

september 1995

RePlay magazine

monthly journal for the amusement machine industry

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Expo Excitement

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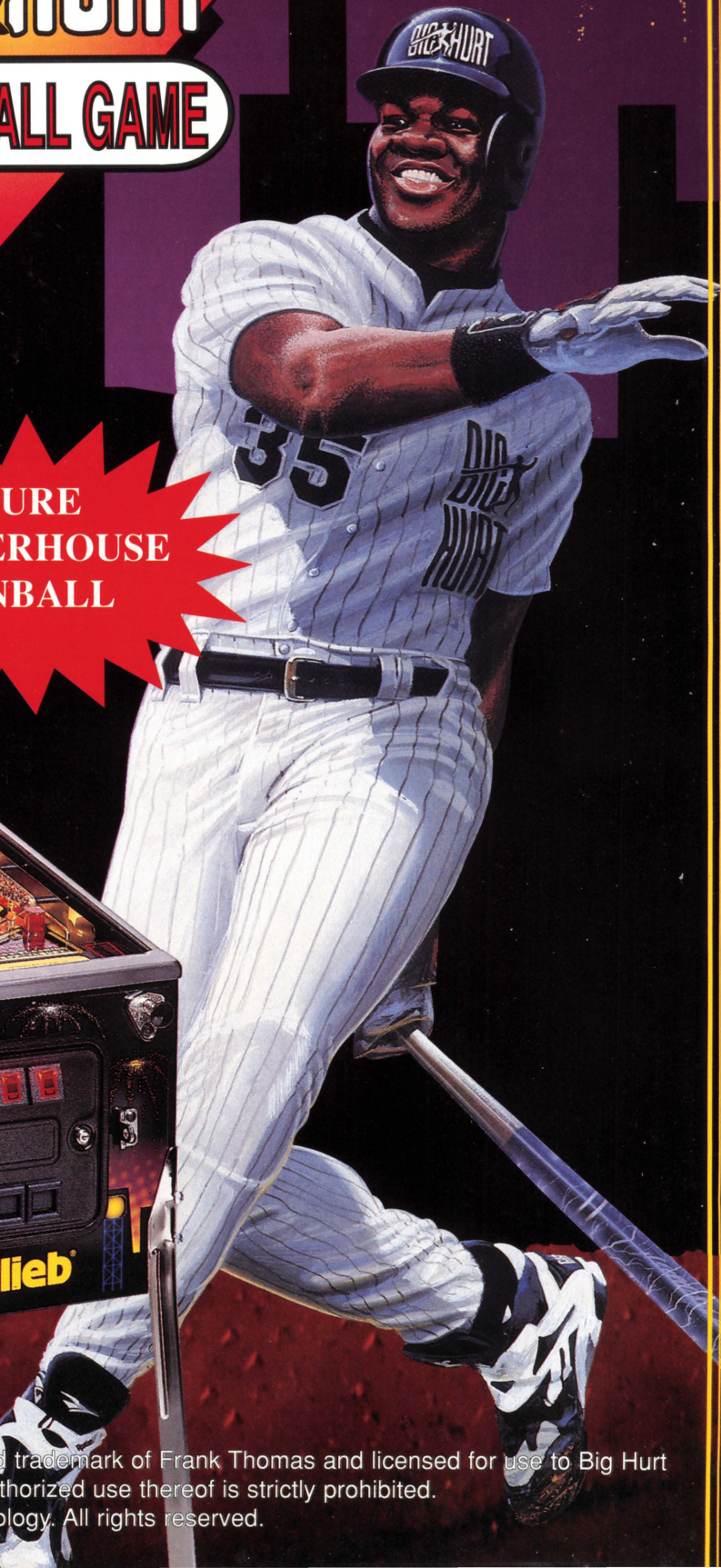

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Height:: 78"(198cm)
Height with Light
Box Folded: 55"(140cm)
Depth: 52"(132cm)
Weight: 283lbs.(129kg)

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Players get three attempts to stop the spinning hands on desired slots which are worth a number of tickets in this exciting skill stop game. They can win up to 60 tickets on a single coin, but must avoid the Bankrupt slot which will wipe out their winnings



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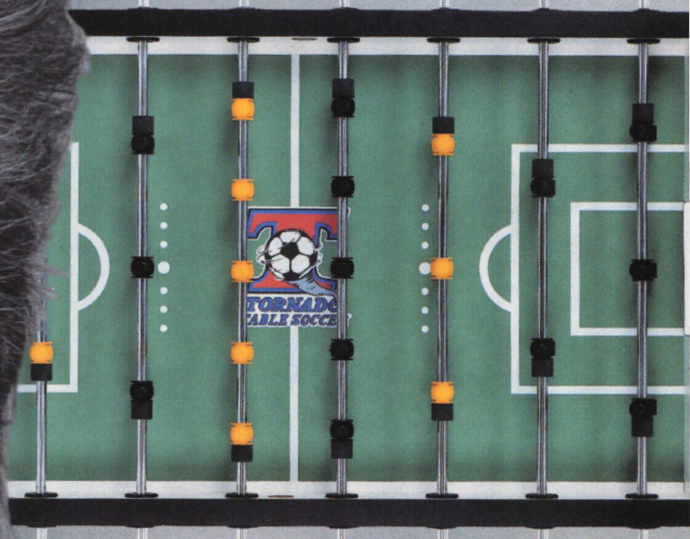

A year and a half ago C&N Sales bought 2 Tornado Foosball tables. Today they have 119. Not bad, huh? "Tornado Foosball tables were tested and found to be just as good as pool...they are reliable, promotable, low maintenance, with no rotation required, and income that far surpassed our expectations," said Tami.

"Tornado realized the plight of the street operator. We couldn't afford another high priced, high maintenance game with a short life. We selected Tornado because of their unique, well-designed game, their commitment to the operator and their involvement in promoting leagues and tournaments...one of our most important marketing tools, the reason for our success."

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HOT OFF THE PRESS

BIG "MK" BIZ —

The Aug. 14 issue of *Business Week* said products like *Mortal Kombat* specifically "are helping drive the U.S. economy." So far, the Williams/Bally-Midway game and its sequels have grossed $2 billion in revenues from all sources including coin-op & home game sales, plus merchandising and licensing deals, according to the publication. *MK's* multi-media spinoffs now include the hit movie; it debuted Aug. 18 and immediately became America's top box office draw, earning $23 million its first weekend. Next up? Maybe an animated "MK" TV series. Back in coinland, Midway will show the promised update chip for *MK3* at AMOA Expo; it ships October 1. *MK3's* lead designers have been programming the chip this summer. (See our Cover Story, inside, for much more on WMS.)

RODIOS' "OUIJA BOARD" —

Cash Box International publisher **Jack Rodios** predicts that around mid-1996, street operators could see earnings for video games and pinball begin a long, steady rise. His forecast is based on historical earnings graphs which make a smooth sinewave with cyclical peaks in '81 and '91...A major U.S. arcade chief also predicts arcade profitability could start heading back up this fall or early 1996, when new product kicks in. Declining traffic and revenues "seem to have bottomed out," he said.

STEVE'S OUR MAN —

At AMOA Expo, veteran pinball designer **Steve Kordek** will be guest of honor at the Century Club's luncheon. Steve co-founded the club in 1988 with Al Rodstein and has served as its prexy since '89. The event takes place across the street from Expo convention center at Mulate's Cajun Restaurant (201 Julia St.; local phone is 222-1492) beginning at 2:00 PM sharp on Friday, Sept. 22. Century Club members, along with all industry members with 25 or more years of trade experience who would like to join, are invited. It is crucial, however, that all who intend being there for the Kordek luncheon must notify Kathy Kline by phone (312/ 961-1468) or fax (312-961-1010) so she can count you in.

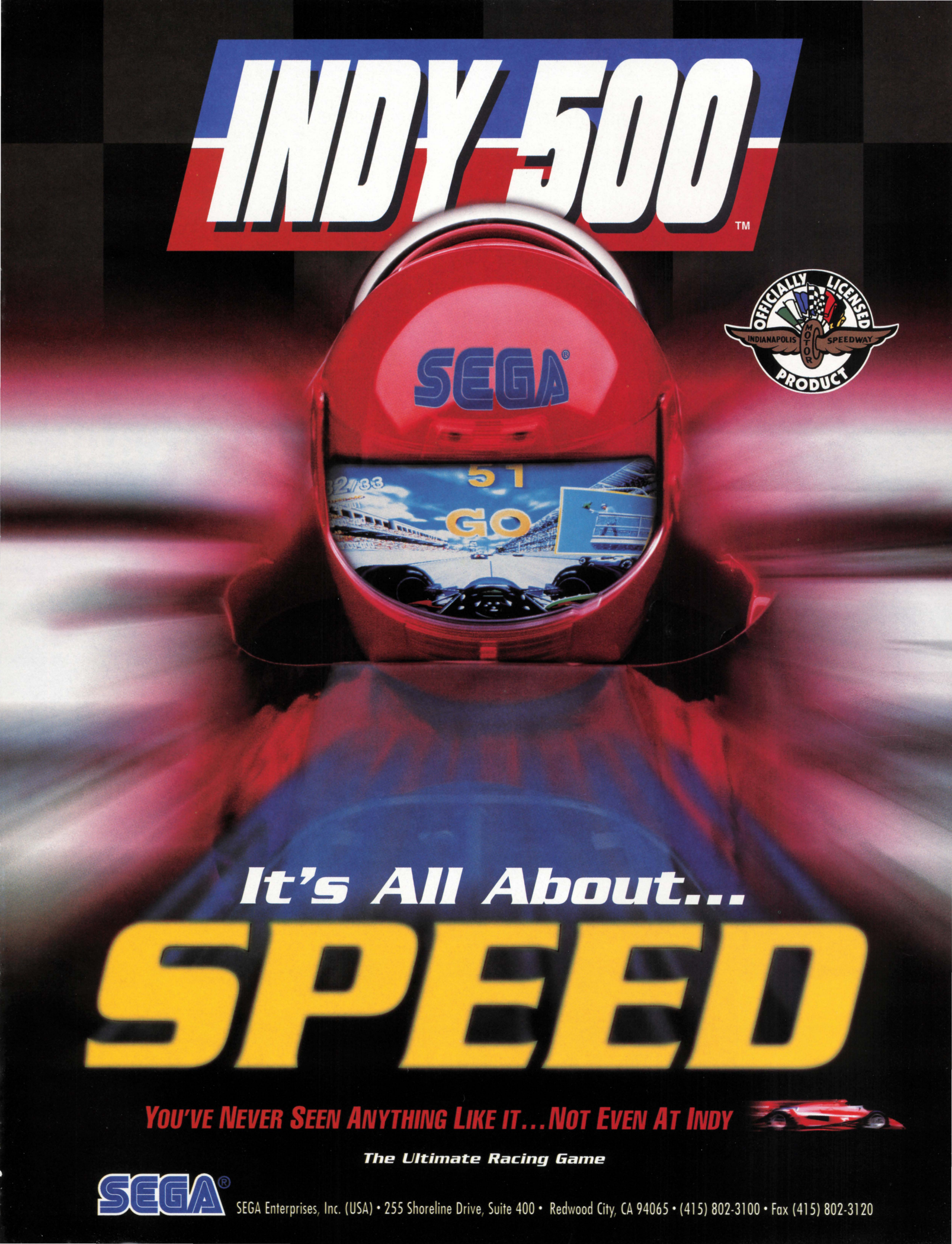
JACK SPEAKS OUT —

As AMOA Cigarette Vending Committee Chair **Jack Kerner** has had his phone ringing off the hook ever since President Clinton called for a total ban on cigarette vending. Jack's been quoted (or sound-bited) everywhere from *The Wall Street Journal* to major big-city radio stations, terming White House policy an unjust blow to small business. "It will not solve the problem of teenage smoking," Jack declares. (See story inside.)

NEW PRODUCT GALORE —

Dateline AMOA Expo, New Orleans, Oct. 21-23: **TWi/Atari** will bow *Area 51,* a UFO-themed video game, and a basketball redemption unit called *Hoop It Up* ...**American Sammy** will show *Zombie Raid,* a two-player video gun game... **Sega** will stage the U.S. debut of its Titan vidgame system; related software includes *Virtua Fighter Remix* and the baseball-themed *Final Arch.* Also from Sega: the new *Indy 500* sitdown driving simulator, plus *Virtua Cop II, Rail Chase II,* more videos and two pinballs: *Batman Forever* and *Apollo 13...* **Smart Industries** kicks off *Turf Wars,* a football-themed redemption novelty...**Namco America** is strong on video with *Rave Racer, Speed Racer, Ace Driver, Alpine Racer, Tekken 2,* and more; they've also got new redemption units like *Dino Bonk...* From **Williams/Bally-Midway** we'll see four pinballs including *Indianapolis 500, JackBot* and two licensed flippers based on movies. Midway's video outings will include *Wrestlemania* and another new sports-themed game. WMS enters the countertop arena with a licensed "Ripley's Believe It or Not" theme; *Wheel of Fortune* leads their redemption titles... **Capcom** will release its long-awaited first flipper game, *Pinball Magic...* **NSM America** will debut its *Performer Grand 2000* (floor & wall models), plus the new *Emerald Ice* wall-box...**Bromley, Inc.** is bringing forth its *Colorama* (good word of mouth already) and *Derby Dash...***Dipel** has their *Speed-A-Puck* novelty... **Cashcode's** JVL division will bow a new countertop video...**SNK Corp.** will have *King of Fighters '95* and *Kabuki Klash...***Fabtek** blasts off a super-snazzy, hi-tech *Viper* video...**Taito America** will show its handsome motorcycle-themed video simulator *Dangerous Curves...* **Dynamo** will display its *Tournament Solitaire vid...***American Laser Games** debuts *Orbatak...* **Coin Concepts'** redemption lineup will include the already-successful *Triple Play...***Konami** will be busy with a new line of sports-themed trackball videos in cocktail cabinets; plus the high-tech video gun game *Crypt Killer;* the *Chicken Dash* redemption novelty, and *Dynamite Boxer,* an electromechanical head-to-head robot boxing game. **PS:** *RePlay's* October issue will mail some days late so we can include Expo report.

INDY 500™



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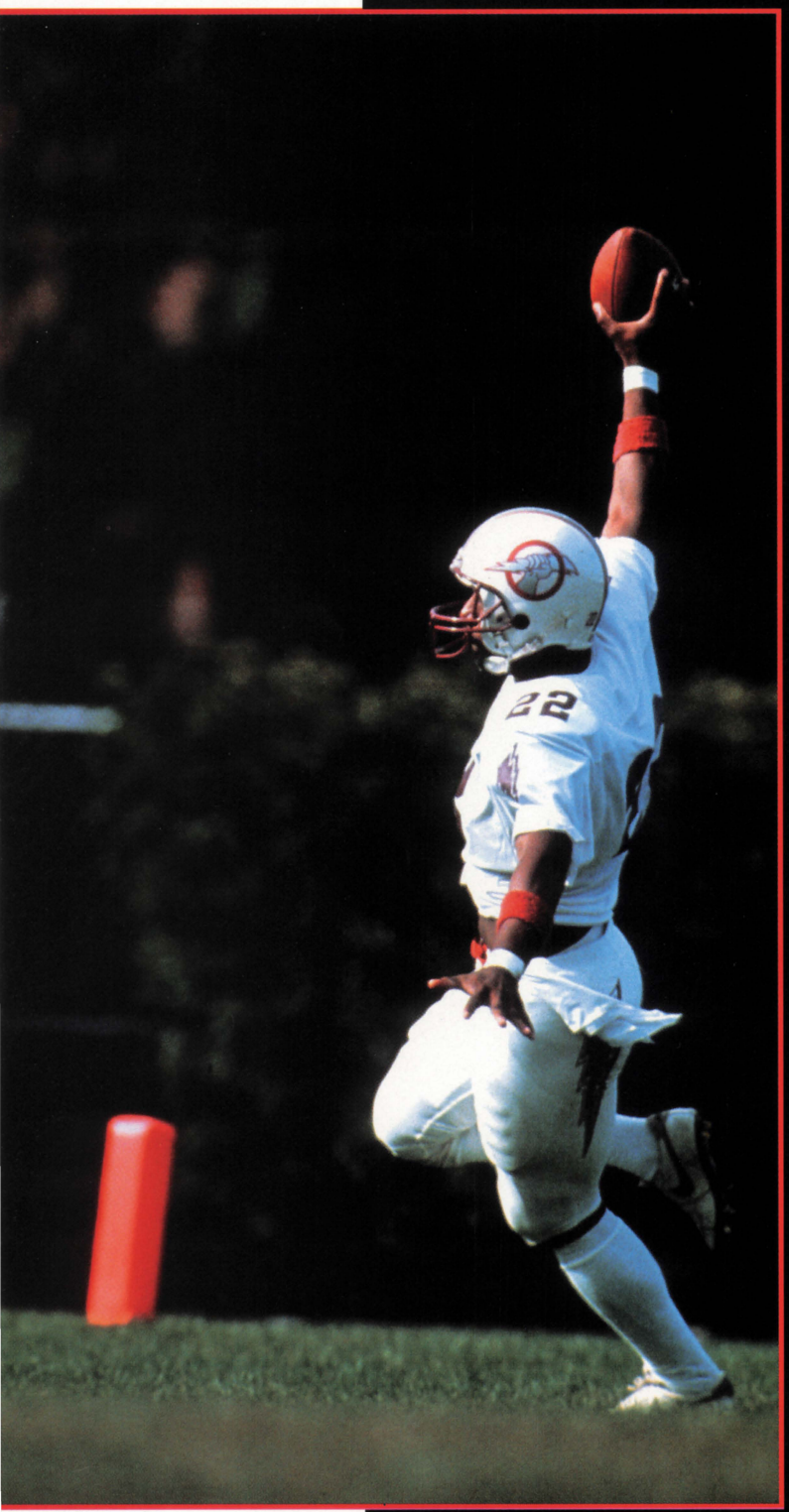

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RePlay

PLAYERS' CHOICE • SEPTEMBER 1995

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

best location videos

	MODEL/MANUFACTURER	RATING	DIST.
▶	**1 VIRTUA FIGHTERS 2 (Sega) (7)**	**8.82**	**31%**
▶	2 VIRTUA COP (Sega) (6)	8.65	17%
▶	3 MEGA TOUCH III (Merit) (2)	8.64	21%
	4 KILLER INSTINCT+ (Midway) (9)	8.38	64%
▶	5 MEGA TOUCH II+ (Merit) (9)	8.06	26%
▶	6 POINT BLANK (Namco) (6)	8.00	5%
▶	7 SOLITAIRE CHALLENGE (Dynamo) (14)	7.67	15%
	8 LOCKED & LOADED (Data East) (1)	7.50	5%
	9 TOUCHSTAR BONANZA+ (N.I.T.) (4)	7.40	4%
	10 TEKKEN+ (Namco) (7)	7.39	38%

\+ *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 CYBER CYCLES (Namco) (1)**	**9.57**	**6%**
	2 DAYTONA USA★ (Sega) (16)	9.56	50%
	3 CRUIS 'N USA★ (Midway) (11)	9.36	66%
▶	4 ACE DRIVER (Namco) (3)	9.17	5%
▶	5 COPS (Atari) (3)	9.00	5%
	6 AIR COMBAT (Namco) (17)	8.00	6%
▶	7 SUZUKA II 8 HOURS (Namco) (15)	7.91	20%
	8 STADIUM CROSS (Sega) (27)	7.86	6%
	9 T-MEK (Atari) (12)	7.79	21%
	10 OUTRUNNERS (Sega) (22)	7.75	18%

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

best new games

SEGA RALLY [deluxe] (Sega)

best video software

	MODEL/MANUFACTURER	RATING	DIST.
▶	**1 MORTAL KOMBAT 3+ [H] (Midway) (5)**	**8.79**	**89%**
▶	2 STREET FIGHTER: ALPHA [H] (Cap.) (2)	8.02	42%
	3 X-MEN: CHILDREN OF ATOM [H] (Cap.) (7)	7.86	57%
	4 RAIDEN DX [V] (Fabtek) (11)	7.67	17%
▶	5 KING OF FIGHTERS '95 [S] (SNK) (1)	7.67	12%
▶	6 BUST-A-MOVE [S] (Taito/Neo•Geo) (8)	7.45	56%
▶	7 GREAT 1000 MILE RALLY [H] (Kaneko) (5)	7.39	15%
▶	**Tie** GAL'S PANIC 2 [V] (Kaneko) (21)	7.22	7%
▶	**Tie** SUPER SIDEKICKS 3 [S] (SNK) (4)	7.22	7%
	10 RAIDEN II [V] (Fabtek) (20)	6.87	43%
▶	11 NECK 'N NECK [H] (Bundra) (24)	6.67	7%
▶	12 SAMURAI SHODOWN II+ [S] (SNK) (10)	6.62	64%
▶	13 AERO FIGHTERS 2 [S] (SNK) (13)	6.57	37%
	14 BLOOD STORM [H] (Strata) (10)	6.44	13%
▶	15 EAGLE SHOT GOLF [H] (Amer. Sammy) (1)	6.43	6%
▶	16 STREET SLAM [S] (D.E./Neo•Geo) (9)	6.33	15%
	17 BATTLETOADS [H] (Electronic Arts) (5)	6.30	16%
	18 BUCKY O'HARE [H] (Konami) (11)	6.25	10%
▶	19 WINDJAMMERS [S] (D.E./Neo•Geo) (15)	6.18	18%
▶	20 ZED BLADE [S] (SNK) (2)	6.17	5%

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

top pinball

▶	**1 THEATRE OF MAGIC (Bally) (5)**	**8.89**	**53%**
▶	2 INDY 500 (Bally) (1)	8.50	9%
▶	3 NO FEAR (Williams) (3)	8.39	21%
▶	4 BATMAN FOREVER (Sega) (1)	8.33	7%
	5 WORLD CUP SOCCER (Midway) (15)	7.73	43%
	6 STAR TREK (Williams) (18)	7.63	59%
	7 ROAD SHOW (Williams) (9)	7.62	33%
	8 BAYWATCH (Sega) (4)	7.60	23%
	9 ADDAMS FAMILY (Bally) (42)	7.58	85%
▶	10 BIG HURT (Gottlieb) (1)	7.57	8%

▶ *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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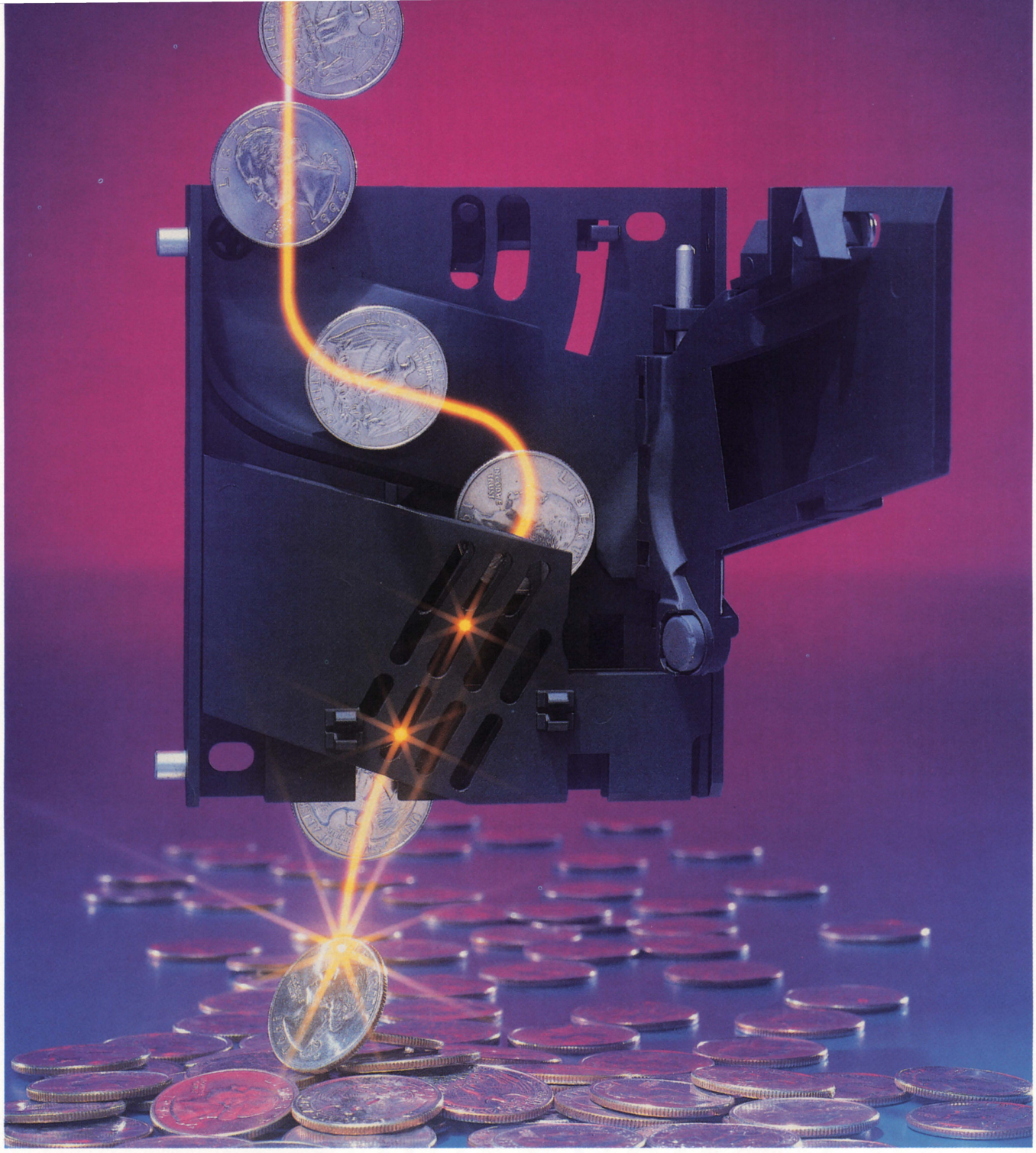

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RePlay

SEPTEMBER 1995

PLAYERS' CHOICE

REDEMPTION CHART

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

alley bowlers

		RATING	PAYOUT
▶	**1 SMART BALL (Smart) (8)**	**7.90**	**M-**
▶	2 ICE BALL (I.C.E.) (2)	7.02	M
▶	3 SKEE BALL (Skee-Ball) (8)	6.87	L+
▶	4 LIGHTNING (Skee-Ball) (8)	5.96	M-
▶	5 STRIKER (Design Plus) (6)	5.87	L+

ball toss

▶	**1 MAGIC MR. X (Amer. Sammy) (6)**	**6.20**	**M**
▶	2 AWESOME TOSS 'EM (Lazer-Tron) (7)	5.87	M-
▶	3 SKEE TOSS B.C. (Fun Merchants) (3)	5.75	L+
▶	4 SIMPLE SIMON (American Sammy) (8)	5.66	M
▶	5 SMART TOSS 'EM (Smart) (2)	5.20	L

kiddie games

▶	**1 MINI DUNXX (I.C.E.) (1)**	**7.08**	**M**
▶	2 CHUCKLES JR. (Smart) (3)	6.98	M-
▶	3 DINO RALLY (Bromley) (1)	6.82	M
▶	4 FEED BIG BERTHA (Smart) (4)	6.45	M-
▶	5 BUDDY BEAR (Smart) (2)	6.21	L+

novelties

▶	**1 SPIDER STOMPIN' (Jaleco) (3)**	**8.12**	**M-**
▶	2 SWAMP STOMP (Lazer-Tron) (3)	7.87	M+
▶	3 POGGER (Lazer-Tron) (6)	7.23	M
▶	4 POT O' GOLD (Meltec) (1)	7.20	M+
▶	5 ROBO BOP (Coastal) (4)	7.03	M-

pushers

▶	**1 JUNGLE JIVE (Coastal) (8)**	**8.95**	**M**
▶	2 HOLLYWOOD (Coastal) (4)	8.36	M-
▶	3 KLONDIKE (Fun Merchants) (8)	7.52	M
▶	4 WEDGES/LEDGES (Wedges/Ledges) (6)	6.97	M
▶	5 ROCK 'N ROLL (Fun Merchants) (4)	6.62	M+

rolldowns

▶	**1 SPIN-TO-WIN (Lazer-Tron) (8)**	**7.91**	**M+**
▶	2 LITE-A-LINE (Seidel) (8)	6.87	M+
▶	3 WILD, WILD WEST (Amer. Sammy) (1)	6.76	H
▶	4 POKERINO (Seidel) (7)	6.07	M
▶	5 CLOWN ROLLDOWN (Bay-Tek) (4)	5.95	M

shooting games

		RATING	PAYOUT
▶	**1 BIG MOUTH II (Meltec) (8)**	**6.15**	**M-**
▶	2 WATER RACE (Bob's Space Racers) (6)	6.02	M-
▶	3 CRITTERS (Exidy) (5)	5.42	M
▶	4 KNOCKDOWN (Meltec) (6)	5.34	L+
	5 COSMO GANG (Data East) (4)	5.25	L+

sports games

▶	**1 RAGE IN CAGE (Fun Merch.) (7)**	**7.50**	**H-**
▶	2 SUPER SHOT DELUXE (N.S.G.) (4)	7.42	M-
▶	3 TWO MINUTE DRILL (Taito) (7)	7.30	L+
▶	4 SUPER SHOT (N.S.G.) (7)	7.05	L+
▶	5 SHOOT TO WIN II (Smart) (8)	6.90	M-
	6 SHOOT TO WIN (Smart) (4)	6.45	L+
▶	7 FULL COURT FRENZY II (I.C.E.) (7)	6.14	M-
▶	8 HOOP SHOT (Doyle) (7)	6.13	L+
	9 FULL COURT FRENZY (I.C.E.) (7)	6.10	L+
	10 AROUND THE WORLD (U.E.T.) (5)	5.93	L+

token action games

▶	**1 CYCLONE (I.C.E.) (7)**	**9.92**	**H**
▶	2 DINOSCORE (Planet Earth Ent.) (8)	9.14	H-
▶	3 SMOKIN' TOKEN (Seidel) (4)	8.86	H-
▶	4 WHEEL-EM-IN (Bromley) (8)	8.64	M+
▶	5 FLING SHOT (Planet Earth Ent.) (8)	8.21	H-
▶	6 SCREAMIN' SLOPES (Midway) (3)	8.20	H-
▶	7 ROLL FOR GOLD (Benchmark) (7)	8.04	M+
▶	8 THE MASK (Data East) (3)	7.88	M+
▶	9 DINO WORLD (Planet Earth Ent.) (4)	7.87	H
▶	10 COIN CIRCUS (American Sammy) (4)	7.75	M+

video redemption

▶	**1 THE DEALER (CCI) (6)**	**8.31**	**H-**
	2 DOUBLE CHEESE (Midway) (8)	7.21	M+
▶	3 POP-A-BALL (Coastal) (6)	6.45	M

whackers

▶	**1 RIBBIT RACIN' (Lazer-Tron) (8)**	**7.21**	**M**
	2 WACKY GATOR (Data East) (8)	7.13	M
	3 CRACKY CRAB (Namco) (8)	7.09	M

PAYOUT: L (low, 4 tickets or fewer per game), M (medium, 5 to 8 tickets), H (high, 9 tickets or more); number following brand indicates months on chart including this one.

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ON THE

COVER

On this month's cover, a Williams/Bally-Midway construction crew works in front of the New Orleans skyline. From left: video designer Jack Haeger, national sales director Rachel Davies, (back) pinball designer George Gomez, (front) pinball designer Dwight Sullivan, and sales/marketing VP Joe Dillon. WMS is "building a new foundation" based on new personnel, plant and equipment. Their goal is to create even more exciting products while also holding the line on operator costs.

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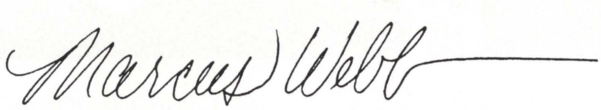
EDITORIAL

"May you live in interesting times," says the ancient Chinese curse. Well, our industry sure does! As we swing into the final days leading up to AMOA Expo and Fun Expo, a jumble of news and developments, products and politics, are all breaking loose. In New Orleans and Orlando, both expos will put on the trade's best seminar programs ever. We'll see how AMOA's new exhibit floor policy works (idea is to spread out the bigger, long-time exhibitors while putting smaller, newer companies more into the heavier traffic flow). At Fun Expo, major-leaguers like WMS, Sega and even AMOA itself will be first-time exhibitors, meeting the FEC crowd.

Over in Washington, D.C., tradesters are loudly protesting government plans to kill cigarette vending, everywhere... and quietly awaiting Dec. 1's scheduled end to parallel legality. In "factoryland," game makers are tooling up some very exciting new products. Namco is enjoying its best video sales ever, justly so. Sega's gearing up more high-end blockbusters, plus its long-awaited "Titan" system. TWi/Atari has a really nifty new video on tap. Williams/Bally-Midway is reaching for new heights of excellence with huge capital improvements across the board. One or two of the pinballs debuting at AMOA Expo (from more than one factory) are so good, they could pump more vigor into sagging flipper sales.

Perhaps the most interesting fact about these "interesting times," is the growing polarization of views. Some folks fervently believe the current market is the worst it's been since 1982-3, and fated to get even worse. Others say with equal sincerity that their own businesses are doing better than ever. They wonder if some of the complaining is unjustified. Funny thing is, both camps are right in this "interesting" year.

Paradox is king. For some, conditions are tough now and could get tougher; for others, opportunities are opening like never before. The incoming AMOA president (interviewed in this issue) says many new products are super investments...if you can find the money to pay for them! When a used game sells dirt cheap, the seller may be unhappy but the buyer is ecstatic — one deal, two results! All of these sharply contrasting elements are about to be shoved into a blender and "pureed" at AMOA Expo and Fun Expo. Results will probably be, well, paradoxical...and interesting.



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SEPTEMBER '95

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FROM THE

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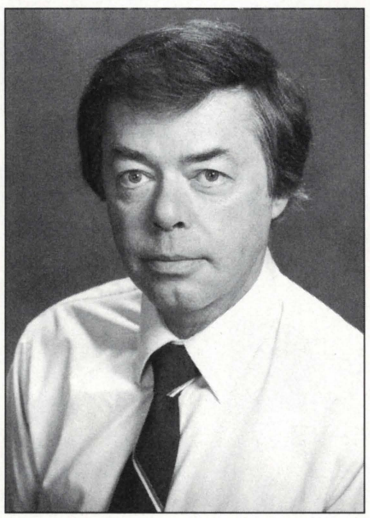

On or about Aug. 18, 1975, I started RePlay Magazine *while sitting in a luncheonette on Sunset Boulevard in Hollywood. A principal target of this new magazine would be the record business (which was a bit more interested in the jukebox at the time). Neither the solid state pins nor the video games had "boomed" yet, so the industry was still in that "simpler" mode some oldtimers wax nostalgic about today. Much in the industry (and in* RePlay*) has changed over these 20 years, though the average operator's sensitivity to price increases remains largely intact.*

On the Aug. 18th that just passed, my staff surprised me with a 20th anniversary birthday cake at the office. Being on deadline for this Showbook, we only took a half-hour out to celebrate the occasion and swap some yarns on the days gone by. I told them one of my original editorial themes was to coax readers off quarter play, especially on the music and pool. I also remembered that just about every one of the surveys we ran listed "the cost of equipment" as the most irritating thing operators faced in running their businesses.

A lot has changed in these two decades, but price sensitivity is a "cultural trait" that remains in force. There are three fall conventions getting ready to open as we closed the final page of this issue, and I'll bet the most common remark you'll hear from operators at AMOA, Fun Expo and IAAPA will be something like: "That's a pretty decent looking machine; how much does it cost?" You'll also hear some manufacturers (including Joe Dillon) pounding the drum for dollar play-pricing because somebody has to pay for all this electronic glitz we'll see...and the game makers would prefer that to be the players.

There are no pat answers to an issue that's lots older than RePlay. *Each and every member of this industry runs a business that's several shades different than any other he competes with. I just remind everyone that raising prices simply to amass bucks isn't exactly square. But to hurt yourself by holding to outdated pricing isn't exactly smart.*

Ed Adler

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VIEWPOINTS

FROM OUR READERS

Dear *RePlay:*

There has been considerable discussion on the introduction of $1 play, as well as the need for 50 cent play, yet too many games are still only a quarter. I believe that a way to gradually re-educate the public away from 25 cent play would be to have the player always deposit 50 cents each time, but give them *two* plays. Okay, so it's still a quarter to play, but the public would become conditioned to the insertion of a larger payment. This could then naturally progress to the deposit of $1 which would allow three or four plays. Eventually, the number of plays per coin insertion could be gradually reduced. I don't know whether any of this has been tested on a well thought-out trial, but it seems to be a logical progression. Anyway, that's my two-bit thought!

Sincerely,

Bob Snyder
Bob Snyder & Associates
Walnut, Calif.

[Dear Bob: Your recommendations for incentive pricing and gradualism both make sense. Equipment costs have risen with advanced technologies, making higher play-pricing a "catch-up" necessity, not an inflationary gouge. Some new games — like pinball — are now typically set on 50 cents for one play, three for a dollar. One problem has been heated competition among operators: at times, some fellows even feel forced to lower play prices to the point of sacrificing profit, to maintain market share. — ed.]

Dear *RePlay:*

I have never written to a magazine before, but after reading Marcus Webb's article on "Magic Solutions" in the August, 1995 issue, I just had to get some words in. Let me just say that I'm a video game operator as well as a video game enthusiast. I have enjoyed playing video games since *Space Invaders.* Anyhow, what I have to say is this: *wake up!* There already is an industry-wide standard format which provides operators and street vendors with all the benefits. It is unlimited in its power and programming creativity because it is not hardware-specific. It is extremely easy to convert from one game to the next; it has a library of about 500 games; and it is "necessarily" expensive in order to keep it out of the hands (and homes) of the general consumers. It is a not a miracle "system" that I speak of; open your eyes — it is called "JAMMA."

The problem in this industry is *not* the high-priced games (despite the fact that if they get more expensive than this, I think I'll have a heart attack). The problem is the home market. Video games are still big; it's just that everyone and his mother owns a home game system. These greedy arcade manufacturers have to stop translating their games for the home so quickly. And it's not just the speed, it's the quality. What happened to the days when arcade technology dwarfed the home market? Remember *Pac-Man* and *Donkey Kong?* When they were finally available at home, they were so bad a translation that I still had to go to the game room and plop quarters into the arcade version in order to play the *real* game.

Let's start at the top. The average home system owner owns one or two different platforms which are usually connected via RF switch to a 19" NTSC television set. Already we have two advantages. 1. Since he/she owns a "system," it is hardware-limited and will eventually become outdated. 2. We have a visual advantage. It is called RGB resolution. Home systems still suffer severly from color bleeding.

Let's do what we can to save this industry while it's still possible. First of all, get the AMOA and AAMA to kick @&& and take names. Tell Midway/Sega/Capcom/Namco/etc. (every coin-op manufacturer) that it is *illegal* to release *any* game to the home market before it has had a certain amount of time (grace period) in the coin-op market. Second, the game cannot be just as good...these home system owners (all potential arcade customers) do not deserve it.

I'm sorry, but being an operator aside, as a game enthusiast I cannot see how I am paying, for example, $5,000 for a dedicated *Mortal Kombat 3,* and then six months later some jerk can walk into a store and spend just $60 on a home cartridge for his/her $99 NES or Genesis home console and have the same thing. That is why operators and street vendors are so upset.

I think I have made my points very clearly. The problem is not the "high" prices of the arcade games; it's the "low" prices and high quality of the home games. Until this problem is corrected, we will never be singing and dancing to Buckner and Garcia's "Pac-Man Fever" on the way to the bank again.

Sincerely,

Billy Pitt
101031 Kendale Blvd.
Miami, Florida

[Dear Billy: You make several valid points. Even AAMA's vice president once stated about home games, "You can't take four or five billion out of an industry (i.e., coin-op) and not expect to feel it." The Industry Standardization Committee's Frank Sensinsky replies to your comments on JAMMA harnesses in this month's column. You seem to agree with us on at least two major points: standardizing coin-op hardware could risk becoming outdated quickly; and high game prices are not the issue if they have great ROI. However, your idea about outlawing early home release of coin-op titles won't happen. Trade groups and even Congress lack any such power.

Unfortunately, a home game will sell the most, precisely when the arcade ver-

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sion reaches its peak. If factories were irresponsibly greedy, they would release games to the home after just three or four months of coin-op use. Of course, this would kill the goose that lays the golden egg. As it is, coin-op's goose is less healthy than he could be, because today's relatively short "window" of exclusive arcade availability does undercut operator profits too often. This, in turn, reduces overall coin-op sales... so factories suffer right along with operators. The better manufacturers are still searching around for a way both markets can flourish. Believe us, they haven't given up on coin-op. — ed.]

Dear *RePlay*:

Every now and then, someone not in our industry walks up and gives you a great idea. I'd like to share one with you (an idea which came from a "civilian" named Terrill Stanton). I hope it's worth passing on to the manufacturers. Why don't the video game designers program a question or educational piece of information between every level in all video games? It does not matter if the player wins or loses; it's just enough to keep him thinking on an educational level. With all the blood and guts lately, this might help our image a little too. "Winners Don't Use Drugs" and "Recycle it, Don't Trash It" could be joined by "Think About It on Our Level."

Sincerely,

Peter Jones
Kamloops, British Columbia
Canada

[Dear Peter: we like this idea, too. Manufacturers, the ball is in your court! — ed.]

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



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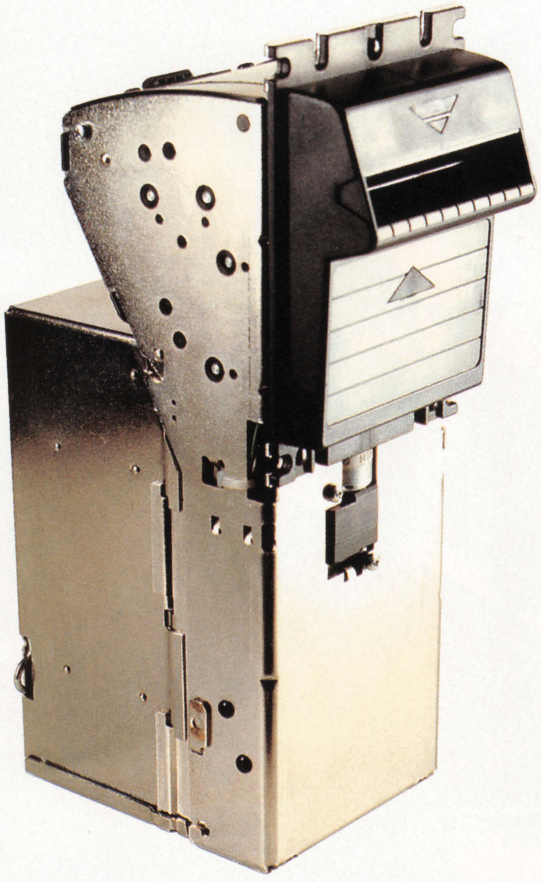

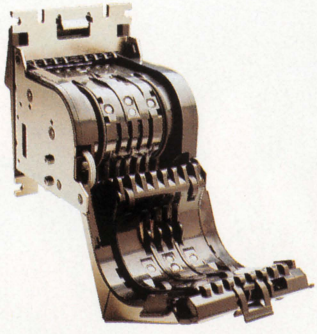

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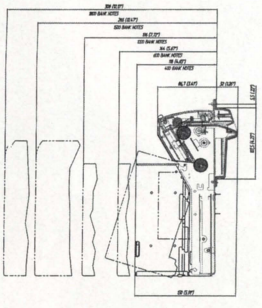

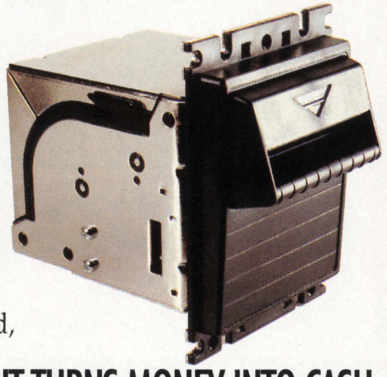

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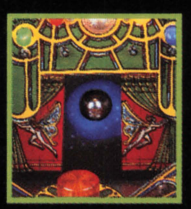

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NEWS DIGEST

CLINTON TO CIG VENDORS: DROP DEAD



President **Bill Clinton** took to the White House microphones on Aug. 11 to say he'd approved the Food & Drug Administration's classifying nicotine as a drug, and to recommend harsh anti-tobacco regulations including a total ban on vending machines everywhere in the U.S. The tobacco companies and AMOA are fighting back — the former with lawsuits, the latter with information provided by cigarette committee chairman **Jack Kerner.** See details on **page 59**.

ACCLAIM & LAZER-TRON MERGER: NOW IT'S UP TO SHAREHOLDERS

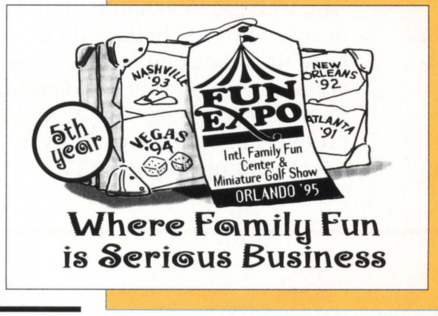
After a brief "hiccup" in the deal during the latter half of July, the planned merger/acquisition of **Lazer-Tron Corp.** by **Acclaim Entertainment** was back on track at the time of this writing. Vidgame giant Acclaim basically repencilled the numbers a bit, such that the stock-for-stock swap would value the super-successful L-T redemption factory at $8 for each outstanding share. The U.S. Securities & Exchange Commission approved the merger on Aug. 16 and Lazer-Tron shareholders were set to vote it up or down in a special meeting, rescheduled for Aug. 31...By the way, Acclaim Coin-Op prexy **Tom Petit** info's that his division will not make its debut at this month's AMOA Expo as originally planned. Look for their first coin-op games around Jan. 1, 1996, Tom said. Four projects are now in development by a "houseful of engineers."

SHOWTIME! AMOA EXPO & FUN EXPO LOOK STRONG

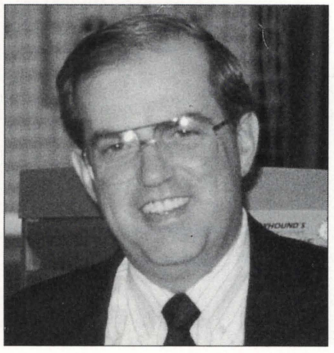
Still the coin machine industry's largest convention and trade show, **AMOA Expo** arrives at the New Orleans Convention Center from Sept. 21-23. The Amusement & Music Operators Assn. will serve up a record-breaking exhibit floor, its best seminar menu ever, new officers starting with soon-to-be President **Randy Chilton,** and trade talk on everything from FECs to NANI. Our special AMOA Showbook section includes an interview with Randy, reports by key AMOA committee heads, show logistics and floor plan, seminar schedule and a (brief) profile of Merit Award winner **Chuck Milhem** and first-ever "AMOA Distributor of the Year" **Steve Koenigsberg.** It all starts on **page 93.**



Two weeks later, Orlando, Fla. provides the sunny setting for **Fun Expo,** the FEC-oriented trade show which has stepped into the big leagues the last few years. First-time exhibitors at the Oct. 7-10 show will include big names like Williams/Bally-Midway, Sega and even AMOA. This expo is famed for incredible in-depth seminars organized by show owner Bellwether Expositions. It's also known for an enthusiastic crowd including members of the International FEC Assn. Our Fun Expo section begins on **page 169.**



AMOA NAMES JIM STANSFIELD TO VP SLOT

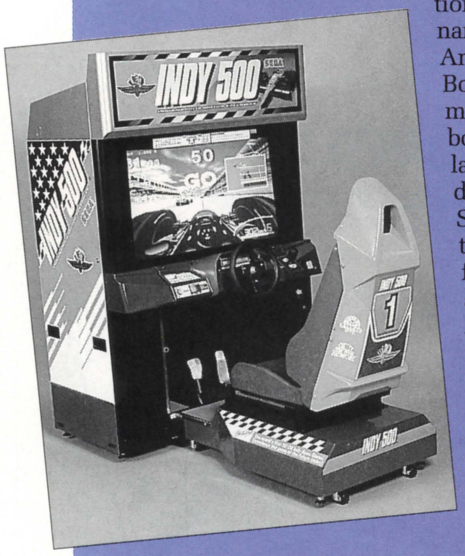


Veteran Wisconsin operator **Jim Stansfield** (Stansfield Vending, LaCrosse) has been named to fill a vacant vice president's post on the AMOA board. He'll complete the term of California op Jim Reed, who resigned earlier this year. Term ends in the fall of 1996. AMOA has a total of nine VPs who serve three-year terms. Jim is very familiar with AMOA's board, having served as a director from 1987-90 and a VP from 1990-93. Of course, the line officers (who are groomed for possible promotion to AMOA president) are picked from the VP ranks and *RePlay* would not be surprised to eventually see the popular, hardworking Stansfield go farther in the organization. Congrats, Jim.

NEWS DIGEST

SEGA HAS NEW SIMULATOR & THE "TITAN" SYSTEM

The world's biggest vidgame factory also has plans to build huge U.S. fun centers this year and next, in cooperation with some of the most famous names in American entertainment. And, they've got redemption product. Bottom line: Sega Enterprises USA is moving aggressively "across the board" in coin-op these days. Their latest driving simulator, *Indy 500,* debuts at this month's AMOA Expo. So does their "Titan" vidgame system which promises "street prices for high-tech games" (initial Titan software includes *Virtua Fighter Remix* and *Final Arch,* according to the world's trade press). And, what about those rumors that Sega USA could go public? Get the official spin on all this from Sega USA prexy **Al Stone** and sales/ marketing veep **Ken Anderson,** starting on **page 77.**



MASSIVE CAPITAL UPGRADES AT WILLIAMS/BALLY-MIDWAY

From "motion capture studios" in a new building that's dedicated to video...to AutoCad computers in the pinball design department... to a huge new facility (pictured here) 45 minutes north of the old factory... **Williams/ Bally-Midway** is engaged in a massive upgrade of plant and equipment. It's all part of a bid to send coin-op video & pinball soaring into a new level of excellence, while maintaining affordability for operators. "Management has made a tremendous investment to give us the tools we need," said flipper game creator **Pat Lawlor.** "And the design teams are keenly aware of the need to make every dollar count for operators." The company will unveil one new sports-themed video and two new pinballs at the AMOA Expo this month, plus a licensed line of "Believe It Or Not!"-themed countertop videos and six more novelty & redemption items. Get a line on activity and products in our four-part Cover Story, starting on **page 155.**



PARALLEL LEGALITY TO END DEC. 1; TRADE PONDERS IMPACT

Definition of a parallel import: *a lawfully-made game, intended for another market, which is sold into the USA...usually via non-traditional market channels.* By act of Congress, America's four-year experiment in legal operation of coin-op parallels will conclude on Dec. 1, 1995. After that, parallels will once again be illegal to operate in the USA unless Congress moves to reverse the situation. AMOA and many operators like parallel legality because it means they can buy games in kit format from overseas markets, if and when local U.S. firms try to sell games in "dedicated format only." The potential power of this leverage was dramatically proven in 1992 when a flood of parallels forced Capcom USA to kit a (previously dedicated) game, *Street Fighter II: Championship Edition.* Ironically, given AAMA's long history of opposing parallels, in 1992 some of trade's largest and most respected distributors, as well as some of AAMA's most prominent personalities, rushed to buy and sell these gray market products.

This year, neither trade association is anxious to spotlight the issue, but AMOA still favors parallels and AAMA still opposes them. AMOA has quietly, but steadily, been lobbying the issue on Capitol Hill this year. However, parallel crusader **Bill Beckham** is not optimistic about the outcome. Beckham, the Ohio operator who fought the parallel issue in court several years ago, believes key elements of the current Republican congressional leadership are basically unfriendly to gray market competition.

In the last couple of years, few parallels have been around, at least in part because the coin-op video market has been relatively weak. (This may also help explain why parallel legalization has coincided with a much quieter copyboard market, both in the U.S. and worldwide.) Williams/Bally-Midway's **Joe Dillon** forthrightly says his company dislikes parallels because of their potential to disrupt an orderly market. Other factories have very different reasons to favor parallel illegality: shutting down the gray market would protect U.S. subsidiaries against competing with product which enters the States (indirectly) from their own overseas "head office" — at lower prices, yet! However, WMS's Dillon predicts that if parallels do become illegal again, relatively little impact will be felt in the American vidgame market. Factories will have a heavy inducement to stay away from dedicated games, Joe believes, because they basically don't sell. In addition, *RePlay* notes that new coin-op vid systems are coming from such as Sega, SNK and several others, so it looks like Japanese factories are making at least a partial commitment to kits.

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This revolutionary new concept lets players select a single game format of Solitaire or the exciting, new tournament mode.

Tournament Solitaire is played in a five-game format with points accumulated for all five games. Players with the top three scores are tournament winners.

All calculations for *Tournament Solitaire* are done automatically through the game's bookkeeping software.

All Games Feature:

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NEWS DIGEST

NAMCO SALES PERKING NICELY

Namco America president **Kevin Hayes** says the company is enjoying its best sales since it began marketing its own line in 1990. And why not? With products like *Cyber Cycles,* a good selection of redemption novelties, and some new street-friendly kits like *Tekken 2,* and of course their famous simulators from driving to skiing, Namco has something for everyone. See our "Spotlight Special" for more on **page 67.**



Namco's Midwest sales ace Tom Siemieniec, R.H. Belam's Marc Haim, Namco's VP of Sales & Marketing Frank Cosentino, Cleveland Coin's Ron Gold and Namco prexy Kevin Hayes fight over who's next on *Tekken 2.*

ALG PLANS TELEPHONE DATA TRANSFER IN '96

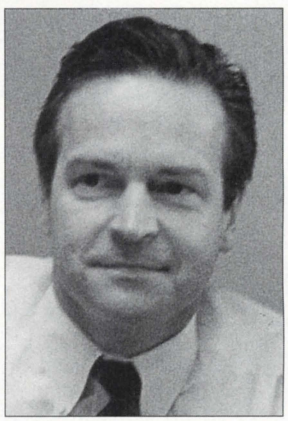
American Laser Games plans to debut a new CD-ROM system by mid-1996. This will be their third hardware platform (the first was for laserdiscs, the second is also CD-ROM). The new system will enable ALG to offer games which combine enhanced, live-action characters with detailed fantasy backgrounds created via 3D polygon computer graphics. The new system will also have interface capability for data transfer over phone lines...and, according to ALG exec Jim Jarocki, such data transfer is "cheap and easy to do if you design it into your system from the beginning."

In other ALG news, **Jim Jarocki** has been promoted to vice president, sales & marketing, for their coin-op division. He succeeds Stan Jarocki, who is relinquishing the title. Jim has been with ALG as coin-op sales director since '93; he's been marketing video games ever since the early '80s (he was Bally/Midway's sales promotion & advertising manager through the middle of that decade). "It has been a privilege to learn the business over the past 40 years from Stan and a pleasure to work the the man who is my best friend," said Jim.

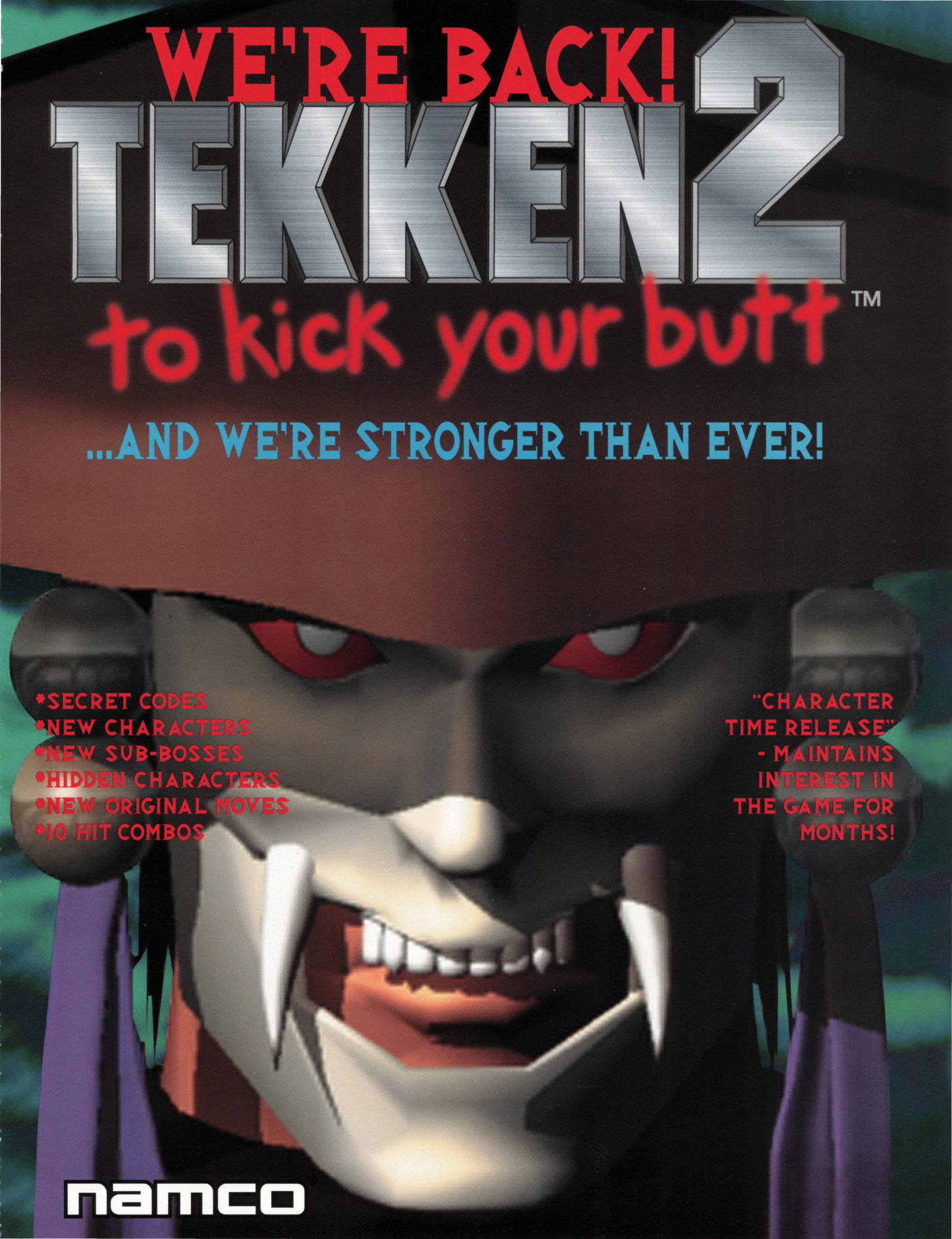
Stan Jarocki remains with ALG in an advisory capacity through the end of 1995. Highlights of his distinguished 45-year coin-op career: as EVP of Bally/Midway, he introduced *Space Invaders* and *Pac-Man* to the U.S. market. As Seeburg's sales & promo veep, he introduced the "discotheque" concept to the USA in 1964. Stan's been with ALG since 1991. "I've enjoyed introducing yet another coin-op innovation to the industry with ALG's live-action games," Stan said, "and I'm ready to turn the spurs over to the younger generation."



MIKE McWILLIAMS FOUNDS "SPECIALTY COIN MARKETING"



Saying the "existing distribution chain is still the best way to sell products to the operator level," 20-year industry vet **Mike McWilliams** has announced the formation of Specialty Coin Marketing in Portland, Ore. He said his niche will be doing what many other distributors don't have time for: searching out and representing new, viable products from newer and smaller manufacturer. Intriguingly, SCM will then help these factories get representation from better members of the established distribution net. SCM will also help the dealers market these products to ops. Already in SCM's portfolio: *Vendgames* from **Phil Cornick's** P&E Technologies (Atlantic Highlands, N.J.). "With this new product, customers win a prize or prizes for playing a game," Mike explained. "The better they do, the more prizes they win." Cost and ROI will be attractive for street operators, Mike added, praising P&E's strong service commitment. As many know, Mike helped found two other NW distribs (General Leisure & American Coin). Now you can reach him and SCM at 1600 SE Powell Blvd., Portland, OR 97202. Office phone is 303/230-0340; message phone is 800/988-7396.


WE'RE BACK!
TEKKEN 2
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...AND WE'RE STRONGER THAN EVER!
*SECRET CODES
*NEW CHARACTERS
*NEW SUB-BOSSES
*HIDDEN CHARACTERS
*NEW ORIGINAL MOVES
*10 HIT COMBOS
"CHARACTER TIME RELEASE" - MAINTAINS INTEREST IN THE GAME FOR MONTHS!
namco

NEW CHARACTERS

The new characters have different fighting styles and unique moves. Their moves are not recycled moves from other characters. The new sub-bosses and hidden characters have all new moves as well.





SECRET CODES

Some activate sub-bosses and some activate hidden characters.



CHARACTER TIME RELEASE

One month after the TEKKEN 2 is installed the game will start introducin new selectable sub-boss characters at the rate of one per week, for ten week Eventually, there will be a total of 25 selectable characters. *NO PROGRAM UPDATES REQUIRED.

NO DOWNTIM

TEKKEN 2

TI

3-D EFFECTS

The flat shading of the characters at real time combined with glow shading provide exceptional 3-D effects.





ALL NEW BACKGROUNDS

TEKKEN 2 is

Namco's response to th demand for a reasonably priced product. All of the improvements and new features will maintain player interest for a long, long time.



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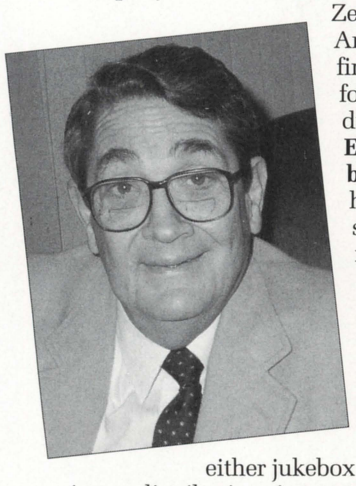
NEW JUKE MAKER, ZEENON, TO SHIP 1ST CD UNIT IN '96

A brand-new jukebox manufacturing company is on the launching pad. Called Zeenon Corp. of America, the firm is being founded by industry veteran **Ed Blankenbeckler,** and has plans to ship its first model, the *Temptation,* by early next summer. Blankenbeckler, who's been involved in either jukebox manufacturing or distributing since 1947, said the machine will be "simplicity in a computer world... designed to reduce the operator's time and expense on location doing mundane duties." This "father of the CD jukebox" specifically said the *Temptation* will contain a new player which cuts the time change between discs to zero (in his words, "faster than a disc jockey").



At presstime Blankenbeckler was actively searching for office and production facilities in the greater Chicago area; by the time AMOA Expo opens later this month, he could have selected a site. He's already contacted a group of design engineers to bring his jukebox ideas to fruition, including **Bob O'Neil** who did most of the cabinets housing Seeburg's CD jukeboxes. "Taken together, these people will give Zeenon a combined total of 150 years of trade experience," Blankenbeckler advised, "so they know what they're doing and how to get it done."

Noel Seeburg, grandson of the late J.P. Seeburg himself, will be one of the board directors running this publicly-held corporation. Stock will be issued under the name ZECA. Blankenbeckler also plans to set up a five-person advisory board to meet twice yearly, to suggest product and marketing policy to the board itself.

Blankenbeckler resigned from the present Seeburg last year, devoting most of his time since putting Zeenon together. While he's personally spent the bulk of his industry career working for one Seeburg-named firm or another, Zeenon has absolutely nothing to do with any organization carrying that name. Ed's focus instead is to build his brand-new company and its first production phonograph, and he has less than a year to reach that goal.



VALLEY AMONG FENWAY ACQUISITION

Valley Recreation Products and five other companies owned by U.S. Industries are being sold to a New York investment firm named Fenway Partners, Inc. for a total purchase price of $200 million. Besides Valley, other firms in the package include Bear Archery, Inc., an artificial flower company called Teters Floral Products, and building materials producers like M.W. Windows. **Peter Lamm,** a principal and spokesman for Fenway, said all six companies show growth potential "both internally and through acquisitions. The profile of the businesses fits with our approach of acquiring mid-sized companies that can benefit substantially from added operational focus."

This transaction marks the second major commitment by Fenway. Last July, they announced joining Dartford Partners in a $190 million purchase of Van de Kamp's frozen seafood unit from Pillsbury Co. This and the "Valley group" transaction are expected to close by the middle of this month. Valley itself has been one of 34 individual firms owned by U.S. Industries since this conglomerate spun out of Hanson Industries. The prominent pool table and electronic dart machine manufacturer is presently celebrating its 50th anniversary (a special section on the company will appear in next month's *RePlay).*

ROWE VENDING: UP & RUNNING IN GRAND RAPIDS

Rowe International has nearly completed the relocation of vending machine manufacturing from Texas to Grand Rapids, Mich. In fact, its snack and food machines have been rolling off the lines for some time now — specifically their models 591, 593 and 594 snack units and models 549 and 550 food venders. Proudly showing off the very first model 593 snacker made in Michigan (which was shipped to Elk Grove's American Vending Sales) are AVS supremo **Frank Gumma** (left) and Rowe veep **Jerry Gordon.** The seal on the front of the machine reads: "Manufactured with pride in Grand Rapids, Michigan."



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NEWS DIGEST

AAMA's "MEXPO" REVEALS PROMISE IN MEXICO'S FUTURE



Foreign business promotion is the big focus at AAMA these days, and their original overseas trade show was in Mexico City. Now called EXIME, the Int'l. Exhibition of Entertainment Machines, the 1995 edition took place down there from July 19-20. Exhibitors said the mood was better than expected and voiced confidence that Mexico's coin-op market will recover. Given the rocky status of their current economy South of the Border, AAMA's decision to keep the show in place this year was a dramatic demonstration of the industry's commitment to this market (other industries haven't always been so bold). More encouragement came from a professional survey which showed Mexican ops see EXIME as the trade's "official" show there and view AAMA as the expert association in the field. Seen here at the show's ribbon cutting ceremony, from left: Lazer-Tron's Ron Carrara (chair of AAMA foreign relations), James Industries' John Blouin, U.S. Embassy commercial liaison Bob Miller, JI Mexico's Carlos Sanz, Mexico trade assn. prexy Carlos Martinez, Mexel's Jacob Schemaria, AAMA's Bob Fay and Sega's Al Stone. (The magazine is very grateful to **James Industries** for the photo.) Next year's EXIME is slated for Aug. 7-8, 1996 in the new World Trade Center in Mexico City; it will once again be organized by William T. Glasgow & Assoc.

TRADE NOTES

The first **$10 million video game** wrapped up principle photography on a Hollywood sound stage as of mid-July. The CD-ROM game, called *Wing Commander III,* will be for the home market and stars Mark Hamill of "Star Wars" movie fame. Gameplay will offer more than 50 storylines and hundreds of scenes, according to *Newsweek.*

WMS Industries announced on July 28 that its planned merger with slot giant Bally Mfg. Co. was going forward, and that Delaware courts had nixed various petitions by Bally's uninvited suitor, Alliance Gaming. The latter had sought to halt the merger, obtain monetary relief and gain access to key documents in the transaction.

Bromley, Inc. proudly announced its *Wheel 'M In* is now patented (U.S. Patent Number 5,445,376). The number will appear on all future units of the game. Bromley stated that any firm which attempts patent infringement would be prosecuted.

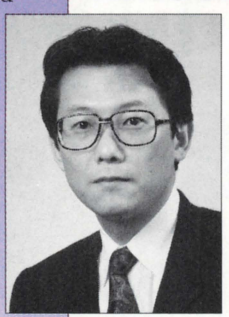
White Hutchinson Entertainment Group (respected Kansas City-based consultants to the FEC biz) has been awarded a final design contract to produce a new 65,000 sq. ft. FEC in Nashville. The site will incorporate an existing 65-lane bowling center plus a wide variety of adult and family-oriented leisure and coin-op activities. The consultants are also doing feasibility studies and concept development for major FECs in Costa Rica, Florida and New Jersey.

Game Machine Magazine published its 500th issue on Aug. 1, and publisher Amusement Press, Inc. of Osaka, Japan is now into its 21st year in the industry under its respected publisher and editor, Mr. **Masumi Akagi.** Congratulations to this esteemed journal. As readers may know, *RePlay* has the honor of cooperating with *Game Machine* on newsgathering on both sides of the Pacific, and any reader of the publication quickly learns to respect their accurate, timely, honest reporting.

Former AMOA prexy **Jim Trucano** says his VENNET service is winning respect from computer literate tradesters these days, and he announced that a new automatic, online data collection and audit system is being displayed on the service by veteran operator **Bill Stone** of Tennessee. Similarly, technical guru **Randy Fromm** is winning kudos from as far away as Australia for his "Coin-Op Yellow Pages/ Amusement International Magazine." Several well-known trade publications now have a sprinkling of info on Randy's service.

Trade vet **Mark Robbins** info's that he holds a U.S. Patent on an air-cushion redemption game called *Puck Shoot.* U.S. trademark has been applied for as well. Contact Mark (dba Ascension Sports) at 312/477-8188 or 303/444-9164.

CORRECTION: NAKANISHI FORMS M.W. AMUSEMENT



Yoshi Nakanishi has resigned from Taito America to form his own firm, Midwest Amusement Corp. (708/934-9986). Last month we mistakenly identified Yoshi Suzuki with this story; Mr. Suzuki, of course, remains at his post as president of American Sammy Corp. Our apologies to one and all. As for Yoshi Nakanishi, he is a well-known trade vet who has spent 14 years with Taito (seven with the home office in Japan and seven more years with Taito America). Yoshi said Midwest Amusement will license suitable product from Japan for manufacture and sale in the U.S.

"the bottom of the ninth...

bases loaded, two outs, down by two ...

full count on the batter, runners go...

here's the pitch... Crrraack!

it's a gapper to the wall, one run scores, two runs score...

the winning run is around third... and here's the...



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Score on Base Hits: Singles, Doubles and Triples always score BIG!

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Don't Miss the Football Version "TOUCHDOWN"

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- Reliable, durable and depend able SOLID STATE design. LED lamps and scoring — NO bulb replacement!
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Height:	34"
Width:	48"
Length:	48"
Weight:	175 lbs.

NEWS DIGEST

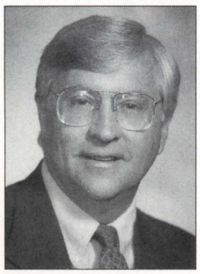
NEW COMPANY & NAME SEEN FOR CARLO GROUP

The brand name "Seeburg" on a jukebox has passed through a variety of owners and users, from the original factory founded by J.P. Seeburg to the latest "Seeburg International" run by the **Nelson Carlo, Jack Kapala, Shuja Haque** regime. Now it appears Carlo & company are about to announce a "brand new manufacturing company" under a brand new name. When you phone their published 800-SEEBURG number, it's answered right now by "Jukebox USA." And, yes, **Jack Kapala** confirmed that a new oganization is being set up to build phonographs and it won't be called "Seeburg" (that brand name is reportedly still "owned" by the **Nick Hindman** regime). Kapala said a formal announcement would be made by Expo time. The Carlo/Kapala/Haque group are no longer providing service and parts on the SCD jukebox line. Operators are referred to **Mike Stevenson** (Western Reserve Games, Ohio) and **Emrah Kasar** (Naperville, Ill.) for that help. We don't know Emrah's phone, but you can reach Mike at 216/531-1242. Stay tuned.

TAITO AMERICA: NEW ADDRESS

Taito America Corp. says it's putting the focus back on coin-op video (and temporarily pulling back to a wait-&-see stance on the "many competing formats" for the "turbulent" home video market). Arcades and FECs are their new target market now, especially those booming Latin American sites, said **Paul Hirose,** EVP for coin-op & consumer sales. The firm has developed five new redemption games including *La Cucaracha,* seen at the ACME show and obviously great for Latin markets. They've also moved into new digs at 1351 Barclay Blvd., Buffalo Grove, IL 60089; 708/520-9280.

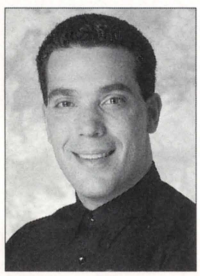
PEOPLE ON THE MOVE



JON BRADY



CARLOS LAGUARDIA



DOUG SHIPLEY



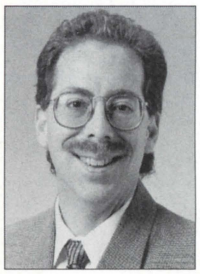
KRISTEN MONTGOMERY

Jon Brady, prexy of Brady Distributing, Inc., will be honored as AAMA 1996 Man of the Year during next year's charity banquet, held March 8 in association with the ACME show in Orlando, under the auspices of the American Amusement Machine Charitable Foundation. "I was both shocked and flattered," Jon said upon learning of the honor. "It was a pleasure to even be considered, much less designated as 'man of the year.'" Proceeds from the banquet fundraiser will go to a scholarship fund at the University of North Carolina; Jon is currently setting up this fund at his alma mater. Congratulations, Jon!

Carlos LaGuardia has joined Sega Enterprises (USA) in the new business development division. He'll be the international rep specializing in So. America, and will report to the division's Chicago-based VP Frank Pellegrini. During three years with Taito America, Carlos developed new Latin American markets — which he'll now do for Sega, aiming at different clients who are suitable for Sega's larger, more hi-tech games. He'll also perform market research (working with distribs and operators there to evaluate product needs). "It's exciting and I'm looking forward to getting my feet wet," Carlos said.

Doug Shipley is now aboard with Mattel Media in Chicago; he can be reached at 708/537-0600. Doug recently resigned as Sega's coin-op national sales director, a post he held through Aug. 16.

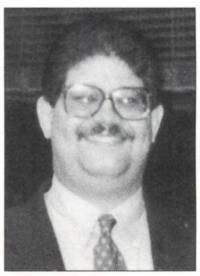
Kristen Montgomery is now business development manager at 3Dfx Interactive (Mountain View, Calif.), where she'll help bring their innovative 3D graphics chip to the coin-op vidgame market. The 10-year trade vet was previously coin-op national sales & marketing mgr. for Data East USA. Her resume includes responsible posts with Sega coin-op and QuickSilver. 3Dfx is a 1994 startup under chairman & CEO **Gordon Campbell.**



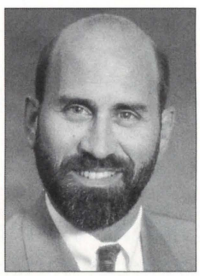
LOU RUDOLPH



DAVID COX



JEFF SCHEER



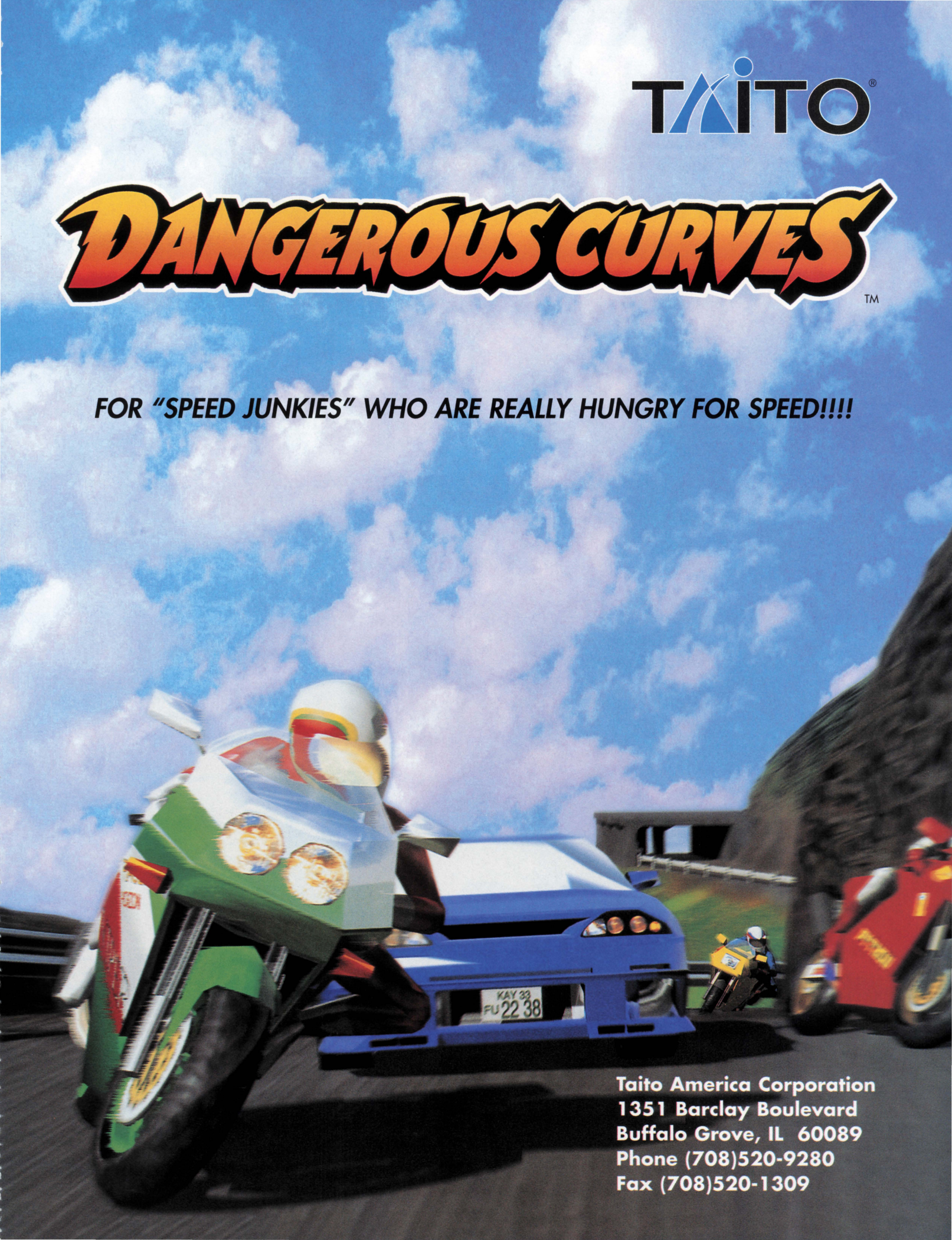
ANDY HALLIDAY

Lou Rudolph has joined Betson/ Imperial export division's sales team. This well-known import/export veteran will mainly be covering the Middle East and Far East and will be working from his home in Texas (phone: 817/431-6060, fax -6028).

David Cox is the new "chief information officer" at Oriental Trading Co. In this newly created post, he'll be responsible for information systems, data processing and planning, and selecting hardware & software.

Jeff Scheer became the new western sales rep for Capcom, Inc. as of May 22. The longtime industry vet began his career at the Midway factory in the late '60s; he has also worked for C.A. Robinson & Co. and for Century Vending & Distributing, and operated his own route. He's working out of L.A.; phone: 310/464-2533.

Andy Halliday has exited as prexy of Edison Bros. Mall Entertainment; on Aug. 14 he became Sr. VP for strategic business development at Indianapolis-based Simon Property Group, America's largest realty investment trust with 140 malls & community centers. He'll oversee entertainment development strategy and negotiations for this landlord & developer, as well as have responsibilities for Simon's direct investments into enterainment ventures. Edison's large arcade/FEC chain is now run by GM **George McAuliffe.**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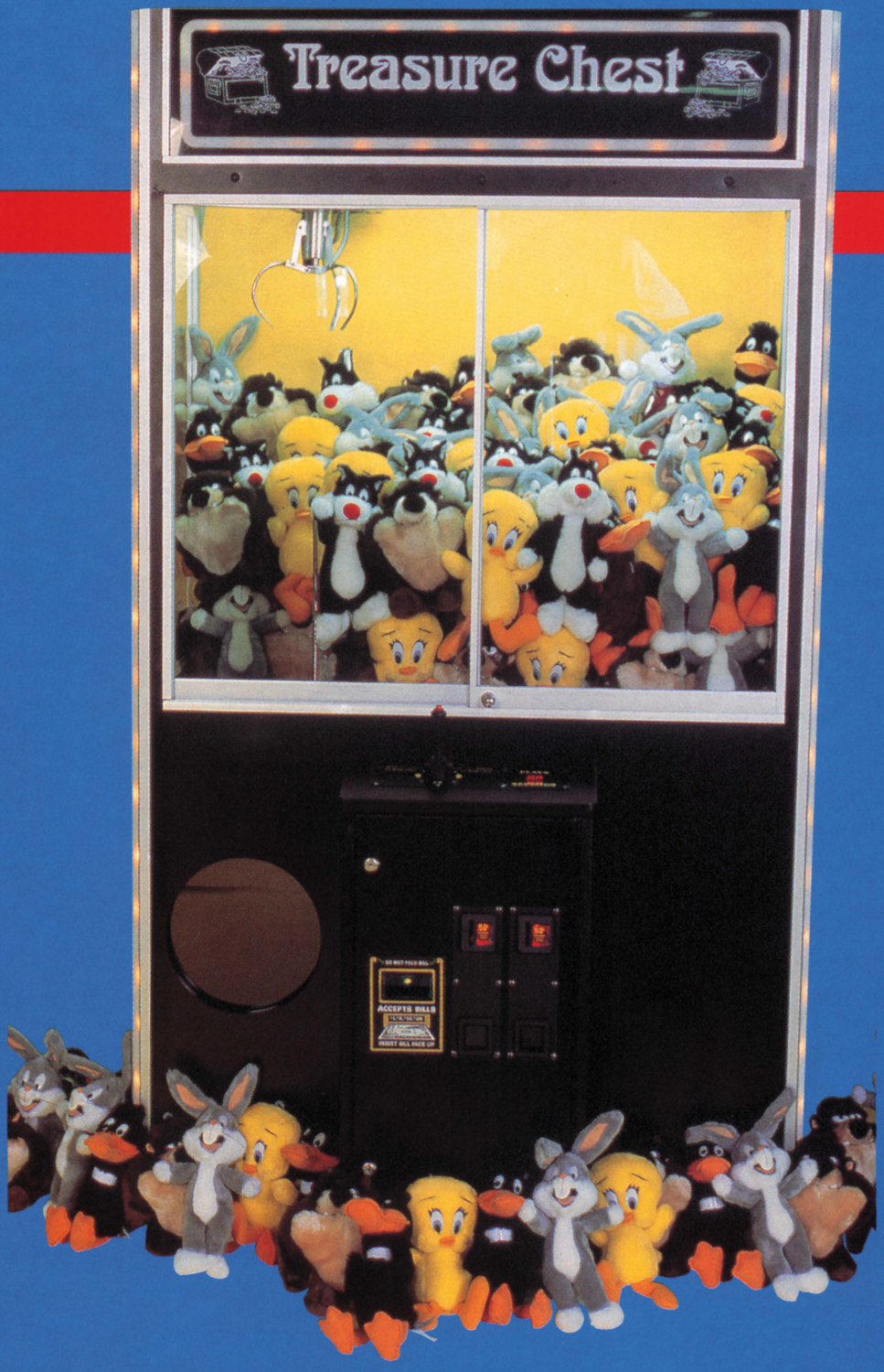

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ON YOUR MARK

BY MARCUS WEBB



THE ULTIMATE IN SALES & SERVICE

The following true story comes from another industry. There once was a hardworking national sales organization of about 70 regional reps. Most of the sales people were steady, solid professionals; a good number were big successes; three or four were "stellar performers" who not only hugely dominated sales in their territories, but actually raised the firm's overall prestige among the customer base.

The national sales manager and his staff could not figure out how their best "stellar performer" was doing it. As it happened, she was a little old lady with white hair and a grandmotherly manner. For years, managers accompanied her on sales calls and carefully studied her dealings with customers. The more they studied her, the more baffled they became. It seemed like she never "sold" anything. She just dropped in on her customers, who by now were old friends, and chatted. Around 80% of their conversations were about shop talk or personal matters, totally unrelated to the nitty-gritty of making a profit for either the seller or the buyer.

Forget about "open and closed probes" and traditional models of "overcoming objections" and wining & dining your customer. The nice old lady was breaking all the rules...and in the process, she was breaking all the company's sales records. Management was going crazy trying to figure out her secret.

Finally, the national sales manager decided to hold a "corporate retreat" for his leading sales staff. They went off to a private resort, high in the mountains. One night, the sales team found itself sitting around a campfire. The manager gave a pep talk about how great the company was, then asked each person around the circle to describe his or her best sales tactics. Several of the sales people figured now was the time to really impress the boss. They babbled on about meeting strategies, business psychology, studying the competition, detailed product knowledge, persistence, "asking for the order," and all the usual sales hype.

Finally it was the little old lady's turn. A hush fell over the group. Everyone leaned forward. They were about to hear from sales superstar of their company, and probably of the industry.

"Well," said the grandmotherly woman, "this is a little embarrassing, but you asked." Primly, she drew herself up and looked at the others. "I can't say I care for all this talk about manipulating our customers. That's not a nice way to do business." Then she turned to the national sales manager. Eying him with near-defiance, she said: "When it comes to my customers, I'm sorry, but I don't think of myself as working for you. I am working for *them.*"

Her words may sound hopelessly quaint or simplistic, but I have continually discovered new levels of meaning in this woman's philosophy. She invested years learning every detail of her customers' businesses. She maintained close, constant, intimate personal contact. As a result, she understood their problems, their priorities, their dreams, their goals, their methods...and made them her own. She understood where she (and her product) fit into their scheme of things, and she didn't try to make either herself or her product more "important" to the customer than they really were. However, she did make herself infinitely more *valuable* to her customers than she would otherwise have been...by making herself their true and faithful servant.

Sprinkled around this issue, you will find three outstanding examples of successful coin-op people who voice (and live by) this exact same philosophy. One is an operator (AMOA's Randy Chilton); one is a distributor (James Industries' Jim Roberts); and one is a manufacturer (WMS's Rachel Davies). Go ye and do likewise!

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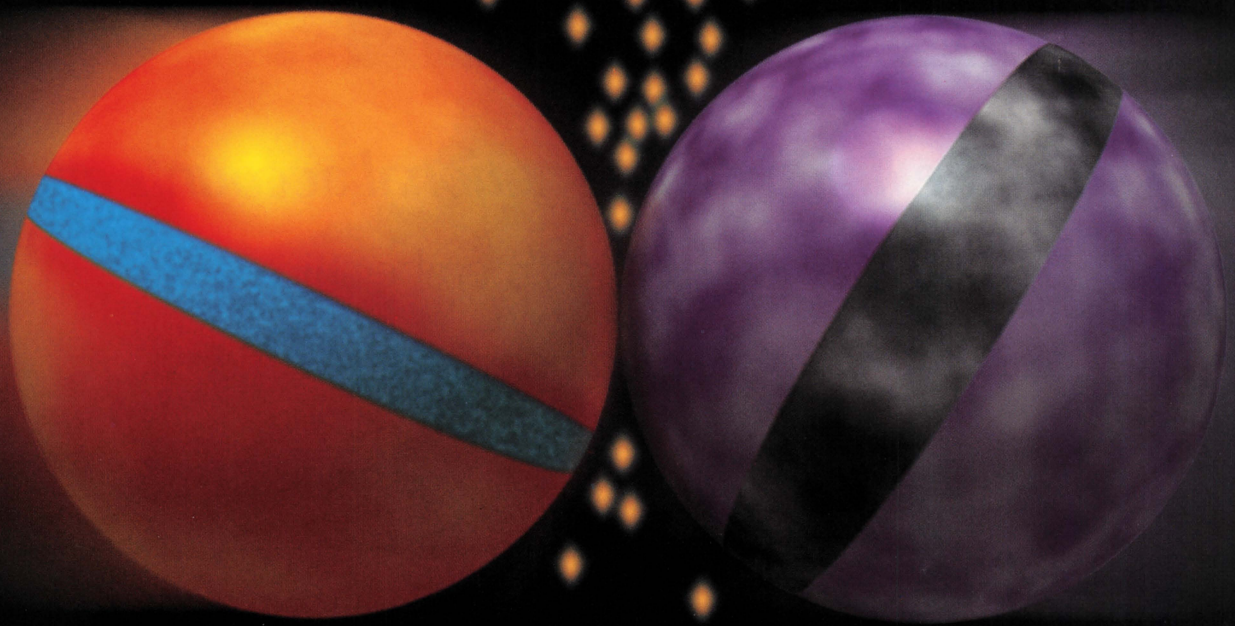

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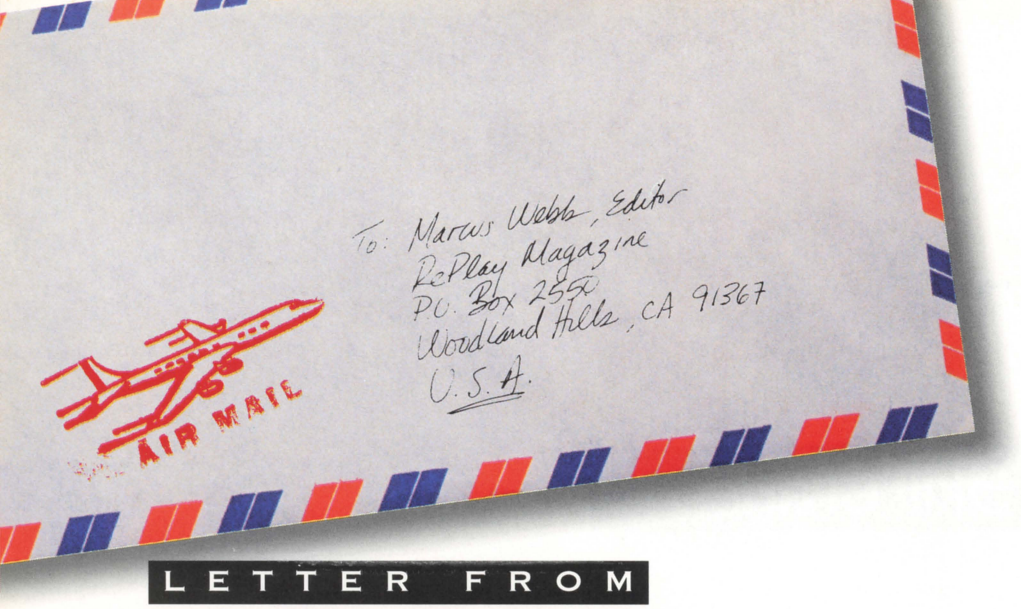
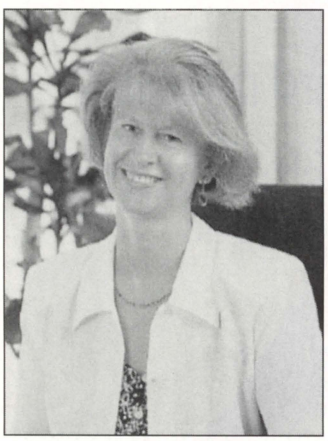


LETTER FROM

EUROPE



DUTCH PIN BOOST

BY CHRISTINE BUTTERWORTH

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

HOLLAND

The pinball industry in Holland is receiving a boost from the activities of the Dutch Pinball Union, which was set up in December 1992. In the past year a great many of the organization's ideas and plans have been converted into actual activities. The new president, Guus Arens, claims that he now has 380 members in the union and around 30 to 40 new members each month.

The club newsletter, De Spinner, has a circulation of 650 and is expected to reach 1,000 by the end of this year. The organization is running a pinball fair, the official Open Dutch Pinball Tournament, a pinball gala and local pinball matches and competition nights. The club also advises and offers help in machine maintenance, negotiates discounts on parts, keeps a watching brief on foreign pinball journals and is connected to the Internet. Mr. Arens is critical about the operation and manufacture of modern pinballs. He maintains that if the club was to set up a pinball machine and operate it next to one operated by a professional operator, the club's machine would out-take that of the operator.

In other news, the threat of AWP machines appearing only in arcades in Holland is looming closer, following information leaked from official sources. The Nijpels Commission, which met earlier this year, proposed sweeping changes to the regulations which would mean that payout machines would be further restricted in Holland. Information is now reaching the Dutch trade that one member of that commission, the Minister of Justice, has circulated a memorandum within departments of the Dutch government, suggesting that payout machines should only be permitted in licensed arcades.

The Dutch AWP business at its height three to four years ago had 72,000 machines on location. This is now down to only 42,000. The prospects held out by the suggestion from the Minister of Justice, would cut those numbers to just 17,000, as it is estimated that there are 25,000 pubs-bars with between them around the same number of machines. The only saving grace is that the government is also talking about permitting some kind of skill-game-with-prizes, which could replace the outgoing AWPs. It is thought likely that the proposition may be put into a bill before the parliament some time in October.

UK

There are worries that the National Lottery in the UK may threaten the AWP machine in the most direct form. There are around 300,000 AWPs in the UK with stakes and prizes strictly limited. Most of the mainstream AWPs are in the country's 50,000 public houses. Pilot schemes are now taking place to put instant lottery scratch cards into some pubs to test public reaction. These scratch cards are thought to be particularly threatening to the coin machine business.

The coin machine industry has condemned the news that some breweries are giving trials to the instants in pubs. The view is that the breweries cannot earn as much from selling lottery tickets as they can from AWP machines, but there is a

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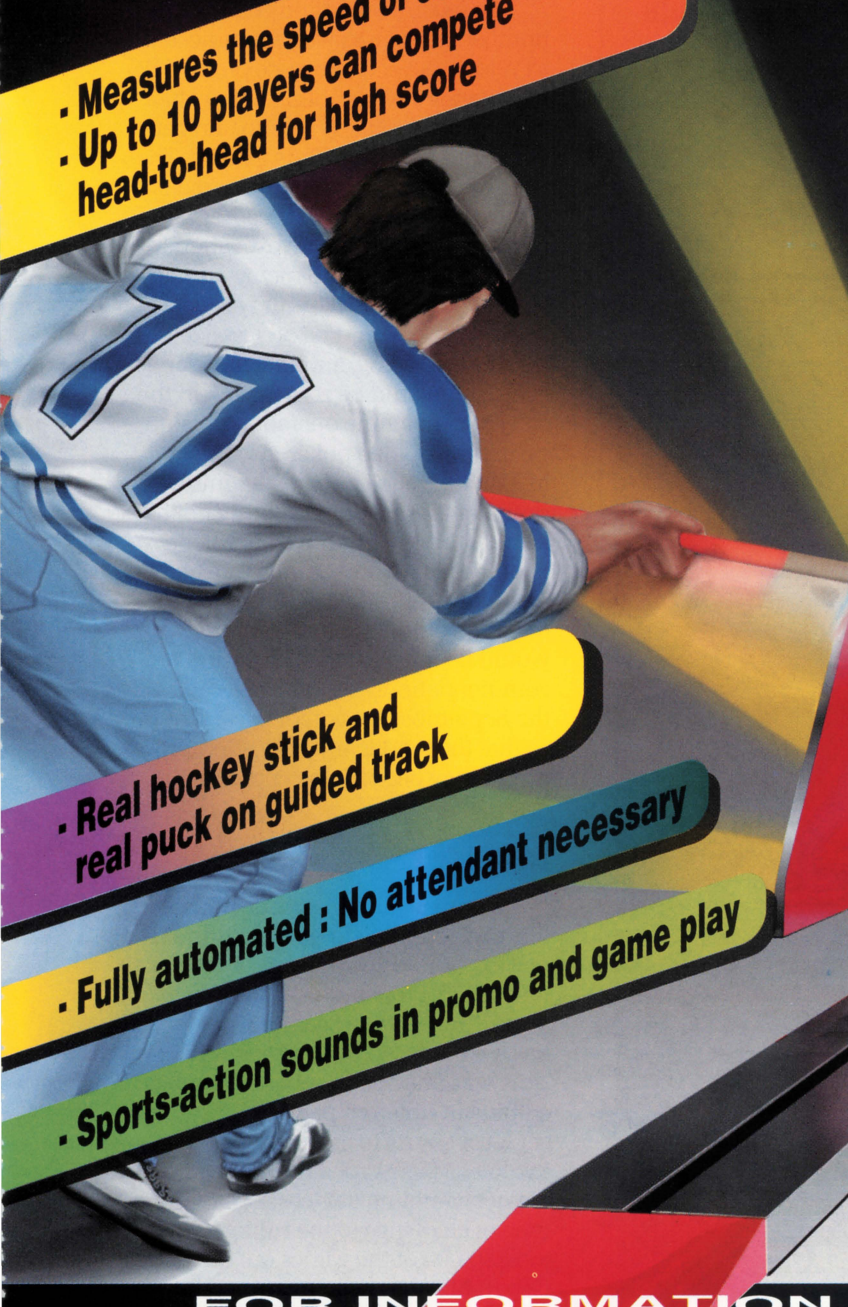



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growing conviction that public demand may force them to adopt the practice.

Casinos in the UK have called for urgent liberalization of the British gaming laws. Specific requests include abolition of 48-hour membership rule, an end to the advertising ban, extra gaming machines for casinos (presently only two permitted), payment methods to include credit cards, and increased licensing hours.



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LANIEL AUTOMATIC



SOUTH AFRICA

The main talking point of the international industry at the moment is South Africa, after the lotteries and gambling board released details of the way in which its 40 new casino licenses will be divided between the provinces. The time scale for implementation means that bids for the tender and allocation process of casino licenses should begin at the end of 1995 or early 1996. The licenses will be divided as follows: Gauteng 13; KwaZulu-Natal and Western Cape six; Eastern Cape, Eastern Transvaal and Free State three; Northern Province, Northern Cape and Northwest Province two. The number of casino slots and gaming tables is restricted to below 20,000 in total.

The recommendations on the number of licenses was announced at a Pretoria news conference on July 18 by lotteries and gambling board chairman Professor Nic Wiehahn and general affairs minister Chris Fismer. The announcements covered three major points: the allocation of licenses between provinces, the investigation into possible greyhound racing and the subject of VAT on wins. It was decided that there would be no legalized greyhound racing, and that wins on gambling would be zero rated. On the subject of machine operation outside casinos, i.e. video poker, AWPs etc. in locations such as bars, the minister said that these would possibly not be introduced. He did however offer a rejoinder that South Africa must first assimilate the 40 new casinos licenses before other forms of gambling would be introduced. The casino recommendations are to be put before the September session of parliament so that the tender and allocation processes may begin at the end of this year.

GREECE

An application by arcade operators and manufacturers in Kathimerini, Greece for the approval of certain types of slot machines as "technical games" rather than "games of chance" has been refused by the Higher Court. This was one of a number of unrelated bids in different parts of Greece to get local courts to acknowledge that the Reel Magic-type AWP machines are not gambling devices. So far this type of challenge to the ruling which took 30,000 of the games out of operation in May has been unsuccessful. ◆

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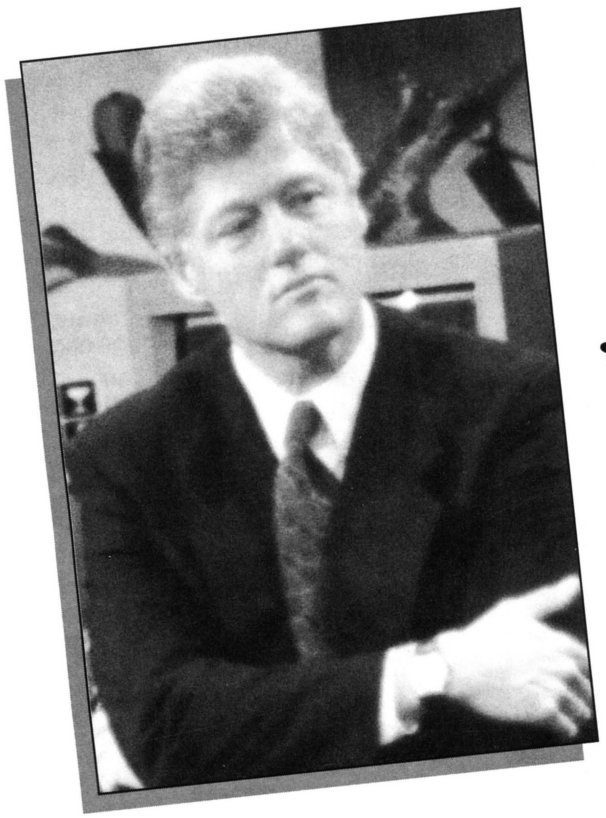


VS.



D-DAY FOR CIG VENDING

WHITE HOUSE MOVES TO ELIMINATE ALL CIGARETTE VENDING MACHINES; TOBACCO INDUSTRY SUES OVER FDA'S LABELING TOBACCO A DRUG

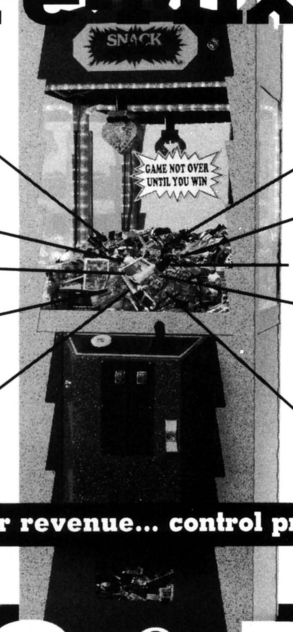
For years the threat of extinction has hung vaguely over the cigarette vending market like a haze of blue smoke. This summer, the threat has finally taken a more definite shape: a U.S. President has decided to wipe out the controversial machines once and for all. On Aug. 10, President Clinton authorized the U.S. Food & Drug Administration to classify nicotine as a drug. He also proposed a thick stack of tough new anti-smoking regulations — including a total, nationwide ban on cigarette vending machines. Other proposed regulations would drastically reduce cigarette advertising and would require over-the-counter merchants to verify buyers' ages. There's also been talk of licensing over-the-counter cig sellers, just like alcohol sales outlets.

But don't pull the plug on your smoke venders just yet. Reports say the President's new rules may not take effect for months, or even years. The tobacco industry has moved to slow or stop implementation by filing suits against the government. Tobacco factories claim the FDA has no jurisdiction over tobacco, and they assert their First Amendment rights to free speech mean they can advertise cigarettes.

For its part, AMOA has been lobbying for Congress to assert its right to control the tobacco issue (the theory is that Congress would continue to be far more smoke-friendly than the Administration). AMOA also issued a statement, saying the notion that teens get most of their cigarettes from machines is a "myth." And, even before President Clinton called for the tobacco crackdown, AMOA Executive VP John Schumacher had already sent a strongly-worded letter to the White House, labeling any proposed vending ban "persecution of one industry (vending) at the expense of another (over-the-counter retail merchandising)."

Teenage smokers across the country said they would continue to get — and smoke — all the cigarettes they wanted regardless of any law, ban or regulation that Washington could possibly think up. ("What's next?" asked one Los Angeles teen. "Mandatory bedtimes?")

Candy Crane Pre-Mixes



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AMOA cited studies showing that only 2% of cigarettes sold to teens come through machines. "Studies have shown that fewer than five percent of teenage smokers have ever purchased cigarettes through a vending machine," AMOA's Schumacher pointed out. AMOA also asserts that a vending ban would simply shift teen cig buys to over-the-counter sources, while costing up to 5,000 jobs. AMOA is further making an effort to get the word out about the true ownership of cigarette venders. The association's small-business members own and operate about 80% of America's estimated 480,000 cigarette vending machines. This fact apparently comes as a revelation to members of the consumer media, government officials and the public, many of whom seem to think cigarette vending machines are owned by giant tobacco manufacturing firms.

Prior to these latest responses, AMOA and the tobacco industry have both tried to get out front of the anti-smoking trend for years. The national operator association has long supported and promoted the use of "lock-out devices" in many locations (though none are needed in places like many bars, where you must be 18 to enter). AMOA said its figures show the "vast majority of cigarette vending machines are located in age-restricted areas." In Michigan alone, the figure is over 95%, said AMOA.

Earlier this summer, the Philip Morris tobacco company announced a campaign for responsible use of tobacco, solid enforcement of legal restrictions on cigarette sales, etc. (See "News Digest" in last month's *RePlay).* The tobacco biz has also flooded locations with stickers and posters reminding buyers that "It's the Law," i.e., you must be 18 to buy smokes. However, in the current climate of anti-tobacco hysteria, it's unclear whether any such "preventive strikes" will ultimately be enough to ward off politically motivated new laws and regulations.

Following his Aug. 10 anti-tobacco announcements to the White House Press Corps, President Clinton admitted to reporters that he personally is a "bad example" who still smokes cigars now and then. When one journalist suggested Mr. Clinton take this occasion to swear off stogies, he declined.

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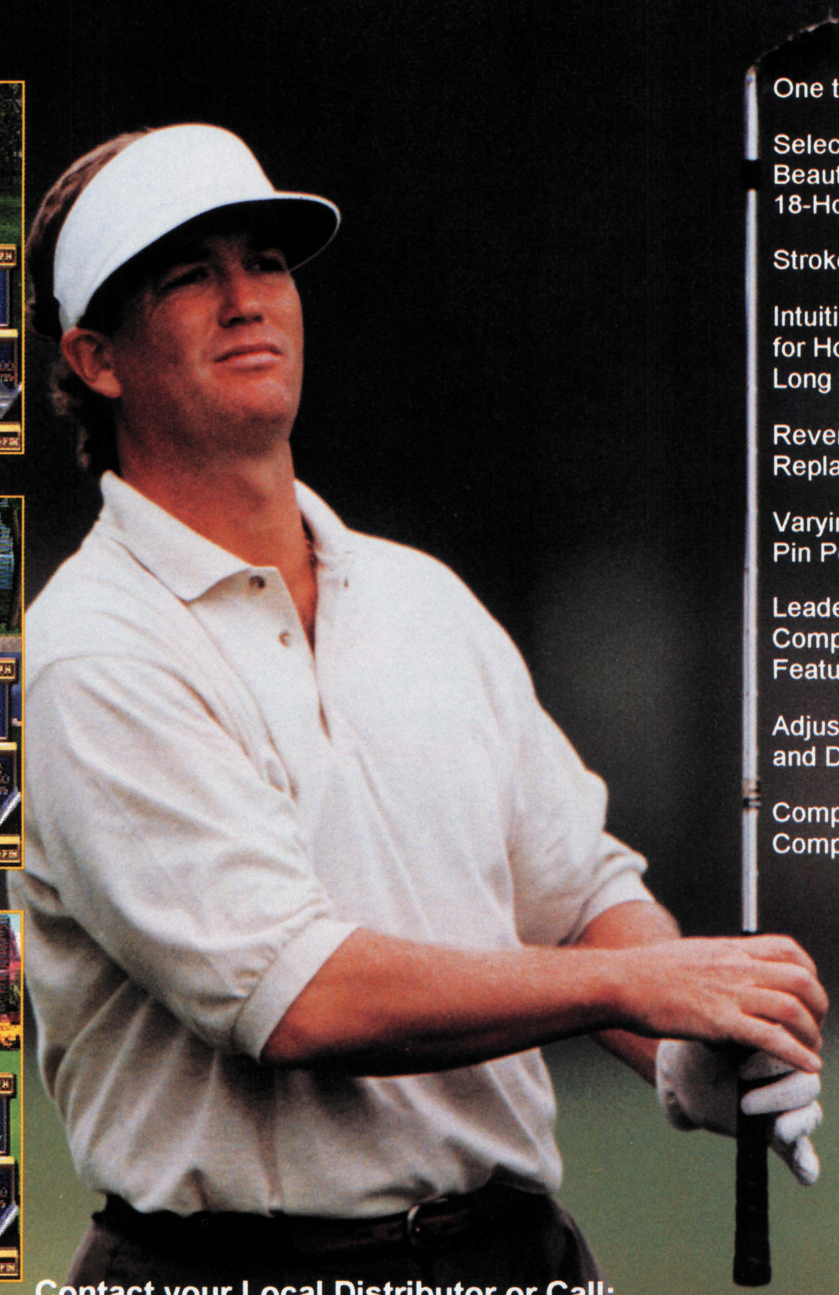

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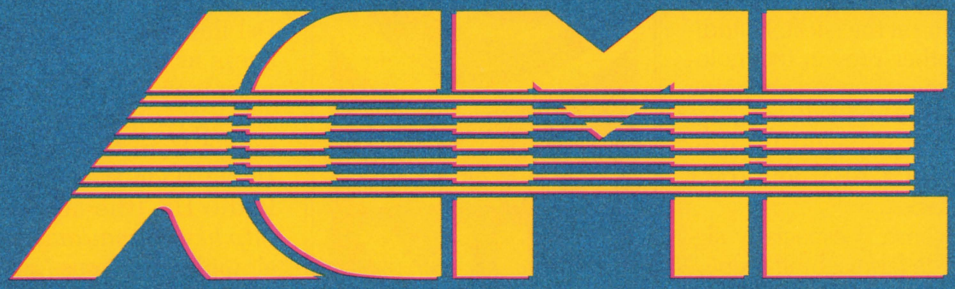
A·S·C·A·P OK's Music BY MODEM

downloading era gets a major boost from the music world's top copyright group

The folks who control copyrights for lots of today's popular music have given the green light to hi-tech music delivery. ASCAP, the American Society of Composers, Artists and Performers, issued its first-ever performance license for computer transmissions of music on June 26. The license went to a California advertising agency that runs an "Internet radio station" — although you could just as easily call it a "desktop jukebox," because the new licensees let you select the tune you want to hear, then they download it over the Internet to your desktop computer.

Obviously, this historic event helps clear the way for the coming era of digital downloading



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for jukebox music. As previously reported in *RePlay,* at least two jukebox factories are developing downloading systems for release by next spring at the latest. In addition, a couple of other proven technologies for music downloading are shopping around for factories to build their equipment under license. Apparently, the new type of license from ASCAP would cover this new type of jukebox.

"The ASCAP license is especially significant because of its far-reaching scope," said ASCAP execs. "It embraces not just the Internet, but online services, electronic bulletin board systems, and future systems that have yet to reach the drawing stage." According to ASCAP president Marilyn Bergman, "We are taking the long-range perspective. We're living in an exciting time when communications technology is changing on a nearly daily basis. So our license was carefully crafted to anticipate virtually all forms of media. It is built to last."

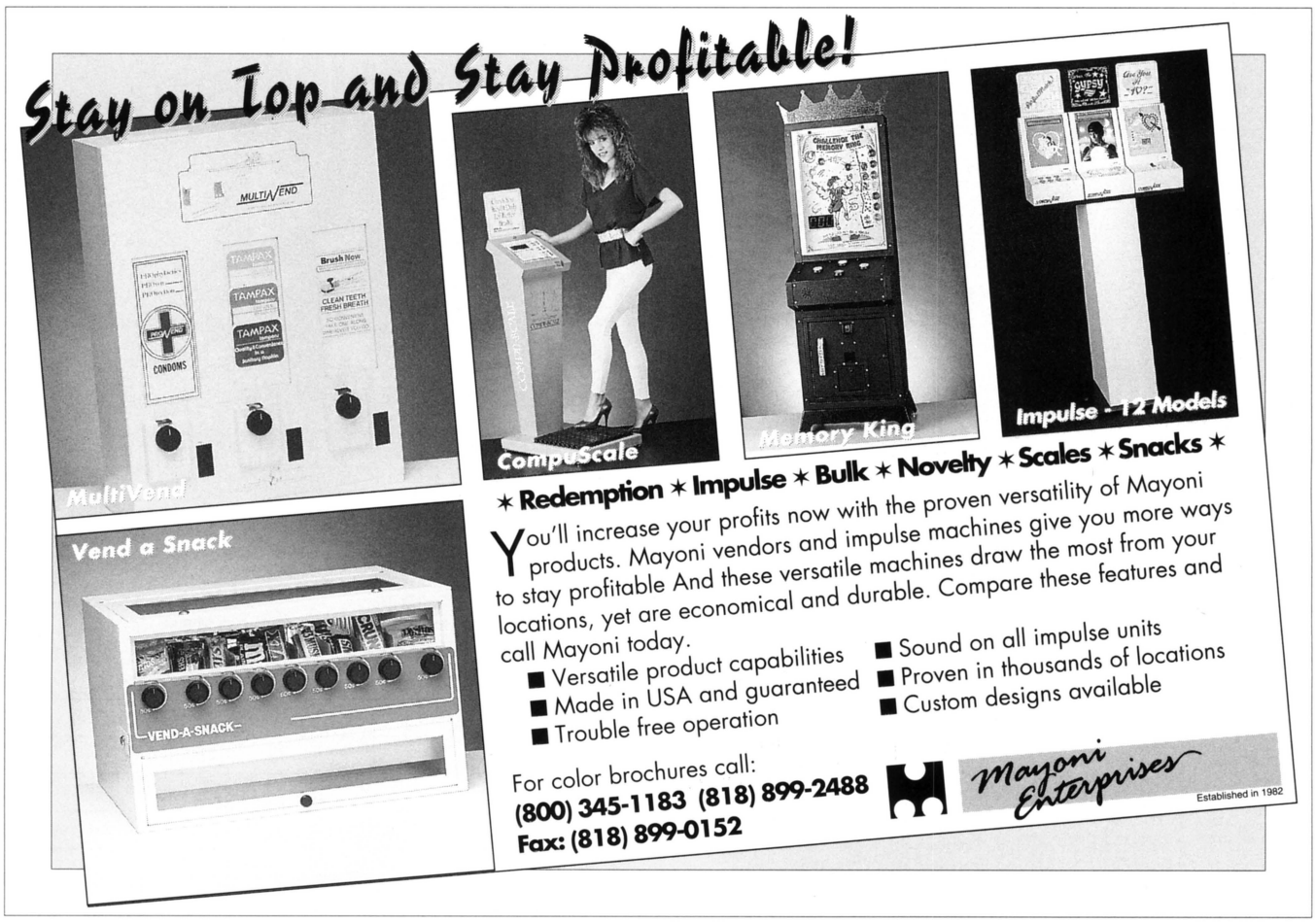
ASCAP said the license should help spur the growth of "desktop broadcasting" which can transmit audio to tens of thousands of listeners worldwide in real time, instantaneously. The new hi-tech ASCAP license allows each service (music provider) to choose from among three rate schedules according to which ones best meets its business needs and music use pattern. "This structure results in reasonable fees for all services and a fair return to the writer and publishers whose music is performed on these new media," said ASCAP.

Hajjar/Kaufman Advertising of Marina Del Ray, Calif., now goes into the history books as the first ASCAP-licensed, computer-transmission music provider. The license gives them permission to download music from their pioneering Internet World Wide Web "radio station," called Radio HK (the address on the 'net is *http.hkweb.com/radio).* First program to air under the license agreement was a celebration of *Spin* magazine's 10th anniversary, featuring music from the station's vast repertory including today's hottest acts (such as Alice In Chains, Pearl Jam, etc.).

"The ASCAP license is really the key to making desktop broadcasting commercially viable," said Norman Hajjar, president of Hajjar/Kaufman Advertising. "For potential sponsors, and clients who want to have us design music sites for them, there are now literally millions of programming options."

For more information about ASCAP's new license agreement or performance of online music, contact Randy Castleman, director of new media and technology strategy, at 212/621-6221. For more information about Radio HK or other music services from Hajjar/Kaufman Advertising, call them at 310/305-8128.

◆



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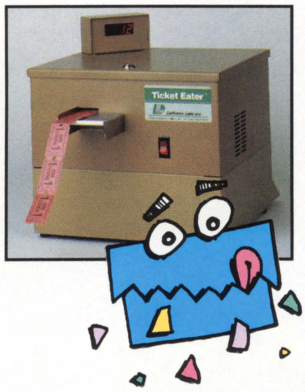

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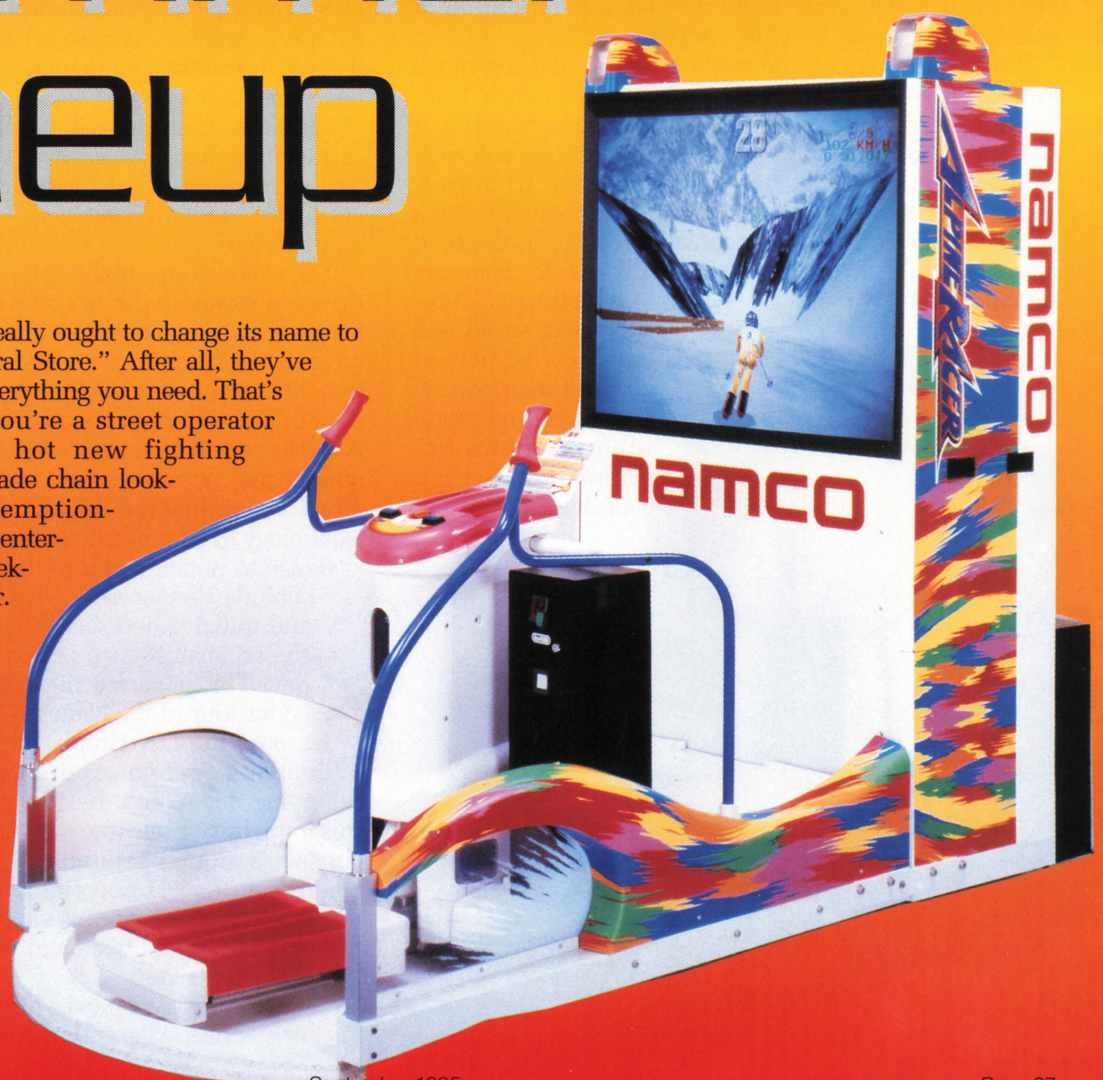
namco's HOT Summer Lineup

ranges from video kits and redemption to advanced simulators



Namco America really ought to change its name to "Namco's General Store." After all, they've got just about everything you need. That's true whether you're a street operator looking for a hot new fighting game...or an arcade chain looking for family fun, redemption-style...or a location based entertainment site which is seeking a big, flashy simulator. (Somebody must have installed a cracker barrel and potbellied stove in Kevin Hayes' office.)

On the Namco General Store shelves starting in late August or early September is *Tekken 2,* a sequel to the original *Tekken* which was Namco's best-selling kit ever. "The original *Tekken* received excellent reviews from distributors, operators





and the players," noted the factory's marketing pro Lucinda Bender. "The tournament was a huge success. Players exchanged moves on the Internet, and operators demanded more! *Tekken 2* is Namco's response to the demand for a reasonably-priced product for every type of location."

The original game centered on the "Iron Fist Tournament," where the hero character Kazuya conquered his father Heihachi, taking over dad's financial empire and power. When we last saw Heihachi, he'd just been thrown off a cliff by Kazuya...and now the storyline continues with *Tekken 2,* in which it develops that the old man survived his near-fatal fall, only to go into fanatic training for a rematch: the Second Iron Fist Tournament.

The sequel boasts some major upgrades and ingenious features. The most obvious improvements include a quantum leap in realistic, vivid graphics for backgrounds and characters alike, achieved via better proportions, a combination of flat and glow shading for superior 3D impact, and all-new backgrounds. Even the backgrounds show a new level of creativity and technical skill. For instance, in one setting the "main stage" is darkened while characters are followed by two moving spotlights at all times! Noticeably faster speed and greater fluidity of character motions are among the more-subtle graphics improvements which contribute to a greater sense of realism.



Of course, hard-core players will be happy to learn that each of the original *Tekken* characters is back, but they have additional moves including 1-10 "blazin' (bone-busting) combo moves." New characters are also on the menu, each with different fighting styles and unique, original moves which are not recycled from other characters.

Our favorite twist (and it may become the operators' favorite as well) is the ingenious concept of "time-release characters," designed to keep the gameplay fresh and extend the cash box appeal over many months. A month after installation, the game will start introducing new selectable sub-boss characters at the rate of one per week. Each new sub-boss is released according to the frequency that players select a particular, corresponding hero character. Three weeks after the last sub-boss is released, the "Main Boss" character will become selectable. The game's cast includes a total of at least 21 characters (that's 10 regular, selectable ones; 10 sub-bosses who are time released; and three hidden characters — some of these categories may overlap).

Secret codes are another player-pleasing feature. In fact, there are several types of codes — one, for example, imitates actual game moves to activate a specific sub-boss who remains "selectable" via buy-ins and continuation coin-ups, but disappears when the game returns to its track mode. (Nifty incentive to keep those quarters coming, eh?) Another code lets players choose a hidden character. The other secret codes are...well...secret.

Tekken 2, like the original, uses Namco's System 11 technology to offer hi-tech at lower prices. "All it takes is a glance to notice many of the substantial refinements," Lucinda Bender said. *"Tekken 2* is better than ever, and initial collections are considerably stronger than the original. Namco is proud to offer this reasonably priced kit for such a tail-kicking game!"

Our tour of the Namco General Store continues as we pass the Dry Goods Dept. and head over to the Simulator Section. And here we have *Alpine Racer,* shipping this month. *RePlay* has previously reported on this impressive game (see our Namco cover story in April), but here's a quick reminder. The piece uses System 22 hardware for 3D polygon graphics, plus some of the wildest player controls you will ever see: two durable ski "steps" and two solidly-built, stationary ski poles (bars) for balance.

As the player moves his feet and hands, a computer graphics skier mimics the action on the 50" screen.

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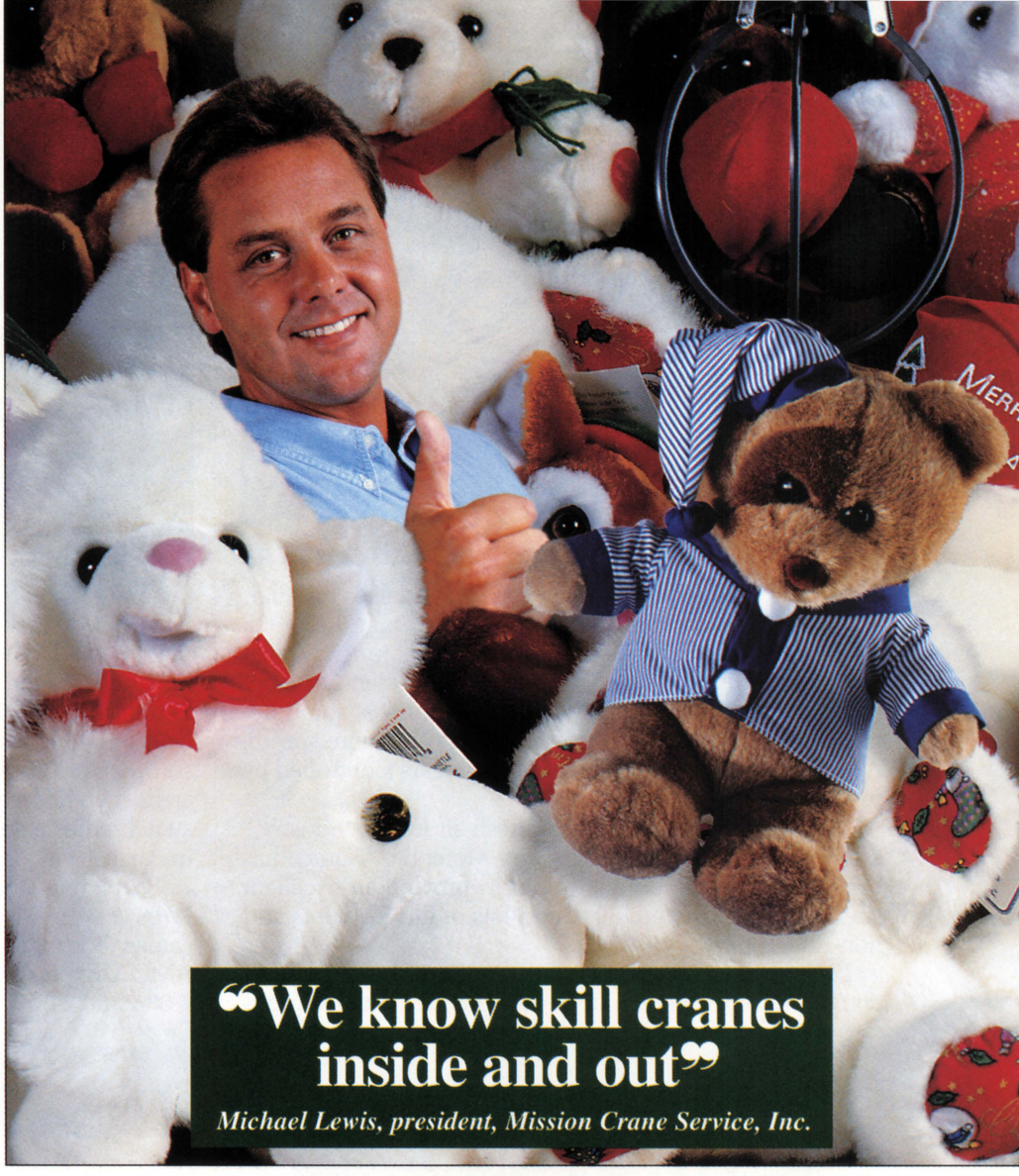

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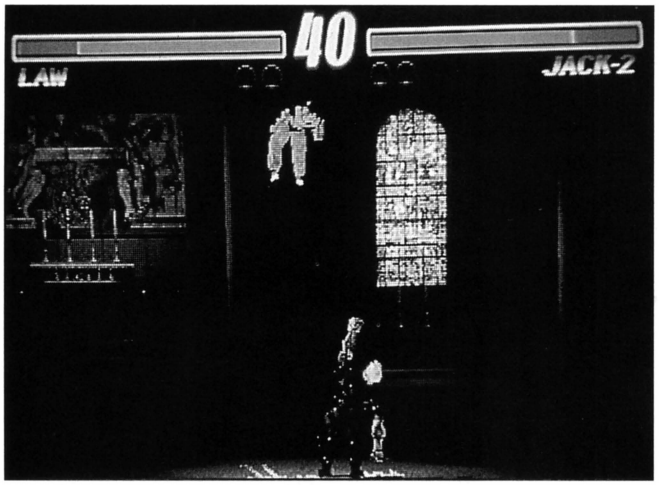



Turning at different angles on the ski steps makes the character turn; more turns equals slower speed; and a quick "pivot" foot motion creates more hard-edged turns. Namco says this highly original concept appeals to skiers and non-skiers alike (there's a choice of three courses, some demanding more technique, others demanding more speed). A view-change feature and competing skiers (controlled by the computer) add to the fun.

"This game is like a breath of fresh air for the industry," said Namco product manager Jerry Momoda. "Namco has broken from the traditional mold to provide an excellent simulation that's totally new and lots of fun for skiers and non-skiers alike!"

Don't forget, The Namco General Store has a fine Redemption Department, too. Newest title in the ticket-vending line is *Dino Bonk,* a hammer game featuring dinosaurs. Players who rack up 40 points go into an extended gameplay period where the action is even more frenzied. Features include a durable cabinet construction, colorful backlit marquee, bold side graphics, and single-level playfield (easy for young children to reach), two access doors so operators have easy reach to top and bottom cabinet areas, two-ticket warning light on the dispenser, and dip switch adjustable payout levels. This one began shipping in August.

Still going strong are Namco's *Belly Bomber, Godzilla Wars Jr., Air Combat 22, Speed Racer* and *Cyber Cycles* games. For more information, visit Namco's booth 147 at AMOA Expo or for referral, call the Chicago sales office (708/238-2248). ◆

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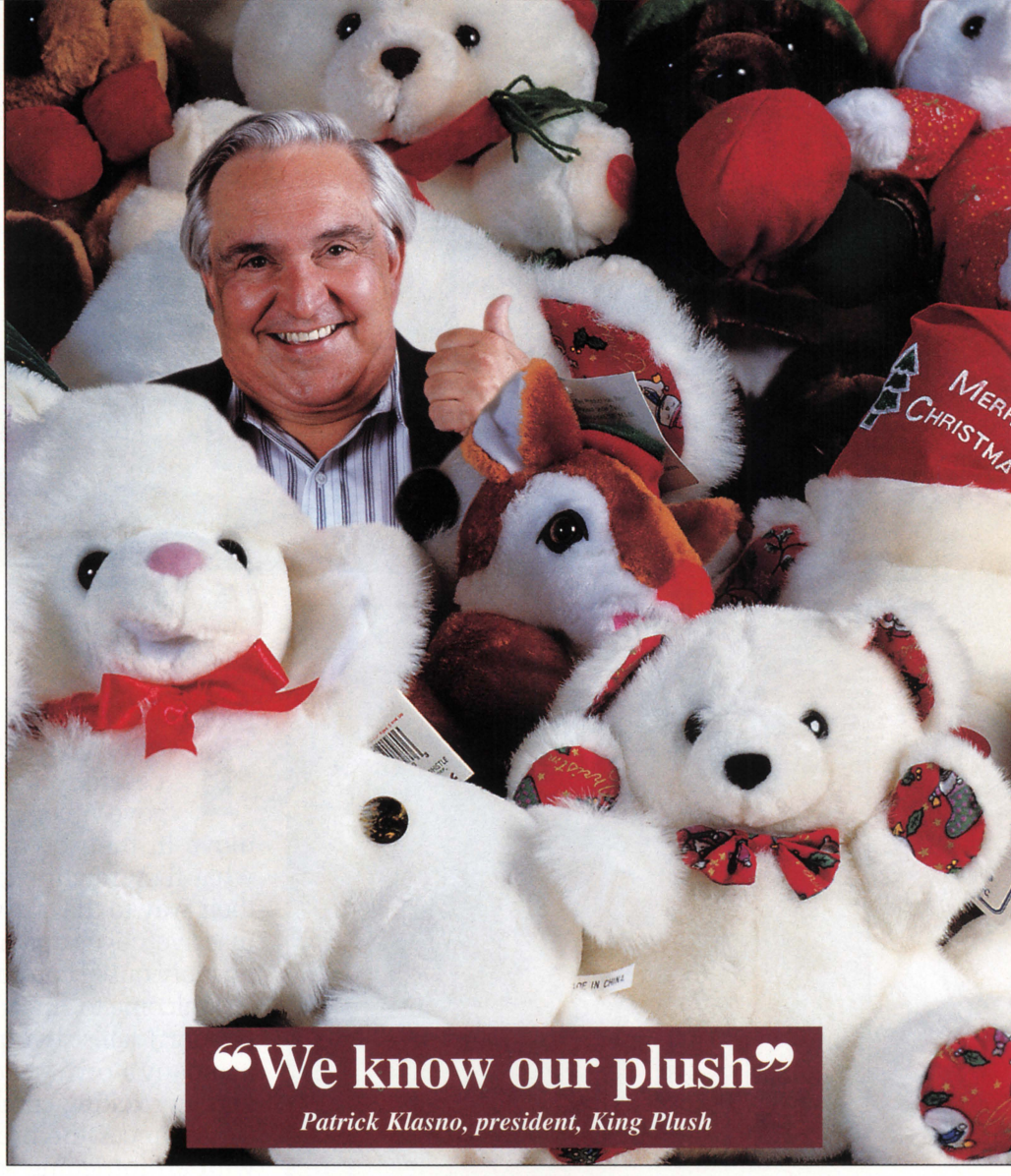

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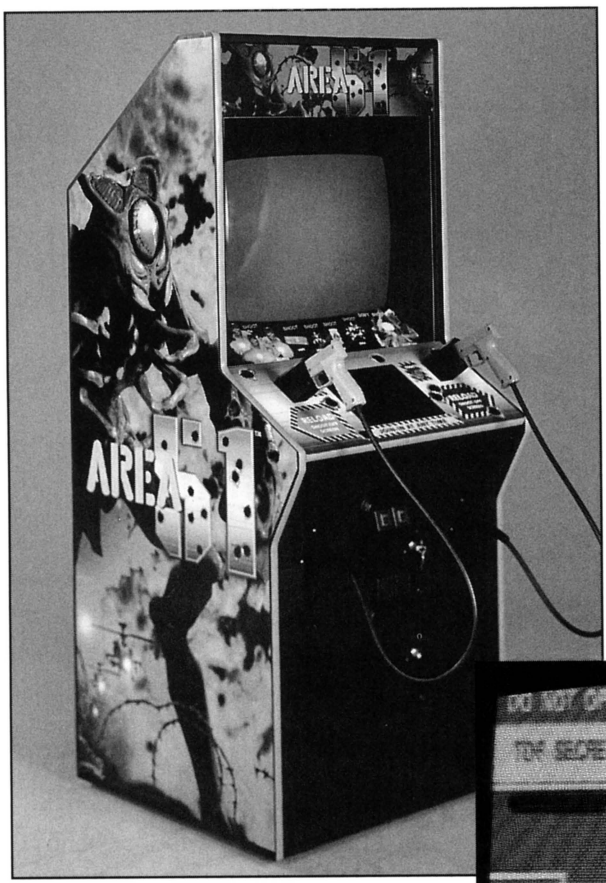
AREA 51

out of this world!



There's something strange going on out in the desert. At a remote, top-secret military test site, the government orders a group of elite commandos to move in their own Air Force base. At first unaware of what they might encounter, the soldiers eventually fight their way to the answer, which involves a maze of secrets, massive cover-ups and a deadly experiment that's gone horribly out of control.

Welcome to *Area 51,* Time Warner Interactive's (formerly Atari) latest two-player shooting game. Featuring the company's own state-of-the-art AccuAim optical system and an exciting combination of graphic techniques, *Area 51* enhances the broad appeal of conventional shooters with an intriguing sci-fi storyline, movie-like action and in-depth levels of play. Making its debut at this year's



Players take on the unearthly in *Area 51,* Time Warner Interactive's cinematically-inspired, multi-level video shooter

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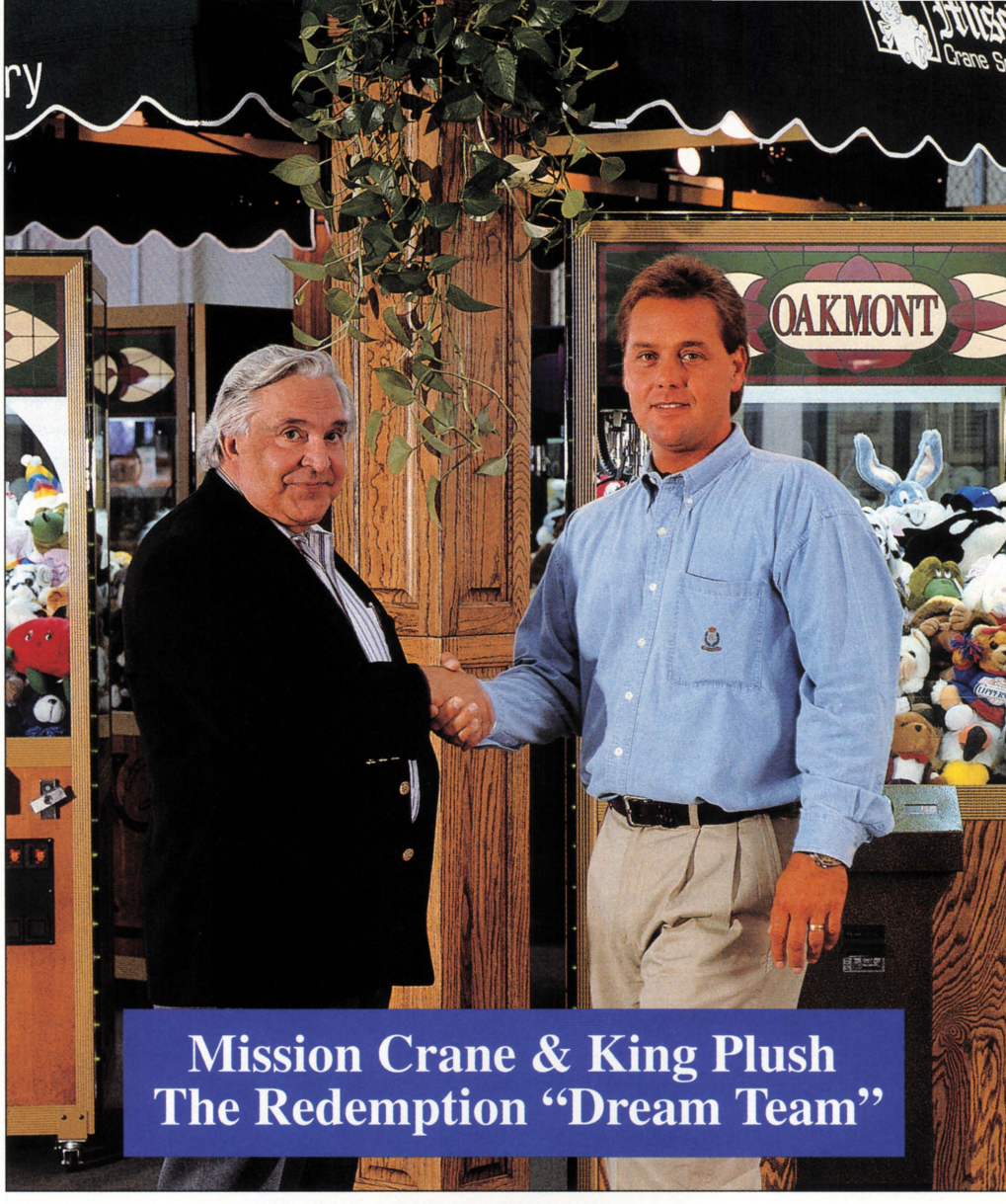

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JAMMA and AMOA shows, the game will be available as an upright dedicated unit designed to fit in virtually any location.

Set in the Nevada desert, the game's premise is based on the actual zealously-guarded air base known as "Area 51," a site so shrouded in secrecy that it has given rise to all manner of conjecture and myth. Consisting of six waves plus a bonus end stage, *Area 51* has players take part as members of S.T.A.A.R. (Special Tactical Advanced Alien Response) Team, a unique paramilitary force formed to tackle "special assignments" beyond the abilities of ordinary troops. As the game begins, the team is assigned to penetrate the security of the air base and set off the nuclear device located in Sub-level 3 of the Control Complex. Along the way, players encounter heavily armed resistance, including helicopters, missiles, explosions and eventually, a few not-so-friendly aliens.

Of course, there are also plenty of hidden surprises packed within each scene. "While players just starting out tend to shoot everything in sight, they'll soon notice a lot of crates, barrels and other objects located throughout the playfield," explained TWi product manager Derryl DePriest. "Over time, as players learn the game, they'll begin to explore other stuff and gradually, they'll find out what's available to them, like special performance bonuses and power ups."



But what really distinguishes *Area 51* from previous shooting games is its high level of visual sophistication. Both colorful and comic, the game's surreal look is a result of melding live action and stop-motion animation within painstakingly constructed, three-dimensional scenes. The other S.T.A.A.R. Team members, who "guide" players through the game, were created using live digitized actors, while the enemies they face were produced through the same stop-motion techniques pioneered in TWi's *Primal Rage.* Instead of prehistoric creatures, however, the animated characters include human-like zombies and fantastic alien life forms. The airbase and other surroundings are rendered in 3D detail, with each building authentically reproduced according to sources such as a Russian spy satellite photo.

Area 51's developers were definitely going for an immersive, movie-like feel to the game, using various "camera" angles and tricks to give players an intense new perspective. Starting with more basic shooting game scenes, the cinematic effects get more sophisticated as the game gets deeper. For instance, at one point players are taken on a wild Jeep ride, where they careen through the base, smashing guard posts and dodging bullets. "Like in a lot of movies, the camera will dive for cover or bob and weave to give a first-person view of what the characters are seeing," Derryl said. "The players have really responded well to this."

A good part of what makes the game fun is its outrageous sci-fi "plot." Military technology buffs and assorted UFO watchers are probable already familiar with the infamous Area 51, located in a remote valley 120 miles outside of Las Vegas. Reported to be a testing ground for the latest in aircraft and stealth technology, it's so top-secret the government officially denies its existence. Extremely well-guarded, all vantage points into the valley are sealed off to prevent anyone from taking photos.

With so much security and public denial, some conspiracy theorists have had a field day. Rumors and eyewitness accounts suggest that something more sinister than futuristic aircraft is being kept from prying eyes. One story has it that the base houses the bodies of unfortunate space aliens who crash landed on our planet, and that they're being used for secret biological experiments. The video game just takes that idea one step further: what would happen if things got out of hand?

The answer, of course, is to send in a few limber-fingered video game players. They'll have their chance to save humankind when *Area 51* ships following AMOA Expo '95. For a closer encounter, just drop by the TWi booth in New Orleans.

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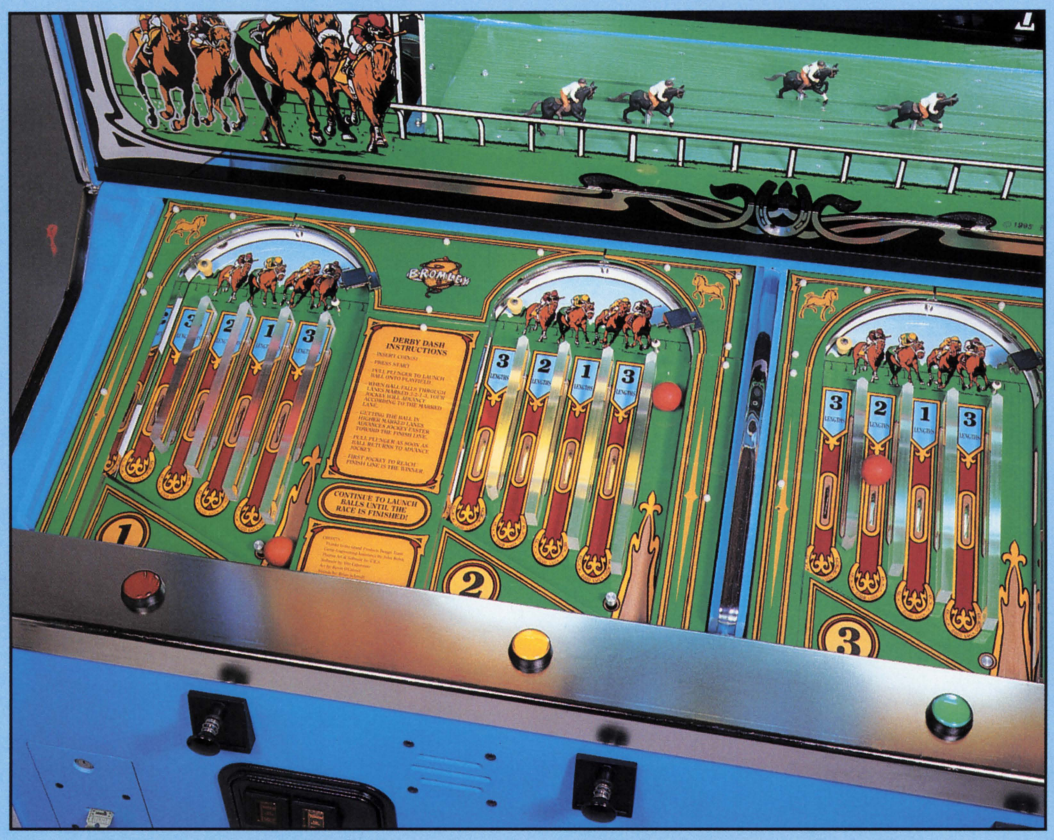

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Another Checkered Flag for SEGA!

Sega Enterprises, Inc. (USA) President Al Stone has a big smile on his face these days. "I think Sega simulators recreate the true race-driving experience better than anybody else in the industry," he said. "In fact, even our competition has sometimes had to admit this fact!" Al and Sega's Sales and Marketing VP Ken Anderson have another very good reason to be smiling these days: *Indy 500,* their new driving piece, is set to debut at this month's AMOA Expo in New Orleans. The Sega guys say it's even better than *Daytona,* widely acknowledged as the industry's best driving game ever.

Licensed from the famed Indianapolis Motor Speedway raceway which has been operating since 1911, Sega's *Indy 500* will be offered in several configurations. First and foremost will come a one-player, deluxe sitdown unit with a wide-vision monitor for more peripheral vision (exclusively developed for Sega).

"This widescreen effect really draws you into the game, much more than a typical monitor configuration," Ken Anderson pointed out. "In the real Indianapolis race, those Formula One cars are faster than on any other track in the world...so our new monitor actually gives players the experience of really going 250 miles an hour. Thanks to peripheral vision, you don't just see a car zoom past you any more. You can actually see it coming up on the side, jockeying for position, competing for those strategic openings. This has never been done before in a driving simulator, and players will go crazy for it."

THEIR NEWEST DRIVING SIMULATOR IS *INDY 500,* WITH UNIQUE WIDESCREEN MONITOR REALISM

Graphics resemble the stunning visuals seen in *Daytona USA* — that is, texture-mapping photorealism, overlaid on 3D polygon objects. Players have a choice of three tracks, with (obviously) the main one being a photo-realistic, accurate depiction of the Indianapolis Motor Speedway! Graphics features include the familiar "zoom lens" option and "viewports": at the touch of a button, players may jump back and forth among several different perspectives on the action at any time during gameplay.

An Indy-type shifter is included with a shifting gate: you tip it or tap it, up for upshift and down for downshift. Automatic transmission is a player-selectable option for drivers who want to concentrate more on steering. A brand-new interactive steering program lets players feel the pulls of the tires as their cars scream around those turns. The emphasis really is on realistic driving skills, too, because players don't select from among a variety of cars. Instead, all players start with automobiles of identical performance capability. This gives them a chance to precisely compare their driving skills.



The deluxe version of *Indy 500* uses Sega's upgraded "CG model 2B" graphics board, according to Japan's *Game Machine* magazine.





A twin deluxe will also be offered. Both sitdown versions have linkage capability for up to eight player stations. An upright or small sitdown may be released later, said Sega. Marketing plans for this game include the usual location advertising materials (posters, etc.) and cosponsorship of some promotional events with General Motors, which will have the Sega game on hand at Indy-type races.

Indy 500 will begin shipping shortly after AMOA Expo, said Sega. For more information, catch it at the show...or drop by your local, authorized Sega distributor during October for your own chance to try the Indianapolis Motor Speedway!



Sega HQ in Redwood City, Calif.

When Giants Walk...

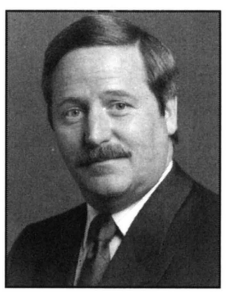
SEGA USA IS TAKING AN "ACROSS THE BOARD" APPROACH TO COIN-OP TODAY; BIG NEW DEVELOPMENTS IN GAME MANUFACTURING AND FUN CENTER OPERATING

When giants walk, the earth trembles. If you've been feeling tremors in your neighborhood lately, maybe it's because the world's largest and most successful video game company is on the move. Sega Enterprises, Inc. (USA) is making giant strides in both the manufacturing and operating arenas...sometimes in the company of other corporate giants with equally prestigious names.

On the manufacturing side, Sega is preparing AMOA Expo displays and debuts of new advanced video games for arcades, a brand-new video system for street sites, new licensed pinballs, and their recently enhanced redemption line. For later release, Sega's got everything in the works from virtual reality to possible modem-networked gameplay.

On the operating side, Sega is negotiating possible deals, or has already inked contracts, for U.S. fun centers to be situated in sites that are either owned by, or shared with, a wide range of famous companies.

"We're very bullish on the industry right now," declared Sega USA prexy Al Stone. "Yes, there's a lot of skepticism and negative vibes out there at the moment — but we don't believe them! At Sega, we're moving ahead ourselves, and we are also doing things which — we are quite confident — will help move the industry forward as well."



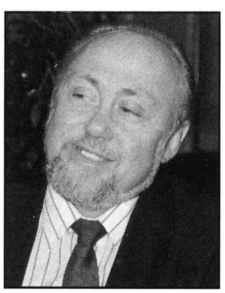
Sega Enterprises USA President Al Stone.

Sales and marketing VP Ken Anderson confirmed Al's assessment, adding: "Our big simulators are helping the arcade market, no question about it. The philosophy behind our new Titan system is to provide leadership and profitability for the street sector. And, we believe Sega has something to contribute in the field of redemption, too. So we're involved across the board...and we see encouraging growth possibilities across the board."

Sega's new, advanced video games for release at this month's AMOA Expo include a new driver, *Indy 500* (please see separate story for details), plus *Virtua Cop II* and *Rail Chase II,* both sequels to earlier Sega hits. The original *Virtua Cop* gun game ended its sales run a couple of months ago; readers will recall it combined the 3D polygon graphics of *Virtua Fighter* with exciting police-style gunplay. "It was quite successful, but attention for it was somewhat eclipsed by other successful Sega games like *Daytona,* so it was sort of a sleeper hit," Ken Anderson said. (At this writing, that "sleeper" is Number One on *RePlay's* chart of upright videos.)

As for *Virtua Cop II,* Ken said: "We have previewed this sequel and it's even more awesome than the original. We fully expect it to be a 'wide-awake hit' for the balance of this season!" *Virtua Cop II* will offer an improved gun (which players can upgrade to a machine gun if they reach certain levels). The game will also give players greater mobility within the computer graphics environment, both on foot and in vehicles, as opposed to the original title which featured a more stationary point of view while various scenes changed before your eyes.

Also at AMOA Expo, American street operators will get their first look at the long-promised "Titan" system, sister of Sega's "Saturn" home vidgame system. Hardware and software will debut for the U.S. market at this show, with three or four initial titles on view at Expo. Titan has already enjoyed a few months of "fantastic" performance in Japan, reported Al Stone. The system offers 3D polygons with texture-mapped graphics at an affordable price... "yet it doesn't interfere with the residual value of operators' investments in more elaborate games," Al pointed out. "We believe Titan will revive excitement about video in the street business. Prices will be stunning. Where else can you get that kind of technology at street prices?"



Sega Enterprises USA sales and marketing VP Ken Anderson.

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Sega is now shipping *Cool Riders,* the twin motorcycle themed game.

And AMOA Expo will serve as the venue for Sega Pinball to debut *Apollo 13,* based on this summer's smash-hit film. Joe Kaminkow over at this Chicago-based division has promised that the new flipper will include some exciting, "never before seen" playfield features. Sega Pinball will also show *Batman Forever* at Expo (this title came out earlier this summer). "We'll have some additional surprises at Expo as well," Al Stone promised.

One fact that's not surprising, given Sega's across-the-board strategy: "We are getting involved very seriously with redemption," declared Ken Anderson. "We're now representing four QuickSilver games including *Turbo Pusher, Silver Queen, City Cats* and *Hollywood Stars.* We're also representing Exidy's *Gimme 5* game. We've made the investment for a real commitment to redemption. We understand it's a different market with its own rules and expertise, but when it's properly run, redemption offers long-term stability in the cash box."

On the operating side, Sega USA has definite plans to open six interactive entertainment centers (IECs) and two large-scale amusement theme parks (ATP) by fall 1996, with the possibility of several other openings being added within that time schedule. "The IEC's will range in size up to 20,000 sq. ft., while the ATP's will be approximately 50,000 sq. ft.," Al Stone explained. "We anticipate several major announcements on a few of these sites in the very near future," he added.

Sega's also looking at possible joint ventures for FEC's and LBE's in cooperation with some very big names. One of them is McDonald's, which recently got worldwide publicity by installing eight linked *Daytona USA* games in a Paris hamburger restaurant. Sega is working carefully to ensure that each of these massive projects (or possible projects) is well-conceived and well-executed.

"When you start planning a major entertainment destination," Al explained, "an important part of the mix is putting together a critical mass of entertainment. So we are working together with a wide variety of strategic co-tenants and possible partners that include many of the leading entertainment, consumer products, restaurant, retail and deyeloper companies in the U.S." Sega's also negotiating with several major casinos in Las Vegas, and Al confirmed press reports of a possible Sega deal to put a Sega facility into one Atlantic City resort.

"These are monumental, complex deals to put together," Al commented. "An agreement in principle is easy to reach in a few months, but then you get into demographic studies and economic models. Negotiations to reach agreement on detailed business points for larger projects can take up to a year. We're good forecasters at Sega; by the time we ink a deal, we have a high degree of confidence in the project's success."

Beyond all these (rather stunning) developments, there are intriguing hints of other possibilities, both tech-



Sega Pinball reports that *Batman Forever* is the leading pinball in some top arcades' earning reports.

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nological and corporate. That's only natural with a company of Sega's size and importance, so we asked Al about some of the more prominent reports and rumors.

First, we asked about video game networking. NANI and at least one other major manufacturer are developing systems to achieve this, and readers may recall that a couple of years back, Sega Japan demonstrated a working capability for remote interactive gameplay using one of its deluxe driving games (one in Tokyo, one in Osaka, linked via ISDN phone lines). "I think everybody's got their own version," Al confirmed. "It's very current, cutting-edge technology, but at this point we don't know for certain if we can find an economically viable way to bring it to the commercial market. If the NANI system proves to be good for the industry, we'd be more than happy to consider cooperating with that as well."

Next, we asked Al about virtual reality. Sega has announced a joint venture with British-based manufacturer Virtuality, and has also developed some VR product internally which is now being used in their Japanese theme parks. "We recognize the terrific job that Virtuality, Ltd., has done in marketing their product worldwide," Al stated. "They've got wonderful people and an A-1 organization. Sega Japan realized long ago that Virtuality is leading the pack in VR software development. As it stands now, we're working together with Virtuality on software but as I understand it, Sega will have its own hardware system. That market is really moving fast with some other VR competitors starting to offer impressive products, so yes, Sega wants to be active in virtual reality."

On the corporate front, we asked about this item published in the July issue of *Cash Box Australia:* "An unconfirmed report indicates Sega Corp. of Japan will expand their manufacturing operations in the USA to enable the company to build fully U.S.-made coin-op equipment, including PCBs, as a stepping stone to floating Sega USA as a separate public company." Al Stone responded by saying that "In today's market, doing these aggressive projects which require so much capital, going public is always a possibility. Any company in our industry would consider that as a possibility for financing."

Finally, we asked about recently announced moves by computer software giant MicroSoft to make a variety of vidgames available for personal computers via CD-ROM. MicroSoft chairman Bill Gates said in Tokyo earlier this summer that his firm may cooperate with the Sega home game division to create a similar type of project, involving the Saturn platform in some way. Since Sega USA is the coin-op division, Al Stone had no further news to report on Sega's discussions with MicroSoft.

Clearly, however, Sega has more than enough news percolating in the pay-for-play arena. As Sales and Marketing VP Ken Anderson summed up, "We have a tremendous amount of product, all of it extremely exciting, at distributors now and coming to AMOA Expo later. Our future plans and possibilities are even more exciting. As we see it, all of the good participants in the coin-op market are doing better these days...and here at Sega, we're selling everything we produce. That always makes us happy." ◆

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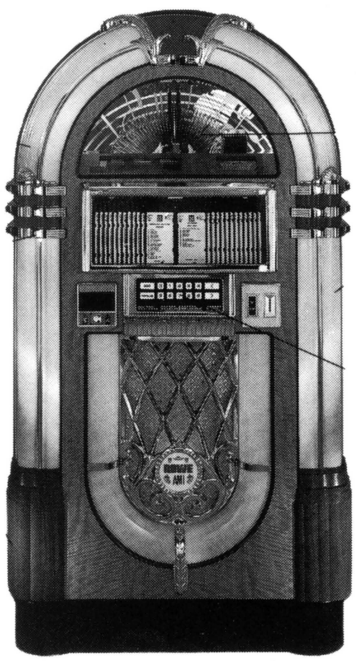

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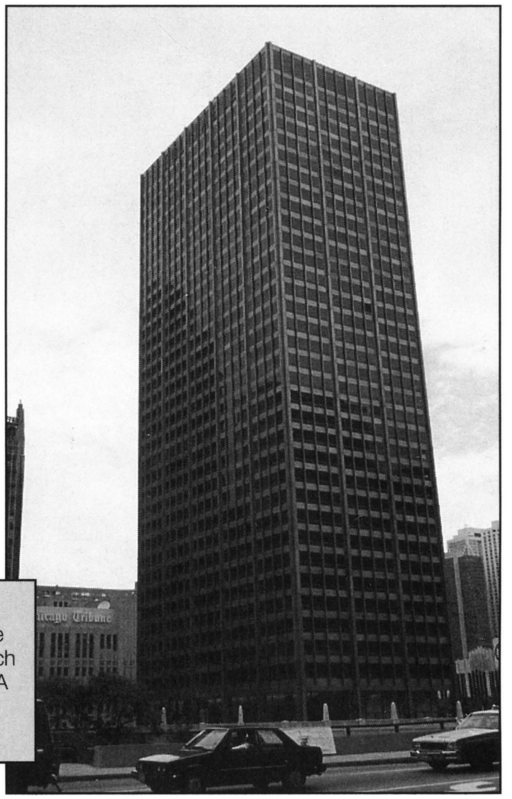
Here's a NANI-linked cabinet on location in a Chicago-area sports bar. Many NANI games have special signage on top to signal their network status.



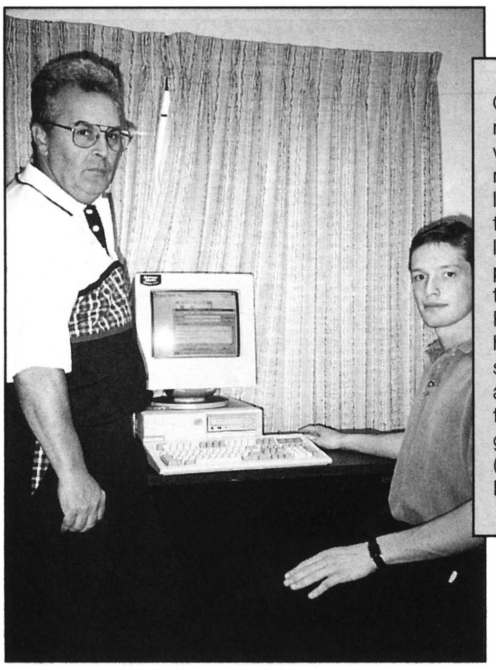
Networked games on location are linked to the NANI central office, which is administered at AMOA headquarters in downtown Chicago.

NANI Test Continues

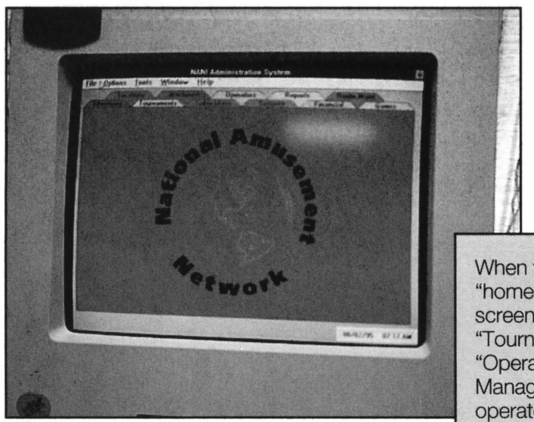
LATEST FROM AMOA'S NATIONAL AMUSEMENT NETWORK: NEARLY 50 NETWORKED GAMES ARE UP AND RUNNING

The initial "shakedown cruise" and field test is continuing for 40-plus video games linked into AMOA's National Amusement Network, Inc. (NANI). A bevy of participating operators in Ohio and Kansas (plus one operator each in Michigan and Illinois) are checking on their NANI games every day, simply by booting up desktop PCs in their offices. The software interface gives each NANI operator a ton of data which is cross-referenced by location, by tournament, etc. Operators can quickly and easily access up-to-the-minute data, including cash box earnings of each machine; total number of players their games have "recruited" into the system; their own players' addresses, phones and demographic profiles; total number of players of each game per day; average score in each location per day and per tournament; whether the game is being played right now — and if so, in what mode; and on and on.

Detailed results of the NANI test will be provided for discussion at a free seminar during this month's AMOA Expo in New Orleans. The seminar takes place Friday, Sept. 22 from 10AM to Noon on the second floor of the New Orleans Convention Center. All interested parties are invited to attend.

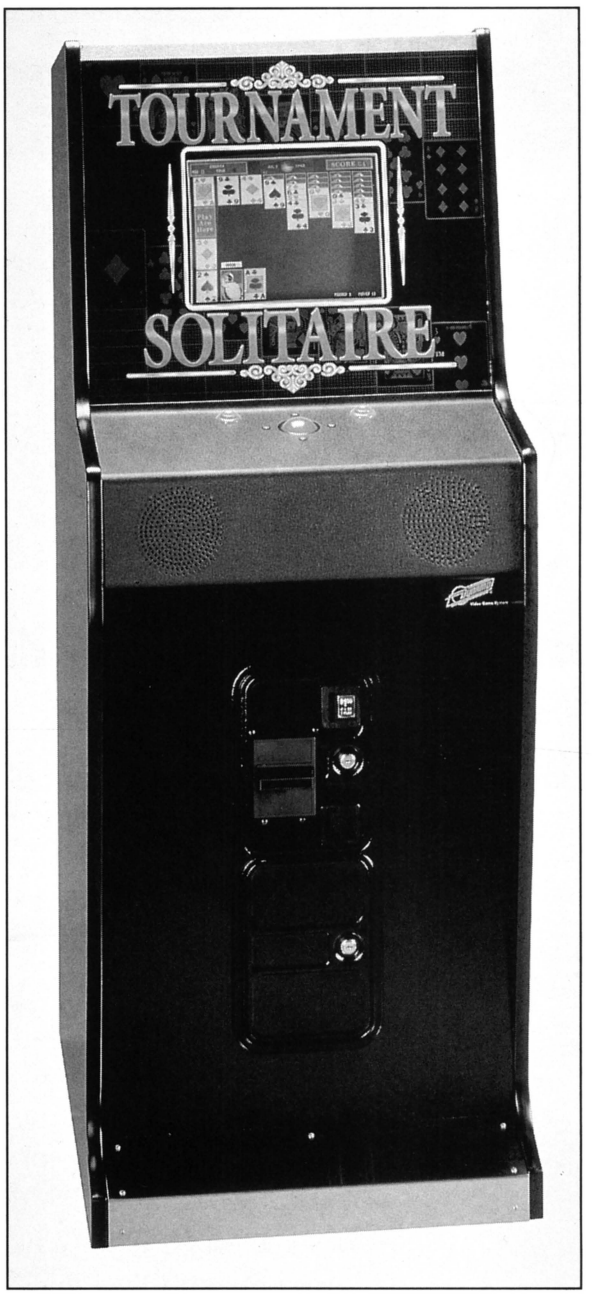


Operators in the field can monitor their games (as well as program tournaments, etc.) via modem link to NANI headquarters. There is no direct link from operator's computer to games on location. Here we see NANI President Gene Urso with his computer-savvy staffer Troy Sherven; they are using a desktop PC to monitor their NANI games from Gene's office (Madison Coin Machine, Madison, Wisc.).



When the operator's PC boots up NANI, this "home page" logo and menu appears on the screen. Files at top are labeled "Advertising," "Tournaments," "Locations," "Machines," "Operators," "Subscribers," "Security," "Route Management," "Games," etc., to give NANI operators many possible ways to access information and program machines remotely.

Video Players Win Cash and Prizes, Legally



WITH DYNAMO, LTD.'S REVOLUTIONARY NEW VIDEO: *TOURNAMENT SOLITAIRE* AMUSEMENT SKILL GAME

"Video game tournaments in arcades, restaurants and bars have always been popular with patrons... but time-consuming and labor intensive for most establishments to manage." So say the execs at Dynamo, Ltd., the Texas-based manufacturer. But now the firm has just introduced a revolutionary new coin-op video game called *Tournament Solitaire,* featuring tournaments which are 100% managed by the game software. According to Dynamo, "This allows literally hundreds of players to compete for cash and other prizes each week in the long-time favorite card game, updated for the '90s!"

Dynamo hails its *Tournament Solitaire* as the market's first coin-op video game with a tournament feature built in.

Tournament Solitaire is based on Dynamo's popular *Solitaire Challenge,* introduced last year and still one of the trade's highest-earning coin-op videos. (In fact, trade polls have consistently placed it in the top five.) The new unit keeps all the original's features, plus new upgrades including the tournament feature.

"For the first time, a player approaching a new game of *Tournament Solitaire* has a choice," Dynamo execs declared. "The player may select 'single game mode,' where each game is played individually and free games may be won. Or, players can elect to play 'tournament solitaire' which involves a five-game tournament format. A total of running points is accumulated throughout the course of all five games."

If the tour escrow account has been activated by the operator, the player has additional motivation and potential, since the three players with the best overall scores during the tournament are awarded a percentage of the collective prize at the close of tourney play. The percentage is totally operator-controlled and may be deactivated completely.

An interactive voice comments on play, while dramatic sounds add excitement and entertainment. *Tournament Solitaire* rewards players for correct cards played and for fast moves. Since a premium is placed on fast moves, the player may control the speed at which the game runs. A "help button" is available, and players may change the playing field colors on the screen... and even help design the cards!

Dynamo says *Tournament Solitaire* is an amusement game based on skill. "The tournaments are actually contests of skill instead of games of chance," explained sales and marketing VP Mark Struhs. "The machines are not gambling devices, since entry fees paid to participate in the contest are not actually a direct payment to operate the machine, but are just consideration paid to be a contestant in the tournament."

The company is quite proud of its new game — understandably so. "There is nothing like *Tournament Solitaire* on the market," declared Struhs. "It is a revolutionary breakthrough in our industry." He pointed out that the card game of solitaire has proved its long-term appeal, "and that's why our *Solitaire Challenge* game proved to be a big money-maker for operators. Now, with the introduction of *Tournament Solitaire,"* Struhs continued, "the income potential for operators is truly incredible."

Initial demand is big, the company reported, and the game is now shipping nationwide. Operators who wish to convert *Solitaire Challenge* to the new *Tournament Solitaire* may purchase an upgrade kit.

For more information, contact your authorized Dynamo distributor. For referral, call Dynamo from the U.S. or Canada at 800/527-6054 or 817/284-0114. Fax is 817-284-7606.

HI-TECH DART FEVER!

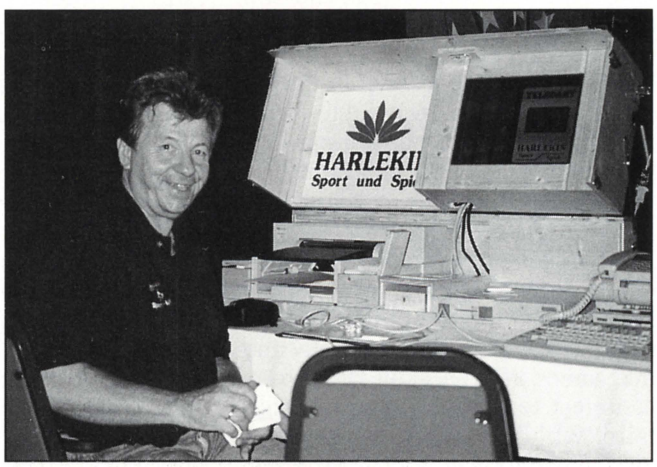
exciting new technologies from Harliken, Valley & Majek debut at American Darters Assn.'s "Bud Lite" national finals

Dart history — and industry history — was made in Chicago on Aug. 3-6. One German manufacturer and two American factories chose the fourth annual Bud Lite dart championships for the world and U.S. debuts of some very exciting advanced products and systems. They included:

- The world's first fiberoptic TV hookup for live, real-time international dart matches.
- A user-friendly, computerized tournament administration and networking system.
- An electronic dart game with a variety of handicapping programs and features available at the touch of a button.
- And, an electronic scorekeeping version of steel tip darts.



Video camera (at left) captures the dart action in Chicago for fiberoptic transmission to a competing team in Germany, at the 4th annual ADA Bud Lite dart championships on Aug. 3-6.



Harliken president and owner Peter Eiba with "Tournament Boy," the computerized game network & league administration system. It's already up and running in Germany; now they're seeking U.S. distribution.

All this meant quite a feather — or series of feathers — in the caps of the American Darters Assn. (ADA), which sponsored and organized the Chicago event. There are at least two success stories here: first the technologies, and secondly the league championship itself, which took place

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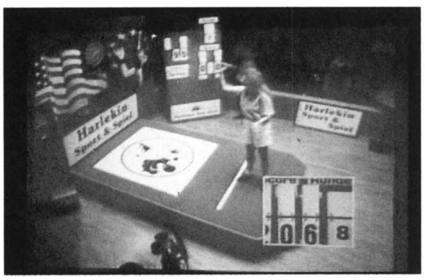
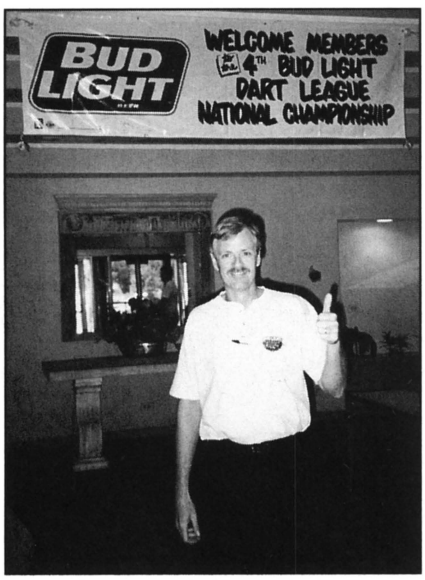
Close-up of a "Tournament Boy" game option selection screen.



Players in Chicago saw this big-screen presentation of live dart action by their German competitors, via fiberoptic TV transmission.



ADA president Glenn Remick gives a big "thumbs up" at the conclusion of the groundbreaking event.



Over 600 players competed in the 4th annual ADA Bud Lite dart championships, Clarion Hotel, Rosemont, Ill., Aug. 3-6.

at the Clarion Hotel in Rosemont, Ill. Let's take them in order, starting with hi-tech. A European company called Harliken (based in Konigsbrunn, Germany) demonstrated a couple of advanced systems in connection with the tournament.

Using its own custom software for video data transfer over Centel's fiberoptic ISDN lines, Harliken created a real-time, closed-circuit, audio-video link between Germany and the USA. Darters in Chicago and darters in Harliken's sports location in Augsburg, Germany stood on similar stages which were flooded with TV lights and equipped with electronic dart games. Competitors shot competitive darts while small video cameras captured the action and sent the images overseas (30 frames-per-second) at the speed of light. A big-screen TV in Chicago showed all the action from Germany, including wide shots of German darters throwing their arrows, and insets or closeups of the darts hitting the target board, plus closeups of scoreboards.

Sound was also transmitted, so audiences on both sides of the Atlantic could hear the players introduced, hear the darts thunking into the target board, and hear the local audience cheering their favorites. TV sets in Germany displayed the equivalent pictures and sound, transmitted from Chicago to Augsburg. In one solo match on Aug. 4, professional player Dave Kelly (in Chicago) defeated three-time world darts champ Eric Bristow (in Germany). The next day, a Texas team took the video stage in Chicago to play against a German team in Augsburg.

Harliken president and owner Peter Eiba, along with product manager Rolf Neill and a team of German technicians, were present in Chicago for the demonstration. Founded in 1975, Harliken owns and operates a series of several dozen gambling casinos back in Germany, plus a handful of very large sports/leisure facilities. The company has been active in coin-op tournaments on a variety of league games (darts, pool, snooker, etc.) for more than a decade.

But dart teleconferencing was just the icing on the Harliken cake. The real star of their show was a computerized tourney network and administration system called "Tournament Boy." Under development since 1991, this $2,800 product takes all the headaches out of running coin-op tournaments on darts, pool, pinball, table soccer, you name it. There's no keyboard, not even a touchscreen with too many confusing options... just a slot for players' smart cards, and two buttons (one red, one green) for the operator to push.

And that's it! With that simple physical input, this sophisticated system can perform an amazing variety of functions. It can instantly generate flow charts for tournament matches and playoffs. It can coordinate the action in such a way that the two best players don't meet until the final match. It can track an unlimited number of players in the tourney. It can record results of each match in its own memory banks and on the individual membership cards of each player. It can write the proper names into the next slot on the flow chart. It can generate and print out call sheets or match schedules for each successive match during each stage of play. It can track player handicaps. It can let players check their prior and current tournament records and statistics through the season, and after each match. Not only that, but the system can run simultaneous tournaments on different types of equipment in the same location. And, by plugging the system into a phone line, operators can promote matches between different sites, and let players learn their current standings from any remote site on the route. Harliken runs the central computer itself which processes all the data and links remote



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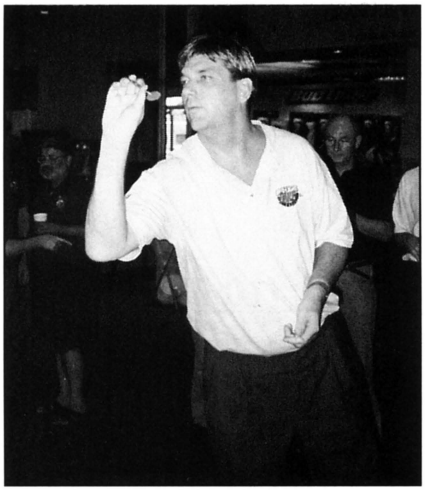

Professional darter Dave Kelly takes aim. He played a live solo match against world champ Eric Bristow in Germany via fiberoptic TV transmission.



Valley Recreation Mfg. unveiled their *Cougar HB* which now incorporates pushbutton options for NDA and ADA handicap systems.

games on location.

"Tournament Boy" also has self-diagnostics. And since it's wired into dart games on location, onscreen graphics of the dart board can show each hit in each match! Almost every variation of every dart game is already programmed into the software, too. Believe it or not, "Tournament Boy" can also take orders for beer and print them to the bartender of each location. Overhead monitors tied into the system can run video advertising.

In Europe, the "Tournament Boy" system is already for sale and about 100 have been sold. Harliken itself has used the system in its own locations (they ran a 9-ball pool tourney championship with it just last July, and used the system to run the German dart championships which



Closeup of the pushbutton handicap selector on Valley's new *Cougar HB* dart game.



Majek, Inc.'s *BullMate* electronic scorekeeper does for steel-tip darts what electronic machines have done for soft-tip.



Closeup of the scoring mechanism for Majek's *BullMate* electronic steel-tip dart system. It has built-in game and player handicap options.

led up to the fiberoptic playoffs mentioned above). Downstream, Harliken sees "Tournament Boy" as the structuring principle for local, national and global tournaments.

Next step in the U.S. market: Harliken plans to test the "Tournament Boy" system with some other firms, and is seeking future American distribution under license. Eventually, American operators will be able to use "Tournament Boy" with any brand of electronic dart game.

"Our philosophy," explained Harliken prexy Peter Eiba, "is that people will stay longer at the location and have more fun, when 'Tournament Boy' helps play go more smoothly and easily. Players can just enjoy the game without worrying about keeping records. Remote, city-vs.-city dart matches which are arranged over phone lines mean more operator earnings, because players will save money on gas, hotels and so on. This money can be spent on games and on food and drink at the location. It's been very successful so far in Germany; in September we plan to do a full field test with the largest brewer in the United Kingdom."

Valley Recreation Mfg. also unveiled a new product at the Bud Lite event. Their *Cougar HB* now incorporates pushbutton options for NDA and ADA handicap systems. It also offers the NDA "Neutralizer" system for Cricket. "Our Neutralizer handicap system is a copyrighted formula that equalizes play among all members, regardless of their playing ability," explained ADA president Glenn Remick. "With the new Valley machine, ADA members simply input their averages and the unit displays the proper handicapped starting scores. When our players saw this, they absolutely flipped!"

Majek, Inc. provided the third product debut at the Chicago championship. Their *BullMate* electronic scorekeeper does for steel-tip darts what electronic machines have done for soft-tip. That is, it replaces the standard dusty chalkboard or messy grease pencil with a bright, automatic, electronic scoreboard. It also sets up a variety of games like Cricket, '01, Burma Road and other favorites, tracks handicaps, etc. It also features the ADA Neutralizer system as a built-in feature. *BullMate* has a patent pending.

"Steel-tip players took to this like a duck takes to water," enthused Glenn Remick, whose ADA players embrace both types of darters. "WIth *BullMate,* steel-tip players are keeping their own scores, with no scorekeeper. So games go faster, the tavern owner sells more, and players have more fun. I've seen electronic units for steel-tip darts before, but this is

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the best."

Turning to the national championships and the organization which hosted all this hi-tech excitement, the American Darters Assn. (ADA) is a "we do all the work" league promotion outfit. It's based in St. Louis and is sponsored by Anheuser-Busch brewing company, makers of Bud Lite beer. Led by experienced league promoter Glenn Remick, ADA boasts 12,000 regular players in 35 states. Some 46 dart operators, with over 100 franchises between them, provide the vital link to street locations. They're a gung-ho group; about 40 of these ADA operators already have modems in their businesses, said Remick. A roomful of ADA operator franchisees met in conjunction with the Chicago tournament, reviewing current activity and planning the future direction of the association.

This year's ADA championships drew over 600 players from all over the USA for a multi-day, multi-tiered competition offering more than $40,000 in cash and prizes. Players displayed tremendous enthusiasm, whooping and cheering throughout the series of contests. ADA's professional staff ran a tight ship, keeping play moving swiftly and well. ADA has pioneered the ability to "seed" its dart players, ranking the top players based on season performance and early tournament stats, then holding them aside for final mixed competition against tourney bracket winners in the event's late rounds. While the seeded players waited, they got to compete against each other in their own exclusive lounge, enjoying complimentary food and beverages courtesy of ADA.

By the way, several fun additions livened up the ADA nationals when darts weren't flying. Players and operators went on a "Windy City pub crawl" via bus. Players heard a fascinating seminar in using your mental resources to enhance competitive performance by the Texas-based sports psychologist, Dr. Gary Low. Continuous chances for friendly competitive matches were offered against celebrity darts pro Dave Kelly (amateurs got to use their Neutralizer handicap to make each match more even).

"Needless to say, this was a championship like no other in our sport," declared a tired but happy Glenn Remick at the close of the event. "We feel we achieved a great success for our players, our operators, our locations, and the manufacturers of dart games and league equipment. It all confirms ADA's position as a groundbreaking organization in the field of dart promotion...a position we intend to enhance with even more innovations in the future. Keep your eye on ADA for new ideas and new opportunities!"

Interested parties can learn more about the American Darters Assn. and Bud Lite dart leagues by contacting ADA at 1000 Lake St. Louis Rd., Lake Saint Louis, MO 63367. Phone is 314/625-8621; fax is 314/625-2975. Harliken may be reached through its U.S. branch office in Boca Raton, Fla. (phone is 407/347-2920). ◆

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AMOA 1995!

Welcome to New Orleans!

New Orleans is a city that has lived under many flags, but this month the Amusement and Music Operators Assn. will bring the banner of coin-op to this convention-friendly town. AMOA Expo '95 comes to the Ernest N. Moral Convention Center Sept. 21-23 with the hottest new equipment, supplies and concepts for the commercial amusement, music and vending industry. There's something in store for every location — from high-tech simulators and the latest in redemption to the newest trends in prizes — among the more than 1,000 booths expected at this year's show. And the Expo seminar schedule has been completely reorganized in order to better address the primary issues facing operators today. All of this plus exciting social events, a fabulous banquet and awards show, and a city renowned for its unique charm and party atmosphere, makes for a fun and rewarding experience for everyone.

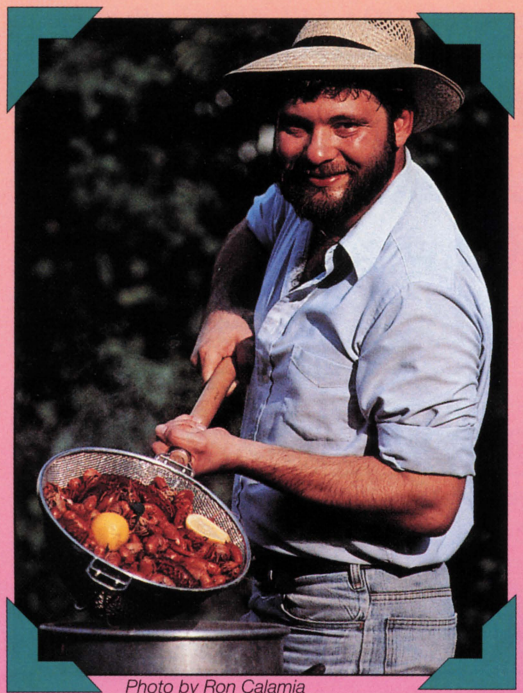


Photo by Ron Calamia

DOWN BY THE RIVER

Overlooking the Mississippi River, the Convention Center is ideally located next to the downtown area's Riverwalk com-



Photo by Michael Terranova

plex and near the historic French Quarter. A popular stop for conventioneers and vacationers alike, the area is dotted with famous landmarks, a wide variety of shops and some of the finest restaurants in the world. Surrounding accommodations range from elegant, old hotels reflecting the flavor of New Orleans to huge, modern high-rises with all the expected conveniences.



TANYA TUCKER, banquet headliner.

The drive from the New Orleans International Airport will take approximately 20 minutes depending on the time of day, and cab fare will set you back about $21 each way. An airport shuttle has been arranged to make stops at official AMOA Expo hotels — Hyatt Regency, Sheraton, Hilton Riverside, Doubletree and The Monteleone — with tickets costing $10 each way. Tickets can be purchased at the Airport Shuttle, Inc. in the baggage claim area. No reservations are required for arriving flights, but return reservations must be made 24 hours prior to departure (call 800/543-6332).

AMOA has negotiated special discount car rental rates, which include unlimited mileage, with Hertz Rent-A-Car. To make a reservation and receive the discount, just call Hertz at 800/654-2240 and give the agent ID #13794. For those willing to brave New Orleans by car, be prepared for heavy rush-hour traffic, an archaic and well-worn system of roads, and limited street parking.)

ON TO THE SHOW

If you didn't mail or fax your registration and payment in by August 22, you'll need to register at the Convention Center in the lobby area outside of Exhibit Hall B. Registration will be open on Wednesday, Sept. 20, from 3:00 to 8:00PM; Thursday, Sept. 21, from 8:00AM to 5:00PM; Friday, Sept. 22, from 8:00AM to 5:00PM; and Saturday, Sept. 23, from 8:00AM to 4:00PM This is also the same place where attendees will be given their badges and Galaxy Expocards, which allows you to quickly retrieve show information and give contact data to the exhibitors.

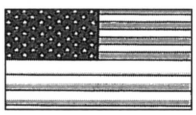
The Exhibit Hall will open for a special distributor hour on Thursday, Sept. 21 from 9:00 to 10:00AM; afterwards, the show floor opens up from 10:00AM to 5:00PM. On Friday, the exhibit arrangement remains the same (9:00-10:00AM, distributors only; 10:00AM-5:00PM, Hall opens), and on Saturday, the show opens at 10:00AM and closes at 4:00PM.

The folks putting together the seminars for Expo '95 have made some changes. While still taking place throughout the three show days, these informative and topical presentations are now grouped into four primary areas: Management, Marketing, FECs and Technology. All educational seminars will be held on the Second Level of the Convention Center, and if you miss out, audio cassettes will be available in the registration area one hour after each session. For details on each seminar, check out the accompanying article in the following pages.

FUN STUFF

This year's Awards Show and Banquet will take place Friday evening from 6:00 to 11:30PM at the Convention Center. Tickets sell for $100 per person and there is limited seating; any tickets not sold through advance registration will be available on a first-come, first-served basis in the registration area. Entertainment for the banquet will be provided by Nashville song stylist Tanya Tucker, a past recipient of the Country Music Association's female vocalist of the year honor.

This special evening also features the annual awards presentation for the best Jukebox Singles and CDs of the Year as well as the annual AMOA Games and Cigarette Vending Promotion Awards. And don't forget this year's new inductees into the "Jukebox Legend Hall of Fame." AMOA will also take the time to



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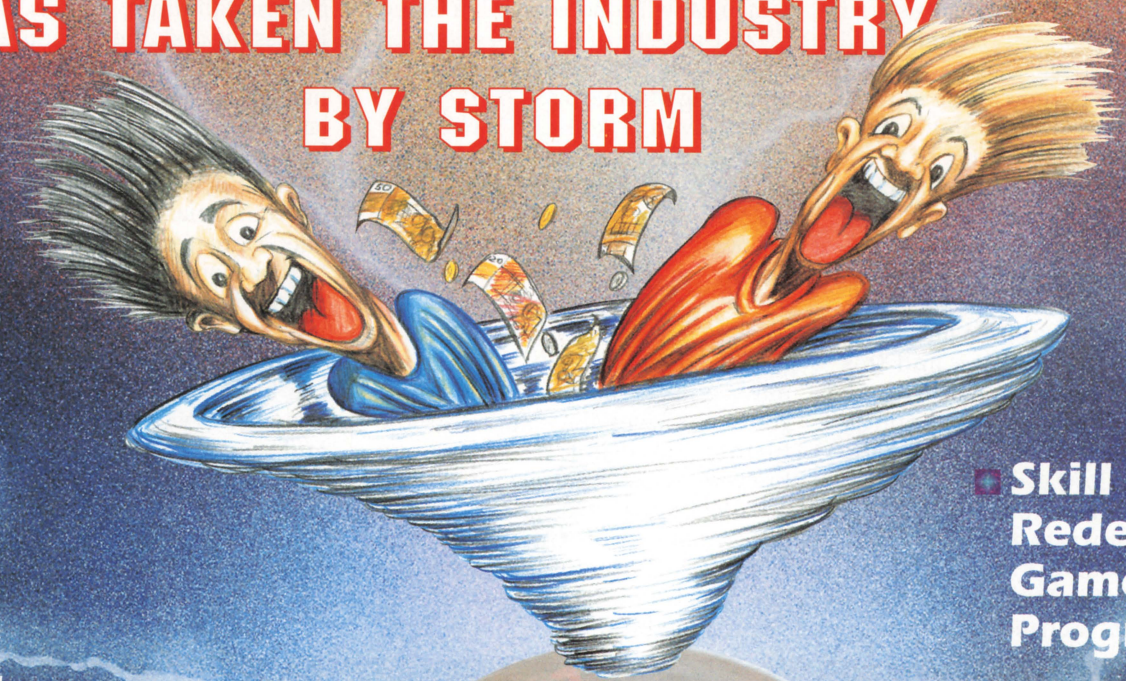

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honor two individuals for their contributions to the industry: Chuck Milhem of Valley Recreation Products, and Steve Koenigsberg of State Sales and Service.

On Thursday, Sept. 21, the AMOA Member Welcome Reception will make everyone feel like an honoree. The event takes place from 6:00 to 8:00PM at the New Orleans Hilton Riverside and is free to all registered AMOA members. A private outside courtyard has been reserved to give members and friends a festive New Orleans-style welcome with plenty of food, drinks and entertainment.

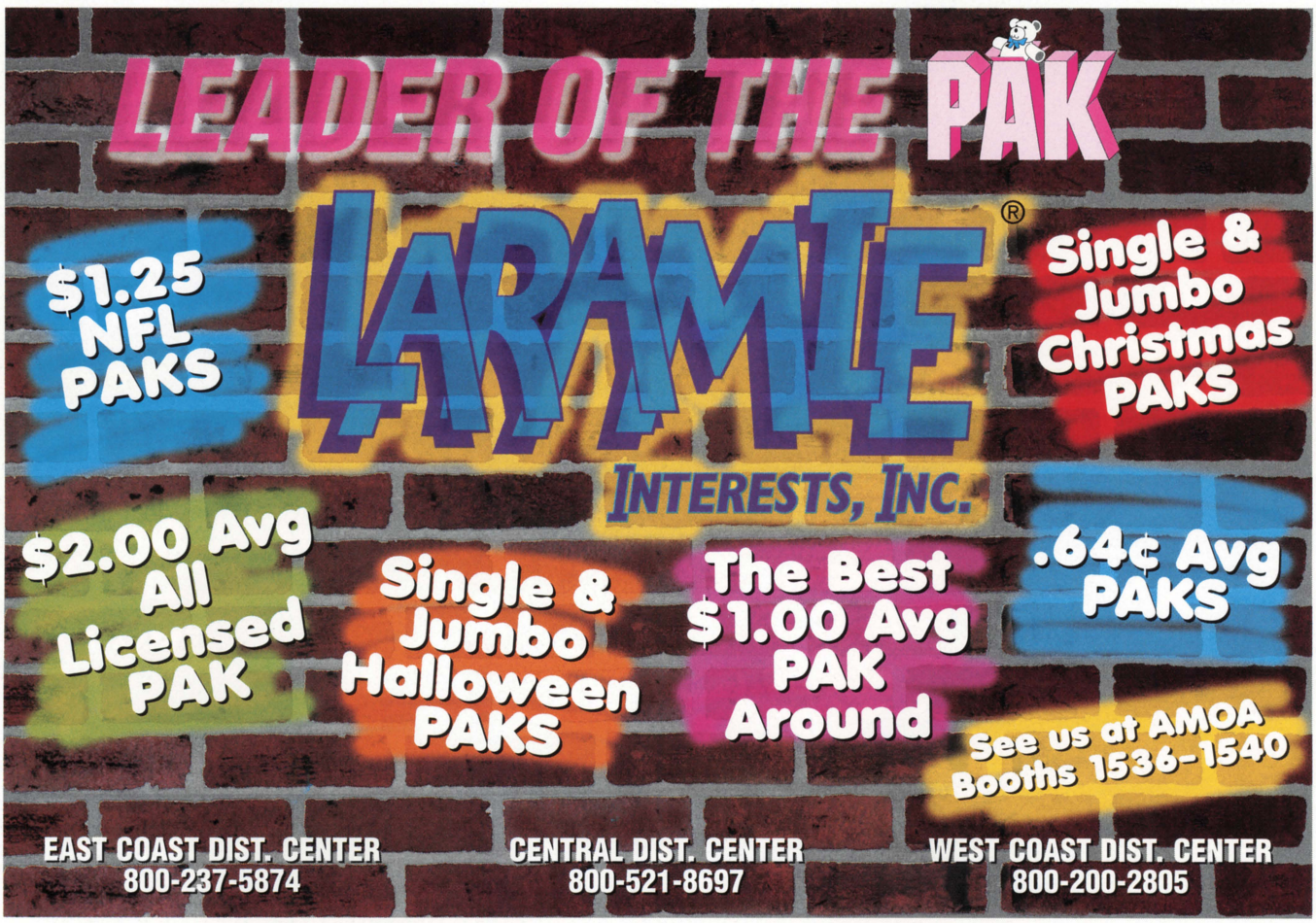
AMOA's annual business meeting will run from 8:00 to 10:00 on Friday, Sept. 22. All members in good standing are invited to attend the gathering, which includes breakfast. Past events have seen some excellent and captivating keynote speakers, and this should be prove likewise with an appearance by Pat Williams, president and general manager of the NBA's Orlando Magic.

Another favorite of past Expos makes it return to the showfloor. Each day at 3:00PM, Hesch Scholarship Foundation Drawings will give ticket holders a chance to win valuable prizes donated by manufacturers and suppliers. Tickets can be purchased throughout the show at the Hesch Foundation Booth located inside the Exhibit Hall by the Main Entrance (or from Hesch Committee Members). They sell for $25 each or $100 for a book of five, which goes towards scholarships awarded annually to worthy students. The daily drawings will conclude with a Grand Prize Drawing of a travel voucher, with each day's award voucher increasing in value by $1,000.

But even if you don't win that dream vacation, there'll be plenty of fun and excitement going on right outside. Downtown New Orleans offers a host of activities all within a few city blocks, most of which can be found in the nearby French Quarter. Adjacent to the Convention Center is the popular Riverwalk, a relatively new complex that contains almost 200 shops, cafes and eateries. A little further down is the old Jackson Brewery, which has been turned into a collection of retail stores. Major department stores line busy Canal Street, while a number of unique antique and gift shops make Royal Street a top browsing destination. Of course, the range of dining choices is virtually unlimited, from five-star restaurants featuring Creole and Cajun dishes to humble markets selling tasty po'-boy and muffuletta sandwiches (and there's always that odd-looking fellow with the hot-dog cart).

The city itself is a feast for the senses. A casual stroll through the Quarter reveals a fantastic array of historic buildings, famous sites, and interesting and unusual museums, all mingled with the sounds of people having a good time. With foresight and some help from the information booth at the Convention Center, there's no excuse for not enjoying a little of what New Orleans has to offer. However, prepare to dress comfortably for a warm and humid late September climate, and it wouldn't hurt to pack an umbrella.

It's just a part of what tradesters can look forward to at Expo '95. By banding together great new games and equipment, informative seminars, fun and exciting events, and a jazzy location that's hard to beat, this AMOA ensemble is bound to be playing your song. If you have any questions about the show, contact the Expo '95 Hotline at 312/245-1021.



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AMOA Expo '95 Schedule of Events

All Expo '95 events will take place at the Ernest N. Morial Convention Center unless otherwise noted. The registration area is the "B" lobby of the Convention Center. All of the educational seminars will be held on the second level of the Center.

Wednesday, September 20

3:00 - 8:00PM
Registration Open

Thursday, September 21

8:00AM - 5:00PM
Registration Open

9:00 - 10:00AM
Special Distributor Hour in Exhibit Hall

9:00AM - Noon
Educational Seminar: Management & Leadership Skills

10:00AM - 5:00PM
Exhibit Hall Open

10:00AM - Noon
Educational Seminar: Put a PC in Your Business

10:30AM - 2:00PM
FEC Tour: New Orleans' Celebration Station (advance sign-up required)
— Participants meet in Convention Center lobby at 10:30AM for bus departure

10:30AM - 3:00PM
Optional Activity: French Quarter Stroll/Cajun Cooking
— Depart from Convention Center, Hall B

11:00AM - Noon
Educational Seminar: Banking & Finance in the '90s

Noon - 1:00PM
Educational Seminar: Alternative Financing

Noon - 2:00PM
State Association Luncheon (by invitation only)

1:00 - 4:00PM
Educational Seminar: How to Delegate Work & Ensure it's Done Right

2:00 - 3:00PM
Educational Seminar: Jukebox Technology — What is the Future?

2:00 - 4:00PM
Educational Seminar: How to Work with Media

3:00PM
Hesch Drawing in Exhibit Hall

6:00 - 8:00PM
Member Welcome Reception
— New Orleans Hilton Riverside

Friday, September 22

8:00AM - 5:00PM
Registration Open

8:00 - 10:00AM
AMOA Annual Business Meeting & Breakfast (with keynote speaker Pat Williams)

9:00 - 10:00AM
Special Distributor Hour in Exhibit Hall

9:00 - 11:00AM
Educational Seminar: FEC Research, Development, Business Plan and Location

9:00AM - Noon
Educational Seminar: Total Quality Management

10:00AM - 5:00PM
Exhibit Hall Open

10:00AM - Noon
Operators' Roundtable: Small to Medium Operators

10:00AM - Noon
Operators' Roundtable: Large Route Operators

10:00AM - Noon
Educational Seminar: National Amusement Network, Inc. (NANI)

10:00AM - 1:00PM
Educational Seminar: Business & Tax Laws Impacting the Commercial Amusement Industry

10:00AM - 2:00PM
Optional Activity: French Quarter Stroll/Cajun Cooking
— Depart from Convention Center, Hall B

11:00AM - 5:00PM
Educational Seminar: FEC Selection and Site Set-up

Noon - 3:00PM
Educational Seminar: Leagues: Pool, Darts & Beyond

1:00 - 4:00PM
Tom Peters' Liberation Management Seminar

3:00PM
Hesch Drawing in Exhibit Hall

6:00 - 11:30PM
AMOA Awards Show & Banquet (featuring Tanya Tucker)

Saturday, September 23

8:00AM - 4:00PM
Registration Open

9:00 - 10:00AM
Educational Seminar: FEC Daily Operating Procedures

9:00AM - Noon
Educational Seminar: The Game of Work — Profitability Through Productivity

9:00AM - 2:00PM
Optional Activity: Honey Island Tour
— Depart from Convention Center, Hall B

10:00AM - 4:00PM
Exhibit Hall Open

10:00AM - Noon
Educational Seminar: How to Increase Your Visibility with Elected Officials

10:00AM - Noon
Educational Seminar: Budgeting and Equipment Options for a "High Tech" FEC

10:00AM - Noon
Educational Seminar: Cyberspace — On-line Life and What it Means to the Coin Machine Industry

1:00 - 4:00PM
Educational Seminar: How Operators Can Do Business with FECs

2:00 - 4:00PM
Educational Seminar: Debit Cards & the Commercial Amusement Industry

3:30PM
Hesch Drawing in Exhibit Hall

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EXPO'S "NEW AND IMPROVED" SEMINAR SCHEDULE GROUPS ITS EDUCATIONAL SESSIONS INTO FOUR PRIMARY AREAS OF CONCERN FOR OPERATORS

AMOA Expo is a learning experience, whether that means checking out new equipment, talking to fellow operators or attending one of the many educational seminars. Free to registered showgoers, these informative sessions have always addressed the industry's most timely topics — leagues, redemption, hi-tech, you name it — but for 1995, organizers are putting more focus on four important "tracks:" management, marketing, FECs and technology. Now you can either pick and choose from the schedule below or follow the structure that best reflects your needs. All seminars will be held on the Second Level of the Convention Center. (Topics, times and speakers are subject to change.)

MANAGEMENT

TUESDAY, SEPT. 21

9:00AM - Noon

Management & Leadership Skills

This seminar will address tried and true methods of leadership, and getting the most from your employees through motivational management techniques. Speaker: Cheri Cross, CareerTrack On-Site Training.

11:00AM - Noon

Banking & Finance in the '90s

The banking community is critical to financing. How to approach bankers and sell yourself and your company will be addressed at this insightful seminar that could hold the key to your future. Speakers: Russ Mawdsley, Russell-Hall (Holyoke, Mass.), and Don Van Brackel, First Federal Savings.

Noon - 1:00PM

Alternative Financing

Banks might not be the only source of business financing. Other institutions offer viable options that — at the very least — should be considered. Learn what alternative financing sources are out there at this unique seminar. Speaker: Ed Yaffe, Firestone Financial.

1:00 - 4:00PM

How to Delegate Work & Ensure It's Done Right

No one can do it all. Do yourself and your employees a favor, and help them master the crucial skill of delegating responsibilities by attending this eye-opening seminar that raises questions and offers solutions to more effectively managing time through delegation. Speaker: Cheri Cross, CareerTrack On-Site Training.

FRIDAY, SEPT. 22

9:00AM - Noon

Total Quality Management

What's the difference between your company and everyone else? How do you measure quality? How do you think long term, yet act short term? TQM — or Total Quality Management — is a how-to workshop for individuals who are committed to managing for both quality and productivity. Speaker: John Delves, CareerTrack On-Site Training.

10:00AM - 1:00PM

Business & Tax Laws Impacting the Commercial Amusement Industry

An instructor for AMOA's Notre Dame Program for Continuing Education will explain the latest tax 1099 and business laws impacting small and family-owned businesses. Understanding these laws can make the difference between success and failure. Speaker: Dr. Richard Hunter, dean of Commerce & Business Law, Seton Hall University.

1:00 - 4:00PM

Tom Peters' Liberation Management Seminar

Management guru Tom Peters has developed new approaches to rethinking business cycles, service standards and team management to stay competitive. This seminar, based on Peters' findings and latest best-seller, offers new insights on conducting and managing your business. Speaker: John Delves, CareerTrack On-Site Training.

SATURDAY, SEPT. 23

9:00AM - Noon

The Game of Work: Profitability Through Productivity

Why do people work "harder" at sports and recreation than on the job? What motivates you — and employees — at work? Learn the answer to these and other "Game of Work" scenarios at this insightful seminar from a top-notch motivational expert. Speaker: Richard Williams, The Game of Work, Inc.

MARKETING

THURSDAY, SEPT. 21

2:00 - 4:00PM

How to Work with Media

Ever received a call from the media? Do you know how to represent your company or state group or the industry to reporters and editors? Do you have a company or group spokesperson? This seminar will explain the ins and outs of understanding and working with media at the local, regional, state or national levels. Speaker: Gayle Quattlebaum, Burston-Marsteller.

FRIDAY, SEPT. 22

10:00AM - Noon

Operators' Roundtable: Small to Medium Operators

This idea-sharing seminar is designed for small-to-medium route operators with 250-500 pieces of equipment. This will be an open and free flowing discussion of issues ranging from sales techniques and training to purchasing vehicles, customer service, salaries, computers and much more. Attendance is limited. Moderator: Steve Bodenstein, Game Exchange /Southeast (Marietta, Ga.).

10:00 - Noon

Operators' Roundtable: Large Route Operators

This seminar is targeted to large route operators with 500 or more pieces of equipment. This roundtable will tackle a variety of issues unique to large operators. Attendance is limited. Moderator: Richard Holley, Southeast Game Brokers (Tampa, Fla.).

Noon - 3:00PM

Leagues: Pool, Darts & Beyond

Leagues and tournaments are tried and true recipes for owner/operator and location success. There is no doubt that pool and dart leagues are proven profit-makers with the right organizational and management commitment. The league concept can also be applied to other areas within your equipment mix such as table soccer. This seminar will address how to successfully run pool and dart leagues...and much more. Attendance is limited. Speakers: Mike Smythe, AMOA-NDA executive director; Greg Elliott, VNEA executive director; Steve Epstein, Broadway Arcades; Ken Alwell, Tornado Soccer; Ken Anderson, Sega USA; and Craig Dumdei, C&N Sales Co.

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SATURDAY, SEPT. 23

10:00AM - Noon

How to Increase Your Visibility With Elected Officials

Do you know your elected officials at the local, state and national levels? Do you know how to address them on important issues? You are, after all, a voter — and their constituent. This seminar will address building relationships — and your visibility — with elected officials whose decisions often impact both the commercial amusement industry and your business. Speaker: Laura Olson, AMOA manager of public affairs (Washington D.C.).

FAMILY ENTERTAINMENT CENTERS

THURSDAY, SEPT. 21

10:30AM - 2:00PM

FEC Tour: New Orleans' Celebration Station

Important Note: Participants on this tour must have signed up in advance on the "Optional" section of the mailed registration book. The tour group will meet in the lobby of the Convention Center at 10:30AM for buses that will take them to Celebration Station. Lunch is included. After the tour, buses will return to the Convention Center. A $5 transportation fee is required.

What's an FEC? What makes a successful FEC? See firsthand in this special half-day tour of Celebration Station — widely recognized as New Orleans' largest and most popular FEC. In addition to viewing the facility and its equipment mix, you'll have an opportunity to ask questions of those who manage Celebration Station. Speakers: Jeff Morton, Celebration Station; Michael Getlan, Amusement Consultants, Inc.; and Pat Esgate, Esgate & Associates.

FRIDAY, SEPT. 22

9:00 - 11:00AM

FEC Research, Development, Business Plan and Location

This seminar — the first of a day-long sessions on opening an FEC — will discuss the "how-to" of collecting and analyzing data for an FEC start-up, FEC demographics, developing a business plan, determining location and location options (i.e., purchasing vs. leasing space) and more. Speakers: Benjamin Jones, RECreation, Inc.; Pat Esgate, Pat Esgate & Associates; Tom Long, Omni International; and Randy White, White-Hutchinson Group.

11:00AM - 5:00PM

FEC Selection and Site Set-up

Are you planning to open an FEC? After your preliminary homework, what types of equipment and products do you put in the location? Product mix is integral to the FEC mix as your customers will range from 3 to 70 years of age. This seminar will address the types of equipment that have proved successful in the FEC market — from softplay, kiddie rides and batting cages to redemption, food service, assorted "traditional" games such as pinball and video...and much more! Moderator: Steve Hix, Int'l. Go-Kart Assn. Speakers: Rich Long, Laser Tron; Jonathan Plache, Quantum Sports & Leisure/Veqtor Laser; John Tracy, EMT; Michael Getlan, Amusement Consultants, Inc.; Dick Sexton, Formula K Raceways; Arnie Lundmark, Adventure Golf Services; Benjamin Jones, RECreation, Inc.; Dutch McGrath, Amusement Products; Paul and Joe Giovagnoli, Master Pitching Machine; Marvin Foster and Leon Wilbanks, J&J Amusements; Sue Monday, Century Vending; Tom Long, Omni International; Jerry Reda, Just Kiddie Rides; Randy White, White-Hutchinson Group; and Steve Cohen, Wisdom Industries.



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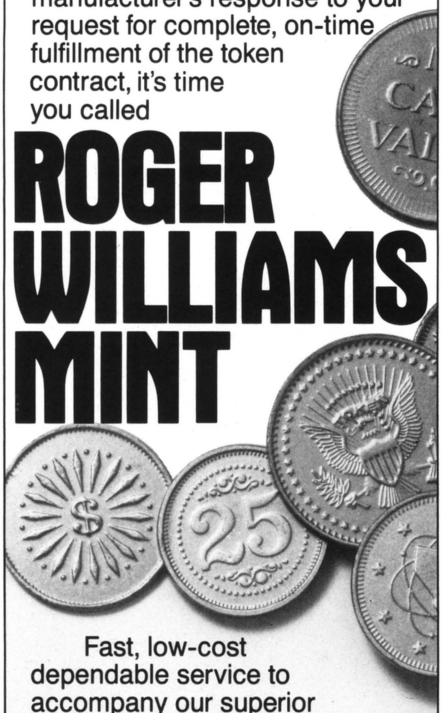

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SATURDAY, SEPT. 23

9:00 - 10:00AM

FEC Daily Operating Procedures

You've opened an FEC. How do you manage and maintain it on a daily basis? What's involved? Cleanliness, professional management, equipment maintenance, and friendly and professional service to customers are all integral — and integrated! This seminar will offer insights on the day-to-day FEC operations from experts who run successful FEC locations. Speakers: Benjamin Jones and Margaret Carnihan, RECreation, Inc.

10:00AM - Noon

Budgeting and Equipment Options for a "High-Tech" FEC

Part of the attraction of successful FECs is often high-tech (and sometimes expensive) equipment. What type of high-tech equipment is available? How about equipment costs and financing? And, how can you earn a return on investment? This seminar explores the possibilities — and viability — of high-tech FEC equipment. Speakers: Al Stone and Ken Anderson, Sega USA; George Smith, Namco; George McAuliffe, Edison Bros.-Coin-op Division; Chris Yewdell, Virtuality; and Lei Tunnaye, Magic Edge.

1:00 - 4:00PM

How Operators Can Do Business with FECs

Operators are experts on selecting, maintaining and rotating amusement equipment. Why is it that so many FEC owners claim they can find a good operator so they are forced to buy their own games? This seminar tackles fully servicing the FEC Market in a flexible and profitable way. Speakers: Frank Seninsky, Alpha-Omega Amusements, and Randy White, White-Hutchinson Group.

TECHNOLOGY

THURSDAY, SEPT. 21

10:00AM - Noon

Put a PC in Your Business

Computers can spell the difference between success and failure of your business — particularly in route management systems. In this day and age, computers are a must for any business to track both service and collections. And, it's really not that hard! This seminar will give you an understanding of the labor (and monetary) savings computers give to your business. Speakers: Len Smikun, Silent Partner, and Rhonda Fletcher, ARMS International.

2:00 - 3:00PM

Jukebox Technology: What is the Future?

The CD jukebox is 10 years old. How would you rate its success? What's in store for the future "jukebox?" A panel of manufacturers will address the future of music — and the ever-popular jukebox — as the 21st Century approaches. Moderator: Mike Leonard, Coin-op Specialists (Adrian, Mich.). Speakers: Joel Friedman, Rowe Int'l.; John Margold, NSM; Joe Pankus, Wurlitzer; and Mike Jablonski, Rock-Ola/Antique Apparatus.

FRIDAY, SEPT. 22

10:00AM - Noon

National Amusement Network, Inc. (NANI)

It has been a year since the formation of the National Amusement Network, Inc. — a means to put the industry on the high-tech information highway. Interactive games are the future and this seminar will update recent NANI developments...and how you and your locations can profit from interactive games and game networking. Speakers: Craig Johnson, Tataka, Inc. (Salt Lake City); Eugene Urso, Madison Coin Machine (Monoma, Wis.); Frank Seninsky, Alpha-Omega Amusements; and John Klayh, TV Phone.

SATURDAY, SEPT. 23

10:00AM - Noon

Cyberspace: On-line Life and What it Means to the Coin Machine Industry

This seminar will provide nut-and-bolts information about "on-line" computer networking and electronic communications including what the Internet — the much publicized worldwide computer-linked network — is all about. You'll also learn about the offerings of various on-line services, including America On-Line, Prodigy and CompuServe. Speaker: Jim Trucano, JEBT Corp. (Sheridan, Wyo.).

2:00 - 4:00PM

Debit Cards & the Commercial Amusement Industry

Debit cards are fast becoming a way of life. From ATMs for banking transactions to debit cards for grocery purchases. How can the commercial amusement industry tap into the debit card phenomenon? Seminar speakers will address various debit card applications — from purchasing playing time to where future debit cards will take us. Speakers: David Swan, XCP, Inc.; Joseph J. Sheppard, Xico, Inc.; and Victoria Holmes, Intercard.

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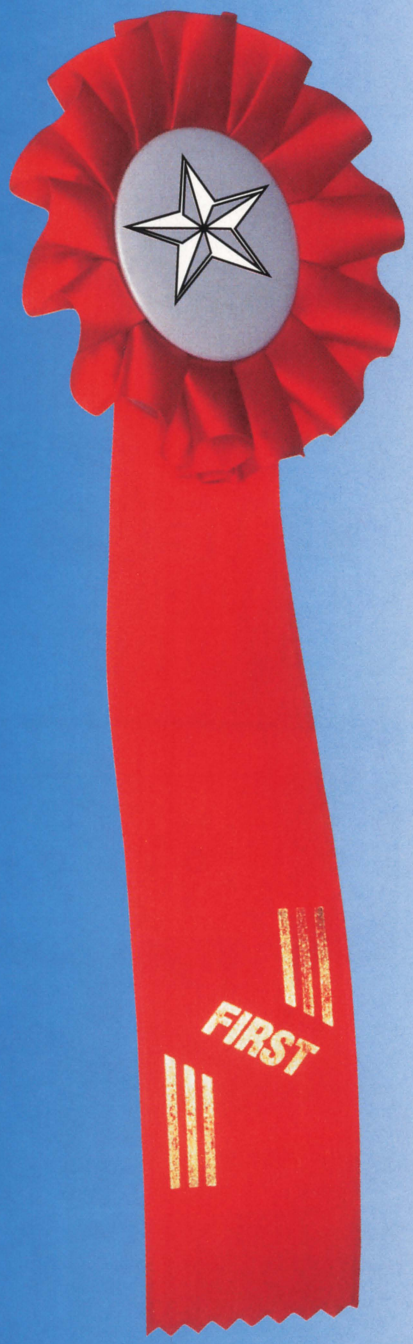

HONORING THE BEST IN JUKEBOX SINGLES AND CDS OF 1994-95, NOT TO MENTION THE YEAR'S MOST PLAYED GAMES

JUKEBOX AWARDS

POP SINGLE OF THE YEAR

- All I Want to Do is Have Some Fun, Sheryl Crow (A&M)
- Get Over It, Eagles (Geffen)
- Hold My Hand, Hootie & the Blowfish (Atlantic)
- Let Her Cry, Hootie & the Blowfish (Atlantic)
- On Bended Knee, Boyz II Men (Motown)

COUNTRY SINGLE OF THE YEAR

- Baby Likes to Rock It, The Tractors (Arista)
- Little Miss Honky Tonk, Brooks & Dunn (Arista)
- Shut Up & Kiss Me, Mary Chapin Carpenter (Columbia)
- Thinkin' About You, Trisha Yearwood (MCA)
- Third Rock From the Sun, Joe Diffe (Epic)

R&B SINGLE OF THE YEAR

- Always & Forever, Luther Vandross (Epic)
- Baby, Brandy (Atlantic)
- Creep, TLC (LaFace/Arista)
- I'll Make Love to You, Boyz II Men (Motown)
- On Bended Knee, Boyz II Men (Motown)

POP CD OF THE YEAR

- August & Everthing After, Counting Crows (DGC/Geffen)
- Cracked Rear View, Hootie & the Blowfish (Atlantic)
- Hell Freezes Over, Eagles (Geffen)
- Tuesday Night Music Club, Sheryl Crow (A&M)
- Yes I Am, Melissa Etheridge (Island)

COUNTRY CD OF THE YEAR

- The Hits, Garth Brooks (Liberty)
- John Michael Montgomery, John Michael Montgomery (Atlantic)
- Third Rock From the Sun, Joe Diffe (Epic)
- The Tractors, The Tractors (Arista)
- Who I Am, Alan Jackson

R&B CD OF THE YEAR

- Brandy, Brandy (Atlantic)
- From the Bottom Up, Brownstone (MJJ/Epic)
- Crazysexycool, TLC (LaFace/Arista)
- The Icon is Love, Barry White (A&M/Perspective)
- II, Boyz II Men (Motown)

LATIN CD OF THE YEAR

- Amor Prohibido, Selena (EMI/Capitol)
- Aurios, Los Dinnos (Unico/Fonovisa)
- Inalcanzable, Los Bukis (Fonovisa)
- Los Dos Plebes, Los Tigres Del Norte (Fonovisa)
- Segundo Romance, Luis Miguel (WEA/Latina)

RISING STAR AWARD (MALE)

- Rhett Akins (Decca)
- David Ball (Warner Bros.)
- Wade Hayes (Columbia)
- Ty Herndon (Epic)
- Ken Mellons (Epic)

RISING STAR AWARD (FEMALE)

- Brandy (Atlantic)
- Des'ree (Music/Epic)
- Dionne Farris (Columbia)
- Chely Wright (Polydor)

RISING STAR AWARD (GROUP)

- Green Day (Reprise/Warner Bros.)
- Hootie & the Blowfish (Atlantic)
- Dave Matthews Band (RCA)
- The Mavericks (MCA)
- The Tractors (Arista)

JUKEBOX LEGEND (LIVING)

- Elton John (MCA)
- George Jones (MCA)
- Paul McCartney (Capitol)
- Frank Sinatra (Capitol)
- Rod Stewart (Warner Bros.)

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- John Lennon
- Jim Morrison
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GAME AWARDS

Most Played Videogame (Dedicated)

- Cruis'n USA (Midway)
- Daytona USA (Sega)
- Killer Instinct (Midway)
- Mortal Kombat II (Midway)
- Mortal Kombat III (Midway)

Most Played Pinball Game

- Addams Family (Bally)
- Road Show (Williams)
- Shaq Attaq (Premier)
- Star Trek: TNG (Williams)
- World Cup Soccer (Bally)

Most Played Conversion Kit

- Mortal Kombat II (Midway)
- Mortal Kombat III (Midway)
- Raiden II (Fabtek)
- Tekken (Namco)
- X-Men (Capcom)

Most Innovative New Technology

- Daytona USA (Sega)
- Killer Instinct (Midway)
- Mega Touch II (Merit)
- Tekken (Namco)
- Virtua Fighter II (Sega)

Most Played Dart Game

- Arachnid's Galaxy
- Merit's Scorpion
- Valley's Cougar

Most Played Pool Table

- Dynamo's Top Brass Pool Table
- Great American Billiards' Pool Table
- Valley's Cougar Pool Table

Most Played Jukebox

- Antique Apparatus/Rock-Ola's Anniversary Legend
- NSM's Performer Wall
- Rowe's Laserstar CD 100
- Wurlitzer's One More Time

Most Played Redemption Game

- Cyclone (I.C.E.)
- Skee Ball (Skee-Ball)
- Smart Ball (Smart Industries)
- Spin-to-Win (Lazer-Tron)
- Wheel-Em-In (Bromley)

Most Popular Other Game

- Dynamo's Air Hockey
- Dynamo's Foosball
- Tornado's Foosball

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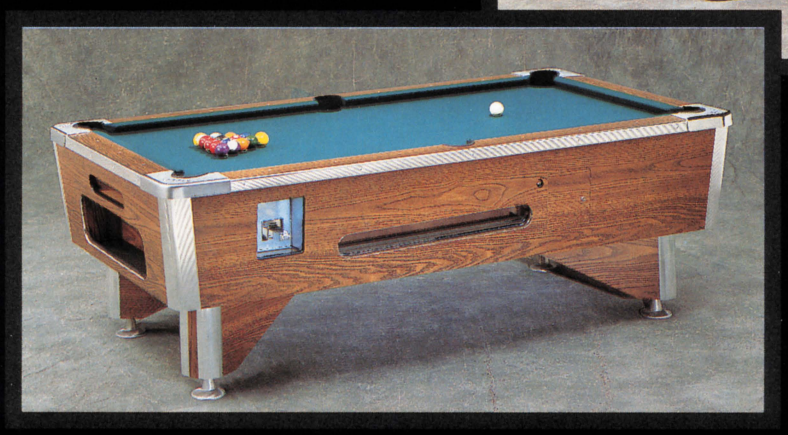

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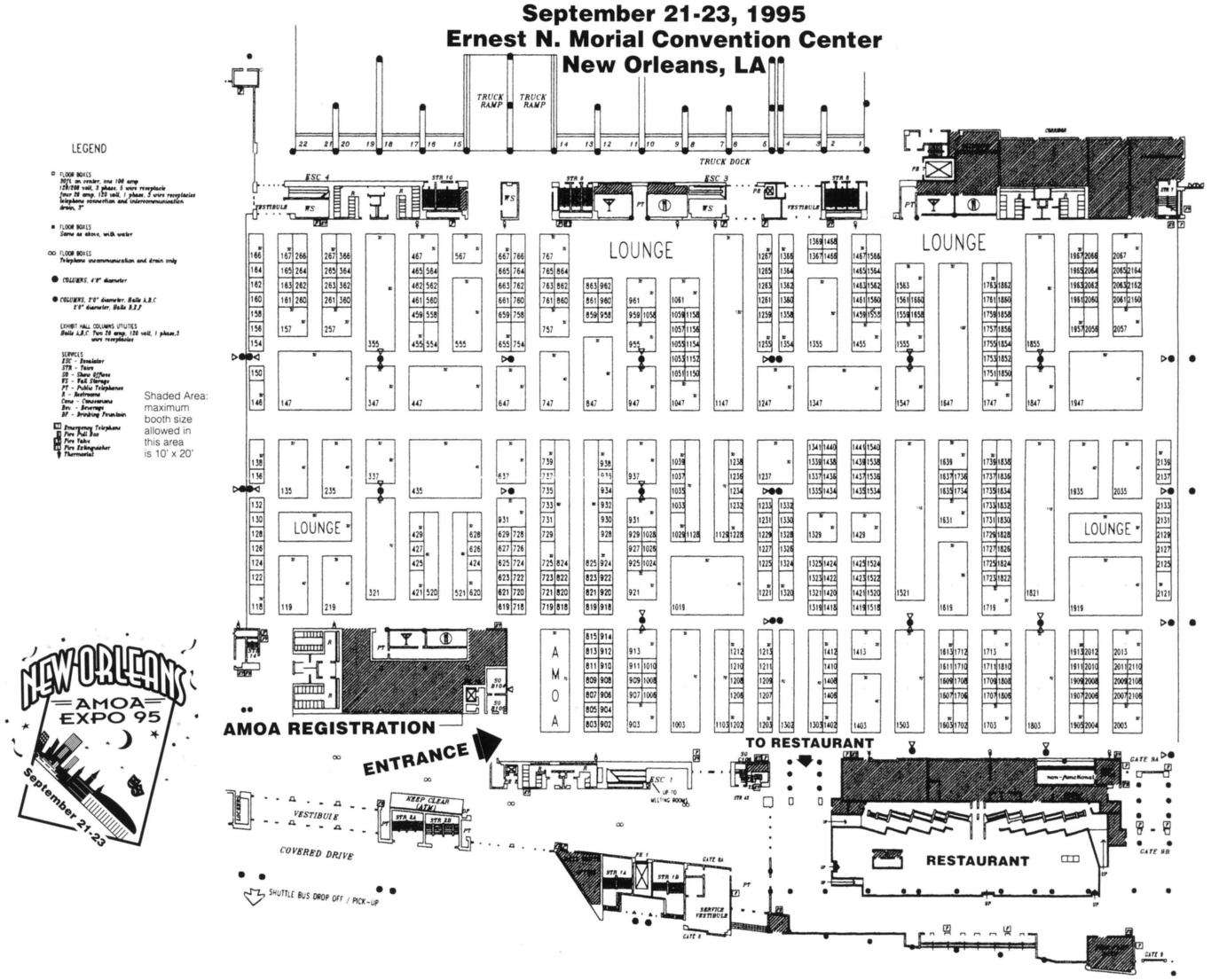

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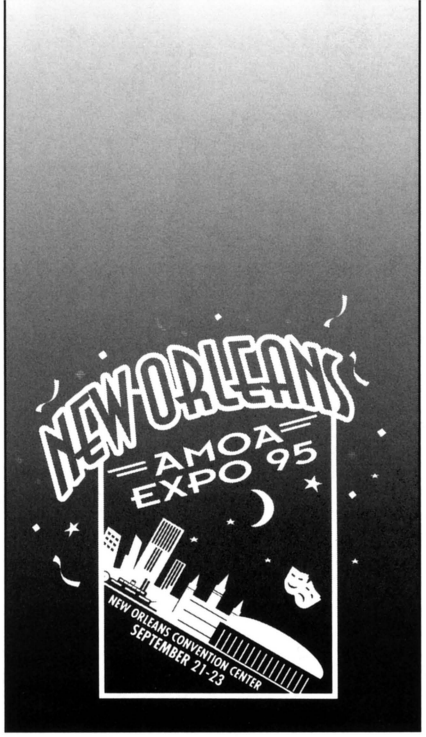

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The Cutter on the Mach 5 clears a path.



Ninja's spike board is deadly.



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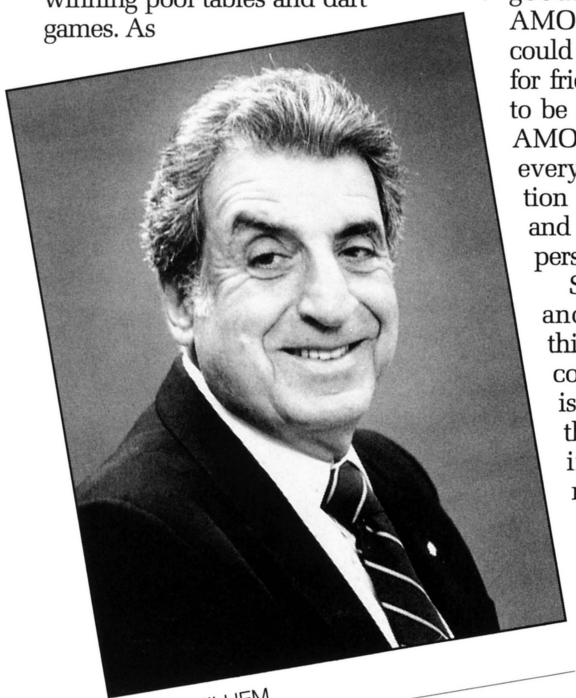
HAIL, CHUCK & STEVE!

AMOA WILL BESTOW ITS MERIT AWARD ON CHUCK MILHEM; STEVE KOENIGSBERG IS FIRST "DISTRIBUTOR OF THE YEAR"

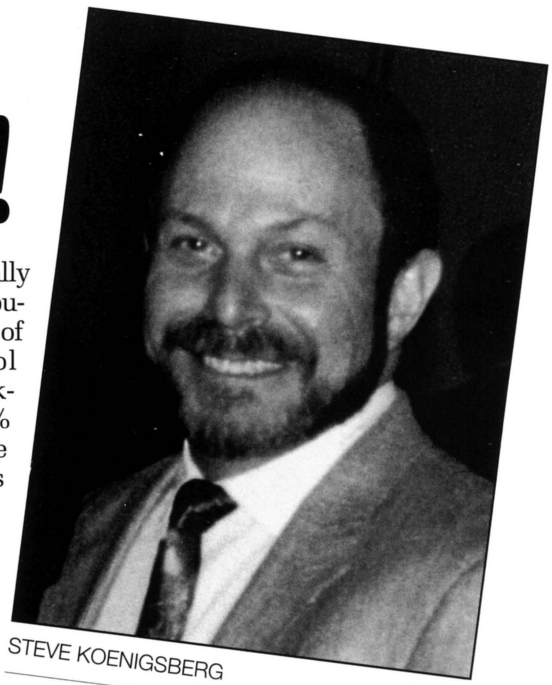
Two fine men can take well-deserved bows at the upcoming AMOA Expo in New Orleans (Sept. 21-23). AMOA's prestigious Merit Award will be presented to Chuck Milhem, longtime chief of Valley Recreation Products and a beloved industry figure. And in addition, State Sales & Service prexy Steve Koenigsberg will receive AMOA's first-ever "Distributor of the Year" award, presumably in part because he did such an outstanding job as AAMA president over the past couple of years.

Milhem is famous on one level for his company's solidly-built, prize-winning pool tables and dart games. As we've said before, Valley practically has to expand its lobby every couple of years to hold all those "best of category" awards for its pool tables...they win 'em like clockwork, year after year, and its 100% by operator vote. But on a more personal level, Chuck himself has won the respect, affection and esteem of operators across the USA. For years we have heard operators using Chuck Milhem as an example of what a manufacturer should and could be — someone who respects the customer, speaks the operator's language, and whose top goal is to help the operator succeed in his or her business.


CHUCK MILHEM

In addition, Chuck Milhem is praised everywhere for his integrity, goodwill, integrity and selfless contributions to the industry's common good. He's the kind of guy that AMOA leaders have known they could call on for advice and counsel, for friendship, for help, for someone to be an ally and a true friend. The AMOA Merit Award is not given every year...just when the association believes somebody deserves it and they really want to honor that person.

Steve Koenigsberg is known far and wide as one of the clearest thinking distributors around. His company, State Sales & Service, is surely one of the "class acts" in the world of distribution, offering cutting-edge service and repair facilities, up-to-the-minute technical knowledge and expertise, as well as financing, parts and product. Steve also provides the intimate kind of advice and guidance to his operator customers that comes from years of talking, studying and caring...the "I have come to know your business and I can give unique information targeted to your particular kind of situation" kind of help that lifts distribution from a mere function into an art form.


STEVE KOENIGSBERG

In addition to his fine distributor work, Steve has earned a special place in AMOA's collective heart due to the outstanding job of industry leadership that he did as president of AAMA for two terms. We don't know what the "distributor of the year" award itself will look like, but in Steve's case it ought to be a golden bridge...because Mr. K was a superb bridge-builder from AAMA to AMOA. After years of sometimes tense or frosty relations between the two leading American trade associations, Steve followed in the footsteps of his predecessor in reaching out to AMOA, then went beyond that to establish a whole new level of trust, communication and friendship which AMOA and AAMA leaders had frankly never enjoyed before.

Congratulations to Chuck and Steve for these well-deserved honors...and congratulations to AMOA for selecting such worthy persons to bestow your honors upon.

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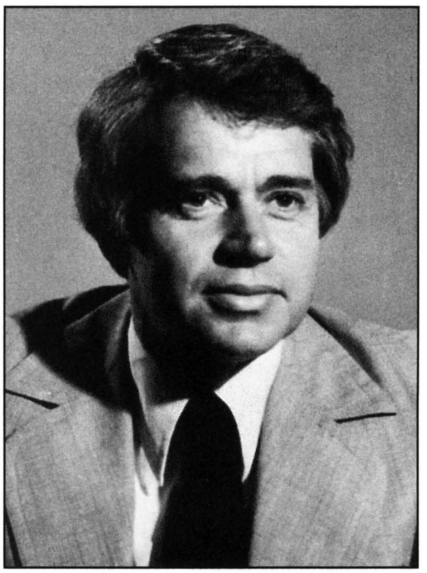
Creating Winners

THE WAYNE E. HESCH SCHOLARSHIP FOUNDATION COMMITTEE CARRIES ON A TRADITION OF GOOD WORK AT AMOA EXPO '95



The late Wayne Hesch.

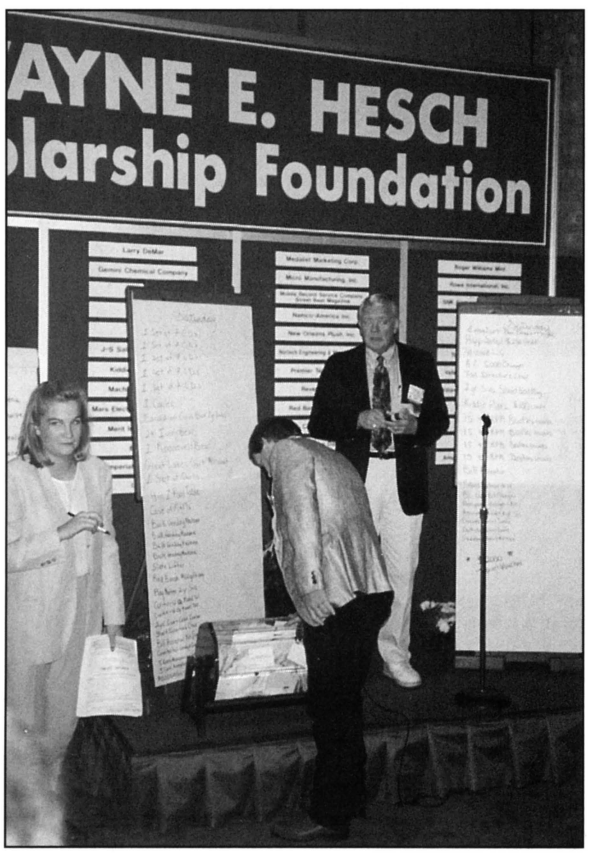
A crowd gathers. Excitement builds. A name is called and another jubilant winner takes home the grand prize. On a nearby display board, a list of names shows who won what — with prizes ranging from gift certificates to merchandise to new coin-op equipment. Yes, it's the annual Wayne E. Hesch Scholarship Foundation Drawing! The next edition of this event will climax at AMOA Expo on Sept. 23 in New Orleans. However, this year's lucky ticket holders will hardly be the only winners to benefit from the Foundation's efforts.

Since its inception in 1985, the program has been awarding scholarships in the amount of $1,000 each to qualified youngsters attempting to further their education at colleges and universities across the country. (You don't have to be an industry member or relative to qualify; on the other hand, industry members and friends of the industry are not excluded from eligibility.) So far, the Foundation established in memory of AMOA's 1978-79 president has helped 216 students, but they would like to greatly add to that number in years to come.

Funds are raised during the annual AMOA trade show through various means including ticket sales (these occur at the Hesch Scholarship Foundation booth; also, Hesch committee members walk around the show floor, hawking their wares). This year, the Hesch Foundation booth will be located just inside the Exhibit Hall by the Main Entrance to the New Orleans Convention Center. You also might want to look for a display of prizes generously donated by manufacturers and suppliers attending the Expo, who in previous years have provided everything from trade magazine subscriptions and plush prepacks to dart machines and video games.

The drawings will begin each afternoon of the show at 3:00PM (3:30PM on Saturday) and the events will conclude with a Grand Prize drawing of a travel voucher. The travel vouchers themselves become more valuable as each day passes, beginning with Thursday's drawing awarding a voucher in the amount of $1,000; on Friday, it's $2,000; and on Saturday, it's $3,000.

Foundation Promotions Committee chairman Doug Minter said his group has set a goal this year to raise $60,000 for the scholarship fund. While the number of scholarships awarded has grown steadily from just



Montana's Phil Benson stands at the mike while a volunteer pulls a name at the Hesch Foundation Drawing at Expo '94.



Among the prizes at last year's event were these brand new dart machines donated by the four major dart game manufacturers.

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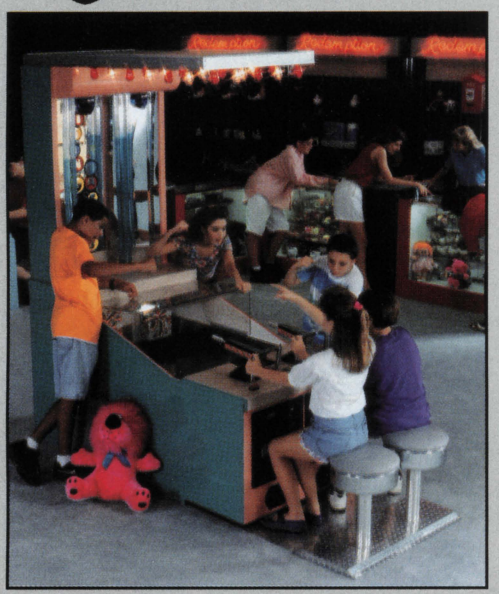

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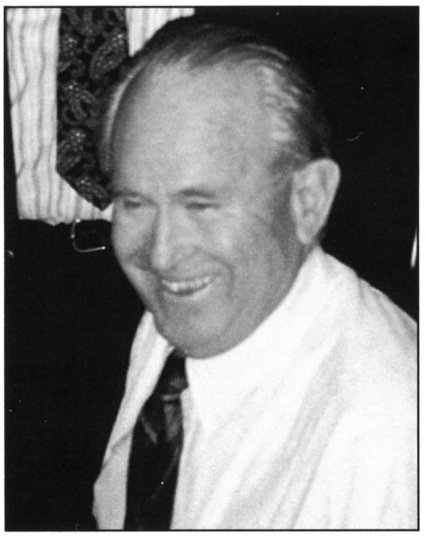
one (given in 1985) to 45 (given in 1993), the last three years have seen a drop in the amount of tickets sold. In anticipation of Expo '95, committee members are working hard to bring the numbers back up. The ultimate goal is to build up a sufficient capital nest egg, such that interest dividends will be sufficient to fund 50 scholarships per year.

"For our 1995 campaign," said Doug, "we've gotten quite a few donations so far. And we're getting a lot of cash donations, which we are now encouraging. For some manufacturers it's hard to give away a large machine, so by taking cash we can pool it to buy other prizes to give away in the contributor's name."

Along with getting more manufactures and suppliers to donate, the Hesch Scholarship Foundation Committee is pursuing ticket sales more actively. The dozen or so Committee members roaming the Exhibit Hall should have fund-raising tickets available throughout the show. Although Doug acknowledges that "money is tight for many trade members these days," his team will be trying to encourage everyone — from exhibitors to operators — to loosen up their purse-strings a little for this worthy cause.



Hesch Foundation Promotion Committee Chairman Doug Minter.

Tickets can be purchased for $25 each or in a book of five for $100, and of course, it's tax deductible. The drawings are usually held in the open area near the Main Entrance, and will again be conducted with the help of Committee member Phil Benson, whose deep voice announcing the winners' names has become a staple of the annual prize giveaways for the last three years.

If your company would like to contribute to this year's Hesch Foundation Drawing, give Doug Minter a call at 702/882-4943 as soon as possible. Otherwise, look for their booth at the show or flag down a Committee member. It's a great way to take part in coin-op's contribution to our kids' future...and who knows, you might even bring back an unexpected souvenir from Expo '95.

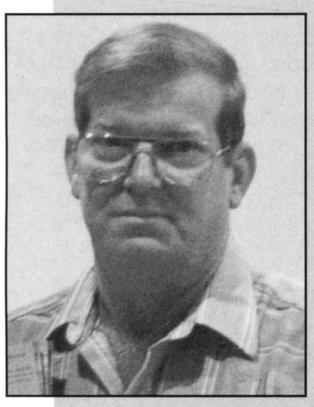
The Hesch scholarship program was established several years ago to commemorate the late Wayne Hesch of Illinois, who served as president of AMOA in 1978-9. He was committed to education inside and outside of the coin machine industry, and the project which bears his name is intended to carry on that fine tradition. Wayne was the brother of Don Hesch, who will become AMOA First VP at this month's Expo.



OPERATOR INTERFACE

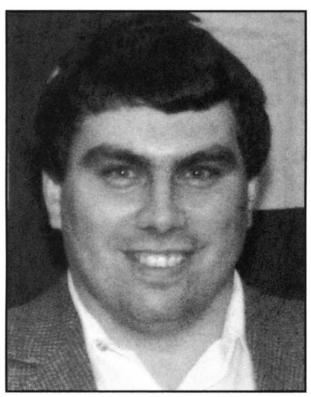
calling on street operators to ask:

IF THERE WAS ONLY ONE THING YOU COULD GAIN FROM GOING TO AMOA EXPO '95, WHAT WOULD IT BE?



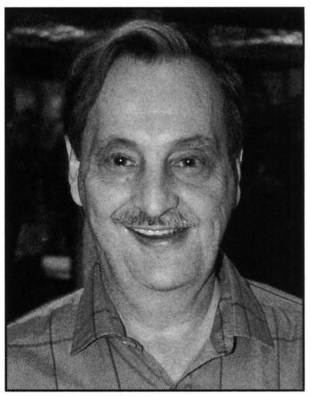
DAMON COX
Jumbo Distributing
Houston, Texas

Probably the education. I was looking forward to ACME in Reno, but we got snowed in before we could leave Phoenix. The four of us wound up staying in Vegas. But this time we're only about 300 miles from New Orleans, so we'll be over there for at least two days. I've just added three people to our staff, and I'd like take bring them with me and have them sit in on a few seminars. Plus I'll probably attend a couple myself. I'd like to know a little more about VLTs, which might be coming here in a few years if the same trends hold true, and maybe talk to a few operators down there just to see what we're jumping into. Some of the best "seminars" you can have are when you sit down and talk one-on-one with other operators.



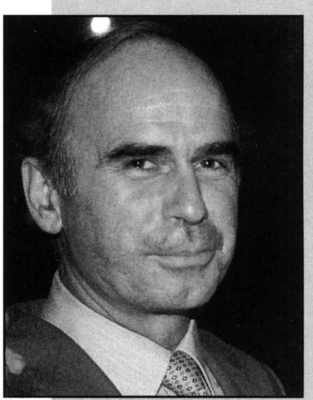
MIKE PACAK
Fun N' Games
Youngstown, Ohio

What I would hope to bring back is a consensus of the people there saying that it's not a one-game show. I'd like to see more excitement about more than just one game. It's been that way for the last two or three years. I've gone to every show for the past 21 years, and when you went before it wasn't just "Mortal this or Killer that." There used to be enthusiasm for a good variety of equipment, but that's not the feeling I've been getting from the last few shows. One manufacturer, and lately it's been Williams, seems to capture all the attention, and you can't have a successful show that focuses on one piece, no matter how good it is.



HARRY LIAROS
K.C. & Harry Liaros Vending
Buffalo, New York

Needless to say, I really enjoy every one of the shows I go to; they're always a lot of fun. I guess what I'd like to get is a little input about cigarette vending. That part of our business has been hurting for a while now, and what I've been hearing lately doesn't sound too good. Other operators I've talked to say the same thing, but I don't imagine we'll be learning much more on the subject down at the show. I'd also like to know more about CD jukes and darts — they're still the backbone of my business. You can't expect too much though. If you go to these kinds of events, for the most part, it's because you've got a love for the business. I always try to make it to some of the smaller shows in this area; New York state has about three a year, and Cleveland Coin usually puts one on in Ohio. I think they're great and enjoy all of them.

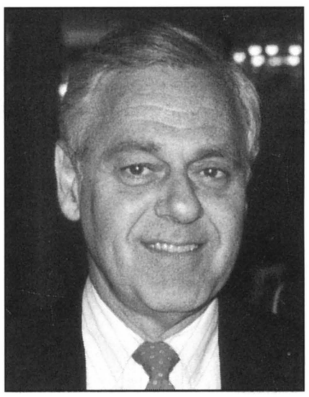


CLYDE KNUPP
Amuse-O-Matic Co., Inc.
Fort Dodge, Iowa

We'll be looking for ideas and listening to what other people have to say. There's always plenty of people sharing what's going on with their business, what kind of direction they've been taking, that sort of thing. Usually a couple of us go to the shows, and we'll be attending some of the seminars. We're going to be looking more at redemption. Even though we've been into it for a while now, there's always someone with new ideas, someone who's doing something different. Finding out what others are up to is the most important part of it for us.

GENE STEELE
Playland
State College, Pennsylvania

I really can't say there would be just one thing. I've been going to the shows every year since '78. In the past, we used to go there to see what's good; now I go to see what's bad. And that's what pays for my trip. We've had an arcade across the street from Penn State since 1968, and right now we've got about 170 games. While street operators always had to be careful about what they buy, we used to purchase pretty much every game that came out. But over the last few years we've had to be more selective. Prices have really gone up, even for what we call "joystick games," and some pieces are just out of sight. So these days, it's not a matter of what to buy, but what *not* to buy.



JACK KERNER
Melo-Tone Vending
Somerville, Massachusetts

One word: knowledge. The show is a great place to find out what the rest of the guys are doing. Whenever someone comes up with a good idea, they're usually willing to share that knowledge with other operators. New equipment comes and goes. Today's hot new game is tomorrow's dog. And a jukebox is still a jukebox; first it was 45s, then CDs, next it will be some kind of chip or something. But I think what really gets us to the show is the chance to swap information, discuss what works and what doesn't, all of that stuff. I always get more out of talking with other operators than anything else.

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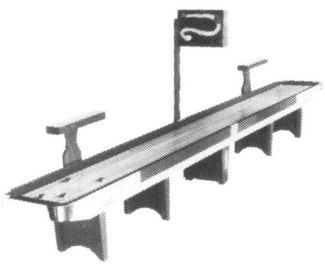

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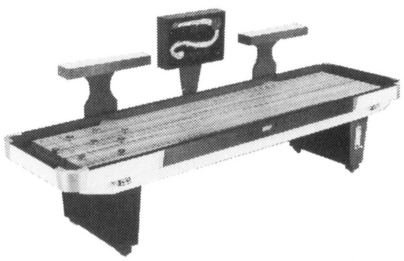

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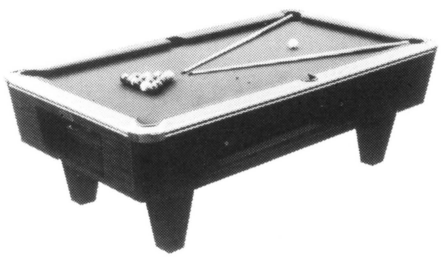

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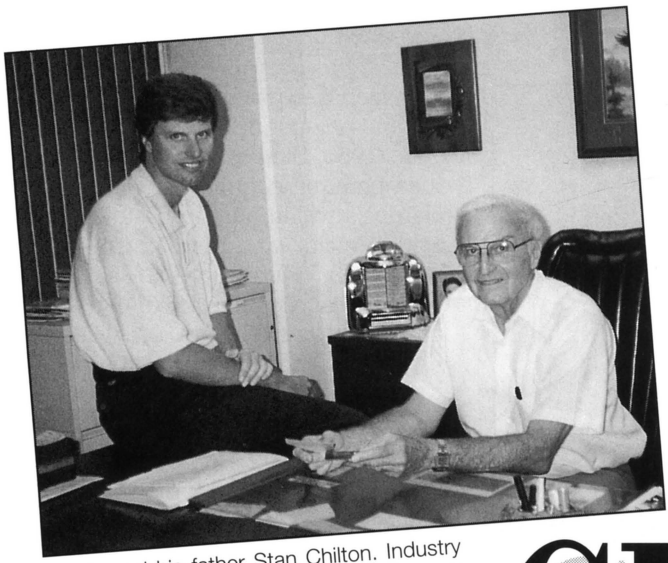


Randy and his father Stan Chilton. Industry veteran Stan will mark his Golden Anniversary in the trade as of September 28, 1996.

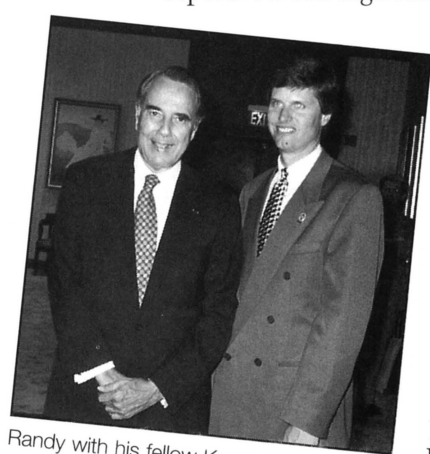
RANDY CHILTON

AMOA's new president: his Midwestern humility is genuine; so is his commitment to AMOA and his keen analytic approach

Later this month, AMOA will pass the gavel of presidential leadership to Kansas operator Randy Chilton, age 36. Naturally, he'll have to make a short speech to the board and membership. Knowing Randy, he will probably begin his remarks with a disarming joke...and, also knowing Randy, it will probably be a chuckle at his own expense. After that, however, you can expect the new president to shift into a thoughtful analysis of operating today, and to paint an inspiring picture of AMOA's role in preparing operators for the 21st century.

This combination of wry, self-deprecating humor with ultra-serious dedication to his AMOA chores is the key to understanding what kind of AMOA president Randy Chilton will be. As a person, you like and enjoy him immediately; as a leader, he earns your lasting respect — in other words, he "takes the job seriously, but does not take himself too seriously." It's an approach that has served Randy well during his steady, 11-year rise through the ranks to AMOA's top position.

"Randy's the kind of guy who does a lot of homework in advance, even for casual or lower-priority meetings," say his fellow AMOA officers. "He asks a thousand questions, absorbs data like a sponge, then comes to the work session armed with computer graphs and crisply written reports. He sets high standards for himself; and in the process, he sets an example for others of quiet, committed professionalism."



Randy with his fellow Kansan, U.S. Senate majority leader Bob Dole, at this year's Washington Conference.

Just as Randy is a winning combination of geniality and intensity, Chilton Vending itself combines the best of traditional, service-oriented, multi-generational, family-owned operating with the latest in hi-tech, computerized management. Founded in the mid-1930s by Randy's grandfather Jesse Chilton, the company began as a modest route of 15 pinballs and some bulk venders. When Jesse passed away in 1946, Randy's father Stan Chilton took over the concern. Over the next four decades, Stan expanded CV's business many times over with



The new 40,000 sq. ft. Chilton Vending headquarters in Wichita, Kansas, includes a ground floor retail store operation that alone spans 10,000 sq. ft. Route and arcade management offices are upstairs.

more amusements and cigarette vending, linking up with the city's premium locations.

By 1982, when Randy graduated from Kansas University with a degree in business and personnel administration, CV was going strong with about 400 machines in "name brand" chains like Pizza Hut, as well as prestige stops like military bases, the Wichita Airport and their own arcade. Randy joined Chilton Vending that summer — "just in time to enjoy the downslide in the industry," Stan joked. But the father-son team was a success despite the video bust and coin-op recession of that era. With Stan's street smarts and Randy's managerial expertise, CV kept growing and prospering.

In 1986, Stan and Randy secured the operating contract for a chain of Hardee's restaurants/truckstops situated at major cities and stops all the way from Wichita to Kansas City. Hiring local service personnel helped prompt growth of new accounts in Emporia, Topeka, Lawrence and Kansas City, and today over 50% of CV's business is done outside Wichita itself. "With voice mail, modems, computers, beepers and fax machines," Randy observed, "our satellite operations are some of our most successful."

Aggressive computerization and aggressive personal service are vital to Chilton Vending's success. For the past eight years, Randy has run day-to-day operations as general manager, and he has given computers a central place in the business. CV has linked its office computers, giving key personnel access to a wide data base. The computer system prints all collection tickets, does analysis, tracks service calls and callbacks. For game management, CV uses the latest "Silent Partner" program; for accounting they use state-of-the-art Solomon software.

"We do just about everything you can do on computers," Randy noted, "although we guard against becoming too dependent on them. It's still important to jump in the car, drive out and talk to your customers. Your current customers are your best sales people. The level of service we provide is 'extreme,' sometimes to the point where it may not be financially prudent. Stan has always passed on his business philosophy to me, which can be summed up in the motto 'Do the best you can — and then some.' The 'and then some' is the real point. Whenever we have to make a decision, we generally wind up making the choice that best benefits our customer."

Today, in fact, Chilton Vending is still raising its sights in the customer service arena. "I want to get our business to the point where customers never have to call and ask for new equipment," Randy declared. "That means you have to supply them with the level of equipment they're demanding. Just because it's not financially advisable for the operator, is

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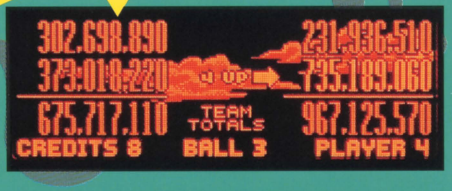

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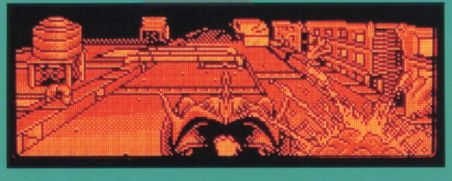

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not the customer's concern. Since we believe the customer is always right, we try to find ways to get them what they want. There's lots of great product out there, but most likely you can't set it on 50-50 splits. So we have readdressed many customer relationships, offering a higher level of service, and at times this involves a commission decrease. It has been more successful than I had ever imagined it would be. The net effect has been an increase in net income to the majority of our customer base."

Once Randy took over the daily chores of route management, Stan Chilton concentrated on developing his already-extensive political friendships in the statehouse. He became a leading force in the Kansas state operator association, as well as an invaluable link to the state legislature. Stan's role has been particularly important in recent years as the legalized gambling issue has roared through Kansas like a tornado, pitting operator interests against powerful and well-funded sole-source providers.

Stan also remains CV's "ace reliever" who is called in for advice and counsel on critical business questions. "We're sure glad he's around," Randy said fervently. "When you've got a guy in the next office who's been involved 50 years, that's a tremendous strength to draw on."

In the first quarter of 1995, CV went through its largest one-time expansion ever, enjoying a 25% increase by picking up a large FEC account and 13 new chain bowling centers (bringing their total bowling locations to 32). "In a time when the whole industry was incredibly soft, including our own route, it was quite a move," Randy smiles. This expansion has created a 35% increase in annual sales compared to fiscal 1994, though Randy is quick to point out that "this growth has come at the cost of a sizeable investment." The company still heavily involved in major chain locations like Pizza Hut, Wal-Mart, Hardee's, etc. "Our market niche is definitely now in turnkey installation and operation of medium-sized game rooms in street locations," Randy explained.

Today, CV and its 32 full-time employees run a route and arcade/ FEC business of 1,400 machines spread over five cities. Of the company's total sales picture, video games and pinball account for 40%; jukeboxes are 10%, redemption is 15%, and cranes are 35%. Chilton Vending runs just a relative handful of cigarette machines. Their big new office facility includes a sizeable retail store operation which by itself spans 10,000 sq. ft. on the ground floor, manned by 6-10 people seasonally.

Key staff at Chilton Vending includes Steve Cross, manager of the retail division & redemption purchasing; in-house CPA Brad Johnson; Randy's right-hand aides, administrative secretaries Carlene Boyer and Karen Olsen; senior service technician Billy Harp; route operations director Mark Friesen; Topeka manager Phil Hart; and Kansas City manager Doug Simon.

Randy first encountered AMOA in 1984 when he signed up for the first-ever Notre Dame Executive Development Program. With his typical Kansas modesty, Randy claims he enrolled because he "associated college with having a good time" rather than claiming any far-sighted business motivation. Whatever the reason, Randy arrived to find himself in the company of key AMOA board members, including then first VP John Estridge who recruited him to the organization.

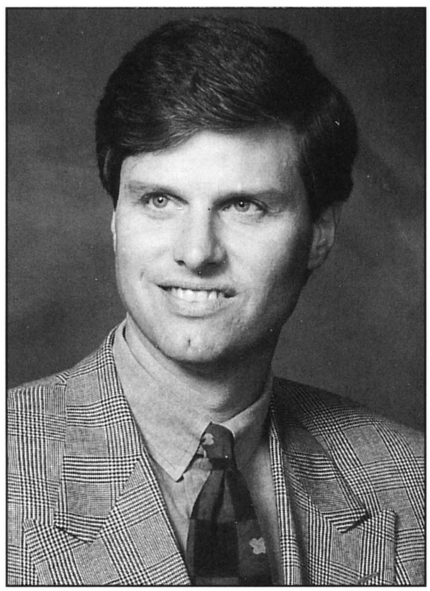
During the next few years, Randy quickly proved he was a young man to watch. He devoted much time to education-related AMOA projects. His "proudest moments" include a leadership role in the development of AMOA's regional seminar program, which brought speakers to over 250 AMOA members in seven different cities around the country. Randy also worked closely with Notre Dame's Dr. Jerry Sequin on the AMOA program there — something he's also extremely proud of, given his high respect for Jerry. Randy spent two years chairing the AMOA Jukebox Promotion Committee. Today he participates deeply in many AMOA projects such as NANI, government relations, and the New Director Task Force, which focuses on recruiting new AMOA board members.

Like many hardworking AMOA members, Randy says he's gotten at least as much back from the association as he's given. "I have the luxury of calling on many fellow AMOA board members for advice about any business question, so there's not much excuse for me not to be successful," he chuckles. "Between Stan and my AMOA mentors, I've got the best teachers anyone could hope to have!"

As the old song says, "When you become a teacher, by your pupils you'll be taught." It's a very apt notion in Randy's case, because he's been an avid pupil of AMOA and industry trends for 11 years. Starting this month, Randy's "teachers" at AMOA will step aside to follow the lessons — and the leadership — of their earnest protege. ◆

RANDY CHILTON

INTERVIEW



Third-generation operator Randy Chilton is AMOA's 1995-6 president.

A CHAT WITH RANDY

"I'm hopeful about new markets and new technology; the challenge is financing these opportunities"

REPLAY: What is AMOA getting, when Randy Chilton becomes president?

RANDY: I'm a very mainstream operator in terms of association membership. We're a medium-sized company with 1,400 games. We have some great locations and some small ones. We deal with the same everyday problems that all AMOA members face: that is, we often buy more than we can afford; we're always trying to expand; and I still run down and try to save a four-machine account at a laundromat! So I'd say Randy Chilton represents a mainstream operator who very much in touch with everyday issues that operators across the country are dealing with.

REPLAY: It seems the role and responsibility of AMOA president has changed a lot in recent years.

RANDY: The job has changed dramatically since I joined the AMOA board in 1984. At that time the president's responsibilities focused on building AMOA from within, promoting its strengths to potential members, networking with state operator associations, as well as playing lead strategist on overall industry issues. In 1995 the AMOA president's responsibilities are broader and more formalized in dealing with a highly structured committee and staff system, and more activist in regard to political, technological, industrial, international, and other issues...much like AMOA itself.

REPLAY: AMOA line officers — the first vice president, treasurer and secretary — are also shouldering more and different responsibilities, right?

RANDY: Through our newly formed Strategic Planning Committee, which was instigated by President Tami Norberg-Paulsen, all the officers will share the travel and share the responsibilities of representing AMOA around the country. After going through the previous officer posts, a person will have visited all the states. That means having time to devote to the actual job, once he or she is elected AMOA president. This entails working with AMOA Executive Vice President John Schumacher and Executive Director Marian Griffin, who manage the association on a day-to-day basis. The president will also focus on international relationships, trade show relationships, and whatever new issues come up. The only thing you're sure of is there will be new issues; you just never know what they'll be!

REPLAY: In light of the work you've done in those offi-



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cer positions, are you feeling pretty well-prepared for the top job?

RANDY: I've never heard an AMOA president, after leaving office, say "That was just about what I expected." You always hear the opposite — that you have no idea of the demands about to be placed on you. In 12 months I'll probably say the same thing; however, I do think we have a good company structure at Chilton Vending so I feel good about that aspect. Also, AMOA has developed into a highly structured and highly efficient organization, able to give great support to the president. And, the strong quality of the membership and board is a major resource. I fully intend to use that resource to the maximum!

REPLAY: As president, will you focus on any special issues?

RANDY: I see two major issues that must be a special focus for AMOA. First, one of the most important contributions AMOA can make to its membership is to keep them informed and involved in the latest technologies as they affect our industry. This is a mammoth task, but I have increasingly come to believe that either an operator gets involved in advanced technology, or else he risks becoming a footnote in the history of the amusement business.

Next, I personally believe the proliferation of all forms of gaming is one of the biggest threats to our industry as we know it today. It's totally out of control. In the few markets where our industry is involved in legal gaming, it appears to have a positive effect. But even there, I'm not confident that effect will last long-term. For most of our industry, as well as the bowling, hospitality, and other entertainment industries, legal gaming is having a terribly negative financial impact. AMOA has been involved in this issue for many years, but it's as important today as ever and we must stay involved. Something must change.

My major goal for the next year is to keep AMOA's many current projects and commitments on track. That ranges from NANI to dollar coins, to our Expo, to jukebox promotion, to education, to state associations, the National Dart Assn., strategic marketing plans, and the whole range of association business. AMOA has so many responsibilities and structures to deal with them already, that if I can help move us forward I would consider my term a success!

REPLAY: How does Stan feel about you becoming AMOA president?

RANDY: Stan spent many, many years running Chilton Vending as a one-man show, so he never had time for the luxury of active involvement in the AMOA — though he's always been a member. For myself, there would not have been any way I could have devoted time to AMOA, without him taking up some of the slack. To be honest, there were some stressful moments early on with my AMOA involvement, but today he's my biggest supporter in the association.

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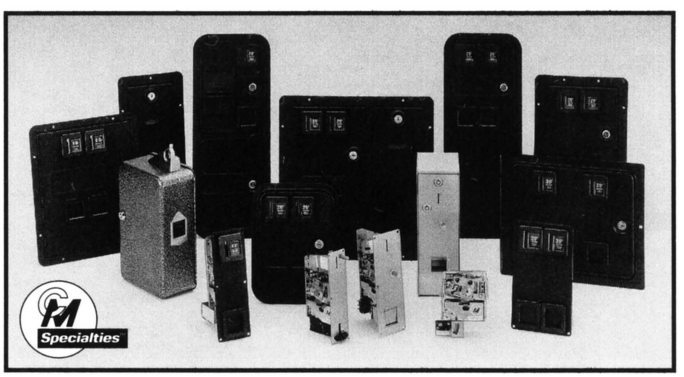

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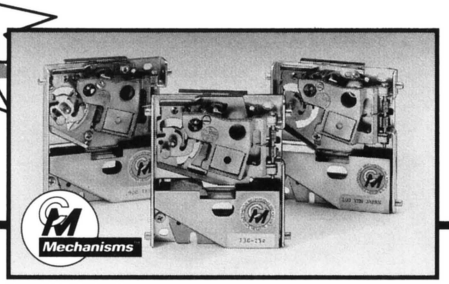



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REPLAY: What kind of AMOA Expo can we look forward to in New Orleans?

RANDY: We should have one of our best trade shows ever. Lee Wesson has done a stellar job on our educational program. It's the best we've ever presented, and that's coming from a guy who was Education Chairman for four years! Attendance should be strong; exhibit space will be excellent; and we're diversifying our exhibitors by reaching out to family entertainment center suppliers. The floor plan has been modified, which will help circulate traffic more. And, taking a cue from our friends in the United Kingdom, we've made a very conscious attempt to give our Expo a real international flavor and have targeted overseas attendance more than ever.

REPLAY: AMOA's 1994-5 president, Tami Norberg-Paulsen, commented that all the U.S. national trade may see lower attendance, due to the shrinking base of operators. Given that environment, what kind of numbers will amount to a solid show in 1995?

RANDY: No question there are fewer operators, primarily through acquisition and people leaving the traditional operating business. However, that loss should be offset many times over by the explosion of new FEC entrants, employees and suppliers coming to our show. We hope to see increased attendance and have worked for this with our marketing program.



"In 1995 the AMOA president's responsibilities are broader and more formalized in dealing with a highly structured committee and staff system, and more activist in regard to political, technological, industrial, international, and other issues...much like AMOA itself."

REPLAY: Apart from Expo, what kind of shape is AMOA in today, as an association?

RANDY: Financially AMOA has enjoyed great management over the years, so today we're in the strongest position we've ever been. Politically our strong government relations program has given us a Washington, D.C. presence that gets better every year we participate. Organizationally, you have to give massive kudos to our Smith, Bucklin management team for the structure, discipline and accountability they've built into our day-to-day operations and budgeting processes. All these categories are under more scrutiny, and are being run more efficiently, than at any time in AMOA's history. Our incredibly capable staff, directed by John Schumacher, does a tremendous job of keeping the officers out of trouble! Our membership continues to fluctuate regionally, depending on the location of each year's trade show, but in general our numbers have held solid over several years. So my assessment is that AMOA today is in the best shape ever.

REPLAY: The industry has gone through at least 18 months of slower machine sales and generally softer collections. Any signs of turnaround at the street or arcade level?

RANDY: Absolutely. January, February and March of 1995 saw atrocious collections. I talked to many people about why and what it meant. Some speculated it was a temporary decline; others believed it was "1982 all over again" and that the decline would continue. Many factors affect our collections regionally: it could have been due to a general industry decline; an unseasonably warm winter; or the fact that the strength of the equipment being offered then was strong, but not as strong as *Mortal Kombat II* which had peaked a year ago during that same quarter. April was flat for our company, but May, June and July have shown significant increases. In hindsight, the first quarter's weak collections had to be primarily weather-related for the

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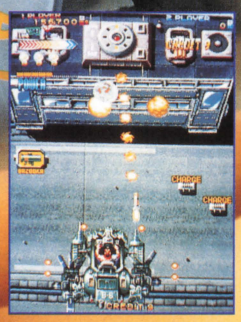



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Midwest region. More evidence comes from the fact that we enjoyed a tremendous month in May, when it rained 26 days. So we were hurt by weather in the first quarter, and helped by it in May. We're hearing this from operators around the country.

REPLAY: How do you read today's business climate for the coin-op industry in general?

RANDY: The traditional coin-op industry is on the mend, towards recovering from a very soft first quarter of 1995. I don't see any long-term effects on the industry's health from that first quarter. No question, the biggest growth today comes from the FEC sector, not the street side. As usually happens, many new competitors enter the market. Some have enough savvy to remain, others do not. Operators who can capitalize on this market are most likely prospering. The quality of the equipment offered to operators today has ROI potential as good as any we've seen in a long time — and that goes for fighting videos, driving simulators, quick-coin redemption games, tavern videos and more. It's not always easy for operators to afford purchasing all this equipment, but when it's possible, it appears to be money well invested.

REPLAY: It's been said there are only four basic emotions — mad, sad, glad or scared. What's your reading of the general mood of the American operator these days?

RANDY: I'd say sad and scared. So many operators are still paying for yesterday's investments, that it's tying up funds needed for tomorrow's opportunities. At Chilton Vending, we see some tremendous opportunities with available product. But starting with the operator base, and even going into distribution, our industry is largely undercapitalized. This makes it hard to take full advantage of our opportunities and leaves all three levels of the industry frustrated. Manufacturers aren't selling enough to distributors; distributors aren't selling enough to operators — and what operators are buying, isn't getting paid for fast enough. Industry members should not lose sight of the tremendous opportunities that technology presents. Our biggest immediate challenge is positioning ourselves to take advantage of that. Some companies will definitely make large profits from new technology, and we operators have to work to be among them.

"AMOA has developed into a highly structured and highly efficient organization, able to give great support to the president. And, the strong quality of the membership and board is a major resource. I fully intend to use that resource to the maximum!"

REPLAY: We keep hearing about smaller or retiring operators who sell their routes and leave the business. Has the total number of U.S. operators stabilized yet?

RANDY: The number is exploding exponentially, but obviously we have a different definition of the word "operator." When you look at new market segments, we have new trade associations, new trade shows, and new locations opening with massive game installations on a regular basis. This is not the traditional core of street operators, but they are entertainment operators nevertheless. They need to be taken seriously. For every traditional operator who is mad and sad, you can find a new industry member who — for whatever reason, even sometimes ignorance! — is very glad.

REPLAY: Is it harder to be a successful operator today?

RANDY: No question that margins are tighter than they've ever been and it's more difficult to generate revenues from traditional street locations. That's why you see a consolidation of the traditional street operator segment. Those companies which made the tough decisions and run efficient operations today are prospering. Companies that continue

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to do business the old-fashioned way are struggling.

REPLAY: Has there been a recent trend for more amusement operators to diversify into vending or other sideline businesses like home sales of recreation products, retailing home video, etc.?

RANDY: Yes, it makes good sense to diversify. One of the greatest things our industry offers is strong cash flow, which gives you good banking relationships. Hopefully this translates into a financial vehicle to expand into other businesses — which is always a good idea.

REPLAY: We'll print a full update on NANI in our next issue, but for this interview could you spell out what NANI hopes to accomplish for operators and AMOA in the coming years?

RANDY: I'm fully committed to the fact that NANI is taking us into the 21st century. From the beginning, we all knew NANI would be a big effort — either a big success, or a big mistake! Now that we're four weeks into our field test, it's getting quite exciting. We've had some bugs, but that's why you have a test. Players have shown great enthusiasm for the technology. Computer technology at this level of complexity may intimidate me or others in our company, but our teenaged players have picked it right up.

REPLAY: Chilton Vending is running four NANI test units. What results have you seen so far?

RANDY: Revenues have increased, but by far the most exciting thing is to sit at your desk, log onto your computer, dial up NANI...and then, on your screen, you know how much play each of your games is getting on the network. You know the names, addresses, phone numbers and ages of players who have registered to play. You know their scores. You have the ability adjust gameplay characteristics of each game with a click of the mouse on your computer. That whole technological concept is just fascinating.

"No question, the biggest growth today comes from the FEC sector, not the street side. As usually happens, many new competitors enter the market. Some have enough savvy to remain, others do not. Operators who can capitalize on this market are most likely prospering."

REPLAY: Will or could NANI create a major shift in the relationship between operators, distributors and manufacturers?

RANDY: All segments of the amusement industry should benefit from this new technology, if we all just work together and keep an open mind.

REPLAY: Has the video game violence/ratings issue gone away in the minds of lawmakers?

RANDY: We probably saw more discussion of it last year than this year, but AMOA continues to take pro-active steps to address this issue. It may be temporarily on the back burner, but it will be on the front burner again if we're not pro-active. Gene Winstead and his Government Relations Committee have done a magnificent job of handling that issue for us.

REPLAY: We haven't done a survey, but we're aware of only two video game manufacturers who are using AAMA's recommended self-rating symbols and phrases. Is AMOA moving toward issuing its own ratings and content notification stickers?

RANDY: AMOA is currently producing stickers, which rate games based on the manufacturers' own suggestions of how each of their games should be rated, and will make those stickers available to our membership. This would be a temporary approach to the problem.

REPLAY: You mentioned the problems caused by legalized gaming. Is it hurting operators as much as was feared, draining vast numbers of customers and discretionary dollars?

RANDY: Legalized gaming is probably worse than we feared. We have everything from Indian gaming to private casinos, riverboats and an organized, concentrated effort by America's parimutuel racetracks to get exclusive control of slot machines, as in West Virginia. Last year, as a representative of AMOA, I attended the ATEI Show in London for the first time. It opened my eyes to the importance of gaming to an operating community. Without gaming, operators in the United Kingdom would not have an industry. Their trade show is fully 50% dedicated to gaming. I'm envious of our British counterparts. Not a day passes that I don't try to think how Chilton Vending can become involved in legalized gaming in one form or another!

REPLAY: You have a lot of company in that department. In fact, some state operator associations like Pennsylvania and Illinois are still hot on the trail of operator-run video lottery terminals (VLTs). They feel quite optimistic about their chances. Could we see any more states go the way of Montana, South Dakota and Louisiana?

RANDY: As time passes and the percentage of video lottery earnings which go to the state increases, and as competition increases, logic says it should become easier to pass that type of legislation. But instead, I believe it will get harder since successful gaming lobbies have tremendous resources to defend their markets.

REPLAY: After years trying (and failing) to get VLTs legalized, several state operator associations seem low on funds, energy and interest. Is this your impression as well?



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RANDY: I'd say that's a good description of what's going in the majority of states. Operators have mounted pro-VLT campaigns very widely, but only enjoyed limited success. In Kansas and Missouri, operators have come very close to passing VLT legislation, but the activity in our state has become non-existent for the last year. That's very dangerous because the competition from two years ago is still there, stronger than ever, yet we're not around to defend ourselves. The world's giant slot machine manufacturers are thrilled to have worn down the opposition. Now they expect to march on through to state-run or sole-source gaming.

REPLAY: A federal law making it legal to operate parallels will cease to be in effect as of December 1. How actively is AMOA working to retain the parallel market?

RANDY: AMOA's position continues to be that we're in favor of operating parallel equipment, a benefit no more and no less than the rest of the world enjoys. We have a committee that's working steadily on this.

REPLAY: Will dollar coins become law this year?

RANDY: It's more likely to happen this year than in any prior legislative year. We've made a lot of headway in getting Bob Dole on board, having him address 100 amusement operators in Washington, D.C. who all voiced their support of dollar coins. Senator Dole left our Washington Conference with a clear understanding of our devotion to this issue. If we can bring him on board, that's as good support as you can get.

REPLAY: Yes, an AMOA lobbyist said the next goal was to recruit Senator Dole's support. Since he's the Senate majority leader and hails from Kansas, can you give us an update on that?

RANDY: Senator Dole is not a sponsor of dollar coin legislation yet, but we're working on it! Most of the legislators agree this idea makes more sense to them this year. It's becoming politically popular to support it this year, due to budget issues.

REPLAY: In New Orleans, AMOA will host the now-traditional "summit meeting" of the world's trade association leaders. What issues will AMOA put on the agenda, or what message will you communicate to your counterparts from Europe and Asia?

RANDY: Our agenda will include an update on our progress with NANI. Also, the JAMMA representatives are always interested in the status of video content issues. These are some of the most productive and eye-opening meetings an AMOA officer gets to attend, all the way from seeing the JAMMA and BACTA shows, to sitting in the same room with people who represent most of our industry worldwide. It makes me a better AMOA representative and gives me a better perspective on how we American operators fit into the worldwide amusement industry, since each association has such a different focus and makeup.

REPLAY: What's the status of AMOA's communications and relations with other trade groups now — AAMA, IAAPA, IFECA, JAMMA, BACTA, NAMA, etc.?

RANDY: The summit meetings have established strong relationships with JAMMA and BACTA. We've always had an ongoing relationship with AAMA, but it was not always healthy. Thanks to the leadership of AMOA and AAMA over the last few years, that relationship now shares a mutual respect and is very strong. This will have the end result of making us a stronger industry. AAMA and JAMMA are both major players in the successes of the American operator. So it's important that we see the industry's trade associations, not as competitors, but as each other's salvation. Understanding that, we must try to strengthen our relationships at every juncture and must work together to improve our industry.

Threats to our industry do not come from other associations, nor from other tiers of distribution, but from new outside competitors like cable, phone and data processing firms which would like to displace our equipment in locations across the country. Tennessee operator Bill Stone pointed out all of this to AMOA's board five years ago, and now it's at the forefront of conversation. Our industry needs to work together to ensure our market position. If we do that, I'm optimistic that our industry has a very sound and healthy future. Infighting among industry members has no place in the 21st century!

"Our industry needs to work together to ensure our market position. If we do that, I'm optimistic that our industry has a very sound and healthy future. Infighting among industry members has no place in the 21st century!"

REPLAY: Is there any special message you want to send to your fellow AMOA members or the industry at this time?

REPLAY: Through the work and traveling I've done for AMOA, I have made many friends throughout the industry. Over the next few months, I hope to make many more.

REPLAY: Do you have any thank-you's or acknowledgements to make?

RANDY: I owe a debt of thanks to John Estridge for exposing me to the AMOA board. I owe a debt to my father for giving me the opportunity to spend time on AMOA projects. I owe a debt of gratitude to AMOA board itself, for electing me to the office of AMOA president. And I owe a debt of thanks to Tami in advance, for all the help and advice she's about to give me!

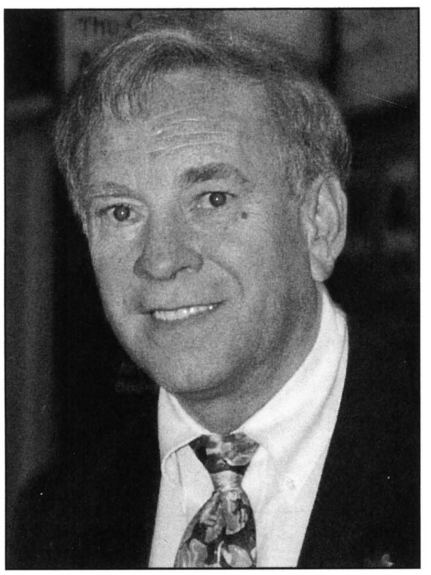
REPLAY: And we thank you, Randy, for this interview. Best of luck during your term as AMOA president!

◆

by JERRY DERRICK, treasurer

OUR GROWING REVENUES AND INVESTMENTS

Amusement and Music Operators of America Assn.



Jerry Derrick

The AMOA financial picture continues to be strong as we become increasingly efficient in formal planning, budgeting and long range forecasting, and it's all good news for our members. What I would like to do in this article is show you where the money comes from, and where it goes.

The association's revenues continue to reach record-breaking levels every year. This year is no different. The revenues for 1995 are on target to reach slightly over $2,500,000. This is due largely to the expanding size of our trade show. This year we will present over 1,000 booths at the Expo in New Orleans, another industry record. Our expense budget for 1995 is $2,407,000. As our association grows, we are able to put more financial resources into providing many more services to our members than at any time in the association's history.

The industry trade show produces 71% of the association's annual income. Other areas of income are from member dues (19.1%), jukebox promotional income (3%), and seminar fees (1.4%). The $2,407,000 that the Association will invest in the industry in 1995 is spent in the following areas: convention 41%; committee work, 40%; and administrative, 19%. The most significant statistic is that the association spends almost one-half of all the money brought in from all operations directly back into the numerous committees that are working in all facets of the industry. In 1995, the association will spend close to $1,000,000 on committee projects to better our industry.

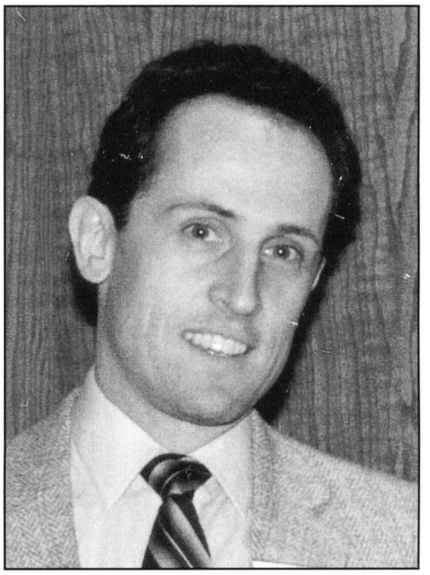
The association's government relations functions, which consists of all of our Washington D.C. activities including our lobbying and the spring legislative conference, is the next largest category of committee expenditures. In 1995, the association will spend over $350,000 addressing legislative issues that will affect our industry. The industry is being influenced by the laws and policies coming out of the government more than at any other time in our history, and this isn't likely to change. AMOA will be there representing our members.

The association spends 3.2% of its resources promoting the jukebox through the efforts of the Jukebox Promotions Committee. Other areas that receive funding are: legalized gaming activities committee, membership committee, education and seminars, state associations, newsletter, technology and vending development. The association continues to be profitable despite the expenses for committee projects being at an all-time high. This could only be accomplished by running a very efficient budgeting process. Smith-Bucklin, the association's management firm in Chicago and Washington, does an excellent job of maximizing our revenues and instituting financial controls that allow the association to run at full throttle without fear of running around.

by GENE WINSTEAD, chairman

SHARPER FOCUS IN WASHINGTON

AMOA Government Relations Committee



Gene Winstead

The government relations program is split into three activities: monitoring, public relations, and lobbying. The program set up two years ago put the general committee administration and ongoing communication under the monitoring description. This includes all the coordination of the committee and subcommittee activity, such as progress reports, discussion conference calls and carrying out of activities. The Government Relations Subcommittees and their chairs are: Jukebox Administration Subcommittee (Jerry Derrick, Chairman); Dollar Coin Subcommittee (Don Hesch, Chairman); Parallel Issue Subcommittee (Bill Beckham, Chairman); Video Content Subcommittee (Frank Seninsky; Chairman); Telecommunications Subcommittee (Craig Johnson, Chairman).

Monitoring activities includes the regular tracking of federal issues both through the legislative/regulatory processes and the media debates. The issues covered are those issues such as video content, tobacco vending, music/jukebox licensing, industry trends and general small business issues such as OSHA, taxation, telecommunications and the effects of the election. Once each month this information is sifted into one page that is faxed to the entire membership. We also monitor issues that have become national trends, such as Indian gaming, legal gaming and youth violence.

Over the past year, we have begun creating a resource clearing house. This was spurred by the number of requests received. The collection will include background information, studies, position papers (pro and con), similar or affiliated industries' positions, legislative language and sample correspondence. It will then be available to AMOA members or the state associations upon request.

Public relations describes many of our activities, beginning with the written word. Communication is a goal of this committee. The internal communication, conducting subcommittee/committee business, and updates to the board and membership has kept everyone up to speed on the issues and activities of the subcommittees. The external communication creates our image and sometimes "good will" to trade affiliates, private industry contacts, government contacts and the general public. This is all geared to support the specific needs of our membership — providing information to make decisions. AMOA also participates in related issue conferences and organizations to promote external "good will." AMOA hosted a reception during the spring and fall conferences of Northern American Gaming Regulators Association (NAGRA). AMOA sponsors a booth (with games on free play) during the annual trade show for the National Conference of State Legislatures (NCSL). The July conference was held in Milwaukee, Wis.

Our participation in the Entertainment Ratings Board Industry Advisory Panel, which is focused on the consumer video games rating system, continues to show our good faith efforts. Participation in these conferences supports our "goodwill"efforts to create a positive public image. AMOA is working hard in all arenas to continuously build and enhance our industry's positive image.

The joint Washington Conference held in May has components of all the various aspects of Government Relations. The reception was a complete success again this year. The games were provided by Steve Koenigsberg of State Sales and Service and showcased the industry. The joint charity contribution of $25,000 to the "Make a Wish" foundation, plus over 40 VIPs in attendance, made it a successful public relations event. The conferences' timing coincided with the Congressional budget process. This made dollar coins a hot topic for real discussion during the Congressional appointments. This year at Randy Chilton's request, Senator Dole (R-KS, Majority Leader) was the opening speaker. The remaining sessions and speakers armed the AMOA attendees for the appointments. Both the Legislative Conference Planning Committee and the Dollar Coin Com-



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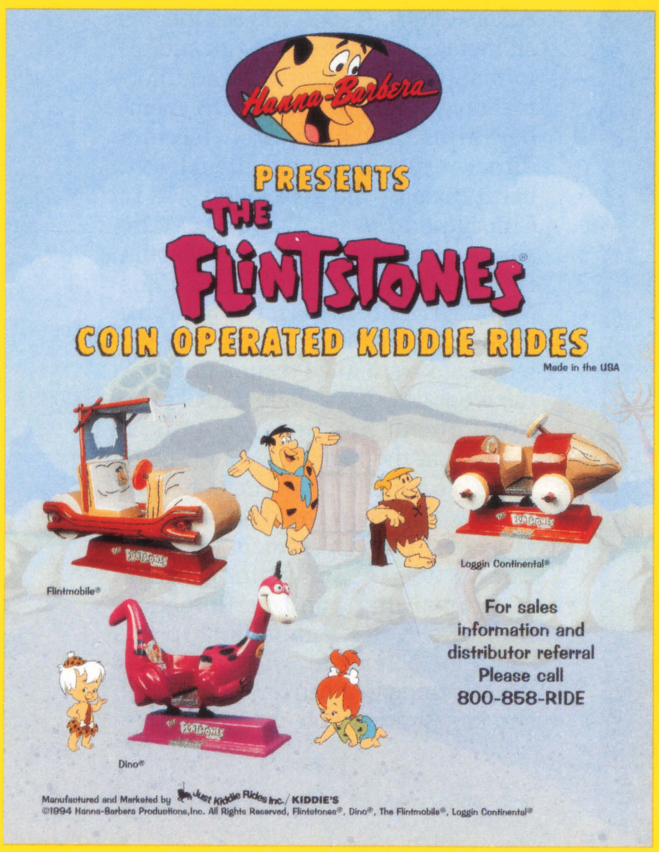

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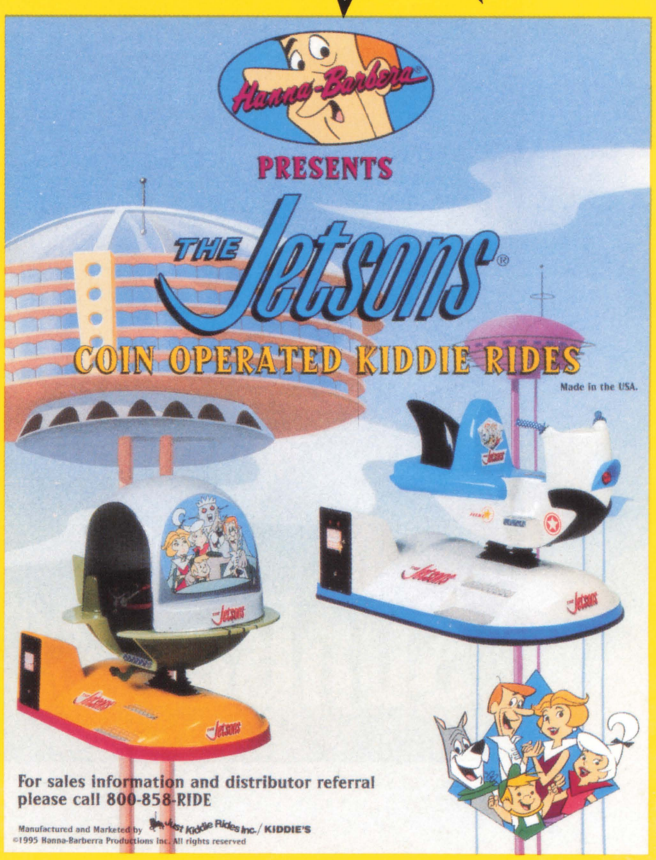

mittee should be applauded for the overall success of the conference.

Our direct lobbying increased due to the change in the 104th Congress, specifically our efforts on the dollar coin. Our activities have included meetings with key decision makers in the new leadership and follow-up with staff. AMOA is working closely with the Coin Coalition to help coordinate information and our message. The Coin Coalition is made up of industry trade associations, non-profit organizations and businesses interested in the implementation of the dollar coin. This coordinating role has included administrative support, participation in writing of testimony, scheduling meetings and distribution of other time critical information. Examples of AMOA's role as an information clearing house are: setting up and coordinating group appointments for members of the coalition both in Washington, D.C. and in the home districts of House Banking Committee members, coordinating a phone campaign to the staff of members on the subcommittee, and offering help in preparation of questions for their respective bosses (questions and opening statements were prepared for several members).

AMOA's own grassroots campaign included several targeted broadcast faxes to the association membership requesting action. The first asked AMOA members to write to their member of Congress and included a sample letter. Another fax encouraged our membership to meet with members of Congress at home in their districts. Another fax encouraged our membership to meet with members of Congress at home in their districts. Another fax was geared to a phone campaign. Each of these is targeted to a specific result. For example, the first was to the entire membership seeking broad co-sponsorship; while others were more specific, seeking committee action or individual responses.

All of these activities are coordinated through our Washington Public Affairs Office. As you can see there is an incredible amount of work and information to be handled. The information flowing to the AMOA membership from the committee is a direct result of the excellent work being done by the association staff in Chicago and Washington D.C. The efforts are directed out of Washington D.C. by Laura Olson, Public Affairs Manager, and her assistant, John Feeney. The entire staff, and particularly Laura, are to be commended for the work they have done to make the Government Relations Committee perform at the highest level of membership service and information since AMOA has been involved in such programs. The Government Relations Committee is always looking for additional input and participation from the AMOA membership because the actions in Washington are the one thing that can have the fastest and largest impact on our industry. ◆

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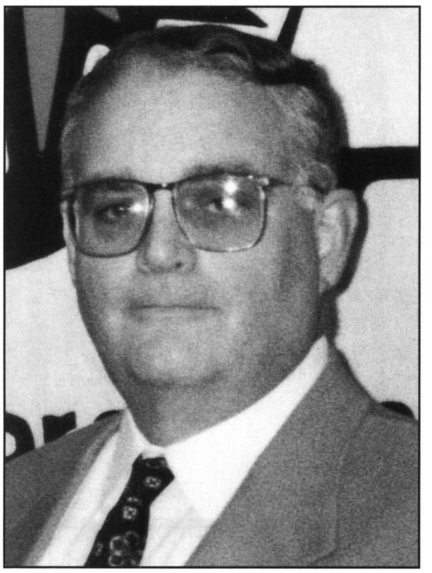
by BILL TREGER, chairman

YOUR STATE-HOUSE WATCH-DOGS

State Associations Committee Meets Local Legislators



Bill Treger

When *RePlay* asked me to write the summary of the work of the State Associations Committee during the past year, I came to the realization that the work of this committee has expanded. Let me explain.

The initial mission of the State Associations Committee was to keep the states informed, help them where possible and bring the executives and/or officers of the various states together once or twice annually. Now, we still perform this role, as well as attend the two annual meetings of the North American Gaming Regulators Assn. (NAGRA) and the annual convention of the National Conference of State Legislators (NCSL).

Why do we attend these meetings? The answer is simple: to address our industry's concerns either prior to legislation being passed, or before regulators tell us how to conduct our business. As a former gaming regulator myself, I know that I always tried to get the industry's input before drafting regulations which could hurt the industry. AMOA has been very well received by NAGRA, which has led to state agencies now contacting Gene Winstead, Laura Olson or myself before making rash decisions. At these meetings we host a reception (complete with a jukebox playing) and really get to express our concerns.

At this year's NCSL, held in July in Milwaukee, we had a booth with games for the legislators and their children to play. In addition, with the help of WAMO, we set up a free arcade in the children's recreation area. All of this is good for our image; however, both the legislators and AMOA members learn from each other about our issues. In 1996, the NCSL will take place in St. Louis.

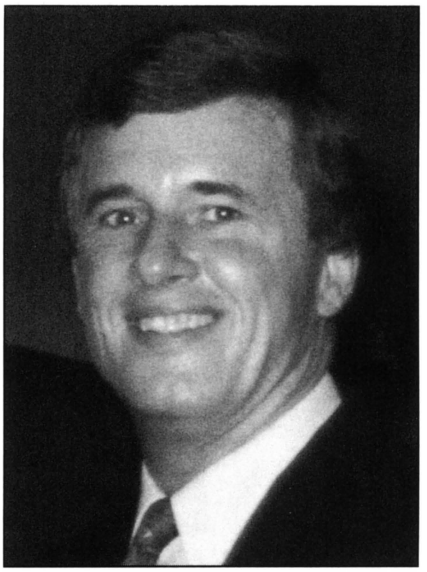
These functions are new activities of the State Associations Committee. We still have our traditional State Associations Luncheon at Expo (Thursday, Sept. 21, New Orleans) and our Council of Affiliated States meeting in February. The 1995 meeting was held in Orlando, Fla., where we visited the Kid's Village (a charity-run resort for ill children and their families). We also had presentations on cigarette issues, video lottery, redemption games, tax issues and pull tabs.

I would like to thank the people with whom I work most closely: AMOA's Kim Rundle, Laura Olson and Ralph Ceraldi. Without them, this would have been a tougher year, instead of the fun experience that it was.

by JIM HAYES, chairman

MUSIC IN THE SPOTLIGHT

Jukebox Promo Committee pursues marketing opportunities



Jim Hayes

Increasing coin drop for AMOA member jukebox owner/operators has, from day one, been one of two goals of AMOA's Jukebox Promotion Committee. The other has been increased consumer visibility for the jukebox.

The two are intertwined because, the logic goes, visibility equals awareness which in turn increases coin drop. However, if you put 20 people in a room you will most likely get 20 differing opinions on approaches to increasing jukebox coin drop and visibility. To outsiders, I might add that determining the *right approach* is not always so easily defined.

If all this sounds a tad philosophical, try being on AMOA's Jukebox Promotion Committee. We've chosen a few doors in our mission to promote and market the jukebox. The end results — we continue to hope — will lead to increased jukebox profitability for owner/operators as well as increased sales for manufacturers, one-stops and other industry suppliers. This said, I'd like to briefly recap our activities during the past year. No one can accuse us of not at least trying different avenues to achieve our goals.

National Jukebox Month (November). In 1994 and 1995, the committee has and is making a concerted effort to get the jukebox industry (that's us! — owner/operators, one-stops, compilation houses and manufacturers) to promote NJBM to their customers, their local media and to the general public. We need to build momentum at the grassroots level so we have encouraged these industry segments to market NJBM in their own backyards.

For one-stops, we ask that they run special, themed promotions. For owner/operators, we advise contacting their local media to suggest stories as well as remind their customers (i.e., locations and their customers) in assorted marketing and promotion-oriented ways.

Promotion/Advertising/Marketing Agencies. We continue to contact key decision makers in these areas with our information kit encouraging them to think about using jukeboxes in promotions, advertising and marketing programs. This is a very broad-based strategy. This year we focused on decision-makers responsible for developing programs for the vast — and we do mean vast — POP (point-of-purchase) market that you see in millions of retail and commercial outlets but often take for granted. This ranges from end-aisle displays at supermarkets to the rack of breath mints at the drugstore counter. They not only serve as promotional billboards for the actual "brand," but are usually themed around a concept, idea or hook. Why not a jukebox?

We also continue to pursue corporate tie-ins of which the above market (or retailers) would definitely apply (think Budweiser, Pepsi, Kellogs or Wal-Mart).

National Magazines. We are talking to national consumer magazines that would appeal to listeners of country or alternative (i.e., college/youth) music to conduct jukebox-themed promotions both within and outside their pages.

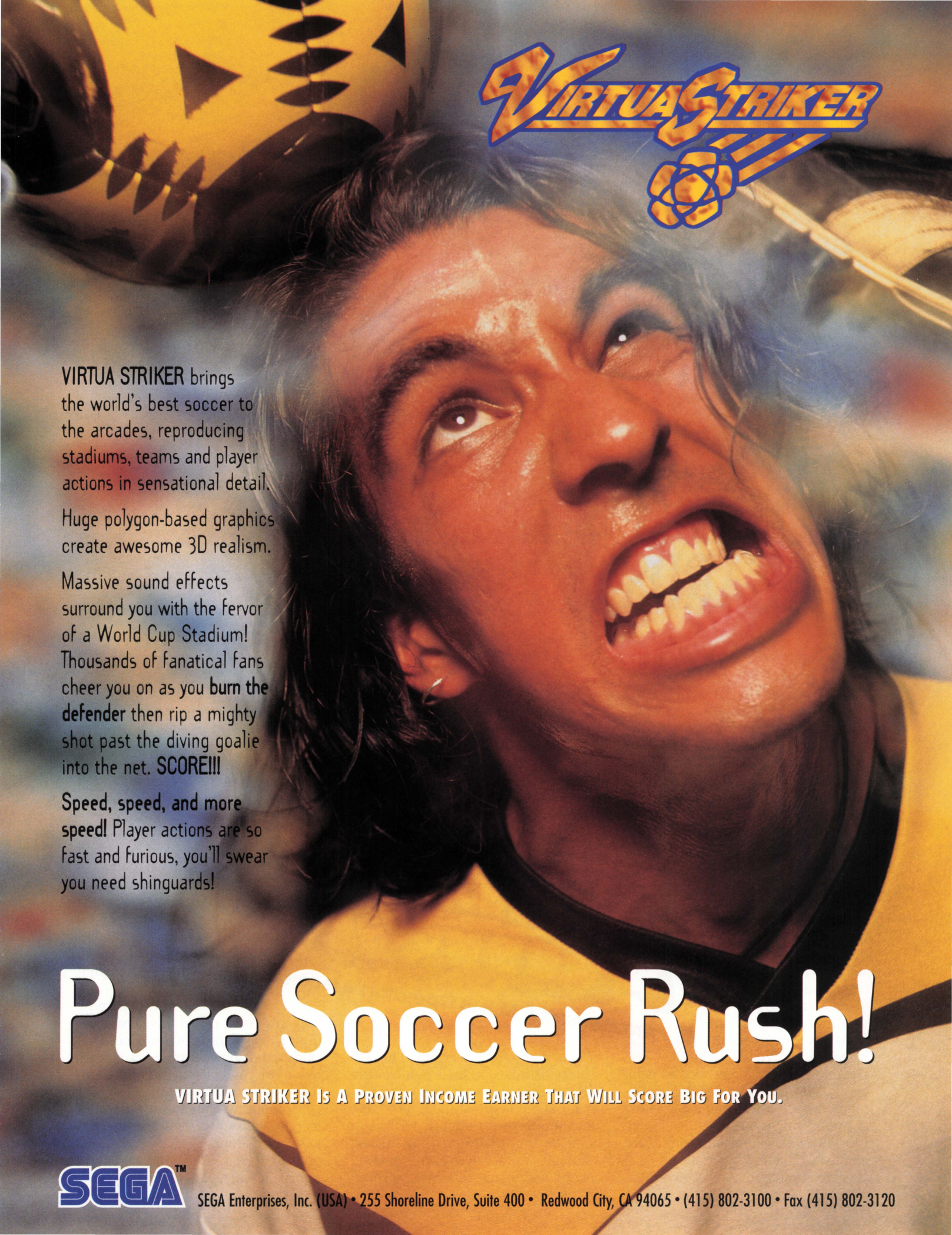
Again, it's visibility for music on jukeboxes that could involve promotion of specific recording artists (and their record labels). Along with jukebox visibility in these publications, there's also the possibility for promotional tie-ins at the local level. Corporate involvement and partnerships are two further promotion/ marketing opportunities that could possibly result from our efforts in this area.

Radio. Another marketing avenue we are pursuing is with radio consultants serving the country, alternative/college and oldies markets to develop jukebox-themed promotions with possible CD and location tie-ins at the local level. Or at the very least, jukebox visibility over the airwaves.

Media. We continue to be a major source of information for consumer media — from *The New York Times* and other newspapers, magazines, TV and radio stations to *Billboard* magazine — when they are doing stories on jukeboxes.

In fact, after seven years of promoting the jukebox in assorted ways, the committee's reputation is so widespread that we are called *the* resource for anyone researching jukeboxes. Our name is out there!

We continue to contact music and entertainment editors/writers at key media on AMOA's annual Jukebox Award nominees, Jukebox Award winners and National Jukebox Month. In 1996, we plan to update our Jukebox Top 40 Singles of All Time — another major source of publicity for the jukebox.



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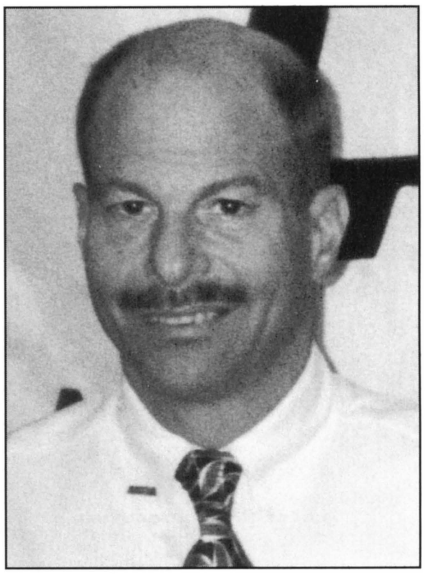
by TONY PARINA, chairman

FROM PAY-PHONES TO DEBIT CARDS

Vending Development Committee



Tony Parina

Since my communique last year, the Vending Development Committee with the help of nine other intelligent people, came to the agreement that more areas of vending should be explored. Our membership has expanded its horizons and therefore its business. At our successful committee meeting last March, we discussed and forwarded to other committees our concerns about new various entries and whether they want VDC to proceed. Some of these areas are niche vending, payphones and family entertainment interaction. We also discussed new technology such as debit cards, call-up or downloading equipment, which are not just for video games, but also music. These thoughts were expressed to our board and the technology committee.

The committee decided membership wasn't using the hot line therefore it was eliminated. We continue to monitor, through Laura Olson in Washington, D.C., all tobacco issues (that is, both federal and state). Obviously the Federal Drug Administration stating that nicotine is a drug (i.e. cocaine, crystal, etc.) has all tobacco vendors concerned. The Tobacco Institute and their numbers are working constantly to erase this stigma. Calling Laura at (202) 857-1100, and requesting updates, will keep you better informed. VDC does, through Laura, have an information packet addressing all areas of tobacco vending.

Furthermore, the study done in Dallas, Texas 10 months ago was so flattering (100% compliance on cigarette lock-outs and age restrictions) that your committee recommended to the board that a maximum of four new cities be tested. The membership will be kept informed. My proudest comment I have to report to you, my fellow members, is that last year and this year we are under our modest budget and I plan to keep to that principle.

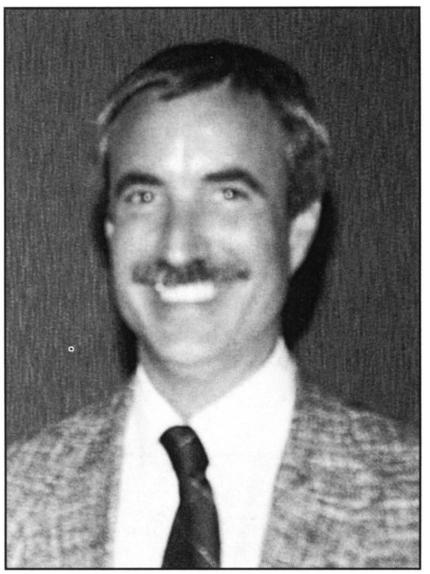
So now you know why last year I called this committee the "King of the Kitchen Cabinet". During the show, explore all phases, be a tourist and take in the great seminars, various types and styles of equipment available and when the feet are sore put on your finest and join your fellow members at the banquet Friday night featuring Tanya Tucker. It will be lots of fun. Enjoy.

AMOA
Amusement & Music Operators Association

by BILL BECKHAM, chairman

WELCOMING OUR GLOBAL GUESTS

International Attendee Task Force



Bill Beckham

The international attendee task force is a relatively new committee of AMOA set up in 1994 at the request of President Tami Norberg-Paulsen in order to better accommodate our growing number of international visitors. Tami felt that because of other pressing matters in the last several years, AMOA had neglected to properly address the concerns of the growing international contingency to our show, and that the best way to correct this was to form a committee to focus on this area. The board felt that because I at least had a limited knowledge of the international market and of the other international expositions, that I would be a good choice to head the committee.

We got started a little late last year, but were able to do a number of things to accommodate our international guests. First of all we had special ribbons made that were put on the name badges that identified them as international guests. Secondly, we initiated an international lounge, complete with an interpreter, that served complimentary coffee, soft drinks and munchies, as well as several international newspapers, all in an effort to make their visit to our show more enjoyable. There were several couches and tables set up to provide an informal atmosphere for international discussions. Thirdly, we stationed one of our committee members next to the international registration area to assist with any problems. In addition, we held an international V.I.P. luncheon to formally welcome some of our international guests. Finally, at this luncheon our president at the time, R.A. Green, announced that to emphasize our sincere commitment to encourage and welcome our international guests, the AMOA had adopted the policy in the future of waiving the registration fees for our international guests who registered in advance.

This year we have had more time to plan and have done several things to make our convention more enjoyable and productive for our international guests. And that's exactly how AMOA looks at the international visitors to our exhibition — as guests in our country. This committee feels that it is not only our primary goal and our duty, but also our obligation, to do whatever we possibly can to ensure that our guests not only enjoy the exhibition, but also enjoy all phases of their visit to the United States of America.

We will continue to do what worked well last year: the international lounge with an interpreter, an international luncheon and assistance in on-site registration. In addition, some of the signage will be in several languages, notably the welcome sign. Our expo booklet will have a welcoming message from our president translated into other languages. There will be signs that say where and when the next international exhibitions will be. We have initiated an advanced registration process for our international guests to make it easier for them to register, as well as initiated a system with our exhibitors to allow them time to register their international customers in advance — and again this is at no charge. Also, we are attempting to put together a welcome package that would explain things about the convention and host city in more detail, and would include a brief questionnaire that would ask our guests what we could change or do better to make their visit more enjoyable. We have also put several ads in foreign trade journals to promote the exhibition and the new way of registration.

We have contacted several overseas travel agents and made them familiar with our show in order that they can better assist their customers. We hope to expand this list of travel agents and will work with them next year to help them book "group travel" from certain countries to our convention, thus expanding our exposure and lowering the show cost to our international guests.

Finally, our board has voted, based in part on comments from our international guests, to continue to move our exposition around the

United States. Although our international guests come to the United States primarily for the show, they do enjoy seeing different parts of the country. And as exciting as Tokyo, London, and Las Vegas might be, our international guests have indicated they do get old after awhile, and they would prefer various sites. Therefore, we have made the decision to accommodate their wishes. We intend to send a follow-up letter to each of our international guests this year to solicit their comments and suggestions for the 1996 international expo in Dallas.

The new committee is really a great group of guys and ladies who are really excited about what we can do. Already for '96 we are talking about a larger luncheon, a day trip for international visitors, maybe a seminar primarily for our international guests aimed at international areas of concern, possibly an international speaker, and a lot of other good ideas.

Perhaps AMOA was slow to address this issue, but they have jumped in with both feet; and it only makes sense. Our show was the first and is the largest show in the United States. We have the biggest single market for coin-operated product in the world. We feel by starting to take the proper steps to encourage and welcome the international guest, we can make them feel more comfortable about doing business in our country. Many of the international people in our business have been importing and exporting around the world for years but they have hesitated to enter the U.S. market because of our size. We feel by encouraging them to visit our show and look at our market, we can ease their entry into our market and possibly enlist them in the following years to exhibit at our show. This variety of exhibitors will further enhance the international image of our show and at the same time open up new product opportunities for our members. We think it's a win-win situation and we welcome any feedback from anyone in our industry, either domestic or international, that would help us accomplish our goals. ◆



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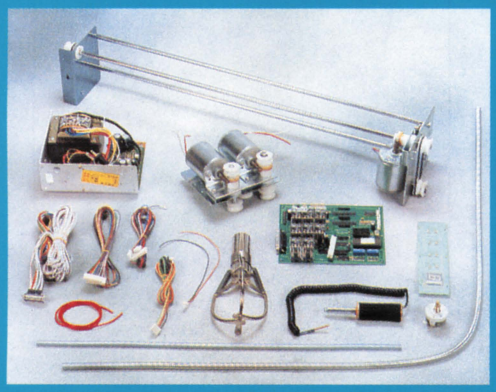

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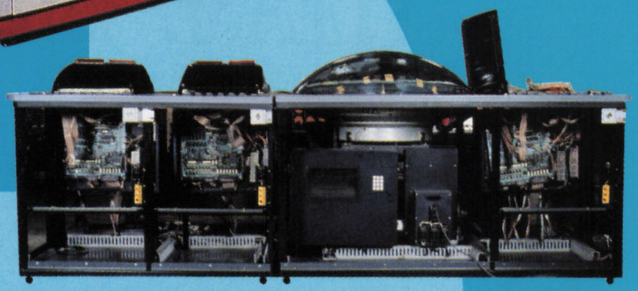

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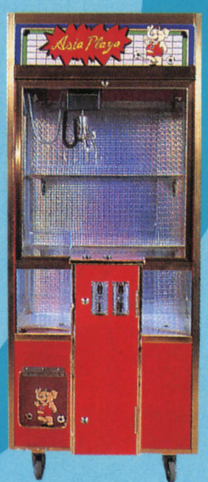

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Legal Gaming Committee



Chris Warren

The primary focus of AMOA's Legal Gaming Committee is to provide all AMOA members with accurate information on the legal gaming industry across the country. One major, vital objective is to communicate with all those who are directly or indirectly involved in legal gaming through AMOA's membership. Key issues and developments are reported in "Video Gaming Guidepost" (VGG), the association's monthly newsletter on legal gaming and the lottery industry. It is faxed or mailed out to every member of AMOA (800 to 1200 copies a month). Members have a chance to learn what other parts of the country are doing as legal gaming spreads across the nation. The Committee is careful, though, to make sure those facts and numbers are not misinterpreted. Information is gathered from the local jurisdictions at the city and state levels, and from trade publications and people directly involved in the industry. This data can then be disseminated to those that should be aware of pertinent facts regarding the industry, such as industry regulators, policymakers, law enforcement officials or anyone that the operator thinks appropriate.

Attending national conferences concerning legal gaming is also a priority for committee members. The last such meeting was the NAGRA Conference (North American Gaming Regulators Association) which was held in May 1995. Committee members and other AMOA representatives were thus able to get first-hand facts and information directly from the industry's regulators on the current state of the industry and to get a glimpse of future trends. Attending such conferences gives the committee members vital face-to-face contact with key people associated with the industry.

Again this committee provides information only, through the committee itself and the AMOA staff in Chicago, for members.

As for future goals, the committee will continue to publish the "VGG" for its members including the latest developments within this fast-growing industry. Speakers will be provided upon request to explain AMOA's view of legal gaming. Also, committee members will continue to reach out to those states interested in operator-run legal gaming, regulators and policymakers to expand on the operator's perspective of the industry. The committee will meet again in New Orleans at AMOA Expo '95 in September.

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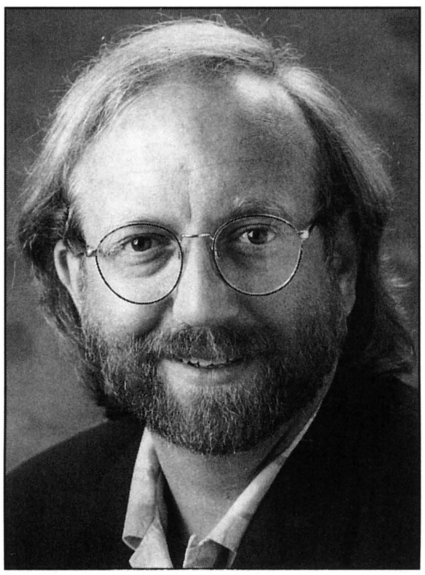
by LEE WESSON, chairman

PEARLS & GEMS, FREE

AMOA Education Committee



Lee Wesson

"All of these educational seminars are free? You've got to be joking!" That's right, this year's AMOA Expo is offering pearls of wisdom and gems of information, free. AMOA and our committee hope this unprecedented educational opportunity is the best reason to bring yourself and many of your company representatives to the Expo in New Orleans.

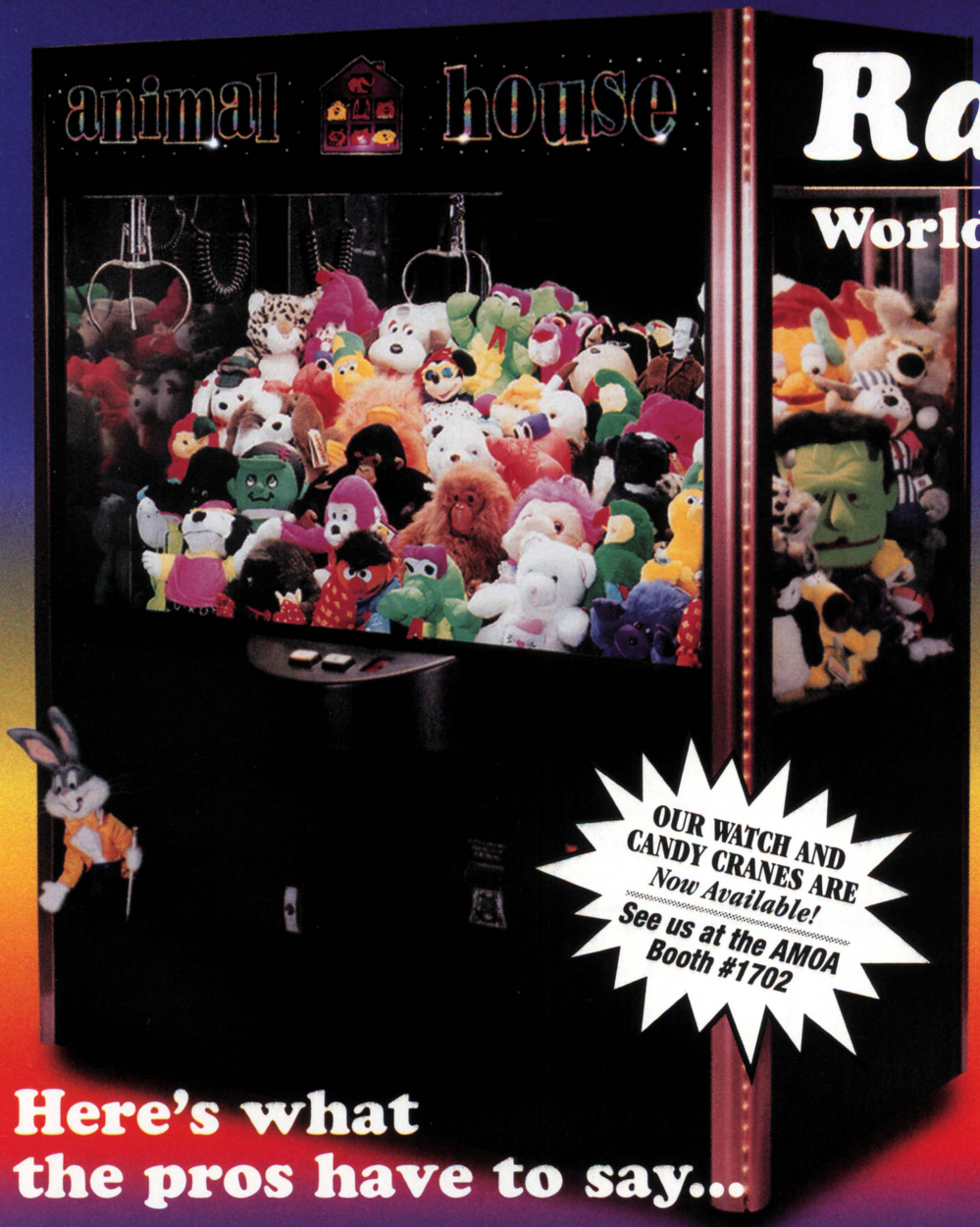
Our committee spent hours researching and obtaining information in an effort to obtain the specific topics in which the membership was interested. To accomplish this task, we used last year's seminar speaker evaluation forms, canvassed the State Associations meeting in Orlando, asked for ideas from the Education Committee members and invited the general board to give suggestions. With this input, the committee was able to arrive at a list of very exciting topics. The schedule was divided into four groups: management, marketing, technology and the "Mega FEC" market.

Under management, the committee responded to your request to increase the number of "Career Track" type seminars. Our schedule includes four half-day Career Track seminars, the "best" employee productivity seminar - "The Game of Work", and Dr. Hunter in business law. "Pool, Darts & Beyond" educates each operator not only in the pool and dart format for running leagues, but also on how to use those successful promotions to enhance table soccer, driving game and pinball earnings. This category concludes with two operator roundtable presentations. The first is for operators who operate approximately 250 to 500 pieces of equipment. The second is for operators operating over 500 pieces. I believe this could be the most important seminar any street operator could attend. Every facet of operating your business will be openly discussed.

The marketing titles include: "How to Work With the Media" and "How to Increase Your Visibility With Elected Officials and Government Relations" seminars. The technology track offers the seminars: "Put a PC In your Business" (route management and FEC management), "Jukebox Technology", and NANI, "AMOA's National Amusement Network," will give you their 90 day test results. Jim Trucano is hosting "How to use Windows & the Internet in your office." Debit card use in our industry is also a topic.

The "Mega FEC market" is examined top to bottom. We are hosting seminar programs that let the traditional operator find ways to do business with this huge market. The committee also focused on giving you a seminar that explains every aspect of "How to Open Your Own FEC." Seminars start Thursday, 10:30 AM, with a bus trip to New Orlean's Celebration Station. The owners and management team were very kind to disrupt their operation and host 100 or so people running around asking questions. Friday's FEC program includes: "FEC Business Plan Development & Location Selection", and "FEC Selection & Site Set Up". Steve Hix, president of the International Go-Kart Assn. will host six hours of inside and outside attraction speakers and seminars that describe how to properly operate lazer tag, kiddie rides, go-karts, miniature golf, batting cages, bumper boats and bumper cars. Saturday's FEC track includes:"FEC Daily Operating Procedures", and "Budgeting & Equipment Options For A High Tech FEC". This seminar's participants are the nation's leading companies, whose representatives will explore options available to you in the fields they represent. Frank Seninsky and Randy White close the program with their very successful interpretation on "How To Do Business With An FEC".

AMOA Education Committee includes Terry Davis, Richard Holley, Jimmy LaCost, Mike Leonard, Tony Parina, Jim Reed, Anthony Storino, Bill Treger and myself. We hope you enjoy our efforts!



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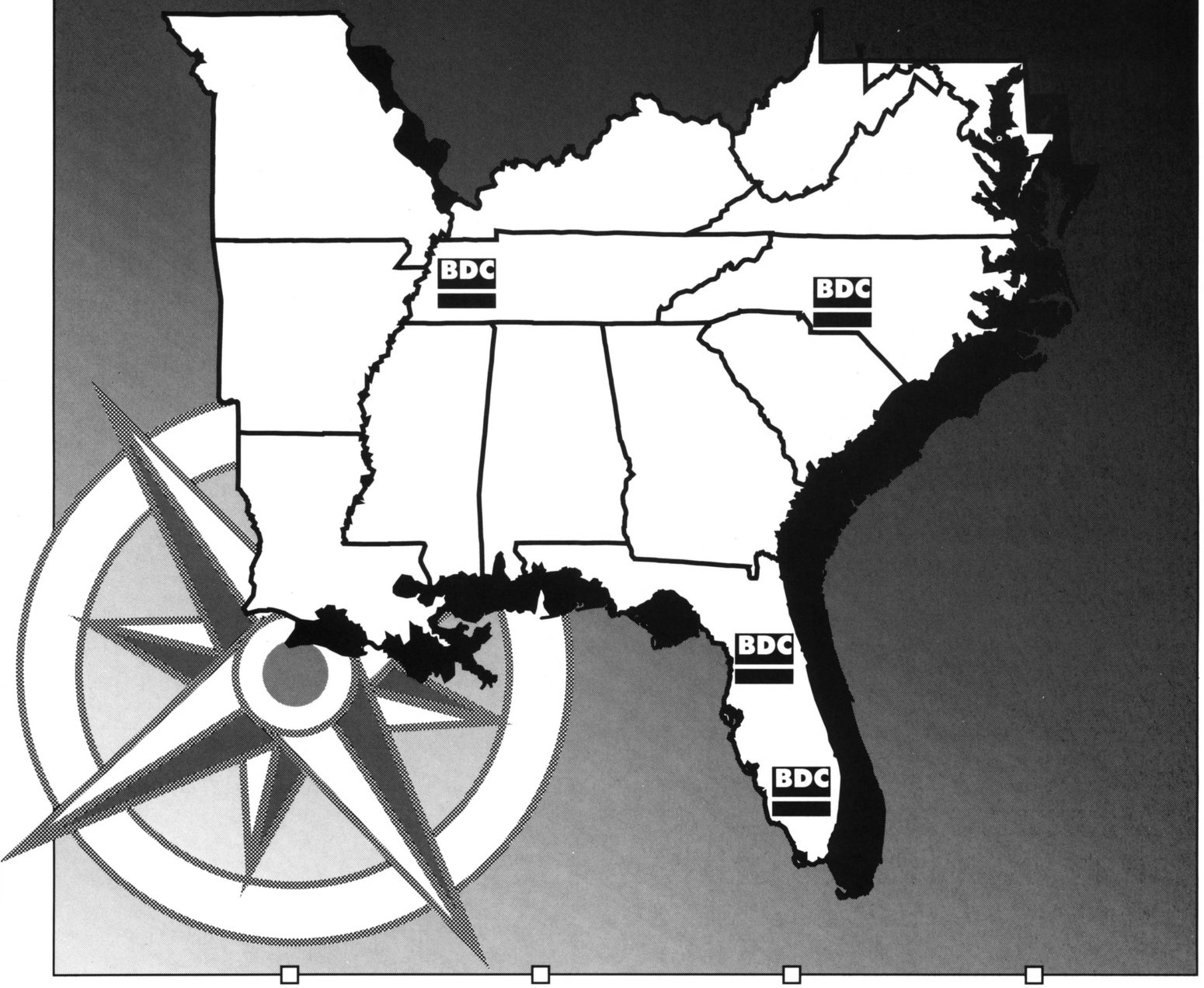

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COVER STORY



THE WRIGHT STUFF

Williams/Bally-Midway: massive upgrades and expansion of tools, talent, plant & products

WMS vice president Ken Fedesna is an ardent fan of famed American architect Frank Lloyd Wright. So when Williams/Bally-Midway began planning its huge new manufacturing facility, Ken made sure Wright's design studio was part of the project. The resulting 186,000 sq. ft. factory — bright, beautiful and brilliantly functional — clearly bears the Wright imprint. Located in Waukeegan, some 45 minutes north of Chicago, the new site has been fully operational since July 24, achieving breakthrough levels of productivity, efficiency and quality in component assembly.

Even beyond that achievement, the new WMS plant symbolizes a profound transformation that's now taking place inside and outside of this leading game maker. Execs at Williams/Bally-Midway say they're "building a new foundation" for coin-op excellence. Bricks and mortar of this new foundation include new tools, new plant, new talent, new product lines and new teamwork strategies...not to mention several layers of new technology and new

At top, this new WMS manufacturing facility is located 45 minutes north of Chicago and covers 186,000 sq. ft. If the design reminds you of Frank Lloyd Wright, that's deliberate.

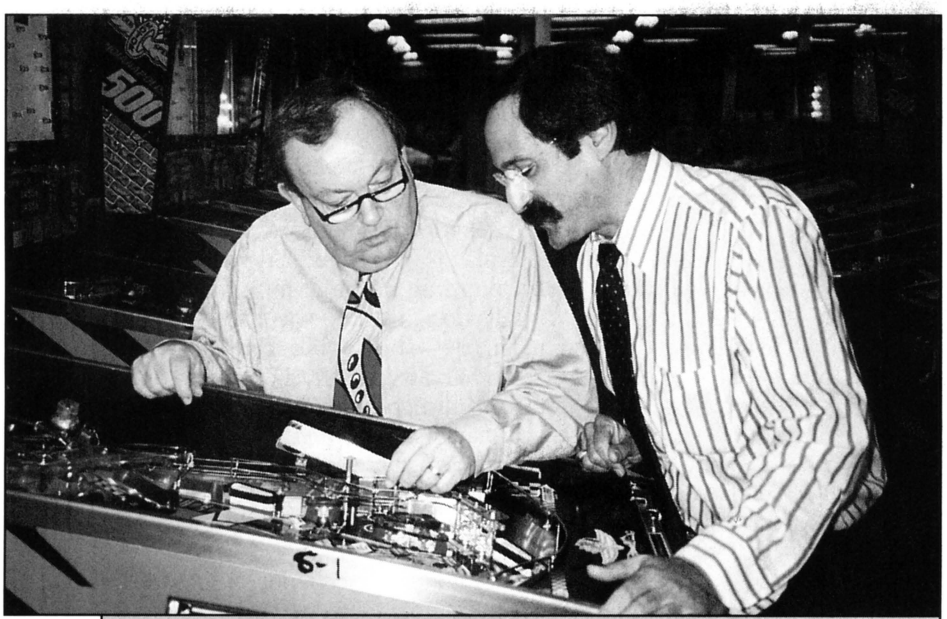


Paul Morton and Rick Martine in offices overlooking the factory floor of the new Waukeegan plant which makes pinball subassemblies and video kits.

marketing approaches. It's a top-to-bottom overhaul...and WMS vows the outcome will produce games with breakthrough levels of excitement and earnings power.

Evidence of this massive overhaul is everywhere. In the expanded pinball design offices, there are gleaming new CAD-CAM computers. In the new video design building, there's a new motion-capture studio for the ultimate in realistic video graphics. There's a new redemption and novelty division. In a theater near you, there's "Mortal Kombat," the first Hollywood movie based on a WMS vidgame hit. And coming soon to a location near you, is that promised update chip for *Mortal Kombat 3.* In all, WMS is working overtime and investing tens of millions to make sure it's got the "Wright Stuff" for success in a fast-changing market.

"Our engineers are market-savvy," declared Ken Fedesna. "They understand what players want to play, and what operators and distributors need. Some sectors of today's market are suffering, and we fully accept our responsibility as manufacturers to create games that attract players. We're very committed to video and plan to do more and more. In pinball we are committed to creating even better, more appealing games. We have added a new line of redemption and novelty pieces, announced a merger with slot machine maker Bally Mfg. Co., and acquired our own home video development and marketing arm. It's all part of our continuing diversification plan to make sure WMS and its game designers have the tools they need, to do the job."



Joe Dillon and Roger Sharpe check playfield details of *Indianapolis 500,* the new Bally pinball, on the production line in the old Chicago factory.

Here's a brief rundown of recent expansions and upgrades at WMS Mfg.:

▲ The 1995 video design staff is 25% bigger than last year, and is housed in a newly-leased 40,000 sq. ft. facility across the street from Williams' old California Ave. factory. This same building also contains three new video studios (motion capture, digitalization, and video promotion).

▲ WMS's new San Diego, Calif. subsidiary (the former TradeWest outfit) has been more than tripled in size to 27,000 sq. ft. and is now developing its first coin-op video for the Midway label.

▲ WMS will manufacture video countertops with a "Ripley's Believe It or Not" licensed theme. This is happening in Marty Glazman's new division, called FunHouse Games, which is gearing up an extensive line of products including redemption and novelties. A *Wheel of Fortune* rolldown, a revamped *Addams Family* pachinko-style unit, a licensed novelty called *Bozo Buckets 2,* and several other "name brand" products (as well as more traditional shuffle alleys, etc.) are on the way. FunHouse alone will debut seven titles at this month's AMOA Expo.

▲ The much-expanded pinball engineering department now comprises eight full project design teams, using CAD-CAM computers for state-of-the-art design. Pat Lawlor, Steve Ritchie and Larry DeMar have been installed as a "triumvirate" atop the organization chart, helping with creative brainstorming through each phase of conception and development of each pinball title.

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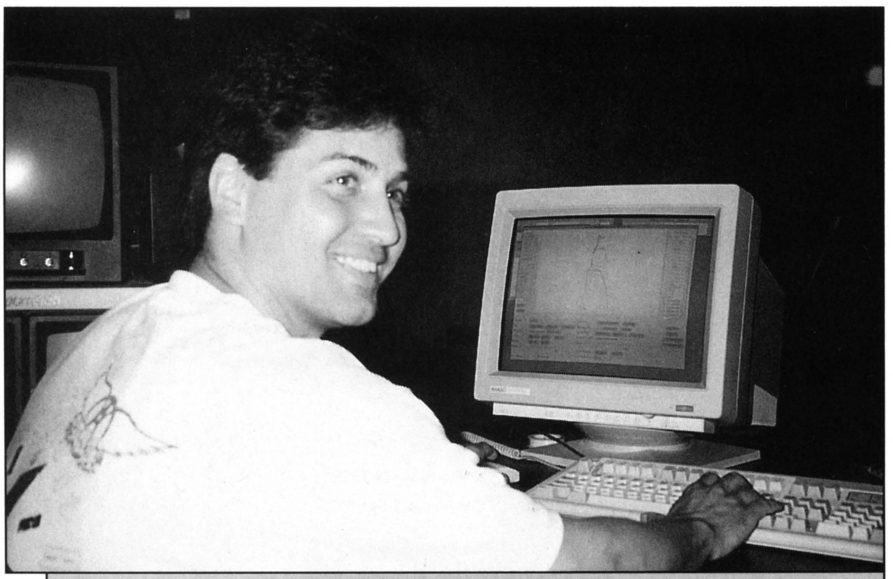
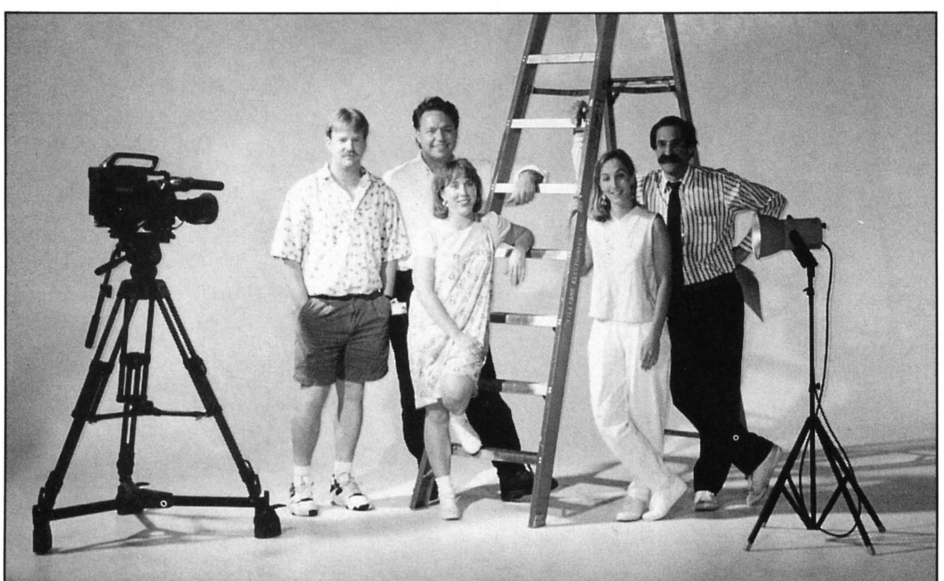


In WMS's new motion capture studio, Jim Gentile shows how video cameras capture live actors and feed their movements into computers, resulting in the animated 3D stick figure seen faintly onscreen here. That figure later becomes a vidgame character.

▲ A new six-person marketing and promotion team under Jim Greene is producing five to seven minute videotape cassette promos for each and every new WMS game. These go to distributors, media outlets, and trade shows.

▲ "Mortal Kombat," the movie from New Line Cinema, appeared in theaters nationwide starting Aug. 18. Starring Christopher Lambert, it functions as a multi-million dollar advertisement for the home video release of *MK3*. The film, home game, TV and print ads, and a traveling "Mortal Kombat" road show also provide unprecedented hype for the street and arcade release of an update chip for *MK3*. Operators will be able to buy the chip starting at AMOA Expo; it ships Oct. 1. Roger Sharpe, the director of licensing, remains the factory's vital conduit to licensed "brand names" like movie studios, major professional sports organizations. He also dreams up marketing and ad campaigns, handles the press, and more.



The promotion and marketing team in the video promo studio. From left: Andy Lyck, Jim Greene, Christa Woss, JoAnn Faux and Roger Sharpe.

▲ The new Waukeegan plant fabricates and assembles pinball components (cables, PCBs, coils and backboxes) plus video kits. Enthusiastic "hands-on" management is provided by manufacturing VP Don Hassler, manufacturing director Paul Morton, and quality czar Dan Gelarde. The plant's expert labor force uses state-of-the-art, computerized machinery; computerized barcodes for component ordering/tracking; and "Just In Time" manufacturing supply techniques. Some additional WMS functions will probably move one day from their existing Chicago and Gurnee sites up to Waukeegan. The enormous new building has plenty of room for more assembly lines and departments — also, the 36-acre grounds could accommodate two more structures of this size!

▲ Sales & marketing VP Joe Dillon, sales director Rachel Davies, and sales pros Lenore Sayers and Mark Chan remain committed to a "TLC" relationship with distributors and operators. "New technology will not change the traditional market chain," Joe declares. "We will always need distributors for the service, support and communications channel they provide to us and to the operators. Sure, today's market is becoming more complex. It requires a creative vision of where to go...and that means even more dedicated effort is required to make that vision happen in the real world. Distributors and operators are indispensable members of our team as we compete to stay one step ahead of so many other forms of entertainment."

Adds Rachel: "It's not a question of selling product, but of asking questions, listening hard, and learning your customer's business. I probably spend two weeks out of every month on the road, but I love it because it means working closely with our distributors, living through their daily routine with them, and learning to see things through their eyes. Their challenges are our challenges, and their success is our success."

▲ There's more...more than we could possibly fit into this single article (more, in fact, than WMS is ready to talk about publicly just yet). And, oh yes, there are some exciting new videos and pinballs hitting the market, too! For information about them, please see the following stories. ▶

THE BEST OF THE WREST

Midway's 'WWF Wrestlemania' is tons of fun, mixing proven elements with the new & different



Talk about going out on a limb! "We decided to walk the fine line of a game where you whack on the buttons and have cool moves happen for the young audience, combined with swirls and complex moves for the older fighting game fan," says Mark Turmell, project leader for Midway's new game *WWF Wrestlemania*. "Our game includes exaggerated fantasy and comedy action, and the now-typical hidden characters, secret moves and other ploys which have proved so successful in the fighting genre. But at same time, *Wrestlemania* has got a whole new feel from what's typically been done in a fighting game."

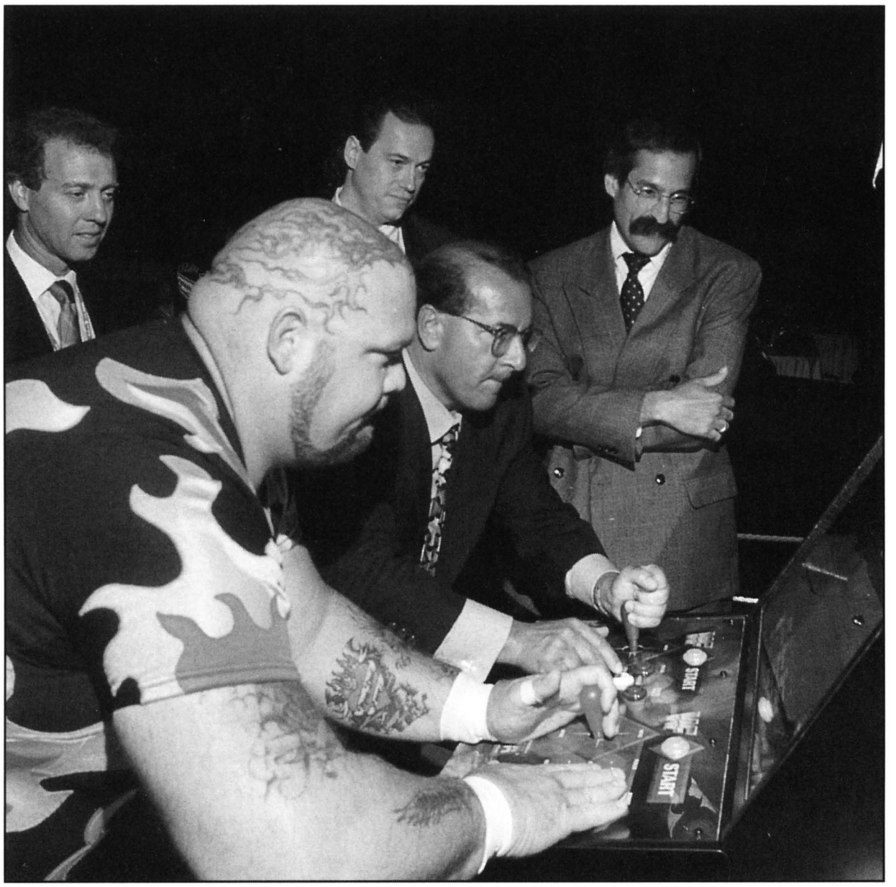


Featuring nine real-life stars of the professional wrestling world, the game began shipping with a few dedicated units in August; kits are now available. Midway, the coin-op vidgame arm of Williams/Bally-Midway, says 85% of the nation's TV wrestling fans are also game players. And, the corny but compelling sport has achieved global market penetration (10 million weekly viewers in the USA alone). This all translates into a built-in paying audience for the video game, so Midway licensed the property from the World Wrestling Federation, a stellar attraction in the world of pay-per-view and record-breaking live events.

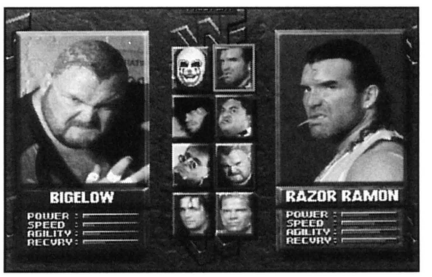
Lead artist/game designer Sal DiVita worked hand-in-bicep with the professional wrestlers, doing pile-driver moves and falls on the mat in the factory's new digitalization studio. With fewer backgrounds and characters, the game had "room" to devote more computer memory to smooth and fluid character motion (still, it resulted in the biggest software package Midway's ever had in a game...they had to take some programming out to make it all fit!).

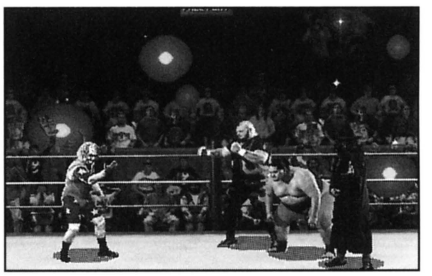
The result: game graphics bear a striking resemblance to watching a WWF match on TV, at least until Doink the Clown suddenly grows a hand 10 times lifesize and begins slapping his opponent with it. Or until Bam Bam Bigelow ignites fire and flames in the air with his trademark head-butting moves. Other

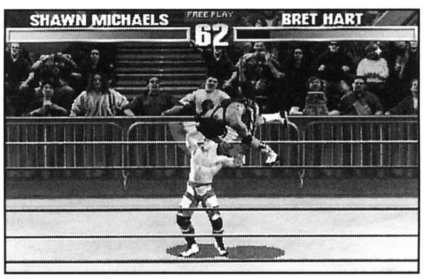
Above, the *Wrestlemania* design team. From left: lead artist Sal DiVita, code author Jason Skiles, artist Josh Tsui, hardware guy & programmer Mike Lynch, special effects chief Eugene Geer, sound man & combo move programmer Jake Simpson. Not pictured, project leader Mark Tremel & engineer Jamie Rivett



Betson Enterprises prexy Joe Cirillo in hot competition with WWF Wrestlemania star Bam Bam Bigelow during the July 15 distributor preview of the game in Chicago.







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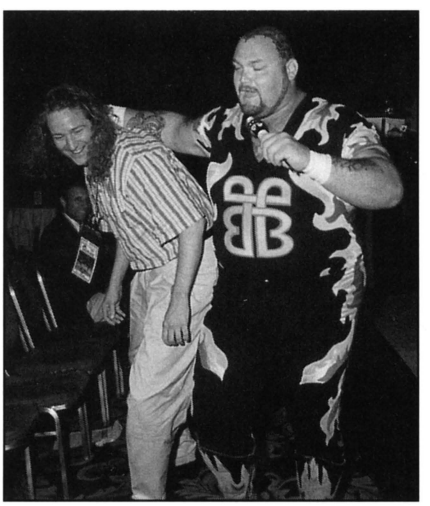

Bam Bam Bigelow manhandles vidgame project leader Mark Turmell at the preview.

characters include The Executioner, Yokozuna, Bret "Hit Man" Hart, the Undertaker, Razor Ramon, Lex Luger and Shawn Michaels, all portrayed with their real-life specialty moves, holds and antics. One feature players will love: racking up enough power on the "combo meter" allows players to execute an almost endless string of combined special moves for a shattering climax.

The "off the beaten track" strategy paid off, says Mark Turmell. "On test we're getting the traditional fighting game player, as well as a different kind of player who has never played fighting games before. Over and over, we've been told 'I never really played fighting games before, but I like this one.' We believe we're expanding the player base and that *WWF Wrestlemania* will be a very steady earner for a long, long time to come. In addition, some of our test locations are telling us the game is placing second in weekly earnings — exceeded only by a sitdown driving simulator — and that it's all new money, not cash taken from other fighting games."

To help ensure long "legs" on location, Midway's designers programmed four modes into the unit: intercontinental championship, WWF championship, Wrestlemania and Wrestlemania Challenge. Fun extra touches include voice tracks featuring play-by-play commentary by real-life WWF ringside announcers Vince MacMahon and Jerry "The King" Lawler. ▶

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OPERATION BOOTSTRAP

flipper game designers at Williams/Bally-Midway are on a mission to transcend yesterday's hits and create new pinball sensations

Williams/Bally-Midway is truly flattered that *Addams Family* remains still high on the charts and has been nominated for AMOA's "best pinball" award for the third year in a row. But now they would really, really like to come up with flipper games so compelling, so exciting, so blockbuster-profitable, that they knock *Addams* (and every other used flipper game on the market) right into the dustbin.

And, they appear to be well on the way. Two current titles, *Indianapolis 500* and *Jackbot,* are "wilder to play, but easier to build"...and relatively more affordable to buy. The flipper team is hoping these and other titles will help rebuild an admitted sluggish pinball market. In a sense, pinball designers have almost become victims of their own past success: players are still out there slinging the silver ball, and older games are still earning quite well — with the result that new games are not selling terribly well.

To kick pinball sales into a higher dimension, the designers know they need to kick the entire pinball playing experience into a higher dimension. To that end, WMS has reorganized, expanded and upgraded the entire department. They began by installing design veterans Larry DeMar, Pat Lawlor and Steve Ritchie as a guiding team which reviews and comments on all flipper projects in development. Next, WMS expanded its design staff, training new recruits in the art, until the staff is big enough to handle eight or nine projects in development at once. And, they tossed out the old "pencil & paper" drafting board method of pinball design, in favor of sophisticated computer design tools. Beyond that, there





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The *Indianapolis 500* design team included Craig Sylla, Dennis Nordman, Mike Boon and Mark Weyna.



The *Jackbot* design team included Jim Patla, John Hey, Larry DeMar and Louis Koziarz.

are some interesting "experiments" going on in back rooms of the design department... results to be unveiled later!

"We reorganized our design team to bring creative people directly into the engineering processes a year ago," said Larry. "The reorganization reflects a commitment to ensure that we move our pinball design process into the 1990s with modern tools like AutoCad," added Pat. "We want to design games which are creative, yet reasonable and cost-effective to manufacture and continuously profitable for the operator." And Steve said, "We do it by general consensus, with everyone getting the full benefit of everyone else's knowledge. It's a good way to operate."

Results of all this are on view in your authorized WMS distributor's showroom. *Jackbot* is the second sequel to 1987's hit *Pinbot* (the first sequel was 1991's popular *The Machine: Bride of Pinbot).* Combining two classic characters, the robot and his bride, this game combines wild casino action with a very human sci-fi theme. *Jackbot* is stuffed full of tricks and novelties, not just four gambling-type games (dice, keno, slots and poker) but also "cheating" sequences, "double or nothing" taunts, and "casino run" which is a superheated, multidimensional, beat-the-clock gaming sequence that must be experienced to be believed. Don't assume female players are put off by the sci-fi theme, either; female flipper fans like the "bride" character and remember the original game with fondness (male and very feminine female vocals on the soundtrack don't hurt).

Indianapolis 500 offers the appeal of a world-renowned licensed theme in the long-proven "driving pinball" genre which traces its modern roots back to the 1986 hit *High Speed.* The new title also combines the best of classic pinball design (a clean, open playfield that anybody can understand and shoot on) with the best of contemporary design and technology (ramps, advanced dot matrix animation sequences, 12 different game modes, and sophisticated 3D action models). Gameplay gives you the thrill of competing against real life racing legends, with progressive goals of qualifying for the big race, moving up in field position, and completing the 200 laps of the Indy race. Real ABC announcers Paul Page and Bobby Unser do the play-by-play. Lit-up targets with four quadrants keep track of how many times they are hit; a new Turbo Lock Unit holds pinballs inside, then increases RPMs to release them for multiball action.

"We're trying to keep moving towards the future in pinball," Pat Lawlor said. "Management has made a big, expensive commitment to giving us the tools to do the job." Larry DeMar and Steve Ritchie agree: "We're all designing the very best games we can," they said. "It comes down to what works for the operator. These days when we design games we're very, very aware of that."

▶

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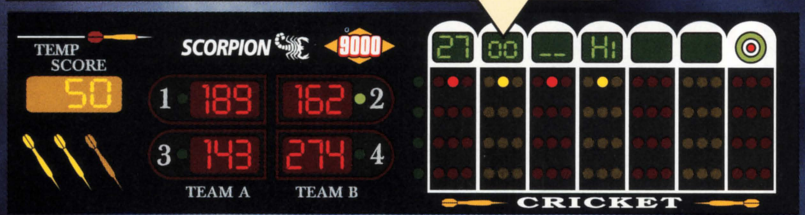

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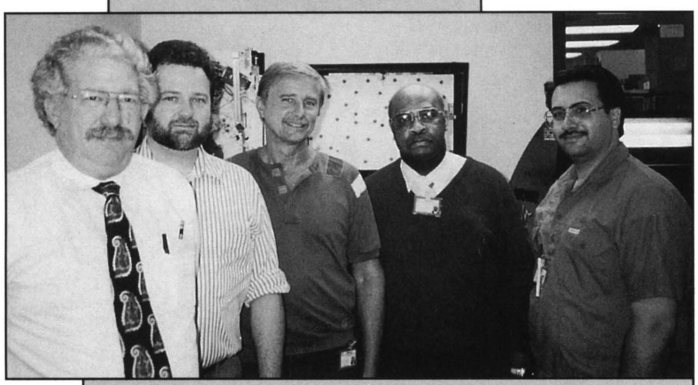
THE 100% TEAM

WMS's parts supply & service department has just one simple goal: perfection

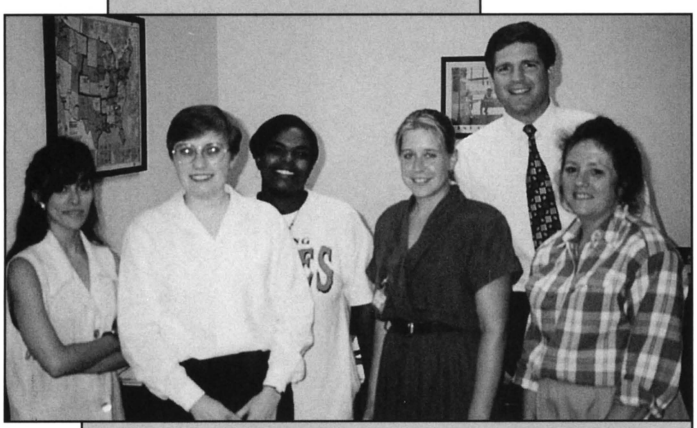
"There are no 'attaboys' in this business...but then, maybe there shouldn't be," mused Williams/Bally-Midway customer service director Jim Weinrauch. "The customer expects perfection and after all, doesn't he deserve it?" At WMS Mfg., the service and parts department is really a $5 million "company within a company." It has its own staff of 49, its own building, its own computer information system, and its own fabrication department (when the factory runs out of gumball props for the *Addams Family* pinball playfield, the service dept.'s in-house assembly line can whip up a few).

For years, aided by exacting quality-control measures and standards, plus an ingenious barcode system of inventory reporting and parts delivery, the department has proudly maintained a near-perfect record of 97% accuracy rate in their stockroom. Lately, the percentage may have slipped a bit...to say, 95%. "It's not much of a drop, but when people are used to having the bar at that greater height, any change has an impact," Jim explained. "We've experienced some problems in recent times from complex new technologies like the hard drive in *Killer Instinct,* as well as surface mount chips, multilayer boards, etc. which require new switching power supplies. As with the original introduction of electronics to pinball years ago, many operators and distributors cannot do these repairs themselves at first so they rely on us. Doing advance replacement of parts leaves substantial inventory of new boards at the end of each product's run. We're working hard to resolve all this and feel we've got some of the bugs out now."

Leading distributors are installing new service equipment in their shops to deal with all the hi-tech, so the problems are also abating somewhat on that end. And, helping in this effort is service chief Tom Cahill. This low-key, dedicated professional is setting up a series of seminars and service schools around the USA to bring operators and distributors up to speed on new technology. "You'll be seeing us around, I promise," Tom smiled.



The field service team. From left, director Tom Cahill, Greg McKay, Jim Kline, Curtis Wiggins and Steve Trybula.



WMS customer service chief Jim Weinrauch, at right, with his parts sales reps. From left: Eileen Dejesus, Jennifer Luhmann, Artis McNeal, Cindy Soderstrom & Denise Desmond.



Parts sales mgr. Lucy Varela at left with the customer service group: Debbi LaRocco, Laura Jewell & Reina Hernandez.

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Let the Fun Shine In!

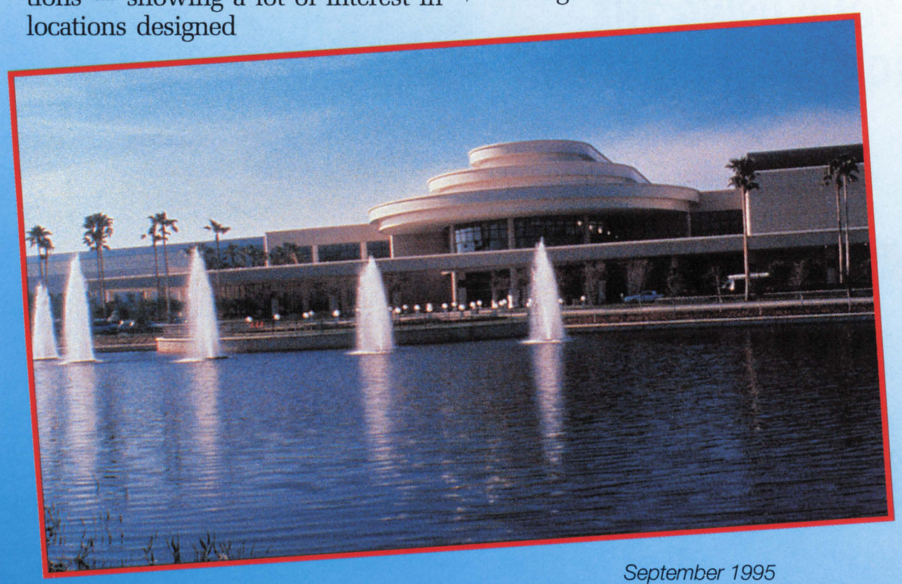
Welcome to Fun Expo '95 in Orlando, where family entertainment never looked so bright!

Family-oriented entertainment. It's one of the amusement industry's hottest buzzwords, and continues to fuel the growth of fun centers and other related businesses across the country. With more than a few folks — from traditional route operators to multinational corporations — showing a lot of interest in locations designed to attract the entire family, it should come as no surprise that one of the industry's fastest-growing trade shows is also the one with the focus on this dynamic and diverse marketplace.



Fun Expo '95 (The International Family Fun Center & Miniature Golf Show) moves into the Orange Country Convention Center in Orlando, Fla., Oct. 8-10, with a full offering of products and services aimed at making the business of family entertainment more profitable, manageable and efficient. More than 350 companies are expected to fill over 900 booths with the newest in video and redemption, modular soft play, interactive sports games, miniature golf, kiddie rides and carousels, go-karts and bumper rides, simulators, VR and laser games, as well as food services, party supplies, fun center designs, insurance and much more.

"Since our first show in Atlanta in 1989," said Fun Expo show manager Bailey Beeken, "we've tried to create an annual buying show where own-



Metropolitan Orlando has over 42 golf courses (upper photo) offering scenic views, meticulous fairways and difficult bunkers making each course a challenge. At left, the Orange County Convention/Civic Center, site of the fifth annual Fun Expo, Oct. 8-10. It's located in southwest Orlando in the Plaza International. *Photos courtesy of the Orlando/Orange County Convention & Visitors Bureau.*

ers and operators can find everything a family entertainment center needs in one place. Whether you're in skating rinks, bowling centers, driving ranges, batting cages, fairs, shopping centers, community parks and recreation departments, museums, resorts and hotels, family restaurants or any other family recreation business, this is your show."

SEE IT ALL

The exhibit will open its doors on Sunday, Oct. 8, from 12:15 to 6:00PM. On Monday, Oct. 9, the floor opens from 11:00AM to 6:00PM; Tuesday show hours run from 11:00AM to 3:00PM. Organizers are expecting twice as many coin-op and redemption games at Fun Expo '95, including the latest products from Capcom, CCI, Data East and Lazer-Tron. The high-tech pieces will make their return, with systems displayed by Ascension Products, InVideo, McFadden and Wave Loch, among others. Everything from kiddie ride to large trailer-mounted amusements will sharing the floor with parts and software makers, food/beverage suppliers, costume and decorative designers, and other services.



Aside from the exhibition, Fun Expo has been steadily gaining a reputation for hosting some of most practical and comprehensive line-up of seminars found anywhere. This year's multi-tiered seminar program includes over 50 educational sessions for all levels of experience, from veterans to those just starting out. Overall, the program has been expanded and there's even a full day of seminars, luncheons and activities (Saturday, Oct. 7) taking place before the trade show. Look for more in-depth sessions covering management and strategic planning, employee and customer issues, food and beverage operation, as well as Randy Fromm's Tech School. Newcomers to the industry are encouraged to check out the slate of development sessions on FECs, mini-golf, go-karts and more.

The show's sponsors, the International Family Entertainment Center Assn., will hold their 2nd Annual Achievement Award Reception on Monday, Oct. 9. The reception is open to IFECA members only and presents awards in a variety of categories to both operators and suppliers (to receive an application, call the IFECA at 914/993-9297). Other highlights include the Silent Auction (located outside the exhibit hall), where showgoers can make bids on donated prizes and help fund future industry research. Fun Expo also offers industry luncheons, spouse programs and a night of food, fun and music at

★★★

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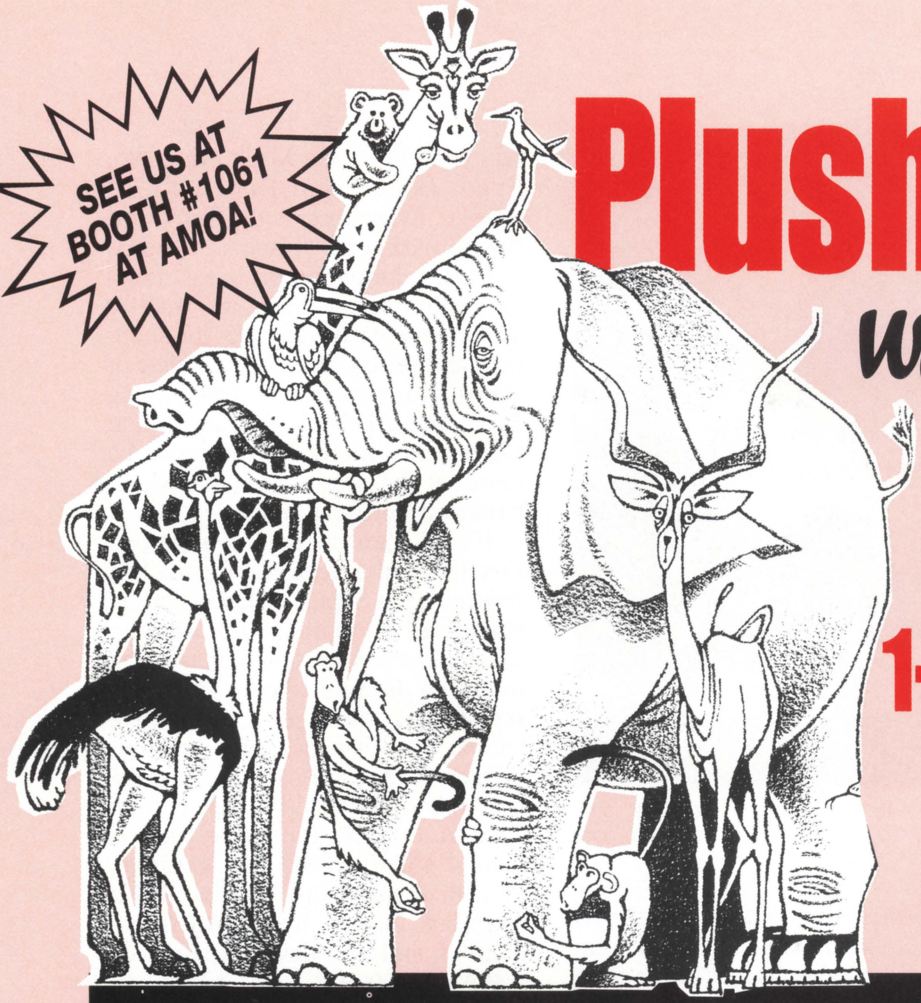

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.75¢ (5"-9")	54.00	108.00
.80¢ (5"-10")	57.60	115.20
.85¢ (5"-11")	61.20	122.40
.90¢ (5"-12")	64.80	129.60
1.00 (6"-12")	72.00	144.00
1.15 (6"-13")	82.80	165.60
1.25 (7"-14")	90.00	180.00
1.50 (7"-14")	108.00	216.00
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Above, the Mercado Mediterranean Shopping Village (at 8445 International Dr.) features some 50 shops, as well as themed restaurants, food outlets and the official visitor info center. *Photo courtesy of the Orlando/Orange County Convention & Visitors Bureau.*

Disney's Pleasure Island. For information on cost and other arrangements, contact show management at 914/993-9200.

WELCOME TO ORLANDO

Getting to Fun Expo should be extremely easy. The Orlando International Airport is a major hub served by a number of national and international airlines, and direct flights from over 100 cities are available. The show's travel bureau has arranged special rates at seven nearby hotels, and has also negotiated low air fares and car rental rates. To make travel arrangements, call 800/947-7358 or fax 312/329-9513.

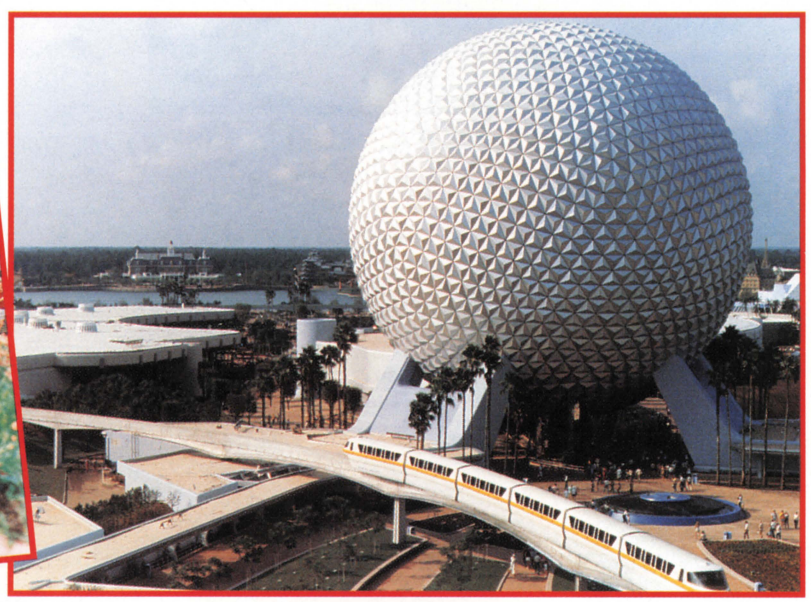
When it comes to family fun, Orlando might well be the world capital. The Convention Center is a only couple of miles up the road from world-famous Walt Disney World, which includes the Magic Kingdom, Epcot Center and Disney-MGM Studios. Even closer is the Sea World theme park and Universal Studios Florida. Information on these attraction, plus many more, are readily available at each hotel. As for shopping and dining, there are a variety of shops and restaurants located along International Drive in the Convention Center area, many of which can be found at the nearby Mercado Mediterranean Village complex.

If you plan on paying a visit to Fun Expo, the deadline for mail-in registration is Sept. 22. Badges for the show will be mailed to those who register before this date. If you didn't make the deadline, there's an on-site registration desk; after being processed attendees can pick up their badges at the will-call desk. Registration hours are: Friday, Oct. 6, from 2:00 to 4:00PM; Saturday, Oct. 7, from 7:45AM to 5:00PM; Sunday, Oct. 8, from 7:45AM to 5:00PM; Monday, Oct. 9, from 7:45AM to 5:00PM; and Tuesday, Oct. 10, from 7:45AM to 2:00PM.

For registration forms and more information, contact Fun Expo at 914/993-9200 or fax 914-993-9210; e-mail address is funexpo@aol. See ya there!

Below left, colorful flowerbeds surround Cinderella's castle at the Walt Disney World Resort. Below, the landmark of Epcot Center – Spaceship Earth – stands 17 stories tall at the enterance to Future World. *Photos courtesy and copyright of The Walt Disney Company (1991).*





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Fun Expo '95 Schedule of Events

SATURDAY, OCTOBER 7

8:30 - 10:30AM
Educational Seminar: FEC Development for Long Term Success, Part I

8:30 - 10:30AM
Educational Seminar: Do it Yourself Market Research

10:30AM - Noon
Educational Seminar: FEC Development for Long Term Success, Part II

10:30AM - Noon
Educational Seminar: Creative Sponsorships — Tap Your Local Market for Great Joint Promotions

12:15 - 1:30PM
Developer's Luncheon

1:30 - 3:00PM
Development Breakout Session I: Children's Entertainment Centers — Products and Programs that "Edutain"

1:30 - 3:00PM
Educational Seminar: Fun Food 101 — Food Service Strategies from Soup to Nuts

1:30 - 3:00PM
Educational Seminar: Safety Management — Focus on Soft Modular Play & Crisis Management I

3:30 - 5:00PM
Educational Seminar: Alternative Financing — Giving Investors What They Want

3:30 - 5:00PM
Development Breakout Session II: Placement & Pricing that Maximize Attraction Profits

3:30 - 5:00PM
Educational Seminar: Safety Management — Focus on Soft Modular Play & Crisis Management II

SUNDAY, OCTOBER 8

8:30 - 10:00AM
Educational Seminar: Make Food Service a Profitable Attraction for Parties & Other Group Biz

8:30 - 10:00AM
Go-Kart Repair Certification Course A

10:30AM - Noon
Educational Seminar: Develop Miniature Golf into a Giant Success

10:30AM - Noon
Educational Seminar: Two Years and Beyond — When the Honeymoon's Over

10:30AM - Noon
Educational Seminar: Train & Motivate Your Employees to Give Great Customer Service

10:30AM - Noon
Go-Kart Repair Certification Course B

12:15 - 6:00PM
Exhibit Hall Open

1:30 - 3:00PM
Educational Seminar: Successful Go-Kart Development I

1:30 - 3:00PM
Educational Seminar: The Printed Word — Brochures, Ads, Flyers and Coupons that Produce Results

1:30 - 3:00PM
Randy Fromm's Tech School: Video Game and Pinball Troubleshooting

1:30 - 3:00PM
Marketing Roundtables: Focus on Group Sales

3:30 - 5:00PM
Roundtables: Employee Policies

3:30 - 5:00PM
High Tech Forum: Focus on Laser Tag Programming

3:30 - 5:00PM
Randy Fromm's Tech School: Understanding and Repairing Ticket Dispensers

3:30 - 5:00PM
Educational Seminar: Successful Go-Kart Development II

6:30 - 10:00PM
Optional Social Event: Pleasure Island

MONDAY, OCTOBER 9

8:30 - 10:00AM
Educational Sem.: Redemption for Rookies

8:30 - 10:00AM
Visitor Itinerary Programming (VIP): Give Customers What They Want

8:30 - 10:00AM
Educational Seminar: Amusement Party Rental I — Family Fun to Go!

10:30AM - Noon
Educational Seminar: Being a Great General Manager

10:30AM - Noon
Educational Seminar: Developing Your Marketing Plan

SILENT AUCTION RETURNS TO FUN EXPO

The IFECA will hold its second annual Silent Auction during Fun Expo '95 in Orlando. The Auction, chaired again this year by Gary Warner of Coin Concepts, Inc., will raise funds to support the industry research program IFECA began last year. Last year's auction raised more than $23,000.

"I was really pleased by the support we got last year," Gary said. "Industry suppliers recognized the opportunity to both support this industry and gain additional attention for themselves at Fun Expo. We were extremely gratified by last year's success and expect it to be even better this year."

1994 contributions included: games, plush, consulting services, travel packages, kiddie rides, publication subscriptions, redemption merchandise, sports memorabilia and other unique items. "We encourage people to let their imagination soar," Gary explained. "The variety of items adds to the fun."

Gary is assisted this year by Sondra Doyle of Oriental Trading Co., Lori Treankler of Bay Tek, and Karen Gitler of Discovery Zone. "The four of us are determined that this year's Auction will top last year's," he added.

For information on the Silent Auction, contact Gary Warner at 908/390-9009.

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10:30AM - Noon
Educational Seminar: The New Themed Entertainment Destinations — LBE, UED and AEC

10:30AM - Noon
Educational Seminar: New Opportunities for Operators — Beyond Video into the 21st Century

10:30AM - Noon
Educational Seminar: Amusement Party Rental II

11:00AM - 6:00PM
Exhibit Hall Open

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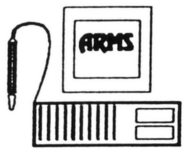



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12:15 - 1:30PM
Luncheon for Facilities Under 10,000 Square Feet

1:30 - 3:00PM
Educational Seminar: From Alternative Golf Facility to Family Sports Complex

1:30 - 3:00PM
Educational Seminar: Real Estate Lease Negotiations for FEC Development

1:30 - 3:00PM
Roundtables: FEC Strategies for Bowling Centers

1:30 - 3:00PM
Educational Seminar: The Future of the Amusement Rental Business I

1:30 - 3:00PM
Randy Fromm's Tech School: Redemption Game Troubleshooting I

3:30 - 5:00PM
Educational Seminar: Business Plans & Budgets - Your Financial Blueprint for Success

3:30 - 5:00PM
Educational Seminar: The Future of the Amusement Rental Business II

3:30 - 5:00M
Randy Fromm's Tech School: Redemption Game Troubleshooting II

6:00 - 7:30PM
IFECA Awards Reception (members only)

TUESDAY, OCTOBER 10

8:30 - 10:00AM
Educational Seminar: Redemption as Retail Profit Center — Playing to Win!

8:30 - 10:00AM
Educational Seminar: Party Marketing — Getting the Competitive Edge with Parents

8:30 - 10:00AM
Educational Seminar: Identifying the Best Location for Your FEC — Is Fun Feasible Here?

10:30AM - Noon
Roller Skating Assn. Family Entertainment Forum & Meeting

10:30AM - Noon
Educational Seminar: Fight for Your Insurance Rights — Affordable Liability and Workers' Comp

11:00AM - 3:00PM
Exhibit Hall Open

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LARGE L.E.D. SCORE DISPLAY

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SPIDER STOMPIN' features 3 difficulty levels and 2 different types of score displays (numeric and pictured), so even very young children can play. Ticket payout is completely adjustable, and the game is durable enough to withstand the thousands of feet that are sure to stomp on it every week!

DIMENSIONS
57" DEEP 41" WIDE 66" TALL

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Helping to Meet the Challenges

FUN EXPO'S HAS UPDATED AND EXPANDED ITS MUCH-PRAISED SEMINAR PROGRAM TO TAKE ON THE MOST IMPORTANT ISSUES FACING THE FAMILY ENTERTAINMENT BIZ

"Survival of the Funnest" is the theme for this year's Fun Expo info-fest. And to help fun center owners and operators keep up with the ongoing evolution of the family amusement industry, the annual trade show will again feature a comprehensive, multi-tier seminar program with over 50 education sessions designed for both newcomers and veterans. There are suggested seminars for everyone from fun center developers to managers of existing FECs to operators seeking out new ways to become further involved in this fast-growing amusement sector.

SATURDAY, OCT. 7

8:30AM - Noon
FEC Development for Long Term Success

The definition of a family entertainment center continues to evolve, but the basics of successful development remain constant. In this session, experienced developers and members of their planning teams will discuss the following topics as they relate to FEC and CEC development: feasibility and demographic checklists; assembling your team; designing a thematically integrated center; and considerations before purchasing an existing FEC business. Speakers: Dave Powell, Jumpin Jax Entertainment; William L. Haralson, William L. Haralson & Assoc.; George Tattersall, Mystic Carousel & Fun Center; Benjamin R. Jones, Recreation & Entertainment Counsultants, Inc.; and Jeff Roloff, J.W. Roloff & Assoc.

8:30 - 10:00AM
Do it Yourself Market Research

People walk in and out of your fun center every day, but what motivates them to return? By collecting essential information — name & address, length of stay, favorite attraction, how they heard about you, and dollars spent per visit — you have the tools to stimulate greater spending in your facility. Learn how others have collected data and profited from knowing the preferences of their customers. Speakers: David Parish, Innovative Computer Systems; Marc Shade, Frappeurs Sports Center; and Mickey England, England & Assoc.

10:30AM - Noon
Creative Sponsorships: Tap Your Local Market for Great Joint Promotions

As community-based businesses that promote healthy interactions between people, fun centers are finding more and more successful joint promotion opportunities with other businesses, educational and fraternal organizations in their local areas. In this seminar, you will learn how to identify a potential sponsor and present a mutually beneficial plan with realistic goals for everyone. Speakers: Brian Murtha, Magic Mountain Family Fun Center; Kari Yli-Renko, Gym Jam; and Deborah Torries, House of Wheels/ Skatezone.

12:15 - 1:30PM
Developers' Luncheon

This luncheon is designed for those planning to open a family or children's entertainment facility. Suppliers and consultants will be available to answer questions in a convenient and casual roundtable format. Wander, gather, ask questions and enjoy lunch while meeting your peers from around the globe. Planned table topics include feasibility studies, using a game operator, local government, high tech, and more. *Cost is $25 per person.*

1:30 - 5:00PM
Safety Management for Fun Centers: Special Focus on Soft Modular Play Safety and Crisis Plans

Over 80% of the injuries in fun centers and slips, trips or falls, and those who have gone through a lawsuit know, juries find that many of these incidents could have been avoided. The panel will discuss how they have worked to reduce common FEC and CEC safety problems and the likelihood of injury, claims and negative publicity. The status of new national ASTM standards for soft playground equipment and the IFECA Crisis Management Project will be discussed. Speakers: Jack Pentes, Pentes Play Inc.; Mary Lou Iverson, Iverson & Assoc.; Phil DeAngelo, Morey's Piers; and Tom Sheehan, AIMS.

1:30 - 3:00PM
Fun Food 101: Food Service Strategies for Non-Professionals

After years of being treated as the Cinderella of the fun center operation, food service is now an integral part of the attraction mix at over 75% of existing centers. From classics to the latest trends, our panel of experience operators will teach you how to allocate space and development resources to this guaranteed profit center. Speakers: Vince Pantuso, New Vista Services Inc.; and Steve Linzey, Sports Park USA.

1:30 - 3:00PM
Children's Entertainment Centers: Products & Programs that "Edutain"

In the never-ending search for developmental, attention-grabbing activities for kids, children's play centers, party rooms and museums are pursuing surprisingly similar approaches, with installations that convey information and entertain at the same time. This session will help you evaluate the affordable and creative choices in soft modular play, inflatables, music, art and other programming that kids and parents love. Speakers: Marshall Stroll, Kid Zone; Randy White, White-Hutchinson Group; and Suzanne Shoemaker, Acts of Creation.

3:30 - 5:00PM
Placement & Pricing that Maximize Game, Kiddie Rides, Interactive Sports and VR Profits

Selecting the most popular attractions for your facility is no guarantee of success. Long-term planning of the equipment's visibility, placement and pricing — with a commitment to rotate, refresh and repromote — will help you achieve the all-important return on investment that you and your investors are seeking. Speakers: Dean Bradley, Brad-Lea Meadows; Frank Seninsky, Alpha-Omega Amusements; and Pat Esgate, Esgate & Assoc.

3:30 - 5:00PM
Alternative Financing: Giving Investors What They Want

Whether you are considering the most popular financing option for family entertainment businesses (FFA, or "friends, family and acquaintances"), the institutional route or a combination of sources, our panel of owners, lenders and other investors will offer insights into the options that are available for funding land, building, attractions and expansions. Crucial information on presenting your idea for Small Business Administration (SBA)-guaranteed loans and expansion financing will also be presented. Speakers: Ernie LeBlanc, The GGL Group; Thomas J. Boles, Summit Financing, Inc.; and Marshall Stroll, Kid Zone.

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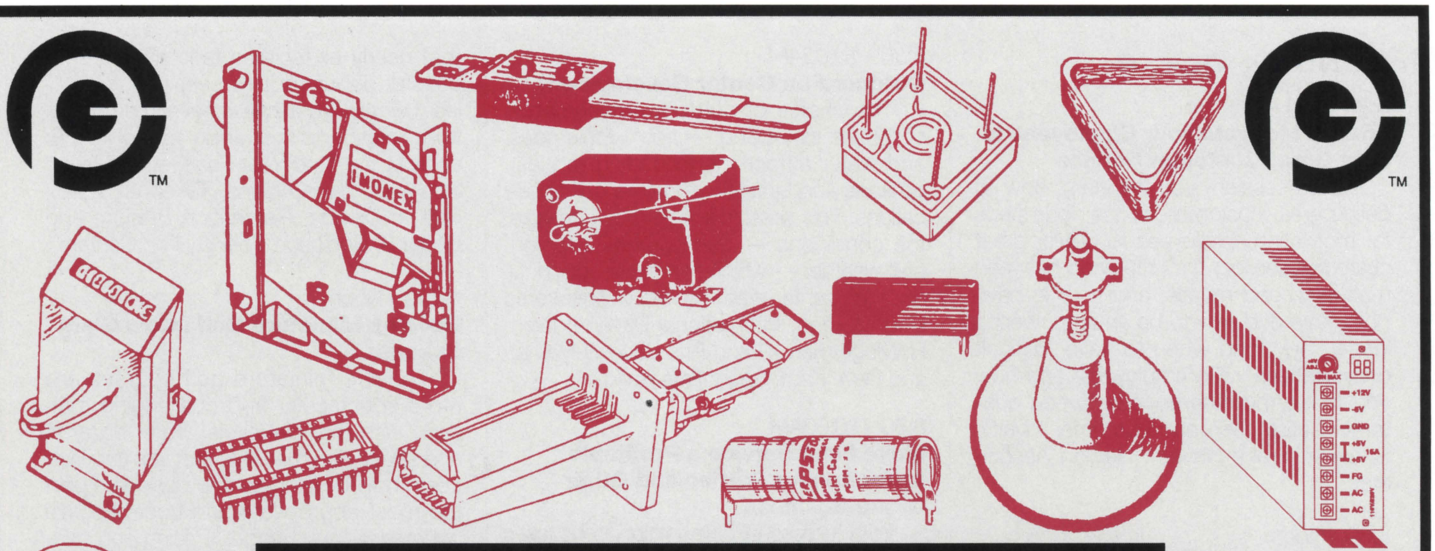

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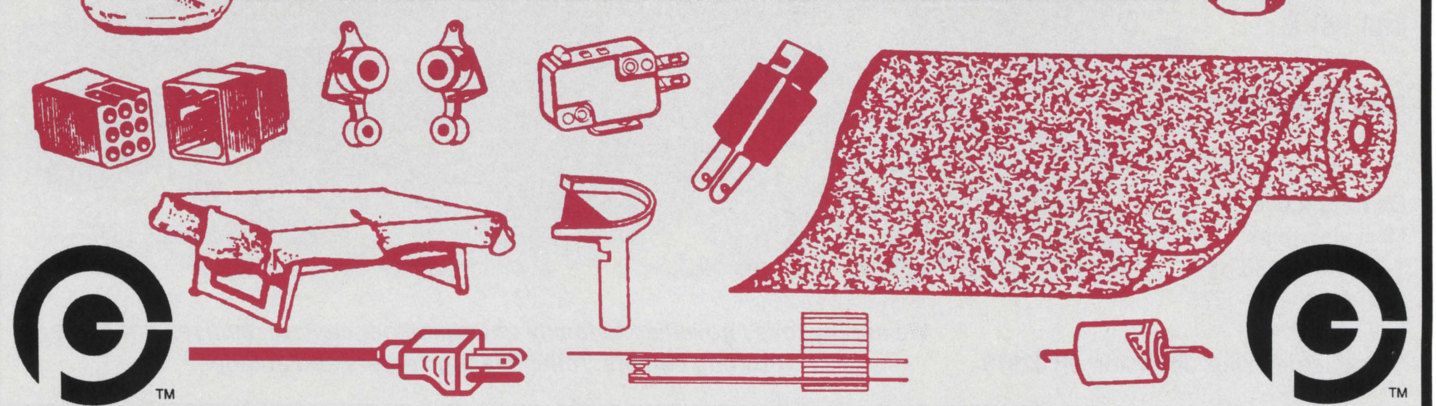

SUNDAY, OCT. 8

8:30AM - Noon

Train & Motivate your Employees to Give Great Customer Service

In this session, you will learn: how to define great customer service; four steps for motivating employees to deliver great customer service; the difference between motivation and morale, and how to have both, how and why to be an empowering leader; how and when to have "difficult conversations" with employees; and how you make the difference between customer satisfaction and customer loyalty. Speaker: Frank Navran, Navran Associates.

8:30 - Noon

Go-Kart Maintenance & Repair Certification Courses

In order to keep a properly maintained go-kart fleet, management and maintenance personnel must be knowledgeable and well-trained in the manufacturer's recommended maintenance and repair procedures. For the first time at Fun Expo, the Int'l Recreation Go-Kart Assn. offers its go-kart maintenance and repair certification courses to help you train your key personnel. Course A (8:30 - 10:30AM) covers chassis maintenance and repair; Course B (10:30AM - Noon) covers Honda motor maintenance and repair. *Note: Participants must be conference preregistrants to qualify for these special programs as space is limited.*

8:30 - 10:00AM

Outdoor Fun Center Development

The choice of outdoor amusements continues to expand — from kiddie rides and water attractions to batting ranges, go-karts and fantastic miniature golf applications. This session will help you analyze the conditions — demographic, zoning and weather — which can make your outdoor fun center dream a reality. Speakers: Bob Morgan, International Pavilion; Irwin R. Mogerman, Grand Prix Race-O-Rama; and Dave Kent, Sportstime Park.

8:30 - 10:00AM

Make Food Service a Profitable Attraction for Parties and Other Group Business

With increased competition from fast-food restaurants, bowling and recreation centers, and children's museums, fun centers are gaining the competitive edge by offering better food service value for parties. Our panel will help you plan and promote creative menus and purchase more intelligently to increase your food and party revenues. Speakers: Shelley Feldman, National Assn. of Concessionaires; Vince Pantuso, New Vista Services Inc.; and Chris Bigelow, The Bigelow Companies.

10:30AM - Noon

Year Two and Beyond: Surviving Sophomore Slump

Increased competition, rising operating costs and a fickle clientele are changes that nearly all facilities face after a successful debut. In this session, you will learn what other facilities have been doing, from rotation to marketing to facelifts, to combat the "2nd Year Fun Center Blues." Speakers: Jane Adkins, Take Ten Corp.; Shawn Dionne, Recreation Station; and Roger S. Robinson, Friendly Fun Centers.

10:30 - Noon

Develop Miniature Golf into a Giant Success

Today's miniature golf courses are more spectacular and challenging than ever, with multiple levels, water hazards and space age materials that last and last. Learn how developers and designers plan the most appropriate and cost-effective courses for any budget. Pricing and relationship of per square foot miniature golf revenue to total facility revenue will also be discussed. Speakers: Mark Zimmerman, Tropical Gardens Miniature Golf; Richard Lahey, Harris Miniature Golf Courses, Inc.; and Jane R. Farrell, Astro Putt/Marquis Carpet Mills.

1:30 - 5:00PM

Successful Go-Kart Development

Go-karts are a perennial favorite which successfully compete with fads and flashy new attractions, working well alone or combined in a facility with other sports elements and games. Discover what you need to build a winning go-kart track from the ground up, including: choice of location, insurance, legal requirements, de-



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sign, pricing and relationship of go-karts to other attractions. Speakers: Dutch McGrath III, Sir Goony's Golf FEC; Dick Sexton, Formula K Family Fun Park; Steve Hix, Int'l Recreational Go-Kart Assn.; and Kim Davis, Davis & Davis. (Session sponsored by IRGA.)

1:30 - 3:00PM

Marketing Roundtables: Focus on Group Sales

This roundtable session confronts marketing and competition issues, with a special focus on group sales and birthday parties. To participate in this limited attendance workshop, attendees must *preregister* and bring examples of their own promotional materials, brochure and/or photos. Planned topics include: writing group sales material, creating birthday party programs, using an outside salesperson, developing promotional flyers and brochures, leveraging print, radio & TV advertising, and effective seasonal promotions.

1:30 - 3:00PM

The Printed Word: Brochures, Ads, Flyers and Coupons that Produce Results

Successful promotional campaigns include a combination of advertising, direct mail, flyers and coupons that follow your theme and attract your target audience. Through computerization, it is now quicker and less expensive for artists (and business owners working on their own PCs) to create terrific materials that serve their marketing goals. This session will show examples of written ads, facility brochures, and other collateral materials that can be produced cost-effectively and return your investment many times over. Speakers: Susan Snyder, Roller Skating Assn.; Norma Lynn Cutler, Cutler Enterprises; and John Guinn, Funky Dunk's Sports of All Sorts.

1:30 - 3:00PM

Randy Fromm's Tech School: Videogame & Pinball Machine Troubleshooting for Beginners

Can you quickly find out what's wrong with a game? Is it a power supply problem or is the logic board bad? How about the monitor? Better bring all three into the shop and have them all checked out. Sound familiar? It doesn't have to be. This seminar shows you how to get to the cause of the problem fast! It's a best bet for beginning operators and technicians, and no previous electronic background is required.

3:30 - 5:00PM

High-Tech Forum: Focus on Laser Attraction Products

This session explores the latest developments in virtual reality, laser games and motion simulators, and how interchangable software will affect your business in the near future. Special focus will be placed on laser attractions and how operators are keeping them "buzzing" after the first rush of activity has waned. Speakers: James J. Kessler, Lasertron; Bob Morgan, International Pavilion; and Matt Walton, Illusion, Inc.

3:30 - 5:00PM

Employee Policy Roundtables

From the moment your customers walk through the gate, the staff they meet influence their overall visit and their decision to return. Small groups will discuss the issues you are facing each day, and through an open exchange of information with your peers, you will learn how to manage your team for a smoother and more efficient operation. Topics include: strategic scheduling, bonuses and other motivational techniques, supervision and delegation, and how to avoid discriminating against applicants and employees.

3:30 - 5:00PM

Randy Fromm's Tech School: Understanding and Repairing Ticket Dispensers

Amusement manufacturers are producing new and exciting redemption pieces, but no matter how fun a game is to play, if the ticket dispenser doesn't work, you'll have a disappointed customer. Ticket dispenser operation will be covered and repair will be discussed down to the component level. No previous electronics background in required, but the prior session — Videogame and Pinball Troubleshooting — is strongly recommended.

MONDAY, OCT. 9

8:30AM - Noon

Amusement and Party Rental: Family Fun to Go!

Equipment rental for parties, outings, play centers, schools and camps generate serious income from a game, ride, inflatable or other movable attraction. This half-day session will cover the basics of establishing a rental business, promotions and the long-term strategies for keeping equipment up-to-date. Focus on: inventory selection, marketing & promotions, operations, staffing and traffic. Speakers: Sharon Rutledge, Parties, Picnics & Promos; and Mitch "Captain Fun" Weinstock, Circus Time Amusements & Entertainment.

8:30 - 10:30AM

Redemption for Rookies

Surveys have shown that redemption games and merchandise are the ticket for success for today's diversified fun center. In this session, those developing new facilities or planning an expansion will learn the basics about equipment selection and placement; inventory purchasing, display

and control; and setting a profit-generating ticket payout system. Speakers: Arnold Kaminkow, Benchmark Entertainment LC; Thomas Fricke, Esq.; and Michael Getlan, Amusement Consultants, Ltd.

8:30 - 10:30AM

Visitor Itinerary Programming: Build Loyalty by Giving Customers What They Want

Although the opening of a new family amusement facility brings out curiosity-seekers, the long-term programming of your center's offerings is what brings them back for repeat visits. This session will deal with itinerary planning that includes hard & soft equipment, birthday parties, variable entertainment programs for small children and the big question — what makes parents happy? Speakers: Terry Whaples, Holiday Inn Sunspree Resort; Denise Champman Weston & Mark Weston, Playworks; and John Guinn, Funky Dunk's Sports of All Sorts.

10:30AM - Noon

Being a Great General Manager

The GM's job in a family entertainment center is a diverse management position that on any given day might include customer relations, major purchasing decisions and unclogging a toilet. In this session, GMs gain insights on how to do their jobs better and reduce stress by organizing, communicating and supervising more effectively. Q & A to follow. Speakers: Cynthia Phillips, Kids Play Inc./Scoops 'N Tubes; Kandy LeMaster, Smugglers Cove; Margaret L. Carnahan, Recreation & Entertainment Consultants, Inc.; and Matt Reardon, Sega Virtualand at the Luxor Hotel & Casino. (Sponsored by Amusement Business.)

10:30AM - Noon

Developing Your Marketing Plan

This session shows you how to organize and execute your greatest promotional ideas. Learn how to create a plan and set timetables for promoting to groups, parties and league. A panel of successful operators and professionals will share their success stories in creating incentives such as reward programs with schools and civic groups, holiday specials and fundraising opportunities. Speakers: Barry Kosoris, Fun Base 1 Family Fun Center; and Rich Florence, Marketing Visions, Inc.

10:30AM - Noon

The New Themed Entertainment Destinations: LBE, UED and AEC

What kinds of attractions will get your customers off the couch, out of cyberspace and into your center in the late '90s. Hear from developers and operators who have successfully created themed entertainment locales with names like LBE (location-based entertainment), UED (urban entertainment destination) and AEC (adult entertainment center) to help you determine whether this kind of facility is feasible for your market and site. Speakers: Theresa DeFranks, Shopping Center World Magazine; Arnold Gitten, William Dorsky & Assoc.; Jeffrey Begg, Tritor Developments Ltd.; and Gary W. Lewis, Entertainment Leasing. (Session sponsored by Shopping Center World Magazine.)

10:00AM - Noon

New Opportunities for Operators: Beyond Video into the 21st Century

Game room operation has changed over the past few years, but the role of the operator as new product innovator and maintenance professional is a vital one. This panel will discuss how operators have begun subcontracting laser tag, soft modular play, virtual reality and food service to facilities as diverse as bowling centers, skating rinks, shopping centers, recreation centers and restaurants. Speakers: Valerie Cognevich, PlayMeter Magazine; David Bishop, Namco Cybertainment, Inc.; and Dale Walker, Amuse-

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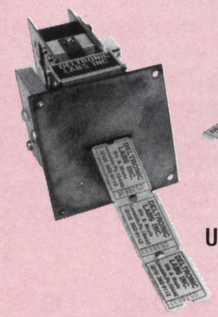

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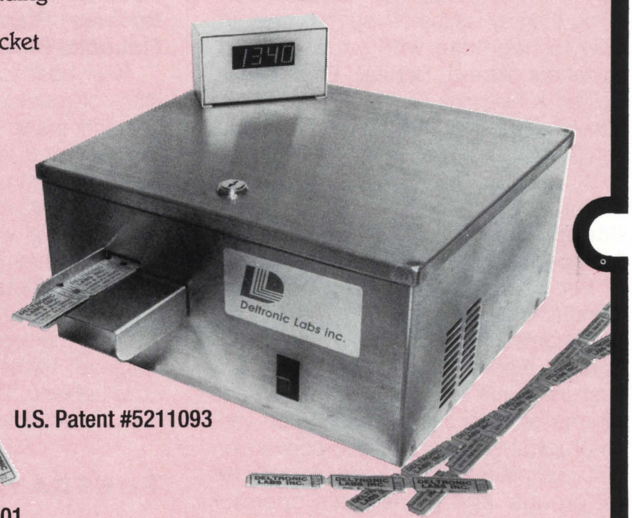

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12:15 - 1:30PM
Luncheon for Facilities Under 10,000 Square Feet

Strategic planning roundtables — each led by a successful industry colleague — in an informal setting with a delicious lunch. Planned topics include: competing in your market, cutting costs without cutting value, strategic alliances with neighboring businesses, direct mail on a shoestring, employee benefits, soft modular play maintenance, and "How can I take a day off?" *Cost is $25 per person.*

1:30 - 3:00PM
From Golf Practice Range to Family Sports Complex: Driving the Profits Home

Expanding your driving range or par-3 course to offer miniature golf, go-karts, simulators, batting cages and coin-op equipment can broaden your appeal and increase your share of the family fun market in your area. Learn how food service and party facilities round out the mix by making your facility user-friendly for birthday and corporate groups. Moderator: Alan Fowlkes, Sports Jam, Inc.

1:30 - 3:00PM
Real Estate Lease Negotiations for FEC Development

Negotiating a commercial lease for your family entertainment business may be a voyage into new terrain, but it can be a mutually beneficial situation for you and your landlord. A panel representing real estate developers and location owners, will help you understand the types of leasing options available, length of lease, identifying the key issues of your tenancy and how to negotiate with your landlord. Speakers: Abe J. Schear, Esq., Arnall, Golden & Gregory; Carole Pechi, Homart Development Co.; and Jane Adkins, Take Ten Corp.

1:30 - 3:00PM
Roundtables: Family Entertainment Strategies for Bowling Centers

For bowling proprietors only, this roundtable presentation is for those seeking insights into new products and practices for their existing family amusement business. Brief introductions will precede informal small group discussions on various topics including: space conversion ROI, competitive party programs, leagues vs. groups, and game room operator partnerships.

1:30 - 5:00PM
The Future of the Amusement Rental Business: Spotlight on Safety, Insurance and Risk Management

You'll benefit from hearing the operational experiences of others — and sharing your own — in this roundtable presentation with a special focus on the critical issues of safety, insurance and risk management. Take advantage of the first networking forum to be presented at any trade event for existing amusement rental businesses. Speakers: Dave Peters, Absolute Entertainment Rentals; Bill Rutledge, Fun Equipment Sales; Mitch "Captain Fun" Weinstock, Circus Time Amusements & Entertainment; and Jerry Coleman, Inter/National Rental Insurance, Inc.



1:30 - 5:00PM
Randy Fromm's Tech School: Redemption Game Troubleshooting & Repair

A distinguished panel of redemption's technical experts have been given a special double-length session to discuss the equipment you'll be repairing at today's family entertainment centers. No previous electronics background is required, but the two previous Randy Fromm tech sessions are suggested.

3:30 - 5:00PM
Business Plans & Budgets: Your Financial Blueprint for Success

Your business plan is the true cornerstone of your facility; if it's solid, it will hold up under the scrutiny of investors, lenders, insurers and local regulatory groups. Learn to communicate the strengths of your concept while identifying and dealing with potential weaknesses. This session reviews actual FEC business plans and startup budgets, and will answer many questions about this challenging and exciting process. Speakers: George Tattersall, Mystic Carousel & Fun Center; Ernie LeBlanc, The GGL Group; and Dave Kent, Sportstime Park.

TUESDAY, OCT. 10

8:30 - 10:00AM
Redemption as Retail Profit Center: Playing to Win!

These days, redemption operators and managers must work harder to anticipate the desires of players who want "branded" merchandise, electronics and other retail items you may feel unprepared to select and inventory. This session will deal with long-term strategic planning for your redemption equipment and merchandise, revamping your ticket payout for impressive new profits from older equipment, moving slow inventory and establishing inventory controls. Speakers: Bruce Pomroy, Odyssey Fun World; Frank Lynch, Fun Machines; and Joe Tunney, Coastal Amusement Distributors, Inc,

8:30 - 10:00AM
Party Marketing: Gaining the Competitive Edge with Parents

One of the most money-making elements of the family fun center is the birthday party. In order to succeed, you must become a real party planner, coordinating every aspect of the experience, from the initial sales call with the party giver to the entertainment, refreshments and party favors. This session will explore the ways other operators are gaining the confidence of parents, and generating the goodwill and word-of-mouth advertising by delivering what they promise. Speakers: Bill Weber, American Academy of Children's Entertainment; Barry Kosoris, Fun Base 1; and Frank Price, Stomping Ground.

8:30 - 10:00AM
Identifying the Best Location for Your FEC: Is Fun Feasible Here?

In developing a family fun center concept, the most important initial decision is location. A panel of experts will help you identify the factors that investors will use to analyze the entertainment value of your property. Feasibility studies, demographics and local planning board pitfalls will also be discussed. Speakers: Dave Powell, Jumpin Jax Entertainment, Inc.; Pat Esgate, Esgate & Assoc.; and George McAuliffe, Edison Bros. Entertainment.

8:30 - 10:00AM
Roller Skating Association's Family Entertainment Forum & Meeting

RSA members as well as owners and managers of other skating facilities are welcome.

10:30AM - Noon
Fight for Your Insurance Rights: Affordable Liability and Workers Comp for Your FEC or CEC

This session looks at strategies that have worked to obtain lower rates for liability and workers compensation, and how you can work more effectively with your underwriter. Hear updates on state implied risk & rider responsibility laws and the status of ADA regulations affecting your center. Speakers: Ed Hutton, San Diego Coaster Co.; Pat Hoffman, K&K Insurance Group; and Lary Zucker, Esq., Int'l Amusement & Leisure Defense Assn.

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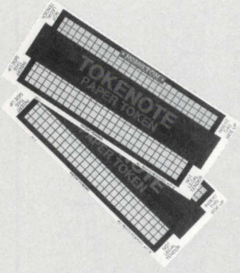



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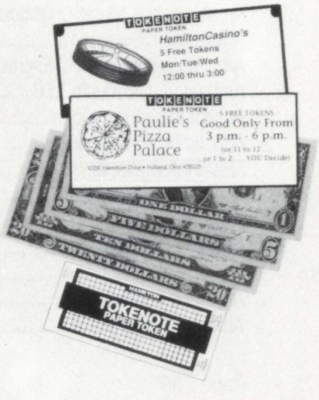

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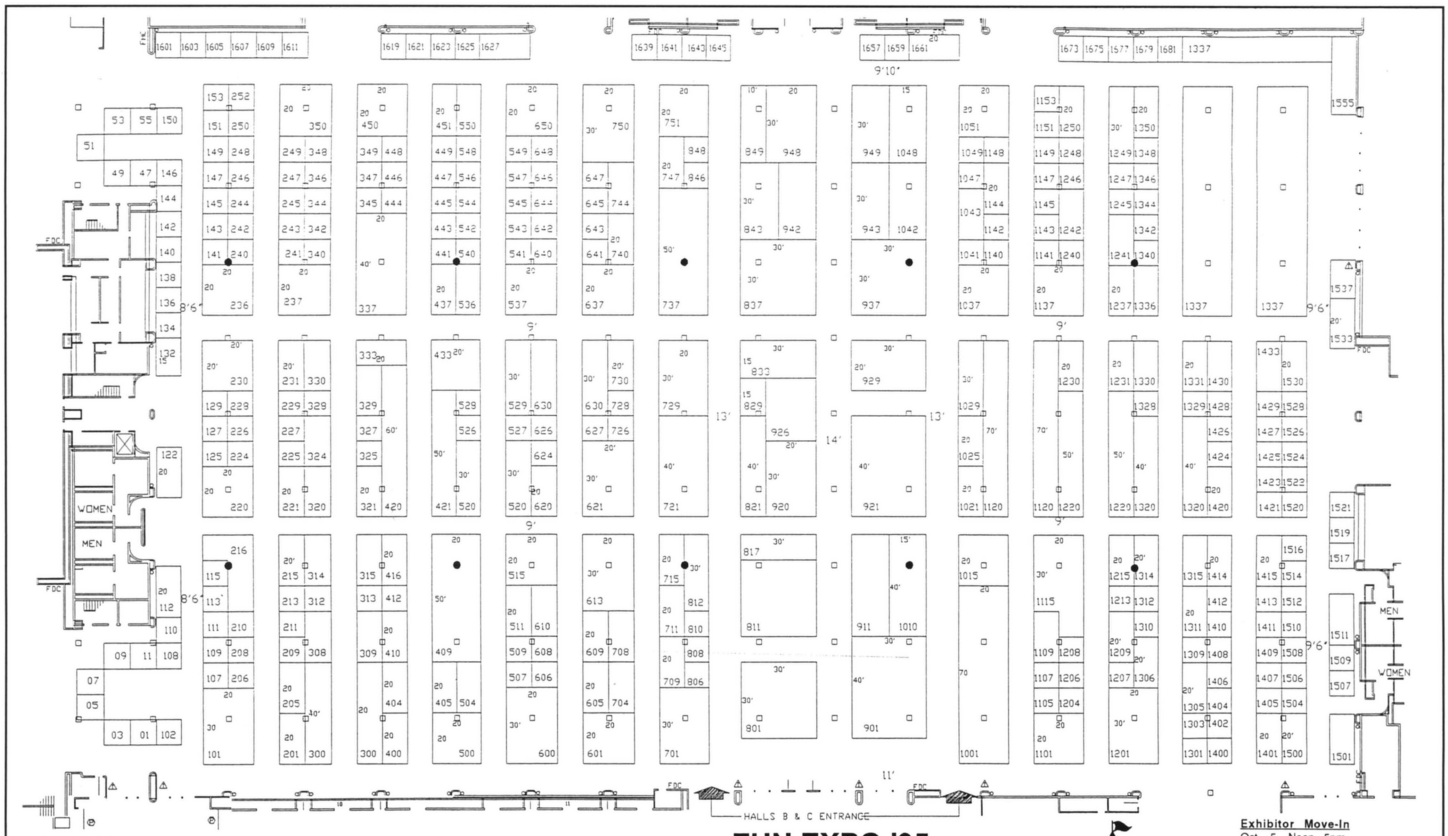

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Falgas USA, Inc. 650
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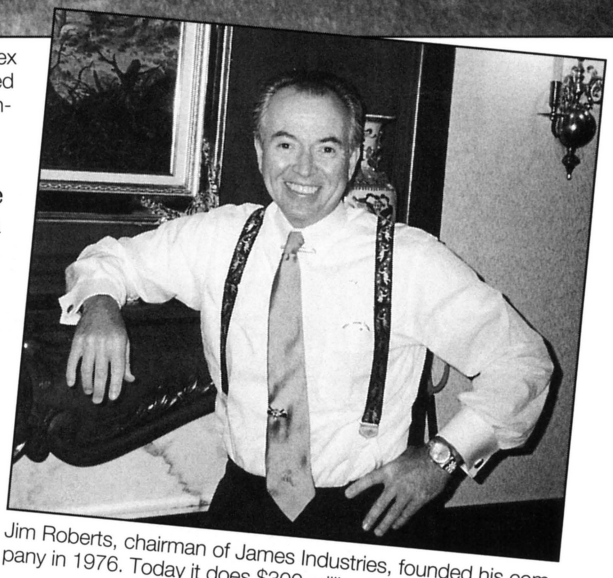
PROFILE

Chicago-area headquarters of James Industries is located in an upscale office complex where buildings replicate original architecture in Williamsburg, Va. Jim Roberts designed the lavish office interior himself — a tasteful mix of Edwardian-style mahogany furnishings, Italian marble and handcrafted antiques.



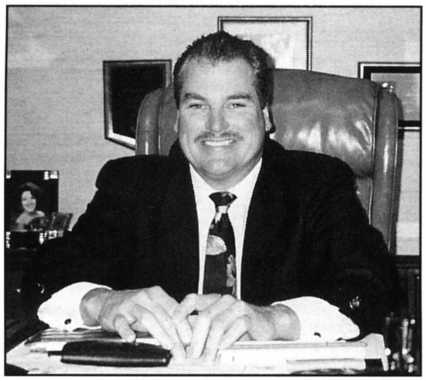
Jim Roberts, chairman of James Industries, founded his company in 1976. Today it does $300 million in sales each year.

THE MASTER OF POSSIBILITY

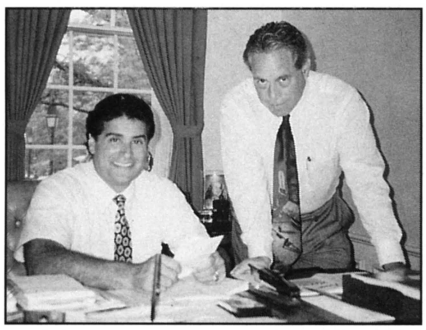
"If you can think it, you can do it," declares Jim Roberts; his global team at James Industries proves this truth daily

Jim Roberts says he learned a life lesson in the U.S. Marine Corps: "If you can think it, you can do it." Applied to his business career, this lesson has helped him achieve astounding levels of success in the worlds of OEM representation, coin-op distribution, commercial banking and even retailing. Says Roberts: "It's a question of mind over matter. I tell my team never to use the words, 'I can't.' It drives me crazy to hear that! Instead I ask them to say: 'This is the result which is required, and here is what we need to get the job done.' Then we can put our heads together and figure out how to do it."

Holding fast to his "can do" philosophy, Jim



President John Blouin came aboard James Industries in 1980. Today he's also an AAMA board member and serves in the Florida operator association.



VP Vince Di Vincenzo with senior sales & marketing rep Denny Nicholson.



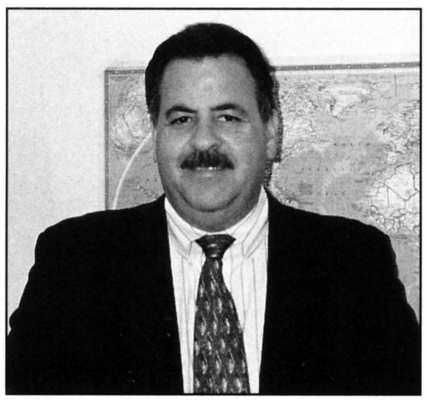
Jim Roberts with VP of finance Don Olsen (left). Don jokingly claims he wears the suit of armor to collect bills.



Sales rep Gary Roberts (Jim's brother) in his Chicago office.



JI sales rep Bob Smith, left, with Jim's other brother Steve Roberts who is VP of power supply manufacturer Midwestco Enterprises.



JI sales manager Ray Fontana with his often-consulted world map.



Pat Kaufman is JI's international sales & customer service rep.

Roberts — a smiling, determined super-optimist in perpetual motion — went out and created a company... created a unique role for himself in the industry...and created incredible results. The company is James Industries, a team of industry go-getters known informally as "the James Gang."

As for the job Jim created for himself...well, JI's unique role in the industry is to provide comprehensive sales and marketing services for original components and supplies (everything from touchscreen monitors to pinball light bulbs). JI's customers include manufacturers in the amusement, gaming, lottery and health/ leisure industries around the world. No other comparable entity exists to perform this role in the industry. And that's in addition to JI's more recent role of traditional, full-line distributor to operators in the U.S. and overseas!

Special note: when we say JI provides "comprehensive sales and marketing services," you should understand that JI's version of "service" goes far beyond just delivery and pricing. It's a living, breathing, synchronization and synergy with customers and clients. JI helps bring original equipment manufacturers (OEMs) to buyers, helps OEMs identify buyers' needs. JI also helps buyers figure out what they need, brings buyers to new suppliers, and even helps create new markets and niches.

Truth is, the "James Gang" works so closely with its partners on problems, possibilities and strategy, sometimes it's hard to tell where the James company leaves off, and where their clients and customers begin! (In fact, the day we visited JI's Chicago area headquarters, execs from a major JI client — the Wells-Gardner monitor factory — were huddled in a JI conference room, working with JI staff on future strategy.) Jim Roberts himself travels some 300,000 miles per year to stay in close personal touch with people and markets worldwide.

As a result of all this, James Industries has flourished in the 19 years since it was founded. While JI remains a privately held company and financial data is unpublished, Jim Roberts himself quietly allows that they're achieving sales in the neighborhood of $300 million annually. "I achieved many of my dreams in business 20 years ago," Jim says with a smile. "But in today's ultra-competitive market, you have to keep growing if you want to survive. Besides, I'm having a heck of a lot of fun!"

Today the globe-spanning JI organization is comprised of their headquarters in Inverness, Ill., plus seven branch offices in three countries: four in the U.S., two in Mexico, one in Puerto Rico. The worldwide sales and support staff totals more than 60 people. JI is the exclusive rep for OEMs like Wells-Gardner, Coin Controls, Hibbing Electronics, Wico, CEC, Atlas Wire, Midwestco, Micro-Touch, JCM and more. Between them, these firms make just about everything you need to build games, gambling pieces and/or lottery equip-

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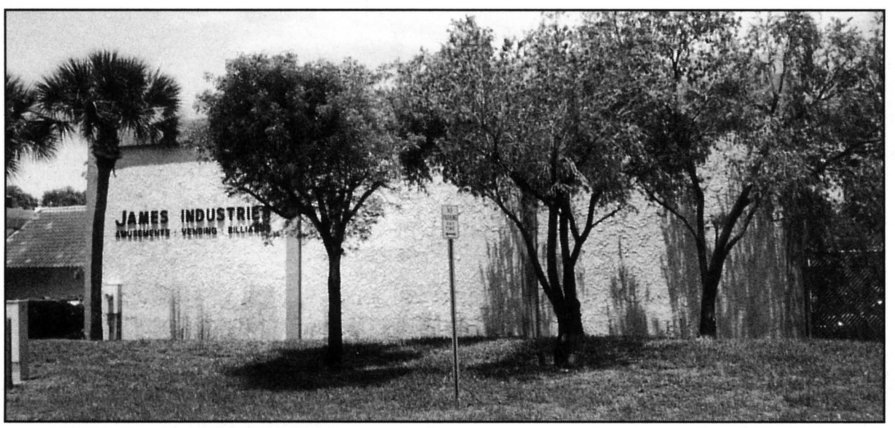
Administrative support staff, from left: Donna Christensen, Patty Blanding, Barb Schulz, Jaquie MacGuire, Jaquie Stashwick, Wendy Frisen, Susan Jensen and Marge Schofield.



Key client holds strategy meeting at James Industries headquarters! Here is the leadership team of Wells-Gardner Mfg. Co., from left: (standing) Randy Wells, Larry Mahl, John Pircon and Kathy Hoppe; (seated) Mark Komorowski, Rick Conquest, Gene Ahner and president Tony Spier.



Headquarters for James Industries South is located in Miami. Besides representing OEMs to Latin American customers, JI South also does full-line distributing to Florida operators and (through its Puerto Rican office) to Caribbean operators.

ment: from regular and touchscreen monitors to wire harnesses, light bulbs, power supplies, metal stamping equipment, bill acceptors, diagnostic gear and ticket dispensers. JI represents some of its clients worldwide, others for major regions of the globe.

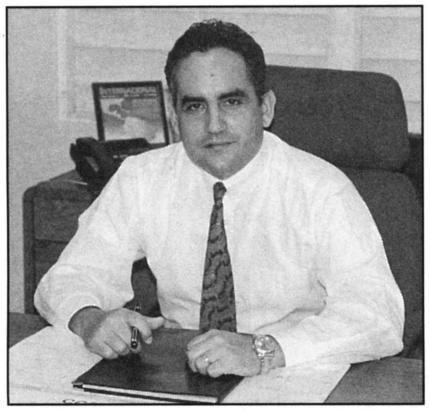
When you play a pinball game, you'll see light bulbs and rubbers sold through JI. When you bowl at AMF or Brunswick, you'll see overhead electronic scoring monitors sold through JI. When you work on computerized Nautilus equipment at your local health club, you'll see pulse rate monitors sold through JI. And if you're an operator in the Latin American, Caribbean or Florida markets, you could well buy amusements for your route or arcade through JI.

As Jim Roberts explained: "Most manufacturers' reps are regional and sell to a specific territory...but they go to all the industries in that territory. What makes James Industries different is that we are worldwide, yet our real forte is the amusements, gaming, lottery and leisure/fitness market."

Jim grew up in the industry, working for his parents' small transformer company (Ravenswood Electronics) in the 1950s and through the '60s and early '70s, with time out for schooling and the Marines during Vietnam. "I liked sales the best," he recalled. "I liked getting out and meeting people, making things happen." When the first wave of amusement video hit, Jim noticed many of his transformer customers were having trouble getting monitors. He decided the time was ripe to form his own company, and did so in 1976.

James Industries' first sale was a combined order for 5,000 monitors (half from Atari's Nolan Bushnell, half from Gremlin's Frank Fugelman). It was the smallest order that specialty monitor manufacturer Wells-Gardner would accept; virtually none of the "major" monitor factories were even interested in quantities under 250,000! The sale launched Wells-Gardner to become the industry's largest supplier of monitors, and it launched JI as a manufacturers' rep par excellence. Over the next several years JI added the other above-listed OEM firms to its portfolio.

President John Blouin, now a partner in James Industries, came aboard in 1980. He had met Jim Roberts in the course of his previous responsibilities (selling GE light bulbs to game manufacturers). At the time John joined the team, JI had just three employees...but the company was perfectly positioned for the tremendous industry growth which lay just ahead. John has done much to help lead and build JI, as well as helping JI reach out to the rest of the industry by serving on the AAMA board of directors for the last three years and on the board of the Florida operators associ-



Aldo Andreu, president of James Industries South in Puerto Rico.



At this year's Mexico City AAMA trade show, from left: Lazer-Tron's Ron Carrara, JI's John Blouin, U.S. Embassy commercial liaison Bob Miller, JI Mexico's Carlos Sanz, Mexico trade assn. prexy Carlos Martinez, Mexel's Jacob Schemaria, AAMA's Bob Fay and Sega's Al Stone.



JI South (Puerto Rico) staff includes, from left: (front row) Ivonne Rivera, Debbie Rios, Laura Duvand, Wanda Figueroa, and Ivonne Mendoza; (second row) Harold Berrios, Jerry Figueroa, William Cruz and Nestor Sanchez.

ation starting this year.

As the industry grew — and became more global — so did JI. James Industries West, now sited in Santa Clara, Calif., opened in 1978. Its mission was to keep in close touch with the many vidgame factories then situated in Northern California. Bill Douba is president of JI West. A second branch, JI East, followed in 1984; it's situated in Massachusetts under president Dave Elich. James Industries Mexico opened in 1987; its two offices are sited in Mexico City under president Carlos Sanz. JI South opened in Miami, Fla. in 1992 followed a month later by the Puerto Rico branch; president Aldo Andreu heads this section. JI West added a Las Vegas office to handle bill validators, mainly for the gaming industry.

Full-line distributing evolved naturally from JI's core business. It first came about at the request of their Mexican customers. "Today we represent almost every game manufacturer to Mexico," Jim says. Despite this year's sudden crash of the peso and the Mexican economy, JI found the latest EXIME show "better than expected" and stressed that "we are committed to Mexico for the long term. It will be a while before the Mexican market comes back from this shakeout, but it will happen — and James Industries will be there."

When Jim learned that his South American customers for OEM product did their banking in Miami, he opened a branch in that city to serve South America with full-line distribution. "The local distributing market evolved from that," Jim explained, "and today we represent quite a few game manufacturers to operators in Florida." There is always at least one JI rep traveling in South America, and sometimes as many as three. "Service requires constant contact with our customers," Jim declared. The Miami office was quickly followed by JI Puerto Rico, which became the island's first locally-sited, full-line distributor of games, representing all the manufacturers.

JI has also worked hard to develop markets in many other parts of the world. In Europe, they deal direct with some customers and go through Deith Industries for others. "Being an international company is an advantage," Jim reflected. "If some countries are down, others are up. We've been focusing on Latin America for the past couple of years; now we are shifting our focus more to Asia again."

And they're still finding new products and new markets. For the past couple of years, JI has been the exclusive importer and marketer of a European-made soccer table featuring a glass top (prevents players from stealing the soccer ball). JI ordered specific upgrades and customized graphics for various markets; the unit sells quite well in Mexico and Brazil. Latest addition to the JI line is *Bowlingo* from Mendez; JI represents the product in Central and South America.

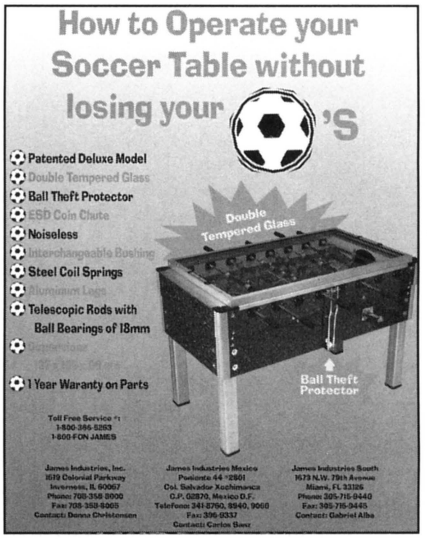
Jim himself finds fun in creative new business ventures as well. Some 12 years back, he bought the popular Gaslight Club, a restaurant and bar



At JI Mexico in Mexico City, from left: WMS's Lenore Sayers, NSM America's John Margold, JI Mexico prexy Carlos Sanz, NSM Germany's Ulli Schulze, WMS's Joe Dillon, Sega's Al Stone and JI prexy John Blouin.



One of JI's latest clients is Mendez, maker of the *Bowlingo* coin-op bowling game.



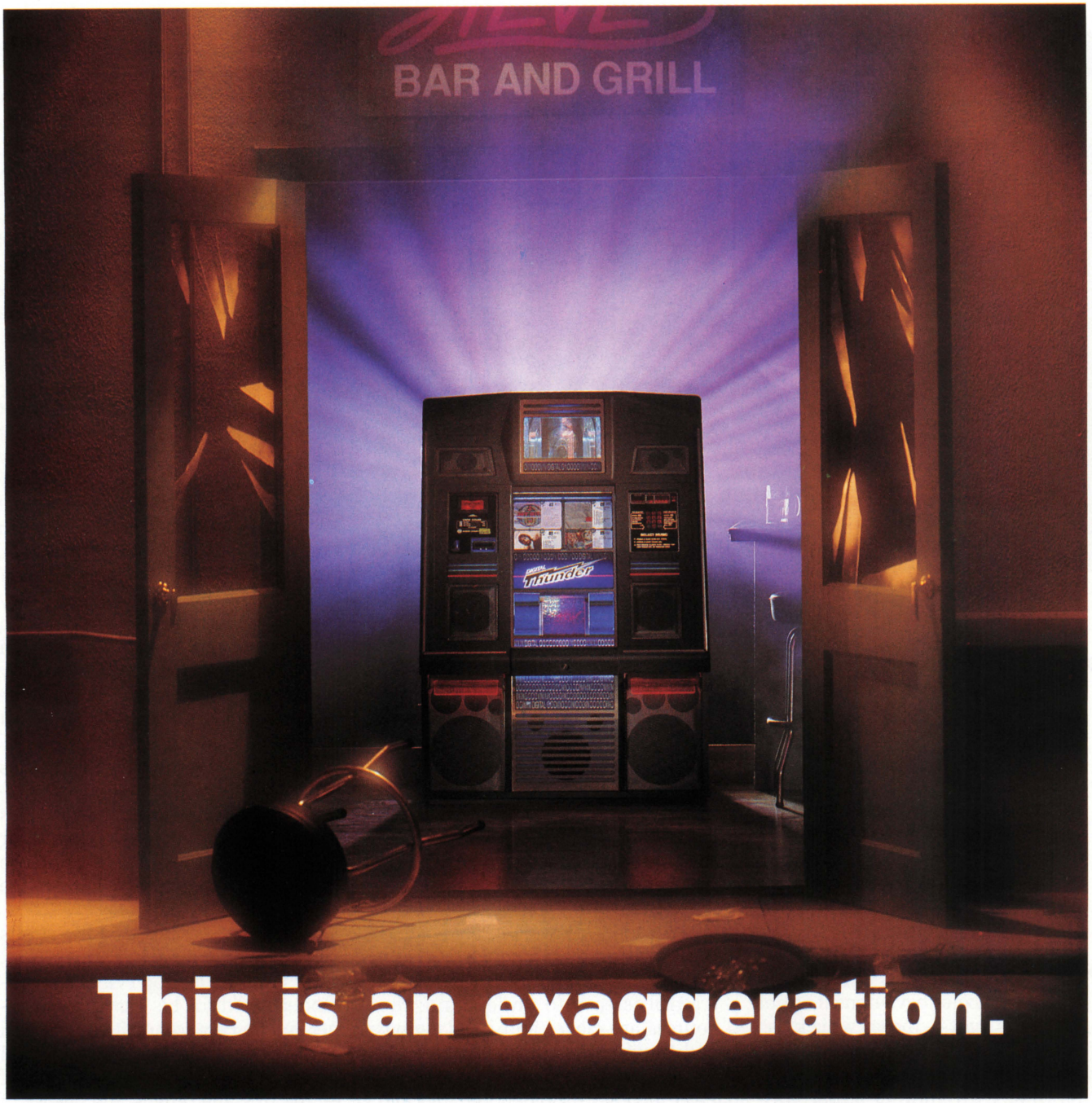
James Industries exclusively imports this customized glass-top soccer table which sells especially well in the Latin American market.

with classy "Chicago speakeasy" atmosphere located in the lobby of the O'Hare Hilton Hotel. He restored its profitability and the place remains a favorite spot for business entertaining, not to mention becoming a coin-op landmark. Five years ago, over lunch with a recently laid-off bank exec, Jim came up with the idea of founding a commercial bank that caters strictly to small businesses; it now boasts over $100 million in assets.

Asked about the future of the amusement machine business, Jim quickly admits he doesn't have a crystal ball. Nevertheless, his experience tells him the cycle will eventually come around again. In the meantime, his innate optimism tells him it pays to accentuate the positive. "We're in a trough at the moment but when some aspects of the business are down, others are up," he affirmed. "I don't think the business is as bad as some people think. There's an element of self-fulfilling prophecy in some of the negative assessments. Some operators are doing fantastic business."

As for Jim Roberts' personal future, no crystal ball is needed... because the best clue lies in his past. "The U.S. Marine Corps would run you till you dropped," he recalls. "Then, they'd make you run some more. At first your body says, 'I can't take another step or I'm gonna collapse!' But then you decide in your mind to take that additional step, and suddenly it's like going through a door into another dimension. The pain disappears. You can breathe. You feel strong. You can go on forever. From that I learned that it's all a question of mind over matter: if you can think it, you can do it. Now, apply that lesson in physical discipline to the larger world, and you'll find it's equally true...and equally liberating."

With that philosophy, it's easy to imagine what lies ahead for Jim Roberts. Somewhere out there in the dimension of self-liberation, way past the limits that discourage most people, the Master of Possibility will still be running...still setting new goals on the horizon, and still achieving new records...and, if we know Jim Roberts, he'll be having tremendous fun doing it! ◆



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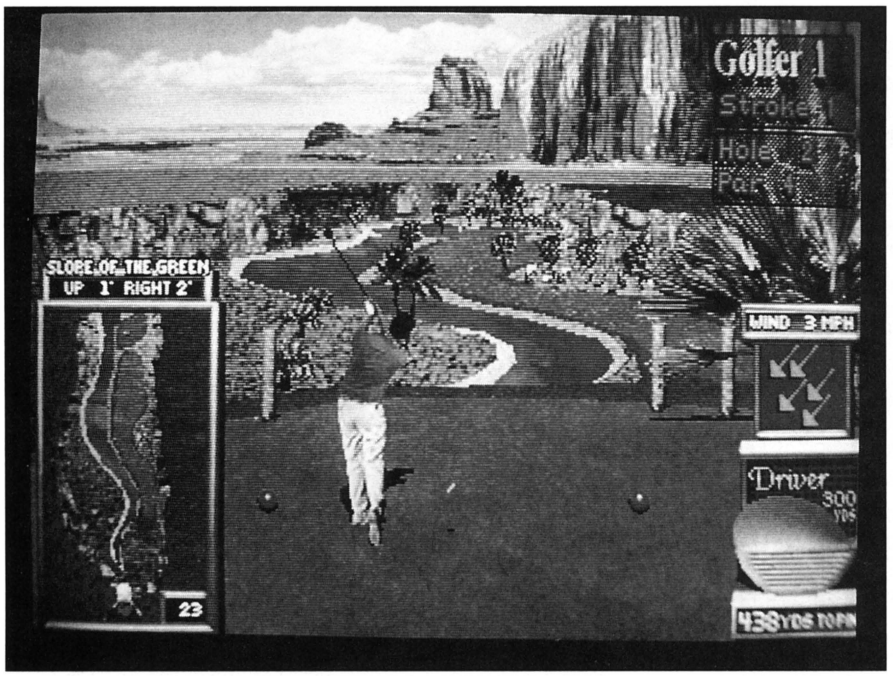


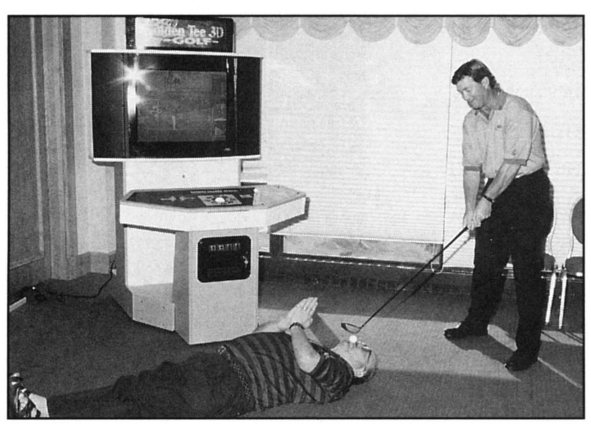
Okay, so maybe there's not really a golf course in Monument Valley, Utah. But hey, fantasy environments are what video games do best!

Tee Time

INCREDIBLE TECHNOLOGIES PRESENTS ANOTHER 18-HOLE WINNER: 'PETER JACOBSEN'S GOLDEN TEE 3D GOLF'

Those talented folks at Incredible Technologies have done it again! That's right — those "whiz kids" from the Chicago-based software development company are back — this time with another super golf-themed video game. Their earlier *Golden Tee Golf* games deserve a spot in the Industry Hall of Fame for realism, not to mention long-term earnings appeal. This time, the new title features the likeness, endorsement and creative input of top golfing professional Peter Jacobsen. "We've teamed up with Peter to create what we believe is the most sophisticated and enjoyable coin-operated golf video game ever," said IT execs.

As readers know, IT's "golden tee" series has enjoyed long-lasting success for several reasons. The trackball control is easy to understand; the courses are clever and challenging; and the graphics provide a real 3D look and feel. Their newest golf entry, *Peter Jacobsen's Golden Tee 3D Golf,* includes all these elements plus several intriguing new features.



Top golf pro Peter Jacobsen, featured in Incredible Technologies' new *Peter Jacobsen's Golden Tee 3D Golf,* gets ready to swing his club. Bulldog Amusements' Bill Cravens substitutes his own personal lips for the tee.

You know how top driving games of recent times have stored the track environments in computer memory as a sort of permanent 3D construct, allowing you to drive cars all over the scene? Allowing you to change perspectives and get reverse angles on the action? Allowing you to enjoy instant replays and unscripted off-the-beaten-path adventures? Well, IT has done the same thing with this game.

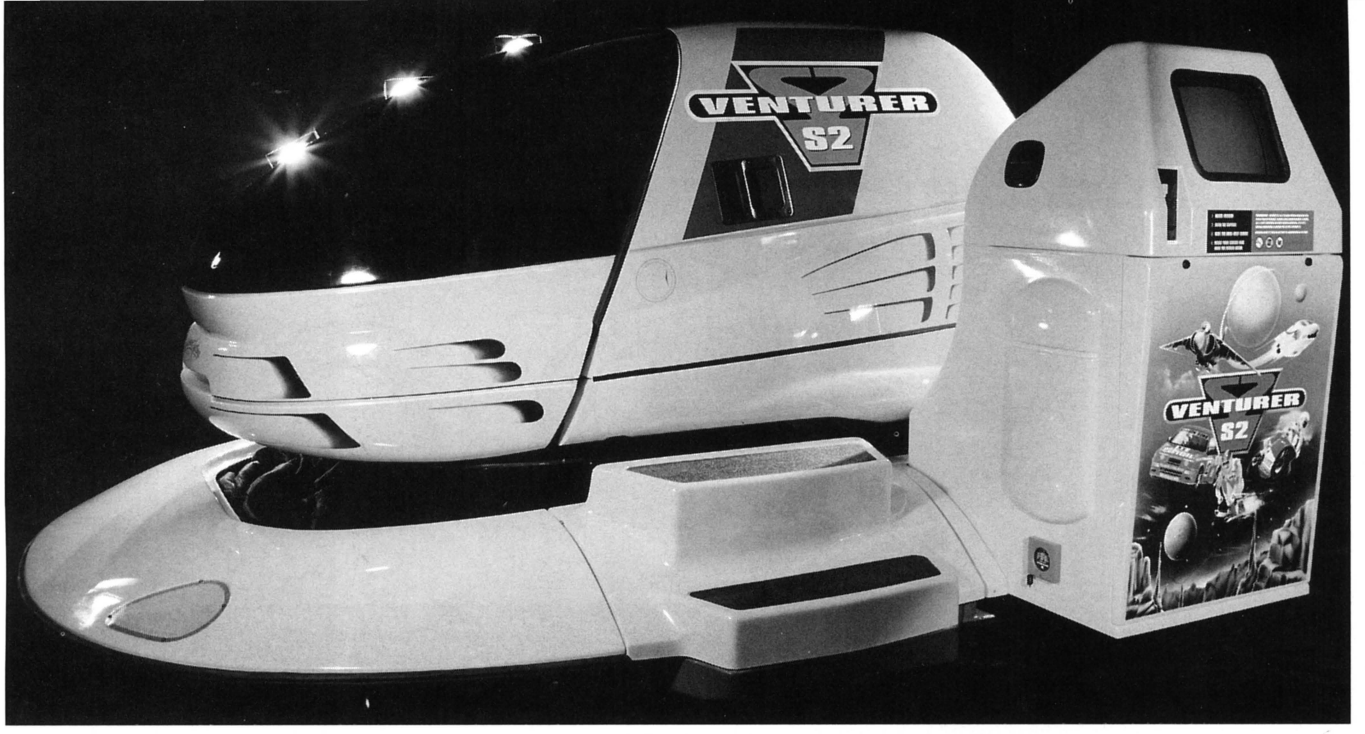
Three different golf courses are stored in computer memory as complete "existing" structures, fully available for player interaction on any point, in any direction. This allows unlimited ball placement, ultra-realistic ball flights and landings, etc. Of course, the firm went to lots of trouble designing lots of great variations and challenges into each of the 54 unique fairways, greens and holes.

Up to four players can compete, taking turns. A new leaderboard system compares the player's current score to the top 25 scores on that game, at the end of each and every hole. These stats and their steadily ongoing updates are taken from actual players as they play, and are stored in computer memory. Players who rack up a really low score can store their initials in the leaderboard; they'll stay posted until somebody improves on their score and knocks them down the list, or off. Players are thereby challenged to beat each other, beat the others listed on the board, and beat their own previous best performance!

Regulation stroke play or a "skins tournament" are options, the latter offering value to per-hole winners. This is reportedly a favorite variation for friends in tavern locations (they use the outcome to decide who buys the next drink!).

As for the game's true-life sports celebrity and creative consultant, Peter Jacobsen is a top PGA Tour contender noted for his easygoing manner and fiercely competitive nature...a perfect match for IT's new game. "I wanted to capture the essence of golf — the ups, the downs, the beauty of the game," said Jacobsen. "I think players will agree that we have a real winner." Larry Hodgson, project leader on all IT golf games, said Jacobsen's professional input helped their design team "incorporate all the little details of golf that other games miss. Players are really picking up on all the nuances that give this game its rich, deep play."

Peter Jacobsen's Golden Tee 3D Golf is shipping now from your authorized distributor, in kit and dedicated form. The kit includes "everything except the cabinet, monitor and power supply," said IT. For sales information, call the exclusive marketing agent, Bulldog Amusements, at 206/869-6400 or fax 206-869-6401.



The Venturer S2 moving simulator is coin-operated, but offers all the thrills of a moving-seat theater.

Wild, Wilder, Wildest

The blurry line between coin-op, movies and theme parks just got even more blurred (this time, to coin-op's advantage) thanks to a British manufacturer called Thompson Training & Simulation Ltd. Billing themselves as the world's largest maker of entertainment simulators, the firm debuted a new, smaller, coin-operated unit called Venturer S2 at the Siggraph '95 trade show (Los Angeles Convention Center, Aug. 8-10). Venturer S2 is a two-seat, closed-cockpit simulator featuring hydraulic motion, and it offers the same thrills as a top-of-the-line roller coaster ride or advanced motion-simulation theater...at a fraction of the cost. There's no game here, just some truly pulse-pounding rides on laserdisc. The company didn't give us a price tag, but they said this product it offers "unrivalled operating economics."

The library to date is mostly live-action "experiences" where you zoom along on a jet fighter going low over the ground; hurtle along a bobsled run; and roar along mean streets with a motorcyclist or race driver. But by far their best "ride" so far (in our opinion) is *Astro Canyon Coaster,* copyrighted by Taito Corp., featuring 100% computer-generated graphics (a Talent Factory production; animation by Movida). As the title indicates, this animated video experience takes you on a "futuristic roller coaster ride" on another planet.

VIDEO "RIDES" OFFER THRILLING SOFTWARE FOR VENTURER S2 MOVING SIMULATOR

The programmers play tricks with time, space and perspective to create an exhilarating sense of speed, speed, and more speed...not to mention wildly dangerous stunts like having your coaster fly off a ski-jump type launcher, careen through the air, then "land" on a continuation of the original track. You also go through simulated wild loops, whip around crazy turns, shoot through tunnels, etc. We previewed a video tape of this ride without any motion at all, and it was great. The actual machine, with its hydraulic motion, could well lift the experience of *Astro Canyon Coaster* into the same class as simulator theater ride experiences which are far more costly. It's an impressive achievement in computer animation. With more titles like this one, we can see how Venturer S2 would be a truly exciting attraction indeed.

CD quality sound, big screen monitor inside, stereo display and coin-activated operation are key features of Venturer S2, along with a smaller outside monitor for previews, attract mode and instructions. Thompson makes larger 14-seat and 30-seat versions for theme parks, museums and other large-scale sites. The company says Venturer S2 has already scored major successes in the arcade and FEC markets since its June release; Thompson plans to add rock & roll and sporting experiences to the unit's software library. For more information or referral, contact Thompson in West Sussex, England (fax number 011-44-01-293-563-388).

GRAB THIS ROCKET AND HOLD ON!!

BY JERRY MONDAY
president, Century Vending and Distributing

My amazing, incredible guide to planning boffo indoor fun centers (with invaluable trade secrets like hard numbers for earnings per sq. ft. of different attractions!)

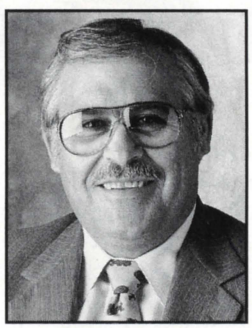
Years ago, when Richard Nixon was President, he stopped a lot of government spending projects dead in their tracks with the immortal words: "You can't solve a problem by just throwing money at it." Several years later, a new Democratic Administration arrived in town, and some wisenheimer on the White House staff jokingly explained their new approach to problems: "What the hell, let's throw some money at it anyway."

This may (or may not) be a great way to run a government and win votes...but it's definitely a lousy way to run a high-end indoor entertainment attraction.

This segment of the industry — which you could call high-end FECs, location-based entertainment, or even "indoor amusement parks" — has boomed in recent years, achieving the status of a true phenomenon. Want to make big bucks in the pay-for-play market today? Then grab onto this rocket, and hold on for the ride of your life!

However, even the most ardent spokesmen for the FEC/LBE market admits the failure rate is high, approaching 30% according to some estimates. The number of failures is likely to climb even higher in a few years, when an already-overcrowded market reaches the "I'm choking to death, does anybody here know the Heimlich Maneuver?" saturation point.

What is the make-or-break difference between success and failure in the indoor destination entertainment biz? In a word, planning. The good ones succeed on the basis of careful planning and research. We're talking about things like site consideration, interior design, attraction mix, cost analysis, and demographic surveys. The bad ones flop because they ignore these factors, taking the old "let's just throw money at it" approach.



Remember the famous line of dialog in the movie, "Field of Dreams"? A disembodied voice told Kevin Costner to create a baseball diamond in his Iowa cornfield because "If you build it, they will come." Well, the mysterious voice certainly wasn't talking about big indoor fun centers. (If it were, the voice would have said: "If you don't plan it exactly right, they'll go somewhere else, dummy.") Proper planning has been crucial to the mega indoor entertainment site market, all the way back to its inception in the late 1970s. Early examples like Old Chicago and Atlanta's Omni offered no-



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velty and unique appeal, but they died within a year of opening their doors. Why? No planning. No research. No customers!

On the other hand, an early success in this market was the first phase of Fantasyland (West Edmonton Mall, Canada). Careful planning and design ensured its customer appeal. Since then, malls have increasingly welcomed the additions of large-scale indoor entertainment centers as part of their planning. One of the most famous examples of the breed is Camp Snoopy in the Mall of America (Minneapolis, Minn.). But let me assure you: such centers don't need to be this huge, and they don't need themes based on world-famous licensed characters, to enjoy tremendous earnings and profitability.

As a busy industry consultant, I'm frequently called upon to study many notions for this kind of site, and to advise builders in the whys and wherefores of site planning, construction and operation. Let me tell you just how strongly I believe in research and analysis: as a consultant, I hire other (even more specialized) consultants to help me create the perfect plan for each indoor fun center project! These "consultants' consultants" whom I hire, are folks with the education, skills and training to precisely analyze and predict key factors such as demographics and earnings per square foot of different types of attractions, etc.

(Important note: I don't recommend that center owners hire these more-specialized consultants directly for site planning, since this could create a conflict of interest. Center owners should make sure their consultants will provide disinterested advice. The specialized consultants should get paid the exact same fee for service, regardless of whether the site eventually ends up being 10,000 sq. ft. and full of relatively cheap games...or 75,000 sq. ft. and crammed with ultra-expensive equipment.)

Now, based on the kinds of things I've seen as a consultant, and the analysis I've acquired from my own consultants, it appears that the most successful indoor attractions in mall settings fall in to a particular size range of 15,000 to 50,000 sq. ft. An example of this is Easy Street, located in one of Calgary, Canada's most high-traffic malls. This center stands at 17,000 sq. ft. and in the first year of operation, it performed well above industry standards (redemption games are the biggest producer, by the way). Now well into their second year, earnings are "right on the money" as compared to predictions.

Most indoor attractions can expect their market to be quite localized (that is, they'll mostly draw residents who live within a 10-mile radius). Obviously, such places depend on repeat business, and that means customers will demand and expect the center to update its entertainment package regularly! Even better, your center should find some way to create an element of surprise now and then.

Otherwise the customers will lose interest and wander away down the mall, spending their discretionary dollars other types of entertainment while your cash boxes echo with a hollow death rattle.

Most of the successful mall-based fun centers appeal to the family mar-

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ket. (Yes, there are some very obvious and famous LBE winners which are aimed more at adults, but these tend to be stand-alone operations rather than mall-based.) Now, if you're going to draw a family crowd, that means — yes — you've got to have a variety of attractions, with different things for all the different members of the family!

This sounds obvious. Heck, it actually *is* obvious. But you'd be surprised how many would-be center owners dogmatically say, "No, I don't want any kiddie rides," or have other knee-jerk reactions — positive or negative — to various specific elements like miniature golf or birthday party rooms. What causes this knee-jerk reaction? Simple: too many owners want to cram their centers exclusively with attractions that have a high earnings ratio per square foot. This is a cardinal sin, like trying to outfit a redemption center with 100% quick-coin games.

Ask yourself this question: suppose your local fine restaurant knows their Dom Perignon champagne has highest markup of anything in the place. Would it make sense for the restaurant owner to stock 20,000 bottles of this item, and have nothing else on the menu? Of course not! Well, it's equally silly to reject less-profitable types of attractions when you are planning an indoor fun center. The secret of success is the mix...the variety...the array of appetizing choices.

So, yes, a solidly-planned indoor fun center should have video games, arcade games, redemption and skill games that kids like. These offer a high return per square foot. But perhaps the center should also have miniature golf, even though return per square foot is lower, because it provides entertainment for the entire family together. If themed accordingly, mini golf can even be such an integral component that actually sets the tone for the entire facility.

(On the other hand, it's just as dangerous to get hung up on a certain type of attraction. If your consultants say that mini golf, or bumper cars, or whatever simply will not work due to local demographics, then forget it! Actually, there are only a few places where I would recommend mini golf indoors, knowing it will produce only $50 per square foot in sales. Where does this work? In sites with cheap rent!)

It's not revealing anything new to point out some other elements that help big indoor fun centers achieve family appeal: birthday parties, kiddie rides, soft play and even family rides (like carousels). Again, however, even if your demographics warrant the investment, such elements depend in part on proper position and layout for their success. What's the good of having a carousel and kiddie rides, if they're hidden in the back? When mom and dad pass the entrance to your center, they should see something other than just a bunch of teenagers playing video games!

Large-scale family-oriented fun centers can also succeed as stand-alone sites. Examples include The Boardwalk (El Cajon, Calif.); Sports-world (Paramus, N.J.); and Pirate's Cover (San Diego, Calif.). Notice that these are in the 10-50,000 sq. ft. range, smaller than the Old Chicago type places. Also notice, they don't try to depend on creating an essential timeless appeal. This is not a coin-op version of Niagara Falls, folks! These centers, like their indoor counterparts, change their attractions to justify repeat business.

Good fun centers succeed on the basis of careful planning and research...The bad ones flop because they ignore these factors, taking the old "let's just throw money at it" approach.

Now that we've spelled out a general sketch of what a successful indoor entertainment site should look like, let's discuss the factors which should be analyzed prior to site selection.

1. You have to start with a detailed economic survey, covering the following factors: market evaluation; concept development; competition (comparable attractions); and potential & estimated attendance.

2. Based on these results, you can then start to figure out specific parameters for the proposed center — store content, size, operating schedule, number of units needed, parking needs, food & drink, size of merchandise area, etc.

3. Finally, you have to look at customer spending and traffic patterns to figure out the center's financial targets on a per-capita basis. Putting those figures together with overall attendance estimates and operating expenses, as estimated above, will give you that magic "bottom line" of expected profits.

Here's a quick rundown of what all these factors mean in detail.

A. Market evaluations: Identify a good general location for the project. See where you can get find adequate market support, reasonably cheap land. Determine physical limits (political or geographical); local population composition (size, age, income); and — in mall settings — purchasing power and annual mall visitation.

B. Concept development: This means the client, consultant and architect should sit down together and work out a good approach to the overall entertainment format. And they should make their plan (at this stage) broad and fuzzy enough to be flexible and change later!

C. Comparable attractions: This means asking the question, "If X amount of dollars are being spent in this mall, neighborhood or region, how much of that can we expect to get?" Naturally, you've got to look at local competition including other fun centers and different types of entertainment.

D. Attendance analysis: Make a solid, educated guess about how many people will come to your center, based on data obtained in factor "A" above.

E. General parameters: Now you are ready to sharpen your concept. Figure out exactly which attraction elements to put into the center, and what's needed vis a vis overall size, number of games, parking, food & beverage and merchandise area sizing.

Operating revenue & expense estimates: Nail down a formula for how long each customer will stay, on average, and how much money you can expect to make per hour during each of these visits. Multiply by expected annual attendance, and balance this

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income against the expenses of factor "E" to get your expected bottom line.

Cash flow analysis: The last step in planning is to figure out how much investment is justified, based on expected cash flow and costs. The design team must use these numbers as part of their "Bible" to make sure they stay within realistic limits and create a profitable business.

You say it all sounds like high-falutin' management theory? Business junkie happy talk? Not true! If all this work is done right — and I've seen it happen — you can practically take all the guesswork out of opening a big new entertainment site. I have seen sites open where the attendance matches the expected numbers to an astonishing degree, and where earnings of the different attractions, per square foot, comes within pennies of the plan/prediction.

So here's the big question: if you can get that kind of certainty, who wants to fly by the seat of their pants? Especially when millions of dollars are at stake?

Okay, if you've stuck with me so far, it's time for a reward. As we all know, the hardest thing to obtain in our industry is hard numbers. Few statistics exist. Those that are publicized, may not always be reliable. And when various private clients spend big bucks for surveys and studies, the last thing they generally want to do is "spread the wealth" of their results with competitors or just plain looky-lou's who haven't shared the burden.

The following numbers depict earnings per square foot in a 20,000 sq. ft. indoor entertainment site, located in an area with fairly average demographics. I guarantee you these numbers are not universally accurate; the local variations in each town and city are precisely why this is not a "cookie cutter" business...and why each site must be uniquely fashioned to match the local demographic and competitive profile. Nevertheless, this is the first time such figures have been published in a U.S. trade magazine and I believe readers will find them instructive.

Attraction Type	sq. ft.	sales per sq. ft.	total $ earned (in thousands)
redemption games	4,000	$120	$480
rides	4,000	70	280
food and beverage	1,000	300	300
video games	2,000	120	240
mini golf	5,000	50	250
soft play	3,000	70	210
birthday party	1,000	125	125
Total	**20,000**		**$1,885**

As you can see, this particular 20,000 sq. ft. facility is earning an overall average of $94 per square foot. That's not bad. But then, I know of several centers located in "power malls" which are earning an average of $300 per square foot...more than three times as much!

From comparing the figures in the above chart, it's clear that different attractions obviously achieve very different earnings averages, ranging from a low of $50 to a high of $300 per square foot. This means the mix and sizing of elements becomes very important. Still, each element of the plan is crucial to the overall market draw and therefore, to the success of the center.

In quite a few high-rent locations, it may be best for the mall developer to enter a joint venture relationship with an experienced FEC operator. This means sharing the burden of expense — as well as the profits, of course. In a sense, every time a street operator puts a new machine into a location he is doing an informal "joint venture," so this concept is really nothing new to our industry.

The main thing to remember is this: it's a rocky time for much of our industry, but it's "rocket time" for well-planned, professionally executed indoor entertainment sites. If you believe in going where the people are, grab this rocket and hang on! (Just make sure you have filed a carefully researched flightplan first.) If you do it right, the profits will take you to the moon!

[Editor's note: industry consultant and part-time astronaut Jerry Monday can be reached at 310/353-3998 or (fax) 310/532-2355.]

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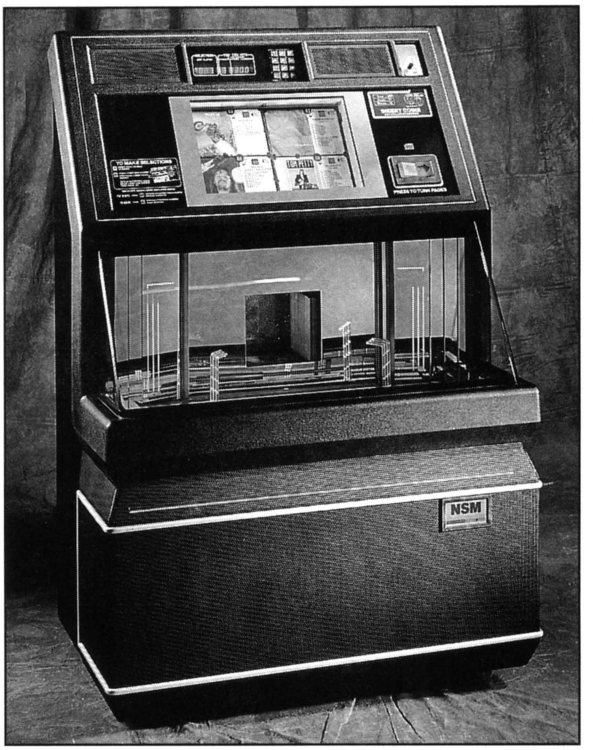


Above: The *Performer Grand 2000* features enhanced design and technology. NSM says its "destined for those establishments that have created a classy, high-quality ambiance." **Below:** The *Performer Wall 2000* has all the features of the floor model, except built-in speakers.



They say you shouldn't judge a book by its cover, but many players judge a jukebox by its cabinet. After all, in the minds of most Americans, the very word "jukebox" conjures up glowing neon colors, bubble tubes and other outrageous design features. So back in 1991, when NSM-America debuted its *Performer Grand* CD jukebox, it was an instantaneous success thanks to the "right look" outside and nifty German technology inside. *Perfomer Grand* combined a high-performance CD player and sound system inside, with ultramodern lines and classy black, silver and mirrored color scheme, as well as fluctuating color displays, on the outside.

Now, the *Performer Grand* is back (with substantial enhancements) under the name *Performer Grand 2000.* You'll see it, plus a companion wallbox version, at the AMOA Expo in New Orleans this month. NSM-America's senior VP John Margold said launching the *Performer Grand 2000* is something of a "command performance" since operators, distributors and bar owners kept telling the company the original had what they were looking for. "They were looking for an elegant, classical appearance with high-quality sound," Margold stated. "So we went back to work on the original designs and figured out ways to further enhance this jukebox before we considered putting it back on the market. What we ended up with is the *Performer Grand 2000,* an even more beautiful and more capable jukebox than the original."

The new model boasts a visible CD changing mechanism which is adorned with glowing, animated laser rods that continually change colors. Up close it's intriguing to see the changing colors and the CD changing mechanism as it operates. From across the room, the glow of the changing colors and dramatic design make it a dynamic addition to the environment. When it plays, the powerful yet impeccably clear sound of NSM's HyperBeam sound system is unmistakable.

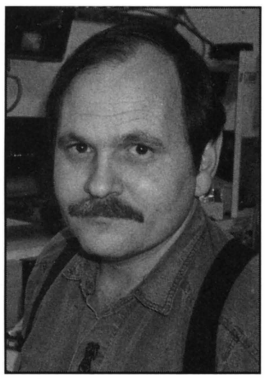
NSM took advantage of some of its breakthroughs in jukebox design and technology and incorporated them into the new *Performer Grand 2000* and its wall-mount sister, the *Performer Wall 2000.* Improvements in NSM's CD changer — "the world's fastest unit to start," says NSM — have made it even faster, changing songs in an average time of 2.2 seconds from any position in the CD storage mechanism. This speed pro-



The NSM-America team includes, from left: financial chief Jurgen Jost, senior VP John Margold, and sales pros Dave Drouillard & Alicia Sadoff.



Marketing maven John Tracy.



Tech trainer Keith White.

vides for more paid-for plays and an almost seamless transition from one title to another.

The *Performer Grand 2000* has an even more improved CD handling and storage system. The CDs are never touched by the changer. They remain cradled in their individual trays, which snap in and out of the CD magazines. The user controls have been made more ergonomically perfect so that it's as easy as possible to use.

Sales Manager Alicia Sadoff points out that "there are over 100 programmable functions and features that make this jukebox exceptionally flexible for the operator and the location owner. It features include 'real time' clock on/off controller, attract mode, automated background music, and lock-out so that the title selection mechanism can look and act full with as few as four CDs in the machines music inventory."

Options include the favorites such as wireless remote control and DataPrint counter to retrieve selection popularity, cash, diagnostics and other information electronically. It has $1 and $5 bill acceptor options with a 1000 bill stacker mechanism. Microphone kit, service kit and remote speakers are options as well.

NSM Sales Manager Dave Drouillard said NSM is introducing five new jukebox products this year: the *Performer* series, the *Digital Thunder* and its wall-mount counterpart, and a "designer model" wall-mount jukebox called *Emerald Ice* (see sidebar for details on the latter).

"Our goal," Dave explained, "is to provide operators and locations a wide variety of high-quality jukeboxes so that there's an NSM jukebox for every location."

These days NSM is backing up its product with better marketing, parts & service, and technical education than ever. Over the next few months, NSM marketing manager John Tracy will debut the firm's "M.U.S.I.C." concept — a variety of technical, sales and promotional materials to help operators strengthen location relationships. From colorful signage to promotional schemes, the idea, said Tracy, is "to help NSM operators differentiate themselves from their competitors. We want NSM operators to have a 'special edge' when it comes to servicing their locations and developing new business."

Service is getting a boost as well. Ever since NSM opened its U.S. manufacturing facility in Gastonia, N.C. earlier this year, the company has been making sweeping changes to its service side of the business. Spare parts and repair service areas, for example, are more comprehensive. Spare parts inventories have grown substantially (doubling quantities in most cases), and shipping is usually completed within 24 hours after the distributor sends in an order. "Our aim," said Margold, "is to have parts shipped in 24 hours and repairable units completed and shipped within 48 hours."

On the educational beat, NSM's technical training manager Keith White is almost never in the office, preferring to be conducting training schools all over North and South America. The "service schools" are largely technical in nature, but they have been enlarged to deal with some of the day-to-day problems route operators confront. According to White, "We try to address both the technical features as well as the business aspects so that operators will have the best chance at running profitable operations. Most of the people who attend our classes are hungry for this type of information."

For more information about NSM products and services, contact your authorized distributor. For referral, it's NSM-America at 1158 Tower Lane, Bensenville, IL 60106. Phone is 708/860-5100; fax is 708-860-5144.

◆

NSM: "Our 'Emerald Ice' wallbox is a musical gem"



At AMOA Expo, NSM will bow a "designer model" wall-mounted jukebox called *Emerald Ice*. "The glass display is as much art as it is jukebox," the company stated proudly. Elements include translucent forms and changing lights behind layered silk-screened glass...silver, aquamarine and green colors, shimmering in varying intensities...all combined for an intriguing display of emerald facets. The visual effects hark back to the eye-popping designs of the jukebox "Golden Age," while offering a distinctly modern flair. Inside, NSM's HyperBeam sound system turns CDs into magnificent sound. The company believes its faster-than-ever 100-CD single player changer and the world's most protective CD handling and storage technology will make *Emerald Ice* an "operator's favorite" for revenue generation and location satisfaction.

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Pat Klasno and a friend. "We make sure our plush is really soft and cuddly, the kind a child would want to take to bed at night," Pat says.

The King And His Kingdom

SMILIN' PAT KLASNO TAKES A HARD LINE ON SOFT, CUDDLY PLUSH; KING PLUSH ANNOUNCES ALLIANCE WITH MISSION SKILL CRANES

It's early morning in Southern California. A lone man strolls through a large warehouse, lit only by a few security lights. In the background, a phone begins to ring. The man heads toward the phone, but stops momentarily, picks up a teddy bear, and squeezes it. Then he puts it down and picks up another stuffed animal, repeating the squeeze test. Satisfied, he continues his journey toward a ringing phone.

Okay, who is this man? (a) a government agent searching for cleverly hidden contraband; (b) a sentimental burglar who is obsessed with cute animals; or (c) redemption merchandiser Pat Klasno, zealously checking the quality of his goods.

Right, it's (c). Pat is the founder and president of King Plush (Carson, Calif.). On a typical day you'll find Pat, general manager Charles Thurber and a staff of 35 scurrying around their 35,000 sq. ft. warehouse, putting together custom prepaks of plush for more than 1,000 customers (including Pat's own crane route).

Ten years ago, Pat was an early convert to the California crane boom. "I got to the point where I was using so much plush," he recalls, "it only made sense to buy in bulk and make up my own prepaks. Then a number of my friends in the industry, who were always complaining that they couldn't get quality plush at a good price, started asking me for prepaks. I was selling them plush more as a favor than anything else."

King Plush deems its L.A. location a major edge. "Los Angeles is the hub of the import business," Pat pointed out. "I have more than 50 different suppliers at any one time. By picking and choosing, we're able to put together good mixes of high-quality plush for less. We don't get involved in come-ons or giveaways. Suppliers have to make their money, and I won't cheapen our mixes to make up the difference."

The company specializes in customized, location-specific mixes. And yes, when they sell "soft cuddlies" — the industry's mainstay — "we make sure they're really soft and cuddly, the kind a child would want to take to bed at night," Pat declared. "That's the quality we put in our cranes, and that's the quality we sell."



Castle of the "Klasno kingdom" is this 35,000 sq. ft. King Plush warehouse in Carson, Calif.

Pat's crane operation, Klaslan Corp., is headed by GM Tom Webb, another industry pro with 10 years' experience in skill cranes. Webb and the staff now run about 200 cranes, some of which are in the original locations Pat set up in 1985 (with over a million plays on them).

Klaslan and King Plush will soon be growing substantially, as Pat Klasno joins forces with another industry leader, Mike Lewis, president of Mission Crane Service, Inc. "When Mike asked me if I'd like to be the exclusive plush supplier for the Mission's group operator program, I was very excited," Pat reports.

As readers know, Mission makes jumbo cranes in very classy cabinets which appeal to image-conscious stops like restaurant and hotel chains. Such locations had been all but closed to the industry before Mission bowed its "Premier" line of cranes, Pat asserted. "This is a great opportunity for me and my company to enter new markets and work with a quality operation like Mission Crane and its network of professional skill crane operators," he added.

As far as Pat Klasno is concerned, cranes remain a growth industry... and he's proving it every day, both as a plush supplier and an operator. With the new Mission alliance, he says he "sees some big numbers ahead...and some big challenges." But you can count on King Pat and his cuddly Kingdom to meet those challenges with a winning smile...and maybe a squeeze or two. ◆



The King Plush redemption center is a happy zoo for cute stuffed animals, and busy home to a hardworking staff!





Video Fun For Everyone

'ORBATAK' RETURNS TO CLASSIC 1980S-STYLE VIDEO GAMEPLAY IN A LOW-COST, HI-TECH SYSTEM FROM AMERICAN LASER GAMES

If you could design the ideal coin-op video, what would it look like? (1) Cheap...software cost of just a few hundred bucks, and/or reasonably priced complete game. (2) Wide appeal, not just targeted to the teenage crowd. (3) Simple, maybe because it's a system game with disc-based hardware. Sound about right? If so, American Laser Games has a game for you! *Orbatak* is their latest CD-ROM game for their system cabinet.

This one is a sort of crazy "bumper cars" style action game which *anybody* can play. It's not limited to 15-year-old boys with lightning reflexes and the manual dexterity of Jascha Heifitz. A simple trackball control interface lets players direct the motion and speed of their "orb" vehicles on a raised, basketball court-type arena. Players chase and race, duck and dodge, seeking to smash their orbs into each other, and trying to force the opponent to drop into an opening for a long free-fall. You can also crash your orb into your opponent's so hard that it breaks his orb open, forcing his character out of the vehicle onto the arena floor...where he's vulnerable to getting run over by your orb!

Gameplay begins with choosing your character, who then "morphs" into an orb. Attract mode includes special graphics that react to players touching the trackball, so the game is interactive prior to coin-up (a unique feature!). The game features ALG's first use of 100% computer-generated graphics, done by in-house programmers. Look for this one in arcades by late August or early September. Don't forget, also available for the company's CD-ROM system are several of their fun live-action titles like *Mad Dog II, Crime Patrol* and *Shoot-Out in Old Tucson.*

As readers know, ALG created this CD-ROM system by crafting a special arcade adaptation of the 3DO home video game platform. (To our knowledge ALG is the only coin-op arcade game factory to do this.) ALG says it will continue making titles for both their CD-ROM and laserdisc hardware systems. For more information or referral, call ALG at 505/880-1718.



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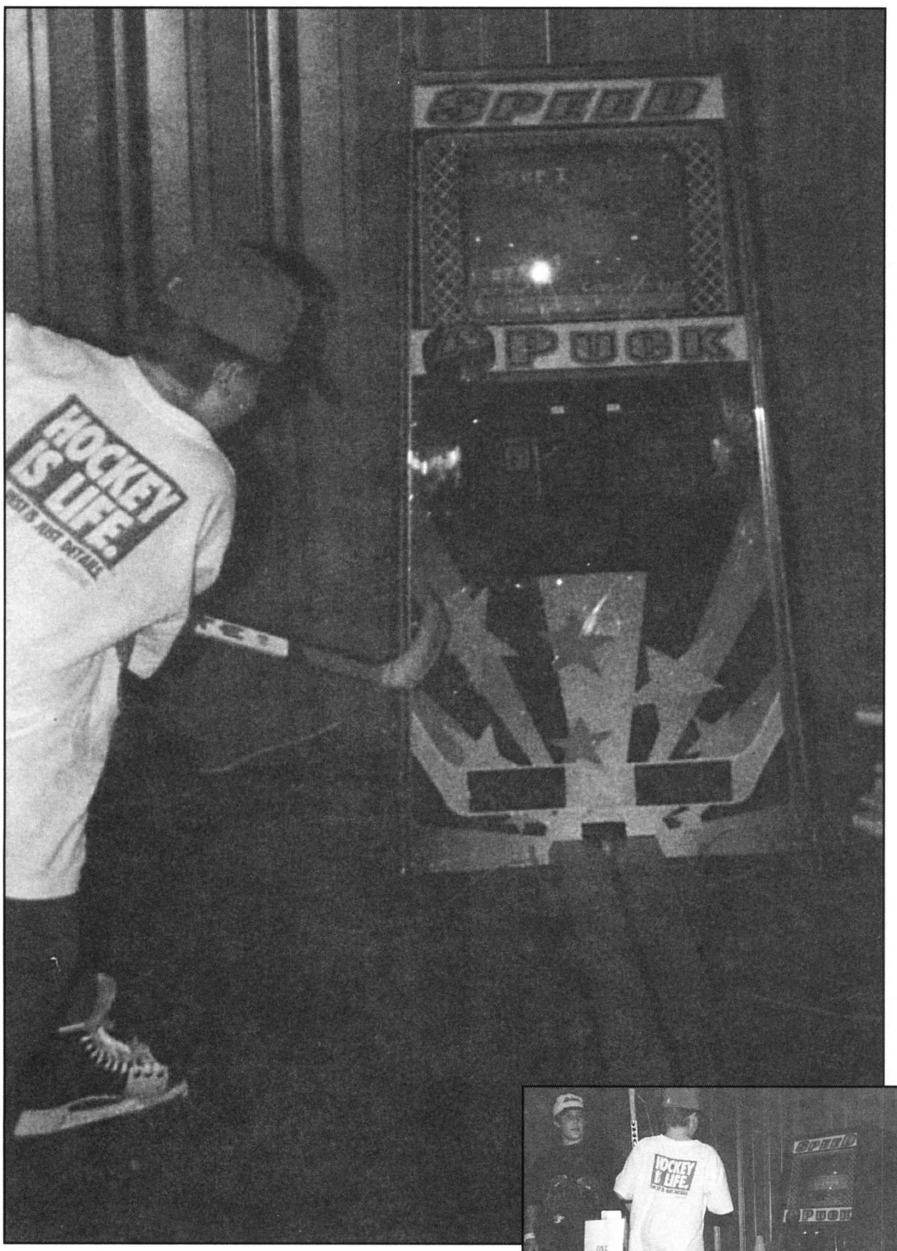
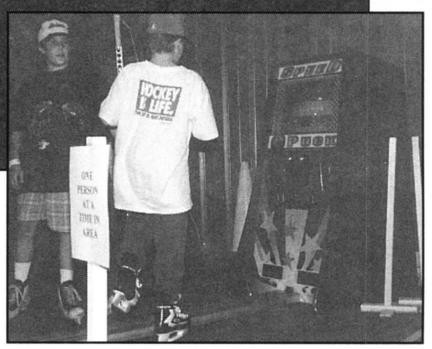


Speed-a-Puck was set up at the popular Iceoplex skating rink in North Hills, Calif. by U.S. marketing rep Giovanni D'Andrea.



A few Iceoplex regulars check out their score. The game reportedly showed strong earnings during this test phase.

Powerplay

A CANADIAN FIRM HAS DEVELOPED *SPEED-A-PUCK*, A VERSATILE NEW HOCKEY MACHINE THAT MEASURES THE SPEED OF EACH SHOT

Step up to the puck and take your best shot. From the country that popularized the sport of hockey, comes *Speed-a-Puck,* a unique, fully-automated hockey game based on who can shoot the fastest. Created by Dipel, Inc. of St. Jean-Sir-Richelieu, Quebec, the game features a computer-controlled video display of puck speed, high scores and player standings, as well as a real hockey puck and stick for an authentic gameplaying experience.

Developed and extensively tested for more than a year, *Speed-a-Puck* was brought to market at the beginning of August in Canada, where the company reports it has very been well received. The firm said it has also shown successful test results at the Iceoplex, a popular skating rink in the Los Angeles area, and is now available in the U.S.

"Being the first hockey machine of its kind on the market is something to be excited about," said Robert Masse, president of Dipel, Inc. "Our main concern in the development of *Speed-a-Puck* was the operator. The game had to be trouble free, easy to use for the end user, and offer a good return on investment."

Gameplay is simple: the objective is to hit the sliding puck into the upright machine for the fastest speed and highest score. The video screen displays each shot speed in the order in which they are made, and can accommodate up to 10 players in head-to-head competition. Individual player results, competitive standings and score comparisons can also be displayed.

Speed-a-Puck is targeted towards a broad range of locations, from arcades and FECs to sports bars and arenas. Each unit stands 58" high and 23" wide, with a front rail that extends the game to 130" in total length. It features a high-resolution, 19-in monitor and 100% solid state electronics, along with sports action sounds in both promo mode and gameplay. Development is already underway for new games, which will be made available for purchase on diskette for easy uploading into the game's computer.

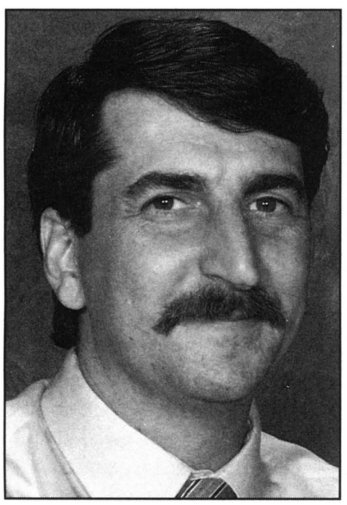
"*Speed-a-Puck* has a great advantage in that the mechanics are reduced to be as simple as possible," Robert Masse explained. "There's no motor; the puck is captured on a rail and fully returned by the accumulation of kinetic energy. This makes it almost trouble free."

The electronics and computerized system are fully adjustable. Operators can configure pricing, sound effects, time delay, scoring, etc. There's even an optional ticket dispenser that can turn *Speed-a-Puck* into a distinctive sports redemption game.

For more information or distributor referral, contact Dipel, Inc. at 514/348-1897 or fax 514-348-2157. Or for a direct face off with *Speed-a-Puck,* look for it at AMOA Expo '95.

TECHNICAL TIPS

BY RANDY FROMM



TWO-BIT SCORE DOUBLES-UP

Everyone finds their little niche in the coin-op business. Some people work for the manufacturers. It's actually kind of interesting to watch some of them as they bounce around from company to company. When you've been in the business as long as I have, you will have seen a lot of bouncing.

Others work at distributorships; some in sales, some in the tech department. The technical side of things is where I have established my little corner of the coin-op world, not at distributorships (although I did work for a distributor in London, England for about a year) but working for operators. Through my Arcade School and this technical column in *RePlay Magazine,* I have worked myself into an even smaller cubbyhole; that of technical training. To me, it is a pure and delightful pleasure to show people how things work and, perhaps more importantly, how to fix them when they don't.

Whenever a market opens in the wonderful, wacky world of capitalism, you can be assured that someone will occupy it, no matter how small it is. Such is the case with Two-Bit Score. This Texas-based company is owned and operated by Bob Sokol. Bob's fifteen minutes of fame may have come on David Letterman's Stupid Pet Tricks but this 20 year coin-op veteran has earned my respect by filling one of the tiniest niches of all, that of keeping hundreds, perhaps thousands of old electronic pinball machines up and running.

When you own a classic old game, whether it's on the route or in your basement, you'll eventually need a source of replacement parts and repairs. Two-Bit Score is your source and Bob's your man. Whatever the problem with your MPU board, score display, power supply, sound, speech, or driver board, he's got the parts, expertise, and test fixtures (see *RePlay Magazine,* June 1991, page 129) to repair it quickly and properly, and he'll guarantee that it's fixed right! From the first electronic pins through the newest Williams/Bally WPC system games, he is your best bet for pinball board repairs. Bob has also set up a help page for pinball technicians on the World Wide Web. If you've got a personal computer and any online service you can check him out at http://www.io.com/~twobit.

FREE ESTIMATES

Two Bit Score's repair department, headed by shop manager Russell Galindo, delivers same-day turnaround on most circuit boards. Boards are inspected upon arrival, and they call you and tell you exactly how much your repair will cost. If you don't like the estimate, they will return your board to you at no charge and even pay the return UPS shipping. Authorized repairs are normally completed the same day and your boards are returned UPS Blue label (second-day delivery.) In most cases, this entire process takes less than one week.

Two-Bit Score also sells ROMs for pinball machines. They have in stock the game ROMs & sound ROMs for every pinball you could possibly want. Single ROMs are $25.00. Any two ROM chips from the same game are $45.00 and three ROM chips from the same game cost $60.00. All Four ROM chips from the same game are $70.00. The lower price for each successive ROM means that you can resurrect a completely dead game for a reasonable price.

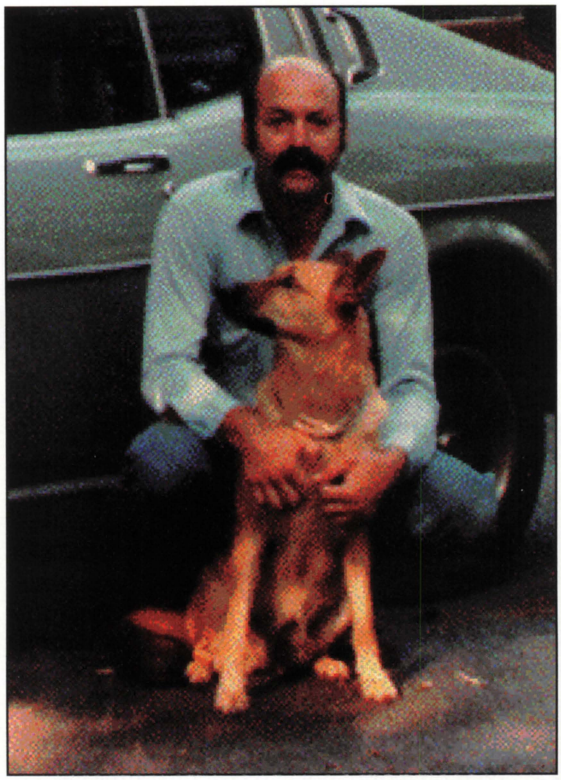
If you're really not at all technical (or just pressed for time), Two-Bit Score will install the game ROMs of your choice onto your good working MPU board, correct all jumper settings and fully test your board for you at no extra charge. You pay only for the game ROMS. You can also send your dead or unknown MPU board

in for a check-up. Repair estimates are cheerfully given and jumper or strapping errors are corrected free of charge. How's that for service?

Manuals and Schematic Diagrams

If you're looking for documentation, Two-Bit Score carries copies of the original shop manuals for every electronic pinball, including programming information and large (11" x 17") blow-ups of all schematics. They get $40.00 for each one. Kudos to the manufacturers for allowing Two-Bit to perform this valuable service for the industry.

For the home market, Two-Bit provides a "free-play" chip for early Bally pinballs that allows you to put any solid-state Bally pinball on free-play without having to drill a hole to mount a switch in the front door of the game or any other nonsense. Just plug in this replacement U6 ROM and early Bally games ('77-'80) are automatically on free-play. Newer Bally pinballs ('80-'85) use one of the DIP switches on the MPU board to turn the free-play feature on and off. When the DIP switch for the "DISPLAY CREDITS" feature is turned off, the FREE PLAY is on. The chip is easy to install, perfect for home sales!



Above, Bob and his dog. Below, the new Coin Doubler from Two-Bit Score.

Christmas will be here before you know it and you'll wish you had ordered one back in September. The chips are $30.00 each; you name the game!

Coin Doubler

My actual reason for writing about Two-Bit Score is to introduce one of Bob's newest products, the "Coin-Doubler." I just kinda got carried away with the introduction. When I sit down at the keyboard, I'm never quite certain what (or how much) will come out.

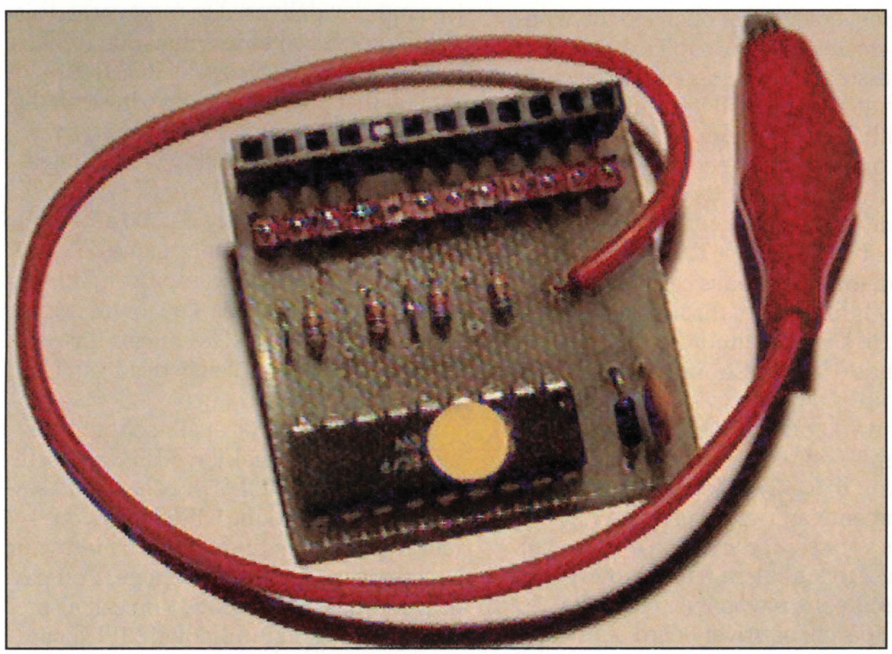
Around 1993, the manufacturers of pinball machines decided that it should cost 50 cents to play a game. They removed the option from the computer's program that allowed the owner of the game to accept a single coin and start a game.

"While we at Two-Bit Score are certainly in favor of an increase in the price-per-play, we also recognize the need, in certain situations, for the operator to be able to lower the price." commented Sokol in a recent interview. "In response, we have designed a tiny circuit board which plugs into the MPU (main processor unit) of the game and fools the computer into thinking that two coins have been dropped each time a single coin is inserted."

[Author's note: An exchange of e-mail regarding the Coin Doubler follows....]

Randy Fromm to Bob Sokol: "You know, I have been told (but I haven't verified) that connecting the two coin switches in parallel will accomplish the same thing (one play for one coin) as the doubler. Any comment on this? It might be pertinent to the article."

The Reply: "Oh, man! Are you behind the times! That trick worked for exactly one game. Then they changed the software so that when one switch is closed, the other will not register. We made the module rev.2 which actually sent two pulses. Then they changed the software so that the pulses had to be longer. We went to rev.3 with a longer pulse but we were getting power from the coin door lights. Then they changed the software so that the lights flash at the end of each game and screw up the module. Rev.4 got power from the power supply directly but the wires are too long



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Catch a Red Joker and win Bonus Points!

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Fever Spins are awarded when three Jokers appear in a row.





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and pick up RFI. Rev.5, which you now have, solves all of these problems and works on every game in the WPC series."

Bob is correct about that. The Coin Doubler works exactly as advertised and installs easily as follows: Open up the head. Locate the MPU board (See fig. 1) and plug J205 in the lower left corner of the board. On most games, you'll probably want to lift the "speaker board" slightly and pull it out so you can see what you're doing. Unplug the wiring harness from J205. Plug the Coin Doubler into J205. Plug the wiring harness into the plug on the Coin Doubler. Locate C31, a small capacitor located to the right of the battery pack. Connect the loose wire coming from the Coin Doubler to the bottom of C31 (+5 volts.)

NOTE: The professional technician will want to solder this connection. The alligator clip on the end of the power wire is VERY tempting, but it is only provided for testing purposes. Once you have confirmed that the Coin Doubler is working properly, SOLDER THIS WIRE! Inspect your work. Look at your clearances, especially the back of the speaker board when you re-install it.

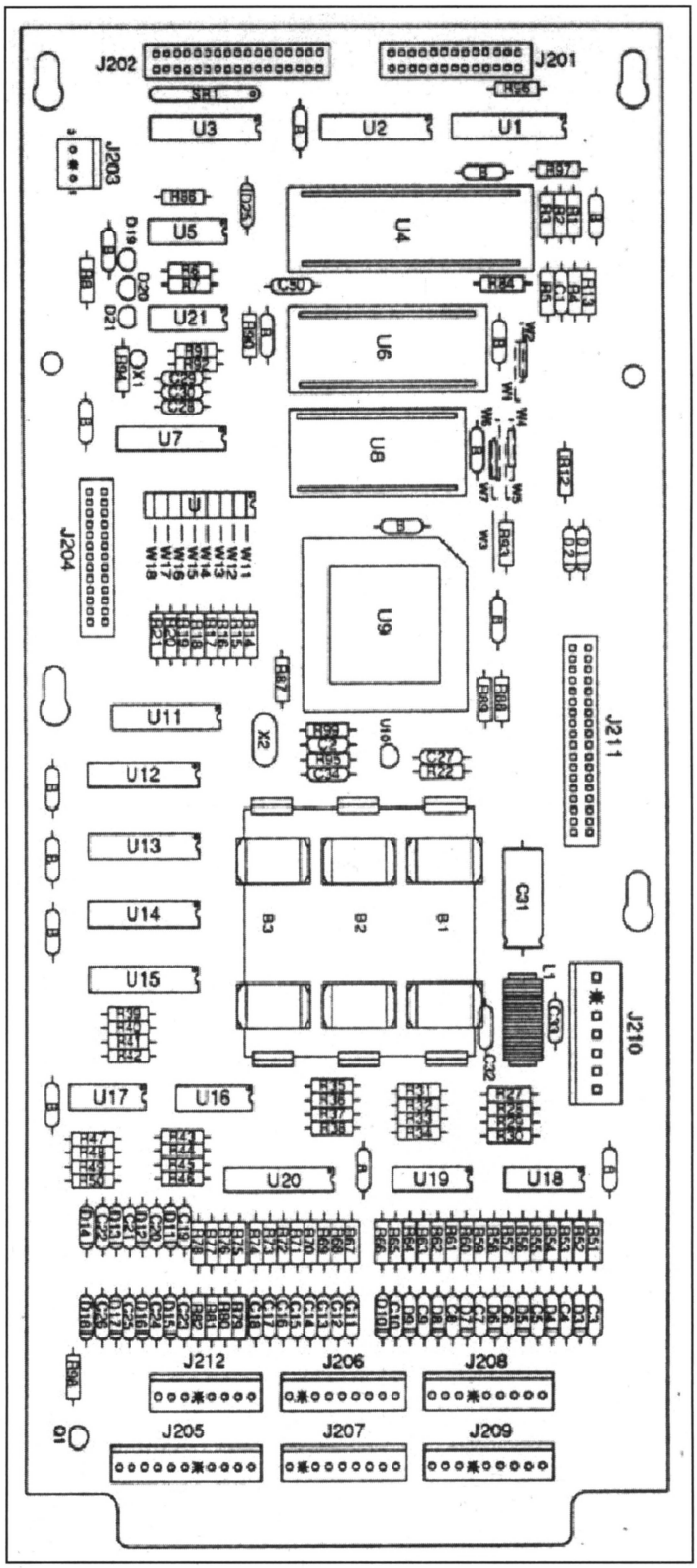
Spike Joins Two-Bit

By the way, the "we" to whom Bob was referring was none other than Spike Tsasmali (see *RePlay Magazine,* March 1995, page 205) who has moved from the South Carolina's Myrtle Beach area to Austin, Texas. Spike has joined Two-Bit Score's team to provide engineering expertise not only in coin-op related products but a host of other projects as well, all using Microchip Brand PIC series microcontrollers.

"Small system designs can be prototyped in a matter of days." commented Tsasmali. "Production quantities can be available within weeks.

"Here are some recent projects we have done and about how long they took from inception to prototype:"

Designed a 4" x 5" board which replaces the keyboard of any IBM compatible PC. Rather than a switch matrix, it has 64 individual input pins which are normally high. When any pin is pulled low (to ground) the onboard PIC processor sends a code to the PC so that it 'sees' the proper key-switch closure. Engineering time: two weeks to prototype; five weeks to production of the first 50 pieces. They currently sell this board to the general public for $175 each.



THE IBM KEYBOARD EMULATOR: A tiny module which plugs directly into the keyboard plug of any IBM compatible PC. Fools the PC into thinking there is a full keyboard attached. The single push-button onboard sends an 'F1' command to jump past any BIOS start-up hang-ups.

THE IBM KEYBOARD RECORDER: Security and counter-intelligence item which records all the keystrokes from a PC keyboard. Keeps a hardware record of everything which has been typed on your keyboard going back months! Allows you to see who's been screwing with your computer while you were away.

THE CHANGE MACHINE: A complete change making computer for the coin machine industry. Takes input signals from any dollar bill acceptor and drives any coin hopper (dispenser). Onboard program has branches to drive a ticket dispenser as well. Accepts $1., $5, $10. or $20. bill, dispenses any number of quarters, tokens, or tickets. Engineering time: five

days to prototype; six weeks to production of the first 100 pieces including wiring harness and power supply.

"MASTER THE MONSTERS" AMUSEMENT GAME: A complete game system on one circuit board designed for big electronics. Tracks coin input, game clock countdown timer, many levels of progressively higher difficulty, scans 8 switches for response time, keeps score on a 4 digit LED display, pays winner by dispensing baseball cards or POGs. Internal bookkeeping tracks coins inserted, games played, average game time, payouts. Failsafe mode prevents 'jackpot' of dispensers. Engineering time: three days to play the game in raw form. Complete prototype in two weeks; six weeks to production of the first 25 pieces.

SKILL CRANE CONTROL BOARD: Another complete game-on-a-board. Controls all popular designs of crane machine. Senses when the coin is dropped, location of traveling boom, height of crane bucket. Full bookkeeping functions. Directly drives large, bright LED displays. Makes use of controlled triacs to drive any brand of DC motor directly from an AC transformer.

LOVE TESTER CONTROL BOARD: One chip replaces about 100 logic relays used in the original 1932 electro-mechanical version of this game. The program took 4 hours to write. The prototype board took one day to build.

CREDIT ACCUMULATOR BOARD: A tiny unit which counts how many coins have been dropped into a vending machine and sends an output pulse to the vend unit when the pre-selected number has been reached. Allows old equipment such as photo booths to be priced at any point. For example, when set at "11", $2.75 is required to start a vend. This product was suggested to us by an operator. We built the first 100 units within 30 days.

Spike went on to indicate his ability and desire to help operators and manufacturers solve their design and manufacturing problems using new technologies. He indicated his design skills in the areas of:

Video processing:
- on-screen graphics or video manipulation in NTSC or PAL formats
- 16-bit R-Y, B-Y or 24-bit true color
- Liquid crystal displays for status indication

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- keypad
- switch matrix
- opto isolated
- switches

Outputs to many devices such as:
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- Drive an infra-red diode to make remote controls
- Drive a color TV monitor

"If you have an idea which you believe we might implement for you, give us a short description of your requirements. We will be happy to give you our thoughts on the matter." said Tsasmali.

Two-Bit Score sells direct to operators. For further information contact Bob Sokol at: Two-Bit Score, 4418 Pack Saddle Pass, Austin, TX 78745; 512/447-8888 or fax 512-447-8895; email: twobit @ io.com. ◆

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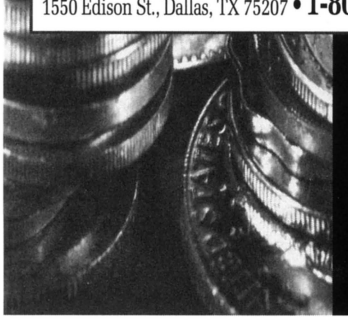

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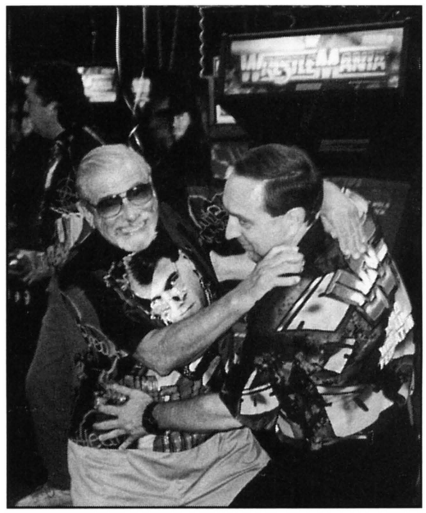
Ringside with C.A. Robinson

SoCal distrib hosts debut for WMS's 'Wrestlemania,' and shows off great new pieces from Namco, Fabtek & Dynamo

Los Angeles-based distribs C.A. Robinson & Co. sent area operators an invitation to rumble with Williams-Bally/Midway's newest vidgame release, *Wrestlemania.* The July 28 gathering also gave many ops their first look at new equipment from Namco, Fabtek and Dynamo, as well as a chance to chat with company reps and enjoy another fabulously-catered lunch, compliments of C.A.

The star of show, of course, was the new Midway video, a two-place fighter now available in kit form. The latest in a series of licensed sports exclusives, *Wrestlemania* impressed the players with its outrageous, but familiar characters pulled from the ranks of today's pro-wrestling superstars. WMS's Rachel Davies pointed out that marketing surveys have shown a similar demographic between fans of the WWF and video game players, giving the game a very broad, built-in player base. "It's the essence of fun and entertainment," she exclaimed. "There's a lot of humor in the fighting, and many extra special moves that give lots of depth to the game."



C.A.'s Hank "the Animal" Tronick & Dean "the Fixer" Gamburd work out a deal. Hank appears to be gaining the upper hand as Dean makes a vicious move to the midsection.

Operators were also able to look first hand at a few other new pieces. Namco's Dave Swafford greeted C.A. customers and proudly showed off *Tekken II,* the sequel to the company's hit, 3D polygon fighter. Dedicateds are already shipping and kits will be available this month. Fabtek's latest vertical shooter, *Viper,* looked like another hit for the Redmond, Wash.-based company. Now available as a kit, the 32-bit game features more defined graphics, faster gameplay and explosive clairty. Early collection reports are already very good, according to Fabtek's Steve Ward. Also on hand was Dynamo's new *Tournament Solitaire,* which comes on the heels of their very successful *Solitaire Challenge* video.



Namco unveiled *Tekken II* at the July 28 gathering; on hand was Namco's David Swafford (center) shown here with Mrs. B. and operator Lloyd Butterfield of Butterfield Games.

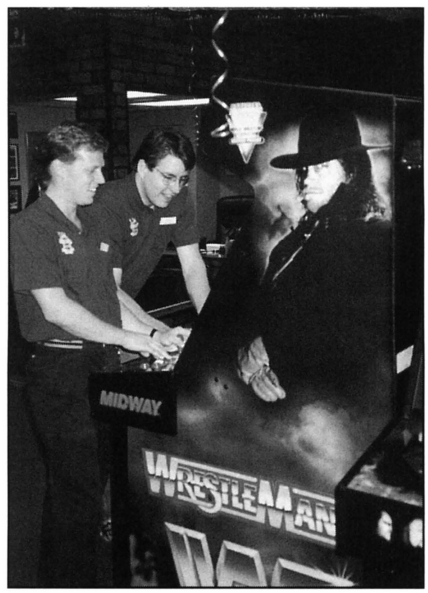


Fabtek's Steve Ward (right) also dropped by with his company's new vertical shooting game, *Viper.* At the controls are Kathy and Steve Casaus of Mr. C's Arcade.

Operators from all over Southern California enjoyed these games in a festive atmosphere put together by the ever diligent and imaginative C.A. Robinson staff. Outside, on a trademark SoCal sunny day, a "wrestling ring" was set up to hold equipment put aside for a scheduled used game sale, and a nearby area was consigned to accommodate all the guests for a delicious lunch, prepared by Langer's deli.



From left: Williams-Bally/Midway sales pros Mark Chan and Rachel Davies with C.A. Robinson's Leah Bettelman and Ira & Sandy Bettelman.



Scott Larson and Royce Boydstun of Scandia Family Fun Centers check out the moves on *Wrestlemania's* digitized pro wrestlers.

COIN SLOTS FOR WINDOWS

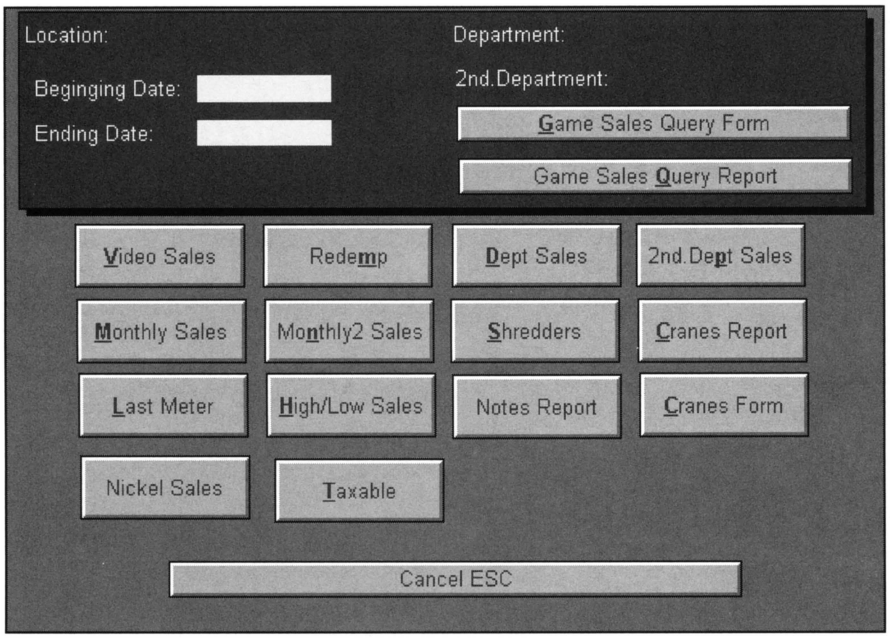


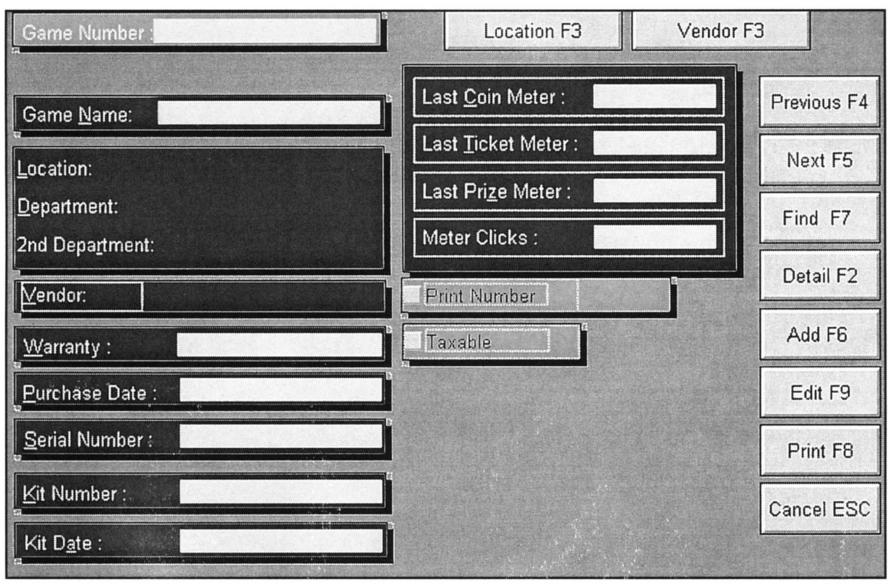
an INDUSTRY FIRST!

"Coin Slots for Windows," trade's 1st Windows-based technical software program, gets "Special Edition" with new features

A few months ago, LA Ware, Inc. celebrated the first birthday of its first Windows-based technical software program, "Coin Slots for Windows." The company has enjoyed a tremendous response to the product. "We wanted to come up with a program that was powerful, yet very simple to use," explained CEO Larry Munday. "Our program had to do more than anything out there, but we also wanted to keep the price low enough so even the smallest operator could afford it. We must have done something right, because as soon as 'Coin Slots for Windows' hit the market, the industry's response was immediate...and overwhelmingly positive."

Back in June, 1994, the Beta test version of "Coin Slots" (also known as Version 1.0) was rushed to the market in order to satisfy the demand. Although not complete at the time of release, Version 1.0 was comprised of five different programs: the *Star*Tech Journal* Index Database; Contacts & Addresses; Pinball Wizard Database; Area Code & Time Zone





Locator; and a Zip Code Locator.

The *Star*Tech Journal* Index Database is a database of all articles published in *Star*Tech Journal* since 1979. If you need information on a game you are working on, simply type in the name of the game, and in seconds a list of every article ever published in *STJ* pertaining to that game is displayed. The list tells you the name of the articles and the volume, issue and page numbers of where the articles appear. Searches can also be performed by manufacturer or by game type.

Contacts & Addresses is a card file pre-loaded with 243 companies in the coin-op industry. Names, addresses, phone, fax and 800 numbers, contact names and a detail box to keep track of what each company sells or what you purchase from them.

The Pinball Wizard Database is a database of virtually all pinball machines manufactured since 1938. Close to 2,000 pins are on file with such information as: name of game, manufacturer, date of release, and more.

The Area Code & Time Zone Locator lists 476 Area codes worldwide. Enter the city or state and instantly locate the area code and the time difference. The Zip Code Locator lists all North American postal codes. Over 42,000 codes are available to search. Similar to the area code locator, just enter the city and up pops a list of all postal codes for that city and or cities with the same name.

A few months after the release of Version 1.0, LA Ware, Inc. released Version 2.0 with an improved runtime module, which made the already easy-to-use program even easier to use. Plus, they added a powerful Invoice & Stock Tracking System without raising the original price of $98.

This new addition is a simple nonsense approach to keeping track of inventory coming into your business, what parts are being used and where. When parts and supplies are delivered, just type the items into your computer using your invoice. If it's a new item, a label that attaches to your parts bin can be printed automatically with the name of the part, your part number, the manufacturer's part number and even the retail price if needed. When it's time to remove a part from your inventory, pull up the "remove from stock" form, enter the name of part or part number and how many to be removed. The item will automatically be removed from your inventory. If you put the name of the game or work order number to which the part is being used on, you can track where your parts are going.

You can view and print all kinds of different reports. Invoice by vendor or by date, get end of the month totals, even find out where all your power supplies went. You can pull up any individual invoice, and more. When it comes time to make an order, type in the vendors name and press the detail button. You will be shown everything you ever bought from that vendor. Parts, quantity, dates, prices, part numbers and more.

Now, 15 months after their original release, LA Ware Inc. is releasing yet another version of "Coin Slots." The new version is called "Coin Slots for Windows Special Edition." This new release includes all of the abovementioned features, plus a new game tracking program. Game Collect Record, as it is called, has been Beta-

tested by Po-Jo's of Idaho for the past two years.

"It is absolutely the easiest way to get the information I need fast," stated Gary Wood, GM of Po-Jo's. Gary added: "I really hate using computers. I just don't understand them. But this program is very simple to use."

From the moment you click on Game Collect Record, you will discover that this is a very user-friendly program. "The program was specifically designed to be used by coin-op owners, not computer specialists," said Larry Munday. "We know they have a business to run, not another program to learn. For the most part, all you have to do is enter some information and press some buttons and the program does everything else."

There are two different ways to enter game sales. The first uses a tri-corder similar to the ones now being used by your electric company's meter readers. The tri-corder is carried around for field collections and then dumped into the computer back at the office. The second method does not require a tri-corder and is designed to allow even the smallest of operators to enter game sales by hand. Each game has its own file, where information such as name, location, department, coin, ticket and prize meters, etc., as well as sales and meter calculations, are automatically done for you.

You can even attach notes to each games file. Use "Notes" to maintain a history of repairs or keep track of recurring problems. "Notes" can be printed out to form a manual to assist your employees in game repairs. The "Reports Department" is pre-loaded with 14 different reports to choose from — everything from video sales and redemption, to ticket shredders and taxable games.

"Coin Slots SE" also includes an instructional video explaining every form, field and button in detail. So you can start using the program with great ease from the moment it's loaded. Plus, you will also receive your very own personal phone consultant to help you tailor "Coin Slots" to suit your own needs. If you find that "Coins Slots" cannot do something you would like it to do, LA Ware's engineers can most likely program whatever you need for just a small fee.

"Coin Slots" Version 2.0 still sells for $98.00. The "Coin Slots" instructional video is $34.95 (includes $34.95 coupon towards the purchase of "Coin Slots SE"). The newly expanded "Coin Slots Special Edition" retails for $595.00 and comes complete with your own phone consultant and instructional video. A "Coin Slots Special Edition" upgrade (which updates version 2.0) sells for $495.00. Tri-corders are also available.

For orders or more information, contact LA Ware Inc., 9161 West Susan Street, Boise, ID 83704; or call Larry Munday at: (208) 376-6981 Ext. 35.

◆

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OPERATORS &

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THAT'S NOT WHAT I MEANT!

BY DIANE LUKIS
A COMPUTER TRAINER AND CONSULTANT FOR THE AMOA.

Communicate *v.* 1. To make known; impart: communicate information. 2. To express oneself in such a way that one is readily and clearly understood. **Communication** *n.* 1. The act of communicating; transmission. 2. The exchange of thoughts, messages, or information, as by speech, signals, or writing. **Communications**. A means of communicating. a. A system for sending and receiving messages, such as mail, telephone, or television.

THE TRANSFER OF MEANING

"A human being, it has been said, is the only creature on earth who can talk itself into trouble." After a couple of million years of practice, society has become pretty good at it. Think back over the last few days. Did you encounter a particularly frustrating moment with a coworker, a mate, a child? Did the situation arise because you did not understand what someone said or they did not understand what you meant? Adding to the frustration is that you probably consider yourself a good communicator.

THINGS I LEARNED IN KINDERGARTEN

Is it possible that we have taken our ability to communicate with each other for granted? It should be easy to understand each other, whether it be in the home or at the workplace. Maybe all it takes to communicate is learning the language. Once we know the language, understanding each other is pretty simple. Right? Not so fast. Making yourself understood is not an easy task, particularly since the invasion.

THE INVADERS

Since the beginning of 1993, more than 25% of United States households own personal computers. This statistic should not come as a big surprise. Computers are quickly becoming a consumer oriented purchase. Today, in the U.S. alone, there are 30 personal computers for 100 people. People are talking less and less time to accept almost any new technology. It took 20 years for the telephone to reach the one million mark in the number of subscribers. It took 4 years for the cellular phone to reach the one million mark in the number of subscribers.

Consumers are adopting computer technologies faster and faster. But let's go beyond the mechanical process of figuring out which keys to push. How do people deal with the social side of technology? Look around your business today. You have to deal with the electronic invasion or watch the parade pass by you.

ELECTRONIC MAIL

How does this invasion change our way of communicating? It makes old procedures, experiences, and behaviors obsolete. It also requires that people gain new skills and improve others. Writing and speaking skills, for example. Remember the inter-office memo? They were polished and written in perfect business prose. The memos' days are gone. The electronic mail invasion is upon us. Electronic mail, or e-mail, incorporates every aspect of the office memo. In e-mail, you can send to multiple recipients. You can include carbon copies and blind carbon copies. Carbon copies are known to all recipients. Blind carbon copies recipients are not revealed to other message recipients, including other blind carbon copy recipients. Sounds mysterious, doesn't it? You can stamp the message URGENT!!! It won't get to its destination

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any faster, but it does seem to add a certain zeal. This can, however, backfire, if the recipients don't sense the urgency. A simple "click" on the trash icon and that message is history. You can even request e-mail to send back a receipt, to your mailbox, when the recipients, (to:, cc:, and bcc:) have read your message. As a recipient of e-mail, you can no longer use the excuse that you weren't aware of the corporation's new policy on vacation time. You can send other items along with your e-mail messages. You can include files, your revised budget projections or your latest novel.

E-MAIL ETIQUETTE

Communicating with someone using e-mail is different than talking face to face or over the telephone. You need to be aware to those differences, or you may end up insulting someone.

Always remember that e-mail isn't as private as you'd like it to be. Do you remember the "I Love Lucy" episode when Lucy wanted to read Ricky's mail? She steamed it opened with an iron. Well, e-mail can use steam too. All e-mail programs can forward mail to other recipients. Also, e-mail messages can be sent to a printer. Be careful what you say and to whom you say it. Besides, who owns your e-mail? As more and more cases appear in court, it looks like the "company" and not the "individual" owns e-mail.

Rules of social etiquette and office customs apply to e-mail too. If you wouldn't pick up the phone to call the Chairman, don't send e-mail either. Lacks decorum and good taste and you may never get a key to the executive washroom.

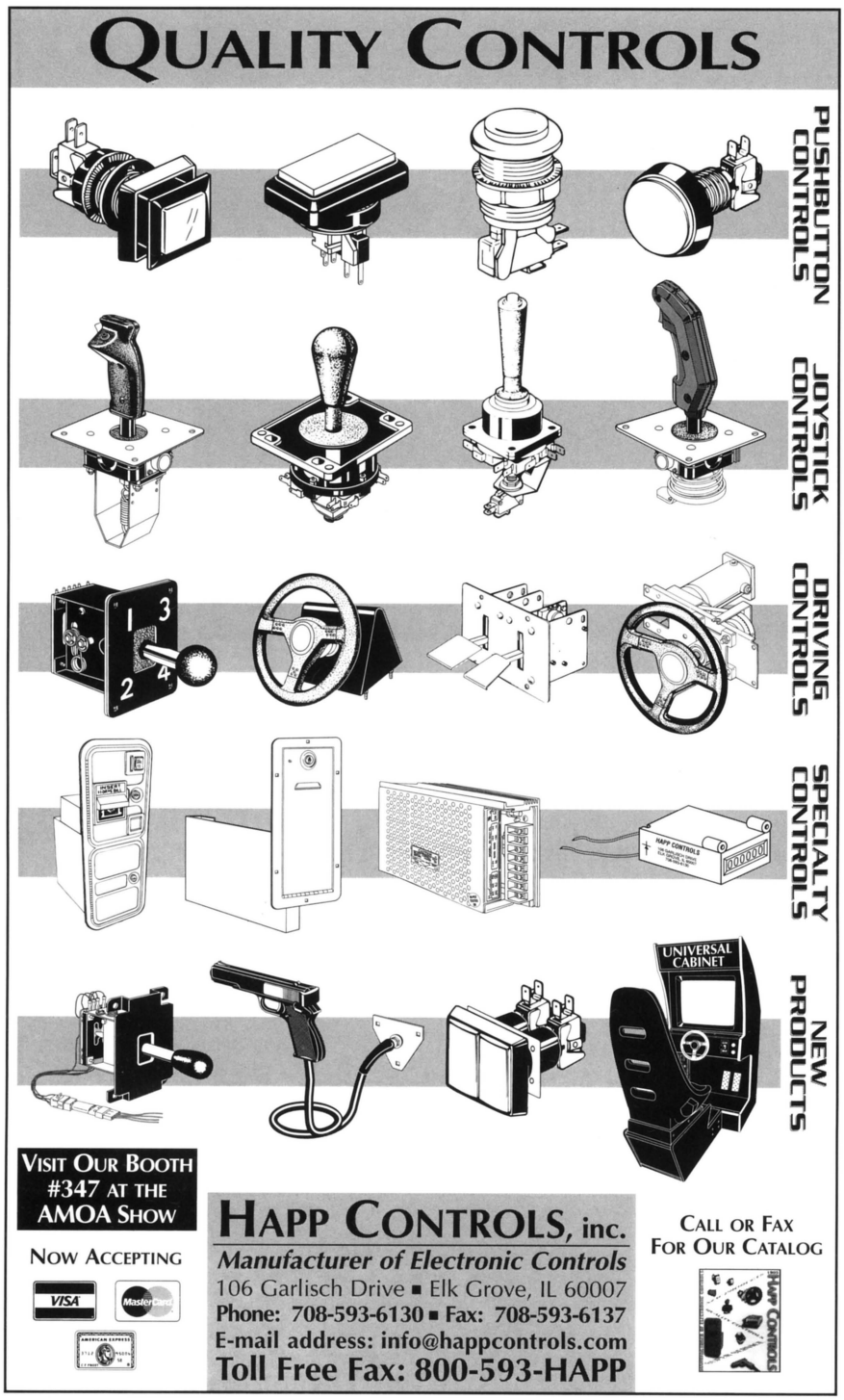
E-mail doesn't have the benefit of physical touch, visible bodily movements, or even voice inflections. This can lead to all sorts of misunderstandings and hurt feelings. So, the following table shows the meanings of some e-mail symbols (so sorry, Hemingway, really).

Symbol	What It Means
: -)	Just kidding
; -)	Wink
: - (	Bummer
: - O	Well, I Never!
: - X	My lips are sealed

Most e-mail programs don't have the ability to italicize or underline text. You know how helpful text enhancing can be when trying to communicate your message. Again, use a symbol to help. Type an asterisk before and after a word you want to *italicize*. Type an underscore before and after a word you want to _underline_.

Capital letters are the electronic equivalent to SHOUTING. WHEN I OPEN A MESSAGE WITH ALL CAPITAL LETTERS, I HAVE TO COVER MY EARS SO I CAN READ IT.

This is more of a tip than an issue of etiquette. Before you press the Send key, read your message one more time. I like to compare this advice to viewing an ink blot. Different people see different things while looking at an ink blot. You will find also, that if you look away from it, and then look back again, you may discover new shapes that give you new experiences that you had not seen before.



SURVIVAL SKILLS

To survive the invasion, you need to develop good communication skills. How do we learn these skills? There is no single theory to explain adult learning. Instead, we have a case of the six blind men who went to see the elephant. The first man fell against the elephant and thought it was a wall. The second man felt the tusk and thought it was a spear. The third man felt the trunk and thought it was a snake. The fourth man reached out his hand and felt the elephant's knee. He thought it was a tree. The fifth man touched the ear and said it was a fan. The sixth man seized the tail and thought the elephant was very much like a rope! And so these men disputed hard and long, each expressing his own opinion. Though each was partly in the right, they were all very wrong.

This story reminds us that the world we live in is built up of the different experiences people have had, and which they have managed to communicate with each other. So, what skills can we work on to survive? Some survival skills include talking, thinking, and writing. Talking to a voicemail system is a very common practice these days. Knowing what to say and saying it clearly and succinctly, is important. When we communicate with each other, it is useful to keep in mind that our common words may not elicit the same image in someone else's mind as they do in ours. Knowing this, we can help improve our communications by being as specific as possible in the way we use words. And, if you are on the receiving end, it often helps to ask questions. Assuming that "everyone knows what you are talking about" and "assuming you know what others are talking about without asking questions to make sure" are two common causes of communications failures. Keep in mind that some voice messaging systems only allow you a few moments to record your thoughts. Writing, in the electronic world, is one of the most important skills you can develop. As companies become more global, the only contact you might have with a co-worker is through the written word. The ability to compose your thoughts in a way that people will understand them is critical. In addition, the written communication should be short, concise, and action oriented. Chances are you'll be sending your written communication electronically. The ease, speed, and convenience of e-mail will soon steer you towards a much less formal style of writing. Thinking before you act is worth its weight in gold. Pressing the Send key means there is no turning back. The ability to think calmly and consider your actions before you put them into place is important. Remember just because you can answer an e-mail message in a matter of minutes, you shouldn't necessarily do so.

Consider again, for a moment, the elephant story. Had the participants exchanged places and experienced a different portion of the elephant, they would have been in closer agreement. As we read, and listen, and experience, we come closer to an understanding of what others experience. We can, in the end, find that we have much more to agree on than to disagree about. It is when we stop learning that we begin to build the barrier that keeps us from communicating with other people. ◆

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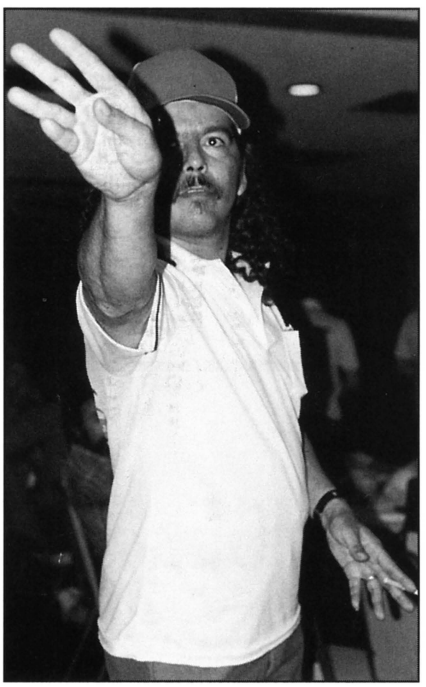
Merit *Scorpion Darts*



Merit's Bob Wiles and an MVP award winner in last year's World Series of Darts.



Taking *Aim* at Darts

MERIT INDUSTRIES IS HELPING OPERATORS ZERO IN ON DART LEAGUE SUCCESS WITH A COMBINATION OF HIGH TECH AND HANDS-ON PROMOTION

"The best way to assist the street operator is to be out there, with him, on the street," according to Dave Myers, sales and marketing VP at Merit Industries. "That's what we are doing with our promotion staff. We're going to be everywhere this year, running tournaments and promotions, and helping operators get started with leagues. After all, a league is where the money is and we want our operators to take advantage of it."

Merit's promotion staff, including dart veterans Jim Beyer, Lucas Reeves, Bob Wiles, Scott Dougherty, Darren Capotosta and Danny Aymar, will soon be hitting the streets across the country in 10 customized vans. The company is also building regional dart promotional teams to target areas of the country that need stronger support. And in move to further solidify the relationship between manufacturer and operator, Merit announced that qualified operators who purchase 10 or more *Scorpion Dart* machines will get the services of a dart promoter for several weeks, on location, to help get the league program up and running.

Merit is currently testing their new dart league management system, scheduled to be unveiled later this year. The new National Dart League System, developed under contract with technology leader EDS, Inc., will be used be used to help operate Merit dart leagues across the country. Don Nogowski, CFO and general manager at Merit, has worked closely with EDS and Merit Darts teams, lending his management expertise to the project. The result is a system designed to assume virtually all the responsibility and tedious, time-consuming work involved with running a successful league.

"Merit's new National Dart League System is really a giant step above and beyond what's available in the industry, in terms of ongoing factory support and helping customers maximize their profits," Nogowski said. "Our system will provide the services that eliminate the need for extra personnel and paperwork. After matches, just fax in the stats and the next day receive team and player statistical analysis as well as league standings and scheduling. And the formats are adaptable. Operators are free to set up their leagues in any format, including NDA.

"With Merit's National Dart League System," he continued, "there is no need for for operators to hire a dart promoter, statistician, etc., and no need for the operators to spend hours on their computers. With a good league captain and a fax machine our leagues will be simpler and more economical with all the overhead eliminated."

In addition to the hands-on league start-up program and league management system, Merit is also developing a unique location-oriented national tournament program which will

focus on getting players into the locations to play darts. This will be tied into the World Series of Darts program and provide the basis of a national network of leagues, competition player ranking system and year-end tournament qualification.

By running the World Series of Darts, now in its ninth year, and many other tournaments and promotions, Merit has attained more than just knowledge and experience in putting together dart events. "What better opportunity is there, than at a tournament, to learn what players and operators want?" said Merit prexy Peter Feuer. "We're always learning, always listening and always striving to be the company that gives the customer what the customer wants. It's a partnership, a relationship, and it works."

For more information on Merit's league promotions and World Series of Darts, contact the company at 800/523-2760 or 215/639-4700.

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TOURNAMENT HIGHLIGHTS



TORNADO IN SAN FRAN — The Tornado National Foosball League (TNFL) crowned its first-ever National League Champions in beautiful San Francisco. The $10,000 event was part of Tornado's $40,000 National Championship Pro tournament held annually during the July 4th weekend — this year at the San Francisco Int'l Airport Hilton. The turnout for the actual pro tournament portion of the National Championships was exceptional, with several of the 19 scheduled events having well over 100 entries. L.A.- and San Francisco-based distribs C.A. Robinson & Co. was instrumental in bringing the '95 Nationals to Northern California. A special thanks goes to James Tomei, sales manager at C.A.'s San Francisco office, who came out and joined in the weekend festivities. Mountain Coin Dist. (Nevada, Utah, Arizona and New Mexico) and American Coin Dist. (Seattle) were also co-sponsors of the event.



Pictured above are the 1995 TNFL champs from Seattle Washington (l to r): Craig Switzer, Chad Kinner, Rocky Wilson and Stephanie Ohashi. The League is in its first year of existence, and was designed for and made available only to route operators. It's designed to give all players, whether casual or advanced, an opportunity to be competitive. The response so far has been overwhelming, even after only a few play-off events, and the League has proven to be an excellent compliment to Tornado's highly successful pro tour. You can be sure there will be more TNFL regional play-offs in the future. The last stop on Tornado's pro tour takes place this Labor Day weekend, Aug. 30 - Sept. 4, at the Dallas/Ft. Worth Int'l Airport Hyatt. Stay tuned for the results to this $100,000 World Championship extravaganza.



MINN. PIN CHAMPS — The Minnesota Tournament Assn. (MTA) sponsored its 1st Annual Minnesota State Pinball Championships at the Classic Cafe & Bar in St. Louis Park, Minn. on June 9-11. Theisen Vending was the proud host operator for this action-packed event. Players came from Minnesota, Wisconsin, Illinois, Ohio and North Dakota to compete on 32 of the newest pinball releases furnished by Sega, Williams-Bally/Midway and Gottlieb/Premier in conjunction with their local distributors. Steve Gold, owner of Classic Cafe & Bar, reports this was one of his busiest weekends ever! Camera crews from KMSP and KARE pushed their way through the standing-room-only crowds to televise a portion of the exciting "flippin' competition." Cash and prizes totaling $3,500 were awarded to ecstatic winners in four divisions. Open Singles went to Dave Hegge of Brookfield, Illinois, while Open Doubles was captured Paul Madison and Fred Richardson, both of Minneapolis. Pictured above is (l to r): Michael Tate, president of MTA; Teresa Dery of Brooklyn Park, Minn., first place finisher in both Women's Singles and Women's Doubles; and Tom Theisen of Theisen Vending. Teresa's teammate in the Doubles competition was Yvonne Magnum of New Brighton, Minn. MTA organizers were pleased to see the fun and excitement that was generated by this tournament and are looking forward to more pinball competition in the future.

GUEST ESSAY

"Neighborhood Disneylands"

WHETHER YOU CALL THEM FECs, LBEs OR UECs, BIG FUN CENTERS ARE HOT; A RECENT CONFERENCE ON THIS MARKET DREW A HIGH-QUALITY CROWD

BY JOSEPH SERINO

[At RePlay, *we know Joseph Serino as a seasoned observer of the hi-tech entertainment biz. His clients know him as the new media manager at JMCTTOUCH, a division of Jordan, McGrath, Case & Taylor, a New York-based advertising, direct marketing and public relations agency. Earlier this year, Joe attended a major conference on developing "urban destination entertainment sites."*

According to Joe's report, the event was attended by some top arcade chiefs and leading hi-tech entrepreneurs, and it provided valuable insights on several key trends and companies in this market. We're happy to bring you those insights since a surprising number of our readers sell or operate games in this market; and those who don't would be well advised to keep abreast of what the competition's doing these days! — the editor.]

The 500-attendee turnout for the Urban Land Institute's "Developing Urban Entertainment Destination Projects Conference" was more than double any other event the Washington, D.C.-based real estate organization had ever sponsored. The one-and-a-half-day event, hosted in New York City in March, had nearly two dozen real estate developers, attraction designers and consultants discuss how the changing nature of leisure in the U.S. is impacting the business of location-based entertainment, and driving the creation of a new form of urban theme center.

The "New Leisure Dynamic": A big reason for all the interest in Urban Entertainment Centers (UECs) has to do with changing patterns of leisure in the United States. A slower economy and the rise of two-earner households is causing Americans to have busier schedules, more hectic weekends and fewer vacations. With less time off, people are incorporating relaxation into their work week, and are seeking more efficient recreational options closer to home. UEC conference chairman Peter Rummell, who is also president of Disney Design & Development Co. (Burbank, Calif.), summed up the situation: "People today need the equivalent of the TV dinner for their leisure convenience. It's a sad situation to have to hurry up and relax, but that's the challenge facing the population and UEC developers."

Carl Weisbrod, director of the Alliance for Downtown N.Y., told how eastern U.S. cities have become a focal point of entertainment development because of an expected drop in tourism and business travel. "Where New York was once the de facto capital of restaurants, shopping and entertainment/cultural programming, this isn't necessarily the case any longer." Other factors causing interest in UEC development are an aging population, one that is more interested in having experiences than in owning things. UECs also provide a host of low-skill employment opportunities to cities, and provide renters for a surplus of available urban office and suburban shopping mall space.

The UEC market: Michael Rubin, president of MRA International, a Philadelphia-based real estate consultancy, framed the U.S. urban entertainment center market as a $2-5 billion industry. He estimates there to be 50 to 100 possible locations for UECs in America, adding that about 30 were currently in some stage of development. The limited number of sites make UECs a "first to market opportunity," said Rubin. Other conference speakers alluded to the window of opportunity as being from three to five years. One speaker wondered if the UEC industry wasn't already "halfway down a trend."

Rubin characterized UECs as the third generation of destination-based entertainment, characterized by the evolution of storylines. (The combination of retail and food operations characterized the first generation of entertainment centers; day into night characterized the second.) He sees UECs as part theme park, part festival-marketplace, part theme cultural attraction and part entertainment district (see chart). As such, UECs constitute a new form of location-based product, with hybrid design requirements that must allow a broad fabric of activities to work in tighter, more-expensive sites, among a variety of competition. He posited $2,000 per square foot, about twice the amount of a prime retail venue, as the target revenue point for urban entertainment centers. Developers need to secure key relationships. Retailers need to learn how to differentiate their product in a way similar to that of Niketown, which one speaker said was Chicago's most visited tourist site. "Cities need to learn how to capture revenues and regain the night," according to Rubin.

Hybrid UEC Design: Much of the UEC conference agenda focused on the special challenges faced when attempting to retro-fit higher population locations with a single workable thematic that combines food service, retailing and entertainment. Virtually

all speakers advised developers to hold to the fundamentals of public gathering "in an attempt to achieve an enriching and engaging sense of place."

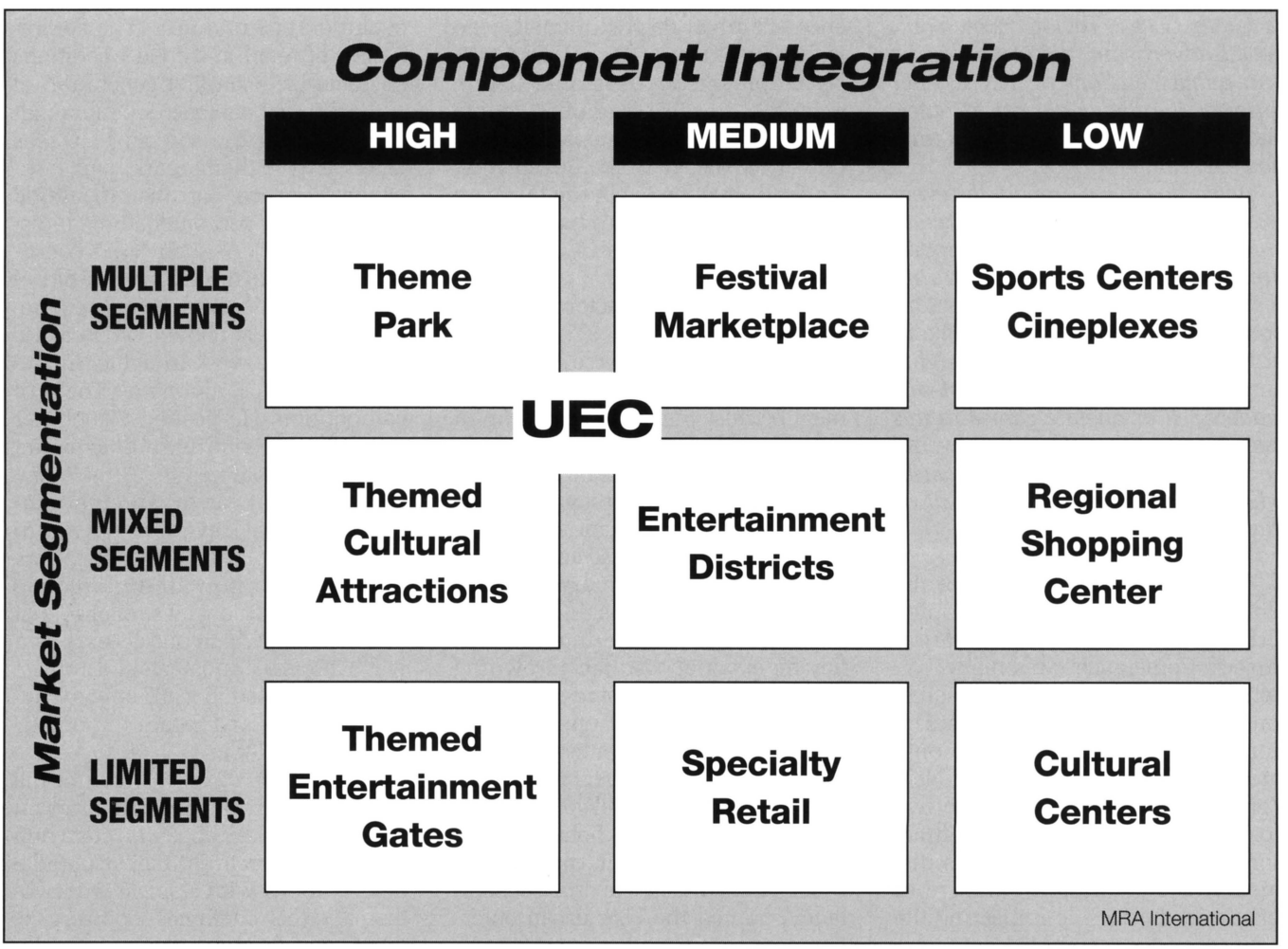
Andy Halliday, president of St. Louis-based Edison Brothers Mall Entertainment, Inc., and operator of the Exhilirama entertainment centers, said bigger is better. He suggested that 50,000 sq. ft. is the minimum site requirement for a UEC. Halliday also pointed out that entertainment is labor intensive, and therefore expensive, then proved his point through a cost analysis that demonstrated why a 15% internal rate of return over the 10-year life of a venue would be quite a nice achievement. He strongly recommended having a "host mentality" that begins with a secure facility and continues through the creation of a *community* feeling that instills a sense of *belonging* in patrons, and stressed staff training. He suggested giving urban entertainment sites a "relatable" theme, and believes that Star Trek is the ideal concept because visitors have an emotional relationship with the characters as content.

Developer Patrick McBride of Coconut Grove, Fla. pointed out that a key challenge is to get the stay-at-home "cocooners" to visit urban entertainment sites enough times to make them profitable. He reminded the audience that catalog, television and computer ordering are all eating into the duration of in-store shopping trips. Advising care in formulating the appeal of attractions, McBride reported that Virtual World Entertainment Centers (formerly BattleTech) do about 65% of their business from a 5-10% repeat customer base. He believes it's important to "create a sense of urgency" by producing short run shows that change quarterly, or even monthly. He offered the following design suggestions.

- Provide varying activities for high repeatability.
- Mix facilities so as to make the venue a destination.
- Aim for the broadest appeal, no narrow casting.
- Design for the ability to change.
- Target the purchaser, as well as user.
- Deliver on the hype, especially with entertainment venues.

Frank Stanek, president of MCA Enterprises International (Universal City, Calif.), summerized his company's challenge as "attempting to understand how an attraction like Universal City Walk (the St. Mark's Place of the San Fernando Valley), anchored by a theme park on one side, and a 36-movie theaterplex on the other, can be successfully downsized to a smaller venue." Peter Rummell said Disney faces a similar challenge, which is to "provide the same entertainment experience to their audience in a $100 million concept as opposed to a $1 billion concept."

Interactivity & Theater: Speaking about interactivity, Brian Ferren, exec VP of creative technology at Glendale, Calif.-based Walt Disney Imagineering, was critical of the hype involving interactive technologies. He euphemistically pointed out that people are the most sophisticated interactive technology and should be considered in UEC design. He offered that "real reality" is better than virtual reality and advised against purchasing high technology at the expense of



encouraging "an enriched and enhanced integration, and inter-relationship among patrons."

Many speakers said they expect live performance to have a large role in UECs, because they can provide the "changeable software" that they see as a requirement of success. Former broadway producer Zev Buffman, chairman of TZBG, Inc. (Devore, Calif.), said that his "twenty-eight years of training developing shows for Broadway's proscenium stage is proving valuable to developers, who don't understand how to do things with live talent in a 50' x 45' x 50' black box."

Sheldon Gordon, chairman of Santa Monica, Calif-based The Gordon Company, prefers the word "immersive" to "interactive" and showed how environment design was used as part of a $16 million special effects show at The [Roman] Forum attraction at Caesar's Palace in Las Vegas. He described a new two-block-long Caesar's Boulevard shopping pavilion his company is creating, along with a Roman village also currently under construction. He announced that next year Caesar's will host a *nightly* Roman festival complete with costumed citizens, street entertainers and vendors "who will be selling togas and other period items, so that all the visitors can participate in the show."

Gaming: Melvin Simon, chairman of Melvin Simon & Associates (Indianapolis), the U.S.'s largest real estate firm, believes gambling to be a potential "colossus," due to its municipal taxing potential. There is concern however regarding whether gaming environments and urban entertainment center concepts can work together. Frank Stanek, president of MCA Enterprises, sees gaming as competition to his business. He feels that "casinos want to use entertainment as a wrapper that gives credibility to gambling."

However, other entertainment execs had a different opinion on the gaming's influence. Paul Rioux, exec VP of Sega of America (Redwood City, Calif.) in charge of VR Centers, and Stan Kinsey, chairman/CEO of Iwerks Entertainment (Burbank, Calif.), both of whom have installations at casinos, said they were very satisfied with the business their attractions were doing.

Movies: Screen-based entertainment was regarded as a staple for UECs, with multiplexes considered to be the norm. Doug Trumbull of Toronto, Canada-based IMAX, which is now producing a new generation of 3D movies, said that his New York release of the aquatic documentary "Into the Deep" (currently running in Sony's new Lincoln Center theater) is "out-grossing every other screen in America."

Corporate Sponsorship: Due to the risky nature of UECs, most speakers thought associating with well-known consumer companies was a good development strategy. Difficulties can arise however in distilling a "bundle of well-known brand names" into a single decorative thematic.

The Electronic Web: Telecommunications and the electronic web was mentioned by a number of speakers as being an important wild card in the development of all types of entertainment center design. While no one could offer any predictions as to how or when the web would have an economic impact, inter-site entertainment broadcasts and tie-ins with home shopping were mentioned.

Public/Private UEC Partnerships: Marty Millspaugh, vice chairman of The Enterprise Development Co. (Columbia, Md.), said that festival markets cost three times as much to

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COMMUNITY INVOLVEMENT	**SOUND CAPITAL STRUCTURE**	**INTENSIVE PROFESSIONAL MANAGEMENT**
CREDIT TENENTS	**COMPETITIVE ALIGNMENT** *(large competitors will reformat to compete)*	**QUALITY OF TRADE AREA & TOURISM DEMAND**

Source: JP MORGAN

construct as a regular retail venue. He pointed out that since patrons stay for only one-third the time, UECs must attract nine times as much traffic! He provided several reasons for developers to consider partnering with municipalities. (1) Infrastructure: planning assistance and priority in funding commitments, historic preservation, transportation/circulation and parking facilitation. (2) Land: write-downs and sale, cash flow leases, condemnation, sale and lease back, joint use declaration. (3) Taxes: alleviation from taxes on property (buildings, personal property, equipment), income (tax exempt bonds, write-offs, credits), duties (free port), merchandise sales. (4) Credit: loans, guarantees, revenue or tax increment or anticipation bonds, security. (5) Profit sharing – revenues (parking, marinas), privatization, franchise (casinos, sports), user fees (hotels, amusements). (6) Regulation: provide and insure monopoly, licensing, access, zoning. (7) Promotion & publicity: funding for advertisement/ information outlets, events (equipment, utilities), news-making. (8) Rights: private companies can often keep all intellectual property rights.

On the negative side, according to Millspaugh, developers should be prepared to endure slower schedules, higher hard costs, higher inspection costs and public scrutiny of its business affairs, including earnings.

Zev Buffman gave an inspiring soliloquy on the importance of having a passion for doing a UEC. He urged playing up the excitement value of UECs, "because it's Hollywood and people want to like them." He recently spoke to 117 separate civic and community groups for a project, and that each one of the sessions was important. "When the project was put to a vote," he explained, "they didn't really know what it was that they were voting for, but they had such a good feeling about it, it passed unanimously."

Buffman also advised that city governments often won't have any idea about how to assist a UEC venture, so developers should be prepared to teach them. He gave the example of how he had to tell a municipality to tax one of his projects so that they would have the necessary income to fund their end of the operation.

Financing: UEC financing is posing a quandary to the financial community because real estate, entertainment and venture capital accounting methods differ. Veronica Hackett, managing partner of New York-based Watson Equities, Inc., a financial investor and management company, said that "the still largely UEC product is viewed as a shopping center business by the real estate industry, and as an owner-operator business by the entertainment industry. Institutional investors don't know how to evaluate this form of creative risk."

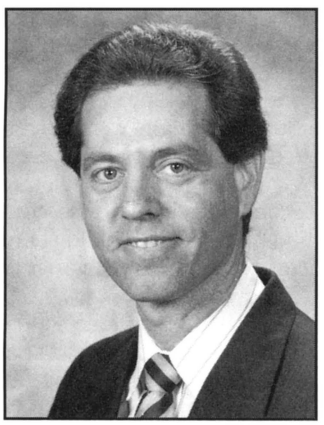
She sees strategic partnership as the best form of UEC investor alliance, qualifying initial public offerings (IPOs) as unlikely, but not impossible. NY Skyride, a simulation theater recently installed in the Empire State Building, raised $6 million; but has an existing annual throughput of two million visitors for the building observation deck. Hackett characterized most other funding sources (real estate investment trusts or REITs, leverage buyout firms, venture capital and specialty acquisition firms) as wanting to invest in companies with at least a $10 million annual balance sheet. "UECs are often assessed as theme restaurants, like Hard Rock Cafe or Planet Hollywood," Hackett said. "They are judged on the basis of their 'rollout' potential so localized concepts often won't appeal to institutional lenders."

Michael Errichetti, vice president at J.P. Morgan Real Estate (New York), has nine considerations for evaluating UEC viability (see chart). He believes a 70% pre-lease of a UEC facility to well established tenants is very important for UEC entrepreneurs and suggested that REITs, pension funds and insurance companies might be less conservative lenders than banks.

◆

FRANK TALK

BY FRANK "THE CRANK" SENINSKY



HI-TECH COULD TAKE US IN SURPRISING DIRECTIONS

Lately the industry has been talking about a couple of very interesting questions. First, is a universal coin-op video game hardware system possible? Second, if it is possible, would it be good for the industry...that is, would it create lower game costs and higher profits for operators? This idea is now being touted in certain circles within our industry. By an odd coincidence, it seems everybody from Sony to MicroSoft, Mitsubishi and Time Warner is suddenly talking about standardized software formats on CD-ROM, too.

In this column, we'll look at the differences between efficient standardization and deadly uniformity. We'll also consider whether the home game market must always be the operator's competition...or whether home games could work with our publicly-located, pay-for-play market to create a synergy that benefits both. When all is said and done, I think we'll find that hi-tech could take us in some surprising directions.

This whole debate got started earlier this summer, when California tradester Brad Brown published a statement in industry magazines here and overseas. Brown asked the world's trade associations to create a universal video game hardware platform, and he asked all the manufacturers to make game software available for it. The motive is to make games cheaper and easier, permitting operators to buy more games and make more money.

Next, *RePlay* editor Marcus Webb stepped into the discussion, examining this idea at length in a personal opinion essay that was published in last month's issue. Basically, Marcus said universal hardware is unlikely to happen; and if it did happen, it wouldn't be a magic solution to the coin-op industry's problems.

After that, Florida operator Billy Pitt responded with his own thoughts on the matter. Billy said a universal hardware system already exists — the JAMMA system — and that our industry's real problem isn't high arcade game prices; it's competition from high-quality, low-priced home games. *[Editor's note: for the full text Billy Pitt's letter, see the "Viewpoints" section at the front of the magazine].*

Since I chair the AMOA/AAMA Industry Standardization Committee... and since I serve as VP of NANI in charge of adapting the network for all platforms (i.e., coin-op, consumer and PC)...*RePlay* asked for my input on all this.

First, I naturally agree that it's great when we can get away with inexpensive, standardized operating. Kits, video systems and JAMMA games certainly have their place in our industry. But it's important to realize this type of business can only be a small segment of what we do. We mustn't lose sight of the fact that this type of product, all by itself, will not excite enough people. It will not draw customers into our locations. Sure, players may use such equipment at times, rather off-handedly, in between turns on the great simulators or advanced novelty games.

It's true that the profit from such standardized games is nice money to make. Still, the past track record of this equipment shows we can't live off that type of cash box alone. Based on this fact, it's difficult for me to agree with Brad Brown if he's suggesting that a universal video game platform could be a complete cure for what ails today's operators. I'm afraid the mentality of too many operators is "cheap, cheap, cheap" and "easy, easy, easy," and — by the way — "it should also collect big bucks." That's just not realistic.

Florida operator Billy Pitt is right about one thing: the JAMMA system has been a miracle, for a while. But I wouldn't want to be locked into it for the future. As Billy said, home systems are limited and become outdated. What he didn't say, is that this same limitation also applies to coin-op. Eventually, the superior graphics offered in coin-op equipment will be equalled by home systems. To compete, we operators have to keep forging ahead with better and better technology. (By the way, any notion of

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AMOA and AAMA making it "illegal" to release video games to the home before a certain amount of time had passed, is just plain silly. This issue is beyond our control. You just have to live with it.)

What really drives our industry is the unique, spectacular appeal of major attractions. That "shot at stardom" is what drives capitalism itself. It's what pumps R&D money into our industry. It's what gives designers the hope and desire of hitting a home run. Although I am the chairman of the Industry Standardization Committee, I have to say that trying for 100% standardization in game platforms would be like Communism: a dreary sameness that depresses, rather than inspires.

The goal of the AMOA/AAMA Standardization Committees is just that: standardization — which means getting as many factories as possible to adopt certain (limited) basic components and general parameters, for the sake of operator efficiency and convenience. We are not advocating uniformity. We are certainly not asking that all games must be identical in every detail of hardware and software!

A request like that would be doomed from the start, even if the factories wanted to comply. Why? Because — as Marcus Webb's essay suggested last month — strict uniformity would choke technological innovation. Recently, a top systems designer told me that new computer components and capabilities arrive every six months, so there is no way to create a standardized hardware platform that will be useful long-term.

Examples of this are all around us. Look at 1995 Pentium chips and how fast they are, compared to last year's model. My own office is now ordering a computer with a gigabyte of memory! A few years back, we had 20 megabyte hard drive and thought that was stupendous memory capacity. I don't know what comes after a "giga," but whatever it is, our industry will be dealing with it a few years down the road!

So, is there any possible version of the "universal hardware" idea that could really fly? I think maybe there is, but with four important conditions:

1. Any universal platform would be a temporary phenomenon, subject to constant replacement — more like this year's desktop computer than last decade's jukebox.

2. If coin-op were able to get universal hardware and software, consumers would almost certainly have the same items for the home market, too. Software for the two markets would overlap even more than it does now.

3. No matter how great any universal platform might be, it still couldn't, wouldn't and shouldn't replace the entire spectrum of coin-op equipment. The video end of the business would remain only a portion of the operator's portfolio.

4. Software development requirements could still keep prices higher for operators than for consumers.

However, as long as you keep these conditions in mind, it could be possible that a universal video game platform could be created, and could succeed. However, the reason has little or nothing to do with the problems and needs of operators! The reason universal hardware and software might be possible, is that home video is stalling at a certain level of market penetration. Manufacturers may decide they need to make common cause with the coin-op market, in order to reach the rest of those consumers who will never be able to afford $250 home game systems or libraries of $60 game cartridges.

It's no secret the home video industry had a terrible year last year. What many coin machine operators may not realize, is that the home video industry is bumping into a "ceiling" of sorts: 40% of all U.S. homes probably have a home vidgame platform. However, the industry has been hovering around 40% for years, and it took them years to build up to that. To go higher than 40% penetration, the home video industry will require considerable effort, a major breakthrough.

So I think it's likely that if the home video market wants to make the leap from 40% to, say, 80% penetration, they will need a tie-in with the coin market which has the remaining 40% of game players (assuming 20% of the public will never play under any circumstances). That's where we operators come in. The operating community is available for cooperation, perhaps through revenue sharing and creating common home/coin-op hardware platforms, and through cooperating in joint cross-over promotions. Such cooperation could lift the video industry into a new level of earnings, so yes, I believe you will see nearly-identical platforms in the home and coin-op markets. Matter of fact, I think this development is inevitable and it will become a key segment of our industry.

This is my answer to Billy Pitt's complaint that low home game prices are the big problem operators must solve. This situation cannot be "solved" by holding back the home market in some way. The situation must be "gone around" by finding ways for both mar-

kets to succeed together.

However, as noted above, any such "universal" platform will be constantly changing. It will have to be changed and updated frequently, in order to keep up with rapidly advancing technology. And don't forget, software requirements for the home and coin-op market are quite different. A coin-op game has to deliver the same thrill in 90 seconds to a few minutes that a home game develops during 55 hours. This difference can be an obstacle to creating common hardware, or it can be a benefit to keep the two markets just "different enough" that each can succeed while basically working together.

The first and only project I've ever seen which addresses this need for "variation within uniformity" is NANI, AMOA's National Amusement Network, Inc. The idea of competing on a home unit, and then on a derivative version of the same game on a NANI system in the gamerooms of the world, is a unique possibility. Imagine practicing alone at home — or even enjoying networked, competitive play using your home system — then stepping up to a public NANI site and enjoying an infinite number of variations on your favorite home game. Yes, tournament play could be the tie-in we are looking for in both markets!

You see, the unique part of NANI is that you can take measurable statistics in a game and create many varied ways to play a single game, all of which can be downloaded over a phone line. Take *NBA Jam,* which NANI is already testing: some tournaments are based on slam dunks, others on different gameplay factors. So if we tilt home software gameplay to the longer-format experience, and tilt public arena software gameplay to quicker gratification, both markets can profit in a way that they never could by offering identical software in homes and arcades.

Obviously a lot of work would have to go into further refining the concept of "synergy" between home and coin-op markets. But I believe that some of the brightest minds and biggest resources in the market will eventually devote themselves to this goal. However, no matter how grand NANI, modems, video tournaments, and/or any crossover between home and coin-op becomes, it will remain a only a segment of the pay-for-play industry. Maybe it could be the 1997 equivalent of the upright video segment, which accounted for one-third of the average operator's income from 1987 to 1993. But (I'll say it again) *nothing* can entirely replace the big simulators, redemption skill games, pinball, league games (darts & pool), sports games, or the whole universe of coin-op equipment. What drives our industry is the pioneer with a dream who creates a great, off-the-wall game which suddenly becomes the popular rage. No universal platform, with its connotations of stodgy product sameness, can possibly capture this excitement.

When it comes to talking about video games, many operators seem to long for the days when they could just plug a game in and collect the money. Those days are gone, and no universal hardware platform will bring them back. As *RePlay* pointed out, customization and marketing have become key elements of successful operator strategy. I believe these factors will grow even more important, not less, as technology advances.

First, let me explain what I mean by customization and marketing. My own company takes great pains, starting in the earliest stage of drafting our location agreements, to spell out the unique dif-



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ferences in each site and how we will cater to them. As operators, we're allowed into a location and if we're smart businessmen, we then do our best to make ourselves "indispensable" to the success of that location.

Obviously, this goes far beyond just providing games. It means learning that customer's business, and helping bring new people in the door. My company goes even further — helping locations with their insurance, marketing, employee and management structure, theming and decor. Once I win the trust of my clients, I'm more involved in "their" business than in my own "machine" business. After all, the more people who come into that location, and the longer they stay, the more money will go into our machines! (Anyway, as long as we have the latest, well-maintained machines, of course.)

This challenge is what I love about the operating business. It's not always utopia; a small percentage of stubborn locations refuse to listen to anybody, including their customers. Eventually, they can destroy their businesses by angering their clientele. However, with most locations, we learn together how to make customers happy, and we both profit. It's the difference between being a mere "machine provider" vs. a true "location partner."

Why does this aspect of operating become more important as technology advances? Because I also agree with Marcus that our industry tends to be product-driven. Typical "good service" — basic maintenance and rotation — will not be nearly enough to win the competition for locations in the near future. Soon, the "big boys" (major computer, communications and entertainment corporations) will come in and offer to sell glamorous programming over a fiberoptic cable or TV wire. Operators cannot compete with the "big boys" on the basis of product alone.

However, when operators take the "location partner" approach, they transcend the limits of being solely "product driven." Big corporations may offer great programming at good prices, but if I can offer similar entertainment *plus* hold the location's hand, working cooperatively and creatively to improve both of our businesses, I can compete and win. (Leagues and promotions are another way to achieve this.)

I further agree with *RePlay* that product cost alone is not the sole, decisive, make-or-break issue. One reason some operators apparently like the idea of universal hardware, is they think it means cheap games. We should not be afraid of high-priced equipment, so long as the ROI is good. I think of all machines in a $3,000 groups: if I buy a $3,000 game it should make X dollars per week to be profitable. If I buy a $9,000 game, then it should make three times that much per week. It's not the cost that chiefly concerns me; it's the cash flow ratio over time.

Finally, let me add a word of praise for the hardworking operators and technicians who personify the best of our industry. The ongoing test run of NANI is proving that when you take a new system and put it into this industry's hands, you'll find more dedication to learning than in any other industry. Our NANI test team of operators and techs are working very, very hard to help us debug the system, learning all they can about communications and technology, and knocking themselves out to make the system work.

You don't find this kind of devotion in major corporations whose employees work 9-to-5. The "big boys" can't be bothered. Our people work 24 hours a day, seven days a week — including holidays. You cannot beat the work ethic of our industry. When new hi-tech systems become available, our people will have a clear advantage in adapting to them and making them work through sheer effort and determination, without complaints.

What does this all mean for operators? Some form of universal game hardware could be in our future, but it won't solve all our problems. It won't save us from having to spend big bucks on major attractions. It won't make us automatic winners against big business. However, I choose to find these facts encouraging. To me, it simply means that no matter how great and powerful technology becomes, the "human factor" will still be decisive at the end of the day!

[Frank Seninsky is president of Alpha-Omega Amusements & Sales, 12 Elkins Rd., E. Brunswick, NJ 08816; 908/254-3773 (fax -6223). The company operates/sells/ consults to more than 100 FECs nationwide.] ◆

TOP HITS OF JAPAN

from Game Machine Magazine, September 1, 1995

TOP 25 VIDEO COCKTAILS

	Model (manufacturer)
1	Virtua Fighter 2 (Sega)
2	The King of Fighters '95 (SNK)
3	Virtua Striker (Sega)
4	Street Fighter Alpha (Capcom)
5	Bust-A-Move (Taito/SNK)
6	Strikers 1945 (Psikyo)
7	Mahjong Angel Kiss (Jaleco)
8	Final Arch (Sega)
9	Ediphone Office (Sega)
10	Chain Reaction (Data East)
11	Mahjong F. R. 2 (Video System)
12	Super World Stadium '95 (Namco)
13	Night Warriors (Capcom)
14	Tekken (Namco)
15	Super Slams (Banpresto)
16	Quiz Hiroko Moriguchi (Taito)
17	Crazy Cross (Konami)
18	Mahjong Classmate (Make)
19	Worrior of Fate (Capcom)
20	Donpachi (Atlus)
21	Super Shanghai (Hot-B/Taito)
22	Raiden II (Seibu)
23	Shanghai III (Sun)
24	Viper - Phase 1 (Seibu)
25	Virtua Fighter (Sega)

TOP 15 UPRIGHTS & COCKPITS

	Model (manufacturer)
1	Alpine Racer (Namco)
2	Indy 500 [deluxe] (Sega)
3	Cyber Cycles [deluxe] (Namco)
4	Air Combat 22 (Namco)
5	Virtua Fighter 2 [deluxe] (Sega)
6	Sega Rally Champ. [deluxe] (Sega)
7	Point Blank (Namco)
8	Sega Rally Champ. [twin] (Sega)
9	Rail Chase 2 [twin] (Sega)
10	Ace Driver [deluxe] (Namco)
11	Virtua Cop (Sega)
12	Sports Fishing (Sega)
13	Cool Riders [deluxe] (Sega)
14	Ridge Racer 2 [deluxe] (Namco)
15	Quiz Doremifa Grand Prix (Konami)

TOP 5 FLIPPERS

	Model (manufacturer)
1	Road Show (Williams)
2	Frankenstein (Sega)
3	Flintstones (Williams)
4	Jurassic Park (Data East)
5	Tales from the Crypt (Data East)

NEW PRODUCTS

ZOMBIE RAID from American Sammy

The year is 1918, and diabolical forces are at work in a small English village. Graverobbing is rampant and horrifying monsters are being sighted. It's part of a plan hatched by an evil mad scientist to produce a new breed of supernatural creature... and it's up to you to stop him!

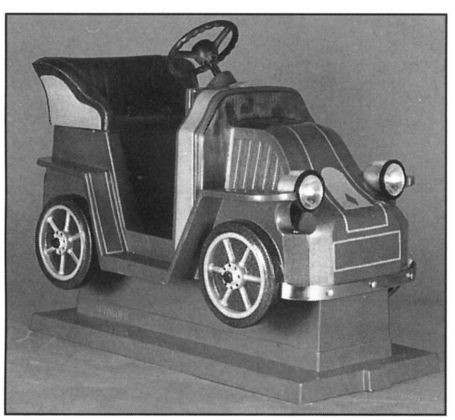
Welcome to *Zombie Raid*, a new two-player dedicated video gun game from American Sammy. Players use specially designed sawed-off, pump-action shotguns to fight their was through a graveyard, castles and dungeons, and even through the mad scientist's laboratory. Ghastly creatures, such as zombies and other frightful beings, make the player feel like he's trapped in a horror movie.

There are endless challenges and a myriad of secrets along the way. Players can attain extra life and find hidden escapes on their mission to defeat the forces of *Zombie Raid*.

American Sammy is also releasing *Keroppi*, a video redemption game housed in a small cabinet that's been shown in prototype at previous trade shows.

Keroppi features two games in one: an obstacle race where the cute character tries to get a bouquet of flowers to his girlfriend, and a treasure hunt where Keroppi has to choose which of the three chests contain treasure. With just one big button its easy for kids age 2 and up to play. Ticket payout is operator adjustable, and there's also an optional capsule vendor.

For more information on both of these new games, contact an authorized distributor or call American Sammy at 708/364-9787.



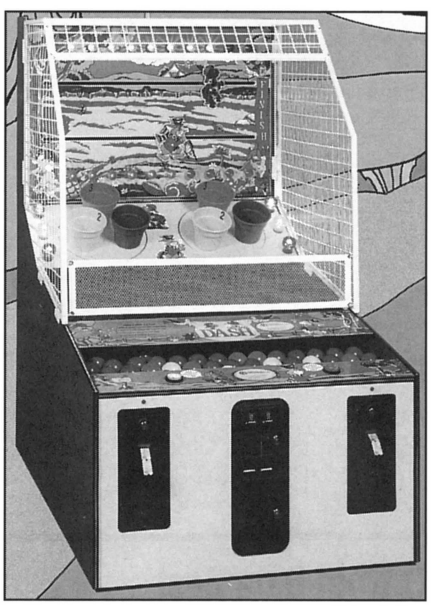
new kiddie rides from Kiddie Rides USA

Kiddie Rides USA is offering two new rides that are UL listed for use indoors and outdoors.

The *Old Time Renault* and *Super Rally Star* both feature a gel coat, metal-flake finish for long wear, internal coin box and upgraded sound system.

For more information and a catalog of Kiddie Rides USA's full line, call 800/448-6888.

DASH from Coastal Amusements



Dash is a two-player, ball-toss race game from Coastal Amusements that offer-fast-paced action for kids.

Gameplay is based on the popular child's tale, "Tortoise and Hare." Players toss soft plastic balls into two sets of three brightly colored buckets rotating on two platters. Each bucket is specially marked with numbers 1, 2 and 3. These numbers correspond to the distance characters will advance towards the finish line.

Tickets are awarded to both players, with the winning player receiving twice as many tickets as the second-place finisher. Race competition is highlighted by continuous music and flashing lights. While *Dash* can be enjoyed by all age groups, it is considered to be for ages 4 through 14.

For distributor referral or additional information, contact the sales department of Coastal Amusements, Inc. at 980/905-6662.

new redemption games from Bay Tek



Bay Tek will be unveiling a bunch of new redemption games at upcoming fall trade shows this year, including *Bug Bash*, *Starshooter*, and a *Clown Rolldown* game.

Bug Bash has players try to knock down rows of insects set up at the end of a ball alley. Players have nine chances to bash nine bugs to win tickets. The more bugs you hit, the more tickets you get.

With *Starshooter*, players are challenged to shoot the ball through the stars to win tickets every time. The more difficult the shots, however, the more tickets a player can win.

Bay Tek will also release new redesigned rolldowns, with removable rollbed for easier access, new digital display and a "Jumbo Winnings" progressive sign to name just a few improvements.

For more information, check with a local distributor or call Bay Tek at 414/822-3951.

new sports games from Great American Billiards

Great American Billiards is releasing two new products: coin-op and home versions of *Foosball* and *Power Hockey*.

Foosball is made of formica on 1" MDF Core and has ABS injected legs. It's also available with an angle corner top with one goalie, or as a flat corner top with three goalies. The game has an anti-cheat ball return system and is available in custom colors.

Power Hockey is made with cabinet-grade 3/4" plywood and has a formica top with a wearguard finish, and is held up by ABS injected legs with solid aluminum underrail measuring 1/2" x 2". The coin-op version includes an electronic scoring bridge with table light, and features an internal puck drop mechanism and 1/4 h.p. power blower. It's also available in custom colors.

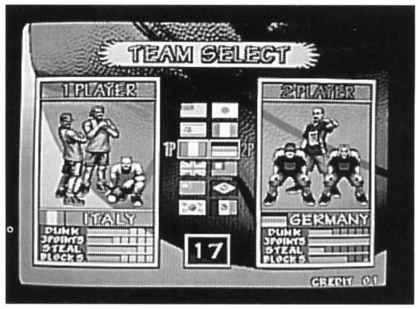
For more information, contact Great American Billiards at 800/831-2011.

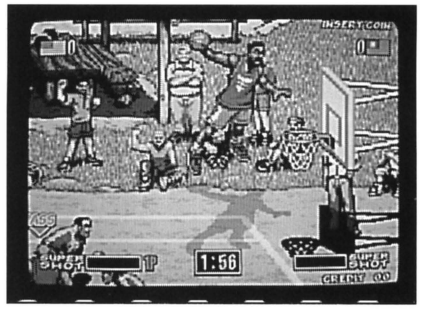
HOOPS!from Data East

Hoops! is a new three-on-three basketball video game from Data East.

Players can choose from up to 12 different world-class teams. Gameplay is loaded with super shots and power moves. Link two cabinets and up to four players can compete.

Hoops! should be available by late September in an all-new PCB format from Data East. For details, contact an authorized distributor or call Data East USA at 408/286-7080.

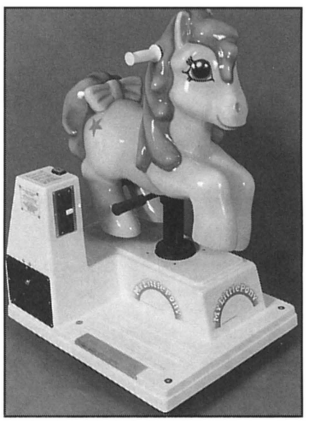






new kiddie rides from Jolly Roger

Jolly Roger Ltd.'s North American distributor Theisen Vending Co. will be selling the U.K.-based kiddie ride manufacturer's licensed products in this market. New models to be introduced at upcoming fall trade shows include two versions of the *Pink Panther* ride and a ride based on the popular kid's toy character *My Little Pony*.



All of Jolly Roger's rides are ETL listed to comply with UL and CSL standards, and incorporate music and sound effects. The new models will join existing rides such as *Woody Woodpecker* and *Popeye*.

For more information, contact Mike Ruegemer at Theisen Vending Co. at 800/633-3436.

BALUKAS CUES from Huebler

Missouri pool cue manufacturer Huebler Industries is marketing a limited edition of sticks endorsed by Jean Balukas which they call the *JB* series.

Ms. Balukas, who was inducted into the BCA Hall of Fame back in 1985, has been the winner of numerous pool tournaments and is considered one of the best players in the world. This marks the first time she's ever endorsed a line of cue sticks.

"I'm really excited about the new series and have really enjoyed working with Paul Huebler and his people on the designs," she said. "I personally believe that Huebler makes the best quality cues on the market."

The *JB* cue sticks were produced at Huebler's Missouri plant in the traditional four-point style using hardwoods and veneer inlays. Each has Ms. Balukas's signature on the front and is numbered to guarantee authenticity.

For more information and their free catalog, contact Huebler Industries, P.O. Box 644, Linn, MO 65051; 314/897-3692.

THE COIN BIZ

GRAPEVINE

NORTHEAST



SING ALONG WITH MILLIE — That's New York operator Millie McCarthy at the mike belting out a soulful rendition of Elvis's "Jailhouse Rock." Forming the other half of the karaoke duet is Rowe exec VP and would-be crooner Joel Friedman, who sent us this snapshot from the recent Betson Syracuse open house.

CHAIN LETTER WON'T DIE — Last month's Grapevine carried an appeal from Arjay's Bob Jones for readers to send business cards to a young cancer victim named Craig Shergold, whose last wish was to break the into the Guiness Book of World Records for collecting same. Turns out (happily) that Bob's appeal stemmed from an old and outdated chain letter that refuses to die, even though Craig (now 16) successfully underwent surgery to remove a delicate brain tumor a good while ago and is doing well. His folks, who really want those cards to STOP coming, believe around 70 million have been received over the years! Thanks to Bruce Clark of North Wales, Pa. for straightening us out on this.

GOLF TOURNY — The 6th Annual Lou Avoglia Memorial will take place Monday, Oct. 2 at the Forest Hill Field Club in Bloomfield, N.J. The golfing event is sponsored by Betson Enterprises and Imperial International in memory of the late Lou Avoglia. Proceeds go to Bert Betti's fav charity, Tomorrow's Children. To date, the Betti family has raised over $200 million for this worthy cause, which has contributed to the opening of a new research center and to the more recent opening of the H. Betti Industries pharmacy within the center. Folks who can't make the golf event can send contributions to: Tomorrow's Children Fund, c/o: H. Betti Industries, 303 Paterson Plank Rd., Carlstadt, NJ 07072.

JACK KERNER, former AMOA president and head of Melo-Tone Vending, Inc. (Somerset, Mass.), has purchased Boston-based Kiddie Time Corp., a kiddie ride operating company founded in 1927. The latter's HQ is being moved into the offices of the giant Melo-Tone route. And the nationwide trend toward route consolidation marches on!

A FEW GOOD OPS — The Morale, Welfare and Recreation Dept. at the Naval Submarine Base in Groton, Conn. is planning to convert one of its unused buildings into an LBE center, which would include a Laser Tag facility. They are currently seeking out qualified amusement contractors to build the center as well as provide and maintain video, VR and other amusement machines at various facilities on the sub base. Interested parties should contact Pam Clarke at 203/ 449-2818 or fax 203-449-5056. Better hurry though, the offer ends Oct. 6, 1995.

MIDWEST

VENDING SHOW — The National Automatic Merchandising Assn. will bring their "Showcase of the Vending Industry" to Dallas, Texas for the first time when the 49th Annual National Convention and Trade Show gathers at the Dallas Convention Center, Oct. 19-21. Organizers expect there will be another record-breaking number of exhibitors — more than 280 — occupying more than 80,000 sq. ft. of exhibit space. There will also be an extensive offering of educational sessions, meetings and roundtable discussions on a wide range of topics, including the use of wireless data technology, translating good customer services into additional profits, maximizing sales in multi-product machines through the Vendtrack system, and others. The Annual Meeting of the NAMA will be held on Thursday, Oct. 19 at 8:30AM, at which time newly-elected NAMA directors will be introduced and individual achievement awards will be presented. The Annual Banquet will feature Grammy Award-winning singer/ songwriter Melissa Manchester. For more information, contact NAMA at 312/346-0370.

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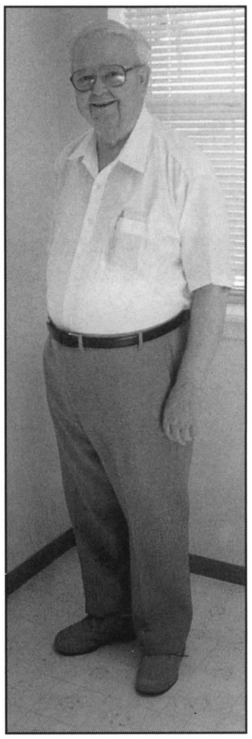
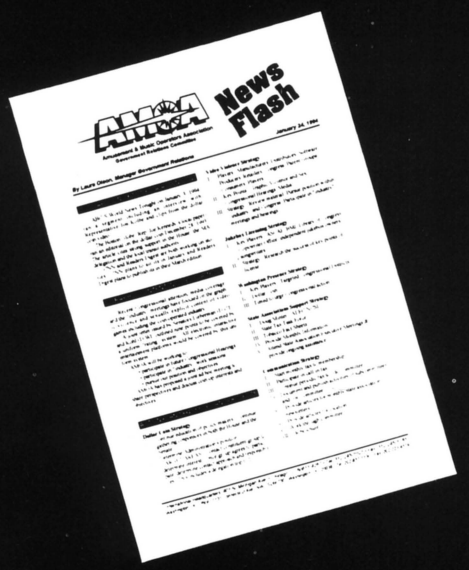


HAPPY BIRTHDAY! — Norwood Veatch, Sr., founder and CEO of Carousel International, celebrated his 80th birthday on July 30. While the pioneering kiddie ride manufacturer is officially retired from the biz (or so he claims), he still maintains an active role in all phases of the company. "I still try and keep up with what's going on at the company," he said. "I've seen a lot in during my 60-plus years in the industry. By staying involved, I hope I can share some of my experiences with our employees in a positive way." Born and raised in Mt. Vernon, Ill., Norwood began his first job at a hamburger stand. He became involved in coin-op while in his twenties, then later started his own patented line of kiddie rides under the Carousel name. The milestone occaision was marked with a traditional birthday celebration and barbeque attended by family, friends and coworkers, including grandsons Brad and Steve, who today head the company. "I guess as I look back on my career," the senior Veatch said, "it would be most important to thank the many people who have helped build Carousel to what it is today. It doesn't matter what business you happen to be involved with, you can't build a successful business operation without dedicated people."



BACK IN THE GAME — Back in the early '80s, Walter Day was thrust into the media spotlight, all because the founder of the "world's most famous arcade" in Ottumwa, Iowa took it upon himself to record video game scores from players around the world at his Twin Galaxies International Scoreboard. After a many well-publicized tournaments, a visit from the state governor and a cover story in *RePlay*, and even a listing of its scores in the Guiness Book of World Records, the then-proclaimed "Videogame Capital of the Universe" closed its doors in 1986. Nine years later, Walter is back. Opening on August 1 in Fairfield, Iowa, the new TGIS has already begun coordinating the 1995 Videogame Masters Tournament, picking up where the previous contest left off. Walter says he also plans to reclaim TGIS's position as "official scorekeeper" for all video and pinball play, and



Fresh Industry "Flashes" from Washington, D.C.

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...Only to Members of AMOA

Each month — generally the last week — AMOA members receive either by FAX or mail a report on issues impacting the coin-op industry. The report , called AMOA "News Flash," is compiled jointly by AMOA's Washington office and AMOA's Government Relations Committee.

Insightful and informative, AMOA "News Flash" updates members on the status of legislation and regulations impacting the industry. In short, a monthly insider hotline to the inner workings of the nation's capital!

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offer its scorekeeping services free to any arcade or individual who calls 515/472-3882. And not only the latest scores on arcades games, but also computer and home games at standardized difficulty settings. The results of Walter's Videogame Masters Tournament are scheduled to be published in a book at the end of 1995. For more info, give Walter a call at the number above or fax 515-472-8273; email: TwinGalaxy@aol.com.



OUT AT THE BALLPARK — Premier Technology recently celebrated the domestic release of their latest Gottlieb pin, *Frank Thomas' Big Hurt*, with a trip to the ballgame. Distributors from all over the U.S. came to Chicago to attend the July 15 sales meeting, where Premier unveiled its new product. With the morning business out of the way, everyone headed out for Comiskey Park, home of the Chicago White Sox, to view the game from Frank Thomas' skybox. Afterwards, the Big Hurt himself stopped by and greeted the guests. Pictured above are (l to r): Premier topper Gil Pollock, Frank Thomas and Gil's son David Pollock (photo: Tony Inzerillo).

KEEP THEM IN YOUR PRAYERS — Fred Skor (World Wide) lost his father early August. The senior Skor was in his 90's and led a full life....Rich Babich (Colorado Game Exchange) lost his mother Lenore, Aug. 22. Many of Rich's customers know her as the gracious lady who helped out on the chow line at the company's open houses over the years....Bob (AMA) Nims's 78-year-old sister Betty is taking treatment for cancer up in Washington State. Bob recently visited her and is hopeful.

SOUTHEAST

MINIATURE GOLF SHOW — The Miniature Golf Assn. of America (MGAA) will hold its annual Convention, FEC University Seminar Program and "World of Knowledge" at the Prime Osborn Convention Center in Jacksonville, Fla. on Oct. 18-21. Free to members of the MGAA, the show will provide over 50 educational topics including the all-day University Program, which will be held on Wednesday, Oct. 18 from 8:00AM to 5:00PM one day prior to the opening of the feature exhibits. Along with the exhibits, there will be a hands-on demonstration set up outside. For more information, call the MGAA hotline at 800/688-1685.

HIGHWAY 61 REVISITED — Chris Noel of Noel Industries, Inc. sent us a number of photos chronicling his



travels across the country while personally delivering the company's *LAX* and *LAX* Jr. rotary merchandisers. Like other wayfarers before him, Chris no doubt has many great tales to tell of his adventures on the road, including stops at Hoover Dam and the Badlands of South Dakota, and a blown water pump that left his truck hanging from a wrecker in the middle of New Mexico. However, we couldn't resist the photo above which shows what happened outside Perry, Fla. (a few miles north of their St. Petersburg-area HQ) when Chris' brother made the...uh, delivery.



BOWLING SHOW '95 — The Southeast Bowling Proprietors Assn. held its annual trade show at the Stouffer Concourse Hotel in Atlanta, Ga. on July 29-31. The show was attended by bowling center proprietors and employees, various suppliers to the bowling industry, and several special guests. Pictured above (from left) are Paul Virgadamo, president and CEO of Southeast Amusement & Vending; Ann Taylor, Sunshine Bowl; and Mike Larsen, Sunrise Lanes. Paul, whose company displayed a wide variety of amusement and redemption equipment, said it was his most successful bowling show to date. Tampa, Fla-based SAVC supplies amusement and vending equipment to bowling centers nationwide, and specializes in "turn-key" arcade/redemption programs for bowling center locations.

WESTCOAST

OPEN HOUSES A' COMIN' — C.A. Robinson & Co. will hold their post-AMOA operator/machine receptions on Tuesday, Oct. 3 in the South San Francisco showroom and on Friday, Oct. 6 at their L.A. headquarters on Pico. Mark your calendars, and be ready for some hot new machines (great food, too).



I DO, SHE DO, TOO — Against a backdrop of palms and the Pacific Ocean, Quicksilver's Paul Scribner and his gal Pat Babcock exchanged vows in Laguna Beach, Calif., July 21. Held at the Pacific Edge, several of Paul's friends attended the nuptials, including operator Jack Thomas (The Jukebox Co.), Ed Adlum and Kathi Duff (*RePlay*), and Ken and Angie Anderson (Sega). The happy couple honeymooned afterward on Maui.

Pictured on the next page is the new Mrs. Pat Scribner (left) and her groom team up with Ken and Angie Anderson prior to leaving for their honeymoon. Ken, naturally, made a grand



LATINO Jukebox TOP 30

July 1995

COMPILED FOR COMPACT DISC JUKEBOX OPERATORS

	THIS CHART	LAST CHART	ALBUM TITLE	ARTIST NAME
REGIONAL MEXICAN	1	1	"AUNQUE ME DUELA EL ALMA"	VICENTE FERNANDEZ
	2	2	"POR AMOR A MI PUEBLO"	LOS BUKIS
	3	3	"EL EJEMPLO"	LOS TIGRES DEL NORTE
	4	10	"AMOR SIN BARRERAS"	LOS TIRANOS DEL NORTE
	5	–	"LA JUGADA NORTENA"	LOS HURRACANES DEL NORTE
	6	5	"CON SANGRE DE REY"	BANDA R-15
	7	4	"ROMPIENDO BARRERAS"	BRONCO
	8	9	"QUE SEAS MUY FELIZ"	ALEJANDRO FERNANDEZ
	9	–	"LA ESTRELLA DE LOS BAILES"	BANDA MAGUEY
	10	8	"YO VENDO UNOS OJOS VERDES"	EZQUIEL PENA
TROPICAL / SALSA	1	4	"EN BARU"	SONORA DINAMITA
	2	2	"SUPER EXITOS"	SONORA DINAMITA
	3	1	"SALSA EN LA CALLE 8 '95"	VARIOUS ARTISTS
	4	3	"ORO SALSERO - LO MEJOR"	VARIOUS ARTISTS
	5	8	"TODO A SU TIEMPO"	MARC ANTHONY
	6	–	"EN CUERPO Y ALMA"	REY RUIZ
	7	–	"SIGUE LA CANDELA"	ZONA ROJA
	8	–	"MIRANDOTE"	FRANKIE RUIZ
	9	–	"MAGIA"	JERRY RIVERA
	10	–	"EN TRANSICION"	VAN LESTER
POP	1	–	"DREAMING OF YOU"	SELENA
	2	2	"ILUSIONES"	LOS FUGITIVOS
	3	4	"AMOR PROHIBIDO"	SELENA
	4	3	"17 SUPER EXITOS"	SELENA
	5	1	"LAS REINAS DEL PUEBLO"	SELENA Y GRACIELA
	6	–	"LA CARRETERA"	JULIO IGLESIAS
	7	–	"DONDE JUGARAN LOS NINOS"	MANA
	8	8	"CUANDO LOS ANGELES LLORAN"	MANA
	9	7	"SEGUNDO ROMANCE"	LUIS MIGUEL
	10	–	"ROMANCE"	LUIS MIGUEL

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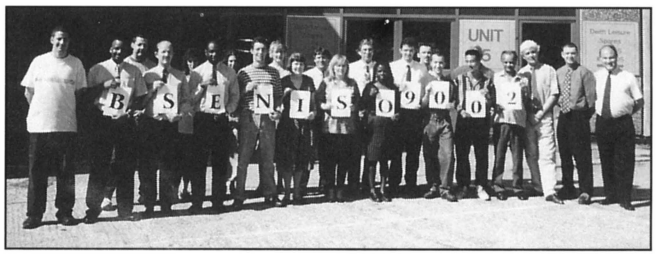
toast to the couple during the reception.

INTERNATIONAL



DEITH LEISURE SPARES has become the first spare parts supplier within the U.K. coin-op industry to be given the BS EN ISO9002 Quality Standard for Service and Supply. With international business demanding a higher level of professionalism, its becoming more important for customers and manufacturers to know that the quality of service and supply is met and maintained. "The pressures are upon us to provide a fast and efficient service at all times," said special projects manager Kevin Hoolihan. "BS EN ISO9002 has guided us to get organized, disciplined and quality conscientious with ourselves, our suppliers and especially, our customers. It has taken 15 months and effort by all, with Derrick Campbell, quality manager, taking the gold for his dedication ensuring this project succeeded."



HE FOUND THE GAMES — During Eddie Adlum's recent trip to Moscow, he didn't see any coin machines during his day tour of the city until it was lunchtime at the giant Rossia Hotel. An anteroom just off the main restaurant sported an array of neglected videos, all of the gambling motif. No one was playing when Eddie snapped this photo. ◆

VITAL TITLES



TOP-SELLING 45s & CDs AT KEY ONE-STOPS AS OF AUGUST 22, 1995

POP

1. ***CAN'T CRY ANYMORE,*** *Sheryl Crow, A&M 0638*
2. ***THIS AIN'T A LOVE SONG,*** *Bon Jovi, Mercury 6824*
3. ***NOT ENOUGH,*** *Van Halen, Warner Bros. 17810*
4. ★ ***WATERFALLS,*** *TLC, Arista 24107*
5. ★ ***COME AND GET YOUR LOVE,*** *Real McCoy, Arista 12834*
6. ***DECEMBER,*** *Collective Soul, Atlantic 87157*
7. ***HUMAN NATURE,*** *Madonna, Warner Bros. 17882*
8. ***HAVE YOU EVER REALLY LOVED A WOMAN,*** *Brian Adams, A&M 1028*
9. ★ ***I SAW YOU DANCING,*** *Yaki Da, Island 579798*
10. ***LEAVE VIRGINIA ALONE,*** *Rod Stewart, Warner Bros. 17847*

POP PICK HITS

MADE IN ENGLAND
Elton John - Island 2092

I'LL BE THERE FOR YOU
The Rembrandts - Elektra 64429

DON'T EVER TOUCH ME AGAIN
Dionne Farris - Columbia 77905

C/W

1. ***YOU'RE GONNA MISS ME...,*** *Brooks & Dunn, Arista 12831*
2. ***I DON'T EVEN KNOW YOUR NAME,*** *Alan Jackson, Arista 12830*
3. ★ ***ANY MAN OF MINE,*** *Shania Twain, Mercury 856448*
4. ***BOBBY ANN MASON,*** *Rick Trevino, Columbia 77903*
5. ***IN BETWEEN DANCES,*** *Pam Tillis, Arista 12833*
6. ***SHOULD'VE ASKED HER FASTER,*** *Ty England, RCA 64280*
7. ***THREE WORDS, TWO HEARTS, ONE NIGHT,*** *Mark Collie, Giant 17855*
8. ***NOT ON YOUR LOVE,*** *Jeff Carson, MCG Curb 76954*
9. ***PARTY CROWD,*** *David Lee Murphy, MCA 54977*
10. ***SHE AIN'T YOUR ORDINARY GIRL,*** *Alabama, RCA 64346*

COUNTRY PICK HITS

HERE COMES THE RAIN
The Mavericks - MCA 55080

I LIKE IT, I LOVE IT
Tim McGraw - Curb 76961

R&B

1. ★ ***WATERFALLS,*** *TLC, Arista 24107*
2. ***I CAN'T TELL YOU WHY,*** *Brownstone, Epic 77848*
3. ★ ***DON'T TAKE IT PERSONAL,*** *Monica, Arista 35040*
4. ***THIS IS HOW WE DO IT,*** *Montel Jordan, Island 1468*
5. ★ ***SOMEONE TO LOVE,*** *Jon B. featuring Babyface, Epic 77895*
6. ***LOVE TKO,*** *Regina Bell, Columbia 77965*
7. ★ ***BOMBASTIC,*** *Shaggy, Virgin 38482*
8. ★ ***TILL YOU DO ME RIGHT,*** *After 7, Virgin 38494*
9. ★ ***DON'T EVER TOUCH ME AGAIN,*** *Dionne Farris, Columbia 77905*
10. ★ ***COME AND GET YOUR LOVE,*** *Real McCoy, Arista 12834*

R & B PICK HITS

CDs

1. ***THE WOMAN IN ME,*** *Shania Twain, Mercury 522886*
2. ***CRACKED REAR VIEW,*** *Hootie & The Blowfish, Atlantic 82613*
3. ***FOUR,*** *Blues Traveler, A&M 540265*
4. ***THROWING COPPER,*** *Live, MCA 10997*
5. ***JOHN MICHAEL MONTGOMERY,*** *J.M. Montgomery, Atlantic 82728*
6. ***THESE DAYS,*** *Bon Jovi, Mercury 528181*
7. ***DREAMING OF YOU,*** *Selena, EMI 34123*
8. ***BAROMETER SOUP,*** *Jimmy Buffet, Margaritaville 11247*
9. ***UNDER THE TABLE AND DREAMING,*** *Dave Matthews Band, RCA 66449*
10. ***SOUNDTRACK,*** *Batman Forever, Atlantic 82759*

★ = *significant crossover activity*

DATEBOOK

— 1995 —

SEPTEMBER 1995						
SU	M	T	W	TH	F	SA
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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

SEPTEMBER

13-15: 33rd Amusement Machine Show (JAMMA), Makuhari Messe, Chiba, Japan. For more information, contact JAMMA at 81-3-3438-2363.

21-23: AMOA Expo '95, New Orleans Convention Center, New Orleans, La. For information contact the AMOA at 800/ 937-2662.

26-28: Leisure Industry Week, National Exhibition Centre, Birmingham, England. For information, contact Independent Exhibitions at 44-193-256-4455.

OCTOBER

4-6: Amusexpo, Espace Champerret, Paris, France. For information, contact Sepfi-Technoexpo at 33-1-4756-2108.

7-10: Fun Expo '95 (Int'l Family Fun Center & Miniature Golf Show), Orange County Convention Center, Orlando, Fla. For more information, call the Fun Expo at 914/993-9200.

11-12: AL Previews, Novotei, Hammersmith, London, England. For more information, contact Howard and Wikberg at 44-171-387-2021.

12-15: ENADA 1995, Rome, Italy. For information, contact SAPAR at 39-6-44-03686.

16-18: World Gaming Congress & Expo, Las Vegas Convention Center, Las Vegas, Nev. For information, contact Gaming & Wagering Business at 212/594-4120.

18-21: Miniature Golf Association of America FEC "World of Knowledge" show, Prime Osborn Convention Center, Jacksonville, Fla. For information, contact the MGAA at 904/781-4653.

19-21: National Automatic Merchandising Assn. Annual Convention and Trade Show, Dallas Convention Center, Dallas, Texas. For more information, contact NAMA at 312/346-0370.

19-21: World Waterpark Association Symposium and Trade Show, Orange County Convention Center, Orlando, Fla. For information, contact the WWA at 913/ 599-0300.

20-22: Medpark Leisure Park & Fun Center Show, Athens, Greece. For information, contact Gerry Robinson, TSL Ltd., at 44-190-561-3256.

25-28: AMOA of Queensland (Australia) Annual Convention and Trade Show, Conrad Jupiter's Hotel & Casino on Queensland's Gold Coast. For more information, contact the AMOAQ at 61-7-841-1021

26-28: Interazar '95 (Spain) trade show, Parque Ferial Juan Carlos I, Madrid, Spain. For information, contact Grupo Interazar at 34-1-445-3702.

NOVEMBER

1-3: Van Expo, Rai Centre, Amsterdam, Holland. For information, contact Anton Zondag at 31-4103-3944.

10-11: Norsk Automatmesse, Hotel Bristol, Oslo, Norway. For information, contact NOAF at 47-3345-8559.

15-18: International Assn. of Amusement Parks and Attractions 77th Annual Convention & Trade Show, New Orleans Convention Center, New Orleans, La. For information, contact IAAPA at 703/836-4800.

DECEMBER

7-10: Supergames Moscow '95, Krasnaya Presnya Int'l Exhibition Centre, Moscow. For information, contact ITE at 44-171-286-9720.

10-12: EELEX (Russian) trade show, Moscow. For information, contact World's Fair Ltd. at 44-161-624-3687.

16-19: Amuse World '95, KOEX-Korea Exhibition Center, Seoul, Korea. For information, contact KAMMA at 82-2-276-1754.

1996

Jan. 23-25: ATEI show, Earls Court 1 Exhibition Hall, London. For more information, contact ATE Limited at 44-171-713-0302.

Feb. 15-17: Leisurexpo '96, Orange Country Convention Center, Orlando, Fla. For information, call 305/448-7976.

March 7-9: ACME Show, Orange County Convention Center, Orlando, Fla. For more information, contact William T. Glasgow, Inc. at 708/333-9292.

THE BLUE PAGES

BUYERS' BULLETIN

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

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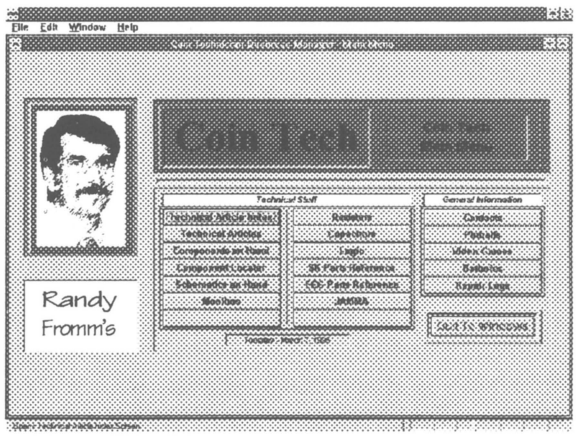

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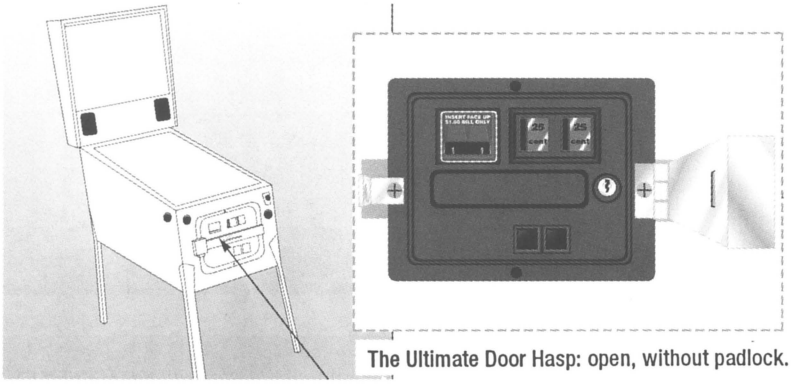

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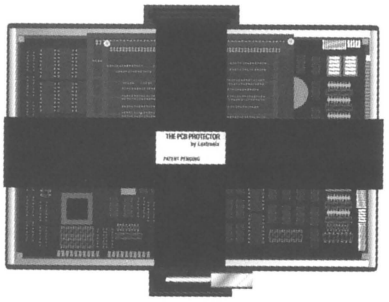

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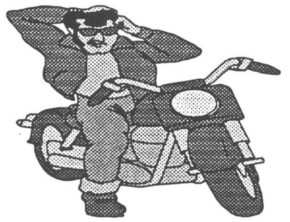

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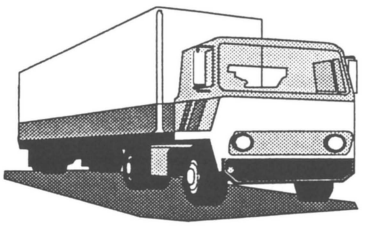

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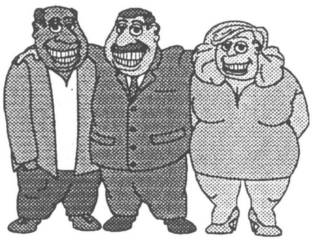

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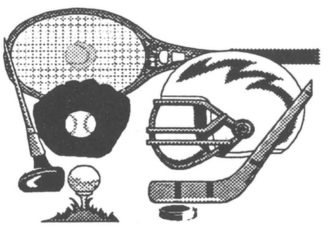

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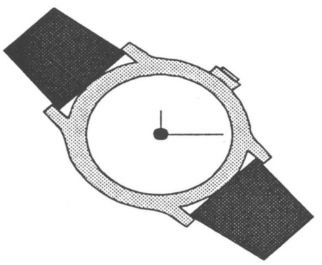

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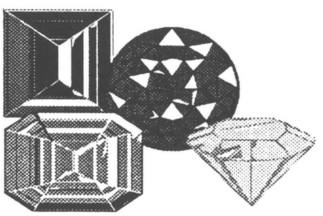

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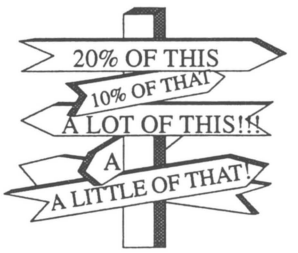

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Biker/with"HARLEY" Get revved up for this one! Includes licensed "Harley" products. Licensed "Live to Ride" products. Grunge jewelry, licensed bandanas, sunglasses, leather products, licensed harley decals, licensed harley bumper stickers, hand made leather whips, fuzzy dice and more.



Truck Stop Don't let this one pass you by...trucker mugs, mini road atlases, licensed harley products, bandanas, sun glasses, foammies, koozie cups, cassette tapes, compasses, etc.



Jumbo Packs Take care of your best locations with our specialty pacs.For your fifty cent and one dollar cranes, we have a large assortment. Tell us what kind of locations you have and we will lean towards your customers needs. All seasons and holidays are also available at their appropriate times.



Bar/Tavern GP/R/X even gay...Pour me another...For your tavern location we have a mix that is geared just for this type of location. We hand pick these orders based on your instructions—10% to 30% sports is always worth while, and can be included in this mix. Tell us your favorite team names.



St. Patrick's Day Here's where the green is...From pin on buttons with St. Pat's sayings on them, to green bow ties, alpine plush bears, St. Pat's day bandanas, green foammies, cooler huggies and many other St. Pat's day novelties.



Sports You'll hit a home run with this one. Give us your team names, including college teams as well. Many licensed items, we especially pay attention to what seasons are in play. Licensed watches, pennants and assorted items. Foammies and licensed squeeze bottles are great usable items. Acquire a sports bar location with one of our pure sports packs, with above mentioned licensed items included.



Arcade Simply childs play...Licensed cartoon characters, clowns, kid's stuff, pogs in capsules, dolls, neon sunglasses, 1000 items possible...Geared for your younger audience. We also have a special Walmart pack.



4TH of July Celebrate this occasion with a bang...Reds, whites and blues are dominant in this pack. Politically dressed, stuffed animals of all types. Flags, bandanas, pins, July fourth buttons etc...



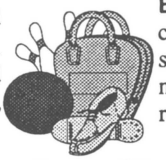
HALLOWEEN Boo!!! Don't be scared to use this mix to haunt revenues out of your customers. Over five hundred items in stock. Ghosts and goblins, witches, Frankensteins, pumpkin, black cats etc...Horror movies are year round, but capitalize on Halloween for sure in September and October.



Fall/Autumn My favorite time of the year...Mostly Fall colored items with some turkeys, pumpkin, fall bandanas etc... If the timing is right, we'll include a percentage of Halloween and or Thanksgiving items.



Thanksgiving A thankful time for friends and family and freedom...Mostly fall colored theme with some turkeys, pumpkin, pilgrims and Thanksgiving bandanas. If the timing is right, we'll put a percentage of fall and Halloween items.



Bowling Don't get rolled out of a location...A bowling center could be one of your best locations. Take care of them with a special mix. Plush bowling balls, pins, players, vinyl pins & balls, money clips, shot glasses, bowlers crying towels etc...I recommend 10%+ sports in your bowling pack (see sports pack).



Spring Pack Spring forward...Try this colorful, eye catching mix with purples, yellows, oranges, blues, and pinks. I love the little ducks and chicks.



Valentines You'll be loving it...Cupid is in the air and at work. This mix has lovely items, from an assortment of hearts with savings to stuffed animal pairs (boy and girl) in love. Pinks, reds and white stuffed animals dominate this pack. Many with sayings and or holding a heart. You'll love the extra $'s in the cash box.



Easter What's up doc?...Rabbits, bunnies, lambs, chicks, plush eggs, ducks, humpty dumpty and lots of color. Purples, yellows, pinks and blues dominate this pack. Spring has Sprung, the grass has riz, this is where the money is.



Country Western Round em up...For your country locations. We have cowboys, western bandanas, cooler cups, cows, horses and many other assorted country and western items.



Standard Pack The basic pack. I personally recommend that you build on this pack by adding a little of this and a little of that from any other "Variety Pack" on our list. We hand pick every order so we can fulfill your locations special needs and desires.



Christmas Merry Christmas from us all at A.L.D. Services, Inc...The absolute best time to seasonalize your crane. For ten solid weeks you can keep our Christmas merchandise stocked. Over 500 items possible. Santa's, snowmen, snowballs, reindeer, elves, seven dwarf characters, gifts, prizes, wintery stuff. Whites, reds, blues, and greens dominate this pack. All items are usable this time of year. As gifts or on gifts, stocking stuffers etc...



Winter Brrrrrrrrr!!!!!!...Don't be left out in the cold this winter when you're not sure what to buy. From polar bears to snowmen and snow balls. Lots of stuffed animals with scarves and hats. From ear muffs to winter bandanas. Predominately white assortment. This will warm up your revenues.



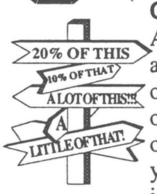
Pogs Get 'em while their hot...Thousands of pogs to choose from. Pogs in capsules and slammers too. We even have the Pog's game rules and regs. included in this pack. Always keep us in mind when hot new items. We are sure to have them soon.



Watches What time is it....Time to get our watch pack. We've got watches, lots of watches. All different prices...from .99¢ to $7.50. Metal bands, sport watches, licensed Looney Toon watches, licensed cartoon watches. Buy them loose or in capsules. Very high perceived value. These can be added to any other pack.



Jewelry A "Gem of a pack"...Gold & silver necklaces, watches and earrings, chokers, wristlets, imitation pearls, and brooches. We will package your mix anyway that works for your machine.



Combination Wondering which way is up in this industry? After 20 years in the business, I can assure you no two locations are the same. It is the same with cranes. We give you the opportunity to mix and match any pack any way. A little of this or a little of that such as: (30% Biker/30% Trucker/40% Standard) or (20% Bowling/50% Sports/30% Bar/Tavern)Talk to us about your best locations.We will hand pick your order and help you improve your locations revenue.

To Seek out, pursue and ascertain the most interesting, attractive and marketable merchandise for your cranes and redemptions needs. To serve our customers needs, wants and desires to the best of our abilities. To build a long term relationship through communication! *Alan Deutschmann pres.*

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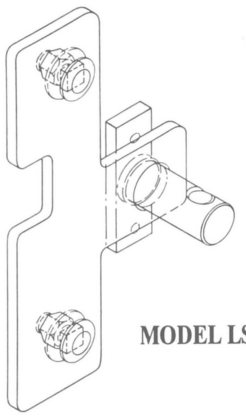

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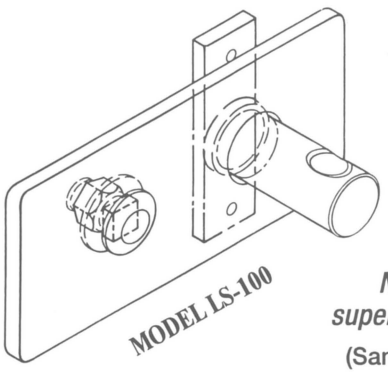

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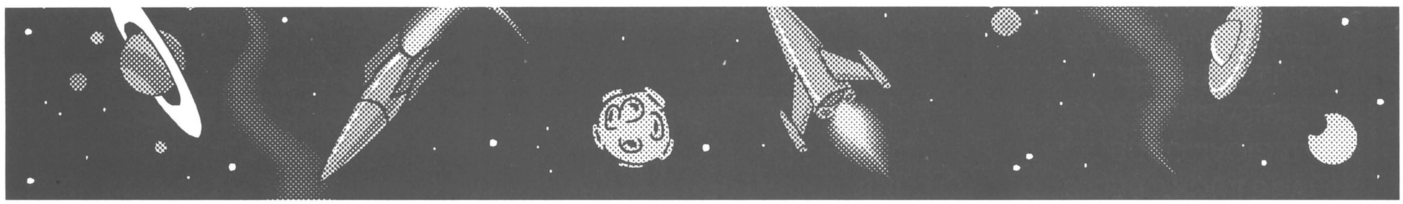

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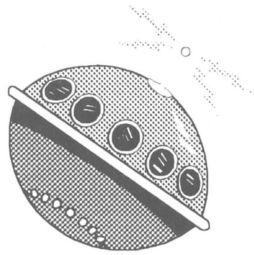

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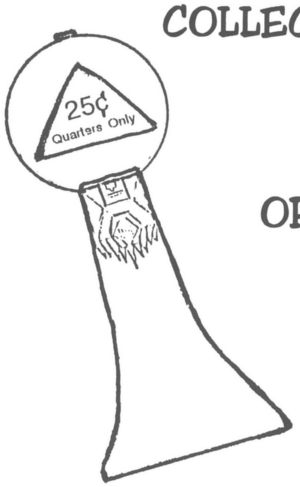

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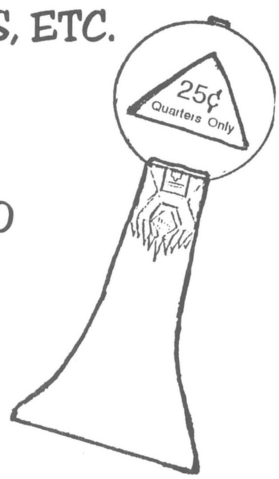

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November	**4** **Columbus, OH**	**18** **Indianapolis, IN**	**25** **Des Moines, IA**		
December	**2** **Clementon, NJ**	**9** **Columbus, OH**			

– 1996 –

January	**27** **Indianapolis, In**			
February	**15 thru 17** **LEISUREExpo** Orlando, FL	**24** **Tampa, FL**		
March	**2** **Columbus, OH**	**16** **Indianapolis, IN**	**23** **Des Moines, IA**	**30** **Clementon, NJ**
April	**13** **Columbus, OH**	**20** **Tampa, FL**	**27** **Indianapolis, IN**	
May	**11** **Clementon, NJ**	**18** **Columbus, OH**		
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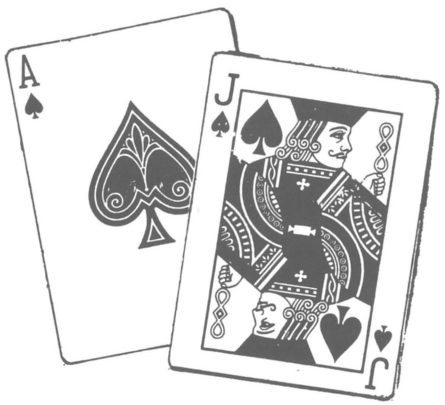

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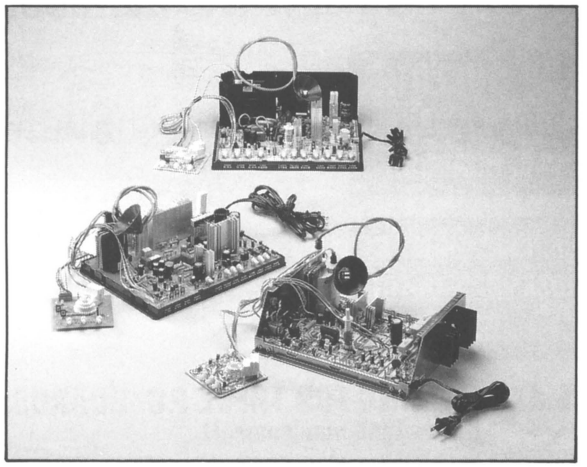

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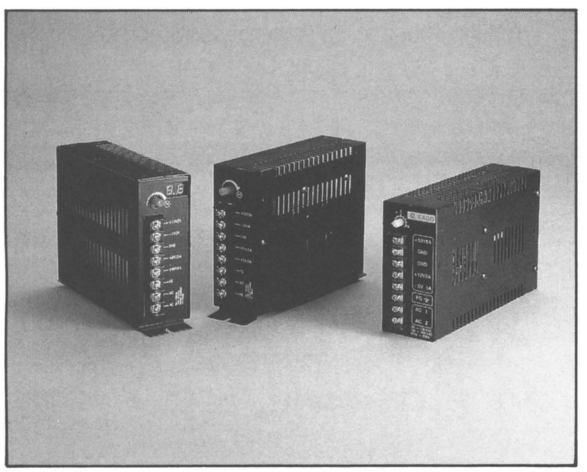

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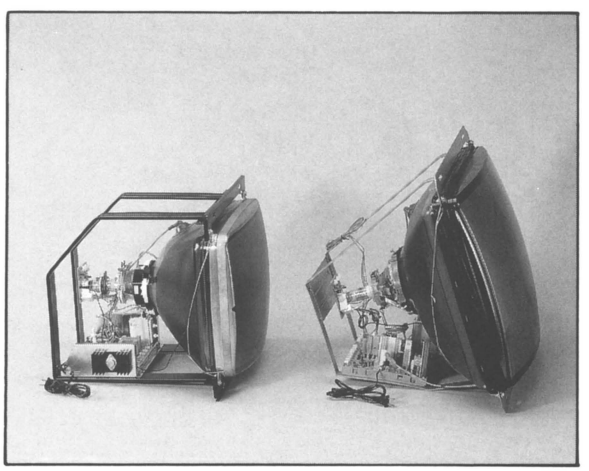

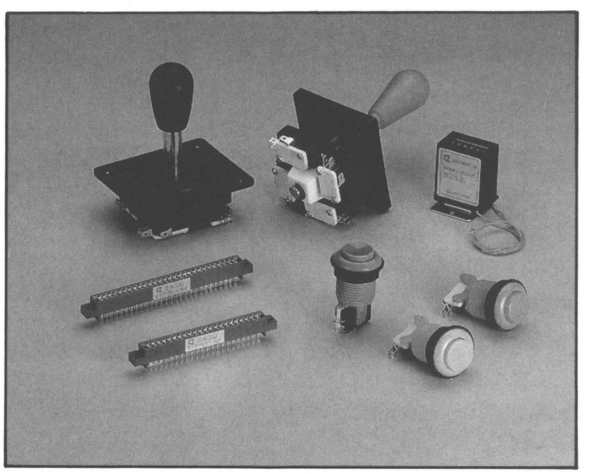

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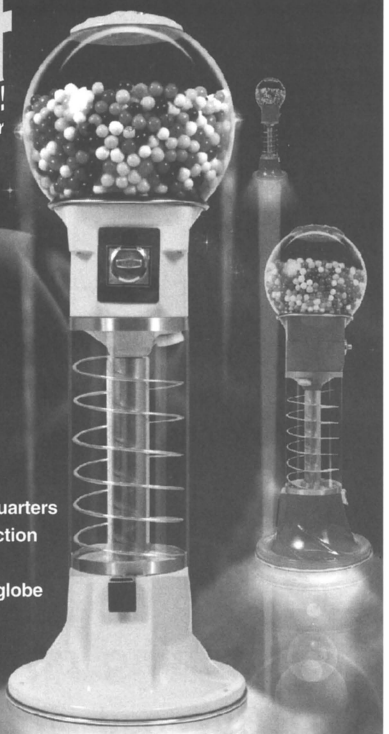

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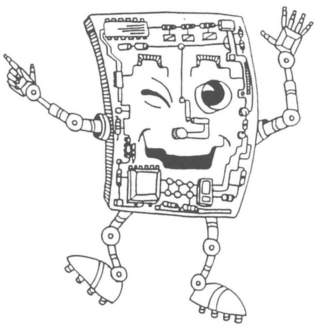

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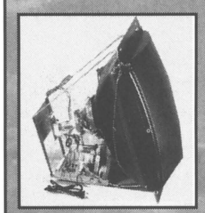

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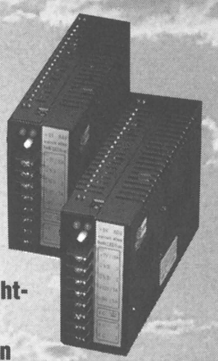

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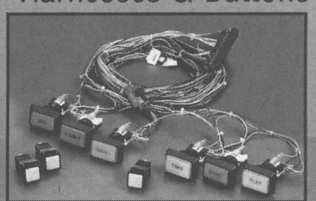

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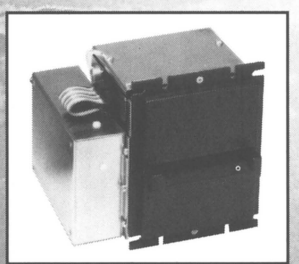

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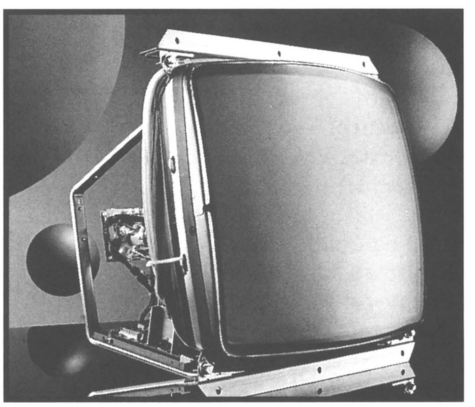

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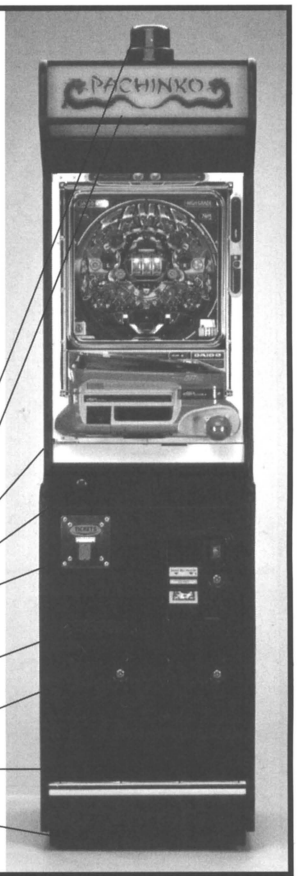

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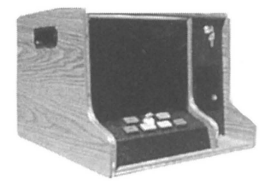

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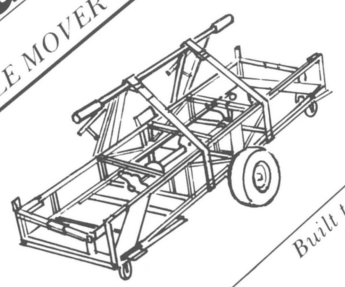

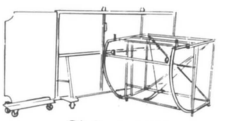

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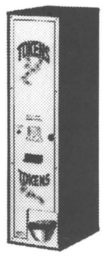

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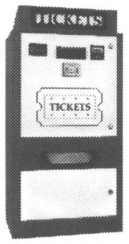

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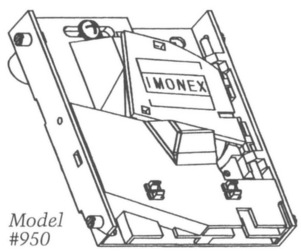

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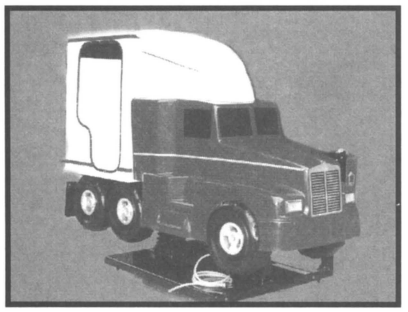

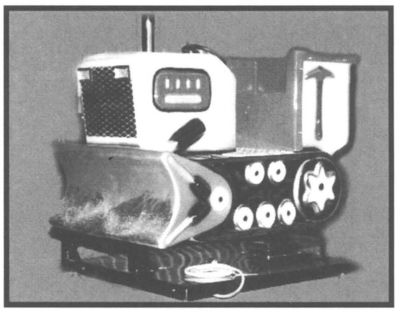

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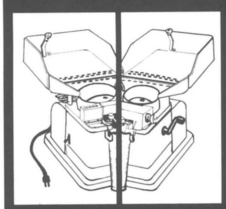

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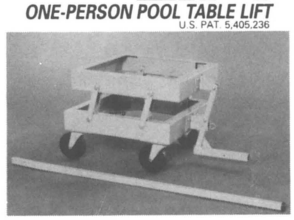

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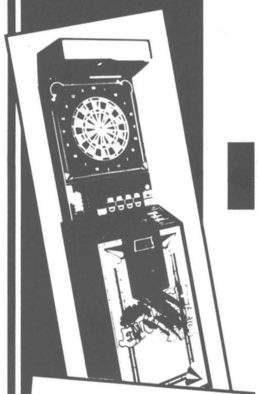

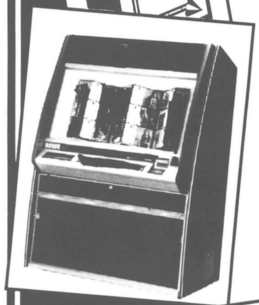



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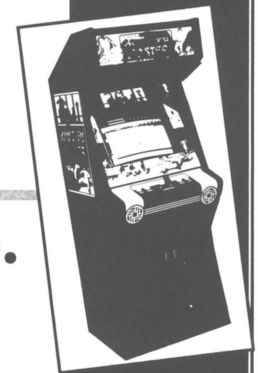

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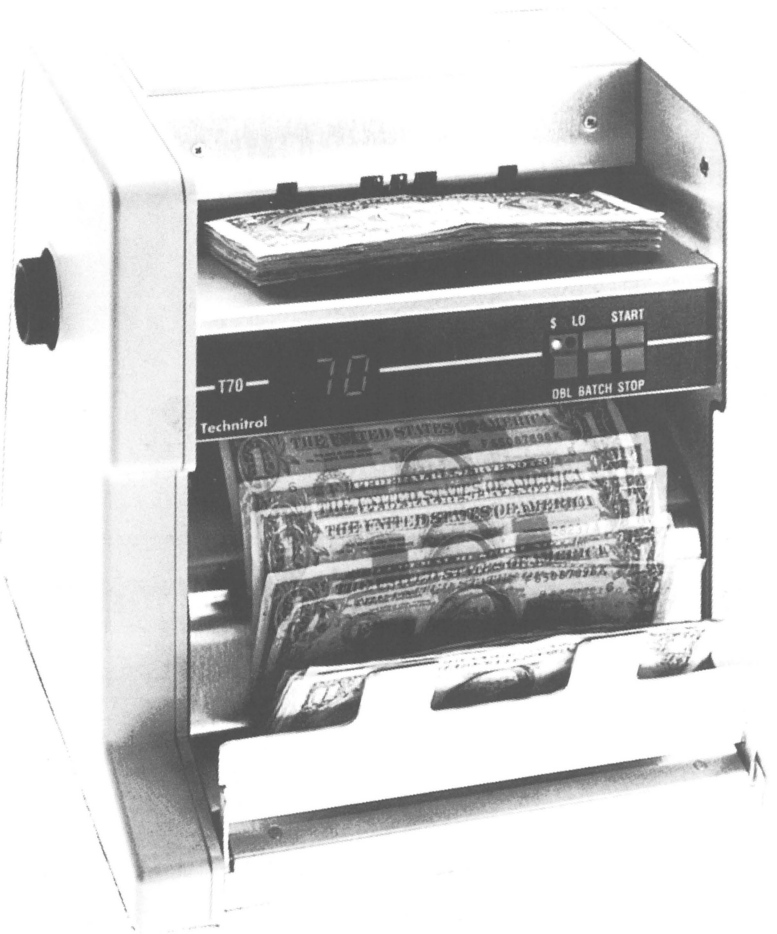

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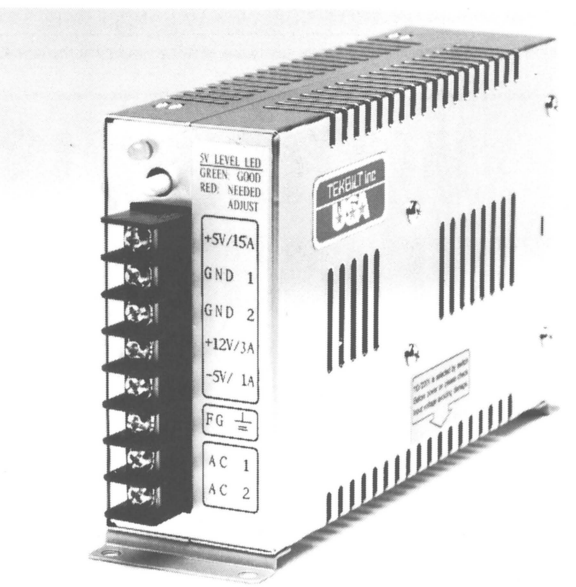

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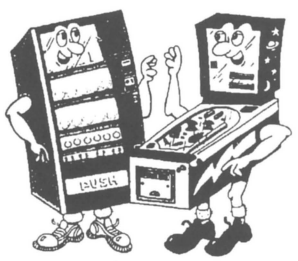

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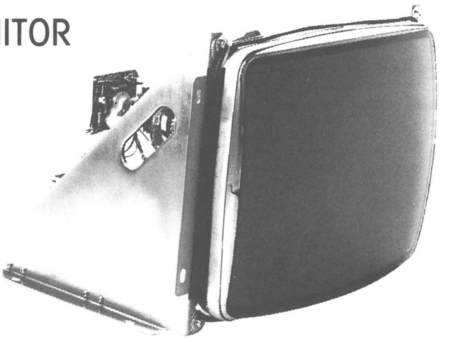

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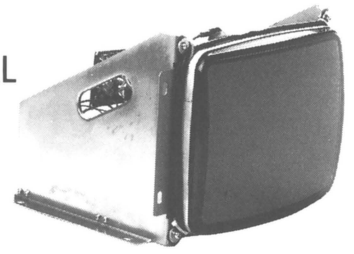

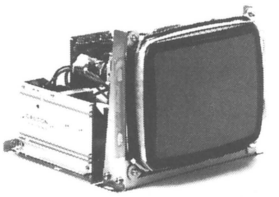

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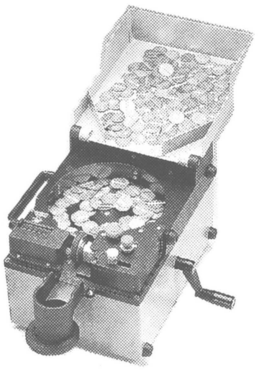

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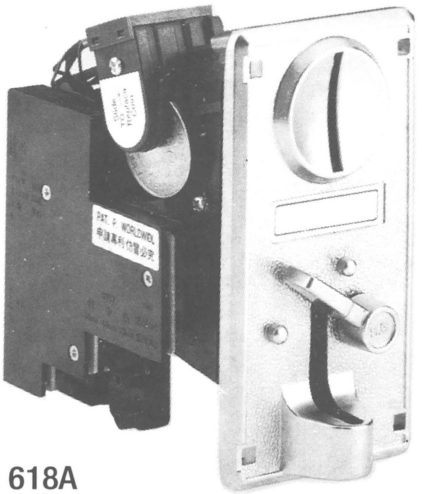

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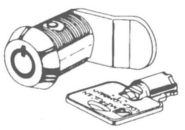

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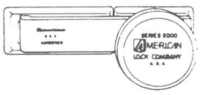

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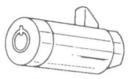

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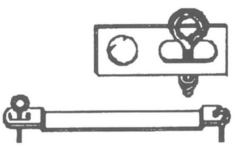

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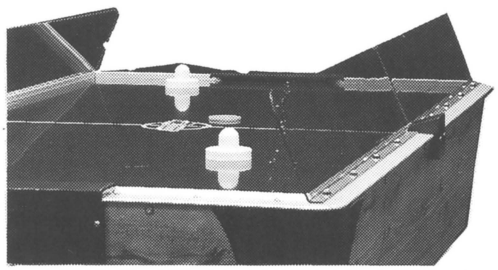

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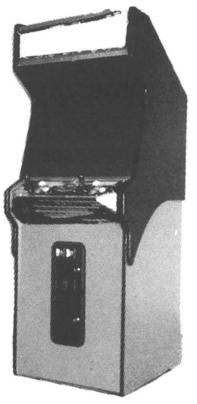

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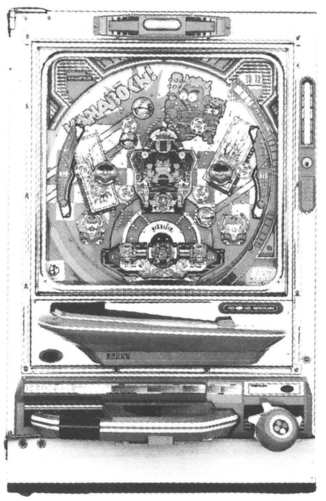

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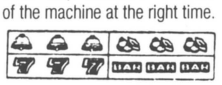

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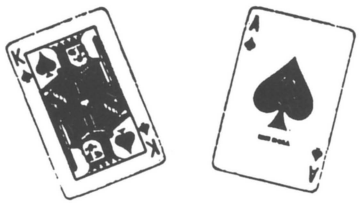

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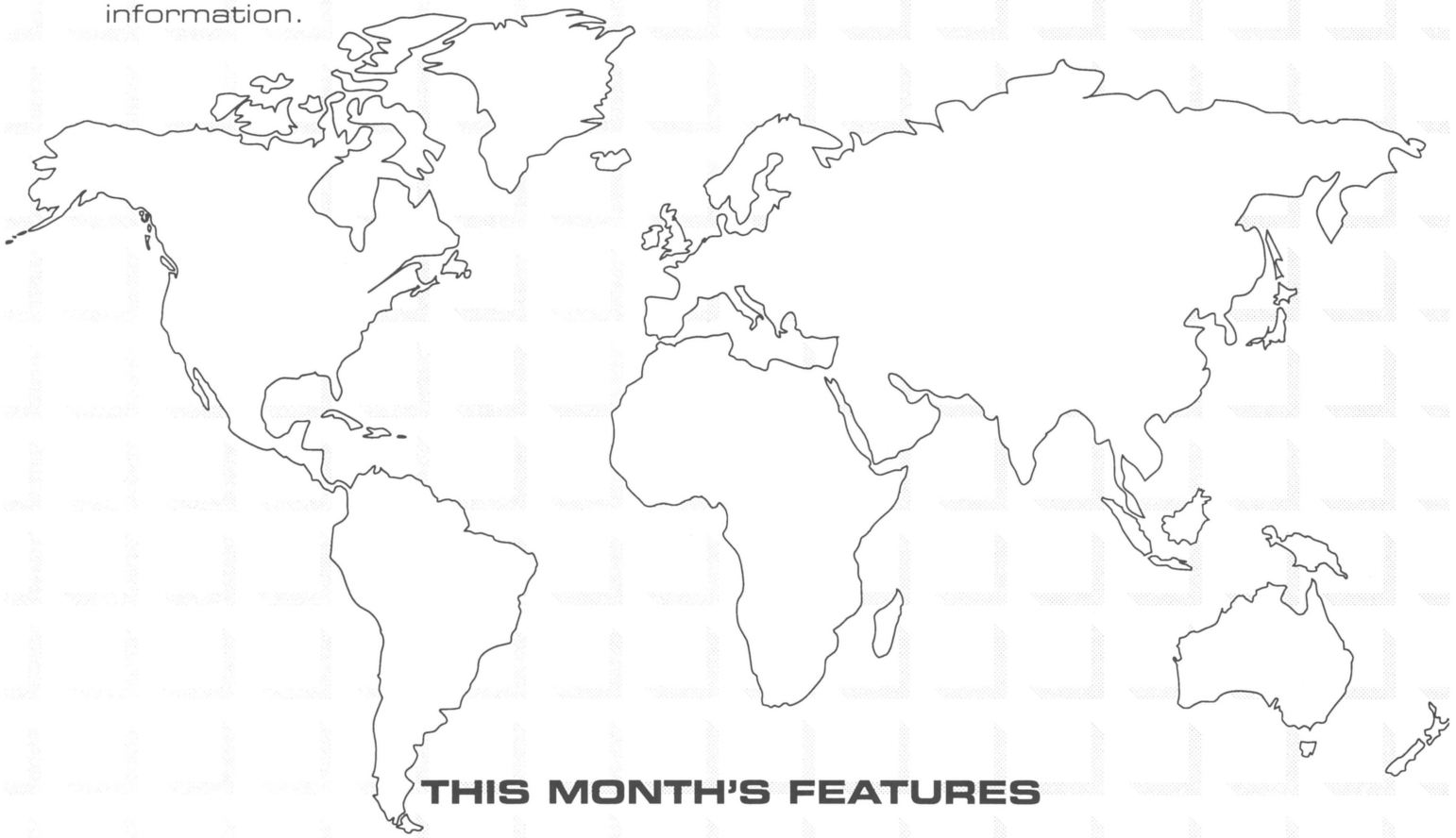

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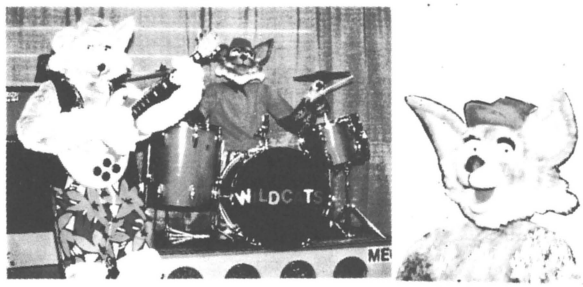

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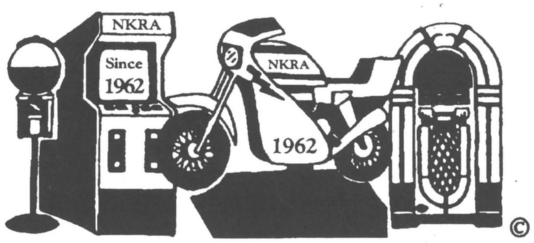

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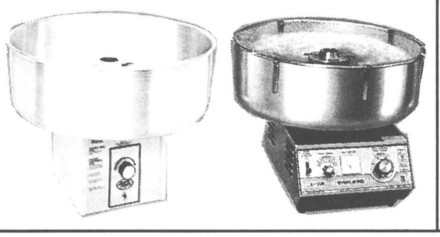

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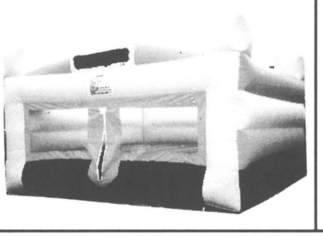

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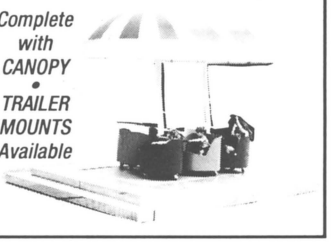

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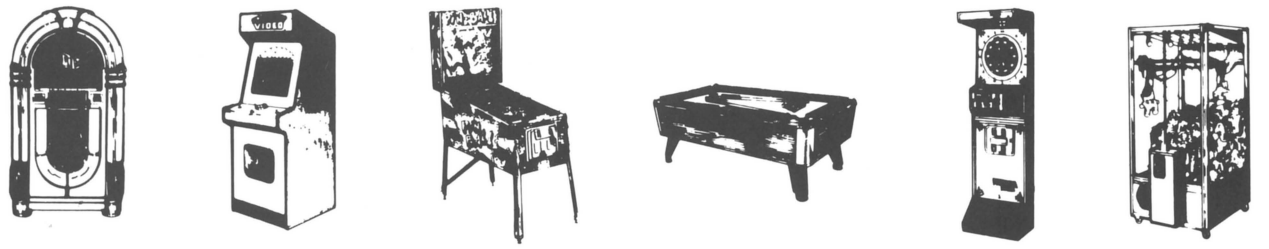

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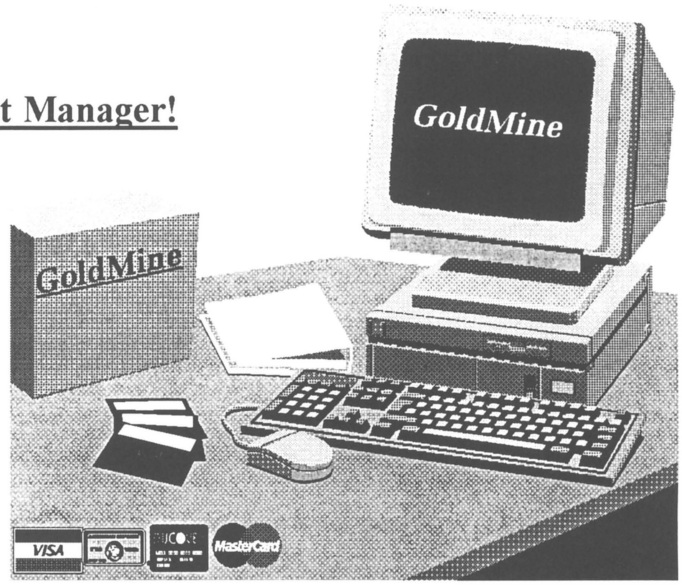

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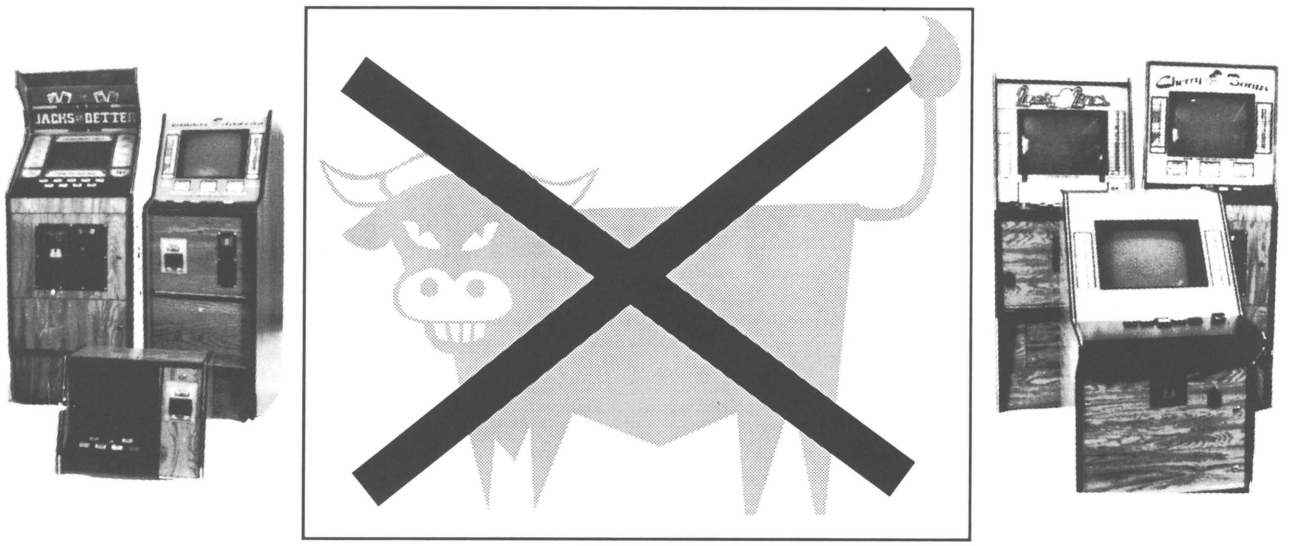

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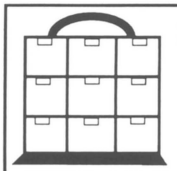

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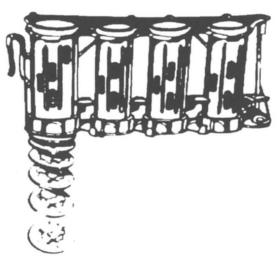

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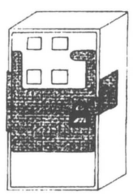

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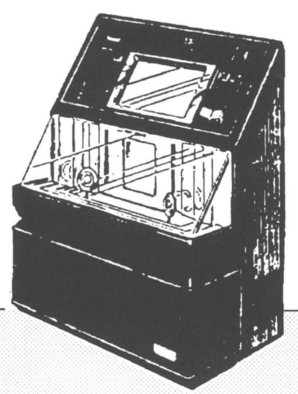

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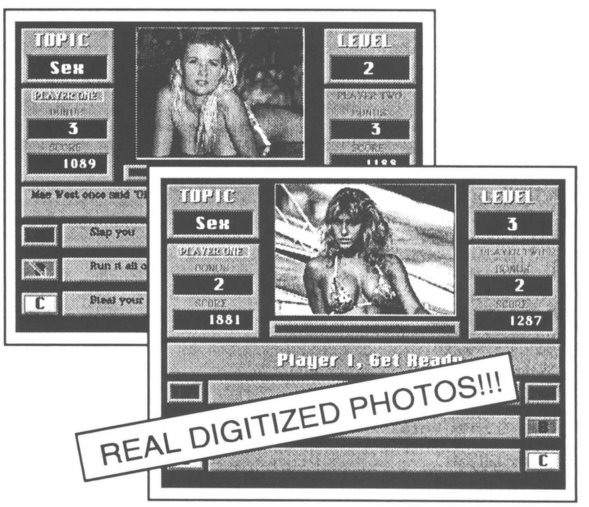

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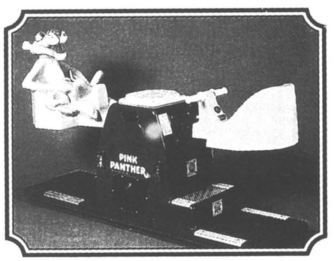

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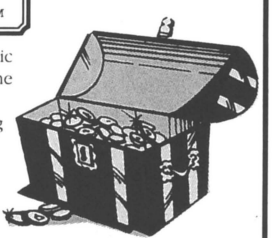

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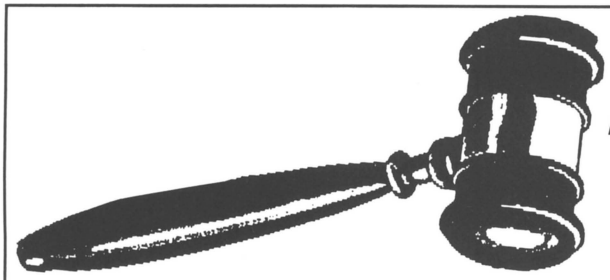

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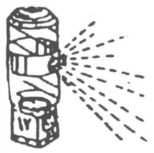

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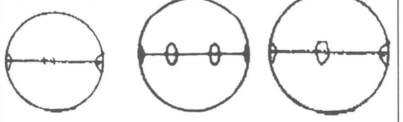

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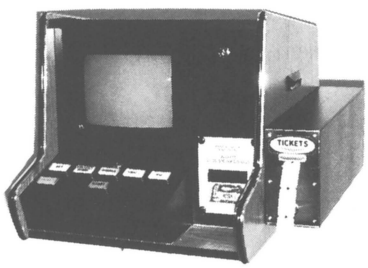

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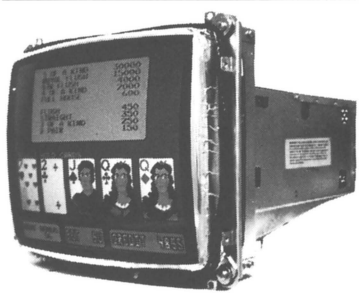

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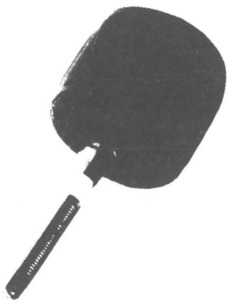

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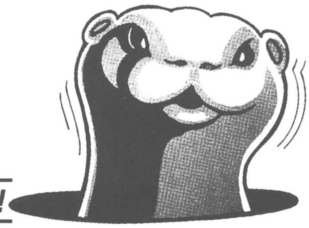

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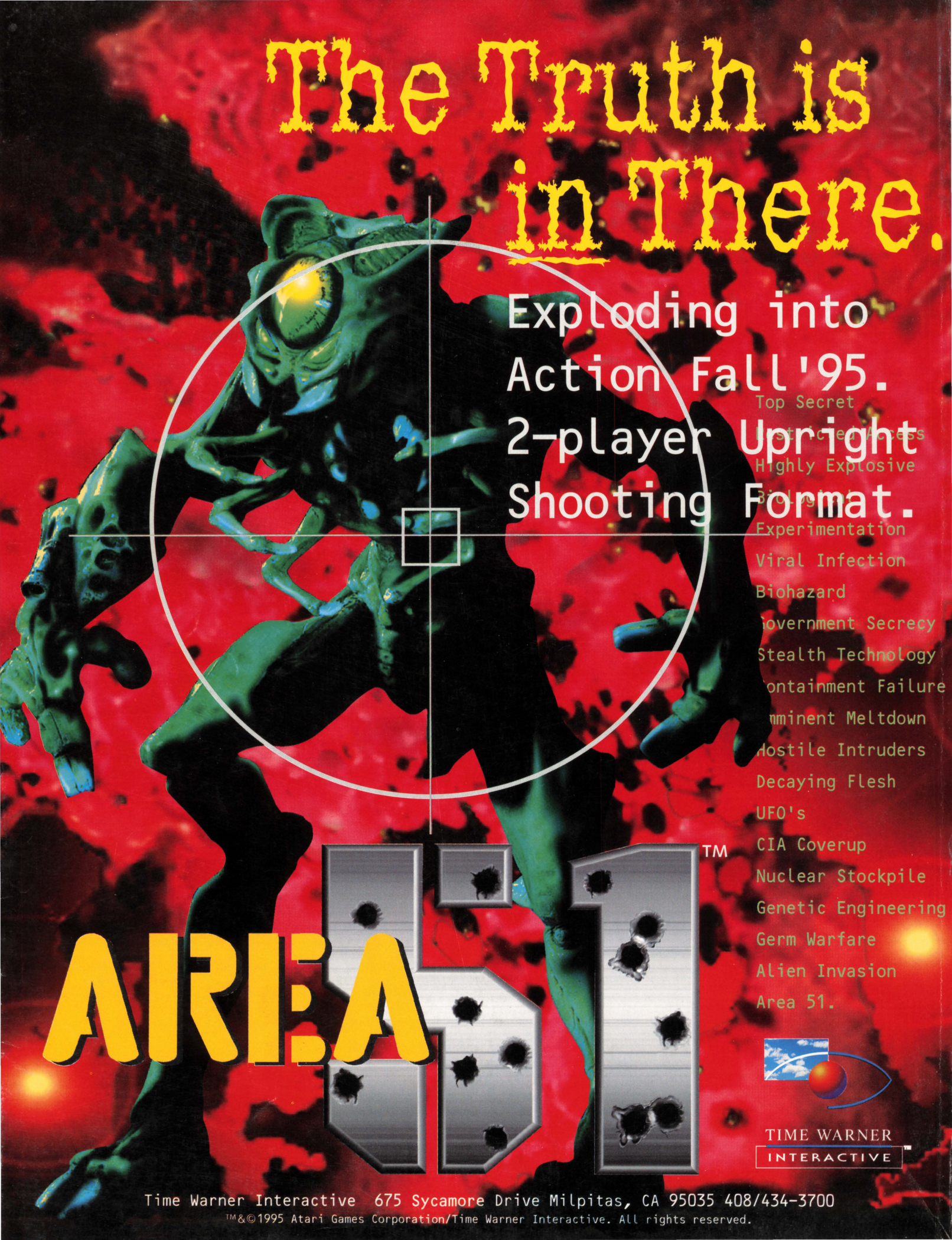

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