trade barriers gone, more cross-border trading may lie ahead.

In all, the German show has successfully weathered several challenges — direct competition from ATEI, foreign factories and spotty market conditions. If the mood at the 1995 IMA is any indicator, the German trade is moving toward a reasonably solid future. ◆

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Winning a movie Oscar is nice. But if you're a European machine manufacturer, gaining ISO certification is an achievement you can really "take to the bank." It is also the fruit of a load of hard work.

This past December, Atari Games' factory in Tipperary, Ireland received ISO 9002 certification. According to coin-op journalist Martin Dempsey, Atari Ireland is the first major coin-op games manufacturer to be so certified.

ISO is a quality systems standard comprising all aspects of manufacturing. Besides production, testing and inspection, even Atari's management, purchasing, customer service, storage and shipping were assessed. The chief benefits of achieving such accreditation is that ISO provides an independent and international "seal of approval" on product quality and internal procedures.

The ISO "award" was presented to Atari Games Ireland general manager Pat Pickham and staff by Member of Parliament Michael Ferris at a reception held at the Rectory House Hotel in the town of Dundrum (the affair also doubled as Atari's staff Christmas party). Ferris said that since the ISO 9000 series of quality standards were first issued back in 1987, the certification has been used more and more, particularly in Europe.

Dempsey reported the perception that ISO 9000 registration will be a requirement for doing business in Europe and that the system enjoys nearly "unanimous world-wide acceptance." Obviously, it is also a big aid in product marketing (Atari's standards will be periodically monitored in the future to maintain certification).

Pickham said the project to gain ISO 9002 certification was started in 1993 by Mike Nevin, Paddy McMahon and himself. The Tipperary factory originally opened back in 1978, and while a quality control system was put into place, it was not formalized until they sought ISO certification.



Parliamentarian Michael Ferris (left) and Atari Games' David Smith (right) flank Tipperary factory manager Pat Pickham at presentation of ISO 9002 certification at the Rectory Hall Hotel in the Irish town of Dundrum.

The Tipperary general manager also told the assemblage that his factory produced around 5,000 machines a year at one time, but that it's more like 2,500 today. He revealed, interestingly enough, that the factory would begin producing redemption games in 1995.

Atari's international salesman David Smith, on hand at the reception, said he was proud to be associated with a company that achieved ISO certification. He said the factory would continue to work for important international names like Nova and Konami besides building its own Atari product. (Smith hinted that Tipperary actually may go into kiddie ride production).

Atari Ireland's most recent "big project" was producing their own *T-Mek* and *Primal Rage* games, as well as the *Showcase 33* cabinet.

In addition to their work on coin-op product, the Tipperary factory is also now involved in the assembly and shipping of home video game cartridges for Time Warner UK in the European market.

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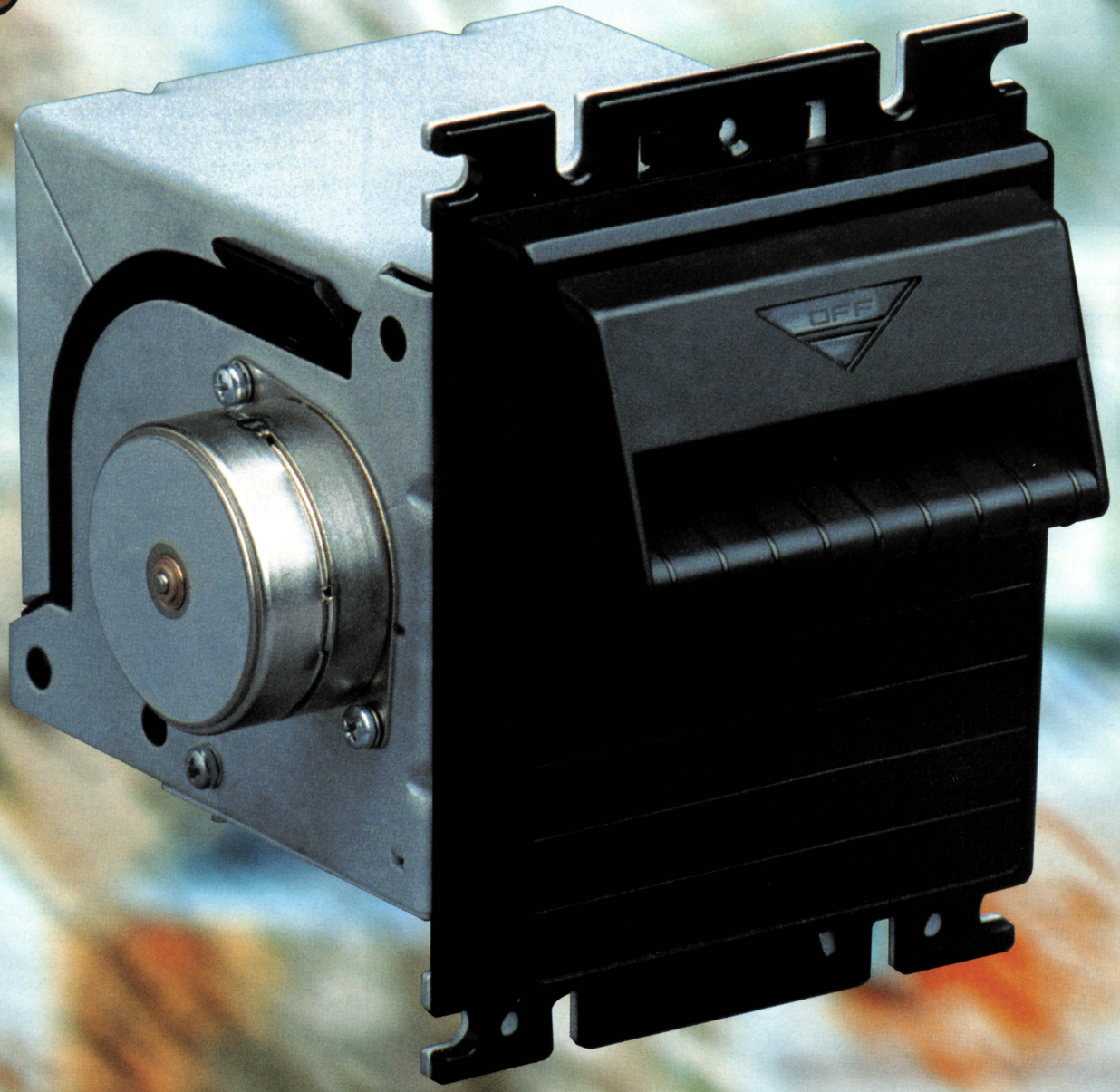

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HUNGARIAN SHOWING ON IN APRIL

The Third International Gaming Slot Machine show will take place April 27-30 at the Olah Gabor Sports Hall in Debrecen, Hungary. This event follows two successful previous shows that reflected the ability of the organizers to bring together exhibitors and visitors to view a wide range of amusement and gambling equipment.

Debrecen is the hub of Eastern Hungary...a center of business and intellectual life that can be easily accessed by road and rail. The region's scope stretches beyond the borders into neighboring Romania and The Ukraine.

Operators and other users of amusement and gaming product who are known to the DBT organizers will be invited directly. A conference on investment and selling opportunities, taxation, customs and legal regulations on gambling in Hungary is scheduled for the participating companies.

While producing the show and running its operation, the DBT people will take maximum account of exhibitors and visitor interests. A press and radio campaign is under way, covering the whole of Hungary and Romania and the Carpathian region of The Ukraine, providing information to potential business partners.

There will be daily coverage on the events at the show through the local media that will reach more than one million people in Debrecen and the surrounding region.

Organizers look forward to receiving applications from companies in the pinball, video, pool table, gaming machine and component business who are interested in the Central and Eastern European markets. Deadline for applications was originally the end of January, but late comers may yet have an opportunity to get in.

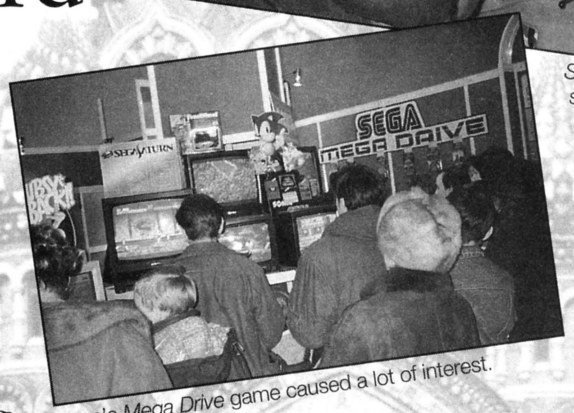
Parties may contact Reka Makray of DBT by phoning + 36 52 315768 or by faxing + 36 52 347562.

COIN-OP COMRADES



Suzuka 8 Hours 2 on the Namco stand was a very popular piece at EELEX '94.

Russia's third annual gaming and amusement machine show, EELEX, moves to Moscow and gets a big boost in attendance



Sega's Mega Drive game caused a lot of interest.

While Russia struggles to establish a place for itself in the global marketplace, signs of a burgeoning coin-op industry have been clearly put on display by organizers of the annual EELEX trade show, now in its third consecutive year. The following report was made by RePlay's *European correspondent Martin Dempsy.*

EELEX '94, Eastern Europe's Third Coin Machine & Casino Exhibition, was held at the Expocentre in Moscow, Dec. 9-11. The previous two shows were held in St. Petersburg, but this year's move to Moscow seems to have been popular with both exhibitors and visitors.

"The attendance of trade visitors increased to 2,878, nearly double the figure in St. Petersburg in 1993," said Steve Whatmore of World's Fair Exhibitions. "The reaction of exhibitors to Moscow was overwhelmingly positive, and we believe that EELEX, in the full calendar of exhibitions, has come of age."

Organizers hope to hold the 1995 show in Moscow in December, with the exact dates to be announced shortly, and it has been reported that the show will be held in two separate halls, one for casino equipment and the other for the amusement sector.

Although there was more amusement equipment at this year's event — last year's show was about 90% gaming and 10% gaming, this year it was about 75% gaming and 25% amusement — the show still a long way to go to interest Russian buyers in non-gaming equipment. A major factor influencing buying decisions is the total of around 100% import taxes on amusement and gaming equipment, and the varying rate of exchange. (At the time of the show, there were 3,300 rubles in US$1.)

The range of equipment on display at EELEX '94 demonstrated that the Russian market is still dominated by gaming — either in the form of live tables or machines. Gaming here takes place in casinos, gaming halls and locations such as bars and cafes.

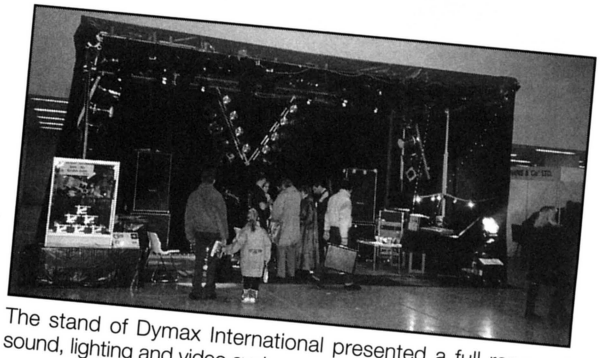
There are many large international casinos and also some smaller mini-casinos throughout Russia and the former USSR. The range of reel & video fruit machines and video pokers at the show was considerable.

Most of the world's leading manufacturers of casino gaming equipment and machines were represented directly or through distributors. International names like Novomatic and Huxley presented their products on large well-placed stands near the entrance. In addition to the gaming equipment there was a selection of amusement games, along with some disco and park equipment.

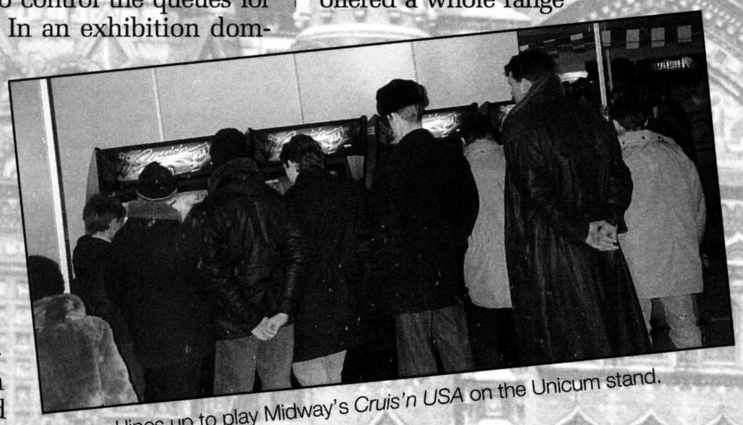
The reception for exhibitors was held at the Metelitsa Entertainment Complex, which is part of the Unicum Group, and includes a casino, discos and bars. There are many such centers in Moscow and throughout Russia, all of which either have or will require an array of entertainment equipment and facilities.

Unicum also had the largest selection of amusement games and their stand was constantly mobbed by people playing the games, queuing up or watching. The strictest security was on the PMS International stand, where teddy bears and many other varieties of furry friends had to be guarded around the clock.

The longest line at the show was for the simulator on the Olbi stand. Some people were so intent on keeping their position that they wouldn't allow other visitors or exhibitors to cross through the queue for fear of losing their place. Some exhibitors found they had to appoint full-time supervisors to control the queues for their games. In an exhibition dominated by gaming, those who showed the less popular amusement games certainly had the opportunity of seeing them well tested by the young and not-so-young visitors to the show.



The stand of Dymax International presented a full range of sound, lighting and video systems.



A crowd lines up to play Midway's *Cruis'n USA* on the Unicum stand.

OUT IN THE CROWD

Those visiting the show certainly had a wide variety of equipment to choose from and sales people were kept busy throughout the three days, with inquiries from Russia and other surrounding countries. Generally speaking, the exhibitors seemed happy with the manner in which the show was presented and the with the number of orders and inquiries they received. However, the number of people visiting the show who were not in business was greater than last year.

Some exhibitors found this annoying, as they were spending a lot of time with people who were inquiring about their games out of curiosity rather than from the point of view of purchasing. That is not to say that there were not a lot of genuine visitors, who were either involved in the business or interested in becoming involved. But the most annoying category of visitors was certainly those who were trying to sell their products to the exhibitors. Many in this group are not easily discouraged, returning again and again if they did not get a hearing the first time.

In Moscow there are many "professional" exhibition visitors. Attracted by the extensive advertising campaigns mounted by organizers, this dedicated band of professionals visit all exhibitions. Most were selling, some were begging. Those selling offered a whole range of goods and services, including caviar, chess games, books, advertising, and entry to nightclubs, casinos and other entertainment venues of an unspecified nature. Some were soliciting funds for charities; some were collecting pens, badges and anything else that exhibitors would part with; and some were openly begging from exhibitors "in order to support their families."

Many other showgoers were there to seek out companies who would operate equipment with them, but the experience in this area has not been good. Most exhibitors wanted to sell their equipment and a few were interested in starting their own operations.

A CHALLENGING MARKETPLACE

The Russian market is by no means an easy one to deal in as there are many complications that do not exist in other markets in neighboring countries. In particular, there are more difficulties in relation to importing goods, paying duties and taxes, and receiving payment for goods sold. In spite of the fact that the organizers informed everyone of the necessity to make travel, shipping and all other arrangements in plenty of time, there were instances of equipment and people that did not arrive or arrived late.

Fair Play Trade (Czech Republic) presented their range of gaming machines. They are currently involved in five joint ventures in Russia and other former Soviet republics. It is their experience that the biggest problem in these countries is to find reliable people who are capable of visualizing the result of a long-term project, rather than a short-term venture.

Although many are interested in becoming involved in the business, they do not have either the money or the necessary training, and even if they did, most Russians don't have the amount of disposable income needed to play the machines enough to make the operation immediately profitable. As a result of this, it is Fair Play Trade's view that the best way to operate games is to form a joint venture.

The company already has considerable experience in the Czech

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Republic, and has come across many of the problems now being experienced in Russia (but not to the same extent). Their staff speak Russian, and they bring their Russian partners to the Czech Republic for training in business matters and in the operation of gaming machines. It is their experience that many Russians are very experienced at buying, selling and making a profit, but not so experienced at giving after-sales service and dealing with longer-term aspects of a business relationship. To help further with this situation, Fair Play Trade also sends their own staff to Russia to train and assist their partners and their staff.

For the moment, they are operating mostly used gaming machines in Russia, but, as the market demand is created, they are prepared to develop games specifically for the Russian operations. It is their opinion that the excessive tax and duty on imports encourages a black market aspect to business. Fair Play Trade operates between five and 10 gaming machines per location, and they have around 500 machines currently in operation in major cities like Moscow and St. Petersburg. They would like to develop their operations more quickly, but because of problems with the laws and taxes, they are forced to move slowly.

EXHIBITORS

One of the biggest displays of equipment at the show was set up by Unicum. They are co-organizers of EELEX, and one of the biggest manufacturers and distributors of amusement and gaming equipment in Russia. Games included fruit machines; video pokers; *Flintstones* and *Road Show* pinballs from Williams; PCB games and Neo-Geo games in their own video cabinets; Midway's *Cruis'n USA* in sit-down and upright formats, *Revolution X*, and Bally *World Cup Soccer* and *Corvette* pinballs; *Lord of Gun* from IGS; Merkur electronic darts, *Shooting Star's* laser shooting game, and air hockey; *T-Mek* and *Primal Rage* from Atari; *Real Puncher* from Taito; and *Virtua Fighters* and *Jurassic Park* from Sega. Unicum also presented a roulette wheel, spares and accessories, monitors, PC boards and components.

Deith Leisure showed a range of equipment on the Coinmaster stand, with an emphasis on Sega product, including *G-Loc, Super Monaco GP, Power Drift, Virtua Fighter* and *Air Rescue.* They also showed a horse racing game, a dice game and Namco's *Four Trax.*

However, Namco Europe had their own booth and presented *Ridge Racer 2* and *Suzuka 8 Hours 2.* They had a very busy stand, as these two pieces were amongst the top games at the show for attracting crowds.

Other exhibitors included Pax Park, which designs, manufactures, installs and operates roller coasters that do not require concrete foundations, can be set up in two weeks, and have an hourly throughput of 900 passengers, according to the company. Two coasters are already in operation at Moscow's Gorky Park. Kiddie ride makers Carrousel and Zamperla showed their latest offerings, while PMS International displayed their attractive range of soft toys. Sound Leisure brought some of their jukeboxes and novelty games, as well as their latest prize-dispensing game, *Spida Strika.*

Various companies also offered a design and installation service; management and staff training; individually designed cabinets; specialist knowledge of the market in Russia and nearby countries; equipment maintenance; supply of spares and accessories; security equipment; and much more.

Aside from the continued preponderance of gaming equipment at EELEX, one of the most noticeable trends was that many companies based in Russia and surrounding countries took stands this year. Some of these companies have been in existence for some time, while others are relatively new, but it is clear that with such a willingness to take on distributorships and become involved in manufacturing, there will be good support from manufacturers and distributors as the industry grows.

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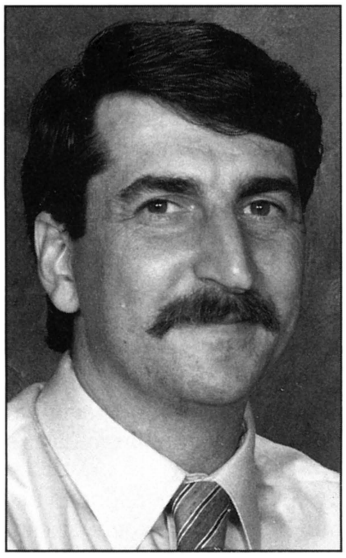
TECHNICAL TIPS

BY RANDY FROMM



MEET COIN-OP'S TECH WARRIOR; PLUS A LOOK AT A WAY TO RECYCLE CHIPS FROM OLD PRINTED CIRCUIT BOARDS.

Anyone who has met Spike Tsasmali is not likely to forget him. In fact, you don't really even have to meet him, exactly. You just gotta get a brief look at him to notice that Spike's a little bit "different." It's not often you see someone walking the aisles of the ACME show with waist length braided hair, a brightly colored headband (hand-woven in a Seminole Indian motif) and a spiked (make that "heavily spiked") leather collar with matching bracelets. This guy looks about as far removed from the modern stereotype of an electronic design engineer as you can get. Hardly the "nerd" type, Spike forsakes the pocket protector and polyester pants in favor of a sort of a "nouveau Native American punk" look that goes a long way toward proving true the old adage "you can't tell a book by its cover."

"I started in the coin business as kind of an after-school thing in 1975. When I got out of school in 1981, I went to work for a North Carolina operator. I was out on the route all during the eighties." said Tsasmali when asked about his background in coin-op. "When I decided to put my business, Datatronics, on the map was in 1985."

Spike has earned his reputation as a problem solver by helping local operators update their older equipment, replacing vintage motors, steppers, relays and miles of copper wire with their suitably high-tech counterparts.

"Around the Southeast (especially along the coastline here in Myrtle Beach, South Carolina) I've done an awful lot of work in retrofitting games with new control boards." Tsasmali said. "We'll take an old machine like an old electro-mechanical bowler or crane or something like that and re-do the control logic on it with new, modern electronics. Once the retrofit takes its place in the game, usually you have no service problems with it after that. We kinda got a reputation around here for being the gurus of cranes. We have retrofit logic boards to fit every crane made."

"I started with microprocessors when they first came out." Tsasmali explained. "I bought Intel 4040s in 1974 and I've been working with them ever since. We are registered, third party consultants for a major manufacturer of the world's fastest microcontroller series, known as PICs (for Programmable, Industrial Controller.) They're also the least expensive."

Providing low-cost, efficient solutions is the hallmark of Spike's designs. "These microcontrollers have been used for everything from cable TV converters to handheld football games." he said. "By using a PIC, I can keep the design simple and keep the cost down while keeping the reliability up."

"We're making a very high-class ticket dispenser test fixture that will evaluate everything from just the basic notch sensor all the way to the motor timing capabilities of the dispenser to make sure that the motor is running at the proper speed." Tsasmali commented. "We service virtually everything that has a ticket dispenser on it. Over the past fifteen years I've worked on these ticket dispensers so many times, I've seen what operators inadvertently do while trying to unjam tickets. The test fixture allows you to completely test the ticket dispenser under all conditions."

Spike's other products include a series



Spike Tsasmali and Carey Hoskins (the *Revolution-X* girl, Williams).

of digital coin meters featuring both large and small LED displays. These bright displays are really easy to read in the dark allowing you to find other uses for your Mini-Maglite with all the teeth marks on the barrel. The coin meters are guaranteed for 25 million counts. If your machine has taken in over $6 million, I guess you can afford to replace the coin meter.

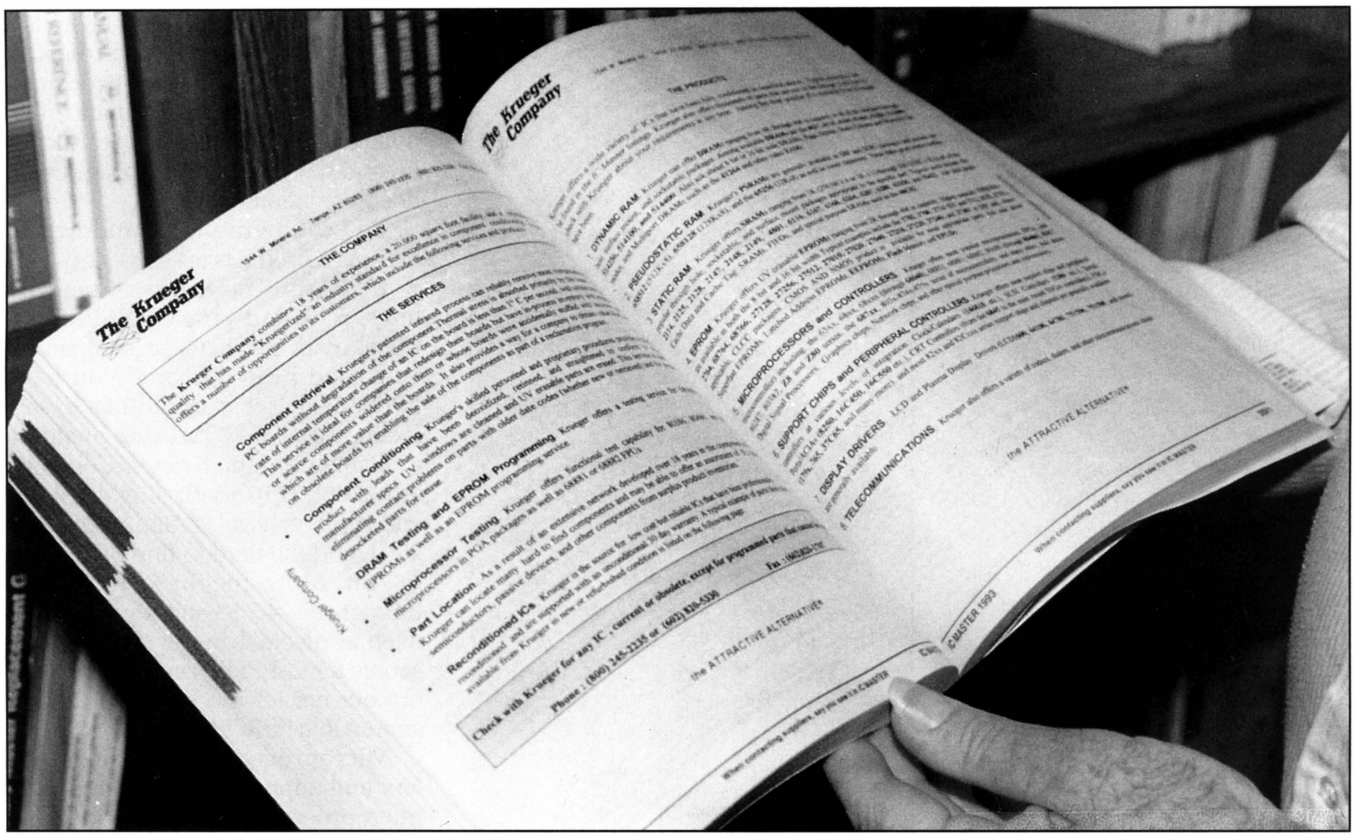
Another product is a so-called "YOGI" board that allows operators to add a ticket dispenser to video poker and eight-liner videos. The YOGI board is an operator adjustable adaptor that connects to the "paid out" or "knockoff" meter. When the credits are knocked off the machine, tickets are automatically dispensed. This eliminates the need for an attendant to personally verify the remaining credits when a player has finished with the machine.

Other Tsasmali designs include an infra-red game controller system, an RGB to NTSC converter that allows the output of a video game to be connected to the video input of a large screen television and even a complete replacement electronics package for *Boom Ball* and *Skee Ball* games that includes sound effects and uses a video monitor to display the score and ball count. Spike even has replacement controller boards for coin pushers that allow an operator to utilize a third hopper in the game as a token dispenser!

Always interested in talking to operators and helping out where he can,



The Krueger Company facility.



Krueger maintains a tech library to assure familiarity with a range of parts. They are also listed in the "IC Master," a primary reference in the IC industry.

Spike can be reached at: Datatronics, 903 B Second Ave. North, North Myrtle Beach, SC 29582; 803/249-9916.

COMPONENT RECYCLING

In my opinion, junk is an important resource for a coin-op shop. Any operator who has been around for a while probably has acquired a substantial number of old printed circuit boards. These junk boards are invaluable to me as a service tech. If I need a replacement IC to fix something, I can probably find what I need on one of our junk boards.

But locating the IC and removing it from the printed circuit board without damaging it can be a time consuming process that I'd just as soon do without. On the other hand, I hate to go out and purchase a stock of replacement ICs when I have what I need on the junk boards.

The solution to this problem may lie in the component recycling service of the Krueger Company of Tempe, Arizona. The Krueger Company's component recycling services allow reliable reuse of components that might otherwise have been scrapped. Among the most popular of these services are: The retrieval and refurbishment of Integrated Circuits that have been soldered onto or into boards. This service is ideal for companies that have an in-process or finished goods inventory of unusable printed circuit assemblies that are populated with expensive or scarce components. Board redesigns, defective bare boards and incorrect stuffing of boards can typically create this problem.

The removal from boards and lead straightening of high lead count Quad Flat Packs, TQFPs, or other highly integrated devices. This service is ideal for companies that use highly integrated proprietary chips, gate arrays or commercial high pin count parts. These parts tend to be expensive and often hard to get which makes reclamation a very attractive option. The straightening of tape and reel or placement rejects as well as reclamation from boards can lead to significant savings.

The rejuvenation of parts with older date codes by decontamination and retinning of leads can allow you to use older components that might have had contact problems.

The advantages of recycled ICs include:

- Recycling ICs protects the earth's environment, and saves resources by better utilizing natural resources.
- High demand remains in some markets for obsolete or out-of-manufacture parts, which most suppliers cannot provide. When customers need these parts, The Krueger Company can supply them by retrieving them from the customer's own boards and refurbishing them.
- Refurbished ICs from previously functional boards should be more reliable than new ICs. If a part is defective it is likely to fail during its first 24 hours of usage. If any defect has not occurred during this 24 hours, the probability of failure is statistically very low. Parts that are reclaimed from boards have passed this "infant mortality" period.
- Refurbished ICs provide better contact and better wetting than "new" parts with older date codes. They remove the oxidization from the leads and replace it with a thin uniform coating of solder to assure good contact and wetting regardless of the original date of manufacture.

The Krueger Company can be an excellent source of high quality low cost EPROMs, microprocessors, microcontrollers, support chips and other memory and logic parts (including older parts that are no longer manufactured). While not all compo-

TOP HITS OF JAPAN

from Game Machine Magazine, March 1, 1995

TOP 25 VIDEO COCKTAILS

	Model (manufacturer)
1	Virtua Fighter 2 (Sega)
2	Puzzle Bobble (Taito/SNK)
3	Soccer Superstars (Konami)
4	Tekken (Namco)
5	Virtua Fighter (Sega)
6	X-Men (Capcom)
7	Samurai Shodown II (SNK)
8	Super Real Mahjong P. IV (Seta)
9	Mahjong Soo-chi-Pie II (Jaleco)
10	The King of Fighters '94 (SNK)
11	Crazy Cross (Konami)
12	Puyo Puyo 2 (Compile/Sega)
13	Super Real Mahjong P. IV (Seta)
14	Super St. Fighter II Turbo (Capcom)
15	Mahjong Prof'l "Kiwame" (Athena)
16	Bubble Symphony (Taito)
17	Panic Bomber (Eighting/SNK)
18	Raiden DX (Seibu)
19	Raiden II (Seibu)
20	V Goal Soccer (Tecmo)
21	Super Shanghai (Hot-B/Taito)
22	Run & Gun (Konami)
23	Hat Trick Hero '95 (Taito)
24	Gunbird (Psykyo/Jaleco)
25	Shanghai III (Sun)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Virtua Fighter 2 [deluxe] (Sega)
2	Ace Driver [deluxe] (Namco)
3	Ridge Racer 2 [twin] (Namco)
4	Virtua Cop (Sega)
5	Point Blank (Namco)
6	Daytona USA [twin] (Sega)
7	Sports Fishing (Sega)
8	Quiz Doremifa Grand Prix (Konami)
9	Daytona USA [deluxe] (Sega)
10	Wing War [twin] (Sega)
11	Final Lap R [standard] (Namco)
12	Speed Chp.-King of Quiz II (Jaleco)
13	Out Runners (Sega)
14	Virtua Racing [twin] (Sega)
15	Jurassic Park (Sega)

TOP 5 FLIPPERS

	Model (manufacturer)
1	Royal Rumble (Data East)
2	Flintstones (Williams)
3	Star Trek: The Next Gen. (Williams)
4	Lethal Weapon 3 (Data East)
5	Addams Family (Midway)

nents are available for sale at all times and they don't buy all components at all times, there is a good chance that they will have what you need when you need it. They have a toll-free number that is always available for you to check to see whether they are currently buying or selling the parts that you want to buy or sell. If you have an ongoing requirement for ICs in volume, let them know. If they know what you want they can be more aggressive in locating sources of those parts.

The Krueger Company can be a source of money for your old EPROMs, microprocessors and support chips. When you upgrade to new board revisions, the company may buy your obsolete boards for the value of components that are on the boards. The Krueger Company's patented process for desoldering components allows for reclamation of parts soldered onto boards as well as socketed parts. The Krueger Process is the only known way to desolder through-hole components without degrading their reliability.

They can turn your PC boards into a source for hard to find parts that might not otherwise be available. The Krueger Company can also rejuvenate older components that might have become oxidized or have other contact problems. They have helped many companies convert their unusable stock of obsolete boards and surplus components to a very viable major source for parts for their current products, engineering labs and repair facilities.

Krueger can also offer an environmentally responsible method of recycling entire machines or other surplus scrap materials. Machines are dismantled and all parts are recycled. This is not likely to be a source of money since in many cases there is a cost associated with proper disposition of many of the by-products. However, there is the assurance that none of the material will go to a landfill and there is detailed waste stream documentation.

The following is a rundown of Krueger's products and services:

EPROMs. The Krueger Company buys, sells and programs EPROMs. Check with the Krueger company if you need EPROMs or if you have EPROMs that you would like to sell. Examples of EPROMs that might be available from the Krueger Company are 2708, 2716 (both single voltage and triple voltage), 2732, 2532, 2764, 2564, and the hard to find 68764 and 68766. More recent EPROMs up through the 4 Megabit level are also often available. Krueger can also be a source for EEPROMs and Flash memory but not for plastic one-time programmable EPROMs.

Microprocessors, Microcontrollers and support chips. Examples of microprocessors and support chips often available from the Krueger Company are the Z80 series the 8080, 8085 and 80x86 series of Intel microprocessors, the 82xx series of peripheral support chips, the Motorola 6800, 6809 and 68000 series microprocessors, the 68 series support chips. and the 65xx series of support chips. Newer parts are also available. Krueger can also be a source for Intel 87 series microcontrollers and Motorola 687 series microcontrollers. The internal ROM in these parts can be erased and reprogrammed. Krueger will not be a source for programmed parts that cannot be erased.

RAMS. Check with them directly for any requirements for DRAMs or SRAMs. Whether you need a standard older SRAM such as a 2114 or 6116 or a specialized SRAM such as the 6810, chances are they can help you.

EPROMs and DRAMs. Those who are confronted with the laborious task of reconditioning a quantity of EPROMs due to a firmware change can capitalize on Krueger's mass processing ability to straighten leads, remove labels, clean, erase, blank-test, program and relabel your EPROMs. They also recycle EEPROMs and Flash Memory and offer a testing service for most DRAMs.

Component Retrieval. Krueger's patented infrared process can reliably remove most components from PC boards without degradation of the

component. Thermal stress is absorbed primarily by the board. The rate of internal temperature change of an IC on the board is less than 1x C per second, well within Mil Spec. This service is ideal for companies that redesign their boards but have in-process inventory with expensive or scarce components soldered onto them or whose boards were accidentally stuffed with incorrect parts which are of more value than the boards. It also provides a way for a company to obtain value from parts on obsolete boards by enabling the sale of the components as part of a reclamation program.

Component Conditioning. Krueger's skilled personnel and proprietary procedures provide a reusable product with leads that have been deoxidized, retinned and straightened to conform to original manufacturer specs. UV windows are cleaned and UV erasable parts are erased. This service is ideal for eliminating contact problems on parts with older date codes (whether new or retrieved) and for preparing desocketed parts for reuse.

DRAM Testing and EPROM Programming. Krueger offers a testing service for DRAMs and EPROMs, as well as an EPROM programming service.

Microprocessor Testing. Krueger offers functional test capability for 80386, 80486, and 68030 microprocessors in PGA packages as well as 68881 or 68882 FPUs.

Part Location. As a result of an extensive network developed over 19 years in the component market, Krueger can locate many hard to find components, and may be able to offer an assortment of ICs, discrete semiconductors, passive devices and other components from surplus product inventories.

Reconditioned ICs. Krueger is the source for low-cost but reliable ICs that have been professionally reconditioned and are supported with an unconditional 30 day warranty.

Rejuvenation of Aged Components. Within a relatively short time, components of all types, sitting on the stock shelf, experience oxidation build-up on their leads, creating solderability and contact problems. Anyone who has experienced the nightmare of circuit failure due to the problems caused by poor contact will appreciate the value of Krueger's reconditioning services.

As a consequence of previous lead-contamination experiences and in an effort avoid them, purchasing agents are frequently instructed to buy only ICs with date codes. Often, under a deadline, purchasers find that the date codes they need are available only at severely inflated prices and often with unacceptably long lead times.

Krueger's component rejuvenation service will allow you to eliminate most date code restrictions with full confidence that the parts that you do obtain, regardless of date code, will have the same or better solderability as newly-manufactured parts.

For more information, contact: The Krueger Company, 1544 West Mineral Road, P.O. Box 24049, Tempe, AZ 85285-4049; 602/820-5330 or fax 602/820-1707. ◆

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VITAL TITLES



TOP-SELLING 45S & CDS AT KEY ONE-STOPS AS OF FEBRUARY 22, 1995

POP

1. ***BANG AND BLAME,*** *R.E.M., Warner Bros. 17994*
2. ***TAKE A BOW,*** *Madonna, Warner Bros 18000*
3. ***STRONG ENOUGH,*** *Sheryl Crow, A&M 0798*
4. ***YOU DON'T KNOW HOW IT FEELS,*** *Tom Petty, Warner Bros. 18030*
5. ***EVERLASTING LOVE,*** *Gloria Estefan, Epic 77756*
6. ***SPIN THE BLACK CIRCLE,*** *Pearl Jam, Epic 77771*
7. ***BLIND MAN,*** *Aerosmith, Geffen 19377*
8. ***HOUSE OF LOVE,*** *Amy Grant w/ Vince Gill, A&M 0802*
9. ***SYMPATHY FOR THE DEVIL,*** *Guns N' Roses, Geffen 19381*
10. ***ON BENDED KNEE,*** *Boyz II Men, Motown 860244*

POP PICK HITS

HOLD MY HAND
Hootie & The Blowfish - Atlantic 87230

BABY
Brandy - Atlantic 87173

C/W

1. ***I'LL NEVER FORGIVE MY HEART,*** *Brooks & Dunn, Arista 12779*
2. ***MI VIDA LOCA,*** *Pam Tillis, Arista 12759*
3. ***YOU CAN'T MAKE A HEART LOVE SOMEBODY,*** *G. Strait, MCA 54964*
4. ***HERE I AM,*** *Patty Loveless, Epic 77734*
5. ***OLD ENOUGH TO KNOW BETTER,*** *Wade Hayes, Columbia 77739*
6. ***MY KIND OF GIRL,*** *Collin Raye, Epic 77773*
7. ***TILL YOU LOVE ME,*** *Reba McEntire, MCA 54888*
8. ***DOWN IN FLAMES,*** *Blackhawk, Arista 12769*
9. ***BETWEEN AN OLD MEMORY AND ME,*** *Travis Tritt, Warner Bros. 18003*
10. ***UPSTAIRS DOWNSTAIRS,*** *Toby Keith, Polydor 851136*

COUNTRY PICK HITS

WHEREVER YOU GO
Clint Black - RCA 64267

LOOK WHAT FOLLOWED ME HOME
David Ball - Warner Bros. 17977

R&B

★ 1. ***ON BENDED KNEE,*** *Boyz II Men, Motown 860244*
★ 2. ***MELODY OF LOVE,*** *Donna Summer, Mercury 856357*
★ 3. ***THE SWEETEST DAYS,*** *Vanessa Williams, Mercury 851110*
★ 4. ***BABY,*** *Brandy, Atlantic 87173*
5. ***ALWAYS & FOREVER,*** *Luther Vandross, Epic 77735*
6. ***YOU WANT THIS,*** *Janet Jackson, Virgin 38455*
7. ***CAN I STAY WITH YOU,*** *Karyn White, Warner Bros. 18007*
★ 8. ***SPACE,*** *Prince, Warner Bros. 18012*
★ 9. ***DON'T SAY GOODBYE GIRL,*** *Tevin Campbell, Warner Bros. 18254*
10. ***U WILL KNOW,*** *B.M.U., Mercury 856200*

R & B PICK HITS

CDS

1. ***HELL FREEZES OVER,*** *Eagles, Geffen 24725*
2. ***THE HITS,*** *Garth Brooks, Liberty 29689*
3. ***YES I AM,*** *Melissa Etheridge, Island 848660*
4. ***VITALOGY,*** *Pearl Jam, Epic 66900*
5. ***BALANCE,*** *Van Halen, Warner Bros. 45760*
6. ***TUESDAY NIGHT MUSIC CLUB,*** *Sheryl Crow, A&M 0126*
7. ***DOOKIE,*** *Green Day, Warner Bros. 45529*
8. ***THE TRACTORS,*** *The Tractors, Arista 18728*
9. ***CRACKED REAR VIEW,*** *Hootie & The Blowfish, Atlantic 82613*
10. ***WILDFLOWERS,*** *Tom Petty, Warner Bros. 45759*

★ = *significant crossover activity*

NEW PRODUCTS





New redemption from Lazer-Tron

Lazer-Tron is gearing up for spring with the release of two new redemption games, *Wheelin-N-Dealin* and a one-player version of *Pogger*.

Wheelin-N-Dealin is a lively novelty game where players get three attempts to stop two hands spinning in opposite directions on desired slots. Each slot is worth a number of tickets and the object is to accumulate as many tickets as possible during the three spins.

Players can win up to 60 tickets on a single coin in normal gameplay, or hundreds of tickets by winning the progressive Jackpot, but they must avoid the bankrupt slot, which wipes out all of the accumulated tickets, and the "Lose A Spin" slot, which takes away one of the spins. The progressive Jackpot can be hit by stopping either hand on the "Jackpot" slot on all three spins.

Operators can adjust both ticket values and the speed of the hands. The unit weighs 250 lbs. and measures 25"(w) x 49"(l) x 73"(h).

Lazer-Tron's one-player *Pogger* follows on the heels of a four-player version successfully launched last fall. Like the original, it's a unique rotary merchandiser that has players attempting to win Pogs, milkcaps and slammers. If you haven't already heard, Pogs are collectable printed caps with which kids can also play a simple, highly entertaining game.

The cabinet can also be converted into a candy/ bulk merchandiser, and can act as a "play till you win" candy merchandiser. The one-player *Pogger* is compact, measuring 25.37"(w) x 37.5"(d) x 54.5"(h), and can easily fit in most any location.

For more information, contact an authorized distributor or call Lazer-Tron at 510/460-0873.

Phone card dispenser from XCP

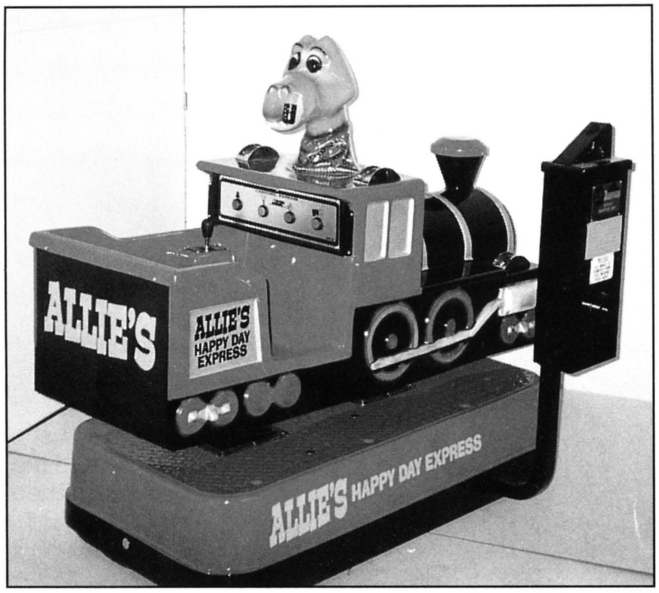
XCP introduces their new VendaCard Phone Card Dispenser, models 5001 & 5002, for the automatic vending of .010, .020, .030 thick paper or plastic pre-paid telephone cards.

The unit accepts $1, $5, $10 and $20 bills with a note stacker, or most foreign bank notes with the optional "Smiley Banknote Acceptor." A four-dispenser version with acceptance of coins and payback of change is also available, as is an optional bank credit card reader.

The model 5002 has a back lit "Super Twist" liquid crystal display that prompts the phone card patron on the steps of operation. The LCD is programmable by the operator for any custom display message in any language. The display indicates the currency value inserted.

The cabinet is built of heavy guage steel with a commercial grade tamper-proof three-point contact t-handle lock. Designed to mount on the wall, on an optional pedestal stand or on a counter top, it operates on UL/CSA listed low-voltage 24VAC power supply available in 110/220 volts.

For more information, you can visit the XCP booth at ACME '95 or call David Swan at 813/841-6630.

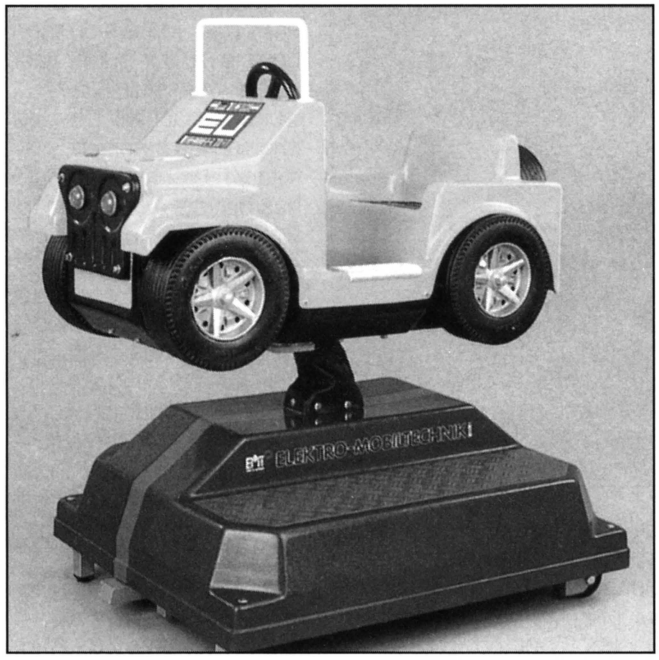


New kiddie ride from Carousel

Allie the Alligator is back! And this time, the loveable reptile is piloting the newest kid-pleasing ride from Carousel, *Allie's Happy Day Express*.

Two youngsters can hop aboard this bright red and black steam engine. The little conductors can activate sounds and lights as they imagine themselves movin' on down tracks. Meanwhile, Allie puts his talents to good use by singing a delightful song to the passengers. The wide-eyed gator sports a pipe and bandana while facing the children during their "journey."

For more information on *Allie's Happy Day Express* and their entire line of kiddie rides, contact Carousel International at 314/392-7122.



New kiddie ride from EMT

Put it in "four wheel drive" and head off the beaten path with EMT's new *Jeep* (230-JP) kiddie ride.

With its flashing lights, fat tires and windshield crossbar, the *Jeep* creates the appearance of ruggedness. Its young riders will experience the feeling of riding over hills and mountains, or across the desert, as they move back and forth on this rugged little kiddie ride. There's a horn to honk as well as a gas pedal that creates accelerating and revving sounds.

The new ride is built EMT tough, with sturdy framework construction and the usual "overbuilt" mechanicals that go into all the company's machines. The gearbox, motor and electronic module are also backed by EMT's two-year warranty. With its compact dimensions — 39"(l) x 26"(w) x 42"(h) — the ride is ideal for locations with limited space.

For more information on this and other EMT kiddie rides, contact Alicia Sadoff, sales manager, at 708/860-5100.



TURBO KOURIER from The Vivid Group

Turbo Kourier is a video game that literally places the player in the action, where they see themselves on the screen interacting with computer graphics and animation.

The Vivid Group has created the Mandala Virtual World system that uses a video camera to superimpose a player's image onto the screen where they can use their movements to interact with a completely computer-generated environment.

Gameplay revolves around the exploits of a typical day in the life of a courier who uses a gravity-defying skyboard to deliver important cargo in a futuristic landscape. The player enters the game by stepping into the Mandala Module, where he has room to jump, slide, duck and move his image on the screen. The Mandala System understands this movement and allows the player to control his on-screen position and touch items in the game.

As the player gains points for successfully completing missions, they gather power to speed them along, while watching out for competing couriers. The unencumbered interface leads to a very active, physical experience; in order to succeed, you have to be willing to move.

The Vivid Group will be showing *Turbo Kourier* and this new form of digital entertainment at ACME '95 (booth #165). For more information, call them at 416/340-9290 ext. 225.



ACE DRIVER from Namco

Namco has begun shipping its latest state-of-the-art race driving simulator *Ace Driver*. The deluxe version of the game had become a familiar crowd pleaser at a number of shows over the last few months, and now the standard model is readily available.

Using an advanced 3D texture mapped, polygon graphics, *Ace Driver* captures the high-speed thrill of Formula-style racing. Drivers can take a few warm-up laps in the Beginner Class before taking the controls in the high-powered Expert Pro Class.

All of this is enhanced by Namco's innovative feedback steering system, which increases in difficulty depending on the class the player selects. In the Beginning Class the steering is "forgiving"; players can over- or undercompensate a bit and not end up in the dirt. But in the Expert Pro Class, drivers must keep their reflexes honed sharp if they want to keep it on the tarmac at 175 mph.

The *Ace Driver* standard version offers all the graphic detail and competitive play of the deluxe, and includes the 29-inch monitors. Both versions also have selectable views, drafting effect, three racing classes and a choice of manual or automatic transmissions. And of course, the game can be linked up to four units for eight-player head-to-head competition.

Also new from Namco is their unique and adorable redemption piece, *Belly Bomber*, which was received a number of new design features since the prototype was first shown. The object of the game is still to launch the "bombs" at the dragon as fast as you can, with points awarded for successful "hits." When two games are linked it can make for some intense but friendly competition, with a tie resulting in 10 additional seconds to battle it out.

And finally, Namco is releasing a software update for the Galaxian 3 Theater 6, *Attack of Zolgear*. For more information on Namco's wave of new product, contact your local distributor or call the Namco America sales office at 708/238-2248.

New from Adventure Quest

Triple Quest, Inc./Adventure Quest, Ltd., manufacturer and supplier of the M-4 - 360 Degree Motion Theater, is releasing a new motion ride film, "Survival 2006," produced by SEE 3, a leading West Coast computer animation studio.

The four-minute adventure depicts the year 2006, 15 months after a massive meteorite storm has collided with the Earth. The survivors have been driven underground and as subsurface resources are exhausted, the viewers become part of a daring scout group set out in search of a mysterious signal beam.

More releases are scheduled for the summer of '95, and customized ride film can also be created for different venues. For more information, contact Bill Schwankl at 701/277-1332.

Phone card dispenser from XCP

XCP introduces their new VendaCard Phone Card Dispenser, models 5001 & 5002, for the automatic vending of .010, .020, .030 thick paper or plastic pre-paid telephone cards.

The unit accepts $1, $5, $10 and $20 bills with a note stacker, or most foreign bank notes with the optional "Smiley Banknote Acceptor." A four-dispenser version with acceptance of coins and payback of change is also available, as is an optional bank credit card reader.

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For more information, you can visit the XCP booth at ACME '95 or call David Swan at 813/841-6630.

Game update from Coin Concepts

Coin Concepts, Inc. is announcing two new updates for its baseball-themed redemption game, *Home Run Hitter.*

First, the guys at CCI have added a self-clearing playfield. In the attract mode, the playfield will automatically tilt downward, clearing off coins directly into the cash box so gameplay can continue unobstructed.

The other significant development is UL approval. *Home Run Hitter* is now UL22 listed for all games shipped after March 1, 1995.

For more information, contact a distributor or Coin Concepts, Inc. at 908/390-9009.



New game cabinet from Happ Controls

The Universal Driving Cabinet is the latest new product from Happ Controls.

The cabinet is shipped complete with over/under coin door, 25-inch Wells-Gardner monitor, fluorescent light fixture, 15-amp UL power supply, seat slide to adjust to player's size, 270 degree steering wheel with potentiometer, gas pedal with potentiometer, brake pedal with microswitch, one-player start button, speed shifter and JAMMA compatibility.

The Universal Driving Cabinet is available now (part #48-0003-00). Dimensions are 80"(h) x 30" (w) x 60"(d), and it weighs 475 lbs.

For more information, contact your local distributor or call Happ Controls at 800/593-4277 or 708/ 593-6130.

HOLLYWOOD CASH CUBE from Fun Industries

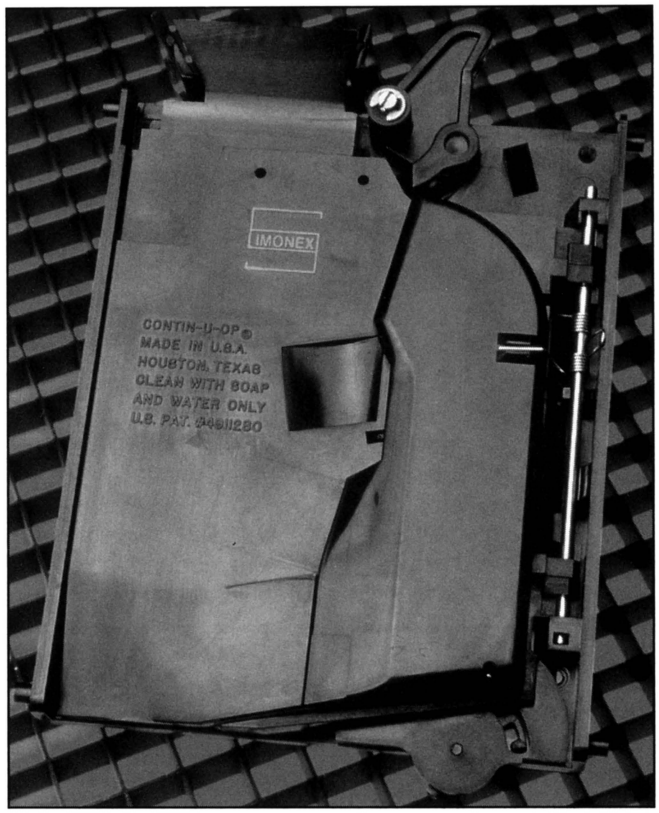


Hollywood Cash Cube is Fun Industries' latest addition to their growing line of amusement games.

Like their popular *Cash Cube Money Machine*, the *Hollywood* version is a promotional machine that blows money or coupons around inside a clear booth. Participants get inside the booth to catch the flying money or coupons.

The *Hollywood Cash Cube* features solid oak corner posts and an all-oak top fitted out with casino lighting. Inside the machine is a special halogen light that shines on the participant. The oak top has a built-in message board that can scroll any message in several languages and colors, and the machine boasts plush carpeting, a three-speed blower, electronic timing and an automatic on/off attract mode. Like the *Cash Cube*, the *Hollywood* version sets up without tools — all components slide together on tracks.

For information on Fun Industries' line of amusement products, call the company at 800/747-1144 or (in Illinois) 309/ 755-5021.



New coin acceptor from Imonex

A new manual coin acceptor from Imonex processes coins without moving parts to reduce jams and other common sources of downtime for arcade, redemption and pinball game operators.

Free of rockers, cradles and electronics, the Imonex video acceptor can reduce downtime associated with maintenance operations by eliminating the need for routine cleaning and adjustment. The acceptor also designed to cut down on the frequency of jams, plus enhance the acceptance rate for damaged coins.

Constructed of a rugged ABS material, the unit is engineered to resist vandalism and provide long-term service even in high-volume locations. The coin acceptor is made for quick and easy retrofit installation in the field and fully adapts to a broad range of equipment.

The wide-ranging Imonex line includes units that can be ordered to accept U.S. or Canadian quarters and oversized or undersized tokens. International configurations are also readily available.

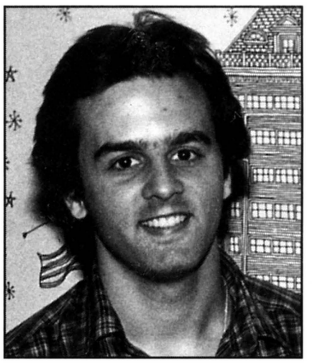
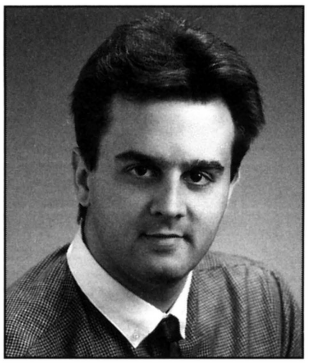
For more information, contact the Imonex marketing dept. at 800/446-2719.

Back When My Hair Was There

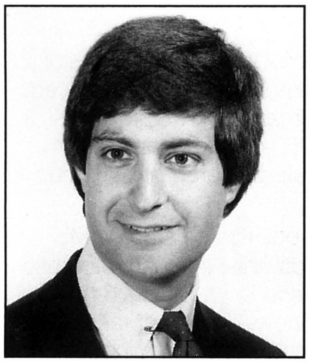
A FUN & FUZZY "THEN & NOW" LOOK AT SOME OF OUR BETTER-KNOWN TRADESTERS



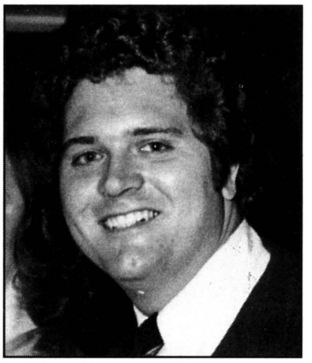
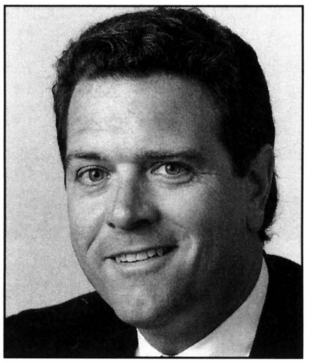

SHANE BREAKS, Namco's clean & lean "man in the U.K.", is well-remembered by for his bewhiskered "Atari look" when he headed up international sales years back.

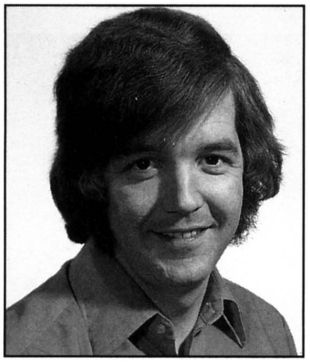
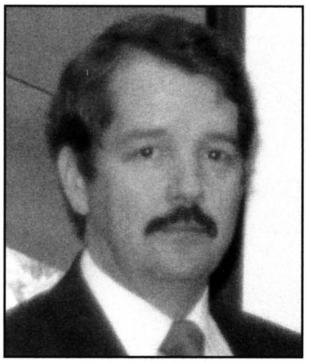
TONY URSO, Madison, Wisc. operator, sported the elan of youth (and the hairdo to match) when he joined the family biz. Like most of us, he's more buttoned-down today.



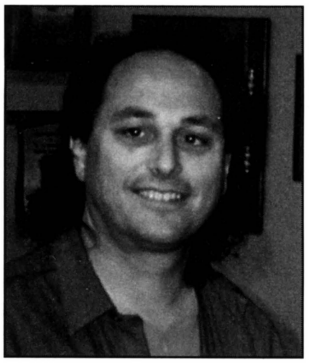

JOHN MARGOLD of NSM looks like his "own father" today compared to the photo at left taken about the time he worked at Bally's old distrib branch in Franklin Park, Ill.

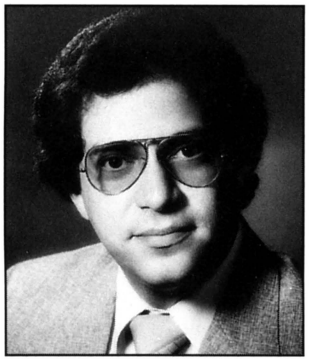
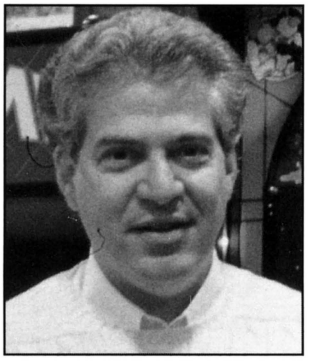
TOMMY NEIMAN, now with Bally Gaming (& looking oh, so "corporate"), was a tad more laid back when he played a key role at Bally Pinball during the solid state boom.

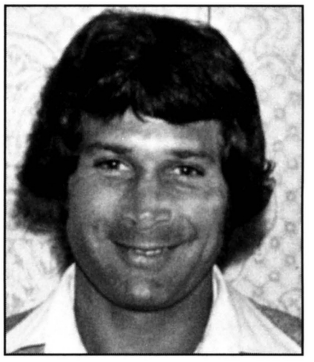
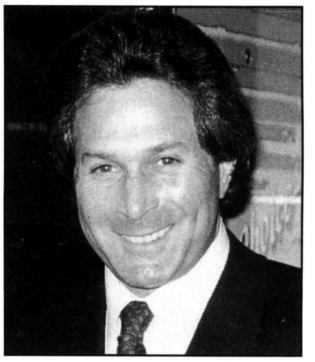
HOWELL IVY looked like he commuted to the Exidy plant from SFO's Haight-Ashbury district back in the early days of video. Today, he is (and looks like) Sega's Exec VP.

SANDY BETTELMAN, the C.A. Robinson veep, cut a dashing figure during his early days in the biz. The distrib today looks more conventional (but still loves purple ties).

MARTY GLAZMAN, running Gizmo Enterprises these days, was one cool dude in his official Williams studio shot taken when he headed sales for that pin & shuffle maker.

TERRY MOSS, the well-known Iowa distributor, is as much in style today (right) as he was back in the "disco days". Get down tonight!

GRAPEVINE

NORTHEAST

BETSON OPEN — Betson Enterprises is sending out invitations to their upcoming Post-ACME Open Houses. On Sunday, April 2, Betson Advance Dist. in Syracuse will have its open house event from 1:00PM to 6:00PM; the office is located at 103 Oliva Drive, Syracuse, N.Y. On Wednesday, April 5, Betson New Jersey will put on a gathering for area ops from 1:00PM to 7:00PM; they're located at 303 Paterson Plank Rd., Carlstadt, N.J. Finally, New England Coin Op at 232 Vanderbilt Ave., Norwood, Mass. will hold its open house on Wednesday, April 12, from 1:00PM to 7:00 PM. Call Pat Lennon at 201/438-1300 (ext. 321) to RSVP by Mar. 20; and if you any questions don't hesitate to call.

SOUTHEAST

GREEN OPEN — The date for Green Games of Tennessee's Post-ACME Open House has been set for April 19, and will take place at their Memphis headquarters (2650 Overton Crossing, Memphis, Tenn.). For more information, give them a call at 800/426-3486 or 901/353-1000.

SOUTHWEST

TURN LEFT AT ALBUQUERQUE — World travellers Malcom Steinberg, chief exec of Leisure and Allied Industries (Perth, Australia) and his son Adam recently paid a visit to the American Southwest and American Laser Games in Albuquerque, N.M. on their way home from the ATE show in London. Pictured right are (l to r) ALG sales director Jim Jarocki, Malcom, ALG VP of coin-op sales and marketing Stan Jarocki, and Adam. The Jarockis were happy to show their guest the sights of their beautiful city including the new Block Party amusement center and the Midnight Rodeo nightclub, both of which feature ALG games. LAI, by the way, is the exclusive distributor for ALG products in Australia, New Zealand, Singapore, Malaysia and Indonesia.

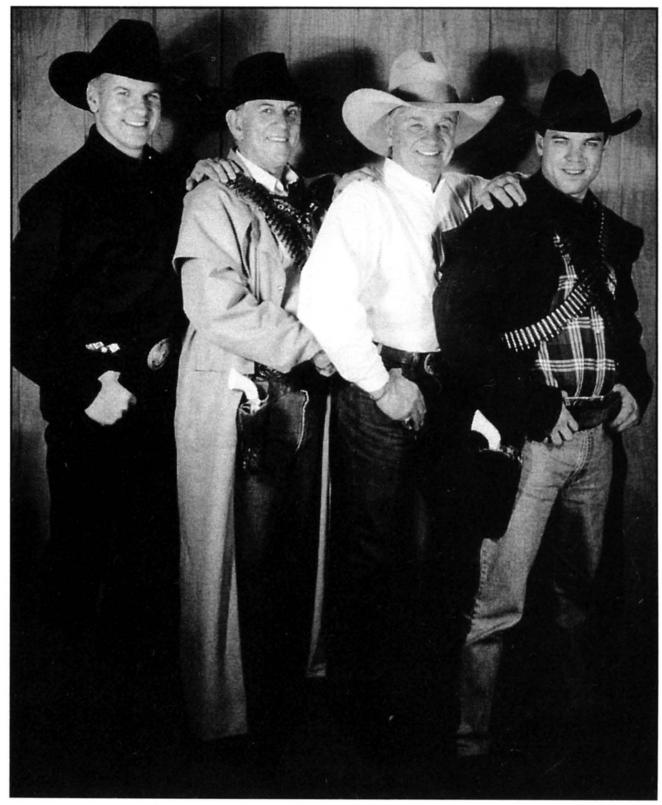
C.A. OPEN — Ah, springtime. While everything is beginning to sprout and scurry, California-based C.A. Robinson is busy preparing for their Post-ACME Open Houses. Bay Area ops should mark March 29 as the date for the distributor open house at C.A.'s San Francisco office (180 Utah Ave., South San Francisco, Calif.), and those in SoCal need to set aside March 31 for the Los Angeles show (2891 W. Pico Blvd., Los Angeles, Calif.).

COLORADO OPEN — Colorado Game & Vending Exchange will hold its Post-ACME Open House on Friday, April 7, from 11:00AM to 5:00PM; the office is at 2830 W. 9th Ave., Denver, Colorado. They've even reserved a block of rooms at the nearby Marriot, and may have a few pro sporting event tickets left, so give 'em a call at 303/893-4300.

EXPECTING — Ben & Patti Santucci of Coast to Coast Amusement Game Dist. (Roseville, Calif.) are expecting their first child in April, Great news (just don't work too hard, Pat... your energies will be required in an even more demanding job after the stork shows up).

MOVING TIME — Paradigm Simulation, Inc., makers of advanced software for the amusement industry has moved. Their new address is 14900 Landmark Blvd., Suite 400, Dallas, TX 75240. Phone is 214/960-2301 and fax is 214-960-2302 (email address is marketing@paradigmsim.com).

VENDING SHOW — Less than one month after ACME packs up and leaves Reno, Nevada, the National Automatic Merchandising Association comes to town with its 34th Western Convention and Trade Show. The event takes place April 20-22 and will also encompass the vending industry's annual spring meeting. The trade show is expecting more than 225 exhibitors to display their equipment, products and services for vending and office coffee service companies.



Also featured are 10 sessions in financial, marketing and operations management, including keynote remarks by Jack Thomas of Coin Acceptors, Inc. (and chairman of the board of NAMA), as well as the popular NAMA Roundtable Discussions. There's a spouse program and on Saturday, the exhibitors will host an "Off to the Races Party" with food, refreshments, live music, prizes and special race-themed activities. For more information, contact NAMA at 312/346-0370.

ANCHORS AWAY — San Diego Games, an operating entity of Newport Diversified (an Irvine, Calif.-based leisure time and service provider) has signed a contract with the 32nd Street Naval Station for the installation of 256 video and redemption games at the San Diego Naval Base. In the past few months, San Diego Games has placed games at a number of Southern California military installations, including Camp Pendleton, the San Diego USO, the San Diego Naval Hospital, and the San Diego Marine Corp. Recruit Depot. They also opened a 76-game arcade in Camp Pendleton in February.

MIDWEST

NO LONGER WITH US — Operator Robert Badgley, owner of Tri County Vending in Chillicothe, Ohio, passed away on January 25 at the age of 76. A pioneer in the industry and long-time member of the Ohio Coin Machine Assn., Mr. Badgley was very active in both the business and political arenas throughout his community. Reportedly, his health had been poor for some time, but had showed signs of improvement over the last few months prior to his passing. Mr. Badgley is survived by his wife Jeanne, son Jon William and daughter-in-law Brenda, two grandchildren and two sisters.

IMAGINE THAT — A consumer survey conducted by Technomic, Inc. for the Foundation of the National Automatic Merchandising Association found that more than two-thirds of those who were asked why they used vending machines replied that they were conveniently placed close by, most times in places where there were no retail outlets for their food and beverage purchases. The study went on to say that consumers' perceptions of vending as a whole have improved, primarily in terms of machine performance and maintenance. Their perception of product quality and freshness has also improved, but opportunity for progress is still available, especially in the area of fresh and prepared foods.

INTERNATIONAL

FEC INFOFEST — With Asia's enormous population base and relatively brisk economic growth, opportunities abound for a growing leisure and entertainment industry. To address the potential of this region, AIC Conferences has organized two upcoming trade events: the Asia Pacific Family Entertainment Centers Conference at the Pan Pacific Hotel in Singapore, March 15-17, and the Asia Pacific Theme Parks & Attractions Conference and Exhibition at the Singapore Int'l Convention and Exhibition Centre, August 23-25. The former boast three days of intensive seminars and presentations dealing with various aspects of the booming FEC industry, while the latter is huge convention aimed at the decision makers in the Asian amusement park industry. For information, contact AIC Conferences at 65-222-8550.



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	2	2	**EN CONCIERTO**	LOS TEMERARIOS
	3	7	**LOS DOS PLEBES**	LOS TIGRES DEL NORTE
	4	10	**16 REALES HITS**	BANDA MACHOS
	5	--	**YO VENDO UNOS OJOS...**	EZQUIEL PENA
	6	5	**JACARANDOSA**	BANDA ZETA
	7	--	**CON BANDA**	JOSE LUIS AYALA
	8	4	**AYER Y HOY**	ANA GABRIEL
	9	--	**TAMBORES Y SABOR**	FITO OLIVARES
	10	--	**ROMPIENDO BARRERAS**	BRONCO
TROPICAL / SALSA	1	1	**SUPER EXITOS** (No. 1)	SONORA DINAMITA
	2	6	**CLASICOS DE LA PROVINCIAS**	CARLOS VIVES
	3	7	**USTED SE QUEDA AQUI**	WILFRIDO VARGAS
	4	2	**SWING LATINO**	BANDA BLANCA
	5	9	**LO NUEVO & LO MEJOR**	JERRY RIVERA
	6	--	**MI TIERRA**	GLORIA ESTEFAN
	7	--	**BOTANDO CHISPA**	LAS CHICAS DEL CAN
	8	--	**95**	LA BANDA SHOW
	9	--	**Y SIGUE LA FIESTA**	SONORA DINAMITA
	10	--	**CLASICOS ORIGINALES DEL VALLENATO**	VARIOS ARTISTAS
POP	1	1	**AMOR PROHIBIDO** (No. 1)	SELENA
	2	--	**PARA ESTAR CONTIGO**	LIBERACION
	3	2	**TE CONQUISTARE**	LOS FUGITIVOS
	4	5	**SEGUNDO ROMANCE**	LUIS MIGUEL
	5	3	**VIDA**	LA MAFIA
	6	--	**DONDE JUGARAN LOS NINOS**	MANA
	7	--	**GRACIAS POR ESPERAR**	JUAN GABRIEL
	8	7	**SUPER EXITOS**	LIBERACION
	9	--	**COMO TE LLAMAS PALOMA?**	JAIME Y LOS CHAMACOS
	10	--	**VANIDOSA**	LOS FUGITIVOS

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VIDGAME AWARDS — Japan's *Game Machine* magazine handed out its prestigious "Video Game of the Year 1994" awards based on the compilation of its chart, "Best Hit Games 25." Plaques were awarded for the best-earning games between January and December of 1994. Pictured on top is Masumi Akagi, publisher and editor of *Game Machine*, and Masaya Nakamura, president of Namco. Mr Nakamura's company received the award in the dedicated video category for *Ridge Racer*. Picture below them is Takenori Ogata, executive director of Sega Enterprises. Sega/Compile received the award in the conversion PCB kit category for *Puyo Puyo*.

HELPING HAND — Shortly after receiving news of the devastating earthquake that tore apart Kobe, Japan, we sent



a fax to our Asian correspondent John Ryan, who lives in nearby Osaka. A week or so later we received this response: "Don't hold your breath for a story on how the earthquake affected the video game industry. The reason is I'm cycling to Kobe almost everyday as part of a volunteer group so I'm afraid I don't have a lot of time for the editorial side." Hey John, no problem. We're just glad you're OK.

CHAMELEON TO OZ — Chameleon Technologies Inc. (above) of Alexandria, Va., builder of the Chameleon family of realistic, interactive entertainment rides, has signed an agreement with Village Nine Leisure of Melbourne, Australia for VNL to be the exclusive distributor of Chameleon products in the Australasia Region, including Hong Kong, India, Malaysia, Singapore, Australia, New Zealand, Taiwan and the Peoples' Republic of China. VNL has also purchased multiple Chameleon units for the first two of up to 20 of VNL's Intencity location-based entertainment centers that will open in Australia and South East Asia.

IBERIAN ADDITION — Williams Electronic Games has added two new distributors to its stable of international game suppliers. Unidesa of Barcelona, Spain will serve as the exclusive distributor for Williams pinball and Midway Mfg. video games for Spain, the Canary Islands and Portugal, including the Azores. Amusetec S.L. of Madrid has signed on as exclusive distributor for Bally pinball games in the same area. "We are extremely excited to welcome these two Spanish players to our already powerful distributor force," said Joe Dillon, VP of sales and marketing for Williams. "This adds significantly to our blanket presence in the amusement marketplace."

◆

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DATEBOOK

— 1995 —

MARCH 1995						
SU	M	T	W	TH	F	SA
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

MARCH

7-8: AmEx '95 (Ireland) trade show, Green Isle Hotel, Dublin. For details, contact Susan Feery, MD Associates, at 353-45-21190.

9-10: Michigan Coin Machine Operators Assn. Annual Trade Show, Ann Arbor, Mich. For information, contact the Mike Leonard at 517/372-2323.

15-17: Asia Pacific FEC Conference, Pan Pacific Hotel, Singapore. For more information, contact AIC Conferences at 65-222-8550.

16-19: ENADA Primavera, Rimini Trade Fair Centre, Italy. For information, contact KMS at 44-323-44-2747.

23-25: ACME '95, Reno Convention Center, Reno, Nev. For more information, contact William T. Glasgow, Inc. at 708/333-9292.

31-APRIL 2: Polish Amusement Exhibition, Warsaw Sports Centre, Warsaw. For details, contact Eugeniusz Wiecha at 42-3-153-9510.

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.

20-22: Florida Amusement Machine Assn. Annual Trade Show, Orlando International Airport Hyatt, Orlando, Fla. For more information, contact the FAMA at 800/638-2646.

27-29: 5th Annual International Exhibition, Katowice Int'l Fairgrounds, Katowice, Poland. For information, contact George Herman at 818/222-6161.

27-30: Hunia Show '95, Olah Gabor Sports Hall, Debrecen, Hungary. For more information, contact Reka Makray at 36-52-348613.

MAY

10-12: FER '95, Pabellon de Cristal, Madrid, Spain. For details, contact FER at 34-3-416-1466.

11-13: International Leisure Expo, Athens, Greece. For more information, contact Trade Shows International at 44-905-613256.

20-23: AMOA/AAMA Government Affairs Conference, Washington D.C. For information, contact the AMOA at 800/937-2662.

JUNE

7-8: Asian Amusement Expo, Hong Kong Convention & Exhibition Centre, Wanchai, Hong Kong. For more information, contact William T, Glasgow, Inc. at 708/333-9292.

25-28: Taiwan Amusement Machine Exhibition, CETRA Exhibition Hall, Taipei, Taiwan. For information, contact Taiwan Slot Magazine at 886-2-7607407 ex. 10.

JULY

19-20: EXIME, Exhibimex, Mexico City, Mexico. For more information, contact William T. Glasgow, Inc. at 708/333-9292.

21-22: Pennsylvania Amusement and Music Machine Assn. Annual Convention & Show, Seven Springs Resort, Champion, Pa. For more information, contact the PAMMA at 800/521-7778 (in Pa. only) or 717/232-5322.

27-29: Billiard Congress of America Int'l Trade Expo, The Sands Expo & Convention Center, Las Vegas, Nev. For more information, contact Frank Zdy at 619/278-3877.

AUGUST

23-25: Asia Pacific Theme Parks & Attractions Conference and Exhibition, Singapore Int'l Convention & Exhibition Centre, Singapore. For information, contact AIC Conferences at 65-222-8550.

24-25: Ohio Coin Machine Association 21st Exposition of Music & Games, Ramada University Inn, Columbus, Ohio. For additional information, contact the OCMA at 614/888-9772.

24-26: SALEX (South American) show, Mart Centre, Sao Paulo, Brazil. For information, contact World's Fair Ltd. at 44-61-624-3687.

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

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

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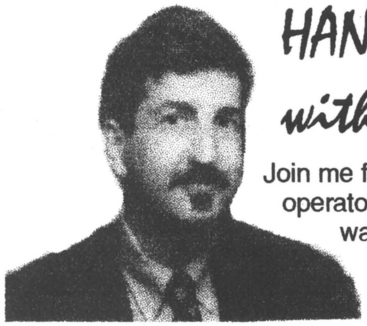

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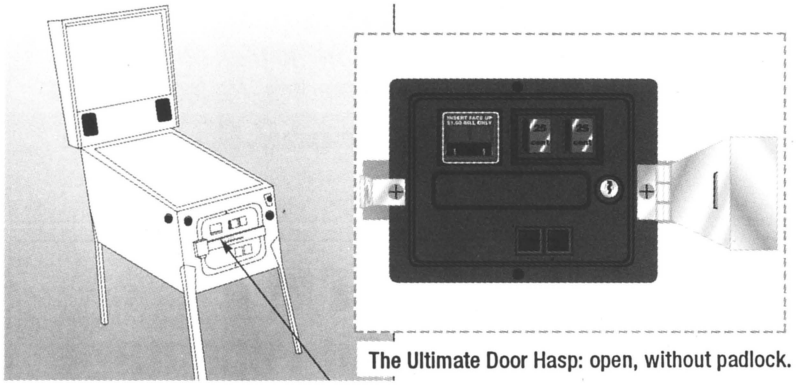

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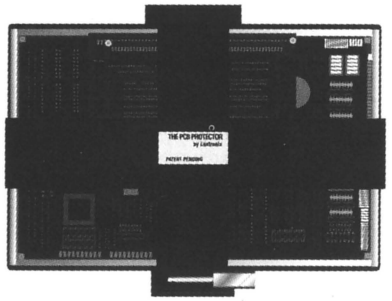

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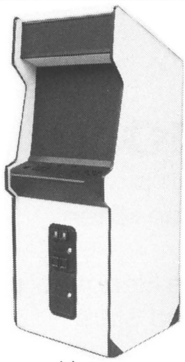

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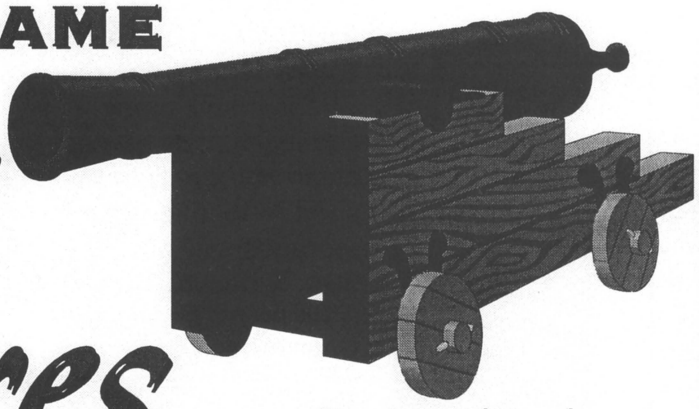

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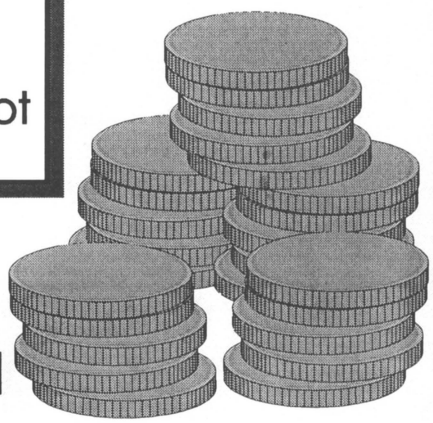

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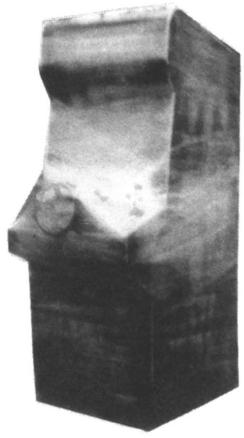

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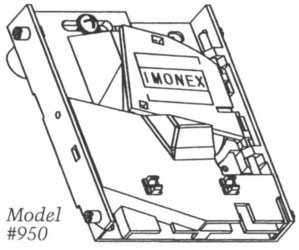

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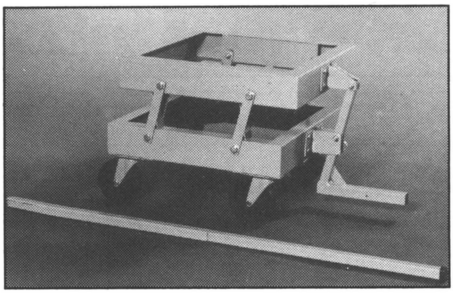

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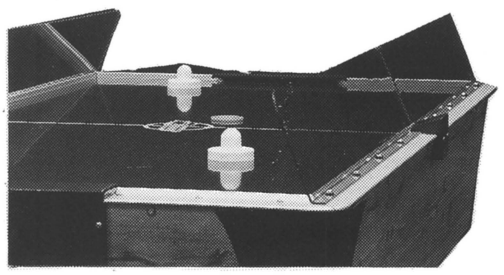

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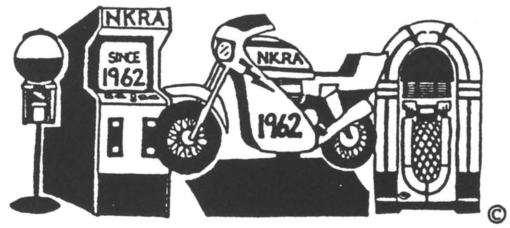

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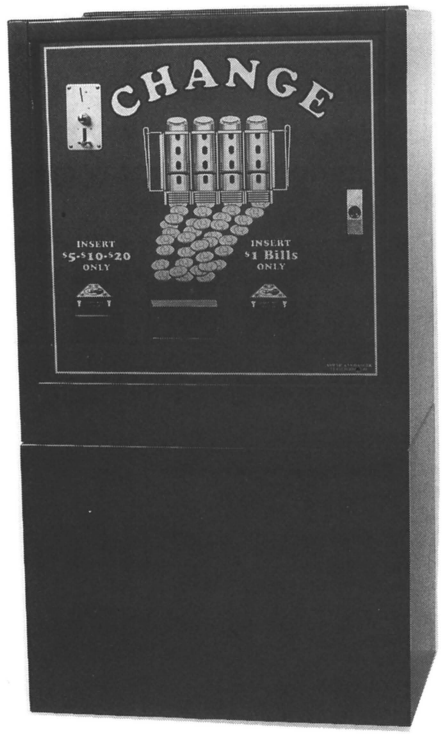

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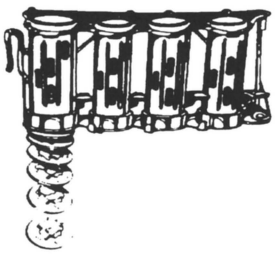

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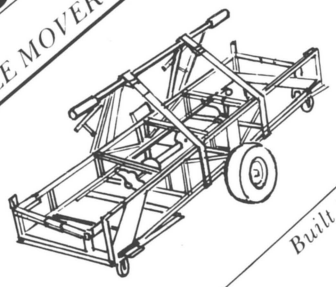



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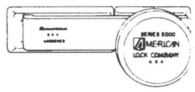

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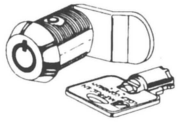

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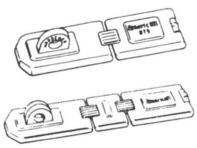

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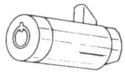

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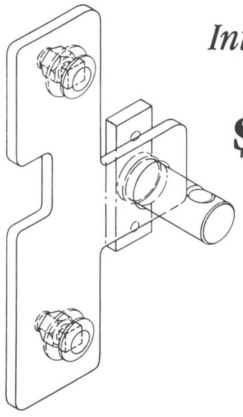

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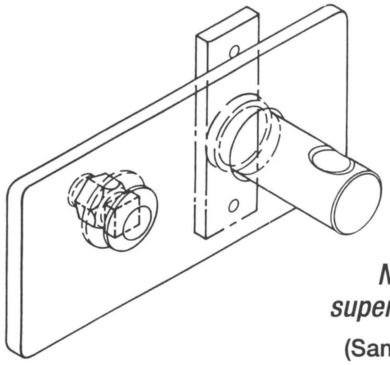

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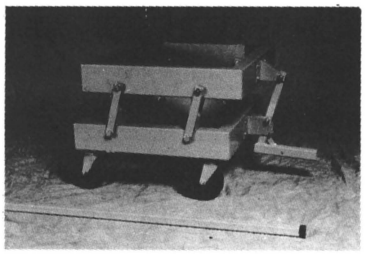

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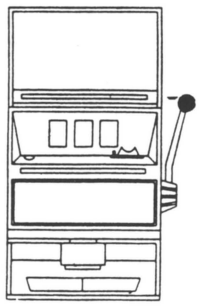

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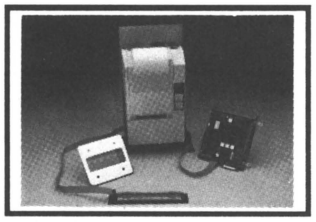

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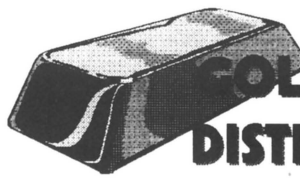

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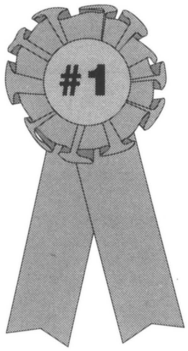

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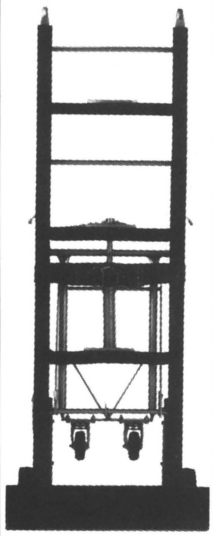

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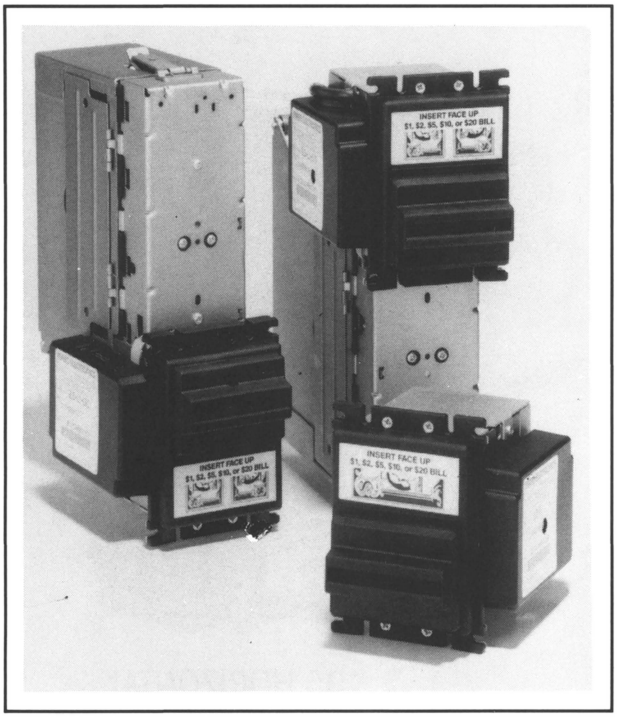

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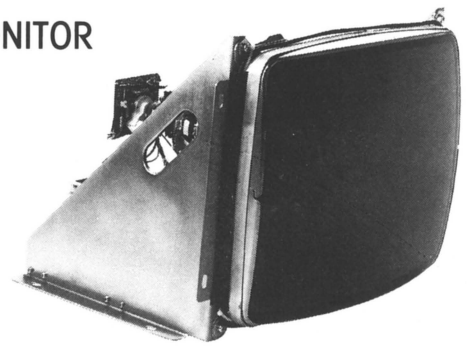

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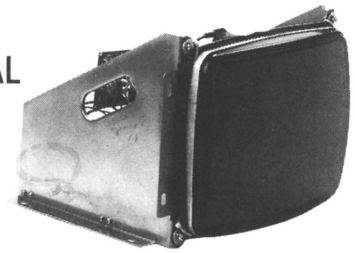

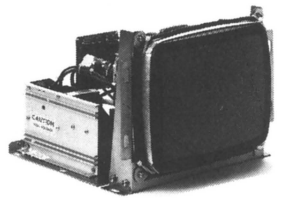

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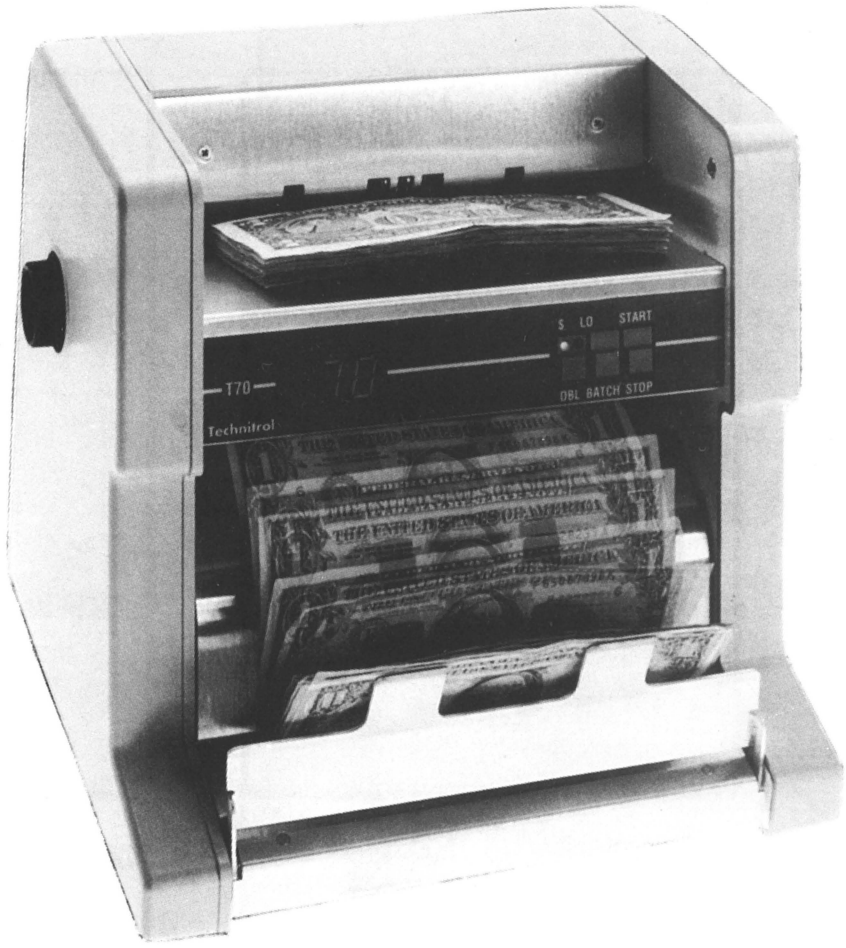

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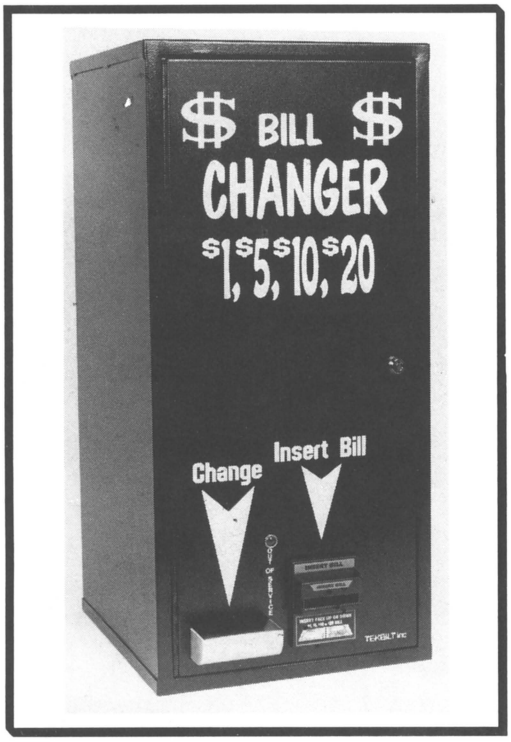

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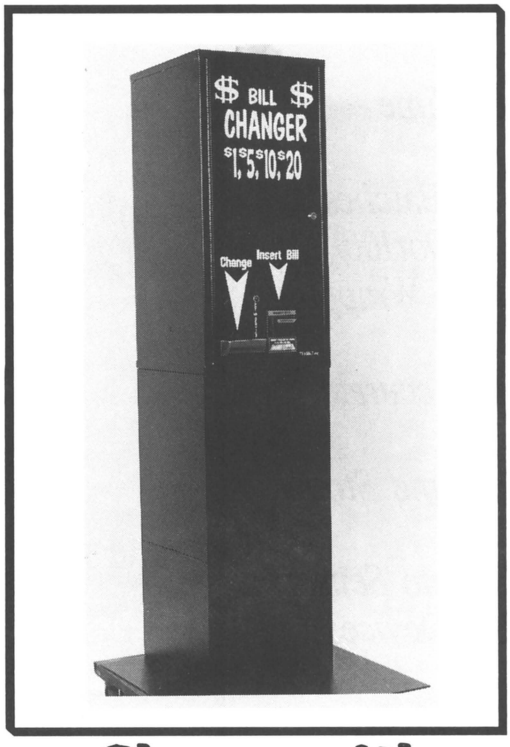

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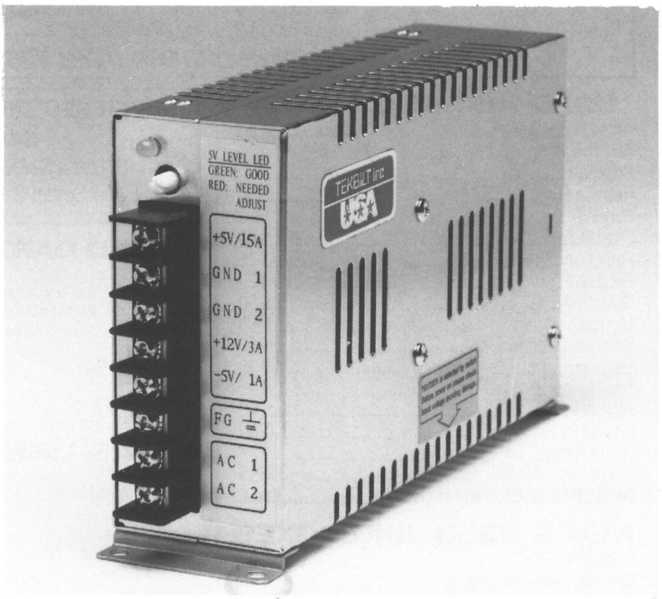

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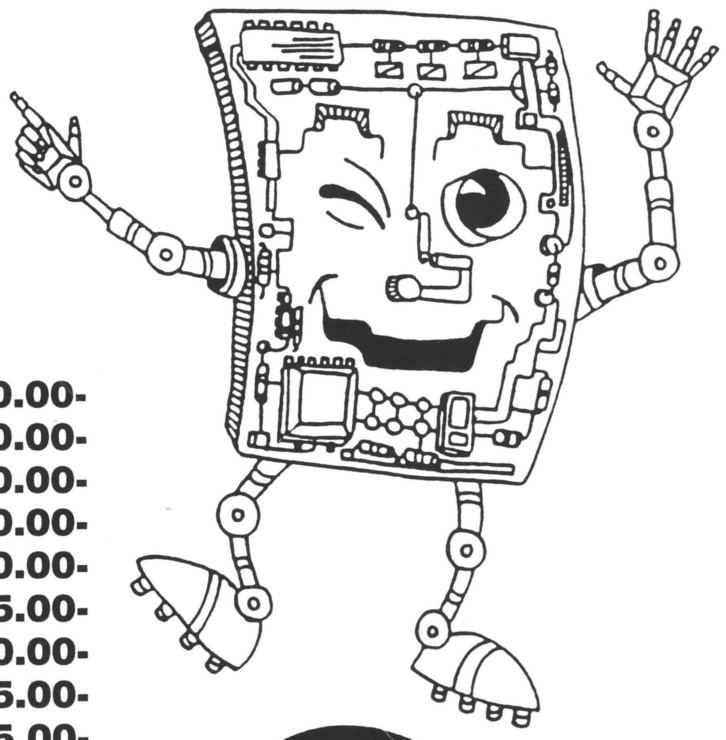

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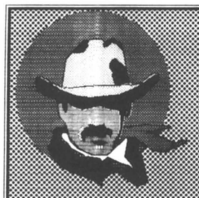

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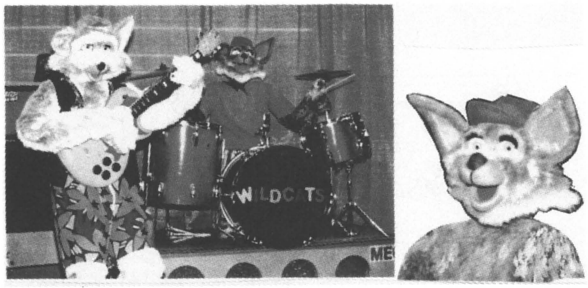

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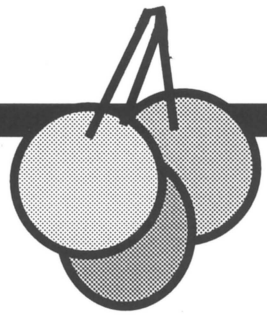

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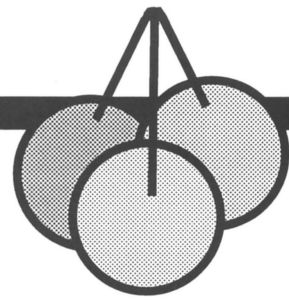

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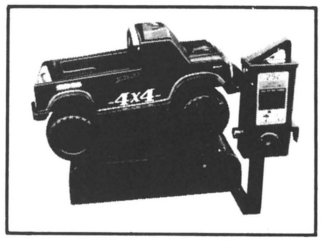

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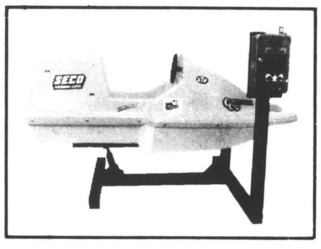

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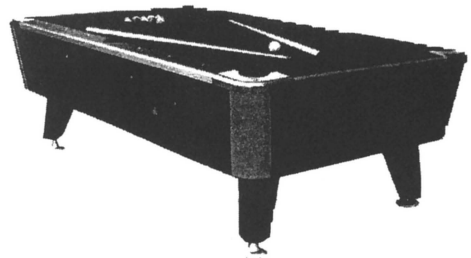

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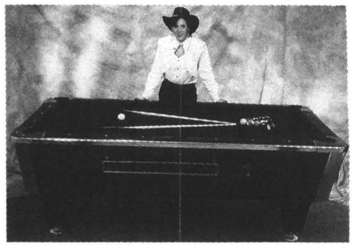

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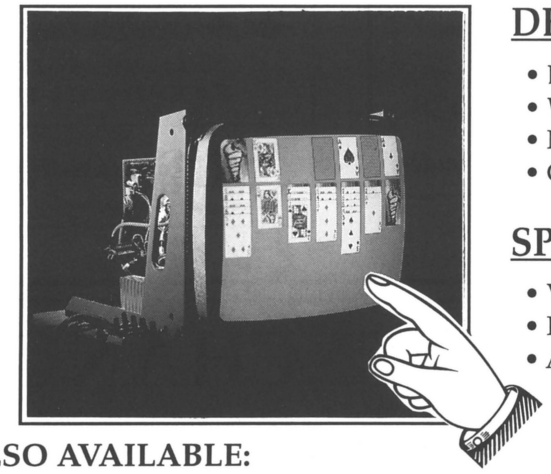

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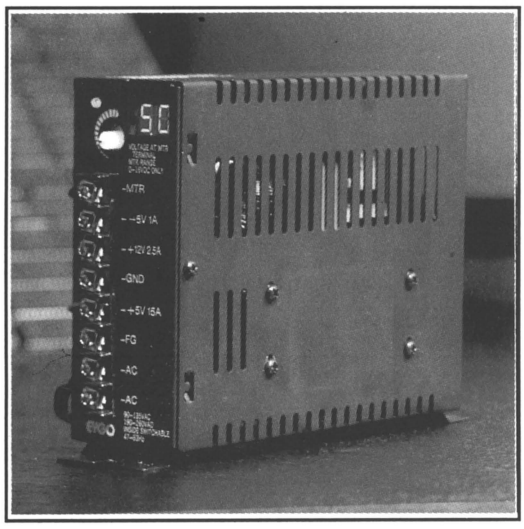

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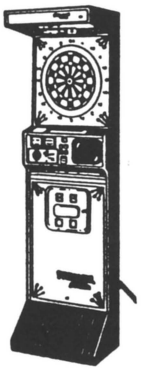

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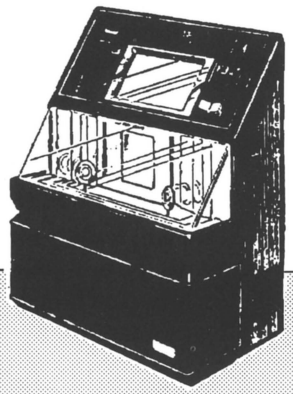

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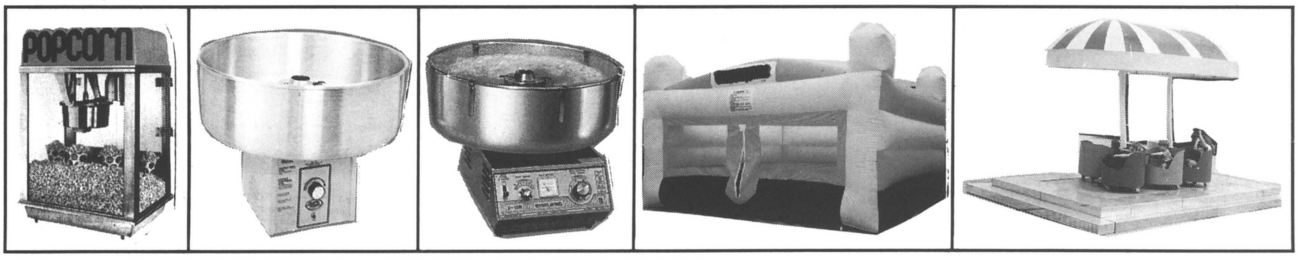

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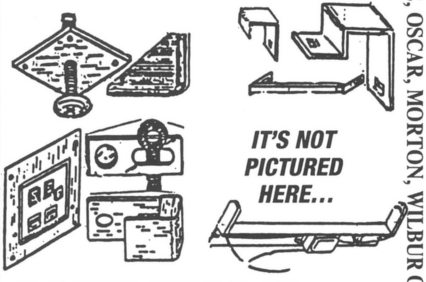

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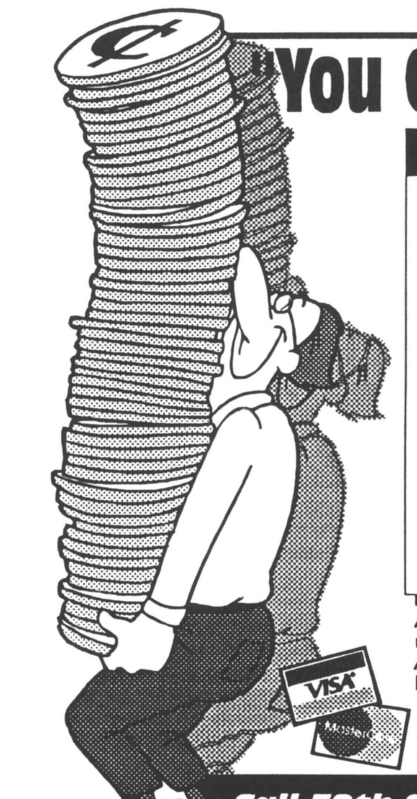

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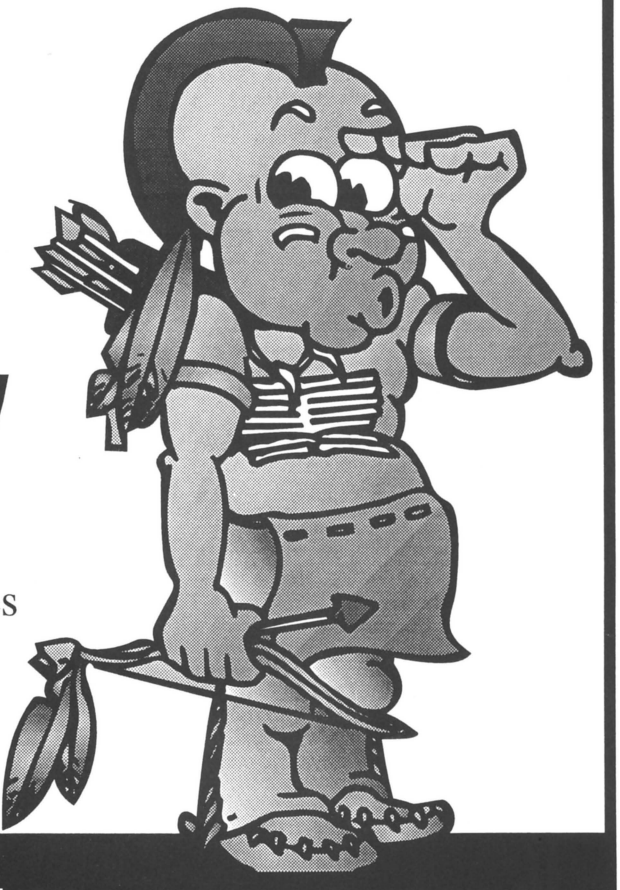

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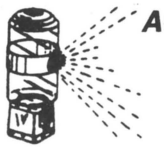

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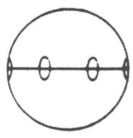

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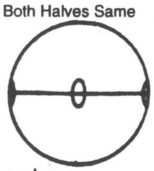

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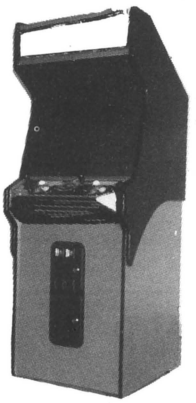

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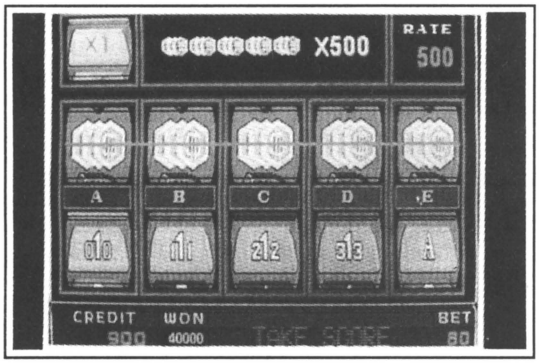

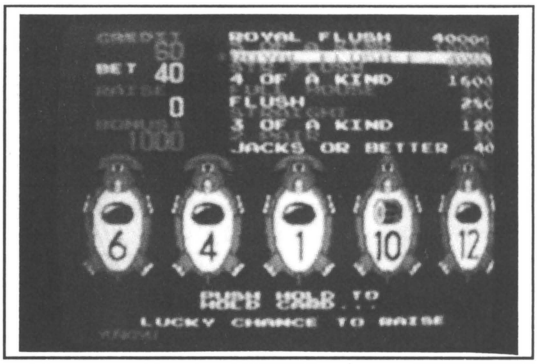

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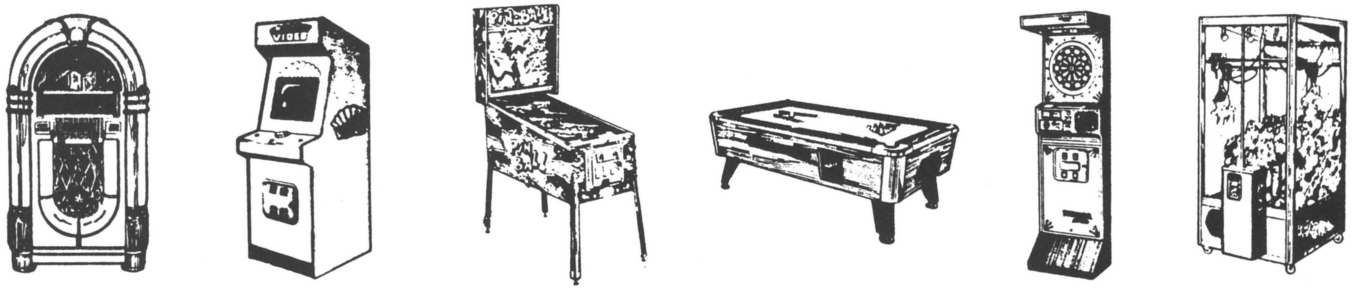

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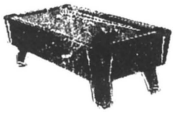

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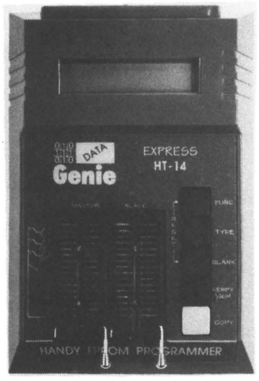

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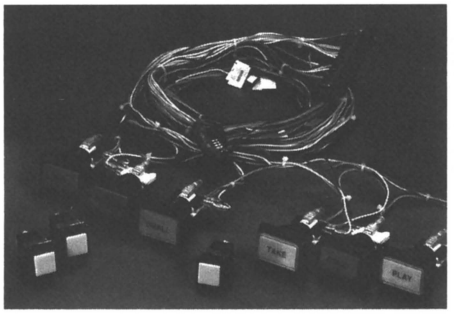



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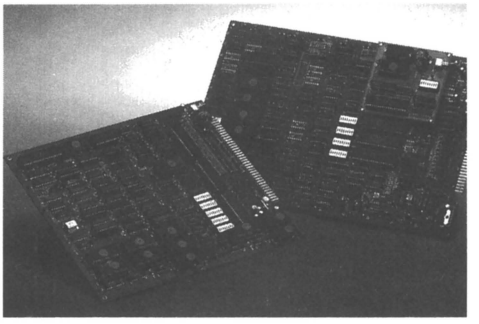

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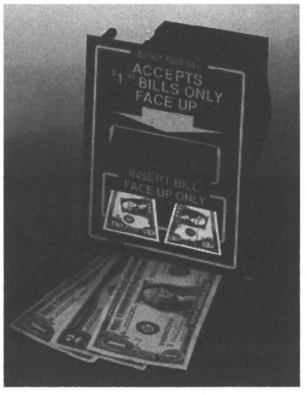

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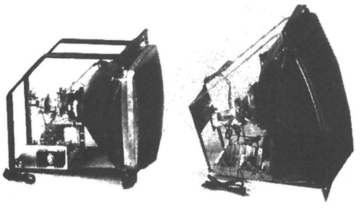

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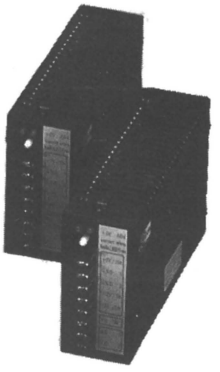

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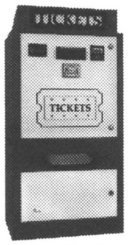

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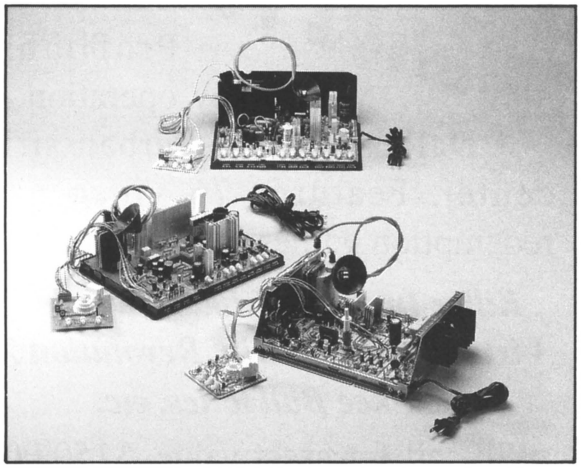

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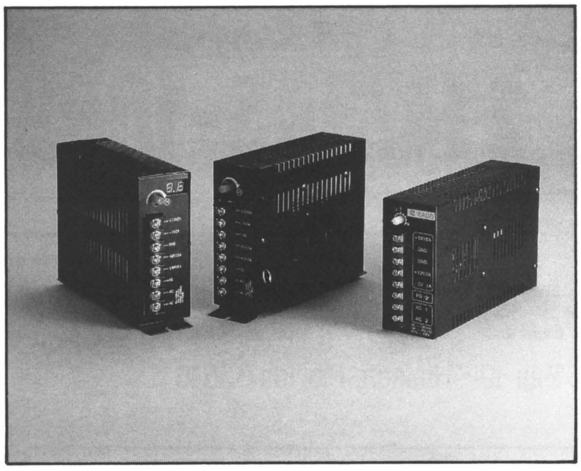

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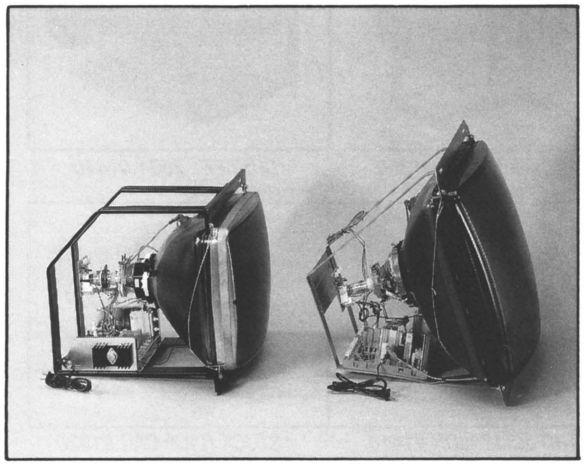

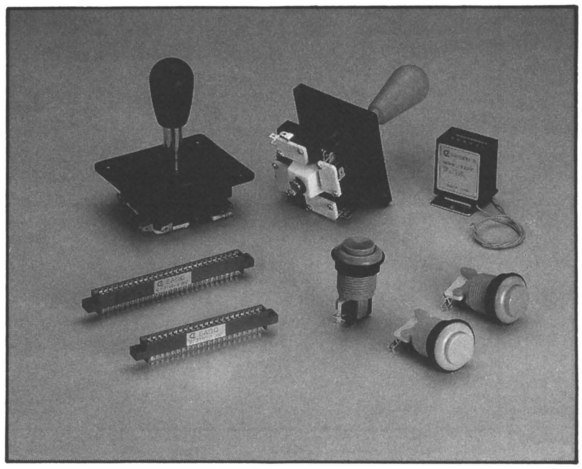

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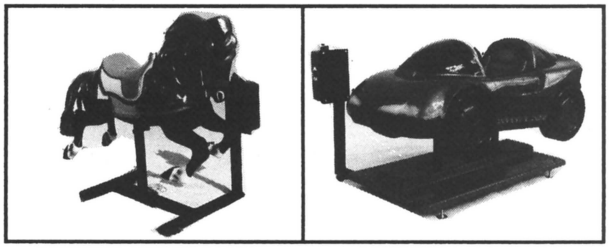

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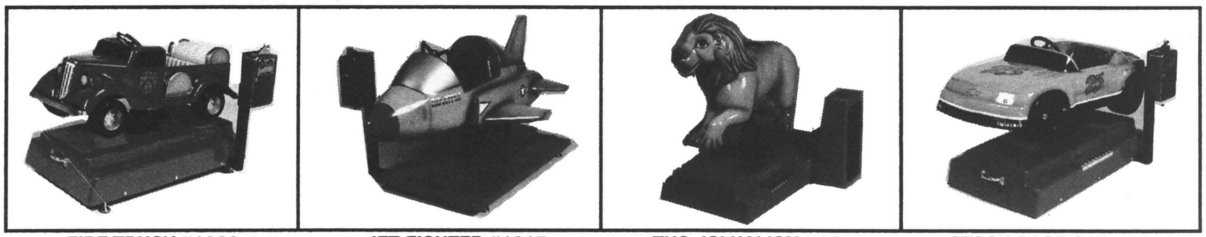

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INDEX OF ADVERTISERS

AMOA ..... pg. 149
Acces Entertainment 171
Advanced Games & Engineering 21
American Coin Distributing 182
American International 96
American Laser Games 7
American Vending Sales 181
Amusements Plus ..... "Toss-in-flyer"
Arachnid 117
Arjay Export 217
Asahi Seiko 60
Atari ..... cover #4, 111
Atlas Distributing. 90
Bally Midway ..... cover #3
Baton Lock & Hardware 92
Bay-Tek 78
Belam 49
Belgian Amusement Co. 99
Benchmark Entertainment 3
Betson Pacific 67
Birmingham Vending 185
Bob's Space Racers 151
Brady Distributing 128
Canadian Coin Machine 182
Capcom USA 43, 83
Carousel International 74
Cash Code 199
Central Distributing 8
Classic, Inc. 69
Coin Concepts 97
Coin ConneXion 137
Coin Mechanisms 78
Commercial Music Co. 178
D&R Industries 102
Data East, Inc. 33, 115
Deltronic Labs 94
Dolphin Music 71
Don Records 188
Dunis Distributing 52
Dynamo Corp. 29, 47
Fabtek 95
Fillmore 200
H.A. Franz & Co. 148
Fun Center Software ..... pg. 172
Fun Merchants 167
Fuuki Co., Ltd. 150
GameStar 4-5, 109
Gametime 204
Global Billiards 105
Grayhound Electronics 101
Great American Billiards 100
Greater Southern Dist. 154
HMS Monaco 34
Hamilton Manufacturing 147
Happ Controls 158
Hoffman & Hoffman 114
I.C.E. 135
Imagination Leisure 85
Imonex 175
Imperial International 163
Impressment Plus 112
JCM 131
J-S Sales 148
Jaleco 51
James Industries 18
Just Kiddie Rides 27, 73, 183
Kiddie Rides U.S.A. 55
Konami 35
Laniel Automatic 154
LazerTron 113, 155
Lieberman Music 164
Henry W.T. Mali 100
Mama Top 132
Master Sales 108
Mayoni 98
Merit 65
Micro Manufacturing 203
Mission Crane 25
Mondial Parts ..... "Toss-in-flyer"
Music-Vend Dist. 52
NSM-America 9, 121, 191
Namco 19-20
National Ticket Co. 81
New England Coin-Op 209
New-Way Sales Co. 204
Noel Industries 177
One Stop Redemption ..... pg. 64
Operators Distributing 153
Pacific-Vend Dist. 178
Patriot Novelty 177
Pioneer Sales & Service 193
Planet Earth Entertainment 119, 161
Play-by-Play 15
Playfair Shuffleboard Co. 152
Plush Appeal 45
Plush-4-Play 24
Premier Data Corp. 169
Premier Technology ..... cover #2
Promax 89
Rainbow Crane 159
Reno Game Sales 152
C.A. Robinson & Co. 63
Rock-Ola/Antique Apparatus 30
Rowe International 17
SNK 11
Scan Coin 219
Sega 23
Sega Pinball 57-58
Seidel 103
Sejoo Corp. 187
Silent Partner Inc. 53
Skee-Ball 13
Smart Industries 37-40, 143, 195
Southgate Amusement 197
Star Track 130
Success Plush 122
SunBelt Amusement 84
Taito 79
Token Corporation 138
U.S. Games 93
Valley Recreation Products 77, 179
Van Brook of Lexington 145, 156
Video Doctors 200
Wells Gardner ..... "Toss-in-flyer"
Williams/Bally/Midway 14, 127
Roger Williams Mint 133
World Wide Distributing 168
Ya Chou Company 139
Xytek 102

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